

Caroline Casey

Com 107

Prof. Richards

22 October 2019

An Analysis of “Generation Like”

The film “Generation Like” is about the new generation of advertising and marketing between consumers and producers. Rather than using traditional forms of advertisement through platforms such as newspapers and print, marketers have had to adapt in order to use the rise of the internet to their advantage. Through websites such as Instagram, YouTube, and Facebook, people of all ages can create their own accounts that they may then use to showcase their personalities through likes, messages, or sharing other sites they are interested in. Brands noticed the frequent usage of these social medias among teenagers, which ultimately helped lead to the most common method of marketing we see today. Influencers are people who attract a large fanbase to their account due to their popularity online. Once someone has made their presence online known, their likes and ideas become popular among their own followers. Today, many “famous” users online promote products such as clothing, phone apps, personal care items, and more. The film featured two popular youtubers at the time, “Baby Scumbag” and Tyler Oakley, who used their following on the internet to make money by representing and endorsing companies in their videos.

This form of advertising is just one example of how the relationship between producers and consumers has evolved. Rather than having to focus on outreach to new consumers, companies are given free publicity through the customers who like their products already. This gives the brand more exposure to people with similar interests to their existing customers. It’s a

domino effect as one consumer shares an interest or product with their following, then those followers share it with their own, and so on. Many people believe that this process guarantees that the consumer holds power, being as they are the ones spreading the word on the most popular products. However, endorsement deals and specific ad placements on websites prove that not all products naturally earned their way onto someone's "feed". Sponsorship deals may defer a popular influencer from their normal content due to the payment they are offered. This means the endorsement of one's favorite user may not be genuine, yet their followers will rush to buy that product to be like that person.

Since "Generation Like" has been made, there have been numerous changes in how products are advertised online. Social media sites all automatically use data in order to cater to a user's interests; this generates ads that promote online stores one may have recently shopped at, or sometimes even a product that one spoke about near their phone. Lately, it seems as if the marketers and producers have much more power than we believe. Social media started as an outlet for people to find others with similar interests and communicate with their friends, yet recently it is hard to tell the difference between natural content and sponsored content. Producers have gained knowledge and power as the growth of the internet has continued, despite whether or not consumers online have realized it yet.