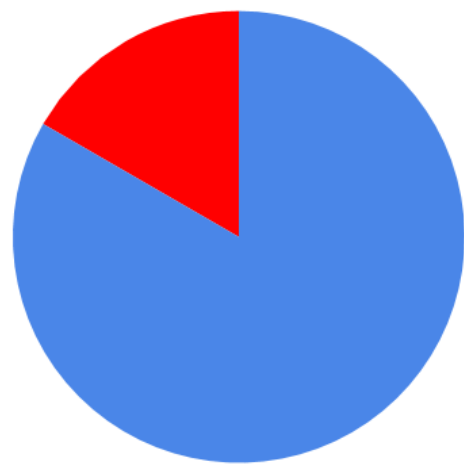


What's Your Opinion?

Last week we asked students if they thought certain holidays such as Christmas and Halloween were being promoted and celebrated too early.

Out of 24 people who responded, here are the results:
Yes, they are celebrated too early - 20
No, they are fine the way they are - 4



Yes, we celebrate these holidays way too early

No, we should celebrate these holidays early

Next Week's Poll:

Candy Craze
Of all the Halloween candies and treats out there, which one is your favorite?

Vote on The Herald's website (theherald.home.blog) to voice your opinion! Polls are also posted on The Herald's Instagram (@astateherald) on Mondays at 4 p.m. Results will be posted in next week's Herald.

A Look at VSCO Girls

ALITZA CABIBI-WILKIN

OPINION EDITOR



Alitza Cabibi-Wilkin is a sophomore music composition major from Hot Springs.

Over the summer, a new archetype of teenage girl emerged onto the internet: The VSCO (pronounced "visco") Girl.

The name "VSCO" comes from a photo editing and sharing app, which features minimalistic filters similar to

Instagram. The "look" of a VSCO Girl has become iconic: a HydroFlask water bottle covered in stickers, a reusable metal straw, a seashell necklace, Birkenstocks sandals, an oversized T-shirt and short shorts, and tons of scrunchies.

The goal of the VSCO Girl "look" is similar to the 2000s beach girl, with light and natural makeup and beach waves in her hair.

They look like their makeup and appearance is effortless, and they drive around in Jeeps, watching the sunsets and taking pictures with Polaroid cameras. The demographic of the VSCO Girl is young, blonde, thin, white, and wealthy.

The typical catchphrases of VSCO Girls are "and I oop" and "sksksksk". The first is a reference to a clip where drag queen Jasmine Masters accidentally hit herself in the testicles during a rant

video. The second is indicative of a key smash.

While all of this might seem ridiculous to an outside observer, the archetype has become very real and very popular for members of the teenage social bourgeoisie.

In an article from Slate, several girls who had witnessed the rise of the VSCO trend said that they saw VSCO Girls as "preppy," "basic," and "the kind of girls that would make fun of you in elementary and middle school."

Of course, the archetype of "basic popular white girl" has been around for ages. Older readers may remember the Valley Girls of the 1980s, or the #Basic Girls of the 2010s.

The joke of the VSCO Girl is that she's the basic perky yet annoying white girl type we all love to hate, upgraded to include the hot topics of eco-consciousness and responsible

consumption through the use of metal straws and fancy water bottles.

Now that we've decoded the VSCO Girl, a question remains: Are they a problem? Are they worth being concerned about? The answer, of course, is no. Much like other trends, they are bound to be a joke for awhile, but will eventually fade away.

Joel Flory, the CEO of the company that runs the VSCO app, says he wants his platform to be a "chiller, more creative counterpart to Instagram, free of bullying or anxiety," according to a Vox article.

On an app where 75% of the user base is under 25, a "chill" environment is certainly a good thing for the chronically stressed teens of today. And even if the trend seems a little ridiculous, we should at least give it the credit it deserves for sparking joy in VSCO Girls everywhere.

Internet Influencers and Their Impact on Children

MADISON GARRETT

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influence?

At my job I work with a lot of children, I sometimes monitor children as they play on the public computers, just to make sure they do not go on any inappropriate websites.

One thing I notice when I monitor these school age children, ranging from 5-13 usually, is that they watch a lot of YouTube vloggers and influencers. To those who don't know, influencers are people who have a lot following on social media and can usually persuade their audience to buy certain brands and products.

Many of these popular social media influencers have a lot of following across many platforms such as Instagram, TikTok, and YouTube, and research shows that influencers are having a bad influence on children.

According to frontiersin.org, most youth watch social media influencers not only for entertainment but for advice and role models. Influencers can promote bad behaviors to children such as smoking, drinking, and even criminal behavior.

Influencers also promote third party branding as part of their content, and influencer Jake Paul got into controversy recently for promoting a "mystery box" website that was initially promoting gambling for children.

As well as many social influencers

being adults influencing children, many social media influencers are actual children themselves. Many parents turn to the increase of social media use to make a profit, and most children of these parents get caught in the act.

There are an increasing number of family channels featuring young children, and some of these can lead to legal trouble. Take for example the Daddy of Five YouTube channel controversy a few years ago that was set up as a prank channel where the

parents would prank their young children, but ended up being charged with two counts of child neglect due to the violent and extreme measures they would go to pranking their children.

Are influencers really having negative effects on children? It's hard to tell. However, as more and more children are being exposed to the age of influencers, it may be wise to keep caution when letting children go wild on the internet.



Comic by Jaiden Pense

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