

Lost in Time

The TikTok effect

In a world of applications that allow for ease for communication, they have grown to become more than that. To alter our minds while maintaining the communication we all survive off of. The new age of digital media and social media has opened our eyes to a wide breath of ways to create, but also to alter how we view these new pieces of creativity.

Our own identities can be shifted through loss of time and space due to new media.

Hidden behind is an immense effect on the culture of time and the hidden effect of digital technology.



Time is Lost

**“We live in a continuous “now,” and time is always passing for us”
- Rushkoff *Program or be Programmed***

The reality for us is that we rely on time, but our digital technology does not. We become infatuated with the ability to “always be on” as Rushkoff discusses. The TikTok application has assisted in the limitless availability to watch videos on a never ending timeline. Simply put by the name, the time flies by like a clock.

Hours of.... Tick..... Tock Time..... Goes..... By

Tick
Tock
Tick
Tock
Tick
Tock
Tick
Tock
Tick
Tock
Tick
Tock

A green digital clock display showing the time 06:07. The digits are in a classic seven-segment font.

The digital technology showcased through the TikTok application is structured for you to lose sense of time. Purposeful time limits on videos and scrolling make it too easy to lose track. You abandon your rhythm and cycles to focus on the fuel of communication.

“We use the asynchronous bias of digital technology to take control of time” - Rushkoff *Program or be Programmed*

This piece of technology has allowed for people to control our sense of time. The programmers know the going ones of the human brain and take advantage with the technology we crave to use. We escape through it.

Two green digital clock displays. The top one shows 6:52 in a large, slightly blurred font. The bottom one shows 06:53 in a smaller, sharper font.

“We scramble to keep up with the never-ending inflow of demands and commands, under the false premise that moving faster will allow us to get out from under the endless stream of pings for our attention.”
- Rushkoff *Program or be Programmed.*



This never ending flow of information discussed by Rushkoff is a principle to the tiktok social media app. There is an unlimited flow of media to be absorbed. Scrambling time and our attention. Removing our attention from the real world. Removing US from the real world.

An Intelligent Algorithm

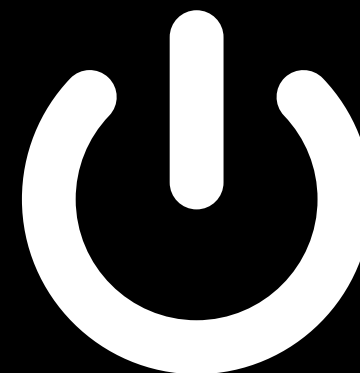
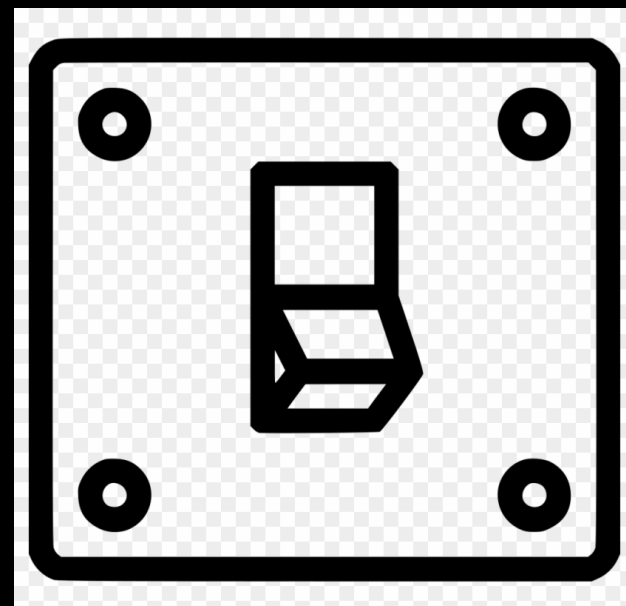
Always watching...



The videos are constructed in our feed to grasp our attention, using a variety of approaches. Video, sound, images and words used in combination.

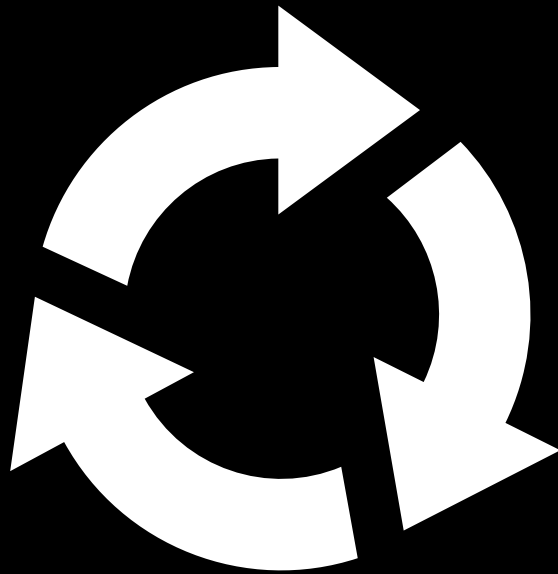
It latches on to what makes up our identity and our interests.

You may find your recent Google searches, Amazon purchases or recent social media interests popping up on the TikTok feed. The theory of “Always On” becomes TikTok’s means of operation. Taking advantage of how digital technology operates with no sense of time. Causing you to lose sense of time as well.



HUGE

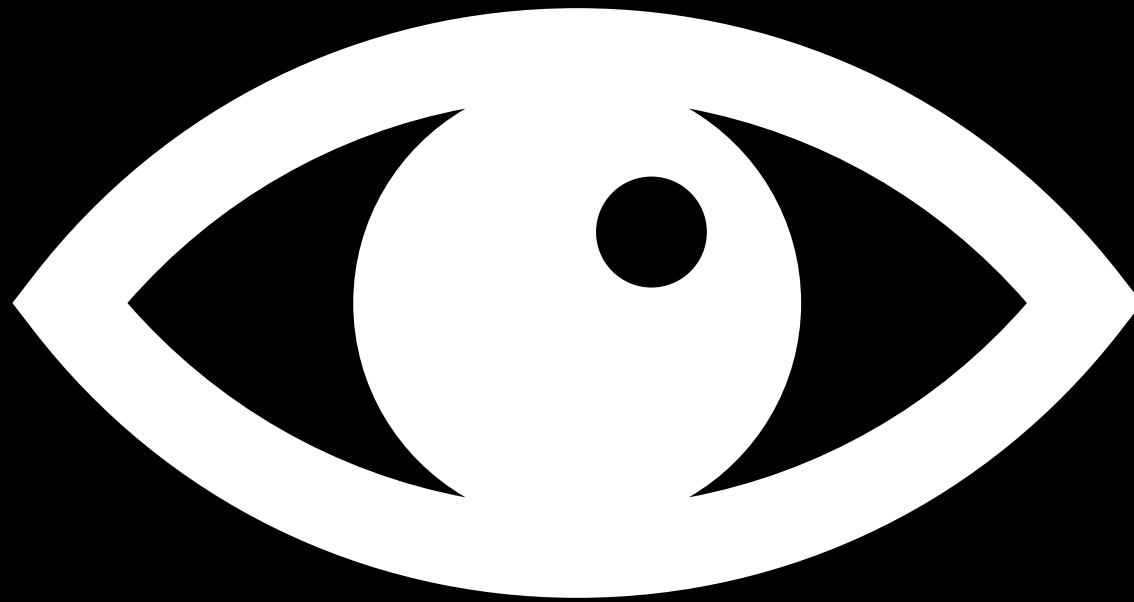
Connections across platforms



The World Wide Web is infinite. Infinite connections between pieces of media, between people and between website. Applications like TikTok are no different.

If you are searching for puppies on Google there is a connection back to TikTok. Your new TikTok feed will include puppies. We simply ignore this invasion of privacy

PRIVACY?

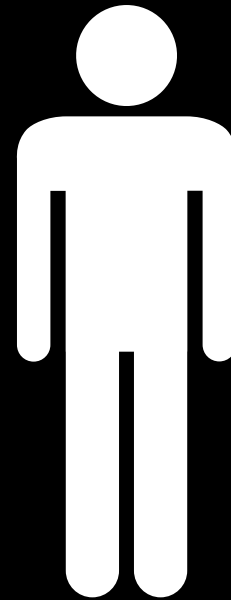


When we end up getting what we want, we ignore the process. This type of technology that is built from our interests is wanted. Changing our personal identities to ones available to open access.

The Mind Of Creation

Millions of people are given the ability to create with the TikTok application. Using aspects of digital technology to tell stories and entertain. Photo, video, written words all used to tell ones experience all with the purpose to share a piece of creativity.

The social media aspect is combined with making entertainment for others to enjoy. Communication and interaction can follow.



**Even
YOU
can
do it**

Automation is a principle discussed by Manovich. Automation is necessary for application such as TikTok. Anyone can create a video when given the tools that make it easy. Filters on videos, the ability to put music over top of your video.

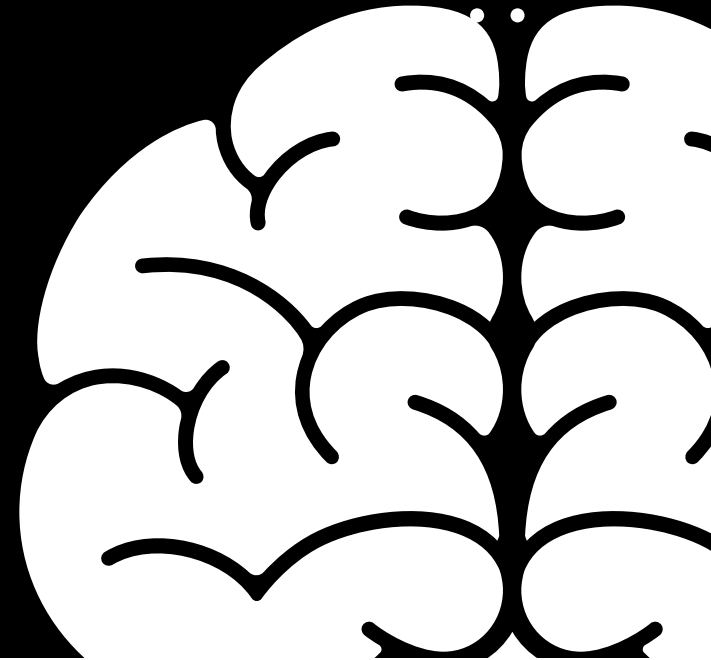
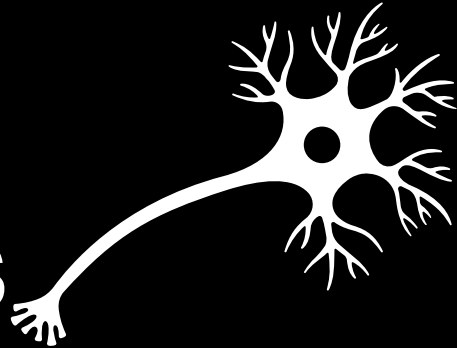
The variability among several thousand users. Using one sound and connect it to several thousand stories. Communication of ideas expressed in millions of ways through one mode of transportation. Certainly expanding the digital culture of mass variability.

**All at your
fingertips**



“New media is characterized by variability”
- Lev Manovich *The Language of New Media*

Infinite Possibilities



Creators and viewers can see and make videos with the same sounds, videos, and memes from the internet. The ideas from millions of brains create infinite pieces of entertainment. The variability aspect Manovich also explains in his five principle allows for people to see the possibilities for different assemblies of words, pictures and sounds. Of course modularity all plays into this, but the ability for so many outcomes is a drastic change for the culture surrounding digital technology.



What Changes for Us?

TikTok has become a combination of many changing things for the world of digital technology.

We are encouraged to get lost in time for TikTok. It feeds us our interests and we simply get lost in an endless loop of scrolling through our feed.

We sacrifice our privacy because it feeds us what we want.

We are enamored with endless possibilities that digital technology and modularity can give us.