

QUIZ: Try out this interactive quiz with commonly asked sex education questions to test your

Influencers Lead Consumers Astray



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Influencers have overtaken advertising, allowing rampant consumerism to appear because of accessibility to posting, and the uncapped amount of videos a person can make.

In the past, decades have had a certain trendy look. The 1920s had flapper styles, the 1980s had bold colorful outfits, the 2000s had tracksuits. But because of the popularity of social media, trends are coming in and out of style faster than ever before.

For example, if a neon sweatshirt became trendy in 1984, it would still be in style four years later, or longer. But with influencers and social media, trends are coming in and out of styles within weeks.

Influencers' ability to make in-

credibly aesthetic content that pushes products coupled with the fact that they can post basically whatever they want, whenever they want, means countless products can be promoted at any given moment.

Many of these videos have created clothing trends like tennis skirts, Lululemon zip up jackets, flair leggings, oversized hoodies and t-shirts, Kendra Scott jewelry, UGG platform shoes, Hoka sneakers, Birkenstocks, North Face backpacks, puffer vests. And the list goes on.

Everyone wants to match these influencer aesthetics and own the "must have" items to fit in and feel like a part of a community. And since younger audiences are getting introduced to social media at a younger age, they are purchasing these products without regard to money which pulls kids into the culture of consumerism.

Because there are so many trends, and products are going in and out of style at rapid rates, an unnecessary mass production of similar products with lesser quality follows.

Influencers are often seen posting with their newest trendy items, or potential dupes of them. When trends are introduced, brands jump at the opportunity to create cheaper versions of them, resulting in the mass production of lower quality products.

And after these products are used to destruction, faster than normal, they are thrown into landfill, to be replaced by another insta-famous product.

Another example of consumerism is water bottles.

We've gone from Nalgene, to Camelbaks, to S'wells, to Hydroflasks, to Yetis, to Stanleys, to Owalas.

And

if you ask most people, they will likely own, or have owned, most of these water bottles.

Again, these products are pushed and promoted by those same influencers.

The thought of not having what is in style is unthinkable to the average American, so they buy whatever is in style and dispose of whatever is "last season."

But no one should have to buy multiple \$30 water bottles just to fit in. It was estimated that more than \$2 million were spent on water bottles in the US in 2022 according to Greg Williamson, who is the president of Camelbak.

This not only has harmful environmental effects but also breaks bank accounts, especially with how fast products go in and out of style.

The worst part is that because everyone wants to keep up with the trends, they aren't using these products fully, just moving on to the next trend, resulting in mass production, waste, and unnecessary depletion of resources.

Companies, as well as influencers, are benefiting greatly from this mass production but it's destroying our planet.

According to Friends of the Earth, overconsumption leads to increased air pollution and climate change, resulting in ecosystems being destroyed. Some of these ecosystems not only provide habitats for animals but also provide us with fresh water and materials needed to our way of life.

This cycle has not only harmful environmental effects, it but also breaks bank accounts, especially with how fast products go in and out of style.

With a new trend everyday, overconsumption is skyrocketing and purchases serve little to no purpose. Students should be saving up their money for college and their future life rather than buying the latest trendy product.



Building Renovations We Really Need

CCS D has proposed a complete two phase rebuild for Creek and other district buildings through a bond measure that will be introduced on the Nov. state Ballot.

The full budget will allow for the construction in the district and is estimated to be a total of \$1 billion, allowing between \$400-

500 million for just our campus.

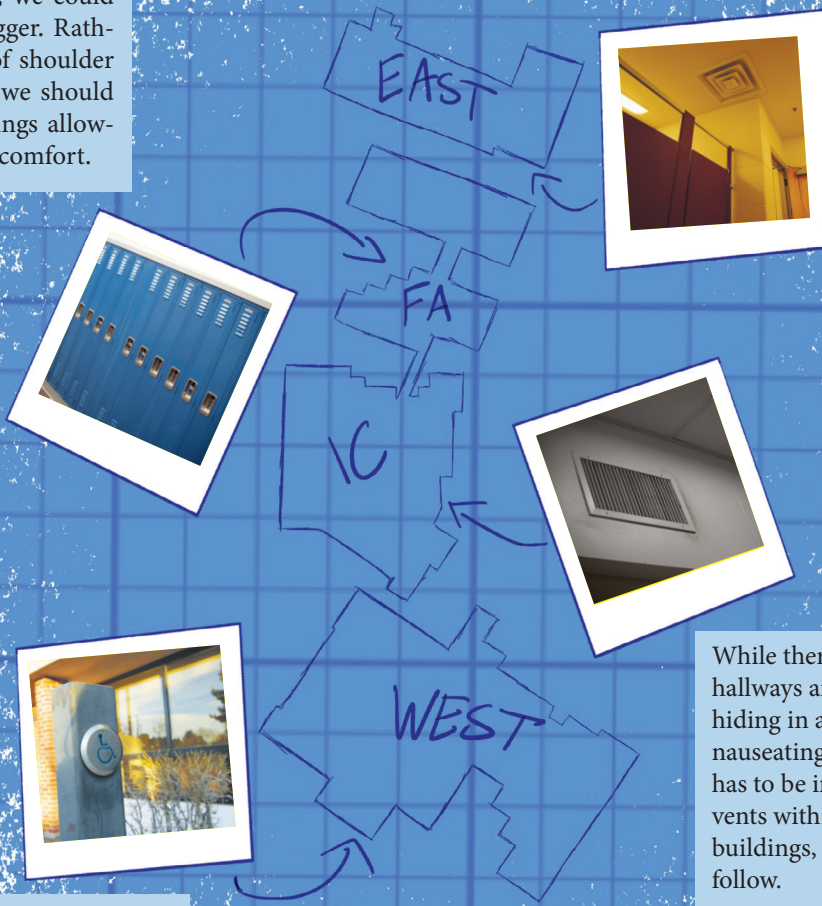
Architects will be able to imagine futuristic re-designs of our schools, but these ideas will come to fruition in almost a decade. In the meantime, there are still many building fixes that Creek needs, which aren't as glamorous, but would improve the student experience.

This is an opinions piece written by the Editorial Staff of the Union St. Journal. Staff-editorials serve as a way for members of the magazine to give commentary on a community wide issue. The views expressed represent the opinions of the editorial staff, not those of CCHS or CCSD.

PHOTOS BY WRYN DUEPRE & QUINN RUDNICK
ART BY LINA RAKHMANOVA

Throughout the school, students are constantly surrounded by lockers, most of which are not in use. By getting rid of the hundreds of lockers that do absolutely nothing but take up space, we could instead make the hallways bigger. Rather than fighting for an inch of shoulder room during passing period, we should expand the hallways in buildings allowing for better safety and more comfort.

When it comes to accessibility, the size of the bathroom stalls really do make an impact. If there are bathrooms all over the school, even in hidden corners, they need to prioritize making stalls big enough for those with disabilities. No one should need to walk across the campus to find a bathroom stall that works for them.



While there are a few vents within the hallways and the occasional small one hiding in a corner of a bathroom, the nauseating stench of the East building has to be improved. By adding more vents within the school, cleaner smelling buildings, as well as healthier, air will follow.

All over the school there are doors with accessibility buttons, but if they don't work, what's the point. While contractors and admin did a good job with putting the buttons on most of the doors, their constant broken status defeats their purpose. Accessibility only works when maintained, and so far, Creek hasn't done a fantastic job.

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IN FAVOR **OPPOSED**

The UJS's Editorial Board voted on the subject of this Staff Editorial.