

‘Hey, so it actually **only** has to make sense to **me**’

StaffEditorial

One...two...three... each day Tamara puts a button in a jar to try and feel more grounded to the passage of time. However, when she posted said button jar on her TikTok account, users flooded the comments asking only one question: what is this?

The truth is, there is no definitive answer to that question. As the video blew up, it subsequently became a new piece of monthly internet culture. The selling point for this trend is its elusiveness.

No one truly knows what the purpose of the buttons are, and Tamara doesn’t make it all that much easier. She explained in a comment reply that it really doesn’t need to make sense to anyone but herself.

The imperceivable tone — or rather, intentional aloofness of Tamara— to fully explain what the buttons mean has made people all the more intrigued.

Only making sense to her, the buttons were all the more special to Tamara’s life, however the internet has taken the simple video and twisted it into another microtrend. Songs, articles, reaction videos and imitations of the original video have all popped up in classic internet fashion, and have contributed to the growth of the trend over platforms and communities.

However, we found the most curious part of this “trend” is that no one really knows what it is— and that is where the true beauty of 365 buttons reveals itself.

While some may view this as just another microtrend in the vast landscape of social media, it in itself is representative of the very essence of internet culture. It emphasizes how anything can be sensational on the internet, even— perhaps especially— if people don’t understand it. The 365 buttons seems to be another “stupid” or frivolous trend that generates new buzz words, brain rot and consumption.

However, when considered more closely, it’s obvious that these buttons represent the mindfulness, growth and empowerment of younger generations.

The buttons not only represent, but support growth for younger generations. With short attention spans, clipped imaginations and an inability for independent thinking, the disadvantage of modern technology has seemingly doomed the younger generations.

However, trends like 365 buttons reveal hope: the hope that adolescents are aware of their difficulties and they are taking steps to correct them. Mindful actions like having visual representation of the days encourages existential

thought and grounding in reality.

The visual passage of time helps people not only conceptualize time and reality more easily, but it also proves how little time we truly have. We

must use agency over our lives to live it to the fullest and

find one’s own authentic self becomes more important.

Young people are constantly and historically questioned on their lifestyle— such as how people had nothing but questions about the buttons— and the importance of confidence in one’s own actions is a common trait reflected in youth culture. We must find the beauty in the imperfection, the leaps of faith and the trial and error it takes to find what “works for you.”

Further, Gen Z has found a surge in emphasis on individuality and these buttons reflect that trend. Rather than being like every other person, many trends have gained traction— such as the “nerd out” trend and the “wabi-sabi” trend— for their purpose being to showcase the unique, quirky and niche traits of a person.

These expressions of personality have been continually rewarded on social media apps because of their authenticity.

The only danger that comes with trends like these is how easily and quickly they become commodities for brands and sponsors to exploit.

However, the buttons are only representative of what the viewer reflects onto them.

365 buttons is a perfect example of how to draw an audience in— even if unintentionally— and how that may be the key to younger generations’ success.

But, if you see it as a pointless trend or a mirror to the current social climate of our youth, either way it really only has to make sense to you.



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