

Well I've fumbled the big bag
I seem to have temporarily lost contact with my building key
That's right ladies and non binary people, sorry- if you're a man read the patch notes
they just patched out the class it's been obsolete in the meta for a while but now you
gotta adapt
So i have fully lost the key to my building
I am now stuck inside of my apartment, and if anyone makes a bo burnham comparison
i'll tear them apart like a titan from attack on titan and level their hometown
I think i left it somewhere in the nuclear waste repository of my room but it also could've
been stolen by the hyper intelligent mice who live in my apartment
I knew i shouldn't have read them tolstoy
It also could've been stolen by the human sized cockroaches who appear in my dream
and tell me to read kafka and wait for a rude awakening
Or my roommate who keeps telling me to read their newsletter "eviction notice" and wait
for the landlord's troops to turn me into silt
Regardless of how this key seems to have escaped me, I've been spending the last week
and a half not able to leave this apartment when i please
Not that I have anywhere to go, the last party I was invited to was my first communion
There have been.... Unintentional consequences to this isolation though
The first is this week alone I've forgotten to do laundry for the last month... which
actually might be a ME problem and not a key thing
The second is my landlord is upset with me and he's taking away my nintendo privileges
after 10pm
And the third problem is uh... something happened to my psyche I think

(DISCLAIMER: this video was filmed in a period of turmoil, in which ro ramdin's physical form
was split in two. Two versions of this video were filmed, and the results have been spliced
together)

(Part zero: Ro'sIntro)

Hello welcome back to god's birdcage, tear up the newspapers

What do you have to lose but your chains

Look deep within, don't you just want to lose your fucking mind sometimes? I'm gonna mark that
down as a probably

Doesn't the daily monotony just make you want to bang on the glass at the researchers

Psychiatrists hate her, psychologists love her, learn how this one woman has been forgetting to
take her antidepressants for the last two months

What am I talking about? Commentary- a genre, a term, an expression of opinions or offering of
explanations about an event or situation- who's to say?

If it is a genre, it's the one I have most closely associated with my own youtube channel

Whatever i do, it's a natural extension of the things that drew gooden, danny gonzales, jarvis,,
etc. have been doing for months, years, even multiple years before me

But what are the defining features? Commentary, I'd hope? Comedy? Sketches? Feigned
confusion? Having blue eyes and the facial structure of a confrontational child in the least
insulting way possible

I'd argue that they share all of these traits, plus two extra ones- the first one is that I love these guys and their videos

The second is that they have made so many fucking videos on life hacks it's almost absurd Well I say life hack but I mean life hack adjacent, ya know these weird crafts tips and tricks pranks channels that all purport to deliver knowledge or advice but deliver nothing of the sort I mean this content SELLS though if you look at a content creator like danny gonzalez, great guy, life hack or like troom troom crafts/prank content makes up like a twelfth of his total views on the channel and that is NOT minute he has almost a billion views that's almost everybody on earth if you forget six billion of them or however many would be leftover what's the population Almost 8 billion... at which point is it too much at what point do we all step back and say like "hey... I'm not meeting any new kids if you have them that's fine but like... fifteen meters from me minimum"

Not in like a weird anti-natalist way or anything but moreso in like kids are mean and they grab my arm really hard, and I don't like being reminded of exactly HOW LOW I stand on the foodchain

Anyways life hacks... what are they all about what makes em tick... fuck if I know!

(Part Zero point five. Ron's Intro.)

Hello audience my name is Ron Ramdin, welcome back to my content emporium

Are you comfortable, disheveled, thirsty? I couldn't care less

Life hacks are probably one of the most fucked up things about the internet, if you discount beheading videos and the mister beast burger app

Aren't life hacks weird... and silly

I think it's so odd.. How they sometimes they present a problem that takes very little time... and they present a task that takes a lot more time than that and uses odd... household and or sawmill um... goods and-or tools

I was going to try life hacks... um... because i thought it would be funny to i dont know like stick a straw in a lemon and be like "wait i should've just bought lemonade"

But i am locked in my apartment right now and my roommate refused to buy my shopping list for me so... here we are

So let's see some hacks

(Part One. The reckoning)

Hi welcome back to my channel I'm Ro Ramdin for now and if you subscribe right now I'll become the first black hat life hacker, every single one of my life hacks will make mustard gas or asbestos, and i will not be responsible for damages

How are you all doing today? I'm feeling like my gemini, is in gemini. Is that allowed? I don't know astronomy i've never even used a telescope.

Youtube, the Superman to Vimeo's lex luther, as a platform, is many things

School for children whose parents are two lpads in a trenchcoat pretending to raise a child

Community for 65 year olds who search up songs from their youth so they can comment shit like "My husband and I danced our first heteroerotic dance to this at the Gino's Hamburgers outdoor movie, sure I was 15 and he was 700 but I think love transcends age" I was dating alucard from symphony of the night

Comradery for lonely bisexuals who can't figure out why their college clubs aren't helping them make acquaintances- just give it up and make friends on deviant art, there are only so many

messy haired white sophomore in geometrically patterned sweaters with rimmed glasses you can flirt with before everything becomes vapid and meaningless again

This platform that you watch my weird, gay little movies and oddities on generates over 300 billion hours of watchtime a year, which is actually still shorter than the first time you watched bladerunner 2049 in that damp, frigid cave of a theatre

This stupid metastatic curse of a website has, for better or worse, filled my mind up with my ideas to quote mcdonalds spokesperson travis scott

But although youtubers like myself and carls jr. are the soul of this website, and users like mister beast and Shoenice 22 are the heart of the website, what is the brain

Well silly viewer, unable to think critically or explore any ideas through your own volition whilst developing your motor function by picking up cheerios, the brain is the algorithm

Youtube is our generation's monolith, but instead of offering us tools so that our monkey brains can finally build armoires, we are given life hacks

Listen I hate life hacks as much as the next freak of nature but I also hate some of my products and life hacks offer alternatives to household goods, my conditioner says "thickening ritual on it" - back in my day we just called that a BBL

I don't know what a troom troom would suggest instead of conditioner, maybe placenta and blood and then use a blow dryer on it or something

Life hacks are more upsetting than anything else I'm not confused by them I just get a sinking feeling in my stomach

This is incredibly lucrative content and it just makes its money by taking the time of unsuspecting onlookers by pretending to save time so that's funny that would be clever if it wasn't monstrous

But I think that

(Part One Point Five The reckoning 2)

Hey guys it's Ron Ramdin, the sexier, gender conformist, evil altar ego, welcome back to another video

I don't want to burn any time so honestly let's just get into it

Yeah i don't know what the fuck someone else would have to say unless they were PURPOSEFULLY wasting your time to pad out a script

They'd have to be insecure about the quality or efficiency of their videos so they just bloat them an unnecessary amount to try to distract people with entertainment, but honestly even if a creator told their audience that would they even notice? Could they notice? Is an audience competent enough to do that? You tell me

After smashing that like button, and that subscribe button, and ringing that notification bell like you're in spiderman 3 baby

Let's go

(Part Two. Ro's History)

Life hacks- what are they, where did they come from, and what consequences of them do we face today

A life hack, as defined by tenured professor Google Search, is a strategy or technique adopted in order to manage one's time and daily activities in a more efficient way.

Some say that the first life hack was adam removing his rib so that eve could go get more fruit while he was hanging out

And in that story we can see the grim futures that life hacks can take us towards, make sure to never life hack near or around snakes or lucifer

But where did lifehacks start?

Like many great etymological feats such as “downstairs” and “yolo” lifehack’s origin was a bit of an unintentional snowball

The phrase was apparently first coined by “Danny O Brien” a british technology journalist, and let me tell you if turn-offs had synergy “british technology journalist” would unlock some sort of hidden achievement

O Brien has written for publications like the irish times and wired but i suppose his claim to fame is his reported first use of the term “life hack” at the o’reilly emerging technology conference in 2004

He used it to get answers from IT professionals at the conference about shortcuts and quality of life optimizations that they had come across, especially embarrassing ones

So life hack in its origin was not this vague weird home improvement phrase about duct taping a knife to your pet bird so it can cut fruit for you

It was kind of a funny term describing how one could save time by implementing maybe a workaround in a piece of code, humor that i’m sure the o’reilly emerging technology conference had no idea would go double platinum with no features

Can you imagine being in that room just clocked the fuck out at a tech conference, not knowing that the linguistic bohemian rhapsody was being written in front of your eyes

Just an undisputed classic being penned right in front of an unsuspecting microsoft employee

What i would give to be in that room and hit Danny O’Brien with a blunt object, knocking him out before he could’ve uttered those fateful words

Because if he hadn’t uttered them, we wouldn’t have to watch these videos today

Life hacks have taken a significant downturn since then, an M night shyamalan level downturn in quality

At one point a life hack was a helpful daily tip, something like “use a tictac container to store bobby pins so you don’t lose them” or “don’t forget to pay that electricity bill” or “seriously ro, they’re most bloodthirsty when the lights are out, do you want to take that chance again?”

Now life hacks have become an ongoing freeway pileup, with gallons of gasoline just fueling the white hot fire that is melting two buicks into one

Life hacks have become “make wine ice cubes so you don’t have to pull the wine bottle out and pour it into your sauce” and every single one is just a more obtuse solution to a problem that does not exist

“Don’t you hate it when your partner looks into your eyes and says that they love you, and they speak it like you’re the only other person in the world, and that they truly deeply mean it as though they are cosmically drawn to the very core of your being, and in that moment you felt held as you’ve always wanted to be held, cradled by the earth itself, enveloped in comfort gazing up at the stars that dust the all embracing night sky, as it feels like just for one moment the universe just revolves around the two of you and it always has, that things can be meant to be and that life can be alright, that this is it, just awash in the universe, and you, and them, and everything that was ever imagined coming true” yeah don’t you hate when that happens try leaving them at the altar so they’re never tempted to do that

Try recording them saying that on a flip video or a nokia phone and then just looking at that whenever you're upset so you can keep working the sawmill job

Anyways I hate lifehacks and whatever psychology has made our ape brains predisposed to clicking on them

(Part Two Point Five. Ron's History)

Three words: Life Hacks... no

That was three words in the end though

Uhhh at this point all of you know what a life hack is it's a generic tip that has been thrown into the garbage disposal

So I figured we would just sort of react to some of these videos that's all, i don't think i'll have a good time i think watching them will make my stomach hurt but hey

I don't know if there's a history to life hacks I assume they were just outlawed in the geneva conventions and now the UN just pretends to not see the videos

Frankly I don't care all that much about any of this but I see a bag I'm going to be in pursuit of the bag

Need for speed hot pursuit... of the bag

You see how many views these danny gonzales life hacks video get, you see these jarvis views

Yeah daddy and/or mommy like... parent like it's getting worse as I neutralize it that's not normal

I figure if i boot up the right life hack video for like 30 minutes and kinda just look tastefully befuddled but retain the high ground by saying something like "who's doing this??? Who asked for this"

The developer who coded an algorithm that just sees humans as babies who like bright shapes and colors and constant, mind shattering stimulation was asked for it by a guy in a suit who probably owns your charming duplex

That's who asked, that's who delivered, if there's another facet to the question that I'm unaware of LEAVE IT IN THE COMMENTS make sure to INTERACT and make sure to just kind of stumble forward in a disheveled patrol towards the subscribe button

I think in the end it's really about maximizing those interactions because that's what makes the grey flesh in my head get the right chemical lightning

So ya know thinking about that in context I'd like to ask HONEY... to sponsor this video

Listen I know I'm a rookie, I'm an underdog but you put me on that team I'm gonna give it all I have

I can do mister beast numbers for mister bean prices gimme a chance

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
(Part Three. The Meeting)

Okay I've sort of selected a video for us to watch and kind of... revel in the absurdity of maybe
The cinema in a life hack video is... lynchian to say the least

This entire channel is one dream sequence away from being a twin peaks episode

The actors in all of the videos, child actors who played the eraser head baby

This is what Lars von trier would make if he was restrained to a G rating

Not PG no parents for guidances this is the g rating this movie would be equally fit for a 95 year
old who started the Vietnam war and like a goldfish

These videos plunge me into unforeseen darknesses like an Alaskan winter solstice

Or a Nordic winter

Let's go

This is a parenting life hacks video from two days ago and this is great because i recently just
had my first baby boy, he's a nightmare and whenever I show him on camera my sensor turns a
blinding white it's like snowboarding in the sunshine

Actually fuck that I don't need to know how to take care of a kid I have an ipad mini let's just use
their life hacks playlist with FOUR HUNDRED AND TEN VIDEOS

Alright here's one

<https://www.youtube.com/watch?v=sSuE90viG14>

I need the address for the ceo of troom troom for normal reasons

(Part three point five. The Meeting)

Alright we got fucking... life hack video I'm mostly gonna sit on the side while you guys watch it
if that's ok

Am I allowed to smoke- we don't have any cigarettes... do we have any newports

Those are also cigarettes what about marlboros

I feel very out of my wheelhouse and disoriented right now

<https://www.youtube.com/watch?v=EYc5mKoud0s>

(Part Four point Five The Aftermath)

Well it turns out life hacks are as irrational and unnecessary as the last time I checked on them
And I will be checking on them again in probably five to six months when the idea tank is empty
I will be doing this because I think people enjoy watching life hack videos, I'm not sure how
much longer people can enjoy it but I'll keep going until they don;t anymore, not that I know
when that'll be

Because as much as people may want something different, creativity is incredibly draining and
these videos are my retirement fund

Isn't that fun. Isn't that funny? Some people spend all day every day toiling away at medium
defining art that nobody will ever see, genre bending music that no one will ever hear, gorgeous
clothes that no one will ever wear, and they never see a single cent for it

And that's not their fault, and that's not my fault- that's the fault of algorithms that have stopped
optimizing themselves for enjoyment, or creativity, or boundless entertainment, but for watch
time

And it's not my fault, and it's not yours- neither of us knew this was happening until it was too late frankly. If you were my age you were a starry eyed kid when all of the sudden entertainment started being FREE- it was crazy! Suddenly youtube had endless videos at no cost, netflix had all of the TV shows for only eight bucks a month, and spotify had every song you could ever want- you just had to download it.. And sit through the ads

Simply put- we just didn't know what was on the horizon. We didn't know that getting paid for making youtube videos was the beginning of the end- that youtube would do whatever it humanly could to keep your eyes glued to the screen, and of course that means making sure that users who weren't keeping your eyes glued to the screen got kicked to the side, unless they could start keeping your eyes glued to the screen

And so even the funniest creators you'd ever seen started having to make longer videos, bloating their content so that it would appeal to this unspoken force of nature on the internet, but even that wasn't enough they needed to start selling before they even got on the screen they needed thumbnails full of inflammatory, eye-catching bullshit

And so as the substance of the videos became more drawn out, more vapid, less engaging, the pitch for this content became more enticing than ever, constantly dragging more people in and eventually people will snap

They'll see a pattern, they'll notice that every video is the same structure with the same jokes and the same themes and the same topics and they'll lose it they'll turn away and never look back at that creator

Or that's what I thought... because as kids these days will go from life hack videos, to minecraft videos, to commentary videos and each step feels marginally better than the last. I know that your parent still sit down and tune into fallon or kimmel whenever they can... same joke every night, same gag, every night, new celebrity maybe

I don't think we should be bitter about this though, we were never meant to be better than that we were meant to compete with that and we're doing exactly what was asked of us

And it's killing some of us

(Part Four. Ro's Aftermath)

Channels like troom troom are disgusting can we agree? They all have the fucking 6IX9INE aesthetic going on, they're all walking the line between needing an epilepsy warning and a cease and desist, and they're all completely upsetting

I'm just kind of tired of creators acting confused or surprised by this because these videos aren't even intended to have a coherent throughline they're just meant to be mentally and visually stimulating to two year olds because the easiest way to just farm money in real life is to make videos for two year olds on the internet, you can basically procedurally generate these videos

I think it sucks that I, as a conscious adult, am subject to this involuntary cycle of producing income for random corporations while trying to support creators but to think that children are being looped into this too is pretty sickening

We are not free of this as adults either though, I mean less than a month ago I was a teenager and they are amongst the most exploited by corporations

In 1958, the New Yorker published an article saying "To some extent, the teenage market—and, in fact, the very notion of the teenager—has been created by the businessmen who exploit it"

The word "teenager" was barely in use before the year 1944, and as soon as it was in use it was used for profit

At least partially because teenagers were at a phase in their life where they finally had some sort of autonomy, money to spend, etc

But now that time is the commodity children can spend it like all hell, isn't that like- nightmarish And isn't it even worse that my favorite content creators, people who i enjoy, probably feed into th- (light goes off) can you not unplug my light when I'm filming

You're ruining the video

What- you're ruining the video you've been half assing it this whole time do you not care I do care you're just like a blatant hypocrite

Were you chewing on the metal tab of a soda can

(spits out the tab) that's not the point

You're gonna fuck up your teeth

No I'm gonna fuck up your teeth

You're a jackass

Mm I'm not the one sitting here passing judgement on creators I look up to so I seem like I have the moral high ground

I'm not trying to be a dick here but I do have the moral high ground

NOOOPE

What

You just don't have the high ground at all you're low balling you're farquadding

How

You want to complain about appealing to certain audiences like you're not drowning in parasocial relationships, like you're not using your identity to appeal to niches, like you're not literally doing the exact same thing as other channels with a self aware twist I'm not doing the exact same thing this video has a fucking plot this has like levels to it And if you take away that twist to the format what is it

A video about life hacks but that's ignori-

Ohhhh is it really ignoring anything asshole it's the exact same shit you're just insecure about how your videos are performing so you want a clickbait another title and then catch people by surprise

You're not winning anybody over by showing them our hand, you know that right it's painfully obvious when you're trying to free yourself of creative guilt by being transparent

Right back at you DIPDICK SUCK MY NUTS

Real mature

Yeah whatever go give a dog a gun or something

Hey that's a funny running gag

LET THE BIT DIE RO

Nothing is dying unless it gets shot by that fucking dog

I don't care go fucking compile another completely unnecessary source list assbat

They're necessary what if someone wants to know where I got the mutant ape Jpeg from NOBODY GIVES A SHIT THEIR STANDARDS ARE SO LOW THEY COULD GIVE LESS OF A FUCK WHAT TYPE OF EFFORT YOU PUT INTO YOUR CONTENT. YOUR WEIRD PRETENTIOUS STANDARDS ARE JUST MAKING THINGS ENDLESSLY DIFFICULT FOR YOU YOU WANT TO WORRY ABOUT NOT SELLING OUT HUH? WHAT THE FUCK ARE

YOU GOING TO DO WHEN YOU FINALLY GET THAT AD READ. WHAT ARE YOU GOING TO DO BECAUSE DON'T YOU NEED TO MAKE RENT TOO? DON'T YOU NEED TO MAKE RENT? OH NO BECAUSE EVERY FUCKING VIDEO HAS TO BE ABOUT YOU YOU HAVE TO TRAUMA DUMP NONSENSE ON RANDOM PEOPLE CONSTANTLY BECAUSE YOU CAN'T GET A CLUE AND ACTUALLY MAKE WHAT PEOPLE WANT TO SEE BECAUSE YOU'RE TOO BUSY THINKING YOU'RE BETTER THAN EVERYBODY ELSE, YOU'RE BETTER THAN NO ONE AND YOUR NUMBERS SHOW IT. GET OVER YOURSELF, EVERYBODY ELSE ALREADY HAS.

I'm not apologizing

You don't have to

You're just a worse bo burnham

Ok you have to apologize for that i am NOT fully white

I'm just saying I'm not dumb... and I don't like just care about what I want, or what I think is best, because in the end people making videos that you don't like need to make rent too. There's no ethical consumption under capitalism sure but like ethical creation becomes a lot more obtuse... you can't just shame everybody all at once it's not productive

I don't even care about being productive

What do you care about

I care about being right... I care about being right

I don't know if I can help you with that then

That's fine

Fucking text your landlord about a new key it's not that hard you're not actually stuck anywhere

(turns off the light and she disappears)

(I lean over to turn my light off and I disappear, then the lights in the room come back on in purple

(Voiceover kicks in) Well it's been a crazy week and a half hear at the chateau ro ramdin, and let me tell you that black mold in the sink is not having any adverse effects on my squishy brain

I think we've all learned things this week, whether that being that my roommate actually goes to something called "work" and can't let me into the apartment whenever I want, i don't understand why they haven't stopped doing this to accommodate my needs but many things confuse me in this life

I think the biggest thing I've learned in this time is that if you try to live off of kettle barbecue chips your stomach starts sounding like a band saw and you have to contort like a worm to handle the pain

But maybe the real building key, was the friends we made along the way... my landlord says that I can come pick it up "from the office" next week but i thought they stopped making that show years ago, hehe just a little joke for any comedy heads in the audience Really though I'll probably lose it again at some point, because in the end things come around more often than you think they will, life is just learning the same lesson until it sticks... but no it's not you should probably learn the first time i think i just have unmedicated adult ADHD and friends say it with me I need that ritalin!!!

(Part Five, Closing Thoughts)

I thought this video was about life hacks, but really it was about the wordless conflict within all of us, sort of like how paw patrol is supposed to be a fun show for kids but it's really copaganda. The ol' bait and switch, start 'em young and then BAM they're shills for an imperialist empire, CLASSIC

Thank you all for watching this video, I have been struggling with feeling like these videos are enough as of late

Like they are only increasing in effort and quality which I'm happy about but my brain and body are feeling... tired!

I think next week's video will be a bit more chill- I know last time I said that I made a thirty minute long video anyways but I just need to let myself chill, maybe do a little less scripted content and we can all have a good time

Not that I know any of you, but eh i dunno

So what was the point of this video ya know? Well it wasn't to shit on creators whose content I have watched and enjoyed for many years, I can tell you that much

I find myself becoming upset with the landscape of content creation, and I also unproductively find myself blaming other creators for that which I don't think is right, especially because I'm in a corner of youtube with creators who I think are doing a good job, like they're not just phoning it in or anything they're trying to find a way to make things they like that will also appeal to the algorithm and that's what I'm trying to do and I think that's fine

My cynicism towards that is cynicism towards capitalism and the platform itself more than them, and I think this video just kinda lets me slap some sense into myself

Okay I've been writing this script for way too long and I'm actually just feeling kinda bummed about the state of it but I'm gonna make it and hope that I like it

Take care of yourselves take care of others be kind to yourself and others, and remember that you are loved, as always it has been a pleasure.... BYE!