Podcast by ARMY Episode 13 - ARMY Needs Content Creation! (your influencer era is inevitable)

Kate: Hello everyone and welcome to the Podcast by Army Podcast where we talk about BTS Army fandom and research. We are your co-hosts, Dr. Kate Ringland and.

Jhertau: Jhertau Her, a university researcher.

Kate: And today we're talking about content creation in ARMY.

Jhertau: Yay, that's us.

Kate: That's right, that's what we're doing.

Jhertau: I keep joking with you. I keep on going oh, Kate, you're in your influencer era .

Kate: Let's say a little quieter please. Let's not manifest that into my life.

Jhertau: No, you, you selling skinny tea on your Instagram ? Like hi, [00:01:00] guys, buy this.

Kate: That would require I like figure out how to use my Instagram

Jhertau: sorry, I forget that you're old sometimes.

Anyway. Keep going.

Kate: That's right. Anyway, so yeah, we're talking about content creation. And its relation to fandom, which is what we are in. A fandom. And I thought we'd start with me saying this is my very first true fandom experience, so I'm gonna hand it straight over to Jhertau to talk about the context.

Go for it.

Jhertau: Yay! What's up guys? If you guys don't know I have been in fandom for 10 years. Coming on 11 in March of next year. And it has been a long ride. I retired from fandom in 2019 because of a multitude of reasons. Fandom got really weird in 2019. There was like a lot of [00:02:00] historically weird stuff happening, so I left, but then I came back because of ARMY.

I have a lot of fandom experience. I've been in anime fandoms, and book fandoms, and fandoms for video games. I was a hardcore Overwatch shipper, and I was so into that.

Kate: Oh my God. Like I have, I wrote a whole paper on Overwatch and, anyway, okay. We'll talk about that later.

Jhertau: You did. Wait. Okay.

We'll talk about that later. Yeah. But yeah, I was hardcore into, oh my God, I was, okay, we're not gonna reveal which ones. I was really hardcore into it. But basically. I've been in fandom for a long time and to kind of give some kind of context to this conversation we're trying to have about content creation and fandom.

Content creation is a very normal thing in fandom. When we say content creation, a lot of times, you guys the listeners, you guys might be thinking of YouTubers, or live streamers, or influencers, but when Kate and I talk about content creation, we're mainly talking about like transformative works.

That is the [00:03:00] official legal name for them, by the way, that was actually coined because of people in fandom. To provide a lot of context to this, we have to think about the Organization of Transformative Works, which runs Archive of Our Own, the largest fanfic site in the world, and one of the largest, I believe text based sites.

When it comes to transformative works, like fan fiction, fan art, fan edits, they exist, and they are cool, and they are a part of fandom, and dare I say, shipping is also an integral part of fandom.

All these things are a part of fandom culture. There is a lot of history and a lot of context behind them and there's a lot of discourse behind them still too. If you enter an academic fandom space, like fan studies or media studies or audience studies, or If you enter a fandom meta space, so things like where meta essayists are talking, especially on Tumblr and LiveJournal and [00:04:00] Reddit, when you enter those spaces, these people are like ingrained in the fandom culture and having these conversations.

So sometimes ARMY Twitter specifically starts having conversations about some things in fandom that fandom culture itself has already talked about and concluded on. So it's interesting to Come into BTS ARMY, and then become an ARMY, and to become very involved in the community, and then witness a lot of people have no fandom culture background.

Kate, I know you're one of those people.

Kate: I feel like I'm fairly representative of a large portion of the ARMY experience, right? Of falling into the ARMY fandom after finding BTS, and then discovering... fandom as a whole and this being my very first experience with it.

Jhertau: Yeah it's so interesting to see because I feel like since so many ARMYs have the same experience as you of this is being their first like full fledged not quote unquote real fandom but it's not really real fan it's more like [00:05:00] the first fandom you've ever been like deeply involved in and engaged with.

I feel like there's a lot you miss out on when ARMY is your first full fledged fandom. Because ARMY itself It's very detached from fandom culture as a whole too, but at the end of the day we are still a fandom.

It's this simultaneous detachment yet attachment to fandom culture that ARMY is intentioned with, that makes a lot of the conversations we have very difficult. Cause, I guess we can briefly talk about this, but for instance, fanfiction.

A lot of Newer ARMYs, who have never been in a fandom before, see real person fanfiction, or RPF, as it's called in fan studies. They see that of the BTS members. So this is like, fanfiction, by the way, fanfiction ranges across a multitude of different genres and topics. A lot of times people will go straight towards being like, oh, there's NSFW fanfiction, thus it is bad and horrible.[00:06:00]

I Am not going to knock on NSFW fanfiction, I think that is a conservative talking point. There's a reason why a lot of conservative media groups go against fanfiction. And I want to put that into perspective for many of you. But, to wind this back, there is a range of fanfiction of the BTS members that exists.

And that is a part of fandom culture. Because people have been writing RPF. Since the dawn days, basically. This is controversial. This might be a little controversial to say, but Greek myths are basically fanfiction of real life historical events. What we formally know as fanfiction today and the fanfiction culture, especially in the West and in America, that was developed in the 50s through things like Star Trek and other fandoms during that time.

And then, all of our modern understandings of fandom were developed in the early [00:07:00] 2000s, when fan studies started to get its ball rolling, and when a lot of people involved in things like Strikethrough on LiveJournal, which is like a big historical event in fandom, Strikethrough, basically, is when LiveJournal, the website, decided that it was going to start censoring a lot of the content on the website. This was in 2008, by the way. And what happened was that, Strikethrough happens.

So basically people's usernames would get stricken out, like a line through them. And it was like, happened to like hundreds of people all at once. It was a big event that made a lot of people in fandom realize that, oh, these platforms are not our friends. They are not on our side.

We need to make things for ourselves. So that is where content creation comes into play. So essentially the Archive of Our Own exists. Today, the Organization of Transformative Works exists today, which, by the way, they don't just do fanfiction, they also do a lot of legal work that helps protect the rights of [00:08:00] fans to make transformative works.

You would not be able to make a photo with a little cute sticker on it of your favorite celebrity if the Organization of Transformative Works did not exist. Because they help protect that type of content creation and type of transformative work from overly controlling authors and individuals who do not want transformative works to exist and who want to copyright everything.

With that context, this is what we're coming into. When it comes to fans. This is, like, all that I've talked about right there is a missing part of the conversation that a lot of ARMYs don't have context to. Because, again, I want to preface all of this as well. This is very white, first off, ethnocentric, so this is like American a lot of white ethnocentrism in fan studies itself.

There's a lot of race issues in fandom, [00:09:00] and exclusivity. There's a lot of lack of not including Black voices, and including Asian voices as well voices from people in fandoms in China, and in Japan, and South Korea, and the Philippines and Laos as well. There's actually a lot of fandom research specifically in Laos, and in a lot of Southeastern Asian countries that gets disregarded by the majority white American fan studies realm. So there's a lot of issues here, right? But from my perspective you learn about all these issues in this fandom history, so that way you can come into fandom with more context and more understanding of how people work.

When an ARMY on Twitter is going, EW, fanfiction! There's a lot of context and history behind that. That has led us to where we are now. It's not just ew fanfiction, it's real person fanfiction has a lot of nuance and copyright and [00:10:00] information behind it, both legally, ethically, and within fan spaces that has been developed over the last couple decades in order for us to understand why In my personal opinion, because there's a lot of people with a lot of different opinions about this, real person fanfiction can exist because it is separate from the actual person, and the intention of the fanfiction is to not show it to the person.

There are a lot of times where fanfiction, especially in celebrity interviews now, which is terrifying to me, where fanfiction gets shoved into the celebrity space and shown to them. When that is not right. There's also a lot of media training, too, that celebrities get to not read fanfiction of themselves, and to not engage in fan content with themselves.

A lot of YouTubers talk about this, too. Where like, the fanfiction is not for the celebrity, it's for the community. It's a community activity. [00:11:00] And, a way for the community to be creative with each other, and also engage with each other. Because... To give more context to this, sorry, this whole, this is just a history lesson from Jhertau right now.

Kate: It's good, keep going.

Jhertau: Basically, when it comes to fanfiction , and fandoms, I'm gonna reveal this right now, because it is an open secret on ARMY Twitter, that a lot of the accounts involved in archival work, in, Other work in the fandom.

Just any, a lot of the very engaged ARMYs on the site are fanfic authors. And I will leave it at that. If someone is willing to write 100k words of fanfic, they are also willing to put in 100 hours into a project that will help BTS and ARMY.

Kate: Yep, that's... [00:12:00] Let people stew on that thought for a minute.

Jhertau: Let people stew on that. Essentially, there's a lot of fandom culture that ARMY doesn't get because ARMY is so detached from fandom culture as a whole. There's also a whole thing

of, especially because fandom is very white, fandoms are very American, that there's a lot of xenophobia and racism towards, BTS and ARMY.

I struggle a lot.

Kate: It's certainly not a one way street here.

Jhertau: Yes, it is not a one way street. Exactly. I struggle a lot, especially in fandom metaspaces that there's a lot of criticism for BTS and ARMY and for a lot of K pop fandoms by association because we don't want to be considered K pop, but we are, unfortunately.

Anyway, we're here. We had a whole conversation about that in the past episode, but essentially. There is a lot of racism and xenophobia from fandom culture, like people who are actually ingrained in fandom culture, towards BTS and ARMY, which is why BTS and ARMY is not included in a lot of fandom conversations.

I have seen some fandom [00:13:00] meta people and some fandom academics who are white, American. Very much, in that space, and they completely disregard the fandoms from Asian countries, again, the techno orientalism not seeing, like, all these fans of Asian properties and celebrities as actual people again, it's the bot conversation of dehumanizing the fan, dehumanizing the the actual celebrity, or thing they like, like Manhua, Webtoon, and like that.

With BL manga, a lot of people talk about the fans and how the fans are somehow fetishizing this thing. When BL manga is very much... An offshoot of Japanese feminism and a way for Japanese women to express themselves and also engage with the queer community because spoiler alert, a lot of people who write BL manga are queer [00:14:00] and live in Japan, which is an extremely conservative country.

So they have no other way of expressing their queerness except through Their art. So that's, you can stew on that. Y'all stew on that for really quick. Yeah, but I know a lot about fandom, I know a lot about the history and the background of it. And it's important to know, and that comes back to our conversation about content creators too.

So I'mma pass it on to you, Kate. Have some fun.

Kate: Yes, given all that context and history, now we come to, fast forward to today, in ARMY spaces, where we seem to have a dearth of content creators. And, there's a lot of loud voices, especially in places like Twitter, but they're not content creators.

They're other kinds of voices.

Jhertau: And they're called Shooters.

Kate: Yes, [00:15:00] Shooters. Let's talk about Shooters for a minute. Shooter is like a very ARMY term. Have we discussed? I feel like, oh maybe we've just talked about this offline. Like

Shooters is these accounts that have a lot of followers, and they tend to be fairly aggressive and defensive in terms of the fandom.

Because they have so many followers and so many people engaging with them, they tend to steer the narrative of conversations that are happening online. You get these big accounts that are like, they see something they don't like and they call it out and then all of a sudden everybody is dogpiling and it becomes this whole like conversation around whatever is the thing that they decided they don't like.

Often times... You'll see this happen where the shooter account tends to jump the gun, if you will, on things and not actually see the context in something and tends to just call it out and then have a fandom [00:16:00] wide conversation about it and it not actually be the thing that originally happened because, they just saw one tweet out of context or something.

Jhertau: Yes. An example I have of that is one time a shooter tried to hate on TikTok ARMYs and talk about oh these video editors, they said video editors generally aren't using BTS songs, so they were trying to cancel video editors or something, and that is an example of how shooters Basically, take something out of context, blow it out of proportion, and then when people try to have nuanced conversations with them, they block them or they shut them down.

Kate: They're super aggressive and super defensive at the same time. It's a really interesting mechanism of fight, and then the second people try to talk back, they shut it all down.

Jhertau: Shooters are very much a consequence of the larger ARMY history, right? Because I would say, in all the history that I've gone through and all that I've [00:17:00] done, that the shooter mentality began when BTS first started, and they needed that shooter mentality.

It was Necessary to have a shooter mentality and to be very aggressive, to be very defensive of BTS because basically ARMYs and BTS were being bullied from all sides and being targeted, especially by larger K pop fandoms at that time.

During this time, larger K pop fandoms, they did attack BTS and ARMY in a way that was both unfair, and that was, like, disgustingly targeted, and... And full of hatred, like such visceral, raw hatred, that to this day, I still don't understand why the hate was so prominent. There was like, the accusations of plagiarism, like the school outfits, and then there was the accusations of sajaegi, I don't know if I'm pronouncing that correctly.

But, Essentially the album sales manipulation, which [00:18:00] wasn't true, by the way, and then the Blue House petition, and then just a multitude of that early armies had to endure. So they developed, out of that, the shooting mentality, and that... was then able to protect BTS and ARMY and to make us more resilient towards a lot of the hatred coming from other forces.

But, the consequence of that is that today, we can be a what? I'll say it. Like tens of millions of people fandom. But that mentality will still exist and still be extremely prominent because people are still like in fight mode after all those years. We shouldn't let go of what people had done in the past to ARMY, but a lot of people can't stop being in that mode and going after other people

and trying to be hateful and vindicative because of the [00:19:00] consequence of all those years.

Oftentimes people will try to be like, why is ARMY always so angry and always so fighty and like that? We had to be. That is why. I remember this is more recently too, like in 2020, during the Grammys, there was so much Xenophobia and racism and hatred towards not only BTS but ARMY as well from outside forces .Random YouTubers we've never talked to before and they decide to make a video about BTS and then be super duper hateful or criticize and be like, oh, their music means nothing.

I've never listened to your music though. And it's who are you to say? Who are you to speak on anything? But those types of behaviors, that type of targeted hatred towards BTS and ARMY, very much it set off even my own fight responses, where it's completely unjust .There's those types of instances where a shooter mentality is needed, and it's effective in being able to make people, like, all people talk about fearing ARMY, [00:20:00] and, I don't know, what do you think about that, Kate?

Is it good we're feared, is it bad?

Kate: It made me like wait six months before I joined Army Twitter after being in the fandom. Not great. Cause I was terrified I'd just like step in Army Twitter and get cancelled immediately. That was like my fear. I think in general, has made it a lot harder for us to convince outsiders to take us seriously as a community because it's easy for them to reduce us down to just Reactive and I don't know.

I feel like it's one of those things where it's good if it's directed at the right thing and actually for a good cause, which we've seen over and over again. We have directed that energy in good places, but also. From the day to day, having that kind of energy just sitting and stewing on the timeline all the time, and then [00:21:00] that, having been someone who's had a shooter actually turn their sights on me and had me dogpiled I feel

the fact that you're in the fandom and these people who are meant to be, like, protecting the fandom are, like, turning inwardly and attacking people within the fandom and creating inward camps of people is not great. It's not wonderful for the community.

Jhertau: Yeah. I very much feel like shooters are something, this is going to be a controversial opinion, and a lot of people are not going to like that I say this, but I don't think shooters are necessary anymore. And that's why we're having this conversation right now about content creation, because that is somewhere that people can funnel their energy into, instead of shooting, because BTS themselves have talked about this too.

Kate: They have, like we have we have actual quotes. From them saying, stop paying attention to [00:22:00] all the negative stuff and start worrying about, yourself and taking care of yourself. We have actual direct quotes of them saying that. And I think that one of the things that I've noticed, at least in the last several months here, as things have devolved a bit on Twitter and whatever, all this other stuff is going on and we're in this new era.

I feel like... People bringing in fan wars, bringing in stuff from other fandoms into our space, and people reacting super negatively to things they don't like or things they've seen that they think should be taken down or whatever, all it is doing right now is making sure everyone sees it. And I feel like we've moved past the let's attack and defend, and now we need to be the bigger person and be like, let all that just roll off of us and move on, because the more we bring attention to it, the more it gets seen, and the more it goes out there, and the more we get it journalists or YouTubers or whoever [00:23:00] seeing it because we keep bringing it up and putting

it on the timeline.

Jhertau: What frustrates me is that ARMYs know our views translates to money for people. Our clicks on an article, our views to a YouTube video, even our quote retweets now to a tweet translates into money for people. So we need to be more mindful of what we engage with, but there's so many shooters who just disregard that, and who cannot get on board with the fact that we cannot be fighting forever. We have to evolve beyond that, and we have to fight in different ways now.

That's why we have this podcast. And that's why ARMY needs content creation. ARMY needs YouTubers, ARMY needs podcasters, ARMY needs public faces who talk about BTS and ARMY and [00:24:00] who are willing to engage with the community with their public face and do that, so that way the fandom can move beyond this only aggressive defensive response.

Because Okay, there's an interesting conversation here about content creators and ARMY, and I guess we'll just have it. When it comes to content creators and ARMY, there is no secret that most content creators in ARMY are people who get cancelled, eventually. And, what do you think about that, Kate?

Kate: I think there's a lot of things to unpack there.

I will say, as a step back to something you said just before that... I have done actual research surveys of army and 1 of the biggest things that has come out of some of the work I've done is people lamenting that there isn't an easy [00:25:00] way or there's not a soft landing for people who are new to ARMY.

So if you're new to the fandom and you're just like falling down the rabbit hole as one does, if you go onto YouTube, for example, to find content, to find out more information about BTS and about ARMY, nine times out of ten, you are not getting ARMY content. You're getting content from solos, you're getting content from Reactors who aren't ARMY at all.

You're getting all this other stuff that has got nothing to do with the actual ARMY community. And so people lament that oh, we lose people to solos. It's because the only people creating content... on YouTube are solos. So of course, like if you're just Googling and you're like, I want to find out more about this, the first place you're going to do is go to YouTube or Tik Tok where I was.

And I just happened to fall into the right. TikTok camp, if you will, when I was on TikTok, but that doesn't [00:26:00] happen to everyone, right? Easy for the algorithm to slot you into something else if you click the wrong thing or whatever. So yeah, I think that coming back to your question of I think that it's interesting that we have this, absence of our own army content creators.

And yet we're sitting here like going, Oh, woe is me. How come everybody keeps falling into solo camps or how come everybody like ends up with these Manti rhetoric or what, like all this stuff. And it's because those are the people who are actually out there creating content. And those are the people that have figured out like TikTok.

Yeah, sure. The TikTok video might not have a BTS song on it. My first TikTok video that I saw, BTS did not have a BTS song on it. I still fell down the rabbit hole. That's just part of the journey and it's part of understanding how each of the platforms work, which we've talked about in another podcast.

Anyway, but to get back to what you were saying about So now we're sitting here and we have [00:27:00] this absent of content creators and what we've seen like the pattern over time is people who have attempted to create content and we could name some of the bigger content creators. There is a pattern of them eventually getting called out for something and I think it's a shame that happens.

I think that going back to the shooter conversation, I think that there is a interesting kind of lack of safety. We can't fully express ourselves in the community and we're not allowed to make mistakes publicly and content creators therefore have to, even in the stuff that I've posted and even the stuff that I've written about, I've had multiple people vet my stuff.

Before I put it public because I'm scared that somebody's going to misinterpret what I'm saying. [00:28:00] And I'm not saying not to do that. I think it's good that you think about the consequences of what you're saying and think about what content you're putting out, but also, I think that the fact that when you're creating content, the people that you're most fearful of Are the army themselves and the fact that they will eventually find something to cancel you for, I think is an interesting thought exercise in terms of what does that mean for us as a community and as a fandom?

Jhertau: Yes, I very much, honestly, you articulating that in the past couple of minutes, I felt that on the inside because very much. Okay, we're not going to say names. I've decided we're not going to say names. In respect of a lot of these people who are content creators who have moved on from ARMY there's one in particular I'm thinking of, if but they used to make video [00:29:00] essays for ARMY, but now they make video essays and do different type of content. But I can speak On this from a larger fandom perspective too, a lot of other fandoms, their big content creators are the people who speak with the fandom and who are able to be a public face representing the fandom.

Those people are video essayists, are YouTubers, are podcasters, are academics, are journalists, like those people exist and they exist within the community in order to help boost the

community and help bring the community up. But in ARMY, what we see a lot happening of is People who try to do that, but then fall short.

I could talk about this. Let's talk about this in the instance of journalists. A lot of people who are journalists, who try to be cool with ARMY, a lot of times, they are not ARMY. They are multis, so they like K pop, not only BTS. Or they like BTS in tandem with other things. [00:30:00] And... The thing with that is that ARMY, as a fandom, because of the shooter mentality, because of the history, and the things that ARMY has had to endure, very much ARMY is like an ARMY Only fandom where it's like we only want to hear about BTS when we talk about BTS We don't want to hear about whatever else you're doing over there. And because of that when any type of person Expresses liking like I remember very distinctly there's an account on Twitter who's talking about how they like another kpop group But they never talk about that on their main army account because they get jumped All the time for doing that with people telling them they're not an army.

So that happens And that in itself is a very nuanced conversation about multis and we're not going to get into that right now, but essentially There's a lot of expectations that come with being an army content creator And a lot of people cannot meet those expectations because at the end of the day, expectations are impossible.

Kate: They're actually [00:31:00] impossible. Y'all, I'm saying it right now, it's impossible. The standards you have set, and I think there is a way to do this, like speaking from like just a kind of meta perspective, I think there is a way to do this where we actually could support content creators instead of like constantly

Kate: on their work,

basically.

Jhertau: Okay, I'm gonna name one name in this instance. Boracity Magazine. An amazing video essay channel. And you wanna know why they're amazing? Because they have a lot of ARMYs behind it. It is not just one person. Or a couple people. It is a village of people helping make those videos. And very much When it comes to ARMY projects and to content creation, I think what we need is to be understanding of content creators, because ARMYs, like Bora City Magazine, our [00:32:00] podcast, are both examples of content that is trying to meet those impossible expectations. Kate and I, we sit here for a good amount of time before we even record the podcast.

Kate: Yeah, we spend so much time prepping for these things, and we have had conversations about if we get cancelled, this is what we'll do. We've had those conversations.

Those exist.

Jhertau: Yes, because Very much. We both are academics as well. So that kind of informs our responses and Kate has talked about this too of the cancelling of academics during events like Gamergate and the harassment that came from that. And as we're having this conversation, it's hard for me to articulate where we want content creation to go and how to solve these issues. So I'm going to pass it to you, Kate.

Kate: Oh, to solve the issues?

Jhertau: Yes. You're going to solve them right now.

Kate: All right.

What we need to do first. No.

But yeah, I think that I don't know. I [00:33:00] don't fully have a good sense, even as a whole, of where we're going as a community right now. I feel like we're in a very Weird transitional period anyway, but I do think that there are opportunities here to be more supportive and more encouraging of people who want to create content and to be more open to people who are creating content more.

Wouldn't it be cool if we were actually sharing a lot of the content that ARMY is creating rather than worrying about what, I don't know, some journalist or some YouTube reactor said.

Jhertau: Yeah, I agree with that.

Actually, that makes me think about something I say a lot on ARMY Twitter is go make stuff, go say stuff, go do stuff. And a lot of times the response to that is, oh, I don't have time. And, I understand, a lot of people don't have time. But when it comes to content creation, you [00:34:00] make time.

You figure out, I have a midterm tomorrow that I think I'm gonna fail, but I'm still making time to do this podcast. Because, I really believe in it. I'm sorry, Kate, you're like nervous right now.

Kate: As your professor, I did not hear that. I don't know anything about what you just said.

Jhertau: Yeah, you don't know.

But, no, I think I'll be fine. Cause I went to a lot of tutoring. And I'm making my cheat sheet for right now. But, when it comes to this larger conversation about content creation, I think a consequence of shooters, as we were talking about earlier, Is that content creation can't exist in ARMY because of the shooter mentality is so fight fight, fight.

At any instance of the content creator making a mistake, the shooters will come and they will attack that content creator. So there's no room for growth. If I see someone make an error on ARMY Twitter, but I know they have good intentions, then I'm not gonna jump them. [00:35:00] Probably going to DM them or do like a tag tweet.

So like people can't see it on the timeline. I'll probably do that. But so many times a content creator in ARMY will make a mistake. Instead of having a conversation about that, we're just fighting. We're just fight fight. And something that we need to develop is better responses. This goes again to the whole, we need to reject the shooter mentality.

We need to find ways to have conversations more effectively intsead of just fighting all the time because I think it literally is draining the life force of the fandom right now. Especially because BTS is fragmented right now because some of them are enlisted and that doesn't give the fandom like a focal point like a way to focus and Because the fandom cannot focus.

Now, we're in disarray And in weird spaces. So I think content creation could help ring us in, but then if we are going to get content creation to exist in the fandom, get people [00:36:00] to become YouTubers. Like I want there to be so many BTS ARMY video essayists that we get sick of the big talking points.

Everyone's like on the same page. Like someone like makes a BTS paved the way video essay. And we're just like, we already talked about that. How about something new? Do something different.

Kate: Can you imagine going on YouTube and searching for BTS ARMY content and all the top, highest hitting searches, like you scroll and all are actual ARMY?

And not solos, and not weird mantis, and not, only other weird names.

Jhertau: That's the goal. That's the goal. Cause I remember when I was baby ARMY, I watched this compilation video from this like meme editor. And in it, they had manti mentalities in it already. They're talking about Oh, Jin wasn't in the On dance break.

Have you considered dance positioning and If he wanted to be in the dance break at all. There's no, no thinking going on in the head, [00:37:00] but I was exposed to Manti rhetoric. And then I had nothing to supplement or help me during that time. So we need to get to the place where everywhere people look, it's an army.

It's an actual, believable, real army.

Kate: And there are enough of us, this should be possible. There are literally so many of us why is it like this?

Jhertau: If we took all the energy people use for Twitter shooting and moved it into content creation, we would have a utopia, Kate. I will admit, I am friends with shooters.

I have mutuals who are shooters. And a lot of those mutuals, I think, do good work. a Lot of them are part of reporting group chats. A lot of them only ever bring stuff to the timeline when it's something that's we need to address this now, and a lot of them keep receipts, too, which is useful when you need to look back on stuff.

But we need to take a lot of the energy shooters use, because a lot of their energy, I see them. I've had conversations with a lot of mutuals about this. I [00:38:00] see them putting their so much energy into this thing, and then you need to put that somewhere else. You need to, you cannot be reporting posts for five hours of your day.

We've talked about this in the last episode, and I know because I just edited the last episode. But, essentially, very much, I respect people who do reporting, but there is so much out there. And if you spend forever reporting everything, you will never get anything done.

So you need to take that energy. And if it's not something that a bunch of people are gonna see, don't worry about it. If it's not something detrimental, don't worry about it. You need to take that energy that you're using there and you need to put it somewhere else. Cause you are going to kill your mental health, kill your physical health doing that forever.

Very much, there needs to be a redirect of [00:39:00] energy. And I've had very frustrating conversations about this with some people, where they're like we need to be shooting, we need to be here, we need to be on Twitter, doing all of this, when, consider the fact, Twitter is a burning hellhole, and is slowly declining, number one.

Number two, a lot of ARMYs aren't on Twitter! A lot of ARMYs are elsewhere and it's frustrating to me because it feels like before I did this podcast, I did a lot of video essays as an army, it feels so isolating to be an army creating on websites that are not Twitter.

Because, Twitter ARMYs won't go to other sites to support ARMYs trying to do things. They'll just stay on Twitter forever. You cannot stay on Twitter forever. That is not where the community is getting into BTS. That's like a hub, that's a home. But that is not... Like, where we're catching people, and it's frustrating that people aren't seeing that.[00:40:00]

I see it so clearly, and I see it so vividly, that's why I don't spend a lot of time on Twitter anymore, either. Cause if I'm there forever, I can never make an impact elsewhere. And, we need to start making an impact elsewhere. We need to, I don't want to say move on from Twitter, cause we'll never move on from Twitter.

It's our home. But, we need to make content. And fight the people who are making content right now. And that starts with a mentality and an energy change. What do you think about that, Kate?

Kate: I agree. I think that, even if people eventually end up on Twitter, that's not where they're first going.

That's not where they're first seeing content. If we truly want to continue having a community experience one, we need fresh people coming in. It's one of those things I think, we can all say that we get excited when we find out somebody else likes BTS. That's literally our [00:41:00] lifeblood, right?

It's like fresh and new and has just discovered BTS and we want to dump all the information on them. Like, why can't we put that energy into things that are actually going to help people find their way to the actual community? I think that would be super cool.

Jhertau: OkAy, you talking about that actually makes me think of something like of how like I was talking about how like how isolating the experience is to try to content create. A lot of times when you content create no one sees it But if you take like the stuff you're saying you say on Twitter people will relate to that and retweet it and like it. And there's a lot of like internet and social media clout with only staying on Twitter and having a shooter mentality. If you feed into Twitter's algorithm, which rewards a lot of negative behavior. If you do that, you will get a lot of internet clout, a lot of internet points on Twitter.

But you saying solo stans are bad every day on Twitter will not help reach the millions of ARMYs on other sites [00:42:00] who have never even thought of a solo stan. That's what we need. I want so many YouTube videos explaining what a solo stan is, that when I talk to an ARMY in real life this is real life, but, in the physical world, I talk to ARMY in a physical world, the first thing they go is the first we have a base amount of knowledge we need that, because. Okay, this is a larger conversation, I think, For many years, a lot of ARMYs have talked about how we should just get people to Twitter.

We shouldn't try to meet them on other sites. We shouldn't try to meet them halfway. We should just try to get ARMY, all ARMYs onto Twitter, and then all our problems will somehow be solved, but That is not realistic. We are a very diverse fandom that uses a lot of different websites for different things, and we cannot all be on one platform, and [00:43:00] I just, I can't.

I can't. Sorry, I'm getting really frustrated now. I'm putting it on to you, Kate. How do you feel?

Kate: No, I agree. I think it's not realistic, especially now when Twitter is basically In its death throes, right? We really can't be relying on it as a platform. And, I think that it makes sense to diversify anyway, right?

That's what we did a whole episode on that. Diversifying our platforms. And all the platforms lend different things to different kinds of content creation and so it makes sense to like actually go to those platforms and support content creators who are creating content on those platforms. And yeah, and I think that, if we want to continue having like a cohesive culture experience that is the army culture.

Then I think that [00:44:00] we should be taking the things that we are negotiating slash agreeing on. On Twitter and take those to other places and work within the platforms on those other places to, to be, supporting what's happening there, but also having a more cohesive experience. I think that one of the things I've always loved about being in this fandom is all the different kind of skills and expertise that Each army brings the table.

And I've always loved, we've got people who can do super cool art and we've got people who can say super smart things in a podcast. And we've got people that can make really cool videos

that get like general population folks, like interested in things. And, we've got the video edits that just make BTS look really pretty when they're dancing.

And so we've got all this like range of [00:45:00] stuff and, It'd be great if we like were more supportive of those different endeavors because that is our strength as a community is we have all these different people. And I just feel like we could be doing more positive things with the world if we wanted to.

Jhertau: We could, very much we could. I Personally feel that right now, we've talked about this multiple times before, we're in a transitional period with chapter 2, and we're going through a lot of growing pains, and one of the biggest growing pains I think are a lot of Shooter armies can't get over, in particular, is that we don't need a lot of the old behaviors we used to engage with.

We don't need those things anymore. What we need, right now, is educational tools, we need [00:46:00] community events oh my god, there's this one baby army account on twitter that everyone refers to all the time, but they're not even active, they don't even do a lot like what we need is like a discord server full of baby ARMYs and then every week there's like talks and then people can discuss things together. You need community building things, and Right now, okay, I'm just very frustrated with this, because the response I get from a lot of people when I talk to them about oh, the fandom needs this, and this, go do that.

They're like I don't have time. And it's I keep saying this, I also don't have time. I also do not have time. I do not have time to be running a whole group of people who are trying to pass legislation against deepfake AI pornographic videos. I don't have time to be a student in university and get a 4. 0 GPA. I don't have time to be a researcher for a lab. [00:47:00] I don't have time for that. I don't. Yet I am here. And I need people to get on board. I need people to step it up.

Because you cannot be in this mentality for the rest of your life, where you're just like, oh, someone else would do it. You need to be the person to do it. I'm sorry, That might be a little much for me, but you need to be the one doing it. You cannot just wait for someone to do it.

Kate: And I also feel I feel like it's one of those things we are such a huge community, if everybody chipped in a little bit, then it wouldn't be that much work for one person. If we had like a whole community of people putting stuff together, it wouldn't actually be that much work, but people actually have to follow through and do it.

And that is where we run into issues. That's the idea of having baby army landing pad stuff. I would love to do stuff like that, but you have also seen my calendar. I believe you messaged me and said it stressed you [00:48:00] out.

Jhertau: No, looking at your calendar stressed me out. I think if you looked at my calendar, you would have an aneurysm, Kate.

Kate: Probably. Probably. Because I have an aneurysm looking at my calendar.

Jhertau: Yeah, like right now, right after this, I go and, oh, I'm working on other things. Great. We're having fun. Having fun. We're doing great. Doing great. Yeah, but we have that right now and we are, we're working through things and very much, I just I can't anymore.

The fandom needs content creation, the fandom needs content to be generated, to help people get into the fandom, to help maintain the fandom, and to help the fandom plan future forwarding. We need to be future thinking. So many people are like, now. And it's no.

ARMY, I'm gonna be in this for my entire life. That's my plan. When we say we're in this bangtan shit for life, we're not joking. That's why I keep saying BTS Nobel Peace [00:49:00] Prize. Cause I'm like, we'll get it eventually. My delusional brain. It's eventually we'll get it. But that's the type of stuff we need.

We need to think for the future. We cannot be just thinking now. I had this conversation with a mutual recently, too, about how we needed daily update stuff. There used to be this one big account, they used to do daily threads of what, here's what you missed, right? Yeah.

And they stopped doing it for a while. And then my mutual was like we need something like that. And I was like, okay, cool, go do it. And she actually listened to me. And guess what? Guess what? We now have an account that does that, so maybe,

I'm joking, but I really encourage you to take on a little bit of labor. We had whole conversations about fan labor on this podcast, but take on a little bit of labor. It can be 30 minutes of your day, an hour, 15 minutes, 10 minutes. Of you just looking at something, and [00:50:00] working a little bit on something, and that little bit of labor, when millions of people put all that labor together, helps maintain the community.

Cause, I am frustrated that we have to exist in a world where when you look at BTS ARMY content on YouTube, it's not BTS ARMY. And we need to change that. Go change that.

Any final thoughts, Kate?

Kate: Yeah, no, I, yeah, I think I've said it all.

Basically, it'd be great if we, one, had more content creators out there. And maybe less shooters. And two, it'd be great if we actually supported the content creators that are creating content. Even if you yourself feel like you don't have time to create your own content, go give somebody a watch.

Go give a view or go give a listen and a like and a whatever. Go support the people who are out there actually making ARMY content. And spread it on the other platforms and do the things that, It's fairly easy to do, and that would [00:51:00] go a long way for creating the culture we'd like to actually see within ARMY.

Jhertau: My final thoughts pertaining around, we need more people on board. You need to get on board. The train is moving, it's going, you need to get on board right now, right? We need to come together as a community and actually be invested in like the future of this community.

Too much for years. A lot of times. The fandom was too young to have these conversations, but now that we're like here and in it, we need to start having conversations about the longevity of this community and maintaining it. And that starts with content, and that starts with educational content, and helping giving people landing pads.

Like you were talking about, Kate for them to survive and succeed in this space. So yeah, that's what we need. We've solved all the issues that ARMY has experienced ever. Thank you. We will be [00:52:00] accepting our Nobel Peace Prizes within the upcoming weeks. Anyway. Thank you all for listening to this podcast.

I hope you have a wonderful, amazing day. And please remember, as always, to stream BTS. Stream BTS music. When will this episode come out? A couple weeks from now. I don't know. Stream Golden. Still remember to stream Golden? We now know that the title track to Golden, it's standing next to you. Last episode, we didn't know.

Kate: We didn't know that. Yeah, but now we know. It's a wonderful song and I can't stop listening to it.

Jhertau: It's so good. I love the Romeo and Juliet references in the music video. Okay, sorry, sorry to sidetrack, but yes that's it. Go stream Golden, top to bottom, stream all the recent releases, and stream old releases.

Remember to stream take two, vote on mama. Oh my god, will mama vote in me over by the time this comes out? Oh my god, it might actually be. Anyway just [00:53:00] vote for whatever you're supposed to be voting for right now. Don't listen to me. People might be watching this in the future, too, after the episode's released.

Kate: Vote for the things you should be voting for.

Jhertau: Yes, vote for the things you should be voting for. Good job. Alright, take care. Bye, guys. Bye!