



Garbage Intelligence

April 2023

This report was put together by Ryan Broderick and Adam Bumas and is a new experimental project from the [Garbage Day](#) newsletter. It's aimed at organizations that might want deeper, more data driven analysis about what's actually trending on the internet.

If you're interested in commissioning more of these — including custom reports — email us at ryan@garbage.day.email. This was a real experiment to see what this would look like after we put it all together, but we've got a lot of fun ideas for how to flesh this out with more sophisticated tools.

Before we dive into our platform-by-platform analysis, we noticed three macro trends that we thought were interesting.

💰 BEAST MODE

Elon Musk has successfully purchased permanent main character status on Twitter, but that's only worth so much. In contrast, MrBeast has managed to dominate a much wider range of platforms: He was #1 in new YouTube subscribers last month, but also #4 in new Twitter followers.

MrBeast's actions over on TikTok show how he does it: When a random silly video sparked a big enough trend to become the fourth most-shared video in April, he immediately headhunted the one responsible and did a collaboration, which seemed like a coup for both involved.

🦍 RULE 34

Trends on the internet mutate unpredictably, but this month, we saw how easily things can shift into being horny and stay there: The fastest-growing Patreon account in April was an artist who drew porn of Bowser and Luigi inspired by the new *Mario Bros.* movie, and promised more to anyone willing to pay.

Meanwhile, over on TikTok, a trend for eating ice cream wrapped in Fruit Roll-Ups was big enough for the candy to create an [official TikTok account](#). But the biggest video with the hashtag

(number two in shares for the month) was a woman using careful [algospeak](#) to discuss making it part of oral sex.

REJECT MODERNITY, EMBRACE TRADITION

A major slice of the most popular posts, videos, and accounts in April were from a while before. The most-upvoted post on Twitter was a random red carpet video from 2011. And nearly half a year after their final matchup in the World Cup, Messi and Ronaldo are still the second and third fastest-growing Instagram accounts — though India's Virat Kohli, who tore up the cricket pitch last month, is gaining on them.

Seniority, though, has to go to Thread Zone. The website, which is funded by one of the fastest growing Patreons in April, is a fake early-2000s forum. It's modeled itself after the infamous GameFAQs Life, The Universe, and Everything (LUE) message board, and has become a haven for former LUE users. You could look at it as a microcosmic version of people decamping from Twitter for Bluesky: In the end, what people really need is a place to shitpost.

Alright, let's dive in...

Top 5 Twitter Accounts By Most New Followers



1. Elon Musk, 2. Tucker Carlson, 3. NASA, 4. MrBeast, 5. Indian Prime Minister Narendra Modi

We used [Notus' Twitter leaderboard](#) for this. Some of these accounts like Elon Musk and MrBeast are constantly at the top, but others landed here for more topical reasons.

Tucker Carlson was fired by Fox News at the end of the month and his follower count rocketed up in response. And it will assuredly continue to rise now that Carlson has made a deal to relaunch his show [on Twitter directly](#). I think it's safe to assume that the app will officially be the Musk and Carlson show for the foreseeable future. As for why NASA is up there, our hunch is that it was a combo of Earth Day, the failed SpaceX launch, and successful ESA launch. Though, NASA is pretty popular nonetheless. As for Mr. Modi, it's most likely due to the cozy nature between Musk and Modi's political base, which Twitter is now more than happy to censor content for and elevate.

Top 5 Most Shared TikTok Videos



1. "[Girl with taser](#)," 2. "[Fruit roll-up blowjob](#)," 3. "[Chinese restaurant prank](#)," 4. "[Buckle my shoe](#)," 5. "[Side eye cat](#)"

Obviously, TikTok is as global as it is niche, which you can tell from how many of the other spots on this list are filled by reposted TikToks. Viewing the site on a macro level is a little nonsensical, but we did end up with some fascinating insights. We used TikTok's own dashboard for this.

All five videos are pretty different, but you can see patterns if you know where to look: The taser girl and prankster are pretty classic "cute confident kid" and "prank show target is really into it" videos. Meanwhile, the "buckle my shoe" song started a very easy-to-copy trend, with a lot of similarity to the "WHAT ARE THOOOSE" Vine fad. The Fruit Roll-Up video is the apex of a similar trend, spilling over into another realm. And, finally, "Side eye cat" is the only one of these with a reused sound. Very sweet to see that funny looking cats still have so much cachet.

Top 5 YouTube Channels By Most New Subscribers



1. [MrBeast](#), 2. [Daily Fact](#), 3. [Zamzam Electronics Trading](#), 4. [HeroIndori](#), 5. [Sinto Ki Facts](#)

We pulled the global stats for YouTube from Social Blade. Obviously, we have MrBeast at the top there. But it's hard to really capture how thoroughly he dominates YouTube right now. He ended up with twice as many new subscribers in April as the number two channel.

But more interesting than that is that beyond MrBeast, the top YouTube channels are largely in Hindi and almost exclusively posting YouTube Shorts. Daily Fact, the second most-subscribed channel in April, does short Hindi-language comedy skits. And the fourth and fifth most followed channels, HeroIndori and Sinto Ki Facts, are Hindi-language education channels for kids. As for Zamzam Electronics Trading, we honestly have no idea what this is. It's reposting TikToks from a phone store in Dubai.

Top 5 Twitch Channels With Streams With The Most Concurrent Viewers



1. [Kingsleague](#), April 3rd, 2. [LCK](#), April 9th, 3. [Gaules](#), April 18th, 4. [LEC](#), April 23rd, 5. [LuguEt4](#), April 29

Four out of the five most-watched streams this month were finals for esports tournaments, covering games from *Counter-Strike* to *League of Legends* (twice) to *Grand Theft Auto V*. The one exception, though, was first place: Kingsleague, a Spanish soccer league that's changed a few rules to bill itself as "Esports meets regular sports". This can only end one of two ways, the XFL, or [Blernsball](#) from *Futurama*.

Top 5 Subreddits By Top-Voted Post



1. r/funny ([link](#)), 2. r/mademesmile ([link](#)), 3. r/antiwork ([link](#)), 4. r/oddlysatisfying ([link](#)), 5. r/meirl scam ([link](#))

Oh Reddit, never change. These were all pretty typical for the platform — basically a mix of old and older memes and screenshots from other platforms. We tried our best to find the original sourcing for all these, as well.

The top post from April was on r/funny and it was a YouTube video of Adam Sandler and Jennifer Aniston meeting an exceptionally tall Australian reporter. The video was originally from 2011, but it's most likely going around again because of the premiere of Netflix's *Murder Mystery 2* at the end of March. The number two post for April was an r/mademesmile thread sharing a heartwarming Facebook post about the World Baseball Classic. Number three was an original meme shared to r/antiwork. Number four was a video of a dolphin that originated on Instagram that was shared to r/oddlysatisfying. And, coming in last was a screenshot of a deleted 2021 tweet shared to r/meirl with the name of the original user cropped off.

Top 5 Patreons By Growth



1. [Airska](#), 2. [Letting Loose](#), 3. [ESportManiacos](#), 4. [Thread Zone/Blue Websight](#), 5. [EWU Crew](#)

We'll be frank. We did not expect there to be so much porn on Patreon and we debated maybe controlling for it. But ultimately I think it's more useful to know what's actually happening on the platform.

Using data from [Graphtreon](#), we focused on the accounts that grew the most last month. The top earners are all podcasts and pretty static, but focusing on growth rates was much more interesting. The Patreon that grew the most in April was Airska, an erotica artist whose Bowser/Luigi porn went viral after the *Mario* movie. (We can find a link if you really want us to.) The second-most-followed Patreon is a British TikTok channel that does "British people react" content and is crowdfunding trips to the US. They seem to have [moved their account](#) recently. Number three is a Spanish esports news site and TikTok account. Fascinatingly enough, Thread Zone/Blue Websight is a fake early 2000s forum, which seems to be a haven for users of the infamous GameFAQs Life, The Universe, and Everything (LUE) message board. We have no idea why this spiked. And, finally, EWU Crew are longtime popular true crime YouTubers that recently launched a new exclusive podcast.

But just to really drive home the porn trend happening on Patreon right now, number six was a porn game and number seven was a wrestling game modder who exclusively released a new modding tool called "CakeTools".

Top 5 Tumblr Trends



1. [Succession](#), 2. [The Owl House](#), 3. [Ted Lasso](#), 4. [The Mandalorian](#), 5. [Artists on Tumblr](#)

Tumblr's staff-run [Fandom blog](#) breaks down their community insights into pretty much every granularity you can imagine — Bowser and Luigi, from the *Super Mario Bros.* franchise, for instance, was the site's top "ship," as in romantic relationship, at one point last month. But we chose a different methodology to track what was happening on the internet's most chaotic platform in April.

We took the top 10 trending topics from each week in April and ranked them by how many weeks they stayed in the top 10. *Succession* and the Disney cartoon *The Owl House* trended all four weeks. *Ted Lasso* was a top trend for three weeks, as was *The Mandalorian*, both the show and the titular character (and yes, that's Mando kissing Luke Skywalker up there). And coming in fifth is a trending topic called Artists on Tumblr, which is pretty much always trending on Tumblr.

Top 5 Instagram Accounts



1. Selena Gomez, 2. Cristiano Ronaldo, 3. Leo Messi, 4. Taylor Swift, 5. Virat Kohli

Instagram, by design, is not really very interesting when you look at it from the very top. The top 5 most-followed accounts according to Hype Auditor's [monthly leaderboard](#) aren't particularly notable and most of them are exactly who you might expect. The only one Americans might not recognize is Virat Kohli, an Indian cricketer. He's currently having a [big month](#).

Top 5 Facebook Pages In The US (Sorta)



1. [CubaNet Noticias](#), 2. [People](#), 3. [allkpop](#), 4. [Dan Bongino](#), 5. [Ben Shapiro](#)

It wouldn't be an insights report without a whack at Facebook, would it? Unfortunately, it's not nearly as easy as it used to be to get a sense of what's actually happening on the great blue website. If we end up doing more of these reports, we plan to invest in some heavier fire power in digging up what's happening on Meta's apps.

So how did we do it? Well, similar to Tumblr, we combined data from the thankfully still-working [@FacebooksTop10](#) Twitter account, which tweets out the top 10 pages on US Facebook. Of the 290 posts identified by FacebooksTop10, which runs on data from the not-long-for-this-world tracking dashboard CrowdTangle, a page called CubaNet Noticias had the most top posts last month. It spent three weeks at number one and two weeks at number two. It's a Cuban news outlet based in Florida. Behind that was *People*, which didn't get to number one as often, but was pretty much omnipresent on Facebook last month. And, then, of course, you have your right-wing influencers, in this case it was Dan Bongino and Ben Shapiro.

As for allkpop, well, that should be pretty explanatory.

So What Does It All Mean?

Well, there are definitely some evergreen insights that are worth keeping an eye on, particularly India's sizable — and growing — presence across every major platform. But aside from the low hum of weird Luigi erotica, the overall trend seems to be the consolidation of a platform around

a celebrity or personality. Most major platforms now are, essentially, either controlled by MrBeast or Elon Musk. The spaces that aren't seem to either be churning through ephemeral trends, talking about TV shows or celebrities, or recycling older content from before this consolidation.

That's all for April! Thanks for reading. Share this around. And let us know if you're interested in more of this. Shoot us an email at **ryan@garbage day.email**. Thanks!



****Typos in this intelligence report are not on purpose, but do happen from time to time****