



WHAT IS AN ANALOG BAG?

An analog bag is, as far as I can tell, a tiktok trend where you carry a bunch of "analog" knick knacks around with you so stuff like sudoku puzzles, print magazines or newspapers, that type of stuff.

The concept of carrying your stuff around in a bag is not new or trendy at all, but because we live in a late stage capitalist corporate hell, the very idea of disconnecting from social media and NOT giving these parasitic companies your data, in some twist of events, became commercialized and marketed to people who want to disconnect from social media and the internet at large.



Why is this a problem I should care about?

Well, you don't "have" to care about anything relating to this, it barely even classifies as a problem, to be frank.

But it does mark a shift in our collective understanding of the affects of the internet on our personalities. It isn't a secret that social media is not healthy for us. It is not good for us, especially for children, even more so for children who were raised by social media platforms. After a decade and a half of solid social media usage by most (if not all) people in this country, we now know the affects of it and we want out.

But, social media has also subconsciously trained us that, in some way or another, it's good to constantly buy things. It's good to chase trends, be in the 'in' crowd some might say. We want to disconnect, but at the same time, we want to be trendy.



(Also have a Nikon Cooper, but that's what I used to take these photos, so it's not in any of these :/)
 (I also bring my phone, because of course I do, and sometimes a book. Usually LOTR or some other fantasy novel.)

Again, it is not novel or trendy to carry your everyday essentials with you in a satchel or tote. But it IS trendy to buy a bag on Amazon titled "analog bag" with weaky colors and keychains, buy a print subscription to The Atlantic, and make a video on Tiktok of you basically cosplaying as someone who doesn't spend time on social media, showing off your EDC (everyday carry) in the context that it's an 'analog bag' for internet about.

Maybe I'm thinking about too much, and maybe it isn't that big of a deal. At the very least, it signals that we no longer want to constantly be on social media. And admission is the first step of recovery, after all. But I worry that the analog bag trend, while it may signal this collective awakening is in fact happening, will inevitably eat itself in a self perpetuating spiral of consumerism, leading us all back to where we started: cosplaying as healthy individuals who don't use social media, while tweeting about how they were born in the wrong generation.



THIS IS MY BAG!

There are many like it but this one is mine.
 This particular bag was a christmas gift. It was most likely bought off Amazon (I look more like a hypocrite by the second, eh?). It's made from real canvas, and it's big enough to carry a surprising amount of items.

"I LOOOVE social media!! I shouldn't go on it, because it's exponentially killing my brain and critical thinking skills, but it's SOOO GOOD!! :D"



If you're reading this zine, chances are what I'm talking about don't apply to you, if you're even aware what I'm talking about in the first place. And I'm not gonna say I'm holier than thou. I spend some time on the internet as well.

But I do not go around cosplaying as someone I'm not. I don't have tiktok, I don't typically scroll on short form video feeds, and I don't let social media take overbearing control of my life.

But with all that said...

WHAT'S IN MY ANALOG BAG??