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November Post 5

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Crystal Stephens

Nov 3, 2014



Currently trending on Twitter is Alex, Target, and #alexfromtarget. Apparently, Alex is a random kid who works at Target that is now famous thanks to someone posting his pic on Twitter (<http://gawker.com/who-is-alex-from-target-and-why-is-teen-twitter-obsess-1653969291> ↗).

Possibly a trend of random people becoming famous overnight for literally no apparent reason?

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Wesley Van de Water

Nov 10, 2014



I'm really confused by this. I glanced over it and checked it out on Twitter, but I have no idea why this kid is suddenly a "thing" online. What about some teenage kid working at Target suddenly turns him into an internet celebrity?

That being said, maybe there's something to consider with this notion of internet celebrity. As much as I can't stand the littler twerp, Justin Bieber did start out as a Youtube celebrity until Ellen (I think it was her) highlighted him and his career took off. Another example (and a local one at that) is Lindsey Stirling. She's a violinist from Utah who started gaining a following when she would perform covers of popular video game music, and now she's touring the world.

Maybe one possible trend we could consider is this phenomenon of the overnight celebrity (Alex of Target), or the Youtube star.

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