

TikTok is cringey and that's fine

Over the past several months, TikTok videos have begun to go **viral** beyond the platform, **racking up** millions of views on Twitter and Instagram. They're easy to identify once you've seen a couple: 15-to-60-second-long clips set to music; often featuring someone **lip-synching**, dancing or doing a trick. And the edits are fast: Watching too many **in a row** can feel like you're about to have a brain freeze. They're incredibly addictive.

viral 病毒性

lip-synch 对口型; 假唱

rack up 累计

in a row 连续

The category most people on the broader internet use to describe TikTok is “cringe”: It's so painful and embarrassing that a viewer can't help but laugh. There are endless TikTok cringe **compilations** on YouTube, many with millions of views. Earlier this month, a thread of “cringey” TikTok videos went viral on Twitter. In one video, a man wearing a Walmart vest dances emphatically to Rihanna's “S&M” in front of a Confederate flag in his bedroom.

compilations 合集

Because the app merged with Musical.ly, which most people associated with children, there's a **prevailing** notion that adults who make content on TikTok are **creepy** and **weird**. “To be a grown adult doing a cute karaoke video on an app and trying to make it go viral is odd behavior,” said a popular Instagram memmer, Jack Wagner.

prevailing 流行的

creepy 诡异的

weird 怪异的

But most adults using the app aren't trying to go viral: They're making TikTok videos because it's fun. In a world where everyone's content inevitably begins to look the same, TikTok videos feel **bizarre** and new. It's an app full of people posting strange content to the internet with zero self-awareness or shame. That's easy to mock, but it's also what may lead to TikTok's success.

bizarre 奇异的