

3 September 2022

Week One – Researching Virality (Due: September 4 at 11:59PM)

## "What a lovely heartwarming and uplifting psychotic break!" – A Study Behind the Virality of TikTok Video of Drew Barrymore Frolicking in the Rain

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Drew Barrymore, an American celebrity is accused of racism after enjoying a thunderstorm.

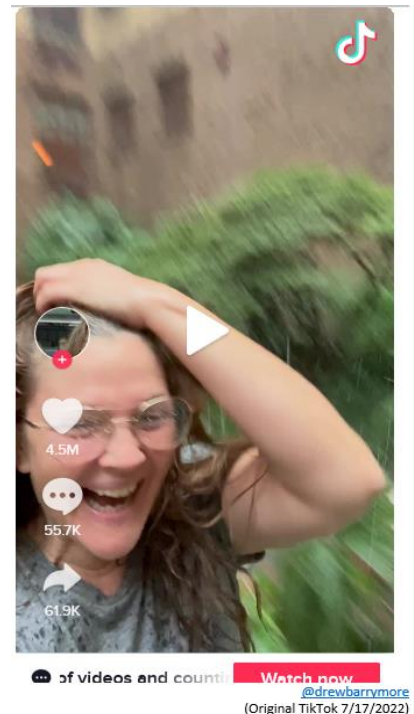
What is happening nowadays?

Social media such as Instagram, TikTok, YouTube, LinkedIn; users posting “anything and everything” (Unanimous Teenager) of own life; comments of fans and haters, stereotype increase, but for what?

With globalization and new technologies, media has evolved and, therefore, life has changed. This is a total new era. There is no privacy any longer; no respect: Everyone knows about you, and you know about them, and we all become spoiled, *and exploited* celebrities without even being paid. Or, perhaps, we do?

Socials have become a must in our daily life, our “new hobbies” and, without even realizing it, we find ourselves suffocated by strangers, friends of strangers from all around the world, multiple accounts, useless influencers and their pages, followers’ profiles, absurd *and, sometimes, horrifying* advertisements, superfluous and pointless spends, gossip, stories of who knows what and why, trends; and the list goes on in unison, infinitely.

We are surrounded by a total extreme abuse of our brains; sunk in our own global brainwashing. With that being said, and with the experience achieved from the



first lecture of COMM602 around the virality of TikTok phenomena “Corn Kid”, let us dive deeper into exploring the Who, What, Where, When, and Why of a new trend, the TikTok viral of actress and writer Drew Barrymore “dancing in the rain”, and its consequential unfounded misconceptions, to determine new reveals and reconsiderations.

The celebrity’s original TikTok video content shows an amused American white woman, apparently in the back yard of her home in New York City, enjoying the thunderstorm of a random day, while recommending followers not to miss the opportunity of going out into the rain.

The short showcases 4.5M likes and 55.7K comments, both positive and negative.

“you and i both know...”

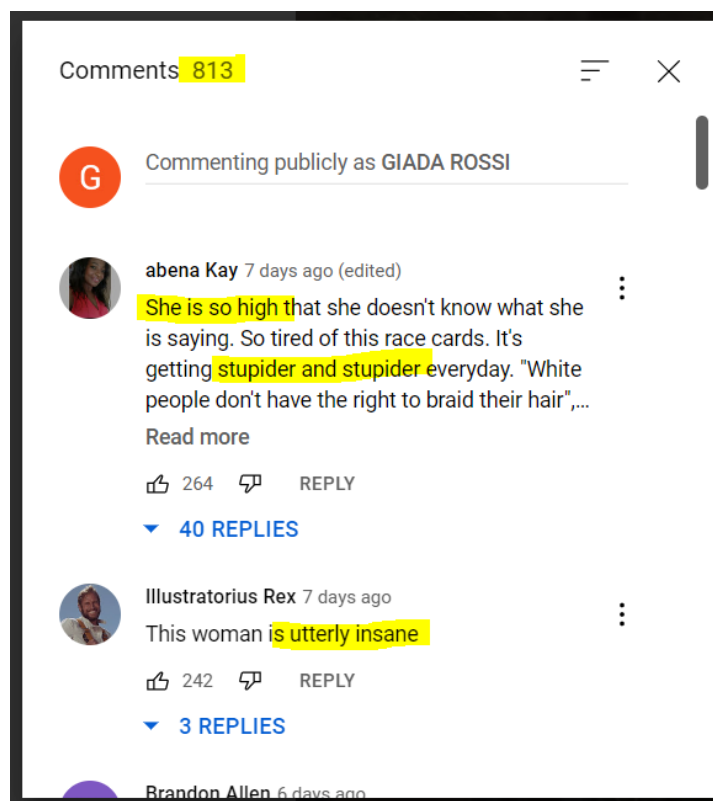
“Drew Barrymore has always carried the best vibe”

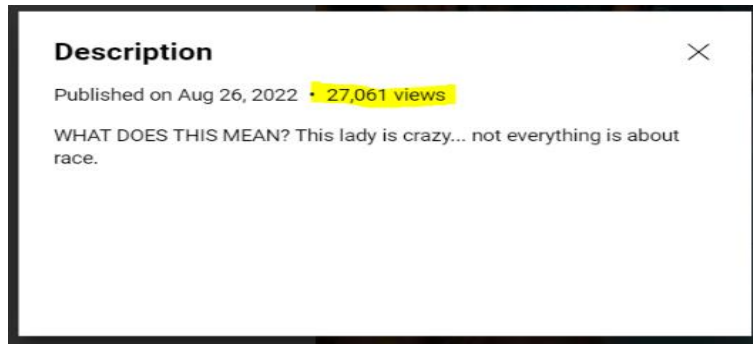
“come to England, that vibe will die so fast.”

“my mom says i’ll get sick”

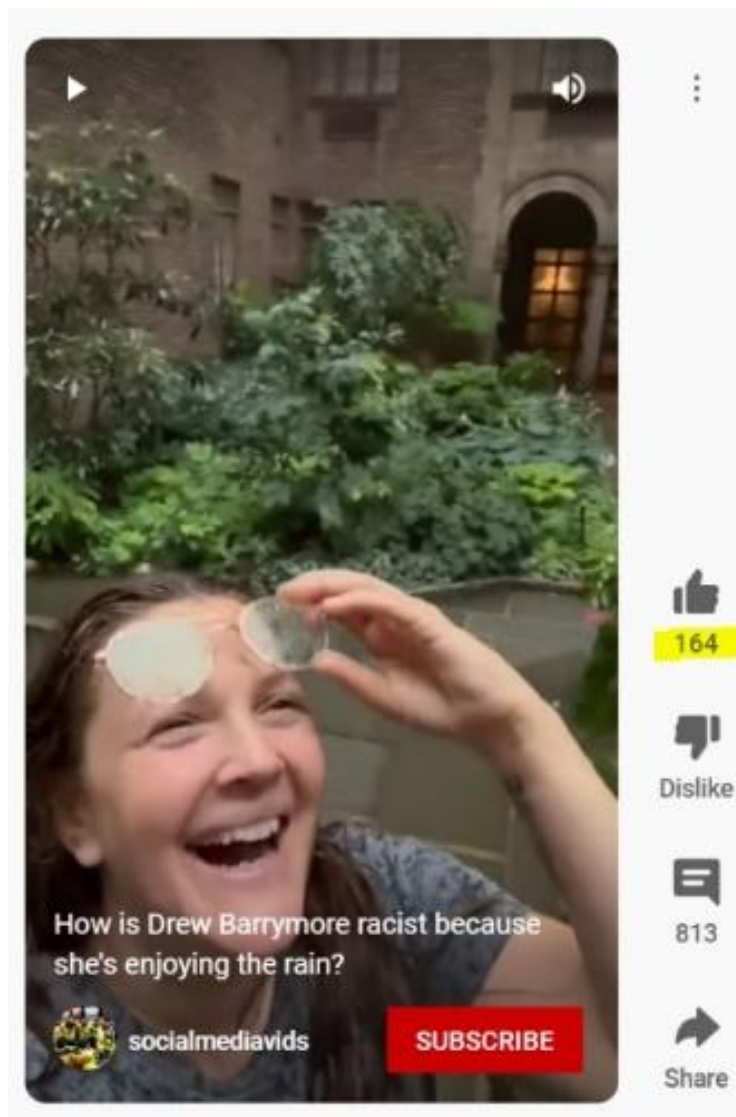
Everything goes smoothly until angry TikTok black user [@amushroomblackly](#) accuses the actress of racism “for copying black men *frollicking* trend”.

Contrary to Drew’s viral, this video only carries 164 likes and 813 comments, against 27,061 views.

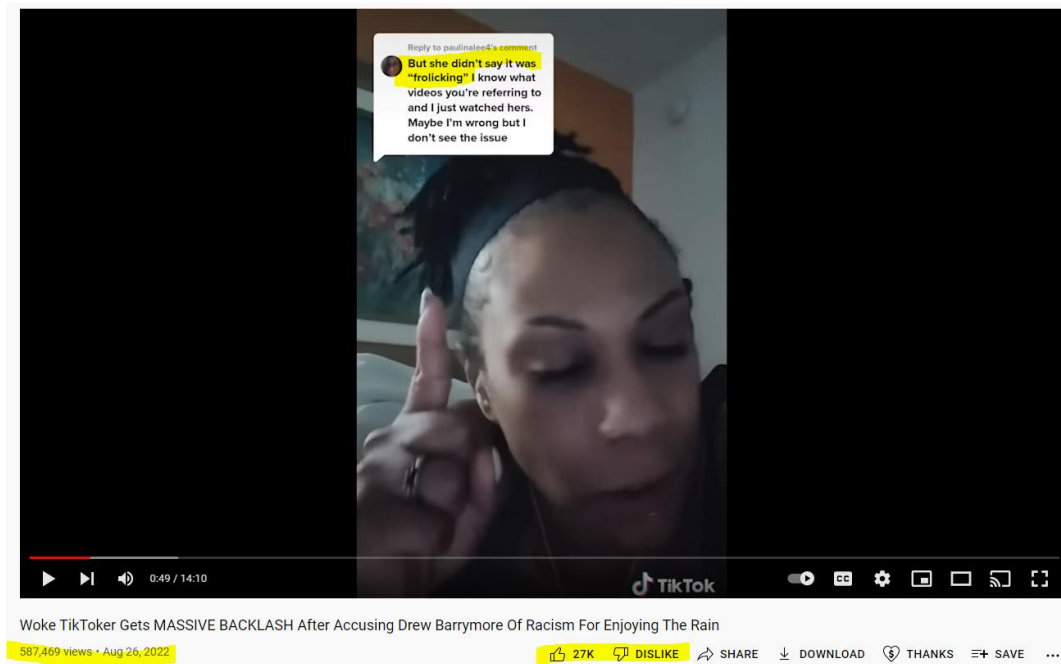




Let us listen to @amushroomblackly's words, and what triggered her accusations.



[YouTube](#) - socialmediavids  
(Original TikTok unavailable)



[YouTube](#) – Black Conservative Perspective

The long viral from Black Conservative Perspective achieves 27K likes, 0 dislikes, and 587,469 views; and the attraction from defenders to the accuser continues.

It is now her turn to hear “I don’t know how she got there! I do not know how she got there!”, and all via contents like the one in the following YouTube video from black influencer Lissa D. and her page “Life with Liss”.



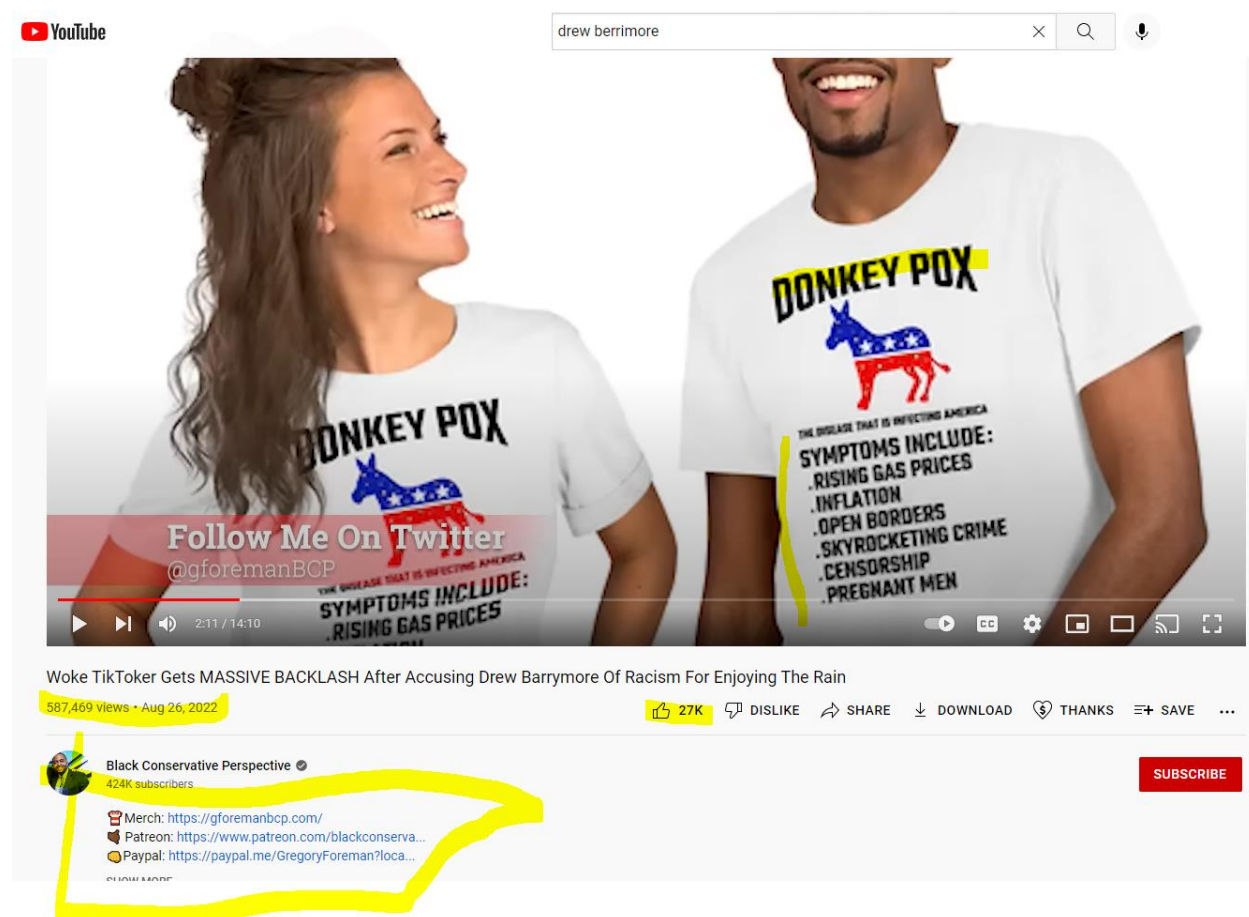
YouTube – [Life with Liss](#)

Lissa's video showcases 675 likes and 275 comments with a total of 7,095 views, just the day after the viral @amushroomblackly's believes.



Why all of this? How does social media make money, and how about influencers? What do spectators benefit from?

What we discover in Black Conservative Perspective's YouTube long video are marketing Ads. As the presenter discusses the aforementioned viral phenomenon, asking his followers to "drop some lines" in the comments, he does not hesitate advertising (to advertise) his products, and not only through the video itself, but also via hashtags on his own page.



[YouTube](#) – Black Conservative Perspective



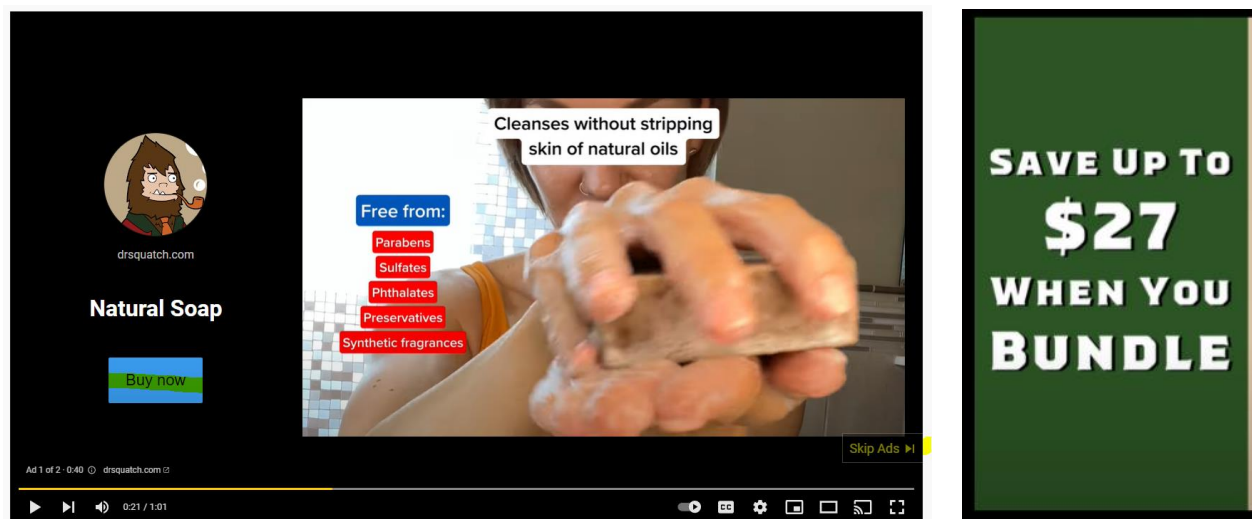
Let us rewind to understand how everything started.

1. At three minutes from the start, we have the first man who started the TikTok trend of frolicking around in a fuchsia sweater; then, consequential videos of **male** followers frolicking like him and having fun in the field.
2. The trend of men is, then, followed by women doing the same.

Where is the connection between these TikToks and Drew's video enjoying the rain?

- Where is the "rain" ownership here?
- Why is it offensive? And is it actually offensive, or is there a marketing monetization goal behind the scenes?

We keep on watching, and longer and longer Ads appear: A long chain containing hashtags, "Subscribe" and "Buy now" links; and where users do not have a choice to be able to click "Skip Ads" until the very end.



Here is the ownership of today's Media and their *greens*: A real pick a current "trend" (in our case, Black Lives Matter), make videos, and post stories on social media such as Instagram, Facebook, and the like, to lead users to other platforms, like TikTok and YouTube, and make it viral until, finally, another Ad pops up with links to click on, hashtags, and long covert advertising of a myriad of brands mentioning famous magazines and celebrities and their purchase of the product in discussion ("They have already bought!"), along with those sales goals of YouTube influencers. However, this is not it; the sale keeps on growing thanks to the bundles offered within where, in reality, buyers only save a couple of cents which results in more gains for the seller. Poor great marketing and covert advertising.

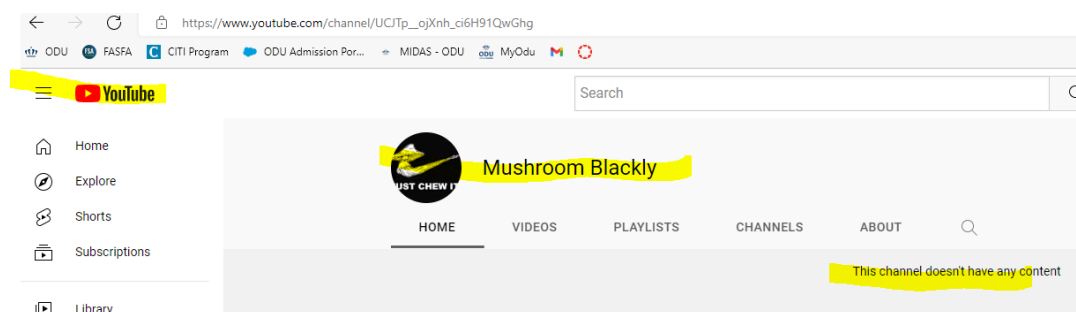
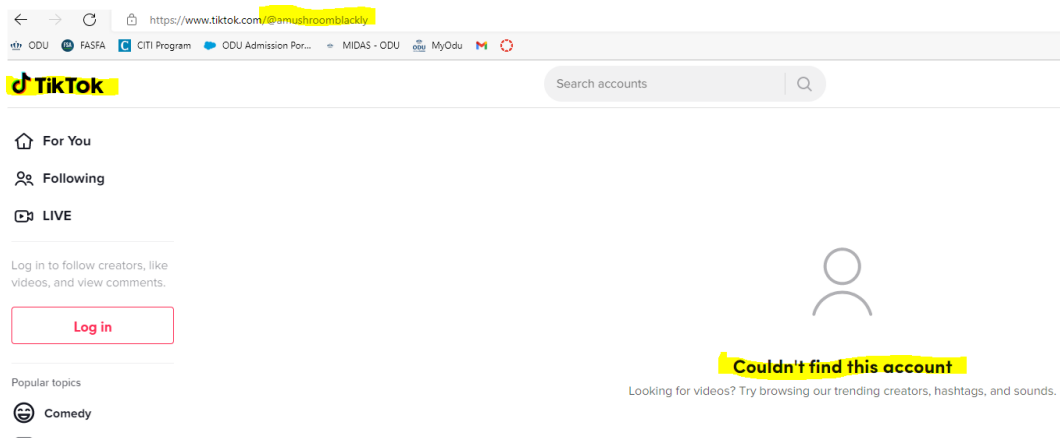
Refer now to the same video at approximately 8:45 minutes and, again, at 10:42 minutes.

At this point, we need to ask ourselves who is watching these shorts and thanks to whom do they become viral? Children, teens, the unemployed community? Who?

Let us conclude with a reality show video in which the Drew Barrymore frolicking in the rain is also “amusingly” considered a psycho – “What a lovely heartwarming and uplifting psychotic break!” (at 3:03 minutes), and a banned Mushroom Blackly.



[YouTube – Late Show “Meanwhile... \[...\]”](#)



## Questions

- Does Drew Barrymore have anything to do with this, or is it pure coincidence?
- Does the celebrity want to reach a larger audience for [The Drew Barrymore Show](#)?
- What is her TV show about?
- How does she, *if she does*, respond to the TikTok phenomena in discussion considering that, after all, Mushroom Blackly did not achieve a great outcome and was banned?

A friendly note that the actress had posted a similar video on 5/29/2022, after the first frolicking trend of the African American community (5/10/2022).

[Read more on this article.](#)

