

The Millennium Bug

Spring 2023 Edition

Looking back at the changes that made us

*From the increase of mass shootings
to gender identity and our freedom of
expression*

12

The “New Age” of Marketing

*The newer generations are hard to
market to with their attention spans
being the same size as a gold fish.*

21

Work a 9-5 or have multiple streams of income?

*The younger generations guide to
becoming sustainable*

8

Look to the past for the future.

THE IN- VISIBLE HELPER

Learn more about the developments in AI by visiting us at www.AIsTheFuture.com

Table of Contents

5 JOBS FOR THE PRICE OF 1 08

Our economy is in shambles with the rise of inflation, kids are no longer leaving their parents house, but rather gaining 2 jobs to become sustainable enough to go to the store.

LOOKING BACK AT THE CHANGES THAT MADE US 12

From the increase of mass shootings to gender identity and our freedom of expression. Is there a root cause to all of these problems? Is there anyone to blame, but ourselves?

WHY DO I NEED TO BUILD MY CREDIT? 16

Credit. Credit. Credit. It's how the world works. Cars, Apartments, Houses, Loans, everything is bound to come back to how well your credit is.

HAVING FUN IN THE SUN 19

In the year of 2023, why aren't you wearing Sunscreen daily? With the increase of aging faster due to sun exposure to the chance of gaining a skin degise. We all need to be safer in the sun.

THE "NEW-AGE" OF MARKETING 21

The newer generations are hard to market to. How? Their attention spans the same as a gold fish. They want anything aesthetic and anything that fits their "vibe". But what does that even mean?

THE SHOWS THAT SHAPED US 24

Full House, Friends, Modern Family, and so many more. These families shaped our perspective on family dynamics and how to communicate.

RESELL THERAPY? 32

With Fast Fashion at a all time high, people are just throwing away their clothes. However, most forget there is easy to use re-selling websites that can add get you a little cash for the next best thing.

THE ALGORITHM. A STUDY INTO WHAT YOU WANT TO SEE. 38

The algorithm, this magical way that social media learns your patterns and interest to show you better videos, photos and advertisement. Why go to that level for a single user?

Departments

- 04. EDITOR'S NOTE
- 05. KISS GOODBYE TO
- 06. OUR PEOPLE NEED
- 07. THINK SECOND HAND
- 15. THE CAFFEINE HIGH
- 30. OUR TOP ESSENTIALS
- 40. WRITE THIS DOWN
- 44. INDEX



Editors Note



Desarae Saathoff
EDITOR-IN-CHIEF

WELCOME TO THE MILLENNIUM BUG MAGAZINE!

This is our first issue, and is filled with a weath of information for the reader. Containing intergeing visuals to keep you entertained and keep you wondering “why”. We are all about questioning the status quo, and the standard the previous generations have pushed onto us.

We want the reader to never stop learning and to look towards the past for the future.

I hope you enjoy reading!

ISSUE 01
SPRING 2023 EDITION

PUBLISHER
The Millenium Bug Inc.

EDITOR IN CHIEF
Desarae Saathoff

IMAGES
Adobe Stock

CONTACT
dcsaathoff.com

COPYRIGHT NOTICE
The content in The Millenium Bug Magazine are free-use. This is a Class Project, not a real magazine, yet.

Kiss Goodbye to... EXPECTATIONS

GENERATION Z, born between the mid-1990s and mid-2010s, is known for its innovative thinking, entrepreneurial spirit, and digital savviness. However, this generation faces high expectations from parents, educators, and society. While expectations can motivate individuals to achieve their goals, setting unrealistic expectations can lead to burnout and anxiety. Therefore, it is essential to acknowledge that the expectations on Generation Z are higher than average and should be lowered to promote a healthier work-life balance.

ONE REASON FOR THE HIGH EXPECTATIONS

on Generation Z is the rapid technological advancement that has occurred during their lifetime. This generation grew up with access to the internet and digital devices, making them proficient in technology. However, these technological skills are often expected to translate into academic and career success, placing

“Lowering expectations and providing support and resources to this generation can promote mental health and well-being.”

undue pressure on this generation. While technology has opened doors for new opportunities, it is essential to recognize that not all individuals are wired to excel in these areas.

ADDITIONALLY, THE INCREASING competition in the job market has led to a rise in expectations for academic

achievement and specialization. This generation is expected to attain higher levels of education than previous generations, leading to an oversupply of qualified individuals in certain fields. Lowering the expectations on Generation Z and recognizing that individuals can find fulfillment in alternative career paths can lead to a more balanced and satisfied workforce.

FINALLY, the ongoing pandemic has exacerbated the pressure on Generation Z, who are facing unprecedented challenges in education and employment. The sudden shift to remote learning and the uncertain job market has led to increased stress and anxiety.



OUR PEOPLE NEED

The Barbie Movie

BARBIE HAS BEEN AN ICONIC FIGURE FOR OVER SIX DECADES, captivating audiences with her stylish outfits, glamorous lifestyle, and empowering messages. Now, she is set to make her big-screen debut in a brand new movie that is generating a lot of excitement among fans young and old.

The Barbie movie promises to be a fun and inspiring adventure that celebrates the power of imagination and the importance of being true to oneself. According to reports, the movie will follow Barbie as she travels to a new world filled with endless possibilities and discovers the magic of self-expression along the way.

The movie's cast is equally exciting, with Oscar-nominated actress Margot Robbie set to play the iconic doll herself. Robbie is known for her incredible range as an actress and is sure to bring a fresh perspective to the beloved character. The movie will also feature a diverse and talented cast of actors, including Emma Thompson and Greta Gerwig.

Fans of the Barbie franchise have been eagerly anticipating the release of this new movie, and the buzz around it is only growing stronger as the release date draws nearer. Many people are excited to see how the movie will bring Barbie to life in a whole new way and introduce her to a new generation of fans.

One of the most exciting aspects of the Barbie movie is the emphasis on self-expression and individuality. Throughout the years, Barbie has taken on many different careers and styles, from astronaut to fashion designer, and her ability to reinvent herself and explore different passions has been an inspiration to many. This movie is poised to continue that tradition, showing young viewers that it's okay to be true to themselves and follow their dreams, no matter where they may lead. With its positive message and colorful visuals, the Barbie movie is sure to be a hit with audiences of all ages.

THE BARBIE MOVIE IS MORE THAN JUST A FUN CONCEPT; it also has the potential to inspire and empow-

er audiences around the world. Barbie has always been a symbol of female empowerment and has encouraged young girls to dream big and believe in themselves. With this new movie, Barbie's message of self-expression and individuality will reach even more people and inspire them to be the best versions of themselves.

IN CONCLUSION, the Barbie movie is generating a lot of excitement among fans young and old. With its fun concept, talented cast, and inspiring message, this movie has the potential to be a huge hit.



"Barbie has always been more than just a doll - she's a symbol of female empowerment, and a reminder that you can be anything you want to be. I'm thrilled to be a part of the new Barbie movie and to help bring this inspiring message to audiences around the world."
- Margot Robbie

Think Second Hand

HOW TO BUY A VINTAGE HANDBAG

SHOPPING AT SECOND-HAND STORES CAN BE AN ADVENTURE IN ITSELF. You never know what kind of treasure you'll find, but it can also be daunting, especially when you stumble upon an item that seems too good to be true, like a designer handbag at a fraction of the original price. You might be hesitant to spend your hard-earned money on something that might not be worth it, but don't worry. Here are some tips to help you make an informed decision before you make your purchase.

FIRST, ALWAYS CHECK THE BAG FOR ABNORMALITIES. As mentioned earlier, most second-hand stores will price items to sell, and they may not be aware of any

flaws the item might have. Before you purchase, inspect the bag thoroughly. Look for holes, stretched fabric, or stains. If you do find any of these flaws, don't be afraid to let the staff know. Most stores will lower the prices if they're aware of any defects.

SECOND, DO YOUR RESEARCH. With the advancement of technology, it's now easier than ever to research an item on the spot. Take advantage of this by Googling everything. You can use the Google app to search for the maker and model of the bag, or even take a picture of the bag and search for imperfections. This can give you an idea of what the original price was and help you determine if the secondhand price is a good deal.

LASTLY, DON'T LET FOMO (FEAR OF MISSING OUT) GET THE BEST OF YOU. If you find a handbag that you love and have done your research on, don't hesitate to make the purchase. It can be easy to talk yourself out of it, especially if it's a little pricey, but if you know it's a good deal, go for it. After all, if you've gone through all the trouble of checking for abnormalities and doing research, chances are you really want the bag and it will become a staple in your closet.

IN CONCLUSION, shopping for secondhand items can be an exciting experience, but it's important to be mindful of what you're buying. By following these tips, you can make an informed decision.



Work 5 Jobs for The Price of 1

Our economy is in shambles with the rise of inflation, kids are no longer leaving their parents house, but rather gaining 2 jobs to become sustainable enough to go to the store.

DESARAE SAATHOFF | APR 15, 2023 11:00 AM



THIS GENERATION OF WORKERS IS AT AN ALL-TIME LOW WITH THE AMOUNT THEY MAKE ON THEIR PAYCHECKS. CNBC reported that “Roughly 62% of the population now lives paycheck to paycheck.” Living paycheck to paycheck is now the norm for most young adults.

This is due to the current rise in inflation all around the United States. From houses to eggs it is hard to live in today’s economic climate. And even though salaries are growing at a rapid pace, it is not enough to combat inflation. It has been reported that two-thirds of compensation is no longer adequate to cover these additional costs.

However, this is not a problem only for the less fortunate. Even the people who make over one-hundred-thousand dollars annually have little to nothing left at the end of the month. It is hitting every single financial group, resulting in everyone being hit just as hard.

Thus people quit their jobs because of the lack of pay. Out of people leaving their jobs, low pay is one of the top reasons, alongside the lack of opportunities for growth and disrespect. Our economy places people of lower income in a detrimental position.

THE INCREASED LEVELS OF POVERTY ARE UNSETTLING. PEOPLE CAN’T AFFORD TO LIVE IN TODAY’S ECONOMY.

The standard retail salesperson makes, on average, \$29,000 a year. An essential job where they are expected to go above and beyond for even the most stressful employees. They are paid below the standard and are often encouraged to pursue higher education to obtain higher-paying jobs.

Next to them are our restaurant servers, with a median income of \$26,000 per year. They are relying on customer tips for everything. These are the jobs that are something most indulge in to have a good time, and yet these people are working for tips. They are working for your empathy.

THESE ARE THE POSITIONS PARENTS ENCOURAGE THEIR KIDS TO START WITH. To pursue it for just a summer, a couple of months to make money. They can't keep this job past this time and are often frowned upon if they do.

When it comes down to it, you probably need more than one job to make enough to sustain yourself.

This is the part that gets the individuals writing articles over it, which is that they think you need to have a balanced relationship



The key is letting employers know that you have multiple sets of income.
Illustration: Adobe Stock

with both jobs. That it is more complicated to keep it a secret from employers. However, it's not. Most employers can see what they are paying and depending on their business, they might even encourage employees to go outside of them to make more money.

The true key is to let the employers know that you have multiple sets of income and that you are forced to go out of your single job for your necessities. Because chances are, they are also not being paid enough for their position, effort, and work.

It is nearly impossible to get that day job that pays enough for a one-hundred-thousand-dollar house that will be worth a million in a decade or two. Never mind anything outside of living with

half a dozen roommates, in a small apartment without a car with overpriced loans.

Not only are people faced with these astronomical levels of inflation, but it also makes it harder to save money.

THIS IS NOT THE FIRST TIME we have had to fight for a living wage in this country, and it definitely will not be the last. Because depending on your financial situation growing up in the 2000s, you might have experienced how detrimental the previous inflation peak was.

The more financially stable you were, the more likely you were affected during the Great Recession. This was a time where The United States was struggling to make ends

meet. However, if you were in a situation like mine, it was like a blink of an eye. Growing up, my family didn't have a lot of money, but my parents were able to make ends meet during such an intense time.

We grew up lower class, living paycheck to paycheck with my large family of seven. We focused on learning that we could make a little money doing garage sales or even selling on eBay. Us being open to doing what we can on the side to make ends meet.

When inflation rates started spiking in the last couple of years, my family started remembering our roots.

NO ONE HAS TO COMPROMISE WITH WORKING THESE POSITIONS, being served endless amounts of office coffee because that is what's expected of us. Anyone can figure out how to gain multiple streams of income.

When it comes down to it, knowing how to make money with reselling, garage sales, or simply gaining a second job is essential in this financial climate. Because at the end of the day, you will make it through this economic situation. Look into saving programs, and figure out if

you can make your working schedule more flexible.

GENERATING AND MAINTAINING MULTIPLE STREAMS OF INCOME REQUIRES A STRATEGIC APPROACH. To begin, indi-



viduals need to assess their skills and interests to identify potential income streams. Freelancing, investing in stocks, renting out a property, or starting a side business are some of the available options. Once the sources of income are identified, a plan should be created outlining goals and strategies for each stream.

Everyone deserves to live a life outside of the paycheck-to-paycheck lifestyle.

Being served endless amounts of office coffee because that is expected of us. Photo: Adobe Stock

Staying organized, disciplined, and focused is crucial to maintaining multiple sources of income. Consistency is key in generating revenue, meeting deadlines, and delivering quality work. It is also important to track finances and



Looking Back at the Changes That Made Us

From the increase of mass shootings to gender identity and our freedom of expression. Is there a root cause to all of these problems? Is there anyone to blame, but ourselves?

DESARAE SAATHOFF | APR 23, 2023 3:00 AM

I WANT TO POSE THE READER WITH A QUESTION. Now, I don't expect an answer or even an explanation of this phenomenon, but I still have to ask. What are we even doing? From the increased number of mass shootings over the last decade to the lack of justice in our elected offices. The United States is in shambles.

The American people have become negligent. We are not given the ability to be more critical of our government so instead we have completely abandoned it. Voting once a year and then turning a blind eye to the shit show that is Washington D.C. But why is that? Why are most people turning away?

A Mass Shooting is simply defined as "any incident in which four or more people are killed, excluding the shooter"

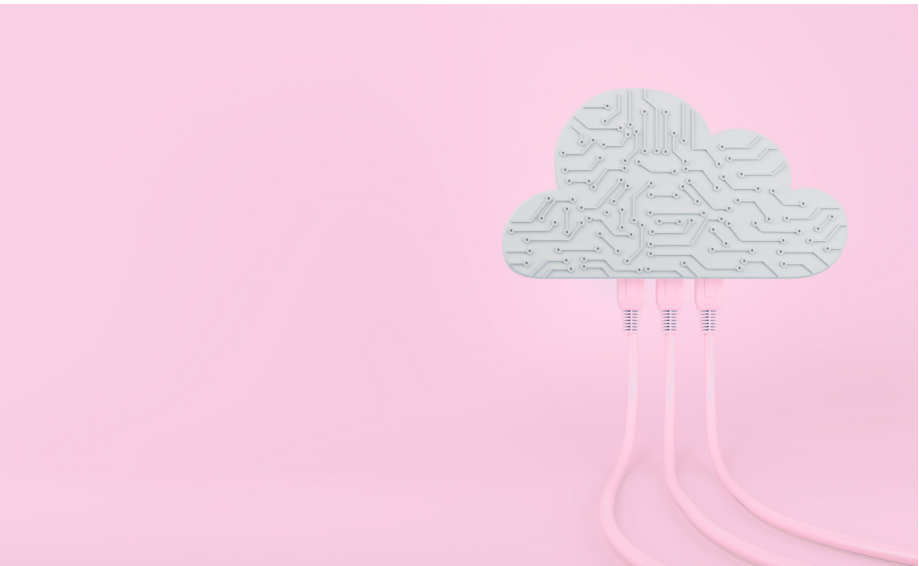
According to Everytown's website, since 2015, over 19,000 people have been shot, leading them to either being wounded or killed in a Mass Shooting. Last year, there were over 600 people killed, with over 2,700 people wounded. This website keeps track of shootings since Sandy Hook Elementary.

YES, YOU READ THE RIGHT. OVER 20,000 PEOPLE HAVE BEEN SHOT VIA MASS SHOOTINGS SINCE 2015.

Even though these incidents are all over the media, keep in mind, these aren't even a large amount of shooting incidents. It only over's roughly 1% of gun violence cases. We need to remember that due to our Bill of Rights, we have the freedom to own and carry a gun. Yep, even if the person isn't fit for such a device, we are constitutionally given the right to own and carry a deadly weapon. A weapon that causes roughly 43,375 deaths every four years.

However, it will be okay. We Americans still can marry whomever we want and continue to express ourselves, right? Wrong.

MOST OF THE OLDER generations will blame the internet for our openness to opposing views, beliefs, and acceptance of people. It starts with simple facts according to Gallup's website that the percentage of U.S. adults that identify as LGBTQIA+ has increased to 7.1%. Doubling from the original numbers that Gallup first measured in 2012.



Older generations will blame the internet for the openness to things we don't understand. Image by AdobeStock

This is a positive. Having a more diverse America is ideal. If a group of people becomes too stagnant, they will cause the downfall of a country. While Generation Z grows into young adults, we are shown the most independent set of workers that value diversity over everything. May that be with having more POC in the workplace, or different Gender Identity, this generation loves it. They love it so much that according to Gallup, as of 2021. Roughly 21% of Gen Z Americans who are now adults (1997-2003) identify as LGBTQIA+

AS THE BOOMERS ARE WORRIED, YES, THE GAYS ARE TAKING OVER. Well... More like the people who identify as Bisexual, with a solid 56% identifying as that compared to any-

thing else. With an estimate of 1 in every 6 identifying as Bisexual.

As we know, however, the American landscape is becoming increasingly dangerous for these people. As CNN reported, at least 417 anti-LGBTQ bills have been introduced since the start of 2023. Them trying to ban access to gender-affirming health care for the youth, with a heavy focus on regulating curricula in public schools that squash discussions around gender identity and sexuality.

It makes a lot of us ask the question, why? Some reports trace this back to the inherent racism that the United States was built. Citing that this Country was built within a very racist foundation, and people look upon the past as idyllic instead of

as a lesson. This can be said however that certain members of the Government think that "America is not a racist country".

Yet, most argue that it simply turns the other cheek towards these types of situations.

Similar to the anti-LGBTQ laws, a good chunk of states have removed all of the racial elements of our country from their curriculum. This systematic discrimination lies deep into our society with the unlawful arrest of everyone and anyone but the white cis man.

TAKING THIS A BIT FURTHER, ALL WE HAVE TO LOOK AT IS THE AMERICAN DREAM. The ideal way of living in this country is with a wife, husband, and 2.5 kids in a suburban area, where they can afford the luxuries of life.

The idea of The American Dream is also dying with the older generations who proposed it. Roughly 53% of 65-year-olds still believe in this ideal life, compared to 29% of people under 30 believing the same. But let's keep in mind that this number gets even better once you know that roughly 52% of households with an income of 100K or more also believe in it.

THIS WAY OF THINKING IS OBSOLETE. Roughly 63% of childless women stating that they have no desire to have a child, followed up by about half of the males saying the same. The decrease in wanting children has led to more people adopting pets and still living with their parents in Post-COVID America.



The American Dream is also dying with the older generations who proposed it. Image by AdobeStock

You, dear reader, might be asking why you have been bombarded with number after number. It is because to understand what is happening today is to look back. Knowing the past puts you one step further.

BY ACKNOWLEDGING THAT AMERICA HAS A PROBLEM with gun violence, to the point where people are becoming numb to the mass shooting reports. To the extreme level of discrimination, to where trans people in some states are killing

themselves rather than dealing with it. To the reasonless murders of Black people in this country, for walking, driving, and breathing. We have a problem that most turn a blind eye to.

The fact that we as a society continue to turn a blind eye to these issues only perpetuates the prob-

lem. We need to actively engage in conversations and take meaningful actions to address the root causes of these problems. We need to hold our elected officials accountable for enacting policies that promote safety, equality, and justice for all. We need to support and uplift the voices of those who are affected by these issues and work towards creating a society that values human life and dignity above