

2022 Culture Wrap

A hot take on

hot take

culture (sorry)

the**lab**

The Low Down:

Feeling the heat of hot take culture? That could be because it was another year spent scrolling past one provocative, attention grabbing headline and twitter firestorm after another. Like clockwork, when unexpected breaking news or celebrity gossip moments happen social media is instantly filled with hot takes.

From ‘The Slap’ heard around the world, to *that* salad dressing recipe, it can feel we must quickly try to formulate a well constructed opinion with limited information before we even have a moment to process. Prioritising ‘what’s my take?’ over nuanced consideration.

This is not to dismiss that outrage from controversial moments can result in productive and necessary conversations. But – hot take alert – when this occurs on platforms where controversy drives engagement, this can cause reactive, deliberately controversial discourse to thrive despite nuances and facts.



Cultural Artefacts Across 2022

Hot Take Culture

Celebs and fans have so many hot takes on Will Smith's slap at the Oscars



So what's the verdict here? Did Harry spit on Chris Pine? What happened on that movie set bro 🤡



Olivia Wilde Shares Her Special Salad Dressing Recipe in Response to Former Nanny's Allegations

EXPLAINER

What the Amber Heard/Johnny Depp verdict actually means.



ADRIENNE TAM
Senior Features And
Opinion Writer
JUNE 3, 2022



11 Comments

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Every "chronically online" conversation is the same

At what point does discourse become punishment?

By Rebecca Jennings | @rebxxxxa | Dec 7, 2022, 9:00am EST

Most insightful
@DavidOlusoga



The Observer Opinions

theguardian.com

Meghan and Harry's documentary has hit the raw nerve of tabloid prej...
As an interviewee in the Netflix series, the scale and fury of the backlash to the comments on race and royals is revelatory

11 23

What's next?

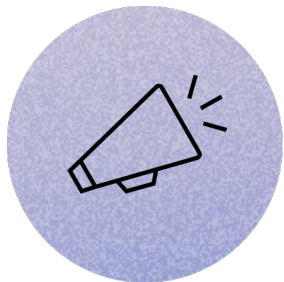
Hot take culture



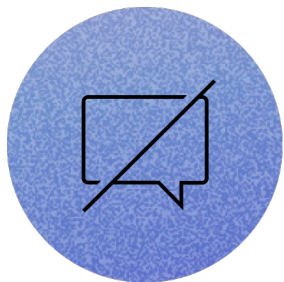
Hot topics come and go. How are you keeping your finger on the pulse of shifts in topics of cultural salience?



Emotional hot states. How can you meaningfully contribute or learn from topics gaining cultural momentum, to cut through noise and foster long lasting connections?



In a world of echo chambers and personalised feeds, how are you helping your customers understand the nuance.



The power of doing nothing. Understand the moments where **not** jumping into the discourse might be more beneficial.