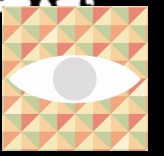


CREATORS FEEL SCREWED

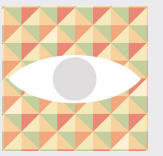
Edition 02

A recent Patreon Survey



15000

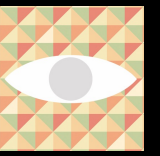
A recent article elaborated on a survey conducted by Patreon using **1500** creators. The conclusion of the research was that creators feel "screwed" by large tech platforms and their algorithms. Although the general sentiment and conclusion didn't come as a massive shock. Are social platform algorithms actually rewarding and encouraging creators to be less creative?



73%

73% of creators feel that the platform algorithms dictate what content they choose to put out.*

*Although the benefits of being placed in the feeds of people who aren't following them does sometimes result in lucrative sponsorship deals eventually

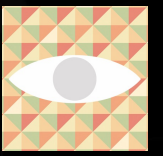


75%

75% say that they think algorithms punish creators who aren't constantly publishing.

40%

40% say they have trouble using algorithms to increase their reach and it's unclear how to land places like Instagram's Explore page and TikTok's For You page. Content on short-form platforms such as TikTok all follow the exact same formats, scripts, music, etc. The algorithms seem to encourage creators to stay within the 'one shoe fits all' model which doesn't reward creativity and individuality.



Creators are forced to create high levels of content that feed the algorithms rather than well-thought-out content for their audiences. This could be a big reason why creators are starting to pivot towards creator-ownership business models.



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