

The Hoax of Modern Black Friday

By Riley Loftus

Black Friday is a day that provides extreme sales on many items and the fact that it comes the day after Thanksgiving means that it can be considered the best day to go Christmas shopping. Black Friday is not just known for the sales though. The holiday has become notorious for trampled customers and people camping outside for hours to be the first inside. This year however was very different to the Black Fridays of the past.



Black Friday has changed a tremendous amount since the introduction of online shopping and has calmed down a significant amount in person. Cyber Monday was introduced in 2005 so the Black Friday deals could carry over to digital; however, online stores like Amazon have Black Friday Sales regardless. Additionally, many stores provide early Black Friday deals, sometimes weeks before the actual day.

When people do shop in person, some “sales” have proven to be fake. In a TikTok by @djdowneygirl, Target's “Black Friday Deals” are shown to be the same as the “Sale!” from the previous days. A TV is revealed to have an old price tag underneath the new deal’s price tag, both listing the same “429.99” price.

So what is the point of Black Friday if the deals in-store are fake and if the deals online can be found before or after? It’s hard to say, besides the popularity of the name and its history as a day of great deals and \$20 TVs, it does not have much going for it compared to Cyber Monday.