

WEBVTT

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00:00:00.900 --> 00:00:04.680

[Voices] Inescapably, inescapably, inescapably.</v>

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00:00:05.420 --> 00:00:06.640

[Nolan] Inescapably, foreign.</v>

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00:00:07.930 --> 00:00:12.800

Welcome to Without Borders. I'm your host, Nolan Yuma. If you're,</v>

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00:00:12.850 --> 00:00:16.920

if you've tuned into the show before, you know that this is for nomads, expats,

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00:00:16.920 --> 00:00:18.440

immigrants, third culture kids,

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00:00:18.440 --> 00:00:21.920

or anyone else that feels inescapably foreign today,

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00:00:21.920 --> 00:00:26.760

I have a very special guest on the show. I am pretty excited. Mark Wolter.

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00:00:27.090 --> 00:00:27.960

Uh, Mark Wolter,

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a PhD professor of marketing and an incredibly successful travel YouTuber.

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You may have heard of him.

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00:00:33.490 --> 00:00:38.120

He has over 950,000 subscribers on just one of his channels.

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00:00:38.330 --> 00:00:41.120

He has a lot more going on than just Wolter's World,

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so we'll get into that throughout the show. But just to start things off, Mark,

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00:00:45.160 --> 00:00:48.440

how are you doing today? [Mark] I'm doing very good, Nolan. Thanks for having me on.

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00:00:48.890 --> 00:00:52.680

[Nolan] Oh yeah. Well, as you know, I'm excited to have you on the show. Uh, so Mark,

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00:00:52.680 --> 00:00:54.040

where, where are you right now?

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[Mark] Right now I'm in my office at work for my day job.

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I'm a professor of marketing, well,

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00:01:00.120 --> 00:01:03.560

teaching associate professor of business administration in the marketing area

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and academic director of the marketing degree at the University of Illinois,

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geese College of Business for a long time. [laughter] [Nolan] I'm glad to use that,

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00:01:10.480 --> 00:01:14.960

the title. And you didn't leave it to me. Um, and where,

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00:01:14.960 --> 00:01:18.580

where are you located? [Mark] So right now I'm in Champaign, Illinois. Uh,

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it's where the University of Illinois is located. It's so middle,

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middle of the US. It's a couple hours south Chicago. [Nolan] Oh, okay. And are you,

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were you born and raised there? [Mark] Yes, I was born in Illinois.

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00:01:30.570 --> 00:01:32.170

My dad went to the University of Illinois.

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00:01:32.170 --> 00:01:33.490

My mom worked for the University of Illinois.

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00:01:33.490 --> 00:01:34.770

My brother went to the University of Illinois.

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00:01:34.770 --> 00:01:36.410

I went to the University of Illinois. Now, you know,

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00:01:36.410 --> 00:01:37.930

I think it's one of their job placement things.

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00:01:37.930 --> 00:01:40.730

They look at their alumni and say, well, they can't get your house welcome,

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00:01:40.730 --> 00:01:44.610

come champs later. So I, I've been here for about 12 years teaching. So,

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00:01:44.610 --> 00:01:48.330

but originally from Illinois. Then I lived abroad for about 12 years. Uh,

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00:01:48.330 --> 00:01:51.050

then when we came back to the US with the kids and everything,

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00:01:51.050 --> 00:01:54.490

I got a job here at the University of Illinois. [Nolan] And where did you live abroad?

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00:01:55.460 --> 00:01:58.610

[Mark] So, let's see. I did my PhD in Portugal. So I was five years there.

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00:01:58.610 --> 00:02:01.410

I did my master's in Germany. So I was there a little over two and a half years.

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I taught Lithuania for three and a half years. Uh, spend, well,

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00:02:05.050 --> 00:02:08.570

a little over half a year in Argentina, half a year in Brazil. Um,

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00:02:08.570 --> 00:02:10.850

and then I try, I, I teach a lot abroad now,

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00:02:10.850 --> 00:02:15.430

like in the summers and during breaks and stuff. So a lot of time abroad. [Nolan] Now,

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00:02:15.430 --> 00:02:18.230

for all the listeners who are interested in learning about all the places you

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00:02:18.230 --> 00:02:21.110

just mentioned, is it best for them to check out Wolter's World?

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00:02:21.110 --> 00:02:24.350

That's how I'm familiar with you. [Mark] Yeah. [Nolan] Um, or are there,

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00:02:24.590 --> 00:02:26.270

cause I know you have some other channels on the go.

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00:02:26.270 --> 00:02:29.630

Is there anything else listeners to check? [Mark] Oh yeah. Well, our, our main one,

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00:02:29.630 --> 00:02:32.670

our biggest channel is Wolter's World on YouTube. That's the best way to go to,

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00:02:32.670 --> 00:02:34.150

cuz we have all of our stuff on there.

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00:02:34.150 --> 00:02:36.390

If you want the do's and downs to go in different places around the world,

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00:02:36.390 --> 00:02:39.030

you one of those culture shocks you might not know before you go.

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00:02:39.240 --> 00:02:42.990

We have that on YouTube. Also, if you don't like hearing my beautiful voice, uh,

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00:02:42.990 --> 00:02:46.830

we also have blog versions of a lot of our stuff like synopsis blogs on our,

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00:02:47.000 --> 00:02:50.910

on our website, woltersworld.com. Uh, you can also find us on Instagram,

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TikTok, Twitter, Pinterest, all the fun social media sites.

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So wherever you want to get good, honest travel advice,

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we're there to help you out. And if you want business advice, um,

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00:02:59.640 --> 00:03:03.840

I actually do record all of my material I do for my courses in marketing,

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social media marketing, um, advanced marketing management.

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I have all those recorded on, it's called Professor Wolters.

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It's another YouTube channel or professor wolters.com.

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So if you wanna learn a college level course in marketing,

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00:03:14.360 --> 00:03:17.400

they're all there ready for you to learn free of charge. Yeah.

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00:03:17.400 --> 00:03:21.840

[Nolan] And they're great. I've been checking them out myself, [laughter]. And, um, we'll,

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00:03:21.840 --> 00:03:24.600

we'll get into it a little bit later. I have some questions for you around that.

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00:03:25.130 --> 00:03:27.720

Um, but first, from all the places you've lived, uh,

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00:03:27.720 --> 00:03:32.410

which languages are you keeping up with right now? [Mark] So if you give me time,

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00:03:32.410 --> 00:03:34.730

like give me a week, like in-country,

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00:03:34.730 --> 00:03:38.610

I'll feel comfortable speaking well enough again that I wouldn't have a problem

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00:03:38.970 --> 00:03:42.170

teaching in Spanish, German, and English. Um,

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00:03:42.170 --> 00:03:46.130

I always like to say my, my, I could, I could be a good drunk friend in Italian.

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00:03:46.320 --> 00:03:47.650

Like we could have normal, yeah.

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00:03:47.650 --> 00:03:51.130

If we're gonna go to the soccer match with a footy match, like we'll be fine in,

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00:03:51.130 --> 00:03:54.290

in in Italian. Um, I can be a nice, I could be a very nice tourist,

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00:03:54.290 --> 00:03:58.370

nice directions and have a very basic conversations in French and Lithuanian

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00:03:59.040 --> 00:04:02.570

[Nolan] very cool. And from, from any of those languages,

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00:04:02.590 --> 00:04:07.170

are there any phrases or words that really stand out to you that you feel kind

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00:04:07.170 --> 00:04:11.410

of captures the culture or maybe a word or phrase that just really resonates

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00:04:11.410 --> 00:04:15.890

with you and you can't really directly translate into English? [Mark] Well, I mean,

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00:04:15.890 --> 00:04:18.450

you have, like, we, we actually say this in our family. It's a couple saying,

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00:04:18.450 --> 00:04:22.690

we say in our family, one is Andiamo, which is like, let's go in Italian, but,

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00:04:22.690 --> 00:04:25.450

and was more like, let's go guys on, let's move it. Let's do it.

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00:04:25.450 --> 00:04:28.770

It could be like an inspirational, let's go. Or it literally means we go.

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00:04:28.870 --> 00:04:31.970

But it's more of these one of things like, Hey Andiamo Andiamo, let's hurry up.

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00:04:31.970 --> 00:04:34.330

Let's go, let's do this, let's go, let's go. Like that's one.

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00:04:34.350 --> 00:04:36.850

And then there's one fun. We always say, uh, a mesa

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00:04:36.850 --> 00:04:38.850

which means to the table or at the table,

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00:04:38.850 --> 00:04:41.970

which is like our call to dinner at our house. Cuz my youngest,

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00:04:41.970 --> 00:04:44.890

he was born in Portugal and my oldest, he grew up there for a while.

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00:04:45.180 --> 00:04:49.250

So that's like one of those things we brought back. So whenever, you know, like,

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00:04:49.250 --> 00:04:52.970

uh, the kids' friends over were like, not mess up their friends, like,

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00:04:52.970 --> 00:04:57.890

what the hell [laughter] it's like, uh, the dinner's ready [laughter]. I was, um,

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00:04:57.890 --> 00:05:02.890

what about the soul? [Nolan] But they sobre mesa culture. You miss the sobre mesa?

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00:05:03.020 --> 00:05:04.890

uh, did, were you not a fan?

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00:05:05.320 --> 00:05:09.050

[Mark] I honestly haven't missed very many sobre mesas in my life. [laughter],

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00:05:10.000 --> 00:05:11.850

yeah. No, I think that is one thing.

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00:05:11.850 --> 00:05:15.970

I am in the US I don't really have a problem skipping dessert in the US because

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00:05:15.970 --> 00:05:19.050

it's not, I mean it, but it's not as special.

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00:05:19.050 --> 00:05:23.850

Like what I lived in Portugal for five years. I mean, having the muracujá or the,

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00:05:23.850 --> 00:05:26.650

the passion fruit mouse or the, passion fruit in Brazil or the,

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00:05:26.650 --> 00:05:30.930

the chocolate mousse in Portugal or, or, or the, you know, the flan, it's like, oh,

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00:05:30.930 --> 00:05:33.730

you gotta have this. It's like one of those things, like it's part of the meal,

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00:05:33.830 --> 00:05:37.770

not a extra part of the meal, if you know what I mean. Like, it was just like,

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00:05:37.770 --> 00:05:40.690

well it's obvious you have that when you go out to eat, you have your, you,

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00:05:40.690 --> 00:05:43.290

you have the starter and you have the, and you have the dessert.

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00:05:43.290 --> 00:05:47.410

Whereas when we go out in the US it's more like we might get an appetizer,

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00:05:47.410 --> 00:05:49.890

but most the time we don't. We just get the main thing and we move on,

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00:05:49.890 --> 00:05:53.370

like have the main dish and we're gone. So I do kind of miss that.

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00:05:53.370 --> 00:05:56.690

Like I'm, I'm teaching in Spain and Portugal this summer and I'm already like,

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00:05:56.690 --> 00:06:00.000

oh yeah, oh yeah, I'm gonna have my, my uh,

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00:06:01.720 --> 00:06:04.320

crem de Catalan I'm gonna have my, you know, all the, all the good stuff.

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00:06:04.320 --> 00:06:06.400

I have like all the eggs, milk and eggs,

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00:06:06.400 --> 00:06:09.880

milk and sugar delights that they have in Portugal. So, yeah. Yeah.

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00:06:09.990 --> 00:06:13.480

[Nolan] What about sobre mesa in the sense of just talking at the table?

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00:06:13.480 --> 00:06:17.720

Because something you bring up in a few of your videos that especially North

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00:06:17.720 --> 00:06:21.960

Americans will be shocked with in not all European countries, but the service,

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00:06:22.360 --> 00:06:26.360

right? And to say that the service is worse in Europe.

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00:06:26.390 --> 00:06:29.480

I think we can get in a whole discussion about that. Like from,

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00:06:29.480 --> 00:06:33.440

from my personal ex, um, experience. A lot of what you say is true, right?

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00:06:33.440 --> 00:06:36.000

Like this service is quite a bit slower. They,

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00:06:36.000 --> 00:06:40.120

they might not always have the big smile on their face that you're used to in

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00:06:40.120 --> 00:06:44.710

America because that tipping culture doesn't exist. But then on the flip side,

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00:06:45.000 --> 00:06:46.550

in America or in Canada,

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00:06:47.280 --> 00:06:50.310

if you're not eating anything and you're don't order a drink,

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00:06:50.310 --> 00:06:52.750

you better get the hell out of there or they're not going to,

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00:06:52.750 --> 00:06:56.310

then the friendly service disappears. It's like that out [laughter] . Yeah,

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00:06:56.310 --> 00:06:59.070

it's here. You don't, you don't order a drink. Uh,

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00:06:59.070 --> 00:07:00.710

you're sitting at the table with your friends.

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00:07:00.710 --> 00:07:01.870

They're not gonna to say anything.

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00:07:01.870 --> 00:07:05.630

The boss even might come sit with you for a bit. [Mark] Yeah, oh yeah. That, I mean,

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00:07:05.630 --> 00:07:08.150

it's a whole different set. And that's why when I, when I try to,

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00:07:08.150 --> 00:07:10.630

when I do a lot of my videos, I'll talk about the differences. So people,

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00:07:10.630 --> 00:07:13.110

you know, don't get upset cuz when, when you're, like,

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00:07:13.110 --> 00:07:16.550

if you're in Italy or you're in, you know, you're in Spain or Portugal,

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00:07:16.600 --> 00:07:18.750

if you've got a seat, they're, they're looking at that,

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00:07:18.750 --> 00:07:21.630

that seat is done for the night. Like, they're like, you're coming in to eat.

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00:07:21.630 --> 00:07:23.830

We're not gonna sell that table again ever.

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00:07:23.830 --> 00:07:26.230

I'm not trying to turn you over in an hour to get somebody else there.

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00:07:26.400 --> 00:07:30.550

So it's a whole different mindset. So in terms of, I've gotta get you filled up,

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00:07:30.550 --> 00:07:32.670

I've gotta get your order in quicker because I need to turn it over.

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00:07:32.670 --> 00:07:35.670

Cuz in 90 minutes I have to have another table there. You know,

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00:07:35.670 --> 00:07:39.190

it's a very different sub. That's why I, I try to explain to people, it's like,

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00:07:39.190 --> 00:07:41.070

yeah, you'll go to a restaurant and there'll be nobody there,

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00:07:41.170 --> 00:07:44.590

but they won't see you and it'll say reserved on that table at 10 o'clock at

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00:07:44.590 --> 00:07:45.750

night and you're like, it's seven.

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00:07:46.020 --> 00:07:49.270

Like now I can't take a chance that you'll stay there that long because people

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00:07:49.270 --> 00:07:52.750

do and try to explain that difference. It, it is tough and it goes both ways.

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00:07:52.850 --> 00:07:55.190

You know, like I, I tell, you know, like Mary said, look,

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00:07:55.940 --> 00:07:58.970

it may seem like they're not friendly, but they are super professional.

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00:07:58.970 --> 00:08:02.250

And if you wanna know what wine goes perfectly with any dish on there,

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00:08:02.250 --> 00:08:05.010

they'll tell you. If you're not sure what beer you should get, they'll tell you.

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00:08:05.010 --> 00:08:07.170

If you're not sure what goes right with that, what pairing goes,

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00:08:07.170 --> 00:08:09.410

they'll know that. Whereas in the US it's kinda like,

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00:08:09.410 --> 00:08:13.130

let's see which one is the highest one. So I get the 15% on top of that. Yeah.

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00:08:13.130 --> 00:08:16.130

You know, you don't have that. It's a different kind of service.

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00:08:16.130 --> 00:08:20.570

Like I usually say in Germany, you, you get, you get super professional service.

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00:08:20.700 --> 00:08:23.210

It is not friendly, but it is very effective,

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00:08:23.210 --> 00:08:27.090

it's very efficient and will give you the right answer. So if you, it,

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00:08:27.090 --> 00:08:30.250

it's more like the people are trained more in their field so they can give you a

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00:08:30.250 --> 00:08:34.130

better idea. Whereas, you know, if I go to a restaurant in the US I'm like, Hey,

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00:08:34.130 --> 00:08:37.650

does this have X in it? You know, if I have an allergy, they're like, ah, I got,

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00:08:37.650 --> 00:08:41.130

I've gotta ask the chef. Whereas I went to Germany, they'd be like, it has this,

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00:08:41.130 --> 00:08:42.930

this, like right away they're like, it has this, this and this.

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00:08:42.930 --> 00:08:45.930

Are you allergic to that? You know? It's, it's very much a different experience.

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00:08:46.110 --> 00:08:48.810

And it's funny cuz I, I'll see it the same way cause the Marry's like,

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00:08:48.810 --> 00:08:51.490

why are they so rude? Or like, they're not rude, they're just professional.

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00:08:51.490 --> 00:08:54.170

They're leaving you alone to enjoy stuff. Whereas on the opposite side,

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00:08:54.170 --> 00:08:56.000

when Europeans come to the, to the us they're like, oh my God,

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00:08:56.000 --> 00:08:59.080

will they leave you alone for three seconds to have eat my food?

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00:08:59.080 --> 00:09:02.480

Like I've called, I, I literally just got my food and they asked me how it's,

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00:09:02.480 --> 00:09:06.040

how would I help? I take it one bite. I'm like, well that's the two bite check.

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00:09:06.040 --> 00:09:06.360

You know,

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00:09:06.360 --> 00:09:08.640

you're supposed to have two bites check to make sure everything's okay.

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00:09:08.640 --> 00:09:11.800

They're like, oh, people don't know that. I mean, it's nothing ride.

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00:09:11.800 --> 00:09:12.400

They just don't know.

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00:09:12.400 --> 00:09:16.360

But it's just funny how you can see it from both perspectives. When, when it's,

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00:09:16.360 --> 00:09:19.360

when it's uh, comes the service side of things. [Nolan] Yeah. Yeah.

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00:09:19.360 --> 00:09:23.320

Another thing is I get drunk less quickly in Europe because in America or in

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00:09:23.320 --> 00:09:25.200

Canada, since the service is so fast,

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00:09:25.200 --> 00:09:26.640

it's like the second you finish your drink,

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00:09:26.640 --> 00:09:29.480

do you want another drink or is it is like, yeah, two was in a drink,

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00:09:29.480 --> 00:09:31.840

you're not even finished yet. It's like, I'm all, I'm like half late.

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00:09:31.840 --> 00:09:32.840

I think it's funny, we were at a,

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00:09:32.840 --> 00:09:35.960

I was at a bar the other day and we were eating like Krogers and stuff,

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00:09:35.960 --> 00:09:37.560

you know, they were eating and I'm like,

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00:09:37.560 --> 00:09:41.600

like my wife had finished her drink and I'd, and I'm like, like hers is gone.

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00:09:41.600 --> 00:09:44.920

Cuz she had like a gin and coke or something, or gin and uh, she had a jack,

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00:09:44.920 --> 00:09:48.040

Jack Daniels and Ginger, a jack and ginger. And I had a beer in my beer. I mean,

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00:09:48.040 --> 00:09:50.560

not even, I mean, yeah, it's not even halfway down, it was a half liter beer.

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00:09:50.560 --> 00:09:54.020

But like, oh, I want bring another one for you. I'm like, well,

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00:09:54.020 --> 00:09:56.940

and then you feel pressure. I like Esso. And so they're, they're like,

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00:09:56.940 --> 00:09:58.780

I gotta shut this one down to get the next one sale.

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00:09:58.780 --> 00:10:01.580

I don't wanna look like an alcoholic with two beers in front of me.

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00:10:01.580 --> 00:10:04.500

Which just makes you drink more [laughter]. [Nolan] Yeah. Yeah. [laughter] .

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00:10:05.500 --> 00:10:09.600

Now another thing here with the food culture is, well me,

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00:10:09.600 --> 00:10:12.680

I'm someone that I try and stay away from processed foods. I,

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00:10:12.680 --> 00:10:17.080

I eat pretty healthy. I love the Mediterranean diet. [Mark] Look healthy, my friend.

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00:10:17.080 --> 00:10:21.120

You look very healthy. I like you [laughter] I little [Nolan] there. Oh,

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00:10:21.120 --> 00:10:22.160

from it [laughter] .

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00:10:22.160 --> 00:10:26.120

I've always been someone that just likes to eat food from different cultures.

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00:10:26.140 --> 00:10:28.640

And then sometimes people ask me like, okay,

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00:10:28.640 --> 00:10:33.160

if you could only eat from one culture, what would it be? And I usually say I,

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00:10:33.160 --> 00:10:37.000

me, uh, the United States and then people are immediate like, what the hell,

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00:10:37.000 --> 00:10:40.400

Nolan? Like how often do you eat pizza and burgers? And I'm like, but that's,

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00:10:40.400 --> 00:10:44.240

that's not American food. Like if you actually look at like,

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00:10:44.240 --> 00:10:46.200

what is American food? It's the most,

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00:10:46.430 --> 00:10:50.760

most multicultural food there is because American food didn't

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00:10:50.880 --> 00:10:54.000

exist without Africa, without Ireland,

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00:10:54.000 --> 00:10:57.880

without just this clash of cultures. [Mark] Exactly. [Nolan] So I was wondering, look,

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00:10:57.880 --> 00:11:01.210

what what you would say to some of the, I don't know,

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00:11:01.210 --> 00:11:04.970

listeners or people who kind of come to America with this perspective. Like, oh,

212

00:11:04.970 --> 00:11:08.490

it's all gonna be fast food, when really there there's a rich,

213

00:11:08.640 --> 00:11:11.570

well food culture. [Mark] Yeah. That's what they, people always say like,

214

00:11:11.570 --> 00:11:14.610

America has no culture. You know, that's, that's, that kind of goes,

215

00:11:14.610 --> 00:11:17.570

there's no food culture, there's no culture there. You're too new,

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00:11:17.570 --> 00:11:19.850

you're too young. I'm like, well our culture's,

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00:11:19.850 --> 00:11:22.010

the world's culture coming together, you know, so when you go to Canada,

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00:11:22.010 --> 00:11:23.850

like we're, they're both melting pots.

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00:11:23.850 --> 00:11:27.330

You have the cultures that shine through cuz you can get fantastic food from

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00:11:27.530 --> 00:11:30.610

anywhere in the US especially if you go to larger cities. It's amazing.

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00:11:30.610 --> 00:11:33.730

Like from Ethiopian to Egyptian to, you know, Chinese,

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00:11:33.730 --> 00:11:36.450

you get all kinds of great stuff. Even in smaller communities now,

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00:11:36.450 --> 00:11:40.650

you can get decent Chinese, decent Mexican food, decent ti like in little,

224

00:11:40.670 --> 00:11:43.450

you know, middle of nowhere places. Whereas, you know,

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00:11:43.450 --> 00:11:45.970

you go around in some countries around the world, I was like 90%,

226

00:11:45.970 --> 00:11:49.370

95% of the menus in the country are the exact same menu. Yeah.

227

00:11:49.370 --> 00:11:51.090

I used to live in Lisbon when I lived there.

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00:11:51.090 --> 00:11:53.010

I mean it's become a very big tourist place now. So the,

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00:11:53.080 --> 00:11:56.240

the menu's got a little more a advanced, like varied for the,

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00:11:56.240 --> 00:11:58.840

the tourists have come in. But when I lived there people were like, oh,

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00:11:58.840 --> 00:11:59.720

I'm coming to visit. I'm like,

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00:11:59.720 --> 00:12:02.920

well we can go to 80 restaurant is literally 95% of the menus are exactly the

233

00:12:02.920 --> 00:12:05.760

same cuz they're all serving the same kind. There's a few things different,

234

00:12:06.060 --> 00:12:08.480

but I mean now it's better. But it was, it was one of those things like,

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00:12:08.480 --> 00:12:11.480

yeah you go to a country that has more very, very cultural kind of stuff.

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00:12:11.760 --> 00:12:15.280

You have much more food variety. I love going to Brazil cuz you can have the,

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00:12:15.280 --> 00:12:18.400

the, the Brazilian steakhouse kind of stuff from the south of Brazil.

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00:12:18.500 --> 00:12:23.440

But then you could have an acaraje which is like this bean pasted dumpling stuff

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00:12:23.440 --> 00:12:26.680

with dry and shrimp and vatapá, which is like a, the,

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00:12:26.680 --> 00:12:29.360

they would be like Brazilian stuffing inside of me. Like, it's amazing.

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00:12:29.360 --> 00:12:31.680

But because the country has all these different regions,

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00:12:31.920 --> 00:12:34.160

all these different styles that there's that one kind of thing.

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00:12:34.160 --> 00:12:36.080

Whereas if you think, oh I'm gonna eat Italian food, you're like,

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00:12:36.080 --> 00:12:39.560

oh here's pasta and some meats. You know, like it, it really limits it.

245

00:12:39.560 --> 00:12:41.920

That's why I like, you know, Brazil, like for me, I love going to Brazil.

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00:12:42.030 --> 00:12:45.400

I love eating Brazil just because you have such the variety in that culture

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00:12:45.400 --> 00:12:48.720

itself and that helps out. And so that's where people kind of think, they think,

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00:12:48.720 --> 00:12:51.800

oh, all Amer Americans only eat burgers and, and you know, delivery pizza.

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00:12:51.820 --> 00:12:55.600

I'm like, well yeah, we do eat that. But if you have a really good burger,

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00:12:55.600 --> 00:12:57.000

you go to a greasy bar,

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00:12:57.260 --> 00:13:00.840

man that burger is 10,000 times better than anything you're gonna get at one of

252

00:13:00.840 --> 00:13:04.680

the fancy burger places that have got popped up around Europe, you know? [Nolan]

Yeah,

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00:13:04.740 --> 00:13:08.400

for sure. And another thing with that one, people go to Europe and they're like,

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00:13:08.400 --> 00:13:12.560

oh, there's so much more culture here. I, I totally understand the sentiment,

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00:13:12.560 --> 00:13:17.560

but it's also kind of ignoring the indigenous cultures in America as

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00:13:17.560 --> 00:13:20.280

well. Like they say, oh, in Canada you only speak,

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00:13:20.280 --> 00:13:22.440

well two languages in one province,

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00:13:22.440 --> 00:13:26.720

but one language overall, in America, also they say, oh,

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00:13:26.720 --> 00:13:27.520

you speak one language,

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00:13:27.520 --> 00:13:30.240

but that ignores like the 70 indigenous languages in Canada.

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00:13:30.350 --> 00:13:33.800

I think if we look at America, there'll be even more. Um,

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00:13:34.020 --> 00:13:37.240

and I think that's something that people have to keep into account as well.

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00:13:37.240 --> 00:13:40.040

It's like a lot of their culture was oral,

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00:13:40.050 --> 00:13:43.480

so they didn't have these written stories that got passed down.

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00:13:43.480 --> 00:13:48.360

And that information sharing that makes the culturing in Europe

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00:13:48.360 --> 00:13:51.480

stand out in that way. [Mark] Yeah. And, and then that's the thing, throughout,

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00:13:51.480 --> 00:13:53.880

throughout the world, it's hard if you don't have the written history,

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00:13:54.080 --> 00:13:55.520

it's hard to know what the history was.

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00:13:55.520 --> 00:13:58.760

So you kind of have to like dig up the past to figure out what's there.

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00:13:58.760 --> 00:14:01.640

Like there's a UNESCO World Heritage site, a few hours from here.

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00:14:01.640 --> 00:14:04.120

It's the Nokia mountains and they were the mountain builders and they,

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00:14:04.120 --> 00:14:07.320

they buried their dead in these mounds, these huge mounds.

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00:14:07.660 --> 00:14:10.880

And back in the day they, they, they dug it out and there was basically,

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00:14:10.880 --> 00:14:12.960

it was a tourist attraction to see like how the people were buried.

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00:14:12.960 --> 00:14:15.600

And of course it was horrible. It was very disrespectful to the people.

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00:14:15.660 --> 00:14:17.480

And so they cover 'em back up and now there's this,

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00:14:17.480 --> 00:14:20.000

this huge like center that's there. They're actually doing a,

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00:14:20.030 --> 00:14:23.160

a remodel of it right now to really explain this is what the culture was like,

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00:14:23.160 --> 00:14:25.480

this is what they were doing. They weren't savages.

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00:14:25.480 --> 00:14:28.000

Like people said back in the day, this is their culture that was here.

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00:14:28.000 --> 00:14:30.040

How many thou, hundreds of thousands of people were involved.

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00:14:30.100 --> 00:14:32.760

And people are realized that, that's why I say, go to the us you know,

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00:14:32.930 --> 00:14:36.800

go to the southwest to the US cuz you can still see, you know, the, the, the,

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00:14:36.800 --> 00:14:39.520

the indigenous people that are there, but also like the history of the mount,

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00:14:39.520 --> 00:14:41.720

not the, well the mountain builders are here, but you know, they're,

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00:14:41.720 --> 00:14:45.200

they're built into the cliffs, you know, uh, in the southwest.

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00:14:45.200 --> 00:14:46.400

So you could really see those and,

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00:14:46.400 --> 00:14:48.720

and then you starting to understand it's like, wow, there really was a lot here.

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00:14:48.720 --> 00:14:52.240

Yeah, there was millions of people that got wiped out, out, you know, but the,

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00:14:52.240 --> 00:14:53.120

the cultures that were there,

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00:14:53.120 --> 00:14:55.680

but we just don't know because there's not an easy to read, oh,

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00:14:55.710 --> 00:15:00.200

here's the history of our town since 800 bc Yeah. So therefore it,

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00:15:00.200 --> 00:15:02.960

it cheapens it. And I, I think that's, that's kind of a sad thing.

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00:15:02.960 --> 00:15:05.200

And that's one thing I've noticed when I have my friends from Europe,

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00:15:05.200 --> 00:15:07.440

they'll come here, they'll be surprised like, wow,

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00:15:07.440 --> 00:15:10.360

how many museums there are here? And how many, you know, like,

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00:15:10.360 --> 00:15:13.400

cuz their thinking of museums is more like, well, if it doesn't have a Rembrandt

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00:15:13.400 --> 00:15:17.240

uh, and a Van Gogh and, and you know, and, uh, you Peter Rubens, you know,

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00:15:17.240 --> 00:15:20.640

then is it really a museum? We're like, well, no, but we have, we have,

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00:15:20.640 --> 00:15:23.240

you know, you can go to the Georgia O'Keefe Museum and you know, in,

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00:15:23.240 --> 00:15:25.520

in New Mexico or you go to Indianapolis,

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00:15:25.520 --> 00:15:29.120

there's a huge Native American in western art museum. Like that's our history.

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00:15:29.120 --> 00:15:31.800

That's our art. You go to natural history stuff. They,

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00:15:31.810 --> 00:15:35.040

if US has incredible natural history, you know, that you can find out, you know,

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00:15:35.240 --> 00:15:37.960

dinosaur na well dinosaur natural parties do different thing but's all kinds of

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00:15:37.960 --> 00:15:40.480

things you can go see. And that's where I'm like, look, if you wanna,

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00:15:40.480 --> 00:15:43.000

you wanna see nature go to the us I mean, we can make fun of Europe.

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00:15:43.000 --> 00:15:46.800

Where's your nature? It's all cemented over, you know, like yeah, yeah, there's,

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00:15:46.800 --> 00:15:48.280

you have mounds of place. There is some,

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00:15:48.280 --> 00:15:51.920

but it's just a different kind of different kind of setup.

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00:15:51.920 --> 00:15:55.600

And so it's interesting to see people's different perspective on it. [Nolan] Exactly.

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00:15:55.620 --> 00:15:56.800

And sometimes that,

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00:15:56.800 --> 00:16:00.360

that vastness of the nature as you're describing that is part of the culture,

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00:16:00.360 --> 00:16:03.040

right? When people say, oh, there's, there's no culture here. Cuz there's no,

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00:16:03.040 --> 00:16:05.880

there isn't a museum that's high culture. That's a,

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00:16:05.880 --> 00:16:07.880

that's a different definition when we're talking about culture.

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00:16:07.880 --> 00:16:10.840

We're talking about ideas, beliefs, technology,

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00:16:10.840 --> 00:16:14.960

habits and practices that we, that kind of acquire from,

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00:16:14.960 --> 00:16:16.840

from learning one from one another. Right.

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00:16:16.840 --> 00:16:20.440

And that doesn't always mean going to a museum. [Mark] And Yeah. And,

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00:16:20.440 --> 00:16:23.240

and that kind of leads into one, one of my favorite, like,

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00:16:23.670 --> 00:16:26.400

like back and forth points between like, um,

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00:16:26.430 --> 00:16:30.000

people from the US and Canada versus Europe is the whole distance culture.

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00:16:30.000 --> 00:16:34.400

You know, like in the US I mean, I, I literally will go have lunch with my mom.

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00:16:34.400 --> 00:16:36.680

She lives about three and a half hours away. I'll leave in the morning,

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00:16:36.680 --> 00:16:40.280

go have lunch and then come back. I won't stop because I don't need to stop.

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00:16:40.430 --> 00:16:43.120

I always drive over there, get some gas when I see her and then drive back.

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00:16:43.120 --> 00:16:46.160

No big deal. Whereas, you know, if I, if I have to get a bus, like I,

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00:16:46.160 --> 00:16:48.840

I take students to Europe all the time and if we have to get a bus driver,

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00:16:49.050 --> 00:16:52.720

we know every two and a half hours we have to stop and the bus driver has to

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00:16:52.720 --> 00:16:55.680

have an hour and a half to take a nap, take a break, have a coffee, go poop,

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00:16:55.680 --> 00:16:58.130

I don't know what else. And I'm like, in America,

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00:16:58.130 --> 00:17:00.970

you live your drive seven hours straight without even thinking about it. Like,

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00:17:00.970 --> 00:17:03.810

that isn't even a long drive. Like over seven hours you're start thinking, well,

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00:17:03.810 --> 00:17:06.810

maybe it's a little bit of a drive, you know? Whereas, you know, I,

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00:17:06.810 --> 00:17:10.010

I go on a road trips in, I remember I, I do this girl in, in, uh,

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00:17:10.180 --> 00:17:14.010

in the UK and she's like, okay, we need to plan out our stops. I'm like,

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00:17:14.010 --> 00:17:16.850

where are we going? She's like, oh, we're going to the Lake district. You know,

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00:17:16.850 --> 00:17:19.760

well there's the peak district. I'm like, that's like an hour and a half drive.

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00:17:19.760 --> 00:17:23.880

I know. And she was like, it's so far, we need to have breaks. And I'm like,

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00:17:23.880 --> 00:17:27.200

well, let me drive first. I just drove all the way and she was freaking out,

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00:17:27.200 --> 00:17:30.120

we're gonna have an accident, you're gonna be so tired. I'm like, look,

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00:17:30.670 --> 00:17:35.560

I drove from Chicago to New Orleans in a day like straight,

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00:17:35.630 --> 00:17:39.480

that's 16 hours, 18 hour. I, there was not a problem. An hour and a half.

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00:17:39.480 --> 00:17:43.160

I mean that's literally traffic in Sao Paulo going from the neighborhood I lived

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00:17:43.160 --> 00:17:46.160

in, in Sao Paulo getting downtown was an hour and a half in the tra I'm fine.

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00:17:46.220 --> 00:17:49.080

But the thing is, for them, everything's so much closer than it's like,

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00:17:49.280 --> 00:17:51.840

oh you Americans always have to have your cars. I'm like,

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00:17:51.870 --> 00:17:53.720

well since it's spread out so much,

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00:17:53.720 --> 00:17:56.280

you have to have a car cuz you can't get to the grocery store,

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00:17:56.340 --> 00:17:57.640

you can't get to work.

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00:17:57.970 --> 00:18:00.480

We would all love to be close to our work and close to our,

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00:18:00.480 --> 00:18:03.040

our food sources just so I could walk there. We'd love that.

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00:18:03.040 --> 00:18:04.960

But that's not how the cities were constructed.

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00:18:05.130 --> 00:18:06.960

So therefore you can't compare it.

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00:18:06.980 --> 00:18:09.920

Cuz that's one thing that people really get really mean. And like, I mean,

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00:18:09.920 --> 00:18:13.400

if you haven't noticed online, people can be a bit mean in their comments,

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00:18:13.500 --> 00:18:15.400

you know, and that's one of those ones like,

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00:18:15.400 --> 00:18:17.960

you're fat cuz you don't walk every, why don't you just walk to work? I'm like,

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00:18:18.170 --> 00:18:21.920

um, because I literally live, uh, 12 miles. So like, you know,

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00:18:22.280 --> 00:18:27.080

18 kilometers from my work can't really walk that. Okay. You know, it's like,

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00:18:27.080 --> 00:18:29.200

oh, you know, it's good here. I'll laugh and be like,

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00:18:29.200 --> 00:18:33.530

well why don't you just walk in from Segovia to Madrid? You know? I mean if you,

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00:18:33.740 --> 00:18:35.410

if it's that close. And yeah,

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00:18:35.410 --> 00:18:37.650

it's one of those things I'm not mad about or people, it's just,

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00:18:37.650 --> 00:18:38.690

it's just a whole different setup.

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00:18:38.690 --> 00:18:41.450

A house that's evolved cuz there was the space and it was,

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00:18:41.450 --> 00:18:44.290

I mean there was nothing here, you know, 200 years ago.

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00:18:44.290 --> 00:18:46.570

And so when you're building out, you can have space. Yeah.

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00:18:46.570 --> 00:18:47.930

That's just a different kind of thing. I mean,

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00:18:47.930 --> 00:18:51.810

and you could see it influence in people's choices of dogs, you know, and, and,

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00:18:51.810 --> 00:18:54.450

and, and, and other things said, yeah, I I I have a city bike.

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00:18:54.450 --> 00:18:57.650

Whereas my kids all have dirt bikes and mountain bikes cuz Yeah,

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00:18:57.650 --> 00:18:59.210

they go off and they ride in the forest,

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00:18:59.210 --> 00:19:02.970

they ride in the banks because it's a different way of how we live. Yeah.

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00:19:03.550 --> 00:19:07.010

[Nolan] I'm personally happy that I was raised in North America for that because now

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00:19:07.010 --> 00:19:09.890

that I'm in Europe, I still have that perspective,

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00:19:10.090 --> 00:19:12.210

like a North American perspective of a distance.

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00:19:12.460 --> 00:19:15.890

So right now I live in a pretty small town and it's with the car,

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00:19:15.890 --> 00:19:20.410

it's a 45 minute drive from Valencia or an hour and a half or an hour and 15

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00:19:20.410 --> 00:19:24.170

minutes with the train. And then people sometimes will ask me like, Nolan,

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00:19:24.170 --> 00:19:27.050

you've lived all around the world. Like how did you end up in Castellon?

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00:19:27.050 --> 00:19:30.450

And then I, first of all, I love it here. Yeah. Um, but I was like,

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00:19:30.450 --> 00:19:32.290

my favorite city is actually Valencia.

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00:19:32.290 --> 00:19:36.250

I like Castellon more to live because it's smaller. The nature is closer by.

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00:19:36.430 --> 00:19:38.490

But then they're like, why aren't you in Valencia? And I'm like,

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00:19:38.490 --> 00:19:42.530

it's 45 minutes away. Like to me Castiellon, this feels like a suburb. Yeah.

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00:19:42.890 --> 00:19:47.750

Valencia when really it's like eight cities away. [laughter]. [Mark] Yeah. Well yeah,

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00:19:47.750 --> 00:19:50.390

no, that, that, that's a, again, that always kind of cracks me up because when,

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00:19:50.390 --> 00:19:53.910

when I, I'll talk to my friends, they're like, oh, you're so far from Chicago.

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00:19:53.910 --> 00:19:54.743

I'm like,

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00:19:54.980 --> 00:19:59.120

the highway I live on literally goes straight to downtown Chicago.

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00:19:59.120 --> 00:20:02.640

It's a less than two hour drive. They're like, oh my god, so far I'm like,

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00:20:02.640 --> 00:20:06.640

if I don't wanna drive, there's a train that's two hours to get there. I'm like,

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00:20:07.080 --> 00:20:09.530

I get you realize, take the morning train,

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00:20:09.530 --> 00:20:10.930

you're there before the store is open.

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00:20:11.270 --> 00:20:12.850

You can do all the shopping you ever wanted.

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00:20:12.850 --> 00:20:17.510

Then take the train back in the evening. I [laughter] you don't have to like,

399

00:20:17.580 --> 00:20:21.230

I don't, I could have a home with a nice yard versus having a small apartment.

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00:20:21.450 --> 00:20:24.270

You know? And that's what's kind of funny sometimes. [Nolan] Yeah.

401

00:20:24.930 --> 00:20:27.710

Now you also brought up Canada and America, right?

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00:20:27.710 --> 00:20:29.910

How we're both countries with a lot of space. Um,

403

00:20:30.000 --> 00:20:33.430

we do have a lot of similarities. [Nolan] I think very friendly people.

404

00:20:33.980 --> 00:20:36.310

Underrated cuisine. Yeah.

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00:20:37.190 --> 00:20:40.870

Questionable history with our native peoples. Definitely. [Nolan] Yeah.

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00:20:40.870 --> 00:20:44.230

I wouldn't even say it's questionable at this point. Yeah. [laughter] bad, bad,

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00:20:44.230 --> 00:20:45.950

bad. Um,

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00:20:46.530 --> 00:20:51.120

but what are some differences that kind of jump out at you?

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00:20:51.120 --> 00:20:55.690

Because, well, sometimes for me, when people, cause I'm, I don't know,

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00:20:55.690 --> 00:20:59.090

I was born in Chile, then I went to Belgium. That's where my heritage is from.

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00:20:59.120 --> 00:21:02.730

Grew up in Canada. So sometimes to make it simple, I just say I'm a Canadian.

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00:21:02.730 --> 00:21:04.890

If people ask, um, uh, you know,

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00:21:04.890 --> 00:21:08.170

sometimes people will make jokes and stuff and be like, ah, like Canada,

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00:21:08.170 --> 00:21:12.850

isn't that pretty much the same as the us? Like I don't really get offended. Uh,

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00:21:12.850 --> 00:21:15.210

some, some people do and uh,

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00:21:15.720 --> 00:21:19.490

I forget who they're Will Ferguson I think is their writer and he kind of jokes

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00:21:19.490 --> 00:21:22.650

about it. He is very proud Canadian, but he is honest about some of the,

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00:21:22.790 --> 00:21:24.290

the jokes. And he says, well,

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00:21:24.700 --> 00:21:29.250

if Canadians really didn't like Americans then why do all Canadians or like

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00:21:29.250 --> 00:21:33.090

80% of Canadians live a hundred kilometers [laughter] . Right.

421

00:21:33.090 --> 00:21:37.650

Or less talking miles, 70 miles or something from the border. Yeah. Um,

422

00:21:38.230 --> 00:21:41.570

but of course there, there are differences in everything or so what, what,

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00:21:41.570 --> 00:21:44.050

what have you noticed? [Mark] Well, like with this one,

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00:21:44.050 --> 00:21:47.850

cuz I actually have a video on ways to piss off Canadians, you know, but it's,

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00:21:47.850 --> 00:21:50.050

but it's more like, you know, I call like ugly tourists, you know?

426

00:21:50.050 --> 00:21:51.610

Cause it's just like little things people don't realize.

427

00:21:51.750 --> 00:21:54.810

And I don't say that people, the Canadians get upset when people compare them to

428

00:21:54.810 --> 00:21:55.210

Americans.

429

00:21:55.210 --> 00:21:59.330

It's more that Canadians get upset that you don't appreciate the differences and

430

00:21:59.330 --> 00:22:02.370

that Canada is a different culture. It is a different place, you know, and I,

431

00:22:02.370 --> 00:22:04.490

I think that's, that's where people really get the insult from.

432

00:22:04.490 --> 00:22:07.690

Not that you're an America, it's just wonderful Americans, wonderful Canadians.

433

00:22:07.690 --> 00:22:10.970

It's just that hey, we are, there are some differences and you know,

434

00:22:10.970 --> 00:22:14.090

we could go with the stereotypes, you know, like they're friendly. I mean,

435

00:22:14.090 --> 00:22:16.970

we're friendly too, you know, they, you know, they, there's these days.

436

00:22:16.970 --> 00:22:20.410

But I think that the differences for me, aside from like, you know,

437

00:22:20.410 --> 00:22:23.130

kilometers versus miles and, and political systems,

438

00:22:23.130 --> 00:22:25.890

which are still very similar, um, honestly to me,

439

00:22:27.430 --> 00:22:29.260

if you look at the melting pot,

440

00:22:29.330 --> 00:22:34.140

I think Canada really promotes more keep your culture when you

441

00:22:34.140 --> 00:22:38.340

come to Canada versus the US it was more make it melting pot, assimilate to

442

00:22:38.340 --> 00:22:39.173

everybody around.

443

00:22:39.280 --> 00:22:42.820

And therefore you'll notice like when you go to like the Chinatown little Italy,

444

00:22:42.840 --> 00:22:45.860

you, it definitely feels more like you're having that buck out,

445

00:22:45.860 --> 00:22:49.060

like authentic culture. Like back in the, the old country.

446

00:22:49.060 --> 00:22:52.820

Much more in the Canadian parts versus the US parts. Just because, I don't know,

447

00:22:52.820 --> 00:22:54.900

cuz like us, like I said, it's more of a melting pot.

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00:22:54.900 --> 00:22:58.620

And Canada Morrison more Lego, we just put it all together, you know?

449

00:22:58.620 --> 00:23:00.900

And so therefore that kind of comes out. I mean,

450

00:23:01.150 --> 00:23:03.660

in general like super big differences. I mean,

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00:23:04.090 --> 00:23:07.500

I would say the difference between Canada and the US is like the US and Britain

452

00:23:07.590 --> 00:23:10.900

or Canada and Britain. I mean it's like, there's certain languages,

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00:23:10.900 --> 00:23:15.570

certain words. Um, but in terms of culture, the,

454

00:23:15.570 --> 00:23:18.090

I mean I, I feel that the difference, it is more like two brother.

455

00:23:18.090 --> 00:23:21.450

It's like sibling rivalry between the two, you know, like little brother,

456

00:23:21.450 --> 00:23:23.130

big brother and who's the big brother,

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00:23:23.130 --> 00:23:26.530

who's the little brother right there will get people upset. You're like, look,

458

00:23:26.530 --> 00:23:29.210

there, there, there's enough similarities that when people wanna travel,

459

00:23:29.440 --> 00:23:31.930

when they wanna come to the US I'm like, Hey, you know what, if you can,

460

00:23:31.940 --> 00:23:34.050

if you can rent the car, they'll let you go across the border.

461

00:23:34.300 --> 00:23:36.570

If you're gonna do the Northeast, man, you gotta hit Montreal,

462

00:23:36.570 --> 00:23:39.810

you gotta hit Quebec City. And if you can get up to the Atlantic provinces,

463

00:23:39.810 --> 00:23:42.370

they're gorgeous out there. Nova Scotia, PEI, it's fantastic.

464

00:23:42.670 --> 00:23:45.130

And so that's why it's not gonna have a huge cultural difference,

465

00:23:45.280 --> 00:23:48.880

a huge like shock in terms of the thing because you know,

466

00:23:48.880 --> 00:23:52.920

both of 'em make you tip. Both of 'em have, you know, sales tax or you know,

467

00:23:52.920 --> 00:23:54.480

the GMT or whatever, different stuff.

468

00:23:54.650 --> 00:23:59.630

So I don't really see a ton of differences aside from really like an

469

00:23:59.830 --> 00:24:03.880

attitude towards the differences. You know, like put to it,

470

00:24:04.270 --> 00:24:06.870

there are differences and Americans it's like this,

471

00:24:07.390 --> 00:24:10.030

Canadians will say there are differences and Americans will say there are

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00:24:10.030 --> 00:24:13.550

differences, [laughter] because we don't see it. Like people don't,

473

00:24:13.550 --> 00:24:16.270

in the US people don't stress those differences. Whereas you go to Canada,

474

00:24:16.270 --> 00:24:18.390

people wanna show there are differences. So I think that's,

475

00:24:18.390 --> 00:24:22.110

that's one difference I guess you'd say. [Nolan] Yeah. Yeah. Now, like,

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00:24:22.110 --> 00:24:24.790

and then also if you, even if you look at the business world,

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00:24:24.790 --> 00:24:26.430

like I've been doing a lot with um,

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00:24:26.430 --> 00:24:30.790

Erin Mayer's culture map and she has these eight scales that you can go through

479

00:24:30.890 --> 00:24:34.510

and um, that people use it a lot of time for cultural consulting. Yeah. Um,

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00:24:34.510 --> 00:24:36.870

now I'm not gonna get it all all into it all in this episode,

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00:24:36.870 --> 00:24:41.190

but one thing where Canadians and Americans are quite similar is the confront,

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00:24:41.200 --> 00:24:45.510

uh, how confrontational they are, um, Canadians it says like slightly less,

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00:24:45.570 --> 00:24:49.870

but really it's, if you look at all the countries distributed on,

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00:24:49.920 --> 00:24:52.550

on that scale, they're, they're quite similar.

485

00:24:53.290 --> 00:24:56.230

And the reason I bring that up is because one don't,

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00:24:56.230 --> 00:24:59.910

that you mentioned for your American video is don't bring up politics and don't

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00:24:59.910 --> 00:25:01.590

bring up gun control. Right.

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00:25:01.590 --> 00:25:06.400

And then I was it kind of shocked because online [laughter] ,

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00:25:06.580 --> 00:25:10.840

all you see is just Americans going at each other. You know, like nowadays,

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00:25:11.050 --> 00:25:14.170

if you look at like anything, something cultural,

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00:25:14.170 --> 00:25:16.170

it's all about this left right divide.

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00:25:16.170 --> 00:25:19.850

And I don't really like to get into that with culture and yeah. Politics.

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00:25:19.850 --> 00:25:22.210

[Mark] Well I, I think with that one, when I say like,

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00:25:22.240 --> 00:25:25.410

I mean it's more for as a tourist pretty much anywhere, even in the world,

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00:25:25.410 --> 00:25:26.890

it's best out to talk politics.

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00:25:26.890 --> 00:25:29.490

Doesn't matter if you're going to Peru or you're gonna Germany or you're gonna

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00:25:29.490 --> 00:25:32.690

the US cuz one of those things is you don't understand if you're not from there

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00:25:32.690 --> 00:25:36.690

and you don't necessarily understand the nuances and the information that you do

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00:25:36.690 --> 00:25:39.770

get when you're out and you're abroad is very different.

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00:25:39.770 --> 00:25:42.130

That's why I like watching the news of different countries to see the different

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00:25:42.130 --> 00:25:44.290

perspectives. That's why people are asking like,

502

00:25:44.290 --> 00:25:46.890

well what do you think about this? I'm like, well I I need to know more.

503

00:25:47.070 --> 00:25:48.410

You know, like let me,

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00:25:48.410 --> 00:25:51.850

let me see from nine different angles that I have a good idea of what's really

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00:25:51.850 --> 00:25:54.690

happening. Cuz everyone's gonna have their angle on it, you know?

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00:25:54.690 --> 00:25:59.370

And so when it comes to talking politics or any any hot button issue as a

507

00:25:59.370 --> 00:26:03.410

tourist, you probably don't know who feels what way.

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00:26:03.550 --> 00:26:07.210

You don't know all the things that are going on. Cuz I can't possibly,

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00:26:07.370 --> 00:26:09.730

all the stuff that's going on in Canada, I can't just, you know, the,

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00:26:09.730 --> 00:26:12.050

the Catalan and and the independence movement there.

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00:26:12.180 --> 00:26:14.410

Do I really know everything that's there? Because people will say,

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00:26:14.410 --> 00:26:16.610

well actually no, if you're looking at Barcelona,

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00:26:16.610 --> 00:26:19.850

there's a lot of people that aren't Catalan that live in Barcelona.

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00:26:19.850 --> 00:26:22.570

A lot of people move there. So that's a very different setup. You,

515

00:26:22.570 --> 00:26:25.330

so it's very difficult to really get into. And therefore, I,

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00:26:25.330 --> 00:26:28.450

I just find it sometimes I wanna make life easier for travelers. I'm like, look,

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00:26:28.520 --> 00:26:31.490

it's best not to bring up the independence movement if you're gonna be in

518

00:26:31.490 --> 00:26:32.370

Barcelona. You know,

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00:26:32.370 --> 00:26:35.410

it's better not to talk politics to the US cause it can be a hot button issue.

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00:26:35.630 --> 00:26:39.490

And what happens is you'll see people online will go crazy on each other and

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00:26:39.490 --> 00:26:41.450

sometimes they'll go crazy against people that actually build,

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00:26:41.450 --> 00:26:45.200

like are on the same like path as them. So that's why I'm like, Hey look,

523

00:26:45.350 --> 00:26:46.960

it's best to talk. You remember,

524

00:26:47.030 --> 00:26:49.880

talk about the weather and the food and then you'll be okay.

525

00:26:50.320 --> 00:26:52.520

[laughter] [Nolan] well just politics aside,

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00:26:52.550 --> 00:26:56.280

just this idea of getting into a discussion, right? Like, uh,

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00:26:56.280 --> 00:26:58.680

French people love a good discussion.

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00:26:58.680 --> 00:27:00.680

It doesn't have to be political-related,

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00:27:00.680 --> 00:27:03.560

but they might just play the devil's advocate just because they,

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00:27:03.560 --> 00:27:07.920

they have a more confrontational society. The Dutch are like that as well.

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00:27:08.330 --> 00:27:10.640

Um, Israel also like that, right?

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00:27:10.660 --> 00:27:14.720

And then it's just not done in many Asian countries.

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00:27:14.720 --> 00:27:18.320

I don't wanna generalize there, but it does, it does depend. And as I said,

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00:27:18.320 --> 00:27:21.760

America kind of in the middle. So what, what would you have a advice,

535

00:27:22.000 --> 00:27:25.760

not when it comes to politics, but just how confrontational Americans are?

536

00:27:25.760 --> 00:27:28.160

Do they like to have a good discussion in general?

537

00:27:28.490 --> 00:27:33.440

Or is that something that {Mark} I people used to really enjoy. Like, I,

538

00:27:33.440 --> 00:27:36.000

like I, I like discussion cuz I,

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00:27:36.000 --> 00:27:38.560

I wanna know everyone's side like am I agree with you or not agree with you,

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00:27:38.560 --> 00:27:41.280

but I still wanna hear what you have to say cuz that helps me understand you

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00:27:41.280 --> 00:27:42.400

better. Right?

542

00:27:42.720 --> 00:27:47.080

And right now in the US sometimes that discussion isn't as civil as it used to

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00:27:47.080 --> 00:27:50.040

be. Um, so that, that's what makes it tough. But you know,

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00:27:50.040 --> 00:27:53.560

in the US people like this is one thing if you're a tourist,

545

00:27:53.860 --> 00:27:56.920

you have kind of like a get outta jail free card cuz you're like, oh,

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00:27:56.920 --> 00:27:58.960

you're not from around here. You don't know what's going on.

547

00:27:59.130 --> 00:28:02.400

So it allows you to ask questions. Like for me, that's why I'm going,

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00:28:02.400 --> 00:28:05.720

I wanna be teaching in Barcelona this summer. And I know for me, I can,

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00:28:05.720 --> 00:28:07.920

I could ask people like, so what's going on with the,

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00:28:08.110 --> 00:28:11.480

with the independence thing? Like there's guys went to jail. Like I could,

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00:28:11.510 --> 00:28:13.160

I know enough that I can ask a,

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00:28:13.160 --> 00:28:16.000

a kind of a dumb question to get more information, you know, though,

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00:28:16.000 --> 00:28:19.280

I already kind of know what's going on. Yeah, but you mean tan, right? Hey,

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00:28:19.280 --> 00:28:22.480

what I find interesting is that when you're Trevor around,

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00:28:22.480 --> 00:28:25.360

the people will wanna talk to you. They won't be the rabid fans.

556

00:28:25.360 --> 00:28:29.120

They'll be like, oh, you actually have a, like an uh, an objective question.

557

00:28:29.660 --> 00:28:31.920

And so I can answer in an objective way. Okay,

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00:28:31.920 --> 00:28:35.200

so the reason why we're handling this debate is cuz X, Y, and Z.

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00:28:35.200 --> 00:28:36.640

Then they're saying, well I feel this way.

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00:28:36.640 --> 00:28:40.480

But they'll give that foundation of what those, you know, issues are.

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00:28:40.770 --> 00:28:42.760

So then you can really understand why. Oh okay,

562

00:28:42.760 --> 00:28:44.720

those are the main issues people are talking about.

563

00:28:44.860 --> 00:28:47.160

And then well then it can go crazy after that.

564

00:28:47.160 --> 00:28:50.080

But at least gives you a way to alert. Cuz I've done that a lot of times.

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00:28:50.080 --> 00:28:54.520

Like I've remember I was in Austria as a student back in the nineties

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00:28:54.740 --> 00:28:55.920

and so our,

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00:28:55.920 --> 00:29:00.400

one of our assignments was to go talk to over 70 year old

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00:29:00.630 --> 00:29:01.600

Austrian men.

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00:29:02.670 --> 00:29:07.540

Now if you do the math over 70 in the 1990s,

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00:29:07.610 --> 00:29:11.980

that means they were in the army in the forties and thirties.

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00:29:12.620 --> 00:29:17.560

And so as we were supposed to ask their opinion on Austria and how are

572

00:29:17.560 --> 00:29:21.270

things today, it was very interesting to hear how many old,

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00:29:21.330 --> 00:29:24.270

old Austrians were like, oh yeah, oh yeah,

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00:29:24.270 --> 00:29:28.550

the thirties when we were back in power. And you're like, whoa, dude.

575

00:29:28.940 --> 00:29:31.430

That was now like, no, that's horrible. Like, you know.

576

00:29:31.430 --> 00:29:33.830

But it was interesting to to see that, you know, you're like,

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00:29:33.830 --> 00:29:36.510

you don't ask them, you're saying, Hey, how are things different? And then it,

578

00:29:36.510 --> 00:29:39.800

you learn a lot more or you're like, oh, okay,

579

00:29:40.150 --> 00:29:43.460

I feel very uncomfortable right now. You know? But it, it's one of those things,

580

00:29:43.460 --> 00:29:46.100

it gives you a chance for people to like start talking about things in an

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00:29:46.100 --> 00:29:49.700

objective way. And it's like, I mean it was, that was the, and my profe,

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00:29:49.700 --> 00:29:52.100

I mean this is one of those things, cause I'm a professor now,

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00:29:52.450 --> 00:29:55.100

I try to give my students those kind of questions to ask.

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00:29:55.200 --> 00:29:56.380

You wanna figure things out?

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00:29:56.380 --> 00:29:59.060

I I could tell you all day long that there's these things happen,

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00:29:59.060 --> 00:30:01.660

but unless you experience it on your own, you won't get it.

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00:30:01.790 --> 00:30:04.780

So I'll tell my students like, we'll talk about pricing and we'll talk about,

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00:30:04.800 --> 00:30:07.380

you know, how companies will trick you into buying things or,

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00:30:07.510 --> 00:30:10.620

or get you to feel like you need to buy more, you know?

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00:30:10.620 --> 00:30:11.980

And so they don't see it. And I'm like,

591

00:30:11.980 --> 00:30:15.140

I'm just this weekend stop by this store. Just, just see what happens.

592

00:30:15.550 --> 00:30:19.060

Go look on the shelves. And they're like, they'll come back like, oh my God,

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00:30:19.060 --> 00:30:22.300

you're right. You know? Or we do one on service marketing.

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00:30:22.680 --> 00:30:27.340

And back when Twitter was actually pretty popular, like in 2000 14, 15, 16,

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00:30:27.340 --> 00:30:30.140

1000, Twitter was peak cool for college students.

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00:30:30.140 --> 00:30:32.620

Now done to my college students used that like hardley at all.

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00:30:32.680 --> 00:30:35.940

And like I would have like a, a live Twitter feed on the bottom of the class,

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00:30:35.940 --> 00:30:39.020

like running, you know, for questions and stuff. And we'd do service marketing.

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00:30:39.020 --> 00:30:41.900

Like, Hey, what I want you to do is I want you to tweet at your,

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00:30:41.900 --> 00:30:44.740

at a company that gave you bad service and see what happens.

601

00:30:45.320 --> 00:30:49.180

And suddenly like 10% of the students would get free stuff in class because

602

00:30:49.180 --> 00:30:51.420

would be a little clever. Like, oh, we're so sorry. Here's like, you know,

603

00:30:51.420 --> 00:30:52.500

extra, you know,

604

00:30:52.860 --> 00:30:55.740

McDonald's cheeseburger or here's a discount or let us know your stuff.

605

00:30:55.760 --> 00:30:57.700

Now there there's different things that come through,

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00:30:57.700 --> 00:31:02.100

but it was interesting to see like, huh, yeah, you can use that a different way.

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00:31:02.100 --> 00:31:04.900

But I'm, I'm getting off topic. Let's put [Nolan] No, no, that's,

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00:31:04.900 --> 00:31:07.580

that's definitely off topic. So like, cuz that's something I wanted to get into,

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00:31:07.580 --> 00:31:10.940

just so the listeners know because of course Wolter's world is really famous.

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00:31:11.230 --> 00:31:15.980

Um, and then now you making blush the Professor Wolter channel is a little,

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00:31:15.980 --> 00:31:20.750

is is newer. [Mark] Yeah. So I, when I first started making business videos,

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00:31:20.750 --> 00:31:22.390

I actually just had it said like, I,

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00:31:22.390 --> 00:31:26.030

I actually had another YouTube channel before Wolter's World and I was making

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00:31:26.030 --> 00:31:29.510

videos from, I was teaching in Portugal and you know,

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00:31:29.510 --> 00:31:31.750

for the exams I wanted to help my students study better.

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00:31:31.760 --> 00:31:34.030

So I was teaching in Portugal, but we had to teach in English,

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00:31:34.210 --> 00:31:36.190

but not all the students spoke English very well.

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00:31:36.400 --> 00:31:39.030

So I wanted to make the videos so they could watch them and like the main

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00:31:39.030 --> 00:31:39.470

topics.

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00:31:39.470 --> 00:31:42.830

So like I knew what the exam questions were gonna be and they're always essays.

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00:31:42.830 --> 00:31:44.470

So I'm like, yeah, it'll be one of those.

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00:31:44.470 --> 00:31:48.630

You gotta pick like four questions out of 10, you know, to answer.

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00:31:48.730 --> 00:31:50.510

And these essays. So I'd be like, okay,

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00:31:50.510 --> 00:31:54.710

I'm gonna do like a video explaining the basics of all the 10 questions.

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00:31:54.920 --> 00:31:56.430

So if someone wasn't sure, they had the video,

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00:31:56.430 --> 00:31:59.950

they could watch those before the exam to have a rough idea. And so I would've,

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00:31:59.950 --> 00:32:01.870

students, I, I had a bunch of Spanish students, they would drive,

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00:32:01.870 --> 00:32:06.070

they were driving back from Lisbon to Madrid for like Easter break and like, oh,

629

00:32:06.120 --> 00:32:09.350

we just listened to your videos to drive over and drive back and knew we knew

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00:32:09.350 --> 00:32:10.830

what to learn. I'm like, awesome.

631

00:32:10.830 --> 00:32:13.630

So I saw that that was really helping my students that weren't native speakers.

632

00:32:13.970 --> 00:32:16.710

And so that kinda like started the learning stuff to help the students.

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00:32:16.970 --> 00:32:20.430

And then over the years I started making like more of the videos from the

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00:32:20.430 --> 00:32:23.430

classes I taught, you know, and I, you know, do different things. You know,

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00:32:23.430 --> 00:32:25.550

though, I moved to the University of Illinois where I am now.

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00:32:25.780 --> 00:32:29.430

I mean I had probably half my classes already filmed, you know,

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00:32:29.430 --> 00:32:30.950

every when I got here. And then I was like, okay,

638

00:32:30.950 --> 00:32:34.310

I need to update 'em and you make new versions of it. So I started making more.

639

00:32:34.310 --> 00:32:37.270

And so I probably had, or the three classes I teach,

640

00:32:37.440 --> 00:32:41.400

usually I probably had had 75, 80% of all those classes already filmed.

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00:32:41.420 --> 00:32:44.080

And then covid hit and then everything went online.

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00:32:44.340 --> 00:32:47.840

And so I had all this stuff already ready. So instead of the, you know,

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00:32:47.840 --> 00:32:51.200

professor with his, no, the camera up their nose and the,

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00:32:51.200 --> 00:32:53.800

the little like white square next to him, like, you know,

645

00:32:53.800 --> 00:32:56.200

the horrible teaching online that you have out there. Look,

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00:32:56.200 --> 00:32:57.560

I mean if you're gonna be teach it online,

647

00:32:57.560 --> 00:32:58.230

don't do what you're gonna be teaching online

648

00:32:58.230 --> 00:33:01.160

with your head here in the corner and then the whiteboard or the PowerPoints,

649

00:33:01.160 --> 00:33:03.440

you gotta do something different. Yeah. And so all my stuff,

650

00:33:03.440 --> 00:33:06.760

I filled the videos, like they don't have the, the PowerPoints aren't up there.

651

00:33:07.190 --> 00:33:10.680

It's more like a YouTube video where I talk about the stuff and then you can

652

00:33:10.680 --> 00:33:14.360

have the slides next to you by yourself to like help you get through it,

653

00:33:14.360 --> 00:33:15.193

but you don't need it.

654

00:33:15.300 --> 00:33:19.800

And so students really appreciated that because it was more like sitting down on

655

00:33:19.800 --> 00:33:24.080

the tour than watching five or six YouTube videos versus Oh I have to watch a

656

00:33:24.080 --> 00:33:26.600

class today. You know, so it went, it went really well.

657

00:33:26.600 --> 00:33:29.440

I mean I had a student like these online classes during Covid, I,

658

00:33:29.440 --> 00:33:32.760

I never got to see the students. You know, we do some live stuff, but you know,

659

00:33:32.760 --> 00:33:37.280

it's a class with 600 people. There's no like the live,

660

00:33:37.410 --> 00:33:40.440

is it really live cuz they're, they're zooming or whatever.

661

00:33:40.440 --> 00:33:42.880

So it's just like the black screen or how do you get to people?

662

00:33:42.880 --> 00:33:46.160

And this this stu this, this lady comes up to me and she's like,

663

00:33:46.160 --> 00:33:49.880

professor Wolters , I'm like, hi. And like I, I, I didn't recognize like,

664

00:33:49.880 --> 00:33:52.760

I'm gonna guess she was one of my students before. And she's like, yeah,

665

00:33:52.760 --> 00:33:55.840

I took your class online during Covid. I just wanna say Thank you.

666

00:33:55.930 --> 00:33:58.160

It was really good. I appreciate how you had that. I'm mean,

667

00:33:58.160 --> 00:33:59.400

this is three years later,

668

00:33:59.680 --> 00:34:03.120

she's like randomly seeing me at Target and telling me this, you know, like,

669

00:34:03.220 --> 00:34:05.800

all right. And so that's what I knew is like, this is really helping people.

670

00:34:05.800 --> 00:34:09.680

And now like I go to conferences and professors will come up to me saying,

671

00:34:09.680 --> 00:34:13.280

Hey thanks. I wasn't sure how to teach this topic. I used your video to,

672

00:34:13.280 --> 00:34:15.400

for my students, you know, and it's funny cuz like yeah,

673

00:34:15.400 --> 00:34:18.520

it it's one of those double edged swords. It's a very good compliment. Yeah,

674

00:34:18.520 --> 00:34:21.520

I showed your video to my 600 person class. I'm like, oh,

675

00:34:21.590 --> 00:34:24.680

I got one view instead of 600 views on that video [laughter] .

676

00:34:24.680 --> 00:34:27.760

But the thing is how the Professor Wolter's channels set up,

677

00:34:27.760 --> 00:34:32.040

I wanna help people learn. So whether you're a, whether you're a podcaster in,

678

00:34:32.220 --> 00:34:34.400

you know, in Spain or you're,

679

00:34:34.400 --> 00:34:37.760

you're a kid in Thailand trying to sell something or you're a mom,

680

00:34:37.800 --> 00:34:41.320

start an Etsy store. I wanna give you the marketing skills that I'll pass.

681

00:34:41.320 --> 00:34:44.040

So I started making all these videos and if you actually go to professor

682

00:34:44.040 --> 00:34:44.720

Wolters .com,

683

00:34:44.720 --> 00:34:47.960

I actually have it where you can click on it and the videos are a row for the

684

00:34:47.960 --> 00:34:49.840

classes. There's a, you don't know anything about marketing.

685

00:34:49.840 --> 00:34:53.200

We have a principles of marketing course that goes through like 15 different

686

00:34:53.200 --> 00:34:56.360

topics in each one of those topics has 10 to 12 videos. You know,

687

00:34:56.360 --> 00:34:59.960

social media marketing. We've got same thing, 10 12 topics, 10,

688

00:34:59.960 --> 00:35:01.920

12 videos for each topic. Help you go through.

689

00:35:02.140 --> 00:35:05.560

And so we've kind of developed this to help people learn. And then, then no,

690

00:35:05.560 --> 00:35:06.160

you're right. They, they,

691

00:35:06.160 --> 00:35:10.280

it's nowhere near as old or as or as popular or as big as Wolter's World.

692

00:35:10.700 --> 00:35:13.720

But in terms of companies reaching out to work with me,

693

00:35:13.910 --> 00:35:17.200

they actually find me through Professor Wolters and they asked me to do training

694

00:35:17.200 --> 00:35:21.000

videos for them. Not cuz we have almost a million subscribers on YouTube and no,

695

00:35:21.000 --> 00:35:25.240

it's because I liked your education stuff on YouTube and there's a lot of people

696

00:35:25.240 --> 00:35:27.000

that make educational material, which is cool.

697

00:35:27.180 --> 00:35:30.280

But I'm also a PhD in one of the top business schools in the world.

698

00:35:30.410 --> 00:35:32.600

So it's not just some dude like,

699

00:35:32.600 --> 00:35:36.120

hey I look used chat GPT to come up with these ideas. It's some on, yeah,

700

00:35:36.120 --> 00:35:38.120

I've done research, I've been been teaching a high level,

701

00:35:38.120 --> 00:35:41.480

I've won numerous teaching awards around the world. This makes it much more,

702

00:35:41.480 --> 00:35:44.950

Hey look, you're gonna get professional put together educational.

703

00:35:44.950 --> 00:35:48.990

[Nolan] But I was gonna say that's something that makes you stand out to me as well is

704

00:35:49.070 --> 00:35:53.630

sometimes in the, in the university setting, you have marketing teachers,

705

00:35:53.630 --> 00:35:56.830

marketing professors, they have their PhD, they know the theory.

706

00:35:57.130 --> 00:36:00.150

You sit in the class and you're learning about all this theory, which is great.

707

00:36:00.150 --> 00:36:03.670

But then it doesn't apply to what's happening right now.

708

00:36:03.700 --> 00:36:05.910

Yeah. I think that's something that makes you stand out, right?

709

00:36:05.910 --> 00:36:08.030

You have your PhD, you're a professor,

710

00:36:08.030 --> 00:36:12.550

but at the same time you know a shit ton about social media and you can prove it

711

00:36:12.550 --> 00:36:16.600

with your own success. Yeah. With social media.

712

00:36:16.600 --> 00:36:17.720

[Mark] Thank you [laughter] .

713

00:36:17.800 --> 00:36:20.520

Could you talk to my boss when it's next time to ask for a raise? Please.

714

00:36:21.240 --> 00:36:24.680

[laughter] [Nolan] get get him on the show. Uh, but yeah,

715

00:36:24.930 --> 00:36:27.440

so just for some insight into this,

716

00:36:27.440 --> 00:36:31.430

because I think this is one of those rare cases where we can have someone who's

717

00:36:31.430 --> 00:36:31.790

like, okay,

718

00:36:31.790 --> 00:36:35.670

an actual professor knows what they're talking about and can kind of talk about

719

00:36:35.670 --> 00:36:40.390

what is happening on social media and what is your

720

00:36:40.390 --> 00:36:42.670

opinion about the algorithms.

721

00:36:42.680 --> 00:36:46.230

Is there a way to use these to your advantage? What kind of,

722

00:36:46.230 --> 00:36:49.870

what kind of tips would you have for people to use the algorithms to their

723

00:36:49.870 --> 00:36:53.750

advantage? [Mark] So a lot of people like to blame the algorithm. You know, it's,

724

00:36:53.750 --> 00:36:56.790

I guess the algorithms fault. I'm not saying no, your, your content sucks.

725

00:36:57.340 --> 00:37:00.150

I mean there's a lot of bad content out there right now. There,

726

00:37:00.150 --> 00:37:04.470

there's no filter on there. The filter is the algorithm. And I,

727

00:37:04.470 --> 00:37:07.270

let's tell you this, people that want to go viral and get huge quickly,

728

00:37:07.270 --> 00:37:09.470

you will not get huge quickly. It took me four,

729

00:37:09.470 --> 00:37:13.210

I mean it took me four years to get monetized on YouTube. Four years.

730

00:37:13.210 --> 00:37:15.490

I have a very successful, it took four years to get there. There,

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00:37:15.710 --> 00:37:19.650

the requirements are a lot different now than they were back in like 2009 when I

732

00:37:19.650 --> 00:37:21.170

was, you know, 2008 when I was starting.

733

00:37:21.470 --> 00:37:24.370

But it took time to do that and people don't realize it cause they're looking

734

00:37:24.370 --> 00:37:27.730

for that instant gratification. Now we look at um, Hofstede model, right?

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00:37:27.730 --> 00:37:31.490

Like long term versus short term out like the US is all short term right now.

736

00:37:31.490 --> 00:37:33.930

I instant gratification. You only live once. Fear of missing out.

737

00:37:33.930 --> 00:37:37.730

All that stuff really works in the US Cause people want now, now, now. And it,

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00:37:37.730 --> 00:37:39.370

it's kind of interesting when you look at it,

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00:37:39.370 --> 00:37:43.580

how many podcasts started in March and April of 2020.

740

00:37:44.600 --> 00:37:49.070

By August of 2020 there was something like a million active podcasts by

741

00:37:49.220 --> 00:37:52.510

August, or was it August or September of 2021.

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00:37:52.510 --> 00:37:55.920

There's only 300,000 because all those people that started during,

743

00:37:55.920 --> 00:37:57.720

they realized, wait, I'm not making any money at this.

744

00:37:57.790 --> 00:38:00.920

This is not a long-term viable solution. Or they don't see it that way.

745

00:38:00.920 --> 00:38:03.310

And so they quit. You know, it's like right now,

746

00:38:03.340 --> 00:38:06.110

once people started doing the van life and traveling during Covid,

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00:38:06.110 --> 00:38:09.350

there's a ton. I mean, I have so much new competition in the,

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00:38:09.350 --> 00:38:12.150

in the travel sphere for people that are van life or going here,

749

00:38:12.150 --> 00:38:15.430

here's my tips for this place or that place. There's a lot more out there.

750

00:38:15.490 --> 00:38:18.670

And so the algorithm's jobs to figure out which ones are actually more

751

00:38:18.670 --> 00:38:20.550

successful and it's hard to really figure out.

752

00:38:21.030 --> 00:38:24.130

And so what I always tell people is like, don't worry about the algorithm.

753

00:38:24.130 --> 00:38:26.370

Like people tell you, here's how to hack the algorithm.

754

00:38:26.480 --> 00:38:29.410

Look the people at Google, I have students that work for Google,

755

00:38:29.500 --> 00:38:33.530

they're smart as hell. Okay? They're, I mean think about TikTok,

756

00:38:33.530 --> 00:38:37.440

the algorithm for TikTok, it's like crack. I mean, once you get on you keep,

757

00:38:37.440 --> 00:38:39.320

you're like, oh my God, where did the three hours go? What happened?

758

00:38:39.320 --> 00:38:40.960

Like their algorithm is unbelievable.

759

00:38:40.960 --> 00:38:43.640

And once Google figures out how they do that TikTok algorithm,

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00:38:43.840 --> 00:38:47.040

we're never gonna leave the computer again. You know? And so,

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00:38:47.060 --> 00:38:49.480

but what it comes down to, like what do you keep watching it for?

762

00:38:49.480 --> 00:38:52.360

It's entertaining. It's what I wanna watch is something that's helpful for me.

763

00:38:52.910 --> 00:38:56.810

Are you making material that's helpful for people? Cuz here's the thing,

764

00:38:56.990 --> 00:38:58.130

you always wanna think of this,

765

00:38:58.130 --> 00:39:01.130

it's called with them what's in it for me in your video? What's in it for them?

766

00:39:01.350 --> 00:39:04.410

Are they learning something? Are they being entertained? Is it, you know,

767

00:39:04.410 --> 00:39:06.810

is there a payoff? You know, that's what you have to think about.

768

00:39:06.810 --> 00:39:08.890

And if you don't have that or you're wasting people's time,

769

00:39:09.120 --> 00:39:12.210

like why should someone waste 25 minutes to watch your video?

770

00:39:12.210 --> 00:39:15.610

Why should people spend an hour listening to your podcast? You know,

771

00:39:15.610 --> 00:39:18.370

like you have to give them something otherwise it's not gonna come back.

772

00:39:18.370 --> 00:39:19.970

And the algorithm sees that. They say, oh,

773

00:39:19.970 --> 00:39:22.690

people click on it and then they click away relatively quickly.

774

00:39:22.690 --> 00:39:26.370

This is not answering their question, what was the thing they searched for this?

775

00:39:26.370 --> 00:39:28.210

You know, they, they clicked on this, this isn't there.

776

00:39:28.210 --> 00:39:31.330

And that's the problem if you do lots of click bait or you try to do the hacks

777

00:39:31.330 --> 00:39:35.890

to get people there, but say without that you're, you're,

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00:39:35.890 --> 00:39:38.410

you're not actually delivering on the material and then therefore it gets you

779

00:39:38.410 --> 00:39:41.090

lower in the algorithm. [Nolan] True. Well,

780

00:39:41.090 --> 00:39:43.570

one thing I do gotta say with the algorithm though, it's, for instance,

781

00:39:43.570 --> 00:39:48.210

especially in the educational fame on Instagram, for instance, I at the be, uh,

782

00:39:48.210 --> 00:39:52.930

I almost only follow educational accounts for language learning. Um,

783

00:39:52.930 --> 00:39:54.850

some accounts related to psychology,

784

00:39:55.270 --> 00:39:58.570

and these are almost all word-based accounts, you know,

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00:39:58.570 --> 00:40:02.130

with some attractive images. Um, and a lot of them are quite successful.

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00:40:02.150 --> 00:40:04.490

And at the beginning when I just started following these accounts,

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00:40:04.490 --> 00:40:08.090

that's what I would get. Then one day I spent, uh,

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00:40:08.090 --> 00:40:12.250

a little bit of time watching surf videos. And then now just because I'm human,

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00:40:12.250 --> 00:40:15.810

you know, that surf video pops up and of course my eyes just go,

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00:40:15.860 --> 00:40:19.250

go to it because the, the wave is more attractive than a couple of words.

791

00:40:19.750 --> 00:40:24.730

And then now I hate Instagram because I, I'm on it and I don't learn anything.

792

00:40:24.730 --> 00:40:28.050

I just, I just get these like surf ideos and yeah,

793

00:40:28.050 --> 00:40:32.730

I get all this shit that's just visual stimulation. Yeah. And then on YouTube,

794

00:40:32.730 --> 00:40:37.180

what's happened to me is like I I, I watch a lot of travel videos.

795

00:40:37.390 --> 00:40:40.820

Uh, sometimes I do a lot some research, right? And, um,

796

00:40:40.820 --> 00:40:44.300

when it comes to culture and politics, um, I don't,

797

00:40:44.300 --> 00:40:45.460

I don't wanna get too much into it,

798

00:40:45.460 --> 00:40:48.940

but like I have some pretty left-leaning views on a lot of things,

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00:40:48.940 --> 00:40:53.020

but I try and get other views. So I check out like Jordan Peterson. Yeah.

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00:40:53.020 --> 00:40:54.740

And I can watch one Jordan Peterson video.

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00:40:55.000 --> 00:40:59.980

And now all the algorithm recommends me is conservative commentators,

802

00:41:00.300 --> 00:41:03.220

[laughter] I'm like, well then why are you recommending this to me? [Mark] Because how,

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00:41:03.220 --> 00:41:06.500

how the algorithm works, it doesn't look at your lifetime views anymore.

804

00:41:06.550 --> 00:41:10.340

It looks at the LA what you did in the last three days. So if you watch that,

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00:41:10.340 --> 00:41:13.100

and that's a popular video that got watched a lot, they're gonna go, oh,

806

00:41:13.100 --> 00:41:14.660

since you watched this the last three days,

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00:41:14.660 --> 00:41:16.300

and there's a lot of other people watching these videos,

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00:41:16.300 --> 00:41:17.700

they funnel that to you.

809

00:41:17.880 --> 00:41:20.540

And then what happens is then that's what shows up in your feet.

810

00:41:20.540 --> 00:41:23.140

And sometimes if you're just scrolling through it and lets it play,

811

00:41:23.310 --> 00:41:26.300

it thinks you like that and then it goes through the next way.

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00:41:26.300 --> 00:41:27.940

Especially if you're looking at the shorts, you know,

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00:41:27.940 --> 00:41:31.140

the reels kind of stuff because those just play through and they know people

814

00:41:31.140 --> 00:41:32.460

don't like or dislike 'em very much.

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00:41:32.460 --> 00:41:35.080

That's why it's really important to click like and dislike,

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00:41:35.080 --> 00:41:37.760

especially as stuff you don't want, I mean, I'm like you, I,

817

00:41:37.760 --> 00:41:39.640

it's like I don't wanna have a full perspective, you know?

818

00:41:39.640 --> 00:41:41.360

I look on my stuff and I'll try other things.

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00:41:41.360 --> 00:41:42.960

If you're right and you'll be like, dude, I I,

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00:41:42.980 --> 00:41:46.040

you went a little far here so the stuff is a little crazy for me.

821

00:41:46.290 --> 00:41:49.360

Or it also works the other way. Like, you know, Star Wars celebration.

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00:41:49.360 --> 00:41:49.840

I dunno if, you know,

823

00:41:49.840 --> 00:41:52.720

I'm a Star Wars fan and they had Star Wars celebration this weekend,

824

00:41:52.810 --> 00:41:55.280

so I watched like three videos on Star Wars,

825

00:41:55.280 --> 00:41:57.560

like the movies and TV shows are gonna come out now.

826

00:41:57.560 --> 00:42:01.080

My entire YouTube feed is just Star Wars stuff. I'm like, I like humor,

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00:42:01.510 --> 00:42:03.680

I like science, not just science fiction.

828

00:42:03.940 --> 00:42:07.880

And so you get really funnelled out and this is why in social media you do have that

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00:42:07.880 --> 00:42:10.560

echo chamber where it kind of, you hear the same thing. And that's,

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00:42:10.560 --> 00:42:13.760

that's why I think that's one thing that drives us actually more farther apart.

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00:42:13.760 --> 00:42:16.040

So we think there's more people that are just like us. Where as a result,

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00:42:16.040 --> 00:42:19.360

we've put you with the people that are things just like you or watching

833

00:42:19.360 --> 00:42:19.840

just like you.

834

00:42:19.840 --> 00:42:22.680

And so you don't get as many of the different pers excuse many different

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00:42:22.680 --> 00:42:25.440

perspectives coming in. So that's why you have to make it a point. Like,

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00:42:25.440 --> 00:42:28.080

I actually have different channels, so I'll have, like, I have,

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00:42:28.080 --> 00:42:30.200

I have Wolter's World and I'll watch videos on that.

838

00:42:30.200 --> 00:42:32.080

And then I have Wolter's real shorts and my shorts channel.

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00:42:32.100 --> 00:42:35.720

And that one I literally only watch comedy stuff on,

840

00:42:35.750 --> 00:42:38.960

just so it just gives me comedy things. Like I want, I want, I don't wanna be,

841

00:42:39.030 --> 00:42:41.880

I don't want something stressful popping up. I just wanna relax, watch some,

842

00:42:41.880 --> 00:42:45.120

you know, funny comedians, you know, come by and you'll, that'll be on there.

843

00:42:45.120 --> 00:42:47.280

And then my Professor Wolters, when I'm logged into that,

844

00:42:47.280 --> 00:42:51.680

I only watch business stuff. And so that helps stay kind of, you know,

845

00:42:52.120 --> 00:42:55.880

separated. But then of course my kids will hop on, you know,

846

00:42:55.880 --> 00:42:57.680

I have YouTube premiums, so they don't want the commercial,

847

00:42:57.680 --> 00:43:01.640

so they'll hop on my account and watch stuff and then I'll have like 900 Roblox

848

00:43:01.640 --> 00:43:04.080

videos. Yeah. And it's, I always tell my,

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00:43:04.080 --> 00:43:06.640

one of my kids been watching on my account cause I'm like, oh,

850

00:43:06.910 --> 00:43:10.880

I've got a week of Roblox before it goes back to something else. Yeah. Well,

851

00:43:11.430 --> 00:43:12.130

[Nolan] and oh,

852

00:43:12.130 --> 00:43:16.490

another question related to this too is let's say someone creates some new

853

00:43:16.490 --> 00:43:19.290

content, they're starting out, they're not getting any views.

854

00:43:19.790 --> 00:43:24.490

How can they figure out if it's their content that sucks and that's why it's not

855

00:43:24.490 --> 00:43:25.300

getting out there,

856

00:43:25.300 --> 00:43:28.770

or they're just not promoting it in the right way and they haven't defined

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00:43:28.770 --> 00:43:31.290

their, their market. [Mark] Yeah, so I, I will tell this,

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00:43:31.290 --> 00:43:34.330

you could have the greatest video when you first start out. They just, no,

859

00:43:34.330 --> 00:43:37.410

it doesn't get pushed out to anybody. It doesn't get shout out. I mean,

860

00:43:37.410 --> 00:43:41.290

and here's what's great about social media advertising. It's so cheap.

861

00:43:41.360 --> 00:43:45.330

Even you just have 50 bucks to spend the 50 bucks to get it out there just to

862

00:43:45.330 --> 00:43:46.610

find people. And I will tell you,

863

00:43:46.620 --> 00:43:50.530

YouTube will tell you exactly if you spend \$50, we will get you 25 subs.

864

00:43:50.580 --> 00:43:55.090

They'll get you, it'll be exactly 25 subs. Like they know how effective it is.

865

00:43:55.150 --> 00:43:58.250

The problem is they know how effective it's, there's no extra bonus added on.

866

00:43:58.250 --> 00:44:01.930

They're like, you're gonna get 10, 000 views for this. You're like,

867

00:44:01.930 --> 00:44:04.090

well is it worth that much money while I'm trying to grow?

868

00:44:04.090 --> 00:44:06.730

Maybe you do advertise. Um, but getting out there, I mean,

869

00:44:06.730 --> 00:44:08.250

one thing I always tell people is like, look,

870

00:44:08.540 --> 00:44:11.850

if you're not proud enough of your videos to share it on your own personal

871

00:44:11.850 --> 00:44:14.130

social media, like with your family and your friends,

872

00:44:14.280 --> 00:44:17.730

then are you proud enough for your product in general? If not,

873

00:44:17.730 --> 00:44:21.490

then why are you doing it? Like, that's why my, I I I, on my videos,

874

00:44:21.490 --> 00:44:22.570

I'm always there. I wanna help people.

875

00:44:22.720 --> 00:44:25.650

I wanna give as much good information as I can. I have no problem sharing it.

876

00:44:25.650 --> 00:44:28.210

And when I first started teaching here at the University of Illinois,

877

00:44:28.210 --> 00:44:30.990

the first few years, I mean Wolter's World was,

878

00:44:31.320 --> 00:44:34.320

wasn't obviously nowhere as big as it is now, but it still was. I mean,

879

00:44:34.320 --> 00:44:37.160

we were on news channels and we were getting invited to, you know,

880

00:44:37.160 --> 00:44:40.520

interviews and stuff and, and people like I go into meetings be like,

881

00:44:40.520 --> 00:44:43.800

Wolter's world, Wolter's world, like making fun of me for it. I'm like, yeah,

882

00:44:43.800 --> 00:44:47.480

that's right. Were you on ABC Nightly News with Diane Sawyer? Cuz we were,

883

00:44:47.480 --> 00:44:51.680

they're like, oh, were you in HuffPost? Were you in Washington Post?

884

00:44:51.680 --> 00:44:56.460

Were you in Wall Street Journal? Uh, no. Like what? Good family, you know?

885

00:44:56.600 --> 00:45:00.100

And and I always told him, look, it takes time. You know,

886

00:45:00.100 --> 00:45:02.900

like realize that like if you're gonna be thinking about how much content you

887

00:45:02.900 --> 00:45:05.780

wanna make, if you could only come up with 10 topics of content,

888

00:45:06.010 --> 00:45:08.820

it's not worth doing it. Cuz that's not gonna be, you could do it for fun,

889

00:45:08.820 --> 00:45:11.660

but it's not gonna be a career. It's not gonna be a a side job.

890

00:45:11.720 --> 00:45:15.580

You have to be able to make contact cuz it will take you years to where you get

891

00:45:15.580 --> 00:45:17.980

to the point where you make it like enough money to make it worthwhile.

892

00:45:17.980 --> 00:45:21.140

It's a side job. That's why when I talk to people like, yeah, I wanna,

893

00:45:21.140 --> 00:45:24.580

I wanna quit my job and just do you two full time. Like, well is your niche,

894

00:45:24.580 --> 00:45:27.300

is there a big enough niche? Like I, I mean I could quit my job.

895

00:45:27.300 --> 00:45:30.780

I don't want to, I love my job, I also love insurance, you know,

896

00:45:30.780 --> 00:45:33.500

and retirement that they pay for. You know, so there,

897

00:45:33.500 --> 00:45:34.700

there's those things as well.

898

00:45:35.160 --> 00:45:37.980

And I think that's one thing people don't realize is the time it takes.

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00:45:37.980 --> 00:45:41.420

Cuz you know, people go, oh well Mr. Beast, he went viral. That's why I'm like,

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00:45:41.420 --> 00:45:44.260

no, Mr. Beast puts in a ton of work to get those views,

901

00:45:44.260 --> 00:45:45.820

to get those things doing. I put in,

902

00:45:45.820 --> 00:45:49.180

I mean I I it's another full-time job running all these channels,

903

00:45:49.180 --> 00:45:51.380

doing all these things. Luckily it's my hobby.

904

00:45:51.530 --> 00:45:53.580

Like some people you have to realize like this is,

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00:45:53.580 --> 00:45:56.780

this is a hobby that can overtake your life. Yeah. If you want it to be there.

906

00:45:56.780 --> 00:45:58.780

Cuz you know, they say, well if you're gonna do it,

907

00:45:58.950 --> 00:46:00.660

there's all kinds of really good, uh,

908

00:46:00.660 --> 00:46:03.020

creators out there that help other creators. Like, look,

909

00:46:03.020 --> 00:46:05.300

if you're not willing to put in the work, like this is a real job,

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00:46:05.300 --> 00:46:08.660

it's never gonna be your real job, you gotta be able to have that and put the,

911

00:46:08.660 --> 00:46:10.900

you gotta have the, the, you know, the do the grind, right?

912

00:46:11.040 --> 00:46:13.460

You gotta put the time in to build up the things,

913

00:46:13.460 --> 00:46:16.140

learn your skills getting better. Cuz what, you know today,

914

00:46:16.170 --> 00:46:19.660

like one thing I would say is you want to do a channel start putting videos out.

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00:46:19.660 --> 00:46:21.740

Yeah, your first 10 videos are gonna suck, but you know what?

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00:46:21.740 --> 00:46:23.900

The next 10 will be better and the next 10 after I'll get better.

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00:46:23.900 --> 00:46:26.540

And so you start to learn how to get better. Yeah. If you go to my channel,

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00:46:26.540 --> 00:46:29.980

just like look up date and switch it, look at the oldest videos, you're like,

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00:46:29.980 --> 00:46:32.670

oh my God, that's, I mean I literally would put a a,

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00:46:32.670 --> 00:46:37.110

a Nikon cool picks on a rock and I would just like sit on the ground and talk to

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00:46:37.110 --> 00:46:38.910

it. I had no idea how to edit. Now I have,

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00:46:38.980 --> 00:46:41.950

I have companies that do my editing for me and I got a nice tripod,

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00:46:41.950 --> 00:46:44.630

my camera and stuff. So yeah, it takes time.

924

00:46:44.630 --> 00:46:48.510

[Nolan] Would would it be fair to say let's say within the first year and someone feels

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00:46:48.510 --> 00:46:51.750

like, no, my content is good. I am getting good feedback,

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00:46:51.750 --> 00:46:56.670

but I'm only getting good feedback from this very small viewership than I that

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00:46:56.670 --> 00:46:59.830

I have. Right? And they're, they're a year into it and they're just,

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00:46:59.830 --> 00:47:03.870

they're like me. Like you put a lot of money into it. Of course. Right?

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00:47:03.970 --> 00:47:07.870

And then you think, okay, well I don't see much of a progress here.

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00:47:07.870 --> 00:47:10.110

The progress is just trickling in. You're like, I'm gonna run outta money.

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00:47:11.180 --> 00:47:13.830

What strategy would you give people to be like, okay,

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00:47:13.850 --> 00:47:17.230

now it's time to change your content. Um,

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00:47:17.230 --> 00:47:21.350

and maybe your content isn't as good as you think it is or when is it time to

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00:47:22.570 --> 00:47:25.220

move on to different media channels and your,

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00:47:25.490 --> 00:47:27.260

well this is one thing I always tell people.

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00:47:27.260 --> 00:47:29.020

Had as many revenue streams as you can.

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00:47:29.220 --> 00:47:32.240

Cuz if you're doing a podcast you should be on, you know,

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00:47:32.240 --> 00:47:35.880

you don't just have it on Apple podcast, you have it on the podcast. Yeah.

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00:47:35.880 --> 00:47:38.040

You put it on YouTube and it's on there.

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00:47:38.040 --> 00:47:41.640

You go to all the other video sites are out there that'll let you monetize.

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00:47:41.700 --> 00:47:44.600

You put it out there cuz you never know where people are gonna watch. You know,

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00:47:44.600 --> 00:47:49.440

people love watch, like we have all these vertical videos on YouTube.

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00:47:49.440 --> 00:47:51.280

They do absolutely nothing on YouTube.

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00:47:51.280 --> 00:47:53.360

Like I'm lucky if they get a few thousand views.

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00:47:53.640 --> 00:47:58.540

But I put it on TikTok and we have quite a few videos with hundreds of thousands

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00:47:58.540 --> 00:47:59.980

of views, the exact same video.

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00:47:59.980 --> 00:48:03.900

I mean I have a video that has over a million views on TikTok that has like 500

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00:48:03.900 --> 00:48:08.140

views on YouTube. [Nolan] Interesting. [Mark] You know, which I to realize, I do think that is,

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00:48:08.730 --> 00:48:10.940

it's a different, it's a different algorithm.

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00:48:10.940 --> 00:48:14.260

It's a different audience and you gotta think where does yours work best?

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00:48:14.440 --> 00:48:17.220

Cuz sometimes what you wanna do is like you have your podcast,

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00:48:17.490 --> 00:48:18.940

what might be best for you to,

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00:48:18.940 --> 00:48:23.500

to make it attractive for TikTok is cut out those like 62nd bids or minute and a

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00:48:23.500 --> 00:48:24.540

half bids then hey,

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00:48:24.540 --> 00:48:27.700

this is a really good thing to get them to then come to the website or, or,

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00:48:27.700 --> 00:48:31.140

or go subscribe to the podcast for some people. I love your podcast,

957

00:48:31.200 --> 00:48:34.460

but I just like watch the little bits. Like, like I watch all these,

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00:48:34.460 --> 00:48:37.060

these comedians, I don't ever watch their Netflix special,

959

00:48:37.410 --> 00:48:42.260

I don't buy their album, but I do watch their 92nd like joke three times a day.

960

00:48:43.530 --> 00:48:46.760

So that could be another income stream. Yeah. Um, and, and that's just it.

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00:48:46.760 --> 00:48:47.280

Don't be,

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00:48:47.280 --> 00:48:51.600

don't think that oh TikTok is only for kids or Facebook is only for grandmas.

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00:48:51.600 --> 00:48:54.440

You'll be surprised what people do well on different things.

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00:48:54.440 --> 00:48:57.120

And that's why it's funny, like you'll see people on Instagram will say,

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00:48:57.120 --> 00:49:00.880

oh I have 9 million subscribers on TikTok and then they have like 30,000 on

966

00:49:00.880 --> 00:49:01.840

Instagram. I mean look,

967

00:49:01.870 --> 00:49:05.080

I have almost a million on YouTube but I've only got like 28,000 on Instagram,

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00:49:05.080 --> 00:49:07.200

like 14,000 on TikTok. It doesn't,

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00:49:07.200 --> 00:49:10.960

those things don't transfer over but that's where you try like, hey,

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00:49:10.960 --> 00:49:12.880

if you're gonna make stuff that can work in multiple platforms,

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00:49:12.880 --> 00:49:14.800

put 'em all over. There's no reason not to.

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00:49:14.800 --> 00:49:17.600

Cuz it's free for you to upload there and that can make you more money.

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00:49:17.600 --> 00:49:20.280

That's one thing. I think also if your stuff gets stuck,

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00:49:20.640 --> 00:49:24.250

like you're in podcasting so you know haven't, so the people you interview,

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00:49:24.250 --> 00:49:27.250

you make it as easy as PO for them. You send them, uh,

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00:49:27.250 --> 00:49:30.330

a square thing that they can put in their, you know,

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00:49:30.610 --> 00:49:33.290

their Instagram posts or a Twitter thing and here's the link to put in there.

978

00:49:33.340 --> 00:49:35.850

So it makes it as easy as possible. They just, oh you give this to me,

979

00:49:35.850 --> 00:49:39.370

I'm just gotta, okay, upload, it's all right there. Here's the thing,

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00:49:39.370 --> 00:49:41.730

here's the text to put in there. You make it easier for them.

981

00:49:41.870 --> 00:49:43.610

And so it makes it easier for them to share that.

982

00:49:43.610 --> 00:49:46.130

It helps get the word out a little bit more. Like, you know, I'm gonna tell you,

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00:49:46.130 --> 00:49:48.250

hey, when this goes live, send me the link.

984

00:49:48.250 --> 00:49:52.810

I'll put it up either on Monday or a Thursday cuz otherwise it gets caramelized

985

00:49:52.810 --> 00:49:55.410

by our videos. So be a post and hey check this out.

986

00:49:55.710 --> 00:49:59.330

Now it's not gonna get you a bajillion subscribers but it might get you an extra

987

00:49:59.330 --> 00:50:03.490

a hundred, 200, 300,000 views. You know, and that's something. And if those,

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00:50:03.490 --> 00:50:07.290

some of them will subscribe and that's why collaborations a lot of times are

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00:50:07.290 --> 00:50:10.010

fun. And YouTube really, they used to push collaborations all the time.

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00:50:10.400 --> 00:50:14.130

I didn't see a lot of benefit from it, but I always tried to work with channels,

991

00:50:14.190 --> 00:50:16.170

you know, smaller than me so that there wouldn't be much there.

992

00:50:16.170 --> 00:50:19.170

But it helped out smaller channels. And whenever I talked to channel,

993

00:50:19.170 --> 00:50:19.690

it's funny,

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00:50:19.690 --> 00:50:22.210

like actually a lot of times when I've talked to channels my size are bigger or

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00:50:22.210 --> 00:50:24.050

a little bit smaller, they never wanted to work with me.

996

00:50:24.160 --> 00:50:27.840

I don't know why it was really weird, but like even sometimes small channels,

997

00:50:27.840 --> 00:50:30.280

I'm like, Hey, you know, I like your stuff. There's one,

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00:50:30.280 --> 00:50:33.720

there's one specifically. I actually filmed my part for them. I'm like, hey,

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00:50:33.720 --> 00:50:35.800

all you have through is this, I'll put it,

1000

00:50:35.950 --> 00:50:38.480

it's one of my do it'll be a dongs video with Europe in it.

1001

00:50:38.480 --> 00:50:40.800

That's a video that will get probably a hundred,

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00:50:40.800 --> 00:50:44.240

200,000 views over the next few years. So it's gonna ever ring content.

1003

00:50:44.260 --> 00:50:48.040

You showing up and they never filmed it, they ghosted me. I'm like,

1004

00:50:48.040 --> 00:50:50.760

[Nolan] I would've jumped on that opportunity right away. Keep that in mind.

1005

00:50:51.670 --> 00:50:54.600

[Mark] Like those opportunities when they come out do that. Like someone say, Hey,

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00:50:54.670 --> 00:50:56.480

I really like your content right back to 'em,

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00:50:56.480 --> 00:50:59.560

you someone bigger or someone small. Hey maybe we do something together.

1008

00:50:59.780 --> 00:51:01.600

And that can help build up your community.

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00:51:01.710 --> 00:51:04.160

Also make sure you're helping people out.

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00:51:04.160 --> 00:51:07.720

If you're commenting on other YouTube videos or other podcasts,

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00:51:07.720 --> 00:51:11.240

like have productive, don't say, Hey come watch my YouTube. No,

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00:51:11.240 --> 00:51:13.880

you answer those questions and eventually people are like, wait,

1013

00:51:13.880 --> 00:51:16.120

doesn't that guy answer my questions? Not only is his own channel.

1014

00:51:16.120 --> 00:51:17.920

Oh that's kind of cool. So there,

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00:51:17.920 --> 00:51:20.440

there's those little things you can do to kind of build up your reputation,

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00:51:20.440 --> 00:51:22.240

especially in the educational space.

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00:51:22.270 --> 00:51:25.120

That goes a long way cuz a lot of educational ones,

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00:51:25.120 --> 00:51:28.480

people get kind of jerky and if you're a helpful answer it goes a long way.

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00:51:28.750 --> 00:51:32.520

[Nolan] Definitely. Well thank you and uh, all the listeners right now,

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00:51:32.520 --> 00:51:35.120

obviously check out Mark Wolter's channel.

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00:51:35.120 --> 00:51:37.880

You can see how good his advice is just on the spot right now.

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00:51:37.880 --> 00:51:42.280

This is all just verbatim or uh, sorry, sorry, um, extemporaneous right now. So,

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00:51:42.890 --> 00:51:44.280

uh, thank you for that Mark.

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00:51:44.280 --> 00:51:48.440

Now another, another question I have related to this end with culture is,

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00:51:48.690 --> 00:51:53.520

is there anything that you pay attention to when you're creating videos? Um,

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00:51:53.580 --> 00:51:58.520

and you want to attract people outside of America or outside

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00:51:58.520 --> 00:52:03.200

of your, your main audience? [Mark] Yeah, so when I, when I create my videos,

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00:52:03.310 --> 00:52:07.120

I, I, my whole idea is I'm creating this for someone like me.

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00:52:07.870 --> 00:52:12.160

I've lived all over the world. I've spent, I mean it's, I mean my,

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00:52:12.160 --> 00:52:14.200

my like I moved so much,

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00:52:14.200 --> 00:52:17.280

I never changed my address in the US so I literally lived at my parents' house

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00:52:17.280 --> 00:52:21.240

until I was about 40 officially because I moved so many houses in so many

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00:52:21.240 --> 00:52:23.960

countries. And I was like, and I haven't lived with my parents since I was 18,

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00:52:23.980 --> 00:52:26.840

you know, so I'm like, and I, I'm a little older than 18 let's say. Okay.

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00:52:26.840 --> 00:52:30.240

Like I, I'm older, I, I have more years than I have here on the top of my head.

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00:52:30.580 --> 00:52:34.280

And, and so it's like, oh and one thing I would say, um,

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00:52:35.380 --> 00:52:38.110

I lost my train of thought. Now I'm like, ah, I just went,

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00:52:38.110 --> 00:52:39.310

what were we talking about please?

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00:52:39.760 --> 00:52:42.030

[Nolan] So you were talking about moving around all over the place.

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00:52:42.030 --> 00:52:46.630

You had your address at your parents' house and I was asking when you create

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00:52:46.630 --> 00:52:48.990

content, do you ever this like,

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00:52:48.990 --> 00:52:51.710

do you ever change anything if you're trying to target a new?

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00:52:51.710 --> 00:52:54.830

[Mark] how my focus lost talked about focus. Um, no.

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00:52:54.830 --> 00:52:58.350

So what I wanna do with mine, I look for people like me. They from anywhere,

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00:52:58.350 --> 00:53:00.470

they can be from anywhere in the world and they just want,

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00:53:00.470 --> 00:53:02.710

I wanna go travel and I wanna get something out of the culture.

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00:53:02.710 --> 00:53:05.110

I don't just wanna, I don't wanna just do the bucket list.

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00:53:05.110 --> 00:53:09.070

I saw the Eiffel Tower check, I saw Petra check. No.

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00:53:09.770 --> 00:53:11.670

And I mean if I help those people, great.

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00:53:11.670 --> 00:53:13.470

But I want people like if you're gonna go see the avatar,

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00:53:13.470 --> 00:53:14.950

what other cultural stuff should you do?

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00:53:14.950 --> 00:53:16.350

What should you expect when you're there?

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00:53:16.350 --> 00:53:19.550

Like I wanna help people do that so when they go and travel they get more out of

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00:53:19.550 --> 00:53:22.510

it than just a checklist. They get like a cultural learning.

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00:53:22.680 --> 00:53:25.200

So I wanna teach people what you need to know to know.

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00:53:25.200 --> 00:53:28.600

So that's why our don'ts of travel, it's funny cuz people get on there,

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00:53:28.600 --> 00:53:29.200

they'll be very upset.

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00:53:29.200 --> 00:53:32.080

I came here to hate your video cuz you were gonna say that what not to do in my

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00:53:32.080 --> 00:53:36.200

city or my country, but actually it's mostly what you do do. I'm like, yeah,

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00:53:36.200 --> 00:53:39.040

but no one watches what to do when you're there. They watch what you don't do.

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00:53:39.330 --> 00:53:41.720

So I'll and what by doing that I give like,

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00:53:41.720 --> 00:53:44.840

hey don't forget to do these things but also don't forget this.

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00:53:44.940 --> 00:53:47.840

And so I can be very about, very serious topics. You know,

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00:53:47.840 --> 00:53:50.320

if you're going to Jamaica, LGBTQ community,

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00:53:50.320 --> 00:53:51.600

you gotta be careful when you're there.

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00:53:51.600 --> 00:53:56.440

It's a beautiful place but it's either they're not LGBTQ friendly. Okay?

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00:53:56.440 --> 00:53:58.560

And so I could talk about that, but I don't talk about that first.

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00:53:58.560 --> 00:54:00.640

I can talk about these other things then they're like, oh but you know,

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00:54:00.640 --> 00:54:03.000

then I can lead that in. Cuz people right away,

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00:54:03.000 --> 00:54:05.880

if you start with a punch to the face, they're not gonna listen to you.

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00:54:06.020 --> 00:54:07.920

But if you kinda like give 'em ideas, give 'em ideas,

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00:54:07.920 --> 00:54:11.560

then a little punch to the shoulder, hey fyi, they're like, oh yeah,

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00:54:11.560 --> 00:54:13.000

you're right. And that helps out.

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00:54:13.210 --> 00:54:15.960

So I really wanna train people because it help people. It's,

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00:54:15.960 --> 00:54:19.480

my goal is to give people the skills that they can travel on their own.

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00:54:19.550 --> 00:54:21.280

Like you don't need a tour guide,

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00:54:21.280 --> 00:54:23.560

you don't need to hire a cruise or something like that.

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00:54:23.660 --> 00:54:26.920

You have the skills to enjoy this culture on your own and here's the things to

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00:54:26.920 --> 00:54:30.440

be ready for. So that's my head of mindset. So what do people need to know?

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00:54:30.470 --> 00:54:32.040

What's gonna help them have the best trip?

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00:54:32.040 --> 00:54:35.640

What's gonna make it so they don't get upset that there's nowhere to get food

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00:54:35.640 --> 00:54:38.400

until noon or one o'clock in Spain? You know, or,

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00:54:38.530 --> 00:54:41.560

or they don't get upset in Portugal when they make you pay for the bread and the

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00:54:41.560 --> 00:54:43.160

butter. You know, like little things like that,

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00:54:43.440 --> 00:54:47.120

which I see people get really upset about. Like people will get so mad.

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00:54:47.120 --> 00:54:51.120

Like I would be in Italy and people would be so mad I had to pay two euros to

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00:54:51.120 --> 00:54:53.120

use the bathroom in Venice. Oh my. I'm like,

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00:54:53.340 --> 00:54:56.160

but didn't you have a fantastic time there? Why was the food really good?

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00:54:56.160 --> 00:54:58.960

Weren't the people super nice? Didn't you love the sites? You're like,

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00:54:58.960 --> 00:55:03.060

well yeah, but I had, I'm like, you let two euros ruin your trip.

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00:55:03.060 --> 00:55:05.460

You know, it's like, but if I let people know beforehand that, or,

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00:55:05.460 --> 00:55:06.260

or paying for the bread,

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00:55:06.260 --> 00:55:08.580

the bread, it becomes something they're really upset with.

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00:55:08.580 --> 00:55:10.980

It's more something they're like, oh hey, I knew that.

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00:55:10.980 --> 00:55:14.300

And it actually makes it a positive that they knew that little cultural

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00:55:14.300 --> 00:55:16.740

difference, a little cultural nuance they didn't know before.

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00:55:16.740 --> 00:55:20.020

So that's what I'm really trying to do when I'm doing my prep work is really

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00:55:20.210 --> 00:55:23.260

what is everything I would wanna know so I can know the best time with my family

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00:55:23.260 --> 00:55:25.820

when I travel or if I'm traveling by myself or with my buddies.

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00:55:26.330 --> 00:55:28.540

That's what I'm going for. [Nolan] Definitely. I,

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00:55:28.540 --> 00:55:31.340

I think that's something all the listeners should be aware of too with their

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00:55:31.340 --> 00:55:36.340

don'ts videos or anyone talking about anything related to cultural competence.

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00:55:36.340 --> 00:55:40.460

I write a lot about this on my blog and I talk a lot about it on the podcast as

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00:55:40.460 --> 00:55:44.980

well. And whenever we're mentioning these don'ts or do's or any general, um,

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00:55:45.580 --> 00:55:49.140

cultural competence notes, it is, it does generalize.

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00:55:49.140 --> 00:55:51.900

And I think that's why so of those people get pissed off because they're like,

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00:55:51.900 --> 00:55:56.020

oh this generalization doesn't relate to me. You're perpetuating stereotypes.

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00:55:56.020 --> 00:55:56.620

But it's like, no,

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00:55:56.620 --> 00:56:00.220

we're just using these generalizations just so you have an idea.

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00:56:00.230 --> 00:56:04.220

Of course it can vary from situation to situation. [Mark] Yeah cuz I, cuz I,

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00:56:04.220 --> 00:56:08.300

my personal favorite is I've never seen this in my country or my city ever,

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00:56:08.300 --> 00:56:09.660

so it doesn't exist. I'm like,

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00:56:09.930 --> 00:56:13.980

well do you visit all parts of your country and all parts of your cities?

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00:56:13.980 --> 00:56:16.740

Have you gone to these places? That's why it's very different.

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00:56:16.740 --> 00:56:17.460

Like I'll talk to people,

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00:56:17.460 --> 00:56:20.740

it's like sometimes it's better to talk to locals and sometimes it's better to

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00:56:20.740 --> 00:56:24.000

talk to travel people. Cuz if you're looking at hotels and sites,

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00:56:24.190 --> 00:56:28.080

it's better to talk to travel people because they stay at hotels,

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00:56:28.110 --> 00:56:31.120

they go to the sites, they evaluate the sites to let people know what to do.

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00:56:31.130 --> 00:56:34.040

Whereas locals, locals don't go to the local museums.

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00:56:34.390 --> 00:56:36.960

I've never been to the museum here in Champaign where I live.

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00:56:37.100 --> 00:56:38.880

You know why I actually have, but you know,

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00:56:38.880 --> 00:56:42.280

I don't know hardly anybody that's gone to the Champaign County Museum and we

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00:56:42.480 --> 00:56:45.000

actually have a wonderful art museum, the Kraner Art Museum here on campus.

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00:56:45.190 --> 00:56:48.280

I've been there multiple times. I've seen like three people at it at a time.

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00:56:48.280 --> 00:56:51.120

That's the max. Yeah. You know, like people don't go to their locals up,

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00:56:51.120 --> 00:56:54.440

but they go to Louvre, they go, they, they go to you know, Prada,

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00:56:54.440 --> 00:56:55.273

they go to Lou's things.

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00:56:55.380 --> 00:56:59.880

And so that's where I think outside travel people are much more helpful than the

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00:56:59.880 --> 00:57:04.320

locals. However, if you're looking for food and cultural advice in restaurants,

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00:57:04.350 --> 00:57:07.120

locals went all the time because they eat the food all the time.

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00:57:07.120 --> 00:57:08.400

They go out to eat all the time,

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00:57:08.410 --> 00:57:12.160

they'll know better than the travel person that went last year.

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00:57:12.160 --> 00:57:15.680

And that's one thing for us, I never talk about what restaurants to go to.

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00:57:15.870 --> 00:57:18.000

I always talk about what food you should have. I talk about that.

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00:57:18.000 --> 00:57:20.640

Here's the cultural food to have when you're there and therefore you can find

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00:57:20.640 --> 00:57:23.040

your own restaurant to eat that at. Because you know what,

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00:57:23.210 --> 00:57:26.440

there's been like two times I've actually mentioned specific restaurants and

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00:57:26.440 --> 00:57:30.360

videos and both those restaurants closed like within six months of me making the

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00:57:30.360 --> 00:57:33.760

video, I'm like, oh. So I'm like, I cursed them. So I do not,

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00:57:33.760 --> 00:57:38.210

I don't wanna curse anymore restaurants [laughter]. [Nolan] Yeah, yeah, no,

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00:57:38.210 --> 00:57:42.810

everything you're say, uh, to relates to the, the reference group effect, right?

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00:57:42.810 --> 00:57:44.930

When we're talking about these don'ts,

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00:57:44.930 --> 00:57:47.810

you have to keep in mind Mark Wolter's reference. Right?

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00:57:47.810 --> 00:57:51.330

Or if you watch another video that might contradict some things,

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00:57:51.330 --> 00:57:54.010

it's because it's from a different reference point. [Mark] Hey,

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00:57:54.010 --> 00:57:56.690

that's why some people will watch as many videos as you can to get as much

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00:57:56.690 --> 00:57:59.450

perspective. Cuz I'll, I'm like, before I go to a destination,

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00:57:59.450 --> 00:58:00.650

I have my own ideas beforehand,

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00:58:00.670 --> 00:58:05.290

but I'll read some like a hundred blogs and watch 20 to 30 videos about it and

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00:58:05.290 --> 00:58:09.650

go to the library and my local bookstore and look at the bar like the

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00:58:09.650 --> 00:58:12.010

the photos, the Lonely Planet, the National Geographic.

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00:58:12.240 --> 00:58:15.420

I'll do everything I can and then I'm still not filming. Yeah.

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00:58:15.420 --> 00:58:17.420

I still didn't go and then have my own experiences,

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00:58:17.420 --> 00:58:20.180

but I have this background and of course we'll have different experiences.

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00:58:20.180 --> 00:58:24.420

So I put in here, here's my experience as me doing this. He's up.

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00:58:24.700 --> 00:58:28.710

[Nolan] Definitely. All right. Well Mark, thank you so much for all of that.

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00:58:28.710 --> 00:58:32.150

We're coming up on an hour here. Um, that was really helpful for me.

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00:58:32.150 --> 00:58:36.070

I learned a lot from you already. I'm looking forward to following more on, uh,

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00:58:36.070 --> 00:58:39.910

the Professor Mark channel as well. I'll definitely be keeping an eye on it.

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00:58:40.240 --> 00:58:40.990

Uh, Mark,

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00:58:40.990 --> 00:58:44.510

anything else you want to mention to the listeners as a final note here? [Mark] Sure.

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00:58:44.510 --> 00:58:46.510

If you were to learn about the dos and donts of travel,

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00:58:46.510 --> 00:58:49.990

you can find us at Wolter's world, w o l t e r s world.

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00:58:50.180 --> 00:58:54.510

It's on YouTube, Pinterest, Facebook, Twitter, Instagram,

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00:58:54.620 --> 00:58:58.470

TikTok, LinkedIn. We're pretty much at all the places you can find us there.

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00:58:58.470 --> 00:59:01.190

And if you wanna learn more about business education for free,

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00:59:01.190 --> 00:59:03.310

you can go to our YouTube channel, professor Wolters ,

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00:59:03.480 --> 00:59:06.750

or you can go to professorwolters.com and we have everything set up there just

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00:59:06.750 --> 00:59:08.310

as a class ready for you to learn for free.

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00:59:08.330 --> 00:59:10.590

[Nolan] And you can find all the links in the description.

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00:59:10.590 --> 00:59:14.790

I'm also gonna provide all the links to Mark's website and his channels as well.

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00:59:14.920 --> 00:59:18.990

So you can find that on whatever listening platform you're listening to right

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00:59:18.990 --> 00:59:22.470

now. So thanks for tuning in. New episodes every Tuesday.