This book talk explores how contemporary American culture constructs youth in the era of digital media as inextricable from creativity, which is the subject of *The Digital Is Kid Stuff: Making Creative Laborers for a Precarious Economy* (UMN Press, 2021). Rather than taking creative digital youth as a natural fact, however, *The Digital Is Kid Stuff* shows how youth are instrumental to the creative economy not solely as the future labor force but also as cultural sites for negotiating the political, economic, and ideological meanings of the creative economy itself. Through overview of case studies on *Minecraft* and modding, *Make* magazine and DIY technoscience, Instagram and self-branding, and science fiction and speculative design, this talk discusses how contemporary American digital culture mobilizes figurations of creative digital youth in order to make sense of economic and political precarity under the guise of creative labor, creative industries, and the creative economy and asks what we are to make of creative digital youth.