

Enshittification

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Enshittification Latest News

The now-viral term 'enshittification' helped put a name to a change that internet users are noticing: the feeling that many of your digital experiences, transactions, and services are not improving with time but are actually becoming worse because of their makers' updates.

About Enshittification

- It is an **informal word used to criticize the degradation** in the **quality and experience of online platforms over time**, often due to **profit-seeking behavior or monopolistic control**.
- In 2022, the **Canada-born author, tech journalist, and activist Cory Doctorow** coined the term "enshittification."
- It is a way of naming the process through which **internet platforms are being made deliberately worse for customers**, by their decision-makers, **until they decay completely**.
- It is also used to **refer to a range of symptoms that degrade your experience as an internet user or customer**.

- Some examples include the **insertion of advertisements, self-preferencing by tech companies, unfair bias in search results, once-free features becoming paid**, genuine products being replaced with lower-value dupes, and more.

Source: TH

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