Why I hate the internet

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Based on Jessica's six main categories of "opportunities for prosperity and pleasure". Or, "You must be new here? I can't believe you admitted to working in advertising."

Be fascinated, engrossed, delighted

As long as it's not NSFW. Nice politically correct compact content that is usually viewed during work hours by media professionals when waiting for a download or software update or anything with coffee. The quality isn't that high that you will waste your own time watching it, is it? Or when you come home after a hard day at the plant you'll relax and watch a couple of hours of stuff like that? Sure, some of that internet stuff is nicely done, but the fascination of the internet is more going on in downloading terabytes of popular full movies and pr0n through The Pirate Bay or something. Not some middle of the road PC RT to show you're in the loop. And even then, if you professionally need to provide a steady stream of such content you'll realize soon it's not even enough to fill prime time with it on a daily basis, and it stays popular because new generations are fascinated, engrossed and delighted by it, not because a single person is fascinated, engrossed and delighted by it again and again. It's sometimes good bubblegum, but still bubblegum.

Research/Analyze/Fan

Until one day you get "I must find this out today!". Then you'll soon notice most of the information on the internet is useless crap. It's like that phenomenon where if you see something in mainstream media that you know a lot about, you'll notice they get most of it wrong. And you start to wonder how they will get the subjects you don't know much about somehow right? And that's usually in an environment where people can get fired for being wrong. On the internet nobody cares. It might be nice to find a non–covered area in the OpenStreetMap project and fill it, but are you going to maintain that data? Check it all to see if something has changed every once in a while? There's no glory in that, so why bother? Just leave it to the people who are stupid enough to use the data and find out it's wrong to update it. When the internet was new all the information was up to date, a couple of decades later you're mostly looking at something that's way past it's sell by date.

Play/create/remix

Cheap, quick, easy? Even if there are thousands of movies doing about the same thing on the youtube, that doesn't mean about a hundred times more people tried it and failed miserably. A lot of stuff that might pretend to be done by amateurs is done professionally, semi–professional, or by media students who have all the knowledge and resources to pull it off. And probably in more than one take. The average internet user doesn't have a chance, and doesn't have Adobe Premiere skills. And this is closely linked to the previous chapter. A lot of tutorials advertise themselves by claiming how easy something is to achieve, but forget to mention the background needed to make it easy. And that background usually is that you'd have to have written a tutorial on the subject yourself to see how the tutorial makes it easy. Is there a Howto for your job? Or is your job the only job in the world that can't be covered by a Howto?

Express yourself/build identity/curate your personality

Make stuff up. And most people are bad at making stuff up. I can't find the quote right now, but it was something like "I use my real name because I don't want to reveal to much about myself". I can't hate somebody for what they are, but I can for what they made themselves to be. Joe Six–pack will probably end up with an identity worse than in reality. It's Google who decides who you are, not yourself in some profile form. And coming back to the tutorials, you might find some that explain how easy it is to fake what you listen to on last.fm.

Make friends/connect

Friends are part of the showcasing of your own identity! That's the most powerful part! That's how you build your echo chamber. Connect to people who share as much as possible and don't bother you with different views. Friends that you can rely on to answer every one of your questions with the answer you'd expect. Friends that understand that deep down you are in an un–hip rural or suburban existence, feeling isolated and alone, and encourage you to go for that spectacular school shooting. That will show them fucks not to fuck with Frank Sinatra!

Have your say/Achieve Change

Well, it's like before a match both teams are praying to have some god let them win. You never hear the losers complain about that after the match. And John and Hillary didn't have an active online community supporting them? How do the members of those communities feel about achieving change? About the same as how the people on the streets of Tehran feel now?

What does this all mean?

Read all the Terms of Service and the legalese of all the stuff on the internet you are using to see how liberated you really are. You're not paying for those services because you are not the customer. You are the product. You're the piano.

Via mon petit vole.

by Roland van Ipenburg http://www.xs4all.nl/~ipenburg/blog/posts/dull/2009/07/30/why–i–hate–the–internet/