

## **ENSHITTIFICATION**

Published On: 03-11-2025

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