



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalsivam Kamarajar"

ENSHITTIFICATION

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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

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