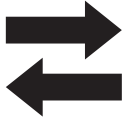


How to Fight Back



Demand Better Practices

Speak up against poor service and encourage companies to adopt sustainable, user-first business models.



Support Ethical Alternatives

Choose platforms that prioritize user experience and long-term sustainable growth when available.



Encourage Regulation

Advocate for rules that protect consumers from exploitative practices and ensure companies act in the best interest of their users.

Common Signs of Enshittification



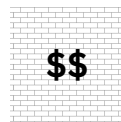
Hyper-Monetization

The company introduces aggressive monetization tactics, like microtransactions or fees for basic functions.



Decreasing Quality

The service becomes slower, less reliable, or loses valuable features that were once available.



Paywalls and Hidden Costs

More features are locked behind paywalls, and users are forced to pay for things that were once free.



Too Many Ads

The service becomes overloaded with ads, making it difficult to use or enjoy.

Enshittification

How Modern Platforms Decline

What is Enshittification?

"Enshittification," a term popularized by Cory Doctorow, refers to the process where a platform initially prioritizes user value but progressively degrades its services in pursuit of unsustainable growth (often driven by financial incentives), leaving users frustrated and abandoning the platform. This is particularly harmful when there are not market alternatives for users to move towards.



<https://www.houseofkaizen.com/newsletters/enshittification-is-a-thing-to-avoid>

The Cycle of Enshittification

User-Focused Growth

A company offers a great product or service, attracting many happy users with useful features and solid value.

Revenue-Focused Growth

To start making money, the company increases ads, fees, or premium options, but still maintains a generally good experience for users.

Bait and Switch

The company begins cutting components—features are removed, ads are added, and users are asked to pay for more—while still claiming to offer the same service.

Endstate

Eventually, the platform becomes unusable or less enjoyable, and users are stuck with a worse experience or leave the platform.

The Impact of Enshittification

- **Frustrated Users:** As platforms become worse, users feel betrayed and increasingly dissatisfied, leading to churn.
- **Erosion of Trust:** Consumers begin to lose trust in services and become wary of new platforms, expecting them to follow the same decline.
- **Loss of Market Efficiency:** As more companies engage in enshittification, the overall quality of available platforms drops, and users struggle to find services that truly meet their needs.

Too Big to Care -
Enshittification is a Choice
by Cory Doctorow



<https://doctorow.medium.com/https-pluralistic-net-2024-04-04-teach-me-how-to-shruggie-kagi-caaa88c221f2>