

From cluttered Google search results driven by SEO to the flood of ads and unwanted features imposed by platforms like Zoom, consumers have experienced the taste of “Enshittification” in their everyday digital lives, according to media reports.

This term has gained traction in response to the widespread rise of “platform capitalism,” monopolies, and “labor exploitation in the tech sector.” Cory Doctorow’s criticism of Amazon, where users struggle with fraudulent ads and poor service, became one of the earliest examples of this phenomenon.