

Some texts grow as you travel. Three trends in Web 2.0, as it was called in an earlier version, was first assembled on an early and warm Saturday morning in Brisbane from emails, online interviews, snippets of masterclasses, lectures, and debates I had with many of you. After an intense period of traveling, applications and bureaucratic obligations I now am back into writing. The growing essay was called Internet in my Brain but was retitled MyBrain. Net. [Here it is](#). It's my third contribution to the inspiring Eurozine meta website of European cultural magazines and starts with the 'neurological turn' in Web 2.0 criticism before turning to my own concerns. Enjoy!