

E-flux Journal published an essay of me that I wrote in the first months of the Trump administration. The text reflects that the general condition (if there is every such a thing) in critical internet culture. Here it is:

<http://www.e-flux.com/journal/83/141287/overcoming-internet-disillusionment-on-the-principles-of-meme-design/>

A fragment:

Our disenchantment with the internet is a fact. Yet again, enlightenment does not bring us liberation but depression. The once fabulous aura that surrounded our beloved apps, blogs, and social media has deflated. Swiping, sharing, and liking have begun to feel like soulless routines, empty gestures. We've started to unfriend and unfollow, yet we can't afford to delete our accounts, as this implies social suicide. If "truth is whatever produces most eyeballs," as Evgeny Morozov states, a general click strike seems like the only option left. But since this is not happening, we feel trapped and console ourselves with memes.