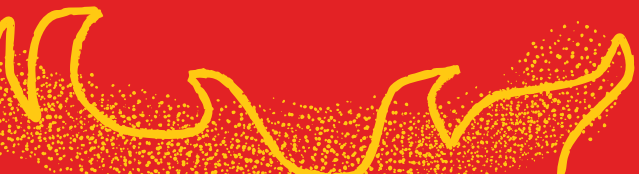
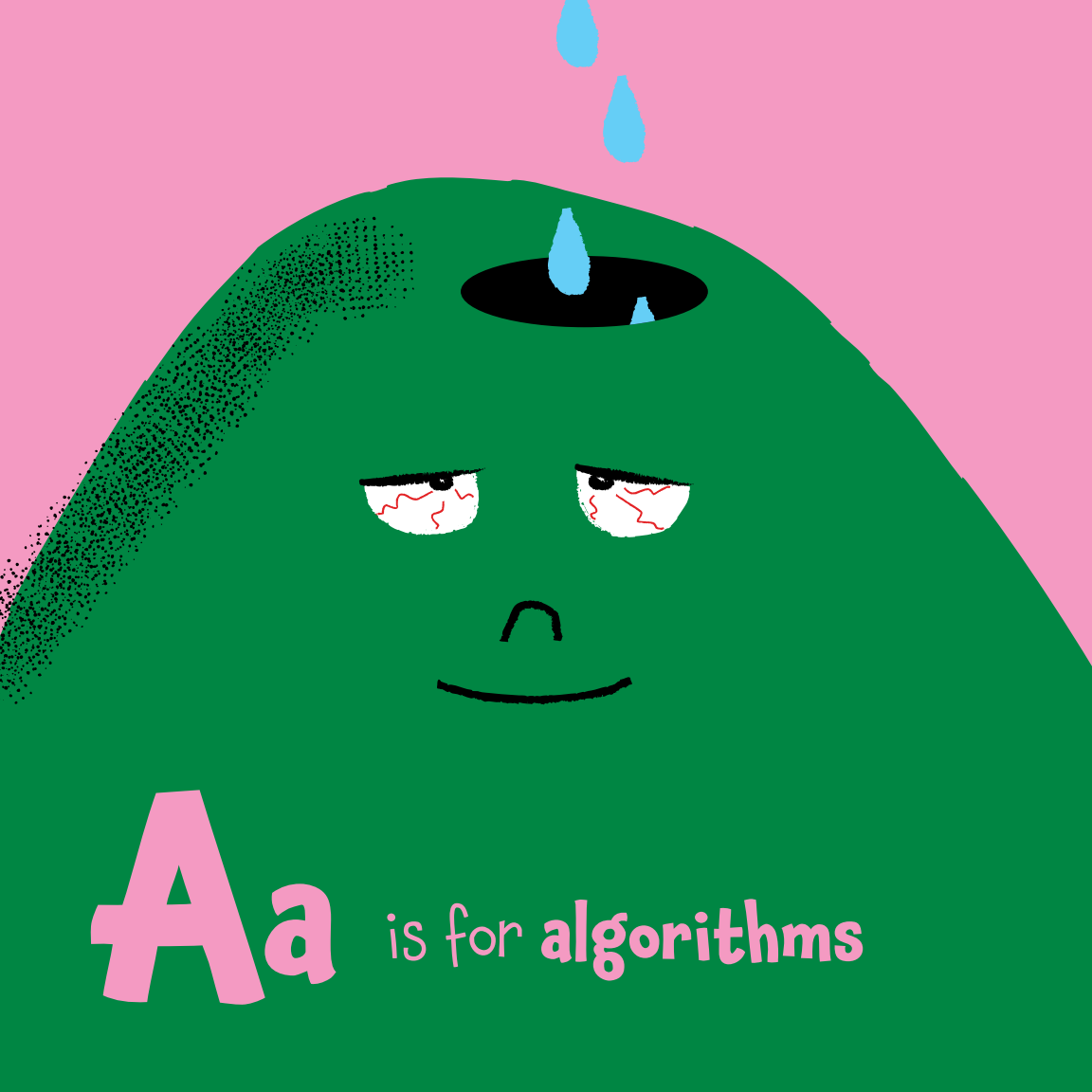
E is for ENSHITTIFICATION

Dedicated to the little ones of Evans Hunt. Aram, Aria, Augustus, Ciara, Colby, Dallyn, Delilah, Eslyn, Felix, Gus, Inanna, Isla, Magnus, Maisie, Matty, Maxim, Maxten, Nelly, Nyah, Oles, Olive, Riley, Rio, Sasha, Sermed, and Zayd. In hope of a brighter digital future.



Feel like the online world just keeps getting worse? **E is for ENSHITTIFICATION** helps explain why—or at least offers a brief reprieve before your next doomscrolling session.


Aa is for algorithms

Bb is for billionaire

Cc is for Cory

Dd is for Doctorow

The thought leader who coined "enshittification"—but now we're getting ahead of ourselves

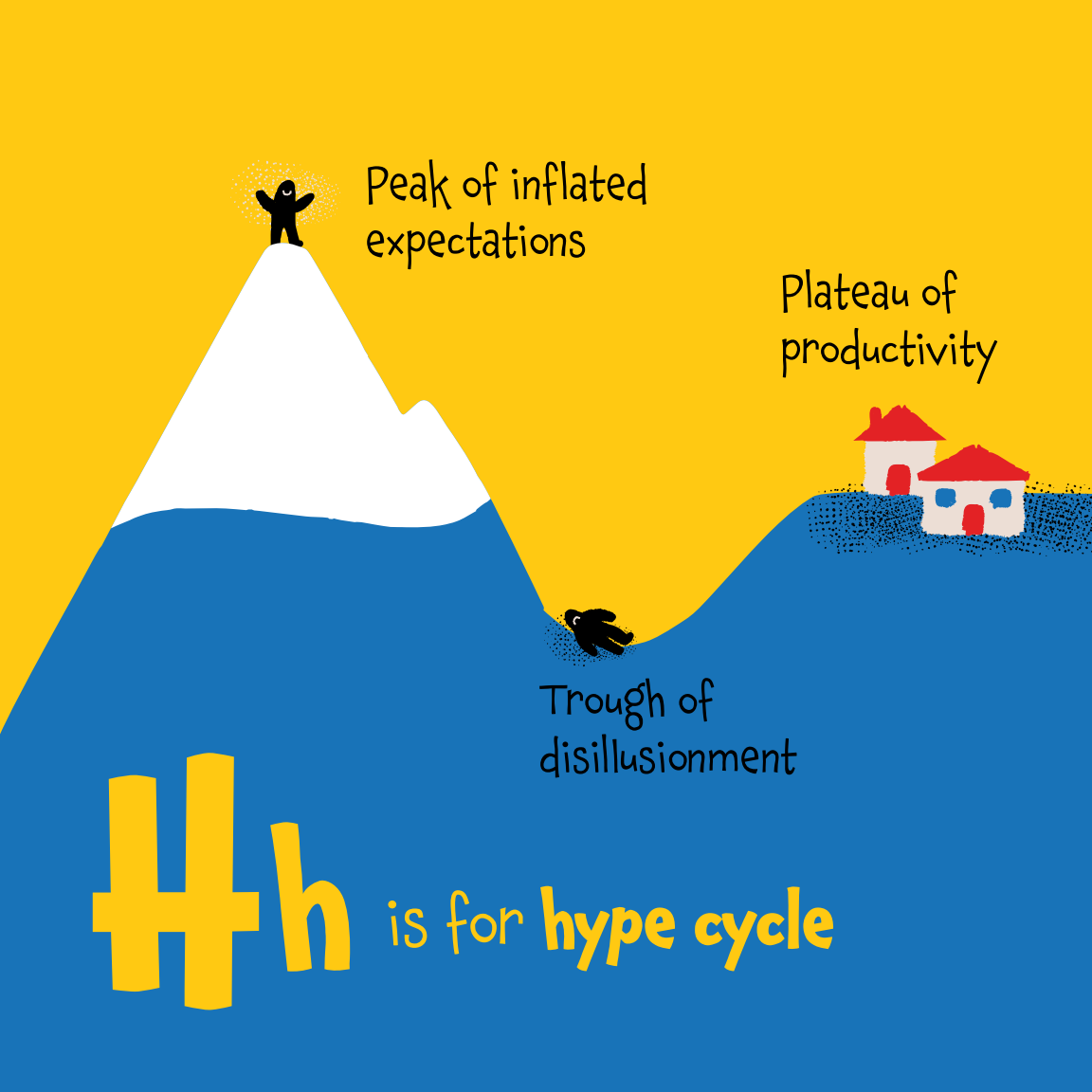
Thanks, Cory

Ee is for enshittification

Ff is for FAANG+

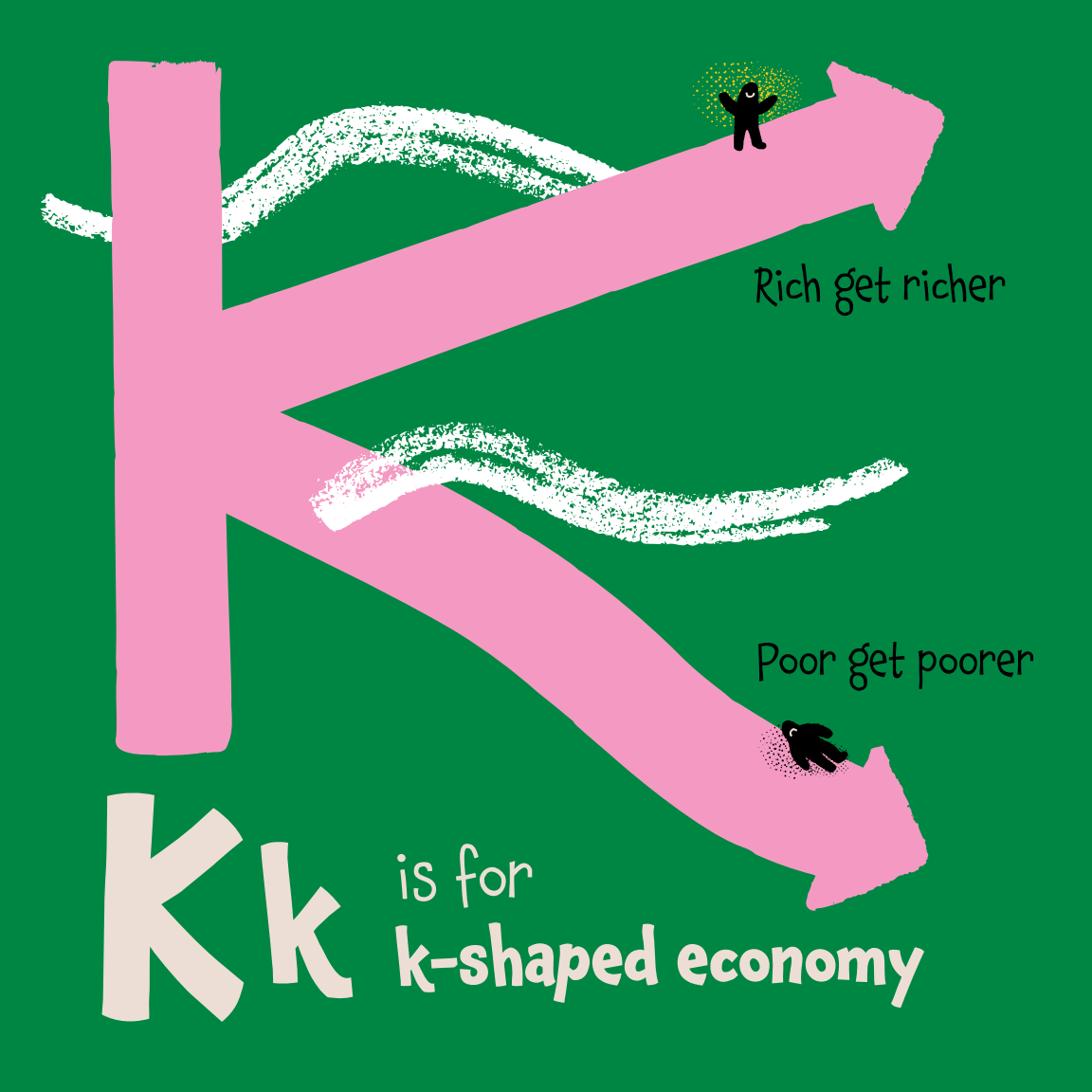
...and all their magnificent friends

Gg is for gated content


Peak of inflated expectations
Plateau of productivity
Trough of disillusionment
Hh is for hype cycle

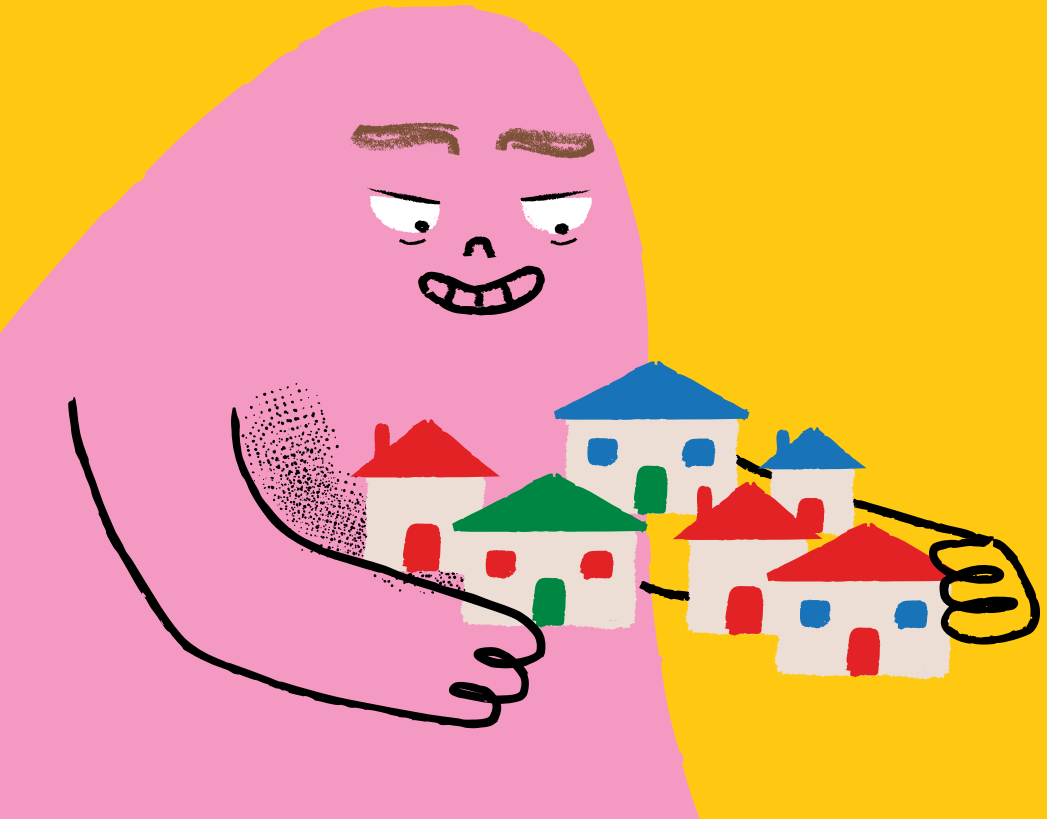
I i is for investors

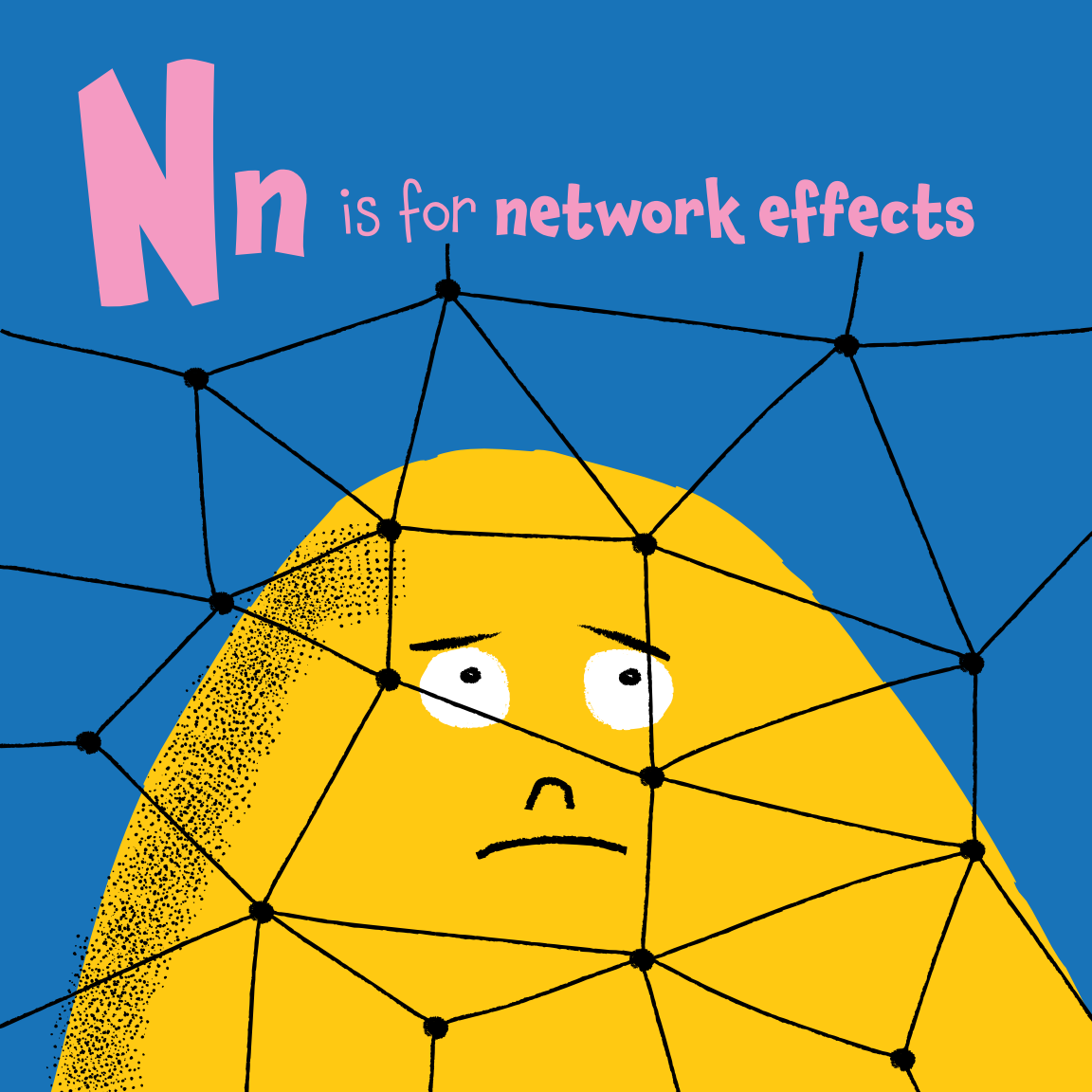
Jj is for **junk mail**


Rich get richer
Poor get poorer
Kk is for
k-shaped economy

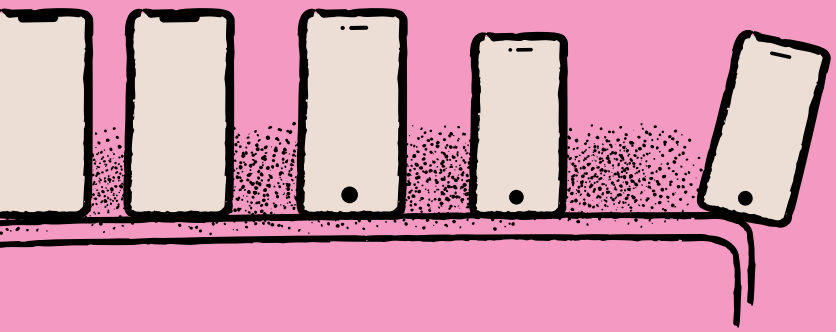
L l is for never-ending **layoffs**

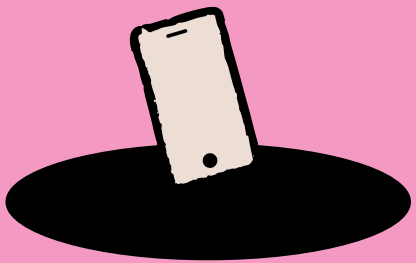
Mm is for monopoly

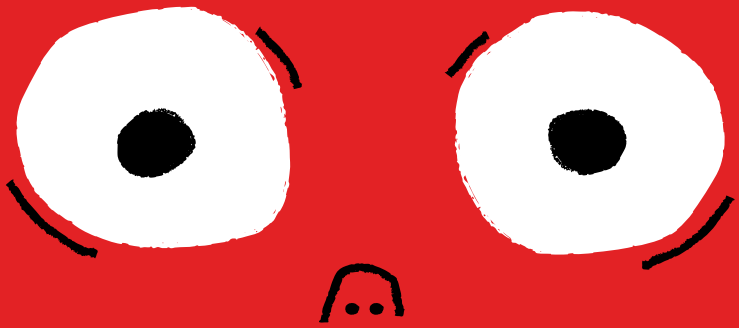



Nn is for network effects

Oo is for planned **obsolescence**

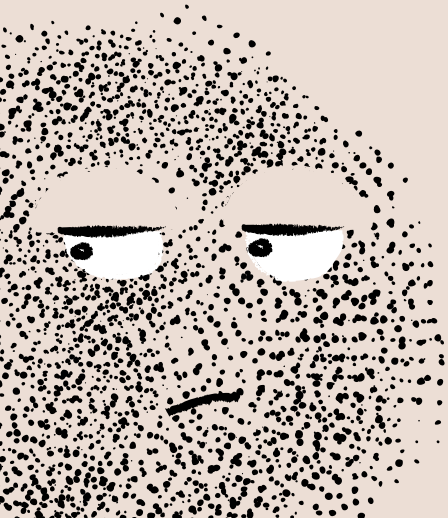






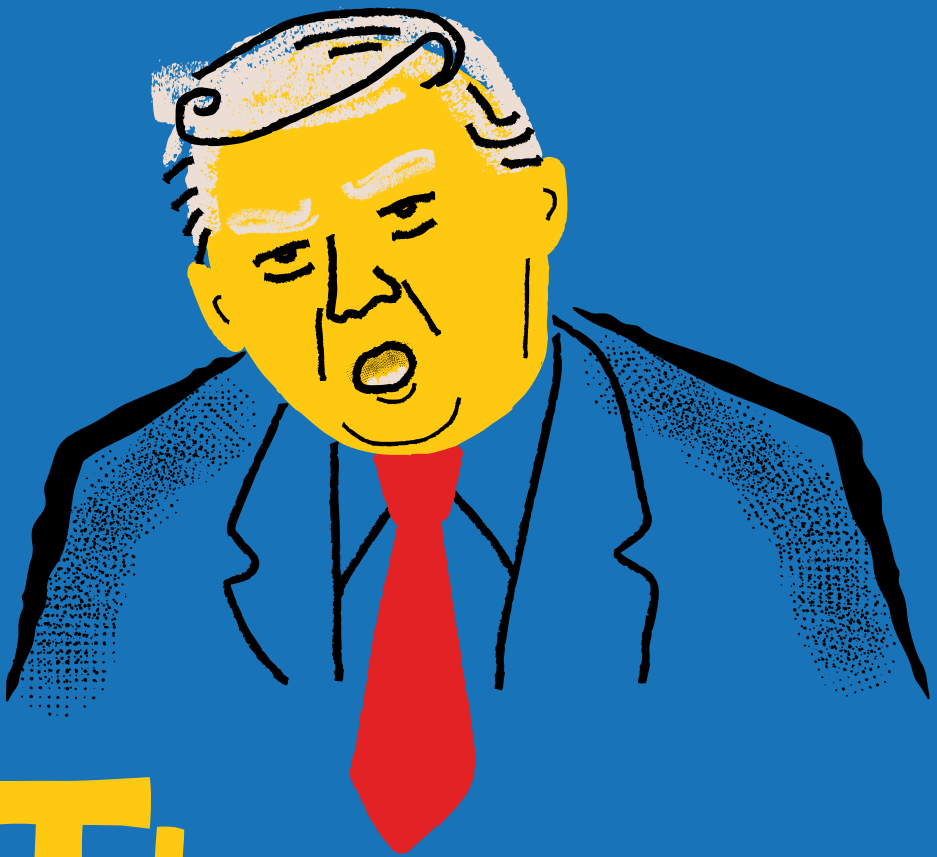
Pp is not for **privacy**

Qq is for **quiet quitting**



Rr is for revenue

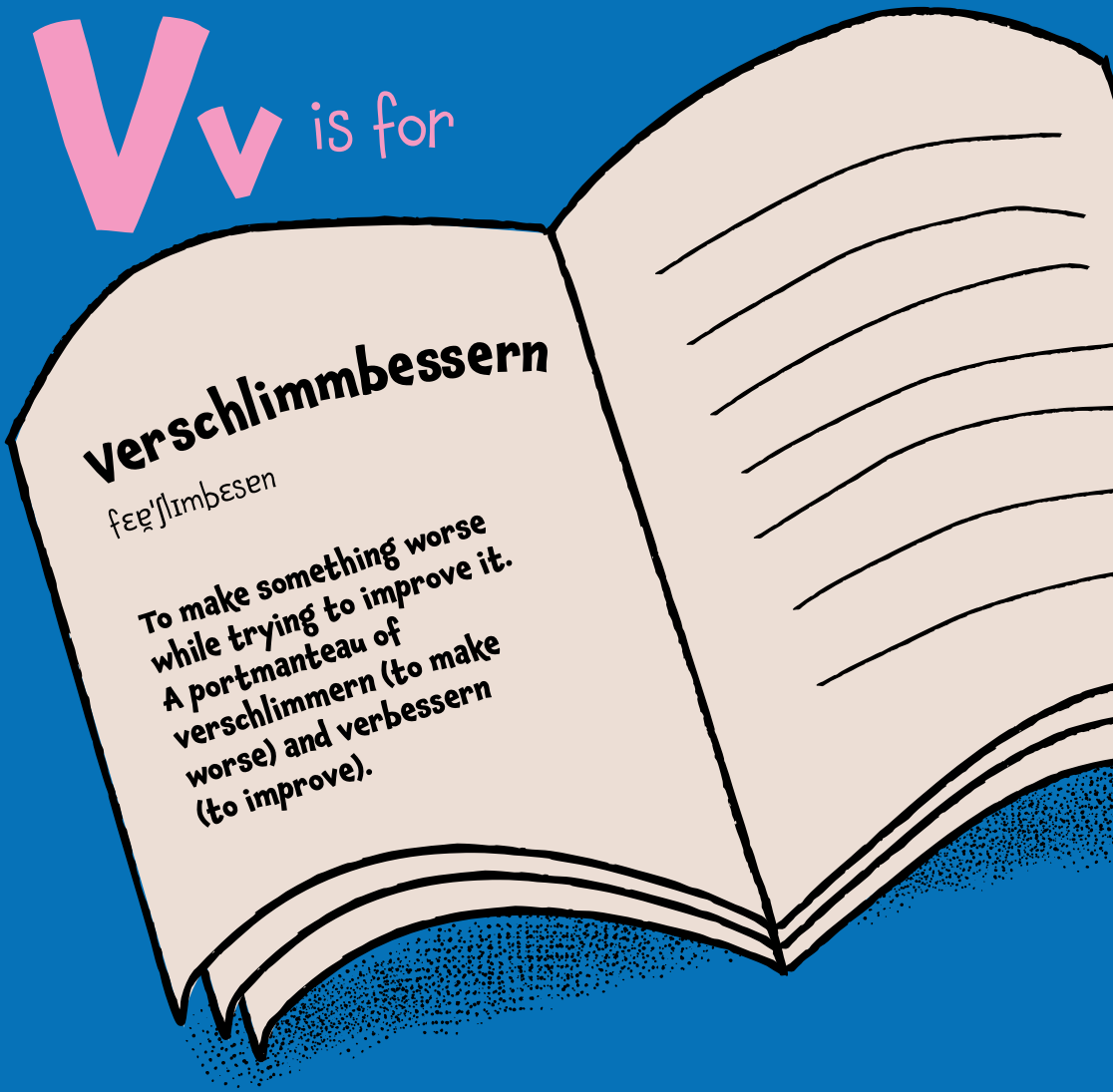
Ss is for **slop**



Tt is for **you know who**

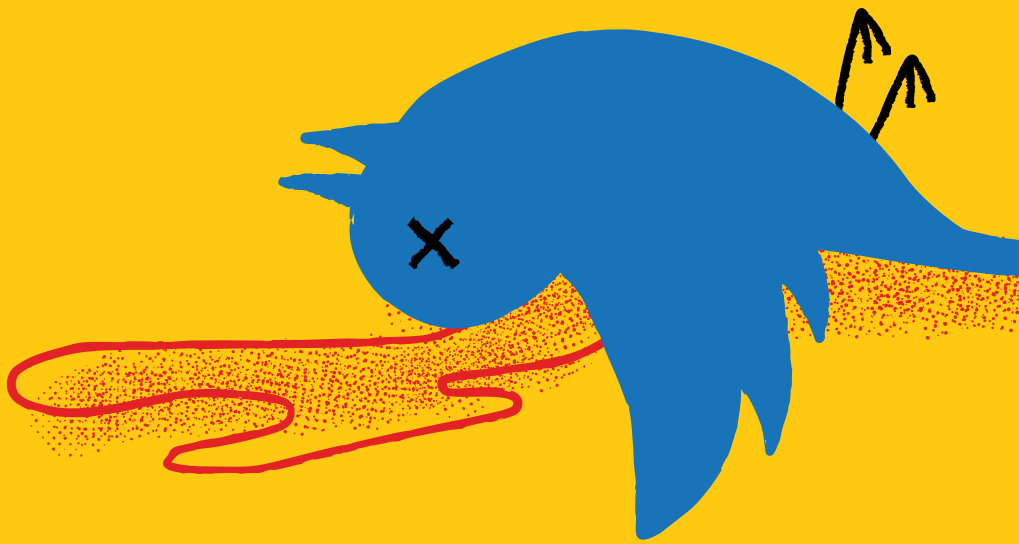
Uu is for user experience

Vv is for


verschlimmbessern
fɛɐ̯'ʃlɪmbɛsɐn
To make something worse while trying to improve it. A portmanteau of verschlimmern (to make worse) and verbessern (to improve).

Ww is for everything getting **worse**

Xx is for **Twitter**



Rest in peace, sweet bird

Yy is for "yes" to cookies

Zz is for Zuckerberg

Written by Monique Germain
Illustrated by Britny Samuelson
Direction by Andrew Turnbull
Inspired by Cory Doctorow

Learn more at
evanshunt.com/enshittification

An irreverent read great for
digital marketers, tech professionals,
savvy toddlers, and tired adults alike