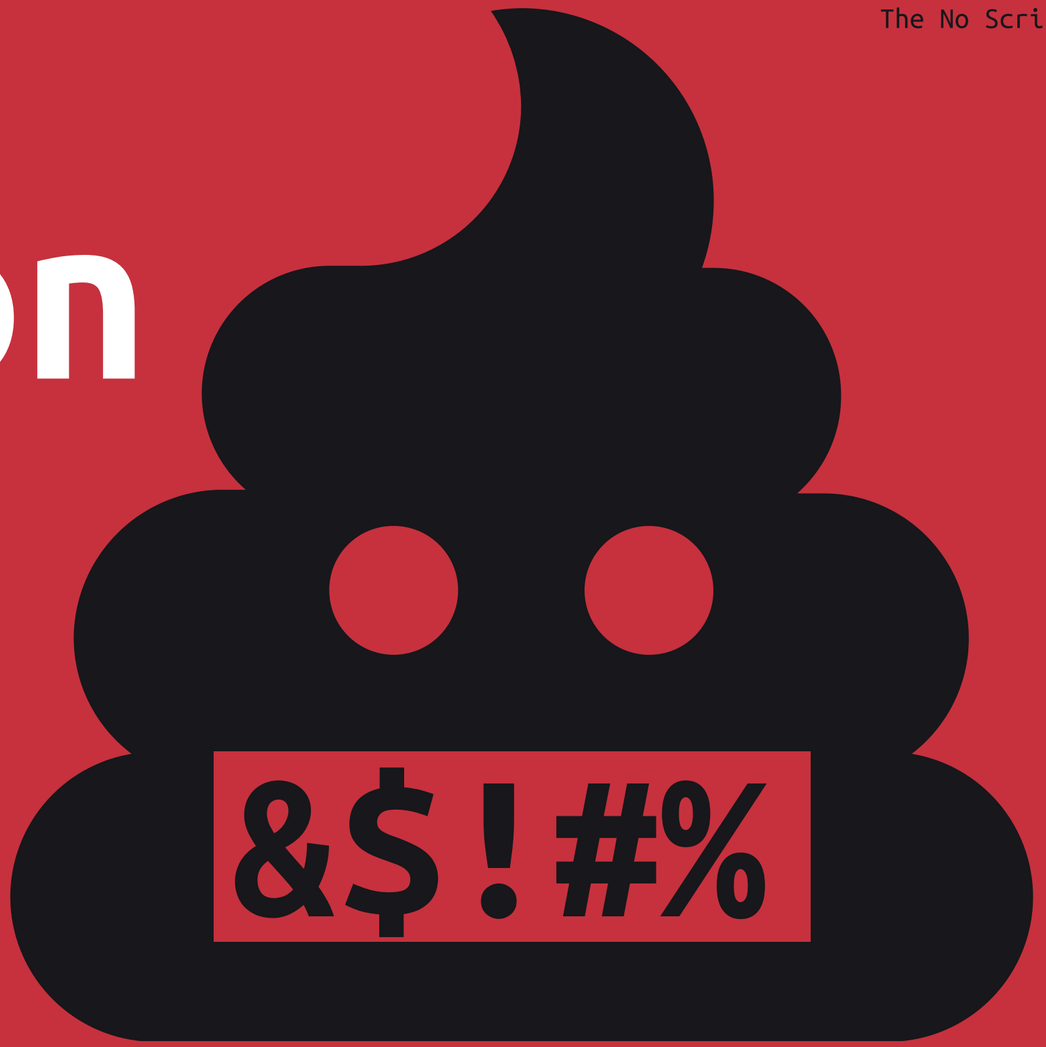
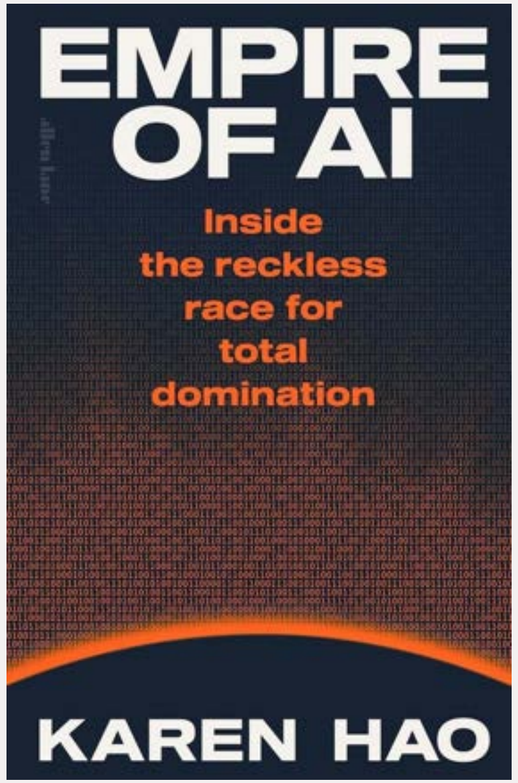
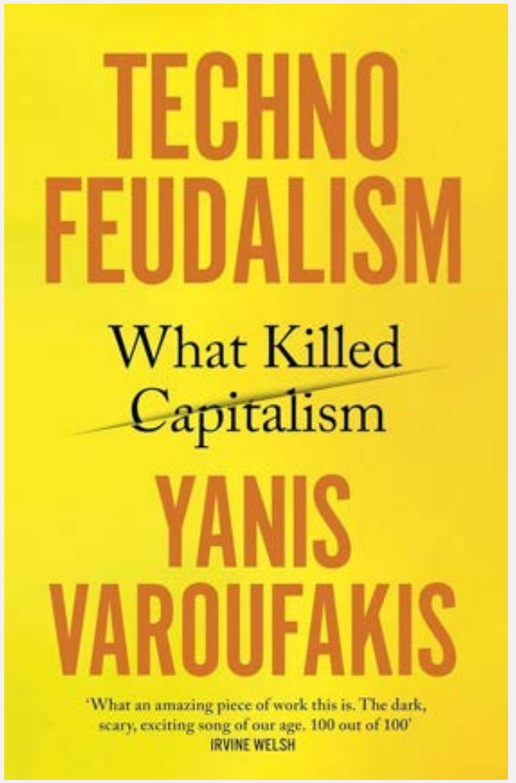
Enshit-tification

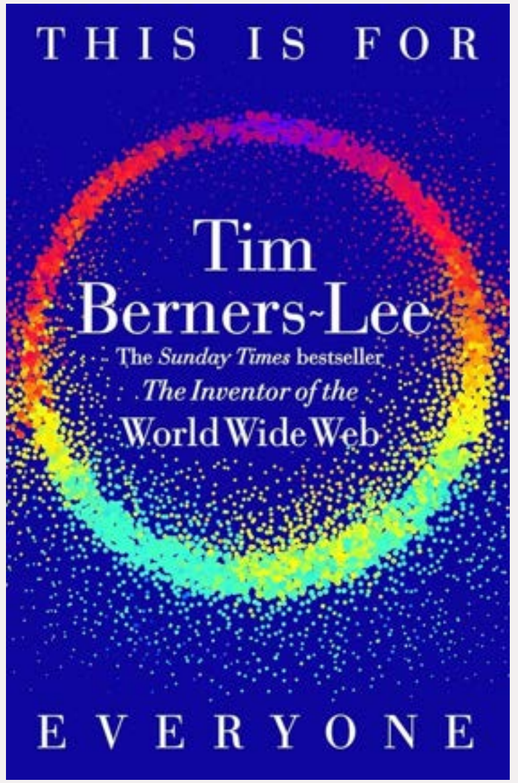
WHY WE NEED INDEPENDENT WEBSITES



The No Script Show







Ed Zitron's podcast and newsletter
www.betteroffline.com

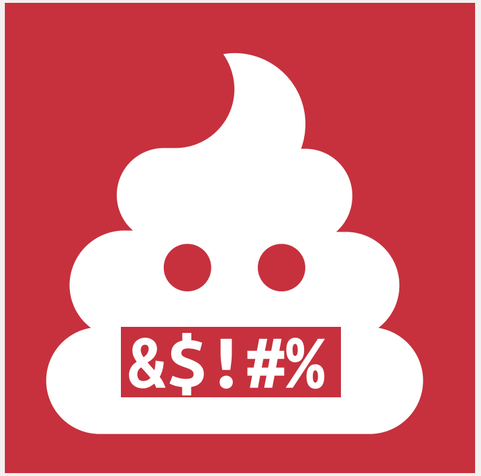
Carl Brown's YouTube channel
www.youtube.com/@InternetOfBugs

Stages of Enshittification

1. **Lure Users.** The platform offers a valuable service (typically at a loss) to attract a massive user base.

2. **Lure Business.** Once invested, the platform shifts value away from them toward business customers like advertisers and publishers to monetise.

3. **Extract Everything**. When business customers are dependent, the platform extracts value from both groups, raising fees and degrading the service.

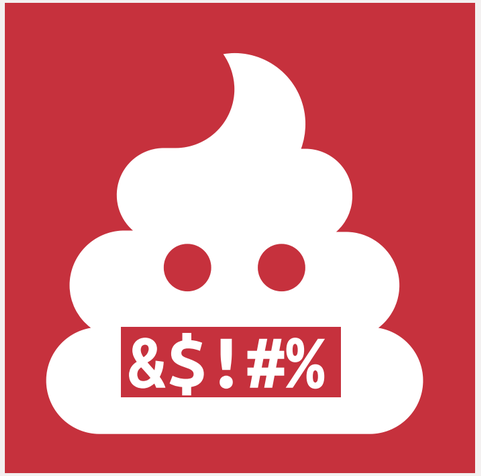


Three Examples

1. **Facebook:** Attracted users with privacy and friend-feeds, then shifted to publishers, and now prioritises "boosted" posts over organic content.

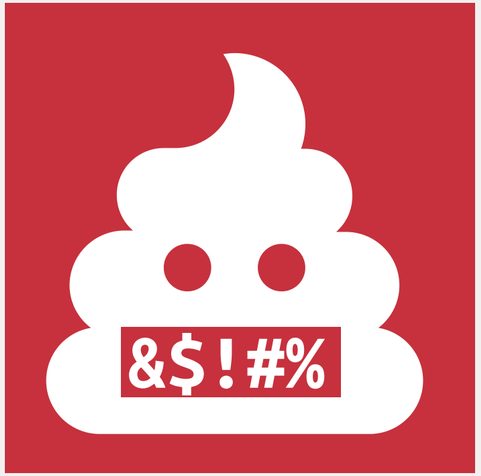
2. **Amazon**: Initially subsidized goods and shipping; now, search results are dominated by "pay-to-play" ads, and seller fees can exceed 45% of the sale price.

3. **Google Search:** Once known for relevant results it made them worse to increase search time and show more ads.



The Enshittiverse...

- Removes interoperability.
- Weakened Antitrust regulations.
- Reduces worker power.



Vibe Coding Hype of 2025

- **Feb:** The term was coined by Andrej Karpathy (OpenAI co-founder) in a viral post on X.
- **Mar:** The phrase spread so rapidly that it was added to the Merriam-Webster Dictionary as a "slang & trending" term.
- **Jul :** Startup accelerator Y Combinator noted that 25% of its Winter batch was building companies with codebases that were 95% AI-generated.
- **Sept:** major tech outlets began reporting a "vibe coding hangover" as senior engineers struggled to maintain the brittle codebases.

Vibe Coding in 2026

- Andrej Karpathy built NanoChat by hand, stating AI tools weren't helpful for that.
- Boris Cherny, who created Anthropic's Claude Code, acknowledged vibe coding works well for "throwaway code and prototypes" but fails when developers need "maintainable code" .
- Michel Truell CEO of Cursor—told Fortune's Brainstorm AI conference that "vibe coding" may work for quick prototypes but creates unstable foundations for serious applications.

What’s fueling the AI hype?

- Monopolistic tech companies need new "growth stories" to satisfy investors?
- Imperial expansion. Using AGI as a quasi religion?
- Consolidating power by undermining democracy?

The web is for everyone

- Tim Berners- Lee, the inventor of the World Wide Web, published “This is for Everyone” in late 2025.
- It’s a modest account of how this invention was built on the work of others.
- It’s also an account of the struggle to keep it in pubic ownership.
- It is critical of unregulated algorithm control.

Reclaiming agency

- The web is low tech. No third party platform is needed to make an effective website.
- We can own our own data and sydicate elsewhere.
- We can build for people rather than algorithms.

The End or Start?

This show aims to built websites that counter:

- Slop with quality.
- Enshittification with ownership.
- Feudalism with federation.
- AI empires with human ingenuity, empathy and respect.

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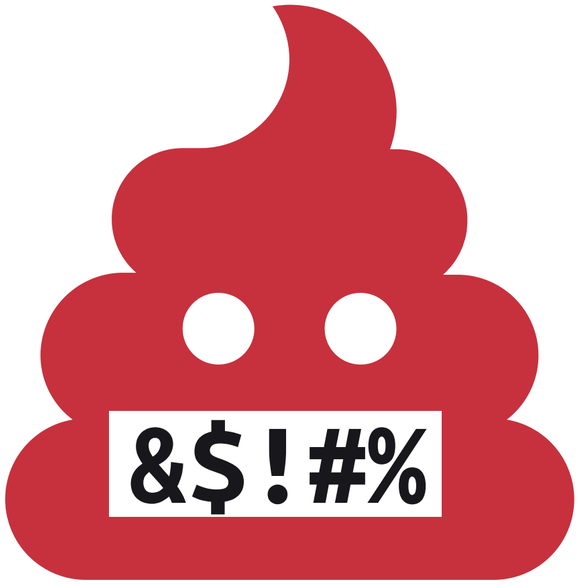
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