CART211

**Reading Reflection 5**

Submitted by: Alana DeVito

Date: Wednesday, October 28, 2020

Is there anything more satisfying than messing with rich, societal-steam-rolling greed? More importantly, those who not only leech the world’s resources through capitalism, but also brainwash the public in supporting their nefarious destruction? I was so pleased to hear of the times that the Yes Men’s creative protest means were successful. Very surprised as well. It’s nauseating to hear the straight-faced joke that greed promotes progress – and so satisfying to see the embarrassment of those duped so close to the proclamations. Once again, my assertion that as problematic as the internet has been over the past decade (in particular) or so, the pluses do still outweigh the negatives. The information twisted and promoted by the rich online, can be counteracted by an intelligent, creative activist at such a grand level. Fight misinformation with comedy, presenting the greed in the contradictory frame it deserves.

What we are seeing now during the pandemic is exactly the disaster economics that are described near the latter half of the Yes Man video. Disaster economics are such a blatantly evil tool wielded by the greedy corporations (hidden behind the curtain of distraction) that it’s important that activists attack it at the source. Although this documentary was from 2009, according to Wikipedia they are still active. One project is a public ‘outreach’ project called the Action Switchboard that connects activists all over the world to organize and activate Yes Men-like activism projects themselves. It’s somewhat comforting to know that while the internet remains open, there is a pipeline to fight hypocrisy and misinformation with its sneaky cousin, the hoax.