



*This manifesto is dedicated  
to those seeking a change in our relationship with technology  
and algorithmic systems.*

*A heartfelt thank you to Tristan Khadka and Nicolas Arsenault  
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# Introduction

In the era of ubiquitous digital influence, *Escapism* emerges not as a retreat, but as a profound movement challenging the foundation of our contemporary use of technology. This manifesto, crafted by *Sounder*—an individual navigating life's: Tech complexity Identity complexity. Opposed by the algorithmic lifestyles tendency of modern society.

Our stance on technology:

Leveraging technology as a tool to foster authenticity —unveils the principles of Escapism, inviting you to embark on a journey towards authenticity and intentional living. This movement aspires to be “The Reset” and the first step into “the revival of subculture”.

## What is Escapism?

Before going any further here's the dictionaries definition and our definition of escapism:

Dictionary definition:

an activity, a form of entertainment, etc. that helps you avoid or forget unpleasant or boring things.

*Escapism Noun - Definition, Pictures, Pronunciation and Usage Notes ...*,

[www.oxfordlearnersdictionaries.com/us/definition/english/escapism](https://www.oxfordlearnersdictionaries.com/us/definition/english/escapism). Accessed 4 Jan. 2024.

As mentioned above, this definition is usually associated with the tendency of retreating into some external world usually found by interacting with technology prompted by the hardships experienced in reality.

Our definition:

Escaping from escapism. To escape into real life rather than escaping to a digital life. For us escapism means retreating for introspection rather than escaping for distraction.

Escapism is an aspirational movement for people to relearn their relationship with technology, empowering individuals to reclaim control over their lives and engage in more meaningful ways with the world around them. We don't want disregard technology but rather relearn our relationship with it.

This manifesto aims to guide you through the complexities of technology and identity in the digital landscape. It advocates for a lifestyle that contrasts with the algorithmic norm, offering a contemporary perspective on how to engage with technology. To become a Post\_Phone\_Human (P.P.H). Drawing from Sounders' personal journey, it illustrates how he discovered a more meaningful and fulfilling way to use technology, ultimately enhancing his life and his authenticity.

## For who?

Meet our *Digital Generation*, a diverse group of people navigating the complexities of our digital age. Where our days start and end with screens—scrolling through social media feeds, consuming content, and juggling multiple digital platforms. The constant bombardment of information creates a sense of digital saturation, leading to identity crises and a pervasive feeling of emptiness within the group. We've been unrooted from our natural behaviors. This disconnection from our intrinsic tendencies has led to a divergence from organic, instinctual patterns, contributing to a sense of displacement in the modern landscape.

## Our Mission

### Post-Phone-Human (PPH)

This Escapism revolves around the new humans called Post-Phone Humans (P.P.H)

Born from boredom and digital saturation of the internet and feigning for real life experiences existential need.

The ethos is not about abandoning technology but about reshaping our relationship with it, transforming it into a tool for meaningful engagement rather than a mindless distraction. These individuals prioritize the organic integration of technology into our lives, envisioning a "Post-Phone Human" (PPH) era where human connection and interaction take center stage.

This life is cringe-free, as the pursuit of authenticity takes precedence over conforming to societal expectations. Your experiences are genuine, your connections are real, and your aspirations are lived rather than observed through a screen.

Being "post-phone human" is a temporary phase where you actively redefine your relationship with technology. In this state, you move beyond the pursuit of aesthetic perfection, allowing your true voice and personality to surface through authentic self-conformity. It involves detoxifying your mind from the influence of digital algorithms, fostering a more deliberate and mindful interaction with technology. This period also serves as a time of self-discovery and exploration, where you focus on understanding your genuine interests and intentionally cultivating who you are. It's a state of personal research and growth.

### The "Reset"

The movement advocates for a shift from superficial aesthetics and external appearances towards a deeper, authentic understanding of identity. It's a collective movement based on a vision of a world with lots of P.P.H. The movement

The movement seeks to diminish the significance placed on aesthetics and instead prioritize behavioral aspects and shared experiences. This approach promotes a materialistic worldview that emphasizes tangible, measurable realities over abstract concepts or digital existence.

By detoxifying aesthetics and focusing on authentic self-expression, the movement seeks to dissolve superficial trends and create a unified, renewed aesthetic culture centered on true individuality. This process encourages individuals to align with their inner selves, fostering a more genuine and introspective form of personal expression free from external validation.

## Identifying the problem

Sounder identified two main issues arising from our reliance on algorithms and technology. First, there are the challenges associated with living under the influence of technology, particularly its impact on our brain chemistry when we become overly dependent on it. Second, there are the identity struggles that stem from constant exposure to diverse lifestyles and self-representations through social media, which can distort our own sense of identity.

In the following text, we will delve deeper into these issues and examine why our current approach to interacting with technology may be flawed.

### Tech complexity

*"And, thanks once again to the plasticity of our neuronal pathways, the more we use the Web, the more we train our brain to be distracted—to process information very quickly and very efficiently but without sustained attention. That helps explain why many of us find it hard to concentrate even when we're away from our computers. Our brains become adept at forgetting, inept at remembering. Our growing dependence on the Web's information stores may in fact be the product of a self-perpetuating, self-amplifying loop. As our use of the Web makes it harder for us to lock information into our biological memory, we're forced to rely more and more on the Net's capacious and easily searchable artificial memory, even if it makes us shallower thinkers."*

["The Shallows: What the Internet Is Doing to Our Brains."](#)

This text explains how the use of the Web impacts cognitive processes, shedding light on the tech complexity. As we increasingly rely on the Web for information, our brains adapt to process data quickly but superficially, which impairs our ability to sustain attention and remember information deeply. This shift towards rapid, distracted thinking creates a self-perpetuating loop: the more we use the Web, the less capable we become of focusing and retaining information independently, leading us to depend even more on the Web's vast, easily accessible artificial memory. This dependence exemplifies escapism in the digital age; we escape the challenge of deep, focused thinking by outsourcing our cognitive functions to technology. Consequently, the tech complexity manifests as a cycle where the convenience of digital resources further entrenches our reliance on superficial engagement, diminishing our capacity for deeper reflection and genuine intellectual engagement.

Secondly, In the context of an individual, this could refer to the impact of technology on our physiology. Research shows that Phone Is a drug. We need to make it clear that it's dangerous for the youth if not handled well. Prevents growth as an individual which leads to the next point:

## Identity complexity

This phenomenon, known as the algorithm lifestyle, sees users ensnared in a cycle where their online behaviors are constantly influenced by the content they encounter, perpetuating echo chambers and filter bubbles. The abundance of content available online poses a challenge to individuals seeking to define their identities, as they grapple with the tension between authenticity and conformity. Moreover, the curated personas projected online further blur the lines between virtual and offline identities, raising questions about authenticity, privacy, and ethical behavior in online spaces. Despite the desire for authenticity and normalcy, the algorithm lifestyle may perpetuate trends that prioritize popularity and aesthetic appeal, making it difficult for individuals to reconcile their digital and offline selves.

*"Anonymous blog comments, vapid video pranks, and lightweight mashups may seem trivial and harmless, but as a whole, this widespread practice of fragmentary, impersonal communication has demeaned interpersonal interaction.*

*Communication is now often experienced as a superhuman phenomenon that towers above individuals. A new generation has come of age with a reduced expectation of what a person can be, and of who each person might become."*

*You Are Not a Gadget: A Manifesto" by Jaron Lanier*

The text critiques how "anonymous blog comments, vapid video pranks, and lightweight mashups" contribute to a diminished quality of interpersonal interactions. This form of communication, characterized by its "fragmentary" and "impersonal" nature, undermines meaningful connections and fosters a sense of communication as a "superhuman phenomenon" that overshadows individual significance. As people immerse themselves in this shallow digital landscape, they may escape from the complexities of real-life interactions, leading to a diminished expectation of personal growth and self-actualization. This escapism results in a fragmented self-image, where individuals struggle to form a coherent and authentic sense of identity. Ultimately, the text highlights how this reliance on superficial digital interactions exacerbates identity complexity by encouraging a retreat from deeper self-reflection and meaningful personal development.

## Conclusion

In conclusion, the pervasive reliance on technology has fostered a dual complexity: cognitive disengagement and identity distortion. As our brains adapt to the rapid, shallow processing of information online, we find ourselves trapped in a cycle of distraction that undermines our ability to think deeply and remember meaningfully. Simultaneously, the algorithm-driven landscape complicates our sense of self, making it difficult to navigate authenticity amidst curated online personas. Many individuals recognize the need to escape this digital entrapment, longing to



disconnect from their devices, yet feel isolated and unsupported in their desire to do so, as societal norms increasingly reinforce constant connectivity. This shared struggle highlights a pressing need for resources and community support to help people reclaim their focus and redefine their identities beyond the digital realm.

## Crafting a Thoughtful Response

Sounder truly believes that interaction is the key aspect. He believes that humans lost the value of interaction and is the true source of why he started escapism. He found that people are craving for real human connection and depth in their daily life.

### Post-minimalism

For Context: Post minimalism is a contemporary artistic and cultural movement that builds upon the principles of traditional minimalism while incorporating new influences, technologies, and cultural contexts. It embraces simplicity, purity, and reductionism in form, materials, and aesthetics, but it often diverges from strict minimalist ideologies by allowing for greater flexibility, expression, and engagement with contemporary issues.

While minimalism, at its core, embodies valuable principles such as simplicity, intentionality, and conscious consumption, its application often appears exclusive and idealistic, catering primarily to privileged individuals who can afford to pare down their possessions and streamline their lives. The essence of minimalism lies in embracing a strict ideology of simplicity, yet this rigid interpretation can deter many from fully engaging with its principles. Recognizing this, proponents of post-minimalism advocate for a more flexible and adaptable approach. Flexibility is thus emphasized, encouraging individuals to try. This may involve allowing for a greater degree of expression and engagement with contemporary issues while still adhering to minimalist principles of mindful consumption and intentional living.

Sounder invites people to approach your technology with a post minimalist world view for people to deal with the second identified problem mentioned above. As mentioned before, Identity problems are caused by algorithmic lifestyle. Digital culture and the design of online platforms are diminishing individual creativity, expression, and agency. By approaching your technology with a post-minimal approach you remove yourself from the circle. Sounder found that living with a “dumbphone” is the perfect manifestation of the post minimalistic approach. Being connected while not being completely removed. It's accessible to all people because of its low cost.

Escapism from algorithmic environments provides a crucial opportunity to detox from curated digital influences and rediscover personal authenticity. By temporarily stepping away from algorithm-driven platforms, individuals can reconnect with their true tastes and preferences, free from data-driven suggestions. This disengagement fosters personal growth, enabling the development of a unique aesthetic and deeper self-awareness. It also opens up a rich source of inspiration drawn from daily experiences, personal interactions, and cultural backgrounds. This renewed sense of agency allows individuals to return to digital spaces with intentionality (interaction with intention), shaping their creative expressions with genuine insights from their personal narratives and cultural heritage.

## Anthropomorphism

Techno dependency  
Interaction with oneself is the first step  
then interaction with the world

The integration of technology, but as organically as possible almost as if it was part of our ecosystem. Anthropomorphism of Technology: Attributing human-like qualities to technological devices. Understanding how people attribute human-like qualities to technology can help us change our behavior and relationship with digital tools and platforms.

Anthropomorphizing technology can significantly alter our relationship with devices, fostering a healthier engagement. For instance, giving your phone a name may transform it into a companion, prompting you to use it more mindfully rather than impulsively. Viewing notifications as gentle reminders from a caring friend can help you set boundaries and prioritize focused time. Creating rituals, such as checking in with your phone as if it were a pet, encourages intentional interactions. By imagining how your device “feels” when overused, you cultivate empathy that leads to reducing screen time out of respect for your well-being. Framing restrictions as acts of care further reinforces a balanced relationship, making limits feel nurturing rather than restrictive. Practices like digital detox days and gratitude journaling can deepen this mindful connection, ultimately promoting a harmonious coexistence with our technology.

Once you feel like you have understood how to interact with your phone properly and had the time to practice life outside of the digital realm. Sounder invites you to go back to a regular phone and try applying these philosophies with modern age technology. He invites you to have the will over soul grabbing tech.

# How?

## **Beyond the Screen**

Being on your phone is not inherently negative—it's about how you use it. Escapism invites a reduction in mindless scrolling, enabling individuals to experience more of the tangible world. This newfound freedom fosters creativity, learning, and the generation of authentic communities.

## **The Power of Choice**

Escapism's rules are not obligations but pathways. We prioritize liberty, leaving the choice to implement these principles in your life. It's a unique way of living, an intentional choice fostering authenticity.

## **Embark on the Journey**

Embark on the journey of Escapism—a movement that transcends the digital realm, guiding you towards a life rich in experiences, creation, and a profound connection with the world.