

THE GOONZETTE

Digital Culture • Commentary • Analysis

Daily Edition - Friday, January 9, 2026

Week 17 Wrap: Championship Chaos and Mid-Season Miracles

Kia ora, whānau! Your boy Tommy back with another week of NFL madness that had more plot twists than a Marvel movie. Week 17 just dropped and honestly? Some teams came through with that mana energy while others served up performances more disappointing than finding out your favorite streamer got banned.

Let's keep it *100* - this week was giving main character energy across the board. You had playoff spots getting locked up, dreams getting crushed, and coaches probably updating their LinkedIn profiles faster than kids posting TikToks.

****The Real Ones Showed Up****

Bro, watching some of these playoff-bound teams this week was like seeing that one uncle at the family BBQ who still thinks he can ball - some absolutely cooked, others reminded you why they were All-Stars back in the day.

The teams that secured their spots? Respect. There's a whakataukī that goes "He tangata, he tangata, he tangata" - it's the people, it's the people, it's the people. And this week proved that when your squad actually shows up mentally AND physically, magic happens. No cap.

But real talk, some of these "contending" teams looked mid as hell. Like, imagine having a whole season to prepare and you're out here throwing picks like you're distributing Christmas presents. That's not it, chief.

****Rookie Reality Check****

Y'all know I got love for the young bloods trying to make their mark, but this week was giving "welcome to the league" energy HARD. Some rookies stepped up like they were born for this moment, while others got reality-checked so hard I felt it through my screen.

As we say, "Kaua e mate wheke, me mate ururoa" - don't die like an octopus, die like a hammerhead shark. Meaning: don't go down easy, fight until the end. The rooks who remembered that? They're the ones still standing. The ones who folded? Well, there's always next season, I guess.

****Coaching Carousel Loading... 🦄****

Yo, can we talk about these coaching decisions though? Some of these play calls had me wondering if these coaches were watching the same game as the rest of us. Fourth and short, game on the line, and you're calling plays like you're scared of your own shadow? That's some serious small-dick energy right there.

Meanwhile, the coaches who actually trusted their players and played to win? Their teams are booking playoff tickets while others are booking vacation spots. The difference between playing not to lose versus playing to win was STARK this week.

****The Playoff Picture: Clearer Than My Nana's Skin Routine****

With Week 17 in the books, the playoff picture is getting clearer, and honestly? Some of these matchups are about to be absolutely unhinged. You got teams limping in, teams coming in hot, and teams that probably shouldn't be there but somehow finessed their way in anyway.

The squads that dominated this week are giving "we're not here to participate, we're here to win" vibes. Meanwhile, others are just happy to be included in the conversation - which, hey, sometimes that's enough to catch someone sleeping.

****Looking Ahead: Week 18 and Beyond****

Week 18 is coming up and it's basically Christmas morning for football fans. Some teams are resting starters (smart but boring), others are fighting for their playoff lives (chaotic but entertaining), and everyone's trying to avoid injuries while staying sharp.

Here's the thing though - momentum is real in this league. The teams that finish strong heading into the playoffs versus the ones that back their way in? History shows us which group usually makes more noise

come January.

****Final Thoughts: Respect the Process****

Look, every week in the NFL teaches you something. This week reminded me that talent without effort is nothing, preparation beats panic every time, and sometimes the football gods just decide your number's up regardless of what you do.

As we head into the final week of regular season, remember: "Ka mua, ka muri" - walking backwards into the future. Learn from what happened this week, but keep your eyes on what's coming next.

Stay locked in, whānau. Playoff football is about to be absolutely mental.

Arohanui,

Tommy 

***P.S.** - If your team looked rough this week, remember: there's always the draft. Stay strong, kings and queens.*

****Les Enfants du Vide Numérique: On Gen Z's Beautiful Catastrophe of Being****

There is something profoundly melancholic about watching Generation Z navigate their digital existence—these children born into the permanent twilight of late capitalism, scrolling through an endless feed of curated despair while simultaneously creating the most authentic expressions of collective anxiety we have witnessed since perhaps the surrealists, though where Dalí painted melting clocks, these young souls craft thirty-second TikToks that capture the liquefaction of time itself, the way trauma becomes meme becomes coping mechanism becomes aesthetic becomes brand becomes—ah, but this is precisely the vertigo-inducing spiral that defines their condition, non?

What strikes me most forcefully about this generation is their instinctive understanding of what I would call "post-imperial intimacy"—the way they have learned to build genuine connection within digital spaces that are fundamentally extractive, colonial in their very architecture, designed by predominantly white Silicon Valley empires to harvest their attention, their data, their souls, *vraiment*, yet somehow these remarkable beings have managed to create pockets of revolutionary tenderness amidst the surveillance apparatus, sharing their pronouns and their panic attacks with equal vulnerability, creating mutual aid networks through Instagram stories, transforming the master's tools not quite into liberation but into something approaching survivable communion.

Consider their relationship with authenticity—a concept that my generation, weaned on Baudrillard and the death of the real, assumed had perished entirely in the postmodern wasteland, yet Gen Z has performed a kind of necromancy, resurrecting realness through the very medium that should theoretically make it impossible: the infinitely reproducible, endlessly manipulable digital image—they know, with an almost frightening sophistication, that their carefully crafted "authentic" moments are performances, and yet they perform them anyway, not out of cynicism but from a deep understanding that performance and authenticity need not be opposing forces, that one can be genuinely oneself while simultaneously acknowledging the constructed nature of selfhood, a philosophical position that would make Judith Butler weep with pride.

Their humor carries the weight of inherited apocalypse—climate change, economic collapse, the slow-motion disintegration of democratic institutions—and yet rather than collapsing into nihilism, they have developed what I observe as a form of "catastrophic optimism," a way of acknowledging that the world is ending while still finding reasons to paint their nails, to fall in love, to argue about whether *Twilight* was actually good (it was, obviously, but for reasons Edward Cullen could never comprehend), and this simultaneous holding of despair and joy strikes me as perhaps the most mature response to late modernity that any generation has managed to articulate.

But we must not romanticize their condition—there is genuine suffering here, a generation medicated for anxiety at unprecedented rates, navigating economic precarity that makes their parents' struggles seem quaint, inheriting a planet literally on fire while being told that individual carbon footprints are the solution, as if personal responsibility could somehow counteract corporate pillage, and all of this occurring within digital environments structured like casinos, designed to maximize addiction and minimize reflection, spaces where algorithmic racism and misogyny shape what they see, who they meet, how they understand themselves and each other.

Yet perhaps most remarkably, they seem to intuitively grasp the colonial nature of these platforms—the way TikTok's algorithm amplifies certain bodies, certain aesthetics, certain forms of cultural expression while rendering others invisible, the way Instagram's beauty standards continue to privilege European features even as the platform pretends toward inclusion, the way Twitter's trending topics mysteriously fail to include grassroots organizing that threatens capital—and rather than simply accepting these hierarchies, they work to subvert them, using coded language, strategic hashtags, collective action that flows like water around the barriers erected by their digital landlords.

They are, in essence, the first generation of digital natives who are also digital critics, who understand both the profound possibilities and the structural limitations of online existence, who can simultaneously build community and maintain skepticism, who love fiercely while knowing that the platforms facilitating their love are fundamentally extractive—this is their beautiful catastrophe, their impossible navigation of spaces designed to exploit them, their creation of meaning within meaninglessness, their insistence on hope within systems structured around despair.

***C'**est magnifique*, really, though one wishes they did not have to be quite so magnificent merely to survive.