

RECEIVER NOT USER

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In technology, the word 'user' has become entrenched. It is a horrible word. It is much much more horrible than I can even explain to you in a thick erudite tome. It is so unbelievably bad that I cannot stand this word at all. I don't give a damn about convention here. This word 'User' ought to be banished from technology.

The right word is 'receiver'; there are other cognates. You see we are interested in people of the world. You know, California Sunlight, Sweet Calcutta rain, Honolulu Starbright, the song remains the same. People. Living breathing people from Sidney and Belfast and San Francisco and Tokyo and New York and Jakarta. People. That is who we are. We are *not* users. We are people.

Now 'receiver' is more useful. We provide some good or service, we pass these things to the *receiver*. We send people gifts or services; they are receivers of these.

This is infinitely better than user. User is very very bad. It is the wrong word and had always been and wrong words have huge consequences.