

Michael Reich

1.

data

,

control

,

power

people turn to death

,

data is dead

;

we love it
we masturbate to it
we love making love with cold

dead

data

2.

data's goal is power

learn to have

power
over others

grow

change them
change their genetic line
alter their

tree

of

knowledge

,

3.

power

"understand customer"

in
sterile
environment

wouldnt make sense
in

lush

where
with people

get
addicted
to

the "unalive"
feeling

,

moving them towards death

,

moving them towards inability

to know
on their own

,

move them towards

needing "

direction

"

for you

know better than the
m

you know them

i

n

side out

you know their choices

i

n

to screen

"know them"

better than they know them

because you

"feed" them

aaaaaa

in their feed
pig trough
fattened up to slaughter
entertainment clicky
glutton dog

master feeds
,
entertainment.

next please ,

more data

more screen

more
ux designers pushing
linkedin "professionalization" course
on
making gamified
addictive
non human
away from human interaction

;

"converse with computers!!"

4.

observer
position
quantum
reality effect
designed you
to have little power
to affect the real world
to be
unable
to
b
e
e

the
butterfly
that
flapped its wings

5.

distance from
"being in"

sitcom deception
trapped in
laugh track

the fake
comfort
of ordered
chaos

writers
make you feel
they control the chaos

for a little while
anyway

6.

they

know how to
take away
lives and loves

give your attention to them
you don't even know
they have it