

How money and the profit motive destroy everything

- Introduction -
- Video games -
- Control over your games / devices -
- Information control -
- Casualization -
- Exploiting human psychology -
- Cash-grabby remakes -
- Heroes of Might and Magic 3: HD Edition -
- Duke Nukem 3D: 20th Anniversary World Tour -
- Kingpin: Reloaded -
- Croc: Legend of the Gobbos Remastered -
- Plants vs Zombies: Replanted -
- Little Fighter 2: Remastered -
- Soliciting payments perpetually -
- Crusade against fangames / mods -
- Employee abuse - Mick Gordon's story -
- Mental health -
- Capitalist definitions of worth -

- Workplace conditions -
- **Physical health -**
- Health effects of junk food -
- Anatomy of a junk food -
- Low nutrition of junk food -
- Junk food toxicity -
- Making junk food addictive -
- Is it enough to avoid junk food? -
- Other health-destroying things -
- The failure of medicine -
- Capitalism paywalls crucial health knowledge -
- **The environment -**
- Waste products -
- Deforestation -
- Genetically modified organisms -
- **Sports -**
- Funding by evil companies -
- Top-heavy distribution of earnings -
- Widespread use of performance enhancing substances -
- Rigged draws -
- Rigging matches and the abuse by betting companies -
- Patriotic pride in local players or clubs -
- Being a sports star SUCKS! -
- **Miscellaneous -**
- Shopping / product quality -

- Video content creation -
- Written content creation -
- How privacy / free speech VPSes fleece you -
- How to fix? -
- Everything good exists due to resisting the profit motive -
- For now...cut your consumption! -

Introduction

Why are money and the profit motive issues at all? Money has some interesting properties:

- It is effectively required for life. Housing, food, electricity, clothes, etc cost money. Though you can cut some costs, reducing them to zero is almost certainly impossible for the vast majority of people. And so, everyone is forcibly thrown into the world of money.
- It can be exchanged for basically everything. Every physical item, an act, or even the human itself gets assigned a value and put on "the market". More and more things are being commodified (eg. love with onlyfans) and there is no limit.
- It has value everywhere in the world. Though places use different currencies, exchanging isn't a problem at all. A business might take advantage of this property to hire workers from China, Africa, etc. where the restrictions are more lax and prices cheaper.
- The digitization of money through bank accounts (and crypto) makes it possible to keep basically infinite amounts of it and extremely easy to transfer it to anyone else. This is an underrated property; many evils of the profit motive are only possible

because of it. Donations to streamers, microtransactions, live betting; generally all the impulsive stuff that you regret later suddenly stops feeling worth it if you have to go to a place to send the money.

Property two means that - basically - whoever has more money, has more power - with no limit in sight in the truly "free market". Properties three and four then make it very easy to abuse your power. The first property means that the temptation to get more money and become more powerful is always there for everyone. Though a regular person might be satisfied with just survival and the basic comforts of civilized life, not everyone is like this. Like the villains in fiction, some people want the "ultimate power", and it turns out that money is the magic item that gives it in the modern world. Not only that - it is the evil behaviors that are rewarded with more money; if you have an "ethics block", you will never get rich. **The more evil you are willing to do, the higher you can get up the money ladder** (this should be obvious intuitively, but I will give several examples of it later). So, not only is the psychopath more likely to want power in the first place - but is rewarded with even more power by executing the evil behaviors that are natural for him. Through properties #1 and #4, those evil rich can then employ the poor to recirculate the evil. We end up in a world where everyone is thrown into the power game, and the most evil win it and wreak havoc.

There might be an even more fundamental problem with the money system. Think about it: everything (acts, things, people themselves, even promises of future things like insurance, etc) is supposed to have a numerical value on the market; if it doesn't yet, some "entrepreneur" will find it and try to assign one at some point. This situation **forces people to put everything on one axis of value**, even things that would otherwise be totally unrelated. We can end up in situations where you must decide how many air units your daughter is worth, while the capitalist is holding back air and you're struggling to breathe and will die in a minute. Even if it doesn't end

up as hardcore, it's still unnatural and suboptimal. Think about it: all the systems in the human body / brain that consider millions of factors every second to determine how to act, suddenly have to become subservient to the almighty market valuation. What was previously sitting comfortably deep into the mostly automated subconsciousness, now has to be dragged straight into conscious analysis because of the delusions of capitalist ideologues. How stressful, pointless and life ruining can this be, to see the entirety of the world with numbers hanging over? I think it's the ultimate ending of the money system, to have everything natural and spontaneous be given up in favor of market valuation. And that's the foundational reason why it has to die, even moreso than encouraging and rewarding evil behaviors.

It is important to realize that **all types of money suffer from these problems**. Whether it's cash, entries in a bank's database, cryptocurrency, or numbers you wrote on pieces of paper and shared with your friends - they all eventually result in a world where everything has a numerical value assigned to it, and all the destruction that brings. The only difference that is relevant here is in how global and easy to use they are. But the modification of human attitudes and how society works long term, is the same with all. In fact, the easier a type of money is to use and transfer, the more serious this issue becomes. So no, cryptocurrency is not the savior (though it avoids control by big banks, but again, not relevant here). Anyway - since this is surely contrary to everything you have ever been told and assumed - let me show you some practical examples of what happens when we let the profit dragon rampage unrestricted:

Video games

One of the biggest victims of capitalism's claws, video games turned from an amazing piece of entertainment to a disgusting cash grab.

Control over your games / devices

At the height of PC gaming, you used to buy a disk, put it in the drive, install the game and be able to play (some of them didn't even require a CD after installation, which means you could freely share). Now you're **lucky if there is data on the disk at all** - for example, Metal Gear Solid 5 had only a steam installer (archive) (MozArchive). Steam itself is pretty much a PC gaming monopoly these days - and to play the vast majority of PC games, you need to sign up for an account, and agree to their terrible privacy and TOS, that can change anytime (archive) (MozArchive) and you will lose your games if you don't consent to the updates. Additionally, you can only play the games you bought **through that account**, which means you need to go online (a few games have ways to bypass the protection). Take a guess as to what happens if Steam ever dies. If a game has an update available, it will be automatically downloaded. If you want to share your game, you need to give it up. Publishers can also revoke your keys (archive) (MozArchive), proving that the games are not really yours.

So PC gamers are pretty much fucked. What about consoles? Nintendo still allows to put the game in and play, and the cartridges are pretty durable. There's also no problem with using many different systems. Nintendo is an asshole company in many ways, but here they're doing pretty well. PS4 and Xbox One seem to be "all clear" as well (however, Microsoft already had plans to implement heavy DRM (archive) (MozArchive) on their console at launch, and now they will be ditching the disks altogether (archive) (MozArchive)). However, having an online connection is still expected these days, therefore many games are released only digitally, and you get other online exclusive features (such as patches and downloadable content). Of course, with connectivity comes the usual spying (archive) (MozArchive) - and something even worse - **claiming control of all the data on your device**: *“you also grant to Nintendo a worldwide,*

royalty-free, irrevocable, perpetual, non-exclusive and fully sublicensable license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, perform and display your User Content” (see? Told you Nintendo are assholes!). They can also “*render the system permanently unplayable*” if they dislike the software you've installed there or even connecting unauthorized devices.

Due to the online requirement, games are also released **broken at launch** in hopes of issuing a patch later - for example the Skyrim Special Edition (archive) (MozArchive) - which not only did not fix bugs present in the original one, but **introduced new ones**. When the Internet wasn't a given, the developers didn't really have an opportunity to "fix" a game post-launch, and had to make sure it was actually finished on release - else it would simply be ignored and fall into obscurity. On the other hand, today's games stay bugged for months after release (archive) (MozArchive) and since people are already used to being exploited in this way (hey, you can even use them as free bug hunters - how economical is that?), they tolerate it. We're clearly moving towards a **mostly-online, corpo-controlled experience**, and this recent development brings us closer to it:

At the 2019 Game Developer Conference, Google has presented their game streaming service called Stadia. All you need to play games with it is an Internet-compatible device (the ultimate convenience?). But since all the game data is coming from Google's servers, **the users lose any kind of control**. If this ever gets popular (like Steam has despite all its flaws), it will very likely mean the end of modding, cheating, and piracy. Not only that, but Google will be able to track and individually control every one of Stadia's players - such as by injecting ads or modifying their gaming experience on the fly (by integrating it with Google Assistant, which they admitted they want to do). The biggest issue, though, is that **a developer will be able to delete their games**, and there will be nothing you can do to play them again. New FIFA came out? The

old one's trashed and you're forced to shell out the money. The ultimate failure for the players is also the ultimate success for the capitalists. **UPDATE October 2022:** Stadia has died (archive) (MozArchive), but expect the concept to be revived in a few years elsewhere.

Information control

Developers used to release free demos of games, in which you received access to a few levels and were able to decide if you wanted to shell out the money. These days, you have to rely on "sponsored" reviews, where the reviewers must agree (archive) (MozArchive) to terms such as *“Videos will promote positive sentiment about the game. Videos must not show bugs or glitches that may exist.”* and *“Persuade viewers to purchase game, catch the attention of casual and core gamers [...]”*. Written reviews do not avoid the issues - people even get fired (archive) (MozArchive) for giving games bad ratings - *“Eidos threatened to pull ad revenue from Gamespot as a result of his review, and though this kind of thing is relatively common in games journalism, the nascent management team panicked and decided that Gerstmann was unreliable”*.

There's one big thorn into the manipulators' sides, and that is **user reviews**. Clearly, the tactics used to control the journalists will not work here. But is there something else the censors can do? Sure is, and they are happily taking the opportunity (archive) (MozArchive). Classic problem-reaction-solution: first, imagine a "problem" - which is the actual players rating a game negatively because it's terrible (isn't that the purpose of reviews in the first place?). Then, convince people that the user reviews are unreliable (*“In short, review bombs make it harder for the Review Score to achieve its goal of accurately representing the likelihood that you'd be happy with your purchase if you bought a game.”*) and therefore need to be controlled, even

though their own evidence refutes that - *“When we look at what happens with the Review Score after a review bomb, we see that it generally recovers, in some cases fully back to where it was beforehand”*.

Now that we've got the "problem" and "reaction" taken care of - we need **the solution**. The first attempt was to simply provide graphs showing the timed rating changes - quite benign, right? The second, over a year later, was much more malicious though; can't be too blatant and remove negative user reviews, so we will just make them not count towards the displayed score ([archive](#)) ([MozArchive](#)). To control the narrative, they recruited all the journos to spit out the same exact nonsense:

Valve targeting 'off-topic review bombs' in Steam user reviews ...

<https://www.polygon.com/2019/3/15/18267720/valve-steam-user-review-...> Anonymous View

15 Mar 2019 ... Review bombing has been a longstanding issue for Steam. In an update, Valve says it's targeting off-topic review bombs on Steam and ...

Valve takes steps against Steam review bombs | PC Gamer

<https://www.pcgamer.com/valve-takes-steps-against-steam-review-bombs/> Anonymous View

15 Mar 2019 ... The process for doing so will begin with a new, automated tool that will identify "anomalous review activity" on all Steam games, in as close to ...

Steam user reviews to exclude off topic review bombs now | Rock ...

[https://www.rockpapershotgun.com/2019/03/15/valve-to-remove-off-topic...](https://www.rockpapershotgun.com/2019/03/15/valve-to-remove-off-topic-...) Anonymous View

15 Mar 2019 ... Valve will be filtering review bombs out from overall Steam store scores, if their team of moderators considers the reasons 'off topic' enough to ...

Valve Says It Will Remove 'Off-Topic Review Bombs' From Steam ...

[https://kotaku.com/valve-says-it-will-remove-off-topic-review-bombs-from...](https://kotaku.com/valve-says-it-will-remove-off-topic-review-bombs-from-...) Anonymous View

15 Mar 2019 ... Over the past few years, review bombs—people organizing en masse to post negative reviews to a game's store page to tank its review ...

Valve plans to mitigate 'off-topic review bombs' on Steam ...

[https://venturebeat.com/2019/03/15/valve-plans-to-mitigate-off-topic-revi...](https://venturebeat.com/2019/03/15/valve-plans-to-mitigate-off-topic-revi-...) Anonymous View

15 Mar 2019 ... Valve is once again looking at ways to improve user reviews on Steam. As it turns out, it didn't exactly fix the problem last time. In a blog post ...

Steam removes "off-topic review bombs" from overall game review ...

[https://www.gamesindustry.biz/articles/2019-03-15-steam-removes-off-to...](https://www.gamesindustry.biz/articles/2019-03-15-steam-removes-off-to-...) Anonymous View

15 Mar 2019 ... Responding to ongoing concerns about "review bombs" negatively affecting games' review scores for issues unrelated to the games ...

Valve says it will investigate Steam review bombing ... - The Verge

[https://www.theverge.com/2019/3/15/18267821/valve-steam-review-bom...](https://www.theverge.com/2019/3/15/18267821/valve-steam-review-bom-...) Anonymous View

15 Mar 2019 ... Valve says it's taking a new approach to user reviews on its gaming marketplace Steam, after attempting and largely failing to solve the problem ...

How eerie. One snap of the finger and all the news sites completely conform to Valve's wishes, even down to the article title (notice how they're all mentioning “*off-topic review bombs*”? As if it's so obvious that they're off-topic). The "crime" here appears to be simply noticing a game's flaw that some other reviewers also took issue with - which is how the review feature is supposed to be used. Yet according to Valve and the journos, that's a “*review bomb*” and has to be controlled and censored. When all the news sites spit the exact same shit in their headlines,

is that an "off-topic news bomb"? According to their logic, it should be - yet the search engines aren't censoring those. In the end, we're slowly losing one of the only ways we've been given to combat the developers' narratives about their games. After all - if the news pieces and reviews are not representing us anymore - what remains?

Casualization

Today's gaming caters to the **lowest common denominator** - as in, the casual gamer. Much to the dismay of dedicated fans, this often results in **sequels that shit on what made a series good in the first place**. Some examples of this phenomenon are Ace Attorney, Pokemon, WipeOut, TES, Thief, and many others. Though the degree of decline is not always huge or even significant, it is noticeable. For example, WipeOut 2048 by default enables the "Pilot assist" feature, which will help you during hard turns and such. But we've managed to do without it in WipeOut Pure and Pulse, so what has changed? That's an example of a slight issue, barely worth focusing on - but some series, like Pokemon, **have been completely ruined**. With every new installment, we get more and more bad changes such as mobile Pokemon centers, poison wearing off by itself, more items being given away for free, early overpowered Pokemon, re-catchable legendaries, "rivals" that are actually your friends, Roto-Powers which make it pretty much impossible to lose a fight, reduction in the amount of Pokemon gym leaders have, and I could go on. Sure, those modifications make the games more accessible to the modern kids - buried in the amount of available entertainment and lacking attention spans - but they also destroy the quality and the point of the series completely.

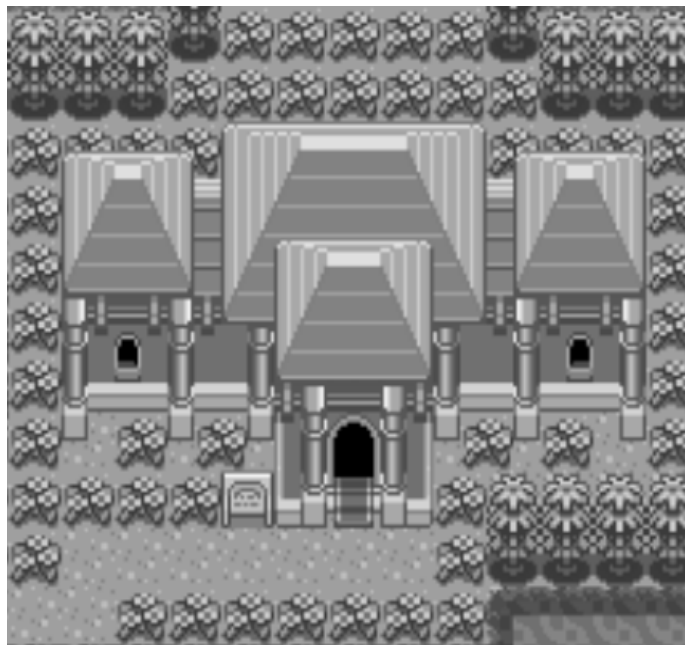
For example, if fights can't be lost, are you really fighting? If poison wears off by itself right as your pokemon is about to faint, in what way was it actually poisoned? It's a totally arbitrary

change that doesn't make sense in any possible world, created entirely to casualize the game (no more desperately counting steps hoping you can manage to leave that Viridian Forest, with regret in the back of your mind that you didn't buy enough antidotes). How special is the legendary encounter if you are not only shoved into it (in contrast to R / B where you have to find it in some far-out place), but don't even have to be careful to not faint it and lose it forever? The modern kid starting out with the newer generations will never feel this tension, this excitement. Mobile centers mean you never really have to plan your routes, you're never under pressure of blacking out. The entire world feels fake and set up entirely to make the protagonist succeed; basically a movie pretending to be a game. Completely in contrast to especially the first two generations, where it felt like you were just a random kid from a random place and weren't meant to succeed at all, but forged your path even when faced with great resistance (which is what the first two rivals felt like - the asshole who's always one step ahead of you, and the thief with an unfair advantage; seems unimaginable today, doesn't it?).

Game devs / publishers know that these days, properties that make a quality game aren't necessarily the same ones that are going to bring the most profit. And as the big studios (of which Gamefreak is surely one now) are focused mainly on making big profits, we can't expect them to risk them in favor of game quality or even the spirit of the series. Pokemon Red and Blue were basically shots in the dark ([archive](#)) ([MozArchive](#)), cobbled together at a huge investment loss that wasn't certain to be recovered at all - *“The first set of Pokémon games took six years to produce, and their production put a lot of financial strain on Game Freak. Five employees quit and Tajiri did not take a salary, instead living off of his father's income. Additional funds from Creatures allowed Game Freak to complete the games”*. They were actually some of the more broken games in existence, but they held together just well enough to be playable - and yet, they were huge successes and basically captured the hearts of most of the

kids that lived back when they came out. Why was that? Big profits weren't expected, so they could have afforded to be revolutionary, and not have to avoid including "hard" (to figure out, find or grind for) - but rewarding in the end - things. Subsequent generations were surely more polished and "accessible", but lost some of that "spirit" with each installment, seemingly proportionately to the profit that was expected to be made. Today, the devs direct their decisions more and more towards not alienating anyone; R / B would have never gotten invented in this climate. If you think this is just my imagination, check out [this quote \(archive\)](#) ([MozArchive](#)) from Junichi Masuda:

Kids these days or even people who grew up playing Pokemon--everyone is a lot more busy. There are a lot more things competing for a person's time than there were back then. For example, there are so many free games you can play on your phone now, there's so many entertainment options, so making it a little easier to play is the reason for that.



A beautiful place you will never enter again

This is presumably why they failed to include the Emerald Battle Frontier in OR / AS, losing the most valuable thing that a Pokemon game has ever had. I mean, what percentage of players would spend the hundreds of hours required to succeed in it? But the lack of it unquestionably makes the remakes less quality. If art for art's sake was the goal, then the Frontier simply had to come in even if it took additional months to implement it (but it doesn't seem **that** costly). But the more profit-centered a product is, the more it views issues in terms of "how many customers will this attract?". And the longer a series exists, the more it will get swallowed by the profit dragon. These days, I consider Pokemon to be almost completely chewed up by it, with a new shitty broken game spit out every year. I mean, I finished my Pokemon training career at Ultra Sun / Moon since they didn't impress me and I didn't care to keep getting disappointed in the newer ones, but that is what I've seen in the reporting of others.

If this wasn't hurtful enough, can you imagine that Thief 4 is an even worse disaster than any Pokemon game, made by people who have zero understanding of what made the original so great? At least the Pokemon series has kept the core mechanics of traveling, catching, battling, etc. untouched - not so with Thief 4. [My favorite video ever \(archive\)](#) digs deep into the differences between the way games were made before the hobby went mainstream, and now; and exposes Thief 4 as a total mockery, or *“an attempt to cram all this content in hopes of appealing to someone out there”* - a great way to describe modern gaming development in general.

Of course, not everyone has to be a hardcore gamer. There's still a place for the people who want to move some blocks around and burn 15 minutes; they can have their Candy Crushes. But some are not satisfied with this type of gaming and there should exist something for those,

too. Yet the profit motive basically ensures every franchise will keep getting more and more simplified to try and appease the first group, which is **a lot** more numerous than the second. Again, recognizing the value of art for art's sake instead of only as a cash cow, is the fix.

Exploiting human psychology

When you are a fan of a series, you don't want to feel like you're missing out on something - and the publishers mercilessly take advantage of this human psychological trait. They create a "regular" edition of a game, and then an "enhanced" or "collector's" edition which includes items like figures, artbooks, or wearables. I will use the Doom Eternal Collector's Edition as an example of just how seriously you're getting exploited:

DOOM ETERNAL

COLLECTOR'S EDITION

"THE GIFT OF ARGENT POWER"
11X17" LITHOGRAPH

DOOM ETERNAL
GAME AND EXCLUSIVE
STEELBOOK® DESIGNED BY

MONITO

ARTWORK BY GABZ



DOOM (2016) AND
DOOM ETERNAL
LOSSLESS DIGITAL
SOUNDTRACKS



LORE BOOK BY
ID SOFTWARE



WEARABLE
DOOM SLAYER
HELMET

DIGITAL CONTENT



YEAR ONE PASS
INCLUDES CAMPAIGN DLC 1 + 2



DEMONIC SLAYER SKIN



CLASSIC WEAPONS
SOUND PACK



May contain
content inappropriate
for children.
Visit esrb.org for
rating information.



Bethesda

© 2019 BETHESDA SOFTWORKS LLC, A ZENIMAX MEDIA COMPANY. ALL RIGHTS RESERVED.

* IMAGE FOR ILLUSTRATION PURPOSES ONLY, ACTUAL PRODUCT MAY VARY.

The “*Doom Eternal game*” that you supposedly receive isn't even a “*game*” but a "right to download" the game from a store that siphons your personal data and can also block your access to the game at any time. The steel case then ends up protecting...nothing, because **there is no disc** in there; just a paper cutout (archive) (MozArchive) of one. Doesn't anyone see the utter pointlessness and mockery of this? It reminds me of the game Hitman 2: Silent Assassin, where in the penultimate mission the antagonist had set up a cardboard cutout of himself, trying to bait and trap you. They must rate your intelligence really low if they think you'll fall for this scam; it's like if they were trying to shove you a Real Doll and pretend you get a real GF. And yet - by preying on the nostalgia of gamers from the golden age of disks (during which boxes were actually necessary) - this will surely work on many.

You also receive the “*Doom (2016) and Doom Eternal lossless soundtracks*”. Yes, the same DE OST whose author still didn't get paid for. But you get a cassette tape to distract you from this fact... and it actually plays, apparently; I was half-expecting a fake one just for decoration similar to the paper disc. But people lack the equipment to make use of it either way, so it will just rot in the cupboard or be resold. The cassette might have actually been cool in the 90s, these days it's just preying on nostalgia again. But even then, in old games it was expected to simply be able to rip the soundtrack off the audio CD, or just copy some files (I've done this with many 90s and early 2000s games, so I am not just speaking out of my ass). It was only later that the capitalists figured out they could resell the fanboys what they already paid for and earn money twice. Now, the practice of selling the soundtrack as a separate product is sadly very common.

Who is actually going to wear the Doom helmet for real? It's totally impractical. Maybe you'll show it to your nerdy friends (or YouTube channel viewers in an "unboxing" video) once, then put it on the shelf. As is often the case with these types of items. At least the lithograph could

be hung on the wall...but it's still just decoration and feels tacked on. Lore books might seem cool but could easily be included within the game itself (Deus Ex or Morrowind do this well, for example). Businessmen tack on all this stuff so that the “*ultimate*” editions feel really ultimate. But it's all just carried by the fear of missing out.

How about the year one pass? It's simply a ticket to access two additional campaigns that...didn't exist yet (archive) (MozArchive) at the time of the release of the collector's edition - “*The deluxe edition also comes with the Year One pass, which will grant access to the first two single-player campaign expansions as they’re released throughout the year*”. Really? Is that a practice now? Adding **nonexistent** things to pretend that your “*ultimate*” edition is more ultimate than it actually is...I swear this wasn't a thing in the 90s and early 2000s. The skin is...well, just a skin; no comment necessary. Finishing up with the “*Classic weapons sound pack*”...you mean cutting out a part of an (almost) 30 year old game to resell to the fanboy and pretend you're doing him some big service? Sane games like Pokemon HG / SS or even the mediocre Secret of Mana remake include this by default. The price of this edition was...200\$, compared to the 60\$ for the base game. Wow. And again - to make people feel it's worth it, they had to stick as much separate items there as possible, even if they were fake or low effort.

If you think this is bad, brace yourself for even worse. It might seem that calling a release the “*Ultimate Edition*” would mean it included everything ever; not so. In fact, some of them **do not even contain the actual game**:



This is how much the corporations think of you. They sell you a game without the game, an *“ultimate”* edition that isn't. But hey, you can play with a toy car - so pay up, shut up, and enjoy the abuse.

Cash-grabby remakes

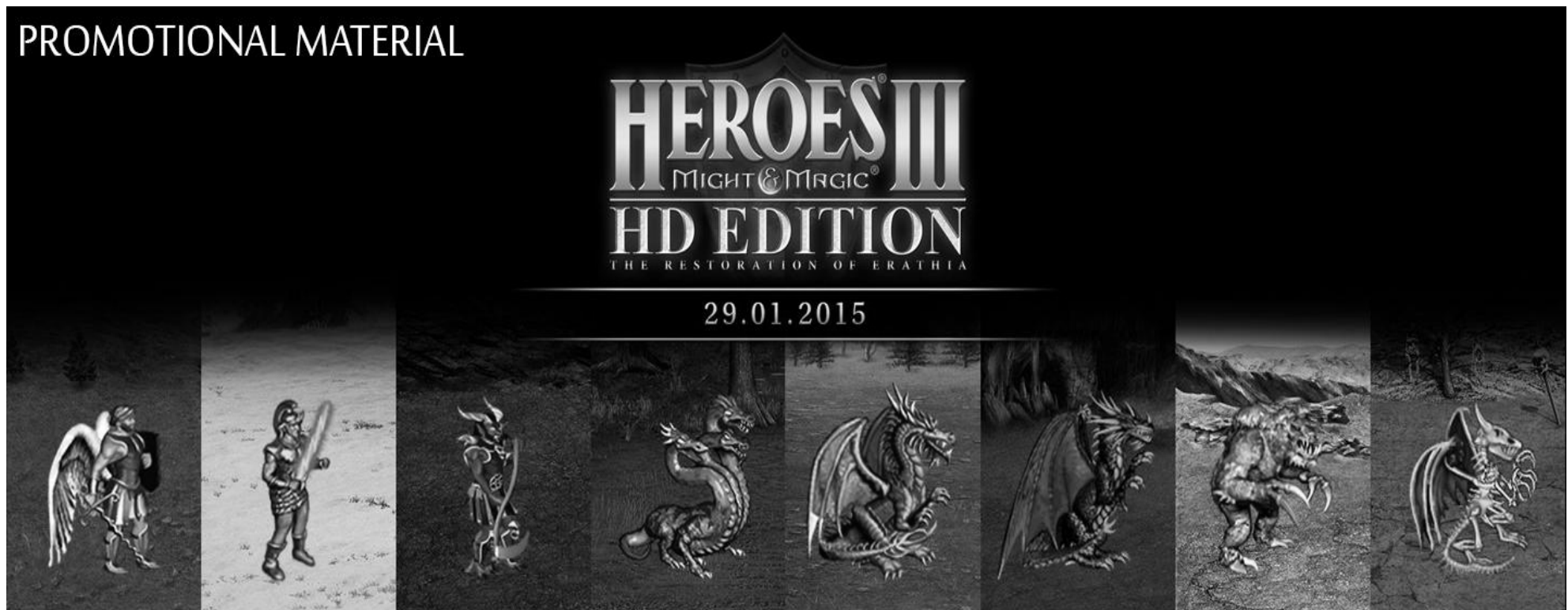
Another way to take advantage of this human psychological trait would be shitty remakes trying to cash in on nostalgia. Or in other words...

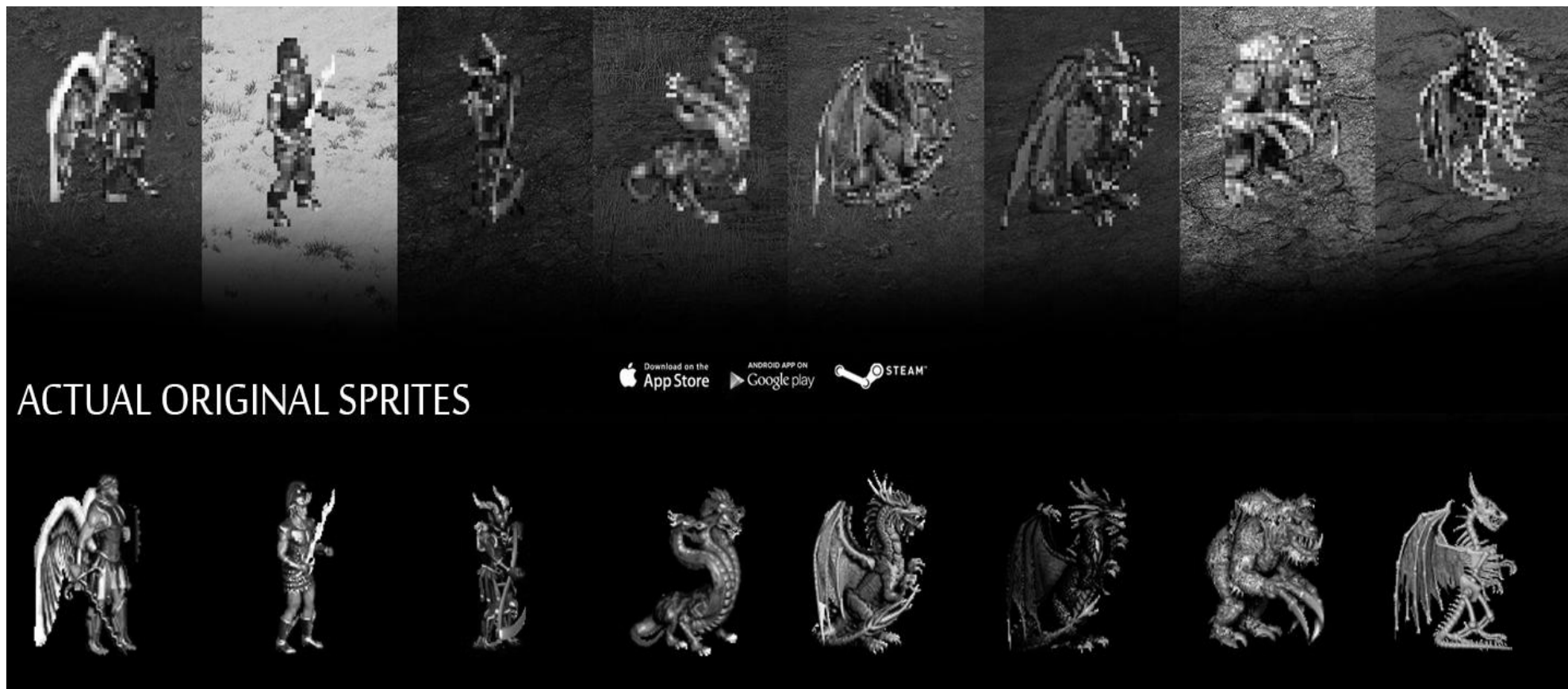


Heroes of Might and Magic 3: HD Edition

One that instantly comes to mind is *Heroes of Might and Magic 3: HD Edition*. This is basically a redraw of the original with higher resolutions available and added online mode through Steam - all for a price of 15 US dollars. It's actually inferior to even the old Complete edition, because

the (slightly) improved visuals in it are not worth the **missing expansion packs** in Armageddon's Blade and Shadow of Death. Yes, the redraw applies only to the original Restoration of Erathia. I have no idea what went through the minds of the higher-ups at Ubisoft when they decided to do it this way, but I really feel bad for the devs that were forced to waste efforts on something so pointless. What makes this situation even worse is that an unofficial mod already exists that not only brings the higher resolutions to the game (and unlike Ubisoft's version, it also works with the expansions), but also many convenience improvements and bug fixes. It lacks the redrawn sprites, but they don't make that much of a difference (see image below). An online lobby can be added through another free fanmade mod, Horn of the Abyss, which basically makes the "official" remake completely inferior and irrelevant. In order to shill for it, Ubisoft had to sink to the absolute bottom and pretend the original sprites were much uglier than they actually were:





Duke Nukem 3D: 20th Anniversary World Tour

An even more egregious example is Duke Nukem 3D: 20th Anniversary World Tour, which was so shitty that the developers have had to remove all previous versions of the game (archive) (MozArchive) from Steam and other stores so that people would need to shell out money for their newly shat out turd. This also meant we've lost a way to legally play the original Duke Nukem 3D expansions, since **the remake did not include them**. Really the only interesting thing this abomination brings (aside from one additional episode, but that used to be called a level pack) is the developer commentary on some levels. But look, this is a 20 year old game; few

will be interested in this "feature" for what is basically a dead franchise by now. Otherwise, the [fanmade mod eDuke32 \(archive\) \(MozArchive\)](#) adds basically all the "modernizations" available in World Tour plus support for OSeS other than Windows. Additionally, the [High Resolution Pack](#) - another fanmade mod - prettifies the experience with *“32-bit high resolution textures with (at least) 4x the detail of the original textures”* (while World Tour leaves the 1996 originals as they were). Another problem with the official remake is simply how resource demanding it is. Before I made this site, I actually tried to run it on what was a semi-modern computer back then and it almost got fried. I don't get how this happens since the original ran easily on a 64 MB RAM machine, but it is clear that optimization has not been a priority for the devs here.

By the way - before these turds were released - the rights to both HoM&M and Duke Nukem had been sold to big corpos Ubisoft and Gearbox, respectively; showing the perils of property #2. In capitalism, **any successful franchise has the potential to become a host for some rich asshole to parasite on** and earn big money using the reputation of its name, before exhausting the goodwill of fans, throwing the franchise away to rot, and moving on to another. This happens over and over again, and if we care about art for art's sake, shouldn't be allowed.

Kingpin: Reloaded

A remake I was eyeing since it had been announced and had high hopes for was the one of *Kingpin: Life of Crime (Kingpin: Reloaded)*. I was doing little gaming back then for a long time and thought that might just be the title that's going to bring me back. I mean, the original was a great game when it came out, but it's clearly showing its age today. Lots of things to improve in terms of AI, difficulty balance, etc. My hopes and dreams were dashed from right in

front of my face, though, because the remake is out now and proven to be **yet another disgusting cash grab**. It's probably beating even the previously mentioned ones in its shamelessness. Let's first compare how the HUDs look like in each version:



HUD in the original Kingpin



HUD in Kingpin: Reloaded

Stop! Cluttering! The! Display! Why does seemingly every modern dev make this mistake? The game world - and not the display - is the interesting part. So let's add up the things that are there, but shouldn't be. First of all, the annoying missions list at the top right corner. There is already a journal that the player can take a look at any time. This just teaches you that the game

is about going from mission to mission instead of absorbing the world, similar to the quest marker. “*F: Talk to Rummy*”...we can check the controls, stop treating us like kids. All the other symbols on the screen got doubled (or more) in size compared to the original - and they also look uglier and don't fit the game's atmosphere at all. I think you can choose the original versions at the beginning, but it doesn't matter. The devs still went in and added this stuff for no reason. As far as I can see, positive changes don't appear in this remake, but according to players, additional negative ones do:

There's no denying the game is chock full of issues that weren't present in the original, though. The AI seems to be considerably worse, the player's weapon is almost completely cropped out (especially the pistol), movement often feels jittery, the lens flare effect is way overdone, some cutscenes don't appear correctly (like the motorcycle ride shown at the end of this video), shadows and water reflections are borderline broken... the list goes on and on.

Kingpin: Life of Crime costs 10 dollars ([archive](#)) ([MozArchive](#)) on GOG, while you will pay double that ([archive](#)) for *Kingpin: Reloaded* on Steam. This is obviously excessive for what is effectively a 20+ year old game with nothing added to it aside from higher resolutions that are also available through modding the original ([archive](#)) ([MozArchive](#)). And yet, the system requirements are modern - with 6GB RAM “*recommended*”; I used to play the original on a 64MB RAM machine, what changes justify this? Supposedly, they had to reverse engineer the original game ([archive](#)) ([MozArchive](#)) since they lost the source code for it, but then they recreated it in Unity for some reason (which I guess is where the massive resource usage comes from). And they took 3 years to do something that was only supposed to take a few months. You'd think then, if they spent so much effort, they'd at least add something to make the game better than the original - but no. If this was supposed to be the result, I wouldn't have even

begun the project at all, but I guess they really wanted the nostalgia money.

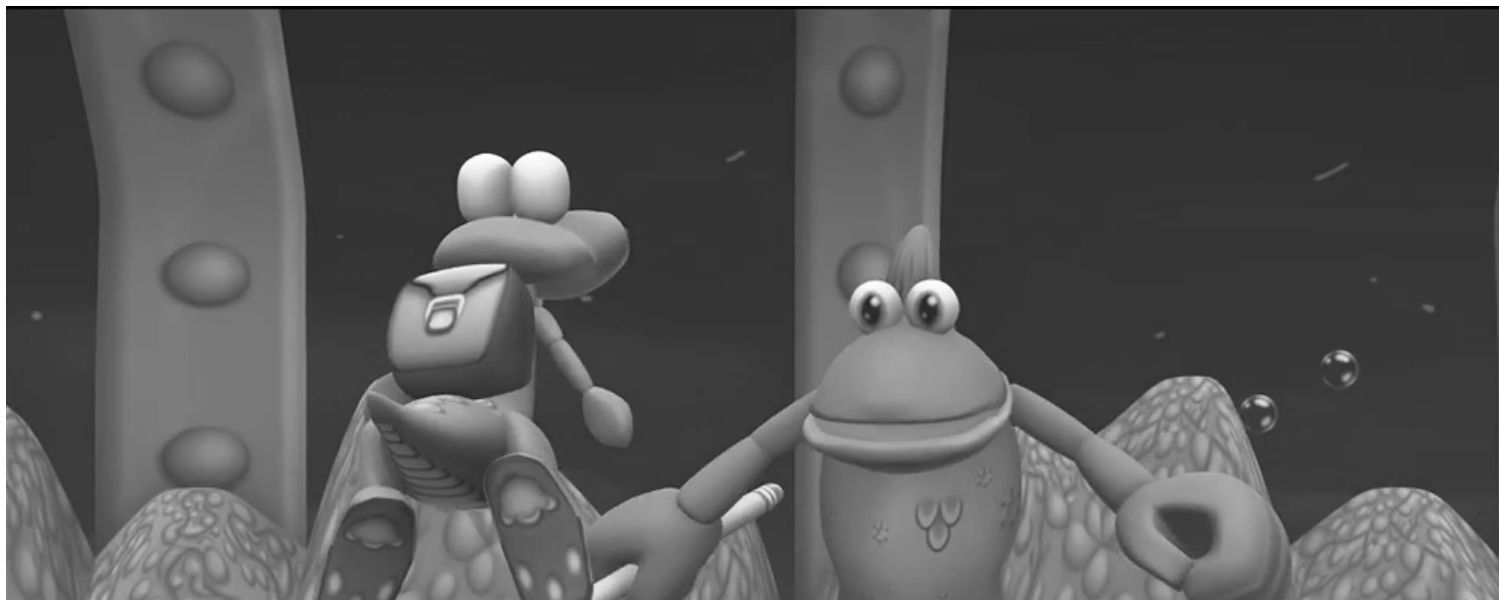
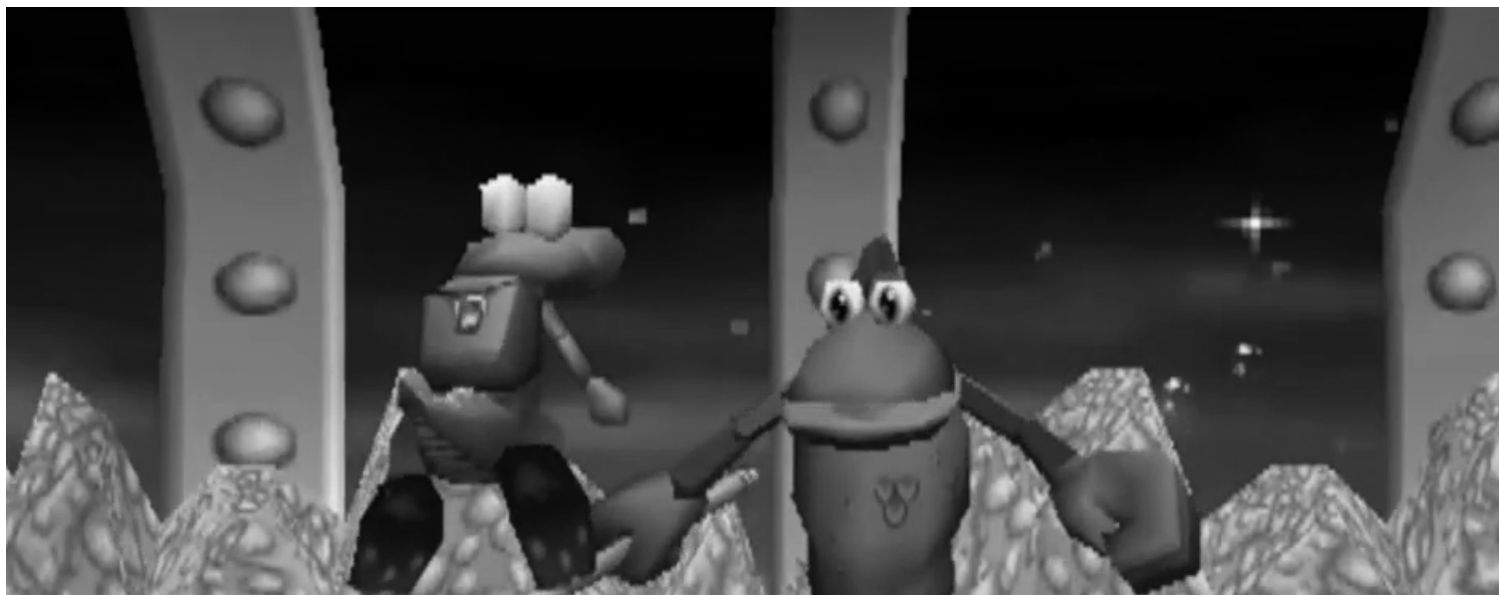
In the end, *Kingpin: Reloaded* is yet another attempt to dig out the corpse of a cult classic, put a lipstick on it and pretend it's something new to impress the fanboy, extract the profit, and throw the carcass away again while laughing in the fanboy's face. No memories can remain sacred as long as the profit dragon continues its rampage. The only positive out of this remake is that we have yet another example of the perils of the profit motive. And maybe the fact that I can continue my not-gaming streak :D.

Croc: Legend of the Gobbos Remastered

When the *Croc: Legend of the Gobbos* remake got announced, I just knew my childhood was about to get raped and disfigured once again. And Argonaut Games, a company that smelled the "remake culture" and resurrected after 20 years, did not disappoint in delivering another lazy cash grab. The remake predictably adds absolutely nothing other than insane system requirements (archive) (MozArchive) (16 GB RAM? lol! I played the original on 64MB...), support for new versions of Windows and some consoles, achievements (AKA annoying notifications popping up) as well as graphics that have been clearly run through an AI and then immediately included. For my research I downloaded the video Croc: Legend of the Gobbos Remastered - Cutscenes Side by Side Comparison (1997 vs. 2025) and compared some scenes:



A beautiful rainbow in the original, none at all in the remake. Not to mention the eye-rapey extremely bright grass; no way this would have passed quality control, which leads me to believe there wasn't any. Another example:



In terms of colors, the original looks alive and the knockoff...dead. Fitting symbolism for the current state of the gaming industry, I'd say. Also look at the star in the sky that became a...line. There is no way anyone examined the AI output even once. Now probably my favorite example:



Original statue has a yellow stomach and shadows, the new one appears to barely have any and is just a boring gray blob. The background contains various decorations in the original, in the remake they disappeared or became layers of the sky or grass. It is so so funny and obvious that this AI hack job has never ever been examined by a human. Because a human would understand that the objects in the background are actually mountains and trees and redraw them with that in mind, instead of as "differently colored blobs" - but I guess this is beyond AI. The funniest thing to me is how the white part (which to me signifies the end of ground and beginning of background), was simply replaced by a patch of darker grass. Edit: wow, I just noticed the sky is even more egregious than anything else, so much it seems like mockery. A regular blue color as background, then a randomly shaped blob of somewhat lighter shade of blue vomited onto it.

It is very very obvious that the AI (at least **their** AI) doesn't understand what it is drawing; it probably got a command such as "make what's there lighter", and it did - but it looks horrible as it's not representing what it's supposed to. Look at the beautiful dark sky in the original, and how it blends together, has clouds of varying shapes, etc - all in low res, but much more convincing. Imagine - I have no art module in my brain, yet I found all these shortcomings (there are more - the ice also became eye-rapey for example, but I can't be bothered to crop more screenshots); what would an actual artist find? I refuse to believe one actually worked on this. I could analyze the gameplay and boss videos too, but what's the point? Surely the same issues exist there, as well. Didn't think I'd say this, but the *Croc* remake might even be beating all the previously mentioned ones in its cashgrabbiness (30 US dollars lol!).

Plants vs Zombies: Replanted

I just watched the video Plants vs Zombies Replanted is an Embarrassment, criticizing the recently released remake of the iconic 2009 game *Plants vs Zombies*. I'm just going to summarize it quickly here:

- The art direction from the original game has been ruined. Assets from various different versions have been combined and they don't fit together. Zombies have become cutesy instead of scary, etc. Even the original artist commented that the new team failed to capture his style.
- Music just became one file being constantly played instead of dynamic, reacting to the situation during the battle. Once again, the original composer attacked the butchery.
- The game has been seriously casualized. Your plants shoot faster and also take less time to regenerate. Funnily, even a trolly help page has been removed from this version because the devs really thought you're too stupid to figure out how to play the game.
- Credits are available right from the beginning of the game instead of as a reward for beating it, like in the original(s). The responsibility for the remake was actually handed to some people from companies making shitty mobile games, and the team that created the originals was purged from this version's credits.
- They have barely added anything new (just a single new mode as far as I can see?), not even online play...in 2025.
- Aside from the many, many (new) bugs, of course. Some of them should have been easily noticable, like the missing sound while hitting the conehead zombie.
- And the extreme increase in system requirements, like the minimum 4GB RAM while one of the original versions ran on a Nintendo DS with...4MB.
- And the quadrupling of price (lol) for a game that is actually worse than the DS version.

- But that wasn't enough for the butchers. Not only is this remake not actually an upgrade, but most minigames from the previous versions are missing. Even though the new one is advertised as "definitive". Par for the course when you are familiar with the trends set by games like HoMM3 HD or DN3D World Tour.

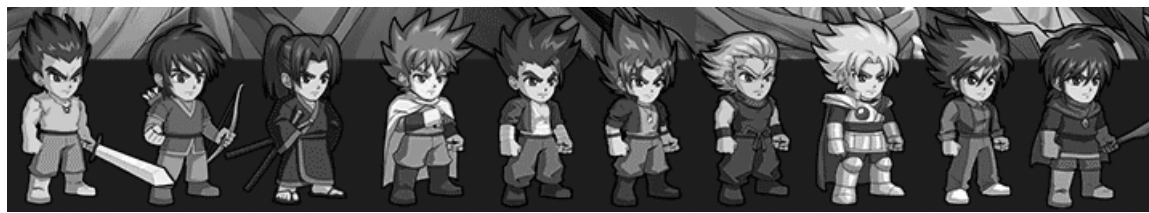
The same principle as usual repeats itself here. Big corpo hunts down a beloved classic game, parasites on its name by releasing a lazy remake that ruins everything and adds nothing new. The big corpo instead, focuses a lot on marketing materials targeting the nostalgia of people who grew up with the original. The robbers then run away with the money grabbed from the suckers who fell for the trick, and move on to another series whose reputation they can exploit. Rinse and repeat until all your memories, all legacies of long running media, all life's accomplishment of the original developers are dragged inside the swamp and sullied forever. That's the life of the profit dragon.

Little Fighter 2: Remastered

Another childhood favorite of mine resurrected by dark forces and turned evil. The remake is so unremarkable I don't even care to spend a lot of effort here. Just look:



The glorious originals



The ugly imposters from the remake

Do I even need to comment? Original characters are realistic, rugged, serious adults looking to fight! The new ones are little cartoon kids with oversized heads looking to play (Henry in particular got totally ruined). Edit: apparently, the Chinese name of the game translates as “*little kids*”, so maybe they really **were** intended to be kids. But either way, they still look stupid and weak in the remake. Also look at what the [steam page says \(archive\)](#) ([MozArchive](#)):

AI was used in the creation of certain visual assets, including character avatars, title screen artwork, promotional materials, and background art. However, these assets still required substantial manual work such as design, sketching, outline drawing, and polishing. The AI was used primarily as a tool for coloring and enhancement, and it did not dictate the creative direction. The visual style remains faithful to the original Little Fighter 2. (lol it doesn't)



Some people assume that because AI was used in certain artwork, it must have been applied throughout the entire project. That is far from the truth. I used AI primarily for large-scale visual tasks. To give a clearer picture: the game includes over 3,000 hand-crafted sprite frames, composed from thousands of hand-drawn body parts. In contrast, only about 100 images were AI-assisted, and many of those, such as promotional artwork, don't even appear in the actual game.



Ha! I totally believe you. If this is really the case, then you wasted your time, bro. And ruined your legacy as well as the memories of many millennials. The stage art for one is the modern "clean" and fucking horrible. It's very easily seen in [this vid](#) from 1:43 to 2:15; all the castle wall details are gone, along with the clouds (similar issue to [the Croc remake](#)) - which proves that it is indeed AI slop.

I understand that some people may have concerns about the use of AI in the creative process. But I hope people can see the broader context and appreciate the amount of manual effort that went into making this game. Please know that I'm a solo developer working with a limited budget. I've been developing this project for around 3.5 years; even quitting my full-time job for a year to work on it full time, without expecting it to cover even half of my previous salary. I've done my best to balance quality and practicality. Your understanding and support mean a great deal to me.



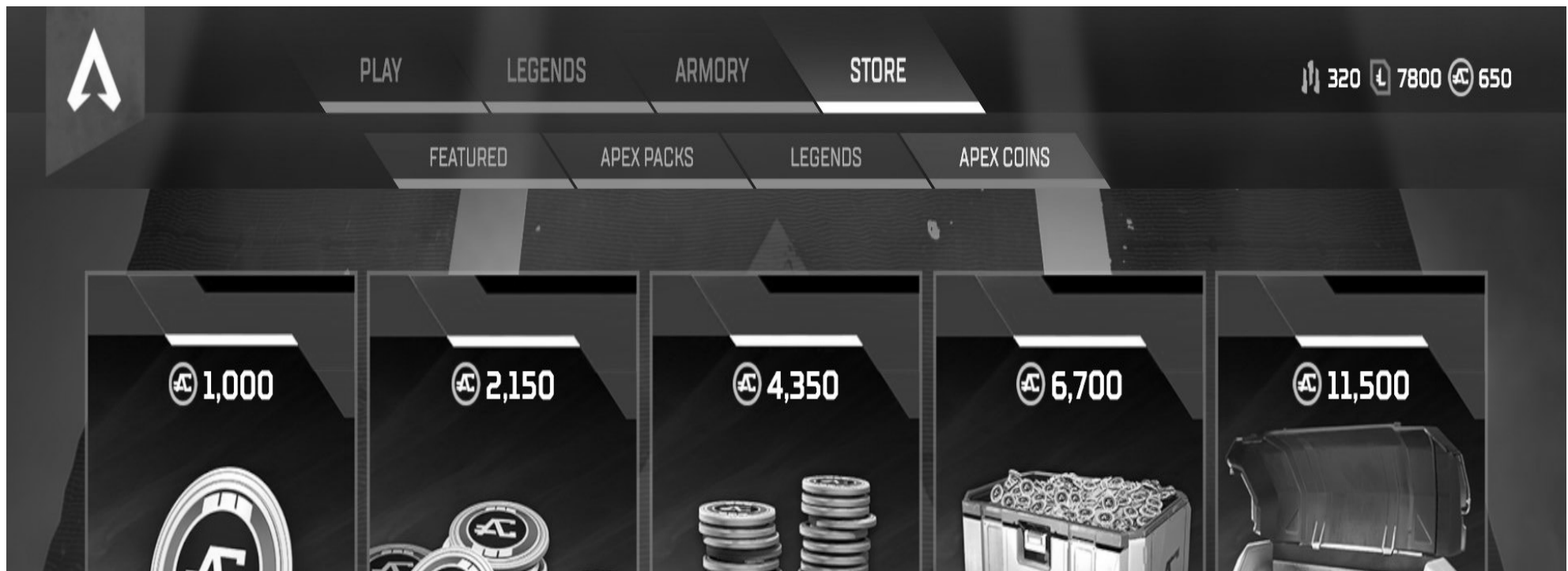
3.5 years is enough time to do something actually useful. Like add new moves, stages, characters, sound effects, mechanics, or anything else real - instead of throwing the old art into the AI washing machine, taking the first thing that comes out, and thinking "Ha! The fanboys won't notice or care anyway". Maybe the worst part is that this remake **wasn't needed at all**. The original game is great and very playable today, and still has a decently sized community. But for this imposter you'll pay 20 dollars (vs **free!**) and additionally pay with the insane hardware requirements (obligatory "I played this on 64MB RAM"). In the end, we can add *LF2 Remastered* to the pile of zombies spreading the plague of greed and enshittification, which keeps getting bigger and bigger and soon will be uncontrollable.

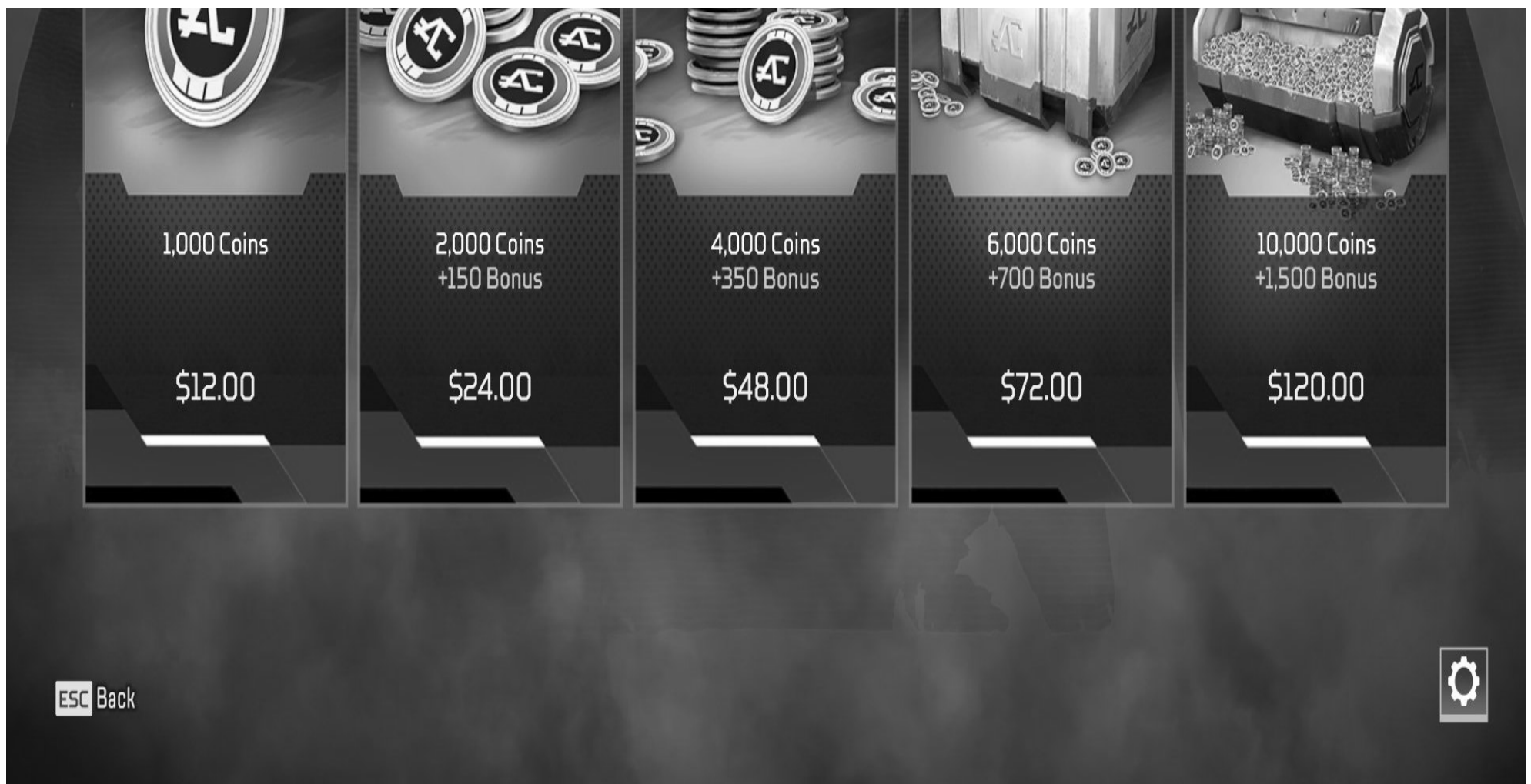
Soliciting payments perpetually

The original business model for video games was for the devs to make a game, put up a price,

have the player pay it in advance, and receive the full game that he could play forever. This was quite fair, at least as much as you could get in capitalism. But as with every new industry, that is originally run by enthusiasts, the profit dragon eventually smells new prey and starts scorching it down. And so, the relatively fair model was largely replaced by something far more sinister.

See, if you buy a game according to the old model, that's it - the transaction is over, and the business **cannot receive anymore money from you**. Do you see how this would be perceived as wasteful, from the point of view of the corporation? Once the customer has left the store with his game, that is all the profit he will ever generate. Even if your game is so great that it makes the players addicted enough to play for hours per day, every day - the earnings won't budge. And so, businesses came up with a devious trick to turn a single purchase into a perpetual money extraction machine:





The base game is kept free, so that there are the least barriers for entry possible, and the devs get more initial audience (including children). Once the player is already hooked, he gets constantly goaded into buying additional content - which might include weapons, skins for weapons / characters, the characters themselves ([archive](#)) ([MozArchive](#)), sometimes stages, lives (so the ability to keep playing is itself gatekept by money), experience. And new stuff is periodically being released ([archive](#)) ([MozArchive](#)) so that the money extraction machine can be kept running.

The average PC game costs 60 dollars or less ([archive](#)) ([MozArchive](#)) - and remember, in the old model, you buy and fuck off. I cannot find the spending data for Apex Legends (which is also allegedly the "most ethical" of the new model games), but the average League of Legends player spends 100 USD ([archive](#)) ([MozArchive](#)) **per year** on additional content. It should be obvious which model is more profitable. Assuming the average player remains active for just eight months, he will already be worth more to the corporation than someone that bought an old model game. And the player that has already spent some money is likely to stick around because he doesn't want to feel like it was wasted. Also, even if someone is generally not impulsive, logging in every day gives many chances for him to eventually splurge - and the games do almost always offer daily incentives ([archive](#)) ([MozArchive](#)). Truly a genius scheme, that is completely impossible with the old model. But what does it mean for the actual games?

It means that **they are now designed to extract as much money from the player as possible** - and not anymore for gameplay mechanics, challenge, story, audiovisuals or any reasons relevant to making an actual, quality art piece. The corporation would rather be adding a low effort skin or level or whatever to their flagship money cow every now and then, than actually create something new and good. If this seems hard to believe, check out how many things they track ([archive](#)) ([MozArchive](#)) to ensure enough money is flowing in - *“In the same way, it is also necessary to track the number of transactions. This is a clear indicator of the upgrade/powerup that is being sold more than others, the repeat purchases of one thing by multiple users. Also, by tracking at even more detail you can see a particular user making similar or varied transactions, and make changes if required”*. See? They are even doing it per item - and changing course ASAP if stats show it's not being sold as much as expected. The game balance or anything else doesn't come into play - only the sales. Are you still doubting that games have ceased to be games and are now purely money extraction machines?

Yet if you look [here \(archive\) \(MozArchive\)](#), you might notice that even in the most profitable games, the vast majority of people **never end up paying anything**. So how do these abominations stay not only alive, but so extremely successful? The main reason is because there is a set of players which the [industry calls "whales"](#) who spend [absolutely exorbitant \(archive\) \(MozArchive\)](#) amounts on the game - *“During a recent Twitch stream, Asmongold was critiquing a video from YouTube content creator Jtisallbusiness in which the YouTuber admits to spending \$100,000 on Diablo Immortal microtransactions”*. If the lion's share of the game's earnings comes from such people, it makes sense to design it with them - and not the "regular" player - in mind. This is why they keep releasing so much buyable content (and sometimes throw it in your face), in hopes someone particularly cursed by FOMO will try to grab everything. Another reason that I've already mentioned is the fact that they are free, and thus will attract many people by default, from which the "whales" can then be fished out. Check out the [15 most popular games of 2025 \(archive\) \(MozArchive\)](#):

- *Roblox* - 300 million players; new model
- *PUBG Mobile* - 250 million players; new model
- *Minecraft* - 230 million players; mixed model
- *Garena Free Fire* - 220 million players; new model
- *League of Legends* - 220 million players; new model
- *Fortnite* - 200 million players; new model
- *Call of Duty Warzone and Black Ops 6* - 150 million players; new model
- *Genshin Impact* - 150 million players; new model
- *Apex Legends* - 120 million players; new model
- *Counter Strike 2* - 100 million players; new model
- *Grand Theft Auto V / Online* - 90 million players; mixed model

- *Valorant* - 80 million players; new model
- *The Legend of Zelda: Tears of the Kingdom* - 40 million players; old model
- *Monster Hunter Wilds* - 35 million players; mixed model
- *Marvel's Spider Man 2* - 30 million players; mixed model

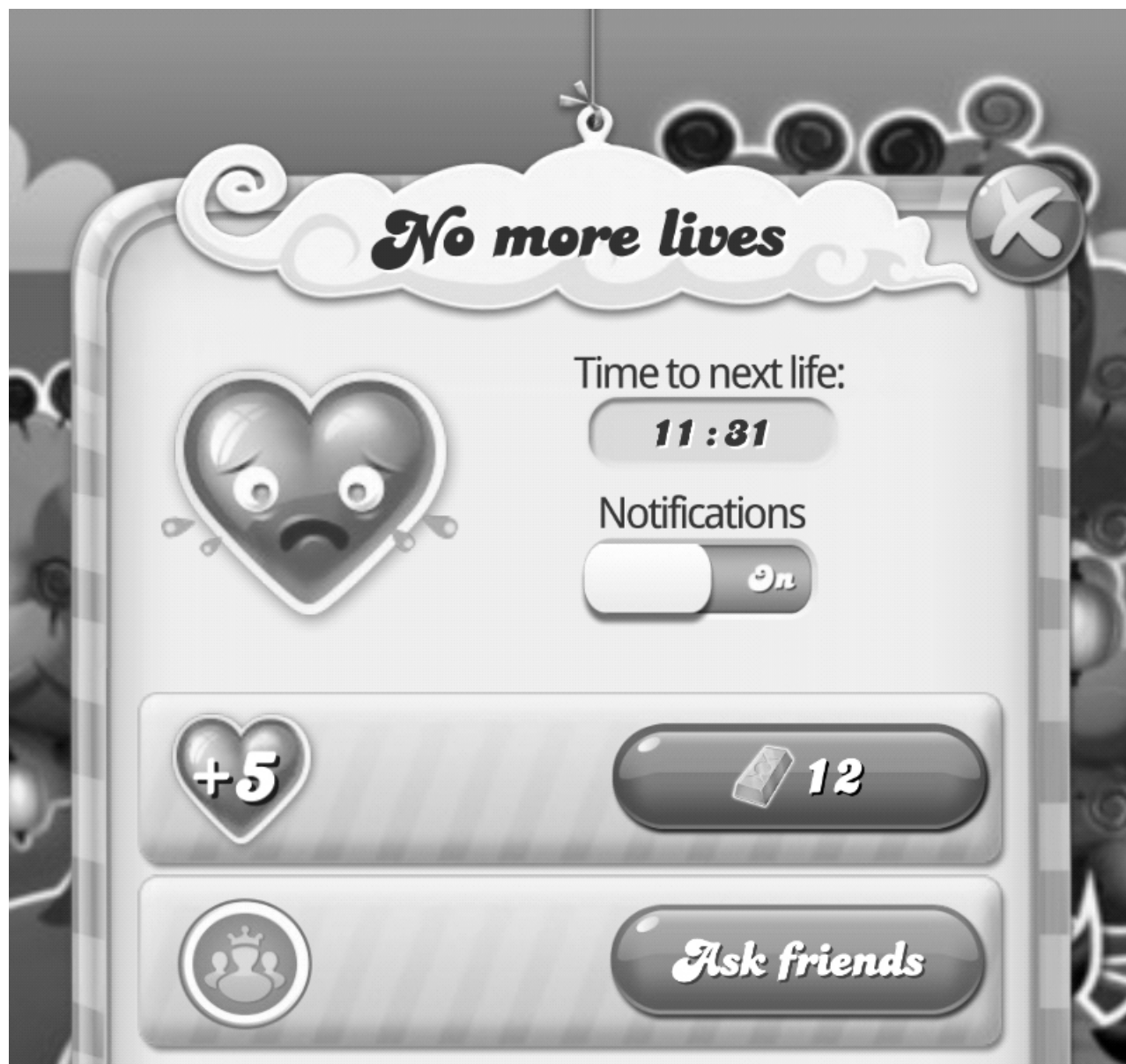
Obviously, it won't be a big problem to find enough whales in a sea of 100m+ fish. But remember, it's not only the whales; **every single player is a potential victim every day**. For example, children and teenagers are another group that commonly spends a lot on microtransactions:

- Parents warn against video game use after son spends \$4,000 on their credit card (archive) (MozArchive) - *“Michael and Jennifer Ferri couldn’t believe their eyes when they found \$4,000 in video game charges on their credit card from their eight-year-old son, Joey.”*
- Daughter's 'Genshin Impact' Addiction Costs Dad \$20,000 In Credit Card Bill (archive) (MozArchive) - *“Unknown to Mr. Lim, his daughter had linked her account to the hit gacha game "Genshin Impact" and went on a shopping spree on in-game purchases between August and October 2021 to upgrade her character. The payments were made to Coda Payments and Apple's App Store.”*
- Bizarre! These two kids paid nearly Rs 1 lakh from their parents’ account for Free Fire game (archive) (MozArchive) - *“In Gonda, two children aged below 12 and 14 have spent nearly Rs 1 lakh (about 1500 USD) from their parents’ account for online transaction on Garena Free Fire game. These two kids have spent nearly Rs 7,000 and Rs 90,000 from their parents’ bank account online to purchase diamonds and clothings for Free Fire.”*

- Roblox: Ten-year-old spent £2,500 of mum's money without her knowing (archive) (MozArchive) - *“We'd just seen hundreds of transactions, these payment confirmations, so then the panic set in - oh my gosh, whose card is this on?,” said Georgina.”*
- 6 Year Old Spends \$16,000 on Microtransactions Using Mom's Credit Card (archive) (MozArchive) - *“The latest example of this saw a six year old in Connecticut spend more than \$16,000, mainly from buying microtransactions for the mobile game Sonic Forces: Speed Battle, a racing spin-off of the Sonic Forces console game that launched in 2017.”*
- Child Spends Rs 10 Lakh From Mother's Account For PUBG (archive) (MozArchive) - *“During the investigation, the boy's father told the police that his son had been addicted to PUBG for the last few months. He added that he spent Rs 10 lakh from his mother's bank account while playing the game.”*

It's funny how often these are really young kids, that have zero idea what they are doing; they simply associate clicking shiny buy button with getting something cool. Perfect prey for the new model game corporations. And it doesn't take that much for a person to out-spend an old model buyer; for example, buying 60\$ worth of Apex Coins wouldn't even unlock half the available characters. Even if you bought the most possible Apex Coins at once (10000, or 120\$ worth), it still wouldn't be enough for all of them. So even though the game is theoretically free, **to actually enjoy the full experience, you'll need to pay more than for an old model game** - yet you might not realize that before starting to play, which is part of why this scheme is so vile. Despite that, it is very clear that it's thoroughly outcompeting the old model and whichever dev is still sticking to it will soon either disappear, or have to switch their games to the new or mixed model (this is actually worse than the new model, as it's basically the same except you

still have to buy the game initially), sending them to Dead City in the process. There is only one game on the list that seemingly has no in-game purchases - *The Legend of Zelda: Tears of the Kingdom*. Soon, finding such gems will be a challenge akin to winning a fight with a gorilla...while blindfolded. Consider how in not even two decades, we went from amazing games such as these, to this:



And while you might say that indie and / or small company games still exist that don't do this, it's becoming increasingly rare and their devs basically have to endure the lesser popularity, and much lesser profits. **Focusing on money extraction machines takes away development resources from the actually good games.** I think this issue provides one of the easiest ways to expose the

true nature of the profit dragon. From visionaries putting their hearts and souls into their creations to finally see their dreams realized, to the "game" becoming just an excuse to rob the players - in only about two decades. Can't wait until AI gets involved to make the extraction even more efficient, and the "games" even more terrible.

Crusade against fangames and mods

Not only are today's games badly designed, overpriced and exploitative - the big corpos will **not even let us fix them ourselves**. Nintendo is the biggest culprit (again, assholes); here is a list of (some of) their transgressions:

- Pokemon Prism ([archive](#)) ([MozArchive](#)), a ROM hack of Pokemon Crystal, has been taken down a few days before release after 8 years of development.
- Another victim was Pokemon Uranium ([archive](#)) ([MozArchive](#)) - this time not even a hack but an actual game made from scratch.
- AM2R ([archive](#)) ([MozArchive](#)), a remake of 1991 Metroid II, was taken down **immediately after release**.
- Even ports for dead computers ([archive](#)) ([MozArchive](#)) get swiftly taken down.
- It's not enough for them to go after the games - development toolkits ([archive](#)) ([MozArchive](#)) can't be allowed to exist, either.
- Game development jams ([archive](#)) ([MozArchive](#)) are targeted, as well.

Now why do they do so? Obviously, they want to make a profit both from the new games they make, and rereleases of old ones. After all, they've brought the first two generations of Pokemon back from their graves to the 3DS Virtual Console. And they can't risk their recent

turds being outcompeted - Pokemon Prism / Uranium had millions of downloads and were widely considered better than the official creations, while Pokemon Ultra Sun / Moon were total disappointments. That's also the reason [ROM sites \(archive\)](#) ([MozArchive](#)) get brought down - if people can just download Pokemon Red / Blue from the Internet, why bother with Nintendo's ports that don't even add anything? Not to mention the many hacks available that way improve those ancient games. And if they ever wanted to revive yet another old classic, it can't be simply available for download out there, can it? So that's why ROM sites are a very important target. In fact, they've produced the NES and SNES classics which are simply **glorified emulators** that only support a small subset of games released for these systems. So there you have another thing that would suffer in popularity if ROM sites weren't in danger.

Employee abuse - Mick Gordon's story

[Link to the full story \(MozArchive\)](#). This could also go under mental or physical health, but since it's coming from the video game industry, I decided to put it here. I came across this story long ago, and it really fucking moved me back then. It is truly the stuff nightmares are made of; I've never seen anything else like it. It's been sitting in the back of my mind for way too long and so, I've finally decided to get off my butt and present it to you (hey, I also have a giant and ever-increasing backlog - but this is too important to wait). First, here is my attempt at an extremely condensed summary:

- Mick Gordon - a music composer - is hired to make music for Doom Eternal (just as he was for the very successful Doom 2016).
- The schedule requires him to create the music for two levels per month, despite the levels not even being finished yet - nor even the concepts for the levels in most cases -

so he had no reference material to base the music direction on.

- Mick proposes a different way of doing things to the management - one that wouldn't waste his time and effort attempting to create music by shooting in the dark (and most likely missing) - but gets rejected.
- As the game becomes more developed, it is predictably revealed that Mick's imagined compositions mostly don't fit it. And so, he's forced to redo them, wasting time that's already lacking. All of this is because the management ignored his suggestions.
- For all this time, the higher-ups are making Mick's work harder and harder by bullying, withholding information, and refusing to pay for work already done.
- Out of nowhere, Bethesda announces the *“Collector's Edition”* of Doom Eternal that's supposed to include Mick's OST (which is **separate from the soundtrack played in the game**, doesn't exist yet and he hasn't been hired to produce it nor even been notified that any of this is being planned). If you think about it - since the preorders for this edition were already piling up when he learned about it - he is under big pressure to produce it anyway since his reputation is on the line.
- Mick reaches out to director Marty Stratton about the blunder, who promptly dismisses him and refuses to even hire him to create the OST that was promised to fans. At this point, it becomes obvious to me that this isn't just the management being clueless suits and making mistake after mistake, but actively malicious and pulling Mick by the leash. This will be shown even more strongly later.
- The release date is coming closer and Mick hasn't been paid for 10 months now. He considers quitting but cannot afford it (this is how the capitalists keep people enslaved).
- Doom Eternal is released and it is revealed that the developers have used all the music Mick has created so far, that they pretended to have had rejected earlier. This proves that having him make the early music blindly - with barely anything to base it on

- was a setup all along, intending to squeeze more material out of him.
- But hey, we still have the separate OST project that was announced at E3 with Mick's name on it that he's still not signed up for. So, after more begging from Mick, Bethesda finally gives him the contract for making the soundtrack. This is just more pulling by the leash; he can't just refuse since again, his reputation is on the line.
- So, Mick has 29 days to make 12 songs, though Bethesda promises to extend the deadline if it proves impossible. Two weeks later, though, Mick gets an E-mail from the director threatening him that he must meet the deadline of April 16, else he's going to send the lawyers after him. So again, it's obvious that announcing the OST without Mick's involvement and ignoring him after that, was just another ploy to trap him later.
- But, it doesn't end here. It turns out the developers have been preparing their own OST release for months, using Mick's cut-up songs. Why not tell him earlier, so that they could work together? Why not tell him earlier, so that he could avoid all those sleepless nights?
- Anyway - according to Mick - the final result was terrible. And it has Mick's name on it, further damaging his reputation.
- It gets even worse. Mick has ended up providing twice the amount of music time than he was contractually required to, and he wasn't paid for the surplus half. This was the point of all the manipulation, already set in motion at the very beginning.
- After fans criticized the botched release of the game's soundtrack, Marty (the director, if you remember) fools Mick into getting into a Skype call with him. Predictably, he just continues his abuse of Mick there.
- At the end of the call, Marty proposes to publish a *“joint statement”* together with Mick, addressing the raging public with a plan to fix the released OST. He asks Mick to not talk about anything until the statement is prepared as to not summon anymore

unneeded drama than already exists. This was yet another piece of manipulation to allow Marty to get the first word in and unleash...

- ...A [reddit post \(archive\) \(MozArchive\)](#) blaming Mick for everything. It feels like the Skype call was just a way for Marty to learn the grievances of Mick he's going to have to respond to. But, all of it is just a fanciful, if mildly believable story.
- Anyway, Marty's plan works perfectly and the fans [buy the story \(archive\) \(MozArchive\)](#) hook, line and sinker. The [press \(archive\) \(MozArchive\)](#) [also \(archive\) \(MozArchive\)](#) [spreads \(archive\) \(MozArchive\)](#) the [narrative \(archive\) \(MozArchive\)](#).
- Mick hires some lawyers to try to get id Software to pay the owed money and Marty to remove the inflammatory reddit post.
- Zenimax (parent company of id Software / Bethesda) proposes to pay back the money on the condition that Mick creates a better version of the Doom Eternal OST, but refuses to remove Marty's post.
- Mick isn't satisfied with being publicly shat on by Marty's lies - though - and declines the offer. This gets Zenimax really mad and they threaten to sue for...talking about Doom Eternal (make it make sense!).
- For their final act of desperation, Zenimax tries to bribe Mick with a “*six figure sum*” to shut the fuck up about everything...forever.
- Mick rejects the offer but still tries to negotiate a deal with the evil company (his naivety begins to anger me). The proposed deal seems to be just a repetition of the previous one.
- Zenimax begins delaying discussions which continues for months, and finally rejects the deal and proposes the bribe again.
- In the meantime, gamers begin to abuse Mick through E-mail and phone, as a result of Marty's reddit post.

- Microsoft buys Zenimax / Bethesda (and by proxy id Software), and Mick tries again to convince them to go through with his plan (he re-does the soundtrack, they delete the inflammatory reddit post). The attempt fails as usual.
- After 15 months of unsuccessfully trying to salvage the situation through "official channels", Mick goes straight to reddit mods trying to get them to delete the post. They agree with his plea, but change their mind 12 hours later and bring back the post (probably due to "convincing" from Marty's lawyers).

The summary is **extremely** condensed, and certain things were surely "lost in translation", so I recommend to read the story whole. Anyway, why cover specifically this event? Well, it's important and it hasn't gone as viral as I hoped. I realize that people get abused probably even worse in industries like food or cloth production. But hell, I'm a gamer and even though I don't play that much anymore, I still pay attention to what's going on (in contrast to the other industries that only interest me in passing). Gaming is something I've been involved in since very young ages, and it will always be close to my heart. So, obviously I had to be moved by this event. I've never seen anything else like this, either. The sheer shamelessness, the sheer cruelty, the sheer contrast between the employee who tried his best (and even went above and beyond expectations), and the higher-ups who decided to blame all their own failures on him. You could almost feel them going "how far can we take abusing this guy? All the way!". The coordination between all those people; just the sheer scope and duration of the conspiracy is also insane.

Though this situation contains the usual attempt of big corpos to extract as much profit from their workers as possible (they still haven't paid Mick for his additional music time), I think it also shows us other important things. Namely how easy it is for psychopaths to gain high power positions and then use those positions to abuse others for the sake of it. It shows us how much

leverage capitalists have on workers. They can create impossible demands, withhold payments, enforce horrible conditions, ruin reputations and attempt to use law and money to shut workers up when they dare to complain. It shows us that the libertarian narrative of employment necessarily being "beneficial for both sides" is a total joke. We are very lucky Mick decided to come forward; if he didn't, then Marty's imagination would have become the accepted version of events, and the real truth would be *"lost for all eternity"* like in the Miles Edgeworth games. I suspect he's one of the rare ones who did, because surely these kinds of situations are common. Mick's kind of a big name, and could have afforded lawyers and the reputation hit; someone smaller would surely just take the money - actually, I'd expect the threats alone to suffice then. I still think Mick's response was kind of weak - he should have gone public after the first bribe attempt at the latest; but oh well, it could have been much worse. Anyway, what was Bethesda's reaction to all of this? [This \(archive\)](#) ([MozArchive](#)):

We reject the distortion of the truth and selective presentation of incomplete "facts". We stand ready with full and complete documented evidence to disclose in an appropriate venue as needed.

Hahaha. The appropriate venue is right here, so where is the evidence?



Mental health

Capitalist definitions of worth

When a child is born, its empty, innocent mind starts being filled with capitalist definitions of worth that consist of "having more, newer stuff". Even if the parents try their hardest to instill some other teachings (but why would they, when that is what is reinforced in their own brains every day?), the real world will quickly verify that. When the child goes to school, it will see that its richer peers are treated better due to the expensive stuff they have on them. [Statistics prove \(archive\) \(MozArchive\)](#) poor children are more likely to be bullied - *"In India poorer children were 12 percentage points more likely to be physically bullied and 19 percentage points more likely to be verbally bullied than the least poor children"*. Example quote showing the kind of bullying poor children suffer from:

I went to school barefoot because my shoes were torn apart. Then students laughed at me, and some of them insulted me calling me a “poor boy”.

Even if your situation is not as bad, it will be easily detected that you're poor sooner or later, and you will suffer. 'School trips are becoming so expensive, I can't afford for my children to go' (archive) (MozArchive). And that child who does not go on trips will be known as the "student who can't afford trips" and be alienated. You can just imagine the kind of stress this will create in the family, and it doesn't end there. How to make it seem like our child is rich even though it's not? How to make it respected? Expensive clothes, newest smartphones, jewelry...**poverty can't be hidden** in the end. Though some schools have tried to combat the issue (archive) (MozArchive) by - for example - banning certain brands of clothes, that is totally not the way to go. As said, there are thousands of ways to show off your good financial situation. The real problem here is the capitalist culture, **equating your worth to the things you have**.

This continues way into adulthood and massively increases depression rates. **Capitalism has created a dog-eat-dog world** where instead of people working together, you have one person trying to prove she's better than the other (according to the capitalist definitions of worth) - while the system keeps **fucking us all**. Being jealous of Facebook friends 'leads to depression' (archive) (MozArchive):

Facebook members were particularly stressed when their friends posted pictures of luxurious holidays, or used the social network to boast about new houses or expensive cars, the study found.

From another article - Heavy social media users 'trapped in endless cycle of depression'

(archive) (MozArchive):

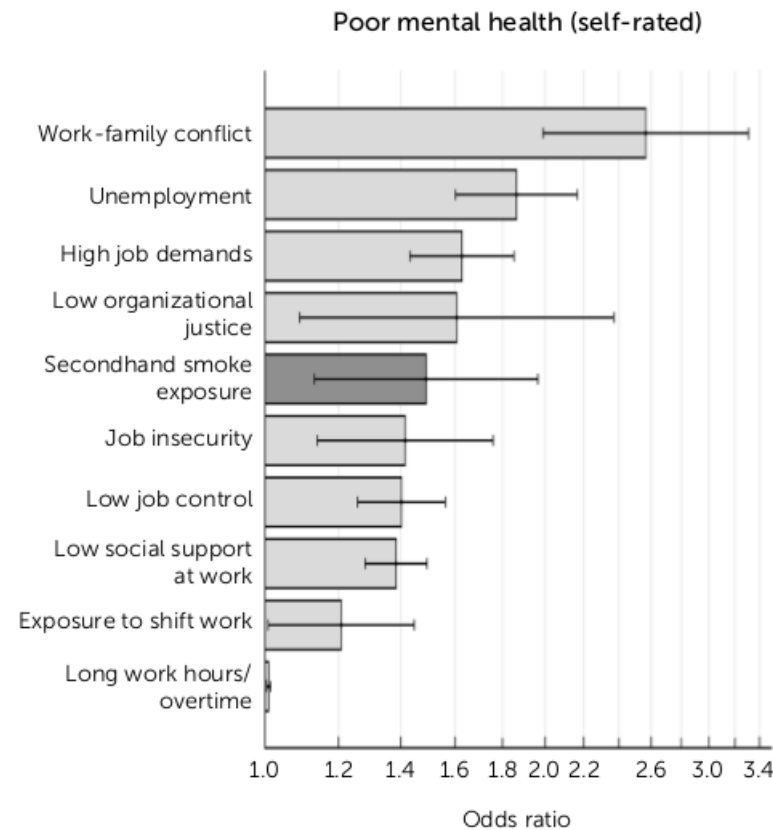
“People who engage in a lot of social media use may feel they are not living up to the idealised portraits of life that other people tend to present in their profiles.

Of course, it's **all fake** in the end - just like most of our capitalist society. People try to put up their best impressions, and it is easier online than in real life. All of this is fueled by the advertising companies alleging **you are inadequate** if you don't have their newest product. Worst of all, **people who are the most vulnerable are particularly targeted**, destroying their already poor mental state: Facebook research targeted insecure youth, leaked documents show (archive) (MozArchive) - *“This information, which Facebook calls “sentiment analysis” could be used by advertisers to target young teenager when they are potentially more vulnerable”*. And as advertising gets more advanced while people lose more and more jobs (due to automation), the situation will just get worse and worse. Recall the prognosis that 800 million people will lose their jobs in 10 years. That means increasing homelessness, and that group has a high rate of depression (archive) (MozArchive) - *“A Toronto study found that 66% of people experiencing homelessness experienced serious depression sometime in their lifetime, and 56% did so in the past year”*. And as long as the capitalist "I have it better than you, haha" culture is here, no one will help them - instead they will be alienated even more.

Workplace conditions

The alternative - having a job - is often not much better. The average American spends 47 hours a week (archive) (MozArchive) at work, and *“Long work hours increased mortality by nearly 20 percent”* according to this article (archive) (MozArchive). From there, we can also glean

some other useful information, for example:



Job security is of course reduced by increased automation. That also causes unemployment, which then in turn leads to “*Work-family conflict*” (and I have personal examples proving that that happens). High job demands are also affected by unemployment, since a worker who slacks off can be easily kicked out (after all, there are a bunch of others to replace him). And with high job demands comes this (archive) (MozArchive):

A recent investigation revealed that emergency services were called on at least 189 occasions for attempts at suicide, suicidal thoughts, and other types of mental health

episodes at Amazon warehouses during a five-year period. The incidents occurred at 46 different Amazon warehouses across 17 states. The accounts are troubling, with 911 calls detailing people trying to cut and kill themselves.

People are literally killing themselves over Amazon work conditions.

In 2011, reports emerged that the company hired ambulance crews to wait outside on hot days for workers who experienced problems related to the heat as they tried to keep up with demanding production requirements. A local ER doctor who had treated some employees for heat stress actually reported it as an “unsafe environment” to OSHA, who stepped in and gave them corrective steps.

But Amazon would have none of these "reports":

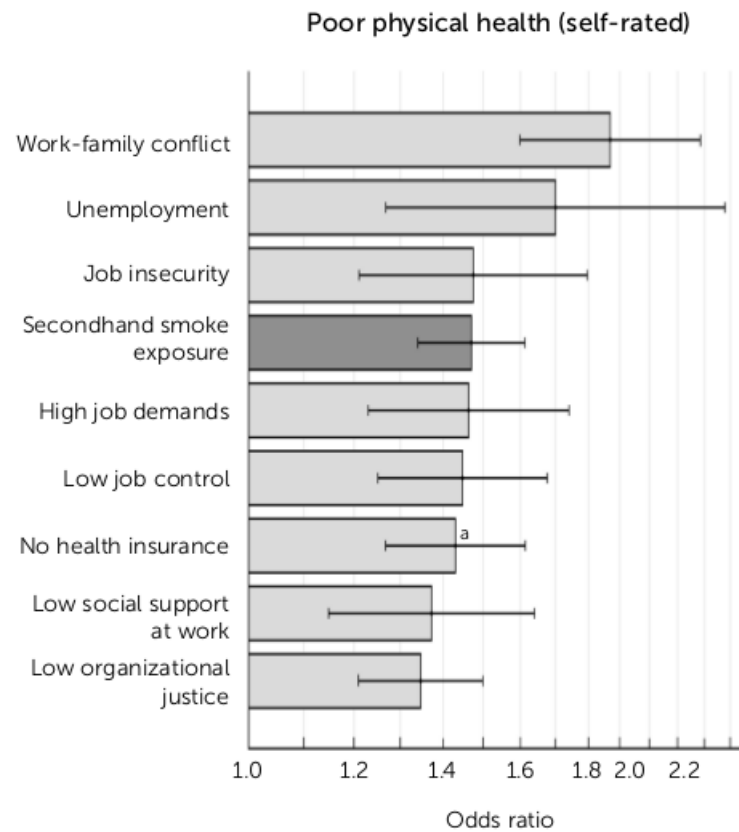
A year later, the Seattle Times reported that the underpaid, overworked employees at a warehouse in Campbellsville said they were pressured to manage their injuries in ways that wouldn't trigger an OSHA report – for example, by claiming to medical personnel that their workplace injuries were actually due to pre-existing conditions.

And of course, you'd better not stand up to them or you will be kicked out (or perhaps, replaced by a robot?). Amazon has also tried to lock their workers up in cages ([archive](#)) ([MozArchive](#)), but fortunately gave up on that idea. Many jobs, however, are already very close to being like that - such as bank tellers, cashiers, etc. And the people having those jobs usually have no other choice. Other jobs come with their own stresses, such as enduring traffic jams, being recorded by cameras at all times, having to be on the phone also at all times (even during "free" days), models being forced to take extreme measures ([archive](#)) ([MozArchive](#)) to lose weight, pornstars

being [humiliated and abused \(archive\)](#) ([MozArchive](#)), [being bullied by the boss \(archive\)](#) ([MozArchive](#)) and I could go on and on. Almost as if the whole job system existed to ruin people's mental health in any way possible.

Physical health

The same kind of chart as above was also applied to physical health:



But since we've already discussed those issues, let's move on to some other - perhaps more relevant - factors affecting people's health:

Health effects of junk food

Let's start with the foods people are eating, which is surely the biggest factor affecting their health. Or, in the words of *The Wheel of Health* - “it is food and food only”. So, when your food is defective, this is what happens:

- 20% of worldwide deaths caused by junk food - <https://www.naturalnews.com/2017-10-25-toxic-food-is-killing-humanity-one-fifth-of-global-deaths-now-linked-to-processed-junk-food-and-toxic-ingredients.html> (archive) (MozArchive)
- Energy drink consumption linked to anxiety, depression, stress in young adults - <https://www.naturalnews.com/2018-04-01-energy-drink-consumption-linked-to-anxiety-depression-stress-in-young-adults.html> (archive) (MozArchive)
- Junk food can lead to lower IQ in children - https://www.naturalnews.com/031446_junk_food_intelligence.html (archive) (MozArchive)
- Junk food linked to asthma, eczema in children - https://www.naturalnews.com/039020_junk_food_asthma_children.html (archive) (MozArchive)
- A single junk food meal damages arteries leading to increased risk for heart disease - https://www.naturalnews.com/037815_junk_food_arteries_heart_disease.html (archive) (MozArchive)
- Eating junk food during pregnancy raises newborn's risk of diabetes, obesity -

https://www.naturalnews.com/020704_prenatal_nutrition_childhood_obesity.html

([archive](#)) ([MozArchive](#))

- Not just obesity: Junk food causes osteoporosis -

https://www.naturalnews.com/038773_junk_food_osteoporosis_obesity.html

([archive](#)) ([MozArchive](#))

- A short-term diet of junk food can irreversibly damage memory, study finds -

https://www.naturalnews.com/043482_junk_food_memory_loss_cognitive_impairment.html

([archive](#)) ([MozArchive](#))

And lots, **LOTS** more. Pretty much every disease and dysfunction you can think of has been linked to the consumption of junk food - so, that is the main factor destroying people's health. But why? What makes "junk food" do what it does?

Anatomy of a junk food

What makes junk food, actually junk? Let's take a widely accepted junk food - the Cheetos crisps - to the chopping block, and try to deduce the properties that a junk food has:



Ingredients: Enriched Corn Meal (Corn Meal, Ferrous Sulfate, Niacin, Thiamin Mononitrate, Riboflavin, and Folic Acid), Vegetable Oil (Corn, Canola, and/or Sunflower Oil), Cheese Seasoning (Whey, Cheddar Cheese [Milk, Cheese Cultures, Salt, Enzymes], Canola Oil, Maltodextrin [Made From Corn], Salt, Whey Protein Concentrate, Monosodium Glutamate, Natural and Artificial Flavors, Lactic Acid, Citric Acid, Artificial Color [Yellow 6]), and Salt.

CONTAINS MILK INGREDIENTS.

Nutrition Facts

Serving Size 1 oz (28g/About 21 pieces)

Amount Per Serving

Calories 150 Calories from Fat 90

% Daily Value*

Total Fat 10g	16%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 250mg	10%
Total Carbohydrate 13g	4%
Dietary Fiber less than 1g	2%
Sugars 1g	
Protein 2g	

Vitamin A 0%	•	Vitamin C 0%
Calcium 0%	•	Iron 2%
Thiamin 8%	•	Riboflavin 4%
Niacin 4%	•	Vitamin B ₆ 2%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Low nutrition of junk food

The two main ingredients are corn and vegetable (really seed) oil. The corn is of course the refined kind, meaning it has about 1 / 4 of the nutrients compared to its whole counterpart. The oils are even worse, as they are basically just fats (empty calories) with all the minerals, vitamins, fibers, and phytochemicals of the original seed stripped away (archive) (MozArchive).

Milk - the third biggest ingredient in the Cheetos - is also significantly degraded by processing. It's not a big component of Cheetos percentage-wise (since it's just used for “*seasoning*”, AKA flavor), but for educational reasons, it will still be useful to see just how much nutrients you'd lose if it was. Okay, so, the [pasteurization of milk \(archive\) \(MozArchive\)](#) almost completely destroys its vitamin A content:

A 56% loss of vitamin D and a 95% loss of vitamin A content was noted after 7 d from the continuous turbulent flow UV processing, but this loss was equally comparable to that found with traditional thermal processing, such as HTST and UHT.

And [significantly reduces \(local\)](#) its vitamin B1 and B12 levels:

20 and 30% losses in vitamin B1 (thiamine) and vitamin B12 can occur during UHT treatment

As well as its vitamin C and folic acid levels (does the nightmare ever end?):

The levels of vitamin C (ascorbic acid) and folic acid are markedly reduced in UHT milk containing a significant level of oxygen during UHT processing and storage

In [another study \(archive\) \(MozArchive\)](#), 30 minutes of pasteurization fully wiped out two out of three enzymes tested, with the remaining one being decreased by 15%. Enzymes are what digests your food, and there are indications that [we are deficient in them \(MozArchive\)](#) and this results in disease. Now, this type of pasteurization isn't usually used (as far as I can see), but still - your junk foods will be baked or fried before they enter the shelf, meaning whatever milk enzymes might have survived the initial heat treatment, will surely be gone after the second

one.

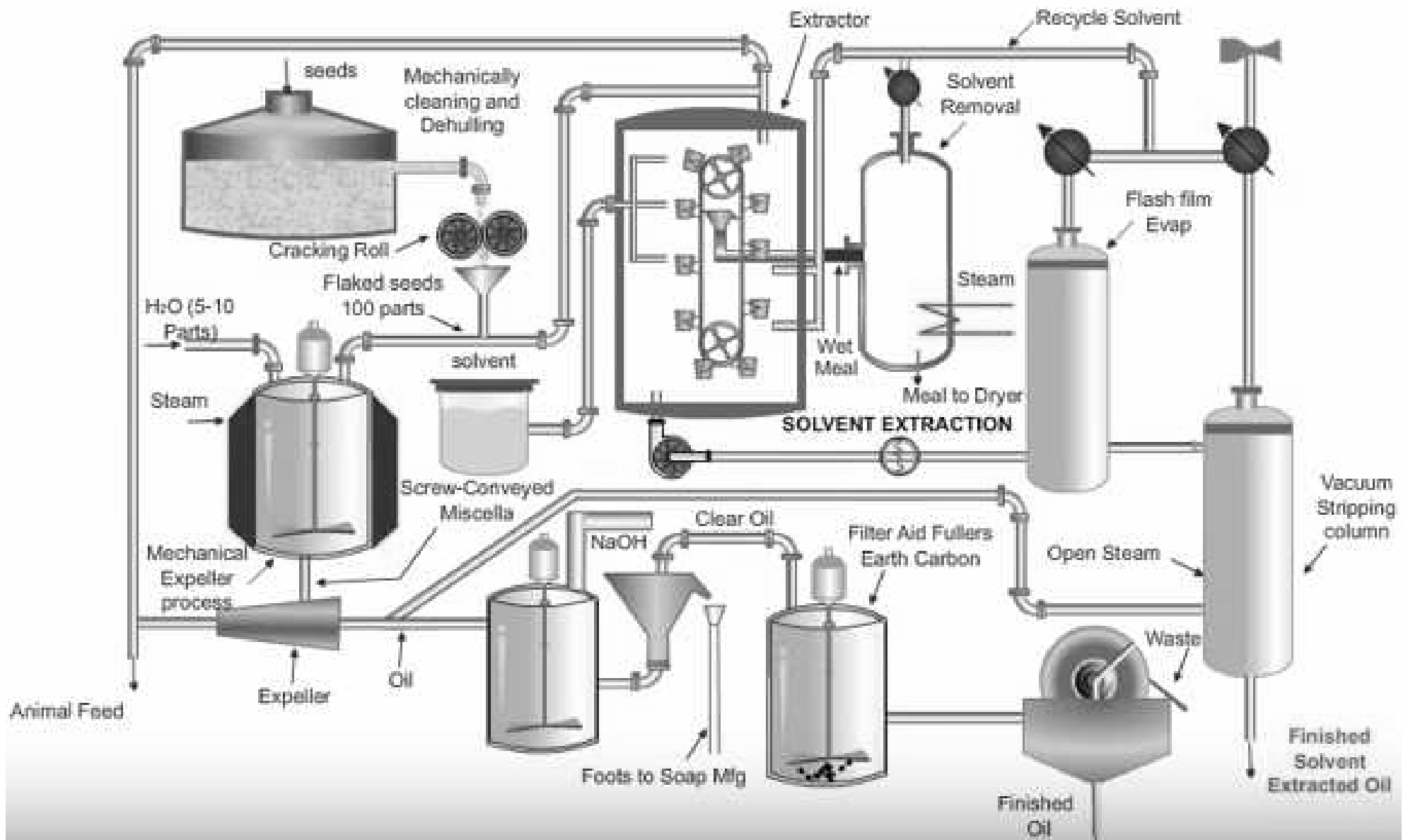
This isn't even the full extent of milk processing that's done before it ends up in your cookie, milk chocolate, etc. There's also the drying, separation, and reconstitution (archive) (MozArchive), and it's creepy to see just how much high tech machinery is involved. Who also knows what all this does to the nutrition or if it results in the creation of undesirable substances.

Anyway, the problems with the junk foods should already be apparent. Let's consider some physiology. **The human body requires nutrients to function.** If you fail to give it any one of the myriad needed substances for a long enough time, you will start getting the relevant deficiency diseases (archive) (MozArchive). And it is clear we're not going to receive much nutrition from the junk foods. Why is that?

Well, the junk foods are **optimized for being eaten, not for being health-promoting.** And businesses will use the cheapest ingredients available to accomplish that feat. It should be obvious from the fact that not only we're getting the cheapest grains in our junk foods (wheat and corn, usually - and never something like buckwheat) - they're also refined. The same rule applies to oils, where the better ones (like coconut or olive, which have safer fats and / or more nutrients remaining) are never used, because of their way higher costs.

Junk food toxicity

Since in the aforementioned Cheetos seed oils are the second ingredient, and also appear in the majority of this top 15 junk food list (archive) (MozArchive) that came up first in a search engine, let's take a deeper look at them. First of all, how they come to be (local):



Even though safer processes are possible, they are never used:

The overwhelming majority of all vegetable oil is extracted using solvent extraction. The advantage of solvent extraction is the high yield that can be obtained economically with

this method (>99 wt.%), but this is at the expense of a reduced oil quality [...]

*After these operations, the cooked seed flakes are mixed with the solvent in order to extract the oil. It results a mixture of oil and solvent, called miscella, which is **heated in evaporators at 80°C**. Steam is injected on the shell side to vaporize and reduce hexane to about 5% of the oil, then the oil is directly steam-stripped in a vacuum tower at temperatures rising to a final 110°C. [...]*

Quality sacrificed for the ability to create more sellable product. Business as usual for the profit dragon. Please notice how the oil you buy - unless specifically stated to be otherwise - will have already been thermally processed before ending up on the shelf. Let's check out (archive) (MozArchive) what happens to it when that is done:

Previous NMR-based investigations focused on the peroxidative degradation of culinary oil UFAs during standard frying practices [...] have demonstrated the thermally-promoted generation of very high levels of highly toxic aldehydes and their hydroperoxide precursors in such products

And these compounds hurt you in these ways:

effects on critical metabolic pathways (for example, energy metabolism); the promotion and perpetuation of atherosclerosis and cardiovascular diseases; mutagenic and carcinogenic properties; teratogenic actions (embryo malformations during pregnancy); the exertion of striking pro-inflammatory effects; the induction of gastropathic properties (peptic ulcers) following dietary ingestion; neurotoxic actions, particularly for 4-hydroxy-trans-2-nonenal (HNE) and -hexenal (HHE); and impaired vasorelaxation

coupled with the adverse stimulation of significant increases in systolic blood pressure.

And you ingest this stuff every time you eat your cookies, crisps, burgers, fries, croissants, etc... Please pay attention to the “*during standard frying practices*” part - it means the results can't be dismissed as just an artifact of the laboratory environment. It's affecting every confectionery enthusiast or restaurant goer out there, especially since all the oil-containing junk foods will be **additionally** fried, baked, or heat-treated in some other way before ending up on the shelf or restaurant plate. So you will most often receive an oil that's been thermally processed two times, which shoots the damage through the roof ([archive](#)) ([MozArchive](#)). Some particularly destructive toxins created during the extraction and heat-treatment of the seed oils are called the "trans fats" ([MozArchive](#)):

The trans contents were between 0.56% and 4.2% of the total fatty acids.

But what are those, even? If you know what are mono- or poly- unsaturated fats, then consider that every one of them has possible alternate (trans) configurations that do not perform the same functions as the original ones. And what makes those imposters uniquely harmful is that **the body actually tries to use them as normal, but they don't work** - instead of removing them outright, like it would do with any other toxin. And since you naturally have the unsaturated fats in your brain, eyes, and other places, their trans-isomers form the **perfect chronic toxins**, slowly modifying the structure of your body. It would be like working at your enemy's castle, and slowly replacing the bricks with rubber ones, until it falls apart. Basically, **the trans fats perform sabotage of your body**. Here's ([archive](#)) ([MozArchive](#)) a study that proves it:

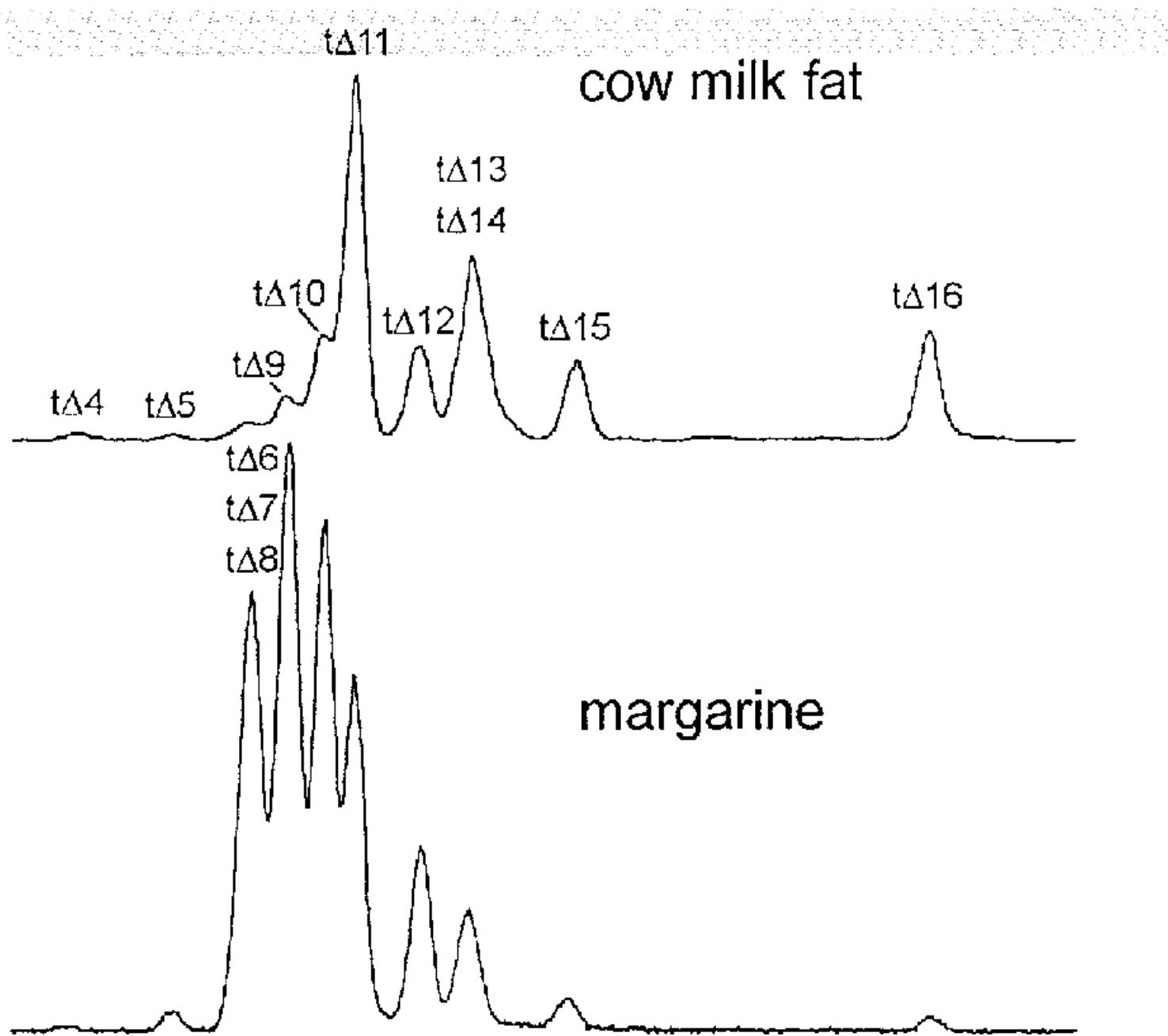
To compare physiological properties, we synthesized reconstituted HDL (rHDL) containing stearic acid (18:0), oleic acid (18:1, cis), or elaidic acid (EA, 18:1, trans). An

rHDL containing EA (EA-rHDL) showed loss of antioxidant ability and induced the highest uptake of oxidized LDL into human macrophages. EA-rHDL caused the strongest cellular senescence in human dermal fibroblast cells along with the highest production of inflammatory species in macrophages co-treated with fructose.

Another one (archive) (MozArchive):

Dietary trans alpha-linolenic acid altered the fatty acid composition of retinal and hepatic phospholipids by significantly increasing the Delta19trans-isomer of docosahexaenoic acid. Moreover, dietary trans-isomers of alpha-linolenic acid significantly decreased the b-wave amplitude of the ERG by 9 mo of feeding. We conclude that long-term intake of small amounts of trans-isomers of alpha-linolenic acid could disturb visual function.

In both cases, the imposter fatty acids get into where the regular ones are supposed to be, and disturb the function of the relevant tissue. And even though trans fatty acids also exist in nature (only in the milks and meats of ruminants, where they are made by bacteria; they are not an in-built part of any animals' metabolism AFAIK), the double bonds in those are in different positions (local) than in the industrial ones:



If you look carefully, you will see that margarine is full of fatty acids that have a trans configuration at the eighth, seventh, and sixth carbon atoms - which basically don't exist in the cow milk fat. Therefore **we're dealing with completely new chemicals here**, that appear to not

have been specifically studied at all (at least I cannot find that they have been; they haven't even been assigned official names, it seems). Elaidic acid (or T9 in the graph) - another major part of margarine but extremely low in cow's milk - has already been proven to be harmful (look two quotes above; it's also shown in many other studies). On the other hand, vaccenic acid (or T11 in the graph) - the main trans fatty acid in cow's milk - has some beneficial effects ([archive](#)) ([MozArchive](#)) that are not found for elaidic acid, and is missing most of the bad ones. I suspect that elaidic acid is especially dangerous because it's a mirror image of oleic acid (double bond on the same carbon atom) and oleic acid is the most common fatty acid in the human body ([local](#)) - “Jaeckle [1897] gave the composition of fat as stearic acid 4.9 to 6.3%, palmitic acid 16.9 to 21.1%, oleic acid 65.6 to 86.7%” - so the opportunity for sabotage is the highest there. On a high margarine diet, your blood becomes full of elaidic acid ([archive](#)) ([MozArchive](#)):

On the baseline diet, the predominant positional isomer of trans-18:1 in PL was delta11 (vaccenic), whereas in the other lipid classes it was the delta9 isomer (elaidic). The concentration of the delta9 isomer increased on the MF diet, particularly in the PL fraction, while the concentration of the delta11 isomer decreased in all fractions.

By the way, pretty much every study I've looked on this admits that the fatty acid detection techniques are flawed; meaning the exact distribution of the fats in all those foods could be somewhat different. This is even more of a reason to rely on natural foods that have sustained people for millions of years instead of a century or less years old laboratory creations whose contents or long-term effects we can't even fully elucidate - but we know a bunch of completely new chemicals appear there. Overall, this is a pretty unexplored area of research (again, most of those manmade fats have not been studied at all) - but as an entire group, trans fats are linked to heart and other diseases ([archive](#)) ([MozArchive](#)):

A 2% increase in the energy intake from trans fatty acids was associated with a 23% increase in the incidence of coronary heart disease

the adverse effects of trans fatty acids were seen even when intake was really low, only 3% of total daily energy intake (20-60 calories), about 2-7 g for a person consuming 2000 calories

And they are contained in real life items in problematic amounts. Check out [this analysis \(archive\)](#) ([MozArchive](#)) of some snacks available in Serbian stores:

The trans-FAs elaidic (C18:1 - 9t) and linolelaidic FAs (18:2 - 9t, 12t) were identified in 66 % of the products. The flips products had the highest average t-FAs content (16.3 %), followed by flips group (9.3 %). Potential t-FAs intake from 100 g of analyzed products was in range 0.1–4.9 g

I was really hoping someone out there had actually examined the sold products, so that I wouldn't have to rely exclusively on indirect evidence. Well, there you go. Assuming the average package of Serbian snacks had 2.5g trans fat (middle of the range), that would be enough to increase your risk of disease (remember, 2-7g per day does that). And that's just with one small snack package per day, easily ingested by your regular junk food enthusiast. If you added up the cookies, fries, etc he's going to eat that day, he'd easily hit the upper range of the danger zone. Meaning junk food toxicity isn't just an abstract problem, but a real danger for millions of people out there.

The major reason trans fats are even a problem (and why I'm talking about them in this article) is that once upon a time businessmen needed a food product with specific properties, and they

figured out they can accomplish what they want through a process called hydrogenation (archive) (MozArchive):

Partially hydrogenated oils don't turn rancid as easily as non-hydrogenated fats. They can withstand repeated heating without breaking down, and the process can turn a liquid oil into a solid, which allowed for easier transportation and wider uses. This solid fat was also much less expensive than many solid animal fats. These characteristics were attractive to food makers, and partially hydrogenated oils became a mainstay in margarines, vegetable shortenings, doughnuts, commercial baked goods like packaged pastries and cookies, other snack foods, and in fast-food restaurant deep fryers.

An Absolutely New Product for Frying, for Shortening and for General Cooking

A scientific discovery that will affect every kitchen in America

Crisco is a new and heretofore unknown product; an absolutely wholesome and delicious cooking material, made under hygienic conditions from edible vegetable oils by a process controlled exclusively by ourselves. It is in no sense a compound or mixture of oils and fats.

All the points in favor of Crisco have been tested by the leading chefs and domestic

science teachers. The following claims facts in domestic science schools and in hotel kitchens, where modern, progressive cooking is a business or science.



16% Water



All Shortening

Crisco makes the best pastry

Until Crisco was discovered, butter was the standard for good pastry.

Butter is nearly one-fifth water. Crisco is 100% shortening.

To-day, Crisco gives a crisper pie crust, a richer shortcake, or cream roll, than butter.

You do not have to do any experimenting with Crisco. Use it just as you would butter, except add salt.



Make the onion and potato test

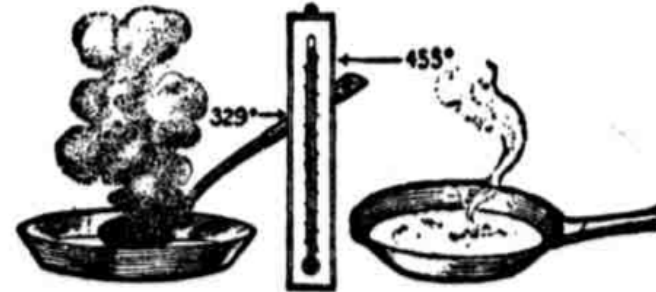
Crisco absorbs no odors

You can use the same Crisco for fish, onions, then potatoes—without the slightest odor or flavor being carried from one to the other.

This does not seem possible? Try it yourself and see. You will find it a decided economy.

The Procter & Gamble Co.

seem unbelievable but they are now known in hotel kitchens, where modern, progressive cook-



Butter smokes at 329°
Lard at 400°

You can heat Crisco to 455°
and it will not smoke

Crisco fries in half the time without smoking

Butter smokes and burns at 329 degrees.

Lard at 400 degrees.

You can heat Crisco very much hotter than lard and it will not smoke. You heat Crisco hot enough to cook the outside of food *instantly*, so that a crust forms and prevents grease from soaking in.

This is the secret of the crispness of foods cooked in Crisco. They are a uniform golden brown and without any burnt black specks—the most appetizing fried foods you have ever eaten.

Three more new features of Crisco

Watch for our following announcements. They explain many more new features of Crisco.

When you have read them, you will agree with the food authorities that Crisco is the ideal product for cooking—one that American housekeepers have always needed and one which they will be quick to appreciate.

So, businessmen predictably jumped onto a way to turn cheap seed oil into something that resembles butter, resists spoilage, and can be added to junk foods to save money on the more expensive to produce butter. If you look at the disgusting marketing, it only mentions improved taste and looks, while ignoring health. And the results of this experiment were disastrous. In a few decades corpses started turning up with trans fats in their organs (local) (*“Adipose tissue contained from 2.4 to 12.2 percent, liver, 4.0 to 14.4 percent, heart, 4.6 to 9.3, percent, aortic tissue, 2.3 to 8.8 percent, and atheroma from subjects who had died of atherosclerosis, 2.3 to 8.8 percent of trans fatty acids”*) which was when the offending substances found themselves inside the scientific crosshair. Still, a few more decades had to pass until medical organizations and politicians got off their butts and started warning about the dangers of these fats. Can you guess when the first legal limit on the amount of trans fats contained in food products came in? Denmark, 2003 (archive) (MozArchive). Imagine how many died because of the slacking. But actually, the real reason is the influence of businessmen on the decision making in terms of health policy. TFAs still have not been completely banned as shown by the Serbian snacks; it might even be impossible due to the fact that they're formed simply from seed oil extraction, and by refrying. So even this "ban" is not that big of a win as it seems. Now imagine how many potential other "trans fat" situations are currently brewing.

For example, looking back at the nutritional label for the Cheetos, this mysterious "Yellow 6" thing stands out. It's what gives the crisps their characteristic shiny color. But does it have any bad health effects? Not at all, move along! See, the food industry cares about your health, and wouldn't include a harmful additive just to make its creations look more attractive. Hahaha... just kidding (local):

However, Kent J. Davis, an FDA veterinarian, attributed “tears, eye lid encrustations, pannus [corneal inflammation], and corneal opacity approaching blindness” to ingestion

of Yellow 6

Yellow 6 may be contaminated with several carcinogens, including benzidine and 4-aminobiphenyl. The FDA set a limit of 1 part per billion (ppb) of free benzidine, but some batches of dye have contained a hundred or even a thousand times as much bound benzidine, which is likely liberated in the colon

Symptoms of a hypersensitivity reaction included urticaria; angioedema of lips, eyes, or face; reddening of the eyes; sweating; increased tear secretion; nasal congestion; sneezing; rhinitis (runny nose); hoarseness; wheezing; and a variety of subjective symptoms.

Strike one - blindness. Strike two - cancer. Strike three - allergic reactions, meaning get this toxic crap out of my face! Though we don't usually hear about these effects from the media, it only gives an illusion of safety because something like cancer develops over decades and almost certainly wouldn't be connected to the dye. Remember - also - that you can only detect a kind of damage if you bother to look for it. And there have only been a few studies done on Yellow 6 (and they are all from the 70s and 80s...), which certainly don't tell the full story. What if it kills your liver or gives you diabetes after 20 years of ingestion, but no one has looked? Many people eat the junk foods in high amounts day after day, with different dyes constantly entering the body with unknown long term cumulative effects. The same document indicts - for example - Yellow 5 for being mutagenic. So it's quite possible that many years of constant ingestion of those dyes will result in issues that aren't found in studies testing only one of them and not even tracking anything except the carcinogenicity and a few other things. Who also knows about any possible environmental impacts after those things or their metabolites are ultimately pissed out.

In a world without money, a food's healthfulness would surely be the top criterion for deciding whether to even produce it, since you'd know that your neighbors, kids, etc. would be the ones eating it. But in a world ruled by the profit dragon, this is completely reversed. If businesses can cut costs by using cheaper oils, they will. If they can add a chemical that makes their food shine and attract more consumers, they will. If restaurants can fry in an already used oil...well, it saves money, so why not? Trying to do tests for the healthfulness of your newly invented food before releasing it onto the market would mean incurring additional costs. A business that attempted that would be quickly outcompeted by ones who didn't waste time and simply started selling, as they would have already gained significant mental real estate ([archive](#)) ([MozArchive](#)) by the time the tests finished. And, if the food turned out poisonous, that would mean even more losses and probably bring the "ethical" business down. Using higher quality ingredients would - of course - also result in higher costs. Any way you slice it, businesses are rewarded for decisions that put the health of their customers in danger. "Trans fat"-type situations cannot be prevented in this climate, and capitalism has no answer. Aside from - perhaps - requiring strict toxicity tests for every newly invented food. Yet is this not basically an admission that - if you let the profit dragon off the leash - it will flood the world with toxic foods? Why not just give up money and let the dragon starve instead of naively thinking you'll tame it?

To recap, we have so far identified two reasons why junk food is bad: the nutrient destruction and toxin creation. Can we hang them for something else yet? Yes!

Making junk food addictive

The junk is addictive! Of course, the toxicity or lack of nutrition wouldn't even matter if the

stuff didn't sell. But it does sell. It has to. Why? Because of this (archive) (MozArchive):

In studies done on mice [...] the breaking point for foods high in sugar and fat were a step below cocaine. Animals are literally willing to work almost as hard to get either one.

But, interestingly enough, cocaine [and the foods we're talking about] don't cause the brain to curb its dopamine response at all.

So, in terms of the addiction potential, **junk food is just as effective as cocaine**. How do the food giants accomplish this? Like this (archive) (MozArchive):

"I was totally surprised," he said. "I spent time with the top scientists at the largest companies in this country and it's amazing how much math and science and regression analysis and energy they put into finding the very perfect amount of salt, sugar and fat in their products that will send us over the moon, and will send their products flying off the shelves and have us buy more, eat more and ...make more money for them."

This is where the corn or wheat and seed oils come forward. It's simply the cheapest way to provide a lot of starch and fat while also providing the necessary structure:

There's more science in that melty orange snack than you might believe. Frito Lay employs a team of 500 chemists, psychologists and technicians at a research plant near Dallas for a cost of \$30 million a year to create the perfect crunch, mouth feel and aroma for their products. Frito Lay also has a \$40,000 device that simulates a chewing mouth to create the perfect 'break point' of a chip. It turns out people like about four pounds of pressure per square inch. Cheetos are one of the most engineered products on the planet,

designed specifically to make the brain say 'more'. The Cheetos' ability to melt in the mouth is called 'vanishing caloric density'. If something melts quickly, the brain thinks there's no calories so you keep eating until you're finished the bag.

Here ([archive](#)) ([MozArchive](#)) is what an insider working for 15 years at many of the food giants has said:

"There were certainly times that I felt uncomfortable or troubled by what I was doing," he said. "I think that's ultimately one of the reasons why I left the industry. As you start to get glimpses of products and you understand better how consumers are using them, and then you see trends like obesity and health issues that are increasing, mainly driven by the food we eat, it was hard for me not to just take a more thorough assessment of what I was doing."

So, it finally hit this guy that his "work" had been harming people, so he gave it up and actually started a blog criticizing his previous occupation. Another issue fueling the consumption of junk food is their ubiquitous advertising ([archive](#)) ([MozArchive](#)):

Bright boxes of snacks and cereals featuring familiar characters line the shelves, often at the child's eye-level. On television, children's programming is interrupted by commercials for junk food. [...] Food companies market products in movies, video games, toys, clothing, websites and other merchandising

Not to mention buses or just randomly placed billboards. I've even seen them **on flyers in hospitals (!)**. Some statistics from the same article:

- Companies spend \$1.79 billion annually to market food to children with only \$280 million for healthy foods
- 70% of food ads on the most popular children's television channel are for junk foods
- Two-thirds of children's websites display food ads; of these food ads, 84% are for junk foods

So, the industry uses **four tactics to ensure you're eating their food**: First, they make it addictive with a combination of structure, amounts of sugar / salt / fat and "flavour enhancers". Second, they have their restaurants everywhere - there are 152000 fast food outlets (archive) (MozArchive) in the United States. Taking their population into account (328,608,560), it means one per 2186 people - and only one cinema per 8136 - almost 4 times less. Third - as explained in the Shopping section - even in regular stores, the junk food is put into places where you can't avoid it for the longest time. And fourth, they advertise it everywhere they can and as much as they can.

Anyway, the entire junk food situation might really be the most vile thing capitalism did, basically reverse engineering the human brain to figure out what criteria it uses to judge foods as quality, then shamelessly exploiting that with the perfectly prepared items. It is like being attracted by the computer generated woman with perfect, but totally unrealistic proportions. Please realize that - in the jungle - the ingredients that are abundant today, are very rare and in demand. What I mean is mostly energy, which is the limiting factor for survival in nature. The energy that the junk food provides in spades, in the form of sugar / starch and fat together - a combination that doesn't really exist in the wild. That's why the brain desires it so much. Imagine the monkey, that eats leaves for most of the day, working tirelessly to receive an amount of energy that will allow it to survive. Now imagine, that the monkey finds a cookie

with lots of easily available energy. Energy that would take the monkey hours to acquire, otherwise. The monkey would of course go crazy for the cookie. Just like the human.

The problem is, that with the junk food, bad things come along for the energy ride. Namely the toxicity and lack of nutrition. In the wild, there is no problem finding nutrients because everything has them. The average wild animal consumes way more nutrients than it theoretically needs. The junk food is stripped of nutrients because it doesn't need to have them to accomplish its goal - to get you to eat it. In fact, too much of something like fiber would ruin the structure and decrease the addictive potential. And the nutrients lost in the processing of grains, etc. can then be resold elsewhere, like in animal feeding. The point is to create the food that will be constantly eaten while incurring as little costs as possible. The junk food industry doesn't care that it's hurting you this way. In fact, it will gladly send you down the medical alley so you can be exploited once more.

Is it enough to avoid junk food?

In a word, no.

A "junk food" is just a colloquial name for a food-like item that is concocted from a bunch of cheap, heavily processed (or even totally synthesized) ingredients, put together in some kind of a high tech laboratory in a way that takes over your brain, then packaged and advertised as shiny and cool, and finally sold for a way higher price than it deserves. But that doesn't mean it's the only problem out there.

Many things that are not usually considered "junk" come along with compromised ingredients (like the oils or artificial sweeteners) or processes (reconstitution). This includes commercial

condiments, peanut butter, juices, etc. To be really safe, you should form your diet exclusively out of unmodified, natural ingredients. Then you can eat them raw or boil them if necessary, or make your own juice or butter. You could - also - easily make your own "junk foods" (like pancakes) from higher quality ingredients like whole wheat flour, coconut oil and raw milk, if you feel like you need them. That'd be significantly better than buying ready-made ones, but the frying or baking would still destroy some nutrients and create some toxins. Of course, making all your meals at home is incomparably superior to relying on the Cheetos, but isn't necessarily a guarantee that your diet is going to be quality, overall. There are certain things we need that are found only in raw foods, for example.

But the truth is that - even if you tried hard to construct a health-promoting diet - you wouldn't necessarily reach the desired health effects, because pretty much **our entire food supply chain is compromised**. Oh, you think you're doing great, because you are getting your five (or whatever) servings of fruit and vegetables per day? [Guess what \(archive\) \(MozArchive\)](#):

They studied U.S. Department of Agriculture nutritional data from both 1950 and 1999 for 43 different vegetables and fruits, finding “reliable declines” in the amount of protein, calcium, phosphorus, iron, riboflavin (vitamin B2) and vitamin C over the past half century.

A Kushi Institute analysis of nutrient data from 1975 to 1997 found that average calcium levels in 12 fresh vegetables dropped 27 percent; iron levels 37 percent; vitamin A levels 21 percent, and vitamin C levels 30 percent.

Even though the authors realize why the situation is what it is:

Davis and his colleagues chalk up this declining nutritional content to the preponderance of agricultural practices designed to improve traits (size, growth rate, pest resistance) other than nutrition.

They stop right before the finish line by not mentioning that **those things are just proxies for the profit motive**. Capitalists optimized for what made them rich while sacrificing the health of the consumers and long term environmental maintenance. This applies to all of food production, like keeping cows or pigs in small enclosed spaces and feeding them cheap, but unnatural diets. Did you know that fats from animals raised outside actually contain a lot of vitamin D (archive) (MozArchive)? We have a pandemic of vitamin D deficiency - but if we didn't stray from proper food production processes, it might have never happened. Did you know that plants actually contain vitamin B12 if grown through proper methods? How many vegans could have been saved from the horrible neurological diseases they've gotten because of lacking this crucial nutrient? Even the fact that your produce is lying in a store for however long, before you buy it and eat it, decreases the nutrients in it. Not to mention the dangerous pesticides (archive) (MozArchive) that are commonly found in regular store items. **The profit dragon ate the entire food supply chain** and sacrificed the health of the world for it. And the problem will keep getting worse as new ways to cut corners - such as artificial meat - are found.

Other health-destroying things

- Water fluoridation (archive) (MozArchive):

There have now been 33 studies from China, Iran, India and Mexico that have reported an association between fluoride exposure and reduced IQ.

At least three human studies have reported an association between fluoride exposure and impaired visual-spatial organization

In the Ukraine, Bachinskii (1985) found a lowering of thyroid function, among otherwise healthy people, at 2.3 ppm fluoride in water.

- Air pollution (archive) (MozArchive):

The authors of the study found that exposure to high levels of air pollution causes significant drops in test scores in both arithmetic and reading.

- Cell phone radiation (archive) (MozArchive):

The Interphone Study is the granddaddy of all the study findings into cell phone radiation and the safety of cellphones for humans. At a cost of \$25 million, this is the largest study of cell phone use and tumor risk conducted to date. It found that “regular use of a cell phone by adults can significantly increase the risk of gliomas by 40% with 1640 hours or more of use.” This equates to about 30 minutes per day over ten years.

In a landmark study carried out by Professor Lai at the University of Washington in the mid 1990s, it was established that RF radiation exposures can cause DNA single strand breaks. Subsequent studies have found single and double-strand DNA breaks.

- 5G WiFi (archive) (MozArchive):

A 1992 Russian study found that frequencies in the range 53-78GHz (that which 5G proposes to use) impacted the heart rate variability (an indicator of stress) in rats. Another Russian study on frogs who's skin was exposed to MMWs found heart rate changes (arrhythmias).

An experiment conducted by the Medical Research Institute of Kanazawa Medical University found that 60GHz “millimeter-wave antennas can cause thermal injuries of varying types of levels. The thermal effects induced by millimeterwaves can apparently penetrate below the surface of the eye.”

- Second-hand smoking (archive) (MozArchive):

According to the World Health Organization (WHO), there are over 7,000 chemicals found in tobacco smoke. In all, at least 69 are cancerous. Over 250 are harmful in other ways.

Nonsmokers who are exposed to secondhand smoke are at a 25–30 percent greater risk of heart disease and have a higher risk of stroke.

Living or working with someone who smokes may increase your individual lung cancer risk by as much as 30 percent.

Why do we have water and air pollution? Because the capitalists must dump their waste products somewhere. 5G WiFi and the widespread usage of cellphones are just the result of blindly following the capitalist notion of progress. People smoke due to the stress of living in a capitalist society and even non-smokers have to suffer with them. So, as we can see, capitalism

ruins our health in many ways. Note: some of those items listed might also have causes other than the profit motive; namely the numbing of people by fluoride and the addictive substances makes people easier to control and less likely to revolt against oppressive governments. But again, profit is still at least partially involved. This is easy to see when you realize what's offered for sick people - "modern" medicine, whose record is abysmal:

The failure of medicine

- Medical Errors: STILL the Third Leading Cause of Death - <https://articles.mercola.com/sites/articles/archive/2016/05/18/medical-errors-death.aspx> (archive) (MozArchive)
- Cholesterol Drugs Are Dangerous And Ineffective, Medical Researchers Say - <https://www.selfgrowth.com/articles/cholesterol-drugs-are-dangerous-and-ineffective-medical-researchers-say> (archive) (MozArchive)
- Sleeping Pills Are Addictive, Unsafe, and Ineffective - <https://www.rehabs.com/pro-talk-articles/sleeping-pills-are-addictive-unsafe-and-ineffective/> (archive) (MozArchive)
- Chemotherapy Kills more people than it helps - <https://www.cureyourowncancer.org/chemo-kills.html> (archive) (MozArchive)
- Too high: Side effects hamper many blood pressure medications - <https://scopeblog.stanford.edu/2017/10/19/too-high-side-effects-hamper-many-blood-pressure-medications/> (archive) (MozArchive)
- FAIL: Diabetes Medication Isn't Working. So What Does? - <http://www.greenmedinfo.com/blog/fail-diabetes-medication-isnt-working-so-what-does> (archive) (MozArchive)

- Common surgeries have high complication rates - <https://www.cheatsheet.com/health-fitness/these-common-surgeries-have-the-highest-mortality-rates.html/> (archive) (MozArchive)

And again - many, many more. **Modern medicine does not cure diseases** - seriously, if you search for "diseases cured by medicine" all you get are various infections allegedly wiped out by vaccinations. But no chronic disease, certainly. And the reason for that is **it's not profitable**. What is, on the other hand? Producing drugs, doing surgery, scaring people into useless and dangerous screenings (archive) (MozArchive). In fact, if a medicine causes another disease or there is a complication after surgery it's even better - more profit for the capitalists, since now the sick person has to do more drugs and procedures. The goal is to keep the patient alive - but dependent on the medical system - for as long as possible.

Every so often, you hear news saying that a cancer cure is just around the corner. However, modern medicine has pocketed 100 billion \$ (archive) (MozArchive) from cancer drugs in 2014. Do you think they would just give up all those profits? There is **no chance** of seeing a cancer cure from those "researchers"; "cancer funds" are pretty much a fraud and the scammers are laughing their way to the bank. Hey, look, they've even said the quiet part out loud (archive) (MozArchive) - *"Is curing patients a sustainable business model?"*:

"While this proposition carries tremendous value for patients and society, it could represent a challenge for genome medicine developers looking for sustained cash flow."

"GILD is a case in point, where the success of its hepatitis C franchise has gradually exhausted the available pool of treatable patients,"

"In the case of infectious diseases such as hepatitis C, curing existing patients also decreases the number of carriers able to transmit the virus to new patients, thus the incident pool also declines ... Where an incident pool remains stable (eg, in cancer) the potential for a cure poses less risk to the sustainability of a franchise."

Medical companies are really angry at anything that would actually make people healthy, because it would decrease their *"pool of treatable patients"* and thus kill profits **forever** (I don't necessarily endorse those treatments; just wanted to show the attitude). Another similar example: [Aspirin seen costing pensions \\$100 billion as lifespans increase \(archive\)](#) (MozArchive).

What a disgusting headline, first of all. Here we have something that (allegedly) cures cancer and increases lifespan and the first thing the writer worries about is "how much more money we are going to waste on the oldies". In a sane world, the headline would be "Aspirin cures cancer and lengthens lifespan, and that's FUCKING AMAZING!" with none of the "but our precious profits!" crap mentioned even once in the article. But instead we get this:

The pension costs for men in the U.K. could rise by 0.7% within 20 years if more people begin taking aspirin daily, according to a statement by Risk Management Solutions Inc. this week.

Employers and governments are grappling with obligations to retirees as low bond yields make it harder to generate returns on funds set aside for the benefits.

Capitalism ensures that cheap and effective remedies will get shoved aside in favor of expensive and not very effective - or even dangerous - ones. Now, aspirin is still technically a

medical drug, and so still provides profit for the medical companies and still isn't the comprehensive health intervention that's needed. I am certainly not shilling aspirin as some kind of a cure-all; just - again - using it as an example of the attitude of medical companies towards something too cheap or too effective for their liking. This situation also shows how - after reaching the retirement age - you are supposed to expire as quickly as possible so that you don't suck up too many resources. That's your reward for 40+ years of devotion to working for your nation. It's also the reason for the recent increases in the retirement age of some European countries. Do you now understand why capitalism is so cancerous? It judges everything - even human life - in terms of profits gained or lost. **There is nothing sacred in capitalism**, and in fact it makes long life and good health become burdens instead of blessings. This is also why all the food, air, water, etc. was made to be so toxic - guaranteeing a steady influx of patients. And so, the junk food and the other health destroying things send people to the medical mill, which grinds them down and makes huge profits on their expense. It all seems like it's been designed that way.

The final piece of the puzzle is how the alternatives to modern medicine are so hated in the mainstream. Since they are alleged to be cheaper, more effective, and safer - they're going to threaten the profits of modern medicine - so of course they must become targets. **Modern medicine has taken over the legal system and the media to protect its monopoly on healing.** This is why websites or product labels are prohibited (archive) (MozArchive) from making health claims that haven't been approved by a government agency (which derives 2/3 of the drug approval money from the drug companies themselves, making it basically a pay-to-get-approved game) unless they deny them later with *“This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease”*. This is also why all the mainstream health websites - when writing about

alternative remedies - include disclaimers such as "don't take this without the doctor's approval" or "this doesn't really do anything / isn't a replacement for medicine" (archive) (MozArchive). And it's also one of the reasons why all other treatments for COVID were buried in favor of the vaccines. It's also why many of the most effective alternative therapies have either been made illegal (archive) (MozArchive) or have had disinformation campaigns run on them. What the medical mafia hates the most is the idea of **the patient taking charge of his own health**. They want him inside the medical mill that will abuse him with expensive drugs, screenings and procedures that will squeeze him for millions and eventually bring his demise. Don't get me wrong - "natural medicine" is also an industry and you can find scammers there as well - but at least they don't persecute or kill their opponents (archive) (MozArchive). In the end - for true health to be cultivated - it has to become completely divorced from the profit motive.

Capitalism paywalls crucial health knowledge

A few weeks back, someone sent me a lore video from a game called Talos Principle that I had no idea about and didn't care about, but I watched it anyway. And I took notice of one particular sentence from the story introduction, which went something like "knowledge belongs to all of humanity". And I was like, "not in capitalism, though that would be beautiful". That sent me on a thought adventure in which I had to realize just how bad it gets in the real world. There are millions of people right now suffering from serious - maybe terminal - diseases, and which cannot be helped by mainstream medicine (a problem I've talked about before). Yet, outside of that, there are independent researchers who found out things (or compiled things found out by others), that could help the sick. Unfortunately, very often they only give you the basic information and then send you to their book or paywalled part of their website. Or - if it's a study - you might have to shell out up to forty dollars (MozArchive) for a single one. Which is

very unlikely to provide all the information needed to cure yourself, anyway - at best a small piece, at worst nothing and you've wasted your money. Then, you get more desperate and angry at having to decide between your health (and maybe life) and spending money on yet another book / study / website (all while time is running out). In an emotionally and ethically advanced world, this should never have to be a decision. Yet I'm sure there is at least one person out there who has died because she couldn't access the needed information, which is horrible to think about.

I realize - of course - that there are piracy, libraries, paywall busting addons, etc. providing free access to the required resources. But not everyone can use those and they don't fix the problem at the root, anyway. In capitalism, the researcher expects to be rewarded for his efforts with money, and the given tools decrease his earnings. It needs to be realized that if 100% of people used those, then the researchers would have no motivation to do anything, and all their efforts would eventually stop. It's always funny for me to see people being pro-piracy but also pro-"free market", when those are **totally incompatible positions**. The only reason piracy and - say - entertainment production can coexist, is that only a small percentage of people decide to sail the high seas. With a sizable enough amount of pirates, the profits would go down too much and the corporations creating the movies, games, etc would have to do layoffs and eventually die. It's a bandage similar to adblockers, whose effectiveness relies on most people not using them, as well. The pirate - by being a pirate - is also admitting to being a commie :D.

To kill two birds with one stone, we need to divorce research from funding. Ideally, the sick person would get access to all the resources needed, and the researcher would be rewarded by the respect received from the people he'd be helping (or even simply the satisfaction of being the one to crack the riddle of some disease). Since the post-capitalist world would give everyone the necessities unconditionally, the researchers wouldn't have to worry about "earning

a living", and the sick would have no need to decide which resource to spend their money on. The researchers - in fact - could begin to collaborate, which would surely result in better quality health information. Instead, every one of them has to pretend they have something big and unique, waste effort on shilling attempts, and then do the Electronic Arts dance so that people spend more money. And when that happens, knowledge suffers. Many of those people are not even researchers, just grifters who jump into the latest fad hoping to cash out before it evaporates. Such as the ones stealing and repackaging Ray Peat's views (archive) (MozArchive) in simplified ways, with a sprinkle of dark patterns, perfectly showcasing the kinds of behaviors that are rewarded in capitalism. This and similar trash floods the search engines, making it harder for the sick to actually find good information. **The desperation of the sick provides an easily accessible set of antelopes for the capitalist crocodiles to feast on.** Sure, there are a few researchers out there who don't really care about getting rich this way. But, those are the exact ones who will not focus on getting popular, and will be always on the fringes.

The environment

Waste products

The amount of waste products generated by the capitalist civilization is unimaginable. Most of what has a package will have it be thrown away immediately upon opening (video game collections, etc aside), and packages are often a lot bigger than the products inside them (this is to create the impression of there being more product inside). In the EU, the combined amount of packaging waste per person in 2016 was 169.7 kilograms (archive) (MozArchive). This means almost half a kilogram per person per day just from packaging. Recycling does not fix the problem (archive) (MozArchive). So, all these packagings are left for the Earth to deal with,

causing untold environmental damage ([archive](#)) ([MozArchive](#)), including directly killing animals and poisoning rivers. And precious few products can be bought without a packaging at all - mainly some clothes and...okay, let's look at that first.

Cloth production is the second most environmentally harmful industry ([archive](#)) ([MozArchive](#)):

Fashion is a complicated business involving long and varied chains of production spanning over many stakeholders and continents including the processes for raw material, textile manufacturing, clothing construction, shipping, retail, use and ultimate disposal of the garment. A general assessment must take into account not only obvious pollutants - the pesticides used in cotton farming, the toxic dyes used in manufacturing and the astounding amount of waste created by discarded clothing – but also the excessive amount of natural resources used in extraction, farming, harvesting, processing, manufacturing, and shipping.

The dyes alone cause massive environmental pollution ([archive](#)) ([MozArchive](#)):

Dyes can remain in the environment for an extended period of time, because of high thermal and photo stability. For instance, the half-life of hydrolysed Reactive Blue 19 is about 46 years at pH 7 and 25 °C.

Mathur et. al. studied the mutagenicity of textile dyes [...] and the influence on the health of textile dyeing workers and the environment. [...] The results clearly indicated that most of the used dyes are highly mutagenic.

Cotton is resource demanding:

While cotton, especially organic cotton, might seem like a smart choice, it can still take more than 5,000 gallons of water to manufacture just a T-shirt and a pair of jeans

All while there are massive water shortages (archive) (MozArchive) in the world:

Today, 785 million people – 1 in 9 – lack access to safe water [...]

Artificial materials come with their own issues:

The production of polyester for example, uses nearly 70 million barrels of oil each year.

That shiny new jacket you just bought includes the usual blood, sweat and tears of the worker who made it:

We are talking about young woman sitting on assembly lines sometimes in inhumane conditions for exhausting and soul-destroying working hours, 7 days a week earning next to nothing.

Of course, it also had to be transported (archive) (MozArchive) to where you are:

Globalization means that your shirt likely traveled halfway around the world in a container ship fueled by the dirtiest of fossil fuels.

And that applies to pretty much every industry, since the vast majority of production these days is controlled by a few big corpos (archive) (MozArchive) shipping to every place in the world. What's the reply (archive) (MozArchive) of the business world?

H&M's CEO Karl-Johan Persson said, "In order to remain a successful business, we need to keep growing and at the same time respect the planetary boundaries."

Ha ha, that's impossible of course. Either you have growth or reduce waste - and capitalism always leans towards uncontrolled growth.

But real change in the clothing industry will only come if the big, affordable brands find a way to make and sell sustainable clothing.

Actually, real change will come when we stop buying and selling, buying and selling so much. It will be hard to do when pretty much our entire civilization is based on this idea. Consider all the marketing we're bombarded with every day (especially the new and more horrible influencer marketing (archive) (MozArchive), where the "friends" you follow on social media are bought by companies to try to shove you stuff), and the notion that how much we have determines our value, especially if they are "premium items". *"Sustainable clothing"* is just a desperate attempt of the big businesses who have been exposed as evil to save their existences. "We'll do better now! We'll use 5% organic cotton! But please, keep buying!". Regardless of what the business attempts to do to save its image, the profit dragon must be satisfied and it's satisfied only by selling as many clothes as possible. And as long as that's the case, there will be issues:

The items would still have to be transported to shops, which causes pollution. The dyes would still end up in seas and hurt the creatures there. There'd still be issues with worker abuse. Advertisements would still pollute the streets. There's no perfect way to recycle things and even if there was, it'd still be horribly inefficient; people would still have to work at the recycling places (a job that could be eliminated or at least reduced if people didn't buy so much) and turn

the trashed things into materials that will be made into clothes again, marketed and resold for yet more profit to the big businesses. And it all relies on people actually giving their wasted clothes back for recycling instead of just throwing them away (and most don't [\(archive\)](#) [\(MozArchive\)](#) - *“Only about 15% of used clothes and other textiles in the United States get reused or recycled”*). The only way to fix the issue is at the root, meaning to stop buying so much and let the *“big, affordable brands”* - that have caused all the problems - die. And the businesses are predictably doing everything they can to distract from the fact that it's business itself that's the problem.

Anyway, we could cover other industries that generate waste - for example electronics [\(archive\)](#) [\(MozArchive\)](#) or food [\(archive\)](#) [\(MozArchive\)](#) - but there are even bigger examples of capitalist environmental destruction. Namely, **deforestation** and **genetically modified food**. So let's move on to those, starting with the first one:

Deforestation

So what is deforestation? Simply, cutting off trees so that the land can be used for something else. What effects does it have? Animals are forced into smaller (or already occupied) areas, (possibly leading to their extinction - [archive](#) [\(MozArchive\)](#)). Even water-dwellers are affected [\(archive\)](#) [\(MozArchive\)](#). If you thought people would be spared, you'd be wrong [\(archive\)](#) [\(MozArchive\)](#):

Ten years ago, the Cambodian government granted 20,000 hectares (49,000 acres) of land to a Thai company to plant sugarcane. But this land was not empty. Six hundred families were already living on it, growing rice and vegetables and foraging food and

other goods from the nearby community forest. Over the next few years, the company cut down more than half the forest. While conducting evictions, staff and security forces looted rice fields and demolished or burned more than 300 homes. Many people lost their land and all their belongings.

Guess what happens if the people resist? They get murdered ([archive](#)) ([MozArchive](#)):

According to Global Witness' Defenders of the Earth report, nearly 40% of the defenders of human rights who died were indigenous peoples defending their rights to their land and the environment. [...] The shocking figures that are available are likely to be underestimates. In the Colombian case, the public ombudsman reported more than 100 killings of human rights defenders in 2016 and a further 52 deaths in the first six months of 2017.

But hey, this is just numbers and those don't tell the full story, so let's hear it from the affected people themselves:

Oil palm, pulp and paper plantations are creating health and environmental crises for our communities. Children are sick from the forest fires. Deforestation and land drainage are making water scarce and there are food shortages. People are being pushed off the land, which is becoming concentrated in the hands of large companies. Inequality is growing. Selfsufficiency is being lost. People are being forced into exploitative work for the companies.

Our lands are now like small islands of forest surrounded by deforested land. The soybean farmers spray pesticides from aircraft. The poison damages our crops. We

sometimes suffer hunger. It pains us to see our land and water sources inside the private properties of Brazilians. These places are sacred to us...Our forests are being destroyed and our waters are being polluted.

The “*People are being forced into exploitative work for the companies.*” part is telling. Isn't that the goal of capitalism? The more people as cogs in the profit machine, the better. Anyway, how does deforestation actually happen?

- [Growing soybeans \(archive\) \(MozArchive\)](#)
- [Growing cacao \(archive\) \(MozArchive\)](#)
- [Extracting oil \(archive\) \(MozArchive\)](#)
- [Furniture production \(archive\) \(MozArchive\)](#)
- [Mining gold \(archive\) \(MozArchive\)](#)

As you can see, all the causes are related to out-of-control capitalism. Soybeans are used as feed for factory-farmed chickens. Chocolate is a pure fantasy, resulting from the big corpos trying to develop the most addictive foods possible. Oil mostly fuels our overusage of cars. New furniture is simply a symptom of the same kind of capitalist notions of worth as new clothes or phones. Gold is sold for high prices, and despite the risks associated with mining, people still do it because they need money and job opportunities are drying up. Anyway, animals and forests [can recover \(archive\) \(MozArchive\)](#) and waste dumped will sooner or later be dealt with by nature (even if it takes millions of years after humanity has wiped itself out by its own stupidity). The only thing capable of **permanently destroying all life on Earth** are...

Genetically modified organisms

Read the book Seeds of Deception. I will keep this section short, since I don't want to go on a rant about the evils of GM that has already been done better. Though I think it's mostly about some people's insane desire to play God, GM food did earn a lot of money for companies, so it deserves a section here, as well.

Sports

Another type of entertainment ruined by capitalism.

Funding by evil companies

Let's first consider what makes high-level sports even possible - **huge sponsorships** such as from car companies, airlines, credit card companies, watch companies, and even fucking vaccine companies (archive) (MozArchive). The problem should be very obvious, especially for the last one. So, sports exist only due to the money from these giant unethical corporations. Whenever you watch sports on TV or in a stadium, you will be subjected to the flashy ads from those companies for the entirety of the game. The players themselves are also sponsored (archive) (MozArchive) by those - that is where much of their massive earnings comes from:

The current number twelve in the ATP world rankings concluded a top-class sponsorship contract with the renowned sporting goods manufacturer Nike, which, according to Adam Riese, will bring the Italian 15 million US dollars a year.

Top-heavy distribution of earnings

However, only the very top can really benefit from the big corpo money drip. No commercial entity wants to waste money on players that are never seen on TV and that don't bring butts to the stadium. And that is why - for example - tennis players outside of the top 100 literally struggle to make it (archive) (MozArchive). Traveling, coaching and equipment is a significant cost, and small tournaments just don't pay a lot:

Futures tournaments can be of a high standard with guys ranked as high as 190 in the world playing them. Even with winning the whole tournament, a lot of the time the prize money earned will not even cover costs for the week!

It's a bit of a catch-22. You need to be extremely good at tennis to earn a lot of money from it. But, to reach that level, you need that initial money to even get to tournaments, and to get a team:

In order to break through from the Challenger Tour to the ATP Tour, you need to be able to win consistently at Challenger Tour level and very seldomly do I see a player who is doing this without help.

The only way out of this is getting a sponsor, somehow (but again, who will sponsor an unknown?) or just being so good as to leave the universe no option but to let you reach the top:

If you don't have a lot of money but do have a lot of passion, then the only way forward is to beat everyone else you play.

This sieve leaves out even very good players (archive) (MozArchive). That's because pro sports are designed to funnel money to the very top sports stars (those who make money for the big

businessmen), while leaving everyone else on ice. And it's all built on exploiting **you** - the fanboy - by the companies who shove you ads and get you to buy their overpriced products advertised by your favorite sports star. As well as other things we'll talk about later.

Widespread use of performance enhancing substances

Of course - since the players want to enter the elite circle that can sustain a luxurious lifestyle - they will seek anything that might get them there. Such as performance enhancing drugs (e.g steroid hormones to increase muscle mass, or erythropoetin to improve endurance by increasing the amount of blood you have). In theory, those are banned in most sports. But of course, whether anything comes out of it depends on **how good the enforcement is**. Meaning you have to **regularly test** whether the players actually have those substances in their bodies. How seriously is this taken? Let's look at tennis (archive) (MozArchive), again:

“In the village I live in in Switzerland, the tester lives in the same village, so it’s very convenient,” he said, smiling. “If he’s bored at home, he probably just says, ‘Let me check in on Roger to see if he’s having a good time.’”

Hahaha. So Federer's friend is doing the testing, and we are supposed to think he'd bust him on a positive result? What a joke. But it gets worse; it seems it's even allowed to hide (archive) (MozArchive) from the testers when they come knocking:

Serena Williams went into total lockdown last week -- fleeing to a panic room inside her L.A. mansion after security cameras picked up a suspected intruder [...]

[...] the person on Serena's security camera was a random drug tester for an unspecified

tennis association, stopping by Serena's pad unannounced for some pee

Of course, the entirety of the media just repeated the same "scared of a burglar" story, instead of the obvious explanation - namely that Serena hid herself because she knew she'd have failed the doping test at that moment.

It's unclear if Serena eventually submitted to a pee test. Attempts to reach her reps were unsuccessful.

Hahaha. Zero chance she took the test. Stop covering it up! About that, it turns out that even the courts (archive) (MozArchive) are compromised when it comes to doping violations:

Judge Julia Patricia Santamaria rejected a request by the World Anti-Doping Agency and the country's national anti-doping organisation to hand over some 211 bags of blood and plasma [...]

but she frustrated anti-doping officials by ruling that all evidence relating to the case, right down to the computers used during the Operation Puerto investigation, would be destroyed

So, this Eufemiano Fuentes guy ran a doping operation that “*included athletes from football, - tennis, athletics and boxing*” - and they all got off scot-free, because the blood samples that would have exposed them, had been trashed instead. I mean, imagine all the big names that were Fuentes' clients. Imagine all the sports that would have their reputations tarnished and profits slashed if this went public. There's no way that could be allowed to happen, since after all, it's the big sports stars that carry the sports. But - to perform at the highest level (the one

that puts the butts in stadiums and in front of the TVs) - they need their juice. Both sides benefit from this arrangement, so you can't expect the issues to get corrected. The side that loses is - of course - the lower tier player who can't afford doping, and the fan who expects honest competition. Sometimes lip service is paid to the idea of clean sports by making an example of some small fish, because it would be quite suspicious if no one ever got caught. But it's just theater designed to cover up the rampant cheating at the highest levels of every sport out there.

UPDATE September 2024: doping cheat Jannik Sinner just won the US Open, one of the four biggest tennis tournaments of the year. Let's cover the situation while it's hot (and while I'm still angry about it). I'll just quote the relevant sections from the International Tennis Integrity Agency's decision report (archive) (local), as the whole thing is long and most of it consists of "professional" word-salad:

6. The Player has been charged with ADRVs (anti-doping rule violations) under Articles 2.1 and/or 2.2 of the TADP, as a result of the presence of metabolites of Clostebol found in two urine samples collected on 10 March 2024, during his participation at the BNP Paribas Open in Indian Wells, California, USA [...] and a further urine sample collected on 18 March 2024, prior to his participation at the Miami Open

So, Sinner had a doping agent detected in his urine, and was “charged”. So far so good. But...

7. However, he has provided an explanation for the presence of the Clostebol metabolites in his system, for which he contends there is No Fault or Negligence on his part. As a result, the Player seeks no period of Ineligibility in accordance with Article 10.5 of the TADP [...]

Oops. It turns out that if you provide an “*explanation*” of how the doping agent ended up inside you, you **can keep playing tennis** - as long as the (three in this case) judges believe it wasn't your fault. To me, this alone makes the entire anti-doping program a theater. As long as you manage to find someone else to blame for the incident, you'll be treated the same as a clean player. We will see just how believable Sinner's story was later. But for now...

8. The Player was provisionally suspended from 4 April until 5 April 2024 and from 17 April until 20 April 2024, when the suspension was lifted on each occasion following an urgent application before Mr Mark Hovell (the ‘Chair’) on the papers.

The default is a suspension, but if you're fast enough with your appeal, it doesn't end up affecting you practically. Okay, much of the next section consists of the definitions for phrases, legal paragraphs, etc (the aforementioned professional word-salad), so we'll skip it and go straight to the juicy part - Sinner's story:

34. On 12 or 13 February 2024, Mr Umberto Ferrara, the Player’s fitness coach, purchased a medical spray with the brand name “Trofodermin” which is used to heal cuts (the ‘Spray’). Trofodermin is available over the counter in Italy and does not require a prescription (unlike most other countries). Mr Ferrara has provided a bank record confirming he made a purchase at the Farmacia SS Trinità in Bologna, Italy, dated 13 February 2024 (but suggesting the purchase was made on 12 February 2024). Trofodermin contains the Prohibited Substance known as Clostebol.

A spray with a doping agent was bought by one of Sinner's team members. Yet why he got it is not explained. Moving on...

36. On the morning of 3 March 2024, Mr Naldi (Sinner's physiotherapist) reached into his treatment bag and cut the little finger on his left hand with a scalpel (used to treat callouses on the Player's feet). The cut was bleeding, so Mr Naldi put a bandage on his finger, which he kept on the finger for two days until 5 March 2024.

Sounds convenient, but plausible I guess. What is not so plausible is the next part:

37. The Player states he was not aware of Mr Naldi's injury until the evening of 3 March 2024, when he had a session with Mr Naldi and saw his finger was bandaged. Mr Naldi told the Player that he had cut himself. At the time the Player asked if Mr Naldi had used anything to treat the injury, to which Mr Naldi replied "no".

38. On 5 March 2024, when the bandage had been removed, Mr Ferrara recommended that Mr Naldi use the Trofodermin on his cut for its healing and antiseptic qualities. There is a discrepancy between Mr Ferrara and Mr Naldi in relation to whether Mr Ferrara gave an anti-doping warning to Mr Naldi at the time Mr Ferrara recommended the product. The Player was not aware that Mr Ferrara had the Spray or that Mr Naldi used it.

Why did Ferrara not inform Sinner that his physiotherapist was using a product containing a doping agent, and that contamination might be possible? Why rely on an intermediary when one of your responsibilities is to make sure that your player follows the anti-doping rules (*"The two individuals with principal responsibility for ensuring that the Player did not inadvertently breach the TADP are Mr Ferrara and Mr Vittur, the Player's manager, who have responsibility for differing aspects of the anti-doping framework"*)? Because, if Ferrara told Sinner, then the *"No Fault or Negligence"* clause wouldn't apply anymore, as Sinner would have known. That's

just a little **too** convenient to be an accident.

45. On the morning of 10 March 2024, Mr Naldi treated the Player's feet and ankle. Mr Naldi states that he would have applied two sprays of the Trofodermin Spray to his finger that morning and he cannot remember washing his hands between spraying his finger and treating the Player's feet.

This is how the Clostebol supposedly entered Sinner's bloodstream. Of course, Naldi did not wash his hands, leaving the spray on. Just another suspiciously convenient "accident".

48. Three scientific experts, Professor Jean-François Naud, Dr Xavier de la Torre, and Professor David Cowan have confirmed inadvertent contamination from Mr Naldi's treatment in the period between 5 March and 13 March 2024 in the manner described could explain the presence of Clostebol metabolites in the Player's system.

All this means is that he made up a plausibly-sounding story, not that that's what actually happened. Moving on to the latter part of the report, we get an admission that no one unrelated to Sinner can even corroborate that the "cut" actually existed:

106. The second issue raised by the Parties relates to the location of where Mr Naldi was when he cut his finger. The Tribunal heard evidence from the Player, Mr Naldi, and Mr Ferrara. All of them gave evidence that the injury took place within the small room used for physiotherapy treatment and "warm-ups" in the villa, which was occupied by the Player and his entourage during the Event. The only contrary evidence provided, was that of Mr Gius, a friend of the Player who travelled with the team to the Event, and who indicated that the injury took place at an entirely different location.

But it gets worse:

Mr Ferrara, in his evidence, was clear that this warning was given to Mr Naldi, whereas Mr Naldi stated whilst being cross-examined that he could not remember any such warning being given.

In addition, as it was suggested by the Parties, Mr Naldi's appreciation of what Mr Ferrara said to him about the Spray may have been adversely affected by the fact that he had arrived later than the others, may have been jetlagged, and was under some family pressure at that time.

"Sorry I did not hear you say this stuff contains a doping agent, I was jetlagged"! Haha. And my hamster ate my homework.

Apparently the ITIA requires a “*balance of probability*” to work in the accused's favor before it lets the "crime" slide:

50. The ITIA accepts on a balance of probability the veracity of the Player's account on source, based on (i) the documentary and testamentary evidence provided by the Player, (ii) the transcripts of ten interviews carried out by ITIA investigators with the Player and members of his team, and (iii) the opinions from three anti-doping experts

Therefore, let's now examine the actual “*balance of probability*” the diggy way. Summarizing the official story:

- *Umberto Ferrara - Sinner's physical trainer - buys a doping spray for no stated reason.*

Probability rating: 30%. Even though it's apparently also used for cuts, on web searches I only find doping related info, so the former can't be the most common usage.

- *Giacomo Naldi - Sinner's physiotherapist - accidentally cuts his finger with a scalpel.*

Probability rating: 85%. Shit happens, though the timing is suspicious.

- *Ferrara tells Naldi to use a spray with a doping agent for his cut, but Naldi doesn't hear that it contains a doping agent because of jet lag.* Probability rating: 5% - a total joke. The first part is somewhat plausible, the latter basically impossible for actual professionals - unless they actually wanted to get the doping agent into Sinner.

- *Naldi applies the spray to Sinner's feet that also have cuts.* Probability rating: 50%. Well, I guess they give massages to tennis players. And Sinner supposedly has a disease that makes him scratch his feet. But is any of this corroborated? The "disease" is yet another convenient happenstance that I don't see mentioned in the media at anytime before now. But let's give it a half since I assume cuts on feet might happen entirely due to activity.

- *Naldi keeps massaging Sinner from March 5 to March 13 while still using the spray on his hands, and Ferrara doesn't give another doping warning during this entire time.* Probability rating: 10%. Does this seem even remotely plausible? Again, one of Ferrara's jobs was to keep track of potential doping violations. Did he think his lone mention was enough?

To me, the “*balance of probability*” is clearly against this story; point 3 especially kills it. Now, it's still technically possible that Ferrara and Naldi worked together to dope Sinner and decided to keep it hidden from him, but that makes even less sense than a series of accidents. What if Sinner himself really didn't want to dope, but ended up finding out his team members made him do so? I can't imagine that a grown man would like others to make decisions that could harm

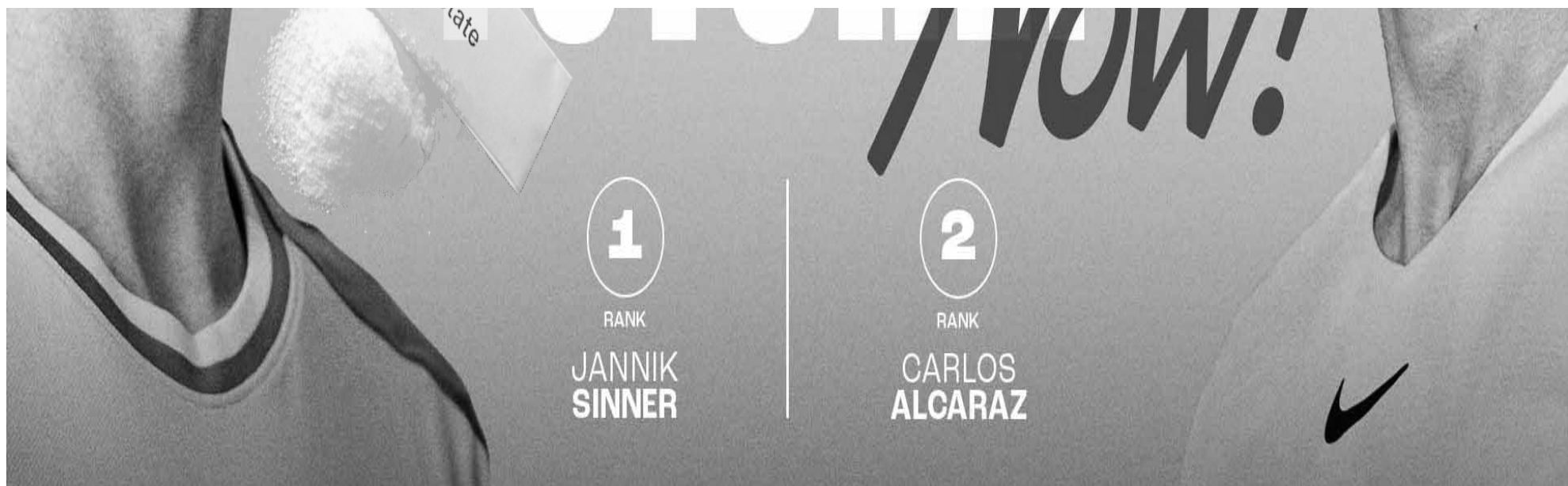
his health and ruin his career behind his back. There's no way Ferrara and Naldi would risk the eventual revenge. And besides, what would be in it for them, if they weren't specifically paid for it? A doping program is always run with full knowledge of all the parties involved; I mean, Fuentes had clients come to him, right? He didn't sneak into their hotels to put Clostebol into their deodorants. So Sinner had to be in on it, too, and the other two had simply agreed to take the fall in case of the scheme getting exposed.

This allows Sinner to escape with no punishment except the loss of winnings from one of the tournaments he tested positive in (he has so much money it's not going to affect him). The tennis authorities also hid the entire situation for half a year, during which the doping cheat could freely play and rack up points and trophies (*"119. Consequently, given that any period of Ineligibility shall be eliminated, any medals, titles, ranking points and Prize Money obtained in the events in which the Player competed after the Event and before the date of this award shall not be Disqualified"*), while also taking them away from more deserving players (assuming they were not also doping). This incident will teach all other would-be cheaters how to hack the system. All you need is a fall guy or two, some evidence that one of them bought a product that contained the substance you wanted to use, and a possible (but only barely plausible) way it could have gotten into your body.

And yes, it's the same Sinner that recently received one of the biggest sponsorship contracts (archive) (MozArchive) in the history of tennis. He's also in all the advertisements for "the next generation of tennis", "six kings", etc... There is no way the tennis authorities would let their new face - that promises huge viewerships and millions of earnings for the next decade - get buried. Sharapova was already in the twilight of her career (spanning 16 years at that point) when she got banned, and she was never on the very top, anyway; the one who was truly protected in women's tennis is Serena. On the other hand, Sinner is the big upcoming hope and

is ranked #1 at the moment of writing. And though I only really keep up with tennis (mostly due to the recent Djokovic drama), I'm confident the situation is the same everywhere else. I mean, supposedly clean sports have all those muscled freaks that are clearly impossible to happen without huge doses of anabolics. **All anti-doping institutions exist to provide the illusion of clean sports, but behind the scenes do all they can to protect the dopers - at least the highly ranked and popular (and thus profitable) ones.**





UPDATE February 2025: the doping cheat has pretty much avoided punishment (archive) (MozArchive). Meaning the anti-doping agencies are all in on the fraud. Can I just stop being right for once? This is so painful. But anyway, let's explore the details of their decision:

The World Anti-Doping Agency (WADA) confirms that it has entered into a case resolution agreement in the case of Italian tennis player Jannik Sinner, with the player accepting a three-month period of ineligibility for an anti-doping rule violation that led to him testing positive for clostebol, a prohibited substance, in March 2024.

A fucking “*resolution agreement*”? With the cheater “*accepting*” punishment? How does this even sound? Someone who undeservedly lifted trophies and prize money from under the noses of other (presumably honest) competitors, is now asked to agree with his punishment. Why is he given **any** decision making capability here at all? Anyway, continuing...

In September, WADA lodged an appeal to the Court of Arbitration for Sport (CAS) in

the case of Mr. Sinner, who had been found by an Independent Tribunal to bear no fault or negligence.

And I've already shown this to be absolute nonsense.

Notwithstanding this appeal, the circumstances surrounding this specific case meant that in order to ensure a fair and appropriate outcome, WADA was prepared to enter into a settlement agreement, in accordance with Article 10.8.2 of the World Anti-Doping Code.

The “*fair and appropriate outcome*” would be to kick the cheater out for at least 2 years, and take away all his trophies and prize money unjustly grabbed from the time of the supposed contamination until the ruling. There should never be any “*settlement*” with a cheater - at least if you're serious about keeping sports drug-free.

WADA accepts the athlete’s explanation for the cause of the violation as outlined in the first instance decision. WADA accepts that Mr. Sinner did not intend to cheat, and that his exposure to clostebol did not provide any performance-enhancing benefit and took place without his knowledge as the result of negligence of members of his entourage.

Even my pet spider doesn't buy the “*explanation*” (mockery). The anti-doping agencies accepted it because they are compromised.

Based on the unique set of facts of this case, a three-month suspension is deemed to be an appropriate outcome. As previously stated, WADA did not seek a disqualification of any results, save that which was previously imposed by the tribunal of first instance.

The only “*unique*” thing about this case is how retarded and obviously made up a story can get, yet still be bought by the idiots in charge. But of course, it's because they are all in on it...no one can be that stupid.

As previously stated, WADA did not seek a disqualification of any results, save that which was previously imposed by the tribunal of first instance.

You “*did not seek disqualification of any results*”, because you are working to keep up the facade of clean sports right along the players, media, sports organizations...

Under the terms of the agreement, Mr. Sinner will serve his period of ineligibility from 9 February 2025 to 11:59 pm on 4 May 2025 (which includes a credit for four days previously served by the athlete while he was under a provisional suspension). As per the Code Article 10.14.2, Mr. Sinner may return to official training activity from 13 April 2025.

Do you know why they picked these exact dates? The Australian Open - one out of the four biggest tournaments of the tennis year - lasted from January 12 to January 26 (archive) (MozArchive), and the cheater won it of course (while he shouldn't have been able to complete at all). Can you guess when the second biggest tournament starts? May 25. So he will be able to play them all. And for top players, those are the real focus, so his punishment is like nothing. No serious lost opportunities. If he comes back and sweeps all the slams, the minor tournaments will have literally no effect on his legacy. And this is all by design. But it works only because all the cucks still follow modern pro sports and assume it's all "real" and valuable. So, stop doing that, if you are.

Rigged draws

Another way the profit motive is compromising the integrity of sports is by rigging draws. It's been shown that in tennis, during the 2008-2011 time period, grand slam draws have been rigged to produce Federer-Nadal matches in finals - which would have brought the biggest crowds and thus the most money, as those were the most popular players back then. You might be wondering how this could have happened. Why hasn't anyone investigated? Well, who was supposed to? The biggest institutions were all benefitting from this. And the sports fanboy simply enjoyed the show with his favorite stars, without even considering the inherent fakery. Many of the more involved fanboys, that go on the internet to talk, will just call you a *“conspiracy theorist”* for even suggesting this possibility. Surely the draw rigging continued later in other ways, but I have not dug into the particulars.

The draws are actually unfair fundamentally (even without rigging for specific matches) because they unjustifiably **give preferential treatment to the top players**, by not letting them meet another top player until the later stages of the tournament. This ensures that - even if the top player isn't playing too well - he can keep reaching the later stages of the tournaments by beating up weaklings and not lose too many ranking points until he recovers his form. Someone who's trying to rise up in the rankings - then - would have a really hard time since he's always going to face someone much stronger early on. Meaning that the top spots are basically locked in for the people that currently have them unless something really serious - like long term injury or doping ban - happens (hey, isn't that basically real life on a micro scale?). The fix for this would be totally random draws, where the two highest ranked players might possibly meet in the first round where one of them will inevitably be eliminated and will not keep grabbing points just because of his name. While a rising up guy might manage to reach QF or so if he

lucks out and gets three other weaklings and get a boost to his career instead of getting predictably cockblocked by a current top 10 or so player. But of course, this is never going to happen as the big QFs, SFs and obviously finals between the top stars put the butts in front of the TVs and inside stadiums. It's the only way that makes logical and ethical sense though - your skill and skill alone carries you through the tournament, and not your big name or previous achievements.

Rigging matches and the abuse by betting companies

Matches themselves can also be rigged. An investigation revealed 380 fixed football matches (archive) (MozArchive) in Europe, as well as 300 more on other continents. Tennis is another sport that suffers, and nothing would be done if certain players weren't willing to rat the fixers out (archive) (MozArchive). Of course, the reason matches are fixed in the first place is the fact that you **can bet on matches** and earn money if you get it right. So, a player can bet against himself, then throw a match. This is quite the attractive option for the lower tier player, but it does turn sports into a circus similar to wrestling.

The betting companies - at whom you can bet on the matches - actually sponsor top football clubs such as Real Madrid and Barcelona (archive) (MozArchive) and Manchester City (archive) (MozArchive). Even entire leagues (archive) (MozArchive) have bookmaker backings. So - even though betting destroys sports as seen above - the sports **cannot separate themselves from it** as the betting companies provide the money required to fund the popular sports stars. The analogy of the beaten wife who comes back to her husband because she's dependent on him financially seems relevant again. Anyone watching a match will be flooded with ads (archive) (MozArchive) (*“researchers [...] found gambling messages fill up to 21 per*

cent of each broadcast, on average, based on an analysis that looked at seven games”) for the betting companies, and might be baited into betting where the capitalist wins in the end (archive) (MozArchive):

It works like this: when a customer opens an account, they might be given a stake factor of 1, meaning they can bet 100% of the normal maximum stake, for example £500.

“As soon as people start winning or losing, that gets adjusted,” said Cameron, formerly of William Hill. “It starts with 50% and if they keep doing it [beating the bookie], it’ll keep going down. At William Hill it went down to 25% to 10% and eventually down to 1%.”

One ex-Paddy Power employee showed the Guardian a menu of stake factors that suggest the company was more than happy to restrict people who were simply canny. New customers were set at 1.0, the document said, unprofitable customers at 0.3, and “warm” customers at 0.1.

Bad bettors are squeezed for everything they have, but reverse the squeeze and you're out. **The game is rigged and would be banned in any world with a sane legal system.** It's like if I pretended to be the best chess player in the world (and promised a prize for beating me), but every time I started feeling threatened in a match, I'd just reduce your allowable moves to one for every two of mine. Then three, then four if you were still winning. You might be able to gain advantage at some point, but obviously could never finish me off if I was even mildly competent. If by some miracle I still lost the match, I'd pretend there was something wrong with your movements and ask you to retrace them all from memory, or the match is void. Yes, the betting companies use similar tricks (archive) (MozArchive) to prevent you from paying out:

I have the same issue now, my pinnacle account is restricted now, can't withdraw, my balance is 4200 EUR. I live from gambling since 15 years, never had any other income. I sent them some screenshot about my big winnings, some older bank statements with money in it, photo about paysafecard receipts, skrill screenshots about cash withdraws by skrill card and now waiting for their reply, they wrote I have to wait 72-96 hours. I'm nervous because I'm not sure they will accept this, but how can I prove it further? And if they will not accept it, what will happen to my balance, will they keep it?

So, they demanded a truck of documents from this guy, allegedly to prove where his betting money was coming from - but we all know it was really just an attempt to prevent losses on the bookmaker's side. In the end - after a few attempts to deliver the truck - he ended up receiving his winnings, but got banned after - *"Update : pinnacle let me withdraw, however my account will be closed after this (they did not explain why)"*. Yet if you read between the lines, you'll get your "why" - "you were winning, so we're not playing with you anymore". But not everyone ([archive](#)) ([MozArchive](#)) is so lucky as to be able to withdraw his winnings. And of course, a losing bettor is never limited nor inconvenienced in any other way. By the way, all the betting companies share the names of the winning bettors between themselves, so that they can preemptively ban them:

Henry believes bookmakers shared data about him with other operators, via software that companies are permitted to use which is intended to prevent fraud but might also be used to shut down a smart better.

And yet, the free market supporter will tell you that competition is going to keep bad businesses away. But actually, the businesses would rather collude to be "bad" together and abuse **you** - the ~~robbery victim~~ customer - together.

And this is what you end up supporting when you go to watch your favorite ball thrower on TV or at the stadium. **Behind the curtain of fun, skill, and glory hides itself a monster sustained by exploitation**, the squeezing dry of the naive bettor who hopes he will be rich one day.

Patriotic pride in local players or clubs

Many people derive pride from being fans of their city's or country's football club, since well...that's just something you're supposed to do, right? But how are the clubs actually connected to the towns they're in? You're lucky if your club has even **two** players from your city - and many will be simply imported from other countries ([archive](#)) ([MozArchive](#)). Local teams cannot really exist since they rely on the money earned from selling their best players to the richer clubs. Not only that, most of them are just experiments for businessmen ([archive](#)) ([MozArchive](#)) to get rich on, and they're sold and bought like used shoes. Even the club "rivalries" are fake since players routinely leave for the rival clubs. Perhaps my favorite example of this is when the Polish midfielder Krzysztof Mączyński left his childhood club Wisła Kraków ([archive](#)) ([MozArchive](#)) in favor of the hated (by fans) bigger club Legia Warszawa. And that after promising he'd never do it a few months earlier. He was called a Judas by Wisła's fans after the move. Wisła's Twitter even added fuel to the fire by saying:

Na drobną złośliwość pozwolił sobie też sam klub za pośrednictwem mediów społecznościowych. Zachęcając kibiców do kupna biletu na Twitterze wiślaczy zapewniali, że przy Reymonta 22 "upieką chleb bez mąki".

Translation:

The club also let itself launch a small jab (towards Mączyński) through social media.

Trying to entice the fans to buy tickets, the club used Twitter to assure that near Reymont's street (where Wisła's stadium stands) they will "bake the bread without the flour". ("the flour" - nickname of the transferred player)

But of course, the transfer happened with full agreement of both clubs (Wisła got paid hundreds of thousands of euros for this “*flour*”), so this was just an attempt to manipulate the fanboy. Next match between the clubs? Full attendance. So, the fanboys' anger brought them to the stadium so they could scream at the "traitor" who very happily grabbed the bigger money and possibility to earn trophies. The transfer worked for all the sides except the fanboy whose attachment got beautifully exploited. This situation shows once again how the profit motive kills all higher values, such as loyalty.

Being a sports star SUCKS!

Oh, and if you happen to think that life is all sunshine and roses for the big sports stars, you might want to reevaluate that position. The requirement to dope to perform at the highest levels has already been mentioned; this means having to pay big money to access the stuff and to hire people who will ensure you're doing it safely and help you avoid detection. It means possibly sacrificing your health for fame and glory, and forcing any sports player with hopes and dreams to pick one or the other. It means having to evaluate exactly what your dietary supplements contain, lest they be contaminated with one of the hundreds of banned substances (responsibility falls on the player, always). It means staying up to date with whatever the relevant organizations deem as performance enhancing. If you fail this, you end up like Maria Sharapova, commonly considered "the devil" by your usual sports fanboy because she kept using a medical drug after it suddenly ended up on the banned list. Even though everyone at the

top level is doing much more serious things, they are just being more diligent in avoiding detection. In my opinion - since the top level sports are all already obvious dope-fests - they should just give up the pretense of cleaning them up. Just let anyone use anything and let the fans watch the beasts they really want to. At least this way, there would be one less lie in pro sports and one less big cost (of testing the players) to pay. But of course, this won't happen. **The entire fortress of pro sports stands on a foundation of lies.** The fanboys have to believe the sports stars are some kind of heroes, in hopes that they will look up to the heroes, and go watch them at the stadium, and buy their merchandise.

Let's see what are some other things absolutely forbidden for sports (tennis in this case) players, to keep that hero narrative going:

- "Yelling" at ballkids (archive) (MozArchive) (watch the linked video and judge for yourself as to how bad it was). It just seems like slightly raised voice to me, an expected thing in the heat of a match. And besides, no one asked the ballkid if it was bothered by the "scream". But yet, the incident earned Kyrgios a point penalty.
- Smashing racquets (archive) (MozArchive). Again, a normal thing to do for stress release after losing an important point. This time, he didn't get off with just an in-match penalty - oh no, his bank account also suffered a blow of 14000\$.
- Admonishing their teams (archive) (MozArchive) for the lack of support. Another fine received, this time 7500\$. *"Go home if you're not going to fucking support me, bro"* was the supposedly violating sentence. And **that's** the justification for this kind of punishment? You can hear worse things said in everyday family quarrels.
- Swearing in front of royal family (archive) (MozArchive) - I'm sure they have never heard swear words in their lives. That's 5800\$ down the drain.

- Hitting a ball out of court (archive) (MozArchive) - *“The Greek fourth seed was given two warnings for hitting the ball recklessly, once into the crowd and once very hard into a scoreboard”*. Wow, I really can't think of a bigger crime out there. That will be 10000\$, Stefanos!
- Questioning referee decisions (archive) (MozArchive). Your career and life is riding on those, and yet you're just supposed to swallow them whole? If you don't, well, I guess you're going to have to say goodbye to 12000\$.
- "Verbal Abuse & Aggravated Behavior" (archive) (MozArchive). Wow! 120 000 US dollars! That's a big one. Don't even care to watch the situation, but just imagine what else this kind of money could be spent on, instead of filling the pockets of big businessmen. But remember, "capitalism is efficient, capitalism rewards merit". Repeat this slogan a thousand times and maybe someone will believe it...
- Throwing a ball on the court (archive) (MozArchive) - *“The Frenchman [...] dropped a spare ball from his pocket on the court while his opponent was about to hit a winner in an attempt to get the umpire to call let, which would have resulted in the point being replayed as it is deemed an interference with play”*. Just give him a point penalty and move on. But no, had to steal 144 000 euros from him, and possibly ruin his career - *“The €144K penalty is more than the Frenchman has earned so far in 2023”*.

I really hate this "fines as behavioral control" phenomenon. And it's the existence of money that enables it to happen. It also disgusts me how the media keeps assassinating people's characters like it's nothing, with phrases like *“inappropriate”*, *“rants”*, *“obscene”*, *“outbursts”*, *“meltdowns”* (and countless other inflammatory ones) repeated authoritatively across different outlets. And if you want to say "but the players are doing bad things, they need to be punished somehow! Kids are hurt / given bad role models! Referees need to be respected! Etc etc. It's

about morals, see?". First of all, the things for which the players are fined for are not that bad, really. The "kids" will see much worse things every day of their lives. The media's character assassinations are actually much worse than the things the players are routinely fined for, and it never receives any punishments. It's also pointless to pretend that the sports stars are some kind of heavenly beings that lack the human qualities, especially on the battlefield of the tennis court (or boxing ring, etc). But there is an even easier way to completely destroy any moral justification for the avalanche of fines the sports stars are being buried under:

The sports stars are being followed around by the media and have to answer its ridiculous, insulting questions day in and day out. If they refuse, they get fined ([archive](#)) ([MozArchive](#)) (of course):

Naomi Osaka today chose not to honour her contractual media obligations. The Roland-Garros referee has therefore issued her a \$15,000 fine [...]

And threatened with eviction from the biggest tournaments if they continue:

As might be expected, repeat violations attract tougher sanctions including default from the tournament [...] and future Grand Slam suspensions

The reason Osaka didn't want to submit to the interviews in the first place, was her mental health ([archive](#)) ([MozArchive](#)):

I'm writing this to say I'm not going to do any press during Roland Garros [...] I've often felt that people have no regard for athletes' mental health and this rings true whenever I see a press conference or partake in one. We are often sat there and asked questions that

we've been asked multiple times before or asked questions that bring doubt into our minds and I'm just not going to subject myself to people that doubt me

And so - regardless of the bad effects of all this media stalking on the stars' mental health - the sports organizations decide to keep going through with it. Meaning it's not really about any moral concerns at all. Then what is it about?

The sports star is a product perfectly molded for mass consumption - like the big, juicy, spotless apple in the store. She exists to stand there and perform athletic feats for hours per match, a few days per week, all year. Then after the match - with blood, sweat and tears still dripping out - she has to submit to media probing. She cannot be allowed to do anything that might discourage the sports fanboy from watching the relevant sport - as that would cut into the profits. If that requires ripping out all the humanity from her, then so be it. The sports star is - in fact - a circus animal, or a work animal. But worse, as those are at least treated with certain amounts of respect and care, so that they are able perform their duties properly. As a sports star, every single wrong move of your finger gets you punished, punished and punished some more. Holy shit! Screw the fame! Screw the glory! Screw being "set for life"! I'd never, ever consider this career.

But, I think the problem here goes deeper than "the sports stars need to put butts in the stadium and bring us a lot of money" - though this is a significant part of it. The people who end up on top of the sports organizations, etc. are power hungry psychopaths - and for them, the human is nothing but a toy. So they derive enjoyment from holding a whip over the sports star and threatening a hit for the smallest deviation from her prescription. They don't care about the feelings of someone like Osaka; if her masters order an interview, then an interview she will give, her mental destruction be damned. "I can punish this animal for this, and that, and mold it

in whatever way I want to, and nothing will ever happen to me! Hahaha!". Villains like this really exist in this world, not just in the books or games. Still, it is hard to see how such an arrangement would be possible if money didn't exist. As the psychos in charge of sports organizations would have no "carrot" to motivate the stars into submission. Oh, and as the star, you can't even call out (archive) (MozArchive) any misconduct of the "officials" lest you find yourself *"investigated"*.

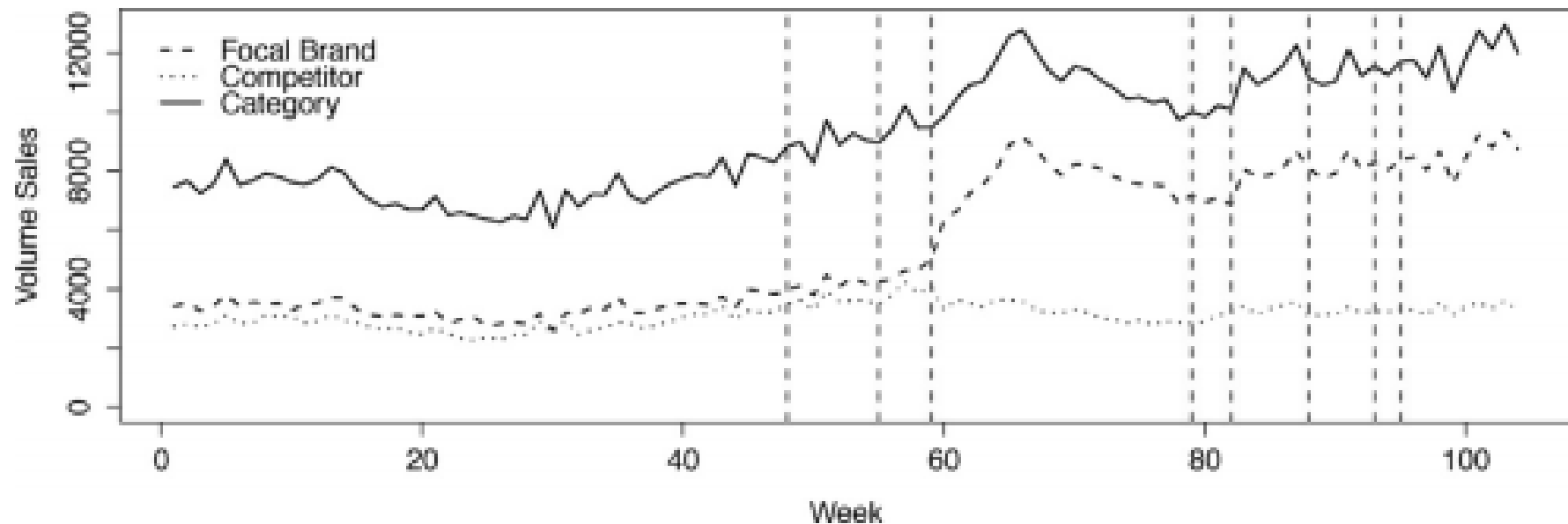
Summary

To fix the issues with sports, just get rid of the profit motive. No need to dope and possibly destroy your health if there is no reward of the magic item known as money. You can still bet for fun, but the exploitative basis disappears. There are no ads, no bullshit products being shoved, no rigged draws since there doesn't need to be a push for the biggest audience. Just pure beautiful competition. One big issue with money not existing in terms of sports might be that not many people might want to dedicate their entire lives to playing a sport and doing the preparations, etc. if they can't become rich and powerful because of it. Though, fame and glory could be a goal, still. And, maybe popping this over-inflated balloon known as pro sports would be a positive in itself, since it forms one half of the "bread and circus" used to control people. Maybe more people could instead take up a sport themselves, and become their own heroes instead of looking up to some doped up beast on TV. And imagine, what kind of lifestyles we could all lead, if the resource sink of pro sports finally exploded.

Miscellaneous

Shopping / product quality

The entire store-shopping experience is tightly controlled to **fuel endless consumption**. Let's start with the free samples being given away sometimes. The word will quickly spread that a certain store is giving out free samples and more people will be coming there. They might be compelled to buy more of the product then, when otherwise they would never have looked at it. I mean, do you think the capitalists would give away stuff just for nothing? No way - actually, it is **scientifically proven** that free samples are an effective way to increase sales:



This information comes from a massive paper (local) called *“An Assessment of When, Where and Under What Conditions In-Store Sampling is Most Effective”* (which I didn't fully read - just lifted the picture, really). Surely, the capitalists must have access to that data - they wouldn't leave anything to chance; after all, profit must be made in the end. Another way to accomplish that is the "put candy at the checkout" strategy. It's called "impulse buying" and the

way it works is: you're waiting in line and in your field of view is a bunch of various snacks. Eventually a temptation will appear and you will buy one of them even though you didn't really want to. After that, the addictive nature of these foods will keep you coming back. One study (MozArchive) has said: *“the checkout zone generated a sales return of €35,000 (\$47,000) per square meter – seven times above the average for the entire store”*. So it is very profitable indeed. And self-checkout kills the profit: <https://www.pymnts.com/restaurant-technology/2017/confectionery-companies-the-other-unintended-casualty-of-self-checkout/> (archive) (MozArchive) - *“We’ve done a number of studies. It’s billions of dollars since self-checkout started in 1992. The merchandising side has to come back and chase this thing”*.

“The average time spent grocery shopping – not including time spent getting to and from the store – is 41 minutes”. That is 41 minutes of having your brain filled with advertisements (some stores even have those huge screens at checkout - but sound-based ones are worse, since you can't just avoid looking at them). Of course, the ads are not limited to stores themselves - they're all over the place. They put them on billboards, buses, flats, TV channels. It seems all space exists now solely to fill your mind with bullshit. The ads themselves are not simply made according to someone's whim, of course - it's all carefully calculated for maximum profit extraction. An entire field of science called marketing science (archive) (MozArchive) has even been spawned for just this purpose. Some quotes:

What combination of marketing inputs (positioning, messages, media advertising expenditures, distribution channels, new products, sales organization, etc.) will maximize long-term sales revenue or profitability?

What combination of positioning, themes, imagery, music, and colors creates the most effective advertising for a company or brand?

How can these design variables be manipulated to maximize market share or profitability?

How can the direct marketing to each of these target segments be optimized?

What are the optimal number and type of salespeople to maximize market share or profitability?

The goal is not to maximize customer satisfaction (no company can afford that), but to optimize customer satisfaction and/or loyalty.

And many, many more. As you can see, **every little fucking thing** is taken into account. So the next time you encounter an advertisement, keep in mind it was most likely made according to these guidelines. The last one in particular is a gem - it shows that capitalism **doesn't give a shit** about customer satisfaction. This is also proven by the fact that products are **made to break** - for example [batteries \(archive\) \(MozArchive\)](#) or [clothes \(archive\) \(MozArchive\)](#). Of course, since there is a “*new summer collection*” coming out in a few months, you don't need your current one to last, do you? What, you mean you can fix your old stuff? Companies are intentionally making it increasingly harder to do so, for example [Sony \(archive\) \(MozArchive\)](#), [Apple \(archive\) \(MozArchive\)](#), and [tractor producers \(archive\) \(MozArchive\)](#). I remember being annoyed when I tried to unscrew my Nintendo DS Lite and couldn't with any of my screwdrivers. Then I learned that they've made a specific screwdriver just for it. Of course, if profit at all costs is the goal, this kind of practice will be the standard.

UPDATE March 2023: hey, they even have price displays down to a science. Look:



13 Psychological Pricing Hacks to Increase Sales



Psychological pricing relies on human nature to make certain prices look more attractive to consumers.

1 Display Prices in Small Fonts

Customers **perceive prices to be smaller** if they're displayed in a smaller font size.

The brain blurs **visual size** and **numerical size**.



2 Show Premium Option First

Consumers rely on the **first information offered** when making decisions. Placing expensive items next to less-expensive ones leads them to **view the second as a bargain**.

\$9

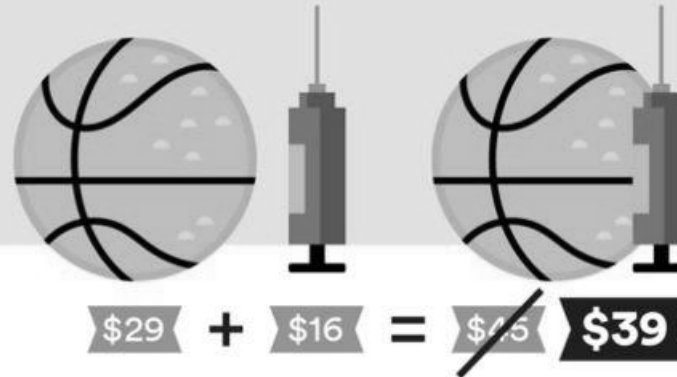
\$3

This cognitive bias is known as “anchoring.”

3 Use Bundle Pricing

Sell a **set of goods or services** at a **lower price** than the consumer would pay if they bought the items separately.

Bundle pricing convinces consumers they're getting a **higher-value purchase** when they otherwise wouldn't buy the additional items.



4 Remove the Comma From Prices

Consumers perceive **prices** with **less syllables** to be **lower**.

Removing the comma changes the way consumers say the prices out loud.



5 Price in Installments

When you give consumers the



option to pay in **installments** they “anchor” their mind to the **smaller price** and see it as a **deal**.



Consumers **compare prices** subconsciously, making them likely to compare the payment plan price to the full price.



6 Offer Three Items

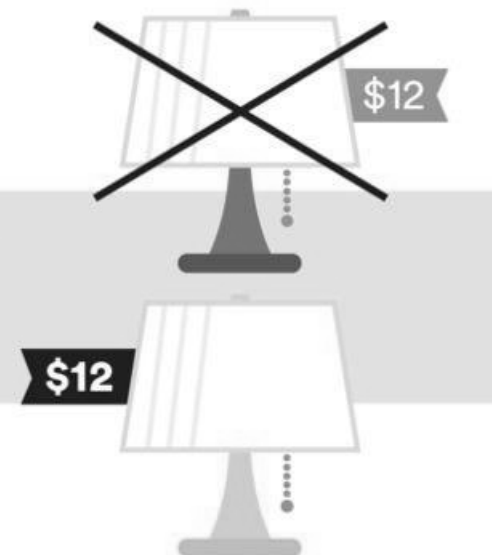
Offer three items of **varying prices** with the one you want people to **buy in the middle**.

This technique is known as “**bracketing**.”

7 Position Low Prices on the Left

People conceptualize **smaller numbers** as belonging **toward the left**, so positioning them there can trigger the idea that the **price is lower**.

Consumers conceptualize numbers **growing large** as they move **from left to right**, so the left is associated with smaller figures.





8 Price Depending on Purchase Intent

Consumers are drawn to **rounded numbers** or **exact prices** depending on if the purchase is motivated by feelings (**want**) or rationality (**need**).

Use **rounded numbers** for emotional purchases and **non-rounded numbers** for rational purchases.

9 Price From High to Low

Sorting prices from **descending** rather than ascending order makes consumers **more likely** to choose the more **expensive option**.

When priced from high to low, consumers see each new option as a **loss in quality**.



10 Add Visual Contrast

When looking at items on sale, customers interpret **visual differences** like font, size, and distance to mean **greater numeral differences**.



Change the **font**, **size** and **color** of the signage for a sale and place it **slightly farther away** from previous pricing.

11 Use Words Related to Small Magnitudes

Consumers gravitate toward **words** they **associate** with **small sizes**.

When pricing, use words like “**low**” and “**small**.”



12 End Prices in “\$9”

Consumers perceive nine-ending prices, like those that end in “**9**” and “**99**,” to be **smaller**.

Reducing the left digit by one to end prices in “9” or “99” is also called “**Charm Pricing**.”

13 Remove Dollar Signs

Numbers-only products **without currency symbols** are perceived as less expensive.

In a Cornell study, **customers spent 8% more** when the dollar sign was eliminated.




The logo for 'wikibuy.' is displayed in a white, lowercase, sans-serif font against a dark gray rectangular background.

Full sources available at wikibuy.com/blog/psychology-of-pricing

Scary, isn't it? Try to see if your store is using those tactics.

Video content creation

This is something that has annoyed me for ages, but I guess today's attempt to shill me some bullshit I don't care about finally broke me enough to make me complain about it. Please people, don't you see how primitive this is? We come back from our schools or jobs or trips, tired and wanting to unwind by watching video game analysis or whatever. And then - in the middle of the content we care about - we are being shoved into a shitty game invented entirely to squeeze money out of gambling addicts. We know the video authors don't care about the game, we know they're faking it all for the purpose of graciously receiving some drips from the big business money faucet - and yet we tolerate it. How the fuck is any of this ethical or desirable? It could even be considered a form of dark patterns; some of the people involved got quite creative at disguising their sponsored segments as organic parts of their videos. But I just feel bad for them, really. The content creators are forced to sign a contract, a legally binding document that can be used to fuck them over later. And with it, they become slaves to the

company, since they can't say what they want about the product they sell, anymore.

The focus on profit changes the climate completely. Instead of "hey, look, I made this funny / educational thing, come watch!" (2000s / early 2010s youtube) it's now "check out my 148th low quality vid with a clickbait title and scary screaming face created entirely as a vessel for sponsor segments and ads, and to attract as much viewers as possible until I move on to vid 149 next week. And of course, remember to like, share and subscribe!". If you want to make a "career" out of youtubing, you are required to give up niche stuff (that you like) in favor of the clickbait stuff that's going to attract more people. This is similar to what has happened with the casualization of video games. There's a spectrum of course...some of those sponsorship-filled vids are still okay to watch. On the other side, we are buried under an avalanche of unboxing vids, reaction vids, fake / cheated gameplay vids pretending to be real, plagiarized vids, and other trash taking up space. You might also have to upload videos more often than you'd otherwise want to. And even the things you generally like might start to seem like chores when you're forced to engage with them over and over. Of course, you also have to avoid certain "taboo" (to the psychos running YouTube) topics so that you're not "demonetized". If you try to use services other than YouTube, then you won't get the reach required for ad or sponsor money. Is it not obvious that making content creation into a "career" is absolutely cancerous? **Edit:** EmpLemon has a video covering these and some other issues that is pretty good.

UPDATE December 2024: Karl Jobst has just released a video criticizing a plagiarist for stitching together his and other content-creators' videos and re-releasing them in Russian with all the credits stripped. Which I think proves my point well enough about what kinds of behaviors are rewarded in the chase for money. The plagiarist is obviously trying to cover as many games as possible, in order to be watched by as varied of an audience as possible, in as short of a time spent per video as possible. This necessarily results in plagiarism as doing the

research yourself would mean one video per month instead of per week. But why get mad about it? At 8:48-8:51, Karl tells us exactly why - it's because *“All of his (Naritsa's, the plagiarist) videos are sponsored”*. And the cat's out of the bag. It's really the "stolen" money that bothers Karl (supposedly, the plagiarist has earned hundreds of thousands of dollars doing this minimum effort stuff). Money that he feels should belong to him and the other original creators, because they put the effort in. But where does the money come from in the first place? From unethical sponsorships, that's where. And Karl's own vid has a sponsorship segment (at 5:35-6:41 if you want to skip, which you should) shilling a game he probably doesn't even play, or just pretended to play for a bit to make the sponsorship "make sense". In his other videos he also attempts to shove you various junk, such as:

- <https://inv.nadeko.net/watch?v=2p5U4OfJ1NA> - another shitty game
- https://inv.nadeko.net/watch?v=L_GGEj4MR38 - and another
- <https://inv.nadeko.net/watch?v=kt901FnP0dc> - and another
- <https://inv.nadeko.net/watch?v=maCHHSussS4> - and another
- <https://inv.nadeko.net/watch?v=1tjWUCUDVjk> - and another
- <https://inv.nadeko.net/watch?v=-akO4ZyTdOs> - and another
- https://inv.nadeko.net/watch?v=hgGy_s0h-SA - and another
- <https://inv.nadeko.net/watch?v=lzpjR3OxaM8> - and another...
- <https://inv.nadeko.net/watch?v=QtHbqf2lGaw> - are you tired of shitty games yet?
- https://inv.nadeko.net/watch?v=dockhgV__pE - then maybe consume some fantasy (audio)books instead
- https://inv.nadeko.net/watch?v=7N_YeVbF1mI - and grab some wall decorations
- <https://inv.nadeko.net/watch?v=zUn6HPwNk9k> - or cosmetics
- <https://inv.nadeko.net/watch?v=ugT5eLpuwMo> - or probiotics

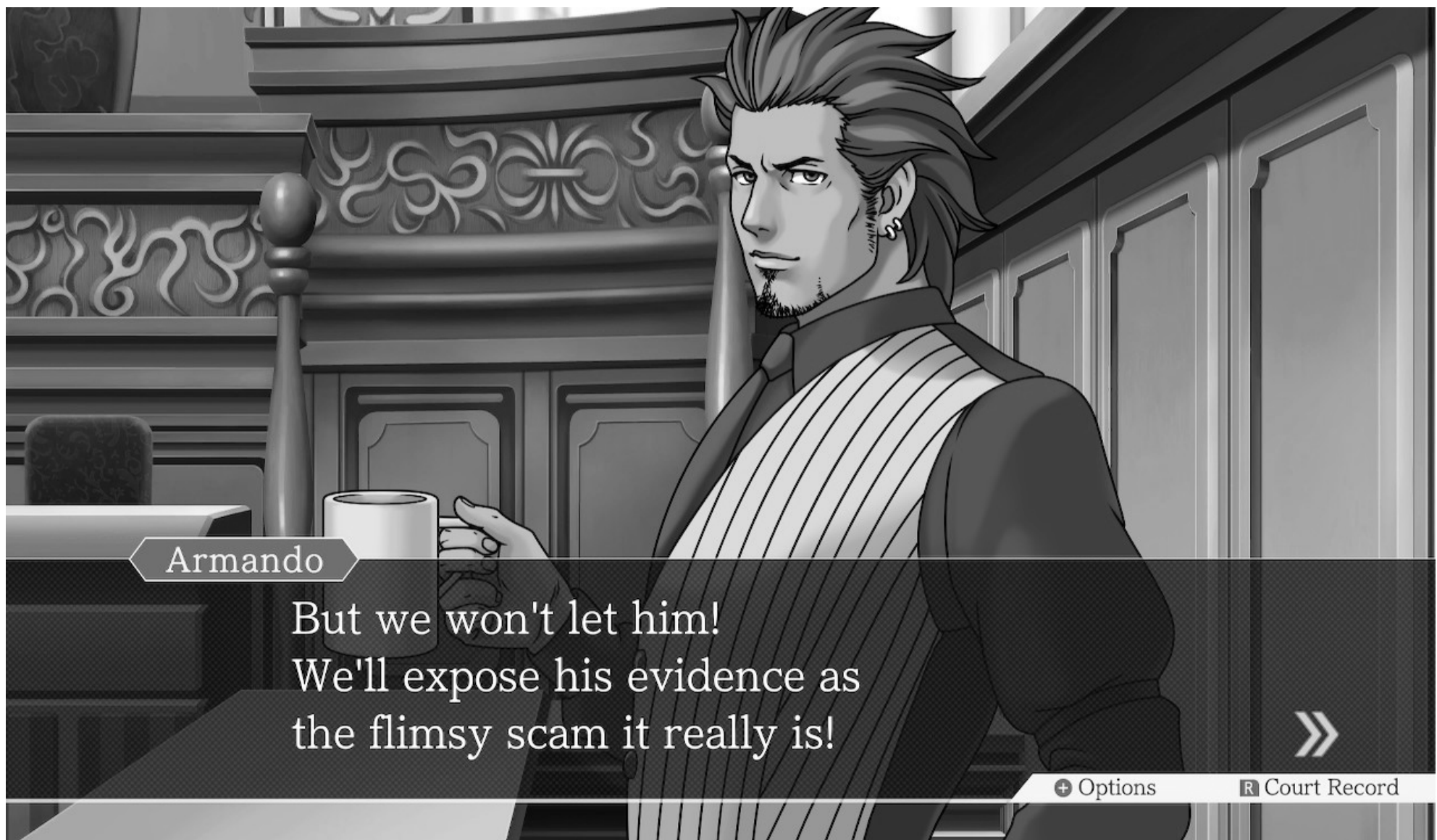
- <https://inv.nadeko.net/watch?v=wjIjUY-NbyQ> - or an entire nutritional drink
- <https://inv.nadeko.net/watch?v=nJTtDjxzcaM> - and another...
- <https://inv.nadeko.net/watch?v=ugT5eLpuwMo> - which you can eat with your keto cereal
- <https://inv.nadeko.net/watch?v=9hgNfdJiOjQ> - while watching Karl's videos with a spyware browser
- <https://inv.nadeko.net/watch?v=-BJbse1395Y> - behind a VPN
- https://inv.nadeko.net/watch?v=ILupqeWQ_BQ - on a tablet
- <https://inv.nadeko.net/watch?v=UI5aNFCuhjI> - or a pre-built PC

I have hidden the specific companies behind the items because I don't want to add to the shilling. Karl - on the other hand - pretends all this stuff is great and he's totally organically adding it to his life. I mean, do you really believe he's reading the very long books while having time to do in depth speedrun coverage? Or that he plays all the games (he said he's "hooked" on the third one; yeah right - hooked by the contract, maybe)? What's more likely is that he receives the product, records his contractually obligated vid according to the script he's given, and promptly throws it into the cupboard (or the "useless trash" folder on his PC) or gives it away. The funniest sponsorship segment is probably in the last video, where he literally tries to make laziness into a virtue so that you buy the extremely overpriced PCs from the company that pays him. By advertising all this stuff, he's hoping that some of his decently big audience will fall for some of the scams, and the dirty money from the unethical corporations will keep coming. What's making Karl angry is that Naritsa figured out a way to exploit his audience even more effectively, while dropping all ethics. Karl is doing it himself too though; just like Naritsa, he is relying on sponsors - which do not care how a video got created, only the amount of potential views and how relevant the sponsor's product is to its watchers, as well as the

frequency of content release. Naritsa has simply peaked at the game of profit accumulation, where the less ethics you have, the more you win. But Karl does not want to admit that the "game" itself is the problem, so that he can justify exploiting his audience for the sponsor money while keeping his moral superiority over people like Naritsa.

UPDATE April 2025: at this point everyone should be familiar with Karl Jobst's spectacular defeat in the trial against Billy Mitchell. I was planning to make a big report on the situation but I kind of can't be bothered; it has been explored well enough by places like kiwifarms, and many youtubers. I want to mention some details relevant to the evils of the profit motive though.

The main plot point is basically that Jobst was **soliciting donations for a legal battle under false pretenses** (and was able to rob his fans for 200 thousand australian dollars; doubt there's going to be any refunds). All the backers assumed (archive) (MozArchive) that Billy sued Karl for calling out his supposedly cheated video game scores, but the lawsuit was actually about an allegation that Billy contributed to a suicide of speedrun youtuber Apollo Legend. Yet Jobst never bothered to correct the widespread misunderstandings, including that of his star trial witness Cr1tikal. How little conscience, how little respect can you have, to not even tell your close friend whom you're dragging to court, what the case is actually about? He even lied directly at least twice - first when he showed a mainstream media report claiming it's about the cheating right at the beginning of this video, and then in this video (at 7:14) he says *“everything he (Billy) said is a lie”* - in regards to Billy explaining what the lawsuit actually was about.



Of course, Karl couldn't realistically have won the lawsuit, as he had pretty much no evidence for his claim, and in fact there was disconfirming evidence from Apollo's family and his own suicide note. But he pretended it's a slam-dunk to the point of having uploaded a clip of him beating up Billy Mitchell (7:23) in some wrestling video game. The real problem here - though - wasn't his conviction, but the shameless defrauding of his audience. Now, Karl will tell you

that the first concern notices were about the cheating, but it doesn't matter. When the situation changed, he should have clarified it and refunded everyone who donated for supporting the **cheating** lawsuit. But he couldn't have done that, as he was really eager to use his audience's money to "*slay the Mitchell dragon*" in court. How he was planning to do that was by first destroying Billy's reputation so hard that the judge would believe it couldn't be lowered anymore. He attempted that by uploading a bunch of videos calling him out for everything ever (except none of that mattered to the core claim of the lawsuit). If you still want to believe he's a good person and it's just a series of unfortunate mistakes, consider how - when he was informed of his accusation being baseless - he put the "retraction" at the end of... a fucking Dark Souls video, that anyone not interested in the series would never watch.

Karl's life is basically the coveted rags-to-riches story. Or was, before he lost it all in this stupid unwinnable legal circus. But it once again shows what kind of person you have to be to "succeed" in this system in the first place. I just love it when the universe throws such great evidence right in front of my face. Because I cannot imagine a better case to prove my ideas; this is a "hero to villain" plot twist straight from fiction. Funny how I always suspected there was something wrong with Karl even if only due to his sponsorships. Now his true nature (that he was hiding pretty well) got fully exposed, and I'm vindicated. Karl was calling out cheaters and scammers for his entire youtube career, and in a wave of cosmic irony, ended up being the biggest one himself. It's the biggest fall from grace I've ever seen - at least in terms of how he is being perceived after the scandal got revealed. Hey, he even gave us a foreshadowing:



I don't want to attack him **too** much either, though. Like in Naritsa's case, it's time to realize that **the system makes such people** in the first place. Did you know that at the beginning of his youtube "career", Karl was rejecting sponsors he considered "unethical", specifically mentioning *"those mobile games"*? So it's clear that the creation of the current Karl Jobst was a several years long process, and not necessarily some kind of an inherent desire of a psychopath finally having the chance to surface. At least he resisted it for a while; and if he is evil, what do we call the people who actually run those companies and their outreach programs? Everyone wants to live comfortably, and current society does not allow that without doing evil; and the more of it you do, the higher step of the ladder you can reach. Surely, the temptation to break down one's moral barriers is constantly swimming through the brains of most popular content creators, once they start noticing the trend of the more evil ones having more "success" - and the "ethical" ones staying on the fringes. Eventually, they succumb too. And once you've succumbed, it's easy to find ways to justify it.

If you dig into Karl's earlier history, you can even find issues with his parents trying to control

his Internet usage, so the foundations for his future abuses might have started building up already back then. But no one takes such things into consideration before judging someone. Sometimes it is easy to forget that your favorite content creators are also human, and subject to all the quirks coming along with that. I am a no one but I've dealt with "unreasonable expectations" myself, as well - such as being flooded with tech support requests (and people getting angry that I didn't respond in literally a minute?), or even trying to make me sit in the MUC all day and night long handling the trolls in there. **Your "fanbase" only likes you as long as you do exactly what they want to 100% of the time;** one tiny "transgression" - real or imagined - and you'll be fed to the pigs. Is it a wonder some pick the actively "evil" path?

In terms of the lawsuit, it's likely Karl simply evolved the "ends justify the means" approach into its final form, after years of fame and glory of being the "evil buster" got to his head. He really wanted to be the one to take down the guy he considered the ultimate villain (some of his podcasts, tweets, etc make this clear) - it's just too bad he took his entire audience for a ride to do it. But that same audience - also - kept encouraging him for all these years, and didn't bother to question the basis for the lawsuit. He was also profiting heavily from the crusade on Billy (by the sponsors, ads, and obviously the gofundme donations). It's also important to realize that **none of this would have happened if Billy Mitchell didn't first sue Apollo Legend for claiming he cheated** in some games. Which brings me to my main point....

Look at how much money got wasted on this dud of a lawsuit - money that could have gone to the homeless or disabled, etc. According to [this YouTube video](#), the full legal costs are about 1 200 000 USD. And since Karl wants to appeal, it will surely end up being more. All for something that shouldn't even be happening. I mean, Mitchell could have simply responded on his own website, youtube channel, or whatever, with the relevant disconfirming evidence. But today, it is allowed to drag someone to the courtroom because he said something negative about

you, and I hate it and think it's very wasteful. I mean, can you believe that the lawyer's work is really worth those hundreds of thousands of dollars - for one lawsuit?! It seems arbitrary and way overvalued. I also don't believe that Billy's "ruined reputation" is worth hundreds of thousands in damages, either. I'm not that bothered by Karl the scammer getting financially wrecked to be honest, but justice has not been served here. Imagine how many similar lawsuits are going on right now. All these rich men are holding their dick measuring contests in the courtrooms while the homeless and disabled are starving. If you think about it, lawsuits are yet another way for the rich to dominate the poor - as Apollo Legend unfortunately learned, when he was forced to settle with Mitchell due to being unable to pay for the legal costs. I wish this unjust and cruel system just died. But for now, we have to settle for not funding the rich men's legal games.

Written content creation

Similar problems also apply to written content, and the situation there is **even worse**. Look at the E-mail I received recently:

Hey

I'd like to COOPERATE WITH YOU. We are interested in PUBLISHING A GUEST POST with a relevant article that will fit your site with our link on digdeeper.neocities.org. Our main REQUIREMENTS:

- * At least 2+ DO FOLLOW links in the article*
- * Link will be PERMANENT,*

** The article or the links will NOT BE MARKED as Sponsored / UGC / Guest post / sponsored post,*

** Do you also accept LINK INSERTIONS in existing posts? If yes, what is the price?*

** What niches are you not allow in your website? If you have a different price for them, please write.*

** Do you have any more requirements?*

If you have a similar website for guest posts, let me know also. Hope to hear from you soon.

If you don't want me to send you more emails, please reply and unsubscribe.

Best regards, [name redacted]

This is not the first time I've got one like that, either. Of course, I did not accept this offer, but I assume most people lack my ethics and would jump onto the opportunity to earn a little money (to their readers' detriment). The emphasized part is the most important. It means that a reader can't know whether what he's reading is the opinion of the author, or some asshole who has sent some money down their way. They want to use the popularity and reputation of your favorite content creators to shove you some useless products - and without that clause, the trick obviously wouldn't work. It's fraud and it's evil, pure and simple. Please, if you receive this kind of E-mail, **reject it** and tell the fraudster to shove his attempt up his ass. The puny money you're going to earn won't help you much, while the sin will weigh you down heavily for the rest of your life, and likely send you down the path of evil. Don't assume your response doesn't matter even if you're only a teenager writing a blogpost once a month in an unknown corner of

the Internet.

How privacy / free speech VPSes fleece you

When I came across the prices of mainstream VPSes (before, I only knew those of the "private, free speech" ones), I figured they would serve as a really good way to show what behaviors are actually rewarded in the current system, and how much of an (un-needed and unjustified) resource sink markup is. Methodology:

- Pick the cheapest plan that the VPS offers.
- Consider every 1GB RAM as worth 10 specs points, and 10GB of disk space as the same (10 points and not 1 point so that fractions don't appear if a VPS has "unique" amounts). This is kind of arbitrary but these are often the lowest offered amounts and this will be needed to do cross-comparisons of value.
- Calculate the amount of overall specs points offered by the chosen plan. For example, the cheapest Orange Website plan of 1GB RAM (10 specs points) and 20GB SSD (20 specs points) is worth 30 specs points.
- Check out the price of the plan (35 USD for Orange Website). Prices will be listed in USD, rounded to the nearest true number if the service uses Euro or something else.
- Calculate the price per specs point. In case of the above, $35 \text{ USD} / 30 \text{ specs points} = 1.1667 \text{ USD}$ needed to "buy" a single specs point. This is the value of your VPS, and **lower is better**.
- Compare the result to those of non-private, non-free speech, mainstream VPSes (Hetzner and Netcup have been used for this exercise).
- Cry and scream in shock.

- After the anger passes, stop fanboying for "based" brands.

VPS	Space in cheapest plan	RAM in cheapest plan	Specs points	Monthly cost of cheapest plan	Value (price / specs points)	Robbery factor (multiple of cost VS mainstream VPSes)
Orange Website	20GB	1GB	30	35USD	1.1667	23.334
Njalla	15GB	1.5GB	30	17USD	0.5667	11.334
NiceVPS	15GB	1GB	25	19USD	0.76	15.2
Flokinet (Iceland)	20GB	1GB	30	12USD	0.4	8
Flokinet (Romania)	20GB	1GB	30	9USD	0.3	6
99stack	25GB	1GB	35	8USD	0.22	4.4
1984	25GB	1GB	35	9USD	0.26	5.2
Mynymbox	20GB	0.5GB	25	9USD	0.36	7.2
CrazyRDP	40GB	6GB	100	15USD	0.15	3
Cockbox	20GB	2GB	40	15USD	0.375	7.5
Servers Guru	25GB	1GB	35	6USD	0.17	3.4
IncogNET	15GB	0.5GB	20	5USD	0.25	5
Privex	10GB	0.5GB	15	5USD	0.333	6.66

Hetzner	40GB	4GB	80	4USD	0.05	Not applicable
Netcup	64GB	2GB	84	4USD	0.0476	Not applicable

For calculation of the last category, I've used Hetzner's value as they are so close with Netcup and I didn't think the difference warrants the repeat. Overall, this surely isn't a perfect way to calculate the value of a VPS. For one, it assumes that the value of 10GB of disk space is equal to that of 1GB RAM, which probably isn't true in terms of how people actually use VPSes (RAM would be worth more, then). It also ignores the extremely diminishing returns especially with additional disk space (since most hostable services need very little, but many might need significant RAM); meaning additional RAM would fall in value less. And of course, if a service only offers high specs, then the relative value won't matter much since you can't buy a plan that doesn't exist. But, my aim here wasn't to come up with a perfect formula for calculating the value of a VPS, but only to show how you're getting robbed, and I think this does it well enough. Even if you modified the values (eg making RAM worth 1.5 that of disk space), it would only rearrange the injustice - not remove it. And the injustice is absolutely startling; **the most cost-effective "private" VPS is still 3 times more expensive than Hetzner / Netcup, while the worst one - 23 times.** And for what? Usually it's just reselling the cheap mainstream VPSes while subbing in their own data and adding heroic marketing. Even if a company has their own server places, it still doesn't justify these giant multipliers (since Hetzner and Netcup also have to pay for those). Think about this the next time someone tells you that you get rich from hard work and "merit" and not from middlemanism and fleecing, or that "the free market allocates resources efficiently", or that we can't afford UBI and everyone must work for an abusive business his entire life, etc...Also, just to be honest, Privex does have **much** cheaper VPSes than what I've used for calcs, but those only allow IPv6 addresses, which I'm not sure if anyone would want.

How to fix?

First of all, we need to attack property #1 and just give everyone the basics necessary to live - housing, food, water and medical care. If you have a knee-jerk reaction against this, consider if you haven't perhaps been brainwashed into the jungle mindset shilled by the rich so-called "elites". The same rich so-called "elites" that want you to be under pressure at all times so that you will do their bidding for survival. This is the modern slavery. On the other hand, when survival is guaranteed, issues like having to sell yourself into prostitution, etc. just to live, disappear. This should simply be a given in an emotionally developed world. Then, if someone wants a higher standard of living, he can do jobs or other ways of involving himself in society. Or maybe we can just give up the concept of material rewards completely; I suspect everyone can already have mostly everything he needs regardless, as long as we stop being so wasteful and drop the culture of oneupmanship. I think the fact that survival is not guaranteed in this society, makes people more likely to hoard stuff as a defense mechanism. It's a self perpetuating cycle of abuse.

If you are worried about resource availability for this, don't be. NASA has spent \$116.5 billion dollars ([archive](#)) ([MozArchive](#)) on the fake moon landing. Assuming an average American worked 40 years, his earnings would be 67521 ([archive](#)) ([MozArchive](#)) * 40 (presumed years of working) = 2700840 US dollars in a life. This is 43135 times less than what has been spent on the fake moon landing. **The fake moon landing could have paid for 43135 people to never work.** And it's just one of the many bullshit costs we have in the current world. Consider the torture chamber for children, the useless wars ([archive](#)) ([MozArchive](#)), the advertisements, "fighting COVID" in a way that doesn't work - and I'm sure you'll see how we can easily fund this. Besides, it shouldn't even be a question of if we can; we **have to** - otherwise, how can we

consider ourselves better than animals, if we cannot even guarantee a comfortable life for our fellow humans?

You might be worried that people would become too lazy from all those damn handouts, and there won't be anyone to do the work required. First of all - as David Graeber (RIP) has nicely elucidated - many jobs don't actually need to be done ([archive](#)) ([MozArchive](#)). And he didn't even go far enough, considering how many of them could already be replaced by automation to a significant degree. The culture of "jobs jobs jobs!" is yet another stupidity brought by the jungle mindset that requires everyone to justify their own existences. Besides, UBI studies have proven ([archive](#)) ([MozArchive](#)) that those widely derided handouts don't decrease people's willingness to get a job:

Unemployment for those in the UBI experiment remained at basically the same levels as for the control group.

I just have to point out the disgusting headline that tries to make UBI look as bad as possible, saying how it makes people *“not more likely to get a job”* - but fails to mention that it doesn't make them less likely to get one, either. Clearly a hit piece attempt, but at least it gives us the evidence required.

But is this enough to fix the problems with money and the profit motive? Obviously not, since properties #2, #3 and #4 still allow "the game" to be played with anything except the things that have been guaranteed (and even then, "better" houses, foods, etc would still be items on "the market"). The profit motive still ruins the sports, the games, the everything else other than the basics in this case. We could try using the iron hammer of the state to ban doing "bad things" with money, which is a lot better than leaving it all up to the "free market". There are a few

problems with this setup though, namely that - if fines are the punishment for wrongdoings - the big corporations just take them on the chin and keep moving. It is also very inefficient to try to detect every violation, set up a lawsuit, wait months for its conclusion (which will not necessarily be positive) - all while hundreds of new violations have popped up during that time. It is a whack-a-mole game where the moles multiply every second, and where each swing of the hammer is extremely energy-intensive and not even guaranteed to hit the target.

It is obvious to me that **money has to be completely eliminated**; it is the fact that every item, every act, everything ever is put on "the market" with a numerical value that is the problem (property #2). Regardless of how "sacred" you think something is, someone out there will try to monetize it if it will bring him more power, a better standard of living and / or guarantee his survival. And then, that thing will be made a shell of itself, like everything else the profit dragon has swallowed. Or, you yourself might be forced to monetize your organs (archive) (MozArchive) / give up your body for prostitution / become an animal locked in a cage performing tricks, etc. just to live. So, kill the profit dragon before it eats everything. The only possibly comparable solution I can think of is wealth caps; this will heavily limit the amount of power you can gain with money, and will demotivate the biggest psychopaths since at some point, doing more evil to try to gain more power will be fruitless. This still rewards mild psychopathy though; and depending on how high the cap is, might not be that effective. Some might also try to bypass the limits by using mules (the homeless, family members, etc) to keep their money in several bank accounts; or use crypto, cash, etc. Therefore, a surveillance state might be required to keep this up; but even without it, hoarding and abusing power would be a lot harder, so this might still be something to try.

Everything good exists due to resisting the profit motive

I found a post on reddit once, which claimed that *“Everything around you exists because of the profit incentive”* (implying that the achievements of civilization are all profit-based), but it sadly seems to have been deleted. Yet, this mindset is very common ([archive](#)) ([MozArchive](#)) - *“This pursuit of profit leads to technological advancements, process improvements, and the development of new products, ultimately benefiting consumers and society as a whole”*. Another example ([archive](#)) ([MozArchive](#)) - *“Free market capitalism creates growth and innovation because it allows everyone to look for the places where the potential for it might be hiding. And since it relies on the vantage points and creativity of millions instead of a few people at the top, it is our best chance to find ways of adapting to and innovating our way out of unexpected crises, whether it is a pandemic, a war-induced shortage or an environmental threat”*. The reality is of course the complete opposite - the profit motive ruins whatever it touches and everything that is good in civilization exists because it resisted it there (to some extent). Some examples:

- Care for the "unproductive" old or sick
- Health interventions / research that are actually intended to heal
- Labeling requirements for nutrition information, GM content, etc
- Laws against dumping waste into rivers, etc
- Durable, repairable products
- Local (non-imported) products
- Safety testing of products before release
- Employee safety measures, child labor prevention, etc
- Unrestricted file sharing technologies - torrents, ed2k, etc
- Internet privacy
- Non-compromised adblockers, laws against ads

- Art for art's sake
- Honest reviews, honest competitions, honesty in general
- Functioning marriages, friendships, parent-child or other relations

The profit dragon naturally has an instinct to be flying around and scorching everything down, unless it is tamed or restrained in some way. But the beast is always looking for an opportunity to destroy, so you have to be vigilant at all times. The tighter the leash on the dragon, the better things work; the looser - the more destruction done. This is easy to understand, and when you drop the profit-tinted glasses that we're made to wear since very early childhoods, can't be denied anymore. It's like that scene from *They Live*. At the final destination of this train of thought awaits us a world without money at all. That is the only way to completely prevent the damage by the profit dragon. And it's not to say that everything will be fixed once that happens, but that nothing can be unless it does.

For now...cut your consumption!

You do not need a new computer (MozArchive) - a 15 year old one will work perfectly fine for anything other than the newest games (you can still play hundreds of classics from the 90s and early 2000s, and adding thousands more through emulators, filling several lifetimes). You do not need new clothes at all; you probably already have everything you need - and if not, you can often find better and many times cheaper stuff in the used cloth shops. You do not need new furniture. You do not need cigarettes or alcohol. You do not need a bunch of cosmetics or expensive bags. You do not need to visit overpriced restaurants to be fulfilled; make your own dishes. Repair your stuff instead of throwing it away at the smallest sign of damage. Do more with less! Learn to find meaning in creation, friendship or challenge (of which anticonsumption

can be one) - instead of cramming down product after product like the advertisements want you to. People often criticize me for offering no solutions - well, here is your solution that you can do all alone. Are you badass enough to take me up on this? Try to go a month while buying only food. Then make anticonsumption a part of your identity. **Let it all collapse!** We cannot fix capitalism while it has its tentacles all over us. At least, until we can implement changes that are more systemic.

What does anticonsumption actually accomplish? Well, we starve the beasts known as big businesses, and they hopefully die - taking with them all the evil stuff I've listed in the report above. A lot of people would lose their jobs this way, which would force us to realize how broken the current system fundamentally is - and fix it. There is no need to shove everyone into a job when the jobs do not need to be done. But since unemployment would skyrocket through anticonsumption, we'd have to install UBI or do something even deeper like deprecating money or taking back the physical infrastructure from the evil people currently in charge. Either way, we could then have a world based on something other than working and buying products and the associated exploitation and cultural ruin. For all the complaining about a "bad economy", let's realize that "the economy" simply means people buying and selling more stuff - which is a positive for the businesses' earnings, but not necessarily for regular people who have to work more to support those lifestyles. Anticonsumption also heavily reduces environmental damage and keeps advertisements from polluting the streets. Here's proof it works (archive) (MozArchive):

Amazon will have eliminated 27,000 positions in recent months, or 9% of its roughly 300,000-strong corporate workforce.

The latest cuts focus on Amazon's highly-profitable cloud and advertising divisions, once

seen as untouchable until economic concerns led business customers to scrutinize their spending.

If you “*scrutinize your spending*”, the big corpos get starved and die. Then we get a society that is based on something more fulfilling than working, buying, and selling endlessly while the beasts get fat and destroy the world at our expense. Become a hero and cut your consumption :D. Edit: [here \(archive\) \(MozArchive\)](#) is proof that cooking your own meals is 2-4 times cheaper than relying on restaurants - which is one easy way to starve the beast.

[Back to the front page](#)