



“The focus on optimization was a time-limited social fact”

From [Dave Karpf's essay](#):

From the vantage point of 2025, optimization is clearly no longer a priority for the tech platforms. Google's search results have gotten worse. Google doesn't care. Facebook is awash in AI slop. It welcomes the slop. Amazon is filled with fake products and fake reviews. All of these companies still dominate their categories. Degrading the user experience isn't costing them. The motivating belief that these companies *had to optimize*, or else they would be out-competed, no longer drives Silicon Valley behavior. **Optimization was an era. That era has ended.**

Hidden inside that essay is also a link to [The Resonant Computing Manifesto](#), with this good paragraph:

Most of us got into tech with an earnest desire to leave the world better than we found it. But the incentives and cultural norms of the tech industry have coalesced around the logic of hyper-scale. It's become monolithic, magnetic, all-encompassing—an environment that shapes all who step foot there. While the business results are undeniable, so too are the downstream effects on humanity.

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13th December 2025

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“They're just ugly fonts”

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