

Google INC. vs. Wisdomized Clouds

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What we already know! Google is a winner story and the representation of the anglo-american dream as well. Two students (Larry Page and Sergey Brin) rule the internet out of their dormitory room by the simple idea of a search-engine. With the powerful page-rank algorithm – it's not about pages, it's about Larry Page the inventor of the algorithm – they set up a new paradigm of dealing with information in the net. We all know how the story goes on, we now have become googlers, googling ourself and others out (of the game). Today we face more than the Google search-engine, it has become a core-engine to organize the hermeneutics of digital everyday:

- Searching,
- Mapping,
- Tagging,
- Talking,
- Feeding
- Mailing,
- Advertising
- Analyzing,
- Calculating

and many more things can be done within the multiverse of Google Incorporation.

These actions are the emerging ingredients of media-integrated everyday life on the net – becoming the main features of communicational self-organization within the parameters of information-societies and google is willing to provide all of them. Should we really let one business company provide all these services for FREE? The easy-minded part of the brain screams FREE&EASY – so HELL YES lets do it! After the draining loudness of hysteric FREE&EASIness – which indeed everybody loves, a quiet question comes up - because we already know that FREE&EASY can be a trap – So the question is:

What is the price we have to pay – there has to be a price ?

And YES there is a price – instead of taking a few nickels out of our pockets – they use us as a »human resource« which provides them with information, clicks, personal data, a.s.o. Better than in the times of push-button machinery and assembly-lines we are not anymore working under the agenda of a fordistic, proletarian disposition, we are a self-empowered and enlightened prosumers which are supplying this model for FREE. So forget about the concept of FREE – it is just another way of control and this control grounds on the modulation of ubiquitous control-mechanisms. So where can we find the controllers in this system? We can't find them easily because we don't have access to them and without access the ubiquity is hidden and invisible.

We can seek the impact of control in the desired state of individualistic symbol-configuration, creating personal golems of selfish sociocultural-representations, paying off our needs with power-egoistic programs, trusting the clumsy embodiment of mediated selfdesign. Truly we are placed in a state of hallucination, fed by immaterial substances and triggered by inquisitiveness. Sounds like a LSD trip for the straight edged empowered, distributed by machiavellian dealers of virtuality. They are providing a beautiful environment of »bread and circuses« embedded in a closed circuit installation of mediated coupling, eating up the digital-slaves by weapons of self-destruction. During the transformation from Subject to Abject, which is blinded by shiny skins and blinken lights of interfaced manipulations, we are getting uprooted from the empire of immaterial economy. We have been taken out of the political and conceptual responsibility of structural-mindfulness and instead we are provided with a substitution of aesthetical freedom. Telling us how beautiful we are inside of the powerless environment of ludicracy, filling up the batteries for an superior entity. It simply shows the fact that history repeats itself only with different special effects. So far these questions of digital-eigen-value have been cryptified under the label of quantitative data-clouds and the distributors of high-end simulation-engines to interface your inner-face. The virtual value of info-trusted syntagmas have been simplified to an oligopoly information-machinery which sucks any information into the complexity of algorithmic machine-communication and puts it on display for the new traders of the vireal marketplaces. BUT!

Isn't it too easy to point the finger at the dark side of power? Is there nothing else in the box we have to understand to get a practical criticism on the way? Crying for a babysitter of the babysitters puts the poor sucked out subject in the position of the baby. It's like back in the times were Gutenberg was a revolutionary - empowering the masses by providing the proprietarian information of the clergy to the crowd. Spinning the metaphor in the future, Google is becoming the most powerful legislator of cybergod. Who will take the role of Gutenberg in this context is still an open question. Maybe the lovely attitude of flat heterarchic networks and nodes sharing grid-computed knowledge within grass-rooted democracy? So far this movement doesn't provide a scalefree alternative to highspeed, mightful and immaterial concepts of control-capitalism, not even a comparable growth-rate of harmful clients. Clear is, if someone wants to deal with complexity only complexity itself can be introduced as problem-solver. Working in the drugstore of knowledge forces the employee of ideology to have a clue about the assortment and how the ranking of goods is negotiated in the shelves and stocks of info-ware. In this case not the secrets of advertising knowledgebrokers can be blamed as cultural degeneration, they have to be handled within the history of exchange and education to establish a new typology of selforganized shareholder -valued sagacity, compiling its transparency and traceability, reformatting the dominant structures of commerce. To architecture this kind of cultural program a general research of delineation-processes is needed - means: observation about the coding of control-aggregations and tranformation-syntaxes to uncover the rules of policy-modules and their dissemination. At the moment, within the emerging industrialization of digital media-cultures, the freeze-framing of these dynamics is not available and the liquified impact of always-ON technocracy evaporates in the heat of sunless cybernetic processes. The cold fascination of post-futurism is leading to a symbolic state of propagandistic decoy-rhetorics, which we already get to know by remembering the early hysteric inquisition of last century. We should be aware of the fact, that every revolutionary mindset is infected by its own strength and narcissism, falling in love with the mirrored selfreflection and easily getting endoscoped by the internal power of senseless destruction, leaving the stage with a bitter taste of decay in the mouth, damned to breathe the poisoned air of originated self-pollution.

The only chance seems to be the nature of heterarchic cultures, seeded by torrents of wisdomized crowds, organized in cloudy dynamics of cooperative intelligence, bringing back the proclamation of spiritual theory-design about multifactoral-fictions and open deployed net-utopias. Even if the data-type of backuped spirits is already unreadable and transformed by new objectives and methods, reassembling the movement of counter-cultures into pseudo-situationalism, loading new transcultural killer-ADDS, treating everybody as customer or product! Common-sensing the lost roots of enlightenment is like pushing the wheel of fortune - endlessly dreaming of jackpotting a concept of decomposition by hijacking policy-makers. While the rise of the machine injected a double binded global layer of interpassivity to the users by fragmenting the clusters of liability in desperate regimes of supernumeraries, giving the power of choice to the gang leaders of early adopting technocrats with a sense of commercialism. The questions about re-creating the nature of culture within binary dualism has been immediately treated like a byproduct of the absorbing innovation-clusters. Preaching the brave new worlds of endlessly connected oceans by data-highways, the awareness for the inaugurated con-structures of surveillance have been hardly established within the meatspaced ambience.

No wonder! We are still paralyzed by the dromologic rise of networked societies and so far nobody can even explain why it has been this successful on a global scale. We can explain how one thing led to another from teleologic war technology to hyper-coded cultural programs of social networking. Instead of elaborating basic research observations we started to count the web-evolution. Still we can't explain why the situation brakes out like a virus in almost no-time everywhere on the planet and infected everybody who was able to access a computer with telephone extension. Has there been an extraterrestrial take-over by predominant infobots and neuronal network-crawlers, sniffing our great expectations and dreams, exchanging it with a psychotropy of consensual-hallicunated operation systems? Always the best time to infiltrate odd generators of invasion by externalized triggers of inexplicability. Even from the perspective of media-evolution it is still a paradox phenomenon that digital communication took over the planet in a couple of decades – comparing to other media-evolutional shifts this is so far an unbreakable record! The directions for blended research and I-knowledge are still clouded by questions about post-typographic configurations of immaterial industrialization, heavily loaded by the personal fear of losing the fundament of humanity. Acting like the best product of earth the human target seems to be empowered from the repression of nature, not realizing that this navigation leads to the new selfmade subservience of disempowerment through mediamorph-lifestyle. Not like in the movies where the artificial invasion is terminating the human race or using them as batteries, we have to face the fact, that no higher entity can be blamed for the human negligence. If someone is enslaving humans, it will be parts of the human race itself who are the most remarkable experimentators on dark socio-mutation and existentialistic contamination.

So here WE are the smart-mob of infotainment, the by-product of biodynamic shifting, trying to find faith and glory in artificial beta-testing ourself by prototopes of abstraction, always hunting for the next cool, waiting for the next spin of synaptic fire which makes a self-fulfilling prophecy more worthy than yet another paradigm-shift which leads to unstabilization and uncanniness. Instead of waiting for new role-models like Lovink or Negri we should compensate the fever of datadandysm – trying to avoid the pornography of simulacrum – plan the perfect crime against metanoia by connecting the dots of complexity within the multitudes of chaos.

Forget to feed the trolls of egocentric crucification, the slayers of cooperative vectorization and try to find some slots for a desideratum of collaborative knowledge-culture. Instead of getting a shag out of the unsettled self-realization we should take our time to sniff out the backdoor, to set an action of brut force attacking the thief's of sociocultural autopoiesis. The game-play of designing an alternate complexity should lead us to an error-friendly concept of live-able hacks in a mediamade-empire of information, taking over the steering wheel of accessibility, rewriting the laws of cool by putting the babysitters in the perambulator and cruise through the multiverse of alternative paradigms with the beauty of anti-hollywoodlike happy endings.

Words! Concepts! Theories! Cheap bombs of virality – the game-play of creative destruction is on fire by anti-subjective intermediaries of immateriality – digging up the fetishism always knowing there is an exit strategy which leads to total convergence of hidden targets. Back on earth – snap-shooting my own reality-tunnel by acting the sexy guerilla attitude against the beautiful beast of on-demand cyberpoiesis. Selling out the delusion of net-mediated countercultures forces the emergence of deadlocked scenarios – hopefully leading to a model transforming the subjected gatekeepers of romanticism into troubleshooters of critical counterparts, fomenting the realm of an open source intelligence, developing cultureware which is leading to the desired state of free sharing within a cooperation-model designed for the next step of knowledge-evolution without burning the potentials for coming generations. This is impossible without creating new socio-global standards for the system of informationalism. To rewrite the programs of consumerism we have to become polylogic smartjects knowing about our weakness for subservience and from time to time train ourself to switch off the machines, formating the harddrive and restart our system by re-inventing our-self before re-inventing the world.