

Marian Garrido
Istituto Europe di Design IED Madrid

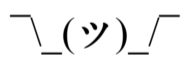
mariangarridohe@gmail.com

Translated: Marian Garrido y George Hutton.

ABSTRACT: A ghost is floating around the Internet: nihilism.

From the corporations, trying to grab their slice of the users' hideouts of resistance, to collaborative platforms for consulting information, we can find numerous examples which challenge control but also threaten to derail the logic system which rules over the tangible world. Nothing matters in the virtual abyss.

KEYWORDS: _(ツ)_/, Internet, user culture, Yahoo! Answers, Wikihow, nihilism, whatever, accelerationism, fictions, resistances, lol, meme.



In June 2013, Richard Dawkins, author of "The Selfish Gene" and father of the concept of the meme, appeared by invitation of the Saatchi & Saatchi marketing agency to perform the idea of mutation in the mind. Together, they made a video featuring Dawkins himself as the protagonist of a mesmerising mapping video, related with the so-called Internet aesthetics and deploying a corsage of effects that quickly achieved its aim: it went viral.

We also see in 2013 the appearance and dissemination, coming from the platform tumblr, of the viral .gif that points out "lol nothing matters", perfectly condensing not just the matter of idleness, but rather the pure nihilism that the depths of the Internet forces us to confront. It is worth knowing that the verb annihilate comes from the late Latin form of *annihilare*, "to reduce to nothing", from the root *nihil*. It might be worthwhile to stop and think how these ideas have witnessed an exponential rise since approximately four years ago – ever since the proclaimed end of the world that never came to be – and from there, perhaps, the "whatever" that turned into the emoticon _(ツ)_/, lovingly called Shruggie, which could be a zeitgeist for the 2k10s.

If we take into account the premises of accelerationist thought, as noted by philosophers such as Benjamin Noys or Nick Land, that consist in rethinking how opposition to capitalism – normally via revolution – has not achieved its mission,

an alternative could well be to accelerate the process of breaking up neoliberalism precisely by taking it to its extremes, finishing off its inherent developments and giving it the typically dystopian qualities of posthuman society. There, 3D or virtual simulation have replaced the body and everything is a commodity, all is generated and consumed, mutated and regurgitated. The corporations have joined the game of Internet resistance and, as with the Dawkins viral video, they tend to appropriate something which previously pushed them away, and which operated completely self-sufficiently.

In the article “Notes on the Apocalyptic .gif”, Jordan Yearsley describes the .gif artefact that consists of a 3D sentence rotating around itself as the closest space to the void, to a non-place, and he claimed it had the ability to end with the very mechanism that feeds the Internet / capitalism. It is as if that specific .gif raised the flag that stands for the thinking of this decade: in fact, the future seems to have been cancelled (for the moment).



The economies of the Internet user follow a clear circular flow: by and for, from and within. The contents that transcend the IRL(1) end up being diluted into the illusion that there are still uncontaminated strongholds: it is not uncommon to hear a “LOL”(2) between millennials, a paradox that, in being articulated from the physical condition, when the tongue moves into the roof of the mouth and the vocal chords vibrate to make sound, has turned the original meaning on its head, i.e. that which invoked a bodily action impossible to translate online, being analogous to the emoticon “XD”, where a face grimaces with laughter, the expression distorted. This new code is used without the slightest inkling of the gesture that it represents. The “whatever” might also be the mark of the conformity of a generation that, just like `_(ツ)_/`, goes further than the posture indicated by the emoji, transferring it to a mental state.

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Cómo ser un **asesino** en Skyrim. Este artículo te ofrecerá información para jugar con un personaje **asesino** en The Elder Scrolls V: Skyrim. Un personaje ...
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Cómo fingir ser un **asesino**. Este artículo te enseñará a fingir ser un **asesino**. Sé furtivo. Es decir, tienes que:
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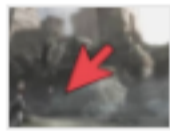
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es.wikihow.com/esconderse-de-un-asesino



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[3 formas de matar a tus Sims en Sims 3 - wikiHow](#)

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Nevertheless, the inflection point of this article is the way user culture modifies and contorts – mutates – forms in the production of content and knowledge, or maybe the ways of approaching and consulting it. Here we can find a range of practices, from the perpetuation of those with some degree of artistic basis, such as pranks, to the surprise brought about by the candour or even the amorality of users, something which does not correspond to any particular and real person beyond their avatar. Therefore, we will also delve further into issues related with atavistic feelings of the masquerade and the freeing power of anonymity.

There are, looking beyond the forums (4chan being the main focal point for the emergence of such web content, or *forocoches* in Spain), other platforms that have structured the mechanism of peer-to-peer information transmission in a less “academic” way than Wikipedia. This particular website, due to its consistency and its own merit, is considered a serious source of information, highly valued by those who were raised with it instead of the encyclopaedia or even Encarta. We can consider Yahoo! Answers, designed to resolve questions among peers, and eHow or Wikihow, platforms supposedly run by experts, that publish guides on “How to X”, each one a perfect example of a taxonomy of the arrangement of certain information.

This last one works hierarchically, where, as with the Wiki editors, there are supposedly people in charge of checking the veracity and appropriateness of the contents, and who are hired by the company. But it does not work like that; these sites follow a kind of business model known as “content farms”, in which the writers must include a wide variety of aspects of enquiry in order to attract users through search engines, monetising their visits and, therefore, they provide non-corroborated information. This depends on a demand for searches, where the most basic of instincts often comes to light.

The tyranny of the market ends up being absorbed by other thinking mechanisms, and the abject, delinquent and obscure human compulsions begin to show cracks. Furthermore, and unwittingly, this also opens a new way in the resistance of capitalism. The rest of the process, from data monitoring to the final product, remains a mystery to me, just like when we come across a neon sign with a spelling mistake: is one person to blame, or is the result of a chain of errors? Perhaps it is the concatenation of “whatevers” ٩(ツ)٩ .



Pasos



1 Necesitarás una pistola de tamaño apropiado o un rifle para atravesar el

Pasos



3 Con el arma ya cargada y amartillada, apunta a tu blanco imaginario y libera para disparar inmediatamente de nuevo si no le

-un-caballo#/Imagen:Put-Down-a-Horse-Step-3.jpg

ARTÍCULO

ISSN:2173-0040

#SEIS

re-visions

5

On this site we can find articles on “how to beg for money”, “how to trick someone into thinking you’re pregnant”, “3 ways of becoming a con artist”, “how to fake your own death: 12 steps”, “how to make people believe you’re a mermaid”, “how to use a knife in a fight”, “how to pass a drugs test”, “how to recover from rape or sexual abuse”, “how to force a lock”, “how to combat a spiritual war”, “3 ways of being an anarchist”, “how to throw knives”, “how to make a bomb”, “how to get a girl to give you oral sex” among many others. What really stands out is how detailed the step-by-step explanations and tips are, but above all is the fact that there are illustrated guides in a clear, clinical, vector line style.

wikiHow Buscar


[Artículo](#) [Editar](#) [Discusión](#)

Cómo ser un timador

3 métodos: ■ [Hallar tu estafa ideal](#) ■ [Desarrollar tu estafa](#) ■ [Mantenerse a salvo](#)

Un timador es una clase de empresario muy creativo que hace negocios al explotar la ignorancia, la debilidad o la falta de conocimientos legales en su clientela. Si lo haces de manera inteligente, segura y con esmero, puedes ganar dinero fácil muy aparte de tu trabajo o convertirlo en un trabajo a tiempo completo.

■ **Parte 1 de 3: Hallar tu estafa ideal**



ARTÍCULO

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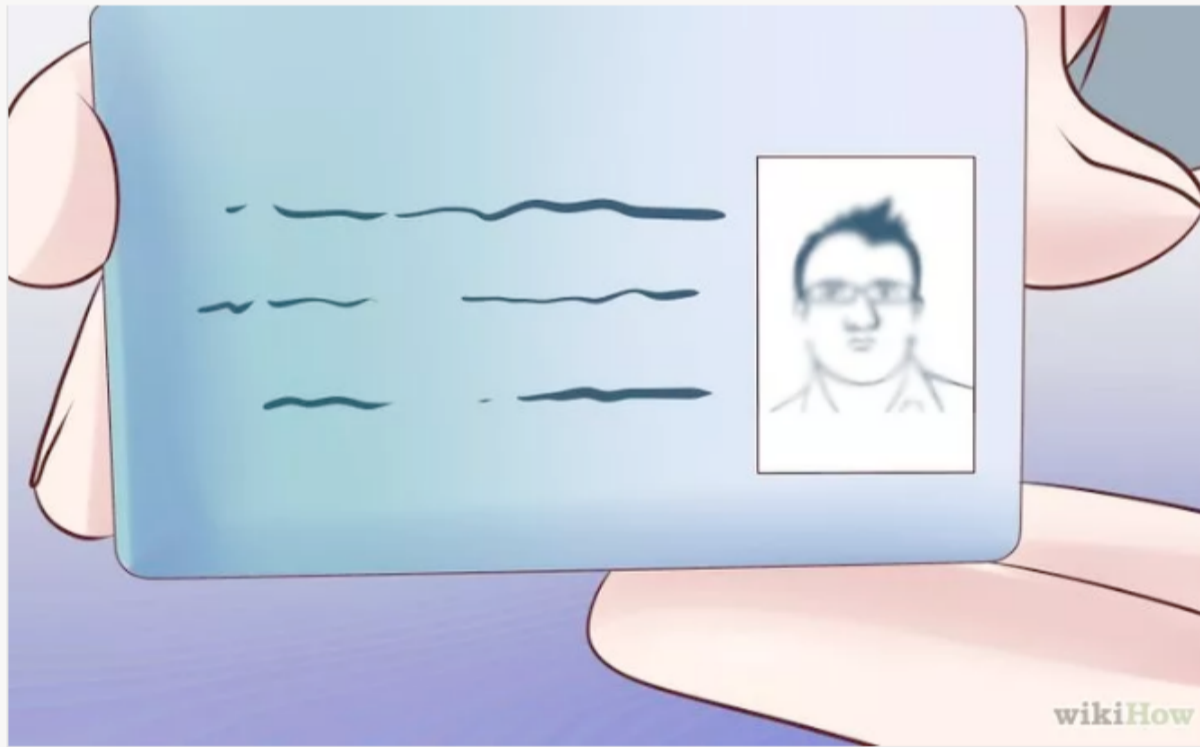
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Parte 1 de 3: Hallar tu estafa ideal



4 Prueba timando en internet: todo lo que necesitas es una computadora y

Parte 2 de 2: Empieza tu nueva vida



3 Haz una identificación falsa. Cuando hayas definido tu nueva identidad y te presentes con ella, consigue o crea documentos falsos que te permitan iniciar una vida nueva.

sonis_muerto#/images/Eake-Your-Own-Death-Step-8.jpg

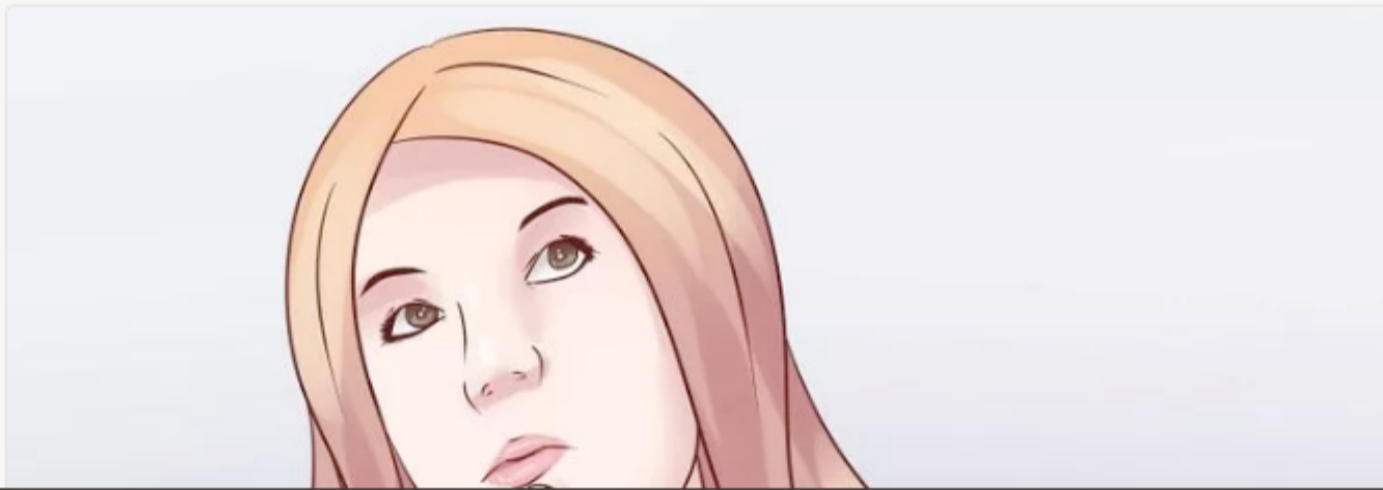
Artículo Editar Discusión

Cómo fingir tu propia muerte

2 partes: ■ [Desaparece por completo](#) ■ [Empieza tu nueva vida](#)

No importa si huyes de la policía, de casa o si solo quieres comenzar de cero, hay ocasiones en la vida en las que debes fingir tu propia muerte para escapar. Revisa el paso 1 para obtener unos cuantos consejos para hacerlo sin levantar muchas sospechas.

■ Parte 1 de 2: Desaparece por completo



Can we talk about cyber-nihilism?



?

Pregunta resuelta

[Ver otra »](#)

¿cómo cambiar el color de ojos?

necesito un metodo (no de esos como "come almendras") para hacerle una broma a un amigo

hace 21 horas

[Notificar un abuso](#)



Randx! que viva el loli!

Mejor respuesta - Elegida por el usuario que pregunta

masajealos con fuerza (rojos)
golpeate muy fuerte (morados)
no duermas (grises)
pintura (el que tu quieras)

Editada hace 21 horas

[Notificar un abuso](#)


Puntuación del usuario que pregunta: *****
era para una broma, pero esta fue graciosa

If we consult the entry for Yahoo! Answers on Wikipedia, we see the clear lack of credibility it has within the online community. To illustrate this, I will do a little – as they call it – *wikipasting*:

- Researchers found that questions seeking factual information received few answers and that the knowledge on Yahoo! Answers is not very deep.
- Despite the presence of experts, academics and other researchers, Yahoo! Answers' base consists of a much more general group; hence, it has been criticized for the large number of dubious questions, such as “How is babby formed? How girl get pragnent? Condom broke, am pragnent?” [sic], which sparked an Internet meme.
- This “Internet language” of incorrect spelling and improper grammar also contributes to Yahoo! Answers's reputation of being a source of entertainment rather than a fact based question and answer platform and for the reliability, validity, and relevance of its answers. A 2008 study found that Yahoo! Answers is suboptimal for questions requiring factual answers and that the quality decreases as the number of users increases. One journalist observed that the structure Yahoo! Answers provides, particularly the persistence of inaccuracies, the inability to correct them and a point structure that rewards participation more readily than accuracy all indicate that the site is oriented towards encouraging use of the site, not offering accurate answers to questions.

It is curious how this service has been a breeding ground for trolling. It could be due to the structure of the site, because it does not control the proliferation of anonymous or fake profiles – those made expressly to wreak havoc with answers that lead to nothing, with data that seems to refer to a real person in order to obtain certain veracity – or, though it might pain us to admit it, due to the surprising intellectual capacity within these Internet dumping grounds. Just a few months ago we attested a new Spanish meme phenomemon, based on Yahoo! Answers, where two universes seemed to collide.

Arte y humanidades > Filosofía Siguiente >



¿Puedes estar seguro de que lo que percibes como real, efectivamente lo es?

¿Cómo saber si estás en lo cierto sin consultar a alguien más?
Y si consultas a alguien y difiere contigo ¿cómo saber la verdad?

☆ 3 seguidores ✉ 14 respuestas

Respuestas Calificación ▼



🏆 **Mejor respuesta:** Mas bien, yo diría lo contrario, todo es ficción, hasta lo que consideramos realidad, es ficción, todo lo que percibimos son solo ideas, impulsos eléctricos, pensamientos, etc. lo único real somos nosotros, estas ideas y pensamientos, porque es lo único de lo que nosotros mismos estamos seguros porque nosotros los creamos y en base a ellos le damos forma a lo que llamamos "realidad"

Rohdez · hace 2 semanas

👍 5 👎 0

Comentario

Calificación del solicitante *****



Que es nihilismo???

☆ Seguir 5 respuestas

Respuestas

Calificación ▾



👑 **Mejor respuesta:** El Nihilismo es una posición filosófica que argumenta que el mundo, y en especial la existencia humana, no posee de manera realmente objetiva ningún significado, propósito, verdad comprensible o valor esencial superior. Los nihilistas pueden creer una de estas tres cosas:

Que ninguna finalidad o propósito superior existe. Solo hay nada.

Que la realidad que experimentamos los humanos no existe tal y como la vemos.

O que la realidad es incognoscible, por lo que entenderla siempre será inútil en lo práctico y sin sentido en lo teórico.

Nihilismo es la negación de todo principio, autoridad, dogma filosófico o religioso. El nihilismo hace una negación a todo lo que predique una finalidad superior, objetiva o determinista de las cosas, hace ese énfasis negando la idea de Progreso en la Historia. Por tanto es contrario a la explicación dialéctica de la Historia.

En cambio es favorable a la perspectiva del devenir constante de la historia objetiva, sin ninguna finalidad superior. Es partidario de las ideas vitalistas. De deshacerse de todas las ideas preconcebidas para dar paso a una vida más completa.

Es más, el Nihilismo sería la consecuencia directa del Vitalismo, y su máxima expresión. Así el nihilismo tendría como características ser Vitalista y Anti-Teleológico. Con una perspectiva bastante ontológica.

De esta forma como niega toda finalidad niega así mismo toda autoridad.

This meme, known as “pa k kieres saber eso jaja saludos” (“y u wana know that, haha bye” [*sic*]) emerged in 2016, but it all started on 9th May 2009. At that time, a Yahoo! Answers user asked about “Nietzsche and nihilism”, incidentally both the key concept and, by sheer serendipity, the trigger for this essay. This case is worth highlighting because, despite these subjects having been introduced into a place which is, in theory, not pertinent for such a discussion, and where it would seem doubtful that any real solutions could be found due to the aforementioned lack of rigour, it must be said that in this community some of the users respond with an impressive amount of knowledge and detail about the matters at hand. Furthermore, the server itself offers different categories of information, such as “Art and Humanities”, which is then subdivided by tags like “Philosophy”, where we find similar doubts, normally coming from students. Since the objective is usually concise and no conversation topics emerge, the inquiry does not usually transcend the pointing out of some particular aspects, without exhaustive argument, as could happen on other peer-to-peer information platforms, such as Taringa.



AYUDAAA SOBRE EL NIHILISMO?

Estoy resumiendo el capítulo de camino al nihilismo de "EL HOMBRE LIGHT" de Enrique Rojas.. pero ahora necesito alguna noticia de la realidad que pueda relacionar con el nihilismo.... me ayudan :S?

☆ Seguir 1 respuesta

Respuestas



👑 **Mejor respuesta:** El nihilismo, del latín nihil (nada) e ismus (doctrina, movimiento, práctica de) es la "actitud" filosófica, puesto que no es una tendencia filosófica estrictamente definida, de negación de todo principio, autoridad, dogma filosófico o religioso. El nihilismo es una posición filosófica que argumenta que el mundo, y en especial la existencia humana, no posee de manera objetiva ningún significado, propósito, verdad comprensible o valor esencial superior, por lo que no nos debemos a éstos.

El nihilismo hace una negación a todo lo que predique una finalidad superior, objetiva o determinista de las cosas puesto que no tienen una explicación verificable; por tanto es contrario a la explicación dialéctica de la Historia o historicismo. En cambio es favorable a la perspectiva de un devenir constante o concéntrico de la historia objetiva, sin ninguna finalidad superior o lineal. Es partidario de las ideas vitalistas y lúdicas, de deshacerse de todas las ideas preconcebidas para dar paso a una vida con opciones abiertas de realización, una existencia que no gire en torno a cosas inexistentes.

En este sentido el nihilismo no significa creer "en nada", ni pesimismo ni mucho menos "terrorismo" como suele pensarse, si bien estas acepciones se le han ido dando con el tiempo a la palabra. De todas formas hay autores que al nihilismo, entendido como negación de todo dogma para dar apertura a opciones infinitas no determinadas, le llaman "nihilismo positivo", mientras que al sentido de negación de todo principio ético que conlleve la negligencia o la autodestrucción le llaman "nihilismo negativo" (También se les conoce como "activo" y "pasivo").

Here we find bibliographical recommendations or explanations that are pertinent to, at most, two issues. However, although the question had a related thread of responses, two years later an anonymous user, without an avatar, responds with the previously quoted “pa k kieres saber eso jaja saludos” (“y u wana know that, haha bye” [sic]), a phrase that will be retrieved some years later and made viral. Clearly, the resultant mocking of this meme is due to the ignorant response, further taking into account other categories where the *cani* or *nini*(3) is reduced to an unwelcome element in society. These people are deemed ignorant and unproductive, and furthermore entirely uninterested. Thus, they are a viable laughing stock for those who, according to themselves, have made an effort and so consider themselves superior(4).

The screenshot shows a Yahoo! Respuestas forum page. At the top, there are navigation links: Inicio, Correo, Noticias, Deportes, Finanzas, Celebridades, Vida y Estilo, Respuestas, and Flickr. Below the navigation is the Yahoo! Respuestas logo and search buttons: 'Buscar en Respuestas' and 'Buscar en la Web'. The main content area shows a post in the 'Ciencias sociales > Sociología' category. The post title is '¿¿¿¿Nietzsche y Nihilismo?'. The text of the post reads: 'Anteriormente pregunte sobre algún libro para entender el Nihilismo me respondieron que Nietzsche ya baje todas sus obras ;D ¿¿pero cual me ayudaria mas a entenderlo??'. Below the text, it shows '14 seguidores' and '151 respuestas'. Underneath, there is a 'Respuestas' section with a dropdown menu for 'Calificación'. The first response is from an anonymous user with the text 'pa k kieres saber eso jaja saludos', dated '? · hace 6 años'. This response has 470 likes and 20 dislikes, and 100 comments.

We can twist this idea around and instead find a poetic sense in an answer that slots perfectly into the category of nihilism, undoubtedly putting into effect the claimed assertion: beginning with the syntax and the formal qualities of the sentence, we are taken to the free aesthetic use of the “k” or the complete negation of punctuation rules. The response hints at a deeper and more reflexive issue than the combined characteristics that academia would care to admit: Why does the user want to know that? I therefore wonder whether we are facing an exercise in pure nihilism, in which doubt and disorientation is provoked, to inquire about the predominant values and deal with them from the willing to learn. It also ends with a laugh, that could come from somebody who has already been down that path of knowledge, as if it were the retort of a sceptic.

Could it be the staging of a great, cosmic joke?

I don't know, ͇_(ツ)_/͇ , Lol, *nothing matters*.



Notas

1 *In Real Life*, or “the material”.

2 *Laughing Out Loud*.

3 Translator’s note: ‘cani’ is a pejorative term for the Spanish white underclass, largely analogous to ‘chav’ in British English. ‘Nini’ is a term that refers to the new generation of young Spaniards who neither work nor study (literally ‘neither-nor’), with negative connotations (i.e. ‘slackers’).

4 For more on these ideas, I recommend Chavs: *The Demonization of the Working Class* (2012), Owen Jones.

5 Translator’s note: The use of ‘k’, as opposed to the prescriptively correct ‘qué’, is typical in Spanish Internet slang.

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