ON THE VERGE OF CREDO

Anna Kristensson

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Credo is the Latin word for "I believe" and is originally referring to a particular religious belief. Nowadays it has the far broader meaning of any system of principles that guide a person or group. Throughout the words of this text, credo will be taking forms both of religious values familiar to us and new shapes colored by the modern times we find our selves in. One could say this essay is connecting and using two systems of values to reflect upon one another since they are not so very distant from each other: The symbols of spirituality tough out the history of religions and the new cult of technology.

There are similarities between the way people use technology nowadays and the forms of practicing religion. Technology, like religion, is designed to manifest a "set of rules" for followers to adhere to. The designer's Panther and Touron believe that "technology has for the first time created a set of rules and values that, unlike religious ones before, are shared, recognized and adopted by everyone." Because of these interactions, technology is, therefore, just as any religious practice, a source of sharing and connection, which makes both credos a great carrier of culture.

In Kanye West's ninth album, "Jesus Is King," 2019, he amplifies cultural and religious themes as references to get across the message of how we use religious practice in a modern-day cultural context. He says "When you're not serving God, you're serving everything else" as a statement that is pointing out that we are engaging with a credo in our daily lives. He continues by building up to a point why we need to recognize what or who we are serving in our culture. "Think about every- cultural thing, being on social media is cultural, wearing high fashion is cultural, wearing expensive clothes, jewelry, pushing a foreign is cultural... I thought I was the god of culture, but the culture was the god that I was serving".

In Kanye's mind shift from serving the Online culture to God, he shares reflections upon the unhealthy self-centered behaviors of his past. Realizing that they were very much dependent on the structure, values, and norms of Online culture. To better understand the reference of Online credo Kanye is pointing towards there is a frank statement by the psychologist Swami Dr. Snehananda Jyoti explaining how Online culture is being aligned with religious practice and worship. "What is being worshiped Online is physically our own body, designed objects, and mentally our ego." For me, this meaning rises

thoughts about that we do not only invest time in the practice of technology, but we also sacrifice things to it like the rituals of religious beliefs. Not only do we sometimes sacrifice our unselfishness, but designed objects also come to mind in the daily ritual of posting things. On the altar of social media, we offer food, interior design, and clothes, to ultimately worship and wish for the pursuit of our happiness, trough the constant and more or less unconscious action of feeding our ego. These are a set of values and structures for how we engage with technology that we have all agreed upon to a certain extent, the structure is therefore ultimately a carrier of some good, because it is a practice of maintaining/ developing happiness and culture. On the other hand, as in most things in the world, especially viewed in eastern culture and religion, all good things can't exist without bad aspects.

Geert Lovink writes in his book "Sad by design" that "Sadness is now a design problem. The highs and lows of melancholy are coded into social media platforms. After all the clicking, browsing, swiping, and liking, all we are left with is the flat and empty aftermath of time lost to the app." The sadness Geert means, can reason to what the Online platform of culture manifest on. It's in motion because we accept consumerism as being a tool connected to the value of self-fulfillment.

These examples point out that the culture of technology tributes to individual admiration and self-creation more than collective thinking, removing the social from social media. It is containing both good and bad for the paradox of people feeling fulfilled while creating themselves Online, but melancholic because of the individual centralized and profile focused infrastructure Online makes it inevitable to compare oneself to others, and in some cases to the extent of an unhealthy matter. The good and the bad are therefore unseparated like the symbol of Ying and Yang. In some religions such as in Christianity, it is clear how the good is separated from the bad, and who carries the responsibility of maintain- ing that lines unbroken. God is the judge who keeps persons on the right path to continuing one's direction of self-creation, he is, therefore, the savior of the bad temptations in the world. In the bible its outspoken in several phrases how god is the eternal judge of all good and bad. For instance, the name Daniel, meaning "God is my judge" in the Hebrew language appears in the Bible, where Daniel survives a night in a den of lions. Another example is found in Romans 2:16 where the message is coming across clearly "God will judge the secrets of men through Christ Jesus."

As stated earlier, the practice of credo in technology is a blend of good and bad, yet, there is a force of righteousness in our culture that is strongly about acting the correct way. So I, therefore, ask myself who is separating the light from the dark Online, and who is judging the good from the bad in our modern times? In the writer Jonathan Johansson's text "Ti Amo" you'll find the quote "Who is going to judge us? God almighty or the Internet?". Rising "Internet" to the same level of a possible judging parameter as God himself. What Jonathan

is meaning with that might be found in the phenomenon called 'cancel culture', a way of handling justice that seems to make people continue on the right path of the values set Online.

"Cancel culture is a modern Internet phenomenon where a person is ejected from influence or fame by questionable actions. It is caused by a critical mass of people who are quick to judge and slow to question. It is commonly caused by an accusation, whether that accusation has merit or not. It is a direct result of the ignorance of people caused communication technologies outpacing the growth in available knowledge of a person." – Urban Dictionary. As described, the cancel culture is a vast shapeshifting judge that is arranged by a mass of people reacting together. It's not a fixed group, nor a person with a solid set of values.This judge is very much separated from a person's actual thoughts, f irstly because there is a natural distinction between translating thoughts through the tangents of the computer. Secondly, the voices of Cancel culture are communication tools just as far as posting goes, a tool of self-creation. What I mean by this is when being a part of cancel culture, true personal statements becomes undefined and hidden. The collective of the voice of reason is a part of keeping everyone on the right side of goodness while stating one's identity. It underlines the culture and values of social media which is thriving on self-making and self-fulfillment.

The connection between self-creation in shared opinions of right and wrong Online is reflected by the journalist and writer Caroline Ferredanoli saying: "You can write yourself to what you want to be Online, in discussions about right and wrong, everyone's made up personas are talking, to make it reflect good on themselves, its absurd. Our good sides have become a choice of preferences, our culture is about picking what we want to be, the Internet is polished, and no one is authentic, no one says what they think but only what they would like to think." These appearances create a world of fakes and phonies, and to be a phone is a key to self-transforming. Everyone chooses the same thing to transform into, to be good, to be the best, to think right about everything.

This way of thinking is also seen in treating depression through "acceptance commitment therapy", to not care about how you're feeling, only to do what you want to do. If it's raining, you can choose how to handle the rain, and pretend it doesn't rain at all. It's a form of hedonism, an ethical theory suggesting the pursuit of pleasure should be the ultimate goal, the constant quest for pleasure and satisfaction. This might be a factor why it's so unbearable for some people to be a part of Online culture because things seem like something in the opposite of what is. The online credo is therefore shaped like in many religions, by a strive after the perfect ideal of something we can't reach or can't live up to. The ideal of social media or the ideal of God's way of living is something external to ourselves, it is not something for us to comprehend or master, its simply something to follow while unconditionally trying and failing to reach it, losing and finding hope. Balancing on the verge of credo.