Twitter Thread by matthew remski



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The present iteration of conspirituality is defined by its online mediation. Frictionless space allows for unbounded charismatic reach and absolute, transcendent evasion of accountability. /1

Conspirituality themes of heroic individualism versus the cabal of control merge seamlessly with personal branding that pretends to outshine consensus reality. /2

Conspirituality and social media are now materially and economically parallel. In their first-order impacts, both monetize attention and emotional manipulation. But in the next ring out, both impact the material world in life-and-death ways. /3

Conspirituality can shift vaccine hesitancy, for example, while social media generally can disrupt IRL relationships and provoke addiction cycles and mental health crashes. And a thousand other things. /4

As with most online political activism, conspiritualists believe they are accomplishing something through that first-order dopamine loop. They’re not really building a world with posts, but social proof tells them they are. /5

It’s a problem that attention validation can stand in for the basic requirement to support what one is saying. Likes become a form of evidence for claims that always begin as trial balloons, and can remain so if they don’t fly. /6

Conspirituality isolates from all other forms of evidence or expertise: journalistic, academic, IRL activist. And yet because it’s only really spinning its wheels, I have to wonder how long an influencer can ride to nowhere. Isn't everyone vulnerable to ennui? /7

Perhaps the conspirituality fetish of organic gardening can confound this belief that online emotional provocation is creative. Perhaps the influencer will at some point wonder whether they have nurtured even one single material thing to grow. Besides COVID. /8

Even a single bean sprout. Or a single focused community action. Or just one secure relationship. Is this not the underlying drive, after all, twisted beyond recognition? /end