

## Disillusionment

***“We know this is supposed to be fun, but nobody is laughing”***

### **Where does the disillusionment come from?**

Why is it so universal in this industry? Is it more present than other industries? I wonder if there are patterns in the industries with the highest rates of disillusionment (based on [Graeber's Bullshit Jobs](#), I'd bet those where the industry employees feel the work they do has little actual function in the world. i.e. bullshit jobs)

### **Where does the disillusionment come from?**

**It doesn't come from one place.** Disillusion is a watershed of malaise. Many streams flow into a sea of discontent.

These streams could be thought of as things like apathy, rage, hope, loss of control, fear, ambition, decay, expectations, and the unexpected... But I think they are more specific than that. At least in this hyper specific example...

### **Streams of disillusionment in the industry:**

- We know too much. The magic is gone. But the fun magic is always promised to come on “the next project.”
- The measure became the target. We build for metrics, not results.
- Everything is driven by fear. Agencies, clients, business. Avoiding failure justifies denying success.
- Short employee tenure and project based work allows us to think “the next one will be better” - no time to look up and think about the pattern across projects.
- We measure ourselves against stand out exceptions rather than the less visible successes
- We feel trapped in an industry that is nothing like it promised.
- When was the last time you were part of something where you felt like your input was influential?
- Emotional sources of **disillusionment...**
  - The power dynamic in Client service work has shifted, and everything is a race to the bottom
  - We know this is supposed to be fun, but nobody is laughing
  - Apathy is the healthiest route when the stakes are this low (although we pretend they are sky high)

## **Sources of disillusionment in Society**

- Nobody has the time to look up
- Nobody has the money to slow down.
- We feel trapped by our wages and the income hit one would take doing anything else. (Especially for those with kids)
- We've optimized life for being stressful.
- As we're having children, we're more conscious of our role in society