

The Slow Painful Death of Creativity in Technology (Final draft)

Having a Niche do it yourself technological hobby is dying. Or at least Tech companies are slowly killing it for me. Whether it's tech companies not respecting the right to repair or trying to build a monopoly. It really frustrates me as a consumer and makes me not be one anymore. To give some background when I mention big tech companies I am referring to companies such as Apple (Devices), Microsoft (devices), Intel (chips), Nvidia (chips), AMD (chips), Sony (Devices). These companies are pretty popular and are in the top tier of making their products.

Whenever a tech company starts to dominate and goes on top they start to take advantage of their position in a bad way. They always try to build out some monopoly or when there is no competition they can just do whatever they want. They can ignore the consumer because where else will they go?

Going back to tinkering you would want as many options as possible because that means more opportunities for different niche purposes. However today that is looked down upon by the most well known tech giants such as Apple. Let's talk about repairs! There is a big issue with repairing devices today. That problem has been purposefully made. One primary example is Apple. Other companies do it too but they usually follow Apple's footsteps. So I will be using Apple as an example. First example, you can't even buy spare parts for the newest apple products. Apple made it so the manufacturers don't sell parts to anyone else except only for them. Apple's products are not repairable. Most of the time they don't even repair themselves either, they just replace the main big parts altogether. Just get rid of the whole thing and put a new one in. (That's like if you went to the mechanic and they just replaced all the parts for a (something) repair) That is so bad for the environment by the way because you are leaving spare working parts by throwing away the whole thing by replacing it with a new one. Might I add that this also makes a quick easy repair very costly instead. Instead of replacing one small part of lets say a motherboard now you have to replace the whole motherboard. That potentially makes a few dollar repair to a 100-500 dollar repair. They make it really hard for people to actually get into the devices. Even if you use genuine parts for replacing by yourself, without Apple the device might not work because Apple designed it not to work if you did it yourself.

Here's a different story but with the same problem. The GPU market and how companies have treated consumers for the past 2 or 3 years. There has been a semiconductor shortage ever since covid-19. There has been a huge demand for GPU's that the suppliers couldn't keep up with. We have seen GPU's (Graphics cards) go 300% above their MSRP (manufacturer's suggested retail price). Now that is not mainly because of the demand. Nvidia the biggest contender in making graphics cards (By the way there are only 2 and it's AMD and NVIDIA). Nvidia made it look like their cards were cheaper than they actually are. They showed the price almost as much as the cost of making these cards. They did that to make it look more appealing to the consumer and make the competition look like a worse option. This sounds a lot like market manipulation.

The DIY PC building community has been suffering from this shortage ever since it began. It gave a message to sellers that no matter how high of a price you charge there are people that will still buy it. This affects future graphics card pricing. However there is a problem that wasn't just about the shortage. There was a problem that made the situation worse. It was how sellers reacted around that time. They ignored their main established consumer which is the DIY PC consumers and focused on the newer customers that were either a Crypto Miner or a scalper. It is because both these consumers bought graphics cards in mass and usually they could pay above the msrp. Every seller just focused on trying to sell as many gpu's for the highest they can. Even the companies that design these GPU's; AMD, and Nvidia. They also "tried" to help out the situation by making "newer" variants of their cards. But all that did was just make the graphic cards more expensive and didn't really help with the amount of cards being made either. Best Buy literally made it so that you can only buy a GPU only if you are in their \$200 a year membership program. This also didn't guarantee a GPU, it only gave you a chance of getting one.

I think whenever a monopoly goes into place all the creativity dies out, for both inside the company and the person that uses the product or services of that company. There are not enough rules and regulations that can stop these companies from manipulating the market anyway they want. The common people don't know about these issues because tech companies bury them. Most people wouldn't understand anyway because this type of advancement in technology is fairly new.