

[Google Will Eat Itself](#) announced that their domain gwei.org is now fully censored on all Google Search-Indexes worldwide. What a scandal!

The idea behind GWEI is simple:

Google Will Eat Itself generates money by serving Google text advertisements on a network of hidden Websites. With this money GWEI automatically buy Google shares. GWEI buys Google via their own advertisement. Google eats itself - but in the end “we” own it. By establishing this autocannibalistic model we deconstruct the new global advertisement mechanisms by rendering them into a surreal click-based economic model. After this process GWEI hands over the common ownership of “our” Google Shares to the GTTP Ltd. [Google To The People Public Company] which distributes them back to the users (clickers) / public.

Let’s break the silence and put a link to this project on our sites and blogs: <http://www.gwei.org>. Give Google back to people! GWEI is an interesting case how to imagine a new global public sphere. How to reverse privatization and rethink a truly public Internet without the Googles and Yahoos.