

Forelle's Rule of Web Apologistics

Nobody asked but ...

The need for apology on the Worldwide Web for the actions of a public figure varies inversely and proportionately to the wisdom of those actions. Apology includes defense, justification, rationalization, outrage, denial, and *ad hominem* attack.

Two forces are in play: 1) the entourage of spin doctors grows as the public figure mistakes the lack of impeachment for success, and 2) suckers for the bait increasingly apply the confirmation bias to their misunderstanding of the basic facts.

Sometimes the actual numbers of willing spin doctors and lemmings will diminish, but the noise level rises to offset that effect. Furthermore, the public figure learns to make use of the forces enumerated above, becoming much more expert in selecting and nurturing noisemakers.

— Kilgore Forelle