

# Straightforward Communication

The world is wild and zany these days.

Everyone is bombastic. The brands of public figures are extreme and do stuff that would once have seemed shocking. We've learned the rules of the internet and social platforms like Twitter and taken them near their logical ends.

When the three point line was introduced to the NBA, it took several decades for old talent and coaching to master the full implications of the rule change and take the game to its current state, the logical conclusion of spots on the court worth 50% more than others.

People master the incentive structures they're in. But it takes time and sometimes generation shift.

Now that we're fully exploiting the incentive structure of social media, we get what we've got.

Hot takes. Trolling. Subterfuge. Memes. Weird causes. Signaling. Outrage. Counter-outrage.

Every crazy sounding thing can be played as a subtle form of strategy, or a secret code for followers at the expense of noobs.

I don't find this good or bad. But I do find it a bit boring.

What was novel and wild is now kind of tiring. Everyone sounds the same to me now. And they sound the same while not really saying anything. Or at least not anything interesting. They are shouting and flashing big neon lights but my senses are adapted to a noisy, bright environment.

It feels like a lot of pretend ideas, pretend concern, and scripted formats for communicating them for maximum punch. Which ends up having the reverse effect.

Maybe this is one of those "medium is the message" things, but I don't think it likely. I think the message feels lost in the medium. I'm hungry for interesting messages, not just mastered mediums.

I'm not sure exactly what a less boring stream of discourse and idea would look like. I only know that I'm getting more bored by what's considered controversial or provocative. Supposedly polarized people all sound the same to me.