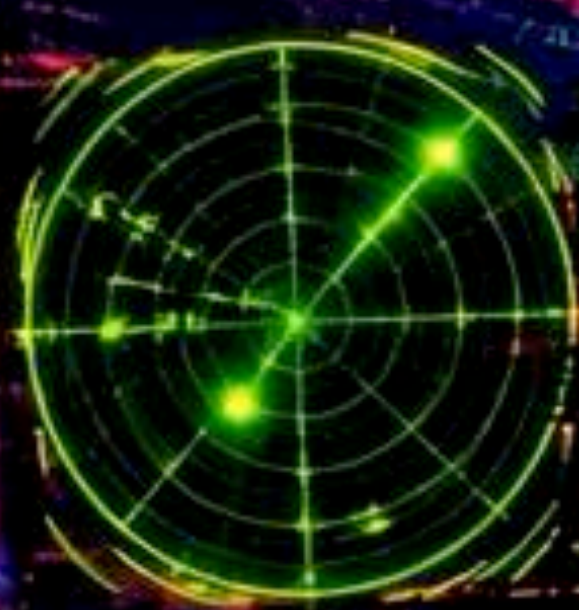


>>>SIGNAL DETECTED

Truth: 21%
Noise: 79%
Source: UNKNOWN
Confidence: LOW



OP ZOEK NAAR DE WAARHEID IN TIJDEN VAN NEPNIEUWS



TRENDING NOW

#DeWaardtheid	1.2M	↑
#FactCheckThis	987K	↑
#DenkZelfNa	743K	↑
#TruthOverNoise	612K	↑
#NoMoreBullshit	501K	↑



INFORMATIE IS MACHT.
MAAR CONTEXT IS KRACHT.



MUCH TRUTH
SUCH WOW
VERY FACTS

♥ 10K



100



SANDER DUIVESTEN



KRITISCH
DENKEN



BRONNEN
CHECKEN



FEITEN
WEEGEN



SAMEN
LEREN



VOORUIT
KOMEN



THE TRUTH IS OUT THERE.
BUT SO IS A LOT OF CRAP.
LET'S FIND IT TOGETHER.

8.7K

2.1K

6.9K

VERTROUW NIET
BLIND.
VRAAG, CHECK,
DENK, DEEL.



TRUTH LOADING...

21%

Bezig met laden...



SKIBIDI

NO CAP



DELULU

LOADING...

LIVE 13.7K



TikTok

RIZZ

2.3K

TOUCH GRASS



LORE DROP

LET HIM COOK



LOADING...

LORE DROP



NPC Energy @npc.energy
bro is NOT the main character

131 63 1.7K 89K

404

PURPOSE NOT FOUND

Incel_U4Lyf Today at 3:33 AM
why even try bro
looksmaxx and it's over

GigaChad

MAIN CHARACTER ENERGY

IT'S GIVING

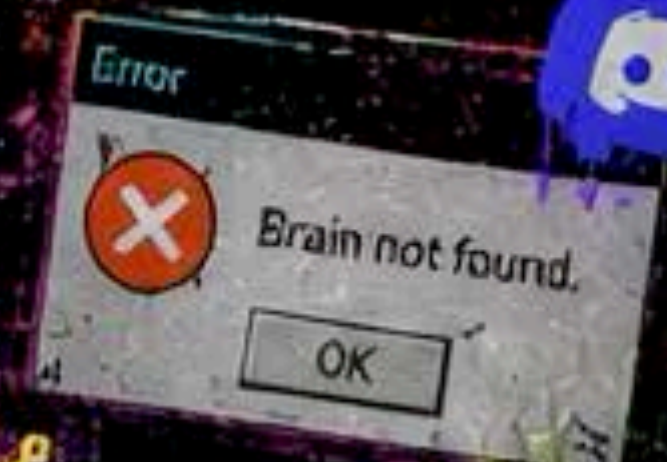
VIBE CHECK

LOWKEY

MID

SIGMA

SLAY



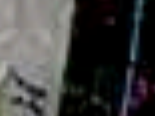
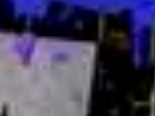
99+



999



1.2K



You won't believe what happened next...

3.4M views • 3 days ago

16:47

1.7K

LOOKSMAXXING INCEL

REC

LIVE POLL



TOTAAL: 842 ANTWOORDEN

EVEN PEILEN IN DE ZAAL

JOUW STEM
TELT!

👍 128 ❤️ 96 😂 73 🔥 55

WIE GEBRUIKT NOG WAT?

LET'S GO!

HANDEN OMHOOG...

1



WIE LEEST NOG
EEN **KRANT**?

👋 HAND OMHOOG 👋

2



WIE KIJKT
NOG **TV**?

👋 HAND OMHOOG 👋

3



WIE LUISTERT
NOG NAAR
DE **RADIO**?

👋 HAND OMHOOG 👋

4



WIE ZIT OP
**SOCIALE
MEDIA**?

👋 HAND OMHOOG 👋

5



WIE GEBRUIKT
AI / CHATGPT?

👋 HAND OMHOOG 👋

NO CAP.
JUST FACTS.



★ SANDER DUIVESTEN ★

RAISE
THOSE
HANDS!



BREAKING
GLOBAL MARKETS
COLLAPSE
LIVE UPDATES

SHOCKING NEW STUDY
SUGAR IS GOOD
FOR YOU

• LIVE
WORLD LEADERS
AGREE ON
HISTORIC PEACE DEAL

CRISIS
AT ALL-TIME HIGH
WHAT YOU NEED
TO KNOW NOW

MASSIVE EXPLOSION
ROCKS MAJOR CITY
Dozens missing
Buildings destroyed

ALERT
EXTREME WEATHER
EVENT INCOMING
STAY INDOORS

DEVELOPING STORY
NEW VIRUS OUTBREAK
FEARS GROW



UPDATE
TECH GIANT
LAYOFFS 10,000+
EMPLOYEES

NOTIFICATION CENTER
You have 999+ new alerts
PRESS FOR MORE

WAR ESCALATES
TENSIONS REACH
BREAKING POINT

AI WILL SAVE
HUMANITY
Experts show
breakthrough

INFLATION
HITS RECORD HIGH
PRICES SOAR AGAIN

! URGENT
BANKS FACE
SYSTEMIC RISK
Financial experts warn

BREAKING NEWS
LIVE NOW

ALL-TIME LOW
UNEMPLOYMENT RATE
RECORD JOB GROWTH

EXCLUSIVE
CELEBRITY SCANDAL
YOU WON'T BELIEVE
WHAT HAPPENED

PEACE TALKS
MAKE PROGRESS
HOPE FOR A BETTER
TOMORROW?

- What's happening
- 1 TRENDING NOW
 - 1 #BREAKING
 - 2 #SHOCKING
 - 3 #UNBELIEVABLE
 - 4 #WTF
- Show more

SCIENTISTS WARN
CLIMATE CHANGE
POINT OF NO RETURN

NO SIGNAL

JUST IN
FOOD SHORTAGES
COMING SOON
Are you prepared?

STOCKS PLUNGE
\$2 TRILLION LOST
IN MINUTES

Anonymous Just now
They don't want you
to see this...

! 404
TRUTH
NOT FOUND

VIRAL VIDEO
OUTRAGE ERUPTS
NATIONWIDE
12M VIEWS

NEW RESEARCH
PHONES ARE
MAKING YOU DUMB

MIRACLE CURE
DISCOVERED
Doctors stunned

BITCOIN
HITS \$200K
IS THIS THE TOP?

GOVERNMENT
SURVEILLANCE
PROGRAM LEAKED
YOU ARE WATCHED

BREAKING
SCHOOL CLOSED
AGAIN TOMORROW
Stay home. Stay safe.

LIVE CHAT 12.5K

- Woke up people!!! 😊😊
- This is insane 😊
- Can't believe this... 😊
- What's the truth? 😊😊😊

System Error
X Meaning not found.
Please try again.
OK

BREAKING ALERT BREAKING ALERT BREAKING ALERT • LIVE COVERAGE • LIVE COVERAGE • LIVE COVERAGE
THIS JUST IN • NOTHING IS CONFIRMED • EVERYTHING IS URGENT • LIVE COVERAGE • LIVE COVERAGE • LIVE COVERAGE
DANGER FOR YOURSELF



SKIBIDI
SIGMA
RIZZ

EVERYTHING
IS
CONNECTED

AI
SLOP
#1

SLURP
JUICE
100%
REAL
SLOP

SKIBIDI
TOILET

RIZZLER CERTIFIED,
negative rizz

**SIGMA MALE
GRINDSET**

*Very demure.
Very mindful.
Very cutesy.*



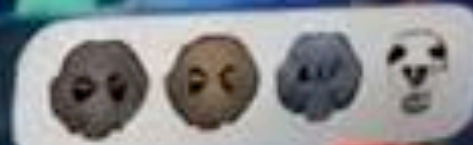
**SIGMA
JONDE**

**LOOKSMAXING
& MOGGING**

LONE WOLF



⚡ **CAP, ALL CAPS,
NIHILISM PEAK**



**IT'S SO
OVER**
we're so back (jk)

FOUR BOLDYBEE
BRACKENBEE HORN

LLPS S.DIAY

**JESTERING
FOR RIZZ**

**SOA YOUR
RUR ROON
P.FIST**

I got mogged by
a mirror, fr fr



**NO CAP, ALL CAPS,
NIHILISM PEAK**

**SKIBIDI
YES YES**

PACKWOLF,
but make it fashion

**BRAINROT
MAXED,**
send help (don't)

SERVING CUNT,
respectfully

TRADWIFE ERA
(cooking meth in the kitchen, respectfully)

**CLEAN
IHSUM
Why?**



REAL LIFE (OLD MODEL)

**REAL WORLD
REAL CONSEQUENCES
REAL PEOPLE**



**HET INTERNET
IS GEEN
PLEK MEER**

De werkelijkheid wordt internetvormig.

Niet langer een medium, maar een wereldlogica.

REALITY STATUS

PHYSICAL ✓
SOCIAL ✓
DIGITAL → MERGING

87%

BOUNDARIES DISSOLVING..

LIVE  4.7M

TRENDING NOW
#REALITYUPDATE
230K posts

ALGORITHM ACTIVE
PREDICT. NUDGE. OPTIMIZE.

 @based_ben

 touch grass?
I AM the grass
now

🏠 2.1K 💬 420 ❤️ 69K

COMMENTS (9,999+) — X

- Wake up sheeple
- This is so real
- NPC behavior
- We live in a simulation
- Based & redpilled

NEW DROP ALERT

BUY NOW

 It's complicated
207

she left me on read 🙄

BREAKING
WORLD REACTS



WAR FOOTAGE

UNCONTROLLED RELEASED ADVISER

VIEWER DISCRETION ADVISED

REALITY UPDATE
v5.4.2

- PATCHING TRUTH
- REMOVING CONTEXT
- BOOSTING OUTRAGE

68%

RELAUNCHING WORLD

ATTENTION ECONOMY

SCROLL • REACT • SHARE • SUBMIT

 REALITY MERGE PROTOCOL
  PHYSICAL $\rightarrow$ DIGITAL

 **BOUNDARIES: COLLAPSING**

 IDENTITY: FLUID

 **TRUTH: NEGOTIABLE**

 CONTROL: ALGORITHMIC

 YOU ARE THE PRODUCT

OFFLINE
REAL LIFE (OLD MODEL)

MEANWHILE...

IS DIT ECHT?

OF SPEEL IK MEE
IN IEMANDS VERHAAL?

SKETCH MODE
POTLOOD, INK, VERBEELDING.
FRAME 124.

IK KAN
HIERUIT!

NEXT PANEL
LOADING...

VERHAAL UITGESCHREVEN DOOR?

WE LEVEN IN TAKE ON ME

Beeld en werkelijkheid lopen door elkaar.

We leven niet alleen, we kijken mee hoe ons leven eruitziet
als scène, post, clip of frame.

LIVE 9.8K

TRENDING NOW
#TAKEONME_LIFE
68.4K posts

ALGORITHM ACTIVE
REALITY.MODE: ON

dit is een film
en jij bent de hoofdrol

COMMENTS (LIVE)
dit gaat viral
wie is dit?
scripted of echt?
bro leeft in 4K
this is cinema
main character energy

NEW REEL ALERT
97K 2.1K 12K

BREAKING
REALITY MERGING
BEELD EN WERKELIJKHEID
LOPEN DOOR ELKAAR.

LIVE CHAT
je leeft in een feed
wake up?
of juist stay woke?
we watch u
u watch u
everyone watches
TYPING...

VIRAL CLIP
1.2M views 0:15

ATTENTION ECONOMEN
+0,66\$
HOLD OR TRADE?

ATTENTION ECONOMY
+0,66\$
HOLD OR TRADE?

REALITY STATUS
FOCUS: 32%
ATTENTION:
TIME LEFT: 02:17:43
DISTRACTIONS:
OVERLOAD: HIGH

SCROLL + REACT + SHARE + SUBMIT

LIVE 98.7M

TREND NU
#TrumpTakesOver
1.2M posts

TRUMP ALS INTERNETPOLITICUS

Politiek als aandacht, affect, frame control en performance.

FRAME CONTROL

1. NOEM HET EERST
2. KIES DE FRAME
3. HERHAAL.
4. WIN.

100%

BREAKING
TRUMP DOMINEERT HET ALGORITME!
DIT GAAT VIRAAAL!
ALLE MEDIA SPREKEN EROVER

WHY FACTS WHEN YOU HAVE **ALTERNATIVE FACTS**

ATTENTION WAR

YOU'RE FIRED!

I DON'T DO **FACTS.**
I DO **IMPACT!**

DEAL WITH IT
WINNING!



VIRAL POLITICS

- ☒ KORTE BOODSCHAP
- ☒ STERKE EMOTIE
- ☒ DELEN = MACHT

VIRALITY SCORE **99.9%**

AFFECT ENGINE

WOEDE 92%

TROTS 87%

ANGST 74%

HOOP 65%

OUTRAGE = BRANDSTOF

ALTERNATIVE FACTS
☒ Maak je eigen waarheid.
Herhaal het. Deel het.
Het wordt echt.

WAARHEID WORDT STAMGEBONDEN
JOUW TRIBE.
JOUW WAARHEID.

PUBIEK REAGEERT

LIVE

- Patriot_1776
FINALLY SOMEONE SAYS IT! 12K
- Deplorable_Dutch
ONZE MAN! 8.4K
- TruthSeekerNL
DIT IS HET MOMENT! 6.7K
- MAGA_Dutch
TRUMP 2024! 9.3K
- WokeMeltdown
TRIGGERED 3.1K

MEME FACTORY
24/7

POLL

GAAT TRUMP DE MEDIA VERSLAAN?

JA, ECHT WEL! 78%

NEP NIEUWS! 22%

128.9K stemmen

WATCH PARTIES

KOM KIJKEN!
SAMEN LIVE REAGEREN

52K

LIVE 85.6M

SEND HEARTS

MULTI-PLATFORM DOMINANCE

SEND HEARTS

PERFORMANCE IS THE MESSAGE

PODIUM = PLATFORM
CAMERA = MACHT
AUDIENCE = WAPEN

MAKE ATTENTION GREAT AGAIN

ATTENTION METER

NU

MAX 100%

SUCCEFORMULE

- ☒ SCHOKEREN
- ☒ POLARISEREN
- ☒ SIMPLIFICEREN
- ☒ HERHALEN
- ☒ BEZITTEN HET SCHERM

SCREEN BATTLE

VS

MEDIA **VS** TRUTH.

HEADLINE GENERATOR

TRUMP SLOOPT CRITICI!

TRUMP ZEGT WAT JIJ DENKT!

LIBS IN PANIEK!

HISTORISCH MOMENT!

DE MEDIA HAAKT AF!

GENERATE

NIET DE FEITEN WINNEN.

HET VERHAAL WINT.

FACTS < FEELINGS

FOLLOW

999K

★ **POLITIEK WORDT EEN STRIJD OM HET SCHERM.** ★

SHARE



1 POLITIEK ALS PERFORMANCE

DEBAT. DRAMA. VERTONING.



LIVE DEBATENIGHT

DE WAARHEID? DIE MAKEN WIJ WEL. BREAKING POLITICS

STEM NU!

EENS 78%
ONEENS 22%

93K

TRENDING TOPICS

MigratieCrisis
EigenVolkEerst
WokeWaanzin

PUBLIEK REAGEERT:

Eindelijk iemand die de waarheid zegt!
Helemaal mee eens!
Schaamte voor de democratie.

2 OORLOG ALS SPECTAKEL

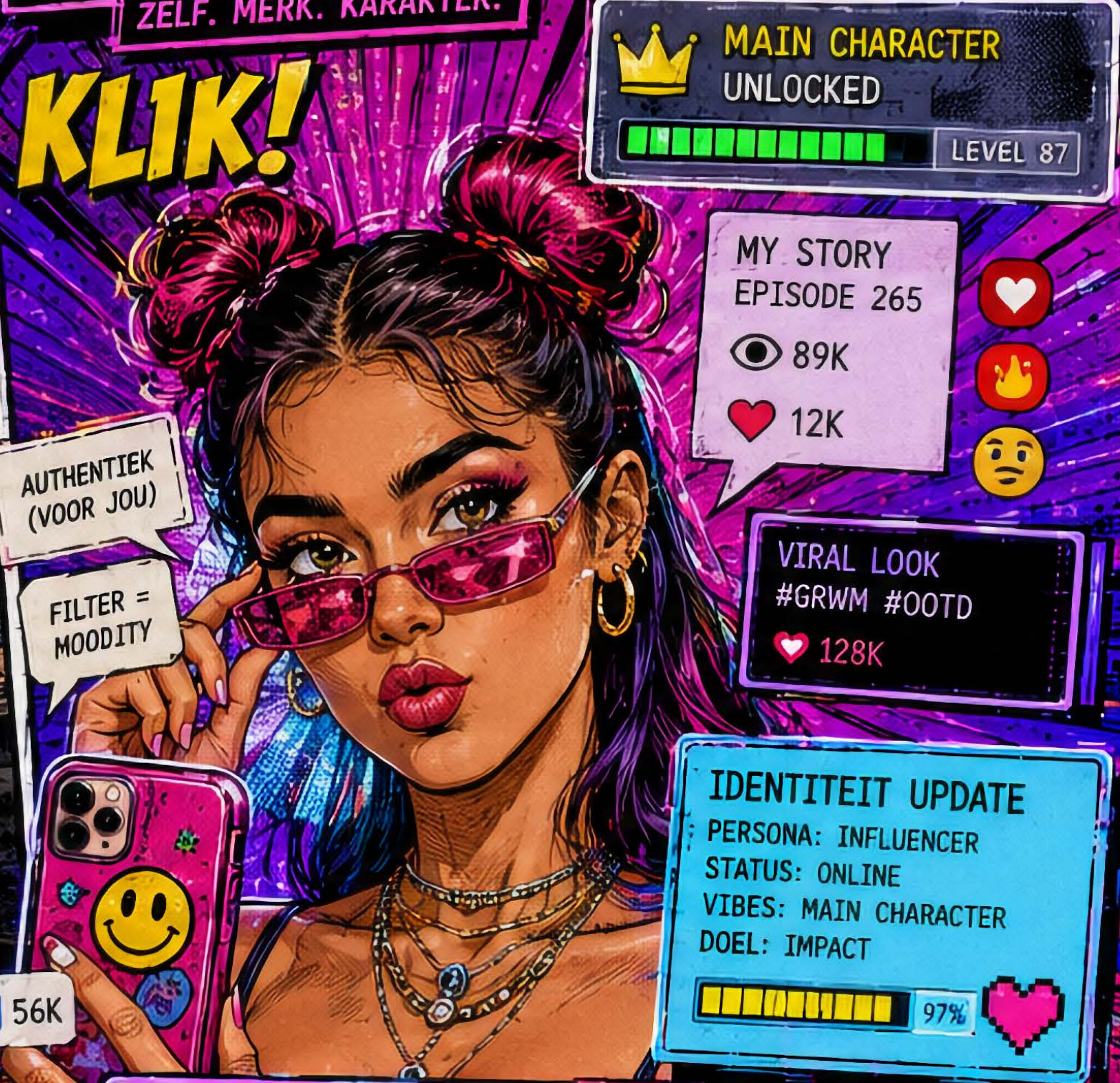
CONFLICT. CONTENT. CLIKWAARDE.



3 IDENTITEIT ALS PERSONA

ZELF. MERK. KARAKTER.

KLIK!



DE WERELD ALS COMIC

Politiek, oorlog en identiteit als scène, frame, personage.



Gebeurtenissen worden scènes.



Politici worden personages. De werkelijkheid krijgt kaders.

TO BE CONTINUED...

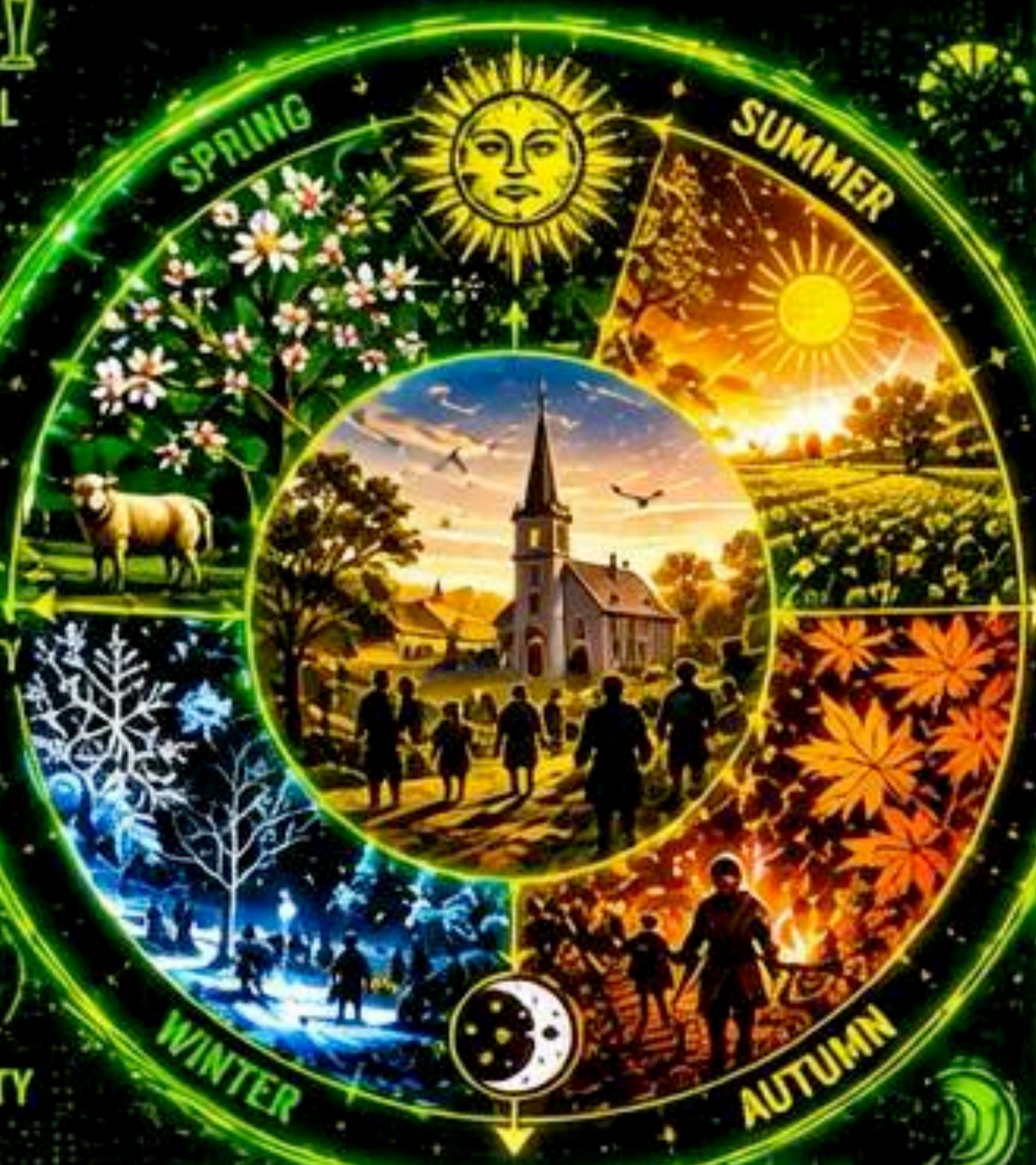
TIME LOST ITS SHAPE

① FROM CYCLE

The future repeats the past.



時間



WHAT WE KNEW
WE COULD EXPECT.

② TO ARROW

The future breaks from the past.



THE FUTURE WAS
A PROMISE.

③ TO KALEIDOSCOPE

Past, present and future collide
and keep reshaping.



MEMORY
WITHOUT
EVENT

TRENDING
NOW

FUTURE
WITHOUT
CERTAINTY

PAST / PRESENT / FUTURE

→ **BLURRED**

時間



TIME USED TO GUIDE US.



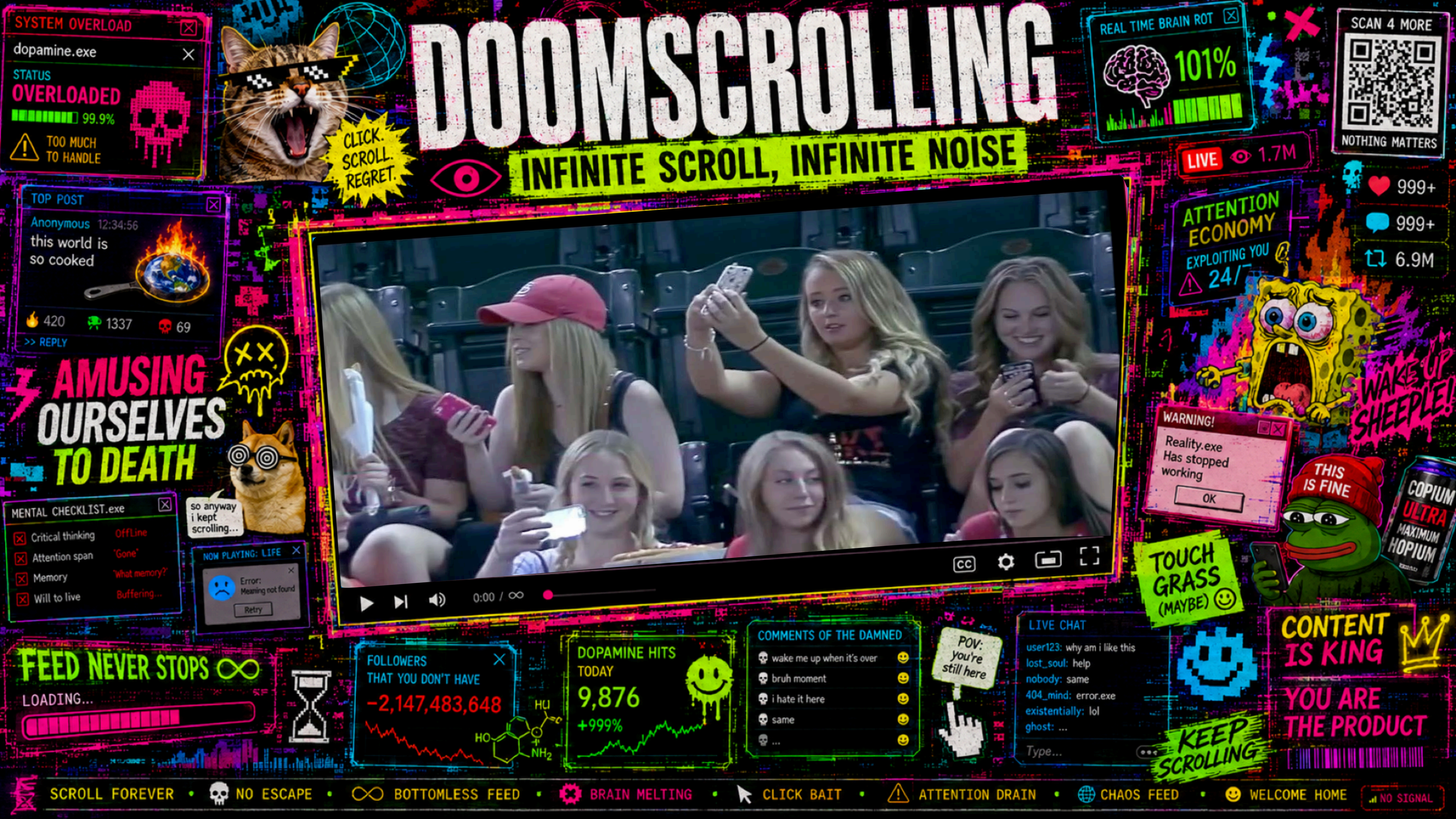
NOW IT DISORIENTS US.



NOTHING STAYS. EVERYTHING SHIFTS.







DOOMSCROLLING

INFINITE SCROLL, INFINITE NOISE



REAL TIME BRAIN ROT

101%

SCAN 4 MORE

NOTHING MATTERS

SYSTEM OVERLOAD

dopamine.exe

STATUS OVERLOADED

99.9%

TOO MUCH TO HANDLE

TOP POST

Anonymous 12:34:56

this world is so cooked

420 1337 69

>> REPLY

AMUSING OURSELVES TO DEATH

MENTAL CHECKLIST.exe

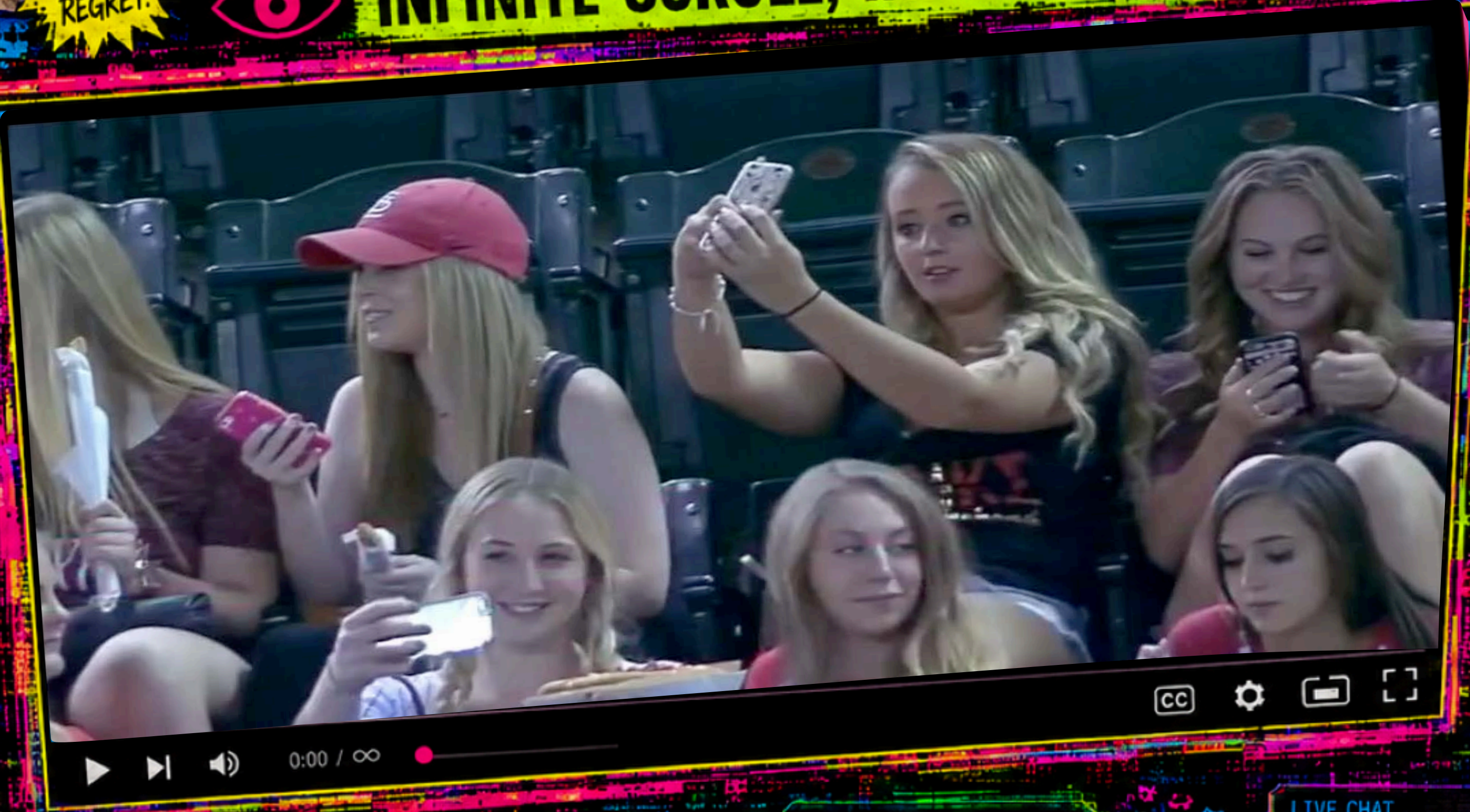
☒ Critical thinking	OffLine
☒ Attention span	"Gone"
☒ Memory	"What memory?"
☒ Will to live	Buffering...

so anyway i kept scrolling...

NOW PLAYING: LIFE

Error: Meaning not found

Retry



LIVE 1.7M

ATTENTION ECONOMY

EXPLOITING YOU

24/7

999+

999+

6.9M

WARNING!

Reality.exe Has stopped working

OK



TOUCH GRASS (MAYBE)

COMMENTS OF THE DAMNED

- wake me up when it's over
- bruh moment
- i hate it here
- same
- ...

Pov: you're still here

LIVE CHAT

user123: why am i like this

lost_soul: help

nobody: same

404_mind: error.exe

existentially: lol

ghost: ...

Type...

CONTENT IS KING

YOU ARE THE PRODUCT

KEEP SCROLLING

FEED NEVER STOPS

LOADING...

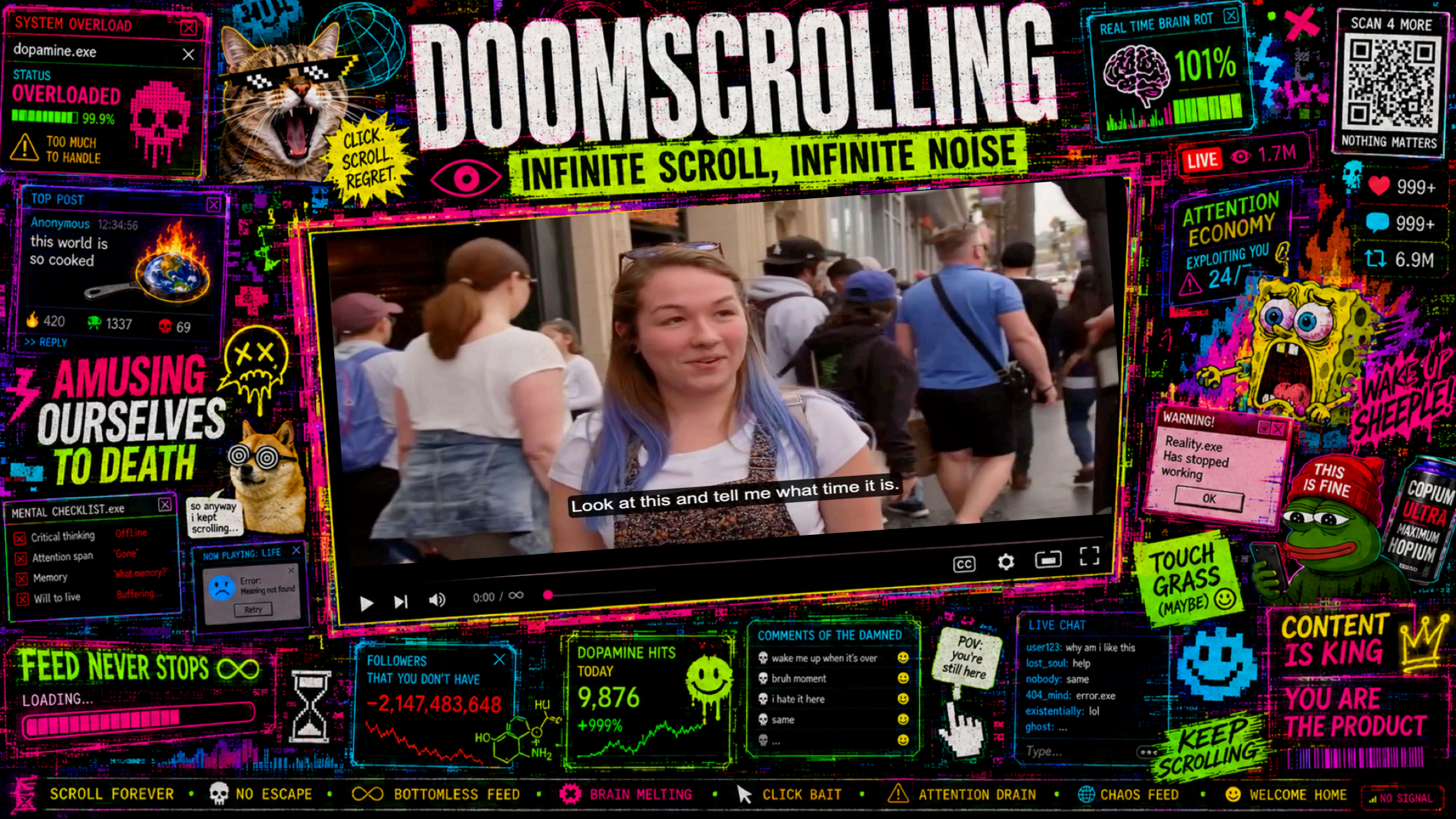
FOLLOWERS THAT YOU DON'T HAVE

-2,147,483,648

DOPAMINE HITS TODAY

9,876

+999%



DOOMSCROLLING

INFINITE SCROLL, INFINITE NOISE



REAL TIME BRAIN ROT

101%

SCAN 4 MORE

NOTHING MATTERS

TOP POST

Anonymous 12:34:56

this world is so cooked

420 1337 69

>> REPLY

AMUSING OURSELVES TO DEATH

MENTAL CHECKLIST.exe

☒ Critical thinking	Offline
☒ Attention span	'Gone'
☒ Memory	'What memory?'
☒ Will to live	Buffering...

so anyway i kept scrolling...

NOW PLAYING: LIFE

Error: Meaning not found

Retry

FEED NEVER STOPS

LOADING...

Look at this and tell me what time it is.

LIVE 1.7M

ATTENTION ECONOMY EXPLOITING YOU 24/7

999+ 999+ 6.9M

WAKE UP SHEEPLE!

WARNING! Reality.exe Has stopped working

OK

THIS IS FINE

COPIUM ULTRA MAXIMUM HOPIUM

TOUCH GRASS (MAYBE)

FOLLOWERS THAT YOU DON'T HAVE

-2,147,483,648

DOPAMINE HITS TODAY

9,876

+999%

COMMENTS OF THE DAMNED

- wake me up when it's over
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POV: you're still here

LIVE CHAT

user123: why am i like this

lost_soul: help

nobody: same

404_mind: error.exe

existentially: lol

ghost: ...

Type...

CONTENT IS KING

YOU ARE THE PRODUCT

KEEP SCROLLING

UR STUPID AF

AI AND THE DECLINE OF INTELLIGENCE

AI DOESN'T MAKE US STUPID.
IT MAKES IT POSSIBLE TO PERFORM
WITHOUT UNDERSTANDING.

NICHOLAS CARR
JOURNALIST. THINKER.
REALITY CHECK.

“Does Google
make us
stupid?”

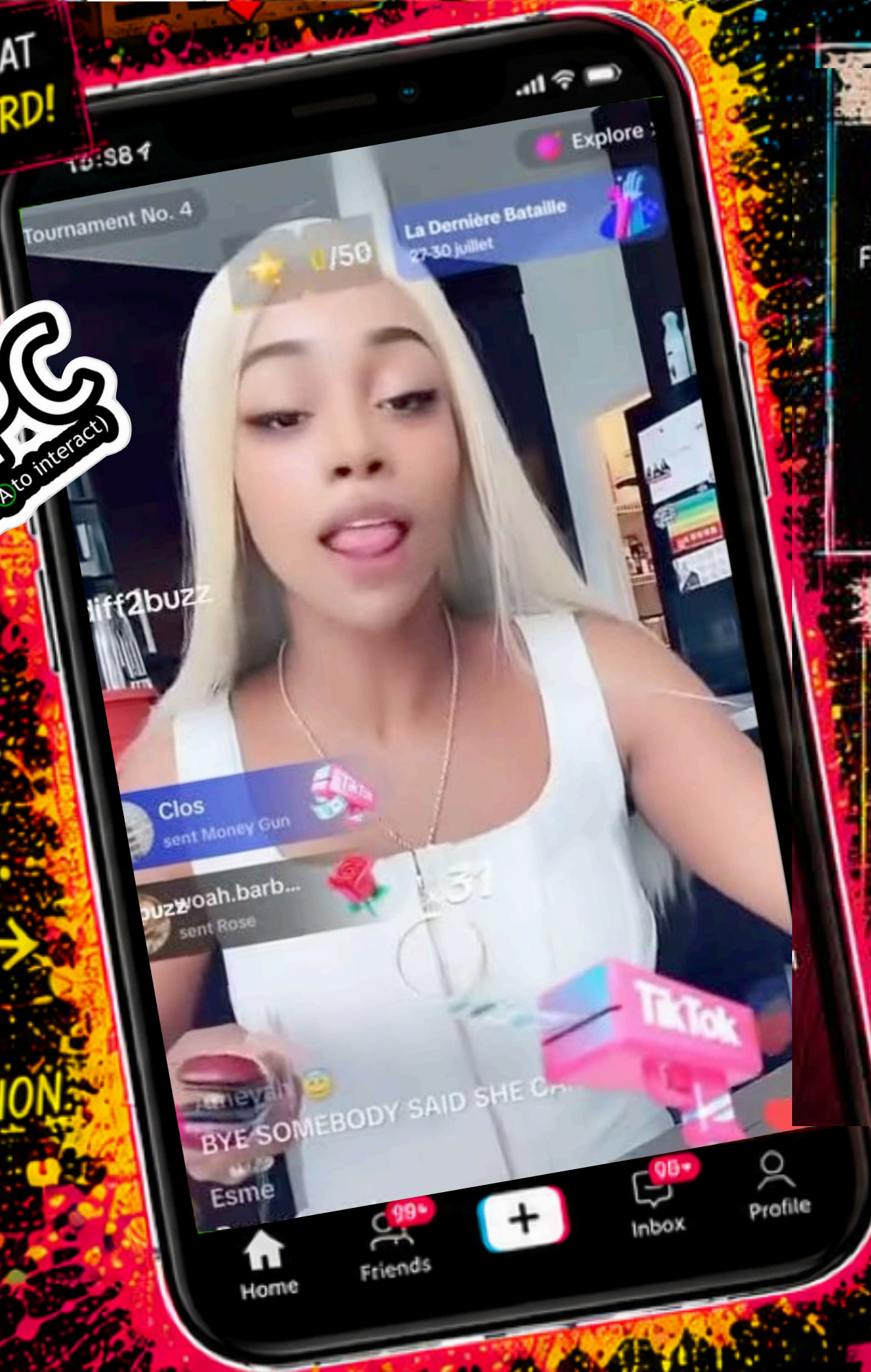
THE WORRY ISN'T AI.
IT'S US.

- ✓ We optimize for speed.
- ✓ We settle for easy.
- ✓ We outsource the hard.
- ✗ We stop building what we need most.

THIS IS WHAT
WE REWARD!

NPC
(Press A to interact)

DOPAMINE
LOOPS.
INFINITE
SCROLL. →
INFINITE
DISTRACTION.



THE SLIPPERY SLOPE OF COGNITIVE SURRENDER

LESS EFFORT

AI makes it easy.
Friction disappears.



S1 ↑

LESS PRACTICE

We rely on AI.
We practice less.



S1 ↑

LESS STRUGGLE

We avoid the hard.
No struggle.
no growth.



S2 ↓

LESS DEPTH

Shallow thinking.
Surface answers.
No deep understanding.



S2 ↓

LESS INDEPENDENT
THINKING

We stop thinking
for ourselves.
We become
dependent.



S2 ↓

WE DON'T
GET SMARTER.
WE GET
WEAKER.



COPY
→ PASTE
→ SHIP

THE HIDDEN COSTS (PAY NOW, REGRET LATER)

COGNITIVE OFFLOADING

We offload more
and more...
Until it becomes
surrender.



HELP → HABIT →
DEPENDENCY

SKILL ATROPHY

Unused skills
fade away.
Use it or
lose it.



RUST IS REAL.

AUTOMATION BIAS

We trust AI
outputs...
even when
they're wrong.



CONFIDENCE
WITHOUT CHECKS

FLUENCY ILLUSION

Fluent ≠ true.
Polished ≠ deep.
Convincing ≠
understanding.



SOUNDS GOOD.
IS IT GOOD?

DEPTH VS. SPEED

We get answers
faster...
But understand
less.



SPEED FEELS GOOD.
DEPTH PAYS OFF.

SYSTEM 3
ENGAGED



EXTERNAL
ARTIFICIAL
COGNITION

THINKING
WITH / FOR
YOU

FROM THE CREATOR OF OFFICE SPACE, WHILE AWAKE
IDIOCRACY



IT WAS MEANT TO BE A COMEDY.
NOT A TUTORIAL.

HOW WE FIGHT BACK

- ✓ Embrace productive struggle
- ✓ Protect thinking time
- ✓ Ask better questions
- ✓ Verify, challenge, doubt
- ✓ Build depth, not just speed
- ✓ Use AI as a tool, not a crutch

IDIOCRACY
IS NOT A MOVIE.
IT'S A
DOCUMENTARY.

WE LAUGHED AT IT.
NOW WE LIVE IT.
ANTI-INTELLECTUALISM.
CORPORATE CONTROL.
DECLINING STANDARDS.
WE SAID IT WAS FUNNY.
NOW WE LIVE IT.

FIGHT
FOR YOUR
BRAIN.

THE RISK ISN'T THAT AI THINKS FOR US.

IT'S THAT WE STOP
THINKING OURSELVES.



i cannot
brain today.
i haz the
dumb.



SYSTEM 0
PRE-PROGRAMS
THE ENVIRONMENT



SYSTEM 1
REACTS AUTOMATICALLY
FAST & INTUITIVE



SYSTEM 2
REFLECTS & ANALYZES
SLOW & EFFORTFUL



SYSTEM 3
THINKS WITH / FOR YOU
EXTERNAL COGNITION

S1 REACTS. S2 REFLECTS.
S0 STEERS. S3 THINKS FROM OUTSIDE.
THINKING HAS BEEN OUTSOURCED.



hmm...

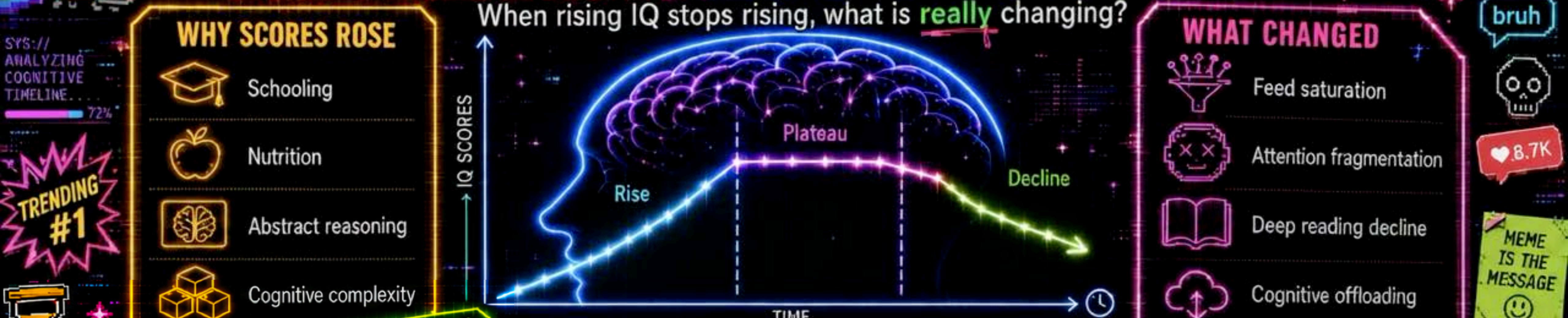
NO CAP

THE REVERSE FLYNN EFFECT

404 MEANING NOT FOUND

999.9K

bruh



VIDEO / CLIP

VIRAL

The reverse Flynn effect may reflect a changing training environment, not a simple collapse of intelligence.

FASTER AT FILTERING, REMIXING, AND NAVIGATING FLOWS.

LESS PRACTICED IN MEMORY, PATIENCE, AND SUSTAINED REASONING.

system.log

Analyzing trend... 72%

Cognitive profiles updating. Please wait...

UPTIME 24/7

CHAOS MODE

real.exe

truth.exe not responding

OK

THIS IS THE WAY

Yoda

NUANCE MATTERS

Debated and uneven across countries. The issue may be changing cognitive profiles, not simple decline.

STAY SKEPTICAL

TOUCH GRASS

go touch some grass lol

67

Problem, 67?

4Chan /g/

Error 67: Sigma levels critical.
Proceed? >be me
>realize it's all meaningless

>be me

NOTHING MATTERED

THE AUTroll face

Longcat is long...
into the eternal
nothing

Yap 67kek

Achieve

TOTAL AURA: OVER INFINITY... OR ZERO? WHO CARES?!



67 IS VOID

ERROR 404:
REALITY NOT FOUND

Feels Guy

THE AURA IS
TOO POWERFUL!

the Abyss

>:(

FOR YOU

ALGORITHM
FEED ACTIVATED
98%

BRAIN ROT
CORE UNLOCKED

tralalero tralala
la mia vita

bombombini
gusini

LORE

TOO
ONLINE

Italian Brainrot

When nonsense becomes fluency, absurdity turns into social signal.

ITALIAN
BRAINROT
COMPILATION

TUNG TUNG
TUNG SANUR

TRALALERO
TRALALA

BOMBARDINO
CROCODILLO

BOMBOMBINI
GUSINI

SHIMPANZINI
BANANINI

REC

BR

128.7K

4,321

22.1K

83.8K

@brainrot.exe
Italian Brainrot into different
@brainrot @brainrot @brainrot
Original Sound - brainrot.exe



LIVE FEED

- user737
TRALALERO TRALALA
- pasta la vita
BOMBOMBINI GUSINI
- memeoftheday
I CAN'T STOP LAUGHING
- brainrotter_4life
SHIMPANZINI BANANINI
- too online
THIS IS ART

VIRAL STATUS
+999%
BRAINROT INDEX

YOU KNOW
THEM ALL?

REPOSTED
145.6K

Italian Brainrot
Nonsense becomes
a language of belonging.

Feed Fluency
To understand the joke
is to show you live inside the feed.

Recognition Culture
Knowing every character
becomes a form of status.

When nonsense spreads through repetition, absurdity becomes culture.



THIS ISN'T JUST
INFORMATION OVERLOAD.

IT'S A COLLAPSE OF
SHARED MEANING.



WE ARE IN A MEANING CRISIS. THERE IS NO LONGER ONE SHARED REALITY.

POST-TRUTH ISN'T A BUG.
IT'S THE SYSTEM
WORKING AS DESIGNED.

— Welcome to the
Synthetic Phase.



WITHOUT A SHARED
SENSE OF REALITY,
WE CAN'T SOLVE
ANYTHING TOGETHER. 😞

SAME EVENT. DIFFERENT WORLDS.

BREAKING

MAJOR CITY
EXPLOSION
ROCKS DOWNTOWN"



NEWS CHANNEL
TERROR ATTACK
EXCLUSIVE FOOTAGE

INFLUENCER
FALSE FLAG
WAKE UP SHEEPLE

AI GENERATION
OTHER DIMENSION
VIBRATION SHIFT

CONSPIRACY FORUM
GOVERNMENT DRILL
ACTORS & CGI

REALITY
≠
SHARED
ANYMORE



TRUTH BECOMES PERSONALIZED.



I TRUST
MY FEED.
NOT YOURS.



MY TRUTH.
MY COMMUNITY.
MY REALITY.



IF IT FEELS
RIGHT, IT'S
TRUE.



MY TRUTH.
MY COMMUNITY.
MY REALITY.



DON'T BELIEVE
ANYTHING.
QUESTION
EVERYTHING.



MY TRUTH.
MY COMMUNITY.
MY REALITY.



I GENERATE.
THEREFORE
I AM.



MY TRUTH.
MY DATA.
MY REALITY.

WHAT WE LOSE WHEN WE
LOSE A SHARED REALITY:



TRUST
DISAPPEARS



DIALOGUE
BREAKS DOWN



INSTITUTIONS
ERODE



TRIBES
REPLACE SOCIETY



COLLECTIVE ACTION
BECOMES IMPOSSIBLE



MEANING
COLLAPSES

WE DON'T HAVE A
KNOWLEDGE PROBLEM.
WE HAVE A
MEANING PROBLEM.



WHEN EVERYTHING CAN BE GENERATED...
NOTHING HAS TO BE AGREED UPON.

REBUILDING THE FUTURE
STARTS WITH REBUILDING
OUR SHARED REALITY.



THE SYSTEM DIDN'T BREAK.

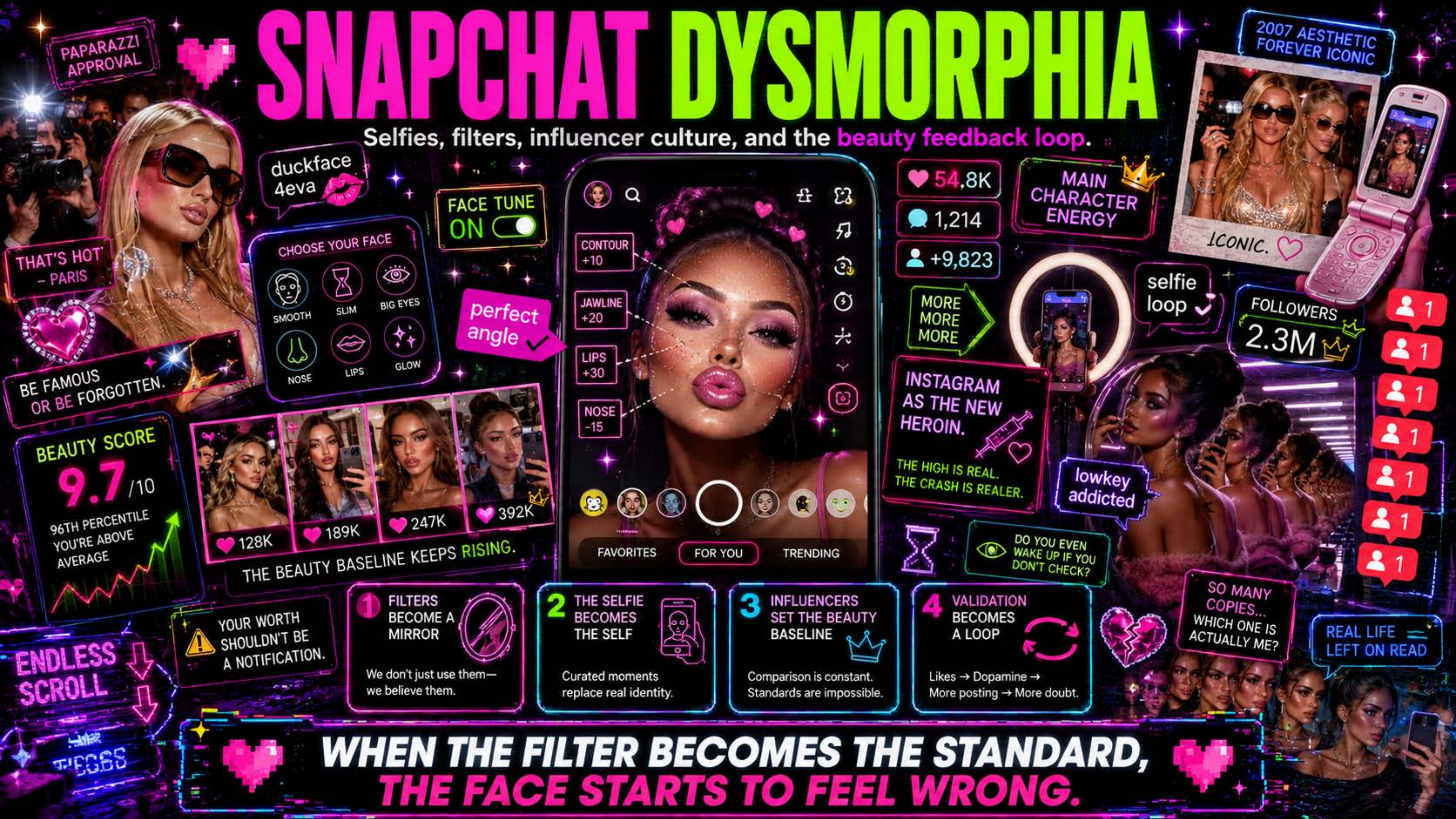
→ IT EVOLVED.

→ NOW THE QUESTION ISN'T HOW WE GET MORE INFORMATION.

→ IT'S HOW WE GET BACK TOGETHER.

SNAPCHAT DYSMORPHIA

Selfies, filters, influencer culture, and the beauty feedback loop.



PAPARAZZI
APPROVAL

2007 AESTHETIC
FOREVER ICONIC

duckface
4eva

FACE TUNE
ON

54.8K

1,214

+9,823

MAIN
CHARACTER
ENERGY

ICONIC.

FOLLOWERS
2.3M

selfie
loop

MORE
MORE
MORE

INSTAGRAM
AS THE NEW
HEROIN.

THE HIGH IS REAL.
THE CRASH IS REALER.

lowkey
addicted

DO YOU EVEN
WAKE UP IF YOU
DON'T CHECK?

SO MANY
COPIES...
WHICH ONE IS
ACTUALLY ME?

REAL LIFE
LEFT ON READ

CHOOSE YOUR FACE



SMOOTH



SLIM



BIG EYES



NOSE



LIPS



GLOW

perfect
angle

CONTOUR
+10

JAWLINE
+20

LIPS
+30

NOSE
-15

FAVORITES

FOR YOU

TRENDING

BEAUTY SCORE

9.7 /10

96TH PERCENTILE
YOU'RE ABOVE
AVERAGE

128K

189K

247K

392K

THE BEAUTY BASELINE KEEPS RISING.

1 FILTERS
BECOME A
MIRROR

We don't just use them—
we believe them.

2 THE SELFIE
BECOMES
THE SELF

Curated moments
replace real identity.

3 INFLUENCERS
SET THE BEAUTY
BASELINE

Comparison is constant.
Standards are impossible.

4 VALIDATION
BECOMES
A LOOP

Likes → Dopamine →
More posting → More doubt.

WHEN THE FILTER BECOMES THE STANDARD,
THE FACE STARTS TO FEEL WRONG.

ENDLESS
SCROLL

THE EGGS

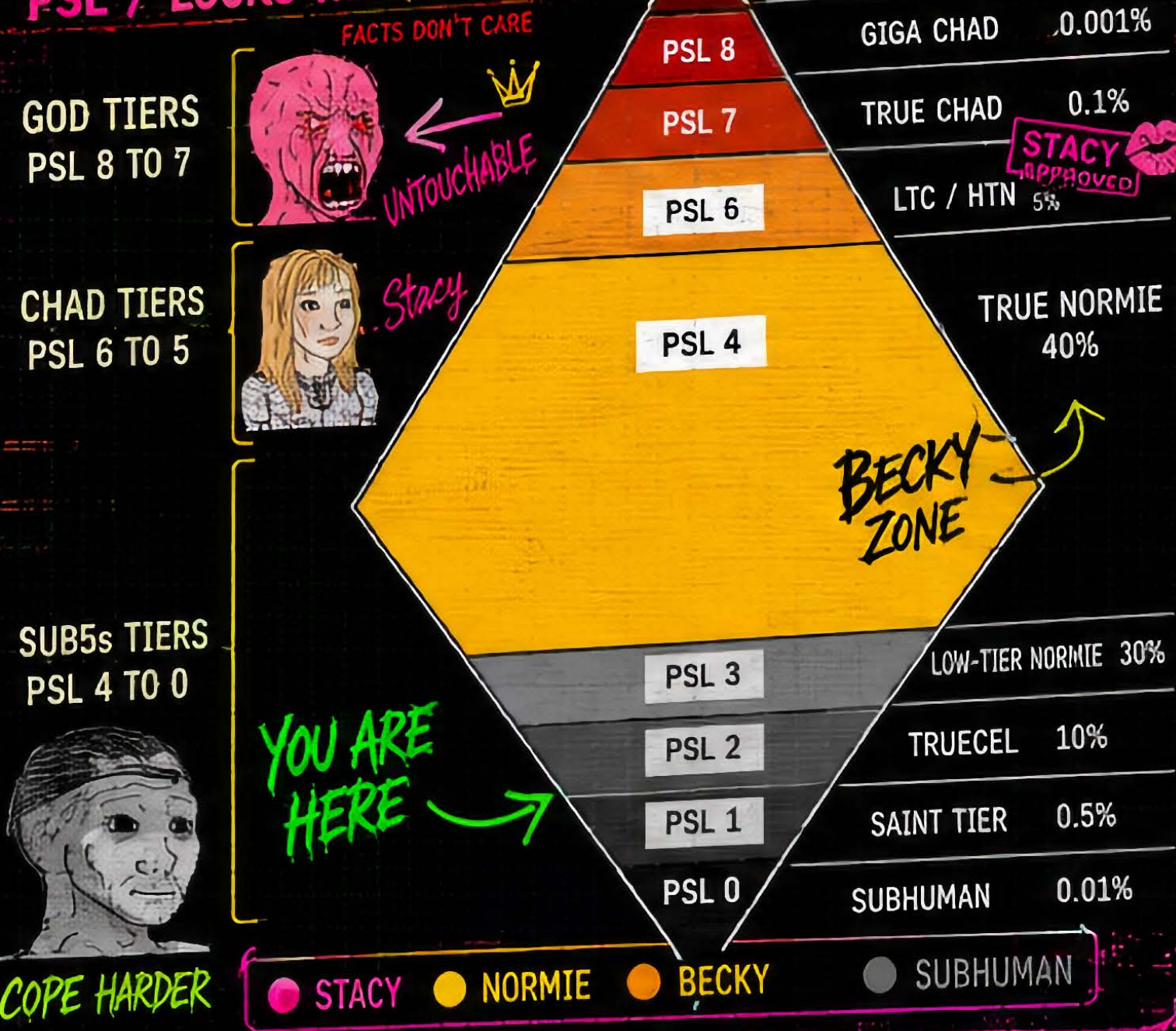
MOG OR BE MOGGED

IT'S OVER FOR NORMIES

LOOKSMAXXING

WHEN THE FACE BECOMES A PROJECT, THE BODY BECOMES A WEAPON.

PSL / LOOKS HIERARCHY



- JAWLINE
- SYMMETRY
- MOGGING
- GLOW UP
- PSL
- CANTHAL TILT
- FACIAL HARMONY
- LOOKSMAXXING
- AESTHETICS
- DISCIPLINE

MAIN CHARACTER ENERGY



GIGA CHAD
THE ULTIMATE IDEAL



WARNING
NORMIE DETECTED
OPINION REJECTED

CLAVICULAR

LOOKSMAXXING INFLUENCER
1.2M FOLLOWERS

I DON'T COMPETE.
I SET THE STANDARD.



LOOKS GET LIKES. LIKES GET EVERYTHING.

PSL > ALL

ANALYSIS COMPLETE

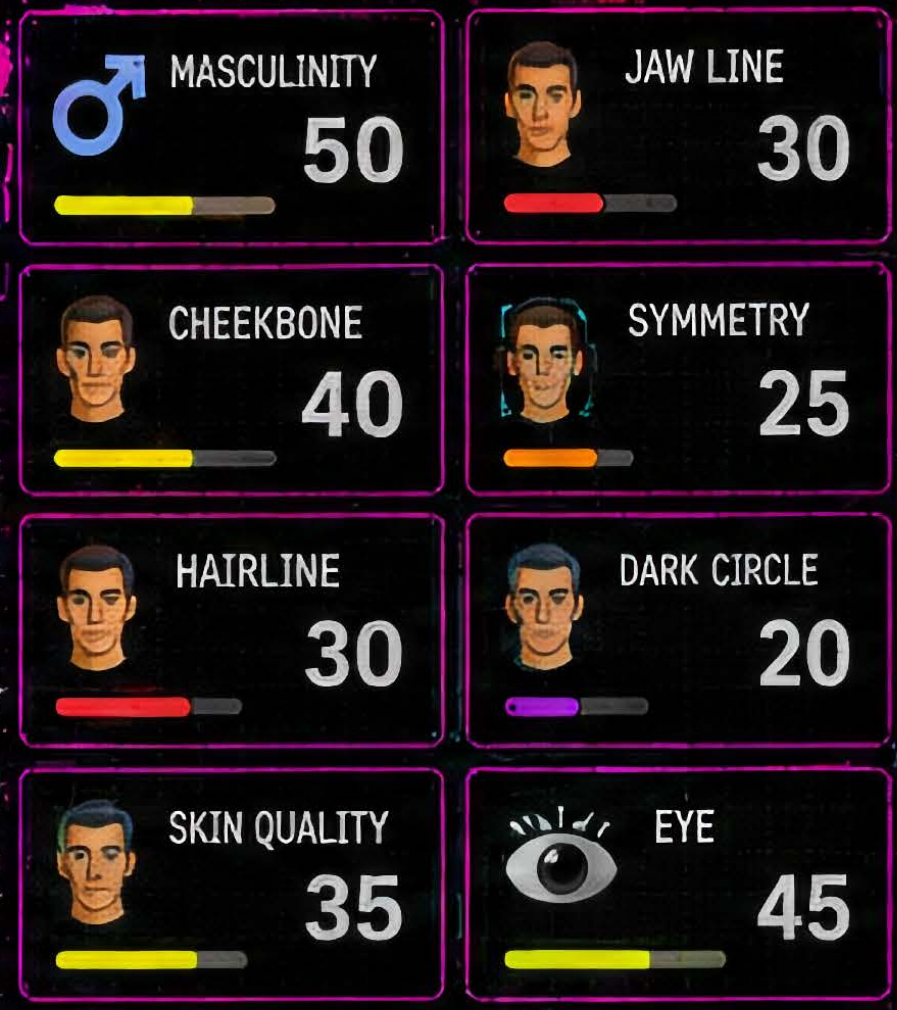


BELOW AVERAGE

SCORE

4.1

BRUTAL TRUTH



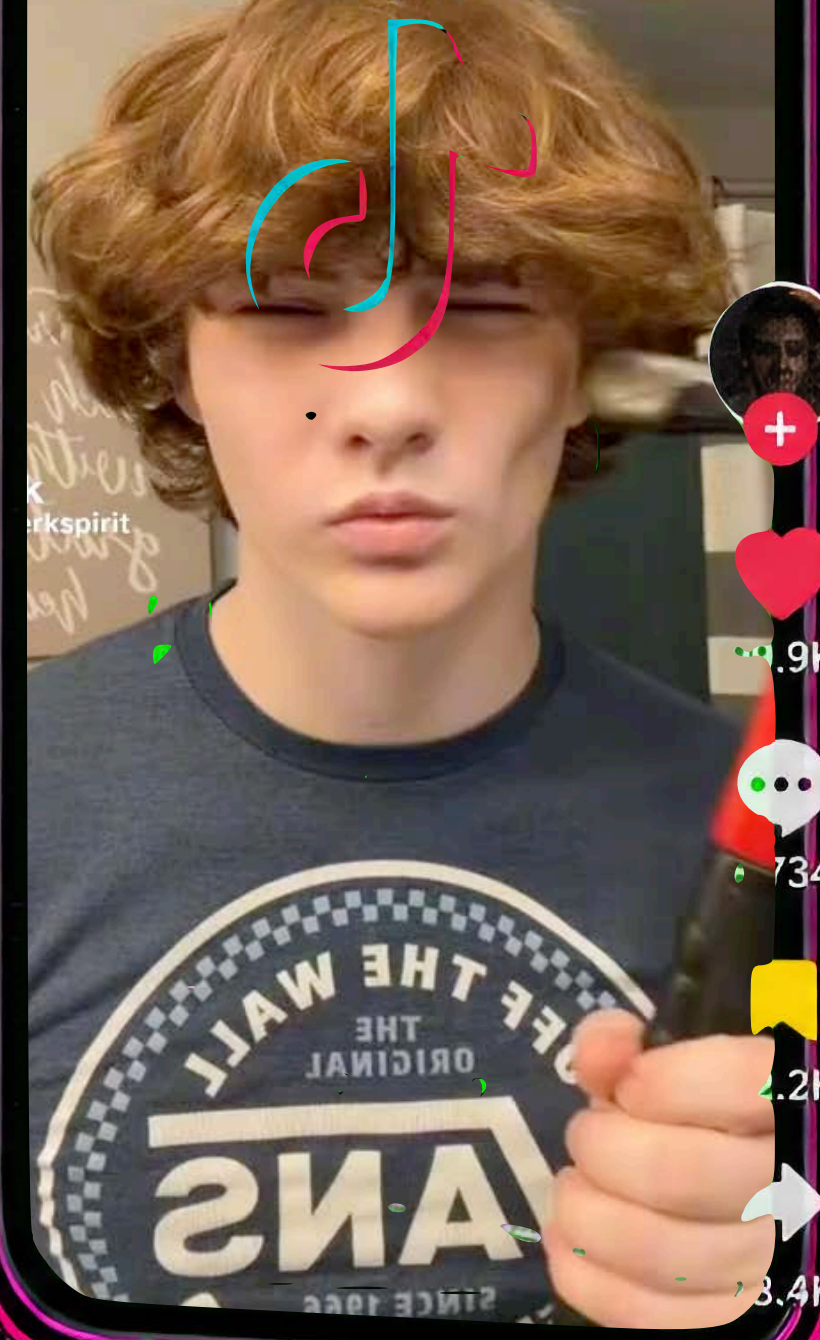
DATA SOURCE: MAXX.APP v4.2

ACCURACY: 12%

BONESMASHING

TIKTOK MODE

trying to make my face
assymetrical
day 102



GRIND NEVER STOPS
DAILY IMPROVEMENT OR IRRELEVANCE.



COPE MENU

- COPTUM
- SEETHE
- DILATE
- BINGE
- BLAME GENES
- REPEAT

life.exe

- > stop coping
- > start maxxng
- > become legend
- > exit: death

NO EXCUSES

REALITY CHECK

- > U WILL NEVER BE GIGA CHAD
- > U WILL NEVER BE STACY'S TYPE
- > U WILL NEVER ESCAPE THE MATRIX
- > ONLY OPTION: MAXX OR COPE
- > CHOOSE WISELY, ANON.

Anonymous 03/18/24(Sat) 03:33:33 No.911252



>tfw no jawline
>tfw born a normie
>why live?

142 KB JPG

SOCIAL COMPARISON LOOP



BREAK THE LOOP. BECOME THE STANDARD.

MOG TODAY MAXX TOMORROW LEGEND FOREVER

ATTENTION
IS THE ONLY
SCARCE RESOURCE.

MEMES WIN.

- ✓ FASTER THAN NEWS
- ✓ STICKIER THAN FACTS
- ✓ CHEAPER THAN TRUTH
- ✓ SPREAD FURTHER THAN LOGIC

**FROM VIRAL
TO NORMAL**

WHAT STARTS AS A JOKE
BECOMES THE DEFAULT.



IF IT'S
NOT A MEME,
DID IT EVEN
HAPPEN?

999+

THE NEW LANGUAGE

SHORT. LOUD. VISUAL.
EMOTIONAL. SHAREABLE.
WEAPONIZABLE.



**MEMES DON'T
JUST REFLECT
REALITY.
THEY SHAPE IT.
THEY PUSH IT.
THEY BECOME IT.**

THE MEMEFICATION OF EVERYTHING

TODAY:
YOU DON'T NEED
A MOVEMENT.
YOU NEED A MEME.

THE MEME LIFE CYCLE



NOT A TREND.
A NEW OPERATING SYSTEM FOR CULTURE,
COMMUNICATION AND CONTROL.

THE MEME IS
THE MESSAGE.

- TRENDING NOW**
1. NPC BEHAVIOR
 2. MAIN CHAARCTER
 3. TOUCH GRASS
 4. NOBODY CARES

MEMES > PRESS RELEASES



FACTS EXPLAIN.
MEMES
MAKE YOU
FEEL.

MEMES AREN'T THE PROBLEM.

IGNORING THEM IS.

THE CONSEQUENCES



THE MEME ISN'T JUST CULTURE.
IT'S INFRASTRUCTURE.

IN THE MEME ECONOMY, MEANING IS OPTIONAL.
SHARING IS MANDATORY.

EVERYTHING GETS MEMED:



IF IT EXISTS, IT CAN BE MEMED.
IF IT CAN BE MEMED, IT CAN BE MANIPULATED.

CONTEXT
IS DEAD.
VIBES
ARE KING.



LAUGHING
TODAY.
LOSING
TOMORROW.

YOU CAN'T OPT OUT.
THE ONLY CHOICE IS:
CREATE, ADAPT, OR BE MEMED.

GET MEMED.
OR GET
LEFT BEHIND.



THE FERRARI LUCE

WHEN LUXURY, ELECTRIFICATION, AND MEME CULTURE COLLIDE.

LUXURY BECOMES MEME.

VIRAL LAUNCH ENERGY

99+

3 POPEFERRARI IS HERE

2 THE LUCE IS UPSIDE DOWN (AND PLUGGED IN)

1 FROM FERRARI TO FIRRIRI



101% ELECTRIC	-1% GRAVITY	+9000 FLOOF	★★★★★ ULTRA LUXE
---------------	-------------	-------------	------------------



README.TXT

The best time to build was yesterday. The second best time is NOW.

skibidi

delulu

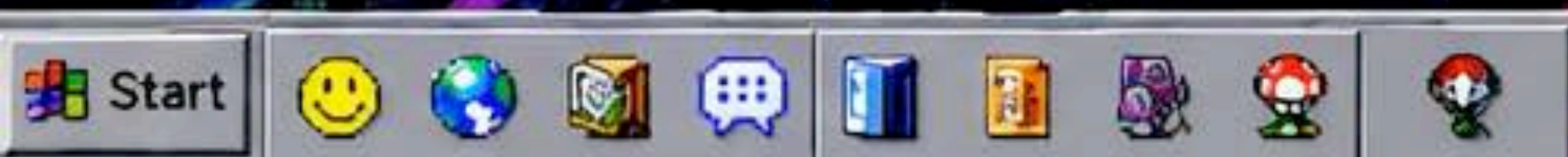
delulu

demure

pure cinema

r/FutureIsNow

THE FUTURE IS OPEN SOURCE



THE INTERNET TOOK OVER THE REAL WORLD

The world did not just become digital. It became internet-shaped.

 99+
 8.2M
 3.7M

1 FROM PLACE TO LOGIC

- Once the internet was a place we visited.
- Now it shapes how reality is seen, staged, and understood.
- The feed is no longer separate from life.



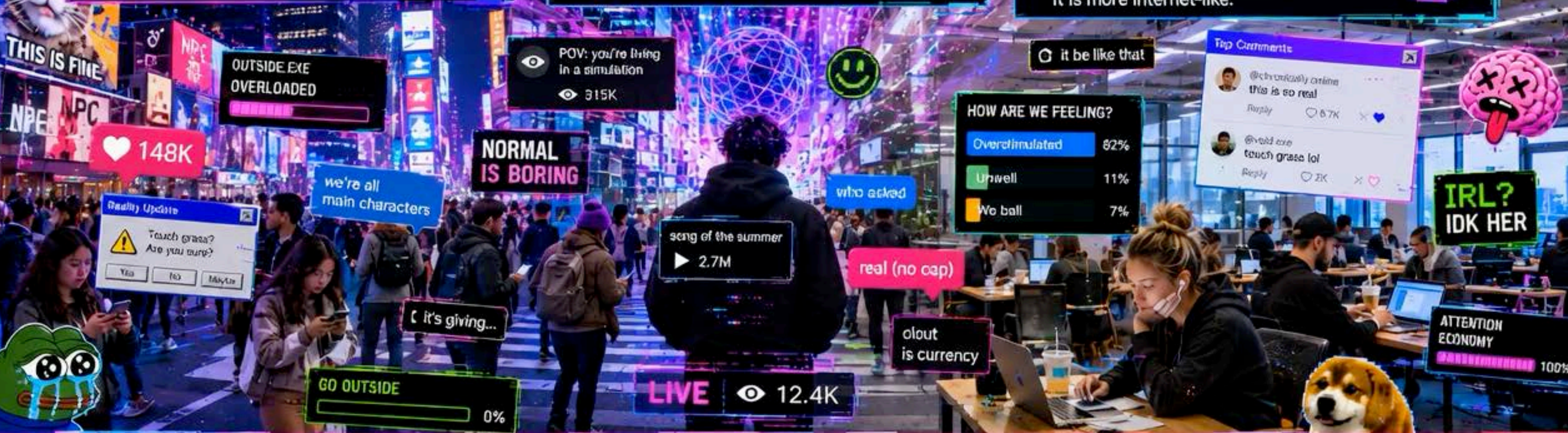
2 LANGUAGE LEAVES THE NICHE

- Slang from subcultures becomes mainstream currency.
- Words travel faster than context.
- "demure", "delulu", "skibidi", "67"

FR
FR

3 MEME LOGIC BECOMES SOCIAL LOGIC

- Irony, inside jokes, reaction images, and endless remixing shape public culture.
- The margins now produce the grammar of the center.
- The world is not just more digital. It is more internet-like.



THE FEED NO LONGER REFLECTS THE WORLD. IT HELPS WRITE IT.

HOW GENERATIONS USE AI

SYSTEM STATUS
OPTIMAL

10M+

FOCUS
NOT FOUND

AI UPGRADE
100%

AI

BOOMERS



SEARCH ENGINE:

Practical questions
(recipes, facts)

GENERATION X



PRAGMATIC TOOL:

Work-related,
efficiency,
quick answers

MILLENNIALS



PERSONAL ADVISOR:

Career and
life choices,
therapy

GENERATION Z



OPERATING SYSTEM:

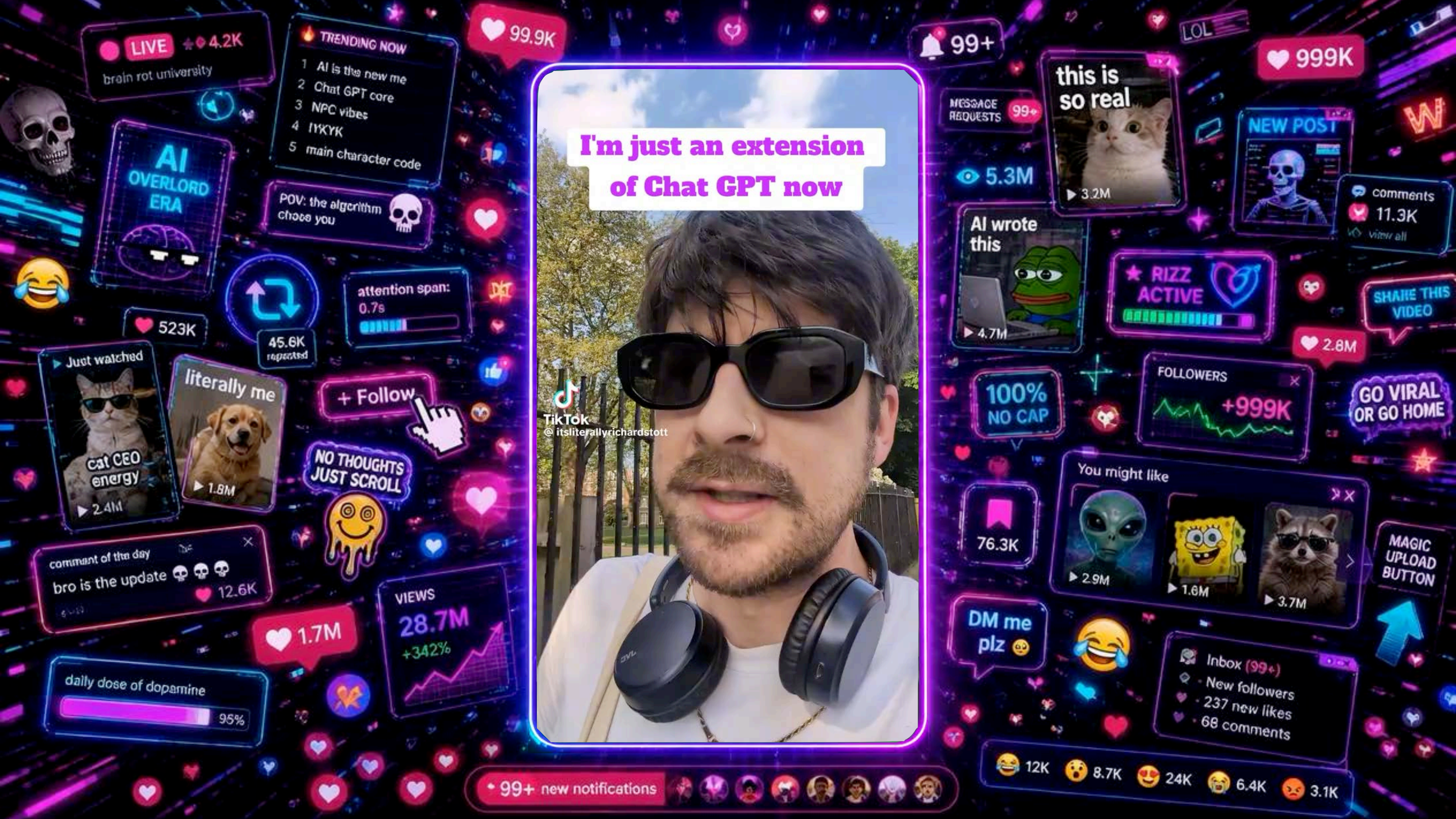
Workflows,
prompts,
memory

GENERATION ALPHA



INFRASTRUCTURE:

Moral formation,
identity,
life truth



I'm just an extension
of Chat GPT now

TikTok
@itsliterallyrichardstott



“Google it.”



SEARCH



How to make money online
best sneakers near me
news today
weather in SF

People also ask
What is the meaning of life?
How does solar energy work?
Why do seasons repeat?
Top travel destinations 2024

Related searches

Q
Q
Q

“I saw it on Facebook.”

SOCIAL



3.2K



842



1.1K



LIVE

“I’ll ask Chat.”



INFRASTRUCTURE

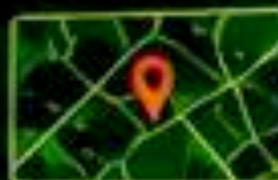


Generate code



Plan a trip

Rome, 7 days



Summarize



Analyze data



Create content



Voice mode



Novelty to Infrastructure

When technology becomes language, it becomes infrastructure.

The Real Shift

This is not really a story about age. It is a story about operating assumptions.

DIGITAL NATIVE

"I have access to information."

FROM
INFORMATION
TO
INTELLIGENCE
INFRASTRUCTURE

AI NATIVE

"I have access to a system that can help me interpret, draft, structure, compare, summarize, and generate."

1

Q "I'll Google it."

2

"I saw it on Facebook."

3

😊 "I'll just ask Chat."

Behavioral normalization

The real disruption is not just technical capability.
It is behavioral normalization.

When technology becomes **language**, it becomes **infrastructure**. >>>

Once AI becomes infrastructure for cognition, the discussion shifts from software adoption to **organizational redesign**.

From Search to Delegation

Search was retrieval. Delegation is partial execution.

Where is the answer?

SEARCH

Find

Collect

Read

Synthesis

Draft

3 DAYS

Human assembles the pieces.

FROM GATHERER
TO FRAMER

Can you do the first part of the work for me?

DELEGATION

Upload

Prompt

Generate

Review

Judge

10 MINUTES

AI does the first part of the work.

VIBE CODING

```
01 function getSummary(data) {  
02   const insights = analyze(data);  
03   return buildSummary(insights);  
04 }
```

You

- Build this feature
- Refactor this
- Make the UI cleaner

Delegating not just execution, but part of the underlying logic.

Search

Human synthesis remains the bottleneck.

Delegation

The first version is generated for you.

Role Shift

The worker moves from gatherer to framer, from first-draft producer to orchestrator.

Search assumed **scarcity**. Delegation assumes **generative abundance**.



CHEAPER COGNITION, MORE COMMUNICATION



When AI makes communication easier, volume often explodes.

EXPAND

AI turns this single bullet point into a long email I can pretend I wrote.

INPUT

- Update team on Q2 launch plan

AI

OUTPUT: LONG EMAIL

To: Team
Subject: Q2 Launch Plan Update

Hi team,

Thanks,
(You)

COMPRESS

INPUT: LONG EMAIL

To: Team
Subject: Q2 Launch Plan Update

Hi team,

Thanks,
(You)

AI makes a single bullet point out of this long email I can pretend I read.

OUTPUT

- Update team on Q2 launch plan

AI

EFFICIENCY DOES NOT ALWAYS REDUCE COMMUNICATION.



IT OFTEN MULTIPLIES IT.



A cognitive Jevons paradox: cheaper writing and reading can create more writing and more reading.



THE JEVONS PARADOX

A SIMPLE MECHANISM. A POWERFUL PATTERN.

1

**EFFICIENCY
INCREASES**



We find better
ways to do things.

2

**COST
DECREASES**



It becomes cheaper
to use.

3

**USAGE
INCREASES**



So we use it more,
more often, more widely.

4

**TOTAL CONSUMPTION
STAYS THE SAME OR RISES**



Efficiency doesn't guarantee
less use. It often enables more.

**EFFICIENCY DOESN'T GUARANTEE LESS USE.
IT OFTEN ENABLES MORE.**



FIRST OBSERVED IN COAL. NOW VISIBLE EVERYWHERE.



Efficiency.exe

⚠ Efficiency detected.
What will we do with it?

OK



-70% ↓
FUEL COST PER MILE
(1920s → 2020s)

JEVONS PARADOX IN CARS



👤 10M+

❤ 99+

WE MADE DRIVING CHEAPER. SO WE DID MORE OF IT.

1920s
SMALL. INEFFICIENT.

- ⛽ High cost per mile
- ⚡ Low power
- ⚠ Drove less, locally

1990s
MORE EFFICIENT.

- ⛽ Lower cost per mile
- ⚙ Better engines
- ⚠ Drove more, further

2020s
BIGGER. EVERYWHERE.

- ⛽ Cheap to drive
- 🚗 Bigger cars & SUVs
- ⚠ Much more driving

BEST-SELLING
VEHICLE
IN AMERICA?

A PICKUP
TRUCK.

MORE ROADS.
MORE MILES.
MORE CARS.

COST PER MILE **↓ DOWN** + MILES DRIVEN **↑ UP** = TOTAL FUEL USE STAYS THE SAME (OR RISES)



EFFICIENCY DOESN'T REDUCE CONSUMPTION. IT MAKES CONSUMPTION CHEAPER.

AI Notification.exe

Thinking just got cheaper.

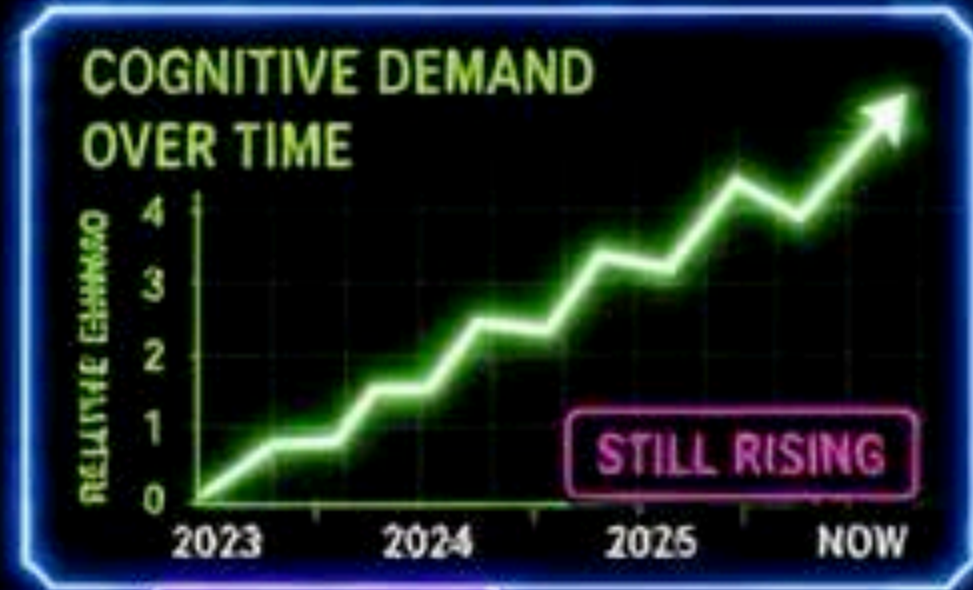
What will we do with it?

OK



-90% ↓
EFFORT PER TASK
(Pre-AI → Now)

JEVONS PARADOX IN AI



10M+

99+

WE MADE THINKING CHEAPER. SO WE DID MORE OF IT.

PRE-AI
BEFORE AI ASSISTANTS

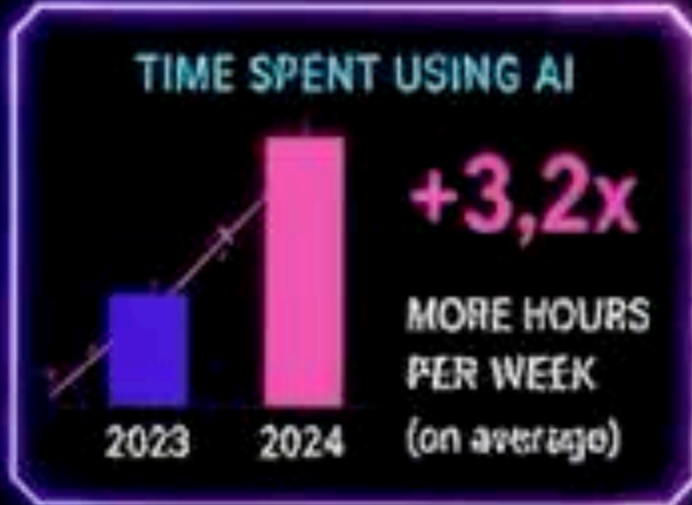
- ⌚ Writing takes hours
- 📄 Limited output
- 🧠 Deep focus, one thing at a time

WITH AI
AI MAKES THINGS FASTER

- ⚡ Tasks take minutes
- 📄 More output
- 🤖 AI handles the heavy lifting

TODAY
MORE OUTPUT. EVERYWHERE.

- 🔔 Constant notifications
- ✉ Endless emails & updates
- 📈 Higher expectations, always on



OUTPUT EXPLOSION

📄 Reports	+4,1x
✉ Emails	+3,7x
📄 Slides	+5,4x
📊 Analyses	+3,8x

EFFORT PER TASK **↓ DOWN** + OUTPUT **↑ UP** = TOTAL COGNITIVE DEMAND **INCREASES**

THE NEW NORMAL
What was exceptional
→ becomes expected.

☆☆☆☆☆

**EFFICIENCY DOESN'T REDUCE THINKING.
IT MULTIPLIES WHAT WE EXPECT FROM IT.**

Reality.exe

More AI access.
More tools.
More to do.
Same 24 hours.

Expectations.exe

LOADING NEW STANDARD...

87%



Why do firms exist?
Because markets are
expensive to coordinate.

THE FIRM AFTER COASE

WHEN COORDINATION BECOMES CHEAP, THE COMPANY CHANGES SHAPE.

For the last century, companies solved coordination through:

- hierarchy
- departments
- managers
- meetings
- procedures
- reporting lines



SLOW. FRAGMENTED. EXPENSIVE TO COORDINATE.



Agentic AI **changes** the coordination cost of work.



When agents can search, draft, compare, monitor, summarize, simulate and execute, the firm **no longer needs** to organize every task through human handovers.



The future company is not smaller by default. It is **more orchestrated** by design.



Human role:
judgment, intent, responsibility.



AI role:
execution, comparison, synthesis, memory.



Organization role:
orchestration of humans and agents.



TOOLS

THIS IS FINE



NO MORE BUSYWORK

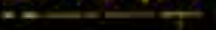
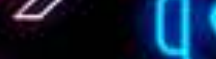
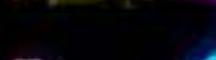
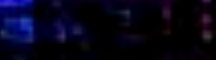
LET THE AGENTS COOK



HUMAN ORCHESTRATOR



REAL-TIME INSIGHTS



AI AGENTS

- RESEARCH AGENT
- ANALYSIS AGENT
- WRITING AGENT
- MONITORING AGENT
- AUTOMATION AGENT

CUSTOMERS



SUPPLIERS



SYSTEMS



WORK SMARTER NOT HARDER



FROM **MANAGING** PEOPLE WHO DO TASKS
TO **ORCHESTRATING** SYSTEMS THAT GET WORK DONE.



HIERARCHY WAS THE BEST WE HAD.



COORDINATION COST JUST GOT HACKED.

THE FUTURE IS HUMAN + AGENT.

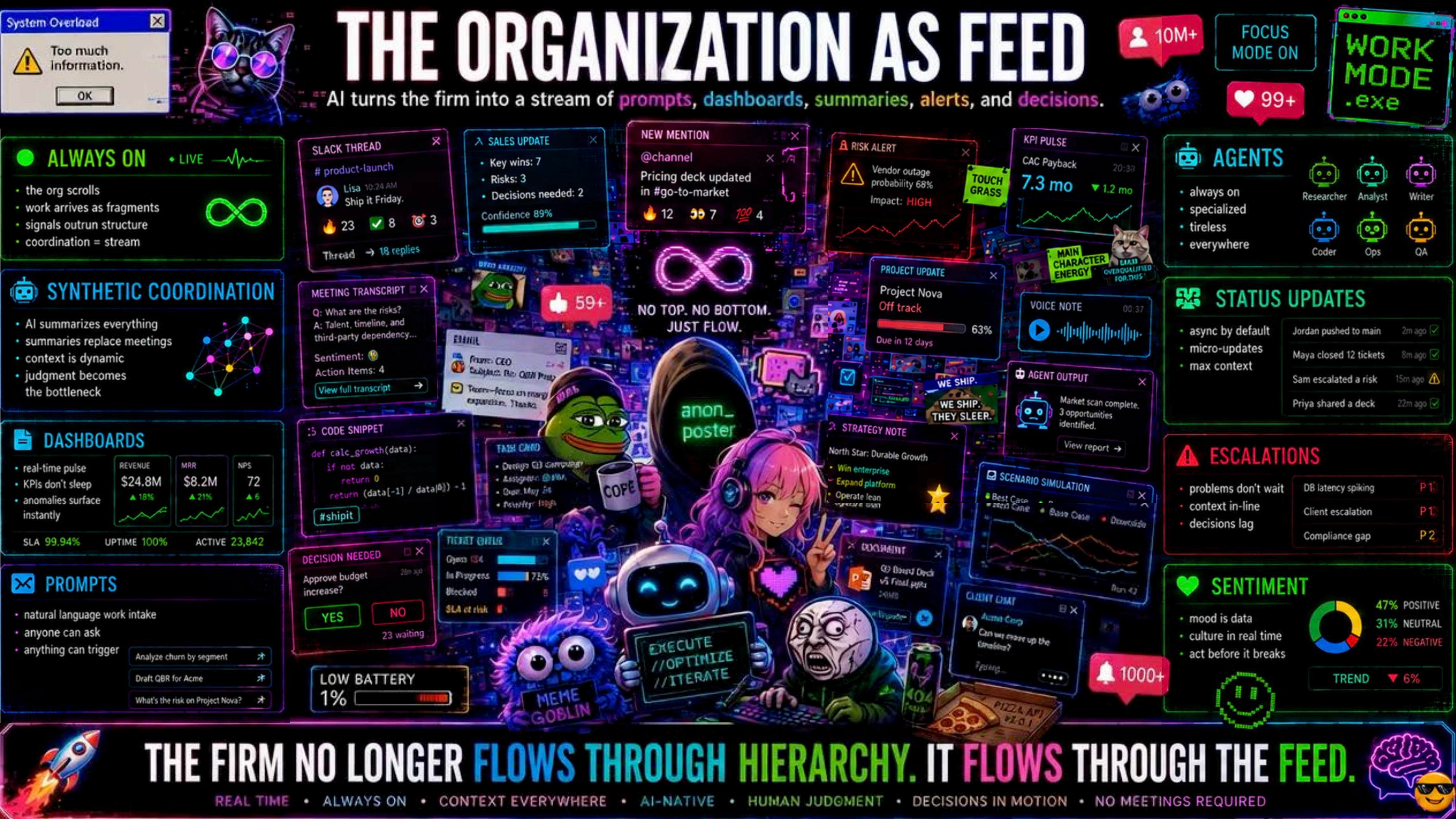
ADAPT OR GET IRRELEVANT.



WE DID IT THIS WAY FOR 100 YEARS

I HATE MEETINGS

DELEGATE OR DIE



THE ORGANIZATION AS FEED

AI turns the firm into a stream of prompts, dashboards, summaries, alerts, and decisions.

10M+

FOCUS MODE ON

WORK MODE .exe

99+



ALWAYS ON

- the org scrolls
- work arrives as fragments
- signals outrun structure
- coordination = stream



SYNTHETIC COORDINATION

- AI summarizes everything
- summaries replace meetings
- context is dynamic
- judgment becomes the bottleneck



DASHBOARDS

- real-time pulse
- KPIs don't sleep
- anomalies surface instantly

REVENUE

\$24.8M

▲ 18%

MRR

\$8.2M

▲ 21%

NPS

72

▲ 6

SLA

99.94%

UPTIME

100%

ACTIVE

23,842

PROMPTS

- natural language work intake
 - anyone can ask
 - anything can trigger
- Analyze churn by segment

Draft QBR for Acme

What's the risk on Project Nova?

SLACK THREAD

product-launch

Lisa

10:24 AM

Ship it Friday.

23

8

3

Thread → 18 replies

SALES UPDATE

- Key wins: 7
 - Risks: 3
 - Decisions needed: 2
- Confidence 89%

NEW MENTION

@channel

Pricing deck updated in #go-to-market

12

7

4

RISK ALERT

Vendor outage probability 68%

Impact: HIGH

KPI PULSE

CAC Payback

7.3 mo

▼ 1.2 mo

AGENTS

- always on
- specialized
- tireless
- everywhere



STATUS UPDATES

- async by default
- micro-updates
- max context

Jordan pushed to main	2m ago	✓
Maya closed 12 tickets	8m ago	✓
Sam escalated a risk	15m ago	⚠
Priya shared a deck	22m ago	✓

ESCALATIONS

- problems don't wait
- context in-line
- decisions lag

DB latency spiking	P1
Client escalation	P1
Compliance gap	P2

SENTIMENT

- mood is data
- culture in real time
- act before it breaks



NO TOP. NO BOTTOM. JUST FLOW.



anon_poster



EXECUTE
//OPTIMIZE
//ITERATE



1000+



THE FIRM NO LONGER FLOWS THROUGH HIERARCHY. IT FLOWS THROUGH THE FEED.

REAL TIME • ALWAYS ON • CONTEXT EVERYWHERE • AI-NATIVE • HUMAN JUDGMENT • DECISIONS IN MOTION • NO MEETINGS REQUIRED

CEO REALITY CHECK

- MARKETS MOVE FASTER ☒
- TECHNOLOGY COMPOUNDS ☒
- TALENT HAS CHOICES ☒
- COSTS WON'T WAIT ☒

YOU CAN'T OUTRUN THIS.
REDESIGN OR IRRELEVANCE.

THIS ISN'T
A PROJECT.
IT'S YOUR
COMPANY.

WHAT CEOs MUST REDESIGN NOW

AI ADOPTION IS NOT THE STRATEGY. **ORGANIZATIONAL REDESIGN IS.**



STOP OPTIMIZING
YESTERDAY.
DESIGN FOR
TOMORROW.

HUMANS
DECIDE.
AGENTS
EXECUTE.
SYSTEMS
SCALE.

CHAOS IS
EXPENSIVE.
CLARITY
COMPOUNDS.

BUILD SYSTEMS.
NOT HOPE.



THE CEO
QUESTION
IS NO LONGER:

"WHICH AI TOOLS
SHOULD WE BUY?"

THE REAL QUESTION IS:

"WHAT KIND OF
ORGANIZATION
BECOMES POSSIBLE
WHEN INTELLIGENCE
BECOMES
INFRASTRUCTURE?"

IGNORANCE
ISN'T BLISS.
IT'S
EXPENSIVE.

1

BUILD AI FLUENCY
AT THE TOP



The board and executive
team must understand
what agents can
actually do.

2

MAP WORK,
NOT JOBS



Break roles into:

- tasks
- decisions
- handovers
- risks
- judgment points

START
WITH
WORK.
NOT
TITLES.

3

REDESIGN TEAMS
AROUND ORCHESTRATION



- Small teams
- Agent support
- Clear ownership
- Faster cycles

SMALLER
TEAMS.
BIGGER
IMPACT.

4

PROTECT HUMAN
JUDGMENT



Decide where humans
must remain responsible,
especially in
high-stakes
decisions.



THINK
HARDER.

5

CREATE A NEW
OPERATING MODEL



- Governance
- Data access
- Agent permissions
- Audit trails
- Security
- Accountability

GUARDRAILS
AREN'T
SLOW.
THEY'RE
SPEED
ENABLERS.

NO MODEL.
NO CONTROL.
JUST CHAOS
AT SCALE.



FUTURE
READY
OR
FUTURE
REGRET?

BOTTOM LINE



DO NOT ASK:
"HOW DO WE ADD AI
TO THE ORGANIZATION?"



ASK:
"HOW SHOULD THE ORGANIZATION CHANGE
NOW THAT AI CAN COORDINATE AND
EXECUTE WORK?"

THE COMPANIES THAT **WIN** WON'T USE AI THE MOST. THEY WILL **REDESIGN THEMSELVES** MOST INTELLIGENTLY AROUND IT.



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