



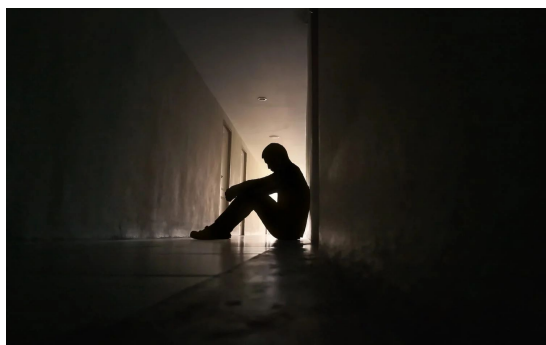
Sam is writing a newspaper story about an experimental school in Bolivia. He visits the school to interview students and teachers, and he is impressed.



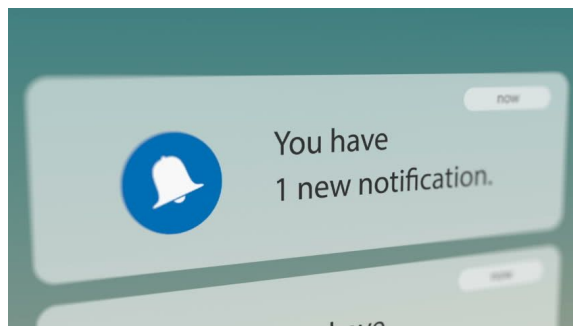
He tries to write about its success as indicative of improving education, but he's worried he's being too optimistic and minimizing educational inequity in the country.



Sam publishes his story, and he receives numerous comments from disillusioned teachers calling his story naive—they think all schools are eventually doomed to fail.



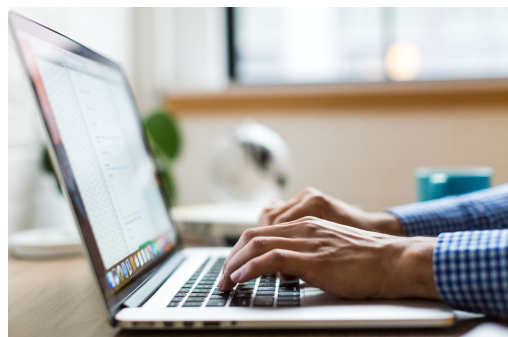
He falls into a depressive and nihilistic state—what's even the point of all of this? Optimism is just a thin cover to the reality that life is inherently useless and meaningless.



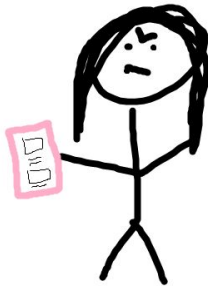
Sam gets a notification from our app. He hesitantly opens it and reads an absurdly overstated and nihilistic quote about how pointless life is.



He doesn't immediately feel better, but he smiles a little and is reminded that cynicism isn't necessarily less cliché or more realistic than hope.



Sam takes a deep breath, checks his story again, and sees other supportive comments that were appreciative for his story. He feels ready to get back to work.



I hate all of these fake, silly motivational quotes! Everyone is so shallow and void of humor!

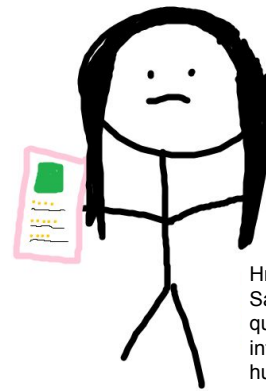


I swear, no one has any sense of humor these days! I wish there was an app or something I could have with humorous quotes instead of these crappy, "inspirational" quotes.

**The Next Day...**



Let's see... Any humorous apps to cancel out the terrible quotes I see every day?



Hmmm... What's this app? Satirical demotivational quotes? Wow, that falls right into my dry and satirical humor interests!



Wow! This app is amazing! The quotes are hilarious and I can share quotes with my friends through the app! I love it!



Everyone around Dale is happy and Dale hates optimism



Dale checks his phone during breaks at his miserable job



Dale sees a quote he likes from the "demotivator" app



Dale finds the quote funny and shares it with his friends on social media



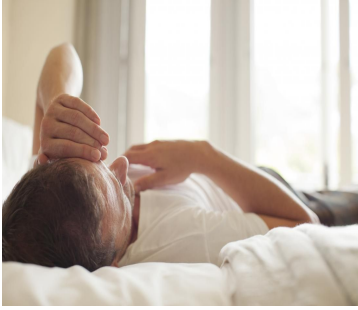
After finding the quote, Dale continues through his day more amused



Dale can live happier reminded of a more nihilistic outlook







Jerry wakes up unmotivated but still wakes up to play some video games.



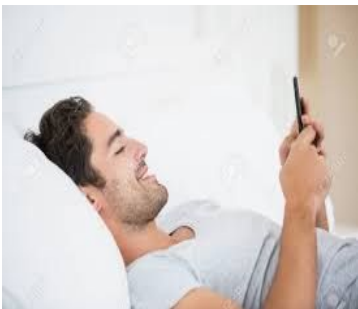
He plays video games and just wishes to fix his lifestyle of being addictive to games and a more healthy one.



He decides he is going to workout and he does but eventually gets unmotivated as Jerry sees others in better shape.



He is on his phone and an ad pops up showing demotivational quotes. Coincidence that was so he checks it out.



He then installs the app and then notices the quotes and they make him feel better. He then notices he does not need to take everything so serious.



Jerry realizes he can take it easy and once he starts he will eventually get fit. Since that day he uses the app and is engaged by the quotes.