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The mention about Kalman's "Fuck committee" attracted my attention. I found his one page essay and read about it. What he wrote there just hit me hard. I wonder if he has the image of Steve Jobs in his mind while he wrote the phrase "lunatic entrepreneur". I think the development of world wide web and social media dramatically changes how people view information and is the cause of many social issues. We need a different way to look at this world- from an "orthogonals" point of view.

"Too many cooks" is always the problem that I experienced in my job. While in many occupations, teamwork with a group of people from diverse backgrounds is beneficial and did help me to achieve a better result. Sometimes I think the design by committee approach tends to push our creativity into a "playing safe" mode. Such an approach also removes the creativity away from the flaming passion and emotional motivation inside the designer. It is interesting that his solution is to identify the "few lunatic entrepreneurs" and then "treat them well and use their money to change the world". That shows he is surely a practical person and knows what the real world functions. I wonder if Steve Jobs is considered as one of such a "lunatic entrepreneur" or is Jobs exactly what Kalman talked about.

In recent years, with the powerful algorithm that drives all the social media, people started to be limited to see what they used to see and what they liked to see and moved away from the balanced reality of the world. These AI based social network algorithms are the true root problem that caused the "sedition". Unfortunately, these AI based social networking algorithms are very successful and we can only have a more accurate view if we start to see the world from an "orthogonals" stand point. And that is the design of my news magazine- "ORTHOGONALS"! I think we need to examine the world from different viewpoints and not depend on the conventional approach to think about current events. We need to have a big picture view which glues multiple events together and sees their interconnection. We need to observe from a distance but yet from various angles. Then we need to do what Kalman said "when you find them, treat them well and use their money to change the world."