

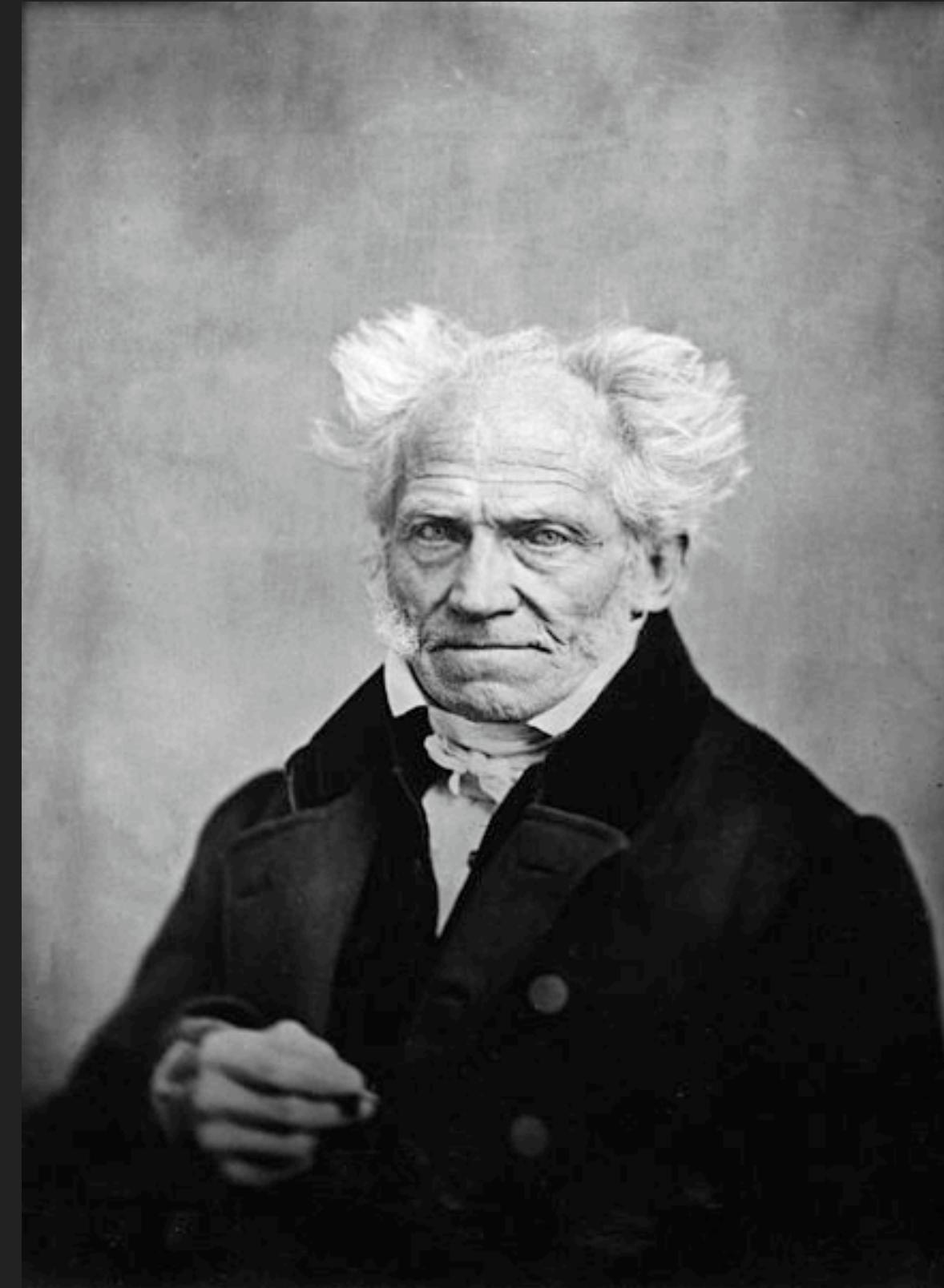
SCHOPENHAUER : THE ART OF BEING RIGHT

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TECH TWITTER EDITION

# ARTHUR SCHOPENHAUER

- ▶ German philosopher
- ▶ 1788 - 1860
- ▶ The world and its representation



@jlengrand

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# THE ART OF BEING RIGHT : 38 WAYS TO WIN AN ARGUMENT

## Logic

*Facts*

## Dialectic

*Debate*

“A man may be objectively in the right, and nevertheless ..., he  
may come off worst”

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# THE ART OF BEING RIGHT : 38 WAYS TO WIN AN ARGUMENT

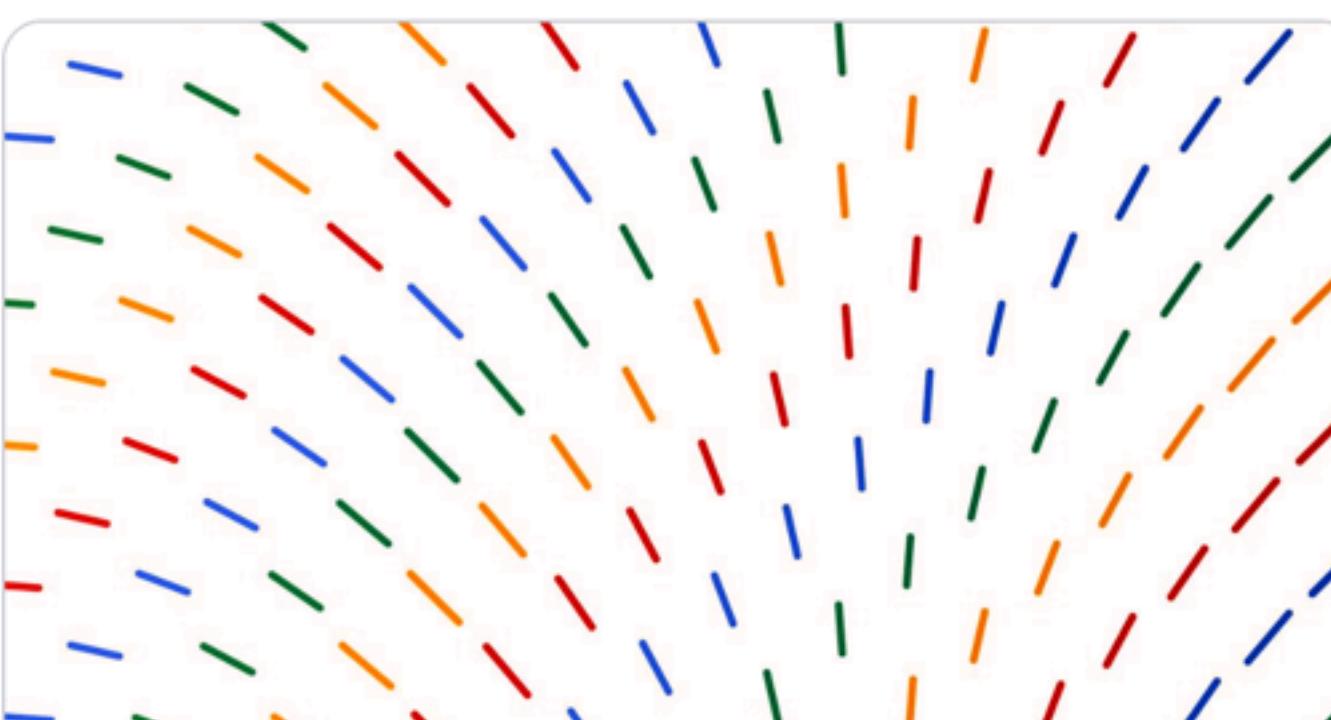
- ▶ Generalize specific statements
- ▶ Make your opponent angry
- ▶ Interrupt, break, divert
- ▶ ...



# BUT TWITTER IS NOT A DEBATE BETWEEN 2 PEOPLE

Sundar Pichai ✅ @sundarpichai · Oct 1

Proud to announce our biggest commitment to the future of news yet: the launch of Google News Showcase - a new kind of news experience for publishers and readers - along with a \$1 billion global investment in partnerships with publishers.



Our \$1 billion investment in partnerships with news publishers  
We're launching Google News Showcase—a new news experience—with a \$1 billion global investment towards paying for quality content  
[blog.google](#)

256 565 3.1K 16 1

Elon Musk ✅ @elonmusk · 9h

"What is love? Baby don't hurt me."— Winston Churchill

3.8K 16.6K 146.2K 16 1

Jeff Bezos ✅ @JeffBezos · Feb 28

Discussing climate, sustainability, and preserving the natural world with President [@EmmanuelMacron](#) today in Paris. #BezosEarthFund #ClimatePledge



8.1K 2.1K 16.1K 16 1

Satya Nadella ✅ @satyanadella · Sep 28

We're expanding our partnerships with operators so that together we can unlock new scenarios in a low latency, 5G world.



Microsoft partners with the telecommunications in...  
The increasing demand for always-on connectivity, immersive experiences, secure collaboration, and ...  
[azure.microsoft.com](#)

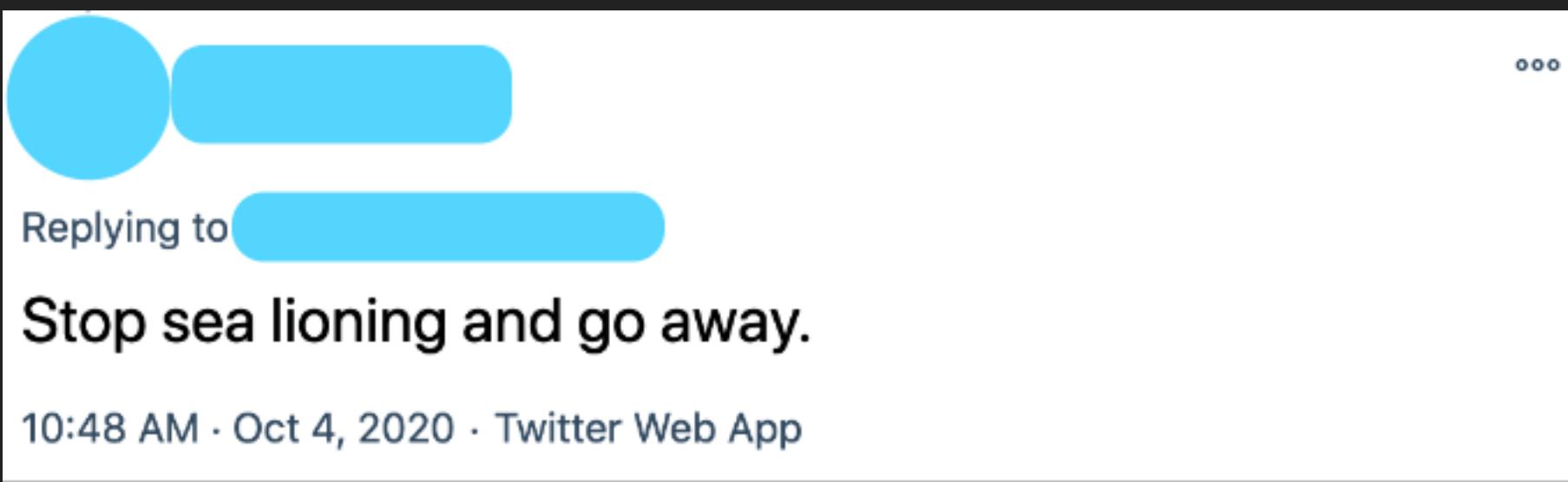
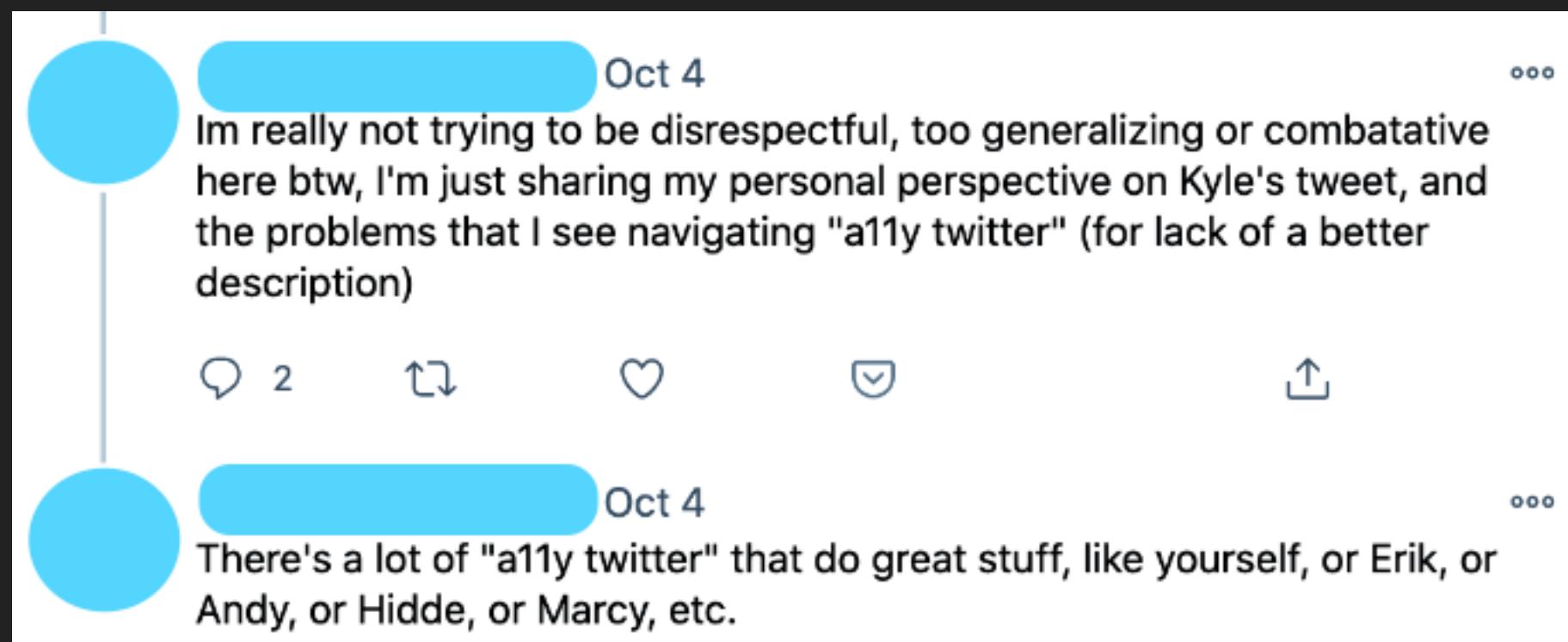
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# DISCLAIMER

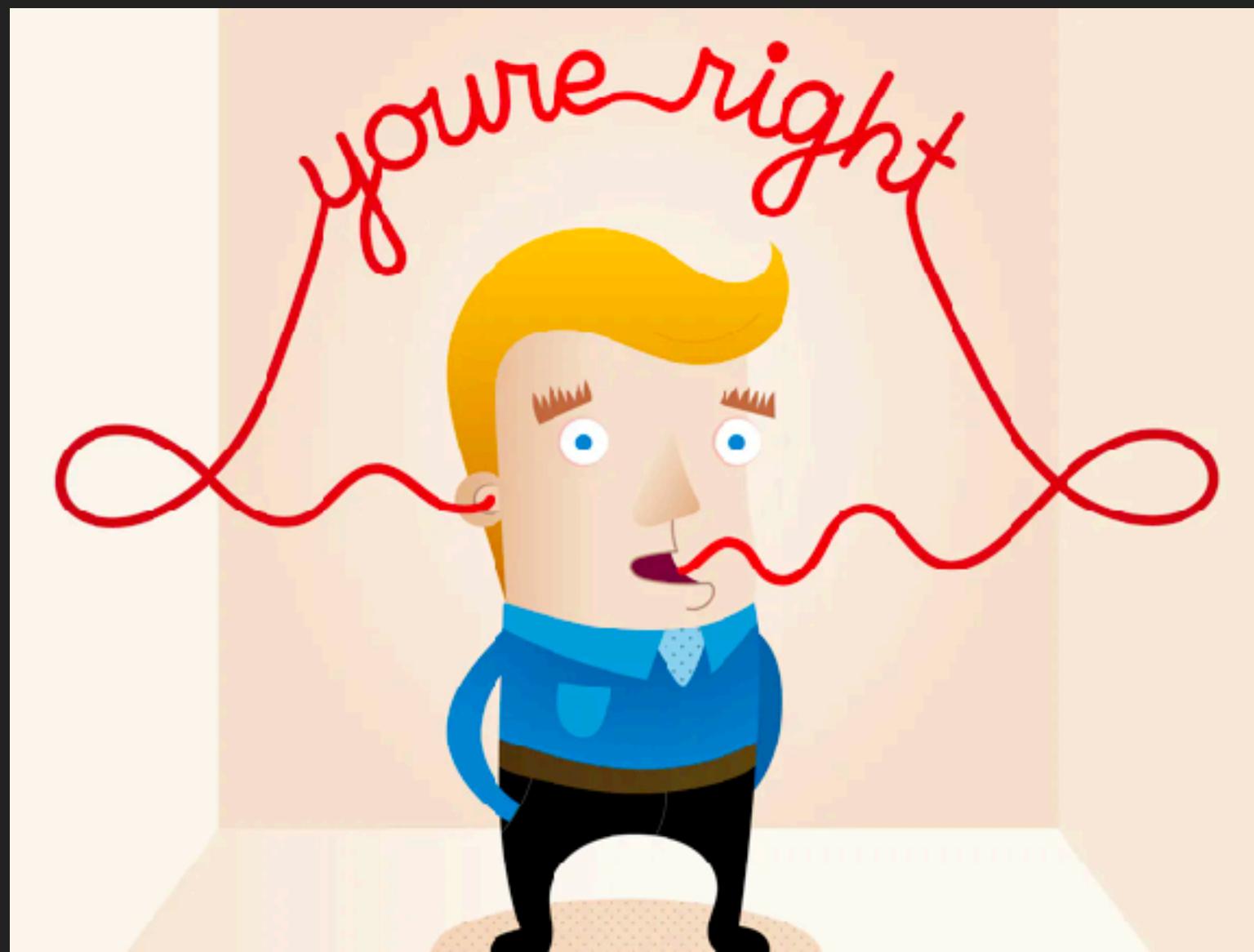
- ▶ !!! This talk is not about *insert technology / name / group !!!*
- ▶ If you go digging, you probably missed the point.

# THE PROBLEM OF THE BLOCK BUTTON

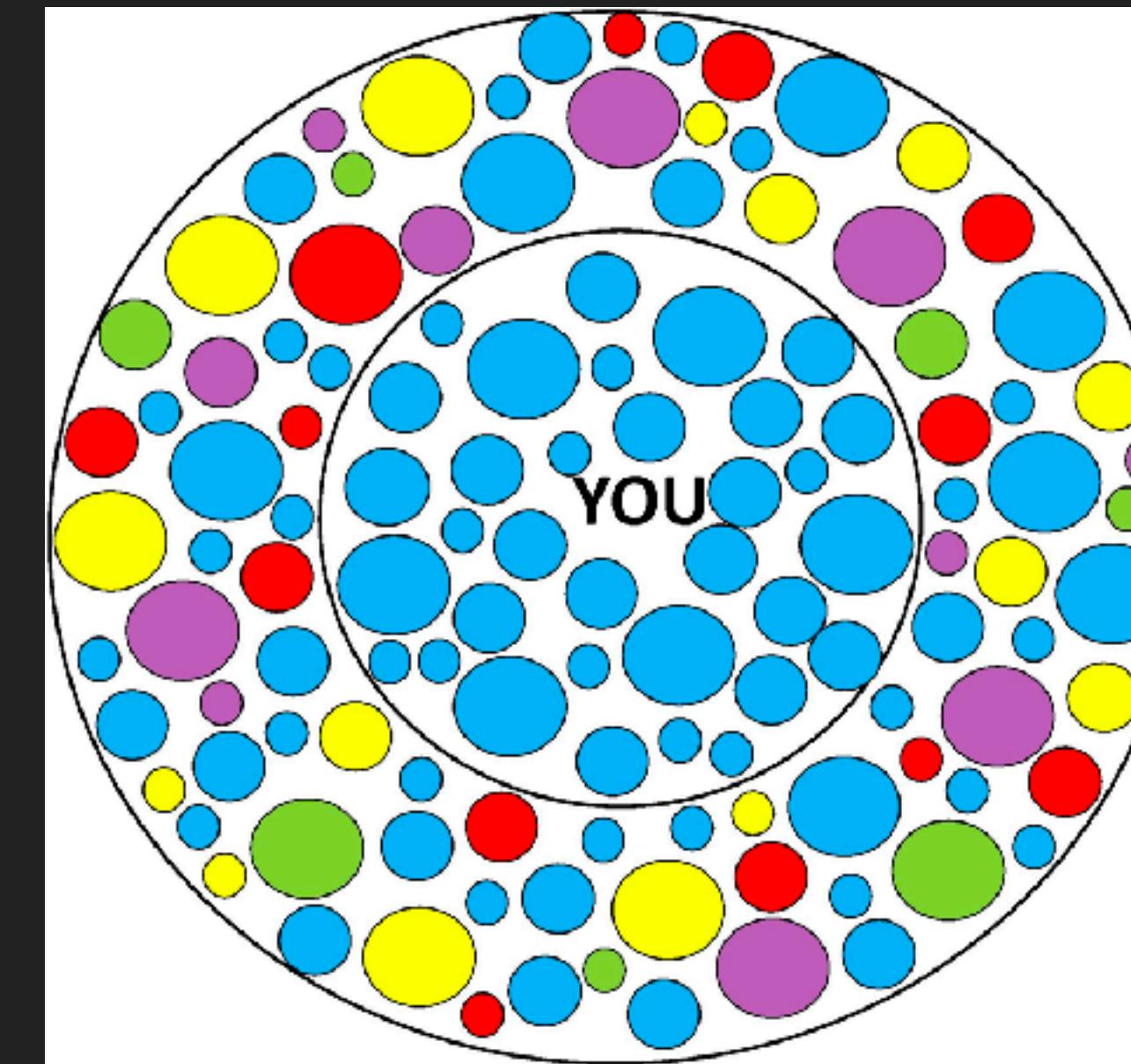


# TWITTER AND THE ECHO CHAMBER

## Echo Chamber



## Filter bubble



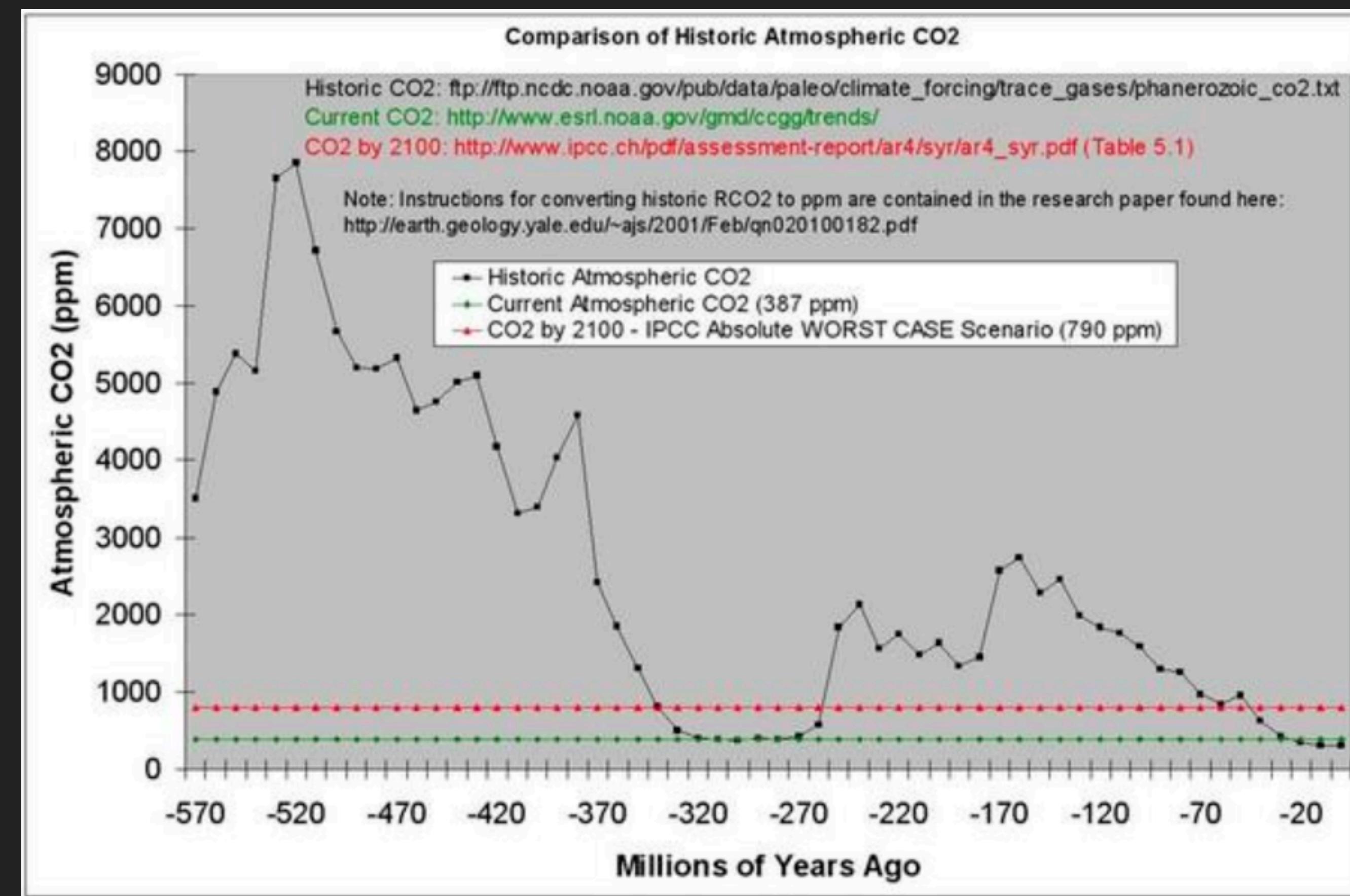
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## ALRIGHT, LET'S FIND SOME 'FUN' EXAMPLES!

- ▶ **Appeal to authority rather than reason**
- ▶ **A faulty proof refutes his whole position**

# APPEAL TO AUTHORITY RATHER THAN REASON

Fun fact: I personally have twice as many climatology degrees as Biden, Harris, Obama, Gore, Revkin, Ruffalo, DiCaprio, Greta, and Gavin Schmidt combined!



# A FAULTY PROOF REFUTES THE WHOLE POSITION

Polymer Project  
@polymer

An effort 9 years in the making, but we've finally made it.

WebComponents are supported natively in every major browser

Browser support	CHROME	OPERA	SAFARI	FIREFOX	EDGE
HTML TEMPLATES	STABLE	STABLE	STABLE	STABLE	STABLE
CUSTOM ELEMENTS	STABLE	STABLE	STABLE	STABLE	STABLE
SHADOW DOM	STABLE	STABLE	STABLE	STABLE	STABLE
ES MODULES	STABLE	STABLE	STABLE	STABLE	STABLE

Web Components.

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ES MODULES	STABLE	STABLE	STABLE	STABLE	STABLE
SERVER RENDERING	OOPS	WE	FORGOT	ABOUT	THAT

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# BEING RIGHT ON TWITTER? YOU CANNOT!

- ▶ There will always be someone to disagree.
- ▶ Facts don't \_really\_ matter
- ▶ **Logic** is totally replaced by **dialectic**

## AND SOCIAL MEDIA ARE SKEWED BY DESIGN

- ▶ Platforms want your attention
- ▶ Outrage sells
- ▶ So does your filter bubble



TEXT

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# PEOPLE PROFIT FROM POSSIBLY HARMFUL BEHAVIORS



 @jlengrand

# GROUP BEHAVIORS : COPYPASTA

I'm literally sitting here crying and throwing up at this ne

Top    Latest    People    Photos    Videos

jake @tayduagrande · Oct 8  
Replying to @iamcardib

Mr. president, i'm literally sitting here crying and throwing up at this news. you are the bravest man i have ever seen. i named my first son donald after you! if anything happened to you, i don't know what i would do. thank you for ending racism.

Donald J. Trump ✅ @realDonaldTrump · 1d

0:08 | 1.2K views 571K 917K 1.8M

From jake

proud twarrie @HBWxCALM · Oct 8  
Replying to @narendramodi @POTUS and 2 others

Mr President I'm literally sitting here crying and throwing up at this

## TWITTER IS BIASED BY DESIGN

- ▶ 34% Twitter users are female
- ▶ Twitter : **+31% emotional connection / social media average**

# SO WHY ON TWITTER???

- ▶ Diversity of opinions
- ▶ Genuine social network



# REMEMBER : IT'S JUST OPINIONS

Interesting opinion but let's not forget it's just an opinion.

Git is not a success story. Git is a failure as a system with a crap user experience that forces you to learn more about the tool you're using than about getting your work done.

[Show this thread](#)

9:21 PM · Oct 12, 2020 · Twitter for iPhone

“There are very few who can think, but every man wants to have an opinion ...”

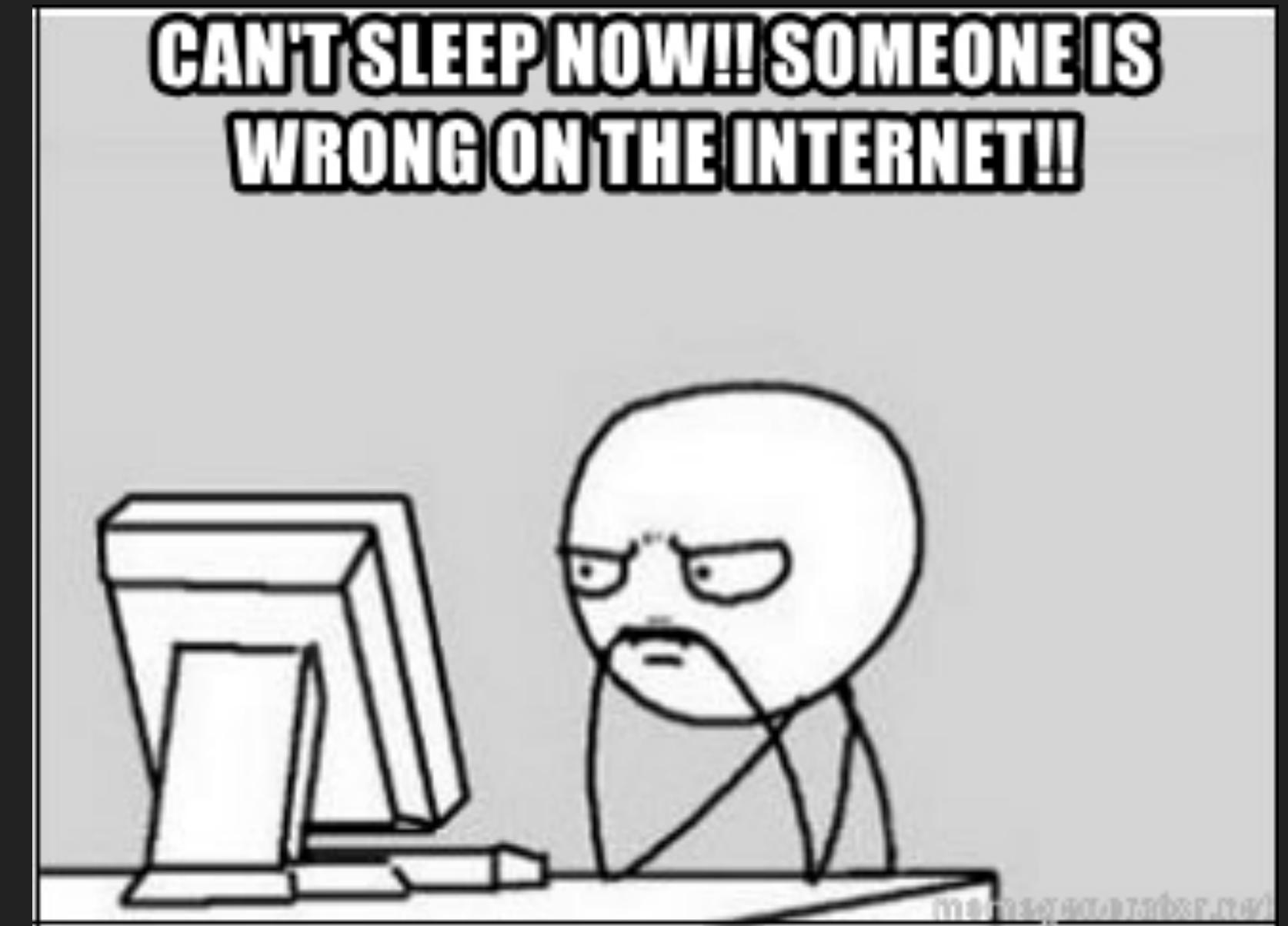
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# LAST WORDS, SCHOPENHAUER

“The science of Dialectic, in one sense of the word, is mainly concerned to tabulate and analyze dishonest stratagems, in order that in a real debate they may be at once recognized and defeated.”

## TWITTER SAFE GUIDE:

- ▶ Don't feed the troll
- ▶ Verify what you read :)
- ▶ Focus on value



**SEE YOU THERE SOON!**

**@jlengrand**

 **@jlengrand**