





# Measured or Strong?

When society is battling over an idea there is usually two voices that are used.

One is the *measured* voice. A calm and collected individual presents a rational and coherent argument that makes “sense” and has a clear path to execution. There is usually an exploration of the other side and a willingness to listen to that perspective and included it in the solution.

The other voice is a *strong* one. This speech comes at us. It makes its presence known. There is a clear and present danger with an obvious solution. There is no room for nuance from this position. The strong position doesn’t present a fair argument from the other perspective. It denigrates the other side. It presents matters in “right” and “wrong.”

The strong voice often prevails in debate. Why is this? Two reasons:

One is that the strong voice is often appealing to emotion. A measured voice is rooted in the rational position and one of the pillars of the rational position is that emotion takes a back seat to reason. Humans, by default, respond to emotion but don’t necessarily respond to reason; this requires them buying into the rationalist premise. The appeal to emotion is going to be more successful because people default to emotional reasoning.

The second reason for the success of the “strong” voice comes from the origins of it. Almost always we make lots of noise when we experience pain. And if one is in pain one is much more likely to make that known. There are a variety of sayings that encapsulate this principle:

The squeaky wheel gets the grease.

A closed mouth doesn't get fed.

The nail that sticks out gets hammered down.

Being loud and heard are important if the pain is to be fixed.

If you are a “measured” voice and battling with a “strong” voice you are fighting with a handicap.

Some might think that the strong voice is the wrong voice. But there are times when a loud position is needed. When people are hurting and need their plight seen by others. But in general emotional reasoning will only get humans in community so far.