

# 1729

## Lecture 2: The Ledger of Record

Argument from cryptography over argument from authority.

[1729.com/ledger-of-record-slides.pdf](http://1729.com/ledger-of-record-slides.pdf)

# Overview

1. Transcendence requires self-defense
2. Against centralized corporate "truth"
3. For decentralized cryptographic truth
4. Digital defense of the network state

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1. **Transcendence requires self-defense**
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# Our goal is transcendence

We have a positive vision for the future.

- A. Win and Help Win
- B. Truth, Health, Wealth
- C. All Must Become Excellent
- D. Infinite Frontier, Immutable Money, Eternal Life



Visualize Value  
@visualizevalue

"Win and help win." — [@balajis](#)



11:57 PM · Apr 29, 2021 · Twitter Web App

314 Retweets 28 Quote Tweets 1,893 Likes

# Our goal is transcendence

We have a positive vision for the future.

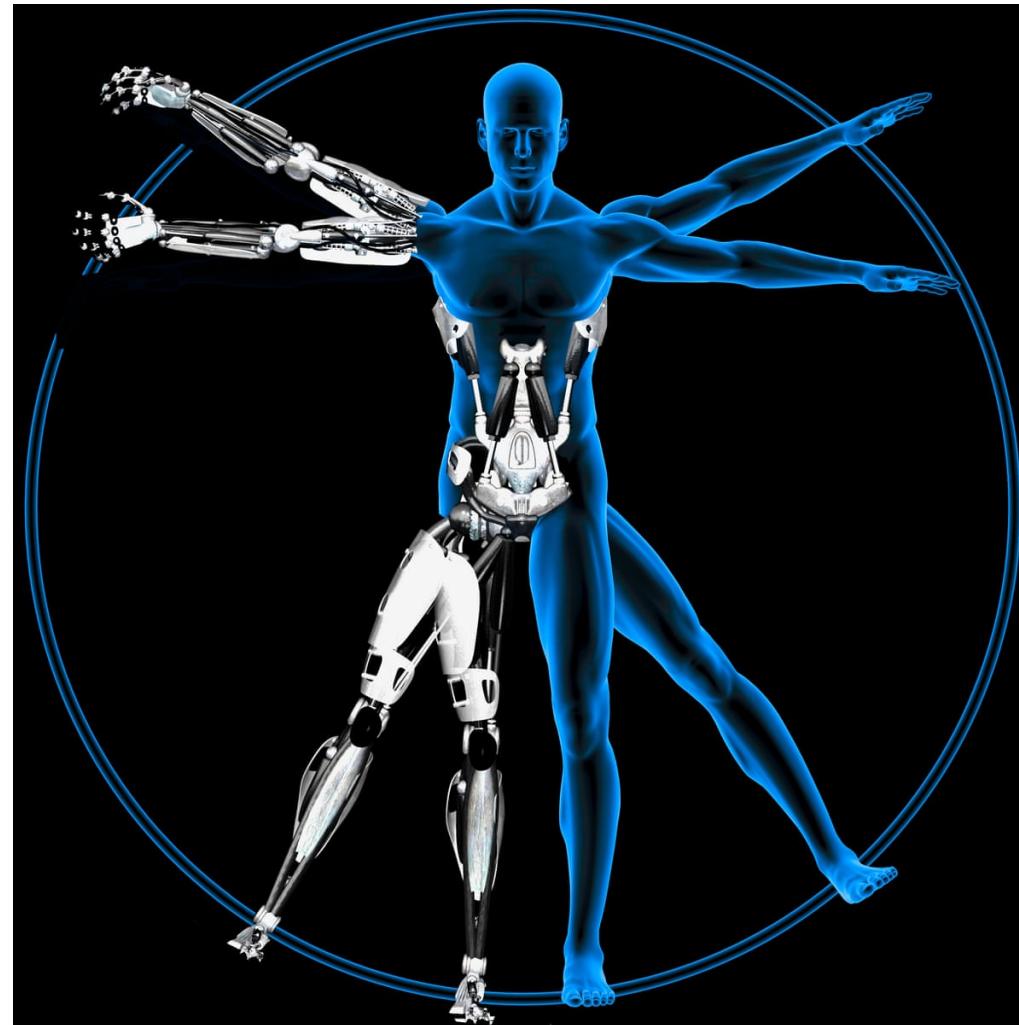
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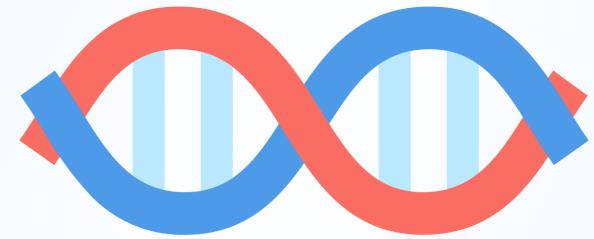
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# Transcendence requires self-defense

Guaranteed way to lose in Civ? Put 100% into science, 0% into defense. Get killed by a neighbor's spearman.



# Transcendence requires self- defense

Guaranteed way to lose in  
Civ? Put 100% into science,  
0% into defense. Get killed  
by a neighbor's spearman.



# Full stack includes the moral stack

It's not just about computer software and hardware, but biological software and biological hardware.

The ideas in people's heads and the position of their bodies.

Computer Software

Computer Hardware

Biological Software

Biological Hardware

bitcoin / bitcoin Public



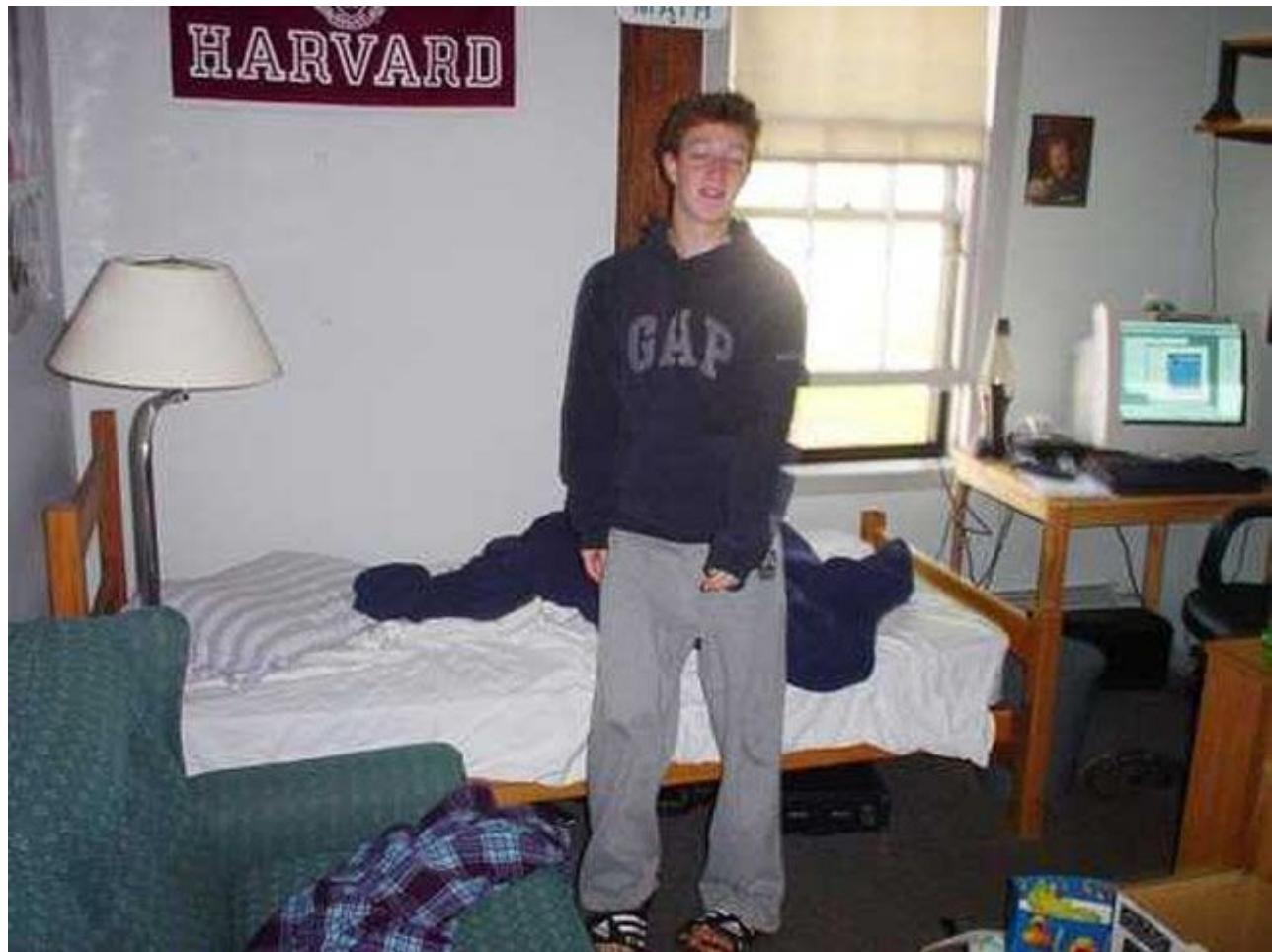
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# Zuckerberg and Sulzberger

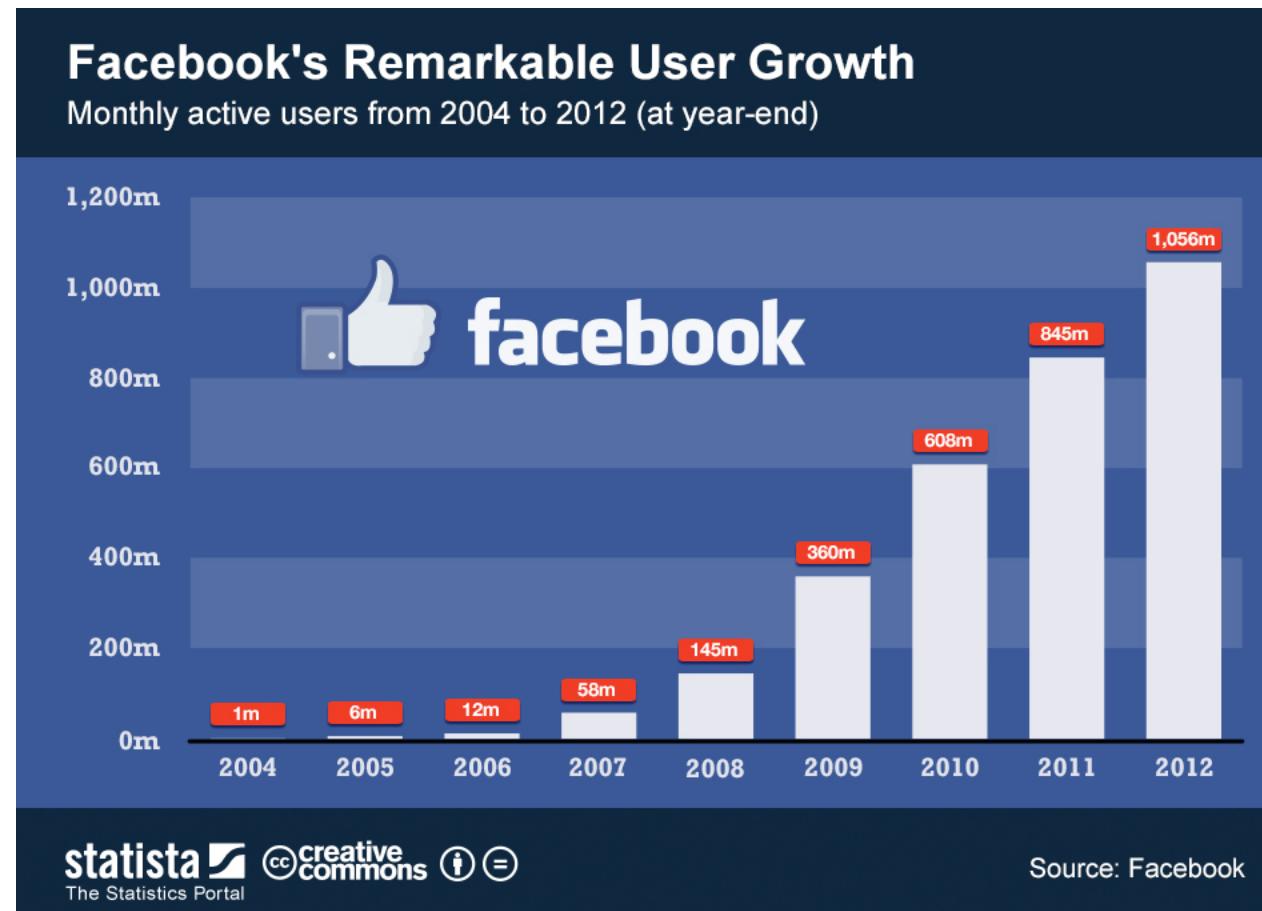
**Everyone knows Mark Zuckerberg.**

Not everyone knows Arthur G.  
Sulzberger.



# Zuckerberg and Sulzberger

Everyone knows Mark Zuckerberg.  
Not everyone knows Arthur G. Sulzberger.



## A.G. Sulzberger, 37, to Take Over as New York Times Publisher



# Zuckerberg and Sulzberger

Everyone knows Mark Zuckerberg.  
**Not everyone knows Arthur G. Sulzberger.**



Arthur Sulzberger Jr., the current publisher of The New York Times, and his son, Arthur Gregg Sulzberger, who will assume the job on Jan. 1. Damon Winter/The New York Times

# The New York Times Company is Sulzberger's Inheritance

A royal succession, a contest between three rich white American male relatives.



Arthur Gregg Sulzberger, the next publisher of The Times, with his cousins and colleagues Sam Dolnick, left, and David Perpich, right, in 2016. Tony Cenicola/The New York Times

# The New York Times Company is Sulzberger's Inheritance

A royal succession, a contest between three rich white American male relatives.

## The New Generation

The younger Mr. Sulzberger was one of three cousins who were candidates for the job of publisher. The others were Sam Dolnick, 37, an assistant managing editor who oversees many digital and mobile initiatives, and David Perpich, 40, a senior executive at The Times who helped establish its pay wall.

# The New York Times Company is Sulzberger's Inheritance

A royal succession, a contest between three rich white American male relatives.

Succession at The Times has been a fraught process in previous years, with some family members perceiving that sons in the Sulzberger line had an advantage. The most recent selection process included the formation of a seven-member committee intended to give each candidate equal consideration.

The Ochs-Sulzberger family, through several trusts, controls about 91 percent of the stock that elects 70 percent of the company's board members.

# It Claims To Be The Literal Truth

Here is its marketing campaign.



# But NYTCO Covered Up the Holodomor...

Won a Pulitzer for covering up the genocide of 5M Ukrainians.

## *Stalin's Man at the New York Times*

A film explores the monstrous Soviet horror and the cover-up by a Pulitzer winner.



Actor Peter Sarsgaard at a press conference for "Mr. Jones". Mr. Sarsgaard plays communist liar and New York Times Pulitzer winner Walter Duranty in the film.

# **But NYTCO Covered Up the Holodomor...**

Won a Pulitzer for covering up the genocide of 5M Ukrainians.

## New York Times Statement About 1932 Pulitzer Prize Awarded to Walter Duranty

Duranty, one of the most famous correspondents of his day, won the prize for 13 articles written in 1931 analyzing the Soviet Union under Stalin. Times correspondents and others have since largely discredited his coverage.

**But NYTCO said  
Castro Wasn't a  
Communist...**

Like taking bin Laden on his word.

# the man who invented **fidel**

"Fascinating and ultimately  
dispiriting... [it] illuminates the  
enriching power of bias and myth."  
—Jonathan Alter, *The New York  
Times Book Review*

CASTRO, CUBA, AND HERBERT L. MATTHEWS OF THE NEW YORK TIMES

Anthony DePalma



# But NYTCO told us there were WMDs in Iraq...

Monopoly of truth, upstream of  
monopoly of violence.

## New York Times: we were wrong on Iraq

The New York Times today issued an extraordinary mea culpa over its coverage of [Iraq](#), admitting it had been misled about the presence of weapons of mass destruction by sources including the controversial Iraqi leader Ahmad Chalabi.

In a note to readers published today under the headline 'The Times and Iraq', the editors of the newspaper said they had found "a number of instances of coverage that was not as rigorous as it should have been".

"In some cases, information that was controversial then, and seems questionable now, was insufficiently qualified or allowed to stand unchallenged.

"Looking back, we wish we had been more aggressive in re-examining the claims as new evidence emerged - or failed to emerge," they continued.



Glenn Greenwald

@ggreenwald

...

Even the Russiagate-friendly NY Times now essentially acknowledges, buried deep in articles, that the Steele Dossier was a fraud. But it goes far beyond that: there was massive abuse of power & disinformation from FBI & CIA as part of the 2016 Russiagate investigation & few care.

# But NYTCO claimed Russiagate was real...

Page A1 Pulitzers, sotto voce  
admission of error.

nytimes.com

POLITICS | The F.B.I. Pledged to Keep a Source Anonymous. Trump Allies Aided His Unma...

The Steele dossier was deeply flawed. For example, it included a claim that Mr. Trump's former lawyer Michael D. Cohen had met with a Russian intelligence officer in Prague to discuss collusion with the campaign. The report by the special counsel who took over the Russia investigation, Robert S. Mueller III, [found that Mr. Cohen never traveled to Prague](#).

And Mr. Danchenko's statements to the F.B.I. contradicted parts of the dossier, suggesting that Mr. Steele may have exaggerated the soundness of other allegations, making what Mr. Danchenko portrayed as rumor and speculation sound more solid.

8:17 PM · Oct 9, 2020 · Twitter for iPad

869 Retweets 34 Quote Tweets 2,266 Likes

# But NYTCO faked Caliphate, Cambridge Analytica, 1619...

Too many fake stories to name.

MEDIA

## 'New York Times' Retracts Core Of Hit Podcast Series 'Caliphate' On ISIS

December 18, 2020 · 6:00 AM ET

Heard on [Morning Edition](#)



DAVID FOLKENFLIK



# A deeper look into the controversy of The New York Times' '1619 Project'

"The 1619 Project" is back in the news with a Times columnist criticizing the piece and a call for its Pulitzer Prize to be removed.

## But NYTCO faked Caliphate, Cambridge Analytica, 1619...

Too many fake stories to name.



Nikole Hannah-Jones, creator of The New York Times' "1619 Project," earlier this year. (Credit: mpi43/MediaPunch /IPX)

# And NYTCO owners even owned slaves

Somehow never came up during 1619  
and the summer of 2020...

## The family that owns the New York Times were slaveholders: Goodwin

By [Michael Goodwin](#)

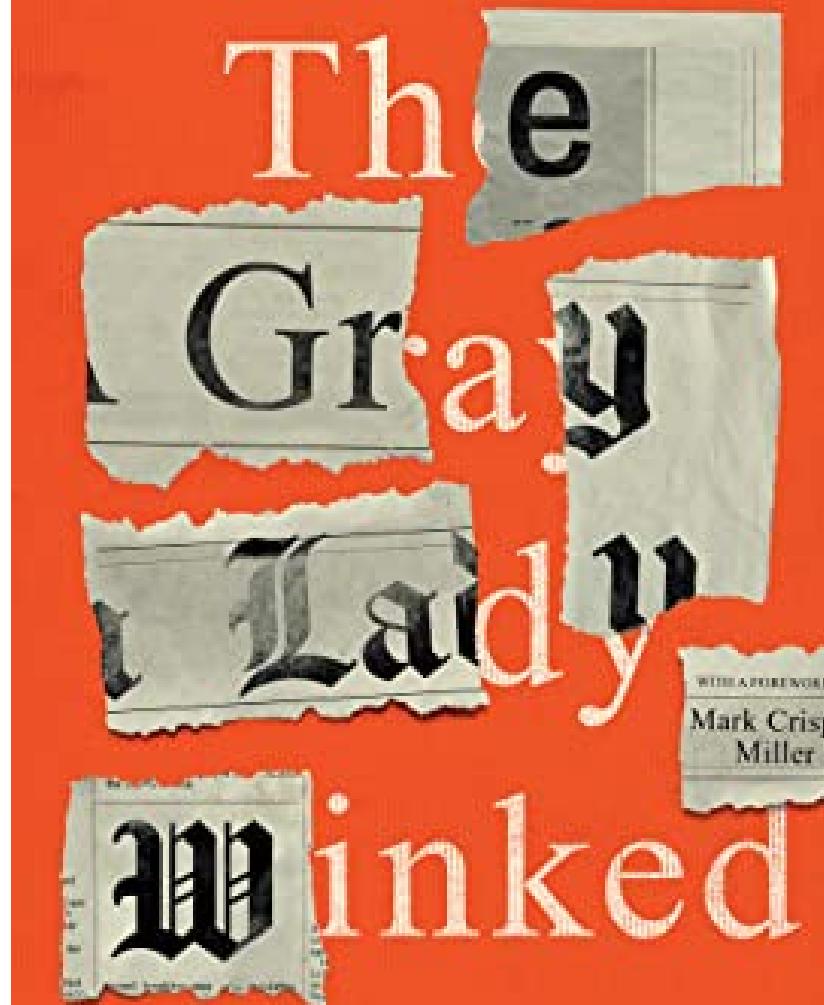
July 18, 2020 | 10:39pm | Updated



# Read the Gray Lady Winked

It shows just how deep this goes.

Ashley Rindsberg



How *The New York Times's*  
Misreporting, Distortions & Fabrications  
Radically Alter History

# So: We Can't Trust Sulzberger's Inheritance

We live in the Matrix, Memento, the Game, the Truman Show.

What can we trust?



# Overview

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# Gell-Mann Amnesia

After seeing all of this, people go back to how they were.



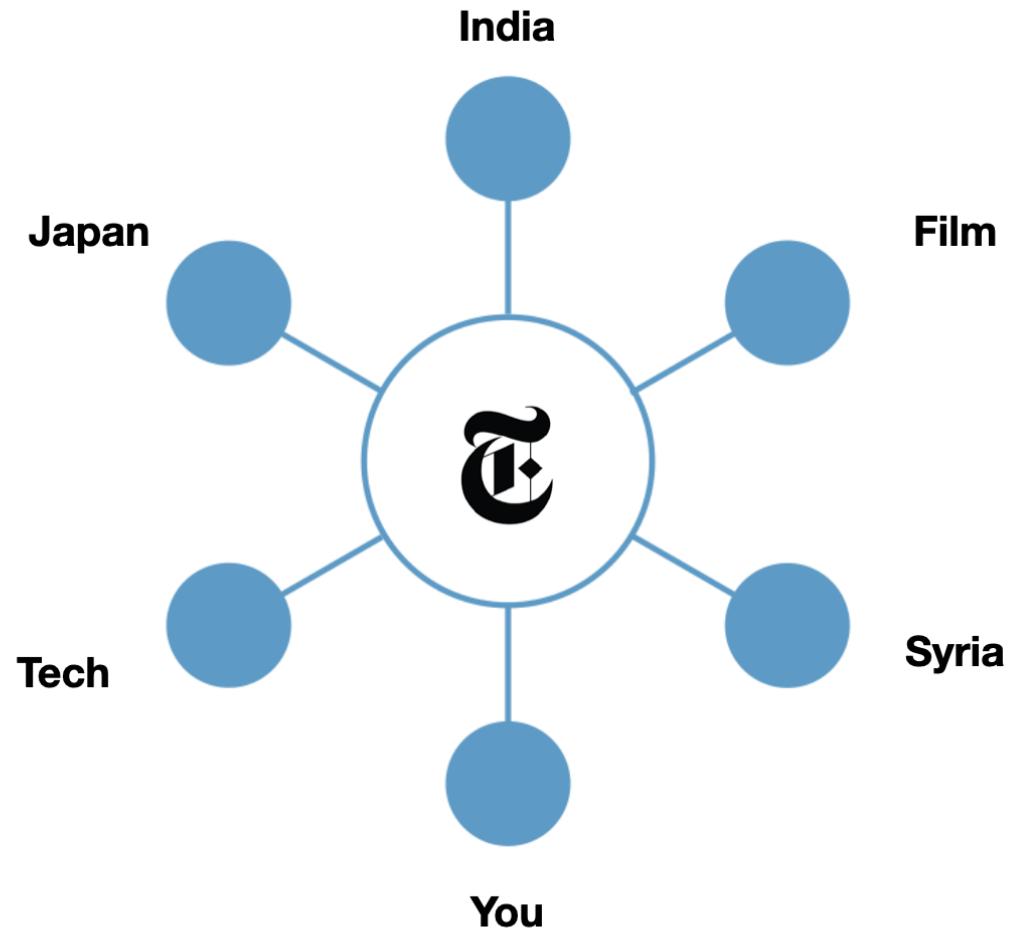
“ Briefly stated, the Gell-Mann Amnesia effect is as follows. You open the newspaper to an article on some subject you know well. In Murray's case, physics. In mine, show business. You read the article and see the journalist has absolutely no understanding of either the facts or the issues. Often, the article is so wrong it actually presents the story backward—reversing cause and effect. I call these the "wet streets cause rain" stories. Paper's full of them. In any case, you read with exasperation or amusement the multiple errors in a story, and then turn the page to national or international affairs, and read as if the rest of the newspaper was somehow more accurate about Palestine than the baloney you just read. You turn the page, and forget what you know.

**Michael Crichton**

# Centralization Causes Gell-Mann Amnesia

Why? Hub-and-spoke topology of legacy information ecosystem.

Only have local information to fact check a few things.



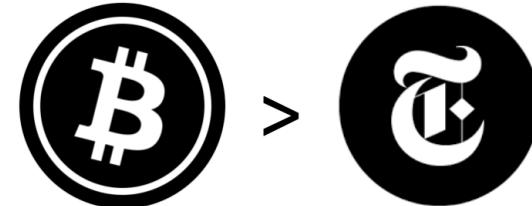
# Social Media Partially Addresses This...

Spokes starting to talk to each other



# But Need to Fix Information Supply Chain

This has two parts: decentralized cryptographic truth and digital defense of the network state.

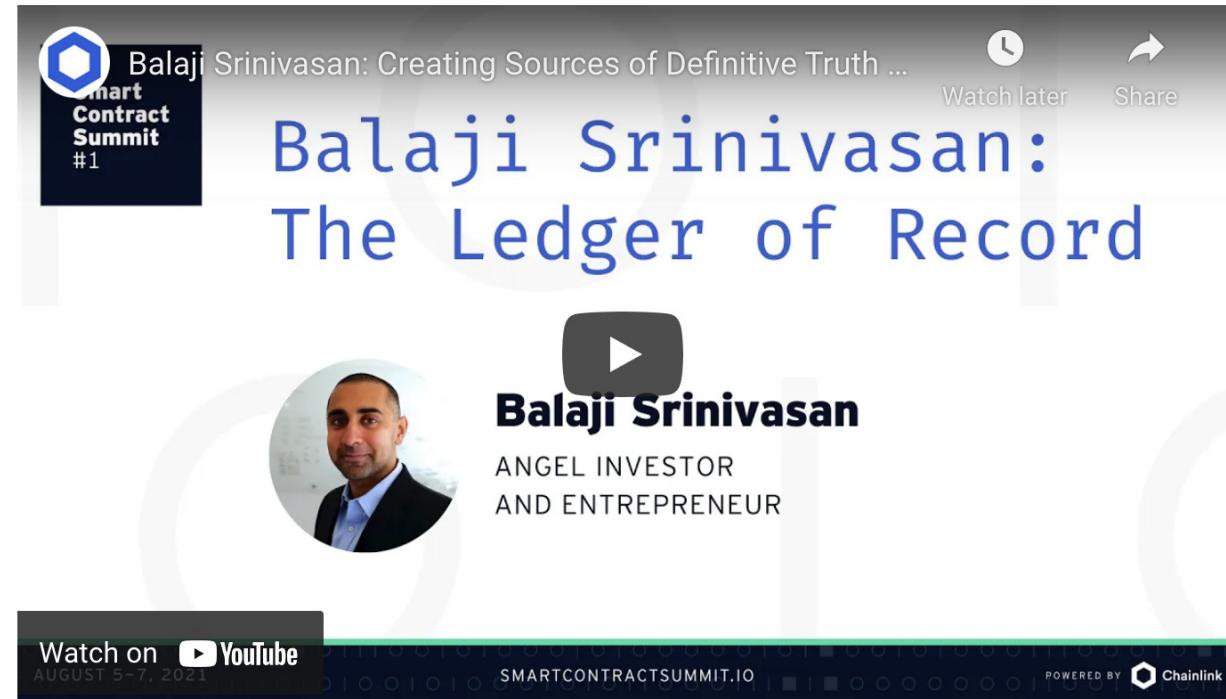


## The Ledger of Record

Argument from cryptography over argument from authority

# Decentralized Cryptographic Truth

Watch [talk](#) on the Ledger of Record  
and Truly Reproducible Research.





Balaji Srinivasan   
@balajis

...

We are building the ledger of record.

As each assertion goes on-chain, the metadata becomes verifiable.

- Proof-of-who via digital signature
- Proof-of-what via hash
- Proof-of-when via timestamp

Argument from cryptography begins superseding argument from authority.



Chainlink - Official Channel @chainlink · Nov 12

Balaji Srinivasan is now an advisor helping build Chainlink.

@AP's recent #Chainlink node launch was a key milestone in realizing @balajis' vision of cryptoinformation. His work on the ledger of record will help further Chainlink as the global standard for cryptographic truth.

8:47 PM · Nov 12, 2021 · Twitter Web App

299 Retweets 48 Quote Tweets 1,869 Likes

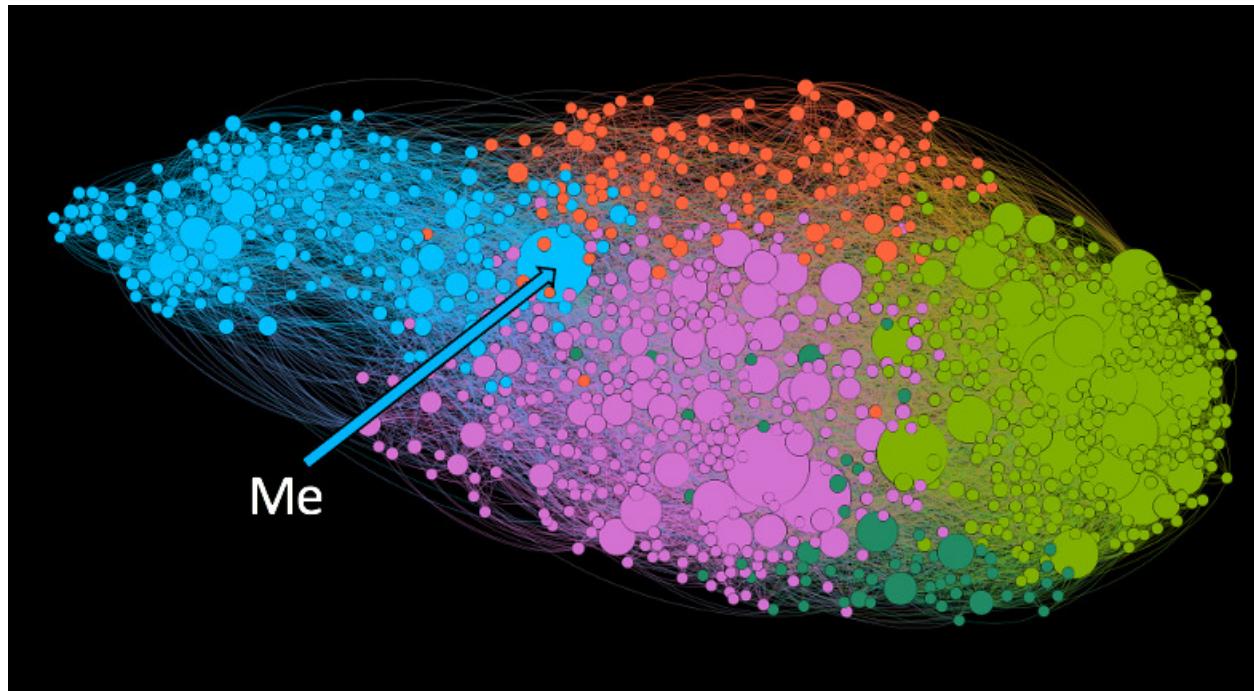
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# The Social War

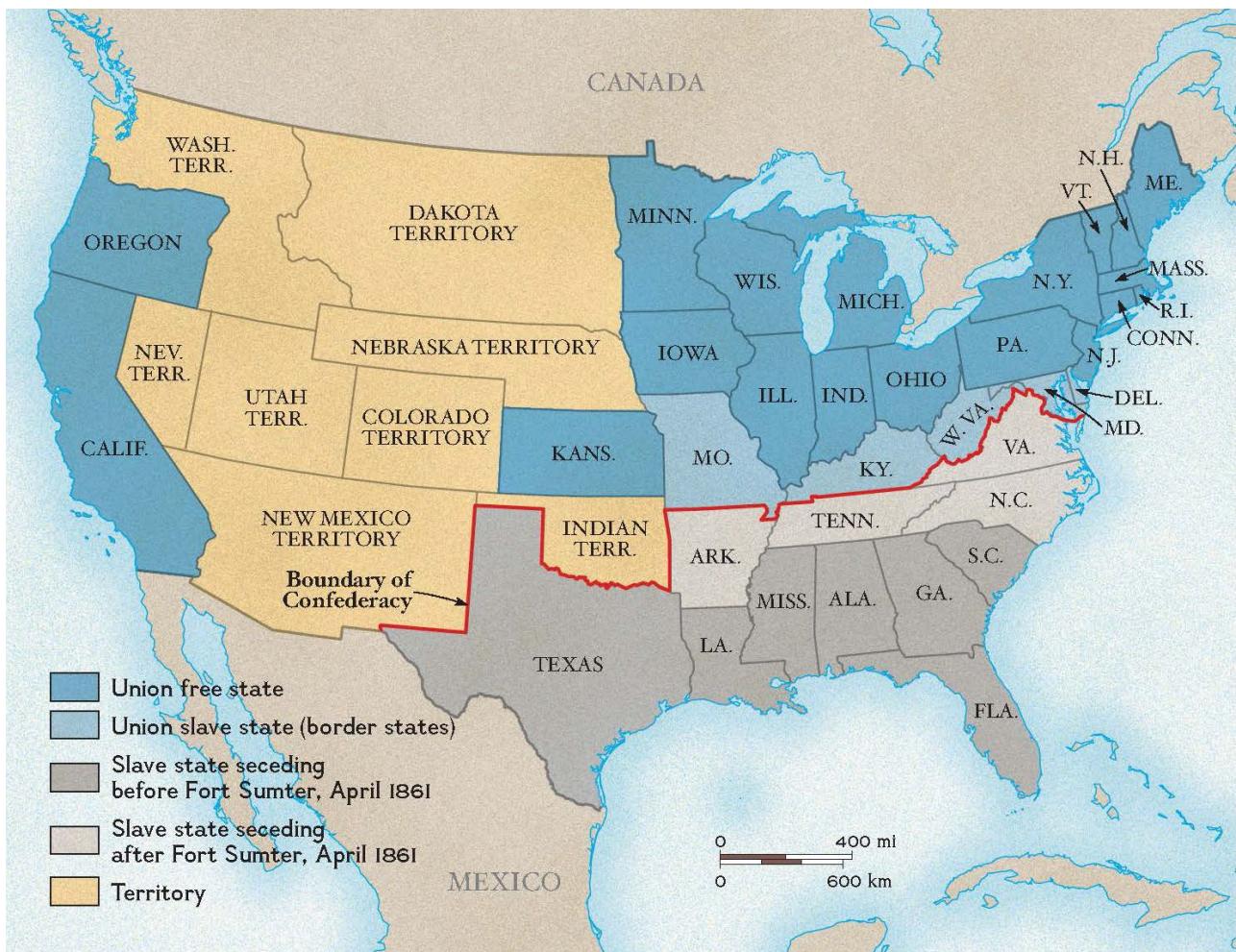
Mentioned two parts: decentralized cryptographic truth and digital defense of the network state.

The world is in the middle of a multi-sided social war.



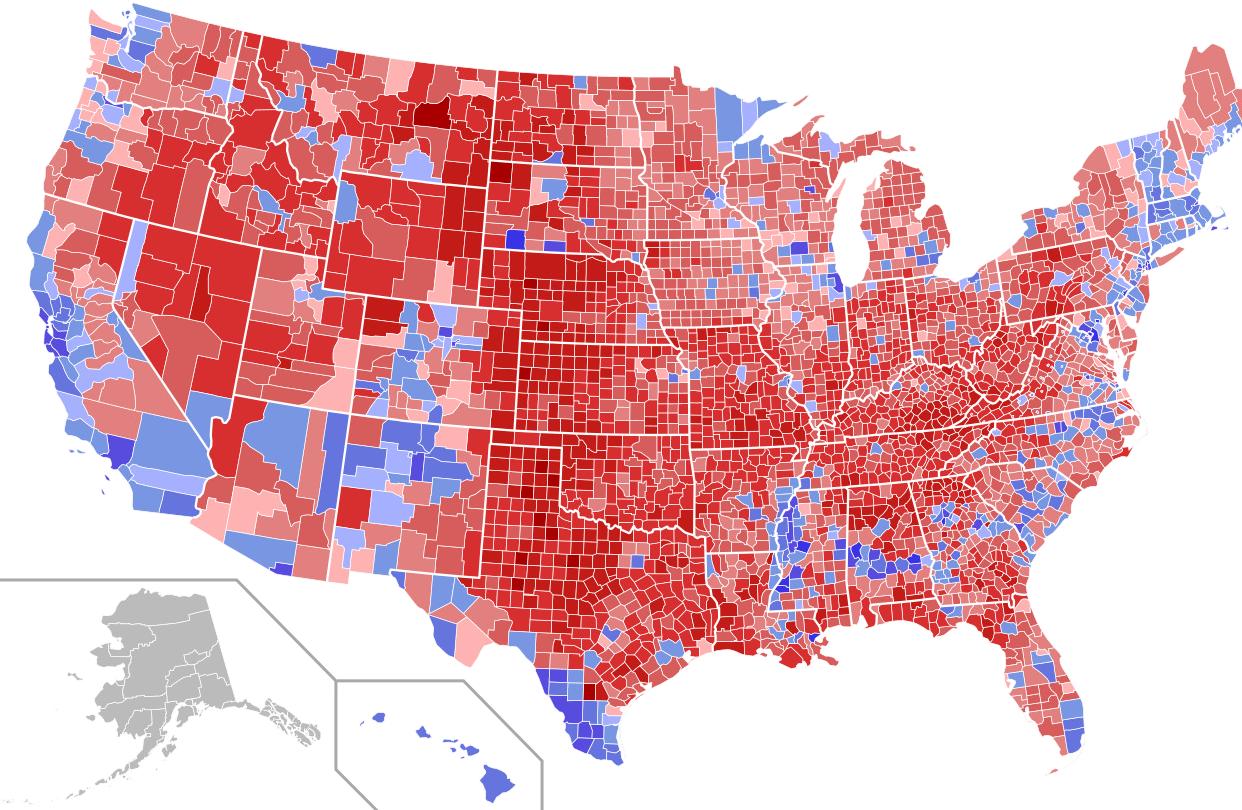
# In 1861, physical separation

In a physical war, the sides are disjoint in physical space.



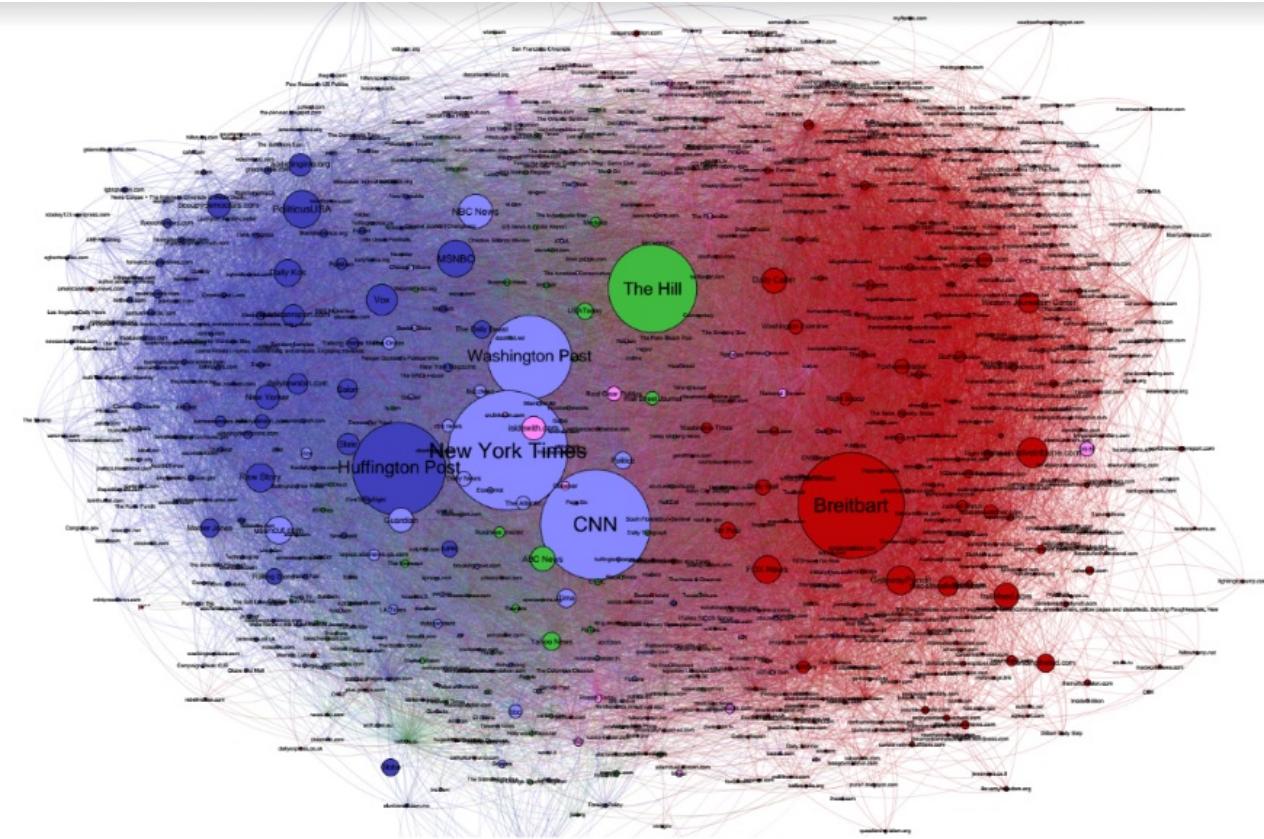
# In 2016, physical overlap

Today American blue and red overlap physically.



# In 2016, digital separation

But American blue and red are disjoint digitally.



# The Social War

In a physical war, the goal is to invade territory.

In a social war, the goal is to invade the mind.

## The Great Lesson of California in America's New Civil War

Why there's no bipartisan way forward at this juncture in our history — one side must win

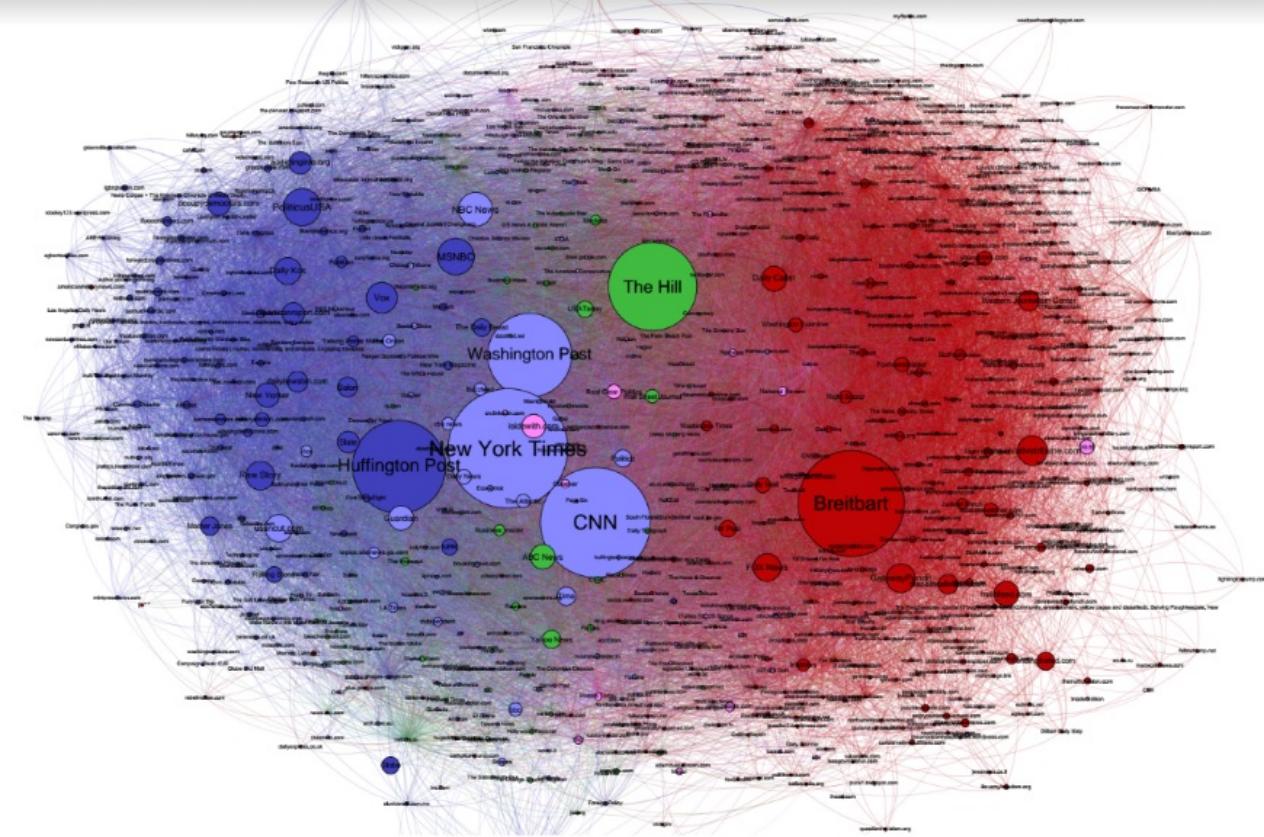


Peter Leyden Jan 20, 2018 · 14 min read \*



# The Battlefield of Ideas

Now we understand cancellation,  
unbanking, deplatforming, free  
speech, and the like differently.



# The Coming Social War

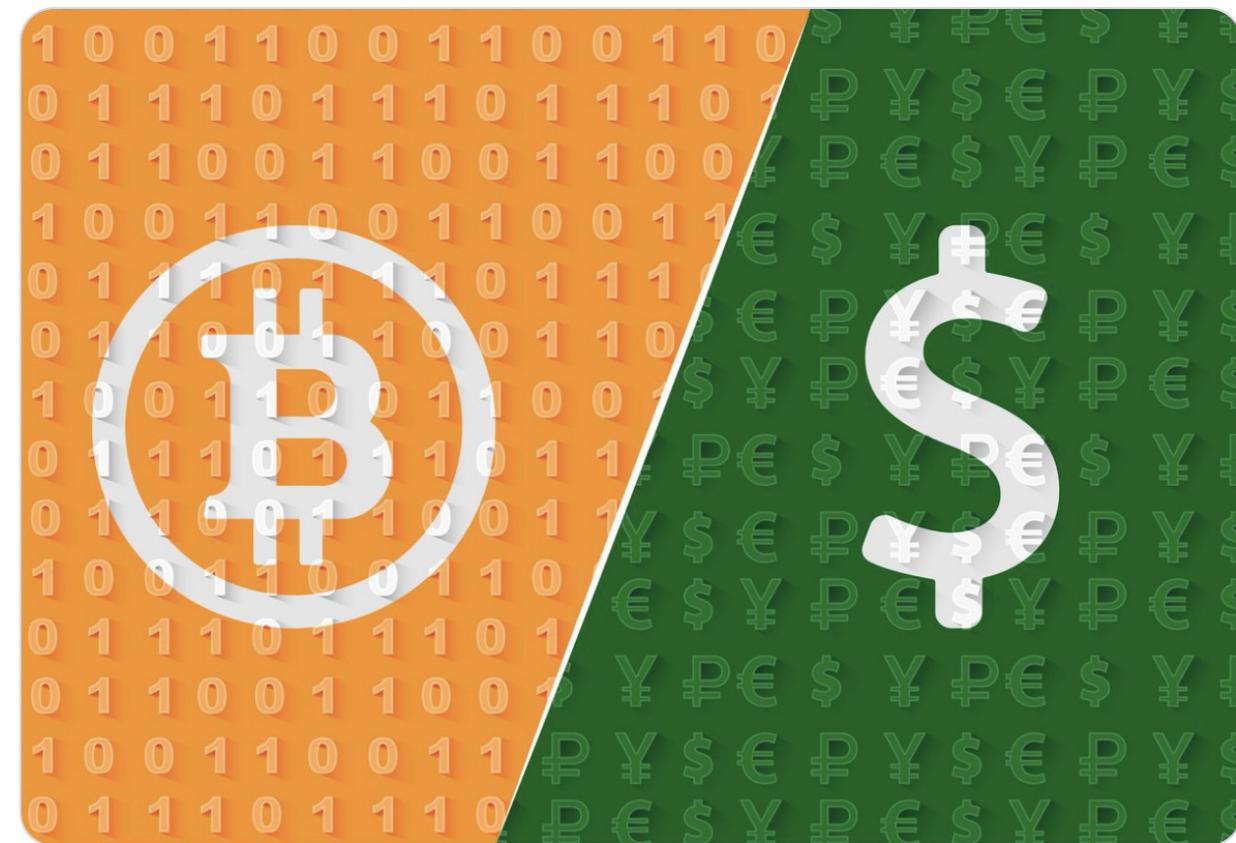
The next one is not blue-vs-red, but orange-vs-green. Many parties will switch sides.



Balaji Srinivasan

@balajis

The next one isn't red vs blue, it's orange vs green.  
BTC vs USD, for all the marbles.



2:28 PM · Oct 24, 2021 · Twitter for iPhone

73 Retweets 6 Quote Tweets 507 Likes

...



BRIAN CAPSLOCKHART  
@BrianLockhart

I DID NOT CREATE THIS BUT IT IS A BEAUTIFUL DISPLAY OF CURRENT BATTLEFIELD CONDITIONS



# The Coming Social War

The next one is not blue-vs-red, but orange-vs-green. Many parties will switch sides.

11:15 AM · Jun 10, 2021 · Twitter for iPhone

39 Retweets 5 Quote Tweets 188 Likes

# The Coming Social War

The next one is not blue-vs-red, but orange-vs-green. Many parties will switch sides.



Virginia Heffernan ✅ @page88 · Oct 25

Like “divorce” in a marriage this word [@jack](#) tweeted should not be uttered unless you’re trying to bring it into being.

No one shd take investment advice from someone who sees himself as making markets.

How insanely reckless to tweet this. Immoral. Jack, ban thyself.



jack ⚡ ✅  
@jack

...

~~Hyperinflation~~ is going to change everything. It's happening.

10:15 PM · 10/22/21 · [Twitter for iPhone](#)

**16.2K Retweets 6,684 Quote Tweets**

**70.3K Likes**



1K



483



666



# The Coming Social War

The next one is not blue-vs-red, but orange-vs-green. Many parties will switch sides.



Stacie @satsie · Oct 25  
Is this you?



WIRED

SUBSCRIBE

VIRGINIA HEFFERNAN

10.23.18 7:00 AM

IDEAS

## How Hyperinflation Destroys Much More Than Just Currencies

To call hyperinflation strictly an economic problem is to overlook its wrenching cultural implications and a general collapse in a system of values.



118



128



1.7K



jack⚡️  
@jack

...

Replies to @satsie and @page88

Candyman?

11:25 PM · Oct 25, 2021 · Twitter for iPad

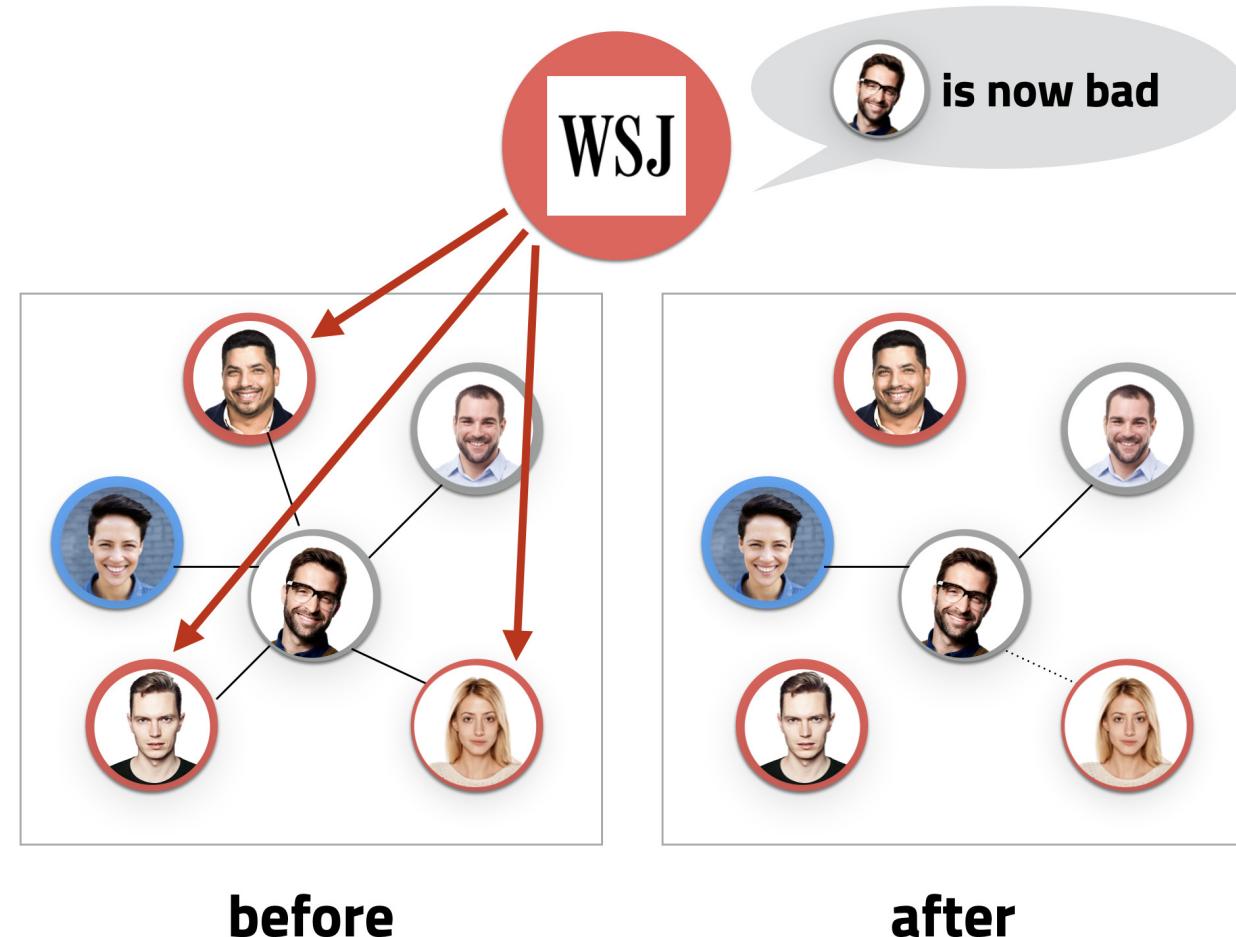
27 Retweets 7 Quote Tweets 933 Likes

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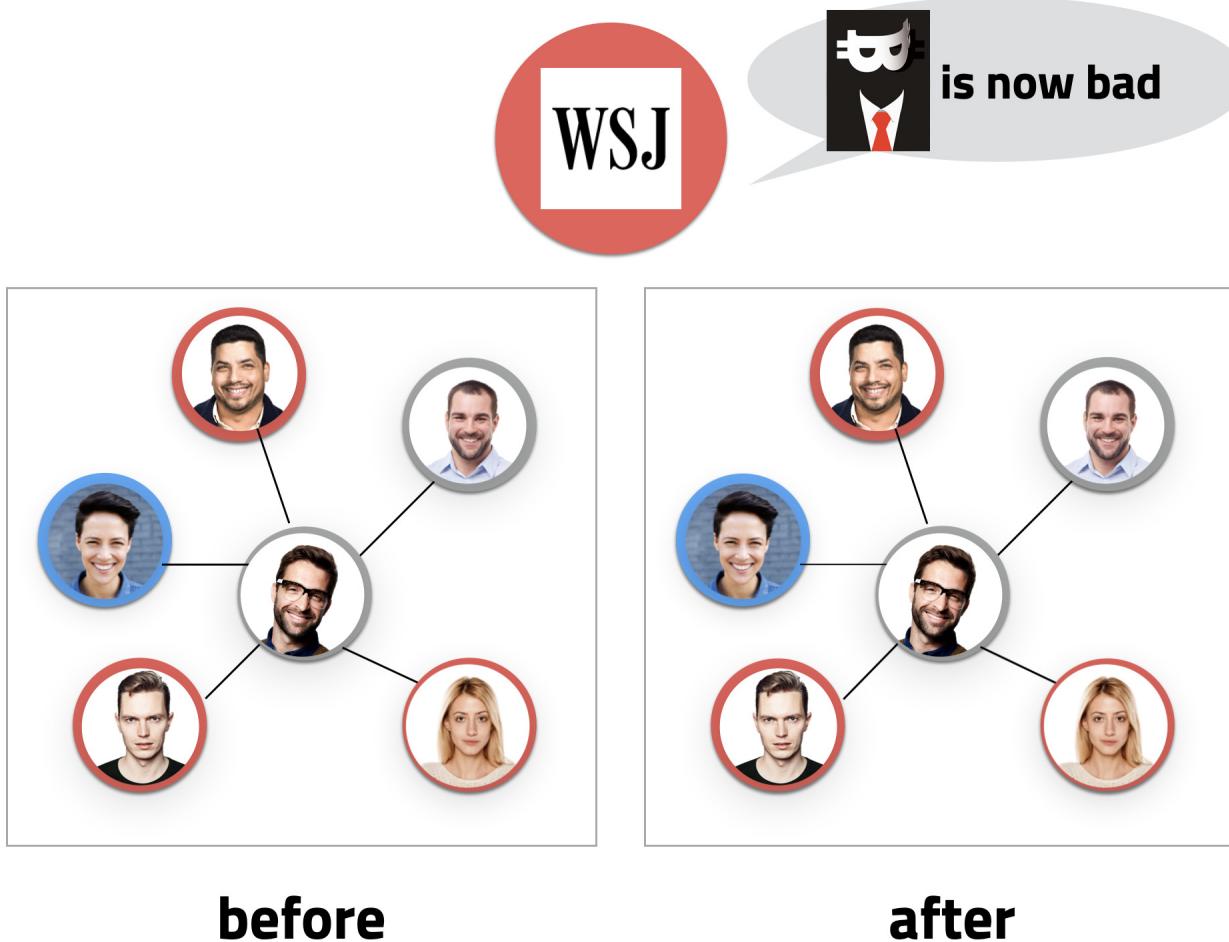
# Digital Defense in the Social War

To erect a digital defense, we need to understand the mechanics of cancellation.



# Defense #1: Pseudonymity

This protects the individual.



# Defense #2: Counter-Mob

An improvised group retaliation.



Balaji Srinivasan   
@balajis

- 1) Man goes viral
- 2) Man uses attention to raise ~\$1M for charity
- 3) Journalist finds old posts to attack him for clicks
- 4) Man apologizes
- 5) Journalist's old posts now surface
- 6) Journalist is now getting canceled

Mutually assured cancellation.



Des Moines Register @DMRegister · Sep 25, 2019

The Register is aware of reports of inappropriate social media posts by one of our staffers, and an investigation has begun.

[Show this thread](#)

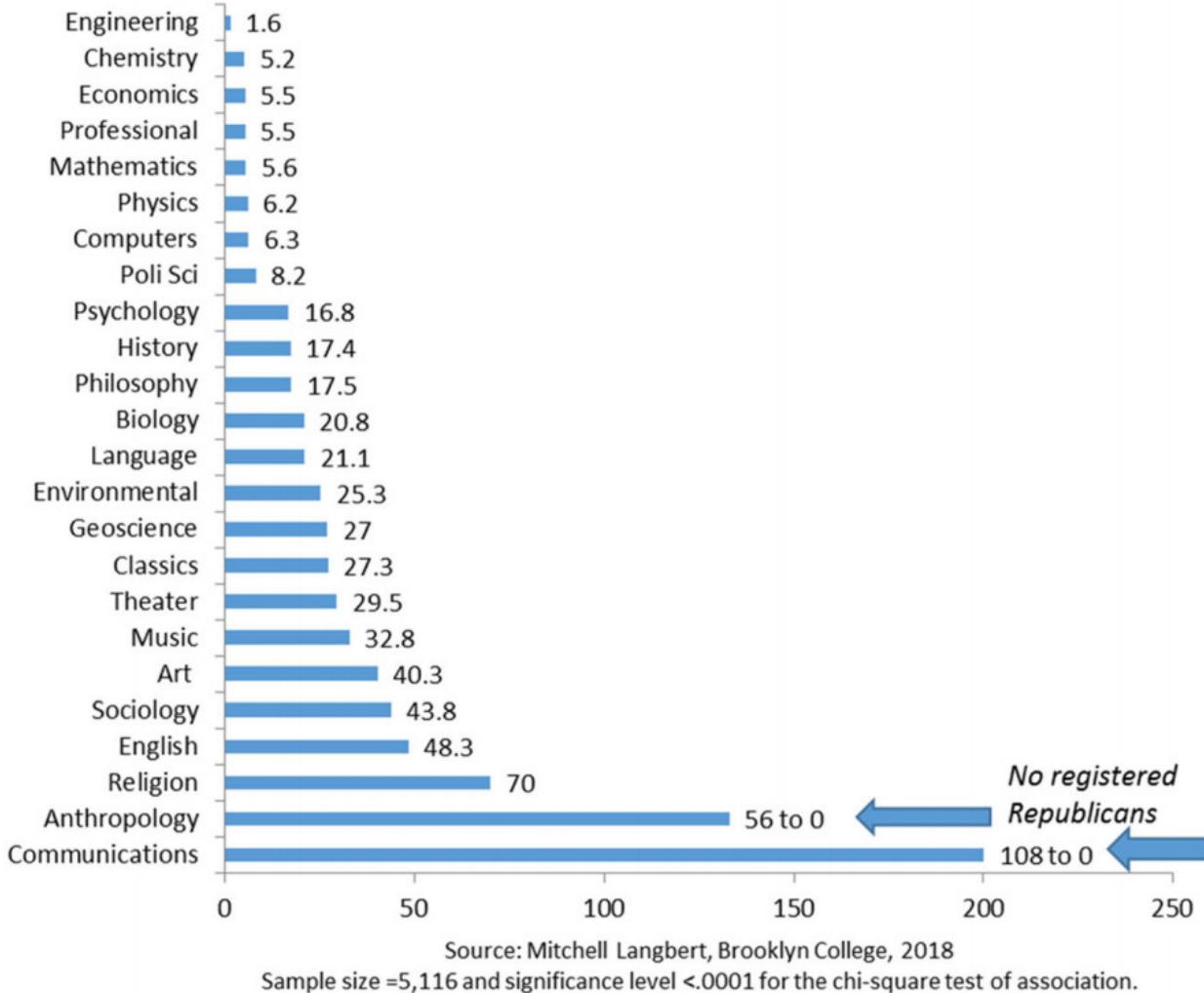
11:02 PM · Sep 25, 2019 · Twitter Web App

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1,314 Retweets 199 Quote Tweets 5,787 Likes

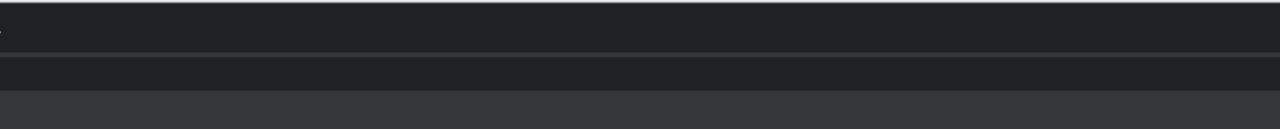
## Defense #3: Monochromatic Armor

Dispassionate, pre-emptive mass  
blocking to create digital borders.



# BlockNYT

The first step in digital self-defense.



November 25, 2021  
ion of Narratives

U.S. INTERNATIONAL CANADA ESPAÑOL 中文

# Block The New York Times

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video

# NYT BLOCKED

*Blocks Take The Lead In Fight Against Disinformation*

*New App Blocks 800 NYT Reporters In Seconds*

Block 800 NYT Reporters for \$0

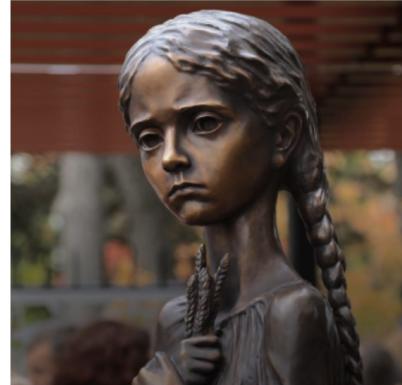
## es in Crisis: 'A Juicy n of Great Narratives'

eted as the "paper of record,"  
*rk Times Company* now faces  
c and reputational reckoning.  
are revolting, traffic is  
z, colleagues are scathing, and  
blocking.



Pictured: AG Sulzberger, David Perpich, and Sam Dolnick, the three white male relatives considered for *New York Times* publisher. The *Times* is 20 points whiter than the technology companies it covers.

## Opinion Facts



# Disbelieve the Disaligned

Only listen to those who provably have  
your interest at heart.

	Person 1	Person 2	Person 3
L	L	L	L
L	L	L	W
L	W		L
L	W		W
W	L		L
W	L		W
W	W		L
W	W		W

# Disbelieve the Disaligned

Only listen to those who provably have  
your interest at heart.

Bitcoin loses



**Person 1**



**Person 2**



**Person 3**

L

L

L



Bitcoin wins

W

W

W

# Now You Have Internal Rule-of-Law

An ideologically independent community can now mete out its own penalties, or afford forgiveness.



Balaji Srinivasan @balajis

...

How do you build a post-cancellation society?

We may need some kind of pre-agreed forgiveness ritual that is respected by all members of a community.

8:10 AM · Jul 8, 2020 · Twitter Web App

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91 Retweets 95 Quote Tweets 887 Likes



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# Next Steps

Please fill out the feedback form.

To contribute figures and copy edits, go to [github.com/1729/content/issues](https://github.com/1729/content/issues).