

The Media Landscape: Sense-Making 2.0

SOCIAL CAPITAL_

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How to Read This Presentation

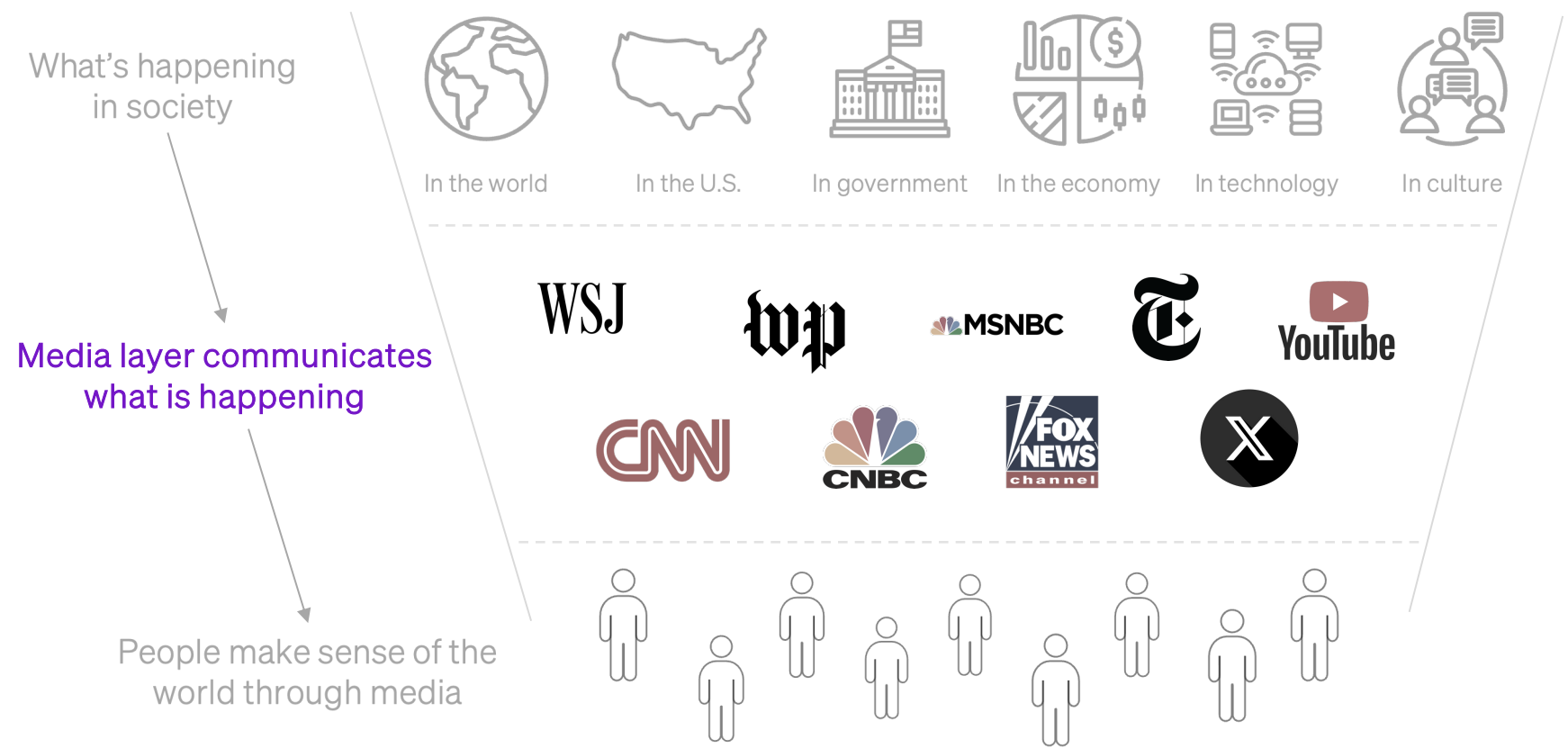
- This presentation was designed to be read in chronological order, in one go, like a flip book. Each section of this presentation builds on the prior and assumes no prior knowledge about the discussed topic.
- This presentation aims to provide an overview of the evolution of the news media landscape, covering the historical progression from traditional to new media. This includes the political and economic forces that shaped journalism, how algorithmic systems transformed editorialization and news cycles, and the role of polarization and echo chambers in shaping the news.
- By the end of this deep dive, you should understand how media organizations hold influence and how traditional media lost credibility and influence over time. We discuss the rise of YouTube and podcasts as alternative sources of sense-making, as well as how President Trump leverages the new media landscape to counteract demonization from traditional media outlets.

Introduction

Individuals cannot perceive all relevant changes to their lives through observation alone.

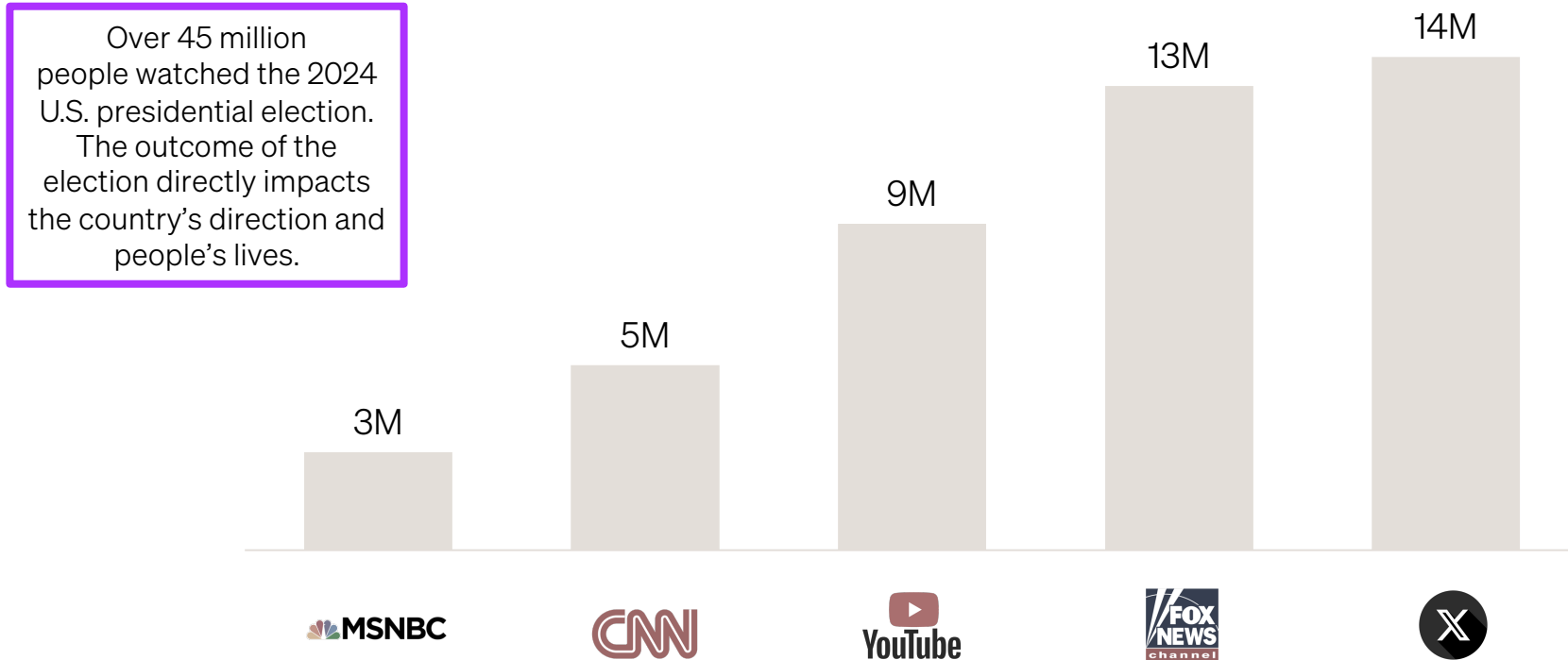
Thus, humans **communicate with each other** to share observations and understand reality more clearly.

Media is one way that humans systematically communicate and share observations with each other.

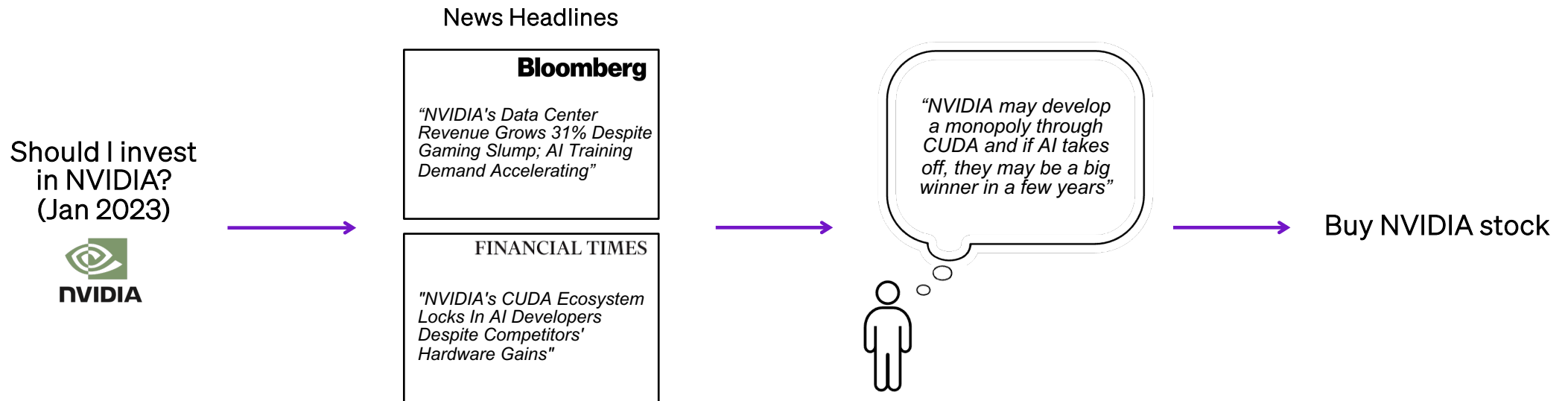


Media enables millions of people to witness events simultaneously, allowing them to make sense of developments as they unfold in real time.

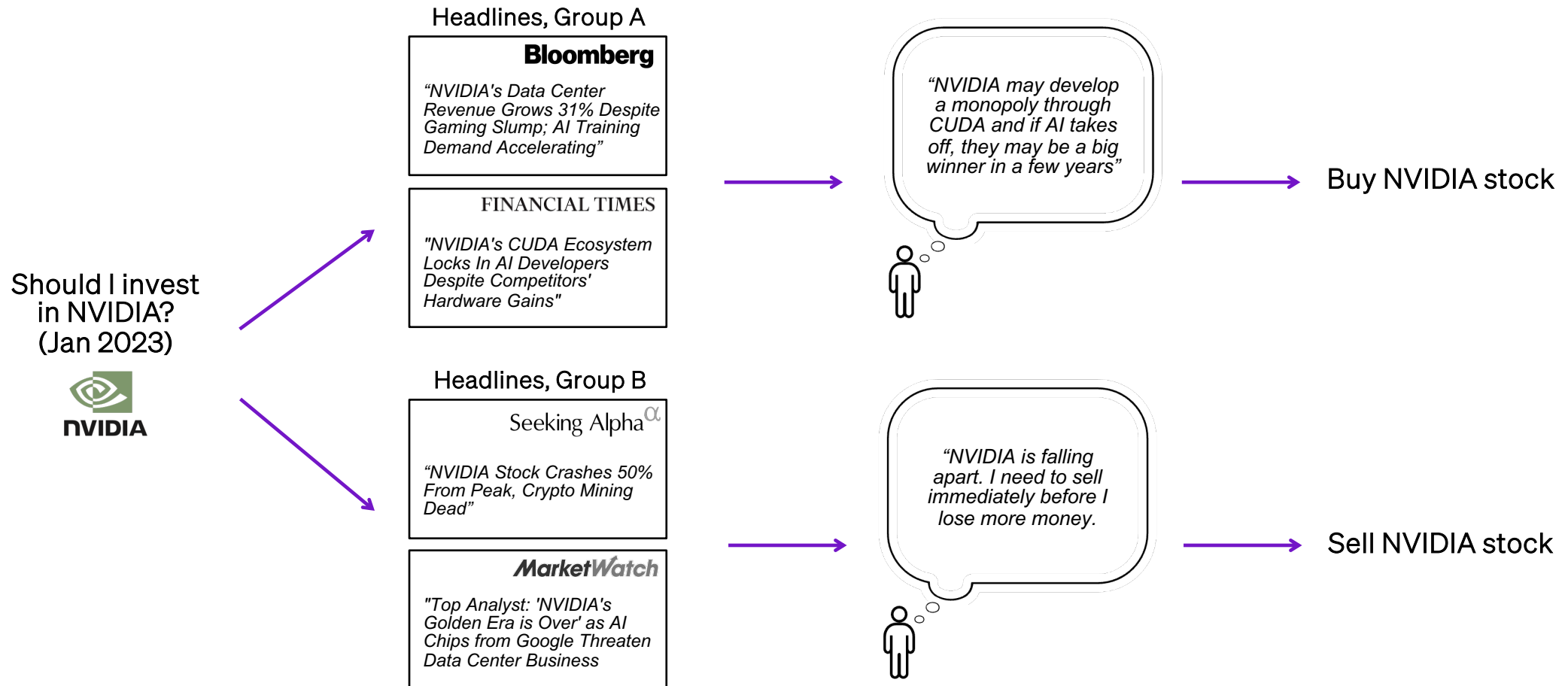
Viewership on Select Media Platforms on U.S. Election Night, Unique Viewers, 2024



The value proposition of media is that quality information leads to a clearer perception of reality, improving individual and collective choices.

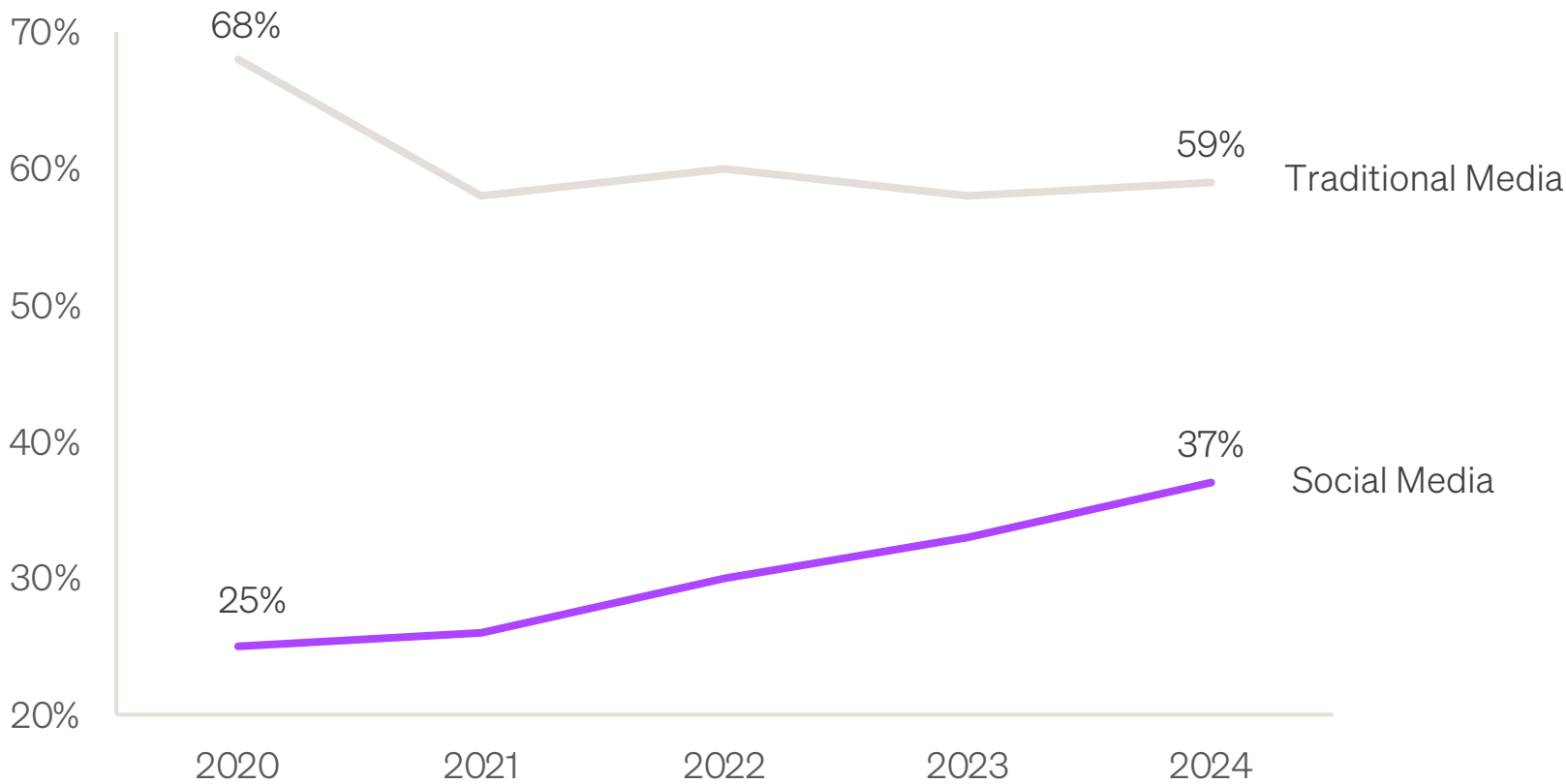


However, media is shaped by forces that alter and distort how information is transmitted and thus perceived.

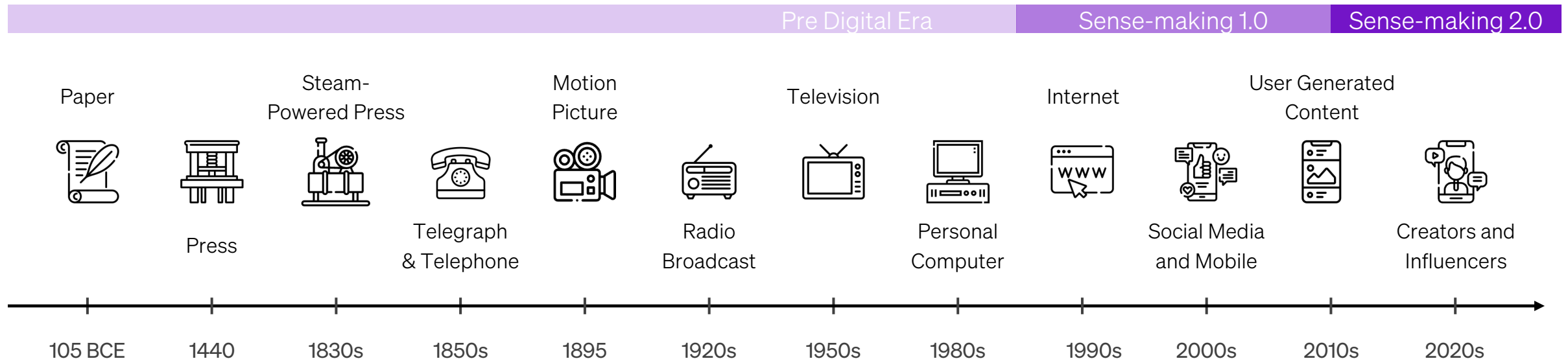


And media is continuously evolving, which means the sources people trust for information change over time.

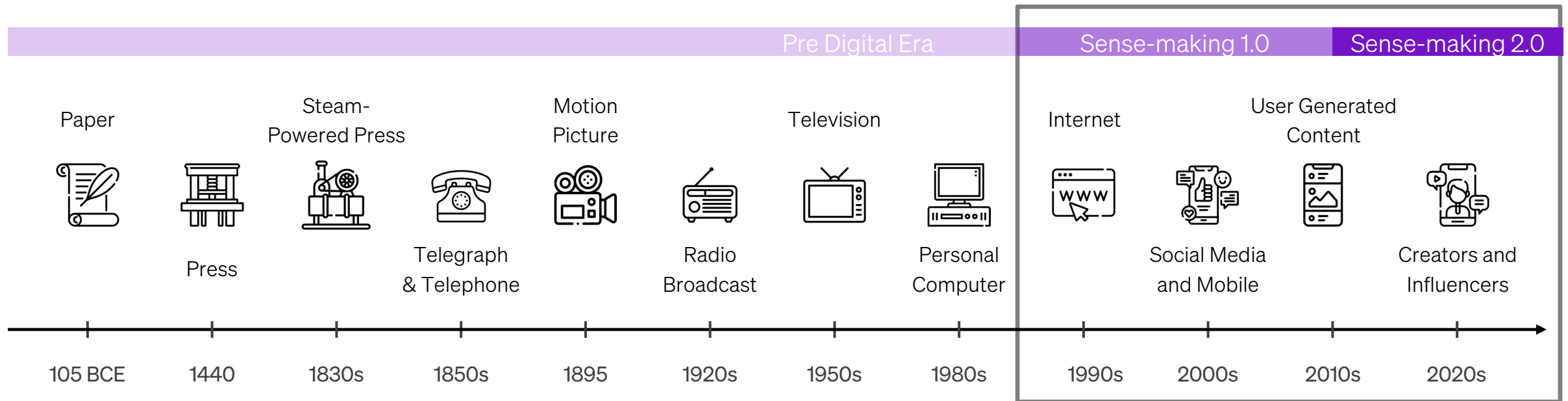
Percentage of U.S. Adults Who Trust Traditional Vs. Social Media, 2020 to 2024



Media's evolution is a function of technology,
and another stage of this evolution is unfolding today.



This deep dive will examine the two most recent stages of evolution mechanistically, to understand how we've arrived at the current stage and where things may be going.



First, a brief history from 105 BC to 1980.

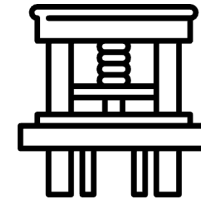
History of Media

Throughout history, media has undergone technological shifts, which have enabled multiple forms of content to become widely accessible.

The printing press enabled mass reproduction of printed media, though access remained limited to institutions and higher social classes.



Scribe
4 pages a day



Press
3,600 pages a day

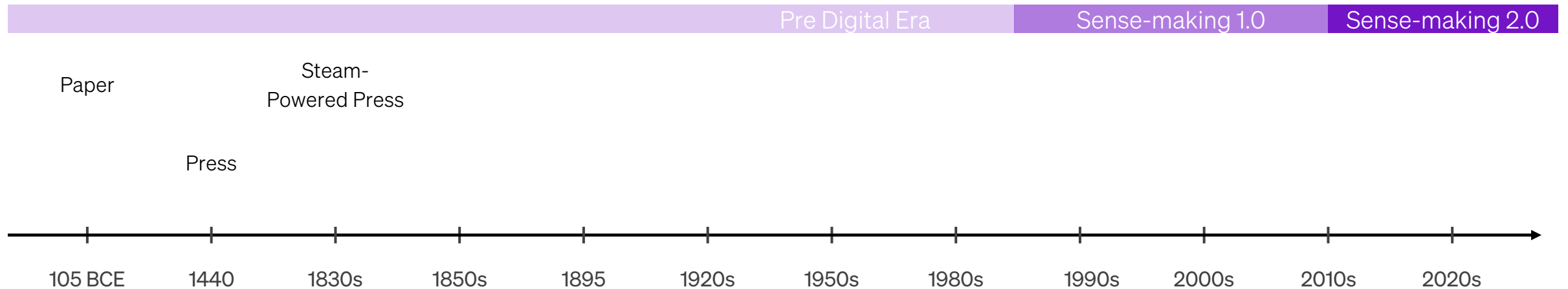
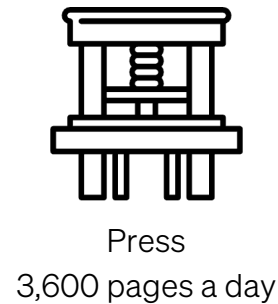


Paper

Press



The Industrial Revolution's steam-powered presses expanded the reach of printed media by making it both affordable and accessible to the public.



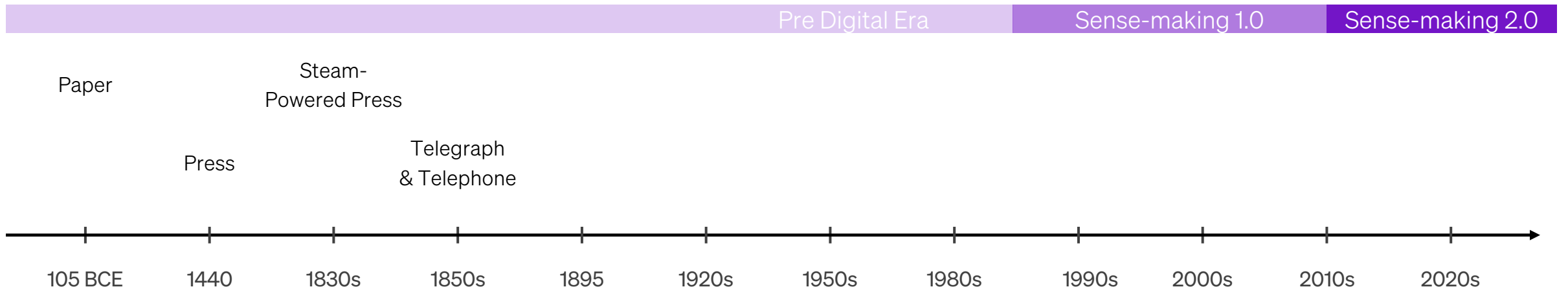
The telegraph and telephone created a way to transmit information instantly across long distances.



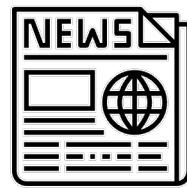
London to New York
Multiple weeks



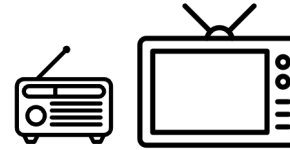
London to New York
Instant



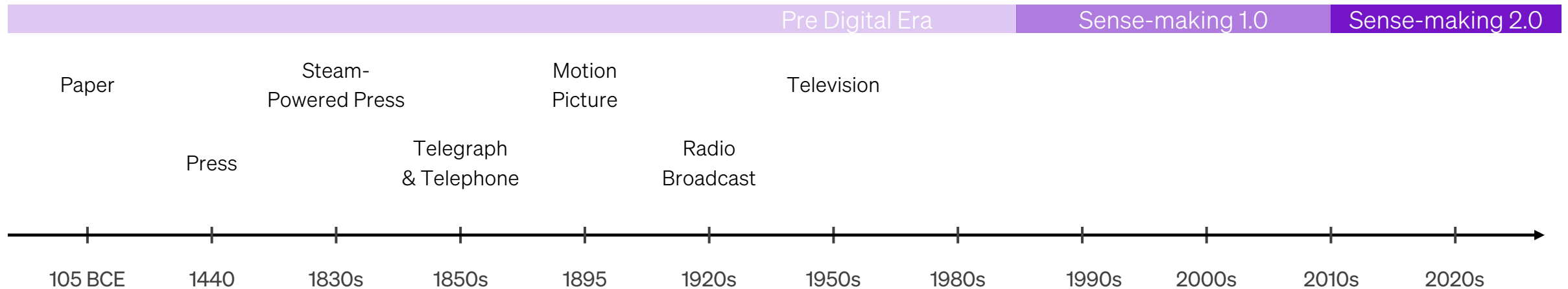
And radio and television transformed what forms of content were widely available for audiences to consume.



Static Content



Dynamic Content



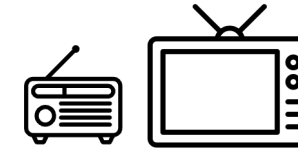
Thus, mass reach and multi-media content was possible by 1960, which gave consumers multiple ways to consume the news.



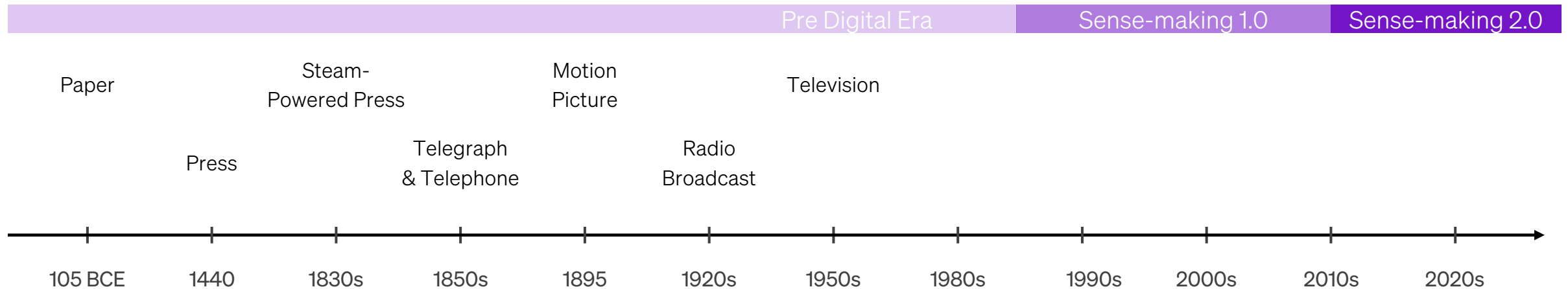
Wide distribution



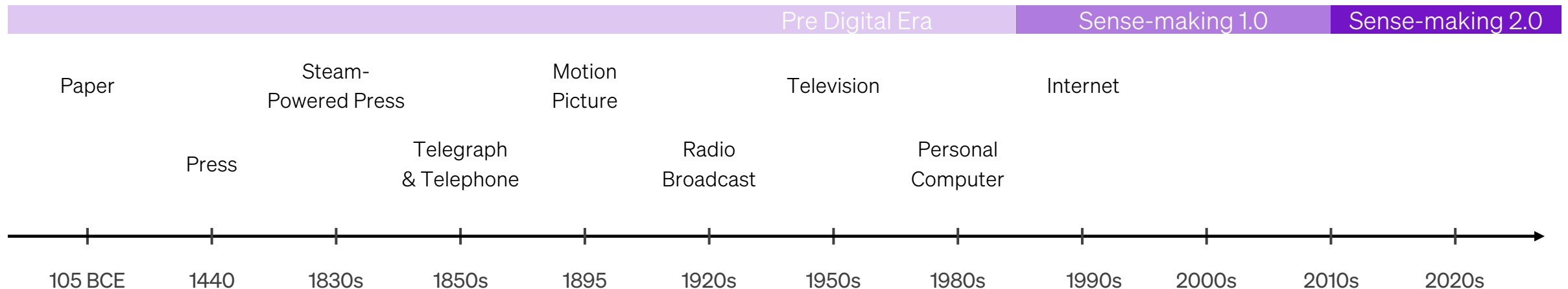
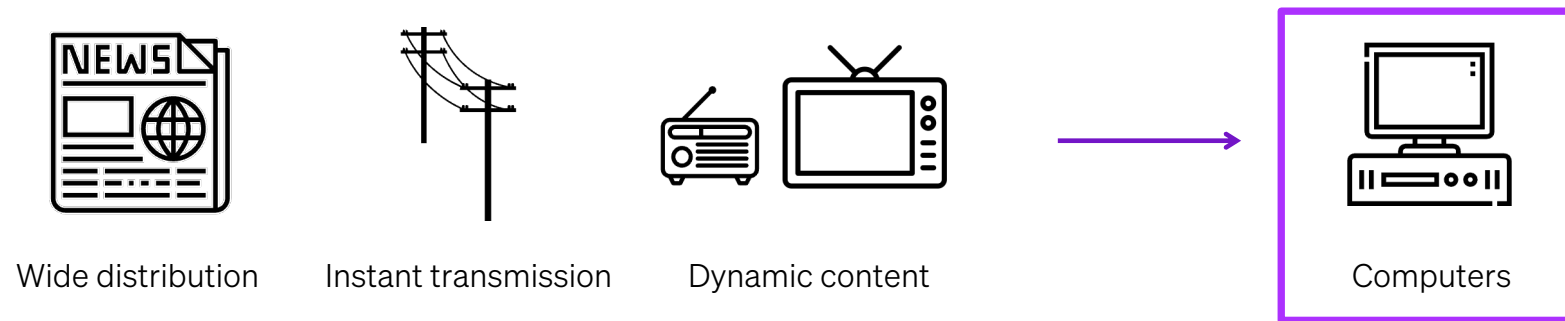
Instant transmission



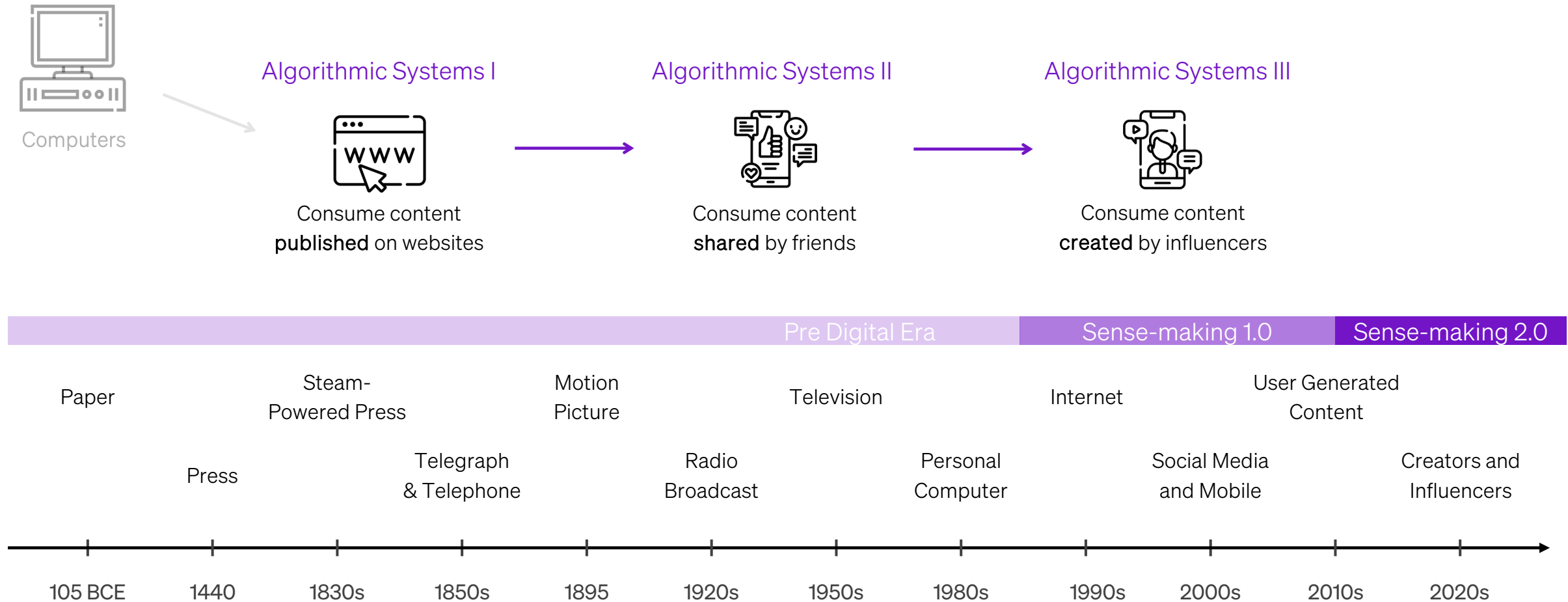
Dynamic content



However, internet-connected computers presented a paradigm shift, as they consolidated all previous mass media innovations into one platform.



This one platform is still disrupting how media is created, shared, and consumed via the evolution of algorithmic systems.

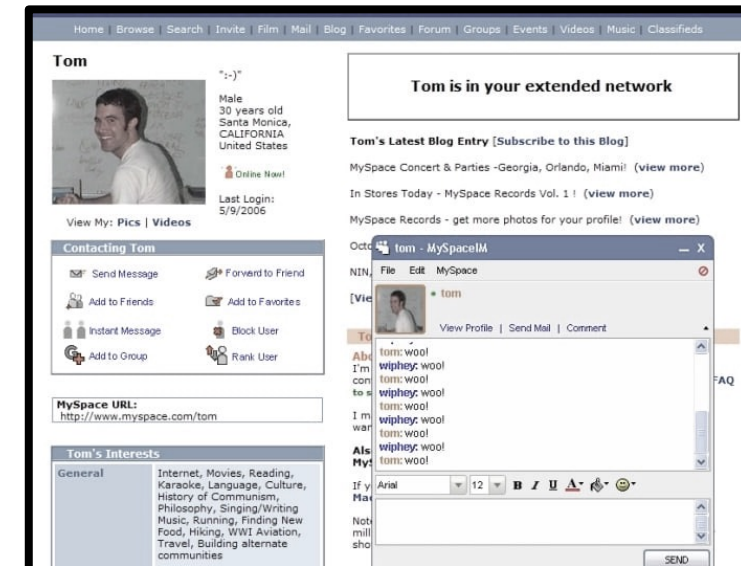


Early internet platforms only had niche appeal, displaying content chronologically or through manual curation.

Forum	Last Post	Threads	Posts
Magazine and Members			
Welcome Members A place to introduce yourself and chat about things not necessarily relating to scroll saws or scrolling.	dust puffer by Max 06-28-2015 01:32 PM	3,757	27,178
Woodworking Show and Open House Fox Chapel's Open House and Woodworking Show. www.wood-show.com	Visual Aids! :-) by Rolf 06-24-2015 07:52 AM	37	443
Author Questions Post your questions for various Scroll Saw Woodworking & Crafts and Fox Chapel Publishing authors.	Pattern designer by yoadrian 07-12-2015 11:37 PM	283	2,161
Off Topic (3 Viewing) Here you can discuss anything off topic or just plain chat!	Rob <Oily> needs your good... by dottyblues 07-12-2015 09:45 PM	8,766	97,729
Special Publicity A place to post achievement you are proud of: Magazine or Newspaper write ups, shameless self-promotion, etc. Please do not post scrolling projects here.	First place by Trout 07-06-2015 11:18 PM	200	2,746
Publisher Feedback Post any feedback you have on Scroll Saw Woodworking & Crafts magazine or Fox Chapel Publishing Books	Changes coming to the website by NC Scroller Today 03:50 PM	1,027	11,060
Upcoming Events Post announcements of upcoming shows or events.	24th Annual Fine Woodworking... by Scrolling Days 04-06-2015 05:02 PM	202	1,904

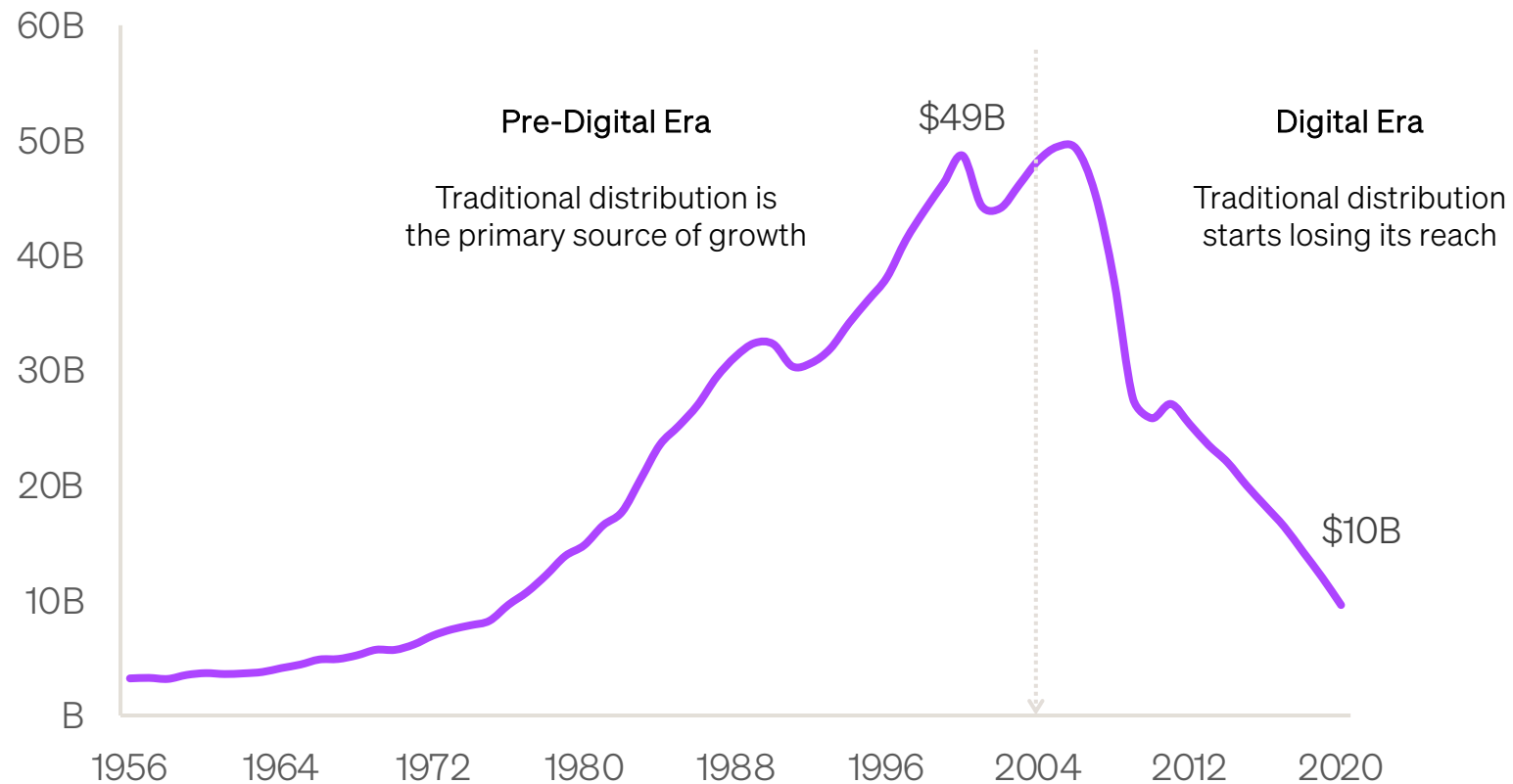
Internet forums were digital bulletin boards with topic-based sections where users could find text-based, threaded discussions they were interested in, with newest messages appearing at the bottom of each thread.

Myspace users decorated their pages with content that was organized around personal profiles and posts that appeared in reverse time order.



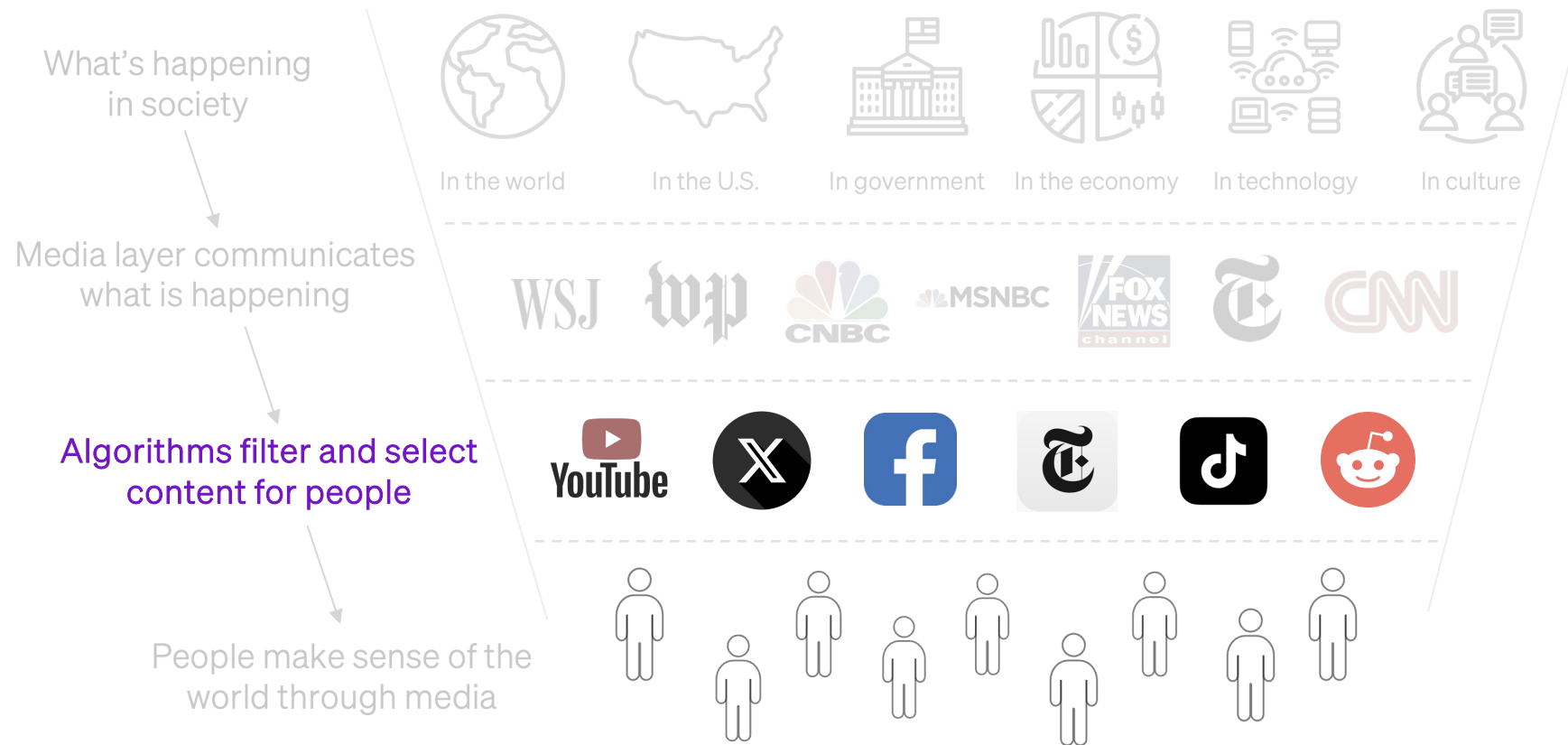
Thus, media companies could still rely on the traditional distribution channels they had built.

U.S. Newspaper Industry Revenue from Subscriptions/Print Advertising, U.S. Dollars, 1956 to 2020

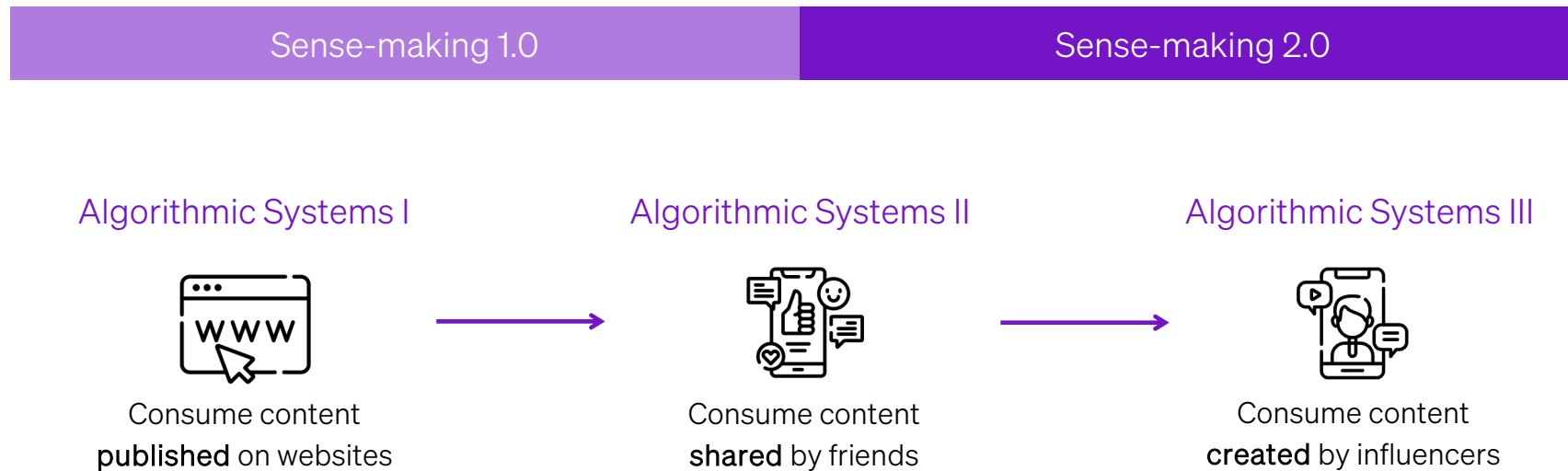


Algorithmic Systems

Over the last 25 years, algorithms have evolved to become the de facto gatekeepers of media and are a foundational aspect of modern sensemaking.



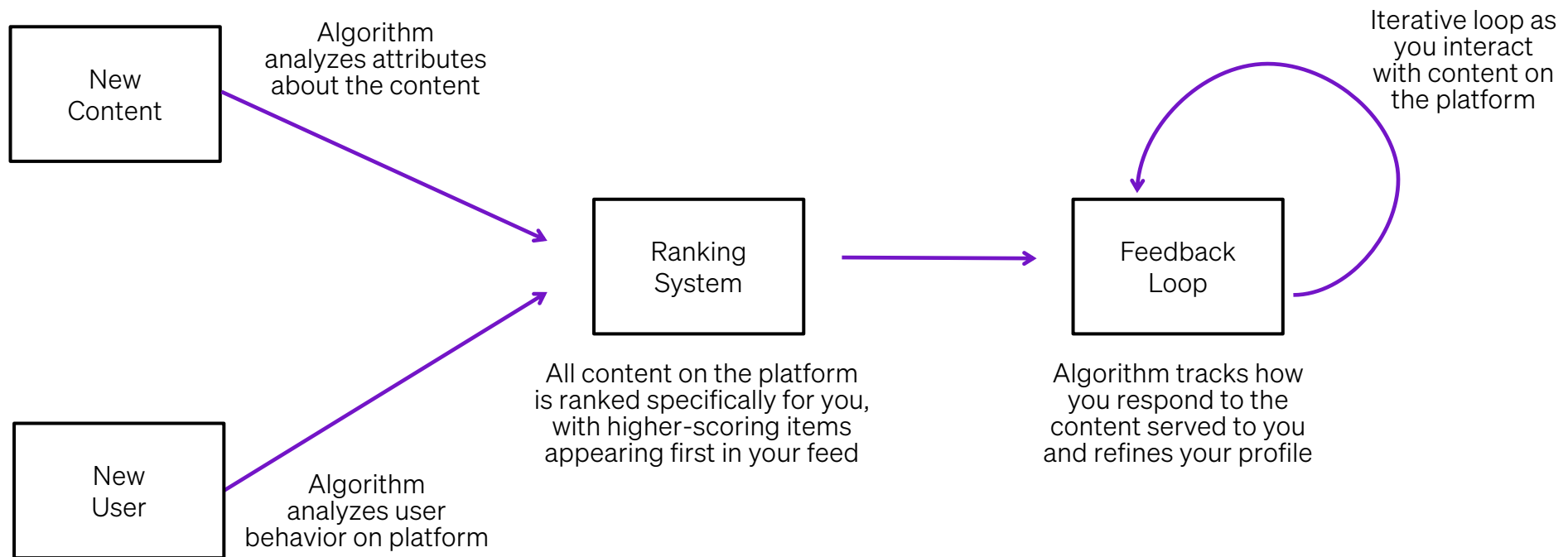
These systems reveal the core mechanism underneath the current media landscape and uncover why there has been a clear shift in consumer demand over the past ten years.



So how do these systems work,
and how have they evolved over time?

At their core, all algorithmic systems follow a basic process.

How do algorithmic systems work?



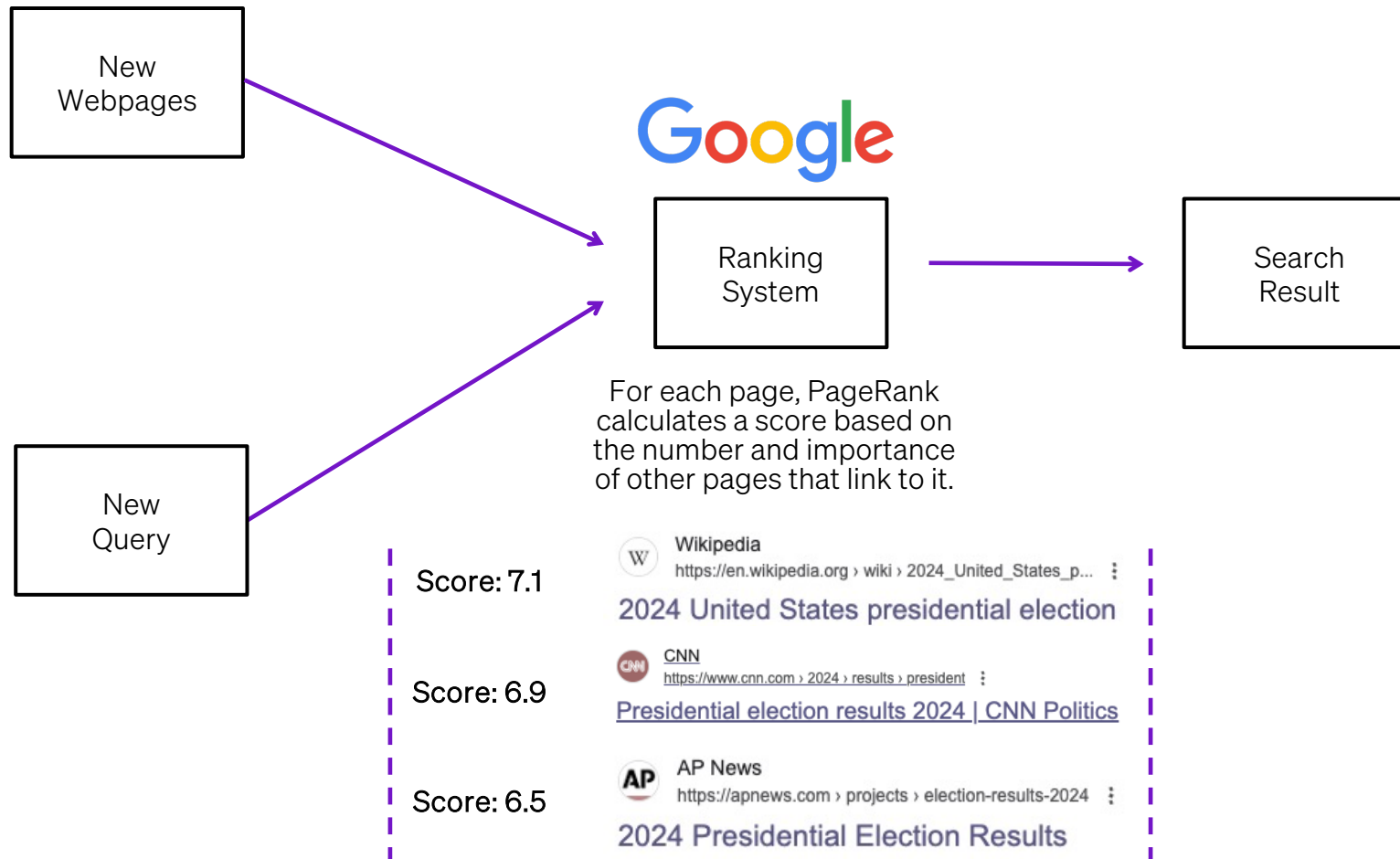
However, over 25 years, each iteration of these systems have become more sophisticated at generating personalized and addictive experiences.

Four Representative Platforms Demonstrate How Algorithms Have Evolved, 1998 to 2025



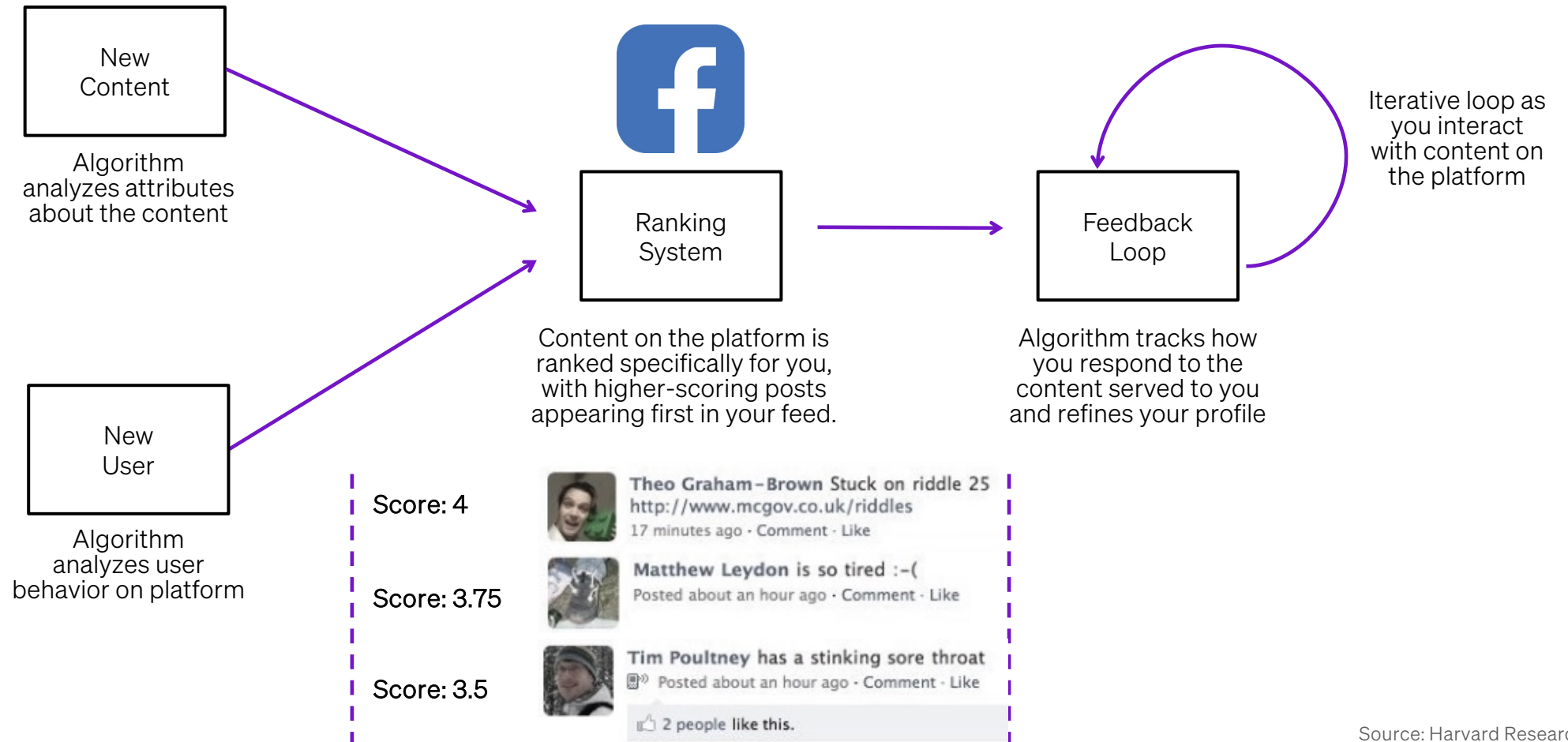
Google PageRank ranked websites based on their link relationships rather than just keyword matches, which made search results more relevant and useful.

How did the original Google PageRank work in 1998?



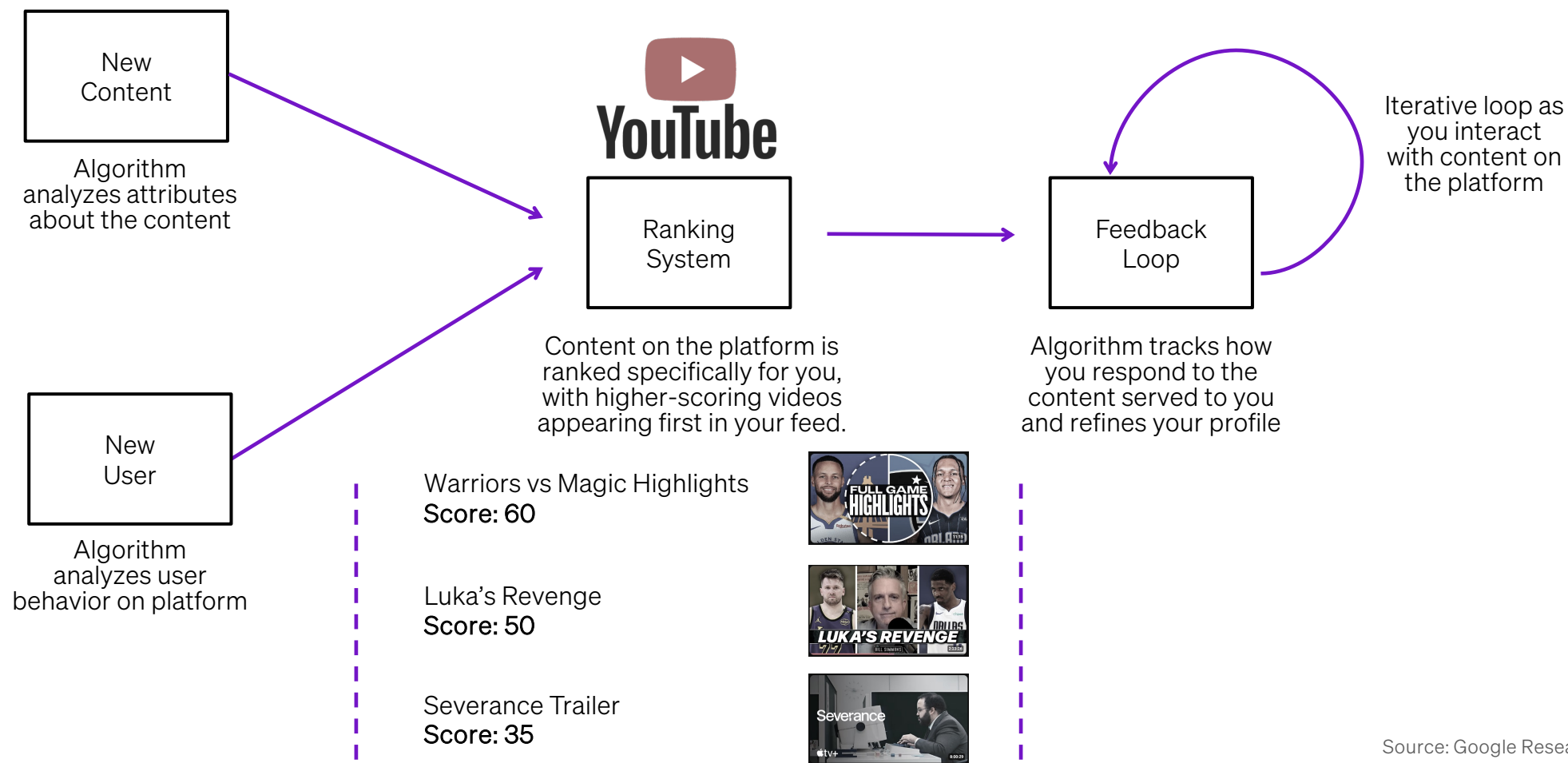
Facebook's Social Graph prioritized content based on social connections and interactions, which created feeds that were more engaging than chronological feeds.

How did Facebook's algorithm work in 2010?



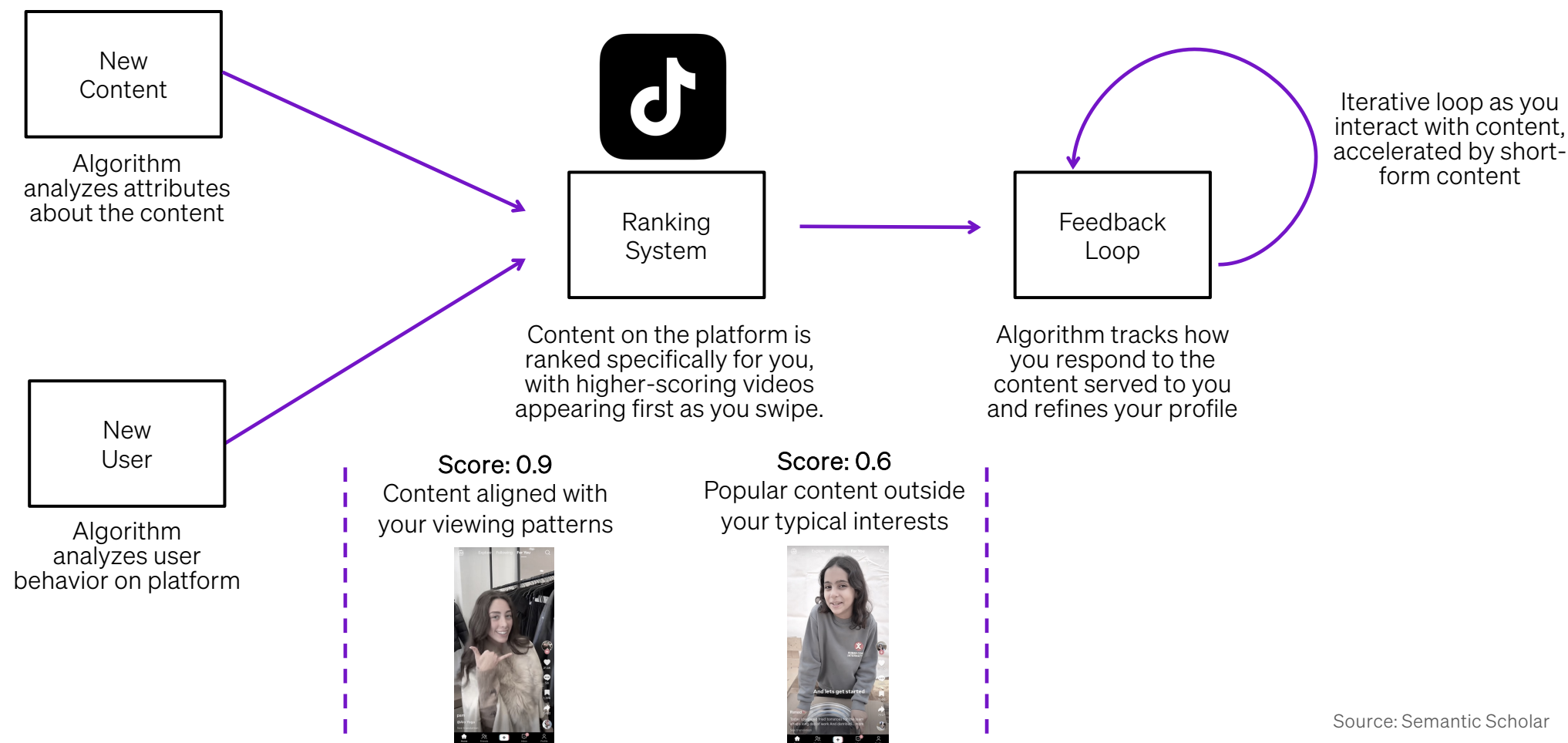
YouTube's algorithm optimized for watch time, suggesting videos to keep viewers on the platform longer, which rewarded quality of engagement over quantity.

How did YouTube's algorithm work in 2013?



TikTok's algorithm learned user preferences extremely quickly through rapid feedback from short-form content interactions and precise engagement metrics.

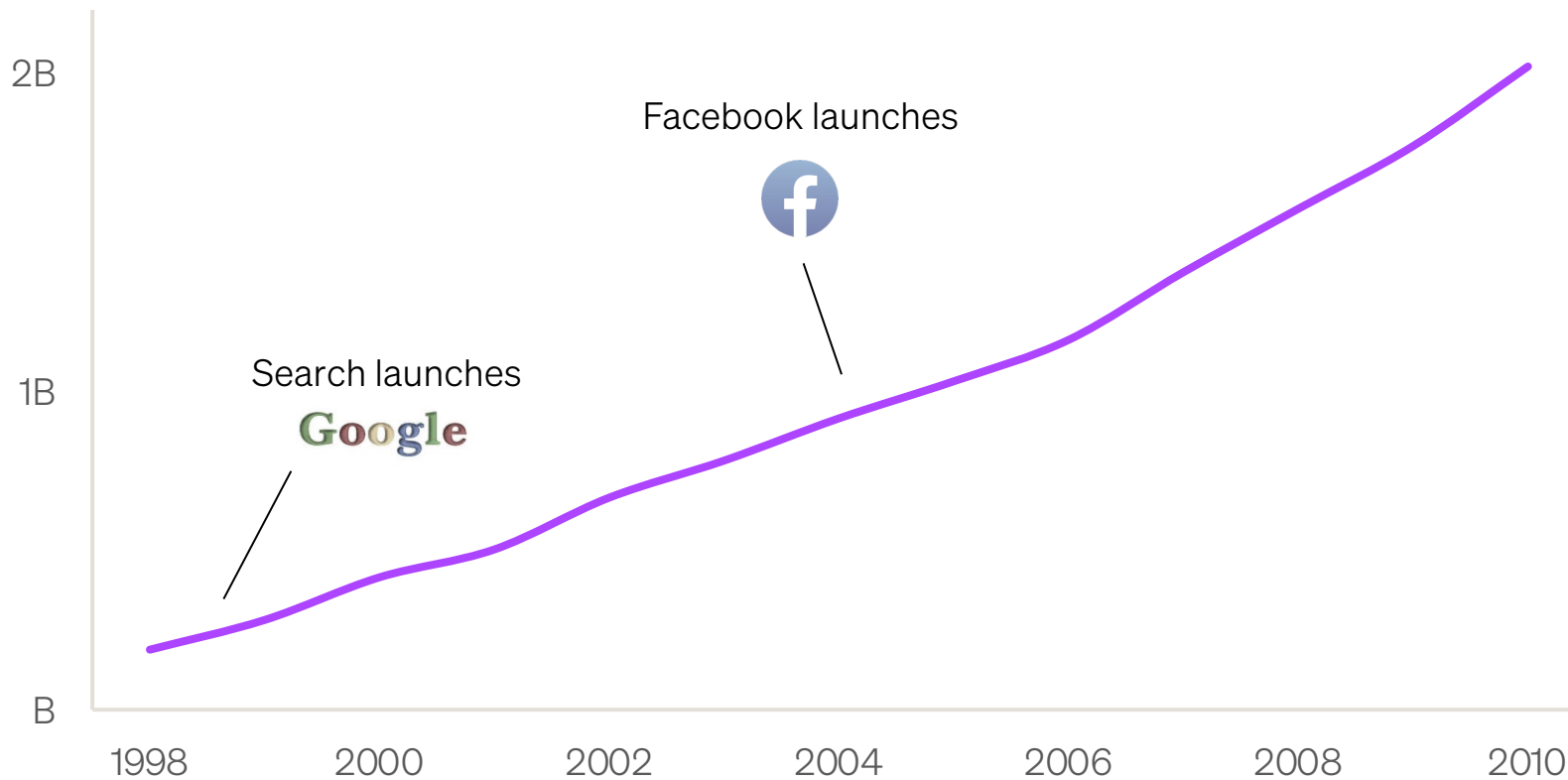
How did TikTok's algorithm work in 2018?



How have these systems changed society?

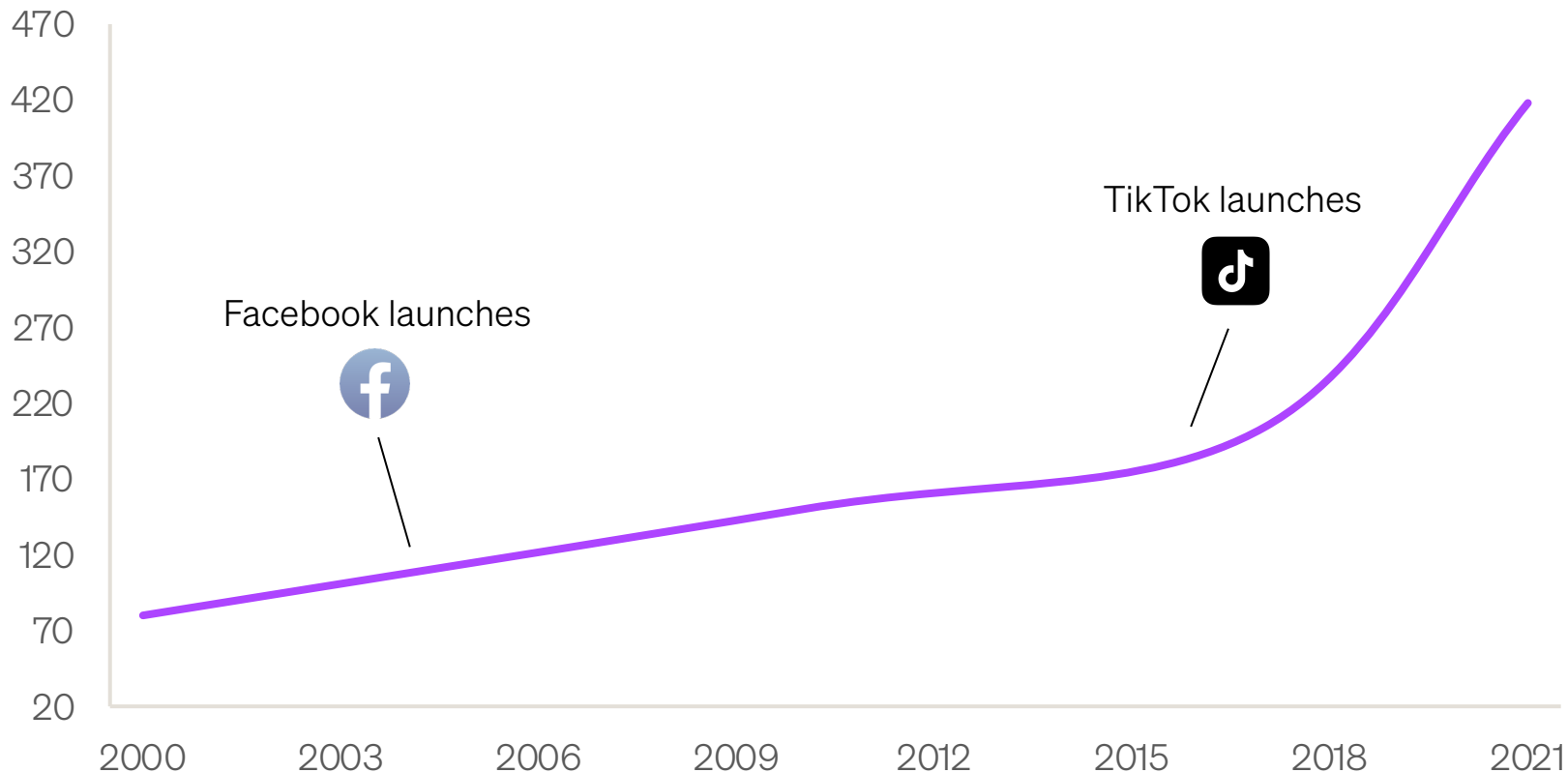
Algorithmic systems first compelled large swaths of people to spend time on the internet.

Number of People Who Use the Internet, Globally, 1998 to 2010



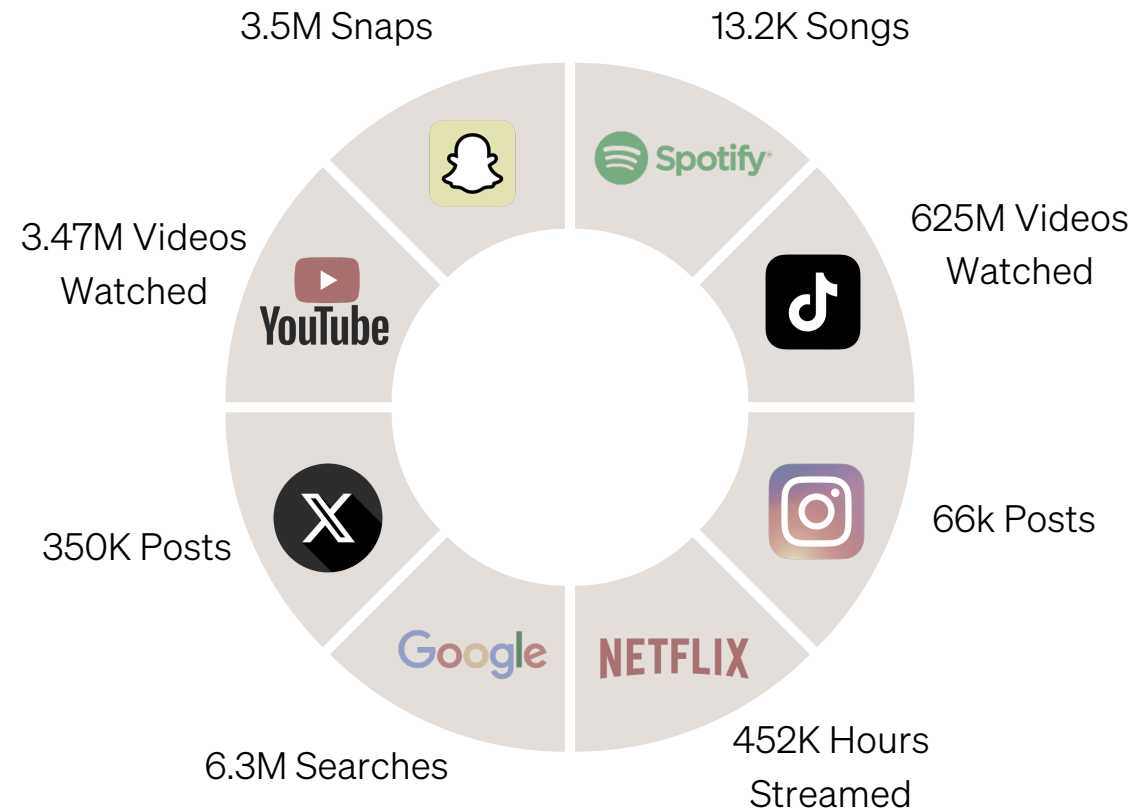
Then they compelled people to spend more time per session on the internet, as people formed new habits on how they spent their free time.

Minutes Spent on the Internet Per Day, U.S. Population, 2000 to 2024



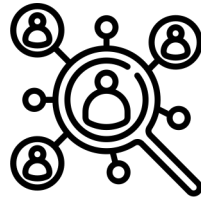
Today, these algorithms are so effective that countless platforms fiercely compete for every minute of people's limited attention.

Content Consumed Per Minute by Platform, Globally, 2025



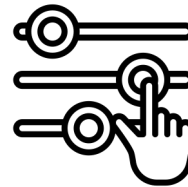
Overall, algorithms have connected people, created personalized feeds, and enabled creators to reach audiences directly.

Connecting People to
'Long Tail' of the Internet



Connect with niche communities with personal interests that would be hard to find before the internet.

Personalized
Experiences



Find content you enjoy without having to explore or rely on chance encounters.

Creators can Reach
Large Audiences Directly



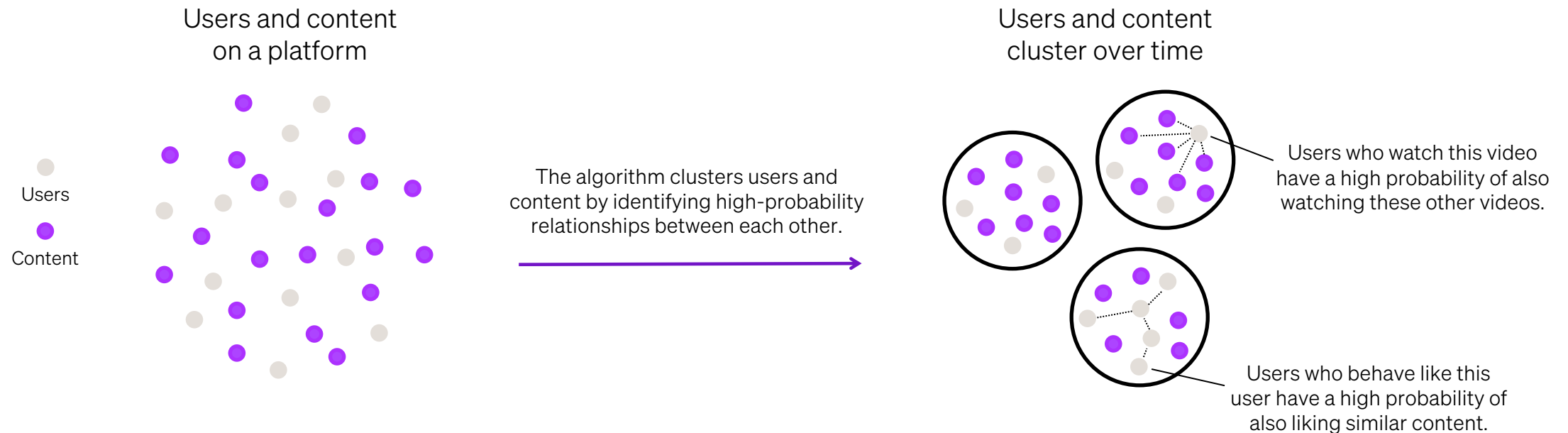
Allow content creators to reach their audience on content relevance rather than industry relationships.

This approach creates more dynamic and engaging experiences but also has **unintended consequences**.

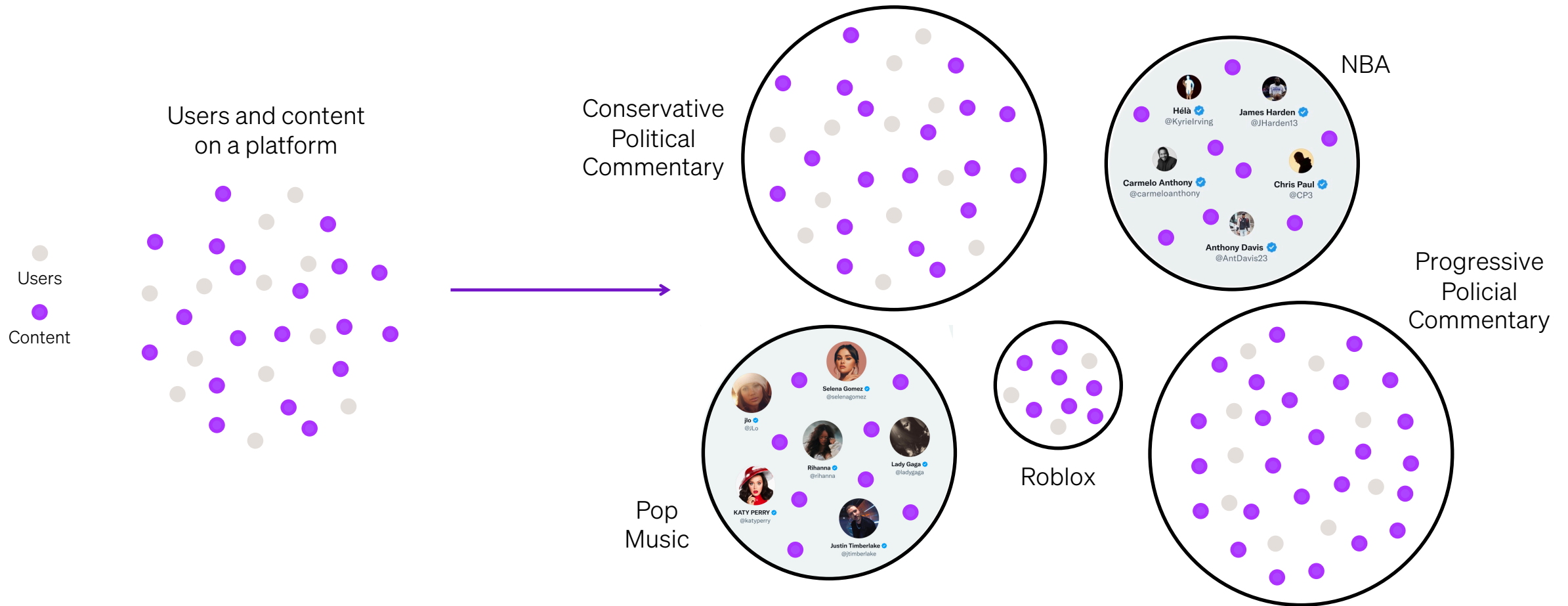
Polarization / Echo Chambers

Algorithmic systems form content clusters based on engagement patterns, creating experiences where users encounter and consume similar content over time.

How Do Algorithms Form Content Clusters?



While algorithmic systems optimize for neutral metrics, they orient content and users towards like-minded communities that often reinforce existing beliefs.



Content that reinforces existing beliefs attracts similar users and similar content, causing these systems to create echo chambers.

Feed, Iteration #4



'Biggest mistake of my life': Regret sets in for Trump voters as Republican politicians panic
MSNBC
2.1M views • 9 days ago



Inside Walton Goggins's Enchanting 1920s New York Lodge | Open Door | Architectural Digest
Architectural Digest
2.5M views • 2 weeks ago

Watched this video in full

Feed, Iteration #5



Which Dem is the MVP to Take on Republicans & Trump: AOC, Jasmine Crockett or Chris Murphy?
Lovett or Leave It
69K views • 1 day ago



John Oliver: The 60 Minutes Interview
60 Minutes
1.7M views • 5 days ago

Clicked on this video

Selected Video, Iteration #6



Jon Stewart & AOC Take On Trump's Comeback and Rebuilding the Democratic Party | The Weekly Show
The Weekly Show with Jon Stewart
1.8M views • 1 month ago



@Jackthetripper 1 month ago

I bet that AOC could beat Elon at video games

5.3K Reply

158 replies



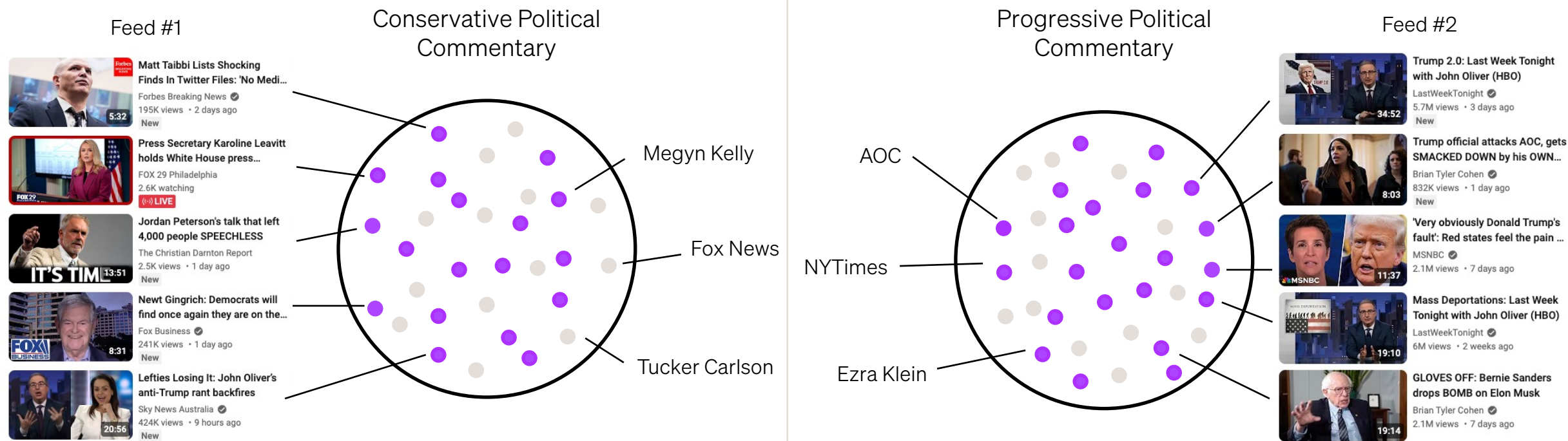
@low-charge 1 month ago

protect her at all costs

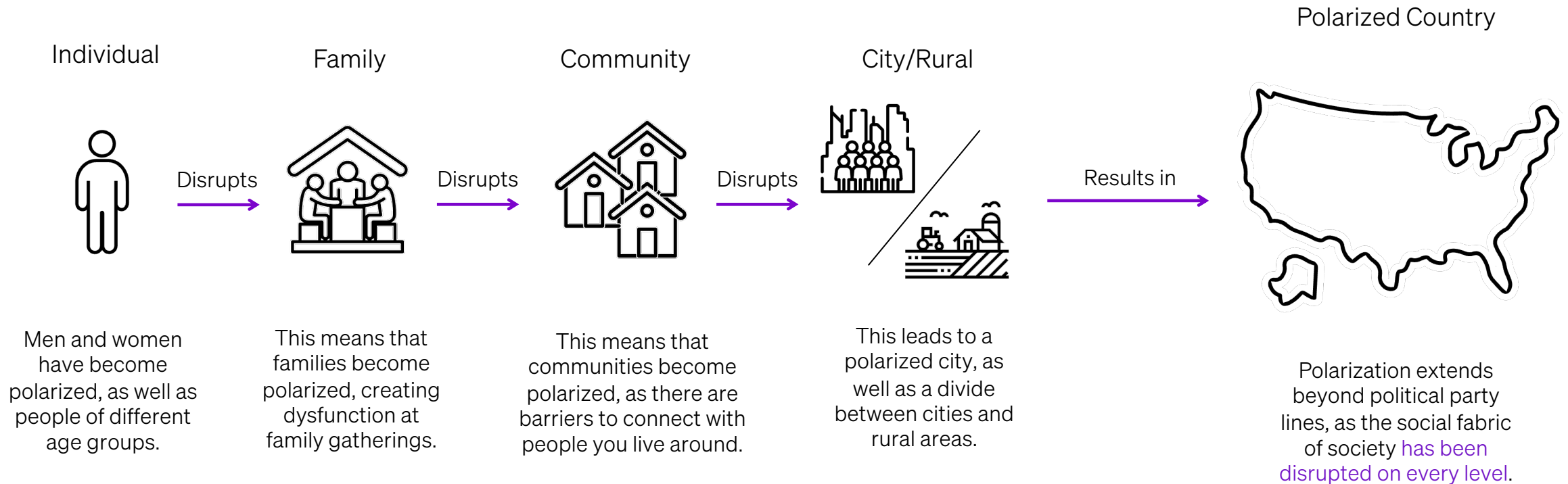
6K Reply

92 replies

This results in divergent information diets, where two people using the same platform quickly begin experiencing different realities.

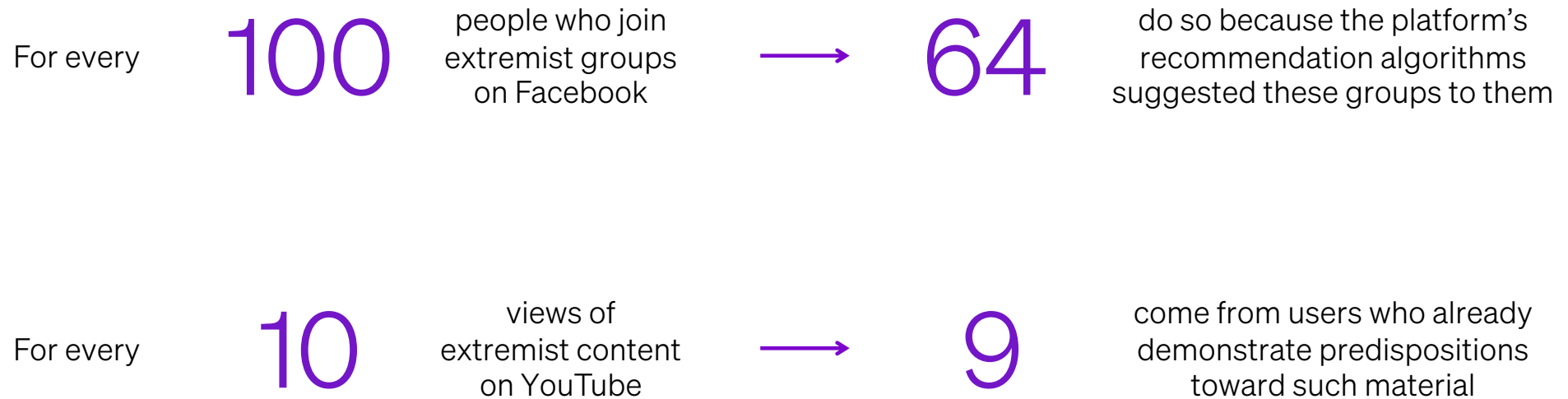


Divergent information diets have disrupted every layer of the society's social fabric, making consensus building difficult.



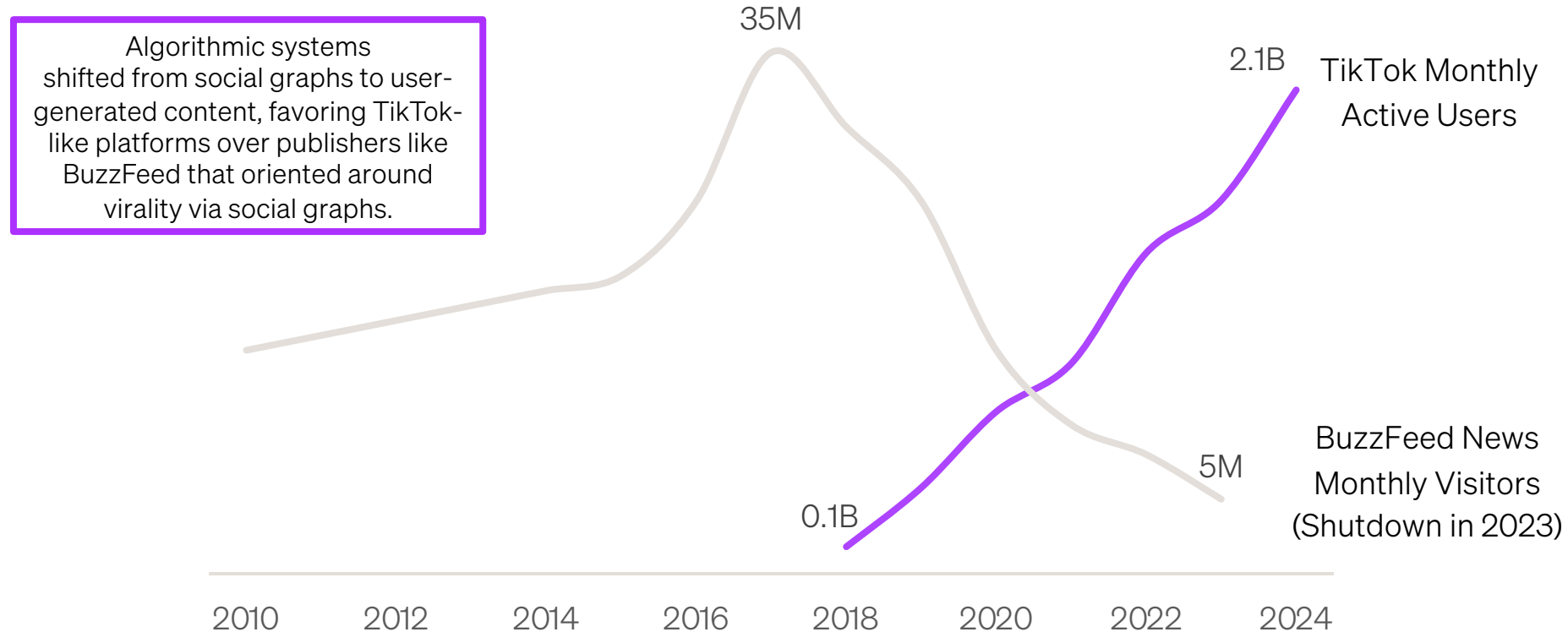
Algorithmic systems also create pathways for people with extreme beliefs to cultivate more extreme positions and form large communities as well.

How do algorithmic systems encourage the formation of radicalized groups?



At the same time, because competition over people's attention is so fierce, platforms must do what is most effective or risk going out of business.

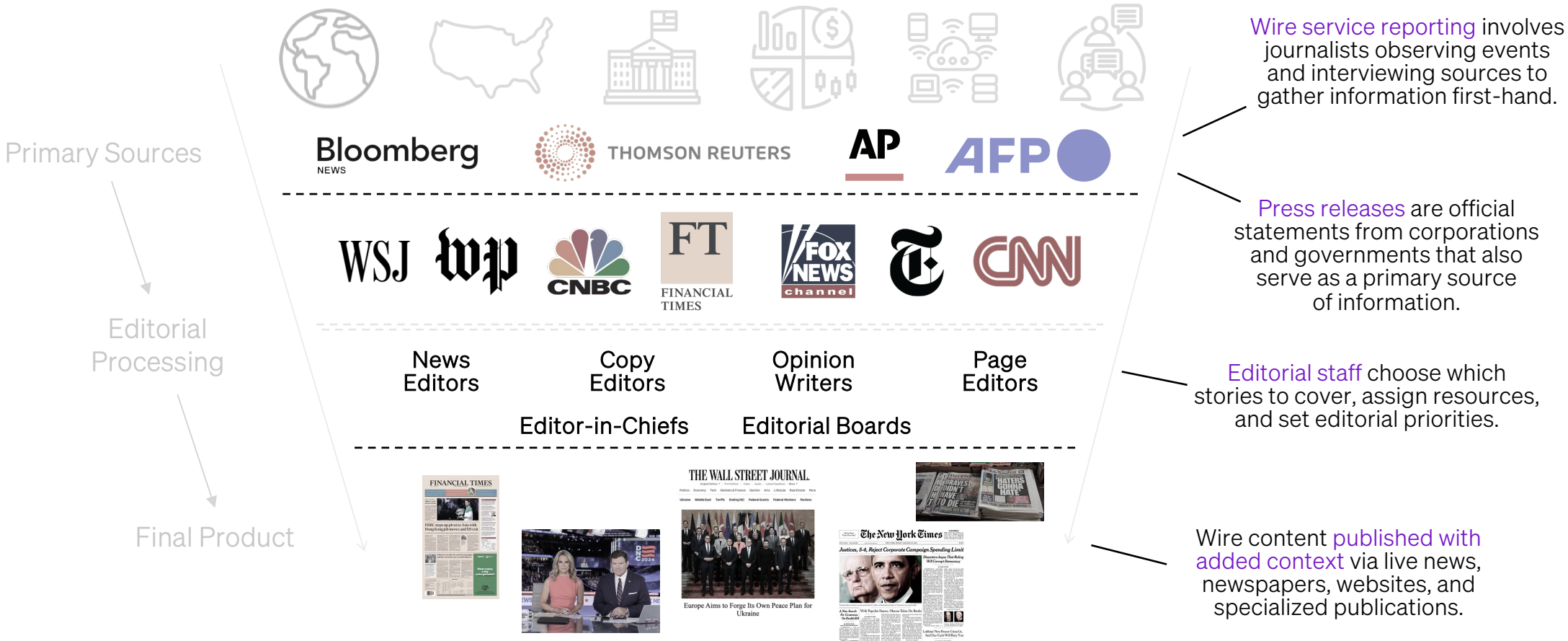
TikTok Monthly Active Users and BuzzFeed News Monthly Visits, 2010 to 2024



How have traditional media
companies responded to all these changes?

Sense-making 1.0

Traditionally, news media flows from primary sources and then through editorial filters before reaching the public.



Where many of these companies built credibility through decades of consistent, verifiable reporting and strict institutional practices.

How has the NYTimes evolved since its founding in 1851?



The New York Times, founded as a conservative paper in 1851, gained national prominence in the 1870s through coverage of political corruption. The publication balanced objective reporting with ideological viewpoint, establishing itself through reporting on politicians like William M. Tweed.



Under Executive Editor A.M. "Abe" Rosenthal mid-20th century, the Times maintained journalistic impartiality despite reporters' liberal leanings. A 1972 conservative audit found no significant bias. Later executive editors permitted more interpretive coverage on social issues.



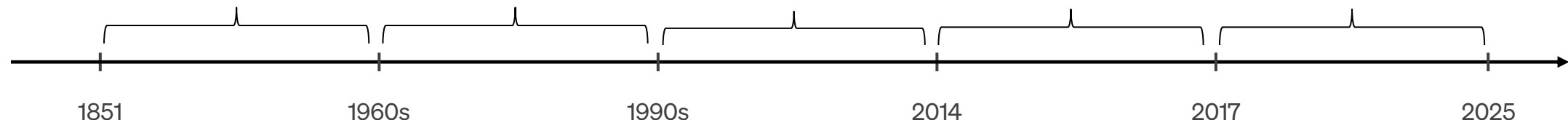
Executive Editor Howell Raines encouraged bolder news approaches. Critics claim this began the "slide into obvious bias," with Raines' perspective influencing front-page stories. Political strategist Dick Morris charged Raines transformed the Times into "a consulting firm for the Democratic Party."



By the 2010s, conservatives believed the Times showed liberal bias, while progressives criticized its approach to certain stories. The publication faced dual critiques: too liberal for the right, too centrist for the left, occupying an establishment, mainstream position.

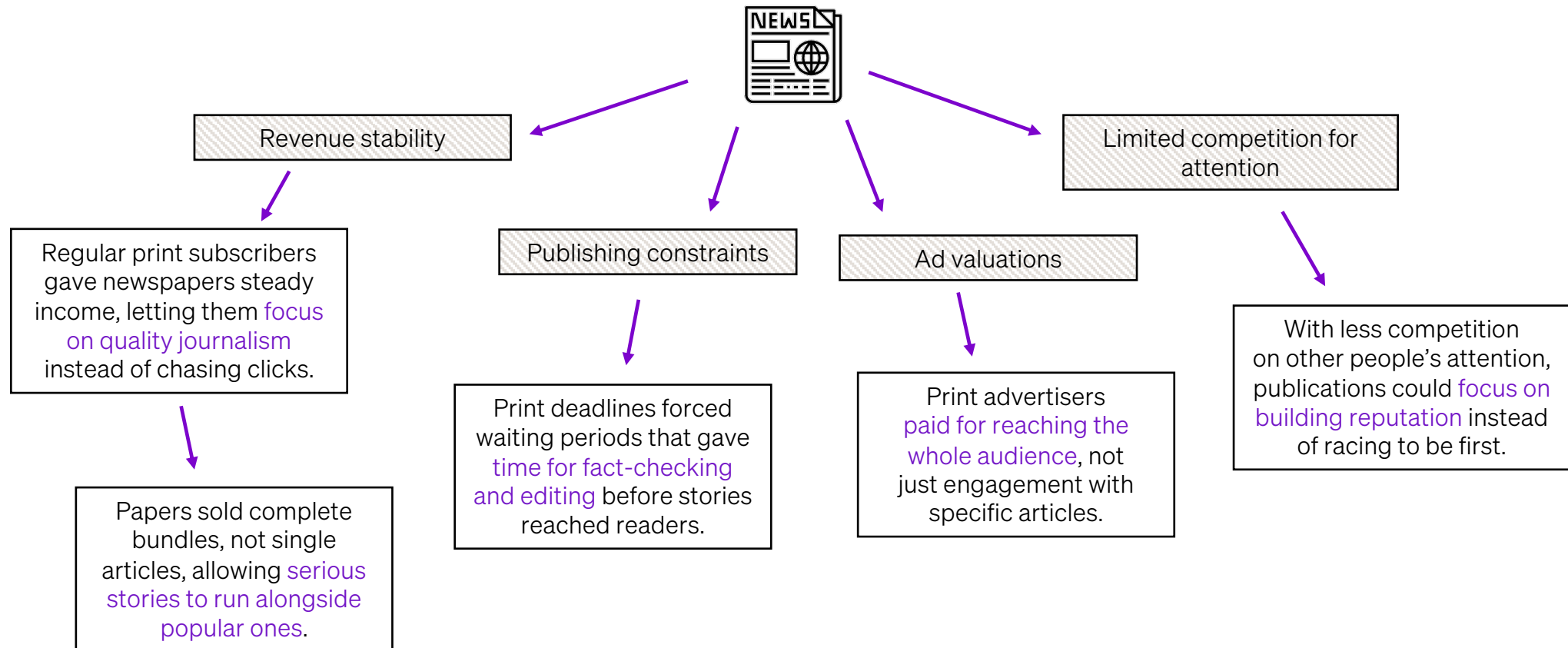


Many observers argue the NYT has become more partisan. Evidence includes leftward editorial tendencies in endorsements and Trump-era coverage tone. The Times defends itself as impartial while being criticized by the right as too liberal and by progressives as too establishment-oriented.

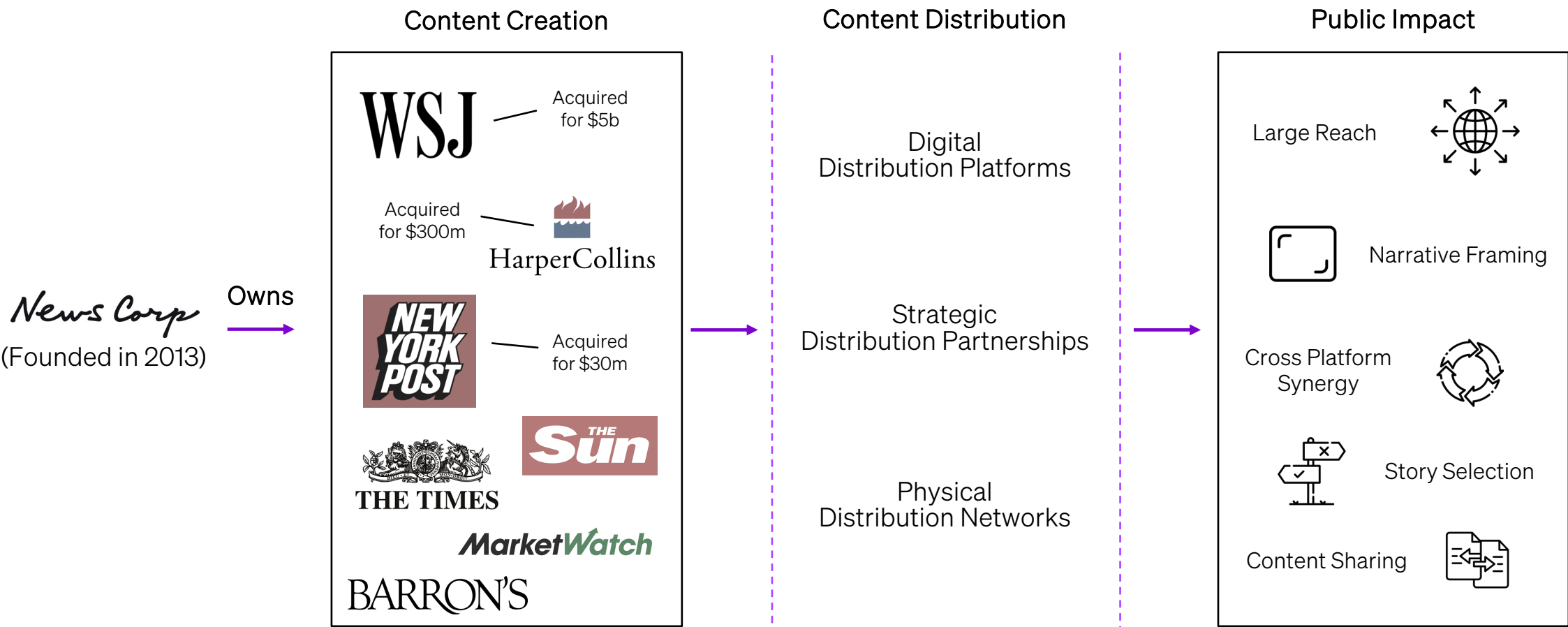


The business model of print subscriptions and advertising enabled these companies to prioritize quality over speed, which helped them establish and maintain credibility.

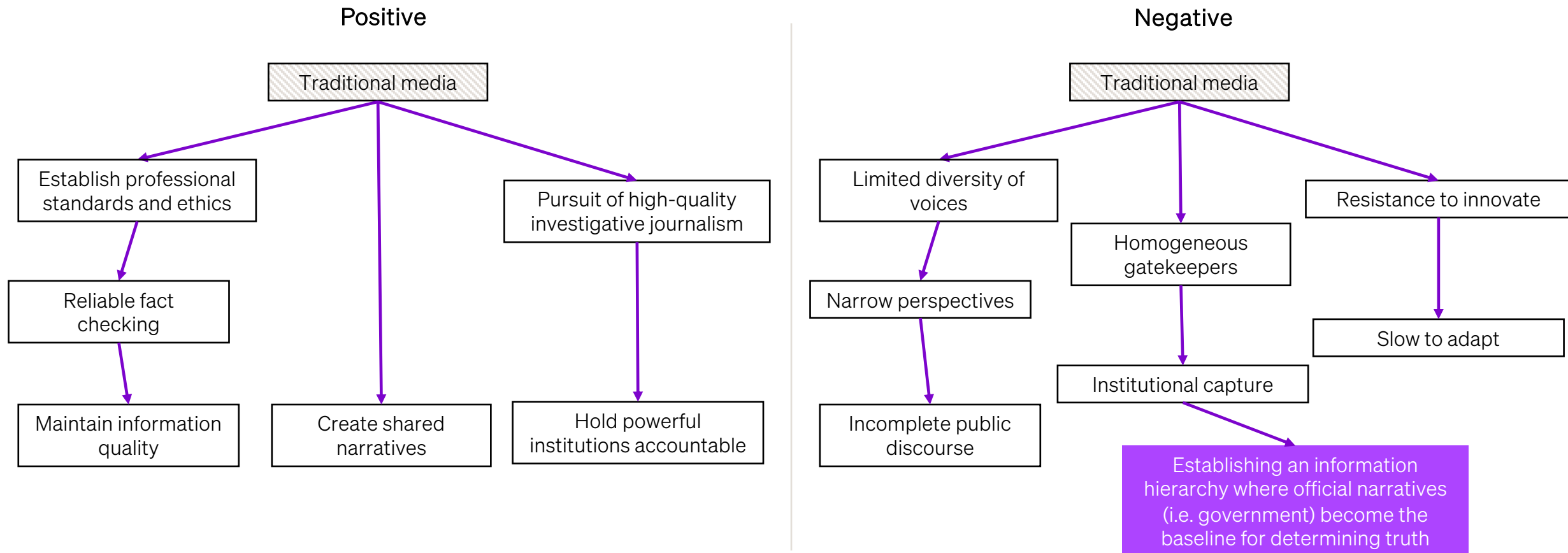
What were the benefits of newspaper businesses orienting around the morning paper?



Their ownership of physical distribution channels and high barriers to entry established traditional media organizations as de facto gatekeepers of information.



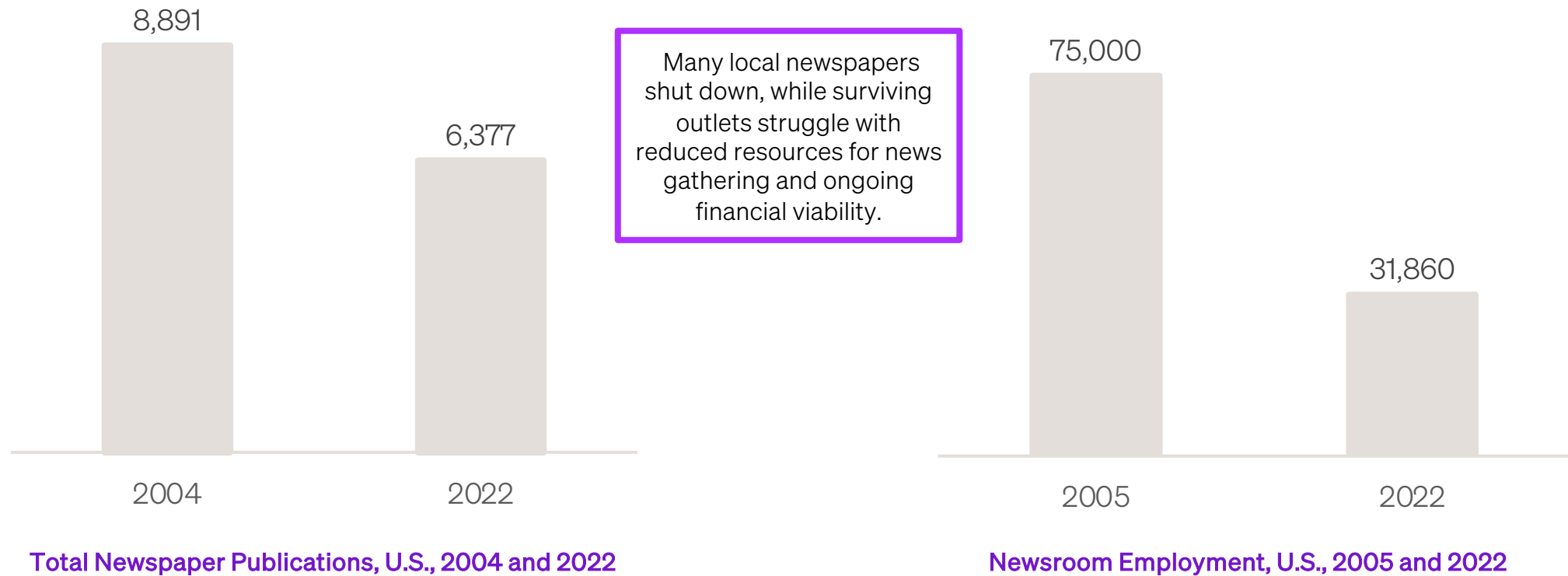
Traditional media's gatekeeping power created a valuable infrastructure for information while having control of the story and facts that reached people.



This led to a news cycle that was methodical and steady,
with stories gaining traction through a structured and centralized process.

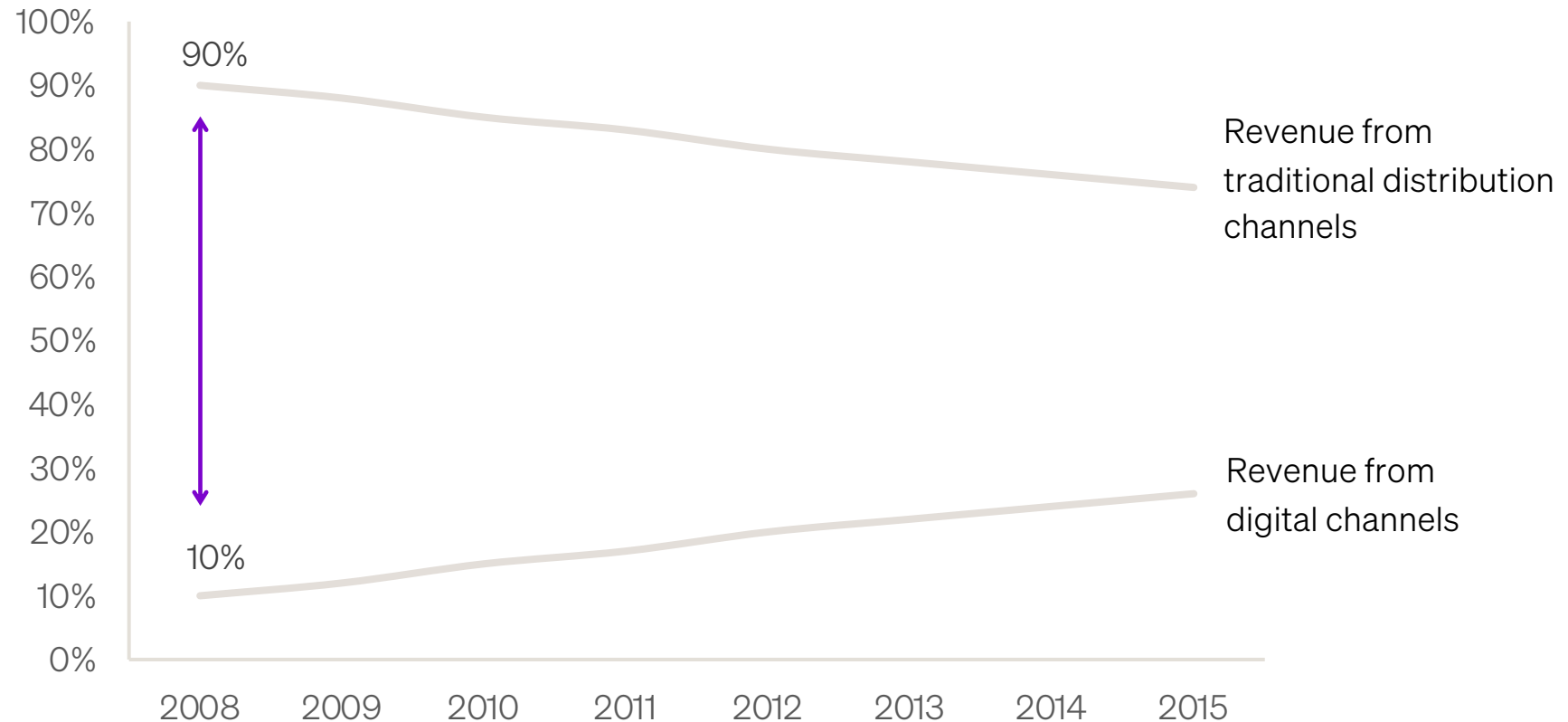


However, as the internet evolved, it disrupted traditional media's monopolies and revenue sources.



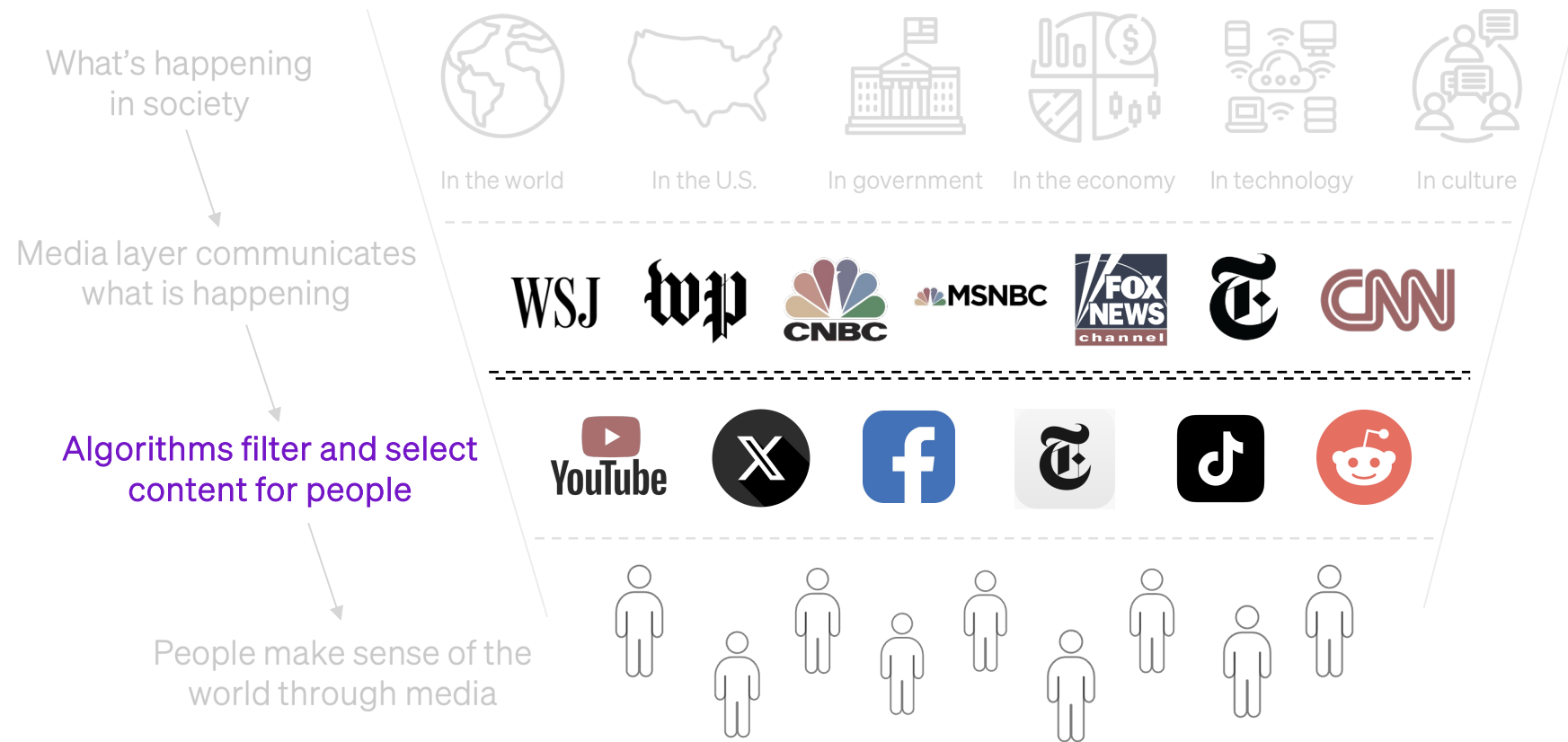
Early in the internet era, traditional media treated digital platforms as a niche distribution channel while maintaining their role as society's information gatekeepers.

Revenue Distribution in the News Industry, 2008 to 2015



Between 2008-2015, news organizations started to adapt as traditional revenue fell and digital grew, forcing them to balance both traditional and new ways of making money.

And as algorithmic systems became more dominant and pulled people's attention, they became the new filter between the traditional media layer and people.

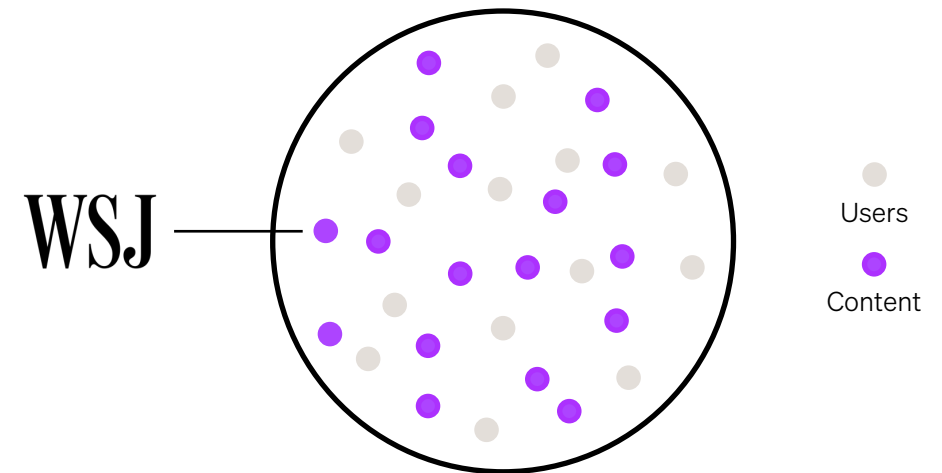


Today, traditional media companies face fierce competition from all content on algorithmic systems.

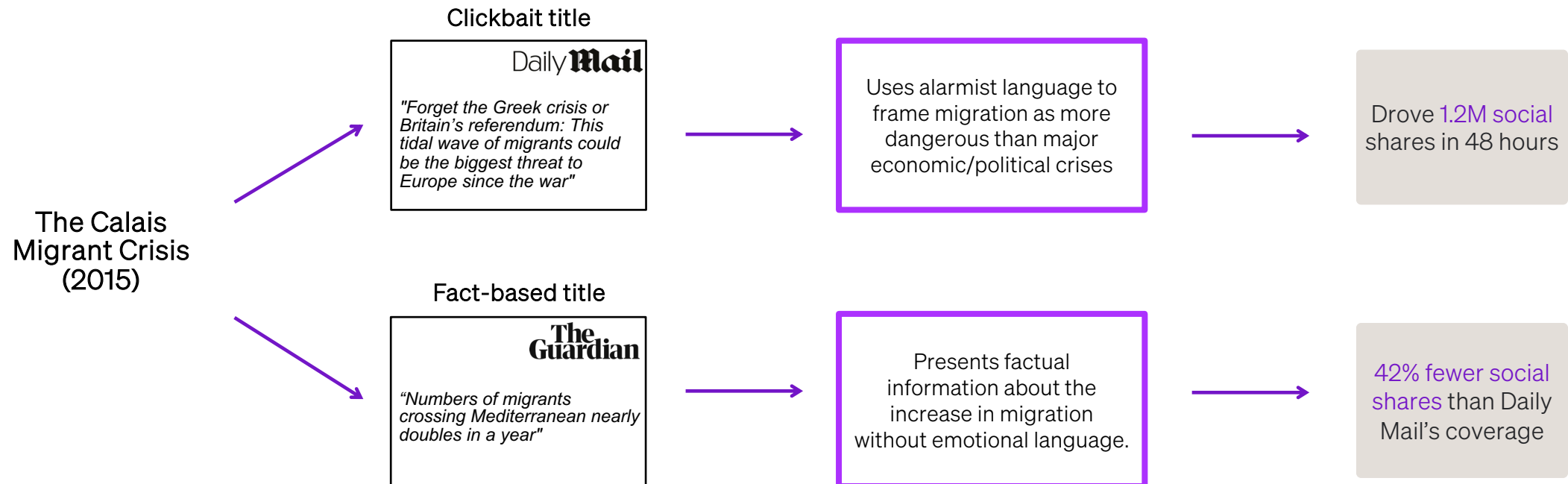
The Wall Street Journal
Competition Before Algorithms



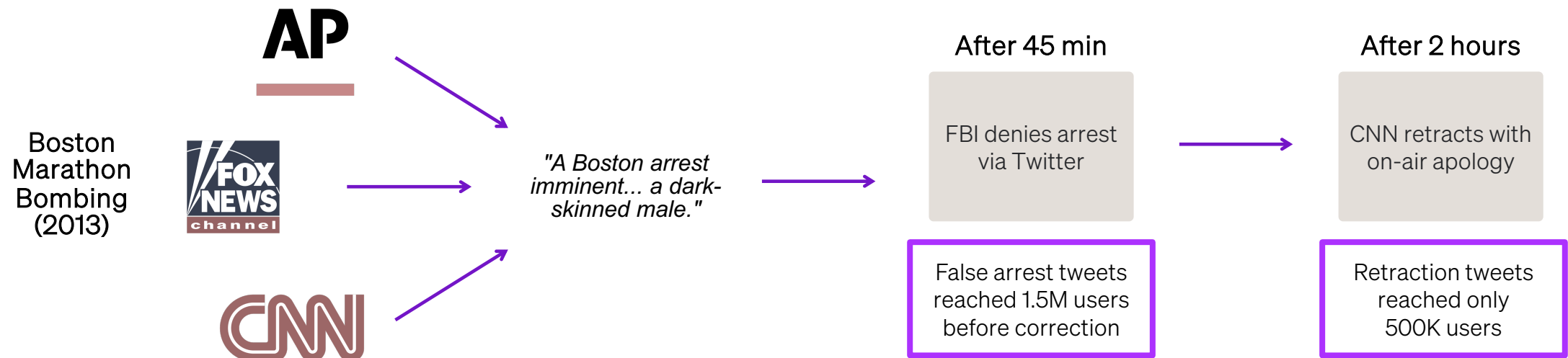
The Wall Street Journal
Competition After Algorithms



The pressure to survive in the new environment created a double-bind, where traditional media companies either engage in modern tactics or risk financial collapse.



Speed started to trump accuracy as newsrooms raced to break stories on social media, sometimes amplifying misinformation in the process.



The companies that survived oriented coverage toward partisan audiences to maintain relevance, rather than focusing on what properly informed the public.

Frames political coverage through a center-left perspective



<p>Washington now 'largely aligns' with Moscow's vision, Kremlin says</p> <p>Moscow's vision, which has focused on a push to reclaim influence over much or all of the former Soviet Union and defeat liberal democracy, has made Russia a pariah to the West.</p>	<p>Trump's opponents see a sweeping crackdown on free speech</p> <p>In the president's efforts to target opponents and stamp out diversity, equity and inclusion, critics say he is running afoul of the First Amendment.</p>
<p>A small business owner bet his life savings on paper straws. A Trump order may halt his plans.</p>	<p>Trump fired hundreds at NOAA, Weather Service. Here's what that means for forecasts.</p>

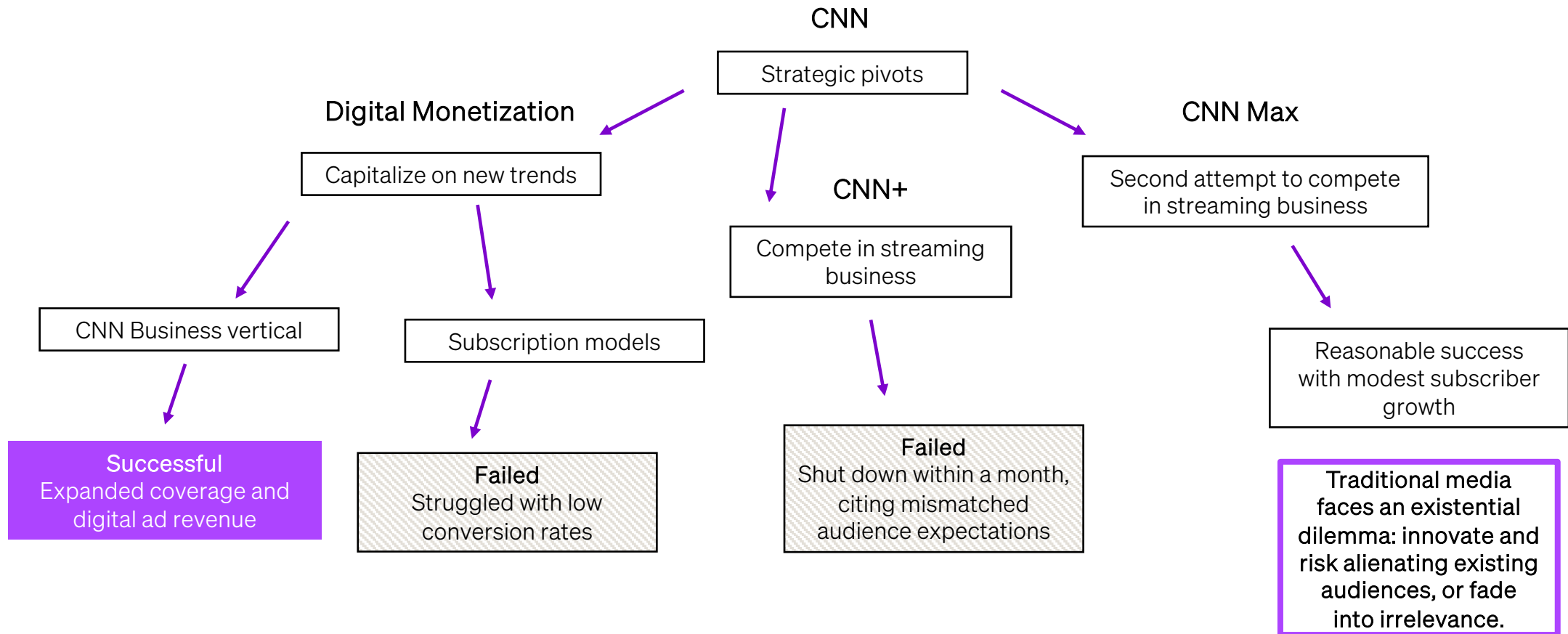


2024

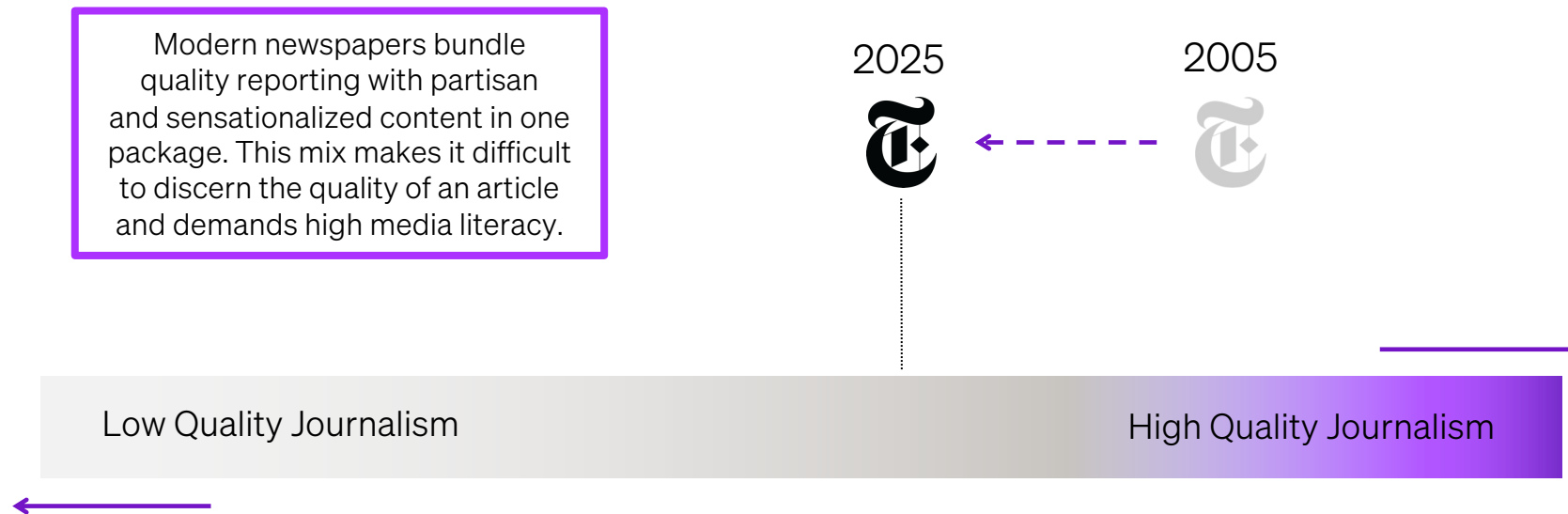
Digital subscription growth still insufficient to offset declining print revenue

Because of algorithmic systems, news organizations with subscription models must adapt to their core audience's preferences to survive.

Media businesses attempted to reorganize internally and experiment with new business models to adapt, although results have been mixed.

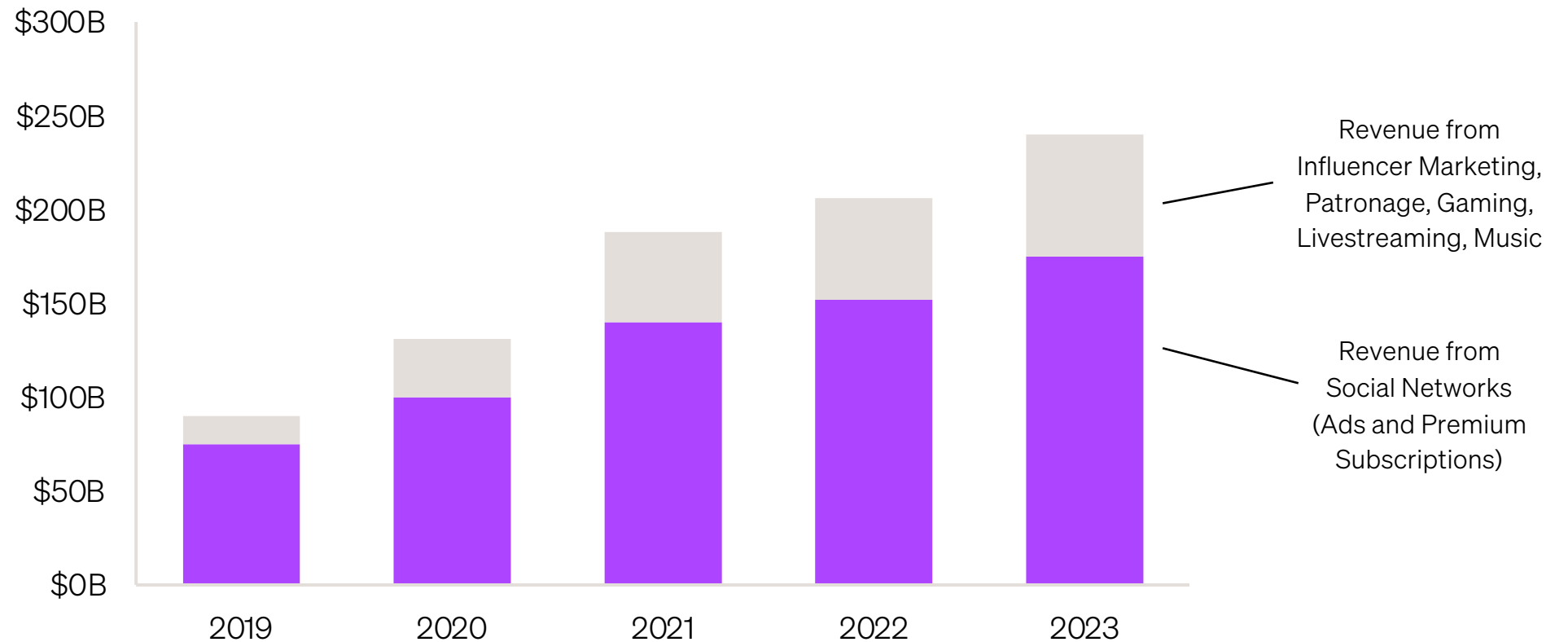


With the media monopoly disrupted, pressure to compete and survive led to compromised standards at even the highest reputation organizations.



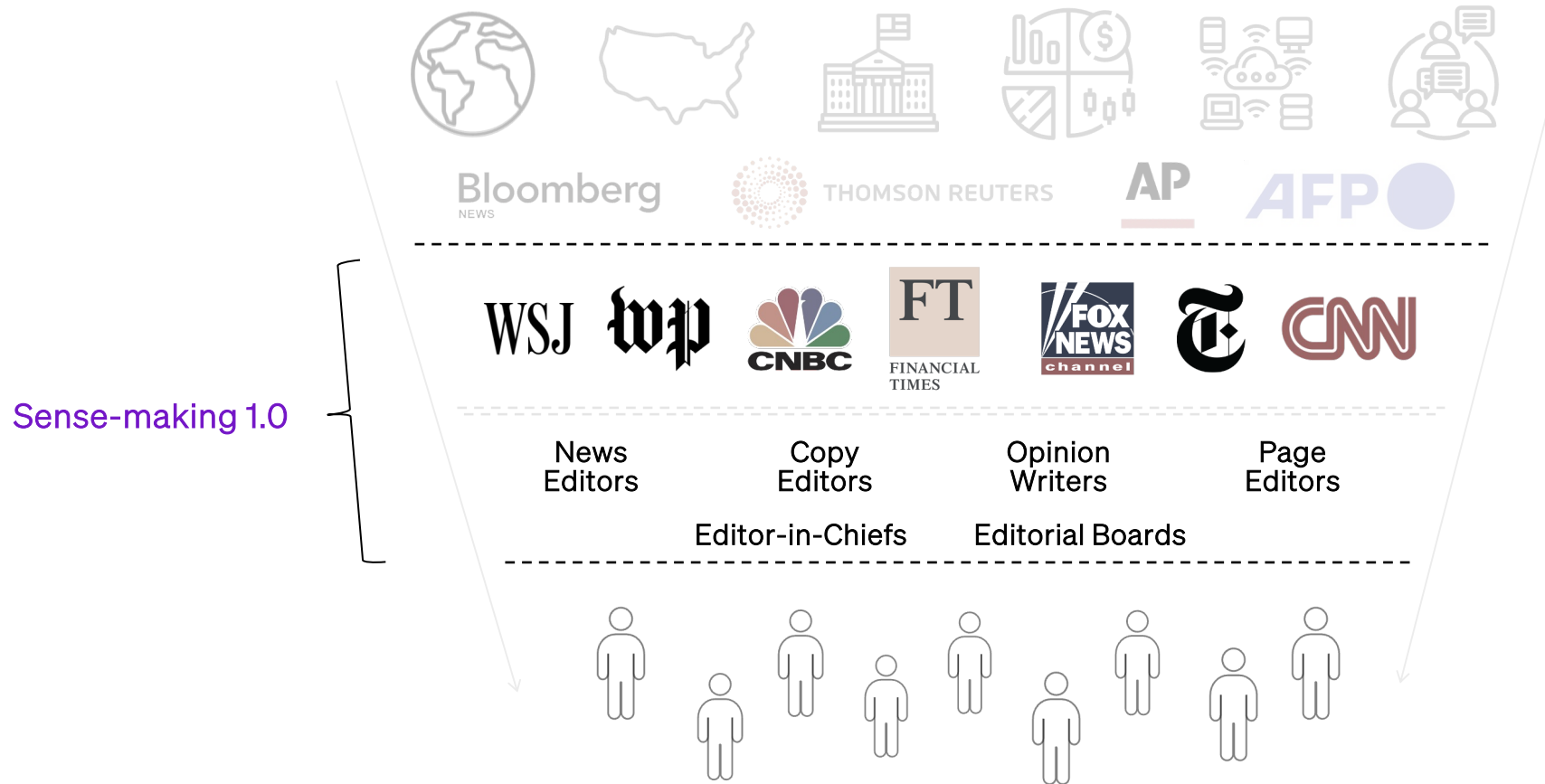
Meanwhile, social platforms enabled creators and influencers to build large, direct relationships with audiences.

Advertising and Subscription Revenue Attributable to Creators, Globally, 2019 to 2023

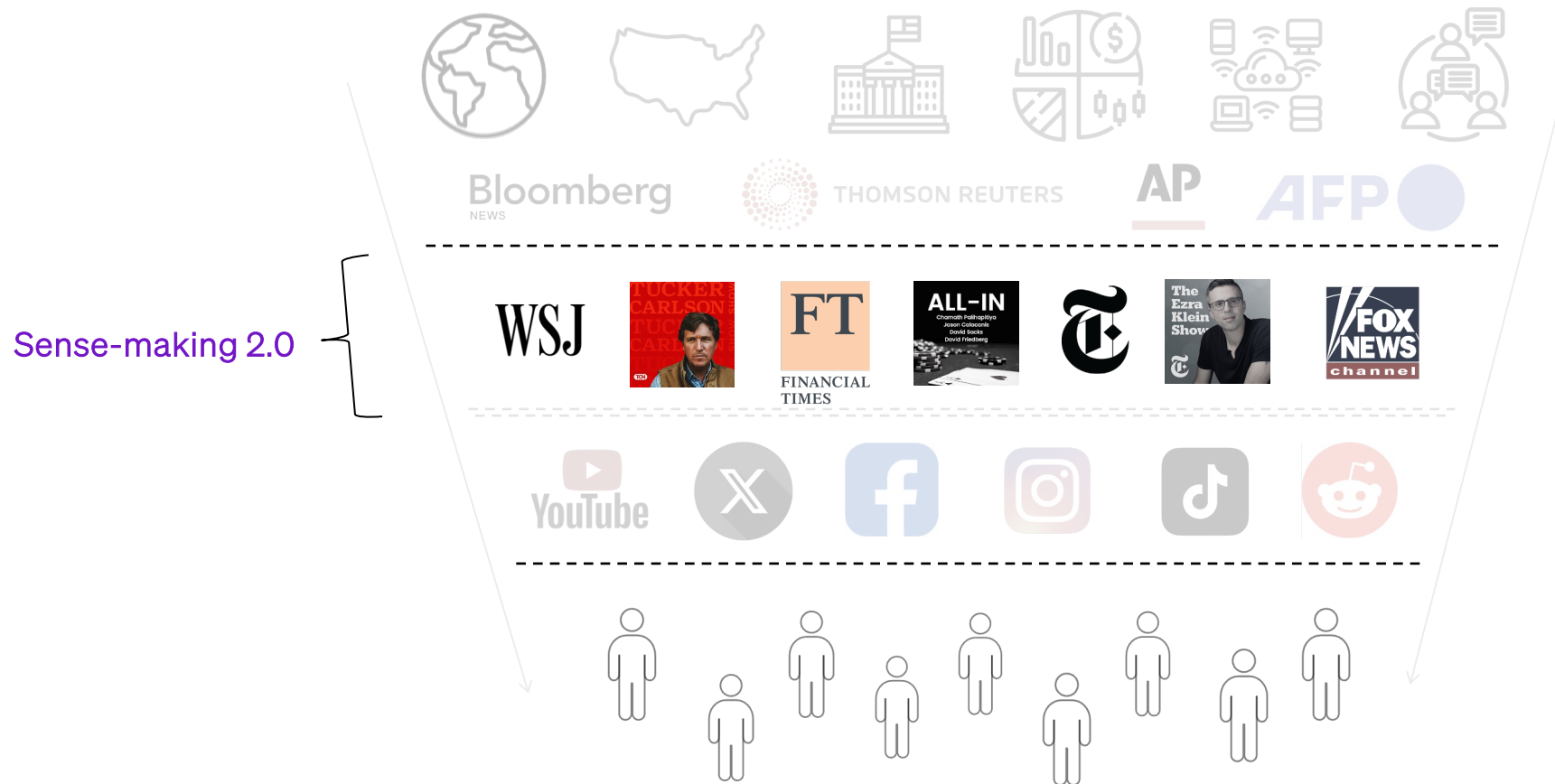


Sense-making 2.0

Sense-making 1.0 was a hierarchical system where traditional media organizations served as society's information gatekeepers.



However, sensemaking 2.0 creators are now rebuilding media from the ground up in a decentralized ecosystem where credibility is earned through expertise and authenticity.



Sense-making 2.0 naturally separates into layers that mirror traditional media's core functions.

Sense-making 1.0



Decentralized
breaking news



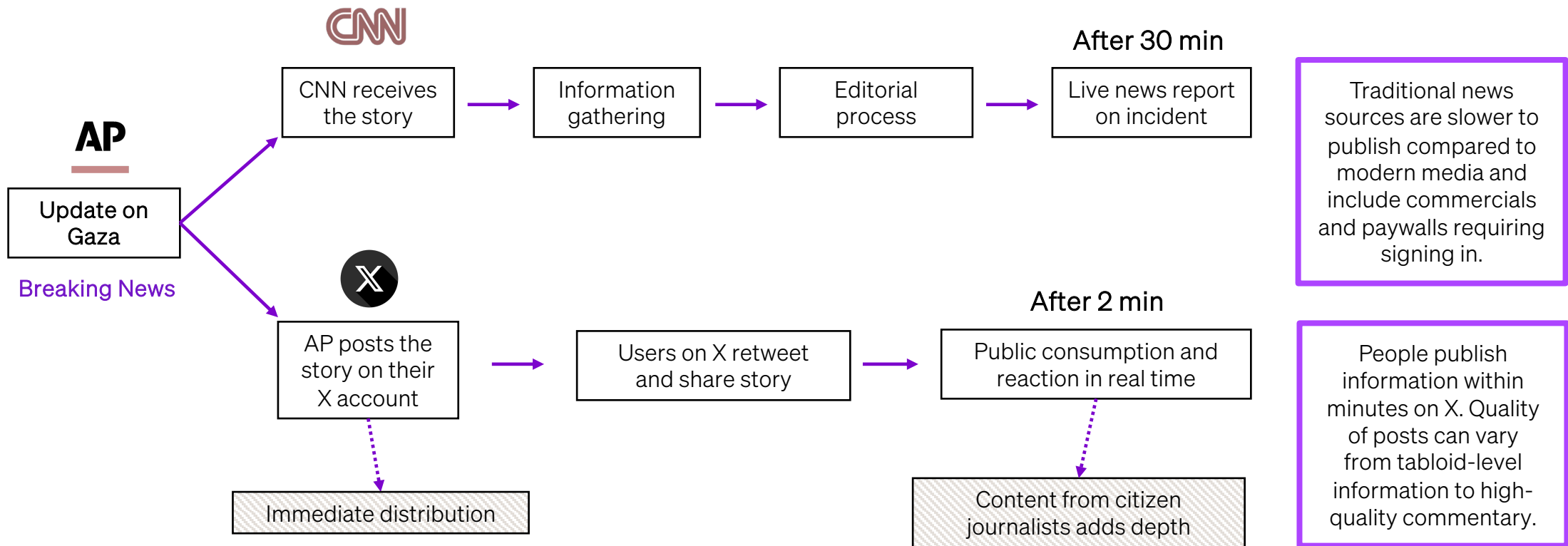
Sense-making 2.0



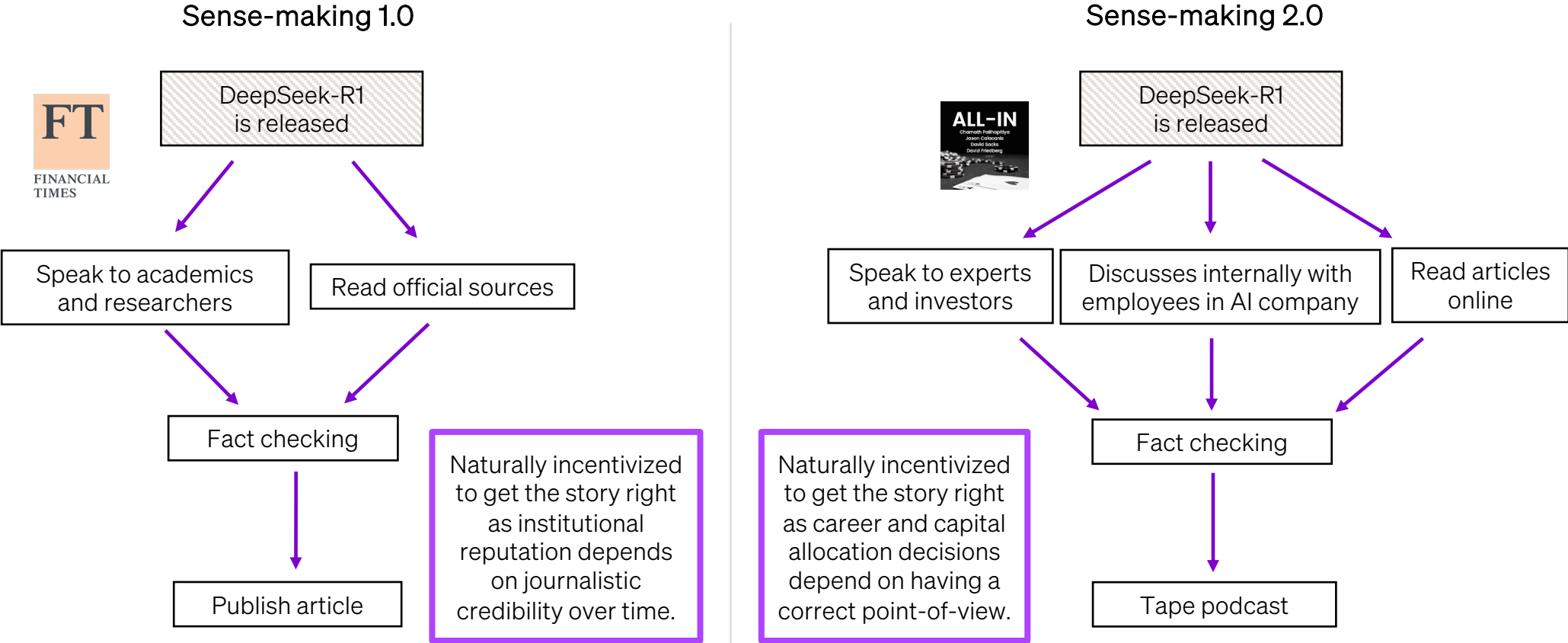
Decentralized
editorial layer



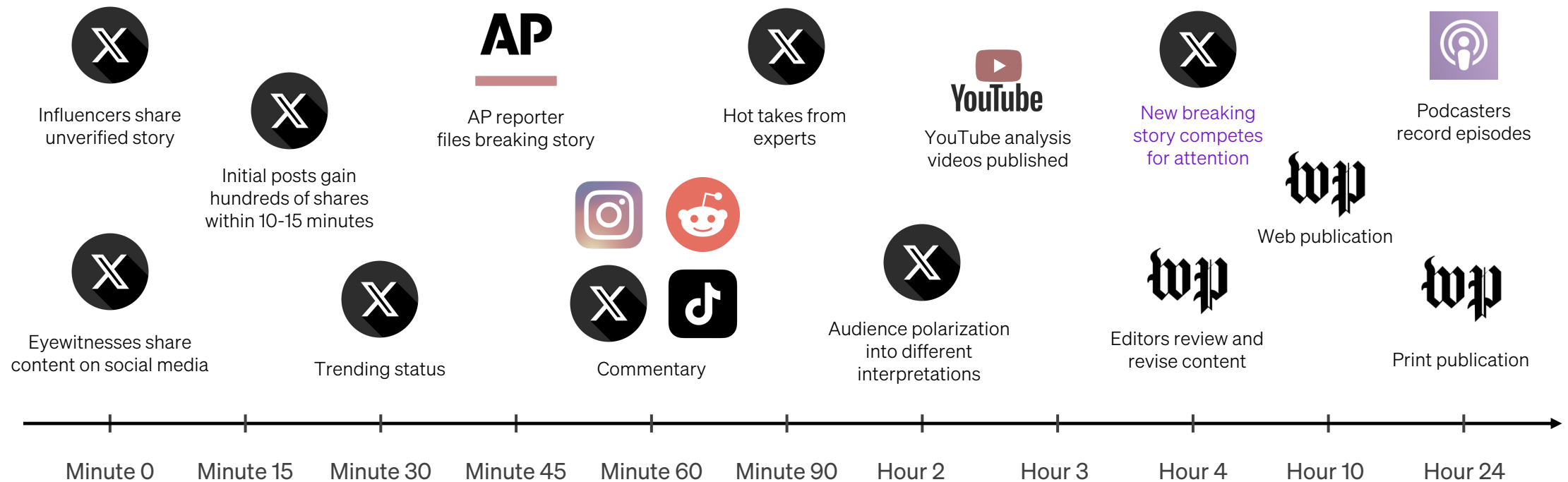
Breaking news has become a commodity, so platforms that deliver breaking news the quickest and drive highest engagement dominate the competition for attention.



The editorial layer has reemerged through new sense-makers, as people seek credible voices to help them process and understand the flood of available information.



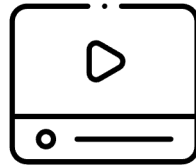
This leads to a news cycle that can begin instantly, gain rapid momentum, and fade just as quickly as new stories emerge, making it highly chaotic and volatile.



What is the appeal of the new sense-makers?

Technology has democratized media creation and distribution, enabling content that captures genuine human expression in an undistorted way.

Video



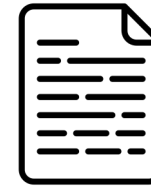
Shows the whole person, including body language, gestures, and how they think and respond in real time.

Audio



Conveys personality through voice and tone while fitting easily into daily life during commutes or exercise.

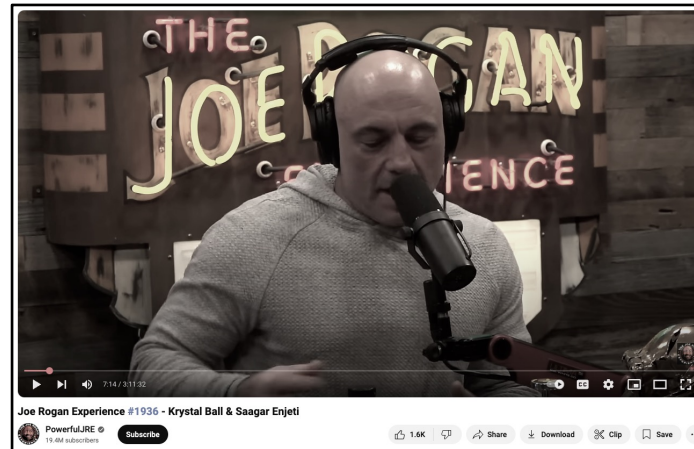
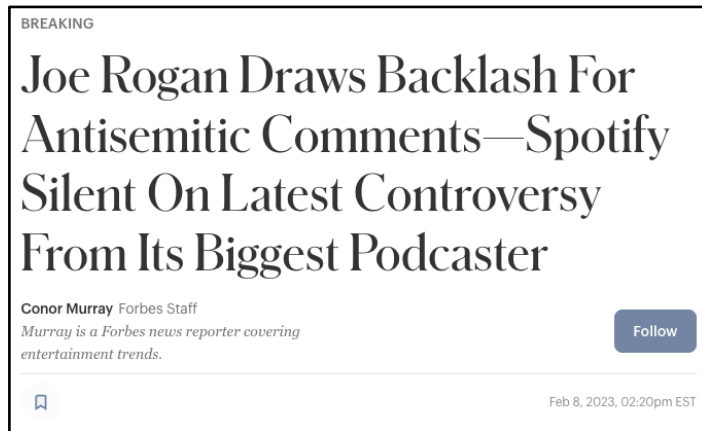
Writing



Allows for richer expression of ideas from trusted voices who take time to develop their thinking.

This humanizes creators and protects them from demonization as audiences form their own judgments based on direct observation, intuition, and critical thinking.


Forbes




Today, people can check original sources when they're unsure what to believe, helping them form their own opinions.

And sense-makers are natural in the context of the creator economy where direct connection and authenticity are now the default preference of consumers.


News




Fashion



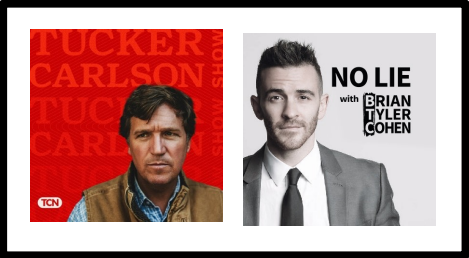
Health



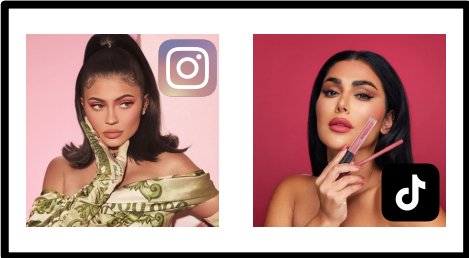
Tech and Finance



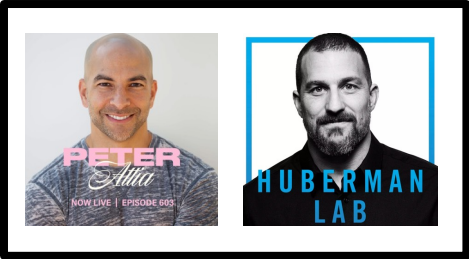
News



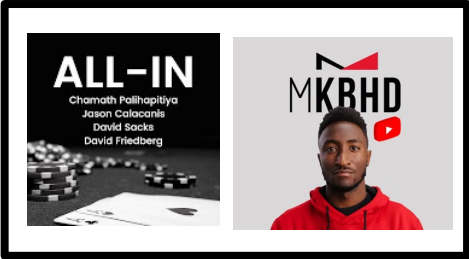
Fashion



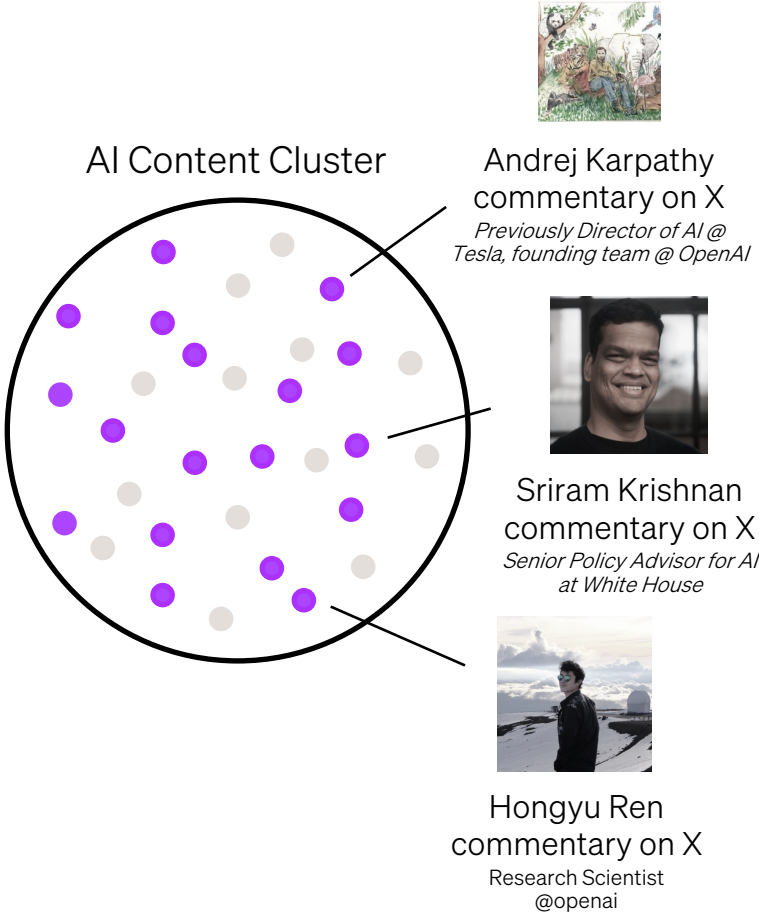
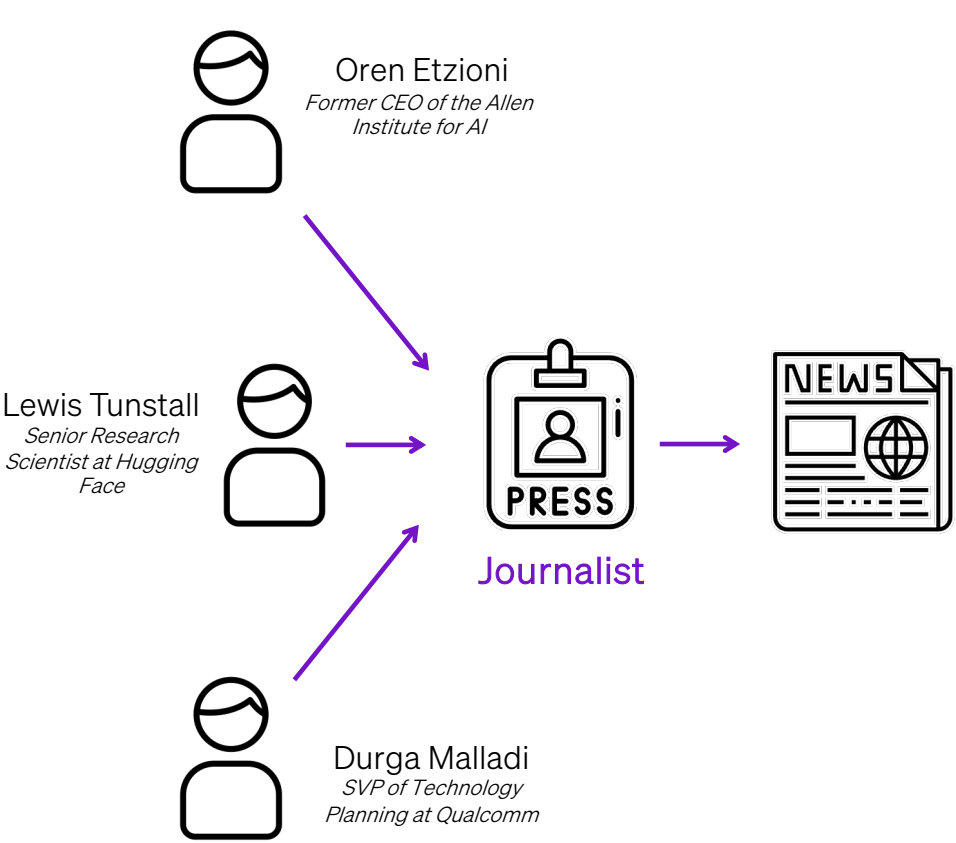
Health



Tech and Finance



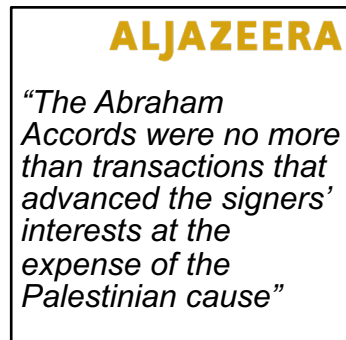
Instead of having journalists report expert knowledge secondhand, audiences now have direct access to experts in their respective fields.



Thus, this new ecosystem gives direct access to both experts and sense-makers, allowing people to make sense of current events **faster and deeper than traditional media.**

These approaches could help restore the nuance and human element missing from traditional media.

News Headlines

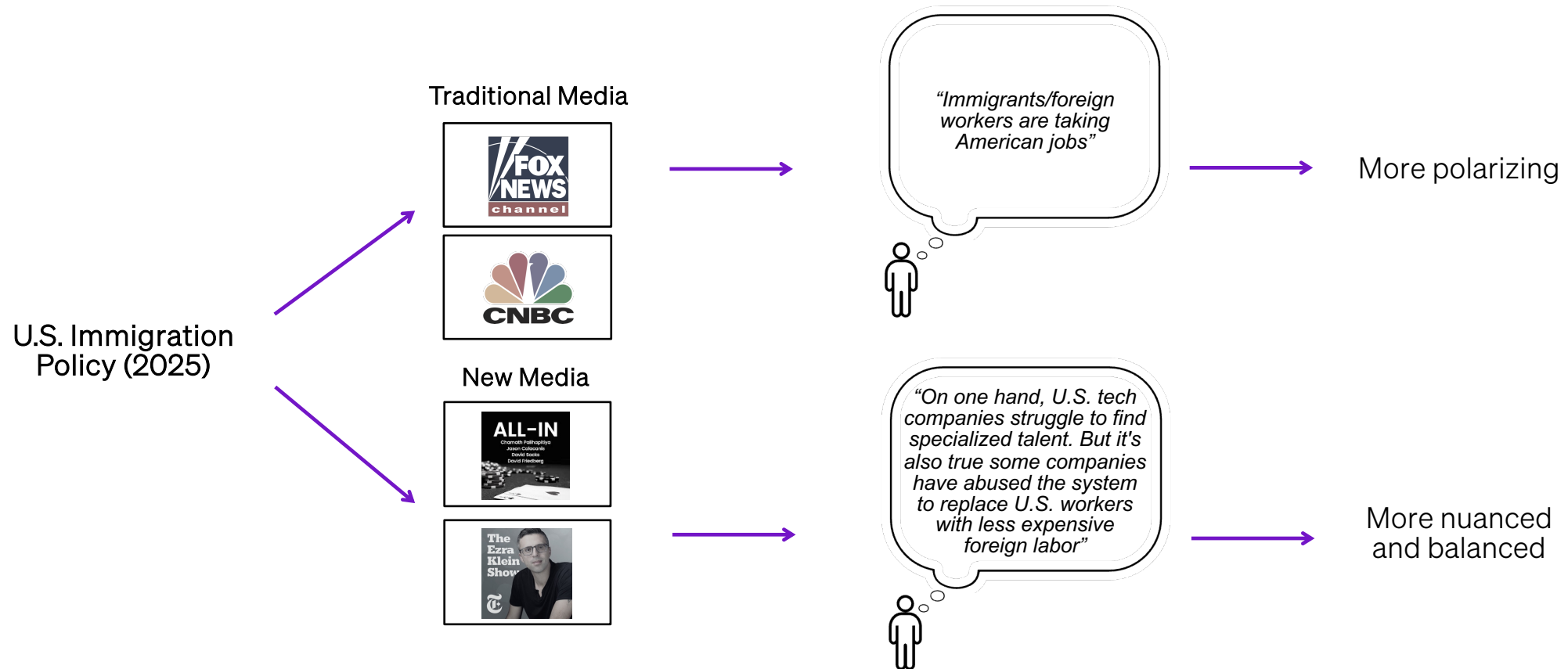


Lex Fridman 3-Hour Podcast with Jared Kushner

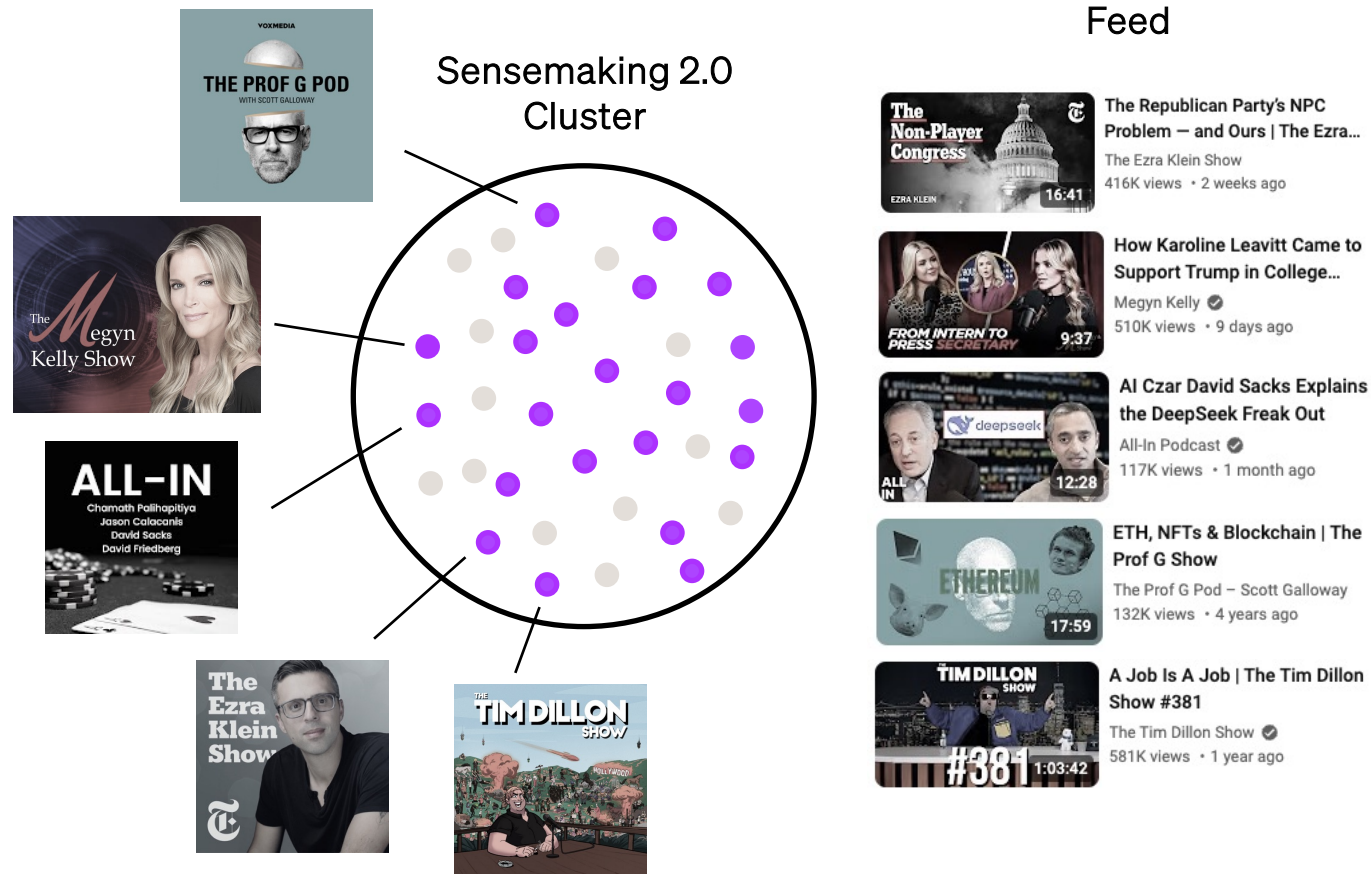


Jared: "The traditional thinking had always been that Muslim Arab countries would not make peace with Israel until the Israeli-Palestinian issue was solved. And what we were able to do is separate the issues and then make these connections, which are leading to amazing interaction between Jews and Muslims..."

Since media shapes how people perceive the world, this restoration of nuance and direct access to expertise could help counteract polarization and radicalization.



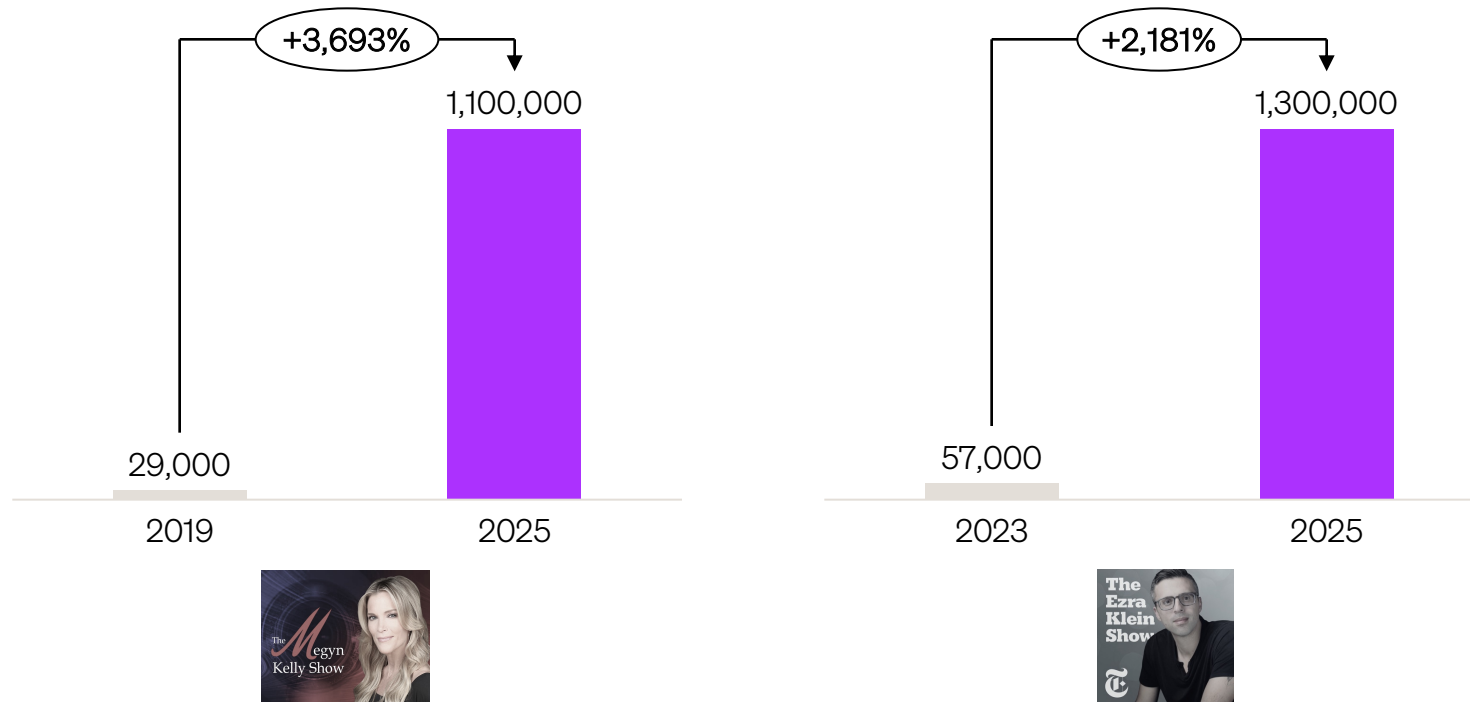
These dynamics create new clusters that connect people seeking nuance and the human element on platforms that reward engagement through long-form content.



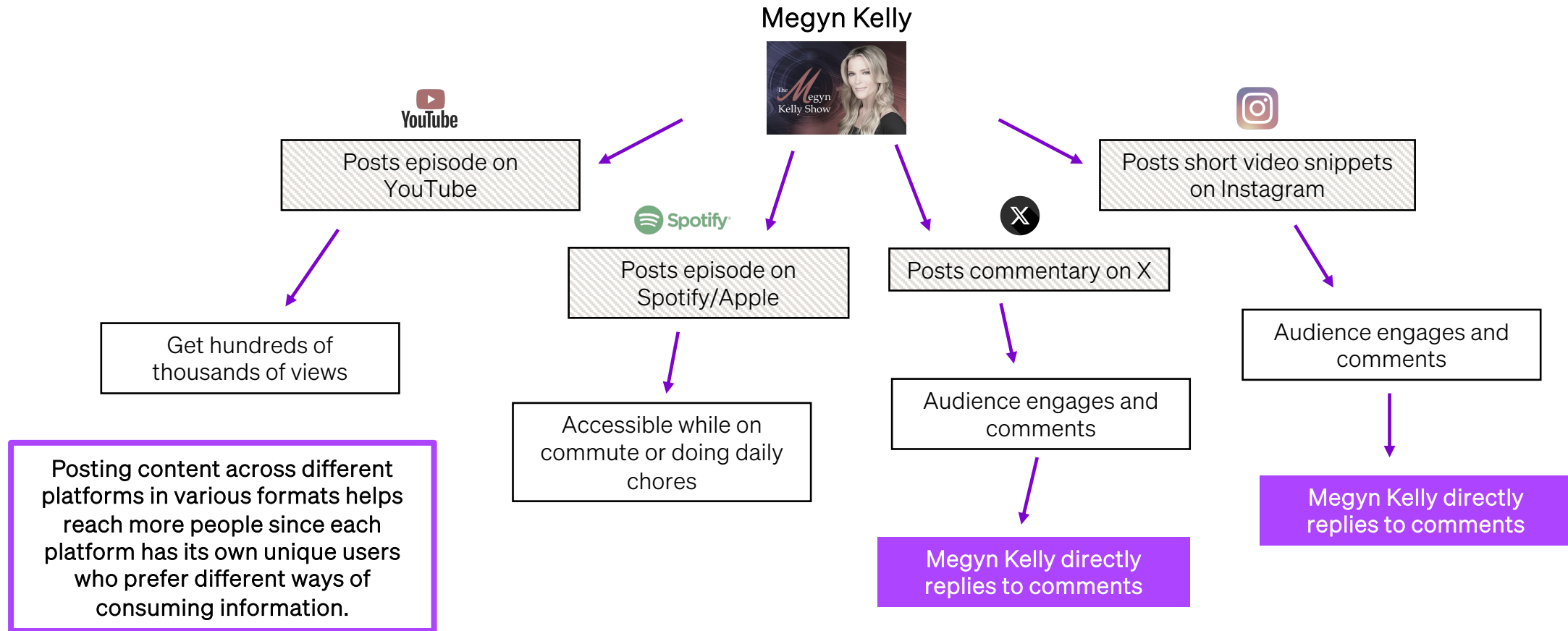
How big is this opportunity?

As sense-makers naturally earn trust and are consistent with publishing regularly, they build bigger audiences over time.

Representative Video Views for Megyn Kelly's and Ezra Klein's YouTube channels, 2019 to 2025

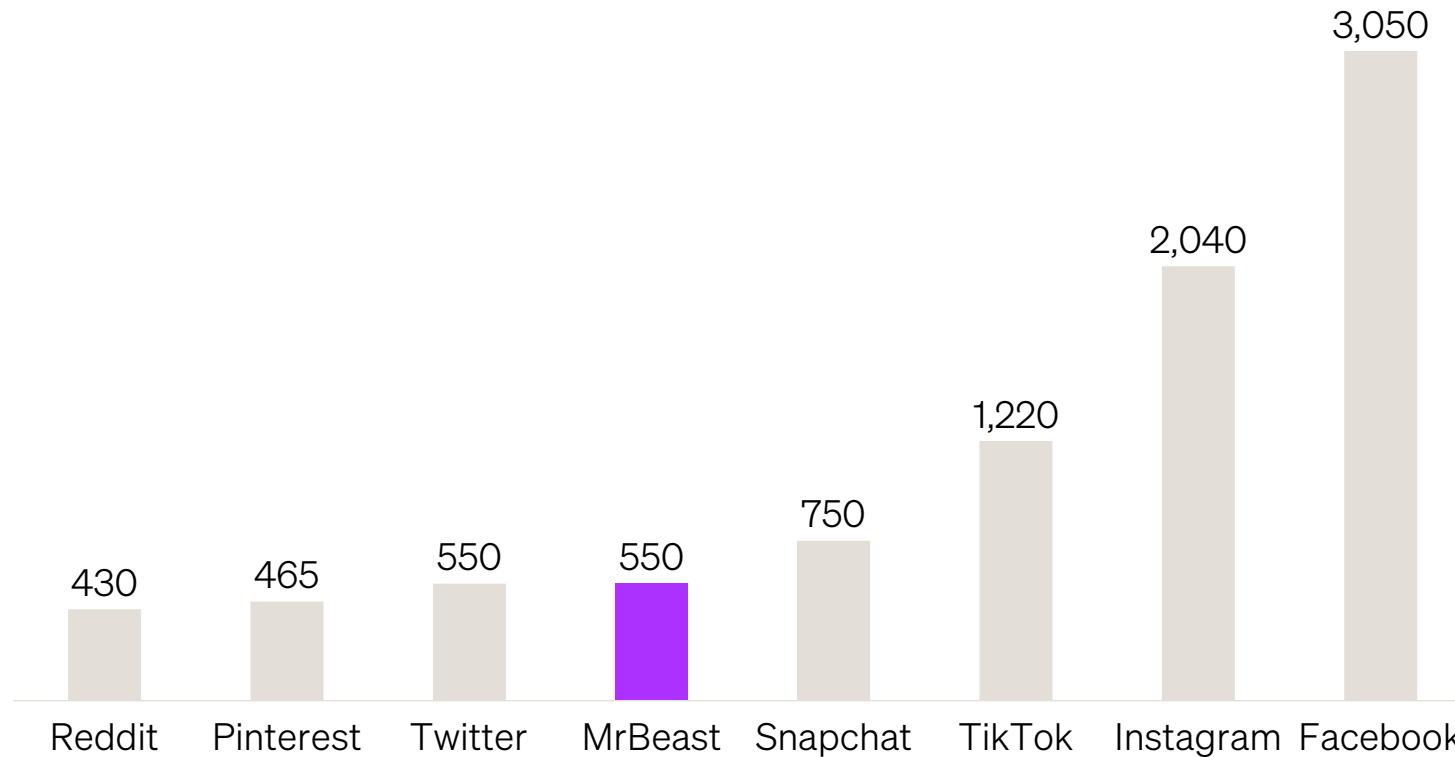


And since media businesses are built on credibility, sense-makers build trust by leveraging authenticity and direct communication versus institutional credibility.

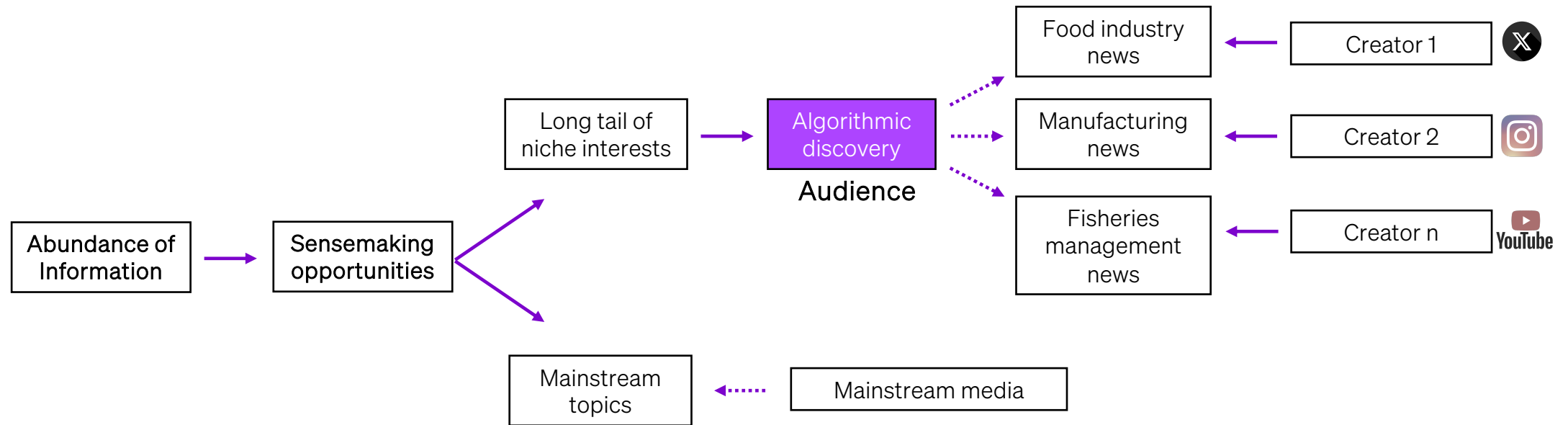


Individual creators within the creator economy are demonstrating they can grow to the point where they outgrow the platforms themselves.

MrBeast's Total Following Across All Platforms vs. Social Media MAUs, Millions, 2023



Because there is so much happening in the world, there are opportunities for sense-making across all aspects that people find newsworthy.



Traditional formats that struggled in the attention economy are re-emerging in new forms in the new media ecosystem.

Sensemaking 1.0

Print
newspaper



Sensemaking 2.0

Digital
newspaper



Subscription
models

Television
programs



Video
streaming



Creator
driven

Radio shows



Podcasts



Direct audience
relationship

Magazines



Substack



Platform
independence

Sense-making 2.0 represents a shift in how information flows through society, moving from institutional gatekeeping to direct transmission.

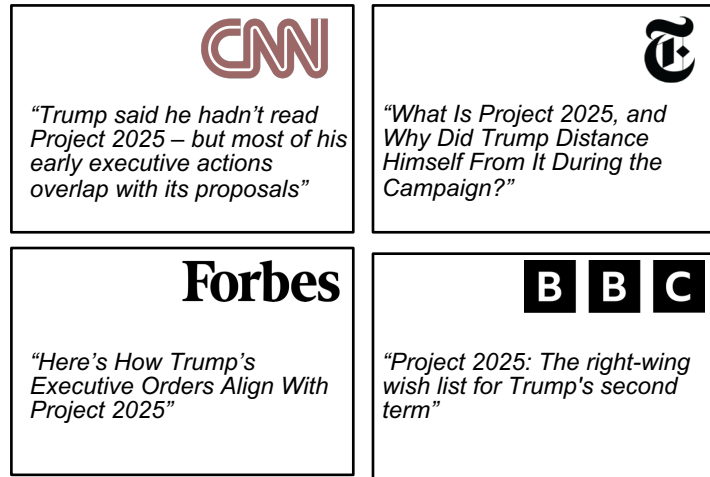
And there is one person in particular that is emblematic of this shift.



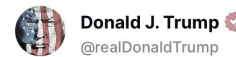
New Political Playbook

President Trump is one representative of the shift from Sense-making 1.0 to 2.0.

Sense-making 1.0



Sense-making 2.0

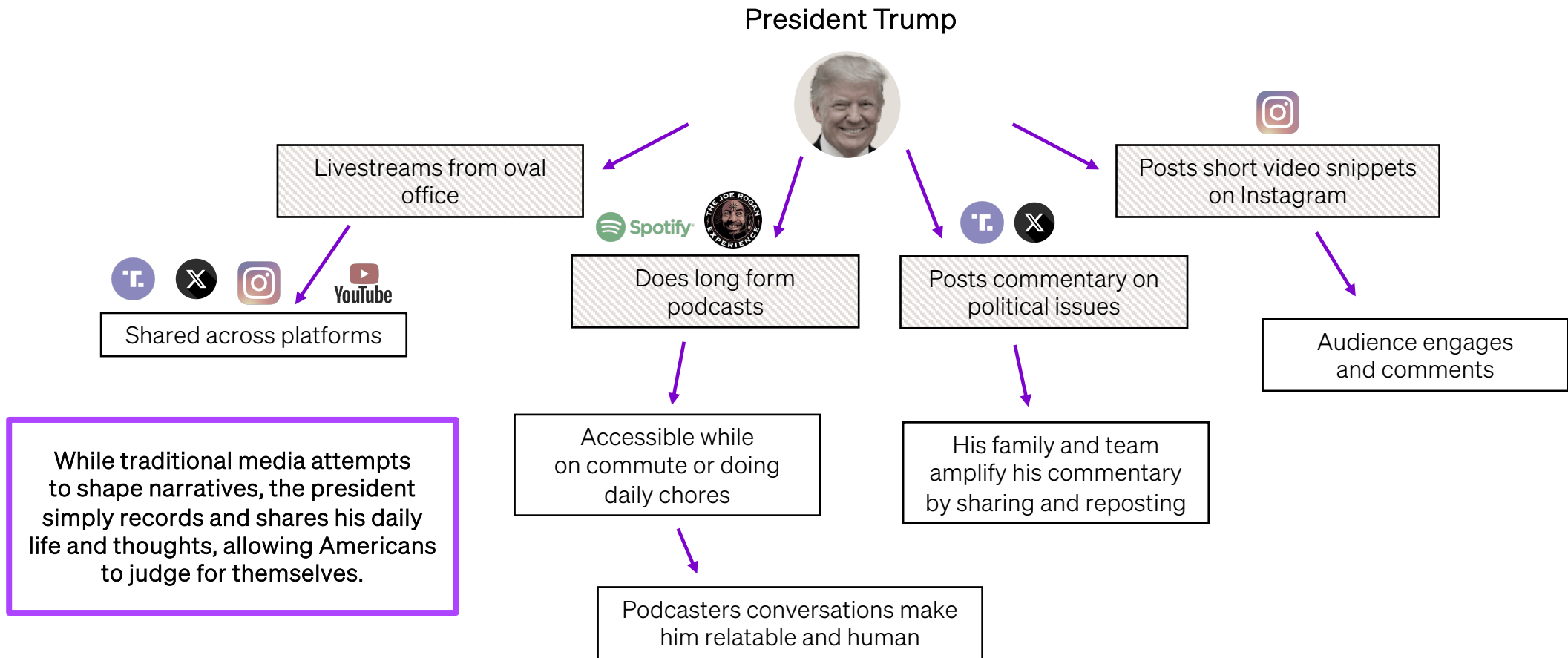


A Statement from President Donald J. Trump

"We had a very meaningful meeting in the White House today. Much was learned that could never be understood without conversation under such fire and pressure. It's amazing what comes out through emotion, and I have determined that President Zelenskyy is not ready for Peace if America is involved, because he feels our involvement gives him a big advantage in negotiations. I don't want advantage, I want PEACE. He disrespected the United States of America in its cherished Oval Office. He can come back when he is ready for Peace."



His direct communication and authenticity have created an unprecedented level of transparency between a political leader and citizens.



While traditional media attempts to shape narratives, the president is simply recording and sharing his daily life and work, allowing Americans to judge for themselves.



A 36-minute live stream shows the president signing and reasserting his policy while answering press questions live.

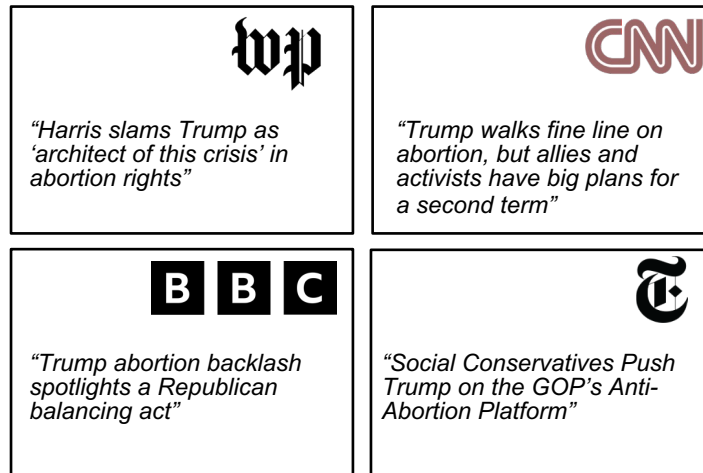


A 1-hour live stream shows the president conducting a cabinet meeting discussing certain issues and answering press questions live.

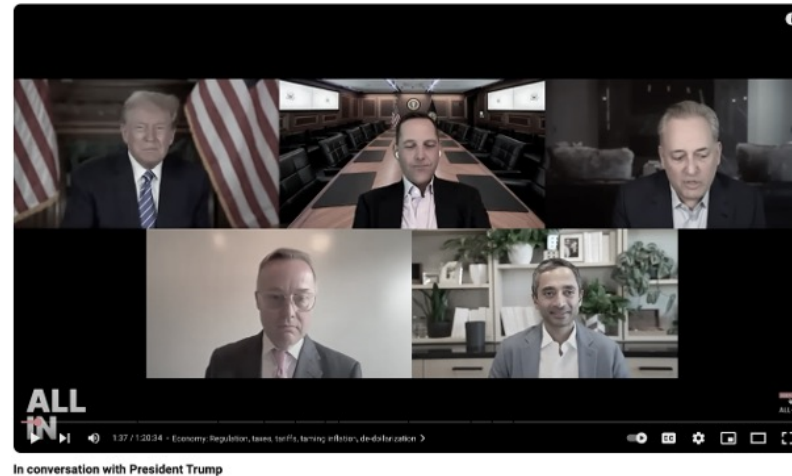
Through livestreams from the Oval Office, tweets, and interviews, you can observe the president's daily activities directly and be in touch with what he's doing everyday.

Americans now have direct access to President Trump in a way that both humanizes him and counters demonization from traditional media.

Sense-making 1.0



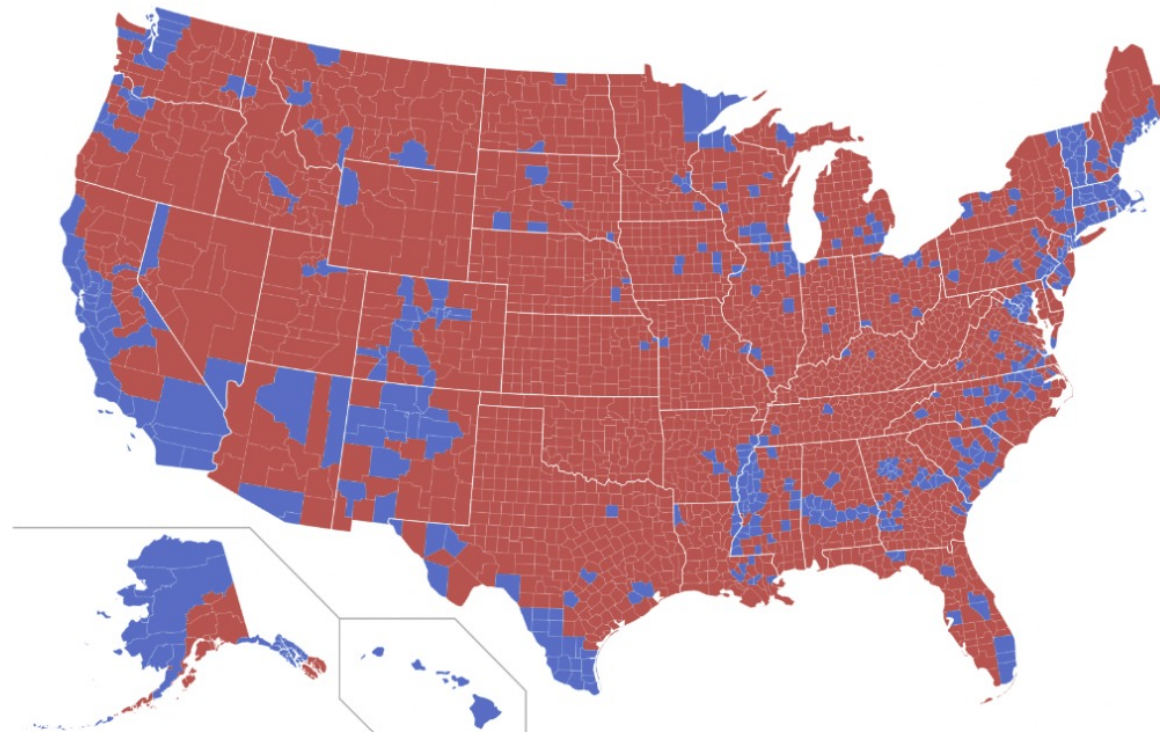
Sense-making 2.0



President Trump: "But to put it simply, it's now up to the states. Like Ronald Reagan, I'm a believer in the three exceptions: rape, incest, and danger to the life of the mother. We have a situation now where it's in the states' hands, and the people are going to be voting. The last thing people want is for that to go back into the federal government. It was always fought for, and very importantly, people wanted it back in the states where it belongs legally and for a lot of other reasons. So no, I wouldn't support a national ban."

The President's direct relationship with the public led to a landslide victory, despite maximum traditional media opposition.

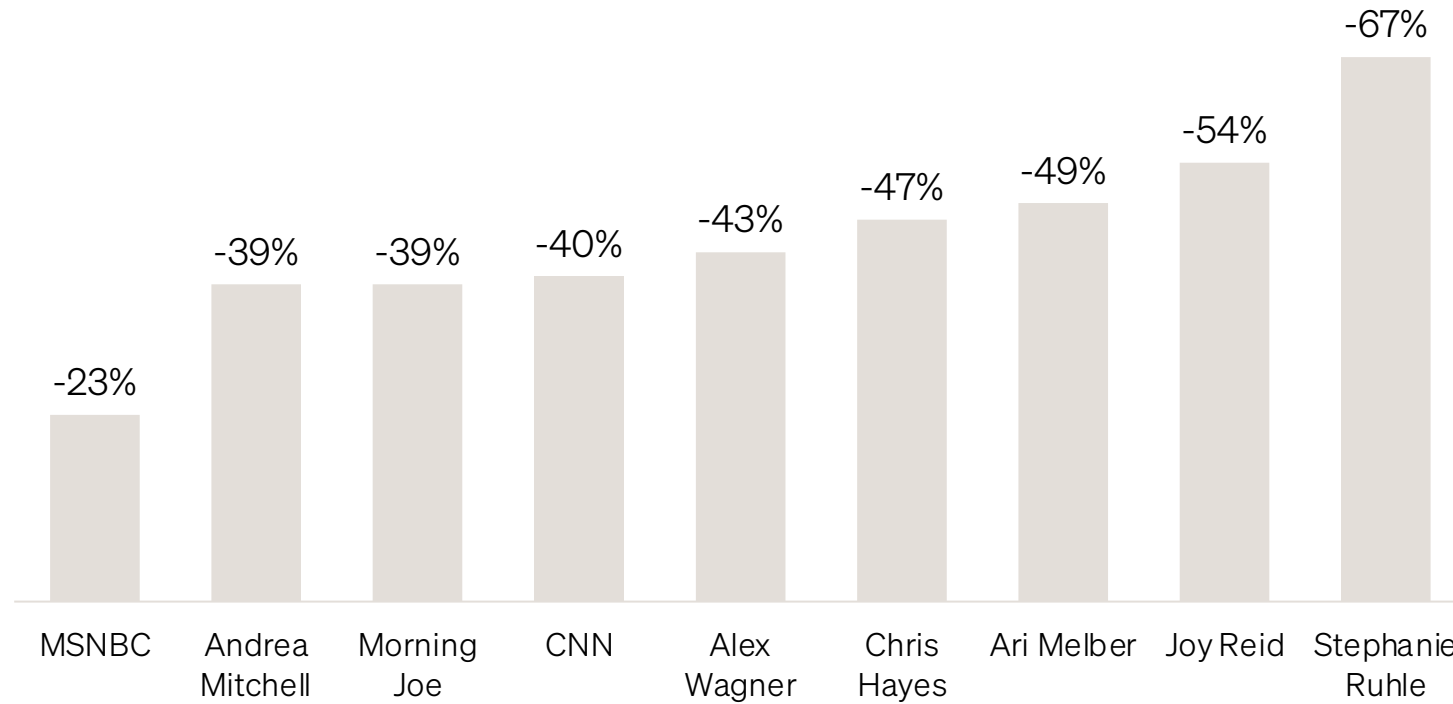
Shift in Margin from 2020 to 2024 Presidential election



More than 89% of counties shifted red in the 2024 presidential election.

It also led to the subsequent collapse in ratings from many traditional media networks and shows.

Percentage Decrease in Ratings Week After Presidential Election, November 2024



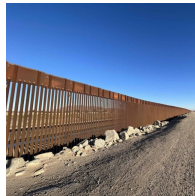
And it's allowed him to take actions that previous Presidents couldn't.

Executive Orders



Trump signed 73 EOs on his first month in office on border security, energy policy, and foreign policy.

Immigration



Trump declared a national emergency to restart border wall construction and limit asylum and refugee admissions.

DOGE



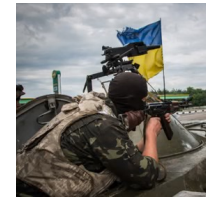
Trump created the Department of Government Efficiency, co-led by Elon Musk, to identify waste and cut federal spending.

Cabinet Picks



Trump appointed Tulsi Gabbard as Intelligence Director and RFK Jr. as Health Secretary and to bring fresh perspectives.

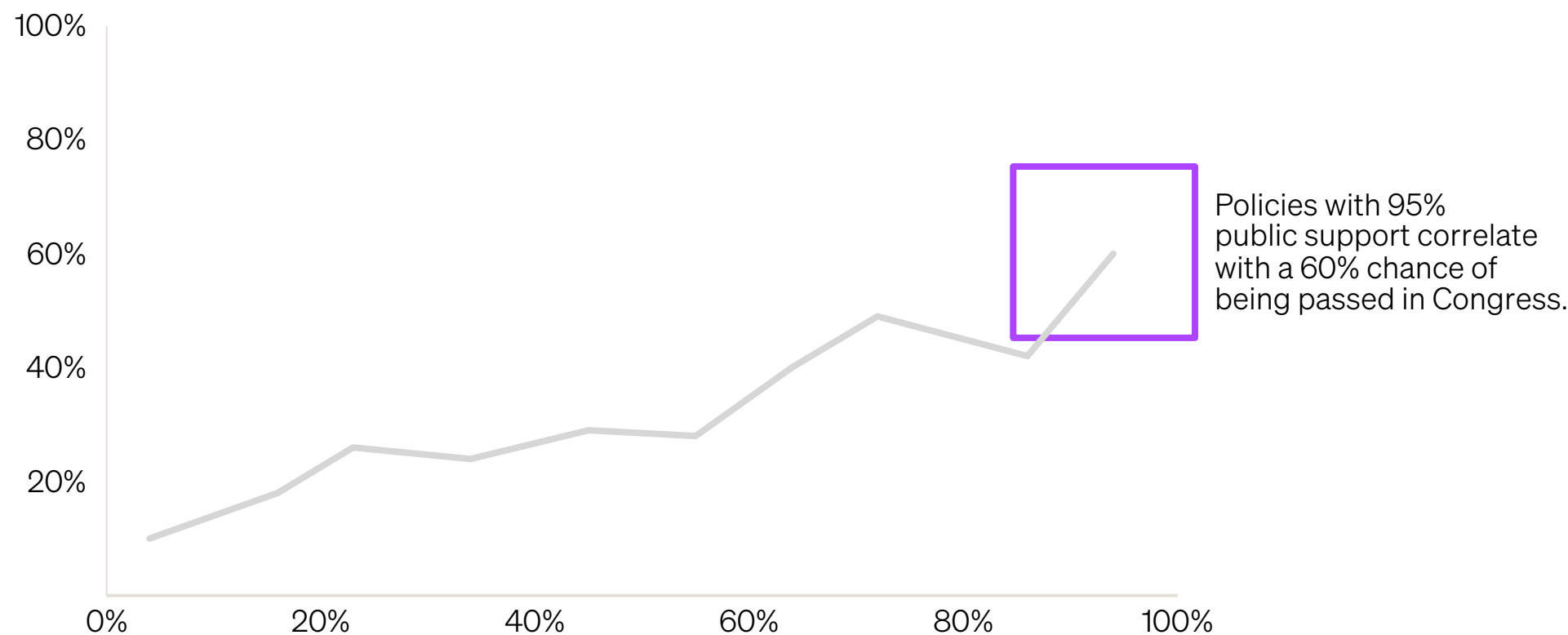
Ukraine Ceasefire



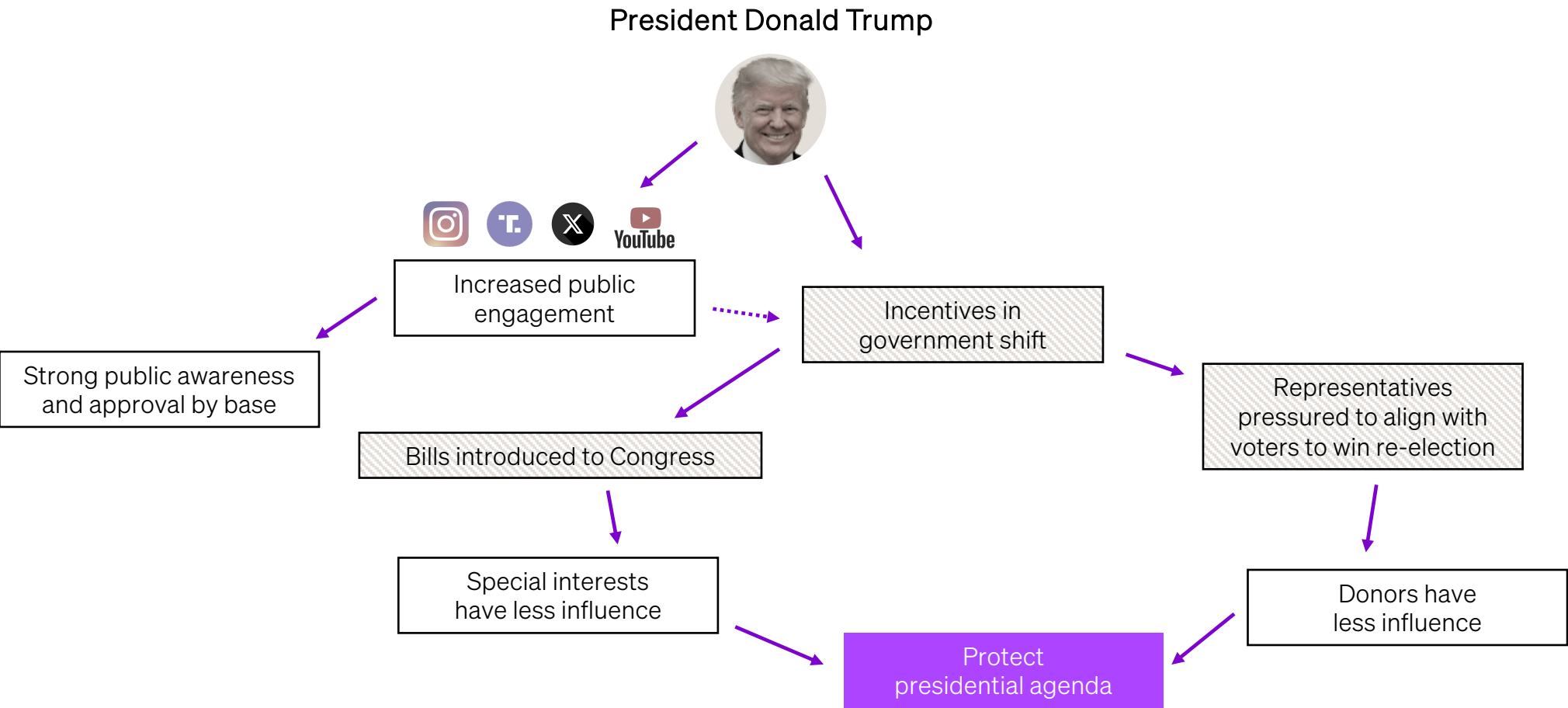
Trump is pushing to secure a ceasefire in Ukraine, while past administrations prioritized war over seeking peace.

This could build unprecedented policy momentum over his term, as people are more aware of the President’s actions and more engaged with the administration's agenda.

Percent of Americans Favoring Policy Change Vs. Percent of Policies Adopted, n=1779, 1981 to 2002

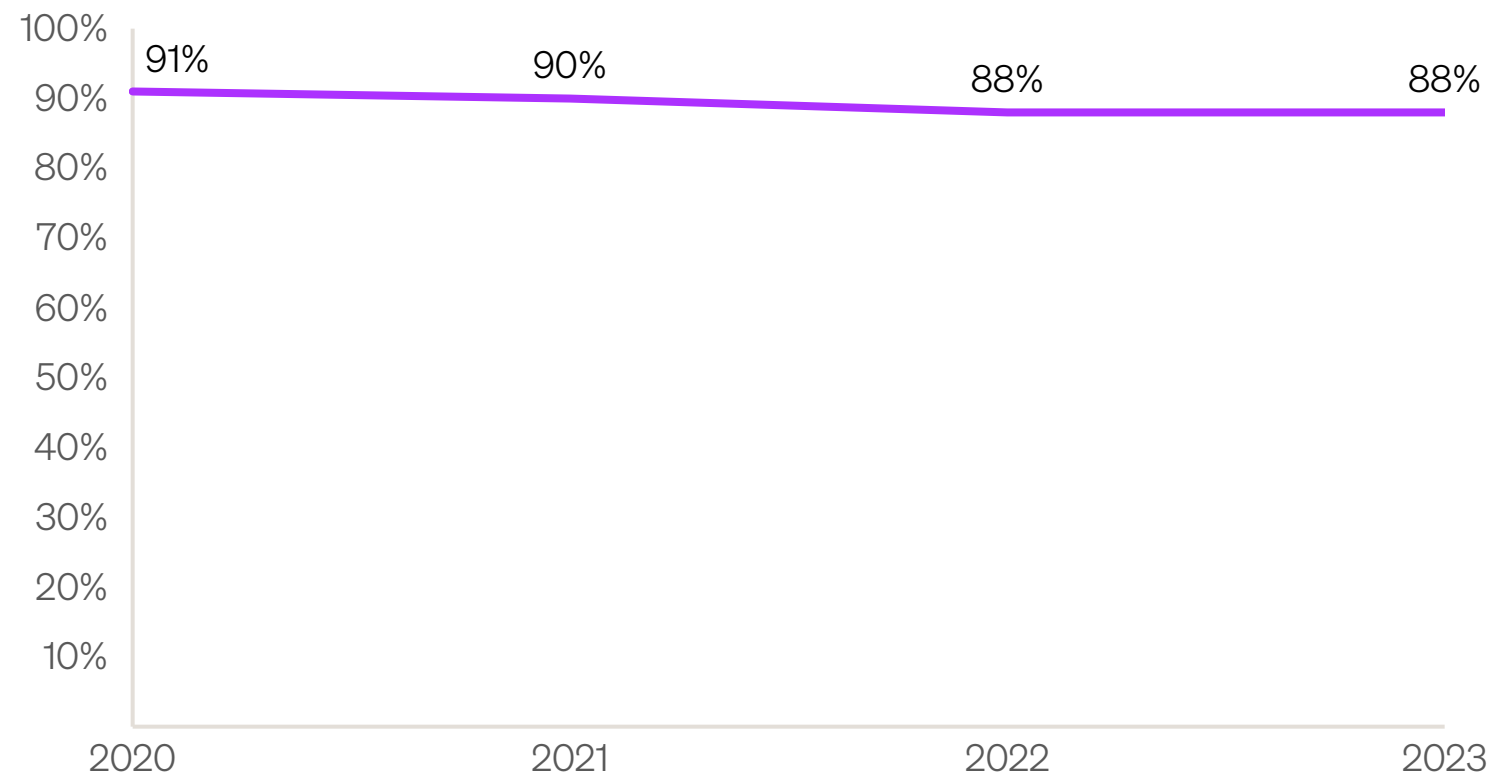


At the deepest level, this could shift underlying incentives in government, which protects Americans from special interests and other forces unaligned with public interest.

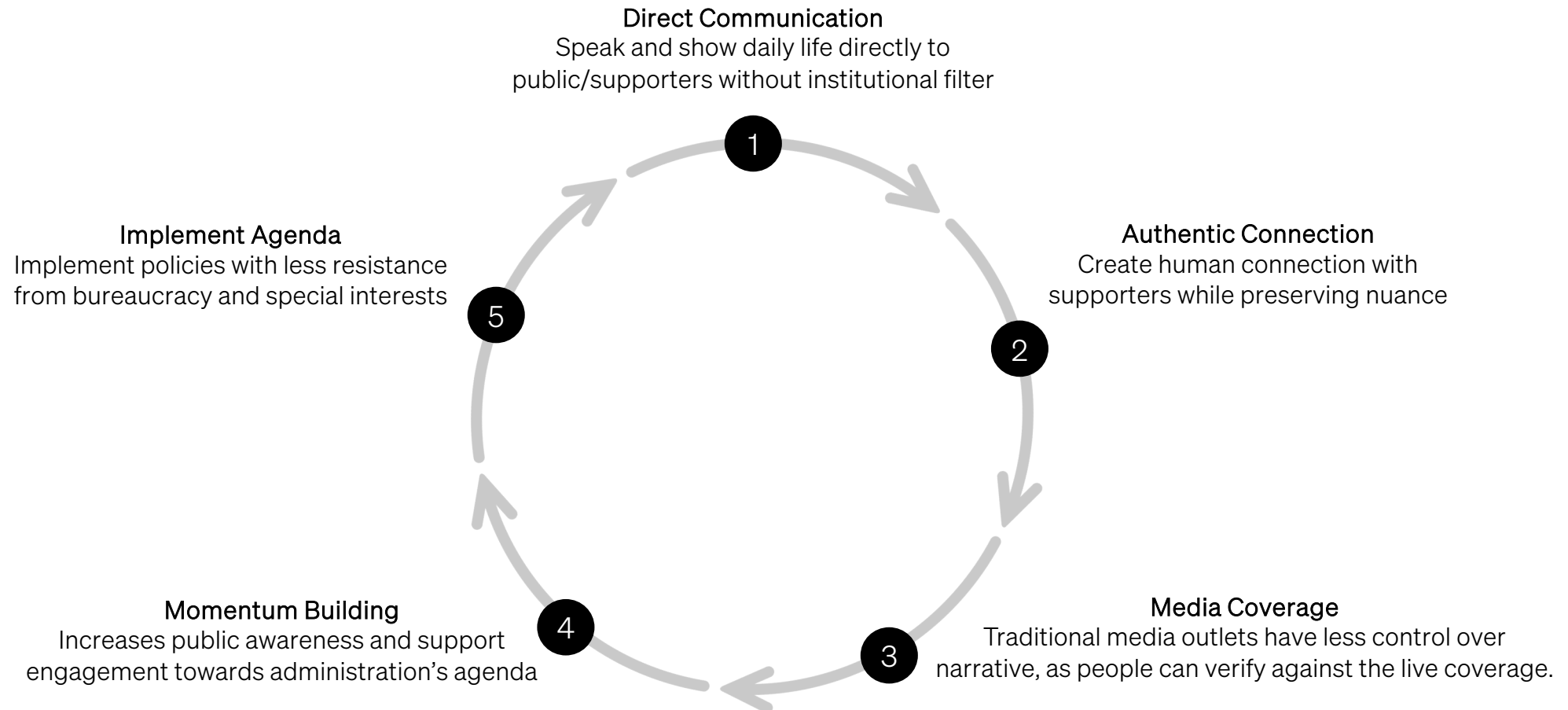


Overall, this gives the president an opportunity to address systematic issues in government while being less compromising on his agenda over four years.

Percentage of Survey Respondents Who Said Government Needs Reform, n=1000, 2020 to 2023

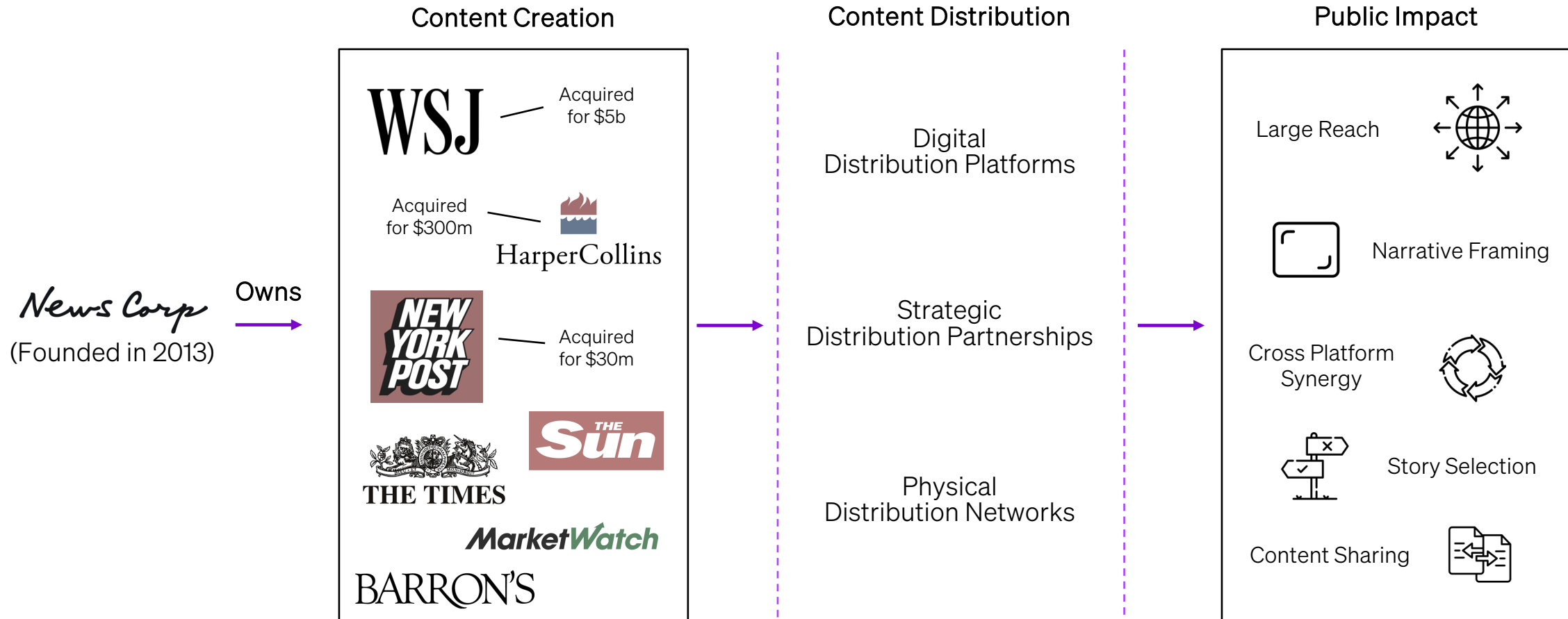


And it creates a new playbook for people in political life and the mastery of the new media ecosystem required to succeed in politics.



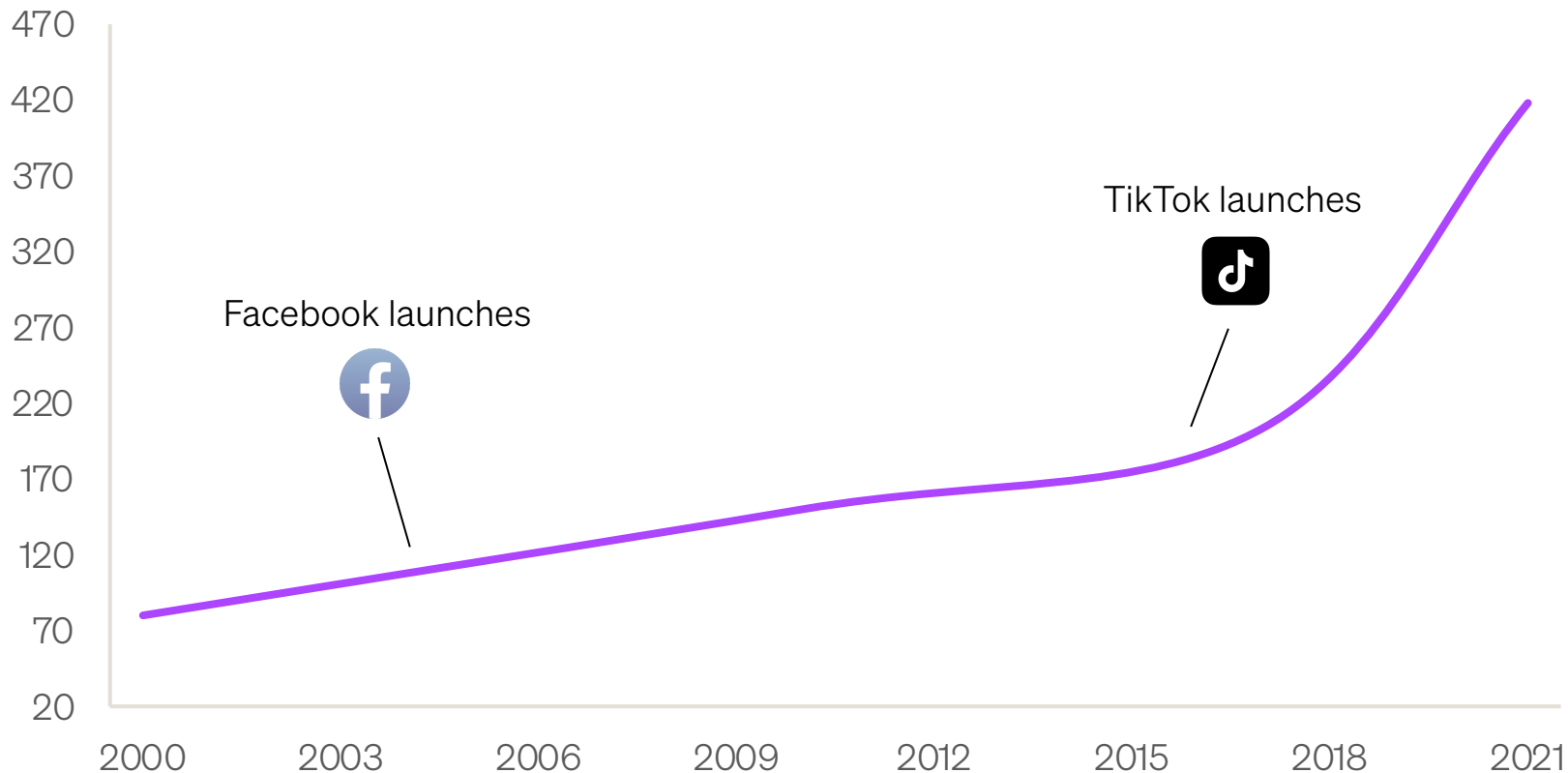
Wrapping Up...

Traditional media companies established distribution networks that controlled society's information flow for decades.

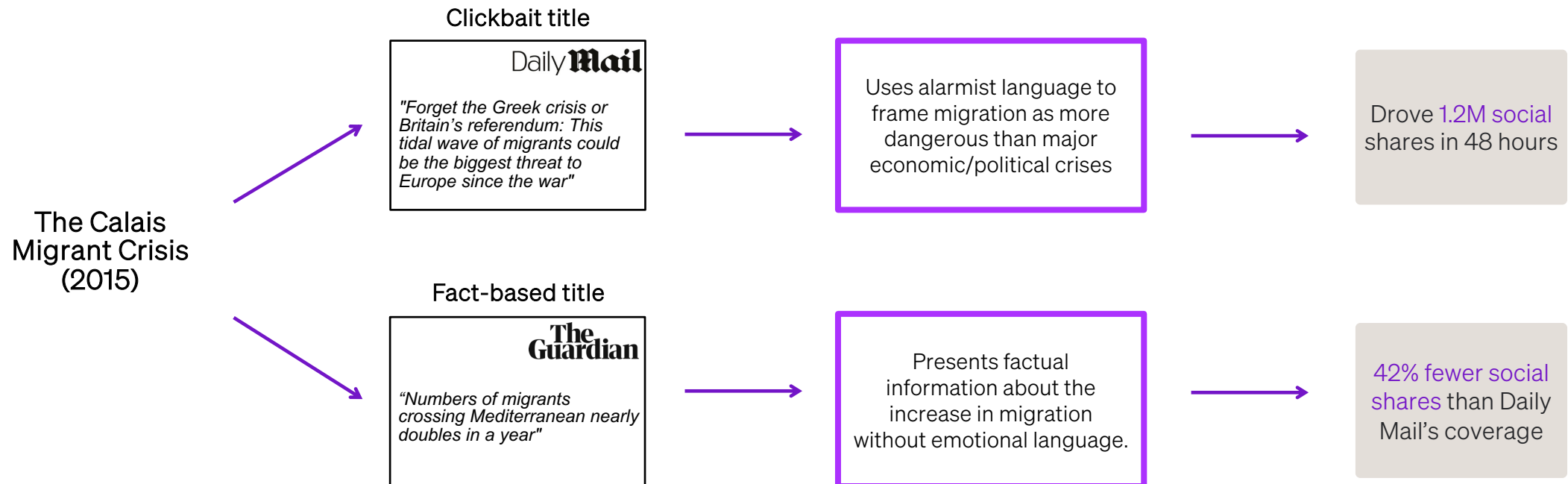


As algorithmic systems evolved, they brought people onto the internet and commanded their attention, forcing traditional media to compete in a new landscape.

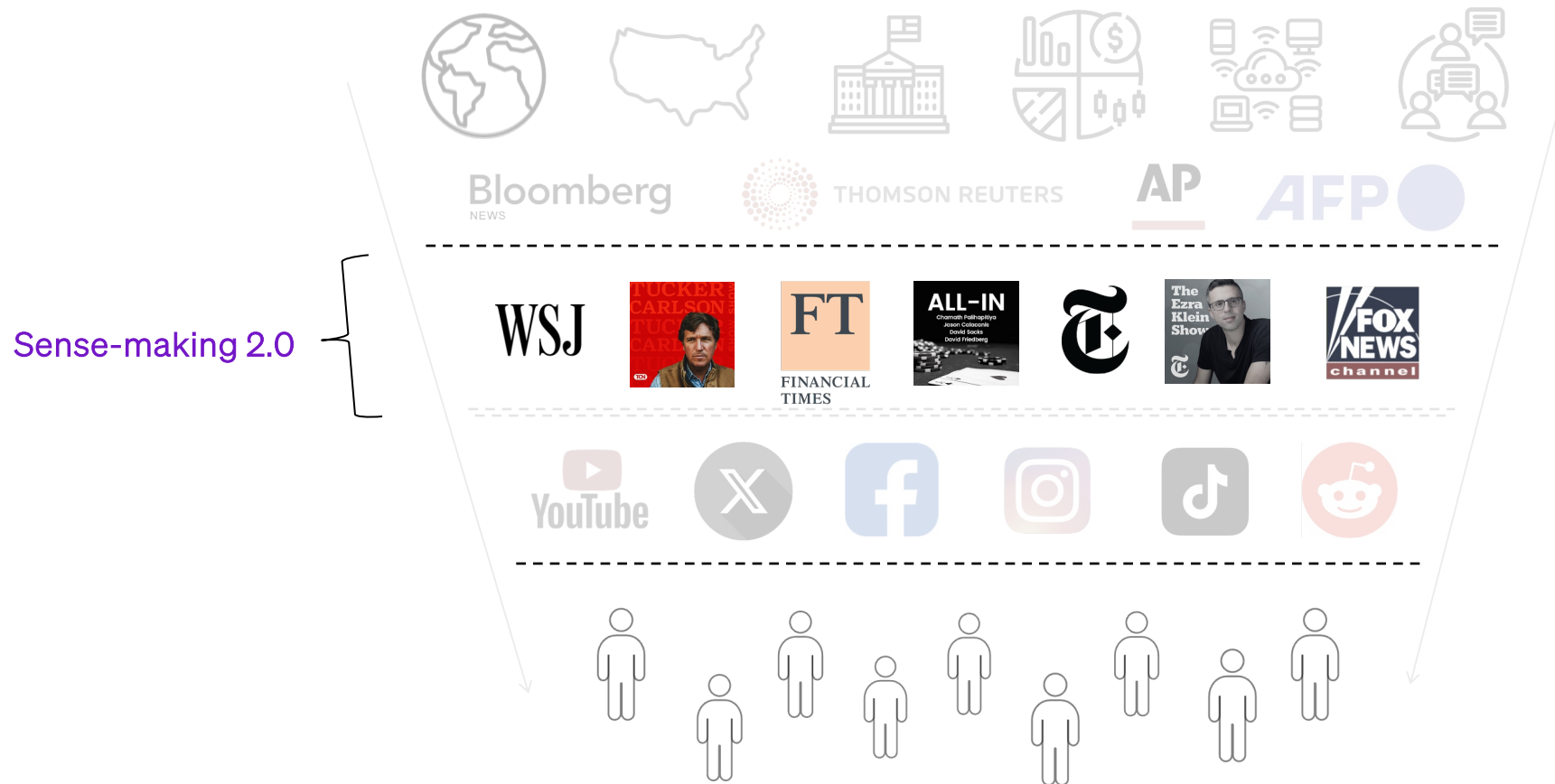
Minutes Spent on the Internet Per Day, U.S. Population, 2000 to 2024



This led many traditional media outlets to collapse, while surviving organizations adopted tactics that eroded their credibility.

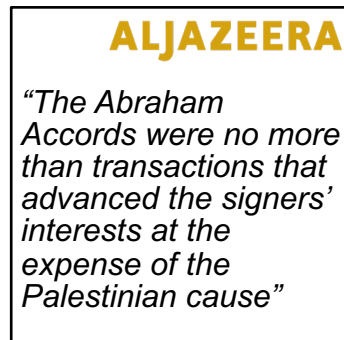


Meanwhile, a new media ecosystem has emerged, enabling information sharing and sense-making that now competes with traditional media.



New sense-makers' authentic communication, access to expert knowledge, and long-form discussion could restore nuance to public discourse over time.

News Headlines



Lex Fridman 3-Hour Podcast with Jared Kushner



Jared: "The traditional thinking had always been that Muslim Arab countries would not make peace with Israel until the Israeli-Palestinian issue was solved. And what we were able to do is separate the issues and then make these connections, which are leading to amazing interaction between Jews and Muslims..."


President Trump's success in overcoming traditional media through direct, authentic communication with the public exemplifies the shift to this new information ecosystem.

Sense-making 1.0

 <p><i>"Trump said he hadn't read Project 2025 – but most of his early executive actions overlap with its proposals"</i></p>	 <p><i>"What Is Project 2025, and Why Did Trump Distance Himself From It During the Campaign?"</i></p>
 <p><i>"Here's How Trump's Executive Orders Align With Project 2025"</i></p>	 <p><i>"Project 2025: The right-wing wish list for Trump's second term"</i></p>



Sense-making 2.0



Donald J. Trump
@realDonaldTrump

A Statement from President Donald J. Trump

"We had a very meaningful meeting in the White House today. Much was learned that could never be understood without conversation under such fire and pressure. It's amazing what comes out through emotion, and I have determined that President Zelenskyy is not ready for Peace if America is involved, because he feels our involvement gives him a big advantage in negotiations. I don't want advantage, I want PEACE. He disrespected the United States of America in its cherished Oval Office. He can come back when he is ready for Peace."



Future Deep Dives

Deep Dive Topics	Premise	Published
A Current State of Artificial Intelligence	How are language models evolving under resource constraints and competitive pressures? What lessons have we learned from this first wave of AI products? How do we identify the billion-dollar opportunities and killer apps in this megatrend?	✓
The Media Landscape: Sense-Making 2.0	How do we make sense of the current media landscape? How has media evolved throughout history, and how has the internet and algorithmic systems shaped the recent phases of media? What is the appeal of the new sense-makers?	✓
A Primer on The Magnificent Seven	How are the Magnificent Seven businesses structured and organized? What drives their revenue and bottom line? How are they allocating capital today, and are they positioned for continued outsized returns? How should we understand the Magnificent Seven in relation to the S&P 500?	
Quantum Computing and its Potential Applications	What are the different areas of quantum computing research? What is the current state of quantum computing, and how many breakthroughs away is it from practical application? From first principles, why does quantum computing represent a paradigm shift from previous computing approaches?	
A Primer on Humanoid Robotics	How do humanoid robots work? How will advances in embodied intelligence and language models create new capabilities in humanoid robots? How are humanoid robotics companies like Tesla and Figure positioning themselves around this opportunity?	
Understanding Science and Evaluating Scientific Research	What is science? What is the right way to understand what science is and isn't? How has science evolved over the centuries as society has shifted and different forms of reasoning have emerged? How has the production of scientific research changed as universities have proliferated? How should we evaluate scientific research?	
The Software Industrial Complex	What is the software industrial complex and how did it form? Who are the biggest players in the software industrial complex and how have they captured a higher percentage of enterprise software budgets over time? What opportunities exist for AI companies to disrupt this complex?	
China's Economic and Geopolitical Position	What has driven China's economic growth and is China positioned for continued growth? What is China's geopolitical strategy and position? What is the state of its technology industry and military capabilities? How should the U.S. position itself in response? Is conflict between the U.S. and China inevitable?	
Crypto Stablecoins and P2P Payments	What are the use cases for stablecoins, and why have stablecoins achieved product-market fit? Where is the high transaction volume coming from, and how are different stablecoin designs addressing technical and regulatory challenges? How should we understand and evaluate stablecoins as an asset class?	
A Primer on Longevity and Aging Science	What are the key areas of research when it comes to longevity and aging science? What are the most prominent longevity companies and where are they in terms of developing products? What is metabolic dysfunction and its relationship to chronic disease? Is there consensus on what we should do to be healthy and well?	
A Primer on Materials Science	How have different atomic and molecular structures enabled different material properties? What physics explains why certain structures create specific properties? How do material choices that Apple and SpaceX make reveal about the interplay between aesthetics, engineering, and manufacturing?	
How to Invest and Allocate Capital	What is Warren Buffett's investing philosophy? How do modern portfolio theory and models like CAPM work? How do we think about investments at Social Capital and synthesize the thinking of key investors? Is today's investing climate different enough to warrant an approach different from the great investors of the past?	
The Current State of American Universities	What was the original purpose of college and how has that changed over time? Why do more people believe that college is not worthwhile? How did U.S. News & World Report and the proliferation of colleges and universities change what college is? Is it still worthwhile to go to college, and what subjects are most worthwhile to study?	

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