



Kevin Leahy

SENIOR DIRECTOR, CONTENT AND BRAND STRATEGY

4:20 - 4:50 PM

Place Your Bets: The Possibilities and Probabilities of a Lower-Resolution Future

Kevin Leahy

SENIOR DIRECTOR OF CONTENT & BRAND STRATEGY, ONE NORTH



one north A TEKsystems Company

**Is this the twilight of
the Internet?**



INTERNET DELENDA EST

According to some people, yes.

“The Dead Internet Theory is the belief that the vast majority of internet traffic, posts and users have been replaced by bots and AI-generated content, and that people no longer shape the direction of the internet.”

- Dani Di Placido, *Forbes*, January 2024.



The image shows a screenshot of a Forbes article. At the top, the Forbes logo is displayed in white on a black background. Below the logo, the article title "The Dead Internet Theory, Explained" is written in a large, bold, black font. Underneath the title, the author's name "Dani Di Placido" is listed as a "Senior Contributor" with a small circular icon. A short bio follows: "I write about film, television, internet culture, and other fun stuff." To the right of the bio is a blue "Follow" button. Below the bio, there are icons for bookmarking and commenting, with a "0" next to the comment icon. The date and time "Jan 16, 2024, 10:49am EST" are shown in the bottom right corner. The main image of the article is a black and white photograph of a human skull resting on a laptop keyboard, with the laptop screen visible in the background.

INTERNET DELENDA EST

“The internet is filling up with ‘zombie content’ designed to game algorithms and scam humans. It’s becoming a place where bots talk to bots, and search engines crawl a lonely expanse of pages written by artificial intelligence.”

Technology reporter, James Purtil, on the accelerating degradation of the Web.



Surfer magazine, pre-zombie dystopia.

HISTORIC SURFER MAGAZINE RETURNS AS DYSTOPIAN ZOMBIE SITE, “TRAIN THE AI ON OLD SURFER STORIES AND GENERATE FRESH, TRENDING NEWS. NO MATTER HOW LOW-QUALITY THEY’LL GET THE VIP TREATMENT FROM SEARCH ENGINES DUE TO THE SITE’S STATUS AS AN EXPERT SOURCE”

YOUR AD HERE—AND HERE, THERE, EVERYWHERE

Made-for-advertising’s “design” and “content”

Clickbait style headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Ad

Ad

Ad

Ad

Ad

Ad

Ad

The screenshot shows a web browser displaying an article on nonstopnostalgia.com. The article title is "Patsy Kensit" and features two photos of her. The text describes her as an English actress, singer, and model, known for her role in the band Eighth Wonder and her work in films like *Lethal Weapon 2*. The page is heavily cluttered with advertisements. Red boxes highlight several ads: a vertical ad on the left for Constant Contact, a horizontal ad for BMW X5, a vertical ad on the right for Constant Contact, and a small video ad for Kevin Spacey at the bottom right. The browser's address bar shows the URL: nonstopnostalgia.com/what-happened-to-these-stars-of-the-80s-2/2/...

They did this on purpose.

Clickbait style headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Ad

Ad

Ad

Ad

Ad

Ad

Ad

The screenshot shows a web browser displaying an article on 'nonstopnostalgia.com' about Patsy Kensit. The article title is 'Patsy Kensit' and it includes a photo of her. The text describes her as an English actress, singer, and model, mentioning her work with the band Eighth Wonder and her role in the 1986 musical *Absolute Beginners*. It also notes her dual career as a singer and actress before her band broke up in 1989. Several advertisements are highlighted with red boxes: a vertical ad on the left for 'Everything you need to help your business succeed', a horizontal ad for 'BMW X5' below the article, and three vertical ads on the right for 'Constant Contact' (two for 'Get easy-to-use automated email marketing' and one for 'Start trial'). A small video player at the bottom right shows a thumbnail for 'Kevin Spacey'.

go.reference.com/entertainment/unexpected-cheerleader-moments-captured-on-cam/this-cheerleader-has-crazy-eyes?utm_source=

100% fresh-tasting orange juice. 100% delicious. Tropicana

TURTLE BAY
Plan for Paradise
SAVE 15% ON YOUR O'AHU GETAWAY
BOOK NOW

ADVERTISEMENT
NYX
NYX Professional Makeup's #1 eyeliner



Stepping into Hollywood Stardom - Did you know Reese Witherspoon, Meryl Streep, Sandra Bullock, and Halle Berry were all cheerleaders in their younger years? Seems like the cheer squad is a breeding ground for future stars!

This Cheerleader Has Crazy Eyes

ADVERTISEMENT

FENTY BEAUTY BY RIHANNA
We're Even Hydrating Concealer **new**

ADVERTISEMENT
ULTA BEAUTY

ADVERTISEMENT
LENSCRAFTERS BECAUSE SIGHT

Book your comprehensive eye exam today

We accept most vision insurance plans including:

aetna Humana eye MED United Healthcare Cigna

And many more

BOOK YOUR EYE EXAM

EYE DON'T THINK SO

Brand safety is still a critical issue.

No one wants their eye exam ad on a made-for-advertising / made-for-arbitrage website.

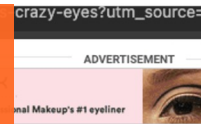
Especially not next to an article about "crazy eyes."

Next to a story
about “crazy eyes”

Where **don't** you want
your eye exam ad?

This Cheerleader Has Crazy Eyes

We're Even Hydrating Concealer



ADVERTISEMENT

LENSCRAFTERS
BECAUSE YOU SEE

Book your
comprehensive
eye exam
today

We accept most vision
insurance plans
including:

aetna Humana CIGNA
United Healthcare

And many more

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Especially not next to an article about
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100% fresh-tasting orange juice
100% delicious

Tropicana

Plan for Paradise
Escape to your own getaway

Next to a story about “crazy eyes”

Stepping into Hollywood stardom - Did you know Reese Witherspoon, Meryl Streep, Sandra Bullock, and Halle Berry were all cheerleaders in their younger years? Seems like the cheer squad is a breeding ground for future stars!

This Cheerleader Has Crazy Eyes

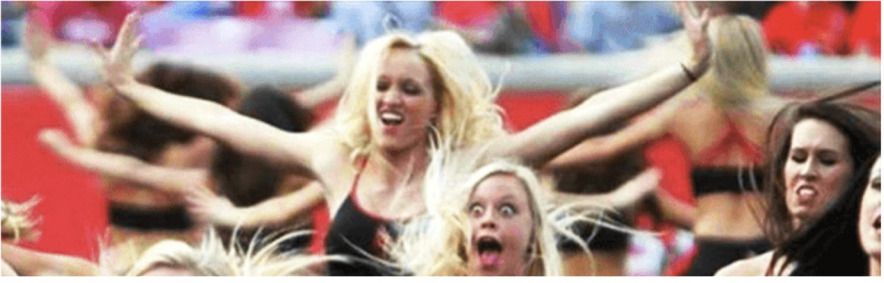
ADVERTISEMENT

FENTY BEAUTY BY RIHANNA

We're Even Hydrating Concealer

new

ULTA BEAUTY



s-crazy-eyes?utm_source=

ADVERTISEMENT

Professional Makeup's #1 eyeliner

ADVERTISEMENT

LENSCRAFTERS BECAUSE YOU SEE

Book your comprehensive eye exam today

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And many more

BOOK YOUR EYE EXAM

EYE DON'T THINK SO

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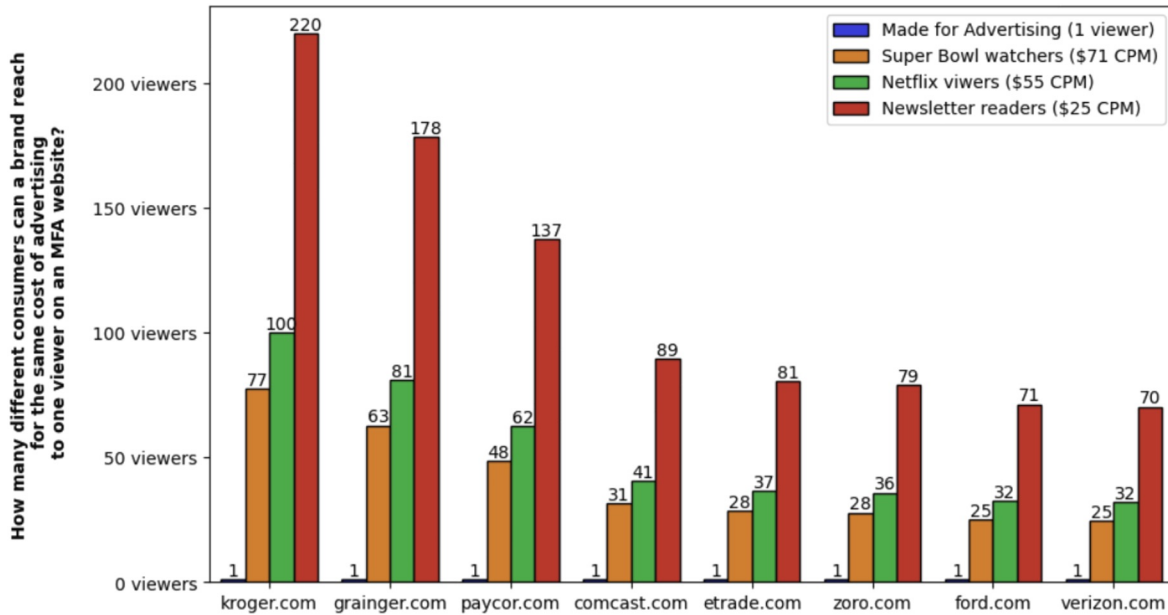
No one wants their eye exam ad on a made-for-advertising / made-for-arbitrage website.

Especially not next to an article about “crazy eyes.”



Value-adjusted cost of incremental reach on Made for Advertising sites relative to the Super Bowl, Netflix, and newsletters

How many unique consumers could a brand reach for the same cost of advertising to one consumer on a "Made for Advertising" website?



13 March 2024



How bad is the 'Made for Advertising' problem?

#Onlineadfraud #Digitalmediaplanning&buying #Programmaticbuying

Very bad, according to a new Adalytics report that appeared this week, finding that major brands including P&G, Unilever, Mondelez, Mars, Ford, Disney, Google, Pfizer, and Reckitt, among many others, are being placed on such low value inventory, potentially wasting millions of their ad budgets.

EYE CHART

Programmatic ad wastage is soaring.

“It’s a situation that’s gotten so bad that there are some advertisers who could be spending as much as \$40 million per year on such inventory. It’s another one of advertising’s inconvenient truths — a reality that gnaws at media budgets, often at the expense of more lauded publishers.”

- Adalytics report, March 2024



NO DESSERT FOR YOU

The “cookie-pocalypse” is finally at hand.

“Marketers, via their ad tech solutions, will lose the ability to place a cookie on environments other than their own. This limits their understanding of what audiences are doing outside their website.

They will not be able to retarget, nor have effective frequency caps, or be able to attribute seamlessly across the overall online ecosystem.”

- Ranga Somanathan, WARC



SUBTLE METAPHOR



MUCH MORE SUBTLE METAPHOR

The ROI of “cheap reach”



MIDLIFE CRISIS JOKE

“Everything is bad now,” says middle-aged man.



SELF-AGGRANDIZING INTERLUDE

“It’s easy to mistake a higher-resolution view for a better one, but that isn’t necessarily the case.”

Kevin Leahy

SENIOR DIRECTOR, CONTENT & BRAND STRATEGY ONE NORTH

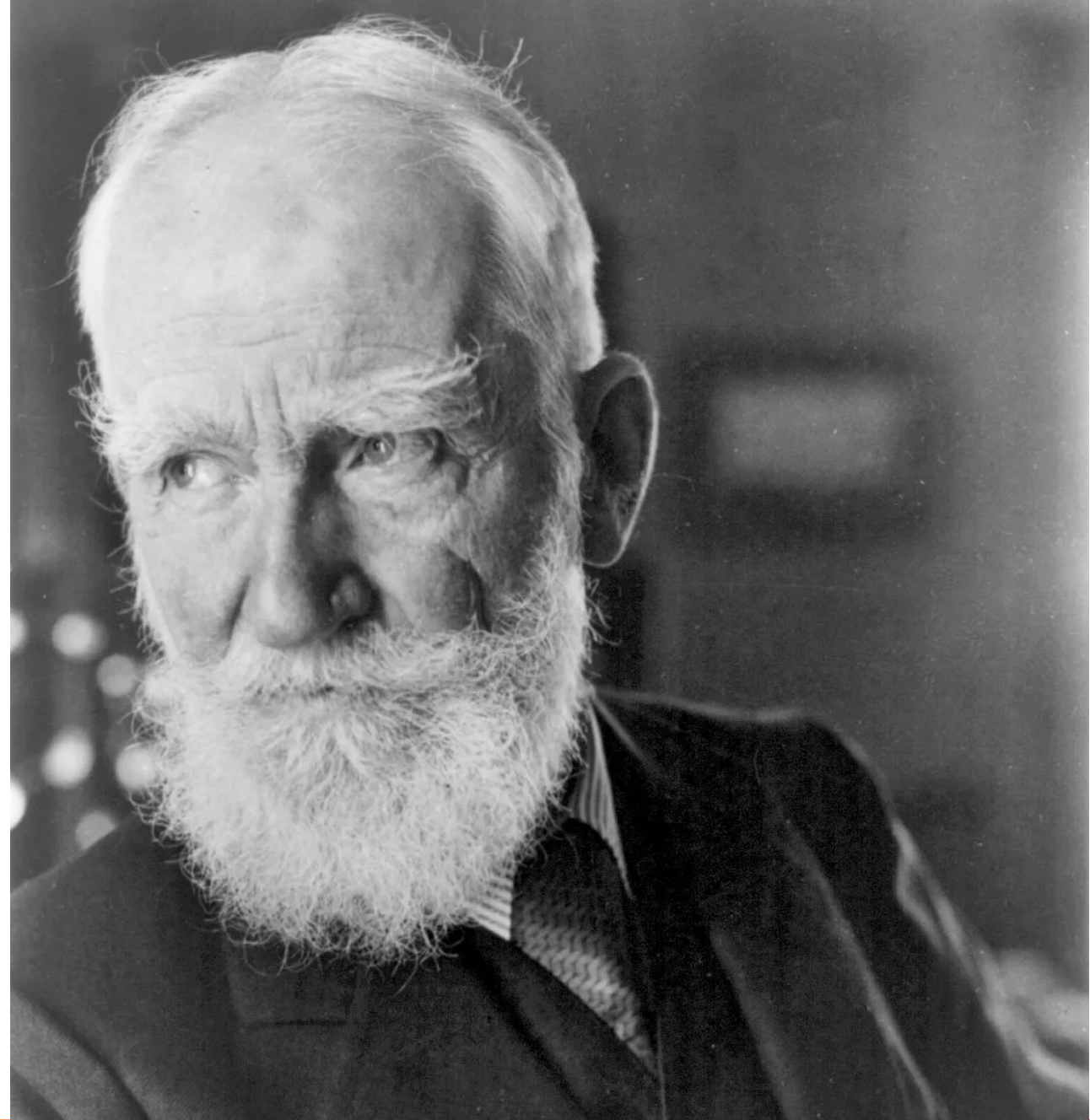


SELF-AGGRANDIZING INTERLUDE

**“I often quote myself.
It adds spice to my
conversation.”**

George Bernard Shaw

PLAYWRIGHT, GADABOUT



SET PHASERS TO FUZZ

Sign In

Home > TV > TV Features

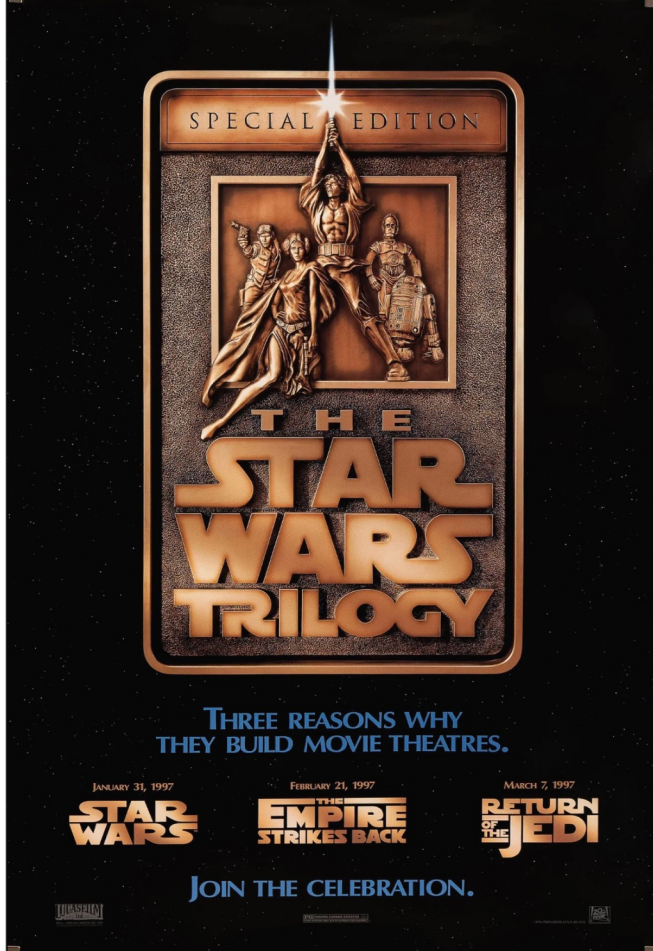
Star Trek's Remastered Effects Aren't as Good as The Original Series'

CBS remastered Star Trek: The Original Series' effects back in 2006, but the mid-oughts CGI upgrades don't hold up as well as the show's originals.

BY JOSHUA M. PATTON
PUBLISHED MAY 18, 2023



When *Star Trek: The Original Series* debuted in 1966 on television, viewers saw innovative visual effects they



SPECIAL EDITION

THE STAR WARS TRILOGY

THREE REASONS WHY THEY BUILD MOVIE THEATRES.

JANUARY 31, 1997

FEBRUARY 21, 1997

MARCH 7, 1997

STAR WARS

THE EMPIRE STRIKES BACK

RETURN OF THE JEDI

JOIN THE CELEBRATION.

CHAT CGI

The New York Times

Artificial Intelligence > Harvesting Data for A.I. A.I. Data Race, Explained What Is 'Synthetic Data'?

A.I. Made These Movies Sharper. Critics Say It Ruined Them.

Machine-learning technologies are being used in film restoration for new home video releases. But some viewers strongly dislike the results.

Share full article



Paul - Twin Flicks

Disc-Connected

Did James Cameron Ruin His Movies in 4K??? W/Guest Disc-Connect

WHEN THE STAKES ARE HIGHEST


☰ **The New York Times** 👤

Artificial Intelligence > Harvesting Data for A.I. A.I. Data Race, Explained What Is

Using A.I. to Detect Breast Cancer That Doctors Miss

Hungary has become a major testing ground for A.I. software to spot cancer, as doctors debate whether the technology will replace them in medical jobs.

➦ Share full article 📌 700



☰ **thebmj**

News

Breast cancer is overdiagnosed in one in six or seven cases, finds large US study

BMJ 2022 ; 376 doi: <https://doi.org/10.1136/bmj.o581>
(Published 04 March 2022)
Cite this as: *BMJ* 2022;376:o581

Article Related Metrics Responses

Janice Hopkins Tanne

[Author affiliations](#) ▾

A US study of 35 986 women aged 50 to 74 who had had their first screening mammogram showed that 15.4% of cancers detected were indolent precancers or progressive cancers in women who would have died from other causes during their lifetime before a clinical diagnosis of cancer.^{1 2}

OVERDIAGNOSIS IS POISED TO GO MAINSTREAM

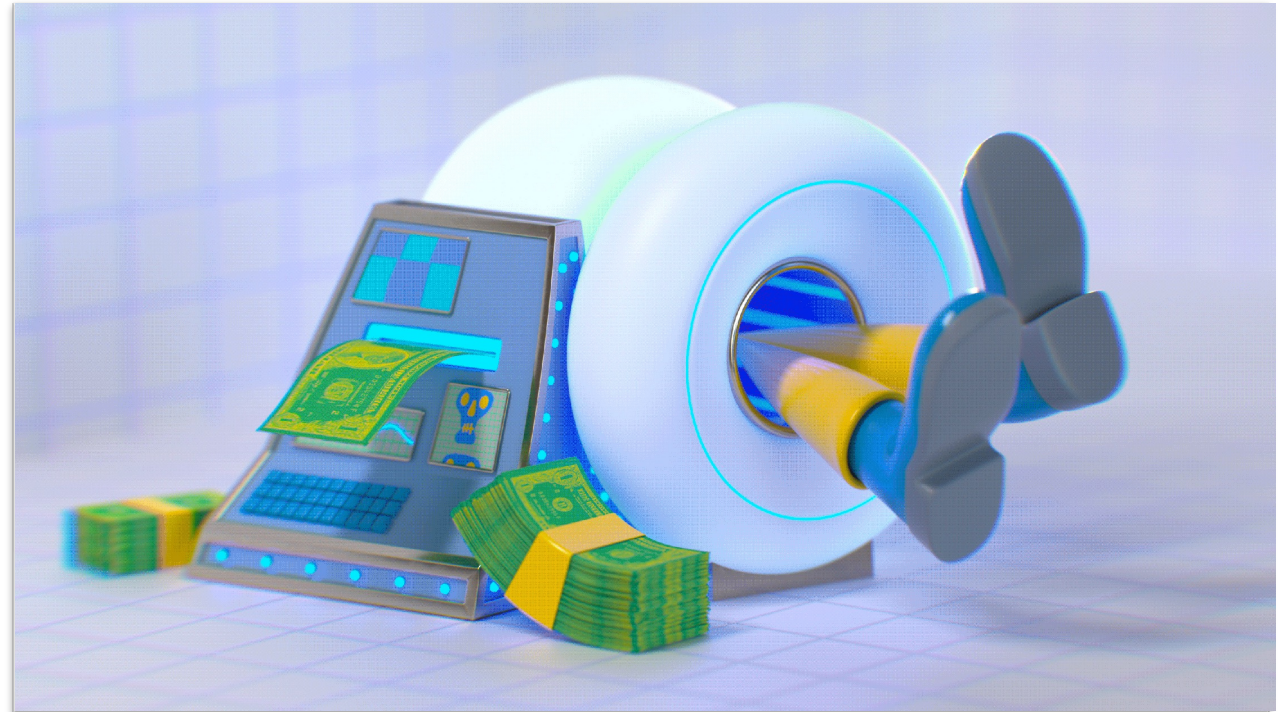
ANNALS OF MEDICINE

WILL A FULL-BODY MRI SCAN HELP YOU OR HURT YOU?

*Companies like Penuvo and Ezra will use magnetic resonance
imaging to reveal what's inside you—for a price.*

By Dhruv Khullar

January 12, 2024





INFO OVERLOAD

Consumers suffer from information overload.

“Consumers today face a seemingly endless number of choices, messages, ads and claims. Recommendations from friends, family, influencers, algorithms and apps only add to the noise, and this information overload is impacting people’s confidence in their purchase decisions....choosing small items like moisturizer can be as challenging as selecting big ticket items like a washing machine.”

— *The Empowered Consumer*, Accenture, 2024



The info overload “U-curve”

Article [PDF Available](#)

The Role of Information Overload on Consumers' Online Shopping Behavior

October 2022 · Journal of Business and Management Studies 4(4):172-188

DOI:[10.32996/jbms.2022.4.4.16](https://doi.org/10.32996/jbms.2022.4.4.16)

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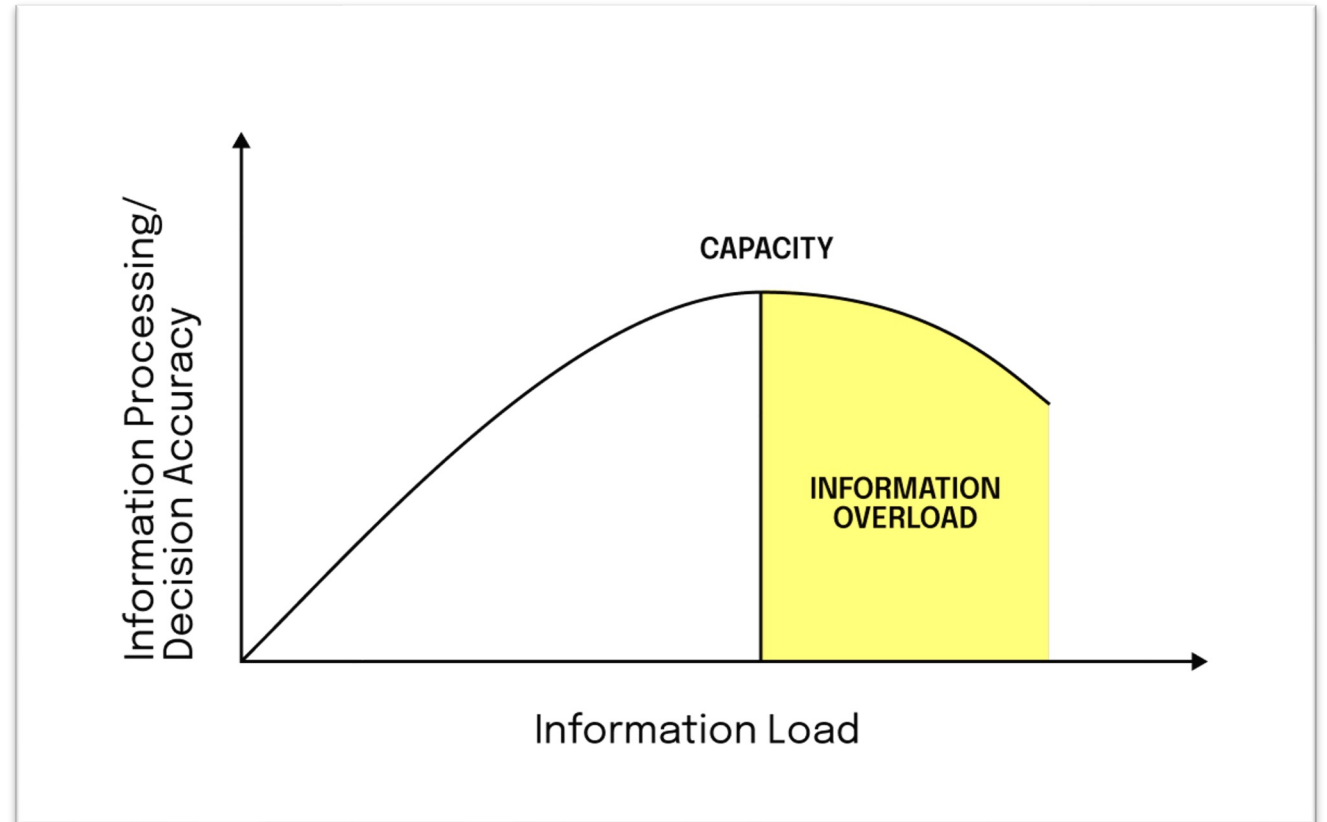
Mst Zannatul Azmira Rumki



Fiona Hammond Quarcoo
Nanjing Tech University



Esther Otchere



INFO OVERLOAD

Businesses suffer from info overload, too.

38% of employees say they receive an “excessive” volume of communications at their organization.

Further, only 6% of those who feel overloaded by information report they are highly likely to stay with their current company.

— Gartner via *Harvard Business Review*, 2023



Harvard
Business
Review

Sign In

Internal Communication

Reducing Information Overload in Your Organization

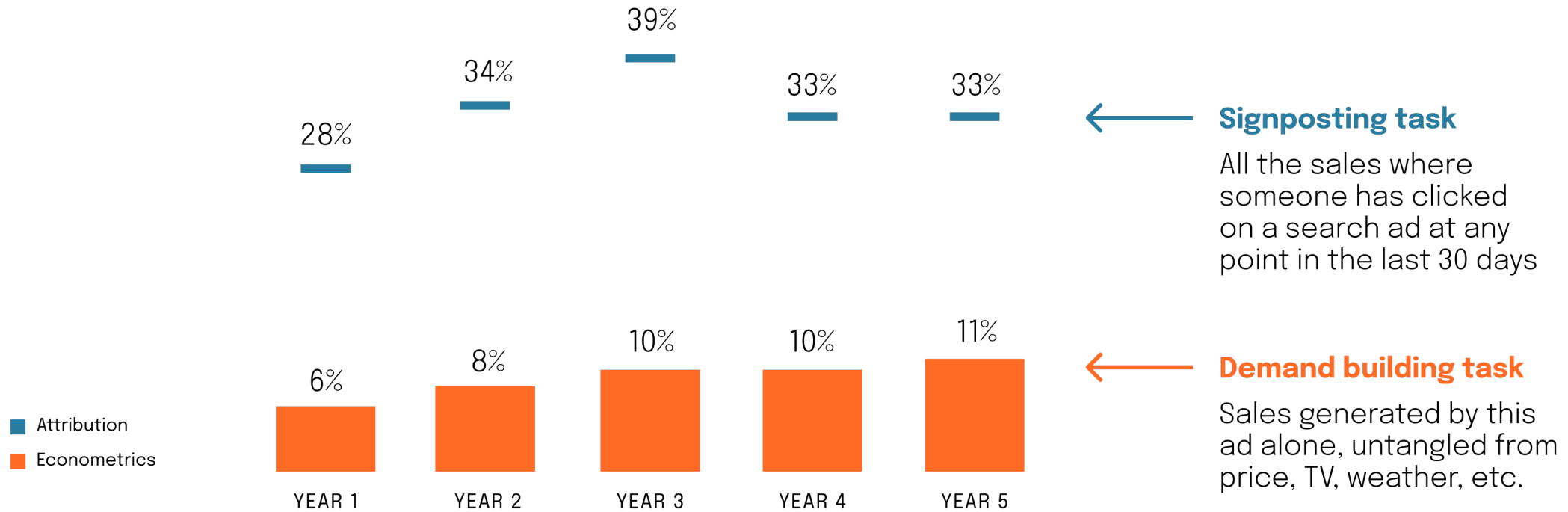
by LK Klein, Emily Earl, and Dorian Cundick

May 01, 2023



False confidence in numbers

Contribution of search to sales (%)



**The salty smell
of success**







Will Poskett · Following

Award-winning strategist | Founder | Consultant

3d · 🌐

Many seem to love this smelly campaign.
But I think it smells like a scam.

McDonald's just created a billboard that smells like French Fries....

Can you someone tell me:
-What business KPI this is driving?
-Who is it targeting?
-How expensive it was to make vs ROI?

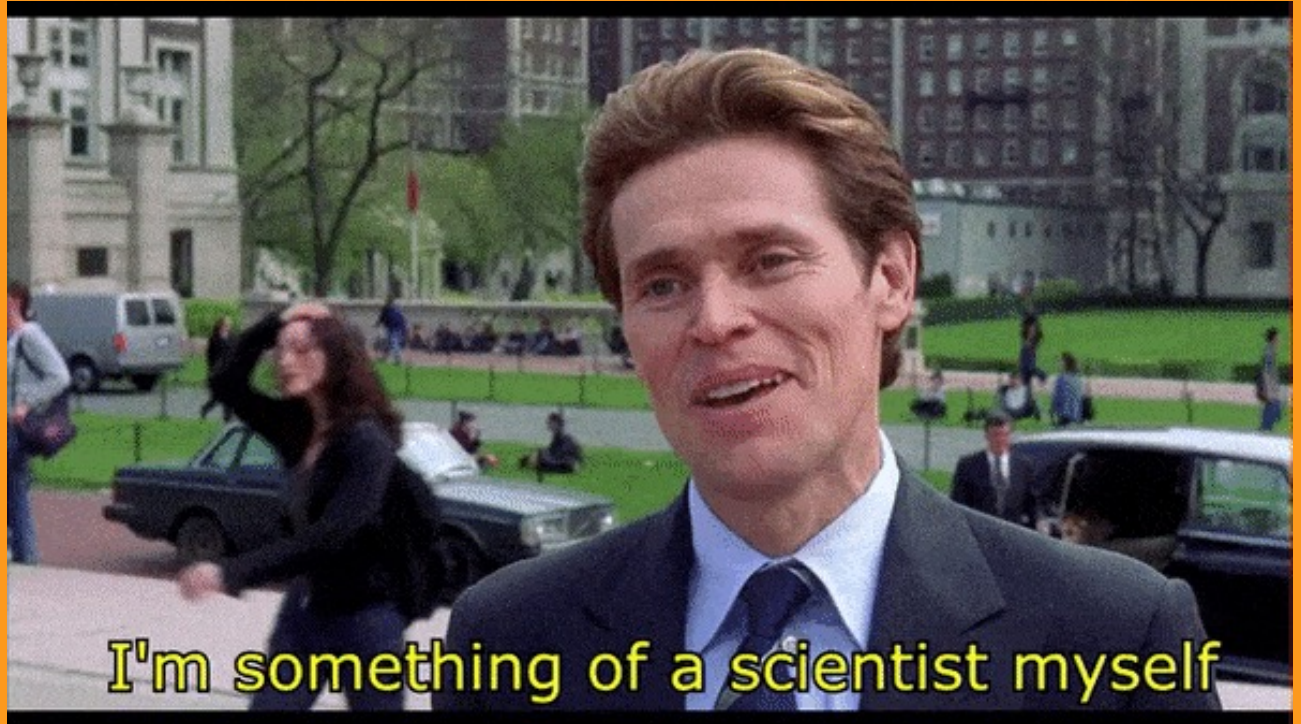
Honestly, IMO, this is a piece of work to win a Cannes award.

Do you agree?

Let me know in the comments. 🙌🙌🙌

🔄 Repost if you found this useful.

**Do we all need to
be scientists now?**



**Or can we make
judgment calls?**



BACK OFF MAN, I'M A SCIENTIST

“What business KPI is this driving?”

If a brand comes readily to mind, it's a good choice (**Fame**).

If a brand feels good, it's a good choice (**Feeling**).

If a brand is recognizable, it's a good choice (**Fluency**).

- Orlando Wood, System1

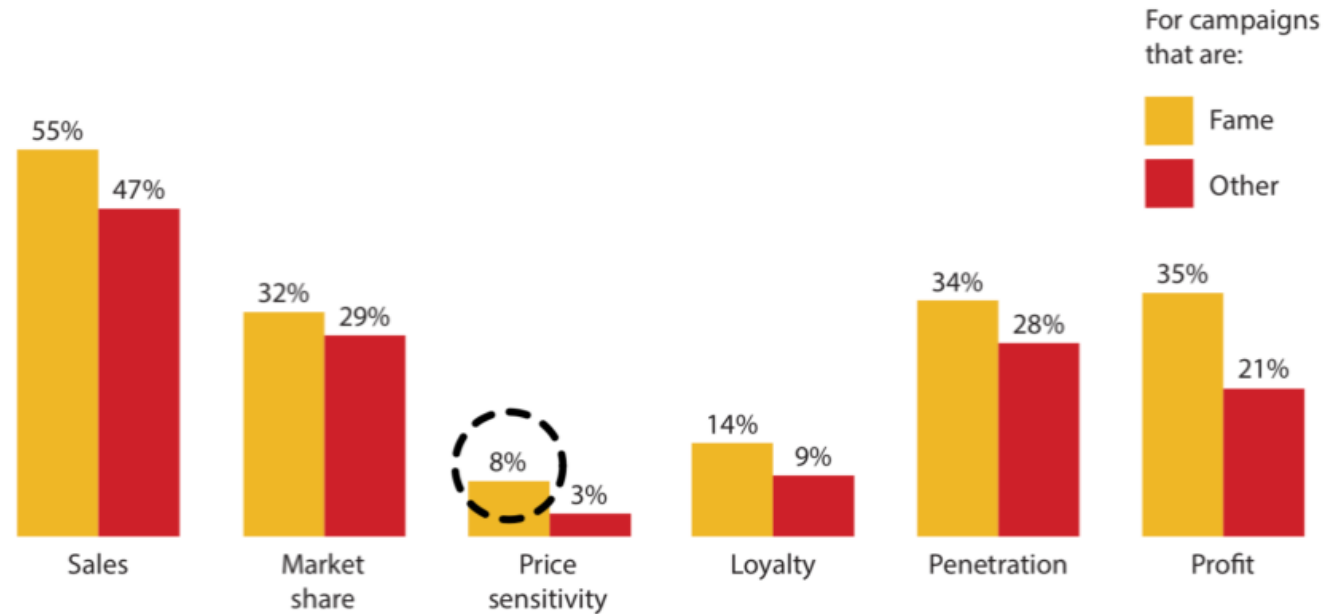


BACK OFF MAN, I'M A SCIENTIST

Fame helps brands live forever.

Fame-driving campaigns out-perform others on all business metrics

% reporting very large improvements in each metric



Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA, (Figure 60)

LinkedIn The B2B Institute

WARC
AN ASCENTIAL COMPANY



Four Facets of Fame

Originally Published by WARC¹

23

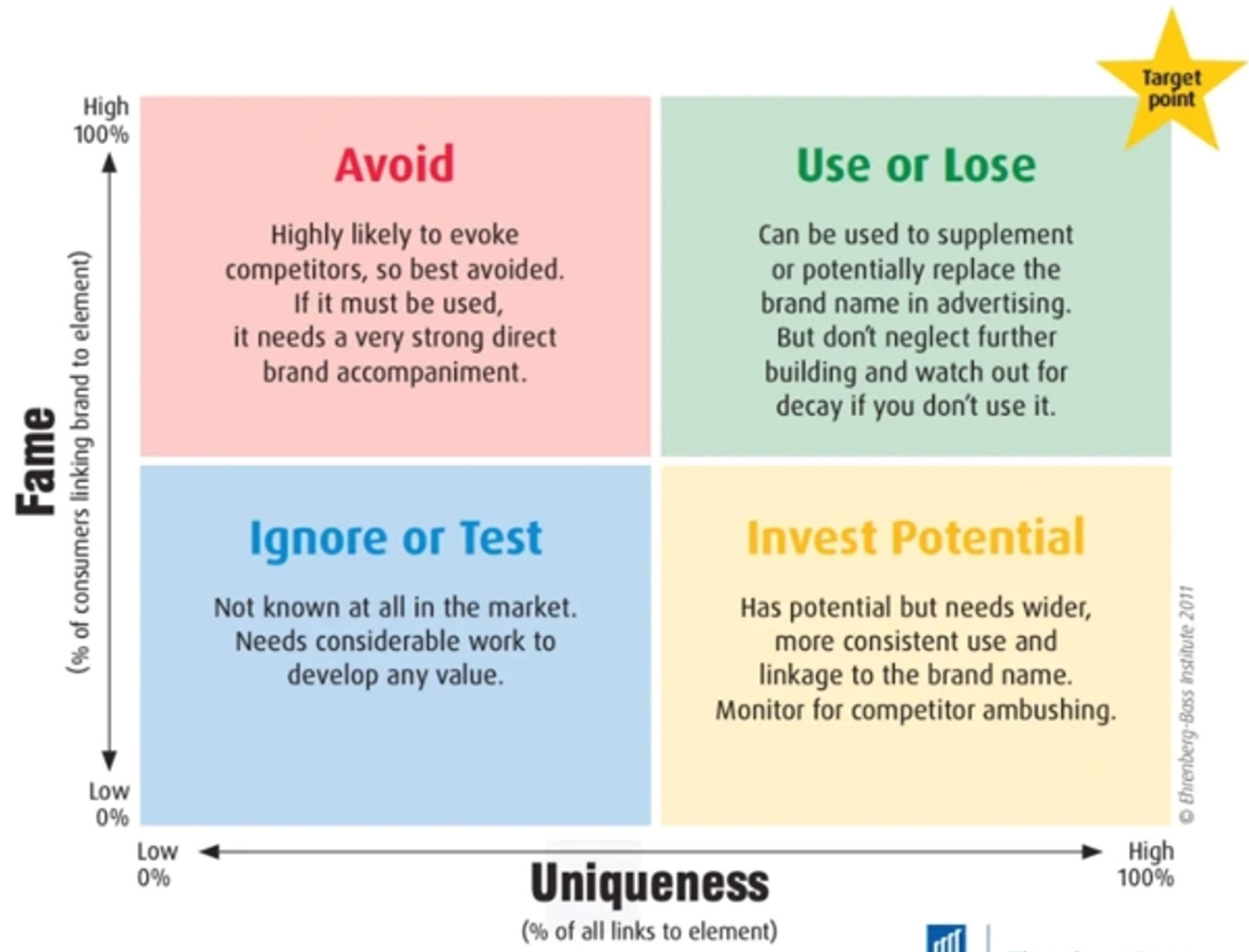
FELDWICK ON FAME

WORD OF THE DAY: HEURISTICS

Fame: a low-resolution, probabilistic success measure

“Fame generates all sorts of wonderful benefits for companies and employees alike—more sales, more jobs, and more opportunities. We see the financial value of fame in LinkedIn data everyday: famous brands hire more talent more quickly (rejoice HR), get more meetings more quickly (rejoice Sales), and win more customers more quickly (rejoice Marketing).”

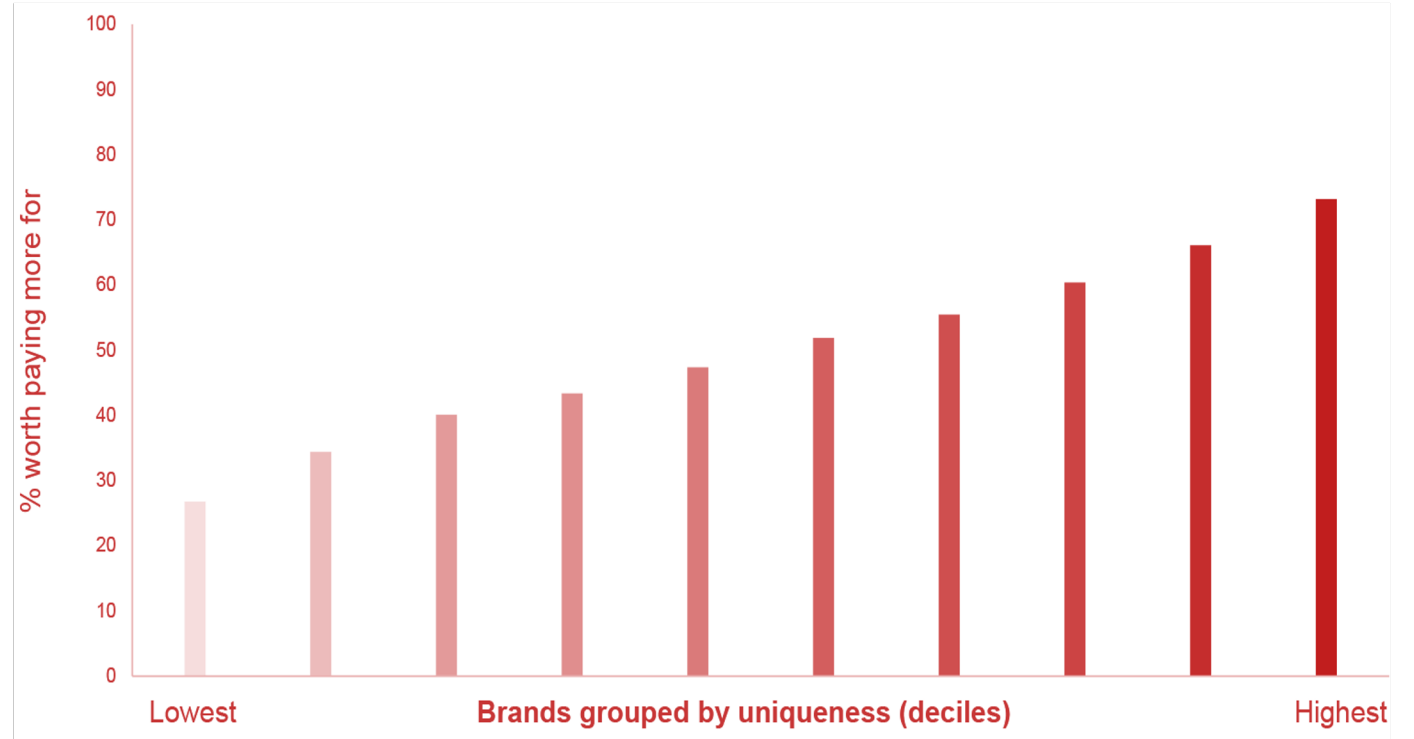
- LinkedIn B2B Marketing Institute



© Ehrenberg-Bass Institute 2011

BACK OFF MAN, I'M A SCIENTIST

People pay more for brands they think are different.



Source: Kantar <https://www.kantar.com/north-america/inspiration/inflation/is-brand-differentiation-an-effective-way-to-reduce-customer-price-sensitivity>

BACK OFF MAN, I'M A SCIENTIST

“Who is it targeting?”

Do we need to segment “people who like fries” into smaller tranches?

“Fry dads? Chip moms?”

“Exurban Ketchupers?”

“Urban Vinegarians?”

“Mayonnaise Mavens?” (heretics)

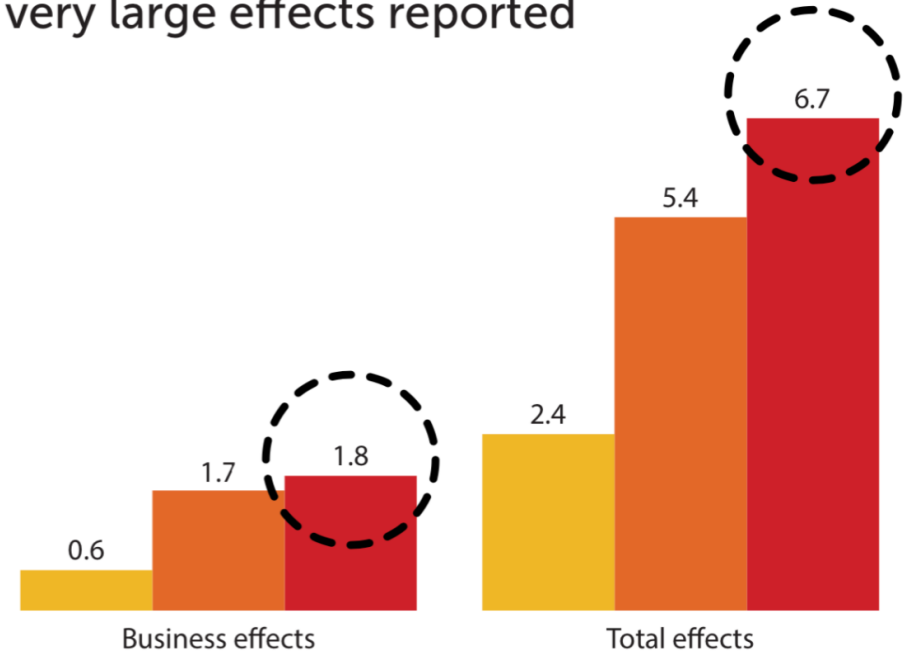


Try to reach everyone in your market.

The broader the reach, the broader the effects

Average number of very large effects reported

For campaigns targeting:

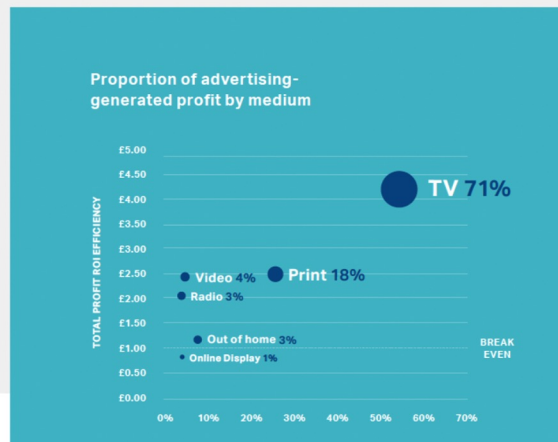


Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA, (Figure 18)

What does the evidence say? Reach is the foundation of media effectiveness

The work of Professor Byron Sharp and the Ehrenberg-Bass Institute put the focus of media strategy squarely on reach. Les Binet and Peter Field, in their analysis of the IPA database, have also argued for the benefits of media that can reach as many people in a brand's category as possible as often. This, in turn, suggests that scale is likely to be an important influence on media effectiveness. They found that campaigns that used TV, outdoor, radio and press were far more likely to report very large business effects than those which did not. The results showed a strong correlation with reach.

The 'Profit Ability' study by Ebiquity, Gain Theory and Thinkbox reports that TV drives the most profit because its scale and popularity enable it to deliver efficient profit return at high volumes of spend. Currently, TV accounts for 54% of advertising spend among Ebiquity's database, yet it is responsible for 71% of total advertising-generated profit. The report also shows online video, print and radio provide good profit returns. Additionally businesses can increase investment in TV to a higher level than other media and it will continue to generate a profitable return before diminishing returns kick in. Reach in these terms will almost always be paid reach; it is extremely rare for owned and earned media to generate comparable levels of reach.



WORD OF THE DAY: HEURISTICS

Reach: a low-resolution, probabilistic success measure

“Campaigns that used TV, outdoor, radio and press were far more likely to report very large business effects than those which did not. The results showed a strong correlation with reach.”

- Anatomy of Effectiveness white paper, WARC

BACK OFF MAN, I'M A SCIENTIST

“How expensive to make versus ROI?”

Maybe we can treat a small portion of our business activity as a bet. Some bets will lose, others will have asymmetric upside.

But ROI isn't the be-all end-all.



04-12-2024 | CO.DESIGN

McDonald's scented billboard is a stroke of marketing genius

Who needs to see french fries when you can smell them?



[Photo: McDonald's]

NEWS

McDonald's Just Debuted the World's First Scented Billboard – Here's Where to Find It

It's our kind of Pavlovian prank.

By [Emily Price](#) | Published on April 12, 2024





QUICK POLL

A brief show of hands...

1

Did anyone not know that people like popular things?

2

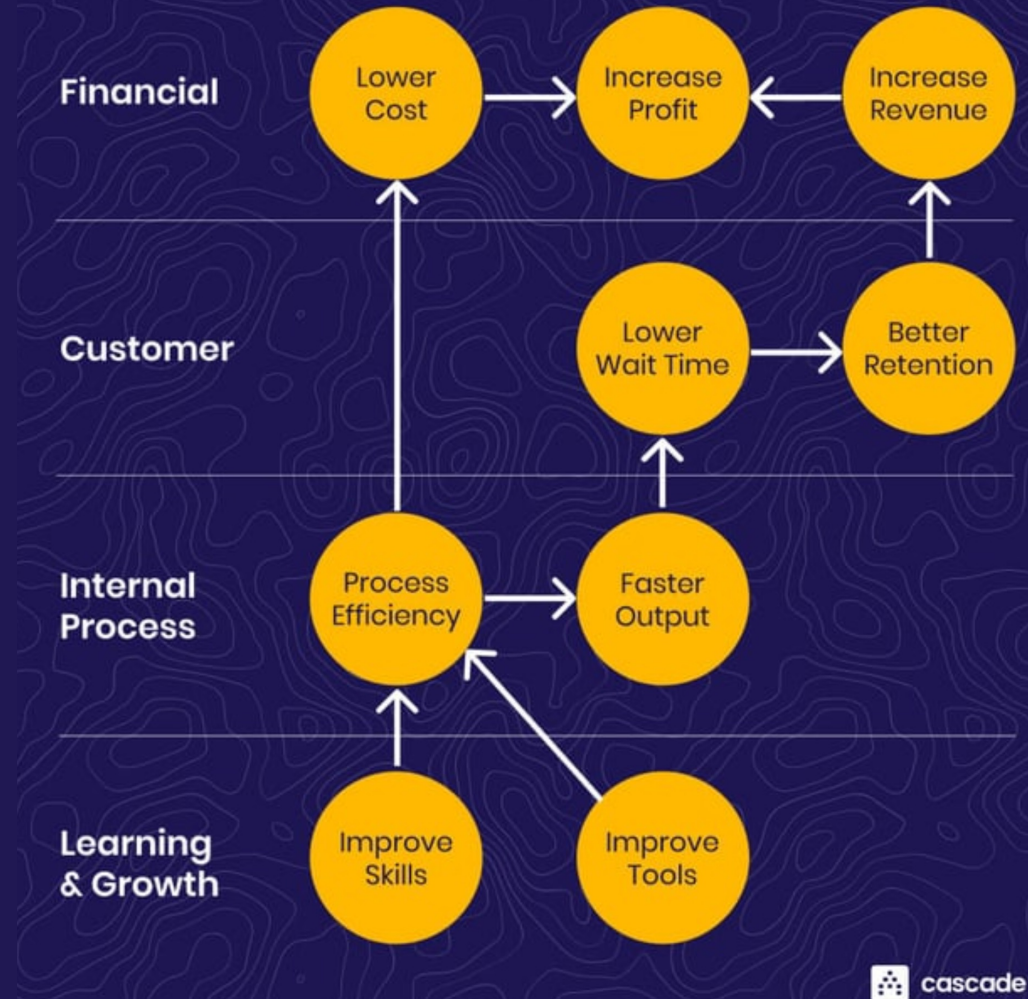
Anyone shocked that you should sell to the whole market?

3

Did anyone not know people like fries, in particular?

The subordination of judgment to data and “flowchart thinking”

A deterministic view of the world as a static process with simple causes and effects.



A growing realization—

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OPINION

More data does not always mean more effective marketing


Media buying is trending towards hyper-personalisation, but sometimes broader targeting through high-quality media will reach more potential customers.

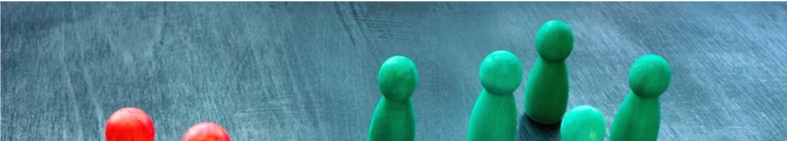
By **Jerry Daykin** | 1 Mar 2024 Share this article [X](#) [f](#) [in](#)

[About/Buy](#) **MW** [Q](#) | [≡](#)

Mark Ritson: Segmentation is not the prerequisite for success

At the opening session of the Festival of Marketing 2023 Mark Ritson broke down the state of the industry in 2023 – with a particular focus on what it is doing wrong.

 **By Chris Sutcliffe** | 5 Oct 2023 [X](#) [f](#) [in](#)

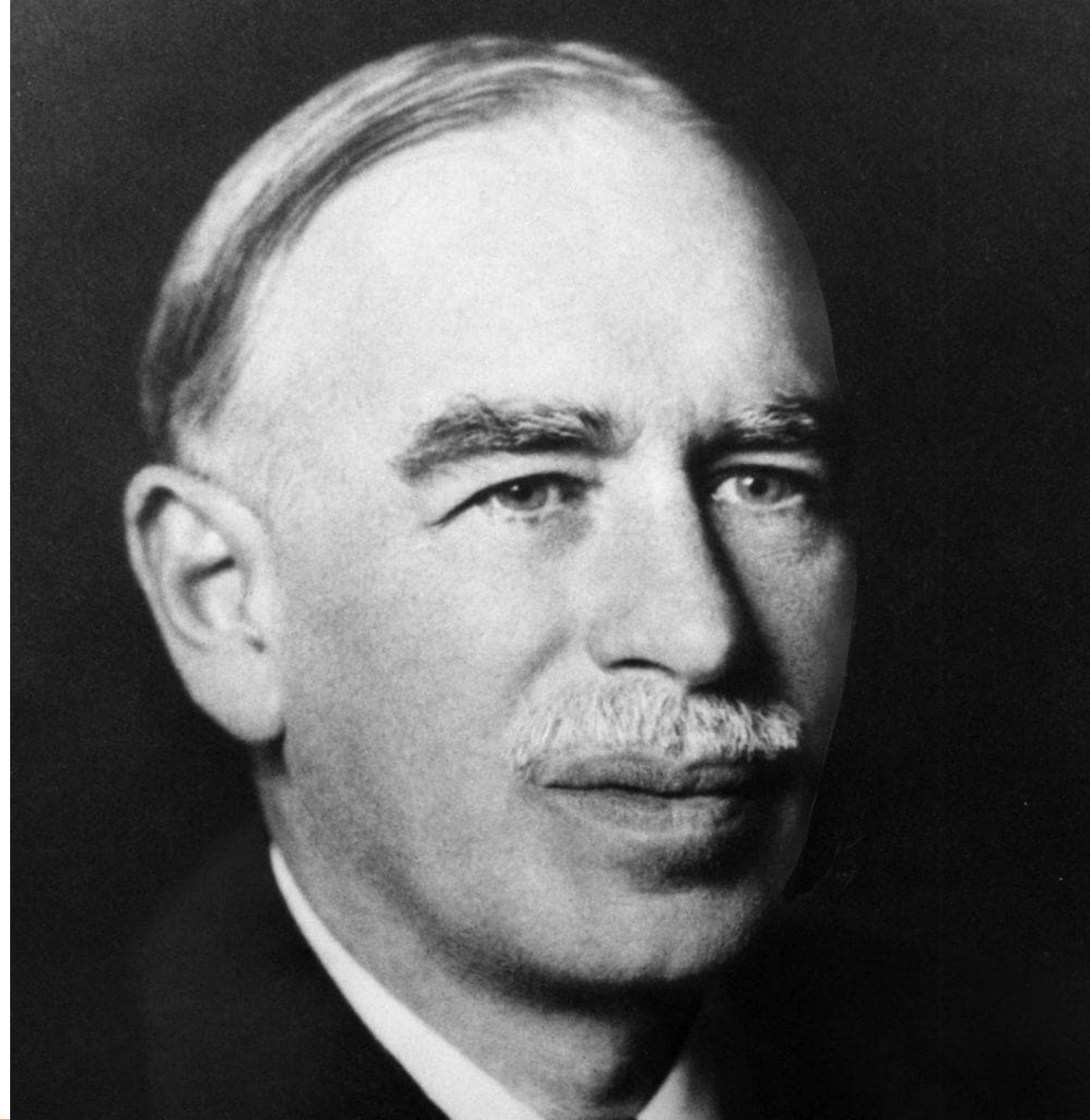


APPEAL TO HISTORICAL AUTHORITY

“It is better to be roughly right than precisely wrong.”

John Maynard Keynes

ECONOMIST



Aggregate data can provide a “low-resolution” but actionable view that better fits the chaos of the real world.



**So what happens if
we start subtracting?**



GENERATIONAL CHANGE

Pew is getting rid of generational cohorts.



The screenshot shows the top portion of a web page from the Pew Research Center. At the top is a black navigation bar with a white hamburger menu icon on the left, the text "Pew Research Center" in white, the Pew logo (a sunburst) in white, and a white magnifying glass icon on the right. Below the navigation bar is a breadcrumb trail in blue text: "Home > Research Topics > Age & Generations > Generations > ...". A horizontal line separates this from the main content area. Below the line, on the left, is the text "SHORT READS | MAY 22, 2023" in a dark grey font. On the right, there are five social media sharing icons: a grey 'X' icon, a blue Facebook 'f' icon, a blue and purple '@' icon, a blue and red LinkedIn 'in' icon, and a blue and white WhatsApp icon. The main headline is in a large, bold, black serif font: "How Pew Research Center will report on generations moving forward". Below the headline, the author's name is written in a smaller, bold, blue sans-serif font: "BY KIM PARKER".

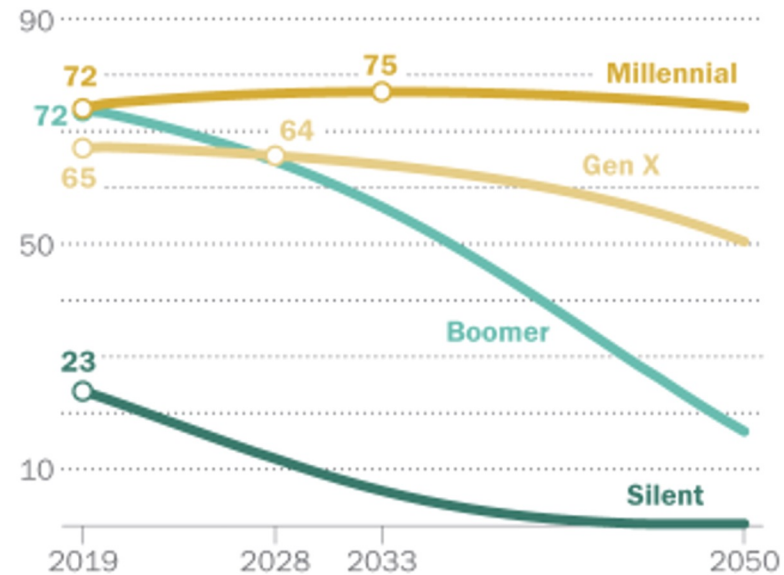
GENERATIONAL CHANGE

Pew's new approach

We'll only do generational analysis when we have historical data that allows us to compare generations at similar stages of life. When comparing generations, it's crucial to control for age. In other words, researchers need to look at each generation or age cohort at a similar point in the life cycle. ("Age cohort" is a fancy way of referring to a group of people who were born around the same time.)

Projected population by generation

In millions



Note: Millennials refer to the population ages 23 to 38 as of 2019.

Source: Pew Research Center tabulations of U.S. Census Bureau population estimates released April 2020 and population projections released December 2017.

PEW RESEARCH CENTER

Google: Post-Its over notebooks

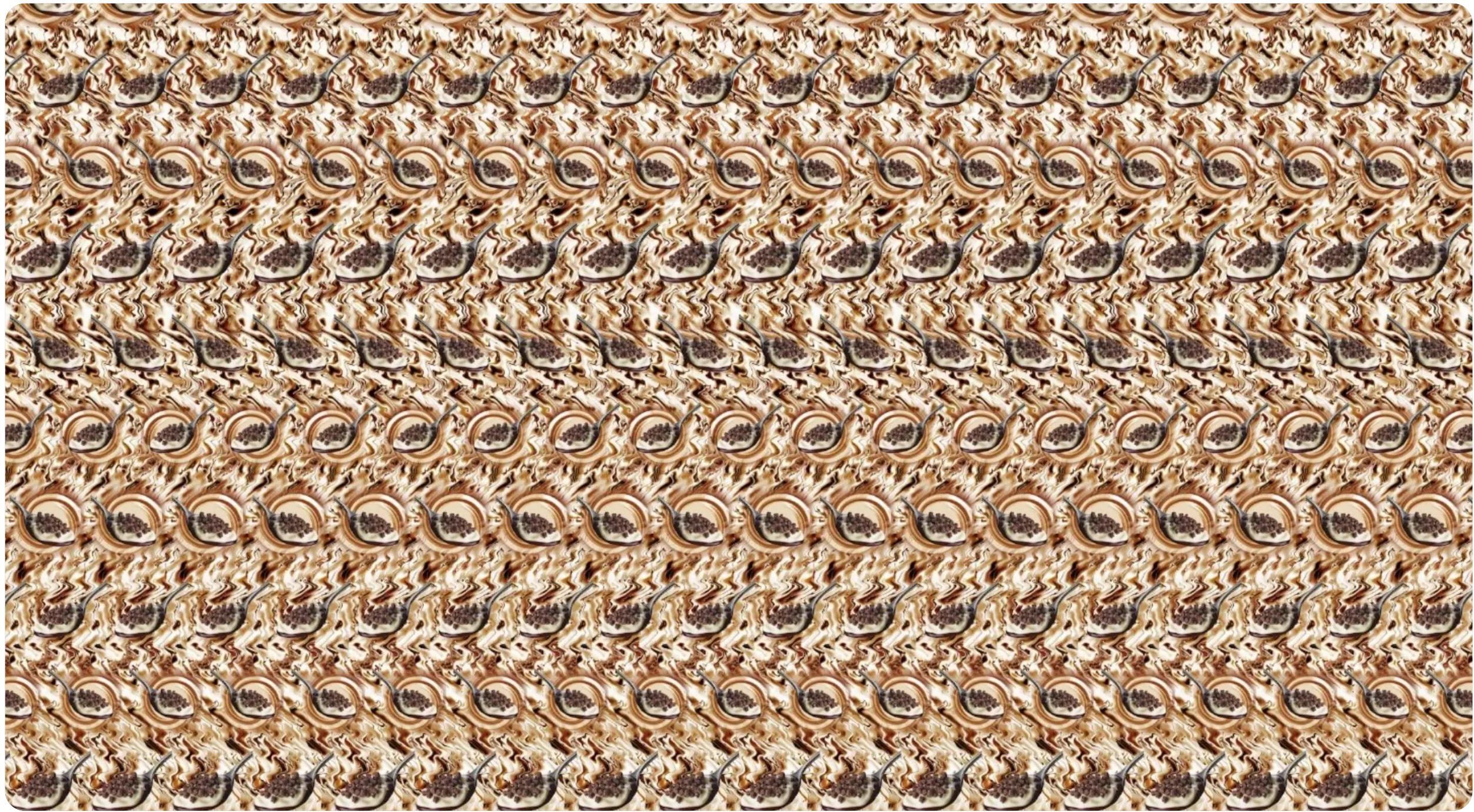


**WHERE'S
WALDO?**



**What happens if we
relax into the problem?**





BEWARE THE TROPICANA PROBLEM



BEWARE THE TROPICANA PROBLEM

Failing the “blur test”

The new design is not effectively perceived in peripheral vision.

Phil Barden, “The Science of Effectiveness,” *Eat Your Greens*, Troubadour Publishing, 2018.



**Consumers have
a low-res view
of the world.**



Toward a probabilistic understanding of the future



CHANGING PERSPECTIVES

The vital shift: from pinball to poker



**Do you need to stalk
your audience?**



**Or can you just
talk to them?**



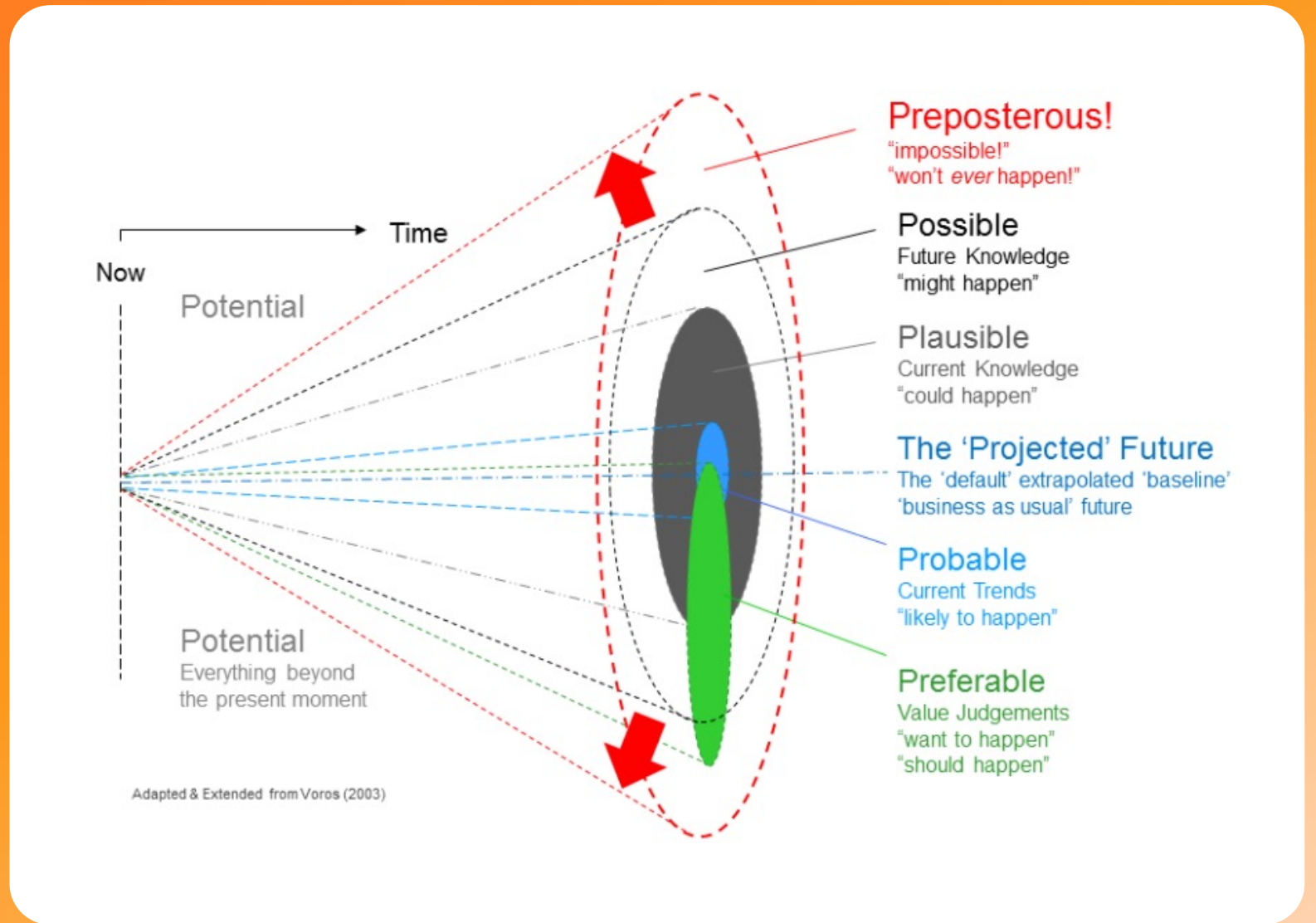
**Do you need granular data
for every decision?**



**Or can you rely on
probabilistic case studies?**



Envision what's probable—not just what's possible.



—strike a balance



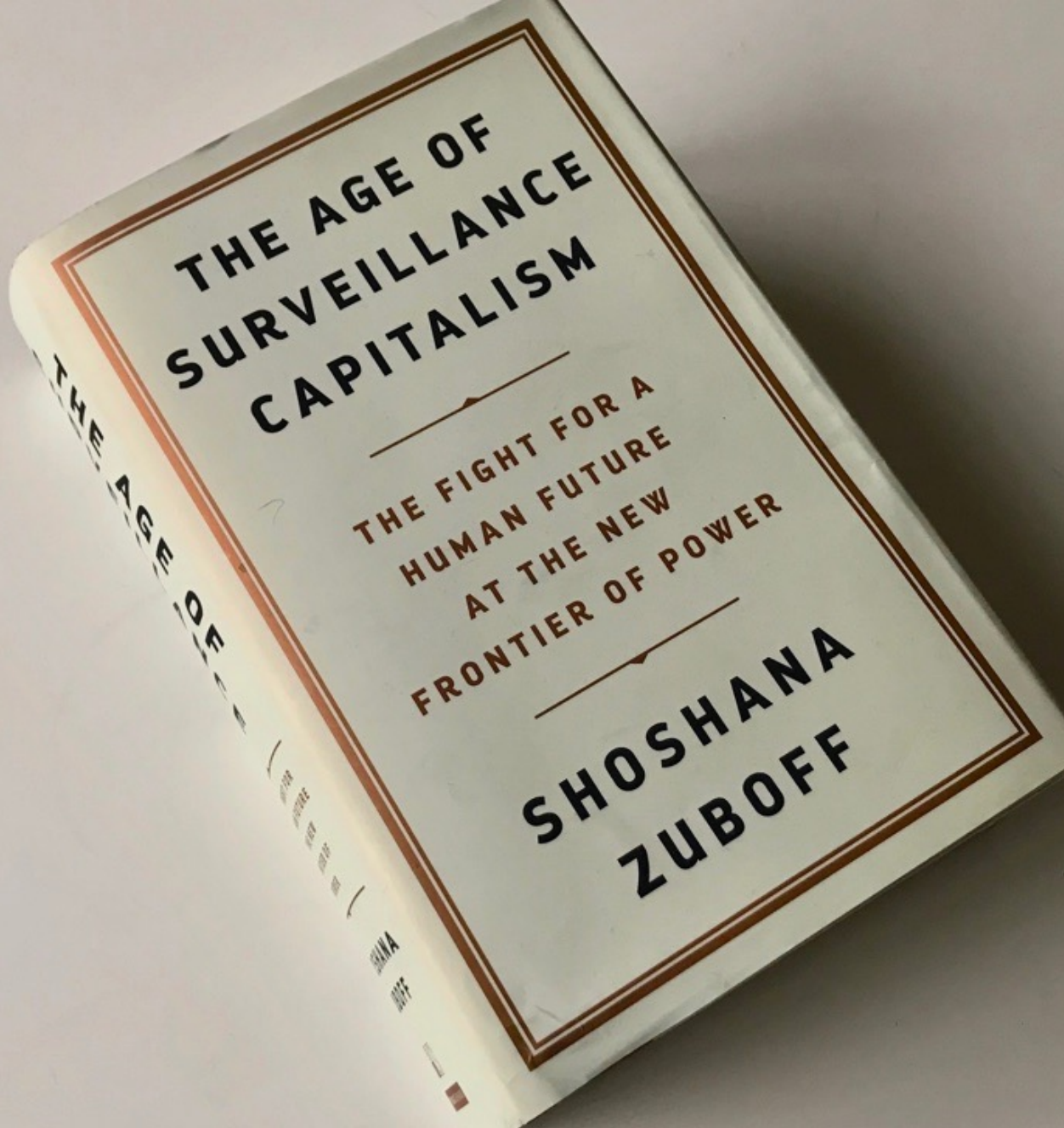
**What's to be lost
and gained?**



QUIT FOLLOWING ME

Less ad stalking





ALL WATCHED OVER BY MACHINES OF LOVING GRACE

The “cookie-pocalypse” is good, actually.

“A 2015 study showed that, by visiting the 100 most popular websites, your computer would collect over 6,000 cookies. The study also found that 83 percent of the cookies came from third parties—not the websites that were actually visited.”

— Shoshana Zuboff,
The Age of Surveillance Capitalism



TECHNOLOGY

Everything We Know About Facebook's Secret Mood-Manipulation Experiment

It was probably legal. But was it ethical?

By Robinson Meyer



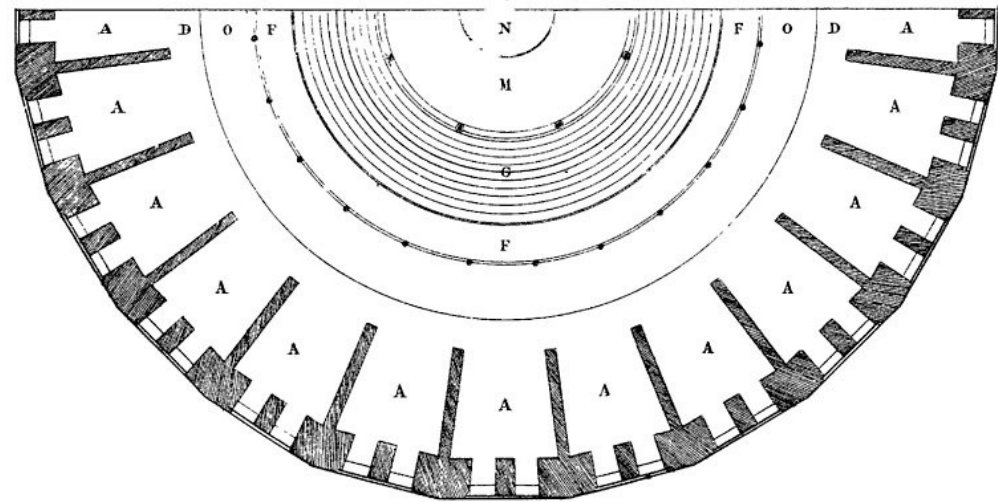
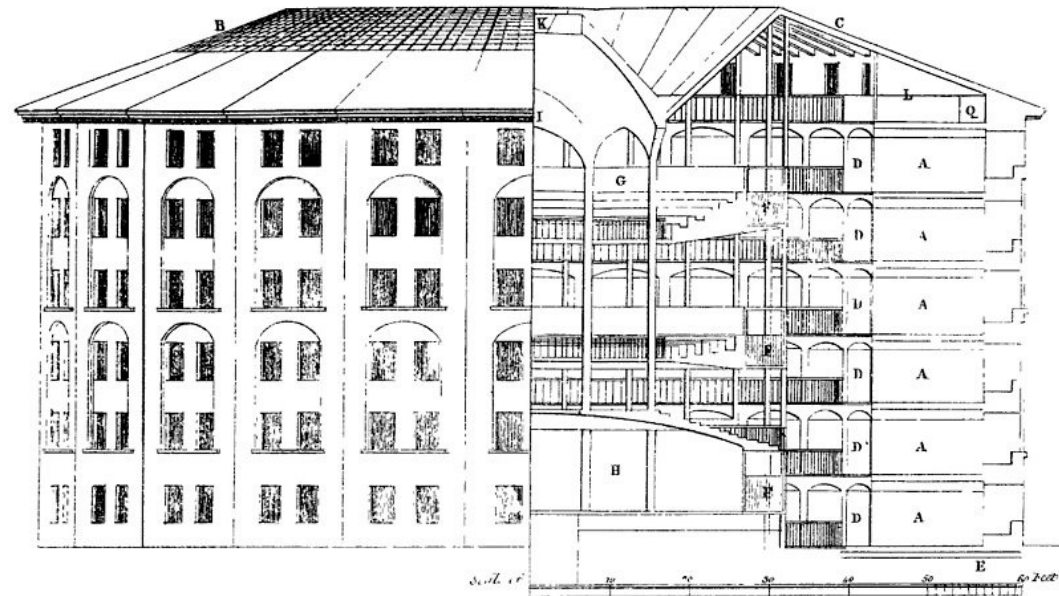
Cambridge Analytica and Facebook: The Scandal and the Fallout So Far

Revelations that digital consultants to the Trump campaign misused the data of millions of Facebook users set off a furor on both sides of the Atlantic. This is how The Times covered it.

Share full article









The data doesn't speak.

It won't decide for you.

In the end, it's up to you.



TRUST YOUR JUDGMENT

Turn off your
targeting computer.



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We Need To Rewild The Internet

The internet has become an extractive and fragile monoculture. But we can revitalize it using lessons learned by ecologists.

ESSAY DIGITAL SOCIETY

BY MARIA FARRELL AND ROBIN BERJON

APRIL 16, 2024

CREDITS

“The word for world is forest” — Ursula K. Le Guin

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Marginalia About Donate Random

Search The Internet Search... Search

About

This is an independent DIY search engine that focuses on non-commercial content, and attempts to show you sites you perhaps weren't aware of in favor of the sort of sites you probably already knew existed.

The software for this search engine is all custom-built, and all crawling and indexing is done in-house. The project is open source. Feel free to poke about in the [source code](#) or contribute to the development!

The search engine is currently serving about 61 queries/minute.

Consider [supporting the project!](#)

[Read More](#)

Tips

This search engine isn't particularly well equipped to answering queries posed like questions, instead try to imagine some text that might appear in the website you are looking for, and search for that.

Where this search engine really shines is finding small, old and obscure websites about some given topic, perhaps [old video games](#), [a mystery](#), [theology](#), [the occult](#), [knitting](#), [computer science](#), or [art](#).

Publicity, Discussion and Events

- [Marginalia: A New Lens for the Internet](#)
2024-04-03 Perephoneia
- [Folk Search Engines](#)
2024-02-20 Escape The Algorithm
- [How bad are search results? Let's compare Google, Bing, Marginalia, Kagi, Mwmbi, and ChatGPT](#)
2023-12-31 Dan Luu
- [Interview with Viktor Löfgren from Marginalia.nu](#)
2023-12-30 YouTube, Rickard Andersson
- [FreeWebSearchDay Interview](#)
2023-09-29 NLnet
- [Marginalia Search receives FUTO Grant](#)
2023-09-15
- [Marginalia \[...\] is currently on the HN front page and handling the traffic with one \\$5k commodity server](#)
2023-04-19 🐦 Twitter @vboykis
- [Marginalia: DIY search engine that focuses on non-commercial content](#)
2023-04-18 Hacker News
- [Marginalia Receives NLnet grant](#)

LAST METAPHOR, PROMISE





APPEAL TO HISTORICAL AUTHORITY

“And now here is my secret, a very simple secret: It is only with the heart that one can see rightly; what is essential is invisible to the eye.”

Antoine de Saint-Exupéry

AUTHOR





Thank You



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