



From Behind the Service Counter

Sheesh! What a crazy world we live in.

You're not going to believe what happens next! You need to see this! Call now to avoid disappointment. Click here for this miracle solution. We opened this up and found something amazing! See this secret cure for everything. And on and on it goes...

Does any of this sound familiar? Maybe from your last social media adventure?

Advertising and product promotion has been fully embraced by social media and it seems social media has decided that the best way to punch through your psyche is to bait you to their message. And like most of us, your curiosity probably gets the best of you and like a moth to a flame, zoom, you're there.

Although this sounds superficial, it must be working because social media has suddenly exploded with a multitude of these cheap stunts. And please don't think I'm saying that I'm above all this. Honestly, I'm not immune...

During the course of my regularly heavy day, my mind often seeks distraction. No, I don't really care what Kim Kardashian is doing in Albania or if a new product will painlessly remove my calluses, or if I need to learn how to make money at home. But the lure to eavesdrop is so tempting. And once you're in the vortex, the next temptation is right there, at the bottom of the page and an hour later you suddenly need to mentally slap yourself back to reality.

Of course I exaggerate a bit... but maybe not. I consider myself to be a bit more mature than the kids with their phones who are burning up bandwidth exploring the cyber world of pop culture crap. Hey! Maybe that's the real game here, secretly getting you to spend money for all the bandwidth.

So I will concede that the providers are winning this round but the worst of it is that so many people are willing to divest their levels of intelligence and buy into whatever nonsense the web is feeding them. The anti-vaccination thing is a perfect case in point where anecdotal "facts" take on a life of their own and suddenly challenge reality. One of my younger relatives has succumbed. For the sake of family peace I won't say which one but they are miffed that a bunch of scientists and a university have declared "vapping" (smoking those electronic cigarettes) dangerous. This doesn't fit his personal agenda about what is healthy so he publically decries that they don't know what they're talking about. But apparently he does! Whether the scientists are right or wrong, how can inhaling a vapour with foreign scents and artificial flavours be good for you? Or is that it is less harmful than what you are trying to replace?

The world is truly a ball of confusion and you must rely on a healthy sense of cynicism to get you by. Or should that be "buy"? Ha!

Sorry... I have to go read about the FBI knowing that Hitler escaped to Argentina... Who knew?

Safe cynical computing out there and catch you next month.

Regards,
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