

Surprise has become the most valuable feature of any cultural impact

We've cultivated such refined patterns that we've become masterful predictors of what's next. It makes us feel safe and satiated, but it also makes us indifferent and uninspired. This is why Trump continues to control the discourse. We never know what he'll say, which tariffs he'll enact, or who he'll pardon.



[SURPRISE! It's a Blind Box World.](#)

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