

WEEK 01 / 14

What is a Shitpost? & Excavating the Mind-Palace

An introduction to scarcity, opportunity cost, and the mechanics of deliberate anti-humor.

Economics Concept: **Scarcity & Opportunity Cost**

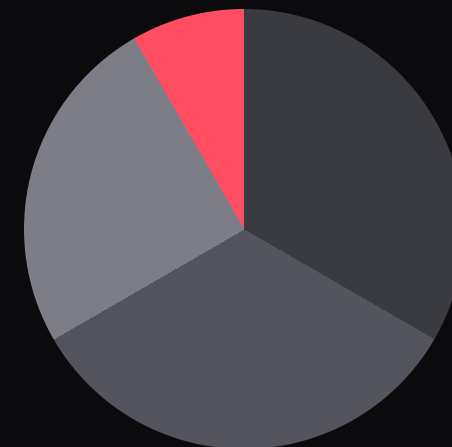
CORE CONCEPT

Scarcity and Opportunity Cost

- Demand for entertainment is **unlimited**, but the day is capped at **24 hours** — the oldest problem in economics still applies here.
- Spending **two hours** hunting for one obscure TV clip carries a real opportunity cost: lost sleep, lost study time.
- What looks like "wasting time" will, in this course, be treated as a **rational allocation problem**.

INSTRUCTOR'S NOTE

A student who ignores opportunity cost isn't studying economics. They're just scrolling.



- Sleep — 8 hrs
- Study — 8 hrs
- Other Daily Life — 6 hrs
- "Just Looking for One Video" — 2 hrs

TAXONOMY

What Is (and Isn't) a Shitpost?

- **Classic joke:** has a setup and a punchline.
- **High-effort satire:** builds a targeted, coherent argument.
- **Shitpost:** deliberately **meaningless, out of context**, or **"bad"** — the humor comes FROM the absence of quality.

THE MECHANICS OF DELIBERATE ANTI-HUMOR

A shitpost being "bad" is not a flaw, it's a production choice — low effort signals high authenticity (see Week 6).



PRACTICAL EXERCISE

Excavating the Mind-Palace

- Matching a specific **emotional state** to a memory or clip is itself a **search algorithm** running on your own memory.
- Source material: personal memory + old Turkish TV archives (folk-dance segments, bizarre local news clips).
- Goal: not random — a **targeted** scarcity search. Finding the right reference is itself a production cost.



SOURCE: LOCAL ARCHIVE EXCAVATION

TAKEAWAY OF THE WEEK

Time Is Scarce. It's Not a Joke.

By the end of this course, you will see "wasting time" for what it really is: a **scarcity management problem**. Next week, we descend into the internet's first landfill: Usenet.

NEXT WEEK → EARLY INTERNET HISTORY: FROM USENET TO SOMETHING AWFUL