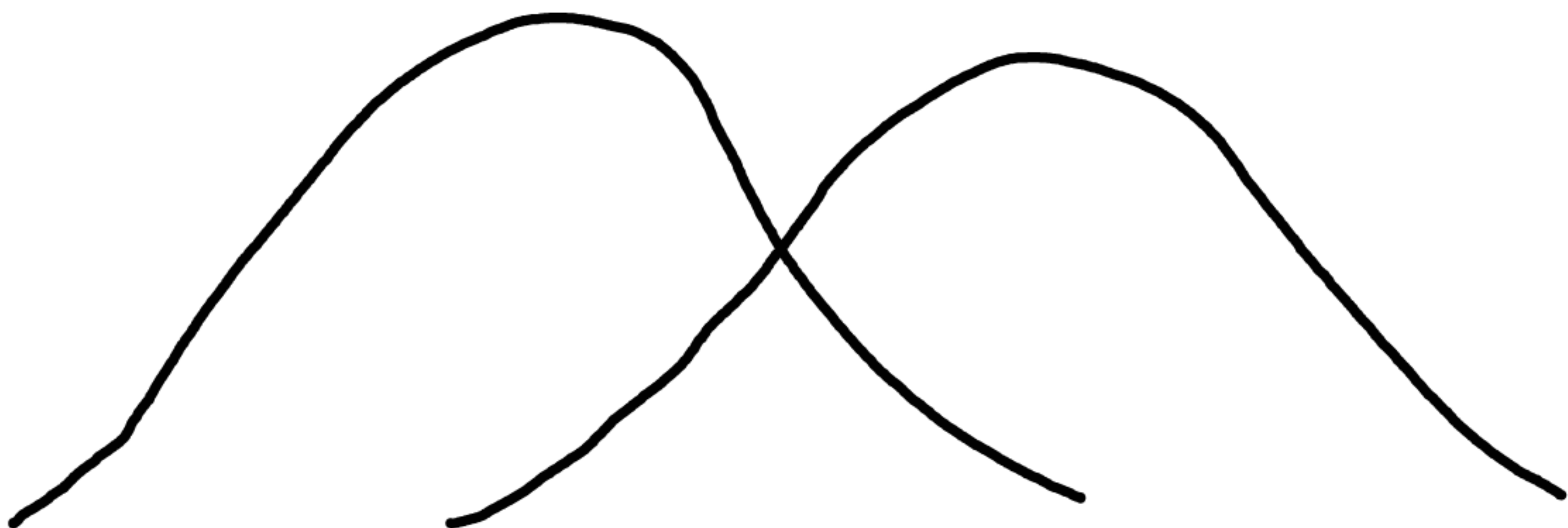


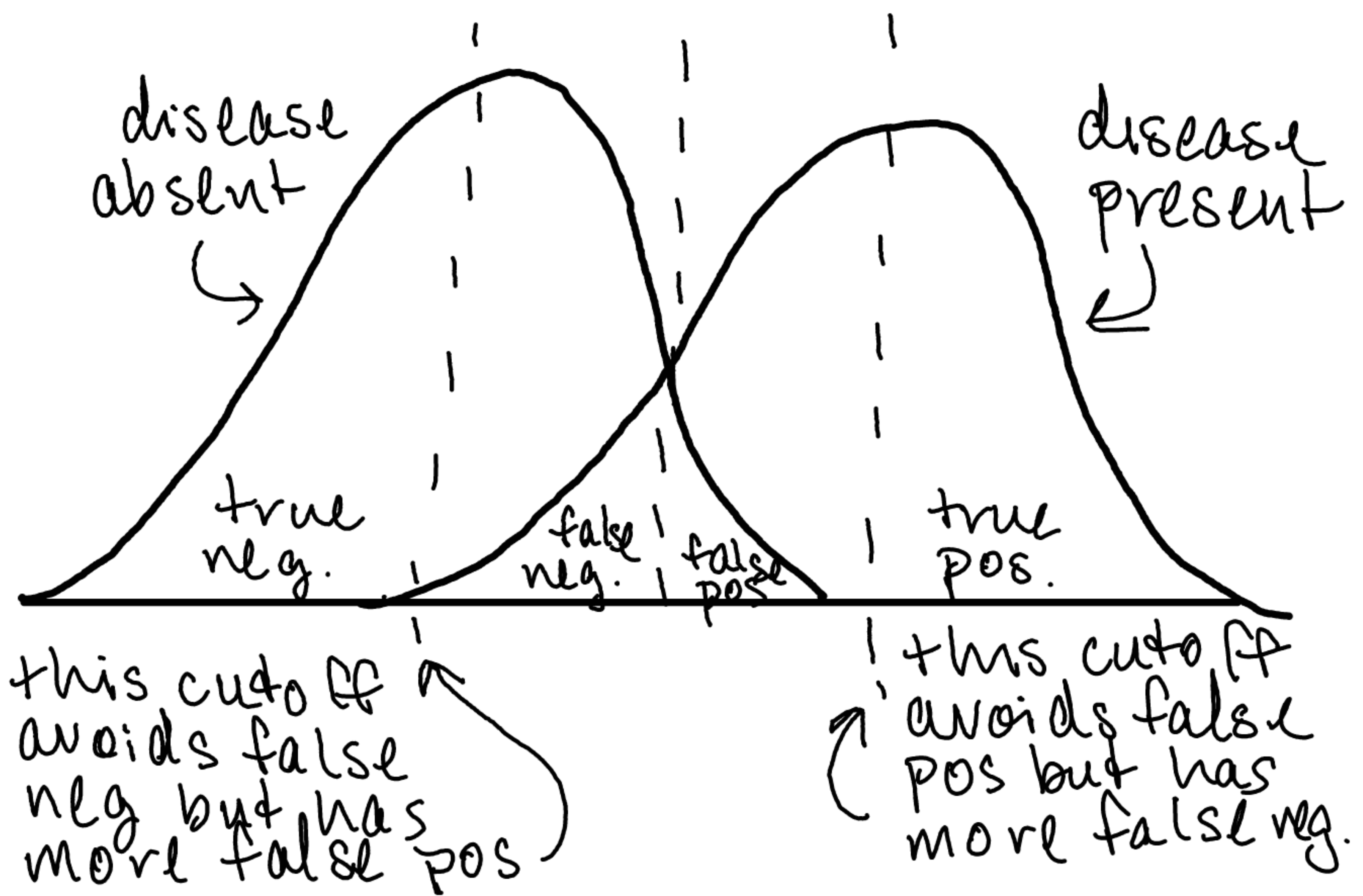
CULTIVATING DISCERNMENT:

CALIBRATING SHARING YOUR WORK

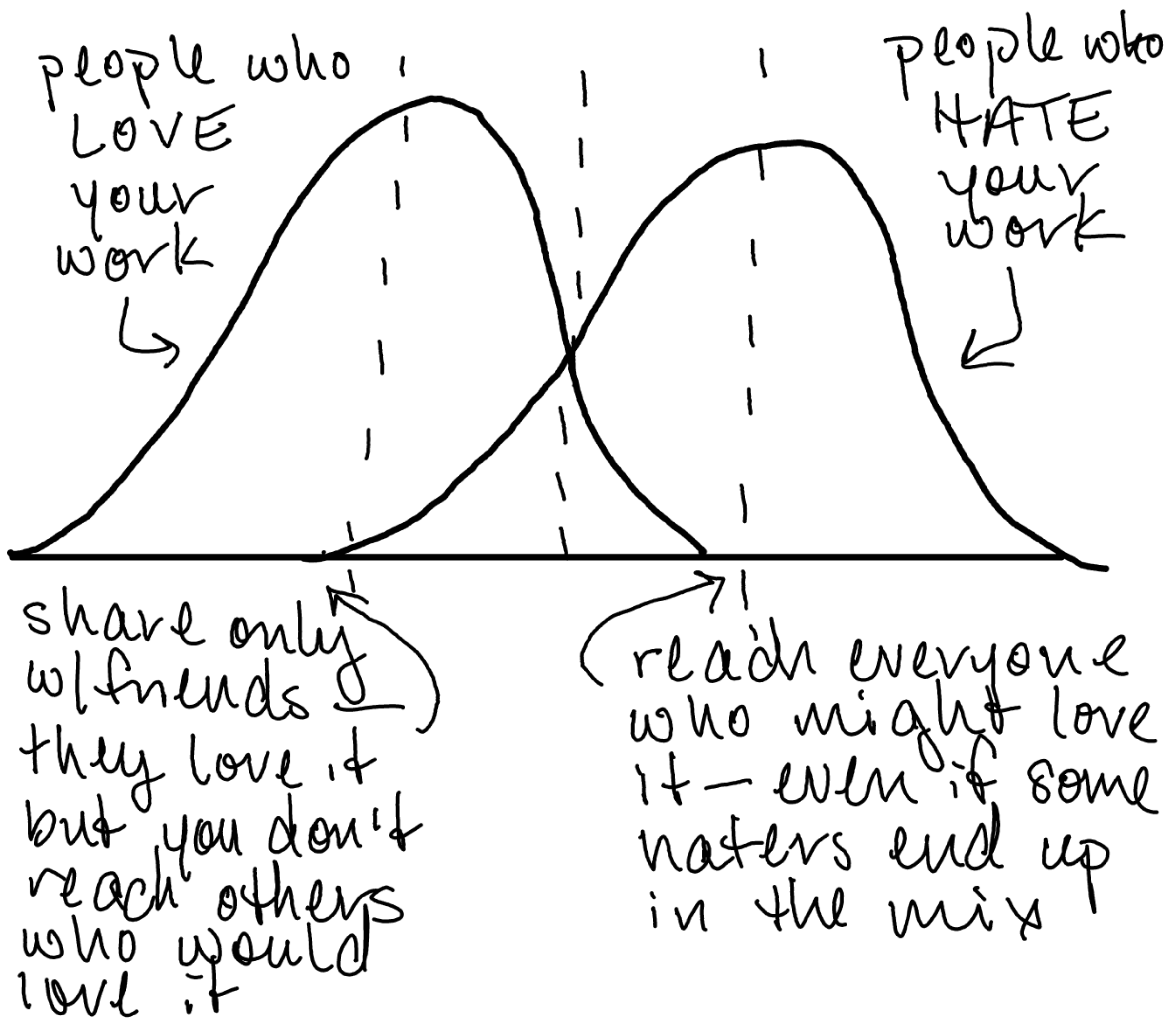
a nerdy exploration
by Finn 8/18/25



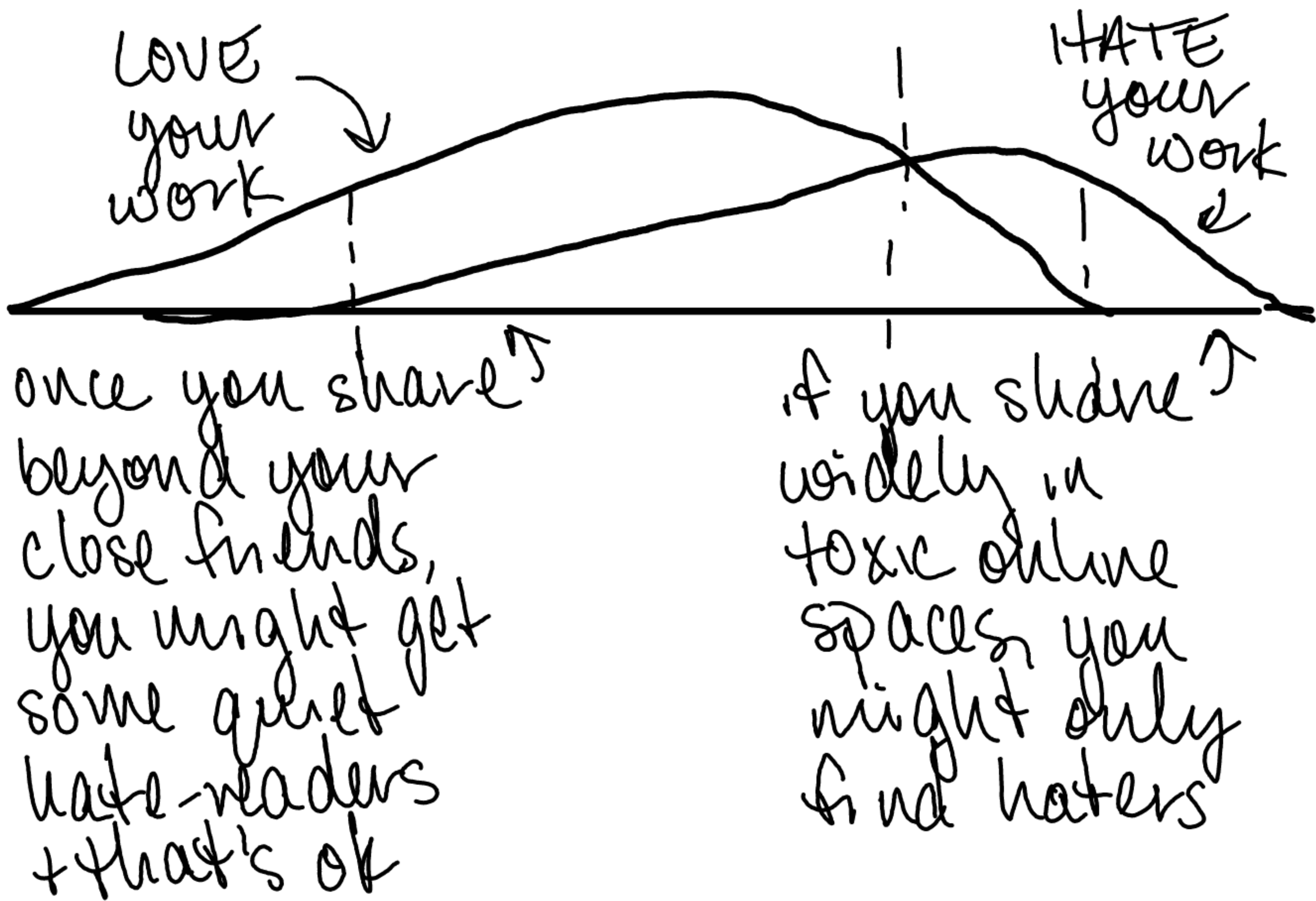
WHEN CALIBRATING A CLINICAL TEST, WE THINK ABOUT THE ACCEPTABLE TRADE-OFFS BETWEEN FALSE POSITIVES AND FALSE NEGATIVES AND SET THE CUTOFF ACCORDINGLY.



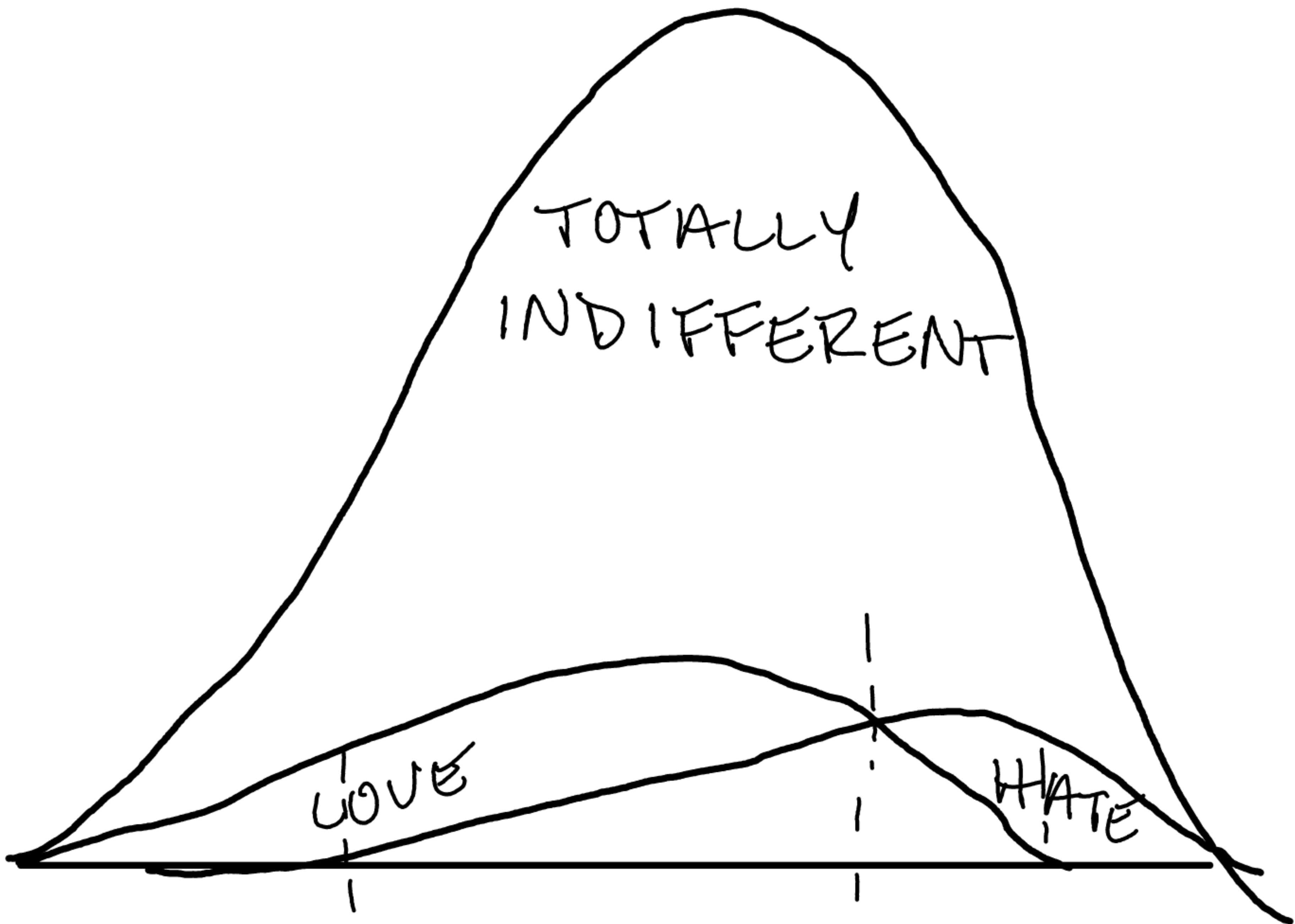
CAN WE THINK IN A
SIMILAR WAY ABOUT
SHARING OUR WORK
ONLINE? MAYBE
SOMETHING LIKE THIS:



OF COURSE, THE CURVES
WOULDN'T ACTUALLY
LOOK LIKE THIS. WHAT
MIGHT THEY LOOK LIKE
INSTEAD?



THAT SAID, THE REAL PROBLEM
—OR THE SOLUTION, DEPEND-
ING HOW YOU LOOK AT IT—
IS THAT IT'S ACTUALLY
MORE LIKE THIS:



LET'S BREAK THIS GROUP
OUT A LITTLE MORE.

opens your newsletter
because they thought
you were someone else

only reads your
stuff on the toilet

doesn't
remember
why they
subscribed

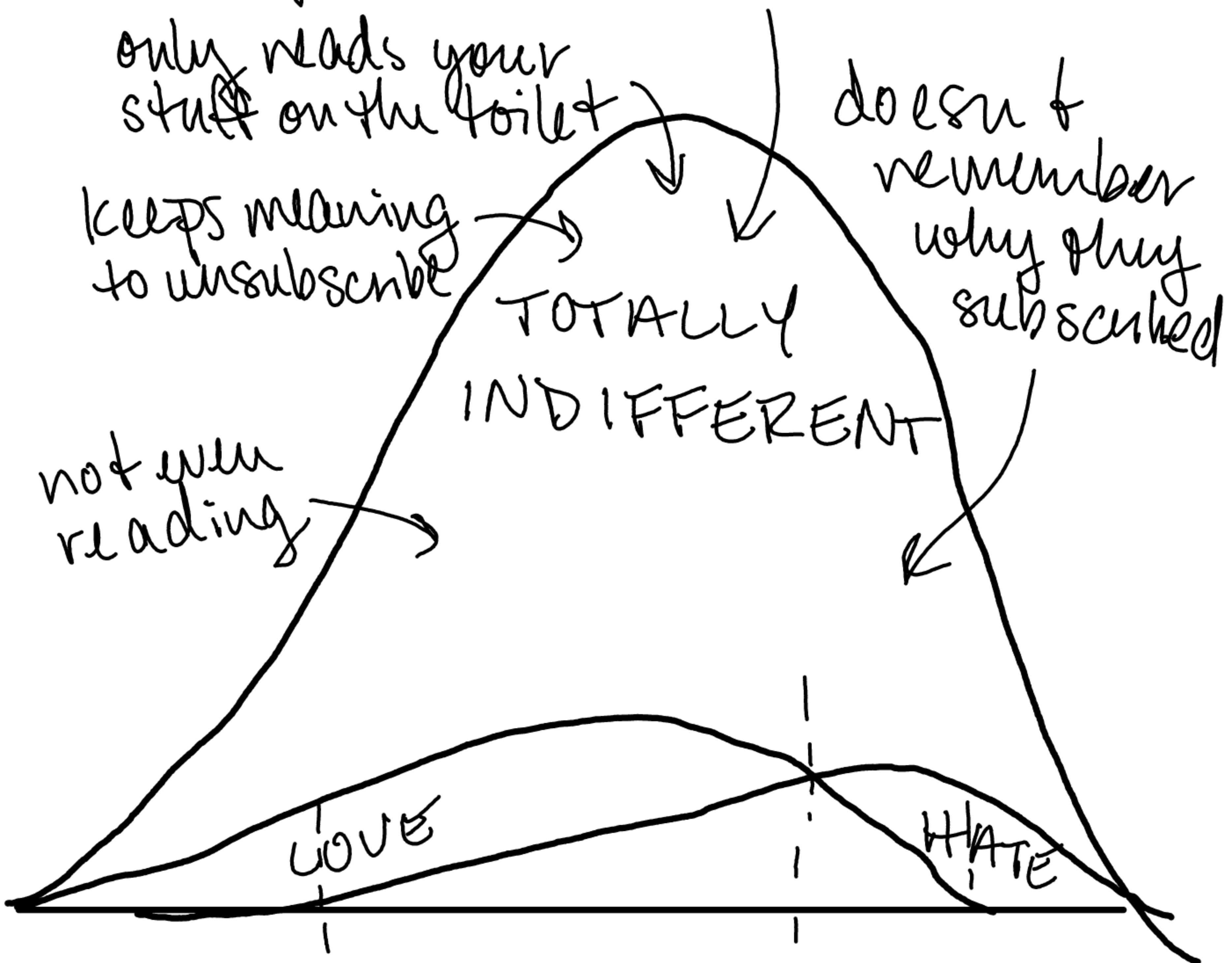
keeps meaning
to unsubscribe

TOTALLY
INDIFFERENT

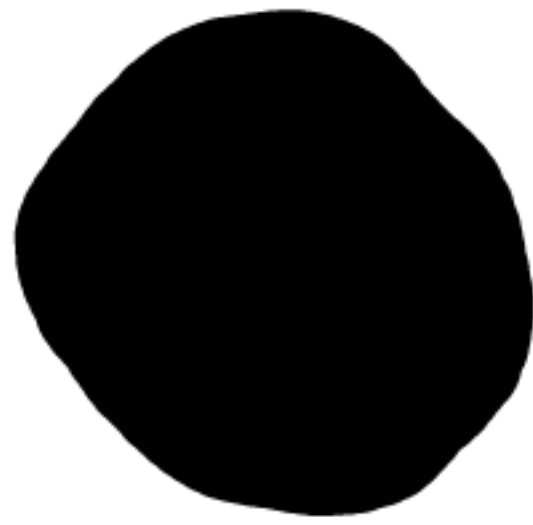
not even
reading

LOVE

HATE

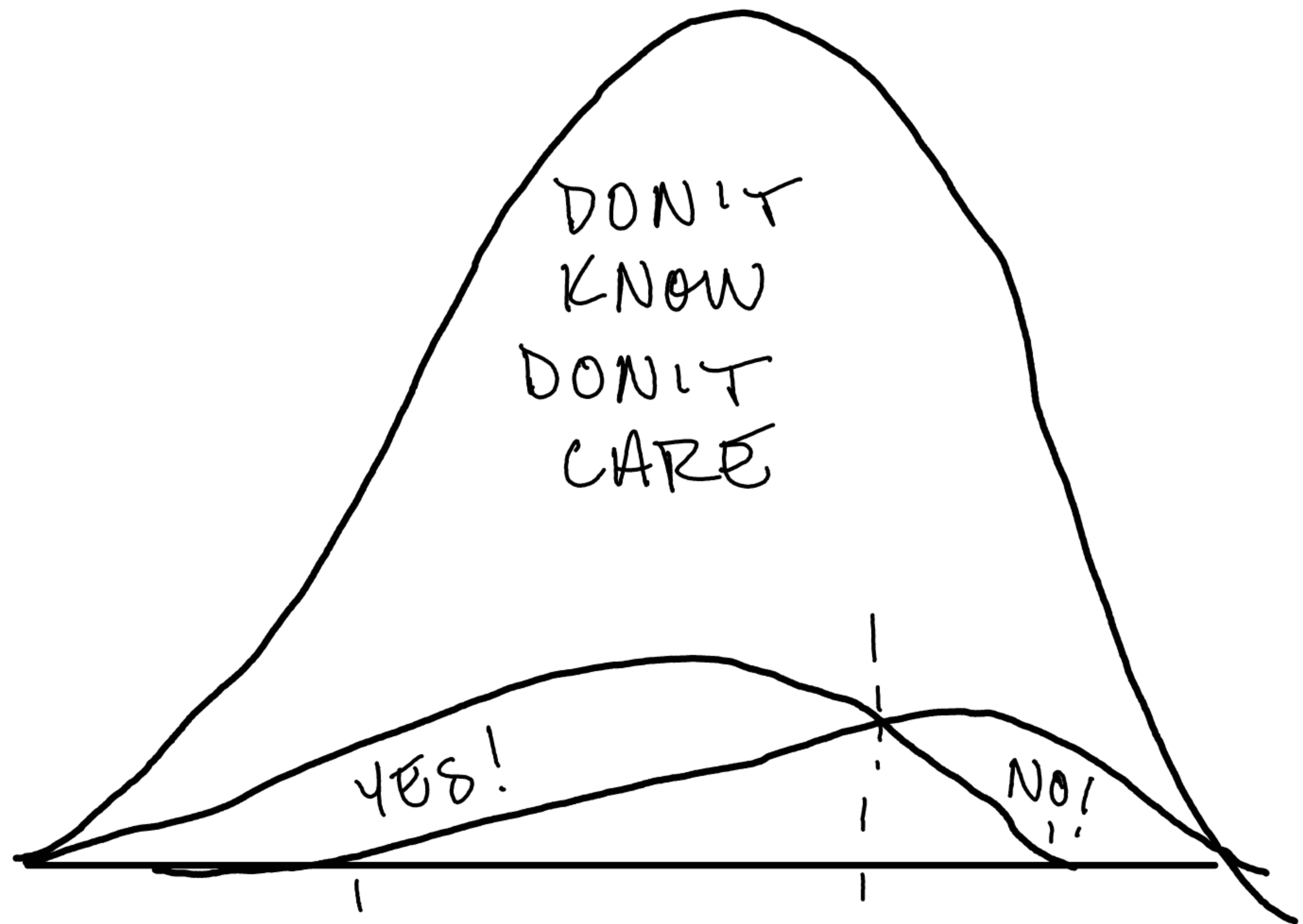


WHEN WE SEND SOMETHING
OUT + DON'T HEAR BACK,
ULTIMATELY WE ARE
FACED WITH OURSELVES
+ OUR PROJECTIONS.



DOES IT FEEL BETTER TO
INTERPRET INDIFFERENCE
AS HATRED? DOES IT
FEEL WORSE?

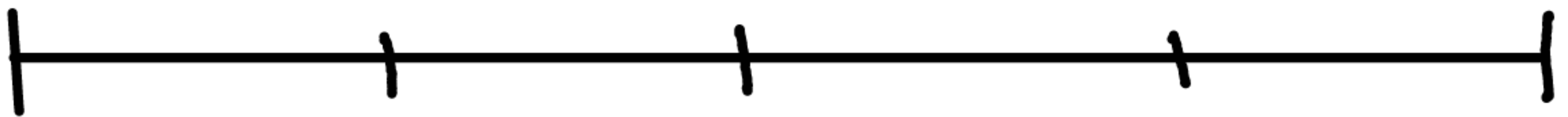
DO THESE GRAPHS EVEN
HELP?



FOR ME, THEY DO.

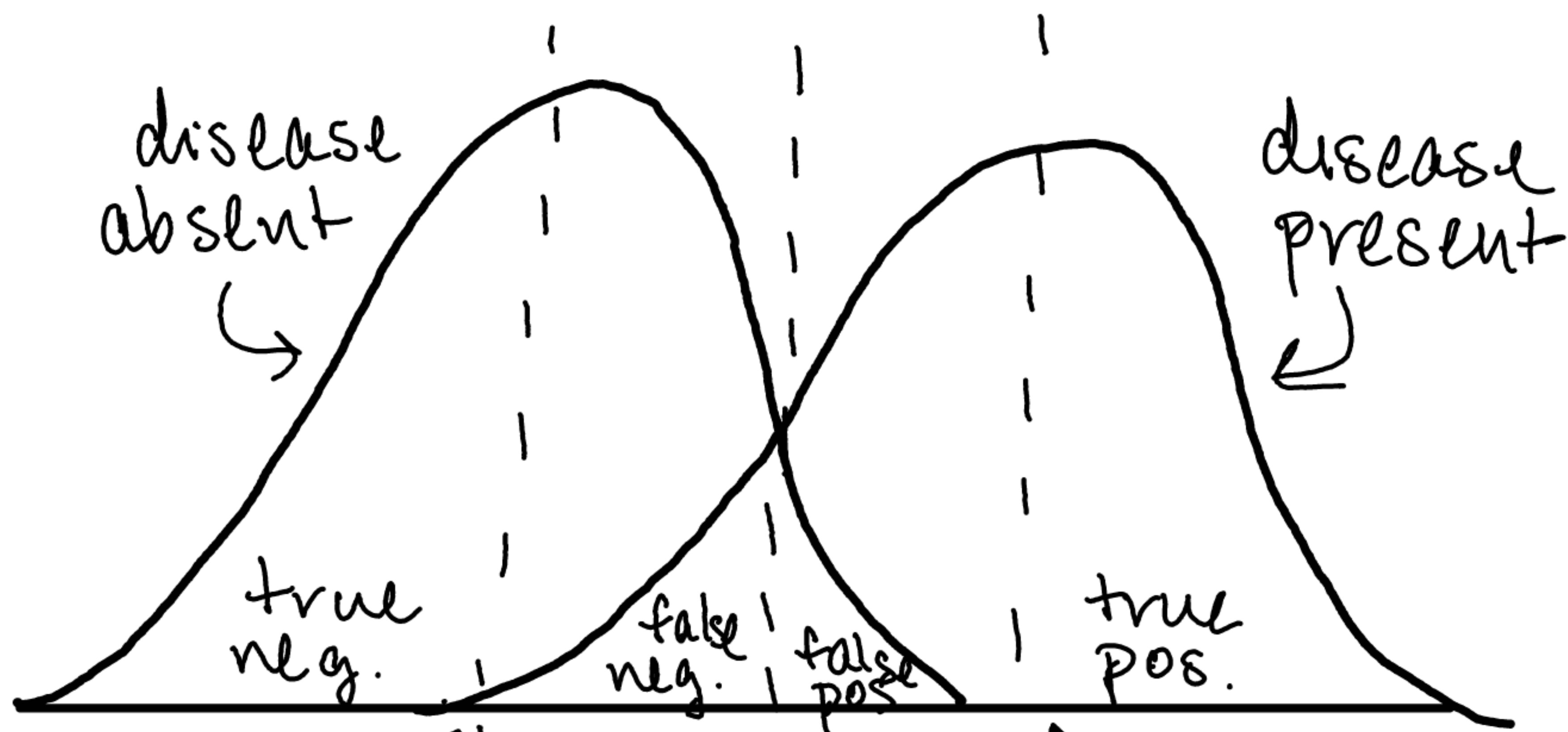
I USED TO THINK I WAS
DOING SOMETHING WRONG
IF MY WORK WASN'T
LANDING WITH SOME
FOLKS.

BUT IT'S JUST STATISTICS.



THE TRICK IS
CALIBRATION.

GETTING BACK TO CLINICAL TESTS:



for screening tests,
we allow a higher
false positive rate,
because we want
to minimize false
negatives

for diagnostic
tests, we want
to minimize
false positives

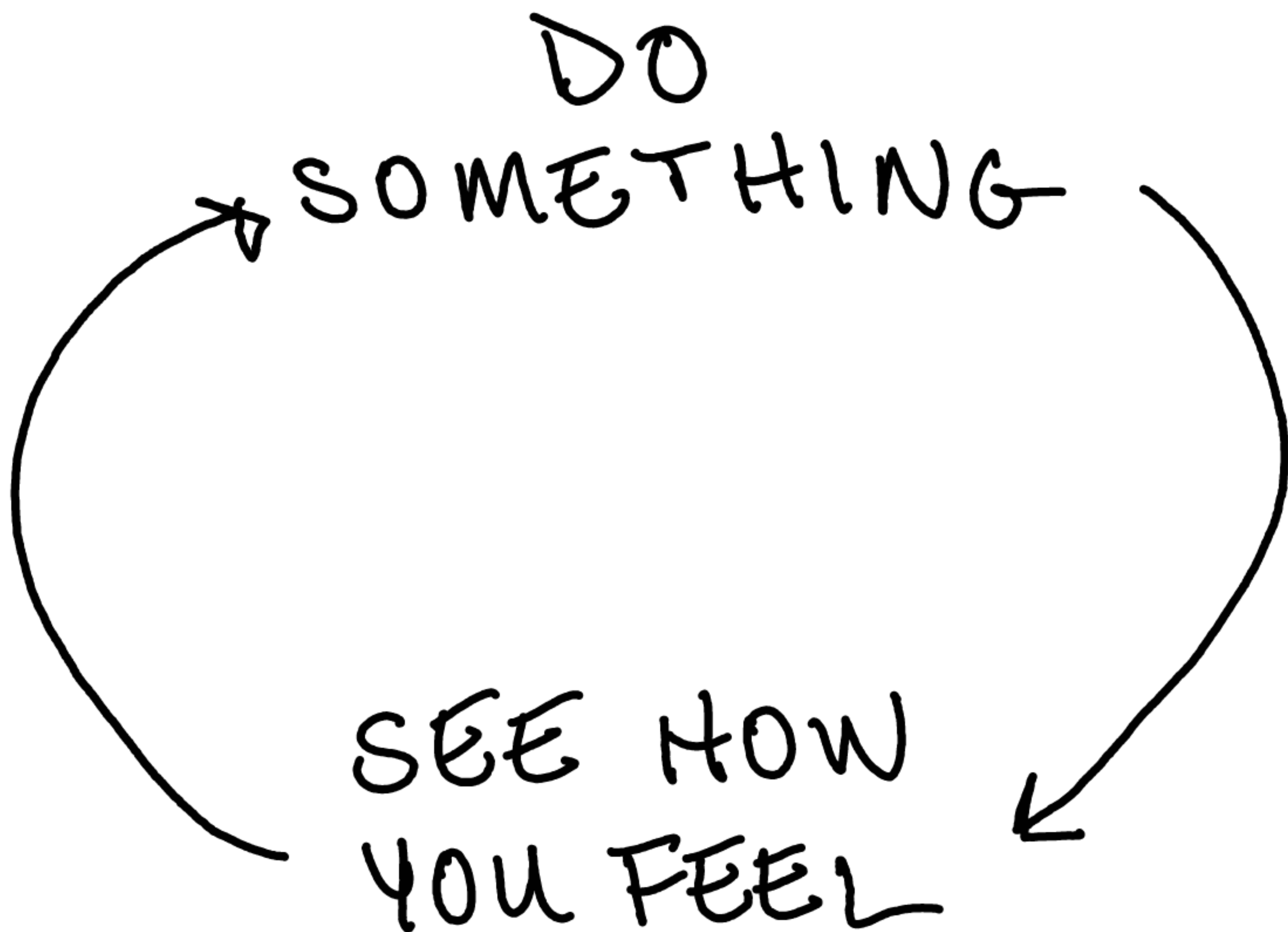
DIFFERENT INTENTIONS,
DIFFERENT CHOICES.

THERE'S NO ONE BEST
WAY FOR ALL SCENARIOS.

IN CALIBRATING CLINICAL
TESTS, WE HAVE SOME
GENERALLY ACCEPTED
APPROACHES.

IN CALIBRATING OUR
SHARING, WE MUST
RELY ON OUR
DISCERNMENT.

HERE'S ONE WAY TO
CULTIVATE
DISCERNMENT:

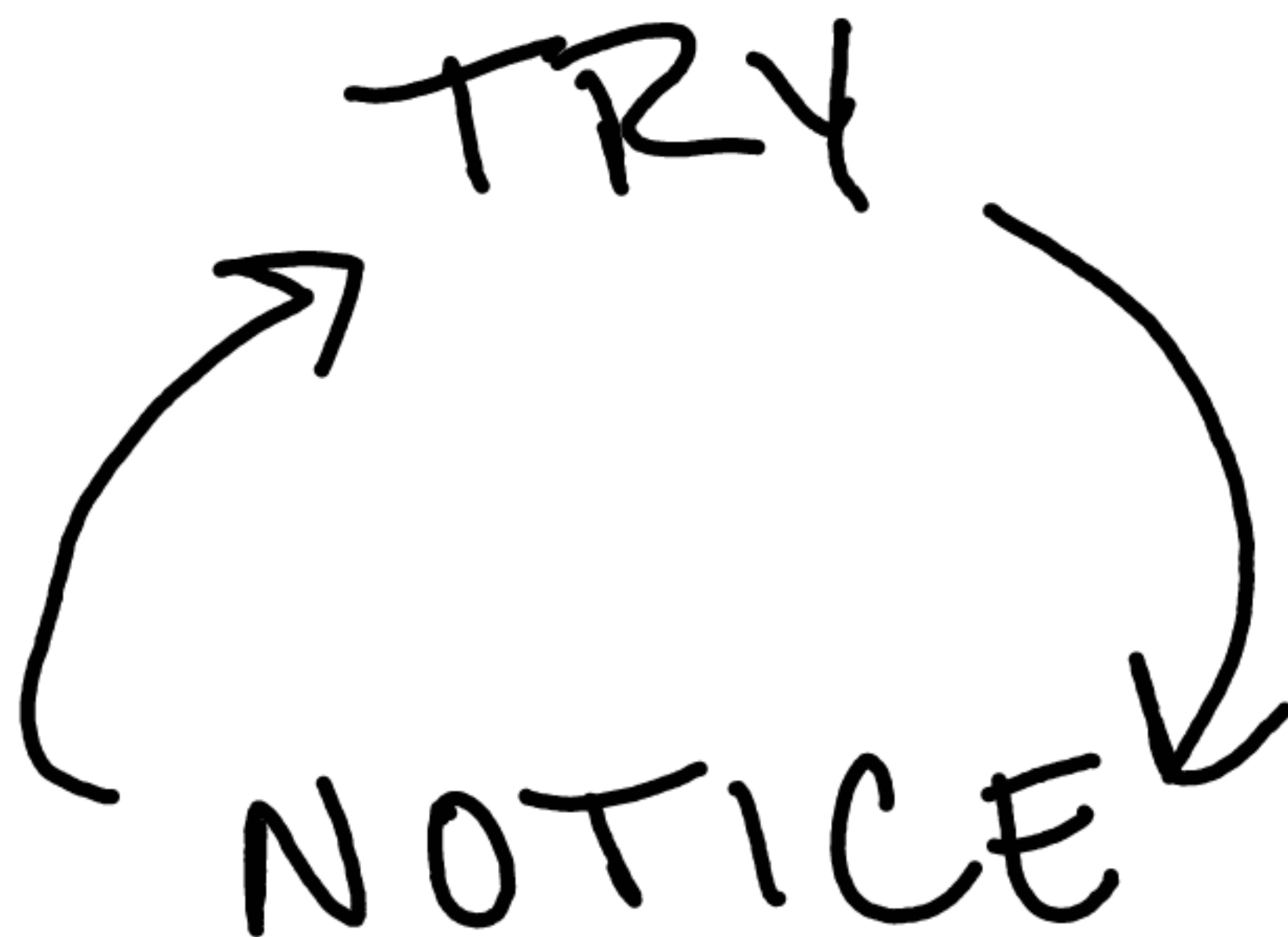


(It's slow, but it works! As long
as you do both steps!)

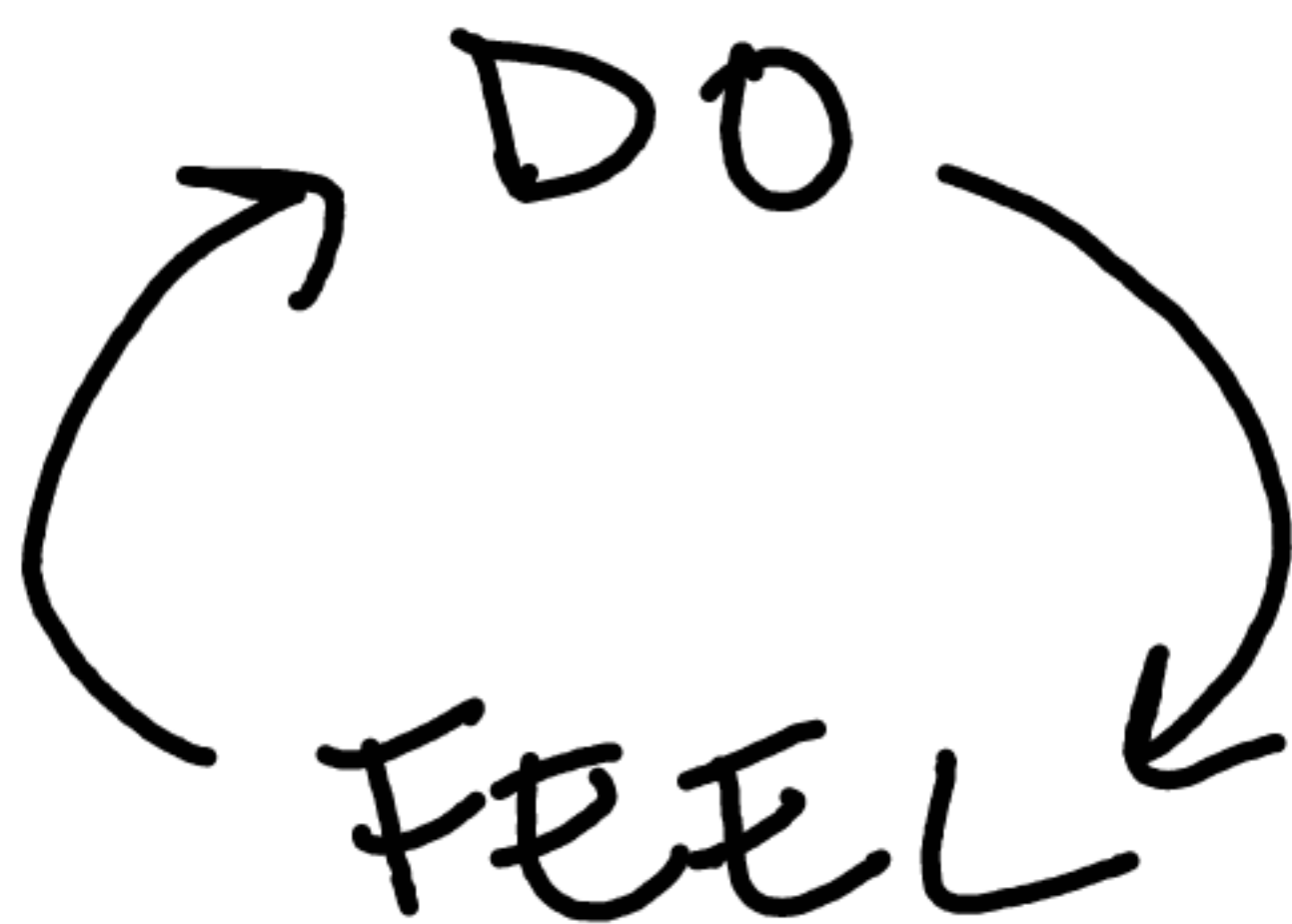
SO, I'M DOING SOME LITTLE
EXPERIMENTS.

WHEN DOES WORK ONLY
WANT TO BE SHARED
WITH TRUSTED FRIENDS?

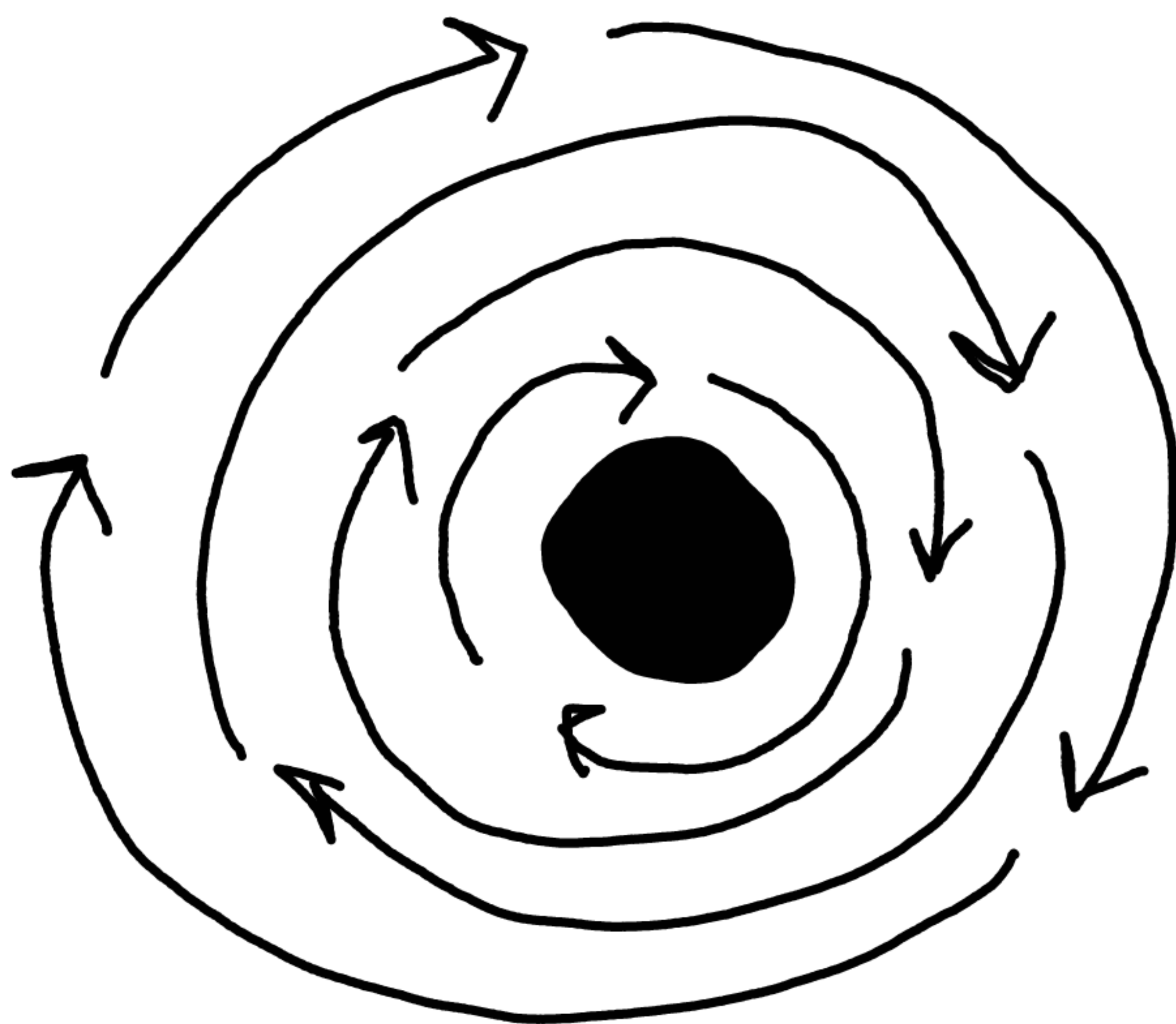
WHEN DOES IT WANT TO
BE SHARED WIDELY,
NO MATTER WHO SEES
IT?



THE CURVES REMIND
ME THAT IT'S NOT
POSSIBLE TO SHARE
WORK WIDELY AND
HAVE EVERYONE LOVE IT.
BUT THE CHOICES ABOUT
HOW TO DISCERN +
HOW TO CALIBRATE —
THOSE BELONG TO ME.



AND ULTIMATELY, IT'S
NOT REALLY AS MUCH
OF A SCIENCE PROJECT
AS I'VE MADE IT OUT
TO BE.



IT'S REALLY MORE
OF A DANCE.

As