

Brandolini's law

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Malcolm Reavell introduced me to the idea of Brandolini's Law on a post on the Facebook page of Modern Money Scotland.

[Wikipedia summarises the law](#) as follows:

Brandolini's law, also known as the bullshit asymmetry principle, is an internet adage that emphasizes the difficulty of debunking false, facetious, or otherwise misleading information: "The amount of energy needed to refute bullshit is an order of magnitude larger than is needed to produce it."

Trolls are, of course, aware of this. That is why pile-ons of trolls happen – no doubt coordinated by some website or other. Their simple aim is to waste time.

This is why I always reserve the right to delete them.