

Being calm as a revolutionary act

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I [saw this](#) on Facebook yesterday. It's from something that looks a [bit like a self-help book](#), but which also seems to be based on a personal experience of despair with the world as it. It is also absolutely fundamentally right:

THE WORLD IS increasingly designed to depress us. Happiness isn't very good for the economy. If we were happy with what we had, why would we need more? How do you sell an anti-ageing moisturiser? You make someone worry about ageing. How do you get people to vote for a political party? You make them worry about immigration. How do you get them to buy insurance? By making them worry about everything. How do you get them to have plastic surgery? By highlighting their physical flaws. How do you get them to watch a TV show? By making them worry about missing out. How do you get them to buy a new smartphone? By making them feel like they are being left behind. To be calm becomes a kind of revolutionary act. To be happy with your own non-upgraded existence. To be comfortable with our messy, human selves, would not be good for business.

— Matt Haig, [Reasons to Stay Alive](#)

Worth remembering.