

## Blogging in 2023

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I am grateful for all the comments on this blog at present. They are considerably outnumbering the number of words I have to offer. That is not what I anticipated when I began blogging. At that time I thought comments were pure irritation. Now many of the comments add real value in their own right.

Meanwhile, I admit that on occasion I am struggling to find new things to say. We know the economy is tanking. We know public services are as well. We know that this is due to leaving the EU, austerity and deliberately manufactured crises, all of which have been chosen by this government and the Bank of England as instruments of economic civil war. We know the Tories have no plan to change. And unfortunately, we know Labour only seem to aspire to fill the austere space the Tories and LibDems occupied from 2010 to 2015, and which they have now vacated. Starmer is not the heir to Blair; he's the heir to Cameron. That's how bad things are.

How many times can that be said? On here, where I presume a continuing readership, I sometimes wonder. On Twitter I am much more willing to repeat: the audience is bigger and revolves much faster. So yesterday, for example, I dealt with economic multipliers on Twitter but wasn't sure another round of that appropriate here. This morning I did the NHS on Twitter first, and added it here as a bit of an afterthought.

So what does need saying here? The reality is that fewer words here at present reflects the fact that blogging time is being spent thinking about videos instead.

I have at long last found software I like that seems sufficiently flexible to produce videos quickly, and without much hassle. No one seems to promote Adobe Rush very much, but it was recommended to me by a video blogger and my trials (so far) suggest it will work for me. It's easily within my capabilities and totally designed to produce material for YouTube, TikTok, Twitter and so on, which is what I want. It's taken sometime to get to this point: longer than I expected, to be honest.

That has left me musing on content. I currently foresee two quite different strands to this. One is short (3 minute or less) videos that are commentary on issues of the day.

This morning's NHS thread is a perfect example of something that could have been addressed, or additionally dealt with, that way. The aim will be to hit the issue hard and quickly, and probably with some passion.

The second type of video develops those I used to make with the late Mark Cooney (whose contribution I very much miss). However, my thinking here is at present to be much more structured. The theme will be something like 'Political Economy for Today' and the aim will be to produce a series of linked videos over time discussing the topics that I think important in this arena with no video longer than 10 minutes, and with some being shorter. These will address familiar themes but with the aim being to provide insights into the key issues that I think face the economy of the UK (and to some degree elsewhere) in 2023, and beyond. The goal will be to be educational, informative, and politically persuasive, because all political economy is about taking positions.

If things go to plan the first type of video will appear before the longer format ones, simply because they will be spur-of-the-moment creations. However, some practice is going to be required first - so give me a little time as yet. But are there any thoughts on this?

All videos will appear here.

I intend that the longer ones have transcripts, but how is not clear as yet. I may need to recruit assistance.