



Do you know Substack? Probably not. A recommendation for the coming quiet days

Substack is an American self-marketing platform where authors can offer newsletters by subscription. In principle, this is particularly exciting for journalists and experts of any discipline. A subscription costs at least \$5 a month or \$30 a year. And that already gives you a first hint that this must also be about quality. But that's just one component that makes Substack exciting for me. Substack resists the cancel culture of the big American networks, which time and again censor opinions that deviate from the prevailing mainstream thinking, blocking their accounts temporarily or even permanently. And in doing so, elegantly disregarding whether they are acting with genuinely false claims of fact, like a former American president, or actually questioning the status quo of the social narrative in a scientifically sound manner.

Anyone who deals intensively with social media, as is part of my job, actually experiences time and again how genuine experts with dissenting opinions are summarily shut down. Even if they are recognized experts in their field. Don't you believe me? Twitter recently temporarily suspended the account of the UK's Cochrane Institute. So did Instagram.



Cochrane is regarded worldwide as THE institution for evidence-based decision-making on health issues through the production and dissemination of high-quality systematic reviews and meta-analyses. The extremely modest quality of German data on Corona development is regularly criticised, and not only there.

I don't have a problem if Nazis, wafflers, and hate preachers have to find other platforms. Like Telegram, for example. When social and scientific discourse is corrected by some nerds in the Valley, it scares the hell out of me. Recently, Twitter founder and chief executive, Jack Dorsey, resigned. He was known to be an outspoken opponent of censorship by now, but probably didn't get his way.



That's why I currently like Substack so much. They don't censor. And the subscription model at least supports the fact that it's primarily high-quality content, including real quality journalism, that offers its creators a livelihood. Without having to submit to the attention prostitution of the platforms.

You can look at Substack authors and many of their articles without subscribing right away. You can also get many articles through their free newsletter. So over the days just give it a try. I give here a few recommendations to start. German-speaking is not yet so much going on.

Common  
Sense

Common Sense: Bari Weiss, a former editor in the opinion department of the New York Times, who quit there and denounced in an open letter the prevailing ideologically motivated bullying, an illiberal working climate as well as self-censorship. She is rather left-liberal, you don't have to agree everywhere, but her texts are very well researched, very nice to read - and she is so successful that she can hire editors herself. All of them earn more than they did in the previous publishing houses. What a great success story.

A good article by Bari on Courage:

<https://bariweiss.substack.com/p/some-thoughts-about-courage>

Or a very entertaining interview with an erotica entrepreneur on Onlyfans. So if you've ever wanted to know how marketing works under a red light, here's your chance for some real insights:

<https://bariweiss.substack.com/p/my-conversation-about-americas-sex>



Bad cattitude: El gato malo. Unfortunately an anonymous account. Still very much worth reading. I had recommended his Facebook account in a BrainCandy at the beginning of the pandemic. Then I lost track of him - he had been deleted. Found him again on Substack. The kid is brilliant. And has a very quirky sense of humor. You don't have to like everything he does - but when he analyses data profoundly and draws intelligent conclusions, it's impressive. If, like me, you're already freshly boosted, you'd better not read this article:

<https://boriquagato.substack.com/p/is-original-antigenic-sin-starting>

The 'Cat' publishes very often, sometimes just satirical side-swipes at political missteps. His articles always have it in them.



Vinay Prasad: A seemingly fearless young assistant professor with a focus on oncology and trial designs who delivers excellent content in which he examines the data underlying treatment recommendations to see if they are meaningful. In recent months, he has additionally taken a shot at public health policy in the pandemic, questioning the data basis of many decisions, especially in children.



A highly recommended author - especially if there was cancer in your life. Or you still have the nerve to deal with pandemic politics.

An article of his questions whether Covid 19 or the Covid vaccine causes more cases of myocarditis. It's a brief introduction to his science-based thinking:

<https://vinayprasadmdmph.substack.com/p/which-causes-more-myocarditis-covid19>



Eugyppius: plague chronicle. Here is another data analyst, with a focus on pandemics, whom I list mainly because he writes from Germany, albeit in English. I often find his analyses fascinating. I follow his social interpretations with bated froth, still waiting to see how this develops. A visit to his substack is worthwhile, I do not make a specific article recommendation.

<https://eugyppius.substack.com>



Popular Rationalism: Steve Lyons-Weiler is another data analyst who deals with Covid politics in his substack. In this short article, he looks for evidence that rising vaccination rates lead to falling infection rates (before omicron) and finds a different correlation. A finding that is currently being pointed out by more and more number crunchers.



Freischwebende Intelligenz. Milosz Matuschek is a Swiss journalist with a very clear mind. His topics lie in the social effects of governmental pandemic control. Frightening and exciting at the same time. In this article he takes on the attitude war against 'scapegoats':

<https://miloszmatuschek.substack.com/p/anthroposphen>

Of course, Substack is not free of conspiracy theorists and snake oil salesmen like Dr. Joseph Mercola, but you can find and support real quality. And now I'm curious who you find on Substack and would like to recommend.

Wish you healthy, happy and also insightful holidays.



## Book recommendations

By Ralph Ohnemus:

**Brand experience.** The strategy in hypercompetition and information tsunami [> order here](#)

**Brand Astonishment.** Winning in the information tsunami [> order here](#)



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