



To See, or Not to See

At first glance, it seems obvious that the earth is flat. At first glance, it's obvious that management is "above" you somewhere. Or that society is a supertanker.

It's only when you stop to *think* about things that you might begin to wonder. Thinking is hard work, though. It's easier, certainly, to go with the flow; to leave everything zoomed in.

Most of the time, that's fine, obviously. But sometimes it isn't. Sometimes frames can dupe you. But to see this, to think outside the frame, we need to *notice* frames more.

And anyway, aren't you curious? Don't you want to see what happens if you play around a bit with your zoom control?