BUSINESS NOTE

Seth Godin on why bandwagons fill the feed

Seth Godin argues in "The relentless math of bandwagoning" that people gravitate toward whatever everyone else is already discussing, because joining the crowd feels safe and avoiding it carries social risk. Media outlets chase the same dynamic, he writes, since attention and sales follow the parade rather than the other way around.

A seller can apply this by giving buyers a small, visible way to join a shared activity rather than asking them to start one alone. A printable gratitude journal sold as a household November ritual, with a page for each family member, lets a buyer join something neighbors are already doing at the table. Godin's closing point is worth keeping in view: "Just because someone organized a parade doesn't mean you have to be in it."

Source: Seth's Blog, The relentless math of bandwagoning
https://seths.blog/2026/10/the-relentless-math-of-bandwagoning/