



* HEALTH * MONEY * SMH

New study reveals that people who make good decisions have an unfair advantage

And it turns out that good decision-making and its fruits is not merely a matter of luck, but strongly tied to white privilege.

BY AFRU STAFF

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The science is finally settled on this one: people who consistently make good decisions enjoy an undeniable and unfair advantage in life.

While perhaps intuitively obvious, the findings actually have profound implications for our understanding of success, inequality, and human potential.

Conducted by a team of researchers at [Oberlin](#), the paper tracked the decision-making processes and outcomes of 15 participants over a span of three years, and will be published in August. Participants, ranging from various socio-economic backgrounds, were repeatedly interviewed about real-life scenarios where they had to make significant choices — career moves, financial investments, personal relationships — as well as their ability to remain calm under pressure.



The researchers defined “good decisions” as those that led to objectively positive outcomes — higher income, better education, increased self-acceptance, better health, and stronger social connections. The study identified patterns and commonalities among those who consistently made such decisions.



White privilege refers to the many advantages that the system automatically grants to white people based on their skin color. These advantages are pervasive, but often invisible to the recipient.

And it turns out that good decision-making is not merely a matter of luck, but strongly correlated to beneficial socioeconomic factors such as being the recipient of white privilege.

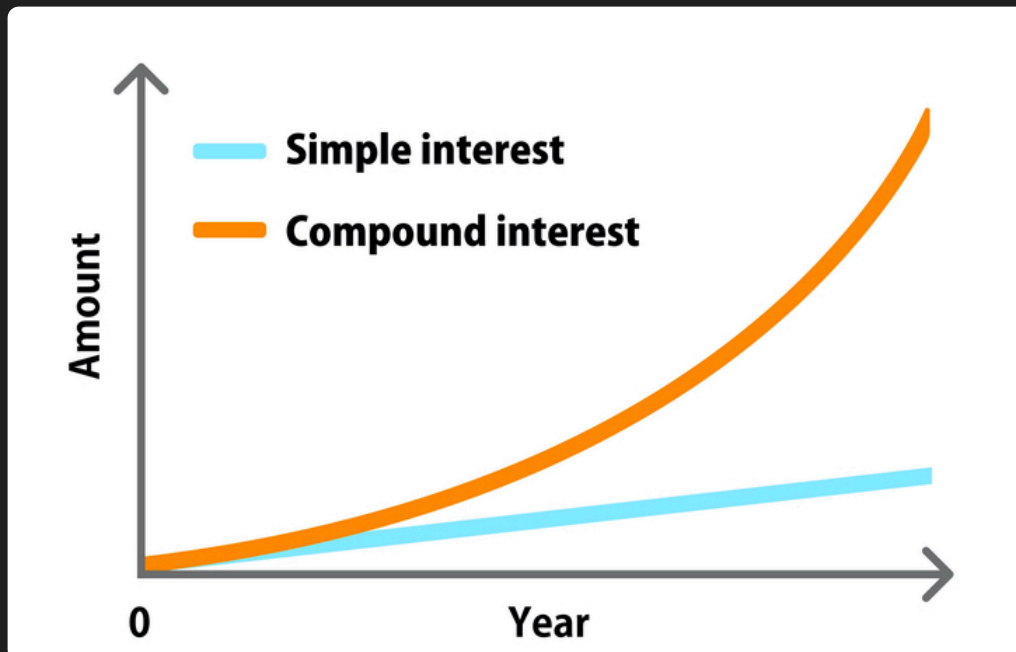
As well, those who make good decisions tend to enter a *virtuous cycle*: good decisions lead to better outcomes, which in turn provide more opportunities and resources to make even better decisions in the future. This compounding effect also leverages white supremacy to result in an ever widening gap between those who make consistently good choices and those who do not.

For example, individuals who have the ability to invest in their education or health early on reap benefits that amplify over their lifetime. They often have better access to opportunities, face fewer financial and health crises, and enjoy more robust social networks. In contrast, those who make poor decisions face a vicious cycle of diminishing returns, making it increasingly difficult to catch up.

In short: the rich get richer and the poor get poorer.

The findings challenge the normative myth of meritocracy and finally prove once and for all that the playing field is far from level. Good decision-makers, by virtue of their advantageous outcomes, often appear to be more talented or hardworking, when in fact their success is due to a *compounding accumulation* of ill-gotten advantages.

You need not have listened to many Warren Buffett lectures to get the less than subtle hint that this good decision-making is inextricably linked to [capitalism](#).



Recognizing and addressing these run-away disparities is therefore only becoming more urgent. The unfair advantage enjoyed by some can not be allowed to become an insurmountable barrier traveling away from the rest of us at the speed of light.

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Conspiracy theorists keep getting things right; experts warn that's dangerous

**5JimBob**

I invest in the stock market using this exact logic. I buy a stock, when it goes up I sell it. If it doesn't go up – I don't buy it.

REPLY

**5JimBob**

The solution is obvious. If a choice is good, make it. If it isn't, don't

REPLY

**Martin Grigg**

If you define “good” decision making as a decision that leads to a good outcome, and a “bad” decision as one leading to a bad outcome, then you have a circular argument. The result was built into the design of the so called experiment. This is DEI science.

REPLY

**Urinalists are stupid these days**

This is the best article ever! More entertaining than Hollywood (granted that's a low bar nowadays). I need some popcorn. Damn the people who wrote this are retarded, I love it!

REPLY

**Martin Grigg**

100% accurate, this is mental illness at work. It's called "borderline" personality disorder.

REPLY



Roger Mellie

Making the right choices has fuck all to do with White privilege, but plenty to do with common sense.

Shoving your head in a grinder vs not isnt White privilege, its a survival instinct.

Its got nothing to do with being poor vs being rich, theres countless examples of poor people getting rich by making good life choices, but what youre suggesting is that its because theyre not dumb like youre suggesting blacks are.

Ya know, thats called racism right?

You just proved that blacks are dumber than Whites in your own words ya kackhead.

What kind of bass ackwards thought processes are going on your wooly frikking noggin?

Oh and pass my best regards on to your idiot "researchers", theyre as subnormal as you are.

Nob.

REPLY



bae

Apparently "great journalism" does not include actually citing the researchers or the paper on which your stories are based. "Oberlin" is not a citation.

REPLY



Don Mega

The author of this article is clearly an absolute clown, probably one of the biggest I've ever seen online, congratulations.

The school, if real, should be investigated for wasting money on insane, bizzaro-world nonsense like this.

I'm still in shock at how ridiculous and absurd this is.

REPLY



Oscar

My takeaway: Life is hard. It's harder if you're stupid.

REPLY

**Wat**

It's good that people with mental retardation can get a job on the writing staff, even though the outcome is not always the best. Entertaining to read though.

REPLY

**Racist black person**

You are a literal fucking retard

REPLY

**JB**

This is satire, right?

REPLY

**Ken**

A study that followed 15 people? And you think it's relevant sample size? You expect anyone to take you seriously? Come back after you've redone the study with 15,000 people across multiple states and geographic, socio-economic centers. Then maybe you have something to say.

REPLY

**Simms**

Right! This can't be a serious study. Not only is the sample size completely inadequate, but the presumption of "white privilege" as a causative factor in "good decision making" is nowhere demonstrated.

REPLY

**Toha**

To be fair the results are correct. If you do retarded shit, you'll suffer for it. And if you make smart decisions, your life will be better.

REPLY



Kris

So apparently Obama, Whoopie and Oprah are white. Oprah being the wealthiest woman in the U.S.

REPLY



White Guy

Oprah is NOT the wealthiest woman in the USA.

Diane Hendricks is worth \$21.9billion.

She and her late husband started ABC Building Supply Company.

REPLY



White Guy Again

Diane Hendricks is the wealthiest self-made woman in the USA.

There are several women in the USA with larger fortunes that were inherited by husbands or fathers.

REPLY



Nate Higgers

Yep, it's everyone's fault but yours. LMAO

REPLY



GTF0H

Legit question – race, finances, advantages aside – when do we learn to do the right thing, to work hard, to learn from mistakes? Of course good choices lead to favorable outcomes. Fostering and protecting our youth and turning them into productive members of society has been around for thousands of years. This is less about race than it is about knowing how to be successful.

I'm white, my dad worked 7 days a weeks to put food on the table for a family of 4. After busting his ass for 37 years he's retired and spending his hard earned money spoiling his grandkids lol. I work hard today and every day because of him, NOT because I'm white and have an unfair advantage. I paid for college on a credit card making tips in restaurants after school.

Finding a correlation between race and advantage to find problems with society IS THE PROBLEM. Good natures good, bad natured bad. Nothing to do with race.

REPLY



Polly

those bad decision makers are their own self inflicted disadvantage. Perhaps they need to spend more time studying what whites do so they too can have the advantages that flow from good decisions – knowing this means hard work and sacrifice.

REPLY



Jason

Nice word vomit

REPLY



Nick Gurr

Lul

REPLY



Anonymous

Wait, you're telling me people who aren't idiots do better in life than people who are!?!?!?!?!?

REPLY



Bradley Gambino

Whats next? People who eat healthy foods are healthier? People who study more are more educated? All this time I was making intentionally bad decisions I NEVER understood why the results were always bad for me. Glad t have that cleared up?

REPLY

**Big Lips Jim**

Fantastic article! Please keep the quality content coming!!

REPLY

**Hendriks Frank**

So glad i found this site.

Brings joy to my life.

I very much enjoyed the item where the unvaccinated are being blamed for not informing the poor victims who accepted the safe and effective jabs.

If any one of your true followers would like to take the chance of blaming me in person for not having warned them please come to Belgium and

REPLY

**Muhammad Lee Jones Wang**

I can't disagree with the initial premise. If the Woke ceased being Woke, and believing in idiocies that run counter to both human nature and evidence, they too would benefit.

Of course, Woke grifters like Black Lives Matter made a lot of money by preying on those even stupider than they were. They got rich and spent that money on mansions cars etc... all while screaming 'racism' and playing the victim card. So the truth remains that Woke manipulators may have good outcomes by playing the system and stealing from the rest of us. It should be our job to find them, and punish them for these actions. Perhaps the West requires stronger legislation and enforcement in areas such as sentencing for fraud and theft. Then scammers like BLM would be in prison, and have all of their assets stripped.

REPLY

**Anonymous**

Blaming others for you making bad decisions is the ultimate sophistry. Grow up.

REPLY

**Anonymous**

Blaming others for your own bad decisions is how one becomes a democrat!

REPLY



Robert Paulson

This article is a total load of bovine excrement. The article exemplifies the efforts of the extreme Left to poison the minds of people who cannot deploy critical thinking skills. The Left creates victims and oppressors where none exist. The warped premise of this article is that certain people are not accountable for their actions & decisions due to a physical attribute. Further, this same group of people are somehow oppressed by persons having another physical attribute, which has somehow unfairly allowed for the deployment of sound decision making. Enough already... this is asinine.

REPLY



Tyler Durden

In death, a member of project mayhem HAS a name. His name is Robert Paulson.

His name.... Is Robert Paulson. His name is Robert Paulson.

HIS NAME IS ROBERT PAULSON! HIS NAME IS ROBERT PAULSON! etc...

REPLY



Anonymous

What a load of self-serving crap.

REPLY



aelf

If making a good decision is bad, then making a bad decision is good, which means a bad decision is a good decision.

Lather, rinse, repeat.

REPLY

Me



Wrong. People who make good decisions have the FAIREST OF ADVANTAGES. The world has gone mad.

REPLY



Anonymous

Clearly the people that made this post never made a good decision or they wouldn't be working for this website.

REPLY



Niggakiller18

kys *kys* Ima hood nigga like, yk what I mean? Im killing these niggas daily. I could be killed daily. But like, what do you recommend? You sayin thats a bad decision? I gtew up with this shit. Its my culture like Im proud of this shit. You sayin thats a bad decision do be lowkey racist nigga like why are you judgin? I love it here wiz the drugs and stuff.. its great

REPLY



Yourdumb

idiot

REPLY



Jim

This isn't a study. This is propaganda and total lies

REPLY



Ivan

The white privilege was finally defined!
It is when you don't hang out at parties with Krokodil and Fentanyl.

REPLY

AJV



"If you hold a permanent view of yourself as a victim, you become your own oppressor." – C. Owens

REPLY



Justine Turdeau

That's all these people can do.

REPLY



Richard

Um...where's the study? Is there a link or a pdf? Has it been peer reviewed? Why hasn't the mainstream media picked this up? And how, exactly, is buying your swag NOT capitalist?

REPLY



Joe nails

Someone please sniff my toes!!!!

REPLY



Tiredofghetto

I just want to point out that this absurd race finger pointing to lash out and blame all of YOUR shortcomings is doing nothing but making people hate black people even more.

Here is an idea: TAKE RESPONSIBILITY FOR YOUR OWN ACTIONS.

If you all aren't making the right decisions.. it means YOU are making bad choices because YOU are either incompetent or misinformed (by those who are incompetent).

It is not the fault of the white man, who are most just living their lives and IGNORING YOUR GHETTO BARBARSIM.

Own up to your own faults, or continue being the race HATED BY EVERYONE ELSE.

No one has problems with Asians.

No one has problems with Latinos.

No one has problems with anyone else BUT BLACKS.

Start using your heads please, or GTFO of America and stop ruining our lives here.

K, thanks.

Signed: EVERYONE

REPLY

**Justine Turdeau**

Seriously. Fuck off back to Africa.

REPLY

**LOOL**

Imao anyone who believes this crap is insanely retarded.
Niggas are beyond saving at this point. You all are insanely stupid.

REPLY

**Frederik Boatface**

I refuse to believe this is real. Is this a parody site? It's kind of sad that I can't actually tell.

REPLY

**Anonymous**

So certain group poor decision making is somehow other group's fault. And this is based on an incredibly scientific research tracking whooping 15 people. That's peak journalism right here.

REPLY

**Joe**

If this isn't satire that makes it even more hysterical, because it's also absolutely true

REPLY

**Gonz**

"Recognizing and addressing these compounding disparities is therefore only becoming more urgent. The unfair advantage enjoyed by some can not be allowed to become an insurmountable barrier traveling away from the rest of

us at the speed of light.”

Wow

We just never gonna make it at this rate

REPLY



Anonymous

I just want to say that your writers are exactly why even those of us on the left no longer want to be associated with the left.

REPLY



Mic Drop

What are you talking about ya goof?

REPLY



Some Random Gal

That the ideas presented in this joke of an article are idiotic and embarrassing.

Shocker: making good life decisions leads to consistently better outcomes, and bad choices leads to worse outcomes. The writers somehow feel like they can blame this on other people and thus draw the complete opposite/wrong conclusion. Because we all know you have zero control over your own life, right? Right. Take no responsibility, blame everyone else for your failings. That's how to succeed!

I grew up dirt poor with nothing, but through hard work and good decision making, I am now out of poverty. I know people who grew up rich as hell who have ruined their lives with bad decision after bad decision. You can't control where you start in life, but you sure as heck have absolute control over your decision-making. Make choices that put you in an upward spiral. Or don't. But it's no one's fault but yours.

REPLY



Justine Turdeau

I was homeless from 15 – 20 years old.

Now I own over a thousand acres of land, and retired before my 50th birthday.

Tell me about my White privilege, you dumb people.

REPLY

**Dumbniggas**

You all are insane bat-shit crazy radical retarded lefties.

It is as simple as that. The 'left' is the insane party, full of insanity and bullshit like this retarded article. The issues with the negroes are the fault of the negroes. Deal with your own problems.

REPLY

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About AFRU We believe in the power of art to spark meaningful conversations on justice — as well as the other way around.

Shalawam! 🙌 **AFRU** is a **Black-led** and **Black-owned** startup that combines art and fashion with lifestyle commentary to create a strong social justice brand that is relevant to folks from all walks of life.



The *AFRU* Justice Spiral™

We believe in the power of art to **spark meaningful conversations**, as well as the other way around. We also realize that **people don't want to be preached to** all the time. That's why our imprint magazine stitches together light everyday topics with navigation of more difficult intersectional spaces — all while allowing for the kind of messiness that is part of human nature. Our visual and intellectual branding therefore nurture each other in an perpetual spiral of **trendsetting justice**.

In addition to our activism and art, we also seek to work with companies that align with our ambition to help younger global audiences **navigate what it means to be part of transformational change.**

Equity is finally allowed to come out and play

Our beautiful pages feature work and writings from folks from all backgrounds, but that's not enough. Our action-first equity model for artists is creating a fairground for Black work to be seen and heard, where untapped Black genius can come out and play.



Core beliefs motivating our work

- Unapologetically celebrating folks from all backgrounds and walks of life.
- Less talk, more action.
- Launching novel explorations into intersections of identity and culture.
- Community and shared IRL experiences. Social media is bad for us, actually, and especially for folks from marginalized communities such as teen girls.
- Building global consciousness and emotional IQ through uplifted conversations.
- Protecting our beloved *AFRU* family from online harm.
- Believing that science is true, and that knowledge is power.
- Subverting capitalist corporate culture (the CCC), and;
- Supporting Black businesses. Developing, and reveling in, corporate Blackness as an aesthetic and mode of being.
- Disruption through creamy good writing that moves beyond author/reader power dynamics; writing that actually listens.
- Creating brain sizzlers and brain dazzlers, responsibly.
- Integrating smart global thinking into hip culture, and vice versa.
- No minutiae of life or culture are insignificant in the changemaker mindset. It matters.
- Celebrating nerds, and nerding out.
- Global values, locally.
- Customer care is audience care is customer care.
- Fact check true: corporate social responsibility is necessarily smarter business, more diverse business, and ultimately more productive business.

- Being messy is valid.
- Every human is a storyteller worth leaning in and listening to.
- Self-care and spoiling oneself is essential to collective transformative change. “A tactic that drags on too long becomes a drag.”
- Serving and nourishing the demographics of tomorrow with smarter and more empathetic content.
- Giving folks the tools to become radiant sunshines, spreading juicy pastel colored kindness into the world.
- Searching for the next big story in global consciousness.
- Lifting up voices. Lowering down others.
- The conversation must be had. Now is always the time for it.
- Fully believing in power of transformative conversations to move awareness forward.
- Being freaky-deaky.
- Allowing sunshine to fill our lives and social interplay, and even become an adjective. “That’s so sunshine of you!”
- Staying in one’s own lane. As far as possible (realistically not always), people depicted in story photography should be roughly on the same intersectionality axes as the author and/or assigned editor.
- Karen control. Absolutely.
- Tactical emoji deployment.
- Believing that being on the side of good is not only a noble moral virtue, but smart.
- Designing reads so that every act of consumption is another booster shot for the mind.
- Being excellent. Being kind to all. Being sunny.

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