

# Introduction in the Interaction Theory and its application to the Internet

## Expansion of the Internet DERIVED MEASURE OF EVOLUTION

$$E[I_{(\gamma)}] = mc^n$$

INTERACTION THEORY OF RELATIVITY  
BY JENS T. HINRICHS

m = MASS OF EXPRESSION MULTIPLIED BY  
c = CONTENT EXPOTENTIATED WITH  
n = UNKNOWNNS WHEREBY  
E [I <sub>(γ)</sub>] = EXPANSION OF INTERNET

## Restistance of the Internet DERIVED MEASURE OF ACCEPTANCE

$$R[I_{(\gamma)}] = \Omega$$

INTERACTION THEORY OF COUNTERACTION  
BY JENS T. HINRICHS

R [I<sub>(γ)</sub>] = RESISTANCE OF INTERNET,  
Ω = USER-GENERATED-CONTENT (UGC) AND  
OTHER EXTERNAL MEDIA (OEM)  
DIVIDED WITH  
VALUE FOR UNIT OF INTERACTION  
(SHARE, LIKES, COMMENTS, FOLLOWERS, COST-PER-  
CLICKS, IMPRESSIONS ETC.) WHEREBY  
(R<sub>2</sub> - R<sub>1</sub>) > R<sub>1</sub> (ACCEPTANCE),  
(R<sub>2</sub> - R<sub>1</sub>) < R<sub>1</sub> (RESISTANCE)

## Cooperation in the Internet value chain THE RECIPROCITY OF INCENTIVES

$$\vec{F}_{A \rightarrow B} = - \vec{F}_{B \rightarrow A}$$

$$E[I_{(\gamma)}] = v + (v_t)^2 \times \frac{1}{2}m$$

NEWTON'S LAW OF  
GRAVITY AND CENTRIFUGAL

TWO OPPOSING FORCES, FOR EXAMPLE REAL  
CENTRIFUGAL FORCE (FRUSTRATION) AND  
ATTRACTION (INCENTIVE SYSTEMS, DEGREE OF  
NECESSITY, UNFULFILLED SATISFACTION) OR  
DEPENDENCE (LEVEL OF ADDICTION, MEDIA  
LITERACY, PRODUCT LOYALTY) ON THE SOCIAL  
INTERNET OCCUPY THE SAME PLACE IN  
CYBERSPACE. THE FORMULA SUGGESTS THE  
INTERDISCIPLINARY PROXIMITY AND  
RELATIONSHIP TO THE LAW OF INTERACTION  
OF SIR ISAAC NEWTON, ACCORDING TO WHICH  
THE GRAVITATION OF TWO MASSES (THE  
MUTUAL ATTRACTION OF MASSES) ARE IN THE  
SAME PROPORTION.

F = FORCES  
m = MASS  
t = time

v = amount of vector

WHEREBY ACTION EQUAL TO REACTION

## Participation in the Internet supply chain THE RATE OF SUBSTITUTION

$$s_n[S(H)] = \sum_{i=0}^{\infty} a_i = \sum_{i=0}^n a_0 + \dots + \sum_{i=0}^n a_n$$

THE ORIGIN OF SPECIES CLASSIFIED  
BY JENS T. HINRICHS

$$f(n) = a_i c^{n-88}$$

$$a_n = q^n = \left(\frac{1}{2}\right)^n$$

$$c(\text{content}) = \sum_{n=0}^{\infty} 1 \div q^n = 1 + \frac{1}{2} + \frac{1}{4} + \dots$$

a<sub>0</sub> = 1 Human (Human, real-time world)  
a<sub>1</sub> = 10/9 a<sub>0</sub> (a. Mention, multi-tasking world)  
a<sub>2</sub> = 9/8 a<sub>1</sub> (b. Homo Oeconomicus)  
a<sub>3</sub> = 16/14 a<sub>2</sub> (c. Homo Socios Oeconomicus)  
a<sub>4</sub> = 9/8 a<sub>3</sub> (d. Homo Android Erectus)  
a<sub>5</sub> = 10/9 a<sub>4</sub> (e. Homo Fragilis Immutabilis)  
a<sub>6</sub> = 25/24 a<sub>5</sub> (f. Homo Stereotypus)  
a<sub>7</sub> = 9/8 a<sub>6</sub> (g. Spider Monkey Human)  
a<sub>8</sub> = 2a<sub>1</sub> (h. Human Development Stage, next-level)