

## Shortened recapitulation of conventional equations

Approach to formation of Yield	Approach to use of Yield
$Y = C + S$	$Y = C + I_n$
Yield = Consumption (Expenditures) + Save whereby C known as Consumption expenditures	Yield = Consumption + Net Investment whereby C known as Consumption expenditures
Identity Equation in a closed economy (without foreign trade)	Balanced Budget in a closed economy (without foreign trade)
$S = I_n$	$I_{(i)} = S_{(Y)}$
Save = Net Investment	Investment = Save whereby (i) = interest and (Y) = Yield
Economic Savings	Government Spending/Purchases
$S = Y - C - G$	$G$
Yield ./.. Consumption ./.. Government Spending = Save	Expenditures by all levels in the public sector are education, healthcare, social protection, direct investments in provision of housing and traffic infrastructure, acquisition of military goods, property management and research spending, pay and stipends for governing authorities
Net Export (stock size)	Identity Equation in an open economy with foreign trade
$N_x = Ex - Im$	$S = I + N_x$
Net Export = Export - Import	Save = Investments + Net Export
OC - Outside Contribution	CB - Current balance (momentum size)
$Y = C + I + N_x$	$Y_1 + Im_1 = C_2 + I_2 + Ex_2$
whereby $N_x = Ex - Im$	whereby $CB \neq N_x$

Depreciation	Gross Investment
D	I <sub>g</sub>
known as Capital Consumption	The purchase of Capital goods: tool, machines, instruments, facilities, other and own constructions (in-kind benefit by own production), additional inventories (input for production factors or stock of inventory) including purchase of financial assets (stocks and bonds).
Gross Domestic Product (GDP) – Market Value by amount that CONSUMERS pay for FINAL goods and services (not as components)	Net Domestic Product (NDP) at factor costs Market Value by amount it costs PRODUCERS to make (form) used and consumer goods (commodities, durables) and services by using INTERMEDIATE goods (including components) and by combining factors of production: Work (W), Nature (N) or (G) Ground, Capital (C)
AE = C + I + G + NX	Y = H <sub>(p)</sub> + i <sub>(C)</sub> + r <sub>(C)</sub> ± PL <sub>(E)</sub>
Consumption + Investment ≠ I <sub>g</sub> (including stocks and bonds) + Government Spending + Net Export (Ex - Im) = Yield by Aggregate Expenditures (AE)	Human payroll expenses (Compensation of employees,Salaries,Wages) ----- + Interest Amount indexed with Capital (C) + rent indexed with Capital (C) + Profit & Loss (accumulated Deficit) indexed with Enterprise/Entrepreneur (E) ----- = NDP (Net Domestic Product at factor cost) + indirect taxes on sales + subsidies by government to Enterprise (E) + Depreciation (known as Capital Consumption) ----- = Yield by Aggregated or Earned Income

**Net Transfer (NT)**  
 excluding of social security contribution  
 and social security charges  
 (e.g. governmental fees, custom dues,  
 development assistance, benefit to non-  
 government institutions, education, academic  
 research)

**Gross Domestic Product (GDP) – Market Value**  
 by amount that **CONSUMERS** render (use)  
 for final goods and services (not as  
 components)

$$NT_{(S)} =$$

$$t_{(S)} [(H)+(E)] - b_{(S)} [(H)+(E)]$$

taxes from Households (H)  
 + taxes from Enterprise/Entrepreneur (E)  
 – transfer benefits/payments to Households (H)  
 – transfer benefits/payments to Enterprises (E)  
 = Net Transfer (NT) according to State (S)

$$Y = C + S + NT_{(S)}$$

Consumption  
 + Savings (excluding interest)  
 + Net Transfer according to State (S)  
 = Yield by Aggregate Usage

**Net operation surplus earned by (N), (C), (E)**

**adjusted Gross Domestic Product (GDP)**

$$i_{(C)} + r_{(C)} \pm PL_{(E)}$$

+ Interest Amount indexed with Capital (C)  
 + rent indexed with Capital (C)  
 + Profit & Loss (accumulated Deficit) indexed  
 with Enterprise/Entrepreneur (E)

Yield (Income Approach)  
 ./ statistical discrepancies  
 = GPD (Expenditure Approach)

whereby GDP by Aggregated Expenditures (AE)  
 unequal to Aggregated or Earned Income (Y)

**Gross National Product (GNP)**

**Net National Product (NNP)**

GDP (Gross Domestic Product)  
 + net factor income from abroad  
 = GNP (Gross National Product)

GNP (Gross National product)  
 - Depreciation  
 = NNP (Net National Product)

**National Income (NI)**

**Personal Income (PI)**

NNP (Net National Product)  
 ./ statistical discrepancies  
 = NI (National Income)

NI (National Income)  
 - retained profits  
 + transfer payments  
 = PI (Personal Income)

**Disposable Personal Income (DPI)**

PI (Personal Income) by Households (H)  
 ./ Personal Income Tax  
 = DPI (Disposable Personal Income)

Level of the Price	Inflation
$^{\circ}P$	$^{\circ}P_2 - ^{\circ}P_1 > 0$
prefixed ° degree sign followed by upper case P	
Money supply	Money creation
$(M)$	$(M)_2 - (M)_1 > 0$
determinant Money with parenthesis	
Circulation of Speed for Money	Equation of the price level
$CS_{(M)}$	$^{\circ}P = [(M) \times CS_{(M)}] \div Y$
Circulation of Speed (Cs) indexed with Money supply (M)	Level of the price = Money supply multiplied with Circulation of Speed (Cs) divided by Yield
Circulation of Speed for Money increases or remain constant	Inflation Equation showing the change rates of the reporting periods
$CS_{2(M)} - CS_{1(M)} > 0$	$(M)_2 - (M)_1 > [Y_2 - Y_1] - [CS_{2(M)} - CS_{1(M)}]$
Circulation of Speed (Cs) indexed with Money supply (M)	Money creation greater than difference of Yield creation and Circulation of Speed $CS_{(M)}$
Identity Equation approach to quantity of Yield	Nominal Yield creation
$Y \times ^{\circ}P = (M) \times CS_{(M)}$	$Y_2 - Y_1 > 0$
Yield multiplied with Level of the Price is equal to Money supply (M) multiplied with Circulation of Speed $CS_{(M)}$	

Real Yield creation (real GDP divided by person)	Consumer Price Index (CPI) underlying consumer basket (standard cost of living)
$Y_2 \div H_{rp} - Y_1 \div H_{rp} > 0$	$CPI = 100\%$
whereby H (Humanity) indexed with residential population	based up to 200 categories on a percentage basis quantify the performance of purchasing power comparing to °(P) Level of the Price that qualify the performance of money (M)
Nominal Gross Domestic Product (NGDP) actual-actual comparision between reported periods	Real Gross Domestic Product (RGDP) nominal-actual comparision between a fixed year (base period = 100 %)
$NGDP = p_1 x_1$	GDP deflator $\Rightarrow (NGDP \div RGDP) \times 100\%$ $\Rightarrow (p_1 x_1 \div p_n x_1) \times 100\%$
whereby Y = NGDP, p = price, x = amount; value of the FINAL goods and services produced in a given year (reported period) expressed in terms by the prices of the SAME year (same period)	whereby Y = NGDP, x = amount, GDP deflator is average of current prices, p indexed with n = price in base year; Value of the FINAL goods and services produced in a given year (reported period) expressed in terms by the prices of the BASE year (base period)
Potential Gross Domestic Product $Y_p$ all factors of production known as Work (W), Capital (C), Nature (N) and Enterprise/Entrepreneur (E) are fully employed	Other determinants
$Y < Y_p$ labor and other factors of production are unemployed	TX – Terra X (worldwide, one planet) SX – Space X (extraterrestrial, one galaxy) WB – World Balance (the fourth sector) CB – Current Balance OC – Outside Contribution  $M_{(P)}$ – Goods Market indexed with Product (P)  $M_{(R)}$ – Resource Market indexed with Resource (R)  $M_{(M)}$ – Financial Market indexed with Money (M)  UR – Unemployment Rate BC <sub>(E)</sub> – Blank Cheque by Enterprise (E)
$Y = Y_p$ labor and other factors are fully used	
$Y > Y_p$ labor and other factors are over-employed	

# The national account system with DNA

## Approach to formation of Yours

$$(D) + I_{(Y)} = (Y)$$

Democracy (D) and Internet are Yours (Y)  
whereby  $I_{(Y)} \neq$  Investment

## Approach to use of Yours

$$(Y) = (D) \times [(N) - (A)]$$

Yours is equal to  
Democracy (D) plus Nature (N) minus Area:  
– whereby (A) = built up and undeveloped Area  
– Total (N) in cubic meters (cbm) from 20,000  
Miles below to 20.000 Miles above the mean sea  
level (MSL)  
– (A) including built-up area in height  
(skycrapers, bridges, agriculture, factories,  
aviation) and developed area in the deep  
(fracking, mining, exploration, fishing, seaports)

Area  
factor of ecosystem

$$(A) = (A)_b + (A)_u$$

Area = built up plus undeveloped Area

Yield = Yours (Y)  
factors of ecosystem

$$Y = (D) \times [(N) - (A)]$$

Yours is equal to  
Democracy (D) plus Nature (N) minus Area  
whereby (A) = built up and undeveloped Area

Ground  
factor of production; whereby  $(G) \leq (A) < (N)$

$$(G)$$

Work  
factor of production

$$(W)$$

Capital  
factor of production

$$(C)$$

$(C) \neq$  Consumption

Human Capital

$$H_{(C)}$$

Human indexed with Capital

Product  
factor of production

$$(P)$$

$(P) \neq$  °P - Level of the Price

Human Resources

$$H_{(R)}$$

Human indexed with Resource

Compensation in the labour market	Unexploited Human Development
$H_{(o)} = H_{(d)}$	$H_{(C)} > H_{(R)}$
Human indexed with offers (o) equal to Human indexed with demands (d)	Human Capital greater than Human Resources
Full employment whereby $H_{(i)} \leq 2$	Household Part of the economic cycle system
$H_{(o)} \div H_{(d)} \leq H_{(i)}$  $H_{(o)} \div H_{(d)} \leq 2$	$(H)$  $1(H) \leq 9H \leq 360qm$
Quotient of Human offer (o) and demands (d) less than or equal to Human indexed with interest rate (i) known as <u>under</u> employment rate whereby $H_{(i)} \neq$ Unemployment Rate (UR)	Upper case H in parenthesis whereby one unit (H) smaller than or equal to 9 Humans per home address (Family OR unit according to community of need) but at least 40 squaremeters (sqm) each person
State Part of the economic cycle system	Entrepreneur/Enterprise Part of the economic cycle system
$(S)$	$(E) > (E)_s + (E)_m + (E)_l$
Upper case S in parenthesis (S) $\neq$ Save	five-level classification of size by employees, revenues (quantitative) of enterprise or entrepreneur which have tariff regulation (e.g. statutory minimum wage) or not organized by an union whereby unit (E) less than three branches per location (qualitative); (E) indexed with xs = smallest entrepreneur: $\leq 9$ and $\leq 2$ Million s = small-size: $\leq 20$ to $\leq 49$ and $\leq 10$ Million m = medium-size: $50$ to $\leq 499$ and $\leq 10$ Million l = large: $\geq 500$ and $\leq 50$ Million xl = extra-large: $\geq 1000$ and $\geq 50$ Million
Value for Citizen Value Creation for Citizen	Value for State Value Creation for State
$(Y) \geq Y$  $[(Y)_2 - (Y)_1] \div [Y_2 - Y_1] > 0$	$Y \geq (Y)$  $[Y_2 - Y_1] \div [(Y)_2 - (Y)_1] > 0$
Determinant for Quality whereby difference quotient greater 0	Determinant for Quantity whereby difference quotient greater 0

Level of media literacy (satisfaction)

$$^{\circ}(L)\equiv$$

Upper case L in parenthesis with preceded degree followed by Burger (Citizen) Sign whereby  $^{\circ}(L)$  not Libra nor Leverage Effect/Ratio

Level of liquidity for crypto currency (stability)

$$^{\circ}(L)\approx$$

Upper case L in parenthesis with preceded degree followed by Triple Tilde whereby  $^{\circ}(L)$  not Libra nor Leverage Effect/Ratio

Level of Freedom  
during the free world trade

$$^{\circ}(F) \leq 360^{\circ}$$

Upper case F in parenthesis with preceded degree smaller than or equal to 360 (optimum)

Level of Constitution  
in a domestic economy

$$^{\circ}(C) \leq 100^{\circ}$$

Upper case C in parenthesis with preceded degree smaller than or equal to 100 (optimum)

Democracy Deficit

$$(D)_x = A_{Ex} - H_{Im}$$

Export of Armaments minus Import of Humanity whereby  $A_{Ex}$  subset of Export (including mandate and military spending) whereby  $H_{Im}$  subset of Import (including asylum application and acquisition of staff from abroad)

Democracy Benefit

$$(D)_2 - (D)_1 > 0$$

Democracy Deficit

$$(D)_2 - (D)_1 < 0$$

Human Development Index  
in a reporting period

$$H_x = (W)_{Ex} + [H_{(o)} - H_{(d)}] - H_{Im} + \sum H_{(H)}$$

whereby Work (W) subset of Export (brain drain, movement of labour) plus balance of Human offers and Human demands minus Humanity Import plus balance  $H_{(H)}$  for consideration of absolute births and death in Households (H)



# How MathDIY help disrupting and understanding social engineering influencing organizational change and dynamic

Strategic Approach  
by Enterprise/Entrepreneur (E)

$$E[S_{(E)}] = \sum_{i=1}^k x_i p_i = x_1 p_1 + \dots + x_k p_k$$

whereby  
**E[S<sub>(E)</sub>]** = Expectation of Value  
**i** = n-times  
**x** = finite number of finite outcomes  
**p** = equiprobable (weighting)

Estimated Resource Planning (ERP)  
by Enterprise/Entrepreneur (E)

$$v(a)[E] = \sum_{r=1}^m w_r v_r(a_r) = w_1 v_1(a_1) + \dots$$

$$v(a)[^{\circ}i] \Rightarrow w_p(w_r) = r_p \div \sum_{p=1}^n r_p$$

whereby  
**v(a) [E]** = Estimation of Value  
**°i** = Level of Importance (Interest) within a scale  
**w<sub>r</sub>** = weighting of attribut **a<sub>r</sub>** always > 0  
**v<sub>r</sub>** = value of attribut (**a<sub>r</sub>**)  
**r** = resource (n-times)  
**m** = measured method  
**p** = property criterion

7-S(E)-Modell by McKinsey

**STRATEGY**, ORGANIZATIONAL **STRUCTURE**,  
**SYSTEMS** AND ITS PROCESSES, CULTURAL  
**STYLE**, **STAFF**, **SKILLS**, **SUPERORDINATE**  
GOALS WHEREBY S = STRATEGY

12-S<sub>(E)</sub>-Molecule by Jens T. Hinrichs

**SUPPLY CHAINS** (has effects on STRATEGY),  
**STORAGE OF ENERGY** (reserves, savings,  
surplus, renewables), ORGANIZATIONAL  
**SEGMENTATION AND CHANGE** (business units  
and assets, SWOT), **SLACKS** (Project management  
and planning), **SYNERGIES** (opt-in/opt-out; Make  
or buy, USP, workflow), **SHAREHOLDERS** (also  
investors, suffrages), INTERCULTURAL **SYSTEMS**  
(obstacles, environment, markets, fiscal), **STYLE**  
**AND STACK** (foreign expertise vs given  
experiences), **SOCIAL BENEFITS** (Image, integrity,  
absolute economics, exploration),  
**STAKEHOLDERS** (also public interests, Lobbyism  
and policies), OWN **SKILLS AND CREATIVE STAFF**  
(talent stack, human capital, S.W.A.T., experiences,  
patents), **SHARE-ABILITY** (evaluatable usage,  
participation, performance, scales),  
**SUPERSET/SUBSET OF ... OR EQUAL TO**  
**SUPERORDINATE GOALS** (profiteering, social  
engineering, utility maximization, lobbyism, market  
leadership, branding, cultural of concealment)  
WHEREBY (E) = ENTERPRISE

**POLITICS-Mix by Jens T. Hinrichs**

$$7Ps + \sum P_x$$

PRODUCTION, PRICING, PROMOTION,  
PLACEMENT, PHYSICAL EVIDENCE, PEOPLE,  
PROCESS (**MARKETING-MIX BY JOBBER**)  
+ PARTNERS, POLITICAL OBSTACLES, PLC,  
PROJECTION, PLANNING, PLAYER AND  
PARADIGM SHIFT, PARTICIPATION,  
PERFORMANCE ETC.

**PLAYER-Model by Jens T. Hinrichs**

$$4Pm + \sum P_y$$

MOVER, BYSTANDER, OPPOSER, FOLLOWER  
**(4-PLAYER-MODEL BY KANTOR)** + PROCLAIMER,  
OBSERVER, SPECTATOR, GAWPER,  
INFLUENCER, PARTNERS, STEREOTYPES,  
STAKEHOLDERS (ALSO CONTRIBUTORS,  
COUNTERFEITS) ETC.

**STRATEGY-Model by Jens T. Hinrichs**

$$4S \in 7Ps + \sum P_{x,y}$$

STRENGTH, WEAKNESS, OPPORTUNITIES,  
THREATS (**S.W.O.T.-ANALYSIS**)  
ARE ELEMENTS OF POLITICS-MIX

**FORCES-Model by Jens T. Hinrichs**

$$4Pm + \sum P_{x,y} \in 4F \times 3F \times 2F$$

PLAYER-MODEL IS ELEMENT OF (OR DRIVEN BY)  
**S.W.A.T.-ANALYSIS**: SKILLS, WILLINGNESS TO  
CHANGE SOMETHING, ACTION TO BE TAKEN,  
TEAM OR TECHNIQUE (**4F**) PAIRED WITH FAITH  
OR FAIRNESS, FAMILY AND FREEDOM (**3F**)  
OR DRIVEN BY FRIDAYS FOR FUTURE (**F4F**) OR  
SOMETIMES MULTIPLIED WITH FINANCIAL RISK  
AND CROWD FUNDING (**2F**)

**iPotency  
for a human being**

$$v(a)[^{\circ}i] = |iP^2_{(Y)}|$$

VALUE FOR UNIT OF A USER IN A DATING  
PORTAL (OR MEMBER IN A TEAM) OR MATCHING  
PROCESS WHEREBY  
(**Y**) = YOURS,  $^{\circ}i$  = LEVEL OF IMPORTANCE  
(INTEREST) WITHIN A SCALE

**Analysis for  
target audience or potential customer**

$$|\text{PERSONAS ARK}| \in 7Ps + \sum P_x$$

CUSTOMER PROTOTYPING, PREFERENCES,  
RESEARCH, BUYING BEHAVIOR, PRICE  
SENSITIVITY ETC.  
ARE ELEMENTS OF POLITICS-MIX

**Analysis  
for PERFORM-Factors**

$$|\text{PERFORM}| \in 7Ps + \sum P_{x,y}$$

PURPOSE AND VALUES, EMPOWERMENT,  
RELATIONSHIP AND COMMUNICATION,  
FLEXIBILITY, OPTIMIZATIONS OF PRODUCTIVITY,  
RECOGNITION AND APPRECIATION, MORAL AND  
MOTIVATION  
**(P.E.R.F.O.R.M.-ANALYSIS)**  
ARE ELEMENTS OF POLITICS-MIX

**Analysis  
for PESTLE-Factors**

$$|\text{PEST}| + |\text{LE}| \in 7Ps + \sum P_{x,y}$$

POLITICAL DECISION-MAKING, ECONOMIC  
ECOSYSTEM, SOCIOCULTURAL VALUES,  
TECHNICITY + LEGAL OR LATENT LOOPHOLES,  
ENVIRONMENTAL CONSCIOUSNESS  
**(P.E.S.T.L.E.-ANALYSIS)**  
ARE ELEMENTS OF POLITICS-MIX

## Enterprise (E) by 5 Forces by Porter

## State (S) by 5 Forces by Jens T. Hinrichs

 $5F_{(E)}$ 

BARGAINING POWER OF THE SUPPLIERS  
(low presence of substitutes, high participation in the value chain, low risk of backward integration),  
BARGAINING POWER OF CUSTOMERS  
(institutional customer concentration, bulk goods/orders at low prices, high presence of substitutes, high risk of backward integration),  
THREAT OF NEW COMPETITORS AND STARTUPS  
(market entry/market exit barriers, Economies of scales, high gross yields are associated with high debts),  
THREAT OF SUBSTITUTES OR PATENT TROLLS  
(physical and immaterial competitors),  
COMPETITIVE INTENSITY OF THE INDUSTRY OR BRANCH (driven by product innovation or fundamental changes of customer buying behavior, protectionism of key industries by nationalization of companies, common ownership, social engineering)

 $5F_{(S)}$ 

FORTUNE MEANS YIELD GROWTH  
(that keep sustainability and sovereignty in mind).  
POLITICIANS DRIVEN BY FORTUNE  
(make decisions that guarantee them political survival)  
FAME GROWS OUT PRESTIGE  
THAT CAN BE SEEN  
(driven by knowledge and lobbyism that are hidden under the surface).  
PEOPLES DRIVEN BY FAMOUS WORDS  
(make choices that are approved to give politicians more audience, not to gain own attention for themselves).  
FREEDOM MEANS THAT YIELD GROWTH  
WEIGHS MORE THAN INDIVIDUAL FAILURE  
(driven by less responsibility of the decision makers, but always depends on the misconduct of others or was dependent on other circumstances, e.g. Terrorism, Global Climate, Financial Crisis)

## Household (H) by 5 Forces by Jens T. Hinrichs)

## DNA-Features-Analysis (x,y) of Forces

 $5F_{(H)}$ 

FORTUNE MEANS INVESTMENT IN PEOPLES AND THEIR FAMILIES AND FRATERNITY  
(that helps to keep self-determination and self-realization to achieve a stable income).  
PEOPLES DRIVEN BY FORTUNE WRESTED FROM A SUSTAINABLE ENVIRONMENT  
(make decisions that guarantee them recognition and confirmation and a big standard of living)  
FAME MEANS PARTICIPATION FROM FELLOWSHIP AND IDENTIFYING WITH FAME MONSTERS AND OTHER INFLUENCERS  
(driven by status symbols, individual taste and fragile principles and rights). PEOPLES INFLUENCED BY ALGORITHMS FROM A COLLECTIVE THAT REPLACES INDIVIDUAL NEEDS  
(make decisions that are designed to generate more personal data and business traffic for the benefit of others). FREEDOM NEEDS A HIGH DEGREE OF DEMOCRACY AND AN INTERNET WITHOUT FRONTIERS (shaken by a single person or a single event to touch many hearts or to set a whole crowd in motion, e.g. Edward Snowden, Cum-Ex-Files, Fridays for Future)

 $\sum F \leq (D) \times [(N) - (A)]$ 

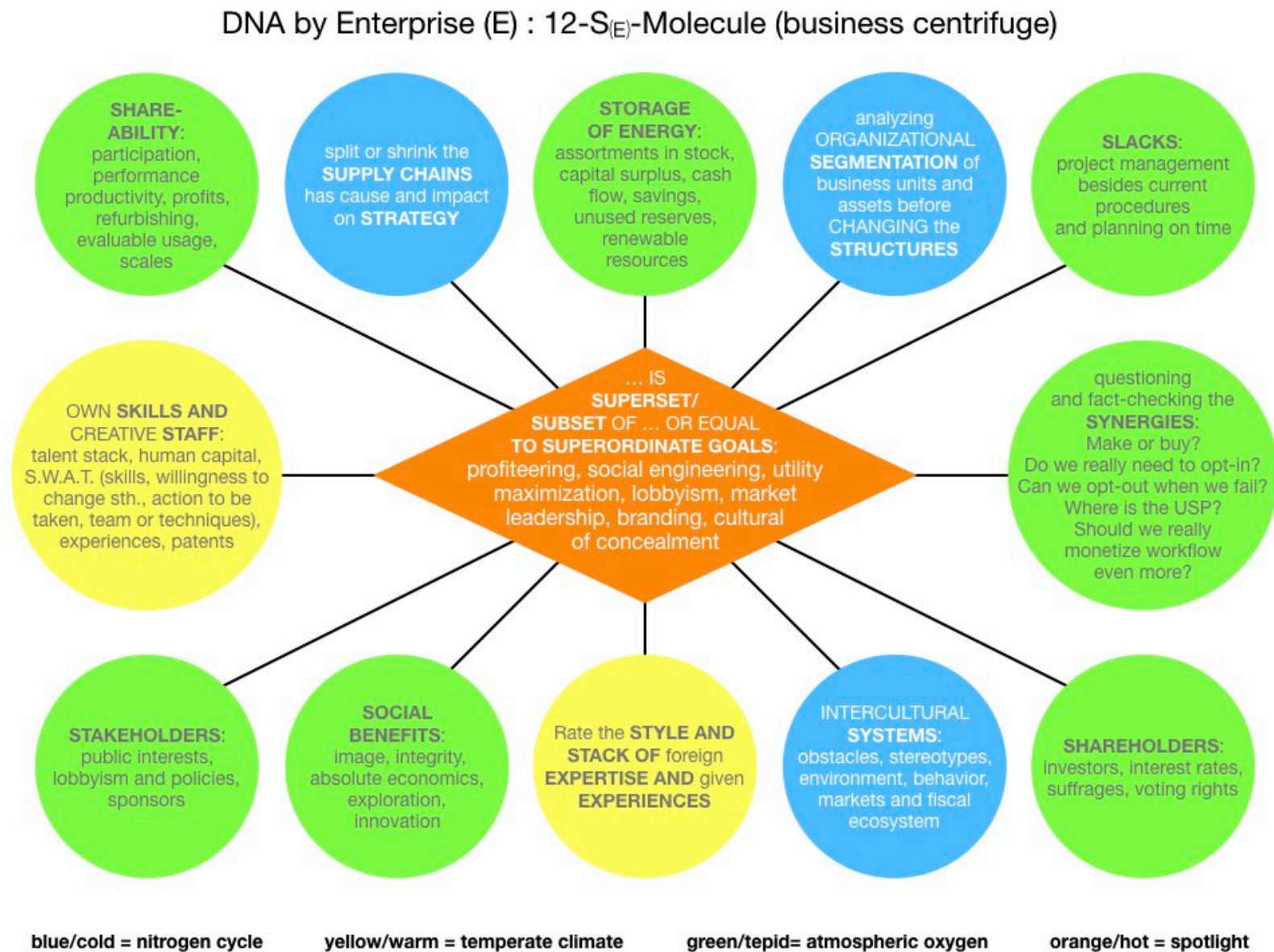
WHEREBY  
(Y) = YOURS  $\Rightarrow (D) \times [(N) - (A)]$   
 $\sum F = \sum 5F + (4P_m + \sum P_{x,y})$

WHEREBY  
 $4P_m + \sum P_{x,y} \in 4F \times 3F \times 2F$

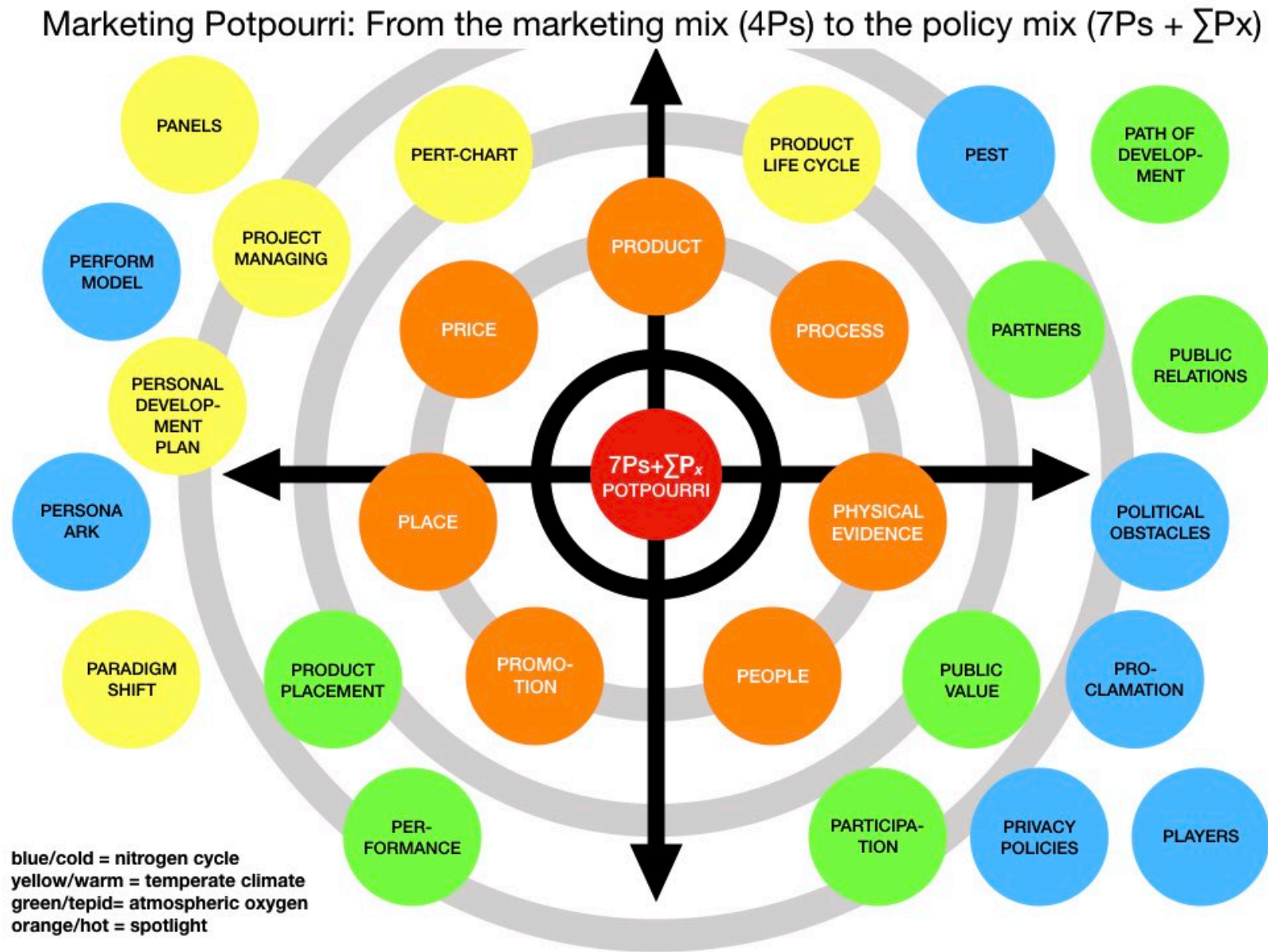
AND  
 $WB = 4F \times 3F \times 2F$   
World Balance (the fourth sector)

AND  
(Y)<sub>x</sub> < (Y)<sub>y</sub>  
 $(D) + I_m < (D) \times [(N) - (A)]$   
Approach to formation < Approach to use

# DNA by Enterprise: 12-S-Molecule (business centrifuge)

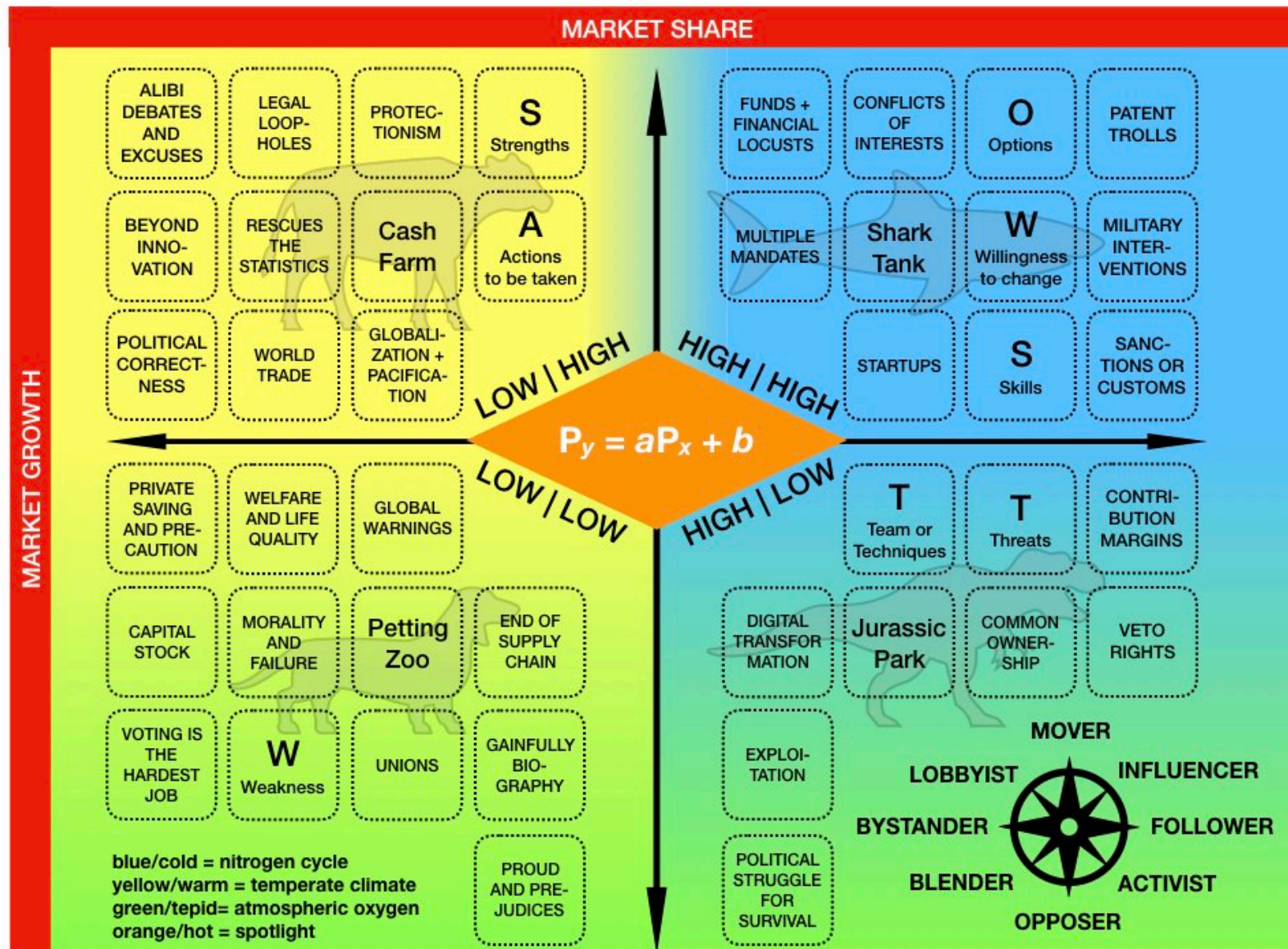


# Marketing Potpourri: From the marketing mix to the policy mix

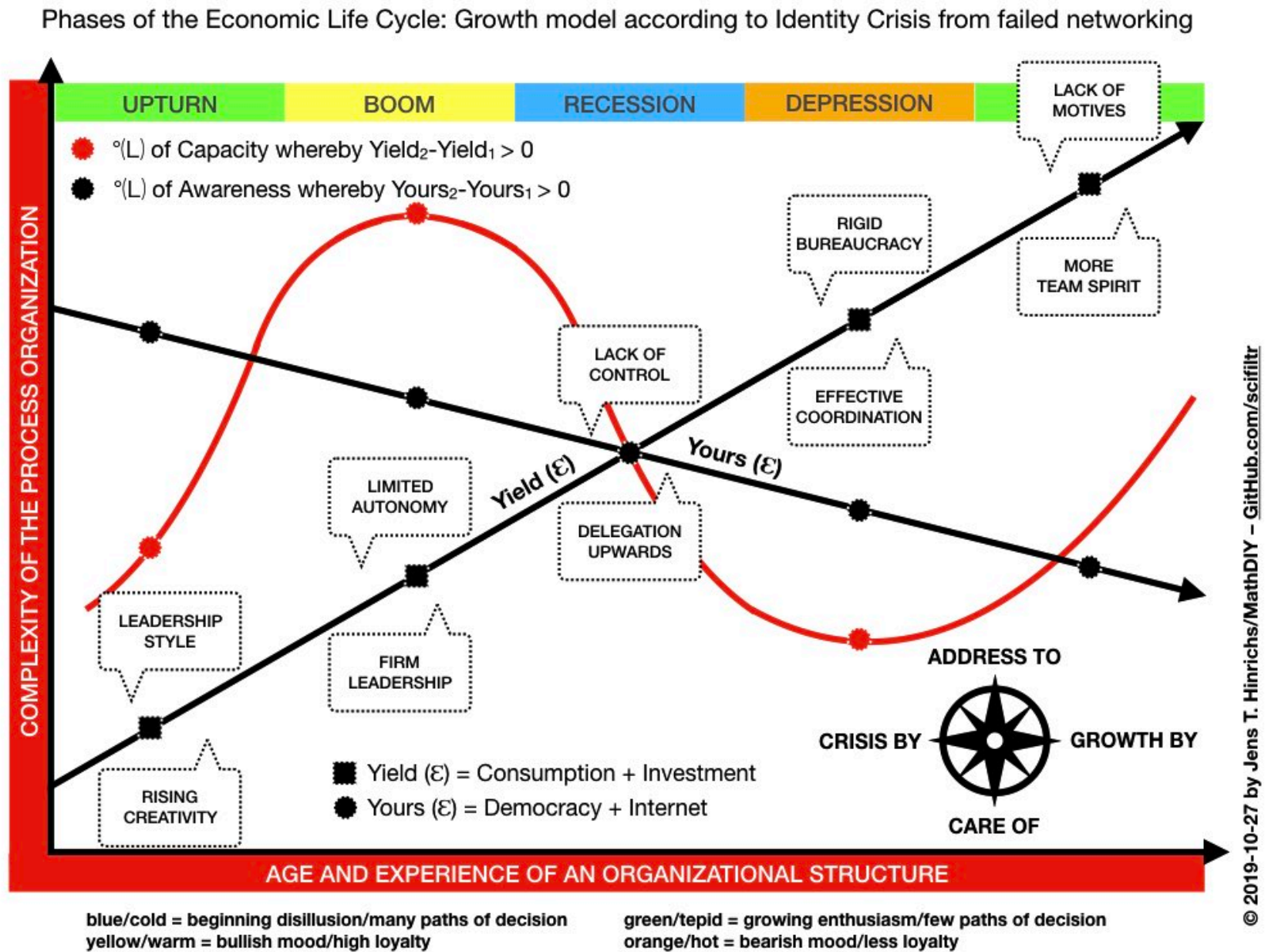




## Two Faces Paradoxon: People of Interests vs. Points of Intersection – a Battle of the Players



# Growth model according to Identity Crisis from failed networking



# 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)