

The formula was written by Luke Dormehl, a journalist and technology writer.

"The invention of the ship was also the invention of the shipwreck." - Paul Virilio

Lewis Mumford refers to "will-to-order"-meaning the desire to make formulaic sense of the world... To make sense of the big picture we reduce it, he suggested. (something quantifiable)

The Zone written by Barry Sears was apt for Larry Smarr who quantified his health metrics to live a more healthy lifestyle.

"I think, therefore I am" - Rene Descartes

Quantcast (proprietary algorithms and data analytics for user studies)

"It is time for a sea-change in advertising," said Simon Sugar, chief executive of Armscreen, who developed the OptimEyes technology behind the screens. "Brands deserve to know not just an estimation of how many eyeballs are viewing their adverts, but who they are, too."

Dr. Taibi Kahler (Mattersight predictive behavioral routing for callers and agents) founded profiling called process communication. Founded a "miniscript" to detail patients in distress while working as an intern at a psychiatric hospital.

Google strategies for retaining mothers and other ideas the Google's People Analytics team works on stems from the idea of Taylorism brought by engineer Frederick Taylor (goal of human labor and thought should be increased efficiency; that technical calculation is always superior to human judgement; that subjectivity represents a dumbing-down of clear-thinking objectivity; and that whatever is unable to be quantified either does not exist or has no value.

cash-poor but time rich idea for algorithmic efficiency

Amazon fulfillment associates can sometimes walk as far as 15 miles in a single shift.

Human software sorting and the idea of differential pricing with Amazon to adjust prices based on consumer patterns and interests.

French philosopher Gilles Deleuze coined the phrase "Deleuze" to describe physically embodied human beings who are nonetheless endlessly divided and reduce to data representations using tools such as algorithms.

"A man is no longer a man confined," he wrote, "but a man in debt."

2006 pop statistician Garth Sundem was asked by NYTimes to create a formula to predict the breakup rate of celebrity marriages.

Pinker suggests that we ought not to accept a partner who wants us for any rational reason to begin with- but rather who is committed to staying because of who we are.

Walmart bosses used predictive stocking to ship more Kellogg's frosted flakes to areas where there were hurricanes to meet heightened demands.

Malinowski says, predictive policing ideas

Andre-Michek Guerry and Adolphe Quetelet on moral statistics. Quetelet found less crime in poor areas than in wealthier areas, so long as people in the poor areas were able to satisfy their basic needs.

Richard Beck working on an algorithm designed to forecast the likelihood of individuals committing violent crimes.

"Ambient Law" refers to the idea that instead of requiring lawyers to call attention to items of legal significance around us, laws can be both embedded within and enforced by our devices and environment.

Melvin Kranzberg's first law of technology: "Technology is neither good nor bad-nor is it neutral."

Judge Richard Posner (well-cited) Samsung vs. Apple case (samsung deleted emails) 2012

William Goldman - "Nobody known anything did you know the Raiders of the Lost Ark was offered to every single studio in town and they all turned in down? All except Paramount. Why did Paramount say yes? Because nobody knows anything. And why did all the other studios say no? Because nobody knows anything. And why did Universal, the mightiest studio of them all, pass on Star Wars...? Because nobody... knows the least goddam [sic] thing about what is or isn't going to work at the box office."

"If a person can tell me the idea in less than twenty-five words or less, it's going to make a pretty good movie," - Steven Spielberg

Social feedback on virality of media (what psychologists refer to as the "mere-exposure" effect.)

Ivan Poupyrev describes the technology as a means by which interactions with virtual objects can be made more realistic (director of Disney Research).

Steven Ramsey interested in Graph theory and used to make a model for understanding if a Shakespeare play was a comedy, tragedy, history, or romance..

Netflix used 25 million user data to find overlapping interests and create hit films like House of Cards.

Alexis Kirke created Many Worlds... "A fixed film appeals to the lowest common denominator", says Kirk

Lev Monovich refer to as New Media. "Irregularity, nonuniformity, the accident and other traces of the human body, which previously, inevitably accompanied moving image exhibitions, were repelled by the uniformity of machine vision."

1984 sold illegally (copyright issues) through Amazon ebooks than secretly pulled from people's libraries to avoid problems

Alexandra Coughlan "aural pill-poppin" and emotional optimization

What is essential is not that everyone shall speak, but that everything worth saying shall be said,"
-Alexander Meiklejohns

"It's not just you and I who don't understand how these algorithms work- the engineers themselves don't understand them entirely," says scholar Ted Striphas

