

William M. Riley

Grain & Mortar

@bill_riley

hubdia.com

**You are a particle
collider more complex
than anything**



My background

The Flynnn Effect

The Flynn Effect

- We are becoming more abstract thinkers
- Increasingly, we take the hypothetical seriously
- We create and consume models to understand our complex world

Technology

Design

Marketing

Business

Psychology


Philosophy

Music



a particle,
the raison d'être for
the discipline

- Security through obscurity
- Dieter Ram's 10 principals of design
- The Flynn Effect
- John Butman's model for idea propagation
- French Women Don't Get Fat, by Mireille Guiliano
- The Hook, by Nir Eyal
- Existentialism
- Gallup's StrengthsFinder
- Myers-Briggs Type Indicator
- Joseph Campbell's Monomyth/ Heroes Journey
- Open Source
- Objectivity, Subjectivity
- Robert's Rules of Order
- Accessibility (a11y)
- Internationalization (i18n)
- Ubuntu (Community, I am me because of you)
- Schools of economic thought
- Music Theory



**Models work
for everyone**

The Totally Obvious

**76 countries where being gay
is illegal.**

**10 punishable
by death**

Diffusion of responsibilities

Creativity with constraints considered

Models can be packaged as:
Frameworks (succinct)
Intuition Pumps (stories)

Coined by Daniel Dennett

**a model doesn't
mean there's nothing
more to find**

Web X.0



Web 1.0 Content

Web 2.0

Content in a Context

Web 3.0

Context creating Content



Web 4.0

Context

The Flynn Effect Web X.0

(EA SPOTRS)

Challenge Everything



Thank you!