Origins

Eugenio Moggi, Computational λ -calculus and monads, 1989.

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values (int) vs. computations (T int) call-by-value (int \rightarrow T int) call-by-name (T int \rightarrow T int)
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Michael Spivey, A functional theory of exceptions, 1990.

John Reynolds, The essence of Algol, 1981.

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data types (int) vs. phrase types (int exp) call-by-value (int \rightarrow int exp) call-by-name (int exp \rightarrow int exp)
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But Reynolds missed unit and *.