

You are what you read



You are who you know

(neil alger)

You are what you read



You are who you know

## **YouAreWhatYouRead//YouAreWhoYouKnow**

In order to truly learn, we must be able to acknowledge the interests and insights of those who we love and care about. Community is about more than proximity; it is about an interchange of ideas, about creating a space where these ideas can flow freely into and out of one another, gaining momentum and being constantly challenged and refined. We are all unique, and we owe the depth of this uniqueness to the communities in which we take part. This project is about mapping the flow of interests within a particular community: my own.

At the start of 2008, I asked friends, family, co-workers and acquaintances to send me internet links to the topics that were on their mind. They were instructed to choose those topics for any reason, whether the topic reminded the person of me, or was simply important to them for whatever personal reason. Furthermore, in an effort to more effectively take a snapshot of

this community, I imposed two constrictions: first, that all of the interchange of ideas would have to take place in the form of articles on Wikipedia.org, and secondly that the project would include only those topics which I could read in a total of twenty-four hours.

In presenting this information, I tried to acknowledge and exploit three strategies to help take this data and make it representative of who I am:

- 1) Bulk data for a bird's eye view of the topics that I and the members of my community are interested in. Topics sent to me by the community are detailed in italics.
- 2) Excerpts of specific data in the form of text directly from Wikipedia.org, to give context for and highlight particularly important information.
- 3) Connective data in the form of maps, detailing the linear connections that I made as I moved through particular strings of information.

By aggregating these three modes of information into a single, unified booklet, the title concepts of this project take over. "You are what you read" asserts that a person can be understood in terms of the topics and ideas that they make a conscious choice to interact with. "You are who you know" maintains that only by taking into account the interests of those around you can you present a full picture of who you yourself are.

I hope that you enjoy this brief journey through the interests and passions that make up who I am, and the wonderful community of people who constantly help to make me that way.

Neil Alger  
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*Abdali-I* • Agency Cost • Aggregate • Aleatoric Music • Aleatory • *Alfred North Whitehead* • *Alice Roosevelt Longworth* • Allowance for Doubtful Accounts • *Alternative DNS Root* • *Alvar Aalto* • *American Gladiators TV Series* • *Ampelakia, Larissa* • *Animal Hoarder* • Annenberg Foundation • Ant Colony Optimization • Apple Macintosh • *Apress* • Architecture • *Arlo Eisenberg* • Arms Race • Arthur Andersen • As Slow as Possible • Ashoka • Asymmetric Information • Atonality • Attack Therapy • *Augusto Boal* • *Avant-garde and Kitsch* • *Baroque* • *Beaks* • *Beat Generation* • *Beirut* • *Bermuda Triangle* • Bill Drayton • *Bohemian* • *Bonobo* • *Boshin War* • *Brad Pitt* • *Buddhist Atomism* • *Bunkum* • *Buz Lukens* • *Cake* • *Capitalist Mode of Production* • *Capybara* • *Carl Rogers* • *Cauchy Criterion* • *Cauchy Sequence* • *Centaur* • Chicago Climate Exchange • City •

**Transformational Leadership:** Transformational leaders offer a purpose that transcends short-term goals and focuses on higher order intrinsic needs. This results in followers identifying with the needs of the leader. The four dimensions of transformational leadership are idealized influence (or charisma), inspirational motivation, intellectual stimulation and individual consideration. "Transforming leadership... occurs when one or more persons engage with others in such a way that leaders and followers raise one another to higher levels of motivation and morality. Their purposes, which might have started out as separate but related, as in the case of transactional leadership, become fused. Power bases are linked not as counterweights but as mutual support for common purpose.... [T]ransforming leadership ultimately...raises the level of human conduct and ethical aspiration of both leader and led, and thus it has a transforming effect on both."

>>Sumitomo Group > **Keiretsu** > Strategic Management > **Transformational Leadership**  
> Transactional Leadership > Positions of Authority > Nonprofit Executives > Executive Director > Agency Cost > Asymmetric Information > Information Economics >>

**Keiretsu:** There are two types of keiretsu: vertical and horizontal. Vertical keiretsu illustrates the organization and relationships within a company (for example all factors of production of a certain product will be connected), while a horizontal keiretsu shows relationships between entities and industries, normally centered around a bank and trading company. Both are complexly weaved together and self-sustain each other.

Civil Rights Movement • *Clive Bell* • *Clock of the Long Now* • *Coagulation* • *Code Co-op* • Collaboration • *Colony Collapse Disorder* • Combinatoriality • Command Economy • Commodity Market • Complex Conjugate • *Concord, CA* • Conflict Theory • *Cormac McCarthy* • *Cotton* • Countertenor • *Critical Literacy* • Crystal Quest • *C-section* • *Cult* • *Daniel Johnston* • Dark Night of the Soul • Dialogic • *Digi-Eggs* • Diplomatic Rank • Distribution (economics) • *DIY* • Dodecaphony • *Dome* • *Dots and Boxes* • *Downbelow Station* • *Eat Poop You Cat* • *Economic and Monetary Union of the European Union* • Ecosystem Valuation • Education • *Electricity Transmission* • *Embossing* • *Energy Derivative* • Enron • *Entrapment* • *Ernst Chladni* • *Euclidean Space* • *Euler's Formula* • *Euro* • *Eurosystem* •

*Eurozone* • Evolutionary Psychology • Executive Director • Exorcism • *Fallout Boy* • *Finitism* • *Fixed-gear Bicycle* • *Formalism* • *Fourier Series* • *French Bulldog* • French Language • Friar • *Garfield High School, Seattle, Washington* • Golden Mean • Graffiti • Grameen Foundation • Grandfather Paradox • Great Leap Forward • Greedy Algorithm • *Greywater* • *Grotesque Body* • *Groucho Marx* • *Hank Williams* • *Heat Vision* • *Hermeneutics* • *Hieronymous Bosch* • History of Painting • Hollister Riot • *Homological Algebra* • *Hooded Merganser* • Hudson River School • Huerelho da Silva Gomes • Human Potential Movement • Hundred Thousand Billion Poems • *Hypercube* • *Hypoglycemia* • Ice Climbing • *Ice Hotel* • *Iceberg* • *Ida pro* • *Ignatious of Antioch* • Industrialization • Influence • Information Economics • *Ingmar Bergman* •

**Swarm Intelligence:** The inherent intelligence of swarms has inspired many social and political philosophers, in that the collective movements of an aggregate often derive from independent decision making on the part of a single individual. A common example is how the unaided decision of a person in a crowd to start clapping will often encourage others to follow suit, culminating in widespread applause. Such knowledge, an individualist advocate might argue, should encourage individual decision making (however mundane) as an effective tool in bringing about widespread social change

>> **Swarm Intelligence** > Ant Colony Optimization  
> Traveling Salesman Problem > Greedy Algorithm >  
Crystal Quest > Apple Macintosh > Snow White Design  
Language > Optical Illusion > Evolutionary Psychology  
> **Reciprocal Altruism** > Iterated Prisoner's  
Dilemma > Arms Race > Command Economy > Great  
Leap Forward > Theory of Productive Forces > Social  
Change >>

**Reciprocal Altruism** is a form of altruism in which one organism provides a benefit to another without expecting any immediate payment or compensation. However, reciprocal altruism is not unconditional. Firstly the act of altruism must give rise to a surplus of cooperation, in the sense that the gains to the beneficiary must be perceived to be meaningfully larger than the costs to the benefactor. Secondly the act of altruism should be reciprocated by the original beneficiary if the situation is later reversed. Failure to do so will usually cause the original benefactor to withdraw future acts of altruism.

Innovation • *Intellectual Property* • Intercontinental Exchange • Intertextuality • *Irish Bog Psalter* • *Israel* • Iterated Prisoner's Dilemma • Johan Huizinga • Johannes Gutenberg • *John James Audubon* • *John McDouall Stuart* • *John Ruskin* • *Kairosis* • *Karen Horney* • *Kat Von D* • *Keiretsu* • *Kepler* • *Kitty Wells* • Kyoto Protocol • *Laconia Motorcycle Week* • *Language Poets* • Large Group Awareness Training • *Lars Von Trier* • Leadership • *Leadership in Energy and Environmental Design* • *Leonard Chang* • *Leopold Bloom* • *LGBT Movements in the United States* • *Liquid Latex* • *Londonderry High School* • *Longjing Tea* • Management Consulting • *Manifold* • *Materialism* • *Mathematical Proof* • MBA • Meiji Restoration • Microfinance • *Military-church Relations in Fiji* • *Million Dollar Quartet* • *Mind-body Dichotomy* • Mohammad

Yunus • Mohandas Karamchand Gandhi • Moral Right • Motorcycle Gang • Mount Rainier • Mussolini • Mystical • *Mysticism* • *Napoleon I of France* • Natural Capital • *Negativland* • Neolithic • *Nests* • *Network Performance Management* • New Hampshire • *New York City Water System* • No Child Left Behind • Nonprofit Executives • Non-profit Organization • Nonviolent Revolution • *Norm Mathematics* • *Object Relations* • *Objects from The Lost Room* • Obsessive-compulsive Disorder • *Online Advertising* • *Ontology* • Opera • Optical Illusion • *Packet (information technology)* • *Paul Kammerer* • *Peacock* • Pedagogy of the Oppressed • Person-centered Psychotherapy • PETA • *Peter Oundjian* • Phenomenology • *Philosophical Skepticism* • *Phoenix Mythology* • *Phrenology* • *Pirate* • *Play Misty For Me* •

**Sustainable Development** is a socio-ecological process characterized by the fulfillment of human needs while maintaining the quality of the natural environment indefinitely. The linkage between environment and development was globally recognized in 1980, when the International Union for the Conservation of Nature published the World Conservation Strategy and used the term “sustainable development.” The concept came into general usage following publication of the 1987 report of the Brundtland Commission—formally, the World Commission on Environment and Development. Set up by the United Nations General Assembly, the Brundtland Commission coined what was to become the most often-quoted definition of sustainable development as development that “meets the needs of the present generation without compromising the ability of future generations to meet their own needs.” Although commendable, this definition is not operational and has created much antagonism and cognitive dissonance.

>> *Energy Derivatives* > Intercontinental Exchange > Chicago Climate Exchange > The Climate Registry > Kyoto Protocol > **Sustainable Development** > Natural Capital > **Ecosystem Valuation** > **Conflict Theory** > Social Change > Theater for Social Change > Augusto Boal > Pedagogy of the Oppressed > Dialogic > T.S. Eliot > Mussolini > Utopia >>

**Ecosystem Valuation** is a widely used tool in determining the impact of human activities on an environmental system, by assigning an economic value to an ecosystem or its ecosystem services.

**Conflict Theory** emphasizes the role of coercion and power, a person’s or group’s ability to exercise influence and control over others, in producing social order. It states that a society or organization functions so that each individual participant and its groups struggle to maximize their benefits, which inevitably contributes to social change such as changes in politics and revolutions.

*Pocket* • *Polymath* • Positions of Authority •  
*Pottery* • *Principality of Sealand* • *Proposition*  
*187* • *Proprioception* • *Psychokinesis* •  
*Pyrotechnics* • *Quincunx* • *Racetrack Game*  
• *Ramakrishna* • Reciprocal Altruism •  
*Reliability Engineering* • *Reproducing Kemel*  
*Hilbert Space* • Revolutionary • *Rhetoric* •  
*Robot* • Rock Climbing • *Rock Medicine* •  
*Rococo* • *Satyagraha* • Scandinavian Institute  
of Comparative Vandalism • *Schismatrix* •  
Science Fiction • Score • *Shaijala* • Sheet Music  
• *Sir Edmund Hillary* • Situationist International  
• *Sleep Paralysis* • *Small Press Distribution*  
• Snow White Design • Social Change •  
*Social Constructionism* • Social Influence •  
Social Reform • *SoftICE* • *Soup* • Statistics •  
Stranger's Invasion • Strategic Management  
• Street Art • *Substance Theory* • *Sumitomo* •

Sustainable Development • *Swarm Intelligence*  
• Swoon (artist) • SXSW • T.S. Eliot • *Taxidermy*  
• Technology • *Teddy Ruxpin* • The Climate  
Registry • *The Getup Kids* • *The Long Tail* • *The*  
*Ottoman Empire* • Theater for Social Change •  
Theory of Productive Forces • Tijuana • *Tougher*  
*Disguises* • *Tradescantia Zebrina* • Transactional  
Leadership • Transformational Leadership •  
*Transgressional Fiction* • Transportation • Trans-  
Siberian Railroad • *Transport Layer* • Traveling  
Salesman Problem • *Tuple* • Typography  
• *Ubu Roi* • *Uncyclopedia* • United States  
Chief of Protocol • Utopia • *Vector Space* •  
*Venn Diagram* • Visual Art • Voltaire • *Wallis*  
*and Futuna* • *What factors are involved in*  
*an aesthetic judgement?* • Wheat • *Where's*  
*Waldo* • White Whale • *White Zinfandel* •  
*Wolverine* • World Power • Yale • *Yezidi* •

**Critical Literacy** is an instructional approach that advocates the adoption of critical perspectives toward text. Critical literacy encourages readers to actively analyze texts and it offers strategies for uncovering underlying messages. There are several different theoretical perspectives on critical literacy that have produced different pedagogical approaches to teaching and learning. All of these approaches share the basic premise that literacy requires the literate consumers of text to adopt a critical and questioning approach. According to proponents of critical literacy, it is not simply a means of attaining literacy in the sense of improving the ability to decode words, syntax, etc. In fact, the ability to read words on paper is not necessarily required in order to engage in a critical discussion of “texts,” which can include television, movies, web pages, music, art and other means of expression. The important thing is being able to have a discussion with others about the different meanings a text might have and teaching the potentially critically-literate learner how to think flexibly about it.

>> **Critical Literacy** > Intertextuality > Influence  
> **Social Influence** > Opera > Dodecaphony >  
Combinatoriality > Aggregate > Atonality > Aleatoric  
Music > **Aleatory** > Hundred Thousand Billion  
Poems > Moral Right > Visual Art > Architecture >  
Golden Mean > *Johannes Kepler* > Science Fiction >  
Grandfather Paradox >>

**Social Influence** is when the actions or thoughts of individual(s) are changed by other individual(s). Examples of social influence can be seen in socialization and peer pressure. This is the effect of other people on a person’s behavior. Social Influence can also be covered as a type of persuasion.

**Aleatory** means “pertaining to luck”, and derives from the Latin word *alea*, the rolling of dice. Aleatoric, indeterminate, or chance art is that which exploits the principle of randomness.

**Satyagraha:** *Satya* is the Sanskrit word for “truth”; *agraha* from the Sanskrit prefix *a* and the root *grah*, means “to grasp or hold”. The two words compounded may be rendered as “grasping/holding the truth.” The term was popularized during the Indian Independence Movement, and is used in many Indian languages including Hindi. Gandhi described it as follows:

*Its root meaning is holding onto truth, hence truth-force. I have also called it love-force or soul-force. In the application of satyagraha, I discovered in the earliest stages that pursuit of truth did not admit of violence being inflicted on one’s opponent but that he must be weaned from error by patience and sympathy. For what appears to be truth to the one may appear to be error to the other. And patience means self-suffering. So the doctrine came to mean vindication of truth, not by infliction of suffering on the opponent, but on oneself.*

>> *Clock of the Long Now* > *As Slow as Possible* > *Score* > *Sheet Music* > *Johannes Gutenberg* > *Typography* > *graffiti* > *Scandinavian Institute of Comparative Vandalism* > *Situationist International* > *Revolutionary* > **Nonviolent Revolution** > *Mohandas Karamchand Gandhi* > **Satyagraha** >>

The Romans carved **graffiti** on walls and monuments... including Latin curses, magic spells, declarations of love, alphabets, political slogans and famous literary quotes, providing insight into ancient Roman street life.

A **revolution** (from the Latin *revolutio*, “a turn-around”) is a significant change that usually occurs in a short period of time. Revolutions have happened throughout human history and vary widely in terms of methods, duration, motivating ideology, and the number of participating revolutionaries. Their results include major changes in culture, economy, and socio-political institutions.

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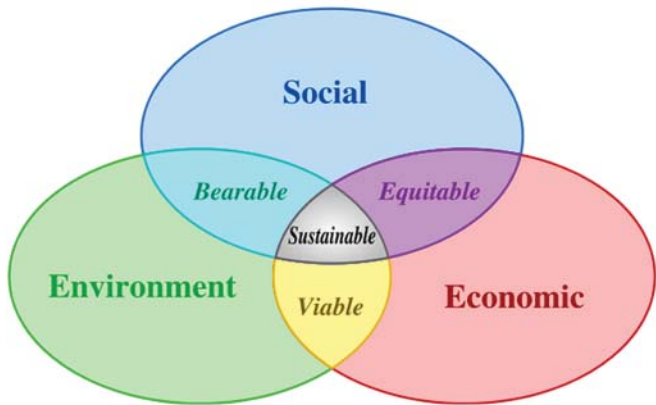
## COLOPHON

*You Are What You Read//You Are What You Know*  
was typeset exclusively in 10, 11 & 12 pt. Futura.

**Futura** is a geometric sans serif typeface designed in 1927 by Paul Renner. Although Renner was not associated with the Bauhaus, he shared many of its idioms and believed that a modern typeface should express modern models, rather than be a revival of a previous design. Renner's initial design included several geometrically constructed alternative characters and ranging (old style) figures which can be found in the typeface Architype Renner. Futura was commissioned by the Bauer type foundry. The success of Futura coincided with the creation of many competing geometric sans serif faces including Kabel, Metro, Vogue, Erbar and Spartan, Twentieth Century, and Century Gothic among others.

Futura has an appearance of efficiency and forwardness. The typeface is derived from simple geometric forms (near-perfect circles, triangles and squares) and is based on strokes of near-even weight, which are low in contrast. (This is most visible in the almost perfectly round stroke of the o, but the shape is actually slightly ovoid.) In designing Futura, Renner avoided the decorative, eliminating non-essential elements. The lowercase has tall ascenders, which rise above the cap line. The uppercase characters present proportions similar to those of classical roman capitals.

Futura was used on the commemorative plaque left on Earth's moon by Apollo 11 astronauts in July 1969.



//Sustainable Development by Johan Dréo via Wikipedia.org//