ALVARO VIDELA - @old_sound

METAPHORS WE COMPUTE BY

THE YEAR IS 1980

GEORGE LAKOFF & MARK JOHNSON

METAPHORS WE LIVE BY

METAPHOR ISN'T JUST A MATTER OF POETRY AND RHETORICAL FLOURISH

METAPHORS DICTATE

METAPHORS DICTATE

- How we think

METAPHORS DICTATE

- How we think
- How we behave

METAPHORS DICTATE

- How we think
- How we behave
- How we perceive

METAPHORS DICTATE

- How we think
- How we behave
- How we perceive
- How our conceptual system is built

ARGUMENT IS WAR

ARGUMENT IS WAR

ARGUMENT IS WAR

- Your claims are ***indefensible***

ARGUMENT IS WAR

- Your claims are ***indefensible***
- He ***attacked every weak point*** in my argument

ARGUMENT IS WAR

- Your claims are ***indefensible***
- He ***attacked every weak point*** in my argument
- I ***demolished*** his argument

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- Your claims are ***indefensible***
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- I ***demolished*** his argument
- I never ***won*** an argument with him

ARGUMENT IS WAR

- Your claims are ***indefensible***
- He ***attacked every weak point*** in my argument
- I ***demolished*** his argument
- I never ***won*** an argument with him
- His criticisms were ***right on target***

WHAT IF ARGUMENT IS A DANCE?

I'M NOT CONVINCED

LET'S TALK ABOUT POLITICS

HOW METAPHORS SHAPE WOMEN'S LIVES

Consider an experiment that explored how the metaphors of crime can affect people's decision-making. In 2011, Lera Boroditsky and Paul H Thibodeau at Stanford University asked students to read one of two crime reports; one described crime as a "wild beast preying on the city" and the other as a "virus infecting the city". The solutions that the students presented to reduce crime were fascinating: 75% of the 'beast' students thought jail or punishment would resolve crime and 25% suggested social reforms. Yet of those that had been told crime "plagued" neighbourhoods, only 56% opted for more enforcement and 44% wanted social reforms.

http://www.bbc.com/future/story/20170718-the-metaphors-that-shape-womens-lives

FEMINISM CONFRONTS TECHNOLOGY

JUDY WAJCMAN

are referred to by the female pronoun! Similarly, the complementary values of hard/soft are also used to legitimate female exclusion from the world of engineering.[8] Masculinity is expressed both in terms of muscular physical strength and aggression, and in terms of analytical power. 'At one moment, in order to fortify their identification with physical engineering, men dismiss the intellectual world as "soft". At the next moment, however, they need to appropriate sedentary, intellectual engineering work for masculinity too.' (Cockburn, 1985, p. 190)

No matter how masculinity is defined according to this ever-adaptable ideology, it always constructs women as ill-suited to technological pursuits.

I'M STILL NOT CONVINCED

HUMAN RESOURCE MANAGEMENT

PEOPLE ARE NOT RESOURCES

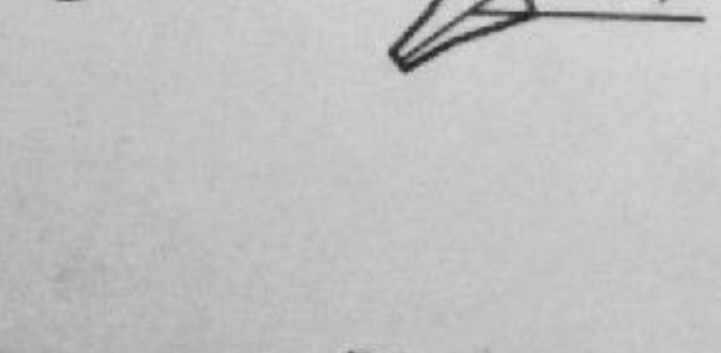
TRIGGER WARNING

GIVING A PLATFORM TO RACISTS

“WRESTLING WITH INCLUSION AT XYZCONF”

“WRESTLING WITH INCLUSION AT XYZCONF”

LET'S TALK ABOUT COMPUTERS



MARGOT LEE SHETTERLY

HIDDEN FIGURES

COMPUTERS

HIDDEN +

METAPHORS ENABLE UNDERSTANDING

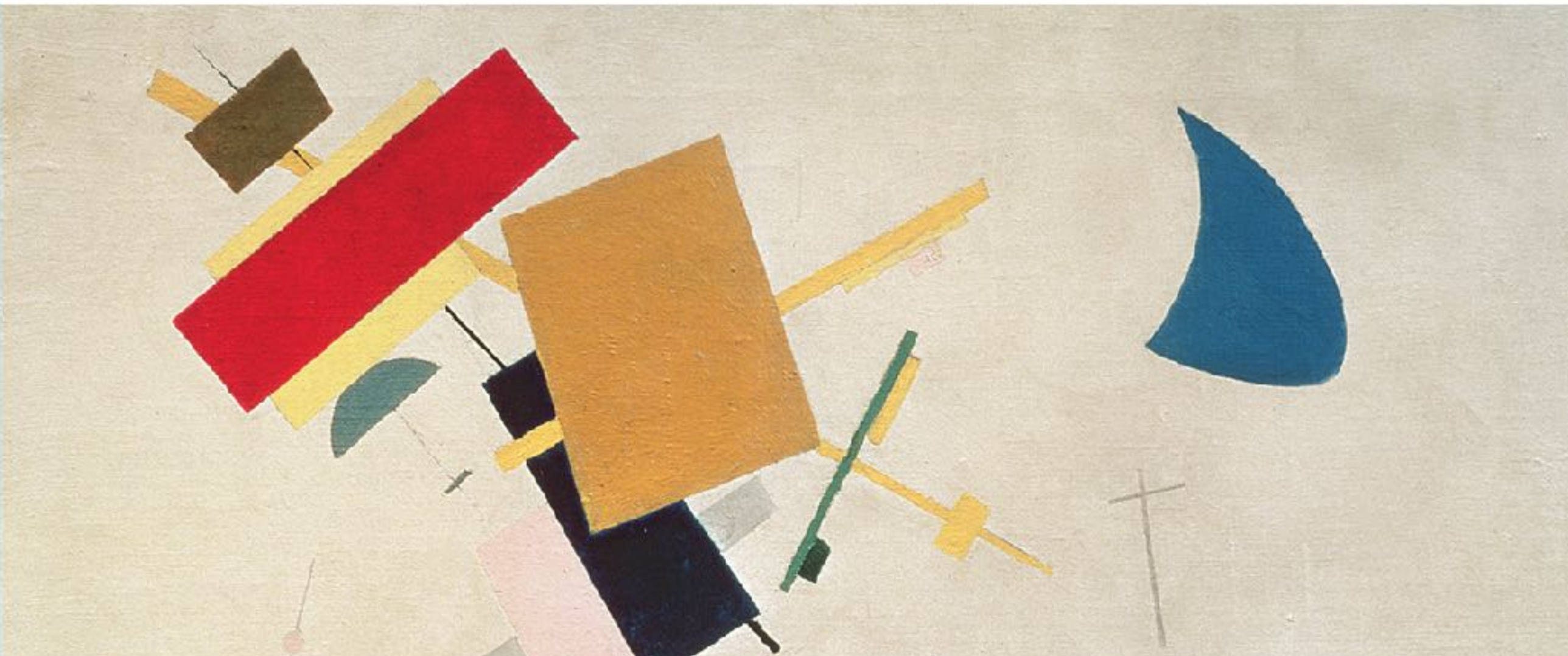
JULIET IS LIKE THE SUN

JULIET GAVE ME SKIN CANCER

THE GEOMETRY OF MEANING

SEMANTICS BASED ON CONCEPTUAL SPACES

PETER GÄRDENFORS



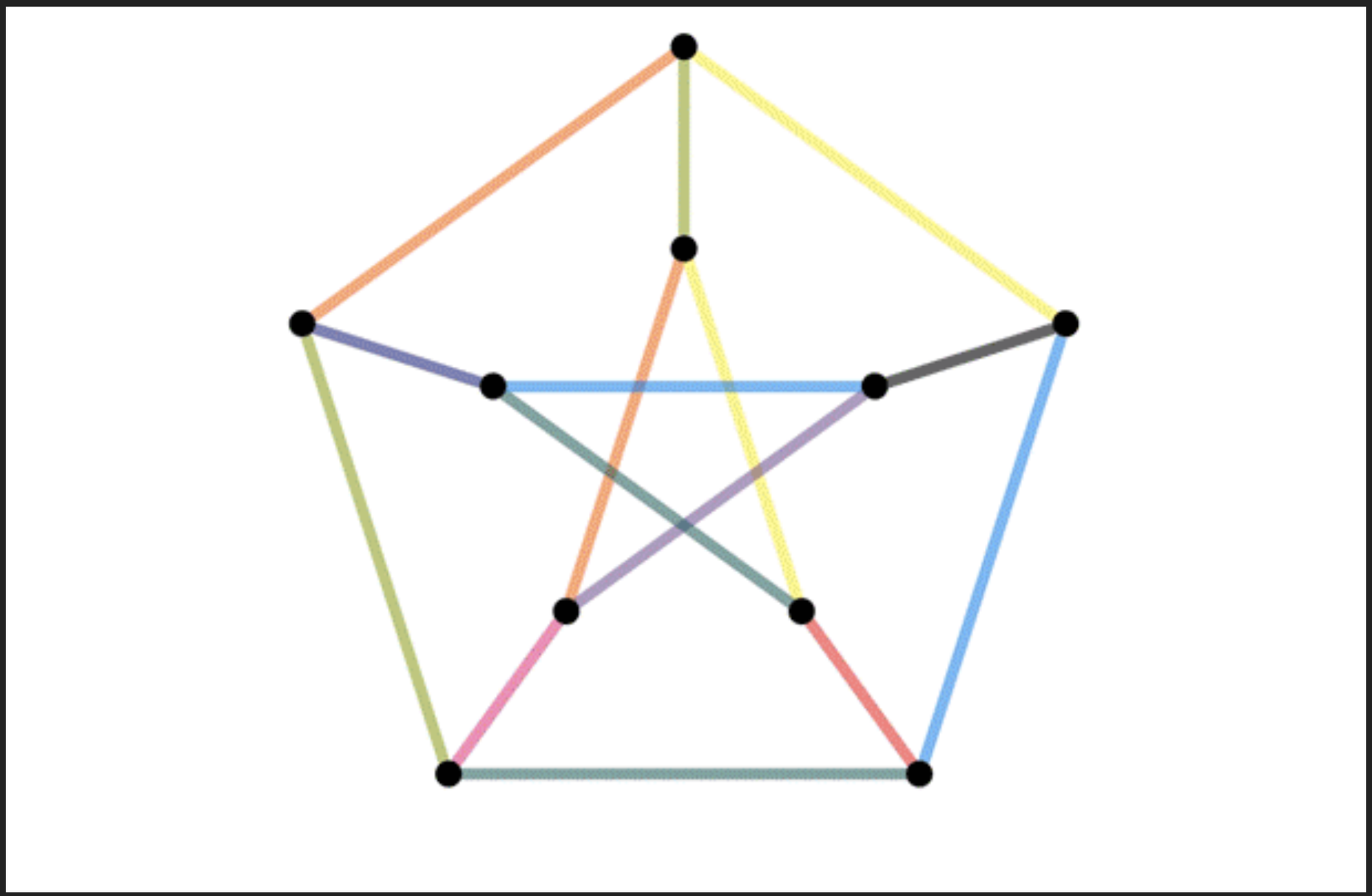
METAPHORICAL MAPPINGS PRESERVE THE COGNITIVE TOPOLOGY OF THE SOURCE DOMAIN

IN A WAY CONSISTENT WITH THE INHERENT STRUCTURE OF THE TARGET DOMAIN

METAPHORS TRANSFER INFORMATION FROM ONE CONCEPTUAL DOMAIN TO ANOTHER

WHAT IS TRANSFERRED IS A PATTERN RATHER THAN DOMAIN SPECIFIC INFORMATION

A METAPHOR CAN THUS BE USED TO IDENTIFY A STRUCTURE IN A DOMAIN THAT WOULD NOT HAVE BEEN DISCOVERED OTHERWISE



GRAPH ISOMORPHISM

https://www.quantamagazine.org/algorithm-solves-graph-isomorphism-in-record-time-20151214

THIS IS HOW METAPHORS CREATE NEW KNOWLEDGE

METAPHORS OBSCURE UNDERSTANDING

TELE-GRAPH

"SOMETIMES OUR TOOLS DO WHAT WE TELL THEM TO. OTHER TIMES, WE ADAPT OURSELVES TO OUR TOOLS' REQUIREMENTS"

Nicholas Carr

METAPHORS ARE THE TOOLS OF THOUGHT

METAPHORS AND CODE

WHAT A PROGRAMMER DOES

It has been believed that a programmer occasionally writes code and gets it running on a computer, and that this is what he is paid for. In spite of his obvious inefficiency, no one else seems to do this work more effectively. However, his activity is still observed principally as loafing—a kind of ritual (like the British and teatime) which must be put up with.

Another view of what a programmer does addresses more constructively all that "wasted" time and cludes more than the running code, more than the symbolic code, or even the operator's guide, the maintenance guide, or the design guide. For in fact, in response to any serious breach of the program's integrity, a programmer will become involved, as part of the integral organization built by the original programmer. If one now looks closely, he can begin to recognize the intent of those steps in the ritual of programming.

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part of the integral organization built by the original programmer. If one now looks closely, he can begin to recognize the intent of those steps in the ritual of programming.

"TO PROGRAM IS TO WRITE TO ANOTHER PROGRAMMER ABOUT OUR SOLUTION TO A PROBLEM"

What a Programmer Does

"NO ONE HAS SEEN A PROGRAM WHICH THE MACHINE COULD NOT COMPREHEND BUT WHICH HUMANS DID"

What a Programmer Does

TYPES ARE THE CHARACTERS THAT TELL THE STORY OF OUR PROGRAMS

PROGRAMMING WITH ABSTRACT DATA TYPES

Barbara Liskov
Massachusetts Institute of Technology
Project MAC
Cambridge, Massachusetts

PROGRAMMING WITH ABSTRACT DATA TYPES

The motivation behind the work in very-high-level languages is to ease the programming task by providing the programmer with a language containing primitives or abstractions suitable to his problem area. The programmer is then able to spend his effort in the right place; he concentrates on solving his problem, and the resulting program will be more reliable as a result. Clearly, this is a worthwhile goal.

Unfortunately, it is very difficult for a designer to select in advance all the abstractions which the users of his language might need. If a language is to be used at all, it is likely to be used to solve problems which its designer did not envision, and for which the abstractions embedded in the language are not sufficient.

This paper presents an approach which allows the set of built-in abstractions to be augmented when the need for a new data abstraction is discovered. This approach to the handling of abstraction is an outgrowth of work on designing a language for structured programming. Relevant aspects of this language are described, and examples of the use and definitions of abstractions are given.

WITHOUT TYPES WE JUST HAVE OPERATIONS ON STREAM OF BYTES

CHOOSING THE RIGHT DATA STRUCTURE

CHOOSE THE RIGHT DATA STRUCTURE

CHOOSE THE RIGHT DATA STRUCTURE

- Array

CHOOSE THE RIGHT DATA STRUCTURE

- Array
- Set

CHOOSE THE RIGHT DATA STRUCTURE

- Array
- Set
- LinkedList

CHOOSE THE RIGHT DATA STRUCTURE

- Array
- Set
- LinkedList
- Queue

CHOOSE THE RIGHT DATA STRUCTURE

- Array
- Set
- LinkedList
- Queue
- Stack

A PROGRAM'S EXPLANATORY POWER IS THE MEASURE OF ITS OWN ELEGANCE

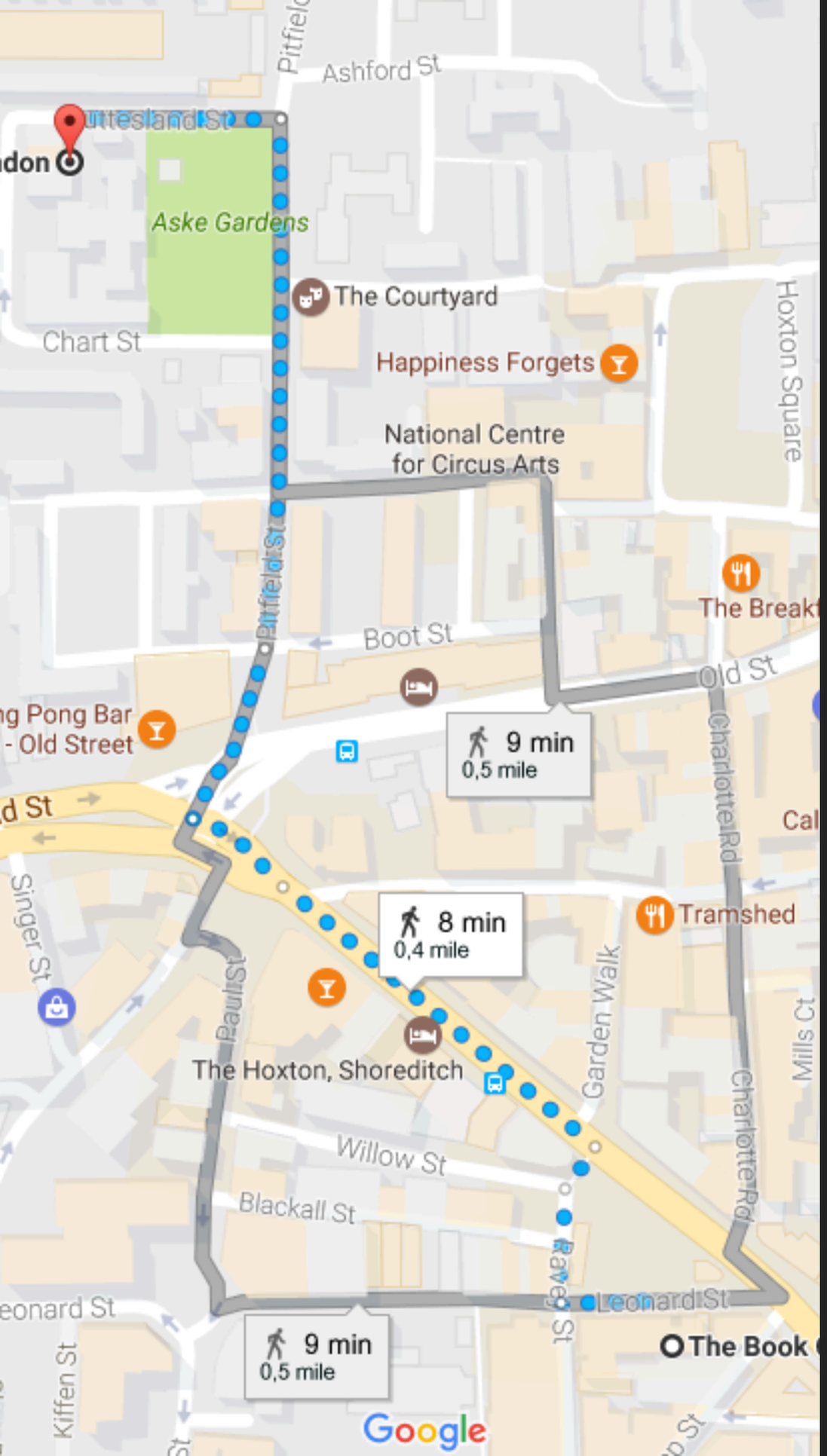
DATA STRUCTURES HAVE EXPLANATORY POWER

COGNITIVE LEAPS

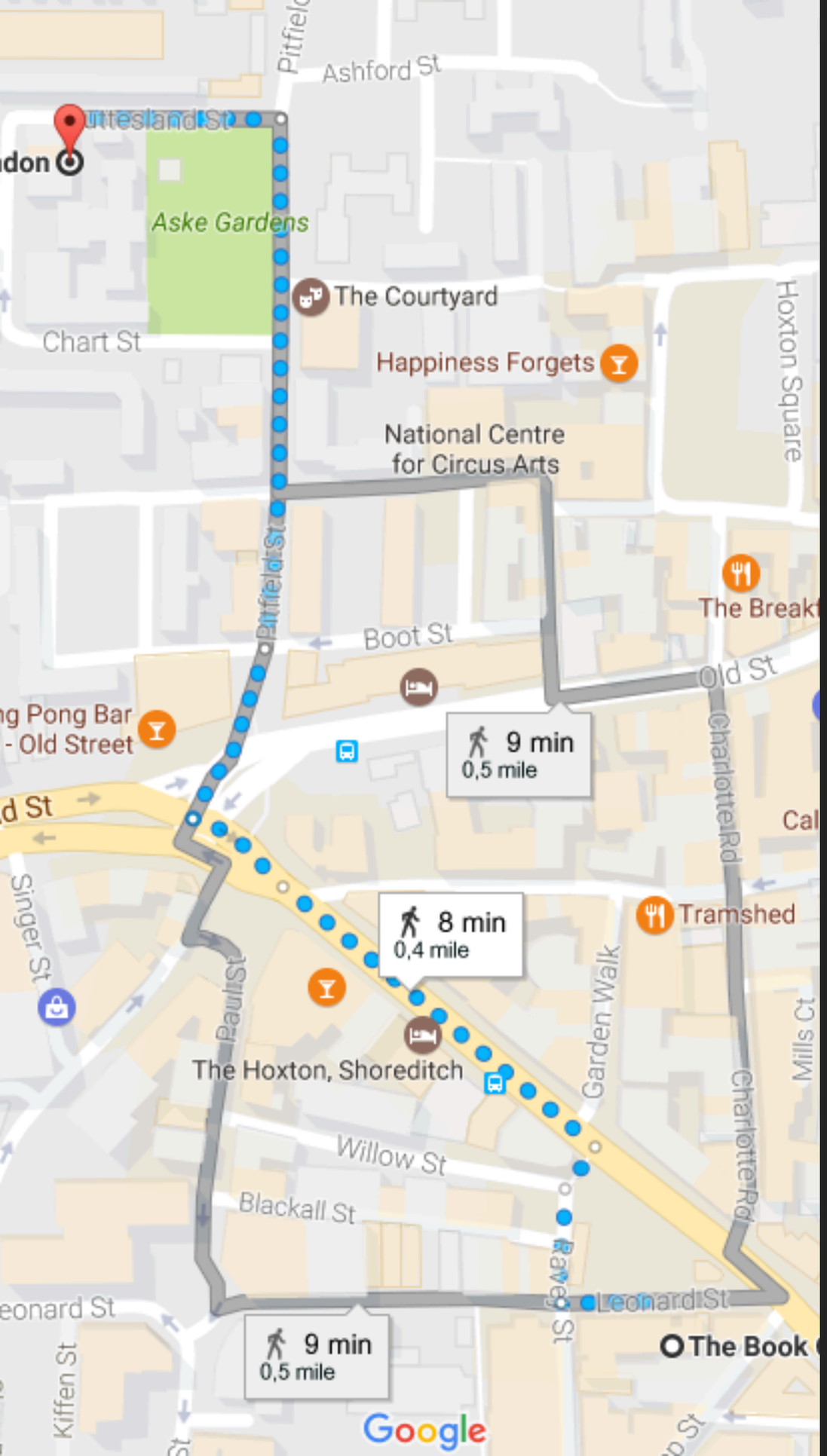
TASK SCHEDULING

TASK SCHEDULING

QUEUEING THEORY



ROUTE PLANNING



ROUTE PLANNING

GRAPH THEORY

DATABASE REPLICATION

DATABASE REPLICATION

RUMOUR MONGERING

THE MATHEMATICAL THEORY OF EPIDEMICS

NORMAN T. J. BAILEY, M.A.

Reader in Biometry, University of Oxford;
Formerly Statistician to the Medical School,
University of Cambridge

LONDON
CHARLES GRIFFIN & COMPANY LIMITED

DATABASE REPLICATION

EPIDEMICS

SO EVERYTHING IS A METAPHOR?

I DON'T BELIEVE YOU

DISTRIBUTED SYSTEMS METAPHORS

Whenever ***nodes*** need to ***agree*** on a common value, we start a ***consensus*** algorithm to ***decide*** on a value. There's usually a ***leader*** process that takes care of making the final decision based on the ***votes*** it has received from its ***peers***.

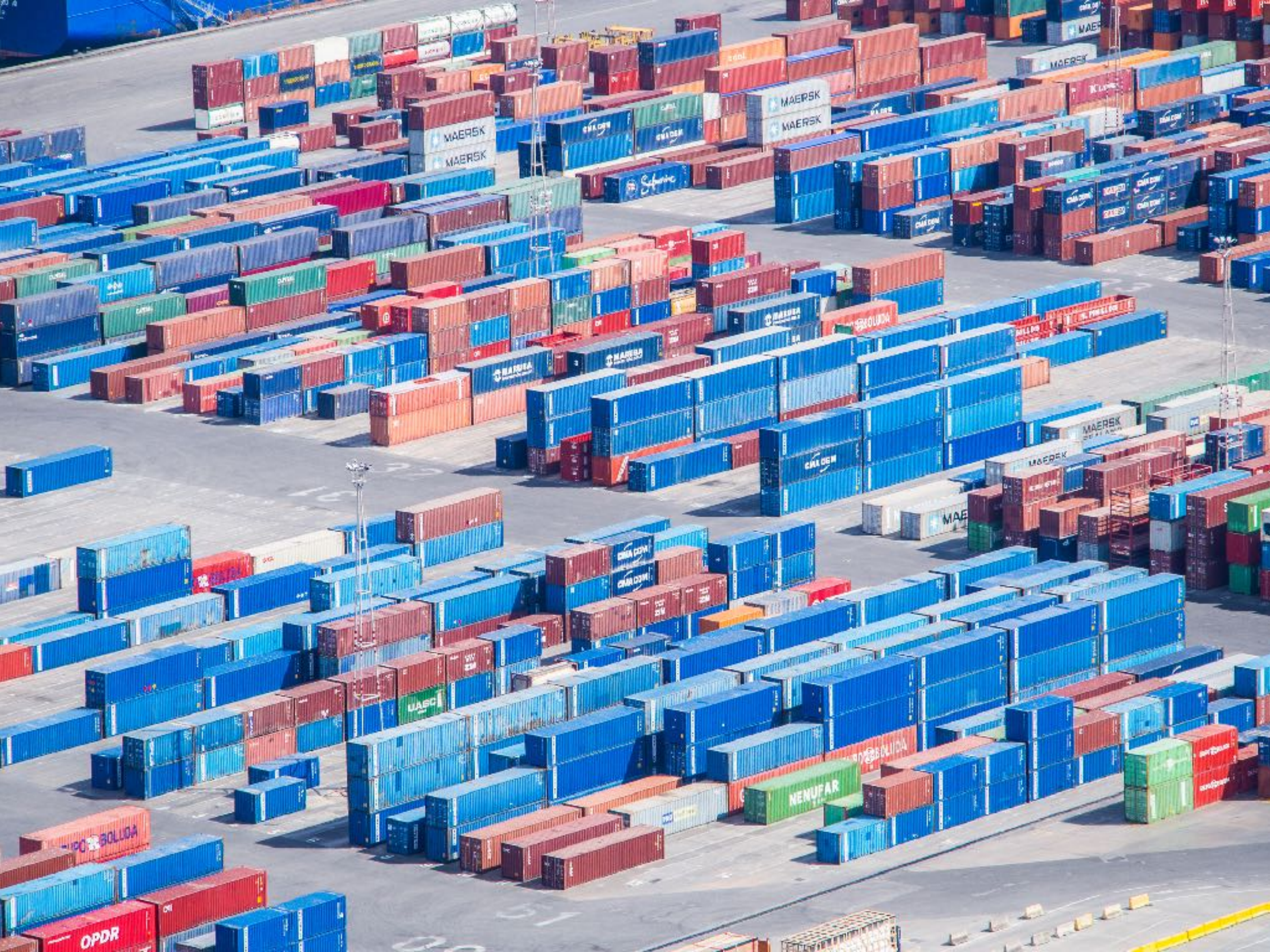
DISTRIBUTED SYSTEMS METAPHORS

Nodes communicate sending ***messages*** over a ***channel***, which might get ***congested*** due to ***too much traffic***. This could create an information ***bottleneck***, with ***queues*** at each end of the ***channels*** backing up.

DISTRIBUTED SYSTEMS METAPHORS

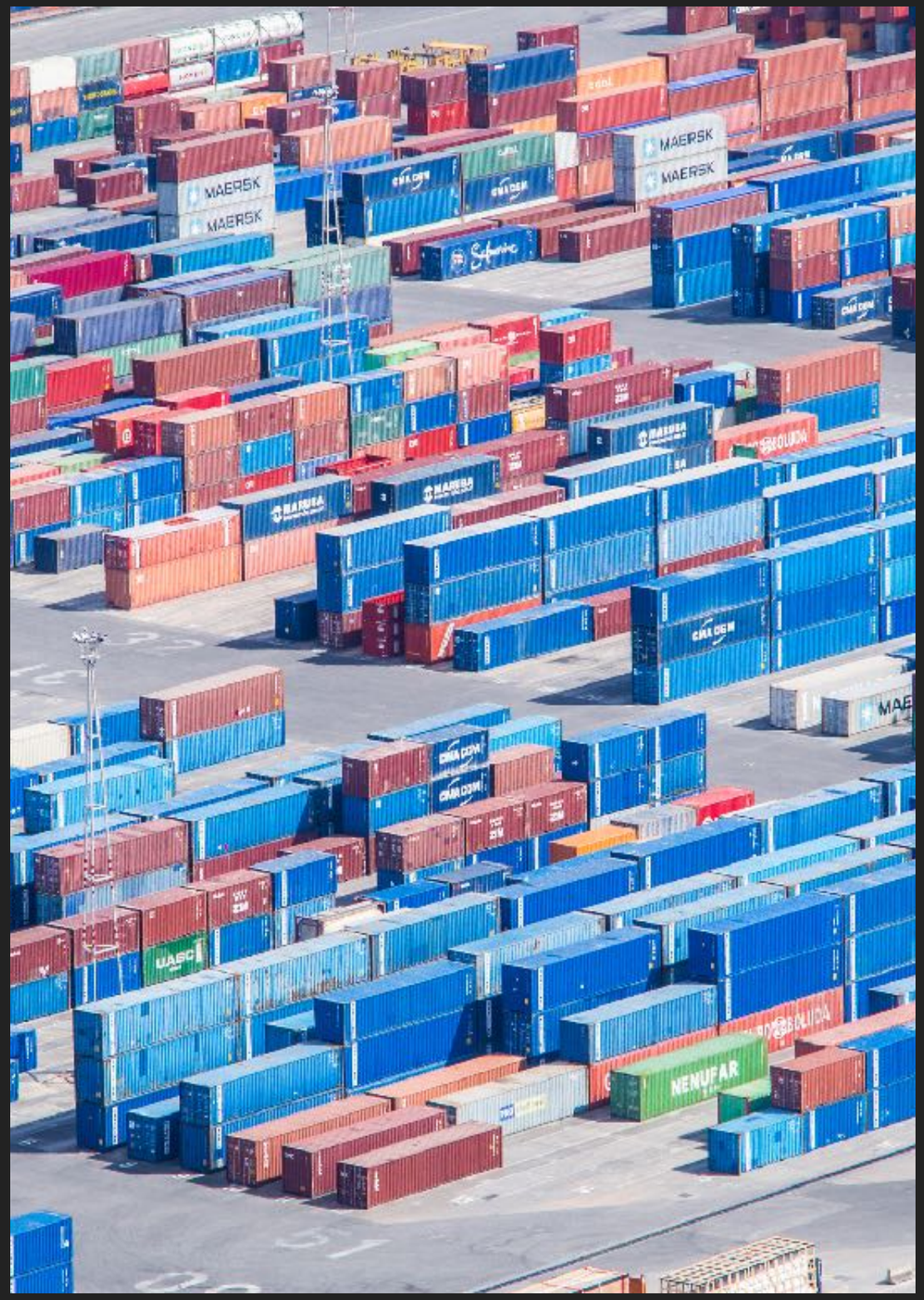
These ***bottlenecks*** might render one or more nodes **unresponsive**, causing ***network partitions***. Is the process that's taking too long to ***respond dead***? We won't know unless we set a timeout...

BUZZWORDS

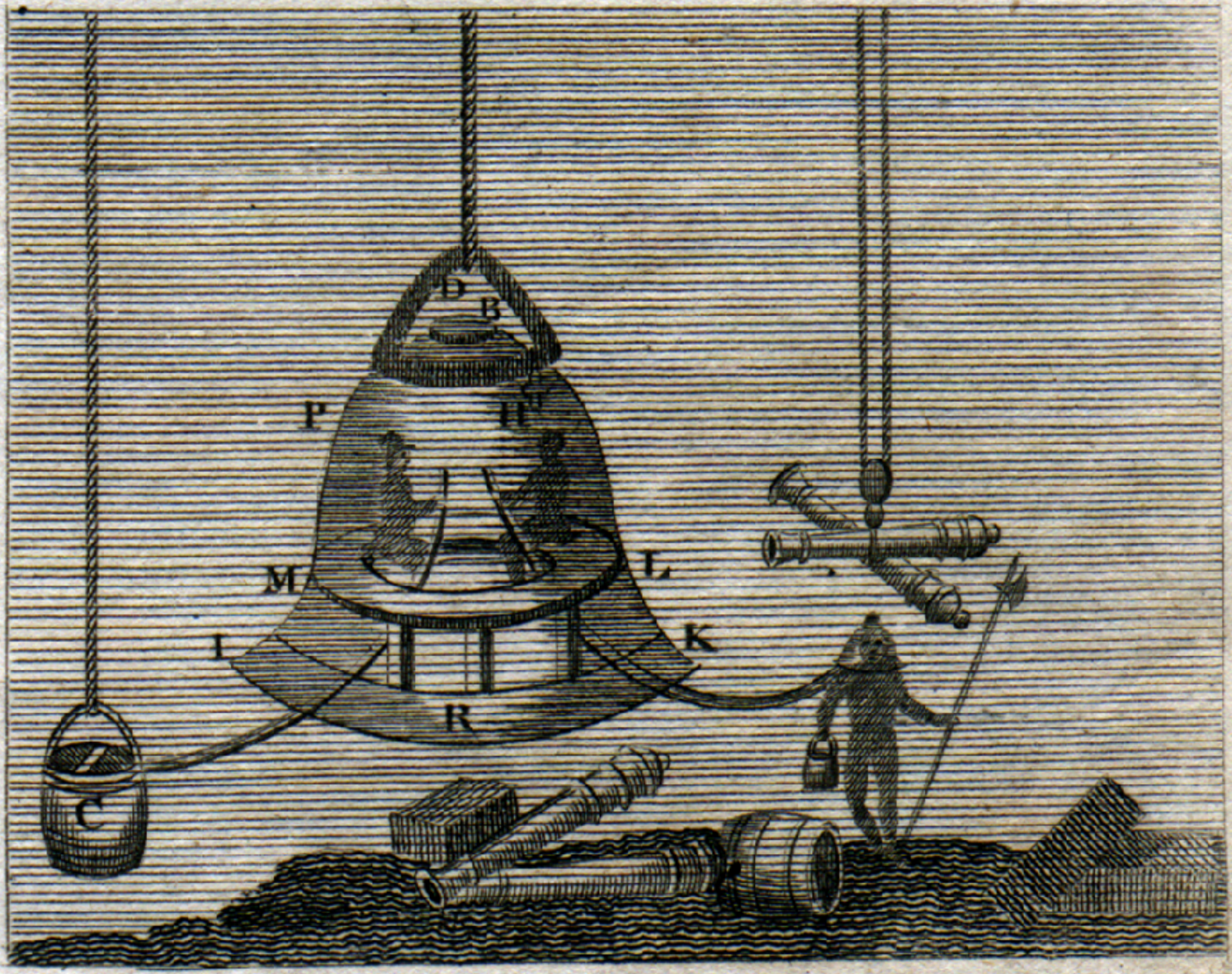

MAERSK
MAERSK
CMA CGM
Safmarine
HAMBURG SUD
UASC
NENUFAR
OPDR

CONTAINERS

- Standard
- Ship Anywhere
- Train, Ships, Trucks
- Stackable
- Reusable



Halley's Diving Bell.



Microservices

a definition of this new architectural term

MICROSERVICES

25 March 2014

James Lewis

James Lewis is a Principal Consultant at ThoughtWorks and member of the Technology Advisory Board. James' interest in building applications out of small collaborating services stems from a background in integrating enterprise systems at scale. He's built a number of

Contents

Characteristics of a Microservice Architecture
- Componentization via Services
- Organized around Business Capabilities
- Products not Projects
- Smart endpoints and dumb pipes
- Decentralized Governance
- Decentralized Data Management
- Infrastructure Automation
- Design for failure
- Evolutionary Design

MICROSERVICES

- Decentralised Governance
- Monolith vs. Microservice
- Isolation
- Collaboration
- Small is better - Big is cumbersome
- David vs. Goliath

BRING POWER BACK TO THE DEVELOPER AND THE DEVELOPER WILL MAKE YOU A KING

ERLANG ANYONE?

"IN ANOTHER DIRECTION, ONE COULD ARGUE THAT MICROSERVICES ARE THE SAME THING AS THE ERLANG PROGRAMMING MODEL, BUT APPLIED TO AN ENTERPRISE APPLICATION CONTEXT"

WHAT'S ERLANG'S ELEVATOR PITCH?

MASTER THE ART OF METAPHOR SELECTION

FIRST GET PEOPLE TO UNDERSTAND THINGS

THEN EXPLAIN HOW THINGS ACTUALLY WORK

RABBITMQ

A JOB SERVER?

MASTER THE ART OF MEANING AMPLIFICATION

OUR PROGRAM IS THE METAPHOR FOR THE SOLUTION WE FOUND

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- Containers: https://flic.kr/p/nWLQxE

THANK YOU!

@old_sound