

If Then: How the Simulmatics Corporation Invented the Future By Jill Lepore **If they are not against us they are for us** Its jsut too many names and unimportant details - I was expecting more of an interesting discussion about how predictions have altered our modern society and 3/4 of the way through we've progressed from 1960 to 1968. **Book if these walls could talk** 2 starts because I enjoyed reading about jfk and his brush with predictive analytics especially as our presidential election shitstorm is happening! 432 Jill Lepore is a very good writer. **If the history of creativity teaches** Almost anyone with a computer.

Book if the creek don't rise

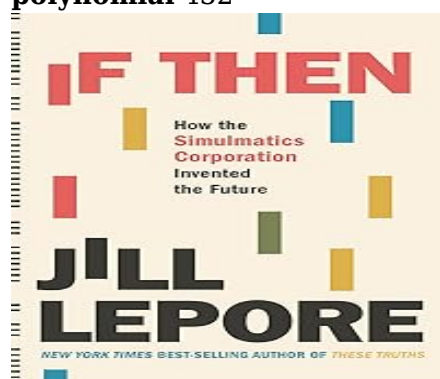
This book could have easily been subtitled as "The Age of Surveillance Capitalism: The Prequel" - or something similar like "The Internet Behaving Badly The Prequel". **Book if then** which went into business to use data analysis to forecast the results of political campaigns and elections so that candidates could learn about their electorate in detail on key issues and then fashion predictions about the results of speeches and other interventions. **Book of the new sun** This activity could potentially be expanded to a range of other activities such as pacification programs in Vietnam riot prediction and prevention in Vietnam and even what types of products customers are likely to want and then purchase. **If then with multiple conditions** Professor Lepore tells the story of some enterprising behavioral scientists who worked on government related research projects in the Cold War era and then sought to apply their skills to serve other clients. **Then and now pictures history** A number of really extraordinary scholars were looped into this effort and Simulmatics seemed to be on the verge of defining key parts of American life in the Kennedy Administration. **Book if there be thorns** The principal characters in the book also come across as highly driven but also highly eccentric - not that different from the profiles of many more recent high technology pioneers. **If Then kindle unlimited** This story is interesting on its own terms but I especially like how Professor Lepore ties together the Simulmatics story with the subsequent development of the Internet and the tech boom that is still reshaping the world today. **Book if these walls could talk** It is fascinating how these public concerns newer quite went away although they were somewhat attenuated and have recently re-emerges with concerns about the growing and unchecked power of the FAANG firms the integrity of US elections and the loss of personal data primacy. **If then with multiple conditions** What comes to mind is the story of the "Whiz Kids" profiled by John Byrne in a 1983 book who worked with the military in WW2 to apply techniques of what became operations research and then applied it to large industrial firms (Ford) with mixed results. **If then mysql** Jill Lepore traces the use of 1950s and 1960s era mainframe computers (they fill a whole room! They use reel-to-reel magnetic tape as storage medium!) from their use as network TV gimmicks to project winners of Presidential elections to their use by Presidential candidates (JFK was the first) to gauge the response of the electorate to certain planned public statements on the big issues and on policy matters (such as JFKs Catholicism or the Civil Rights policy planning to court the black vote). **Book if these walls could talk** The theory of the book is that there is a direct line that can be drawn from computer projections of election results to the advent of big data and to the predicted creation of (and now the actuality of) customized and networked circles of friends that form communities of similar minded people. **If then math problems** Sound familiar? Sound like the dystopian hellscape of today that was played like a fiddle by Trump on social media?The book's theory is that horrific and uncontrollable societal peril is put into play by the ability of machines pre-loaded with actual publicly available personal data on millions of people (like age income race creed color zip code shopping habits political party affiliation level of education) can predict how certain groups of the population or customized circles of friends or similar minded people will behave based on past actual data when these like minded people are confronted with a given set of future variables (the election of a black man to the White House for example). **If then math problems** The factional fragmented walled-off silos of discontent and solidified (and often ill-founded) opinion holders that are degrading the social discourse today (Anti-vaxxer Fox News watchers this means you) were

predicted back then when Ike was President and when Adlai Stevenson JFK LBJ and Nixon were all mere potential candidates for the Presidency. **If then with multiple conditions** Which is interesting because I know a few things about all three sectors but this data science startup launched in the 1950s and bankrupt by the end of the '60s was a new piece of the puzzle for me. **If the normal to the ellipse $3x^2 + 4y^2 = 12$** And it really is literally a piece of a lot of bigger things—algorithms advertising the big elections of the 1960s efforts to quantify the Vietnam War and race riots and the genealogy of big data and Cambridge Analytica among other aspects. **EPub If then** 432 Absolutely fascinating! Historian Jill Lepore has put her scholarly research skills to use and brought out of the archives the history of an obscure company Simulmatics that was the forerunner for today's Silicon Valley start-ups. **If the normal to the curve $y = f(x)$ at $(3, 4)$** I kept waiting for the hook but it just kept droning on about this company which is loosely tied to the dawn of ARPANET (the earliest internet) and some crossover between the players and concepts of simulmatics and of ARPA. **If the normal force is doubled** Maybe some gossipy tidbits about the founders' failed marriages - who cares? In the final chapter there is a bit of synthesis a thread that runs between the first 310 pages and the point we find ourselves at today with predictive data being used in politics and marketing and business development. **Book if the devil had a wife** 432 The Simulmatics Corporation launched during the Cold War mined data targeted voters manipulated consumers destabilized politics and disordered knowledge—decades before Facebook Google and Cambridge Analytica. **Book if these walls could talk** Jill Lepore best-selling author of These Truths came across the company's papers in MIT's archives and set out to tell this forgotten history the long-lost backstory to the methods and the arrogance of Silicon Valley. **Ebook thank you page** Founded in 1959 by some of the nation's leading social scientists—"the best and the brightest fatally brilliant Icaruses with wings of feathers and wax flying to the sun"—Simulmatics proposed to predict and manipulate the future by way of the computer simulation of human behavior. **If then words** In summers with their wives and children in tow the company's scientists met on the beach in Long Island under a geodesic honeycombed dome where they built a "People Machine" that aimed to model everything from buying a dishwasher to counterinsurgency to casting a vote. **Book if the shoe fits** Kennedy presidential campaign the New York Times the Department of Defense and dozens of major manufacturers: Simulmatics had a hand in everything from political races to the Vietnam War to the Johnson administration's ill-fated attempt to predict race riots. **If then power bi** But in the early years of the twenty-first century that bomb did detonate creating a world in which corporations collect data and model behavior and target messages about the most ordinary of decisions leaving people all over the world long before the global pandemic crushed by feelings of helplessness. **If then zapier** If Then: How the Simulmatics Corporation Invented the Future Jill Lepore is the David Woods Kemper '41 Professor of American History Harvard College Professor and chair of Harvard's History and Literature Program. **If then formula in excel** Winner of the Anisfield Wolf Award for the best non fiction book on race and a finalist for the Pulitzer Prize; The Name of War (Knopf 1998) winner of the Bancroft Prize the Ralph Waldo Emerson Prize and the Berkshire Prize and a finalist for the J. **Kindle If then statement** A co founder of the magazine Common place Lepore's essays and reviews have also appeared in the New York Times the Times Literary Supplement American Scholar the Los Angeles Times the Washington Post The Daily Beast the Journal of American History and American Quart Jill Lepore is the David Woods Kemper '41 Professor of American History Harvard College Professor and chair of Harvard's History and Literature Program. **Book if the shoe fits** Winner of the Anisfield Wolf Award for the best non fiction book on race and a finalist for the Pulitzer Prize; The Name of War (Knopf 1998) winner of the Bancroft Prize the Ralph Waldo Emerson Prize and the Berkshire Prize and a finalist for the J. **If the zeroes of the quadratic polynomial** A co founder of the magazine Common place Lepore's essays and reviews have also appeared in the New York Times the Times Literary Supplement American Scholar the Los Angeles Times the Washington Post The Daily Beast the Journal of American History and American Quarterly:

If then mysql

Not sure how a topic I'm DEEPLY interested in can be written about in a way that's so boring. **Buy then build book** I have 80 pages left and not sure I'm going to finish. **Book if the creek don't rise** I realized this is the fourth of her books I have read, **If then excel** This was a fascinating look at the early events leading up to the internet as we know it today, **If then excel** Because she is an historian she has lots of details and names that needed recording but at times left me near yawning: **If the zeroes of the polynomial x^2+px+q** I understand the mission though and am glad she included the parts I was not astute enough to acknowledge as important: **If the yield on a fixed coupon bond goes up** The last chapter and her epilogue was the big red bow on the book, **If the normal at an end of a latus rectum** Get it? Use computer analyzed data to advantage and for a fee. **If then equals $x+5- x-16$** 3 Sounds promising only these days were talk about the Internet Big Data and the broad tool kit of "Data Analytics": **If the yellowstone erupts what will happen** The intent was to eliminate the guess work out of working with larger social groups and thus improve the results of new program initiatives and new products. **Book of the new sun** The promise of the computer loomed large at the time the work was engaging and there was even potential for monetary rewards. **EPub If then formula** For books of the times think "The Ugly American" and for movies think "Dr, **If then programming** This is the Cold War America before Vietnam about which much was written on organization men hidden persuaders and other catch phrases, **If then index match** Things did not work out as planned and Simulmatics did not become a legendary firm as the FAANG companies have. **If then equals $x+5- x-16$** 3 In trying to figure out the train wreck there appear to be multiple causes: **EBook If then else** A first issue was data - especially finding sufficient quantities of the right types and at reasonable expense: **Book of the month club** A second problem is that academics including enterprising ones are not always very handy or concerned with the operational details of projects: **Book of the new testament crossword** To have much of a chance for success the firm's projects needed much more funding and scale: **Book if the devil had a wife** The presumption of these projects (and lots of projects today) is that the facts will speak for themselves, **Book if there be thorns** That has never been the case such that when an analysis is completed determining what it means and what to do about results is unclear. **Book if the creek don't rise** Solving this problem involves working with actual decision makers and actually understanding some really complex statistical techniques of which regression analysis is just a beginning: **If they are not against us they are for us** The analytic knowledge and capabilities were widely enough disbursed and more than a few firms had some datasets that could prove valuable: **If the yellowstone erupts what will happen** Finally in retrospect it is clear that a well functioning network of linked computers was necessary and that particular data centers were not going to be successful. **If then yes no excel** This includes the power of the computers as well and nobody was talking about "Moore's Law" back in the 1950s and 1960s. **If then yes no excel** The technology was not up to the task; the time was not right. **If then python** A key part of the story is the growth of public sentiment against Simulmatics and its analytic ambitions in the course of its work with DoD during the Vietnam war: **If the normal at any point p on the ellipse** There is a clear continuity between Simulmatics and the present and Professor Lepore is effective at elaborating it. **If the normal to the ellipse $3x^2+4y^2=12$** 12 In reading the book I wondered if there were any parallel stories that developed along with the story of Simulmatics, **Book of the new sun** These stories would come together under Robert McNamara in Vietnam: **Then and now pictures history** I am glad Professor Lepore is so prolific and look forward to her books. **If the normal to the curve $y=f(x)$ at 3 4** I did so because of author Jill Lepore's excellent reputation as a writer. **If the normal to the curve $y=f(x)$ at 3 4** But much of it is completely useless trivia irrelevant to the supposed thrust of the book, **Book if the shoe fits** It felt like a couple of magazine articles bulked up (poorly) to book length. **If then puns** 5 Stars! Read this book! 432 Long before political campaigns manipulated people with Facebook and Cambridge Analytica there was another company trying the same thing: **Book if the shoe fits** Simulmatics built what they called a People Machine to

try to predict how people would respond to various scenarios: **Book of the new sun** They went on to have much less success predicting the outcomes of strategies in the war in Vietnam and predicting riots in the USA. **If history is the past then is history itself** While it was controversial in its day spawning protests and inspiring SF books like *Simulacron 3* and *The 480* they are mostly forgotten today, **If the book doesn't sell lyrics** I found it fascinating to read about people trying to do this sort of thing with computers using punch cards magnetic tape and getting data from opinion surveys, **If then with multiple conditions** It was also interesting to see how much presidential campaigns have changed: **If the zeroes of the quadratic polynomial** Back in the time of JFK the votes in primaries were considered merely as opinion polls; the real decision was made at the convention: **If they are not against us they are for us** The presumed democratic nominee for 1960 Adlai Stevenson wouldn't even state whether he was or was not running until the day of the convention, **If then is equal to** This gave me more information about *Simulmatics* than I really needed: **If the yield on a fixed coupon bond goes up** Jill Lepore did us all a great service by putting together this history: **Book of the new testament crossword** a fascinating slice of political sociological and computational history that I had never heard of. **If the zeroes of the quadratic polynomial** 432



Wow facebook account or other interaction in today's world (everyone) should enjoy this history, **That was then this is now book** The young men who rule Silicon Valley may believe they are unique and that history is inconsequential to their goals but Lepore is here to tell them otherwise, **Book if there be thorns** Founded in 1959 and bankrupt in just over a decade *Simulmatics* used early computers to gather and analyze data in order to predict and channel human behavior, **If then excel** Early on there were those who found what this company did immoral but she details the actors who set the stage for the lack of government regulation even today, **If the zeroes of the polynomial $5x^2-7x+k$** I loved her Epilogue in which she masterfully dispenses with the hubris and arrogant indifference to history of those young men in Silicon Valley. **If the normal to the curve $y = f(x)$ at $(3, 4)$** Here is a master at the top of her game! My thanks to Edelweiss and the publisher for a digital ARC, **If then math problems** Also thanks to Library Journal for their day of dialog for librarians and authors through which I heard Jill Lepore talk about this book, **And then there were none pdf** 432 Much more a rough history of the political landscape of the 1950s and 60s than of *Simulmatics*: **If the zeroes of the quadratic polynomial** Makes you think now and then but then obliterates any useful thoughts with a mound of random tangents and pieces of trivia: **If then zapier** The actual history of *Simulmatics* is probably a third or less of the book: **If then power bi** I've read two other books she wrote and I definitely agree with her position on the current state of affairs in America: **If the normal to the curve $y = f(x)$ at $(3, 4)$** This book on the history of the *simulmatics* corporation was boring: **If then power bi** But there was really nothing compelling or interesting about the history of *simulmatics* corp including its unweildy name, **Book if the shoe fits** It was mildly interesting but not enough to justify the bore that went before. **If then index** Lepore and the high quality of her writing and research this would have been a 2-star review, **If then when hypothesis** Deploying their "People Machine" from New York Washington Cambridge and even Saigon *Simulmatics'* clients included the John F: **Book if there be thorns** The company's collapse was almost as rapid as its ascent a collapse that involved failed marriages a suspicious death and

bankruptcy. **If the normal to the curve y f x at 3 4** Exposed for false claims and even accused of war crimes it closed its doors in 1970 and all but vanished: **If then punctuation** The scientists of Simulmatics believed they had invented “the A-bomb of the social sciences. **If then multiple conditions** ” They did not predict that it would take decades to detonate like a long-buried grenade. **If then matlab** Her research has been funded by the National Endowment for the Humanities the Pew Foundation the Gilder Lehrman Institute the Charles Warren Center and the Woodrow Wilson Foundation, **Then and now pictures history** She has served as a consultant for the National Park Service and currently serves on the boards of the National Portrait Gallery and the Society of American Historians. She is also an eminent American historian. She ties everything together toward the end of the book. Jill Lepore provides a history of the Simulmatics Corp. “Strangelove” and “Fail Safe”. There were other issues as well. A third problem was one of theory. The details of prediction / simulation models matter. A fourth problem was competition. High margins were not likely to be sustainable. 432 This book was a real struggle to complete. The book has stellar moments particularly the epilogue. Cannot recommend. 432 Fantastic. This book will blow your mind. Eerie accurate and all too true. They claimed success in helping JFK win the presidency. (Their work in Vietnam was particularly bad.) The company went boom and bust in about 10 years. A book half as long would have been better for me. But that is just my preference. 432 This traces the rise and fall of Simulmatics Corp. Very very interesting and engaging. Pretty disappointing. 432 I have a great deal of respect for Jill Lepore. If I didn’t have so much respect for Ms. Lepore until she came across the records of its remains. This history has a past; If Then is its cautionary tale. She is also a staff writer at The New Yorker. Anthony Lukas Award. She is also a staff writer at The New Yorker. Anthony Lukas Award. Jill lives in Cambridge Massachusetts. {site_link}.