

Deep Match-Making

Relationships, Communities & Political Parties

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“Electricity will take the place of God. Let the peasant pray to electricity: he’s going to feel the power of the central authorities more than heaven.”

Vladimire Ilyich Lenin

1918

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Introduction

It's agreed by many that the web has not lived up to early expectations of it. At the Web Summit in Lisbon in November of 2018, founder of the web Tim Berners-Lee called for a new "Contract for the Web," based on access for all and the fundamental right to privacy, among other things. In a *New York Times* editorial in December of 2018, As Berners-Lee said, "The web has been hijacked by crooks and trolls who have used it to manipulate people all over the world." He cited examples such as the dark web, cyber-crime, fake news and personal data theft. In January of 2019, he urged the global elites at the World Economic Forum in Davos to join the fight against the "polarization" of online debates. He called for discussion platforms that connect people with different opinions and backgrounds, contrary to today's common practice of creating online ghettos, filter bubbles and feedback loops where people rarely encounter opinions different from their own.

One of the early expectations of the web was that it would allow people to connect in new ways. While this has certainly happened, connection has come at the expense of privacy. Certainly, one of the grand achievements of the digital age is the ability to match people with products. This comes as little surprise to inhabitants of modern culture as we experience this match every day in hundreds and even thousands of instances. What is surprising is that digital matching technology has little interest in matching people with people.

This book discusses the early years of matching people together in the American dating industry and modern versions of this matching-making industry. It looks at the spread of match-making away from dating into areas like peer-to-peer communication, connected-communities and into the employment industry.

In the end, the book argues the real potential and power of match-making has barely been touched. A number of economic and political reasons are behind this lack of interest in matching people. For one, there is currently no real economic "value proposition" for matching people with people. Yet another, more subtle reason, is that modern political power is based on dividing rather than matching people.

1. Early Days of Match-Making

Los Angeles in the 70s and 80s

Referred to as “Escort Services” in the Yellow Pages

Wasn’t a category for “Match-Making” or “Dating”

Finding a matching partner at this time (70s & 80s) involved around three major areas it seems to me, these early years of the dating industry in Los Angeles in the 70s and 80s.

- Friends, lucky meeting, introduction of friends ... the kind you would constantly meet at certain organizations because parents were members of the organization and young people were introduced this way.
- Hanging out in fern bars of the 80s

Henry Africa’s & Perry’s in San Francisco

- Great Expectations & Video Dating (Attempts at contact rather than hanging out at bars. The possibility that one’s presence could be recorded and seen by as many as want to see it. The possibility that the client could watch the tapes of others on the screens inside the various franchises of the dating service around the nation. The physical location of the dating service franchise was somewhat similar to a television station or a subscriber type access to much information about various people. It didn’t take the time and expense of that first date at some low light bar. A client of the dating service would come to record and review what recorded. This had of course the benefit of capturing a few minutes of the client live on video. It was the early years of video and this idea was a novelty.

Concept/Vision of Founders

Business idea – Matching people together through modern technology. Here, the technology of the Video.

Live video recording at a central location

Two-minute “infomercials” before infomercials invented. Selling oneself on video to members of dating company (Later taken over by networks like QVC of Gunthy/Renker) A growing inner network of franchises in the company and client/members of the franchises.

Publicity

Robert Altman film *The Perfect Couple* based on the founders of the dating industry. Inspiration & model for early television shows like *The Dating Game* and shows like today’s Bachelor and 90 Day Fiancée.

2.Evolution of Match-Making

Dating (Matching people with people)

Popular modern dating sites like Match.Com and EHarmony are very different from the video dating in the early years of match-making. However, in many ways, they have not changed all that much. Although computers and Internet are involved now, dating sites are still represent finite universes of subscriber/customers to the services of the dating company.

Migration to Other Areas

Peer-to-Peer Communication (Matching computers with computers)

Computer networks in which each computer can act as a server for the others, allowing shared access to files and peripherals without the need for a central server. Development of cloud computing takes data off personal computers and puts it back into central repositories controlled by corporations.

Employment (Matching people with corporations)

3.Relational Databases

Major Technology Innovation in Match-Making

Relational databases

Definition: A **relational database** is a digital database based on the relational model of data, as proposed by E. F. Codd in 1970.^[4] A software system used to maintain relational databases is a relational database management system (RDBMS). Virtually all relational database systems use SQL (Structured Query Language) for querying and maintaining the database. This model organizes data into one or more tables (or "relations") of columns and rows, with a unique key identifying each row. Rows are also called records or tuples.^[5] Columns are also called attributes. Generally, each table/relation represents one "entity type" (such as customer or product). The rows represent instances of that type of entity (such as "Lee" or "chair") and the columns representing values attributed to that instance (such as address or price).

Basics of relational databases

<https://www.ibm.com/ibm/history/ibm100/us/en/icons/reldb/>

https://en.wikipedia.org/wiki/Relational_database

<https://computer.howstuffworks.com/question599.htm>

<https://docs.oracle.com/javase/tutorial/jdbc/overview/database.htm>

1

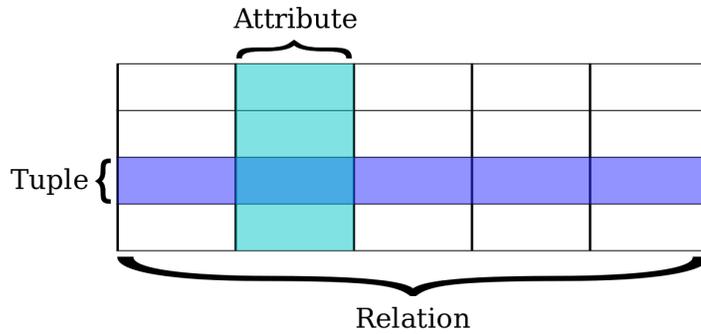


Figure 2 – Aspects of a Relational Database

Corporate/Government Ownership of databases

Product Matching – Not People Matching

Google – *Advertisement* of product in internet interaction/surfing/search

Amazon – *Purchase* of product via Internet site

Political Matching

Voters with candidates

4. Artificial Intelligence

Definition

A branch of computer science dealing with the simulation of intelligent behavior in computers
the capability of a machine to imitate intelligent human behavior

the theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

The modern definition of artificial intelligence (or AI) is "the study and design of intelligent agents" where an intelligent agent is a system that perceives its environment and takes actions which maximizes its chances of success.

John McCarthy, who coined the term in 1956, defines it as "the science and engineering of making intelligent machines."

The Big Nine

5.Digital Data

Data fields in relational databases

Saying/Looking & Doing

There are two ways of judging or evaluating people: by what they say, how they look and by what they do.

Words

What people say has certainly been the standard and traditional way of evaluating people. But how they look (race, nationality, gender) play a growing predominant part in our era of fervid identity politics. Ultimately, this has been the major method for classifying populations, communities, cities and nations.

Within the area of what people say involves both their speech and writing. Speech takes place in personal, social situations and public contexts. It is face-to-face or through various media like over phones or on YouTube. In social speech, it has various languages and dialects. Within all of this, a person uses a certain number and type of language elements such as pronouns, nouns, adjectives and adverbs. The other night I listened to a fascinating talk on how to determine deception if written or spoken words by the world's great deception expert Peter Hyatt. There are also other things to consider in this area like the main subjects of speech and writing.

As the world becomes more modern and sophisticated, capitalism and government has had to become better at using words of deception. A modern culture in a later stage of capitalism has become cynical and suspicious of being lied to like in the past. It is difficult to attempt to rule the nation or sell products without using words and speech of deception these days in the modern, wise, consumer culture of America. Consumer culture of political narratives and the "products" the narratives are selling.

Actions

An incredible new digital realm exists for evaluating people not by what they say or write, but by tracking, quantifying and classifying a person's digital actions.

A brief example might prove illustrative here. Consider four of the world's leading match-making businesses in our modern era: Great Expectations, Match, It's Just Lunch and EHarmony. The mother ship of the dating industry was Great Expectations, the first attempt to separate the idea of dating from the "escort" industry.

All use words and speech to evaluate subscribers to their site. Now, consider a dating site that does not only rely on words and speech to define a client to be matched up with another client. Rather, the site also takes into consideration the digital actions of both clients.

Once, in the early years of civilization, a person was defined by their basic physical actions. Gradually, physical actions came to be identified with various elements of that discipline called sociology. Classifications and markets were drawn up. Political districts.

Today, modern people are really defined by the type of digital actions they have taken. Why is this simple observation little recognized today? Does it threaten to truly unit the groups within America in a new way? Might connecting via digital actions discover entire new coalitions within America?

The possibilities for utilizing digital actions to define people for matching-making.

This area of digital actions I'm talking about has had – surprisingly – little study.

Relational Databases

Rather than attempt to match groups together through traditional means of words modern data bases match through actions

Digital Data

Social Media Data

FaceBook

Number of mutual friends

LinkedIn

Twitter

Instagram

Pinterest

YouTube

Vimeo

Personal Computer Data (Assume most data transferred to smartphones)

Libraries on Computers

Songs

For example, consider music libraries of songs. The point would be to match similar music libraries between two people as a method for matching their interests and compatibility. The thought is that music is a very personal choice and reveals more of a person than word choice (via writing or speech). The similarity in music genres could be compared.

Photos

Videos

Games

Names

Bookmarks

Activities on Internet

History of sites visited (usually one week of search held)

Messages

Received

Sent

Mailing Lists Maintained

Smart Phone Data

Applications

(Most personal computer data above transferred to smartphones)

Word Search Data

Held by search engines like Google

Article on early years of word search and Google in *First Monday* article of of 2003.

<https://firstmonday.org/ojs/index.php/fm/article/view/957/878>)

Shopping Data

In Store

Groceries

Retailers

Online

Amazon

Other Online Retailers

Media Data (Watching & Listening)

Viewing Data

Television programs watched

Listening Data

Radio shows streamed

Music services like Spotify

Media Mix of Data

Television

Radio

Smartphone

Computer

Media Nations

See the manuscript at

<https://greathousestories.files.wordpress.com/2015/12/media-nations-pdf.pdf>.

GPS Data (Places visited)

Smartphone data

Rating Digital Data

All data not equal

Some data more important for person-to-person matching

Priority system developed?

6.Data Profiles

7. MatchMaking Potential

Far beyond original dating industry and person-to-person matching for personal relationships.

Rather, involves finding hidden commonalities in groups of people.

Potential to restructure political parties or found new parties based on digital data.

Potential to create new communities

Potential to restructure nations

8. Fear of Match-Making

Holding back the potential of using modern technology to match people are a number of things.

Proprietary Information

The possessor of the type of digital data are the large private Internet companies such as Google, Amazon and FaceBook and the government in organizations like the CIA.

Economics

No realistic value proposition developed of matching people other than subscription fees to dating sites

Politics

Political power is the real force against the failure of match-making to find application in a person-to-person context. While economics has yet to find a value proposition for person-to-person matching, the real reason is that the ability of people to match with others goes far beyond its roots in the dating industry and threatens government power. In this sense, p2p matching is seen as much more than matching persons together but rather matching whole new groups together.

Modern government maintains power by dividing people not unifying people. Matching is a method for unifying and not dividing people and offers a method for a citizenry to find common connections in new ways not outwardly apparent from such actions as words, images, race, and traditional marketing classifications such as demographics and psychographics.

NOTES

As author Shoshana Zuboff explains in *The Age of Surveillance Capitalism*, “it is about the darkening of the digital dream and its rapid mutation into a voracious and utterly novel commercial project that I call surveillance capitalism.” She provides an abundance of information, insights, and counsel that she hopes will help those who read her book to contest and interrupt, then contain and vanquish an unprecedented threat to the human race. “At its core, surveillance capitalism is parasitic and self-referential. It revives Karl Marx's image of capitalism as a vampire that feeds on labor, but with an unexpected turn. Instead of labor, surveillance capitalism feeds on every aspect of every human experience.”

Amy Webb in *The Big Nine* shares comparable concerns about the potential threat: The possibility that nine “tech titans” and their thinking machines could “warp humanity.” They are Amazon, Apple, Facebook, Google, IBM, and Microsoft in the United States and Alibaba, Baidu, and Tencent in China. According to Webb, “the problem is that external forces pressuring the nine big tech giants - and by extension, those working inside the ecosystem - are conspiring against their best intentions for our futures. There's a lot of blame to pass around.”

“we’ve acquired a tremendous number of gadgets that generate data – our mobile phones, GPD devices, smart speakers, connected TVs and DVRs, security cameras, fitness trackers, wireless garden monitors, and connected gym equipment.” The Big Nine

AI has a consumerism model in the US and a government centralized model in China. Which one is best for humanity? Big Nine

“A company’s values act as an algorithm – a set of rules and instructions, which influence the office culture, leadership style, and play a big role in all of the decisions that are made, from the boardroom to individual lines of code.” Webb