

# How to Teach Love

# Agenda

1. A little about me and Flatiron School.
2. Why is learning to love important?
3. How can you teach someone to love?

# Hi, I'm Avi :)

## // FLATIRON SCHOOL

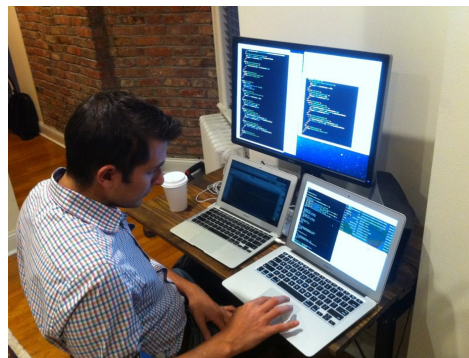
 Designer Pages

### System and method for identifying and retrieving targeted advertisements or other related documents

US 20100257049 A1

#### ABSTRACT

A computer system, computer program, and related methods product for selecting one or more targeted advertisements to be displayed along with a set



|                                                                                                   |                                                                 |
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| Publication date                                                                                  | Oct 7, 2010                                                     |
| Filing date                                                                                       | Aug 28, 2009                                                    |
| Priority date  | Apr 3, 2009                                                     |
| Also published as                                                                                 | <a href="#">US8392256</a> , <a href="#">US201WO2010115003A1</a> |
| Inventors                                                                                         | <a href="#">Avichai Flombaum</a> , .                            |

# Job Outcomes from Flatiron School

## TIME TO ACCEPTED JOB

Of the job seeking graduates placed<sup>6</sup>:

36%

PLACED  
30 DAYS

64%

PLACED  
60 DAYS

86%

PLACED  
90 DAYS

94%

PLACED  
120 DAYS<sup>7</sup>

99%

PLACED  
<120 DAYS

1% Remain job seeking beyond 120 days<sup>7</sup>.

N.Y. / REGION

## *Creating Unexpected Opportunities in a Recovering Economy*

Flatiron School Program Expands New York's Web Developer Ranks



Jahmil Eady, 25, is a web developer and graduate of the Flatiron School. Nancy Borowick for The New York Times

**WORLD NEWS** | Thu Feb 9, 2017 | 12:02pm EST

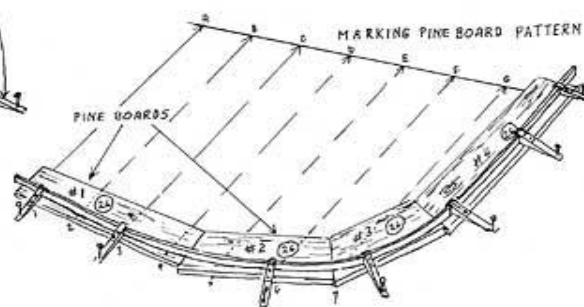
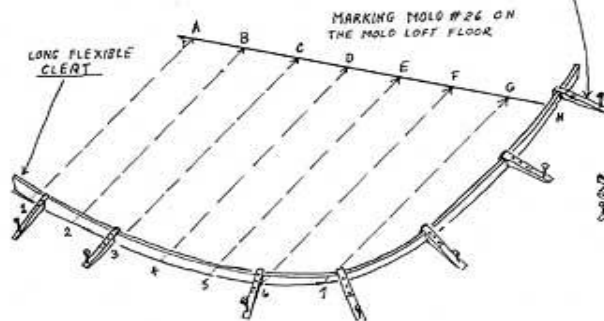
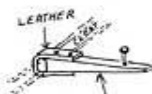
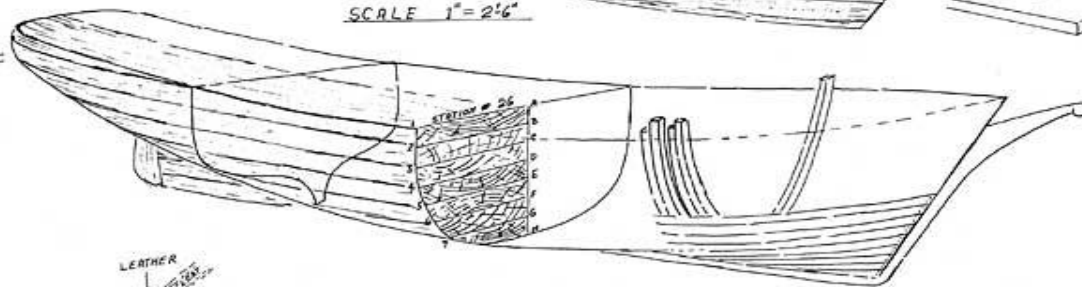
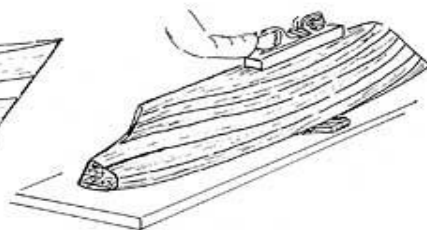
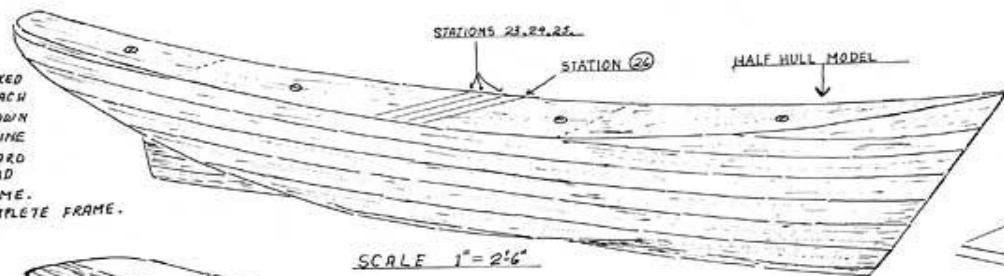
# Having fled fighting, Iraqis and Syrians learn to code



Having fled fighting, Iraqis and Syrians learn to code

# Why teach love?

HALF MODEL BOARDS WERE HELD TOGETHER BY SCREWS OR PEGS - EACH STATION WAS MARKED ON MODEL - MODEL WAS DISASSEMBLED - EACH STATION WAS SAWED UP 1" - 2 1/4" AND DRAWN ON LOFT FLOOR AND ON PINE BOARDS - PINE BOARD PATTERNS WERE TAKEN TO THE YARD WHERE FRAME SECTIONS WERE MADE AND NAILED TOGETHER TO COMPLETE THE FRAME. TWO IDENTICAL HALVES MADE ONE COMPLETE FRAME.



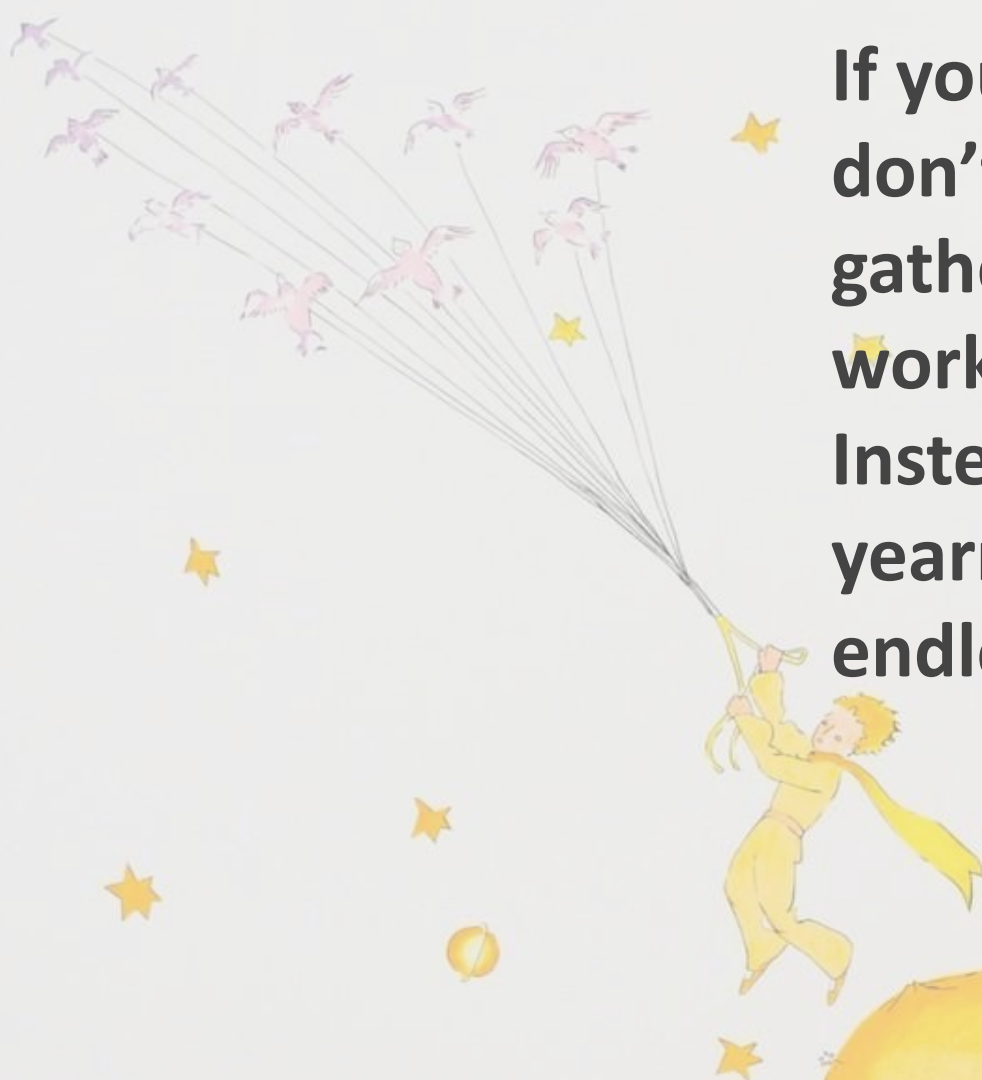
PINE BOARD PATTERN

MARKING PATTERN ON TIMBER

FRAME SECTION OF STATION 26



**If you want to build a ship,  
don't drum up the men to  
gather wood, divide the  
work, and give orders.  
Instead, teach them to  
yearn for the vast and  
endless sea.**



ALWAYS  
*Do What  
You Love*

W E W O R K  
S I N C E 2010

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**The more we learn to love,  
the more we can do.**



## Designer Pages

Helping designers find and **manage** product information.

**9,533** brands listing 200,000+ products

Search...



FOLLOW US



LIKE US

**L-Cube Collection** by Duravit >

At #neocon09, come to IIDA hq hear a presentation by the winner of the Student Sustainable Design Competition.

posted by IIDA\_HQ

I love the hanging lamp @ izzy on 11 @  
#NeoCon09

posted by kinfuk177

3rings: At #NeoCon09:  
Trompe L'oeil Croco-Tile at  
Hastings Tile and Bath: On  
the first two floors of Chic..  
<http://ping.fm/TI2HC>

posted by designmagazine



add and subtract  
So many color combos  
endless options. Allermuir  
8thfloor #neocon09  
<http://twitpic.com/7grp6>

posted by CHESCHIE2020



At #NeoCon09  
Archaeology's  
and Tile: Exploring  
misconceptions about the  
aesthetics of ..



“The best minds of my generation are thinking about how to make people click ads.”

Jeffrey Hammerbacher, Facebook

Popularity

Products

The "hits"

The Long Tail - niche content



Monetizing 4% of our searches wasn't going to work. How could we serve relevant ads on every search without having an advertiser bid on specific keywords?

"If there is no struggle, there is no progress. Those who profess to favor freedom, and yet depreciate agitation, are men who want crops without plowing up the ground. They want rain without thunder and lightning. They want the ocean without the awful roar of its many waters. This struggle may be a moral one; or it may be a physical one; or it may be both moral and physical; but it must be a struggle."

Frederick Douglass

Bid on Search Results instead of keywords.

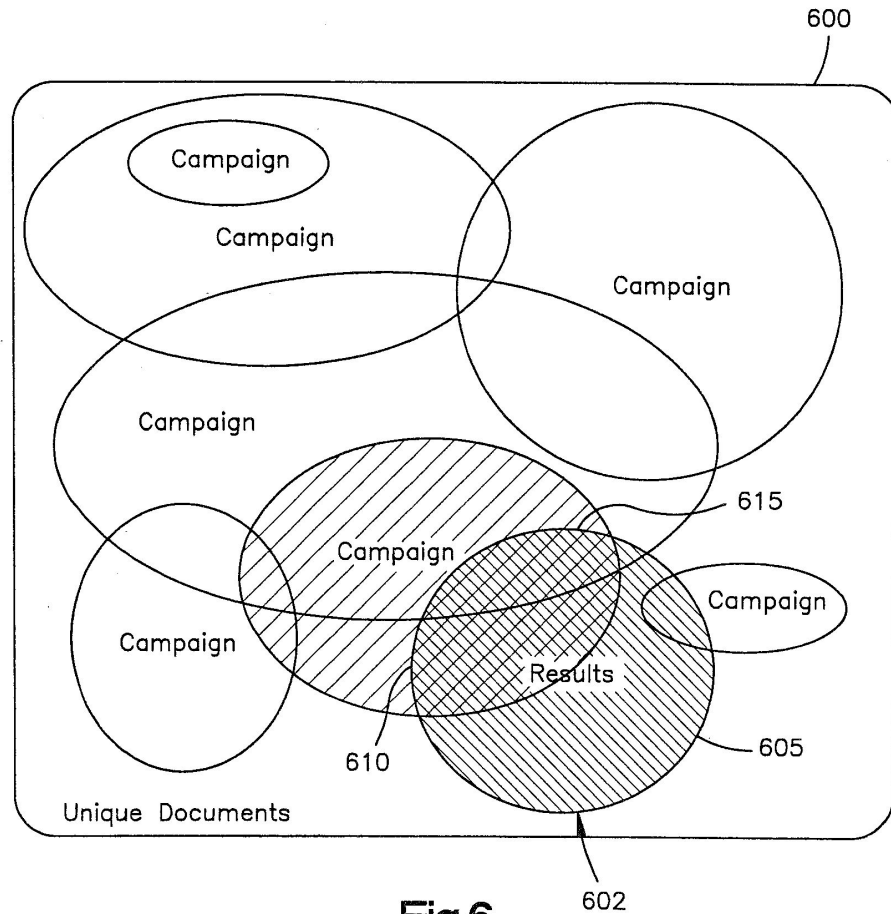


Fig.6

# Jaccard index

From Wikipedia, the free encyclopedia



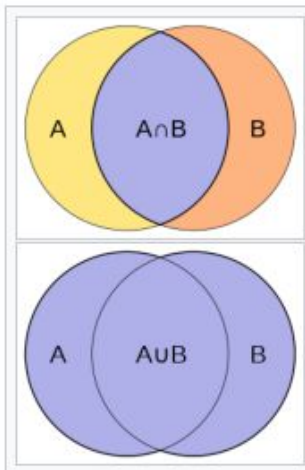
This article includes a [list of references](#), but **its sources remain unclear** because it has **insufficient inline citations**. Please help to [improve](#) this article by [introducing](#) more precise citations. (March 2011) ([Learn how and when to remove this template message](#))

The **Jaccard index**, also known as the **Jaccard similarity coefficient** (originally coined *coefficient de communauté* by [Paul Jaccard](#)), is a [statistic](#) used for comparing the [similarity](#) and [diversity](#) of [sample](#) sets. The Jaccard coefficient measures similarity between finite sample sets, and is defined as the size of the [intersection](#) divided by the size of the [union](#) of the sample sets:

$$J(A, B) = \frac{|A \cap B|}{|A \cup B|} = \frac{|A \cap B|}{|A| + |B| - |A \cap B|}.$$

(If  $A$  and  $B$  are both empty, we define  $J(A, B) = 1$ .)

$$0 \leq J(A, B) \leq 1.$$



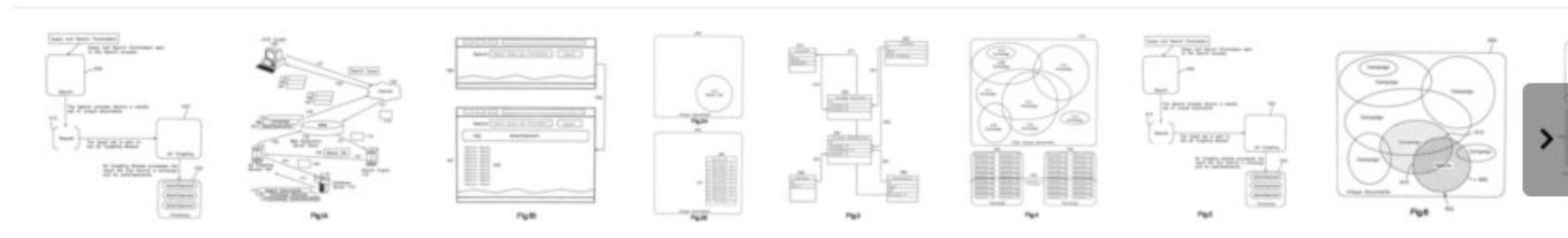
# System and method for identifying and retrieving targeted advertisements or other related documents

US 20100257049 A1

## ABSTRACT

A computer system, computer program, and related methods product for selecting one or more targeted advertisements to be displayed along with a set of search results. In general, a computer system and database storage system store one or more campaigns associated with a set of documents and at least one advertisement. The computer system is programmed with an ad targeting module to: identify all campaigns that have at least one document relating to a search result set; analyze the search results set to calculate at least one intersection score between the search result set and at least one of the one or more campaigns; select a matching campaign from the one or more campaigns based on the at least one intersection score, select at least one advertisement from the matching campaign; and cause the at least one advertisement selected from the matching campaign to be displayed with the search result set.

## IMAGES (13)



|                                                                                                   |                                                                                            |
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| Inventors                                                                                         | <a href="#">Avichai Flombaum</a> , <a href="#">Jacob L. Slevin</a>                         |
| Original Assignee                                                                                 | <a href="#">Avichai Flombaum</a> , <a href="#">Slevin Jacob L</a>                          |
| Export Citation                                                                                   | <a href="#">BiBTeX</a> , <a href="#">EndNote</a> , <a href="#">RefMan</a>                  |
| Patent Citations (4), Referenced by (2), Classifications (11), Legal Events (2)                   |                                                                                            |
| External Links:                                                                                   | <a href="#">USPTO</a> , <a href="#">USPTO Assignment</a> , <a href="#">Espacenet</a>       |

**The things we love in life are abstract.**



**Mobilize your love by  
finding what to love.**

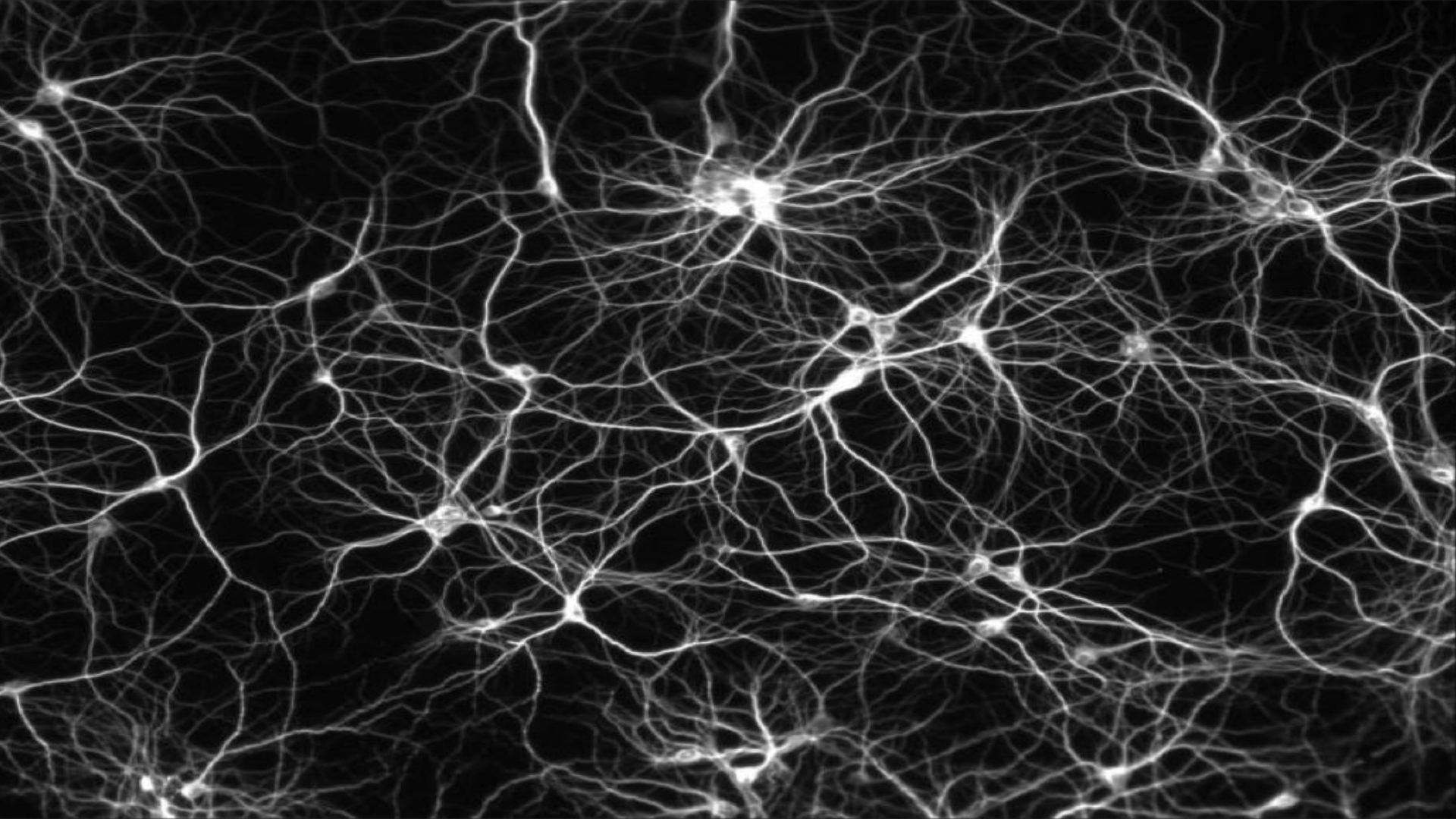
# How to teach love.

**First Principle:  
People love meaning.**

# What is meaning?

“In an extreme view, **the world can be seen as only connections, nothing else**. We think of a dictionary as the repository of meaning, but it defines words only in terms of other words. I liked the idea that a piece of information is really defined only by what it's related to, and how it's related. There really is little else to meaning. The structure is everything. There are billions of neurons in our brains, but what are neurons? Just cells. The brain has no knowledge until connections are made between neurons. **All that we know, all that we are, comes from the way our neurons are connected.**”

**Tim Berners-Lee**



**Meaning == Connection**

“This is the Unix philosophy: Write programs that do one thing and do it well. Write programs to work together. Write programs to handle text streams, because that is a universal interface.”

Douglas McIlroy

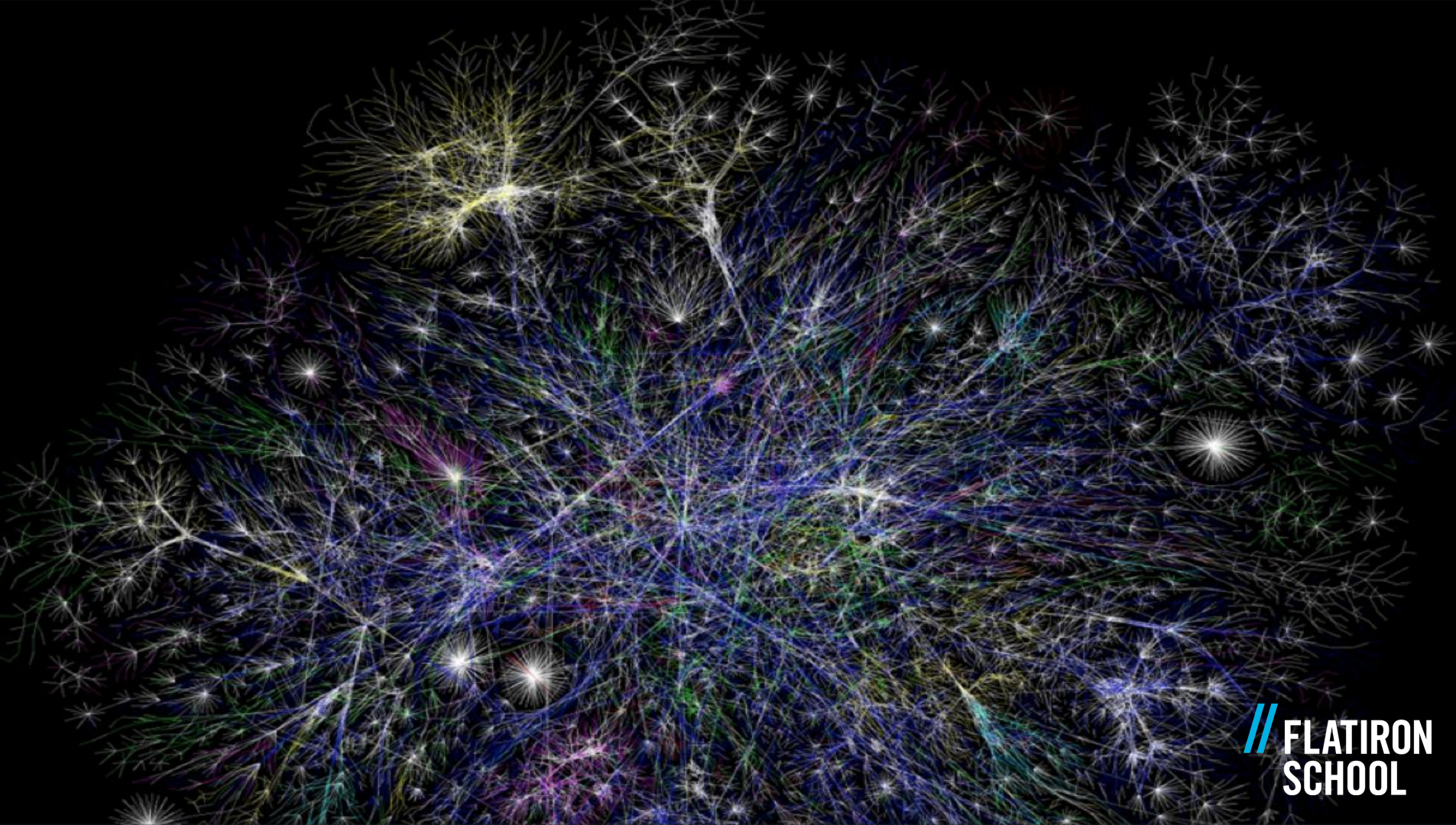


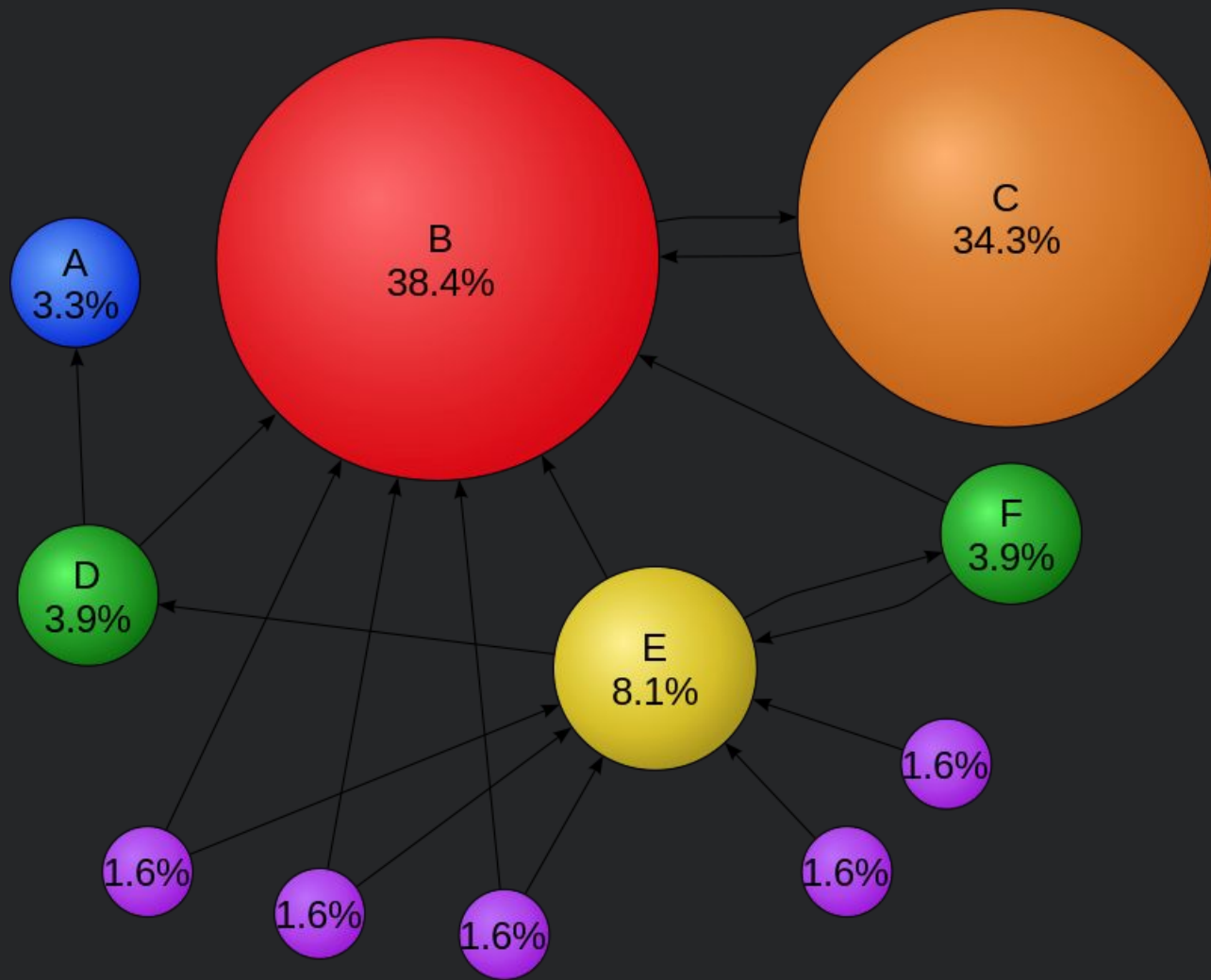
“Even though the UNIX system introduces a number of innovative programs and techniques, no single program or idea makes it work well. Instead, what makes it effective is the approach to programming, a philosophy of using the computer.

Although that philosophy can't be written down in a single sentence,  
**at its heart is the idea that the power of a  
system comes more from the relationships  
among programs than from the programs  
themselves.**

Many UNIX programs do quite trivial things in isolation, but, combined with other programs, become meaningful and useful tools.”

The Unix Programming Environment





*People love what they find meaningful.  
Meaning is defined by connections.*

**How do we create connections?**

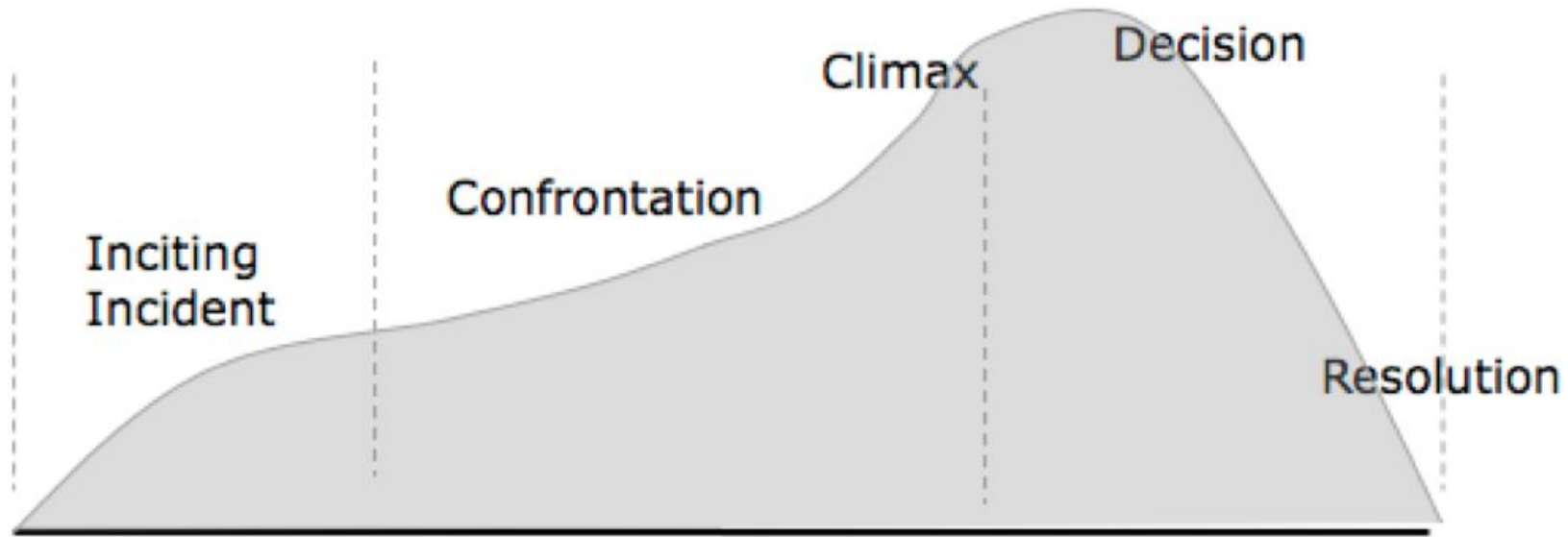
# Stories, Context, and Abstraction

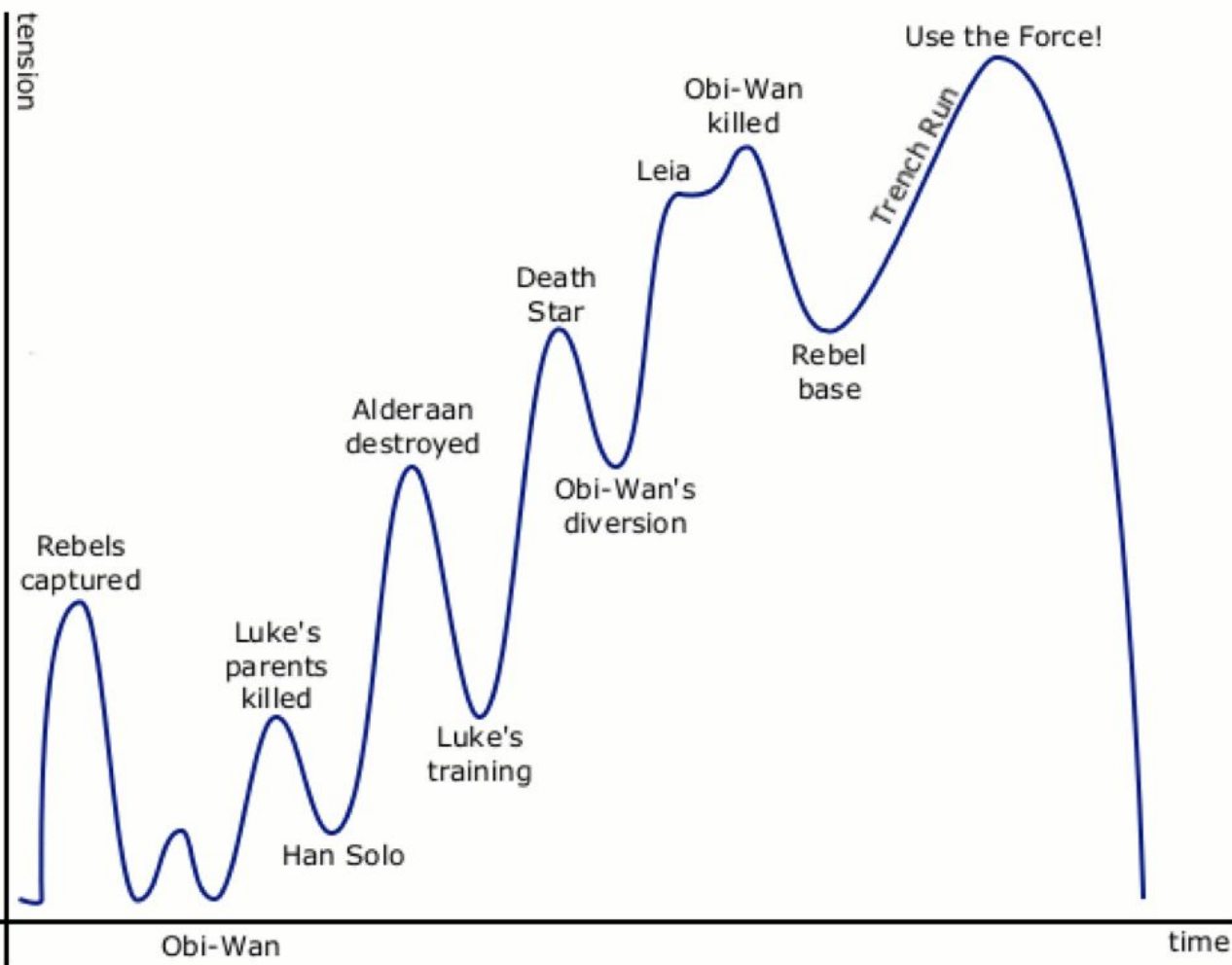
1. **Stories**
2. Context
3. Abstraction

Act 1: Setup

Act 2: Conflict

Act 3: Resolution





# Story: Tic Tac Toe

## ttt-1-welcome-rb

● Ruby 6 Updated on Jan 29, 2016

## ttt-2-board-rb

Part 2 of a Procedural Tic Tac Toe Ruby Project

● Ruby 5 Updated on May 12, 2016

## ttt-3-display\_board-example

● Ruby 9 Updated on Sep 16, 2016

## ttt-4-display-board-rb

● Ruby 7 Updated on Aug 1, 2016

# Story: Tic Tac Toe

## ttt-5-move-rb

● Ruby 16 Updated on Sep 21, 2016



## ttt-6-position-taken-rb

● Ruby 17 Updated on Sep 20, 2016



## ttt-7-valid-move

● Ruby 9 Updated on Jul 8, 2016



## ttt-8-turn

● Ruby 16 Updated on Jan 2

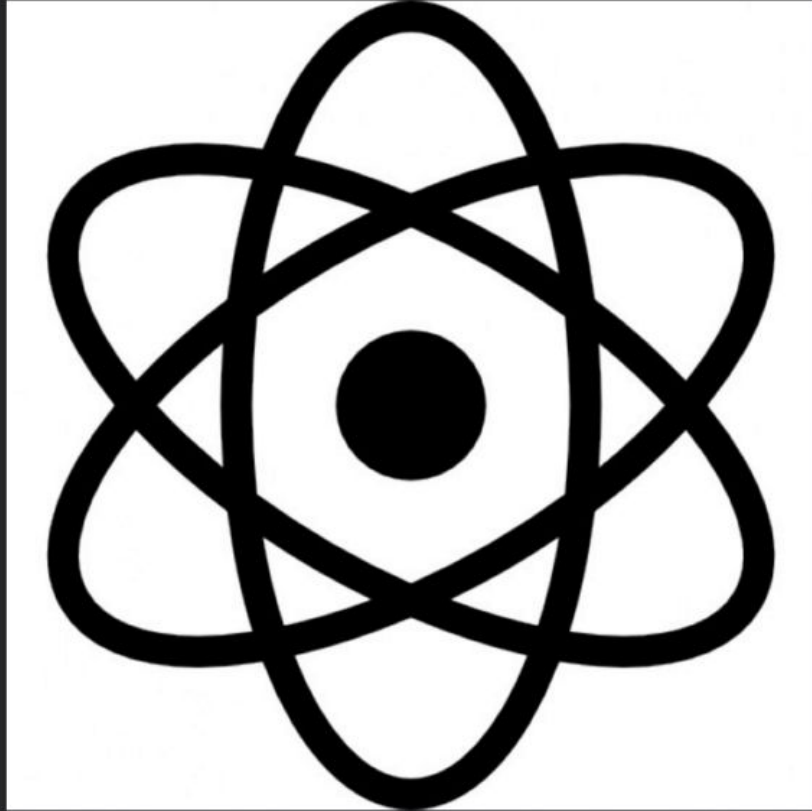


1. Stories
- 2. Context**
3. Abstraction

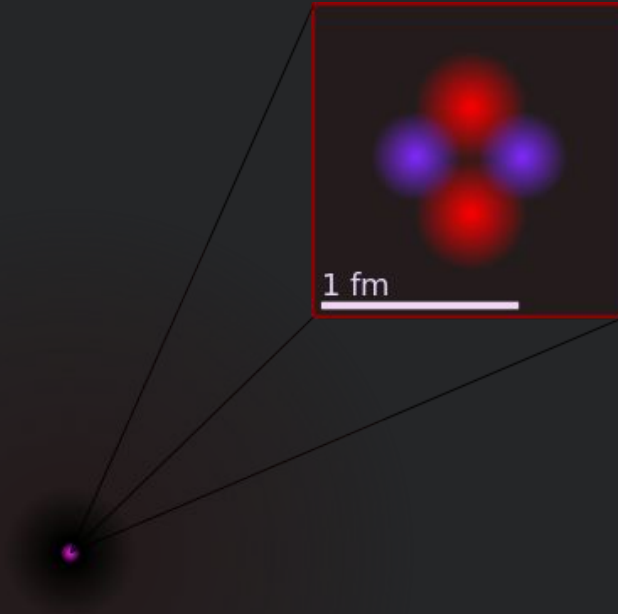
**Nothing exists in a vacuum**

# Provide Context through Metaphors

# Capital A Atom



# An instance of an atom.



# Atoms in General: a Class

```
class Atom
  attr_accessor :protons
  TABLE = {
    1 => "Hydrogen",
    6 => "Carbon",
    8 => "Oxygen"
  }

  def name
    TABLE[@protons]
  end
end
```

# An instance of a helium atom.

```
h = Atom.new  
h.protons = 1  
h.name #=> "Hydrogen"
```

**History provides great context.**

# How the Internet Works



## WIRELESS OF THE FUTURE

(Nikola Tesla in the New York Times)

"The practical applications of the revolutionary principles of the wireless art have only begun. What will be accomplished in the future baffles one's comprehension."

This startling prophecy is made by Mr. Nikola Tesla. In speaking of the utility of wireless transmission in the near future he said: "The attention of the world has been caught and held by the wireless telegraph, and yet this is a very primitive use of the art. So far only electric waves have been used, which have been quickly damped out in their passage through the air. It is possible, however, to transmit electric currents of enormous power for thousands of miles without diminishing their energy. This is not a theory, but a truth established by many practical experiments. It will soon be possible to transmit wireless messages all over the world so simply that any individual can carry and operate his own apparatus. The wireless transmission of power across the ocean, for instance, obviously opens up an entirely new era in mechanical developments.

"It will soon be possible, for instance, for a business man in New York to

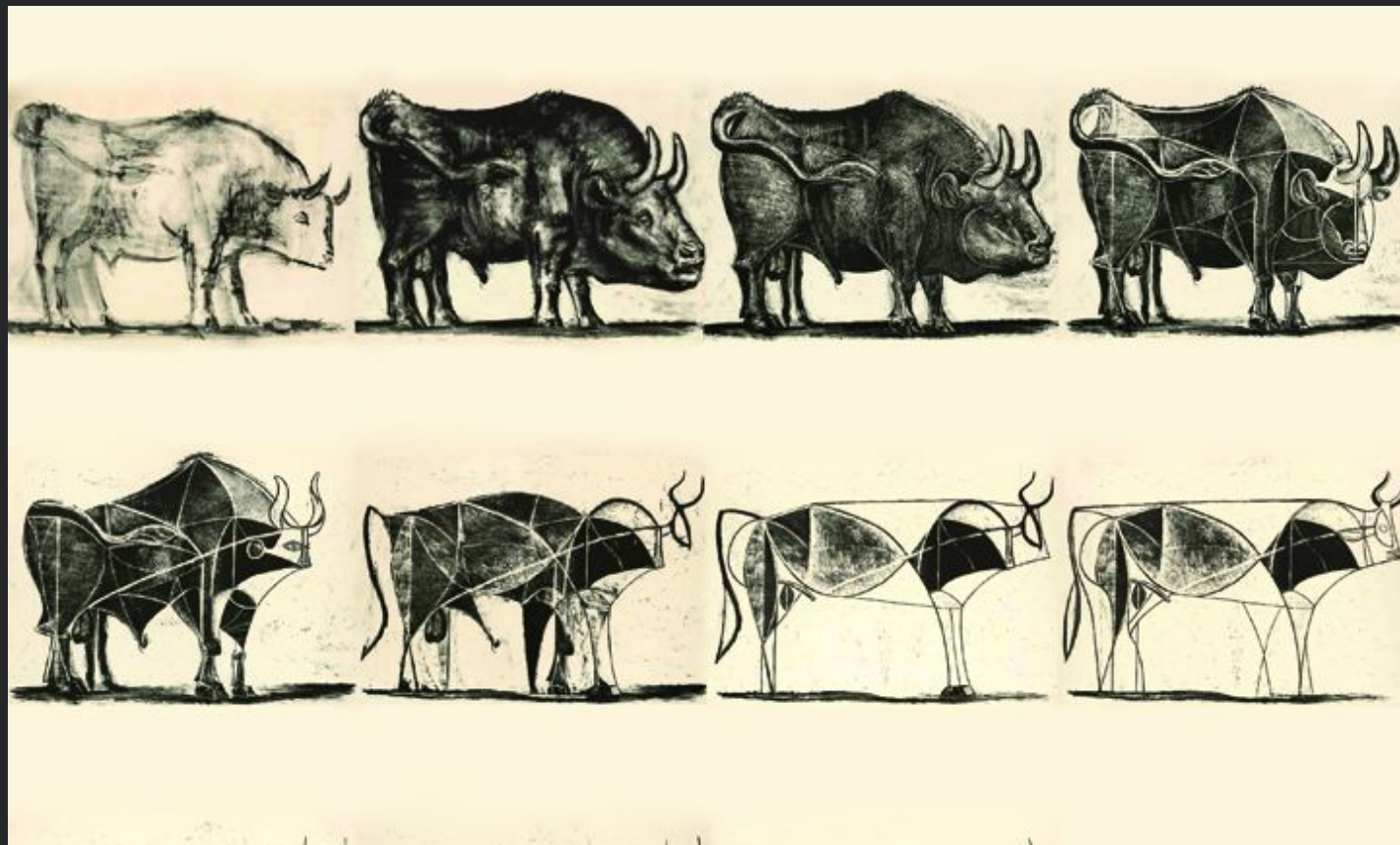
dictate instructions and have them appear instantly in type in London or elsewhere. He will be able to call up from his desk and talk with any telephone subscriber in the world. It will only be necessary to carry an inexpensive instrument not bigger than a watch, which will enable its bearer to hear anywhere on sea or land for distances of thousands of miles. One may listen or transmit speech or song to the uttermost parts of the world. In the same way any kind of picture, drawing, or print can be transferred from one place to another. It will be possible to operate millions of such instruments from a single station. Thus it will be a simple matter to keep the uttermost parts of the world in instant touch with each other. The song of a great singer, the speech of a political leader, the sermon of a great divine, the lecture of a man of science may thus be delivered to an audience scattered all over the world.

1. Stories
2. Context
- 3. Abstraction**

Abstraction is a process by which concepts are derived from the usage and classification of literal ("real" or "concrete") concepts, first principles, or other methods.

"An abstraction" is the product of this process—a concept that acts as a super-categorical noun for all subordinate concepts, and connects any related concepts as a group, field, or category.

Abstractions may be formed by reducing the information content of a concept or an observable phenomenon, typically to retain only information which is relevant for a particular purpose.



**Remove Details.  
Hide Information.  
Encapsulate.**

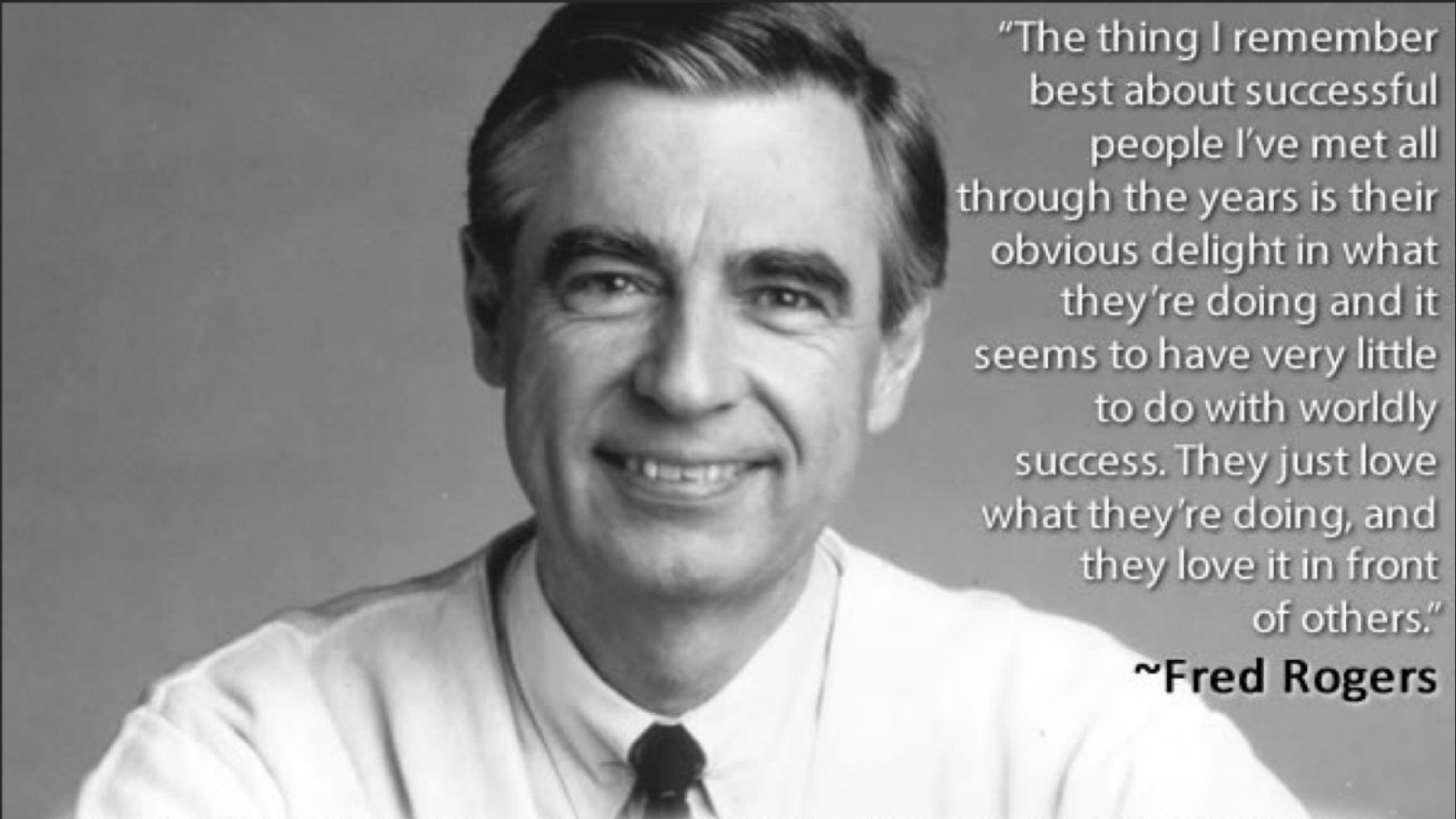
“The purpose of abstraction is not to be vague, but to create a new semantic level in which one can be absolutely precise.”

Edsger Dijkstra

Once students learn abstraction, we can increase the density of our communication.

Abstraction accelerates the speed at which we can forge connections through stories and context.

Abstraction provides a precision to teaching.

A black and white portrait of Fred Rogers, a middle-aged man with short, dark hair, smiling warmly at the camera. He is wearing a light-colored, possibly white, button-down shirt with a dark tie. The background is a plain, light gray.

"The thing I remember  
best about successful  
people I've met all  
through the years is their  
obvious delight in what  
they're doing and it  
seems to have very little  
to do with worldly  
success. They just love  
what they're doing, and  
they love it in front  
of others."

**~Fred Rogers**

**Thank you!**