

beyond measure the hidden history of measurement

Beyond Measure: The Hidden History of Measurement

beyond measure the hidden history of measurement is a fascinating journey that takes us deep into the origins of how humans have sought to understand and quantify the world around them. Measurement is so deeply embedded in our daily lives—from telling time to cooking, building, and even communicating—that it's easy to take it for granted. Yet, behind every unit, standard, and instrument lies a rich tapestry of human ingenuity, adaptation, and sometimes, mystery. Exploring this hidden history reveals not only the evolution of measurement systems but also the cultural, scientific, and technological forces that shaped them.

The Origins of Measurement: Counting Beyond Numbers

Long before rulers and scales, early humans needed to quantify their environment in practical ways. The hidden history of measurement begins with simple counting and comparison, often related to survival necessities like tracking livestock, dividing land, or sharing resources.

From Body Parts to Standard Units

One of the most intriguing aspects of early measurement systems is their reliance on the human body as a reference. Units such as the foot, handspan, and cubit (the length from the elbow to the tip of the middle finger) emerged independently across various cultures. These were intuitive because everyone had the “measuring tool” on hand, quite literally.

However, this approach also introduced variability. A foot in Egypt was different from a foot in Rome, and even within a region, measurements could vary depending on who was doing the measuring. This inconsistency eventually led to the development of more standardized systems as societies grew more complex.

Ancient Civilizations and Their Measurement Marvels

Egyptians, Mesopotamians, and Indus Valley inhabitants were among the first to formalize measurement systems. The Egyptians, for example, developed the cubit rod, a wooden measuring stick inscribed with precise lengths that

served as a standard for constructing the pyramids and temples.

In Mesopotamia, the use of weights and balances was essential for trade and commerce, marking one of the earliest known examples of mass measurement. The Babylonians' base-60 (sexagesimal) system laid the groundwork for how we measure time and angles today.

Beyond Measure: Standardization and the Rise of Measurement Systems

As civilizations expanded, the hidden history of measurement unfolded with the need for universal standards. Trade routes connected distant cultures, making it essential to agree upon consistent units.

The Middle Ages: Measurement in Flux

During the Middle Ages, measurement systems varied wildly across Europe. Local customs dictated the length of a yard, the weight of a pound, or the volume of a bushel. This patchwork of standards often caused confusion and disputes, especially in trade.

Guilds and monarchs sometimes intervened to impose regulations, but it wasn't until the Renaissance and the Age of Exploration that the push for more uniform measurement systems gained momentum. Navigators needed reliable instruments and standardized units to chart unknown waters, which further emphasized the critical role of measurement in human progress.

The Metric System: A Revolutionary Leap

The French Revolution marked a turning point in the history of measurement. The metric system was introduced to replace the chaotic variety of local units with a rational, decimal-based system grounded in natural phenomena. The meter was originally defined as one ten-millionth of the distance from the equator to the North Pole along a meridian.

This shift was not just scientific but also political and social—an attempt to democratize measurement and make it accessible to all, beyond the privileges of elites. The metric system's adoption globally over the centuries underscores how measurement is interwoven with culture and power.

The Tools Behind the Numbers: Instruments That Changed Measurement

Measurement is meaningless without the tools that enable accuracy. The hidden history of measurement is also a history of innovation in instrument design.

Early Tools: From Pebbles to Scales

Simple tools like tally sticks and knotted ropes helped prehistoric peoples keep track of quantities and distances. The invention of the balance scale allowed merchants to weigh goods fairly, an essential advancement for commerce.

Mechanical Marvels: Clocks and Calipers

The quest to measure time with precision led to the creation of intricate mechanical clocks in medieval Europe. These devices transformed society, enabling everything from regulated prayer times to navigation.

Similarly, calipers and micrometers emerged to measure small distances with unprecedented accuracy, vital for craftsmanship and later for industrial production.

Modern Measurement Technologies

Today, beyond traditional tools, we have laser measurements, atomic clocks, and digital sensors that can detect phenomena far beyond human senses. These technologies continue to push the boundaries of what can be measured and how precisely.

Why Understanding the Hidden History of Measurement Matters

Measurement is often viewed as a purely scientific or technical field, but its history reveals much about human culture, communication, and cooperation.

Measurement as a Reflection of Society

Units and standards tell stories about the priorities and values of

societies. For example, agrarian societies focused on land area and crop yields, while industrial societies emphasize mass and volume.

Challenges of Measurement in the Modern World

Even with advanced systems, measurement remains complex. Converting between units, understanding tolerances in manufacturing, or interpreting statistical data all depend on a grasp of measurement principles. Recognizing the evolution behind these concepts can deepen our appreciation and improve practical application.

Tips for Navigating Measurement in Everyday Life

- When dealing with measurements, always check the units to avoid costly mistakes.
- Use standardized tools for accuracy, especially in cooking, construction, or science experiments.
- Understand the context: certain countries still use imperial units, while others use metric. Being bilingual in measurement units is a useful skill.
- Embrace digital tools and apps designed to assist with conversions and precision.

Measurement, beyond its practical utility, connects us to an ancient lineage of human curiosity and problem-solving. By looking beyond measure, we uncover a hidden history that enriches our understanding of the world and our place within it.

Frequently Asked Questions

What is the main theme of 'Beyond Measure: The Hidden History of Measurement'?

The book explores the development and evolution of measurement systems throughout history, revealing how measurement has shaped human civilization in unexpected ways.

Who is the author of 'Beyond Measure: The Hidden History of Measurement' and what is their background?

The author is Ken Alder, a historian of science who specializes in the history of measurement and scientific instruments.

Why is measurement considered a 'hidden history' according to the book?

Measurement is described as a 'hidden history' because its role in shaping societies, economies, and scientific progress is often overlooked despite being fundamental to human development.

How does 'Beyond Measure' connect measurement to modern technology and society?

The book shows how historical measurement systems and standards laid the groundwork for modern technologies, trade, and scientific research, highlighting measurement's ongoing impact on contemporary life.

What are some surprising facts about measurement revealed in the book?

The book uncovers little-known stories such as the political and cultural battles over standardizing units, the influence of measurement on national identity, and the intricate challenges faced in creating universal measurement systems.

Additional Resources

Beyond Measure: The Hidden History of Measurement

beyond measure the hidden history of measurement unveils a fascinating journey through the evolution of how humans have quantified the world around them. Measurement, often taken for granted in modern society, is a fundamental aspect of civilization that shapes science, technology, commerce, and daily life. Yet, its historical development is layered with complex cultural exchanges, technological innovations, and philosophical shifts that remain largely underappreciated. Exploring this hidden history offers valuable insights into how societies have grappled with the abstract concept of quantification, the standards they devised, and the profound impact these have had on human progress.

The Origins of Measurement: From Practical Necessity to Abstract Concept

Measurement began as an instinctive response to practical needs: determining quantities of grain, lengths of cloth, or land boundaries. Early humans lacked standardized units, relying instead on body parts (such as the cubit, based on the forearm) or natural objects as references. This informal approach, while sufficient for small communities, inevitably led to

inconsistencies and disputes as societies expanded and trade networks grew more complex.

Archaeological findings reveal that some of the earliest formalized measurement systems date back to ancient Mesopotamia and Egypt, around 3000 BCE. The Egyptians, for instance, developed the cubit rod, a standardized length used in construction and land surveying, which was crucial for monumental projects like the pyramids. This early system underscores the interplay between measurement and societal development: a reliable unit facilitated architectural precision, legal clarity, and economic stability.

Measurement and the Birth of Standardization

The transition from arbitrary units to standardized measures marks a pivotal moment in history. Standardization emerged as a response to the challenges posed by expanding trade routes and administrative governance. The Roman Empire, for example, introduced uniform units such as the pes (foot) and libra (pound), which helped unify disparate regions under a common framework.

However, even within empires, variations persisted. Local customs often influenced how measurements were applied, leading to a patchwork of standards that sometimes complicated commerce. This underlines a critical tension in the history of measurement: the need for universal applicability versus respect for localized practices.

Beyond Measure: The Philosophical and Scientific Dimensions

Measurement is not merely a practical tool; it embodies profound philosophical questions about the nature of reality and human understanding. The hidden history of measurement reveals how ancient scholars wrestled with defining and quantifying the world beyond tangible objects.

The Greek philosopher Pythagoras introduced the idea of numerical relationships underpinning the cosmos, laying groundwork for the mathematical approach to measurement. Later, Euclid's "Elements" formalized geometry, providing a rigorous framework for spatial measurement that influenced scientific thought for centuries.

The Scientific Revolution of the 16th and 17th centuries transformed measurement into an empirical endeavor. Figures like Galileo Galilei and Isaac Newton emphasized precision and repeatability, establishing measurement as the bedrock of experimental science. The invention of instruments such as the telescope and microscope expanded human perception and measurement capabilities beyond natural limits.

The Metric System: A Revolutionary Standard

One of the most significant milestones in measurement history is the creation of the metric system during the French Revolution. Prior to this, the world's measurement systems were fragmented, creating barriers to trade and scientific collaboration.

The metric system introduced a decimal-based, universally accessible standard rooted in natural constants – initially defined by the Earth's meridian. This system's simplicity and scalability ultimately led to its global adoption, becoming the foundation for modern scientific and commercial measurement.

Its success illustrates the advantages of a coherent and rational approach to measurement, while also highlighting the challenges faced by societies entrenched in traditional units. Even today, the coexistence of metric and imperial systems reflects a historical legacy resistant to change.

The Cultural Implications of Measurement

Measurement systems are deeply embedded in culture and identity. The hidden history of measurement reveals how units often carried symbolic meanings or were tied to social hierarchies. For example, in medieval Europe, the yard was sometimes defined by the length of a king's arm, intertwining authority with quantification.

Beyond Europe, diverse cultures developed unique measurement traditions. The Chinese system, based on the chi and li, evolved independently yet simultaneously with Western approaches. Indigenous peoples often relied on relational and experiential measures rather than fixed units, emphasizing context over abstraction.

This diversity challenges the notion of measurement as a purely objective science, underscoring its role as a human construct shaped by social needs and worldviews.

Measurement in the Digital Age

In contemporary times, measurement continues to evolve rapidly. Advances in technology have introduced unprecedented precision, from atomic clocks defining the second to laser interferometry measuring gravitational waves. The digital era also raises new questions about data measurement, standardization in software, and the quantification of intangible phenomena such as information.

Moreover, globalization pressures a harmonization of measurement standards, balancing universal applicability with respect for cultural tradition.

Standards organizations like the International Bureau of Weights and Measures (BIPM) and the International Organization for Standardization (ISO) play crucial roles in navigating this complex landscape.

Challenges and Controversies in Measurement History

The hidden history of measurement is not without conflict. Throughout history, the imposition of measurement systems has sometimes been an instrument of power and control, particularly in colonial contexts where indigenous units were supplanted by imperial standards.

Additionally, the quest for ultimate precision exposes philosophical and practical dilemmas. The Heisenberg Uncertainty Principle in quantum mechanics, for example, sets fundamental limits on measurement, reminding us that some aspects of reality may forever elude exact quantification.

Furthermore, the persistence of multiple measurement systems worldwide highlights ongoing tensions between tradition and modernization, convenience and cultural identity.

- **Pros of standardized measurement:** Facilitates international trade, scientific collaboration, and technological development.
- **Cons of standardized measurement:** Can marginalize local traditions, create transitional resistance, and sometimes oversimplify complex phenomena.

The evolution of measurement reflects broader human themes: the desire to understand, control, and communicate about the world, balanced against the diversity of human experience.

Beyond measure the hidden history of measurement invites us to reconsider how these systems shape our reality—not merely as technical tools but as cultural artifacts that reveal much about human civilization itself. As measurement continues to advance, it remains a dynamic intersection of science, philosophy, and society, forever pushing the boundaries of what can be known and expressed.

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2022-05-31 THE TIMES SCIENCE BOOK OF THE YEAR NEW YORKER BEST BOOK OF THE YEAR

FINALIST FOR THE LOS ANGELES TIMES BOOK PRIZE FOR SCIENCE AND TECHNOLOGY A revelatory and vibrant story of measurement which will make you look at the world around you anew. 'A wildly ambitious book by a formidably talented young writer.' ROBERT MACFARLANE 'Vivid, epic, and full of curiosities. This is a book to delight and fascinate.' TIM HARFORD, bestselling author of How to Make the World Add Up 'Beyond Measure offers, with much intellectual flair and style, a bracing new history: how the once innocent urge to quantification took over our lives, our sense of ourselves and the world.' PANKAJ MISHRA 'The exact value of this book is hard to quantify. Weighty, precise and satisfyingly obsessive, it's also an absolute pleasure to read.' SIMON GARFIELD, bestselling author of The Timekeepers We measure rainfall and radiation, the depths of space and the emptiness of atoms, calories and steps, happiness and pain. But how did measurement become ubiquitous in modern life? When did humanity first take up scales and rulers, and why does this practice hold authority over so many aspects of our lives? Written with vim and dazzling intelligence, James Vincent provides a fresh and original perspective on human history as he tracks our long search for dependable truths in a chaotic universe. Full of mavericks and visionaries, adventure and the unexpected, Beyond Measure shows that measurement has not only made the world we live in, it has made us too. 'An epic story about humankind's relationship with the physical world. Vincent is an erudite and perceptive guide, who with energy and skill weaves history, science and reportage into an enthralling tale.' ALEX BELLOS 'Telling the story of metrology is not easy [but] Vincent is equal to the task . . . this book is extremely good.' THE TIMES 'This quirky history is inch-perfect.' FINANCIAL TIMES 'Gripping.' NEW SCIENTIST 'Worth its weight in gold . . . Enlightening.' OBSERVER 'Fascinating . . . an erudite and elegant read.' MAIL ON SUNDAY

beyond measure the hidden history of measurement: Beyond Measure James Vincent, 2022-11-01 A vibrant account of how measurement has invisibly shaped our world, from ancient civilizations to the modern day. From the cubit to the kilogram, the humble inch to the speed of light, measurement is a powerful tool that humans invented to make sense of the world. In this revelatory work of science and social history, James Vincent dives into its hidden world, taking readers from ancient Egypt, where measuring the annual depth of the Nile was an essential task, to the intellectual origins of the metric system in the French Revolution, and from the surprisingly animated rivalry between metric and imperial, to our current age of the "quantified self." At every turn, Vincent is keenly attuned to the political consequences of measurement, exploring how it has also been used as a tool for oppression and control. Beyond Measure reveals how measurement is not only deeply entwined with our experience of the world, but also how its history encompasses and shapes the human quest for knowledge.

beyond measure the hidden history of measurement: Measuring Good Business Richard Hardymont, 2024-04-10 What's a good company? Environmental, Social and Governance (ESG) investing is transforming the world of business and finance. Investors are using data on issues like climate and diversity to enhance returns and make an impact. But with scepticism creeping in, how far can we trust the numbers? Is all this data making a difference to people and planet, and have we actually lost sight of what we are measuring and why? Measuring Good Business explains what we can measure - and calls for honesty about what we can't. This is the first book to look at the numbers behind the ESG revolution. It sets out a bold blueprint to revolutionise the data based on bottom-up, inclusive metrics, customised data to meet investor needs and impact measures that put sustainability in context. It is essential reading for anyone creating, using or studying ESG and sustainability data. After unpacking what's going on today, the book focuses on solutions, providing a how-to guide to improve measurement and make sustainable business more impactful. It shows why measurement matters in a highly accessible way through stories and insights based on practical experience. The book is relevant to a broad readership of data creators (e.g. those working in companies), users (e.g. capital market participants) as well as the large ecosystem of raters, rankers and standard setters across the private, public and non-profit worlds.

beyond measure the hidden history of measurement: Die Geschichte der Welt in 47 Grenzen Jonn Elledge, 2025-09-14 Seit es Karten gibt, werden darauf Linien gezogen. Manchmal

sind diese Linien in der physischen Geografie verwurzelt, manchmal völlig willkürlich. Sie hätten oft ganz anders aussehen können, wenn ein Krieg, ein Vertrag oder die Entscheidungen einer Handvoll müder Europäer anders verlaufen wären. Indem wir die Geschichten dieser Grenzen erzählen, können wir viel darüber lernen, wie politische Identitäten geformt werden, warum die Welt so aussieht, wie sie aussieht – und welches Ausmaß menschliche Dummheit annehmen kann. Von den Versuchen der Römer, die Grenzen der Zivilisation zu definieren, über das geheime britisch-französische Abkommen zur Aufteilung des Osmanischen Reichs während des Ersten Weltkriegs bis hin zu dem Grund, warum das Binnenland Bolivien immer noch eine Marine unterhält, ist dies ein faszinierender, witziger und überraschender Blick auf die Geschichte der Welt, erzählt anhand ihrer Grenzen.

beyond measure the hidden history of measurement: *Will Alexander's Poetics* Joshua Schuster, 2025-09-26 This volume brings together academic and poetic essays which focus on Will Alexander's complete oeuvre. The collection explores Alexander's long career in African American avant-garde poetry, and sheds light on other genres of Alexander's work in addition to poetry, including: essays, plays, aphorisms, novels, dialogues and drawings. Each contribution contextualizes Alexander's work in the many traditions and literatures his work draws from, including African American poetics, ecopoetics, post-colonial and anti-colonial poetics, bio and geo-histories, and global practices of consciousness raising and spiritual transformation, among other topics. The volume also includes a new interview with Alexander, as well as one of his long unpublished poems. Alexander's writings are multi-generic and traverse many fields and states of consciousness. This edited collection thus provides a deep and sustained engagement with Alexander's work, surveying how it has transformed the landscape of poetics, the avant-garde, and the individual reader.

beyond measure the hidden history of measurement: *Wicked Problems* Guru Madhavan, 2024-03-26 An ode to systems engineers—whose invisible work undergirds our life—and an exploration of the wicked problems they tackle. Our world is filled with pernicious problems. How, for example, did novice pilots learn to fly without taking to the air and risking their lives? How should cities process mountains of waste without polluting the environment? Challenges that tangle personal, public, and planetary aspects—often occurring in health care, infrastructure, business, and policy—are known as wicked problems, and they are not going away anytime soon. In linked chapters focusing on key facets of systems engineering—efficiency, vagueness, vulnerability, safety, maintenance, and resilience—engineer Guru Madhavan illuminates how wicked problems have emerged throughout history and how best to address them in the future. He examines best-known tragedies and lesser-known tales, from the efficient design of battleships to a volcano eruption that curtailed global commerce, and how maintenance of our sanitation systems constitutes tikkun olam, or repair of our world. Braided throughout is the uplifting tale of Edwin Link, an unsung hero who revolutionized aviation with his flight trainer. In Link's story, Madhavan uncovers a model mindset to engage with wickedness. An homage to society's innovators and maintainers, *Wicked Problems* offers a refreshing vision for readers of all backgrounds to build a better future and demonstrates how engineering is a cultural choice—one that requires us to restlessly find ways to transform society, but perhaps more critically, to care for the creations that already exist.

beyond measure the hidden history of measurement: *Experimentology* Michael C. Frank, Mika Braginsky, Julie Cachia, Nicholas A. Coles, Tom E. Hardwicke, 2025-07-01 An engaging research methods text integrating a classic approach to conducting experiments in psychology with open science practices and values. How does a researcher run a high-quality psychology experiment? What time-tested methods should be used, and how can more robust and accurate results be achieved? A dynamic collaboration between groundbreaking cognitive scientist Michael Frank and a diverse cohort of researchers innovating in the field—Mika Braginsky, Julie Cachia, Nicholas Coles, Tom Hardwicke, Robert Hawkins, Maya Mathur, and Rondeline Williams—*Experimentology* introduces the art of the modern psychological experiment with an emphasis on open science values of accessibility and transparency. *Experimentology* follows the

timeline of an experiment, with sections covering basic foundations, planning, execution, data-gathering and analysis, and reporting. Narrative examples from a range of subdisciplines, including cognitive, developmental, and social psychology, model each component and account for the pitfalls that can undermine the reliability, validity, and replicability of results. Through an embrace of open science strategies such as data sharing and preregistration, *Experimentology* shows how the challenges of the replication crisis can be met constructively and collaboratively. Written for a global audience, *Experimentology* updates a classic research methods textbook with a new focus on ethics and the benefits of open science.

beyond measure the hidden history of measurement: *Scientific Advice to the Nineteenth-Century British State* Roland Jackson, 2023-11-14 In twenty-first-century Britain, scientific advice to government is highly organized, integrated across government departments, and led by a chief scientific adviser who reports directly to the prime minister. But at the end of the eighteenth century, when Roland Jackson's account begins, things were very different. With this book, Jackson turns his attention to the men of science of the day—who derived their knowledge of the natural world from experience, observation, and experiment—focusing on the essential role they played in proffering scientific advice to the state, and the impact of that advice on public policy. At a time that witnessed huge scientific advances and vast industrial development, and as the British state sought to respond to societal, economic, and environmental challenges, practitioners of science, engineering, and medicine were drawn into close involvement with politicians. Jackson explores the contributions of these emerging experts, the motivations behind their involvement, the forces that shaped this new system of advice, and the legacy it left behind. His book provides the first detailed analysis of the provision of scientific, engineering, and medical advice to the nineteenth-century British government, parliament, the civil service, and the military.

beyond measure the hidden history of measurement: *Milieus of Minutiae* Elizabeth Brogden, Christiane Frey, 2024-12-19 The long history of tiny matter(s) in the sciences, thought, and culture From catastrophic weather and steady warming caused by the accumulation of carbon particles in the Earth's atmosphere to societies brought to a standstill by microscopic viruses, the new millennium has reminded us of how the minutest of phenomena can have outsized effects. This notion is one that has preoccupied the European and Anglo-American cultural imaginary since at least early modernity. *Milieus of Minutiae* brings together an interdisciplinary group of scholars to investigate various forms and appearances of minutiae prior to and beyond the advent of magnification. The collection illuminates connections between the empirical practices and technologies with which minutiae have come to be associated and the broader, more diffuse discourses—from the philosophical to the artistic—that have attended theories of smallness before and after Hooke's *Micrographia*. Placing essays on Renaissance poetry, Romantic fiction, and matters of punctuation alongside essays on early modern germ theory and the optics of microscopic technology, this rigorously framed volume extends from sixteenth-century pathology to twentieth-century architectural theory, natural science to literature and art.

beyond measure the hidden history of measurement: *The Politics of Multifaith* Ryszard Bobrowicz, 2024-12-02 In this book, Ryszard Bobrowicz discusses why seemingly neutral rooms, multi-faith spaces, were subject to contestations from, and clashes between, their users, their managers, and those shaping policies concerning them. From street protests to parliamentary debates, from Sweden to Spain, this book explores the impact of multi-faith spaces in Europe by critically examining the visions of religion behind, in, and around them. Ryszard Bobrowicz investigates the history and intellectual foundations of the politics of multi-faith in contemporary Europe, introducing the novel notion of 'legible religion'. According to Bobrowicz, in administrative proceedings, phenomena labelled as religious are reduced to the features that are deemed important by public functionaries. This has striking implications for both practice and politics.

beyond measure the hidden history of measurement: *Celsius* Ian Hembrow, 2024-09-19 The Swedish astronomer Anders Celsius (1701–44) was arguably the world's first true Earth scientist. In *Celsius: A Life and Death by Degrees*, Ian Hembrow reveals what his extraordinary, but

tragically short, life and career can teach us about our today and humanity's tomorrow. Our modern understanding of many of the Earth's most awe-inspiring phenomena owes much to a modest and quietly spoken, eighteenth-century Swedish astronomer, who died of tuberculosis aged just 42. From the Northern Lights, air pressure and magnetism to the shape of the planet, sea levels and early studies of climate change, Celsius unravelled some of the greatest mysteries of his time. Best known for inventing the 100-point 'centi-grade' scale, Celsius' name also now frames humanity's future in the international targets to limit average global temperature increases to no more than 1.5 degrees above pre-industrial levels. As our world faces this life-or-death struggle, there's much we can learn from Celsius – if we will listen.

beyond measure the hidden history of measurement: *Human Development and the Data Revolution* Sanna Ojanperä, Eduardo López, Mark Graham, 2025-03-07 This is an open access title available under the terms of a CC BY-NC-ND 4.0 International licence. It is free to read on the Oxford Academic platform and offered as a free PDF download from OUP and selected open access locations. *Human Development and the Data Revolution* explores the uses of large-scale data in the contexts of development, in particular, what techniques, data sources, and possibilities exist for harnessing large datasets and new online data to address persistent concerns regarding human development, inequality, exclusion, and participation. Employing a global perspective to explore the latest advances at the intersection of big data analysis and human development, this volume brings together pioneering voices from academia, development practice, civil society organizations, government, and the private sector. With a two-pronged focus on theoretical and practical research on big data and computational approaches in human development, the volume covers such themes as data acquisition, data management, data mining and statistical analysis, network science, visual analytics, and geographic information systems and discusses them in terms of practical applications in development projects and initiatives. Ethical considerations surrounding these topics are visited throughout, highlighting the tradeoffs between benefitting and harming those who are the subjects of these new approaches. The authors explore the potentials of big data analysis for development but also the challenges and limitations for its usefulness in contexts of development, illuminating how the measurement and analytical choices made in using big data analysis are far from being neutral or value-free considerations.

beyond measure the hidden history of measurement: *DataPublics* Jannie Møller Hartley, Jannick Kirk Sørensen, David Mathieu, 2023-07-31 EPDF and EPUB available Open Access under CC-BY-NC-ND licence This book addresses new challenges to the formation of publics in datafied democracies. It proposes a fresh, complex and nuanced approach to understand 'datapublics' by considering datafication and public formation in the context of audience, journalism and infrastructure studies. The tightly woven chapters shed new light on how platforms, algorithms and their data infrastructure are embedded in journalistic values, discourses and practices, opening up new conditions for publics to display agency, mobilize and achieve legitimacy. This is a seminal contribution to debates about the future of media, journalism and civic practices.

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of the hardest problems of science and philosophy, cutting through weeds with a scientist's mind and a storyteller's skill.' ADAM RUTHERFORD 'A page-turner and a mind-blower . . . Beautifully written, crystal clear, deeply insightful.' DAVID EAGLEMAN 'If you read one book about consciousness, it must be Seth's. JULIAN BAGGINI, WALL STREET JOURNAL

beyond measure the hidden history of measurement: *Profit Beyond Measure* Anders Broms, H. Thomas Johnson, 2001-05-29 Waste has plagued almost every industrial-age firm for the past century. In this powerfully argued alternative to conventional cost management thinking, experts H. Thomas Johnson and Anders Bröms assert that any company can avoid the waste that is generated through excessive operating costs in the short run and excessive losses from market instability in the long run. To gain more secure levels of profitability, management must simply change how it thinks about work and how it organizes work. *Profit Beyond Measure* details how two extremely profitable manufacturers, Toyota and the Swedish truck maker Scania, have rejected the traditional mechanistic mindset of managing by results that generates waste. Johnson and Bröms explain how Toyota and Scania achieve their legendary cost advantage through a revolutionary concept they call managing by means (MBM). Instead of being driven to meet preconceived accounting targets, the production systems of Toyota and Scania are governed by the three precepts that guide all living systems: self-organization, interdependence, and diversity. Amid a wealth of new insights into Toyota's vaunted system, Johnson and Bröms introduce the tools of MBM to show how design, production, and profitability analysis are done to customer order. They demonstrate that by following the principles that emulate life systems, even a lean and profitable company can organize work to greatly lessen its long-term earnings instability and sharply reduce its short-run operating costs. Scania has achieved sixty-five years of financial stability and longevity in the face of fierce competition. Toyota has amassed a market value since 1988 that has rivaled -- or sometimes surpassed -- the American Big Three automakers combined. The principles that Johnson and Bröms set forth in *Profit Beyond Measure* can guarantee the same richer, longer life to any company that applies them.

beyond measure the hidden history of measurement: *International Review of Research in Mental Retardation* , 2007-12-20 *International Review of Research in Mental Retardation* is an ongoing scholarly look at research into the causes, effects, classification systems, syndromes, etc. of mental retardation. Contributors come from wide-ranging perspectives, including genetics, psychology, education, and other health and behavioral sciences. Volume 35 of the series offers chapters on theory and research, social cognition and social competence in children with Down Syndrome, the Flynn Effect and the role of IQ, remaining open to quantitative, qualitative and mixed-method designs, active support, child abuse, and the role of siblings of children with mental retardation. The wide range of topics covered in these chapters make Volume 35 of the *International Review of Research in Mental Retardation* a particularly valuable resource for academic researchers in developmental and cognitive psychology, as well as those in neuropsychology. - Provides the most recent scholarly research in the study of mental retardation - A vast range of perspectives is offered, and many topics are covered - An excellent resource for academic researchers

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beyond measure the hidden history of measurement: *The Problem with Survey Research* George Beam, 2012-08-14 *The Problem with Survey Research* makes a case against survey research as a primary source of reliable information. George Beam argues that all survey research instruments, all types of asking—including polls, face-to-face interviews, and focus groups—produce unreliable and potentially inaccurate results. Because those who rely on survey research only see answers to questions, it is impossible for them, or anyone else, to evaluate the results. They cannot know if the answers correspond to respondents' actual behaviors (objective phenomena) or to their true beliefs and opinions (subjective phenomena). Reliable information can only be acquired by

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