



# Algorithms

**PRIORITIZATION** - make an ordered list

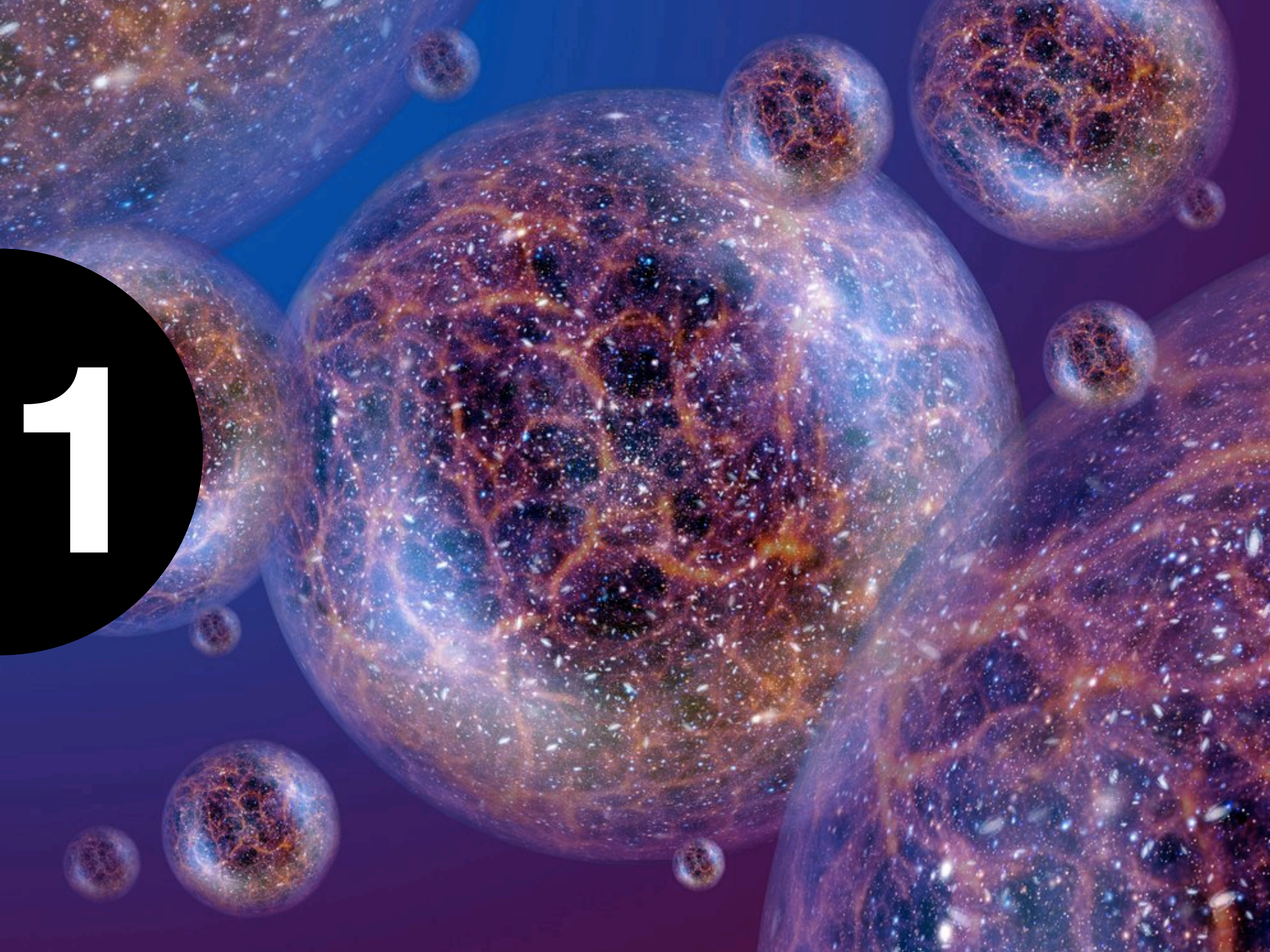
**CLASSIFICATION** - picking a category

**ASSOCIATION** - finding links

**FILTERING** - isolating what's important

A step by step procedure for solving a problem or accomplishing some end especially by a computer





1

## Multiverse

Can we  
simulate  
different  
worlds to  
understand  
possible  
outcomes?



# 48 songs from undiscovered bands

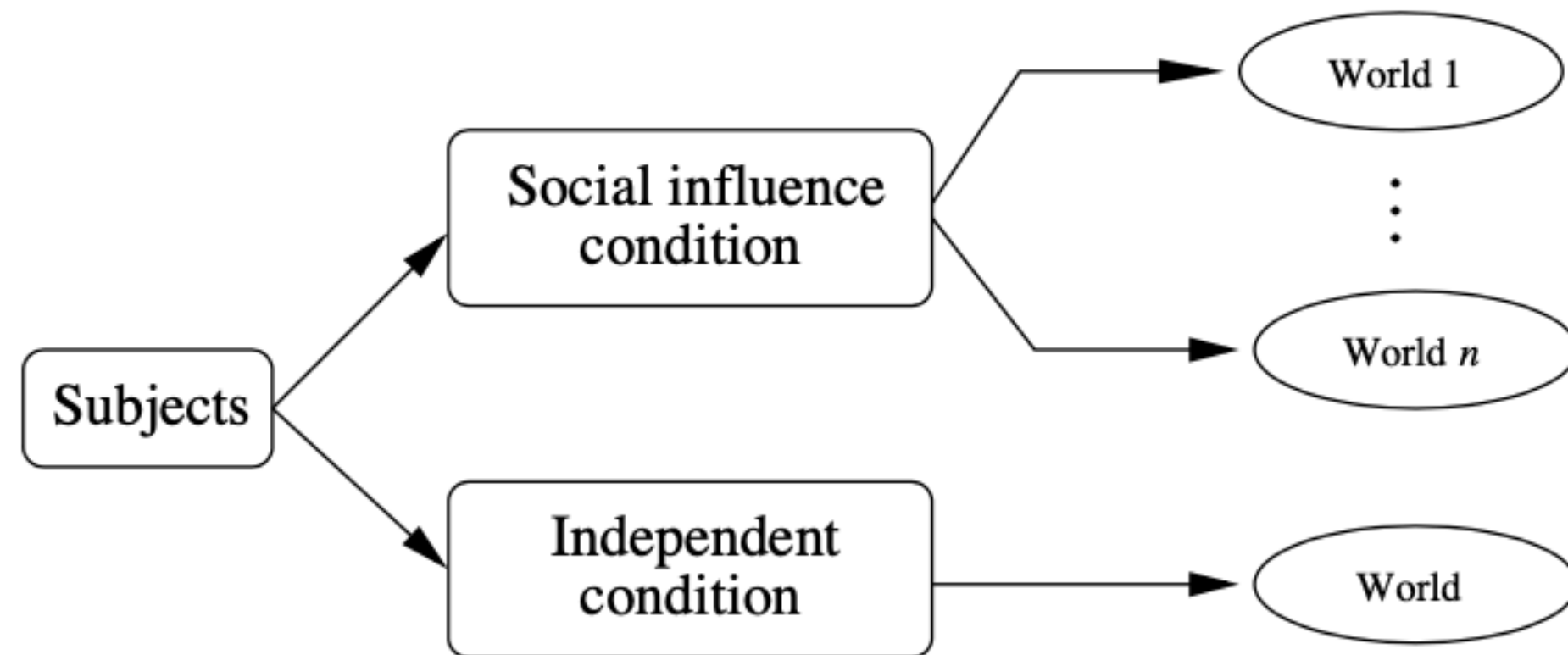


Figure S1: Schematic of the experimental design.

**Were there some clear winner songs in all 8 universes?**  
**Were there some clear losers in all universes?**  
**Were there significant differences between all Universes?**



2



## Medium

Can we  
force a  
service  
success  
through  
available  
channels?



**Can a terrible song make it to the TOP 20 in real life?**



**The muppet show**



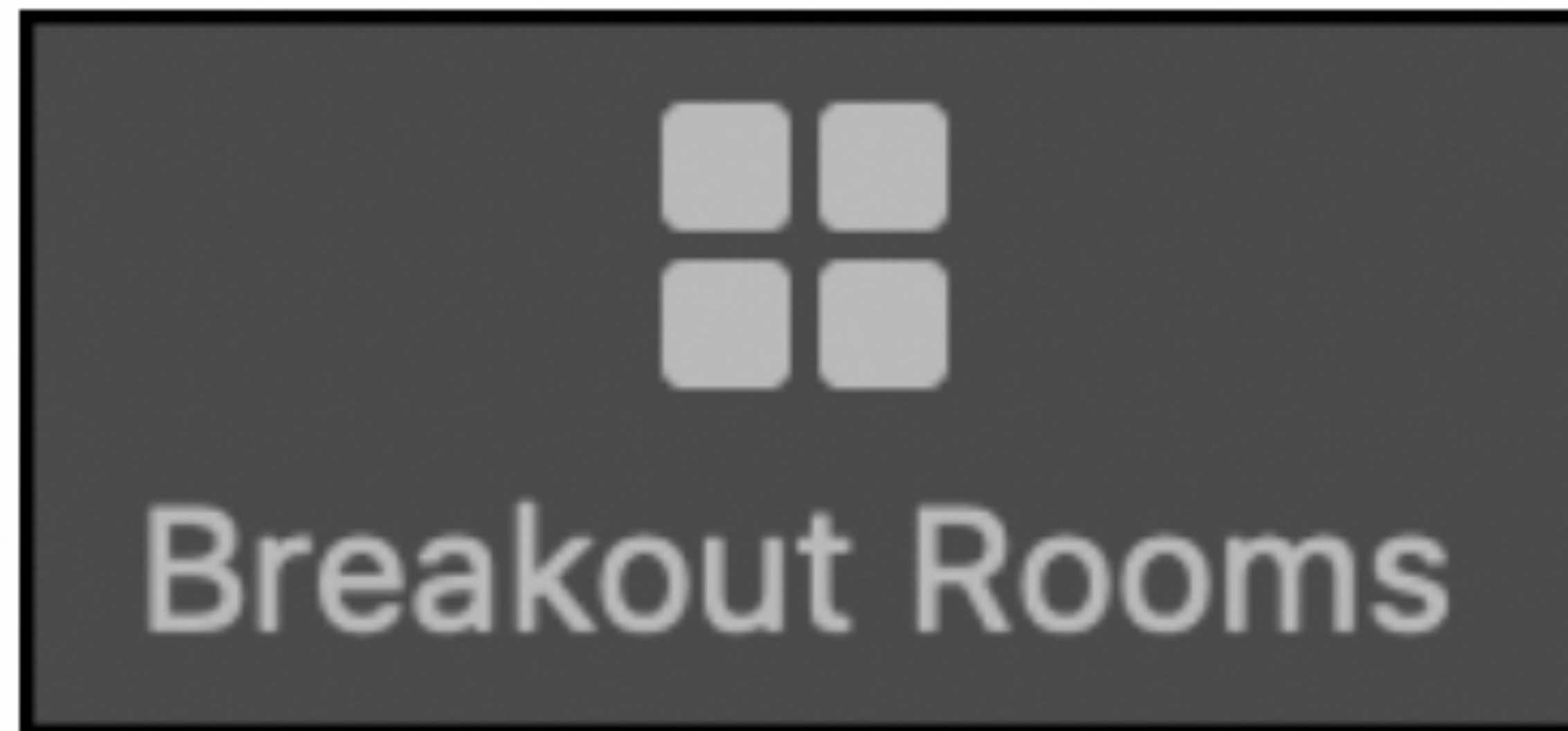
**Vanilla**



**What services or products are or were  
terrible and nevertheless we accepted them?**

**WHY?**

**Make a list of those powerful reasons**







3

## Wisdom of the crowd

How far  
can the  
wisdom of  
the crowd  
predict the  
success of  
a product  
or service?









# INTERNET MOVIE DATA BASE

Sign in to IMDb

## Fan favorites >

This week's top TV and movies

<div><div></div><div></div></div> <div><div>★ 8.3</div><div>☆</div><div>Dune</div><div><div>+ Watchlist</div><div>▶ Trailer</div></div></div>	<div><div></div><div></div></div> <div><div>★ 8.1</div><div>☆</div><div>Squid Game</div><div><div>+ Watchlist</div><div>▶ Trailer</div></div></div>	<div><div></div><div></div></div> <div><div>★ 7.6</div><div>☆</div><div>No Time to Die</div><div><div>+ Watchlist</div><div>▶ Trailer</div></div></div>	<div><div></div><div></div></div> <div><div>★ 7.2</div><div>☆</div><div>Free Guy</div><div><div>+ Watchlist</div><div>▶ Trailer</div></div></div>	<div><div></div><div></div></div> <div><div>★ 7.7</div><div>☆</div><div>Midnight Mass</div><div><div>+ Watchlist</div><div>▶ Trailer</div></div></div>	<div><div></div><div></div></div> <div><div>★ 9.9</div><div>☆</div><div>Dhindora</div><div><div>+ Watchlist</div><div>▶ Trailer</div></div></div>
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**How do you choose books and movies?**

**WHY?**

**Make a list of those powerful reasons**



**Breakout Rooms**



A wide-angle shot of a movie theater interior. The foreground is filled with rows of plush red seats, receding towards a large white projection screen at the far end. The ceiling is dark with a grid of recessed lights, some of which are illuminated. The walls are dark, and there are some speakers visible on the side walls. The overall atmosphere is dim and cinematic.

**Make a list of your  
TOP 3 favourite  
movies ever**



# Best movies ever according to the IMDB ranking



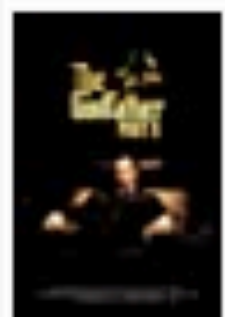
1. [The Shawshank Redemption](#) (1994)

★ 9.2



2. [The Godfather](#) (1972)

★ 9.1



3. [The Godfather: Part II](#) (1974)

★ 9.0



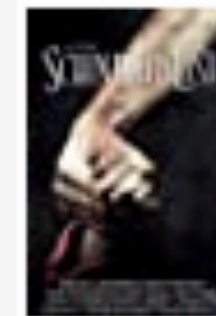
4. [The Dark Knight](#) (2008)

★ 9.0



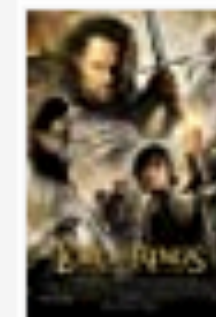
5. [12 Angry Men](#) (1957)

★ 8.9



6. [Schindler's List](#) (1993)

★ 8.9



7. [The Lord of the Rings: The Return of the King](#) (2003)

★ 8.9



8. [Pulp Fiction](#) (1994)

★ 8.8



9. [The Good, the Bad and the Ugly](#) (1966)

★ 8.8



10. [The Lord of the Rings: The Fellowship of the Ring](#) (2001)

★ 8.8



4



Is beauty subjective  
or objective?

Immanuel Kant:

Our judgments of  
beauty are not  
wholly subjective, nor  
can they be entirely  
objective

Subjectiveness

How far  
does  
context  
influences  
how you  
perceive a  
service?



# Is beauty subjective or objective?



In an experiment initiated by [The Washington Post](#) columnist [Gene Weingarten](#), Bell donned a baseball cap and played as an incognito [busker](#) at the Metro subway station [L'Enfant Plaza](#) in Washington, D.C. on January 12, 2007. The experiment was videotaped on hidden camera; of the 1,097 people who passed by, seven stopped to listen to him, and one recognized him. For his nearly 45-minute performance, Bell collected \$32.17 from 27 passersby (excluding \$20 from the one who recognized him).<sup>[9]</sup> Three days earlier, he earned considerably more playing the same repertoire at a concert.



# Can an algorithm create art?



VS.

## DAVID COPE



Professor Emeritus of Music

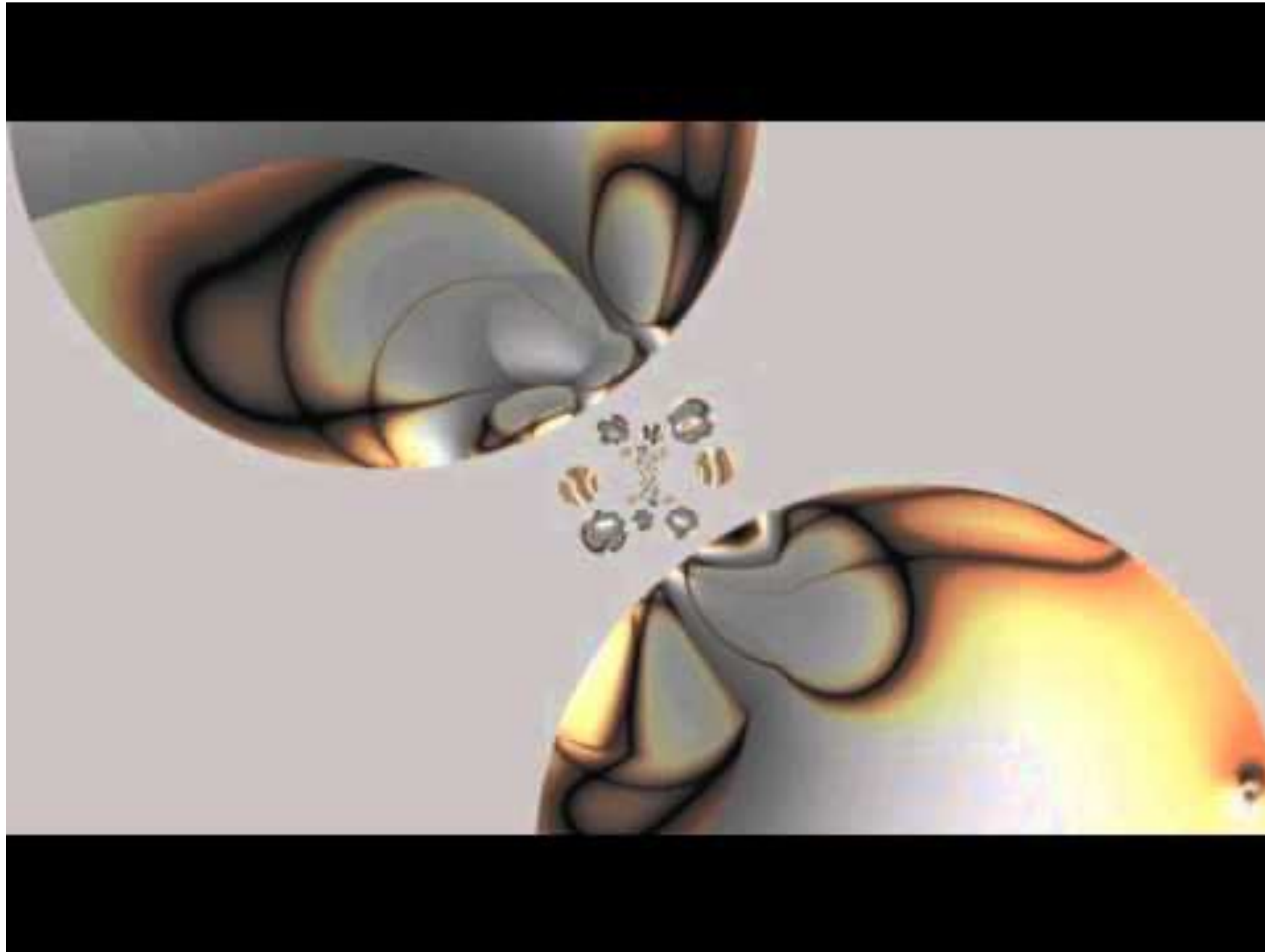
Algorithmic Composition, Musical Intelligence

### Research Interests:

DAVID COPE is a composer, author, and Professor Emeritus. His books "Computers And Musical Style" (1991), and "Experiments In Musical Intelligence" (1996) are both available from A-R Editions, "Techniques Of The Contemporary Composer" (1997) is available from Schirmer Books, "New Directions In Music (7th Edition)" (2000) is available from Waveland Press, "The Algorithmic Composer" (2000) is available from A-R Editions, "Virtual Music" (2001), and "Computer Models Of Musical Creativity" (2005) are both available from MIT Press. His music, listed on his Website at <http://arts.ucsc.edu/faculty/cope/>, falls into three cycles: algorithmic, Navajo, and Post-Tonal. Recordings include a variety of orchestral works available from the Smithsonian Institution and chamber music on Vienna Modern Masters.



# Can an algorithm create art?





**Artificial intelligence is only  
as good as the humans  
interacting with it**

(At least for now...)