



# Ageing Companions

Mini-lecture 220618  
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# QUESTIONING COMMON ENHANCEMENT

**SUCCESS ISN'T  
GIVEN.**

**IT'S EARNED.  
ON THE TRACK, ON THE FIELD,  
IN THE GYM.  
WITH BLOOD, SWEAT  
AND THE OCCASIONAL TEAR.**

- Nike



Image: [deathlon.ie](http://deathlon.ie)



Image: Andrew Parsons / PA Archive



GILLES DELEUZE

“Representation has only a single centre, a unique and residing perspective, and in consequence a false depth. It mediates everything, but mobilizes and moves nothing.”

Gilles Deleuze 2004 [1968]: 67



A human being should be defined “not by its forms, its organs, and its functions, and not as a subject either; you will define it by the affects of which it is capable.”

- Deleuze 1988: 122-128

MEASUREMENTS  
&  
CALCULATIONS



As Internet activist Eli Pariser points out, the problem lies in the inductive, algorithmic method used to measure our online behaviour (2011a: 7). Based on algorithmic calculations all human actions are organised into predictable patterns, whereas the true revelations, adventures and ideas in life are often the result of unpredictable incidents. As Pariser phrases it by quoting from Fyodor Dostoevsky's *Notes from the Underground* (1864):

**All human actions will then, of course, be tabulated according to these laws, mathematically, like tables of logarithms up to 108,000, and entered in an index ... in which everything will be so clearly calculated and explained that there will be no more incidents or adventures in the world.**

**(Dostoevsky 1864:VI)**

moves them, turning to the Web for answers will – no matter how personalised, calculable and ultimately limited – lead to an unadventurous, riskless account of who you may be.

# ADVENTUROUS INDICATORS