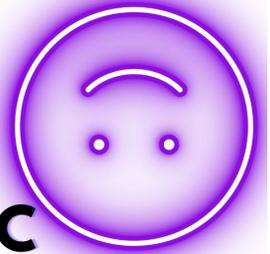


Holding a phone

Pressure sensors embedded along the outside of your phone continually measure ambient grip strength. If you are holding your phone with >10 psi, you are clearly not strongly engaged with the content you are consuming. (Or at the very least consuming content in a semi-distracted state.) A random forest algorithm generates micro-targeted notifications along two primary reaction paths: 1) notification of sudden release of "hyper-interest" content (e.g. new clothes haul from favorite YouTube, emotionally impactful photo from beloved travel influencer, etc.); If that has been previously leveraged within the last hour: 2) "gray world" mode is enabled, in which external utilities are temporarily interrupted (e.g. sudden electricity or water outage) to simultaneously provoke boredom and prevent external distractions, thoroughly refocusing your attention on your screen.

Having an erection

MIT study sponsored by Merck demonstrates that the blood oxygen sensor on a watch can be used to determine whether the wearer currently has an erection. Correlation shown to be much stronger than with data derived from the internal gyroscope measuring rapid back and forth movement. Bluetooth provides info on proximity of other watches/wearers, determining whether there are likely sexual partners nearby. If yes: targeted ads for food delivery/domestic home goods. Else: even if subject is watching pornography via VPN or Tor to prevent ISP & cookie-enabled affiliate network trackers from spying, video audio is ambiently recorded and uploaded to a cloud-based reverse audio lookup to ID and rank general acceptability/horror of viewing material. Quick mental health algorithm to determine appropriate medications to be inserted into pre-roll ads in a few minutes when subject switches back to Hulu/Amazon Prime/YouTube/podcasts/etc.



OPSEC NIGHTMARES

OPSEC:

THE PROCESS OF DETERMINING WHICH NORMAL THINGS YOU SAY & DO CAN & MAY BE WEAPONIZED AGAINST YOU

written by kfan
whygodwhy.com
created using canva & apple
notes & google slides YIKES



Looking at things

Whether or not a viewer skipped through an ad is a weak measure of its success. If anything it may just be a signal of their enthusiasm for whatever content they're expecting after the ad. Or worse they may not even be paying attention to the ad, just letting it run in the background while their attention is focused on something else entirely, like a conversation, a traffic light, or another ad on a different screen.

How then to gauge the success of an ad? The better and vastly more useful metric is simply to track everything a person's eyeballs point at.

The algorithm this method employs involves triangulating eye direction and focus between any 1-3 ad-enabled devices. Whether a person is looking at the ad on their phone can be determined by the front-facing camera on the phone, but, absent a front-facing camera (say, a person looking at a billboard) line of

Teleporting literally anywhere

People yelling online about "don't use 23andMe" and then walking straight into a Googazon teleportation portal to visit their reiki healer across the country, like... You know they just copied literally every atom of your being? I mean? Oh you *actually* read the EULA? Oh they *specifically* mention that they won't permanently store your genetic code? It's just *temporarily* saved as a buffer in case you don't arrive at your destination 100% the same? It's *purely* for your own legal protection? OK well if that's what they say, my bad. And they *definitely* aren't returning you to your body with a few genetic manipulations you'll *barely* even notice. Oh weird I'm *suddenly* desperate to try their new flavor of Hope Juice, too. Oh weird lately I *also* feel less hesitation and stress in the store when deciding which products to buy. So random. Let's exist solely as code on their servers for a few nanoseconds if it helps us beat traffic, what could *possibly* go wrong.

mathematical calculation between the billboard and any two phones, tablets, or similar wifi-enabled screens nearby.

in addition to allowing marketers to verify that the viewer is actually watching the ad, a multitude of parenthetical benefits can be derived: count the number of times a certain logo appears in the subject's field of vision in an hour, and ramp inserts up/down accordingly. Or: easily identify opportunities for complimentary synergies (e.g. an ad for Coca-Cola for someone who has looked at the Ruffie's logo 5 times in the 10 minutes).

This method was developed as a work-around after the retinal implants received pushback. Typical internet backlash about nothing - studies demonstrate that many people are willing to undergo a mild outpatient surgery if it means the ads they see online will be 15-25% more successfully curated to their personal interests.

Using a bed

Yes I knew a wifi-enabled mattress was a gray area but I needed to be able to modify its firmness with my phone. It's not like there's an analog equivalent, a hand-crank mattress or whatever. Aside from the additional benefits of being able to track and measure the quality of my sleep over time and compare data with friends via the social leaderboards, the additional additional benefit is that now when I go to YouTube to watch ads for movies I am thinking about watching, first I get to watch ads for hypo-allergenic pillows, microfiber bias-weighted blankets, and sweat-wicking compression pajamas made from 55% recycled polyester materials, any combination of which may improve my ability to sleep soundly on my left side by at least 15-25%, possibly even more when used in conjunction with an upgraded pair of air-purifying sleep headphones that are very different from the ones I currently use.