

# THE UPSIDE DOWN

Modeling has become Upside Down  
– and we haven't even noticed...

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*Understanding the Next Level  
of Data Integration*

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**#transitional**

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{ **bareclad** <sup>TM</sup> }

up  
to  
? change

*Don't fear the real world!*

# THE UPSIDE DOWN

If you look at a row in a database at two different times, it has rarely changed. In the rare case that it has changed, whatever was before the change is lost forever.

*in* **rea**1 **Life**

If you look at a thing at two different times, it has *always* changed, and there is usually some trace helping you recognize what is different. If the change is really important and really hard to figure out, we let a court decide.

# THE UPSIDE DOWN

If you can figure out that something has changed in the database, it could either be that the new stuff supersedes the old or the old stuff was plain wrong all along...  
...or both.

*in* **rea**1 **Life**

Things change naturally, such as hair going gray, cars becoming rusty, and icebergs melting. What we say about gray hair, rusty cars, and melting icebergs may turn out to be wrong, and therefore be abruptly corrected. Our world is bitemporal in nature, in nature.



# THE UPSIDE DOWN

**Information in a database is absolutely and universally true\***.

\* or maybe erroneous, but true until proven otherwise, and gone soon thereafter.

*in* **rea**1 **Life**

Information about reality is very different from reality itself. In reality one thing always happen one way or another, but what we say about it is always uncertain to some degree. We cannot speak with certainty about anything.

# THE UPSIDE DOWN

Values are always infinitely precise. Your *blue* is my *blue* and the server clock is both fit for all purposes and the one all other clocks tick in harmony with.

The logo for 'in real Life' is positioned in the upper right quadrant of the right-hand slide. It features the word 'in' in a blue, lowercase, sans-serif font. The word 'real' is in a red, lowercase, sans-serif font, with the 'a' being white and outlined in red. The word 'Life' is in a blue, uppercase, sans-serif font, with the 'i' being white and outlined in blue. The background of the slide is a soft-focus image of a forest with tall, thin trees and some green and pinkish flowers in the foreground.

in real Life

In reality there is no way to prove that a value you perceive is exactly the same as a value I perceive. Clocks are always imprecise, they drift, and are never in sync. We get around by accepting that we share a sufficiently similar view of things.



# THE UPSIDE DOWN

There are no differences of opinion.  
Whenever someone is wrong, the **ETL** will  
make it right, then and there.

The logo for 'in real Life' is positioned in the upper right quadrant of the right-hand image. It features the word 'in' in a blue, lowercase, sans-serif font. The word 'real' is in a white, lowercase, sans-serif font with a red outline. The word 'Life' is in a blue, uppercase, sans-serif font with a red outline. The background of the right-hand image is a soft-focus photograph of a forest with tall, thin trees and branches with white and pink blossoms in the foreground.

in real Life

There can be several, equally valid, opinions about the same state of affairs. In the case when one opinion actually needs to stand out, it could take a long time to figure out which one it is. Subjectivity is far more common than objectivity.

# THE UPSIDE DOWN

There is a master key, forever used to unlock the insight about whether you've seen something before or if it is a new thing.



in real Life

Identification is a process, in which you use every available circumstance to determine if you've seen something before or not. Even master keys become useless if the locks are changed.



# THE UPSIDE DOWN

A thing belongs to one class, and one class only, **eternally**. Which class precisely was determined in a sitting of one or more masters of classification, usually a long time ago.



in Real Life

Every single thing can be classified in different ways and at different times. There are usually several classifications of interest; synonymous, hierarchical, granular, transformative, hereditary, taxonomic, specific, generic, public, private, personal, and so on.





Why?

Because it is **fun**

...and satisfying

...and useful

...and what we are used to

...and have the tools for

...and sunk costs into

...and taught by important people

...and rarely questioned!

THE  
UPSIDE  
NATION  
**APPROVED!**  
BY MANNJAMIN  
INDUSTRY





