



I do not understand the physics behind it,
but I understand what I must do.¹

The proposal is to construct a formalisation
of a large part of ordinary everyday knowl-
edge of the physical world.²

Interfaces as Pets. Computer-human inter-
face (moving from computers to humans)
is difficult to bring off. Better to go the other
way: start with humans. Begin with what
people want around them: “nurturing,” “fun.”
Remember that 80 percent of communi-
cation is non-verbal. Don’t try to make inter-
faces friendly. Instead, start with friendly
things and make them smart!³

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2 Patrick J. Hayes,
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3 Michael Harris et
al., “Natural
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4 Otto Lipmann
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Naive Physics. Gestures of Intuition

Stefan Rieger

1 ‘Naive Physics’

The formula *Naive Physik* is a quo-
tation—it originated from a discus-
sion of the term ‘intuition’ as it
was framed in classical modernism.
In 1923, two psychologists, Otto
Lipmann and Hellmuth Bogen, pub-
lished a monograph with a title
that combined naivety with physics,
of all things.⁴ The book has two
subtitles. The first links the project
to the *Institut für angewandte
Psychologie in Berlin* (Institute of
Applied Psychology in Berlin), which
Lipmann co-directed with differ-
ential psychologist William Stern;
the second, *Theoretische und
experimentelle Untersuchungen
Über die Fähigkeit zu intelligentem
Handeln* (Theoretical and Experi-
mental Studies on the Ability
for Intelligent Action), reveals their
genuine focus.