

## Index

---

- Abbott, Andrew, 123  
 acceleration, 2, 25, 159  
 affect, 73, 94, 104, 204, 239  
 agent-based modelling, 251–2  
 algorithmic finance, 21–2, 190–3, 206,  
   212–43, *see also* high-frequency trading  
   microwave transmission in, 219  
   and order execution, 214  
   postsociality of, 22  
   skills required in, 215–17  
   sub-perceptual, 192, 217–22, 229  
 algorithmic trading. *see* algorithmic finance  
 algorithms. *see also* imitation; social  
   avalanche/avalanching; tensional  
   individuality  
   adaptive, 213  
   deterministic, 213, 238  
   dissimulation of, 221, 247  
   emotional attachment to, 216–17  
   interaction of, 21, 192, 221, 237–8, 240,  
   247, 251  
   sociality of, 17, 21, 192, 233–8, 240–3  
 analogy, 122–6  
 Andersen, Torben B., 230  
 arbitrage, 218–19, 222, 233, 235–6  
 architecture, 20, 147, 152, 173, 181–7  
   International Style, 182  
   visual representation of, 182–3  
 Aristotle, 122–3  
 attention, 35, 206  
 Austro-Hungary, 26, 28–31, 61  
 automated trading. *see* algorithmic finance  
 automaton, 55–8, 77, 86, 97, 100, 206  
 avalanche (physics), 127–31
- Bacon, Francis, 228  
 Bak, Per, 127–34, 143, 172, 231  
 Barrows, Susanna, 33  
 Bataille, Georges, 94  
 Bauman, Zygmunt, 2, 8  
 Beard, George Miller, 153–4  
 behavioural finance, 192, 211–12
- Bekhterev, Vladimir, 55, 148–50  
 Beniger, James R., 38  
 Benjamin, Walter, 40, 42–4, 145, 171  
 Bergson, Henri, 54  
 Berk, Richard A., 12–15, 61, 82, 132, 142  
 Berlin, 28, 31, 162  
 Berman, Marshall, 8–11  
 Bernheim, Hippolyte, 53–7, 62, 99, 102,  
   140, 163, 206, 238  
   and Boris Sidis, 99–101  
   debate with Jean-Martin Charcot, 53  
   definition of suggestion, 78  
   and film, 41  
   influence on Gabriel Tarde, 69, 93  
   Mikkel Borch-Jacobsen on, 58–61, 86  
   repressive dimension of, 76–7  
 Beunza, Daniel, 233–9  
 Binet, Alfred, 59–60, 100  
 black swan, 227–8, 233–4  
 Black, Fischer, 208, 223  
 Blackman, Lisa, 71, 82, 101–2, 104  
 Blixen, Karen, 75, 82, 183  
 Block, Fred, 124  
 Böckenförde, Ernst-Wolfgang, 32  
 Bohr, Niels, 36  
 Bondarenko, Oleg, 230  
 Borch-Jacobsen, Mikkel, 58–60, 86, 101, 140  
 Bourdieu, Pierre, 105  
 Broch, Hermann, 88  
 Bruegger, Urs, 22  
 Butler, Judith, 105
- Calahan, Edward, 195–6  
 Canetti, Elias, 190  
 Carruthers, Bruce, 193  
 Charcot, Jean-Martin, 45, 54, 102, 124,  
   163  
   debate with Hippolyte Bernheim, 53  
   and film, 41, 46  
 Chicago, 7, 165, 193–5, 210, 215, *see also*  
   New York City, financial connections  
   to Chicago

## 274 Index

- Chicago Board of Trade (CBOT), 7, 195, 197, 199  
 Chicago Mercantile Exchange (CME), 209, 214, 218  
 circuit breakers, 241  
 cities  
   blasé attitude of, 151, 157, 159–60, 163, 171  
   claustrophobic image of, 47–9  
   density of, 176, 179  
   and de-individualisation, 187  
   and financial markets, 6, 165–7, 199–201, 209–10, 218, 222, 224, 242–3  
   and the money economy, 159–61, 167, 178–9, 187  
   noise of, 144, 156, 200  
 Clark, Terry N., 113  
 collective action, 6–7, 180  
 collective effervescence, 68, 116–17, 231, 249  
 collectivity, 16, 24, 65, 98, 116, 142, 179, 184, *see also* crowds; individuality  
 Collins, Randall, 249–51  
 co-location, 218–19  
 Colomina, Beatriz, 184–5  
 Commodity Futures Trading Commission (CFTC), 188, 229  
 communication, 128–9, 151, 166, 195  
 Congo Conference, 31–2  
 Conrad, Joseph, 94  
 contagion, 109, 111, 174  
   and agent-based modelling, 252  
   in cities, 19, 109, 147–52, 160, 164–7, 174  
   in financial markets, 212  
   isolation from, 204  
   mediatised, 204  
   mental, 6, 147–9, 151–2, 164, 176  
   moral, 109, 148  
   social, 165–6  
 contrarians, 21, 191, 201–5, 238  
 Corkery, Michael, 224  
 Crary, Jonathan, 35, 61  
 criminology, 18, 34, 43, 63  
 Cronon, William, 195  
 crowd psychology, 4, 13, 25, 34–5, 43, 46, 108, 114  
   applied to financial markets, 21, 200–6  
   Boris Sidis on, 99  
   Emile Durkheim and, 116–17  
   Georg Simmel and, 118  
   historical backdrop to, 17  
 crowd theory, 11–16, *see also* crowd psychology  
   rationalist-individualist approach, 12–15, 61  
   crowds, 27, 108–22  
     liberating potential of, 165  
     Max Weber on, 136–8  
     normalisation of, 142  
     post-individualistic notion of, 108, 142–3  
     as prosocial entities, 112  
     self-organising dynamics of, 15, 19, 108–9  
     urban, 47–58  
 dark pools, 215  
 de-individualisation, 12–15, 17–18, 27, 47, 246  
   Boris Sidis on, 100  
   in cities, 56, 152, 154, 160, 174–5, 179, 187, 246  
   as an effect of crowds, 47–58, 61, 109–10, 149  
   as an effect of film, 41–6  
   in financial markets, 191, 205–6, 216, 230, 248  
   Friedrich Kittler on, 39–41  
   Friedrich Nietzsche on, 94  
   Gabriel Tarde on, 87  
   scientific advances promoting, 34–6  
   Siegfried Kracauer on, 177  
   Walter Benjamin on, 42  
 Delbœuf, Joseph, 60  
 Deleuze, Gilles, 70–1, 73, 84, 93, 125  
 democracy, 1–2, 20, 50, 147, 152, 163  
 Derrida, Jacques, 125  
 Des Pres, Terrence, 102  
 discipline, 203–5, 210, 216  
 dissonance, 124, 233–5  
 Dumontpallier, Amédée, 124  
 Durkheim, Emile, 97, 106  
   on avalanche, 81, 107, 116, 120–2, 125, 132–4, 143, 232  
   on collective effervescence, 68, 116–17, 231, 249  
   commonalities with Gabriel Tarde, 18–19, 73–81, 110  
   on crowds, 11, 112, 116–19  
   debate with Gabriel Tarde, 18, 63–73, 242  
   de-individualised sociology of, 34  
   on imitation, 64, 66–8, 78, 242  
   on individuality, 47  
   and Max Weber, 135, 138–9  
   on secularisation, 36–8  
   on social facts, 64, 68, 76  
   use of metaphors, 122  
 Einstein, Albert, 36  
 Electronic Communication Networks (ECNs), 214

- electronic trading, 21–2, 191, 207–13,  
 215–16, 220, 237, 242, *see also*  
 algorithmic finance; screen trading
- Ellenberger, Henri, 53–5
- embeddedness, 124
- Engels, Friedrich, 2, 9, 53
- exchanges, 188, 191, 193–200, 208–10,  
 214–15, 218–19, 221–2, 240, *see also*  
 Chicago Board of Trade; Chicago  
 Mercantile Exchange; Nasdaq; New  
 York Stock Exchange; stock exchanges
- experimenter expectancy effect, 60
- fashion, 75, 95–6, 130, 183–4
- Ferenczi, Sándor, 102
- film, 39–46, 171–2
- financial markets  
 computerisation of, 21, 191, 207–12  
 crowd dynamics of, 197–206  
 emotional attachment to, 210–12  
 fragmentation of, 215  
 mass psychology of, 211–12  
 psychologisation of, 201  
 sociality of, 22
- First World War, 28, 41, 163
- Fisher, Melissa S., 7
- Fitzgerald, F. Scott, 171–2, 174, 177
- flânerie, 163–4, 173
- Flash Crash, the, 21, 188–92, 222–9,  
 233–42, 248, 251–2  
 as an avalanche, 229–33  
 CFTC–SEC report on, 188–90, 227,  
 232, 239
- flash crashes, 192, 227, 241, 251
- flicker, 147, 170–4, 177
- Foucault, Michel, 8, 60, 76–7
- France, 25–6, 33, 61, 63, 80, 99, 116,  
*see also* Paris
- Franz Joseph I, Emperor, 28–9
- Freud, Sigmund, 58–60, 102–3
- Frisby, David, 95, 154
- Fromm, Erich, 156–7
- Fukuyama, Francis, 1
- Gane, Nicholas, 239
- gender, 39, 105, 164, 184
- Germany, 26, 28, 116, 148, 153, 163,  
*see also* Weimar Republic
- Giddens, Anthony, 105
- Girard, René, 11
- Gladwell, Malcolm, 130
- Gleber, Anke, 163
- Goethe, Johann Wolfgang von, 39
- Goffman, Erving, 22, 170, 221–2, 237,  
 249
- Columbia, David, 227
- Granovetter, Mark, 124, 132
- Gropius, Walter, 29, 182
- Habermas, Jürgen, 49, 113
- hand signals, 220–1
- Hansen, Kristian Bondo, 197, 201
- Harper, Henry Howard, 201, 204, 211
- Harrington, Anne, 99, 124
- Harris, Robert, 189
- Hausmann, Georges Eugène, 145–6
- Hegel, Georg Wilhelm Friedrich, 32
- Heisenberg, Werner, 36
- Hennes, Hans, 41
- herding, 94, 149, 184, 200, 239  
 algorithmic, 224, 231–3, 235–6  
 in financial markets, 205, 212–13, 230,  
 233–4
- Hessel, Franz, 163–4
- high-frequency trading, 188, 192, 213–14,  
 216–22, 235, 240, 242  
 and the Flash Crash, 223–30
- Hildyard, Rupert, 36
- Hitchcock, Henry-Russell, 182
- Hitler, Adolf, 29–30, 45
- Hobbes, Thomas, 122
- Hofmann, Michael, 29
- Howard, Ebenezer, 20, 177–80
- Hughes, Everett C., 144, 146
- human–object relationships, 22, 54, 140–1,  
 157–9, 182–3, 211, *see also*  
 postsociality
- hypnotic suggestion, 17–18, 28, 53–61, 98,  
 138, 140, 165, 206  
 and film, 43–6  
 Gabriel Tarde's interest in,  
 70–1, 84–93  
 volitional dimension of, 59–61,  
 86, 186
- imitation, 6–7, 245  
 algorithmic, 134, 237, 239–40,  
 242, 248  
 and avalanche, 133–4, 142–3, 245  
 Bruno Karsenti on, 74–5, 81  
 and crowds, 113–14, 122, 142  
 Emile Durkheim on, 64, 66–8, 78, 242  
 Gabriel Tarde on, 68–79, 81–2, 84, 90–1,  
 145, 237, 248  
 Georg Simmel on, 95–6, 248  
 George Herbert Mead on, 98  
 Judith Butler on, 105  
 Max Weber on, 105, 136–40  
 Robert E. Park on, 165–6  
 urban, 145

## 276 Index

- individuality. *see also* plastic individuality;  
 tensional individuality  
 and collectivity, 11, 16, 26, 46–7, 62,  
 95–7, 106, 253  
 letting go of, 18, 61, 168, 185–6, 206  
 liberal notion of, 14, 50–1, 55–7, 61, 95  
 secured through architecture, 179–81  
 surface, 170–4, 184–5, 247  
 interaction ritual chain theory, 249–50  
 internalisation, 214
- James, William, 99, 101–2, 149  
 Janet, Pierre, 59–60, 89  
 Jasper, James M., 15  
 Jennings, Reuben, 197–201  
 Johnson, Neil, 227–8, 230  
 Johnson, Philip, 182  
 Jones, Edward, 6, 150  
 Jonsson, Stefan, 62, 108, 163–4, 241
- Kant, Immanuel, 76  
 Karsenti, Bruno, 66, 73–5, 81, 89, 114  
 Kelly, Fred C., 201–2  
 Killian, Lewis M., 14  
 King, Anthony, 65–7, 73, 79  
 Kirilenko, Andrei, 228  
 Kittler, Friedrich A., 39–43, 46  
 Klages, Ludwig, 39  
 Knorr Cetina, Karin, 22, 211–12, 215, 220,  
 237, 241  
 Kracauer, Siegfried, 156, 173, 177  
 Kynaston, David, 193
- Lang, Fritz, 43  
 latency, 219  
 Latour, Bruno, 64, 73, 84, 93, 241, 250–1  
 on Gabriel Tarde, 70–1, 83  
 Lawrence, D. H., 94  
 Lawtoo, Nidesh, 62, 73, 94–5, 103  
 Le Bon, Gustave, 17, 25–7, 50–8, 80, 99,  
 118–19, 190  
 on automatons, 86  
 critique of, 13  
 on crowd contagion, 109, 148  
 Max Weber on, 136–8  
 negative view on crowds, 112, 114, 142,  
 151, 165, 201–2  
 on the self-organising dynamics of  
 crowds, 108–9  
 Le Corbusier, 20, 174–7, 179–82, 185, 187  
 Lethen, Helmuth, 162–3  
 Levine, Donald N., 122  
 Lewis, Michael, 219, 225, 231  
 Lewis, Ted G., 130  
 Leys, Ruth, 72, 98, 102–5
- Lifton, Robert Jay, 102  
 Lofland, John, 15  
 Lombroso, Cesare, 34  
 London, 144, 189, 193, 210  
 Loos, Adolf, 20, 147, 181–6, 205  
 Lueger, Karl, 30  
 Luhmann, Niklas, 23, 105, 244  
 on first-order and second-order  
 observations, 233  
 on Gabriel Tarde, 71  
 on generalisation and respecification,  
 112, 122–7, 131  
 on individuality, 47  
 on observations and operations, 217
- machine learning, 189, 213  
 MacKenzie, Donald, 7, 22, 213–14, 219,  
 221–2  
 on the Flash Crash, 225–6, 228  
 on the interaction order of algorithms,  
 237
- mannerism, 161, 184  
 Marcuse, Herbert, 8  
 Marinetti, Filippo Tommaso, 40  
 Marvin, Carolyn, 38  
 Marx, Karl, 2, 8–9, 53, 131, 158  
 mass personality, 49–50, 157–9  
 Maturana, Humberto, 123, 126  
 Maxwell, James Clerk, 36  
 Mayer, Arno, 26–7, 62  
 Mayntz, Renate, 125  
 Mazzarella, William, 11  
 McPhail, Clark, 12–14, 17, 57, 62, 111,  
 132, 141  
 Mead, George Herbert, 93, 96–8, 132  
 Mellers, Wilfrid, 36  
 metaphor, 110, 122–7  
 Mies van der Rohe, Ludwig, 29, 182  
 Millo, Yuval, 7  
 mimesis–anti-mimesis, 5–6, 57–61, 93,  
 105–7, 109, 142, 245–7, 249  
 of algorithms, 190, 240  
 anthropology on, 11  
 behavioural finance on, 212  
 Boris Sidis on, 99–101  
 contrarians on, 202–5  
 Edward A. Ross on, 152  
 Gabriel Tarde on, 18, 64, 90–3  
 Georg Simmel on, 20, 95–6, 154  
 George Herbert Mead on, 97  
 Hippolyte Bernheim on, 62  
 Nidesh Lawtoo on, 94  
 psychotherapy on, 18, 28  
 Robert E. Park on, 168–70  
 Ruth Leys on, 102–5

- and social avalanche, 120, 138  
 urban, 186  
 mirror neurons, 73  
 Mitchell, Peta, 109, 148  
 modernity  
   being-carried-away experience of, 109–10  
   dialectics of, 8  
   experience of, 9–11, 25–62  
   liquid, 2, 25  
 Moebius, Stefan, 71, 73  
 monadology, 82–3, 86–9, 91–3, 134  
 Mucchielli, Laurent, 65  
 Müller, Jan-Werner, 33
- Nanex, 227, 236  
 Nasdaq, 208, 218  
 Neill, Humphrey B., 204–5  
 neurasthenia, 153–6  
 neuroscience, 73  
 New York City, 48, 165, 172, 182, 193, 210  
   financial connections to Chicago, 195,  
   218, 225–6, 252  
 New York Stock Exchange (NYSE), 208,  
   214, 218–19  
 Nietzsche, Friedrich, 8, 39, 94, 97, 103  
 normal accidents, 252–3  
 Norris, Frank, 199
- objects, 75, 140–1, 147, 157–9, 186, 204,  
   240, 251  
 open-outcry trading, 207, 210, 215, 220,  
   239, 243  
   crowding in, 197  
   sociality of, 240  
   transition from, 21–2, 210, 212–13  
 order book, 221–2, 238, 242, 247, 251  
 ornamentation, 147, 173, 181–2, 184  
   mass, 177  
 Ortega y Gasset, José, 48–51, 57, 107, 147, 157  
   on cities, 156, 175  
   on mass personality, 157–9  
 Ozenfant, Amédée, 175
- Pardo-Guerra, Juan Pablo, 222  
 Paris, 53, 117, 145–6  
   Haussmannisation of, 145, 147  
 Park, Robert E., 20, *see also* social  
   avalanche/avalanching  
   on cities, 164–74, 177  
   on cities and stock exchanges, 20, 147,  
   200, 226  
   on crowds, 14  
   on the money economy and cities, 187  
   on psychological moments, 167  
   on surface individuality, 170–3
- Parsons, Talcott, 71  
 Patton, Paul, 125  
 Paulhan, Frédéric, 86  
 Pavlov, Ivan, 55  
 Perrow, Charles, 252  
 plastic individuality, 18, 99–100, 102–5,  
   162, 245  
   Gabriel Tarde and, 70–2, 82, 85, 90, 93  
   Hippolyte Bernheim on, 55–6  
 Polanyi, Karl, 124  
 postsociality, 22, 211, 237, 240  
 Pred, Allan, 144, 156  
 Preda, Alex, 6, 193, 195–7, 237  
 prestige, 66, 77–8, 91  
 Prince, Morton, 102  
 psychotherapy, 17–18, 34–5, 41–6, 50,  
   53–61, 104, *see also* Bernheim,  
   Hippolyte; Charcot, Jean-Martin
- quants, 215, 233–6  
 queue, 222
- Radkau, Joachim, 153  
 Reagan, Ronald, 41  
 Regulation National Market System (Reg  
   NMS), 214–15  
 Reich, Wilhelm, 60  
 resonance, 124, 233–6  
 Reynolds, Guy, 172  
 Richet, Charles, 72  
 Riesman, David, 43, 95, 162  
 Riis, Jacob A., 48  
 Roaring Twenties, 156, 171  
 Roentgen, Wilhelm, 35, 50  
 Ross, Edward A., 20, 149–54, 160, 163–7,  
   174, 176–7  
   on individuality, 158, 205  
   on mediated contagion, 204  
   on surface individuality, 170–4  
 Roth, Joseph, 28–30
- Sampson, Tony, 71, 73, 82, 87  
 sandpile model, 128–31, 143, 172, 231  
 Sarao, Navinder Singh, 189, 224  
 Scheler, Max, 119  
 Schiermer, Bjørn, 66, 69, 182–3  
 Schmitt, Carl, 31–2  
 Schönerer, Georg, 30  
 Schwartz, Barry, 222  
 Scott, Walter Dill, 55  
 screen trading, 21–2, 191, 209, 211–12,  
   220  
   skills required in, 210–11  
 Securities and Exchange Commission  
   (SEC), 188

## 278 Index

- Sedgwick, Eve Kosofsky, 102  
 Selden, George C., 201–2, 211  
 self-organised criticality, 19, 127–34  
 Shibutani, Tamotsu, 132  
 Shiller, Robert J., 212  
 Sidis, Boris, 211  
   on avalanche, 119–22, 125, 132–4, 143, 232  
   on crowds, 112, 149–50  
   on financial crazes, 200–1, 204  
   on the self, 98–102  
 Sighele, Scipio, 118  
 Simmel, Georg, 19, 93, 98  
   on avalanche, 118–22, 125, 132–4, 143,  
     154–7, 187, 232  
   on cities, 20, 151, 170, 174–5, 177, 222,  
     242  
   on crowds, 112, 117–19  
   on fashion, 95–6, 184  
   on imitation, 95–6, 248  
   on modern culture, 157–8, 161, 221, 240  
   on sociability, 113  
   on surface individuality, 170–3  
   on tensional individuality, 95, 97–8,  
     157–62, 164  
   on the money economy and cities, 147,  
     164–5, 167, 172, 187, 200  
   on urban sociality, 67  
 Simpson, George, 65  
 Sloterdijk, Peter, 66, 79, 160  
 Smelser, Neil J., 14  
 Smith, Adam, 68  
 social avalanche/avalanching, 4–6, 163,  
   235–6, 245–6  
   Adolf Loos on, 183, 185–6  
   of algorithms, 7, 17, 21, 111, 134, 238,  
     240–1, 248  
   Boris Sidis on, 119–22, 125, 132–4, 143,  
     232  
   in cities, 6, 16, 19–20, 107, 145–7, 186,  
     246–7  
   contrarians on, 21, 202–5  
   and crowd behaviour, 19, 110–12, 115,  
     132–4, 141, 143  
   Edward A. Ross on, 152, 160  
   in electronic trading, 210–11  
   Emile Durkheim on, 81, 107, 116,  
     120–2, 125, 132–4, 143, 232  
   in financial markets, 16, 191–2, 199–201,  
     212, 216, 246–7  
   and flânerie, 164  
   and the Flash Crash, 189–91, 229–33,  
     238, 240–1  
   and flicker, 172  
   Gabriel Tarde on, 23, 81, 120–2, 130,  
     132–4, 143  
   Georg Simmel on, 117–22, 125, 132–4,  
     143, 154–7, 187, 232  
   Max Scheler on, 119  
   as metaphor, 19, 112, 125  
   and modernity, 7–11  
   no inherent morality of, 9, 141–2  
   object-attention fixation as a means  
     against, 183, 204, 206  
   objects and, 20, 181–6  
   post-individualistic notion of, 142–3  
   prosocial dimension of, 19, 142, 241  
   Robert E. Park on, 20, 147, 167, 187, 226  
   and social action, 19, 112, 134–41  
   and sociality, 11, 17  
   sociologically respecified, 127, 132–4  
   and stock tickers, 206  
   triggers of, 143, 249–53  
   and urban planning, 147, 174, 177, 187  
 social media, 222  
 social movement studies, 12–13, 15–16,  
   248  
 Sornette, Didier, 226, 229–31, 235–6  
 Spencer, Herbert, 122  
 Spencer-Brown, George, 71  
 Spengler, Oswald, 32–3, 51  
 Stäheli, Urs, 196–7, 201–4  
 Stark, David, 233–9  
 stock exchanges, 6, 20–1, 147, 165–7,  
   193–200, 207–9, 239, 247  
 stock ticker, 195–7, 199, 204–6, 232  
*suggestionneur*–*suggestionné*, 55, 58–61, 72,  
   76–8, 199–200, 206, 232  
 Swedberg, Richard, 123  
 sympathy, 68  
 Taleb, Nassim, 228, 234  
 Tarde, Gabriel, 62, 102–3, 116, 118, 211,  
   241, 245  
   on avalanche, 23, 81, 120–2, 130, 132–4,  
     143  
   on cities, 144–7, 150, 156  
   commonalities with Boris Sidis, 100–1  
   commonalities with Emile Durkheim,  
     18–19, 73–81, 110  
   on crime, 34  
   on crowds, 13, 112, 119, 122, 232  
   debate with Emile Durkheim, 18, 63–73,  
     242  
   on imitation, 68–79, 81–2, 84, 90–1, 145,  
     237, 248  
   on the inter-cerebral constitution of the  
     individual, 84–93  
   interest in hypnotic suggestion, 70–1, 84–93  
   on the intra-cerebral constitution of the  
     individual, 82–4

- and Max Weber, 136–40  
 on neurasthenia, 153  
 on the sociality of crowds, 112–15  
 social epistemology of, 75, 183  
 on somnambulist myself, 18, 56, 85, 87, 134  
 on stock exchanges, 200–1  
 on tensional individuality, 18, 23, 64–5, 89–93, 97–8, 106–7, 140, 238
- Taussig, Michael, 11
- Taylor, Charles, 6–7
- telegraph, 38, 145, 151, 195–6, 218
- tensional individuality, 5–8, 103–6, 108, 143, 174, 245–6, 249, 253
- Adolf Loos on, 184–6
- of algorithms, 192, 238–40
- and attention, 35
- Boris Sidis on, 98–102
- in the city, 16, 19–20, 146–7, 154–64, 186–7, 246
- contrarians on, 21
- and crowd behaviour, 120
- Edward A. Ross on, 152
- Emile Durkheim on, 38
- in financial markets, 16, 190–1, 205–6, 246–7
- Gabriel Tarde on, 18, 23, 64–5, 89–93, 97–8, 106–7, 140, 238
- Georg Simmel on, 95, 97–8, 157–62, 164
- George Herbert Mead on, 97–8
- Marshall Berman on, 9
- and Max Weber, 135–8, 140
- Nidesh Lawtoo on, 95
- and Randall Collins, 250
- Robert E. Park on, 167–70
- and the social, 11, 17
- and social avalanche, 132, 134, 142, 246
- Thompson, Emily, 156
- Thrift, Nigel, 71, 73, 82, 87
- ticker trance (tickeritis), 206, 211
- Tickner, Lisa, 38
- Tiller Girls, the, 156, 177
- Tilly, Charles, 14
- Tonkonoff, Sergio, 93
- trading pits/floors, 21, 195, 197–200, 208–11, 215, 219, 247
- design of, 197
- emotional pull of, 200
- sociality of, 22, 211
- transformation hypothesis, 5, 57
- Tratner, Michael, 45
- trauma, 102–3
- Troeltsch, Ernst, 154
- Trump, Donald, 1, 25
- Turner, Ralph, 115
- Turner, Ralph M., 14
- tweets, 222
- typewriter, 38, 42
- urban planning, 20, 147, 174–81, 186–7
- urbanisation, 17, 33, 62, 144, 175, 244
- and attention, 35
- and contagion, 19–20, 149–51
- and crowds, 47, 117, 148
- and de-individualisation, 56
- and neurasthenia, 153
- USA, 116, *see also* Chicago; New York City
- van Ginneken, Jaap, 131–2
- Varela, Francisco, 123, 126
- Vincent, George Edgar, 99
- volatility, 188, 232, 241
- von der Becke, Susanne, 226, 229, 231, 235–6
- Waddell & Reed Financial Inc., 188–9, 231, 239
- Wagner-Pacifici, Robin, 224
- Wald, Priscilla, 109, 166
- Walker, Abe, 113
- Wall Street, 7, 172, 193, 195–6
- Ward, Janet, 173
- Weber, Max, 70, 105
- on charisma, 78
- on instrumental action, 238–9
- on metaphors, 122
- on social action, 19, 112, 134–41
- Weimar Republic, 26, 29, 33, 162–4, 173–4
- Whitman, Walt, 165
- Wiene, Robert, 43
- Williams, Rosalind, 38
- Wright, Frank Lloyd, 20, 177–80
- Zaloom, Caitlin, 200, 210–12, 214–15, 220
- Zimmerman, David A., 199
- Žižek, Slavoj, 1
- Zweig, Stefan, 31, 33, 173