

GOULD & ALLOMETRY



Irish Elk

STEPHEN JAY GOULD



1941-2002

Louis Agassiz Professor of Geology &
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studies on *Cerion*; 'punctuated equilibrium'
(Gould & Eldredge 1972)

Ontogeny and Phylogeny (1977)

Wonderful Life (1991)

'This View of Life' (*Natural History* 1974-1999)

The Simpsons episode 5F05

LINEAR TRANSFORMATION

$$Y = a X^b$$

$$\text{Log}_{10}[Y] = \text{Log}_{10}[a X^b]$$

$$\text{Log}_{10}[Y] = \text{Log}_{10}[a] + \text{Log}_{10}[X^b]$$

$$\text{Log}_{10}[Y] = \text{Log}_{10}[a] + b \text{Log}_{10}[X]$$

LINEAR TRANSFORMATION

$Y = a X^b$, logarithmic paper
