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**Many more names of  $(7, 3, 1)$ .**

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Summary: The  $(7, 3, 1)$  block design is an object that shows up in many areas of mathematics. In fact,  $(7, 3, 1)$  seems to appear again and again in unexpected places. [*E. Brown*, Math. Mag. 75, No. 2, 83–94 (2002; Zbl 1064.05031)] described  $(7, 3, 1)$ 's connection with such areas as graph theory, number theory, topology, round-robin tournaments, and algebraic number fields. In this paper, we show how  $(7, 3, 1)$  makes appearances in the areas of error-correcting codes,  $n$ -dimensional finite projective geometries, difference sets, normed algebras, and the three-circle Venn diagram.

*Classification:* K20 P20 F60 H40

*Keywords:* block designs; binary Hamming code;  $q$ -ary Hamming code; Singer designs; Singer difference sets; sums of squares; octonions; sedenions

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