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[Origins of the term](#) The term folk horror was used in 1970 in the film magazine Kine Weekly by reviewer Rod Cooper describing the filming of *The Devil's Touch*; a film that would later be renamed *The Blood on Satan's Claw*.

[Folk horror - Wikipedia](#) en.wikipedia : wiki : Folk_horror

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The genre was invented by [Horace Walpole](#), whose *The Castle of Otranto* (1765) may be said to have founded the horror story as a legitimate literary form.

[Horror story | Definition, Characteristics, Examples, & Facts](#)

[britannica : art : horror-story](#)

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A simple formula for calculating odds from probability is $O = P / (1 - P)$. A formula for calculating probability from odds is $P = O / (O + 1)$.

[How to Calculate Odds: 11 Steps \(with Pictures\) - wikiHow](#) wikihow : Calculate-Odds