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What's authentic about "authentic"?

As it is not clear to me what "authentic" really means, I will spend a bit of time trying to explain how, I believe, "authentic" could be conceptualized, and what the benefits would be for mathematics instruction and beyond. To illustrate how this conceptualization works in practice, I will mention the UV index; as it does not involve more than elementary functions and integration, this topic can be discussed in a calculus class.