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Human summary (total 99 texts)

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0 Heritage is concerned with the ways in which very selective material artefacts, mythologies, memories and traditions become resources for the presents. Further, heritage is more concerned with meanings than material artefacts. It is the former that give value, either cultural or financial, to the latter and explain why they have been selected from the near infinity of the past. Thus, heritage is as much about forgetting as remembering the past.

1 Every puddle is a sign that the water has been blocked, stopped from travelling down through the ground. So if a puddle is persistent, then the first thing we can deduce is that the ground beneath the puddle is either nonporous or extremely wet. This is a sign that the rocks beneath your feet have probably changed, even if the appearance of the mud has not changed.

2 Understanding how what you are doing today benefits you today and not just somewhere down the road is an essential part of personal motivation. Sometimes seeing the big picture isn’t enough; in fact, the big picture can sometimes be overwhelming. In that sense, be careful using the big picture as motivation.

3 Arturo Toscanini had a phenomenal memory as well as a phenomenal ear. He invited Mr.schelling himself to play solo piano. During rehearsal, Maestro Toscanini told to Mr.schelling that he believed the pianist had omitted a G flat. Mr. schelling replied that he omit the G flat and it surprised Maestro Toscanini.

4 emotions had become such a central part of psychology’s focus. Today, many psychological scientists agree that any decision we make, any relationship we pursue, any thing we want — all these judgments, behaviors, and desires are influenced by emotion. Those decisions are shaped by rationality or logical principles about what is right or good are in fact more often triggered by a gut emotional response.

5 Can you tell how a toy is made? we also need to make much more room for simple, natural materials. Does your children’s toy selection show an adequate representation of nature? Not only do these toys feel good to play with and connect children to the outside world, but they are also often strong enough to last a lifetime and even more I think we should consider our toy materials in the same way that the closer to the original source.

6 A particular difficulty that attends efforts to determine the extent of cross-cultural convergence in emotional expression is the fact that cultures do not categorize emotions in the same way. Marc Benarmou ascertained that some Javanese emotion terms did not straightforwardly correspond to Western categories. This raises some doubts about how much we can trust studies that purport to compare cultures. we should be alert to the possibility that imperfect translations lead us to imagine greater agreement about musical expression than we would find

7 To know whether an artistic performance succeeds or fails requires that we know what counts as success or failure in any performance context. it is one person’s ten unaided fingers that produce the sounds. The excitement a virtuoso pianist generates with a glittering shower of notes is intrinsically connected with this fact. An aurally identical experience that is electronically synthesized can never dazzle us in the same way: sound synthesizers can produce individual notes as fast as you please, while pianists cannot.

8 The story of how milk became America’s drink combines the perfection of industry with the perfection of consumer knowledge. Consumers drank more milk because they had “greater knowledge of the food value of milk,” In other words, the rise of milk consumption is due the increasing perfection of milk and education of consumers about this perfection.

9 person’s level of self-complexity can have important consequences, particularly when people are confronted with negative events or difficulties in a given life domain. Imagine learning that you did poorly on a midterm exam. If you’re someone who is high in self-complexity, the negativity that results from your poor exam grade is relatively contained, affecting only how you feel about yourself as a student. But if you’ re low in self-complexity, then the negativity associated with your poor exam grade is likely to lower your evaluations of yourself. In short, putting all your “self eggs” in one basket can be risky in the face of threatening, self-relevant events.

10 The video store down the road from our house closed and moved downtown because another video store had opened downtown. Businesses of a particular type tend to gather together in the same part of town. it is because no one wants their competitors to gain an advantage over them. If you set up your business near a competitor, you avoid losing any advantage that their location gives them. You also give yourself the chance to steal customers away from them.

11 Some of our dreams seem to be related to daily problems, some are vague and incoherent, and some are anxiety dreams that occur when we are worried or depressed. We need to be cautious about interpreting out own dreams or anyone else’s. Individuals are biased and self-serving in their dream interpretations, accepting those that fit in with their preexisting beliefs or needs and rejecting those that do not. Our biased interpretations may tell us more about ourselves than do our actual dreams.

12 Customers like e-mail because it’s easy to use and it gives them immediate access to organizations. However, even automated responses need to be phrased appropriately. Researchers found that less than half 47 percent) of the firms studied created higher customer satisfaction with their in-kind e-mail responses. They found that simple things make a difference. This included a fast response, an e-mail that addressed the specific problem, and an e-mail that was signed with a real person’s name.

13 There are some renewable energy technologies that are only controversially considered alternative, and they include nuclear power and hydropower. However, they suffer from other environmental problems that make them unattractive to some advocates of alternative energy solutions. Nuclear power produces highly radioactive wastes and hydroelectric power traditionally comes from large dams that block free-flowing rivers and disturb natural riverine ecosystems. Nuclear power and hydropower therefore, as with most alternative energy sources, solve some problems but not others.

14 owls evolved tubular eyes and are the reason owls developed the ability to turn their heads 270 degrees. Owl eyes have more black-and-white detecting rods than color cones, allowing them to see in the dark. In the human world, large eyes with wide pupils hold a certain attraction both for the viewer and the viewed. Nature, it seems, has prepared us biologically to be attracted to owls by giving them such big eyes.

15 Rules can be thought of as formal types of game cues. In this sense, rules create a problem that is artificial yet intelligible. It is precisely the artificiality created by the rules, the distinctive problem to be solved, that gives sport its special meaning. Engaging in acts that would be considered inconsequential in ordinary life also liberates us a bit, making it possible to explore our capabilities in a protected environment.

16 Theorists define the genre as a biographical form to establish the individual character as a replacement for traditional sources of cultural authority. The typical plot of the novel is the protagonist’s quest for authority within, therefore, when that authority can no longer be discovered outside. The distinctions between crime and heroism, therefore, or between madness and wisdom, judged by the quality or complexity of the individual’s consciousness.

17 My own reading and thinking habits have shifted dramatically since I first logged on to the Web fifteen years ago. my brain has changed as a result. I have experienced a steady decay in my ability to sustain my attention. it’s hard not to conclude that as we adapt to the intellectual environment of the Net our thinking becomes shallower.

18 There are physiological processes that take place when we are faced with something that scares us. When we’re frightened, the brain releases two groups of chemicals, endocannabinoids and opioids. these chemicals keep us from feeling pain and give us a rush of energy and clarity that can help us when we need it most. In these cases, fear actually enables people to take extreme measures in order to survive.

19 Several studies find situational cues can radically change people’s mental set about what is normatively appropriate in a social dilemma. Different groups of students played a dilemma game. Half the students in one experiment were primed for interdependence while the other half were primed for independence. The students who were primed for interdependence were later more cooperative and trusting in a public-goods dilemma.

20 Food unites as well as distinguishes eaters because what and how one eats forms much of one’s emotional tie to a group identity, be it a nation or an ethnicity. Connection between food and national or ethnic identification indicates that cuisine and table narrative occupy a significant place in the training grounds of a community and its civilization, and eating, cooking, and talking about one’s cuisine are vital to a community’s wholeness and continuation. In other words, the destiny of a community depends on how well it nourishes its members

21 the question remains why those diverged languages don't merge again when formerly separated people spread out and re-contact each other at speech boundaries. Probably the main disadvantage of speaking a mixed language involves a basic function of human language: as soon as you start to speak to someone else, your language serves as an instantly recognizable badge of your group identity.People who speak your language are your people, whereas someone speaking a different language is apt to be regarded as a potentially dangerous stranger.

22 Our craving for relief from feeling helpless is illustrated by a study of religious Israeli women, carried out by anthropologists Richard Sosis and W. Penn Handwerker. Nevertheless, about two-thirds of the women interviewed by Sosis and Handwerker recited psalms every day to cope with the stress of the rocket attacks. Although reciting psalms does not actually deflect rockets, it did provide the women with a sense of control as they took action in their own way

23 Risk management professionals look in the past for information on the so-called worst-case scenario and use it to estimate future risks ― this method is called “stress testing.”But they never notice the following inconsistency: this so-called worst-case event, when it happened, exceeded the worst case at the time. It had been built to endure the worst past historical earthquake, with the builders not imagining much worse — and not thinking that the worst past event had to be a surprise, as it had no precedent

24 The conditions for learning this skill are ideal, because you receive immediate and unambiguous feedback every time you go around a bend: the mild reward of a comfortable turn or the mild punishment of some difficulty in handling the car if you brake either too hard or not quite hard enough. The situations that face a harbor pilot maneuvering large ships are no less regular, but skill is much more difficult to acquire by sheer experience because of the long delay between actions and their noticeable outcomes. Whether professionals have a chance to develop intuitive expertise depends essentially on the quality and speed of feedback, as well as on sufficient opportunity to practice.

25 The tight bonds we form with our tools go both ways. Even as our technologies become extensions of ourselves, we become extensions of our technologies. Nietzsche’s experience with his typewriter provides a particularly good illustration of the way technologies exert their influence on us. Not only did the philosopher come to imagine that his typewriter was 'a thing like me'; he also sensed that he was becoming a thing like it, that his typewriter was shaping his thoughts.

26 Indeed, confusing people a little bit is beneficial ― it is good for you and good for them. For similar reasons, stability is not good for the economy: firms become very weak during long periods of steady success without failure, and hidden vulnerabilities accumulate silently under the surface ― so delaying crises is not a very good idea. The longer one goes without a market trauma, the worse the damage when a real crisis occurs.

27 My suggestion is to understand and make use of the changes in people’s strengths and weaknesses as they grow older. These shifts in strengths result in many older workers choosing to devote more of their efforts to supervising, administering, advising, and teaching. For instance, my farmer friends in their 80s spend less time on horseback and on tractors, more time making strategic decisions about the business of farming; my older lawyer friends spend less time in court, more time mentoring younger lawyers.

28 he saying that it takes knowledge to gain knowledge is captured in a study in which researchers wrote up a detailed description of a half inning of baseball and gave it to a group of baseball fanatics and a group of less enthusiastic fans to read. The less enthusiastic fans remembered fewer important facts about the game and were more likely to recount superficial details like the weather. Without a conceptual framework in which to embed what they were learning, they were extremely forgetful.

29 Love is an attitude, an orientation of character which determines the relatedness of a person to the world as a whole, not toward one ‘object’ of love. Yet, most people believe that love is constituted by the object, not by the faculty. They believe that all that is necessary to find is the right object ― and that everything goes by itself afterward

30 A great example of how potent a force your unconscious can be was detailed by researchers in a 2006 paper published in the journal Science. At the end of the study, they asked subjects if they would be willing to take part in later research for no pay as a favor to a desperate graduate student. According to the researchers, one group had unconsciously washed away their guilt and felt less of a need to pay the debts of their sins.

31 But does the inherent character and essence of a person ever change? similarly, human nature does not change; yet, like the seed with the potential of becoming a tree, human nature is not a static thing but a spectrum of potentials. We human beings can grow from a primitive to an enlightened condition without a change in our basic human nature

32 The ability to see the situation as the other side sees it, as difficult as it may be, is one of the most important skills a negotiator can possess. If you want to influence them, you also need to understand empathetically the power of their point of view and to feel the emotional force with which they believe in it. To accomplish this task you should be prepared to withhold judgment for a while as you “try on” their view

33 Costs vary not only with the volume of output, and to varying degrees from one industry to another, they also vary according to the extent to which existing capacity is being used. Different levels of probability have different costs in airline tickets, as elsewhere. Those on urgent business may want a guaranteed reservation, even at a higher price, while others may be in a position where saving money is more important than being on one particular flight rather than another.

34 The less appealing labeling option is just as accurate as the more appealing option. Medical procedures may sound scarier when presented in terms of the risk of dying, rather than the likelihood of coming through unharmed. Therefore, it is a useful exercise to recompute losses in terms of gains or gains in terms of losses.

35 The true champion recognizes that excellence often flows most smoothly from simplicity, a fact that can get lost in these high-tech days. a good 25 percent of his athletic time was devoted to externals other than working out. Many times in running, and in other areas of life, less is more.

36 Their novel approach was to pursue rational inquiry through adversarial discussion: The best way to evaluate one set of ideas, they decided, was by testing it against another set of ideas. In the political sphere, the result was democracy, in which supporters of rival policies vied for rhetorical supremacy; in philosophy, it led to reasoned arguments and dialogues about the nature of the world; in science, it prompted the construction of competing theories to try to explain natural phenomena; in the field of law, the result was the adversarial legal system. This approach is the foundation for the modern Western way of life, in which politics, commerce, science, and law are all rooted in orderly competition.

37 I would like to compare the shift from analog to digital film-making to the shift from fresco and tempera to oil painting in the early Renaissance. The switch to oils greatly liberated painters by allowing them to quickly create much larger compositions as well as to modify them as long as necessary. Similarly, by allowing a filmmaker to treat a film image as an oil painting digital technology redefines what can be done with cinema.

38 When there is a discrepancy between the verbal message and the nonverbal message, the latter typically weighs more in forming a judgment. That is, the nonverbal message is deliberate, but designed to let the partner know one’s candid reaction indirectly. It is then the partner’s responsibility to interpret the nonverbal message and make some adjustment in the plan.

39 Rarely do they stay standing in the middle―even though roughly a third of all balls land there. The simple answer: appearnace. It looks more impressive and feels less embarrassing to dive to the wrong side than to freeze on the spot and watch the ball sail past

40 Recalling childhood memories can lead people to behave more ethically, according to a study published in April in the Journal of Personality and Social Psychology. Youngsters may or may not behave especially ethically, but childhood tends to connote innocence ― a frame of mind that affects behavior.“It’s promising research in thinking about ways in which people are following their moral compass with very simple interventions,” Gino says.

41 Replay the same scene in many parts of Asia, however, and you would probably move to the left. The chance of a successful maneuver increases as more and more people adopt a bias in one direction, until the tendency sticks. Whether it’s right or left does not matter; what does is that it is the unspoken will of the majority

42 Some people who view the individual as the sole judge of what is right and what is wrong can have individualism. This thinking leads to a personal and situational view of ethics. Therefore, it can be weakness that sacrifices broaden community.

43 Coffee drinkers concentrated in the industrialized global north, and coffee workers concentrated in the global south. Coffee has been a virtual monopoly of the world’s poorest nations. Coffee is not only the most important commodities in global capitalism, but also in global inequality.

44 Traditional economics can determine efficient ways to allocate resources for producing goods and services. However, environmental economics need to consider allocation of resources in long period. Today’s consumption needs to be decided under considering future.

45 Human have evolved the desire to associate with similar individuals as a way to perform choosing similar friends. This is useful to species that lives in so many different sorts of environments. However, the carrying capacity of a given environment places a limit on this strategy

46 To understand universe, there is limits on science’s role. Ultimately, some questions of philosophy, religion are remained. Science can clear away much of the falsehood on the way, but the ultimate questions of reality call more for acts of belief than scientific explanation.

47 In explaining other’s actions, we frequently commit the fundamental attribution error. The error occurs partly because our attention focuses on the person, not on the situation. The more people assume that humans traits are fixed dispositions, the stronger are their stereotypes

48 Philosophical discourse proceeds by argumentation. So a philosopher might put forward correspondence to reality. In order to determine whether that is an adequate criterion, other philosophers would critically discuss the proposal, and other might criticize

49 Putnam argued about “selective exposure”. People choose to be exposed only to media that reinforce the views that we already have. He warn that cable and web-based media are creating and reinforcing a series of identity ghettos

50 Social infrastructures that promote efficiency, accelerate the trend of social atomization. Therefore it discourage interaction. Also it discourages the formation of strong ties

51 Learning to work with color has many similarities with learning how to cook. Small changes in cook and color, have dominant change. Properly presented food/photographs show that the cook/photographer has thought about every stage of the dining/visual experience

52 Modern and ancient foragers are profoundly different. However, we can use modern data to answer important questions about ancient lives. The ancient-to-modern transition would tend to reduce the significance of a class of important features of ancient forager lifeways

53 It is religion that argued nature is based on deep rationality. That religious belief has been basis of recent Science development. Therefore it is reasonable to suppose that religion has been one of the great humanizing movements of recent European history

54 Cholera was symbol of interconnected globe. Fear of cholera was at times out of proportion to the actual threat. It fears British more than it can destroy

55 When you act with kindness, your brain increases its serotonin level. Serotonin makes you feel good and boosts your immune system. If all performed act of kindness, we would have a world at peace and free of disease

56 Inauthentic has long been a feature of the tourism industry. Shakespeare or Andersen’s birthplace is not real but it advertised as real. Authentic pilgrimage continues to centre on an inauthentic location

57 One of the problems with radical individualism is that it promotes a narrow and limited understanding of freedom. American political culture is associated with the twin concepts of freedom and liberty. However, our historical interpretation and application of freedom lacks consensus and consistency

58 Chimpanzee’s clean-up mechanism is more effective than people so that they destroy cancer cells too. In contrast people have more intellectual ability because clean-up mechanism is slower. As a result, people have cancer

59 Advertising is responsible for a great deal of economic prosperity. If advertising disappeared, many bad broader effects can happen. Therefore, the presence of advertising is a major cause of prosperity

60 Brain size is strongly related to social group size. In this hypothesis, the enlargement of human brains was driven by social lives. The selection pressure that explains this process was supplied originally by the advantages of living in larger groups when it came to resisting predators

61 Unlike law, morality is informal system. Public morality and ethical responsibilities are partially codified in the law, but the legal system will never be able to codify public morality exhaustively. Freedom of choice entails responsibility

62 Psychology is concerned with decision making, behavior and influence in the main. Therefore it must have seemed obvious to mine the emerging insights, re-purposing them in the arena of marketing. This mirrored the acknowledgement in the commercial arena that psychology might prove decisive in business

63 The discovery of administrative tablets from the temple complexes at Uruk suggests that token use and consequently writing evolved as a tool of centralized economic governance. Given the lack of archaeological evidence from Uruk-period domestic sites, it is not clear whether individuals also used the system for personal agreements. The use of identifiable symbols and pictograms on the early tablets is consistent with administrators needing a lexicon that was mutually intelligible by literate and nonliterate parties. As cuneiform script became more abstract, literacy must have become increasingly important to ensure one understood what he or she had agreed to.

64 Humans have evolved the desire to associate with similar individuals as a way to perform this function efficiently, and this is especially useful to a species that lives in so many different sorts of environments. However, the carrying capacity of a given environment places a limit on this strategy. If resources are very limited, the individuals who live in a particular place cannot all do the exact same. A rational strategy would therefore sometimes be to avoid similar members of one’s species.

65 The latest developmental neuroscience research has shown that the brain is much more malleable throughout life than previously assumed: it develops in response to its own processes, to its immediate and distant “environments.” and to its past and current situations. The brain seeks to create meaning through establishing or refining existing neural networks. When we learn a new fact or skill, our neurons communicate to form networks of connected information. Using this knowledge or skill results in structural changes to allow similar future impulses to travel more quickly and efficiently than others.

66 Successful integration of an educational technology is marked by that technology being regarded by users as an unobtrusive facilitator of learning, instruction, or performance. When the focus shifts from the technology being used to the educational purpose that technology serves, then that technology is becoming a comfortable and trusted element, and can be regarded as being successfully integrated. New and emerging technologies often introduce both fascination and frustration with user

67 We should construct our general theories, deduce testable propositions and prove or disprove them against the sampled data. Archaeologists claiming to follow hypothesis-testing procedures found themselves having to create a fiction. In practice. their work and theoretical conclusions partly developed from the data which they had discovered. But in presenting their work they rewrote the script, placing the theory first and claiming to have tested it against data which they discovered, as in an experiment under laboratory conditions

68 Most natural habitats in the advanced nations have already been replaced with some form of artificial environment based on mass production or repetition. The cloning and transgenic alteration of domestic animals makes little difference to the overall situation. Conversely, the renewed interest in genetics has led to a growing awareness that there are many wild plants and animals with interesting or useful genetic properties that could be used for a variety of as-yet-unknown purposes. This has led in turn to a realization that we should avoid destroying natural ecosystems.

69 Equality involves equal freedom or opportunity to be different, and treating human beings equally requires us to take into account both their similarities and differences. When the latter are not relevant, equality entails uniform or identical treatment; when they are, it requires differential treatment. Equal rights do not mean identical rights, for individuals with different cultural backgrounds and needs might require different rights to enjoy equality in respect of whatever happens to be the content of their rights. Equality involves not just rejection of irrelevant differences as is commonly argued, but also full recognition of legitimate and relevant ones.

70 In the protopian mode, things are better today than they were yesterday, although only a little better. The problems of today were caused by yesterday’s technological successes, and the technological solutions to today’s problems will cause the problems of tomorrow. This circular expansion of both problems and solutions hides a steady accumulation of small net benefits over time Ever since the Enlightenment and the invention of science, we've managed to create a tiny bit more than we've destroyed each year. But that few percent positive difference is compounded over decades into what we might call civilization.

71 Research with human runners challenged conventional wisdom and found that the ground-reaction forces at the foot and the shock transmitted up the leg and through the body after impact with the ground varied little as runners moved from extremely compliant to extremely hard running surfaces. As a result, researchers gradually began to believe that runners are subconsciously able to adjust leg stiffness prior to foot strike based on their perceptions of the hardness or stiffness of the surface on which they are running. Impact forces passing through the legs are strikingly similar over a wide range of running surface types. Contrary to popular belief, running on concrete is not more damaging to the legs than running on soft sand.

72 One of the great risks of writing is that even the simplest of choices regarding wording or punctuation can sometimes prejudice your audience against you in ways that may seem unfair. For example, look again at the old grammar rule forbidding the splitting of infinitives. After decades of telling students to never split an infinitive (something just done in this sentence), most composition experts now acknowledge that a split infinitive is not a grammar crime. To write correctly and still offend your readers’ notions of your language competence.

73 We can probe difficult-to-reach places with its extended end, and comprehend what we are exploring. Furthermore, we get possessive about it. We do the same with the much more complex tools we use, in much more complex situations. Without the extension of self into machine, it would be impossible to drive.

74 A large part of what we see is what we expect to see. This explains why we “see” faces and figures in a flickering campfire, or in moving clouds. The brain’s visual strategies are projecting images from within the mind out onto the world

75 The role of science can sometimes be overstated, with its advocates slipping into scientism. With the advance of science, there has been a tendency to slip into scientism, and assume that any factual claim can be authenticated if and only if the term ‘scientific’ can correctly be ascribed to it. The philosophy of science seeks to avoid crude scientism and get a balanced view on what the scientific method can and cannot achieve

76 The Swiss psychologist Jean Piaget frequently analyzed children’s conception of time via their ability to compare or estimate the time taken by pairs of events. In experiment, two toy cars were shown running synchronously on parallel tracks one running faster and stopping further down the track. The children were then asked to judge whether the cars had run for the same time and to justify their judgment. Preschoolers and young school-age children confuse temporal and spatial dimensions. A child may claim that the cars started and stopped running together (correct) and that the car which stopped further ahead, ran for more time (incorrect).

77 The future of our high-tech goods may lie not in the limitations of our minds, but in our ability to secure the ingredients to produce them. Our ingenuity will soon outpace our material supplies. This situation comes at a defining moment when the world is struggling to reduce its reliance on fossil fuels. But without increasing today’s limited supplies, we have no chance of developing the alternative green technologies we need to slow climate change.

78 The famous nineteenth-century critic Eduard Hanslick regarded ‘the measurable tone’ as ‘the primary and essential condition of all music. Musical sounds, he was saying, can be distinguished from those of nature by the fact that they involve the use of fixed pitches. Now it is true that in most of the world’s musical cultures, pitches are not only fixed, but organized into a series of discrete steps. However, this is a generalization about music and not a definition of it, for it is easy to put forward counter-examples

79 When you begin to tell a story again that you have retold many times, what you retrieve from memory is the index to the story itself. That index can be embellished in a variety of ways, and over time, even the embellishments become standardized. They are recalling indexes and reconstructing details and If at some point they add a nice detail, not really certain of its validity, telling the story with that same detail a few more times will ensure its permanent place in the story index. The stories we tell time and again are identical to the memory we have of the events that the story relates.

80 With population growth slowing, the strongest force increasing demand for more agricultural production will be rising incomes, which are desired by practically all governments and individuals. Although richer people spend smaller proportions of their income on food, in total they consume more food —and richer food, which contributes to various kinds of disease and debilitation. It is thus quite credible to estimate that in order to meet economic and social needs within the next three to five decades, the world should be producing more than twice as much grain and agricultural products as at present, but in ways that these are accessible to the food-insecure.

81 One gets the sense that post-truth is not so much a claim that truth does not exist as that facts are subordinate to our political point of view. Someone does not argue against an obvious or easily confirmable fact for no reason; he or she does so when it is to his or her advantage. When a person’s beliefs are threatened by an “inconvenient fact,” sometimes it is preferable to challenge the fact. This sort of post-truth relationship to facts occurs only when we are seeking to assert something that is more important to us than the truth itself.

82 British anthropology emphasizes the social. It assumes that social institutions determine culture and that universal domains of society are represented by specific institutions which can be compared cross-culturally. American anthropology emphasizes the cultural. It assumes that culture shapes social institutions by providing the shared beliefs, the core values, the communicative tools, and so on that make social life possible

83 Some people have defined wildlife damage management as the science and management of overabundant species, but this definition is too narrow. All species cause wildlife damage, not just overabundant ones. Certainly, we would not consider peregrine falcons as being overabundant, but we wish that they would not feed on an endangered species. In this case, one of the negative values associated with a peregrine falcon population is that its predation reduces the population of another endangered species. The goal of wildlife damage management in this case would be to stop the falcons from eating the terns without harming the falcons.

84 People unknowingly sabotage their own work when they withhold help or information from others or try to undermine them lest they become more successful or get more credit than me. The ego doesn’t know that the more you include others, the more smoothly things flow and the more easily things come to you

85 We may have left the office physically, but we are very much still there mentally, as our minds get caught in the endless loop of replaying the events of today and worrying about all the things we need to get done the following day, So now, as he gets to the door of his house, he applies what he calls “the pause that refreshes

86 The meritocratic emphasis on effort and hard work seeks to vindicate the idea that, under the right conditions, we are responsible for our success and thus capable of freedom. It also seeks to vindicate the faith that, if the competition is truly fair, success will align with virtue: those who work hard and play by the rules will earn the rewards they deserve

87 Genetic engineering followed by cloning to distribute many identical animals or plants is sometimes seen as a threat to the diversity of nature. The cloning and transgenic alteration of domestic animals makes little difference to the overall situation

88 When you begin to tell a story again that you have retold many times, what you retrieve from memory is the index to the story itself. In other words, the stories we tell time and again are D identical to the memory we have of the events that the story relates.

89 Protopia is a state of becoming, rather than a destination. It is incremental improvement or mild progress. The “pro” in protopian stems from the notions of process and progress.

90 As a result, researchers gradually began to believe that runners are subconsciously able to adjust leg stiffness prior to foot strike based on their perceptions of the hardness or stiffness of the surface on which they are running. This view suggests that runners create soft legs that soak up impact forces when they are running on very hard surfaces and stiff 1685 when they are moving along on yielding terrain

91 Such a view, which grounds equality not in human uniformity but in the interplay of uniformity and difference, builds difference into the very concept of equality, breaks the traditional equation of equality with similarity, and is immune to monist distortion. Equality involves equal freedom or opportunity to be different, and treating human beings equally requires us to take into account both their similarities and differences

92 Even when we do something as apparently simple as picking 42 a screwdriver, our brain automatically We can literally feel things with the end of the screwdriver. When we extend a hand, holding the screwdriver, we automatically take the length of the latter into account

93 It assumes that culture shapes social institutions by providing the shared beliefs, the core values, the communicative tools, and so on that, make social life possible. And it rejects the notion that any social institution can be understood regardless of personal preferences

94 Through recent decades academic archaeologists have been urged to conduct their research and excavations according to hypothesis-testing procedures. But in presenting their work they rewrote the script, placing the theory first and claiming to have tested it against data which they discovered, as in an experiment under laboratory conditions

95 A fire provides a constant flickering change in visual information that never integrates into anything solid and thereby allows the brain to engage in a play of hypotheses. On the other hand, the wall does not present us with very much in the way of visual clues, and so the brain begins to make more and more hypotheses and desperately searches for confirmation

96 Digital technology accelerates dematerialization by hastening the migration from products to services. The reason even solid physical goods — like a soda can — can deliver more benefits while inhabiting less material is because their heavy atoms are substituted by weightless bits

97 The changes in diet that usually accompany higher incomes will require relatively greater increases in the production of feed grains, rather than food grains, as foods of animal origin partly displace plant-based foods in people’s diets

98 If one looks at the Oxford definition, one gets the sense that post-ruth is not so much a claim that truth does not exist as that facts are subordinate 10 our political point of view. This can happen at either a conscious or unconscious level (since sometimes the person we are seeking to convince is ourselves), but the point is that this sort of post-truth relationship to facts occurs only when we are seeking to assert something to hold back our mixed feelings

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References = ['Heritage is concerned with the ways in which very selective material artefacts, mythologies, memories and traditions become resources for the presents. Further, heritage is more concerned with meanings than material artefacts. It is the former that give value, either cultural or financial, to the latter and explain why they have been selected from the near infinity of the past. Thus, heritage is as much about forgetting as remembering the past. ', 'Every puddle is a sign that the water has been blocked, stopped from travelling down through the ground. So if a puddle is persistent, then the first thing we can deduce is that the ground beneath the puddle is either nonporous or extremely wet. This is a sign that the rocks beneath your feet have probably changed, even if the appearance of the mud has not changed.', 'Understanding how what you are doing today benefits you today and not just somewhere down the road is an essential part of personal motivation. Sometimes seeing the big picture isn’t enough; in fact, the big picture can sometimes be overwhelming. In that sense, be careful using the big picture as motivation.', 'Arturo Toscanini had a phenomenal memory as well as a phenomenal ear. He invited Mr.schelling himself to play solo piano. During rehearsal, Maestro Toscanini told to Mr.schelling that he believed the pianist had omitted a G flat. Mr. schelling replied that he omit the G flat and it surprised Maestro Toscanini.', 'emotions had become such a central part of psychology’s focus. Today, many psychological scientists agree that any decision we make, any relationship we pursue, any thing we want — all these judgments, behaviors, and desires are influenced by emotion. Those decisions are shaped by rationality or logical principles about what is right or good are in fact more often triggered by a gut emotional response.', 'Can you tell how a toy is made? we also need to make much more room for simple, natural materials. Does your children’s toy selection show an adequate representation of nature? Not only do these toys feel good to play with and connect children to the outside world, but they are also often strong enough to last a lifetime and even more I think we should consider our toy materials in the same way that the closer to the original source.', 'A particular difficulty that attends efforts to determine the extent of cross-cultural convergence in emotional expression is the fact that cultures do not categorize emotions in the same way. Marc Benarmou ascertained that some Javanese emotion terms did not straightforwardly correspond to Western categories. This raises some doubts about how much we can trust studies that purport to compare cultures. we should be alert to the possibility that imperfect translations lead us to imagine greater agreement about musical expression than we would find', 'To know whether an artistic performance succeeds or fails requires that we know what counts as success or failure in any performance context. it is one person’s ten unaided fingers that produce the sounds. The excitement a virtuoso pianist generates with a glittering shower of notes is intrinsically connected with this fact. An aurally identical experience that is electronically synthesized can never dazzle us in the same way: sound synthesizers can produce individual notes as fast as you please, while pianists cannot.', 'The story of how milk became America’s drink combines the perfection of industry with the perfection of consumer knowledge. Consumers drank more milk because they had “greater knowledge of the food value of milk,” In other words, the rise of milk consumption is due the increasing perfection of milk and education of consumers about this perfection.', 'person’s level of self-complexity can have important consequences, particularly when people are confronted with negative events or difficulties in a given life domain. Imagine learning that you did poorly on a midterm exam. If you’re someone who is high in self-complexity, the negativity that results from your poor exam grade is relatively contained, affecting only how you feel about yourself as a student. But if you’ re low in self-complexity, then the negativity associated with your poor exam grade is likely to lower your evaluations of yourself. In short, putting all your “self eggs” in one basket can be risky in the face of threatening, self-relevant events.', 'The video store down the road from our house closed and moved downtown because another video store had opened downtown. Businesses of a particular type tend to gather together in the same part of town. it is because no one wants their competitors to gain an advantage over them. If you set up your business near a competitor, you avoid losing any advantage that their location gives them. You also give yourself the chance to steal customers away from them.', 'Some of our dreams seem to be related to daily problems, some are vague and incoherent, and some are anxiety dreams that occur when we are worried or depressed. We need to be cautious about interpreting out own dreams or anyone else’s. Individuals are biased and self-serving in their dream interpretations, accepting those that fit in with their preexisting beliefs or needs and rejecting those that do not. Our biased interpretations may tell us more about ourselves than do our actual dreams.', 'Customers like e-mail because it’s easy to use and it gives them immediate access to organizations. However, even automated responses need to be phrased appropriately. Researchers found that less than half 47 percent) of the firms studied created higher customer satisfaction with their in-kind e-mail responses. They found that simple things make a difference. This included a fast response, an e-mail that addressed the specific problem, and an e-mail that was signed with a real person’s name.', 'There are some renewable energy technologies that are only controversially considered alternative, and they include nuclear power and hydropower. However, they suffer from other environmental problems that make them unattractive to some advocates of alternative energy solutions. Nuclear power produces highly radioactive wastes and hydroelectric power traditionally comes from large dams that block free-flowing rivers and disturb natural riverine ecosystems. Nuclear power and hydropower therefore, as with most alternative energy sources, solve some problems but not others.', 'owls evolved tubular eyes and are the reason owls developed the ability to turn their heads 270 degrees. Owl eyes have more black-and-white detecting rods than color cones, allowing them to see in the dark. In the human world, large eyes with wide pupils hold a certain attraction both for the viewer and the viewed. Nature, it seems, has prepared us biologically to be attracted to owls by giving them such big eyes.', 'Rules can be thought of as formal types of game cues. In this sense, rules create a problem that is artificial yet intelligible. It is precisely the artificiality created by the rules, the distinctive problem to be solved, that gives sport its special meaning. Engaging in acts that would be considered inconsequential in ordinary life also liberates us a bit, making it possible to explore our capabilities in a protected environment.', 'Theorists define the genre as a biographical form to establish the individual character as a replacement for traditional sources of cultural authority. The typical plot of the novel is the protagonist’s quest for authority within, therefore, when that authority can no longer be discovered outside. The distinctions between crime and heroism, therefore, or between madness and wisdom, judged by the quality or complexity of the individual’s consciousness.', 'My own reading and thinking habits have shifted dramatically since I first logged on to the Web fifteen years ago. my brain has changed as a result. I have experienced a steady decay in my ability to sustain my attention. it’s hard not to conclude that as we adapt to the intellectual environment of the Net our thinking becomes shallower.', 'There are physiological processes that take place when we are faced with something that scares us. When we’re frightened, the brain releases two groups of chemicals, endocannabinoids and opioids. these chemicals keep us from feeling pain and give us a rush of energy and clarity that can help us when we need it most. In these cases, fear actually enables people to take extreme measures in order to survive.', 'Several studies find situational cues\t can radically change people’s mental set about what is normatively appropriate in a social dilemma. Different groups of students played a dilemma game. Half the students in one experiment were primed for interdependence while the other half were primed for independence. The students who were primed for interdependence were later more cooperative and trusting in a public-goods dilemma.', 'Food unites as well as distinguishes eaters because what and how one eats forms much of one’s emotional tie to a group identity, be it a nation or an ethnicity. Connection between food and national or ethnic identification indicates that cuisine and table narrative occupy a significant place in the training grounds of a community and its civilization, and eating, cooking, and talking about one’s cuisine are vital to a community’s wholeness and continuation. In other words, the destiny of a community depends on how well it nourishes its members', "the question remains why those diverged languages don't merge again when formerly separated people spread out and re-contact each other at speech boundaries. Probably the main disadvantage of speaking a mixed language involves a basic function of human language: as soon as you start to speak to someone else, your language serves as an instantly recognizable badge of your group identity.People who speak your language are your people, whereas someone speaking a different language is apt to be regarded as a potentially dangerous stranger.", 'Our craving for relief from feeling helpless is illustrated by a study of religious Israeli women, carried out by anthropologists Richard Sosis and W. Penn Handwerker. Nevertheless, about two-thirds of the women interviewed by Sosis and Handwerker recited psalms every day to cope with the stress of the rocket attacks. Although reciting psalms does not actually deflect rockets, it did provide the women with a sense of control as they took action in their own way', 'Risk management professionals look in the past for information on the so-called worst-case scenario and use it to estimate future risks ― this method is called “stress testing.”But they never notice the following inconsistency: this so-called worst-case event, when it happened, exceeded the worst case at the time. It had been built to endure the worst past historical earthquake, with the builders not imagining much worse — and not thinking that the worst past event had to be a surprise, as it had no precedent', 'The conditions for learning this skill are ideal, because you receive immediate and unambiguous feedback every time you go around a bend: the mild reward of a comfortable turn or the mild punishment of some difficulty in handling the car if you brake either too hard or not quite hard enough. The situations that face a harbor pilot maneuvering large ships are no less regular, but skill is much more difficult to acquire by sheer experience because of the long delay between actions and their noticeable outcomes. Whether professionals have a chance to develop intuitive expertise depends essentially on the quality and speed of feedback, as well as on sufficient opportunity to practice.', "The tight bonds we form with our tools go both ways. Even as our technologies become extensions of ourselves, we become extensions of our technologies. Nietzsche’s experience with his typewriter provides a particularly good illustration of the way technologies exert their influence on us. Not only did the philosopher come to imagine that his typewriter was 'a thing like me'; he also sensed that he was becoming a thing like it, that his typewriter was shaping his thoughts.", ' Indeed, confusing people a little bit is beneficial ― it is good for you and good for them. For similar reasons, stability is not good for the economy: firms become very weak during long periods of steady success without failure, and hidden vulnerabilities accumulate silently under the surface ― so delaying crises is not a very good idea. The longer one goes without a market trauma, the worse the damage when a real crisis occurs.', ' My suggestion is to understand and make use of the changes in people’s strengths and weaknesses as they grow older. These shifts in strengths result in many older workers choosing to devote more of their efforts to supervising, administering, advising, and teaching. For instance, my farmer friends in their 80s spend less time on horseback and on tractors, more time making strategic decisions about the business of farming; my older lawyer friends spend less time in court, more time mentoring younger lawyers.', ' he saying that it takes knowledge to gain knowledge is captured in a study in which researchers wrote up a detailed description of a half inning of baseball and gave it to a group of baseball fanatics and a group of less enthusiastic fans to read. The less enthusiastic fans remembered fewer important facts about the game and were more likely to recount superficial details like the weather. Without a conceptual framework in which to embed what they were learning, they were extremely forgetful.', ' Love is an attitude, an orientation of character which determines the relatedness of a person to the world as a whole, not toward one ‘object’ of love. Yet, most people believe that love is constituted by the object, not by the faculty. They believe that all that is necessary to find is the right object ― and that everything goes by itself afterward', ' A great example of how potent a force your unconscious can be was detailed by researchers in a 2006 paper published in the journal Science. At the end of the study, they asked subjects if they would be willing to take part in later research for no pay as a favor to a desperate graduate student. According to the researchers, one group had unconsciously washed away their guilt and felt less of a need to pay the debts of their sins.', ' But does the inherent character and essence of a person ever change? similarly, human nature does not change; yet, like the seed with the potential of becoming a tree, human nature is not a static thing but a spectrum of potentials. We human beings can grow from a primitive to an enlightened condition without a change in our basic human nature', 'The ability to see the situation as the other side sees it, as difficult as it may be, is one of the most important skills a negotiator can possess. If you want to influence them, you also need to understand empathetically the power of their point of view and to feel the emotional force with which they believe in it. To accomplish this task you should be prepared to withhold judgment for a while as you “try on” their view', 'Costs vary not only with the volume of output, and to varying degrees from one industry to another, they also vary according to the extent to which existing capacity is being used. Different levels of probability have different costs in airline tickets, as elsewhere. Those on urgent business may want a guaranteed reservation, even at a higher price, while others may be in a position where saving money is more important than being on one particular flight rather than another.', 'The less appealing labeling option is just as accurate as the more appealing option. Medical procedures may sound scarier when presented in terms of the risk of dying, rather than the likelihood of coming through unharmed. Therefore, it is a useful exercise to recompute losses in terms of gains or gains in terms of losses.', 'The true champion recognizes that excellence often flows most smoothly from simplicity, a fact that can get lost in these high-tech days. a good 25 percent of his athletic time was devoted to externals other than working out. Many times in running, and in other areas of life, less is more.', ' Their novel approach was to pursue rational inquiry through adversarial discussion: The best way to evaluate one set of ideas, they decided, was by testing it against another set of ideas. In the political sphere, the result was democracy, in which supporters of rival policies vied for rhetorical supremacy; in philosophy, it led to reasoned arguments and dialogues about the nature of the world; in science, it prompted the construction of competing theories to try to explain natural phenomena; in the field of law, the result was the adversarial legal system. This approach is the foundation for the modern Western way of life, in which politics, commerce, science, and law are all rooted in orderly competition.', 'I would like to compare the shift from analog to digital film-making to the shift from fresco and tempera to oil painting in the early Renaissance. The switch to oils greatly liberated painters by allowing them to quickly create much larger compositions as well as to modify them as long as necessary. Similarly, by allowing a filmmaker to treat a film image as an oil painting digital technology redefines what can be done with cinema.', 'When there is a discrepancy between the verbal message and the nonverbal message, the latter typically weighs more in forming a judgment. That is, the nonverbal message is deliberate, but designed to let the partner know one’s candid reaction indirectly. It is then the partner’s responsibility to interpret the nonverbal message and make some adjustment in the plan.', 'Rarely do they stay standing in the middle―even though roughly a third of all balls land there. The simple answer: appearnace. It looks more impressive and feels less embarrassing to dive to the wrong side than to freeze on the spot and watch the ball sail past', 'Recalling childhood memories can lead people to behave more ethically, according to a study published in April in the Journal of Personality and Social Psychology. Youngsters may or may not behave especially ethically, but childhood tends to connote innocence ― a frame of mind that affects behavior.“It’s promising research in thinking about ways in which people are following their moral compass with very simple interventions,” Gino says.', 'Replay the same scene in many parts of Asia, however, and you would probably move to the left. The chance of a successful maneuver increases as more and more people adopt a bias in one direction, until the tendency sticks. Whether it’s right or left does not matter; what does is that it is the unspoken will of the majority', 'Some people who view the individual as the sole judge of what is right and what is wrong can have individualism. This thinking leads to a personal and situational view of ethics. Therefore, it can be weakness that sacrifices broaden community.', 'Coffee drinkers concentrated in the industrialized global north, and coffee workers concentrated in the global south. Coffee has been a virtual monopoly of the world’s poorest nations. Coffee is not only the most important commodities in global capitalism, but also in global inequality.', 'Traditional economics can determine efficient ways to allocate resources for producing goods and services. However, environmental economics need to consider allocation of resources in long period. Today’s consumption needs to be decided under considering future.', 'Human have evolved the desire to associate with similar individuals as a way to perform choosing similar friends. This is useful to species that lives in so many different sorts of environments. However, the carrying capacity of a given environment places a limit on this strategy', 'To understand universe, there is limits on science’s role. Ultimately, some questions of philosophy, religion are remained. Science can clear away much of the falsehood on the way, but the ultimate questions of reality call more for acts of belief than scientific explanation.', 'In explaining other’s actions, we frequently commit the fundamental attribution error. The error occurs partly because our attention focuses on the person, not on the situation. The more people assume that humans traits are fixed dispositions, the stronger are their stereotypes', 'Philosophical discourse proceeds by argumentation. So a philosopher might put forward correspondence to reality. In order to determine whether that is an adequate criterion, other philosophers would critically discuss the proposal, and other might criticize', 'Putnam argued about “selective exposure”. People choose to be exposed only to media that reinforce the views that we already have. He warn that cable and web-based media are creating and reinforcing a series of identity ghettos', 'Social infrastructures that promote efficiency, accelerate the trend of social atomization. Therefore it discourage interaction. Also it discourages the formation of strong ties', 'Learning to work with color has many similarities with learning how to cook. Small changes in cook and color, have dominant change. Properly presented food/photographs show that the cook/photographer has thought about every stage of the dining/visual experience', 'Modern and ancient foragers are profoundly different. However, we can use modern data to answer important questions about ancient lives. The ancient-to-modern transition would tend to reduce the significance of a class of important features of ancient forager lifeways', 'It is religion that argued nature is based on deep rationality. That religious belief has been basis of recent Science development. Therefore it is reasonable to suppose that religion has been one of the great humanizing movements of recent European history', 'Cholera was symbol of interconnected globe. Fear of cholera was at times out of proportion to the actual threat. It fears British more than it can destroy', 'When you act with kindness, your brain increases its serotonin level. Serotonin makes you feel good and boosts your immune system. If all performed act of kindness, we would have a world at peace and free of disease', 'Inauthentic has long been a feature of the tourism industry. Shakespeare or Andersen’s birthplace is not real but it advertised as real. Authentic pilgrimage continues to centre on an inauthentic location', 'One of the problems with radical individualism is that it promotes a narrow and limited understanding of freedom. American political culture is associated with the twin concepts of freedom and liberty. However, our historical interpretation and application of freedom lacks consensus and consistency', 'Chimpanzee’s clean-up mechanism is more effective than people so that they destroy cancer cells too. In contrast people have more intellectual ability because clean-up mechanism is slower. As a result, people have cancer', 'Advertising is responsible for a great deal of economic prosperity. If advertising disappeared, many bad broader effects can happen. Therefore, the presence of advertising is a major cause of prosperity', 'Brain size is strongly related to social group size. In this hypothesis, the enlargement of human brains was driven by social lives. The selection pressure that explains this process was supplied originally by the advantages of living in larger groups when it came to resisting predators', 'Unlike law, morality is informal system. Public morality and ethical responsibilities are partially codified in the law, but the legal system will never be able to codify public morality exhaustively. Freedom of choice entails responsibility', 'Psychology is concerned with decision making, behavior and influence in the main. Therefore it must have seemed obvious to mine the emerging insights, re-purposing them in the arena of marketing. This mirrored the acknowledgement in the commercial arena that psychology might prove decisive in business', 'The discovery of administrative tablets from the temple complexes at Uruk suggests that token use and consequently writing evolved as a tool of centralized economic governance. Given the lack of archaeological evidence from Uruk-period domestic sites, it is not clear whether individuals also used the system for personal agreements. The use of identifiable symbols and pictograms on the early tablets is consistent with administrators needing a lexicon that was mutually intelligible by literate and nonliterate parties. As cuneiform script became more abstract, literacy must have become increasingly important to ensure one understood what he or she had agreed to.', 'Humans have evolved the desire to associate with similar individuals as a way to perform this function efficiently, and this is especially useful to a species that lives in so many different sorts of environments. However, the carrying capacity of a given environment places a limit on this strategy. If resources are very limited, the individuals who live in a particular place cannot all do the exact same. A rational strategy would therefore sometimes be to avoid similar members of one’s species.', 'The latest developmental neuroscience research has shown that the brain is much more malleable throughout life than previously assumed: it develops in response to its own processes, to its immediate and distant “environments.” and to its past and current situations. The brain seeks to create meaning through establishing or refining existing neural networks. When we learn a new fact or skill, our neurons communicate to form networks of connected information. Using this knowledge or skill results in structural changes to allow similar future impulses to travel more quickly and efficiently than others.', 'Successful integration of an educational technology is marked by that technology being regarded by users as an unobtrusive facilitator of learning, instruction, or performance. When the focus shifts from the technology being used to the educational purpose that technology serves, then that technology is becoming a comfortable and trusted element, and can be regarded as being successfully integrated. New and emerging technologies often introduce both fascination and frustration with user', 'We should construct our general theories, deduce testable propositions and prove or disprove them against the sampled data. Archaeologists claiming to follow hypothesis-testing procedures found themselves having to create a fiction. In practice. their work and theoretical conclusions partly developed from the data which they had discovered. But in presenting their work they rewrote the script, placing the theory first and claiming to have tested it against data which they discovered, as in an experiment under laboratory conditions', 'Most natural habitats in the advanced nations have already been replaced with some form of artificial environment based on mass production or repetition. The cloning and transgenic alteration of domestic animals makes little difference to the overall situation. Conversely, the renewed interest in genetics has led to a growing awareness that there are many wild plants and animals with interesting or useful genetic properties that could be used for a variety of as-yet-unknown purposes. This has led in turn to a realization that we should avoid destroying natural ecosystems.', 'Equality involves equal freedom or opportunity to be different, and treating human beings equally requires us to take into account both their similarities and differences. When the latter are not relevant, equality entails uniform or identical treatment; when they are, it requires differential treatment. Equal rights do not mean identical rights, for individuals with different cultural backgrounds and needs might require different rights to enjoy equality in respect of whatever happens to be the content of their rights. Equality involves not just rejection of irrelevant differences as is commonly argued, but also full recognition of legitimate and relevant ones.', "In the protopian mode, things are better today than they were yesterday, although only a little better. The problems of today were caused by yesterday’s technological successes, and the technological solutions to today’s problems will cause the problems of tomorrow. This circular expansion of both problems and solutions hides a steady accumulation of small net benefits over time Ever since the Enlightenment and the invention of science, we've managed to create a tiny bit more than we've destroyed each year. But that few percent positive difference is compounded over decades into what we might call civilization.", 'Research with human runners challenged conventional wisdom and found that the ground-reaction forces at the foot and the shock transmitted up the leg and through the body after impact with the ground varied little as runners moved from extremely compliant to extremely hard running surfaces. As a result, researchers gradually began to believe that runners are subconsciously able to adjust leg stiffness prior to foot strike based on their perceptions of the hardness or stiffness of the surface on which they are running. Impact forces passing through the legs are strikingly similar over a wide range of running surface types. Contrary to popular belief, running on concrete is not more damaging to the legs than running on soft sand.', 'One of the great risks of writing is that even the simplest of choices regarding wording or punctuation can sometimes prejudice your audience against you in ways that may seem unfair. For example, look again at the old grammar rule forbidding the splitting of infinitives. After decades of telling students to never split an infinitive (something just done in this sentence), most composition experts now acknowledge that a split infinitive is not a grammar crime. To write correctly and still offend your readers’ notions of your language competence.', 'We can probe difficult-to-reach places with its extended end, and comprehend what we are exploring. Furthermore, we get possessive about it. We do the same with the much more complex tools we use, in much more complex situations. Without the extension of self into machine, it would be impossible to drive.', 'A large part of what we see is what we expect to see. This explains why we “see” faces and figures in a flickering campfire, or in moving clouds. The brain’s visual strategies are projecting images from within the mind out onto the world', 'The role of science can sometimes be overstated, with its advocates slipping into scientism. With the advance of science, there has been a tendency to slip into scientism, and assume that any factual claim can be authenticated if and only if the term ‘scientific’ can correctly be ascribed to it. The philosophy of science seeks to avoid crude scientism and get a balanced view on what the scientific method can and cannot achieve', 'The Swiss psychologist Jean Piaget frequently analyzed children’s conception of time via their ability to compare or estimate the time taken by pairs of events. In experiment, two toy cars were shown running synchronously on parallel tracks one running faster and stopping further down the track. The children were then asked to judge whether the cars had run for the same time and to justify their judgment. Preschoolers and young school-age children confuse temporal and spatial dimensions. A child may claim that the cars started and stopped running together (correct) and that the car which stopped further ahead, ran for more time (incorrect).', 'The future of our high-tech goods may lie not in the limitations of our minds, but in our ability to secure the ingredients to produce them. Our ingenuity will soon outpace our material supplies. This situation comes at a defining moment when the world is struggling to reduce its reliance on fossil fuels. But without increasing today’s limited supplies, we have no chance of developing the alternative green technologies we need to slow climate change.', 'The famous nineteenth-century critic Eduard Hanslick regarded ‘the measurable tone’ as ‘the primary and essential condition of all music. Musical sounds, he was saying, can be distinguished from those of nature by the fact that they involve the use of fixed pitches. Now it is true that in most of the world’s musical cultures, pitches are not only fixed, but organized into a series of discrete steps. However, this is a generalization about music and not a definition of it, for it is easy to put forward counter-examples', 'When you begin to tell a story again that you have retold many times, what you retrieve from memory is the index to the story itself. That index can be embellished in a variety of ways, and over time, even the embellishments become standardized. They are recalling indexes and reconstructing details and If at some point they add a nice detail, not really certain of its validity, telling the story with that same detail a few more times will ensure its permanent place in the story index. The stories we tell time and again are identical to the memory we have of the events that the story relates.', 'With population growth slowing, the strongest force increasing demand for more agricultural production will be rising incomes, which are desired by practically all governments and individuals. Although richer people spend smaller proportions of their income on food, in total they consume more food —and richer food, which contributes to various kinds of disease and debilitation. It is thus quite credible to estimate that in order to meet economic and social needs within the next three to five decades, the world should be producing more than twice as much grain and agricultural products as at present, but in ways that these are accessible to the food-insecure.', 'One gets the sense that post-truth is not so much a claim that truth does not exist as that facts are subordinate to our political point of view. Someone does not argue against an obvious or easily confirmable fact for no reason; he or she does so when it is to his or her advantage. When a person’s beliefs are threatened by an “inconvenient fact,” sometimes it is preferable to challenge the fact. This sort of post-truth relationship to facts occurs only when we are seeking to assert something that is more important to us than the truth itself.', 'British anthropology emphasizes the social. It assumes that social institutions determine culture and that universal domains of society are represented by specific institutions which can be compared cross-culturally. American anthropology emphasizes the cultural. It assumes that culture shapes social institutions by providing the shared beliefs, the core values, the communicative tools, and so on that make social life possible ', 'Some people have defined wildlife damage management as the science and management of overabundant species, but this definition is too narrow. All species cause wildlife damage, not just overabundant ones. Certainly, we would not consider peregrine falcons as being overabundant, but we wish that they would not feed on an endangered species. In this case, one of the negative values associated with a peregrine falcon population is that its predation reduces the population of another endangered species. The goal of wildlife damage management in this case would be to stop the falcons from eating the terns without harming the falcons.', 'People unknowingly sabotage their own work when they withhold help or information from others or try to undermine them lest they become more successful or get more credit than me. The ego doesn’t know that the more you include others, the more smoothly things flow and the more easily things come to you', 'We may have left the office physically, but we are very much still there mentally, as our minds get caught in the endless loop of replaying the events of today and worrying about all the things we need to get done the following day, So now, as he gets to the door of his house, he applies what he calls “the pause that refreshes', 'The meritocratic emphasis on effort and hard work seeks to vindicate the idea that, under the right conditions, we are responsible for our success and thus capable of freedom. It also seeks to vindicate the faith that, if the competition is truly fair, success will align with virtue: those who work hard and play by the rules will earn the rewards they deserve', 'Genetic engineering followed by cloning to distribute many identical animals or plants is sometimes seen as a threat to the diversity of nature. The cloning and transgenic alteration of domestic animals makes little difference to the overall situation', 'When you begin to tell a story again that you have retold many times, what you retrieve from memory is the index to the story itself. In other words, the stories we tell time and again are D identical to the memory we have of the events that the story relates.', 'Protopia is a state of becoming, rather than a destination. It is incremental improvement or mild progress. The “pro” in protopian stems from the notions of process and progress.', 'As a result, researchers gradually began to believe that runners are subconsciously able to adjust leg stiffness prior to foot strike based on their perceptions of the hardness or stiffness of the surface on which they are running. This view suggests that runners create soft legs that soak up impact forces when they are running on very hard surfaces and stiff 1685 when they are moving along on yielding terrain', 'Such a view, which grounds equality not in human uniformity but in the interplay of uniformity and difference, builds difference into the very concept of equality, breaks the traditional equation of equality with similarity, and is immune to monist distortion. Equality involves equal freedom or opportunity to be different, and treating human beings equally requires us to take into account both their similarities and differences', 'Even when we do something as apparently simple as picking 42 a screwdriver, our brain automatically We can literally feel things with the end of the screwdriver. When we extend a hand, holding the screwdriver, we automatically take the length of the latter into account', 'It assumes that culture shapes social institutions by providing the shared beliefs, the core values, the communicative tools, and so on that, make social life possible. And it rejects the notion that any social institution can be understood regardless of personal preferences', 'Through recent decades academic archaeologists have been urged to conduct their research and excavations according to hypothesis-testing procedures. But in presenting their work they rewrote the script, placing the theory first and claiming to have tested it against data which they discovered, as in an experiment under laboratory conditions', 'A fire provides a constant flickering change in visual information that never integrates into anything solid and thereby allows the brain to engage in a play of hypotheses. On the other hand, the wall does not present us with very much in the way of visual clues, and so the brain begins to make more and more hypotheses and desperately searches for confirmation', 'Digital technology accelerates dematerialization by hastening the migration from products to services. The reason even solid physical goods — like a soda can — can deliver more benefits while inhabiting less material is because their heavy atoms are substituted by weightless bits', 'The changes in diet that usually accompany higher incomes will require relatively greater increases in the production of feed grains, rather than food grains, as foods of animal origin partly displace plant-based foods in people’s diets', 'If one looks at the Oxford definition, one gets the sense that post-ruth is not so much a claim that truth does not exist as that facts are subordinate 10 our political point of view. This can happen at either a conscious or unconscious level (since sometimes the person we are seeking to convince is ourselves), but the point is that this sort of post-truth relationship to facts occurs only when we are seeking to assert something to hold back our mixed feelings']