I was able to read about 80% of the material

* 64 levels of retina/light level – 6 bits
* cones have about 64% R, 33%G 3%B
* saccade = 200msec per 5 times second
* Eyes take much more input then ears or touch

Something I liked about this chapter was that the book went into details of the human brain and the way it worked. the conscious and subconscious is a very well known theory and how reflective, bahavioral and visceral really brings how a mind works together. Unfortunately from what I can find, only one research journal supports these three principles and they were all performed by designers and architects. Which I personally don’t disagree with the evidence, i think this could have been further explored on a bigger scale then what it has been used for, but it seems to do justice for its purpose in making successful emotional connections to products. One thing that I disagreed with was his view on positive psychology. Although, I agree with his statements on viewing failures as learning experience, the positive psychology also suggests, being positive even when there is a clear reason to have different emotion. This creates an harmful environment in my perspective as we tend to avoid problems rather then facing them. Although I can agree the blaming parts, when there is changes to be made to a team then there needs to be someone who is responsible for to make those changes/decisions. Or another contradiction that positive psychology makes is to the avoidance to negative experiences. It is natural for a person to avoid fire due to the negative experience Hence the learning. positive psychology would suggest that we should view it as a learning experience and avoid the negative experience that has already happened.