In Boyer's view, belief in supernatural entities spreads and becomes culturally fixed because of their memorability. The concept of 'minimally counterintuitive' beings that differ from the ordinary in a small number of ways (such as being invisible, able to fly, or having access to strategic and otherwise secret information) leave a lasting impression that spreads through word-of-mouth. Scott Atran's 'In Gods We Trust: The Evolutionary Landscape of Religion' (2002) makes a similar argument and adds examination of the socially coordinating aspects of shared belief