

N제 정리 (by 동엽신)

1-2

How deeply do you feel music?

music can't enter and revitalize you : if you are distracted

The angels come to visit us, and we know them only after gone

prepare yourself beforehand for your music.

1-3

Numerous studies have shown that early school start times lead to chronic sleep deprivation for many students. -> taken action (7:15->8:40)

-> led to a sustained sleep increase

-> significant improvements

1-4

Remember how those old LPs would start to hiss and crackle after several playings?

Not so with digital media. 1s and 0s remain itself. exactly the same

identical to the original

mirroring the original sound

analog recordings : high background noise

digital recordings : little background noise

1-7

The language we use and the words we choose are vitally important. as words have power and energy, we need to be discerning about how we use them.

behind words : energetic impact

예시) 다큐제작, most damaging abuse=psychological and verbal insults.

words and language have tremendous power.

1-9

Americans tend to arrange objects on a single scale of value.

what's your favorite color?

미국인 : intelligible, 영국인 : meaningless

each object has a most complex set of qualities.

color=merely a quality of an object

The American reduction of complexities to single scales is comprehensible (immigrant, diversity)

oversimplification was almost inevitable.

1-14

pop stars often thank their family members.

: major support system->stardom

parents pay big bucks

some families move

hire their parents as managers

But too much togetherness is not always a good thing.

<-tricky balance between business and family

1-15

when an animal is injured, the first thing it will do is scramble to its feet.(빨리 일어남)

the instinct to get up <- alternative(안일어남) invite predators to kill

we do the same.

person(suffered an injury or shock) : answer "fine"

animal or human : try to look fine and be fine

->avoid attack

1-16

divorce between objective reality and linguistic symbols of reference = difficult

things, quality, event는 what they are called로 느낌 experience는 verbalism으로 차있다

예시) 식물 이름 알아야 자연과 진짜 접촉.

=world of reality는 verbal world

=get close to nature<-master terminology

constant interplay between language and experience

1-17

Psychiatric patients' compliance in therapy

αshare their therapists' view of the cause of illness

질문지(cause of illness)

medically congruent(적합한)-> more visit clinic, end treatment in compliant

medically noncongruent -> did not.

1-18

historian of philosophy cannot help being both 철학자 and 역사가.

any history of philosophy = exercise in philosophy and history

1-19

motor acts are perceptual in nature.

예시) vertical jumping

in the lab : not perceptual skill

-> little cognitive effort, no stimulus....

on the other hand, soccer = psychomotor (anticipate ball, time, 밀치기)

therefore jump = complex movement

perceptual part -> determine efficiency and appropriateness of a motor act.

1-20

few important aspect than land and relations between land and humankind.

-> tell much about those societies

the ownership of land -> determine class, power....

many and conflicting uses -> complex law, dispute

1-21

employee goes through similar stages

: child -> adolescent -> adult

But as the employee internalizes and understands the values of the organization,

-> develops a sense of rightness (rings true)

예시) 연주 중단 -> 마음속으로 끝마침

organization instills an understanding of its values

-> can answer questions of right and wrong intuitively.

1-22

advent of modern science dictate (affect) the practices of medicine.

beneficence (선행) : forefront of medical morality.

however, rapid advances -> great uncertainty

in other words, medicine technology has generated much debate.

1-23

presented a coffee mug with a university logo

1) one group (sellers) : the mug was theirs to keep

ask : would you sell the mug back to me?

2) second group (choosers) : option (receive cup or money)

ask : what prices you prefer?

sellers : choice = loss (7\$) / choosers : choice = gain (3\$)

2-2

Ethics of altruism fail to recognize the claims of the self.

mistake : measuring goodness by self-sacrifice

why condemn this selfishness?

Goodness should be measured not by sacrifice

but by its contribution to human flourishing (one's own and others)

예시) 국경 없는 의사회 -> 흥미, 성취를 느낌

does her pleasure compromise the moral quality?

2-4

asked to write instructions for equipment and potential operator have little education

-> write simple

예시) 그 설명서 중에 하나를 박사한테 보낸다고 해도 다수 독자에게 맞춰서 쉽게 써라

operator = primary audience -> writing need to be directed towards them.

temptation (impress with knowledge) -> X

need to write for primary readers.

2-7

when you done with telling your story, go back and look at the beginning.

find a way to repeat.

conclusion (fit with the opening) -> circle structure

flows one-next paragraph -> hold attention

coherent format -> return your site

2-9

industrial-biased global food system < - reliance on fossil fuel

positive side : infinite diversity

downside : reduction in quality

this system is clearly not sustainable.

2-15

think of your proposal as a variation of a sales letter.

proposal = to sell your reader to accept your ideas or you

-tone, persuasive, detail, benefit list....

best way = offer potential customers what they need and want.

2-16

People rarely act alone.

예시)writer : create novel in solitary

alone->only a narrow sense.

->she is writing about people, with people, for people.

->process of writing cannot be reduced to individual cognitive reflection(혼자 글쓰기)

thus, imaginary reader present in process of writing.

writer : motivated by human,social purposes.

2-17

how the cicadas keep track of time

->assumed : it is internal clock!

however, nymphs use an external cue -> they can count.

예시)성체 되려면 2년걸림. 햇빛 노출 늘림->나무와 애벌레 속음->1년만에 나오게 함.

peak amino acid concentration=나무가 Flowering

=>cicadas keep track of time based on the number of the peaks(최고농도).

2-18

At sea level, air has a pressure.

water is heavier than air ->exert more pressure

For humans : endanger body, water pressure would crush them.

However, sperm whales and.... can tolerate.

과학자 are studying how they can survive.

2-19

Pricing can be a strange thing. : influence on how you feel about the value of what you do.

if you undercharge = end up working for little.

Overcharge can be equally problematic.

=>Find the right balance both for you and for your customers.

2-21

Nation's control over the sea

->believed 3해리(cannon shot rule)

however, focus changed : defense->responsibility.

event in part of ocean impact the world community. No longer is any region isolated.

3-2

complain about weather(no intention to change)

=many complain at work

not intend to resolve, no solutions in mind.

Complaints about anything which lack a commitment

=distraction.

Uncommitted complaints -> bad results, morale, performance

3-3

answerd question

use clicker -> discuss

=>correct answer increased.

Discussing : bring alternative perspectives together, leads to optimal solution.

discussion=productive : eliminate incorrect

Justifying an explanation to another person -> developing communication and reasoning

3-4

Six-grade classroom:most divisive group(torn apart by racial conflict)

School psychologist recommend : put together children(joint assignment), stick with the groups.

work together in groups=>they got it together, test scores went up.

3-5

you want your toddler to grow up with all the smarts he was born with.

In order to activate smarts, child needs to be active.

formula=six 'E'

Expose child to Environments and Experiences that Encourage Exploration and Experimentation.

TV=>X : depress exploration and experimentation, child waste time.

Time is all the human mind has/with which to develop gift.

3-7

Aging is universal. But how rapidly you age is not.

the rate you age & your time on earth are under control.

Exploding reaserch, discovery, investigation

=>To expand our mortality, avoid the curse of old age.

3-9

Human energy=energy of light.

When scattered(light bulb) : done in average way

When focused(laser beam) : cut through any obstacle

Ginius : beam it toward one pursuit at one time.

Success of organization = direct energies toward a single purpose.

3-15

acceptance of family members

≠accept all

=valuing the human being, looking for good.

=>communicates that "bad behavior is unacceptable, yet promotes his self-esteem"

3-16

Retailer : distribution chnnel that sell to individual
Retailer=final link of the distribution channel.

They are the only channel members that directly with consumers

Remaining alert to changing consumer's needs<=essential

3-18

Diver : learned while underwater.->make breathing sound prominent.

Create memory connection : thoughts of breathing and materials you are learning.

You'll benefit from the memory connection : linking the thoughts - the target materials.

If you on land : thought won't be triggered, connection=no influence

3-19

excellence<-respect, appreciation(sympathy)

long lasting success<-rapport(친밀한 관계)

succeed<-form a successful team

예시)일본 공장, 직원과 경영진이 같은식당, 서로 실적평가 관여

success = when we respect people.

≠try to manipulate people.

3-21

United States : growing problems.

problems might be solved sith money.

ex)Social Security crisis, inflation

But inevitable ceiling, a dicline in energy production : cannot be solved with quick infusion of cash.

massive amount of money, many years of work가 필요함.

If fail to solve it =>disaster

3-22

Professor, Ph.D students, undergruduate students : asked to solve physics problems.

Professor, Ph.D ->better. However, not faster.

going on problem : 교수,박사과정이 빠르다

But, begin to slove : 교수,박사과정이 느리다

Experts paused before start. : spent a few moments figure out the best principle.

On the other hand, undergrauduate jumped right into problem. ->troble, distrated, astray

4-2

Great wall of China, two tribes

Wang side : painted green, Chang side : red

->Blindly argue at each other

Making a hole, climbing through, looking at the other side =>can any real consensus be reached.

4-3

new manager : directive approach, giving detailed instructions.->trader resented, tension grew.

However, he recognize his lack of knowledge and asked a trader a question.->trader explained at the end of the day.

He learned to stop talking and begin listening.

=>people trust him.

4-4

Human do multiple things : studied since 1920

The term "multitasking" : since 1960

->to describe computers : computer' ability to perform many tasks

돌이켜 보면, Multitasking=deceptive

multitasking은 alternately sharing(번갈아 공유)인데 misleading->simultaneously by one resource.

Computer can process only on piece, switch back and forth, alternating attention.

Compare com to humans =>confusing

4-9

Difference living cell-species : grouping organism into species=more effort.

ways of classifying is inexhaustible.

The best system of organizing =>reflect an organism's position on the tree of life(evolution history).

apes closer to humans than mice.

because common ancestor of human and apes loved more recently.

However, organizing life around this tree=difficult.

4-14

If there were some known formula : who would be audited by IRS

1) If audit is predicted

-amend tax return

-if unavoidable : tell truth

=>those audited : honest

those spared : consciences to watch over them

2) When formula is fuzzy

-all stands some risk->incentive for honesty

4-15

Each of us tends to stay put in a long term disposition. we have a set point for personal happiness : not easy to change

In fact, happiness appears to be influenced by genes.

예시)일란성쌍둥이는 같은정도 행복

long term happiness : genetic set point(50%), circumstance(40%), choose, think, do(10%)

changes are transitory.

4-16

questions from an IQ test.

1)do best 2)3cent per correct

3)30cent per correct 4)90cent per answer

결과 : 90-30-do best, 3cent=did worst

once money enters the picture, it becomes the main motivation.

Offer significant financial rewards or none at all.

Paying just a little lead to the worst of all.

4-19

At the first time in modern economics, unemployment among young men is higher than any other group.

How could?->result of economic policies

But another factor contribute.

An entire generation : no capability(employment)

Outsource(위탁) work from home ->activity that don't challenge or engage

Shelter children from the problems -> deny this generation the ability(it needs to succeed)

4-21

Big difference : jump with parachute or without one.

Both-experience, But only one-likelihood to retry
예시)trapeze(곡예사) : take risk without a net
If he dies or leaves, then what?

Paradigm(전형적 예) : someone motivated by self gain regardless of organization's benefit
->may be good for individual and group
But benefits come with a time limit.
system will break->damage of organization

5-1

Excessive freedom of thought -> idea anarchy and poor inventiveness.

Most of us : brilliant solution by improvising(임시로 만들다) with scant material

Lack of an substance or tool requires resourcefulness(문제해결력)

예시)아이디어를 냅킨에 적음, 매진된 표를 겨우 얻음
->you're resourceful and using resources efficiently.

Constraints around resources->no idea anarchy, focus creative thinking.

5-4

Imagine a nail with two heads

->we think it is defective

Because of structural fixedness->we want to correct oddity(이상함).

=>we must overcome this reflex.(반사)

"function follows form"

Find a beneficial use->may occur good idea.

예시)두번째 머리 : 엄지를 안다침, 물건을 걸어놓음

"Function follows form" : break fixedness by taking oddity and imagining good use.

5-5

who say : "do the gifted(영재) need a literature program? children(fluent in language) can find own way."

How narrow and bleak(황량한) our lives would have been if touched by these mind-stretching adventures(=문학).

Beyond the skill of read lies a land of vision and

enchantment(마법).

Literature program->enrich the lives of the gifted.

Competition=suffocating.

5-7

in Florence, family - Medici.

foremost of them : Lorenzo de' medici=Magnificent wonderful use of wealth, support and protect many artists and scholars

There was no seatind order in table.

5-9

Traffic = asymmetry(비대칭).

You can see but you can't be heard. you can shout but nobody hear.

Imbalance : while you can see other's mistake, you can't see yourself.

Look at rear of car = subordination(복종)

It makes communication one-way.

=talk someone walking in front of you.

=>not maximize communication.

5-14

Often say "I must make sure I know all about this"

=Our intolerance for ambiguity : stop action

We decide that it is safer to do nothing.

예시)오토바이 유럽횡단 준비 : 자신이 충분히 알지 못해 조사가 더 필요하다고 생각.

->His belief 'I must be certain' prevent start

All thought like this->edisons,picassos,book,film(X)

Play it safe->don't expect to leave your name.

5-15

cell in our body-divide, evolution made mechanism to curb divide and resist cancer

Cells are listening to signals from their neighbors, soothing them when they are doing OK.

If they don't get these chemical murmurs, they might kill themselves.

예시)liver cell lodge elsewhere->get wrong signal->self destruct

body=hive, signals=peer pressure to conform and doing right.

5-16

Coin flips -may get 8head or 8tail in a row.

Yet in spit of these wins conditional odds(조건부확률)=50%

Attribute to luck not to the skills.

coming from luck rather than skills.

one has 55% odds of head, odds of 10 win are small.

5-17

Colleague said : no longer important to teach Shakespeare ->trifling(하찮은) observation

Nobody's place in the canon(고전작품) is secure.

예시)John Donne : 19C 중요x ->resurrected.

->he wasn't always.

Bach : eclipsed 200years, rediscovered by Mendelssohn

We are reassessing the past.

5-18

Knowledge is the fuel for imagination.

the more you know, the more materials you work with.

예시)태양열 차 디자인or당뇨병 치유법 <-공학or생물학 지식 필요

Some argue contrary : Begginner's mind

=challenge without knowledge or beliefs.

->However, in most of cases : have expertise

Successful entrepreneurs : from outside domain of new venture(모험 외의 영역)

unorthodox ideas are not inhibited by industry doctrine.

5-19

The law of one price : apply in 완전경쟁시장

But many products aren't sold in 완전경쟁시장

예시)local movie screening are not standardized products,

->The law of one price doesn't apply in market for flim screening

->movie ticket = not sell for same price

예시)day showing = lower price (fewer people)

5-20

예시)golf on TV - involuntarily imitate

Your brain knows you are sit on the couch, but another small side of brain(mirror neurons) thinks you are out on that green.

mirror neurons : copied feeling -> copied actions

-> you are swinging even knowing it

예시)smile contagious, babies imitate funny faces, player elbowed->fans in agony

5-21

MRI scans on london cabbies

experienced drivers : enlarged 해마 뒤쪽
->specialize in recalling spatial representations.

The longer dricing career, the larger 해마 뒤쪽.

spatial task : changing cabbies' brains.

결론 : the changes in 해마의 회색 물질 are acquired.

6-3

leran calculation, final step->Checking

Checking : not mean check all workings again

Best check = establish there must have been a mistake, even you don't know.

예시)27+42≠843, 두 숫자가 100보다 작음.

We don't know what the mistake was, But we know there was one.

Habit of asking : Does this answer look sensible?

6-4

Compare bilingual and monolingual children

monolingual : small advantage(10%)

But "monolingual end up with larger voca"(X)

Bilingual end up with a much larger voca.

=>3000 english + 3000 chinese=>6000

instead of 3300 english + 0 chinese

6-8

High fat food : enticing flavors and aroma, tenderness, satiety

people can overeat on fat-rich foods.

->delicious taste of fat stimulates eating and delivers many calories.

6-9

taste and smell are related.

taste is more often a matter of smell.

cold->lose flavor : diminished sense of smell.

What people experience as flavor

= Compound sensation.

Aroma sensation are more diverse than taste.

Importance of smell in tasting

->hold your nose

6-14

How many memories are enough to create a habit?

Important factor : Distinctiveness of the memory.

예시)trip to disney world->easy to remember details.

<-nothing compete with it in memory

Though, where you parked car ->hard to remember.

<-all of these memories will compete with each other.

6-16

strain your back

your spouse should not play nurse.

->encourage patient to stay in bed.->doing wrong physically.

stay bed longer than 48hour->muscles weaken->further injury

6-17

Experiment under the heading "medical", we think suffering must be justifiable.

But test : likely to be motivated by desire profit.

"medical" also be used to cover research by curiosity.

Curiosity- no suffering : acceptable

- cause pain : tolerated

Medical research often pointless.

예시)더운날 토끼를 도로 위 상자에 가둠->죽음

6-19

Hurry to solve their problem : don't pay enough attention to deciding what the problem really is.

The need to look closely at the way problems are defined, framed, or constructed before solving begin

The process of problem finding≠problem solving.

6-20

Energy - the most egregiously(터무니없이) mispriced good

No part of the price accounts for the effect that carbon dioxide released by burning oil has on the atmosphere. - hard to measure.

Social cost of CO2 emissions would rise.

6-21

Learn a failure and develop a perspective->by making mistakes. - Through the use of a mistake quota.

->think of mistakes in a whole new light, and begin learning.

Give yourself a reasonable mistake quotient(지수).

Mistakes don't define failure.

it is the price of achievement.

6-23

Action triggers are quite effective in motivating action.

예시)보고서 제출

Most students - only 33% submit

Other students were required to set action triggers - to note when and where they write the report.

=>75% wrote the report.

->a small mental investment

7-4

positive emotions can build life resources.

envision for a moment something that has made you feel joyful.

relive the experience, let your joy rekindle.

Playful urges build resources. and these gains in resources can spell the difference between life and death.

7-7

Chairs in waiting room got worn out from the edges.

hypothesized - Type A : impatient, workaholics, busy, impatient, competitive, irritable, aggressive.

Type B : laid-back, easygoing

this typology has an emotional component, emotional reaction to pressure linked to self-esteem.

A : driven by a desire for success, prove themselves

B : objective view

7-9

teaching international students

= dynamic interaction

->accept and own(인정하다) each other's culture.

=>metacultural awareness

: Not imply a familiarity with a set of cliched etiquettes.

Picking up bits of another culture is not metacultural awareness.

7-15

Virtual water trade - to offset regional water shortage

->might lead to huge water savings.

By importing more of their food from water-rich countries -> water-poor countries might use their scarce water resources in sectors where they achieve a higher value.

emphasis of crops which are highly efficient in their use of water ->productivity increases->water savings

changes in domestic food supply - offset by means of international trade.

7-16

Effective communication : Understanding there are my point of view and someone else's point of view.

Rarely is there one absolute truth.

Recognize that we can see things only from our own perspective, we can share our views in a nonthreatening way.

Statements of opinion - first person "I"form.

예시)A : You never take my~

B : I fell frustrated that~

=>A : that's not true!+disagree

B : harder to deny+discussion

7-18

Changes to an individual's environment : through advocacy

sustained solutions come from long years of advocacy.

예시)노예제 폐지 - 46년 걸림, 여성 참정권 운동 - 70년 걸림

Advocacy -> endure change, avoid creating more victims.

7-20

copying of designs is not new.

Fashion Designn Protection Association - Copyright Designs and Patents Act(law) : to protect creativity without restricting competition.

Designers claim copyright of their designs.

However, designs are often copied and sold

->not really solved the problem

7-21

Psychologists - separate out genuine smiles from fake ones.

studied senior class photos, asked about their marriages and life satisfaction.

They could predict what these women's married lives would turn out to be like.

genuine smiles : more likely to be married, to stay married, to experience more personal well-being.

7-22

Various kinds of energy are equivalent.

They can be transmuted(바꾸다) into one another.

예시)tense a bow : elastic energy, release a bow : kinetic energy

the type or quality of energy changes, but its quantity is same.

quantitative conservation -> regard all the kinds of energy as mutually equivalent.

7-23

Charity

started - giving to poor

15th - address the environment in which the poor lived

19th - helping the poor help themselves.

Being kind does not mean just showing kindness.

예시)monetary handouts < training

Economic right and long-term sustainability is more valuable than a one-off handout.

8-2

internet users - travel, computer, databases, medical

Users prioritized the credibility indicators on sites differently.

1)travel, computer - interests, affective, graphics, info structure

2)medical - cognitive authority

How users judge credibility on the web is sensitive to the specific fields in which the judgments are being made.

8-3

Liberal arts colleges are threatened

1. cannot capitalized on economies of scale.

2. greater student service expenditures, smaller student-to-faculty ratio ->increase expenditure

3. tuition discounting -> difficult of predicting revenue, erosion of critical resources
=>erosion of critical resources, greater vulnerability to the competition.

8-4

reassurance

: she believes this has worked well.

Yet, to reassure a client ->robs the client of important moments of exploration.

promote comfort, not change.

prevent facing important work in coaching.

real work->lost.

8-9

we have ignored the construction of rich goals for the non-college bound.

many of us supposed that such goals are necessarily embedded only in the academic curriculum ->>false supposition.

All participate in the same standard academic curriculum=impoverished thinking

Vocational curriculum : It should be open courses to students from both academic and vocational programs.

8-14

Emotional intelligence : ability to perceive, understand, manage, and use emotions to facilitate thinking.

Emotions and intellect often work in concert, enhancing each other.

Highest levels of thought includes reasoning and abstracting about feelings.

Emotions enrich thought

experience of strong feeling help perceive fresh alternatives, make better choices, maintain an even emotional keel.

8-15

dimensions of human nutritional biology : high energy demands of large brains.

human : 45~65% animal foods

apes : low-quality plant foods.

-gorilla : fibrous foods

-chimpanzees : 5% animal foods

Meat, other animal foods : concentrated sources of calories and nutrients

humans need to eat a smaller volume of food to get energy.

8-16

role of the state - emphasis on individual responsibility

Choices are critical than structural constraints.

Individual responsibility : changes in how states define their responsibilities to their people.

Nation : withdrawing from active roles, creating individuals 'choose'

mutual obligation : reinforce individual responsibility

8-18

Obtaining high crop yields - intensive cultivation, accelerated mechanization, high chemical input, genetically engineered crop

inexpensive inorganic fertilizers and pesticides - large increase in cultivated land area and crop yields.

=>Created major problems.

Challenge lies in developing an alternative system.

ex)organic farming

8-20

Disclosing private information=risky(reject you or divulge(누설하다))

study : they revealed others' personal disclosures. (66~78%)

intense disclosure is more likely to be shared.

If you have a secret ->share it with a trained counselor or write journal.

8-22

odd-numbered years : 50000\$

even-numbered years : 100000\$

=>Would you double consumption in even-numbered and halve it in odd-numbered?

That seems unlikely. (+ But it's true!)

even numbered : spend less

odd numbered : spend more

예시)schoolteachers : save->approximately the same level of consumption.

who work on commission(수수료) or tips : save->to boost consumption in slower times(침체기).

9-2

presidential adviser - more useful at solving the world's problems after age 55.

Wisdom increase steadily with age.

However, experimental evidence suggest this belief is not true.

예시|)study - increase in wisdom : until 35.

another study - solve problems : 28~35=45~55

65~75 : clearly inferior

9-3

Alexander's victories : depended on in-depth knowledge of the psychology and culture conquest, rule => economic ,political

심리적,사회적,인류학적 insight

victory = goodwill of and alliances

he studied customs and conditions

had to overcome arrogance of greek.

9-4

Bill gates : 3 monitors

->genius in handling data

But ICT have compressed time to stressful levels.

"Decompress"

need time to sit back think deeply about issues.

9-5

Heart-warming toast ->bought it online

Would the toast mean less?

예시)대통령은 원고작성자를 고용

But a wedding toast is not a union address.

It's an expression of friendship.

bought toast=deception

9-7

Momentary past encounters can affect choice.

실험)interviewer act unkind of neutral.

->approaching of two new experimenters

=>unpleasant : 20%, neutral : 57%

Memory representation->final decision

9-8

language endangerment

1)Aboriginal Australia : desperate

2)native languages of the Americas : desperate

9-9

rapid turnover among its nurses

->Appreciative Inquiry : study what's wrong rather than what's not.

Explore why other nurses were staying, What made their jobs satisfying.

conversation about What they good at

9-14

college students majoring sales : shocked by proposal =hundred page, excruciating detail
Simplicity : maximum effect with minimal means.

9-15

Introduction of new tech is conditioned by culture.

예시)유럽인 : chloroform, 중국인 : acupuncture

<-유럽인 and 중국인 idea were so different.

중국 : context, holistic(전체론적인), harmony

유럽 : analytical

Cultural consciousness conditions the mind to view the world, leads to new discoveries.

9-16

Actions you're taking should be the natural next step.

mistakes = tendency to focus on the result

예시)skiers(unsure of themselves) : "the slope is too steep to try."

The ones(decide to make it) : analyze what they need to do to master the first step.

Once they get there, they concentrate on the next mogul.

9-17

stop believing that criticizing is useful.

We believe that this will help them improve.

In fact, we're discouraging them.

Misconception : criticizing is the best way

Suggest changes and point out opportunity, ensure feel comfortable.

Sens of belinging->don't mind if mistakes are corrected.

Without feeling of belonging->guilt

9-18

Nuclear fusion power

much more energy than nuclear fission(분열), less waste.

However, not turning fusion power into reality.

Scientists can produce. But much more energy to create -> actually lost instead gain.

9-19

Changing the position or shape of your body->changes the arrangement of your weight.

it changes the position of your center of gravity.

예시)seesaw 1)no one sits, 2)kid and adult sits,

3)two change places

To shift 무게중심 to middle, adult sits closer to the middle.

9-20

Trail laying and trail following (as a navigational method)

Ant use pheromone trails.

식량원으로 가는 길에 페로몬을 남김. 그 길을 따라 먹이 조달. 먹이가 고갈되면 길의 흔적이 사라짐.

9-21

3-dimensional kinematic(역학적) data about bats

=>difficult to obtain

1) rapid movements of wings require high imaging rates.

2) bats move several body lengths with each wingbeat cycle->impossible to zoom in and capture images.

9-22

relatively uncommon words : SEXTANT

student heard the definition

some recognized.

But others went into a 'tip of the tongue' state.

they could provide a lot of information about the elusive(기억하기 어려운) missing name.

9-23

One group : Surf the Web while listening to a lecture

Second group : same lecture but had to keep laptops shut.

recall test=>surfers performed poorer all.

10-3

The highly motivated : tense muscles

Is the opposite also true?

Can you boost your willpower by tensing muscles?

=>those carrying out the exercises were more

likely to keep 얼음물에 손담그기, 식초마시기.

10-6

유치원 : stimulating environment

Unfortunately, as child get older, classrooms get less and less inspiring. : lined up in rows, passive
They have graduated from and environment(designed to stimulate their imagination) to one(that crushes it).
when graduates->sterile(개성없는)offices

10-7

Accelerating beyond my strolling speed
the transition to a faster walk->deteriorate my ability to think coherently.
As I speed up, my ability is impaired.
Mental effort of self control is needed to resist the urge to slow down.
Self control and deliberate thought draw on the same limited budget of effort.

10-14

Powerful commitment is the catalyst(자극제) for achieving higher performance.
예시)Cinderella Man : aware of the path for family's sake, emotional commitment =>success
Being placed in the role of hero in the name of love has always been a major source of physical and mental power.

10-15

It used to be thought pottery was invented after people begun to settle down on farms.
예시)이라크지역 : 농경 2000년 후부터 토기를 만듦
But pottery was found at Japan that dates back long before the coming of farming.
Having pots and an unsettled lifestyle were not incompatible.

10-16

Planned obsolescence : render last year's model old fashioned.
impossible to make tech innovation every year
=>focused on design, not function.
"Planned obsolescence of desirability"

rather than "Planned obsolescence of utility".
Novelty surpass utility ->consumer bought dizzying aesthetic innovation

10-17

Post-industrial society : importance of theoretical knowledge.
Industrial society : interested in practical side, what works
However, post-industrial society concerned with more than short-run, pragmatic(실용주의적) view.
예시)병원 자료수집->단기적 가치x

10-18

psychological egoists
->doesn't imply we are egoists, nor does it mean we're selfish.
We may find we incorporate the good of others as part of our happiness.
Predominant psychological egoism may be true, but this does not except the possibility of disinterested(사심없는) action.

10-20

target word : piano
two context: 1) tune the piano 2) lifted the piano
think about in a particular way, encoded into each person's memory.
Recorded as 1)sth heavy 2)musical instrument
1)lifted sentence : recall if given hint "heavy"
But the 2)"tuned" sentence, result reversed. "nice sound" was effective.
Memory hint was effective only if it was in agreement with what was stored in memory.

10-23

some : have no access to the original language
Others : use translations->become classicists
예시)Keats knew no greek.
Shakespeare too. he read translation.