

Invisible Gorilla

As recognized, adventure as competently as experience very nearly lesson, amusement, as skillfully as harmony can be gotten by just checking out a books **Invisible Gorilla** then it is not directly done, you could undertake even more around this life, in this area the world.

We have enough money you this proper as capably as easy habit to acquire those all. We manage to pay for Invisible Gorilla and numerous books collections from fictions to scientific research in any way. along with them is this Invisible Gorilla that can be your partner.

Influence Is Your Superpower - Zoe Chance 2022-02-01

Rediscover the superpower that makes good things happen, from the professor behind Yale School of Management's most popular class "The new rules of persuasion for a better world."—Charles Duhigg, author of the bestsellers *The Power of Habit* and *Smarter Faster Better* You were born influential. But then you were taught to suppress that power, to follow the rules, to wait your turn, to not make waves. Award-winning Yale professor Zoe Chance will show you how to rediscover the superpower that brings great ideas to life. Influence doesn't work the way you think because you don't think the way you think. Move past common misconceptions—such as the idea that asking for more will make people dislike you—and understand why your go-to negotiation strategies are probably making you less influential. Discover the one thing that influences behavior more than anything else. Learn to cultivate charisma, negotiate comfortably and creatively, and spot manipulators before it's too late. Along the way, you'll meet alligators, skydivers, a mind reader in a gorilla costume, Jennifer Lawrence, Genghis Khan, and the man who saved the world by saying no. *Influence Is Your Superpower* will teach you how to transform your life, your organization, and perhaps even the course of history. It's an ethical approach to influence that will make life better for everyone, starting with you.

Gorilla Beach - Nicole "Snooki" Polizzi 2012-05-15

When you're this smokin', winning is a shore thing. . . . Jersey's sexiest guidettes are back for another scandalous summer at the Shore, and this time, Giovanna "Gia" Spumanti and Isabella "Bella" Rizzoli are raising the stakes to find thrills and hot gorillas—unemployment, douchebag exes, family drama, and dingy apartment be damned! But when the girls unknowingly cross an overprotective mafiosa mama, all bets are off. Booted from Seaside Heights for good, the spunky, sequined meatball and her sensitive, quiet cousin are forced to flee to Atlantic City. Their escort out of hell is Fredo, a weird and scrawny but hooked-up club manager from a prominent family, whose master plan is to pimp out Gia's psychic gifts at the roulette tables. Suddenly, it's raining benjamins for the coiffed and tanned threesome. Top-shelf tequila and seafood dinners are not all they're scoring. Bella snags a pale but talented boardwalk artist, Gia hooks up with a high-stakes poker hottie, and with Gia's coaching, Fredo just might have a chance at becoming a certified juicehead. Or, at least, a gorilla-in-training. But when the casino suspects cheating, the trio is hounded by haters and tricksters determined to sabotage their endless summer. With hearts and loot on the line, losing is not a chance the crew can take. This time, the house isn't going to win. . . .

SUMMARY - Edition Shortcut (author) 1901

Go-Go Gorillas - Julia Durango 2010-04-20

Summoned to the Great Gorilla Villa by King Big Daddy to meet the newest member of their family, ten gorillas arrive on time using various forms of transportation, including hot-air balloon, taxicab, and pogo stick.

Ivan - Katherine Applegate 2014

"The true story of Ivan, known as the Shopping Mall Gorilla, who lived alone in a small cage for almost 30 years before being relocated to the gorilla habitat at ZooAtlanta."--

Did You Spot The Gorilla? - Richard Wiseman 2011-06-30

In a recent series of ground-breaking psychological experiments, volunteers were shown a 30-second film of some people playing basketball and told to count the number of passes made with the ball. After just a few seconds, a man dressed as a gorilla slowly walked into frame, beat his chest at the camera, and sauntered off. Unbelievably, almost none of the people watching the film noticed the gorilla. Exactly the same psychological mechanisms that cause people to miss the gorilla also make them miss unexpected but vitally important opportunities in their professional and personal lives. This book outlines the scientific

evidence and thinking behind this remarkable new phenomenon, and shows you how you can spot gorillas in your life - and what to do when you see one.

The Invisible Gorilla and Other Ways Our Intuition Deceives Us - Christopher F. Chabris 2011

Popular psychology.

The Boy and the Gorilla - Jackie Azúa Kramer 2020-10-13

This profoundly moving tale about a grieving boy and an imaginary gorilla makes real the power of talking about loss. On the day of his mother's funeral, a young boy conjures the very visitor he needs to see: a gorilla. Wise and gentle, the gorilla stays on to answer the heart-heavy questions the boy hesitates to ask his father: Where did his mother go? Will she come back home? Will we all die? Yet with the gorilla's friendship, the boy slowly begins to discover moments of comfort in tending flowers, playing catch, and climbing trees. Most of all, the gorilla knows that it helps to simply talk about the loss--especially with those who share your grief and who may feel alone, too. Author Jackie Azúa Kramer's quietly thoughtful text and illustrator Cindy Derby's beautiful impressionistic artwork depict how this tender relationship leads the boy to open up to his father and find a path forward. Told entirely in dialogue, this direct and deeply affecting picture book will inspire conversations about grief, empathy, and healing beyond the final hope-filled scene.

The Invisible Gorilla: And Other Ways Our Intuition Deceives Us - Christopher Chabris 2010-06-10

If a gorilla walked out into the middle of a basketball pitch, you'd notice it. Wouldn't you? If a serious violent crime took place just next to you, you'd remember it, right? *The Invisible Gorilla* is a fascinating look at the unbelievable, yet routine tricks that your brain plays on you.

The Optimism Bias - Tali Sharot 2011-06-14

Psychologists have long been aware that most people maintain an irrationally positive outlook on life—but why? Turns out, we might be hardwired that way. In this absorbing exploration, Tali Sharot—one of the most innovative neuroscientists at work today—demonstrates that optimism may be crucial to human existence. *The Optimism Bias* explores how the brain generates hope and what happens when it fails; how the brains of optimists and pessimists differ; why we are terrible at predicting what will make us happy; how emotions strengthen our ability to recollect; how anticipation and dread affect us; how our optimistic illusions affect our financial, professional, and emotional decisions; and more. Drawing on cutting-edge science, *The Optimism Bias* provides us with startling new insight into the workings of the brain and the major role that optimism plays in determining how we live our lives.

The Invisible Gorilla - Christopher Chabris 2010

If a gorilla walked out into the middle of a basketball pitch, you'd notice it. Wouldn't you? If a serious violent crime took place just next to you, you'd remember it, right? *The Invisible Gorilla* is a fascinating look at the unbelievable, yet routine tricks that your brain plays on you. In an award-winning and groundbreaking study, psychologists Christopher Chabris and Daniel Simons asked volunteers to watch a 60-second film of a group of students playing basketball and told them to count the number of passes made. About halfway through, a woman dressed head to toe in a gorilla outfit slowly moved to centre screen, beat her chest at the camera, and casually strolled away. Unbelievably, almost half of the volunteers missed the gorilla. As this astonishing and utterly unique new book demonstrates, exactly the same kind of mental illusion that causes people to miss the gorilla can also explain why many other things, including why: * honest eyewitness testimony can convict innocent defendants * expert money managers suddenly lose billions * Homer Simpson has much to teach you about clear thinking Insightful, witty, and fascinating, *The Invisible Gorilla* closely examines the false impressions that most profoundly influence our lives and gives practical advice on how we can minimize their negative impact.

Logic and Contemporary Rhetoric: The Use of Reason in Everyday Life -

Nancy M. Cavender 2013-01-29

This classic text has introduced tens of thousands of students to sound reasoning using a wealth of current, relevant, and stimulating examples all put together and explained in a witty and invigorating writing style. Long the choice of instructors who want to keep students engaged, LOGIC AND CONTEMPORARY RHETORIC: THE USE OF REASON IN EVERYDAY LIFE, Twelfth Edition, combines examples from television, newspapers, magazines, advertisements, and our nation's political dialogue. The text not only brings the concepts to life for students but also puts critical-thinking skills into a context that students will retain and use throughout their lives. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

What Makes Your Brain Happy and Why You Should Do the Opposite - David Disalvo 2011-11-15

This book reveals a remarkable paradox: what your brain wants is frequently not what your brain needs. In fact, much of what makes our brains "happy" leads to errors, biases, and distortions, which make getting out of our own way extremely difficult. Author David DiSalvo presents evidence from evolutionary and social psychology, cognitive science, neurology, and even marketing and economics. And he interviews many of the top thinkers in psychology and neuroscience today. From this research-based platform, DiSalvo draws out insights that we can use to identify our brains' foibles and turn our awareness into edifying action. Ultimately, he argues, the research does not serve up ready-made answers, but provides us with actionable clues for overcoming the plight of our advanced brains and, consequently, living more fulfilled lives.

The Invisible Gorilla - Christopher Chabris 2011-06-07

Reading this book will make you less sure of yourself—and that's a good thing. In *The Invisible Gorilla*, Christopher Chabris and Daniel Simons, creators of one of psychology's most famous experiments, use remarkable stories and counterintuitive scientific findings to demonstrate an important truth: Our minds don't work the way we think they do. We think we see ourselves and the world as they really are, but we're actually missing a whole lot. Chabris and Simons combine the work of other researchers with their own findings on attention, perception, memory, and reasoning to reveal how faulty intuitions often get us into trouble. In the process, they explain:

- Why a company would spend billions to launch a product that its own analysts know will fail
- How a police officer could run right past a brutal assault without seeing it
- Why award-winning movies are full of editing mistakes
- What criminals have in common with chess masters
- Why measles and other childhood diseases are making a comeback
- Why money managers could learn a lot from weather forecasters

Again and again, we think we experience and understand the world as it is, but our thoughts are beset by everyday illusions. We write traffic laws and build criminal cases on the assumption that people will notice when something unusual happens right in front of them. We're sure we know where we were on 9/11, falsely believing that vivid memories are seared into our minds with perfect fidelity. And as a society, we spend billions on devices to train our brains because we're continually tempted by the lure of quick fixes and effortless self-improvement. *The Invisible Gorilla* reveals the myriad ways that our intuitions can deceive us, but it's much more than a catalog of human failings. Chabris and Simons explain why we succumb to these everyday illusions and what we can do to inoculate ourselves against their effects. Ultimately, the book provides a kind of x-ray vision into our own minds, making it possible to pierce the veil of illusions that clouds our thoughts and to think clearly for perhaps the first time.

The As If Principle - Richard Wiseman 2014-01-21

The best-selling author of *59 Seconds* challenges popular self-help approaches while counseling readers to take specific actions to improve outlook and circumstances, drawing on scientific findings to demonstrate how simple physical activities, from smiling to walking briskly, can alleviate common challenges.

The Art of Choosing - Sheena Iyengar 2010-04-01

Every day we make choices. Coke or Pepsi? Save or spend? Stay or go? Whether mundane or life-altering, these choices define us and shape our lives. Sheena Iyengar asks the difficult questions about how and why we choose: Is the desire for choice innate or bound by culture? Why do we sometimes choose against our best interests? How much control do we really have over what we choose? Sheena Iyengar's award-winning research reveals that the answers are surprising and profound. In our world of shifting political and cultural forces, technological revolution, and interconnected commerce, our decisions have far-reaching

consequences. Use *The Art of Choosing* as your companion and guide for the many challenges ahead.

The Invisible Gorilla - Christopher F. Chabris 2010

The Ig Nobel Prize in Psychology-winning creators of the famous "gorilla experiment" that demonstrated people's inattention to obvious facts draw on hundreds of creative experiments to whimsically reveal how the human race overrates its mental capacity.

SUMMARY - The Invisible Gorilla: How Our Intuitions Deceive Us By Christopher Chabris And Daniel Simons - Shortcut Edition 2021-05-31

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will discover that your deepest intuitions are only illusions that push you to overestimate your mental capacities. *You will also discover that : Your brain has many flaws that it is important to be aware of; You rely too much on your own convictions rather than on real facts; The world around you can escape without you realizing it; These illusions can be controlled if you re-evaluate your abilities. *Many illusions influence your mental attitude and prevent you from seeing reality in its entirety. You think you know how your mind works because of these beliefs, when in reality they mislead you. There are six basic illusions that affect you on a daily basis. By becoming aware of them, you can try to partially master them. *Buy now the summary of this book for the modest price of a cup of coffee!

Sanghi Who Never Went To A Shakha - Rahul Roushan 2021-03-10

This is the journey of a person who hated the word 'Sanghi' but ended up happily adopting it as a label. Rahul Roushan shot to fame around 2009-10 as the 'Pagal Patrakar', the pseudonym he used while writing for *Faking News*. Back then he was seen just as a founder-editor of the news satire website with no special interest in politics or ideology. The first time Rahul Roushan was called a Sanghi, he felt deeply offended. After all, he held a Bachelor's degree in Mathematics from Patna University, a post-graduate diploma in journalism from IIMC in New Delhi, an MBA from IIM Ahmedabad and was a self-made media entrepreneur. Sanghi literally means someone who is a member of the right-wing RSS (Rashtriya Swayamsevak Sangh) or its affiliates, but the 'liberals' use the term liberally to deride those who differ with their political and ideological stand, or those who wear Hinduism on their sleeves. This book analyses why Hindutva as an ideology is no longer anathema and what brought about this change. Why did a country that was ruled for decades by people espousing Nehruvian secularism suddenly begin to align with the 'communal politics' of the Bharatiya Janata Party (BJP)? The book is the story of this transformation. This is not an autobiography, though it could read like one in parts. It is not even a collection of intellectual essays, though it could read like one in parts. It is the retelling of some historical events and how those events impacted the journey of Rahul Roushan and countless people like him. The book looks at factors like education, media, technology and obviously, electoral politics, which played a key role in this transformation.

Sway - Ori Brafman 2009-06-02

A fascinating journey into the hidden psychological influences that derail our decision-making, *Sway* will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone "important"? Why are we more likely to fall in love when there's danger involved? In *Sway*, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, *Sway* reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the "chameleon effect" (our tendency to take on characteristics that have been arbitrarily assigned to us). *Sway* introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In *Sway*, Ori and Rom Brafman not only uncover

rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

Advanced Visual Interfaces - Proceedings Of The International Workshop Avi '92 - Levialdi Stefano 1992-12-23

This volume brings together papers by experts in different areas of computer science, who have a common interest in the design and management of visual interfaces. Since cognitive science and metaphor analysis prove useful for understanding the basic mechanisms which allow visual interfaces to be easy to learn and use, these topics are also featured. Other areas focused on are: visual languages, visual database systems, intelligent agents for system interaction, graphical and pictorial communication tools, multimedia environments and specific technological developments.

Inattentional Blindness - Arien Mack 1998

Arien Mack and Irvin Rock make the radical claim that there is no conscious perception of the visual world without attention to it. Many people believe that merely by opening their eyes, they see everything in their field of view; in fact, a line of psychological research has been taken as evidence of the existence of so-called preattentive perception. In *Inattentional Blindness*, Arien Mack and Irvin Rock make the radical claim that there is no such thing -- that there is no conscious perception of the visual world without attention to it. The authors present a narrative chronicle of their research. Thus, the reader follows the trail that led to the final conclusions, learning why initial hypotheses and explanations were discarded or revised, and how new questions arose along the way. The phenomenon of inattentive blindness has theoretical importance for cognitive psychologists studying perception, attention, and consciousness, as well as for philosophers and neuroscientists interested in the problem of consciousness.

Gorilla and the Bird - Zack McDermott 2017-09-26

Soon to be an HBO limited series "Glorious...one of the best memoirs I've read in years...a tragicomic gem about family, class, race, justice, and the spectacular weirdness of Wichita. [McDermott] can move from barely controlled hilarity to the brink of rage to aching tenderness in a single breath."--Marya Hornbacher, New York Times Book Review Zack McDermott, a 26-year-old Brooklyn public defender, woke up one morning convinced he was being filmed, Truman Show-style, as part of an audition for a TV pilot. Every passerby was an actor; every car would magically stop for him; everything he saw was a cue from "The Producer" to help inspire the performance of a lifetime. After a manic spree around Manhattan, Zack, who is bipolar, was arrested on a subway platform and admitted to Bellevue Hospital. So begins the story of Zack's freefall into psychosis and his desperate, poignant, often hilarious struggle to claw his way back to sanity. It's a journey that will take him from New York City back to his Kansas roots and to the one person who might be able to save him, his tough, big-hearted Midwestern mother, nicknamed the Bird, whose fierce and steadfast love is the light in Zack's dark world. Before his odyssey is over, Zack will be tackled by guards in mental wards, run naked through cornfields, receive secret messages from the TV, befriend a former Navy Seal and his talking stuffed monkey, and see the Virgin Mary in the whorls of his own back hair. But with the Bird's help, he just might have a shot at pulling through, starting over, and maybe even meeting a partner who can love him back, bipolar and all. Introducing an electrifying new voice, *GORILLA AND THE BIRD* is a raw and unforgettable account of a young man's unraveling and the relationship that saves him.

Gorilla Ballerina - Neal Zetter 2019-09

There Plant Eyes - M. Leona Godin 2021-06-01

From Homer to Helen Keller, from Dune to Stevie Wonder, from the invention of braille to the science of echolocation, M. Leona Godin explores the fascinating history of blindness, interweaving it with her own story of gradually losing her sight. "[A] thought-provoking mixture of criticism, memoir, and advocacy." —The New Yorker *There Plant Eyes* probes the ways in which blindness has shaped our ocularcentric culture, challenging deeply ingrained ideas about what it means to be "blind." For millennia, blindness has been used to signify such things as thoughtlessness ("blind faith"), irrationality ("blind rage"), and unconsciousness ("blind evolution"). But at the same time, blind people have been othered as the recipients of special powers as compensation for lost sight (from the poetic gifts of John Milton to the heightened senses of the comic book hero Daredevil). Godin—who began losing her vision at age ten—illuminates the often-surprising history of both the condition of blindness and the myths and ideas that have grown up around it over the course of generations. She combines an analysis of

blindness in art and culture (from King Lear to Star Wars) with a study of the science of blindness and key developments in accessibility (the white cane, embossed printing, digital technology) to paint a vivid personal and cultural history. A genre-defying work, *There Plant Eyes* reveals just how essential blindness and vision are to humanity's understanding of itself and the world.

Safety Accidents in Risky Industries - Sasho Andonov 2021-12-16

This text introduces bad events (incidents and accidents) named as metaphors. The metaphors, called as "safety animals," are named as black swan, gray rhino, gray swans, and invisible gorilla. The book analyzes incidents and accidents from the context of the safety management system in the risky industries including aviation, nuclear, chemical, oil, and petroleum. It further uses mathematical analysis of these events (through statistics and probabilities) and presents preventive and corrective measures in dealing with the same. It comprehensively covers important topics including real-time monitoring, reverse stress testing, change management, predictive maintenance, management system, contingency plans, human factors, behavioral safety, anticipatory failure determination, resilience engineering (RE), resilience management (RM), Swiss cheese model, and probability distribution. Aimed at professionals working in the fields of health and safety, quality engineering, compliance engineering, aerospace engineering, occupational health and safety, and industrial engineering, this text: Provides an insight to safety managers in analyzing bad events and the ways to deal with them Covers randomness, uncertainty, and predictability in detail Explains concepts including reverse stress testing, real-time monitoring, and predictive maintenance in a comprehensive manner Presents mathematical analysis of incidents and accidents using statistics and probability theories

Invisible Armies: An Epic History of Guerrilla Warfare from Ancient Times to the Present - Max Boot 2013-01-15

Describes the history of unconventional and nontraditional warfare from the nomads used by Alexander the Great to the shadowy modern battlefields of the post-9/11 era and featuring a diverse cast of historical tacticians and revolutionaries from Mao Zedong to Edward Lansdale.

Gorillas in Our Midst - Christopher Chabris 2019-06

Catalogue to accompany the exhibition *Gorillas in Our Midst*, at Mona (Museum of Old and New Art), 2019

Mean Genes - Terry Burnham 2012-10-02

Short, sassy, and bold, *Mean Genes* uses a Darwinian lens to examine the issues that most deeply affect our lives: body image, money, addiction, violence, and the endless search for happiness, love, and fidelity. But Burnham and Phelan don't simply describe the connections between our genes and our behavior; they also outline steps that we can take to tame our primal instincts and so improve the quality of our lives. Why do we want (and do) so many things that are bad for us? We vow to lose those extra five pounds, put more money in the bank, and mend neglected relationships, but our attempts often end in failure. *Mean Genes* reveals that struggles for self-improvement are, in fact, battles against our own genes -- genes that helped our cavewoman and caveman ancestors flourish but that are selfish and out of place in the modern world. Why do we like junk food more than fruit? Why is the road to romance so rocky? Why is happiness so elusive? What drives us into debt? An investigation into the biological nature of temptation and the struggle for control, *Mean Genes* answers these and other fundamental questions about human nature while giving us an edge to lead more satisfying lives.

The Invisible Gorilla - Christopher Chabris 2010-05-18

Reading this book will make you less sure of yourself—and that's a good thing. In *The Invisible Gorilla*, Christopher Chabris and Daniel Simons, creators of one of psychology's most famous experiments, use remarkable stories and counterintuitive scientific findings to demonstrate an important truth: Our minds don't work the way we think they do. We think we see ourselves and the world as they really are, but we're actually missing a whole lot. Chabris and Simons combine the work of other researchers with their own findings on attention, perception, memory, and reasoning to reveal how faulty intuitions often get us into trouble. In the process, they explain: • Why a company would spend billions to launch a product that its own analysts know will fail • How a police officer could run right past a brutal assault without seeing it • Why award-winning movies are full of editing mistakes • What criminals have in common with chess masters • Why measles and other childhood diseases are making a comeback • Why money managers could learn a lot from weather forecasters Again and again, we think we experience and understand the world as it is, but our thoughts are beset by everyday illusions. We write traffic laws and build criminal cases on the

assumption that people will notice when something unusual happens right in front of them. We're sure we know where we were on 9/11, falsely believing that vivid memories are seared into our minds with perfect fidelity. And as a society, we spend billions on devices to train our brains because we're continually tempted by the lure of quick fixes and effortless self-improvement. The Invisible Gorilla reveals the myriad ways that our intuitions can deceive us, but it's much more than a catalog of human failings. Chabris and Simons explain why we succumb to these everyday illusions and what we can do to inoculate ourselves against their effects. Ultimately, the book provides a kind of x-ray vision into our own minds, making it possible to pierce the veil of illusions that clouds our thoughts and to think clearly for perhaps the first time.

Moral Reasoning at Work - Øyvind Kvalnes 2020-10-09

This book is open access under a CC-BY license. Moral dilemmas are a pervasive feature of working life. Moral Reasoning at Work offers a fresh perspective on how to live with them. How do we cope with situations where no matter what we decide to do, something will be wrong? How do we live with the moral dissonance between what we are tempted to do and what is in line with our moral convictions? What can organizations do to establish a foundation for responsible decision-making and conduct? This book combines research streams from ethics and moral psychology using extensive experience of sessions of moral reasoning with leaders and employees in organizations. It argues that there is a need to go beyond compliance and traditional approaches to ethics in order to prepare decision-makers for moral dilemmas. Organizations can do that by encouraging people to become actively and regularly involved in moral reasoning at work. This work was published by Saint Philip Street Press pursuant to a Creative Commons license permitting commercial use. All rights not granted by the work's license are retained by the author or authors.

Why We Make Mistakes - Joseph T. Hallinan 2009-02-17

We forget our passwords. We pay too much to go to the gym. We think we'd be happier if we lived in California (we wouldn't), and we think we should stick with our first answer on tests (we shouldn't). Why do we make mistakes? And could we do a little better? We human beings have design flaws. Our eyes play tricks on us, our stories change in the retelling, and most of us are fairly sure we're way above average. In *Why We Make Mistakes*, journalist Joseph T. Hallinan sets out to explore the captivating science of human error—how we think, see, remember, and forget, and how this sets us up for wholly irresistible mistakes. In his quest to understand our imperfections, Hallinan delves into psychology, neuroscience, and economics, with forays into aviation, consumer behavior, geography, football, stock picking, and more. He discovers that some of the same qualities that make us efficient also make us error prone. We learn to move rapidly through the world, quickly recognizing patterns—but overlooking details. Which is why thirteen-year-old boys discover errors that NASA scientists miss—and why you can't find the beer in your refrigerator. *Why We Make Mistakes* is enlivened by real-life stories—of weathermen whose predictions are uncannily accurate and a witness who sent an innocent man to jail—and offers valuable advice, such as how to remember where you've hidden something important. You'll learn why multitasking is a bad idea, why men make errors women don't, and why most people think San Diego is west of Reno (it's not). *Why We Make Mistakes* will open your eyes to the reasons behind your mistakes—and have you vowing to do better the next time.

Last Meeting of the Gorilla Club - Sara Nickerson 2019-08-27

A moving new middle grade novel about childhood anxiety and grief, from the author of *The Secrets of Blueberries, Brothers, Moose, and Me*. Eleven-year-old Josh Duncan has never had much luck making friends—not the real kind, anyway. Moving to a new town is supposed to be a chance to leave behind the problems that plagued Josh at his last school. Problems like Big Brother, Josh's favorite and best friend. Because, as Josh's parents tell him, he's too old to still have imaginary friends. But even before the first day of school is over, Big Brother reappears—and he's not alone. Only this time one of Josh's imaginary friends seems to be interacting with another boy at school, Lucas Hernandez. Can Lucas see them, too? Brought together by an unusual classroom experiment and a mysterious invitation to join something called the Gorilla Club, Josh and Lucas are about to discover how a unique way of seeing the world can reveal a real-life friend.

Survival of the Sickest - Dr. Sharon Moalem 2009-10-13

Joining the ranks of modern myth busters, Dr. Sharon Moalem turns our current understanding of illness on its head and challenges us to fundamentally change the way we think about our bodies, our health, and our relationship to just about every other living thing on earth, from

plants and animals to insects and bacteria. So why does disease exist? Moalem proposes that most common ailments—diabetes, hemochromatosis, cystic fibrosis, sickle cell anemia—came into existence for very good reasons. At some point they helped our ancestors survive some grand challenge to their existence. Examining the evolution of man, Moalem reveals the role genetic and cultural differences have played in the health and well-being of various races, including their susceptibility to disease. With mesmerizing insight, Moalem offers groundbreaking insight into : • How diabetes may be a byproduct of a mechanism that helped humans survive the Ice Age • Why African Americans living in the north might suffer from vitamin D deficiencies, • Why Asians can't drink as much alcohol as Europeans Revelatory, utterly engaging, and timely—Moalem ponders strongN1, the emerging Avian Flu virus—Why Redheads Feel More Pain and Asians Can't Drink will irrevocably change the way we think about our bodies and ourselves.

Gorillas in Our Midst - Richard Fairgray 2016-05-01

You never know when there might be a gorilla around... Gorillas can be hard to spot, because they are masters of disguise and good at hiding. You will know when there are gorillas living in your midst because the grocery stores will be entirely out of bananas. In fact, you should always carry a banana with you—you never know when you might meet a gorilla!

Welcome to Your Brain - Sandra Aamodt 2010-06-01

Does drinking really kill brain cells? Does listening to Mozart make your baby smarter? For all the mileage we've gotten from our own brains, most of us have essentially no idea how they work. We're easily susceptible to myths (like the "fact" that we use only 10% of our brains) and misconceptions (like the ones perpetrated by most Hollywood movies), probably because we've never known where to turn for the truth. But neurologists Sandra Aamodt and Sam Wang are glad to help. In this funny, accessible book, we get a guided tour of our own minds, what they're made of, how they work, and how they can go wrong. Along the way, we get a host of diagrams, quizzes, and "cocktail party tips" that shed light on the questions we nag each other about. (Can a head injury make you forget your own name? Are dolphins smarter than chimpanzees?) Fun and surprisingly engrossing, *Welcome to Your Brain* shows you how your brain works, and how you can make it work better.

Science Blogging - Christie Wilcox 2016-01-01

Here is the essential how-to guide for communicating scientific research and discoveries online, ideal for journalists, researchers, and public information officers looking to reach a wide lay audience. Drawing on the cumulative experience of twenty-seven of the greatest minds in scientific communication, this invaluable handbook targets the specific questions and concerns of the scientific community, offering help in a wide range of digital areas, including blogging, creating podcasts, tweeting, and more. With step-by-step guidance and one-stop expertise, this is the book every scientist, science writer, and practitioner needs to approach the Wild West of the Web with knowledge and confidence.

Annabel the Actress Starring in Gorilla My Dreams - Ellen Conford 2000-09

Though a little disappointed that her first acting part is to be a gorilla at a birthday party, Annabel determines to really get into the role.

The Oxford Compendium of Visual Illusions - Arthur Gilman Shapiro 2017
Visual illusions are compelling phenomena that draw attention to the brain's capacity to construct our perceptual world. The Compendium is a collection of over 100 chapters on visual illusions, written by the illusion creators or by vision scientists who have investigated mechanisms underlying the phenomena. --

The Vision Revolution - Mark Changizi 2010-06-08

In *The Vision Revolution: How the Latest Research Overturns Everything We Thought We Knew About Human Vision*, Mark Changizi, prominent neuroscientist and vision expert, addresses four areas of human vision and provides explanations for why we have those particular abilities, complete with a number of full-color illustrations to demonstrate his conclusions and to engage the reader. Written for both the casual reader and the science buff hungry for new information, *The Vision Revolution* is a resource that dispels commonly believed perceptions about sight and offers answers drawn from the field's most recent research. Changizi focuses on four "why" questions: 1. Why do we see in color? 2. Why do our eyes face forward? 3. Why do we see illusions? 4. Why does reading come so naturally to us? *Why Do We See in Color?* It was commonly believed that color vision evolved to help our primitive ancestors identify ripe fruit. Changizi says we should look closer to home: ourselves. Human color vision evolved to give us greater insights into the mental states and health of other people. People who can see color changes in skin have an advantage over their color-blind counterparts; they can see

when people are blushing with embarrassment, purple-faced with exertion or the reddening of rashes. Changizi's research reveals that the cones in our eyes that allow us to see color are exquisitely designed exactly for seeing color changes in the skin. And it's no coincidence that the primates with color vision are the ones with bare spots on their faces and other body parts; Changizi shows that the development of color vision in higher primates closely parallels the loss of facial hair, culminating in the near hairlessness and highly developed color vision of humans. Why Do Our Eyes Face Forward? Forward-facing eyes set us apart from most mammals, and there is much dispute as to why we have them. While some speculate that we evolved this feature to give us depth perception available through stereo vision, this type of vision only allows us to see short distances, and we already have other mechanisms that help us to estimate distance. Changizi's research shows that with two forward-facing eyes, primates and humans have an x-ray ability. Specifically, we're able to see through the cluttered leaves of the forest environment in which we evolved. This feature helps primates see their targets in a crowded, encroached environment. To see how this works,

hold a finger in front of your eyes. You'll find that you're able to look "through" it, at what is beyond your finger. One of the most amazing feats of two forward-facing eyes? Our views aren't blocked by our noses, beaks, etc. Why Do We See Illusions? We evolved to see moving objects, not where they are, but where they are going to be. Without this ability, we couldn't catch a ball because the brain's ability to process visual information isn't fast enough to allow us to put our hands in the right place to intersect for a rapidly approaching baseball. "If our brains simply created a perception of the way the world was at the time light hit the eye, then by the time that perception was elicited—which takes about a tenth of a second for the brain to do—time would have marched on, and the perception would be of the recent past," Changizi explains. Simply put, illusions occur when our brain is tricked into thinking that a stationary two-dimensional picture has an element that is moving. Our brains project the "moving" element into the future and, as a result, we don't see what's on the page, but what our brain thinks will be the case a fraction of a second into the future. Why Does Reading Come So Naturally to Us? We can read faster than we can hear, which is odd, considering that reading is relatively recent,