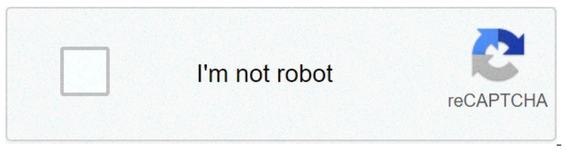

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Adam Savage once said, “The difference between fooling around and science is writing it down!” As long as you record your observations, you’re a scientist. Scientists gather knowledge, make observations, write it down and test their theories. This process is known as a scientific method.There are three main branches of science: physics, chemistry and biology. These sciences combine with other fields to make specializations. For example, if you wanted to be a doctor, you’d study human biology and organic chemistry. If you wanted to be an astronomer, you would study astronomy and astrophysics.Science students will tell you how closely math, science and engineering are related. The acronym STEM (Science, Technology, Engineering and Mathematics) refers to the close relationship between these fields. People in STEM industries help shape our understanding of the world. Without STEM, our quality of life would be poor. Not only would we be without phones and computers, but we wouldn’t have vaccines and surgery. At this point in history, it’s hard to imagine what our lives would be like without it. Participate in online science courses at the world’s top universities and institutions, including Harvard and MIT. Find introductory and advanced courses in popular science subjects including chemistry, physics, life sciences, social sciences and environmental sciences. Explore space and the possibility of alien life forms with Harvard’s Super-Earths and Life, a self-paced course that shows the latest advances in the knowledge of planets outside our solar system. Discover the mysteries of biochemistry, genetics, and molecular biology with MIT’s 12-week online course Introduction to Biology: The Secret of Life. Gain an in-depth understanding of the science of climate change and understand the evidence of global warming in Climate Change: The Science at the University of British Columbia. 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Here are six of the best mood apps. by therese borchardluglio 25, 2017 see more date a look at the two bottles of water below. that on the left is practically your standard design of the water bottle: high, clear, probably wrinkled. the right one feels a little less conventional, with its elegant aluminum shell shaped like an erlenmeyer flask. in a poll of which it is cooler, the right bottle would win immediately, although both bottles serve the same function. official gazette of consumer research so, what is it, exactly, that makes a design cooler than another? the difference is surprisingly difficult to articulate. you could say it is because the bottle on the right is unconventional. but a bottle of water in the shape of kangaroo would be unconventional, too, and you would not necessarily consider fresh. There is more than just being different. being cool requires a very delicate balance to do something that shows you go your way, but you do it in a way that is socially acceptable. much more, actually. Behavioral scientists have poured a lot of empirical ink on what makes something fresh. have basically frustrated the phenomenon up to four main traits. first, fresh is a social perception, not an intrinsic quality. So, blue ribbon pabst (pbr) has always been pbr, but it was not cool until the hipster portland embraced. Secondly, coldness is relative. a walmart shirt might look cool compared to another walmart shirt, but it won't even be as cool as a H&M shirt (which might seem less cool than another H&M shirt). Third, coldness is almost universally positive. and fourth, something that is fresh tends to diverge from the norm. is this fourth feature – the unconventionalness of the fresh – which seems to be the key. but in the past that stretch was poorly defined. as shown by our example of bottleof kangaroo, or even a real life product like a Segway, being unconventional alone is not enough to be fresh. And, in fact, drawings or marks that diverge from the norm too run the risk of being not only uncool but strongly despised. Being unconventional is notto be cool. Recently, marketing scholars Caleb Warren and Margaret C. Campbell have tried to understand the link between conventionality and coldness with a little more precision. They did so through a series of six experiments comparing consumer products (such as the bottles above), freshness ratings (the bottle on the right makes higher rate,) and reactions of participants. In the end, Warren and Campbell concluded that cool designs tend to be âappropriateâ unconventional â that is, defy unnecessary rules, and aren’t too extreme themselves. âBeing cool requires a very delicate balance of doing something that shows you’re going your own way and doing your own thing, but you do it in a way that’s social. desirable or at least acceptable, “Warren says Co.Design. In their most telling experiment, the researchers introduced test participants to four fictitious fashion brands. Each brand has been paired with a description that aligns it with a low, moderate, high or extreme level of invention. A “low” level of unconventionality was essentially the norm – something that followed the market. A “moderate” brand has often complied with the convention, while a “high” brand has often been undone. Extreme brands were controversial. Warren and Campbell found the highest freshness ratings among the brands at the center: not too conventional, not too risky. A moderately unconventional brand was fresher than a typical brand; a highly unconventional brand was fresher than an extreme and controversial brand. This model mostly held true whether taxi drivers (i.e., test participants) had countercultural personalities or not. In other words, even people who defy convention as a way of life don’t always think extreme invention is cool. Researchers use the term “autonomy” instead of “unconventional.” The lesson for designers is that they need to know two things about an audience to make a product fresh. Firstly, what does the ordinary public consider? (The design can fit slightly outside the mold.) Second, what does that audience consider the limits of abnormalities. (The design must not cross it.) In the context of our water bottle designs, then, “Erlenmeyer flask-ish” leans beyond âclear and wrinkledâ but still inside âkangaroo-shaped.â (The unconventional water bottle is actually a Heineken design.) Too much coldness can be a bad thing in the long run. “The product designers, the good ones, know a lot about this implicitly”, Warren says. “I think most of them are trying to be different or creating different things in a way that’s still accessible, or people can hold on to it.” The perennial concern for consumer designers, in particular, is that too much cold can be a bad thing for a long time A design that starts as cool moves the lines of conventionality, and then is imitated so much that it becomes conventional, at that point it can’t be cool by definition. Is he he he of the classic traditional backlash that keeps the one-time consumer iconoclasts, such as Apple or Google, looking for ways to stay anomalous values.Ã¨ â¨¬ “If you’re really doing something right, chances are the chill isn’t gone to last â¨¬ “ says Warren. â¨”” Cannot move what is the norm. Years, it shows two things that do not motivate us very well – the promise of rewards and the threat of punishment. It seems counter-intuitive, since after all we take it for granted that we need incentives to do the job. It’s the basis of our entire economic system, to scream out loud! Yet, the research is abundantly clear: once we reach a reasonable standard of living, rewards and punishments not only do not motivate us to do more, better, or faster, they often demobilize it. A classic example of this is a law firm involving lawyers asked to provide legal services for low-income people. One group was asked to do it cheaply, $10 or $20 an hour, while the other was asked to do it for free. Interestingly, those who asked to provide services for a fraction of their typical rate were not willing to do so, while those who asked to do so for free were overwhelmingly so. By offering a small fee, the subjects were actually less motivated, as they could only think of the job in relation to their normal and larger commissions. Other subjects were not pushed to think of their work as an economic transaction (in which the commission was nothing) and so was able to imagine other ways in which the work itself was its own reward. The rumors force us to consider our work in a limited way, it also works that we could get great satisfaction from doing without the promise of reward. In fact, offering incentives can limit not only the perception of one’s work, but the ability to do the work as well. Consider the â¨¬ ÃCandle Problemâ¨ (Look at author Dan Pink’s Ted Tels on the Candle Problem for more information). The subjects are seated at a table against a wall, given a candle, some matches and a box of nails, and said to work out a way to burn the candle without getting wax on the table. In one study, one group was offered money for figuring out the puzzle, while another was not ... and the subjects that were not offered any reward was significantly better. (The solution, by the way, is to empty the box of touches and set the candle inside the box – most people ignore the box at first, because they see it only as a holder for the cups and not as part of the equipment available. People who work for a reward have a much harder time to make the creative leap to see the box as part of the puzzle than people who don’t come â €