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Who Wants to be a Genius?

From: The Economist, Jan. 11, 2001

Psychologists are divided over whether genius is innate or acquired. Nobody has yet figured it out.

Thomas Edison gave his formula for genius as 1% inspiration and 99% perspiration. Modern-day students of geniuses and prodigies, though, argue over the relative contributions of more tangible factors - of genetics, of physiology, of hours spent in training. Most believe that geniuses have special genes. Almost nobody takes the opposite stance: that prodigy performance, in any field, lies within the grasp of anyone who cares to try hard enough.

Anders Ericsson, a psychologist at Florida State University, falls into the minority camp. Given ten years of deliberate practice, Dr. Ericsson says, anyone should be able to attain prodigy-level performance in his discipline of choice. The intuitive objection to this idea is the “Mozart argument”, as it is called by *Brian Butterworth*, a neuroscientist at University College London, who has studied the psychological aspects of arithmetic for many years. This argument is that not everyone can become a Mozart merely by dint of hard work. Dr. Ericsson wonders why not. After all, he argues, did not Mozart become Mozart by dint of hard work?

This may seem to be easily refuted by popular legends about geniuses such as Mozart, Paganini and Gauss, which report that they all showed exceptional skills in early childhood before receiving a shred of formal instruction. But Dr. Ericsson points out that most of these stories are, indeed, legends. Rather than rely on such myths, he insists on studying those experts and prodigies who are living today.

Dr. Ericsson does not believe that the exceptional

Executive Trivia Question...

How did “Dr. Pepper” get its name?

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\$21.95 Annual Subscription

abilities of such people are due to their innate talent. Rather, he explains their performance by pointing out that they have developed powerful memories for storing information about particular topics. Psychologists recognize (and brain research confirms) a distinction between short-term “working” memory and long-term memory. Dr. Ericsson believes that prodigies get such impressive mileage out of their working memories by placing important pieces of information into their long-term memories in a way that makes them accessible to working-memory processes.

According to Dr. Ericsson, this “long-term working memory” is the essential ingredient for expert performance in any field, from chess to typing to golf, and can be developed at will.

Recently, some neuroscientists tried to observe long-term working memory in action. *Nathalie Tzourio-Mazoyer* at the University of Caen, in France, and her colleagues, measured the brain activity of a math prodigy as he performed some feats of arithmetical acrobatics. Their subject, *Rudiger Gamm*, can calculate the fifth root of a ten-digit numeral within seconds, and as quickly raise a two-digit number to its ninth power. When asked to divide one integer by another, he unhesitatingly recites the answer to 60 decimal places. Dr. Tzourio-Mazoyer’s research represents one of the first efforts to watch such a performance as it unfolds in the brain.

Through the use of positron-emission tomography (PET), an imaging technique, Dr. Tzourio-Mazoyer’s team found that Mr. Gamm was using more of his

brain than normal controls, with whom they compared him, as he performed his mathematical tricks. Both Mr. Gamm and the controls showed activity in 12 parts of the brain, but in five additional areas, Mr. Gamm alone showed any activity. Three of these areas have previously been linked with the formation of episodic memories, which are a kind of long-term memory.

Mr. Gamm appeared to be using his long-term memory to store the working results that he needed to complete his calculations - for example, all the dividends and remainders of a division sum. His use of this extra memory space meant that he could circumvent that perennial pitfall of mental arithmetic - losing one’s place.

In other respects, Mr. Gamm’s brain does not appear notably unusual. Nor does he perform with exceptional aptitude on tests of skills that lie outside his area of expertise, such as verbal recall. Moreover, Mr. Gamm, who is now 26, was not born with this computing ability. He developed his skills, through four hours of practicing memorization daily, only after he had passed the ripe old age of 20.

As both the PET scan and his past experience bear out, enhanced memory appears to be the key to Mr. Gamm’s ability. So this study seems to provide some neurological evidence for Dr. Ericsson’s idea that long-term working-memory function underpins prodigy-level performance. But Dr. Ericsson also maintains that such memory function, can be attained by anyone - biology no bar - given enough practice and perseverance.

This is a much more contentious point. Twenty years ago, Dr. Ericsson tried to prove it by training some ordinary laboratory volunteers up to prodigy-level performance in a number-memory task. Average people tend to have a “digit-span” of seven - in other words they can recall a string of seven random digits after hearing it read out once. But after a year’s practice, two of his particularly dedicated subjects were able to increase their digit spans to lengths of 80 and 100.

Just as Dr. Ericsson took people with no discernible talent and turned them into champions, so, in a fashion, did a Hungarian, *Laszlo Poigar*. When he began training his daughters, it was widely believed that women could not play serious tournament chess. But through a deliberate (and still continuing) psychological experiment, Dr. Poigar and his wife created a trio of world-class chess champions out of their own daughters, overturning this prejudice.

By 1992, all three had reached the women’s top ten worldwide. The third, who presumably received the most refined training regimen, became the youngest grandmaster in the history of the game and is reckoned by her peers to have a good chance of becoming world champion one day. With remarkable, if not hubristic, prescience, Dr. Poigar had written a detailed book on the subject of child rearing, entitled, “Bring Up Genius” before beginning the coaching of his children. But would any child reared by such a parent have become a chess prodigy?

Ellen Winner, a psychologist at Boston College who has been

Kids Ask the Hardest Questions

by Thomas E. Ollerman, Ph.D.

studying the relationship between exposure to the arts and subsequent academic achievement, believes not. She argues that only children with the “rage to master” a skill could make it through the grueling years of training needed to achieve expert ability. The rage to master may be the point at which nature unequivocally makes its constraints felt. Even Dr. Ericsson concedes that there might be a genetic component separating the child willing to persevere with a rigorous schedule from the child who would rather play videogames.

Put it another way: even if there are no born mathematicians or musicians, there may be “born achievers”. The particular area in which such people make their mark might be determined purely by the kind of environment or skill to which they were exposed and how hard they then applied themselves. But among many psychologists this all-purpose view of genius is not a popular one. *Dean Simonton* of the University of California, San Diego, dubbed it the “drudge theory” of genius in a recent book review.

Dr. Simonton considers genius to have more of a genetic component. Yet this conviction has not stopped him from writing a book of profiles of psychologists who were reckoned to be geniuses. The American Psychological Assoc. will publish his book later this year, so that its members may learn from Dr. Simonton’s observations on the great prodigies of psychology. And though Dr. Ericsson is not on his list this year, in ten years from now he doubtless will be - if he wants it badly enough.

How do houseflies land on the ceiling upside down?

When the fly is heading toward the ceiling, it’s flying right side up. When it lands on the ceiling, it’s upside down. Obviously at some point along the line it does a flip. But when? And where? And how?

For a long time the most popular theory was that the flies did a “barrel roll” right before landing - that is, a quick flip to the side.

But it wasn’t until high-speed cameras were developed that scientists could find out for sure. These cameras took so many pictures per second that at least one of them was bound to show the fly doing its flip,

Surprisingly, the scientists found the fly didn’t do a barrel roll; instead, it did a back flip like a trapeze artist. As the fly neared the ceiling, it stuck its forward legs over its head. As soon as it touched down (or touched up, I suppose we should say), it swung the rest of its body up until all six feet were firmly planted on the ceiling. (The fly stays planted on the ceiling, of course, because it has sticky pads on the bottoms of its feet.)

How does the fly get off the ceiling? I have no idea.

Do cats have belly buttons?

Yes. They just don’t look like human belly buttons. Cat belly buttons are a long scar, often covered with hair, located just under the cat’s rib cage. Almost all mammals have belly buttons because they all had, at one point, umbilical cords. Umbilical cords provide food and and so on while the baby is still inside its mother’s womb.

The exceptions are the duckbill platypus, the echidna (also known

as the spiny anteater), and Adam and Eve. The platypus and the echidna, which live in Australia, are born in eggs, so they don’t have umbilical cords.

Why do geese fly in a V?

We have lots of guesses but no definite answers. Here are some of the top theories.

1. The geese fly in a V to save energy. Some people think each goose flies close to the one in front of it because the goose in front blocks the wind. With less wind resistance to overcome, the goose behind doesn’t have to work as hard. (Race car drivers do something similar: they try to drive close to the car in front so they’ll use less gas.)

Trouble is, for this idea to work, each goose would have to fly at a certain angle to the one in front and maintain a certain distance in between. And they’d all have to flap their wings at the same time. But they don’t. The birds wander all over the place and flap their wings any which way.

2. It helps the geese stay together. The idea here is that by keeping the bird in front of them in view, the geese won’t get lost. Geese have easy-to-spot tail markings that make this easier. Doubters, however, claim that the geese’s honking is what keeps them together. What’s more, geese stay in formation after dark, when they can’t see the goose in front of them.

3. The geese fly in a V so other geese can recognize them at a distance. Why it’s more important that one bunch of geese be able to recognize another bunch of geese I don’t know, but that’s the theory.

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The Idea Incubator

by Frank Helton

How can the postal service increase revenue?

E-mail is exacting a financial toll in an unusual place: the Chinese post office. Officials in Beijing have been watching the volume of mail delivery-and revenues decline steadily over the past few years. They blame the Internet, whose users in China have risen to 17 million, 45% of them in Beijing.

So looking ahead and fearing the worst, Beijing postal officials thought up new way of making money: delivering Peking Duck. Service began Jan. 20, just before Chinese New Year, and postmen delivered 700 ducks from Quanjude, China's best known roast-duck restaurant, in the first week. Cost: \$13 apiece.

"We need to adapt to fierce market competition," says postal official, **Wang Mingzhai**. He will not say what the post office earns per duck. But with a first-class stamp costing only 10¢ in China, ducks clearly turn a bigger profit. Ultimately, says Wang, the Chinese post office aspires to be the Federal Express, ups, and the Chinese-food deliveryman combined.

How can homes be more wind resistant?

Researchers at the National Institute of Standards & Technology have formed a temporary partnership with the Texas

Air National Guard to test the wind stability of various house designs. The test homes, bristling with instruments, will be subjected to hurricane-force winds generated by the propellers of a C-103 Hercules aircraft. The data gathered will be used to produce computer models capable of predicting the behavior of future house designs in high-wind situations.

How can we clean chips without water?

Chip-making is dirty business. The tiny circuits are printed on silicon by a process similar to printing photos from negatives. As in photography, images created by photolithography have to be developed with powerful chemicals - acids that can eat away at the silicon. But unlike photos, each chip is developed in many layers, from multiple images. As a result, semiconductor plants gulp thousands of gallons of noxious acids every day. And since the acid must be washed off with ultra pure water to avoid leaving behind even the smallest impurity, a typical chip factory consumes 4 million gallons of water a day.

Now, researchers at Los Alamos National Laboratory have found an alternative. It's not only cleaner but cheaper, and it doesn't need all that water. The secret? So-called supercritical carbon dioxide - CO₂ under such high pressure that gas turns into a liquid. In this state, it acts as a catalyst for solvents. Mix it with small amounts of solvent, and the

combo removes silicon just as effectively as hydrochloric acid. What's neat about supercritical CO₂, says **Craig M.V. Taylor**, who heads the Los Alamos project, is that the liquefied gas "leaves no residue so we don't have to rinse." Bye-bye to those 4 million gallons of water a day.

How can we make firefighting safer?

What's really dangerous about fires isn't the flames, but the fumes. Smoke hampers both escape and the efforts of firefighters to reach trapped victims, most of whom suffocate. To help battle blazes and rescue people before they choke to death, Flir Systems Inc. has developed a faceplate shield that lets firefighters see through smoke. Mounted on a helmet, it uses an infrared imaging system to detect hot spots hidden by smoke. The \$20,000 system is sensitive enough to distinguish a warm body lying near a couch from the fire burning behind the couch.

How can we make life longer - for worms?

The mere act of breathing unleashes into the bloodstream a torrent of reactive molecules called free radicals, which damage cells and are associated with aging. Now, an international team of researchers claims to have discovered a way to avoid the damage. If so, the technique might amount to a fountain of youth - even if only in worms. The group reported extending the life span of the lowly worm, *Caenorhabditis*

elegans, from three to six weeks simply by giving it a souped-up antioxidant.

The researchers discovered their elixir while combing through the scientific literature. Since 1991, Eukarion Inc., a small biotech company in Bedford, Mass., has been developing synthetic versions of a naturally occurring antioxidant called super oxide dismutase. One of them, EUK-134, proved highly effective in mice at preventing the tissue damage associated with degenerative syndromes like Alzheimer's disease. When *Simon Melov*, a biologist at the Buck Institute for Age Research in Novato, Calif., saw the data, he wondered if the compounds would also extend life span. He tested his theory by bathing hundreds of worms in different concentrations of the Eukarion compound.

It worked. On average, worms given EUK-134 lived 44% longer than their untreated cousins. Will it work in humans? We are many years from an answer, scientists say.

How can we track products moving through a factory?

Smart tags, which contain silicon chips and respond to radio signals, can track products moving through factories and out into the distribution chain. But they're fairly expensive. Motorola Inc., however, has just axed a big piece of tagging costs: an antenna that receives the interrogation signal and transmits a specific identification code. Motorola has developed special inks that can easily print antennas on packages or

labels, replacing the costly metal coils now required. The company says the new tags could be cheap enough for airlines to stick on baggage and avoid separating travelers from their luggage.

How can we make a better patch for broken bones?

Orthovita Inc., a small biotech startup in Malvern, Pa., won approval in mid-December from the U.S. Food & Drug Administration to begin marketing Vitoss, a highly porous synthetic material that could play a big role in healing injuries. In clinical trials, this calcium matrix has shown an ability to speed the reknitting of broke bones in the spine, extremities, and pelvis. It may also reduce the need for expensive bone grafts - of which some 500,000 are performed annually in the U.S..

An Orthovita scientist discovered the novel biomaterial through serendipity on a hot summer's day two years ago. After playing around with a modified form of calcium, a researcher left his work to dry in the sun and went to lunch. Upon return, he found a dried, sponge-like clump riddled with microscopic holes. As it turned out, the holes were just the right size to allow nutrients and bone-building cells to pass in and out, which suggested applications in repairing broken bones. Clinical studies have since shown that just 12 weeks after inserting the calcium scaffold into a fracture, doctors can't distinguish broken bone from healthy bone.

Unlike many other synthetic or metal bone fillers, Vitoss is bro-

ken down naturally by the body. So patients do not require more surgery to remove stabilizing "hardware" as is often the case with other materials. Orthovita officially launched its calcium sponge at the February meeting of the American Academy of Orthopedic Surgeons.

How can we eliminate deadly toxins from water?

Scientists at Robert Gordon University in Aberdeen, Scotland, have a new weapon against microcystins - potentially deadly toxins that are sometimes found in drinking water. When they lined a water tank with a thin film of titanium dioxide, filled the tank with water, and then exposed it to ultraviolet light, a chemical reaction caused the toxins in the water to break down. To make such an approach more economical, researchers are now hoping to rejigger the film so that it responds to natural sunlight.

How can we monitor stress on train tracks?

Scientists at the University of Illinois have chosen fiber optics as the basis of a sensor to monitor stress on train tracks. Once the optical lines are attached to the tracks, tiny alterations in the light passing through the fiber alert engineers to the slightest deflections in the metal rails. What's more, fiber optic sensors are not just sensitive - they're surprisingly tough. The strain gauges now in use are affected by electromagnetic interference, but the fiber is not.

The Littlest Firefighter

From: Ron Fronk, Ph.D

The 26-year-old mother stared down at her son who was dying of terminal leukemia. Although her heart was filled with sadness, she also had a strong feeling of determination. Like any parent, she wanted her son to grow up and fulfill all his dreams. Now that was no longer possible. The leukemia would see to that. But she still wanted her son's dreams to come true.

She took her son's hand and asked, "Billy, did you ever think about what you wanted to be once you grew up? Did you ever dream and wish what you would do with your life?"

"Mommy, I always wanted to be a fireman when I grew up."

Mom smiled back and said, "Let's see if we can make your wish come true." Later that day she went to her local fire department in Phoenix, Arizona, where she met Fireman Bob, who had a heart as big as Phoenix. She explained her son's final wish and asked if it might be possible to give her six-year-old son a ride around the block on a fire engine.

Fireman Bob said, "Look, we can do better than that. If you'll have your son ready at seven o'clock Wednesday morning, we'll make him an honorary fireman for the whole day. He can

come down to the fire station, eat with us, go out on all the fire calls, the whole nine yards. And if you'll give us his sizes, we'll get a real fire uniform for him, with a real fire hat - not a toy one - with the emblem of the Phoenix Fire Department on it, a yellow slicker like we wear and rubber boots. They're all manufactured right here in Phoenix, so we can get them fast."

Three days later, Fireman Bob picked up Billy, dressed him in his fire uniform and escorted him from his hospital bed to the waiting hook and ladder truck. Billy got to sit on the back of the truck and help steer it back to the fire station.

He was in heaven. There were three fire calls in Phoenix that day and Billy got to go out on all three calls. He rode in the different fire engines, the paramedic's van, and even the fire chief's car. He was also videotaped for the local news program. Having his dream come true, with all the love and attention that was lavished upon him, so deeply touched Billy that he lived three months longer than any doctor thought possible.

One night all of his vital signs began to drop dramatically and the head nurse, who believed in the hospice concept that no one

should die alone, began to call the family members to the hospital. Then she remembered the day Billy had spent as a fireman, so she called the Fire Chief and asked if it would be possible to send a firemen in uniform to the hospital to be with Billy as he made his transition.

The chief replied, "We can do better than that. We'll be there in five minutes. Will you please do me a favor? When you hear the sirens screaming and see the lights flashing, will you announce over the PA system that there is not a fire. It's just the fire department coming to see one of its finest members one more time. And will you open the window to his room?"

About five minutes later a hook and ladder truck arrived at the hospital, extended its ladder up to Billy's third floor open window and six firefighters climbed up the ladder into Billy's room. With his mother's permission, they hugged him and held him and told him how much they loved him.

With his dying breath, Billy looked up at the fire chief and said, "Chief, am I really a fireman now?"

"Billy, you are," the chief said. With those words, Billy smiled and closed his eyes one last time.

Hardest Questions (Cont.)

Do goats really eat tin cans?

No, but you can see where the idea got started. While goats don't eat tin cans, they do chew on them - not because they like

the metal, but because they want the glue that holds the labels on.

We can't digest glue, but goats are different. They have special bacteria in their guts, just like cows do. The bacteria help them

break down the glue.

Glue is often made from animal or plant products, so it has some food value - but not much. Chew on enough cans, though, and you can get by. If you're a goat, I guess you can't be too fussy.

The Virtual Merger: Airline Alliances Widen Net with Less Hassle

by Stuart Watson

In the airline industry, mergers are either murderous, or outright impossible. To avoid such messy business, the airlines use alliances. That's good news. Mergers may appear to be the easy answer to consolidation, but they're easier said than done.

Laws prohibit foreign majority ownership of American carriers and vice versa. When U.S. domestic airlines such as United Airlines and US Airways attempt mergers, the first hurdle is the Justice Department on the lookout for restraint of trade. If the airlines pass that security checkpoint, then it's time to merge pilot seniority lists, cockpit and maintenance procedures, and the list goes on.

Richard Gritta, University of Portland School of Business professor and associate editor of Transportation Research Forum, says **an alliance takes the sting out of an actual merger by creating a virtual merger.**

"Alliances can say to customers, come to us and we can fly you around the world. It's seamless travel with frequent flyer miles, and none of the merger hassles."

So far, the alliances have avoided anti-trust action, even as they become more aggressive at marketing and partnering, streamlining routes along the way. However, member airlines face costly and time-consuming computer upgrades to deliver all that seamless service. Linking up on the ground at airline gates is a hefty expense as well.

The big players, Star Alliance and Oneworld, have been joined by several other small alliances, anchored by a major U.S. airline and several strategically placed interna-

tional members. New code shares are announced monthly. In June, Star Alliance announced a shift in its focus from expanding the alliance to "deepening the degree" of cooperation among its members.

For frequent flyers hungry for mileage, all this focus on seamless travel is great news. Over time, all the alliances promise that collecting and using those miles will be much easier than the convoluted game it is today.

SkyTeam is New Alliance

With its slogan, "Caring more about you" SkyTeam Alliance (Delta, AeroMexico, Air France, and Korean Air) took off in June. Frequent flyers will earn miles in their current accounts when flying with the partner airlines. Miles can be exchanged for a reward ticket on any SkyTeam (www.skyteam.com) airline.

Star Alliance Adds Members

Bringing the total members to 13, Star Alliance added British Midland and Mexicana Airlines on July 1. British Midland serves 32 destinations in Europe; Mexicana Airlines flies to 50 destinations in nine countries. By adding British Midland, StarAlliance joined Oneworld in distinguishing London Heathrow as the only airport in Europe to serve as a hub for two competing alliances.

Chile and Ireland Board Oneworld Alliance

As of May 31, Ireland's national airline Aer Lingus and Chilean airline LanChile are now full members of Oneworld Alliance. The eight-member alliance has a base in Latin America; Northern, Central and Southern Europe; Australia; the United States and Asia.

America West and TWA Swap Miles

Both America West Flight Fund® members and TWA Aviators® will be able to accrue and redeem miles on either America West or TWA flights. Members of these frequent flyer clubs will earn one mile for every mile flown on the other carrier, with a minimum mileage credit of 500 miles. Members also earn a 50 percent mileage bonus when they purchase first-class tickets.

First Alliance Air Pass Issued

With the new Visit Europe air pass from Oneworld, travelers can pre-purchase as many flights as their itineraries require using the European and North African networks of any of the alliance's European members and affiliates. Travelers can use the pass for just two flights within Europe, or as many more as they like.

Better North America/India Connections

Alliance partners Northwest Airlines and KLM Royal Dutch airlines will increase service between North America and India. Effective Oct. 29, Northwest operates daily service to both Delhi and Mumbai (Bombay), connecting at Amsterdam from 12 major North America destinations served by Northwest and KLM.

Northwest, Continental and JAS Expand Relationship

Northwest Airlines is expanding Asia-Pacific code share service with Continental Airlines with the introduction of its North America-Japan code-share service with Japan Air System (JAS). The expansion includes nine new code-share services with Continental and five new routes with JAS.

Yawn Your Way to Success

By Robert Provine, Ph.D.

Animal Whys?

by Jocelyn Little

- The brittle starfish snaps off all its arms when attacked.
- If kangaroos are pursued by dogs, they will hide underwater, catch the dogs with their hands, and drown them.
- Baby hoatzin birds hide from predators in waters infested with piranhas. The piranhas don't attack because the birds have a natural piranha-repellent.
- The sea cucumber will, if attacked, spray its attacker with its internal organs. The predator may become entangled and poisoned in the mess, while the sea cucumber rests on the sea floor. Resembling a deflated balloon, it quietly begins to regrow its innards, a process that may take two years.
- An ant can lift 50 times its own weight, can pull 30 times its own weight and always falls over on its right side when intoxicated.
- Some Lions mate over 50 times a day.
- Butterflies taste with their feet.
- An ostrich's eye is bigger than its brain.
- Starfish don't have brains.
- Humans and dolphins are the only species that have sex for pleasure.
- A pig's orgasm lasts for 30 minutes.

If you want to get the most out of yourself no matter what you do, try yawning first!

Yawning signals a change in activity and prepares both the brain and the body for action.

A good yawn gets you ready for a great performance, declares **Dr. Robert Provine**, Professor of Psychology at the University of Maryland, who has been analyzing new data from both humans and gorillas. The yawn gets your brain going. It increases blood pressure and heart rate. Olympic athletes yawn before competing, paratroopers yawn before jumping and undergrads yawn before exams.

The work of Dr. Provine and other scientists has uncovered a number of fascinating new facts about yawning, including the following:

- Yawning is the earliest human behavior. Babies in the womb yawn as early as 11 weeks after conception, more than six months before birth. And all mammals yawn throughout life.
- Yawning is contagious. If you yawn on the subway or bus, you will set off yawning in those around you.
- All yawns are alike. You cannot do a half yawn or a fast or a slow yawn. A yawn involves a very particular neuromuscular sequence.
- Yawning is not caused by a lack of oxygen. In experiments with 100 percent oxygen, people yawn just as much as when they have less. Yawning is not due to either oxygen or carbon dioxide levels in the blood - rather, it is a sign of a desire for change.
- Yawning is a social signal. Yawning appears to be part of synchronized group activity, says **Dr. James Anderson**, a psychologist at the University of Stirling in Scotland. If a group is sitting around the campfire and the leader yawns, it serves as a signal to others that it's time to change - to get up in the morning or retire at night?
- Yawning is linked to intelligence. Research has found that children do not begin to copy other people's yawns until the age of 4 or 5, a peak learning time for social skills and those most likely to show contagious yawning first are often the best readers.
- The average duration of a yawn is six seconds according to Dr. Provine's research.

Thought to Ponder...

If you have **Integrity**, nothing else matters, If you don't have **Integrity**, nothing else matters.

Executive Trivia Answer...

A young soda jerk, Wade Morrison, came up with the soft drink's unique flavor in 1885. Morrison had been in love with a young woman whose father, a certain Dr. Pepper, had shut the door on their romance. Morrison never married Miss Pepper - but the drink bearing her dad's name became world famous.