

Bozo Sapiens: Why to Err is Human By Michael Kaplan Bozo Sapiens: Why to Err is Human I got this book along with several others and saved it for a trip because it sounded exactly like the type of book I like interesting writing for the informed layman. Where to start? The organization was odd.

The New York Times called Chances Are the authors look at the application of probability in everyday life a dizzying exhilarating ride. The Kaplans ability to explain everything from statistics to evolutionary biology in witty accessible and anecdotal style will endear this book to readers of Blink Freakonomics and other recent pop social science successes. For example in one section the authors compare our audio and visual senses and state that our audio sense is better because we hear almost the whole audio spectrum but only see a small portion of the visible spectrum. What we perceive as sound and light are all electromagnetic waves just of different frequencies and what we call light and sound are just areas of the spectrum we have named in response to our own sensory inputs. After noting for the zillionth time that racial linguistic ethnic nationalistic or religious prejudice is wrong you want to say Duh Many criticisms were based on ignorance not willful stupidity. This was in a chapter discussing dislike due to physical vs intellectual differences how our feelings change instantly when we learn the political views of someone we're having a nice conversation with. This book will give you at least seventeen of those How extremely stupid not to have thought of that! moments or I will personally come round and clean your windows for a year!!!!!! Seriously thinking about buying a dozen copies and handing them out for Christmas, It's not that the authors are trying to be funny and fail: it's a serious book that's intended that way from the beginning: Bozo Sapiens: Why to Err is Human I didn't rate it with the maximum rate because I would have preferred it to be written concisely and with less kind of paternal preaching. Bozo Sapiens: Why to Err is Human A book that's packed full of things to think about about the way we live our lives and the way we believe we think things through: A wonderful paradigm shifter! Bozo Sapiens: Why to Err is Human Totally awesome! Must read for all humans, In Bozo Sapiens they take us on a another funhouse journey exploring the surprising or alarming number of ways that humans can make bad judgments and poor decisions. Bozo Sapiens: Why to Err is Human I listened to this book on tape a couple of times and had to get a hard copy to share with family friends and colleagues: Bozo Sapiens: Why to Err is Human As the owner of a human brain I have always been fascinated by how it works and malfunctions: Michael and Ellen Kaplan take a shot at explaining the brain's foibles and are at least somewhat successful: === The Good Stuff ===* The book covers a myriad of topics everything from economics to religion to hero worship, Along the way we are shown some of the ways in which the human brain a device originally invented to help us as hunter gatherers tries to cope with modern life: The Kaplans also tie many of our reactions and thought processes to our primate cousins: * The authors write well and it is an easy book to pick up and read. They cover a myriad of topics but do so in simple English with a minimum of jargon and fifteen letter words, For the most part they are able to clearly communicate their message and just about anyone should be able to enjoy this book: As an example their explanation of Bayes Theorem a cornerstone of probability theory is simple and easy to understand: * While much of the material in the book was not new to me there were some novel explanations and ideas that I had not considered before, I am not a psychologist or an economist but I have read several similar books on the subject and this was one of my favorites, I will admit the beginning starts out a bit too fuzzy and existential for my taste but the later chapters are well grounded and use real examples. === The Not So Good Stuff ===* Some of the examples and analyses were a bit stretched, A dog a bat or a mole would have very different definitions. * Parts of the book get just a little too touchy feely for my taste: I think the authors are at their best when describing specific experiments and what they show about the human brain: They are less sure of themselves when describing emotional and feel good aspects of our psyche: They also have a habit of slipping personal comments and offhand remarks in the text something I find annoying, One thing my brain rebels against is extra spaces in the mid dle of words and extraneous headings and footers mixed in with the text, === Summary === If the topic is of interest to you this is as fine an overview as you will find: Certainly many of the topics could have

been covered in a complete manner but for a survey of many areas of how the brain works this is an excellent place to start, *Bozo Sapiens: Why to Err is Human* This is a good book on root causes for human fallibility. I rate it at 4 stars rather than 5 for the following reasons. 1) the authors are a little sloppy in what they consider human error. In order to expand their argument they've included activities that are reasonable on consideration. 2) It's not particularly surprising that we are fallible and this makes the argument less interesting, 3) describes this as a humorous book but it's not jumping from subject to subject without any feeling of progression, The writing was impersonal and very choppy short vignettes (personal and historical) along with constant examples, After pleading the universality of his writing the author focuses on the US (and Christianity) with the occasional shoutout to Africa India Europe or China. There there are those unending behavioral tests! I never knew folks could get paid for coming up with creative ways of showing we make dumb errors: Far interesting were the segments on unconscious behavior or acts influenced by different instructions. He notes that beliefs learned through indoctrination (religion ideology) change rarely unlike those learned through education, He notes (after assuring us of his open mindedness) that marriage is a good institution. Not only can two live almost as cheap as one but divorce is a leading cause of income inequality (women lose 27% men gain 10%). He notes interestingly that things we consider vital to our being political or ideological views affect only a small part of human behavior. We all eat the same read the same watch the same work the same and drive the same, My Grade C *Bozo Sapiens: Why to Err is Human* One of my all time favourite popular science books, Chock full of lovely ideas you can use to improve your thinking abilities: I've got way out of this book than I have from any of my attempts at meditation of such like[1]

Once you get past the title. But was I disappointed. Surprise we are not all that different. I find this sort of nonsensical.* Typos typos typos. I'd recommend the book to just about anyone. It's not news. Yet (inadvertently?) some things stood out. *Bozo Sapiens: Why to Err is Human*

