



01편 동물의 의사소통 기술 학습



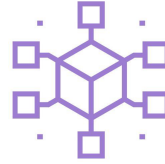
Animal communication skills learning

- [1] Some of animal communication techniques are instinctive and require no learning.
- [2] The honeybee, for example, needs no lessons to execute or understand its dance.
- [3] This particular language is obviously carried from one generation of bees to another in the genes.
- [4] In other cases, animal language seems to arise from both genetically transmitted information and environmental learning.
- [5] One way to test this statement with songbirds is to raise the birds in an environment in which they do not hear the songs characteristic of their species.
- [6] Some species, such as flycatchers, can produce their songs even when raised in acoustic isolation.
- [7] Others, such as wrens, must have a model from which to learn.
- [8] In an experiment with cowbirds, for example, chicks from North Carolina were raised around Texas adults.
- [9] The result: The chicks grew up singing with a strong Texas accent!



02편 구조의 정의와 특성

Definition and Characteristics of Structure



[1] To the extent that the units in a social system are not all identical in their behavior, structure exists within the system.

[2] We define structure as the patterned arrangements of the units in a system.

[3] This structure gives regularity and stability to human behavior in a social system; it allows one to predict behavior with some degree of accuracy.

[4] Thus, structure represents one type of information in that it decreases uncertainty.

[5] Perhaps we see an illustration of this predictability that is provided by structure in a bureaucratic organization like a government agency.

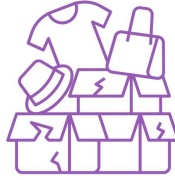
[6] The well-developed social structure in such a system consists of hierarchical positions, giving individuals in higher-ranked positions the right to issue orders to individuals of lower rank.

[7] Their orders are expected to be carried out.



03편 과도한 소비에 작용하는 요인

Factors Affecting Overconsumption



[1] While economic theory is not the driving force behind hyperconsumerism, it has certainly provided a convenient rationalization.

[2] Hyperconsumerism is the result of a combination of factors, psychological and sociological, as well as economic.

[3] Purchasing a new thing is a simpler, more easily controllable source of pleasure than building a new connection with another human being.

[4] To the extent that material possessions are a source of status in any particular society, it can also be an easier, more manageable source of social standing and self-esteem.

[5] And there can be a kind of mild narcotic rush, a fleeting sense of relief from the blues, connected to acquiring a new thing.

[6] Many of us have experienced that feeling on occasion; and some of us become addicted to it as means of "self-medication."

[7] They seem to live by the slogan, "When the going gets tough, the tough go shopping."



04편 개인의 사회적 네트워크 규모의 축소

A reduction in the size of an individual's social network



[1] In 1985 the typical American reported having three people he could confide in about important matters.

[2] By 2004 his network had shrunk to two, and it hasn't bounced back since.

[3] Almost half the population say they have no one, or just one person, in whom they can confide.

[4] Considering that this included close family members, it reflects a stunning decline in social connection.

[5] Other surveys show that people are losing ties with their neighborhoods and their communities.

[6] They are less likely to say they trust other people and institutions.

[7] They don't invite friends over for dinner or participate in social or volunteer groups as they did decades ago.

[8] Most Americans simply don't know their neighbors anymore.

[9] Even family bonds are being strained.

[10] By 2004 less than 30 percent of American families ate together every night.



03편 예술 작품 진본의 가치



The true value of a work of art

[1] Provenance in collecting is the proof of originality.

[2] Collectors seek authentic originals with provenance

because they are more valuable.

[3] But why are originals more valuable than an identical copy?

[4] One could argue that forgeries or identical copies reduce

the value of originals because they compromise the market forces

of supply and demand.

[5] In the same way that a prolific artist who floods the market with

work undermines the value attributed to each piece, rarity means

limited supply.

[6] For many collectors, however, possessing an original object fulfills

a deeper need to connect with the previous owner or the person

who made the item.

[7] I think that an art forgery is unacceptable because it does not

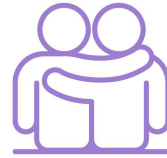
generate the psychological essentialist view that something of

the artist is literally in the work.



06편 소속감의 중요성과 다양성의 포용

Embracing the importance and diversity of belonging



[1] The need to belong is so innately human that no one can deny its importance.

[2] On some level we all want to be accepted by others – so much so that social exclusion causes the same areas of your brain to light up that physical pain does.

[3] Think of a time when you felt that you did not belong – when you were unwelcomed, unloved, treated with suspicion, or even ignored.

[4] How did it feel?

[5] If not painful, it was most likely not a situation you would want to find yourself in again.

[6] This is part of the reason we try to hire people who are "culture fits" with our organizations.

[7] We want to avoid having people who are unhappy or quit because they don't fit in.

[8] But only hiring people who fit in limits the diversity of perspective needed to drive innovation.

[9] The alternative is to create an inclusive space where people – all of whom are different from one another – can fit together.



07번 혼란을 줄이기 위한 균일한 시간대 체계



A uniform time zone system to reduce confusion

[1] Before the creation of standardized time, regions of the United States were isolated pockets each with its own time zone.

[2] Many cities had their own local time based on the position of the sun at high noon.

[3] A traveler would find that Michigan had twenty-seven time zones; Indiana, twenty-three; Wisconsin, thirty-nine; and Illinois, twenty-seven.

[4] Some train stations had multiple clocks hung on their walls.

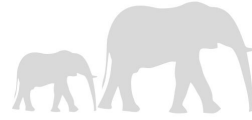
[5] In a desire for more uniformity and to reduce confusion, the railroads adopted a standardized time based on Greenwich Mean Time from England.

[6] The eight thousand rail stations associated with nearly six hundred independent railroad lines and their fifty-three time schemes were arranged into one system of four time zones.

[7] But the train systems, like those in Bern, Switzerland, had the new challenge of determining the time on the train and keeping it in sync with the clocks at the station, which kept Einstein busy in the patent office.



08편 암컷 코끼리 리더의 역할과 지위



Role and Status of Female Elephant Leaders

[1] Long-term elephant groups are composed exclusively of adult

females and juvenile males and females.

[2] Elephant leaders are typically chosen from among the oldest

females in the group, and this matriarch is relied on to coordinate

group movements, migration, and responses to threats, such as lions.

[3] The leader's role in these situations is to call the other elephants

to action and direct them toward threats or opportunities.

[4] She doesn't dash out in front to provide protection (when

threatened by lions, all the adults position themselves in front

to protect their young); nor does she suffer hardships on behalf of her

group.

[5] The leadership she provides is in the form of guidance.

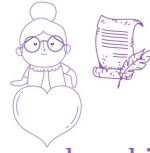
[6] Because leadership does not give her preferential access to food

sources or mating opportunities, elephant leaders do not gain unique

benefits from their position.



9-10편 할머니에게 베푼 친절로 재산의 수혜자가 된 Jenny



Jenny became a beneficiary of grandmother's wealth from her kindness to grandmother

[1] My friend, Jenny, had recently moved into a small apartment as a result of a divorce.

[2] She was unable to keep her pedigree dog in such cramped accommodation.

[3] But she was able to find a good home for the dog with a kind elderly woman who had another dog of the same breed.

[4] One day, the elderly woman called Jenny at work to ask if she would be able to drive her from her suburban home to the doctor in the city for an appointment.

[5] The elderly woman was desperate and could not find any other means of transport.

[6] Jenny was running a small advertising business at the time that was just getting by.

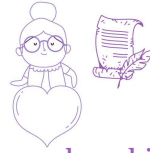
[7] Being her own boss, she was able to take the time off to drive the woman to her appointment.

[8] That began a regular private taxi service for the dear old woman.

[9] Jenny didn't mind taking her to the dentist or wherever, because she got joy out of helping her and it was a welcome break from the grind of her work.



9-11번 할머니에게 베푼 친절로 재산의 수혜자가 된 Jenny



Jenny became a beneficiary of grandmother's wealth from her kindness to grandmother

[10] One morning the elderly woman called to ask if Jenny were free

to take her to an important appointment with her lawyer.

[11] Jenny obliged, as usual, and dropped the elderly woman outside

her lawyer's office in town.

[12] She asked politely if Jenny could spare a few more moments

to accompany her inside, which Jenny happily did.

[13] There, in front of her lawyer, to her astonishment, she made her

the sole beneficiary of her estate, which was substantial.

[14] The elderly woman was to die soon after.

[15] Jenny was amazed at her good fortune.

[16] She was only being kind and, anyway, she enjoyed looking

after her.

[17] The last thing that she expected was to inherit such wealth.