

g, de-
roman,'
e were
ou!'

'The original
Carrie Bradshaw,
who told single
women it's OK
to enjoy sex.'



trashy, but
there's no doubt
Helen Gurley
Brown had a
major influence
on the world.'

'Cosmopolitan"
Releases 5 Sexy
Helen Gurley
Brown Obituaries
To Drive Your
Man Wild.'

European Pressphoto Agency

Source: **NETBASE** NetBase Solutions, Inc. Based on analysis of traffic from Twitter and Facebook between Aug. 13 and Aug. 17.

IDEAS: CHRISTOPHER SHEA



Disaster Management

calculate the risk of
age, they consistently
ence, a study shows.
ion, participants
al house. Periodically,
isons," they would
o watch a map that
er a hurricane was
s strength and course.
he last second before
ould pay to protect
use (\$100 per 10%
p to 50%) or all of it
icipants were told how
each storm was likely
fterward, how much
d saved by buying
ple who made the
cial decisions were eli-

significantly under-
homes: They sus-
he first year, almost
her than if they had
ed rationally. Also,
duced the amount of
bought whenever
o damage in the pre-
en if that lack of
ecifically the result of
tection.
arn From Experience
hes: The Case of

Hurricane Preparedness," Robert J. Meyer, Journal of Risk and Uncertainty (forthcoming)

PSYCHOLOGY

Awe's Good as It Gets

Feeling a sense of awe causes people to feel less rushed and impatient—and, at least briefly, happier about their lives.

Researchers induced awe in participants through various means, including watching televised scenes of waterfalls, astronauts in space, and whales, and reading about gazing out over Paris from the Eiffel Tower. (Control groups watched people getting showered with confetti and other scenes.)

People primed to feel awe reported less of a sense that "time is slipping away" and a stronger belief that there was enough time to get things done. They also reported a greater willingness to volunteer for charity and expressed a preference for "experiential" goods, such as movie tickets, over material objects of identical value (say, a \$10 voucher for gasoline).

"Awe Expands People's Perception of Time, Alters Decision Making, and Enhances Well-Being," Melanie Rudd, Kathleen D. Vohs and Jennifer Aaker, Psychological Science (forthcoming)

LAW

Punishing Politics

Consciously or not, judges in Washington state take heed of elections, research suggests: The severity of sentences they give out for serious crimes rises significantly from the start of their terms to election day.

The study examined data for

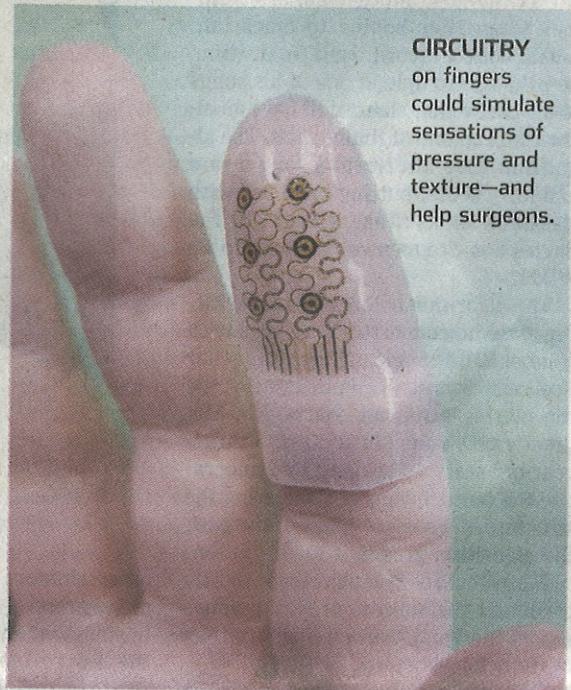


GLOVES WITH A SMART FIT

Virtual-reality gloves have come a step closer: Researchers have succeeded in creating semiconductors with the flexibility of rubber—and embedded the circuitry into skinlike sleeves that can be slipped onto fingertips.

The circuitry, from gold and silicon mesh one micron thick, was affixed to thin, malleable plastic. Wearers of these "smart fingertips" can experience artificially generated touch and texture, via electrical stimulation. Researchers, including engineers from the University of Illinois

at Urbana-Champaign and Northwestern University, also envision incorporating various sensors into this second skin. They foresee, for example, gloves for cardiac surgeons that take EKG readings directly from exposed heart tissue.



CIRCUITRY
on fingers
could simulate
sensations of
pressure and
texture—and
help surgeons.

roughly 30,000 cases, from 1985 through 2006, focusing on the kinds of violent offenses that get press attention.

Controlling for plea bargains and for the defendants' criminal histories, the authors identified a 10% rise in sentence length from the start of a judge's term to the election (or, for judges who ran unopposed, to the filing deadline for running, several months earlier). Much of the differ-

ence could be explained by judges' imposing sentences above maximums recommended by official guidelines. Retiring judges didn't punish more harshly as their terms progressed.

"Crime, Punishment, and Politics: An Analysis of Political Cycles in Criminal Sentencing," Carlos Berdejó and Noam Yuchtman, Review of Economics and Statistics (forthcoming)

► See more from Christopher Shea at the Ideas Market blog, blogs.wsj.com/ideas-market.

Oliver Munday (risk, law); John Rogers/University of Illinois at Urbana-Champaign

Your Ancestor Date a Neanderthal?