



New Scientist - Opinion

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Innovation: Market research wants to open your skull

Your brainwaves betray what you really think about brands and their products – and marketeers want to tune into them

Recipe for rarity: fish threatened by cookbooks

A study of seafood recipes over 122 years has shown that the prestige of big, predatory fish has grown even as overfishing has slashed their numbers

Barefoot statistics: Data for the people

It's time to wrest control of statistics from the governments and corporations who pick up the tab, says **Ludi Simpson**

What's the point of nuclear weapons on instant alert?

The US and Russians still have their missiles on a hair trigger, putting the Nuclear Non-Proliferation Treaty at risk

Briefing: Should miaow-miaow be banned?

A slew of recent deaths linked to mephedrone have led to vociferous calls for a ban in the UK. What is – and isn't – known about this "legal high"?

The predictioneer: Using games to see the future

The CIA says Bruce Bueno de Mesquita's political predictions come true 90 per cent of the time. So how does he do it?

Frank Moss: Tech to help those who can't help themselves

As MIT's Media Lab moves into bigger and better premises, its director discusses the social benefits of the lab's front-line research

Payout offered to 9/11 dust plume victims

New York City has offered to compensate people who breathed in gas and debris when the World Trade Center collapsed

Anti-vaccine autism campaigners lose court battle

US parents who say that vaccines triggered autism in their children now face yet another setback

'Bug' prints can put you at crime scene

By comparing the unique collection of bacteria found on a person's hand with those recovered at a crime scene, microbes could act like fingerprints

Law enforcement: the elephant in the ivory room

The real forces that drive elephant poaching are being obscured by squabbles over whether stockpiled ivory should be sold legally, says **Tom Milliken**

Corruption raises doubts over ivory sales

Arguments over whether to allow one-off sales of ivory stockpiles have dominated the opening of a two-week summit on trade in endangered species

England has failed with dangerous, disturbed offenders

That's the message of a review of a pioneering programme run over the past decade in two jails and two secure mental hospitals

'Terminator' asteroids could re-form after nuke

We'd better make sure that we send a big enough bomb to stop an incoming asteroid – if we don't, the space rock could reassemble

Battle over climate science spreads to US schoolrooms

In three states, alternatives to the scientific consensus on global warming must be taught – and there seem to be links to efforts to teach creationism

Natural history museums - a photographer's playground

What is it about the museums that seems to draw art photographers to them? **New Scientist** asked three to explain why in an online gallery of their work

Beyond torture: the future of interrogation

Coercive techniques like waterboarding can inflict as much psychological harm as crude physical torture. But do they work?

Journal editor: Tobacco-funded studies are bad for us

Several journals will no longer publish research supported by the tobacco industry. **Ginny Barbour**, the chief editor of one of them, explains why

New DNA technique gives names to the unknown dead

More DNA can be extracted from fragments of bone or tooth, so that badly damaged victims of war or shipwrecks can be identified

Why scientists must be the new climate sceptics

The reputation of climate science is taking a battering, but don't just blame the media or closed-minded sceptics, says **Jim Giles**

Where do atheists come from?

Social scientists have long wondered why so many people believe in God. We should ask why the rest don't, say **Lois Lee** and **Stephen Bullivant**

Climategate scientist questioned in Parliament

Beleaguered climate scientist Phil Jones from the University of East Anglia yesterday answered critics before a British parliamentary committee

The changing image of spam

Five snapshots of the spam lexicon that illustrate spammers' changing tactics

Spamdemic: Tracking the plague of junk mail

From Monty Python to mass-mailing misery, **New Scientist** charts the unstoppable rise of spam

Getting the Royal Society stamp of approval

Take a look at new British postage stamps celebrating giants of science, in honour of the Royal Society's 350th anniversary



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