

it's OKAY to be SMART

A Blog About Science... ...and Other Interestingness



About

I'm Joe Hanson, Ph.D. biologist and host/writer of PBS Digital Studios' *It's Okay To Be Smart*. Check out my "Episode Extras" [here](#). There's a lot of amazing science out there. Let's go discover it together.

"Everyone's favorite Feynman of the Tumblr era" - Maria Popova

Joe's science book recommendations, from brains to biology to space to art to physics.

This is an indie blog that takes many hours a week to publish. If you'd like to support It's Okay To Be Smart, please consider even a small donation.

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One of Time Magazine's 30 Must-See Tumblrs - 2012

Featured in The Best Science Writing Online - 2012



Neuroscience Meets Magic

Neuroscientists Stephen Macknik and Susana Martinez-Conde observe master gentleman magician/pickpocket Apollo Robbins and explain how he uses the human brain against itself. The direction, and misdirection, of our brain's attention tendencies are at the core of every great illusion.

I'm not sure which is more amazing, the neuroscience at play here or the amazing magic.

"Did you just take his wallet? [He just took that guy's wallet!](#)"

(Video by [Scientific American](#))

Source: [youtube.com](#)

#science #brain #video #neuroscience #magic #illusions

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I'm working to change the way science is communicated and restore it to its rightful place.

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