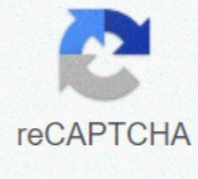




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## Science of classification is called

Everyone’s favorite Mythbuster, Adam Savage, once said: “the difference between screwing around and science is writing it down!” So true, Adam, so true. As long as you record your observations, you’re a scientist. Scientists gather knowledge, make observations, write them down, and test their theories. This process is known as the scientific method. There are three main branches of science: physics, chemistry, and biology. These sciences combine with other fields to make specializations. For example, if you wanted to be a doctor, you would study human biology and organic chemistry. If you wanted to be an astronomer, you would study astronomy and astrophysics. Those that study the sciences will tell you how closely related math, science, and engineering are. The acronym, STEM (Science, Technology, Engineering, and Mathematics), refers to the close relationship between these fields. People in STEM industries help to shape our understanding of the world. Without STEM, our quality of life would be poor. Not only would we be without cell phones and computers, but we also wouldn’t have vaccines and surgery. At this point in history, it is hard to imagine what our lives would look like without it. Page 2As decades of Hollywood action movies have taught us, a silencer slowly screwed onto the end of a pistol is shorthand for “somebody’s about to get murdered.” But as The Washington Post reported recently, the gun industry is trying to clean up the silencer’s image by arguing that silencers are a health issue. Hunters can suffer noise-induced hearing loss (NIHL) from repeated exposure, and none other than President Donald Trump’s oldest son, Donald Trump, Jr., has joined the cause to #Withthenoise. If you’re not a gun owner, you might be surprised to learn that silencers are legal or that most people in the gun industry don’t call them “silencers.” More surprises below. 1. Silencers Don’t ‘Silence’ GunsGunshots are loud because superheated gases expand rapidly and produce shockwaves as they escape the gun’s chamber. Silencers contain a series of expansion chambers that cool and dissipate the gases before they leave the barrel. A silencer is a lot like the muffler on your car (in fact, both were invented by the same guy). Screwing a silencer onto the barrel of a gun doesn’t “silence” the explosive bang, it just muffles the noise. That’s why folks in the gun industry call them suppressors instead of silencers. The decibel level of an un-suppressed 12-gauge shotgun is 160 decibels, louder than standing on the runway when a jet is taking off (150 decibels). The Occupational Safety and Health Administration (OSHA) sets 140 decibels as the threshold of pain, although it takes far less than 140 decibels to inflict long-term hearing damage with repeated exposure. According to a fact sheet from SilencerCo, a Utah-based silencer manufacturer, a 12-gauge shotgun equipped with a silencer registers 137 decibels and a silenced .22 rifle is muffled to 116 decibels, slightly louder than an ambulance siren. Still loud, just not eardrum-busting loud. That may explain why, contrary to popular belief, silencers are seldom used in criminal acts. One study looked at federal court cases involving silencers reported in the Lexis/Westlaw database between 1995 and 2005. Of the 153 cases reported, just two cases involved a silencer being used in a murder case, and overall, only 12 involved the use of a silencer in the commission of a crime. Gun control advocates, however, point out that silencers have been used in some high-profile crimes. 2. Silencers Are Perfectly Legal – Almost Everywhere in the U.S. There are currently 42 states in the U.S. where it’s legal to own a silencer, and 40 of these states have legalized silencers for hunting. The main states where silencers are illegal to own or use for any purpose are California, New York, Illinois, New Jersey and Massachusetts. Silencers are regulated under a 1934 law called the National Firearms Act (NFA). Although many people think that silencers were banned in the 1930s to fight a rash of Mafia-style killings, The Washington Post reports that authorities were more afraid that poachers would use silencers during Depression-era food shortages to hunt out of season. In fact, the NFA never made silencers illegal. It simply included them among other exotic firearms and accessories – machine guns, most notably – that require a special tax to purchase. If you want to buy a silencer in any of those 42 states today, you have to pay a \$200 tax to the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF). 3. Silencers Are a Pain to Purchase Legally Even though silencers are legal in dozens of states, that doesn’t mean they’re easy to buy. There are thousands of gun shops nationwide selling popular brands like SilencerCo and Liberty Suppressors, but the only way you’re going to walk out of the store with a new silencer is if you pass the ATF background check. And that can take up to nine months. Here’s a simplified view of how the process works: You purchase the silencer at the gun dealer and get a serial number for it. You’ll need that number when you fill out ATF Form 4, “Application for Tax Paid Transfer and Registration of Firearm.” You’ll pay the \$200 tax required by the National Firearms Act, and also attach a passport photo, fingerprint cards and answer a bunch of background questions – are you a fugitive of justice? – are you addicted to marijuana or other controlled substance? – that could disqualify you from purchasing a silencer. After the ATF approves your application, you can collect your silencer. If you do buy online, the silencer is shipped to a dealer after you’re approved. You can read more about the whole process here. The American Suppressor Association, a silencer industry advocacy group, estimates that an ATF background check typically takes between four and nine months. This is the main obstacle to legal ownership that the silencer industry wants to see abolished. 4. A Silenced Gun May Be a Safer Gun The gun industry is positioning silencers as a health issue. In fact, the bill that would eliminate the \$200 tax and ATF background check for buying a silencer is called the Hearing Protection Act. There’s no doubt that repeated short-range exposure to gun blasts will inflict lasting hearing damage. But why can’t hunters and other sportsmen simply wear ear plugs? The American Suppressor Association argues that many hunters don’t wear ear protection because they want to be aware of their surroundings. It’s hard to hear the call of a migrating duck or the sound of a buck moving stealthily through the underbrush if you’re wearing earplugs or noise-reducing earmuffs. With silencers, gun advocates argue, hunters don’t have to sacrifice awareness for safety. Another safety benefit touted by the silencer industry is accuracy. The anticipation of a loud blast causes some shooters to flinch as they pull the trigger. This may lead to inaccurate shots, which could endanger other hunters or result in an injury to the animal. 5. You Can Make Your Own Silencers A shotgun silencer from SilencerCo retails for \$1,440 and even its smallest products, like the 6.5-ounce Rimfire, sell for more than \$500. For that price, you can see why some gun enthusiasts prefer to make their own silencers out of common household objects like oil filters and flashlights. First, it should be said that the only way to legally make and use your own silencer is to fill out ATF Form 1, “Application to Make and Register a Firearm.” Again, that comes with a \$200 tax and a months-long waiting period. The Maglite suppressor, made from the industrial-strength flashlight, is one of the most popular DIY silencers on the internet. The key to all DIY silencers is getting an adapter with the right threading to attach to the barrel and whatever you are using as a makeshift suppressor. Another popular option is to use an oil filter or a fuel filter for a car, otherwise known as a “Tennessee silencer.” You can find any number of detailed video tutorials online for assembling a filter-based silencer that won’t cost you more than \$20 in parts, plus that \$200 tax, of course. One word of warning: If you’re determined to make a silencer a DIY project, be sure to stay on the right side of the law and be careful not to physically endanger yourself in the process. Originally Published: Jan 12, 2017 Take a look at the two water bottles below. The one on the left is pretty much your standard water bottle design: tall, clear, probably crinkly. The one on the right feels a bit less conventional, with its sleek aluminum shell shaped like an Erlenmeyer flask. In a survey of which is cooler, the bottle on the right would win right away, though both bottles serve the very same function. Journal of Consumer Research So what is it, exactly, that makes one design cooler than another? The difference is surprisingly tough to articulate. You might say it’s because the bottle on the right is unconventional. But a water bottle shaped like a kangaroo would be unconventional, too, and you wouldn’t necessarily consider it cool. There’s more to it than just being different. Being cool requires a very delicate balance of doing something that shows that you go your own way, but you do it in a way that is socially acceptable. A lot more, actually. Behavioral scientists have spilled quite a bit of empirical ink on what makes something cool. They’ve basically whittled the phenomenon down to four main traits. First, cool is a social perception, not an inherent quality. So, Pabst Blue Ribbon (PBR) has always been PBR, but it wasn’t cool until Portland hipsters embraced it. Second, coolness is relative. One shirt from Walmart might seem cool compared with another shirt from Walmart, but neither will be as cool as a shirt from H&M (which itself might seem less cool than another H&M shirt). Third, coolness is almost universally positive. And fourth, something that’s cool tends to diverge from the norm. It’s this fourth trait—the unconventionality of cool—that seems to be the key. But in the past that trait been poorly defined. As shown by our example of the kangaroo water bottle, or even a real life product like a Segway, being unconventional alone is not enough to be cool. And, in fact, designs or brands that diverge from the norm too much run the risk of being not just uncool but strongly disliked. Being unconventional alone is not enough to be cool. Recently, marketing scholars Caleb Warren and Margaret C. Campbell tried to understand the connection between conventionality and coolness with a bit more precision. They did so through a series of six experiments comparing consumer products (like the bottles above), coolness ratings (the bottle on the right does rate higher), and participant reactions. In the end, Warren and Campbell concluded that cool designs tend to be “appropriately” unconventional—that is, they challenge unnecessary norms, and aren’t too extreme themselves. “Being cool requires a very delicate balance of doing something that shows that you go your own way and do your own thing, but you do it in a way that is socially desirable or at least acceptable,” Warren tells Co.Design. In their most telling experiment, the researchers introduced test participants to four fictional fashion brands. Each brand was paired with a description that aligned it with a low, moderate, high, or extreme level of unconventionality. A “low” level of unconventionality was essentially the norm—something that followed the market. A “moderate” brand often conformed to convention, while a “high” brand often defied convention. Extreme brands were controversial. Warren and Campbell found the highest coolness ratings among the brands in the middle: not too conventional, not too risky. A moderately unconventional brand was cooler than a typical brand; a highly unconventional brand was cooler than an extreme and controversial brand. This pattern mostly held true whether the raters (i.e., test participants) had countercultural personalities or not. In other words, even people who challenge convention as a lifestyle don’t always think extreme unconventionality is cool. The researchers use the term “autonomy” instead of “unconventional.” Journal of Consumer Research The lesson for designers is they need to know two things about an audience to make a product cool. First, what does that audience consider normal? (The design can fit slightly outside that mold.) Second, what does that audience consider the limits of abnormality. (The design should not cross it.) In the context of our water bottle designs, then, “Erlenmeyer flask-ish” rests beyond “clear and crinkly” but still within “kangaroo-shaped.” (The unconventional water bottle is actually a Heineken design.) Too much coolness can be a bad thing in the long run. “Product designers, the good ones, know a lot of this implicitly,” Warren says. “I think most of them are trying to be different or create things that are different in a way that’s still accessible, or that people can latch onto.” The perpetual concern for consumer designers, in particular, is that too much coolness can be a bad thing in the long run. A design that starts off as cool shifts the lines of conventionality, and then gets imitated so much that it becomes conventional, at which point it can’t be cool by definition. It’s the sort of classic mainstream backlash that keeps one-time consumer iconoclasts, such as Apple or Google, searching for ways to remain outliers. “If you’re really doing something right, the chances are the coolness isn’t going to last,” Warren says. “Because you’re going to shift what is the norm.” Adam Gault/OJO Images/Getty Images Classification, or taxonomy, is the process of identifying, naming and categorizing living things based on their physical and biological characteristics. According to the Natural History Museum, scientists believe there are more than 31 million species of micro-organisms, animals and plants living on Earth today. Classification of living things helps scientists and students organize their research. It also helps to explain the interrelationships among diverse groups of organisms. According to Windows to the Universe, living things are categorized into three groups based on their genetic characteristics. These three groups are Archaea, Eubacteria and Eukaryota, and these are known as domains. For example, the Eukaryota domain is divided into four kingdoms: kingdom Protista, kingdom Fungi, kingdom Plantae and kingdom Animalia. Kingdom Protista includes all organisms that have one eukaryotic cell. Kingdom Fungi features mushrooms and all other fungi. Kingdom Plantae includes all plants including trees, flowers and grass. Meanwhile, kingdom Animalia includes all animals, insects, birds and human beings. In each kingdom, species are further categorized into specific groups based on their similarities. This system of classification creates a specific hierarchy where all living things fit into categories. The hierarchy of living things allows classification by kingdom, phylum, class, order, family, genus and species.

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