1. This is the download from the BBC.

B: This is the forum from the BBC. Today I'm to hear about mutations in nature with boilogists Andreas Wagner and Zachary Lipman and designer Alexandra Daisy Ginsberg. But now it's time for a 60 second idea to change the world and this week it's you, Daisy and you've got just one minute to persuate me, Bridget Kendall, and the rest of the world's service audience about your one minute pitch. Your minute starts now.

D: Sixty seconds to improve the world it's a pretty big ask and I work in a modern technology when new ideas are sold as the show way to that feature. But there are lots of good ideas that haven't changed the world and I want to ask "Have we missed one?" Instead of coming up with new ideas I propose we get rid of bad ones: the things that went wrong, the things that didn't take our first time around to see if we missed something. Perhaps the timing was off, the hypotisis was out or the context ment the idea didn't survive. So I propose the celebration, the failure. Instead of scientific journals documenting the things that worked, we published the experiments that went wrong. Instead of desiring the latest gadgets with the most functions, we take pleasure in the useless. But have we defined that, anyway? We write encyclopedias of bad ideas to see how we might improve on them. Failure means not meeting or desired or intended objectives, but it depends how you defined success. It's how do we celebrate the unexpected, how do we design for the paradigm shift that we really can improve the world.

B: That's very interesting. I suppose there are two thoughts of failures on that. There are things which are bad ideas and we can learn from them. Totalitarism, perhaps. And then there are things which didn't work then but maybe they've got their time now.What would be your job on the list of failures to study?

D: Well, I work in a field of bioengineering synthetic biology as a designer and for me it's always been interesting as an outsider effectively in listening to scientists' talk about the issues around genetic modifications in the ninetieth for a start and it's also the way that paid out in public is one big failure but some. You don’t need proposals and scientists often refit to the ideas of journals, of the stuff that went wrong or the office of biological disenchantment or the ideas that didn’t work out and we kind of ignore that. And in design we often celebrate the unexpected and the scientists mean “This worked. This worked”. So how do we actually thinking and build on the things that didn’t work out for maybe in a different context and it could be inspiring again.

B: Can you think of some, Andreas?

A: I would love to live in a culture where failure would be celebrated because I think every scientist knows the great frustration of having an experiment failed. Perhaps it has failed in interesting ways and been unable to publish the result of that. Perhaps you know the career of the graduate student goes down for that reason. We don’t have a culture where failure is being celebrated or even looked upon as potentially something positive where we can learn something. I think it’s a big shortcoming of the scientific culture these days. And I think there is an increasing movement in the community based on that realization. You know it’s really important to us to publish failures and to document failures. For example, the situation where you study ten clinical trials for a particular new drugs. And eight of these trials fail and two of them actually give a positive result and also there ones that are published so the drug looked really good actually. But what about these eight trials that failed. Perhaps they have to teach us something to.

B: That’s another context for you, Daisy. What about you, Zach? What would be your examples of failures that we should look again at?

Z: I think it’s a very important idea and I would say one of the things that always come to my mind about our failure experiment is that it is important to get out of there in the way that Andreas said. We can’t publish them, we just have to communicate them person to person or via email or what have you. It’s important to get out of there so that people are getting down the same field tracks and this is making science more efficient. If you can let people know that experiments didn’t work and it’s not worth your time or at least have a discussion on why they didn’t work. Perhaps there were some technical issue or new technology could address. So I think it’s very important. There are several examples that I can give you, you know, daily examples that we have failures in our experiments. In fact I think like Andreas had said the graduate students’ career goes down the drain but what they learning in the process of science and that this process appreciate those values teach you something.

B: I was thinking of examples. Maybe a good one is Daedalus and his wings made of wax. Maybe we can learn from that. It was certainly a failure, wasn’t it?

D: It depends on if it is a good idea to fly with the wings made of wax.

B: But he tried to fly anyway.

D: I mean it’s a kind of mutation. So for example the early kinds of cars, maybe taxis. They run on liquid fuel. We worry how we are going to continue to fill our cars and then it moved to electricity powered cars.

So in a way it just depends on a context and a time when it is appropriate.

B: It’s really interesting idea. One final thought. Andreas, why do you think scientists so resistant to the idea of learning on a failure?

A: Actually I think individual scientists are not that resistant. The problem is more in the publishing culture of science. Why would an editor want to publish a paper about the negative result if nobody is going to be interested in reading it? People want to read about positive results more than negative results. So lots of editors in these journals are in a worry about enlarging reader ships that they called impact. Positive result is always going to have more impact than a negative result. It’s the simplest, I think.

Z: There’s a movement to address which is an open source publication. For example, something that called bioarchive which is in the opportunity for people to deposite their own work without review failed. That’s the opportunity for people to explore those failure experiments where ideas may not get published so easily.

B: This is the whole open source thing. Thank you very much, Daisy, for your idea.

**2. This is the download from the BBC.**

B: This is the forum from the BBC. Today's solitude when does it cut off from the world around us and what does it help us see more clearly. But now time for a 60 second idea to change the world and this week it is from American educator and writer Diana Seneshel. And Diana, you've got just 60 seconds to make your case to me, Bridget Kendall, and my other two guests, world winning authors, Ian Lee and Alana Cutton. So, Diana, if you collect your thoughts, off you go.

D: Ok, here's my 60 seconds idea. Whenever anyone clicks on the "Like" icon on Facebook or elsewhere a pop-up should appear that reads: popularity is not the same as quality. Pursuit anyway such a pop-up could solve many of our world problems. First of all we'd make the user pass before clicking "Like". What does it "Like" mean anyway? Someone can "Like" a book because it has a pretty cover or because the title "Kayak" illuminate and sounds cool. Yet getting lots of "LIkes" is widely considered a good thing thus without thinking the matter through we falsely equate popularity with quality. By breaking the equation of pop-up would help create a shier, humbler and more inquisitive culture. Now granted many people would just click on the medically through the pop-up but its message would still make its mark. Sooner or later the number of "Likes" would go down, but their meaning would rise. Over time we would witness the renaissance of meaning on the internet and in our lives.

B: This is much trying to get people to think meaninglessly about modern communication, isn't it? Make sure that comments and clicks have value or not just empty justice or worth. I suppose manipulation PR which can happen to your content.

D: Yes.

B: You said that you thought there were other ways to break the false equation between popularity and quality. In order you said to make our culture humbler and more inquisitive. I wonder what you hadn't minded.

D: Well, certainly what I hadn't minded is breaking some of these assumptions that become automatic because they fill our lives and they fill our daily activities. Clicking the "Like" icon most of us don't take that all seriously but we ask to do it anyway and we do it anyway. I've just started doing it at Facebook for various reasons, felt that I had to join it in order to do something and felt myself overwhelmed with requests to "Like" this and that. And the actions that become automatic contained bad assumptions. And it's very important to break those assumptions and to slow down those automatic actions.

B: So, Yan Lee, what do you think about this?

Y: It's a very good idea, especially I think in a social media it is still a social thing but what I worry about, it is going to become even bigger part of people's lives, for instance, my husband used to work in this company. If you like someone, you have to send a heart to this person through work e-mail. But that's not only I send a heart to you, in the end they measure how cooperative you are in the company. This is very dangerous. I really agree with Diana.

B: Alana Cutton, what about you?

A: I think it's a fabulous idea. I wonder whether it could be expanded actually to not only in commom “Liking” which after all is quite a positive thing but also terribly negative things happen on the Internet. I think the quite scary thing to me is different kind of environment from Facebook. You can't curate your prison in quite the same way. You know how incredibly cruel people can be. In this forum cruelty has no consequence. I wonder before you twit something, a kind of bugs coming up.

B: Do you really mean less?

A: You know popularity is not the same as quality. You might say a complaint is not the same as criticism. Do you still wish to complain?

B; Do you think that would stop the trolls. I'm not sure. I think they would just go through when Diana ignored it.

D: They would find the way to ignore it but I think some of those stoppers would be very very helpful.

B: It is interesting, as I can see all three of you are writers and you can all click and have a look to see how many people are down noting your book or have clicked “Likes” on it in various forums. When people do that we can’t watch their notes. I say that because it’s very rare to hear that on the forum, because we’ve got now over a quarter than a million “Likes” on forums Facebook page. Of course, we’d like too much on everyone who clicked to say meaningfully but I guess we shouldn’t get of that every “Like” has its value. That what you’re telling us, isn’t it, Diana?

D: Well, some can meaning a lot and they can mean that a person listened to every programme and have many thoughts about that and “Liked” for that reasons and someone else could “Like” as a reminder to himself to come back and listen at some point. So many different things can happen.

B: Thank you, very tactful. But if you’re listening and whether you’ve clicked a “Like” on our Facebook page or not we do love to hear from you and get your feedback and ideas. And besides Facebook you can reach us via Twitter or you can email the programme directly. All details are on our website, just set for BBC and forum.

1. This is the download from the BBC.

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B: Today’s temperament: when it is natural and when it is acquired catching the balance right in life and in music. But now time for a 60 second idea to improve the world and this week is from Canadian psychologist Toto Brian R. Little Brian. You've got just 60 seconds to make your case to me, Bridget Kendall, and my other two guests, former Danish footballer and sports and business performance expert Rasmus Ankersen and English litterer Elizabeth Kenny. So Brian, if you collect your thoughts, off you go.

T: The world is devoid of empathy. We act without awareness of the needs of others, their feelings or the core projects of their lives, we need an empathoscope. The E-scope would be built on a merging of mirror neuron technology and affective computing and would allow the user, for ten seconds, to experience what the other person is experiencing. It would allow us to share the feelings of joy, apprehension, pride, hatred and incipient lost. E-scope is could be aggregated by big technology to let whole nations experience what others truly feel about them. And more personal level will allow me to understand my cat who may be accused of meowing ironically. I see all insouciant. But he may actually be experiencing on we or existential angst. It is important both for his dignity and mine. That's the truth: be no one.

B: Perfect Brian, thank you very much and it's a great idea so you had a telescope and had a microscope and now you're thinking of empathoscope. Just some paper thoughts: how would mirror neurons and affective computing help?

T: Mirror Neurons allow individuals to who are expressing emotions or even performing various motor acts in another person to have them fire the same neurons fire when they simply observing another person engaged. So it is a kind of neuron underline of an empathic response. And the affect of computing. Some of my students have been engaged in this fascinating area where computers have sense. The emotions, for example, that children are feeling, so you can have a computer robot who will allow the child who is feeling a little sad to be cheered up.

B: So, they can recognize from the face expressions that the child is sad.

T: Some physiological measures work.

B: Ok, very interesting. I didn't know about that. Now I wonder your E-scope, isn't it in danger of becoming an E-snoop, because it can be very worrying of jibes of government or individuals or advertisers who get inside your mind this way.

T: I can see that could be creepy but it races the whole question: Are we able to come close to that, to other means like walking in another person shoes and just stopping before we in direct with the person to find out what they are feeling and where they are coming from.

B: Do you think we need more empathy, do you think it can help?

T: Getting through my mind, I'm on the selfish level, perhaps I like empathy. Huge thing which affects musical performance which is if you are trying to stare up in emotion in your listener, should you be quote up in the emotion yourself while you're playing or can you stare that emotion if you're failing it. And this is a massive thing particularly the same in the nineteenth century so I was thinking if I was in the concert hall emoting away and hopefully find control, would it be a price or would it be a curse to know if I succeeded or not emotionally.

B: For your audience it is important to know whether you're faking or not?

T: Absolutely yes.

B: What about you, Rasmus? Would the E-scope be useful for the athletes or for their coaches?

R: Maybe not for athletes, because I think that for athletes empathy is not the most important skill. But I think for business scene it is a great idea because many companies become inwardly focus. That happens not only with powerful and successful business but also with powerful and successful people that they tend to be very inside out focused because of the success. They don’t see other people’s perspective and that’s a real challenge for successful business.

B: Well, thank you very much for your 60 second idea and there are many more 60 second ideas that you can see on our website and if you’ve got thoughts to add, so get in touch. All detail on our website.