THE CONVERSATION
Languages don’t all have the same number of terms for colours – scientists have a new theory why

Tal Shinar, Massachusetts Institute of Technology and Betsy A. Conway, National Institutes of Health

People across the globe all see millions of distinct colours. But the terms we use to describe them vary across cultures. New cognitive science research suggests it’s about what we want to communicate…

Analysis and Comment

How the first trees grew so tall with hollow cores – new research

Christopher M. Berry, Cardiff University

Cleome trees were hugely complex and very different to those we have now.

Long reads

Editors’ Picks

What is space? The 300-year-old philosophical battle that is still

Research and Expert Database

Find experts with knowledge in:

- a.p. Cyber security

Popular: food, water, transport, health, and energy.

Events

Assessing Argentina’s October 2017 mid-term elections - a roundtable - UCL.

Bird migration in a changing world — University of East Anglia

A Confusion of Leadership — University of Hertfordshire

The Power of Co-operation - Ed Mayo —
The new atheists are not atheist enough

The new atheists are a diverse bunch. Philosophers, scientists, "public intellectuals" such as Daniel Dennett, Richard Dawkins or Sam Harris covered much of the non-fiction trade publishing market in the early 2000s writing about the intellectual and moral virtues of being atheist. Ironically, many of them are revered in some circles like prophets – media-savvy prophets with a couple of million Twitter followers.

Yet, new atheism is a controversial movement.

Many new atheists, including Dennett or Dawkins, have been criticized for being too radical. The phrase "militant atheism" is often thrown about. The general worry is that they have little patience or compassion for religious people and the reasons why they choose religion.

A second wave of new atheism in the 2010s, championed by philosophers Philip Kitcher or Alain de Botton, sometimes widely referred to as "Atheism 2.0", is more tolerant. It is atheist with a human face, and its proponents try to engage with religious people on equal footing and with compassion.
The new atheists are a diverse bunch. Philosophers, scientists, "public intellectuals" such as Daniel Dennett, Richard Dawkins or Sam Harris cornered much of the non-fiction trade publishing market in the early 2000s writing about the intellectual and moral virtues of being atheist. Ironically, many of them are revered in some circles like prophets – media-savvy prophets with a couple of million Twitter followers.

Yet, new atheism is a controversial movement.

Many new atheists, including Dennett or Dawkins, have been criticised for being too radical. The phrase “militant atheist” is often thrown about. The general worry is that they have little patience or compassion for religious people and the reasons why they choose religion.

A second wave of new atheism in the 2010s, championed by philosophers Philip Kitcher or Alain de Botton, sometimes wittily referred to as "Atheism 2.0", is more tolerant. It is atheism with a human face, and its proponents try to engage with religious people on equal footings and with compassion.
Funded by the HE sector
Creative Commons

Open content
Free to read
Free to republish
What are we looking for?

- Short pieces of 600-800 words for a non-academic audience.
- Insight, analysis, or comment on stories in the news.
- Explanation and analysis of new academic research.
- Discussion of interesting ideas, questions and stories.
How does it work?

- Direct commission
- Expert request
- Press office
- Pitch your ideas
Teamwork

- A collaborative effort: your expertise and our journalistic approach.
- You bring the facts and the argument, we suggest good angles, emphasise the interesting bits and give it a polish.
- You're in control: we can't publish the article until you've approved it.
Online, real-time editor
The IQ test wars: why screening for intelligence is still so controversial

John, 12-years-old, is three times as old as his brother. [How old](https://www.stanfordbinet.net/stanfordbinettest) will John be when he is twice as old as his brother?

Two families go bowling. While they are bowling, they order a pizza for £12, six sodas for £1.25 each, and two large buckets of popcorn for £10.86. If they are going to split the bill between the families, [how much](http://www.tests.com/practice/WISC-Practice-Test) does each family owe?

> 4, 9, 16, 25, 36, ?, 64. [What number is missing](http://uk.businessinsider.com/mensa-iq-test-questions-2016-2) from the sequence?

These are questions from online Intelligence Quotient or IQ tests. Tests that purport to measure your intelligence can be [verbal](http://wechsleritest.com/), meaning written, or [non-verbal](https://www.psychologytoday.com/tests/iq/culture-fair-iq-test), focusing on abstract reasoning independent of reading and writing skills. First created more than a century ago, the tests are still widely used today to measure an individual's mental agility and ability.

[Education](http://www.apa.org/monitor/feb03/intelligent.aspx) systems use IQ tests to help identify children for special education and gifted education programmes and to offer extra support. Researchers across the social and hard sciences study IQ test results also looking at everything from their relation to [genetics](http://www.nature.com/ng/journal/v49/n7/full/ng.3869.html), [socio-economic
The IQ test wars: why screening for intelligence is still so controversial

> John, 12-years-old, is three times as old as his brother. [How old](https://www.stanfordbinet.net/stanfordbinettest) will John be when he is twice as old as his brother?

> Two families go bowling. While they are bowling, they order a pizza for £12, six sodas for £1.25 each, and two large buckets of popcorn for £10.88. If they are going to split the bill between the families, [how much](http://www.tests.com/practice/WISC-Practice-Test) does each family owe?

> 4, 9, 16, 25, 36, 7, 64. [What number is missing](http://uk.businessinsider.com/mensa-iq-test-questions-2016-2) from the sequence?
The IQ test wars: why screening for intelligence is still so controversial

> John, 12-years-old, is three times as old as his brother. [How old](https://www.stanfordbinet.net/stanfordbinettest) will John be when he is twice as old as his brother?

> Two families go bowling. While they are bowling, they order a pizza for £12, six sodas for £1.25 each, and two large buckets of popcorn for £10.86. If they are going to split the bill between the families, [how much](http://www.tests.com/practice/WISC-Practice-Test) does each family owe?

> 4, 9, 16, 25, 36, ?, 64. [What number is missing](http://uk.businessinsider.com/mensa-iq-test-questions-2016-2) from the sequence?
Full disclosure

Authors

Simon Deakin
Professor of Law, University of Cambridge

Christopher Markou
PhD Candidate, Faculty of Law, University of Cambridge

Disclosure statement

Simon Deakin receives funding from the Economic and Social Research Council and the Engineering and Physical Sciences Research Council.

Christopher Markou receives funding from The Social Sciences and Humanities Researc Council of Canada (SSHRC). He is on the legal expert committee of Responsible Robotics, an NGO that promotes the responsible development of robotics in society.
Promotion

Twitter...

Facebook...

Want to follow The Conversation?
Sign up to our free newsletter to get the day’s top stories in your inbox each morning, with a special wrap on Saturday.

Your email address
United Kingdom
Australia

Subscribe
Republishers

QUARTZ  Newsweek  SALON

guardian  arstechnica

Mail Online  SCIENTIFIC AMERICAN

NewStatesman

i  IFLSIENCE

THE HINDU  The INDEPENDENT

THE HUFFINGTON POST
What's in it for me?

- Reach new audiences among researchers, media and wider public
- Create new opportunities for impact, partnerships and projects
- Raise your profile, and that of your department/research centre/uni
- Improve your communication skills
- For the enjoyment of it!
Impact

- York researcher's article on African air pollution republished by Guardian and cited in OECD report.
- Nottingham academic helping Foreign Office to work with China on dementia care strategy.
- Nottingham Trent author's idea included in Labour Party manifesto.
- Other articles cited in House of Commons, select committees, European Parliament.
Opportunities

- Hull academic commissioned to write book for the RSC, invited to give TEDx talk.
- Child abuse researcher contacted by survivors, whose testimony sparks new research project.
- Nottingham researcher becomes reviewing editor of Frontiers after paper is best-read.
- Durham PhD's article on space crime scene investigation republished in 20 countries in eight languages, invited to collaborate at NASA.
Pimp your profile

Daphne Martschenko

PhD Candidate, University of Cambridge

I am a PhD student at the University of Cambridge in the faculty of Education. My current research examines the ways in which behavioural genetics research on intelligence does and could shape how American educators conceptualize intelligence and student success. Specifically, I study how genetics research on IQ and educator understandings of intelligence may engage with the phenomenon of ethnic minority and low income underrepresentation in US gifted education programs.
Author dashboard

= readership stats for fun and profit
Author dashboard

Published (5)

- **October 10, 2017**
The IQ test wars: why screening for intelligence is still so controversial
  - 15,842 views
  - 42 shares

- **January 23, 2017**
Biosocial science: The murky history of the nature and nurture debate
  - 3,992 views
  - 0 shares

- **July 26, 2016**
Can genes really predict how well you’ll do academically?
  - 3,979 views
  - 7 shares

- **May 9, 2016**
Qu’est-ce qui détermine notre intelligence ?
Quand la génétique suscite la controverse
  - 6,370 views
  - 0 shares

- **April 21, 2016**
Genetics: what it is that makes you clever – and why its changed in controversy
  - 100k views

Reach

Overview - All Articles

- **5** Articles
- **75,554** Readers
- **97** Comments received
- **4** Comments made

Country/Territory

Post Publication Summary

- **0** Engagements

Readers

Publications

= readership stats
Get widely read ...worldwide!

<table>
<thead>
<tr>
<th>#</th>
<th>Source</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>IFLScience</td>
<td>2,981,595</td>
</tr>
<tr>
<td>#2</td>
<td>The Conversation</td>
<td>1,951,001</td>
</tr>
<tr>
<td>#3</td>
<td>Quartz</td>
<td>762,082</td>
</tr>
<tr>
<td>#4</td>
<td>Scroll.in</td>
<td>646,972</td>
</tr>
<tr>
<td>#5</td>
<td>Ars Technica</td>
<td>481,752</td>
</tr>
<tr>
<td>#6</td>
<td>The Independent</td>
<td>389,372</td>
</tr>
<tr>
<td>Rank</td>
<td>Website</td>
<td>Username</td>
</tr>
<tr>
<td>------</td>
<td>-----------------</td>
<td>------------</td>
</tr>
<tr>
<td>1</td>
<td>IFLScience</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The Conversation</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Quartz</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Scroll.in</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Ars Technica</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>The Independent</td>
<td></td>
</tr>
</tbody>
</table>

...worldwide
"Academic rigour, journalistic flair"

We have no commercial interests, and no axes to grind.

We edit your work to help it reach as wide an audience as possible.

But YOU are the author, and if you don't sign-off the finished piece... ...WE CAN'T PUBLISH IT
How are we doing?
9,828 authors have written 16,544 articles
34m unique visitors to theconversation.com/uk
83m views of theconversation.com/uk
372m views of TCUK content inc republishing

(Sep '17)
TCUK website receives 1,500,000 monthly visitors (Sep '17)
TCUK content read
7m times a month

(Sep '17)
Facebook videos

- Pilot scheme involving 15 member universities.
- Articles condensed into short text-and-image based clips.
- Also original footage provided by universities.
- 494.6k video views between Jan-Sep 2017 through Facebook.
- Creative Commons licence so can be used on other sites.
- Plan to roll out to other members as part of focus on Facebook.
Monthly podcast

- Launched May 2016
- Highlights research from different disciplines around a common theme
- Around 7,000 downloads per episode
The Conversation is a global network with bureaus in Australia, UK, US, Africa, France, Canada, Indonesia and more to come.
Thank you!

@theconversationUK
theconversation.com/uk/newsletter
www.facebook.com/ConversationUK