

Page Two

UNCONVENTIONAL WISDOM

Richard Morin

Products That Promise Help Seem to Prolong Vices

Warning labels on cigarette packs may be well and good, but a new study suggests that advertisements for products designed to help people stop smoking — or, for that matter, to lose weight, reduce debt or otherwise stop bad behavior — should carry a health warning of their own.

That's because so-called remedy advertisements have a boomerang effect. By suggesting the risks of misbehavior are manageable, they reduce the chances that people who need help will decide to get it, says Lisa E. Bolton, an assistant professor of marketing at the University of Pennsylvania, and her colleagues in the June issue of the *Journal of Consumer Research*.

In one test, smokers and nonsmokers read material about the benefits of a stop-smoking aid. Members of a second group, also comprising smokers and nonsmokers, read material about how to quit smoking unaided. Then they were given a questionnaire that asked whether they thought an aid would help them quit cigarettes, about their perceived risk of smoking, and whether they planned to stop. (Nonsmokers were asked to assume they smoked.)

The results were unequivocal: Both smokers and nonsmokers who read about the aid saw smoking as less of a health risk. Moreover, they were less likely to indicate they would quit smoking after reading about the aid — and the most extreme reactions occurred among those who smoked the most.

Additional experiments produced equally compelling evidence, Bloom said. One tested an ad for smoking patches. Another pushed a bill-consolidation program to manage or eliminate credit card debt. Still another touted Chitosan RX Ultra — a diet aid.

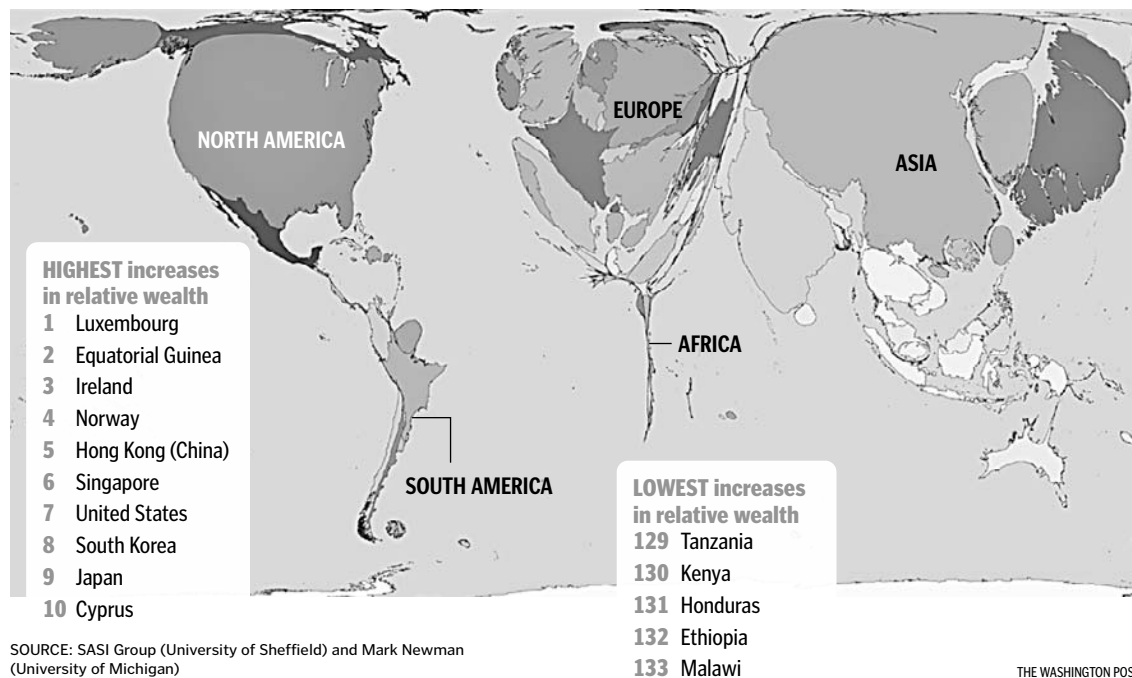
Again, those who most needed to stop smoking, cut credit card debt or shed pounds were the most likely to downplay the risks of their respective problems after reading about a remedy. They also expressed greater intention to continue behaving badly after seeing the ads promising help — even if they doubted the claims made in the ad.

"As problem status rises, remedy messages undermine risk perceptions and increase intentions to engage in risky behavior" — essentially offering men and women behaving badly "a get out of jail free card," Bloom and her colleagues concluded.

Another View of the Globe

Our favorite mapmakers have done it again. University of Michigan physicist Mark Newman and

Territory size shows the proportion of worldwide growth in wealth that occurred there between 1975 and 2002



SOURCE: SASI Group (University of Sheffield) and Mark Newman (University of Michigan)

his colleagues at the University of Sheffield in Britain have just released their latest cartographic creation: a world map made so that the size of each country and territory is proportional to the growth in wealth that occurred there between 1975 and 2002.

This striking cartogram visually tells an important story. The rich got really richer: The United States and much of Asia look about ready to burst. At the same time, the African continent virtually vanishes, reflecting the region's economic stagnation. So does most of South America.

Overall, two-thirds of the world's countries experienced an increase in gross domestic product, led by China, the United States, Japan, India and Germany. The biggest losers: Ukraine, Russia, Poland and Saudi Arabia (though \$3-a-gallon gas will fix that, pronto).

Narcissism and the Bottom Line

If I only had a little humility, I'd be perfect. — Ted Turner

Some social scientists have long suspected a link between narcissism and entrepreneurial success. Think Ted Turner, George Steinbrenner and the Donald.

Well, think again, say Arijit Chatterjee and Donald C. Hambrick of Penn State University's business school. They measured narcissistic tendencies of chief

executives of major software and hardware companies by the length of each CEO's "Who's Who" entry, prominence of their photos in annual reports and the number of times the exec was mentioned in company news releases, among other things. Then researchers compared the CEO's narcissism score with the company's performance.

"Narcissistic CEOs... tend to generate more extreme performance — more big wins and big losses — than their less narcissistic counterparts," the researchers wrote in a paper presented last week at the Academy of Management annual meeting.

But they also concluded that those big gains and losses tended to cancel each other out, and that narcissists were no more or less successful than their modest peers.

Who Would Have Thought?

The Language of Music and Workplace Romances

■ **"Individual Differences in Second-Language Proficiency: Does Musical Ability Matter?"** by L. Robert Slevc and Akira Miyake. *Psychological Science*, Vol. 17, No. 8. Researchers at the University of California at San Diego and the University of Colorado determine that people with musical abilities are better at learning foreign languages.

■ **"Working Late: Do Workplace Sex Ratios Affect Partnership Formation and Dissolution?"** by Michael

Post POLL

High School Regrets

It's not reading or writing but arithmetic and foreign languages that Americans say they wish they had spent more time studying when they were in high school. And, kids, study now or regret it later: More than 9 out of 10 Americans said they were sorry they didn't spend more time on at least one subject.

Q: Looking back, which, if any, subject do you wish you had paid more attention to in high school?

25%	Math
24	Foreign language
16	History
12	Science
10	Something else
8	English
5	No regrets or don't know

Roughly equal proportions of men, women, the young and the not-so-young all regretted not paying more attention to the same subjects in school. The better-educated respondents, however, were slightly more likely to lament not spending time learning a foreign language.

Percentage of each group that regrets not spending more time on a particular subject:

	High School or Less	College Graduates
Math	27%	21
Foreign language	18	32%
History	11	14
Science	18	13
Something else	11	7
English	10	8
No regrets or don't know	5	5

SOURCE: Washington Post national telephone survey of 1,010 randomly selected adults conducted Aug. 16-20. Margin of sampling error is plus or minus four percentage points for the overall results. Interviewing was conducted by ICR of Media, Pa.

THE WASHINGTON POST

Svarer. University of Copenhagen Centre for Applied Microeconometrics Working Paper 2006-11. A Danish economist finds that the probability that a worker will get divorced increases in proportion to the prevalence of the opposite sex in his or her workplace but that the gender ratio doesn't help single people find romance — suggesting that "the workplace constitutes a more important marriage market segment for individuals who are already in a partnership."

Richard Morin is a senior editor at the Pew Research Center. Versions of this column appear at washingtonpost.com and www.pewresearch.org.

CORRECTIONS

■ Photo captions in Aug. 22 editions on Page One and with an obituary for Joe Rosenthal incorrectly credited Bloomberg News with providing a copy of his Iwo Jima flag-raising photograph. The image was provided by the Associated Press.

■ An Aug. 21 article about immigration incorrectly said that Hispanics make up 48 percent of Phoenix's population, up from 34 percent five years ago. Hispanics constitute 41.8 percent of the city's population.

■ A photo caption with an Aug. 21 Style article about India's Eternal Gandhi museum incorrectly said that Abraham Lincoln is depicted in a mural of "messengers of peace." The image depicts Henry David Thoreau.

■ An Aug. 19 article from Reuters incorrectly indicated that ozone-depleting chlorofluorocarbon gases (CFCs) are still used in aerosol sprays and other products. Under the 1987 Montreal Protocol, signed by 160 countries, production of CFCs was ended except for certain medical products.

The Washington Post is committed to correcting errors that appear in the newspaper. Those interested in contacting the paper for that purpose can send an e-mail to corrections@washpost.com or call the main number, 202-334-6000, and ask to be connected to the desk involved — National, Foreign, Metro, Style, Sports, Business or any of the weekly sections. In addition, the ombudsman's number is 202-334-7582.

DONATE your CAR

800-948-1414
www.carshelpingpeople.org

Volunteers of America

LONG GOWNS • COCKTAIL DRESSES • EVENING SEPARATES • DAYTIME DRESSES

Mae's Be The Hit Of The Party!
Washington's Premier After 5 Store

See our Huge Selection of Gowns
Choose from over 1000 Gowns/Ensembles
In All Fabrics • For All Occasions • All Sizes
Beautiful Fall Fashions Arriving Daily

Spring/Summer 70% Off
Daytime Dresses • Blouses • Suits
Sportswear • Separates

Couture Gowns 80% Off
Overstock Sale
Over 200 fabulous gowns

\$50.00 Off
Any Purchase of \$100.00 or more of non sale merchandise. Not Valid with any other offer.
One coupon per household
Coupon Expires 9-2-06 WP-Thur. 8-24-06

Mae's Dress Boutique
6707 Old Dominion Dr., McLean, VA
703-356-6333
Hours: 10 a.m. to 5:30 p.m. Mon.-Sat.

Directions - From the Beltway take Exit 46B onto Rt. 123N McLean. Go 3 miles & turn right onto Old Dominion Dr. (Rt. 309). Go 1/2 mile thru 2 traffic lights. We are on the right next to Shell Gas.

HOSIERY • PURSES • SCARVES • LONG GOWNS • COCKTAIL DRESSES

TODAY ON WASHINGTON POST RADIO

MIKE MOSS 5:30am-10am
• 6:20am "The Color of Money" Columnist
• Michelle Singletary
• 7:05am Rick Weiss on Stem Cell Debate
• 8:15am Dafna Linzer: What We Don't Know About Iran
• 8:35am "Tell Me About It" Columnist Carolyn Hax

HILLARY HOWARD 10am-Noon
• 10:00am "Ask the Mayor" with D.C. Mayor Anthony Williams

SAM LITZINGER Noon-3pm
• 12:00pm Washington Post Foreign Report: Iran Nukes
• 1:00pm Washington Post Politics Hour with Jim Vandehei: Democrats Taking the Lead?

BOB KUR 3pm-7pm
• 3:45pm Gross National Product Presents "Son of a Bush"
• 4:10pm Howard Kurtz on Media and Politics
• 4:50pm Brooke Masters on Wall Street, Money and Markets
• 5:20pm Fritz Hahn on Bars and Clubs

107.7 FM • 1500 AM WASHINGTON POST RADIO

Home delivery makes good sense. 1-800-753-POST

The Washington Post

Greenberg's
Great Train & Toy Expo

Huge Operating Model Railroads
350 Tables
100+ Dealers
Saturday and Sunday
Aug 26 - 27 10am - 4pm
Adults \$7 Kids are FREE!
Dulles Expo Center
Chantilly, VA
One mile south of US 50 off of Sully Road
www.GTEXPO.com

The Washington Post

Published Daily. (ISSN 0190-8286). Periodicals postage paid at Washington, D.C., and additional mailing offices.

POSTMASTER: Send address changes to The Washington Post, 1150 15th St. NW, Washington, D.C. 20017.

TELEPHONE NUMBERS/AREA CODE 202

CLASSIFIED ADVERTISING 334-6200
DISPLAY ADVERTISING 334-7642
www.washingtonpostads.com

BUSINESS 334-6000
24-HOUR SUBSCRIBER SERVICES 334-6100 (local) or 800-477-4679
www.washingtonpost.com/subscriberservices

TDD FOR HEARING-IMPAIRED 334-4495

HOME DELIVERY/4-WEEK BASIS (where offered)

Daily & Sunday: \$14.40 (35 cents daily, \$1.50 per Sunday)
Daily Only: \$8.40 (35 cents per copy)
Sunday Only: \$6.00 (\$1.50 per copy)

We provide a replacement service for missed papers in the metropolitan area. Call 202-334-6100 by 8:30 a.m. weekdays, 9:30 a.m. Saturdays and holidays or 10 a.m. Sundays.
*Sunday-only includes delivery of the Thanksgiving Day issue, the cost of which is included in the basic subscription price.

ELECTRONIC EDITION
You can receive The Washington Post digitally on your computer.
Daily & Sunday: \$9.95 monthly
To subscribe, go to www.washingtonpost.com/ee

SINGLE COPY
Daily 35 cents Sunday \$1.50
Prices may vary outside Washington metropolitan area.

BY MAIL U.S. & TERRITORIES/PAYABLE IN ADVANCE

Daily & Sunday: 52 weeks \$942.40 \$398.90 \$194.40
Daily Only: 561.60 259.20 129.60
Sunday Only: 280.80 129.60 64.80

NATIONAL WEEKLY EDITION (BY MAIL)
A weekly digest of our news and commentary, available via mail subscription. 1 year (52 issues) \$78.00, 6 months (26 issues) \$39.00. Call 800-333-3889 for information. Microfilm is available from UMI at 800-521-0600.

DIRECT LINES TO NEWS DESKS/AREA CODE 202

District News 334-7300 News Ombudsman 334-7582
Financial News 334-7320 Sports News 334-7350
Foreign News 334-7400 Style News 334-7535
Maryland News 334-7313 Virginia News 334-4210
National News 334-7410

METRO NEWS BUREAUS

District of Columbia 202-334-7300

Virginia
Alexandria 703-518-3000 Maryland
Arlington Co. 703-518-3000 Annapolis 410-263-8040
Fairfax Co. 703-518-3000 Howard Co. 410-461-0060
Fauquier Co. 703-383-5100 Mont. Co. 301-294-2600
Loudoun Co. 703-771-4102 P.E. Co. 301-618-1720
Pr. William Co. 703-392-1303 So. Md. 301-934-3513
Richmond 804-649-7575

The Associated Press is entitled exclusively to use for republication of all news dispatches credited to it or not otherwise credited in this paper and local news of spontaneous origin published herein.

The Washington Post is available on microfilm and the Internet from ProQuest Information and Learning (www.proquest.com or 800-521-0600).

Additional Internet sources:
• Lexis Nexis (www.lexisnexis.com, 800-833-9844)
• Dow Jones Interactive or Reuters Business Briefing, both available from Factiva (www.factiva.com, 800-369-7466)
• NewsBank (www.newsbank.com, 800-762-8182)

The Washington Post is available in electronic book format from Gemstar eBook (www.ebook-gemstar.com, 800-386-7389). The Washington Post is also available to the blind and visually impaired from the National Federation of the Blind (410-659-9314).

Full Maintenance On All '05 and '06 Models For 4 Years or 50,000 Miles

Grand Opening VOB BMW
www.vobbmw.com

The Largest BMW Dealer in the Area
• Saturday Service Hours • Best Location
• Largest Inventory on the East Coast • 400 Cars in Stock & Incoming

SERVICE LOANER PROGRAM
• European Delivery
• Diplomatic Sales • Free GAP Insurance

2006 325i \$369 36 Month Lease	2006 X5 3.0 \$505 36 Month Lease	2007 525i \$499 36 Month Lease	2006 X3 3.0 \$379 36 Month Lease
--	--	--	--

VOB (301) 984-8989
BEST CUSTOMER SATISFACTION IN SALES
Call Nick Popovici, Sales Mgr.
1300 Rockville Pike, Rockville, MD 20852

LEASE BASED ON \$3089 (325i), \$3299 (X3 3.0), \$3388 (525i), \$3,299 (Z4), \$3494 (X5 3.0) PLUS TAX & TAG DUE AT INCEPTION. BASED ON BMWFS APPROVED CREDIT. 10K MI PER YEAR. EXPIRES C.O.B. 8/31/06

GOING ON NOW

kids sale
25% to 50% off

everything kids want from the hottest trends in tees and jeans to playwear and activewear

plus our great big happy baby sale

LORD & TAYLOR
THE SIGNATURE OF AMERICAN STYLE

Save ends Tuesday, September 5th, except for clearance items or as noted. No adjustments prior to sale purchases. Selected collections; not every style in every store. Our regular and original prices are offering prices only and may or may not have resulted in sales. Advertised merchandise may be available at sale prices in upcoming sale events. Available at selected Lord & Taylor stores. For the location nearest you, visit lordandtaylor.com Or call 1-800-223-7440 any day.