

[00:07](#) [Intro Music: "Everywhere You Go" by Tim Houlihan].

[00:07](#) We're going, we're going. We're going. We're grooving.

Kurt: Welcome to behavioral grooves. My name is Kurt Nelson

Tim: and I'm Tim Houlihan. This is the podcast where we discuss why we do what we do. And in this episode we're doing a grooving session on our favorite podcast episodes, episodes, episodes. Because too many people in our estimation, I'm pretty sure that we both share this, like make these recommendations. Like, Oh, you should read this book. Like, Oh man, that's 323 pages. I don't have time to read that. You can't read 323 pages ever. I've never read that. Or like, you should go to Malaysia. Like what? I get it. These are hard things to do when there is a wonderful country is while Olin poor is a great city, it's great. Uh, you know, I love visiting there, so me too. All right. Anyway, you get to your point, but it can just be overwhelming.

[01:01](#) So we're picking not just podcasts, we're picking specific episodes that we think that, that you, our listeners would enjoy. So we're not asking listeners to go and watch the entire game of Thrones eight seasons. We're saying, you know, this is the, this is the episode that you should watch. Right? Exactly. Exactly. That's it. Yeah. Well, first off, this is the second episode in, in 2020 a new year, a new decade. And the first time that we've been in the studio for like a month, I know I've been traveling, you've been traveling, so you've been traveling a long way though. Oh, well, you know, that's what happens. Yeah. You go to Africa and you ain't gotta, you gotta, you know, fly a long way, so you might as well spend a long time over there. Right? Yeah. Yeah. So that is important that this is kind of a, a regeneration for us.

[01:50](#) So 2020 getting ready for 2020 2020 this is our first grooving session in 2020 this is the year that behavioral grooves is just gonna take it to the next level. Right. We're breaking out this decade of behavioral groups. We've got some super cool plans for this year. We do. We do. One of those plans is that we're actually expanding kind of this network of podcasts that we're actually doing and we're gonna start weekly grooves, which is another, a totally different podcasts, totally different format. Right. Then you and I are going to be grooving every week on a, on a topic and bringing in some current articles and various different information like using a behavioral lens or applying a behavioral lens to things that are topical. This business in particular but you know, topical things in that. So that should be coming out in a few weeks. Knock on wood. Right. There we go.

[02:47](#) We'll keep that going. But yeah, so 2020 is a big year and so we hope that you listeners will, will uh, enjoy what we have planned cause I think it's going to be really cool and you know, and to help us make 2020 our breakout year, it would really help if listeners would give us a quick rating. It only takes like 23 seconds to go down to the bottom of the app and just rate us. Just give us five stars or four stars of bang, you're back into the app. Everything's good. Or I think it takes

like less than a minute, like 57 seconds or so to actually just write a quick review. You've done, you've done some research on this 23 seconds in the 50. It's Mike, it's my Kiki brain.

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Oh well and if you don't have time to go and leave a review or write something nice, at least just share this with a friend or family member that you think would be interesting. Talk about it. You know, it's that word of mouth thing. Uh, put us out on social media. Say, Hey, this was a, this was a great episode and you can bring specific episodes in episode. Not just don't, don't tell people just to load this up and let's start listening. Just listen to behavioral groups know. Tell them about the Rory Sutherland episode or the Annie Duke's one or whichever one you view. Like exactly or maybe the one about podcasts. Cause that's what we're going to talk about today. So let's get started with podcast episodes. Kurt, what is, what are, what are some of your faith, I don't know if we've got these actually ranked, but what are some of your favorite podcast episodes that you listened to in 2019?

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So I am starting off with Laurie Santos happiness lab boy. And I know you have one of these episodes too. It's a different one thankfully. But, uh, it was her second one. It was the unhappy millionaire. Uh, and yeah, episode explores how we really don't understand what makes us happy. It has Dan Gilbert coming in, but I mean she starts off all of hers, kind of start off with the story. Right? And then she brings in the story of this gentleman who is, I love how she does it because she starts off with, you know, without saying what the event was, but talks about how he was this happy guy here with family. And then this event happened and then he changed and his wife divorced him and his kids, you know, he got disfranchised from his kids and he ended up committing suicide. And what we find out is that that event was that he won the Texas lottery.

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Right? And, and then his life went to hell. And most people go, well, if I won the lottery, life would be great. But we don't really understand all of those factors that go into it. And so I love this just from that perspective of saying, all right, it's the happiness lab. And you know, I think really pointing out that we don't have a really good grasp of what makes us happy. And I actually, I listened to it and then we're driving up to the cabin over the summer and I made my kids listen to it in the car and we had a conversation force them to listen to this because we were saying, you know, it's one of those things, they're 13 and nine at the time. And you know, they think they know what makes them happy. But you know, a lot of these things like, Oh, if I just was rich, I'd be happy and I'm gone.

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That's not how this works. So to just straighten them out, I doubt it. They're 13 at night, so they didn't listen to me or the podcast, but you know, anyway, hopefully somewhere in the recesses of their brain, something stuck. Well, speaking of Laurie Santos, you know, she's the one that developed the GI Joe fallacy, which we love knowing is not even close to half the battle. So good luck on continuing that, that story, dad. All right, so you have a lorry son. Do I do? In fact, it was my number one as well. I thought that the, uh, the episode called make him laugh. It was about canned laughter. It was about how a TV shows

that you use canned laughter actually get, first of all, people liked them more than when there's no laugh track. And even when people know it's a canned laugh track and they say, Oh yeah, that, that's not real. Those are somebody put that in afterwards. They still like it better than without, without the a the laugh track. Like all the canned laughter that we use in the show cause it's all canned. We are just the most straight lace two guys that you could ever thing. And we have to add in the fake laughter. I went, I actually went out and bought some sound effects for candle laughter just so that we can have it.

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We might have to add some edge just to showcase what this is. So, but that was a good, I listened to that too. That was a good episode. You talked about it right afterwards. So I did, I did. And something else I want to say about Laurie's happiness lab is that the production is great and you know, we've had the chance to meet Lori and she is such an authentic and cool person. She's really a terrific. Um, I know the soul if you will. And this comes through this, her, you know, her authenticity really comes through in the podcast and that's one of the things I really like about the, her approach. Also, if, if you are interested in happiness and kind of want to learn more about it, uh, her happiness, um, uh, uh, class is on of course area. Yeah, that's right. She, she took her Yale course and, and kind of modified it and put it on Coursera.

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Yeah. So it's free. So you can go out there and you can learn. It's great. I've, I've only gotten through the first two, um, classes of it, but I have it for the first two. Good. Yeah, they were really good. Good. Okay. Good place to start then first too. Well, and I'm going to keep going. Um, and talking about happiness, I have a theme here, a couple of different themes that come through in the ones that I have. And so I am picking my, as my, my second episode is, uh, Shane parishes. The knowledge project is the, is the podcast, uh, which is a great podcast by the way, but his is actually really recent. It was with Neil Pasricha and it was about happy habits. And, and what was fascinating about this for me is, again, you know, Shane is a really good interviewer. He's pretty, you know, straight laced and he does, he would use some candle after he could use some scam, but he asks really insightful questions, bring some really insightful thoughts into this.

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And so the conversation that these two have, because they're both from Canada, so they start, yeah, they, they, they start talking about some things, but they bring this real human touch to this topic and they talk about some antifragility pieces and some resilience aspects and they talk about their kids and how they are trying to, you know, bring their kids up and how do we make the kids the as best they can. And, and Neil talks about, you know, how he was raised and some factors that go back to, you know, he is of Indian descent, um, and his, you know, arrange marriage of his parents and different things. And so it's fascinating to listen to it. Uh, and I just thought it was really insightful and, and really well done.

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Yeah. Very cool. Very cool. Uh, I wanna I wanna stick with, um, with female podcasters on this cause. My number two is, is the podcast is choice. Ology. Yeah, yeah, exactly. And the host is Katie milkmen and we adore, you know, she

was a great guest of on, on our, on our show. Uh, but Katie's choice ology is, is a terrific, um, uh, terrifically well-produced and well-researched. But I want to call specific attention to the episode called take a deal, take the deal where she gets to talk and it's about decision making and she interviews Danny Kahneman, Colin Camerer and Luis Green. And it's like Holy Hannah, you know, to have all three of them, you know, to get their, their combined wisdom, a Nobel Laureate, first colon camera who is an all-star in my book because his work goes back, you know, almost 30 years, you know, with just tremendous work in economics and psychology. Um, and Louie screen to have all three of those guys, you know, contribute to this, um, was just fabulous on how to make better decisions. Well, they talked about flawed decision making, right? Yes. Which they could've just interviewed us, actually could've just interviewed me and

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I've got all kinds of flaws. Got lots of flaws here. But no, it was a great conversation. I listened to it as well and I know you were, you were, you know, drooling over it. I was just, cause you get that, that star power thing going on. It's pretty, it's pretty true. Okay. What's your next one? All right. So I'm sticking. So we talked about, you know, with Shane parish and Neil talking about happiness, but then they brought in this antifragility and resilience piece and then I'm going back on that because the next one is the science of success with Matt Bodner. And he did an interview with, with uh, Dr Jonathan Haidt. Right. And the three dangerous ideas that are getting there are putting our society at risk. And so, um, Jonathan has just written a book, uh, the coddling of, of America. And they talked about that.

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But really it's about this idea that we are overprotecting our kids. We're not allowing them the opportunity to have failure or to, uh, express, get, like having, you know, kids push each other in the playground and solve it on their own. You know, we don't allow that to even happen anymore. And so people, we don't understand how to solve through these problems. And so then once you get to be an adult and you enter into the real world, it's like life is overwhelming. And they talk about some of the really sad statistics that are out there with, with suicides, increasing suicides and a variety of other things. But, you know, I'll put a positive spin on this. Is there, you know, they put some ideas out there about what you can do about it too, beyond just the ideas. I love how Jonathan on that in that episode talks about his own kids.

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Like he's willing to say, this is how I'm actually dealing with my own children, which is why I go back to the thing with Shane Parrish and this episode. That's what I think makes these so powerful because they bring these personal stories in which really highlight these facts that just all of a sudden take on a new meaning because you're going, Oh, I see how this, this is really impacting you. It's not just this academic, you know, research that you're doing. This is personal, right? That goes for Katie milkmen and uh, Laurie Santos as well. Um, okay. I want to switch over to something that's not very personal. A podcast called big brains and it's produced by the host is Paul Rand and it's produced out of the university of Chicago. It's great. Great podcasts, terrific podcasts. My

favorite episode that I want people to pay attention to first is why talking to strangers will make you happier.

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No, it won't. It's scary. So I don't want to talk to strangers, stranger danger and, and ever. So Nick Epley is at the university Chicago. He's done a ton of research on, uh, on this whole idea of being in public situations, social situations, and then just opening up and getting outside of our shell and actually how much happier we are when we do that. Especially in places like elevators, buses, trains, you know, waiting in long queues for taxis and things like that. How valuable it can be just to talk to other people. But instead we sit down and we look at our phones, right? And or we do the stink Blair and everyone predicts, Oh no, no, I'll be happier if you just leave me the hell alone. What was, uh, we were at the conference where they talked about the study where they had the, the, the bracelets, the red and green bracelets at lunchtime and they did the experiment of if I want to talk, I put on green.

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If I don't, I put on the red. And you know, the, the idea that sometimes we just need cues to start these conversations. Cause I, a lot of reason that people don't start is like, well they don't want to talk to me. Right. You're sitting on a plane and you're the person next to you. Like I, I sat next to a gentleman for 18 hours flying from Ethiopia to Chicago. We went through, he landed in Dublin, spend an hour on the ground there and I said a total of two sentences to the job guy, teen hours right next to this guy, two guys actually that I didn't even say a word to the guy in the window seat. And that was it. And that was it. And that's, I, I look at this and I say, I should have had a conversation. I mean, even if it was a short conversation,

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you know, I go back to our buddy Sharon, or easy that, uh, we met, uh, at a conference and we see her at conferences all the time. But, but, uh, she's with a company called next step and you know, they help with these cues. They're the ones that came up with this fabulous idea of when you're in a conference, everybody adopt a code word so that if there's three people talking or two people talking and you want to get in on that conversation, you can just walk up and say banana tree, you know, whatever the code word is. Right. And you get in. I love that. I absolutely love those kinds of tools and I have adopted talking to people in all these situations and I find I like my life better. Well that's cool. Yeah. Okay. What's your next one?

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Alright, I'm going totally off the, I'm taking a right turn instead of keeping going straight here cause I'm going with, uh, a podcast that I came across. Actually I believe I came across it through the science of success cause I think Matt Bodner interviewed, uh, Matt Wolfe and Joe fear of the hustle and flowchart podcast. And so I listened to that. So very different. This is, these guys are our content marketing background and they do a business. Uh, they do a podcast about podcasts and, and how to monetize your podcast and how to grow your listeners and various different things. And so for me, uh, this was part of our 2020 stuff is where like, I'm, I'm trying to learn, like, how do we, how do we get

more people to listen? How do we, how do we actually break even on this instead of losing, you know, lots of money every year.

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So, you know, it's one of those aspects. Uh, and they do again, what I like is they're irrelevant. They are irreverent. Irreverence that says my boob on my, you know, going mispronouncing things and doing things, but they're irreverent and uh, but they have fun. But again, they talk, uh, about their own own experiences and they bring these personal stories in. And even the people that they're interviewing, they don't just get into. So how do you use Facebook ads? You know, they, they talk about, well, tell us a little bit about your history and, and, and doing that. So you hit this background on the people that they're interviewing, but then themselves and the episode I want it is just their therapy session. So it's like a grooming session. It's like there's lots of similarities between them and us. Um, but they do these therapy sessions where they just kinda talk.

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And so therapy session number one, 53 where they talk about a T and C pod, pod Fest selling shirts and affiliate marketing and they're sitting out in a park, um, and they've just come off of like a week of doing back to back to conferences and they just, they just, you know, rip and they just do a therapy session. They a therapy session. So it's a, it's a really good intro. Um, and they, they have some really good insights on the guests that they have are, are pretty, pretty amazing. And some of the, the, the work that they do. So it's really good, really, if you're starting a podcast or thinking about starting a podcast, I would, I would listen to them.

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Uh, just, just one more comment on that for me. The F when they engage somebody who is willing to sort of talk about things on a more personal level, it's much more interesting than the, the guests that they have that are like, yeah, they're just kind of promoting themselves or promoting their stuff. It's like, yeah, I get it. I mean, the, and the, there can be good content there, but they actually do a good job of, of bringing in the person,

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Oh, sorry. As well. So here's a comment, actually, Shane Parrish was talking about at one time he was talking about reading books and you know, the idea of how do you retain more information when you read and different things. He has a whole process and different thing on that. But one thing that I remember is he talks about, look, if you start reading a book and [inaudible] and it doesn't interest, you, just stop. Don't, don't, don't continue reading it. Right. You have a limited amount of time and energy and focus. And I believe the same thing with podcasts. So in their case, exactly. There are podcasts that I start to listen to and I just go, you know, Nope, Nope. This is not it. And so I, I don't listen to it. I skipped the next one and I will selectively pick, they have a ton of podcasts out there so you can pick a lot.

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Uh, my next one is, uh, recorded by a guy named John Don van and he moderates, uh, discussions, actually debates between two teams and the podcast is called intelligence squared, U S debates. And he's a fabulous

moderator. And he, so he, he brings up really interesting topics and gets experts on both sides of the issue to argue their positions. And the one that I thought was really one of the most interesting of 2019 was, is social media good for democracy? Yeah. Really fascinating. And so when you have experts arguing on both sides, the issues, you know, so they're not arguing petty crap, you know, they're actually arguing the issues. It was so fascinating to think about, um, how, how we think about social media and the impact that social media can have on democracy in both positive and negative ways. So when it comes to really thinking

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deeply about something, I like this, I like John Don van's approach with this intelligence squared us debates because it helps inform me of lots of different uh, and cogent arguments. Well, I love the idea of having both sides presented, which we part of the social media aspect and my belief is that we tend to get, because of the algorithms and the way that they work, we tend to see more things to keep us engaged that just pull us down our own little rabbit hole of ideas. And so we get sucked into our own bubble and we don't hear the co the, the, the cohesive, uh, ideas from the other alternative echo chambers. You know, we hear the negative aspects or the things like, Oh, there are idiots and different things, right? Those are the pieces we hear. We don't hear the well, well why do they actually believe that?

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And there's, you know, most of the time there's some rational thought on both sides. Right. And going back down, back to Jonathan height, right, exactly. Yeah, my mind. Well. All right, so I'm skipping ahead to from my list because it's just on this. Um, I'm going to go to big think, think again. Uh, hosted by Jason gods. Uh, and he interviewed Christopher Wiley, uh, and they talked about Cambridge Analytica, the cognitive separation of America. Loved this, didn't show it, scared the shit out of me. And, and again, talking social media and, and the, so, you know, we've talked about cake Cambridge Analytica on, on the episode before, and we've talked a little bit about some of the background and how they use behavioral science and different things. Oh, well, Christopher Wiley was one of the, he came in, was a data scientist and, and, and kind of set up a lot of the work that Cambridge Analytica did.

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Uh, and you know, he kinda get pulled into this thing and various different things, but it's the story of that. And actually that led me, I think I'd already bought the book mind by Christopher Wiley, but, uh, it made me really want to read it and I just read it and then, and again, scares the shit out of me. But it's really important, I think, for people to hear this and to understand this and understand how we, like what we're being presented in social media is, is being, is manipulating us and how it is actually using behavioral science to target, you know, at some of our underlying fears and various different things. And the impact that that has. And again, it's not necessarily this widespread, we're covering all 70 million people, but because of the way that they can target with, with AI and data analytic doesn't have to be 70 million people.



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You can [inaudible] people, you find enough people, uh, you know, that hold a belief and then how you spin that and that and, and when you get unethical and, and what I would consider immoral, um, actors who are in charge of these organizations that are out either for just a buck or because they're actually trying to change society, uh, and, and they don't care about the means of doing that. They just care about the ends. It can, it was scary. We're going to have some guests in 2020 that speak to that. Yeah, I think that that's, that's, that should be a priority. It should be. I would love to get Christopher wildly on. So, uh, if anybody knows him and, or has a contact, let us know because we'd love to have that conversation. Yeah. All right. I'm going to do an a right turn or maybe an ego left.

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I'm going to go left. Okay. I'm going to go left. I want to introduce the David Gilmore podcast from, from Pink Floyd Floyd, the guitars from pink Floyd. Yes. Okay. So David is a amazingly talented guy. [inaudible] from my perspective, uh, he's done a lot of great recording, but he has his own podcast. It's called the David Gilmore podcast. And my favorite episode is the one called the fender Stratocaster serial number zero zero zero one. So that means it's the very first fender Stratocaster, which is, you know, basically the defacto rock and roll guitar. So, so it, I mean the whole getting the whole rock, all of rock and roll was built on the fender Stratocaster, all of it. Well, okay. So some people would argue the Les Paul, I had something to do with it, bad. That's kind of whatever. But, but he, but this, this magical ethereal, uh, unbelievable, uh, mythical guitar actually exists.

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And David Gilmore owned it. And so he gets to talk about owning number one, the very first fender Stratocaster made by Leo fender. It's cool. And it's just, it's just really fun. It's a, it's not a very long podcast. And if you have any interest in music, I just highly recommend it. Does Roger Waters have a podcast? Oh, thank God. It would be so dark and gloomy, although I have to say, I like Roger Waters songs of what you like all matters. David Gilmore songs mostly on, on average. Not, not saying, you know, anyway, but we digress. Okay. What's next? All right. So I got to go back up here. Oh, so, uh, I think this, this podcast is actually pod faded, which means that they're no longer producing them. Um, but it was a smart drug, smart. But, uh, with the host Jesse Lawler and, and this podcast actually had a big impact on my life because it introduced me to this concept, uh, called, uh, F Fantasia, uh, which I think we might've talked a little bit about it, but it was F Fantasia with Dr Joel Pearson and aphantasia is this a condition that two to 3% of the population they believe has where, uh, that mind's eye that most people have when you close your eyes or you think about something and you picture something in your mind?

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Um, there's a certain percentage of the population, two to 3% that don't do that. And I realized that that's me. So I have aphantasia and I, you know, so if he's asked me, you know, close your eyes and imagine a Apple or anything, a picture of a beach or anything, I, when I close my eyes, I see black, I do not see anything else. So, um, wow. Which leads to a whole number of interesting things. And you'd be such a successful podcast or without that, without that



ability. Well because I can still talk and I make shit up, you know, so it's all good. I thank God for that. Yeah. So anyway, so that was a very insightful one. Okay,

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next one is a favorite of both of ours. A podcast called you are not so smart posted by David McRaney.

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I just think they're talking to me. I know. I thought it was, I thought it was written for me. Oh no, they're talking about me. You're not so smart. That must be the, sounds like that's the spotlight effect. Okay. But yeah,

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David McRaney's, podcast is really well produced. And, uh, my favorite episode from 2019 was pluralistic ignorance. If there's anything that you take away from this podcast today, please, uh, well other than aphantasia please write down pluralistic ignorance because it is the psychology behind why we don't speak out or defend a norms that we really don't like, get how it's just amazing and he does a great job of speaking to it and, um, brings guests into to help understand it. And I thought that that was just absolutely Martin.

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Well, I haven't listened to that. I'm going to have to go [inaudible] I've listened to the show. I have not listened to that. You were the one that told me about it. I think, well, I'm going to have to go out and I'm going to download that one and, and listen to it today. Okay. Or maybe tomorrow or maybe Sunday. I don't know. One of these days if and then, or when. Oh, I need to do it. So, so when I go, uh, ski instructing on Sunday on the bus with all of the teenagers and little kids, I will just put on the podcast running in my head and I will listen to that. It will be in, in bliss as opposed to like, Oh, my gods being teenagers on a bus. All right. All right. Uh, uh, another one that we both love from a podcast perspective, hidden brain Shankar Vedantam, right?

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And the episode I'm gonna push is facts aren't enough. And the great one it is, he's talking about confirmation bias and how data doesn't change our results. Um, you know, he brought in some guest Tali Sharot and, uh, Caitlin O'Connor. Uh, and they talked about at the beginning it was this really interesting piece about how, you know, back in 18, whatever, there was a, uh, this woman, and I can't remember her name now, went to, uh, Turkey and found out about smallpox inoculation variolation that they were doing there. Um, and realized, wow, this really can help in preventing massive outbreaks of smallpox. And she was a woman of society. She meant a society, was obviously bright and had a lot of dough and it was well respected in, in social circles. And she brought it back to England and it was like, yeah, I mean, doctors didn't listen to her and nobody listened to her.

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She was kind of outcasted almost from it. And she was a woman, she was a woman and you know, the doctors had their own idea of how smallpox, you know, to treat it and to prevent it. And that didn't jive with what she was saying. So again, it was motivated reasoning and various different pieces. It's a great episode. And again, those are just a great episodes in general, but that one in particular. So yeah. Uh, Oh, behave is Ogilvy's podcast. Yeah. And did they speak

with an English accent? Well they do because they're all English British, so it's pretty, it's pretty great. But the episode that I want to call attention to in the [inaudible] behave podcast is dollars and cents with Jeff Kreisler. Jeff who that, Oh, I got it. I know. It's like, of course Jeff is so fun. Right. But to hear Rory and Jeff, Oh my God, you know, it's like I haven't listened to it. I haven't thought about that. And like, you know, Rory is the first person that I've ever heard actually catch Jeff in a, in sort of a a moment of, I'm not sure what to say.

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It's pretty great. Oh, the image in my head now of that. So there's, I got, so that's the bus ride home on Sunday right there and the bus ride home so well. And Jeff is fantastic. And again, you know, loved having him as a guest on our hunt episode. And that was, that was fantastic. So, alright, so those are, that's 14. But I know you got a couple extra. I only had seven when you came in. You, you over. I'm classic over achiever. Overachiever, man. I wish God, but there's just two others. I want to just mention song Exploder, uh, which is uh, hosted by Hrishikesh Hirway. And he does a great job of getting into the heads of songwriters about why they write. And my favorite episode from 2019 was Sheryl Crow redemption day. So she talks about writing the song redemption day. And she's such an articulate person that her description of the things that she thought about and the way that she went through the production

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process and the writing and the rewriting was just excellent. So if you want to get inside the head of a songwriter, listen to song Exploder and especially this Sheryl code redemption day. All right. And the last one, radio lab, uh, which is hosted by Jad Abamrod and Robert Krulwich. And my favorite episode was smarty plants, plants, smarty pants, smarty plants. And it's about how plants have ears. Like they listen for water. Okay. And there's science behind. This is not crap. That's good science behind it. So check that out. If you want to just have your mind blown about trees. I'm just going to leave it at that. All right,

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well with that, that is our episode on, uh, our favorite podcasts from episodes from 2019. Yeah. And, uh, like I said before, we are looking forward to 20, 20 the year and the decade and we hope you guys are as well. And so, uh, let us know what you think and if you have any ideas for the program or if you know, uh, Christopher Wiley or Jonathan Haidt or Tali Sharot, but those are people we want to interview as well. So, uh, let us know and reach out and we'd love to connect with you in touch with you. Yeah. Thanks for listening.

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[Outro Music: "Everywhere You Go," by Tim Houlihan].