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# What makes things cool?

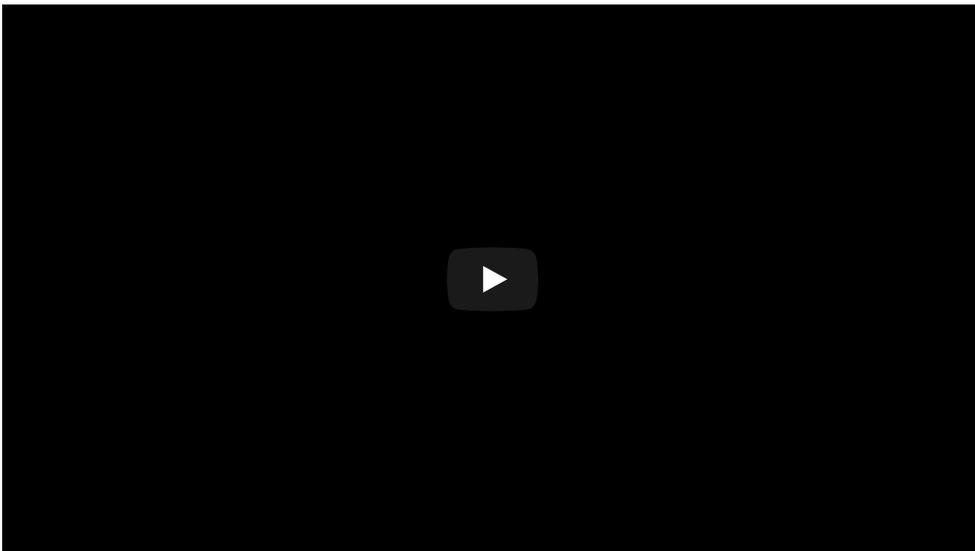
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Best of Web

### Let's Begin...

A 20th century industrial designer, who created some of America's most iconic looks, developed a theory of coolness that has been backed up by various scientific studies. The Atlantic ([https://www.youtube.com/channel/UCK0z0\\_5uL7mb9ljntOKi5XQ](https://www.youtube.com/channel/UCK0z0_5uL7mb9ljntOKi5XQ)) explains the science behind why we like what we like.



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### About TED-Ed Best of Web

TED-Ed Best of Web are exceptional, user-created lessons that are carefully selected by volunteer teachers and TED-Ed staff.

### Meet The Creators

**Video created by** The Atlantic

([https://www.youtube.com/channel/UCK0z0\\_5uL7mb9ljntOKi5XQ](https://www.youtube.com/channel/UCK0z0_5uL7mb9ljntOKi5XQ))

**Lesson Plan created by** Alexandra Panzer

(<https://www.ted.com/profiles/5696022>)



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15:25

Thinking & Learning (/lessons?category=thinking-learning)

**The surprising habits of original thinkers - Adam Grant (/lessons/the-surprising-habits-of-original-thinkers-adam-grant)**

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Health (/lessons?category=health)

**How to practice emotional first aid - Guy Winch (/lessons/how-to-practice-emotional-first-aid-guy-winch)**

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13:43

Psychology (/lessons?category=psychology)

### How you can use impostor syndrome to your benefit - Mike Cannon-Brookes (/lessons/how-you-can-use-impostor-syndrome-to-your-benefit-mike-cannon-brookes)

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