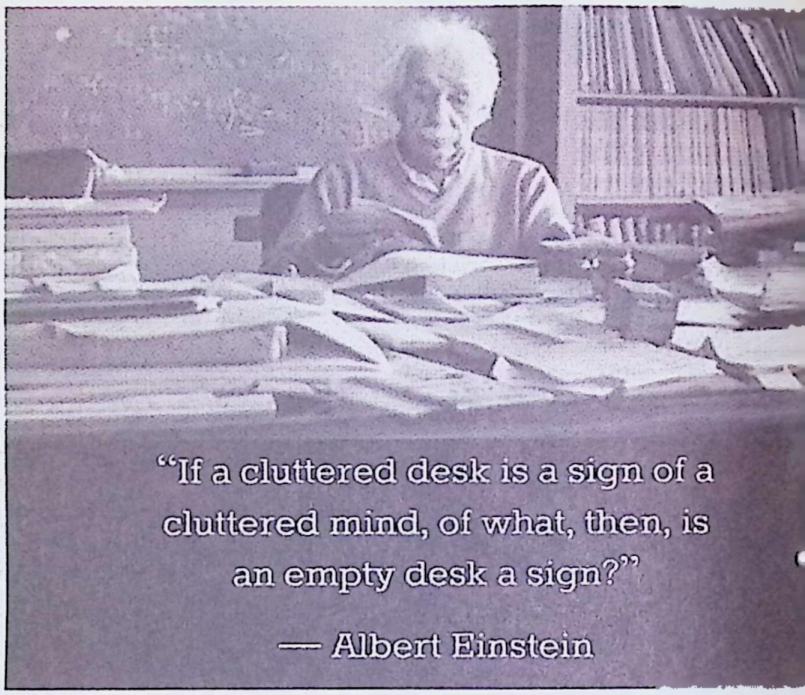
Tidy desk or messy desk? Each has its benefits



Working at a clean and prim desk may promote healthy eating, generosity, and conventionality, according to new research. But, the research also shows that a messy desk may confer its own benefits, promoting creative thinking and stimulating new ideas.

The new studies, conducted by psychological scientist Kathleen Vohs and her fellow researchers at the University of Minnesota are published in *Psychological Science*, a journal of the Association for Psychological Science.

"Prior work has found that a clean setting leads people to do good things: Not engage in crime, not litter, and show more generosity," Vohs writes. "We found, however, that you can get really valuable outcomes from being in a messy setting."

How Cap'n Crunch's gaze is influencing your purchasing

In a study of 65 cereals in 10 different grocery stores, Cornell researchers found that cereals marketed to kids are placed half as high on supermarket shelves as adult cereals -- the average height for children's cereal boxes is 23 inches verses 48 inches for adult cereal. A second key finding from the same study is that the average angle of the gaze of cereal spokes-characters on cereal boxes marketed to kids is downward at a 9.6 degree angle whereas spokes-characters on adult cereal look almost straight ahead



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- Two key take-aways from this study are:
- If you are a parent who does not want your kids to go "cuckoo for Cocoa Puffs" avoid taking them down the cereal aisle.
- If you are a cereal company looking to market healthy cereals to kids, use spokes-characters that make eye contact with children to create brand loyalty!