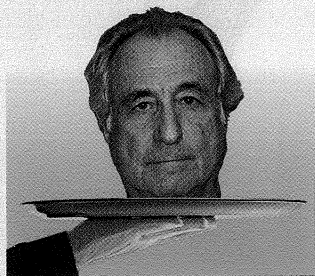


**OFF WITH HIS HEAD!***The blood-lust bias*

IN THE WAKE of news about Bernie Madoff's Ponzi scheme, people called for his head on a pike as well as victim compensation, but the focus tended toward the former. A typical blog comment: "Going to prison—no matter what happens there—is still too easy a fate."

We often feel more lust for the blood of the perpetrator than sympathy for the victim, according to new



**"Going to prison—no matter what happens there—is still too easy a fate for this man."**

research by Jan-Willem van Prooijen at the Free University of Amsterdam. In one study, subjects were asked how much a mugger should pay his victim. People named a higher price when the payment was framed as punishment than when it was framed as compensation. In another study, when asked to decide whether justice would prevail in a criminal case, people sought more details about the per-

petrator's likely come-uppance than about victim restitution.

Why the bias? Van Prooijen says victims are easy to ignore or even blame—unless they're close to us—but offenders can strike again. Few want to think about strangers who made bad investments, but a threat to our own bank account demands action.

—Matthew Hutson

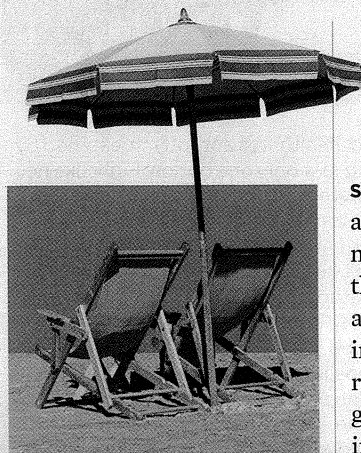
**Full Food Disclosure***When menus reveal all*

**FAST FOOD RESTAURANTS** have borne much of the blame for the nation's expanding waistlines. But the burden of girth may soon shift to the consumer.

A congressional committee is currently reviewing the Labeling Education and Nutrition Act (LEAN). LEAN would require chain restaurants to disclose nutrition information on their menus. Research suggests that arming Americans with more information about their food will help them make healthier choices. A study to be published in the *Journal of Consumer Research* found that

diners provided with nutrition information not only make healthier choices at that meal, but that they also modify their behavior over time. Subjects who were surprised at the calorie count of a just-eaten sandwich ate fewer snacks throughout the day.

Many restaurants in New York and California have already changed their menus. "I chose tacos instead of a burrito because they had fewer calories," a diner at an NYC Chipotle said recently. But another diner chose a burrito with sour cream: "It makes no difference to me." —Catherine Fata

**SAVE THE BEST FOR FIRST***Start your vacay with a bang*

**STILL FINE-TUNING** the itinerary of your upcoming summer vacation? Plan to visit the beach *before* the stopover at Aunt Tilly's house. According to recent research, experiences that start off well and go downhill are remembered in the long run as more