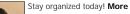


Say that same psychologist is asked if she'll remember the neighbor's name when he comes over for a party. When she tries to recall the name, she comes up with "Dave," the correct name. So she would answer "yes."

"Again, this metacognitive prediction of cognitive performance is likely correct. But note here that the psychologist is the only one in a position to know with confidence whether she can remember the name," Hampton said. "No one else could predict her performance as well as she could, contrasting with the other example. This second case of metacognition is much more likely to involve self-awareness or consciousness." The average Web user reads only about 28 percent of the content on a Web page, according to a 2008 study. If your business Web site primarily features text, how many potential customers are you losing when they stop reading? Instead of telling potential customers what you do, show them using multimedia content. **More Liberate yourself from paper clutter**  Further research is needed to tease out any self-awareness in animals, Smith said.

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