



Favorite Things!

Again, this issue we have two favorite things. Two ASTC-member trial consultants share their precious [aka favorite] things.

Edward P. Schwartz (<http://www.eps-consulting.com>) tells us about the **Livescribe Pulse Pen**:

One of my favorite things is my new Livescribe Pulse pen. It records audio and synchronizes it

with the notes you take along the way. Wanna know why you wrote down "Groovy" with a little heart? Tap on the word and hear the playback of what the speaker was saying at the precise time you were drawing your doodle.

The pen comes with all sorts of special features and more are on the way. Draw a keyboard and tap the keys to play a piano. Add a marimba rhythm track and change the melody to steel drums. Write the word "bathroom" and tap on it to get the word translated into your favorite language.

The starter kit, with pen, several ink refills and four notebooks can be purchased at Costco for under \$200! Check it out at <http://www.livescribe.com/>.

Rita Handrich (<http://www.keenetrial.com>) offers a list of **cognitive biases courtesy of Wikipedia**:

The helpful folks at Wikipedia have provided a concise summary of multiple kinds of cognitive biases that we encounter in juries (and opposing counsel and just maybe in ourselves) with some frequency. They cover "the bandwagon effect", "the focusing effect", the "not invented here" effect, "the ostrich effect". And it goes on and on and on. Something for everyone and something relevant to every case you might have.

Check this out as a resource to aid you in identifying cognitive biases, what they are, which is which, and to help you think through how to confront them and minimize their impact.

http://en.wikipedia.org/wiki/List_of_cognitive_biases

Welcome to our March issue of *The Jury Expert*!

As spring moves in and brings new life to the world around us, so this issue of *TJE* is packed with new ideas and energy. Some ideas you may find to be things of beauty, others may make you go ‘hmmmm’, and still others may make you wrinkle your face with disgust. Our hope is that every article in *The Jury Expert* elicits some response in you--agreement, disagreement, aha moments, and yes, even disgust!

This issue is filled with contributions from ASTC member trial consultants and from the academics who actually perform the research upon which much of what we, as trial consultants, do is based. Flip through the pages of this pdf file or travel about on-line at our website and view all of *TJE* on the [web](#).

Either way you choose to read our publication (on your computer via pdf, from a hard-copy print version of the pdf, or on our website) please come back to the website and comment on what you see, think, feel, sense, or wonder about as you peruse the ideas reflected in the hard work of each of our authors. Your comments and feedback help us know what you like, what you want more of, what makes you think, and how we at *The Jury Expert* and the American Society of Trial Consultants can address issues to improve your own litigation advocacy. Comment on the web or drop me an email--we welcome your feedback.

-- [Rita R. Handrich, PhD](#)
Editor, *The Jury Expert*



The Jury Expert [ISSN: 1943-2208] is published
bimonthly by the:

American Society of Trial Consultants

1941 Greenspring Drive
Timonium, MD 21093
Phone: (410) 560-7949
Fax: (410) 560-2563
<http://www.astcweb.org/>

The Jury Expert logo was designed in 2008 by:
Vince Plunkett of *Persuasium Consulting*
<http://www.persuasium.com/>

Editors

Rita R. Handrich, PhD — Editor
rhandrich@keenetrial.com

Kevin R. Bouly, PhD — Associate Editor
krbouly@persuasionstrategies.com

Ralph Mongeluzo, Esq. -- Advertising Editor
ralph@expertvisuals.com

The publisher of *The Jury Expert* is not engaged in rendering legal, accounting, or other professional service. The accuracy of the content of articles included in *The Jury Expert* is the sole responsibility of the authors, not of the publication. The publisher makes no warranty regarding the accuracy, integrity, or continued validity of the facts, allegations or legal authorities contained in any public record documents provided herein.

ASTC 
AMERICAN SOCIETY OF TRIAL CONSULTANTS