

00:00:01	Music	Transition	"Oh No, Ross and Carrie! Theme Song" by Brian Keith Dalton. A jaunty, upbeat instrumental.
00:00:08	Ross Blocher	Host	Hello! And welcome to <i>Oh, No, Ross and Carrie!</i> The show where we don't just report on fringe science, spirituality, and claims of the paranormal, <u>but</u> take part ourselves.
00:00:17	Carrie Poppy	Host	Yep! When they make the claims, we show up so you don't have to. I'm Carrie Poppy.
00:00:20	Ross	Host	And I'm Ross Blocher. And we are talking today about good posture.
00:00:25	Carrie	Host	About being upright citizens.
00:00:28	Ross	Host	We're not quite a brigade, though.
00:00:29	Carrie	Host	<i>[Chuckles lightly]</i> Correct.
00:00:30	Ross	Host	This is something that—well, many people had suggested to us, but also the internet suggested to us.
00:00:36	Carrie	Host	So many times.
00:00:37	Ross	Host	Every day—
00:00:39	Carrie	Host	Social media, man.
00:00:40	Ross	Host	—for months on end. You've seen it, as you're scrolling though your feed, looking at your friends, getting angry at political news, you see some attractive person and they're slouched over. And then all of a sudden, they sit bolt upright, and they've got a little white thing on the back of their backs.
00:00:56	Carrie	Host	And you're like, "They are instantly more fuckable."
00:01:01	Ross	Host	<i>[Chuckles]</i> You think, "Wow! Oh my goodness, look how she went from zero to hero—"
			<i>[Carrie laughs.]</i>
			"—just by straightening her posture."
00:01:09	Carrie	Host	She was like a 9.4 before, and now she's a ten.
00:01:12	Ross	Host	<i>[Chuckling]</i> I was trying to avoid using the rating system.
00:01:14	Carrie	Host	Sure.
00:01:15	Ross	Host	Or some handsome, muscly guy, and he's doing the same thing. Just like, "Aw, look at that slob."
00:01:19	Carrie	Host	<i>[In a gravelly tone]</i> "Oh, I'm so sad, and I'm in black and white right now, and I hate my life."
00:01:23	Ross	Host	One second later:
00:01:24	Carrie	Host	Whoa!
00:01:25	Ross	Host	He put his shoulders back!
00:01:26	Carrie	Host	"I'm in all color now! I love my life!"
00:01:30	Ross	Host	So it seems like the main—I don't know if, "culprit," is the right word here. But the main product is Upright.

00:01:36	Carrie	Host	Upright GO.
00:01:37	Ross	Host	Upright GO. Yeah, that's the—
00:01:38	Carrie	Host	Yeah.
00:01:39	Ross	Host	—one you can buy. There's a couple different versions of it. So we kept seeing <u>that</u> . But there's also a whole host of similar products and ones that also are kind of just braces, if you will.
00:01:51	Carrie	Host	Yeah, more manual.
00:01:53	Ross	Host	So we thought, "Well, let's give these a shot. Let's try them. See if we can improve our postures," which I think is a good goal.
00:01:59	Carrie	Host	I think so. And I'm not just posturing when I say that.
00:02:02	Ross	Host	Aw <i>[chuckles pointedly]</i> .
00:02:05	Carrie	Host	I have always felt that my posture is poor
00:02:07	Ross	Host	Yeah, same here. And—
00:02:08	Carrie	Host	Wow, Ross. Rude <i>[beat, then laughs quietly]</i> .
00:02:10	Ross	Host	<i>[Beat, then chuckles]</i> About myself.
00:02:13	Carrie	Host	Oookay.
00:02:14	Ross	Host	But I can see how it would have come across that way.
			<i>[Carrie giggles.]</i>
			It's one of those things that you see in other people very easily. Like, "Oh, she's slouches a lot."
00:02:22	Carrie	Host	Mm-hmm.
00:02:23	Ross	Host	But it's harder to see on yourself, 'cause you're in your own body.
00:02:25	Carrie	Host	That's right.
00:02:26	Ross	Host	But, you know, I'll catch myself. For hours on end, I spend a lot of time in front of computers.
00:02:31	Carrie	Host	Me, too.
00:02:32	Ross	Host	And I'll realize for a long time my butt has been on the very edge of the seat, and the rest of me is just—
00:02:38	Carrie	Host	Mm-hmm.
00:02:39	Ross	Host	—you know, slouching back. And I think, "Oh, this—"
00:02:40	Carrie	Host	Little turtle pose.
00:02:42	Ross	Host	"This is not sustainable."
00:02:43	Carrie	Host	For sure. <i>[Chuckles]</i> But you're doing it right now and you're sustaining it. Um—
00:02:48	Ross	Host	<i>[Chuckles]</i> Look, I—yeah, I guess, clearly it was sustainable for hours on end. Or, yeah, the reverse. Which is hunching forward. And—

00:02:54	Carrie	Host	Yeah, I'm more of a huncher-forward-er.
00:02:56	Ross	Host	<i>[Carrie makes a few affirming sounds as Ross speaks.]</i>
			Yeah, I—I do both. I'm an—I'm a shifter. I don't stay in place for long. It's funny. Once I gave an hour-long lecture, and I watched it later. And for some reason I had to, like, kind of watch it in fast mode, or I was scrubbing through it or something. And I just saw, like, I was doing this sort of dance. Where—da-dun, da-dun, da-dun. You know, where, like, one foot would sort of shift out forward and then the other foot would. And I've realized just over time, like I don't hold still well.
00:03:20	Carrie	Host	Uh-huh. Same
00:03:21	Ross	Host	I'm always just assumed that that's kind of healthy, 'cause then I don't get, you know, the equivalent of bedsores or whatever, you know.
00:03:26	Carrie	Host	Mm-hmm!
00:03:27	Ross	Host	I'm always kind of moving around where I'm, uh, situated. But, you know, certainly I could have better posture.
00:03:32	Carrie	Host	I hunch forward easily. And my mom—I guess—has mild scoliosis? I can't actually, like, see it. But I guess the doctor has told her that.
00:03:42	Ross	Host	Okay.
00:03:43	Carrie	Host	And it ended up really harming her lower back. She had to get a cage put in there in her older age.
00:03:48	Ross	Host	Oh, goodness!
00:03:49	Carrie	Host	Yeah. Sooo, you know, I'm trying to pay attention to my posture.
00:03:53	Ross	Host	Yeah!
00:03:54	Carrie	Host	At least be cognizant of it.
00:03:55	Ross	Host	So it's, you know, on my shortlist of things that are just general good life advice. You know, like, eat healthy. Drink lots of water.
00:04:02	Carrie	Host	Get exercise.
00:04:03	Ross	Host	Yeah. Look after your posture.
00:04:04	Carrie	Host	Mm-hmm, mm-hmm.
00:04:05	Ross	Host	Yeah. All of those thing are just good advice for everybody.
00:04:07	Carrie	Host	Read. If you can.
00:04:08	Ross	Host	Rrread. Yeah! Or have someone read to you.
00:04:12	Carrie	Host	Keep the air clean.
00:04:14	Ross	Host	Right? Reduce, reuse, recycle.
00:04:17	Carrie	Host	Right.
00:04:18	Ross	Host	I feel like this could be an episode, 'cause, you know, we spend a lot of time—
00:04:20	Carrie	Host	He who hesitates is lost.

00:04:22	Ross	Host	—talking about bad ideas. There are good ideas out there.
00:04:25	Carrie	Host	True.
00:04:26	Ross	Host	And—wait, what was the last one you said?
00:04:28	Carrie	Host	<i>[Giggles]</i> He who hesitates is lost?
00:04:30	Ross	Host	That's so funny, 'cause I hesitated to understand that. Uh—
00:04:33	Carrie	Host	And yet, look before you leap.
00:04:36	Ross	Host	It's so funny. Every now and then, I'll come across a phrase that my wife hasn't heard.
00:04:40	Carrie	Host	Uh-huh.
00:04:41	Ross	Host	And I just wonder, "How did you miss that?" The other day it was, "A stitch in time saves nine."
00:04:45	Carrie	Host	Oh, wow! Yeah.
00:04:46	Ross	Host	And she's like, "Did you just make that up?"
			"Uh, no."
00:04:48	Carrie	Host	Wasn't it you who hadn't heard, "Six of one, half a dozen of the other."
00:04:53	Ross	Host	I had not. Nope. Nope.
00:04:54	Carrie	Host	That's so crazy.
00:04:55	Ross	Host	That—and now that you taught me that—
00:04:56	Carrie	Host	Right. You hear it everywhere.
00:04:57	Ross	Host	Of course. I of course hear it all the time. And then I always want to send it to you, like, "Look, look, I saw it."
00:05:03	Carrie	Host	<i>[Laughs]</i> "Yes, it's a phrase in the English language."
00:05:05	Ross	Host	Yeah, when Cara and I were first dating, I once said something about, like, "Oh, I know how that really gets your goat." And she's like, "What?"
00:05:12	Carrie	Host	<i>[Laughs loudly]</i> That would be very funny to hear for the first time as an adult.
00:05:15	Ross	Host	"G—Goat? What goat? I don't—what is that—"
00:05:17	Carrie	Host	"I don't have a goat!"
00:05:18	Ross	Host	"What does that mean?" The other one was—
00:05:21	Carrie	Host	<i>[Chuckles]</i> And then you're forced to explain, like, "Well, it means nothing."
00:05:24	Ross	Host	<i>[Chuckles]</i> Right, yeah.
00:05:25	Carrie	Host	"It means nothing at all!"
00:05:26	Ross	Host	"I—uh—English idioms are strange." What was the other one? "Good enough for government work."

00:05:31	Carrie	Host	You know what? I had never heard that until probably, like, age 20. 'Cause I—I remember hearing it and being like, “What?!”
00:05:37	Ross	Host	So there you go. How did we get there? Anyways.
00:05:40	Carrie	Host	Oh, “Good rules.”
00:05:41	Ross	Host	“Good rules.” So, you know, there are lots of them out there, and one of them is to have good posture. <u>So</u> —
00:05:45	Carrie	Host	Yes.
00:05:46	Ross	Host	—if one of these devices can help you—and me—have better posture, that’s a good thing.
00:05:52	Carrie	Host	Why not, I say.
00:05:53	Ross	Host	Let’s do it.
00:05:54	Carrie	Host	Why not?!
00:05:55	Ross	Host	Well, we’ll be back next week to tell you how it went.
			<i>[Carrie chuckles pointedly.]</i>
			Just kidding. That’s not how we do the show.
00:05:59	Carrie	Host	JK.
00:06:00	Ross	Host	We actually bought this a <u>long</u> time ago.
00:06:03	Carrie	Host	Yes.
00:06:04	Ross	Host	Back when we were buying our foot pads for our foot detox episodes.
00:06:09	Carrie	Host	And you know what? I had one before that!
00:06:12	Ross	Host	Did you really?
00:06:13	Carrie	Host	Cause my aforementioned mother—so a couple years ago—I think it was on some online wishlist I had.
00:06:19	Ross	Host	Mm-hmm.
00:06:20	Carrie	Host	I had put it on there. I was like, “Yeah, that sounds cool. See if I can improve my posture.” So my mom saw it and got it for me. And then I can’t remember why—I—I know I didn’t use it. But I can’t remember if that was just plain laziness, or if I tried to and ran into some bug and never picked it up again or what. But I had one and it was the Upright GO original, which is not available anymore.
00:06:45	Ross	Host	Oh, you can’t even buy version one, huh?
00:06:46	Carrie	Host	<i>[In the negative]</i> Mm-mm.
00:06:47	Ross	Host	I think when I bought ours, there was still the option to get the first one.
00:06:51	Carrie	Host	Mmm.
00:06:52	Ross	Host	But we bought the Upright GO 2.
00:06:54	Carrie	Host	Yes.

00:06:55	Ross	Host	The sequel.
00:06:56	Carrie	Host	Well, the one I had had a magnet to connect it to you instead of adhesive.
00:07:01	Ross	Host	<i>[Quietly]</i> What?!
00:07:02	Carrie	Host	I'm pretty sure you can't buy this one anymore.
00:07:04	Ross	Host	Wait, a magnet?!
00:07:05	Carrie	Host	Mm-hmm. So you'd put it on—
00:07:06	Ross	Host	So, you have to—wait, no. I know where you're going with this.
00:07:09	Carrie	Host	You make yourself metal.
00:07:10	Ross	Host	Yeah, exactly. So, you have someone surgically embed a metal plate—
00:07:13	Carrie	Host	Mm-hmm.
00:07:14	Ross	Host	—into your back, and then that attaches on the outside.
00:07:17	Carrie	Host	The original Upright is the mark of the beast.
00:07:20	Ross	Host	Okay.
00:07:21	Carrie	Host	Yeah.
00:07:22	Ross	Host	Oh, so it's the back of the right hand or on the forehead.
00:07:23	Carrie	Host	Mm-hmm. Mm-hmm. Correct.
00:07:24	Ross	Host	Okay, yes.
00:07:26	Carrie	Host	Nooo.
00:07:27	Ross	Host	<i>[Mock disappointed]</i> Oh.
00:07:28	Carrie	Host	You would put it on the inside of your shirt, facing out. And then the magnetic attachment on to other side of your shirt.
00:07:34	Ross	Host	Oh, I see. So it's holding on to your...
00:07:36	Carrie	Host	Shirt.
00:07:37	Ross	Host	Shirt. Oh, that's interesting.
00:07:39	Carrie	Host	Yeah, and—
00:07:40	Ross	Host	Huh.
00:07:41	Carrie	Host	—during this experiment, as we were experimenting with the newer versions, I thought, "Well, I'm gonna at least put that one on." So I went and found it and put it on. It no longer speaks to the app. It's useless. But I wanted to feel it on my body. And I gotta say, they have improved things. 'Cause even though I would love the idea of not having to use an adhesive strip over and over—
00:07:59	Ross	Host	Yeah.
00:08:00	Carrie	Host	—your shirt moves too much. It's not your back. You're shirt's not your back! I'm Carrie Poppy. That's what I learned.

00:08:05	Ross	Host	<i>[Laughs]</i> Yeah, adhesive strips were never part of my life before this podcast. And now they are.
00:08:11	Carrie	Host	<i>[Thoughtfully]</i> Oh, yeah. Touché. Same
00:08:13	Ross	Host	Thing that need to adhere to your skin.
00:08:16	Carrie	Host	If one day we find out that, like, tape is the main cause of cancer, we're fucked.
00:08:21	Ross	Host	Well, let's—
00:08:22	Carrie	Host	I don't think that will happen, though.
00:08:23	Ross	Host	—let's hope that doesn't. So, the—the first one we bought was the Upright Go 2. When I bought it back in September, it was—all told, with shipping and tax and all that—\$107.20.
00:08:35	Carrie	Host	Ooh! Okay.
00:08:36	Ross	Host	Yeah, not—
00:08:37	Carrie	Host	That's pricey.
00:08:38	Ross	Host	Not cheap.
00:08:39	Carrie	Host	So there are three models you can currently buy if you go to their website. There's the Upright Go, the Upright 2—which is lightly smaller, more sleek—
00:08:46	Ross	Host	Mm-hmm.
00:08:47	Carrie	Host	—and then the Upright necklace.
00:08:49	Ross	Host	Oh, yeah! that's right. I think around the time we were trying it, they had just started selling that as well.
00:08:54	Carrie	Host	Oh, okay. That makes sense. I think you still have to buy either the Upright or the Upright GO to go in the necklace. But basically it has a nice little look on the front, like a sort of a V-neck design. And then in the back, the Upright is just sort of hanging on the other side of you.
00:09:12	Ross	Host	Another way to avoid adhesives.
00:09:14	Carrie	Host	Right.
00:09:15	Ross	Host	Okay.
00:09:16	Carrie	Host	But I imagine you may run into the same problem I did with the magnet one.
00:09:18	Ross	Host	I'm looking at their website. They've, uh, got an ad reminding you you can buy one for Mother's Day. "Show Mom that you've got her back."
00:09:26	Carrie	Host	Ohhh!
00:09:27	Ross	Host	I see. Okay.
00:09:28	Carrie	Host	Or that you've noticed she has poor posture.

00:09:29	Ross	Host	<i>[Chuckles]</i> Right. And, yeah, it looks like I'm seeing incentives here for like \$90 certain places. So maybe it would end up being a little cheaper—
			<i>[Carrie makes an intrigued sound.]</i>
			—than the full-priced \$100 one. Interesting. Oh, they sell them at Apple stores? Oh, that's appropriate. 'Cause the Upright Go device <u>is</u> a sleek piece of white, molded plastic.
00:09:50	Carrie	Host	Totally looks like it would be made by Apple.
00:09:52	Ross	Host	Yeah, their little logo—kind of like a lightening bolt sort of thing, but also maybe a—a graph, where you sort of see the downward slope going from the negative values to the positive values on the X axis. That's a bad description. And then there's sort of a depressed circle that is your on and off button—
00:10:09	Carrie	Host	Yes.
00:10:10	Ross	Host	—how you kind of communicate with the thing. And down at the bottom, there's a USB port where you can just plug it in. It's just for charging, essentially. All of the communication and control happens through your phone. And it wirelessly, you know, connects your Bluetooth to your phone.
00:10:25	Carrie	Host	So you will have to get the Upright app, which I have on my phone here.
00:10:29	Ross	Host	Should we call it the Appright?
00:10:31	Carrie	Host	Nooo, okay! Okay. I see where you're going with that. It's actually the Upright GO, so Appright Go.
00:10:37	Ross	Host	Hey, I like it.
00:10:38	Carrie	HsotHost	Yeah, and, uh, listen, I think I'm fucking sick of apps.
00:10:44	Ross	Host	You got a lot of apps, huh?
00:10:46	Carrie	Host	I don't want any more apps.
00:10:47	Ross	Host	Yeah.
00:10:48	Carrie	Host	This is the main drawback for me, is like, "Ugh. Another thing to connect to my phone and monitor and be invested in."
00:10:56	Ross	Host	Yeah.
00:10:57	Carrie	Host	<i>[Sighs]</i> I don't know. It's too much.
00:10:58	Ross	Host	I—I think we went through that same process with computers. Like, personal computers. People started getting all these different little programs that did everything, and then they all got sort of built into the operating system.
00:11:07	Carrie	Host	Mm-hmmm.
00:11:08	Ross	Host	And then people are like, "I don't want to buy a bunch of programs"
00:11:10	Carrie	Host	Yeah. Maybe I like having a paper address book.

00:11:14	Ross	Host	"My operating system should be able to search for viruses. Why do I need a separate thing?" I think the same app fatigue is setting in for people on phones as well.
00:11:22	Carrie	Host	Yeah. So—
00:11:23	Ross	Host	Oh, yeah? Okay. You got it running there. Yeah.
00:11:24	Carrie	Host	I still did it. Yeah. You can see—okay, I'm leaning a—toward the mic. Awayyy from the mic. Toward the mic.
00:11:32	Ross	Host	So Carrie is currently wearing this small piece of molded plastic on her back.
00:11:36	Carrie	Host	Yes, I am.
00:11:37	Ross	Host	It's maybe like—I don't know, 1.5 inches wide by maybe 3 inches tall. Something like that.
00:11:41	Carrie	Host	Mm-hmm. Mm-hmm.
00:11:42	Ross	Host	In that neighborhood.
00:11:43	Carrie	Host	You put tape on the back of it, this special tape that they send you. It's double-sided.
00:11:48	Ross	Host	Mm-hmm.
00:11:49	Carrie	Host	And then you stick it on your back and you put it kind of right between your shoulder blades.
00:11:54	Ross	Host	Oh, here we go. On their website, they talk about some of the comparative features between the original GO and the all-new GO 2. Oh, yeah. So the GO 2 is 1.89 inches. So just under 2 inches.
00:12:05	Carrie	Host	Mm. Mm-hmm.
00:12:06	Ross	Host	I assume that's tall. Oh, it's supposed to get 40 hours of battery life?
00:12:10	Carrie	Host	Oh, is that right? Okay.
00:12:11	Ross	Host	Impressive.
00:12:12	Carrie	Host	I've just been charging it at night, but...
00:12:15	Ross	Host	It's got multiple sensors. So I assume there's an accelerometer. So, this one's has—I guess—a couple. And a 40% wider adhesive.
00:12:24	Carrie	Host	Oh! Finally.
00:12:25	Ross	Host	Okay.
00:12:26	Carrie	Host	Yeah, so it sticks on your back. And I will say this about it. You forget it's there, as far as the, like, physical feel of it on your back.
00:12:34	Ross	Host	You do?
00:12:35	Carrie	Host	Yeah.
00:12:36	Ross	Host	Yeah.
00:12:37	Carrie	Host	Very light.
00:12:38	Ross	Host	I agree. We'll talk about another product in a bit. But I felt like this was one that really did just sort of disappear into the background.

00:12:43	Carrie	Host	Until...
00:12:44	Ross	Host	Until...
			<i>[Carrie mimics an ominous three-beat sting, as from a classic horror film.]</i>
			It lets you <u>know</u> —well, I think there were three options. One where you can just have it run silently in the background and see later on, “How was I doing?”
00:12:55	Carrie	Host	Right. That’s tracking mode.
00:12:56	Ross	Host	Yes. And then there’s the second one, where you can have it just sort of every 15 minutes sort of ping you if you’ve been consistently slouched.
00:13:05	Carrie	Host	Oh, interesting. Okay. I wasn’t aware of that.
00:13:07	Ross	Host	And then it will give you a notification and say, “Hey, hey! Thought you should know—”
00:13:10	Carrie	Host	Mmm.
00:13:11	Ross	Host	Maybe that’s during tracking. Uh, but—
00:13:13	Carrie	Host	Oh, okay.
00:13:14	Ross	Host	And then there’s the one where it will just—in real time—buzz at you any time you lean over, essentially.
00:13:21	Carrie	Host	And that’s training mode. And I’m in it right now.
00:13:24	Ross	Host	Okay.
00:13:25	Carrie	Host	Yeah.
00:13:26	Ross	Host	Phew! That’s a little—I—I was gonna say, “stressful.” It’s not stressful, but now you have a process running in the back of your mind, where you know, like, “Uh, I better stay upright or I’m gonna get this <i>[makes an electronic buzzer sound]</i> .”
00:13:34	Carrie	Host	Oh, interesting. I don’t have that experience. One thing that I—it’s both good and bad about it. The good about it is that I just totally forget it. It doesn’t make me, like, “Oh, no. Don’t want to get that buzz.”
00:13:35	Ross	Host	Oh, okay.
00:13:36	Carrie	Host	I just forget about it. And then I’ll, you know, lean forward. Maybe I’m sitting at my computer and I lean forward to look at it and I stay in that position—
00:13:54	Ross	Host	Maybe—
00:13:55	Carrie	Host	—and it’ll buzz. And I go, “Oh. Right. Okay,” and sit up.
00:13:57	Ross	Host	Okay. Maybe you’re editing a Google doc on your laptop over there.
00:14:00	Carrie	Host	<i>[Chuckles]</i> Right.
00:14:01	Ross	Host	And then Ross keeps hearing a buzzing sound.
00:14:03	Carrie	Host	<i>[Chuckles]</i> “What is that?”

00:14:05	Ross	Host	"What is that?"
00:14:06	Carrie	Host	So that's the good of it. The bad of it is—well, two things for me. One is it's not that sensitive. I find that—
00:14:16	Ross	Host	Hmm.
00:14:17	Carrie	Host	—I can—I can be pretty...not sitting upright. Like, right now, I'm like—I'm not hunched over. But, like, my shoulders are rolled forward.
00:14:28	Ross	Host	Oh, yeah.
00:14:29	Carrie	Host	My belly's sticking out, etc. And it doesn't care.
00:14:31	Ross	Host	I don't—I don't recall any way to, um, kind of set the range of acceptability. So what first happens is, when you first adhere it to your back it wants to calibrate. I don't think it has any ability to objectively know in the world whether it's upright or not. Of course, that would be possible.
00:14:49	Carrie	Host	Mm-hmm.
00:14:50	Ross	Host	You could do that with, you know, built in a little level. But essentially what you do is you kind of get your own personal estimation of, "This is the posture I want to maintain." And then you tell it to set that on your phone—
00:15:00	Carrie	Host	Mm-hmm. You—you kind of tare there if you will.
00:15:03	Ross	Host	Yeah.
00:15:04	Carrie	Host	T-A-R-E.
00:15:05	Ross	Host	Yeah. Very good. And the—that's never a word I think to use in conversation, but a very good word for this. So, yes. You tare your posture. And then it just uses that as your baseline. So if you lean too far forward or backward—though I think it really focuses on forward—
00:15:19	Carrie	Host	Oh! I haven't tried leaning backward. Let's see.
00:15:21	Ross	Host	Lean backward. Carrie's doing the limbo in her chair.
00:15:25	Carrie	Host	No. I don't think anything happens if you lean backward.
00:15:27	Ross	Host	That is disproven. You can lean backward as much as you want.
			<i>[Carrie chuckles briefly.]</i>
			Okay. You know what? That's right. Because I remember thinking that was sort of a—not a way to cheat the system. But an easy way to have bad posture without it noticing is if I was doing that sort of butt-forward slouch.
00:15:42	Carrie	Host	Ohhh. Right, right.
00:15:43	Ross	Host	This is bad posture.
00:15:45	Carrie	Host	Yes. So now Ross— <i>[laughs]</i> —Ross can't do this without acting it out like he's a bedraggled employee. But, yeah, okay. So Ross's butt is super forward on—on the chair, and then his back is really far down the support column of the chair.

00:16:00	Ross	Host	And it is not good for my back. I can tell you that.
00:16:02	Carrie	Host	Some people might call the support column the back. But not me.
00:16:08	Ross	Host	So, it doesn't care about that particular solipsism. But, yeah. If you lean slightly forward—there's kind of like a timer—you can watch it in real time on your phone or it can run in the background. But you can see—it's kind of fun—this little diagram showing you as you lean forward. And it gets closer and closer to the red, and then, "Oh, no you're in the danger zone."
00:16:26	Carrie	Host	Mm-hmm.
00:16:27	Ross	Host	And if you're there more than three seconds, it will buzz at you. And, uh, when I was using it, I wore it for at least three weeks every day. And they have, like, a certain amount of recommended time, and I would go way past that. I would use it for, like, four hours a day, and—
00:16:42	Carrie	Host	Oh. Yeah, I'd just put it on and forget it until I go to sleep.
00:16:45	Ross	Host	Oh, wow!
00:16:46	Carrie	Host	Am I doing it wrong? Am I too upright?!
00:16:49	Ross	Host	Well, like, they'll ha— <i>[chuckles]</i> —they'll have sort of recommended days. Like they want to sort of work you into it.
00:16:54	Carrie	Host	Okay.
00:16:55	Ross	Host	And so they'll keep extending sort of the number of minutes/hours—
00:16:59	Carrie	Host	Oh.
00:17:00	Ross	Host	—you're supposed to be wearing it as they train you.
00:17:01	Carrie	Host	Huh.
00:17:02	Ross	Host	But, yeah.
00:17:03	Carrie	Host	Well!
00:17:04	Ross	Host	Usually they would say, "Okay, you're kind of done for the day. You can take it off."
00:17:06	Carrie	Host	Huh!
00:17:07	Ross	Host	And I would say—
00:17:08	Carrie	Host	I've just been wearing it. But also it says I've only been slouched 2%? I'm telling you, it's not—I need a stricter disciplinarian in my app.
00:17:18	Ross	Host	Yeah. Well, like with anything, I think you just learn over time—not how to game it, but just sort of how to predict what it's gonna be looking at. So I would be using, like, my standing desk. And I could just got for hours at a time at work wearing this thing and know I wasn't gonna get dinged at all. But—
00:17:33	Carrie	Host	Sure. Though it's hard to think of using a standing desk as cheating.
00:17:37	Ross	Host	Oh, right. But then other times, I would be maybe helping someone move something, or I'd be setting stuff up and plugging things in, and I'd have to be leaning over—

00:17:46	Carrie	Host	Right.
00:17:47	Ross	Host	You know, to do X. And then I would keep getting buzzed. And I'd be like, "Ugh! Well, this is annoying." So I'd go in the app and turn the thing off. But up to that point, I'd totally forgotten I was wearing it.
00:17:55	Carrie	Host	Mm-hmm. Yeah, mine has mostly buzzed I'd say because I'm, like, picking up Ella, putting my shoes on, etc.
00:18:03	Ross	Host	How dare you.
00:18:04	Carrie	Host	But I'm fine with it.
00:18:05	Ross	Host	Okay.
00:18:06	Carrie	Host	When it happens. I'm gonna be like, "Ooh. Little tiny massage."
00:18:08	Ross	Host	Okay. Well, then, can you point to any times at which you feel like it <u>has</u> encouraged you to have better posture?
00:18:14	Carrie	Host	So I would say, if I wear it all day, there are probably three to five moments in any given day. I find it's mostly like, I'm working on my computer pretty intently, and I kind of, like, squinted at something subconsciously. Not because I can't see it, but because we jus have this built-in mechanisms of, like, "I am focusing!"
00:18:32	Ross	Host	Right, right. "This is the hunter instinct."
00:18:34	Carrie	Host	<i>[Chuckling]</i> Oh, right.
00:18:35	Ross	Host	"I am—I am narrowing my field of vision and the light that I intake to give me slightly sharper vision."
00:18:39	Carrie	Host	"Now—" Yeah, "Now that I'm closer to this, uh, this shirt design is totally different. But, so, I'll do that and then it buzzes. And I'm like, "Oh! Hey!" And I'm always so excited. Like, "Look at that! You did the thing you were supposed to do! Okay!" And then I sit up. And I would say that's how maybe one out of every...seven buzzes is useful to me in that way and not just a—
00:19:05	Ross	Host	Okay.
00:19:06	Carrie	Host	—a false positive.
00:19:08	Ross	Host	<i>[Carrie makes a few affirming sounds as Ross speaks.]</i>  So, I think a good measure is to compare those training sessions vs. the—the tracking sessions. And I think early on when I was first using it, I would kind of follow their recommended times. So I would have like a chunk of time where I was just tracking without really being aware it was there, just to get a baseline. And then I would have it on and buzzing me. And I feel like I did notice a difference, because I was becoming more aware of it and trying to sort of game the system.  And this is all very good for people who love gamification. Uh, it gives you little charts afterwards, and you can see a little pie chart of how long you were upright vs. how long you weren't. I don't know. I—I think the first time, I was somewhere around 20% of the time I was slouched.
00:19:52	Carrie	Host	Mm-hmm. Oh, wow! Okay.
00:19:54	Ross	Host	And then I very quickly got it up to the low single digits. You know.

00:19:57	Carrie	Host	Right.
00:19:58	Ross	Host	So, in that sense, yeah. Yeah. It works.
00:20:01	Carrie	Host	Yeah, that's it!
00:20:02	Ross	Host	That's it!
00:20:03	Carrie	Host	We're all done. So you might be thinking to yourself, "Who invented this glorious contraption?"
00:20:10	Ross	Host	I'm thinking that.
00:20:11	Carrie	Host	Were you thinking that?
00:20:12	Ross	Host	Who invented it?
00:20:13	Carrie	Host	I found out. It's made by Vahid Sahiholnasab and Hussein Sahiholnassab.
00:20:22	Ross	Host	Any relation?
00:20:23	Carrie	Host	I assume so? But actually, see, the—why not fall down that rabbit hole for no reason.
			<i>[Ross chuckles.]</i>
			I found their website. I looked at them. Couldn't tell if they were related. But one of them said the other was his mentor. And I was like, "Do you really just have the same last name?" 'Cause you should say, "mentor and brother."
00:20:45	Ross	Host	Huh.
00:20:46	Carrie	Host	Anyway. I don't know. And that's the most important thing you can take from this, is these—this might be invented by brothers. Maybe not! But they are Canadian medical entrepreneurs. They also made something called the EyeFacer, which are glasses that alert you if you're getting text neck. It's like—
00:21:06	Ross	Host	Text—text neck. Okay.
00:21:08	Carrie	Host	Yeah. So text neck is a real thing and a problem, right? Where, like, you're hanging—
00:21:12	Ross	Host	I've never heard that term before.
00:21:13	Carrie	Host	Oh, okay.
00:21:14	Ross	Host	But, I don't know if it sounds as good as Text-Mex.
00:21:16	Carrie	Host	<i>[Chuckles]</i> See, it's not nearly as good. Not as much avocado, etc. So, it's like, you're keeping your chin at that level that we text at—
00:21:27	Ross	Host	Ahh.
00:21:28	Carrie	Host	—and it's unnatural to our spine. And you end up, you know, uh—
00:21:30	Ross	Host	Sure.

00:21:31	Carrie	Host	—yeah, getting weird pains and stuff. So, this is a pair of glasses with a little sensor in them. You can actually get them in your prescription if you like. And if you're at that angle, it flashes a little tiny light at you, just to notify you. So then you bring your hand up so that it's straight in front of you. And you look like a freak when you're texting, but you're not hurting your neck.
00:21:53	Ross	Host	So this is totally the same concept—
00:21:55	Carrie	Host	Mm-hmm.
00:21:56	Ross	Host	—as the Upright GO. Just on your face.
00:21:57	Carrie	Host	These two are just obsessed with posture. They love it.
00:22:01	Ross	Host	I kind of like my mental image of them now, just kind of walking around with books balanced on their heads.
00:22:06	Carrie	Host	<i>[Chuckles]</i> Yeah, maybe they went to finishing school.
00:22:09	Ross	Host	<i>[Carrie makes several affirming sounds as Ross speaks.]</i>
			This reminds me of kind of ergonomic designs just for setting up your desk and, like, not having your monitor at such a way that you're constantly looking <u>up</u> toward it. You know, that it's just naturally, comfortably a little lower than you, All these other concerns. And these are good things to think about. Especially if it's something where your'e going to set it and forget it.
			It's worth the time to make sure that your workspace is helping your body in the long run. 'Cause we weren't made for this. You know, we were designed by evolution. And if you listen to our interview with Nathan H. Lents, you'll know we were designed originally as quadrupeds, and only relatively recently in evolutionary time did we start walking upright. And that's where most of our bodily problems come from.
00:22:52	Carrie	Host	And making our bodies last <u>forever</u> past when they were supposed to.
00:22:58	Ross	Host	<i>[Chuckling]</i> Right.
00:22:59	Carrie	Host	Forever!
00:23:00	Ross	Host	Right.
00:23:01	Carrie	Host	<i>[Chuckling]</i> I mean, I was supposed to die so long ago.
00:23:03	Ross	Host	Yeah. It was supposed to be, you know, like smallpox or something that got us. Uh—
00:23:06	Carrie	Host	Yeah. I was supposed to have a kid and then my body was supposed to be like, "Done! You did it! The end! You're 22! You're fine!"
00:23:10	Ross	Host	Yeah! You're now invisible to evolution.
00:23:13	Carrie	Host	Right.
00:23:14	Ross	Host	But, we remain viable longer nowadays. And, yeah, we gotta take—
00:23:17	Carrie	Host	Knock on wood.
00:23:18	Ross	Host	—we've got to take care of these things.

00:23:19	Carrie	Host	So wear a mask when you go outside. Anyway, the headquarters of the Upright GO are in Tel Aviv.
00:23:27	Ross	Host	Okay.
00:23:28	Carrie	Host	Yeah. Israeli company.
00:23:29	Ross	Host	Always a lot of tech—
00:23:30	Carrie	Host	Is that true?
00:23:31	Ross	Host	—in Tel Aviv. Yeah.
00:23:32	Carrie	Host	Okay. I didn't know it was a tech hub.
00:23:33	Ross	Host	Absolutely.
00:23:34	Carrie	Host	And yes, they do own the patent for devices that sit on the top of your back and vibrate when you go into an upright position.
00:23:43	Ross	Host	Oh!
00:23:44	Carrie	Host	It is US patent number 9406211B2.
00:23:48	Ross	Host	Alright. Well, there goes our plan making a competing device that didn't cost \$100.
00:23:54	Carrie	Host	Yeah. Touché. Can't do it. Sharks.
00:23:57	Ross	Host	On their website, they list the benefits. Just to run through what—
00:24:00	Carrie	Host	Ooh, yeah.
00:24:01	Ross	Host	—what <u>they</u> kind of claim, uh, this will help you with.
00:24:03	Carrie	Host	Yeah. Tell me about them bens.
00:24:05	Ross	Host	So the first thing is that you will look and feel better than ever.
00:24:08	Carrie	Host	And ever? Hm.
00:24:09	Ross	Host	"Changing your whole appearance just by being upright."
00:24:11	Carrie	Host	Alright.
00:24:12	Ross	Host	"An upright body makes you look taller and slimmer."
00:24:14	Carrie	Host	'kay.
00:24:15	Ross	Host	Yeah, okay. And, you know, they kind of elaborate on that. So, "Don't let your stomach hang out," and all of that. But also, you build confidence naturally by stimulating your biochemistry.
00:24:28	Carrie	Host	<i>[Chuckles]</i> Okay. Stimulating my biochemistry.
00:24:31	Ross	Host	Yep. Uh—
00:24:32	Carrie	Host	Okay, that's pretty big.
00:24:33	Ross	Host	Okay, "An upright posture boosts testosterone production—"
00:24:37	Carrie	Host	Oh!
00:24:38	Ross	Host	"—and lowers cortisol levels in the body and brain—"
00:24:40	Carrie	Host	<i>[Amused]</i> Huh.

00:24:41	Ross	Host	“—making you feel ready to take on any challenge.”
00:24:44	Carrie	Host	Ineresting.
00:24:45	Ross	Host	Interesting.
00:24:46	Carrie	Host	Boosts testosterone? That’s—
00:24:49	Ross	Host	And lowers cortisol.
00:24:51	Carrie	Host	So, yeah. Cortisol’s the stress hormone. Hmm.
00:24:53	Ross	Host	Okay, I’ll look this one up.
00:24:54	Carrie	Host	Yeah, ‘cause I did look up some studies about posture, but—
00:24:58	Ross	Host	Yeah.
00:24:59	Carrie	Host	—didn’t run into anything about those two chemicals.
00:25:01	Ross	Host	There’s just kind of a general note about how it helps you get noticed and build new relationships.
			<i>[Carrie chuckles.]</i>
			Not be overlooked at work. I don’t know. What if you want to lean in?
00:25:11	Carrie	Host	Ohhh. Touché!
00:25:13	Ross	Host	Oh-ho-ho!
00:25:14	Carrie	Host	Okay!
00:25:15	Ross	Host	See what Sheryl Sandberg has to say about this. It—it’s also a form of tuning into your body. So it just makes you more aware.
00:25:22	Carrie	Host	Okay. <u>That</u> —I would say—is objectively true.
00:25:25	Ross	Host	And they’re kind of tying it to other benefits of de-stressing and just calmness, etc. “Boost work productivity and success in life.”
00:25:35	Carrie	Host	Oh, shit. That’s exactly what I want to do.
00:25:38	Ross	Host	“Get—get more done in less time with quality results.”
00:25:40	Carrie	Host	<i>[Chuckles]</i> Okay.
00:25:41	Ross	Host	We—we have another substance. “You can increase the flow of oxygen to your brain,” it’s saying.
00:25:47	Carrie	Host	Ohhh.
00:25:48	Ross	Host	Hmm.
00:25:49	Carrie	Host	Okay. I guess that’s possible. Because when you’re leaning forward, you can’t—
00:25:52	Ross	Host	You’re breathing better?
00:25:53	Carrie	Host	You can’t get as much oxygen into your diaphragm at least.
00:25:56	Ross	Host	You know what? That’s—that’s actually—okay, that’s fair. Uh, “Upright posture also helps your lungs to take in more oxygen, giving your body what it needs to naturally relax and feel great.” Okay. That doesn’t seem like an extraordinary claim.

00:26:07	Carrie	Host	That seem like one of those things where if you actually measured it, it would probably be a <u>very</u> , very tiny increase, and who knows how it actually affects your greater system.
00:26:14	Ross	Host	Yeah.
00:26:15	Carrie	Host	But, probably at least technically true.
00:26:18	Ross	Host	Yeah, I think you're right on that. Also, "Relieve pressure and strain on your back! Sitting or standing in a slouched position for long periods of time can put undue strain on your back—"
00:26:27	Carrie	Host	Sure.
00:26:28	Ross	Host	"—especially if you are mostly inactive during the workday. Along with muscle fatigue, slumping can lead to neck pain, breathing limitations, and digestive problems." So, yeah. Actually, that—that all sounds pretty straightforward. 'Cause when you're leaning too far forward, too far backwards, it's chaining your center of balance, and it's putting undue stress on your back."
00:26:48	Carrie	Host	Mm-hmm. Mm-hmm. I wonder, too, if—when I sit upright, it takes just this little tiny bit of effort from, like, my core muscles, etc. And I wonder if just that little amount of activity has some effect as well?
00:27:01	Ross	Host	Mm.
00:27:01	Carrie	Host	Cause it does take some minor effort.
00:27:04	Ross	Host	Right.
00:27:05	Carrie	Host	Maybe that effort's good for me. Maybe it's bad for me.
00:27:08	Ross	Host	So it's sounding like your overall experience has been fairly positive.
00:27:12	Carrie	Host	I would say it is <u>just</u> a hair above neutral. Like...uh, it doesn't annoy me. I see what the benefits are. Would I...recommend this to anybody— <i>[chuckles]</i> —who didn't just say they want to track their posture? Would I just be like, "This is a thing my friends need!"
00:27:31	Ross	Host	Right
00:27:32	Carrie	Host	Nah. It's fine.
00:27:33	Ross	Host	Yeah.
00:27:34	Carrie	Host	It's fine. It's a solid C+ experience.
00:27:37	Ross	Host	<i>[Chuckling]</i> Okay. Yeah. I think I would be kind of, uh, similar in my assessment, where I can't really point to anything objectively bad about it.
00:27:45	Carrie	Host	Mm-hmm.
00:27:46	Ross	Host	If someone gave me one, I'd be, "Oh, cool."
00:27:47	Carrie	Host	Yeah. "Oh, this again."
00:27:48	Ross	Host	Would I—outside of this podcast that we do—would I spend \$100 on it? No.
00:27:52	Carrie	Host	No.
00:27:53	Ross	Host	Not at all.

00:27:54	Carrie	Host	Absolutely not.
00:27:55	Ross	Host	Is it worth \$100? Uh, I doubt it.
00:27:57	Carrie	Host	Mayyyybe. I guess it depends on how much this is a problem for you.
00:28:00	Ross	Host	Yeah I—
00:28:01	Carrie	Host	We should say that. Neither of us started out with, like, “This is something I gotta fix!”
00:28:05	Ross	Host	Right, right. But, you know, would it be worth \$20? Now we’re talking. You know. Something like that.
			<i>[Carrie makes quiet, affirming sounds in the background.]</i>
			And I would notice that maybe—yeah, I think you were just kind of hinting at this. Sometimes it takes certain musculature just to sort of keep yourself in a certain pose.
00:28:22	Carrie	Host	Right.
00:28:23	Ross	Host	And I think sometimes I would sort of have in my mind, like, “Okay. This is the posture I would want to hold. And then I would kind of put some extra muscle effort into doing that. And I would start to get, like, a sore lower back.”
00:28:33	Carrie	Host	Yep.
00:28:34	Ross	Host	And I think I was holding something that was kind of an unnatural pose. And then—I don’t know, I just mentally had a hard time. Like, “Wait, what is natural? Where should I be? I don’t even know anymore.”
00:28:42	Carrie	Host	<i>[Ross makes a few affirming sounds as Carrie speaks.]</i>
			Agree. And I will say this. On their website, I think, they have a video where they’re like, “Hey, here’s how to set your perfect posture.” And they mention that. They say, “You know, if you kind of immediately get into Superman pose, you’ll think, like, ‘Yeah, my posture’s awesome!’ but you’re actually kind of hurting your back. So you want to—to not feel like much effort. Like, it took effort to get there, but it should take virtually no effort to stay. That’s your sweet spot.”
00:29:09	Ross	Host	Okay. Ah. Ah, very good. Okay. Well, I probably could have improved that quite a bit. But yeah, overall, I would say, you know, eh, thumbs up!
00:29:15	Carrie	Host	Yeah!
00:29:16	Ross	Host	I—I kind of like it. I got really nothing bad to say about it. But always, I think, the true test of something when we try it is, “Do I keep doing it even when we’re done trying it out?”
00:29:24	Carrie	Host	Uhh...no way.

00:29:26	Ross	Host	<i>[Carrie makes a few affirming sounds as Ross speaks.]</i>  And it's no. You know, it's an adhesive that you do have to swap out every now and then. The adhesives were pretty good at staying sticky for multiple days. But, yeah, eventually you have to swap them out or clean them. And it—yeah, it's just an extra process. It's something else—you know, I'm already doing lots of daily apps and other to-do-list items, and so it just—
00:29:52	Carrie	Host	No! More! Apps!
00:29:53	Ross	Host	Right. It just becomes part of the noise of things you gotta think about—
00:29:57	Carrie	Host	Mm-hmm.
00:29:58	Ross	Host	—in a day. And it's just inconvenient enough that, you know, I didn't keep using it after those first three-plus weeks.
00:30:05	Carrie	Host	I bet though, if you were a person like a model or an actor or someone who, like, your body is your job—
00:30:12	Ross	Host	Mm. Mm-hmm.
00:30:13	Carrie	Host	—I could see why this would be useful, especially if you're taking a million photos and you don't want to rely on the photographer to be like, "Oh! You're slouching a little bit." This would be a useful thing for that.
00:30:22	Ross	Host	We've talked in the past about other things like, uh, hypnotherapy that are just good at reminding you of something. And that that is a valuable service.
00:30:30	Carrie	Host	Mmm-hmm.
00:30:31	Ross	Host	I think it does that. If you would love to have someone there, just kind of reminding you every now and then, like, <i>[makes a pointed coughing sound]</i> .
00:30:38	Carrie	Host	Yeah <i>[chuckles]</i> .
00:30:39	Ross	Host	This can be that person for you.
00:30:40	Carrie	Host	Oh, you know what? Actually, I know who this would be great for. Maybe we should send it to them if we don't want this thing. My old boss, Chris—who works at the humane society now and is a wonderful man who has devoted himself to animal rights—
00:30:51	Ross	Host	Nice.
00:30:52	Carrie	Host	—he always had a reminder set on his calendar that said, "Sit up straight!"
00:30:56	Ross	Host	Oh!
00:30:57	Carrie	Host	And he'd also have little sticky notes and stuff. 'Cause he's very, very tall.
00:31:01	Ross	Host	Oh, yeah.
00:31:02	Carrie	Host	So, just looking at the computer or looking at his coworkers, etc, he just slowly, through the course of the day, he hunched over.
00:31:07	Ross	Host	Devolve. Okay.

00:31:08	Carrie	Host	So, mm, yeah. I bet he'd love this!
00:31:11	Ross	Host	If he doesn't already have one.
00:31:12	Carrie	Host	Okay, I'll ask.
00:31:13	Ross	Host	Okay.
00:31:14	Carrie	Host	And then maybe we'll send it to him.
00:31:15	Ross	Host	Alright, alright.
00:31:16	Carrie	Host	He should be so lucky.
00:31:17	Ross	Host	The—I—I should say, my son, Andrew, he got really excited by—
00:31:20	Carrie	Host	Oh, okay.
00:31:21	Ross	Host	—this product category. 'Cause I think he realized it was something about himself. He plays a lot of video games.
00:31:25	Carrie	Host	He uses the computer a lot.
00:31:26	Ross	Host	Sure. So he was kind of thinking about, like, "Oh, should I try to get one of these?" And I said, "Well, we're gonna try it for the podcast. You want to try it to?" So he's tried both devices. The one I'm wearing right now he's used extensively.
00:31:37	Carrie	Host	Okay,
00:31:38	Ross	Host	And he wore the Upright GO for a long time, too. And he liked them. He would use them even more than I did.
00:31:43	Carrie	Host	Oh, okay.
00:31:44	Ross	Host	'Cause I think he felt that was worthwhile, having that kind of device saying, " <i>[makes pointed coughing sound]</i> "
00:31:49	Carrie	Host	<i>[Coughing the first syllables]</i> Ah—ah—ah—ah—Andrew!
00:31:50	Ross	Host	<i>[Chuckling briefly]</i> Yeah.
00:31:52	Carrie	Promo	We will get into the second device in a second. Before we do, if you were selling a device—
00:31:57	Ross	Promo	Yes?
00:31:58	Carrie	Promo	—how do you think you would go about it?
00:32:00	Ross	Promo	Oh, goodness. Okay. So, I've got all these devices. They're sitting around me in my apartment, in my home. I need to get them to other people's homes. Probably what I would do is, I would drive them to each and every—ah, that's going to be really difficult.
00:32:15	Carrie	Promo	What were you gonna say?
00:32:16	Ross	Promo	You know what?
00:32:17	Carrie	Promo	You would drive them to each home?
00:32:18	Ross	Promo	Yeah. Just deliver them to the people—
00:32:19	Carrie	Promo	Oh, wow.
00:32:20	Ross	Promo	—and say, "Here you go." And I'd throw it from six feet away. But I'd say, "Here's your device."

00:32:24	Carrie	Promo	I'll be honest. Our listeners would love that. We would sell so much merch if this were the promise.
00:32:29	Ross	Promo	Ah, this one is in Missouri. Okay, well—
00:32:31	Carrie	Promo	Alright.
00:32:32	Ross	Promo	—guess I better get started. No. You know what? I should probably use something like the mail system.
00:32:37	Carrie	Promo	Okay. I'm with you. I'm with you so far.
00:32:38	Ross	Promo	That—that would make it easier for me. <i>[Putting on a stressed, groaning tone]</i> But, ah, man, now I've got to, like, box it. I've got to, like, fill out labels and—
00:32:44	Carrie	Promo	Yeah. Sure. But—and <u>then</u> , you also have to figure out, “Okay, I'm sending hundred of these.”
00:32:49	Ross	Promo	Right.
00:32:50	Carrie	Promo	“What's gonna be the cheapest service to use? Is it FedEx? Is it USPS? Is it UPS? Is it Jim's Sending Service, JSS?”
00:33:03	Ross	Promo	Right. Oh, my goodness. This has gotten so complicated all of a sudden. You know what? I would need some kind of service that would kind of figure all this out for me.
00:33:09	Carrie	Promo	Exactly. And you know what that service is?
00:33:12	Ross	Promo	What is it?
00:33:13	Carrie	Promo	ShipStation!
00:33:14	Ross	Promo	Oh, ShipStation! Yeah.
00:33:16	Carrie	Promo	And I just realized—oh my God, this is so funny, that we'd be talking about this. ShipStation is actually one of the sponsors of this episode.
00:33:24	Ross	Promo	What?
00:33:25	Carrie	Promo	Yes! I know!
00:33:26	Ross	Promo	What? Are you serious?
00:33:27	Carrie	Promo	I know! Yeah, I'm serious.
00:33:29	Ross	Promo	Aren't they the service that brings all of your orders into one simple interface? Whether you're selling on Amazon or Etsy or your own website?
00:33:35	Carrie	Promo	Yes, it is. And you know, folks are adapting to this changing world, right? We're all buying stuff online—
00:33:42	Ross	Promo	Mm-hmm.
00:33:43	Carrie	Promo	—and there's all this delivery culture. And ShipStation works with all the major carriers like the ones I mentioned, right?
00:33:49	Ross	Promo	Mm-hmm.
00:33:50	Carrie	Promo	USPS, FedEx, UPS. Even Amazon fulfillment.
00:33:53	Ross	Promo	Oh, that's amazing.

00:33:54	Carrie	Promo	And Jerry's Shipping Service, JSS. So, you can compare and choose the best shipping solution for you and your customer right inside the system.
00:34:03	Ross	Promo	They even offer big discounts on shipping costs. So now any business can access the same postage discounts that are usually reserved for larger Fortune 500 companies.
00:34:21	Carrie	Promo	Oh, boy.
00:34:13	Ross	Promo	You'll always know that you're getting the best deal.
00:34:14	Carrie	Promo	Aw, man. That's good stuff. And right now, <i>Oh No, Ross and Carrie!</i> listeners can try ShipStation for free for 60 days.
00:34:21	Ross	Promo	Free?
00:34:22	Carrie	Promo	Yes. When you use the offer code, "OhNo!"
00:34:25	Ross	Promo	Oh, then they'll know that we sent you.
00:34:28	Carrie	Promo	Exactly. So make sure your business is ready to meet the demands of delivery culture. Get started at <a href="https://ShipStation.com">ShipStation.com</a> today.
00:34:36	Ross	Promo	Click on the microphone at the top of the homepage, and type in, "OhNo," O-H-N-O.
00:34:41	Carrie	Promo	That's <a href="https://ShipStation.com">ShipStation.com</a> and then enter offer code, "OhNo."
00:34:45	Ross	Promo	<a href="https://ShipStation.com">ShipStation.com</a> . Make ship happen.
00:34:48	Carrie	Promo	But that is not the only thing I wanted to tell you on this, the 23rd of May, 2020.
00:34:53	Ross	Promo	It looks like you have another delivery for me.
00:34:55	Carrie	Promo	Yes, I do. <i>[Makes a fanfare sound]</i> Opening this box. It's a Jumbotron!
00:35:01	Ross	Promo	A Jumbotron!
00:35:02	Carrie	Promo	Whoa! And this is a very, very important message from McKensie.
00:35:10	Ross	Promo	For Eric.
00:35:12	Carrie	Promo	And the message is, "Lorb!"
00:35:16	Ross	Promo	"Lorb." That's it. That's the message.
00:35:18	Carrie	Promo	That's the whole thing.
00:35:19	Ross	Promo	You—did you get that, Eric? Loud and clear?
00:35:21	Crosstalk	Promo	<b>Ross:</b> Lorb!  <b>Carrie:</b> Lorb!
00:35:23	Carrie	Host	Okay, so about posture devices.
00:35:27	Ross	Host	<i>[Laughs]</i> So, yeah. We got another one as well. Because it seemed like there was kind of a second class of devices. Now, there's that exclusive patent of the Upright GO. You know, they're the ones that are the brand name of adhesive devices that sit on your back or—I guess—on your necklace. But there were also a lot of devices that were essentially just like over-the-shoulder—

00:35:47	Carrie	Host	Boulder holders.
00:35:48	Ross	Host	Yeah, I was trying not to...end the phrase that way.
00:35:50	Carrie	Host	<i>[Laughs]</i> That's what people say about bras!
00:35:53	Ross	Host	Over-the-shoulder posture holders.
00:35:55	Carrie	Host	Over—okay! Alright!
00:35:57	Ross	Host	Holsters, essentially.
00:35:58	Carrie	Host	Which—okay. Okay. Over-the-shoulder posture hostlers.
00:36:04	Ross	Host	<i>[Chuckling]</i> Okay. There you go. Like wearing a backpack without the pack.
00:36:08	Carrie	Host	The pack.
00:36:09	Ross	Host	Or a rucksack without the sack.
00:36:10	Carrie	Host	The ruck.
00:36:12	Ross	Host	No, you still got the ruck.
00:36:13	Carrie	Host	Oh, yeah. Okay.
00:36:14	Ross	Host	You're trying to keep it upright.
00:36:15	Carrie	Host	Imagine if you wanted to have all of the threatening look of carrying a gun, without having to carry a gun.
00:36:22	Ross	Host	<i>[Laughs briefly]</i> I have friends who wear, like, holsters like these.
00:36:26	Carrie	Host	Uh-huh.
00:36:37	Ross	Host	Like kind of the shoulder things, but they'll have a calculator in there—
00:36:30	Carrie	Host	Oh.
00:36:31	Ross	Host	—or their phone or, you know, some other thing.
00:36:33	Carrie	Host	Well, alright.
00:36:34	Ross	Host	And it's—yeah, there's always this process of, "Ah—oh, okay. That—huh."
00:36:38	Carrie	Host	Okay. Yeah <i>[giggles]</i> .
00:36:40	Ross	Host	Cause, you're just primed to think of that as, like—
00:36:43	Carrie	Host	Right, it's like—
00:36:44	Ross	Host	—a gun. Someone's got a gun.
00:36:45	Carrie	Host	—okay. Yeah, okay. "Oh, I'm scared. No, I'm confused. Oh, I see what's happening. Oh, wait. You wanted me to go through this process. That's strange."
00:36:52	Ross	Host	<i>[Laughs]</i> And that's what I'm wearing right now. This device called, "The Posture Corrector for Men and Women."
00:36:59	Carrie	Host	<i>[Chuckling]</i> Aw. Okay. Very straightforward. I appreciate that.

00:37:01	Ross	Host	By—by Gearari. Oh, it goes on, actually. The full title on Amazon—I bought this on Amazon—was, “Posture Corrector for Men and Women, Upper Back Brace for Clavicle Support, Adjustable Back Straightener and Providing Pain Relief from Neck, Back & Shoulder, (Universal).”
00:37:15	Carrie	Host	Okay. Universal is better. ‘Cause I want to say, if you’re not a man or a woman. If you’re gender-non-binary, this is still gonna work for you.
00:37:22	Ross	Host	Still for you. Now originally I tried to buy the Mr. Posture.
00:37:27	Carrie	Host	Oh-ho! My, my, my! Mr. Posture! What are you doing here?
00:37:29	Ross	Host	Yeah! They had a little more advertising going. It felt like more of a product. It had its own dedicated website. But they wouldn’t take either of two credit cards I tried to give them.
00:37:38	Carrie	Host	Oh.
00:37:39	Ross	Host	And then I—then I was just getting suspicious and uncomfortable.
00:37:41	Carrie	Host	Yeah.
00:37:42	Ross	Host	And, oh, my goodness. I got so many e-mails, like, “You didn’t finish your order. How can we help you complete your order?”
00:37:47	Carrie	Host	That’s your fault.
00:37:48	Ross	Host	Right, so I wrote them back and said, “You know what, I actually will take your <u>survey</u> , and tell you that I tried to buy your Mr. Posture and I couldn’t. That’s on you.”
			<i>[Carrie chuckles.]</i>
			Then I would get their personal sales rep. “Well, how can I make it up to you. Let me give you a discount.”
			“I already ordered the other thing! <i>[Chuckles]</i> Like, leave me alone. I don’t want this.” And I would just get, like, five e-mails a day, lik—
00:38:09	Carrie	Host	“Can I speak to Mr. Posture.”
00:38:10	Ross	Host	<i>[Laughs]</i> Like, trying to— <i>[breaks off, laughing]</i> —uh, trying to, uh, resolve this pro—anyway. So, don’t go to them. Instead—if you do a search for this on Amazon, oh my goodness. So I just put in the words, “mr” and “posture” on Amazon, and I just got hundreds of results.
00:38:28	Carrie	Host	Oh, yep, yep.
00:38:29	Ross	Host	So many things selling this exact same format. I think this one cost me, like, \$27 I want to say? And so, uh, that’s kind of in the—the higher range of what these devices tend to cost. Still cheaper than the Mr. Posture, though.
00:38:45	Carrie	Host	And much cheaper than the Upright GO, too.
00:38:47	Ross	Host	But they also had some stated advantages to this. Let’s see here. We’ve got, “the drawbacks of bad posture,”
00:38:55	Carrie	Host	Is—you’re in black and white again. Ughhhh, you’re sad. You’re in black and white. You’re slouched forward.

00:39:01	Ross	Host	You've got soreness and pain. Your arms are experiencing numbness. You've got poor digestion, a negative mood, low self-esteem, poor circulation, and fatigue.
00:39:11	Carrie	Host	Oh, god. But then you put on your dinghy. Which—actually in this photo—she does not have on.
00:39:17	Ross	Host	Right— <i>[laughs]</i> !
00:39:18	Carrie	Host	And now you have correct posture! And you're in color! And you're happy!
00:39:22	Ross	Host	Yeah, you've got pain prevention and higher mobility, better breathing, positive feelings, higher self-esteem, good circulation., energy efficiency, improved concentration, and looking good.
00:39:34	Carrie	Host	Oh, alright, alright.
00:39:35	Ross	Host	Alright, yeah. They show people using this device, happily riding a bike, going to school. I like this guy's going to school and people are like, "Uh, your backpack is tiny. Can't even see it."
00:39:46	Carrie	Host	<i>[Chuckles]</i> This is very good, because one of the photos is a stock photo of a man leaning against his car and it says, "driving," at the top. But A, he's not driving and B, he's clearly a stock photo of someone wearing a backpack that we just can't see the back of.
00:40:01	Ross	Host	<i>[Chuckles]</i> I think you're right. And then somebody running with this. They recommend you measure your chest circumference beforehand. They've got some product reviews. It'll take 14 days of evolution to kind of adjust and get to your best posture. Which is interesting. Upright GO said exactly the same thing.
00:40:20	Carrie	Host	Oh, okay.
00:40:21	Ross	Host	Like, it's a 14-day period to really get to good posture. It's not gonna happen overnight.
00:40:25	Carrie	Host	Come on!
00:40:26	Ross	Host	Let's be realistic here. <u>And</u> —this is a big claim.
			<i>[Carrie chuckles.]</i>
			Invisible under clothing.
00:40:32	Carrie	Host	Um...no.
00:40:34	Ross	Host	"You can wear our posture corrector all day long, even under clothing. No one will notice."
00:40:40	Carrie	Host	Incorrect.
00:40:41	Ross	Host	Okay. Yes. So, we've tried this.
00:40:43	Carrie	Host	Yeah, it is a—how thick would you say that is? Like a good two centimeters thick?
00:40:49	Ross	Host	Yes. Yeah. Yeah.
00:40:50	Carrie	Host	Yeah.

00:40:51	Ross	Host	<p><i>[Carrie makes a few affirming sounds as Ross speaks.]</i></p> <p>Yeah, the band is pretty wide. And in even—in, like, the thickness of how fat it is—it’s squishy, and it feels a bit like wearing a backpack. You know, like the—the straps on a backpack. And yeah, it’s padded a bit. And essentially you run the loops around over your shoulders and then back under your armpits and then through these loops and then you tighten it, essentially as tight as you can, until it’s uncomfortable.</p> <p>And it’s a very different method of kind of restricting your motion or reminding you of your posture. ‘Cause essentially, if I kind of slouch my shoulders forward, this will provide some resistance. And I’ll feel that motion. And that reminds me, “Oh! I’m wearing this posture thing. I’d better get my shoulders back.”</p>
00:41:31	Carrie	Host	It reminds me of those back braces people use to, like, pick up stuff.
00:41:37	Ross	Host	Oh, yes. Uh, that usually kind of terminate in some sort of cummerbund. Sort of—
00:41:41	Carrie	Host	Yeah, go around your torso.
00:41:42	Ross	Host	Around—yeah. But, yeah. You tighten this thing up and then it’s got a long strap of velcro so it can sort of attach to itself. So it forms this sort of butterfly loop that’s going around your armpits. Yeah. I tried wearing it under the clothes one day. It was really uncomfortable.
00:41:57	Carrie	Host	Yeah.
00:41:58	Ross	Host	And I remember someone—I think it was their last day. And they came by at work to, like, say goodbye to me, and I went to give them a hug, and it was like—it was super uncomfortable.
00:42:06	Carrie	Host	Oh, yeah.
00:42:07	Ross	Host	And I felt really uncomfortable with this thing restricting my motion underneath my shirt, and I was like, “I don’t like this.”
00:42:12	Carrie	Host	“And they—and they don’t have a visual cue for what’s happening, so now I’m just a weirdo.”
00:42:16	Ross	Host	<i>[Chuckles]</i> Yeah, and they’re like, “What is this under his, uh—ah, it’s the last day. I’m not going to ask.”
00:42:22	Carrie	Host	<i>[Chuckles]</i> It makes me think of that <i>I Love Lucy</i> episode where she hides all the eggs under her, uh, muumuu.
00:42:27	Ross	Host	<i>[Laughing]</i> I don’t—
00:42:28	Carrie	Host	But not quite that extreme.
00:42:29	Ross	Host	I don’t remember that, but it sounds like her.
00:42:31	Carrie	Host	It’s a good episode, but they all are. So the main drawback of this—I think—is how it looks. So you really do look like you’re packing heat.
00:42:39	Ross	Host	Yeah! And I will be—‘cause I’ve taken it out running, to try it for the podcast. But I feel self-conscious—
00:42:46	Carrie	Host	Yeah.

00:42:47	Ross	Host	—being out there with, like, “Who am I gonna run past, and they’re gonna have to look at me and think, like, “[ <i>Gasps</i> ] What has he got?”
00:42:51	Carrie	Host	Right!
00:42:52	Ross	Host	Can you imagine if I was wearing this plus that mask that we had before?
00:42:54	Carrie	Host	That’s—or the masks we’re all wearing right now.
00:42:57	Ross	Host	Right, but remember when we were wearing the elevation training masks—
00:42:59	Carrie	Host	Yeah, sure.
00:43:00	Ross	Host	—which already made you look like Bane. Plus, like, this thing that at first blush looks like a gun holster as a—
00:43:06	Carrie	Host	Yeah.
00:43:07	Ross	Host	Yeah, a little nerve-racking.
00:43:08	Carrie	Host	[ <i>Sighs</i> ] I think one of the reasons I feel moderately okay wearing this is that I’m white.
00:43:13	Ross	Host	Mm.
00:43:14	Carrie	Host	Like, there are so many signals that you don’t want to send if you’re a person of color. One being carrying any sort of weaponry.
00:43:18	Ross	Host	Ugh.
00:43:19	Carrie	Host	So I feel like this is already a device that’s, like, very limited to a particular audience. Yeah.
00:43:25	Ross	Host	Yeah, but that’s all just a side consideration. But, you know—
00:43:28	Carrie	Host	But it ends up being a big deal. ‘Cause I did—I felt all the time like, “Oh, I look like I’m carrying a gun.”
			[ <i>Ross laughs.</i> ]
			And as a person who is afraid—very afraid of guns, like, I don’t want to make anybody else look at me and think that.
00:43:38	Ross	Host	So around the house, no big deal.
00:43:41	Carrie	Host	Yep. True.
00:43:42	Ross	Host	But you—you have to at least be conscious of it. And, yeah, I wouldn’t want to wear it to work, because people would have those reactions. And now, so, like, “Which...what’s this one Ross? What are you doing this time?”
00:43:52	Carrie	Host	Right [ <i>chuckles</i> ].
00:43:53	Ross	Host	I mean, at least they’re used to weird behavior from me.
00:43:55	Carrie	Host	Yeah.
00:43:56	Ross	Host	And also because you’re tightening it kind of as tight as it goes, it runs right up under the armpits. And I’m even feeling it right now. Like—

00:44:02	Carrie	Host	Mm. Mm-hmm. Mm-hmm.
00:44:03	Ross	Host	—I feel like I'm a little sweatier than I normally would be. It's sort of accelerating that process of my armpits sweating.
00:44:10	Carrie	Host	And also there's that, like—not quite a pinch. It's the sort of thing you wouldn't notice for the first two hours, but after five or six hours, you're like—
00:44:19	Ross	Host	Mm.
00:44:20	Carrie	Host	—“Ah, it's just like a very bare chafing kind of stuff.”
00:44:22	Ross	Host	But it's interesting, though, because in a few different ways it's doing the same thing as the Upright GO, but in a very different way.
00:44:29	Carrie	Host	Mm-hmm.
00:44:30	Ross	Host	Cause, like, for this one, it doesn't really restrict you if you're just leaning forward—
00:44:34	Carrie	Host	Mm.
00:44:35	Ross	Host	—but if your shoulders are going forward.
00:44:37	Carrie	Host	Which is more my problem.
00:44:39	Ross	Host	Okay, So this one at least, like, you feel that resistance—
00:44:41	Carrie	Host	Mm-hmm.
00:44:42	Ross	Host	—if you try to lean your <u>shoulders</u> forward and then you bring them back a bit.
00:44:45	Carrie	Host	Yeah.
00:44:46	Ross	Host	I guess if anything, it would kind of inspire me to keep my arms out a little more.
00:44:50	Carrie	Host	Oh, okay.
00:44:51	Ross	Host	Which might be a good thing. That might help with circulation.
00:44:54	Carrie	Host	Sure. You got that old, uh, superman pose.
00:44:58	Ross	Host	Right, right. Just to air out my armpits a bit.

*[Carrie chuckles.]*

‘Cause I'm wearing this—but I will say, my son—again—Andrew's worn this at least five times more than either of us have.

00:45:10	Carrie	Host	Wow, okay!
00:45:11	Ross	Host	Yeah, as soon as I was—I felt like I had tried it enough, he just sort of inherited it and—
00:45:13	Carrie	Host	Okay.
00:45:16	Ross	Host	—he had it when we went to record. I said, “Hey, Andrew, can I borrow that—“

*[Carrie laughs loudly, briefly.]*

“—back. Uh, I want to use this.” But he’ll use it when he’s playing video games and stuff, ‘cause—

00:45:22	Carrie	Host	Oh, that’s nice!
00:45:23	Ross	Host	Yeah.
00:45:24	Carrie	Host	Okay.
00:45:25	Ross	Host	I think he feels it’s helpful.
00:45:26	Carrie	Host	Well, I liked that one more. As far as the physical experience of using it, I found that much more usable, more useful to me as a person who has slumped over shoulder more than slumped back, I guess.
00:45:38	Ross	Host	Mm.
00:45:39	Carrie	Host	I liked it a lot more. But, yeah. The look of it is such a drawback. I think at least make it a bright color? Then maybe that would—a little more like a vest or something instead of—
00:45:49	Ross	Host	Interesting, yeah.
00:45:50	Carrie	Host	—a holster?
00:45:51	Ross	Host	That’s something, ‘cause, you know, both of us wear backpacks.
00:45:53	Carrie	Host	Mm-hmm.
00:45:54	Ross	Host	And we’ll do it when we’re walking towards someone, and they can’t see the backpack behind us, but—
00:45:57	Carrie	Host	Sure.
00:45:58	Ross	Host	—for whatever reason, it doesn’t have that same feeling to it.
00:46:00	Carrie	Host	Yeah. And—and I think that’s color. ‘Cause let’s see. My laptop backpack is red and my everyday backpack is orange. So, yeah.
00:46:08	Ross	Host	Oh, including the straps?
00:46:10	Carrie	Host	Uh-huh.
00:46:11	Ross	Host	Interesting.
00:46:12	Carrie	Host	Yeah, the orange one’s next to you right now.
00:46:13	Ross	Host	I have a black backpack, so I—
00:46:14	Carrie	Host	Okay.
00:46:15	Ross	Host	—I’m just doing the exact same thing.
00:46:16	Carrie	Host	Oh, that’s interesting. Yeah. Okay, yeah. I mean, I guess you look more or less like someone with a backpack. Then, of course, if you’re running or something, it’s like, “Person running with a backpack?”
00:46:26	Ross	Host	Mm. That could be the missing piece.

00:46:27	Carrie	Host	Yeah. So...I have a feeling neither of these are going to take places in our homes and hearts.
00:46:34	Ross	Host	<i>[Chuckles]</i> Right. We've had these for many months, and kind of after I'd used them each for a few weeks, I'd just sort of toss them aside. And I still have kind of this baseline posture that could be better.
00:46:45	Carrie	Host	Mm-hmm.
00:46:46	Ross	Host	I like the idea of these? But in execution, I don't think they rise to the level of importance that I've made them a daily routine.
00:46:53	Carrie	Host	Yeah, that's always the real question. You know, you go to a blog and you see someone's review of a device. Often it will be glowing, maybe even completely honest. But if you go back and ask them a year and a half later, "Hey, how are those colored lenses going?"
00:47:08	Ross	Host	Yeah, right <i>[laughs]</i> .
00:47:09	Carrie	Host	That's the real question.
00:47:11	Ross	Host	That's funny. That makes me think, like, "I don't know. You should make that Upright GO device glow." 'Cause then I challenge someone to right a review that doesn't include, "glowing."
00:47:20	Carrie	Host	Clap, clap, clap, clap, clap.
00:47:21	Ross	Host	That's a—there's an Emo Phillips joke where he sets up this whole thing about how, uh, he wants to have a show where he does nothing but just drive steel bolts into sheet metal. And he challenges anyone to write a review that does not include the word, "riveting."
			<i>[Ross and Carrie laugh.]</i>
00:47:40	Carrie	Host	Ridiculous.
00:47:42	Ross	Host	I love it.
00:47:43	Carrie	Host	Um, so, Ross. You might be wondering, "But is it true that better posture is gonna do all these things for me? Is it going to give me more self esteem? Is it going to make me better at math? Is it going to put me in a better mood?" 'Cause these are things you hear.
00:47:58	Ross	Host	Oh, well I want to know. 'Cause that will be the difference between me taking this off and me keeping it on.
00:48:02	Carrie	Host	Forever?
00:48:03	Ross	Host	Yes.
00:48:04	Carrie	Host	Wow! Okay! Here it comes, for all the sauce!
00:48:07	Ross	Host	Yep. If the science is there, I listen to the science.
00:48:10	Carrie	Host	I've never heard the phrase, "For all the sauce," but I...just invented it, and I like it.
00:48:16	Ross	Host	I didn't, uh, question it. You know. "A stitch in time saves nine."
00:48:19	Carrie	Host	Oh, that's interesting. I never thought about that.
00:48:20	Ross	Host	There's more where that came from I can just make them up.

00:48:22	Carrie	Host	So, okay. There was an Ohio State University study. It was released in October 5th 2009.
00:48:28	Ross	Host	Mm-kay.
00:48:29	Carrie	Host	It seemed to indicate that upright posture does increase your own confidence in your own thoughts. So this is what they did.
00:48:36	Ross	Host	Hmm.
00:48:37	Carrie	Host	They had some people slouch and some people sit up. They told them a cover story so they would hopefully not understand what the study was really about.
00:48:43	Ross	Host	Focusing on some other factor.
00:48:44	Carrie	Host	Yep.
00:48:45	Ross	Host	Okay, good.
00:48:46	Carrie	Host	And then they had them write down good and bad traits about themselves as if they were applying for a job.
00:48:53	Ross	Host	Ah.
00:48:54	Carrie	Host	So, "What are—what makes you best suited for this and what makes you, uh, maybe a little weaker of a candidate?"
00:48:58	Ross	Host	Okay. I like it.
00:49:00	Carrie	Host	Now, what was interesting, though, is afterward, you might expect that the people with better posture were like, "Yeah, I am good for that job." But, no, no. The people with better posture believed what they wrote more, positive and negative. So it gave them more confidence in their own thoughts—
00:49:17	Ross	Host	Ohhh.
00:49:18	Carrie	Host	—but the content of those thoughts was a pretty independent variable.
00:49:22	Ross	Host	Interesting. Okay, so it increased your level of certainty, but not necessarily your positivity.
00:49:26	Carrie	Host	Mm-hmm.
00:49:27	Ross	Host	Okay.
00:49:28	Carrie	Host	Which—that—I thought that was really interesting.
00:49:30	Ross	Host	Yeah. Okay. So it—if you don't want to waffle back and forth, remain upright.
00:49:34	Carrie	Host	Yeah. <i>[Chuckles]</i> Right!
00:49:35	Ross	Host	Okay.
00:49:36	Carrie	Host	So, if you're in a debate, perhaps, where it's like, "Listen, it doesn't so much matter if what I'm saying is true, it's that I win!"

*[Ross chuckles.]*

Then you want one of these posture devices on.

00:49:46	Ross	Host	<p><i>[Carrie makes a couple of affirming sounds as Ross speaks.]</i></p> <p>That's so funny, 'cause we use upright as an adjective to describe someone who follow the rules, is dependable, you know, good citizen.</p>
00:49:55	Carrie	Host	Morally sound.
00:49:56	Ross	Host	Right.
00:49:57	Carrie	Host	Mm-hmm. Yeah. Yeah! Yeah!
00:49:58	Ross	Host	Upright. And we use, "right" as well, yeah, vs left, you know.
00:50:01	Carrie	Host	Oh, true. <i>[Whispers]</i> Oh, yeah.
00:50:02	Ross	Host	If you're left-handed, you're sinister, you're gauche.
00:50:04	Carrie	Host	And those are all true things.
00:50:07	Ross	Host	Correct.
00:50:08	Carrie	Host	Mm-hmm. Left-handed people are evil. Mm, just kidding. Please don't write to me, left-handed people. Okay. Then—
00:50:13	Ross	Host	But if you do, do it with your right hand.
00:50:19	Carrie	Host	<p><i>[Laughs]</i> Prove it! Prove you're left-handed! Okay. And—by the way—that study was published in the <i>European Journal of Social Psychology</i>. I should say, I just read the abstracts of each of these, so I have not checked the methodology, etc., etc. They could be shit. I don't know.</p> <p><i>[Ross makes a few affirming sounds as Carrie continues.]</i></p> <p>Okay. So, June 29, 2018, San Francisco University released a study in the journal <i>Neuroregulation</i>. And it did suggest that good posture improves math reasoning ability. So, yeah. People whose posture had been corrected seemed to do better at these, like, logic and math problems they were presented with. I couldn't tell from what I was reading whether it was controlled in any meaningful way. But they did conclude, "Yeah, it seems to make you better at math."</p>
00:51:06	Ross	Host	Now, uh, just playing with that idea—not necessarily saying I'm buying into that. You know, if we also buy—let's say—better oxygen circulation as a result of better posture, you know, maybe that's it, too. You know, if you're breathing better, maybe you're doing better at math.
00:51:21	Carrie	Host	Yeah, yeah, yeah. All these things go into the soup, and then it's pretty hard to extract one—
00:51:24	Ross	Host	Right.
00:51:25	Carrie	Host	—one part of it.
00:51:26	Ross	Host	Just feels like, "Oh, okay. Maybe that's not the causality there." But, okay, interesting.
00:51:29	Carrie	Host	Yep. Or if confidence is important in math. Who knows?

00:51:32	Ross	Host	<p><i>[Carrie makes a couple of affirming sounds as Ross speaks.]</i></p> <p>But this obviously ties in very much with the idea of power poses. And, you know, people with their arms akimbo can be more commanding in a meeting and more self-confident.</p>
00:51:43	Carrie	Host	<p>Or there's that thing people say where you should—like, before a meeting or whatever, you bring your hands out like a lion and go, "Ahhhh!" Supposedly that makes you more confident.</p> <p><i>[Ross laughs.]</i></p> <p>A couple times I've done it and I feel so stupid.</p>
00:51:57	Ross	Host	Did you do it before your recent interviews?
00:51:59	Carrie	Host	<i>[Chuckling]</i> I didn't. I should have.
00:52:01	Ross	Host	Where you were very assertive and collected.
00:52:03	Carrie	Host	Oh, thank you. Thank you.
00:52:04	Ross	Host	Were you beforehand, um, "Ahhhrr!"
00:52:07	Carrie	Host	No, I was not. Hi, Kimberly!
00:52:08	Ross	Host	Aw. <i>[Laughing heavily]</i> That seems too bad, 'cause, "Ahhhgh!" I like that mental image.
00:52:14	Carrie	Host	Okay. And then in June 2015, in the journal <i>Health Psychology</i> , there was a study with 74 participants and they had put physio tape on some of them to make them upright—
00:52:26	Ross	Host	I was gonna say earlier, when we were talking about this over-the-shoulder posture holder, how it will sort of give that little tugging feeling as your shoulder is going the wrong way. I was thinking, "Oh, that could be done with tape as well." So—
00:52:37	Carrie	Host	Mm-hmm. And they do.
00:52:38	Ross	Host	Okay!
00:52:39	Carrie	Host	Yeah, I think they use it mostly in, like, sports medicine.
00:52:41	Ross	Host	Yeah. Where essentially you can get someone to sort of keep their elbow or their shoulder in the right position, just by putting this tape on that will make it just that much harder to kind of move it out of position.
00:52:52	Carrie	Host	Right.
00:52:53	Ross	Host	I've used it before. Like, in physical therapy. And, yeah. It worked.
00:52:55	Carrie	Host	Makes sense. Same idea as a cast, just much gentler.
00:52:58	Ross	Host	Not to be confused with—there are some pseudoscience tapes out there—
00:53:02	Carrie	Host	Yes.
00:53:03	Ross	Host	—that people will use in sports applications.
00:53:05	Carrie	Host	Okay. So some people had the physio tape on that made them sit upright. Others were slouched. They did tell them a cover story to make them think the study was about something else—

00:53:13	Ross	Host	Good.
00:53:14	Carrie	Host	—and then put them through stressful tests. And, um—
00:53:17	Ross	Host	No the scientology stress tests.
00:53:19	Carrie	Host	Correct. Well, maybe that was part of it.
00:53:21	Ross	Host	Okay.
00:53:22	Carrie	Host	That is stressful. And then afterward, the people who had been upright were in a better mood. They were less scared. They were more alert. And they had higher reported self esteem From what I could tell, this seems like it had just been single-blinded. But, anyway. You know, some suggestive results.
00:53:37	Ross	Host	Nice.
00:53:38	Carrie	Host	I should also mention—just in looking at all this data—I found something called the American Posture Institute. Just the funniest little outfit. It’s basically these two doctors. I’m just going to trust that they really are doctors.
00:53:53	Ross	Host	Okay.
00:53:54	Carrie	Host	Though they go by, “doctor firstname,” in both cases—
00:53:56	Ross	Host	Oh, alright <i>[makes some noncommittal sounds]</i> .
00:53:57	Carrie	Host	—which I always find a little weird. But they talk about their credentials in that dumb combining way, where they say, “ <i>[In a lower, declamatory voice]</i> Between the two of us, there are five PhDs, eight Master’s degrees, twenty courses from Harvard extension, threee certifications from the such-and-such institute.” It’s just so silly.
00:54:17	Ross	Host	Wow, okay.
00:54:18	Carrie	Host	So, anyway, that’s neither here nor there. But I became a big fan of the American Posture Institute and their very silly marketing.
00:54:26	Ross	Host	That—wow, okay. I tried looking up to see if there were, like, any PubMed articles talking about cortisol and testosterone levels in relation your posture.
00:54:36	Carrie	Host	Mm.
00:54:37	Ross	Host	I think <u>maybe</u> they’ve been looking at this one, that was looking at the effect of yoga poses, such as the cobra posture.
00:54:44	Carrie	Host	Cobra posture, you’re leaning way back. But, okay.
00:54:47	Ross	Host	Yeah. Okay, so they were looking at blood serum of healthy subjects who adopted the cobra posture.
00:54:53	Carrie	Host	And how is my serum when I do the cobra posture?
00:54:56	Ross	Host	Your cortisol is decreased by 11%.
00:54:59	Carrie	Host	<i>[Surprised]</i> Wow, okay.
00:55:00	Ross	Host	And testosterone is increased by 16%.
00:55:04	Carrie	Host	I wonder how that compares to just other forms of exercise.

00:55:07	Ross	Host	Yeah.
00:55:08	Carrie	Host	But, uh, good to know.
00:55:09	Ross	Host	That's the only one I found that mentioned those particular chemicals. There were a few other studies about, like, standing vs. sitting work station. They were saying that cognitive performance and workload were unaffected after 23 weeks of use. However, accuracy appeared to improve, and physiological stress appeared to be altered.
00:55:28	Carrie	Host	After use of what? A standing desk?
00:55:30	Ross	Host	Yeah, I believe so.
00:55:31	Carrie	Host	Okay.
00:55:32	Ross	Host	So, there were a few other tests looking at some things. But I'm not seeing exactly where Upright GO got that cortisol, testosterone claim, so—
00:55:38	Carrie	Host	Mm-hmm. Mm-hmm. Interesting.
00:55:39	Ross	Host	<i>[Carrie makes a few affirming sounds as Ross speaks.]</i>  —take that one with a grain of salt. But generally, having good posture is a good idea. And your body does a pretty good job of telling you when you're uncomfortable. So just be tuned into your body. And overall, you know, just be mindful. I think it's a good thing to think about.
00:55:57	Carrie	Host	And these are also things that are sort of on the upper end of being a lucky and healthy individual. If you naturally have a slouch, I don't think this is something you need to kill yourself over to fix.
00:56:06	Ross	Host	And, you know, when we're talking about studies, even when there are perceived advantages, they're probably subtle.
00:56:14	Carrie	Host	Yeah.
00:56:15	Ross	Host	This is just kind of a you-taking-care-of-you thing.
00:56:17	Carrie	Host	Yeah. But if this is something you care about, this is one way you can monitor it.
00:56:21	Ross	Host	And, you know, overall, giving them a thumbs-up.
00:56:23	Carrie	Host	Yeah, sure.
00:56:24	Ross	Host	But just for me, I didn't feel like there was enough of an advantage for me to just make them part of my daily routine.
00:56:31	Carrie	Host	Instead of a thumbs up, I'd give them one of these.
00:56:33	Ross	Host	Uh, Carrie is extending her hand. Actually, I kind of associate that post with, like, the—
00:56:38	Carrie	Host	Spiderman?
00:56:39	Ross	Host	Yeah, I was thinking a comic book cover where someone is generating—yeah, you might be shooting webs.
00:56:42	Carrie	Host	That's interesting. Yeah, like, well, so I think it's all in the face. When you have the same hand with this, where my nose is all scrunched up, it means like, "Meh. It's fine." But keep the same hand and go—

00:56:54	Ross	Host	There you go <i>[laughs]</i> .
00:56:56	Carrie	Host	—which is a very intense stare.
00:56:57	Ross	Host	Yeah, Carrie's fingers are splayed. Each one is pointing in a very different direction.
00:57:01	Carrie	Host	Yeah, that's interesting. This hand can mean either, "Meh," or intense power.
00:57:05	Ross	Host	Or, "I—" or, "I'm magic!"
00:57:07	Carrie	Host	<i>[Laughs]</i> And I mean, "Meh."
00:57:08	Ross	Host	"Meh."
00:57:09	Carrie	Host	It's fine.
00:57:10	Ross	Host	Okay, more, "meh," than magic.
00:57:11	Carrie	Host	Yeah. Well, what would you give this on a danger rating? Ten is something that's very dangerous. Like getting COVID-19—
			<i>[Ross groans.]</i>
			—and then training a big cat to be in your magic act—
00:57:25	Ross	Host	Oh, no. Aww.
00:57:26	Carrie	Host	—but not being so good at interacting with the cat.
00:57:29	Ross	Host	Aw, poor Rory.
00:57:30	Carrie	Host	And doing both those at the same time.
00:57:31	Ross	Host	Okay.
00:57:32	Carrie	Host	That's a ten.
00:57:33	Ross	Host	That's a ten.
00:57:34	Carrie	Host	And then one is something that's not that dangerous. Like, spilling some flour on your nice apron when you're making cookies.
00:57:41	Ross	Host	Yeah, I would say a one. I would say they're helpful if anything. You might find yourself—like me—sort of stressing the wrong muscles—
00:57:48	Carrie	Host	Mm-hmm.
00:57:49	Ross	Host	—uh, to maintain something that isn't quite the right posture and getting a little wigged out in your own mind, but that's something you can work through. How about you?
00:57:57	Carrie	Host	One.
00:57:58	Ross	Host	Alright.
00:57:59	Carrie	Host	It's not dangerous.
00:58:00	Ross	Host	Well—well—
00:58:01	Carrie	Host	Maybe, I mean, it's zero if you want. Whatever you want, listener.
00:58:03	Ross	Host	Look. Our scale is one to ten.

00:58:05	Carrie	Host	One.
00:58:06	Ross	Host	<i>[Chuckling]</i> Okay. I know it's confusing. What would you then give this on a pocket-drainer scale? Where one is something not very pocket-draining. Like, uh, your dog buys you a—  <i>[Carrie chuckles.]</i>  —a Mother's Day gift. And it's food for her.
00:58:22	Carrie	Host	Why, that just happened today!
00:58:24	Ross	Host	But you were probably gonna get her a snack anyway.
00:58:26	Carrie	Host	That's true. And your fiancé made the purchase.
00:58:30	Ross	Host	And ten is, you decide for Mother's Day to take your mother in a helicopter and fly across whatever country you live in.
00:58:39	Carrie	Host	Goodness. What am I? The Bachelor?
00:58:41	Ross	Host	Right. So that's a ten.
00:58:43	Carrie	Host	Okay. I do think it's expensive—I mean, hard to compare to a helicopter ride. But sort of ignoring the scale—  <i>[Ross chuckles.]</i>  —I think it's pretty expensive for what you're getting.
00:58:52	Ross	Host	Yeah. Mm-hmm.
00:58:53	Carrie	Host	No offense, uh, to my two friends who invented this. I think a six. That's if I'm talking about the Upright GO. The other thing, two.
00:59:02	Ross	Host	Oh, okay. Fair. Yeah, I feel like both of these are kind of devices where the person has thought, "Ah! I found something that's kind of helpful. And I'm gonna add a markup to that."
00:59:12	Carrie	Host	Mm-hmm.
00:59:13	Ross	Host	Yeah, I think maybe both of these were a bit overpriced for what they were.
00:59:17	Carrie	Host	Mm-hmm.
00:59:18	Ross	Host	I would say the Upright GO even more so. So, yeah. I'm with you. I'll say, yeah, somewhere in the six or seven range for the Upright GO. And what did you say for—
00:59:27	Carrie	Host	A two.
00:59:28	Ross	Host	Uh, three or four, I'll say. For the whole <i>[inaudible]</i> .
00:59:29	Carrie	Host	Okay. So, we're averaging out around four.
00:59:31	Ross	Host	Yeah.
00:59:32	Carrie	Host	Alright. What about on a pseudoscience rating, where one is something that's not pseudoscientific at all. So that would be something that's very scientific.
00:59:39	Ross	Host	Mm-kay.
00:59:40	Carrie	Host	Are you following me?

00:59:41	Ross	Host	Yeah. Something, like—well, this is probably going to be the gold standard of scientific evidence.
00:59:44	Carrie	Host	Yeah.
00:59:45	Ross	Host	So, something well-supported by mountains of evidence convergent from multiple fields of study.
00:59:49	Carrie	Host	Exactly. So, like, the climate has been changing for generations—
00:59:55	Ross	Host	Well, yes.
00:59:56	Carrie	Host	—but is accelerating in particular at this moment and humans had something to do with that.
01:00:01	Ross	Host	Oh, yes. That is correct.
01:00:02	Carrie	Host	Yeah.
01:00:03	Ross	Host	Okay.
01:00:04	Carrie	Host	That's a one. And then ten is something that's extremely pseudoscientific.
01:00:06	Ross	Host	Mmm.
01:00:07	Carrie	Host	Like the current coronavirus outbreak is actually a 5G attack.
01:00:13	Ross	Host	Mm-hmm. That was simultaneously leaked from a lab in China.
01:00:19	Carrie	Host	Mm-hmm. Correct. That's a ten.
01:00:20	Ross	Host	Okay. Yeah, I don't—I don't feel like there's really much in the way of extraordinary claims here. Like, you know, you could haggle over transmitters or hormones in the body. I'll say maybe two at most.
01:00:31	Carrie	Host	Yeah, I was gonna say two or three. This is, again—and we say this so many times—if anything, this is an issue of overselling.
01:00:38	Ross	Host	Right. Yeah. You're trying to make a lot of hay out of something that's a very subtle improvement. But, you know, if it's right for you, it's right for you.
01:00:46	Carrie	Host	Right.
01:00:47	Ross	Host	What would you give this on a creepiness scale, where one is something not creepy. That plant, over there. That's not creepy at all.
01:00:53	Carrie	Host	Oh, my pothos? Yeah.
01:00:54	Ross	Host	It's very—
01:00:55	Carrie	Host	It's beautiful.
01:00:56	Ross	Host	What is it called?
01:00:57	Carrie	Host	Pothos.
01:00:58	Ross	Host	I know I've seen those before.
01:00:59	Carrie	Host	Yeah, they're known for being very easy to care for.
01:01:02	Ross	Host	Broad leaves.
01:01:03	Carrie	Host	Mm-hmm.

01:01:04	Ross	Host	Friendly-looking plant. Whereas ten would be—oh, my goodness. I just started reading this book that was recommended on <i>Reading Glasses</i> . It's called, " <i>Hex</i> ." It's about this town where they have this witch.
01:01:15	Carrie	Host	Uh-huh. I think I heard about this on <i>Reading Glasses</i> , too. But go on.
01:01:17	Ross	Host	Okay. Yeah. And, you know, I won't—I won't share too many details, 'cause then it gets even creepier. But essentially, you move into this town. They try to discourage you from doing it. But then all of the sudden now, you have this witch who will just show up in random places. So at any time of the day, maybe she shows up in your bedroom.
01:01:32	Carrie	Host	Oh.
01:01:33	Ross	Host	Maybe she shows up in the living room. And she just stands there. You can't get rid of her.
01:01:36	Carrie	Host	<i>[Chuckling]</i> Oh, my god.
01:01:37	Ross	Host	You can't do anything about—
01:01:38	Carrie	Host	That's very creepy.
01:01:39	Ross	Host	Uh, yeah. And she's got—you know, like, her eyes and her mouth are sewn shut, and if you hear her too much, you'll want to kill yourself. And—
01:01:45	Carrie	Host	Oh, my God. Okay, is this a paper book that you have a copy of?
01:01:48	Ross	Host	Kindle book.
01:01:49	Carrie	Host	Aw, shoot. Okay.
01:01:50	Ross	Host	Or I'd totally lend it to you. It's—anyways, that's a ten.
01:01:52	Carrie	Host	Phew! Boy, it is.
01:01:53	Ross	Host	I—I just—I thought it was a brilliant conceit.
01:01:56	Carrie	Host	Yeah. Well, I will tell you my answer to that question. But this also reminds me that everyone should go to <a href="http://bookshop.org/shop/ohno">bookshop.org/shop/ohno</a> to see our, uh, suggested reading list!
01:02:06	Ross	Host	Yayyy!
01:02:07	Carrie	Host	We finally have one!
01:02:08	Ross	Host	Yayy!
01:02:09	Carrie	Host	And if you use that link to buy the books we recommended, you both support independent bookstores and support this show, 'cause we get a little cut for curating the list for you.
01:02:19	Ross	Host	Both those things are good.
01:02:21	Carrie	Host	Good!
01:02:22	Ross	Host	It's a work in progress. We'll keep adding more books. But it's got a lot of our favorites and things related to our investigations and things we bring up often on the show. So, check it out.

01:02:30	Carrie	Host	Yeah, check it out. Check, check, check, check, check, check. Okay, anyway. Um—
01:02:33	Ross	Host	<i>[Chuckles]</i> Now that we have a scale.
01:02:35	Carrie	Host	Uh, creepy. Okay, so the only thing that keeps coming to mind that's sort of in that realm for me is just how much we are bio-hacking ourselves at this point.
01:02:46	Ross	Host	Oh, yeah!
01:02:47	Carrie	Host	That, like, God, our lives are so good. At least people like you and I who, like, are relatively healthy, have jobs, etc, that we can obsess about the tiniest little details.
01:02:57	Ross	Host	<i>[Putting on a deep voice and upper-class accent]</i> Is my posture right?
01:02:58	Carrie	Host	Is my posture okay?
01:02:59	Ross	Host	<i>[Continuing in the voice]</i> Am I 2% too forward—yeah—
01:03:03	Carrie	Host	<i>[Enunciating]</i> I will add something to the top of my back that vibrates that tells me and then I will simply sit up.
01:03:07	Ross	Host	<i>[Same voice]</i> I have \$100 to—for that cause.
01:03:08	Carrie	Host	We're too good—yeah, exactly. And I can imagine, like, my grandmother looking forward in time and seeing me, like, looking at an app and being like, " <i>[In a panicked tone]</i> Ah, ugh! Slouch! Ugh! Okay, uh, now I have to correct that! Oh, uh, I'm learning this! Oh, boy, I—I'm doing 1% worse than my mental gains. Ahh!"
			<i>[Ross laughs.]</i>
			<i>[Regular tone]</i> I could see her being, like, "This is creepy and sad."
01:03:32	Ross	Host	Is this why I'm putting myself through college, so you can do this <i>[inaudible]</i> .
01:03:35	Carrie	Host	<i>[Chuckling]</i> Right. So.
01:03:37	Ross	Host	Okay.
01:03:38	Carrie	Host	With that in mind, I'll give it a two.
01:03:39	Ross	Host	I like that. Okay.
01:03:40	Carrie	Host	Still not that creepy.
01:03:41	Ross	Host	Well, and we also talked about the holster appearance of—
01:03:43	Carrie	Host	Oh, true. The holster is much more. That's like a five.
01:03:47	Ross	Host	I like your argument. You talked me up to a three.
01:03:50	Carrie	Host	Alright! Oh, I talked you past my own number <i>[laughs]</i> .
01:03:53	Ross	Host	Yeah. It was the slingshot effect. I like it. I like your description there.
01:03:59	Carrie	Host	What about hot drinks?
01:04:00	Ross	Host	Uh, no hot drinks came with my order.
01:04:02	Carrie	Host	<i>[Chuckling]</i> Mm-hmm. They should have.

01:04:03	Ross	Host	<i>[Chuckles]</i> And, uh, I don't think I enjoyed them any more sitting upright than I would have otherwise.
01:04:09	Carrie	Host	I guess if you were really slenched over you could choke.
01:04:12	Ross	Host	<i>[Giggles]</i> Sure.
01:04:13	Carrie	Host	So, hey.
01:04:14	Ross	Host	You know, thumb sideways.
01:04:16	Carrie	Host	<i>[Chuckles]</i> Yeah, neutral thumb.
01:04:18	Ross	Host	Well, thanks for joining us on this investigation. And, you know what? Maybe some of you out there are thinking, "I do want this in my life."
01:04:24	Carrie	Host	And you know what? We're not gonna stop you.
01:04:26	Ross	Host	Yeah, that's awesome.
01:04:27	Carrie	Host	That's fine. That's exactly what this device is. <u>Fine</u> .
01:04:30	Ross	Host	<i>[Laughs]</i> Right.
01:04:31	Carrie	Host	It's fine!
01:04:33	Ross	Host	I'm sure now that you've listened to this episode, you'll get hit with tons of ads for it. They'll come right back.
01:04:39	Carrie	Host	<i>[Laughs]</i> Yeah, I guess you're right.
01:04:40	Ross	Host	Or, just like the keywords in our episode.
01:04:41	Carrie	Host	Mm-hmm. Yeah, you're right.
01:04:42	Ross	Host	We hear—we hear that from people all the time. Like, "Why am I getting all these Rythmia ads all of the sudden?"
01:04:46	Carrie	Host	And that does not mean that your speaker is listening to you. That means that you are giving data you don't know you're giving through your internet activity.
01:04:54	Ross	Host	But thank you for listening to our show.
01:04:55	Carrie	Host	Yes
01:04:56	Ross	Host	And arming that pump
01:04:57	Carrie	Host	Exactly. Thank you for making this possible. Our theme music is by Brian Keith Dalton.
01:05:04	Ross	Host	Our editor is Victor Figueroa.
01:05:06	Carrie	Host	Our administrative manager is Ian Kremer.
01:05:08	Ross	Host	You can find us on social media, <a href="https://facebook.com/onrac">facebook.com/onrac</a> . O-N-R-A-C.
01:05:14	Carrie	Host	Or on Twitter, at <a href="https://twitter.com/ohnopodcast">twitter.com/ohnopodcast</a> .
01:05:18	Ross	Host	It's a good place to interact with us. Interact with other listeners to the show. Get, uh, ancillary articles and links and images.
01:05:27	Carrie	Host	Find out when I randomly throw things on my Etsy store for a few hours at a time.

01:05:32	Ross	Host	Sometimes she does.
01:05:33	Carrie	Host	Sometimes I do it. Sometimes I don't.
01:05:35	Ross	Host	You can also support us at <a href="https://MaximumFun.org/join">MaximumFun.org/join</a> or <a href="https://MaximumFun.org/donate">/donate</a> .
01:05:40	Carrie	Host	And you could also leave us a positive review. Do it on iTunes, for example, also known as Apple Podcasts. Or write it on your NextDoor app, and just tell your neighbors.
01:05:53	Ross	Host	<i>[Giggles quietly]</i> It's a little thing for you, hopefully. But it's a big thing for us.
01:05:55	Carrie	Host	That's right.
01:05:56	Ross	Host	It helps people find us. Helps us look well-liked by people.
01:05:59	Carrie	Host	<i>[Giggles]</i> Yeah, it's really a popularity contest out there.
01:06:01	Ross	Host	Well, you know, like, we cover a lot of topics.
01:06:04	Carrie	Host	Yeah.
01:06:05	Ross	Host	And, um, sometimes people just see that we came down not-their-way on one topic—
01:06:10	Carrie	Host	That's true.
01:06:11	Ross	Host	—and they give us a negative review just for that.
01:06:12	Carrie	Host	Yep, yep. That's true. That's true.
01:06:14	Ross	Host	So it would be nice for those of you who do enjoy our show to be heard.
01:06:18	Carrie	Host	And who have a bird's-eye view of the whole project.
01:06:21	Ross	Host	Yeah.
01:06:22	Carrie	Host	Not this little, tiny sliver.
01:06:24	Ross	Host	Think of the birds.
01:06:25	Carrie	Host	Think of the birds. I'm Ross Blocher. And remember:

**Pat James DeMentri (*Morning Q Live* episode February 14, 2018):** We think about, “Okay. I want to get in my steps during the day. How many of us actually think about the pressure that we’re putting on our abdomen. Or the strain that we’re putting on our spine throughout the day. Well, now you don’t have to. Because there’s an invention that’s going to do that for us. This is the Upright GO connected posture trainer. And this is something that I was super excited to be able to launch in *Morning Q Live*, with my friend Brooke this morning. Good morning!

**Brooke:** Hello! Good morning! Happy Valentine’s Day!

**Pat:** Hi! Happy Valentine’s Day. And you know what? What a great gift to be able to give to somebody. At any time of the year, to be able to give them something that can track their own health.

**Brooke:** Mm-hmm.

**Pat:** Now, we know Brooke Mills as one our friends who is an expert in personal care. But this is a company—this is their second item that they’ve brought to us here at QVC, and this is one that already has a popular following.

**Brooke:** They’re really—it—I’m so excited to bring this to you—

**Pat:** I know *[claps]*!

**Brooke:** —because it’s a tiny wearable device that’s actually going to train you to a better posture, because it vibrates every time you slouch. And it’s so simple to use, because so many of us, we are at our computers. We’re hunched over. Right? Or we are leaning over, looking at our phones, and some people may call it, “tech neck.” And it—you don’t have great posture when you do that. And it’s actually proven that bad posture may cause some discomfort in your lower back. Um, for me, I get the discomfort right by my shoulder blades.

**Pat:** Same.

**Brooke:** And I used to think it was my chair or where my monitor was lined up, when really it was just poor posture. And this is so simple to use. And I love how small it is.

**Pat:** I’ve been wearing it—

**Brooke:** Yeah!

**Pat:** —throughout the show this morning. And, let me tell you. You know when you put your phone on vibrate? It’s half of that intensity—

01:08:04	Clip	Clip	<p><b>Brooke:</b> Mm-hmm.</p> <p><b>Pat:</b> —when it gives you a little buzz, um, to let you know that you’re slouching a little bit. So when I do this, I feel a little buzz right on the base of my neck, like, a little bit lower, right on my spine. And it’s just a little gentle reminder—</p> <p><b>Brooke:</b> That’s right.</p> <p><b>Pat:</b> —kind of like your mom tapping you on the back going, “Hey, hey—“</p> <p><b>Brooke:</b> Exactly! Love that.</p> <p><b>Pat:</b> “—that’s enough now.”</p>
01:08:21	Music	Transition	<p>“Oh No, Ross and Carrie! Theme Song” by Brian Keith Dalton fades in quickly and plays through to the end.</p>
01:08:34	Promo	Promo	<p><b>Music:</b> Shouted vocals, “Hey!” kick off an upbeat rock instrumental featuring electric guitar and drums. The music quickly fades and continues to play below Jesse as he speaks.</p> <p><b>Jesse Thorn:</b> Hey, MaxFunsters, it’s Jesse Thorn. This week on my public radio interview show, <i>Bullseye</i>, I’m talking with Tina Fey and Robert Carlock about creating <i>Unbreakable Kimmy Schmidt</i>, <i>30 Rock</i>, and also just kind of why they’re the best at everything.</p> <p><b>Tina Fey:</b> There was a window of time when we would just go to awards things and pick up our prizes and party with the people from <i>Mad Men</i>.</p> <p><b>Jesse Thorn:</b> You can find <i>Bullseye</i> at <a href="https://MaximumFun.org">MaximumFun.org</a> or wherever you listen to podcasts. Just search for, “<i>Bullseye</i> with Jesse Thorn.”</p> <p><b>Music:</b> The song finishes with a guitar and drum flourish, followed by scattered cheers.</p>

01:09:12	Promo	Promo	<p><b>Speaker 1:</b> I listen to <i>Reading Glasses</i> because Brea and Mallory have great tips.</p> <p><b>Speaker 2:</b> My suggestion for book festivals is just go for one day.</p> <p><b>Speaker 3:</b> I listen for the author interviews.</p> <p><b>Speaker 4:</b> I was a huge Goosebumps fan.</p> <p><b>Brea/Mallory:</b> Yes!</p> <p><b>Speaker 4:</b> R.L. Stein was totally my jam!</p> <p><b>Speaker 5:</b> I don't even read. I just like their chemistry together.</p> <p><i>[Clip from an episode plays]</i></p> <p><b>Mallory:</b> Literally if on the back it said like, "this book made me shit my pants," I'd be like, "That's—I'm buying this book."</p> <p><b>Brea:</b> Yeah.</p> <p><b>Mallory:</b> Like, I think the problem with blurbs a lot of times—</p>
01:09:38	Promo	Promo	<p><b>Brea:</b> I like that we both want to crap ourselves over books.</p> <p><i>[Clip ends]</i></p> <p><b>Brea:</b> I'm Brea Grant.</p> <p><b>Mallory:</b> And I'm Mallory O'Meara.</p> <p><b>Brea:</b> We're <i>Reading Glasses</i> and we solve all your bookish problems every Thursday on Maximum Fun.</p>
01:09:50	Music	Transition	A cheerful guitar chord.
01:09:51	Speaker 1	Guest	<a href="http://MaximumFun.org">MaximumFun.org</a>
01:09:52	Speaker 2	Guest	Comedy and Culture.
01:09:54	Speaker 3	Guest	Artist owned—
01:09:55	Speaker 4	Guest	—Audience supported.