

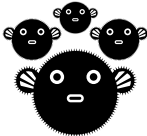
KALASHNIKOV AND GLOBEFISH



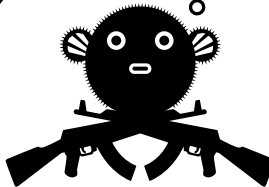
CLOSURE



DECEPTION



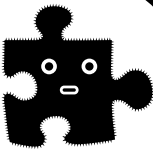
COOPERATION



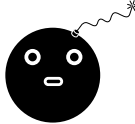
SEVEN DEFENSIVE
STRATEGIES



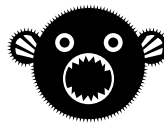
FLIGHT



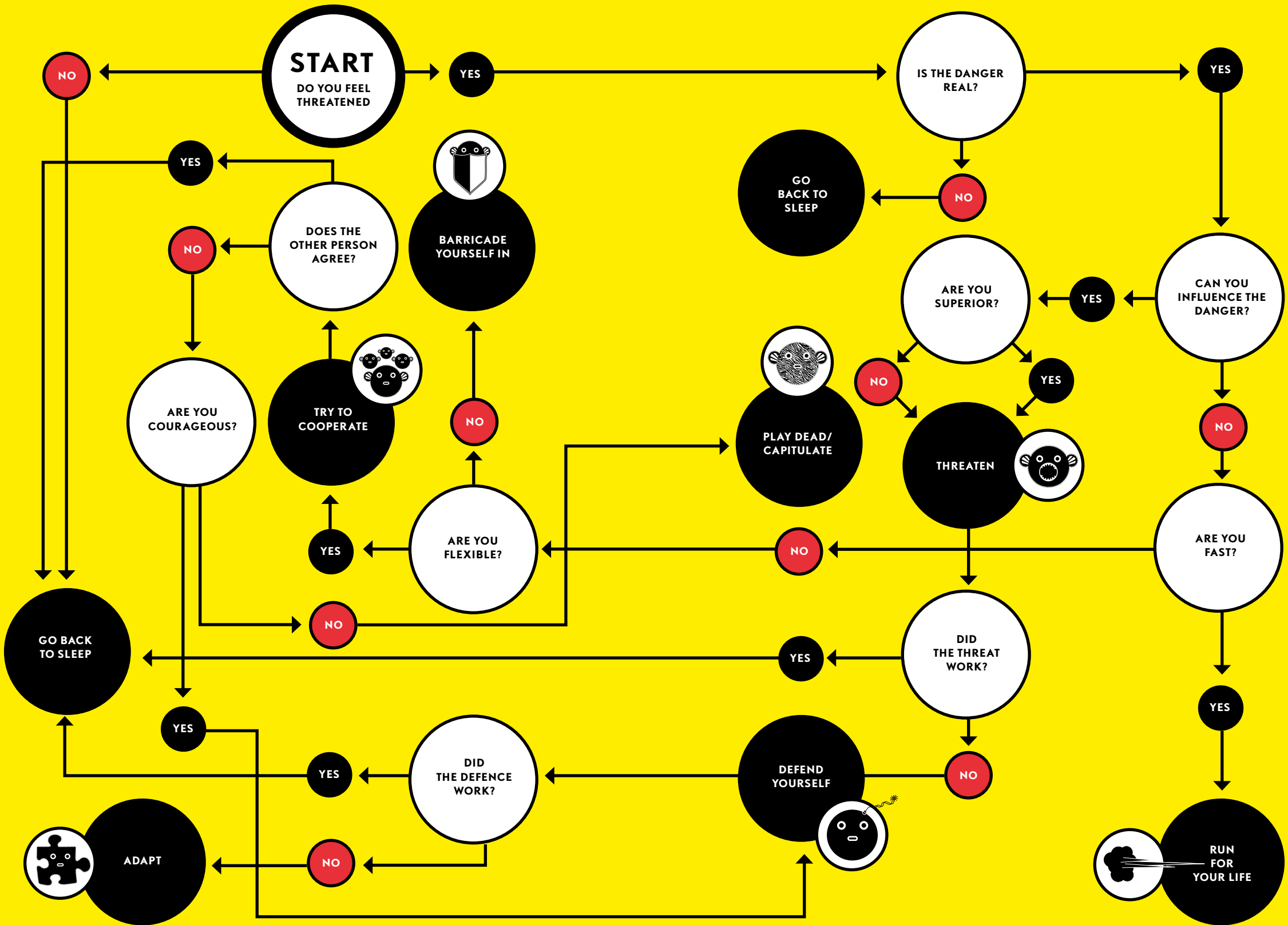
ADAPTATION



FIGHT



THREAT



START
DO YOU FEEL THREATENED

IS THE DANGER REAL?

CAN YOU INFLUENCE THE DANGER?

ARE YOU SUPERIOR?

GO BACK TO SLEEP

BARRICADE YOURSELF IN

PLAY DEAD/
CAPITULATE

THREATEN

ARE YOU COURAGEOUS?

TRY TO COOPERATE

ARE YOU FLEXIBLE?

ARE YOU FAST?

DID THE THREAT WORK?

DEFEND YOURSELF

DID THE DEFENCE WORK?

ADAPT

RUN FOR YOUR LIFE

GO BACK TO SLEEP

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

NO

NO

NO

NO

NO

NO

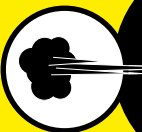
NO

NO

NO

NO

NO



YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

NO

NO

NO

NO

NO

NO

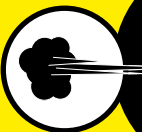
NO

NO

NO

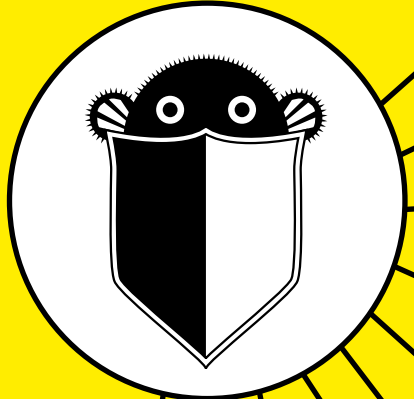
NO

NO



CLOSURE

Objective: to keep dangers out by building physical or psychological barriers.



PATENTS

The European Patent Office granted its first patent in 1978, its two hundred thousandth in 1992, and 50,000 in 2007.



ARMOUR

Chinese paper armour gives more protection than Europe's iron variety, because its layering principle allows the force of spear thrusts to be distributed all over the body.



CUSTOMS

The German Customs Office confiscated 291 million cigarettes, 6668 kg of marihuana, 776 kg of cocaine, 6273 military weapons and 169 kg of explosives in 2008.



FREE KICK WALL

Only 5 to 10% of free kicks find the goal.



PROTECTIONISM

A G20 member broke its promise not to use protectionist measures every three days on average in 2009.



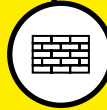
CELL WALL

A cell membrane is 5 millionths of a millimetre thick. An adult contains hundreds of trillions of these walls, which protect the cells from toxic molecules.



SHELTERS

Sweden and Finland take second and third place, with capacity to accommodate 81 and 70% of their populations respectively in shelters in cases of emergency. Switzerland, however, holds the world record: it had 114% cover in 2006.



PRISON

In the USA, 2.4% of the population is currently in jail.



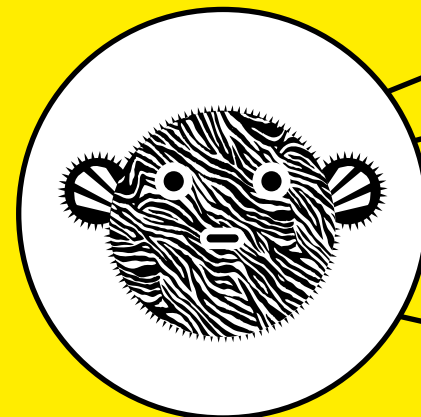
SUPERSTITION

85% of all US skyscrapers have no 13th floor. In Europe, two thirds of young people would not go into an exam without a good luck charm.



CHASTITY BELT

Some male spiders seal the female reproductive tract with a plug after copulation in order to defend their paternity. Human chastity belts, on the other hand, served primarily to protect against rape and prevent masturbation.

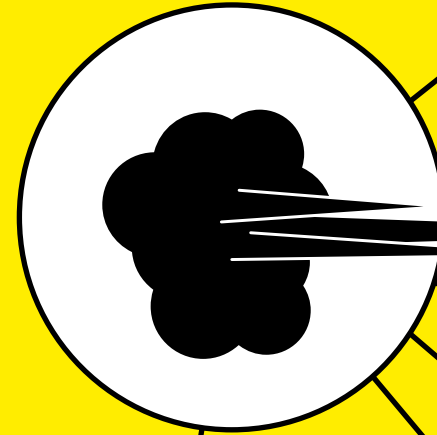


DECEPTION

Objective: to avoid attack by camouflage, setting dummies or bluffing.

FLIGHT

Objective: to evade an encounter with a threat by retreating to a safe refuge.



ALCOHOL

140 million people world-wide are dependent on alcohol. In the USA and Europe, 10-20% of men and 5-10% of women meet the criteria for alcoholism at least once in their lives.



MIGRATION

In 2011, 327,200 people applied for asylum in Europe, 19% more than in the previous year.



FICTIONAL WORLDS

Video games are played in 65% of US households - for an average of 8 hours per week.



SUICIDE

As a result of the economic crisis, the number of suicides in Greece in 2011 rose by 45% compared to the previous year.



WORKAHOLISM

More and more people in Japan are dying of overwork. There are already 350 centres for the treatment of workaholics.



EQUITY FLIGHT

In November 2011, investors withdrew EUR 25.4 billion net from equity investment funds Europe-wide.



LYING

A human being lies 200 times a day on average to ward off exclusion, trouble or effort.



OPTICAL CAMOUFLAGE

In WWI, zebra patterns on warships made it difficult to determine their size and course. Nowadays, zebra-style makeup can prevent recognition by face scanners.



DUMMIES

The Kaiser moth caterpillar passes its pupation period in a rolled-up leaf. To divert attention from itself, it prepares several such leaves as dummies. During WWII inflatable plastic Wehrmacht tanks, aircraft and trucks containing 1100 US soldiers were used to give the impression of a 30,000-man division.



CHEMICAL CAMOUFLAGE

The Pfeiffer influenza bacterium camouflages itself from the immune system as a harmless cell: it removes sialic acid from body cells and binds with it.



EYESPOTS

Some types of passion flower protect themselves from being eaten by caterpillars with markings that imitate butterfly larvae. Eyespots on fish or insects mimic the heads of larger creatures.

