

The Pop Ups. Stay seated. Three, two, one, ignition. Get ready for an adventure of magnificent proportion.

The Pop Ups. (Singing.) I don't know what you've been told, but we're in a golden age - so many discoveries that are jumping off the page. Wow in the world. Wow in the world. Wow in the world. Wow in the world. Wow in the world. Wow in the world. Wow in the world. Wow in the world.

The Pop Ups. With Guy and Mindy. We're on our way, Houston.

Mindy. You know, I gotta say Reg, turning my ice cream truck into a mini museum of our latest adventures, might be the best idea you've ever had.

Reggie. Coo.

Mindy. It's like a trip down memory lane!

Reggie. Coo Cooo.

(Soundbite of wings flapping.)

Mindy. I know! I'm so glad I never throw anything away! Look, we've got ticket stubs from when we went to see the world's slowest animals in that hundred-meter-not-a-dash...

Reggie. Coo coo.

Mindy. Oh! And look! A jar of oobleck from my swimming pool!

(Soundbite of squish.)

Mindy. Remember, Dennis tried to rollerblade through it?

Reggie. Coo coo. Coo coo coo.

Guy. (Calling from the outside.) Mindy? Uh...Mindy!

Mindy. Oh! It's Guy.

(Soundbite of doors sliding open.)

Mindy. Hey Guy Razy! Over here! Come check out my newly renovated ice cream truck!

Guy. Newly renovated ice cream...

(Soundbite of showcase-like music.)

Guy. What? Whoa!

Mindy. Read the new sign!

Guy. (Reading.) Wow...on...Wheels!

Mindy. Come on in!

(Soundbite of door opening.)

Mindy. We'll even roll out the red carpet for ya! Reggie?

Reggie. Coo!

Mindy. Hit the carpet!

Reggie. Coo coo!

(Soundbite of carpet rolling out.)

Guy. The red carpet? What in the...

Reggie. Coo!

Mindy. Step right up, Guy Raz, and behold...the Wow on Wheels!

Guy. This is incredible, Mindy! You've taken artifacts and mementoes of our last twenty scientific adventures and turned them into a tiny, curated museum collection.

Mindy. A tiny, curated museum collection...on wheels!

(Soundbite of ping.)

Guy. Is this really your old dilapidated ice cream truck? I mean, it's unrecognizable now!

Mindy. I know! And, it now runs on beetlejuice.

(Soundbite of thunk.)

Guy. What?

Mindy. You know! Exploding stars.

Reggie. Cool!

Mindy. And get this. Instead of ice cream, the soft serve machine now serves non-Newtonian oobleck.

(Soundbite of ice cream machine and crash.)

Mindy / Guy Raz / Reggie. Wahh! / Cool!

Guy. Blagh! Serves oobleck into my face!

Reggie. Cool!

Mindy. Yeah, we're still working out a few of the kinks.

Guy. Ooh! Egh. Well, so I guess my question is...why Mindy? I mean, why turn your ice cream truck into a rolling museum of our past adventures?

Mindy. Well I could tell you...

Guy. Yes?

Reggie. Cool!

Mindy. But I'd rather show you! I enlisted the world's slowest animals to carefully pull us around town in this thing, so that we don't fly over any bumps and spill the honey pots of bee barf I have on display.

Guy. You mean the sloth and salamander from the hundred-meter-not-a-dash are going to pull this thing!?

Mindy. Uh-huh!

Reggie. Coo!

Guy. Mindy, those creatures barely moved!

Mindy. Huh. Man you're right. (Gasp.) We'll just have Reggie drive!

Reggie. Coo coo.

Mindy. Here are the keys. Catch!

Reggie. Coo!

(Soundbite of engine starting.)

Guy. Is that... burning rubber I smell?

Mindy. Yep! Still runs like she used to!

(Soundbite of pat pat on the truck.)

Guy. (Groans.)

Reggie. Coo coo.

Guy. Uh, Mindy...I-

(Soundbite of ice cream truck music.)

Mindy. There we go. (On megaphone.) Ahem. Step right up! Step right up! And behold, the one and only Wow on Wheels! A rolling thunder of science and wonder!

(Soundbite of truck screeching to stop and enthusiastic crowd.)

Reggie. Coo!

Guy. Mindy...Mindy...are you really going to let people in to tour your tiny science museum? I mean, it's not even finished!

Mindy. Guy Raz, science is never finished!

Guy. Well okay, but...

(Soundbite of inspirational music builds.)

Mindy. You see, as humans, we are constantly learning and expanding our knowledge of the universe....and that learning just leads to more questions. More questions that lead to more scientific investigation!

Guy. Yes. Yes, I agree with that but...

Mindy. So to answer your question Guy Raz, no. My Wow on Wheels Museum is not finished.

Guy. Uh.

Mindy. It's also not insured...or safe.

Guy. Eh.

Mindy. But just like science, it is a global human endeavor.

Guy. Uh.

Mindy. And I'm calling on people from all over the world to participate in the process of building it and curating it! Now who's with me?

Reggie. Cooo!

(Inspirational music fades out.)

Guy. Uh huh. So what you're saying is you're getting tired of doing all of the work yourself, and you want the neighborhood people to do it for you?

Mindy. Yeah, pretty much.

Dennis. Knock knock!

Mindy / Guy. Dennis?

(Soundbite of truck door opening.)

Dennis. Whatcha doin' in here? Oh cool collectibles.

(Soundbite of truck door closing.)

Mindy. Dennis, welcome to Wow on Wheels! A rolling thunder of science and wonder!

Dennis. Oh. Ew.

Guy. Dennis, what do you have against science?

Dennis. It's not that I have anything against science, it's just that I don't believe in it.

Mindy / Guy. (Gasp.)

Reggie. Coooo!

Dennis. Like air for example. I mean, what even is it?!

Mindy. Gah!

Dennis. If I can't see it, I don't need it.

Guy. Okay.

Mindy. You know what Dennis, why don't you have Reggie show you around the museum, and I'll catch up with you in a minute.

Dennis. Oooh! a private tour! Is it VIP?

Reggie. Co.

Dennis. Reggie! I am very VIP!

Mindy. Okay Guy Raz, here's the deal. I just read this scientific study in the journal Cognition and Emotion.

Guy. Uh huh?

Mindy. And in this study, a researcher from the University of Rochester, named Jonathan Mcphetres, had this hypothesis, or educated guess, that

when humans are wowed, we become more aware of the things that we don't know.

Guy. Okay.

Mindy. And when we know what we don't know, we go off in search of filling those holes in our knowledge, and wanting to fill in those holes leads us to a bigger interest in science!

Guy. So in other words, wow or a sense of awe, can lead people to love science?

Mindy. Even the Dennises of the world.

Dennis. Oooh! Is this canned laughter?

(Soundbite of liquid shaking in can.)

Guy. Oh! Oh! I don't think you want to spray that!

Dennis. But I'm so curious!

Reggie. Coo!

Mindy. See, as Dennis checks out the artifacts that I've collected from all of our latest adventures, what he's experiencing is a sense of awe, or as I like to call it, wow!

(Soundbite of crab claws.)

Dennis. Aw! Is this a growling crab? How does it do that? Why do you growl, Mr. Crab? Are you mad?

(Soundbite of crab claws.)

Dennis. (Gasp.) He's crabby!

Reggie. Coo.

Guy. Interesting, and you know, come to think of it, as I'm observing Dennis, I'd say that awe is a similar emotion to surprise and extreme curiosity.

Mindy. Exactoritos! In fact, what we're witnessing right now is Dennis experiencing something that is far beyond the realm of his own imagination.

Guy. All of the science collected in this tiny museum!

Mindy. Right, and since his mind is so blown by what he doesn't yet understand, he's feeling the need to make sense of it all. To fill in those holes or gaps in his knowledge.

Guy. And so according to this study, that combination of awe and curiosity could lead him to science?

(Soundbite of crab claws.)

Dennis. Okay, Mr. Crabby Crab Pants, we're going to do a little experiment.

Reggie. Cooo.

Mindy. Whether he knows it or not.

(Soundbite of knocking on truck door.)

Grandma G-Force. Mindy? Mindy, are you in this buggy?

Thomas Fingerling. That's not a buggy, G-Force, it's a twenty foot multi-stop truck.

(Soundbite of knocking continues.)

Grandma G-Force. Ooh!

Thomas Fingerling. Hey, what year is this thing, a seventy-two?

Mindy. Grandma G-Force!

Guy. And Thomas Fingerling? Mindy, just like my microhouse, I'm not sure there's enough room in here for—

(Soundbite of truck door opening.)

Mindy. Welcome to Wow on Wheels! A rolling thunder of science and wonder! Why don't we get back to that study I was telling you about, okay?

Guy. Oh right, the one that suggests that experiencing a sense of awe, can lead to a greater interest in science?

Mindy. Yup! That's the one!

Guy. So did Dr. McPhetres conduct any experiments to test his hypothesis?

Mindy. Oh yeah, so as I mentioned earlier, his hypothesis was basically that when humans are wowed by something, we become more aware of what we don't know, which often leads us on a scientific quest to fill in the holes in our knowledge.

Guy. Which I'm assuming led him on a scientific quest.

Mindy. You know it!

(Soundbite of bats.)

Grandma G-Force. Now would ya look at these blood suckin' bats...

Thomas Fingerling. Gnarly!

(Soundbite of bees.)

Thomas Fingerling. I found my bees back from when that one day I lost my bees!

Dennis. And look at me!

(Soundbite of zap.)

Dennis. I am Static Man!

(Soundbite of thunder.)

Guy. (Slightly panicked.) Oh! Oh, please put that back Dennis...your Static Man cape is now part of the museum exhibit.

Dennis. Aww...

Mindy. Guy Raz, at this point, Dennis is part of the exhibit.

Dennis. Hooray!

Guy Raz / Reggie. Huh? / Coo?

Mindy. Anyhoo, back to the study. So, Dr. McPhetres conducted four experiments where he manipulated or attempted to sneakily control people's sense of awe by showing them amazing science videos.

Guy. And then I guess he was able to see how those videos made the groups of people feel?

Mindy. You got it!

Guy. Huh. Did the people know they were being manipulated?

Mindy. Well, not necessarily, but these people were participants in the study, so they knew that they were part of the experiment.

Guy. Gotcha.

Mindy. And for these experiments, he broke the participants into two basic groups. The awe groups and the control groups.

Guy. And just to be clear, a control group in an experiment is the group that's not being experimented on, but they don't necessarily know that, right?

Mindy. Right. So in this case, the control groups were not manipulated in any way. They were supposed to serve as groups of regular people who might not be feeling a lot of awe.

Guy. And I guess because the control group wasn't actually being experimented on, they could help the scientists measure how those cool videos affected the other groups that were being experimented on...the awe groups!

Mindy. You got it! And that's because the control groups gave the scientists something to compare the awe groups to. So in some of these experiments,

the awe groups were shown a 3D virtual video of the Aurora Borealis from the BBC's Planet Earth.

Guy. Oh I've seen that! It's incredible!

Mindy. Yeah, and the whole purpose of showing this particular video, was to spark a sense of wow and wonder in the participants.

(Soundbite of audience oohs and ahhs.)

Guy. Aha! An attempt to manipulate their sense of awe.

Mindy. A little scientific trickery.

Guy. Interesting.

Mindy. And in one of these awe groups, the researchers gave the participants a little extra information connected to the science in the video.

Guy. As an additional effort to stoke their sense of awe?

(Soundbite of audience oohs and ahhs.)

Mindy. Uh-huh.

Guy. But what about the control groups? Were they shown a video too?

Mindy. Well the control groups were also shown a video, but not one that was intended to manipulate their sense of wow and wonder. In fact, they were just shown a silly science video from the BBC's Walk on the Wild Side.

(Soundbite of video clip.)

BBC Animal One. What? Are you some sort of talking animal?

BBC Animal Two. Yeah.

BBC Animal One. Great! I'm a talking animal too.

BBC Animal Two. Nice one, mate.

Guy. And then?

Mindy. And then, afterwards, Dr. McPhetres had them answer a bunch of questions like “do you regularly ask yourself how the natural world works?” or “does this video make you realize how much you don’t know about nature?”

Guy. Okay.

Mindy. And then, in another part of the study, he offered each participant tickets to either a science museum or an art museum. And what he discovered was that sixty-eight percent...well over half of the people who had watched the awe-inspiring video, chose the science museum!

Guy. And only thirty-two percent chose the art museum?

Mindy. Exactoritos! Dr. McPhetres found that the awe-inspiring groups not only showed more feelings of awe, but that they also seemed to know what they didn’t know about the natural world.

Guy. And those two things combined, awe and knowing what you don’t know, lead to seeking out science to fill in the gaps! And that might be why they chose the science museum!

Mindy. Yep! Science helps us to fill in the gaps of knowledge we’re missing! Or as I like to call them...the I dunno holes! After reading this study, I was inspired to create this Wow on Wheels museum to help share all of the knowledge holes we’ve filled for ourselves through our scientific adventures!

Guy. With the hopes of inspiring others with the wow and wonder of science too?

Mindy. Bingo, Guy Raz! Now hand me my megaphone. I’m about to say something inspirational! Reggie? Re...Reggie?

Reggie. Coo?

Mindy. My mega...my megaphone?

Reggie. Coooo coo.

Mindy. Thank you very much.

(Soundbite of Wow on Wheels powering up and inspirational music.)

Mindy. (Through megaphone.) Science helps us to make sense of the world and our place in it. Science helps us to improve our lives! It helps us to solve problems and to prevent new ones.

(Soundbite of bystanders reacting.)

Guy. You're right, Mindy! It's because of awe-inspiring science that we have light bulbs and medicine and airplanes and machines that help us to connect with people halfway around the globe!

Mindy. (Through megaphone.) And the best part is, there's a never ending supply of wow and wonder to go around, which means we'll never ever ever run out of new discoveries!

(Soundbite of bystander applause and whoa.)

Guy. Well Mindy and Reggie, I think I see some empty space in the back of this Wow on Wheels. What do you say we start dreaming up our next big scientific adventure?

Mindy. Good idea, Guy Raz! See where our curiosity leads us!

Reggie. Coo.

Guy. Hey, Reg, you still have the keys to this truck?

(Soundbite of keys.)

Reggie. Coo coo coo coo coo.

Guy. Good, because—

Mindy. Eee! Eee! Eee! Eee!

Guy Raz / Mindy. Here we go!

(Soundbite of truck taking off.)