Genius 101 examines the many definitions of "genius," and the multiple domains in which it appears, including art, science, music, business, literature, and the media.

* Are geniuses born or made?
* How do psychologists measure "genius"?
* Is it "genius," or is it "madness"?

"Genius," contrary to common belief, is not strictly a matter of intelligence. Intellect, personality, creativity, even serendipity play a significant role in molding a genius. So, what does it mean to be a genius?

Dr. Simonton introduces the study of genius theory and the research supporting it, using non-scientific, accessible language—fit for a non-genius.