# **Nostalgia**

**Nostalgia is often the better part of memory. *(Robert J. Curcio)***

**Teenager to parents: “With this big nostalgia craze, folks, do you realize that you two are back in style?” *(Marty Links, United Feature Syndicate)***

**The bittersweet benefits of nostalgia: Feeling nostalgic is often seen as a sign of depression, but a growing body of research suggests that it actually wards off loneliness and anxiety, The New York Times reports. Wistfully recalling old memories, researchers have found makes people behave more generously and feel closer to their romantic partners. People are more likely to be nostalgic when it’s cold outside – and feeling that way tends to make them feel warmer, suggesting a possible reason why nostalgia evolved. “If you can recruit a memory to maintain physiological comfort, at least subjectively, that could be an amazing and complex adaptation,” says psychologist Tim Wildschut of the University of Southampton in England. He and his colleagues have found that nostalgic thoughts are remarkably similar across cultures, centering on memories of being surrounded by close friends at weddings, holidays, and other special moments. Such bittersweet reminiscences are often triggered by feelings of isolation and are most common among people experiencing a transition, such as young adults moving away from home or old people who’ve lost a spouse. Despite arising from a sense of loss, nostalgia seems to make us feel better. “It brings to mind cherished experiences,” says North Dakota State University psychologist Clay Routledge, “that assure us we are valued people who have meaningful lives.” *(The Week magazine, July 26, 2013)***

**The feeling of nostalgia can actually make you feel physically warmer.(2024 Mind-Bending Facts for Curious People, p. 226)**

**Nostalgia is a file that removes the rough edges from the good old days. *(Doug Larson, United Feature Syndicate)***

**Nostalgia is like a grammar lesson. You find the present tense and the past perfect. *(Orben’s Comedy Fillers)***

**The Greek word for “return” is nostos. Algos means “suffering.” So nostalgia is the suffering caused by an unappeased yearning to return. *(Milan Kundera)***

**Nostalgia is heroin for old people. *(Dara O’Briain, BBC host)***

**Nostalgia isn’t what it used to be. *(Peter De Vries, American author)***

**A trip to nostalgia now and then is good for the spirit, as long as you don’t set up housekeeping. *(Dan Bartolovic, KPUG-KNWR, Bellingham, Washington)***

**People seem to get nostalgic about a lot of things they weren’t so crazy about the first time around. *(Webster’s Crosswords)***

**Nostalgia is recalling the fun without reliving the pain. *(Quoted in National Enquirer)***

**Nostalgia is like sex: Every generation thinks it is discovering it for the first time. *(Michael Barrier, in Nation's Business)***

**Yahoo! All aboard for a nostalgia trip!: Yahoo is so uncool that it might be cool again, said Amanda Hoover in Business Insider. “After pioneering the early days of the internet,” the 30-year-old site became better known for its infamous missed connections (it “passed up a chance to buy Google” in 2002 and “missed a shot to acquire Facebook” for $1 billion in 2006). But lately it has been leaning into its age and seizing an opportunity as the public grows increasingly suspicious of handing over personal information to Meta and Google. Yahoo’s marketing team has been “making memes” about the ancient AOL instant messenger and “using dial-up internet sounds and Microsoft WorldArt in unhinged posts of Instagram and TikTok.” A physical purple button that “plays the iconic Yahooooo yodel” when pushed quickly sold out. It’s all part of a nostalgia tour to reconnect with Millennials who left Yahoo years ago but, just as they rediscovered “low-rise jeans, point-and-shoot digital cameras, and even flip phones,” might be willing to circle back. *(The Week magazine, February 7, 2025)***

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**\*\*\*\*\****