The lecture points out problems in the solutions provided in the article.

First, the article states that one- way glass is a solution. It intends to tell the birds that the building is a solid and they would not try to fly through it. However, the professor explains that the one-way glass works like a mirror- It reflects the view. The birds aren't smart enough to understand that the objects in the mirror are not real and they would try to fly into it. One-way glass does not stop bird's injuries.

Second, the professor talks about the harms of colorful designs on building. Colorful designs suppose warm the birds while leave openings for people to see through. The professor says the birds would see the opening as hole and they would try to fly into the holes. If the designers make the opening small enough to block the birds, it would also block the light and views in the building. The colorful designs do not work.

Finally, magnetic field is also proved inefficient. Birds do use their natural ability to sense Earth's magnetic fields, according to the professor, but only for long journeys such as migration. Through short distance, birds use their eyes and sense of light more over their sense of magnetic fields. The magnetic field method would not apply to the situation.

The professor states the three ways provided by the article are not solutions to birds injuries due to glass buildings.