

Bruce Hood The Self Illusion

Does drinking really kill brain cells? Does listening to Mozart make your baby smarter? For all the mileage we've gotten from our own brains, most of us have essentially no idea how they work. We're easily susceptible to myths (like the "fat 10% of our brains) and misconceptions (like the ones perpetrated by most Hollywood movies), probably because we've never known where to turn for the truth. But neurologists Sandra Aamodt and Sam Wang are glad to help. In this funny, we get a guided tour of our own minds, what they're made of, how they work, and how they can go wrong. Along the way, we get a host of diagrams, quizzes, and "cocktail party tips" that shed light on the questions we nag each other about. Injury make you forget your own name? Are dolphins smarter than chimpanzees?) Fun and surprisingly engrossing. Welcome to Your Brain shows you how your brain works, and how you can make it work better.

We're used to thinking about the self as an independent entity, something that we either have or are. In The Ego Tunnel, philosopher Thomas Metzinger claims otherwise: No such thing as a self exists. The conscious self is the content of a picture in our brain - an internal image, but one we cannot experience as an image. Everything we experience is "a virtual self in a virtual reality." But if the self is not "real," why and how did it evolve? How does the brain construct it? Do we still have personal autonomy, or moral accountability? In a time when the science of cognition is becoming as controversial as evolution, The Ego Tunnel provides a stunningly original take on the mystery of the mind.

What makes us social animals? Why do we behave the way we do? How does the brain influence our behaviour? The brain may have initially evolved to cope with a threatening world of beasts, limited food and adverse weather, but we now live in an equally unpredictable social landscape. In The Domesticated Brain, renowned psychologist Bruce Hood explores the relationship between the brain and social behaviour, looking for clues as to origins and operations of the mechanisms that bring us together. How do our brains enable us to live together, to raise children, and to learn and pass on information and culture? Combining social psychology with neuroscience, Hood provides an essential introduction to the hidden operations of the brain that explores what makes us who we are.

"Fascinating. Doidge's book is a remarkable and hopeful portrait of the endless adaptability of the human brain."—Oliver Sacks, MD, author of The Man Who Mistook His Wife for a Hat What is neuroplasticity? Is it possible to change your brain? Doidge's inspiring guide to the new brain science explains all of this and more An astonishing new science called neuroplasticity is overthrowing the centuries-old notion that the human brain is immutable, and proving that it is, in fact, positively malleable. Psychoanalyst, Norman Doidge, M.D., traveled the country to meet both the brilliant scientists championing neuroplasticity, its healing powers, and the people whose lives they've transformed—people whose mental limitations, brain injuries, and traumas were seen as unalterable. We see a woman born with half a brain that rewired itself to work as a whole, blind people who learn to see, learning disorders cured, IQs raised, aging brains rejuvenated, stroke patients learning to speak, cerebral palsy learning to move with more grace, depression and anxiety disorders successfully treated, and lifelong character traits changed. Using these marvelous stories to probe mysteries of the body, emotion, love, sex, culture, and education, Doidge has written an immensely moving, inspiring book that will permanently alter the way we look at our brains, human nature, and human potential.

The Brain That Changes Itself

Scienceblind

The Domesticated Brain

Why You Lose Your Car Keys but Never Forget How to Drive and Other Puzzles of Everyday Life

The Self Illusion

The Science of the Mind and the Myth of the Self

The Science of Enlightenment

A forefront neuroscientist identifies a high prevalence of belief in supernatural phenomena and superstition while explaining why people are innately subject to such beliefs, in an account that explores why superstitions promote societal bonding.

Humans are born to create theories about the world--unfortunately, they're usually wrong, and keep us from understanding the world as it really is Why do we catch colds? What causes seasons to change? And if you fire a bullet from a gun and drop one from your hand, which bullet hits the ground first? In a pinch we almost always get these questions wrong. Worse, we regularly misconstrue fundamental qualities of the world around us. In Scienceblind, cognitive and developmental psychologist Andrew Shtulman shows that the root of our misconceptions lies in the theories about the world we develop as children. They're not only wrong, they close our minds to ideas inconsistent with them, making us unable to learn science later in life. So how do we get the world right? We must dismantle our intuitive theories and rebuild our knowledge from its foundations. The reward won't just be a truer picture of the world, but clearer solutions to many controversies-around vaccines, climate change, or evolution-that plague our politics today.

This is an extended extract from The Self Illusion: Why There is No 'You' Inside Your Head. Most of us believe that we possess a self - an internal individual who resides inside our bodies, making decisions, authoring actions and possessing free will. The feeling that a single, unified, enduring self inhabits the body - the 'me' inside me - is compelling and inescapable. This is how we interact as a social animal and judge each other's actions and deeds. But that sovereignty of the self is increasingly under threat from science as our understanding of the brain advances.

Rather than a single entity, the self is really a constellation of mechanisms and experiences that create the illusion of the internal you. We only emerge as a product of those around us as part of the different storylines we inhabit from the cot to the grave. It is an every changing character, created by the brain to provide a coherent interface between the multitude of internal processes and the external world demands that require different selves.

While in grad school in the early 1990s, Chris Niebauer began to notice striking parallels between the latest discoveries in psychology, neuroscience, and the teachings of Buddhism, Taoism, and other schools of Eastern thought. When he presented his findings to a professor, his ideas were quickly dismissed as “pure coincidence, nothing more.” Fast-forward 20 years later and Niebauer is a PhD and a tenured professor, and the Buddhist-neuroscience connection he found as a student is practically its own genre in the bookstore. But according to Niebauer, we are just beginning to understand the link between Eastern philosophy and the latest findings in psychology and neuroscience and what these assimilated ideas mean for the human experience. In this groundbreaking book, Niebauer writes that the latest research in neuropsychology is now confirming a fundamental tenet of Buddhism, what is called Anatta, or the doctrine of “no self.” Niebauer writes that our sense of self, or what we commonly refer to as the ego, is an illusion created entirely by the left side of the brain. Niebauer is quick to point out that this doesn't mean that the self doesn't exist but rather that it does so in the same way that a mirage in the middle of the desert exists, as a thought rather than a thing. His conclusions have significant ramifications for much of modern psychological modalities, which he says are spending much of their time trying to fix something that isn't there. What makes this book unique is that Niebauer offers a series of exercises to allow the reader to experience this truth for him- or herself, as well as additional tools and practices to use after reading the book, all of which are designed to change the way we experience the world—a way that is based on being rather than thinking.

The Ego Tunnel

Welcome to Your Brain

This Idea Must Die

Why Our Intuitive Theories About the World Are So Often Wrong

There Is No You

Willpower

Seeing Through the Illusion of the Self

Explains how self-delusion is part of a person's psychological defense system, identifying common misconceptions people have on topics such as caffeine withdrawal, hindsight, and brand loyalty.

The Self Illusion is about the science of self—the truth behind the illusion that we all share, that we exist as individuals inside our bodies and are in control of our own thoughts and behaviours. Recent developments in neuroscience tell us that we are a multitude of unconscious mechanisms interpreting the world but largely under the influence of those around us. We are not the individuals we think we are. The truth, that we are not truly individuals but are instead the product of the collective imagination, may startle many readers who fervently believe that they are in full control of who they are and what they do. Bruce Hood, a world-renowned expert on the brain, reaches deep into our evolutionary past to find out what makes us tick.

Next, he shares his own fascinating research about child development and ultimately takes us inside our heads to explain how and why we act the way we do, even in the new frontier of Twitter and Facebook. The Self Illusion is a highly accessible, often entertaining and ultimately provocative book about the nature of you, yourself and I.

Wonderful. Illuminating. Full of insight, beauty and-humor. –David Eagleman, author of Incognito and Sum The Self Illusion is about the science of self—the truth behind the illusion that we all share, that we exist as individuals inside our bodies and are in control of our own thoughts and behaviours. Recent developments in neuroscience tell us that we consist of a multitude of unconscious mechanisms interpreting the world, yet we are largely under the influence of those around us. We are not the individuals we think we are. The truth—that our self is a narrative our brain creates—may startle those of us who fervently believe that we are in full control of who we are and what we do. Bruce Hood, a world-renowned expert on the brain, reaches deep into our evolutionary past to find out what makes us tick. He reveals fascinating original research about child development and ultimately takes us inside our own heads to explain how and why we act the way we do, even in the new frontier of Twitter and Facebook. The Self Illusion is a highly accessible, often entertaining and ultimately provocative book about the nature of you, yourself and I.

Most of us believe that we are an independent, coherent self--an individual inside our head who thinks, watches, wonders, dreams, and makes plans for the future. This sense of our self may seem incredibly real but a wealth of recent scientific evidence reveals that it is not what it seems--it is all an illusion.In The Self Illusion, Bruce Hood reveals how the self emerges during childhood and how the architecture of the developing brain enables us to become social animals dependent on each other. Humans spend proportionally the greatest amount of time in childhood compared to any other animal. It's not only to learn from others, Hood notes, but also to learn to become like others. We learn to become our self. Even as adults we are continually developing and elaborating this story, learning to become different selves in different situations--the work self, the home self, the parent self. Moreover, Hood shows that this already fluid process--the construction of self--has dramatically changed in recent years. Social networking activities--such as blogging, Facebook, LinkedIn, and Twitter--are fast becoming socialization on steroids. The speed and ease at which we can form alliances and relationships are stripping the same selection processes that shaped our self prior to the internet era. Things will never be the same again in the online social world. Hood offers our first glimpse into this unchartered territory.Who we are is, in short, a story of our self--a narrative that our brain creates. Like the science fiction movie, we are living in a matrix that is our mind. But Hood concludes that though the self is an illusion, it is an illusion we must continue to embrace to live happily in human society.

Super Learning

Perv

Kluge

A toolkit for optimising your study, work, and life!

Possessed

Why We Never Think Alone

The Science of Accelerated Learning

The author of the bestselling You Are Not So Smart shares more discoveries about self-delusion and irrational thinking, and gives readers a fighting chance at outsmarting their not-so-smart brains David McRaney's first book, *You Are Not So Smart*, evolved from his wildly popular blog of the same name. A mix of popular psychology and trivia, McRaney's insights have struck a chord with thousands, and his blog--and now podcasts and videos--have become an Internet phenomenon. Like *You Are Not So Smart*, *You Are Now Less Dumb* is grounded in the idea that we all believe ourselves to be objective observers of reality--except we're not. But that's okay, because our delusions keep us sane. Expanding on this premise, McRaney provides eye-opening analyses of fifteen more ways we fool ourselves every day, including: *The Misattribution of Arousal* (Environmental factors have a greater affect on our emotional arousal than the person right in front of us) *Sunk Cost Fallacy* (We will engage in something we don't enjoy just to make the time or money already invested "worth it") *Deindividuation* (Despite our best intentions, we practically disappear when subsumed by a mob mentality) *McRaney also reveals the true price of happiness, why Benjamin Franklin was such a badass, and how to avoid falling for our own lies. This smart and highly entertaining book will be wowing readers for years to come.*

This introductory psychology textbook focuses on 'mind bugs' - foibles of the mind that are intrinsically fascinating and provide fundamental insights into how the mind works. It outlines the most essential research in psychology and neuroscience.

In this witty and perceptive debut, a former editor at Psychology Today shows us how magical thinking makes life worth living. Psychologists have documented a litany of cognitive biases- misperceptions of the world-and explained their positive functions. Now, Matthew Hutson shows us that even the most hardcore skeptic indulges in magical thinking all the time-and it's crucial to our survival. Drawing on evolution, cognitive science, and neuroscience, Hutson shows us that magical thinking has been so useful to us that it's hardwired into our brains. It encourages us to think that we actually have free will. It helps make us believe that we have an underlying purpose in the world. It can even protect us from the paralyzing awareness of our own mortality. In other words, magical thinking is a completely irrational way of making our lives make rational sense. With wonderfully entertaining stories, personal reflections, and sharp observations, Hutson reveals our deepest fears and longings. He also assures us that it is no accident his surname contains so many of the same letters as this imprint.

Failed an exam, bungled an interview, screwed up a relationship, broken your diet, or stuffed up at work? Yur brain is the key to getting back on track. Change your life for the better. Learn how to 'rubberise' your brain, making it more flexible and resilient. Deal with challenges in an optimal way, and 'bounce' back from adversity. Your brain controls your conscious thoughts and behaviours, like deciding whether to study or party, or whether to get two scoops of gelato or six. And when you find yourself doing things that you wish you hadn't done (like all that gelato), it's likely your brain has indulged in what psychological scientists call suboptimal thinking. Essentially, your brain doesn't always deliver the kind of thinking that leads to desired positive outcomes, such as maintaining supportive friendships, and doing well in your work, studies and social life. But you and your brain can do better. In this book, five leading psychological educators show you simple tools derived from solid science covering everything from positive psychology to goal setting, from mindfulness to CBT, and from emotional regulation to moral reasoning, to optimise your thinking. Using a model they have developed over years of study and application you can discover how resilience and psychological flexibility combine to allow you to choose ways of thinking in response to different situations that will produce the best outcome for you for that situation. Read this book and learn how to optimally tackle issues of motivation, stress, time-management, and relationship maintenance. Your mind will be clearer and your life better.

The Things That Nobody Knows

How Neuropsychology Is Catching Up to Buddhism

The Knowledge Illusion

Stories of Personal Triumph from the Frontiers of Brain Science

You are Not So Smart

Why There is No 'You' Inside Your Head

A Guide for Occupants

Superstitious habits are common. Do you ever cross your fingers, knock on wood, avoid walking under ladders, or step around black cats? Sentimental value often supersedes material worth. If someone offered to replace your childhood teddy bear or wedding ring with an exact replica, would you do it?

Nearly every religion, philosophy, and worldview has one belief in common - they all subscribe to the "I" myth, the idea that there is some "I" at the core of each person. This universal fallacy is the root of all human misery and suffering. It is the aim of this book to show how being as an "I" or "you" exists. With any luck, it will be disastrous to your sense of self.

One of the world's most esteemed and influential psychologists, Roy F. Baumeister, teams with New York Times science writer John Tierney to reveal the secrets of self-control and how to master it. "Deep and provocative analysis of people's battle with temptation into understanding willpower: why we have it, why we don't, and how to build it. A terrific read." —Ravi Dhar, Yale School of Management, Director of Center for Customer Insights Pioneering research psychologist Roy F. Baumeister collaborates with New York Times columnist John Tierney to revolutionize our understanding of the most coveted human virtue: self-control. Drawing on cutting-edge research and the wisdom of real-life experts, Willpower shares lessons on how to focus our strength, resist temptation, and redirect our energy to be realistic when setting goals, monitor their progress, and how to keep faith when they falter. By blending practical wisdom with the best of recent research science, Willpower makes it clear that whatever we seek—from happiness to good health to financial success—we can achieve our goals without first learning to harness self-control.

A playful and diverting, yet always scientifically rigorous look at those simple mysteries that are yet to be solvedWhy are so many giraffes gay? Has human evolution stopped? Where did our alphabet come from? Can robots become self-aware? Can lobsters feel pain? sight? What goes on inside a black hole? Are cell phones bad for us? Why can't we remember anything from our earliest years? Full of the mysteries of life, the universe, and everything, this is a fascinating and unputdownable exploration of the limits of human knowledge, its history and culture, and the universe beyond.

No Self, No Problem

The Universe in a Nutshell

What the neuroscience of magic reveals about our brains

Psychology

Offline

Why We Believe in the Unbelievable

A Pelican Introduction

*What can magic tell us about ourselves and our daily lives? If you subtly change the subject during an uncomfortable conversation, did you know you're using attentional 'misdirection', a core technique of magic? And if you've ever bought an expensive item you'd sworn never to buy, you were probably unaware that the salesperson was, like an accomplished magician, a master at creating the 'illusion of choice'. Leading neuroscientists Stephen Macknik and Susana Martinez-Conde meet with magicians from all over the world to explain how the magician's art sheds light on consciousness, memory, attention, and belief. As the founders of the new discipline of *NeuroMagic*, they combine cutting-edge scientific research with startling insights into the tricks of the magic trade. By understanding how magic manipulates the processes in our brains, we can better understand how we work - in fields from law and education to marketing, health and psychology - for good and for ill.*

The bestselling editor of This Explains Everything brings together 175 of the world's most brilliant minds to tackle Edge.org's 2014 question: What scientific idea has become a relic blocking human progress? Each year, John Brockman, publisher of Edge.org—"The world's smartest website" (The Guardian)—challenges some of the world's greatest scientists, artists, and philosophers to answer a provocative question crucial to our time. In 2014 he asked 175 brilliant minds to ponder: What scientific idea needs to be put aside in order to make room for new ideas to advance? The answers are as surprising as they are illuminating. In : Steven Pinker dismantles the working theory of human behavior Richard Dawkins renounces essentialism Sherry Turkle reevaluates our expectations of artificial intelligence Geoffrey West challenges the concept of a "Theory of Everything" Andrei Linde suggests that our universe and its laws may not be as unique as we

think Martin Rees explains why scientific understanding is a limitless goal Nina Jablonski argues to rid ourselves of the concept of race Alan Guth rethinks the origins of the universe Hans Ulrich Obrist warns against glorifying unlimited economic growth and much more. Profound, engaging, thoughtful, and groundbreaking, This Idea Must Die will change your perceptions and understanding of our world today . . . and tomorrow.

Are you still the person who lived fifteen, ten or five years ago? Fifteen, ten or five minutes ago? Can you plan for your retirement if the you of thirty years hence is in some sense a different person? What and who is the real you? Does it remain constant over time and place, or is it something much more fragmented and fluid? Is it known to you, or are you as much a mystery to yourself as others are to you?With his usual wit, infectious curiosity and bracing scepticism, Julian Baggini sets out to answer these fundamental and unsettling questions. His fascinating quest draws on the history of philosophy, but also anthropology, sociology, psychology and neurology; he talks to theologians, priests, allegedly reincarnated Lamas, and delves into real-life cases of lost memory, personality disorders and personal transformation; and, candidly and engagingly, he describes his own experiences. After reading The Ego Trick, you will never see yourself in the same way again.

Make learning: painless, exciting, habitual, and self-motivating. Absorb info like a human sponge. We’ve never been taught how to learn, and that’s a shame. This book is the key to reversing all the misconceptions you have and making learning fun again. Scientifically-proven, step-by-step methods for effective learning. Smart Learning is not a textbook - it’s a guidebook for your journeys in learning. It will show you the most effective methods, the pitfalls we must avoid, and the habits we must cultivate. This book is highly organized and addresses all phases of the learning process, from creating a positive environment, to the biological basis of memory, to learning theories, and more. It borrows from multiple scientific disciplines to present comprehensive techniques to simply learn more, faster. Master your approach and save countless hours. Peter Hollins has studied psychology and peak human performance for over a dozen years and is a bestselling author. He has worked with a multitude of individuals to unlock their potential and path towards success. His writing draws on his academic, coaching, and research experience. Smarter, faster, and better ways to achieve expertise. •The physical and psychological pre-conditions to effective learning. •How our memory works and how to make it work for you. •The learning techniques that work - with evidence. •How to never need to cram again. •Why Einstein loved to play violin while working. •The learning mistakes you are probably committing right now. Outpace others, beat the competition, and get where you want to go in record time.

How Irrational Beliefs Keep Us Happy, Healthy, and Sane

501 Mysteries of Life, the Universe and Everything

Why We Want More Than We Need

Self Illusion

How the Social Brain Creates Identity

Scientific Theories That Are Blocking Progress

The Body

An all-encompassing guide to skeptical thinking from podcast host and academic neurologist at Yale University School of Medicine Steven Novella and his SGU co-hosts, which Richard Wiseman calls "the perfect primer for anyone who wants to separate fact from fiction." It is intimidating to realize that we live in a world overflowing with misinformation, bias, myths, deception, and flawed knowledge. There really are no ultimate authority figures—no one has the secret, and there is no place to look up the definitive answers to our questions (not even Google). Luckily, The Skeptic's Guide to the Universe is your map through this maze of modern life. Here Dr. Steven Novella—along with Bob Novella, Cara Santa Maria, Jay Novella, and Evan Bernstein—will explain the tenets of skeptical thinking and debunk some of the biggest scientific myths, fallacies, and conspiracy theories—from anti-vaccines to homeopathy, UFO sightings to N- rays. You'll learn the difference between science and pseudoscience, essential critical thinking skills, ways to discuss conspiracy theories with that crazy co-worker of yours, and how to combat sloppy reasoning, bad arguments, and superstitious thinking. So are you ready to join them on an epic scientific quest, one that has taken us from huddling in dark caves to setting foot on the moon? (Yes, we really did that.) DON'T PANIC! With The Skeptic's Guide to the Universe, we can do this together. "Thorough, informative, and enlightening, The Skeptic's Guide to the Universe inoculates you against the frailties and shortcomings of human cognition. If this book does not become required reading for us all, we may well see modern civilization unravel before our eyes." -- Neil deGrasse Tyson "In this age of real and fake information, your ability to reason, to think in scientifically skeptical fashion, is the most important skill you can have. Read The Skeptics' Guide Universe; get better at reasoning. And if this claim about the importance of reason is wrong, The Skeptics' Guide will help you figure that out, too." -- Bill Nye

The author explores recent scientific breakthroughs in the fields of supergravity, supersymmetry, quantum theory, superstring theory, and p-branes as he searches for the Theory of Everything that lies at the heart of the cosmos.

Are you being digitally manipulated? Regain control of your life! Did you know that tech giants like Apple, Google and Facebook use "brain hacks" to get you and your children hooked on their products? And that these techniques "rewire" your brain to create compulsive subconscious habits that play havoc with your focus and ability to make rational decisions? Offline takes you on a fascinating and eye-opening journey into the tsunami of behavioral change created by tech giants based on the use of neuroplasticity, social engineering and digitally driven subconscious manipulation. Dr. Imran Rashid and Soren Kenner explain the biological and psychological mechanisms used to capture and resell your attention to others, and reveal the early warning signs of an unhealthy (and even potentially life-threatening) digital lifestyle. Dive in and learn more about: "Addictive design" that tampers with your brain and your ability to focus. "Echo-chamber effects," cognitive bias and FOMO (fear of missing out). How Social media grouping mechanisms changes your perception of reality. How depleting your self-control leads to poor decisions in your professional and personal life. How to resist "digital pollution" as an individual and as a family. Technology is a powerful tool, but you need to learn how to use it right. Too much digital pollution in your life can lead to stress, sleep disturbance, attention deficits and reduced concentration. Offline shows you how to master "FLOW" — a new science-based life-structuring-method that helps you take charge and benefit from technology while avoiding the pitfalls of living in a digital age. Learn to use your smartphone and enjoy social media while staying focused, relaxed and happy. You don't have to disown all technology, but technology doesn't need to own you. Learn how you and your children can use smartphones and tablets without falling prey to digital pollution.

How is it that we can recognize photos from our high school yearbook decades later, but cannot remember what we ate for breakfast yesterday? And why are we inclined to buy more cans of soup if the sign says "LIMIT 12 PER CUSTOMER" rather than "LIMIT 4 PER CUSTOMER?" In Kluge, Gary Marcus argues convincingly that our minds are not as elegantly designed as we may believe. The imperfections result from a haphazard evolutionary process that often proceeds by piling new systems on top of old ones—and those systems don't always work well together. The end product is a "kluge," a clumsy, cobbled-together contraption. Taking us on a tour of the essential areas of human experience—memory, belief, decision making, language, and happiness—Marcus unveils a fundamentally new way of looking at the evolution of the human mind and simultaneously sheds light on some of the most mysterious aspects of human nature.

Touching a Nerve: Our Brains, Our Selves

Fundamental Issues

Free Your Mind from Smartphone and Social Media Stress

How They Affect Genes, Change the Brain, and Impact Our World

How the Developing Brain Creates Supernatural Beliefs

Advanced Strategies for Quicker Comprehension, Greater Retention, and Systematic Expertise

The Skeptics' Guide to the Universe

Most of us believe that we are unique and coherent individuals, but are we? The idea of a "self" has existed ever since humans began to live in groups and become sociable. Those who embrace the self as an individual in the West, or a member of the group in the East, feel fulfilled and purposeful. This experience seems incredibly real but a wealth of recent scientific evidence reveals that this notion of the independent, coherent self is an illusion - it is not what it seems.

Reality as we perceive it is not something that objectively exists, but something that our brains construct from moment to moment, interpreting, summarizing, and substituting information along the way. Like a science fiction movie, we are living in a matrix that is our mind. In The Self Illusion, Dr. Bruce Hood reveals how the self emerges during childhood and how the architecture of the developing brain enables us to become social animals dependent on each other. He explains that self is the product of our relationships and interactions with others, and it exists only in our brains. The author argues, however, that though the self is an illusion, it is one that humans cannot live without. But things are changing as our technology develops and shapes society. The social bonds and relationships that used to take time and effort to form are now undergoing a revolution as we start to put our self online. Social networking activities such as blogging, Facebook, LinkedIn and Twitter threaten to change the way we behave. Social networking is fast becoming socialization on steroids. The speed and ease at which we can form alliances and relationships is outstripping the same selection processes that shaped our self prior to the internet era. This book ventures into uncharted territory to explain how the idea of the self will never be the same again in the online social world.

A trailblazing philosopher's exploration of the latest brain science—and its ethical and practical implications. What happens when we accept that everything we feel and think stems not from an immaterial spirit but from electrical and chemical activity in our brains? In this thought-provoking narrative—drawn from professional expertise as well as personal life experiences—trailblazing neurophilosopher Patricia S. Churchland grounds the philosophy of mind in the essential ingredients of biology. She reflects with humor on how she came to harmonize science and philosophy, the mind and the brain, abstract ideals and daily life. Offering lucid explanations of the neural workings that underlie identity, she reveals how the latest research into consciousness, memory, and free will can help us reexamine enduring philosophical, ethical, and spiritual questions: What shapes our personalities? How do we account for near-death experiences? How do we make decisions? And why do we feel empathy for others? Recent scientific discoveries also provide insights into a fascinating range of real-world dilemmas—for example, whether an adolescent can be held responsible for his actions and whether a patient in a coma can be considered a self. Churchland appreciates that the brain-based understanding of the mind can unsettle even our greatest thinkers. At a conference she attended, a prominent philosopher cried out, "I hate the brain; I hate the brain!" But as Churchland shows, he need not feel this way. Accepting that our brains are the basis of who we are liberates us from the shackles of superstition. It allows us to take ourselves seriously as a product of evolved mechanisms, past experiences, and social influences. And it gives us hope that we can fix some grievous conditions, and when we cannot, we can at least understand them with compassion.

"In an account chock full of real-world examples reinforced by experimental research, Hood's marvelous book is an important contribution to the psychological literature that is revealing the actuality of our very irrational human nature." — Science In the vein of Malcolm Gladwell's Blink, Mary Roach's Spook, and Dan Ariely's Predictably Irrational, The Science of Superstition uses hard science to explain pervasive irrational beliefs and behaviors: from the superstitious rituals of sports stars, to the depreciated value of houses where murders were committed, to the adoration of Elvis.

Self and identity have been important yet volatile notions in psychology since its formative years as a scientific discipline. Recently, psychologists and other social scientists have begun to develop and refine the conceptual and empirical tools for studying the complex nature of self. This volume presents a critical analysis of fundamental issues in the scientific study of self and identity. These chapters go much farther than merely taking stock of recent scientific progress. World-class social scientists from psychology, sociology and anthropology present new and contrasting perspectives on these fundamental issues. Topics include the personal versus social nature of self and identity, multiplicity of selves versus unity of identity, and the societal, cultural, and historical formation and expression of selves. These creative contributions provide new insights into the major issues involved in understanding self and identity. As the first volume in the Rutgers Series on Self and Social Identity, the book sets the stage for a productive second century of scientific analysis and heightened understanding of self and identity. Scholars and advanced students in the social sciences will find this highly informative and provocative reading. Dr. Richard D. Ashmore is a professor and Dr. Lee Jussim is an associate professor in the Department of Psychology at Rutgers University, New Brunswick, New Jersey.

Rediscovering the Greatest Human Strength

The Ego Trick

How to Know What's Really Real in a World Increasingly Full of Fake

You Are Now Less Dumb

The Self Illusion: Why There is No 'You' Inside Your Head (Extract)

Why You Have Too Many Friends on Facebook, why Your Memory is Mostly Fiction, and 46 Other Ways You're Deluding Yourself

The Science of Consequences

Actions have consequences--and the ability to learn from them revolutionized life on earth. While it's easy enough to see that consequences are important (where would we be without positive reinforcement?), few have heard there's a science of consequences, with principles that affect us every day. Despite their variety, consequences appear to follow a common set of scientific principles and share some similar effects in the brain--such as the "pleasure centers." Nature and nurture always work together, and scientists have demonstrated that learning from consequences predictably activates genes and restructures the brain. Applications are everywhere--at home, at work, and at school, and that's just for starters. Individually and societally, for example, self-control pits short-term against long-term consequences. Ten years in the making, this award-winning book tells a tale ranging from genetics to neurotransmitters, from emotion to language, from parenting to politics, taking an inclusive interdisciplinary approach to show how something so deceptively simple can help make sense of so much.

" Enlightenment " —is it a myth or is it real? In every spiritual tradition, inner explorers have discovered that the liberated state is in fact a natural experience, as real as the sensations you are having right now—and that through the investigation of your own thoughts, feelings, and perceptions you can awaken to clear insight and a happiness independent of conditions. For decades, one of the most engaging teachers of our time has illuminated the many dimensions of awakening—but solely at his live retreats and on audio recordings. Now, with The Science of Enlightenment, Shinzen Young brings to readers an uncommonly lucid guide to mindfulness meditation for the first time: how it works and how to use it to enhance your cognitive capacities, your kindness and connection with the world, and the richness of all your experiences. As thousands of his students and listeners will confirm, Shinzen is like no other teacher you ' ve ever encountered. He merges scientific clarity, a rare grasp of source-language teachings East and West, and a gift for sparking insight through unexpected analogies, illustrations, humor, and firsthand accounts that reveal the inner journey to be as wondrous as any geographical expedition. Join him here to explore: Universal insights spanning Buddhism, Christian and Jewish mysticism, shamanism, the yogas of India, and many other paths How to begin and navigate your own meditation practice Concentration, clarity, and equanimity—the core catalysts of awakening Impermanence—its many aspects and how to work with them Experiencing the " wave " and " particle " natures of self Purification and clarification—how we digest mental blockages and habits through inner work Emerging neuroscience research, the future of enlightenment, and much more For meditators of all levels and beliefs—especially those who think they ' ve heard it all—this many-faceted gem will be sure to surprise, provoke, illuminate, and inspire.

Ownership is on most people's lips these days, or at least the lack of ownership. Everywhere people seem to be fighting over what is theirs. They want to take back their property, their lands, their liberty, their bodies, their identity, and their right to do what they want. These demands are quite remarkable when you consider that ownership is not an observable property but rather an abstract concept. And yet this abstract concept controls just about everything we do, and rarely do we stop to consider how it rules our lives. Ownership even explains the anger and political turmoil that is currently sweeping over Western democracies: people feel they have had something taken away, something they used to own in the past and want back.Possessed is the first accessible book to consider the psychological origins and future of ownership in a rapidly changing world. It reveals how we are compelled to accumulate possessions in a relentless drive to seek status and approval by signalling our values to others by what we own. It tracethe history of ownership but looks to the future as our drive to own will need to adapt to environmental and technological change.

In this eye-opening book, psychologist Jesse Bering argues that we are all sexual deviants on one level or another. He introduces us to the young woman who falls madly in love with the Eiffel Tower, a young man addicted to seductive sneezes, and a pair of deeply affectionate identical twins, among others. He challenges us to move beyond our attitudes towards ' deviant ' sex and consider the alternative: what would happen if we rise above our fears and revulsions and accept our true natures? With his signature wit and irreverent style, Bering pulls back the curtains on the history of perversions, the biological reasons behind our distaste for unusual sexual proclivities and the latest research on desire. Armed with reason, science and an insatiable appetite for knowledge, he humanises deviants while asking some provocative questions about the nature of hypocrisy, prejudice and when sexual desire can lead to harm. A groundbreaking look at our complex relationship with our carnal urges and the ways in which we disguise, deny and shame the sexual deviant in all of us, Perv brings hidden desires into the spotlight.

Sleights of Mind

The Science of Superstition

The Rubber Brain

Self and Identity

Second European Edition

SuperSense

The 7 Laws of Magical Thinking

Make learning: painless, exciting, habitual, and self-motivating. Absorb info like a human sponge. We’ve never been taught how to learn, and that’s a shame. This book is the key to reversing all the misconceptions you have and making learning fun again. Scientifically-proven, step-by-step methods for effective learning. The Science of Accelerated Learning is not a textbook - it's a guidebook for your journeys in learning. It will show you the most effective methods, the pitfalls we must avoid, and the habits we must cultivate. This book is highly organized and addresses all phases of the learning process, from creating a positive environment, to the biological basis of memory, to learning theories, and more. It borrows from multiple scientific disciplines to present comprehensive techniques to simply learn more, faster.

Master your approach and save countless hours. Peter Hollins has studied psychology and peak human performance for over a dozen years and is a bestselling author. He has worked with a multitude of individuals to unlock their potential and path towards success. His writing draws on his academic, coaching, and research experience. Smarter, faster, and better ways to achieve expertise. •The physical and psychological pre-conditions to effective learning. •How our memory works and how to make it work for you. •The learning techniques that work - with evidence. •How to never need to cram again. Tame distractions and procrastination through specialized habits. •Why Einstein loved to play violin while working. •The learning mistakes you are probably committing right now. •Steps to building true expertise. •How to teach effectively, and teach to learn. Outpace others, beat the competition, and get where you want to go in record time.

"The Knowledge Illusion is filled with insights on how we should deal with our individual ignorance and collective wisdom." —Steven Pinker We all think we know more than we actually do. Humans have built hugely complex societies and technologies, but most of us don't even know how a pen or a toilet works. How have we achieved so much despite understanding so little? Cognitive scientists Steven Sloman and Philip Fernbach argue that we survive and thrive despite our mental shortcomings because we live in a rich community of knowledge. The key to our intelligence lies in the people and things around us. We're constantly drawing on information and expertise stored outside our heads: in our bodies, our environment, our possessions, and the community with which we interact—and usually we don't even realize we're doing it. The human mind is both brilliant and pathetic. We have mastered fire, created democratic institutions, stood on the moon, and sequenced our genome. And yet each of us is error prone, sometimes irrational, and often ignorant. The fundamentally communal nature of intelligence and knowledge explains why we often assume we know more than we really do, why political opinions and false beliefs are so hard to change, and why individual-oriented approaches to education and management frequently fail. But our collaborative minds also enable us to do amazing things. The Knowledge Illusion contends that true genius can be found in the ways we create intelligence using the community around us.

How to Conquer Mob Mentality, How to Buy Happiness, and All the Other Ways to Outsmart Yourself

How Meditation Works

The Haphazard Evolution of the Human Mind