

The Natural Science Of Stupidity

Stupidity is the world's bane. Emphasizes (among others): greed, doubt, red tape, the law, myth, and wish-dreams. Also includes cupidity and naivete in matters of medical and religious quackery and such subjects as the mass hysteria about the world's end. Appealing to humans' basic instincts to increase influence, buy-in and results Survival of the species comes down to three basic instincts, say behavioural research strategists Dan Gregory and Kieran Flanagan—fear, self-interest and simplicity. These basic human behaviours come into play in all types of relationships, including those between businesses and customers. *Selfish, Scared and Stupid: Stop fighting human nature and increase your performance, engagement and influence*, demystifies these behaviours and examines the psychology behind why even the best ideas sometimes fail. This book helps businesses design their organisations for reality rather than perfection, and also offers strategies to head off unprecedented levels of disengagement within, and outside, the business. It answers baffling questions around why the public sometimes fails to engage despite overwhelming data suggesting otherwise, why so many new products end up on clearance shelves and why so many great salespeople often fall short of their monthly targets. Learn how the survival of the species plays into business, including delusionary realities and the reasons ideas can fail Discover how to offer customers strategic rewards, thereby making the buying process more attractive to selfish natures Examine the link between fear and the unknown, including strategies for quelling fears and turning them into action Learn to use a simple mindset to create low-involvement products, helping appeal to instinct and making products hard to resist This provocative book is built on the idea that businesses must return to a more human engagement methodology in order to succeed. It is an informative read for anyone interested in improving influence, growing business reach, improving sales figures or understanding the complexities of human behaviour.

Dumbth (pron. dum-th) adj: a tendency toward muddleheadedness, or willful stupidity appearing in all segments of American life. Updated, expanded with 20 new ways to think better, and highlighted with a new introduction, this is Steve Allen's humorous and provocative examination of contemporary thought or lack of it in our society. When it first appeared nearly a decade ago, *Dumbth: and 81 Ways to Make Americans Smarter* was hailed by critics across the country as the book that would wake up Americans to their tendency toward poor thinking. Labeling the ineptitude phenomenon as dumbth, Allen has probed the depths of mass ignorance in thinking, speech, and actions for more than thirty years as he observed increased inefficiency, shoddy workmanship, bad service, and an overall breakdown in the capacity to reason. Today, while politicians and school boards play into the popular foolishness by proposing use of dumbed down texts and a street language called ebonics to reach students, Allen urges another kind of education. Allen explains the problem of fuzzy thinking in detail, and optimistically proposes many simple yet necessary remedies to dumbth in the 101 rules for good thinking, reading, writing, speaking, and, most importantly, reasoning. Steve Allen (1921-2000) was known as television's renaissance man. He authored more than fifty books and composed over 8,500 songs. Allen was the creator and original host of the Tonight Show and the award-winning PBS series Meeting of

Minds. You can learn more about this legendary entertainer by visiting his official Web site at SteveAllenonline.com.

Chapter Zero The Substitute Preface ?. The Wuji and the Taiji ?. Polar Relativity ?. "Slice up a Watermelon" ?. The "Most Precision Instrument" ?. The moment one dharma arises, all dharmas will follow. ?. Things, based on causes and conditions, do not really exist. However, as conditions arise, they shouldn't be considered non-existent. ?. The Absolute Truth ?. Every Dot is the Whole. Chapter One Enter the Culture of Sages and Worthies from Natural Science ?. Know the culture of sages and worthies again. ?. The Relationship of Matter and Emptiness in the Mass-energy Equation 1. Matter itself is emptiness 2. Strange sparks in the air 3. Attach importance to traditional Chinese Culture III. What is a Quantum? ?. The experiment of "Water Knows" verifies the relationship between the internal appearance and the external appearance of the mind. ?. Two Types of Spontaneity in Nature 1. The value and meaning of a human life exist in wisdom. 2. How to use the two spontaneities in everyday life. 3. The ten Dharma Realms and the transmigration of a life. VI. The Infinite Divisibility of a Particle 1. The relationship between matter, energy and information 2. Because of the sensory dusts, we produce knowledge. Because of the sensory organs, we find appearances. Inside and outside have the same noumenon. Chapter Two The perpetual motion machine Neutralization ?. How to Make a Perpetual Motion Machine? 1. A perpetual motion machine cannot be made by a dissipative structure system. 2. The software civilization and the hardware civilization 3. The information structure of the software 4. The one appearance is the "perpetual motion machine". II. Middle is the great root under heaven. 1. The neutralization of carbon 2. Depolarization leads to neutralization. III. The phenomenon of neutralization and their applications. 1. The stability of the structure of the octet. 2. Like things repel and unlike things attract. 3. Develop a harmonious society Chapter Three Ecological Civilization and Psychological Civilization ?. The Present Situation of the Environment. 1. The destruction and pollution of natural environment. 2. The situation of social environment. ?. Mental pollution leads to environmental pollution. 1. The scientific experiment of "Water Knows" 2. Mental pollution ?. Ecology and Psychology Lecture One Effects of Psychology on Ecology 1. Is there an "I" (a self)? What is an "I" (a self)? 2. Ecological civilization 3. The polluted psychological civilization 4. The mind is the environment and the environment is the mind. Restore psychological civilization Lecture Two The oneness of the mind and the environment Chapter Four Matter and field ?. Matter and the field 1. No separation of subjectivity and objectivity; no separation of matter and energy. 2. Matter is from energy. Matter, energy and conservation. 3. The modes of motion. 4. Period and cycle is the fundamental law in the physical world. 5. Energy comes from information structures. 6. The pure information structure of zero, "destiny" and the still and changeless state. ?. "Discoveries are made according to one's own karmas." 1. Strange sparks in the sky; Zhuang Zhou's dream and the butterfly's dream. 2. Wave-particle Duality and discoveries made according to one's own karmas 3. Understand the mechanism of "Discovery" Chapter Five The Original Source and Origins of the Universe Lecture One The Original Source of the Universe ?. The universe's noumenon is the one appearance that has no appearance. ?. Understand the Mind and See the Nature. Verify the one appearance that has no appearance. ?. Carry Yin and Embrace Yang. Restore the one appearance. IV. The false appearances and the actual appearance 1. The relationship between the one appearance and the two appearances 2. Learn from

the Great Wisdom of Sages and Worthies V. The Value of Life 1. The pursuit of knowledge requires daily accumulation. The pursuit of the Dao requires daily exhaustion. 2. Be content with poverty, keep to the Dao and make the pursuit of wisdom the sole occupation. Lecture 2 The Origins and Evolutions of the Universe ?. The Origins of the Universe 1. The big-bang theory and the most fundamental law of birth, growth, completion and death. 2. Origins of the universe in Yi Jing, Lao-zi, Zhuang-zi and Buddhist sutras. 3. The String Theory 4. The Genesis of the World by God in Christianity ? . Several fundamental laws of the universe 1. The Unity of Opposites: Carrying yin and embracing yang; 2. The structure of core formation 3. The Law of Spontaneity 4. Evolution and Development. Chapter Six Motion and Change Lecture One Where Do all Motion and Change Occur? Lecture Two Change and Changelessness Chapter Seven Polarity and Non-polarity ?. The Characteristics of Polarity and Non-polarity ?. Non-polarity does not have Appearances. ?. Non-polarity that Has No Difference and No Time and Space. ?. The Independence of Non-polarity ?. Transcend Polarity and Enter the Advanced Form of Life. VI. “Without That, There would not Be ‘I.’” “Turn All Things into the Self.” Chapter Eight Theory of Dissipation Structure ?. The Phenomenon of Self-organization ?. All of Self-organization is United in Information. 1. The open system. 2. Be far away from the state of equilibrium. 3. The nonlinear effect 4. The fluctuation effect 5. How to master the effect of nonlinear fluctuation in daily life. Chapter Nine Some problems About Time and Space Lecture One Two Different Views on Time and Space ?. Newton’s and Einstein’s views of time and space ?. The Experiment “Water Knows” Verifies the Oneness of Subjectivity and Objectivity as well as the Mind and the Environment. ?. Time and Space are False Notions. Originally Time and Space do not Exist. ?. The Buddhist View on Time and Space Lecture Two The Infinite Time, Space and Velocity Chapter Ten Human Cognitive Channels ?. Human Cognitive Channels 1. The sense organs and the sense dusts are simultaneous. 2. Different sense organs lead to different cognizance. 3. Study the Teaching of sages and worthies and know the absolute truth. ?. How to Go into the Desireless Condition? 1. Discrimination leads to comparative manifestations. Non discrimination leads to the direct manifestation. 2. The direct manifestation of Happy Bodhisattva ?. Ever Having No Desires, One will See the Wonder. 1. Ancient Chinese sages’ great wisdom of direct manifestation. 2. Spot the real great perfect mirror 3. Sudden enlightenment in scientific inventions and creations. IV. Zhuangzi’s Wisdom on How to Find the Recondite Pearl Chapter Eleven Turn Consciousness into Wisdom ?. The Equal Mind of the One Appearance ?. The One Appearance is Wisdom. The Two Appearances are Consciousness. 1. The mechanism and principle of the eight consciousnesses 2. Turn consciousness into wisdom and you will have the wisdom of the one appearance. 3. With the wisdom of the one appearance, one will serve all living beings. ?. The One Appearance Has Nothing. The Two Appearances Have Everything. Chapter Twelve Experience the Noumenon and the Actual Appearance I. Get to Know the Original Source That Has Nothing. II. “It’s neither the wind nor the banner that is moving. Humane ones, it is your mind that is moving.” ?. Matter and Emptiness; Phenomenon and Essence. ?. The Flower Case and the Moon Case ?. Get to Know the State of Non-duality. ?. Two Chickens by One Cut Chapter Thirteen Know the Great Wisdom of Ancient Sages and Worthies I. Return to the Original Source II. The Discrimination and Attachment of Living Beings 1. Finiteness and Infiniteness; polarity and non-polarity 2. What are discrimination and attachment? 3. False Appearances

of the sensory organs and the sensory dusts; the appearances of subjectivity and objectivity. 4. The sensory organs and the sensory dusts have the same source. The emptied empty thusness III Lao Zi's Great Wisdom IV. The Sixteen-character Guiding Principles. 1. Their Mind for the Way is faint and slight. 2. People's mind is dangerous and perilous. 3. "Only by being pure and being one will people keep to the Middle." 4. "Keep to the Middle." V. The Innate Eight Trigrams of Fu Xi. Chapter Fourteen The Grand Unified Field Theory I. Elementary Particles and the Eight Trigrams. II. The Grand Unified Field. 1. Researches made by modern scientists. 2. In what location is the grand unified field unified? 3. All movements and change return to emptiness and stillness. 4. Trueness and falseness are non-dual. They are the grand unification. Chapter Fifteen A Comprehensive Aggregation The Phenomena of self-organization The dissipation structure Perpetual Motion Machines Two Types of Civilization The "S" Lines and the Cosmic Strings Information Structures Consciousness "The Software and Hardware" Discoveries made according to one's own karmas The mind and the environment are the same thing. The Theory of Hologram There is no thought Transcendence Everyone Has a Unique World. All are manifestations of the thusness. The Mind and Things Move towards the Proper Enlightenment from the Six Sense Organs. The seeing is always there. View all as mirror images. View the world as a dream. The Relationship of Matter and Emptiness There is only "This". Originally there is not time and space. The Conscious Mind is Empty and False. The Mind and the Environment Sincerity and Brightness See through the appearances and spot the nature. Material, energy and information Finiteness and Infiniteness Two types of spontaneities The Sense Organs and the Sense dusts Movement and Non-movement "Bubbles" "I" is the only honored one. Originally, there is neither birth nor death. The direct manifestation of the mind. Remove the "S" lines. Carrying yin and embracing yang The dependent and proper retributions in the Dharma-ending age The homology and simultaneity of the sense organs and the sense dusts The wonderfully pure and bright substance Food and Sex Establish a positive outlook on life Superconductivity Scientific technology and civilization In the one appearance there is no death. Originally, there is not nebulous wheel in the eyes. Quantum Existence and Non-existence (Being and non-being) Speak right Dharma to right people. The "recondite pearl" and the "Dao" The Zero One dharma and all dharmas All are manifestations of the consciousness. Activity "Transparency" Appearances are what are manifested in front of the sense organs. Yi Jing (The Book of Changes) and chemistry. Science and Religion Glossary

"The application of psychology as a natural science to the solution of occult psychic phenomena implies, first of all, a concise statement and a clear understanding of psychology as a natural science. For this reason, it was absolutely indispensable to devote a large space in this work to the elucidation of the principles upon which the final conclusions are based. This application of psychology as a natural science to the solution of occult phenomena is the culminating point of this volume, and the result of my own thought and research. I have thus honestly endeavored to add my share of work to the grand labors of those indefatigable searchers after truth who are endeavoring to solve the vexed questions of psychic life and its seemingly mysterious phenomena"--Preface. (PsychINFO Database Record (c) 2010 APA, all rights reserved).

A hilarious collection of lists, statistics, news items, quotations, and facts detailing stupid acts of Americans from all walks of life—by

the authors of the bestselling *The 776 Stupidest Things Ever Said* Everyone knows that America is “the land of the free and the home of the brave,” but sometimes that means we’re free to be as bravely stupid as we want! In *Unusually Stupid Americans*, Kathryn Petras and Ross Petras assemble choice bits of stupidity, U.S.A.-style, including •the top seriously flawed American advertising moments, including Pacific Airlines’ brilliant “You’re scared of flying? So’s our pilot!” ad campaign, which led the airline to bankruptcy within two months of the campaign’s inception •the Martin Luther King, Jr., celebration in Florida, where a plaque was un-veiled that was intended to honor the actor James Earl Jones but instead read, “Thank you James Earl Ray for keeping the dream alive” (an unfortunate slip-up, as James Earl Ray was King’s assassin) •and much more!

In 1996 physicist Alan Sokal published an essay in *Social Text*--an influential academic journal of cultural studies--touting the deep similarities between quantum gravitational theory and postmodern philosophy. Soon thereafter, the essay was revealed as a brilliant parody, a catalog of nonsense written in the cutting-edge but impenetrable lingo of postmodern theorists. The event sparked a furious debate in academic circles and made the headlines of newspapers in the U.S. and abroad. Now in *Fashionable Nonsense: Postmodern Intellectuals' Abuse of Science*, Sokal and his fellow physicist Jean Bricmont expand from where the hoax left off. In a delightfully witty and clear voice, the two thoughtfully and thoroughly dismantle the pseudo-scientific writings of some of the most fashionable French and American intellectuals. More generally, they challenge the widespread notion that scientific theories are mere "narrations" or social constructions.

New York Times bestseller • Finalist for the Pulitzer Prize “This is a book to shake up the world.” —Ann Patchett
Nicholas Carr’s bestseller *The Shallows* has become a foundational book in one of the most important debates of our time: As we enjoy the internet’s bounties, are we sacrificing our ability to read and think deeply? This 10th-anniversary edition includes a new afterword that brings the story up to date, with a deep examination of the cognitive and behavioral effects of smartphones and social media. “A masterly book” —Nassim Nicholas Taleb, author of *The Black Swan* “A classic” —Simon Kuper, *Financial Times*
An economist explains five laws that confirm our worst fears: stupid people can and do rule the world Throughout history, a powerful force has hindered the growth of human welfare and happiness. It is more powerful than the Mafia or the military. It has global catastrophic effects and can be found anywhere from the world's most powerful boardrooms to your local bar. It is human stupidity. Carlo M. Cipolla, noted professor of economic history at the UC Berkeley, created this vitally important book in order to detect and neutralize its threat. Both hilarious and dead serious, it will leave you better equipped to confront political realities, unreasonable colleagues, or your next dinner with your in-laws. *The Laws*:
1. Everyone underestimates the number of stupid individuals among us.
2. The probability that a certain person is stupid is independent of any other characteristic of that person.
3. A stupid person is a person who causes losses to another person while deriving no gain and even possibly incurring losses themselves.
4. Non-stupid people always underestimate the damaging power of stupid individuals.
5. A stupid person is the most dangerous type of person.

A prescient warning of a future we now inhabit, where fake news stories and Internet conspiracy theories play to a disaffected

American populace “A glorious book . . . A spirited defense of science . . . From the first page to the last, this book is a manifesto for clear thought.”—Los Angeles Times How can we make intelligent decisions about our increasingly technology-driven lives if we don't understand the difference between the myths of pseudoscience and the testable hypotheses of science? Pulitzer Prize-winning author and distinguished astronomer Carl Sagan argues that scientific thinking is critical not only to the pursuit of truth but to the very well-being of our democratic institutions. Casting a wide net through history and culture, Sagan examines and authoritatively debunks such celebrated fallacies of the past as witchcraft, faith healing, demons, and UFOs. And yet, disturbingly, in today's so-called information age, pseudoscience is burgeoning with stories of alien abduction, channeling past lives, and communal hallucinations commanding growing attention and respect. As Sagan demonstrates with lucid eloquence, the siren song of unreason is not just a cultural wrong turn but a dangerous plunge into darkness that threatens our most basic freedoms. Praise for *The Demon-Haunted World* “Powerful . . . A stirring defense of informed rationality. . . Rich in surprising information and beautiful writing.”—The Washington Post Book World “Compelling.”—USA Today “A clear vision of what good science means and why it makes a difference. . . . A testimonial to the power of science and a warning of the dangers of unrestrained credulity.”—The Sciences “Passionate.”—San Francisco Examiner-Chronicle

Knowledge is a big subject, says Stuart Firestein, but ignorance is a bigger one. And it is ignorance--not knowledge--that is the true engine of science. Most of us have a false impression of science as a surefire, deliberate, step-by-step method for finding things out and getting things done. In fact, says Firestein, more often than not, science is like looking for a black cat in a dark room, and there may not be a cat in the room. The process is more hit-or-miss than you might imagine, with much stumbling and groping after phantoms. But it is exactly this "not knowing," this puzzling over thorny questions or inexplicable data, that gets researchers into the lab early and keeps them there late, the thing that propels them, the very driving force of science. Firestein shows how scientists use ignorance to program their work, to identify what should be done, what the next steps are, and where they should concentrate their energies. And he includes a catalog of how scientists use ignorance, consciously or unconsciously--a remarkable range of approaches that includes looking for connections to other research, revisiting apparently settled questions, using small questions to get at big ones, and tackling a problem simply out of curiosity. The book concludes with four case histories--in cognitive psychology, theoretical physics, astronomy, and neuroscience--that provide a feel for the nuts and bolts of ignorance, the day-to-day battle that goes on in scientific laboratories and in scientific minds with questions that range from the quotidian to the profound. Turning the conventional idea about science on its head, Ignorance opens a new window on the true nature of research. It is a must-read for anyone curious about science.

From the award-winning author of *The Song of the Dodo* comes a collection of essays in which various weird and wonderful aspects of nature are examined. This book contains tales of vegetarian piranha fish, voiceless dogs, and a scientific search for the genes that threaten to destroy the cheetah.

From the author of the international bestseller *Debt: The First 5,000 Years* comes a revelatory account of the way bureaucracy

rules our lives Where does the desire for endless rules, regulations, and bureaucracy come from? How did we come to spend so much of our time filling out forms? And is it really a cipher for state violence? To answer these questions, the anthropologist David Graeber—one of our most important and provocative thinkers—traces the peculiar and unexpected ways we relate to bureaucracy today, and reveals how it shapes our lives in ways we may not even notice...though he also suggests that there may be something perversely appealing—even romantic—about bureaucracy. Leaping from the ascendance of right-wing economics to the hidden meanings behind Sherlock Holmes and Batman, *The Utopia of Rules* is at once a powerful work of social theory in the tradition of Foucault and Marx, and an entertaining reckoning with popular culture that calls to mind Slavoj Žižek at his most accessible. An essential book for our times, *The Utopia of Rules* is sure to start a million conversations about the institutions that rule over us—and the better, freer world we should, perhaps, begin to imagine for ourselves.

This provocative discussion of the dialectics of knowing and not knowing, and how they inform Freudian and Lacanian theory, will be welcomed by practicing psychoanalysts and students of the humanities and social sciences.

Traces how uneducated buffoonery became popular to the point of representing American culture, and expresses the author's hope that the nation will eventually value intellect more than reality television.

Explores theories on the evolution of technology, the effects that human choice has on this revolution, and what's in store in the future.

"We need books like this one." --Steven Pinker At last, stupidity explained! And by some of the world's smartest people, among them Daniel Kahneman, Dan Ariely, Alison Gopnik, Howard Gardner, Antonio Damasio, Aaron James, and Ryan Holiday. And so I proclaim, o idiots of every stripe and morons of all kinds, this is your moment of glory: this book speaks only to you. But you will not recognize yourselves... Stupidity is all around us, from the coworker who won't stop hitting "reply all" to the former high school classmate posting conspiracy theories on Facebook. But in order to vanquish it, we must first understand it. In *The Psychology of Stupidity*, some of the world's leading psychologists and thinkers--including a Nobel Prize winner and bestselling authors--will show you... • why smart people sometimes believe in utter nonsense; • how our lazy brains cause us to make the wrong decisions; • why trying to debate fools is a trap; • how media manipulation and Internet overstimulation make us dumber; • why the stupidest people don't think they're stupid. The wisdom and wit of these experts are a balm for our aggrieved souls and a beacon of hope in a world of morons.

The emancipation of the natural sciences from religion was a gradual affair during the last four centuries. Initially many of the leading scientists were churchmen indicating a symbiosis between faith and reason. Due to the increasing specialization in the sciences this close connection came to an end often leading to antagonism and mutual suspicion. This book traces this historical development with its twists and turns in both Europe and North America. It depicts the major players in this story and outlines their specific contributions. The main focus is on the 19th and 20th centuries with figures such as Darwin and Hodge, but also Beecher and Abbott in the 19th century. In the 20th century the narrative starts with Karl Barth and moves all the way to Hawking and

Tipler. Special attention is given to representatives from North America, Great Britain, and Germany. In conclusion important issues are presented in the present-day dialogue between theology and the natural sciences. The issue of design and fine-tuning is picked up, and advances in brain research. Finally technological issues are assessed and the status of medicine as a helpmate for life is discussed. An informative and thought-provoking book.

This is a book for dedicated academics who consider spending years masochistically overworked and underappreciated as a laudable goal. They lead the lives of the impoverished, grade the exams of whiny undergrads, and spend lonely nights in the library or laboratory pursuing a transcendent truth that only six or seven people will ever care about. These suffering, unshaven sad sacks are grad students, and their salvation has arrived in this witty look at the low points of grad school. Inside, you'll find: • advice on maintaining a veneer of productivity in front of your advisor • tips for sleeping upright during boring seminars • a description of how to find which departmental events have the best unguarded free food • how you can convincingly fudge data and feign progress This hilarious guide to surviving and thriving as the lowliest of life-forms—the grad student—will elaborate on all of these issues and more.

The Anatomy of Judgment was first published in 1990. Minnesota Archive Editions uses digital technology to make long-unavailable books once again accessible, and are published unaltered from the original University of Minnesota Press editions.

"The Anatomy of Judgment is a unique and valuable contribution to the literature of the social and humanistic contexts for science . . . The book will illuminate dark corners for any reader, and dozens of interesting points come to light." –Neil Greenberg, University of Tennessee Tracing the emergence of science and the social institutions that govern it, The Anatomy of Judgment is an odyssey into what human thinking or judgment means. Philip Regal moves deftly from the history of Western philosophy to concepts of rationality in non-Western cultures, from the conceptual issues of the Salem witch trials to the basic structure of the human brain. The Anatomy of Judgment offers new perspectives on the workings of individual judgment and the social responsibility it entails. Philip Regal is a professor of ecology and behavioral biology at the University of Minnesota. He served, during his pre- and postdoctoral work, as Coordinator's Appointee to the Mental Health Training Program at UCLA's Brain Research Institute.

Sir Karl Popper (1902-1994) is one of the most controversial and widely read philosophers of the 20th century. Volume III examines Popper's contribution to our understanding of logic, mathematics, physics, biology and the social sciences, from economics to education

From the Nobel Prize-winning author of Thinking, Fast and Slow and the coauthor of Nudge, a revolutionary exploration of why people make bad judgments and how to make better ones--"a tour de force" (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends

on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In *Noise*, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made *Thinking, Fast and Slow* and *Nudge* groundbreaking New York Times bestsellers, *Noise* explains how and why humans are so susceptible to noise in judgment—and what we can do about it. Have you ever wondered how one day the media can assert that alcohol is bad for us and the next unashamedly run a story touting the benefits of daily alcohol consumption? Or how a drug that is pulled off the market for causing heart attacks ever got approved in the first place? How can average readers, who aren't medical doctors or Ph.D.s in biochemistry, tell what they should be paying attention to and what's, well, just more bullshit? Ben Goldacre has made a point of exposing quack doctors and nutritionists, bogus credentialing programs, and biased scientific studies. He has also taken the media to task for its willingness to throw facts and proof out the window. But he's not here just to tell you what's wrong. Goldacre is here to teach you how to evaluate placebo effects, double-blind studies, and sample sizes, so that you can recognize bad science when you see it. You're about to feel a whole lot better.

Describes influential business philosophies and marketing ideas from the past twenty years and examines why they did not work. Discusses and refutes common misconceptions and myths that have become accepted beliefs, covering topics ranging from history and science to the arts, sports, and entertainment.

How did everything get so dumb? How did we become hostages to idiocy? What must we do to be freed from a captor whose ransom note simply reads, 'D'oh'? The deteriorating quality of our public debate and the dwindling of common sense in media, politics and culture can drive you to despair and rage. It certainly drove writers Helen Razer and Bernard Keane to a desperate act: befriending each other for long enough to write a book. Join forces with these uneasy allies to fight against a world that has lost its reason. Explore what's behind the remorseless spread of idiocy, and why there's just so much damn Stupid around you. Stupid isn't just ignorance; it's not just laziness. Worse than the absence of thought, Stupid is a virus that drains our productivity and leaves us sick and diminished. And Stupid has a long, complex and terrible past, one we need to understand in order to defeat it. *A Short History of Stupid* traces the origins of this maddening ill, examining the different ways in which we've been afflicted over the last three thousand years. It damns those who have spread Stupid and celebrates the brave few who resisted. It shows how Stupid tightens the grubby grip of the foolish around our throats. Hilarious, smart, unpleasant, infuriating and rude, *A Short History of Stupid* is at once a provocation and a comfort. It will spark debate, soothe the terminally frustrated and outrage the righteously

Stupid. It is a book whose Stupid time has come.

The Soft Edge is a one-of-a-kind history of the information revolution. In his lucid and direct style, Paul Levinson, historian and philosopher of media and communications, gives us more than just a history of information technologies. The Soft Edge is a book about theories on the evolution of technology, the effects that human choice has on this (r)evolution, and what's in store for us in the future. Paul Levinson's engaging voice guides us on a tour that explains how communications media have been responsible for major developments in history and for profound changes in our day-to-day lives. Levinson presents the intriguing argument that technology actually becomes more human. We see how information technologies are selected on the basis of how well they meet human needs. Why is email more like speech than print is? Why didn't the arrival of television destroy the radio? These and many more thought provoking questions are answered in The Soft Edge. Boldly extending and deepening the pathways blazed by McLuhan, Paul Levinson has provided us with a brilliant and exciting study of life with our old media, our new media, and the media still to come.

This is a new release of the original 1961 edition.

This concise and accessible introduction to Strauss's thought provides, for wider audience, a bridge to his more complex theoretical work. Editor Pangle has gathered five of Strauss's previously unpublished lectures and five hard-to-find published writings and has arranged them so as to demonstrate the systematic progression of the major themes that underlay Strauss's mature work. "[These essays] display the incomparable insight and remarkable range of knowledge that set Strauss's works apart from any other twentieth-century philosopher's."—Charles R. Kesler, National Review
A brilliant inquiry into the origins of human nature from the author of Rationality, The Better Angels of Our Nature, and Enlightenment Now. "Sweeping, erudite, sharply argued, and fun to read..also highly persuasive." --Time Updated with a new afterword
One of the world's leading experts on language and the mind explores the idea of human nature and its moral, emotional, and political colorings. With characteristic wit, lucidity, and insight, Pinker argues that the dogma that the mind has no innate traits—a doctrine held by many intellectuals during the past century—denies our common humanity and our individual preferences, replaces objective analyses of social problems with feel-good slogans, and distorts our understanding of politics, violence, parenting, and the arts. Injecting calm and rationality into debates that are notorious for ax-grinding and mud-slinging, Pinker shows the importance of an honest acknowledgment of human nature based on science and common sense.

The originator of the Gaia theory offers the vision of a future epoch in which humans and artificial intelligence together will help the Earth survive. James Lovelock, creator of the Gaia hypothesis and the greatest environmental thinker of our time, has produced an astounding new theory about future of life on Earth. He argues that the Anthropocene—the age in which humans acquired planetary-scale technologies—is, after 300 years, coming to an end. A new age—the

