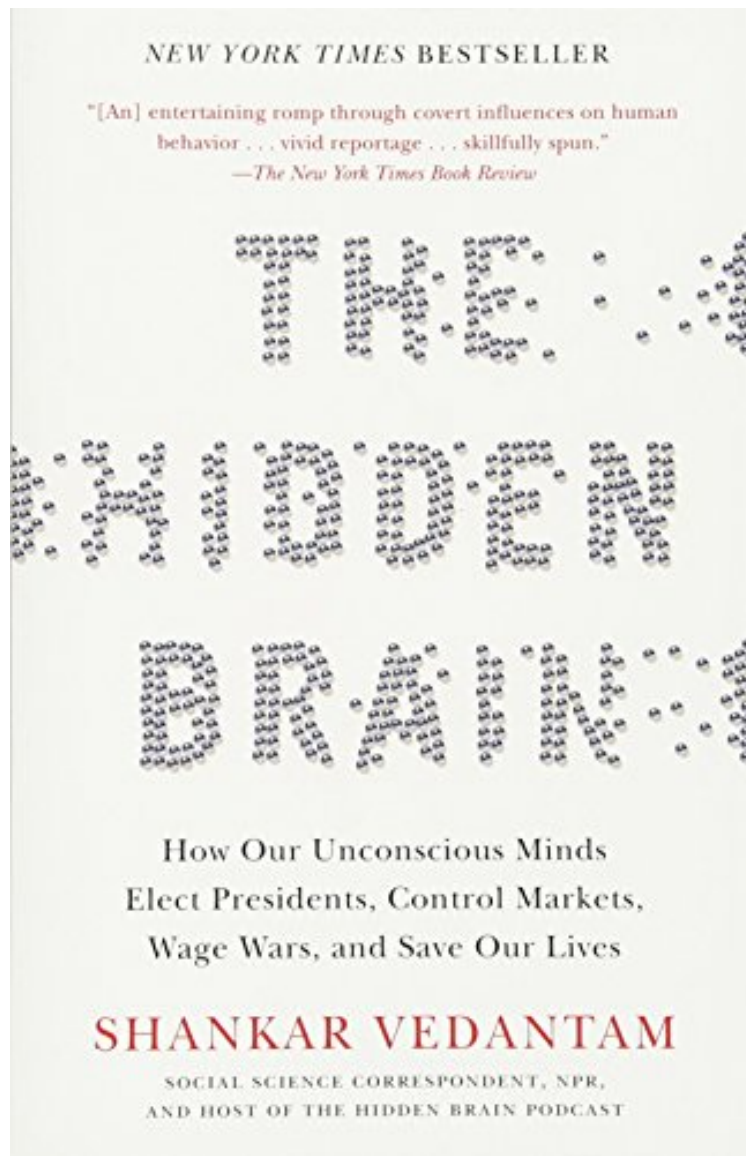


[Mobile ebook] The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives

The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives

Shankar Vedantam

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Shankar Vedantam : The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and

Save Our Lives:

5 of 6 people found the following review helpful. The Mystifying Unconscious Mind By Fuad R Qubein Unlike our normal (conscious) brain, which is live and tangible, the unconscious brain, referred to in this book as the "hidden brain", is intangible and elusive. In fact its own existence was in question. Ever since it was given its name (by Friedrich Schiller in 18th century) it was questioned or even rejected by some psychologists. However, its function and influence were evident enough to engage the attention of famous psychologists like Sigmund Freud and Carl Jung who developed the concept and employed it in psychoanalysis and other psychological problems. In fact, Freud made the concept popular and it became one of his main contributions to psychology. Freud likened the mind to an iceberg with its tip (above the water) being the conscious mind and the bulk of it (under the water), being the unconscious mind. This is significant as it implies that most of mental work is done by the unconscious mind. Later research and development showed this to be true. Indeed some psychologists believe that only 25 percent of our mind's work is accomplished by our conscious mind. What is curious about this arrangement is that the conscious mind is mostly unaware of the actions of the unconscious mind. This is not only surprising but also mystifying. In other words, after having made a seemingly conscious decision we would be told it was really the hidden brain that had done the work, or at least had guided us to the decision. If someone is told that he does not understand how his mind works he is likely to be offended, yet, this has become an acceptable fact in psychology. The contents of this unconscious mind have been somewhat of a mystery. Freud thought it is a reservoir containing our feelings, concerns, fears, and memories which are outside the scope of our awareness. The reason they are suppressed down below is because their surfacing might be disturbing or annoying, e.g. like remembering an ugly crime. How can one access this reservoir? One way is through psychoanalysis as Freud had done using the power of reasoning and allowing several sessions to unravel a patient's background. More often the contents surface in dreams or else through hypnosis. On reading about this strange arrangement one cannot help but wonder: Was this an integral part of our creation, or did it evolve in us over time? Although we are accustomed to think of the unconscious mind at the personal level, the author gives it another dimension by demonstrating its effect in groups and institutions. He does this using anecdotes and case studies. The danger here is that often the anecdote is in itself so exciting that it overshadows the psychological analysis. One issue dealt with here is racial bias which is presumably generated by our unconscious brain. One researcher in Canada, G. Aboud, tried to trace the origin of this issue by showing little children a picture of a white man and a black man. She would tell the little 3-5 years-old stories about a robbery, or any other offending event, and ask the children to point to the possible culprit in the picture. Invariably most of them would point to the black man. No matter how the question was repeated the result was the same. Where did this bias come from? Parents? Teachers? Friends? She wondered. And would it be embedded and sealed in their hidden reservoir until it surfaces later in life creating our modern-day problematic racial discrimination? Surely, there is a lot more research to be done on this mystifying unconscious mind. Fuad R. Qubein August, 2016 2 of 2 people found the following review helpful. Insightful and Informative By Customer A wonderfully insightful book that brings to awareness research outcomes about our subconscious mind. The information may be unsettling to some as it seems to counter your gut intuition. But, because it is research based, it is crucial for citizens to better understand the truth of what underlying factors come to influence on our beliefs and behaviors. An excellent read for all. 1 of 1 people found the following review helpful. Fantastic views of the subconscious, the hidden brain By Billie I loved this book from cover to cover. I have a Masters in Psychology so none of these concepts were new to me; however, the novel way the author organized the ideas and explained them through both studies and stories was wonderful. I could not recommend this book more! The hidden brain is indeed a powerful force.

The hidden brain is the voice in our ear when we make the most important decisions in our lives but were never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us and how they are revealed.

From Publishers Weekly Washington Post science journalist Vedantam theorizes that there's a hidden world in our heads filled with unconscious biases, often small, hidden errors in thinking that manipulate our attitudes and actions without our knowing it. Autonomy is a myth, he says, because knowledge and rational intention are not responsible for our choices. This thesis is not news since Freud, psychologists have taken the unconscious into account but Vedanta argues that if we are influenced sometimes, then why not all the time, whether we're launching a romance or a

genocide. This is a frightening leap in logic. In anecdotal, journalistic prose, we learn that, through bias, rape victims can misidentify their attacker; people are more honest even with just a subtle indication that they are being watched; polite behavior has to do with the frontotemporal lobes rather than with how one was raised; and that we can be unconsciously racist and sexist. Though drawing on the latest psychological research, Vedantam's conclusions are either trite or unconvincing. (Jan. 19) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From Booklist A Washington Post science writer, Vedantam explores the findings of social psychologists about unconscious bias. Recounting people's stories, he grips attention immediately. Introducing a rape victim whose mistake in identifying her assailant was revealed by DNA evidence that exonerated him, Vedantam establishes his theme of how people get things wrong (in the crime-and-punishment category, he adds death-penalty cases involving possible misidentification) or behave seemingly irrationally. After each individual story, the author repairs to relevant psychological studies. To Vedantam, the studies reveal that subtle biases unconsciously coexist alongside people's conscious convictions that they are free of prejudice. He cites examples such as Senator George Allen, whose racial remark ended his career; the electorate's perception of candidate Barack Obama; and the sexual discrimination case of Lilly Ledbetter. Branching into other arenas, such as crowd behavior during crisis situations and the minds of suicide bombers, Vedantam highlights a mental battle of which, he wants his readers to learn, they are largely unaware. This work has strong appeal for the psychology audience. --Gilbert Taylor "In *The Hidden Brain*, one of America's best science journalists describes how our unconscious minds influence everything from criminal trials to charitable giving, from suicide bombers to presidential elections. *The Hidden Brain* is a smart and engaging exploration of the science behind the headlines and of the little man behind the screen. Don't miss it." Daniel Gilbert, author of *Stumbling on Happiness*

Shankar Vedantam brings his critical eye to a question that has haunted scientists and writers for centuries: Does the unconscious matter, and if so, how? With a light touch, the book takes us through the complicated landscape of research on psychology and human behavior. We come away not only understanding how we act, but Vedantam moves past mainstream economic reasoning to shed light on the relationships we create with each other. The book addresses the madness and beauty of our struggles to create a moral and just world." Sudhir Venkatesh, author of *Gang Leader for a Day: A Rogue Sociologist Takes to the Streets*

From the Hardcover edition.