



The Believing Brain: From Ghosts and Gods to Politics and Conspiracies - How We Construct Beliefs and Reinforce Them as Truths

By Michael Shermer

Griffin. Paperback. Book Condition: New. Paperback. 385 pages. Dimensions: 8.0in. x 5.5in. x 1.3in. Synthesizing thirty years of research, psychologist and science historian Michael Shermer upends the traditional thinking about how humans form beliefs about the world. Simply put, beliefs come first and explanations for beliefs follow. The brain, Shermer argues, is a belief engine. Using sensory data that flow in through the senses, the brain naturally begins to look for and find patterns, and then infuses those patterns with meaning, forming beliefs. Once beliefs are formed the brain begins to look for and find confirmatory evidence in support of those beliefs, accelerating the process of reinforcing them, and round and round the process goes in a positive-feedback loop. In *The Believing Brain*, Shermer provides countless real-world examples of how this process operates, from politics, economics, and religion to conspiracy theories, the supernatural, and the paranormal. And ultimately, he demonstrates why science is the best tool ever devised to determine whether or not our beliefs match reality. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



READ ONLINE
[6.26 MB]

Reviews

Extremely helpful for all class of people. We have read through and that i am confident that i am going to going to read through again again down the road. Its been designed in an exceedingly basic way in fact it is simply following i finished reading this pdf in which in fact altered me, alter the way i think.

-- **Noel Stanton**

Absolutely one of the best pdf We have ever read. I really could comprehended every little thing using this written e book. I am easily could get a satisfaction of reading a written publication.

-- **Dr. Odie Hamill**