

The Meme Machine Susan J Blackmore

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Comprehending as with ease as contract even more than other will pay for each success. next to, the notice as capably as insight of this The Meme Machine Susan J Blackmore can be taken as capably as picked to act.



Memes to Movements Chicago Review Press
Fans of Douglas Hofstadter, Daniel Bennet, and Richard Dawkins (as well as science buffs and readers of Wired Magazine) will revel in Aaron Lynch's groundbreaking examination of memetics--the new study of how ideas and beliefs spread. What characterizes a meme is its capacity for displacing rival ideas and beliefs in an evolutionary drama that determines and changes the way people think. Exactly how do ideas spread, and what are the factors that make them genuine thought contagions? Why, for instance, do some beliefs spread throughout society, while others dwindle to extinction? What drives those intensely held beliefs that spawn ideological and political debates such as views on abortion and opinions about sex and sexuality? By drawing on examples from everyday life, Lynch develops a conceptual basis for understanding memetics. Memes evolve by natural selection in a process similar to that of Genes in evolutionary biology. What makes an idea a potent meme is how effectively it out-propagates other ideas. In memetic evolution, the "fittest ideas" are not always the truest or the most helpful, but the ones best at self replication. Thus, crash diets spread not because of lasting benefit, but by alternating episodes of dramatic weight loss and slow regain. Each sudden thinning provokes onlookers to ask, "How did you do it?" thereby manipulating them to experiment with the diet and in turn, spread it again. The faster the pounds return, the more often these people enter that disseminating phase, all of which favors outbreaks of the most pathogenic diets. Like a software virus traveling on the Internet or a flu strain passing through a city, thought contagions proliferate by programming for their own propagation. Lynch argues that certain beliefs spread like viruses and evolve like microbes, as mutant strains vie for more adherents and more hosts. In its most revolutionary aspect, memetics asks not how people accumulate ideas, but how ideas accumulate people. Readers of this intriguing theory will be amazed to discover that many popular beliefs about family, sex, politics, religion, health, and war have succeeded by their "fitness" as thought contagions.

Consciousness Elsevier

Shows how to identify health frauds, fad diagnoses, and unproven treatments, and discusses holistic medicine, dental care, nutrition, and acupuncture

Test Your Psychic Powers The Meme Machine
Sex is as fascinating to scientists as it is to the rest of us. A vast pool of knowledge, therefore, has been gleaned from research into the nature of sex, from the contentious problem of why the wasteful reproductive process exists at all, to how individuals choose their mates and what traits they find attractive. This fascinating book explores those findings, and their implications for the sexual behaviour of our own species. It uses the Red Queen from 'Alice in Wonderland' - who has to run at full speed to stay where she is - as a metaphor for a whole range of sexual behaviours. The book was shortlisted for the 1994 Rhone-Poulenc Prize for Science Books. 'Animals and plants evolved sex to fend off parasitic infection. Now look where it has got us. Men want BMWs, power and money in order to pair-bond with women who are blonde, youthful and narrow-waisted ... a brilliant examination of the scientific debates on the hows and whys of sex and evolution' Independent.

The Revolutionary Phenotype: The amazing story of how life begins and how it ends Oxford University Press, USA

Essential reading for anyone seeking to understand their own mind and to find a spiritual path that is compatible with science As an impressionable young student, Susan Blackmore had an intense, dramatic and life-changing experience, seeming to leave her body and travel the world. With no rational explanation for her out-of-body experience (OBE) she turned to astral projection and the paranormal, but soon despaired of finding answers. Decades later, a Swiss neurosurgeon accidentally discovered the spot in the

brain that can induce OBEs and everything changed; this crucial spot is part of the brain's self-system and when disturbed so is our experience of self. Blackmore leaped back into OBE research and at last began to unravel what had happened to her. Seeing Myself describes her long quest for answers through spirituality, religion, drugs, meditation, philosophy and neuroscience. Anyone can have an OBE, indeed 15 per cent of us have. Even more have experienced sleep paralysis, lucid dreaming and the creepy sense of an invisible presence. At last, with the advent of brain stimulation, fMRI scanning and virtual reality, all these phenomena are beginning to make sense. Long relegated to the very fringes of research, the new science of out-of-body experiences is now contributing to our understanding of consciousness and our very selves.

Ten Zen Questions InterVarsity Press

The Revolutionary Phenotype is a science book that brings us four billion years into the past, when the first living molecules showed up on Planet Earth. Unlike what was previously thought, we learn that DNA-based life did not emerge from random events in a primordial soup. Indeed, the first molecules of DNA were fabricated by a previous life form. By describing the fascinating events referred to as Phenotypic Revolutions, this book provides a dire warning to humanity: if humans continue to play with their own genes, we will be the next life form to fall to our own creation.

Believing in Bits Oxford University Press, USA

No Marketing Blurb

The Selfish Gene Sterling Publishing Company Incorporated
Alister E. McGrath is one of the world's leading theologians, with a doctorate in the sciences. Richard Dawkins is one of the bestselling popular science writers, with outspoken and controversial views on religion. This fascinating and provoking work is the first book-length response to Dawkins' ideas, and offers an ideal introduction to the topical issues of science and religion. Addresses fundamental questions about Dawkins' approach to science and religion: Is the gene actually selfish? Is the blind watchmaker a suitable analogy? Are there other ways of looking at things? Tackles Dawkins' hostile and controversial views on religion, and examines the religious implications of his scientific ideas, making for a fascinating and provoking debate Written in a very engaging and accessible style, ideal to those approaching scientific and religious issues for the first time Alister McGrath is uniquely qualified to write this book. He is one of the world's best known and most respected theologians, with a strong research background in molecular biophysics A superb book by one of the world's leading theologians, which will attract wide interest in the growing popular science market, similar to Susan Blackmore's *The Meme Machine* (1999).

Consciousness: A Very Short Introduction Oxford Paperbacks

Alister McGrath and Joanna Collicutt McGrath present a reliable assessment of *The God Delusion* by Richard Dawkins, famed atheist and scientist, and the many questions this book raises--including, above all, the relevance of faith and the quest for meaning.

The Meme Machine Penguin UK

Memetics is the name commonly given to the study of memes - a term originally coined by Richard Dawkins to describe small inherited elements of human culture. Memes are the cultural equivalent of DNA genes - and memetics is the cultural equivalent of genetics. Memes have become ubiquitous in the modern world - but there has been relatively little proper scientific study of how they arise, spread and change - apparently due to turf wars within the social sciences and misguided resistance to Darwinian explanations being applied to human behaviour. However, with the modern explosion of internet memes, I think this is bound to change. With memes penetrating into every mass media channel, and with major companies riding on their coat tails for marketing purposes, social scientists will surely not be able to keep the subject at arm's length for much longer. This will be good - because an understanding of memes is important. Memes are important for marketing and advertising. They are important for defending against marketing and advertising. They are important for understanding and managing your own mind. They are important for understanding science, politics, religion, causes, propaganda and popular culture. Memetics is important for understanding the origin and evolution of modern humans. It provides insight into the rise of farming, science, industry, technology and machines. It is important for understanding the future of technological change and human evolution. This book covers the basic concepts of memetics, giving an overview of its history, development, applications and the controversy that has been associated with it.

Obsidian Oxford University Press, USA

A global exploration of internet memes as agents of pop culture, politics, protest, and propaganda on- and offline, and how they will save or destroy us all. Memes are the street art of the social web. Using social media-driven movements as

her guide, technologist and digital media scholar An Xiao Mina unpacks the mechanics of memes and how they operate to reinforce, amplify, and shape today's politics. She finds that the "silly" stuff of meme culture--the photo remixes, the selfies, the YouTube songs, and the pun-tastic hashtags--are fundamentally intertwined with how we find and affirm one another, direct attention to human rights and social justice issues, build narratives, and make culture. Mina finds parallels, for example, between a photo of Black Lives Matter protestors in Ferguson, Missouri, raising their hands in a gesture of resistance and one from eight thousand miles away, in Hong Kong, of Umbrella Movement activists raising yellow umbrellas as they fight for voting rights. She shows how a viral video of then presidential nominee Donald Trump laid the groundwork for pink pussyhats, a meme come to life as the widely recognized symbol for the international Women's March. Crucially, Mina reveals how, in parts of the world where public dissent is downright dangerous, memes can belie contentious political opinions that would incur drastic consequences if expressed outright. Activists in China evade censorship by critiquing their government with grass mud horse pictures online. Meanwhile, governments and hate groups are also beginning to utilize memes to spread propaganda, xenophobia, and misinformation. Botnets and state-sponsored agents spread them to confuse and distract internet communities. On the long, winding road from innocuous cat photos, internet memes have become a central practice for political contention and civic engagement. Memes to Movements unveils the transformative power of memes, for better and for worse. At a time when our movements are growing more complex and open-ended--when governments are learning to wield the internet as effectively as protestors--Mina brings a fresh and sharply innovative take to the media discourse.

Kuby Immunology Columbia University Press

A number of scholars have found that concepts such as mutation, selection, and random drift, which emerged from the theory of biological evolution, may also explain evolutionary phenomena in other disciplines as well. Drawing on these concepts, Professors Cavalli-Sforza and Feldman classify and systematize the various modes of transmitting "culture" and explore their consequences for cultural evolution. In the process, they develop a mathematical theory of the non-genetic transmission of cultural traits that provides a framework for future investigations in quantitative social and anthropological science. The authors use quantitative models that incorporate the various modes of transmission (for example, parent-child, peer-peer, and teacher-student), and evaluate data from sociology, archaeology, and epidemiology in terms of the models. They show that the various modes of transmission in conjunction with cultural and natural selection produce various rates of cultural evolution and various degrees of diversity within and between groups. The same framework can be used for explaining phenomena as apparently unrelated as linguistics, epidemics, social values and customs, and diffusion of innovations. The authors conclude that cultural transmission is an essential factor in the study of cultural change.

Dawkins' GOD Oxford University Press

The Meme Machine Oxford Paperbacks

The Copycat Effect Simon and Schuster
Consciousness, 'the last great mystery for science', remains a hot topic. How can a physical brain create our experience of the world? What creates our identity? Do we really have free will? Could consciousness itself be an illusion? Exciting new developments in brain science are continuing the debates on these issues, and the field has now expanded to include biologists, neuroscientists, psychologists, and philosophers. This controversial book clarifies the potentially confusing arguments, and the major theories, whilst also outlining the amazing pace of discoveries in neuroscience. Covering areas such as the construction of self in the brain, mechanisms of attention, the neural correlates of consciousness, and the physiology of altered states of consciousness, Susan Blackmore highlights our latest findings. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Beyond the Body Beacon Press

We humans pride ourselves on our capacity to have ideas, but perhaps this pride is misplaced. Perhaps ideas have us. After all, ideas do appear to have a life of their own. Many biologists have already come to the opinion that our genes are selfish entities, tricking us into helping them to reproduce. Is it the same with our ideas? Jonnie Hughes, a science writer and documentary filmmaker, investigates the evolution of ideas in order to find out. Adopting the role of a cultural Charles Darwin, Hughes heads off, with his brother in tow, across the Midwest to observe firsthand the natural history of ideas--the patterns of their variation, inheritance, and selection in the cultural

landscape. In place of Darwin's oceanic islands, Hughes visits the "mind islands" of Native American tribes. Instead of finches, Hughes searches for signs of natural selection among the tepees.--From publisher description.

Consciousness Lulu.com

From biology to culture to the new new economy, the buzzword on everyone's lips is "meme." How do animals learn things? How does human culture evolve? How does viral marketing work? The answer to these disparate questions and even to what is the nature of thought itself is, simply, the meme. For decades researchers have been convinced that memes were The Next Big Thing for the understanding of society and ourselves. But no one has so far been able to define what they are. Until now. Here, for the first time, Robert Aunger outlines what a meme physically is, how memes originated, how they developed, and how they have made our brains into their survival systems. They are thoughts. They are parasites. They are in control. A meme is a distinct pattern of electrical charges in a node in our brains that reproduces a thousand times faster than a bacterium. Memes have found ways to leap from one brain to another. A number of them are being replicated in your brain as you read this paragraph. In 1976 the biologist Richard Dawkins suggested that all animals -- including humans -- are puppets and that genes hold the strings. That is, we are robots serving as life support for the genes that control us. And all they want to do is replicate themselves. But then, we do lots of things that don't seem to help genes replicate. We decide not to have children, we waste our time doing dangerous things like mountain climbing, or boring things like reading, or stupid things like smoking that don't seem to help genes get copied into the next generation. We do all sorts of cultural things for reasons that don't seem to have anything to do with genes. Fashions in sports, books, clothes, ideas, politics, lifestyles come and go and give our lives meaning, so how can we be gene robots? Dawkins recognized that something else was going on. We communicate with one another and we get ideas, and these ideas seem to have a life of their own. Maybe there was something called memes that were like thought genes. Maybe our bodies were gene robots and our minds were meme robots. That would mean that what we think is not the result of our own creativity, but rather the result of the evolutionary flow of memes as they wash through us. What is the biological reality of an idea with a life of its own? What is a thought gene? It's a meme. And no one before Robert Aunger has established what it physically must be. This elegant, paradigm-shifting analysis identifies how memes replicate in our brains, how they evolved, and how they use artifacts like books and photographs and advertisements to get from one brain to another. Destined to inflame arguments about free will, open doors to new ways of sharing our thoughts, and provide a revolutionary explanation of consciousness, *The Electric Meme* will change the way each of us thinks about our minds, our cultures, and our daily choices.

Social Learning In Animals Simon and Schuster

Shade Nox is the only witch in a land of wizards – a fiend, a rogue, a wanted criminal. Defying those who think her an abomination, Shade wears her tattoos openly and carries obsidian blades at her hips. For years, she has protected the outcast clans who wander the blighted Wastes, but the land is growing more unstable and her blades are no longer enough. To save her people, Shade vows to raise a Veil of protection – a feat not accomplished in over a hundred years. But the magical Veils are said to belong to the Brotherhood church; if she succeeds in raising one, it will expose their lies. They swear to see her obliterated first. Treading a dangerous path where allies can be as deceitful as enemies, and where demons lurk in the shadows, Shade chases a vision which could lead to her people's salvation... or her own destruction.

File Under: Fantasy [Tattoos At Dawn | Underestimated Women | Old Jealousies | The End of Whose World]

The Meme Machine Oxford University Press

Richard Dawkins explores the wonder of flight. A book for ages 8-80 about flying – from the mythical Icarus, to the sadly extinct but magnificent bird *Argentavis magnificens*, to the British Airways pilots of today.

Reality+: Virtual Worlds and the Problems of Philosophy Oxford University Press

Virus of the Mind is the first popular book devoted to the science of memetics, a controversial new field that transcends psychology, biology, anthropology, and cognitive science. Memetics is the science of memes, the invisible but very real DNA of human society. In *Virus of the Mind*, Richard Brodie carefully builds on the work of scientists Richard Dawkins, Douglas Hofstadter, Daniel Dennett, and others who have become fascinated with memes and their potential impact on our lives. But Richard goes beyond science and dives into the meat of the issue: is the emergence of this new science going to have an impact on our lives like the emergence of atomic physics did in the Cold War? He would say the impact will be

at least as great. While atomic bombs affect everybody's life, viruses of the mind touch lives in a more personal and more pernicious way. Mind viruses have already infected governments, educational systems, and inner cities, leading to some of the most pervasive and troublesome problems of society today: youth gangs, the welfare cycle, the deterioration of the public schools, and ever-growing government bureaucracy. Viruses of the mind are not a future worry: they are here with us now and are evolving to become better and better at their job of infecting us. The recent explosion of mass media and the information superhighway has made the earth a prime breeding ground for viruses of the mind. Will there be a mental plague? Will only some of us survive with our free will intact? Richard Brodie weaves together science, ethics, and current events as he raises these and other very disturbing questions about memes.

The Dawkins Delusion? Oxford University Press

VIOLENCE BEGETS VIOLENCE BEGETS VIOLENCE... A disturbed student shoots up his classroom -- and suddenly a wave of mass murder is sweeping through our nation's schools. A young child is taken from her home -- and for months afterward child abductions are frantically reported on an almost daily basis. A surfer is attacked by a shark -- and the public spends an entire summer fearing an onslaught of the deadly underwater predators. Why do the terrible events we see in the media always seem to lead to more of the same? Noted author and cultural behaviorist Loren Coleman explores how the media's over-saturated coverage of murders, suicides, and deadly tragedies makes an impact on our society. This is The Copycat Effect -- the phenomenon through which violent events spawn violence of the same type. From recognizing the emerging patterns of the Copycat Effect, to how we can deal with and counteract its consequences as individuals and as a culture, Loren Coleman has uncovered a tragic flaw of the information age -- a flaw which must be corrected before the next ripples of violence spread.

The Imitation Factor W. W. Norton & Company

"True skepticism has nothing to do with disbelief," says Susan Blackmore. "It is about taking people's claims seriously and trying to understand them." As a starry-eyed student, Blackmore was convinced of the reality of astral planes, telepathy, and life after death. She was determined to devote her life to parapsychology, but what she found wasn't what she had bargained for. None of her cleverly devised experiments revealed a hint of the psi she was seeking. In a determined effort to find it somehow, she tested young children in play groups, trained students in imagery and altered states of consciousness, and even put Tarot cards to the test. She visited haunted houses and was regressed to a "past life." Finally, accused of being a "psi-inhibitory experimenter" with the power of abolishing paranormal effects, she visited other, more successful, experimenters. Here she found only errors in their experiments. In this new and updated edition of *The Adventures of a Parapsychologist*, Blackmore is at last at liberty to explain just what she found in those ill-fated experiments at Cambridge. She brings her story up to date in a lively and personal account of one scientist's never-ending search for the paranormal.