

The Meme Machine Susan J Blackmore

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The Meme Machine Oxford Paperbacks

A leading philosopher takes a mind-bending journey through virtual worlds, illuminating the nature of reality and our place within it. Virtual reality is genuine reality; that's the central thesis of *Reality+*. In a highly original work of "technophilosophy," David J. Chalmers gives a compelling analysis of our technological future. He argues that virtual worlds are not second-class worlds, and that we can live a meaningful life in virtual reality. We may even be in a virtual world already. Along the way, Chalmers conducts a grand tour of big ideas in philosophy and science. He uses virtual reality technology to offer a new perspective on long-established philosophical questions. How do we know that there's an external world? Is there a god? What is the nature of reality? What's the relation between mind and body? How can we lead a good life? All of these questions are illuminated or transformed by Chalmers' mind-bending analysis. Studded with illustrations that bring philosophical issues to life, *Reality+* is a major statement that will shape discussion of philosophy, science, and technology for years to come.

Thought Contagion Oxford University Press

From the creator of the popular website *Ask a Manager* and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party
Praise for *Ask a Manager* "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work." —Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience." —Library Journal (starred review) "I am a huge fan of Alison Green's *Ask a Manager* column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor." —Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way." —Erin Lowry, author of *Broke Millennial: Stop Scraping*

By and Get Your Financial Life Together
Consciousness Academy Chicago Publishers, Limited

Memes are the way that ideas, behaviours or skills are passed on from person to person by imitation, in the way that our bodies pass on genes. Examples include tunes, fashion and ways of building arches.

In Search of the Light 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.

Hystories Penguin UK

Have you ever dreamt you could fly? Or imagined what it would be like to glide and swoop through the sky like a bird? Do you let your mind soar to unknown, magical spaces? Richard Dawkins explores the wonder of flight: from the mythical Icarus, to the sadly extinct but spectacular bird *Argentavis magnificens*, from the Wright flyer and the 747, to the Tinkerbella fairyfly and the Peregrine falcon. But he also explores flights of the mind and escaping the everyday through science, ideas and imagination.

Test Your Psychic Powers OUP Oxford

About one person in ten claims to have left his or her body at some time. Some were close to death; others had under-gone an accident or shock. Dr Blackmore's explanation for out-of-body

experiences is based on historical and anecdotal material, surveys, and laboratory experiments.

Seeing Myself Random House

Science need not be dull and bogged down by jargon, as Richard Dawkins proves in this entertaining look at evolution. The themes he takes up are the concepts of altruistic and selfish behaviour; the genetical definition of selfish interest; the evolution of aggressive behaviour; kinship theory; sex ratio theory; reciprocal altruism; deceit; and the natural selection of sex differences. 'Should be read, can be read by almost anyone. It describes with great skill a new face of the theory of evolution.' W.D. Hamilton, *Science*

Ask a Manager Prometheus Books

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.

The Electric Meme InterVarsity Press

Art-form, send-up, farce, ironic disarticulation, pastiche, propaganda, trololololol, mode of critique, mode of production, means of politicisation, even of subjectivation - memes are the inner currency of the internet's circulatory system. Independent of any one set value, memes are famously the mode of conveyance for the alt-right, the irony left, and the apoliticals alike, and they are impervious to many economic valuations: the attempts made in co-opting their discourse in advertising and big business have made little headway, and have usually been derailed by retaliative meming. POST MEMES: SEIZING THE MEMES OF PRODUCTION takes advantage of the meme's subversive adaptability and ripeness for a focused, in-depth study. Pulling together the interrogative forces of a raft of thinkers at the forefront of tech theory and media dissection, this collection of essays paves a way to articulating the semiotic fabric of the early 21st century's most prevalent means of content posting, and aims at the very seizing of the memes of production for the imagining and creation of new political horizons. With contributions from Scott and McKenzie Wark, Patricia Reed, Jay Owens, Thomas Hobson and Kaajal Modi, Dominic Pettman, Bogna M. Konior, and Eric Wilson, among others, this essay volume offers the freshest approaches available in the field of memes studies and inaugurates a new kind of writing about the newest manifestations of the written online. The book aims to become the go-to resource for all students and scholars of memes, and will be of the utmost interest to anyone interested in the internet's most viral phenomenon. ABOUT THE EDITORS ALFIE BOWN is the author of several books including "The Playstation Dreamworld" (Polity, 2017) and "In the Event of Laughter: Psychoanalysis, Literature and Comedy" (Bloomsbury, 2018). He is also a journalist for the Guardian, the Paris Review, and other outlets. DAN BRISTOW is a recovering academic, a bookseller, and author of "Joyce and Lacan: Reading, Writing, and Psychoanalysis" (Routledge, 2016) and "2001: A Space Odyssey and Lacanian Psychoanalytic Theory" (Palgrave, 2017). He is also the co-creator with Alfie Bown of *Everyday Analysis*, now based at *New Socialist* magazine.

Reality+: Virtual Worlds and the Problems of Philosophy Routledge
Is there a theory that explains the essence of consciousness? Or is consciousness itself just an illusion? The 'last great mystery of science', consciousness is a topic that was banned from serious research for most of the last century, but is now an area of increasing popular interest, as well as a rapidly expanding area of study for students of psychology, philosophy and neuroscience. This ground-breaking textbook by best-selling author Susan Blackmore was the first of its kind to bring together all the major theories of consciousness studies, from those based on neuroscience to those based on quantum theory or Eastern philosophy. The book examines topics such as how subjective experiences arise from objective brain processes, the basic neuroscience of consciousness, altered states of consciousness, out of body and near death experiences and the effects of drugs, dreams and meditation. It also explores the nature of self, the possibility of artificial consciousness in robots, and the question of whether animals are conscious. The new edition has been fully revised to include the latest developments in neuroscience, brain scanning techniques, and artificial consciousness and robotics. The new website includes self-assessment exercises, advanced further reading, flashcards and MCQs. For all those intrigued by what it means to be, to exist, this book could radically transform your

understanding of your own consciousness.

Science in the Soul Yale University Press

Is there a theory that explains the essence of consciousness? Or is consciousness itself an illusion? Am I conscious now? Now considered the 'last great mystery of science', consciousness was once viewed with extreme scepticism and rejected by mainstream scientists. It is now a significant area of research, albeit a contentious one, as well as a rapidly expanding area of study for students of psychology, philosophy, and neuroscience. This edition of *Consciousness*, revised by author team Susan Blackmore and Emily Troschianko, explores the key theories and evidence in consciousness studies ranging from neuroscience and psychology to quantum theories and philosophy. It examines why the term 'consciousness' has no recognised definition and provides an opportunity to delve into personal intuitions about the self, mind, and consciousness. Featuring comprehensive coverage of all core topics in the field, this edition includes: Why the problem of consciousness is so hard Neuroscience and the neural correlates of consciousness Why we might be mistaken about our own minds The apparent difference between conscious and unconscious Theories of attention, free will, and self and other The evolution of consciousness in animals and machines Altered states from meditation to drugs and dreaming Complete with key concept boxes, profiles of well-known thinkers, and questions and activities suitable for both independent study and group work, *Consciousness* provides a complete introduction to this fascinating field. Additional resources are available on the accompanying companion website: www.routledge.com/cw/blackmore

The Dawkins Delusion? Tim Tyler

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 Encyclopedia of the Paranormal Prometheus Books

"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.

Memetics Oxford University 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 W. W. Norton & Company

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 Revolutionary Phenotype: The amazing story of how life begins and how it ends punctum books

Surveys the online social habits of American teens and analyzes the role technology and social media plays in their lives, examining common misconceptions about such topics as identity, privacy, danger, and bullying.

The Discursive Power of Memes in Digital Culture Simon and Schuster

And it answers such questions as: "Are 'organic' foods worth their extra cost?" "Can acupuncture cure anything?" "Will vitamin B₁₂ shots pep me up?" "Can diet cure arthritis?" "Will spinal adjustments help my health?" "Will amino acids 'pump up' my muscles?" "Where can reliable information be obtained?" and "What's the best way to get good medical care?" Even if the answers to some of these questions seem obvious, the details in this volume, written in an informative, highly readable, and easy-to-understand style, will astound you. Quackery often leads to harm because it turns ill people away from legitimate and trusted therapeutic procedures. However, its heaviest toll is in financial loss not only to those who pay directly, but to everyone who pays for bogus treatments through taxes, insurance premiums, and other ways that are less obvious.

Consciousness Routledge

A "defense of science and clear thinking [in a] career-spanning collection of essays, including twenty pieces published in the United States for the first time"--Amazon.com.

Memetics in Digital Culture Lulu.com

The million copy international bestseller, critically acclaimed and translated into over 25 languages. As influential today as when it was first published, *The Selfish Gene* has become a classic exposition of evolutionary thought. Professor Dawkins articulates a gene's eye view of evolution - a view giving centre stage to these persistent units of information, and in which organisms can be seen as vehicles for their replication. This imaginative, powerful, and stylistically brilliant work not only brought the insights of Neo-Darwinism to a wide audience, but galvanized the biology community, generating much debate and stimulating whole new areas of research. Forty years later, its insights remain as relevant today as on the day it was published. This 40th anniversary edition includes a new epilogue from the author discussing the continuing relevance of these ideas in evolutionary biology today, as well as the original prefaces and foreword, and extracts from early reviews. Oxford Landmark Science books are 'must-read' classics of modern science writing which have crystallized big ideas, and shaped the way we think.

The Selfish Gene Apollo

On psychopathology of everyday life