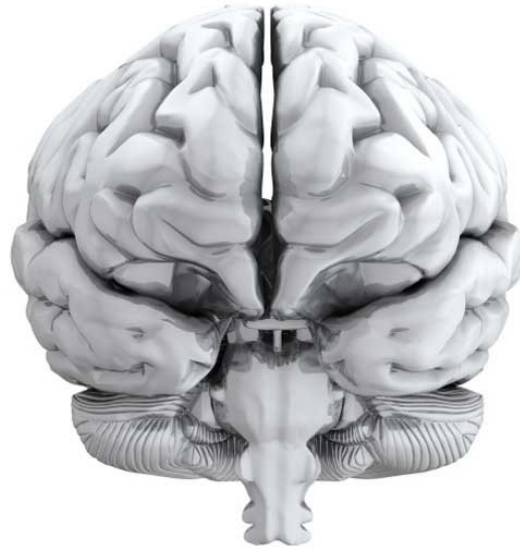


20

Social brain

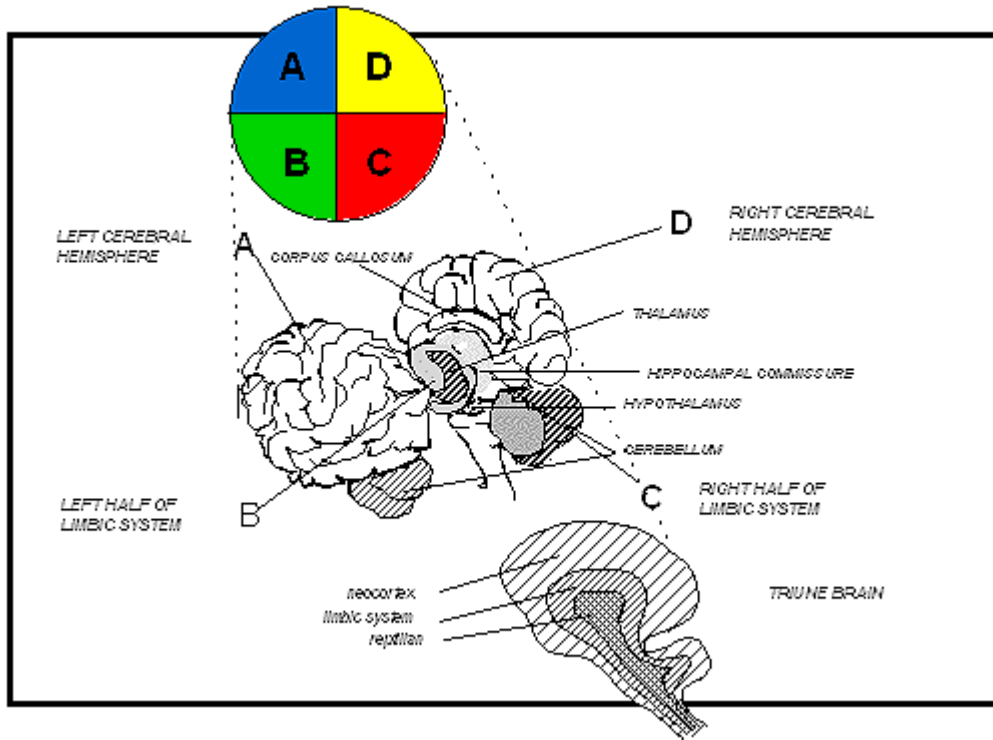
Brain



<http://mywwwzone.heckyehllc.netdna-cdn.com/wp-content/uploads/2011/02/brain-front-view.jpg>

<http://www.autotribute.com/wp-content/uploads/2016/02/Rimac-electric-supercar-front-view.jpg>

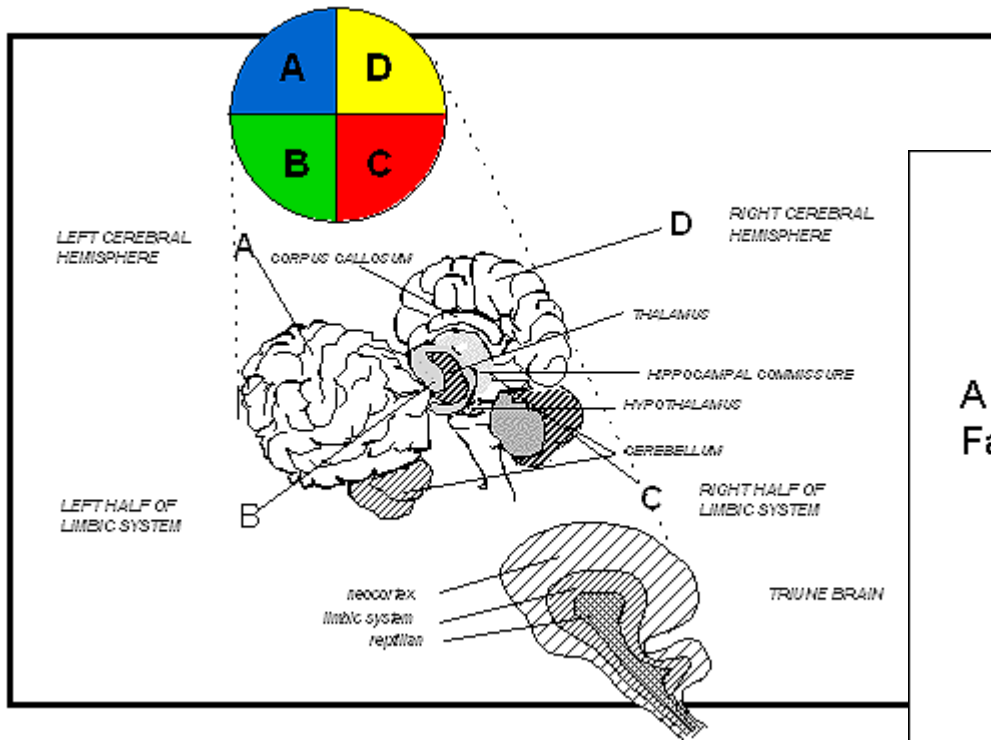
Whole brain model



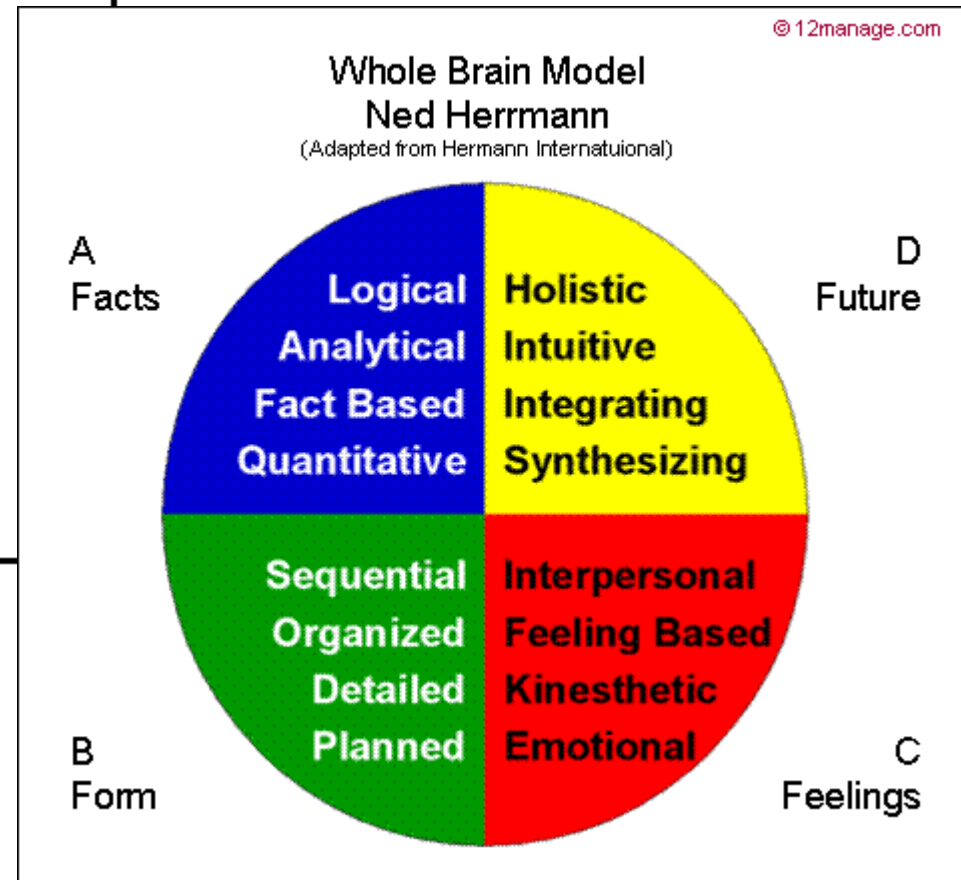
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<http://www.herrmannsolutions.com/>

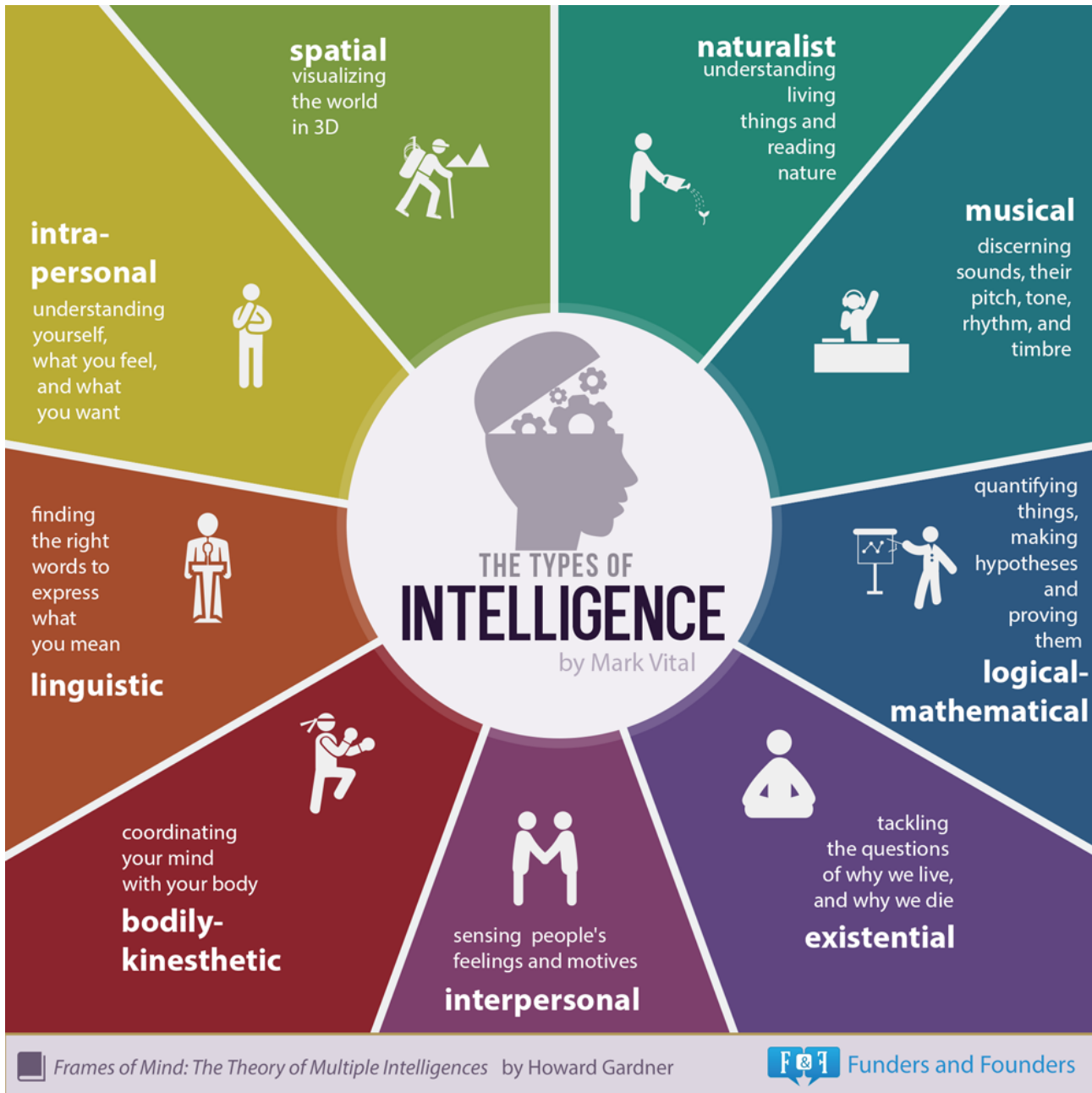
Whole brain model



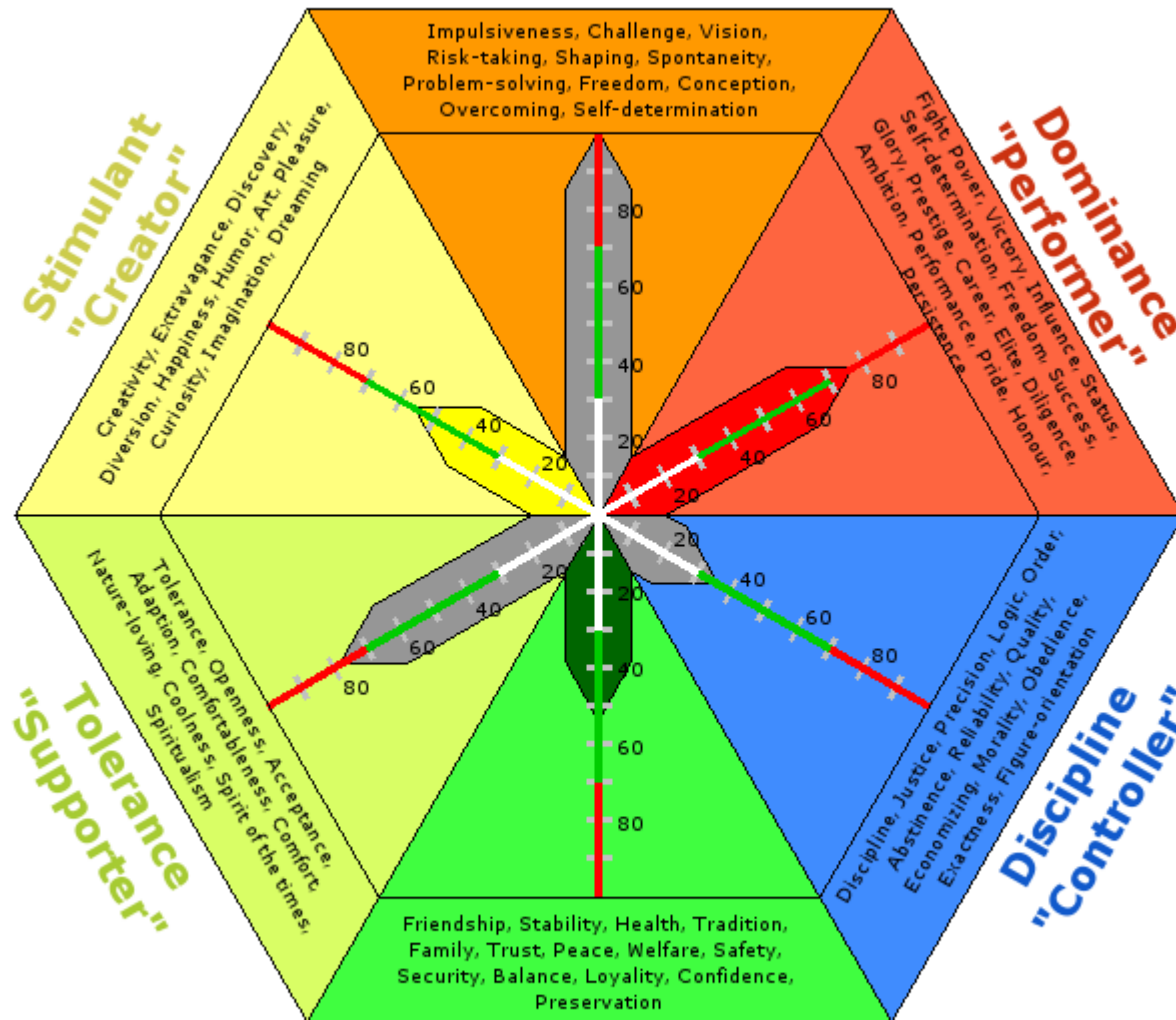
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http://www.12manage.com/images/picture_herrmann_whole_brain_model.gif

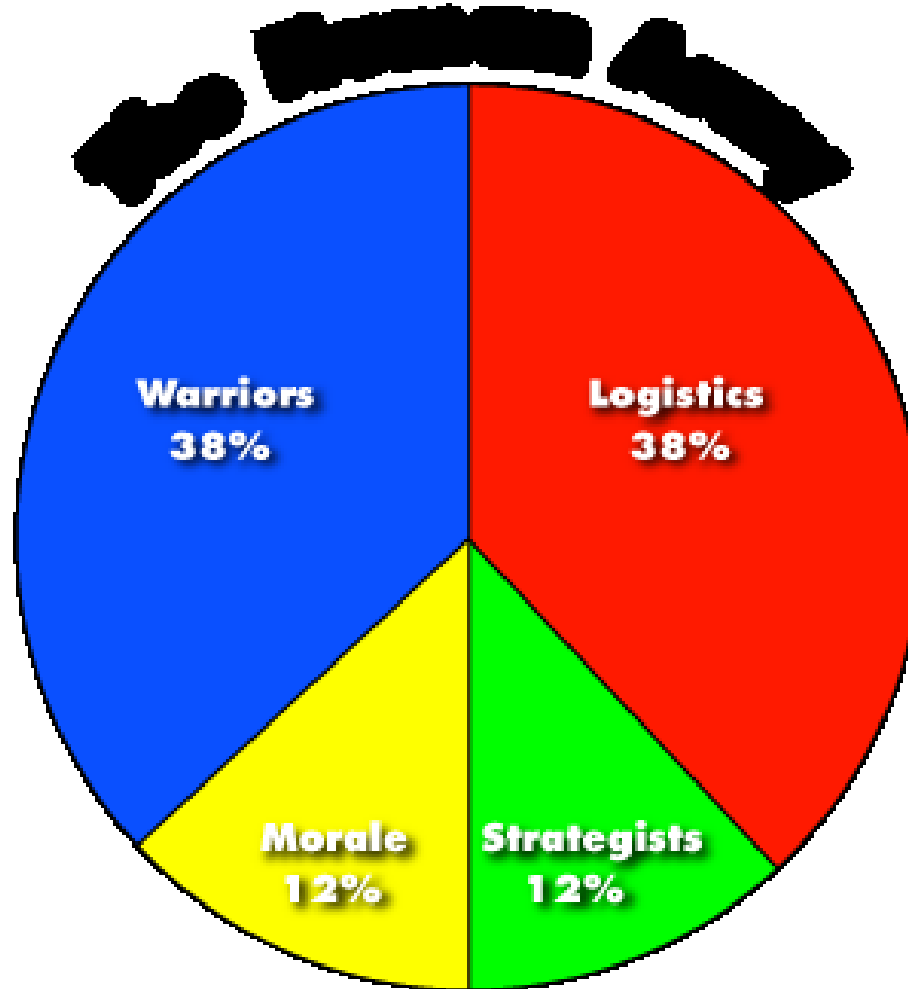


Innovation "Pioneer"



<https://web.limbic-personality.com/files/CjvXQ2.bmp>

[https://web.limbic-personality.com/ /](https://web.limbic-personality.com/)



The 4 Personality Types In The Human Race

©2011 Personality Marketing LLC

<http://customersecrets.com/wp-content/uploads/2011/09/Army-Personality-Types.png>



<http://teamchange.nl/wp-content/uploads/2014/05/Kleurenmodellen2-380x250.jpg>

The Four Quadrants of Technology Service & Support

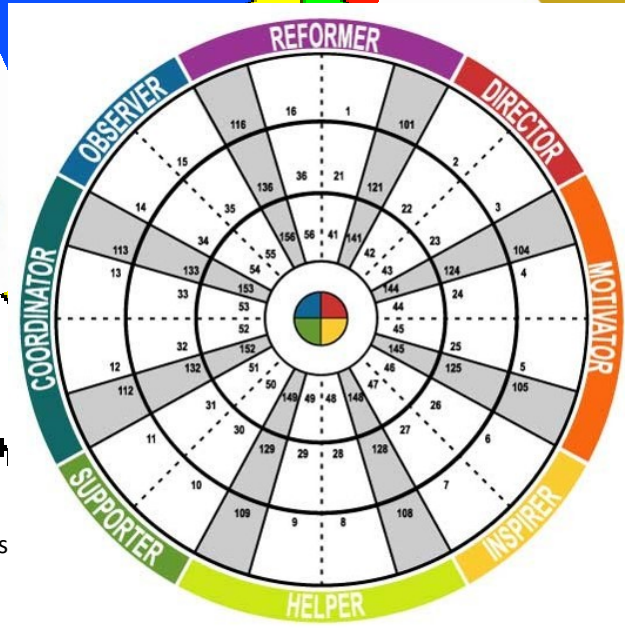


<https://iowacitytechnologyservices.files.wordpress.com/2015/10/2015-10-15th0132-four-quadrants-of-technology-service-and-support-chart.jpg>



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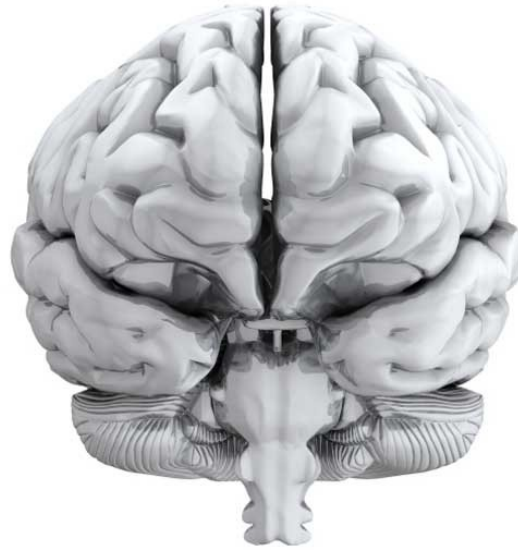
<http://customers>



<http://customers>

<http://scottschwefel.com/wp-content/uploads/2016/01/smart-skills.jpg>

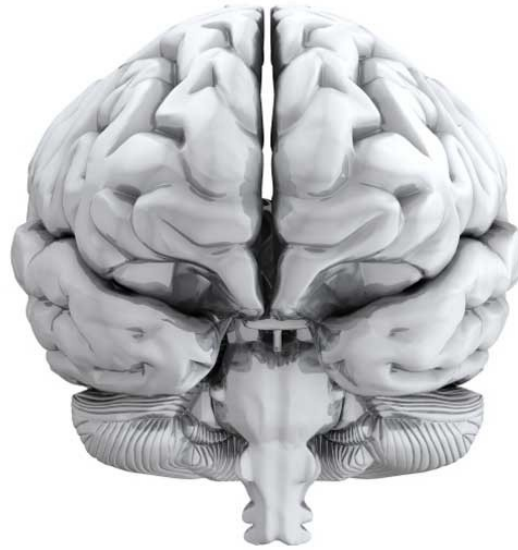
Brain



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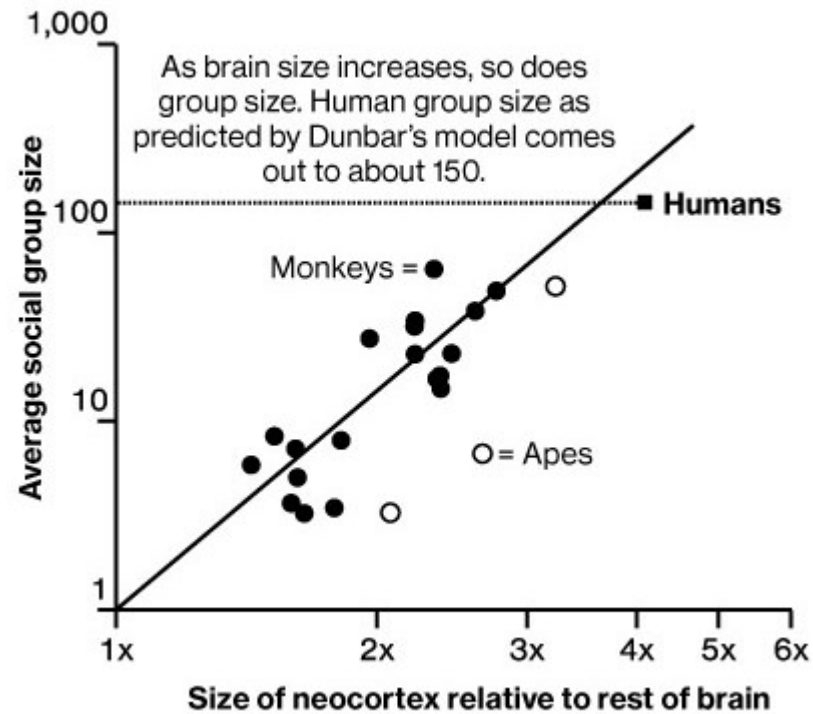
<http://www.autotribute.com/wp-content/uploads/2016/02/Rimac-electric-supercar-front-view.jpg>

Social brain



Social brain

The Social Cortex

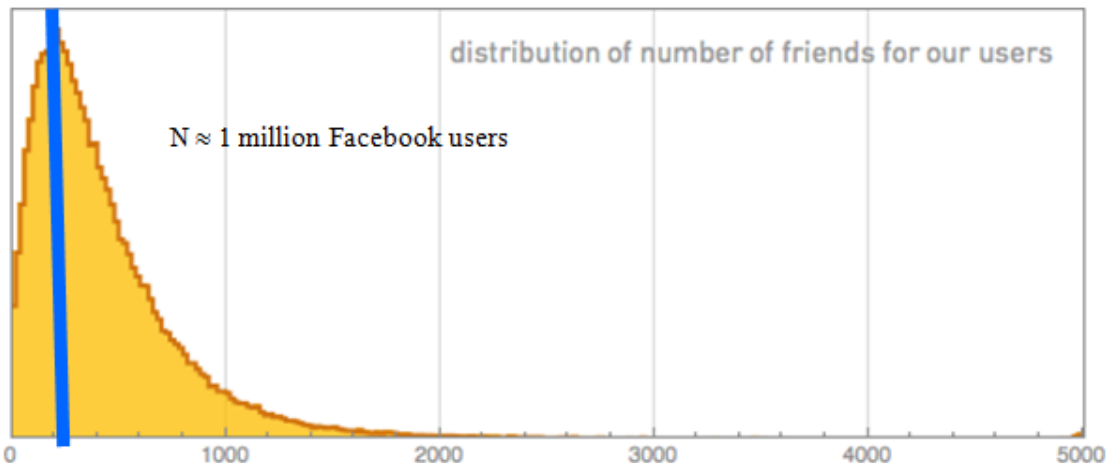


DATA: THE SOCIAL BRAIN HYPOTHESIS, DUNBAR 1998

Social brain

Has Facebook Really Widened Your Social World?

- It seems not....
- Modal number of 'friends' on Facebook = 150-250
- You may list 100s of friends, but you only talk to a handful



Society



<https://cdn.nexternal.com/tjb/images/FC-11.jpg>

<https://s-media-cache-ak0.pinimg.com/564x/9a/86/da/9a86da32052973bb085dc1511d4b7102.jpg>
<http://previews.123rf.com/images/dja65/dja651107/dja65110700341/10025966-Stone-age-axe-Stock-Photo-tools-ancient-stone.jpg>

[http://www.thebushcraftstore.co.uk/ekmps/shops/bduimportsltd/images/condor-greenland-pattern-axe-\[2\]-12105-p.jpg](http://www.thebushcraftstore.co.uk/ekmps/shops/bduimportsltd/images/condor-greenland-pattern-axe-[2]-12105-p.jpg)

Society



Culture
– the sum of knowledge
✓ Material
✓ Spiritual

Social brain or asocial brain?



Social brain or asocial brain?



FORMER FRENCH BATTLESHIP STRASBOURG AND CRUISER.

US AAF PHOTO 225-8

Social brain or asocial brain?

Nick Ut, Trang Bang 1972



Social brain

„The first sign of civilization was a femur that had been broken and then healed... Helping someone else through difficulty is where civilization starts“

Margaret Mead

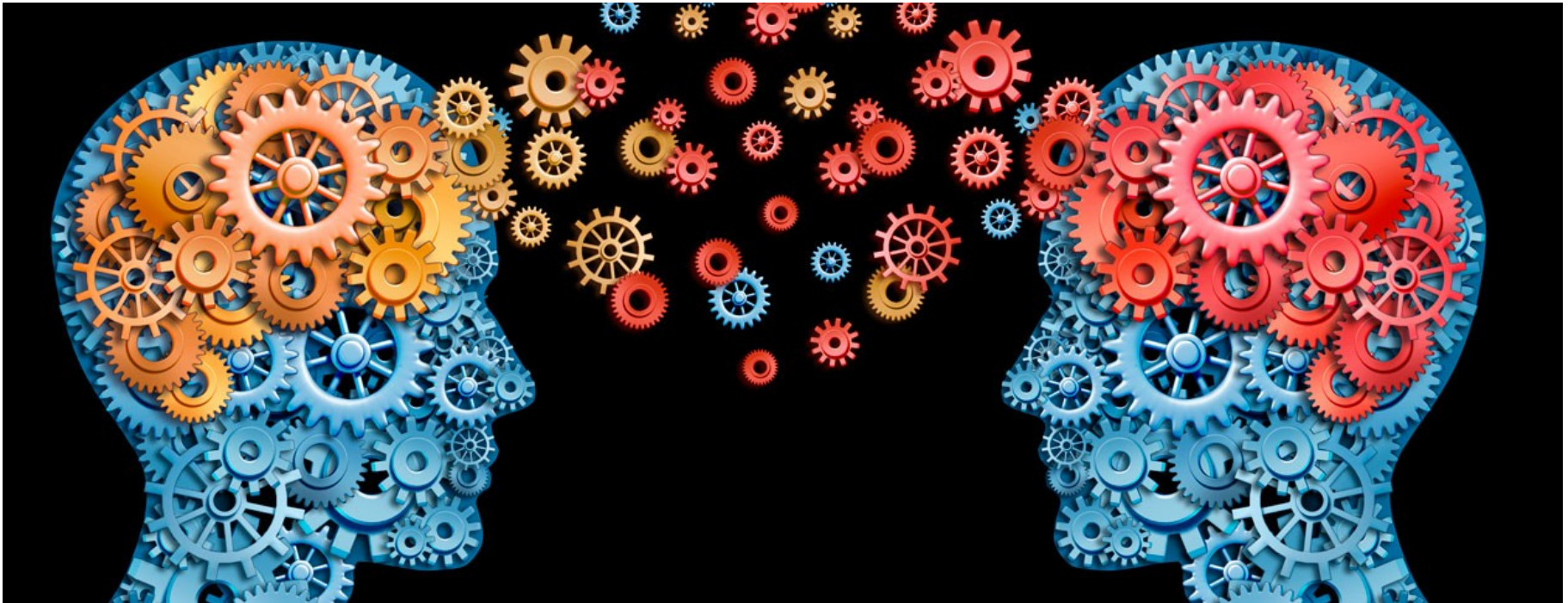
http://anthropology.si.edu/writteninbone/images/G0500_large.jpg



<http://www.ancient.eu/uploads/images/display-1166.jpg>

Mentalization

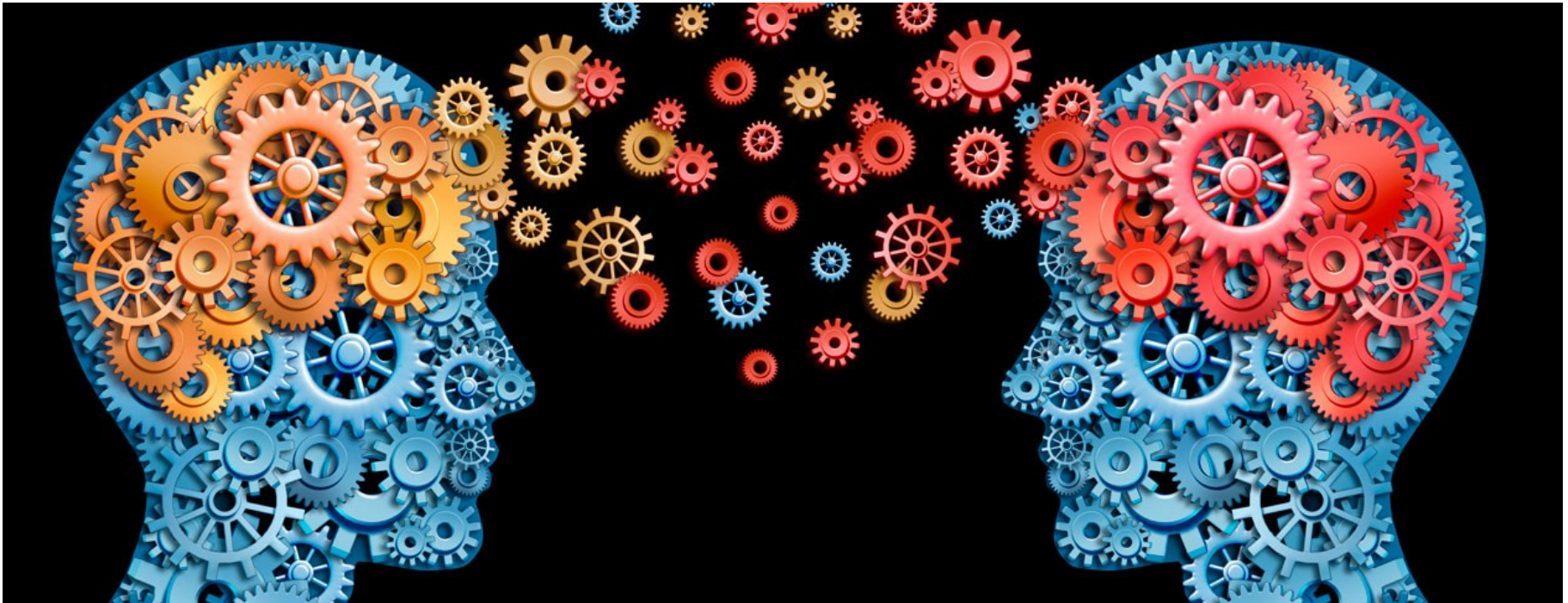
- the ability to understand the mental state, of oneself or others, that underlies over behavior
 - Rationally
 - Emotionally



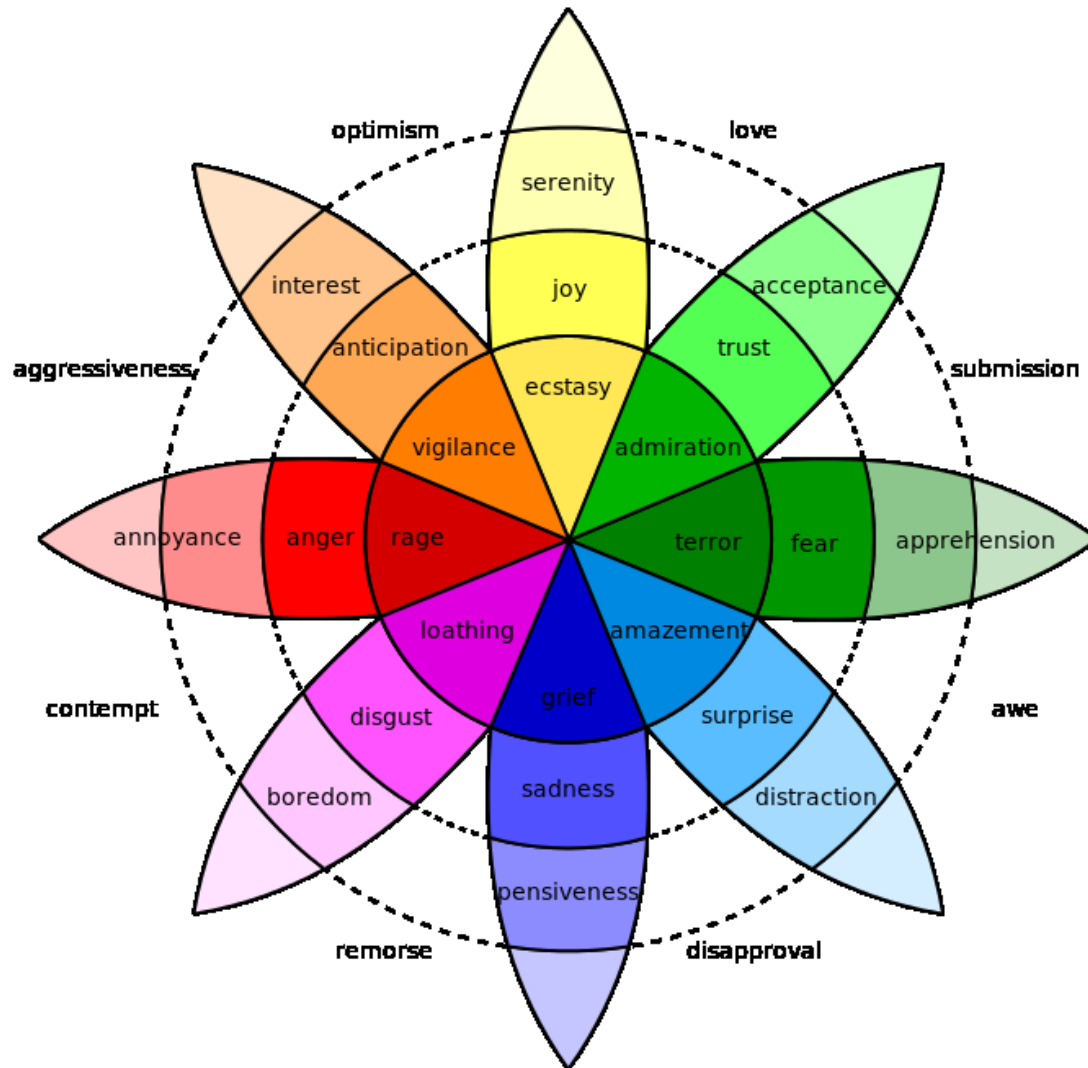
Mentalization

- the ability to understand the mental state, of oneself or others, that underlies over behavior
- Rationally
- Emotionally

Empathy – „mentalization in a positive sense“



Emotions



Motivation

- Theoretical construct used to explain behavior
- Extrinsic
 - Outer influence
 - Reward/punishment
 - Not so effective as intrinsic motivation, but it allows us to attain outcomes which one would not reach from intrinsic motivation

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 - Self-desire (inner rewarding system)
 - Very effective, because one does things which he likes or in which he believes

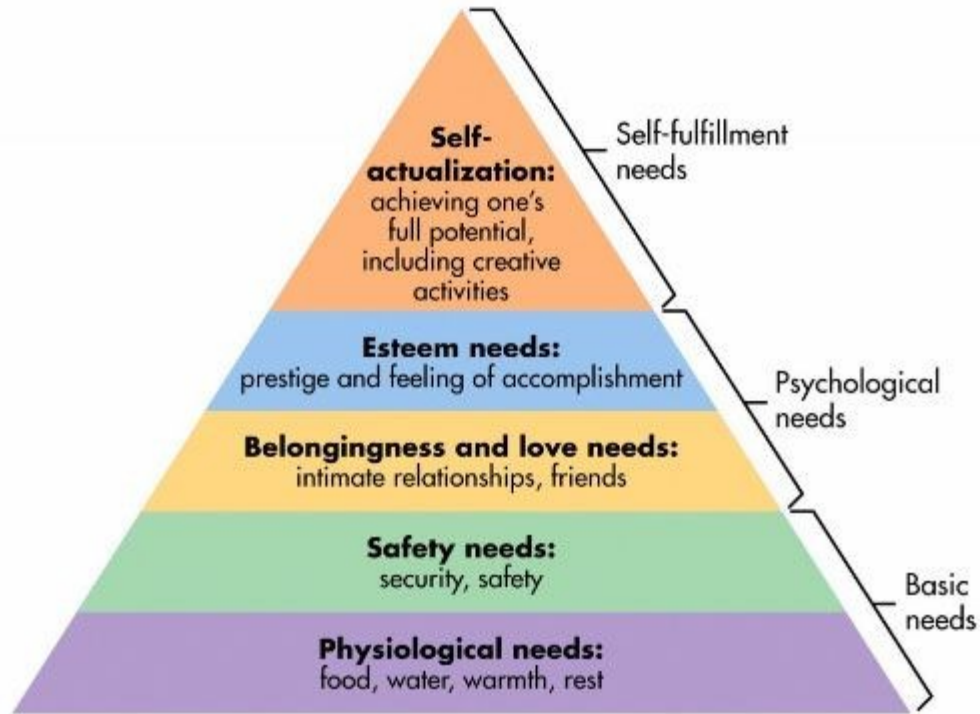
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„Legal behavior“

„Moral behavior“

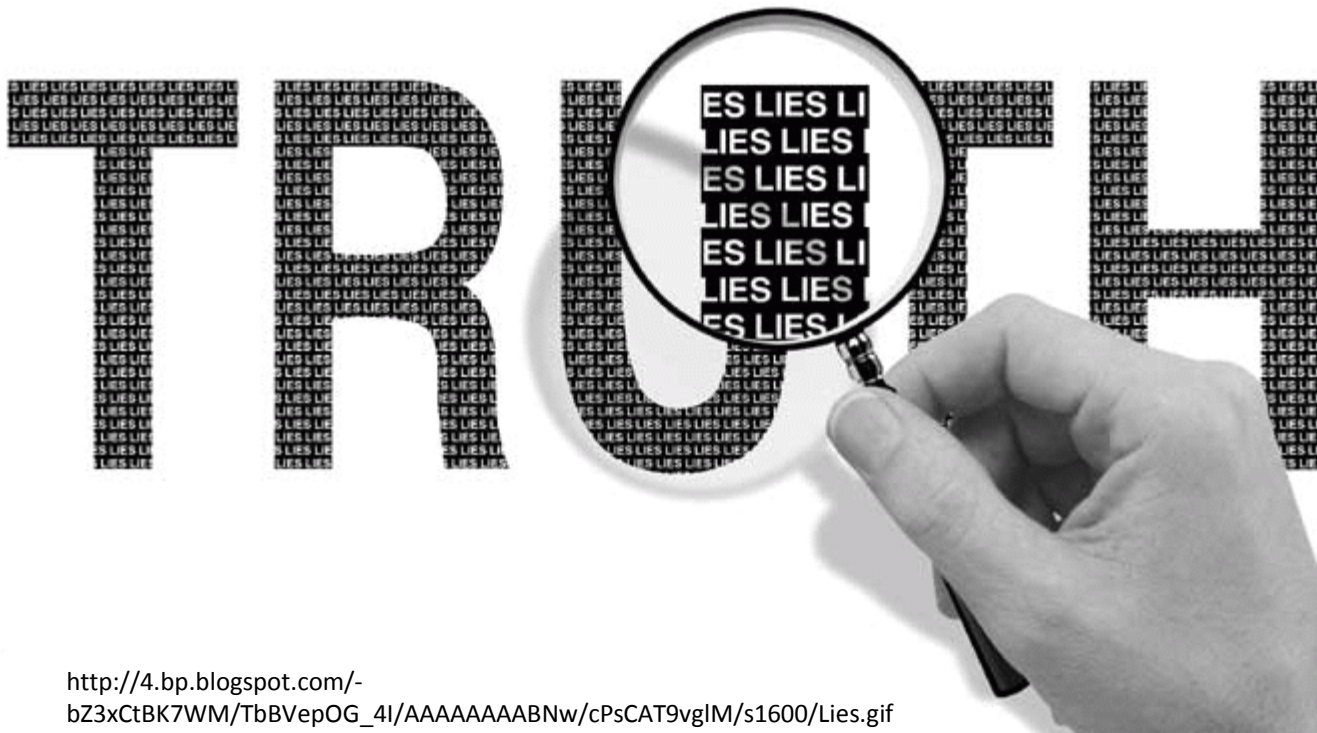
Maslow's Hierarchy of Needs



<http://www.simplypsychology.org/maslow-pyramid.jpg>

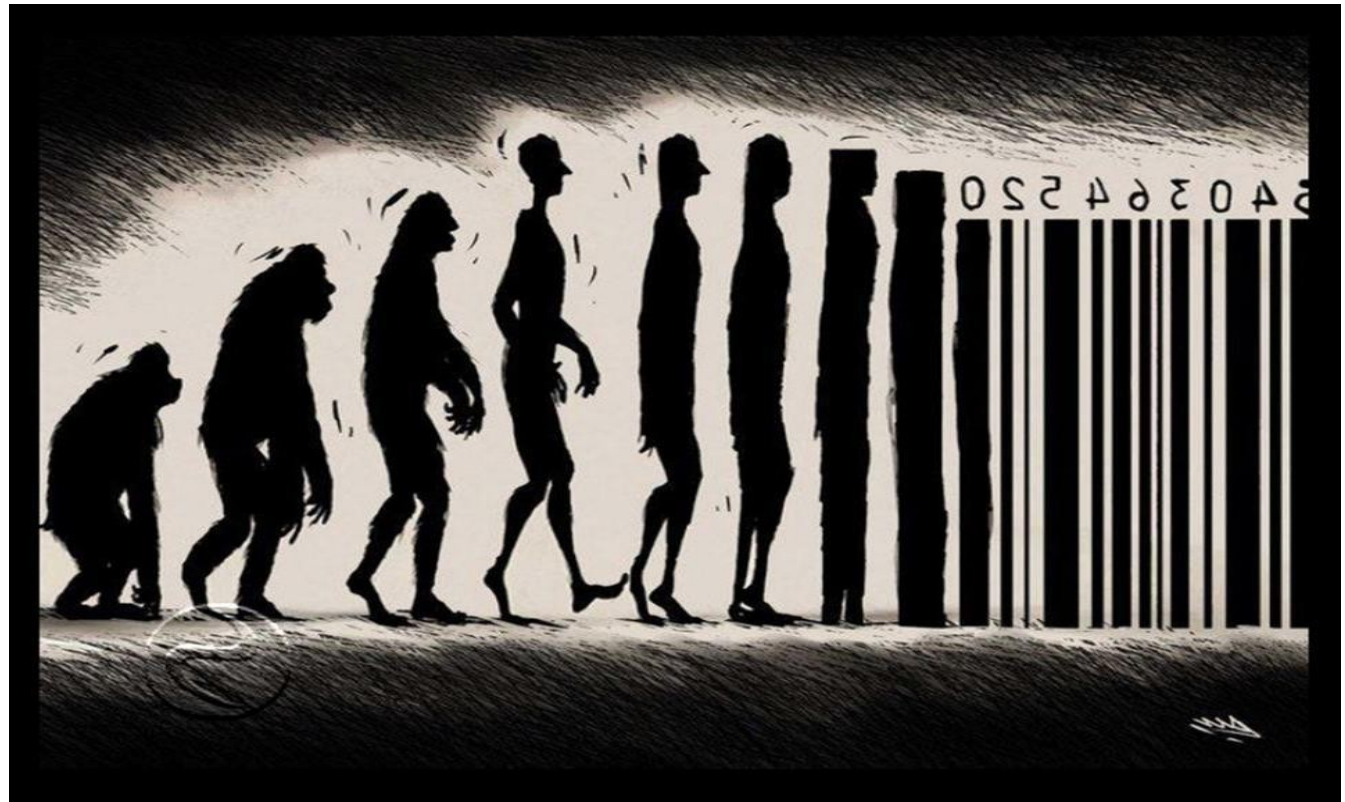
Rationalization

- defense mechanism in which controversial behaviors or feelings are justified and explained in a seemingly rational or logical manner to avoid the true explanation, and are made consciously tolerable—or even admirable and superior—by plausible means (wikipedia)



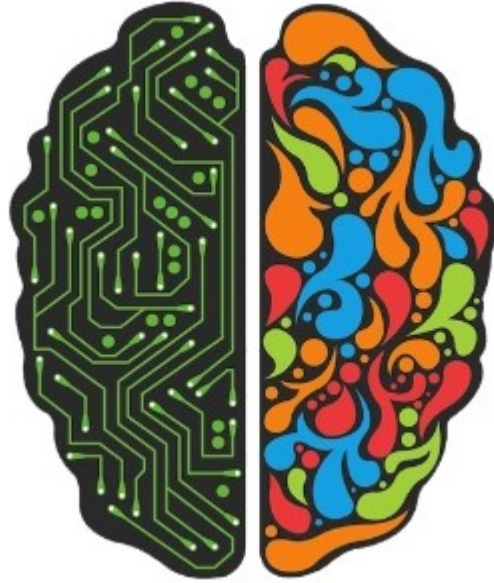
Dehumanization

- debasement the others' individuality as either an "individual" species or an "individual" object
- Animalistic
- Mechanistic

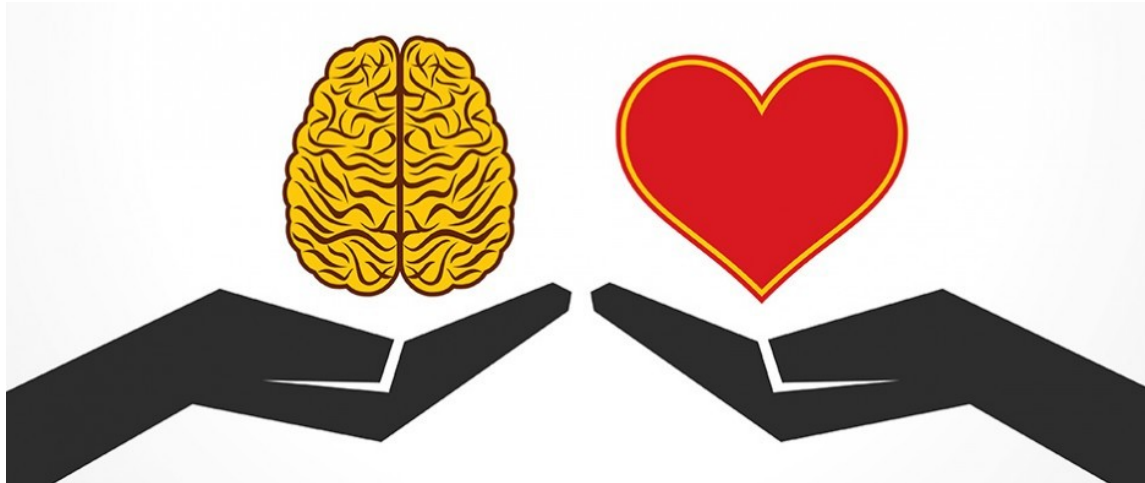


Empathy

Rationality



Emotionality



Each man is complex and unique thanks to the complex and unique brain



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It is hard to understand both the brain and man's behavior...



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... therefore it is difficult to interact with others...



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... therefore it is difficult to interact with others...

... but **empathy** helps to build trust

