

# **18 The Highest Functions of Nervous System**

## **Psychological and Social Aspects of Brain Activity**

**II**

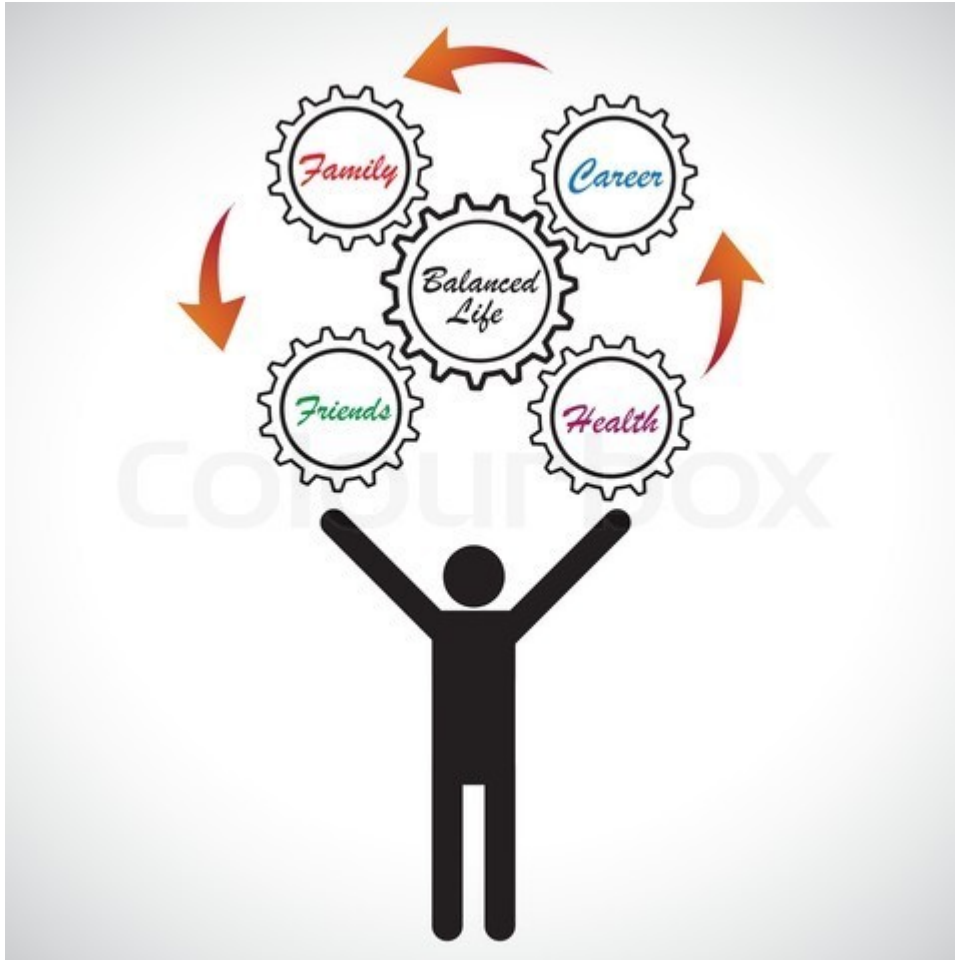
# The conflict between the limbic system and the neocortex

✓The problem with effective control of the neocortex



# The conflict between the limbic system and the neocortex

**WHY?**



Where did you find that? I've been searching for it everywhere

I created it myself.

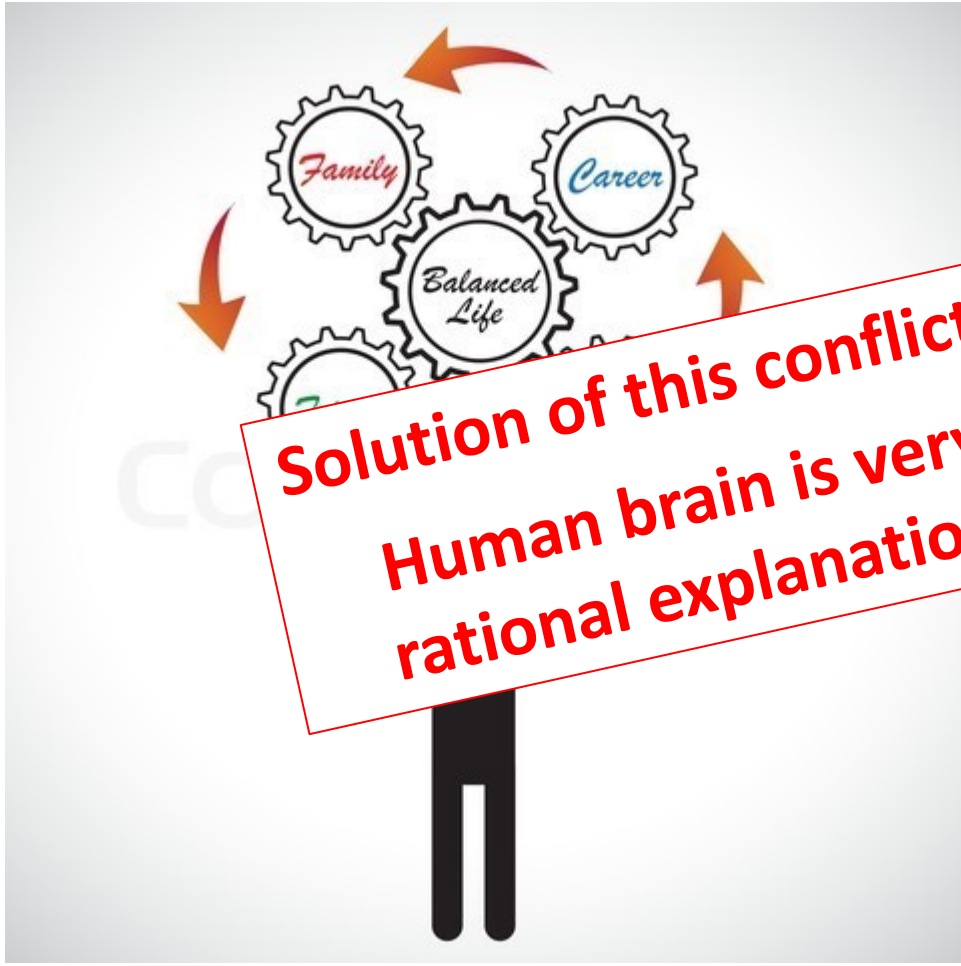


<http://www.terryherring2013.com/wp-content/uploads/2014/03/life-balance.jpg>

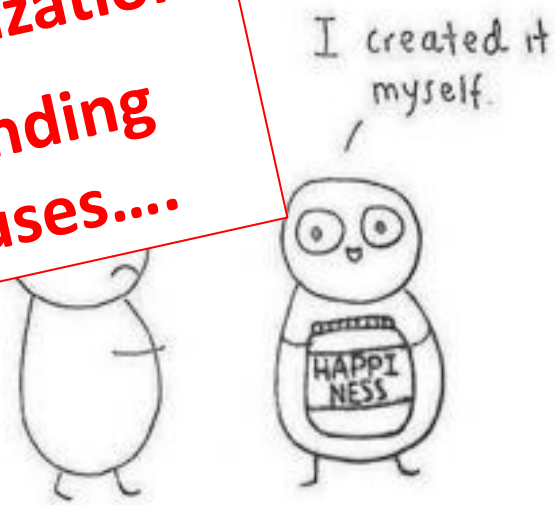
<http://thedailypositive.com/wp-content/uploads/2016/06/image1-4-300x300.jpg>

# The conflict between the limbic system and the neocortex

**WHY?**



**Solution of this conflict is rationalization.  
Human brain is very good at finding  
rational explanations and excuses....**



<http://www.terryherring2013.com/wp-content/uploads/2014/03/life-balance.jpg>

<http://thedailypositive.com/wp-content/uploads/2016/06/image1-4-300x300.jpg>

# Awareness / Mindfulness

✓The problem with effective control of the neocortex

<http://cognitivetherapyonline.com/cbt4panic/wp-content/uploads/2011/03/past-future.gif>



## Mind Full, or Mindful?



[https://stuffthingsandopinions.files.wordpress.com/2015/12/15655214702\\_05c357fe29\\_o\\_d.jpg](https://stuffthingsandopinions.files.wordpress.com/2015/12/15655214702_05c357fe29_o_d.jpg)

„When you are hungry, eat; when you are tired, sleep“

Zen Buddhist quote

# Awareness / Mindfulness

✓The problem with effective control of the neocortex



UNLESS THE MOMENT IS UNPLEASANT,  
IN WHICH CASE I WILL EAT A COOKIE



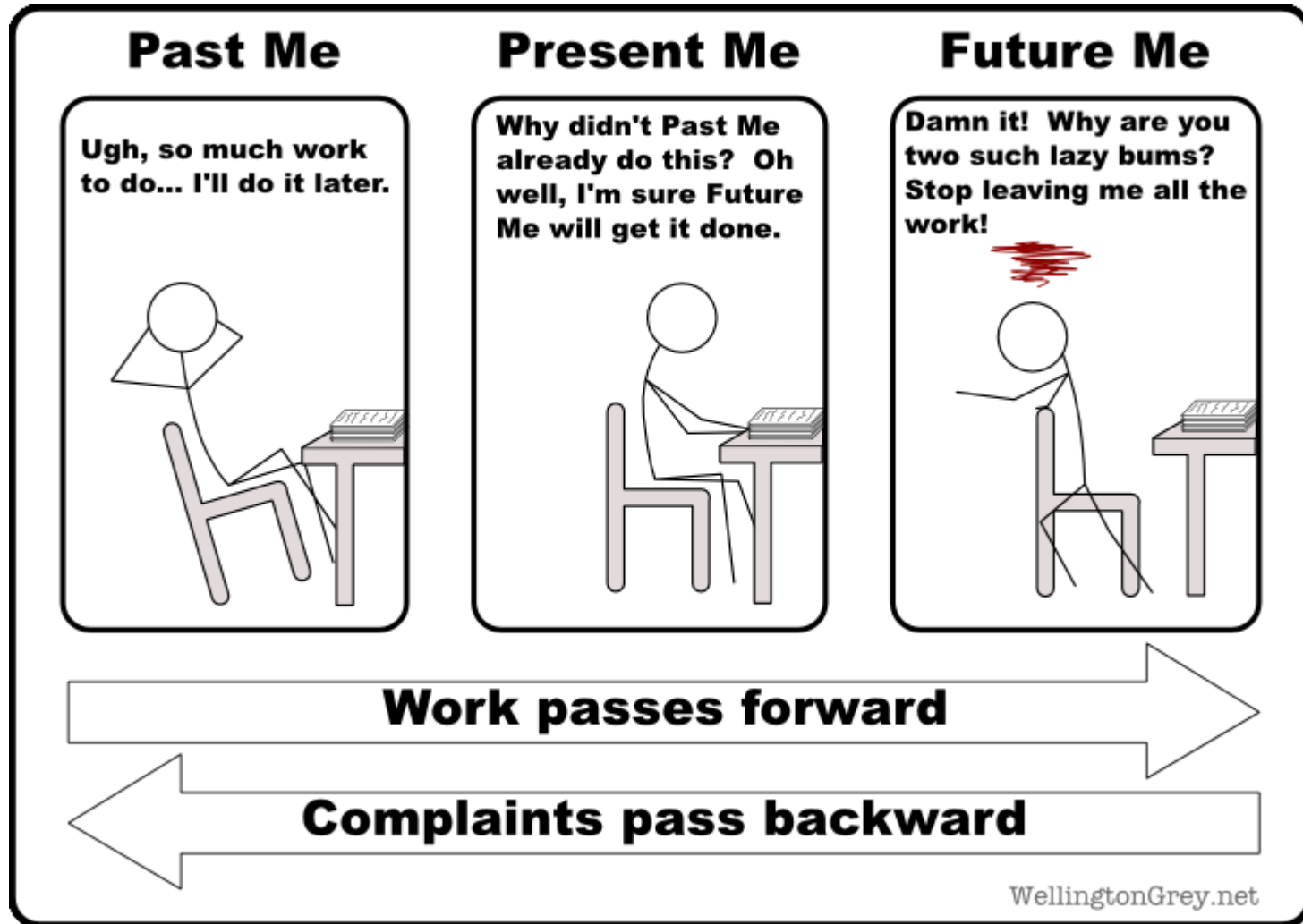
15 MINUTES OF CARDIO, 15 MINUTES OF WEIGHTS,  
AND AN HOUR OF TALKING MYSELF INTO IT.

<http://nutritionstudies.org/wp-content/uploads/2014/01/overcoming-emotional-eating-480x250.jpg>

[http://1.bp.blogspot.com/\\_GpQ4Y4Dn10/78WmcpUtlI/AAAAAAAAAAw/9kCQYEuoTBg/s1600/exercise-cartoon.jpg](http://1.bp.blogspot.com/_GpQ4Y4Dn10/78WmcpUtlI/AAAAAAAAAAw/9kCQYEuoTBg/s1600/exercise-cartoon.jpg)

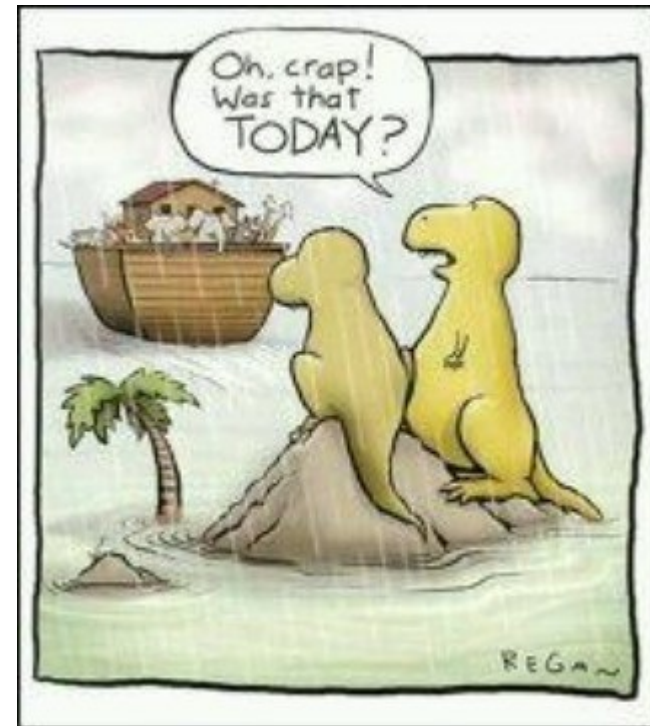
# Awareness / Mindfulness

✓The problem with effective control of the neocortex



# Procrastination

- Putting off an action to later time
- It is not a laziness!



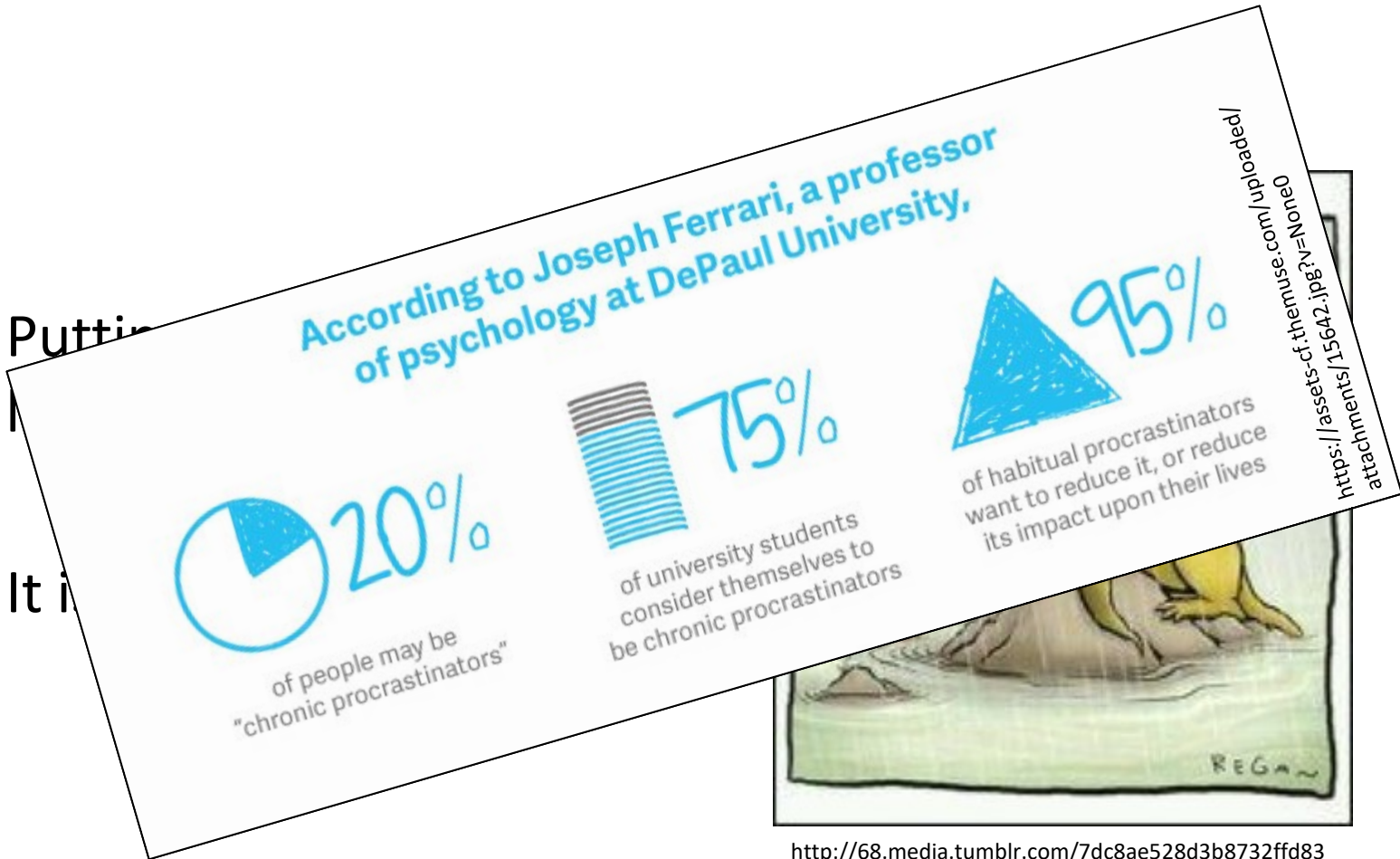
[http://68.media.tumblr.com/7dc8ae528d3b8732ffd837ef94536423/tumblr\\_nvanv5R3oJ1tdi9a1o1\\_400.jpg](http://68.media.tumblr.com/7dc8ae528d3b8732ffd837ef94536423/tumblr_nvanv5R3oJ1tdi9a1o1_400.jpg)



# Procrastination

- Putting it off

- It is



[http://68.media.tumblr.com/7dc8ae528d3b8732ffd837ef94536423/tumblr\\_nvanv5R3oJ1tdi9a1o1\\_400.jpg](http://68.media.tumblr.com/7dc8ae528d3b8732ffd837ef94536423/tumblr_nvanv5R3oJ1tdi9a1o1_400.jpg)

# Procrastination

**A critical role of the limbic system**

Physiologically, it's a struggle between two parts of the brain:

**Prefrontal cortex:**  
controls problem solving and planning

**Limbic system:**  
craves immediate gratification



## Why is procrastination such a bad idea?

*It can ...*

**... hurt your health:** Chronic procrastinators suffer more illnesses, get less exercise, sleep less and drink more alcohol than non-procrastinators.

**... stress you out:** The resulting deadline crunch (or a missed deadline) takes a toll on both you and those around you.

**... lead to lower salaries and a higher risk of unemployment:** No one gets ahead by dropping deadlines.

## Why do people procrastinate?



**Fear of failure:** You won't settle for anything less than perfection.



**Skill deficit:** You don't know how to complete the task.



**Lack of interest or motivation:** The task is simply too boring.

# Risk factors

- Intelligence
  - A higher intelligence is associated with a better skill of rationalization



✓ Fatigue  
✓ Hunger  
✓ Other stressors

# Risk factors

- Intelligence
  - A higher intelligence is associated with a better skill of rationalization
- A task has low meaning
  - Why to do it?
- A task is boring
  - I do not like it
- A task is difficult
  - How to start?
- A task is frustrating
  - I cannot move on...



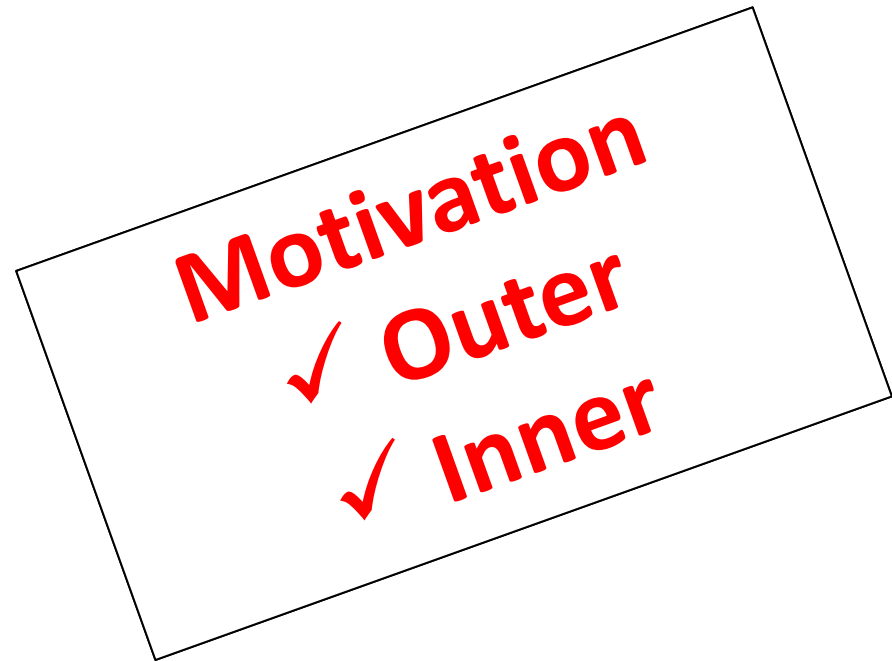
✓ Fatigue  
✓ Hunger  
✓ Other stressors

# Risk factors

- Intelligence
  - A higher intelligence is associated with a better skill of rationalization
- A task has low meaning
  - Why to do it?
- A task is boring
  - I do not like it
- A task is difficult
  - How to start?
- A task is frustrating
  - I cannot move on...
- Bad organization
  - I have to do it in a different way
- Lacking in rewards (mainly intrinsic)
  - It does not bring me anything

# Risk factors

- Intelligence
  - A higher intelligence is associated with a better skill of rationalization
- A task has low meaning
  - Why to do it?
- A task is boring
  - I do not like it
- A task is difficult
  - How to start?
- A task is frustrating
  - I cannot move on...
- Bad organization
  - I have to do it in a different way
- Lacking in rewards (mainly intrinsic)
  - It does not bring me anything



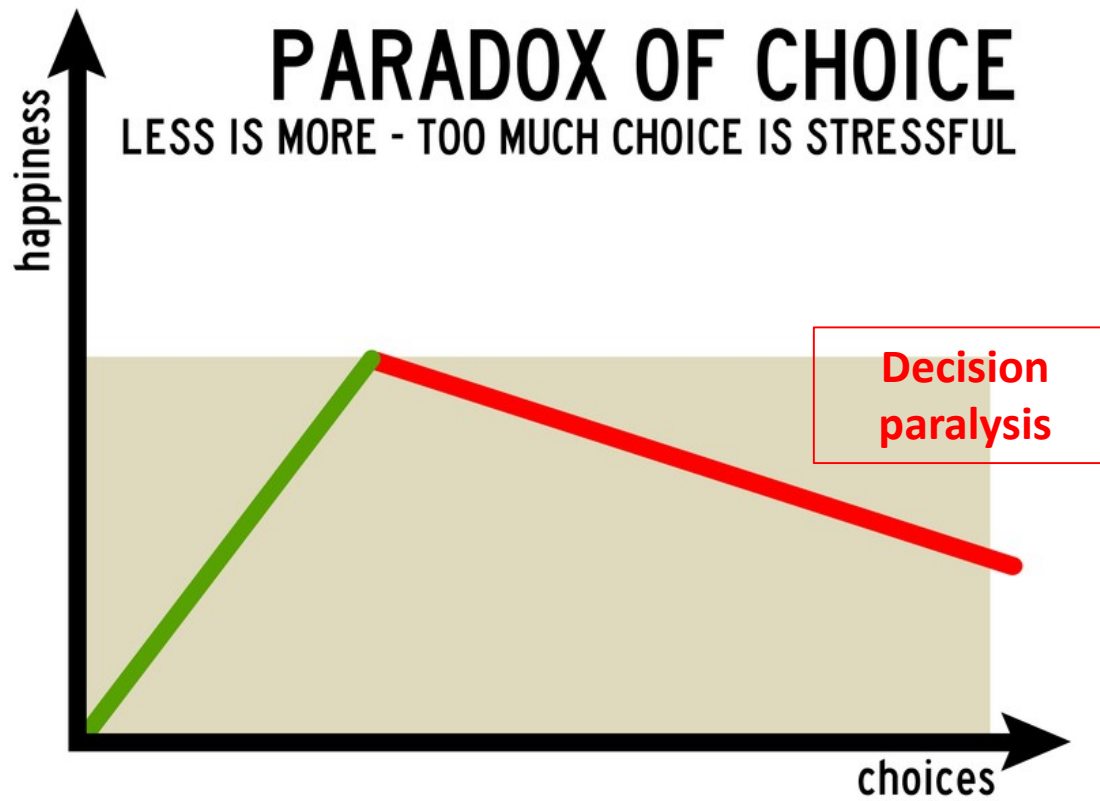
# Risk factors

- Intelligence
  - A higher intelligence is associated with a better skill of rationalization
- A task has low meaning
  - Why to do it?
- A task is boring
  - I do not like it
- A task is difficult
  - How to start?
- A task is frustrating
  - I cannot move on...
- Bad organization
  - I have to do it in a different way
- Lacking in rewards (mainly intrinsic)
  - It does not bring me anything



➤ **Decision paralysis**  
➤ **Distraction**





<https://11tx7b411ycc3zja3v2vhqz9-wpengine.netdna-ssl.com/wp-content/uploads/2015/07/paradox-of-choice.jpg>



<http://wigan.illarerate.co.uk/wp-content/uploads/2014/01/Empty-supermarket-shelves.jpg>



<https://kristenleoneblog.wordpress.com/2016/04/03/decision-paralysis>



# Distraction



# Procrastination

**OSTRICH**

You like to stick your head in the sand and ignore the tasks at hand - avoiding having to make decisions.

If you don't make a decision, then you don't risk failing or being judged.

**TIPS**

**Self-talk confidently**

Notice how you are talking to yourself when procrastinating. Think positively - instead of "I can't", say "I will".

**SELF-SABOTEUR**

You're your own worst enemy, putting obstacles in your path to stop yourself working.

That way, you can say it's not your fault - rewarding yourself for a job left undone.

**TIPS**

**Plan for obstacles**

List potential obstacles to getting things done ahead of time, and plan countermeasures, e.g., "Whenever I check Facebook, I take a short break."

**DAREDEVIL**

You like to live dangerously, only starting work when the deadline is looming.

You think you show grace under pressure, but the end result is rushed work that's full of errors.

**TIPS**

**Get organised**

Set yourself tighter deadlines and use the adrenaline rush productively while managing your team - self-regulate with penalties for not meeting these targets.

**CHICKEN**

With so many choices, how are you supposed to decide? By the time you've made up your mind, it's too late.

You feel like you may as well put it off and let someone else choose.

**TIPS**

**Swiss-cheese the big tasks**

Handle the biggest tasks first by breaking them down into smaller manageable ones. Devote small amounts of time and achieve as much as you can in each to boost your momentum.

**PERFECTIONIST**

You'll settle for nothing less than perfection - which is essentially impossible.

You're ruled by what others think of you, delaying work until you can be sure other people won't criticise it.

**TIPS**

**Keep it real**

Set yourself reasonable targets that you know you can manage and do your best to meet them. Perfection is impossible, but you can learn from mistakes.

http://howtobehappy.guru/wp-content/uploads/2015/08/imageddit\_7\_5046245303.jpg

**PROCRASTINATION**  
is like a Credit Card:  
it's a lot of Fun  
until you get the Bill.

1231 9434 1200 0200

Christopher Parker

# Procrastination

**A critical role of the limbic system**

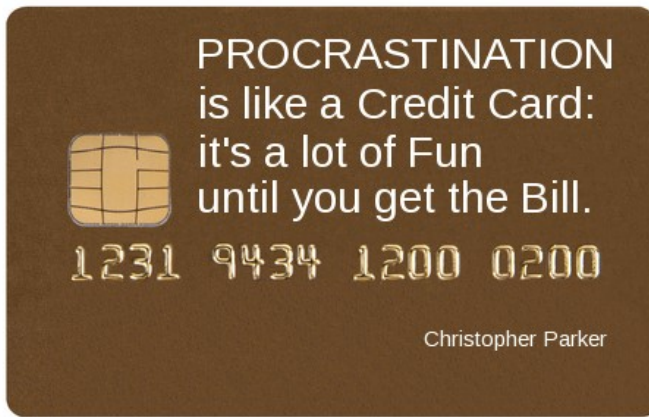


SOURCES: <http://serendip.brynmawr.edu/bb/neuro/neuro02/web1/jmaryasis.html>  
[http://www.mindtools.com/pages/article/newHTE\\_91.htm](http://www.mindtools.com/pages/article/newHTE_91.htm)  
<http://www.marccandangel.com/2010/11/22/7-common-causes-and-proven-cures-for-procrastination/>





http://howtobehappy.guru/wp-content/uploads/2015/08/imageddit\_7\_5046245303.jpg



# Procrastination

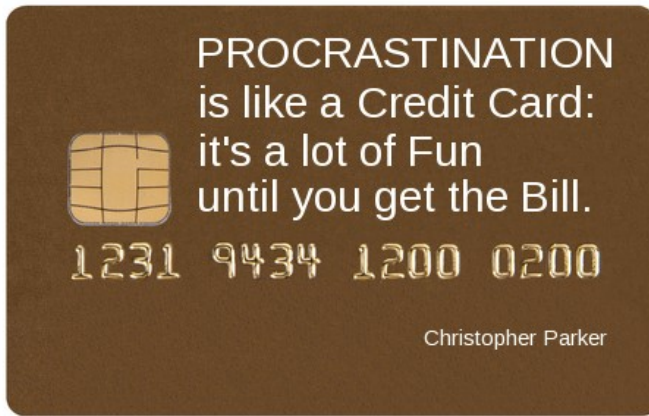
A critical role of the limbic system



SOURCES: <http://serendip.brynmawr.edu/bb/neuro/neuro02/web1/jmaryasis.html>  
[http://www.mindtools.com/pages/article/newHTE\\_91.htm](http://www.mindtools.com/pages/article/newHTE_91.htm)  
<http://www.marccandangel.com/2010/11/22/7-common-causes-and-proven-cures-for-procrastination/>



[http://howtobehappy.guru/wp-content/uploads/2015/08/imageddit\\_7\\_5046245303.jpg](http://howtobehappy.guru/wp-content/uploads/2015/08/imageddit_7_5046245303.jpg)



# Procrastination

A critical role of the limbic system



SOURCES: <http://serendip.brynmawr.edu/bb/neuro/neuro02/web1/jmaryasis.html>  
[http://www.mindtools.com/pages/article/newHTE\\_91.htm](http://www.mindtools.com/pages/article/newHTE_91.htm)  
<http://www.marccandangel.com/2010/11/22/7-common-causes-and-proven-cures-for-procrastination/>



Procrastination

# 11 THINGS BY DR. TRAVIS BRADBERRY ULTRA-PRODUCTIVE PEOPLE DO DIFFERENTLY

**01** THEY NEVER TOUCH THINGS TWICE

**02** THEY GET READY FOR TOMORROW BEFORE THEY LEAVE THE OFFICE

**03** THEY EAT FROGS

**04** THEY FIGHT THE TYRANNY OF THE URGENT

**05** THEY STICK TO THE SCHEDULE DURING MEETINGS

**06** THEY SAY NO

**07** THEY ONLY CHECK E-MAIL AT DESIGNATED TIMES

**08** THEY DON'T MULTITASK

**09** THEY GO OFF THE GRID

**10** THEY DELEGATE

**11** THEY PUT TECHNOLOGY TO WORK FOR THEM

E



OVER 15 MILLION SOLD

# THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Powerful Lessons in Personal Change

With a New Foreword and Afterword by the Author

"A wonderful book that could change your life."  
-Tom Peters, bestselling author of *In Search of Excellence*

Stephen R. Covey

## Stephen Covey – Quadrant system

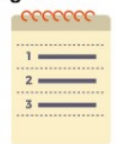
	Urgent	Not Urgent								
Important	<b>Quad I</b> <table border="1"><thead><tr><th>Activities</th><th>Results</th></tr></thead><tbody><tr><td><ul style="list-style-type: none"><li>• Crisis</li><li>• Pressing Problems</li><li>• Deadline Driven</li></ul></td><td><ul style="list-style-type: none"><li>• Stress</li><li>• Burn-out</li><li>• Crisis management</li><li>• Always putting out fires</li></ul></td></tr></tbody></table>	Activities	Results	<ul style="list-style-type: none"><li>• Crisis</li><li>• Pressing Problems</li><li>• Deadline Driven</li></ul>	<ul style="list-style-type: none"><li>• Stress</li><li>• Burn-out</li><li>• Crisis management</li><li>• Always putting out fires</li></ul>	<b>Quad II</b> <table border="1"><thead><tr><th>Activities</th><th>Results</th></tr></thead><tbody><tr><td><ul style="list-style-type: none"><li>• Prevention, capability improvement</li><li>• Relationship building</li><li>• Recognizing new opportunities</li><li>• Planning, recreation</li></ul></td><td><ul style="list-style-type: none"><li>• Vision, perspective</li><li>• Balance</li><li>• Discipline</li><li>• Control</li><li>• Few crisis</li></ul></td></tr></tbody></table>	Activities	Results	<ul style="list-style-type: none"><li>• Prevention, capability improvement</li><li>• Relationship building</li><li>• Recognizing new opportunities</li><li>• Planning, recreation</li></ul>	<ul style="list-style-type: none"><li>• Vision, perspective</li><li>• Balance</li><li>• Discipline</li><li>• Control</li><li>• Few crisis</li></ul>
Activities	Results									
<ul style="list-style-type: none"><li>• Crisis</li><li>• Pressing Problems</li><li>• Deadline Driven</li></ul>	<ul style="list-style-type: none"><li>• Stress</li><li>• Burn-out</li><li>• Crisis management</li><li>• Always putting out fires</li></ul>									
Activities	Results									
<ul style="list-style-type: none"><li>• Prevention, capability improvement</li><li>• Relationship building</li><li>• Recognizing new opportunities</li><li>• Planning, recreation</li></ul>	<ul style="list-style-type: none"><li>• Vision, perspective</li><li>• Balance</li><li>• Discipline</li><li>• Control</li><li>• Few crisis</li></ul>									
Not Important	<b>Quad III</b> <table border="1"><thead><tr><th>Activities</th><th>Results</th></tr></thead><tbody><tr><td><ul style="list-style-type: none"><li>• Interruptions, some callers</li><li>• Some email, some reports</li><li>• Some meetings</li><li>• Proximate, pressing matters</li><li>• Popular activities</li></ul></td><td><ul style="list-style-type: none"><li>• Short term focus</li><li>• Crisis management</li><li>• Reputation – chameleon character</li><li>• See goals/ plans as worthless</li><li>• Feel victimized, out of control</li><li>• Shallow or broken relationships</li></ul></td></tr></tbody></table>	Activities	Results	<ul style="list-style-type: none"><li>• Interruptions, some callers</li><li>• Some email, some reports</li><li>• Some meetings</li><li>• Proximate, pressing matters</li><li>• Popular activities</li></ul>	<ul style="list-style-type: none"><li>• Short term focus</li><li>• Crisis management</li><li>• Reputation – chameleon character</li><li>• See goals/ plans as worthless</li><li>• Feel victimized, out of control</li><li>• Shallow or broken relationships</li></ul>	<b>Quad IV</b> <table border="1"><thead><tr><th>Activities</th><th>Results</th></tr></thead><tbody><tr><td><ul style="list-style-type: none"><li>• Trivia, busy work</li><li>• Some email</li><li>• Personal social media</li><li>• Some phone calls</li><li>• Time wasters</li><li>• Pleasant activities</li></ul></td><td><ul style="list-style-type: none"><li>• Total irresponsibility</li><li>• Fired from jobs</li><li>• Dependent on others or institutions for basics</li></ul></td></tr></tbody></table>	Activities	Results	<ul style="list-style-type: none"><li>• Trivia, busy work</li><li>• Some email</li><li>• Personal social media</li><li>• Some phone calls</li><li>• Time wasters</li><li>• Pleasant activities</li></ul>	<ul style="list-style-type: none"><li>• Total irresponsibility</li><li>• Fired from jobs</li><li>• Dependent on others or institutions for basics</li></ul>
Activities	Results									
<ul style="list-style-type: none"><li>• Interruptions, some callers</li><li>• Some email, some reports</li><li>• Some meetings</li><li>• Proximate, pressing matters</li><li>• Popular activities</li></ul>	<ul style="list-style-type: none"><li>• Short term focus</li><li>• Crisis management</li><li>• Reputation – chameleon character</li><li>• See goals/ plans as worthless</li><li>• Feel victimized, out of control</li><li>• Shallow or broken relationships</li></ul>									
Activities	Results									
<ul style="list-style-type: none"><li>• Trivia, busy work</li><li>• Some email</li><li>• Personal social media</li><li>• Some phone calls</li><li>• Time wasters</li><li>• Pleasant activities</li></ul>	<ul style="list-style-type: none"><li>• Total irresponsibility</li><li>• Fired from jobs</li><li>• Dependent on others or institutions for basics</li></ul>									

# Procrastination



## Brain Hacks for beating procrastination

1. Focus on the PROCESS not the Product.  
Tips: When studying, avoid thinking about how many pages you have to write or problems to solve as that brings on the pain that leads to procrastination. Rather, calmly put the effort into doing the work. No need to grasp or finish everything in one session.
2. Distractions will happen, so accept them and train yourself to move past them quickly.  
Tips: Find a quiet space, use noise-cancelling headphones.
3. Plan: Write down 3-6 tasks you want to accomplish.  
Tips: Do it the night before, so your mind starts working on them while you sleep. Plan your breaks and quitting time too. It's okay if you did not finish all tasks if you gave it your best.
4. Trust in your new system and yourself.  
Tips: Get support when you get stressed out or overwhelmed. Seek out friends who are successful, teachers, school counselors and ask for help.



## 5. Use The POMODORO Technique



START

**SET A TIMER TO 25 MINUTES.** Let everyone (Fam, BF, GF etc.) know what you are doing, so they don't interrupt or get upset if you don't respond to them.



CONTINUE

**FOCUS ON ONE TASK.** Study. Write. Do math. Whatever. **NO INTERRUPTIONS.** No social media, gaming, texting etc.



STOP

**REWARD YOURSELF.** After successfully completing 25 minutes of hardcore awesomeness (studying, working etc.) do something you enjoy for 5 minutes and repeat the process.

**YOU CAN BEAT PROCRASTINATION!**







# Manipulation

- Selfmanipulation vs manipulation of others
- Intentional vs unintentional

„ Why do you look at the speck of sawdust in your brother's eye and pay no attention to the plank in your own eye? „

Matthew 7:4

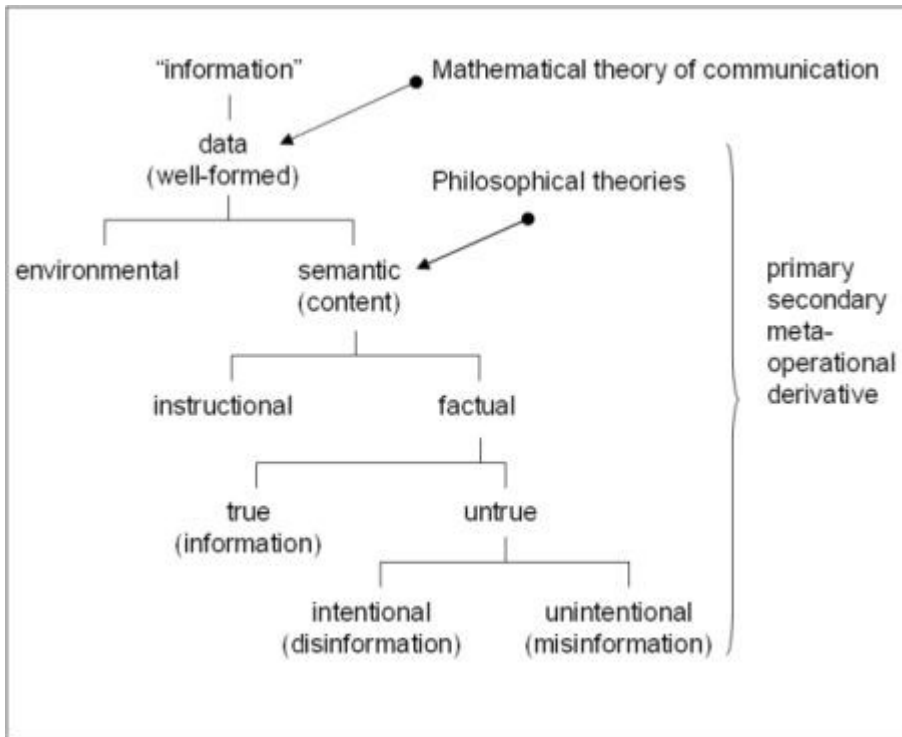


# Manipulation

- Selfmanipulation vs manipulation of others
- Intentional vs unintentional

„ Why do you look at the speck of sawdust in your brother's eye and pay no attention to the plank in your own eye? „

Matthew 7:4

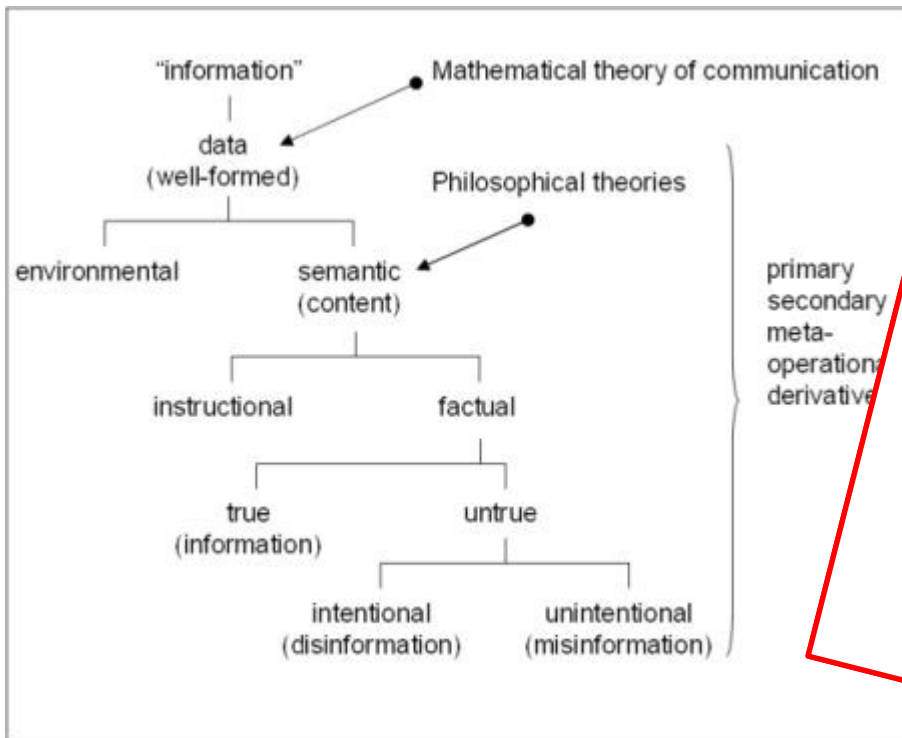


# Manipulation

- Selfmanipulation vs manipulation of others
- Intentional vs unintentional

„ Why do you look at the speck of sawdust in your brother's eye and pay no attention to the plank in your own eye? „

Matthew 7:4



<https://plato.stanford.edu/entries/information-semantic/figure1.jpg>

- **Selfmanipulation**
  - Mostly unintentional
  - Defensive mechanism
- **Manipulation of others**
  - Mostly intentional
  - Offensive mechanism
    - ✓ To defense myself
    - ✓ To obtain some advantage

# Manipulation

... limbic system...

## BURGER KING WHOPPER

**ADVERTISEMENTS**



**ACTUAL BURGER**

- MOST ATTRACTIVE ANGLE
- WITH CHEESE
- SLIGHTLY FLUFFED UP



ALPHATA.COM

## TACO BELL CRUNCHY TACO

**ADVERTISEMENTS**



**ACTUAL TACO**

- MOST ATTRACTIVE ANGLE





# Manipulation



# Manipulation

## Weight Loss @ Home Food

Hi i Loss 30Kg Weight & 4 Inches Still maintain  
You can Also Join Diet4india Weight Loss Prgm  
No Cruch Diet,Exercise, Eat & Lose , Call Now  
09225225161, 9890222689 \*



Before



After

<http://www.diet4india.com/images/image4.gif>

Playing on emotions /  
feelings of unhappiness  
- the limbic system

## NEW WEIGHT LOSS SOLUTION



DR. OZ

"This miracle pill can  
Burn Fat FAST!"

LEARN MORE

<http://blogs-images.forbes.com/jeffbercovici/files/2012/08/dr.-oz-weight-loss-pills.jpg>

Pseudorational  
(it is believable) –  
neocortex



<http://mannmedia.pbworks.com/f/weasel%20wrods.jpg>



<https://s3.amazonaws.com/user-media.venngage.com/9e35bdc2748090dcf73c204acd1f6996.jpg>



# Manipulation and propaganda





# Propaganda

- Manipulation / propaganda is as old as mankind itself, and sometimes it may seem absurd



[https://2.bp.blogspot.com/-FXZvktB5BuM/V4r9YwAO9VI/AAAAAAAAAKk8/PtIGz94QGXYtA\\_KpphdeS0aQGzts8vurgCLcB/s1600/The%2BSoviet%2Bflag%2Bover%2Bthe%2BReichstag%252C%2B1945.jpg](https://2.bp.blogspot.com/-FXZvktB5BuM/V4r9YwAO9VI/AAAAAAAAAKk8/PtIGz94QGXYtA_KpphdeS0aQGzts8vurgCLcB/s1600/The%2BSoviet%2Bflag%2Bover%2Bthe%2BReichstag%252C%2B1945.jpg)

# Propaganda

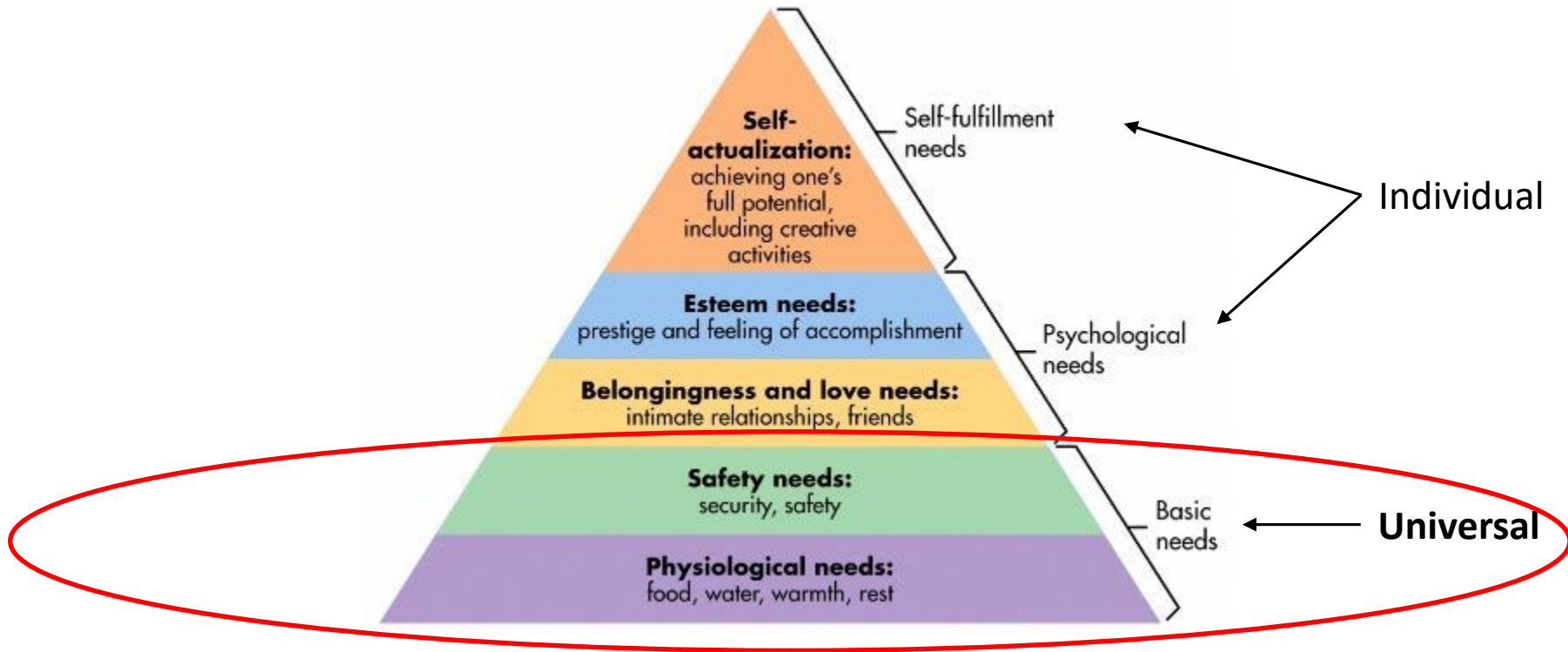
- Historical resources have propagandistic character
- History is written by winners
- Subjective / engaged view vs. pure propaganda



<http://www.colorado.edu/Classics/clas4091/Graphics/Constarch.jpg>

<https://s-media-cache-ak0.pinimg.com/736x/f0/f7/64/f0f764198b863f9a882439d8a5dbc134.jpg>

# Propaganda targets basic needs



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



# Propaganda



# Propaganda





# Propaganda and propaganda



[https://d.fastcompany.net/multisite\\_files/fastcomp/any/imagecache/slideshow\\_large/slideshow/2014/07/3033287-slide-py3.jpg](https://d.fastcompany.net/multisite_files/fastcomp/any/imagecache/slideshow_large/slideshow/2014/07/3033287-slide-py3.jpg)



[http://lh4-ggphht.com/\\_fps7jxvrEbw/SVjZhsMNP0/AAAAAADAADYE/Y0I75Yx2lp8/s160/Poster%20for%20Ez%2080%90%20Nordmen%20kjemp%20for%20Norge.jpg](http://lh4-ggphht.com/_fps7jxvrEbw/SVjZhsMNP0/AAAAAADAADYE/Y0I75Yx2lp8/s160/Poster%20for%20Ez%2080%90%20Nordmen%20kjemp%20for%20Norge.jpg)



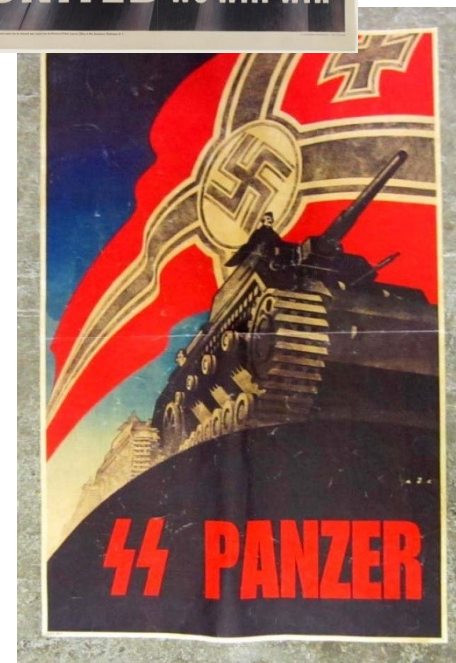
<https://s3.amazonaws.com/WCB.com/us-propaganda-during-world-war-ii/us-wwii-poster-united-we-are-strong.jpg>



[https://www.google.cz/imgres?imgurl=https%3A%2F%2Fsecure.stat.tumblr.com%2Fd1367a696b356dfe6a9dee6a634da56e%2Fujpgsp7%2Fr01nwrvh4%2Ftumblr\\_static\\_filename\\_640\\_v2.jpg&imgrefurl=https%3A%2F%2Fwww.tumblr.com%2Ftagged%2Fnazi-propaganda-poster&docid=WzpFjAHd6Gn2AM&tbnid=29m5HiOvOat5wM%3A&vet=1&w=640&h=407&bih=615&biw=1242&q=wwii%20german%20propaganda&ved=0ahUKEwiNINWay8H5AhUGsBQKHWHyeCwcQMwiEAShiMGI&iact=mr&uact=8#h=407&imgrc=29m5HiOvOat5wM:w=640](https://www.google.cz/imgres?imgurl=https%3A%2F%2Fsecure.stat.tumblr.com%2Fd1367a696b356dfe6a9dee6a634da56e%2Fujpgsp7%2Fr01nwrvh4%2Ftumblr_static_filename_640_v2.jpg&imgrefurl=https%3A%2F%2Fwww.tumblr.com%2Ftagged%2Fnazi-propaganda-poster&docid=WzpFjAHd6Gn2AM&tbnid=29m5HiOvOat5wM%3A&vet=1&w=640&h=407&bih=615&biw=1242&q=wwii%20german%20propaganda&ved=0ahUKEwiNINWay8H5AhUGsBQKHWHyeCwcQMwiEAShiMGI&iact=mr&uact=8#h=407&imgrc=29m5HiOvOat5wM:w=640)



<https://s-media-cache-ak0.pinimg.com/736x/c1/f8/50/c1f850ce1bdddb4edeb04a880bd379bd9.jpg>



[http://4.bp.blogspot.com/-9SUR-aibBw0/NpSWAnjnrQI/AAAAAABtUu/jBln6bQ7axM/s1600/German\\_reuiting\\_worldwartwo.filminspector.com\\_3.jpg](http://4.bp.blogspot.com/-9SUR-aibBw0/NpSWAnjnrQI/AAAAAABtUu/jBln6bQ7axM/s1600/German_reuiting_worldwartwo.filminspector.com_3.jpg)



# Propaganda and propaganda

"Fool the Axis - USE PROPHYLAXIS"



NORDMENN



h4-ggphht.com/\_fps7jxvrEbw/SVjZhsM  
AAAAAADvE/Y0175YxzlP8/s160/Post  
72%80%90%20Nordmen%20kjemp%  
Norge.jpg



https://s3.amazonaws.com/WCB.com/us-  
propaganda-during-world-war-ii/us-wwii-  
poster-united-we-are-strong.jpg

Prophylaxis PREVENTS Venereal Disease

7/5037207-slud-pys.jpg  
https://d.fastcompany.net/mult  
any/imagecache/slide  
7/3033287

Dehonestation

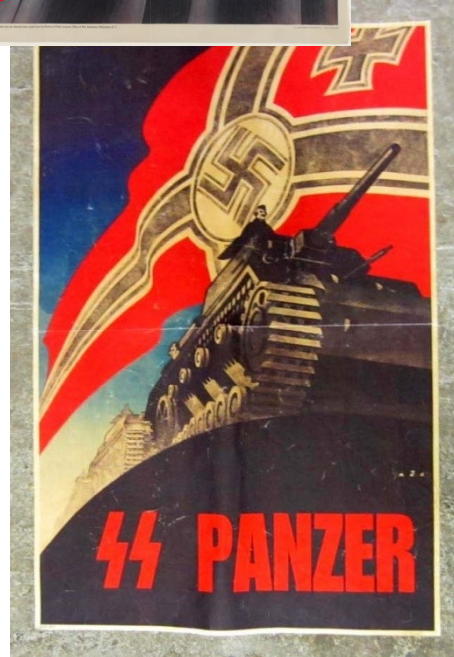
Glorification



https://www.google.cz/imgres?imgurl=https%3A%2F%2Fsecure.stat  
ic.tumblr.com%2Fd1367a696b356dfe6a9dee6a634da56e%2Fujpgsp  
7%2Fr01nwrvh4%2Ftumblr\_static\_filename\_640\_v2.jpg&imgrefurl=  
https%3A%2F%2Fwww.tumblr.com%2Ftagged%2Fnazi-propaganda-  
poster&docid=WzpFjAHd6Gn2AM&tbnid=29m5HiOvOat5wM%3A&  
vet=1&w=640&h=407&bih=615&biw=1242&q=wwii%20german%20  
propaganda&ved=0ahUKEwiNINWay8H5AHUGsBQKHWHyeCwcQMwi  
EAShiMGI&iact=mr&uact=8#h=407&imgsrc=29m5HiOvOat5wM:&ve  
t=1&w=640



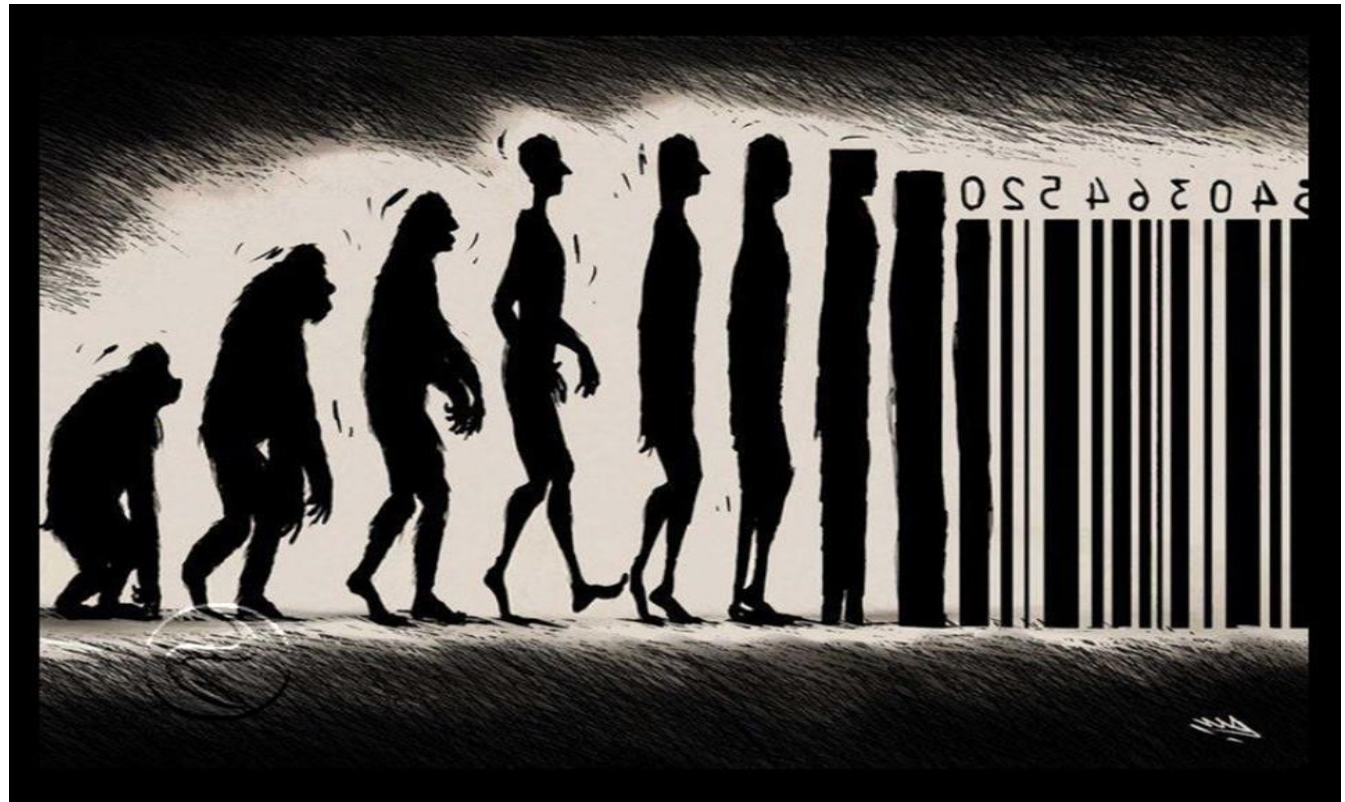
https://s-media-cache-  
ak0.pinimg.com/736x/c1/f8/50/c1f850ce1bdddb4edb04a880  
bd379bd9.jpg



http://4.bp.blogspot.com/-9SUR-  
aibBw0/NpSWAnjnrQI/AAAAAAAAABtU/jBln6bQ7axM/s1600/German\_rec  
uiting\_worldwartwo\_filminspector.com\_3.jpg

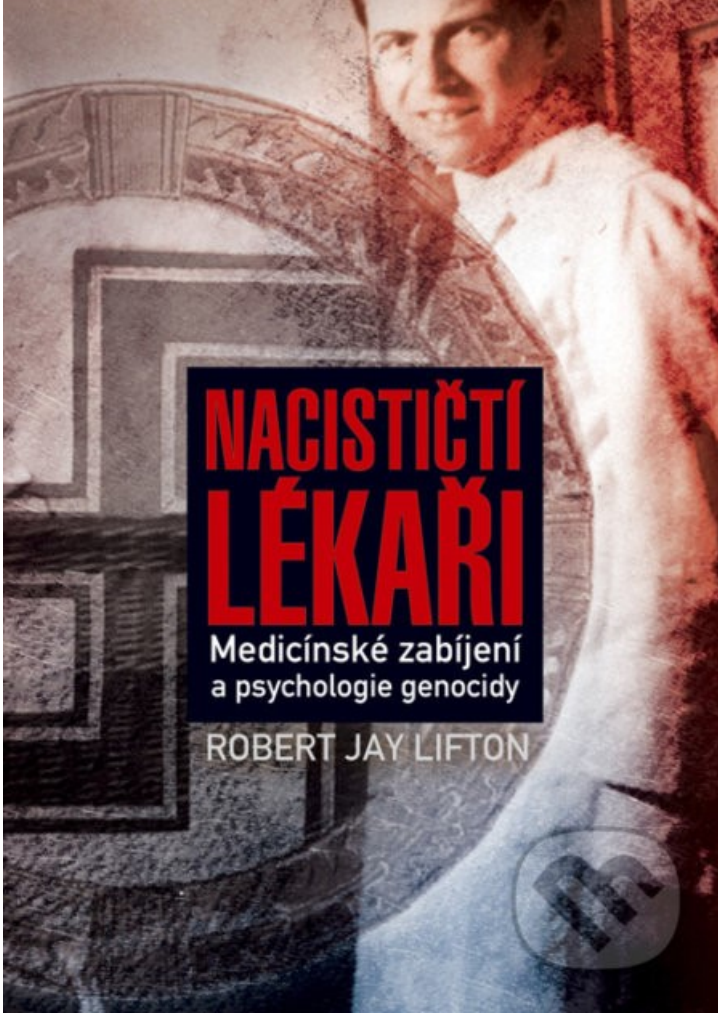
# Dehumanization

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

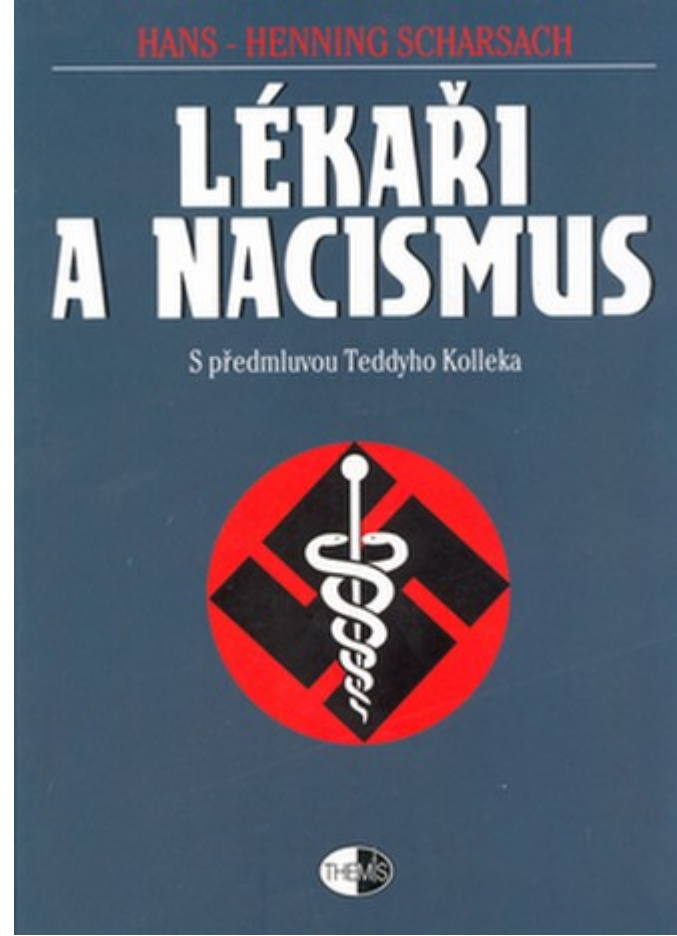




# Dehumanization



[https://www.google.com/imgres?imgurl=http%3A%2F%2Fmrtms.eu%2Ftovar%2F\\_1%2F59%2F159894.jpg%3Fv%3D1356204130&imgrefurl=https%3A%2F%2Fwww.martinus.cz%2F%3Fultem%3D59894&docid=WAMpIaQPpahxMM&tbnid=XGwriyWOF1FEO M%3A&vet=10ahUKewiB5dqe2qjeAhXN2qQKHbSQCOUQMwg-KAAWAA..i&w=450&h=633&bih=723&biw=1536&q=nacisti% C4%8D%t% C3%AD%201% C3%A9ka% C5%99i&ved=0ahUKewiB5dqe2qjeAhXN2qQKHbSQCOUQMwg-KAAWAA&iact=mr&uact=8](https://www.google.com/imgres?imgurl=http%3A%2F%2Fmrtms.eu%2Ftovar%2F_1%2F59%2F159894.jpg%3Fv%3D1356204130&imgrefurl=https%3A%2F%2Fwww.martinus.cz%2F%3Fultem%3D59894&docid=WAMpIaQPpahxMM&tbnid=XGwriyWOF1FEO M%3A&vet=10ahUKewiB5dqe2qjeAhXN2qQKHbSQCOUQMwg-KAAWAA..i&w=450&h=633&bih=723&biw=1536&q=nacisti% C4%8D%t% C3%AD%201% C3%A9ka% C5%99i&ved=0ahUKewiB5dqe2qjeAhXN2qQKHbSQCOUQMwg-KAAWAA&iact=mr&uact=8)



[https://www.google.com/search?q=%3A%9ka% C5%99i+a+nacismus&source=lnms&tbn=isch&sa=X&ved=0ahUKewjuxc702KjeAhVO\\_qQKHbT-DesQ\\_AUIDigB&biw=1536&bih=723&dpr=1.25#imgrc=U\\_jr\\_LAPxDLNOM:](https://www.google.com/search?q=%3A%9ka% C5%99i+a+nacismus&source=lnms&tbn=isch&sa=X&ved=0ahUKewjuxc702KjeAhVO_qQKHbT-DesQ_AUIDigB&biw=1536&bih=723&dpr=1.25#imgrc=U_jr_LAPxDLNOM:)

# Dehumanization

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



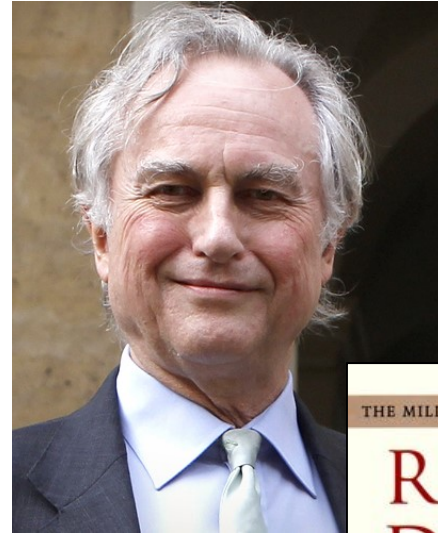
**Difference**

- ✓ Cultural
- ✓ Ethnical
- ✓ Whatever

**Cultural development is  
disproportional**

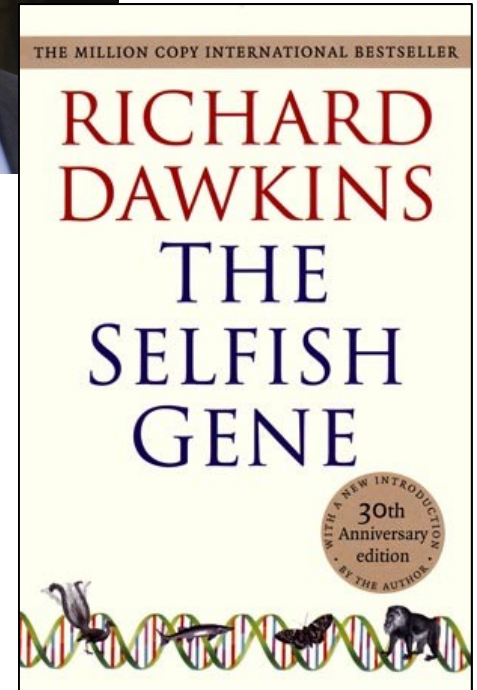
# Memetics

- Evolutionary model of cultural information transfer
- Analogy genetic information transfer



[http://media.salon.com/2013/08/richard\\_dawkins2.jpg](http://media.salon.com/2013/08/richard_dawkins2.jpg)

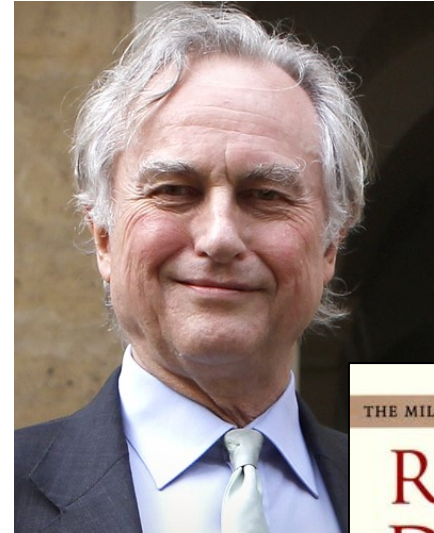
1976



[https://geophagus.files.wordpress.com/2009/07/b123pb\\_lg.jpg](https://geophagus.files.wordpress.com/2009/07/b123pb_lg.jpg)

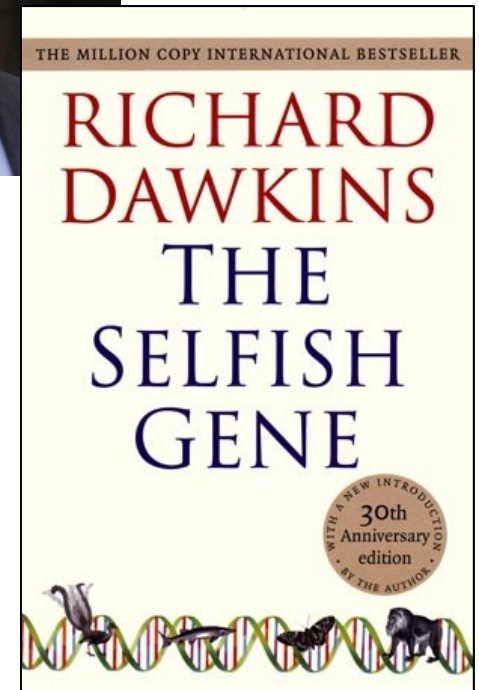
# Memetics

- Evolutionary model of cultural information transfer
- Analogy genetic information transfer
- Mem
  - „unit of cultural information“
- Memetic complex
  - System of values/philosophy/religion



[http://media.salon.com/2013/08/richard\\_dawkins2.jpg](http://media.salon.com/2013/08/richard_dawkins2.jpg)

1976



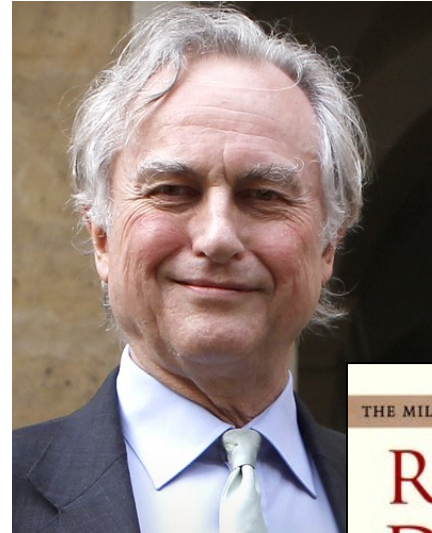
[https://geophagus.files.wordpress.com/2009/07/b123pb\\_lg.jpg](https://geophagus.files.wordpress.com/2009/07/b123pb_lg.jpg)



# Memetics

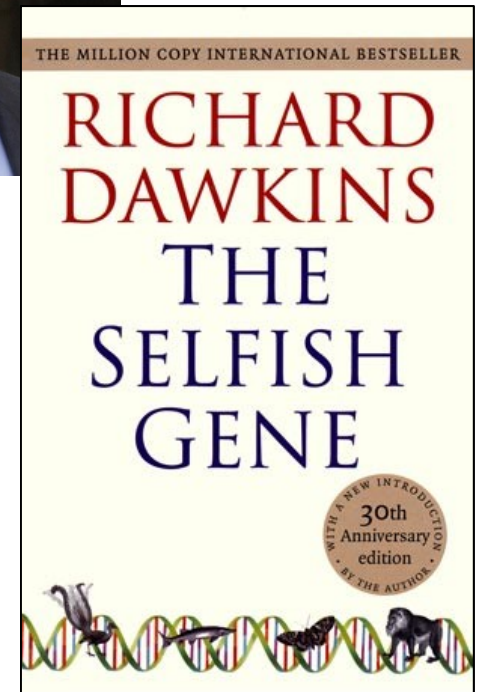
- Evolutionary model of cultural information transfer
- Analogy genetic information transfer
- Mem
  - „unit of cultural information“
- Memetic complex
  - System of values/philosophy/religion

**Every system of values has to be considered as a memetic complex (philosophy of consume lifestyle, biker or hooligan)**



[http://media.salon.com/2013/08/richard\\_dawkins2.jpg](http://media.salon.com/2013/08/richard_dawkins2.jpg)

1976



[https://geophagus.files.wordpress.com/2009/07/b123pb\\_lg.jpg](https://geophagus.files.wordpress.com/2009/07/b123pb_lg.jpg)

# Memetics

- Memetic complex has to replicate, otherwise it will become a "dead learning / information"
- Memetic complexes compete each other for „substrate“ (human mind)



<http://cdn2.5wm83b1.maxcdn-edge.com/wp-content/uploads/2014/08/pepsiad2.jpg>



[http://4.bp.blogspot.com/\\_4ryHM8waEOc/S5ZL9uKNiOI/AAAAAAAAA4w/9cYf2Jf7rnc/s400/coke\\_vs\\_pepsi.jpg](http://4.bp.blogspot.com/_4ryHM8waEOc/S5ZL9uKNiOI/AAAAAAAAA4w/9cYf2Jf7rnc/s400/coke_vs_pepsi.jpg)



# Society



**Culture**  
– the sum of knowledge  
✓ Material  
✓ Non material/Spiritual

**Memetics may be applied to any part of the culture, eg. on technological processes**

<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)

## Medical doctor

- Treatment strategy
  - Evidence based
  - Rational
  - Reproducibility
  - Knowledge transfer possible

## Healer

- Treatment strategy
  - Personal ability based
  - Pseudorational/irrational
  - Reproducibility is problematic
  - Knowledge transfer impossible

## Medical doctor

- Treatment strategy
  - Evidence based
  - Rational
  - Reproducibility
  - Knowledge transfer possible

## Healer

- Treatment strategy
  - Personal ability based
  - Pseudorational/irrational
  - Reproducibility is problematic
  - Knowledge transfer impossible

It is possible that people with supernatural abilities exist, but they are in minority and the majority of healers intentionally or unintentionally manipulate their patients

➤ Every phenomenon which cannot be explained rationally is similar to miracle/supernatural phenomenon



<http://pop.h-cdn.co/assets/15/45/2048x1152/hd-aspect-1446671691-ufo3000.jpg>

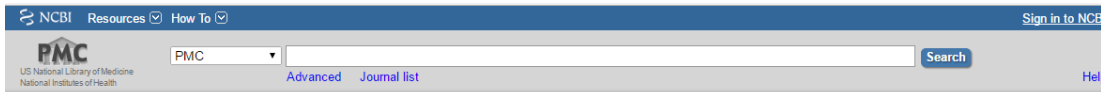


<https://space.desktopnexus.com/wallpaper/598423/>



<https://s-media-cache-ak0.pinimg.com/originals/c3/53/40/c353406ec16aa486bdf806581839dcb7.jpg>

# ➤ Even we cannot explain some phenomena we should consider its effect, reproducibility and knowledge transfer possibilities



Journal List > Glob Adv Health Med > v.3(4); 2014 Jul > PMC4104560



[Glob Adv Health Med](#) 2014 Jul, 3(4): 6-8.  
Published online 2014 Jul 1. doi: [10.7453/ghmj.2014.042](#)

PMCID: PMC4104560

## Acupuncture: Past, Present, and Future

[Jason Jishun Hao](#), DOM, MTCM, MBA<sup>1</sup> and [Michele Mittelman](#), RN, MPH

[Author information](#) > [Copyright and License information](#) >

### Abstract

Go to:

During the past 40 years, acupuncture, a therapeutic technique of oriental medicine, has become more and more popular, evolving into one of the most utilized forms of complementary integrative medicine interventions in the United States. In fact, more than 10 million acupuncture treatments are administered annually in the United States alone. Its rise in popularity, particularly in the West, can be attributed in part to its effectiveness for pain relief and in part to the fact that scientific studies have begun to prove its efficacy.

**Key Words:** Acupuncture, headache, scalp, central nervous system, pain relief

During the past 40 years, acupuncture, a therapeutic technique of oriental medicine, has become more and

### Formats:

Article | [PubMed](#)

### Share

[Facebook](#) [Twitter](#)

### Save items

[Add to Favorites](#)

### Similar articles in

Review of clinical  
an excerpt from chi

Safety and efficacy  
evidence.

[Acupuncture as cc  
osteoarthritis of the

Clinical acupuncture

Lessons from an a  
characteristics and



Journal List > Syst Rev > v.3; 2014 > PMC4326322



[Syst Rev](#) 2014; 3: 142.

Published online 2014 Dec 6. doi: [10.1186/2046-4053-3-142](#)

PMCID: PMC4326322

## Randomised placebo-controlled trials of individualised homeopathic treatment: systematic review and meta-analysis

[Robert T Mathie](#),<sup>1</sup> [Suzanne M Lloyd](#), [Lynn A Legg](#), [Jürgen Clausen](#), [Sian Moss](#), [Jonathan RT Davidson](#), and [Ian Ford](#)

[Author information](#) > [Article notes](#) > [Copyright and License information](#) >

This article has been cited by other articles in PMC.

### Abstract

Go to:

### Background

A rigorous and focused systematic review and meta-analysis of randomised controlled trials (RCTs) of individualised homeopathic treatment has not previously been undertaken. We tested the hypothesis that the outcome of an individualised homeopathic treatment approach using homeopathic medicines is distinguishable from that of placebos.

### Conclusions

Medicines prescribed in individualised homeopathy may have small, specific treatment effects. Findings are consistent with sub-group data available in a previous 'global' systematic review. The low or unclear overall quality of the evidence prompts caution in interpreting the findings. New high-quality RCT research is necessary to enable more decisive interpretation.

## Medical doctor

- Treatment strategy
  - Evidence based
  - Rational
  - Reproducibility
  - Knowledge transfer possible

## Healer

- Treatment strategy
  - Personal ability based
  - Pseudorational/irrational
  - Reproducibility is problematic
  - Knowledge transfer impossible

It is possible that people with supernatural abilities exist, but they are in minority and the majority of healers intentionally or unintentionally manipulate their patients

- Approach to patient
  - More rational - explanatory

- Approach to patient
  - More emotional - calming



## Medical doctor

- Treatment strategy
  - Evidence based
  - Rational
  - Reproducibility
  - Knowledge transfer possible

## Healer

- Treatment strategy
  - Personal ability based
  - Pseudorational/irrational
  - Reproducibility is problematic
  - Knowledge transfer impossible

It is possible that people with supernatural abilities exist, but they are in minority and the majority of healers intentionally or unintentionally manipulate their patients

- Approach to patient
  - More rational - explanatory

- Approach to patient
  - More emotional - calming

Placebo has an effect in approximately 30% of cases and this is associated with anticipation functions of the brain

## Medical doctor

- Treatment strategy
  - Evidence based
  - Rational
  - Reproducibility
  - Knowledge transfer possible

## Healer

- Treatment strategy
  - Personal ability based
  - Pseudorational/irrational
  - Reproducibility is problematic
  - Knowledge transfer impossible

It is possible that people with supernatural abilities exist, but they are in minority and the majority of healers intentionally or unintentionally manipulate their patients

- Approach to patient
  - More rational - explanatory

- Approach to patient
  - More emotional - calming

Placebo has an effect in approximately 30% of cases and this is associated with anticipation functions of the brain

Every illness is a stressor negatively affecting patient's psyche

## Medical doctor

- Treatment strategy
  - Evidence based
  - Rational
  - Reproducibility
  - Knowledge transfer possible

## Healer

- Treatment strategy
  - Personal ability based
  - Pseudorational/irrational
  - Reproducibility is problematic
  - Knowledge transfer impossible

It is possible that people with supernatural abilities exist, but they are in minority and the majority of healers intentionally or unintentionally manipulate their patients

- Approach to patient
  - More rational - explanatory

- Approach to patient
  - More emotional - calming

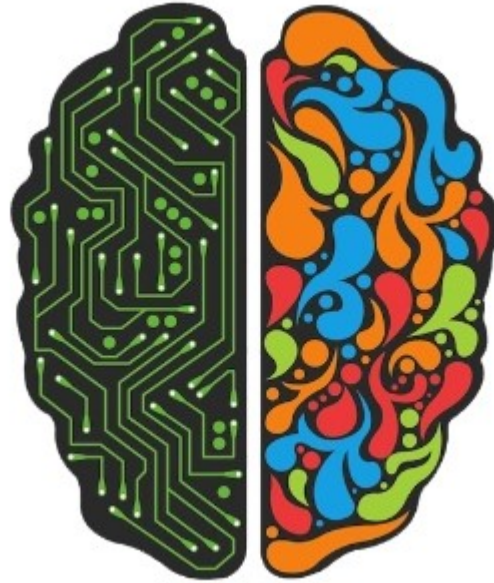
Placebo has an effect in approximately 30% of cases and this is associated with anticipation functions of the brain

Every illness is a stressor negatively affecting patient's psyche

Good approach to patients may improve treatment results by combining placebo effect with the effect of medicaments

# Empathy

Rationality



Emotionality

