

M U N I

M E D

18

The Highest Functions of Nervous System - Psychological and Social Aspects of Brain Activity II

The conflict between the limbic system and the neocortex



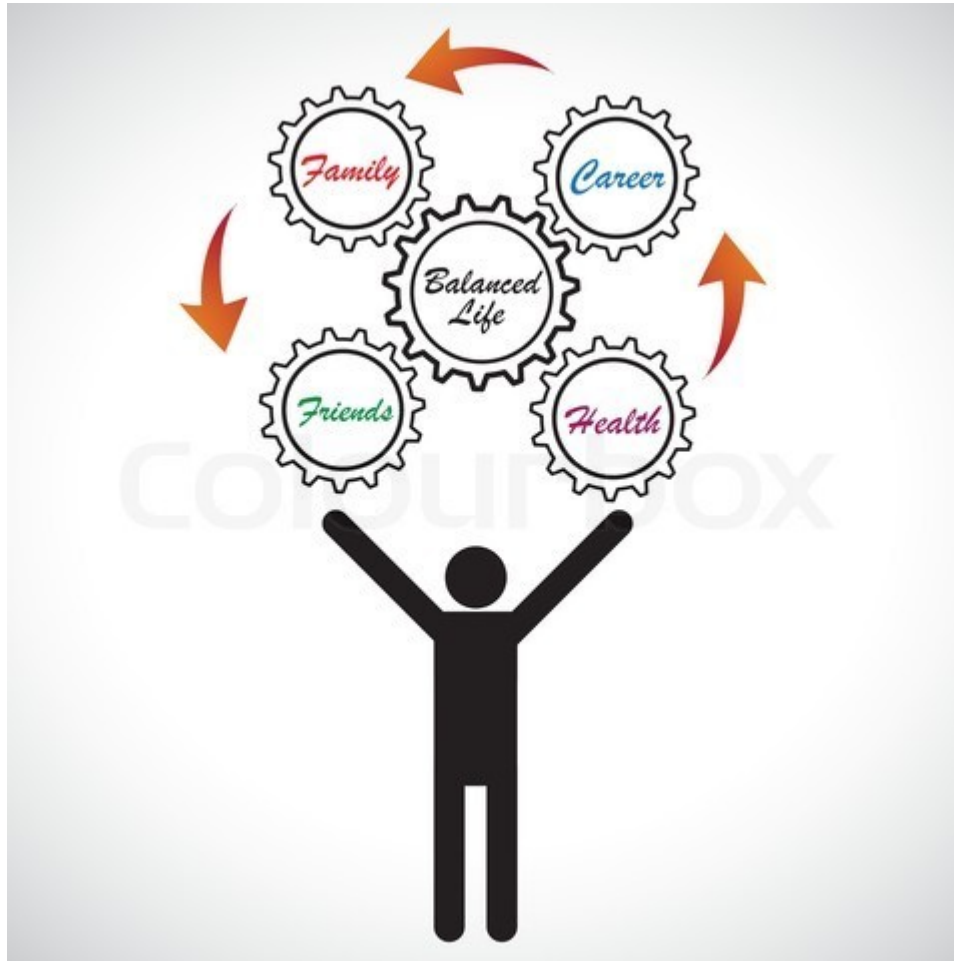
✓The problem with effective control of the neocortex

The conflict between the limbic system and the neocortex



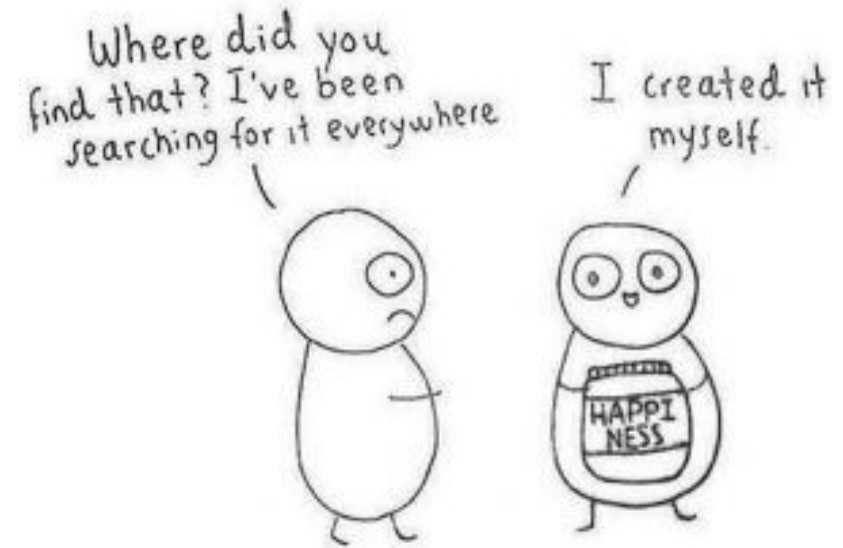
✓ The problem with effective control of the neocortex

The conflict between the limbic system and the neocortex



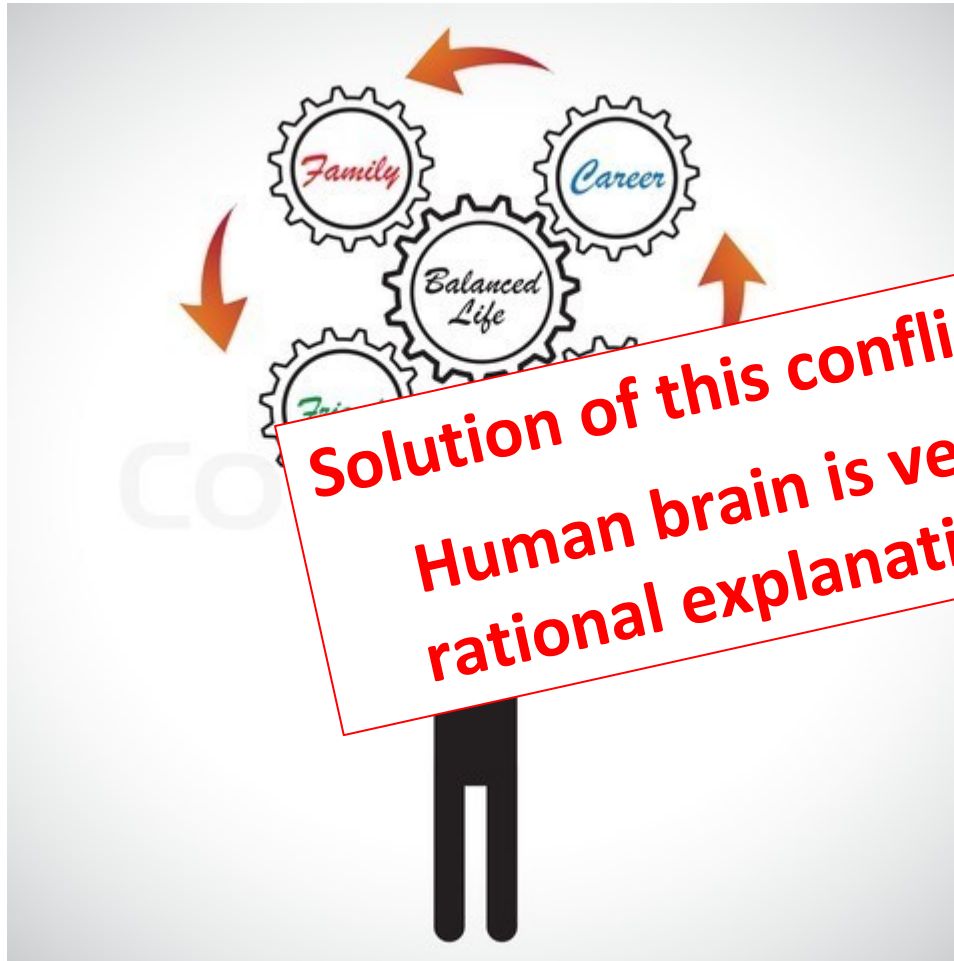
<http://www.terryherring2013.com/wp-content/uploads/2014/03/life-balance.jpg>

WHY?



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

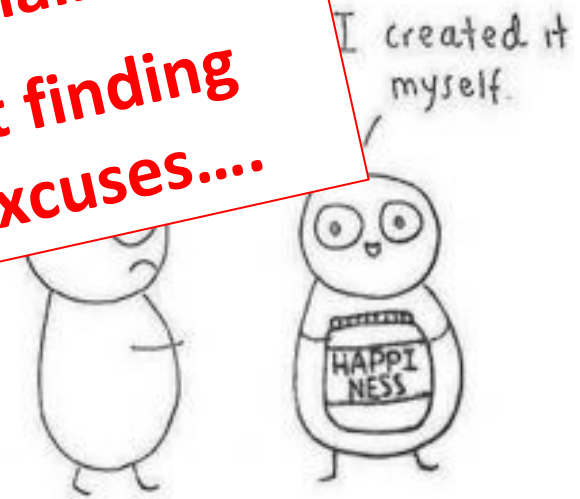
The conflict between the limbic system and the neocortex



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

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

WHY?



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

Awareness / Mindfulness

✓ The problem with effective control of the neocortex

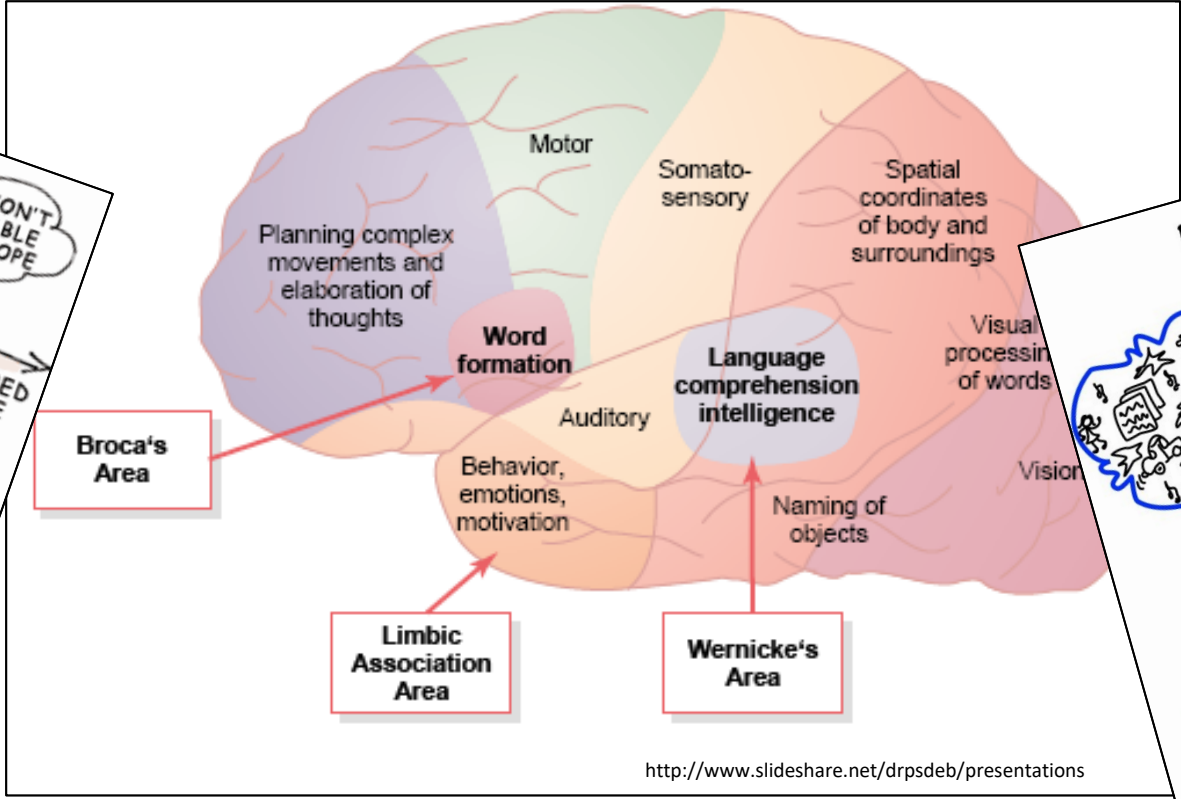


„When you are hungry, eat; when you are tired, sleep“

Zen Buddhist quote

Awareness / Mindfulness

✓ The problem with effective control of the neocortex



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

Zen Buddhist quote

Awareness / Mindfulness

✓ The problem with effective control of the neocortex

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



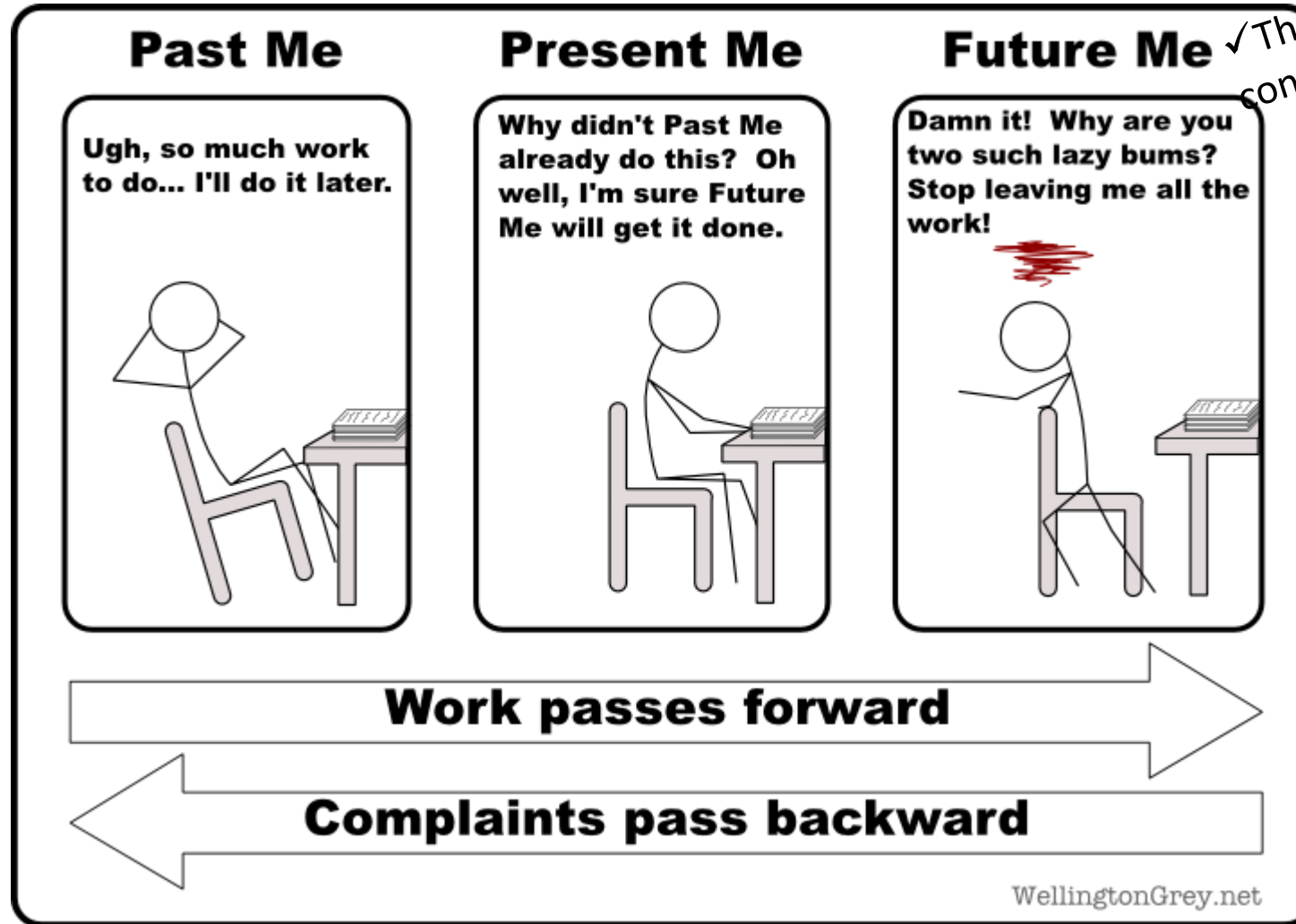
UNLESS THE MOMENT IS UNPLEASANT, IN WHICH CASE I WILL EAT A COOKIE



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

http://1.bp.blogspot.com/_GpQ4Y4Dn10/78WmcpPUtil/AAAAAAAAAAw/9kCQYEu0TBg/s1600/exercise-cartoon.jpg

Awareness / Mindfulness



✓ The problem with effective control of the neocortex

Procrastination

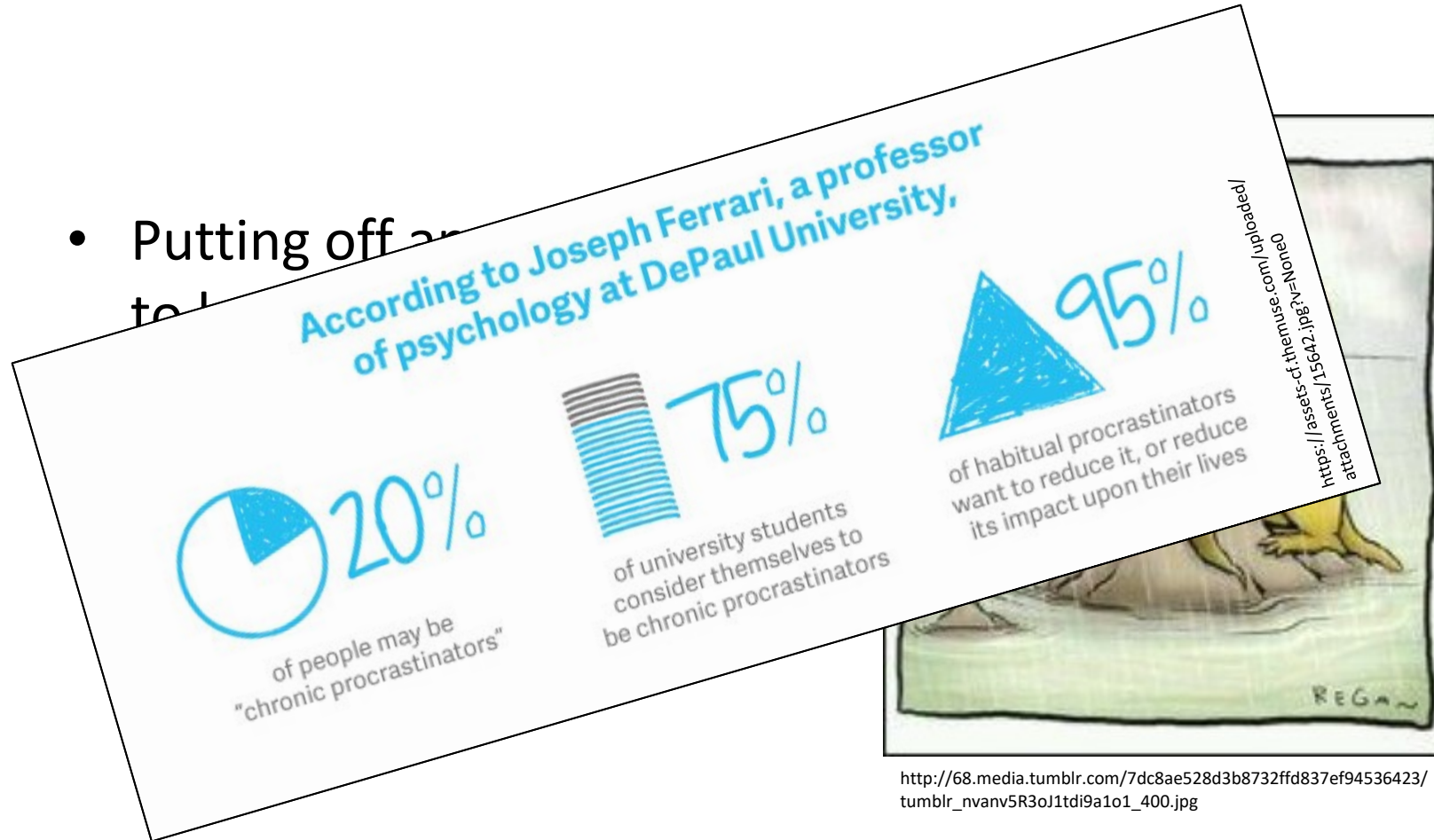
- Putting off an action to later time
- It is not a laziness!



http://68.media.tumblr.com/7dc8ae528d3b8732ffd837ef94536423/tumblr_nvanv5R3oJ1tdi9a1o1_400.jpg

Procrastination

- Putting off an action until a later time




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.

https://s3.amazonaws.com/NFIB/AMS%20Content/Images/1/1-68134-Procrastination_WEBREADY-01.jpg

Risk factors

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

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.

https://s3.amazonaws.com/NFIB/AMS%20Content/Images/1/1-68134-Procrastination_WEBREADY-01.jpg

Risk factors

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

✓ Fatigue
✓ Hunger
✓ Other stressors

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.

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

Prefrontal cortex:
controls problem solving and planning

Limbic system:
craves immediate gratification



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
- 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...

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.

https://s3.amazonaws.com/NFIB/AMS%20Content/Images/1/1-68134-Procrastination_WEBREADY-01.jpg

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

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.

https://s3.amazonaws.com/NFIB/AMS%20Content/Images/1/1-68134-Procrastination_WEBREADY-01.jpg

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

Motivation
✓ Outer
✓ Inner

Decision paralysis
Distraction

Why is procrastination bad?


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.

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

Prefrontal cortex:
controls problem solving and planning

Limbic system:
craves immediate gratification



Why do people procrastinate?

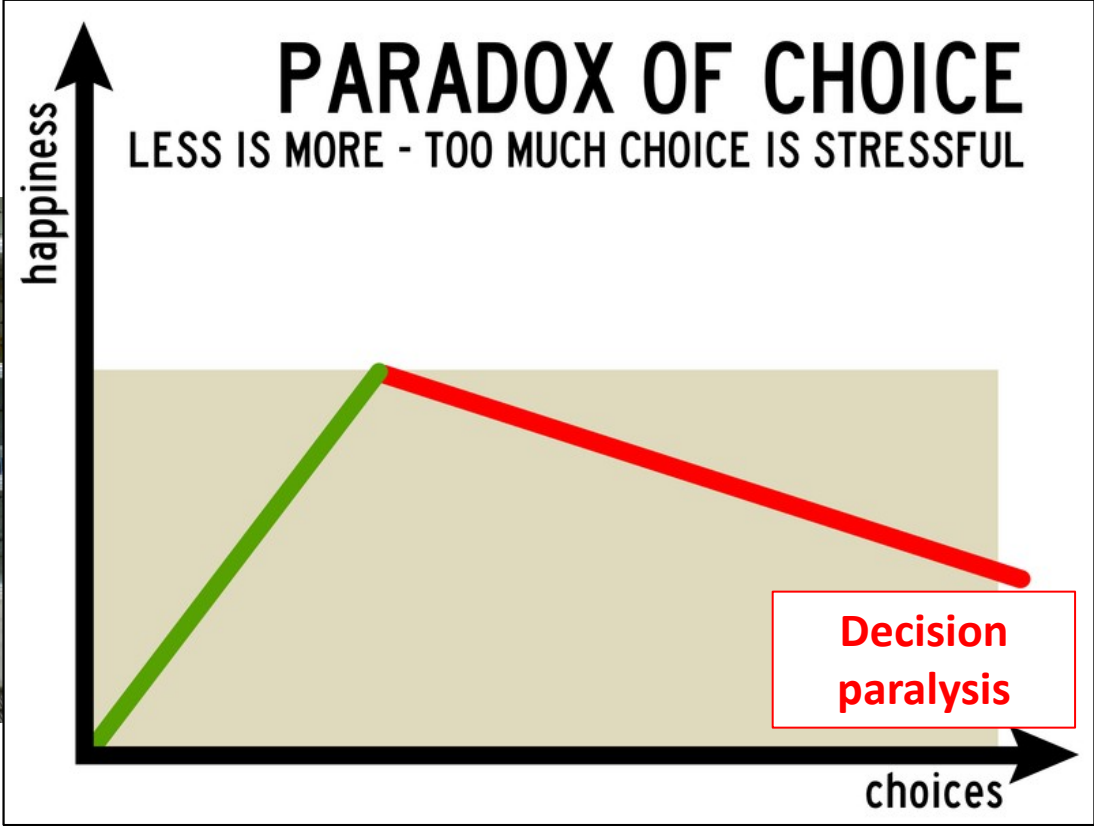
- ✓ **Fear of failure:** You won't settle for anything less than perfection.
- ? **Skill deficit:** You don't know how to complete the task.
- ✗ **Lack of interest or motivation:** The task is simply too boring.

https://s3.amazonaws.com/NFIB/AMS%20Content/Images/1/1-68134-Procrastination_WEBREADY-01.jpg

More choice does not make us more happy



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



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



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

Distraction



Procrastination

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.

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".

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.

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."

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/imageedit_7_5046245303.jpg

Procrastination

A critical role of the limbic system



SOURCES: <http://serendip.brynmawr.edu/bb/neuro/neuro02/web1/jmarysis.html>
http://www.mindtools.com/pages/article/newHTE_91.htm
<http://www.marcdangel.com/2010/11/22/7-common-causes-and-proven-cures-for-procrastination/>



http://howtobehappy.guru/wp-content/uploads/2015/08/imageedit_7_5046245303.jpg

Procrastination

A critical role of the limbic system



SOURCES: <http://serendip.brynmawr.edu/bb/neuro/neuro02/web1/jmarysis.html>
http://www.mindtools.com/pages/article/newHTE_91.htm
<http://www.marcdangel.com/2010/11/22/7-common-causes-and-proven-cures-for-procrastination/>

<https://s-media-cache-ak0.pinimg.com/originals/b3/af/3a/b3af3afd894176f4cd9846fd2741ace0.jpg>



Procrastination

A critical role of the limbic system



WHAT IS PROCRASTINATION?
 You procrastinate when you put off things that you should be focusing on right now, usually in favor of doing something that you're more comfortable doing.

Are you a procrastinator?
 ✖ Filling your day with low priority tasks?
 ✖ Waiting for the "right mood"?
 ✖ Reading e-mails several times without starting to work on them?

EFFECTS OF PROCRASTINATION

Tension
Headaches
Fatigue
Anxiety
Self-criticism
Helplessness
Low self-esteem
Isolation
Tense
Less aware

We often speak about time management, but we cannot manage the time at all, because the time is running independently of us. The problem is with self-management and task-management...

SOURCES: <http://serendip.brynmawr.edu/bb/neuro/neuro02/web1/jmarysis.html>
http://www.mindtools.com/pages/article/newHTE_91.htm
<http://www.marcandangel.com/2010/11/22/7-common-causes-and-proven-cures-for-procrastination/>

<https://s-media-cache-ak0.pinimg.com/originals/b3/af/3a/b3af3afd894176f4cd9846fd2741ace0.jpg>

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

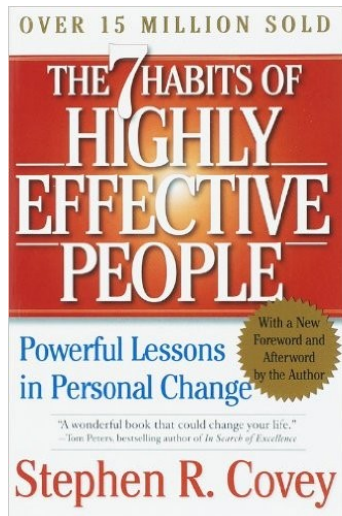
11 THEY PUT TECHNOLOGY TO WORK FOR THEM

E

[HTTP://WWW.ENTREPRENEUR.COM/ARTICLE/248063](http://www.entrepreneur.com/article/248063)

<https://s-media-cache-ak0.pinimg.com/736x/6d/d4/6f/6dd46f7ab780817f0f840a9075a60660.jpg>

Stephen Covey – Quadrant system



	Urgent	Not Urgent				
Important	<p>Quad I</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p><u>Activities</u></p> <ul style="list-style-type: none"> • Crisis • Pressing Problems • Deadline Driven </td> <td style="vertical-align: top;"> <p><u>Results</u></p> <ul style="list-style-type: none"> • Stress • Burn-out • Crisis management • Always putting out fires </td> </tr> </table>	<p><u>Activities</u></p> <ul style="list-style-type: none"> • Crisis • Pressing Problems • Deadline Driven 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Stress • Burn-out • Crisis management • Always putting out fires 	<p>Quad II</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p><u>Activities</u></p> <ul style="list-style-type: none"> • Prevention, capability improvement • Relationship building • Recognizing new opportunities • Planning, recreation </td> <td style="vertical-align: top;"> <p><u>Results</u></p> <ul style="list-style-type: none"> • Vision, perspective • Balance • Discipline • Control • Few crisis </td> </tr> </table>	<p><u>Activities</u></p> <ul style="list-style-type: none"> • Prevention, capability improvement • Relationship building • Recognizing new opportunities • Planning, recreation 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Vision, perspective • Balance • Discipline • Control • Few crisis
<p><u>Activities</u></p> <ul style="list-style-type: none"> • Crisis • Pressing Problems • Deadline Driven 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Stress • Burn-out • Crisis management • Always putting out fires 					
<p><u>Activities</u></p> <ul style="list-style-type: none"> • Prevention, capability improvement • Relationship building • Recognizing new opportunities • Planning, recreation 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Vision, perspective • Balance • Discipline • Control • Few crisis 					
Not Important	<p>Quad III</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p><u>Activities</u></p> <ul style="list-style-type: none"> • Interruptions, some callers • Some email, some reports • Some meetings • Proximate, pressing matters • Popular activities </td> <td style="vertical-align: top;"> <p><u>Results</u></p> <ul style="list-style-type: none"> • Short term focus • Crisis management • Reputation – chameleon character • See goals/ plans as worthless • Feel victimized, out of control • Shallow or broken relationships </td> </tr> </table>	<p><u>Activities</u></p> <ul style="list-style-type: none"> • Interruptions, some callers • Some email, some reports • Some meetings • Proximate, pressing matters • Popular activities 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Short term focus • Crisis management • Reputation – chameleon character • See goals/ plans as worthless • Feel victimized, out of control • Shallow or broken relationships 	<p>Quad IV</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p><u>Activities</u></p> <ul style="list-style-type: none"> • Trivia, busy work • Some email • Personal social media • Some phone calls • Time wasters • Pleasant activities </td> <td style="vertical-align: top;"> <p><u>Results</u></p> <ul style="list-style-type: none"> • Total irresponsibility • Fired from jobs • Dependent on others or institutions for basics </td> </tr> </table>	<p><u>Activities</u></p> <ul style="list-style-type: none"> • Trivia, busy work • Some email • Personal social media • Some phone calls • Time wasters • Pleasant activities 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Total irresponsibility • Fired from jobs • Dependent on others or institutions for basics
<p><u>Activities</u></p> <ul style="list-style-type: none"> • Interruptions, some callers • Some email, some reports • Some meetings • Proximate, pressing matters • Popular activities 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Short term focus • Crisis management • Reputation – chameleon character • See goals/ plans as worthless • Feel victimized, out of control • Shallow or broken relationships 					
<p><u>Activities</u></p> <ul style="list-style-type: none"> • Trivia, busy work • Some email • Personal social media • Some phone calls • Time wasters • Pleasant activities 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Total irresponsibility • Fired from jobs • Dependent on others or institutions for basics 					

<http://thecontextofthings.com/wp-content/uploads/2015/10/covey-4-quad-1.jpg>

Pomodoro technique



<https://s-media-cache-ak0.pinimg.com/736x/6d/d4/6f/6dd46f7ab780817f0f840a9075a60660.jpg>

<http://smartlifeblog.com/wp-content/uploads/2015/03/pomodoro-timer.jpg>

#3 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	<p>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.</p>
 CONTINUE	<p>FOCUS ON ONE TASK. Study. Write. Do math. Whatever. NO INTERRUPTIONS. No social media, gaming, texting etc.</p>
 STOP	<p>REWARD YOURSELF. After successfully completing 25 minutes of hardcore awesomeness (studying, working etc.) do something you enjoy for 5 minutes and repeat the process.</p>

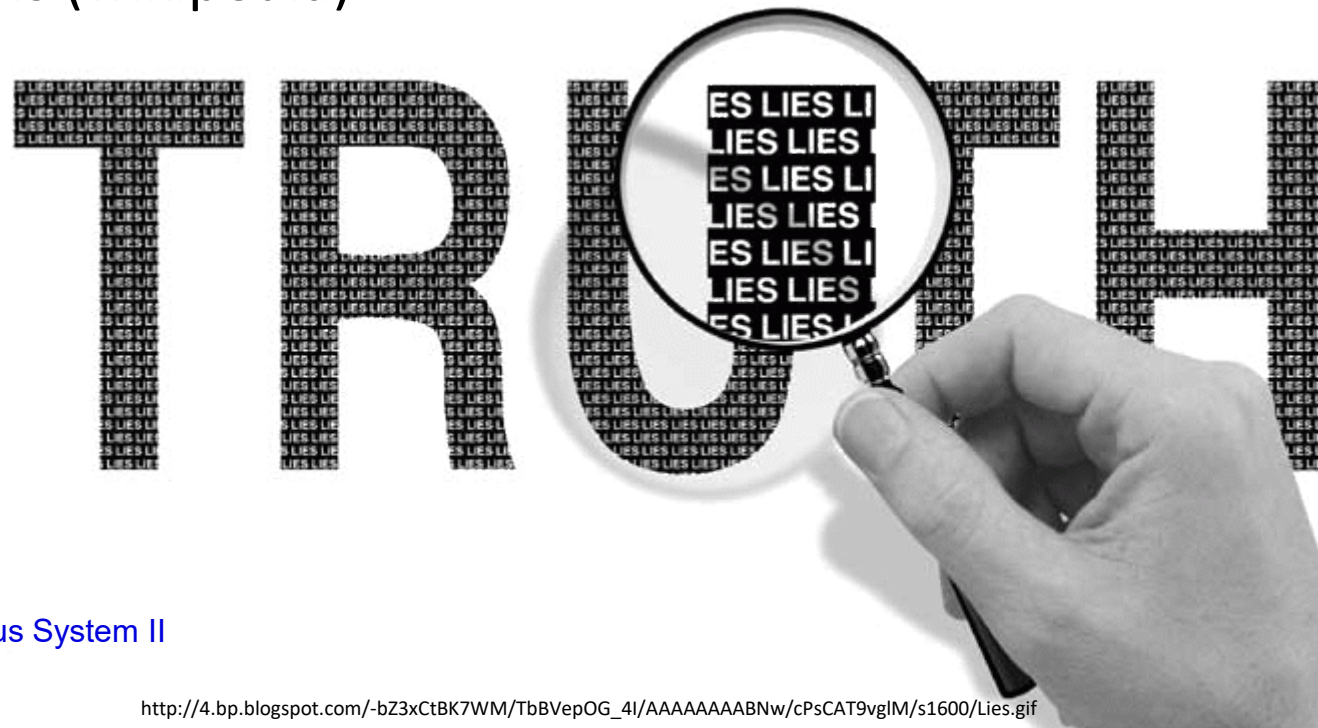
YOU CAN BEAT PROCRASTINATION!



Rationalization

✓ The conflict between the limbic system and the neocortex

- 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)



Rationalization

✓ The conflict between the limbic system and the neocortex

- 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)



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

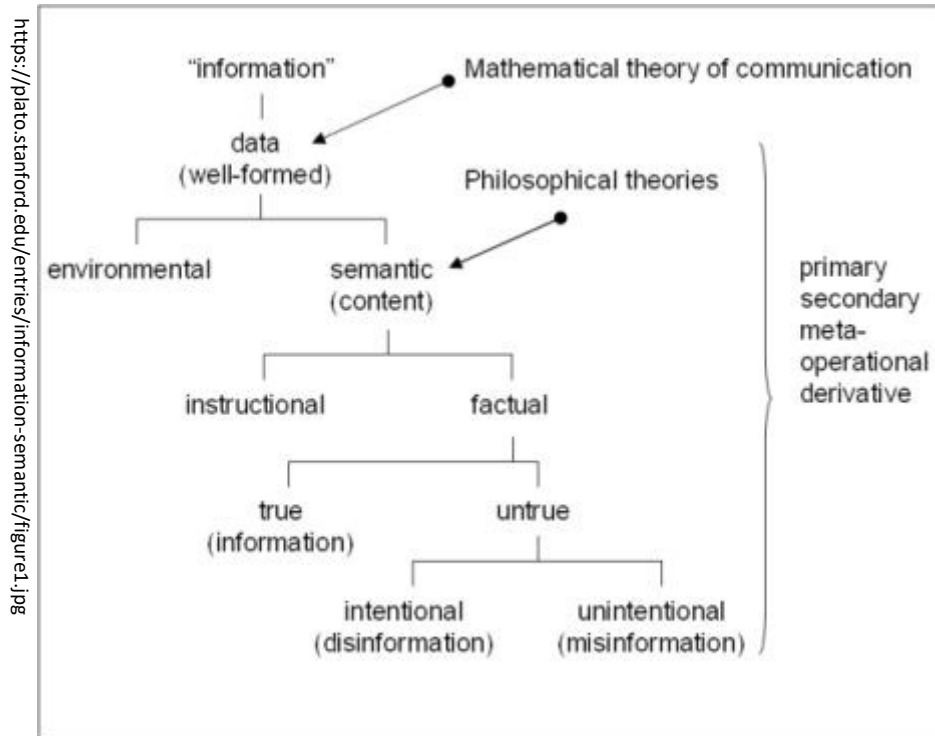


Manipulation

- 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

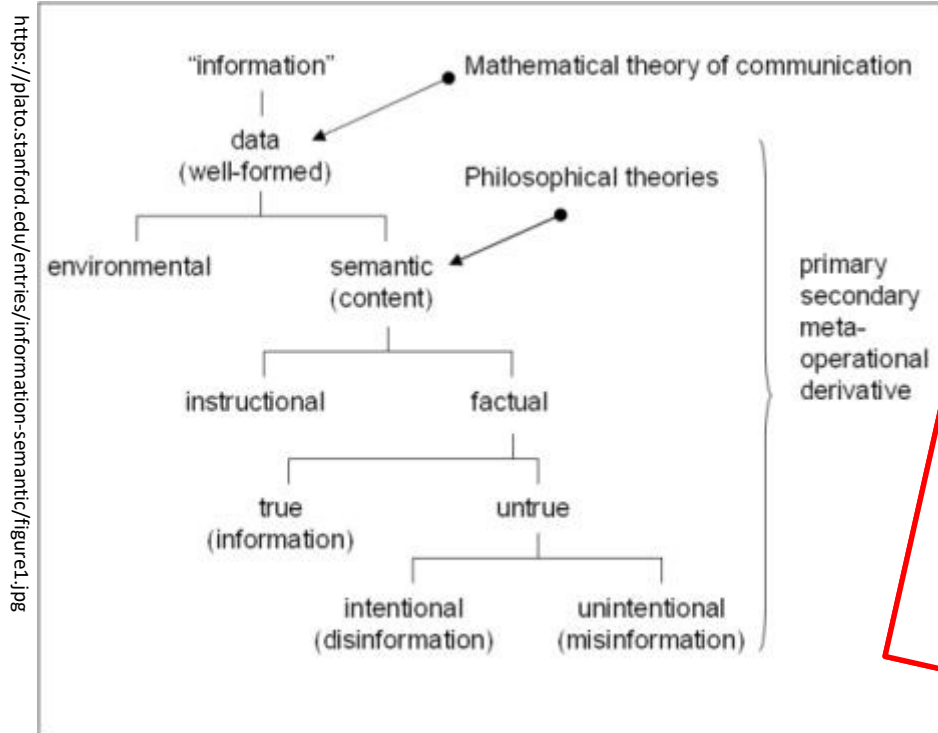


Manipulation

- 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



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

Manipulation

... limbic system...



<http://dailynewsdig.com/advertising/>

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



"This miracle pill can
Burn Fat FAST!"

DR. OZ

LEARN MORE

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

Pseudorational (it is believable)
- neocortex

LESS WRINKLES
IN ONLY 60 MINUTES



DERMITAGE

dermitage.com | *S&P applies

TRY IT FREE*

Simulated imagery. Results not typical.

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

LESS WRINKLES
IN ONLY MINUTES



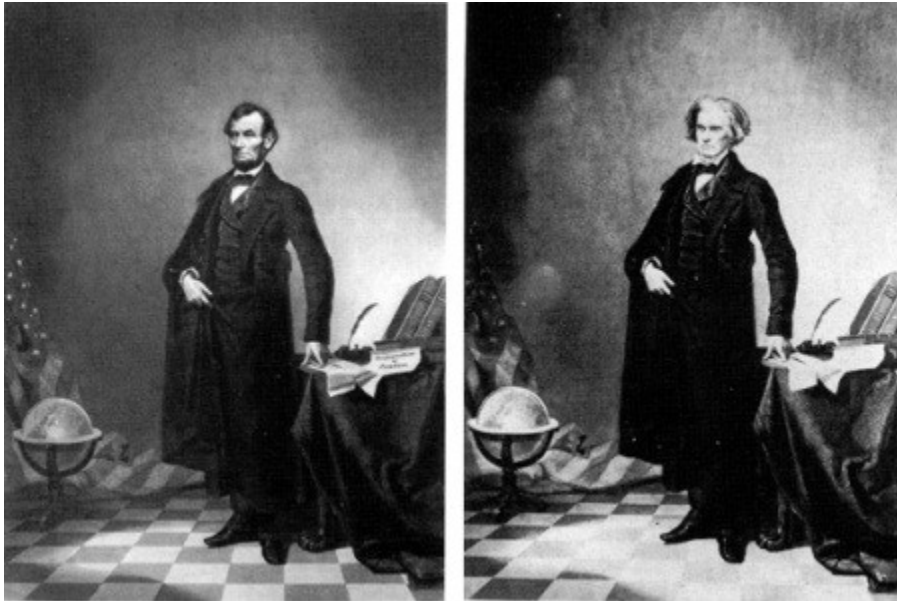
TRY IT TODAY!

simulated imagery

www.dermitage.com

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

Manipulation and propaganda



<https://kristinczermanski.wordpress.com/2013/12/10/photo-manipulation-the-impact-on-society-the-advertising-industry/>

Propaganda

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



https://2.bp.blogspot.com/-FXZvktB5BuM/V4r9YwAO9VI/AAAAAAAAAk8/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://soren.faculty.arizona.edu/sites/soren.faculty.arizona.edu/files/newpage10.jpg>



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



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

Athe power of media in the past...



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

The power of media in the present

Media in the past had at least artistic value...



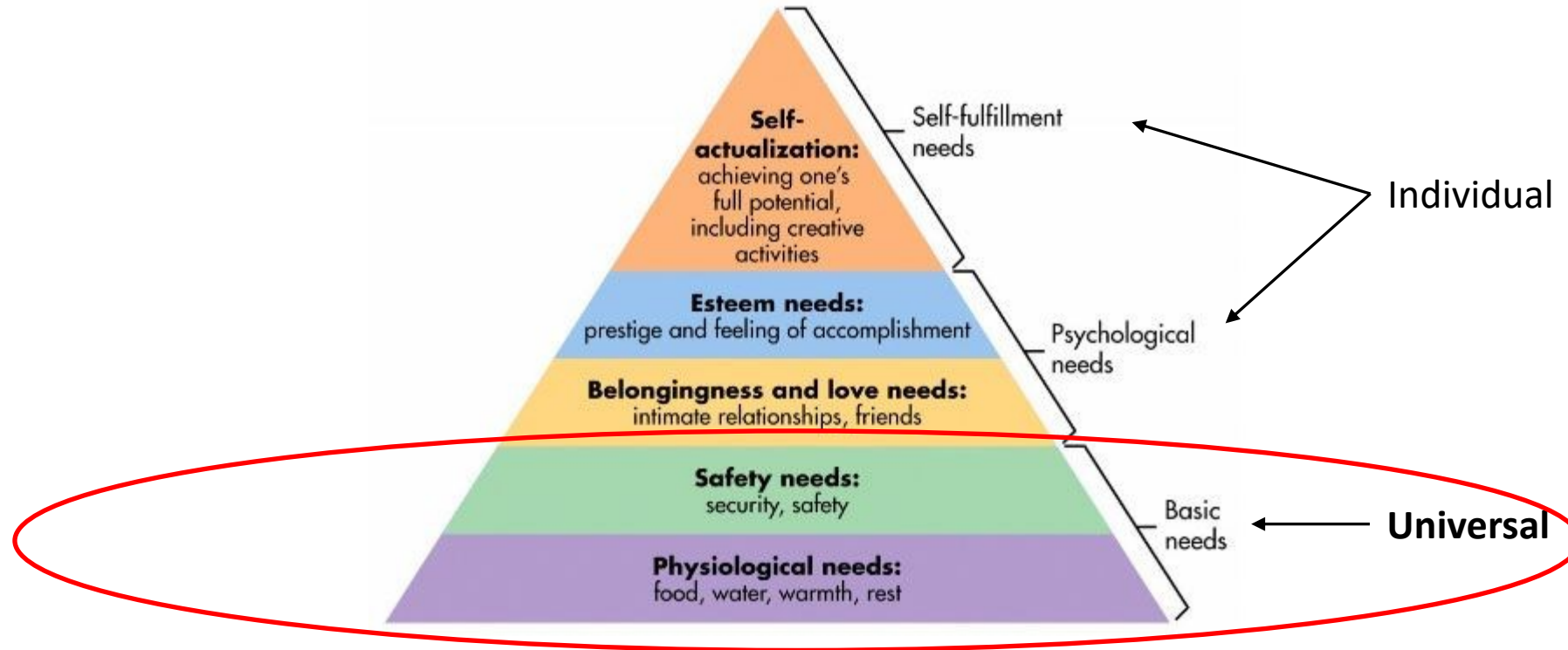
<https://www.thesun.co.uk/news/10144977/kim-jong-un-horse-photos-vladimir-putin/>



<https://faceswaponline.com/trump-travels-overseas>

<https://thetravellingsquid.com/2013/12/18/vladimir-putin-russias-macho-leader/>

Propaganda targets basic needs



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

Propaganda



<https://s-media-cache-ak0.pinimg.com/564x/dd/09/1f/dd091fe34d2a70d7f1b022b49b08d8b1.jpg>

Propaganda



Propaganda and propaganda



https://d.fastcompany.net/multisite_files/fastcompany/imagecache/slideshow_large/2011/07/30/33287-slide-py3.jpg

Dehonestation



https://www.google.cz/imgres?imgurl=https%3A%2F%2Fsecure.static.tumblr.com%2Ffd1367a696b356dfe6a9dee6a634da56e%2Ffujpgsp7%2Fro1nwr4h4%2Ftumblr_static_filename_640_v2.jpg&imgrefurl=https%3A%2F%2Fwww.tumblr.com%2Ftagged%2Fnazi-propaganda-poster&docid=WzpFjAHd6Gn2AM&tbnid=29m5HiOvOat5wM%3A&tbnh=54&tbnw=348&extra=5&ved=0ahUKEwiNINWay8HSAhUGsBQKHwyCwCQMwiEAShIMGI&iacl=mrcc&uact=8#h=407&imgcr=29m5HiOvOat5wM:&vet=1&w=640



https://lh4-ggphpt.com/_fps7jxvrEbw/SVJZHsm1/AAAAAAAAADYE/Y0J75YxZlp8/s1160/Post%20%E2%80%90%20Nordmenn%20Kjemp%20Norge.jpg

Glorification



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



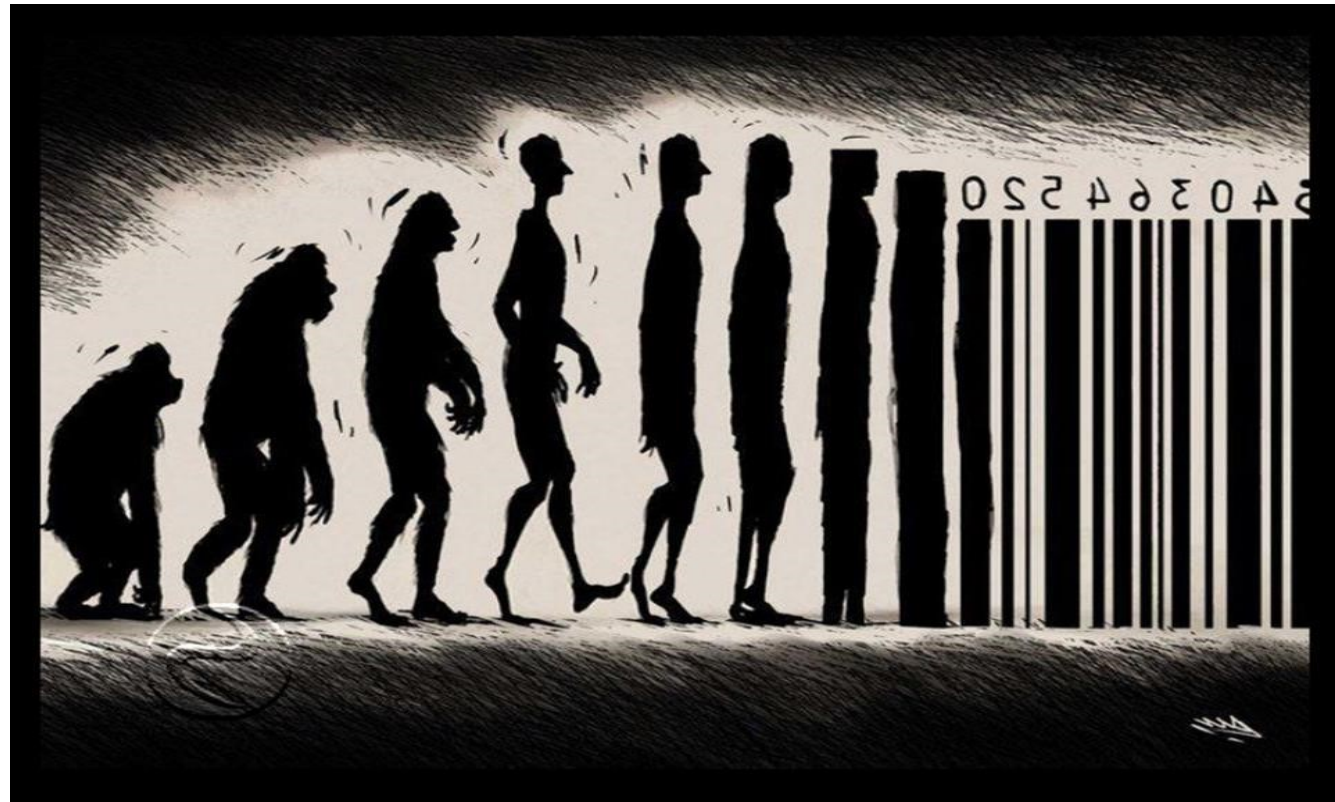
<https://s-media-cache-ak0.pinimg.com/736x/c1/f8/50/c1f850ce1bddb4edbd04a880bd379bd9.jpg>



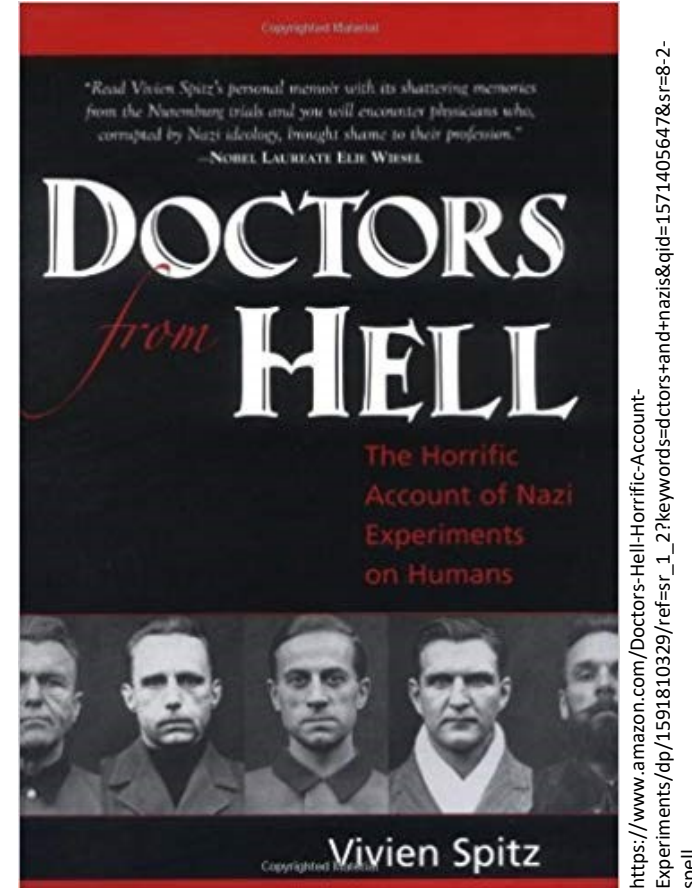
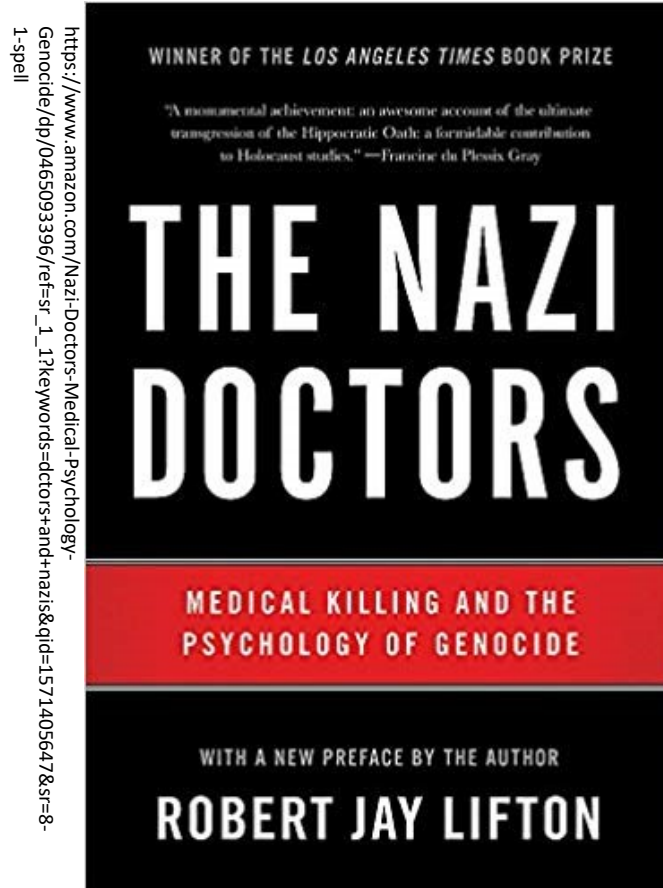
http://4.bp.blogspot.com/-9SUR-aibBw0/VpSWAnjrQI/AAAAAAAAA8U/jBin6bQ7axM/s1600/Geoman_recruiting_worldwartwo.filmingspector.com_3.jpg

Dehumanization

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



Dehumanization



Dehumanization

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

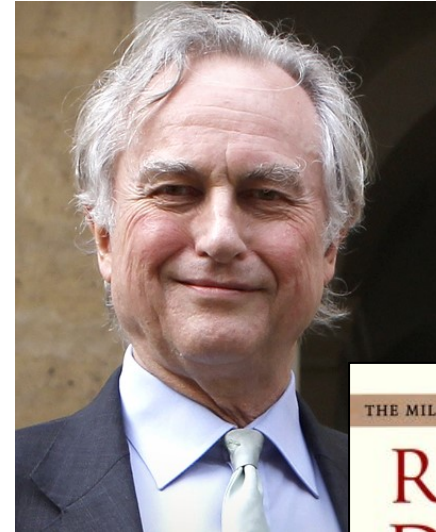
Difference
✓ Cultural
✓ Ethical
✓ Whatever

**Cultural development is
disproportional**



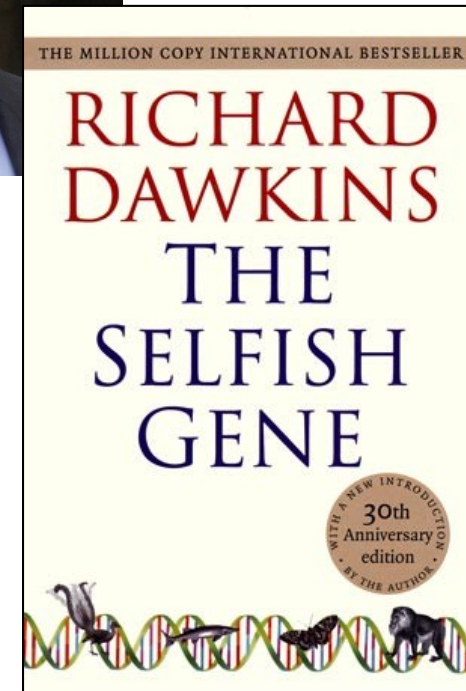
Memetics

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



http://media.salon.com/2013/08/richard_dawkins2.jpg

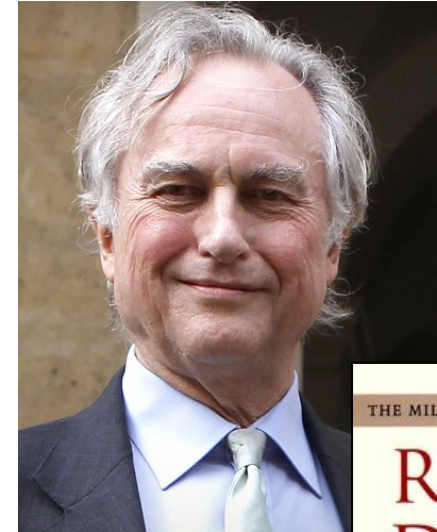
1976



https://geophagus.files.wordpress.com/2009/07/b123pb_lg.jpg

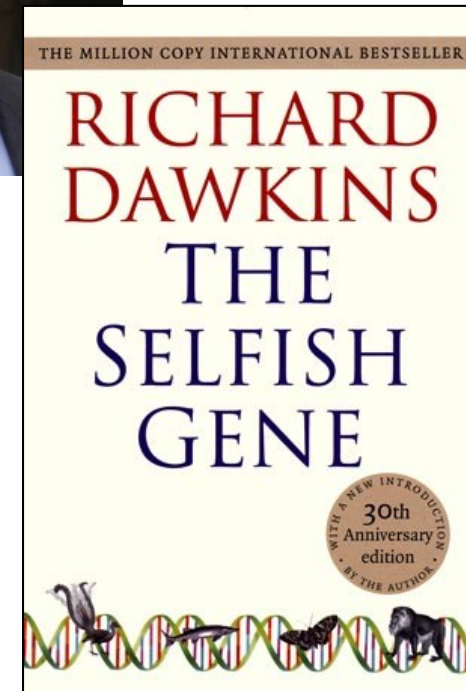
Memetics

- 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

1976

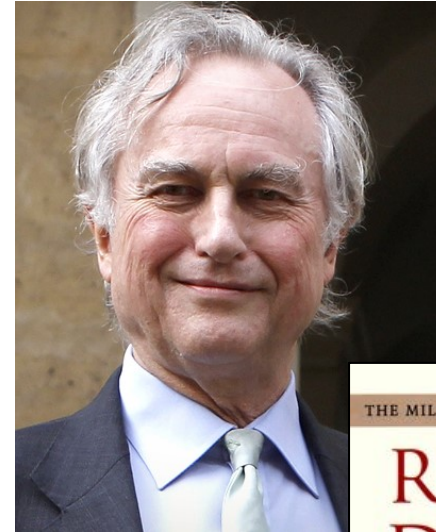


https://geophagus.files.wordpress.com/2009/07/b123pb_lg.jpg

Memetics

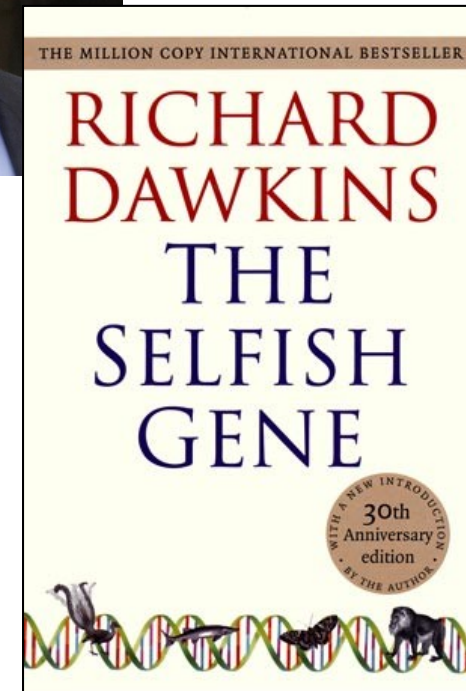
- Evolutionary model of cultural information transfer
- Analogy genetic information transfer
- Mem
 - „unit of cultural information“
- Memetic complex
 - System of values/philosophy/religion

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

1976



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/S5ZL9uKNi0I/AAAAAAAAA4w/9cyf2Jf7rnc/s400/coke_vs_pepsi.jpg

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

Culture

– the sum of knowledge

- ✓ Material
- ✓ Spiritual



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



<https://en.wikipedia.org/wiki/File:Mary16thC.jpg>



<https://www.wikiart.org/en/leonardo-da-vinci/the-madonna-of-the-carnation>



<https://pixels.com/featured/1-madonna-and-child-peter-paul-rubens.html>



<https://www.wikiart.org/en/m-h-maxy/madonna>

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

NCBI Resources How To Sign in to NCBI

PMCID: PMC4104560

GLOBAL ADVANCES IN HEALTH AND MEDICINE

Glob Adv Health Med. 2014 Jul; 3(4): 6-8.
Published online 2014 Jul 1. doi: 10.7453/ghm.2014.042

Acupuncture: Past, Present, and Future

Jason Jishun Hao, DOM, MTCM, MBA[✉] 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 | [PubReader](#) | [ePub\(beta\)](#) | [PDF \(647K\)](#) | [Citation](#)

Share
[Facebook](#) [Twitter](#) [Google+](#)

Save items
☆ Add to Favorites

Similar articles in PubMed

Review of clinical applications of scalp acupuncture for paralysis: an excerpt from chinese scalp acup[*Glob Adv Health Med.* 2012]

Safety and efficacy of acupuncture in children: a review of the evidence. [*J Pediatr Hematol Oncol.* 2008]

[Acupuncture as complementary medicine in patients with osteoarthritis of the knee. [*Harefuah.* 2007]

Clinical acupuncture research in the West. [*Front Med.* 2011]

Lessons from an acupuncture teaching clinic: patient characteristics and pain management effects [*Explore (NY).* 2014]

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

NCBI Resources How To Sign in to NCBI

PMCID: PMC4326322

BioMed Central The Open Access Publisher

SYSTEMATIC REVIEWS
this article | search | submit a manuscript | register

Syst Rev. 2014; 3: 142.
Published online 2014 Dec 6. doi: 10.1186/2046-4053-3-142

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

Robert T Mathie[✉], 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 of individualised homeopathic treatment has not been conducted. The aim of this review was to assess the outcome of an individualised homeopathic treatment compared with placebo.

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

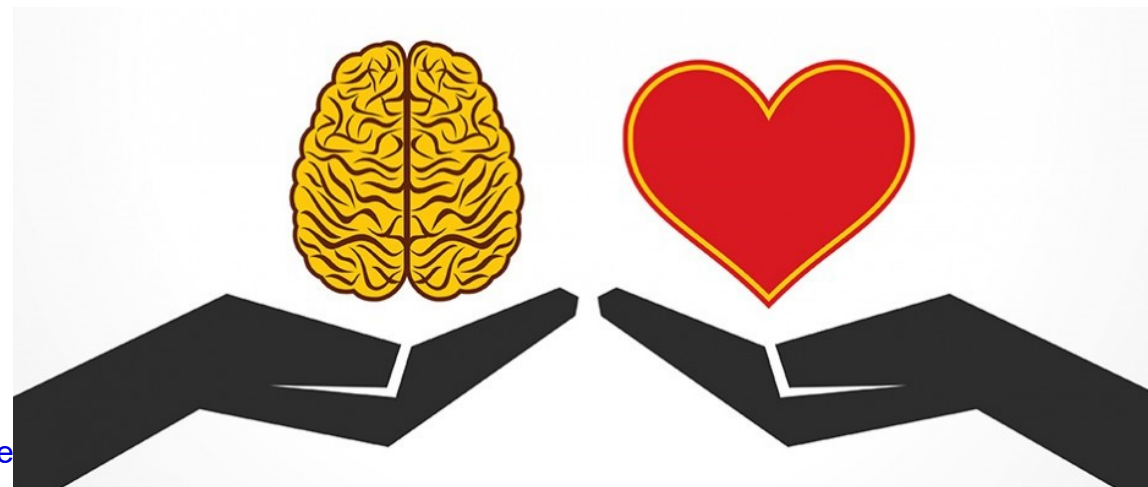
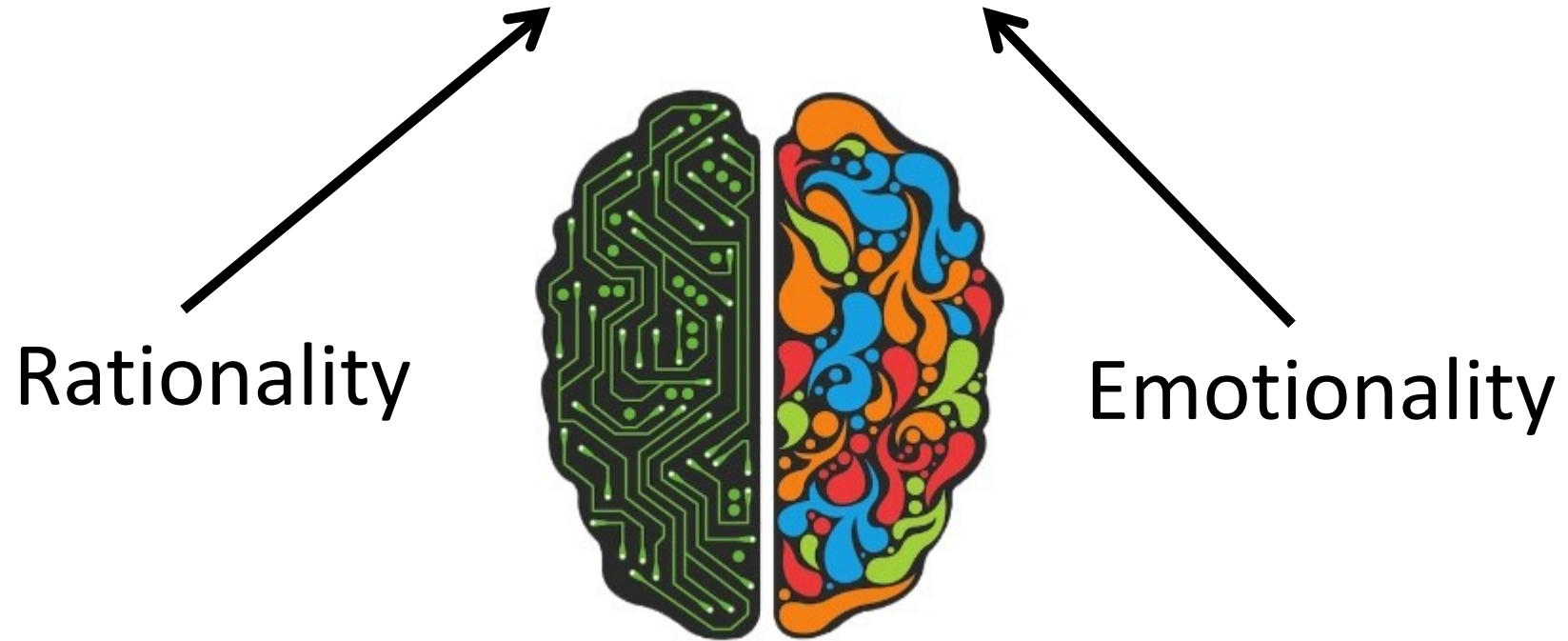
- Approach to patient
 - More emotional - calming

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



86. The basic characterization of neocortical functions – language and social brain, basic overview of functional diagnostic methods used in neurology

- Communication and language
 - Language areas – localization and function including lobulus parietalis inferior, aphasia...
 - Lateralization of language functions, gender differences
- Social brain
 - Human is a social being, so the brain has to be designed accordingly
 - Frontal lobe and limbic system in behavioral control
 - Triune brain theory, whole brain model, mentalization, dehumanization
- Functional diagnostic methods (EEG, SPECT, PET , fMRI)

M U N I

M E D