



# The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives

By Shankar Vedantam

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**The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives** By Shankar Vedantam

The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we’re never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob.

In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed.

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## **The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives** By Shankar Vedantam **Bibliography**

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### Editorial Review

From Publishers Weekly

*Washington Post* science journalist Vedantam theorizes that there's a hidden world in our heads filled with unconscious biases, often small, hidden errors in thinking that manipulate our attitudes and actions without our knowing it. Autonomy is a myth, he says, because knowledge and rational intention are not responsible for our choices. This thesis is not news—since Freud, psychologists have taken the unconscious into account—but Vedanta argues that if we are influenced sometimes, then why not all the time, whether we're launching a romance or a genocide. This is a frightening leap in logic. In anecdotal, journalistic prose, we learn that, through bias, rape victims can misidentify their attacker; people are more honest even with just a subtle indication that they are being watched; polite behavior has to do with the frontotemporal lobes rather than with how one was raised; and that we can be unconsciously racist and sexist. Though drawing on the latest psychological research, Vedantam's conclusions are either trite or unconvincing. (Jan. 19)

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From [Booklist](#)

A *Washington Post* science writer, Vedantam explores the findings of social psychologists about unconscious bias. Recounting people's stories, he grips attention immediately. Introducing a rape victim whose mistake in identifying her assailant was revealed by DNA evidence that exonerated him, Vedantam establishes his theme of how people get things wrong (in the crime-and-punishment category, he adds death-penalty cases involving possible misidentification) or behave seemingly irrationally. After each individual story, the author repairs to relevant psychological studies. To Vedantam, the studies reveal that subtle biases unconsciously coexist alongside people's conscious convictions that they are free of prejudice. He cites examples such as Senator George Allen, whose racial remark ended his career; the electorate's perception of candidate Barack Obama; and the sexual discrimination case of Lilly Ledbetter. Branching into other arenas, such as crowd behavior during crisis situations and the minds of suicide bombers, Vedantam highlights a mental battle of which, he wants his readers to learn, they are largely unaware. This work has strong appeal for the psychology audience. --Gilbert Taylor

Review

"In **The Hidden Brain**, one of America's best science journalists describes how our unconscious minds influence everything from criminal trials to charitable giving, from suicide bombers to presidential elections. **The Hidden Brain** is a smart and engaging exploration of the science behind the headlines—and of the little man behind the screen. Don't miss it."—Daniel Gilbert, author of *Happiness*

"Shankar Vedantam brings his critical eye to a question that has haunted scientists and writers for centuries: Does the unconscious matter, and if so, how? With a light touch, the book takes us through the complicated landscape of research on psychology and human behavior. We come away not only understanding how we act, but Vedantam moves past mainstream economic reasoning to shed light on the relationships we create with each other. The book addresses the madness and beauty of our struggles to create a moral and just world." —Sudhir Venkatesh, author of *Gang Leader for a Day: A Rogue Sociologist Takes to the Streets*

*From the Hardcover edition.*

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#### **Mary Tillman:**

Information is provisions for those to get better life, information today can get by anyone with everywhere. The information can be a understanding or any news even an issue. What people must be consider whenever those information which is in the former life are challenging to be find than now is taking seriously which one is acceptable to believe or which one the resource are convinced. If you find the unstable resource then you understand it as your main information you will see huge disadvantage for you. All of those possibilities will not happen with you if you take The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives as the daily resource information.

#### **Stephanie Armstrong:**

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#### **Phillip Hicks:**

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#### **Roland Collins:**

This The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives is brand-new way for you who has intense curiosity to look for some information since it relief your hunger of information. Getting deeper you onto it getting knowledge more you know or perhaps you who still having little bit of digest in reading this The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives can be the light food for yourself because the information inside this specific book is easy to get by simply anyone. These books build itself in the form

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