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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.

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The Hidden Brain: How Our Unconscious Minds Elect

The “hidden brain” is Shankar Vedantam’s shorthand for a host of brain functions, emotional responses, and cognitive processes. Most of us would agree that there’s a clear and even obvious connection between the things we believe and the way we behave. But what if our actions are driven not by our conscious values and beliefs but by hidden motivations we’re not even aware of?

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Unconscious Minds Elect ...

This week on Hidden Brain, we explore how the satisfactions of outrage affect our politics, our communities, and our minds.

Additional Resources: "Moral outrage in the digital age," by Molly ...

How outrage is hijacking our lives | Hidden Brain : NPR

Those stealthy inner workings of bias are precisely what NPR science correspondent Shankar Vedantam explores in *The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives* (public library) — a sweeping, eye-opening, uncomfortable yet necessary account of how our imperceptible prejudices sneak past our conscious selves and produce “subtle cognitive errors that

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lay beneath the rim of awareness,” making our actions stand at odds with our ...

The Hidden Brain: How Ocean Currents Explain Our ...

Perhaps the most pervasive false belief, held by about 60 percent of Americans, is that memory works like a video camera. In other words, the things we experience in our lives are recorded, stored...

Why our memory fails, and how to improve it : NPR

His nonfiction book, *The Hidden Brain: How our Unconscious Minds Elect Presidents, Control Markets, Wage Wars and Save Our Lives*, was published in 2010. Works. *The Ghosts of Kashmir*. New Delhi: Tara Press. 2005. ISBN 978-8187943792. OCLC

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Shankar Vedantam - Wikipedia

The Hidden Brain (2010) reveals the function and effects of our unconscious lives. In our increasingly interconnected world, unconscious biases and errors influence our memories, judgments, and perceptions and shape our social, economic, and political institutions.

The Hidden Brain by Shankar Vedantam - Blinkist

Neuroscientist Doug Fields was on a trip to Europe when a pickpocket stole his wallet. Doug, normally mild-mannered, became enraged — and his fury turned him into a stranger to himself. Today on Hidden Brain, we explore the secret logic of irrational anger. 50 min

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Unconscious Minds Elect **?Hidden Brain on Apple Podcasts**

Unlike our normal (conscious) brain, which is live and tangible, the unconscious brain, referred to in this book as the "hidden brain", is intangible and elusive. In fact its own existence was in question. Ever since it was given its name (by Friedrich Schiller in 18th century) it was questioned or even rejected by some psychologists.

Amazon.com: The Hidden Brain: How Our Unconscious Minds ...

From the 2014 Strata Conference + Hadoop World in New York City. About Shankar Vedantam: Shankar Vedantam is the author of The Hidden Brain: How our Unconsci...

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