

ISBN-13: 978-0-9770364-1-7

ISBN-10: 0-9770364-1-3

# Disinfect Your Mind:

Defend yourself with memetics against mass media, politicians, corporate management, your aunt's advice, and other mind viruses

by Ely Asher

We all know that we are manipulated. By mass media. By politicians. By large companies. We are. But how? And how to defend ourselves against it?

Let's compare humans and computers. Different kinds of knowledge are needed to make computers possible. Physics tells us how to put tiny pieces of silicon together to make a working chip. It's how computer CPUs are made by companies like Intel. In humans, it's about individual neurons in our heads working together. That's the domain of *neurobiology*.

Using computer programs is a completely different matter. How do you change the font in your document? How do you configure a firewall? It runs on the computers created by Intel, but it's a completely different matter than creating computer chips. This is the place for books like "Linux for Dummies" and "Advanced Acrobat Reader". In humans, it's all about the patterns of behavior observed in the human species... and how to use them to your advantage. That's the domain of *psychology*.

And somewhere between microelectronics and software user manuals there is a dark and scary place about how to create these programs that can convert the surreal play of electronic impulses into powerful tools. That's *programming*. That's what companies like Microsoft do, creating useful tools. That's also what hackers do, who create viruses that use your hardware for their advantage. There are hackers for humans too. Politicians, mass media, and corporate management are eager to "program" us. How to defend ourselves? That's the domain of *memetics*.

So, if you are tired of being a user of programs in your mind installed by somebody else, if you want to become a programmer – at least for the computer between your ears – then this book is for you!

Category: Self-Help, Psychology

