



Thought Contagion: How Belief Spreads Through Society: The New Science of Memes

By Aaron Lynch

Basic Books (AZ). Paperback. Book Condition: New. Paperback. 208 pages. Dimensions: 7.9in. x 4.9in. x 0.5in. Fans of Douglas Hofstadter, Daniel Benet, and Richard Dawkins (as well as science buffs and readers of Wired Magazine) will revel in Aaron Lynch's groundbreaking examination of memetics—the new study of how ideas and beliefs spread. What characterizes a meme is its capacity for displacing rival ideas and beliefs in an evolutionary drama that determines and changes the way people think. Exactly how do ideas spread, and what are the factors that make them genuine thought contagions? Why, for instance, do some beliefs spread throughout society, while others dwindle to extinction? What drives those intensely held beliefs that spawn ideological and political debates such as views on abortion and opinions about sex and sexuality? By drawing on examples from everyday life, Lynch develops a conceptual basis for understanding memetics. Memes evolve by natural selection in a process similar to that of Genes in evolutionary biology. What makes an idea a potent meme is how effectively it out-propagates other ideas. In memetic evolution, the fittest ideas are not always the truest or the most helpful, but the ones best at self replication. Thus, crash diets spread not...



READ ONLINE
[2.61 MB]

Reviews

A top quality book along with the typeface employed was interesting to learn. It is one of the most amazing book we have study. I discovered this pdf from my i and dad recommended this book to learn.

-- Mr. Sterling Hane

This pdf is definitely worth getting. Better then never, though i am quite late in start reading this one. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Jeramie Davis

Other eBooks



DK Readers The Story of Muhammad Ali Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.7in. x 6.5in. x 0.2in. Written by leading childrens authors and compiled by leading experts in the field, DK Readers are one of the most delightful ways to capture childrens interest and help...



The Mystery at Draculas Castle: Transylvania, Romania

Around the World in 80 Mysteries. Paperback. Book Condition: New. Paperback. 133 pages. Dimensions: 7.3in. x 5.1in. x 0.9in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and...



The Breathtaking Mystery on Mt. Everest The Top of the World Around the World in 80 Mysteries

Gallopade International. Paperback. Book Condition: New. Paperback. 144 pages. Dimensions: 7.3in. x 5.2in. x 0.4in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and immediate way to read...



The Mystery on Alaskas Iditarod Trail Real Kids, Real Places

Gallopade International. Paperback. Book Condition: New. Paperback. 150 pages. Dimensions: 7.3in. x 5.2in. x 0.5in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and immediate way to read...



Viking Ships At Sunrise Magic Tree House, No. 15

Random House Books for Young Readers. Paperback. Book Condition: New. Sal Murdocca (illustrator). Paperback. 96 pages. Dimensions: 7.4in. x 4.9in. x 0.2in. Jack and Annie are ready for their next fantasy adventure in the bestselling middle-grade series the Magic Tree House! Beware of Vikings! warns...



The Birds Christmas Carol

Digireads.com. Paperback. Book Condition: New. Paperback. 34 pages. Dimensions: 7.8in. x 4.8in. x 0.3in. Kate Douglas Wiggin (1856-1923) was an important reformer of childrens education at the turn of the century. During a period when childrens place in society was little other than...