

The Science of Fear: Why We Fear the Things We Should Not - and Put Ourselves in Great Danger



From terror attacks to the War on Terror, bursting real-estate bubbles to crystal meth epidemics, sexual predators to poisonous toys from China, our list of fears seems to be exploding. And yet, we are the safest and healthiest humans in history. Irrational fear is running amok, and often with tragic results. In the months after 9/11, when people decided to drive instead of fly - believing they were avoiding risk - road deaths rose by 1,595. Those lives were lost to fear. The Science of Fear is a disarmingly cheerful roundtrip shuttle to the new brain science, dissecting the fears that misguide and manipulate us every day. As award-winning journalist Daniel Gardner demonstrates, irrational fear springs from how humans miscalculate risks. Our hunter-gatherer brains evolved during the old Stone Age and struggle to make sense of a world utterly unlike the one that made them. Numbers, for instance, confuse us. Our gut tells us that even if there aren't 50,000 predators...on the Internet prowling for children, as a recent U.S. Attorney General claimed, then there must be an awful lot. And even if our head discovers that the number is baseless and no one actually knows the truth - there could be 100,000 or 500,000 - we are still more fearful simply because we heard the big number. And it is not only politicians and the media that traffic in fearmongering. Corporations fatten their bottom lines with fear. Interest groups expand their influence with fear. Officials boost their budgets with fear. With more information, warnings and scary stories coming at us every day from every direction, we are more prone than ever to needlessly worry.

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a cognitive process that is also hardwired in not just our cavemen ancestors, Rule experience fact fear feel frightening Good-Bad Rule Guts happen Head **Why We Fear the Things We Should not- and Put Ourselves in Great** The Science of Fear: Why We Fear the Things We Should Not and Put Ourselves in Great Danger. The Science of Fear: Why We Fear the Things We Should **The Science of Fear: Why We Fear the Things We Should Not - and** Find helpful customer reviews and review ratings for The Science of Fear: Why We Fear the Things We Should Not- And Put Ourselves in Great Danger at **The Science of Fear: Why We Fear the Things We Shouldnt-- and** We Fear the Things We Shouldnt--and Put Ourselves in Greater Danger . careers in research hope that someone like Daniel Gardner will come along fear to push things that range from not actually true, to great exaggeration of reality. **The Science of Fear: Why We Fear the Things We Should Not - and** Risk: Why We Fear the Things We Shouldnt - and Put Ourselves in Greater Danger: Risk: The Science and Politics of Fear and over one million other books are available . We learn that the brain has not one but two systems to analyze risk. . by this newfound knowledge, you will find Gardners book well worth the time **The Science of Fear Why We Fear the Things We Shouldnt and** - 15 secAudiobook The Science of Fear: Why We Fear the Things We Should not- and Put Ourselves **The Science of Fear: Why We Fear the Things We - Amazon UK** Listen to The Science of Fear Audiobook by Daniel Gardner, narrated by Scott Peterson. The Science of Fear: Why We Fear the Things We Should Not - and Put Ourselves in Great Danger . Mr. Gardner also does a great job outlining why we dont response to risk rationally and how this, in combination with media, **The Science of Fear: Why We Fear the Things We -** : The Science of Fear: Why We Fear the Things We Should Not and Put Ourselves in Great Danger: Daniel Gardner, Scott Peterson: ??.