

The Case Against Reality How Evolution Hid The Truth From Our Eyes English Edition By Donald D Hoffman

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SHORTLISTED FOR THE *PHYSICS WORLD* BOOK OF THE YEAR 2019A groundbreaking examination of human perception, reality and the evolutionary schism between the twoDo we see the world as it truly is? In *The Case Against Reality*, pioneering cognitive scientist Donald Hoffman says no? we see what we need in order to survive. Our visual perceptions are not a window

onto reality, Hoffman shows us, but instead are interfaces constructed by natural selection. The objects we see around us are not unlike the file icons on our computer desktops: while shaped like a small folder on our screens, the files themselves are made of a series of ones and zeros - too complex for most of us to understand. In a similar way, Hoffman argues, evolution has shaped our perceptions into simplistic illusions to help us navigate the world around us. Yet now these illusions can be manipulated by advertising and design. Drawing on thirty years of Hoffman's own influential research, as well as evolutionary biology, game theory, neuroscience, and philosophy, *The Case Against Reality* makes the mind-bending yet utterly convincing case that the world is nothing like what we see through our eyes.

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The case against reality why evolution hid the truth from our eyes unabridged donald hoffman 4 3 6 ratings 21 99 and even dismantling the very notion that spacetime is objective reality the case against , can we trust our senses to tell us the truth the case against, in this video donald hoffman is interviewed by joel colombero the sub.

From examining why fashion designers create clothes that give the illusion of a more attractive body shape to studying how panies use color to elicit specific emotions in consumers and even dismantling the very

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Donald hoffman in the case against reality cognitive scientist donald hoffman argues that what we perceive is not an accurate portrayal of objective reality it is instead just our personal interface with the real world this interface is the product of natural selection and it evolved mostly to help, august 2019 new book the case against reality why evolution hid the truth from our eyes available at apple barnes amp noble bam indie february 2019 new york academy of sciences reality is not as it seems video may 2019 howthelightgetsin hay festival talk the hard proble, can we trust our senses to tell us the truth the case against.

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has shaped us with
perceptions that allow us to
survive they guide adaptive
behaviors but part of that
involves hiding from us the
stuff we don t need to know
and that s pretty much all of
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