

**Thinking about  
Thinking**



Problem-solving

Reasoning

Evaluating

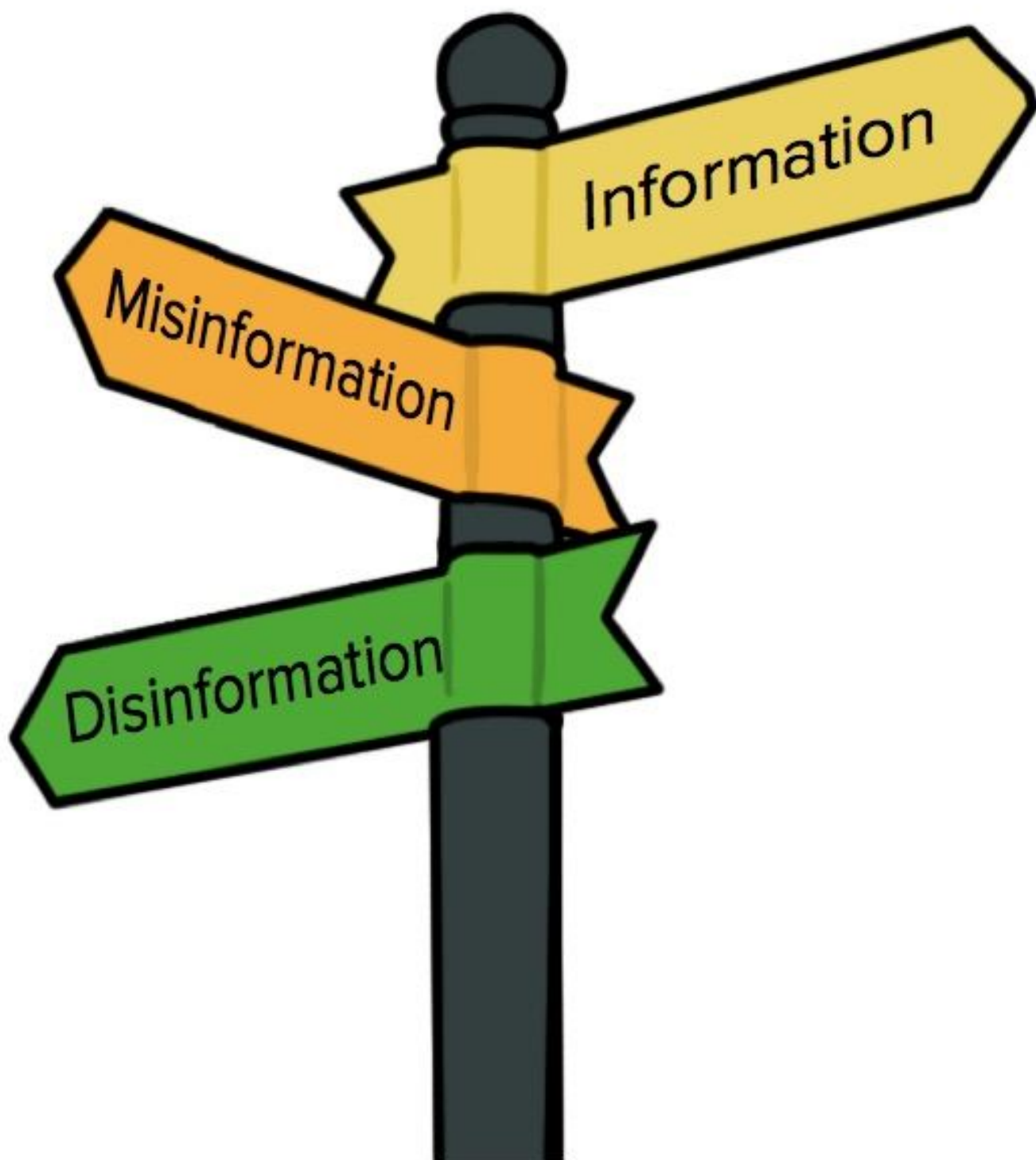


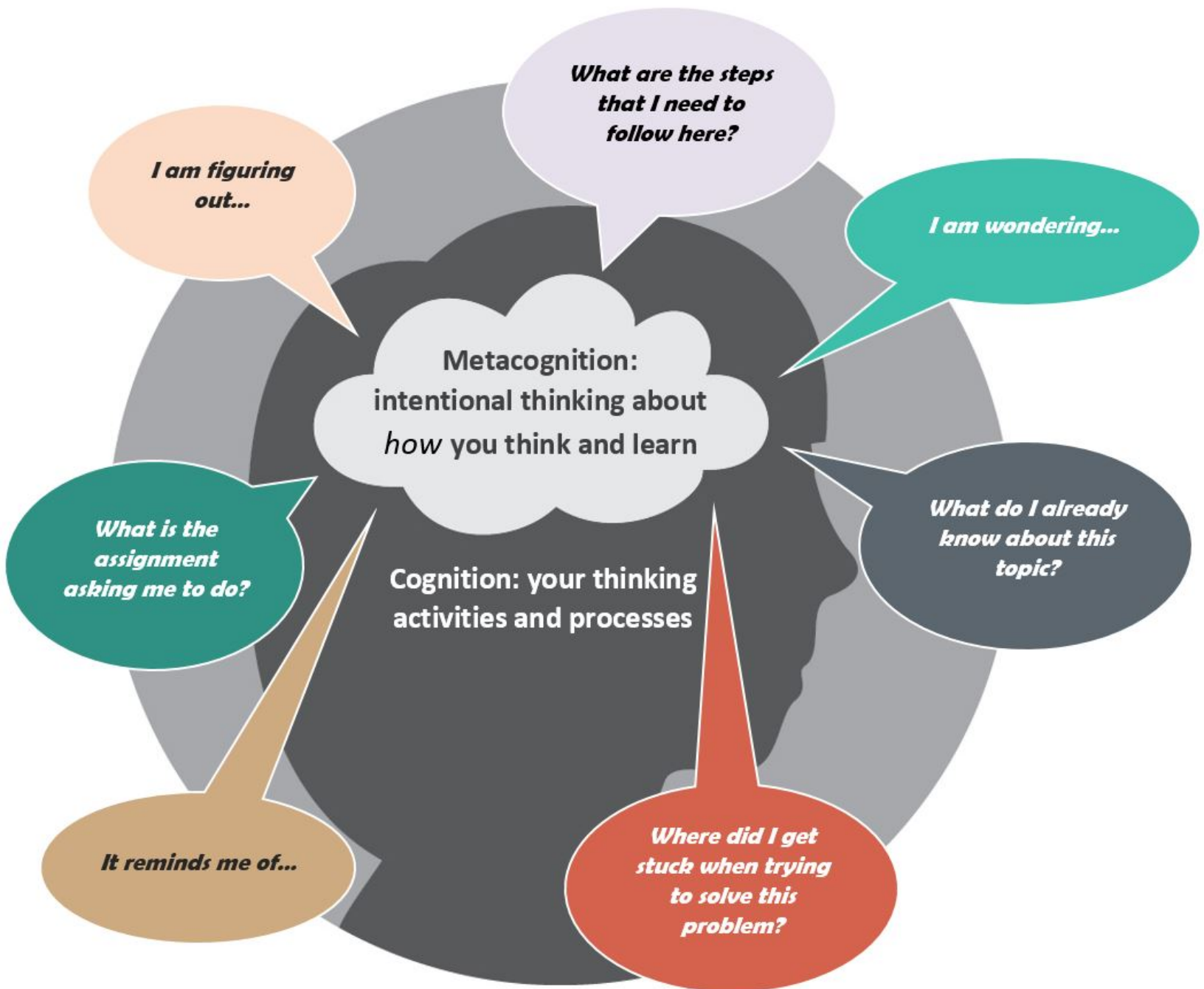
**CRITICAL THINKING**

Information Overload?



Or a Wimpy Generation?





**RATIONALIZATION MAY BE DEFINED AS  
SELF-DECEPTION BY REASONING.**

**- KAREN HORNEY -**

# Scientific Skepticism

## Many additional Topics

Anti science

Food safety

Food labeling

Health claims on food and supplements

Religions influence on science

The Mayan calendar and 2012



## What Are The Alternative Thinking Styles?

- **Sponge Approach**

- Consists of absorbing information—it is a “passive” approach
- You can know lots about the world this way; but it is passive and requires little mental effort
- It is quick and easy; but the problem here is that it does not advise you about which information to reject or believe

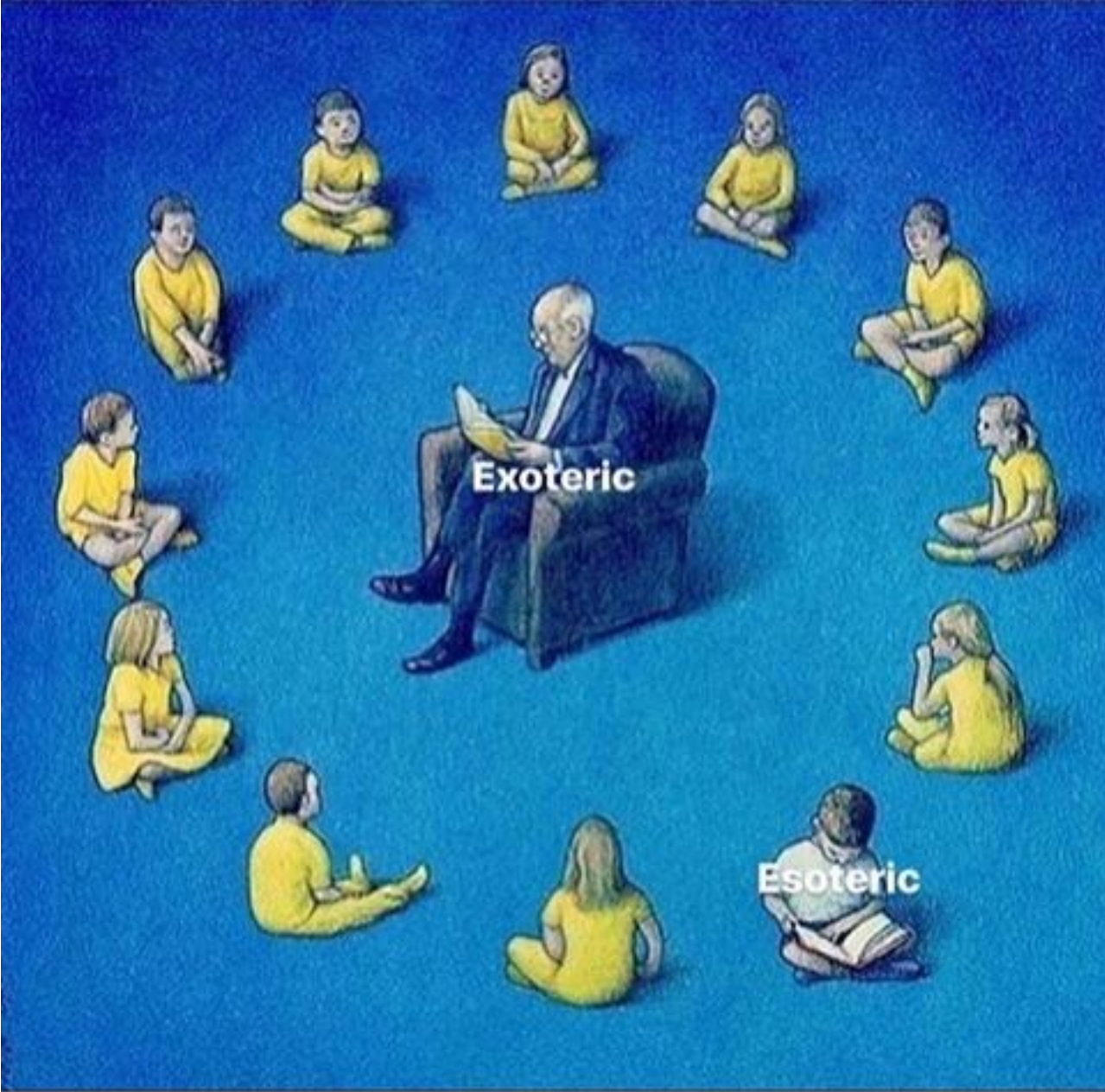
- **Panning-for-Gold Approach (Preferred Method)**

- Where you ask questions about what you read and hear
- It is an “interactive” approach; you interact and are challenged with the material presented to you



# Egalitarian Societies

- No individual or group has more wealth, power, or prestige than any other.
- Everyone, depending on skill level, has equal access to positions of esteem and respect.
- Found most readily among geographically mobile food collectors
  - Ju/'hoansi of the Kalahari region
  - Inuit
  - Hadza of Tanzania



## Critical Thinking Types

- Weak Sense

- Is about using critical thinking to defend your position or beliefs
- It is simply about being rigid and not progressive in thinking where you can grow by engaging in enlightened thought

- Strong Sense

- Is about challenging ourselves to think differently, to help protect against self-deception and conformity
- You need to be courageous to do strong sense critical thinking

# *Intellectual and Moral Virtues*

- Intellectual Virtues
- Intellectual virtues are virtues of the mind.
- Such as the ability to understand, reason and make sound judgement
- Intellectual virtues may be taught, like logic and mathematics by teachers.
- Moral Virtues
- Not innate, rather they are acquired through repetition and practise, like learning a music instrument.
- It is through the practice and the doing that one becomes a type of person.
- Over a period of time virtues become second nature.

## System 1



Fast



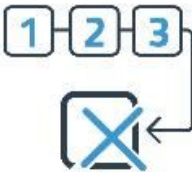
Unconscious



Automatic



Everyday  
Decisions



Error prone

## System 2



Slow



Conscious



Effortful



Complex  
Decisions



Reliable

**A NEW PARADIGM**

**FOR BUSINESS**

**CREATIVITY**



# **THINKING IN NEW BOXES**

**Five essential steps to spark  
the *next big idea***

**LUC DE BRABANDERE and ALAN INY**  
OF THE BOSTON CONSULTING GROUP





## METAPHOR

A metaphor is a phrase or sentence that compares one thing to another and **DOES NOT** use the words like or as.

For example: Rudolph's nose is a stoplight.

Rudolph's nose was a shiny Christmas ornament.

The stoplight on the front of Rudolph's face lit the way.



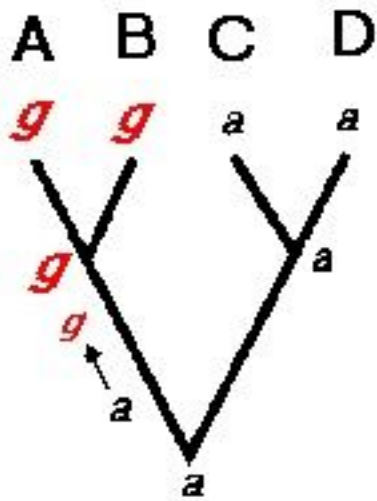
# **Litreal Vs. metaphorical**

**indigenous feild of application**

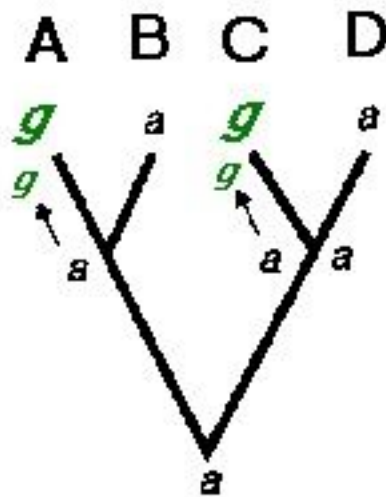
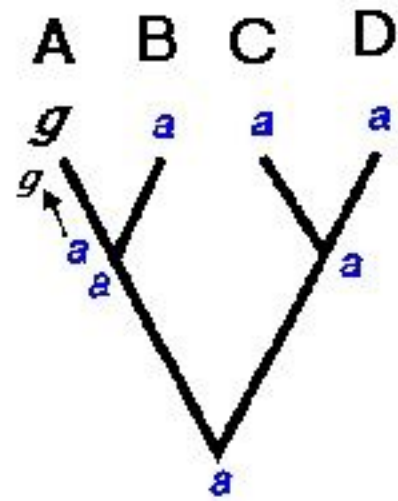
**VS**

**Alien field of application**

## Derived Homology



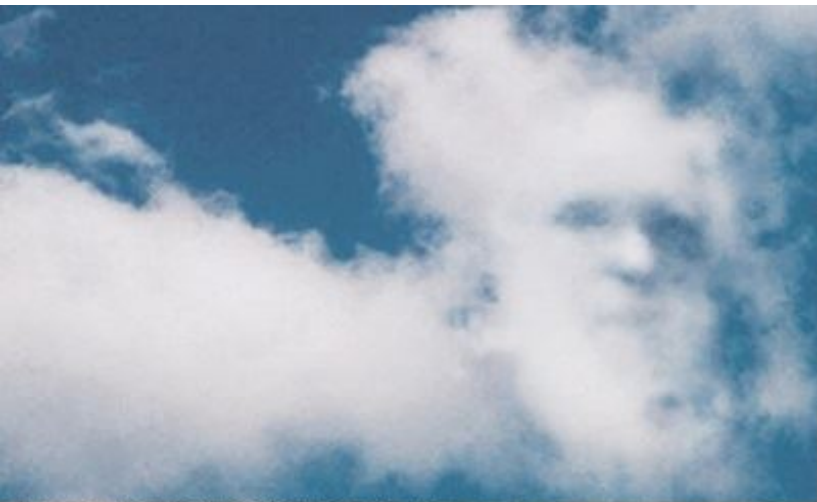
## Ancestral Homology



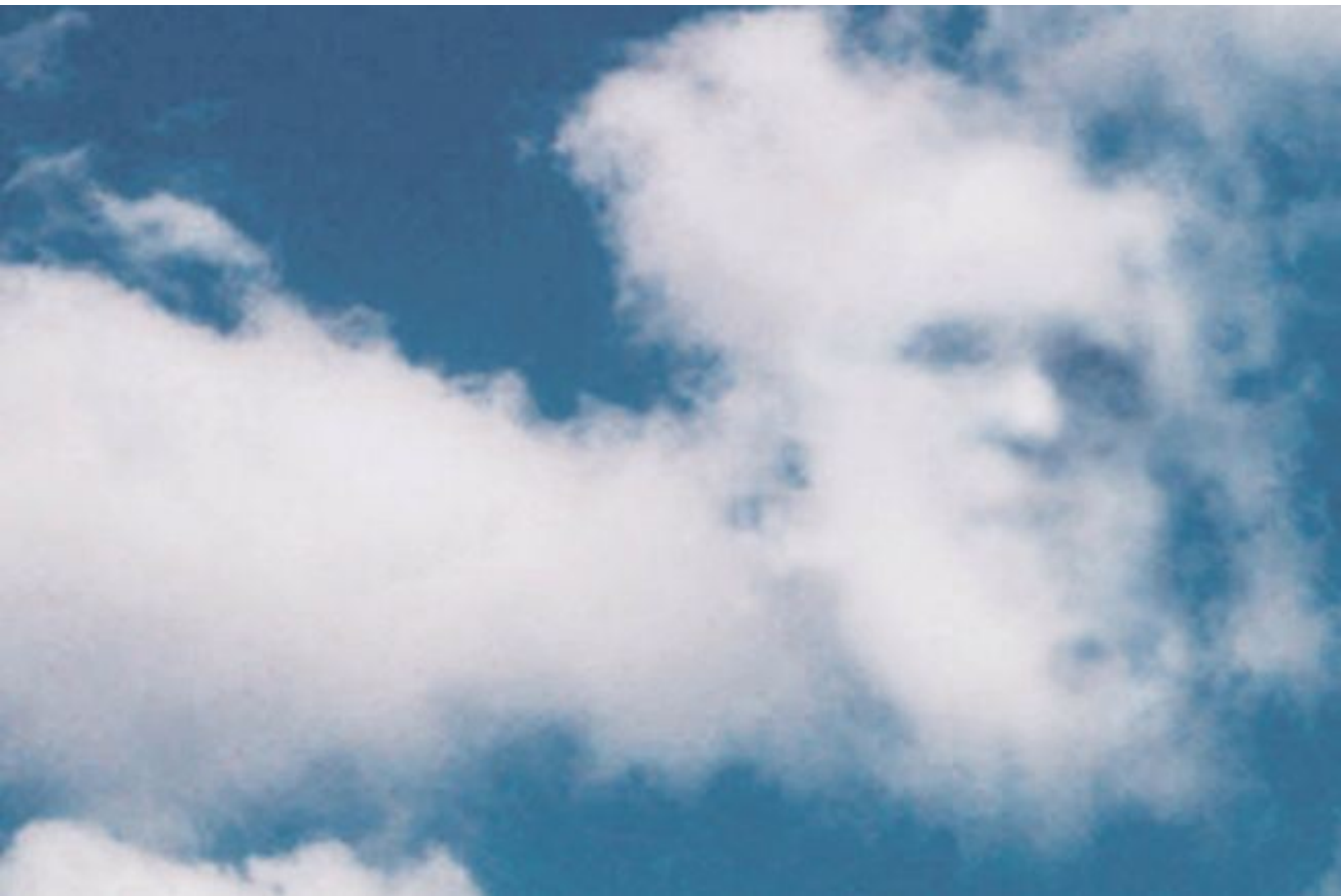
Analogy (Convergence)

**If you can see faces in this picture,  
you're probably suffering from  
facial pareidolia, and have a  
well-wired brain.**







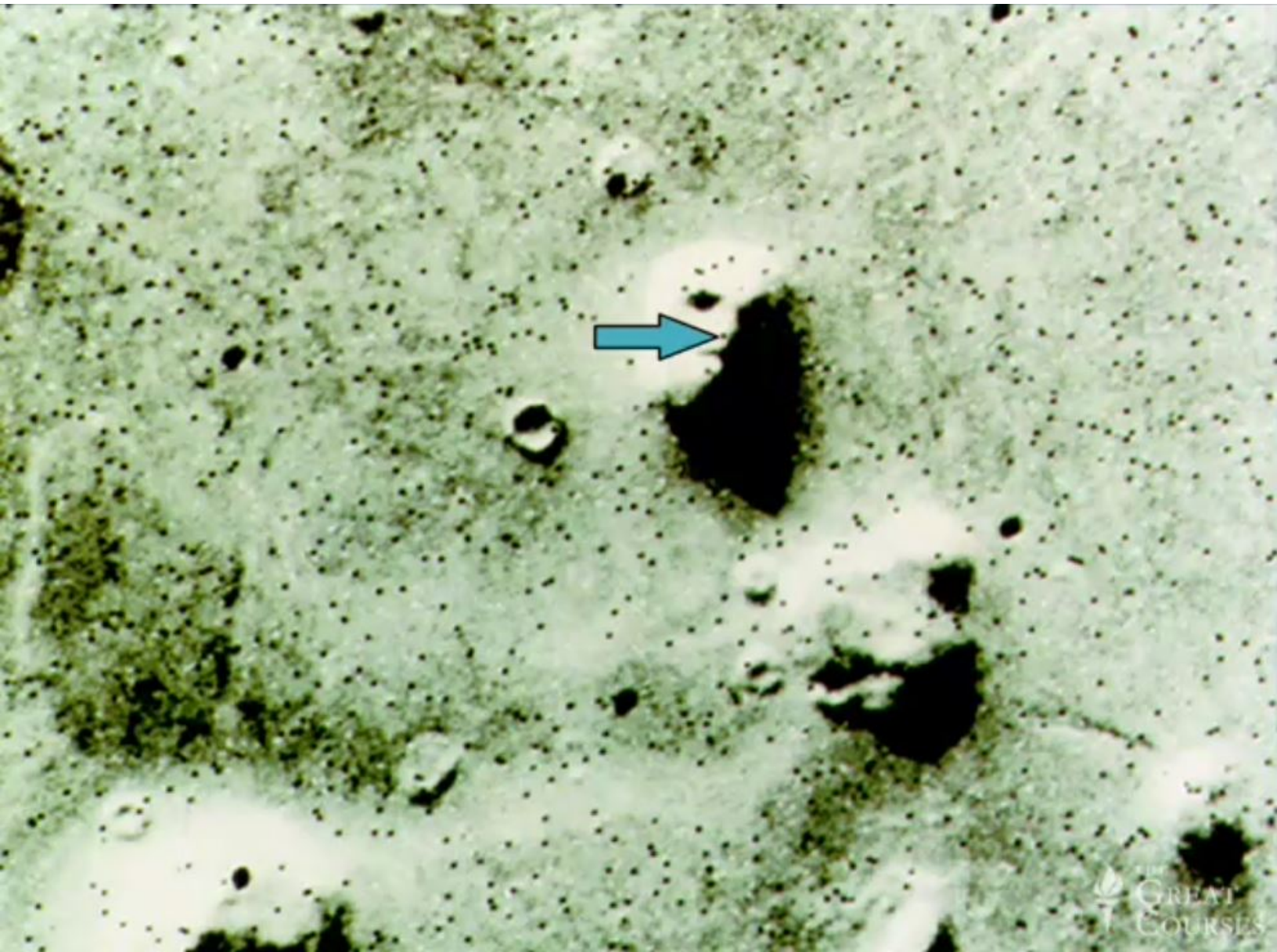








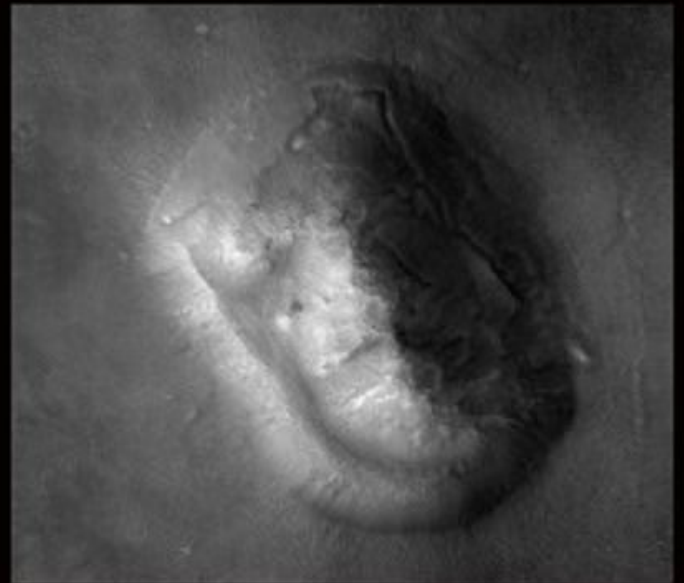




# “Face on Mars”



**1976 Viking  
Orbiter Image**



**2001 Mars Global  
Surveyor image**

# **Apophenia, Audio Pareidolia and Musical Ear Syndrome**



# QUEEN

Another One Bites the Dust



# Electronic Voice Phenomenon

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- It is claimed (e.g., Raudive, 1971) that by leaving a tape-recorder in record mode or by recording from a radio set between stations, messages from the spirit realm can be recorded
- Interpretation of the vague sounds recorded is often entirely subjective (Smith, 1972; Ellis, 1975)

## ***Reverse Speech or Backward Masking?***

- ⇒ Reverse speech is NOT created by soundtrack manipulation
  - The unique way the words are spoken or sung forwards creates the backward message
  - Speech is intelligible both forwards and in reverse

# Better by You, Better Than Me





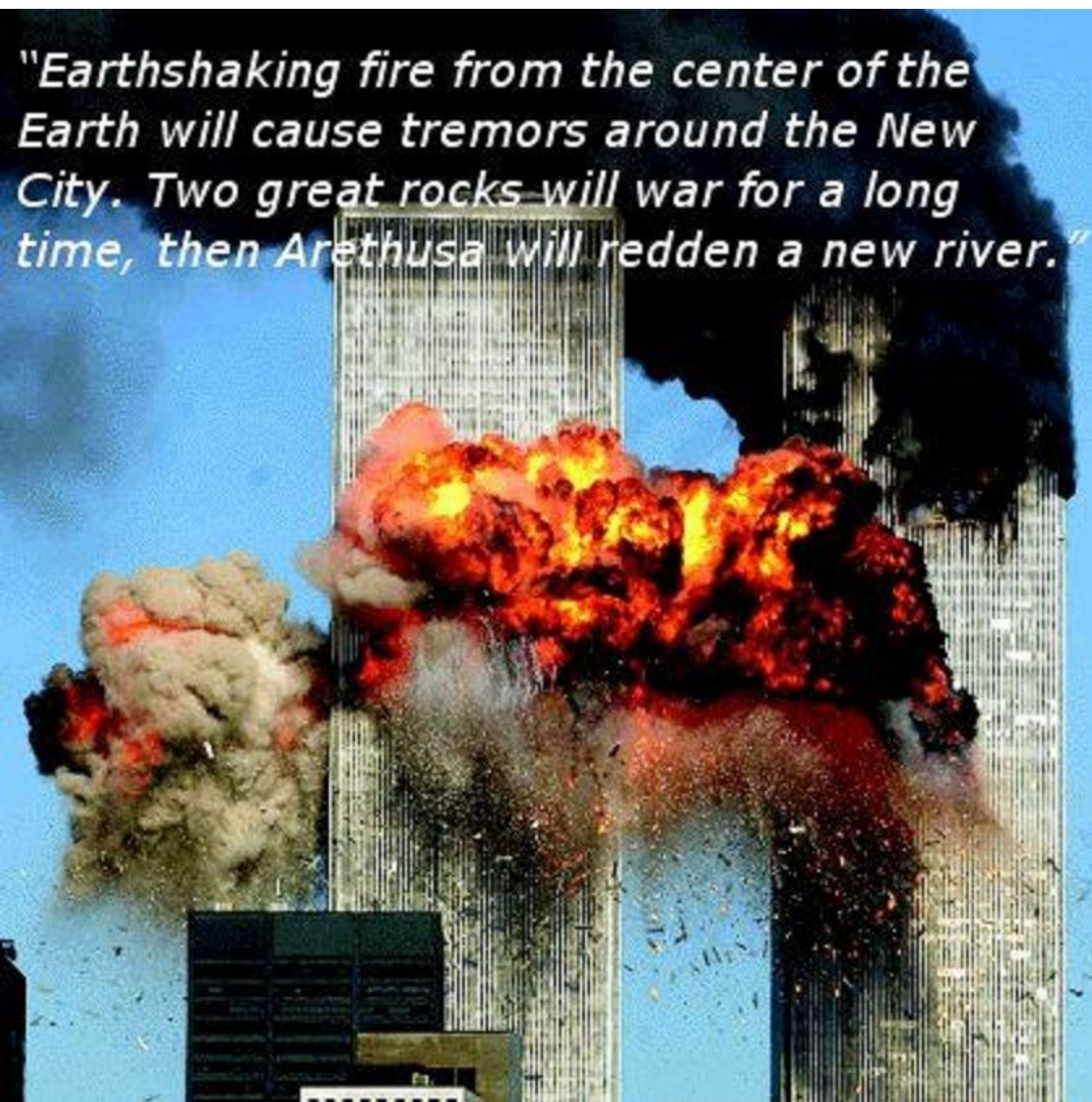


[simplislim.com](http://simplislim.com)



*Forty five degrees the sky will burn Fire approaching of the great new city Instant unfolding big flame will blast*

*"Earthshaking fire from the center of the Earth will cause tremors around the New City. Two great rocks will war for a long time, then Arethusa will redden a new river."*





# Biblical Analysis & Bible Codes

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## The Infinity Code

Mr. Tom Mack, Director  
The WhiteStone Foundation  
for Research, Inc.

<http://www.whitestonefoundation.org>



# **Naïve Realism**

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**Seeing as**  
**vs.**  
**Seeing that**

