



Subliminal: How Your Unconscious Mind Rules Your Behavior

Leonard Mlodinow

Download now

Read Online ➞

Subliminal: How Your Unconscious Mind Rules Your Behavior

Leonard Mlodinow

Subliminal: How Your Unconscious Mind Rules Your Behavior Leonard Mlodinow

Leonard Mlodinow, the best-selling author of *The Drunkard's Walk* and coauthor of *The Grand Design* (with Stephen Hawking), gives us a startling and eye-opening examination of how the unconscious mind shapes our experience of the world and how, for instance, we often misperceive our relationships with family, friends, and business associates, misunderstand the reasons for our investment decisions, and misremember important events.

Your preference in politicians, the amount you tip your waiter—all judgments and perceptions reflect the workings of our mind on two levels: the conscious, of which we are aware, and the unconscious, which is hidden from us. The latter has long been the subject of speculation, but over the past two decades researchers have developed remarkable new tools for probing the hidden, or subliminal, workings of the mind. The result of this explosion of research is a new science of the unconscious and a sea change in our understanding of how the subliminal mind affects the way we live.

Employing his trademark wit and lucid, accessible explanations of the most obscure scientific subjects, Leonard Mlodinow takes us on a tour of this research, unraveling the complexities of the subliminal self and increasing our understanding of how the human mind works and how we interact with friends, strangers, spouses, and coworkers. In the process he changes our view of ourselves and the world around us.

From the Hardcover edition.

Subliminal: How Your Unconscious Mind Rules Your Behavior Details

Date : Published (first published 2012)

ISBN :

Author : Leonard Mlodinow

Format : Kindle Edition 274 pages

Genre : Psychology, Nonfiction, Science, Self Help, Biology, Neuroscience

 [Download Subliminal: How Your Unconscious Mind Rules Your Behavi ...pdf](#)

 [Read Online Subliminal: How Your Unconscious Mind Rules Your Beha ...pdf](#)

**Download and Read Free Online Subliminal: How Your Unconscious Mind Rules Your Behavior
Leonard Mlodinow**

From Reader Review Subliminal: How Your Unconscious Mind Rules Your Behavior for online ebook

Ashley Reid says

While there were some good points in this book, the writing wasn't interesting enough to hold my attention for long.

It was too boring to get through and even though I got to ~80% I still couldn't force myself to finish it all.

Hadrian says

Eh. A good overview, especially for the person new to the subject, but I personally was underwhelmed. Don't let it put you off, though. It is a very good introduction to a tricky and mysterious subject.

Nelson Zagalo says

Já não é a primeira vez que aqui trago o trabalho de Leonard Mlodinow, que se tem vindo a assumir como um dos mais influentes comunicadores de ciência da atualidade, contudo o modo como desta vez procedeu ao levantamento do tema acabou por revelar-se, em minha opinião, bastante superficial, desde logo porque não existe qualquer menção ao trabalho mais relevante da área, o de Daniel Kahneman e Amos Tversky. Ou seja, Mlodinow fala de experiências similares, mas ao não reconhecer o trabalho prévio, acaba por não recorrer a todo um manancial de conhecimento criado nas últimas décadas no domínio da Behavioural Economics, que desde logo fica evidente num título assente num conceito que foi popular há mais de 30 anos mas entretanto caiu em desuso: "Subliminal: How Your Unconscious Mind Rules Your Behavior" (2011).

Mlodinow trata o modo como o cérebro opera a realidade, nomeadamente a relação entre consciente e não-consciente, e como essa constante passagem entre os dois modos produz desvios ou erros nos processos de racionalização. Ou seja, Mlodinow analisa o impacto desses erros de leitura a partir das capacidades dos processos cognitivos de percepção, memória e atenção sobre as relações humanas, ou processos de socialização. Fala-nos assim do modo como lemos e julgamos os outros por meio de generalizações que o nosso cérebro opera para conseguir lidar com a complexidade da realidade. Deixo um excerto que resume os processos descritos:

“We like to think we judge people as individuals, and at times we consciously try very hard to evaluate others on the basis of their unique characteristics. We often succeed. But if we don't know a person well, our minds can turn to his or her social category for the answers. Earlier we saw how the brain fills in gaps in visual data — for instance, compensating for the blind spot where the optic nerve attaches to the retina. We also saw how our hearing fills gaps, such as when a cough obliterated a syllable or two in the sentence “The state governors met with their respective legislatures convening in the capital city.” And we saw how our memory will add the details of a scene we remember only in broad strokes and provide a vivid and complete picture of a face even though our brains retained only its general features. In each of these cases our subliminal minds take incomplete data, use context or other cues to complete the picture, make educated guesses, and produce a result that is sometimes accurate, sometimes not, but always convincing. Our minds also fill in the blanks when we judge people, and a person's category membership is part of the data we use to do that.”

Publicado no VI: <https://virtual-illusion.blogspot.com...>

Owlseyes says

This is not really the Freud's (or Jung's) notion of unconscious; rather, another level of processing information well beyond the conscious. Drawing heavily on studies of memory (including the Münsterberg theory of memory) the author leads us to believe the uncomfortable truth that our own memory is not that reliable; instead, it may deceive us, as sometimes we fill in the gaps through the unconscious use of certain "techniques" (mediated by beliefs, expectations, desires, context and prior knowledge). The understanding of these "techniques" may be paramount when we deal with witnesses reporting on crimes.

To be more precise, this (new) notion of unconscious implies "brain processes which are automatic, beyond awareness and control".

The author approaches also the expression of emotions in the human face (referring the work of Paul Ekman), as well as the notion of social unconscious.

José Luis says

Fantástico, outro adjetivo não serve para classificar esse livro. O nosso inconsciente, até há pouco tempo um desconhecido e apenas suspeitado, hoje conhecido e sua influência sobre nossa mente e nossas ações no mundo real estudada e, aos poucos, desvendada. É uma verdadeira atualização de conhecimento em psicologia experimental, conceitos antigos que eu tinha, foram superados por esse livrinho surpreendente. Porque é que tendemos a favorecer membros de nossos grupos mais próximos de influências? Porque somos preconceituosos? Porque nosso filtro semântico da realidade é tão forte e não enxergamos nossas próprias falhas? Porque as mentes mais evoluídas conseguem raciocinar em segundo, terceiro e até em quarto grau de abstração em relação à realidade dos objetos do mundo real? Surpreendente, o que é a nova área de neurociência social, evolução da psicologia experimental e social? Enfim, muito aprendizado e muita novidade nesse livrinho parrudo e compacto, que merece ser lido e relido. Recomendadíssimo. E com ele completo minha meta de leituras para 2017, 30 livros! E não vou parar aí, talvez leia mais 30...

Carly says

****edited 01/27/14**

When I first saw this book, I knew I *had* to read it. Not only is it written by an author I've already had a positive experience with (The Drunkard's Walk: How Randomness Rules Our Lives), but the book had one of the funniest cover designs I've seen all year. In black text on a green background, it says, "*Subliminal: How Your Unconscious Mind Rules Your Behavior.*" In the spaces in between, in green only slightly lighter than the background, it says, "*Psst: Hey There, Yes: You, Sexy. Buy This Book Now. You Know You Want It.*" I laughed when I saw it and obeyed--well, not to the point of buying it, but I did pick it up.

I dove in eagerly, only to be brought to an abrupt and unpleasant halt in the first chapter. There's nothing that irritates me more than bad science, and the misapplication of statistics is on my permanent hit list. One of Mlodinow's examples of the importance of the subconscious is (according to him) that we are more attracted to people who share our last name. As "evidence", he provides a chart of raw counts of husband-wife

surnames over three states which indicates that a Jones is more likely to marry a Jones even though Smiths are more common. My problem? Well, this is a perfect example of Bad Statistics: he grabs a convenient weak correlation over a ridiculously tiny sample, ignores all potential confounding variables (e.g. names aren't uniformly distributed: even though the overall population of Jones are smaller, a Jones may be more likely to meet another Jones than a Smith; last names indicate ethnicity and nationality and we know people have strong homophilous preferences that have nothing to do with melodious surnames, etc, etc.), and then extrapolates an outrageously broad and demonstrably inaccurate causal conclusion (this data indicates that we are subconsciously attracted to people who share our names). I put the book down in disgust.

And so the story ends, until one day, I ran across a version of the book on audio, read by none other than Mlodinow himself. I decided to give the book one more chance. I'm glad I did.

...

Due to my disapproval of GR's new and rather subjective review deletion policy, the rest of this review can be found on Booklikes.

John Martindale says

Plenty in this book can be found in others, like "Strangers To Ourselves" or "Blink". But yeah, there was some new stuff as well. What he shared on "Blindsight" was fascinating, and there was other findings in the book that I've found interesting and have been fun to share with others.

In one section of the book Mlodinow covered cognitive biases--how we won't consider the evidence on the other-side and how experiments have proven that none of us are objective. The problem is we unconsciously filter what we don't agree with and uncritically confirm everything that fits our world-view. After sharing all of this Mlodinow just couldn't help but give some examples, like how stupid people are who just won't face that fact that "man is causing global warming" and those retards who won't acknowledge the fact that man evolved from lower animals. Which assumes (from Mlodinow's materialist perspective) that matter banged into existence from nothing, complex life formed from inanimate matter, information accidentally formed due to unintelligent forces and that consciousness evolved from unconscious matter.

I would have been perfectly fine with him bringing up these examples, if he could have been humble enough to acknowledge that his own biases, just maybe hinder him from considering the evidence on the other-side which I find very convincing. Of course, I doubt Mlodinow ever could truly consider the evidence that clashes with his naturalistic worldview. Anything that doesn't coincide with materialism is a priori considered not to be evidence. Naturalist have so effectually stacked the deck and thus can confidently assert no other worldview has a spec of evidence, only blind faith and only they themselves hold truth. Or maybe I am wrong, maybe the author is truly objective in these two controversial issues and only us who disagree with him are blinded by our biases. No doubt I am plagued by them as much as anyone else.

Caroline says

Whilst this book covered some ground I had already covered elsewhere, it nevertheless painted a good picture of our unconscious minds and motivations, which I found useful.

The unconscious is a slippery critter, sliding out of our grasp nearly every time we reach for it. Various researchers have designed myriad tests to try and monitor it - but it isn't easy.

It's a bit depressing to think about it really. We aren't totally irrational, but my goodness we're a bit woolly around the edges, that is for sure. Herewith a few issues raised by the book....

* We are biased in the way we access information, and usually we are unaware of our biases. We see what we want to see. We hear what we want to hear.

* We do top-down thinking. We make up our minds and then think of arguments to justify our decisions. (I've experienced this, a 'gut feeling' that something is right or wrong...and my subsequent research will back up my initial viewpoint...)

* We are drawn towards some things and repelled by others whilst often being totally unaware of the true factors motivating us.

* Consciously we can be liberal, fair and just, but unconsciously, at the same time, we can be prejudiced racist, or prejudiced against fat or old people for instance. (I wish this idea had been better explained.)

* We operate largely on automatic pilot. It is likely that some of the things we do and say may seem to be clearly thought through, but sometimes we get hints that we are largely acting below the threshold of consciousness. (For instance I often apologise when someone bumps into me....this may well mean there is some sort of unconscious script telling me to apologise when things go wrong. Whose fault it is may be irrelevant to this script.)

* Most of us have an unrealistically rosy view of ourselves (and the author thinks this is a very positive thing.)

* We are strongly inclined to support the groups we belong to, however superficial our membership. We really have to guard against in-group, out-group prejudice.

* Our memories are fragile, rehashed, and often just plain wrong.

My one problem with the book is that I would have liked a description of the possible origins of the unconscious. Part of it must be physiology (the book mentions that we are buffeted around by the more primitive areas of our brains, and various hormones and so forth.) Plus there are idiosyncrasies in the way we see, hear, think and remember. Part of it must be upbringing (my urge to apologise at the drop of a pin must largely be due to years of parental insistence on please, thank you and I'm sorry.) And what about the rest? The unconscious is obviously a powerful factor in our lives. I'd like to know more about how it comes into being.

I end with a huge cacophony of notes. I really don't recommend that anyone else bothers to read them.

(view spoiler)

(hide spoiler)]

Book says

Subliminal: How Your Unconscious Mind Rules Your Behavior by Leonard Mlodinow

"Subliminal" is the provocative and fascinating look at the unconscious part of our minds. One of my favorite authors and physicists, Leonard Mlodinow, takes the readers on a journey into the science of the unconscious. What a fun and enlightening book this was. Mlodinow is the master of making the difficult accessible and fun for the masses. How are mind works is one of the most interesting subjects and I was thrilled to see that the coauthor of both the Grand Design and the equally interesting book War of the Worldviews makes his latest venture into this intriguing science. This excellent 272-page book is composed of the following ten chapters: 1. The New Unconscious, 2. Senses Plus Mind Equals Reality, 3. Remembering and Forgetting, 4. The Importance of Being Social, 5. Reading People, 6. Judging People by Their Covers, 7. Sorting People and Things, 8. In-Groups and Out-Groups, 9. Feelings, and 10. Self.

Positives:

1. A fascinating topic (science of the unconscious) in the hands of a master.
2. Elegant, conversational tone that makes this book a treat to read.
3. Mlodinow consistently produces great books and this one lived up to my expectations.
4. As accessible a book as you will find. A difficult topic made easy and fun to read.
5. The book is loaded with great and I mean great examples to help the reader grasp the latest in the science. One of the books strengths.
6. Great use of science history.
7. The pioneers of the science of the unconscious.
8. Great use the latest scientific research in this fascinating topic to support well-stated positions.
9. You will end up with a better grasp at how our brains work.
10. A good use of illustrations.
11. Great quotes and factoids abound, "The truth is that our unconscious minds are active, purposeful, and independent."
12. Evolution...why our brains evolved to be what they are.
13. A truly exceptional study that mirrors the subjects' sexual preferences.
14. What modern neuroscience tells us about our brains and how we perceive the world.
15. How our memory system works. Who does it change over time? Find out.
16. Social interactions and the subliminal. Theory of mind. The three regions of the brain and the three basic types of nonverbal communication.
17. An interesting look at stereotyping.
18. Popular misconceptions analyzed.
19. What do we know about our feelings our emotions? Find out.
20. The ways to the truth...our worldviews.
21. How our brain creates unconscious biases.
22. Is unrealistic optimism good for you?
23. Great links.

Negatives:

1. Notes are great but a formal bibliography never hurts.
2. Nothing about supernatural beliefs and why they are so prevalent.
3. Having to get multiple copies to share.

In summary, I loved this book. It was an intellectual treat. The science of the unconscious is a fascinating topic and this book was loaded with a lot of great research. Mlodinow is a great author who is able to tackle complex topics and make it fun and interesting to read. If you want to learn about the science of the unconscious, make a conscious decision to get this one, I highly recommend it!!

Further suggestions: "The Grand Design" and "War of the Worldviews: Science Vs. Spirituality" coauthored by this same author were excellent, "Why People Believe Weird Things: Pseudoscience, Superstition, and Other Confusions of Our Time" and "The Believing Brain: From Ghosts and Gods to Politics and Conspiracies---How We Construct Beliefs and Reinforce Them as Truths" by Michael Shermer, "The Blank Slate: The Modern Denial of Human Nature" by Steven Pinker, Hardwired Behavior: What Neuroscience Reveals about Morality" by Laurence Tancredi, "Who's in Charge?: Free Will and the Science of the Brain" Michael S. Gazzaniga, "The Belief Instinct: The Psychology of Souls, Destiny, and the Meaning of Life" by Jesse Bering, "50 Popular Beliefs That People Think Are True" by Guy P. Harrison, "Mistakes Were Made (But Not by Me): Why We Justify Foolish Beliefs, Bad Decisions, and Hurtful Acts" by Carol Tavris. For the record, I have reviewed all the aforementioned books, enjoy.

Amir Tesla says

?? ????? ?? ????? "????? ?? ??????" ????? ?? ?? 75 ????? ?????? ??? ?????? ??????? ?? ????? ?????? ??????? ??????
???? ?? ????? ????? ????? ?? ?? ????? ?? ????? ?? ?? ?????? ?? ?????? ? ??????? ?????????? ?? ??????
???? ?? ????? ?? ?????.

?????? ?????

??? ???? ?? ???? ?????? ???? ?? ?? ????????? ?????? ? ?? ?? ????????? ?? ?????? ?? ?????? ? ?? ?????? ?? ??
????????? ?? ?? ?? ?????????? ??? ?? ?? ??? ?????? ?????? ?? ?? ?????? ??????

I. The new unconscious

??? ?? ?????? ??? ?????? ??? ?? ????? 95 ????? ?? ??????? ??? ?????? ?? ?? ?????? ??????? ??????? ?????? ?????????
????? ????? ? ?????? ????? ??????????? ?? ?????? ?? ?? ? ??? ??? ??? ??? ?????? ??? ??? ?????? ?????? ??? ?????? ? ???.

??? ?? ?????? ??? ?????? ?????? ?????? ?????? ??? ?? ?????? ?????? ??? ? ?? ?????? ?????? ?? ??? ?? ?????????? ?? ?????? ??
?????? ?????? ?????? ?? ?????? ?????? ? ?? ??? ?????? ?? ??????

???? ?? ?????

???? ?????? ?????? ?????? ??? ?? ?????? ?? ?????? ??? ?????? ??? ?????? ?????? ?????? ??????

??? ?? ??????? ??? ?????? ?????????? ?????? ?????? ??? ?????? ?? ?????? ??? ??????? ?????? ?? ??? ?????? ??? ?????? ??? ??
?????? ?????? ?? ?????? ??? ?? ?????????? ??? ?????? ??? ?? ?????? ??? ?????? ??????

????????? ?? ?? ?????? ?? ?????? ??????? ??????. ????? ??? ?? ??????? ?? ??? ?????? ?? ??? ?????? ?? ?? ?????? ??? ??????
?????? ?? ?????? ?????????? ??? ?? ????. ??? ?????? ?????? ??? 10? 30 ? 200 ??????. ??????? ??? ?????? ?????????? ?? ?? ???
????? ??? ??? ?? ?????? 200 ?????? ?????? ????. ?????? ?? ?????? ??? ?????????? ?????? ?????? ?? ??? ?????? ??????? ?????? ???
?????? ?????? ?? ?? ?????? ? ?????? ?????? ?? ?????? ?? ?????? ?????? ??????

Fluency Effect

??? ?????? ?? ?????? ?? ?????? ?? ?????????? ?? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ?? ???
?? ??? ?? ?????? ? ??? ?? ??? ?? ?????????? ?? ?????? ?????? ?????? ?? ?????? ??? ?? ?? ?????? ??? ?? ?? ?????? ?? ?? ??????
?????? ?????? ?????? ? ?????? ?? ?????? ?????? ?? ?????? ?????????? ?????? ?? ?? ?????? ?????? ?????? ??????

II. Sense plus Mind Equals Reality

[illegible][illegible]

???? ??? ??? ?? ?? ??? ?????? ? ??? ????? ?? ????? ????????????? ?? ????? ??? ???? ???:
Candy, sour, sugar, bitter, good, taste, tooth, nice, honey, soda, chocolate, heart, cake, eat, and
pie.

??? ????? ???? ???? ?? ????? ?? ????? ????? ?????? ?? ??? ???? ??? ??? ????? ?? ?? ?????
 ??????
 taste, point, sweet.

????? ???? ???? ? ? ? ? ???? ???? ? ? ? ? ???? ???? ???? ???? ? ? ???? ? ? ???? ? ? ???? ?
 ???? ???? ? ? ???? ???? ? ? ???? ? ? ???? ???? ? ? ???? ? ? ???? ? ? ???? ????
 ???? ? ? ???? ???? ? ? ? ? ? ? ? ? ???? ? ? ???? ?

This is how memory works: Remember the gist, fill in the details, believe the result.

IV. The Importance of Being Social

GodLike says

Great book that outlines just how weak human minds are. Or more specifically, how weak the conscious mind really is after all and how overpowering our unconscious is in our everyday lives. We filter the world with our five senses and further reduce that filtered information through evolutionary cognitive biases to construct a mental artificial environment in which we call "reality". Few people ever get to realize this, especially in its entirety. This book is definitely worth reading if you want to gain a deeper understanding of how you work and why you make certain decisions in life.

Shaun says

[NOT. Sorry. At least not mos

Alessandra Anyzewski says

Do que eu me lembro, mostra muitos experimentos psicológicos e como são as reações naturais do ser humano, muitas vezes contrasenso com o racional. Não sei se caso eu lesse hoje acharia tão interessante quanto na época, mas por via das dúvidas vou colocar a nota que ficou na minha mente, 5 estrelinhas.

Ken Montville says

Usually I love reading books in the genre. I love learning how people make decisions and how our subconscious mind directs our behavior. This book really tries to do a good job of explaining what our subconscious is and how it influences our behavior. Yet, for me it is a little heavy on the science and a little light on the application.

To be fair, the author really tries to intertwine interesting analogies and folksy anecdotes with the science of how life is really a subjective experience. But, it seems, he can't help himself from proving his point through reference to numerous studies and minute description of the brain and it's physicality.

Yes, it's interesting to know that our subconscious helps us function in life by filtering out a multitude of activities, sights and sounds. It's interesting that our memory isn't as accurate as we would like to believe. It's

interesting that even our vision isn't as all encompassing as we think.

It's when he gets wades into the weeds of highly scientific explanation of evolution and neuroscience that he loses me.

Many of the later chapters also reveal what most of us know, if not factually, then intuitively. Women like deeper voiced men, tall men. Both sexes attribute positive characteristics to good looking people, in general.

So, toward the end, I put it down. The books of Dan Ariely are more to my liking. I also thought that *The Power of Habit: Why We Do What We Do in Life and Business* was a lot more engaging and memorable.

Read the book if you like a lot of scientific backup for the author's assertions of how your subconscious mind rules your behavior. If you're looking for ways to help change your own behavior or better understand and possibly influence the behavior of others, you may be disappointed.

Tony says

Marvelous read.

The dynamic of this book, unlike that of *'Thinking Fast and Slow'*, is so righteously tuned, keeping the reader thoroughly hooked. I was eating my way through the pages. The author is outright witty and happens to be a theoretical physicist who's probing a psychological subject – neuroscience to be precise. Basically, a great mash up.

The theory of mind, how it correlates with human behavior and social norms. The impact of our unconscious on everyday life. The biases and judgments we conjure. The stances we take, opinions we formulate and arguments we postulate. Objectivity, in the broad sense of the word, is put to question.

How truly independent are we regarding to how truly independent we think we are?

Experiment after experiment, social study after another the reader learns how fallible the brain process really is. Like the blind spot where the optic nerve links to the retina, most of our experiences suffer from incomplete sets of data, yet we manage to draw our conclusions by combining, filling and interpolating the available vertices, or those we judge apt to. Right down to scientists, we keep clinging to false theories we have invested in (e.g. pro-static universe theorists or anti-global climate change advocates.)

And when the book seems to converge toward human impotence and overall inability to impartially judge events, Mlodinow states that,

“studies show that people with the most accurate self-perceptions tend to be moderately depressed, suffer from low self-esteem, or both.”

He adds,

“An overly positive self-evaluation, on the other hand, is normal and healthy.”

So after all the critical analysis of the brain workings, after all the thought experiments are we to conclude that, whether or not we have power over our limbic system, we should leave it alone, that intuitive data be left alone, that a scrupulous conscious inspection is dismissible? Since an overly positive self-evaluation is normal, exclusively common might I add, are we to conclude that introspection aiming to subsume

objectivity under the realm of the self should rather be discouraged, an end we should not strive for?

*“Unlike phenomena in physics, in life, events can depend largely upon which theory we **choose** to believe. It is a gift of the human mind to be extraordinarily open to accepting the theory of ourselves that pushes us in the direction of survival, and even happiness.”*

Then I guess we have to choose our beliefs wisely.
