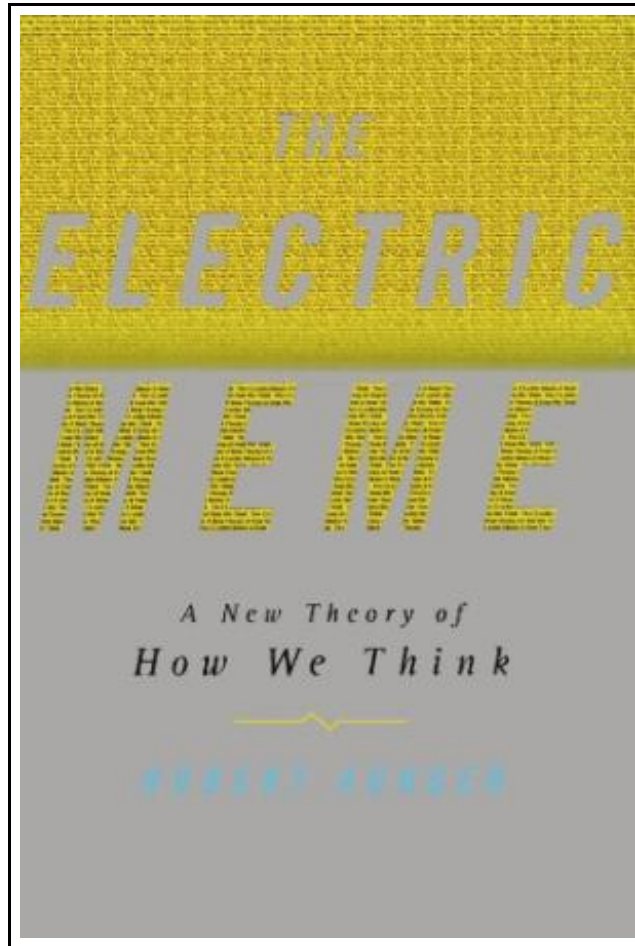


## The Electric Meme: A New Theory of How We Think



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## THE ELECTRIC MEME: A NEW THEORY OF HOW WE THINK



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Free Press. Paperback. Book Condition: New. Paperback. 400 pages. Dimensions: 8.9in. x 6.0in. x 1.1in. From biology to culture to the new new economy, the buzzword on everyones lips is meme. How do animals learn things How does human culture evolve How does viral marketing work The answer to these disparate questions and even to what is the nature of thought itself is, simply, the meme. For decades researchers have been convinced that memes were The Next Big Thing for the understanding of society and ourselves. But no one has so far been able to define what they are. Until now. Here, for the first time, Robert Aunger outlines what a meme physically is, how memes originated, how they developed, and how they have made our brains into their survival systems. They are thoughts. They are parasites. They are in control. A meme is a distinct pattern of electrical charges in a node in our brains that reproduces a thousand times faster than a bacterium. Memes have found ways to leap from one brain to another. A number of them are being replicated in your brain as you read this paragraph. In 1976 the biologist Richard Dawkins suggested that all animals -- including humans - - are puppets and that genes hold the strings. That is, we are robots serving as life support for the genes that control us. And all they want to do is replicate themselves. But then, we do lots of things that dont seem to help genes replicate. We decide not to have children, we waste our time doing dangerous things like mountain climbing, or boring things like reading, or stupid things like smoking that dont seem to help genes get copied into the next generation. We do all sorts of cultural things for reasons that dont seem...



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