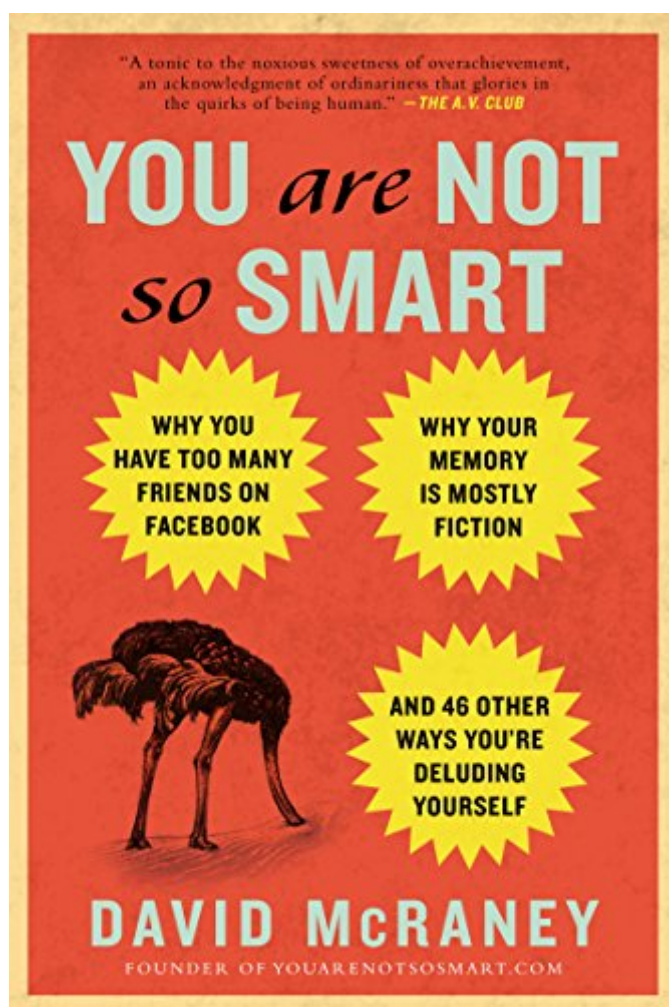


The book was found

# You Are Not So Smart: Why You Have Too Many Friends On Facebook, Why Your Memory Is Mostly Fiction, And 46 Other Ways You're Deluding Yourself





## Synopsis

An entertaining illumination of the stupid beliefs that make us feel wise. You believe you are a rational, logical being who sees the world as it really is, but journalist David McRaney is here to tell you that you're as deluded as the rest of us. But that's OK- delusions keep us sane. *You Are Not So Smart* is a celebration of self-delusion. It's like a psychology class, with all the boring parts taken out, and with no homework. Based on the popular blog of the same name, *You Are Not So Smart* collects more than 46 of the lies we tell ourselves everyday, including: Dunbar's Number - Humans evolved to live in bands of roughly 150 individuals, the brain cannot handle more than that number. If you have more than 150 Facebook friends, they are surely not all real friends. Hindsight bias - When we learn something new, we reassure ourselves that we knew it all along. Confirmation bias - Our brains resist new ideas, instead paying attention only to findings that reinforce our preconceived notions. Brand loyalty - We reach for the same brand not because we trust its quality but because we want to reassure ourselves that we made a smart choice the last time we bought it. Packed with interesting sidebars and quick guides on cognition and common fallacies, *You Are Not So Smart* is a fascinating synthesis of cutting-edge psychology research to turn our minds inside out.

## Book Information

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## Customer Reviews

Very enlightening thought debunker.

This book will change the way you think about the way you think. Everyone should read it. As a bonus, it's not only thought-provoking but also light and entertaining. With short chapters, it would make good bathroom reading or beach reading.

well-researched book

Everyone should read this book. Every frustration I have ever had with people is explained in this book... which means, every frustration anyone has ever had with me, is explained in this book...

The style of writing is crisp and the points are made clearly. This is a fascinating book for anyone who ever wondered why people do what they do. The breadth of topics is amazing. For example how can 3 people, all claiming to be Jesus, each believe that they are Jesus and the other two are nut cases? They never even consider that they themselves are also a nut case. Read the book to find out why and how the same principle holds true in everyone's daily lives.

The quality of this book is mixed. It has a lot of chapters describing interesting things that happen in our minds. However while some of them are very well written, with serious evidence supporting it, others are too superficial, too short, with no nice examples and few scientific evidence. At some point I felt like reading an article in a gossip magazine. Honestly the best of this book is what is also available in the blog, maybe its not worth buying the book.

I read the original blog from which this book was based a few years back and the article was about confirmation bias. At first I was pretty skeptical if anything the author said was based mainstream psychology. However, I was completely overwhelmed with how true his scenarios apply to me. Since I don't have much time to read his blog lately, I decided to buy the book since most of the articles are exactly from the blog. I finished reading it in a week and I'm satisfied with the book. Now

at least a bit, I can tell why I'm acting the way I'm acting. After all, I am not so smart.

This book is truly fascinating. It contains a lot of concepts with which I was already familiar due to my own personal research in psychology, but it was nice to see all the basics contained in one place, with very relatable examples and stories. I revisit this book every chance I get, it is that good.

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