

## Decisions are emotional, not logical: the neuroscience behind decision-making

At the point of decision, emotions are very important for choosing. In fact even with what we believe are logical decisions, the very point of choice is arguably always based on emotion.

(//bigthink.com/community/jim-camp)

### **JIM CAMP (//BIGTHINK.COM/COMMUNITY/JIM-CAMP)**

Jim Camp (<http://www.startwithno.com>) is founder and CEO of The Camp Negotiation Institute (<http://www.campnegotiationinstitute.com/>), with more than 400 students from 24 countries enrolled in its Team Member courses. He is author of two bestselling books published by Crown, *Start with No* and *NO: The Only System of Negotiation You Need for Work or Home*, which have been translated into 12 languages, and a new 6-CD audio program "The Power of No," produced by Nightingale-Conant. He was recently a featured panelist at Harvard's 2012 Negotiation & Leadership Conference (<http://www.negotiationleadership.org/2012conference>).

11 June, 2012





<https://bigthink.com/culture-religion/mental-illness-alan-watts-terrence-mckenna>

Mongolian Shamans performing a fire ritual.

- Many abnormal behaviors that are considered by western psychologists to be mental illnesses that require treatment are seen in a much different and even positive light in non-industrial or "primitive" societies.
- Things like hearing voices, hallucinations, and other unconventional behaviors are seen as the start of a spiritual awakening. Many of these individuals go on to become spiritual leaders and shamans of their communities.
- Alan Watts and Terrence McKenna both commented on and were concerned about industrial definitions and treatment of mental illness.

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# 4 new personality types revealed by huge study (<https://bigthink.com/surprising-science/four-new-personality-types>)

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It may be simpler than we thought.

by **Robby Berman** 20 September, 2018

<https://bigthink.com/surprising-science/four-new-personality-types>

(Anna Palm de Rosa, Public Domain)

- An analysis of a massive amount of data reveals four new personality types.
- The study is the first to take self-reporting out of the equation.
- The four new types are "average," "reserved," "self-centered," and "role model".

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