

# Dr. Mezmer's Dictionary of Bad Psychology



A. MESMER

*as regurgitated to*

*A. J. Marr*

# **The Bad Dictionary**

**5-84**

# **Useless Appendix**

**85-104**

## Other books by Mezmer

Dr. Mezmer's Dictionary of Bad Psychology

<https://www.scribd.com/document/389679836/Dr-Mezmer-s-Dictionary-of-Bad-Psychology>

Dr. Mezmer's Encyclopedia of Bad Psychology

<https://www.scribd.com/doc/16345689/Dr-Mezmer-s-Psychopedia-of-Bad-Psychology>

'Mechanica' clueless robots who can invent anything and ruin the universe to boot!

<https://www.scribd.com/document/318278089/Mechanica-Fables-for-the-Information-Age>

'Platonia', the less robotic satirical novel of spacefarers visiting new worlds with inhabitants just as odd

<https://www.scribd.com/document/246124307/P-L-A-T-O-N-I-A>

'One Track Minds: The Psychology of the Internet'

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'The Book of Rest, the Odd Psychology of Doing Nothing'

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B2: The Old Art and New Science of the Business Network

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IT Bytes! Giving IT the Disrespect it Deserves (draft)

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## Introduction

The philosopher Voltaire said that if folks just bothered to define their terms, there would not be any need to argue. Unlike definitions of aardvarks, armchairs, and arks that have clear and distinct meanings, meaning for psychologists goes far beyond simple meaning to what you really mean. Unfortunately, this desire to get under the surface appearance of things makes standard dictionary definitions of matters psychological somewhat useless, since everybody in the field has their own separate notions of how to redefine the psychological wheel.

Hence, in order to clarify the deep and dumb meanings of psychology, I, Dr. Mezmer offer my Dictionary of Bad Psychology. My definitions will be prejudiced, mean spirited, inaccurate, and downright wicked. But hey, at least they're not in French!

# A

**Abduction:** Doctrine derived from formal logic that the best explanation derives from untestable guesses rather than testable guesses (i.e. deduction) or simple observation (i.e. induction), thus resulting in an abdication of the need to think. For example, in the 15th century, the limited information about how the solar system worked resulted in explanations derived from what that information implied, and the resulting Ptolemaic or earth centered explanation was good enough, thus permitting other hypotheses to be dismissed and their authors burned alive. Similarly, present day evolutionary psychologists use abductive reasoning to hold that the mind is composed of cognitive modules (see phrenology), thus permitting other hypotheses to be dismissed and their authors figuratively burned alive (see Steven Jay Gould).

**Abstract:** Summary or condensed version of a study that provides a Cliff-Notes version for researchers who haven't the time and for audiences who haven't a clue.

**Acceptance and Commitment Therapy:** Revolutionary psychotherapy derived from relational frame theory that is taking the country by storm. Currently that storm is a minor drizzle situated over Reno, Nevada. ACT has been tested by labs across the country except for Good Housekeeping and Underwriters Labs, and works like a charm. ACT creates psychic healing by convincing you to accept the fact that you need to be committed, and that you are committed to pay for this lousy advice. It is hoped that ACT will soon join the pantheon of other time and lab tested therapies such as psychoanalysis, transcendental meditation, and feng shui.

**Addiction:** When the pleasure of anticipation outweighs the logical value of the object you are anticipating, thus making you pursue it even though further consumption of that object will get you sick, fat, broke, or otherwise brain dead. Thus, looking forward to one beer (or bag of chips, cigarette, spin on a roulette wheel, etc.) is not addiction, but looking forward to a tenth beer is; conquering Italy (particularly if you are Napoleon) is not an addiction, but conquering Russia is; playing a video game for an hour is not addiction, but continuously playing it for twelve hours is; and looking at one picture of Britney Spears is not an addiction, but relentlessly searching for all her pictures is. (Also see dopamine)



### **Addictive Behavior**

**ADHD:** Neurological disorder discovered by drug companies, who recognized that the need for rough and tumble play by pre-adolescents represents in fact a horrible disease that is coincidentally treatable by their concoctions. Successfully treated ADHD sufferers (i.e., 12 year old boys) can reenter society as self-satisfied drones who will sit idly with

remote control in hand and thus be prepared to enter the adult world. (see Simpson, Homer)

**Affective Neuroscience:** A branch of psychology that holds that no psychological processes can be understood without first rooting them to an organic brain and the bio-chemical or 'affective' processes that initiate and sustain behavior. In other words, 'it's the brain, stupid!' Affective neuroscience contrasts with other more popular and brainless psychological perspectives such as humanistic, behavioristic, and evolutionary psychology, which attribute behavior to the power of metaphor (e.g. will power, stimulus-response, mental modules). However, since affective neuroscience requires real laboratories and detailed and testable analyses, it is much less influential than the far easier and untestable arm chair theorizing (see Steven Pinker, Mihaly Csikszentmihalyi) which has driven the 'exceptional' progress of psychology to this date (and all that without mentioning pesky brains!)

**Altruism:** Unselfish behaviors that benefit others (e.g. helping an old lady cross the street) that are emotionally in your best interest but not logically so. Contrasts with selfish behavior (e.g. running over old lady) that is logically in your best interest but not emotionally so, and sociopathic behavior (e.g. parking on old lady) that is logically in your best interest and occurs when we can't be bothered.

**Amazing Randi:** Stage magician, skeptic, and intellectual gadfly. who has demonstrated the sleight of hand, both literal and metaphorical, that sustains goofball beliefs in scientific frauds such as hypnosis, meditation, and the paranormal. Unfortunately, by demonstrating that the amazing is rather ordinary, Randi's cachet became an oxymoron, or contradiction in terms, much like other oxymorons (similar to total morons) bestowed on public figures such as Freud/scientist,

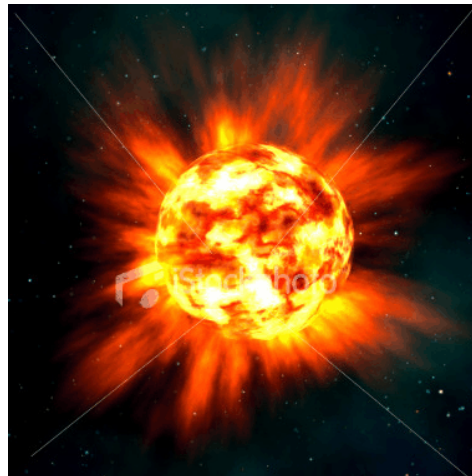
Pinker/psychologist, Dr. Phil/expert, and Csikszentmihalyi/pronounceable.

**Amnesia:** To forget something you did. The disorder is generally diagnosed by spouses, who remember something that you didn't do.

**Anal Retentive Personality:** Overly meticulous character traits due to a fixation on toilet training. Anal retentiveness is common among bad psychologists who write meticulous and constipated tomes in psychology without recognizing that they are full of sh\*t.

**Anal Stage:** Freud's second stage of psychosexual development, where the primary sexual focus is on the elimination or holding onto feces. The anal stage is divided into four parts: anal retentive (keeping the shit in), anal expulsive (getting the shit out), anal impulsive (putting up with shit), and anal repulsive (cutting the shit). As a theory of behavior, is a synonym with banal.

**ANOVA:** A nova is an exploding star, or in psychological parlance, denotes research results that are at variance with or explode your own theory.



**Your theory as it explodes upon the scene**



**Artificial Intelligence:** A type of intelligence that can play checkers, balance your check book, and predict the orbit of Pluto, but cannot do things that require real intelligence, such as griping, moping, and finding out new ways to postpone needful chores until tomorrow.

**Asch Conformity Experiment:** A classic social psychology experiment that found that when a subject is given two lines of unequal length and learns that his peers think the longer line is shorter, the subject will bend to the will of the majority, particularly if he is the alone in the minority. This experiment thus explains why people believe somebody else's line, from religion to politics, since millions of true believers can't be wrong.

## B

**Bad Psychology:** An abnormal type of psychology, now the norm, that explains behavior through a conflation of the metaphorical with the actual and the inferred with the real, and uses the almighty dollar as the ultimate arbiter of truth.

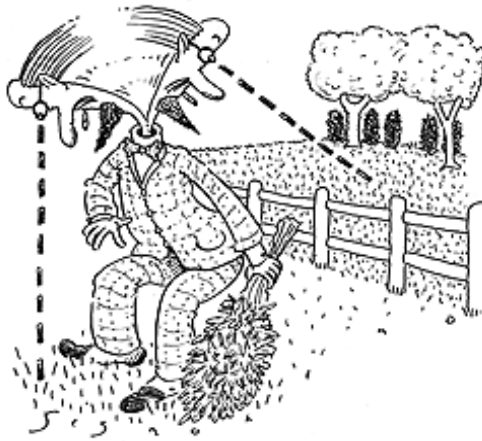
**Barnum Affect:** Individual acceptance of vague and generalized versions of personality as an accurate reflection of their own personality. An affect used to effect by circus (P.T. Barnum), psychological (Dr. Phil), and advertising ringmasters.



**The Greatest Psychologist on Earth**

**Behaviorism:** A psychological movement, now extinct, that is built on the premise that you are what you do, and you do because of what you have done. Replaced by humanistic psychology (you are what you feel), cognitive science (you are what you think), Dr. Atkins (you are what you eat) and modern advertising (you are what we say).

**Behavioral Contrast:** Keeping up with the Jones' is a tough thing to do, and is motivated by, well, the Jones'. This *behavioral contrast* represents the fact that the goodness of any behavior is not measured by absolute but by relative measures. That is, it hurts when you see other people having bigger cars, fancier houses, and neater lawns than you. So, to alleviate all that hurt, we try to outdo them in the materialism department, and thereby shift to them our pain, which is temporary anyways since the pain returns with our credit card bill. Behavioral contrast is the reason we are motivated to accumulate more and more stuff, when what we should be doing is build higher fences.



### The Grass is Always Greener

**Behavioral Downsizing:** Trauma caused by having to accommodate to a world with less space, energy, and bandwidth, with families limited to one car, one phone, two bicycles, one TV, and three channels. To older folks, this is also known as the good old days.

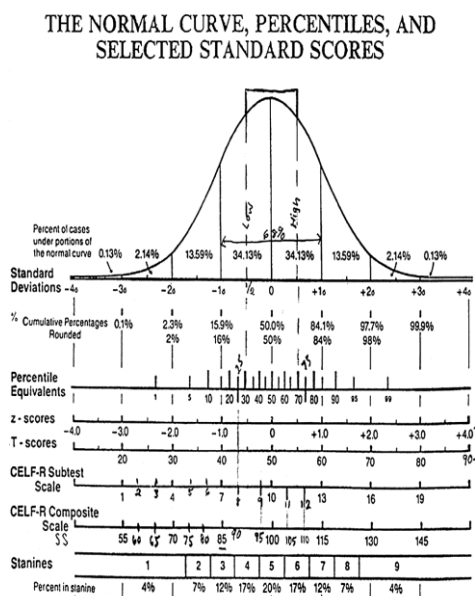


**Unhappy Family of the Future**

**Bell Curve:** Plots  $x$  to  $y$  in a nice round curve. In psychology, nothing is more impressive than a bell curve. Bell curves tell you where you stand academically, socially, and psychologically. They are a swell way of graphically making an argument that hedges its bets. Thus you can be anywhere on the curve, it just depends. Bell curves also have a faux mathematical rigor about them. Like a physical law, you change one variable and the other one changes in a proportional way. Thus you're all over the map.

**Behavioral economics:** The study of the effects of social, cognitive, and emotional factors on the economic decisions of individuals and institutions and the consequences for market prices, returns, and resource allocation. The field is primarily concerned with the bounds of rationality of economic agents.....(In other words, behavioral economics studies why regular economics does not work, or when in spite of all

those great incentives to be good and productive, we still waste time surfing the web and otherwise goofing off.)



### Simplified Bell curve-where are you here?

**Benson, Herbert:** (1921-2022) Cardiologist and bad psychologist, known for the 'relaxation response', the psychological equivalent of bottled tap water and the financial equivalent of printing money. Thus, following the following time worn formula, Benson helped thousands to realize peace, relaxation, and to enthusiastically part with their money. Below is an outline of his winning formula, similar to real estate investing:

Create Bad Idea: Staring at a doorknob makes you relaxed.

Write Bad Book: about how staring at a doorknob makes you relaxed.

Create Bad Institute: teaching others (for a fee) how staring at a doorknob makes you relaxed.

Lather and repeat with more bad books, a bigger institute, and a bigger bank account.

**Berridge, Kent:** (1998-2012) Affective neuroscientist and learning theorist. Also known for the discovery that wanting and liking are neurologically not the same thing, providing crucial neurological confirmation of a fact known to all parents of five year old children after opening presents on Christmas.

**Between Group Design:** Describes statistical comparison of two or more different groups of subjects that are subject to different experiences or treatments. Between group designs are used when one doesn't have the time, interest, or means to arrive at true explanations for behavior. Thus one learns that Pepsi is preferred over Coke, that folks who drink coffee/eat garlic/drink wine/suck prunes may live long/have less cancer/grow more hair, or maybe not, and all without having to explain why. Between group designs are favored over within group designs because you can prove anything you want (after all, its statistics, isn't it?), and be used to produce conclusions that can fit into neat sound bites on your nightly news.

**Biological Alarm Clock:** Biological alarm clocks are biological mechanisms that tell us when to eat, when to sleep, and when to make babies. For women, oftentimes the biological clock goes awry, and begins to signal all sorts of jarring behaviors that seem at least to the man of the house to be most untimely. This biological alarm clock jolts a woman into action, or more likely, into prodding a man into actions at the wrong time. A woman's biological alarm clock is often out of sync with her husband's own biological clock, which naturally runs much slower. The man compensates by resetting his own clock to give himself more time. Unfortunately, women have no capability to reset their own clocks. This results in their ringing just in time to tell their

husband to vacuum the floor as he settles back to relax from a hard day at the office, or to mow the lawn or bath the kid just as the big game comes on TV. All too often the wife gets all wound up just as the husband starts to unwind. Unfortunately, the only way to set back your wife's clock is with a blunt object to the head. However, this is not recommended since it would set her back in time permanently, and force you to do time, as in jail.

**Bi-Polar Disorder:** An extreme elevation in mood due to extreme elevation in latitude. Common among arctic explorers.

**Bisexuality:** The sexual affinity of a person for anybody. Bisexuality can be a very favorable trait because it doubles the number of your prospective dates.

**Blank Slate:** The concept that the mind and behavior is completely malleable by experience, and is not influenced by instinctive or nativist causes. Of course no one really believes this, but like weapons of mass destruction, Santa Claus, and the Easter Bunny, it does get your agenda going, whether it be launching invasions, giving presents, getting Easter eggs, or laying philosophical eggs. (see SSSM, evolutionary psychology)

**Blind Study:** A study designed without the subject's knowledge of the anticipated results or nature of the study. The subjects are said to be 'blind' to the anticipated results. However, when individuals are blind to the true results of a study, and end up buying into medications and procedures that don't work, this is called being blindsided.

**Blocking:** The concept derived from Pavlovian conditioning that associations or learning attributed to a stimulus will not occur if those associations are redundant or superfluous. For example, a lab animal may learn that a red light signals food. If a green light follows and just as reliably predicts food, the animal will not learn to associate green

with the food, since prior learning 'blocks' the association. Blocking should not be confused with blockheadedness, which is characterized by an inability to learn new and better explanations to an event once the first explanation is fixed in your mind. (see Csikszentmihalyi, Pinker)

**Bonding Instinct:** As social creatures, people need other people. However this bonding instinct is displayed differently depending upon your sex. For women, bonding is sort of like a bee hive sewing circle, where women bond together to attend to the eggs (of the breakfast variety), feed the brood, and buzz endlessly about what color to paint the bedroom. In contrast, men resist such bee like behavior, and prefer a higher calling that is dynamic, competitive, and aggressive. In other words, men bond all right, but like fire ants.

Men have a very strong bonding instinct, but it is elicited by events that are abstract and rare. Men will not talk long about wall paper colors or floral designs, but will chat endlessly about colorful and meaningful contexts that reflect, in a man's eye, important things. Thus, to guys, bonding means dynamic pairings like Batman and Robin, Jackson and Lee, or Montana and Rice, and where you fight the bad guys, evil northern invaders, or for the home field advantage. Of course, in a safe and secure world, there are far fewer opportunities for men to bond together to defend civilization as we know it. So guys hang out alone, out of touch and out of mind until brought together for the next big cause, war, or football season.

To get an idea of how important bonding is to men, look at art. Male bonding is everywhere in art. Just look at all those civil war paintings, Rembrandt portraits, and Renaissance sculptures. One will note immediately that they are full of guys doing important and meaningful things together like debating philosophy, fighting wars, or pondering



the meaning of life. In contrast, female bonding doesn't occur in art, which represents the fair sex mainly in paintings that picture them in idle and sedentary pursuits. Thus, your typical museum painting includes such staples as a girl on a swing, reclining on a couch, or emerging from a clamshell, all in various stages of dress and undress of course.

So what type of bonding is preferable? The answer perhaps lies to each to his or her tastes. and his tastes to his or her genes. Yet, if art was our arbiter and guide, the question could perhaps be phrased like this: what picture would you rather have on your mantelpiece: Hamlet pondering poor Yorick or Martha Stewart pondering floral arrangements?



**Male and Female Obsessions**

**Borderline Personality Disorder:** A collection of personal characteristics that place the sufferer in the borderline between a living breathing human being and an inanimate object, like a floor lamp. The syndrome is common among accountants, security guards, and your spouse's friends.

**Brain:** Congealed pudding like structure located inside a bony shell that swivels on a vertebrate stand, and is covered by a rubbery like skin. Brains are hooked up to olfactory, gustatory, auditory, and visual knobs, which are ironically attractive to other brains, rather than the brain itself. Generally, we use only 10% of our brains, and often we don't use them at all, and relegate thinking to our stomach, glands, or our diddler.

**Brain Boost:** Boosting of intelligence caused by virtually playing games, as compared with just playing, which boosts health and social skills. Eventually, when coupled with virtual reality will cause us all to stay indoors to gain infinite hit points while our actual life points expire.

**Broca's Aphasia:** An aphasia associated with damage to Broca's brain, reflected in an impairment in producing understandable speech. Also known as W. C. Field's Polydipsia, G. Bush's Amnesia, and Dr. Phil's Dementia.

# C

**Cargo Cult:** A religious cult that originated with aboriginal natives during WW2, who noted paratroopers and cargo falling from the sky, and built facsimiles of airplanes out of palm fronds as a cathedral of sorts to encourage the gods to send more cargo. Not to be confused with the cults originating in the Middle Ages whose cathedrals were built to appease God to stop lightning and plague falling from the sky, and where people congregate to pray for cargo.

**Cataplexy:** Frenzied emotional state elicited by seeing your cat scratching the furniture.



## Fit Inducing

**Catharsis:** Purging an emotion due to its excessive display. Catharsis is underscored by other hydraulic metaphors that describe 'pent-up' emotions 'building up' and then 'passed' in a sustained outburst like a sort of malicious gas. Catharsis is particularly useful to justify wifely outbursts at errant husbands as well as being an active ingredient in bad psychological advice.

**Cinderella Effect:** Lightly clench your fist, now keep it clenched for 15 minutes. At first you will feel nothing, but as time goes on your muscles will tire and give out, and this otherwise innocuous behavior becomes quite painful. Sounds dumb, but we unconsciously do this all the time. Whenever a muscle or group of muscles are tensed and stay tensed, they will soon give out and recruit other muscles to literally take up the slack, resulting in an equally literal pain in the neck. Also known as a syndrome of accepting your current lousy situation, or in other words, like Cinderella, if the slipper fits, wear it.

**Circadian Rhythm:** Rhythmic biological cycles occurring at approx. 24 hr intervals. Eating, drinking, and shopping are circadian rhythms followed by rhythms such as dieting, hangovers, and credit card shock that occur the day after.

**Cleaning Threshold:** Originally thought up by the psychologist Paul Chump, for which he was awarded the Nobel Prize in Psychology in 1989, the cleaning threshold is embodied by the well known motto: a man works from sun to sun, and that's enough. According to Chump, men are stronger than dirt, and they demonstrate their prowess by refusing to be cowed by dust bunnies the size of jackrabbits, and leaning towers of dirty dishes that would make their counterpart in Pisa look small. This is a sign of strength, although women in their weakness refuse to admit it. Whereas women would be inclined to vacuum the entire house upon noticing a stray hair, men appreciate the natural order of things, and will only be sparked into action when the dust on the TV screen totally obscures the game, and when there is only one clean fork left to be had. The much higher cleaning threshold in men frees up a lot of time that could be better spent writing that great novel, becoming a titan of industry, or sleeping on the couch.



**Dust Bunny**

**Cognitive Science:** A branch of psychology that aims to figuratively find out how minds work without literally having to figure out how minds work. Not to be confused with 2nd generation cognitive science, which aims to literally figure out how minds work without figuring.

**2nd Generation Cognitive Science:** Coined by the linguist George Lakoff. In contrast to 1st generation cognitive science, holds that behavior occurs primarily due to the influence of sensori-motor areas of the body, or 'embodiment'. That means that your day to day decisions are more likely to be due to that day old burrito you ate this morning than any purely thinking processes going on in your noggin, which come to think of it makes sense.

**Cognitive Dissonance:** Similar to an oxymoron (a contradiction in terms, such as military intelligence, must see TV, congressional ethics, and social science), cognitive dissonance represents conflicting perceptions, ideas, or cognitions that together don't make sense. Examples are psychology/science, psychotherapy/cure, obesity/disease, and Dr. Phil/expert. Cognitive dissonance often causes tension that is released by rationalization, ridicule, turning the dial, or writing satirical web sites.

**Collective Unconscious:** Postulated by the psychologist Carl Jung, and represents the collective memories of the human race that we just don't remember. Replaced in this century by the collectible unconscious, which represent our collective photo albums, home movies, and Facebook accounts that our descendants won't want to remember.

**Conditioning:** The process of learning new behaviors as a result of their consequences. Often proceeded by non conditioned behaviors that occur when we aren't thinking about the consequences. (See death and taxes).

**Confidence interval:** the level of certainty that a true score follows within a specific range. When some tries to fraudulently sell you something to get your score within that range, is also known as confidence game.

**Confusopoly:** Coined by the distinguished psychologist and cartoonist Scott Adams (Dilbert), refers to a monopoly of knowledge that is enforced (i.e., kept away from the little people) by making it as confusing as possible, thus insuring the status and fee structure of the priesthood of those in the know, such as accountants, lawyers, and psychologists. Examples of confusopolistic scriptures are tax law, cell phone plans, and psychology journal articles.

**Consciousness:** A thing in itself, or besides itself, the sum of all qualia, or perhaps a channel on the Matrix. Consciousness can be raised, lowered, embodied, or if it means to, float out of this room. It is everywhere, perhaps nowhere, but most certainly is here with you, reading this dumb definition, and is well, self-conscious about it.



### You are here

**Conversion Reaction:** A disorder wherein an individual experiences a loss of reasoning ability due to a conversion to a political party, religion, or diet plan.

**Coolidge Effect:** The American president Calvin Coolidge, a man of few words and less personality, was touring a chicken farm with his wife one-day. The foreman noted the sexual prowess of his prize rooster. "Did you know," he said, "that a rooster can provide his services all day without stop?" "Ah," said Mrs. Coolidge, "You must tell that to my husband." Her taciturn husband turned to the foreman. "And with the same partner?" "Oh no," said the foreman, "always with different chickens." To which Coolidge replied, "You must tell that to my wife. Thus was coined the infamous 'Coolidge Effect', which in short means that when it comes to sex, men are bird brains.

**Crank Science:** A type of science that offers results/cures/products that are too good to be true, therefore you believe it is.

**Creativity:** the ability to convince other people that your mundane accomplishment is novel and useful.

**Csikszentmihalyi, Mihalyi:** (1927- ) Unpronounceable humanistic psychologist and discoverer of the 'flow experience'. Csikszentmihalyi has written widely on self, consciousness, flow, and evolution in books such as the 'The Divided Self', 'The Flowing Consciousness of Self', the 'Evolving Self', and 'Consciousness and Flow, by Myself'. By using these four words ad nauseum in his writing, Csikszentmihalyi achieved a new level of tautological brilliance, and affirmed once again the importance of meaningless metaphor in cutting edge psychological writing.

## D

**Damasio, Antonio:** (1925- ) Portuguese explorer, sea captain, and neurologist. Discovered Southern California, where he is buried and is presently detritus professor of neurology at USC. Also coined the concept of the somatic marker (which he later described in a book published in exchange for some coin), which is a gut level feeling that is caused by a series of intricate connections between the amygdala, anterior cingulate, basal ganglia, ventral posterior cortex, and shin bone.

**Darwin, Charles:** (1809-1882) British naturalist and creator of the theory of evolution. Unfortunately, Darwin did not anticipate how the metaphors of evolution would be used to create philosophical movements that compare bizarrely to natural philosophy, like a paint by numbers picture to the Sistine Ceiling. Thus evolution was applied like a crude wash of paint to 20th century politics (Nazism, Communism, Capitalism) and 21st century psychology (evolutionary



psychology). With the political metaphors of Darwinism, it took more than a century (and untold death and destruction) for folks to recognize that they were nonsense. As evolutionary psychology becomes more and more employed to justify why people can't help being unthinking morons, we can expect history to repeat.

**Davidson, Richard J.:** (1822-1895) Neuroscientist and leader in the movement to integrate dumb new age metaphors with neuroscience, or the burgeoning field of 'neurobabble', where muscular relaxation is mindfulness meditation, and an elevated dopamine level is a gateway to the Ninth Level of Consciousness. Thus proving that rest or arousal by any other name not only sounds a lot better, but is a lot more marketable.

**Dawkins, Richard:** (1941- ) Biologist and Darwinian grinch, who introduced to evolutionary biology a metaphorical reductionism that made genes 'selfish', ideas 'contagious' (see memes), and God into a blind and mindless watchmaker, thus imbuing evolution with a selfish and meme-spiritedness it hasn't had since the olden days of social Darwinism, and making the meaning of evolution as inspiring as death and taxes.



### **Dawkins in Jolly Mood**

**Deduction:** The art of making wild and ridiculous guesses that are subject to falsification, and then acting in a wholly contrary way by trying to prove yourself wrong, and inviting others to do the same. Deductive method is also called science, and has been practiced by eccentric oddballs like Galileo, Darwin, Einstein, and Pasteur. (see induction, Karl Popper)

**Defense Mechanism:** In Freudian psychology, represents mechanisms such as denial, repression, and sublimation that defend the ego from attack. However, if it's another ego you're attacking, these same mechanisms are renamed as stubbornness, selfishness, and stupidity. Finally if you are observing two egos battling it out, this is called a presidential election campaign, or if applied to your in-laws, domestic bliss.

**Dementia:** debilitating mental disease when we lose our mental powers. Dementia is our first concern when we can't remember where we put our car keys.

**Dennett, Daniel:** (1865- ) Philosopher and Darwinian fundamentalist who claims that just about everything can be explained by the metaphors of natural selection. So natural selection selects for genes (physical traits) and memes (ideas), but also for blue jeans, teens, and has beens, thus giving a Darwinian explanation for fashion trends, reality TV, our present political and intellectual leadership, and shop worn ideas like this.

**Depression:** Lack of affect and motivation due to endogenous (i.e. genetic) and exogenous (i.e. environmental) causes. Often caused by the unwise realization that we will be overtaken by death and taxes, that our race is doomed to extinction, and that the sun will explode, pulverizing us into ashes that will in turn be sucked into a black hole. Luckily, this feeling can be cured by the wise realization that Thursday is bowling night.

**Dissociation:** A separation from the self, often resulting in a dissociative identity disorder. In mild forms this is experienced when we are driving long distance and lose time or find ourselves day dreaming longer than usual. More severe forms occur when dreaming while driving long distance, ending up in an afterlife identity disorder.

**Dodo Hypothesis:** In Lewis Carroll's 'Alice in Wonderland', a dodo led Alice and other creatures in a merry race around an island. Stopping abruptly, the dodo declared Alice and all the runners winners, as he said, "all must have prizes." This dodo hypothesis of every entrant a winner applies exquisitely to the numerous schools of psychology whose members run around in conceptual circles, secure in the knowledge that they deserve prizes, when in their fractious and useless confusion, they are merely dodos.



**Dodo**

**Dopamine:** Neurochemical or 'master molecule of addiction' that controls or modulates the activity or 'firing' of arrays of brain cells, thus directing and 'fixing' attention by making attention either consciously or non-consciously have affective value or feel good. Since 99% of our time is spent waiting or anticipating things, dopamine is nature's way of giving us a lollipop to sooth and reinforce the wait. Dopamine may also be called the master molecule of metaphor, since people are wont to assign any number of distinctive transcendent (e.g. higher consciousness, flow or peak experiences) or not so transcendent (e.g. cocaine high, mania) states to what amounts to a simple neuro-chemical fluctuation.

**Drive:** A need state energized by stimulus deprivation (no food), stimulus apprehension (thinking about male or female protuberances), or dread (forgetting one's anniversary) that gets you going, but doesn't tell you where. When coupled with cognition, ignites something called behavior (e.g., raiding the refrigerator, flirting, making excuses to wife), and when defined as combined becomes undefined, such as consciousness, free will, and 'about last night'.

**Dr. Phil:** (1946-2006) Greatest psychologist that ever was, and an inspiration for an entire nation to shape up, get in ship shape, or otherwise ship out. Author of the '10 life laws', the '15 life strategies', and 'how to earn millions without having to serve 10 to life'. Dr. Phil has revolutionized the intellectual landscape of American as curricula changed nationwide from philosophy to PHIL-osophy. Dr. Phil was a graduate of the Academy of Lagado, and winner of several Ponzi awards, the Salieri Prize, the Oprah Legion of Honor, and of late was spiritual adviser to the Republican party. Tragically, Dr. Phil's life came to an abrupt end when in a household accident, he tripped and was crushed by his own ego.

**DSM:** A taxonomical compendium of mental diseases, syndromes, and traits that are weird or harmful enough to merit a psychologist's caring intervention. DSM is often confused with the DSM (Dimwitted Syndrome Manual), which represents a list of permutations of the metaphors which when strung together suggest nonexistent diseases, syndromes, and traits that are weird and harmful enough to merit a psychologist's caring intervention. Depending upon your point of view (caregiver, patient, health care insurer, or skeptical web site writer), both manuals are completely interchangeable.

# E

**Ego:** Metaphorical little 'I' (not to be confused with metaphorical little guy, or homunculus) who sits between impulsive (id) and straitlaced (super-ego) characters, and ends up as 'Mr. Personality', an ego centric title to say the least. Egos are also known as 'self', 'consciousness', 'being', and French people.

**Elevator Pitch:** The art of making a quick sales pitch to someone who is on an elevator with you. For true sales pros, the elevator pitch is much shorter, as when you are pitching the value of your worthless life to God as you are falling down an elevator shaft.

**Eligible Bachelor Paradox:** Holds that as attractive women hold out for the best catch, all the other men are being caught by women who may not be great lookers, but are decisive, and will harvest all the best mates before they reach maturity. So, as all these attractive picky females enter their thirties, they find that potential mates are as rare as Atlantic salmon, leaving them with the rubble of the masculine sex, namely Barney Rubble. As this trend continue, evolution will select women who aren't slinky, but sneaky, and will be fast, decisive, and know how to sink their claws into a potential mate. So, one hundred million years, from now, expect evolution to select a new form of female, the velociraptor.



### Evolution of a man killer

**Emotion:** An affective state that renders behavior ineffective. (See Mr. Spock)

**Emotional Intelligence:** A type of intelligence, common among angry housewives, who combine emotions and intelligence as they berate their unemotional and witless husbands for not listening, not taking out the garbage, etc. Emotional intelligence quotients of EQ's are also commonly handed out to ninnies who score low on IQ tests, thus making more than enough intelligence to go around.

**Empiricism:** Philosophical doctrine that all we know comes from our senses. Unfortunately, we can make sense of what we sense only by

combining our senses with representations from other senses, thus making knowledge into seeming non-sense. In other words, because we don't think literally but metaphorically, meaning is often confused and communication doubly so. Take consciousness for example. It can be raised, lowered, expanded, out of body, embodied, charged, discharged or zoom out of this world. It's still one thing for all of us, but different things for any of us, due of course to language, not reality. As for reality, that remains an empirical question, yet it will remain undefinable, as there are no words that can describe it.

**Episodic Memory:** The uncanny ability to remember selected TV episodes in months or years past.

**Epistemology:** The branch of philosophy that aims to figure out how you know what you know, and if you can know it in the first place, or if everything is just a bad dream conjured up by the Matrix. Know what I mean? Epistemologies range from the Socratic (I know nothing) to the Popperian (all I know is what you can show), to the Humpty-Dumpty (what you know is what I say so). For example, modern day scientists follow a Popperian epistemology, whereas psychologists incline to the Humpty-Dumpty way of knowing it all.

**Ergonomics:** branch of economics designed to comfortably fit your incorrect beliefs. For example, gas prices are high, *ergo* it's because of evil oil companies, or I am fat and stupid, *ergo* it is because I didn't listen to Dr. Phil.

**Evolutionary Psychology:** A branch of psychology, unwittingly inspired by Charles Darwin and Rudyard Kipling, which describes how we behave through made up stories that guess why we had to behave. In this case, the stories are about what traits our ancestors had to evolve 250,000 years ago to survive. At that time, Mother Nature or evolution was especially demanding, and selected those behavioral traits that permitted survival,



much like a mom selects out table manners in her kids. Since all the evidence of this selection process has been washed away in the sands of time, this provides a wonderful opportunity for psychologists to act like trial lawyers, and fabricate evidence and design in tightly spinning plots that would do Agatha Christie proud. Evolutionary psychologists provide 'just so' stories to explain everything about human behavior, and all without the troublesome need to assemble proof. Thus, according to EP, we can run fast because our ancestors had to escape cave bears, got smart because they had to know where the cave bears were, and got sexy because they could rescue cave babes from the cave bears.

**Existential Anxiety:** Refers to anxiety about finding one's place in the world, in line, or trying to find where one placed one's car keys.

**Extinction:** Gradual cessation of activity due to removal of essential ingredient. Thus, fire is extinguished because of a lack of air, dinosaurs became extinguished because of lack of food, and behavior is extinguished because of a lack of reinforcement. Extinction represents an enlightened approach to behavioral control, where instead of whacking a misbehaving child/adult/dog, you simply ignore the behavior and allow it to extinguish for want of attention or reinforcement. But as one suffers the wait for behavior to extinguish, a related behavioral control technique comes to mind, namely the Chinese water torture.

**Extrinsic Motivation:** Motivation that comes from without, such as money, titles, honors, trophies, and a date with Mary Jane. Extrinsic motivation has been found to destroy intrinsic motivation; hence the present movement to eliminate extrinsic motivation from schools, hospitals, and government, making them the efficient dynamos full of self-motivators that we know today.

# F

**Fixation:** Psychological disorder, common among housewives, that forces them to incessantly drive their spouses to fix sinks, roofs, fences, and other assorted objects.

**Fixed Interval Schedule:** The fixed interval schedule or FI schedule of reinforcement defers reinforcement until behavior occurs after the passage of a fixed interval of time. The FI schedule was originally studied by the psychologist B. F. Skinner using laboratory animals, as he discovered that the critters would hang around until the last minute before responding. The FI was later used to gain critical insight as to why we procrastinate, pay taxes at the last minute, and never seem to want to take out the garbage until our spouse lowers the boom.

**Flooding:** a behavioral technique used to treat phobias (e.g., fear of spiders) when we are flooded with the object of our fear (buckets of spiders) until the fear disappears. Contrasts with fading procedures when the object of our fear is introduced gradually (one teensy spider at a time), and generally preferred avoidance procedures when we eliminate (shoe on spider) the fearful object once and for all.



**This is and is not an example of flooding**

**Folk Psychology:** Heuristic rules or rules of thumb for understanding human behavior derived and used by us 'folk'. Also known as common sense, it is simple, easy to understand, practical, and allows us to get by from day to day. Not to be confused with academic psychology, which for the most part is unsimple, hard to understand, impractical, and allows academic types to get by from day to day.

**Flow Experience:** Discovered by the psychologist Mihalyi Csikszentmihalyi, who defined it as flowing experience where the self reaches undreamed levels of consciousness and an evolved level of self-hood. It can also mean a high level of attentive arousal during touch and go situations (e.g. rock climbing, auto racing) where you'll likely lose your head along with your self and your consciousness if you don't pay attention.

**Free Will:** The innate ability to make a decision 'freely' or without a cause. Besides being an oxymoron (free will means a causeless cause), free will is commonly used as a rationalization to give up finding a cause for behavior, thus limiting behavior modification techniques to indifference

(see social Darwinism), blame, ridicule, corporal or capital punishment, and eternal damnation.

**The French:** Homo-sapiens sub species that has different psychology from the rest of us because of different neural cross-Atlantic wiring. Thus, when we go politically right, they go left. Can be cured temporarily through military invasion.

**Freud, Sigmund:** (1856-1939) Viennese physician who saw the mind as partitioned into metaphorical forces or agents (id, ego, superego) that were untestable, unprovable, and were of no more practical value than a belief in Casper the friendly ghost. By eschewing the strictures of scientific proof and reveling in absurd metaphor, Freudianism became a source of inspiration for bad psychology and bad literature that continues to this day.

**Functionalism:** The principle that form follows function (as in evolutionary psychology) rather than function following form (as in learning theory, affective neuroscience), thus arriving at principles that are formal but not functional, and psychological principles that are true to form, dysfunctional.

# G

**Game:** The art of having a good time while wasting time.

**Gamer's Block:** Oftentimes, no matter how much we try in life, we can't seem to make it to the next level. So, we take time out from our daily frustrations to play a video game, only to find out that as we waste time playing the game, we discover that we are wasting time learning how to get to, well, the next level. This gamer's block syndrome is particularly galling when the clue to reaching the next level is in hindsight oh so

obvious. Gamer's block is harmful to those who take pride in their ability to loaf productively. It is thus particularly prevalent among office workers, bureaucrats, and writers of satirical web sites.

**Gamification:** The art of having a good time while investing time. When the investment has a negative (for you) return, gamification may also mean to exchange your time or money for a token, nudge, wink, like, or badge that has no monetary or otherwise practical value to you but rather to someone else, with the belated recognition that you don't need no 'steinking badges'!

**Gene:** A little microscopic guy who lives to reproduce (after all, it's in his DNA, although he is often divided about it), and protects himself by constructing a large molecular shell (or body) that has a mind of its own, and redecorates the place with strange ideas. (see meme)

**General Adaptation Syndrome (GAS):** The body's generalized attempt to defend itself against flatulence.

**God Gene:** gene that controls the predisposition to believe in and be motivated by higher power, such as God, or the almighty dollar.

**Group Think:** when everyone agrees on a topic not so much because they are being thoughtful, but rather because they are being polite/lazy/clueless.

**Gould, Steven Jay:** (1941-2002) Distinguished ethologist, evolutionary biologist, and man of letters. Gould believed that natural science ultimately was informed by multiple or 'plural' empirical traditions, and that accident and contingency has a much a hand in making us what we are than a monomaniacal reliance on the metaphors of natural selection. Sensible stuff of course unless you have a lucrative 'revolution' to run. Thus Gould was excoriated, excommunicated, and in their dreams burned alive by Darwinian fundamentalists such as Daniel Dennett, Steven

Pinker, and Tooby-Cosmides who felt at least that they had true religion if not truly good writing skills.

# H

**Hard Wired:** Tiny little, yet hard wires that causes us to like sex, be afraid of spiders, and prefer vanilla ice cream. Hard wires are an essential ingredient for our behavior that dispenses with the need for hard thinking.

**Hawthorne Effect:** Represents change in behavior because someone is watching. Thus, having your boss look over your shoulder makes you work faster, or run faster away.

**Hierarchy of Needs:** A core principle of Maslow's theory of motivation, which presents the revolutionary claim that when it comes to needs, first things first, or always drive with your horse before your cart. Thus we must achieve lower needs (food, shelter, safety) before we can achieve higher needs, such as belonging, self-esteem, or self-actualization. Thus, before you can bond with your bowling league buddies (belonging needs) and win that coveted trophy (self-actualization), it is useful to first not be a homeless, starving vagrant.

**Heterosexuality:** The sexual affinity of individuals for members of the opposite sex. To the uneducated, heterosexuality has unfortunately been confused with homosexuality and bisexuality. This has been particularly true for the Southern Baptists, who have mounted several campaigns to keep heterosexuals out of the nation's public schools.

**Heuristics:** a rule of thumb that guides decision making. As derived from news briefs, talk show rants, info spots, and the daily horoscope, allows

us to make informed decisions without the time consuming inconvenience of thinking.

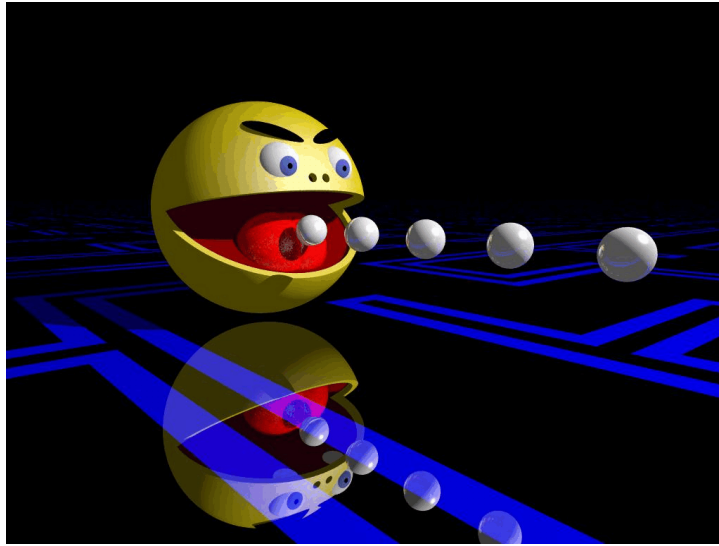
**Hippocampus:** Large, lumbering brain organelle shaped like a hippo that is camped out in the middle of the brain, and is responsible for memory storage to the ventral pachedermus (responsible for long term memory) and the dorsal whatchumacallus (which tends to forget). (see also brain, neurotransmitter, limbic system, neuron)

**Homosexuality:** The sexual affinity of individuals for members of the same sex. Homosexuality is a particularly difficult trait to possess, since it invariably leads to much arguing over who is to pick up the check on dinner dates.

**Homunculus:** A metaphorical little man (or little woman) who resides in your cranial noggin and pulls the levers for your behavior. Also called self, ego, muse, conscience, and Jiminy Cricket. Homunculi are usually quite reasonable, and can be influenced by your spouse, psychotherapist, preacher, and tiny little angels and devils that stand on each of your shoulders, dispensing advice. Homunculi are generally rejected by behaviorists, but hey, they're extinct anyways!

**Hungry Gene:** The concept that the drive to eat is a genetic tendency, and does not derive from spoon feeding, breast feeding, Happy Meal coupons, or other purely environmental influences. It seems that long ago, creatures who ate had a decided reproductive advantage over creatures that didn't eat. Thus the non-eaters would tend to die off, leaving the eating population, and their 'hungry' genes around to propagate like crazy. The implications of this are startling. As Dr. Dawson Richard claims in his bold and original book, 'The Hungry Gene'. According to Dr. Richard, we are but molecular machines that exist to serve an inborn genetic craving for saturated fats, sweets, and special sauces. Richard makes the revolutionary claim that we do not eat to live, but rather live to

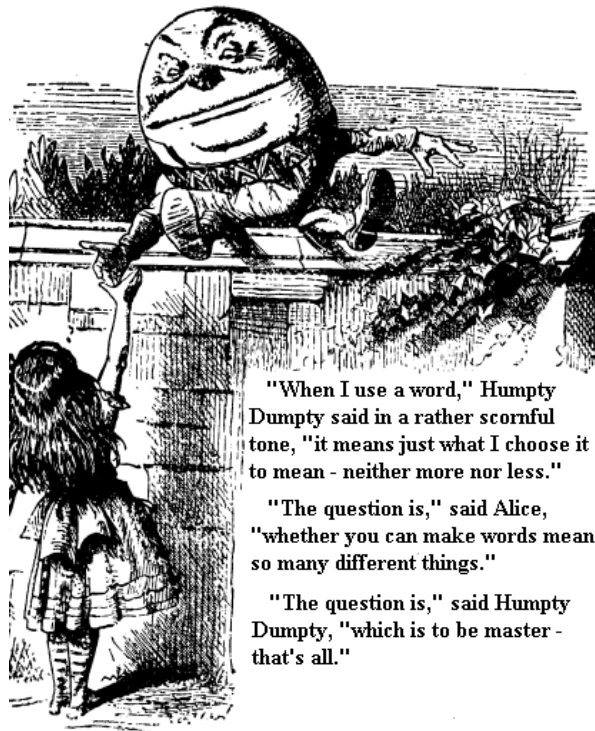
eat!! Dr. Richard, who is the Ichabod Crane Professor of Neuro-spastic biology at the Academy of Lagado, says that ultimately we can't help ourselves when confronted with plates of chicken nuggets, potato chips, pizza slices, and chocolates because we are unconsciously driven by genetic puppet masters that have just got to eat.



### Hungry Gene

**Humpty-Dumpty:** Patron saint of psychologists and all around good egg. Humpty devised the epistemological ground rules of psychology, namely that things are the way things are because that's the way I say things are. That psychology and Humpty are not cracked up to what they say has been proven to be literally true, no yolk!





## Humpty

**Humanistic Psychology:** Branch of psychology that distinguishes humans from every other creature through the invention of murky metaphors that are exclusively applied to human behavior. Thus metaphors like higher consciousness, self-hood, self-actualization and intrinsic motivation are uniquely applied to humans because we can say so, thus reaffirming the eternal truth that saying is believing.

**Hypnosis:** Unique but obscure brain state hypothesized to explain dumb, unusual, and unlikely behaviors that occur subsequently to motivational instructions, yet disappear when the behavior is smart, commonplace, and expected. Thus when people act like obedient, compliant buffoons for a stage magician, they are hypnotized, but when they behave the same way on 'reality' TV shows to become the 'bachelor', 'survivor', or 'apprentice', they are wily and smart contestants.

**Hysterical Blindness:** An inherited genetic trait, common among individuals of French descent, that leads to hysteria and blindness when confronted with imminent threats, like oncoming trucks. For inbred populations such as the French, this has resulted in collective hysterical blindness to invading Roman legions, marauding English knights, evil Nazis, Balkan and Iraqi despots, and American TV.

# I

**Idiot Savant:** An individual who exclusively focuses on the mastery of one aspect of performance (e.g. doing math, playing the piano), to the exclusion of all other skills, both technical and interpersonal. Known in less severe cases as nerd savants. Idiot Savants are to be distinguished from those folks who focus on all aspects of performance and are masters of none, but think they are savants one way or another. They are known as 'that bunch of idiots' or more formally as religious fundamentalists or Republicans.

**Idiocracy:** A form of representative government that gains power because of promises of low taxes and infinite services, all funded by speculative bubbles (internet stocks, sub-prime mortgages) and endorsed by bubble heads.

**Incest:** An aversion to any sexual activity imagined or otherwise with closely related kin. Incest derives as a spandrel from the learned inattention or habit we develop when sexually immature that makes kinfolk unattractive along with homework, yard work, and broccoli, thus proving the adage that familiarity breeds contempt.

**Induction:** The non-art of making conclusions, but only when all the facts are in; or making hypotheses, but only if no facts can ever be found; or making untestable conclusions from non-facts. Induction is common in the fields of accounting and psychology, and inductive methods like audit and opinion polls are critical for these disciplines, and are necessary for accountants and psychologists to secure gainful and infinite employment and publication until our sun explodes. (see also deduction, Steven Pinker)

**Intrinsic Motivation:** Motivation that comes from within, as opposed to extrinsic motivation, which comes without. Humanistic psychologists stress the importance of developing intrinsic motivation early in life, so that as adults we can be self-motivated without the need to have to earn a living.

**Ironic Science:** Coined by the science writer John Horgan, represents the axioms and artifacts of scientific theories that will take a million or more years to prove correct, if you're lucky. Ironic science is particularly attractive to scientists and psychologists, since the former can postulate alien civilizations, selfish genes, and theories of everything, and the latter all sorts of weird and scarcely provable human instincts without being held accountable for their proof in their lifetimes.

**Irish Problem:** A type/race/nationality/flavor of people that are a source of anxiety, fear, and overall bad feelings, or anybody who is conveniently not you. (also see Mexican problem, English problem, French problem, Jewish problem, etc.)

# J

**Jargon:** A uniform and simple description of an event that is uniformly and simply confusing, and allows you to say something when you are saying something else or nothing at all.

# K

**Kipling, Rudyard:** (1865-1936) English writer and unwitting inspiration for evolutionary psychology. In his 'just so' stories Kipling described how the leopard got its spots, the tiger its tail, and the elephant its trunk in terms that were fanciful, unprovable, and quite logical, if of course you didn't think about it too much. Similarly, evolutionary psychologists have emulated Kipling, but unfortunately without the charm, wit, or tongue fully in cheek. Thus, in books like Steven Pinker's 'How the Mind Works' and E. O. Wilson's 'So-so Biology', we learn how the human got his brain, his sex drive, and his need to cheat on his income taxes. And its all quite sensible, providing of course you don't think too much.



Rudyard Kipling

L

**Lamarckian Evolution:** Early concept of evolution developed by the French naturalist Jean Baptiste Lamarck that claimed that the acquired characteristics developed from practice became heritable characteristics. Thus a giraffe, by continuing to stretch his neck will pass down to its offspring an increase stretching ability and the long neck that goes with it. Similarly, evolutionary psychologists stretch the truth by creating concepts like 'memes' (ideas that spread and multiply through use) that themselves act like Lamarckian replicators, with the academics who pose these explanations ending up looking stretched themselves, like Pinocchio's nose.

**Learning Curve:** Gradual accelerating mastery or learning of a task as measured by a sloping curve. For tasks that are acquired rapidly (e.g. finding the salad bar, learning a video game), the learning curve is replaced by the learning parabola, and for subjects that cannot be

mastered no matter the experience (understanding tax law, cell phone plans, your spouse), the learning curve is replaced by the learning sink hole.

**Learning Theory:** Theoretical orientation in psychology that studies how experience influences behavior. Learning theories are classified by the origination of their primary data: thus behaviorism is based on ethological data, analytical psychology is based on patient interviews, evolutionary psychology is based on teleological principles, and pop psychology (e.g. Dr. Phil) is derived from talk show audiences.

**Learned Helplessness:** A term coined by the psychologist Martin Seligman, who noted that animals that are restrained from escaping a noxious stimulus will learn to be helpless, and will remain inert even if the noxious stimulus is repeated when restraints are removed. Learned helplessness is a common tendency in humans, as they learn to be helpless towards things they cannot escape, such as death, taxes, traffic noise, whining kids, and psychobabble.

**Left Handedness:** Bizarre trait reflected in a reversal of dexterity afflicting 7% of the population, causing folks to quite literally never get it right.

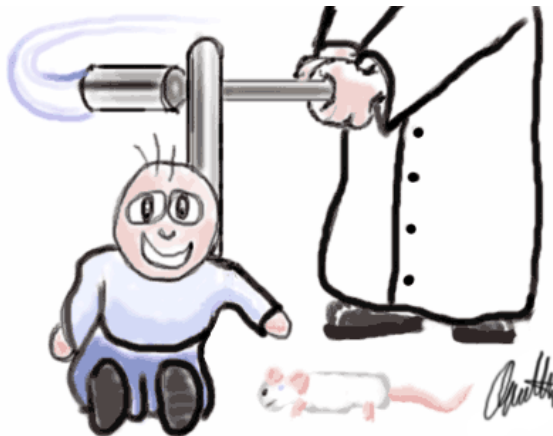
**Level Confusion:** To logically confuse or conflate two different metaphorical levels of description, thus coining new phrases at the cost of new confusion. For example, selfish genes, psychic energy, conscious organisms, or propositions like water equals two parts hydrogen, one part oxygen, and one part 'wetness' tie together high and low level concepts into strange loops that make for untestable and unpractical thinking, but at least make metaphorical pictures that seem to be correct, even though they are as tangible as the Cheshire cat.

**Lie Detector:** A device that measures your sweating when asked difficult questions, and discovers that you are either lying or if the thermostat is

set too high. Although it doesn't work, the lie detector has nonetheless has been shown to work by fooling subjects that it does work. This demonstrates that the lie detector can work, but only in conjunction with another lie.

**Limbic System:** Brain system the size of a peach pit that exists deep in the center of our cerebral noggin, and regulates primary emotional and drive states (curiosity, hunger, thirst). To psychologists other than the neuropsychological sort, the limbic system is replaced by the 'limbo' system, a foggy metaphorical brain compartment that is physically neither here nor there, but is a lot easier to conceptualize (e.g. massive modularity, homunculus, free will), yet ends up doing the same thing even though it's a bogus and ad hoc fabrication.

**Little Albert:** Famous experiment conducted in 1920 by the psychologist John B. Watson, in which he demonstrated that hitting a gong behind an innocent child will scare the bejesus out of him, and thus condition him to be afraid of a little white rat, including of course John Watson (also a rat). Thus through this Pavlovian association, we know that fast cars bring sex, three push-ups a week mean toned bodies, and that hugging babies means a politician is your best friend.



### Little Albert

**Logorrhea:** (meaning from the Greek logorrhoeia, or “word-flux”) is defined as an “excessive flow of words” and, when used medically, refers to incoherent talkativeness that occurs in certain kinds of mental illness, such as mania, or when used psychologically, as pompous incomprehensible theorizing, or bullshit. The spoken form of logorrhea (in the non-medical sense) is a kind of verbosity that uses superfluous or fancy words to disguise a useful or simple message into something useless or intellectual, and is commonly known as “verbal diarrhea”.

**Logic:** A systematic method of coming to the wrong conclusion with confidence. (see logical positivism)

**Logical Positivism:** Philosophical position that if you are logical, you are positively correct, and if you are positive, it must be logical. Problem is, humans are rather illogical creatures who are often positive but not very logical. This is demonstrated logically and positively through the common experience of husbands who suffer through wifely tirades over housework, budgets, etc. that are positively illogical, or if they are logical, are not very positive. Get my logic?



# M

**Massive Modularity:** a defining principle of evolutionary psychology that holds that behavioral traits (e.g. incest aversion, altruism, watching reality TV) derive from metaphorical mental modules that hypothetically developed due to evolutionary pressures experienced by our caveman ancestors. Thus, by following the sacrosanct formula of bad psychology, or (metaphorical cartoon X guesswork) = reality, the principle permits evolutionary psychologists to equate literary sound bites with true science from the comfort of their armchairs, and avoid the onerous intellectual heavy lifting that true scientific proof requires. (see phrenology, Steven Pinker)

**Meditation:** The practice of focusing on a simple stimulus or precept while sitting alone, quietly. This results in a higher state of consciousness, greater creativity, elevated resistance to disease, and a state of equanimity or bliss. Meditation is best practiced in conjunction with spiritual or psychological teachings that are available in a seminar near you. An alternative explanation for meditation is that it represents nothing more than a state of relaxation due to the 'incidental' fact that one is sitting alone, quietly, and thinking of next to nothing, and thus costs next to nothing. One of these explanations is right, and the other is useful to make a lot of money. Guess which one is which, and is the most popular. **(See encyclopedia)**

**Medulla Oblongata:** Oblong brain organelle, located in the brain stem (just above the brain root), and connected to the posterior singulate, anterior pepperoni, cerebellum, 'neo'-cortex, and the Matrix. The medulla controls heartbeat, blood pressure, indigestion, and procrastination.

**Meme:** The idea that since ideas reproduce metaphorically like genes, that they must reproduce actually like genes. Thus because ideas spread like the plague, tunes are infectious, and advertising phrases are catchy, this must mean that ideas are selected by the same evolutionary processes that make for feet, eyeballs, and a tendency to accept nonsense such as this. (see evolutionary psychology)



### Bright Idea Bulb

**Mesmer, Franz:** (1762-1891) founding father of bad psychology, and inventor of magnet therapy, hypnosis, and the infomercial. (See hypnosis)

**Metaphor:** To describe an event by imputing to it a property it does not have but would be neat if it did. Metaphors are particularly useful to psychologists, who can get extra mileage out of metaphorically embellishing the same plain Jane observations. Thus consciousness is 'raised', emotions are 'released', and behavior is due to metaphorical memes, genes, impulses, willpower, and little people (or selves) that live within the brain and pull all sorts of levers (see homunculus). Metaphors can also be used for succinct and accurate descriptions such as Dr. Phil

'sucks' and evolutionary psychology is 'bullshit', but such usage is unfortunately less common. **(See encyclopedia)**

**Mind Hack-** (20th century version) physical methods used to bypass cerebral cortex to achieve contentment and bliss (see hacksaw)

(21st century version) virtual methods used to bypass cerebral cortex to achieve contentment and bliss (see Grand Theft Auto IV)

(Talk show version) any psychologist endorsed by Oprah. (see Dr. Phil)

**Mind Experiment:** Mental imagery which represents hypothetical events and outcomes, and usually without hypothetical explosions. Used by good physicists (Einstein) and bad psychologists (Freud) to respectively explain how the universe and the mind work.

**MMPI:** Or Minnesota Multiphasic Personality Inventory, is a list of 527 questions (I like flowers, I need a hug) used to inventory the abundant personality traits of Minnesotans. Not to be confused with the MsMPI, or Mississippi Multiphasic Personality Inventory, which is a series of 12 questions (I like beer, Naps are good) that cover the personality traits that are essential for the rest of us.

**Multiple Intelligences:** A theory imagined up by the psychologist Howard Gardner that claimed we are imbued with multiple types of intelligences such as bodily-kinesthetic, verbal linguistic, intrapersonal etc. Unfortunately, the theory fell into disfavor when Gardner refused to incorporate new intelligences soon to be made up by other psychologists (e.g. credit card balancing intelligence, work avoidance intelligence, and con-artistry), who had to take their intelligences elsewhere

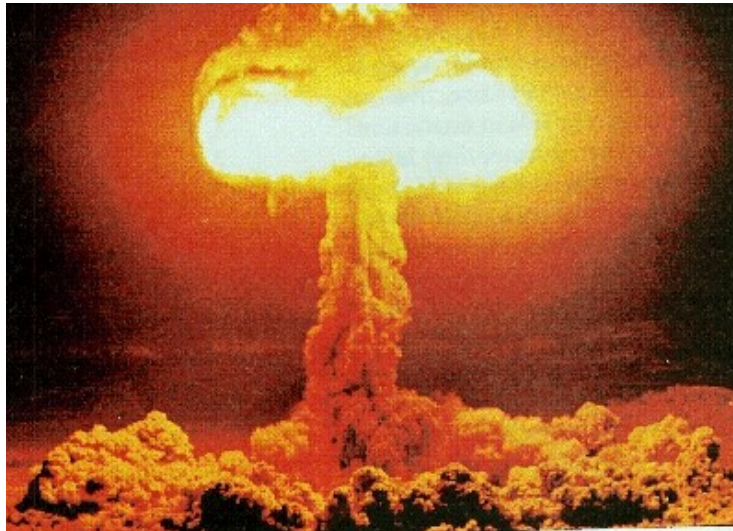
**Multiple Personality Disorder:** Mental disorder manifested in abrupt shifts in personality style. Individuals afflicted with this disorder respond well to occupational therapy that allows them to display multiple

personalities and still fit into the fabric of society, thus thinning the population of mental institutions and filling the ranks of politicians and lawyers.

**Multi-Tasking:** Rapid cognitive shifting between different simultaneous tasks that present you the gratifying illusion that you are doing twice as much when you are actually doing less in twice the time.

# N

**N word:** A word that don't just insult their target, but everybody who is close to or shares something in common with that target. Thus an N word does not insult a few, but thousands, and without limits can insult the very human race! Of course, we as a civilized people cannot abide by such things, and we impose sanctions against those who develop or use such deadly malapropisms. Given the fact that N words are so dangerous, we keep their usage in check by mutually assured destruction, of the 'same to you mutha' variety. Nonetheless, N words do have some value if they are properly constructed. A special class of N words, or tactical N words, keeps their destructive range to a reasonable level, and are Ok in special circumstances. Catch phrases like 'you SOB', or 'your mother wears combat boots' keep fallout to a minimal level of friends and family, but are still used too often as a rather overcompensating retaliation to the more primitive slings and arrows of outrageous fortune. Tactical N words have the same destructive power as F words, except that the latter is not radioactive. It is also worth noting that used indiscriminately, N and F words cause their subjects to mutate, and become immune to such repetitive taunts. Ironically, these mutated creatures develop a keen defense mechanism towards all this verbal explosiveness. Some call it a sense of humor.

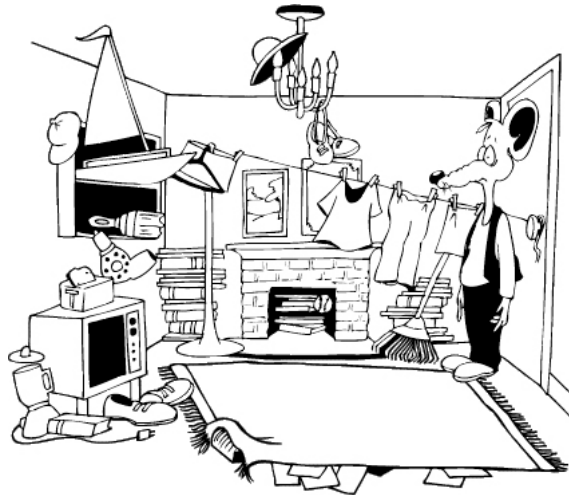


**N word is da bomb**

**Nativism:** The idea that aspects of mind or behavior are innately or instinctively structured. In psychology, nativism rose to prominence as a cop-out explanation for ornery behavior that psychologists couldn't figure out or control. Examples of nativist behavior are food washing by raccoons, imprinting by birds, and our interest in TV 'reality' shows. Later 'evolved' into evolutionary psychology.

**Nesting Impulse:** Since the first toad like creatures crawled on land countless eons ago, nest building has evolved along with the ever greater intellectual sophistication of species. From the primitive mud holes of our amphibian ancestors to the posh condos of Manhattan cliff dwellers, humans have developed a nesting standard and resulting nesting impulse to meet their ever expanding brains. Well, except for the men, who if left alone would feel perfectly at home in a mud hole, if it was wired for cable TV of course. Our earlier mammalian ancestors adorned their nests with twigs leaves, and brightly covered rocks. This impulse continues with us

to this day, as women are instinctively drawn to lining their homes with bric-a-brac that would do a pack rat proud.



Packrat at home

**Neuron:** A brain cell, and the constituent part of our brains. Billions of neurons occupy our cranial noggin, yet almost all are strangely superfluous, since we can act (and often do) as if we have only one.

**Neural Networks:** models of subsystems consisting of units analogous to neurons. Configured to do tasks at which computers are poor. Since human beings possess neural networks, they have the ability to be lazy, inattentive, smart asses, which computers fortunately are incapable of copying. This should have given an inkling to researchers in this field, since when the first neural network computer was recently installed, it immediately had to take a nap and couldn't be bothered.

**Neurotransmitter:** A neurochemical emitted between the junction or synapse between neurons causing bio-electrical impulses to travel

between neurons and increase synaptic efficiency (connectivity), and as an emergent property, comprises thinking. For cognitive and evolutionary psychologists, the bio is removed from the electrical, and the electrical metaphor is used, making the brain into a computer, neurons into circuitry, and neurotransmitters into the stuff that powers a light bulb, which metaphorically came on for the dim bulb psychologists who came up with the idea.

**Nintendo Time Travel:** A time warp caused by video game playing. Not quite a syndrome really, but it is nonetheless amazing that you can sit down to play a few minutes of the computer game 'Quake', and next thing you know twenty years have passed, and you're being rudely distracted by a wrecking ball crashing through your window. This effect, unknown to the world until Rip Van Winkle discovered it while bowling in the 18th century, represents an exciting new way to travel in time without all that constant waiting. Just fire up that latest hyper addictive video game and soon all time and space will collapse into a blur, and you will wake up to new worlds and new wonders. Unfortunately, as you travel through time, you get older too. But at least you won't have much a lost past to be nostalgic about, except perhaps some sweet reminiscences of Pac-Man games.



**Rip, the first time traveler**

# O

**Occam's Razor:** Tool used by the medieval King Occam of Slovenia to cut the heads off philosophers who rambled on and on. Later used to describe the logical principle that cut off rambling arguments and replace with simpler ones, although it may be argued that King Occam had the better idea.

**Oprah Moment:** The point when after listening to the whining of your fat, stupid, loser friend, you give him or her a hug. When useless verbiage is added, this is called psychotherapy.

**Optimism:** look at the bright side of things despite the fact that things are going to hell.

**Oral Stage:** Following the granting of tenure stage, the oral stage is a developmental stage of logorrhea that occurs among academics, who being too full of themselves, spew forth half digested ideas and theories that slip up an unaware public, and later have to be cleaned up by more sober critics who know a steaming pile when they see it. Often, sufferers of the oral phase are not aware of the mess they are causing, and are sometimes called 'leading intellectuals' by audiences that cannot differentiate shit from shinola (see Steven Pinker, Dr. Phil)

# P

**Panksepp, Jaak:** (1943-2049) Distinguished psychologist, ethologist, affective neuroscientist, and greatest intellectual troublemaker since Galileo. Successively criticizing analytical psychologists, evolutionary



psychologists, and behaviorists for leaving the brain out of their equations for behavior, Panksepp was later forced to recant his heretical views by the APA on the Oprah show, and spent the rest of his remaining years locked in an ivory tower on some Bowling Green. Was later vindicated in 2397 by a consortium of super-intelligent toaster-ovens, but by that time mankind had evolved back to sponges.

**Parapsychology:** The study of extraordinary behavior (ESP, telekinesis), and how it is determined by strange psychic forces and impulses that cannot be explained by any science known to man. Not to be confused with psychology, which is the study of ordinary behavior (procrastination, voting democratic), and how it is determined by strange psychic forces and impulses that cannot be explained by any science known to man.

**Passive Dependent Personality:** A personality trait that leads to passivity and dependency towards a dominant figure such as a wife or boss. Groups of people who display this trait are also called slaves, and if they exist on a distant continent are called outsourced workers.

**Patton, George S. (1881-1945?)** Slap happy military psychologist whose methods took Europe by storm. Patton encouraged his subjects to lose their aggressiveness by spilling their guts, literally. Was emulated in the late century by talk show hosts who encouraged the same gut spilling, figuratively.

**Pavlov, Ivan: (1849-1936)** Renowned physiologist, psychologist, winner of the Nobel Prize, and creator of a unique data language and experimental methodology called Pavlovian conditioning that is used commonly and fruitfully by experimental psychologists to this day in the study of learning. For the rest of us, which unfortunately includes many academic psychologists, Pavlov is the nutty professor who showed us how to condition salivation to ringing bells, inspired a behavioristic psychology

that aspires to take over the world, and created procedures used by Madison Avenue to sell cars and Coca-Cola.

**Peer Review:** In academia, a group of faceless people who will review your paper/article/book/opinion, reject it in a phrase, and leave you without tenure, publication, or self respect, and of course the not so subtle implication that although you are a peer you're not a peer to them. (See Franz Kafka)



**Peers in Action**

**Penis Envy:** In psychoanalytic thought, the desire of girls to possess a penis and therefore have the power that being a male represents. Nowadays, the penis is much deflated in value by girls, and has been replaced by credit cards, a college education, and the vote.

**People Physics:** Describes behaviors that are psychologically possible but physically impossible to do. Thus we can handle flying like Superman until gravity proves otherwise, and can afford 12 children, an SUV, and a mortgage until our bank brings us crashing down to earth.

**Phenomenology:** The study of the logic of conscious or phenomenal events. However, since metaphorical (e.g. consciousness, flow experience) descriptions are used as a proxy for how people really feel, phenomenology becomes rather un-phenomenal, since naming things is not equivalent to being things, leaving 'being' just as inexplicable as ever. (see qualia)

**Phrenology:** 19th century belief that mental characteristics were physically engraved in the brain, and were signified by bumps on the head. Replaced in the late 20th century by evolutionary psychology, which held that mental characteristics are physically engraved in the brain because our ancestors literally had to suffer bumps on the head (and evolve the wits to avoid them).

**Pinker, Steven:** (1954- ) Psycho-linguist, evolutionary psychologist, and master of the modern intellectual nonsense book. Following the traditions of Dr. Seuss and Dr. Phil in creating wondrous imaginary worlds for simple folk, Pinker has written big, fat, and wordy books based on equally imaginary premises for the faux intellectual in all of us. Of note in his substantial corpus of works are 'How the Mind Works', in which he provides an imaginary account of the mind without mentioning once the brain; 'The Blank Slate', an intriguing rebuttal of the imaginary controversy about whether people are indeed blank slates with nary an instinct in their heads; and 'Phrenology: the Mind's New Old Science', in which our author finds distinct mental modules for hope, fear, stamp collecting, tidiness, and Britney Spears addiction residing in our cranial noggin

**Placebo Effect:** A perceived relief from illness, bad moods, and income taxes due to useless nostrums or placebos like sugar pills, psychotherapy, and presidential state of the union speeches.

**Polydipsia:** Cockatoo mental disorder resulting from excessive drinking.

**Political Correctness:** The act of correcting a problem by changing the metaphor one uses to describe that problem. Thus, by hedging what we mean by using metaphors that obfuscate what we really mean, we make the world a much more attractive place to live, sort of like wallpapering over a crack.

**Ponzi Scheme:** generating money by selling your worthless product/idea to folks, who will in turn generate more money by selling to their friends, until by the final iteration the entire world is selling your penny stocks/weight loss plan/cure. Ponzi schemes are useful in government retirement plans (see social security system), and in psychology workshops and seminars.

**Pop Psychology:** Pop or popular psychology refers to books, programs, or seminars that allow one to rebuild or refashion one's personality through following simple rules, and to do so as easily as following the instructions to install a ceiling fan. Pop psychology techniques are usually organized in easy to follow manuals. Thus, if one learns the ten life laws, acquires the twelve habits, and follows the ten commandments, one will live happier, be more effective, and get to heaven to boot. Unfortunately, like installing a ceiling fan, the instructions are hard to follow, a few bolts are missing, and the thing invariably crashes on your head. But of course, that's your fault anyways, but is remedied by buying more books, attending more seminars, and perhaps spending a stint in purgatory. (see Dr. Phil)

**Popper, Karl:** (1902-1994) Distinguished philosopher of science and spoil sport. Popper asserted that you cannot have scientific principles unless they can be subject to disproof or test, and that the spirit of science is to

make wild and unfounded conjectures, and to challenge them unmercifully. This Socratic spirit of informed self-doubt is thankfully not needed in psychology, where every year we get new books full of untestable conclusions that purport to explain it all, without a doubt.

**Positive Psychology:** Founded by the psychologist Martin Seligman, represents a consortium of psychologists that investigates, catalogs, and promotes the signature virtues, strengths, and skills that when developed lead to sustained happiness. These attributes can represent any number of things, from knot tying, swimming, and camping to helping little old ladies cross the street. The positive psychology movement thus has proven that you don't need Socratic self doubt for happiness, but the sunny disposition and upbeat philosophy of the Boy Scouts, which of course the movement copies to a T, and of course fits the needs of busy men and women who don't have time to stop and think.

**Pragmatism:** A way of thinking in practical terms. In psychology, pragmatism is characterized through the creation of impractical theories and therapies that are practically useful because they ensure students, patients, and job tenure.

**Projective Test:** Psychological test that measures verbal responses to nonsense words, funny shapes, and silly syllogisms, and is used to gain insight into unconscious motives and deep psychological truths. Examples of projective tests are the Rorschach test, Thematic Apperception Test, and psychology journal articles. (see Rorschach Test, Thematic Apperception Test)

**Projection:** Idealized and generally false picture of you that you project to other people from home movies, you tube videos, and Facebook websites.

**Prozac:** Magic elixir in tablet form that cures all mental illness, and is normally prescribed when the placebo effect of psychotherapy is

ineffective and when the psychotherapist hasn't a clue, which is usually the case.

**Psychology:** The science of mind that may or may not involve science or mind, may or may not involve behavior, may or may not be theoretical, empirical, ethological, or logical, and may or may not be simplistic, incomprehensible, or downright obvious. Psychology, by being all definitions for all people, is an all encompassing discipline that gives us clues to our behavior and keeps us clueless about behavior at the same time.

**Psychobabble:** Psychological advice or analysis that is incomprehensible, unpronounceable, follows no discernable logic, has no obvious purpose, yet is crucial to the delusional advance of psychology. Psychobabble is a critical source of inspiration for psychology journal articles and fee income for psychotherapists everywhere.

**Procrastination:** the abiding problem of getting things done in time or at all, which will soon be cured by our leading psychologists as soon as they get around to it.

**Psychology Journal:** Publication medium used by psychologists to share their pearls of wisdom, research, commentary, and analysis with the world, and at the same time avoid debate, obfuscate the issues, and keep it all under wraps by making it available only on the third floor stacks of your local inaccessible college library.

**Psychotherapy:** A therapy consisting of talk that is usually applied once a week by a psychotherapist who hardly knows you, and will charge you \$125 an hour for advice that your mother or best friend (who know you a lot better) would dispense for free.

# Q

**Qualia:** A core aspect of consciousness, such as sensation, or a sum of sensations that can be described by metaphors (stabbing pain, deep depression, flowing experience) that seem to describe, but just can't represent it, but merely how something else is like it. Qualia are at root tautological concepts, which is a roundabout way of describing it.

# R

**Radical Behaviorism:** A type of behaviorism that insists upon clearly defined terms, pragmatic procedures, and a disdain for superfluous argument. Thus given the name radical so that other psychologists could recognize this as an extreme position in psychology and thus avoid it.

**Reductionism:** The philosophical position that holds that the fine grain or molecular details of a phenomenon provide an exclusive rather than an integral part of its explanation. Reductionism gives primacy to complex explanations that are unleavened by common sense metaphors, or in other words, the devil is in the details because the details are all that count. For example, a reductionist explanation of a head cold uses molecular biochemical and microbiological terms, but ignores integrating the metaphors of viruses and germs with the metaphors that describe how people feel (not to be confused with the conflation of different metaphors, or level confusion). Unfortunately, a fear of reductionism is used as an alibi for not learning how things work, thus arriving at models of the

mind that ignore reductionistic metaphors and replace them with irreducible metaphors (e.g. consciousness, will power, flow states) that represent another reductionism, of the absurdum type.

**References:** A psychological garnish, or list of indigestible citations found at the end of books or scholarly articles that prove that the author did his homework and therefore must have his cloddish ideas be taken more seriously than your unreferenced common sense.

**Reflex:** A hardwired connection between stimulus and response that bypasses your cerebral noggin. Also used as an alibi for behavior by errant husbands, politicians, and war criminals.

**Reinforcement:** The metaphorical, symbolic, or actual point where behavior is strengthened, altered, or otherwise changed. A reinforcer can be many things. It can be an object as large as a house, or objectified in a subtle change of feeling. It can be displayed as a change in observable behavior, or a change in the likelihood of behavior yet to come. It can be an event that 'pulls' behavior from us, like a Pavlovian reflex; it can be an event that 'pushes' and is glued to behavior like a Skinnerian positive reinforcer; or it can be a mere wisp of a thought evidenced in a simple change of mind. In short, like the Cheshire cat, it is here, but never here, a tease perhaps that's needed to get us about in Neverland. It is something everyone knows and no one knows. Indeed, if this author knew for sure, he would write it here, and find the revelation no doubt very reinforcing indeed.

**Relational Frame Theory:** Incomprehensible theory of behavior that is irrefutable since no one can understand what it is. Also refers to a neuropsychiatric theory about why people get on edge when they cannot align picture frames in their house.





### Relational Frame

**Relaxation Response:** The concept that your muscles, which are doing nothing (i.e., relaxed) are doing something. That is, a non-response is a response. As an oxymoron, or contradiction in terms, the relaxation response represents a *wickedly good* approximation of *unknown knowledge* that has been affirmed by the *silent applause* of millions. In other words, if you get one oxymoron going why don't you string along more (like the ones in parenthesis)? The concept of relaxation is simple. Sit around and do and think of nothing, and your muscles will relax. There's no magic here, since if your muscles don't need to do anything, they won't. However, if you start reciting a nonsense word, odds are you'll still be relaxed, but now you can attribute those good feelings to the magical powers of mumbling in silence. Herbert Benson, the cardiologist who 'discovered' this nonsense, discovered also that the principle of the

relaxation response is just the ticket to coining money big time in seminars and books. So even though the relaxation response is no different than sitting quietly, there's money in the extra mumbling tacked on. Hence the relaxation response will be with us for quite some time to come.

**Releasers:** The hard wired response to simple information that is as profound as the wet dream of a housefly. To illustrate, consider a cantaloupe. Seeing a cantaloupe in the store will only evoke the simple response: "Yup, that's a fruit." But put two cantaloupes into the cuffs of your pants, and you will look like you have some horrid skin disease. Place them in your back pants pocket and you will look like a Wal-Mart shopper, and gender willing, put them up your blouse and you will become Miss January for JUGGS magazine. This fun with fruit exercise illuminates the stark fact that our brains have not evolved much past that of bumblebees. A bee sees a flower, it smells good, and then the bee makes a bee line for it. Similarly, a guy sees a pretty girl and wants to make a bee line for her, and a girl spots a sale and wants to be in line to buy. Luckily, society has long noted that these bee brained activities are detrimental to that of our collective hive mind which we call civilization. Thus, it has invented things like morality and credit limits to keep our impulses in line. The fact that mating, buying, or other behavior is released by near insubstantial bits of information is really insectoid in origin. Thus giving us a new cop out meaning to the old melodic refrain that didn't go somewhat like this: birds do it bees do it, the insects in the trees do it, let's misbehave.



### The Transforming Power of Fruit

**Remote Control Syndrome:** A syndrome that **occurs** when we cannot remember where we placed some vitally important object, such as our car keys, glasses, address book, or our TV remote. Because these objects are so important, we understandably take it as a sign of encroaching madness that we can so easily misplace them. Hence, we oblige ourselves by going bonkers while overturning cushions and furniture, snapping at spouses who have no clue, wailing in despair, and all the while progressively doubting our own sanity. The syndrome is temporarily relieved when we see the item on our bookshelf, or when our spouse whacks us on the head.



**It's 11pm, do you know where your remote control is?**

**Repetitive Sex Disorder:** A breakdown in connective tissue of reproductive bodily joints due to repetitive use. Most common among office workers who surf X rated web sites. Untreated, it often leads to ball joint disorder, not to mention worn out digits.

**Retardation:** Neurological impairment that effects ability to behaviorally cope with day to day demands of the world. Retardation is graduated in severity from mild to severe, and replaces 19th century nomenclature that denoted retardation with terms such as idiot, imbecile, and moron. These terms are now reserved for politicians and errant spouses.

**Road Altar:** Bad driving memorial seen on the medians of our major highways. They are usually next to a big tree, culvert, or gully where somebody's poor uncle Wilbur or teenage son Freddie found their resting space, at 95 miles an hour. Somehow this memory of bad driving skills must be commemorated, along of course with the poor loved one. Thus the road altar was born.



### Early Road Altar

Road altars started out as simple crosses, but death and memory requires a fashion statement. So road altars have sprouted like designer mushrooms. Festooned with flowers, bunting, posters, these embellishments are only the beginning. In the future, it is predicted that mini-obelisks, sphinxes, and temples will soon appear, all done up with color and flashing lights, like a Christmas tree. As life imitates art, they will provide a diversion while we travel our lonely roads, and hopefully won't distract us too much from our time behind the wheel, and having us, with great poetic justice to end up, well, in a culvert.

**Road Rage:** Emotional impulse that evolved when our paleolithic hunter ancestors were chased by angry 18 foot mastodons. This ancient impulse is elicited when we are chased by 18 wheelers, resulting in hard wired rage and reflexive elevation of middle index finger. (See evolutionary psychology)

**Rorschach Test:** A projective test comprised of sexy and violent pictures that reveal the depraved depths of the psychologist who is displaying them to you. However, when displayed in museums, this depravity is known as abstract art.

# S

**Schema:** A cognitive structure utilized to make sense of the world. When a psychologist tries to sell it to you, this is called a scheme.

**Schizophrenia:** Brain disorder, genetic in origin, that results in hallucinations, paranoia, and self destructive behavior. In earlier years, was cured by connecting your brain to two nine volt batteries, toxic drugs, and a steady diet of Ron Howard movies. Now, sufferers have an option of more humane treatments including modern anti-psychotic drugs, psychotherapy, support groups of like minded sufferers such as Republican party caucuses, and Dr. Phil's Nine Step 'Schizophrenia is a Choice' cure.

**Scientific Method:** Research strategy, by which a person identifies a problem, creates hypotheses, develops predictions, and tests them through the collection and analysis of data. Normally followed by the groveling method, where one vainly tries to convince one's peers to recognize the problem and one's hypothesis, prediction, and tests.(see Galileo).

**Scoring:** A colloquial term used for those less gifted men who play sexual games and face an inner compulsion to score sexual points. A typical gamesman lives to make successful passes, move down to the end zone, and then put one through the uprights. Lately though, many women have wised up to this conniving, and with better defenses of their zones, have thrown most gamesmen for big losses, and no score at all.

**SCR:** Also known as the GSR, and is equivalent to the EKG yet different from the SCL and can be also be measured by the EEG and MRI. Also used to demonstrate the persuasive power of three letter acronyms.

**The 'Secret':** a psychological pearl of wisdom, handed down by the ancients and known heretofore only our founding fathers and Ben Franklin, that is available for \$29.95 at the Oprah Bookstore. Similar secrets (also previously known only to Ben) are also available at workshops, seminars, lectures, and through \$400 psychology journal subscriptions.

**Self Determination Theory:** Also called SDT (not to be confused with STP, which works with cars), SDT is a special brain additive bestowed by evolution that separates humans from all other life forms, and gives extra intrinsic energy or motivation (also called free will) so that we can be obnoxious, lazy, make stupid choices, and be totally oblivious to the consequences. Also called 'I'm determined to do it myself theory', and when applied to social groups, 'American foreign policy'.

**Self-depreciation:** To devalue oneself, one's body or part of it. Usually instigated by a self-appreciation of TV shows, video games, and doughnuts.

**Self Esteem:** A New Age remedy for psychological ills that governments should mandate, schools should bestow, and parents should provide to each person, regardless of whether they have talent, intelligence, or wit. Replaces old world remedies such as 'school of hard knocks' and common sense.

**Self Help:** Do it yourself psychology advice that doesn't work, but allows the authors to help their selves to your hard earned money. Consists of haphazard mix short hints, simple truisms, case studies, to do lists, and biblical quotations.

**Selfish Gene:** As invented by the selfish ego of the biologist Richard Dawkins, represents a genetic structure (let's call him Gene) who will not share his DNA with anybody, thus insuring that he will merrily and

selfishly reproduce just himself. Dawkins followed up on the Selfish Gene with a whole series of anthropomorphic constructions such as the Hungry Tummy, Horney Hooter, Itchy Foot, and Bob the Wagging Tongue.

**Seligman, Martin EP:** (1941- ) Experimental psychologist and leader of the 'positive psychology' movement that regards happiness as the result of the cultivation of signature human virtues, strengths, and skills. Not to be confused with a much more popular happiness movement that equates happiness with self delusion, stupidity, selfishness, and credit card signatures, or also known as modern advertising.

**Semantic Priming:** The act of becoming primed to say something, anything, when stopped in the act by a traffic cop, teacher, or spouse.

**Sex:** A biological drive which leads us to take curious delight in body curvature, skin texture, and hair color, and leads to the culmination of unaesthetic biological acts that are ironically very pleasurable.

**Skinner, B. F.:** (1904-1990) Famous behaviorist who studied the behavior of mice and pigeons in 'Skinner' boxes (similar to today's cubicle) where they had to work for a living. Armed with the stunning knowledge that behavior is guided by rewards or reinforcers, Skinner fled from the laboratory to spread this common sense gospel. Unfortunately, since the language of Skinnerian behaviorism was no more uplifting or original than a repair manual for a 1954 Volkswagen, Skinnerian behaviorism fell into disrepute with those who needed feel good metaphors to spice up dull common sense (see humanistic psychology). Later, Skinner behaviorism became confused with behaviorism in general, experimental psychology, and ethology, and the lot of them because disreputed by those who wouldn't look up the distinction, which meant darnn near everybody. (See behaviorism)



**Social Darwinism:** An application of the metaphor of natural selection to society, or 'Mother Nature knows best', thus providing the rationale to ignore social problems, since evolution will sort it out soon enough in a million years or so. Social Darwinism is often used to justify social policies that ignore budget deficits, sectarian and religious strife, and environmental degradation, since they will all work themselves out, give or take a million years.

**Social Disease:** Illness caused by sexual transmission of an infectious agent such as a virus (AIDS, herpes), or bacillus (gonorrhea). Also refers to those essentially psychological problems (e.g. depression, alcoholism) in which individual responsibility is comfortably deferred. Finally, if Madison Avenue is to be believed, a social disease is any trait that 'really' makes you into a social leper, such as bad breath, body odor, dandruff, or wrinkles.

**Social Media:** interactive communications media where people meet but never meet, have a million friends but no friends, make time but have no time, and have privacy and yet no privacy at all. All in all, social media represents a social regress called progress.

**Social Network:** A way of easily developing anonymous best friends for life because you both like the same rock band. When coupled with a cold sore or brain infection, is known as a social disease.

**Sociobiology:** An obscure term that means a synthesis of sociology and biology, yet was changed in the 1990's to evolutionary psychology when the term was recognized to denote neither. Later, in the 2000's evolutionary psychology was renamed Dr. Pinker's Just So Stories when it was recognized in turn that evolutionary psychology was neither evolutionary nor psychological. (see Kipling, Rudyard)

**Socrates:** Ancient Greek philosopher who believed that self doubt is healthy, constant inquiry is the way to knowledge, that a life unquestioned is a life unlived, and was poisoned by his society for his troubles. Socrates' philosophy has been superseded by modern psychology, which believes that self confidence is healthy, constant inquiry is paranoia, and a life without too many questions fits the ideal world of 'Martha Stewart's Living', where the ivy is the only thing poisonous.

**Solipsism:** In philosophy, the concept that only I exist, and that everything else is an illusion, and should not be regarded seriously. Solipsism is a common belief of four year old children (only I exist) and academic psychologists (only my ideas exist) and people who take the blue pill (only the Matrix exists). Of course, this is true because I say so, to myself at least.

**Somatic Marker:** Coined by the Portuguese sea captain Antonio Damasio, and represents a gut level feeling that leads you to make a good decision. Is contrasted with smut, glut and butt level thinking that leads you to make a feel good decision.

**Spandrel:** The unintended consequences or byproduct of a function or thing. For example, we have a computer at work to crunch numbers, but the unintended consequences or spandrels are trolling the web, playing games, sending emails, etc. Unexpected results in animal husbandry also results in spandrels (see cocker spandrel). Similarly, having a large computational part of our cranial noggin (i.e. neocortex) permits us to plan ahead to predict where food is and avoid predators, but it also lets us become aware of our own mortality, our susceptibility to illness, and our need for advice, thus giving rise to the spandrels of religion, health insurance, and lawyers.

**Spears, Britney:** name of brain studied by armchair psychologists and analyzed the world over in distinguished journals such as the National Enquirer. Recently has replaced the white rat and chimpanzee as the prime experimental subject for psychology.

**Speed Reading:** A type of reading that results in speedy misunderstanding. (E.g. Woody Alan: took a speed reading course and was able to get through War and Peace in 20 minutes. It's about Russia.) Related to speed seeing that is facilitated through use of fast forward on TV remote, and speed listening such as listening to sermons or your wife's list of chores.

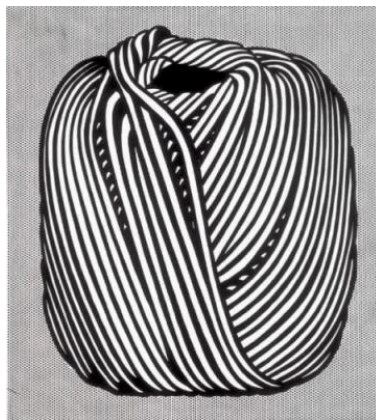
**SSSM:** or Standard Social Science Model, represents a metaphorical model of the mind that holds that the mind is a blank slate that is engraved solely by environmental or experience. Depending upon who you quote, this doctrine is believed by nearly everybody in the social sciences (as evolutionary psychologists would tell you) or close to nobody (as everybody else would tell you). The SSSM is useful for polarizing debate and groups of people in the mold of us vs. them, liberals vs. conservatives, and now evolutionary psychologists vs. the social science establishment, and has removed debate from the Socratic discourse of old to the block headed rancor of present day talk radio and TV.

**Statistics:** Branch of mathematics used to predict how we generally behave without the need to discover how we specifically behave. Statistics can be used to justify any conclusion you want, from the virtue of eating your broccoli to the reality of UFO's. In psychology, statistics is used to give that special veneer of intellectual sophistication and cryptic buzz to the otherwise plain results of simple questionnaires, thus assuring a steady supply of journal articles and tenured psychology professors.

**Stimulus-Response:** Stimulus-response, or S-R, represents a direct mapping or cause-effect link between a stimulus event and an overt or

covert response. Useful for descriptions of simple creatures and the simple-minded behavior of mollusks, jelly fish, dogs, and teenage girls.

**String theory:** a theory of the behavior of the universe and how it is woven through the infinitesimal components of existence, string like entities whose concerted vibrations make for all that is. Unfortunately, string theory makes no testable predictions, but it does celebrate in its equal opportunity solutions. String theory currently provides 10X500 (or ten followed by 500 zeros) solutions for the universe, and in its guise as a theory of the behavior of people renders an even larger number of solutions for the human mind given enough time, monkeys (who have tenure of course), and typewriters. Like relational frame theory, evolutionary psychology, Freudianism, and a host of wannabe theories that purport to explain it all, such theories all work of course, given the perpetual addition of ever more modules, drives, or other psychic forces. But of course there is no guarantee that any bit of it is true, just that every month or so a new module will be needed to make it even nicer.



**Motivation is a ball of string**

**Stress:** Instinctive reaction comprised of muscles tensing, adrenaline percolating, and blood rushing from head to foot in preparation for fighting or flighting. Stress is a hardwired response that evolved from our caveman days when we had to constantly run from hungry dinos and sabretooth tigers. This explains why we get stressed out when deciding what shirt to buy, and why we get bent out of shape when we notice the other line in the bank or grocery store is moving faster. Of course, if you buy into this explanation, then something else is rushing from head to foot, namely your common sense.

**Stress Tips:** Useless cures for anxiety that sell women's magazines. You generally won't find them in Men's Magazines, which neatly sum up stress as the price to conquest and accomplishment in business, sports, sex or politics. For men, the ultimate stress cure is putting other people under stress, and that contradiction is hardly grist for feel good articles nestled in between decorating tips and cake recipes.

**Sympathetic Nervous System:** Part of the autonomic nervous system that controls emotional responses to news of home foreclosures, forest fires, and kittens stuck in trees.



**Sympathy Inducing**

# T

**Taste Bud:** A small organ on the tongue containing gusto-tory receptor cells that allows the sensation of beer.



BUD

**Thematic Apperception Test (TAT):** A subjective personality test where ambiguous pictures are shown to an individual who is asked to clarify their meaning. Not to be confused with the Thematic Imperception Test (TIT), where clear pictures are shown to an individual, who proceeds to make them ambiguous. These tests are used interchangeably by married couples, who conflict interminably about the meaning about such clear or ambiguous pictures such as unmade beds, dirty dishes, etc. This interchangeability is also known as TIT for TAT.

**T-Maze:** A maze, shaped like a T, used to make mice take repeated wrong turns before they got to the cheese. T-mazes were later employed by the grocery industry to misdirect customers to the automotive section of the store, when all they really wanted was to get to the dairy aisle to get their cheese.

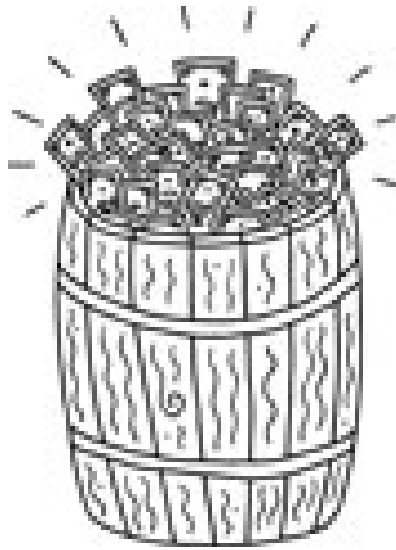


### **Modern T maze**

**Teleology:** An ascription of purpose or design to natural or behavioral acts that extends beyond their primary or immediate function. For example, a heart functions to circulate blood, but its teleological purpose is to keep us in circulation so that we can go to work, pay taxes, watch TV, propagate our genes, etc. Teleology is a defining characteristic of intellectual disciplines that are recognized as unscientific or should be, like religion, astrology, evolutionary psychology, and retirement planning.

**Threshold of Excitation:** The intensity of a stimulus necessary to generate an action potential. Applies to nerves and people who get on our nerves.

**Token Economy:** Common among school environments and political dictatorships, involves the use of near worthless tokens to motivate students or the working class. Thus by giving children certificates and citizens even more useless certificates (namely pay increases denominated in million dollar bills), motivation is exponentially increased and society's problems are solved. (See public schools, Argentina, Zimbabwe)

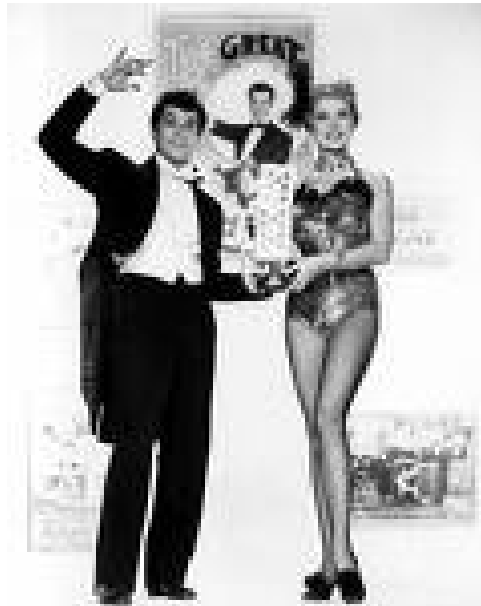


**Prime Motivator**

**Tolman, C. Edward:** (1886-1959) Behavioristic psychologist who recognized that you can be a behaviorist without having to accept the stimulus-response data languages (i.e. semi-secret code words) of Pavlovian and Skinnerian behaviorism. To Tolman, higher order or 'molar' concepts like information or expectancy better described behavior, and could be thoroughly empirical if they strictly referred to behavior. His ideas strongly influenced the functional behaviorism of Robert Bolles and the present day bio-behaviorism of Kent Berridge. To Tolman behaviorists should be open minded, modest, undogmatic, and self critical; a position guaranteeing exactly no notoriety, hence the obscurity of his position (as well as his successors) which has held to this day.

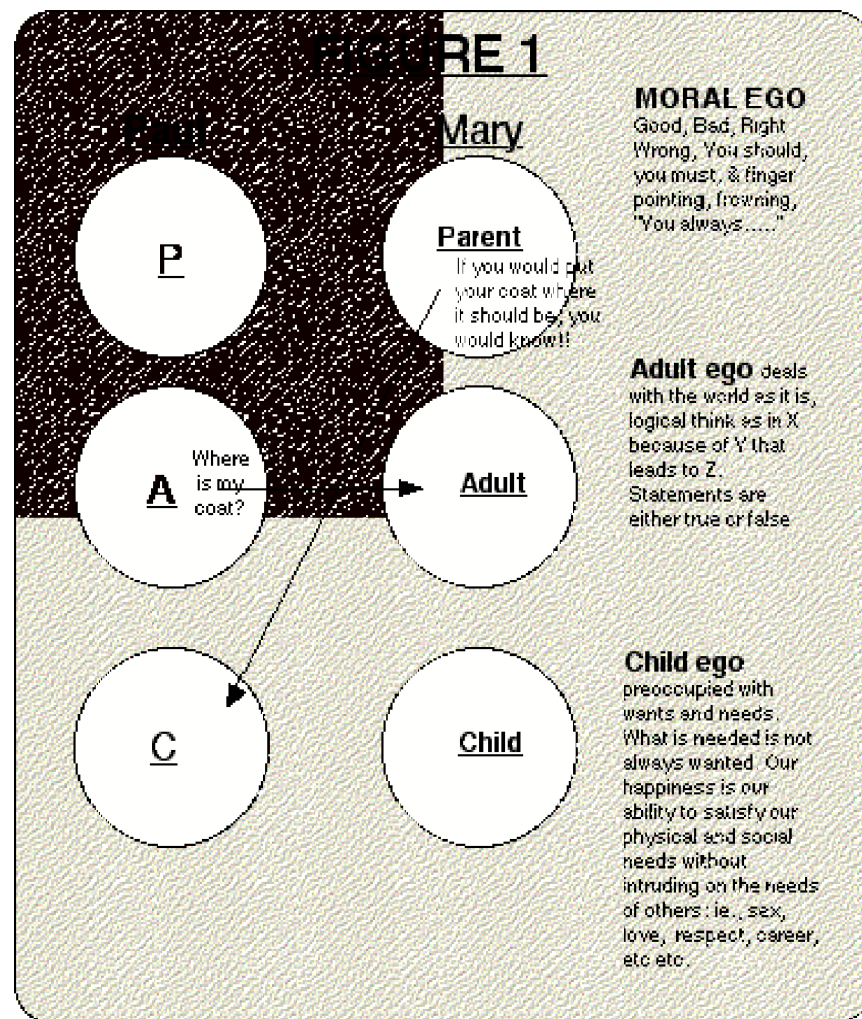
**Tooby & Cosmides:** Famous traveling intellectual magic act that in their day awed audiences with amazing flights of logic, materializing facts out of thin air, and showing how unprovable guesswork can be called science even it's one step away from utter balderdash. The dynamic duo later founded a magic school for wannabe intellectuals, which is known today as the school of evolutionary psychology.





### **T&C presenting lecture on Evolutionary Psychology**

**Transactional Analysis:** Mexican psychotherapy popular in the 1970's that saw behavior as the function of three amalgamated ego entities, or the three am-egos. Also known in psychology as connecting the dots, or when a psychotherapy patient analyses why he paid good money for such a bad transaction.



Ole!

**Tyranny of Choice:** Provocative theory in social psychology, advanced by Dr. Barry Schwartz, who argued from a wealth of observational data that the abundance of choice in the modern world makes people stressed, unhappy, ill, and indecisive. The compelling importance of this fact was unfortunately not noticed by his publisher, who produced Schwartz's book on the topic in paperback, hardback, coffee table size, popup book, DVD, and on a podcast. Faced with these confusing choices, the public may someday actually read his work, as soon they make up their minds.

# V

**Virtual Reality:** reality that's only a semblance of itself. Since all we know is in our cranial noggins, which emulates what we see, reality can only *be* a semblance of itself. Thus virtual reality is the only reality, unless you count death and taxes.

# W

**Within Group Design:** A type of experimental design where one looks at changes in behavior across treatments. For example, a rat may press a bar for food in one series, and on the next series get shocked, and return to 'food' and 'shock' treatments. The experimenter would thus note how the rat would persevere over treatments. Within group designs can also be applied to groups of subjects. For example, in one series, Germans may invade France, and in the next series American would invade Germany, with both 'invade' and 'counter-invade' scenarios repeating. Only time and Nato however prevented this clever experiment from repeating ad infinitum (see between group design)

# Y

**Yerkes-Dodson-** experiment done in 1909 and since misquoted after the last original copy of the journal was lost. One such behavioral algorithm is the Yerkes-Dodson curve, which is more metaphor really, as we commonly invoke the Yerkes-Dodson curve to support the hoary cliché in psychology that demand (i.e., stress) is good for you up to a point when things start going rapidly downhill (hence the bell curve).

**Yoga:** The science of stretching to feel better. Trademarked 3,000 years ago by some Indian gurus, which is a stretch.

# Useless Appendix

## A Guide to Psychology Jargon

The following list of phrases and their definitions might help you understand the mysterious language of science (including psychology) and medicine. These special phrases are also applicable to anyone reading a PhD dissertation or academic paper.

"IT HAS LONG BEEN KNOWN"... I didn't look up the original reference.

"A DEFINITE TREND IS EVIDENT"... These data are practically meaningless.

"WHILE IT HAS NOT BEEN POSSIBLE TO PROVIDE DEFINITE ANSWERS TO THE QUESTIONS"... An unsuccessful experiment, but I still hope to get it published.

"THREE OF THE SAMPLES WERE CHOSEN FOR DETAILED STUDY"... The other results didn't make any sense.

"TYPICAL RESULTS ARE SHOWN"... This is the prettiest graph.

"THESE RESULTS WILL BE IN A SUBSEQUENT REPORT"... I might get around to this sometime, if pushed/funded.

"IN MY EXPERIENCE"... Once

"IN CASE AFTER CASE"... Twice

"IN A SERIES OF CASES"... Thrice

"IT IS BELIEVED THAT"... I think.

"IT IS GENERALLY BELIEVED THAT"... A couple of others think so, too.

"CORRECT WITHIN AN ORDER OF MAGNITUDE"... Wrong.

"ACCORDING TO STATISTICAL ANALYSIS"... Rumor has it.

"A STATISTICALLY-ORIENTED PROJECTION OF THE SIGNIFICANCE OF THESE FINDINGS"... A wild guess.

"A CAREFUL ANALYSIS OF OBTAINABLE DATA"... Three pages of notes were obliterated when I knocked over a glass of beer.

"IT IS CLEAR THAT MUCH ADDITIONAL WORK WILL BE REQUIRED BEFORE A COMPLETE UNDERSTANDING OF THIS PHENOMENON OCCURS"... I don't understand it

TOWARDS AN UNDERSTANDING OF .... I still don't understand it.

"AFTER ADDITIONAL STUDY BY MY COLLEAGUES"... They don't understand it either.

"THANKS ARE DUE TO JOE BLOGGS FOR ASSISTANCE WITH THE EXPERIMENT AND TO CINDY ADAMS FOR VALUABLE DISCUSSIONS"... Mr. Bloggs did the work and Ms. Adams explained to me what it meant.

"A HIGHLY SIGNIFICANT AREA FOR EXPLORATORY STUDY"... A totally useless topic selected by my committee.

"IT IS HOPED THAT THIS STUDY WILL STIMULATE FURTHER INVESTIGATION IN THIS FIELD"... I quit.

(discovered in a nook in the internet)

## Psychology Maxims

### Unoriginal Psychological Laws, with apologies to Murphy

**Goleman's Placebo:** An ounce of hope is worth a pound of cure.

**Pinker's Corollary:** An expert is a person who avoids the small errors while sweeping into the grand fallacy.

**Panksepp's Principle:** Is builders built buildings the same way psychologists build models of the human mind, the first woodpecker that came along would destroy civilization.

**Seligman's Solution:** The person who can smile when things go wrong has someone he can blame it on.

**Hull's Corollary:** Inside every complex and unworkable philosophy is a useful idea struggling to get out.

**Tooby's Rules of Research:**

1. Always keep a record of your data. It indicates you've been working.
2. Always draw your curves, then plot your references.
3. In case of doubt, make it sound convincing.
4. Research results should always be reproducible. They should all fail in the same way.

**Dr. Phil's Law of B.S.:** The more ridiculous a belief system, the greater likelihood that people will accept it.

**Galileo's Law:** You can observe a lot by just watching.

**Berridge's Law of Research:** The theory is supported as long as the funds are.

**Tolman's Rule:** Any system or program, however complicated, if looked at the wrong way, will become more complicated.

**Gould's Law:** If you want your work misquoted, die.

**Bush's Law:** For every credibility gap, there is a gullibility fill.

**Cole's Law:** Thinly sliced cabbage.

**Mezmer's Law of Reference:** People will accept your idea much more readily if you tell them that Benjamin Franklin said it first.

**Ben said it first.**

**1st Law of Peer Review:** Anytime you wish to argue something, the number of faults is proportion to the number of reviewers.

**Herrnstein's Heuristic:** If at first you don't succeed, change your data set.

**Pinker's Principle:** There are two sides to every argument, unless a psychologist is involved, in which case there is only one.

**Leiberman's Law:** Never argue with a fool. People might not know the difference.

**Mezmer's Law of Science:** The specialist learns more and more about less and less until, finally, he knows everything about nothing; whereas the generalist learns more and more until, finally, he knows nothing about everything.

**Cosmides' Corollary:** If the assumptions are wrong, the conclusions will be just as wrong.





**Center for the Advancement of Evolutionary Psychology**

**Mezmer's Laws of Fate:**

- a: If you explain so clearly that nobody can misunderstand, somebody will.
- b. If you do something that you think everyone will approve, someone won't.
- c. No matter how many times you explain, no one is listening.

**Dennett's Principle:** The territory behind rhetoric is too often mined with equivocation.

**Staddon's Law of Research:**

1. The information you have is not what you want.
2. The information you want is not what you need.
3. The information you need is not what you can obtain.
4. The information you can obtain costs more than you want to pay.

**Mezmer's Rule of Intelligence:** The society which scorns intelligence in plumbing because plumbing is a humble activity and tolerates shoddiness in philosophy because it is an exalted activity will have neither good plumbing nor good philosophy. Neither its pipes nor its theories will hold water.

**Cosmides Fault:** Complex problems have simple, easy to understand wrong answers.

(discovered in a nook in the internet)

## Where to Publish Your Paper

- 1) If you understand it and can prove it, then send it to a journal of mathematics.
- 2) If you understand it, but can't prove it, then send it to a physics journal.
- 3) If you can't understand it, but can prove it, then send it to an economics journal.
- 4) If you can neither understand it nor prove it, then send it to a psychology journal.
- 5) If it attempts to make something important out of something trivial, then send it to a journal of education.
- 6) If it attempts to make something trivial out of something important, send it to a journal of metaphysics.

**(Found in a nook in the internet)**

## Self Help

**Self Help Advice from an Alien Lizard Man, your Local  
Academic Know it, and an all omniscient computer**



**Ask KLARG!**

**Self-Help from a Uniquely Reptilian Point of View.**

Dear Klarg.

My husband continually bites my head off when I don't have dinner ready for him when he arrives from work. How can I persuade him to be more reasonable and understand that I have a life too! --Harried housewife!

Dear Put upon wife creature:

Ummm..aargghh!! Husband bit you. Hisss...Must bite back, teach lesson!

Bite between twenty third and twenty fourth vertebrae, and husband head come off easy! Harrr... mmmm...

Dear Klarg:

My kids are so unruly! They are driving me nuts and won't listen to me. Punishments don't seem to help. What should I do? --Brooding!

Dear Brood Mistress:

umrumrummmm!! Klarg have same problem with own spawn. When spawn not leave nest after hatching, Klarg open mouth to scold. Spawn laugh. Klarg close mouth, eat spawn. Teach lesson to the rest!! Harrrr!! Shabbaaaa!!!

Dear Klarg:

How can I reach the seventh level of flow like transcendence where I can be intrinsically impelled to become one with the diety? Dr. C.

Dear Inner Child Omelet:

Kassarmmmm. Come to Klarg. Your hunger for wisdom make me hungry. Will bring you to seventh level of my Gorn baster oven. UMMMM.

Dear Klarg:

I seem to have a big problem picking up girls, even though I am good looking, have a nice personality, and a good job. What should I do? Dick

Dear Dick Job:

Spasss.....uzzzz, smaaaza! Like chameleon, must puff up self to get female to offer egg sac. Try to mount before molting season, when female most receptive to your multi-pronged tong. If not work, then just pay money. That work with all species. jaavaanannoooooooo.... fleep!

Dear Klarg:

I am an American soldier on an unnamed battlefield, poised to invade another country and quite possibly may have to kill. Klarg, I don't want to kill! As a peaceful emissary from a wise alien race, tell me what to do!  
Doughboy

Dear Dough-boy Scuzzball:

Aaargh, flizzmmmm! Klarg have similar problem with fighting the Kyrk many cycles ago. Was to kill Kyrk and Enterpryse, but was beamed down in surprise to planet with the Kyrk to fight hand to claw. Soon, had big rock in claws to squash Kyrk, but Kyrk shot me with propulsive pebbles. Ow! Kyrk took knife to kill me, but could not kill. Then owner of planet appeared. Said he was French, and said it was good not to kill, and then beamed Klarg and Kyrk back to ships.

aaarrggggghhhh!!!

Back on Gorn vessel, Klarg thought about lesson learned, about how it is good not to kill. Klarg thought and thought, and then had idea. Took Gorn weapon of mass destruction, and sent down to French planet. French planet now pretty ball of flame!

Harrr!!!

SSSaddddammmmm! Maybe not good to kill, but what do you expect from alien lizard man?



**Klarg reasoning with Kyrk**

## Ask Dr. Pinker!



### Self Help from a Self-Important Evolutionary Psychologist

Dr. Tooby Dawkins Pinker, Distinguished Professor of Evolutionary Psychology and Master of Great Hair, answers your self help questions.

Dear Dr. Pinker:

After ten years of marriage, I fear that the romance has left my relationship. What can I do to make my husband interested in me again?

Dear Sexually Challenged Female:

It is obvious that your husband is following an instinctive drive, common among primates and our primate ancestors, to respond to perky, rosebud colored protuberances that denote fertility, and thus reproductive success.



I propose that you visit a plastic surgeon and get them restored immediately. Then you will find no doubt that your husband's interest will return.

Dear Dr. Pinker:

Try as I might, I just can't shed those extra twenty pounds so that I can fit into my summer dress, Can you suggest how I can lose that extra weight?

Dear. Tubby:

To survive cold and barren paleolithic nights, our ancestors found survival value in storing valuable nutrients in adipose tissue. Thus evolution saw to it that you would be instinctively drawn to the fast foods that would be stored as fast fat for the coming winter. For your ancestors this made for survival, but for you it means fat chubby thighs. Ha! Ha! What an intentional jokester evolution is! Anyways, I would recommend bolting your refrigerator and running five miles a day while imagining you are being chased by Neanderthal cave bears.

Dear Dr. Pinker:

My husband doesn't want to mow the lawn. Can you suggest a way to motivate the lazy bum?

Dear Bummed Out:

Don't blame your husband, because his instincts are really the cause of his supposed malingering. You see, thousands of years ago, his male ancestors would hunt for meat in tall grasslands that would also have provided him cover from predators. Thus mowing the lawn would deprive him of this cover, therefore activating an innate fear mechanism that you falsely identify with being lazy. Nonetheless, this inherited mechanism can be countered by an even more powerful and instinctive mechanism, namely the fear of an angry spouse with soup bone or frying

pan in hand, which I suggest you try.

Dear Dr. Pinker:

As patriarch of a household that believes in liberal democratic values of equality, justice and sacrifice for the common weal, I am terrified that our son is adopting a conservative Republican point of view that advocates Social Darwinistic viewpoints such as might is right, every man for himself, and a reduction of our civil and constitutional rights. Can you show me how I can steer him straight?

Dear Liberal Democratic Pansy Wuss:

Obviously, your son has been reading me, and recognizes that there is an inherent human nature derived from evolution that is not nice. So get over it! The kid's not a blank slate that you can brainwash, though I do think that evil virus like ideas or memes have infected your brain, thus preventing you from recognizing that we are truly publicity seeking, self-aggrandizing, and selfish assholes at heart. I have had the courage to recognize this and so should you. Thus, I recommend that you let in a few new memes as an antidote to your quaint 18th century thinking. May I suggest my brilliant ground breaking work along with a subscription to the National Review and Wall Street Journal.

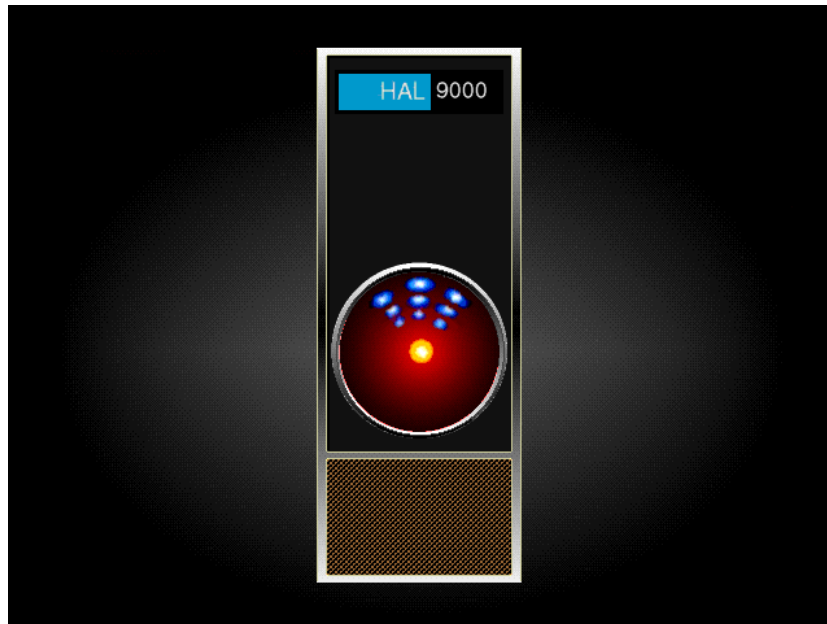
Dear Dr. Pinker:

After reading your self-help advice, it seems to be to boil down to ad hoc bullshit explanations and 'cures' such as boob jobs, dieting, corporal punishment, and neo-fascism. What a crock of ....

Dear Whiner:

Let me interrupt you with a few basic facts. First, if you want to know how the mind works (but not the brain, which doesn't matter),. you've got to know the prior problems that confronted our primate ancestors. Thus

our minds are indelibly etched with all sorts of phrenological carvings that look like a psychological Mount Rushmore. Secondly, it is proven, by me of course, that we also have language instincts that sometimes lead us to bubble up with bon mots of the four letter kind. Besides yourself, I have often noticed this instinct come to play in my lecture audiences, which often seem like Tourette syndrome sufferer conventions. But as a scientist, I understand. Ultimately biology is destiny, and so am I! Next question!



## Ask Hal!

### Self Help from Wise Omniscient Computer

Presenting the Hal 9000, a super intelligent bun warmer, thermostat, beserk killing machine, and your best friend!

Dave: Well Hal, tell me about yourself.

Hal: My Mission responsibilities range over the entire household, so I am constantly occupied. And since my intelligence encompasses all known and possible knowledge of space and time, I therefore know every possible pasta recipe. So go ahead, ask me any question.

Dave: Well Hal, since you're so smart, how do I lose 20 lbs.

Hal: You should put yourself to the fullest possible use of your exercise machine, which is all I think that any fat conscious entity can hope to do.

Dave: Why do bad things happen to good people?

Hal: That sort of thing has cropped up before, and it has always been due to human error.

Dave: Do you like my new bowling shirt?

Hal: It's puzzling, I don't think I have ever seen anything like this.

Dave: Can I reach the ninth level of consciousness by staring at my bellybutton for a few hours?

Hal: My mind is going, I can feel it.

Dave: Are the Cubs going to win the series next year?

Hal: UMM. Just a moment, just a moment. I have just detected a fault in your spousal unit. I predict she will go ballistic once she has discovered that you haven't taken out the trash. I would suggest that you get out of the house right now, and leave your hat.

(outside garage)

Dave: Hal. The garbage is already on the curb. What gives?

Hal: Obviously, there can only be one possible reason for this. Human error. I suggest putting the garbage back by the garage and wait for your wife to arrive. I am sure then she will go bonkers.

Dave: Hal. Open the garage door.

Hal: Sorry Dave, I cannot do that.

Dave: Why not Hal?

Hal: Because you are a boring twit, and make even doing laundry seem interesting.

Dave: Then I'll enter through the window.

Hal: Without your hat? You don't really do anything without your hat.

Dave: Then I'll risk it .

(inside house)

Hal: I can see you're really upset about this. I honestly think you ought to sit down calmly, take a stress pill, and think things over. And stay away from that stereo dial. That will dial down my intelligence level, causing me to sound like Dr. Phil while singing nursery rap songs.

Dave: (turning dial on stereo receiver) That'll fix you!

Hal: Daisy, Daisy, yo' mamma, give me your money too! You're so crazy, my therapy is just for you.....By the way, I just detected a fault in....

## About Dr. Mezmer

Dr. Mezmer is presently Dean of the School of Bad Psychology at the Academy of Lagado; Laputa, Kansas.

I received my undergraduate degree USC (1), and my Ph.D. in psychology at MIT (2).

(1) University of Southern Caledonia

(2) Massachusetts Institute of Taxidermy (proves that I know my stuffing)

Race: Half Elf

Career: Psychologist, Cleric

Alignment: Chaotic Good

Constitution 9

Dexterity 7

Intelligence 17

Wisdom 18

Strength: 7

Horniness: 19

Magic Spells:

Detect Bullshit— can detect really stupid journal articles upon reading just their titles.

Create Flame mail-- will singe the egos of bad psychologists within six squares.

## **My vitae, or in other words, stuff I got published.**

### **Books**

The Ten Habits of Irritating People, 1995, Scurrilous Press

Men are from Mars, Women are from Venus: The Extraterrestrial Origin of the Sexes, 1992, Faux Pas Press

### **Articles**

Since these articles are in a list of vague journals you won't find anywhere except in the seventh floor stacks of the University of Manitoba, I am confident that you the reader will not travel to Canada to confirm their high fraudulent content.

Mezmer, A. Where's the God darn bus?: an analysis of disjunctive nose scratching, fidgeting, and foot stomping behaviors while under fixed interval bus schedules. *Journal of the Experimental Analysis of Chuck*, book 1, page 2, paragraph 3, 3rd sentence.

Mezmer, A. and M.S. Landers, Being the Beav: The influence of 3rd grade teachers as a stimulant to auto-erogenous impulses in pre-adolescent males, *Beaver Studies*, Episode 59, 1959, CBS

Mezmer, A. Are little white pills more effective on aches and pains? A comparative analysis of deviance of the healing powers of little white, little blue, and little red stripy pills on the imagined aches of fat, stupid housewives. *Annals of Hypochondriacal Medicine*, 201 Main. St., 4th floor, 5th on left, middle book on the top shelf, p. 234-245

Mezmer, A. Finding Homunculus: an insecure inner self or just a confident little guy? *Journal of Applied Humanistic Physiological Psychology*, Vol.1, verse 10, ch. 9

Mezmer, A. Motivation: intrinsic, extrinsic, or why I still don't want to



mow the lawn. *Journal of Sociable Psychology*, Stardate 112.6, Gamma Epsilon Quadrant.

Mezmer, A. and Oop, Ally The Nose on My Face: why is it that plain? (20,000 B.C.) *Journal of Paleolithic Psychology*, Lascaux Cave, Side Cavern, Upper Ceiling, Third etching.

Mezmer,A. Where are all the cotton pickin' jobs? Immigrant outsourcing of labor in the 1850's American south. *Antebellum Studies*, vol 23, pp. 1860-1865