

Baltimore in the Future Tense
Chapter 2: Brain Apps
By Tom Riley

Tom Riley
(Preferred): TomRiley@WoodwareDesigns.com
(Voice mail): 443 869-3987
Skype (by appointment): Tom.Riley1945
<http://bigmoondig.com/Essays/>

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Author

General Description:

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This is the text for one of a series short videos on designing new solutions to the problems of the 21st Century by applying new science. This series is called “Baltimore in the Future Tense”. It is in the form of TED style presentations with a few graphics supported by talk. The presentations appear in six short video chapters and appendixes.

This text and videos are available on “The Big Moon Dig” Web site:

The Big Moon Dig / What & Why / Divide Baltimore
<http://bigmoondig.com/Essays/BMDWhyWhat.html#DivBalt>

Starting point essay: “Baltimore”
<http://bigmoondig.com/Essays/Baltimore.pdf>

This series was written especially for a University of Baltimore course:

“Divided Baltimore”
<http://blogs.ubalt.edu/dividedbaltimore/>

The text is in Adobe pdf. Graphics were assembled using PowerPoint and SketchUp 2015. The voice and voice times were generated with Natural Reader. The videos were made with Movie Maker. The graphic credits appear at the end of each text, as does a list of references.

The series outline is in the Chapter 1 text file.

Chapter 2, Brain Apps

Modular Brain Theory

Brain Apps

Eureka

Flow

Buy-in

Vision of success

Slide 01: Text intro, Sound A
Graphics: Text
Time: 01:08 edited

Baltimore in the Future Tense **Chapter 2 -- Brain Apps**

Tom Riley

TomRiley@WoodwareDesigns.com

The Big Moon Dig

<http://bigmoondig.com/Essays/BMDWhyWhat.html>

October 1, 2015

Comment:

Hello, I'm Tom Riley of "The Big Moon Dig".

Let's talk for a just few minutes about using new science to address our current problems. The new insights that are available are absolutely breathtaking, but communicating complex and novel ideas is a real challenge. We now have the raw information we need to solve our problems but we need to turn it into practical solutions.

In the first chapter, we looked at the big picture. In this second chapter, we will look at the modules in our brains, here called Brain Apps. The Brain Apps are small bits of human brain tissue that evolved to provide very specific capabilities and provide them quickly.

We will look at three; Eureka, Flow, and Buy-In; that are particularly helpful for solving problems, especially by groups.

Only when we have finished our dive into new science with a few more chapters, will we be able to design specific actions for our current problems.

_____ -

Slide 02: Brain Modules, Sound B

Image: fMRI

Time: 00:47



Comment:

Back in the 1990's a new medical machine came into common use the functional Magnetic Resonance Imager, or fMRI. It provided detailed images of the workings of the human brain.

Through a very clever series of experiments researchers worked out that the human brain is not a homogeneous mass of general purpose nerve tissue, but rather a collection of small modules and networks that evolved for very specific purposes. Some modules had understandable functions like analyzing the output of your eyes to produce vision. Others had less obvious functions like providing the sensation of pleasure.

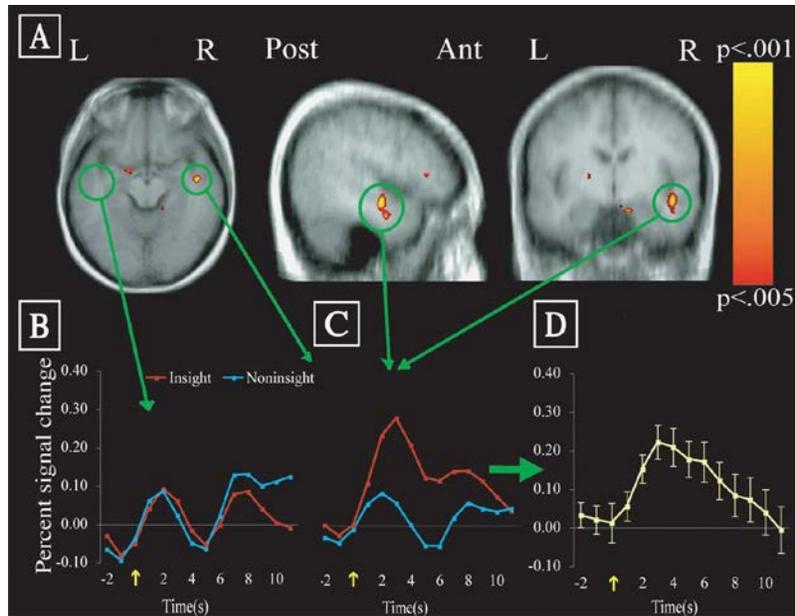
If we are to solve the problems of the 21st Century, we need the efficiency and speed to action that many of these brain modules provide.

_____ -

Slide 03: Eureka, Sound C

Image: Eureka fMRI

Time: 00:37



Comment:

Eureka is a bit of your brain about the size of a crumpled postage stamp located just above your left ear and about an inch in. Whenever you are awake, this module is monitoring your brain activity specifically to determine if you have solved a puzzle. If you have, it fires a pleasure center. Solve a puzzle, win a prize!

Nearly everybody can think of times when their Eureka has gone off. It is a particular favorite of technical people.

Clearly we have many puzzles to solve and we can depend on Eureka to be there and to give us a quick burst of happy every time we do.

Slide 04: Flow, Sound D

Image: River with book cover

Time: 01:22



Comment:

Flow is more a state of mind rather than a specific piece of brain tissue and is probably the best studied of this group. If we like, we can include states of mind in our new designation, Brain Apps.

Flow is the state of mind where you are intently involved in an activity to the point that you lose track of time and even of your body's needs. Forget sleep, forget proper meals, I am on a roll and will not stop.

Any activity human beings can do can be done, and done well, under Flow. It is particularly critical in creative endeavors like writing or coding. It got its name from early studies of writers where the words were described as flowing like a river. The results can be both brilliant, and voluminous; both timely and long lasting. Flow produces the good stuff.

Flow can be done by groups too. In sports it is called, "being in the Zone". This team version of Flow is marked by a coordinated group effort with each member supporting the others and bringing out their best.

Clearly to solve the problems of the 21st Century we will need Flow. We will need millions of individuals producing mass quantities of brilliant work, and we will need teams working in Flow in group sizes never before imagined.

Fortunately our human brains supports just this state of action.

_____ -

Slide 05: Buy-In, Sound E

Image: Building long house

Time: 01:05



Comment:

Buy-in is the mental process in which a person hears an idea, gets in action on the idea, and keeps in action on the idea. It has been the basis of all human group project work from the building of village long houses, through the Great Pyramids, to Apollo to the Moon.

Buy-In is more a network of modules than one specific bit of brain tissue, and again we can include Buy-In as a Brain App if we like.

Buy-In is a network that connects the vision center of your brain with the language center. At a key point in Buy-In, you must envision yourself succeeding with the idea. This monopolizes the vision center at the back of your head.

There are other brain modules that will get people in action. Fight or Flight is one. The danger based modules however only produce short-term action. This will **not** do. We must have long-term action to solve the problems of the 21st Century. The current dependence on the fear modules by global warming groups is therefore a major mistake and Buy-In is a viable alternative.

_____ -

Slide 06: Buy-In, Sound F

Image: Text list

Buy-In:

1. Hear the idea
2. Envision yourself winning with the idea
3. Get into action
4. Stay in action.

Time: 01:38

Comment:

Formal Buy-In is taught in many self improvement and business management courses. It can be managed as a specific set of identifiable steps that drive specific sections of the Buy-in process in the brain resulting in reliable action.

In the shortest form the steps are:

1. Hear the idea
2. Envision yourself winning with the idea
3. Get into action
4. Stay in action.

The descriptive information about the idea can be provided in any manner. Fancy graphics and videos are currently all but required.

The specific invitation to the Buy-in must however be provided in language. Stop the fancy graphics, either talk plainly or show text. You have only one set of brain modules to analyze images. Buy-in requires that these modules be used specifically to daydream about your success with the idea. If these modules are tied up with fancy graphics then they are not available to daydream.

Also note that Buy-In is an invitation. It cannot be forced. This is important.

If Buy-in occurs the recipient will usually need to express the moment in language. They will have something positive to say.

Later, when action falters, the recipient will have the daydream to remember. Buy-In is common but very memorable. The memory renews the action.

Formal Buy-in is by no means 100% effective. An advantage of 5% over conventional talks is a major breakthrough and the effect compounds like interest.

Slide 07: Conclusion, Sound G

Image: Text

Time: 01:01

Talking into Existence

- Brain Apps

- Eureka – Win the prize
- Flow – Do the work
- Buy-In – Get in Action
- Thanks,
 - Tom Riley
 - The Big Moon Dig

Comment:

Where do our problems fit into all this?

A large number of people will do the great bulk of the work needed to solve our many problems under Flow. They will work both as individuals and in groups. The 21st Century twist is the possibility through modern communications of enormous groups of people in Flow at the same time on the same problem. This is new.

We will Buy-In to enormous projects that will make Apollo to the Moon seem provincial. Again 21st Century communications removes all size limitations on Buy-In.

When we do solve a problem, and there will be many, many problems to solve, our brains will automatically reward us with Eureka. What fun!

With this new understanding of how our own brains work, we are more able to take on the problems of the 21st Century and are much more likely to solve them. They are a challenge true, but one we have the brain to take on.

Thanks for your attention,

Tom Riley
“The Big Moon Dig”

Total Time: 07:54

Target: 05:00

Allowing 00:02 times 6r for slide changes = 00:12.

Graphics Credits:

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1. **Introduction** -- Text by Tom Riley
2. **fMRI** - "MRI-Philips" by Jan Ainali - Own work. Licensed under CC BY 3.0 via Commons - <https://commons.wikimedia.org/wiki/File:MRI-Philips.JPG#/media/File:MRI-Philips.JPG>
3. **Eureka** – Julia C. Keller, “Aha! Study finds eureka moments light up Brain” (Internet, Science & theology News, June ,2004) http://www.wellness-institute.org/images/Aha_eureka_moments_light_up_brain.pdf
4. **Flow** – Umpqua River Scenic Byway, Travel Oregon
Book – Amazon Books
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Apollo to the Moon -- NASA
6. **Buy-in Steps** – Text by Tom Riley
7. **Conclusion** – Text by Tom Riley

Sound credit:

1. **Rocket blast** – Titan Rocket sound clip is by NASA

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