... Or The Influence of Imagery on Perception, Understanding and Personality

Don Levy Smith Brook Farm Consulting **Consultant & Visiting Scholar** @dblevy



A Graphic Celebration

How Did We Get Here?

Where are We Going?

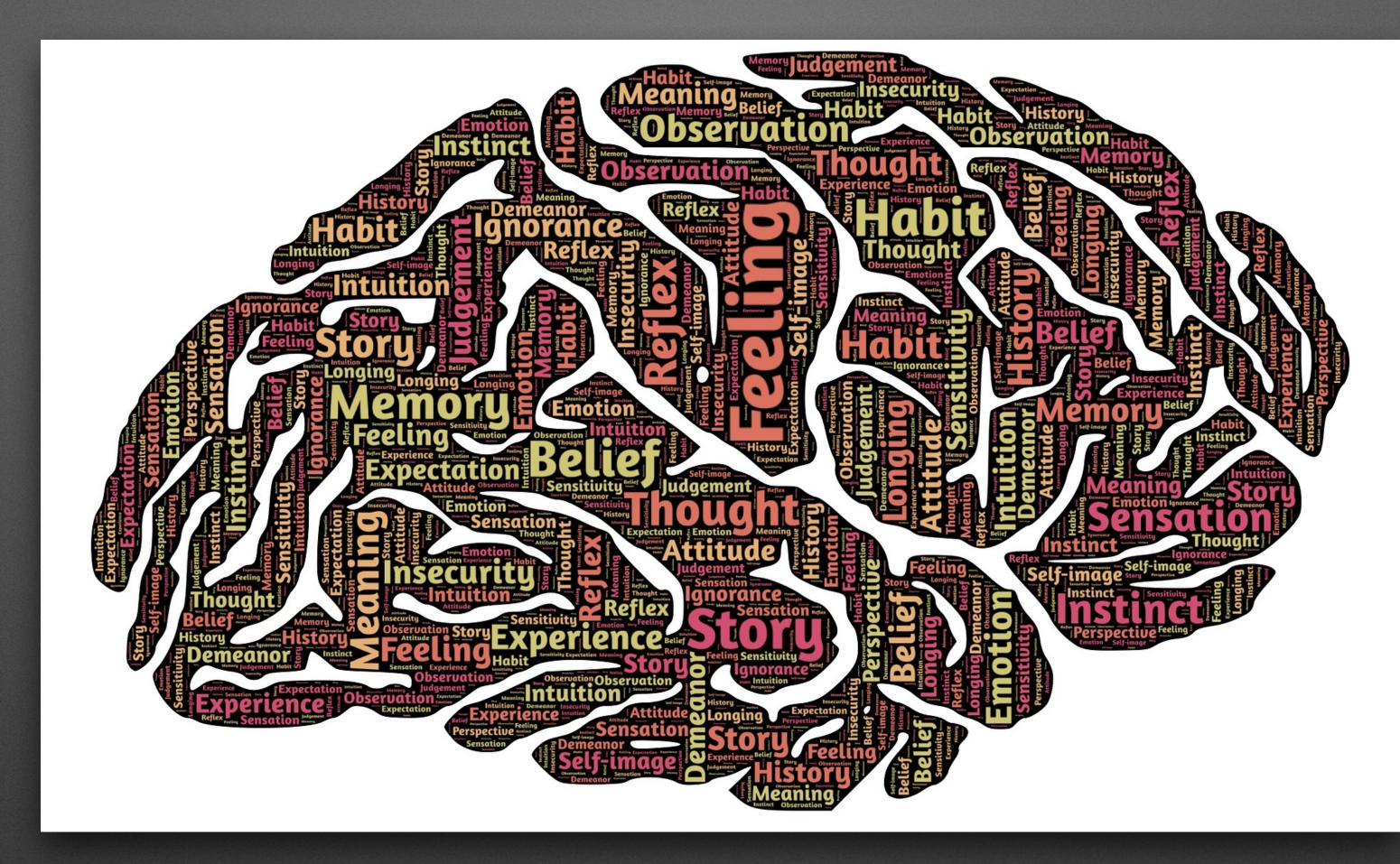
(...and Are We There Yet?)

"All we have to believe is our senses: the tools we use to perceive the world, our sight, our touch, our memory. If they lie to us, then nothing can be trusted."

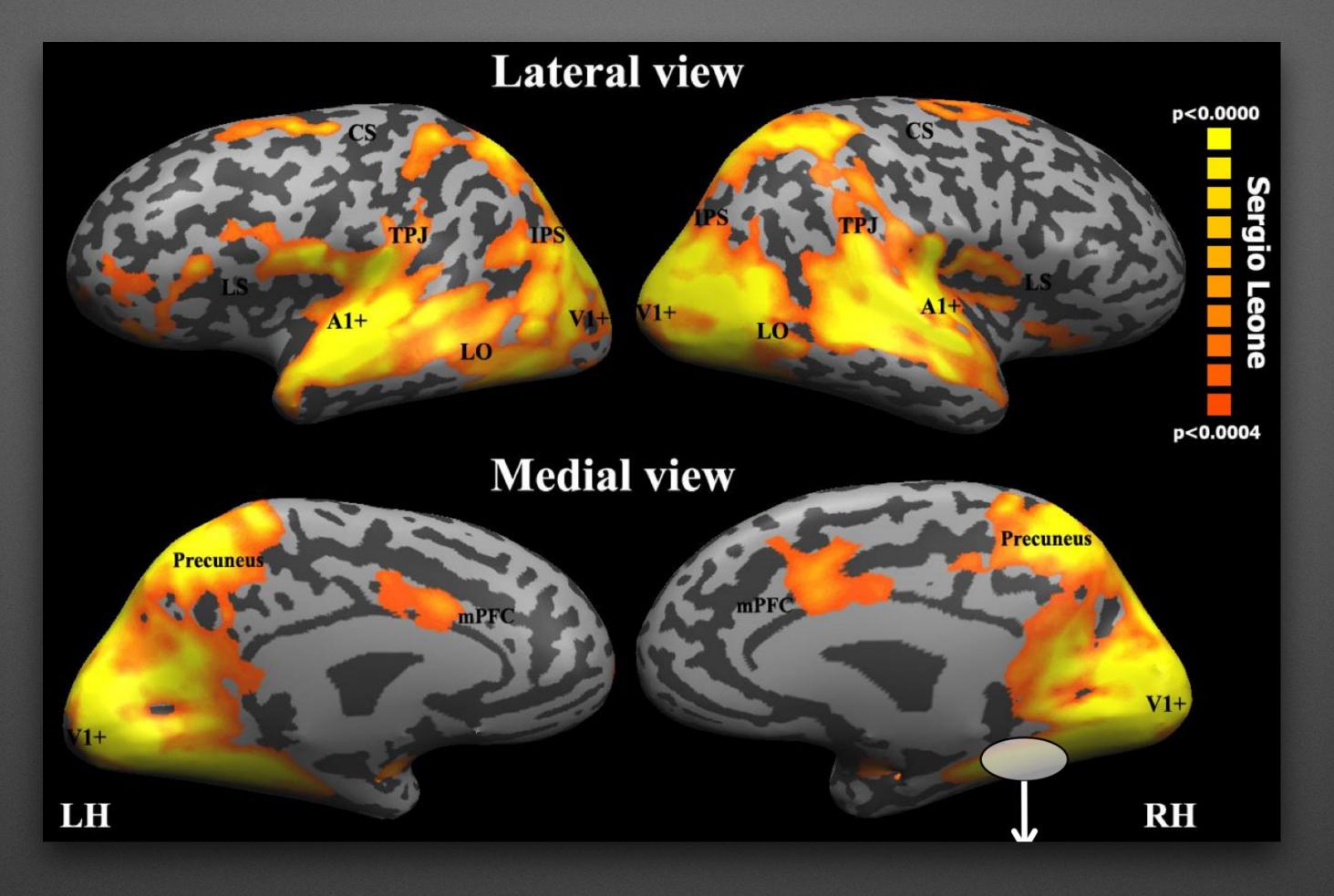
-Neil Gaiman, American Gods

We live in a visual world

If seeing is believing, does it matter what we see?



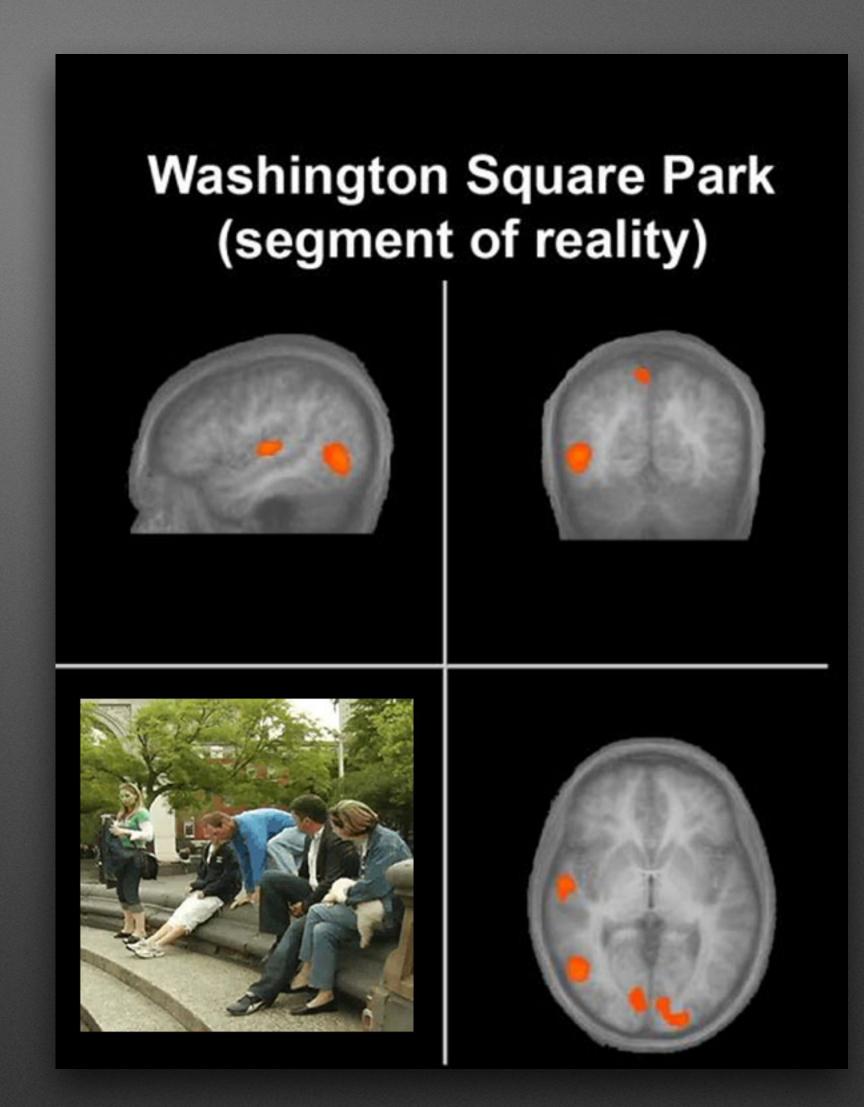
This is Your Brain



This is Your Brain at the Movies

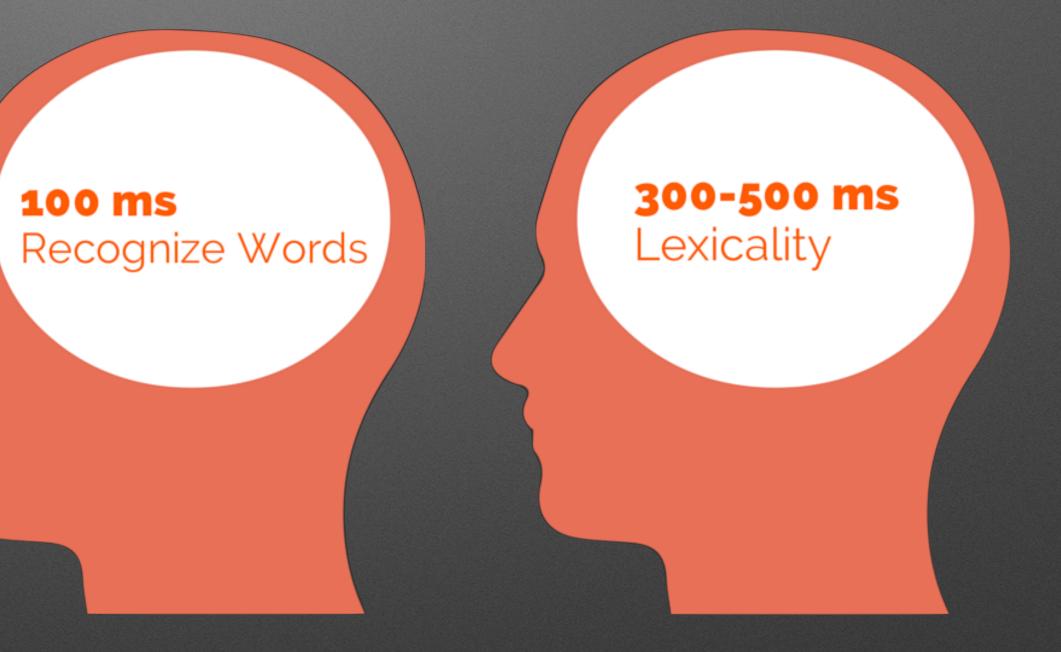
Random Scenes

Random Thoughts



13 ms Visual Recognition

Image Speed



Source: www.elsevier.com/locate/ynimg NeuroImage 30 (2006) 1383 - 1400 The time course of visual word recognition as revealed by linear regression analysis of ERP data

O. Hauk,* M.H. Davis, M. Ford, F. Pulvermu"ller, and W.D. Marslen-Wilson

Hearing

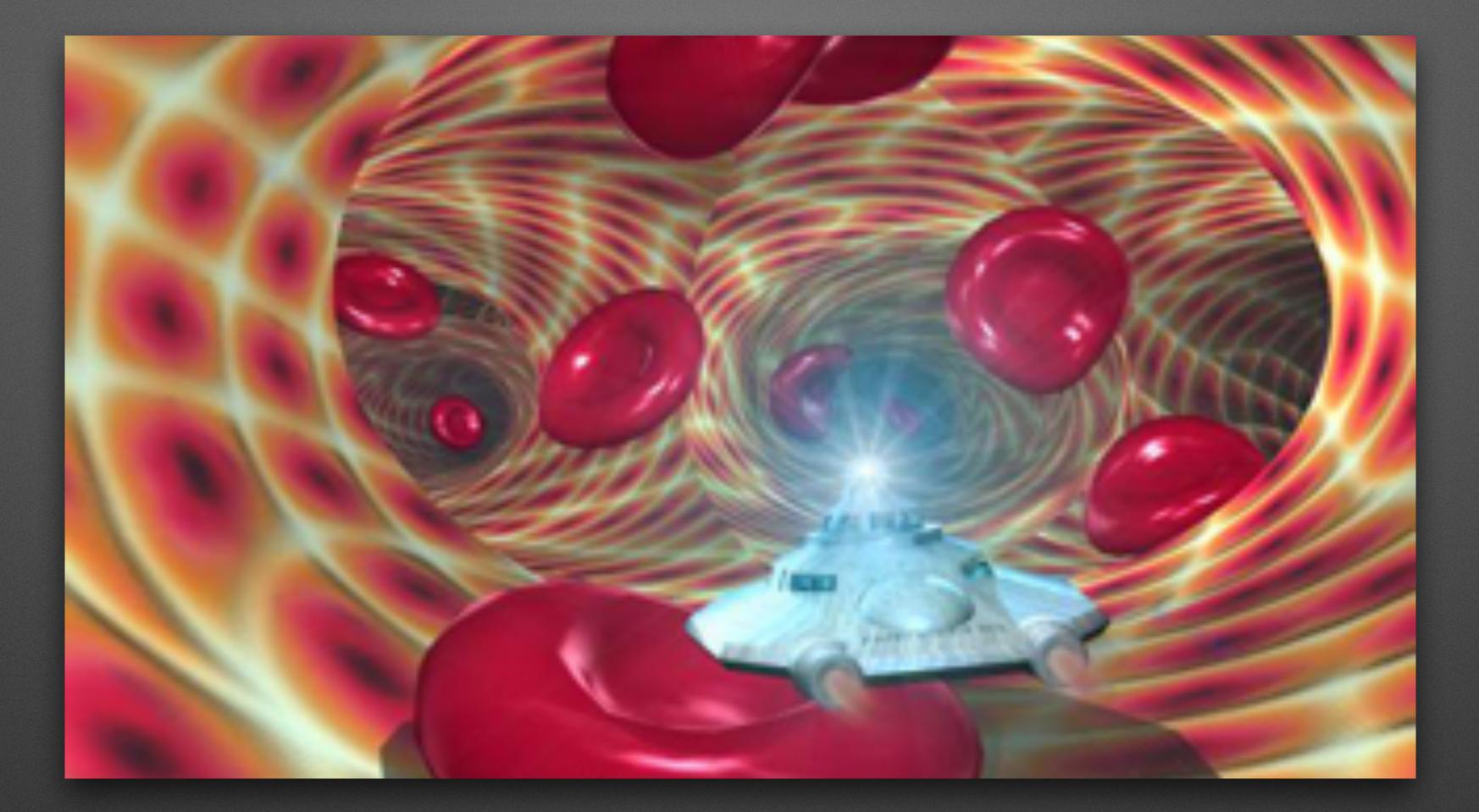
A Millionth of A Second



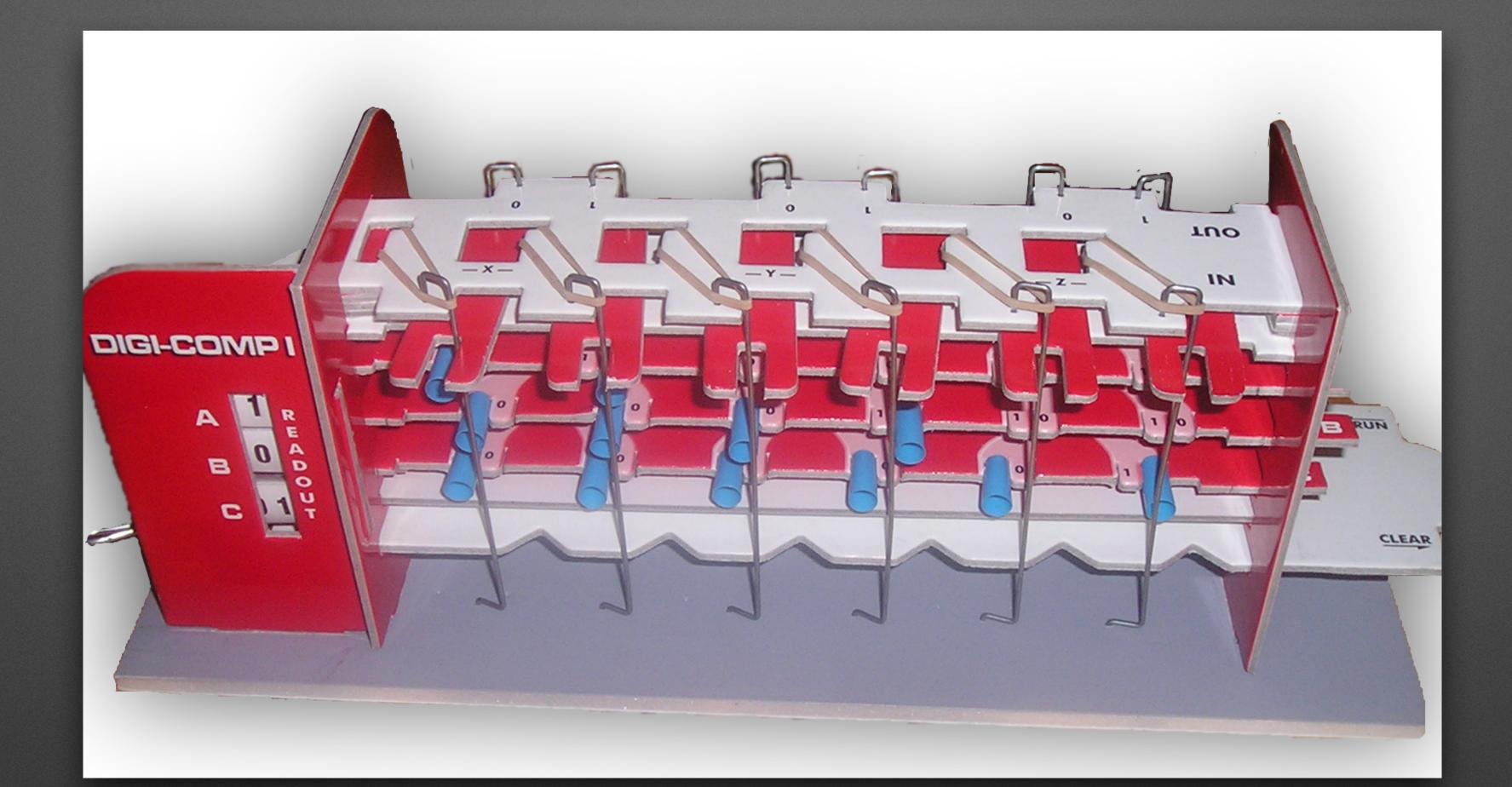
By David Benbennick (took this photograph today) [GFDL (http://www.gnu.org/copyleft/ fdl.html), CC-BY-SA-3.0 (http://creativecommons.org/licenses/by-sa/3.0/) or CC BY-SA 2.0 (http://creativecommons.org/licenses/by-sa/2.0)], via Wikimedia Commons

Life Dependencies



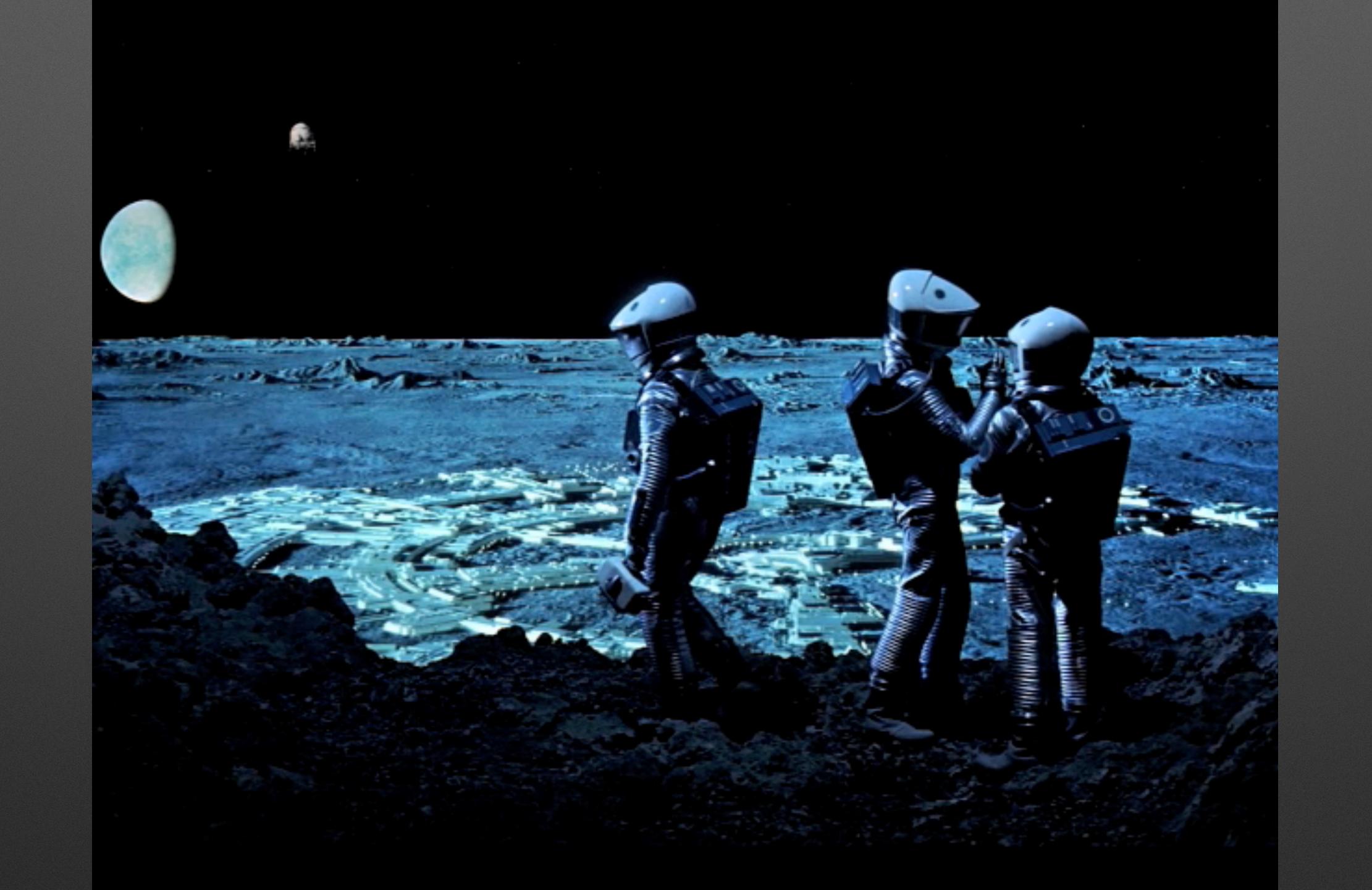


I remember when I was little, I watched a movie *The Fantastic Voyage*. ...hard to believe that it could actually become a reality at some point in my life time! Retinal Specialist, speaking of Nanotechnology today



My First Computer

The Digi-Comp





Anything is Possible







Ш Ш Ш П П Ш Ш





CBSO

A Simpler Time



Ordered + Structured = Common Perception

• Reality

- Virtual Reality
- Distorted Reality

Upside Down

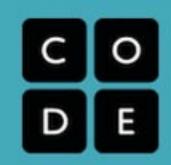
300-500 ms



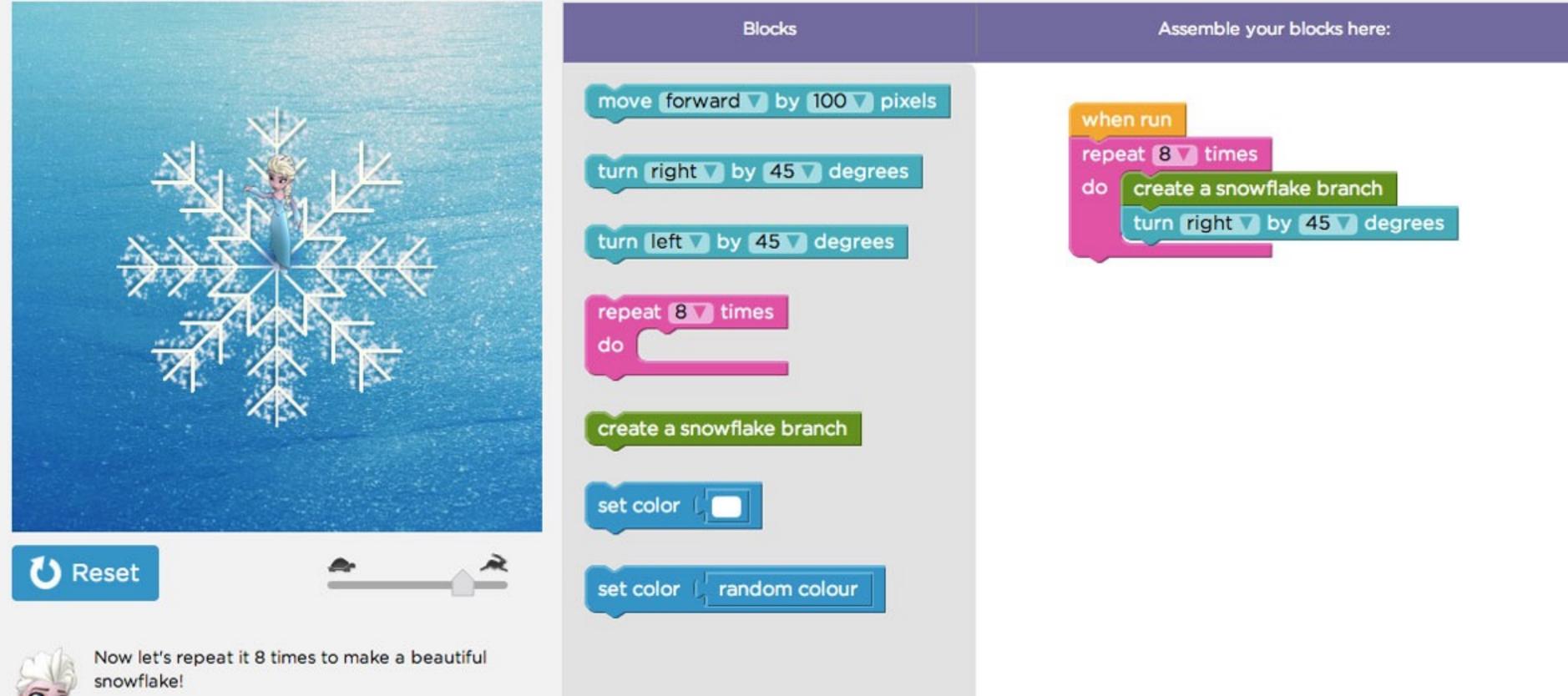
Source: www.elsevier.com/locate/ynimg NeuroImage 30 (2006) 1383 – 1400 The time course of visual word recognition as revealed by linear regression analysis of ERP data

O. Hauk,* M.H. Davis, M. Ford, F. Pulvermu'ller, and W.D. Marslen-Wilson

"Do You Want To Build A Snowman?"











How About a Strawman?

A New Brain

Man and Machine

- Separating Fact & Fiction
- Digital Literacy

Imagination Today Life Tomorrow



smithbrookfarm.com

don@smithbrookfarm.com @dblevy



THANK YOU!

Don Levy



Smith Brook Farm Growing Ideas, Naturally <u>smithbrookfarm.com</u>