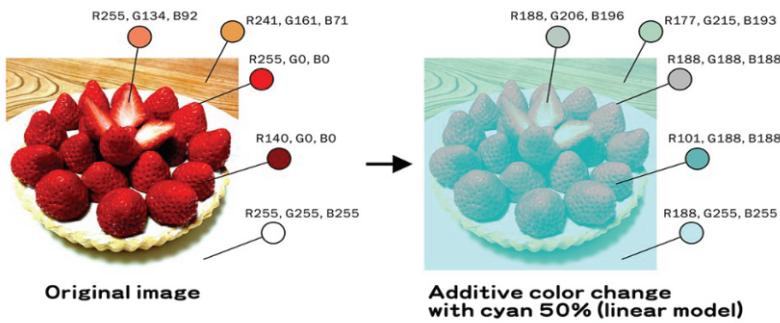


How does it work?

It is a phenomenon called **Color Constancy**. It's your brain's way of color correcting the world when filtered through different light.



did you know?™

You can't usually smell your own house (or perfume) because of a survival instinct called 'olfactory adaptation.' The brain is always looking for new, unusual, or changing smells as a sign of possible danger, so it ignores smells that have become familiar.

"Humans are pattern-seeking story-telling animals, and we are quite adept at telling stories about patterns, whether they exist or not."

-Michael Shermer



Liked the Mind Games program?

Here are some good books for further study.

The Hidden Brain - Shankar Vedantam

Why People Believe Weird Things - Michael Shermer

Quirkology - Richard Wiseman

Paranormality - Richard Wiseman

101 Bets You Will Always Win - Richard Wiseman

Captivology - Ben Parr

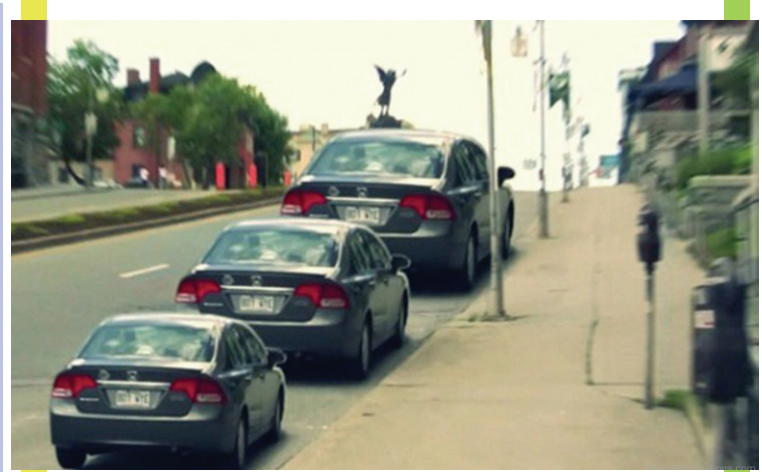
Thinking, Fast and Slow by Daniel Kahneman

The Skeptic's Guide To The Universe - Dr. Steven

Novella

Extraordinary Beliefs - Peter Lamont

The Lottery - Shirley Jackson



The Ponzo Illusion

The cars appear to be different sizes, but they are all the same size. Take a ruler and measure them. We interpret the cars as each being farther away, so we see it as larger because a farther car would have to be larger than a nearer one for both to produce retinal images of the same size.

The day you stop learning is the day you begin decaying.

-Isaac Asimov

Want to learn more?

Here are two entertaining TV series good for solid science and rational thought. .

Brain Games - Nat Geo

Adam Ruins Everything - TruTV

A LITTLE ABOUT YOUR PRESENTER

Born on the Southwest side of Chicago, William Pack got his first job in a magic shop at the age of 11. He is an award winning magician and storyteller, Victorian séance re-enactor, former card cheat, ex-casino surveillance, occasional author, and historian. His natural comedy and astonishing sleight of hand has made him a popular choice for banquet and party entertainment. Available for Corporate and Private events.

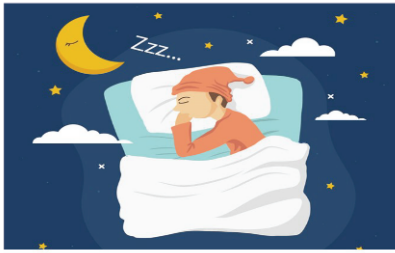


♣ PROFESSIONAL
♦ MEMORABLE
♥ ENTERTAINING
♠ FUN

WILLIAM PACK
MORE THAN MAGIC

Brain Health 101

Sleep = Maintenance mode



Brain Health 101

Regular Exercise



Brain Health 101

Learn a New Skill



Brain Health 101

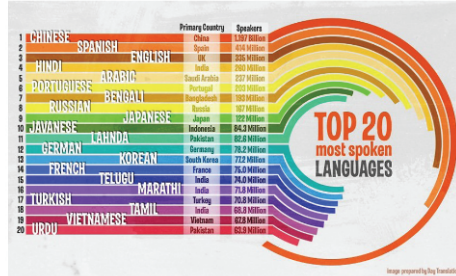
Learn a Musical Instrument



Your brain craves new, novel, different experiences! So if you already proficient with a skill, you need to learn a new one.

Brain Health 101

Bilingual = Stronger Brain



Brain Health 101
A heart healthy diet is a brain healthy diet!

THE MIND DIET



The GOOD NEWS about learning a skill, instrument, or language is that you don't have to be good at it! The important part is to keep being curious. Keep learning new things.

Déjà vu is simply your brain trying to apply an older memory to your current situation, failing, and making you feel like it's familiar anyway.



There are two ways to be fooled. One is to believe what isn't true; the other is to refuse to believe what is true.

-Søren Kierkegaard

After reading the the sentence a second time, you now become aware that the the human brain often does not inform you that the the word "the" has been repeated each time.



Do these strawberries look red? They're not! Check the other side for the explanation.

You can't believe everything you think!