

# The Color Test

Colors are associated with personality types. Does your favorite color describe you?

<b>RED</b>	extroverted courageous confident ambitious competitive	<b>PINK</b>	friendly approachable romantic optimistic naive	<b>PURPLE</b>	sensitive creative idealistic free-spirited unique
<b>ORANGE</b>	optimistic flamboyant agreeable sociable lively	<b>WHITE</b>	independent open confident optimistic wise	<b>BLACK</b>	strong-willed independent confident serious introverted
<b>YELLOW</b>	cheerful creative critical independent articulate	<b>GREEN</b>	stable moral inquisitive strong-willed need to belong	<b>BLUE</b>	peaceful conventional harmonious conservative compassionate

Did your color describe your personality?  
Did any color describe you?

YES

You have fallen victim to the Barnum Effect.

WHAT?

The tendency to find personal meaning in generic terms that could apply to almost anybody.

QUALITIES?

- 1) Vague - not specific
- 2) often includes opposites in the same statement.
- 3) Modal - applies to a large group
- 4) Favorable - more positive statements

WHY?

- 1) Authority-source seems trustworthy
- 2) Gullibility
- 3) Generality-statements can apply to almost anyone
- 4) Favorable-mainly positive, desirable traits
- 5) Personalization-seems like analysis is specifically tailored for the person

NO  
You are very smart, but for argument's sake, pick yes.



## 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



## 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

## 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

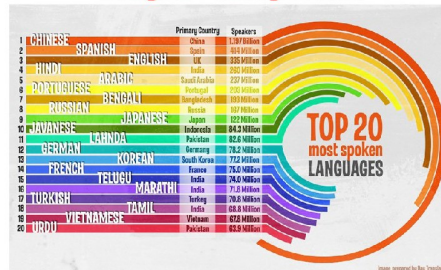


Your brain craves new, novel, different experiences! So if you already proficient with a skill, you need to learn a new one.



## Brain Health 101

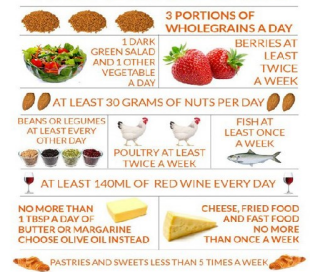
Bilingual = Stronger Brain



## Brain Health 101

A heart healthy diet is a brain healthy diet!

## THE MIND DIET

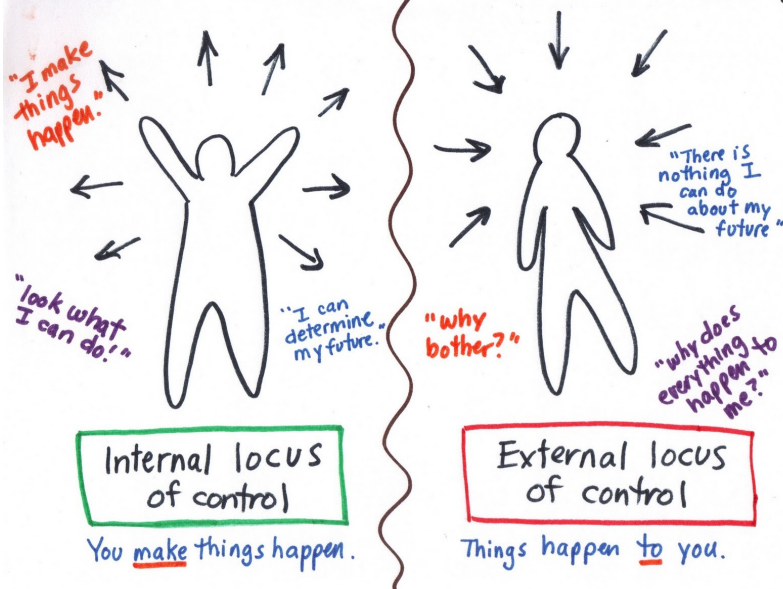


The GOOD NEWS about learning a skill, instrument, or language is that you don't have to be good at it! The important part is to keep being curious. Keep learning new things.

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

## WHICH IS YOUR LOCUS OF CONTROL?



## Confirmation Bias vs. Belief Perseverance

**Definition:** *not bothering to seek out information that contradicts your ideas*

**Benefits and downsides:**  
enables quick solutions, but misses finding out when first guesses are wrong

**Definition:** *holding on to your ideas over time, and actively rejecting information that contradicts your ideas*

**Benefits and downsides:**  
less internal mental conflict, but more social conflict

You can't believe everything you think!