





cognitive pluralism

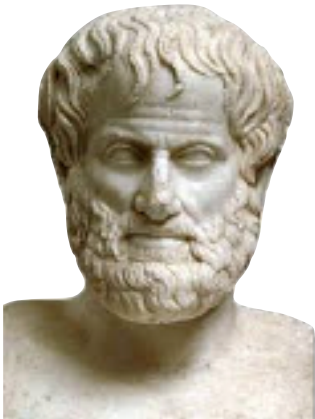






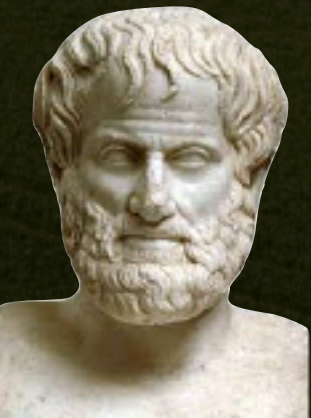


MINIMINDS CAPRES



SOCIAL MINDSCAPES

- Modern society is defined by **cognitive pluarlism**, as we belong to multiple thought communities.
- With growing specialization and differentiation, there is growing cognitive diversity and division of labor.
- We exist in a web of sociomental affiliations (e.g., an American, a Star Trek fan, a lawyer, etc.)
- As network comes more complex, the more personal it becomes.



HOW AND WHY WE CLASSIFY?