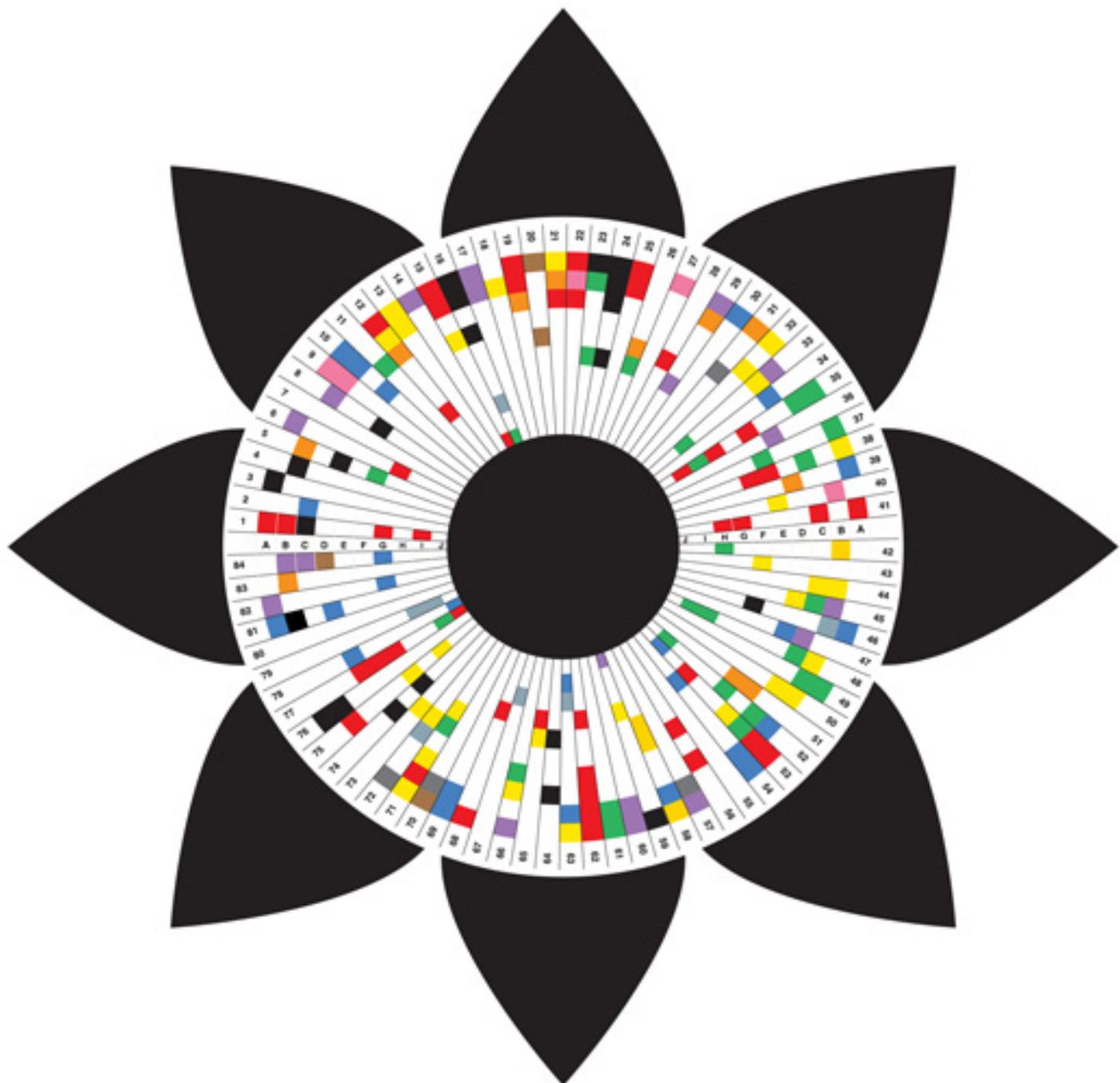


Information Is Beautiful



David McCandless

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[Breakups](#)
[War Chests](#)
[2012: The End of the World?](#)
[Man's Humanity to Man](#)
[Good News](#)
[The Good of Bush](#)
[Peters Projection](#)
[The Middle East](#)
[The Future of the Future](#)
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Foreword

This book started out as an exploration. Swamped by information, I was searching for a better way to see it all and understand it. Why not visually?

In a way, we're all visual now. Every day, every hour, maybe even every minute, we're looking and absorbing information via the web. We're steeped in it. Maybe even lost in it. So perhaps what we need are well-designed, colourful and – hopefully – useful charts to help us navigate. A modern day map book.

But can a book with the minimum of text, rammed with diagrams, maps and charts, still be exciting and readable? Can it still be fun? Can you make jokes in graphs? Are you even allowed to? So I started experimenting with visualizing information and ideas in both new and old ways. I went for subjects that sprang from my own curiosity and ignorance - the questions I wanted answering. I avoided straightforward facts and dry statistics. Instead, I focused on the relationship between facts, the context, the connections that make information meaningful.

So, that's what this book is. Miscellaneous facts and ideas, interconnected visually. A visual miscellaneum. A series of experiments in making information approachable and beautiful. See what you think.

David McCandless (August 2009)

Foreword to the Kindle Edition

Well, I didn't expect to do this. This started as a funny experiment. Could I take a rich, chunky, visual feast of a book and distill it down into a series of little black'n'white pills?

I just started playing. And to my surprise, it worked. It really worked.

Myself and the team here set about reworking and revisioning every single image of *Information is Beautiful*. Discarding the many infographics which just didn't work. Sniggering at the few that should not have worked, but did. Crunching them all down and enjoying the creative limits and odd charms of the Kindle retro-tech.

(I love its smudgy 8-bitness. The grayscale. The way the previous screen ghosts under and illuminates the next).

Actually, this book might illuminate a key aspect of infography and data-visualisation that is often forgotten. That is, concept. If your concept is strong and clear, the information design doesn't have to be complex, or wall-sized, or interactive - or even colourful. In this medium, concept is the invisible glue between data and design. More than that, concept is non-physical. It's not necessarily limited by the size of the canvas. It can be compressed into the tiniest space. And then slipped quietly into your mind on the train, on the bus, in the bath...

Wherever you're reading this, it hope it tastes sweet.

David McCandless (Jan 2013)

For best results

Make sure your Kindle device is set as follows

Kindle 4 or Kindle Touch:

ideal font
size

Convert Your Own Documents

Aa Aa Aa Aa Aa Aa Aa Aa

Typeface regular condensed sans serif

Line Spacing small medium large

Words per Line fewest fewer default

Text-to-Speech turn on

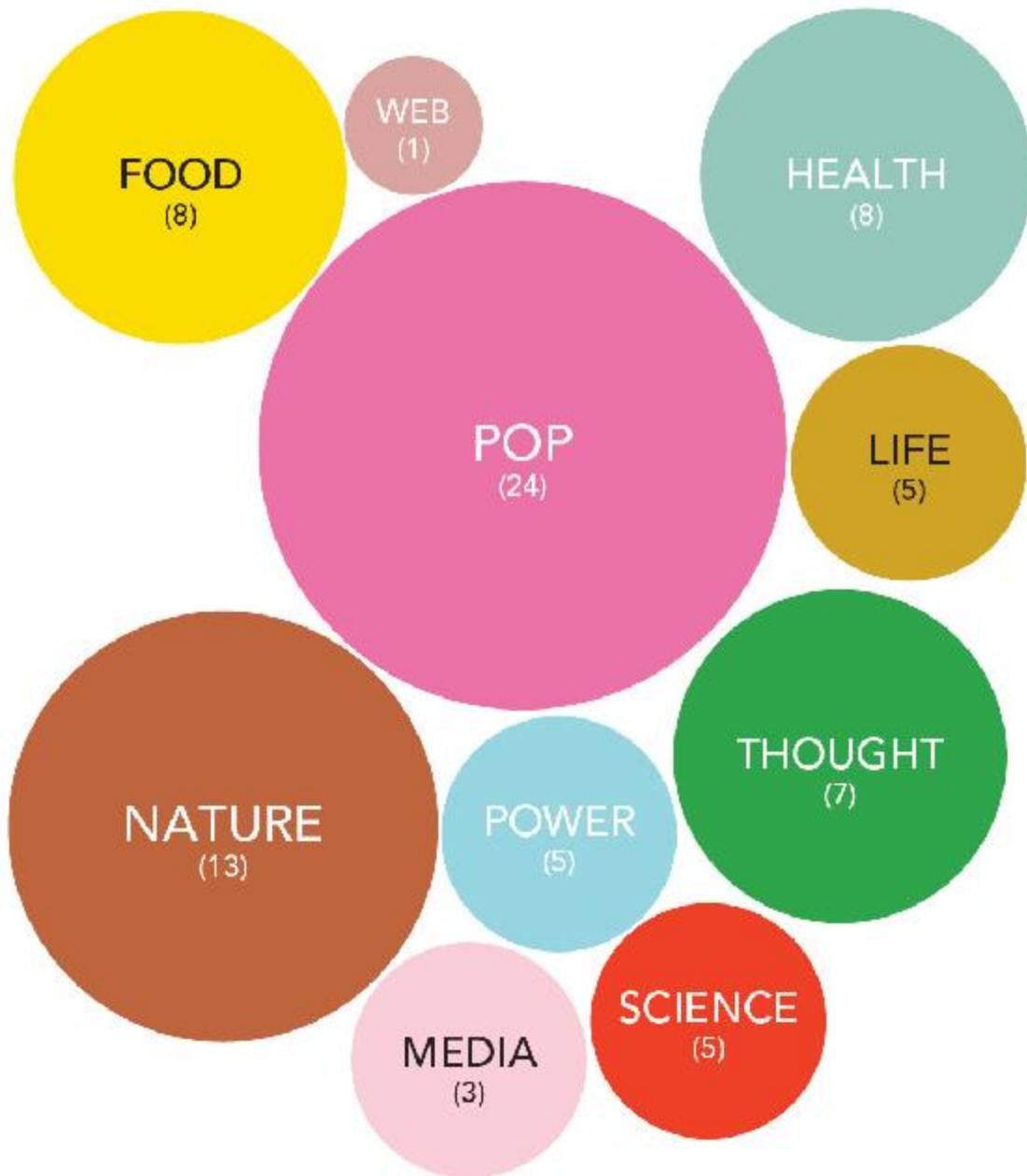
Screen Rotation



Kindle Fire: double-tap an image to enlarge

In this Book

Contents



Books Everyone Should Read

The most mentioned books in Top 100 polls and charts

Anne of Green Gables
All Quiet on the Western Front Of Mice and Men Little Women
Stranger in a Strange Land The Picture of Dorian Gray Frankenstein Atonement
The Master and Margarita The Bell Jar Emma
The Kite Runner Moby-Dick The Old Man and the Sea
The Jungle Life of Pi Madame Bovary A Clockwork Orange
Midnight's Children The Time Traveler's Wife Wuthering Heights Of Human Bondage
The Three Musketeers Remembrance of Things Past A Thousand Splendid Suns
The Da Vinci Code Persuasion East of Eden
The Stranger The Fountainhead Watership Down The Road The Little Prince
The Remains of the Day Sense and Sensibility Middlesex Disgrace The Curious Incident of the Dog in the Night-time
Underworld Love in the Time of Cholera Dracula The Handmaid's Tale Lord of the Flies On the Road
Invisible Man Scroop One Hundred Years of Solitude
The Leopard Winnie the Pooh The Sound and the Fury The Name of the Rose One Flew Over the Cuckoo's Nest
The Adventures of Huckleberry Finn Beloved
The Life and Opinions of Tristram Shandy, Gentleman His Dark Materials The Lord of the Rings 1984
Blood Meridian Fahrenheit 451 To Kill a Mockingbird
The Scarlet Letter The Hitchhiker's Guide to the Galaxy
Do Androids Dream of Electric Sheep? The Color Purple Foundation War and Peace
A Prayer for Owen Meany Crash Siddhartha Lolita Dune The Glass Bead Game Twilight
The Chronicles of Narnia Vanity Fair Brave New World A Confederacy of Dunces
Crime and Punishment Catch-22 A Tale of Two Cities Possession
The Brothers Karamazov Les Misérables Anna Karenina Cold Comfort Farm Memoirs of a Geisha
Jane Eyre David Copperfield Slaughterhouse-Five The Wind in the Willows
The Tin Drum Great Expectations Ulysses Atlas Shrugged Ender's Game
Heart of Darkness Animal Farm The Amazing Adventures of Kavalier and Clay
The Grapes of Wrath For Whom the Bell Tolls Don Quixote
The Unbearable Lightness of Being The Good Earth Oscar and Lucinda Tess of the D'Urbervilles
Pride and Prejudice Harry Potter Alice's Adventures in Wonderland
The Hobbit Gone With the Wind
Middlemarch

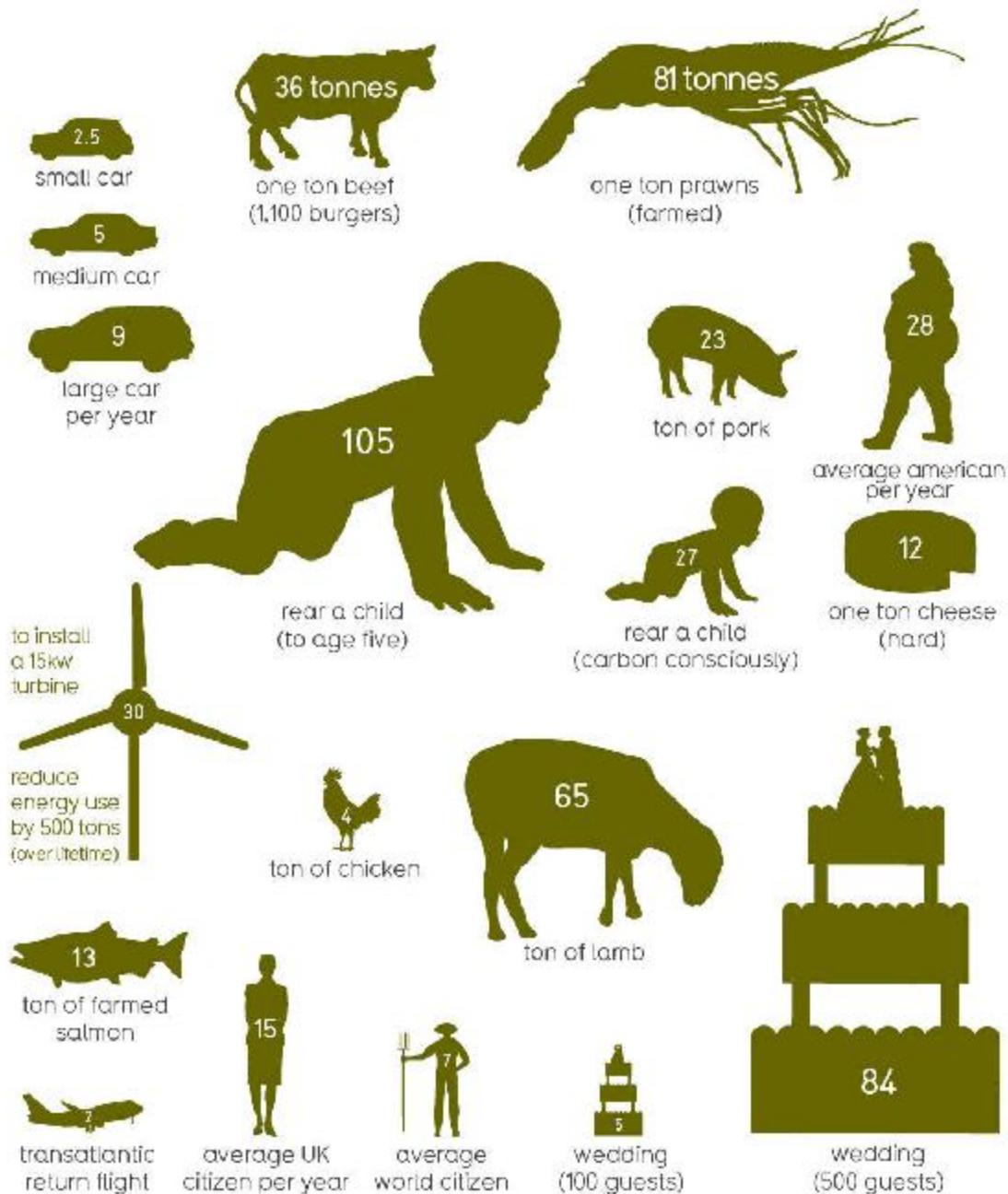
Kilograms of Carbon

Entire supply chain emissions per year



Tonnes of Carbon

Entire supply chain



International Number Ones

Because every country is the best at something







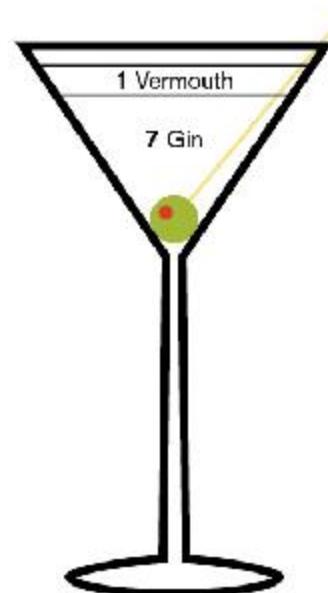




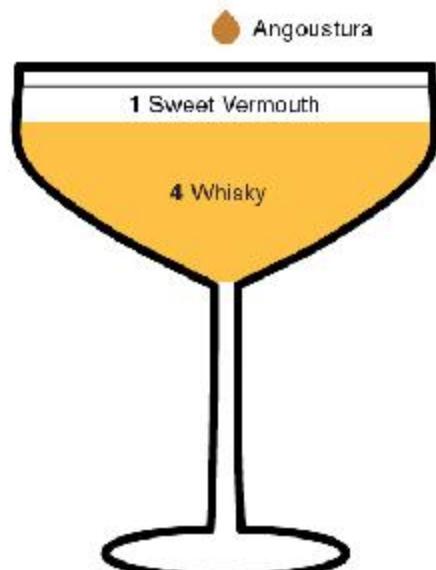




Cocktails



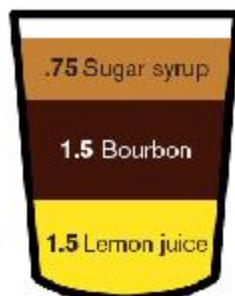
Martini



Manhattan



Mai Tai

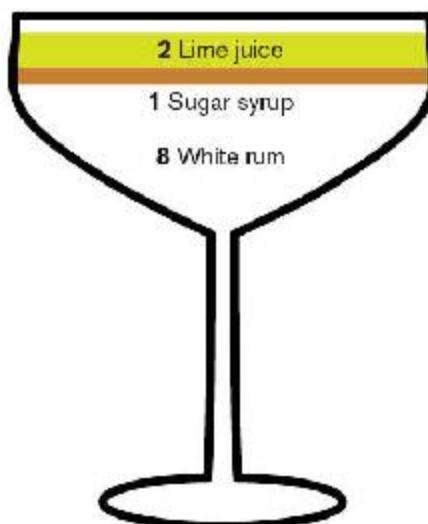


Whiskey Sour



White Russian

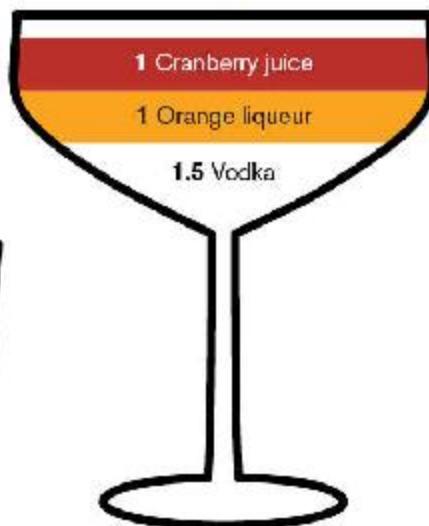
 Lime juice



Daiquiri

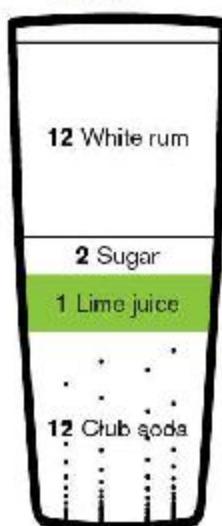


Margarita



Cosmopolitan

 Mint leaves



Mojito



Long Island Iced Tea

 White pepper

 Worcester sauce

 Tabasco



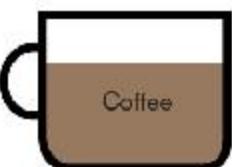
Bloody Mary

Cocktail Cures

1 salt



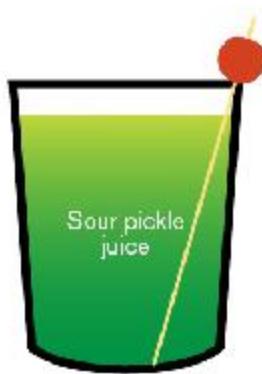
French



Italian



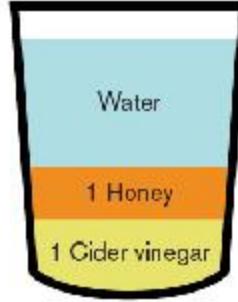
Chinese



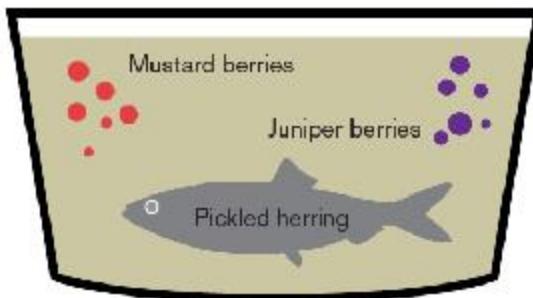
Polish



Icelandic



Icelandic



Germanic

 pepper



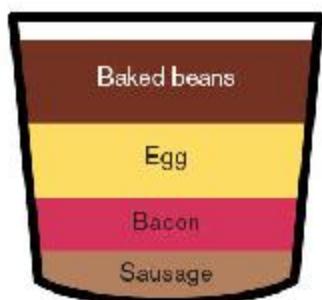
Traditional



American



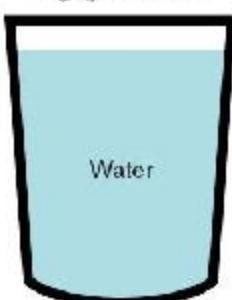
Dutch



British



Hedonistic

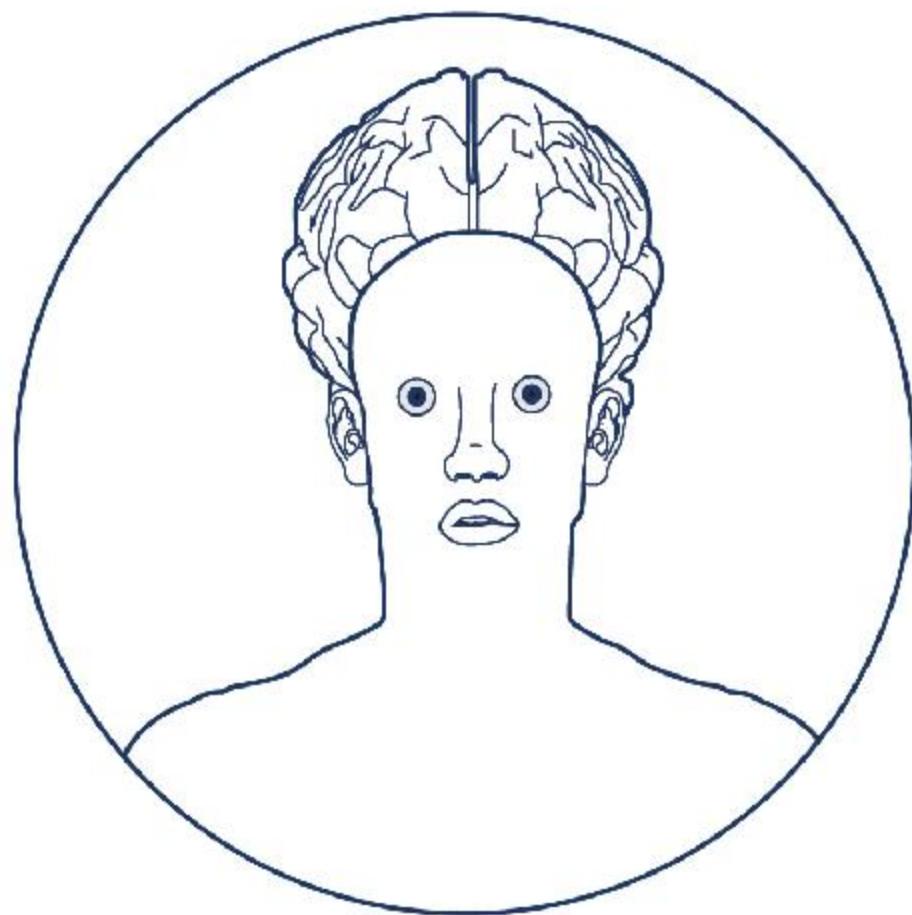


Medical

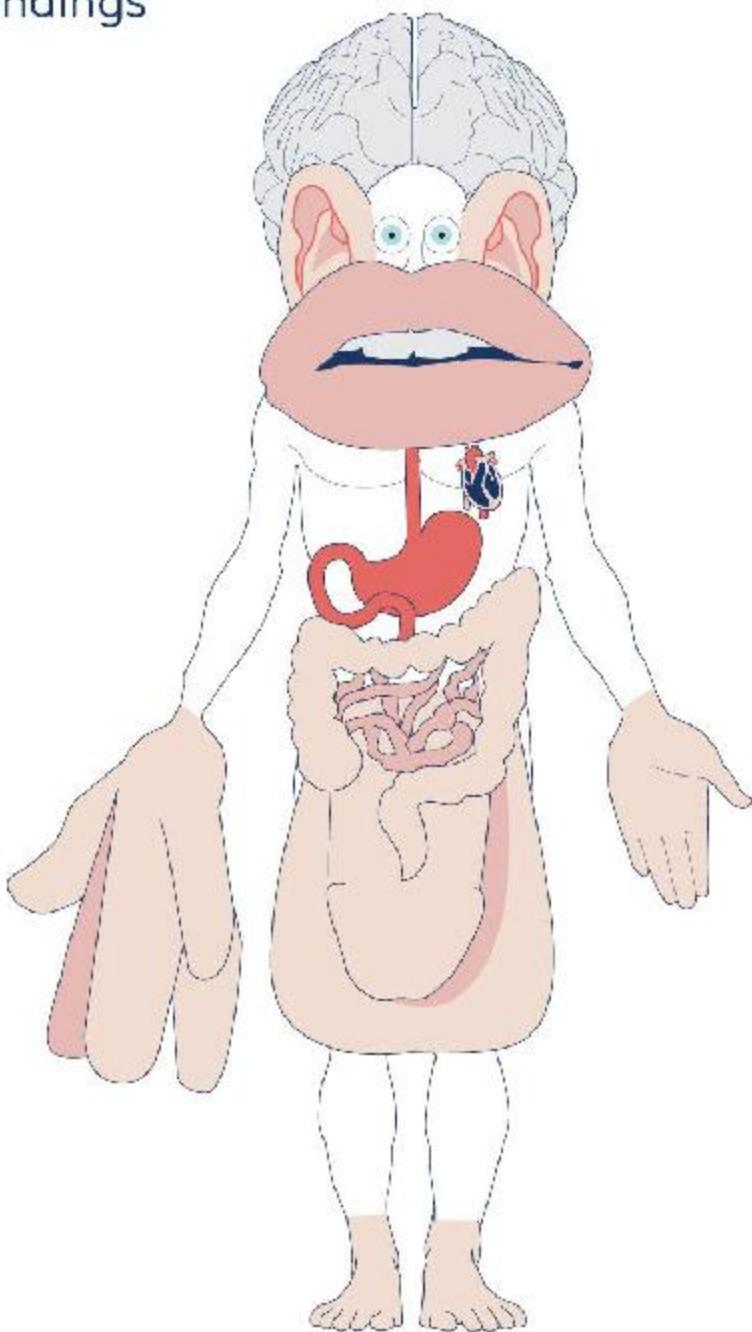


Romanian

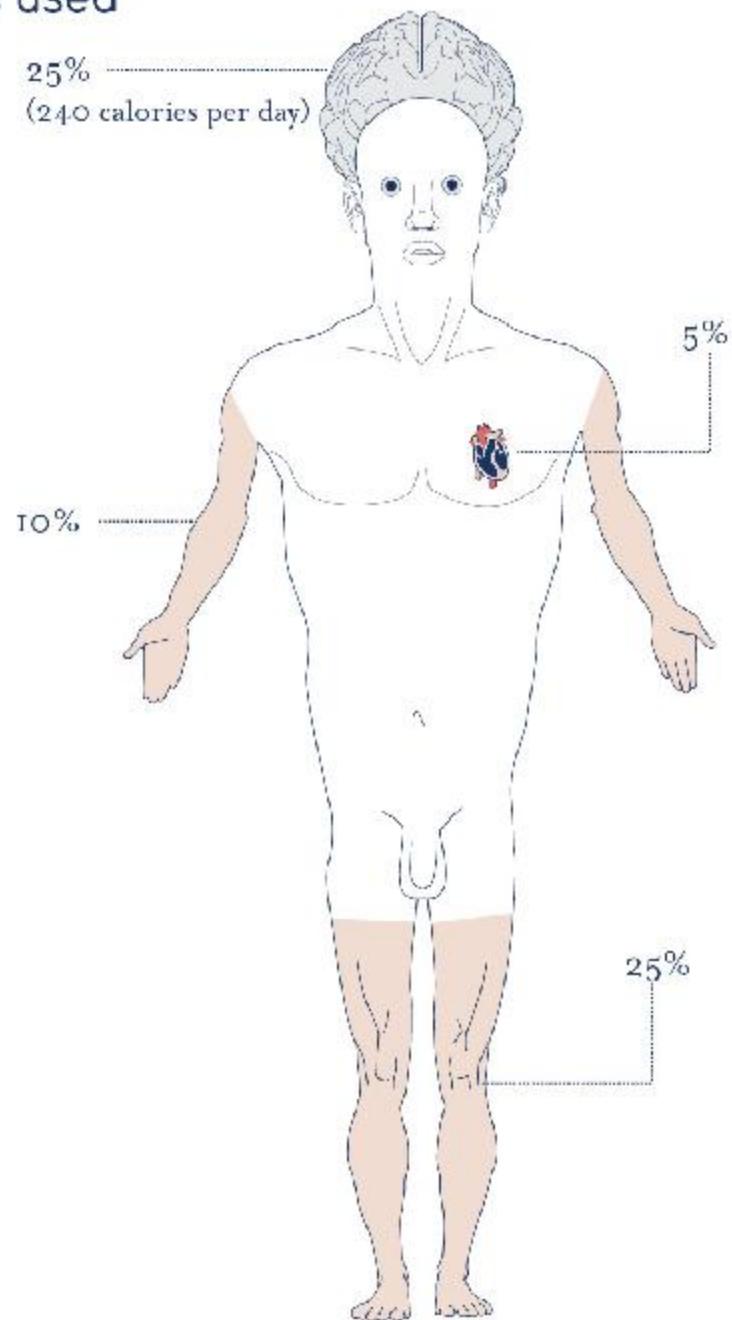
Body By...



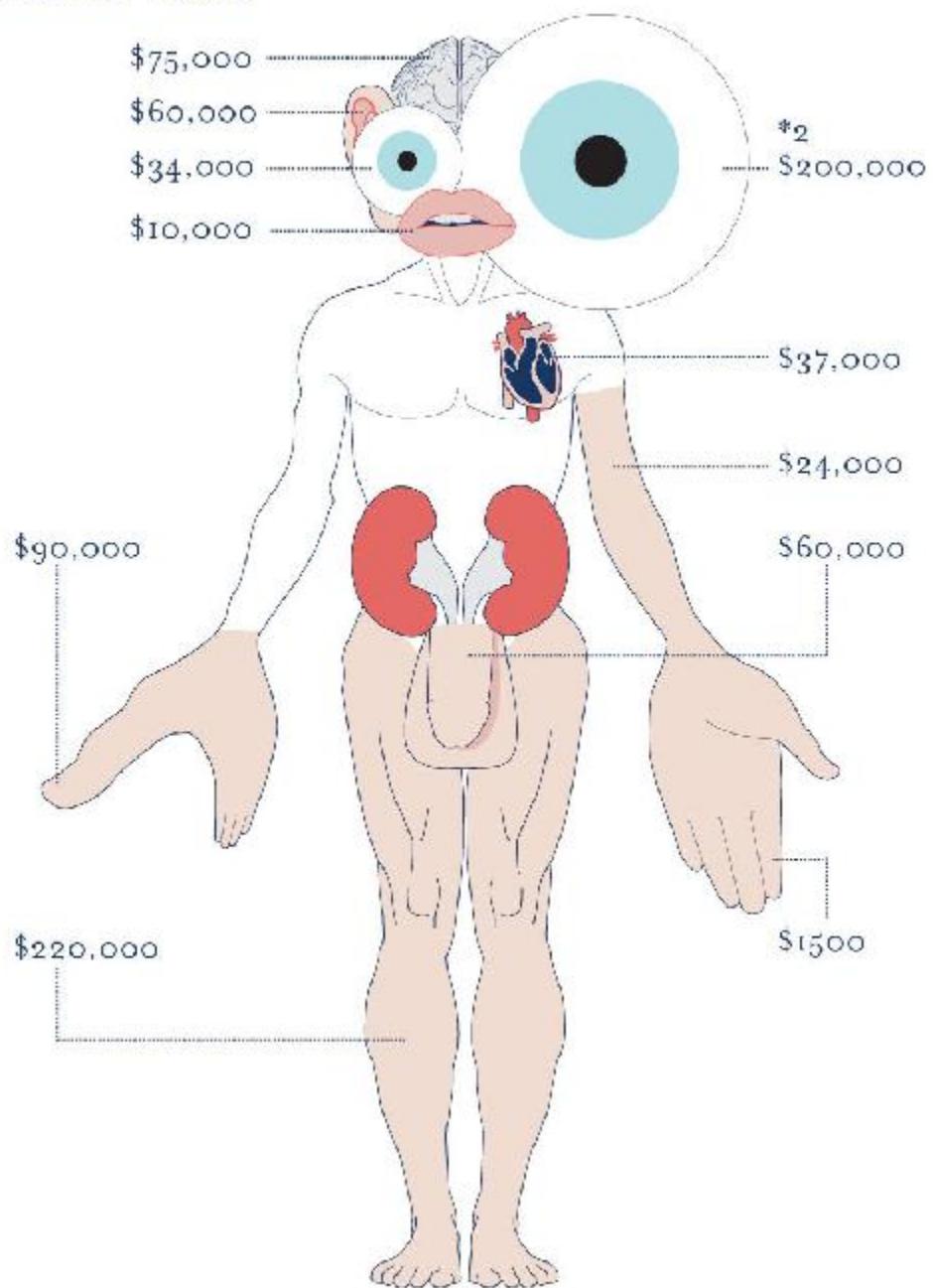
nerve endings



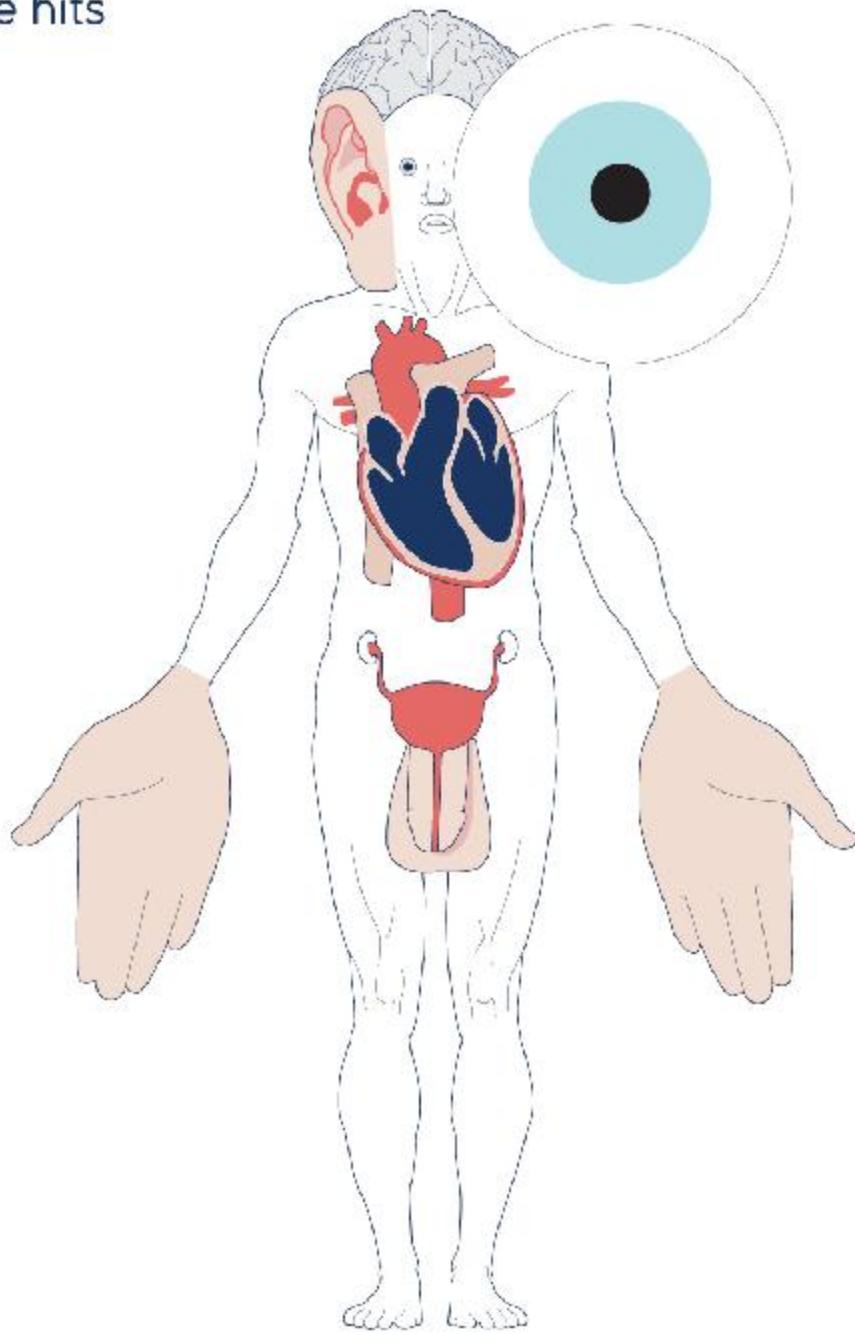
calories used



insurance value

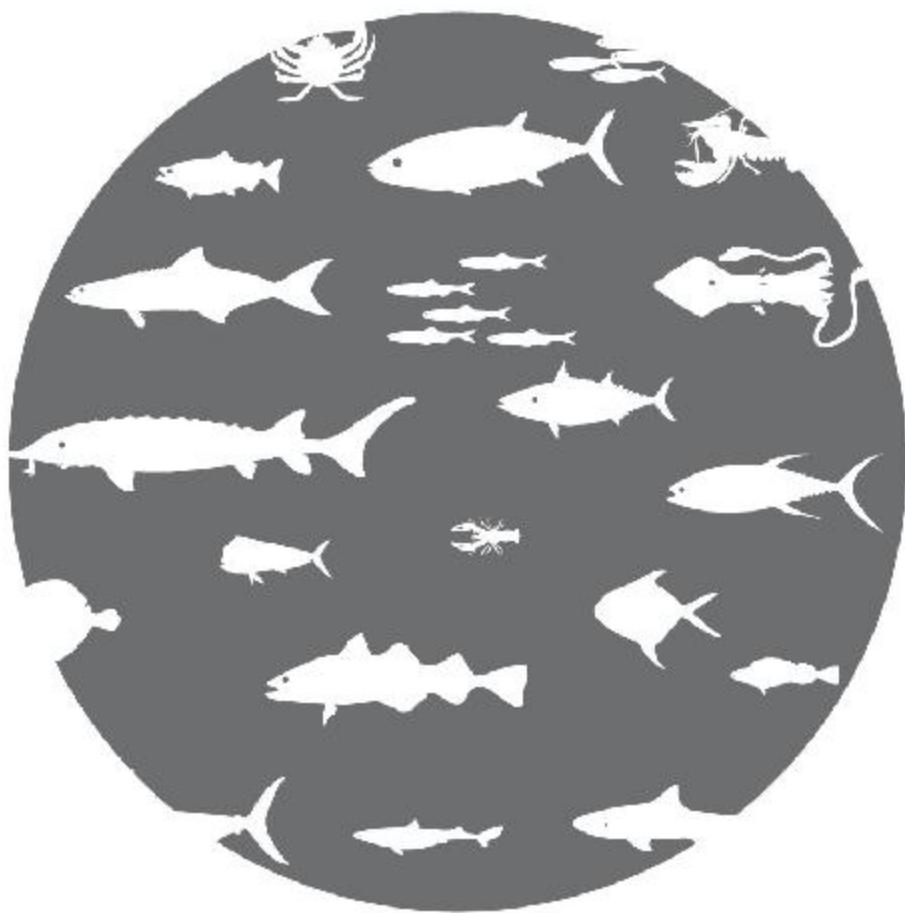


google hits



Which Fish are Okay to Eat?

Crashing fish stocks. Pollution. Near-extinction.



Okay to Eat (abundant, well-managed or caught in an eco-friendly way)

FARMED



Coho
Salmon



Arctic Char



Barramundi
(us)



Cobia



Rainbow Trout



Striped Bass



Catfish



Tilapia

ATLANTIC



Sardine
(CORNWALL)



Dab



Flounder



Herring
(NORWAY)



Mackerel



Gurnard



Seabass
(LINE & GILLNET)



Red Mullet



Spider Crab
(POT)

ATLANTIC/PACIFIC



Longfin Squid
(SEINE)



Albacore Tuna
(POLE)



Black Bream



Squid
(JIG)



Spiny Lobster



Big Eye Tuna
(POLE)

PACIFIC



Anchovy
(PERU & CHILE)



Blackcod/Sablefish



Halibut



Crimson Snapper
(AUSTRALIA, TRAP)



White Seabass



Cod
(LONGLINE,
JIG, TRAP)



Striped Bass



Pink Shrimp
(OREGON)



Sardine



Dungeness
Crab (TRAP)



Salmon
(ALASKA)

Maybe Okay to Eat (flagged for concern, may be trawler caught)
FARMED



Crayfish
(CHINA)



Sturgeon



Basa



Coley/Saithe
(TRAWL)



Cod
(NON TRAWL, ICELAND)



Pollock
(ALASKA)



Haddock
(LINE)



Lemon Sole
(SEINE)



Cod
(HOOK & LINE, GULF OF MAINE)

ATLANTIC

ATLANTIC/PACIFIC



Skipjack Tuna
(POLE & LINE)

PACIFIC



Lingcod



Flounder



Californian Halibut
(HOOK & LINE)



American Lobster
(TRAP)



Yellowfin Tuna



Sole



Mahi Mahi
(LONGLINE)



Squid



Turbot



Pomfret

Not Good to Eat (vulnerable or endangered species)

FARMED



Gilthead Bream



Tilapia
(CHINA)



Yellowtail Tuna



Salmon



Eel



Tiger Prawns



Cobia
(ASIA)

ATLANTIC



Salmon



Monkfish



Cod



Halibut



Chilean Seabass



Plaice



Anchovy
(MEDITER.)



Herring
(W. ATLANTIC)



Sea Trout



Spiny
Dogfish
(LINE)



Hake



Seabass



Yellowfin Tuna



Haddock

ATLANTIC/PACIFIC



Any Tuna
(LONGLINE)



Dover Sole



Shark



Orange
Roughy



Red Snapper



Swordfish



Skate

PACIFIC



Mahi Mahi



Spiny Lobster



Blue Marlin



Grenadier



Cod
(IMPORTED)



Rockfish
(TRAWL)



Hoki



King Crab



Californian
Halibut



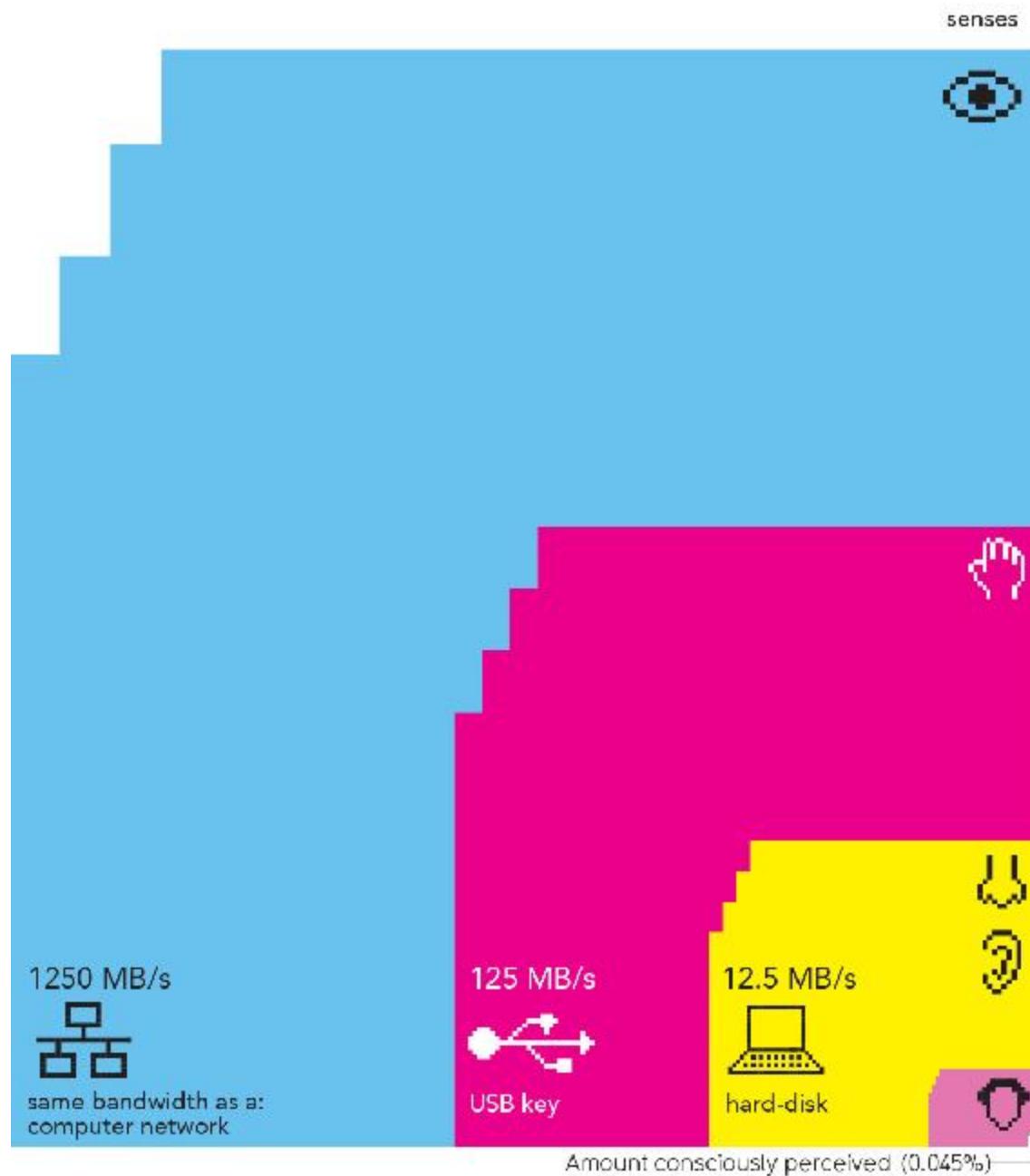
Toothfish



Salmon

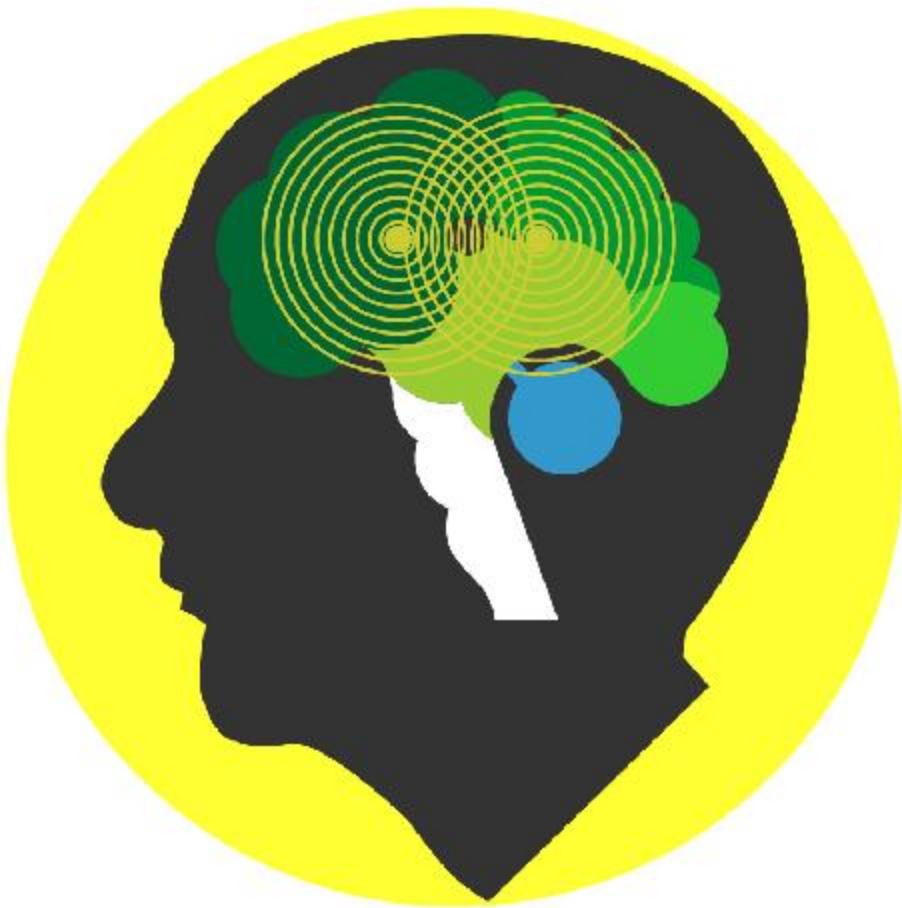
Low Resolution

Amount of sensory information reaching the brain per second



What is Consciousness?

Make up your own mind





A field that exists in its own parallel "realm" of existence outside reality, so can't be seen.
(Substance Dualism)



A sensation that "grows" inevitably out of complicated brain states.
(Emergent Dualism)



A physical property of all matter, like electromagnetism, just not one scientists know about.
(Property Dualism)



All matter has a psychic part. Consciousness is just the psychic part of our brain.
(Panpsychism)



Mental states are simply physical events that we can see in brain scans.
(Identity Theory)



Consciousness and its states (belief, desire, pain) are simply functions the brain performs.
(Functionalism)



Literally just behaviour. When we behave in a certain way, we appear conscious.
(Behaviourism)



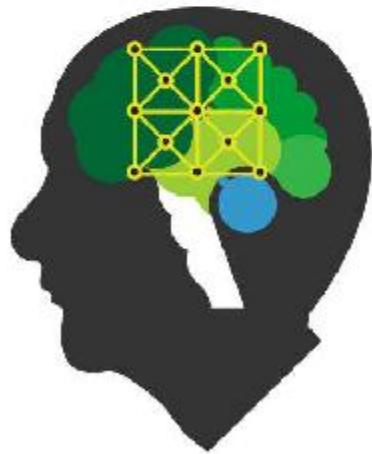
An accidental side-effect of complex physical processes in the brain.
(Epiphenomenalism)



Not sure. But quantum physics,
over classical physics, can better
explain it.
(Quantum Consciousness)



The sensation of your most
significant thoughts being
highlighted.
(Cognitivism)



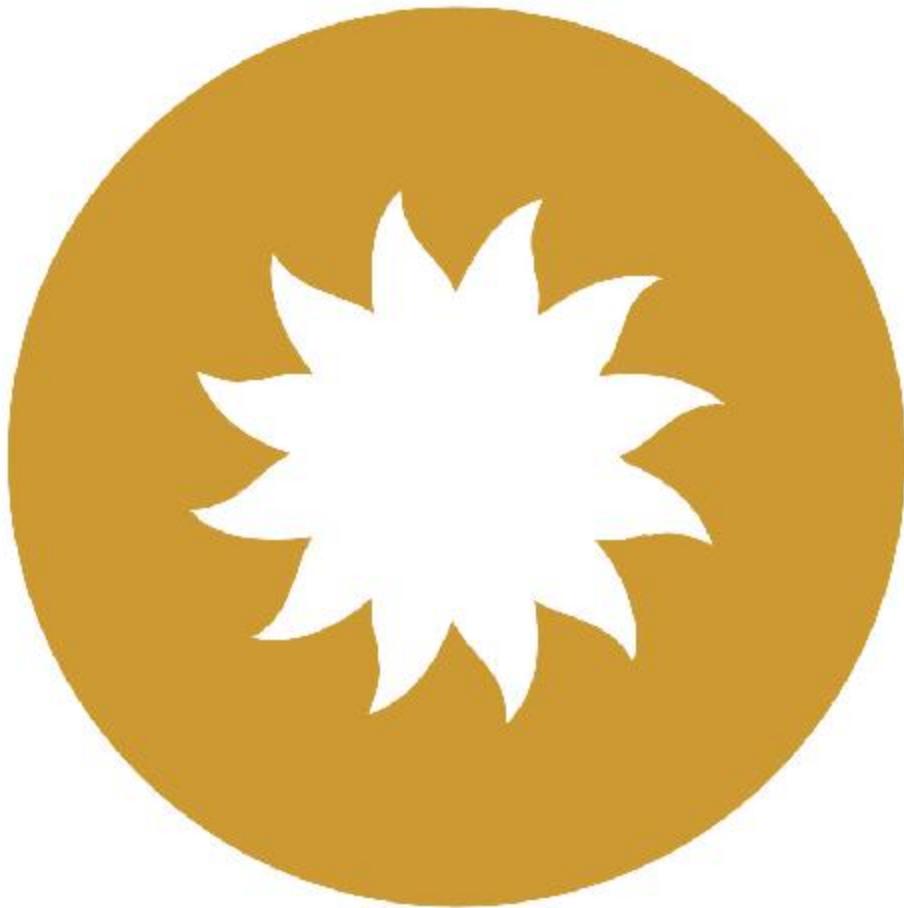
Consciousness is just higher-
order thoughts (thoughts about
other thoughts).
(Higher-Order Theory)



A continuous stream of ever-
recurring phenomena, pinched
like eddies into isolated minds.
(Buddhism)

The Sunscreen Smokescreen

Everything you need to know



Sunlight



TWO MAIN TYPES OF ULTRAVIOLET

UVA

UVB

UVC

Ages your skin

Burns your skin

UVC
blocked by
atmosphere

% REACHING GROUND

95%

5%



RELATED SKIN CANCER



Carcinoma
(nasty)



Melanoma
(deadly)

SUNSCREEN PROTECTION

STAR SYSTEM



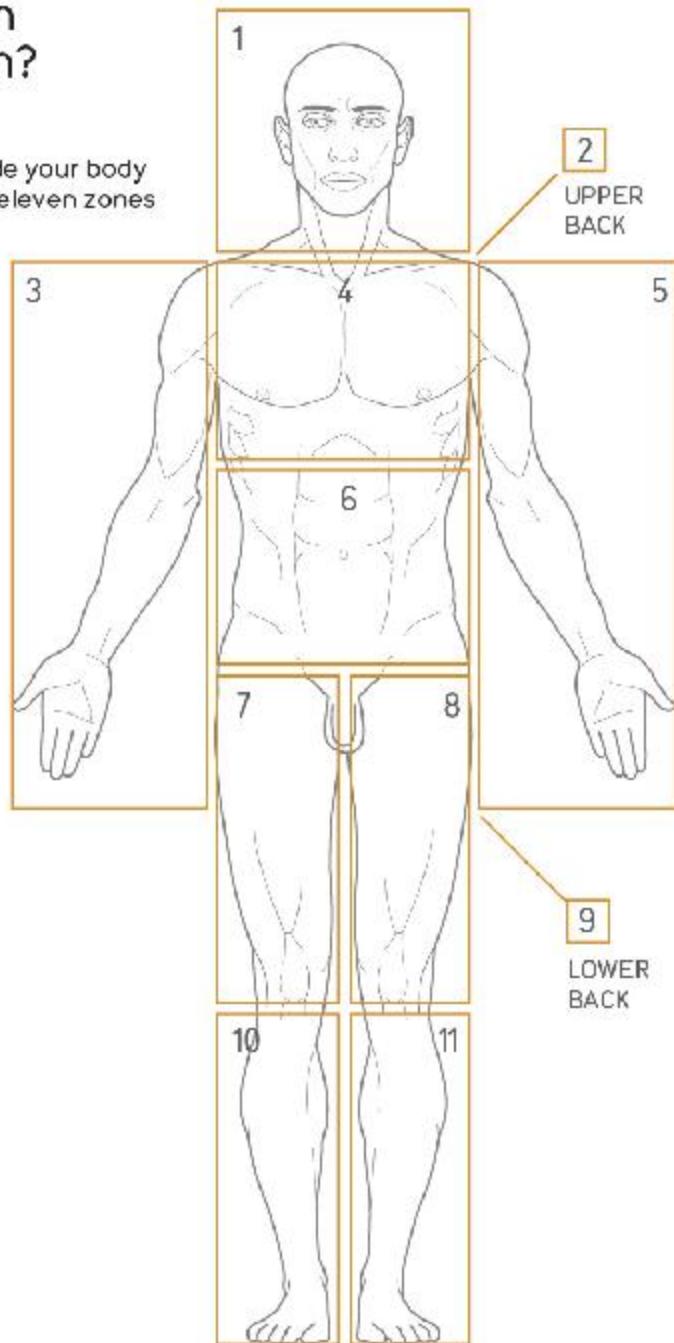
SUN FACTOR (SPF)



How much sunscreen?



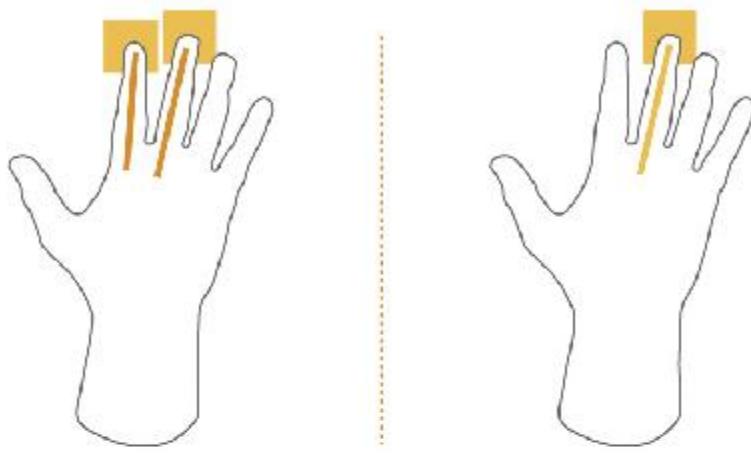
Divide your body
into eleven zones





Apply 1 or 2 fingers of sunscreen per zone

Use INDEX and MIDDLE fingers



EXAMPLE

SUN CREAM WITH



gives

2h 15m
PROTECTION

with

2 fingers

OPTIMAL

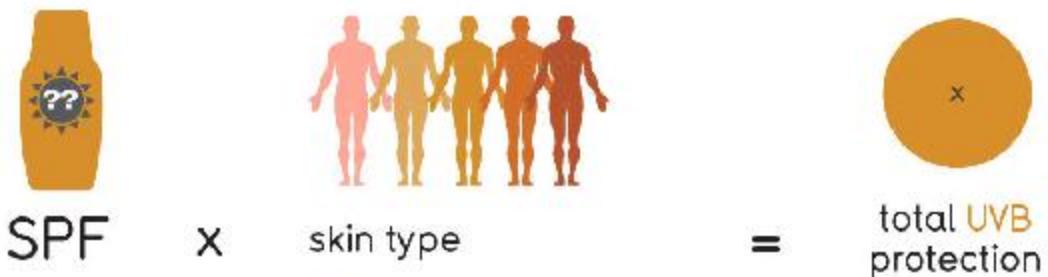
45m
PROTECTION

with

1 finger

ADEQUATE

What does sun factor mean?



LIGHT TO FAIR X 10 MINS

AVERAGE X 15 MINS

TANNED TO DARK X 20 MINS

e.g.

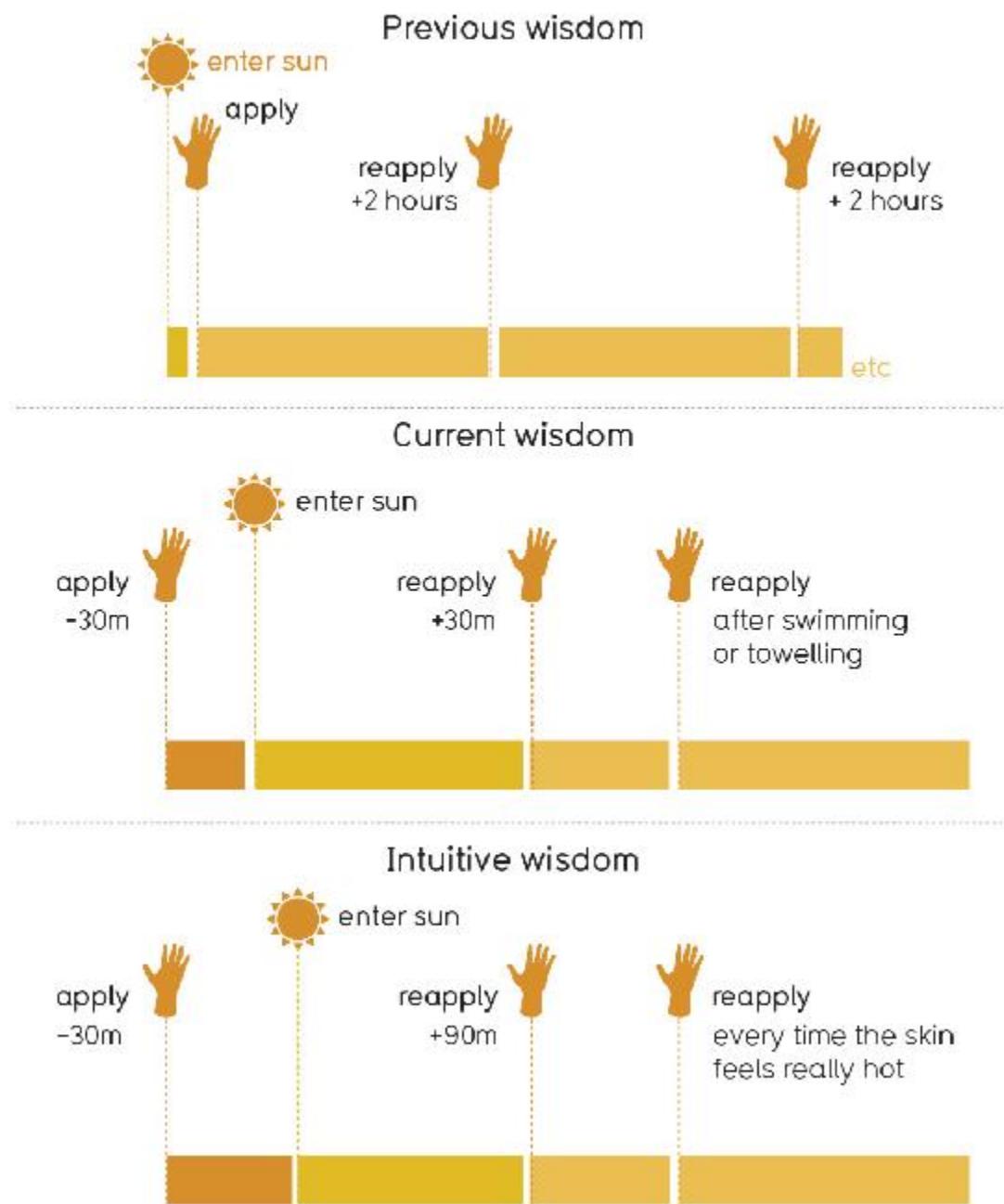
$$\text{SPF 8} \times \text{AVERAGE} \times 15 \text{ MINS} = 2 \text{ h}$$

$$\text{SPF 15} \times \text{AVERAGE} \times 15 \text{ MINS} = 3 \text{h } 45 \text{ m}$$

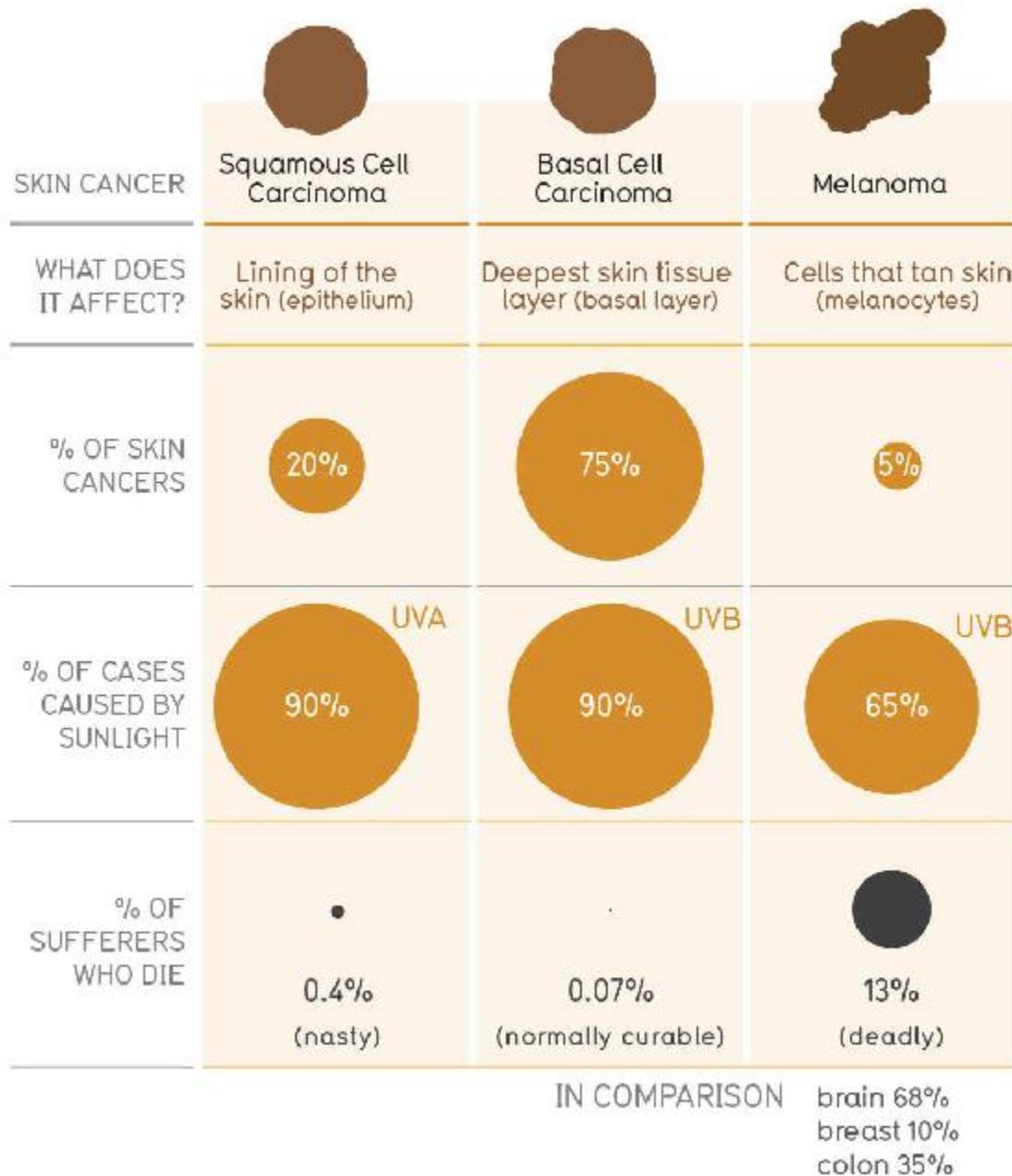
$$\text{SPF 25} \times \text{AVERAGE} \times 15 \text{ MINS} = 6 \text{h } 15 \text{ m}$$

$$\text{UVA} = \frac{1}{3} \text{ OF THE SPF PROTECTION TIME}$$

How often?



Sunlight & Skin Cancers



What if it's cloudy?

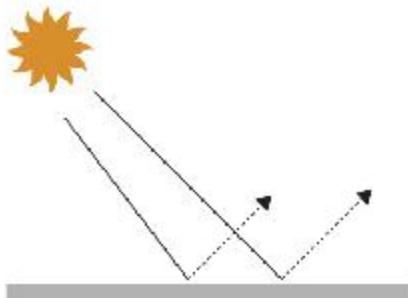
CLOUD COVER



Thick clouds

reduce UV radiation
by 80-99%

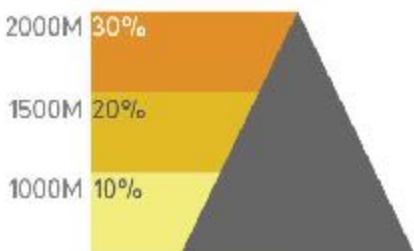
REFLECTIONS



UV reflections

fresh snow	80%
dry sand	20
grass	10
water	10

ALTITUDE



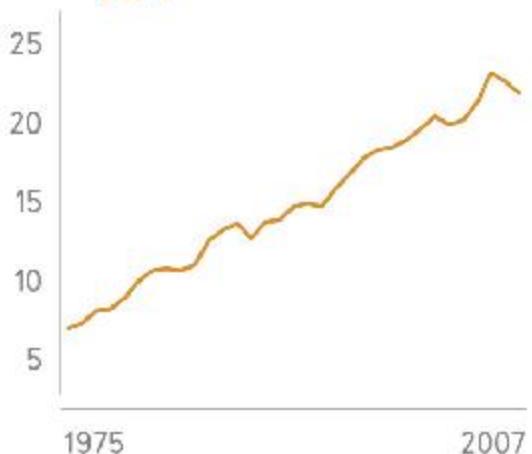
Snow burn

At 2,000 m above
sea level UV radiation
can be **30%**
more intense

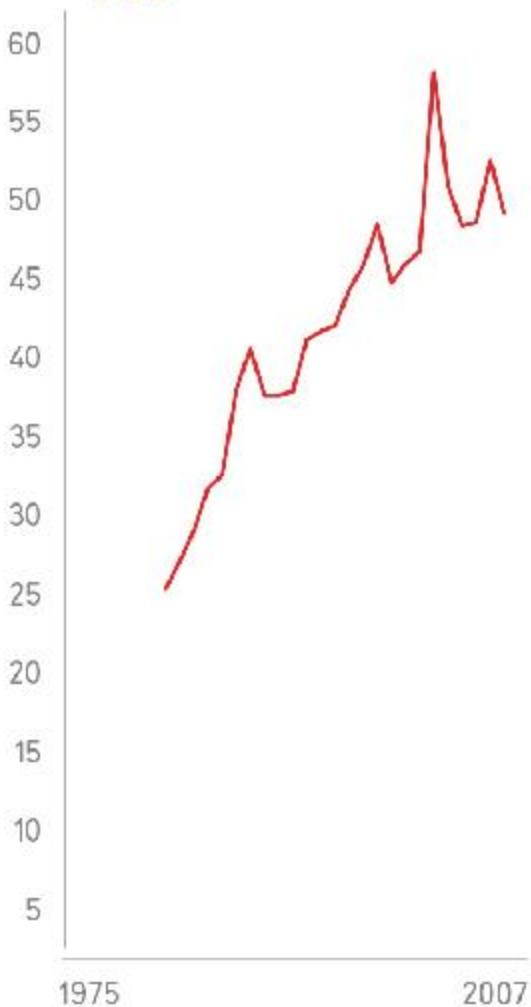
Melanoma Incidence Rates

Cases of the cancer per 100,000 people

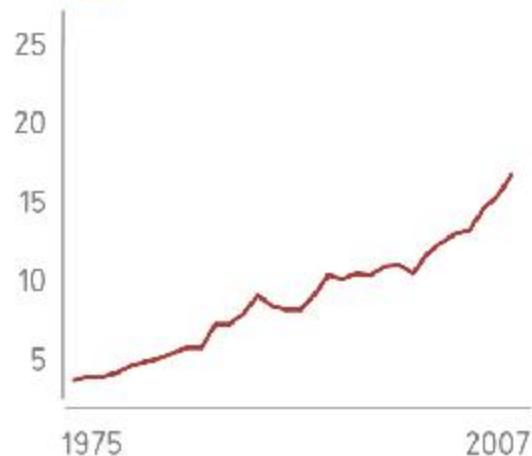
USA



AUS



UK



Don't forget - the sun is good!



20 mins of daily sunlight
(without sunscreen) gives you
a healthy dose of Vitamin D
essential for health



Substantially more
heart attack victims survive
if struck during summer

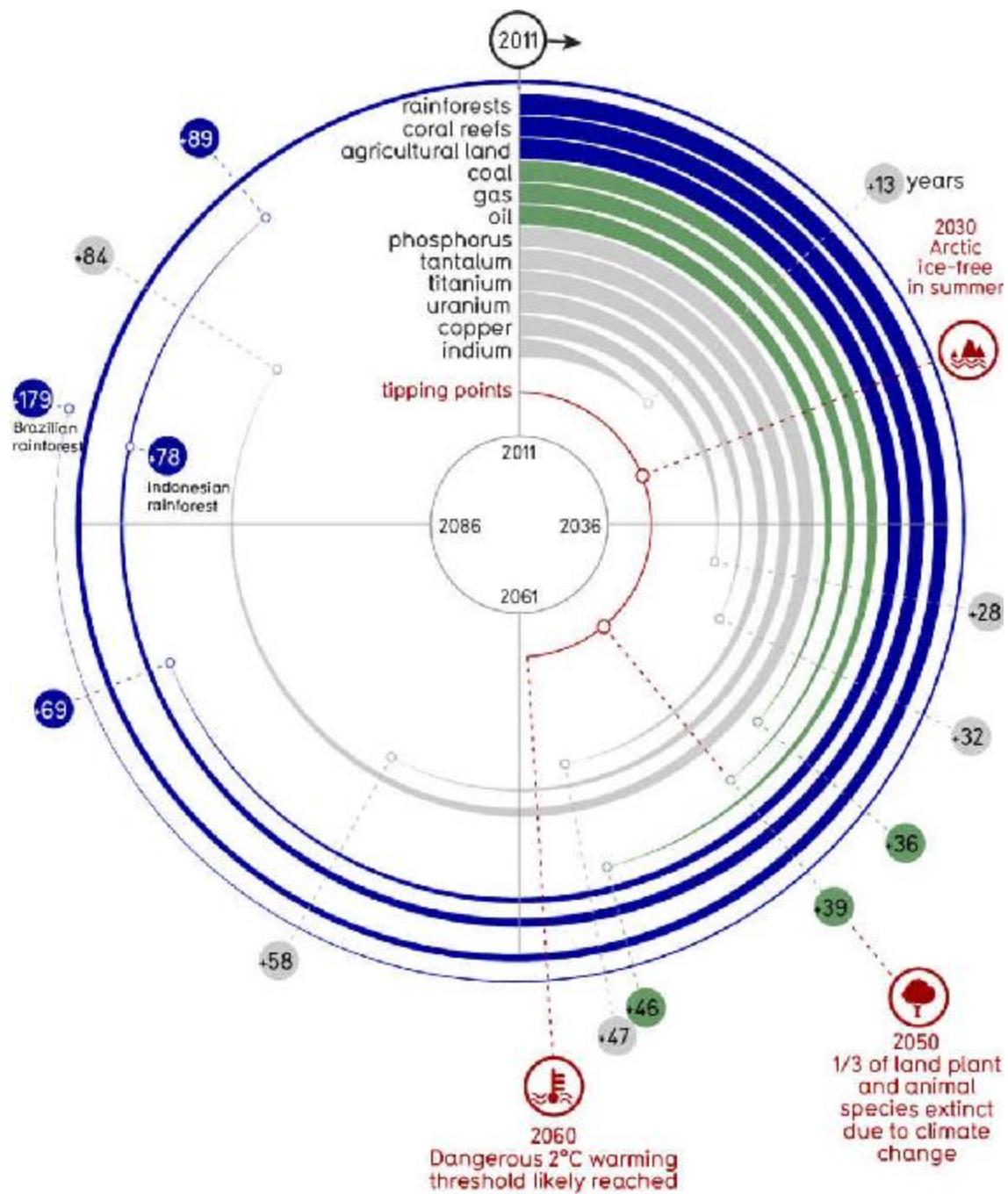


Significantly more
elderly people die in winter
January, February and March

Stock Check

Estimated remaining world supplies of non-renewable resources





\$63,000 bn

Global Gross
Domestic Product

\$50,800 bn

Value provided by
the Earth to the global
economy

• \$93 bn

Needed to preserve
the Earth's natural capital

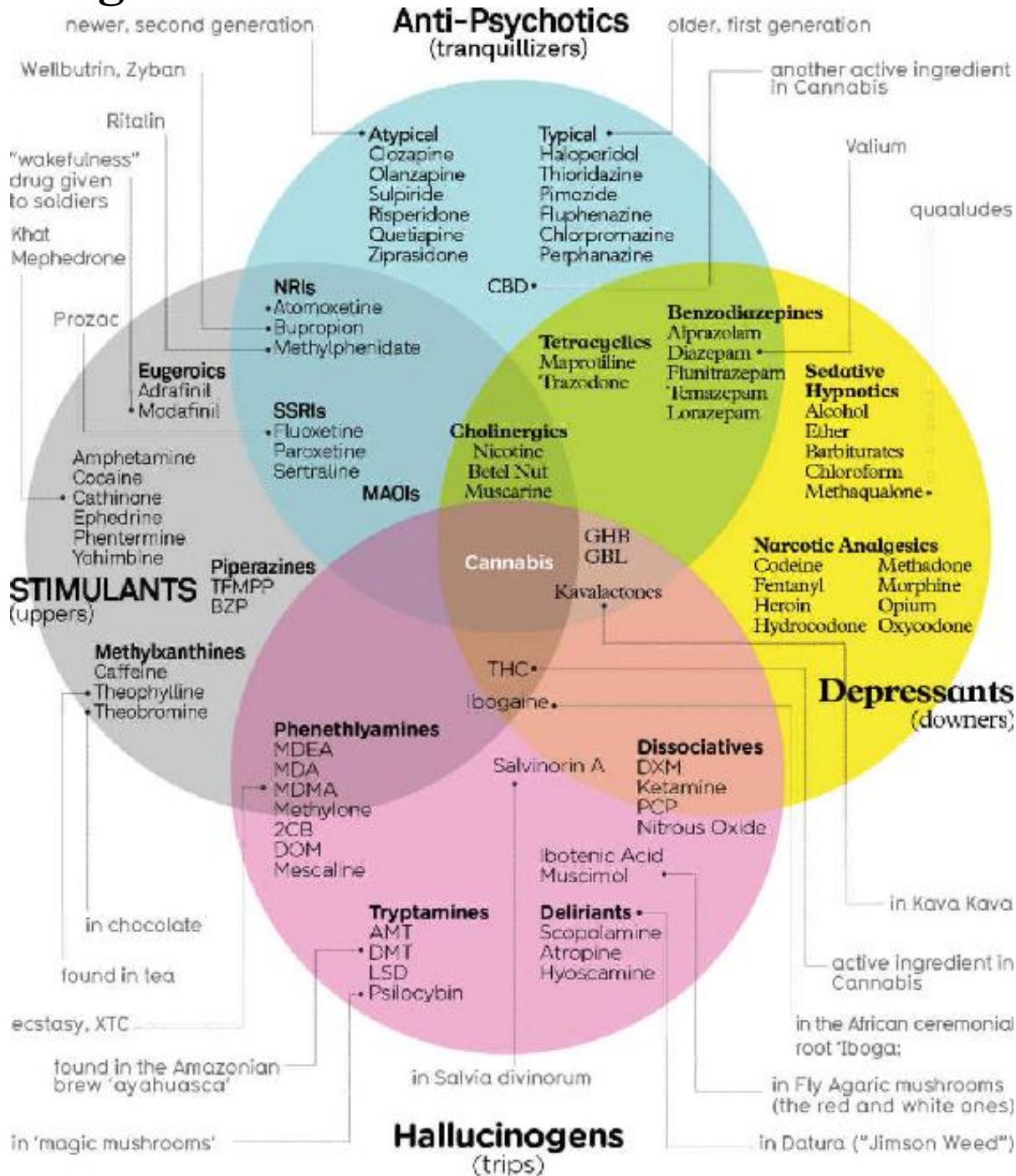
1979



2009

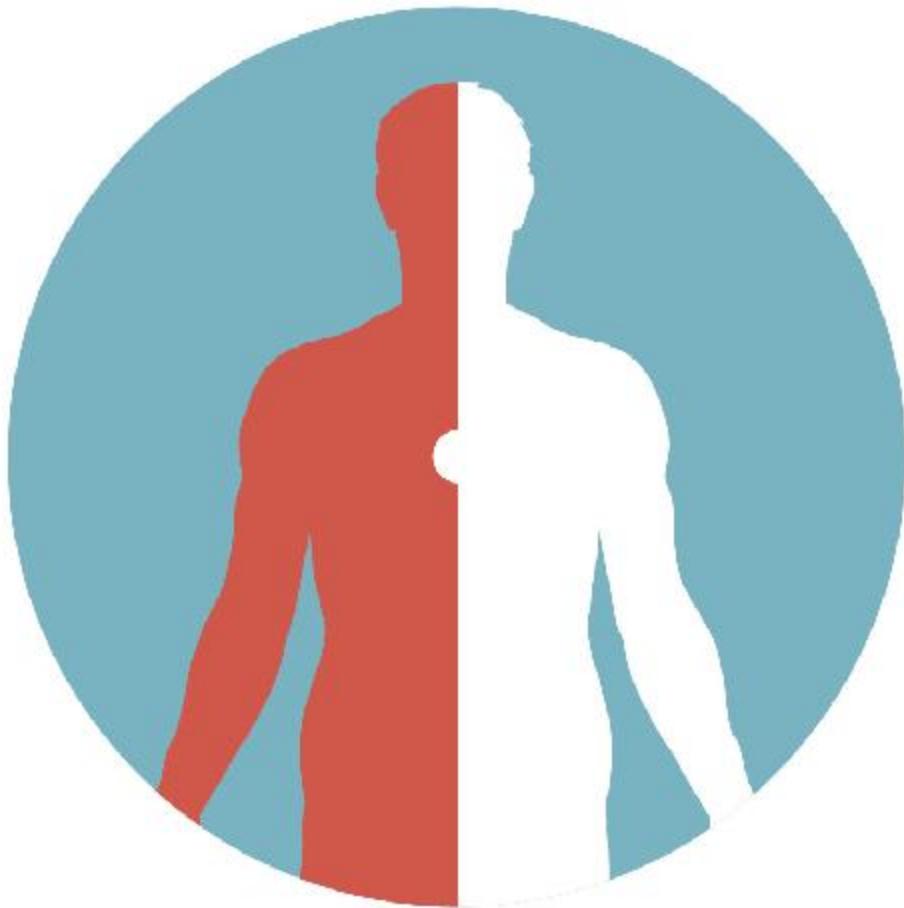


Drugs World

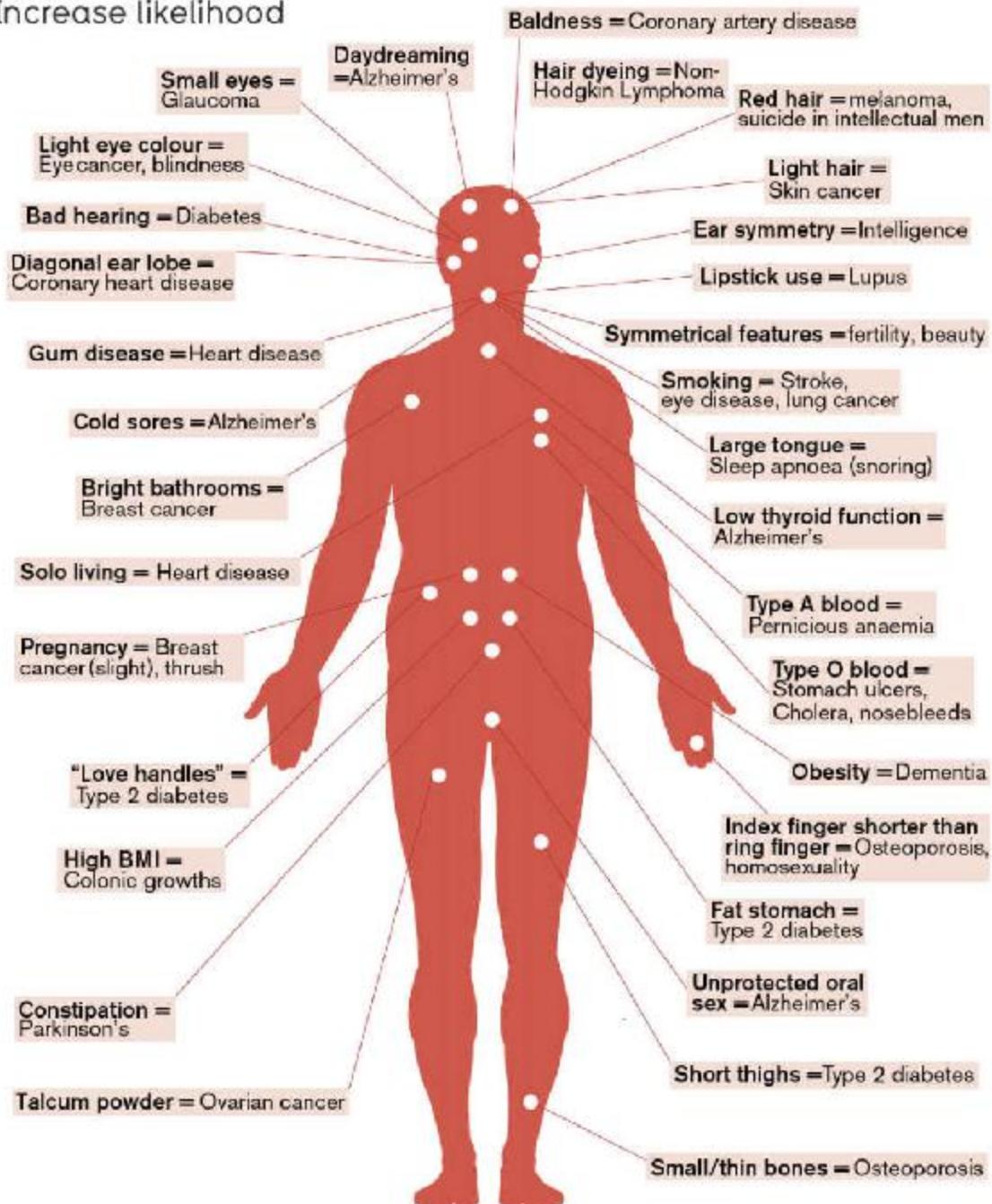


Some Things You can't Avoid

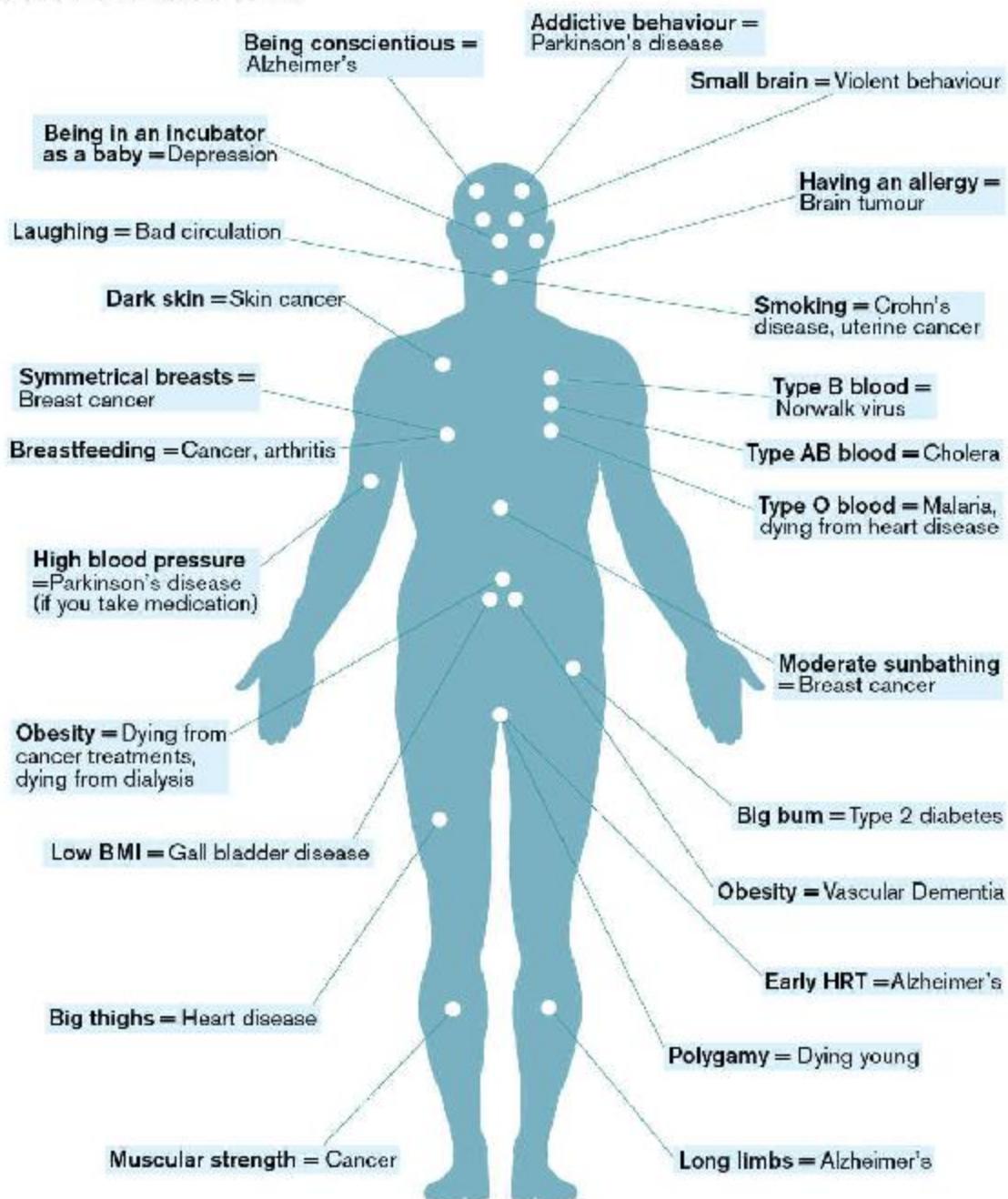
Characteristics and behaviours that increase (or decrease) the likelihood of certain ailments



Increase likelihood

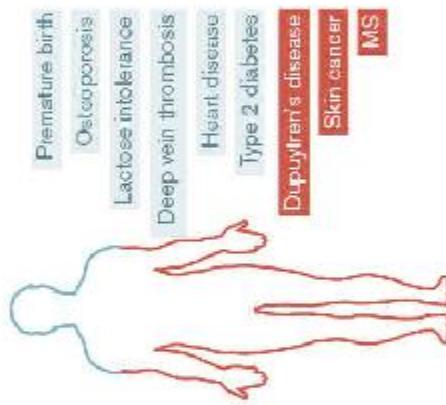
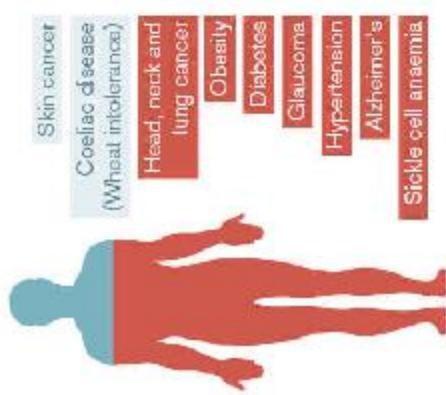


Decrease likelihood

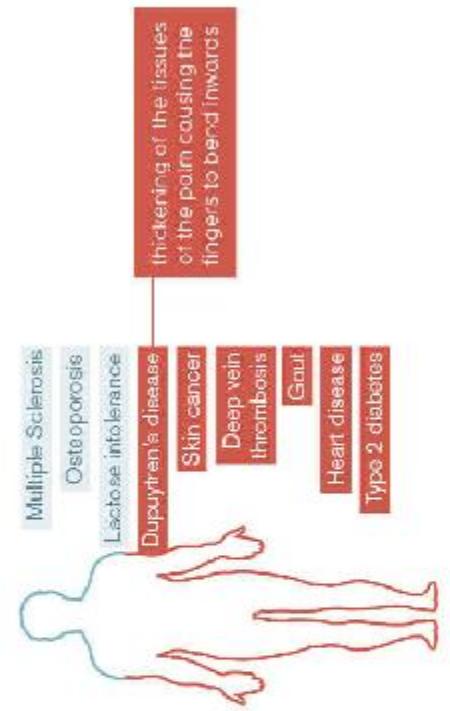
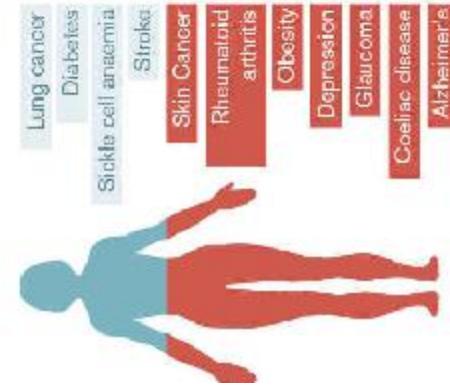


By Descent

● Decreased risk ● Increased risk

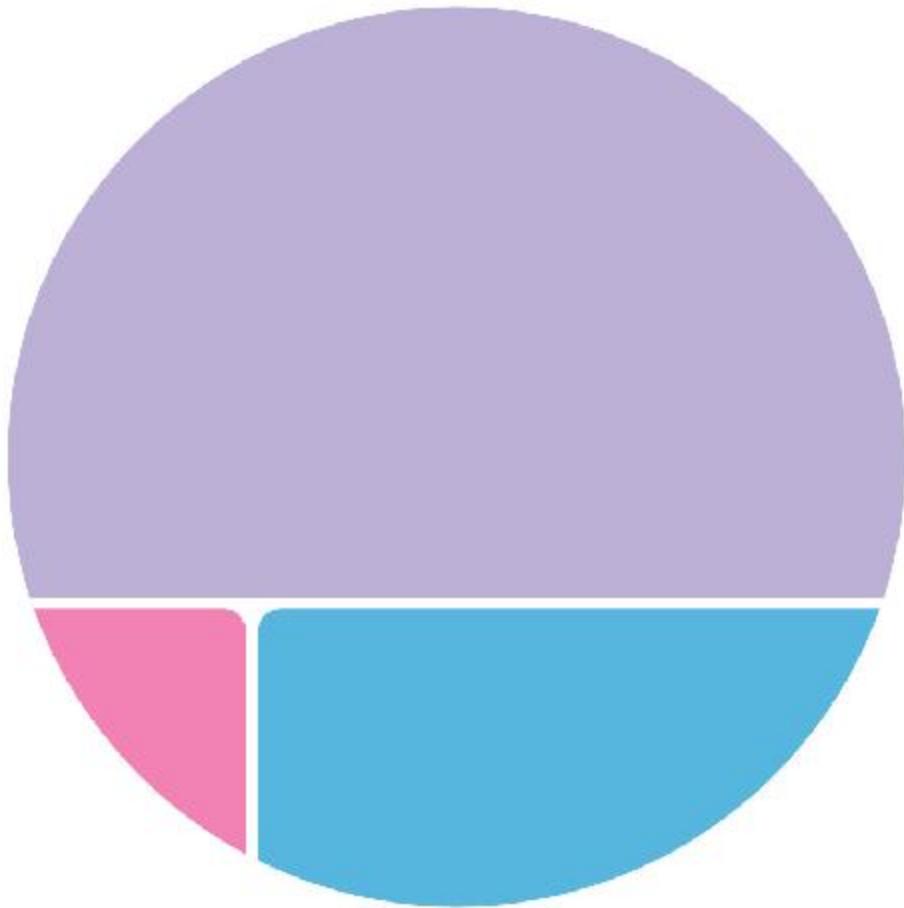


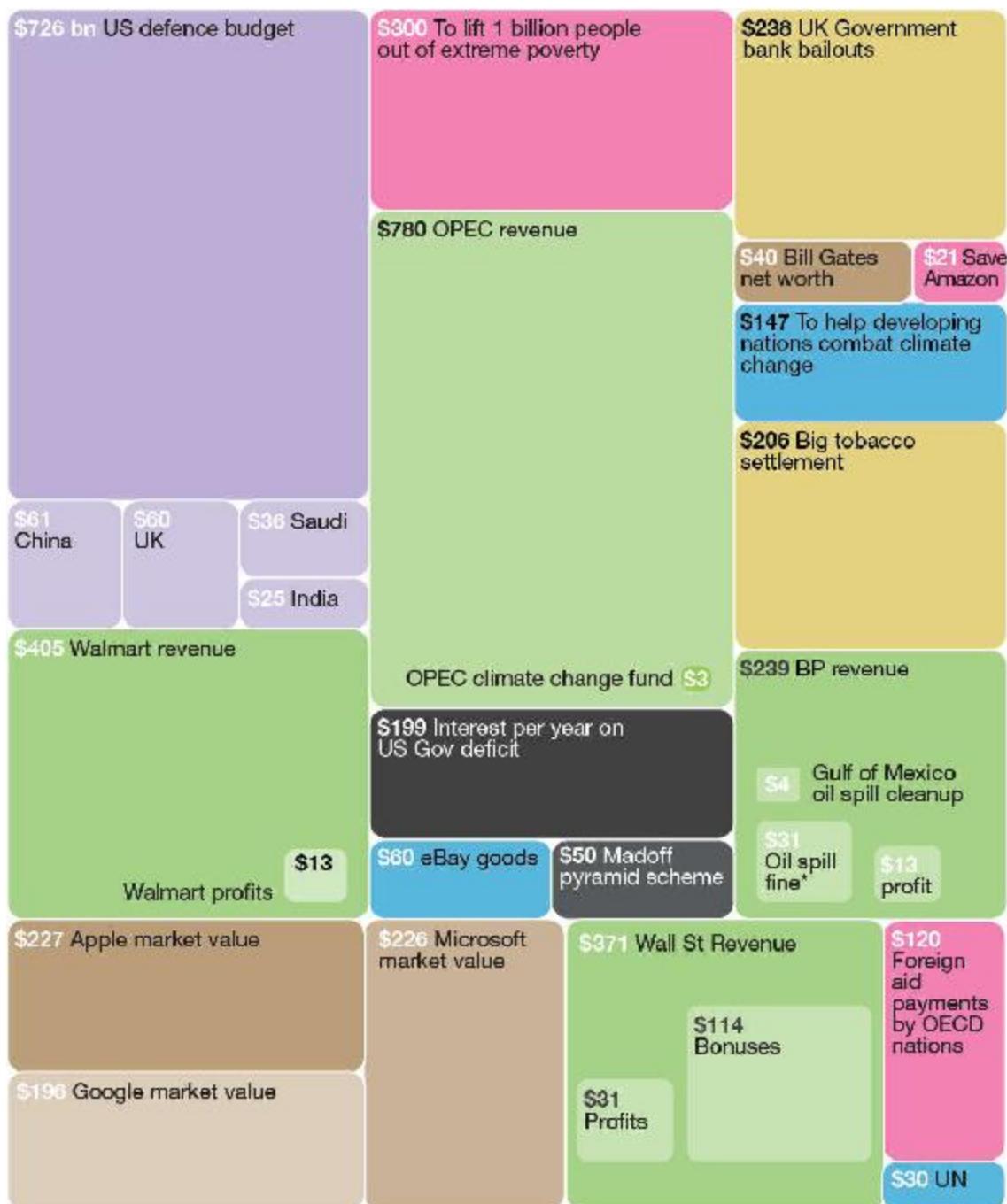
By Gender



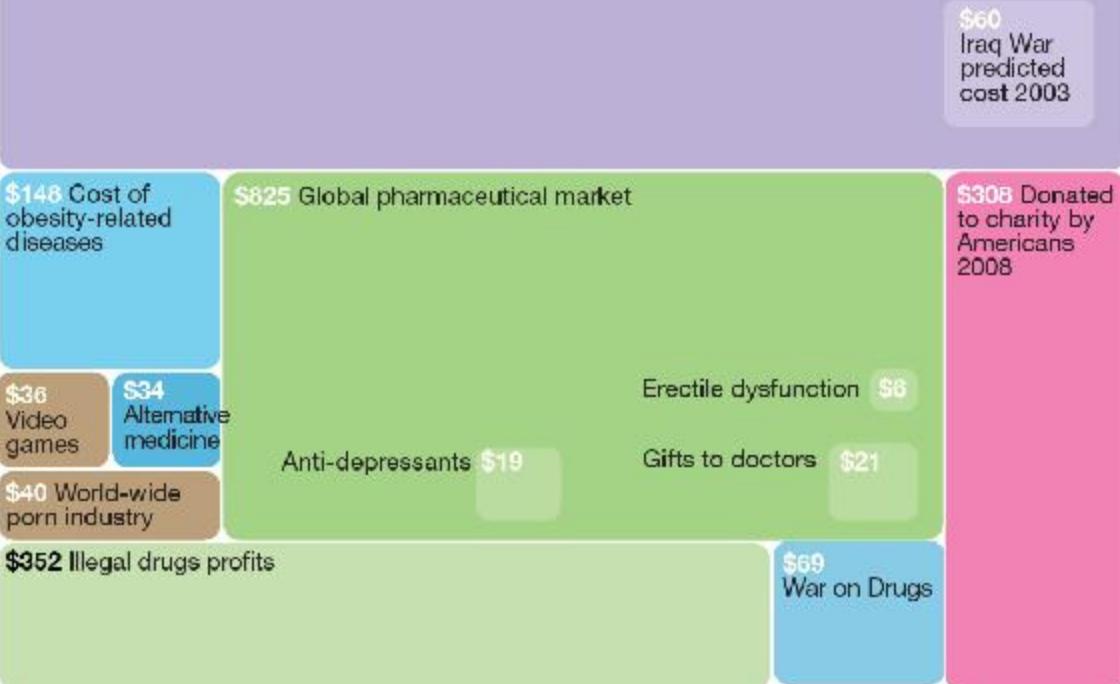
Billion-Dollar-O-Gram

Billions spent per year (unless otherwise stated)





\$3000 Iraq & Afghanistan Wars total eventual cost*



\$12,700bn Worldwide cost of the financial crisis

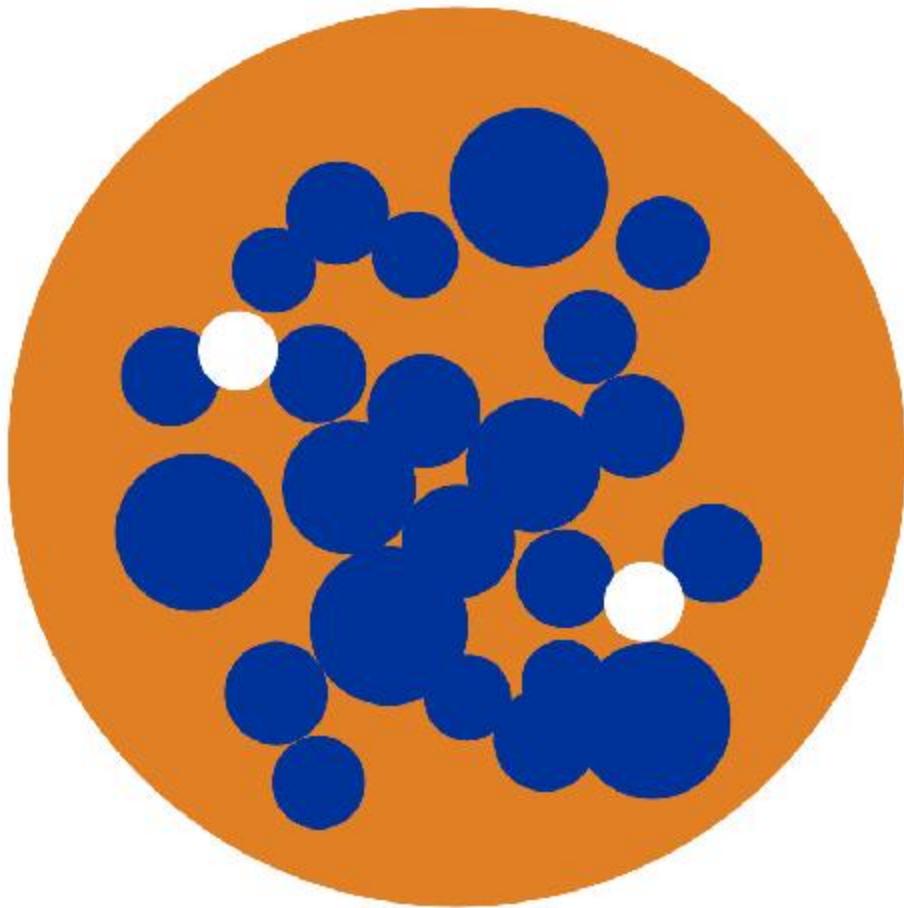




\$226 African debt to
Western nations

Snake Oil

Scientific evidence for popular health supplements



Decent Evidence

One To Watch
(few studies but promising results)

EVIDENCE

STRONG

folic acid

certain birth defects

dark chocolate

blood pressure

fish oil/ omega 3

heart disease

garlic

blood pressure

vitamin D

general health, all cause mortality

melatonin

insomnia

niacin (vitamin B3)

heart disease

zinc

colds

GOOD

green tea

cholesterol

omega 6

heart health

Vit. D

bone health

calcium+ vitamin D

breast cancer

fish oil/ omega 3

colorectal cancer

anti-oxidants

infertility in men

CoQ10

blood pressure

devil's claw

arthritis

creatine

cognition

olive leaf extract

blood pressure, cholesterol

rhodiola rosea L

tatigue

NAC

mental health

peppermint oil

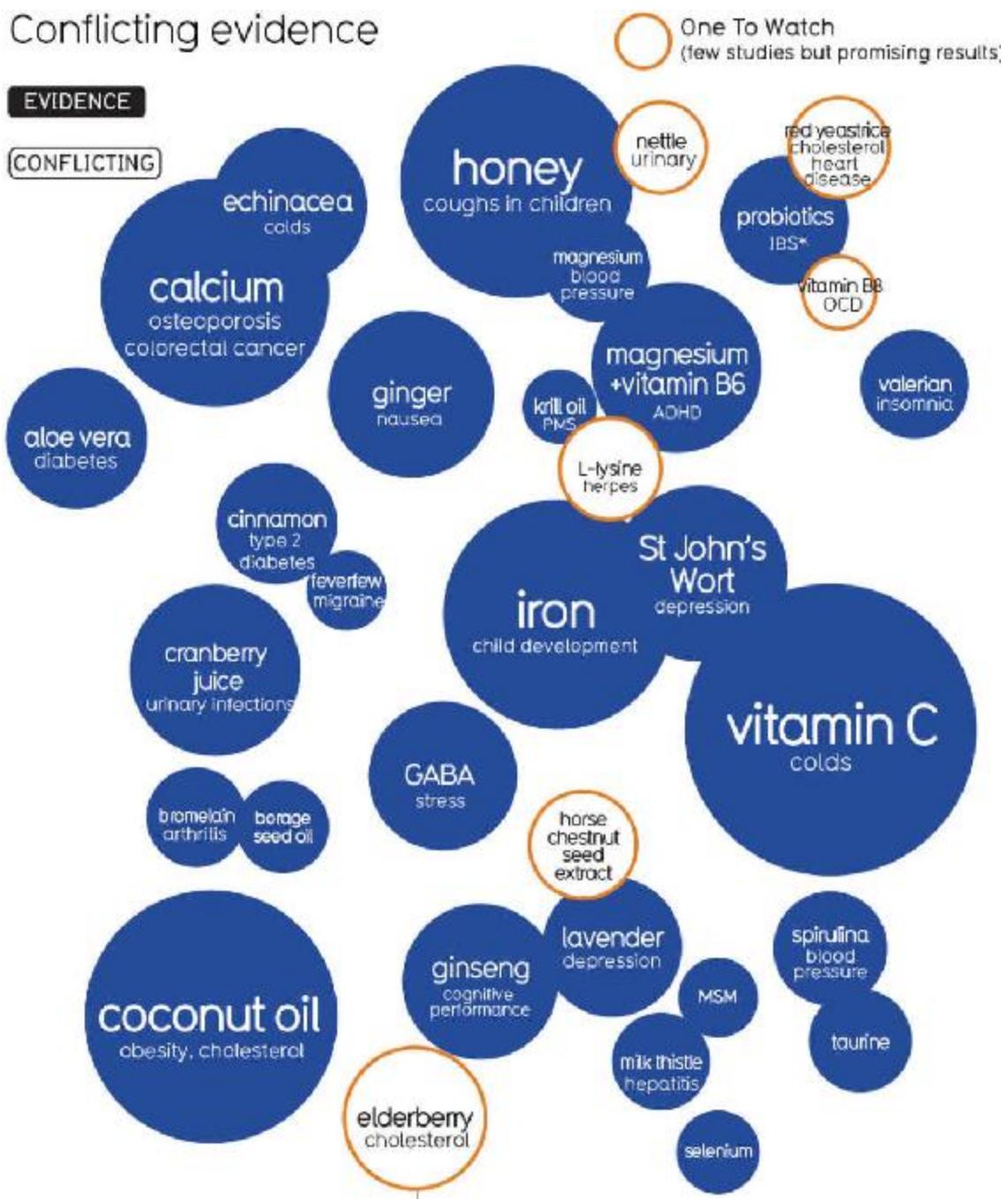
IBS

vitamin K2

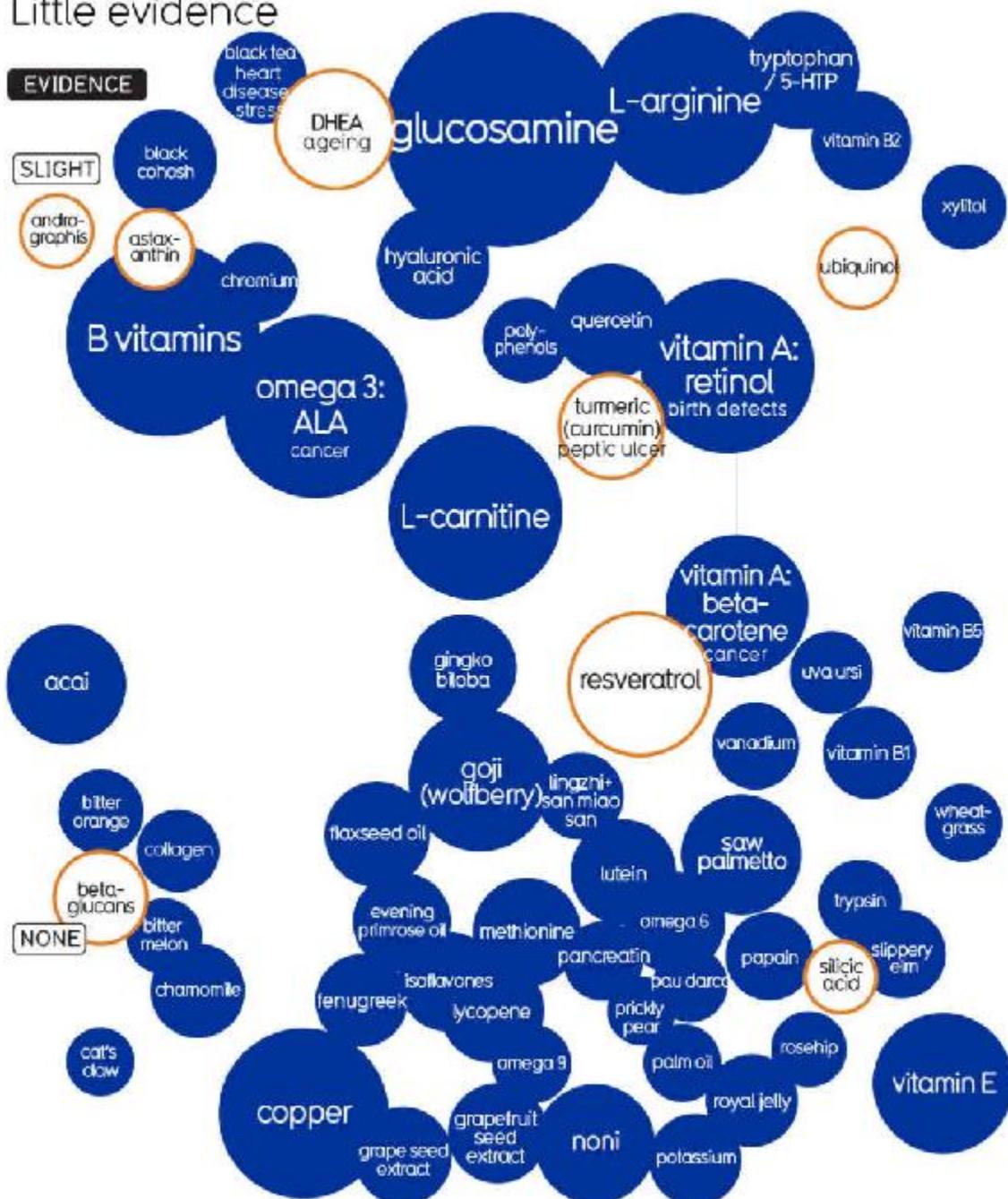
bone health

PROMISING

Conflicting evidence

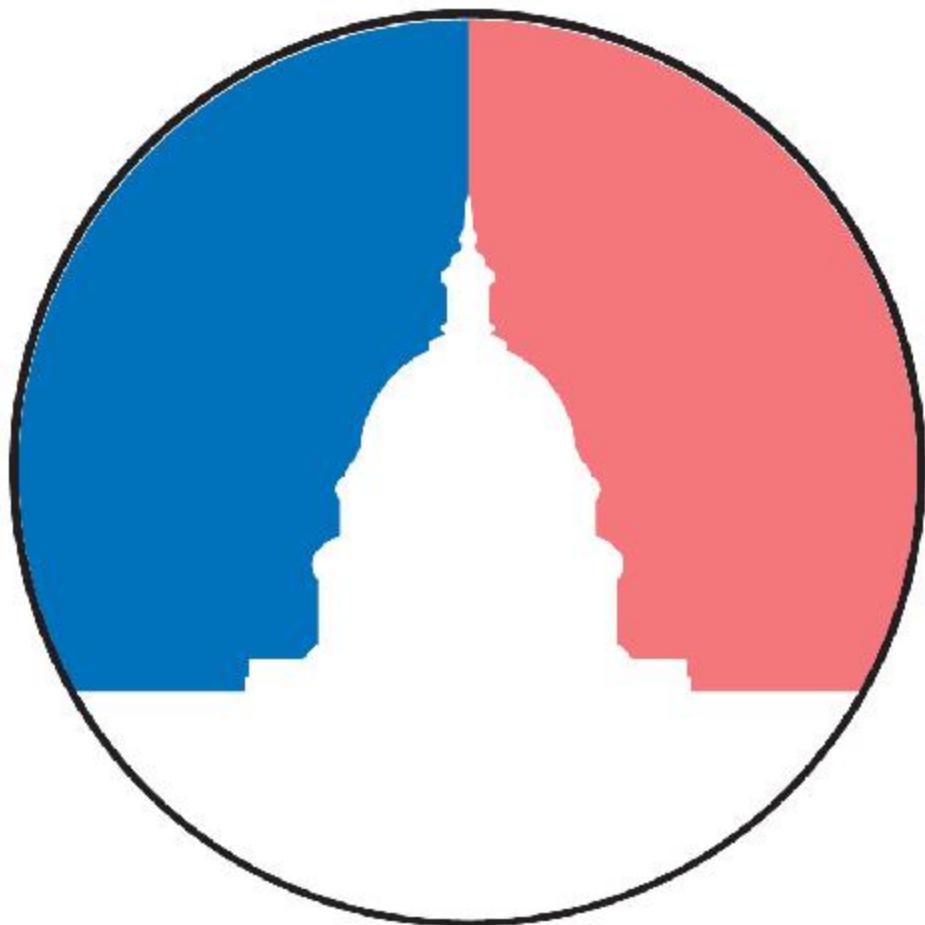


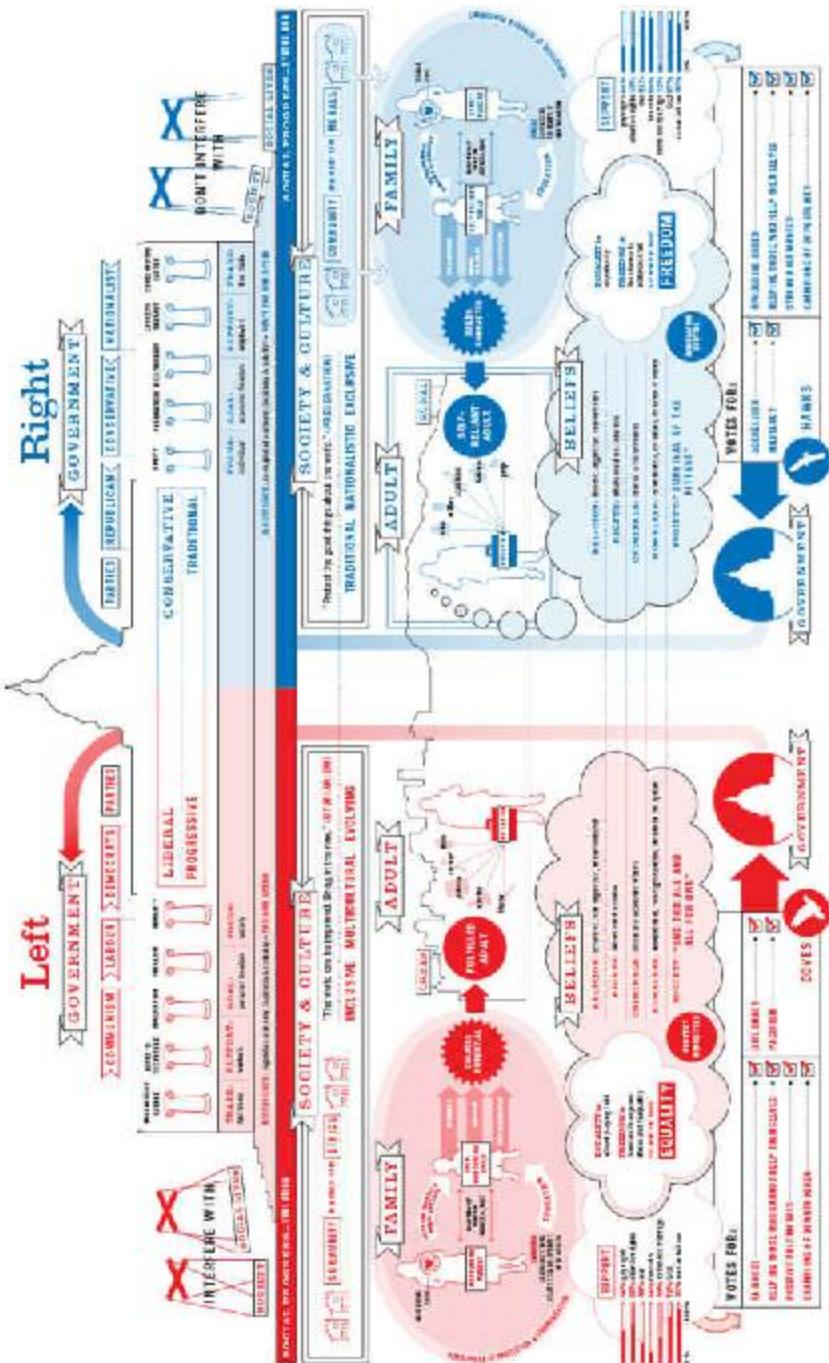
Little evidence

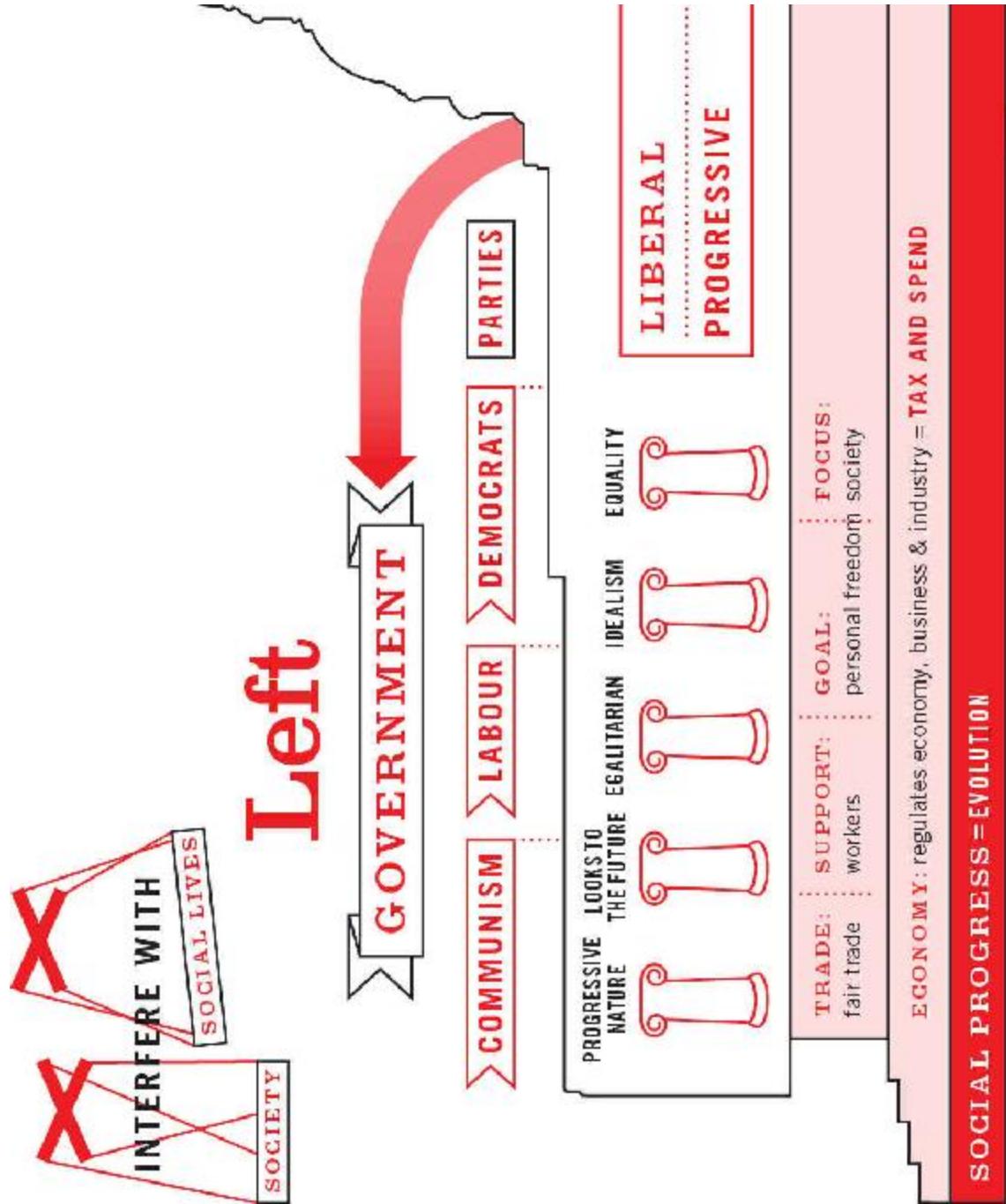


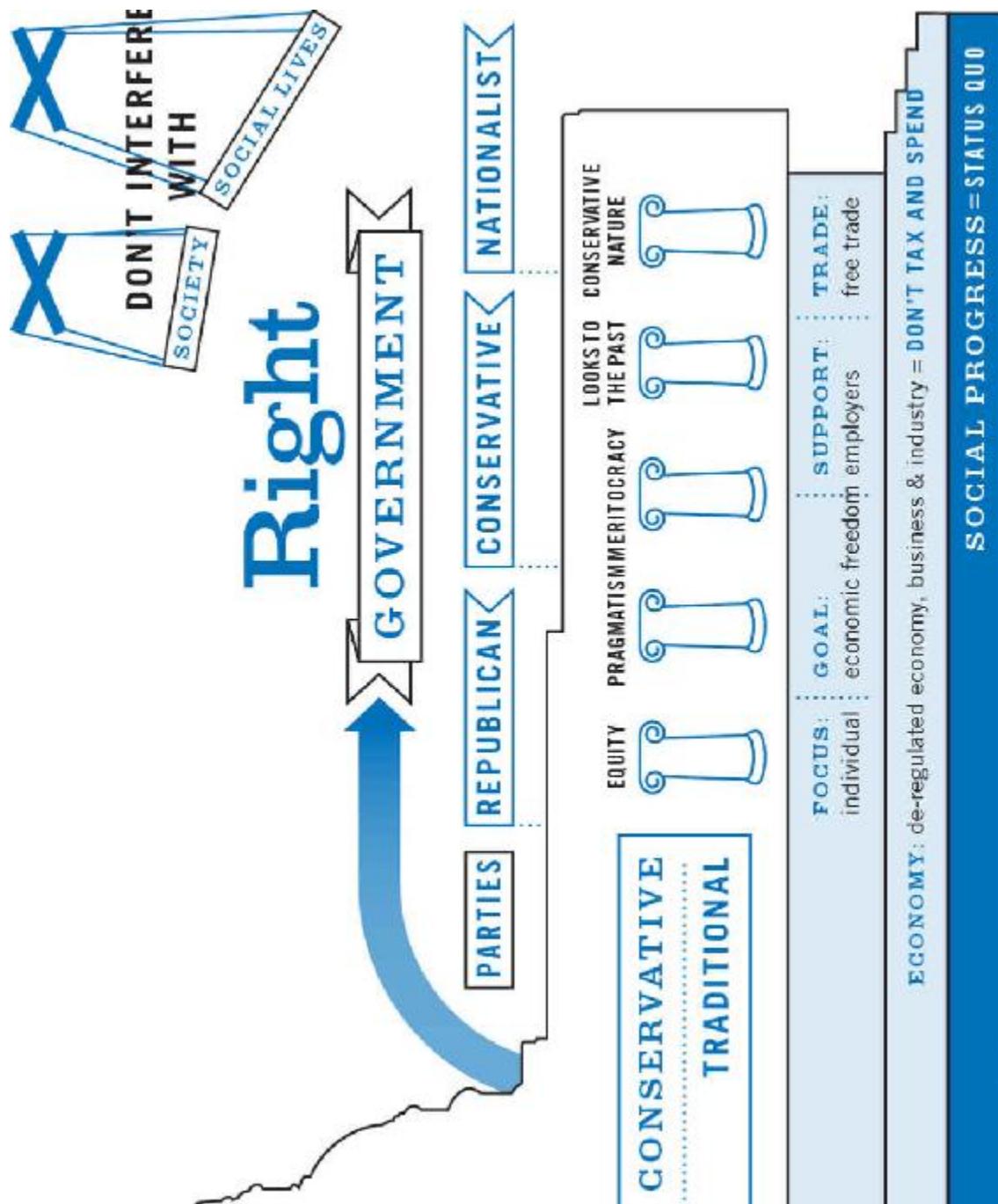
Left vs. Right

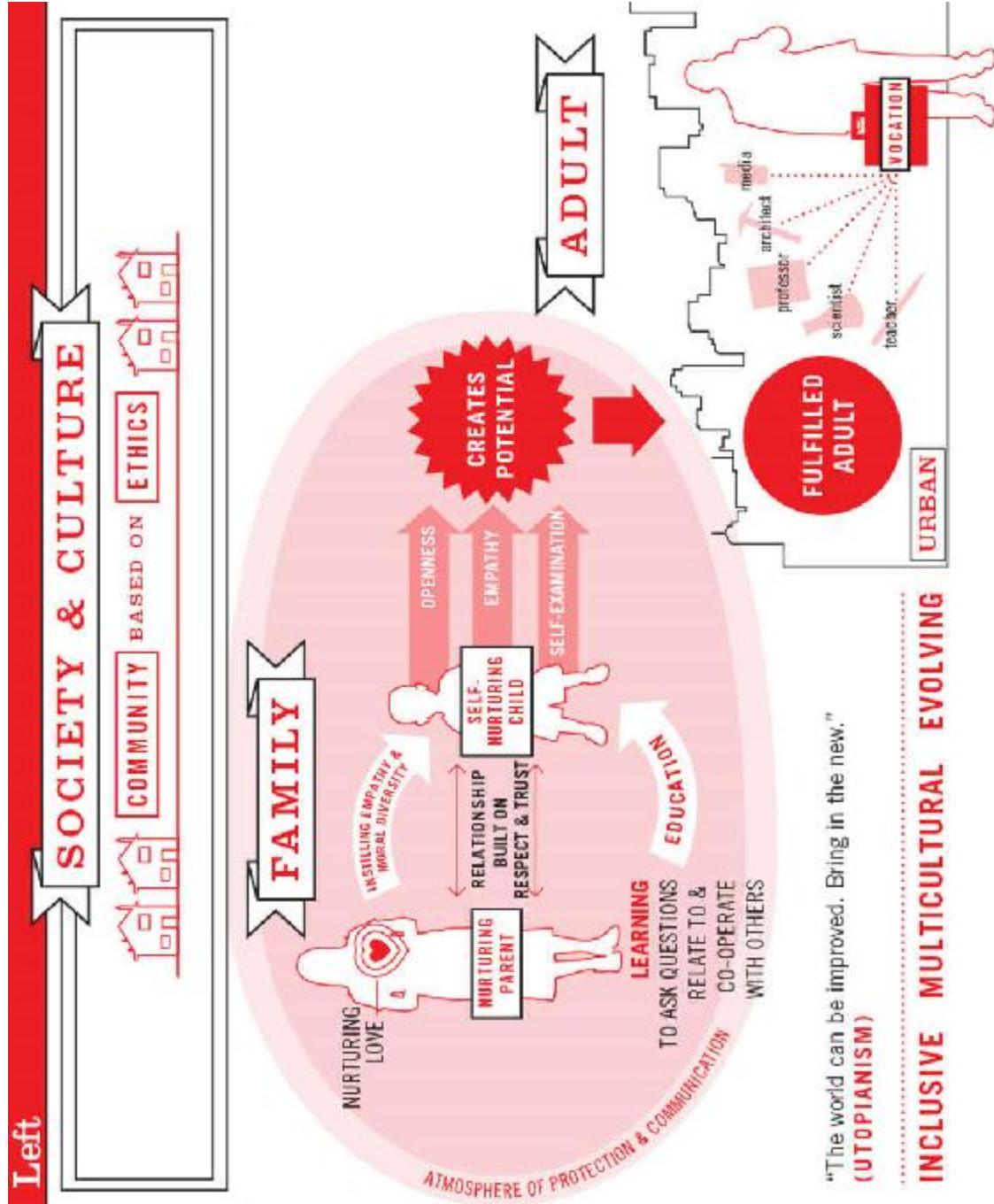
The political spectrum.

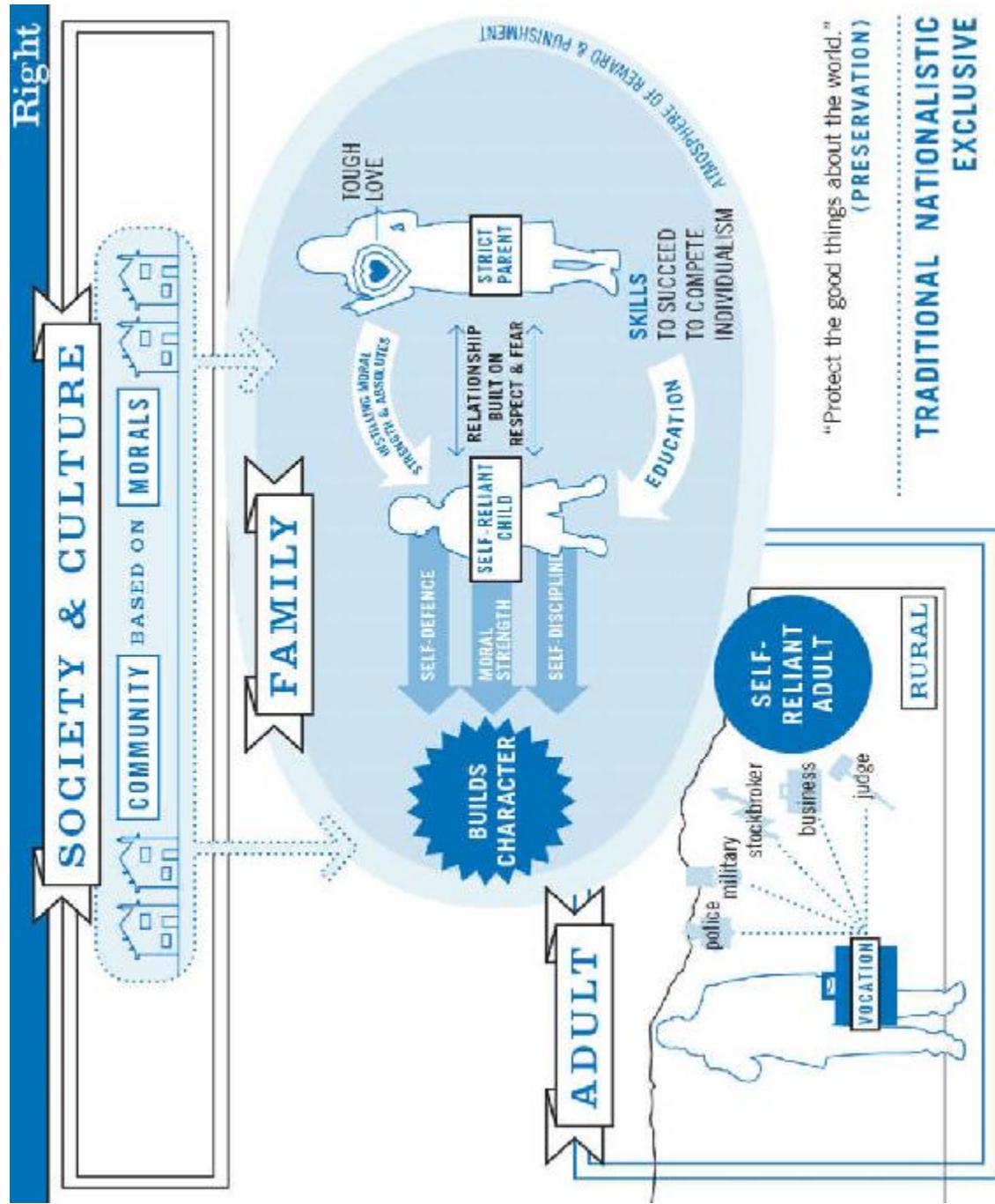












Left

EQUALITY is
a level playing field
FREEDOM is
freedom from power
abuse and inequality
but which is best?

BELIEFS

RELIGION: scientific, non-organized, unconventional

RIGHTS: others must observe

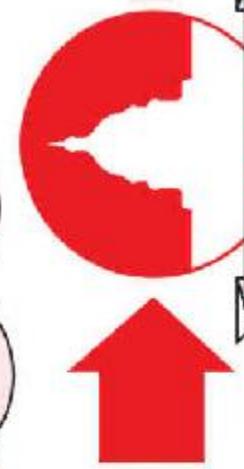
CRIMINALS: social and economic victims

HOMELESS: downtrodden, lack opportunities, victims

SOCIETY: "ONE FOR ALL AND
ALL FOR ONE"

PROTECT
MINORITIES

SUPPORT



VOTES FOR:

<input checked="" type="checkbox"/> FAIRNESS
<input checked="" type="checkbox"/> HELPING THOSE WHO CANNOT HELP THEMSELVES
<input checked="" type="checkbox"/> POSITIVE ROLE MODELS
<input checked="" type="checkbox"/> CHAMPIONS OF DOWNTRODDEN

DIPLOMACY

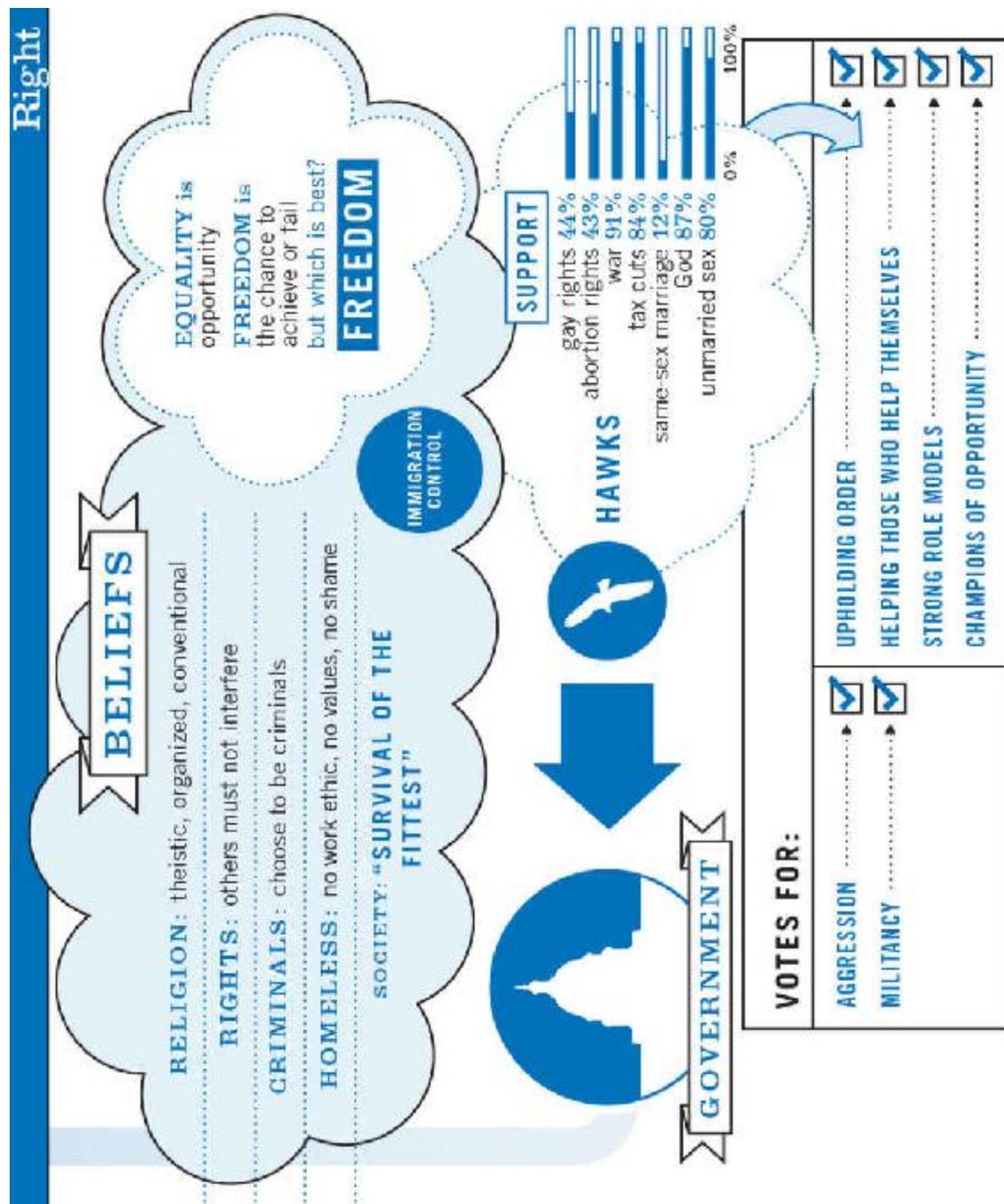
PACIFISM

PROTECT
MINORITIES

EQUALITY

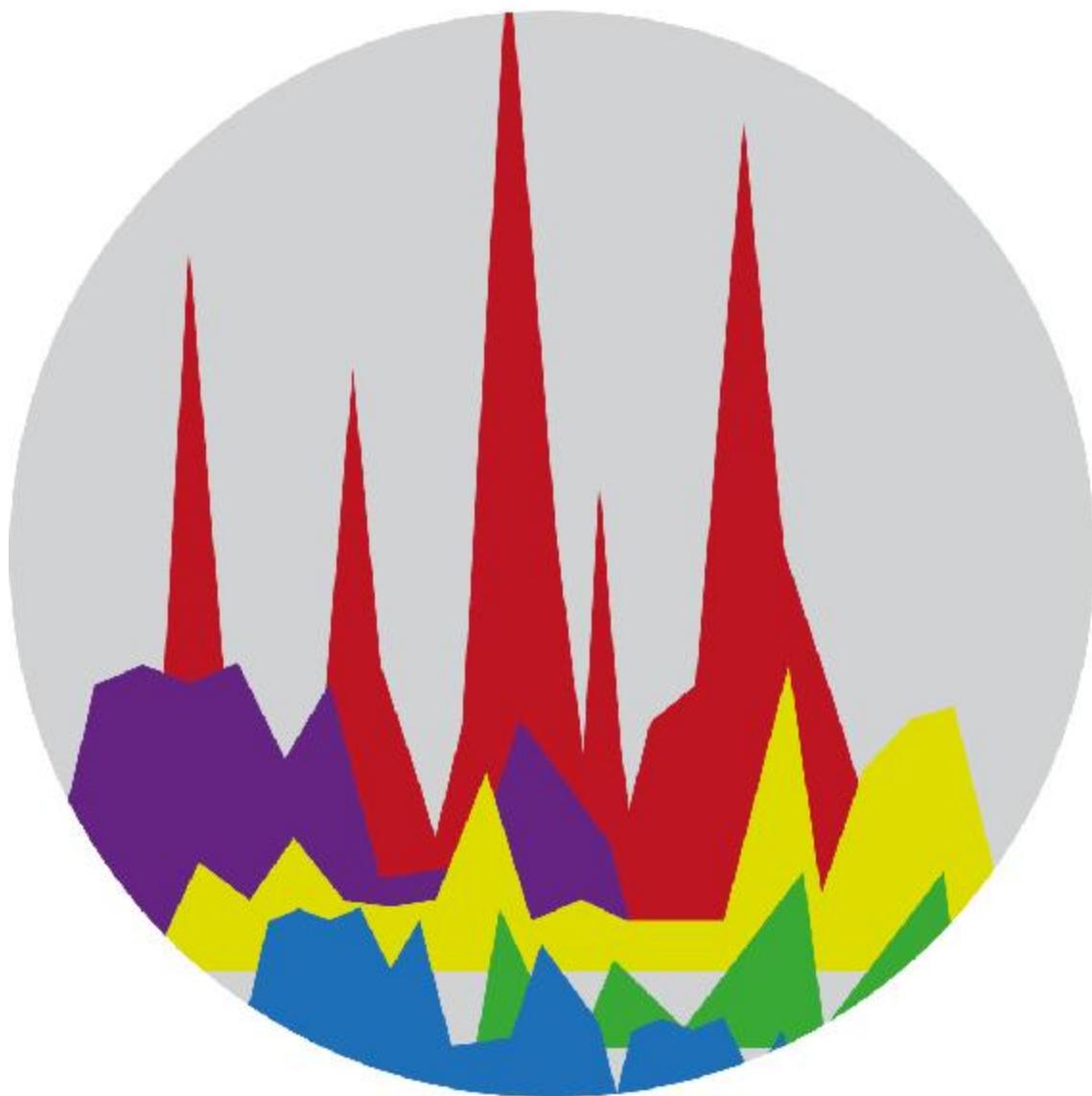
CHAMPIONS OF DOWNTRODDEN

Right

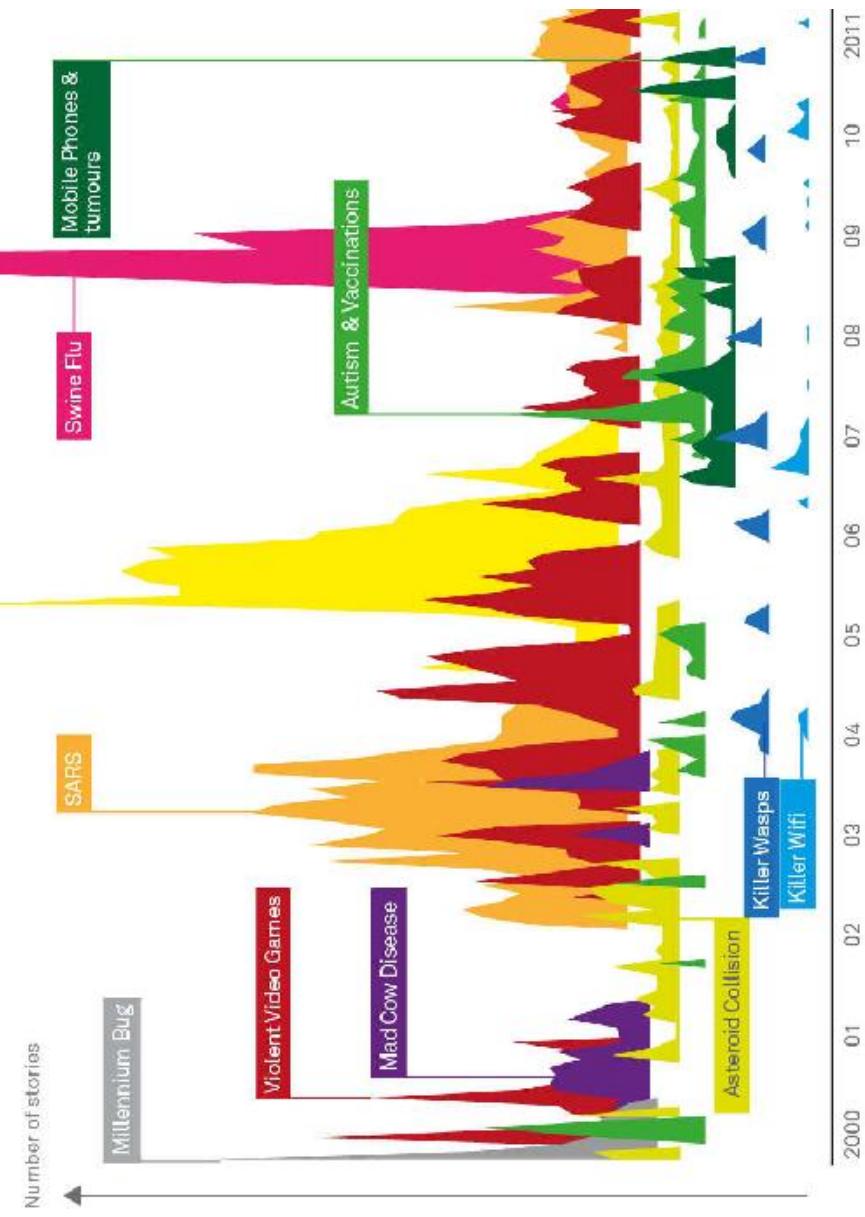


Mountains Out of Molehills

A timeline of media scare stories



By number of mentions



By Deaths

Number of deaths



Bird Flu

Swine Flu

SARS

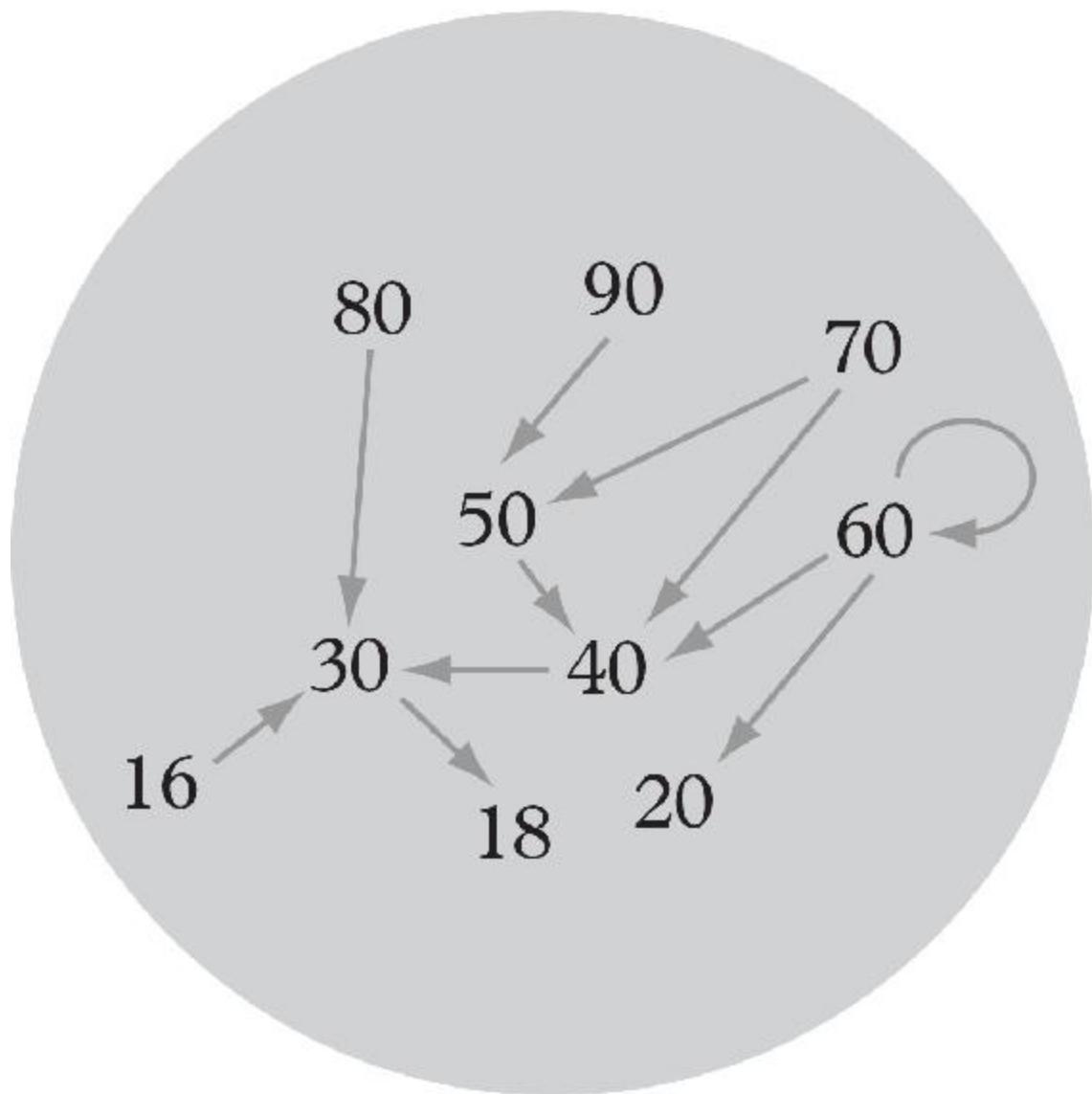
Mad Cow Disease

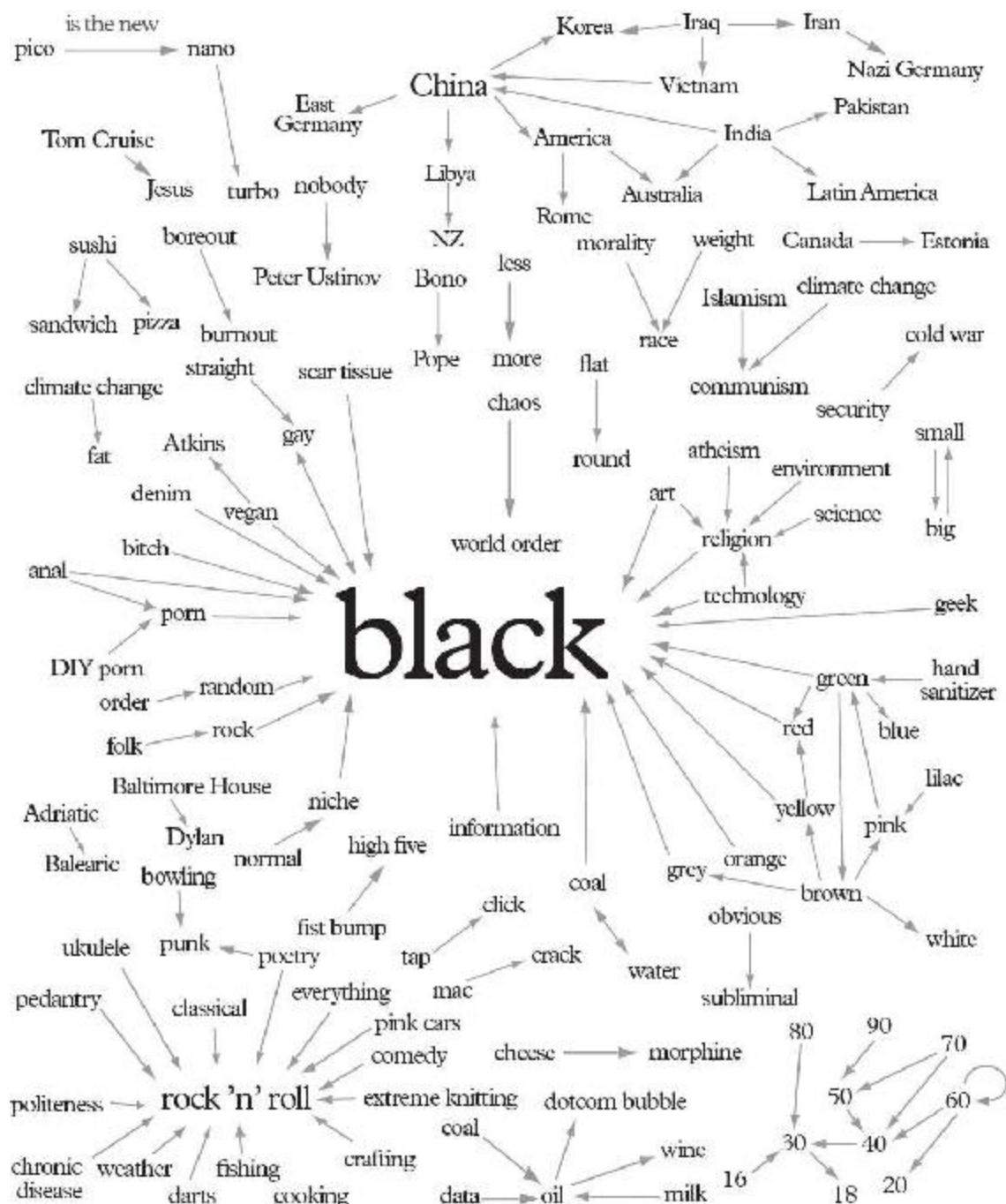
Killer Wasps

2000 01 02 03 04 05 06 07 08 09 10 2011

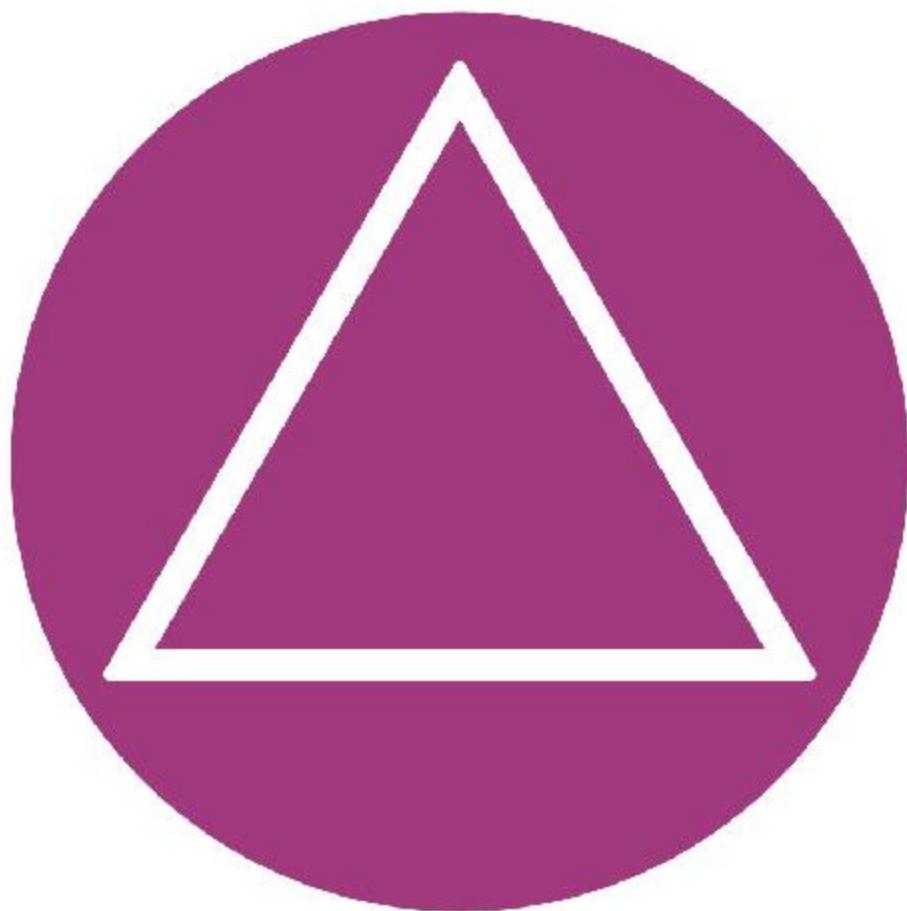
X “is the new” Black

A map of clichés





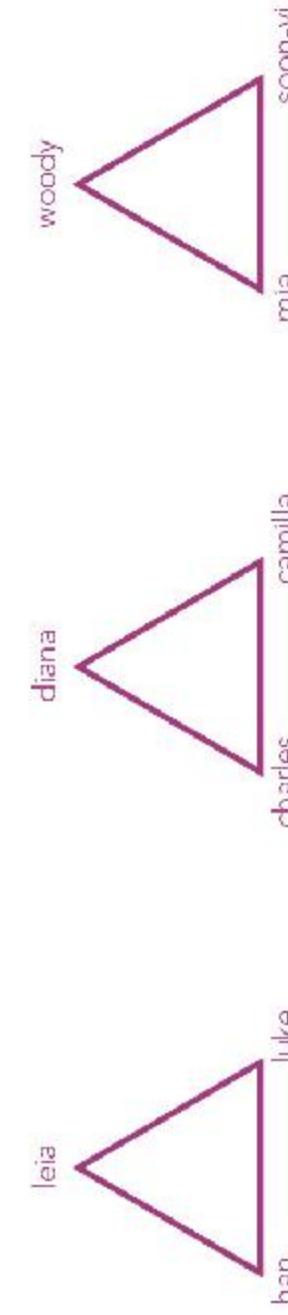
Three's a Magic Number



BIZARRE LOVE TRIANGLES

hmmmmm

cough



7 0 s

8 0 s

9 0 s
soon-y!
mia
woody

wha-?

HEALTHREE

life essentials

types of fitness

relationship essentials

exercise

stamina

flexibility

passion

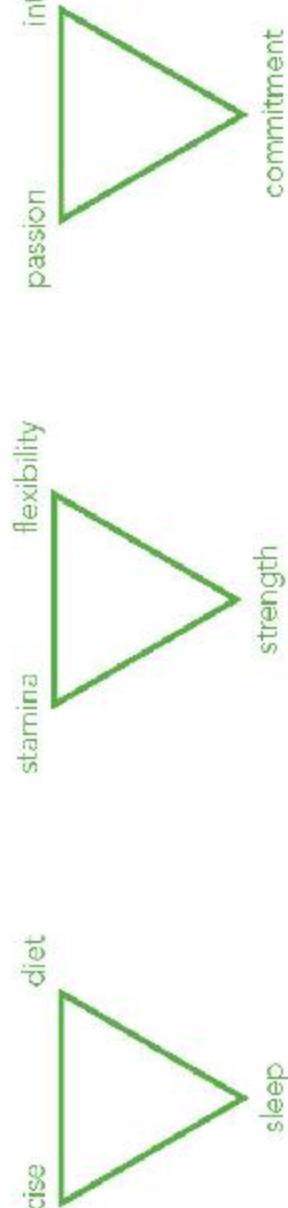
diet

intimacy

commitment

strength

sleep



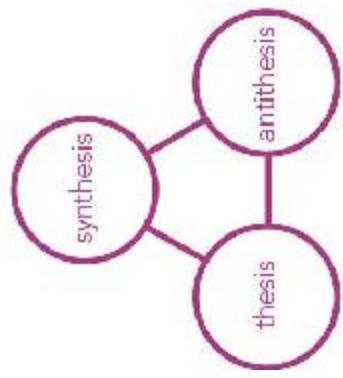
COMMON SENSE

SHAWN PHILIPS

GOOD LUCK!

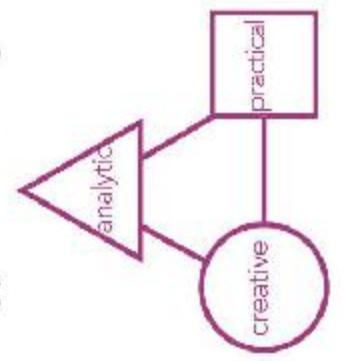
THREE THINKING

dialectics



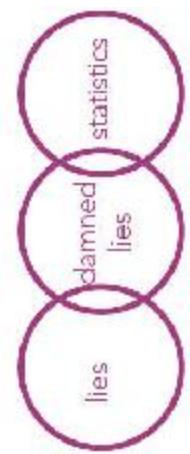
HEGEL

types of thinking



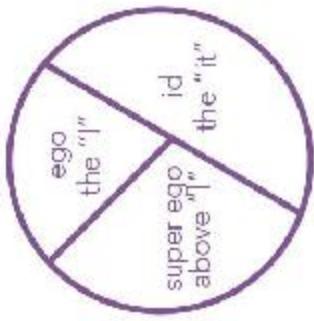
APPARENTLY

journalistic



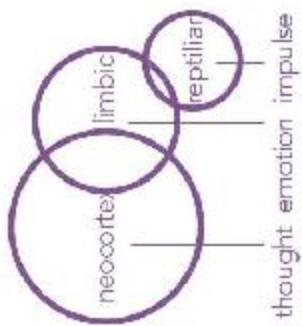
MARK TWAIN

3 part mind



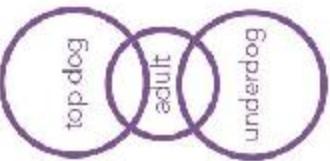
FREUD

3 part brain



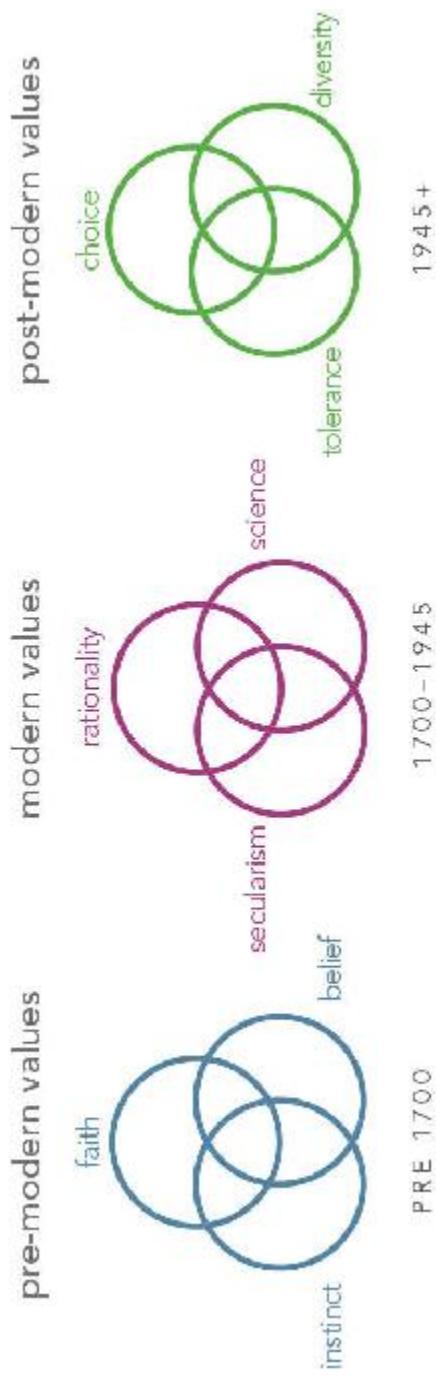
PAUL D MACLEAN

3 voices in the mind

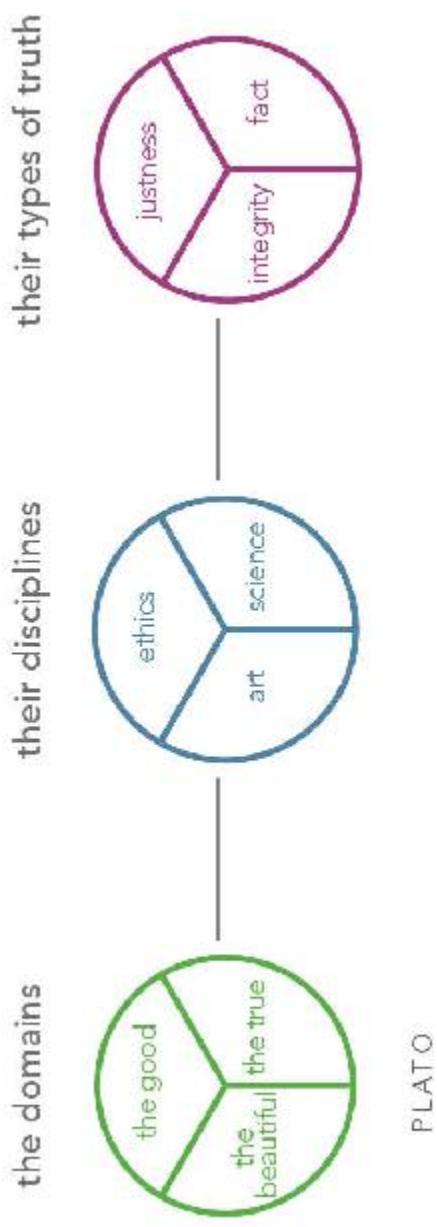


FRITZ PERLS

THREEDOM

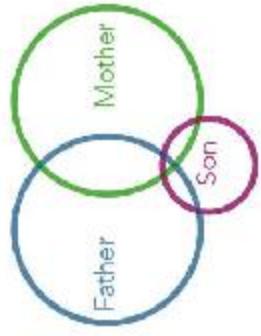


THE THREE DOMAINS OF LIFE

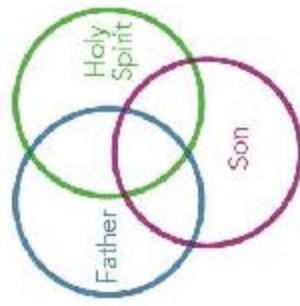


CHRISTIAN TRINITIES

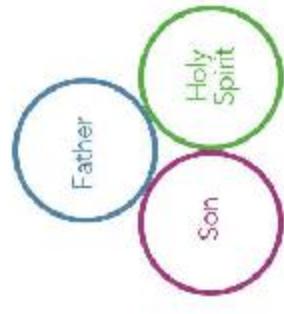
God is a happy family



1 god, 3 persons



all separate

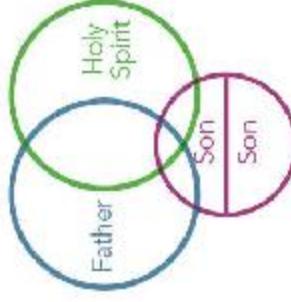


EARLY (200 AD)

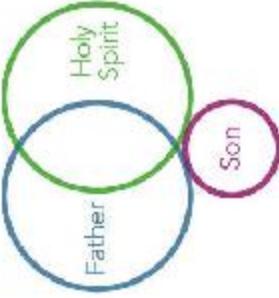
GNOSTIC (100 AD)

NICENE (325 AD)

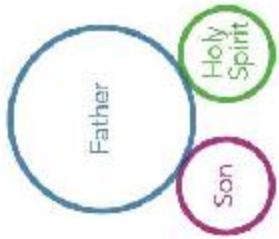
no, son both
human & divine



er, son
created by union



I know! Father
creates both



CALCEDON (451 AD)

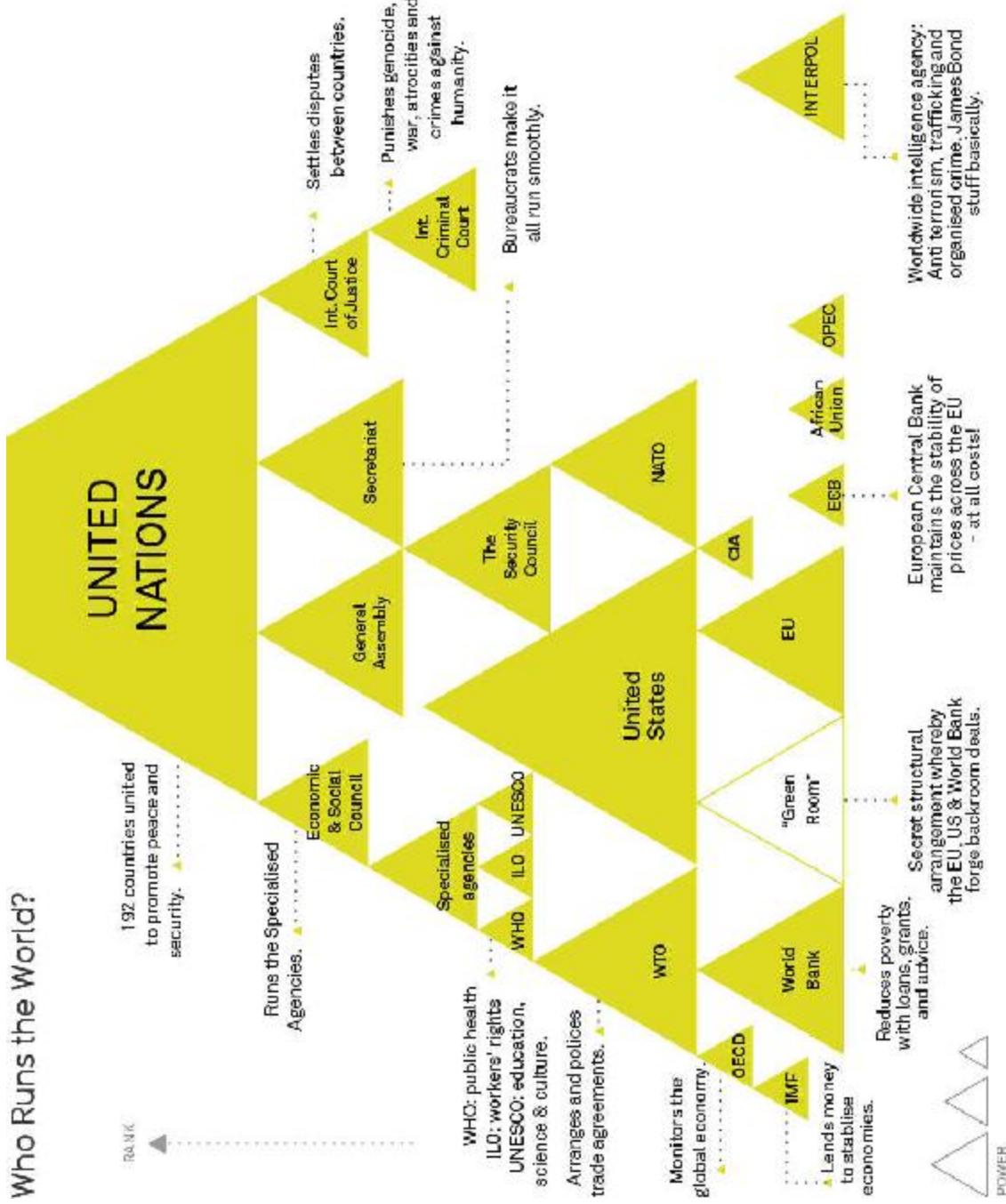
ORIENTAL ORTHODOXY
(451 AD)

EASTERN ORTHODOXY
(1054 AD)

Who Runs the World?



Who Runs the World?



Who really runs the World

Secret group which
masterminds world
events & controls gov-
ernments for its own
evil purposes.

BANK

ILLUMINATI

Invite-only club of
world leaders who
have created a secret
government to rule
a New World Order.
Staged 9/11 attacks to
trigger world war and
destroy incriminating
tax records.

Reptilian humanoids, The
Babylonian Brotherhood,
control the world.
Members include
George Bush, Queen
Elizabeth and Kris
Kristofferson.

This Jewish cabal . . .
secretly controls
Wall St. And the
world's financial
markets. Oh, and
Hollywood too.

Bilderberg
Group

Shapeshifting
lizards

Satan

United
States

Aliens

The
Anti-Christ

CIA

Corporations

UN

WHO
The
Media

IMF

"Big Oil"

Black Ops

UFO's

Aliens routinely abduct and
experiment on humans.
US government knows this
but hides the truth.

Created AIDS/HIV/SARS. Invented crack cocaine
to shackle underclass. Created the global warming fraud.
Fake WMD's to justify Iraq war.

Invents disorders like ADHD
to market drugs.

△ △ △ △ △

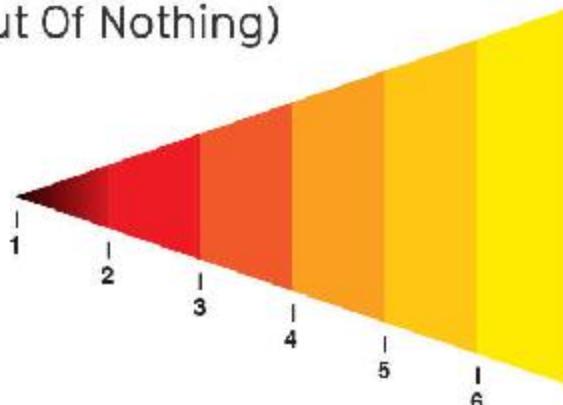
POWER

Creation Myths

How did it all start?

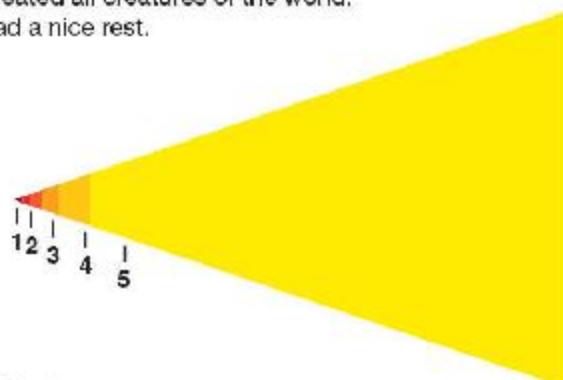


Ex Nihilo (Out Of Nothing)



Abrahamic (Christianity / Judaism / Islam)

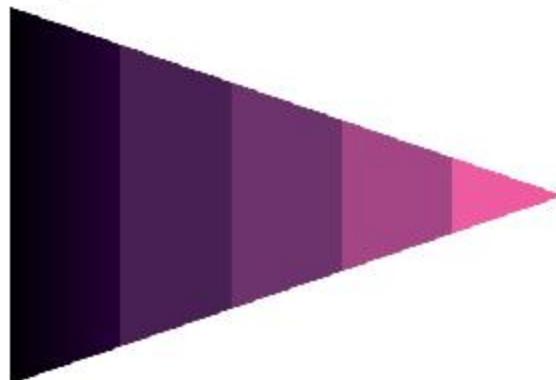
- Day 1. God created light and darkness.
- Day 2. He created water and sky.
- Day 3. Separated dry ground from oceans, created all vegetation.
- Day 4. Created sun, moon and stars.
- Day 5. Created all water-dwelling creatures and birds.
- Day 6. Created all creatures of the world.
- Day 7. Had a nice rest.



The Big Bang

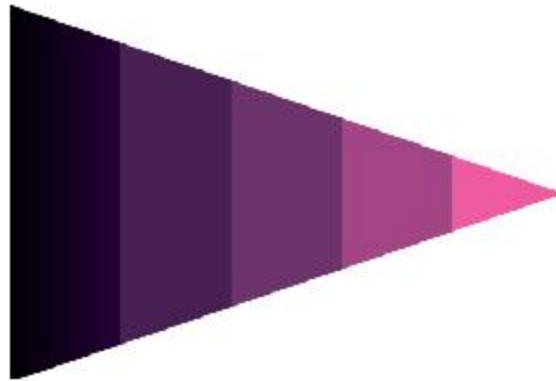
- 1. 15,000 million years ago all the matter in the Universe bursts out from single point.
- 2. Inflates from the size of an atom to the size of a grapefruit in a microsecond.
- 3. Three minutes in, the universe is a superhot fog, too hot for even light to shine.
- 4. Finally! 300,000 years later, everything is cool enough to form the first atoms. Light shines!
- 5. After a billion years, clouds of gas collapse. Gravity pulls them in to form the first galaxies and stars.

Primordial "Soup"



Hinduism

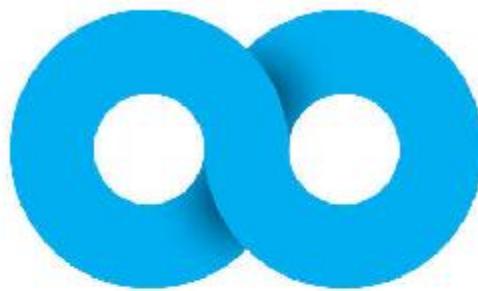
In a dark vast ocean, Lord Vishnu sleeps. A humming noise trembles. With a vast "OM!" Vishnu awakes. From his stomach blossoms a lotus flower containing Brahma, who splits the lotus flower into heaven, earth and sky.



Chinese (Taoist)

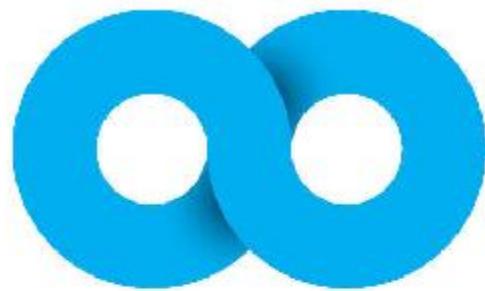
There was a mist of chaos. The mist separated and the light rose to heaven and the heavy sank and formed the earth. From heaven and earth came yin and yang, masculine and feminine. Together they keep the world in harmony.

Infinite Universe / Continuous Creation



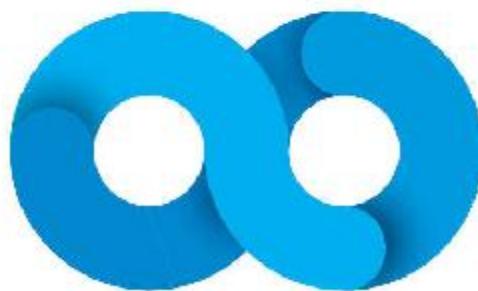
Steady State Theory

Matter is generated constantly as the universe expands. No beginning, no end.



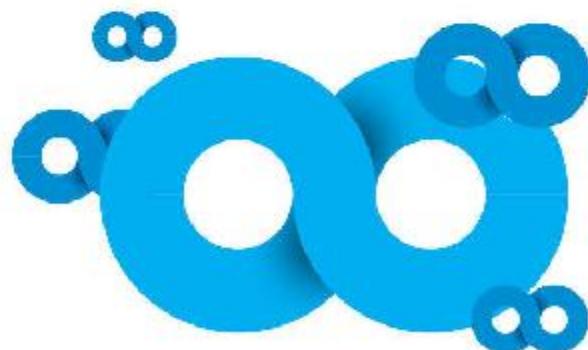
Buddhism

The universe is not fixed in a state of "being", but of "becoming". At any moment some stars and galaxies are born while others die.



Quasi Solid State (QSS) Theory

The cosmos has always existed. Explosions, of all different sizes, occur continuously, giving the impression of a big bang in our locality.



Bubble Universe

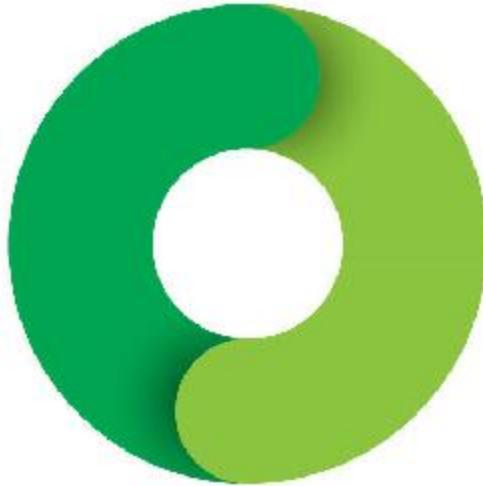
Our universe is a bubble spawned off a larger "foam" of other universes. Each bubble is different. Ours is finely tuned to support life.

Infinite Universe / Cyclical



Big Bangs, Big Crunches

Endless cycles of big bangs and big crunches, with each cycle lasting about a trillion years. All matter and radiation is reset, but the cosmological constant is not. It gradually diminishes over many cycles to the small value observed in today's universe.

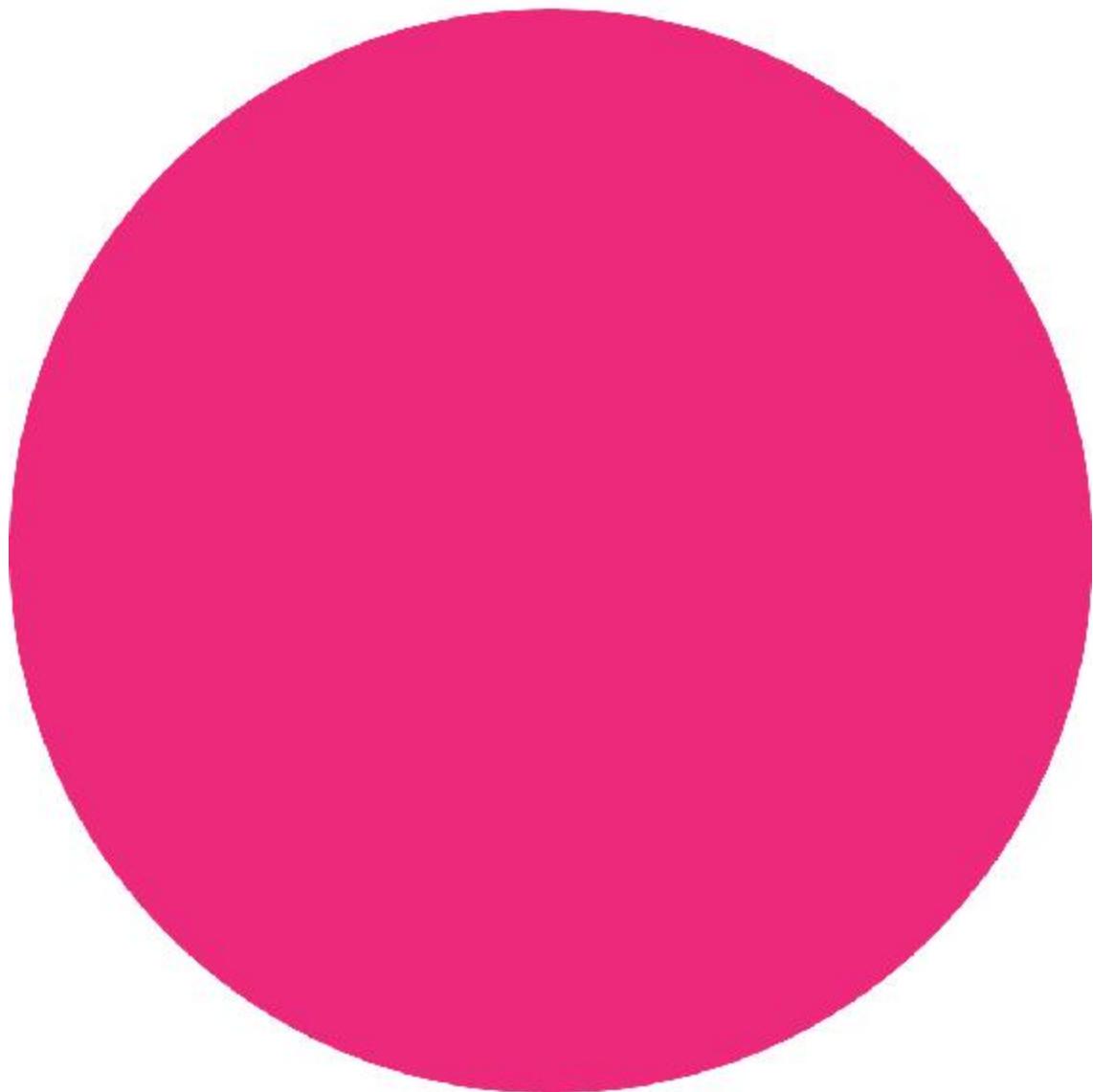


Involution / Evolution (Hinduism, Theosophy)

Infinite number of universes in an infinite cycle of births, deaths and rebirths. Each cycle lasts 8.4 billion years. The universe involves (**in breath**), gathers all the material, then 'evolves' (**out breath**) and expands. This cycle repeats infinitely.

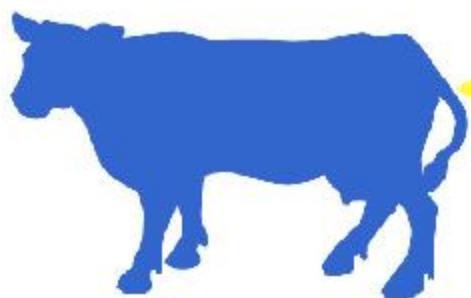
Simple

Quick fire graphics.

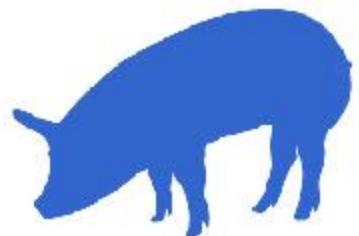


Farty animals

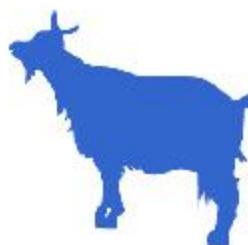
Annual methane emissions in equivalent CO₂



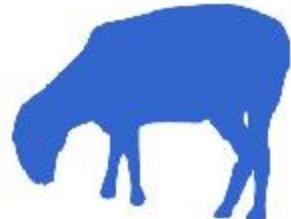
3500kg



370



230



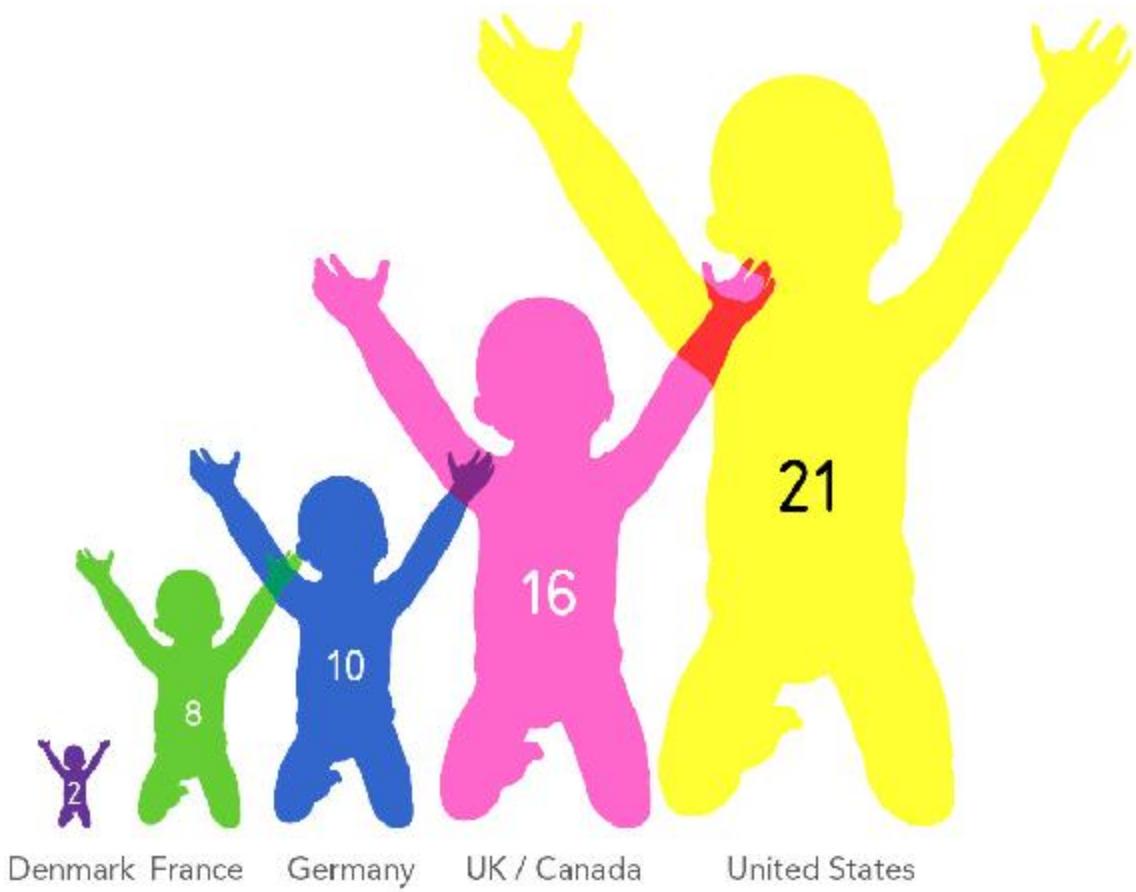
320



73

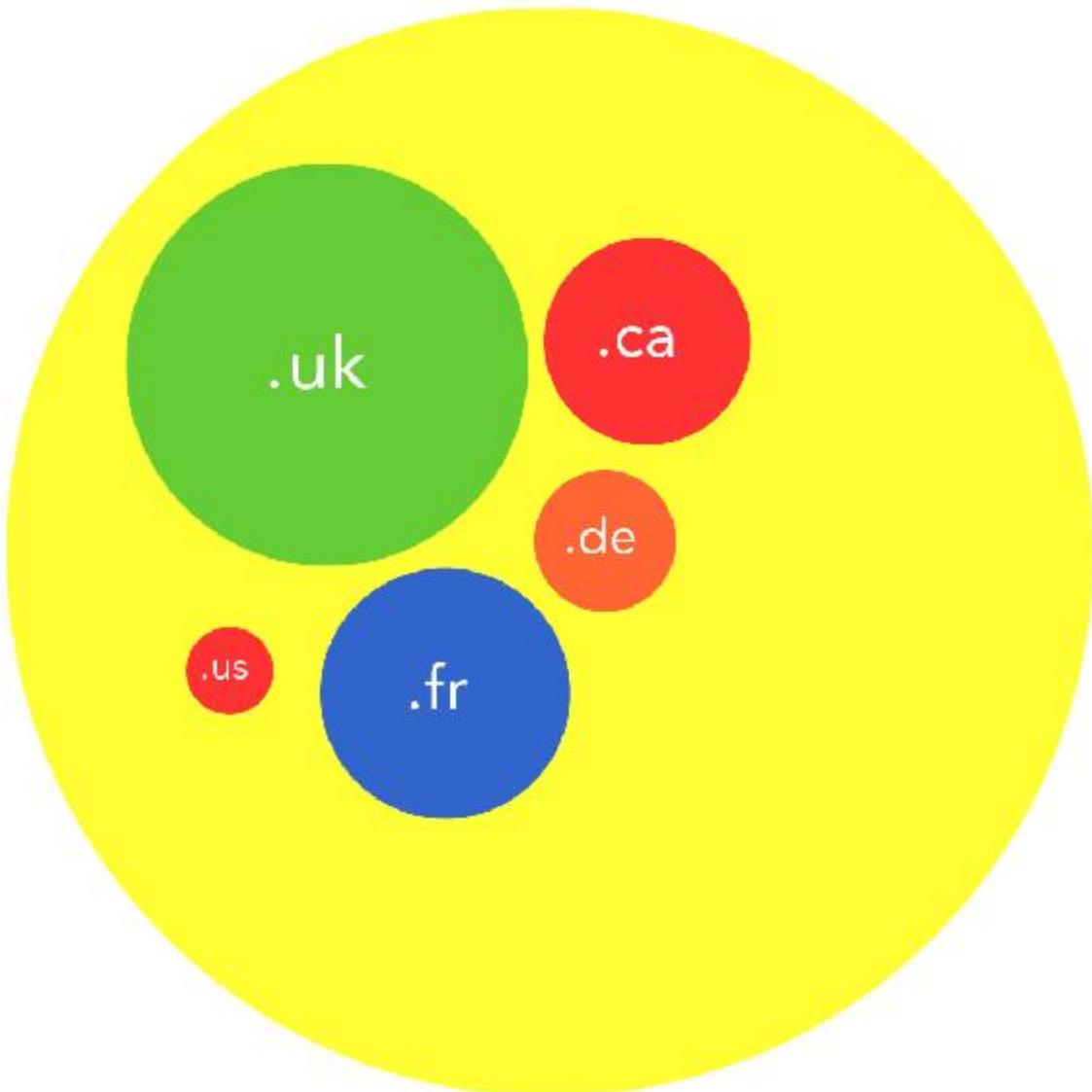
Think of the Children

% of children living in poverty



Who Reads the Most?

Amazon book stock as % of population size



Wave Of Generosity

% of promised tsunami aid money actually paid

Greece 100%
New Zealand
Iceland UK Norway
Japan 90%
Australia Canada 75%
Portugal Netherlands
Italy France 50%
USA 35%
Germany 26%

Celebrities with Issues

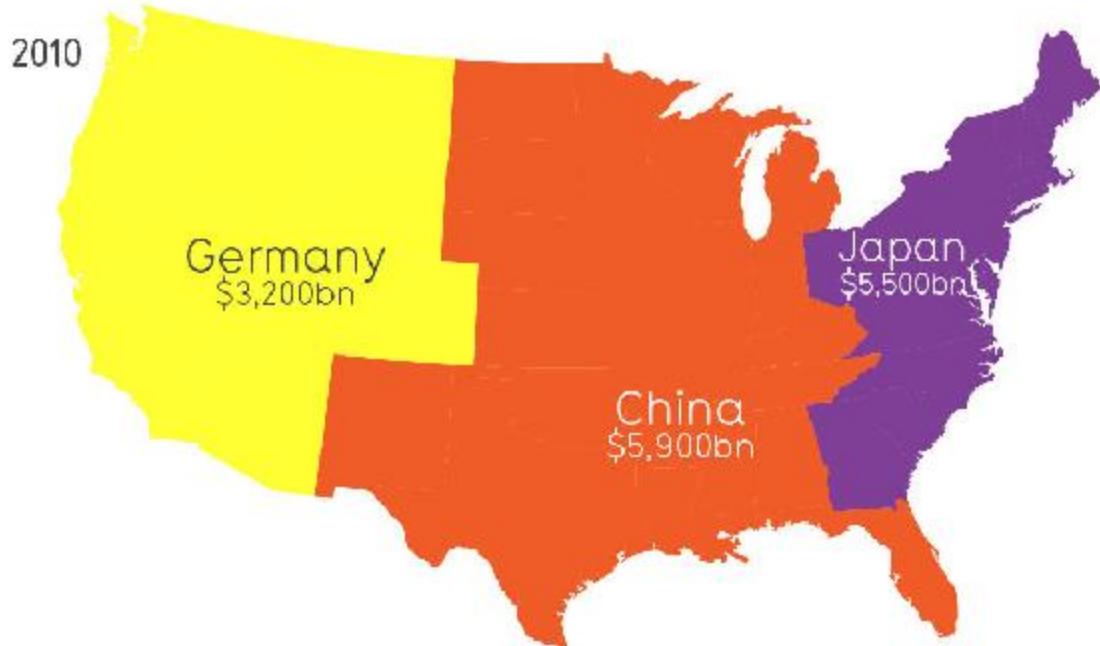
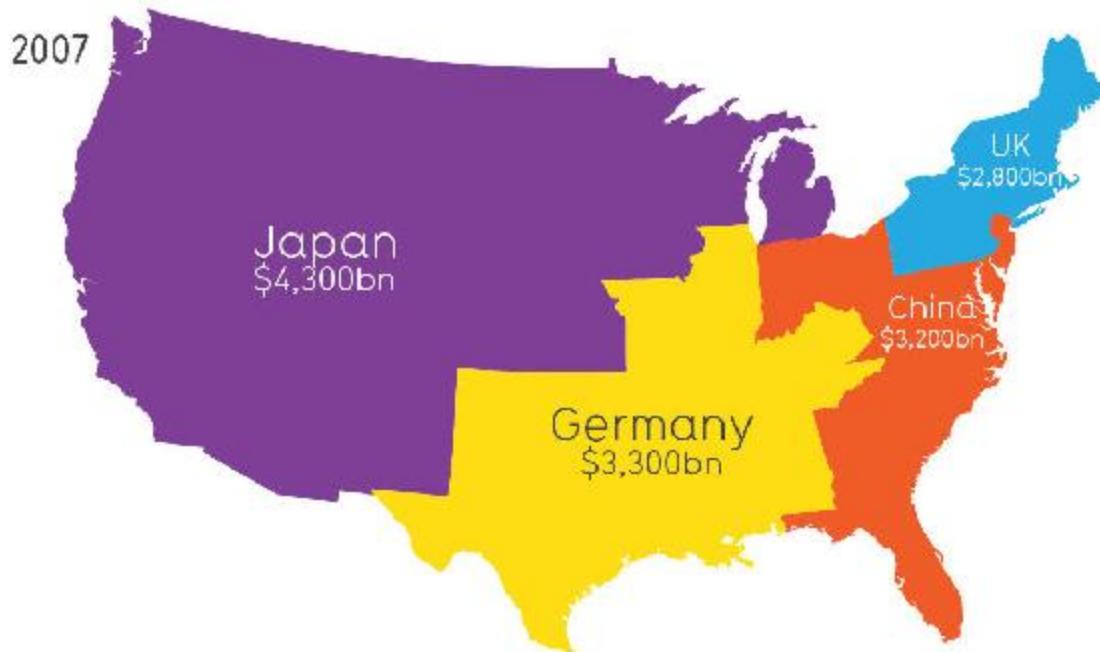
Number of celebs behind each cause



Mostly male celebs | Equal men & women | Mostly female celebs

How Rich?

Yearly GDP of world's wealthiest nations as combined GDP of US states



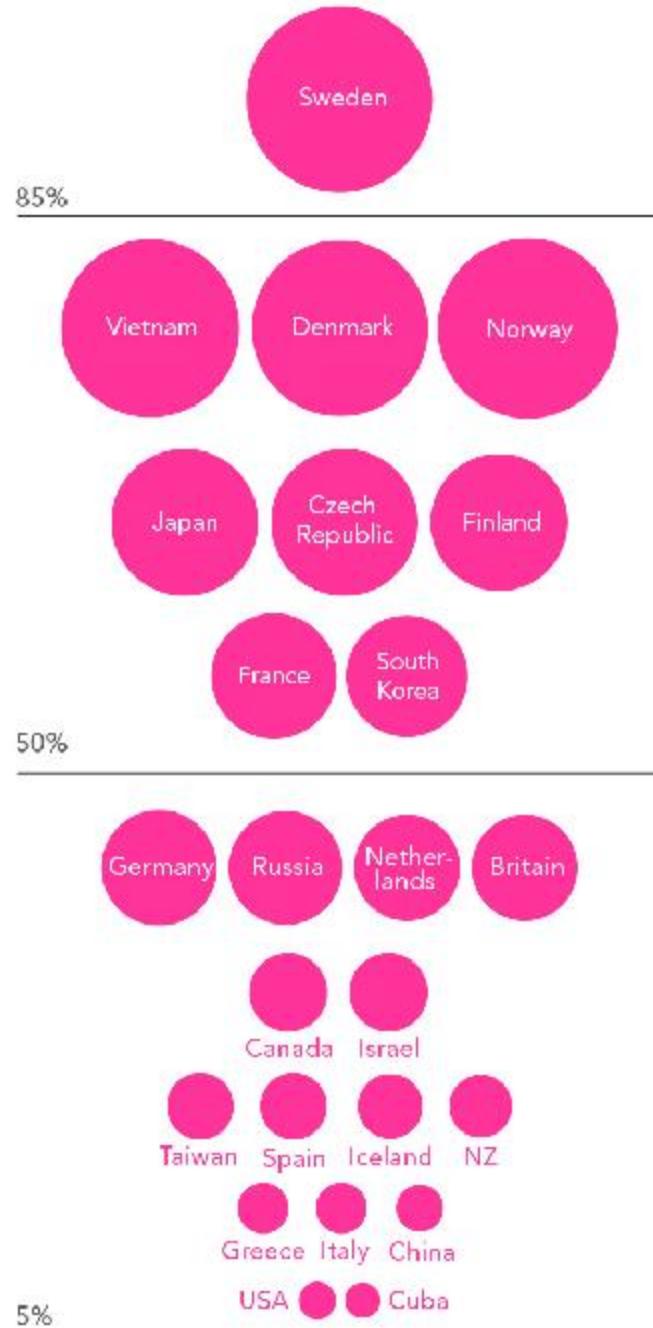
Sex Education

% virgin students by university subject



Godless Swedes

% of atheists, agnostics & non-believers



Net Increase

Internet traffic growth



Entire internet per year
1993



Internet per second
2008



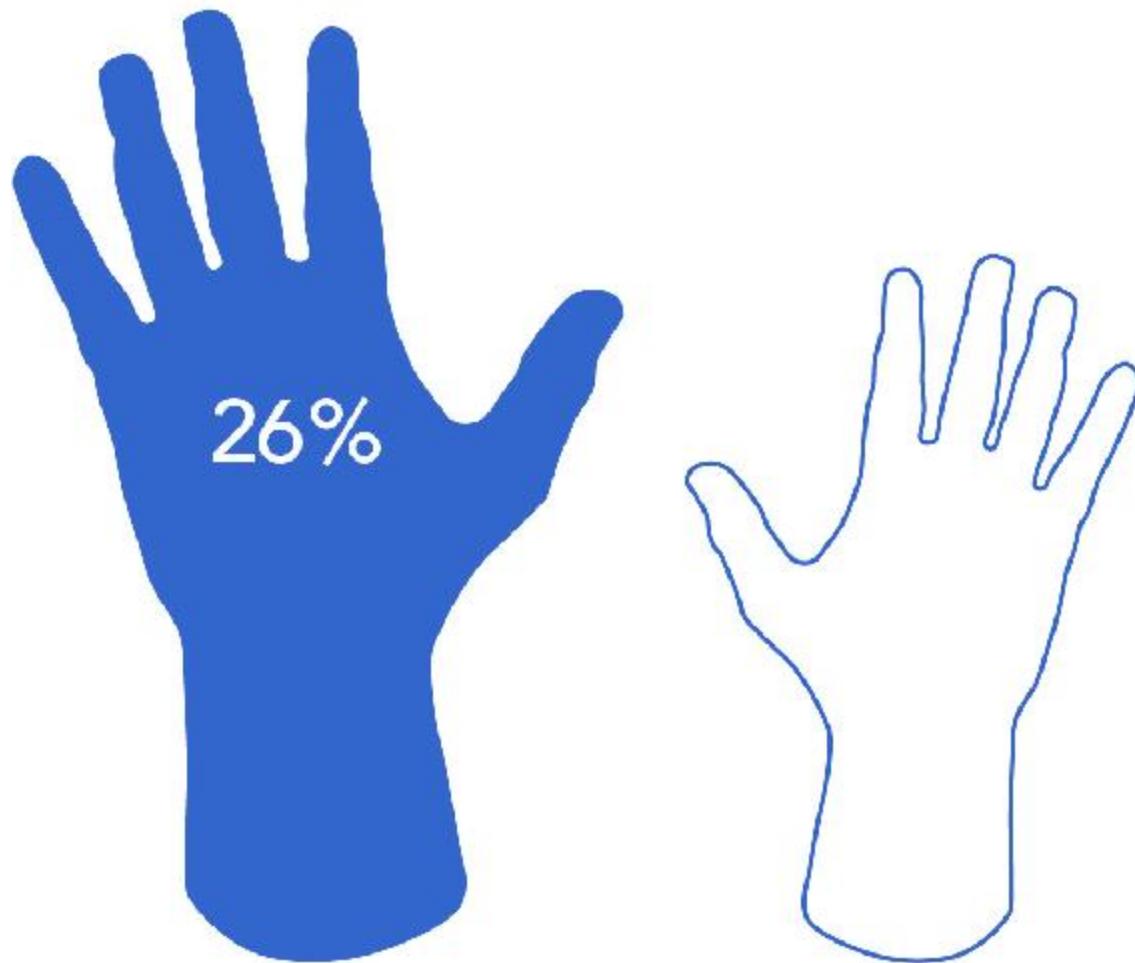
Internet per year, 2000



YouTube per month, 2008

Left Hand Path

Increased wealth of left-handed men



Does not apply to left-handed women.

Goggle Box

The cognitive surplus...

250 billion hours per year
spent watching TV by US adults

- 100 million hours
to create
Wikipedia

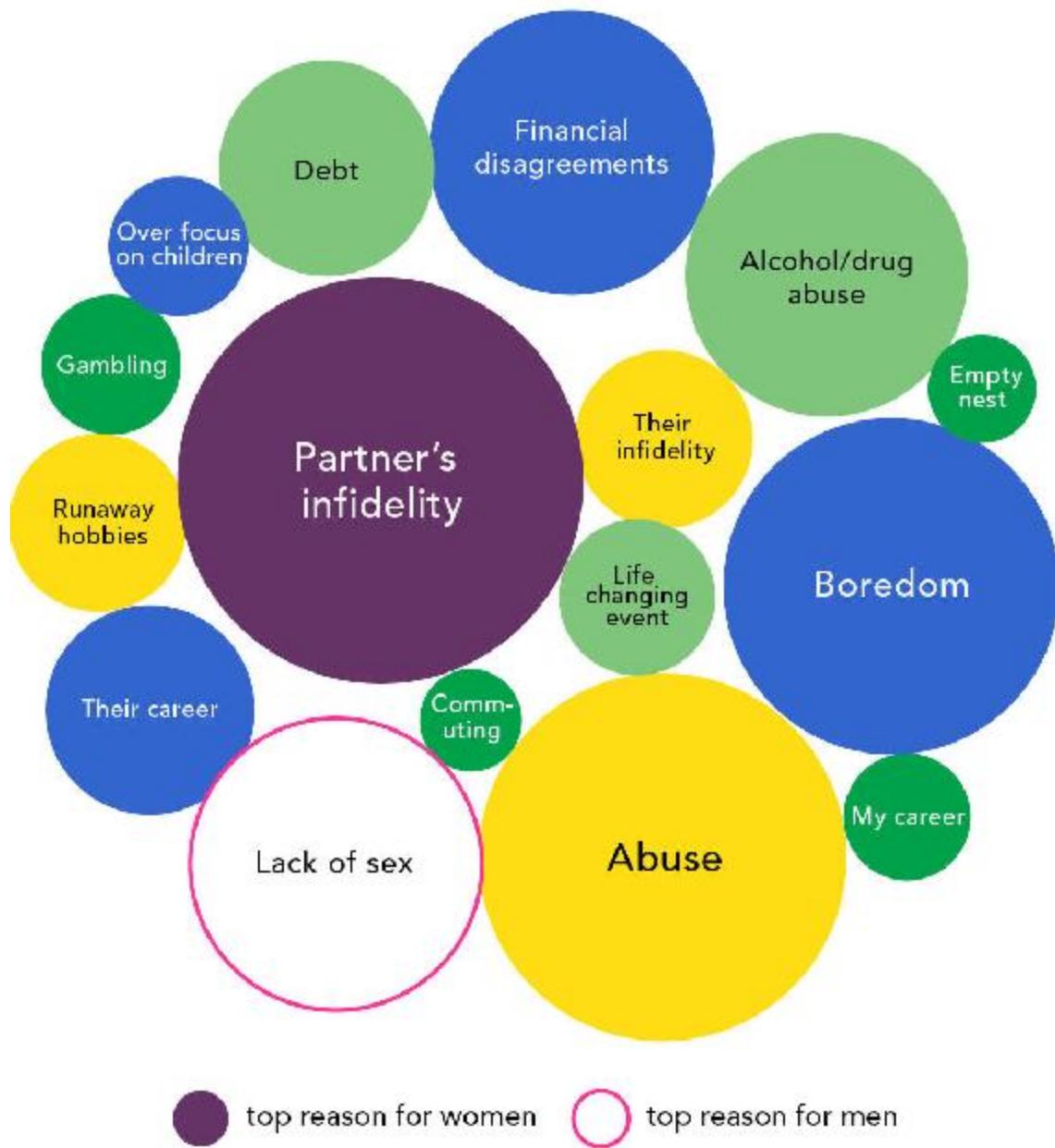
Clear Cut

Drop in HIV transmission in circumcised males



Excuse Us

Reasons for divorce



National Hypochondriacs Service

Top health searches

UK

Sciatica
IBS Shingles
Thyroid Back pain
Pregnancy
Kidney Infection Ringworm
Chickenpox
Thrush Anaemia
Glandular Fever
Diabetes

USA

Stroke Asthma
ADHD Hepatitis
Flu
Pregnancy Headache Arthritis
Cancer
Herpes HIV
HPV

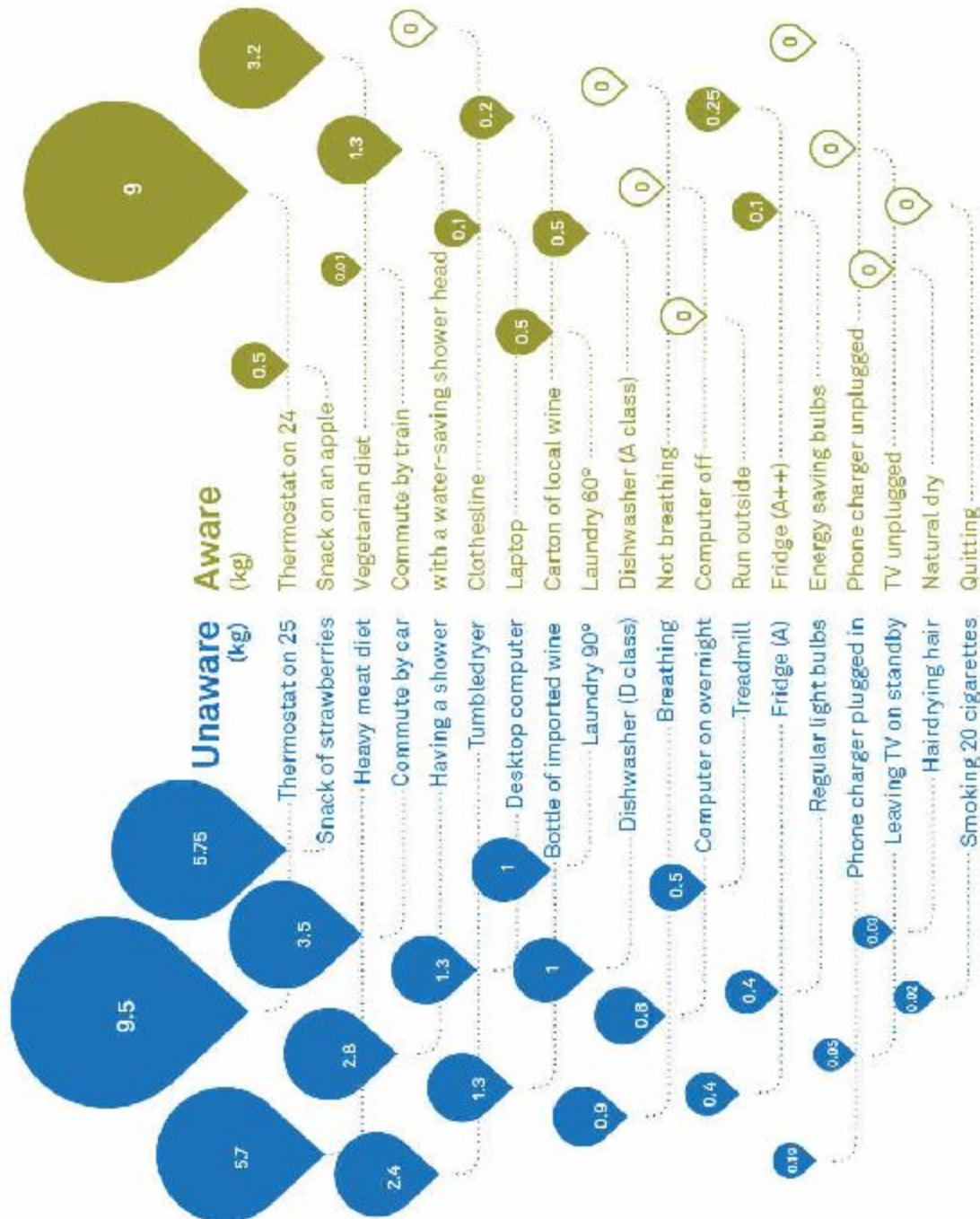
Germany

Cancer
Arthritis stroke
Anorexia Flu Spots
Diarrhea Hemorrhoids
Diabetes
HIV MS
Hypertension

Carbon Conscious

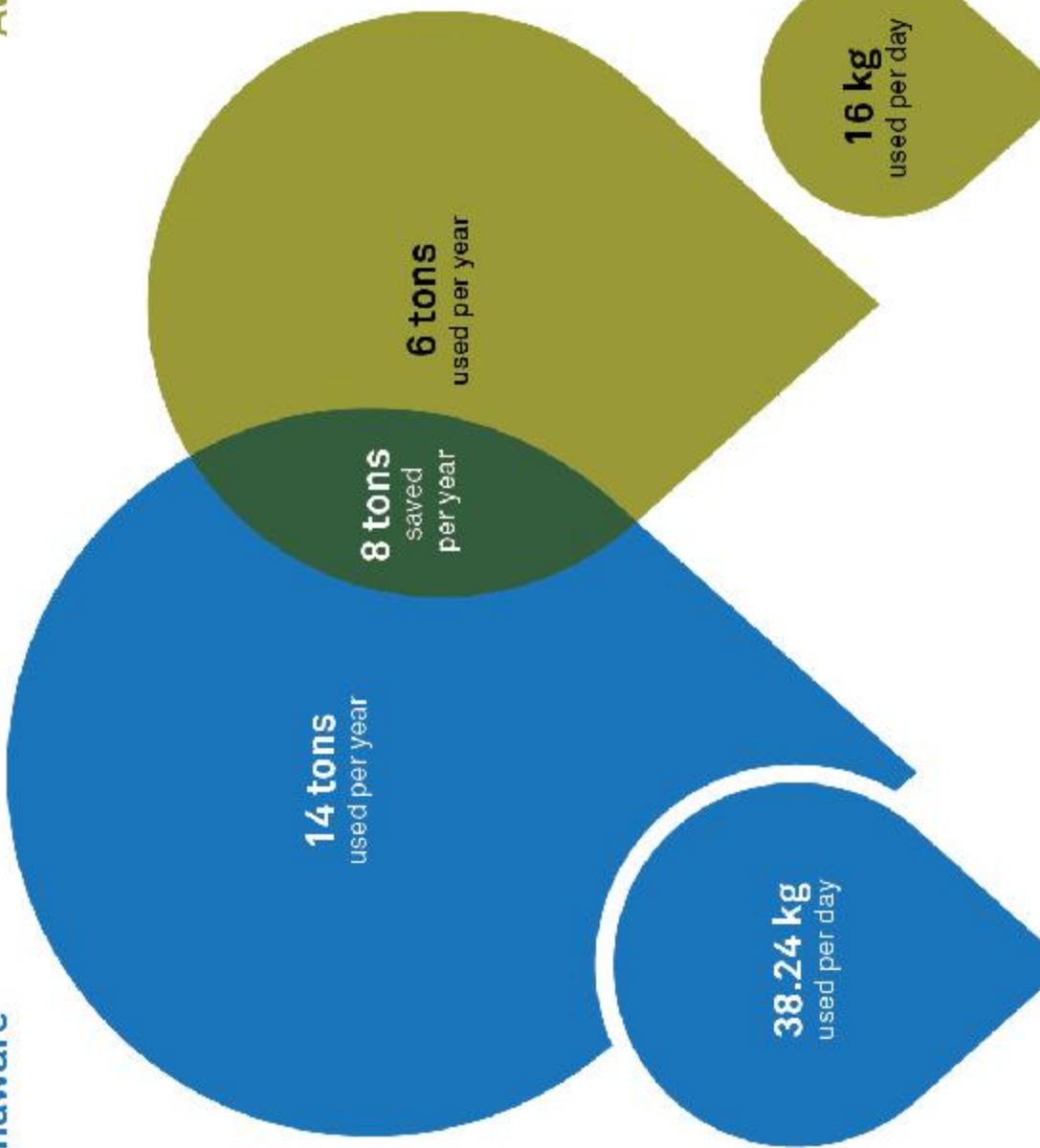
Tweak your day





Unaware

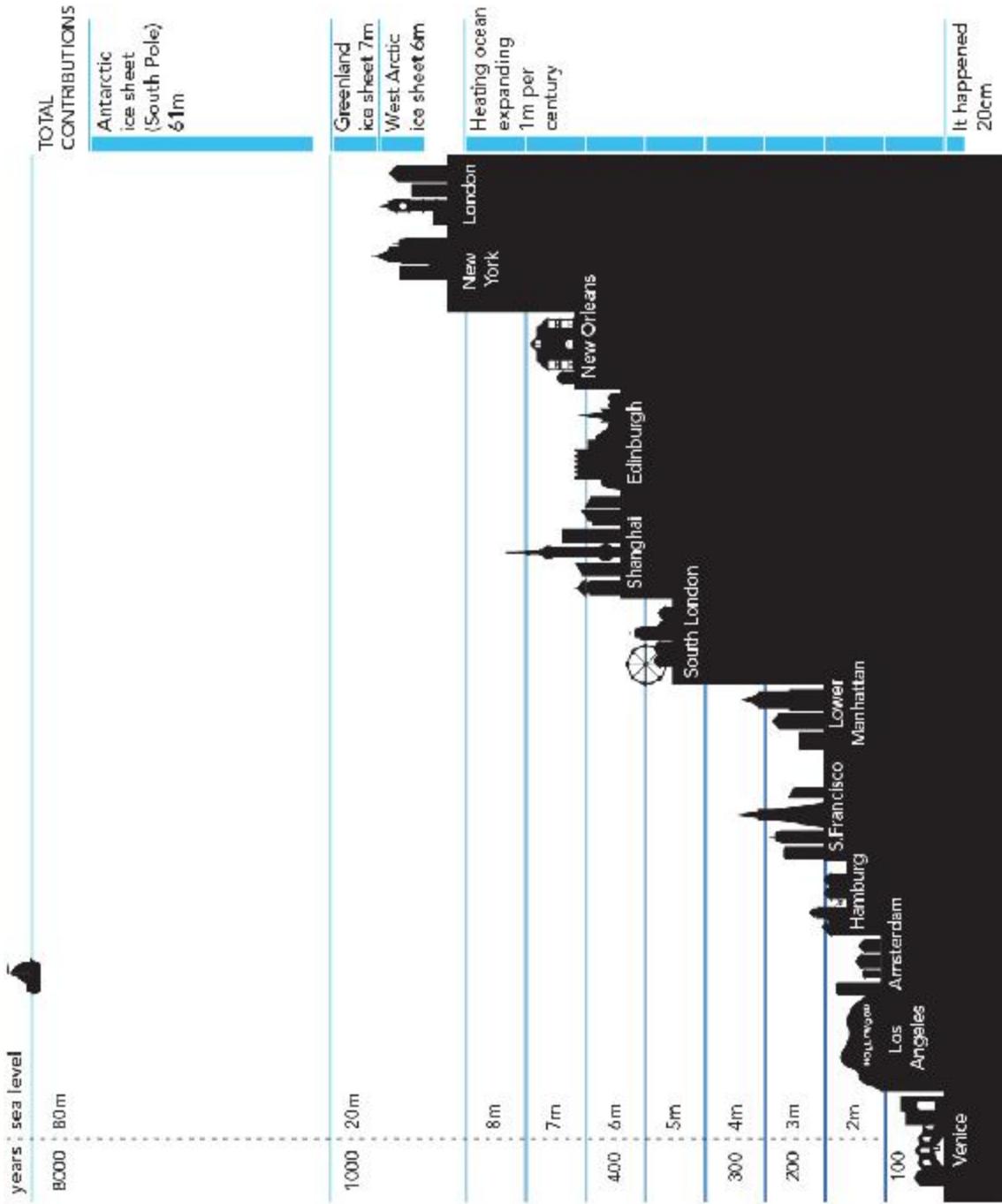
Aware



Rising Sea Levels

How long have we got?



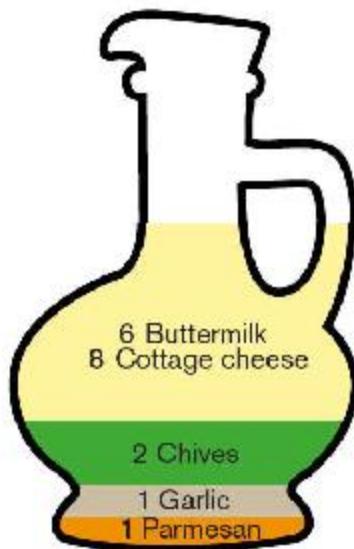


Salad Dressings

All in proportion



Vinaigrette



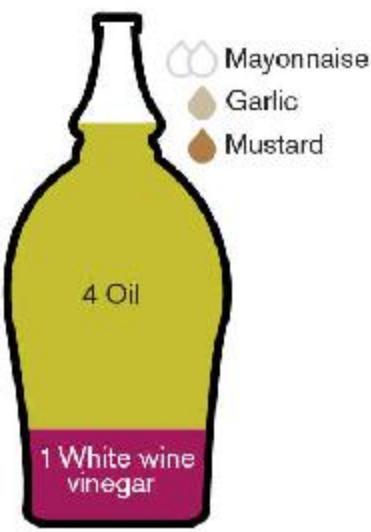
Ranch



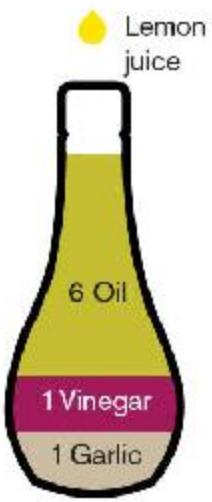
Honey



Creamy Herb



Creamy Garlic

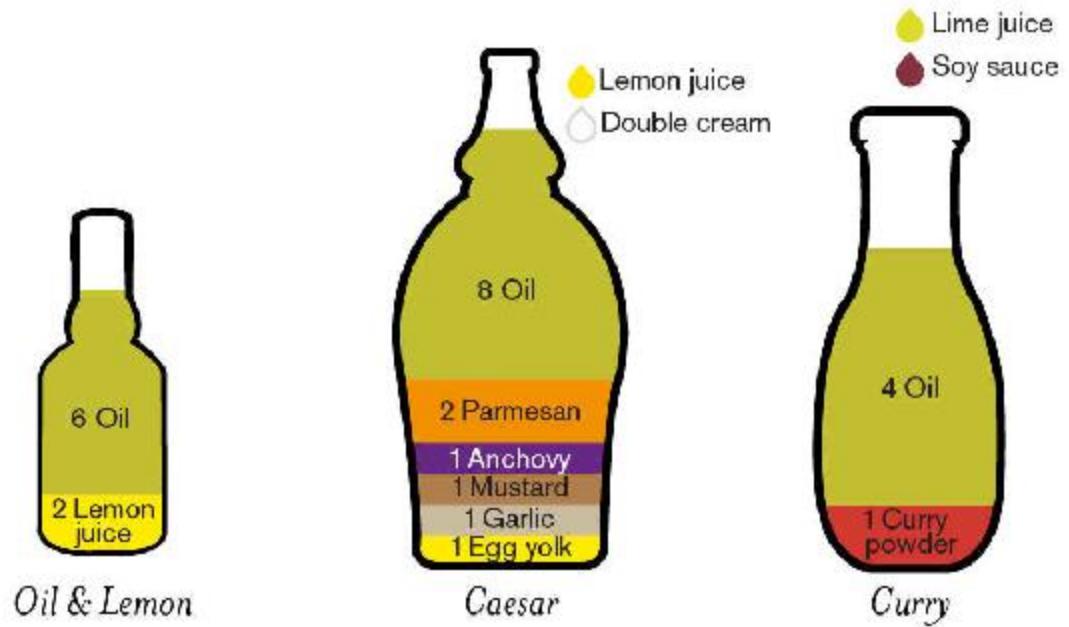
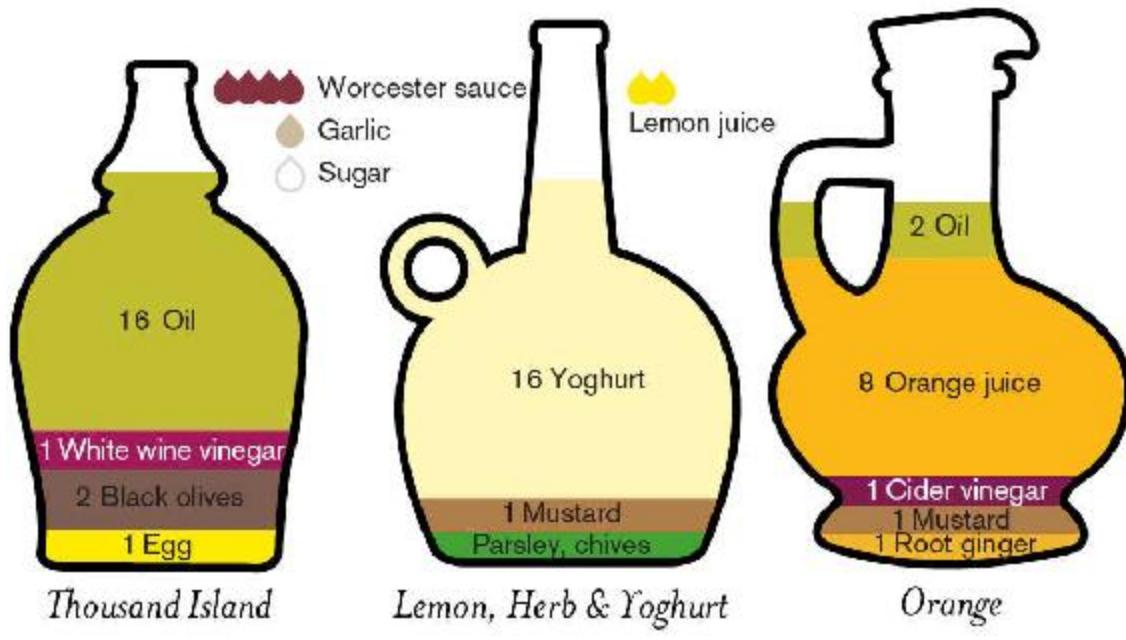


Oil, Lemon & Garlic

Worcester sauce

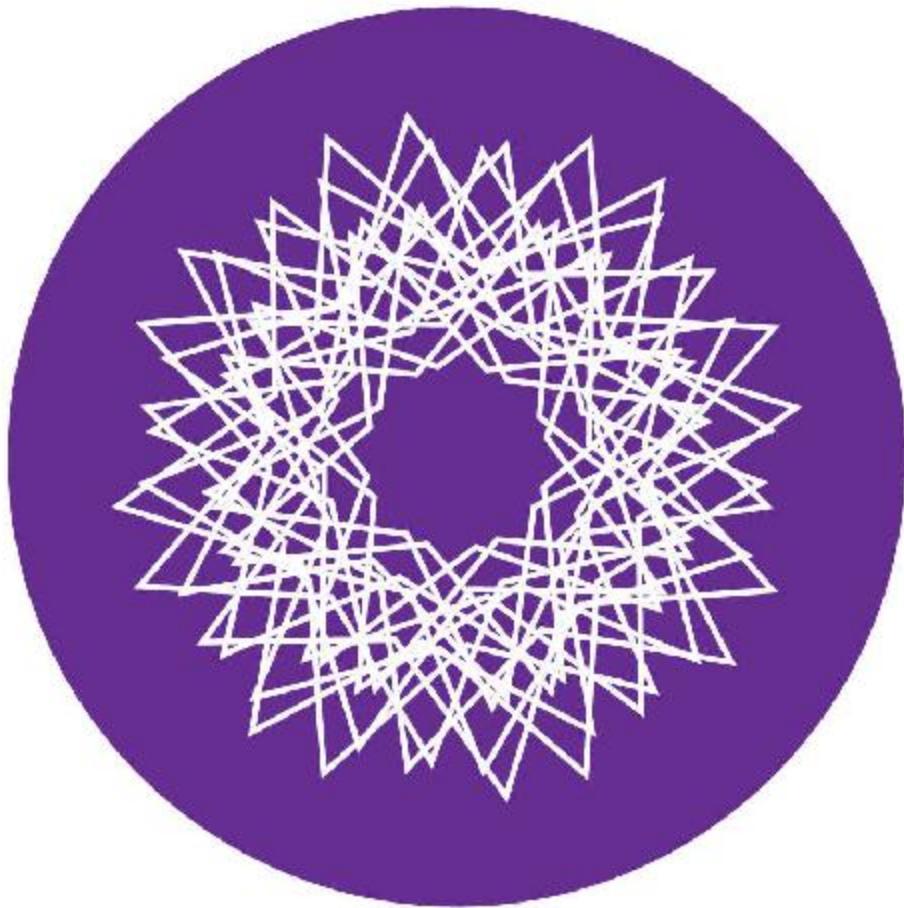
Mayonnaise
Garlic
Mustard

Lemon
juice



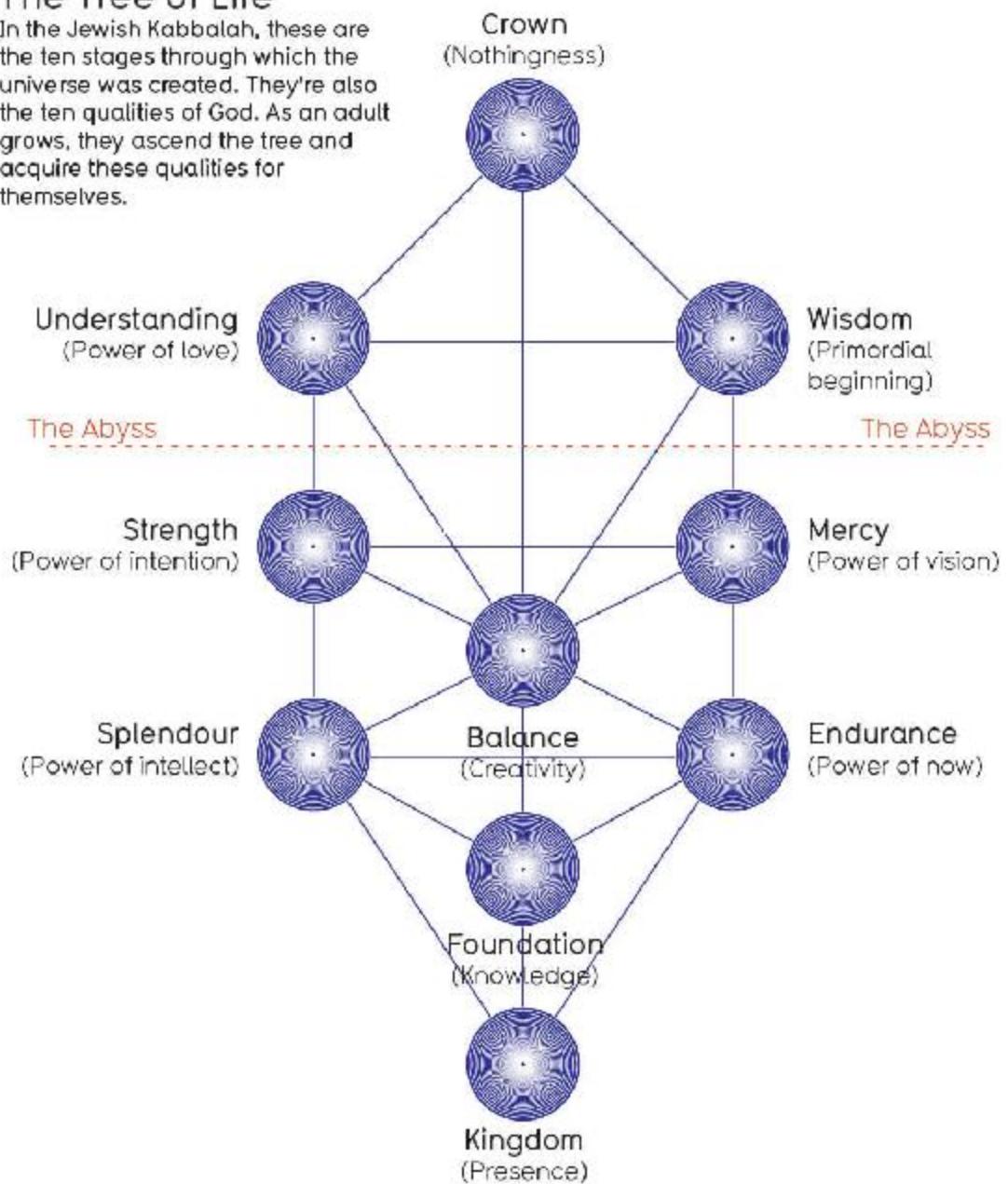
The Stages of You

Theories of self-development?



The Tree of Life

In the Jewish Kabbalah, these are the ten stages through which the universe was created. They're also the ten qualities of God. As an adult grows, they ascend the tree and acquire these qualities for themselves.



CRITICS SAY: "Where's the evidence?"

Sufism

In the mystical form of Islam, the soul or self (nafs) has seven degrees of development, each with increasing purity.

The Pure Self

Self is entirely transcended. No ego or separate self left. Only the Divine exists. Any sense of individuality or separateness is an illusion..

world

The Self Pleasing to God

Inner marriage of self and soul. All power to act comes from God. You can do nothing by yourself. You no longer fear anything nor ask for anything. Genuine inner unity and wholeness.

The Pleased Self

You are content with your lot, and pleased with even the difficulties and trials of life, realizing that these difficulties come from God. Very different from the usual way of experiencing the world (i.e. focused on seeking pleasure and avoiding pain).

The Contented Self

The struggles of the earlier stages are basically over. The self is at peace. Old desires and attachments still exist but are no longer binding. Grateful, trusting, and adoring. One accepts difficulties in the same way one accepts benefits. The ego-self begins to let go, allowing the individual to come more closely in contact with the Divine.

The Inspired Self

Beginning to taste the joys of spiritual experience. Genuine pleasure from prayer, meditation and other spiritual activities, motivated by compassion, service and morals. Though not free from desires and selfishness, their power is significantly reduced. Emotional maturity is dawning.

The Regretful Self

Insight dawns. The negative effects of a habitually self-centred approach to the world become apparent. Wants and desires still dominate. But now you can see your faults. Regret and a desire for change grow. Attempts to follow higher impulses follow – not always successfully.

The Commanding Self

A false personality created by parents, school and culture. Selfish, controlling and lacking compassion. Must be recognized and bypassed (not destroyed) to grow.

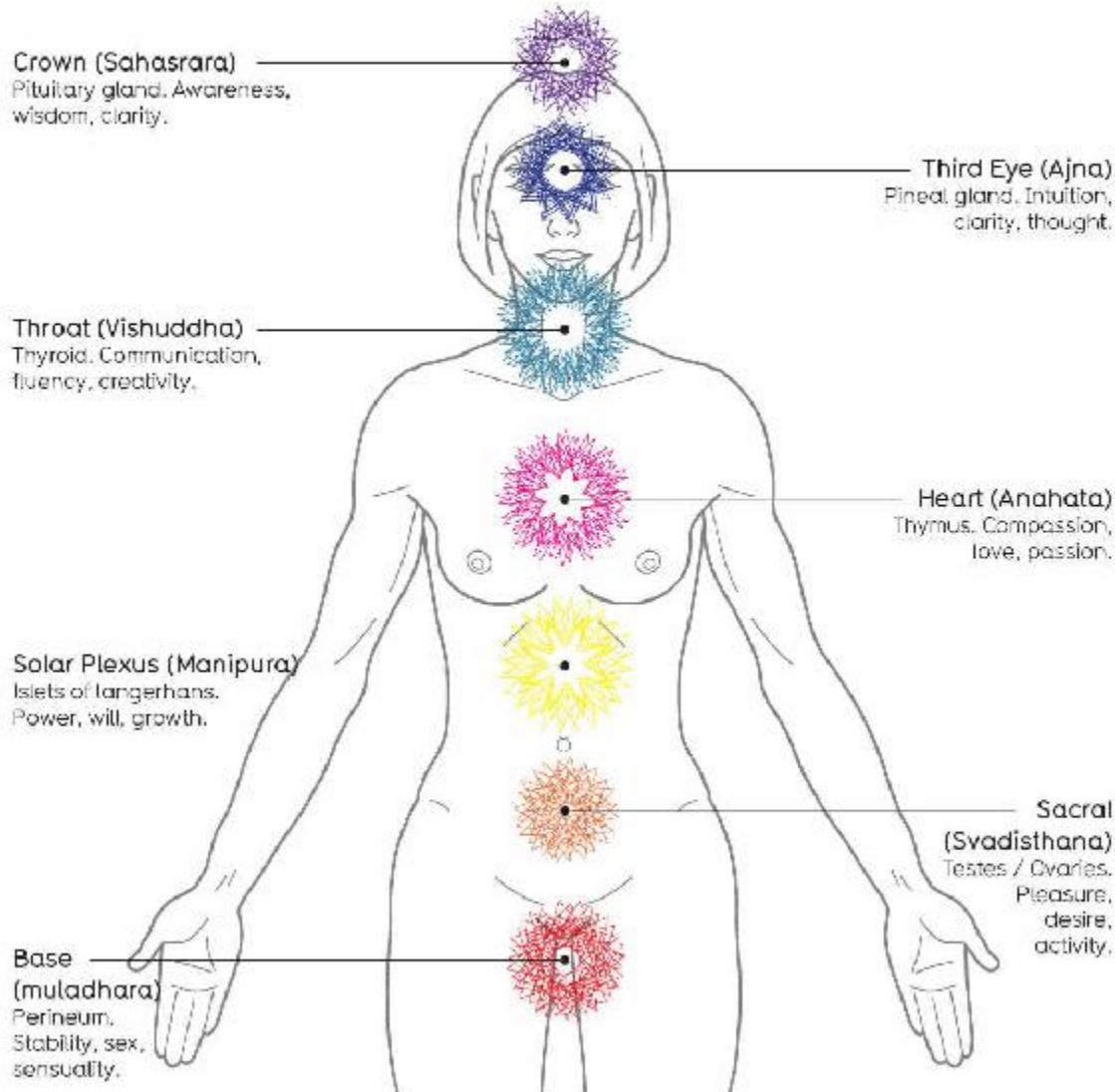
self

The Arc of Ascent

CRITICS SAY "Says who?"

The Seven Chakras

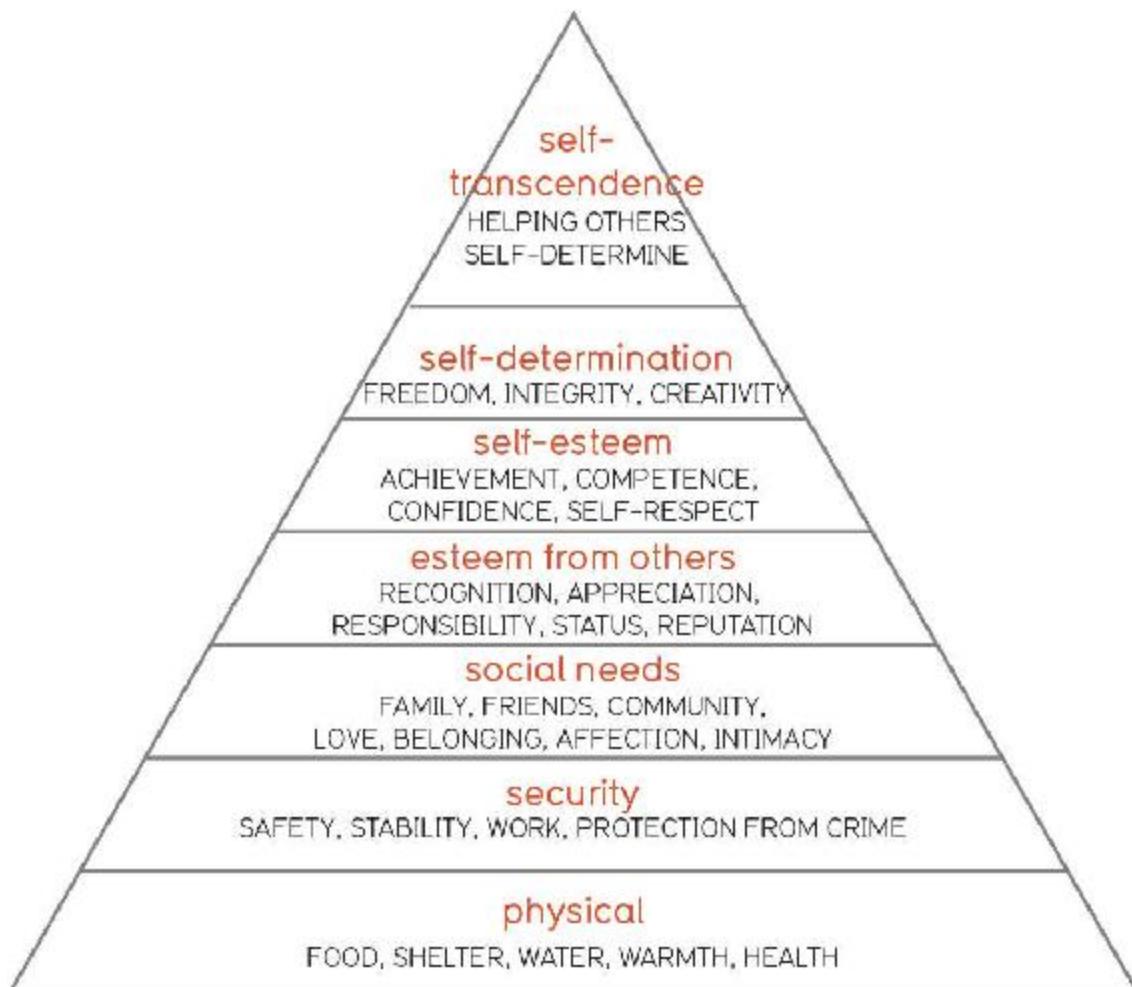
In this Eastern system, you develop by mastering life-force energy expressed through certain energy centres or "chakras" (roughly centred on various glands and organs). Imbalances in these energy wheels create feelings of blockage and dissatisfaction.



CRITICS SAY: "There's no mystical energy- field controls my destiny."

Maslow's "Hierarchy of Needs"

Psychologist Abraham Maslow believed that adult growth occurs in seven stages. But only after certain needs are fulfilled in your life.



CRITICS SAY: "Little evidence. Fundamental human needs don't change over time and certainly can't be ranked in a hierarchy."

Spiral Dynamics

Measures how people think. The intensity with which you embrace or reject each coloured value system reveals how high you are up the development spiral. Can also be applied to societies and cultures (developed by Professor Clare Graves, Dr Don Beck and Chris Cowan).

Yellow / Autonomous

Behaviour Ecological thinking. Embraces Change and chaos. Self-directed. Attitude See the big picture. Life is learning. Decision-making Highly principled. Knowledge based. Admires The competent. Seeks integrity. Loves Natural systems, knowledge, multiplicity. Wants Self-knowledge. Hides Attachment. **Good side:** Free, Wise, Aware. **Bad side:** Overly intellectual, excessively sceptical, angst ridden.

Orange / Achiever

Behaviour Strategic, Scientific thinking. Competes for success. Driven, Competitive. **Attitude** Goal orientated. Play to win. Survival of the fittest. Decisions Bottom line. Test options for best results. Consult experts. Admires The successful. Seeks Affluence. Prosperity, Rational truth. Loves Success, status. Wants Self-expression. Hides Lies. **Good side:** Great communication and creativity, Risk taking, Optimistic. **Bad side:** Workaholic, Bobbling, Fearful.

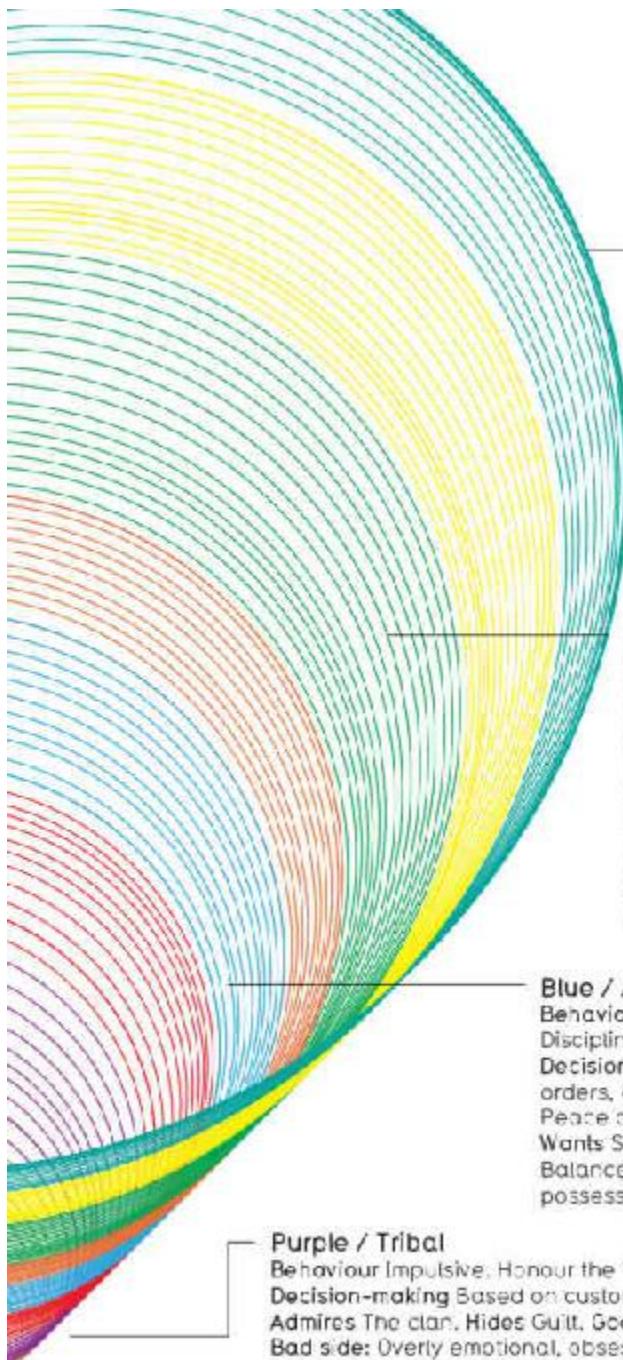
Red / Egocentric

Behaviour Self-centred. **Attitude** Do what you want, regardless. Live for the moment. The world is a jungle. Might makes right. Decisions based on what gets respect, what feels good now. Admires The powerful. Seeks Power, glory and revenge. Loves Glitz, conquest, action. Wants Self-definition. Hides Shame. **Good side:** Spontaneous, purposeful. Under pressure: Dominating, blaming, aggressive. **Bad side:** Passive, sluggish, fearful.

Beige / Instinctive

Behaviour Instinctive. Materialistic. Greedy. Fearful. **Attitude** Do what you can to stay alive. Seeks Food, water, warmth, security.





CRITICS SAY "Says who?
Exact characteristics for advance
stages are unclear and speculative."

Turquoise / Whole View

Behaviour Holistic, intuitive thinking.
Attitude Global, Harmonious,
An ecology of perspectives,
Decision-making Flow, Blending,
Looking up and downstream,
Long range, **Admires Life!**
Seeks Interconnectedness, Peace in
an incomprehensible world,
Loves Information, Belonging, Doing.

Green / Communitarian

Behaviour Consensus-seeking, Harmony
within the group, Accepting, Dialogue, **Attitude**
Everybody is equal, **Decision-making**
Consensus, Collaborative, Accept everyone's
input, **Admires** The charismatic,
Seeks Inner peace with caring community,
Loves Affection, good relationships, beneficial
resolution, **Wants** Self-reflection, Hides
Doubts, **Good side:** Listens well, Receptive,
Perceptive, Imaginative, **Bad side:** "Politically
correct", inauthentic.

Blue / Absolutist

Behaviour Authoritarian, Cautious, Careful, Fit in,
Discipline, Faith, **Attitude** Only one right way,
Decision-making based on obeying rules, following
orders, doing "right", **Admires** The righteous, **Seeks**
Peace of mind, **Loves** Everything in its right place,
Wants Self-acceptance, Hides Grief, **Good side:**
Balanced, compassionate, **Bad side:** Needy,
possessive, jealous, bitter, critical.

Purple / Tribal

Behaviour Impulsive, Honour the "old ways", **Attitude** Self-gratifying,
Decision-making Based on custom and tradition, **Seeks** Safety, security,
Admires The clan, Hides Guilt, **Good side:** Fluid with a healthy sexuality,
Bad side: Overly emotional, obsessive, frigid, impotent, numb.

What Does China Censor Online?

Blocked keywords and websites

01net.com 2ch.net 4chan.org 6park.com addictinggames.com amazon.com amnesty.com amnesty.org amnestyinternational.org antro.cl aol.com apple.com as.com asahi.com barrapunto.com bbc.co.uk bbc.com bbspot.com beho.com bild.de blogger.com (blogspot) boingboing.net bundesregierung.de bundestag.de clc.ca china.ch chinacn.china.com china.de china.org china "anti-communist" ric.com cnn.com collegehumor.com craigslist.com cyberpresse.ca dogbladet.no "Beijing Spring" motion.com de.wikipedia.org delfi.lt democracy.com deviantart.com digg.com "anti-society" simey.com drudgereport.com e-gold.com ebaumsworld.com ebay.com ebay.de "blocking" csm.com ehrenseelundo.es el "brain wash" elpais.com elpais.es en.wikipedia.org "brutal torture" espn.com facebook.com fark "censorship jail" flickr.com fok foxnews.com freefr "Chinese democracy tibet.org friendster.com ga movement" gamefaq.com gamespot.com gay "communist bandits" geenstijl.nl globo.com goa "dalai" "democracy" ogie.ch google.co.uk goog "democracy movement" google.de goog "democratic progressive party" "despotism" google.pl "dictatorship" cn greatfirewallofchina.org great "dissident" "eighty-nine" "buddha stretches a thousand hands" "Epoch" rg heise.de h5.com home Times" "eroticism" "evil" "exile" "falun" "Falungong" "Gedhun Choekyi" com.imdb.com index.chu indym Nyima" "genocide" "gerontocracy" "hongzhi" "Hui people riot" "human rights" org lemonde.fr levelo.ro liberta "lun gong" "Ma Sanjia" "Mein Kampf" "news blackout" "no-limit" mail.ru marca.com marca.es mc browser" "oppression" "persecution" "Chinese Central Propaganda lip.com mitbbx.com man.com m Department" "political dissident" "Playboy" "Red Terror" "reeducation" com news.bbc.co.uk nhl.com through labor" "Shanghai clique" "Shanwei" "sky burial" "Sino-Russian border" no.be penny-arcade.com "student federation" "student movement" "Independent Federation of priscaplanet.com purepwnage.co Chinese Students and Scholars" "Tiananmen incident" "Tiananmen ait.runescape.com sao.pt seznam.cz Mothers" "Tiananmen Square massacre" "Tibet Talk" "Tibetan" sony.com spiegel.de stem.de studvz.de sucharne tagesschau independence" "Voices of the People" n.com thorsen.com tibet.com traffic4u.nl tw.yahoo.com tumblr.com underground church" "Xinjiang" g uol.com.br usa.com usa.gov userfriendly.org vatican.vr vg.n independence" "yilishen" "yellow peril" wenxuecity.com whatreallyhappened.com whitehouse.com whit Zhao Ziyang "Freedom Forum of pedias.com wikipedia.de wikipedia.org wordpress.com worldofwarcraft Nanjing University" "June 4th" pl wretch.cc www.com xanga.com yahoo.cn yahoo.co.jp yahoo.com ahook com.cn yahoo.com.hk yahoo.com.tw yahoo.fr yandex.ru yefi fi youtube.com ytmnd.com zh.wikipedia.org 01net.com 163.com 2ch.net 4chan.org 6park.com addictinggames.com aftenbladet.se amazon.com amnesty.com amnesty.org amnestyinternational.org antro.cl aol.com apple.com as.com asahi.com barrapunto.com bbc.co.uk

Falun Gong

A qigong-like spiritual practice violently suppressed after followers protested against the government.

Beijing Spring

Brief period of political liberalization in 1977. The public were allowed to criticise the regime. Lasted a year.

Ma Sanja

Forced labour camp where Falun Gong followers were detained.

Xinjiang

Northwest province, home to the Uyghur people and much ethnic tension.

Gedhun Choekyi Nyima

2nd highest-ranking Tibetan spiritual leader after Dalai Lama arrested by authorities in 1995. Not seen since.

Communist Bandits

Derogatory term for communists used by the Taiwan National Party.

Shanwei

Refers to Dongzhou, a village where a series of protests against government plans ended in a number of villagers being shot.

June 4th

The usual name for the Tiananmen Square protests of 1989 (the word "Tiananmen" does not have the same association. It usually refers to geographical place).

Buddha stretches a thousand hands

A Falun Gong pose.

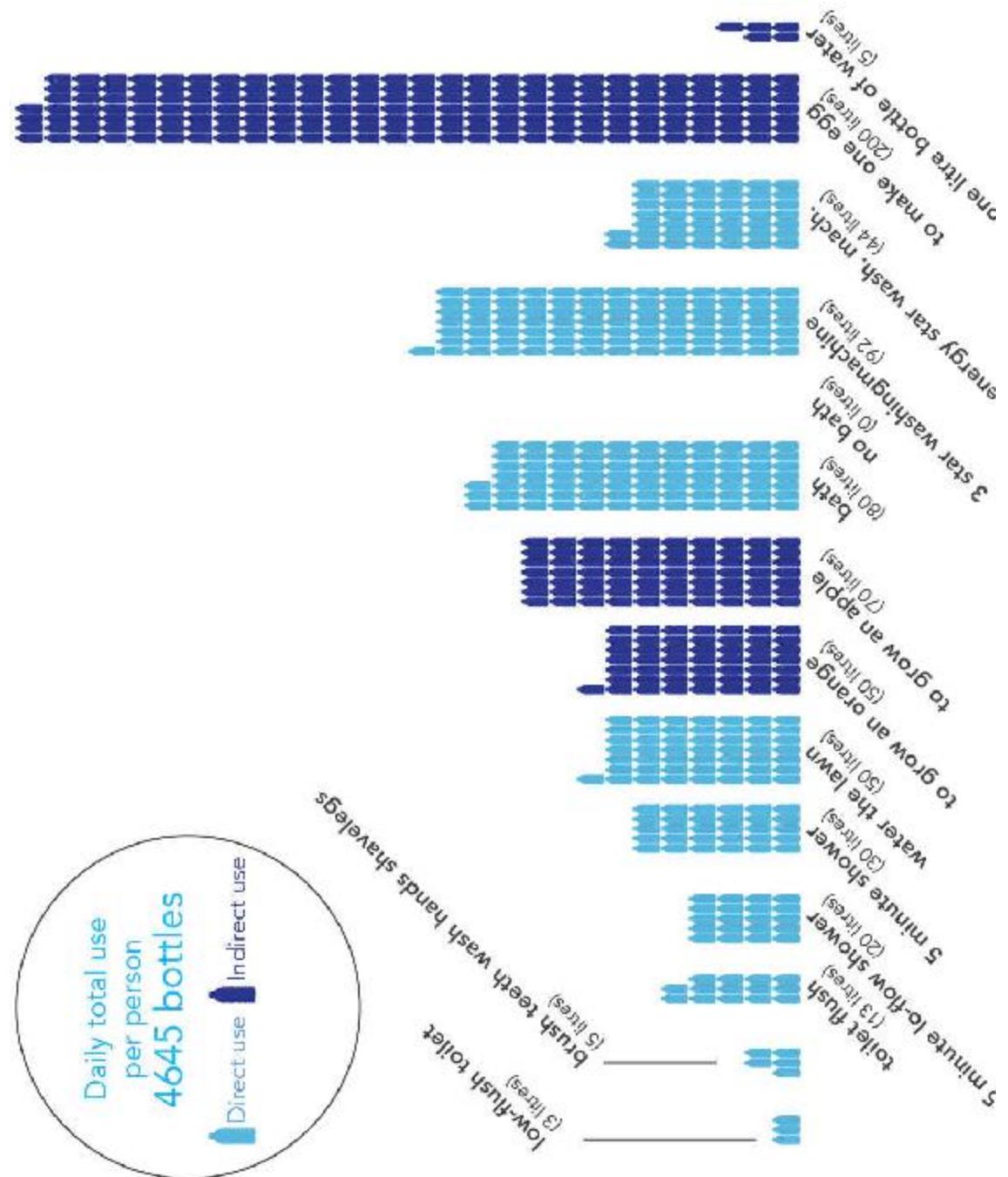
Yilishen

A company which scammed more than one million Chinese investors by promising ants could be bought, bred and sold back at a profit. Revealed as a Ponzi scheme in 2007.

Websites are either completely blocked or have offending pages removed

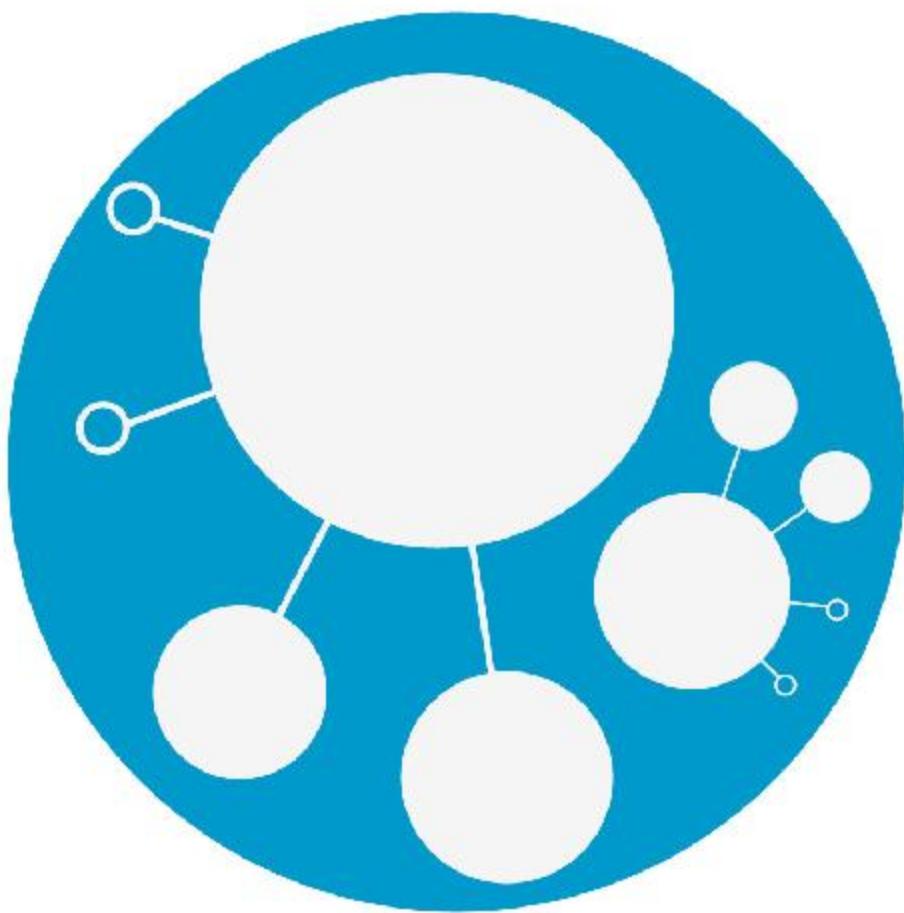
Water Towers

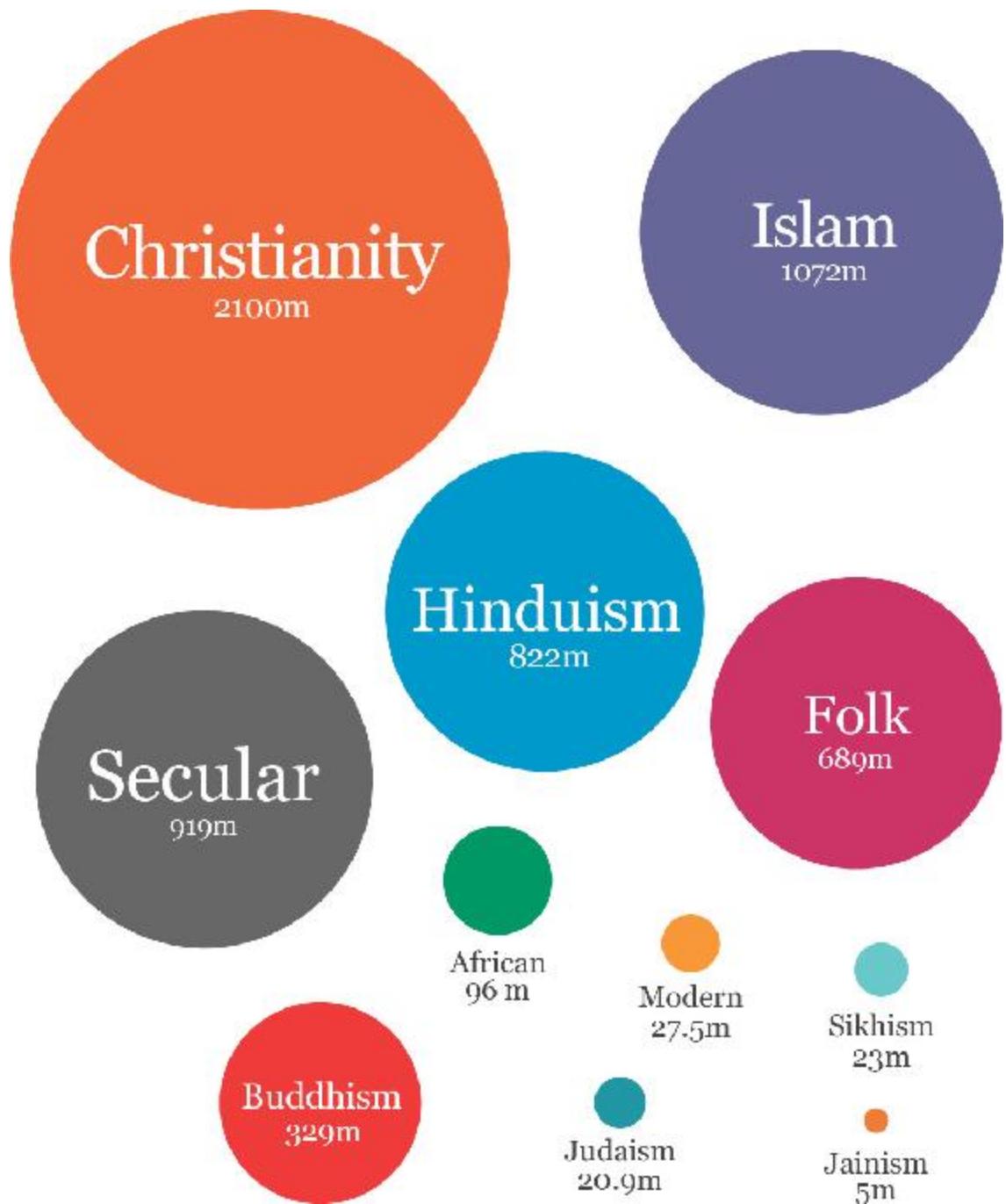


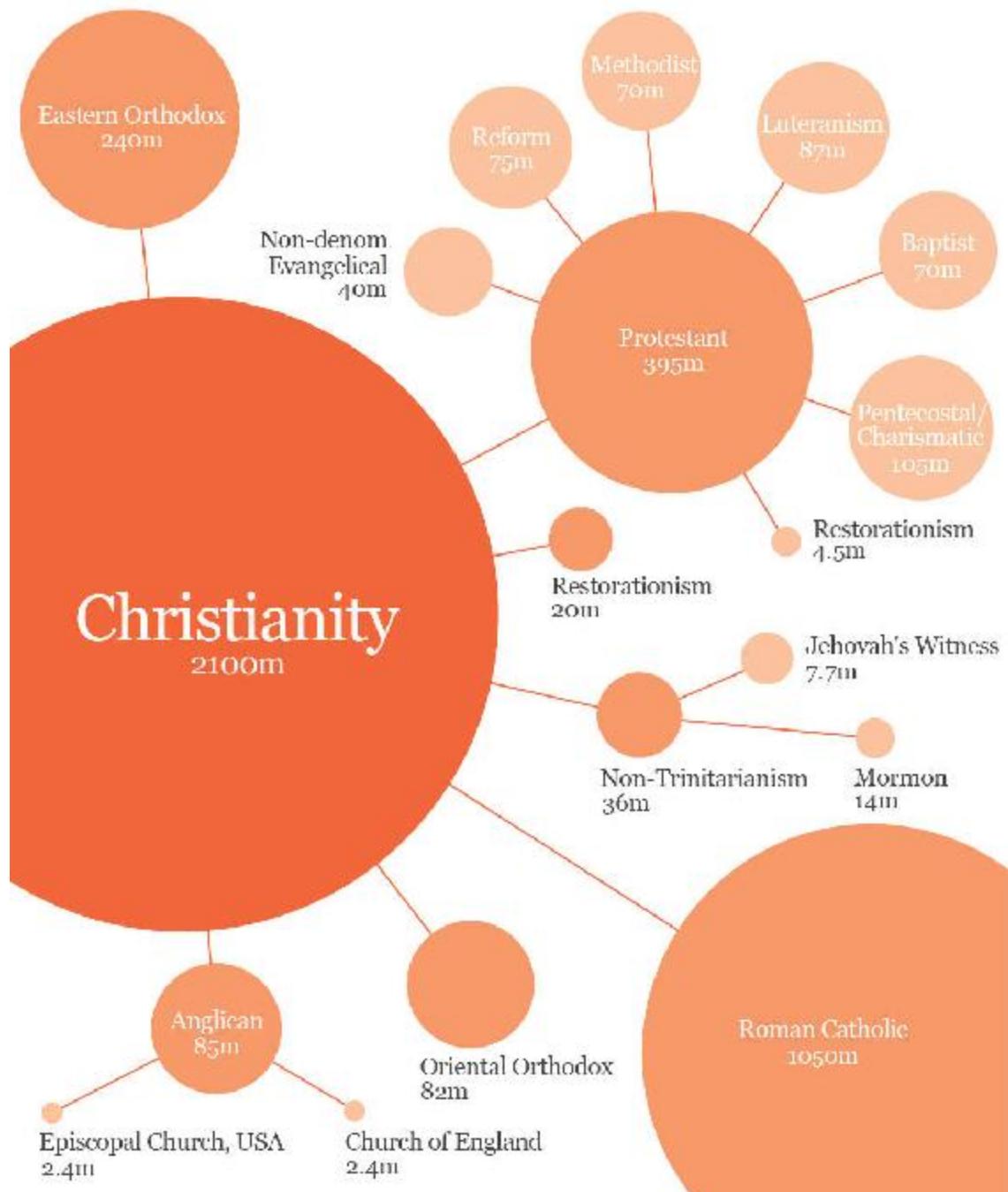


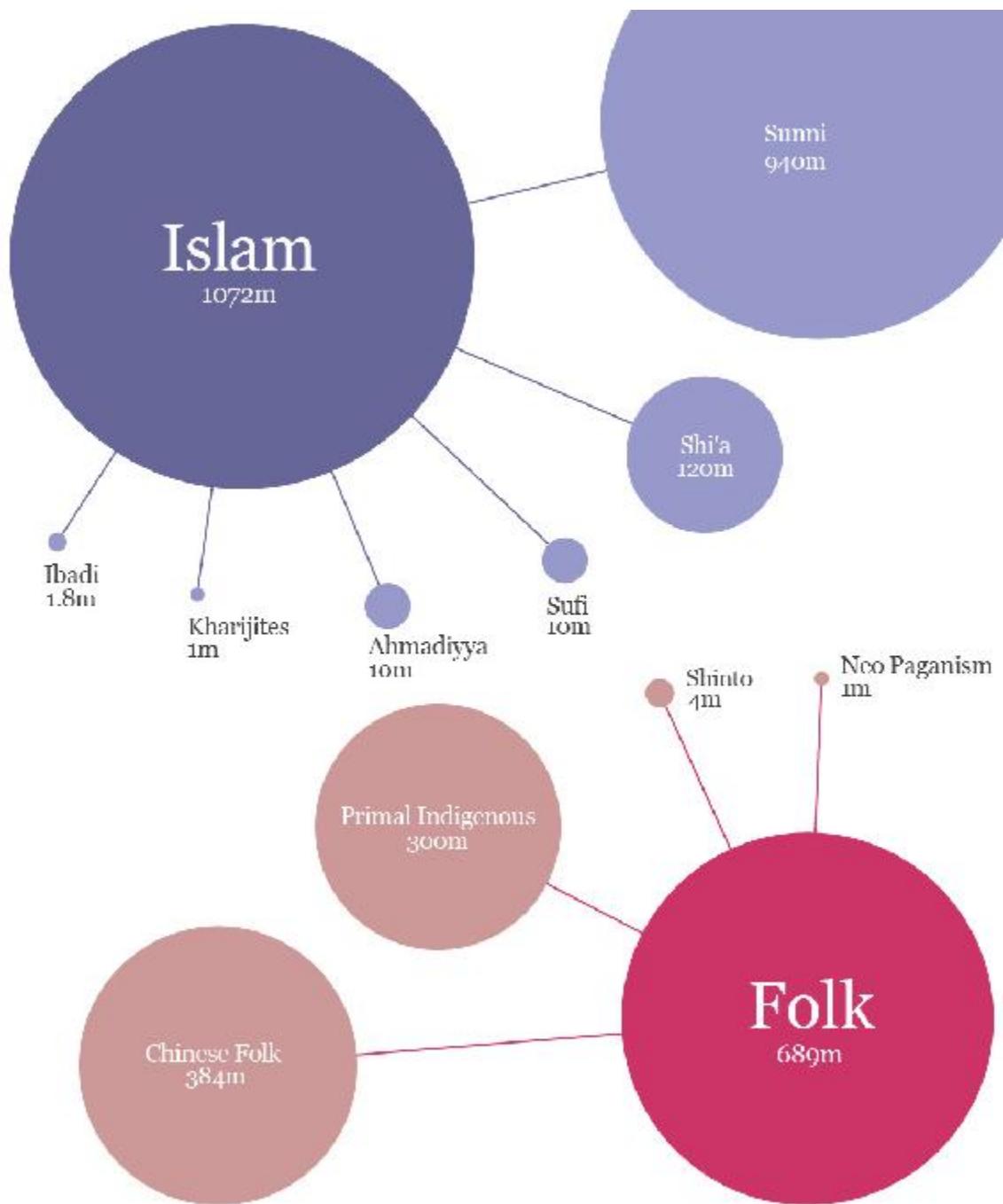
World Religions

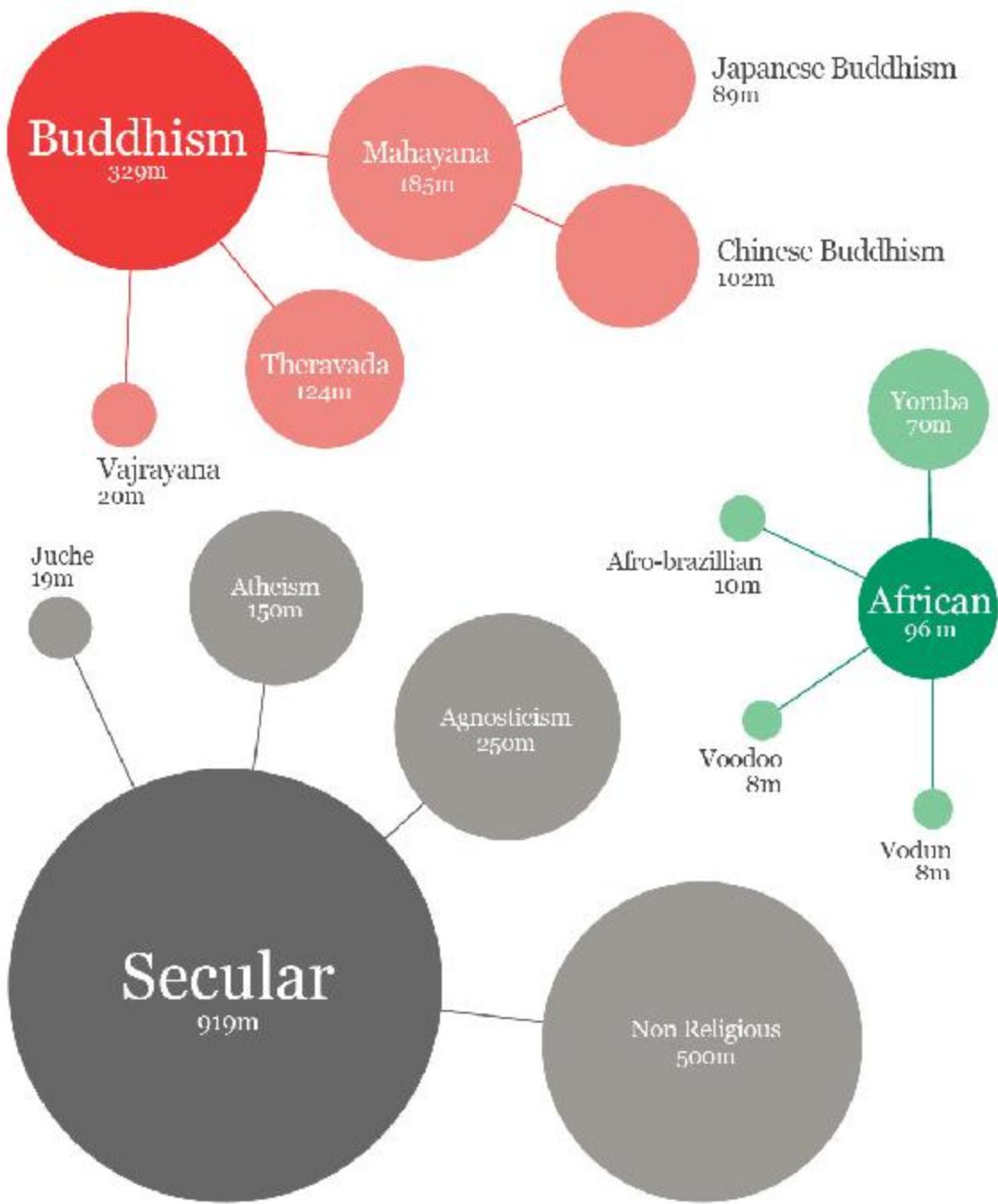
By followers

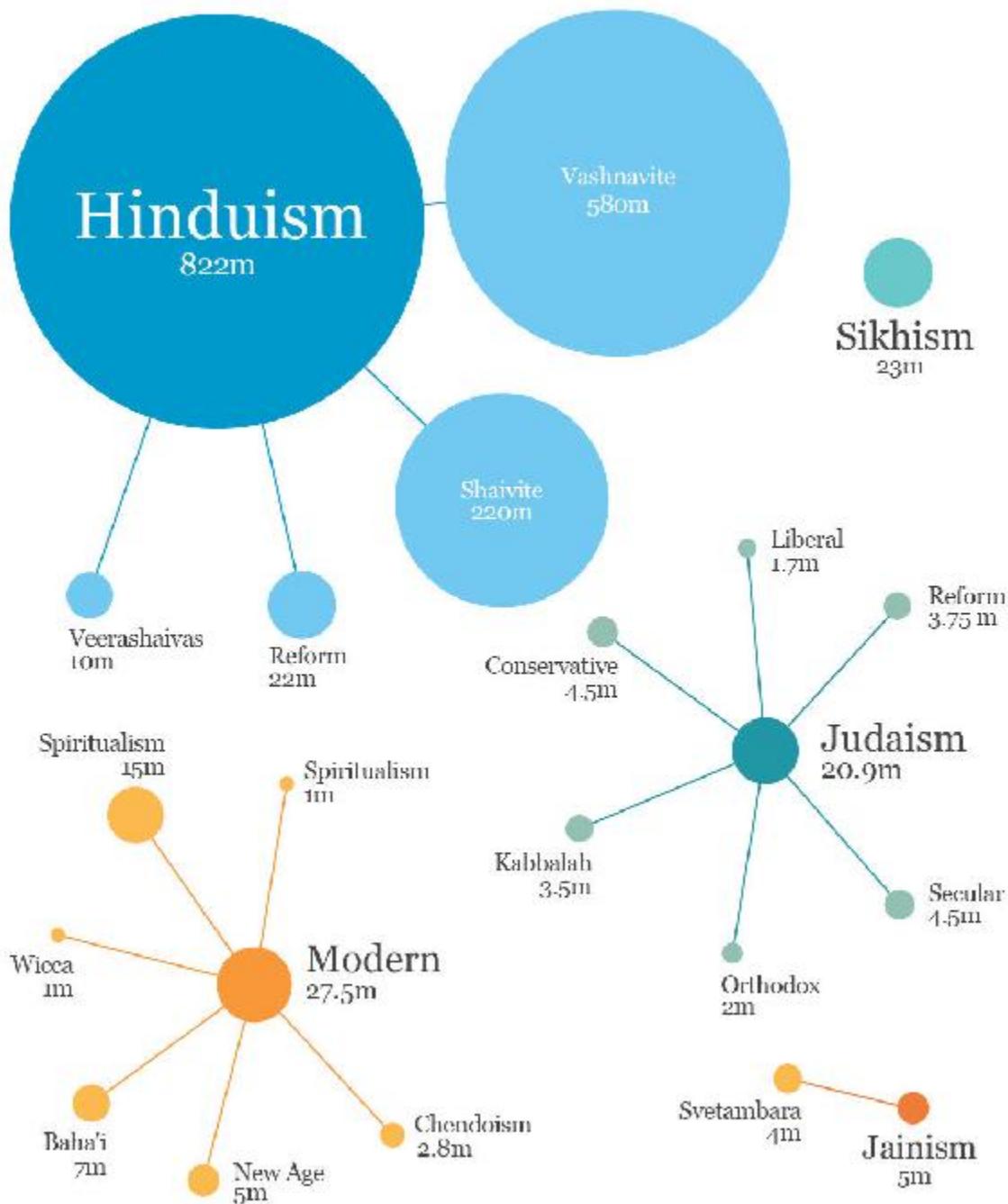




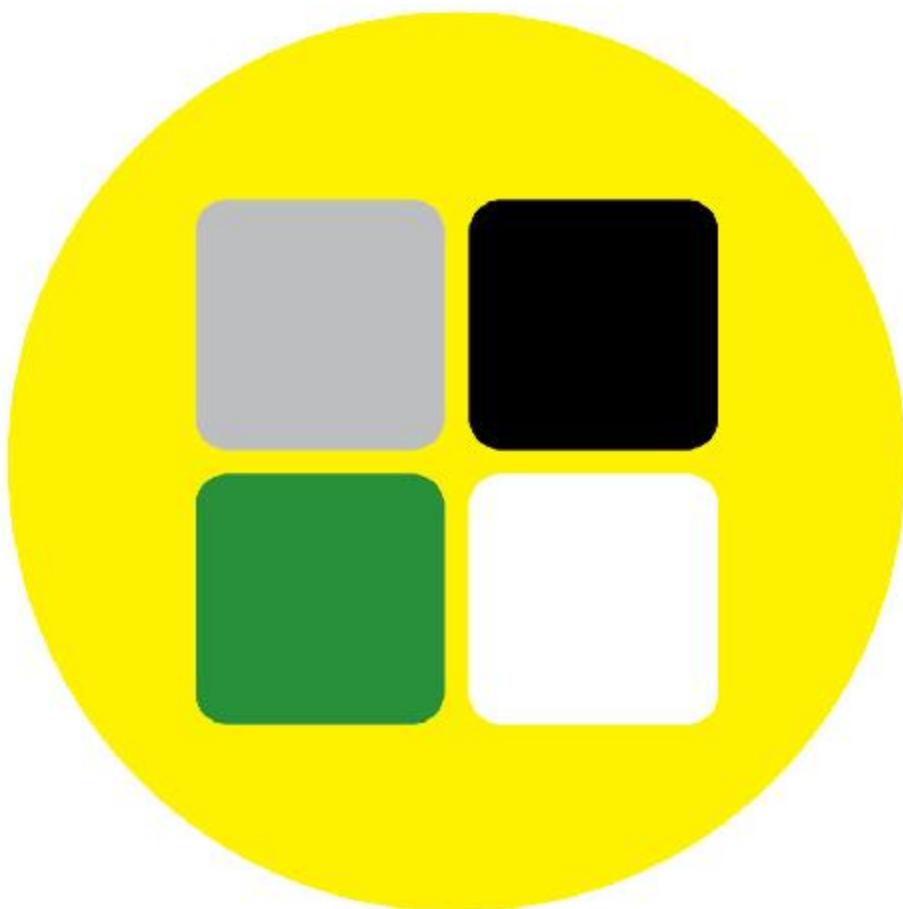


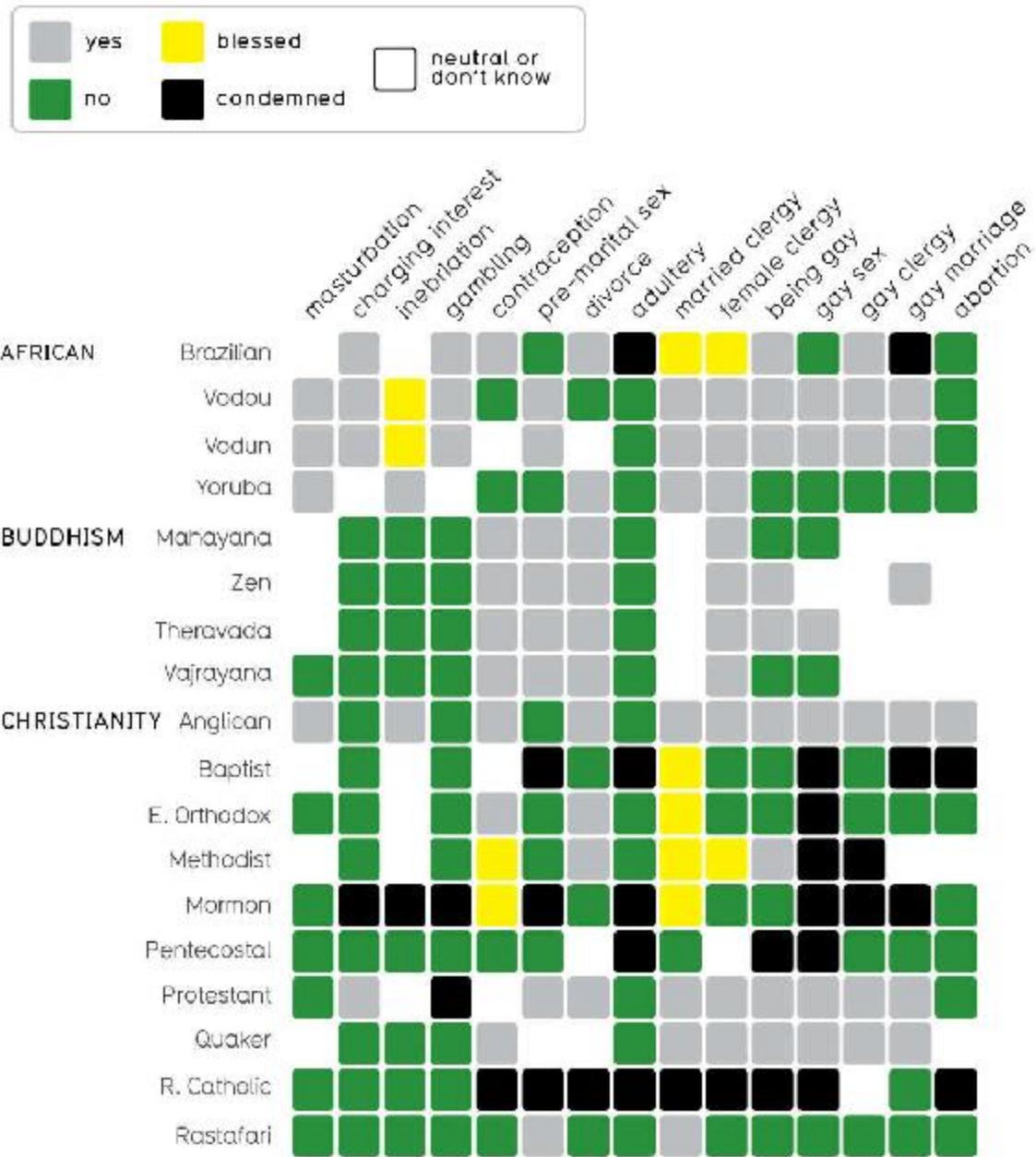


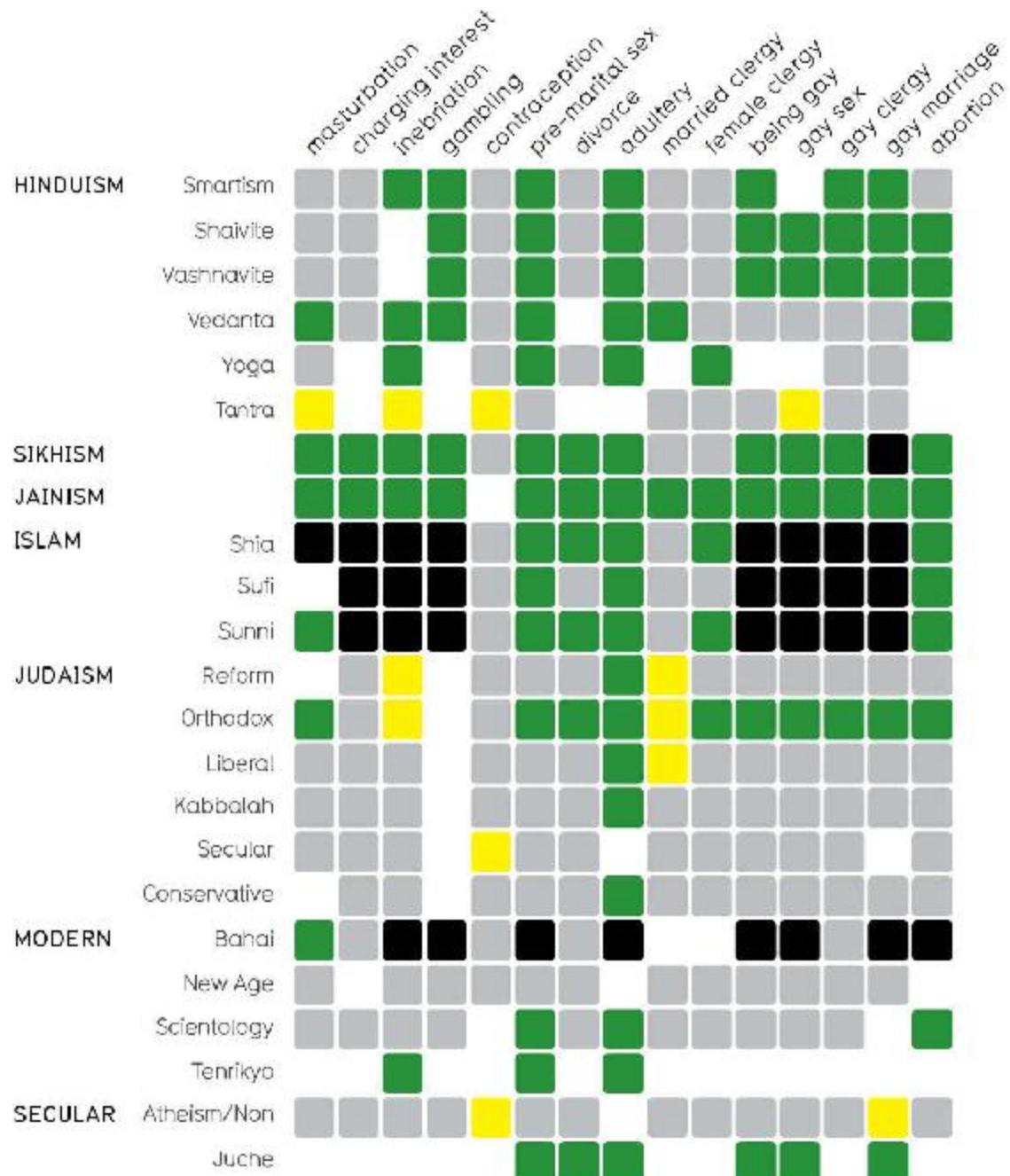




Moral Matrix

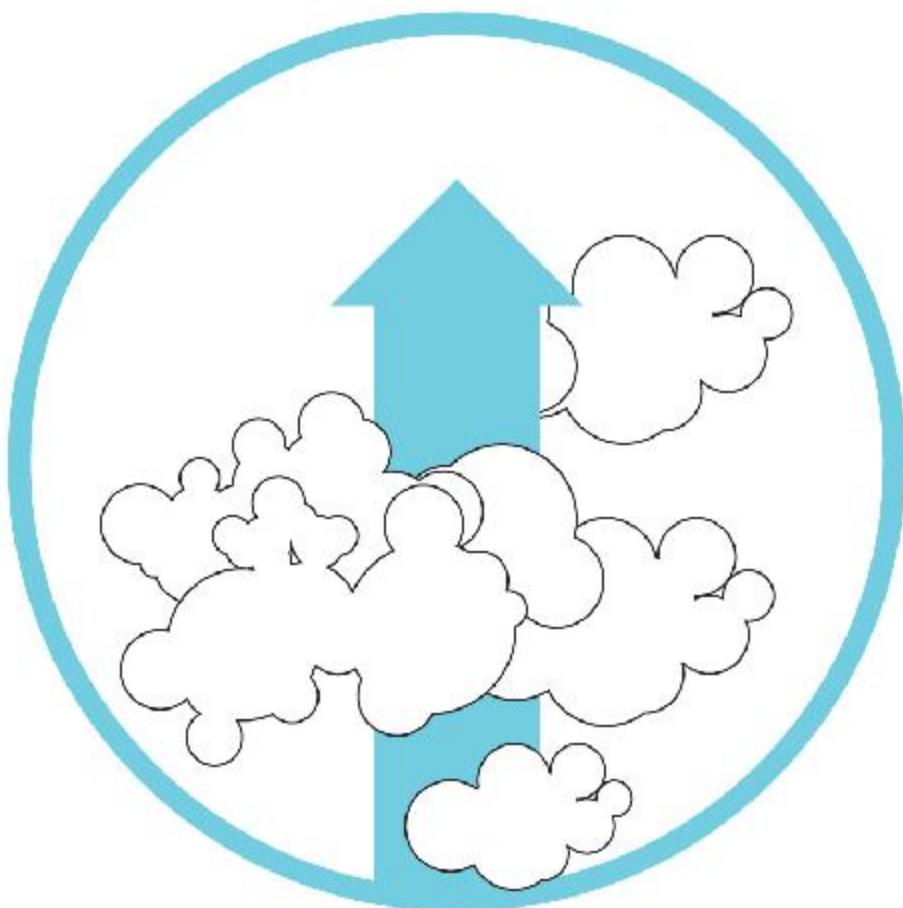




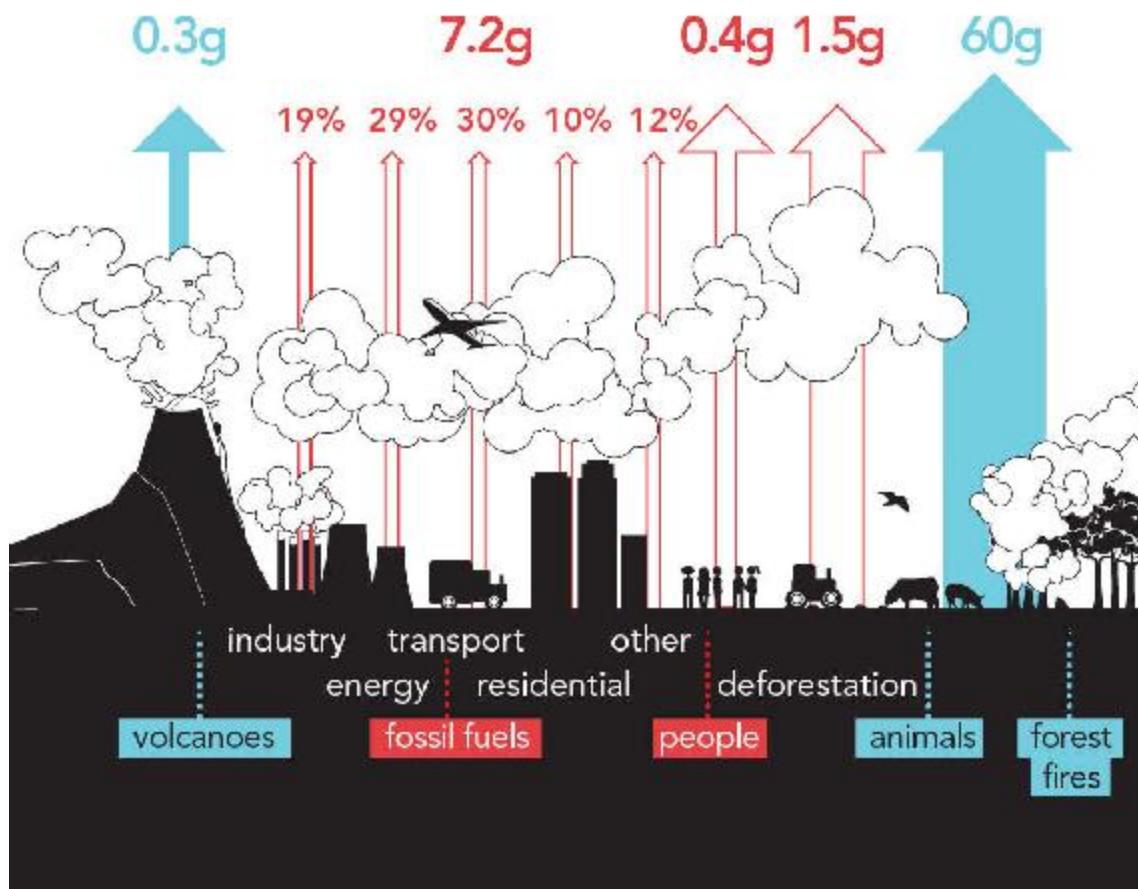


The Carbon Cycle

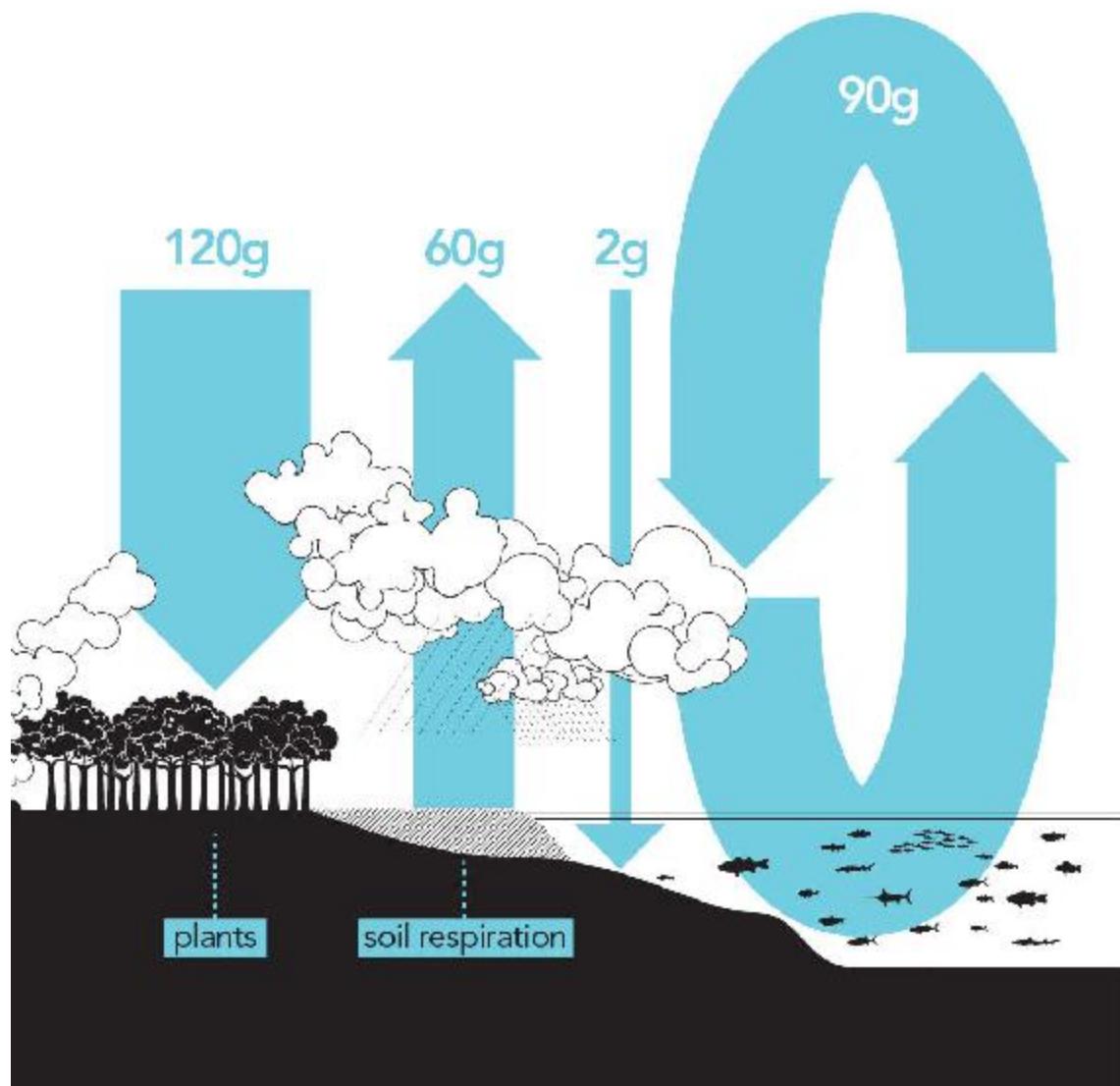
Yearly man-made vs natural carbon emissions in gigatons (Gt)



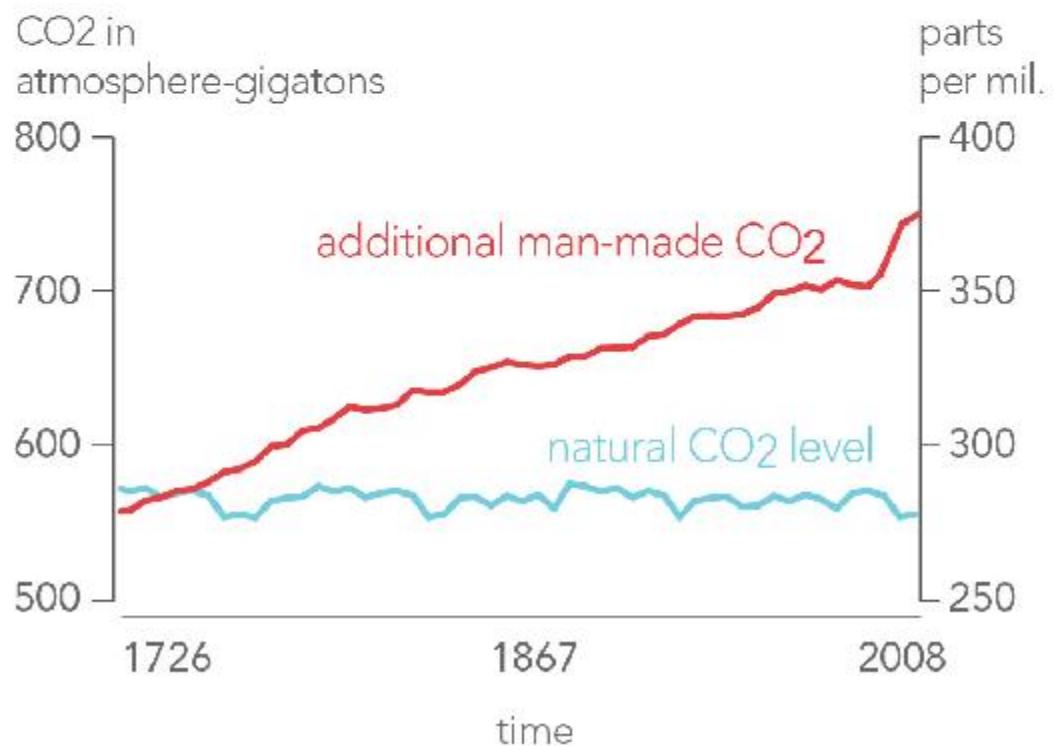
 emitted  absorbed



↑ emitted ↓ absorbed

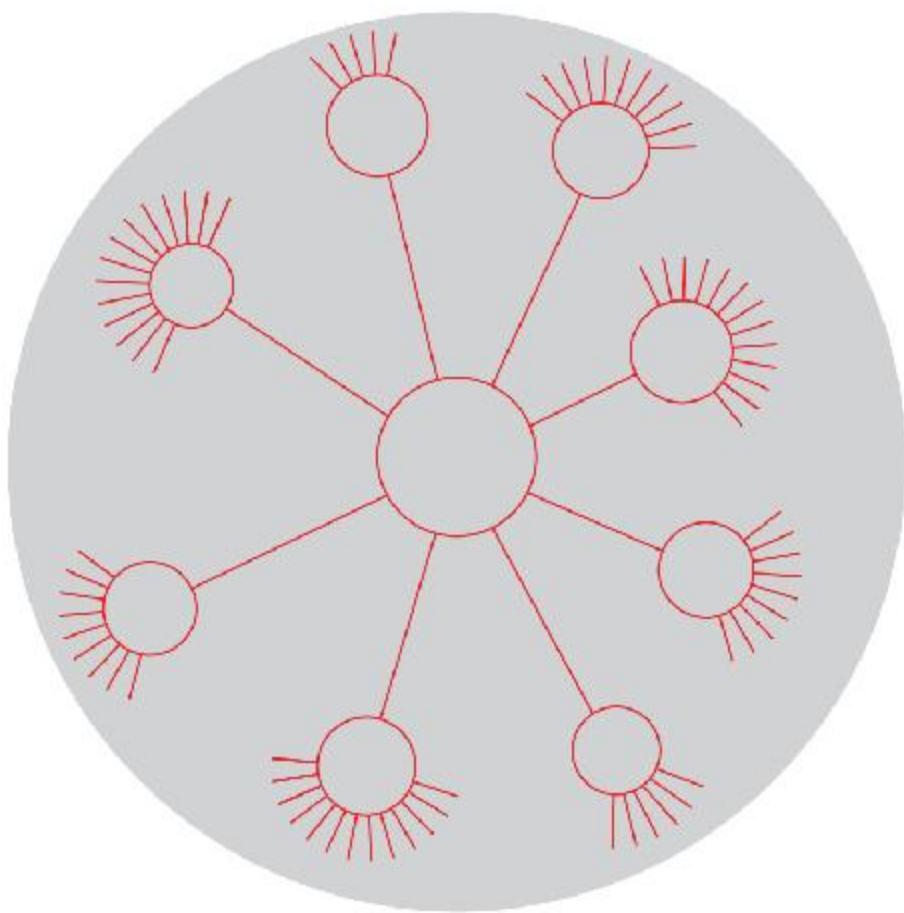


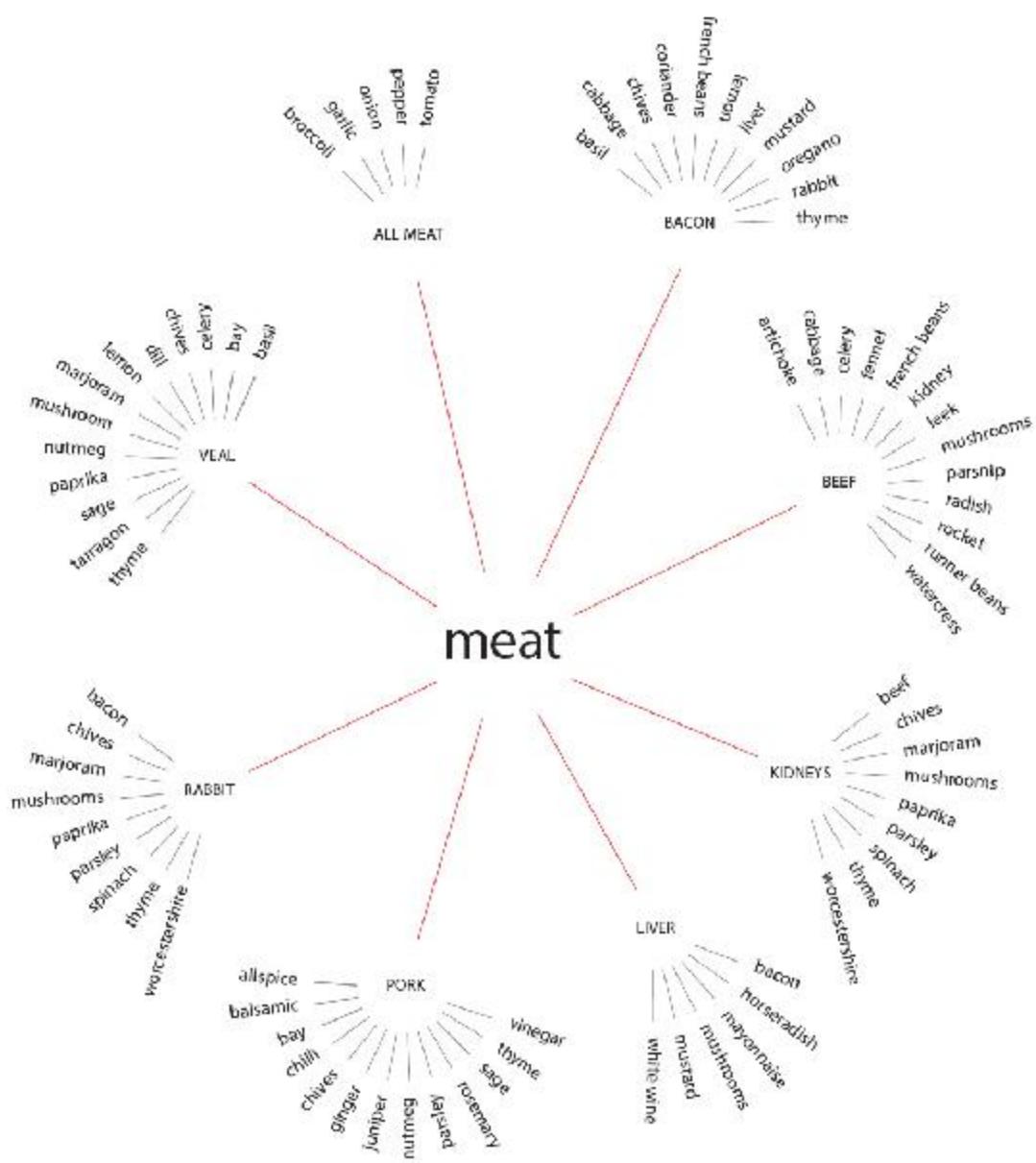
$$\boxed{9\text{g}} \text{ man-made emissions a year} + \boxed{550\text{g}} \text{ already in the atmosphere} =$$

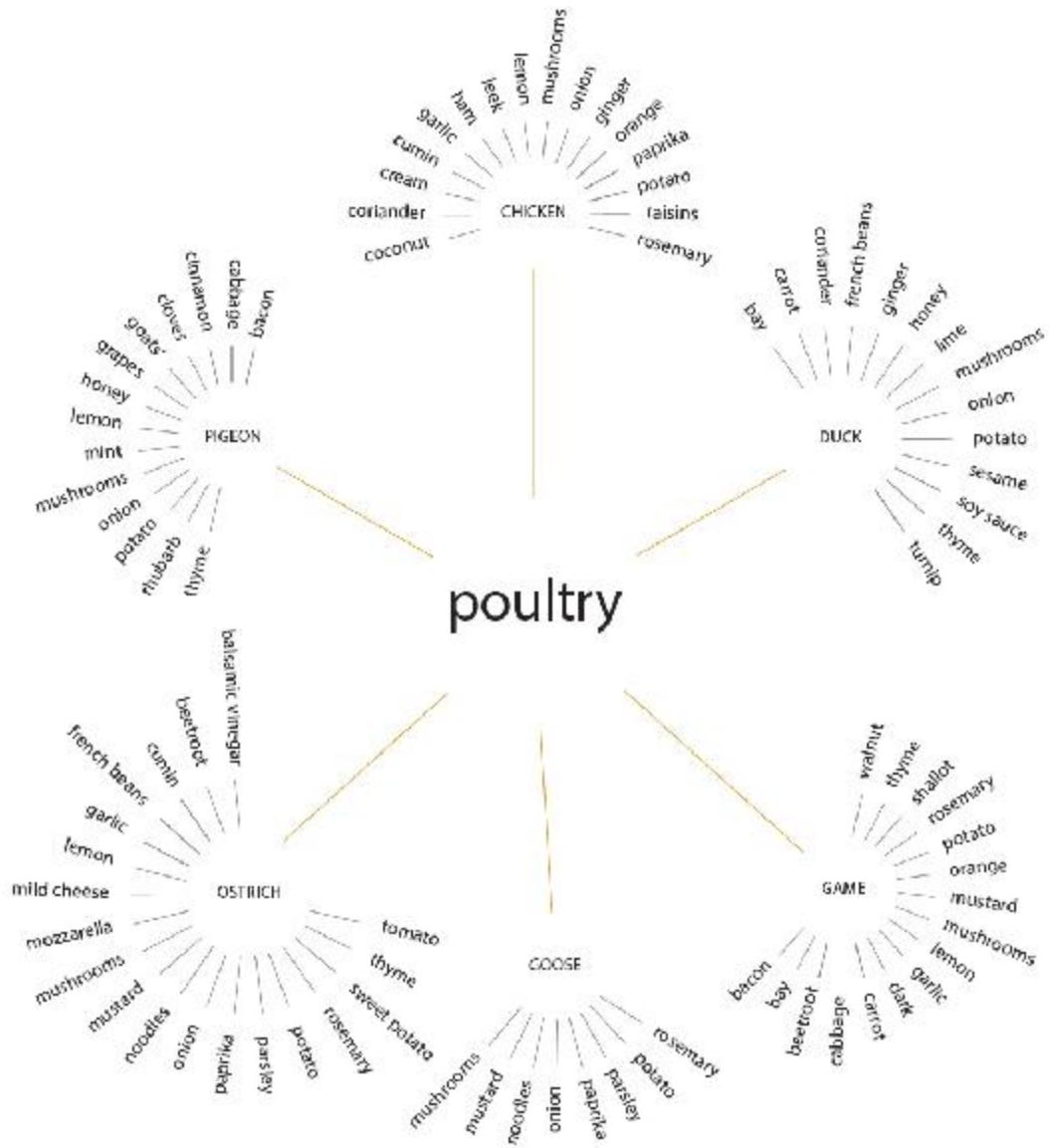


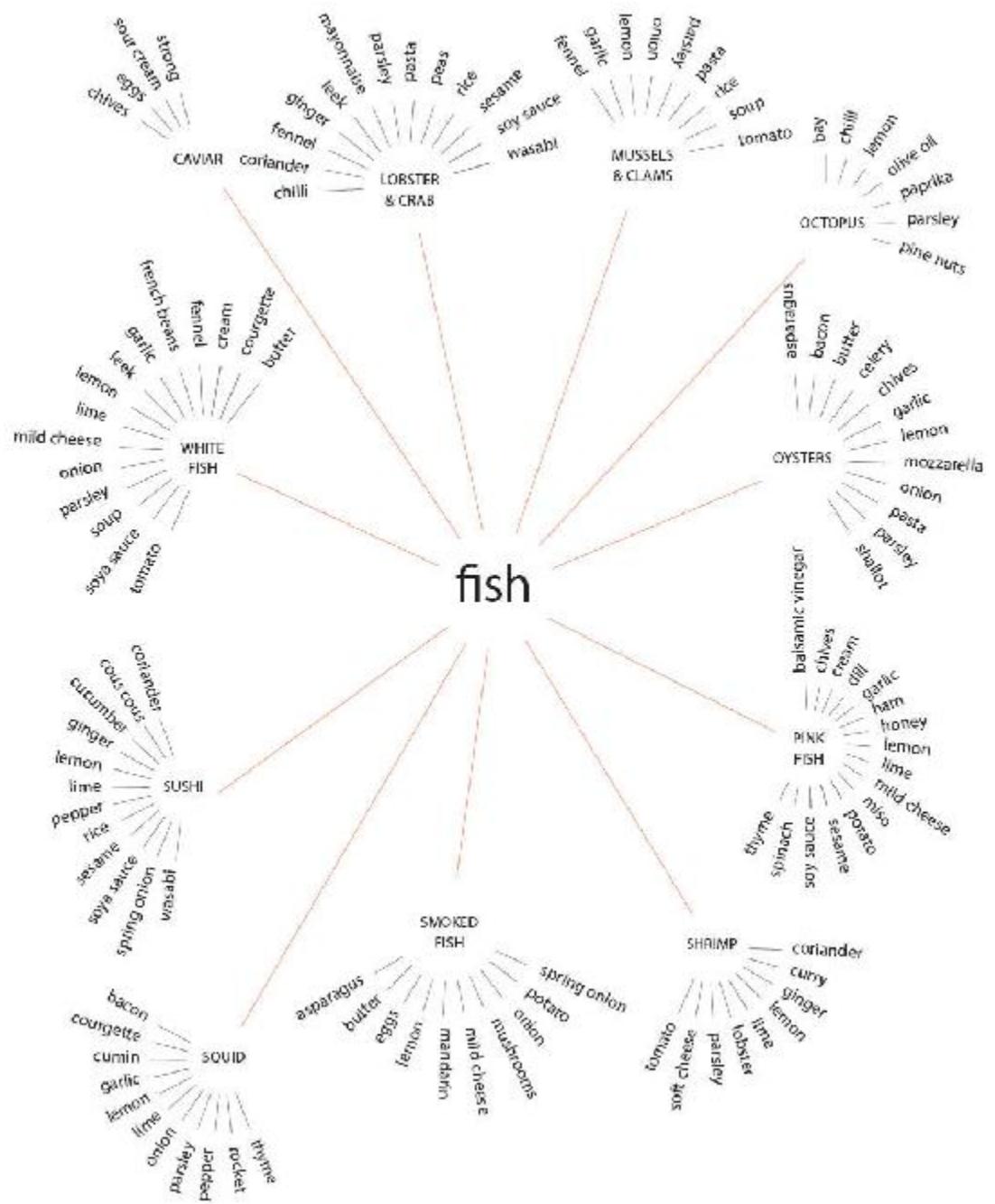
Taste Buds

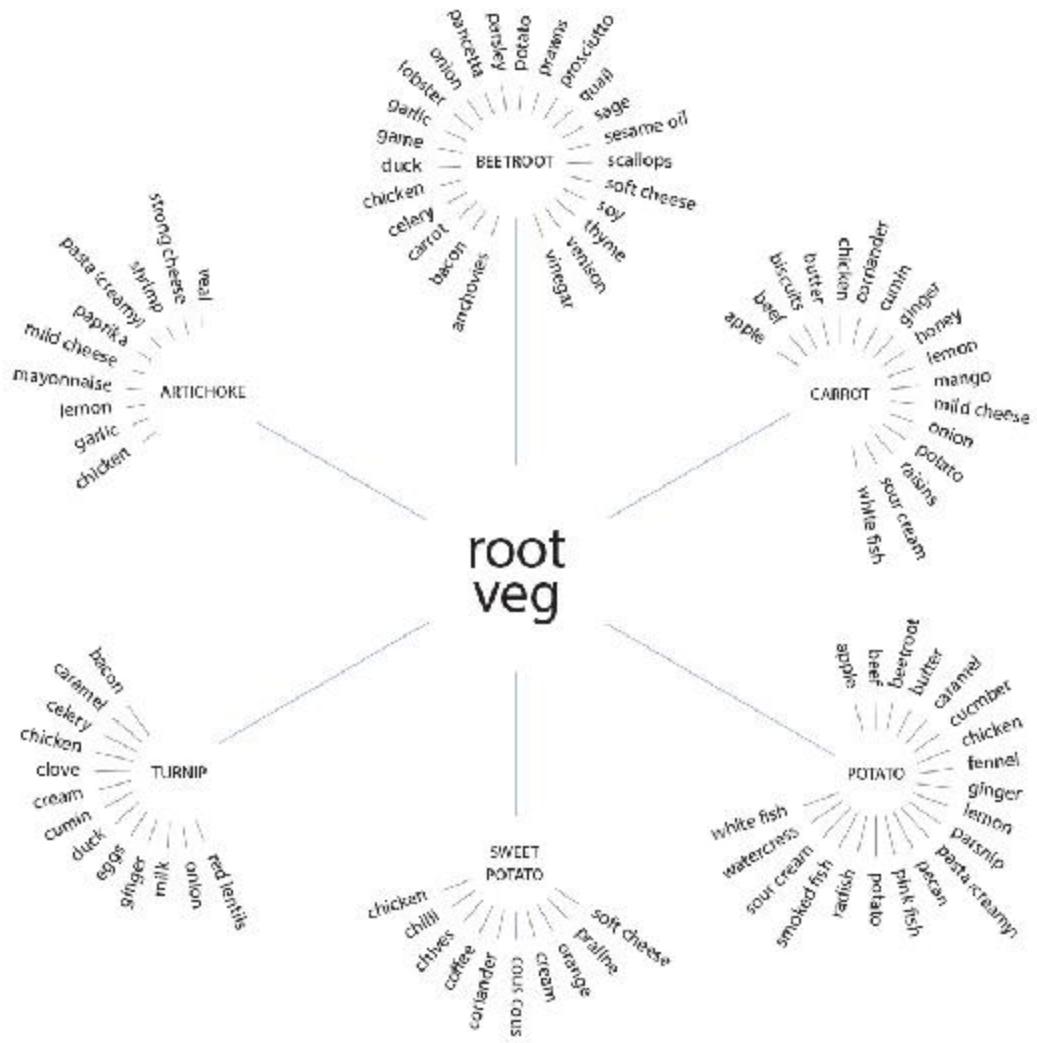
Complementary tastes





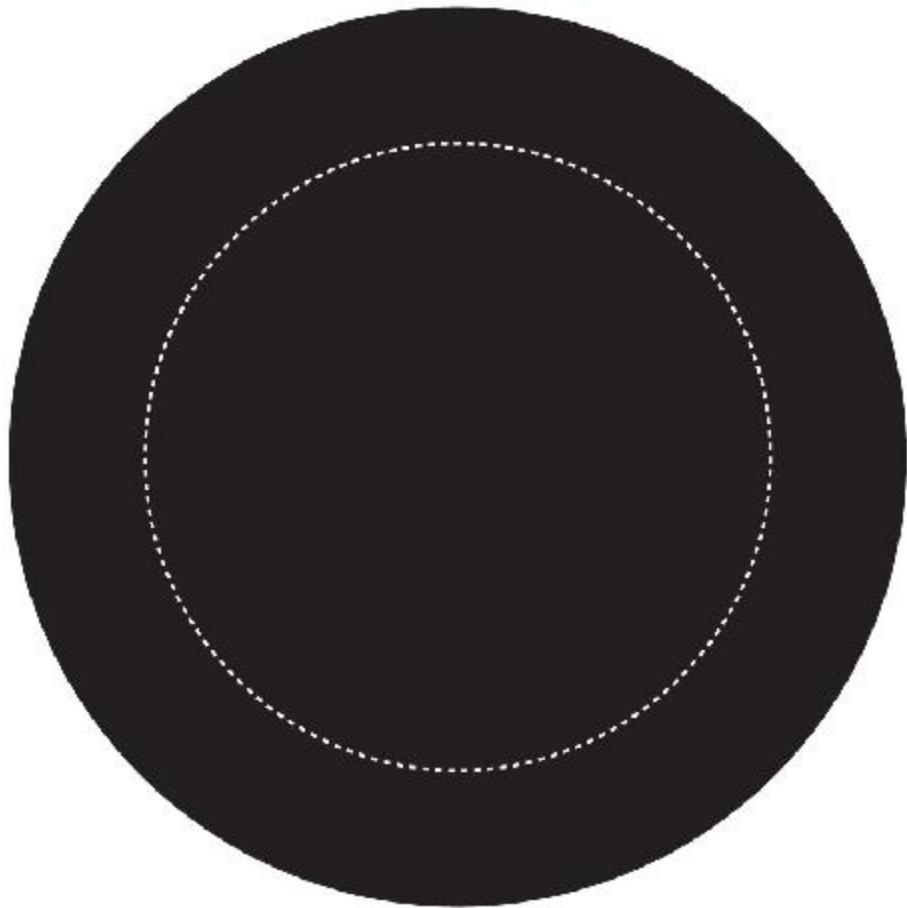






20th Century Death

What's killed the most?



Diseases

infectious disease

760 millions deaths



hepatitis C
16m



HIV
25m



influenza
30m



measles
27m



pneumonia
179m



smallpox
400m

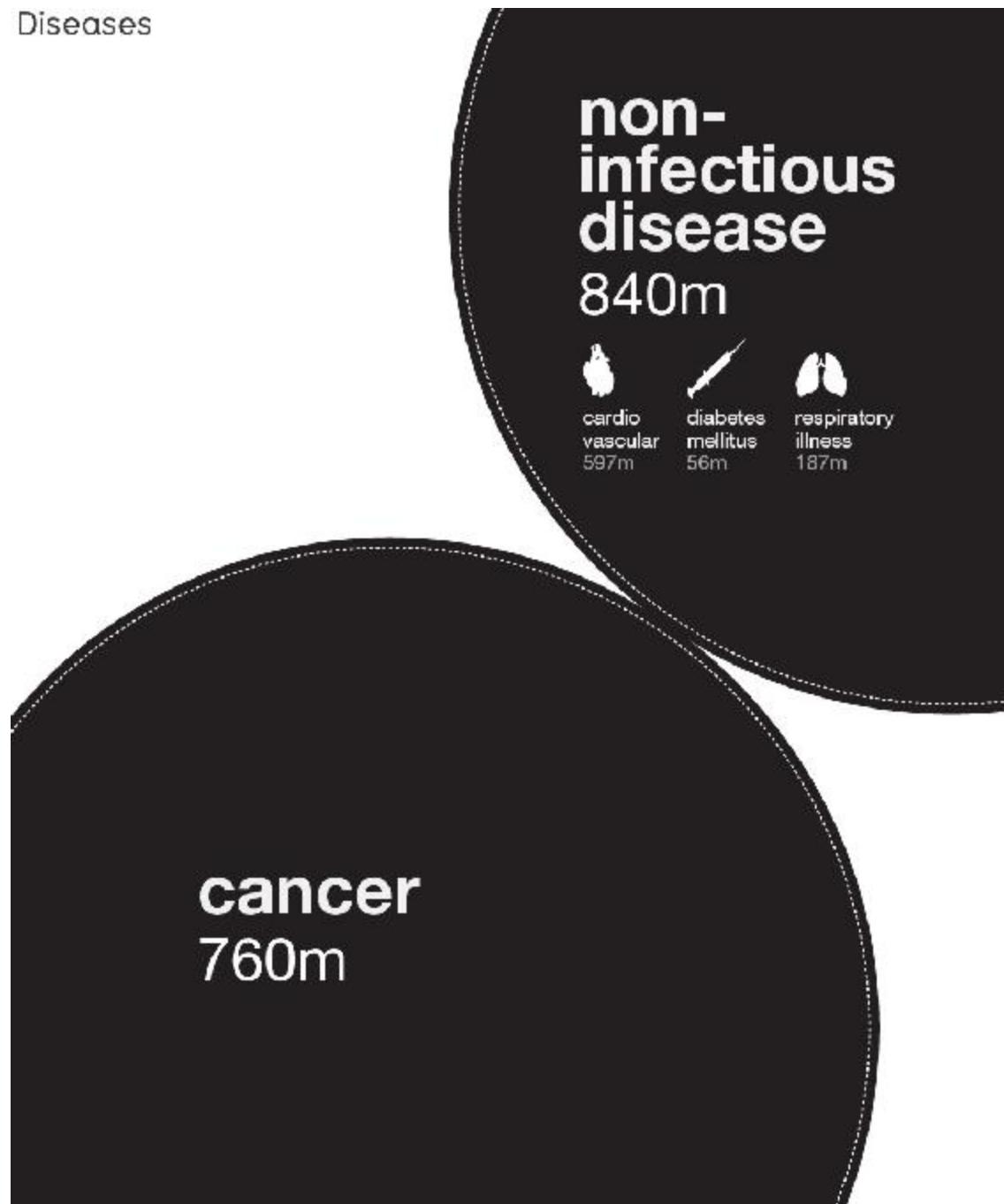


tuberculosis
100m

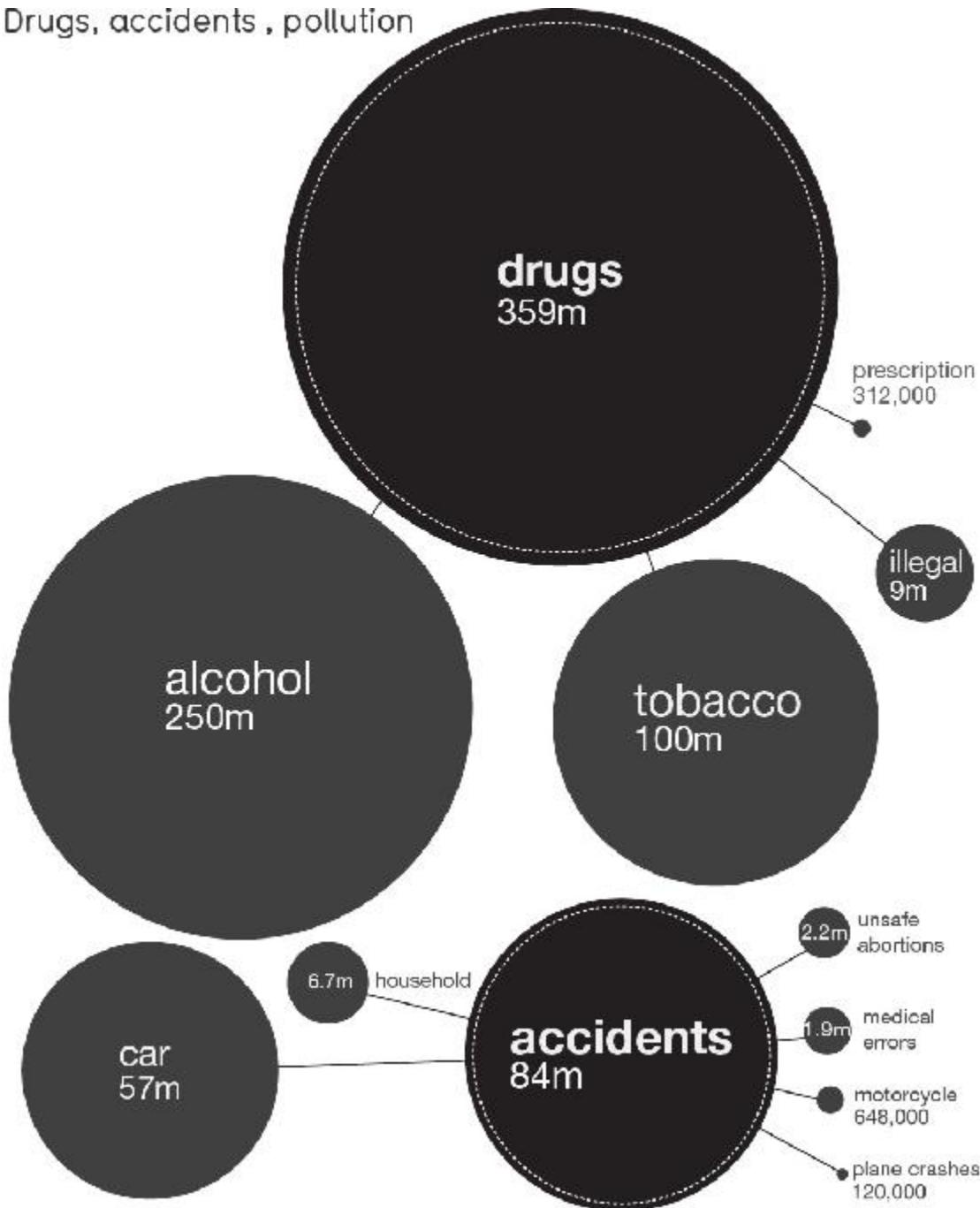


whooping cough
30m

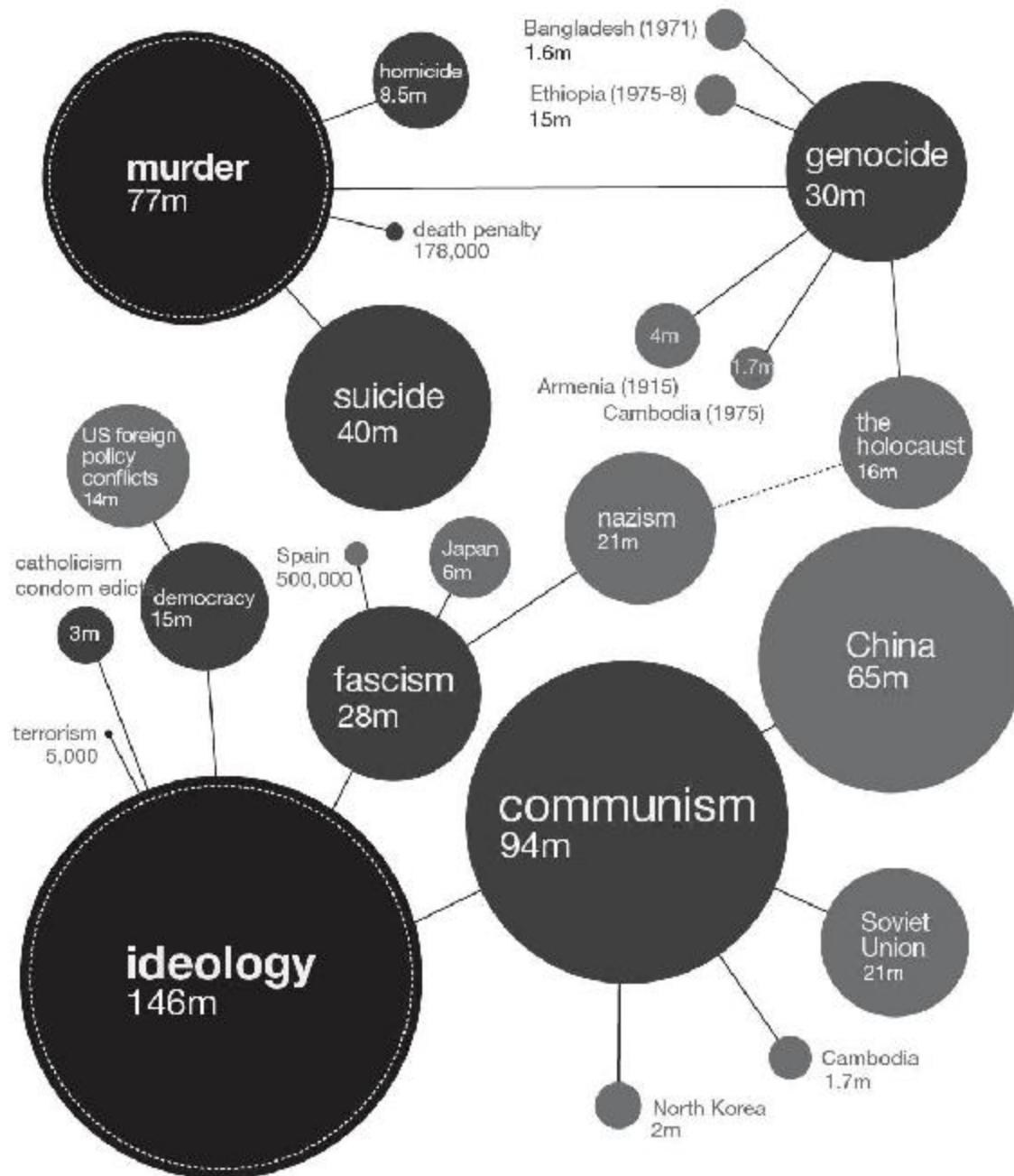
Diseases



Drugs, accidents , pollution



Ideology, murder



War

war
147 m

civil war
14m

Russian
(1917-22)
9m

China
(1928-37)
5m

ww1
37m

famine
69m

ww2
66m

USSR
(1932)
9m

Russia
(1921)
9m

China
(1958)
30m

extreme
weather
22m

big cats
26,000

horses
1,000

earthquakes
1.6m

**natural
disasters**
24m

bears
7,300

snakes
4m

elephants
50,000

jellyfish
2,250

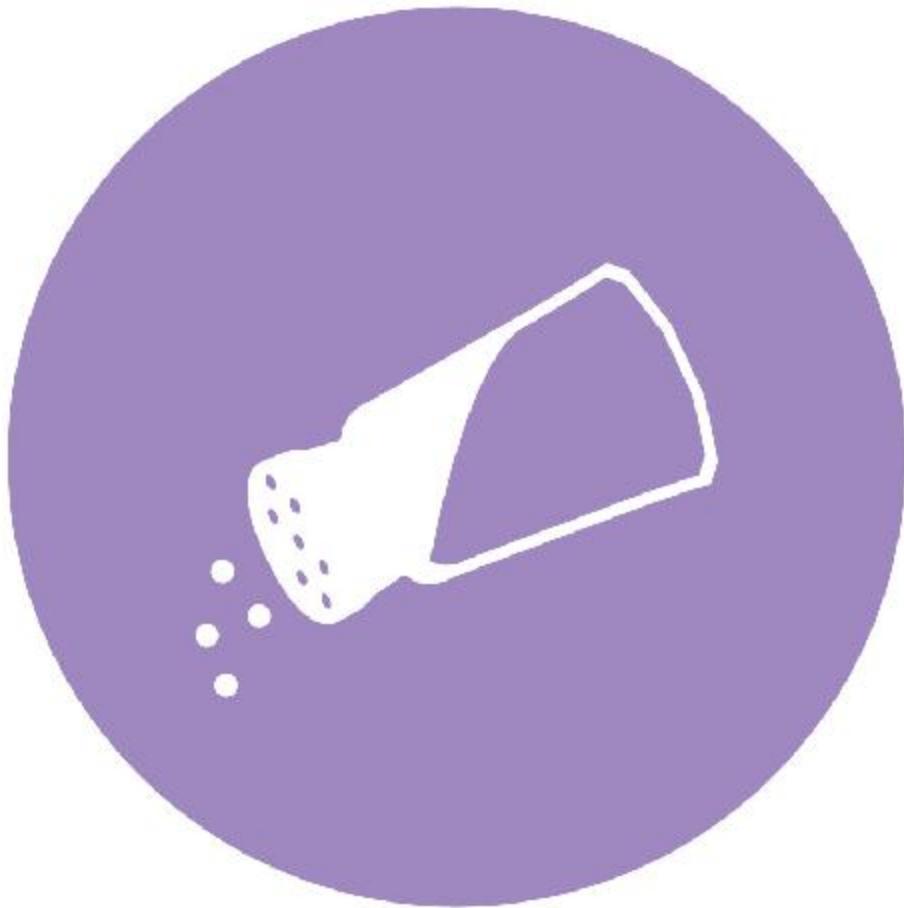
animals
4.1m

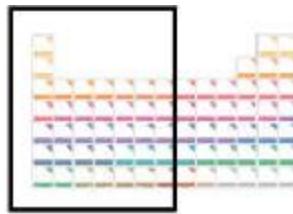
pollution
35m

volcanoes
96,000

Pass the...

A table of condiments that periodically go bad





Tz ¹ Tzatziki 2 days	Ps ⁴ Peanut/ Satay sauce 2 days	Ss ⁸ Sweet and sour sauce 3 days	Ra ⁹ Raita 5 days	Mg ¹⁰ Meat gravy 5 days	Hu ¹¹ Hummus 5 days	Ma ¹² home-made mayonnaise 1 week	Wc ¹³ Whipped cream 1 week	Og ¹⁴ Onion gravy 1 week
Gs ²¹ Granulated sweetener 3 weeks	J ²² Jam 1 month	Tr ²³ Treade 1 month	Mg ²⁴ Mango chutney 1 month	T ²⁵ Tomato chutney 1 month	Vg ²⁶ Vegetable gravy 1 month	Bq ²⁷ BBQ sauce 1 month		
Bs ³⁴ Brown sauce 6 weeks	H ³⁵ Horseradish 6 weeks	K ³⁶ Ketchup 6 weeks	Mi ³⁷ Mint sauce 6 weeks	Ta ³⁸ Tartar sauce 6 weeks	Pk ³⁹ Pickle 6 weeks	Pi ⁴⁰ Picalilli 6 weeks		
Ca ⁴⁷ Cayenne pepper 3 months	Ch ⁴⁸ Chilli powder 3 months	Bm ⁴⁹ Brown mustard 3 months	Wa ⁵⁰ Wasabi 3 months	Ma ⁵¹ Marmalade 6 months	Pb ⁵² Peanut butter 6 months	Y ⁵³ Yeast extract 6 months		
C ⁶⁰ Cocoa 1 year	Bb ⁶¹ Black pepper 1 year	Ym ⁶² Yellow mustard 18 months	Wv ⁶³ White wine vinegar 2 years	Cv ⁶⁴ Cider vinegar 2 years	W ⁶⁵ Worcester sauce 2 years	Sy ⁶⁶ Soy sauce 3 years		

A periodic table where each element is a condiment or oil, and its position corresponds to its shelf life.

O	Cu	Lc	Pa	B	M
Oyster sauce 2 weeks	Custard 3 weeks	Lime chutney 3 weeks	Parmesan cheese 3 weeks	Butter 3 weeks	Margarine 3 weeks
Ch Chilli sauce 1 month	Pl Plum sauce 1 month	Hs Hoisin sauce 1 month	Fd French dressing 1 month	Dm Dijon mustard 1 month	Lc Lemon curd 6 weeks
Sp Sweet pickle 6 weeks	Id Italian dressing 6 weeks	Td Thousand island dressing 6 weeks	Ma Mayonnaise 2 months	Sc Salad cream 2 months	Fs Flaxseed oil 2 months
Ta Tahini 6 months	Ms Maple syrup 1 year	Pa Palm oil 1 year	P Peanut oil 1 year	So Soybean oil 1 year	Sf Sunflower oil 1 year
OI Olive oil 4 years	Bv Balsamic vinegar 5 years	Mv Malt vinegar Indefinite	H Honey Indefinite	Sa Salt Indefinite	Su Sugar Indefinite

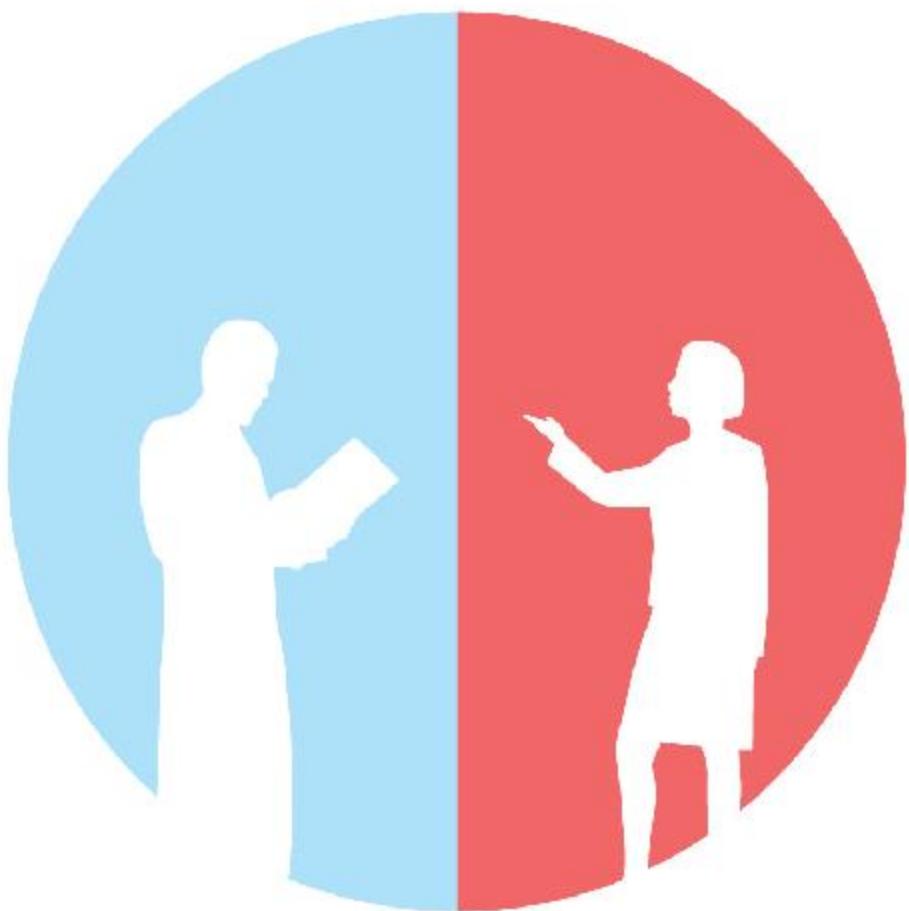
Elements highlighted in boxes:

- Row 1: **Sa** (Salsa), **Gu** (Guacamole)
- Row 2: **Be** (Beef extract), **L** (Lemon Juice), **Sc** (Sour cream)
- Row 3: **Ch** (Chilli sauce), **Pl** (Plum sauce), **Hs** (Hoisin sauce)
- Row 4: **Sp** (Sweet pickle), **Id** (Italian dressing), **Td** (Thousand island dressing)
- Row 5: **Ta** (Tahini), **Ms** (Maple syrup), **Pa** (Palm oil)
- Row 6: **OI** (Olive oil), **Bv** (Balsamic vinegar), **Mv** (Malt vinegar)

Arrows point from the following elements to the highlighted boxes:

- From **Sc** (Sour cream) to **Be** (Beef extract).
- From **Sc** (Sour cream) to **L** (Lemon Juice).
- From **Sc** (Sour cream) to **Gu** (Guacamole).
- From **Sc** (Sour cream) to **Ch** (Chilli sauce).
- From **Sc** (Sour cream) to **Pl** (Plum sauce).
- From **Sc** (Sour cream) to **Hs** (Hoisin sauce).
- From **Sc** (Sour cream) to **Sp** (Sweet pickle).
- From **Sc** (Sour cream) to **Id** (Italian dressing).
- From **Sc** (Sour cream) to **Td** (Thousand island dressing).
- From **Sc** (Sour cream) to **Ta** (Tahini).
- From **Sc** (Sour cream) to **Ms** (Maple syrup).
- From **Sc** (Sour cream) to **Pa** (Palm oil).
- From **Sc** (Sour cream) to **OI** (Olive oil).
- From **Sc** (Sour cream) to **Bv** (Balsamic vinegar).
- From **Sc** (Sour cream) to **Mv** (Malt vinegar).

Nature vs Nurture



Nature vs. Nurture

Your genes control everything. Hair colour. Behaviour. Personality. Sure, environment has a role, but it's your genes that rule you.

You learn pretty much everything you do. From standing and walking to talking and socializing. Your environment and your choices make you who you are.



Most behaviour is genetic. Genes for speech, empathy and even altruism all evolved when we lived as hunter-gatherers on the ancient grasslands of Africa.

The proof is in the brain. It has evolved "modules" for all human abilities, even for religious experience!

Oh yeah? Animal breeders know it takes only a few generations of controlled mating to influence behaviours like fierceness or tameness in dogs.

Genes change the brain too. And at a more fundamental level, before your so-called "choices" come in. Try "deciding" to override a genetic expression.

You can't! Hah!

Okay then, what about behavioural problems such as depression, mental illness and autism? They're all highly inheritable.



The evidence for that ancient lifestyle is complete guesswork.



Nah. Those "structures" could simply be projections of human interpretation on the brain. Behaviour isn't genetically evolved. We learn it.



Dogs, maybe. But complex human behaviour like musical ability or humour? C'mon. These are learnt. In fact, learning, we now know, changes the physical structure of the brain! So much for genes.



Most genetic expression, from traits to behaviours, are triggered by your environment. Nurture comes first!

Yeah, it's fashionable to say that, yes. But, even after years of study, researchers have failed to turn up a single gene for mental illness or depression.

Ahhhhh but behavioural disorders like autism are highly inheritable. In identical twins, if one twin is autistic, the other has a 60% chance of being autistic. In non-identical twins the chance is only 5%. That goes for intelligence too.



In autism, maybe. But you can't then stretch it to all behaviour and certainly not intelligence. Intelligent parents teach their kids to be intelligent.

But don't intelligent parents also provide the genes for high IQ? Twins separated at birth are often remarkably similar in IQ and personality, even when they haven't met. This proves there are genetic influences for everything. Even taste in music!



Yeah but if it was all genes, you'd expect identical twins to be 100% the same. Figures for IQ may be high. But it's way less to non-existent for other traits like personality.

But identical twins reared apart become more alike, even when they haven't met. That means that genes must shape our personalities.



Hmmmmm. Many studies of twins are flawed and biased. Often they just compare identical twins reared apart after birth. They don't use "controls" of unrelated people with the same background as the twins to check that age, gender, ethnicity and cultural environment are not also influencing personality. The whole field is biased.



CONCLUSION 50-50

Both nature and nurture each contribute (in arguable proportions) to who we are. They also "speak the same language".

That is, they both change the structure of the brain. In summary, humans are dynamic creative organisms. Learning and experience (nurture) amplify the effect of genes (nature) on behaviour.

Postmodernism

Postmodernism is pretty much a buzz word now. Today, anything – and everything – can be described as postmodern. The design of a building. The samples used in a record. The layout of a page. The collective mood of a generation. Cultural or political fragmentation. The rise of blogging and crowd-wisdom. Anything that starts with the word “meta”. But what does postmodern actually mean?

In art, where it all began, it's a style of sorts. Ironic and parodying. Very playful and very knowing. Knowing of history, culture, and often knowing of itself. Postmodern art and entertainment is often self-conscious. It calls attention to itself as a piece of art, or a production, or something constructed. A character who knows they are a character in a novel, for example. Or even the appearance of an author in their own book. (Like me, David, writing this. Hello.).

Overall, postmodern art says there's no difference between refined and popular culture, “high” or “low” brow. It rejects genres and hierarchies. Instead, it embraces complexity, contradiction, ambiguity, diversity, interconnectedness, and criss-crossing referentiality.

The idea is: let's not pretend that art can make meaning or is even meaningful. Let's just play with nonsense.

All of this springs from the discovery of a new relationship to truth. In a postmodern perspective, truth is not a single thing “out there” to be discovered. Instead truth must be assembled or constructed. Sometimes, it's constructed visibly, from many different components (i.e. scientists gathering the results of multiple studies). Other times, it happens invisibly by society, or by cultural mechanisms and other processes that can't be easily seen by the individual.

So when someone “speaks the truth”, what they are saying is actually an assemblage of their cultural background, their schooling, and the thoughts and opinions they've absorbed from their environment. In a way, you could say that their culture is speaking them.

For that reason, in postmodern times, it becomes more accurate and safer to assemble truth with the help of other people, rather than just decide it independently.

A clear example of this is the scientific method. Any scientist can do an experiment and declare a discovery about the world. But teams of other

scientists must verify or “peer-review” that truth before it’s safe to accept it. The truth here has been assembled by many people. The truth has become social.

All the time, though, there is an understanding that even this final “truth” may well just be temporary or convenient, a place-holder to be changed or binned later on. (Well, that should be the case. Even scientific discoveries have a tendency to harden into dogma.)

If you accept this key postmodern insight, then immediately it becomes impossible for any individual to have a superior belief. There’s no such thing as “absolute truth”. No one “knows” the absolute truth. Or can have a better truth than someone else. If an individual – or a group, organization or government – does claims to have absolute truth and declares that truth to yo, they are likely to be attempting to overpower and control you.

Confusingly, such entities are known as “Modernist”. Modernity is all about order and rationality. The more ordered a society is, Modernists believe, the better it functions. If “order” is superior, then anything that promotes “disorder” has to be wrong. Taken to an extreme, that means anything different from the norm – ideas, beliefs, people – must be excluded. Or even destroyed. In the history of Western culture this has usually meant anyone non-white, non-male, non-heterosexual and non-rational.

This is one reason why tension still erupts between holders of “absolute truth” (say the Church) and postmodern secular societies. Or between an entity like an undemocratic government which seeks to control its populace and the internet, a truly postmodern piece of technology. This is usually because postmodernity has a powerful weapon that can very easily and very quickly corrode Modernist structures built on “old-fashioned” absolute truth. That weapon is deconstruction.

If all truth is constructed, then deconstruction becomes useful. Really useful. If you deconstruct something, its meanings, intentions and agendas separate and rise to the surface very quickly – and everything quickly unravels.

Take a novel for example. You can deconstruct the structure of the text, and the personality of the characters. Then you can deconstruct the author’s life story, their psychological background, and their culture and see how that influenced the text. If you keep going, you can start on the structure of

human language and thought. Beyond that, a vast layer of human symbols. Beyond that ... well, you can just keep going...

Belief systems and modernist structures protect themselves from threats like deconstruction with “grand narratives”. These are compelling stories to explain and justify why a certain belief system exists. They work to gloss over and mask the contradictions, instabilities and general uncertainties inherent in nature and human life.

Liberate the entire working class. Peace on Earth. There is one true God. Hollywood is one big happy family. History is progress. One day we will know everything. These are all grand narratives.

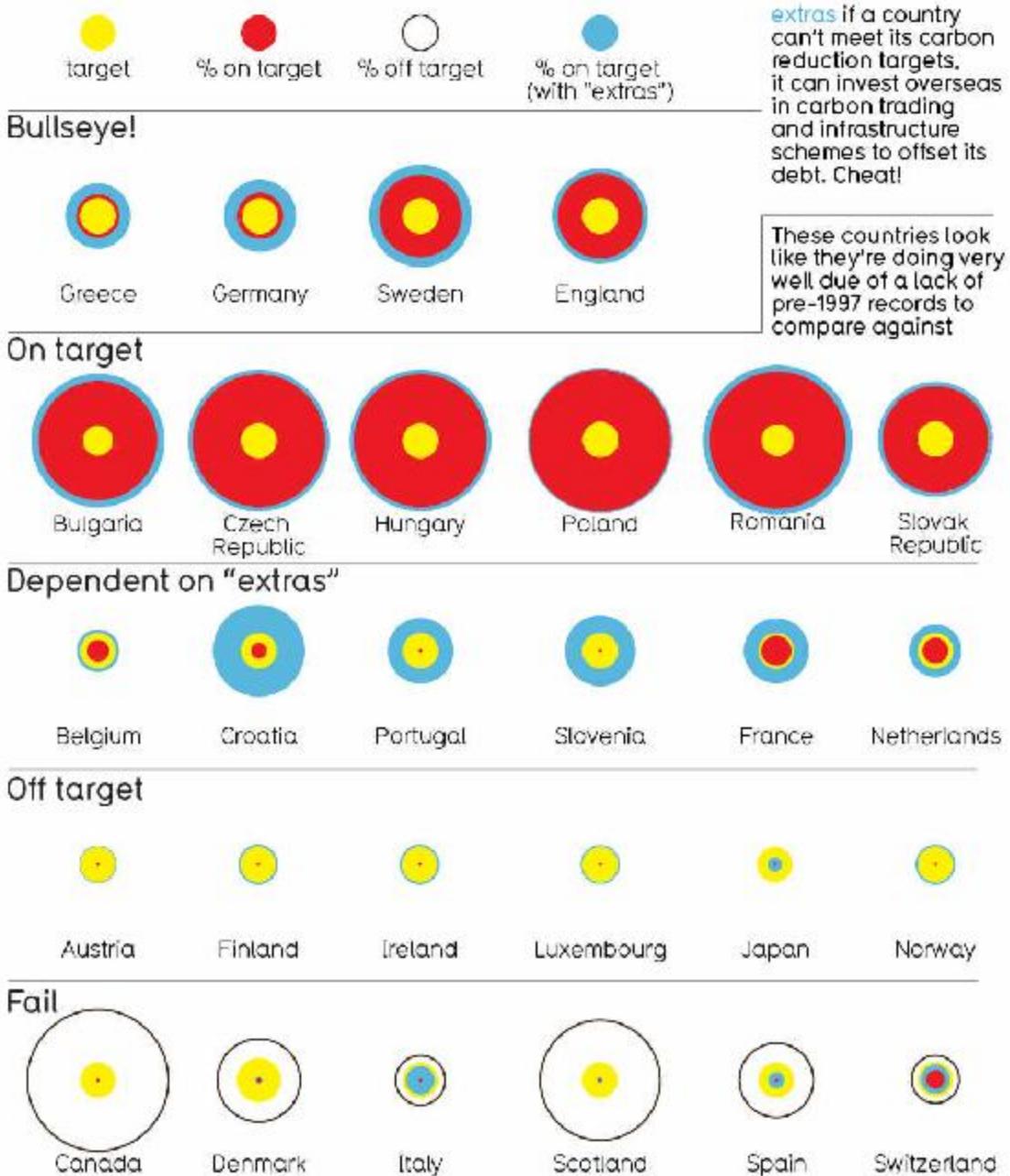
All modern societies – even those based on science – depend on these myths. Postmodernism rejects them on principle. Instead it goes for “mini-narratives”: stories that explain small local events – all with an awareness that any situation, no matter how small, reflects in some way the global pattern of things. Think global, act local, basically.

So a postmodern society, unglossed-over by a grand narrative, must embrace the values of postmodernity as its key values. That means that complexity, diversity, contradiction, ambiguity, and interconnectedness all become central. In social terms, this is represented by a lack of obvious hierarchies (equal rights for all), embracing diversity (multi-culturalism), and that all voices should be heard (consensus).

That’s the goal anyway. There are pitfalls. Runaway postmodernism creates a grey goo of no-meaning. Infinite consensus creates paralysis. Over-connection leads to saturation. Too much diversity leads to disconnection. Complexity to confusion.

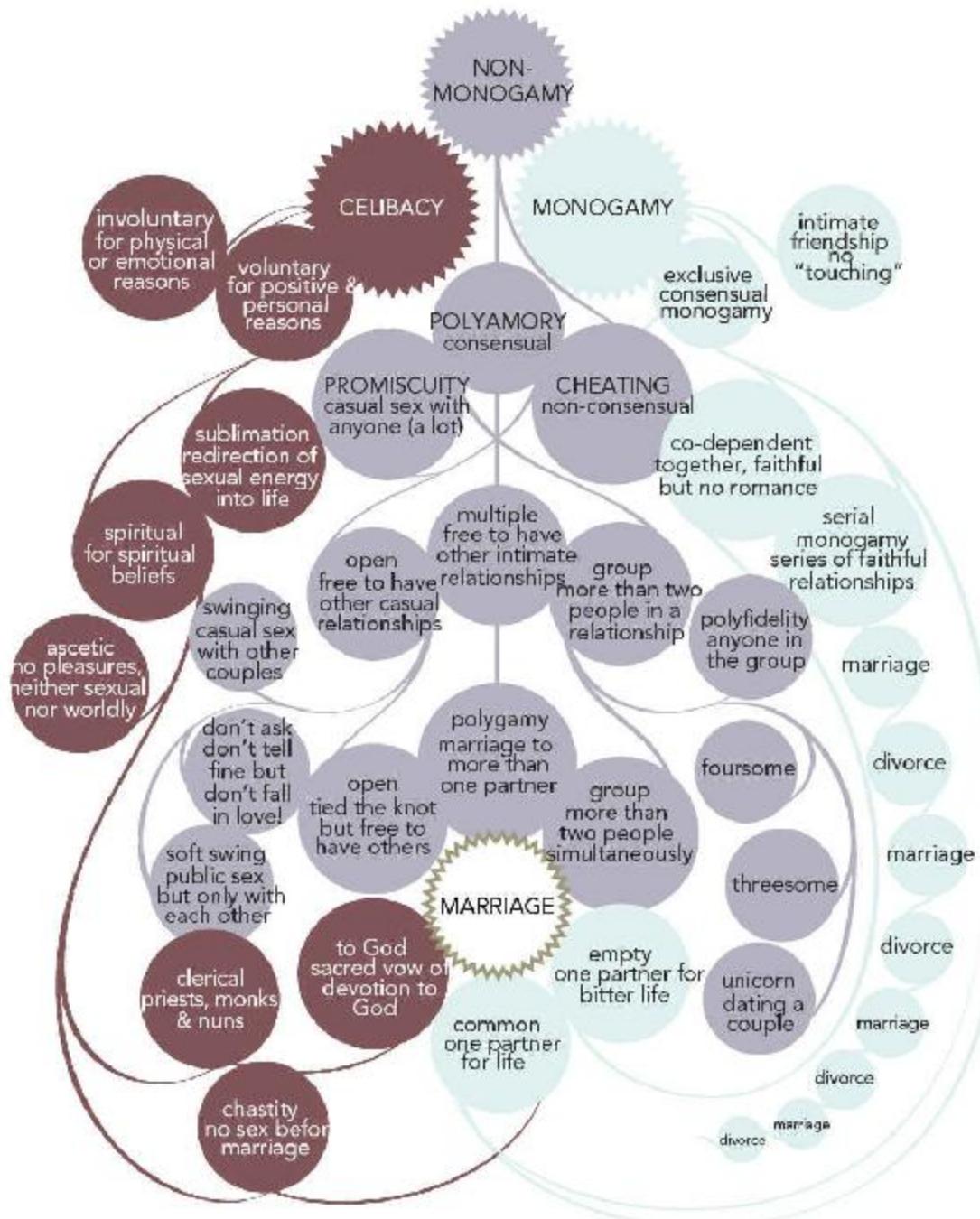
So in the midst of all this confusion and noise and diversity, without a grand narrative, who are you? Postmodern personal values are not based on morals. Instead, the values of participation, self-expression, and creativity are paramount. The focus of spirituality shifts from security in absolute given truth to a search for significance in a chaotic world. The idea that there is anything stable or permanent disappears. The floor drops away. And you are left there, playing with nonsense.

Who hit their Kyoto Targets?

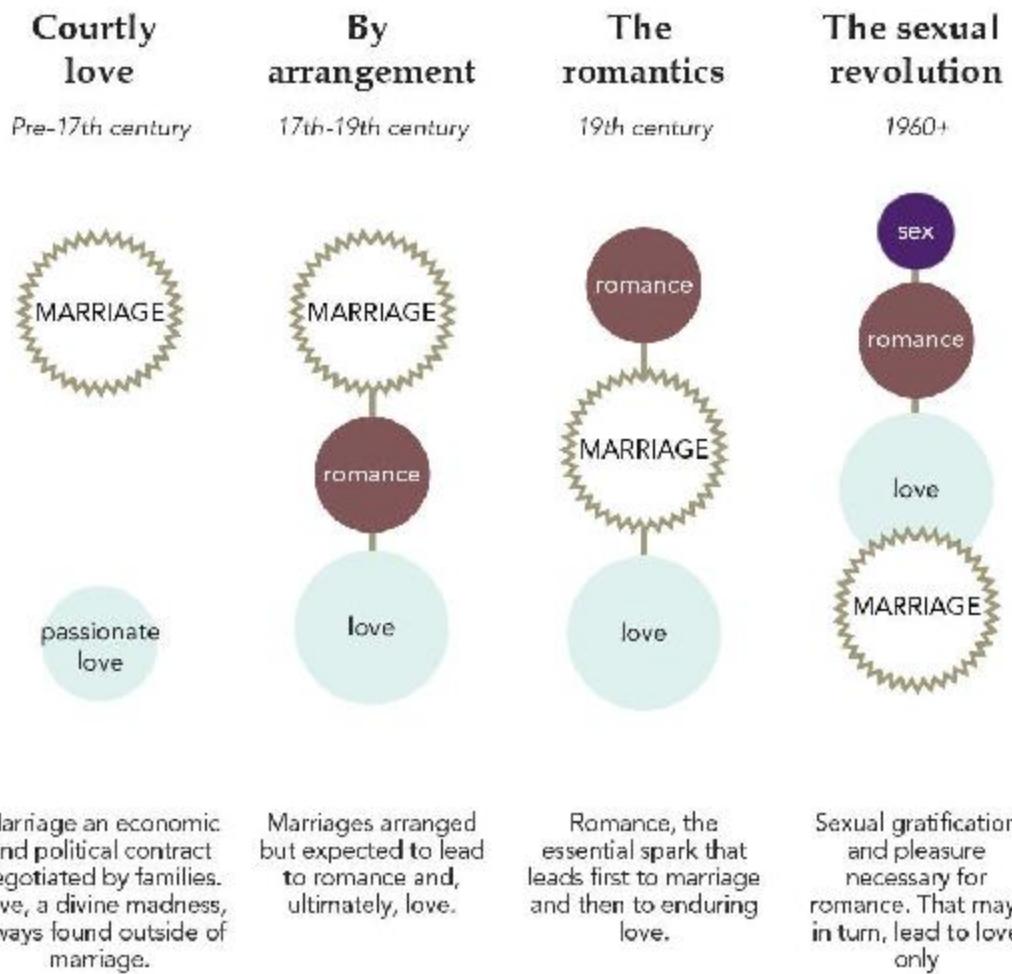


Despite Kyoto, the EU's carbon emissions has increased by 1% by 2012

The Varieties of Romantic Relationship

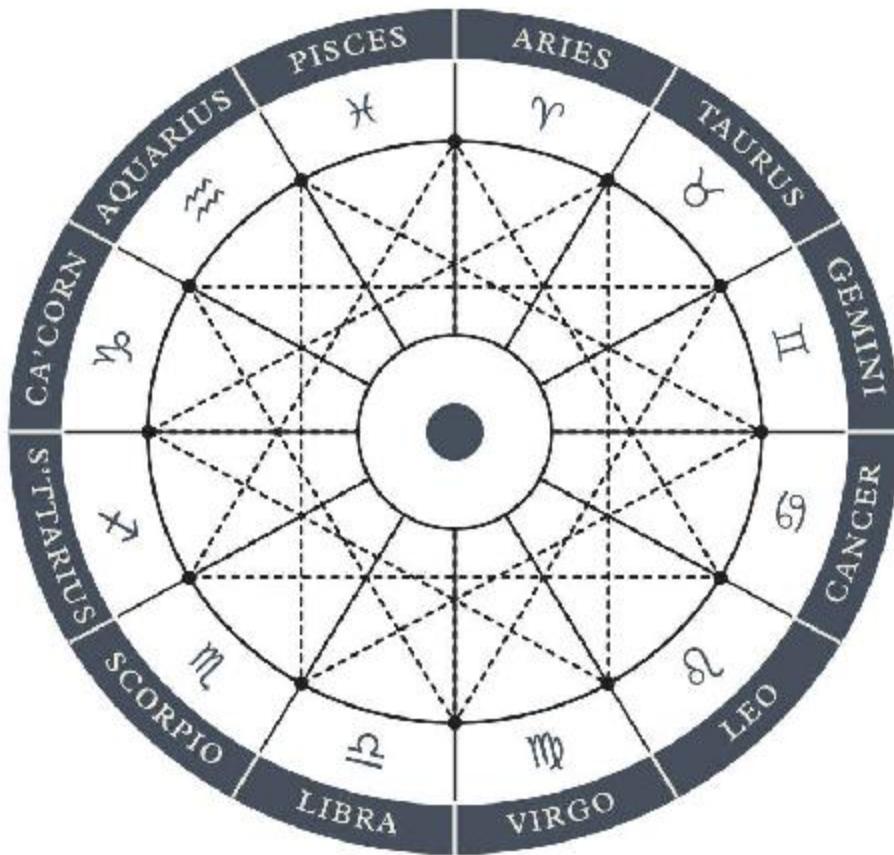


The Evolution of Marriage in the West

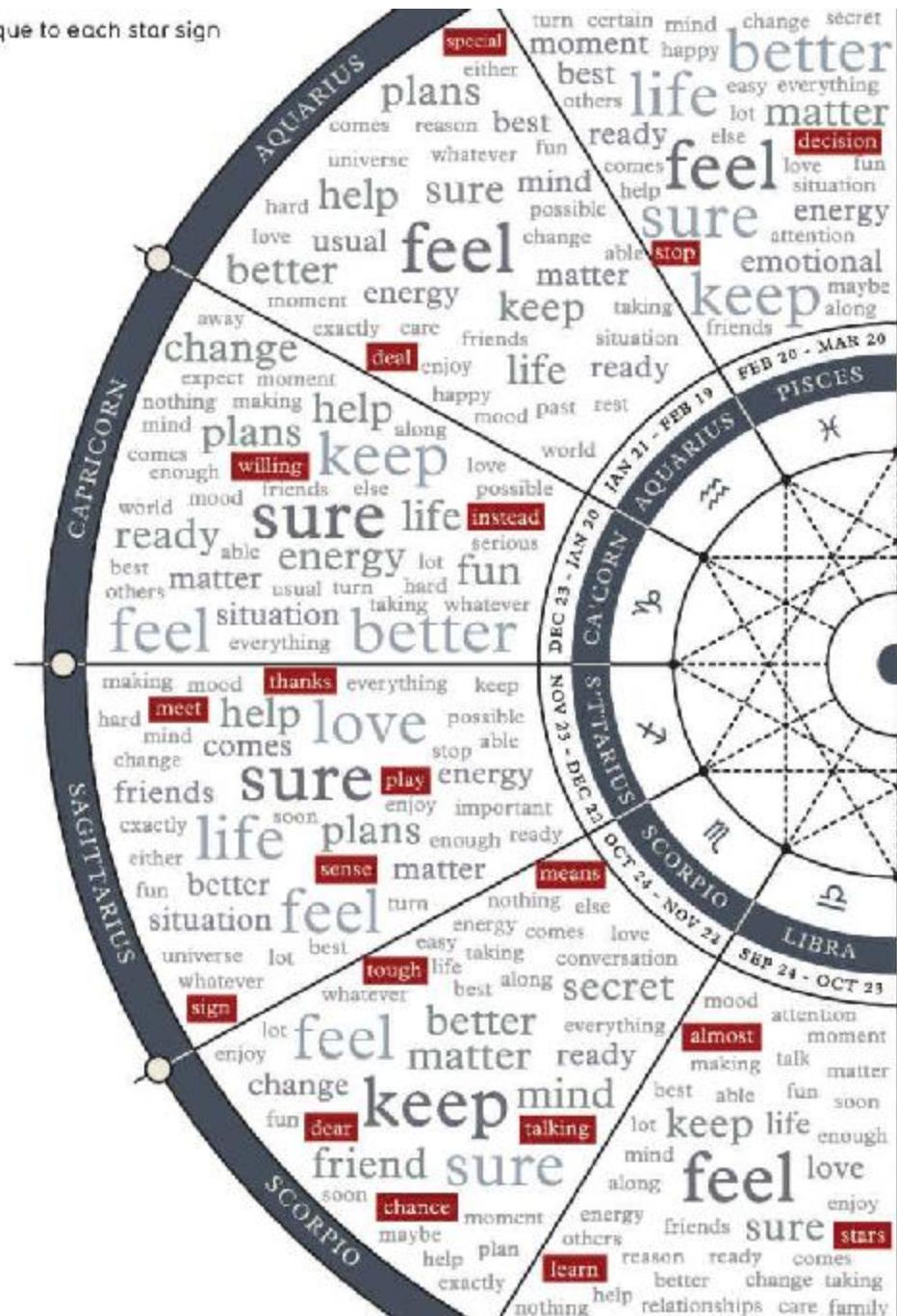


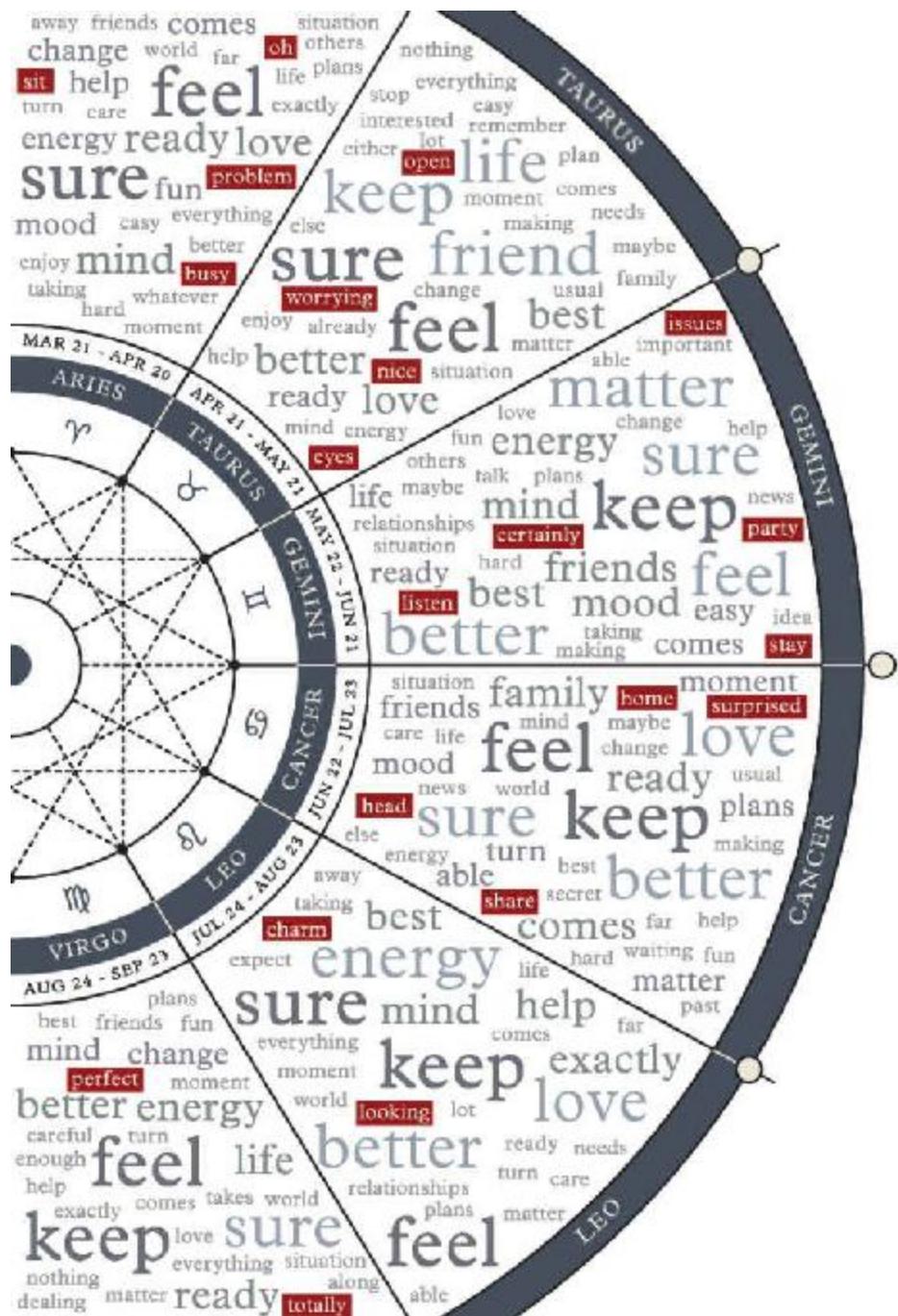
Horoscoped

Most common words



these words unique to each star sign



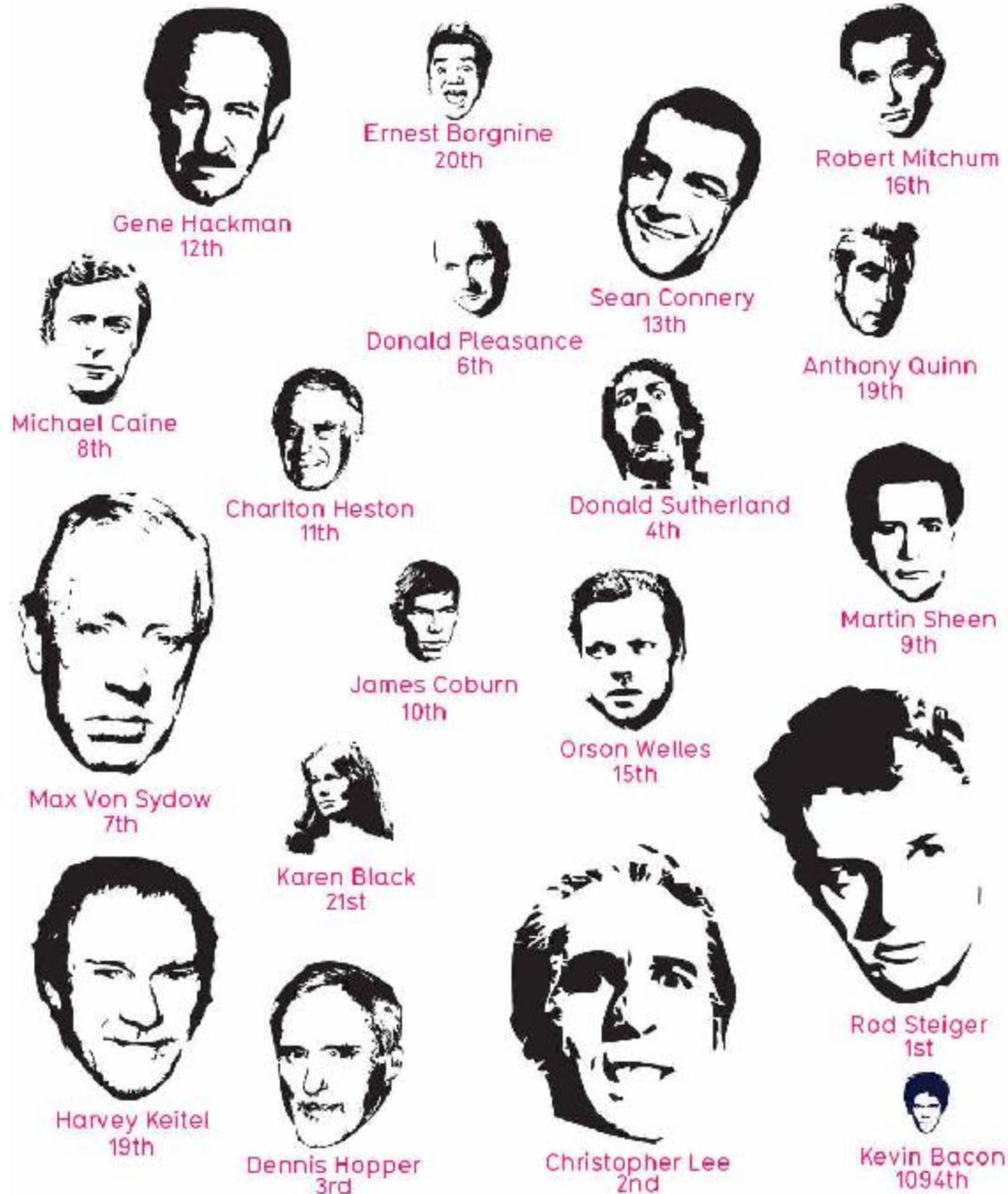


Meta-prediction for every day of the year
made from most common words in
4,000 star sign predictions

“Whatever the situation or secret
moment, enjoy everything a lot.
Family and friends matter.
Keep making love.
The world is life, fun and energy.
Maybe hard. Or easy.
Change your mind and a better
mood comes along...”

Better than Bacon?

The real centre of the Hollywood universe

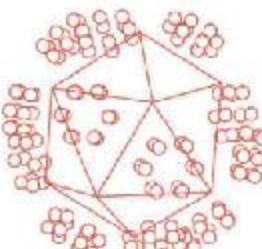


Microbes Most Dangerous

By survival time outside the body



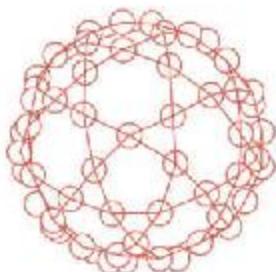
rabies 6 hours



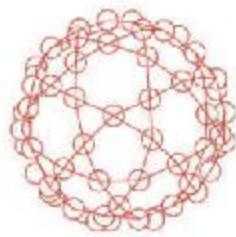
SARS 4 days



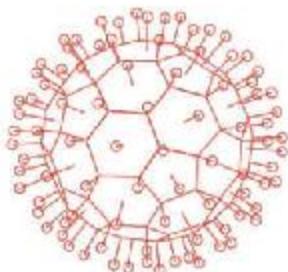
measles 4 days



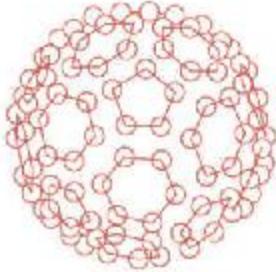
hepatitis B 7 days



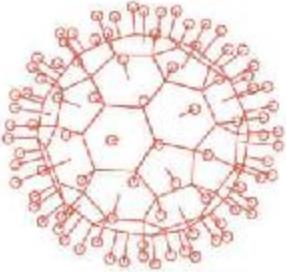
whooping cough 12 days



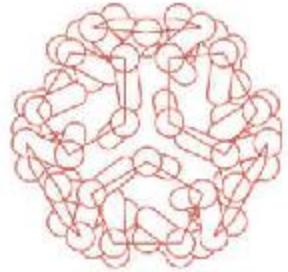
influenza 14 days



HIV 15 days



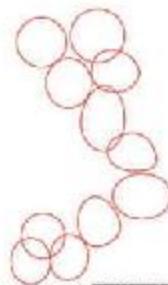
"Bird Flu" 35 days



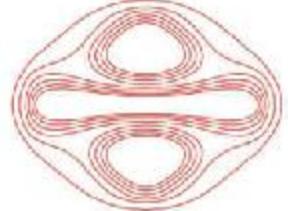
polio 60 days



tuberculosis 244 days



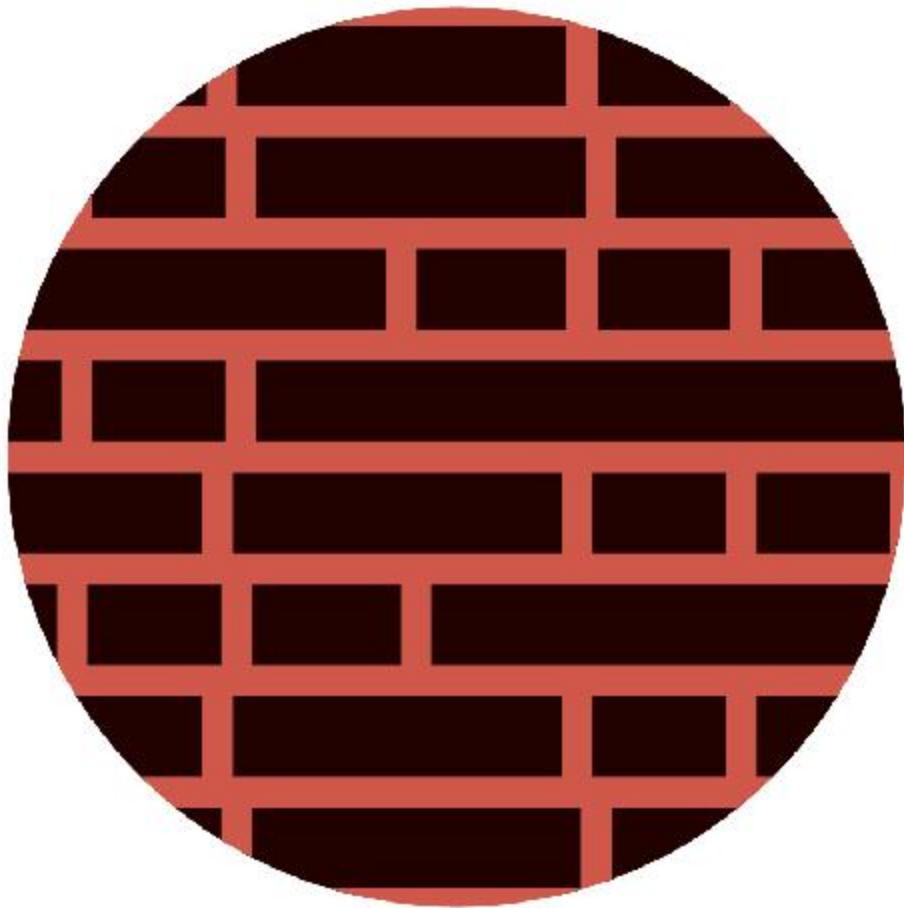
diphtheria 370 days



smallpox 555 days

Things That'll Give You Cancer

Source: the media



non-risk maybe a risk **definite risk**

Nut mould. Nasty.

High doses in smokers linked to lung cancer

Fungicide

Vinyl acetate in gum

Safe

Lack of real contact alters our biology apparently

In poorly ventilated spaces

Higher risk of breast cancer

Minimal risk

No link. Now proven.

Contains carcinogens

When mouldy

It's the creosote. Don't lick.

Probably okay

abortion

acrylamide

agent orange

alcohol aldrin alfatoxin

asphalt fumes atrazine

meat benzene benzadine

betacarotene betel nuts birth

bread breasts bus stations cadmium

captan carbon tetrachloride careers

foods chewing gum Chinese food Chinese herbal

chlordane chlorinated camphene

chloroform cholesterol chromium coaltar

curry cyclamates dairy products DDT deodorants depleted

diesel exhaust diet soda dimethylsulphate

epichlorohydrin ethenofluoromide ethinic belief

facebook fat fibre fluoridation tying formaldehyde

gingerbread global warming gluteraldehyde granite grilled

supplements helicobacter pylori hepatitis B

bone mass HRT hydrazine hydrogen peroxide incense

laxatives lead left handedness Lindane Listerine low

mammograms manganese menopause methylbromide

mixed spices mobile phones moisturizers mould MTBE

breast feeding not having a twin nuclear power

juice oxygenated gasoline oyster sauce ozone

PCBs peanuts pesticides pet birds plastic

PVC radio masts radon railway sleepers

sausage dye selenium semi conductor plants

soy sauce statins stress strontium styrene

sunscreen talc testosterone tetrachloroethylene

toothfillings toothpaste tooth whitening

underarm-shaving unvented stoves

vegetables vinyl bromide

vitamins viborous fibres wallpaper

well water wifi wine

x-rays

			no risk	maybe a risk	definite risk
acrylonitril					
air pollution	alarm				
arsenic	asbestos			Pesticide & fruit spray	
AZT	babyfood	barbecued			
benzopyrene	beryllium				
control pills	bottled water	bracken			
calcium channel blockers	cannabis				
for women car fumes	casual sex	celery	charred		
supplements	chinese medicine chips	chloramphenicol			
chlorinated	water	chlorodiphenyl			
coffee	coke ovens	cooked foods	crackers	oreos	
uranium	depression	dichloryacetylene	diethdrin		
dinitrotoluene	dioxane	dioxin	dogs		
ethyleneacrilate	ethylene	ethylenedichloride	Ex-Lax		
free radicals	trench toes	fruit	frying	gasoline	genes
meat	Gulf war	hair dye	hamburgers	health	
virus	hexachlorbutadiene		hexachlorethane	high	
infertility	jewellery	Kepone	kissing	lack of exercise	
cholesterol	low fibre diet	magnetic fields	malonaldehyde		
methylenechloride	microwave	ovum	milk	hormones	
nickel	night lighting	nightshifts	nitrates	not	
plants	NutraSweet	oestrogen	olestra	olive oil	orange
ozone depletion	papaya	passive smoking			
UV bags	polio vaccine	power lines	protein	Prozac	
redmeat	Roundup	seccarin	salmon	salt	sausage
shaving	shellfish	sick buildings	smoked fish		
sulphuric acid	sunbeds	sunlight			
tight bras	toast	toaster	tobacco		
train stations	trichloroethylene	tritium			
uranium		UV radiation			
vinyl chloride	vinyl	toys			
weight gain		welding fumes			
winter	wood dust	work			

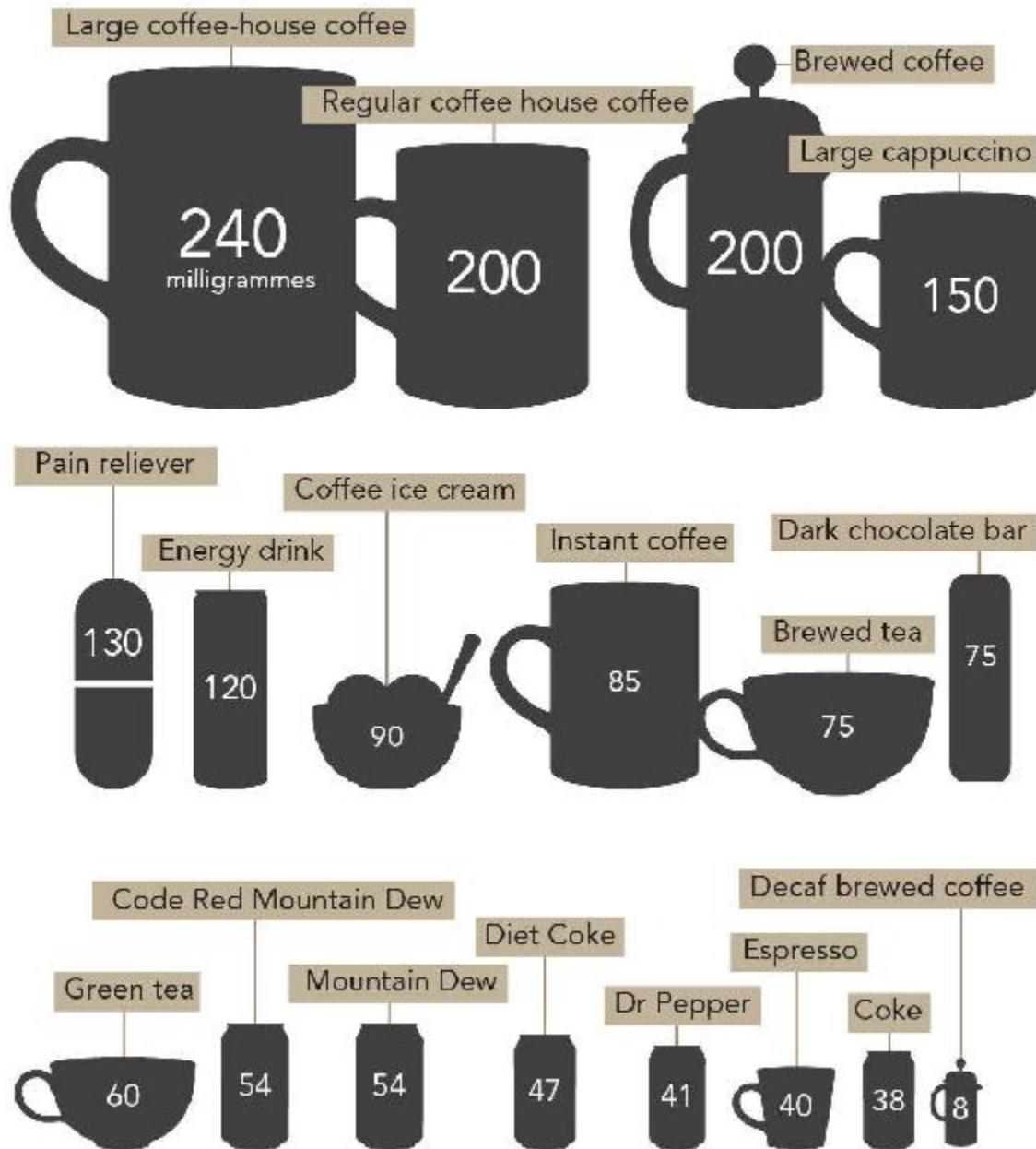
Types of Coffee







Caffeine content



Tons of Carbon II

emissions per year



Megatons of Carbon

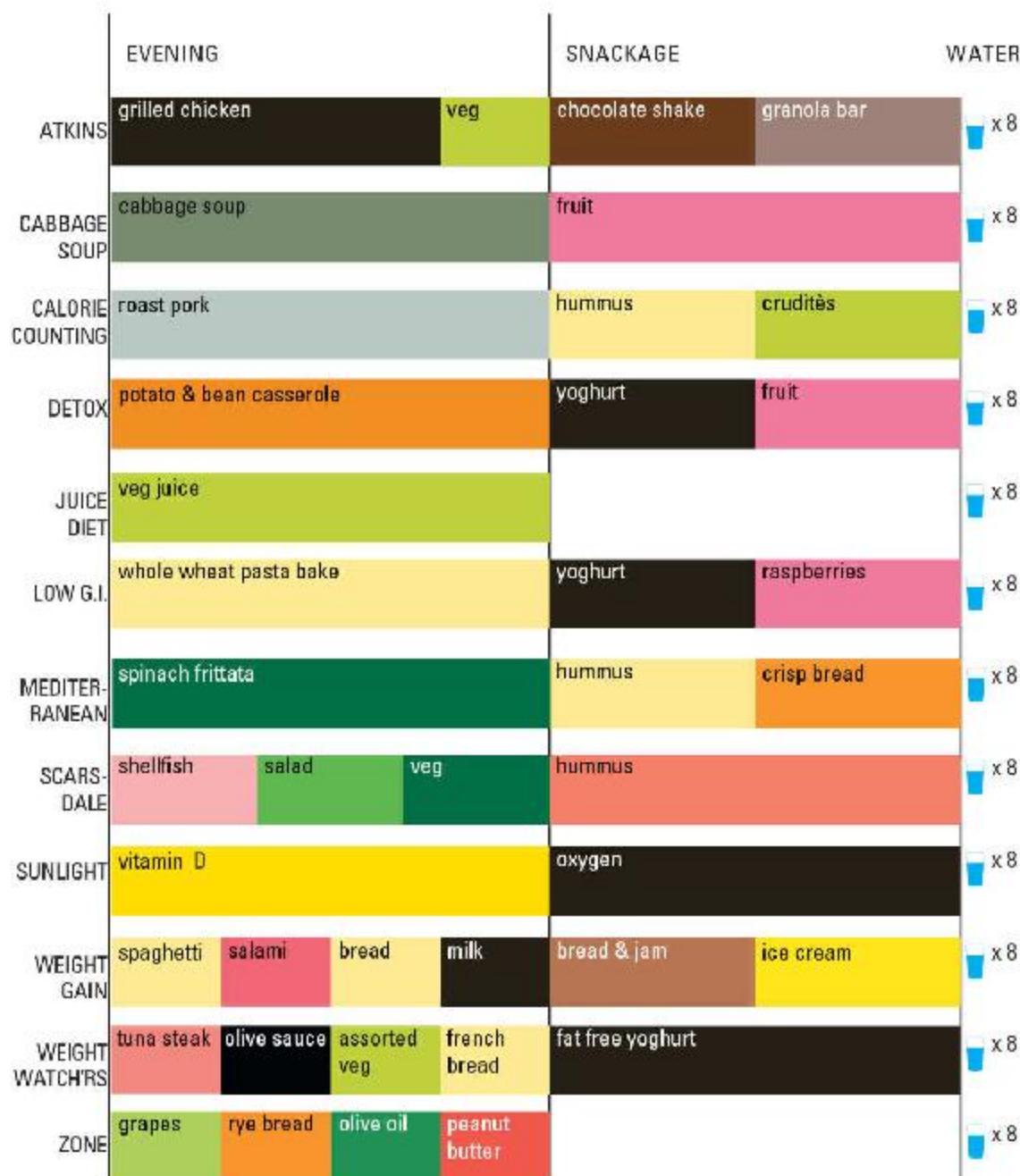
emissions per year



Daily Diets

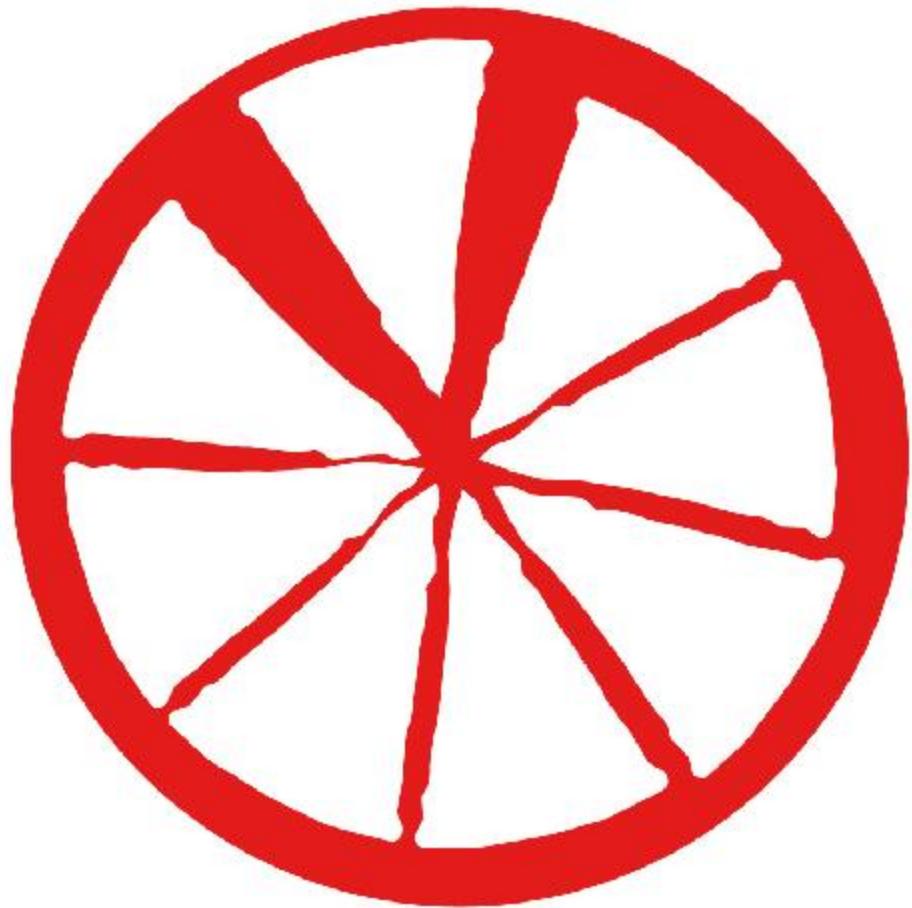


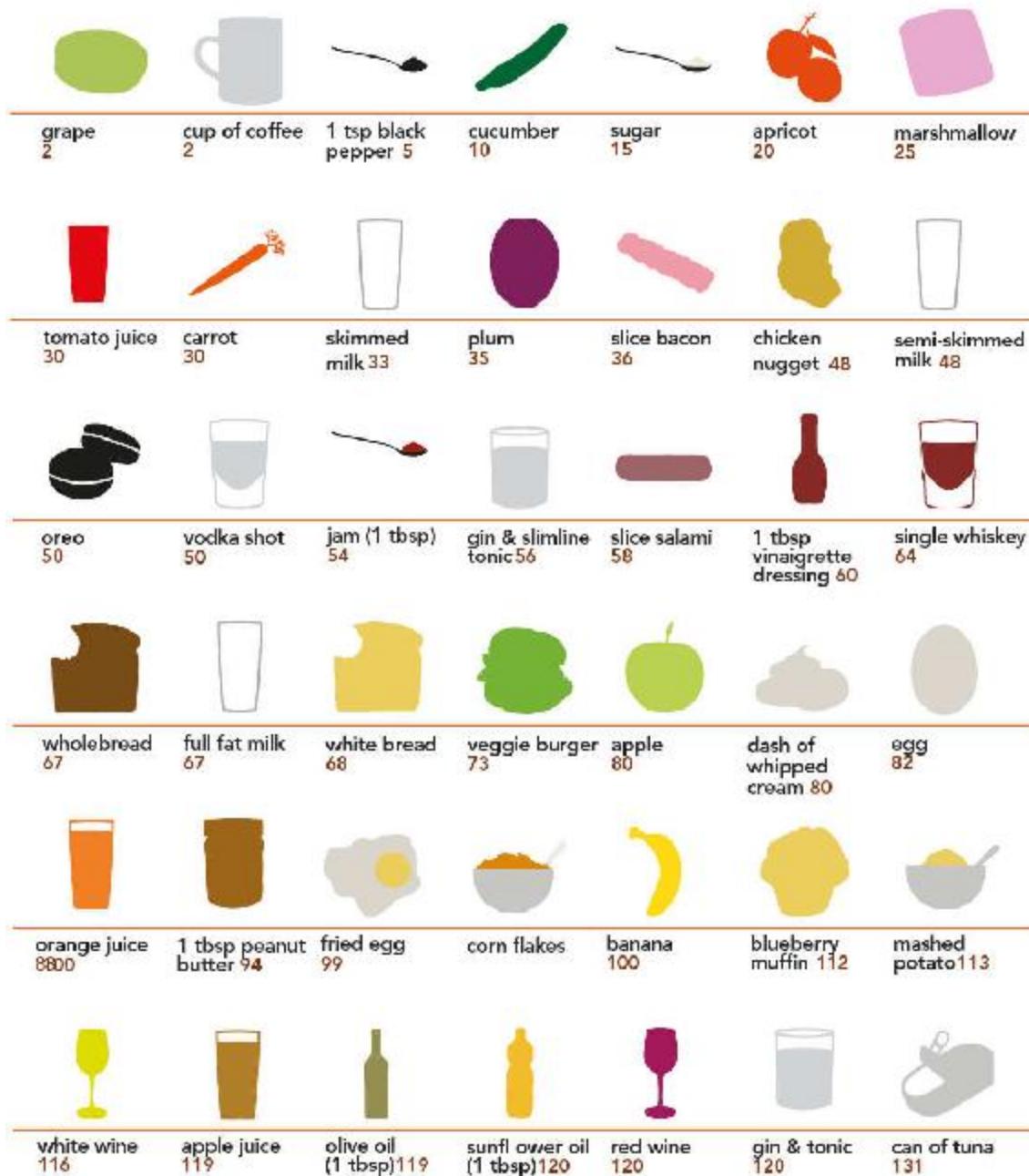
	MORNING			AFTERNOON			
ATKINS	omelette	tomato		salmon		salad	
CABBAGE SOUP	fruit			cabbage soup			
CALORIE COUNTING	4 tbs branflakes	skim milk	apple	mozzarella, tomato & avocado salad		french bread	
DETOX	oats	yoghurt	fruit	tzatziki		veg crudites	
JUICE DIET	carrot & apple			carrot & veg juice			
LOW G.I.	porridge	skim milk	oj	carrot & barley soup			
MEDITERRANEAN	toast	yoghurt	blueberries	almonds	chickpea salad		
SCARSDALE	grapefruit	toast	black coffee	assorted cold cuts	stewed tomatoes		
SUNLIGHT	sunlight			sunlight			
WEIGHT GAIN	6 x cream cheese bagels	yoghurt	oj	pitta bread	tuna	lentil soup	apple juice
WEIGHT WATCHERS	porridge & raisins		brown sugar	small burger	salad	apple	
ZONE	grapes	rye toast	fruit	peanut butter			



Calories In

Average load







Calories Out

Average burn





punching a bag
222



wheelchair
240



swimming laps
258



rowing
258



cycling
208



aerobics
258



tennis
258



skiing
258



football
265



running
295



push ups
sit ups
295



climbing
295



circuit training
295



basketball
295



american
football
310



yoga
310



martial arts
369



rugby
443



squash
443



roller-blading
443



boxing
443

Types of Facial Hair

A little hair says a lot about a man



Major
Al Assad, Hafez
Sudan (reigned 1971-2000)
Killed: 25,000



Traditional
Al-Bashir, Omar
Sudan (1989-)
Killed: 400,000



Natural Full
Castro, Fidel
Cuba (1976-2008)
Killed: 30,000



Pyramid
Franco, Francisco
Spain (1939-75)
Killed: 30,000



Horseshoe
Habré, Hissene
Chad (1982-90)
Killed: 40,000



Toothbrush
Hitler, Adolf
Germany (1933-45)
Killed: 58,000,000



Walrus
Hussein, Saddam
Iraq (1979-2003)
Killed: 6,000,000



Painter's Brush
Kai-Shek, Chiang
China (1928-31)
Killed: 30,000



Chevron
Lenin, Vladimir Illyich
Russia (1917-24)
Killed: 30,000



Zappa
Mengitsu, Haile Maiam
Ethiopia (1987-91)
Killed: 150,000



Freestyle
King Abdulla
Saudi Arabia (2005-)
Killed: -



Handlebar
Stalin, Joseph
Soviet Union (1924-53)
Killed: 23,000,000



Fu Manchu
Temujin, Genghis Khan
Mongolia (1205-27)
Killed: millions



Nu Geek
McCandless
UK (1971)
Killed: 0

Scale of Devastation

Square kilometres





Exxon Valdez
oil spill
28,000 km²



Deepwater
Horizon oil spill
5,750 km²



Amazon rainforest
depletion yearly
6,400 km²



Forest loss
Indonesia yearly
5,900 km²



Arable land destroyed by
2010 Russian heat wave
114,500 km²



Wildfires during
2010 Russian heat
wave
8,800 km²



Chernobyl
exclusion zone
1,300 km²



Chile earthquake
2010
300,000 km²



Japan earthquake
2011
140,000 km²



Haiti earthquake
2010
13,000 km²



New Zealand
earthquake 2011
5,800 km²



United Kingdom surface area
242,000 km²



Australia floods 2010
850,000 km²



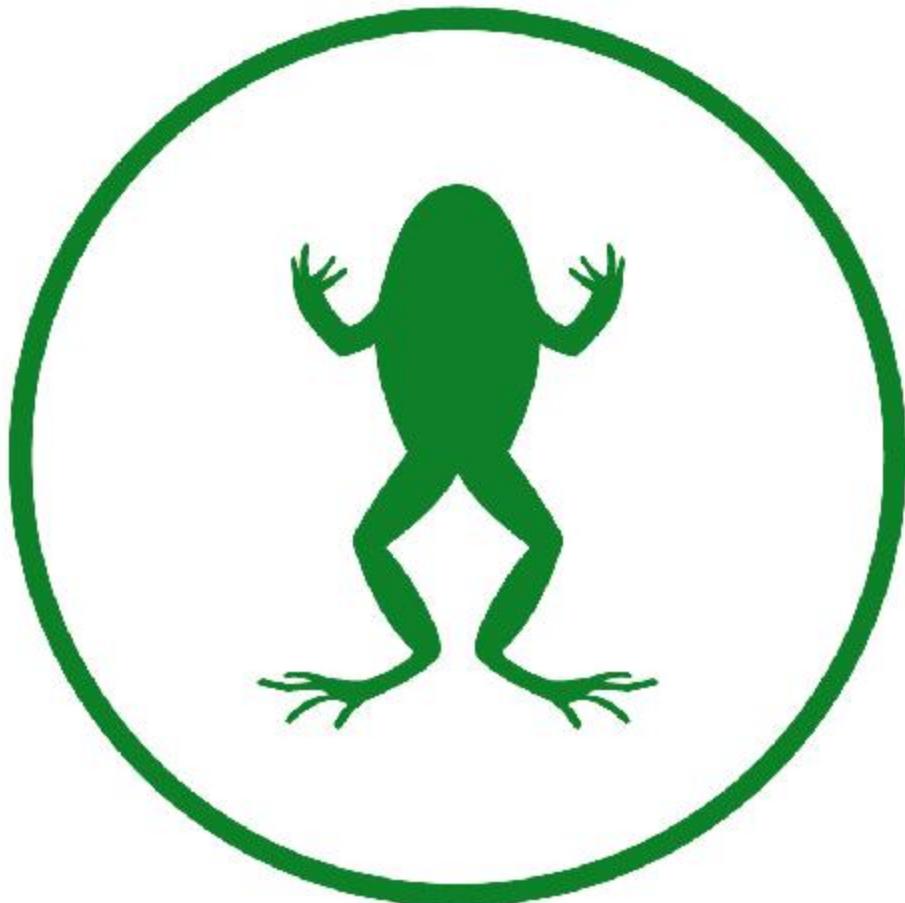
Pakistan floods 2010
114,500 km²



Thailand floods 2011
60,000 km²

Amphibian Extinction Rates

Canaries in a coal mine?



Normal extinction rate

1x



Causes of extinction



Chytrid fungus

In the 1930s, the African clawed frog was popular as a pregnancy test. Doctors would inject a female frog with a woman's urine. If the frog laid any eggs, the woman was pregnant. Alas the frog was also an immune carrier of the deadly chytrid fungus. Escaped frogs gradually spread the fungus around the world.



Habitat Loss



UV-Radiation



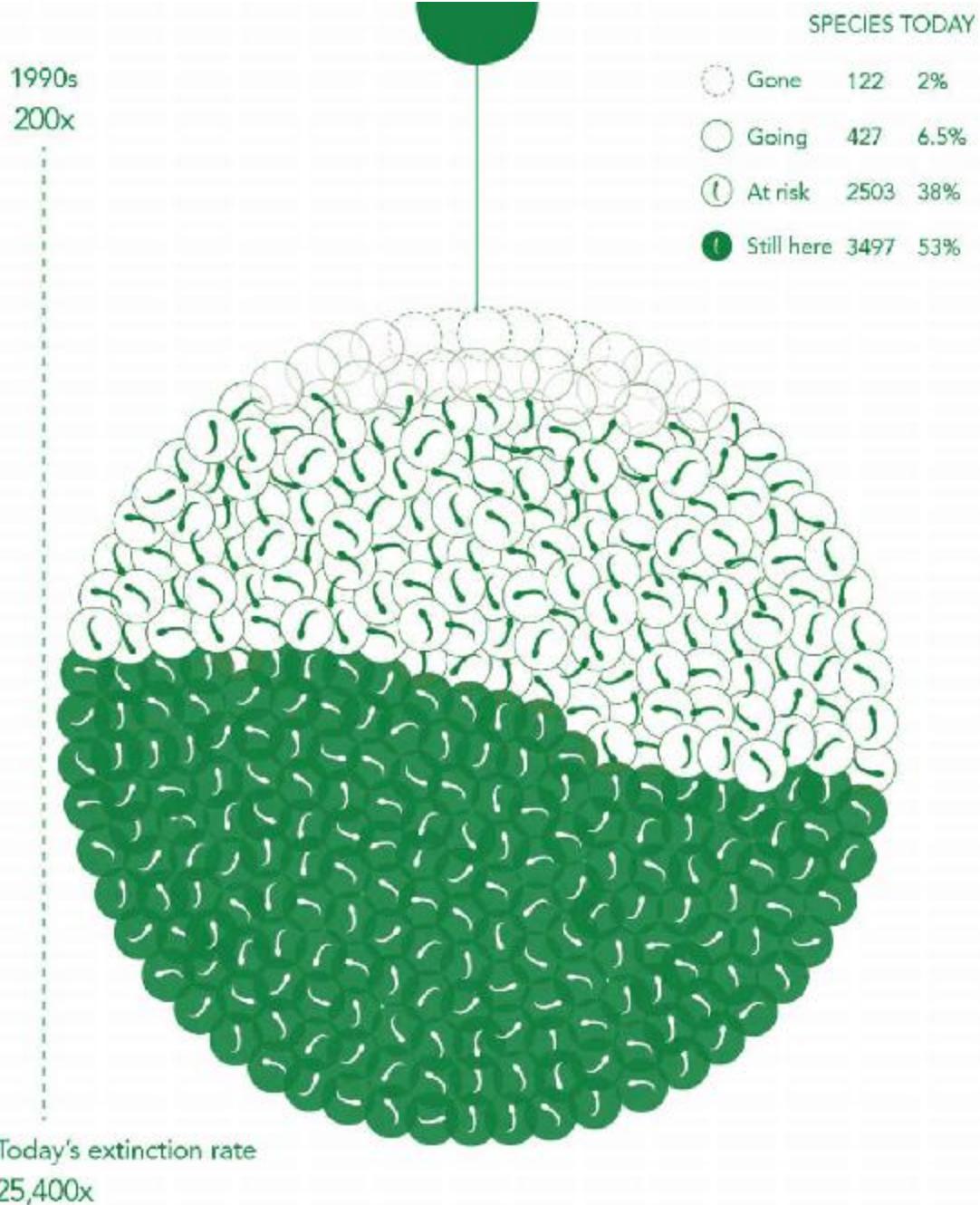
Insecticides

Even a tiny amount of malathion, the most common insecticide in the US, can lead to a devastating chain reaction that destroys bottom-dwelling algae, the primary food of tadpoles. Malathion, together with the pesticide Atrazine, are considered key factors in the loss of entire populations of amphibians.

1990s

200x



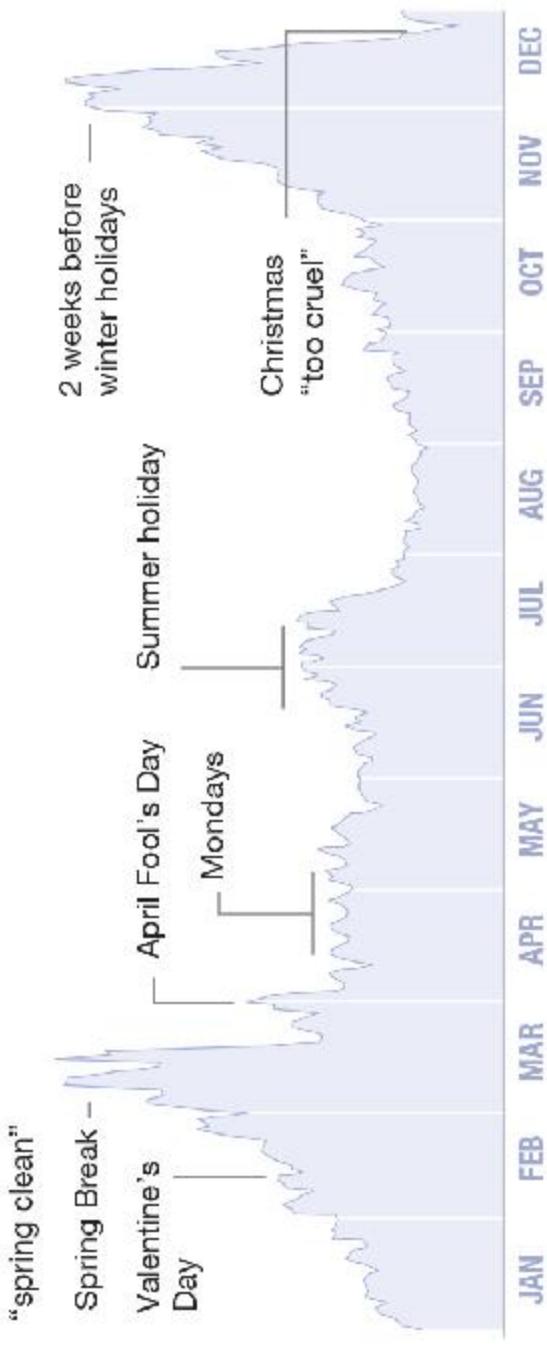


Breakups



Timing

Most common break-up times, according to Facebook status updates



Delivery

Most common methods of break-up

Those born before 1975

74%



3%



4%



16%



47%



IN PERSON
PHONE
EMAIL
FACEBOOK
IM



14%

5%

30%

4%

Those born after 1984

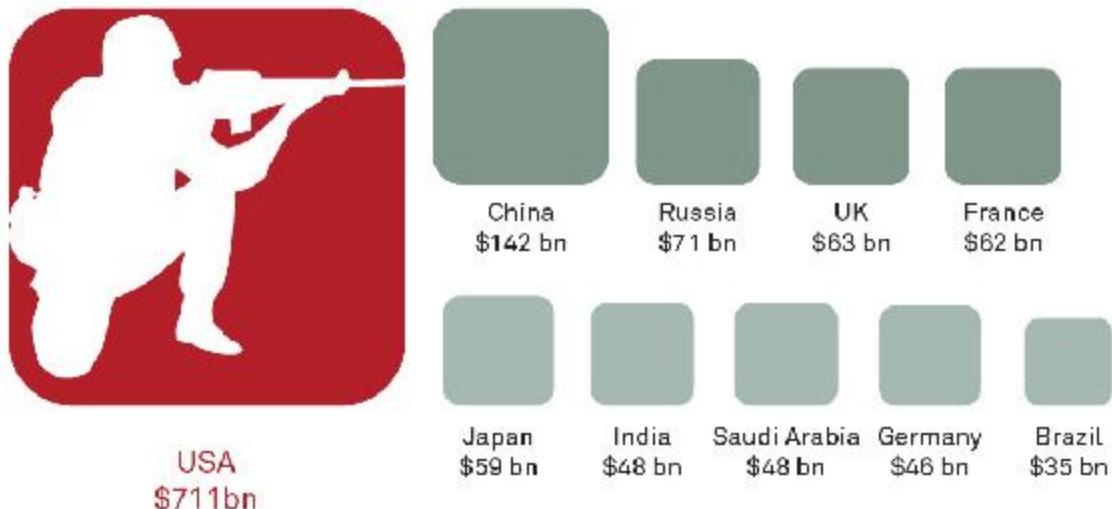
Motive: Searches for the phrase "we broke up because..."

he couldn't keep his hands to himself • "we're at different stages in our lives" • she was cheating with women
• he wanted to experience the whole college thing • he said he needed space • he's a complete idiot
I was I don't clip my toenails enough cheating on him so he made-out with the guy ! was cheating on him with of Drugs of Def Jam of her partying ways his parents don't like me his girlfriend got suspicious her husband needs oral sex I didn't love her I too much control him of all of the time he spent on his attempts to break into film-making we had different life goals of religious reasons he refused to worship me of my drinking – I binge drink he has a small pee-pee and wouldn't buy me any jewellery I smothered her we didn't have anything in common and everything was completely physical of parental disapproval he pressured me into having sex I have a high-pitched voice! she just realized I'm a better friend

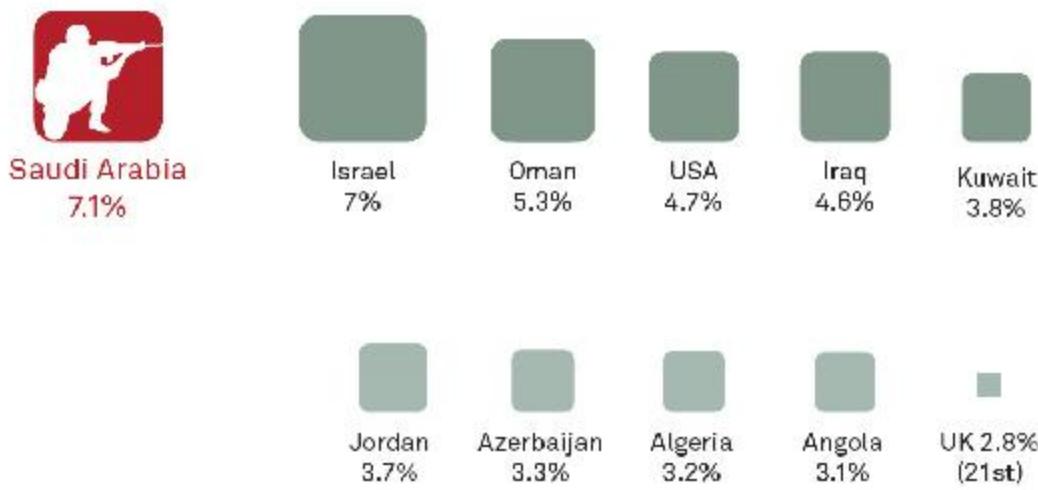
I wasn't comfortable telling her who I really am we fell out of love he couldn't keep his hands to himself he is traumatized by his former relationship and can't reach his feelings for anything or anyone We, well, my family has money I moved I want him back more than I can say I basically caught him in bed with one of his co-workers he liked another guy Yes, a guy he was short and kind of looked like a giant mole that stood upright of one of those arguments she was way too hurt by my lack of effort to call him I "bug" him I was overprotective? he lied too much & went crazy & punched a hole in the wall he made out with my friend I realized me being insecure due to the hurtful past experiences, was not going to enable us to take our relationship to the next level he said i wasn't treating him right, and i wasn't of time and dist I was a complete arsehole to her of this election I asked "are we ok?" caused she seemed a little weird lately and she said next time you ask that again we are thru we fought a lot and several red flags kept showing up I felt that he deserved better than me I needed help I have abandonment, insecurity, and anxiety issues she wants to find herself as an individual she likes to deal with her problems alone and not to really share them he thinks his career won't match up to mine I realized that I had been gradually developing strong feelings for one of her close friends He belonged to a different religion and wanted me to convert not because I got somebody pregnant she hurt me on Valentine's night we love each other? we had never been with anyone else and we felt it was too serious for our age of artistic differences We Were On A Break And I Started To Treat Him Bad I lied about my age I can't make him stay with me He's in love with his mother I'm "immature" & like to party too much..... ummm hello I'm twenty-one!!!! I couldn't have a tree she didn't want to change her FB status of the stock market I'm passive I wouldn't submit to his views on what a wife should be we couldn't agree on a sex position together he only saw me as a weekend fling he has a fatal flaw, as caring, romantic, and intuitive as he is, he has a horrid temper... I felt that he wasn't present in the relationship I felt alone while seeing him he was gay I feel that I hurt her too much and I feel she deserves better I told simple lies (small lies that I didn't have to tell) im he told people I was crazy too "clingy" he cheated on me twice and it was a year ago I was jealous that he swiped her ass with her credit card, and not mine she was too flirty she just realized I'm a better friend he always ignored me and got mad over any little thing He was extremely jealous he messed around with my worse enemy the sex was bad his fear of commitment?? he is not financially stable I am dangerous no reason

War Chests

Who has the biggest military budget per year?

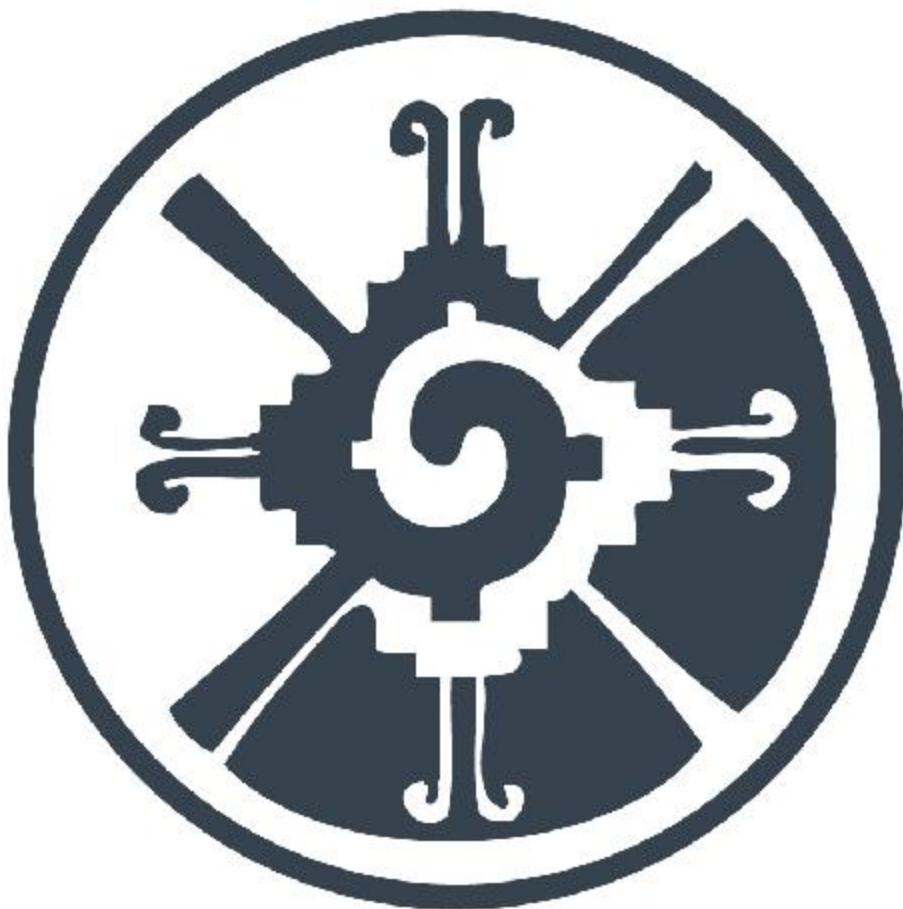


Who has the biggest military budget as a % of GDP?



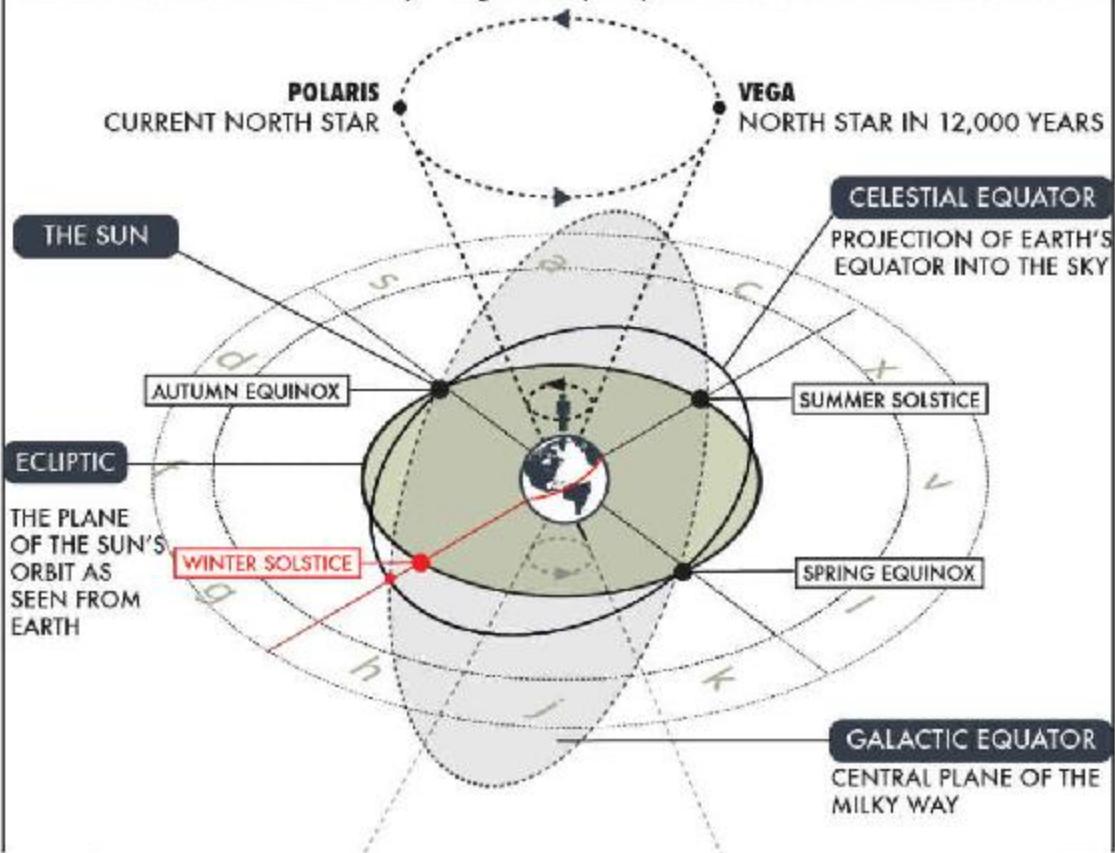
2012: The End of the World?

Sceptics vs Believers



PRECESSION OF THE EQUINOXES

A wobble in the Earth's axis slowly traces out a cone over approximately 25,685 years. This means the constellations shift by 1 degree every 72 years. A full rotation is called a Precession.



BELIEVERS

December 21st 2012 is a significant celestial date

That date marks the completion of a 26,000 year celestial cycle: "The Precession of the Equinoxes"

SCEPTICS

December 21st 2012 is not massively significant

True. But such are the vast timespans involved, the "completion" actually occurs over 36 years, not in a single day.

BELIEVERS

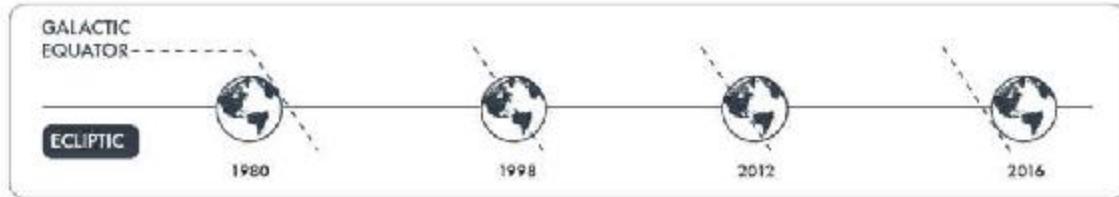
Galactic Alignment

The Winter solstice December 21st 2012 is a unique moment when the equators of the Earth, the Sun and the Milky Way all fall miraculously into alignment.

SCEPTICS

Galactic Non-Alignment

The most precise alignment already happened – in 1998



BELIEVERS

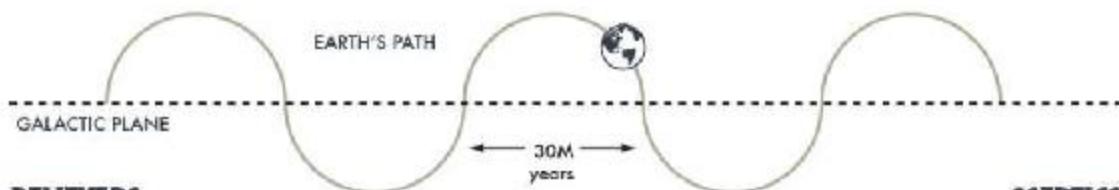
The Earth will pass through the Galactic plane

In 2012, the planet will physically move through the disk at the centre of the Milky Way and pass through to the other side.

SCEPTICS

The Earth is nowhere near the galactic plane

We are currently around 24 light years north of the plane. We won't cross it for around 27 million years.



BELIEVERS

We believe cataclysmic or transformative events will occur in the year 2012

Mayan archaeological, mythological, and numerological sources all point to December 21st 2012 as a momentous date in the history of humanity.

The planet and its inhabitants may undergo a positive physical or spiritual transformation. Or the date may mark the beginning of an apocalypse...

SCEPTICS

We do not believe anything significant, or apocalyptic will happen in 2012

The idea of a global event occurring in 2012 based on any interpretation of the Mayan calendar is rejected as pseudoscience by the scientific community.

It is also considered a misrepresentation of Mayan history by Mayanist scholars.

2012

MAYAN PROPHECY?

2012

BELIEVERS

The ancient Mayans predicted the end of the world in 2012

The Mayan's longest calendar, The Long Count, lasts approximately 5,125 years (13 baktuns) and ends around December 21st 2012. The end of the calendar signifies the end of a great cycle and the end of the world.



SCEPTICS

The Mayans did not predict the end of the world in 2012

Scholars disagree about the end date. Also different Mayan city states had different Long Counts. Some lasted 7,886 years (20 baktuns). The end of the calendar did not mean the end of creation. Mayans celebrated the ends of cycles. Predictions were also made for events after the calendar ended.

BELIEVERS

The Mayan's "Hunab Ku" symbol signifies their understanding of cosmic forces on humanity

This Hunab Ku, the name of Mayan deity, is a leading symbol of the 2012 movement. The Hunab Ku bears a resemblance to both a ying-yang symbol and a spiral galaxy. Just an amazing coincidence?



SCEPTICS

This isn't a Mayan symbol. It's Aztec and has no known association to the Mayans

This symbol was originally rectangular and used by the Aztecs, not the Mayans, as a ritual cloak design known as "The Mantle of Lip Plugs". It was turned into a circular symbol and associated with the Milky way by the New Age author Jose Arguelles in 1987.

THE MAYAN LONG COUNT CALENDAR

THE MAYANS COUNTED IN BASE 20 (fingers & toes) ◦ = 0 • = 1 — = 5

3,200,000's	•	—	—	—	—	—
160,000's	—	—	—	—	—	—
8000's	—	—	—	—	—	—
400's	—	—	—	—	—	—
20's	•	◦	◦	◦	◦	◦
1's	•	◦	◦	◦	◦	◦
mayan	kin	winal	tun	katun	baktun	13 x baktuns
solar time	1 day	20 days	360 days	19.7 years	394.3 years	5125.36 years

*N.B. this final Mayan number may be incorrect

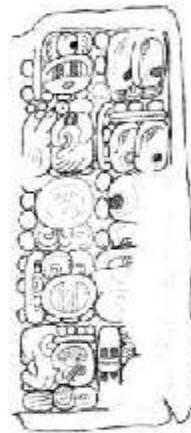


Image: S. Gronemeyer

START DATE: AUG 11th or 13th 3113 BCE END DATE: DEC 21st or 23rd 2012 AD

TORTUGUERO MONUMENT 6

BELIEVERS

Mayan texts are full of references to 2012 (date 13.0.0.0.0 in Mayan).

Present-day Mayan elders believe that 2012 is the year of the transformational "shift".

The only reference to 2012 is carved in one single monument found in Tortuguero, Mexico. (And the long count calendar used in Tortuguero was a 7,886 year, 20 baktun, version.)

Very few modern day Mayans use the Long Count calendar. It was only recently discovered by archaeologists. "Apocalypse" is a Western concept that has little to do with Mayan belief.

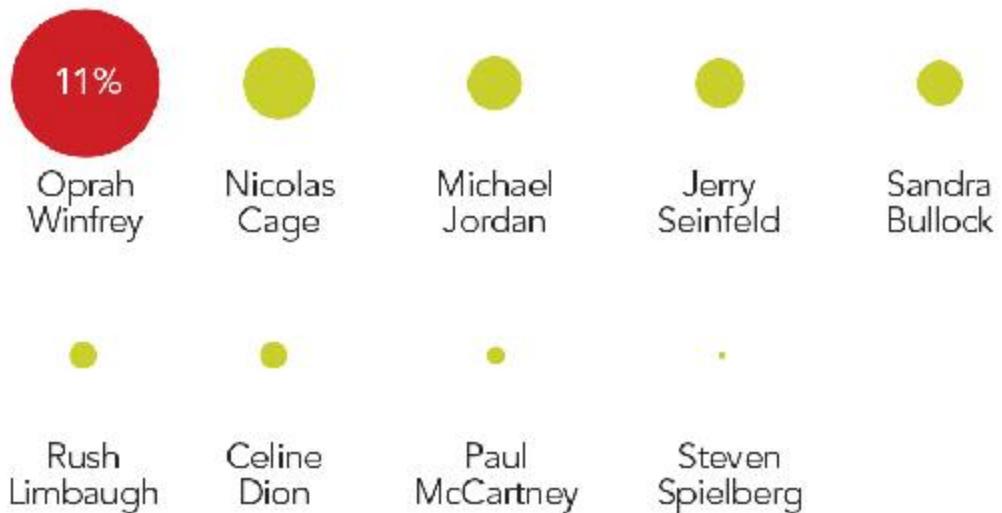
SCEPTICS

Man's Humanity to Man

Ah, that's better

MOST GENEROUS CELEBRITIES

% of income given to charity



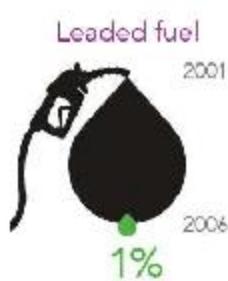
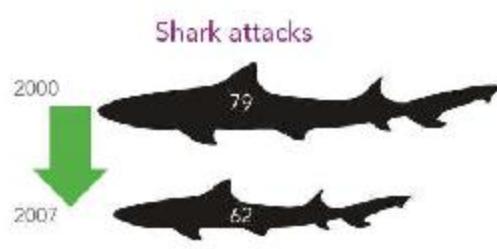
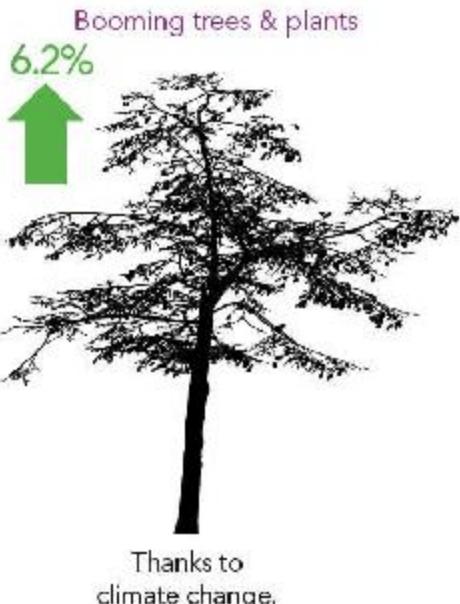
MOST GENEROUS COUNTRIES

% of national income given as overseas aid



Good News

It's all we could find. Sorry.



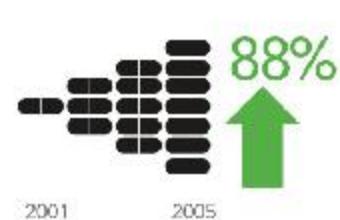
The Good of Bush

Stuff that improved under Dubya

Artificial limb research funds



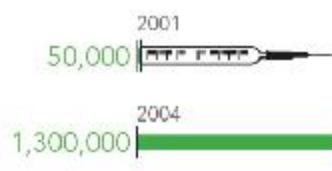
Painkiller sales



Roads in Afghanistan



Patients getting free anti-viral drugs in Africa



Education budget



Racial gaps in results



Peters Projection

The true size of the continents



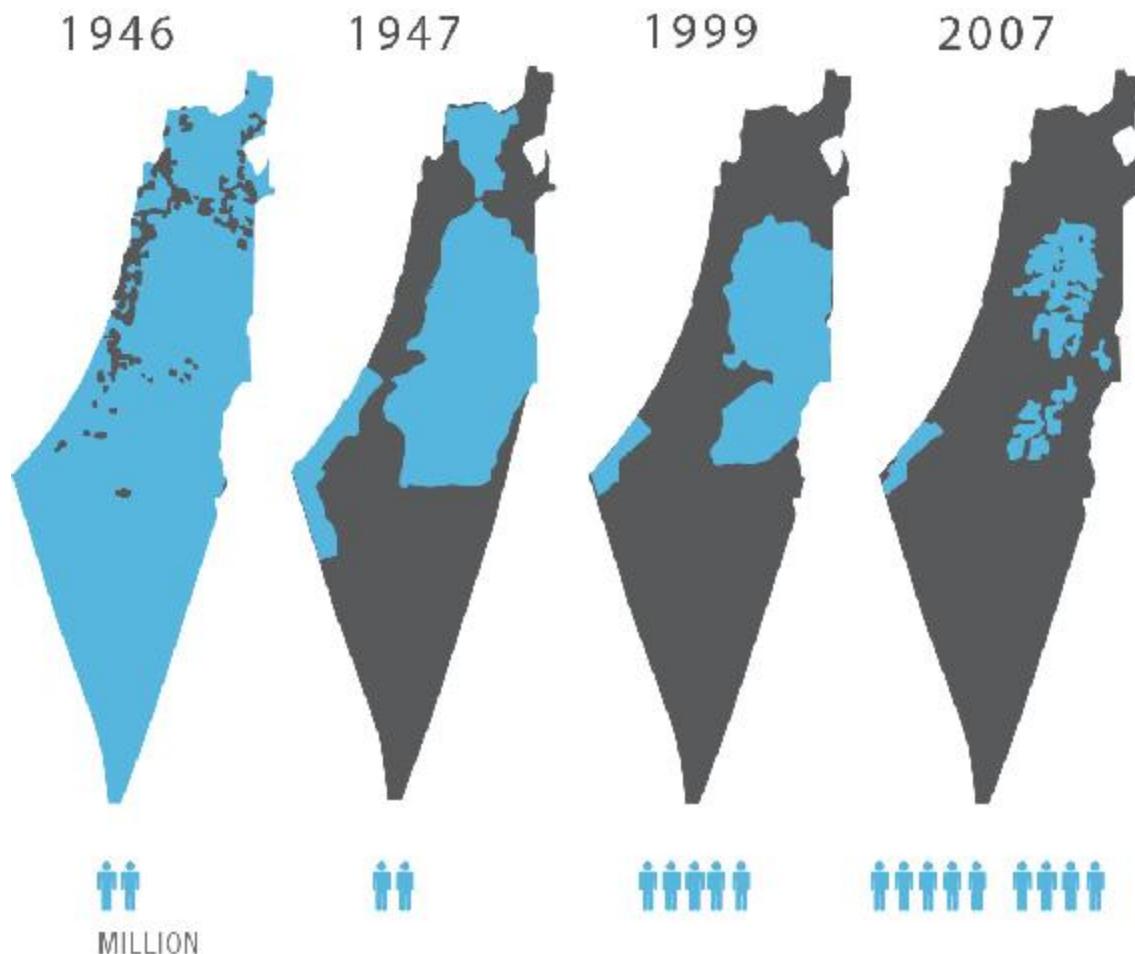
The standard "Mercator" world map inflates the size of nations depending on their distance from the equator. This means that many developing countries end up much smaller than they are in reality (i.e. most of Africa). [The Peters Projection](#) corrects this.





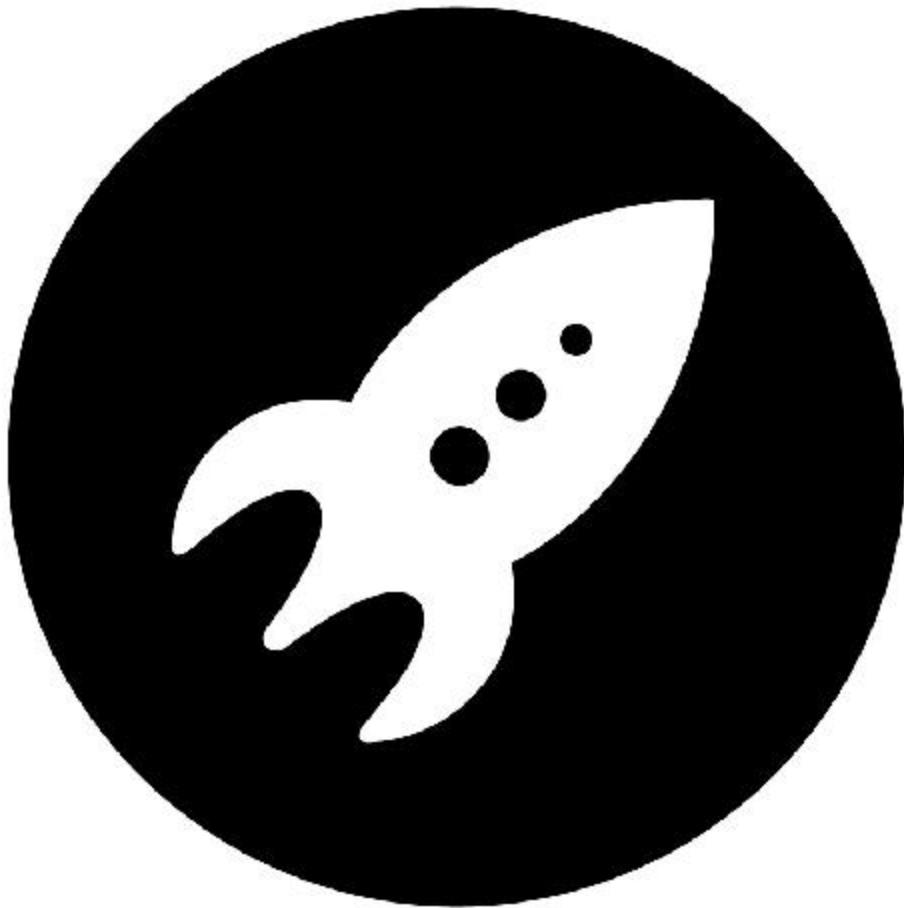
The Middle East

Palestinian territories



The Future of the Future

At longbets.org leading thinkers gather to place bets on future predictions



 MORE THAN 50% OF BOOKS READ ON DIGITAL DEVICES

 MAYAN APOCALYPSE & "EVOLUTION OF CONSCIOUSNESS"

 PROFITABLE VIDEO-ON-DEMAND SERVICE AVAILABLE TO MILLIONS

 WMDS USED IN A TERRORIST ATTACK

 75% OF SOFTWARE RUNS IN A WEB BROWSER

 FIRST QUANTUM COMPUTER SOLD IN SHOPS

 ONLINE GAMING ADDICTION RECOGNIZED AS A HEALTH PROBLEM

 MICROSOFT THE BIGGEST PUBLIC COMPANY IN THE WORLD

EXTINCT: VIDEO RENTAL STORES

2010

 DOMESTIC ROBOTS COMMONPLACE

 WEARABLE DEVICE RECORDS ALL YOUR CHATS, ACTS AS SUPPLEMENT MEMORY.

 HOLOGRAPHIC TV! FINALLY!

 ADVANCED ARTIFICIAL LIFE GIVEN LATIN TAXONOMIC NAME BY BIOLOGISTS

 BIOTERROR OR BIOERROR LEADS TO 1,000,000 DEAD

 50% OF US CITIZENS HAVE TRACKING TECH EMBEDDED IN THEIR BODIES

 TICKETS TO SPACE & THE MOON AVAILABLE OVER THE COUNTER

 FIRST TRUE INTERSTELLAR MISSION LAUNCHED

 ARTIFICIAL LIFE - MANKIND CONSTRUCTS FIRST LIVING ORGANISM

 COMPUTERS LARGELY INVISIBLE, BURIED IN WALLS ETC

 FIRST HUMAN CLONED AND ACCEPTED BY THE PUBLIC

 LARGE HADRON COLLIDER DESTROYS THE EARTH!

 SOLAR ENERGY CHEAPER THAN FOSSIL FUELS

EXTINCT:
DVDs, COMPUTER MICE,
THE MALDIVES (RISING SEA
LEVELS), POST OFFICES

2020



COMPLETELY
ROBOTIC FAST FOOD
RESTAURANTS



PILOTLESS PLANES FOR
COMMERCIAL FLIGHTS



ALL SURGICAL
ANAESTHESIA PERFORMED
BY COMPUTERS



WORKING SPACE
ELEVATOR



MANNED
MISSION
TO MARS



ARTIFICIALLY INTELLIGENT
COMPUTER VIRUSES FUSE
TOGETHER INTO A WEB SUPER
ORGANISM



"THE
SINGULARITY"
HUMAN &
TECHNOLOGICAL
CHANGE REACHES
SPEEDS
IMPOSSIBLE TO
IMAGINE.



THE EXISTENCE OF
"CHI" LIFE FORCE
ENERGY ACCEPTED BY
MOST SCIENTISTS



CASINO ON
THE MOON



COMPUTERS HAVE THE MEMORY
AND PROCESSING POWER OF
THE HUMAN BRAIN

EXTINCT:
THE ARAL SEA, COINS,
GREAT BARRIER REEF

2030

EXTINCT:
MOST GLACIERS

2040



ROBOTIC PLAYER
COMPETES
AGAINST HUMANS
IN FOOTBALL
WORLD CUP



STILL NO
WORKING
NUCLEAR
FUSION PLANT



INTELLIGENT SIGNALS
RECEIVED FROM
ANOTHER WORLD



TWO WORLD
CURRENCIES,
MODELED ON THE
EURO, IN USE



NO SELF-AWARE
COMPUTER
INTELLIGENCE

EXTINCT: PHYSICAL
NEWSPAPERS

2050



ONLY THREE WORLD
CURRENCIES IN
EXISTENCE



POPULATION OF
THE WORLD
SMALLER THAN
TODAY



BRAIN NEURONS
USED ALONGSIDE
SILICON CHIPS IN
COMPUTERS

2060

2070



AT LEAST 6 COUNTRIES HAVE A 4-DAY WORKING WEEK (ONE BEING, WITHOUT DOUBT, SPAIN)

2080



MACHINE MADE FROM 2005 PARTS PASSES AS A HUMAN IN CONVERSATION

2090

2100



50% CHANCE OF HUMAN EXTINCTION



NO CLEAR DISTINCTION BETWEEN HUMANS & MACHINES



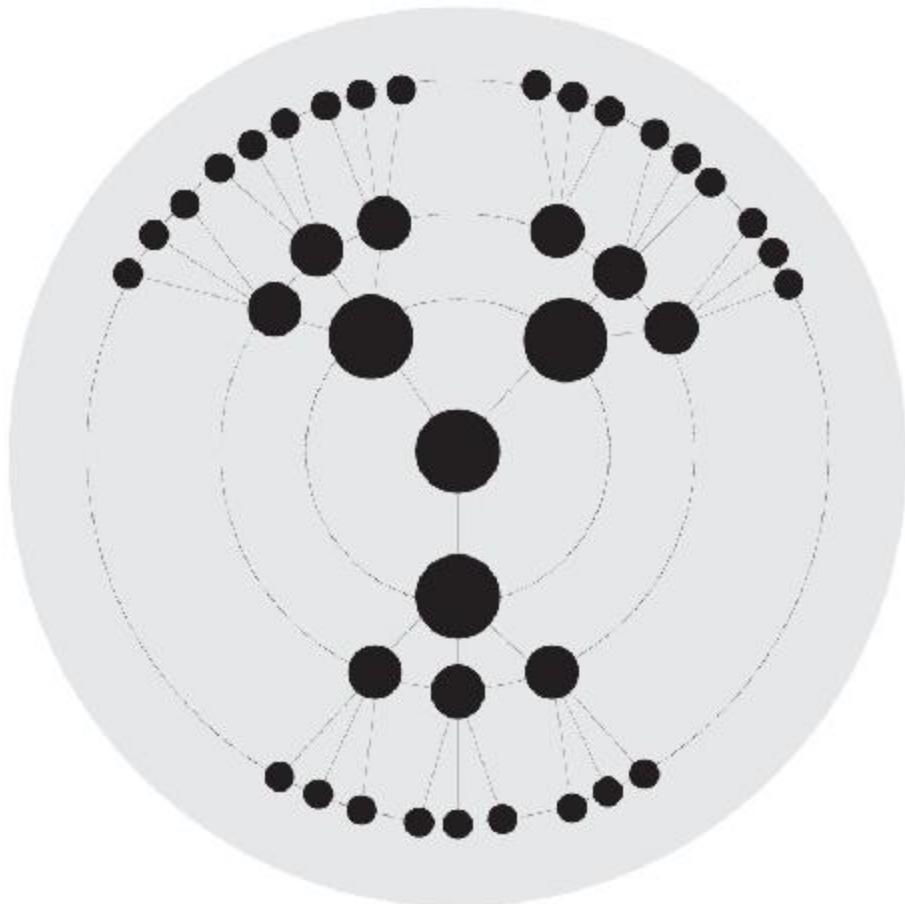
WORLD GOVERNMENT IN PLACE

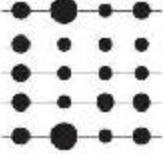
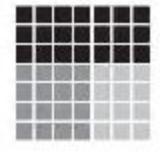
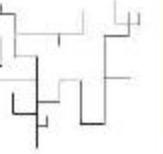
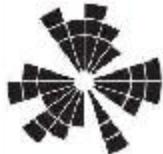
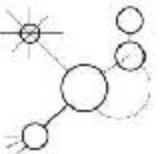
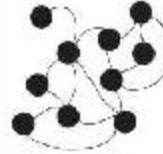
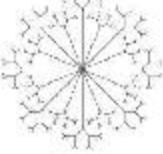
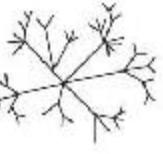


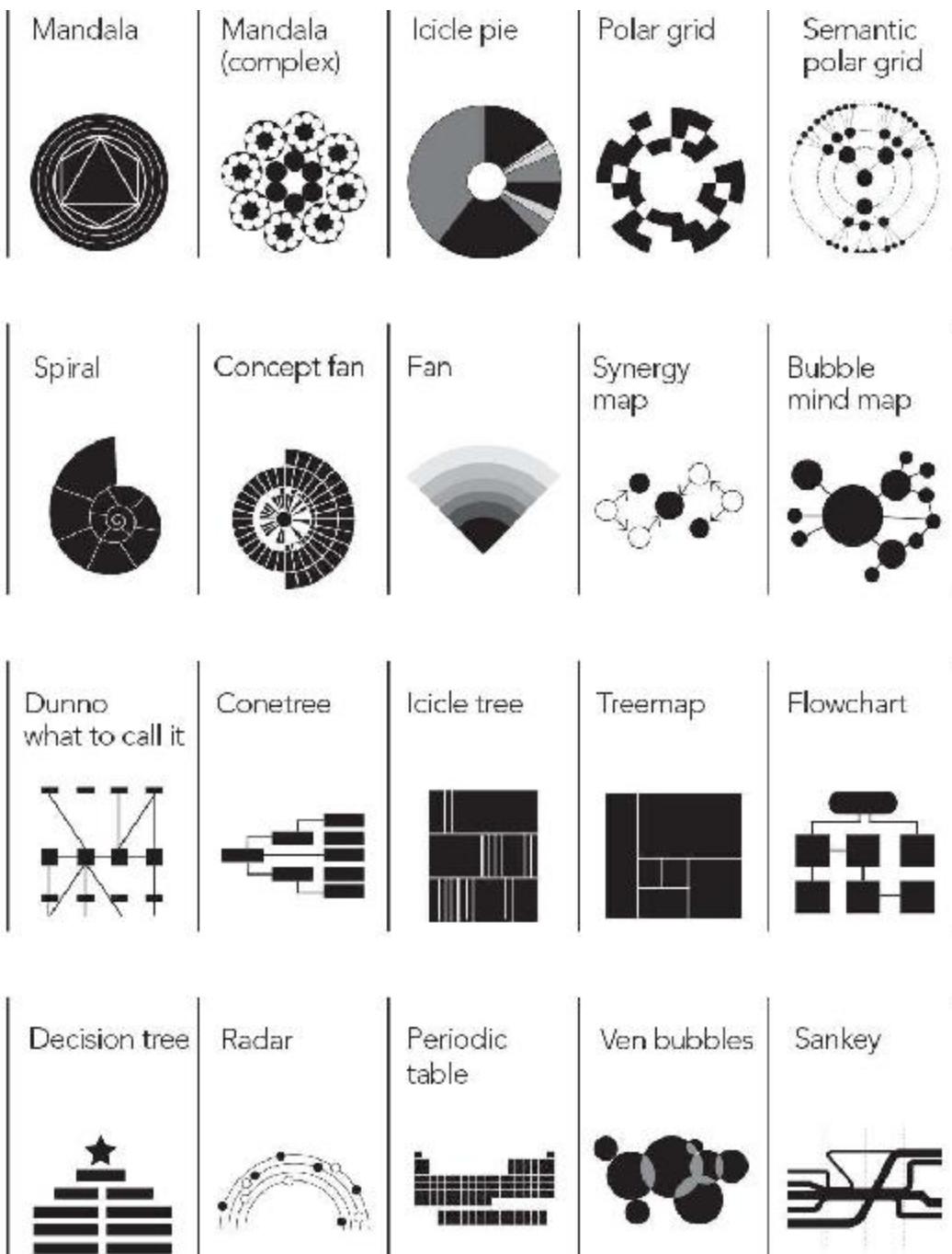
HUMAN LIFESPAN EXTENDED 30%

EXTINCT:
TAXES, RACISM

Types of Information Visualization



Bubble chart	Bubble comparison	Bubble race	Bubble race with strings	Bubble clusters
				
Infographic	Charticle	Word cloud	Matrix	Family tree
				
Bubbles (nested)	Polar grid (segmented)	Sunburst	Coxcomb	Concept map
				
Bubble treemap	Bubble star ring	Bubble network	Mind map (tidy)	Mind map (organic)
				



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PB G4 12"

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