

You may have heard phrases like “*If it looks like a duck and quacks like a duck, its probably a duck.*”, “*When you hear hooves, think horses, not zebras.*”, or “*The simplest explanation is most likely the right one*”, otherwise known as *Occam’s Razor*. Applying the wisdom of these *abductive reasonings*, what are we to make of the fact that research out of Princeton University supports the theory that ideas, in the form of social media networks, follow the same growth models as viruses (in the form of diseases)? ¹

Outside of the conclusion that perhaps Facebook and Twitter are some form of viral disease, it tells us that ideas follow the same patterns as existing natural growth patterns, suggesting we might learn more about the life of archetypes if we considered them living. OK, viruses *may* not be “alive”, but I say *may* because some experts in the field are redefining “life” to include viruses.

^{2, 3} Regardless, the growth, survival, and creation of ideas follow the same patterns as everything else that grows, survives, and creates. For this reason, a clever researcher might be able to find correlations between the life cycle of a galaxy and something as seemingly unrelated as, say, the life cycle of a tomato plant.

One such researcher might be Tokyo Institute of Technology’s Maruyama Shigenori, a Leading geophysicist and founder of the *Center for Bio-Earth Planetology*, who, by connecting the theories of astronomy with those of the life sciences, has shown how entire planets may well be living super-organisms. Another effort is from Department of Physics and Astronomy researchers at the University of Kansas who theorize on the relationship between biodiversity and cosmic rays ⁴.

It’s quite surprising that these new ideas are considered ground-breaking or radical in the science community considering as our own biological processes, such as sleeping, menstruating, secretion of the melatonin from the pineal gland, stress levels, memory and genetic encodings ⁵ are driven and controlled by cosmic conditions such as the Sun, Moon, the spinning of the earth, and even energies from the Milky Way and far off supernovas.

However, this idea that archetypes are alive raises some concerns regarding mechanics of reality and consciousness as we can find countless examples of how these imposed archetypes infiltrate our understanding and view of the world, such as the most powerful laser in the world named after the Hindu god of destruction to trivial tarot cards based on movie stars.

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