



The Science of Fear: Why We Fear the Things We Shouldn't--and Put Ourselves in Greater Danger

By Daniel Gardner

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As award-winning journalist Daniel Gardner demonstrates, irrational fear springs from how humans miscalculate risks. Our hunter-gatherer brains evolved during the old Stone Age and struggle to make sense of a world utterly unlike the one that made them. Numbers, for instance, confuse us. Our “gut” tells us that even if there aren’t “fifty thousand predators...on the Internet prowling for children,” as a recent U.S. Attorney General claimed, then there must be an awful lot. Real-world examples, interviews with experts, and fast-paced, lean storytelling make *The Science of Fear* an entertaining and enlightening tour.

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Editorial Review

From Publishers Weekly

Gardner, a columnist and senior writer for the *Ottawa Citizen*, is both matter-of-fact and entertaining in this look at fear and how it shapes our lives. Although we are capable of reason, says Gardner, we often rely instead on intuitive snap judgments. We also assume instinctively, but incorrectly, that [i]f examples of something can be recalled easily, that thing must be common. And what is more memorable than headlines and news programs blaring horrible crimes and diseases, plane crashes and terrorist attacks? In fact, such events are rare, but their media omnipresence activates a gut-level fear response that is out of proportion to the likelihood of our going through such an event. It doesn't help that scientific data and statistics are often misunderstood and misused and that our risk assessment is influenced less by the facts than by how others respond. Gardner's vivid, direct style, backed up by clear examples and solid data from science and psychology, brings a breath of fresh air and common sense to an emotional topic. (June)

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Review

"An excellent work... a cheery corrective to modern paranoia."—*The Economist*

"An invaluable resource for anyone who aspires to think clearly."—*The Guardian*

"An entertaining, often jolting account of why trivial risks terrify us, even as we engage in wildly dangerous activities with hardly a qualm."—*Kirkus* (starred review)

"Gardner's vivid, direct style, backed up by clear examples and solid data from science and psychology, brings a breath of fresh air and common sense to an emotional topic."—*Publisher's Weekly*

"Elegantly weaves academic research and everyday experience, exposing the secrets of emotion and reason, and the essential roles they play on our lives. An excellent book."—Dan Ariely, *New York Times* bestselling author of *Predictably Irrational*

"Essential reading for anyone interested in the social mistakes we make every day—and how to fix them."—Tyler Cowen, author of *Discover Your Inner Economist*

"Those of us who spend our careers in research hope that someone like Daniel Gardner will come along and bring our findings to the world in an engaging and scientifically accurate way."—Paul Slovic, Professor of Psychology, University of Oregon

"Compelling... By showing how to read statistics properly and engage the head over gut instinct, Gardner aims to get us thinking more carefully about how we run our lives—and make it harder for politicians, the media and advertisers to lead us astray."—*The New Scientist*

"Terrific... As a writer, he's exceptionally good—he has the clarity of Malcolm Gladwell.... He takes you through a maze of difficult academic work, and makes it seem simple."—*The Evening Standard*

"A fascinating insight into the peculiar and devastating nature of human fear, while training the reader to be ever wary of misleading media announcements."—*The Daily Telegraph*

“Elegantly summarizes the results of psychological research... His chapters on the risk of being a victim of crime or terrorism provoke a peculiar mix of comfort and despair. It is heartening that the danger is slight; it's unsettling how skewed our political system and consumer culture are towards convincing us of the opposite.”—*The Observer*

About the Author

Daniel Gardner is a columnist and senior writer for The Ottawa Citizen, He has received numerous awards for his writing, including Amnesty International's Media Award and the Michener Award.

Scott Peterson is a voice actor, copy writer, and studio engineer, with a number of years experience in voice acting and production from narration to animation. He is fluent in German, English, and passable Spanish, with a large array of characters and impressions in his acting arsenal.

Users Review

From reader reviews:

Anthony Parker:

This The Science of Fear: Why We Fear the Things We Shouldn't--and Put Ourselves in Greater Danger book is not really ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is information inside this publication incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This particular The Science of Fear: Why We Fear the Things We Shouldn't--and Put Ourselves in Greater Danger without we comprehend teach the one who reading it become critical in pondering and analyzing. Don't end up being worry The Science of Fear: Why We Fear the Things We Shouldn't--and Put Ourselves in Greater Danger can bring if you are and not make your bag space or bookshelves' come to be full because you can have it inside your lovely laptop even cellphone. This The Science of Fear: Why We Fear the Things We Shouldn't--and Put Ourselves in Greater Danger having excellent arrangement in word and also layout, so you will not really feel uninterested in reading.

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Stephanie Landa:

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