



The Science of Fear: How the Culture of Fear Manipulates Your Brain

Daniel Gardner

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An essential guide to the hardwiring that frightens and confuses us every day

From terror attacks to bursting real estate bubbles, from crystal meth epidemics to online sexual predators and poisonous toys from China, our list of fears seems to be exploding. Yet we are the safest and healthiest humans in history. Why are we so worried?

The Science of Fear is an introduction to the new brain science of risk, dissecting the fears that misguide and manipulate us every day. Award-winning journalist Daniel Gardner demonstrates how irrational fear springs from the ways humans miscalculate risks based on our hunter-gatherer brains. With the exclusive cooperation of risk-science pioneer Paul Slovic and other leading experts, Gardner reveals how our "gut" reactions lead us astray. Understanding our irrational fears frees us from political and corporate manipulation, and makes our choices better. Ultimately, *The Science of Fear* will make you brave.

"Excellent... Analyzes everything from the media's predilection for irrational scare stories to the cynical use of fear by politicians... [A] cheery corrective to modern paranoia. –*The Economist*

"Elegantly weaves academic research and everyday experience... An excellent book." –Dan Ariely, author of *Predictably Irrational*

"A terrific book, full of wonderful insights, and offering cutting-edge social science in a reader-friendly package. The life you save may be your own!" –Cass Sunstein, coauthor of *Nudge*

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