The Philosophy of Human Psychology (PHP):
An Essay Exploring Identity Theory

by Alex Burns (alex@disinfo.com), June 1999

Comment (27th November 2007)

In June 1999 I took a philosophy class at La Trobe University with Simon Knight, who would become the manager of the SubFM radio station, and conduct interviews for The La Trobe Philosophy Radio Show in 2004 and 2005. Each week we kept self-reflective journals and discussed them with Knight in a tutorial group.

Essentially, I set out to show the Philosophy department's limits in its epistemology or "theory of knowledge". To do so, I drew on the 1970s maturation of the Human Potential movement, and the mid-1990s fascination with cyberpunk fiction, postmodernist philosophies and pre-millennialist conspiracy theories. This was not "traditional" academic work. Nor were Lilly, Leary, Wilson et. al. "empirical" as I wanted to justify but rather phenomenological. I was very lucky that Knight was familiar with the territory. The Wachowski Brothers would crystallise these academic fringes into a potent subcultural force with *The Matrix* (1999).

Phenomenology's major insight is that the core "identity" can undergo a change in existence, or ontology, through direct experience of consciousness. Thus, this essay lists a range of "technics" of change, influenced by cybernetics, information theory and existential phenomenology. I took much of this from the Temple of Set's Dr. Michael Aquino and the *Tetsuo* Working (1997), a research project I conducted whilst a Temple of Set member from 1996-98. Thus, conspiracy theorists and fringe subcultures often explore this territory in an "anything goes" and unstructured way.

What happens when this "technics" of change is applied at group, societal and even civilisational levels? In the wake of Robert Jay Lifton and the Wellfleet Psychohistory group, the late 1970s anti-cult movement raised concerns about charismatic leaders and coercive organisations. Oliver Stone's mini-series *Wild Palms* (1993) and Vincenzo Natali's film *Cypher* (2002) explore this "unauthorised" use of "technics", modelled on the Church of Scientology and competitor intelligence, respectively.

Aquino's stance was more complex, informed by the JFK Special Warfare Centre, political studies, and experience with the "theories-in-use" of various groups. As I interpret it, Aquino reasoned that these "technics" also applied in contemporary society such as advertising, education, the media and political campaigns. There was no underlying difference here, despite what individual proponents might believe, a view much closer to propaganda and the Frankfurt School's critical theory.

William Gazecki's documentary *Waco: The Rules of Engagement* (1997) is one relevant case study about the Federal Bureau of Investigation's crisis management and risk communication with the Branch Davidians during the 1993 Waco siege. In contrast to other documentaries that depict the Davidian's leader David Koresh as a Jim Jones-like figure, Gazecki explores how this hypothesis or "mental model" may have led to a series of mistakes that escalated the siege. It's not enough to have an "initiatory' perspective and rely on elitist hubris: mistakes can have large-scale consequences that are potentially catastrophic. This means that context, diffusion, ethics, and awareness of operational repercussions are vital for the practitioner.

Several academic researchers have continued the research agenda outlined below in a more structured and critical manner. These include Laurentian University's Michael Persinger and his work on electromagnetic fields, the temporal lobe and religious experiences; University of the West of England's Susan Blackmore and her work on memetics; and the neurophenomenologists Humberto Maturana, Francisco Varela, Evan Thompson and James H. Austin. The latter two authors are highly recommended for their integrative knowledge of consciousness studies and the Zen school of Mahayana Buddhism.

Comment (6th December 2001)

I wrote this essay in 1999 for a university-level first-year philosophy class. I always found Analytical Philosophy and Identity Theory to be pretty dry. For readers of Robert Anton Wilson, especially his books *Prometheus Rising* (Flagstaff, AZ: New Falcon Press, 1983) and *Quantum Psychology* (Flagstaff, AZ: New Falcon Press, 1995), the "overkill" endnotes here might be useful for further specialist research in Transpersonal and Integral psychology. The material summarised here reveals the personal influence of the Gurdjieff Work, the Temple of Set and Spiral Dynamics.

Disinformation Archive version with 2001 hyperlinks, some possibly dead.

"Contemporary culture requires automatons." - *George Gurdjieff*.[1]

"The psyche is bombarded by 12 000 messages daily." - *Psychological Operations Maxim*.[2]

"Reality exists in the human mind and nowhere else." - O'Brien to Winston Smith in George Orwell's *Nineteen Eighty Four*.[3]

These three opening pessimistic nihilistic **meta-belief** statements support the *Identity Theory*, a philosophical construct that claims that mind constructs can be reduced to purely physical brain-states and information process models.

However the *Identity Theory* and the conservative philosophical schools (including *Behaviourism*, *Mentalism*, *Functionalism*, and the various kinds of *Dualisms*) must be correlated with contemporary scientific and cultural data to accurately judge their theoretical acceptability (and to whom?). Undertaking *multi-disciplinary* **environmental scans**[4] at the Twentieth Century's close, we can truly appreciate emerging *Third Culture*[5] paradigm-shifts and **spiral-based**[6] conceptual worldviews.

Identity Theory models have largely survived intact the criticisms levelled at *(Philosophical) Behaviourism* and *Functionalism* by Chomsky,[7] Damasio,[8] Dennett, and Csikzentmihalyi,[9] particularly the failure of models to explore ever-shifting **psychological DNAs** of the **Deep Self** (Jung, Lilly).[10]

Lilly's *Human Bio-computer*,[11] Grof,[12] Pribram, and Bohm's[13] *Holographic Mind*; and the Leary/Wilson *8 Circuit Matrix*[14] must be considered as **empirical scientific models** of psychodynamic consciousness that offer new insights into the *Identity Theory* model. Recent critical literature regarding *Dissociative Identity Disorder* (DID),[15] *Post-Traumatic Stress Syndrome* (PTSS),[16] *Multiple Intelligences*,[17] and *Near-Death Experiences*[18] also offer valuable clinical data that strict confines of *(Philosophical) Behaviourism* and *Functionalism* cannot easily accommodate. Physical process based models fail to explain how minds can conceive (or why they would need to conceive) of **non-natural** objects such as *Moebius Strips*, *Klein Bottles*, or *Abstract Mathematics*.[19]

Much of this clinical, experimental and operational data derives from post-World War II military-based research into *communications processes, physics of consciousness*,[20] and *psychological operations* (PSYOP) warfare.[21] Once **suppressed**, this research has increasingly filtered through existing academic networks into *visual persuasion (advertising)*[22] and *competitor intelligence* corporate divisions.[23]

The *Identity Theory* clearly shows that the **Self as Fractal Sub-system** (body-mind)[24] is infinitely **malleable**. It fragments under extreme stress, particularly during sleep deprivation, bio-survival threats, or conversion processes.[25] The Self alters under the influence of meditative practices[26] or after ingesting intoxicants and stimulants.[27] **Belief-programs** can be simulated.[28] Skilled stage magicians and charlatans regularly deceive their audiences.[29] Individual **identity-matrices** can be atomised within group

settings through stimulus-response induced **mass hysteria** and **rumour panics**.[30] Key historical manifestations of *out-of-control* **mass dynamics** include atavistic *Evangelical Christian*[31] and *NSDAP* rallies.[32]

Identity Theory models offer insights into **anomalous psychology** (deja vu, fugue states, dislocation) and relationships with brain cognitive processes.[33] The models may also explain the encounters of Philip K. Dick,[34] Terence McKenna,[35] and others with an *Overmind* (possibly indicating invasions from the unconsciousness), and the growing prevalence of UFO contactee and channelling literature. *Cyberculture* critiques abound with examples of personal identity crises mediated by new technology,[36] as do *Artificial Intelligence* movement literature[37] and the *Extropianism* philosophical school.[38]

Individuals unaware of *Identity Theory* philosophical insights and models can be manipulated by those skilled in **Neuro-somatic Reality Manipulation** (current **Psycho-technologies** include *Neuro-linguistic Programming*,[39] *Perceptual Engineering*,[40] *Hypnotherapy*,[41] *Metaphor Elicitation*,[42] *Memetics*,[43] *Smart Drugs*,[44] and various audio-visual technologies[45]). Past depictions by Hassan[46] and Singer[47] fail to take contemporary data into account, or the socio-political complexities of the *Aum Shinrikyo*,[48] *Branch Davidian*,[49] or *Heaven's Gate* cases. This manipulation forms the basis of much socio-political discourse and propaganda,[50] specifically within the media data-sphere.[51] Chomsky, Korzybski,[52] Burroughs, and Rushkoff[53] have studied the linguistic basis of this manipulation, and revealed its abuse by various elites in conflicting **Low-intensity Cultural Warfare**[54] on an unsuspecting and 'dumbed down' populace.[55] Post-Enlightenment intelligentsia has noted disturbingly that prevailing religious and socio-political systems are routinely created as the basis of increasingly subtle domination, **Social Engineering**,[56] and **Behavioural Modification/Control**. This domination utilises *ingrained cognitive defects*, *conceptual worldview flaws*,[57] *systemic thinking blocks*,[58] and *accidental imprinting*[59] due to early childhood trauma.[60] Quantitative identity changes are common in *Hacker* subcultures,[61] *Method* acting,[62] and the rock music PR industry.[63] To the *Identity Theorist*, these people may be physically identical, but part of their exerting fascination is that this identity is obscured by ongoing *Nietzschean* creation of the Self.[64]

Fundamental insights into *Identity Theory* will come from the distant pre-history of humanity just being uncovered by bimodal split-brain research,[65] the development of abstract thinking and symbolic construction,[66] and shifts from animal to more complex consciousness states.[67] *Identity Theory* paradigms are better equipped to handle emerging technologies: future personal identity[68] is closer to the *Human Genome Project*,[69] *Bio-technology*, *Nano-technology*,[70] *Body Modification*,[71] the *Internet*,[72] and *Virtual Reality* paradigms[73] than to *Behaviourist* black boxes or Pavlov's salivating dogs.[74]

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[1] Ousensky, P. *In Search of the Miraculous: Fragments of an Unknown Teaching*, Routledge and Kegan Paul Ltd, 1949, p. 309. Four excellent scholarly biographies of Gurdjieff and the *Fourth Way* philosophical school are Patterson, W. *Struggle of the Magicians: Why Uspenskii Left Gurdjieff*, Arete Communications, 1996; Moore, J. *Gurdjieff: A Biography: The Anatomy of a Myth*, Element Books,

1991; Webb, J. *The Harmonious Circle*, Thames and Hudson, 1980; and Needleman, J. and Baker, G. ed., *Gurdjieff: Essays and Reflections on the Man and His Teaching*, The Continuum Publishing Company, 1997. The *Gurdjieff International Review* (www.gurdjieff.org), edited by respected academics frequently reprints long lost and rare documents of interest to the philosophy of human psychology student. Also see Burns, A. *Gurdjieff Dossier*, edited by **Richard Metzger** and **The Disinformation Company Ltd** (www.disinfo.com/cc/rev/rev_gurdjieff.html at time of writing). Oral tradition indicates that one source of Gurdjieff's insights into psycho-dynamic models of consciousness was the Russian academic **Vladimir M. Bekhterev**, who was a fore-runner to the Russian neuro-physiologist **I.P. Pavlov**.

[2] Anecdotal comment from various confidential **Psychological Operations** (PSYOP) oral sources.

[3] See Orwell, G. *Nineteen Eighty Four*, Penguin Books, 1954, p. 200. A savvy postmodern rewrite is Huber, P. *Orwell's Revenge: The 1984 Palimpsest*, The Free Press, 1995; Huber indulges in **Crimethink** by optically scanning and then manipulating Orwell's speeches and novels to explore the maturation of his **Dystopia** (negative utopia) into the contemporary **Surveillance Society**.

[4] See Beck, Dr. D. and Cowan, C. *Spiral Dynamics: Mastering Values, Leadership, and Change*, Blackwell Publishers Inc, 1996. Based on the pioneering *Bio-Psycho-Social Systems (Levels of Human Existence)* paradigm of **Dr. Clare W. Graves** (formerly Professor Emeritus Psychology, Union College, New York; a student of **Abraham Maslow**; and an influence on the *VALS 2* psychographic profiling system), this is the most complete, holistic, and open-ended **Unified Theory** that the author has discovered (Canada's MacLean's Magazine dubbed Graves' work in the late 1970s as "*the Theory that Explains Everything*"). **Don Edward Beck** and **Christopher C. Cowan** were on the faculty of the *University of North Texas* in Denton, Texas, before forming the **National Values Centre**, **Inc** (www.spiraldynamics.com). They have applied **Spiral Dynamics** frameworks to revitalise corporate and top-level government sectors (flux and flow structures), sports teams (most notably for the South African 'Springbok' rugby team that used their 'hearts-and-minds' strategy to win the 1995 World Cup), and communities. Recent presentations in the past several months have included the **World Future Society**, the **EC Committee for the Future**, the **London School of Economics**, and the **Clinton** (U.S.) and **Blair** (U.K.) administrations. Beck has also been intensively involved in South African geo-political change (particularly dismantling *apartheid*) since the early 1980s and is a best-selling author in that region.

[5] See Brockman, J. *The Third Culture*, Touchstone, 1995, p. 17 "The third culture consists of those scientists and other thinkers in the empirical world who, through their work and expository writing, are taking the place of traditional intellectuals in rendering visible the deeper meanings of our lives, redefining who and what we are." Also see Kelly, K. *Out of Control: The New Biology of Machines*, Fourth Estate, 1995 on cybernetic feedback loops (pp. 154-164), **Ilya Prigogine** and **Stuart Kauffman's** self generating compexity studies (p. 467) and machine continuous/discontinuous systems (p.511). Discussion of the preceding Two Cultures paradigm is covered in Snow, C.P., *The Two Cultures, And A Second Look: An Expanded Version of 'The Two Cultures and the Scientific Revolution'*, Cambridge University Press, 1964.

[6] An extensive bibliography on **spiral-based** conceptual worldviews is featured in Beck, Dr. D. and Cowan, C., op-cit, pp. 328-331.

[7] See discussion in Chomsky, N. *Cartesian Linguistics: A Chapter in the History of Rationalist Thought*, Harper & Row, 1966; Chomsky, N. *Language and Mind*, Harcourt, Brace, and World, 1968; and Chomsky, N. *Knowledge of Language: Its Nature, Origins, and Use*, Praeger, 1986.

[8] See the discussion of the **Phineas Gage** (1848) case, criticisms of **Cartesian Dualism**, and the **Somatic Marker** hypothesis in Damasio, A. *Descartes' Error: Emotion, Reason and the Human Brain*, Antonio R. Damasio, Grosset/Putnam Books, 1994.

[9] See discussion of **defining the Self** in Csikzentmihalyi, M. *The Evolving Self: A Psychology for the New Millennium*, HarperPerennial, 1993, pp.216-219. For discussion of **flow-state based psychology**, see Csikzentmihalyi, M. *Flow: The Psychology of Optimal Experience*, Harper & Row, 1992 and Csikzentmihalyi, M. *Finding Flow: The Psychology of Engagement with Everyday Life*, Basic Books, 1997, pp. 28-34.

[10] Discussed within the context of sensory deprivation tank experiments in Lilly, J. *The Deep Self*, Warner Books, 1977. Further operational data is contained in Lilly, J. and Gold, E.J. *Tanks For The Memories: Flotation Tank Talks*, Gateways, 1995.

[11] These paradigms offer new **conceptual worldviews** and data to answer the *qualia* problem related to *Identity Theory* beyond **Smart** or **Armstrong**. The mind is seen as more than just brain or physical processes, but *Identity Theory* insights are used as a foundation for further exploration. See Lilly, J. *Programming and Meta-programming in the Human Bio-computer* (3rd ed), Abacus Books, 1974, p. viii. Lilly's research into electrical stimulation of the brain, altered states of consciousness (LSD and Ketamine), sensory deprivation tanks, anomalous psychological states, and the possibilities of dolphin-human communication are detailed in Lilly, J. *The Scientist: A Metaphysical Biography* (3rd ed.), Ronin Publishing Inc, 1988. Background research on the brain's ability to reprogram belief systems is explored in Lilly, J. *Simulations of God: The Science of Belief*, Abacus Books, 1976. Useful background *life conditions* data is contained in Barglow, R. *Crisis of the Self in the Age of Information: Computers, Dolphins & Dreams*, Routledge, 1994. The misuse of Lilly's research data by military and intelligence sources is best detailed in Lee, M. and Shlain, B. *Acid Dreams: The CIA, LSD and the Sixties Rebellion*, Grove Press, 1985. Also see the films *The Day of the Dolphin* (1973) and *Altered States* (1980), which are based on Lilly's research experiences. Also see the *J.C. Lilly Web Homepage* (www.garage.co.jp/lilly/hub.html). From Lilly, J. *The Centre of the Cyclone: An Autobiography of Inner Space*, Julian Press, 1972, p.5 "In the province of the mind, what is believed to be true is true or becomes true, within limits to be found experientially and experimentally. These limits are further beliefs to be transcended. In the province of the mind, there are no limits."

[12] Grof, S and Bennett, H., *The Holotropic Mind: The Three Levels of Human Consciousness and How They Shape Our Lives*, Harper SanFransisco, 1992.

[13] The **Karl Pribram** and **David Bohm** models are most concisely examined in Talbot, M. *The Holographic Universe*, HarperCollins, 1991, pp. 14-31(**Pribram**) and pp. 46-48 (**Bohm**).

[14] The latest version of this model is detailed in Leary, T. with Sirius, R.U. *Design for Dying*, HarperEdge, 1997, pp. 83-91. An earlier version in an early optimistic 1980s New Age vein is Wilson, R.A. *Prometheus Rising*, New Falcon Press, 1983. The original version was published in *Exo-Psychology*, substantially revised and updated as Leary, T. *Info-Psychology*, New Falcon Press, 1987.

[15] For an introduction to **Dissociation** that discusses automatic writing, voluntary and involuntary control of muscles, amnesia, divided attention, and hypnotic age regression see Hilgard, E. *Divided Consciousness: Multiple Controls in Human Thought and Action*, John Wiley and Sons, 1986.

[16] For clinical research and perspectives see Peterson, K, Prout. M, and Scwartz, R. *Post-Traumatic Disorder: A Clinician's Guide*, Plenum, 1991. Also see the documentary *Post-Traumatic Stress Disorder*, developed by ACT Health Education Section, Department of Veterans; Affairs in association with Satellite Express International Pty Ltd and the Rural Health Education Centre, 1995. Fictional depictions of using **Post-Traumatic Stress Syndrome** within the context of philosophy of human psychology as a postmodern survival strategy would include Ballard, J.G. *Crash*, Vintage Books, 1973; Ballard, J.G., *Concrete Island*, Vintage Books, 1974; and Ballard, J.G. *High Rise*, Carroll & Graf, 1975. Also see the *S&M* strategies for coping with **Cystic Fibrosis** detailed in Flanagan B. and Vale, V. *Bob Flanagan - Super Masochist*, RE/Search Books, 1993. **Bob Flanagan** (1952-1996) also appears on

Screaming Slave, a remix from the industrial band **Nine Inch Nails**' *Fixed* EP (1993). On *S&M* as an exploration of identity modification (both *Domination/Submission* modes and others), *Sadean* sexuality, and cultural artefacts depicting both *Identity Theory* and *(Philosophical) Behaviourist* techniques for manipulating pain-thresholds see Flowers, Dr. S.E. and Dawn, C. *Carnal Alchemy*, Runa-Raven Press, 1997.

[17] See Gardner, H. *Frames of Mind: Theories of Multiple Intelligences*, Basic Books, 1983.

[18] The seminal volume that captured popular interest was Ring, K. *Life at Death: A Scientific Investigation of the Near-Death Experience*, Coward, McCann, and Geoghegan, 1980. A contemporary overview is contained in Bailey, L.W. and Yates, J.L., *The Near-Death Experience: A Reader*, Routledge, 1996. Substantial clinical data is contained in Krippner, S. and Powers, S.M.*, Broken Images, Broken Selves: Dissociative Narratives in Clinical Practice*, Brunner/Mazel, 1997 and Vale, R.S. *Phenomenological Inquiry into Psychology: Existential and Personal Dimensions*, Plenum Press, 1998.

[19] These ideas are explored in Hofstadter, D. *Metamagical Themas: Questing For The Essence Of Mind And Pattern*, Basic Books, 1985; Hofstadter, D. *Godel, Escher, Bach: An Eternal Golden Braid*, Basic Books, 1979; and Hofstadter, D. and Dennett, D. ed., *The Mind's I: Fantasies and Reflections on the Self and Soul*, Penguin, 1982. On the evolutionary role of language see Deacon, T. *The Symbolic Species: The Co-evolution of Language and the Human Brain*, The Penguin Press, 1997. On language and the bi-modal brain structure see Dunaif-Hattis, J. *Doubling The Brain: On the Evolution of Brain Lateralization and its Implications for Language*, P. Lang, 1984.

[20] For an introductory history see Humphrey, N. *A History of Mind*, Chatto and Windus, 1992. Two excellent but different reductionist studies are Chalmers, D. *The Conscious Mind: In Search Of A Fundamental Theory*, Oxford University Press, 1996 and Dennett, D. *Consciousness Explained*, Little Brown and Co, 1991. For discussion and application of **Folk-Psychology** within an Australian legal context see Hodgson, D. *The Mind Matters: Consciousness And Choice In A Quantum World*, Oxford University Press, 1991.

[21] Although now outdated, early critical research is detailed in Delgado, J. *Physical Control of the Mind: Towards a Psychocivilized Society*, Harper and Row, 1969. Two excellent discussions of subsequent *CIA* research into clinical and psychological applications of **Electrical Brain Stimulation** research are Bowart, W. *Operation Mind Control*, Dell, 1978 and Marks, J. *The Search for the 'Manchurian Candidate'*, Times Books, 1979. For valuable historical data on the U.S. Army and application of Psychological Operations techniques see Paddock Jr., Alfred. *U.S. Special Warfare: Its Origins: Psychological & Unconventional Warfare: 1941-52*, National Defence University Press, 1982. Critical analysis of the socio-political impact of military paradigms on education techniques from a Marxist perspective is extensively detailed in Levidow L. and Robins, K. *Cyborg Worlds: The Military Information Society*, Free Association Press, 1989. Historical information on the operational use of these techniques and critique of military-based chain-of-command systems is contained in Watson, P. *War on the Mind: Military Uses & Abuses of Psychology*, Hutchinson, 1978. Discussion of the **Ideology Worker** and academic network involvement is detailed extensively in Simpson, C. *Science of Coercion: Communication Research & Psychological Warfare 1945-1960*, Oxford University Press, 1996. A representation of mainstream military thinking on various issues is detailed in Barnett, F. and Carnes, L. ed. *Political Warfare & Psychological Operations: Rethinking the U.S. Approach*, National Defence University Press in co-operation with National Strategy Information Center, 1989. *The Manchurian Candidate* (1962) and *Conspiracy Theory* (1995) are suitable film reference points.

[22] Burns, A. *The Advertising Virus* in *Marketing*, edited by Mike Houghton, Melbourne: Niche Media, (November 1997), pp. 18-24. Early photo-montage, advertising, still-shot, and art experiments are detailed in Ballard, J. *The Atrocity Exhibition*, RE/Search Publications, 1991; Vale, V et al. *RE/Search J.G. Ballard Guide*, RE/Search Publications, 1984; and Burroughs, W. *Ports of Entry: William S. Burroughs and the Arts*, Los Angeles Country Museum of Art, 1996. The now widely prevalent cut-up technique was first definitively detailed in Burroughs, W and Gysin, B. *The Third Mind*, Viking Press,

1978. Two excellent scholarly explorations of this influence on linguistics, literature, and human psychology are contained in Mottram, E. *William S. Burroughs: The Algebra of Need*, M. Boyars, 1977), and Lydenberg, R. *Word Cultures: Radical Theory and Practice in William S. Burrough's Fiction*, University of Illnois Press, 1987. The documentaries *Burroughs: The Movie* (1985) and *Commissioner of Sewers* (1991) are highly informative. For discussion of philosophy of human psychology principles within **Events Management** and **Rock Concert Settings** see Flannagan, B. *U2: At the End of the World*, Transworld Publishers, 1995. For discussion of philosophy of human psychology principles within **Visual Design** see Tufte, E.R., *The Visual Display of Quantitative Information*, Graphics Press, 1983; Tufte, E.R., *Envisioning Information*, Graphics Press, 1990; and Tufte, E.R., *Visual Explanations*, Graphics Press, 1997.

[23] On **Competitor Intelligence training** see Tyson, K. *Competitor Intelligence Manual and Guide: Gathering Analysis Using Business Intelligence*, Prentice Hall, 1990. Two current surveys are Barndt, W. *User-Directed Competitive Intelligence: Closing the Gap Between Supply and Demand*, Quorum Books, 1994 and Fuld, L.M. *The New Competitor Intelligence: The Complete Resource for Finding, Analysing, and Using Information about your Competitors*, Johnathan Wiley and Co, 1995. For an ethical perspective see Schlegelmilch, B. *Marketing Ethics: An International Perspective*, International Thomson Business Books, 1998.

[24] Leary, T. and Sirius, R.U., op. cit., p. 32. For a clinical perspective see Rossi, E. and Cheek, D. *Mind-Body Therapy: Ideodynamic Healing In Hypnosis*, W.W. Norton, 1988 and Rossi, L. *The Psycho-biology of Mind-Body Healing: New Concepts of Therapeutic Hypnosis*, W.W. Norton, 1986.

[25] For discussion of the **Conversion Process** within political and religious contexts see Sargent W. *Battle for the Mind: A Physiology of Conversion and Brainwashing*, Harper and Row Perennial Library, 1957. A common sense and influential **Folk-Psychology** perspective is offered in Hoffer, E. *The True Believer*, Harper & Row, 1951.

[26] For definitive study of various practices see Goleman, D. *The Meditative Mind: Varieties of the Meditative Experience*, J.P. Tarcher Inc, 1988. Study of meditation techniques and **Consensus Trance** is contained in Tart, C. *Waking Up: Overcoming the Obstacles to Human Potential*, New Science Library, 1986. The author has explored various techniques including monastic Christian meditation, Muslim *Dhikr/Zikr* meditation, basic *Arica Psycho-Calisthenics*, *Fourth Way* exercises, and *Zen*. For a solid reductionist framework see Ornstein, R. *The Psychology of Consciousness* (2nd ed), Penguin Books, 1986.

[27] The standard academic reference anthology is Tart, C. ed. *Altered States of Consciousness* (3rd ed), HarperCollins, 1990. Another useful reference is Wolman, B. and Montague, U. *Handbook of States of Consciousness*, Van Nostrand Reinhold, 1985.

[28] For discussion of the February 19th 1954 experiment by **Morse Allen** with a secretary to simulate a *Manchurian Candidate* via hypnosis techniques see Marks, J. op-cit, p. 183. From Lilly, J. *The Centre of the Cyclone: An Autobiography of Inner Space*, Julian Press, 1972, p.5 "There can exist, in addition to the aware self, other hidden systems of control of the organism, which can program thinking, can program feeling, can program action toward destruction of that particular organism." (*Thanatos* versus *Eros*).

[29] For clinical data see Slade, P. and Bentall, P. *Sensory Deception: A Scientific Analysis of Hallucination*, John Hopkins University Press, 1988. For fictional treatment see Fowles, J. *The Magus*, Johnathan Cape Ltd, 1966. Films depicting how the psyche perceptions can be warped by **sensory deception** include: the odd camera angles, stylised sets, and hypnotic acting from *The Cabinet of Dr. Caligari* (1919); sequences from *The Wizard of Oz* (1939); the opening sequence from *Touch of Evil* (1958); dialogue by **Orson Welles** from *F For Fake* (1973); hallucinatory sequences including the finale from *Apocalypse Now* (1979); the hallucination sequences from *Videodrome* (1983); the manipulation

of documentary film conventions from *Bob Roberts* (1992); the opening tracking shot sequence from *The Player* (1992); sequences showing morphing, back-projection, slow motion, and pixilation on five different kinds of film stock from *Natural Born Killers* (1994); mixed media sequences from *Head* (1968); cartoon sequences from *Sgt. Pepper's Lonely Hearts Club Band* (1978); manipulation sequences from *Yellow Submarine* (1968); the opening montage from *Blue Velvet* (1986), visual manipulation sequences from *Twin Peaks* (1989) and *Twin Peaks: Fire Walk With Me* (1992). Much of the operational data derives from the *German Expressionism* film movement.

[30] See Showalter, E. *Hystories: Hysterical Epidemics and Modern Media*, Columbia University Press, 1997. Showalter discusses **Alien Abductions**; **Chronic Fatigue Syndrome**; **Satanic Ritual Abuse**; **Recovered Memory**; **Gulf War Syndrome**; and **Multiple Personality Syndrome**. **Court-room** sequences from *The Crucible* (1997) and **insurrection** sequences from *The Siege* (1998) are useful introductions to rumour panics, but historical footage on *McCarthyism* (1980s), the *McMartin SRA Trial* (1984-1986), and *extremist Christian* cultural censorship (late 1980s-1990s), particularly the **Tipper Gore** endorsed **Parental Music Resource Centre** (PMRC) debacle would also be useful.

[31] The author contends that by conservative estimates (**Pitirim Sorokin**, et. al.) the historical *Evangelical* and *Missionary* strains of **Judeo-Christianity** have wiped out over **60 million people** worldwide and destroyed numerous cultures, notably native North and South American tribes by biological warfare. On the latter point see Nikiforuk, A. *The Fourth Horseman: A Short History of Epidemics, Plagues, and Other Scourges*, The Fourth Estate, 1991; Colinvaux, P. *The Fate of Nations: A Biological Theory of History*, Simon & Schuster, 1980; and Hobhose, H. *Forces of Change: An Unorthodox View of History*, Little Brown & Co, 1989. The historical loss in **Cultural** and **Psychological DNA**, and destruction of **Bio-diversity** is unable to be estimated. Together with **Mercantilist Capitalism** trends (as opposed to **Laissez-Faire Capitalism**), the **Evangelical Christian** belief/faith structure *may possibly* play a part in the rise of the **Friendly Fascism** spectre within contemporary **Open Society** (**Arnold Toynbee**, **Paul Feyrabend**, **George Soros**) as a **Trojan Horse** memetic ideology structure. This spectre has been analysed across the entire political spectrum, see Arnold, T.W. *The Folklore of Capitalism*, Yale University Press, 1937; Feyrabend, P. *Against Method* (3rd ed.), Verso, 1993; Soros, G. *The Crisis of Global Capitalism: The Open Society Endangered*, Little Brown & Co, 1998; Huntington, S.P. *The Clash of Civilizations and the Remaking of World Order*, Simon & Schuster, 1996; Lasch, C. *The Revolt of the Elites and the Betrayal of Democracy*, W.W. Norton & Co, 1995; Chomsky, N. *World Orders, Old and New*, Pluto Press, 1995; and particularly Gross, B. *Friendly Fascism*, South End Press, 1982.

The author has the current personal hypothesis that the **Spiral Dynamics vMEME-Stack** configuration would probably mainly be **OPEN ORANGE** (Strive Drive), **ARRESTED BLUE** (Truth Force), **CLOSED RED** (Power Gods), which would be readily manipulable and conform to **Fascism** doctrines as understood by mainstream **Political Science** within a late 1990s context and socio-political environment (to be distinguished from historical manifestations in Japan, Italy, and Germany). Australia is a potential future breeding ground for such phenomena (compare with early *Weimar Republic* Germany), already being classed as a **Third World** country by many leading economists and cultural critics (based on rapid socio-political decline and consistent failure to adequately deal with certain long-standing issues), and is failing to invest in new industries like **Bio-technology** and **Genetic Engineering**, having already lost much of its manufacturing industry capacity to other countries and regions. Appeals to **Prosperity** (goal-oriented drives; material gains/perks; ruthlessly competing for success; inward-looking by using an external spectre such as Communism as convenient scape-goat; use of business management and self-change gurus to lend credence; use of technological **vectors** for effective and efficient **meme propagation** including books, cassette tapes, video-cassettes, e-mail; voice-mail; use of the latest technology even if it is fad-driven: cable TV home shopping networks in 1995, Internet in 1999; 'free-enterprise' systems but without *explicitly* allowing other associated freedoms of gender, sexuality, religious expression; trans-national corporate identities but without analysis of their dangers or the associated PR disinformation industry and manufacture of consent; globalisation but without integrating diasporas and ending fault-line wars) are cross-bound with ideological appeals to **Truth** (fervent Nationalism and Patriarchal neo-authoritarian nuclear family structures; skilled use of mass and group psychology but without detailing how these work to **uninformed consenting**

audiences; sacrificial honour; finding psychological flow-states in Causes; excessive personal guilt; different appeals and approaches to segmented demographic and psychographic groups; sexual-instinct repression; brutal enforcement of top-down para-military based organisational and command structures; closed logic structures with pre-determined endings; scripted interviews; Evangelical sales, confession, and public testimonial techniques; constant demand to stay within the strict confines of a System that works every-time but does not allow personal improvisation or deviation; little room for Outsiders or Others; use of linguistic double-binds to induce **Consensus Trance**); and deeply hidden **Power** (**Social Darwinist** *'Might Makes Right'*, controlled freedom; predominance of **Riane Eisler's** *Dominator* cultural paradigm over the superior and more inclusive *Partnership Culture*; immediate hedonistic pleasure drives; raw power displays) and **Safety** (Clan thinking; strict pecking order; group dominates the individual; enforcement of rituals and routines; Us vs. Them mentality).

These particular endnote comments have not been authorised or approved by **Don Edward Beck** or **Christopher C. Cowan**; **Spiral Dynamics** worldwide personnel; or the **National Values Centre Inc**, and represent the author's personal opinion based on ongoing research.

[32] See the famous **Leni Riefenstahl** film *Triumph of the Will* (1936). On the **NSDAP** use of cultural scripts embedded deeply within the German national psyche see Viereck, P. *Metapolitics: The Roots of the Nazi Mind*, Capricorn Books, 1965. Also see Bloom, H. op-cit, p. 174 for discussion of systems of belief/faith structures as mechanisms. Also see the **Stella Stadium** sequences *from The Beatles Anthology* (1996) and *Imagine: John Lennon* (1987) documentaries. For personal dynamic perspectives see Cialdini, R. *Influence: The Psychology of Persuasion, Revised Edition*, Quill, 1993; Maslow, A.H. *The Farther Reaches of Human Nature*, Penguin, 1971; and Frankl, V. *Man's Search for Meaning*, Washington Square Press, 1984.

[33] See discussion and clinical analysis in Reed, G. *The Psychology of Anomalous Experience*, Houghton Mifflin Company, 1974. The film *Lost Highway* (1996) explores **personal identity aspects of anomalous experiences**. Also useful viewing are the **identity-confusion** sequences from *Last Year At Marienbad* (1961); the **hallucination** sequences from *Naked Lunch* (1991); the artificial creation of **Dissociative Identity Disorder** (**DID**) from *Raising Cain* (1992); the **time-distortion** sequences from Groundhog Day (1992); **dream sequences as warnings from alternate universes** from *Prince of Darkness* (1987); **fugue states** from the *Star Trek: The Next Generation* episode *All Good Things . . .* (1994); and the **leaking from the writer's subconscious mind into the objective universe** from *In the Mouth of Madness* (1995).

[34] The most authoritative biography on **Philip K. Dick** and his 3rd February 1974 encounter with a *Vast Active Living Intelligence System* (VALIS) is Sutin, L. *Divine Invasions: A Life of Philip K. Dick*, HarperCollins, 1994. Dick's own subsequent private writings on the experience are contained in Sutin, L. ed. *In Pursuit of VALIS: Selections From the Exegesis*, Underwood-Miller, 1991. Newly discovered writings are contained in Sutin, L. ed., *The Shifting Realities of Philip K. Dick: Selected Literary & Philosophical Writings*, Vintage Books, 1995. Fictional depictions of this incident include Dick, P. *VALIS*, Vintage Books, 1991; Dick, P. *The Divine Invasion*, Vintage Books, 1991; Dick, P. *The Transmigration of Timothy Archer*, Vintage Books, 1991; and Dick, P. *Radio Free Alebemuth*, Vintage Books, 1985. Dick wrote material that eventually appeared under different forms as the films *Blade Runner* (1982) and *Total Recall* (1990), which both explore **personal identity and philosophy of mind** issues. *The Truman Show* (1998) features a **Totally Controlled Environment** scenario very close to several of Dick's stories.

[35] **Terence McKenna** has discussed this encounter in the context of a 1971 trip to the Amazon Basin. His initial philosophical insights were collected in McKenna D. & T., *The Invisible Landscape: Mind, Hallucinogens, and the I Ching* (2nd ed.), Harper SanFrancisco, 1994, a highly influential volume on its initial release in 1975. His depiction of the trip itself is detailed in McKenna, T. *True Hallucinations*, Harper SanFrancisco, 1994. Also see the *Hyperborea* web-site (www.levity.com/eschaton) for the latest information on the *2012 Singularity Point* and the *Time-wave*.

[36] Three excellent early distillations of cyberculture are Sirius R.U. and Mu, Q., *Mondo 2000: User's Guide to the New Edge*, Thames & Hudson, 1993; Dery, M. ed., *Flame Wars: The Discourse of Cyberculture*, ed. Mark Dery, Duke University Press, 1994; and Dery, M. *Escape Velocity: Cyberculture at the End of the Century*, Grove-Atlantic Press, 1996, particularly pp. 227-320. A useful if eye-opening **environmental scan** is Swezey S. and King, B. *AMOK Fourth Despatch: Sourcebook of the Extremes of Information in Print*, AMOK Books, 1994. Useful fictional depictions specifically concerning **Identity Confusion** would include Gibson, W. *Neuromancer*, Victor Gollancz, 1984; Egan, G. *Permutation City*, Millenium Books, 1994; Dick, P. *Blade Runner*, Ballantine Books, 1982; and Stephenson, N. *Snowcrash*, Roc Books, 1995. An excellent critical anthology from an Australian perspective is Crawford, A. and Edgar, R. *Transit Lounge: Wake-Up Calls & Travellers' Tales From The Future*, Interface/21C Books, 1997.

[37] The two most cited and influential theorists are the feminist cultural critic **Donna Haraway** and the MIT robotics engineer **Hans Moravec**. See Moravec, H. *Mind Children: The Future of Robot & Human Intelligence*, Harvard University Press, 1988 and Haraway, J. *Simians, Cyborgs and Women: Reinvention of Nature*, Free Associates, 1991. On the genesis of her original thesis see Haraway, J. *A Manifesto for Cyborgs: Science, Technology and Socialialist Feminism in the 1980s*, 'Socialist Review' vol. 15 no. 2, March/April 1985 pp65-107. Important scientific, ethical, and moral criticisms of the popular Moravec **mind downloading** thesis are detailed in Dublin, M. *Futurehype: The Tyranny of Prophecy*, Penguin Books, 1992, pp. 68-71. An important early criticism of the research priorities and perceptual thinking of AI is Dreyfus, H., *What Computers Still Can't Do: A Critique of Artificial Intelligence Reasoning*, MIT Press, 1992. For a brief contemporary overview of the philosophy of human psychology issues see Burns, A. *Will Androids Dream of Electric Sheep?*, in *21C*, edited by Ashley Crawford and Ray Edgar, New York: Gordon and Breach Publishers S.A., (1/97), pp. 22-27. A related idea is the **Lynn Margulis/James Lovelock** *Gaia* hypothesis, which was preceded by the **Andrei Tarkovsky** film *Solaris* (1972). See also the films *The Terminator* (1984), *Terminator 2: Judgement Day* (1992), *Robocop* (1987), and *Blade Runner* (1982).

[38] See **The Extropy Institute** web-site (www.extropy.org); *The Extropian Principles 3.0* (http://www.extropy.org/extprn3.htm), and More, M. *The Diachronic Self: Identity, Continuity, Transformation*, Doctoral Dissertion in Philosophy, University of Southern California, 1995 (http://www.maxmore.com/disscont.htm).

[39] **Neuro-linguistic Programming** techniques are particularly useful for temporal location, age regression, **left/right brain hemispheric synchronisation**, and activating early (possibly even pre-birth perinatal) memories. **NLP** anchoring, embedding, mirroring, reversals, and double-bind techniques are incredibly powerful and dangerous if used by personnel without ethical training. See dialogue by **David Bowie** in the film *Labyrinth* (1985). On the physiological processes behind **NLP** see Dilts, R. *Roots of Neuro-linguistic Programming*, Meta Publications, 1983. Scientific data relating to split-brain research and bi-modal brain structures and cognitive processing see Albert, M.L. *The Bilingual Brain: Neuro-psychological and Neuro-linguistic Aspects of Bilingualism*, Academic Press, 1978. Valuable case studies are contained in Bandler, R. *Magic in Action*, Meta Publications, 1984. Basic **NLP** *praxis* is outlined in Dilts, R. et al., *The Study of the Structure of Subjective Experience*, Meta Publications, 1980; Bandler, R. and Grinder, J. *Reframing: Neuro-linguistic Programming and the Transformation of Meaning*, Real People Press, 1982; and Bandler, R. *Using Your Brain – For A Change*, Real People Press, 1985. Two simplified populist studies aimed specifically at business managers are McDermott, I. and O'Connor, J. *Practical NLP For Managers*, Gower, 1996; and Brooks, M. *The Power of Business Rapport: Use NLP Technology to Make More Money, Sell Yourself and Your Product, and Move Ahead In Business*, HarperCollins Publishers, 1991.

[40] Term coined by **Mass Psychology** expert **Howard Bloom**, who founded *The Howard Bloom Company* in 1976 that developed the careers of **Michael Jackson**, **Paul Simon**, **Joan Jett**, **Bette Middler**, **AC/DC**, **The Artist Formerly Known As Prince**, and **Billy Joel**, amongst many entertainment industry clients. Bloom currently runs the prestigious *International Paleo-psychology Project* (www.paleopsychology.org). Very highly recommended by the author is Bloom, H. *The Lucifer*

Principle: A Scientific Exploration into the Forces of History, The Atlantic Book Company, 1995, which was publicly acclaimed by 22 world scientists when first published, and discusses the **Super-organism** (group-mind), **Memes**, and the **Pecking Order**. See also the forthcoming work-in-progress Bloom, H. *Global Brain: The Evolution of Mass Mind from the Big Bang to the Twenty First Century*, John Wiley & Co.

[41] See Erickson, M. and Rossi, L. *Hypno-therapy: An Exploratory Casebook*, Irvington, 1979; Erickson, M. A Teaching Seminar With Milton H. Erickson, Brunner/Zamel, 1980; Erickson, M., Rossi, L. and Rossi, S. *Hypnotic Realities: The Induction of Clinical Hypnosis and Forms of Indirect Suggestion*, Irvington Publishers, 1976; Erickson, M. *My Voice Will Go With You: The Teaching Tales of Milton H. Erickson*, W.W. Norton, 1982; and O'Hanlon, W.H. and Hexum, A.L. *An Uncommon Casebook: The Complete Clinical Work of Milton H. Erickson*, W.W. Norton, 1990.

[42] Term coined by **Harvard Business School** professor **Gerald Zaltman**. **Zaltman Metaphor Elicitation Tests** (ZMET) use cutting edge market research and human psychology techniques combined with multimedia computer equipment to **mine the deep metaphors** that exist in the minds of consumers. An excellent interview and analysis of ZMET technique is contained in Pink, D. *Metaphor Marketing* in *Fast Company* (www.fastcompany.com), edited by Alan Webber and William Taylor, Boston Mass: Fast Company Inc (April: May, 1998), pp. 198-229.

[43] **Memetics** is a controversial proto-science studying how beliefs spread through society. It should be contrasted with the term **Memetic Engineering**, which draws on scientific data for **Social Engineering**, **Values Stream Alignment**, and **Culture Jamming** purposes. On the latter term see Burns, A. *Memetic Engineering Dossier*, edited by **Richard Metzger** and **The Disinformation Company Ltd** (www.disinfo.com/cc/newsci/cc_newsci_memetics.html at time of writing). The term meme was first coined by **Richard Dawkins** in 1976, see Dawkins, R. *The Selfish Gene* (2nd ed.), Oxford University Press, 1989, pp. 192-201. A popular public introductory text that examines **Memetics** in the context of **Evolutionary Psychology** is Brodie, R. *Virus of the Mind: The New Science of the Meme*, Integral Press, 1996, particularly pp. 23-38 and pp. 39-54. More scientific data including correlation with existing schools and paradigms is contained in Lynch, A. *Thought Contagions: How Belief Spread Through Society*, Basic Books, 1996. Study of **Memetics** from an **Optimal Psychology** perspective is contained in Csikzentmihalyi, M. *The Evolving Self: A Psychology for the New Millennium*, HarperPerennial, 1993, particularly pp. 119-148. A reductionist critique is Dennett, D. *Darwin's Dangerous Idea: Evolution and the Meanings of Life*, The Penguin Press, 1995, pp. 352-369. Films depicting **memes** or their sociological effects include *Wag The Dog* (1997), *Bob Roberts* (1992), the **Disposable Heroes of Hiphoprisy** music film-clip for *Television, Drug of a Nation* (1991), the **U2** music film-clip to *The Fly* (1991), the **U2** *ZooTV* concert tour footage (1991-1993), the **Rodney King** bashing footage (1991), **O.J. Simpson** trial footage (1993), **Tiananmen Square** uprisings footage (1989), the fall of the **Berlin Wall** (1991), the winning of the **America's Cup** (1983), **Apollo 11** moon landing footage (1969), and the *Zapruder* film of the **JFK assassination** (1963).

[44] Term coined by researcher and social activist **John Morgenthaler** in relation to neutrino supplements. Clinical research is detailed in Dean, W and Morgenthaler J. *Smart Drugs and Nutrients*, Health Freedom Publications, 1990. See also Dean, W, Morgenthaler, J and Fowles, S. *Smart Drugs II: The Next Generation*, Health Freedom Publications, 1993.

[45] The various audio-visual technologies would include but not be limited to: **Cognitive Tape-Loops; Bio-feedback Devices; Speech Scramblers; Flotation/Isolation/Sensory Deprivation Tanks; Dream-machines; Jacob Ladders and Tesla Coils; Ambient Music** correlated to induce **ALPHA** (frequencies ranging from 7 to 13 Hz), **BETA** (frequencies ranging from 13 to 30 Hz), **DELTA** (frequencies ranging from 0.1 to 3 Hz), and **THETA** (frequencies ranging from 3 to 7 Hz) brain-wave states; and **Virtual Reality** equipment. Seminal **cognitive tape-loops** are contained in the *Revolution 9* track from **The Beatles'** *White Album* (1968), **Robert Fripp's** landmark solo album *Exposure* (1978), and '*In The Beginning . . .*' from **Psychic TV's** *"Origin of the Species"* CD (1998). For detailed discussion of the recording and production techniques used on Fripp's opus from a musicological perspective see

Tamm, E. *Robert Fripp: From King Crimson To Guitar Craft*, Faber and Faber, 1990, pp. 109-115. The author has observed that the use of repetition in these recordings induces light dissociative trance-states in listeners, and may be similar in effect to clinical audio pitch/tone based brain hemispheric lateralization tests.

[46] See Hassan, S. *Combatting Cult Mind Control*, Park Street Press, 1990, particularly pp. 53-75. Hassan joined the *Unification Church* of **Sun Myung Moon** after encountering the writings of *Fourth Way* philosopher **Pyotr Damienovich Ouspensky**. It would have been interesting to see what would have occurred had he heeded **George Gurdjieff's** cryptic remarks about 'shearing the sheep' or studied *Fourth Way* literature instead. Many people are under the misapprehension that group psychology and cult-like structures explicitly tell people what to do (authoritarian power god models). The best groups do not, but rather use various methods to bring the practitioner to their conclusions using closed systems of logic. Most people cannot operate with doubt or uncertainty as part of their worldview (the need for consistency and easy explanations).

[47] See Singer, M. with Lalich, J. *Cults In Our Midst: The Hidden Menace In Our Everyday Lives*, Jossey-Bass, 1995, pp. 53-82 and pp. 125-182. See also Lifton, Robert. *Thought Reform and the Psychology of Totalism: A Study of 'Brainwashing' in China*, Victor Golancz Ltd, 1962, particularly pp. 65-85; pp. 419-437; and pp. 462-472. Amongst several conceptual worldview errors Singer makes is the failure to examine the use of **Robert J. Lifton's thought-reform** techniques by the Church, Public Relations Industry, and U.S. Army under socially acceptable guises. For one case-study comparison (**Patty Hearst**, **Squeaky Fromme**, and **Lt. Calley**), see Leary, T. *Neuropolitique*, New Falcon Press, 1988, pp. 51-62. On the use of U.S. Army training, see the brutal drill sequences from *Full Metal Jacket* (1987), and publicly released data on *MK-ULTRA, Project Sunstreak*, *Project JEDI*, and *Project STARGATE*. **Psychological Operations**, **Memetics**, and **Paleo-psychology** data suggests a more complex worldview with shades of grey than the Manichean black-white worldview that Singer could be interpreted as espousing. The author does not reject Singer's data or thesis but rather argues that it needs to be updated and revised in the context of more socially inclusive but critical **Designer Religious Viruses** (**Richard Brodie**) and **New Religions** (**Dr. Jacob Needleman**) models. A more sophisticated discussion of religious cases including *Heaven's Gate* and the *Church of Scientology* is Davis, E. *Techgnosis: Myth, Magic, and Mysticism in the Age of Information*, Harmony Books, 1998.

[48] See Kaplan, D.T. and Marshall, A., *The Cult at the End of the World: The Incredible Story of Aum Shinrikyo*, Arrow, 1996. Useful background information is contained in Robbins, T. and Palmer, S. *Millennium, Messiahs, Mayhem: Contemporary Apocalyptic Movements*, Routledge, 1997.

[49] See the documentary *Waco: The Rules of Engagement* (1998) for discussion of the failure of cult-awareness personnel to adequately gauge the situation; FBI abuse of Psychological Operations tactics; manipulation by now-discredited government agencies; and independent **FLIRS** camera analysis which reveals that the blazing inferno was not lit by **David Koresh** or his followers, but was in fact accidentally lit by three FBI gas canisters. Features much of interest to *Philosophy of Human Psychology* students.

[50] See discussion in Ellul, J. *Propaganda: The Formation of Men's Attitudes*, Vintage Books, 1973.

[51] See Chomsky, N. and Herman, S. *Manufacturing Consent: The Political Economy of the Mass Media*, Pantheon Books, 1988. The companion annotated shooting script to the award-winning Mark Achbar/Peter Wintonick film shows media newsroom and editing techniques. See Achbar, M. ed., *Manufacturing Consent: Noam Chomsky and the Media*, Black Rose Books, 1994. Also see Chomsky, N. *Necessary Illusions: Thought Control in Democratic Societies*, Pluto Press, 1989. On the increasingly oligopoly nature of media ownership see Bagdikian, B. *The Media Monopoly* (4th ed.), Beacon Press, 1993. On the impact of events and journalists themselves see Wark, M. *Virtual Geography: Living With Global Media Events*, Indiana University Press, 1994.

[52] See Korzybski, A. *Science and Sanity: An Introduction to Non-Aristotelian Systems and General Semantics* (4th ed.), International Non-Aristotelian Library Publishing Co, 1958. The Korzybski model forms the major basis of techniques 'stolen' by **L. Ron Hubbard** and the **Church of Scientology** to alter personal identity to *Clear Thetan* levels (the other major influence is the gnostic rituals and mind-mapping exercises of **Aleister Crowley**, which form the basis for most **creative visualisation**, **early memory-recovery**, and **mind-mapping** techniques used today by business managers unaware of socio-cultural history). See Crowley, C. *Magick In Theory & Practice* (2nd. revised edition), Samuel Weiser Inc, 1997.

[53] See Rushkoff, D. *Media Virus: Hidden Agendas in Popular Culture*, Random House, 1994. The *Douglas Rushkoff web-site* (www.levity.com/rushkoff) has frequently updated material. An early influential e-text essay is Burroughs, W. *The Electronic Revolution* (http://www.uni-koeln.de/themen/cmc/text/burroughs.70.txt).

[54] On the growing prevalence of **Low-intensity Cultural Warfare** within the media data-sphere see Massumi, Brian ed., *The Politics of Everyday Fear*, University of Minnesota Press, 1993. Also see DeBord, G. *The Society of the Spectacle*, Zone Books, 1994; Deleuze, G. and Guattari, F. *Anti-Oedipus: Capitalism and Schizophrenia*, Viking Press, 1987; and Deleuze, G. and Guattari, F. *A Thousand Plateaus*, University of Minnesota Press, 1987. The last two influential works are attempts to attempted to demolish the contradictory and often self destructive **cultural feedback loops** of capitalism and the **manipulative self control structures** of **Freudian** influenced psychoanalytical practice. A very well written exploration of **warring control over social space and resources** is Davis, M. *City of Quartz: Excavating the Future of Los Angeles*, Verso, 1991.

[55] For an excellent critique of the current social environment see Sagan, C. *The Demon Haunted World: Science as a Candle in the Dark*, Random House, 1996. For authoritative data on the *epistemological balkanization* (perceptual breakdown) of philosophical thinking, see Shermer, M. *Why People Believe Weird Things: Pseudo-science, Superstitions, and Other Confusions of Our Times,* W.H. Freeman & Co, 1997. For a discussion of the evolution debate within this context see Dennett, D. *Darwin's Dangerous Idea: Evolution and the Meaning of Life*, The Penguin Press, 1995.

[56] One notorious attempt at **Social Engineering** was Meadows, D.H., et al., *The Limits to Growth: A Report for the Club of Rome on the Predicament of Mankind*, Potomac Associates, 1972.

[57] See Tarnas, R. *The Passion of the Western Mind: Understanding the Ideas that have Shaped our World View*, Pimlico, 1991; Kuhn, T. *The Structure of Scientific Revolutions (2nd ed)*, University of Chicago Press, 1970; Lechte, J. *Fifty Key Contemporary Thinkers: From Structuralism to Post Modernity*, Routledge, 1994; Fuller, R.B. with adjuvant Kuromiya, K. *Critical Path*, St. Martin's Press, 1981.

[58] See De Bono, E. *Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas*, HarperBusiness, 1992; De Bono, E. *Six Thinking Hats*, Viking Press, 1986; and De Bono, E. *Six Action Shoes*, HarperBusiness, 1991. For discussion in a wider civilization development and cultural context see De Bono, E. *Parallel Thinking: From Socratic Thinking to De Bono Thinking*, Viking Press, 1994. For discussion and analysis within a business context see De Bono, E. *Tactics: The Art & Science of Success*, Collins Books, 1985.

[59] Key clinical research into imprinting was conducted by **Konrad Lorenz**. His most accessible populist work is Lorenz, K. *On Aggression*, Methuen, 1967, which clearly indicated the need for the human mind philosopher to become self-aware of the deep brain systems and instinctive drives that are hard-wired into the reptilian/mammalian brain-structure. **Imprinting** is depicted in the following films: the **behaviour modification** sequences from *A Clockwork Orange* (1971); the **activation** and **vortex jump** sequence from *Stargate* (1994); the **Room 101** sequence from *1984* (1984); the **subliminal television messages** from *They Live* (1989); the **Post-Traumatic Stress Syndrome** flash-

back sequences from *12 Monkeys* (1996); auto-crash trauma/sex imprinting sequences from *Crash* (1996); the fear-induced **Masonic imprinting ritual** from *The X-Files* episode *The Lone Gunmen* (1996); the **MK-ULTRA** programming sequences from *The Manchurian Candidate* (1961) and *Conspiracy Theory* (1995); the **Masters & Johnson** *Behaviourist*-influenced programming sequences from the **Soundgarden** music film-clip for *Blow Up The Outside World* (1996); and the **Orphic Mysteries** depicted in the *Millennium* episode *The Fourth Horseman* (1998).

[60] See deMause, L. *The Psychogenic Theory of History*, The Journal of Psychohistory, vol 25., No. 2, Fall 1997, pp. 112-183. See also deMause, L. *Foundations of Psychohistory*, Creative Roots Inc, 1982, and the *Institute of Psychohistory* web-site (www.psychohistory.com). An interesting depiction of longterm effects is Miller, F. *Batman: The Dark Knight Returns*, Warner Books, 1986.

[61] An excellent early hype-free analysis is Sterling, S. *The Hacker Crackdown: Law & Disorder on the Electronic Frontier*, Bantam Books, 1992. Available as 'literary freeware' by gopher at: <gopher://oak.zilker.net:70/00bruces/hackcrack/>. The most famous hacker case involved **Kevin Mitnick**, who was reportedly the basis for *War Games* (1983). A populist work dealing with the Mitnick case and personal identity issues is Shimomura, T. with Markoff, J. *Takedown*, Skuker & Warburg, 1995. Two works that contrast with this account and reveal how journalist **John Markoff** compromised the case are Goodell, J. *The Cyber-thief and the Samurai*, Dell Publishing, 1995 and Littman, J. *The Fugitive Game*, Little Brown & Co, 1995.

[62] The key theorist of interest to *Identity Theory* philosophers is **Constantin Stanislavski** (1863-1938). See Stanislavski, C. *An Actor Prepares*, Eyre Methuen, 1980; Stanislavski, C. *An Actor's Handbook: An Alphabetical Arrangement of Concise Statements on Aspects of Acting*, Methuen Drama, 1990; Stanislavski, C. *Building a Character*, M. Reinhardt, 1950.

[63] See discussion of rock interview techniques and PR tactics in Bloom, H. op-cit. pp, 301-304. For definitive discussion of the identity modification and creation of different persona by musician **David Bowie** see Tremmett, G. *David Bowie: Life on the Brink*, Carroll and Graf, 1997. For an example of **Personal Mythology** taking over the Self, see Carrol, E.J., *Hunter: The Strange and Savage Life of Hunter S. Thompson*, Simon & Schuster, 1993. Also see the films *Don't Look Back* (1965), *Privilege* (1967), *One Plus One* (1968), *Woodstock* (1970), *Gimme Shelter* (1970), *This Is Spinal Tap* (1984), *Sid and Nancy* (1986), *U2 Rattle and Hum* (1988), and especially *U2 ZooTV* tour imagery (1991-1993).

[64] Two useful sociological sources are Klapp, O.E. *Heroes, Villains, and Fools*, Prentice-Hall, 1962 and Klapp, O.E. *Collective Search for Identity*, Holt, Rinehart & Winston, 1969.

[65] For discussion within a sociological and religious dimension see Liddon, S. *The Dual Brain, Religion, and the Unconscious*, Prometheus Books, 1989, particularly discussion of invasions from the unconsciousness on pp. 149-170 and perceiving the whole on pp. 171-190. A very controversial but influential study of cultural pre-history and split-brain research is Jaynes, J. *The Origins of Consciousness and the Breakdown of the Bicameral Mind*, Houghton Mifflin and Co, 1991. An excellent study within the context of *Identity Theory* is Goodman, F. *Where The Spirits Ride The Wind: Trance State and Other Ecstatic Experiences*, Indiana University Press, 1990.

[66] For a history of this process see as an introduction Diamond, J. *The Rise And Fall Of The Third Chimpanzee: How Our Animal Heritage Affects The Way We Live*, Vintage Books, 1991. For an informative analysis of climatic change and evolutionary factors see Calvin, W. *The Ascent of Mind: Ice Age Climates and the Evolution of Intelligence*, Bantam Books, 1991.

[67] See discussion in Leakey, R. and Lewin, R. *Origins Reconsidered: In Search Of What Makes Us Human*, Doubleday Press, 1992 and Denton, Derek, et al., *The Pinnacle of Life: Consciousness and Self-Awareness in Humans and Animals*, Harper SanFrancisco, 1994. Also see the film *Project X* (1987).

[68] "Human systems and personal identities have evolved structurally from *clans* and *tribes* to world-spanning *networks* and *holograms*." - **Dr. Don Edward Beck**, personal e-mail to the author, August 1997. "The paradigms unveiled by *Memetics*, *Optimal Psychology*, *Spiral Dynamics, Paleo-psychology*, *Chaos Theory*, and *Neuro-biology* will be the mainstream sciences of the next fifteen years." - **Richard Brodie**, interview with the author, February 1999.

[69] For first-rate information on the **Human Genome Project** see Crannor, C. ed., *Are Genes Us? Social Consequences of the New Genetics*, Rutgers University Press, 1994; Bodmer, W. and McKie, R. *The Book of Man: The Human Genome Project and the Quest to Discover Our Genetic Heritage*, Scribner Books, 1995; Nelson, J. Robert., *On The New Frontiers of Genetics And Religion*, W.B. Eerdmans Publishing Co, 1994; and Cooper, N., ed. *The Human Genome Project: Decpihering The Blueprints of Heredity*, University Science Books, 1994.

[70] For advanced technical discussion see Hameroff, S. *Ultimate Computing: Biomolecular Consciousness and Nanotechnology*, North-Holland, 1987. For discussion within the context of *Identity Theory* see Grof, S. with Livingston, M. ed., *Human Survival and Conscious Evolution, State University of New York Press*, 1988.

[71] For up-to-date information on the major theorists and practitioners, see the *Stelarc* web-site (http://www.stelarc.va.com.au); the *Fakir Musafar* web-site (http://www.bodyplay.com); and the *Allucquere Rosanne Stone* web-site (http://www.actlab.utexas.edu/~sandy/).

[72] Literature on the Internet and its implications for personal identity is vast. Most useful as introductions are Turkle, S. *Life on the Screen*, Simon & Schuster, 1995; Negroponte, N. *Being Digital*, Knopf, 1995; and Tapscott, D. *The Digital Economy*, McGraw-Hill, 1995.

[73] A populist and hopeful account of **VR** potential is Rheingold, H. *Virtual Reality*, Simon and Schuster, 1989. A scathing critique is Woolley, B. *Virtual Worlds: A Journey In Hype and Hyper-Reality*, Penguin Books, 1993. A metaphysical critique is Helm, M. *The Metaphysics of Virtual Reality*, Oxford University Press, 1985.

[74] See Pavlov, I.P., *Lectures on Conditioned Reflexes, Vol 2: Conditioned Reflexes and Psychiatry*, Lawrence & Wishart, 1941. See further discussion in Sargent, op-cit, pp.21-36 and pp. 37-53.