



Myths  
are told to us by  
people we trust.



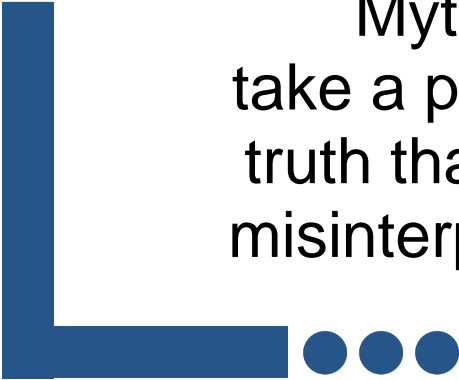


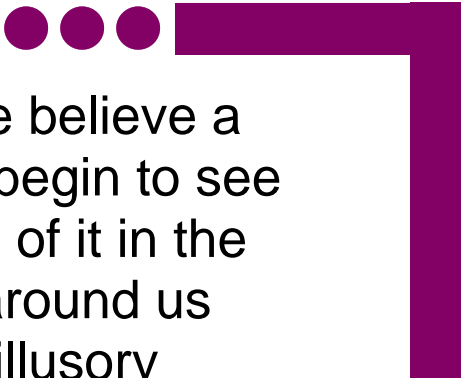
Myths  
help us understand  
the complex brain.



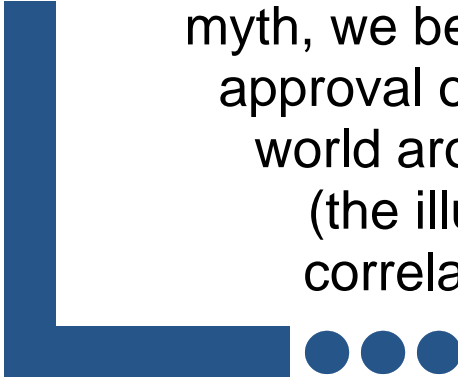



Myths  
take a piece of  
truth that gets  
misinterpreted.



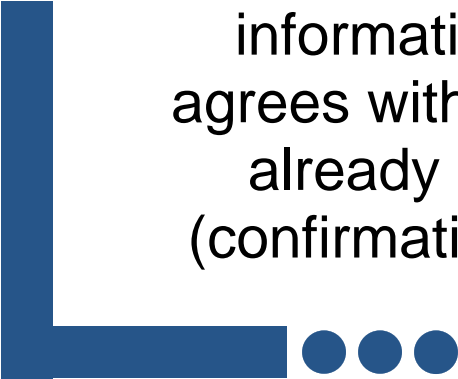


Once we believe a myth, we begin to see approval of it in the world around us (the illusory correlation).






We only seek out  
information that  
agrees with what we  
already known  
(confirmation bias).



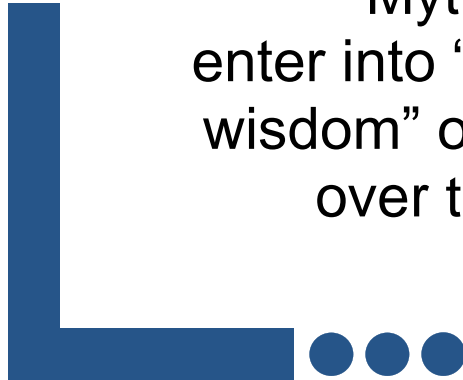




Myths  
are on interesting  
topics.





Myths  
enter into “common  
wisdom” of society  
over time.





Myths  
relate to everyone.





Myths  
are told to us by  
the internet.



Myths  
are told to us by  
the media.

