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IMAGINE WAKING UP IN THE HOSPITAL and the only thing you can move is your eyelids. You cannot talk or indicate that you are in pain. Finally, someone notices that you can voluntarily blink, and together you work out a system of communication. In 2000, when he was 16 years old, this situation happened to Erik Ramsey after his brain stem was damaged in a car accident. Since then, Ramsey has suffered from locked-in syndrome. In this rare condition, all or nearly all of a person's voluntary muscles are paralyzed. Even when Ramsey is awake and alert, he cannot communicate with those around him except by moving his eyes up and down (FIGURE 4.1).

As a psychological state, locked-in syndrome has been compared to being buried alive. Imagine that you see all the sights around you and hear every noise, but you cannot respond physically to these sights and noises. Imagine that you can feel every itch, but you cannot scratch yourself or move to gain relief. Hard as it is to imagine, Erik was lucky in that he was able to blink. Other such patients have no voluntary muscle movement. They have often been mistakenly thought to be in a coma for years, receiving no pain medication or socially appropriate communication.

Recent scientific advances have raised the possibility that Ramsey and patients like him will be able to communicate. That is, we might be able to "read" their thoughts. Communication of this kind is the goal of researchers who, in 2004, planted electrodes in the

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FIGURE 4.1 Conscious but Locked In

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



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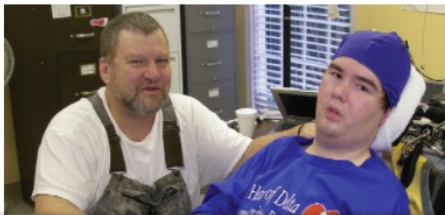
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THINK OF THE ADVANTAGES THAT DIGITAL MEDIA have brought to so many lives over the past few decades. Thirty years ago, if you wanted to contact someone far away, you most likely wrote a letter. Phoning could be expensive, and email was largely unavailable. Now you might email, text, Skype, tweet, or blog. Twenty years ago, if you wanted a piece of information that was not available in your home, you might have traveled to a library. Now you would probably go straight to the Internet.



FIGURE 1.1 Digital Interaction

People stay wired to their digital media, even in social situations.

the creators of Facebook technology would make easily making new ones.

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Around the world, billions of people now spend much of their time interacting through digital media (FIGURE 1.1). In fact, many people, especially young people, feel panicky to be away from their 24/7 connection to the electronic universe. When was the last time you willingly went a week without your phone or computer? A day? Some of you probably cannot last more than a few hours, or you become anxious when your instructor insists that cell phones be turned off in the classroom.

You might think, therefore, that our more frequent communications with others would bring many benefits to our social lives. Early proponents of social media, such as that is, a world with fewer obstacles between people. In their view, stronger social ties. We would stay in touch with old friends while people who shared our interests, whether they lived on the next street

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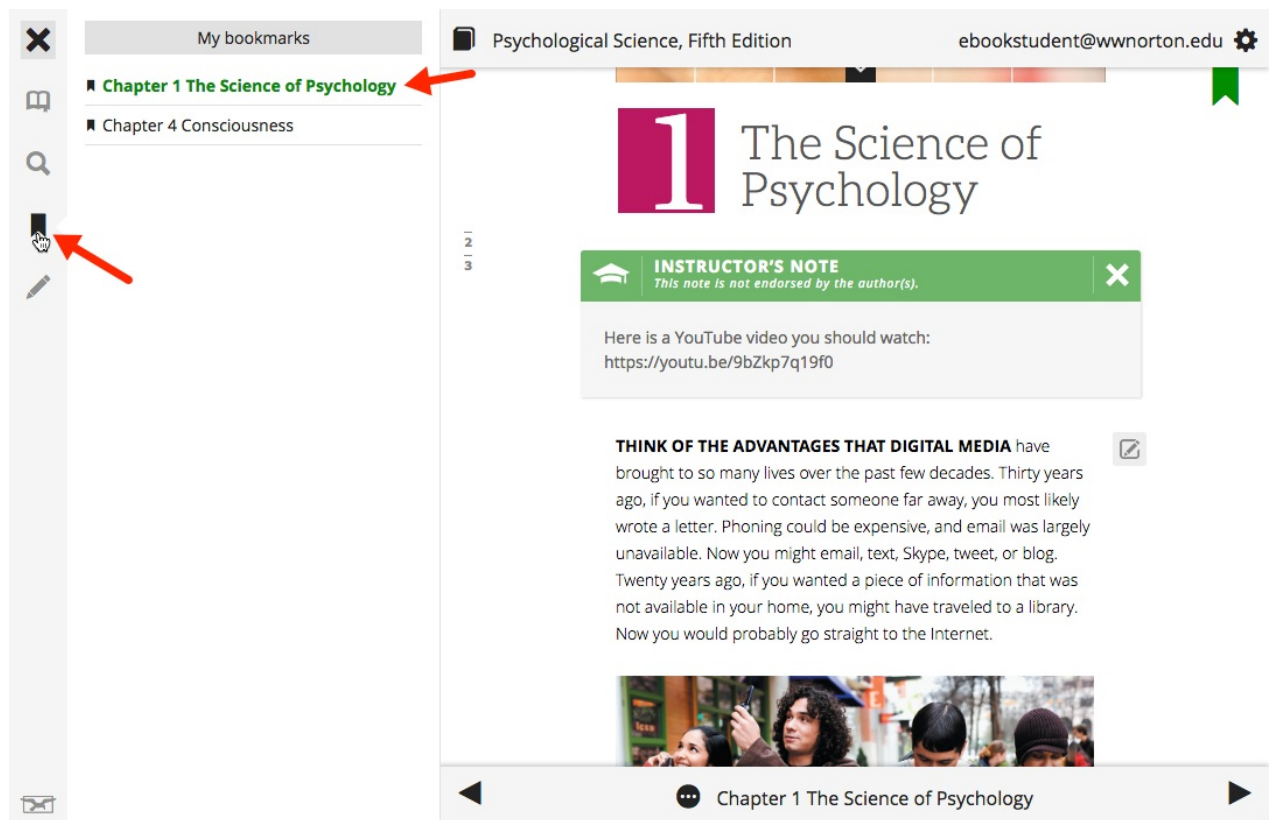
the creators of Facebook, envisioned a flatter world—that is, a world with fewer obstacles between people. In their view, technology would make us more connected and give us stronger social ties. We would stay in touch with old friends while easily making new ones. Our new friends would be people who shared our interests, whether they lived on the next street

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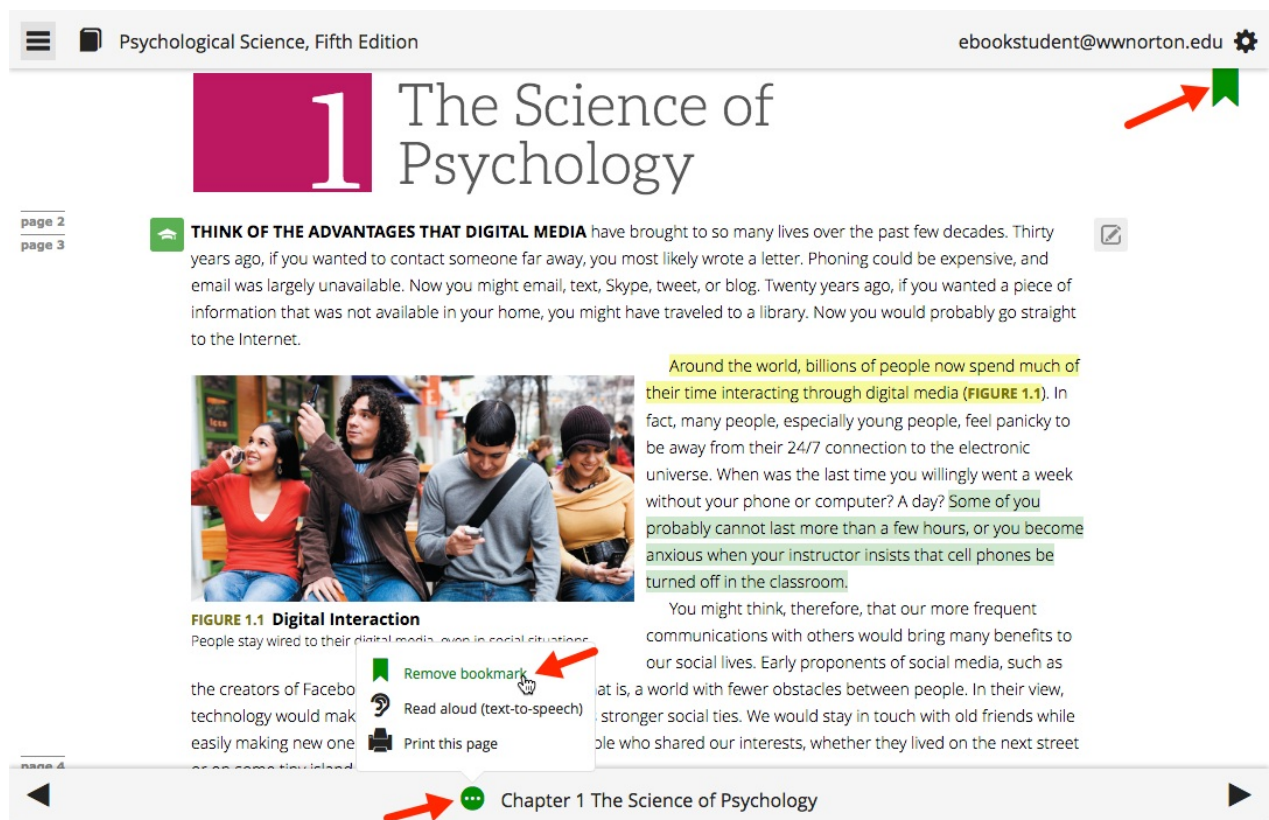
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
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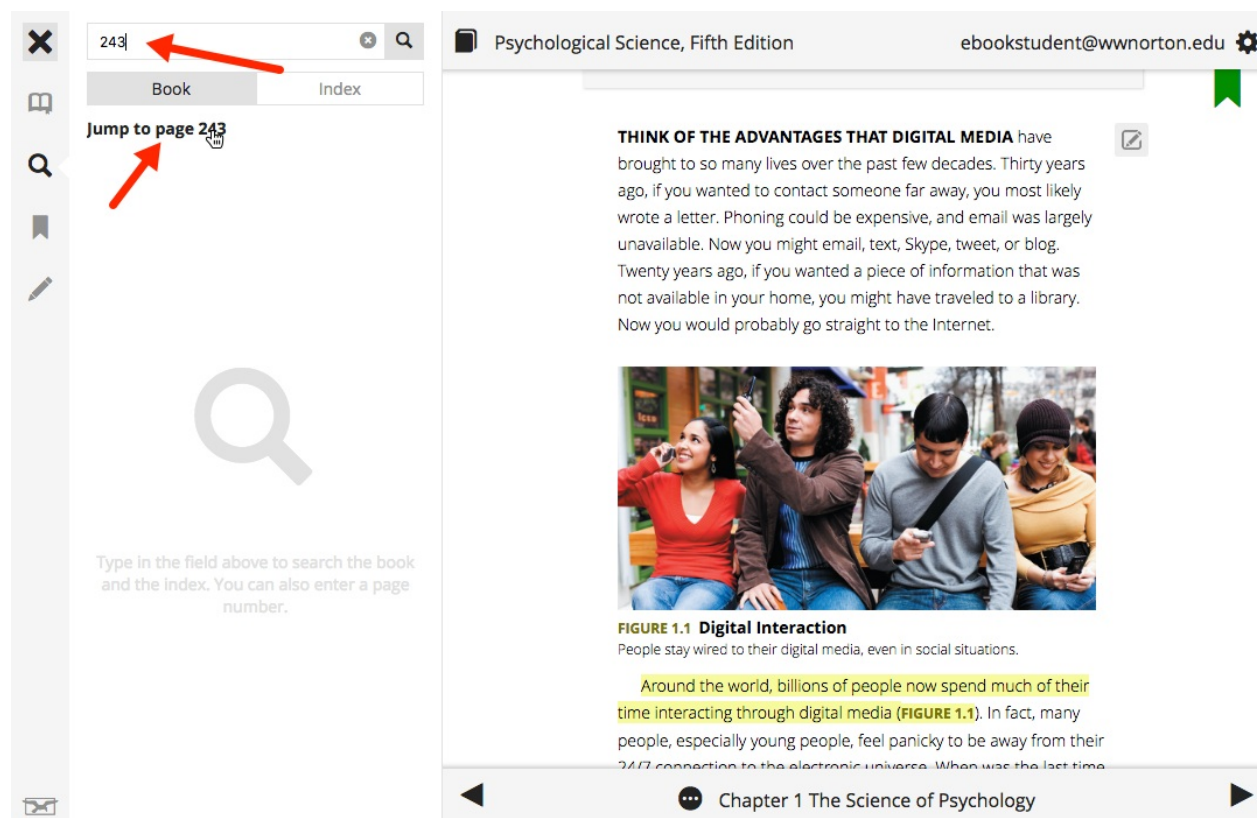
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- and price elasticity of supply, **135, 136**
- and response to market price changes, **112-13**
- time-series** graphs, **57**

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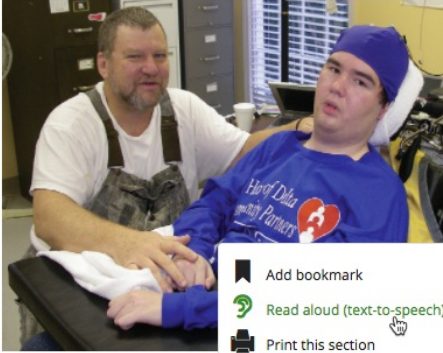
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IMAGINE WAKING UP IN THE HOSPITAL and the only thing you can move is your eyelids. You cannot talk or indicate that you are in pain. Finally, someone notices that you can voluntarily blink, and together you work out a system of communication. In 2000, when he was 16 years old, this situation happened to Erik Ramsey after his brain stem was damaged in a car accident. Since then, Ramsey has suffered from locked-in syndrome. In this rare condition, all or nearly all of a person's voluntary muscles are paralyzed. Even when Ramsey is awake and alert, he cannot communicate with those around him except by moving his eyes up and down (**FIGURE 4.1**).



As a psychological state, locked-in syndrome has been compared to being buried alive. Imagine that you see all the sights around you and hear every noise, but you cannot respond physically to these sights and noises. Imagine that you can feel every itch, but you cannot scratch yourself or move to gain relief. Hard as it is to imagine, Erik was lucky in that he was able to blink. Other such patients have no voluntary muscle movement. They have often been mistakenly thought to be in a coma for years, receiving no pain medication or socially appropriate communication.

Recent scientific advances have raised the possibility that Ramsey and patients like him will be able to communicate. That is, we might be able to "read" their thoughts by brain activity in real time. Communication of this kind is the goal of researchers who, in 2004, planted electrodes in the

FIGURE 4.1. Conscious but Locked In

Chapter 4 Consciousness

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THINK OF THE ADVANTAGES THAT DIGITAL MEDIA have brought to so many lives over the past few decades. Thirty years ago, if you wanted to contact someone far away, you most likely wrote a letter. Phoning could be expensive, and email was largely unavailable. Now you might email, text, Skype, tweet, or blog. Twenty years ago, if you wanted a piece of information that was not available in your home, you might have traveled to a library. Now you would probably go straight to the Internet.



FIGURE 1.1 Digital Interaction

People stay wired to their digital media, even in social situations.

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that is, a world with fewer obstacles between people. In their view, e is stronger social ties. We would stay in touch with old friends while people who shared our interests, whether they lived on the next street

Around the world, billions of people now spend much of their time interacting through digital media (FIGURE 1.1). In fact, many people, especially young people, feel panicky to be away from their 24/7 connection to the electronic universe. When was the last time you willingly went a week without your phone or computer? A day? Some of you probably cannot last more than a few hours, or you become anxious when your instructor insists that cell phones be turned off in the classroom.

You might think, therefore, that our more frequent communications with others would bring many benefits to our social lives. Early proponents of social media, such as

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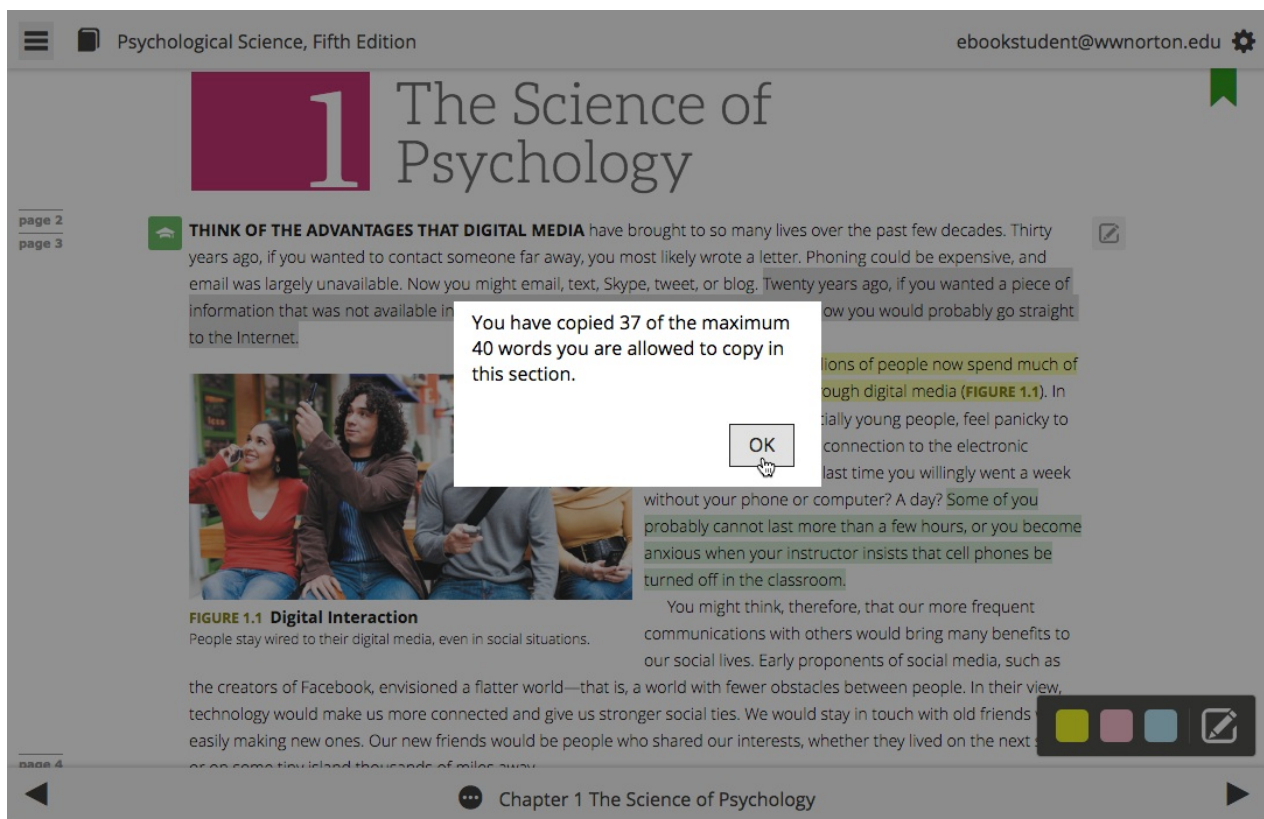
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Facebook now has over a billion users. Many Facebook users visit the site several times a day. None of these people are sad and lonely, right? All of them have become happier through social media?

On the contrary, there is evidence that the more people use Facebook, the less happy they are in their daily lives. In 2013, at the University of Michigan, the psychologist Ethan Kross and his colleagues performed a study concerning Facebook use. The researchers texted the study participants five times a day for two weeks. In those texts, they asked the

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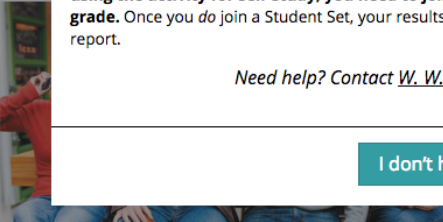


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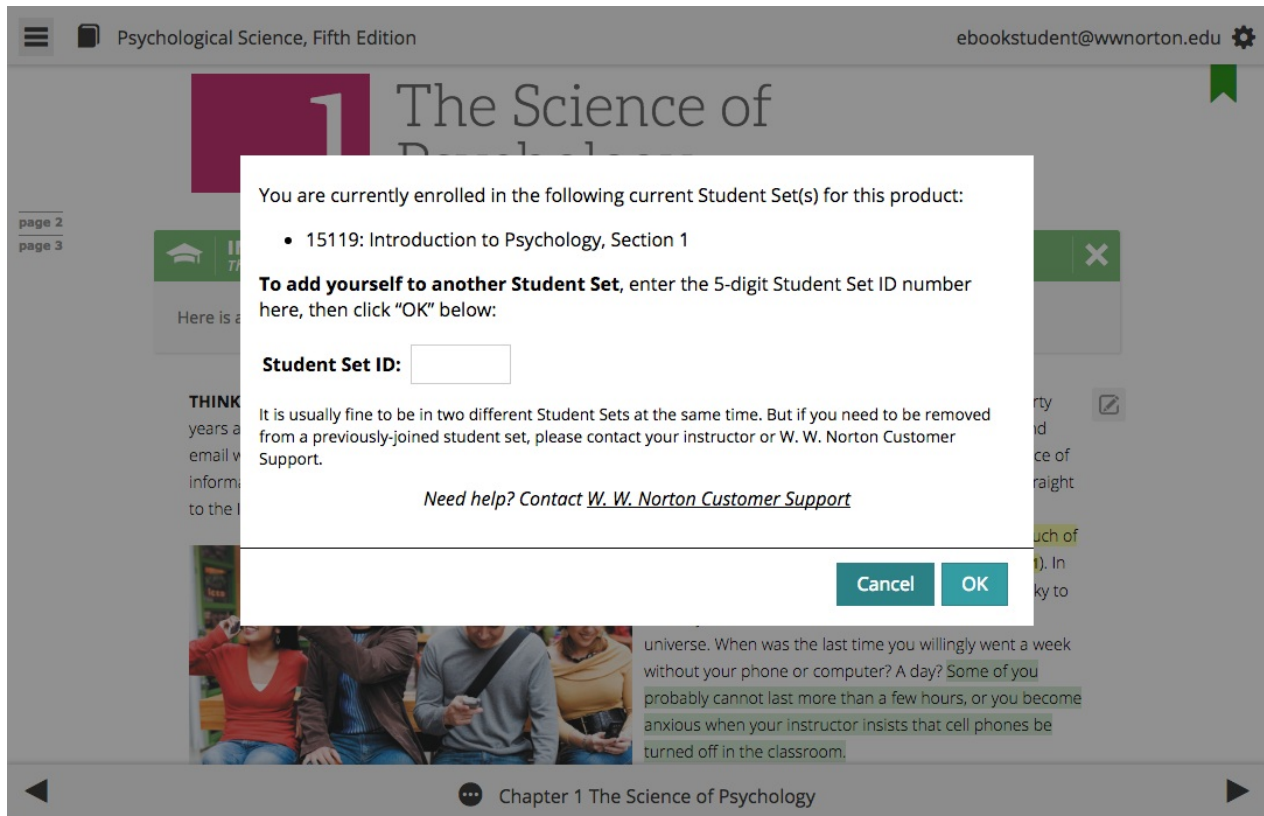
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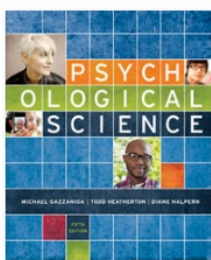
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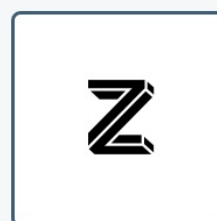
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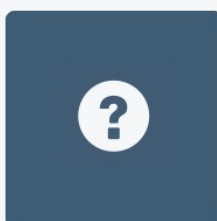
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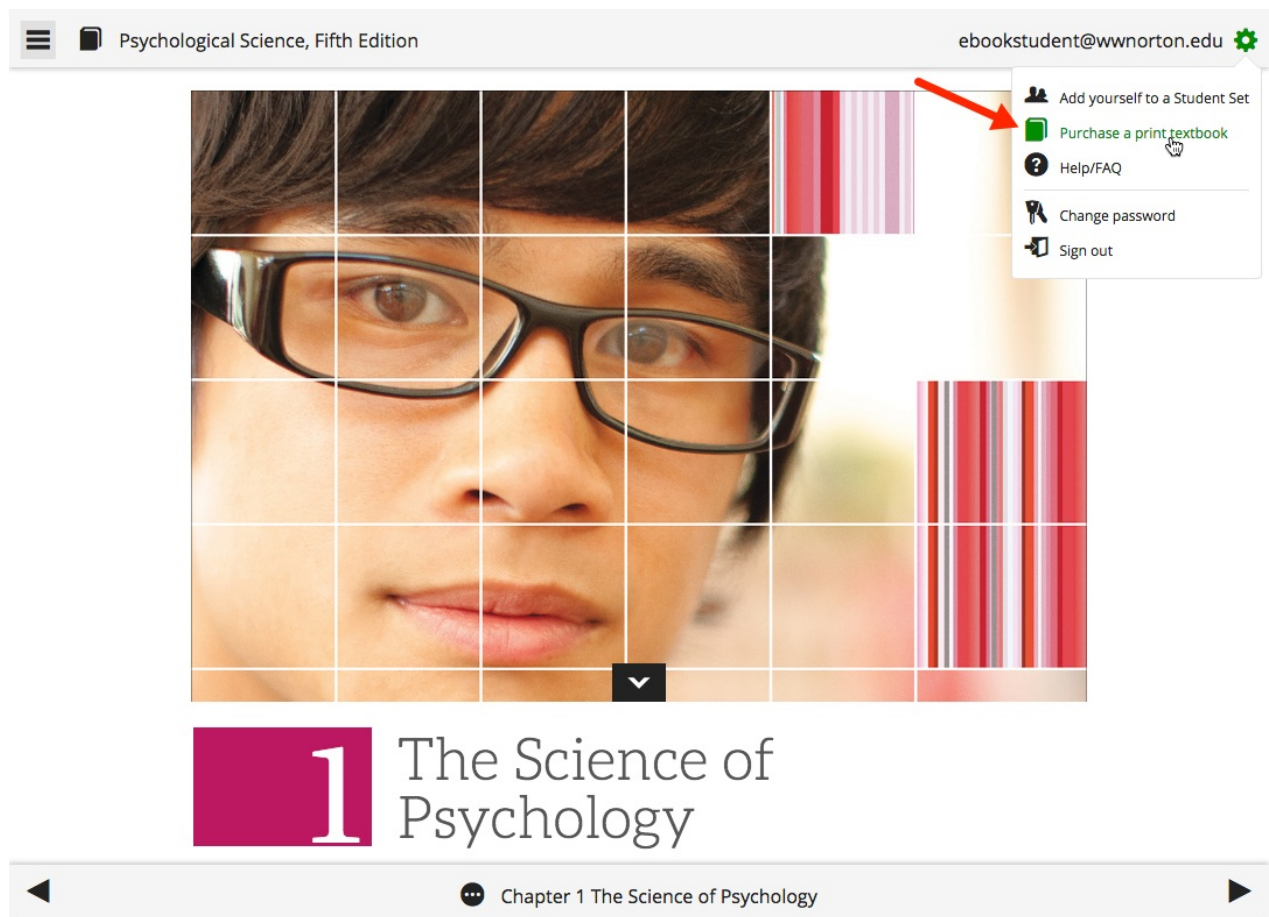
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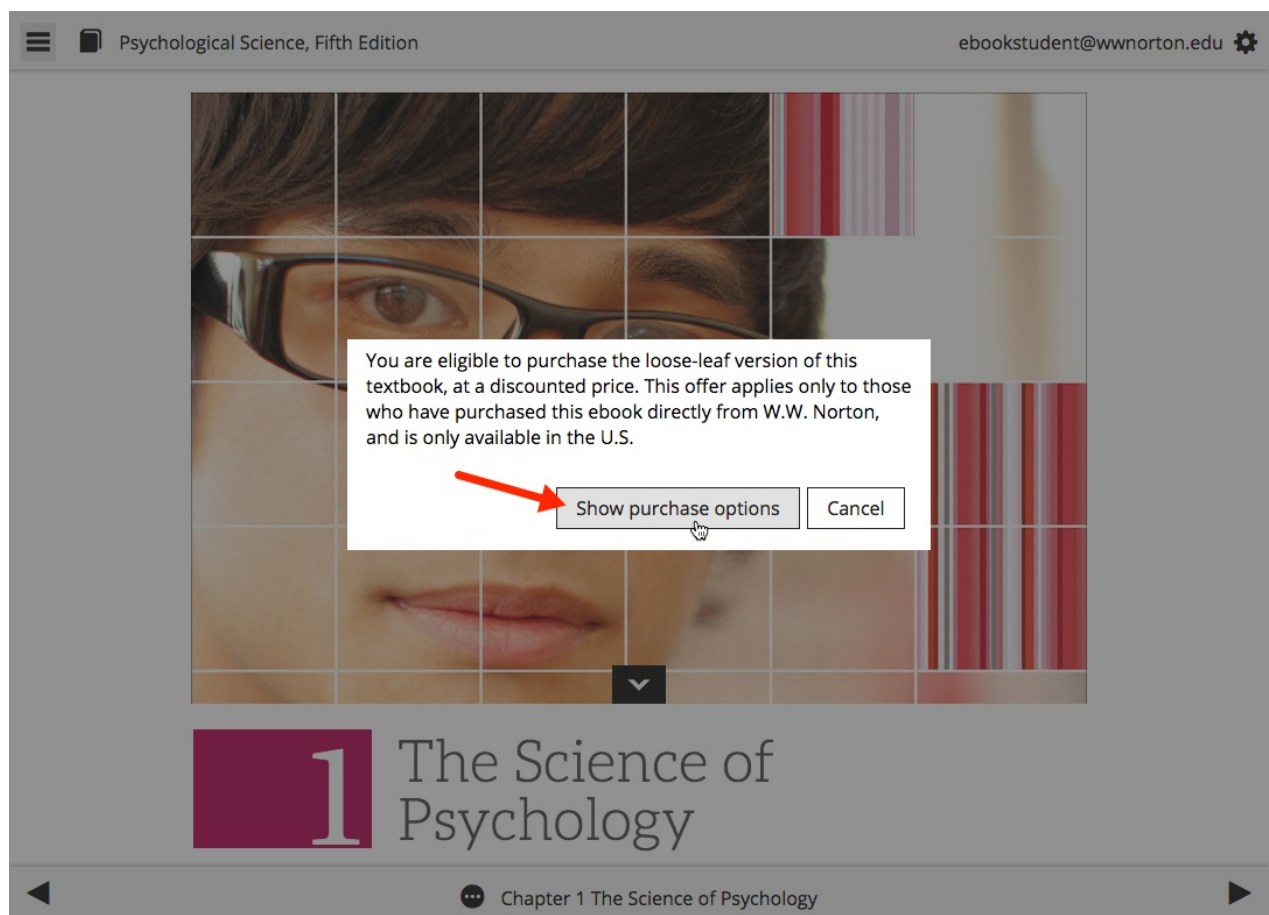
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