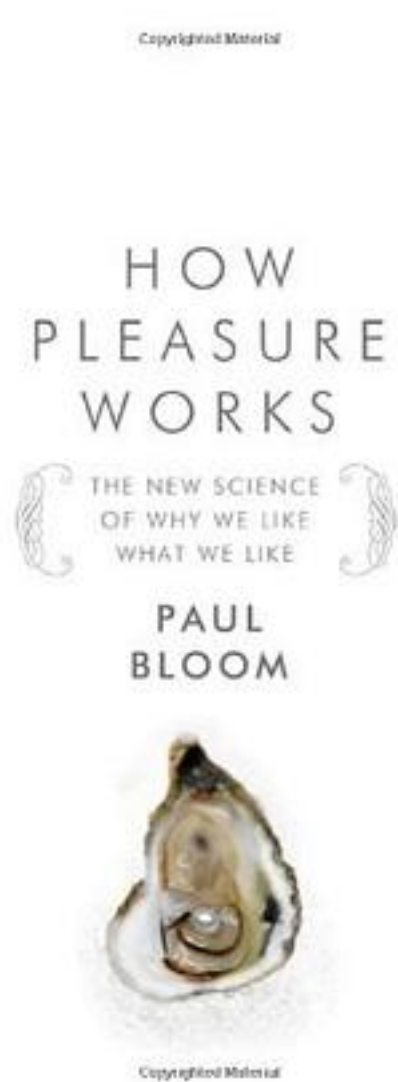


How Pleasure Works



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著者:Paul Bloom

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The thought of sex with a virgin is intensely arousing for many men. The average American spends more than four hours a day watching television. Abstract art can sell for millions of dollars. People slow their cars to look at gory accidents, and go to movies that make them cry. Pleasure is anything but straightforward. Our desires, attractions, and tastes take us beyond the symmetry of a beautiful face, the sugar and fat in food, or the prettiness of a painting. In *How Pleasure Works*, Yale University psychologist Paul Bloom draws on groundbreaking research to unveil the deeper workings of why we desire what we desire. Refuting the longstanding explanation of pleasure as a simple sensory response, Bloom shows us that pleasure is grounded in our beliefs about the deeper nature or essence of a given thing. This is why we want the real Rolex and not the knockoff, the real Picasso and not the fake, the twin we have fallen in love with and not her identical sister. In this fascinating and witty account, Bloom draws on child development, philosophy, neuroscience, and behavioral economics in order to address pleasures noble and seamy, highbrow and lowbrow. Along the way, he gives us unprecedented insights into a realm of human psychology that until now has only been partially understood.

作者介绍:

Paul Bloom is a passionate teacher of undergraduates, and his popular Introduction to Psychology 110 class has been released to the world through the Open Yale Courses program. He has recently completed a second MOOC, “Moralities of Everyday Life”, that introduced moral psychology to tens of thousands of students. And he also presents his research to a popular audience through articles in *The Atlantic*, *The New Yorker*, and *The New York Times*. Many of the projects he works on are student-initiated, and all of them, he notes, are “strongly interdisciplinary, bringing in theory and research from areas such as cognitive, social, and developmental psychology, evolutionary theory, linguistics, theology and philosophy.”

目录: Preface

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标签

心理学

psychology

心理

心理知识

进化心理学

英文原版

英文

科教文

评论

看了Bloom在TED上的讲座后找来读的，非常有趣，甚至可以联系起伊利亚德关于“显圣化”的观点。（2012-01-12）在听过John Piper的“基督教快乐主义”，看过Poythress从”三一“论的角度看“社会学”，从这本讨论“愉悦感”的进化心理学中，竟有许多有益的启发。（2012-02-13）

给三星半吧

论证不是特别严谨，写起东西来还七弯八绕的，但不得不承认作者点出了一个很有趣的问题：本质主义（essentialist）和快乐的关系——为什么和名人握过手后会舍不得洗手？为什么知道自己珍藏多年的家宝是赝品后会被挫败感打击？我觉得这个和“本质”没什么关系，意义的投射罢了，但这种投射的确和欣悦、幸福以及快乐联系在一起。这个领域值得一探。

书里面一些观点还是很有趣，例如essentilism和alief，但是结构有些混乱，有时候搞不清一些内容和pleasure的联系，三星半

What makes a popular psychologist...

在地铁上读完了～挺有意思 但实证研究没啥

not well structured, not informative, not even convincing:(

1. We are all essentialists. 2. Some forms of pleasure are the side product of evolution.
3. Imagination vs reality: a) Imagined experiences are less vivid than real ones. b) We are not creative enough. c) We have too much control to surprise ourselves in an unpleasant way.

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书评

本书的收获有两点。 1, the Distinction between Animal Pleasures & Human Pleasures
(1) Animal Pleasures, 快乐的来源在于“天择”，“天择”会对有利于基因传递的行为给予“快乐”奖赏，以“快乐”之奖赏促使基因载体采取正确的行为以确保基因的有效传递。在“天择”机制...

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