



# Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose

By Deirdre Barrett

Download now

Read Online ➔

## Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett

**A Harvard psychologist explains how our once-helpful instincts get hijacked in our garish modern world.**

Our instincts?for food, sex, or territorial protection? evolved for life on the savannahs 10,000 years ago, not in today's world of densely populated cities, technological innovations, and pollution. We now have access to a glut of larger-than-life objects, from candy to pornography to atomic weapons?that gratify these gut instincts with often-dangerous results. Animal biologists coined the term "supernormal stimuli" to describe imitations that appeal to primitive instincts and exert a stronger pull than real things, such as soccer balls that geese prefer over eggs. Evolutionary psychologist Deirdre Barrett applies this concept to the alarming disconnect between human instinct and our created environment, demonstrating how supernormal stimuli are a major cause of today's most pressing problems, including obesity and war. However, Barrett does more than show how unfettered instincts fuel dangerous excesses. She also reminds us that by exercising self-control we can rein them in, potentially saving ourselves and civilization. 55 illustrations

↓ [Download Supernormal Stimuli: How Primal Urges Overran Thei ...pdf](#)

📖 [Read Online Supernormal Stimuli: How Primal Urges Overran Th ...pdf](#)

# Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose

*By Deirdre Barrett*

**Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose** By Deirdre Barrett

**A Harvard psychologist explains how our once-helpful instincts get hijacked in our garish modern world.**

Our instincts?for food, sex, or territorial protection? evolved for life on the savannahs 10,000 years ago, not in today's world of densely populated cities, technological innovations, and pollution. We now have access to a glut of larger-than-life objects, from candy to pornography to atomic weapons?that gratify these gut instincts with often-dangerous results. Animal biologists coined the term "supernormal stimuli" to describe imitations that appeal to primitive instincts and exert a stronger pull than real things, such as soccer balls that geese prefer over eggs. Evolutionary psychologist Deirdre Barrett applies this concept to the alarming disconnect between human instinct and our created environment, demonstrating how supernormal stimuli are a major cause of today's most pressing problems, including obesity and war. However, Barrett does more than show how unfettered instincts fuel dangerous excesses. She also reminds us that by exercising self-control we can rein them in, potentially saving ourselves and civilization. 55 illustrations

## **Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose** By Deirdre Barrett **Bibliography**

- Sales Rank: #458630 in Books
- Published on: 2010-02-22
- Original language: English
- Number of items: 1
- Dimensions: 8.60" h x .80" w x 6.00" l, .81 pounds
- Binding: Hardcover
- 224 pages

 [Download Supernormal Stimuli: How Primal Urges Overran Thei ...pdf](#)

 [Read Online Supernormal Stimuli: How Primal Urges Overran Th ...pdf](#)

## **Download and Read Free Online Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett**

---

### **Editorial Review**

#### **About the Author**

Deirdre Barrett is an evolutionary psychologist at Harvard Medical School's Behavioral Medicine Program. She is the author of several books, including *Waistland*, *Trauma and Dream*, and *Supernormal Stimuli*. She lives in Cambridge, Massachusetts.

### **Users Review**

#### **From reader reviews:**

##### **Deborah Beaudry:**

In other case, little persons like to read book *Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose*. You can choose the best book if you appreciate reading a book. As long as we know about how is important the book *Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose*. You can add understanding and of course you can around the world by a book. Absolutely right, simply because from book you can learn everything! From your country till foreign or abroad you will be known. About simple point until wonderful thing it is possible to know that. In this era, we could open a book or even searching by internet product. It is called e-book. You may use it when you feel bored stiff to go to the library. Let's study.

##### **Shane McKeel:**

The feeling that you get from *Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose* is a more deep you excavating the information that hide in the words the more you get interested in reading it. It doesn't mean that this book is hard to recognise but *Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose* giving you excitement feeling of reading. The copy writer conveys their point in particular way that can be understood through anyone who read the item because the author of this publication is well-known enough. This kind of book also makes your own vocabulary increase well. That makes it easy to understand then can go to you, both in printed or e-book style are available. We recommend you for having this *Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose* instantly.

##### **Arthur Johnson:**

Spent a free a chance to be fun activity to do! A lot of people spent their spare time with their family, or all their friends. Usually they carrying out activity like watching television, about to beach, or picnic within the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? Could possibly be reading a book may be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of e-book that you should read. If you want to attempt look for book, may be the guide untitled *Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose* can be excellent book to read. May be it could be best activity to you.

**Elizabeth Sherer:**

Many people spending their time period by playing outside together with friends, fun activity together with family or just watching TV 24 hours a day. You can have new activity to enjoy your whole day by studying a book. Ugh, you think reading a book can actually hard because you have to take the book everywhere? It alright you can have the e-book, having everywhere you want in your Mobile phone. Like Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose which is getting the e-book version. So , try out this book? Let's view.

**Download and Read Online Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett  
#6CHUMJW2SR5**

# **Read Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett for online ebook**

Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett books to read online.

## **Online Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett ebook PDF download**

**Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett Doc**

**Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett Mobipocket**

**Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett EPub**

**6CHUMJW2SR5: Supernormal Stimuli: How Primal Urges Overran Their Evolutionary Purpose By Deirdre Barrett**