

INDIVIDUALITY IS AN ILLUSION

INFORMATION



Neural networks in brain (connections between 170 billion neurons) continually change in response to ideas from others



Attitudes and behaviours (such as obesity risk, voting preferences, taste in music) are contagious across social networks



Viruses carry genes from other species and insert them into our genome

ENERGY



38 trillion bacterial cells influence our moods and behaviours



The body contains around 40kg of oxygen molecules that if, spread around Earth's entire atmosphere, would be 0.03mm apart

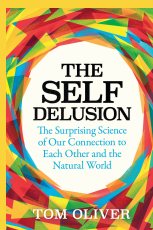
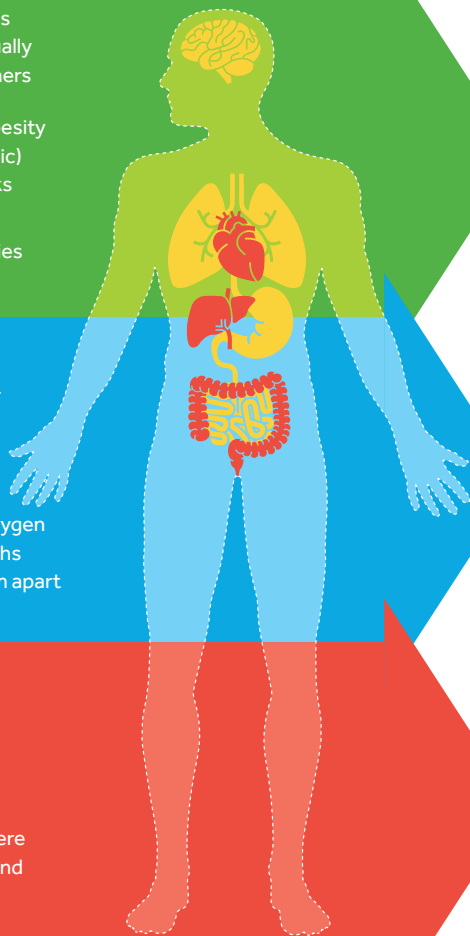
MATTER



Our skin sheds 1 million microscopic particles every hour to produce a 'signature' cloud around us



The molecules building our bodies were once part of countless other plants and animals including dinosaurs



THE SELF DELUSION: The Surprising Science of Our Connection to Each Other and the Natural World

'A rich, intriguing book' **Nature**

'Fascinating' **Mail on Sunday**

'Thought provoking' **The Times**

'This book is absolutely fantastic' **Russell Brand**



 **University of Reading**