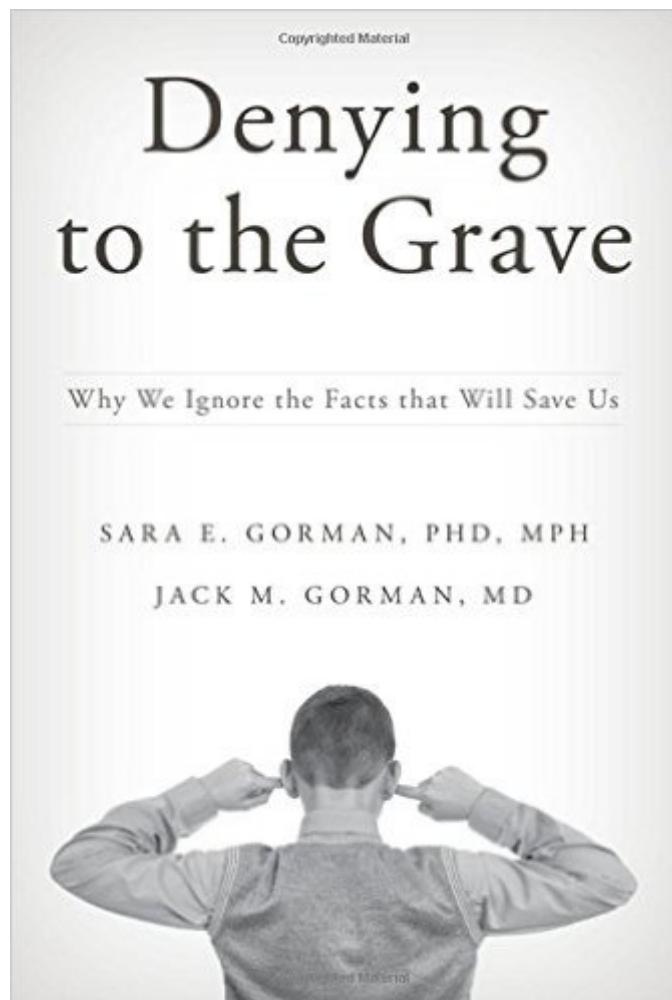


The book was found

# Denying To The Grave: Why We Ignore The Facts That Will Save Us



## Synopsis

Why do some parents refuse to vaccinate their children? Why do some people keep guns at home, despite scientific evidence of risk to their family members? And why do people use antibiotics for illnesses they cannot possibly alleviate? When it comes to health, many people insist that science is wrong, that the evidence is incomplete, and that unidentified hazards lurk everywhere. In *Denying to the Grave*, Gorman and Gorman, a father-daughter team, explore the psychology of health science denial. Using several examples of such denial as test cases, they propose six key principles that may lead individuals to reject "accepted" health-related wisdom: the charismatic leader; fear of complexity; confirmation bias and the internet; fear of corporate and government conspiracies; causality and filling the ignorance gap; and the nature of risk prediction. The authors argue that the health sciences are especially vulnerable to our innate resistance to integrate new concepts with pre-existing beliefs. This psychological difficulty of incorporating new information is on the cutting edge of neuroscience research, as scientists continue to identify brain responses to new information that reveal deep-seated, innate discomfort with changing our minds. *Denying to the Grave* explores risk theory and how people make decisions about what is best for them and their loved ones, in an effort to better understand how people think when faced with significant health decisions. This book points the way to a new and important understanding of how science should be conveyed to the public in order to save lives with existing knowledge and technology.

## Book Information

Hardcover: 328 pages

Publisher: Oxford University Press; 1 edition (September 1, 2016)

Language: English

ISBN-10: 0199396604

ISBN-13: 978-0199396603

Product Dimensions: 9.4 x 1.2 x 6.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ  See all reviewsÂ  (1 customer review)

Best Sellers Rank: #41,548 in Books (See Top 100 in Books) #39 inÂ  Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Public Health #46 inÂ  Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Health Care Delivery #56 inÂ  Books > Textbooks > Social Sciences > Psychology > Cognitive Psychology

## Customer Reviews

I really enjoyed this fascinating book. The topics and examples were current and the argument was clear and persuasive. Very thought provoking and a great conversation starter, whether it be in a classroom or around the dinner table. 5 stars.

[Download to continue reading...](#)

Denying to the Grave: Why We Ignore the Facts That Will Save Us The Waste Not, Want Not  
Cookbook: Save Food, Save Money and Save the Planet Sharks: 15 Weirdest Sharks in The World!  
Fun Facts, Pictures and More! (Shark Fun Facts, Shark Pictures, Shark Facts for Kids, Shark Books for Intermediate ... (Weirdest Animals in the World! Book 2) Ignore the Guy, Get the Guy: The Art of No Contact: A Woman's Survival Guide to Mastering A Breakup and Taking Back Her Power The Little Black Book of Big Red Flags: Relationship Warning Signs You Totally Spotted . . . But Chose to Ignore Search & Save: State Quarters - Including the District of Columbia and U.S. Territories (Whitman Search & Save) Solar Power: How to Save A LOT of Money the Easy Way (Solar Power, Save Money, Solar Energy, Solar, Sustainable Energy, Sustainable Homes, Sustainability)  
Marriage: How To Save And Rebuild Your Connection, Trust, Communication And Intimacy (FREE Bonus Included) (Marriage Help, Save Your Marriage, Communication Skills, Marrige Advice) Why Can't My Child Behave?: Why Can't She Cope? Why Can't He Learn? The Feingold Diet updated for today's busy families IS THIS WHY AFRICA IS? (Why Africa is poor, Why Africa is not developing, What Africa needs, What Africa needs to develop): Africa, Africa, Africa, Africa Africa, Africa, Ebola, Ebola, Ebola, Ebola Guinea Pigs Owner Handbook: The Complete Beginner's Guide to Guinea Pig Care and Facts (How to Care for Guinea Pigs, Guinea Pig Facts Book 1) Tourette's Syndrome: The Facts (The Facts Series) Random Marvel Movie Facts You Probably Don't Know: 352 Fun Facts and Secret Trivia from the Marvel Cinematic Universe World Almanac and Book of Facts 2014 (World Almanac & Book of Facts) The World Almanac and Book of Facts 2013 (World Almanac & Book of Facts) Fast Facts About EKGs for Nurses: The Rules of Identifying EKGs in a Nutshell (Fast Facts (Springer)) Fast Facts for Stroke Care Nursing: An Expert Guide in a Nutshell (Fast Facts (Springer)) Uncle John's Facts to Go Show Biz Blunders (Uncle John's Facts to Go Series Book 18) Overcoming Compulsive Hoarding: Why You Save and How You Can Stop  
"DAMSELS IN DISTRESS 2": ANOTHER 200 Pulp Mazine And Comic Book Covers Featuring Women In Grave Danger

[Dmca](#)