

I am currently working on a book entitled: *Knowledge is Power, but Ignorance is Bliss: The costs and benefits of knowing and not knowing the truth about ourselves and the world we live in*. Philosophers have debated the value of knowledge and truth for centuries. I tackle this question from a new perspective and focus on how the human mind deals with issues of knowledge and truth. I address questions such as: Under what conditions are human minds predisposed to seek and value knowledge versus maintain and promote ignorance? Under what conditions are human minds predisposed to be committed to the truth versus to accept beliefs and facts that are obviously false? Integrating perspectives from cognitive science, behavioral economics, and evolutionary biology, I use cost-benefit analyses to explore and understand when, how, and why knowledge can be power and ignorance can be bliss. This approach has already been effectively used to explain how the human mind deals with memory, space and time, social dilemmas involving cooperation and competition, logic and reasoning, and other issues. I myself have taken this approach before in some of my previous books and scholarly articles.