

"Biophilia" is the term coined by Edward O. Wilson, author of The Diversity of Life, to describe what he believes is our innate affinity for the natural world. In his landmark book Biophilia, he examined how our tendency to focus on life and lifelike processes might be a biologically based need, integral to our development as individuals and as a species.

The Biophilia Hypothesis brings together the views of some of the most creative scientists of our time, each attempting to amplify and refine the concept of biophilia. The various perspectives - psychological, biological, cultural, symbolic, and aesthetic - frame the theoretical issues by presenting empirical evidence that supports or refutes the hypothesis. Numerous examples illustrate the idea that biophilia and its converse, biophobia, have a genetic component:

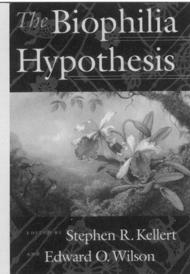
- people develop fear and even full-blown phobias of snakes and spiders with very little negative reinforcement
- people would rather look at water, green vegetation, or flowers than built structures of glass and concrete
- the development of language, myth, and thought appears to be greatly dependent on the use of natural symbols, particularly animals

The biophilia hypothesis, if substantiated, provides a powerful argument for the conservation of biological diversity. - from Island Press To order by phone, call: 1-800-544-4565 (Visa or MasterCard Only)

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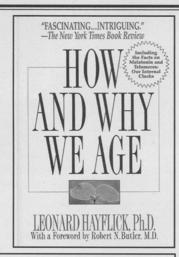


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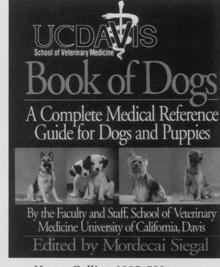
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