

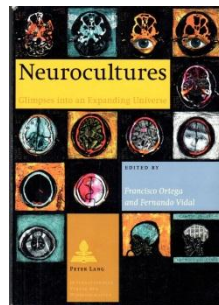


Review of Ortega and Vidal (Eds.) (2011). *Neurocultures: Glimpses into an expanding universe*

Reseña de Ortega y Vidal (Eds.) (2011). Neurocultures: Glimpses into an expanding universe

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Francisco Ortega and Fernando Vidal
(Eds.) (2011). *Neurocultures:
Glimpses into an expanding uni-
verse*. Frankfurt am Main: Peter
Lang
ISBN: 978-3631598559

At least singular, this book explores and considers several aspects of the neuroscience impact on society, culture, philosophy, economy, politics, psychology, medical research, art and how we consider and construct ourselves in the actual social framework, through the vision and the studies of a wide range of professionals and researchers who are not neuroscientists. In this sense, the book approaches each chapter on specific neurocultural problem-areas and each author discusses from his own experience, observation, profession or research, several issues that involve the conception of ourselves as a mere brain, neurosciences influence on culture and *vice versa*. In addition, the first chapters of the book make an interesting review of the last decades and the heritage that the “*brain century*” has left to society, in an attempt to understand the actual impact of “*exploring the*

mind” and the conception of the “*cerebral subject*” in the above mentioned areas. The proposed premise to explore neuroscience research impact in our cultural context is an interesting starting point of reflexion for neuroscientists, to understand the real “power” of our scientific research into our social framework and also an unresolved matter on social sciences. Certainly, there is a major necessity of understanding between social and neurosciences research, given that both must coexist and help to understand each other, for the better understanding of the whole and the human self. However, this bidirectional feedback it is hardly found. Although *Neurocultures* explores and discusses issues summary remarkable, the authors sometimes turns severe with the neuroscientist research and do not give answer to several aspects and question such as, what it is the real expected so-

cial responsibility on neuroscientist work? Or what it is the ultimate social goal of neuroscience? etc., came to me after read it. I do understand that neuroscience critics must differ from those that come from the neuroscientist *per se* (of course this is the beginning to create new approaches and perspectives to solve problems) however, it is not also social due to make this approximation or at least construct the bridges to cross over the gap between them? Clearly, there is a real need of society feedback into neuroscience research and researchers and it is a society affair and responsibility to redirect the current

research to a social future were both sciences must be integrated as a part of the same whole. However, after reading *Neurocultures* as a neuroscientist, the left feeling is that there is still so much work to do. In my opinion, it would be interesting to discuss the social impact of neuroscientist work also with neuroscientists, although neuroscience does not treat social issues (at least with a social approximation, leaving its own “reductionist” perspective) and social researchers does not make research in neuroscience (such as “neuroscientist”). There is probably, where the problem lies.



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FORMATO DE CITACIÓN

Mòdol i Vidal, Laura (2011). Review of Ortega and Vidal (Eds.) (2011). *Neurocultures: Glimpses into an expanding universe*. *Quaderns de Psicologia*, 13(2), 81-82. Extraído el [día] de [mes] del [año], de <http://www.quadernsdepsicologia.cat/article/view/1057>