LOI Definitive Series 3 Bonus!

More on Working with Your Non-Conscious Mind

Notes from a Discussion with David Mills, April 2024

Mental Picture #18 – A Search Engine's Algorithm

Megan: I wrote down this scenario and explanation to share with you, because it's helped me picture how interaction with my mind's non-conscious processing ability works. After David Mills read it, I took notes on his comments that follow that made it even clearer!



Scenario: I have a bad headache and need to find a pharmacy to buy aspirin. So, I pull out my phone, type in "pharmacy near me," and am presented with a list of pharmacies in my area. But that's not good enough – I need a more accurate answer because it's 11:00 at night, so I prompt it again by adding the search term "24/7" to find the closest one that's still open. The revised list narrows to show me only the pharmacies that are open all night. I drive to the closest 24-hour pharmacy to buy the aspirin, which relieves my headache.

Application or explanation: To produce this list of nearby 24/7 pharmacies as the solution to my query, Google's search engine is like a non-conscious "brain" that uses its massive, categorized data-base of collected information from websites and maps along with its AI processes to produce these two result pages that impact me in a real-world situation.

The algorithmic process and collected information are a close representation of my brain's processing ability with the consciousness stripped out. It helps me visualize how I am not my mind, and how I, as an aware being, can work together with my non-conscious mind to prompt and guide it to a general answer, and then a more accurate solution.

Google's algorithm is a word processing, categorizing and ranking mechanism that is programmed to find and sort words on websites, and then file them into categories that are closely *associated*. Then it organizes these categories into larger and broader categories and topics.



For example, using the word "gold" the algorithm will find that it is often associated with other words and phrases such as color, metal, rare, precious, mining, gold and silver, precious metals, gold trading/buying/selling, gold IRA, wealth, economy, security, a secure retirement in times of economic crisis,

finances, buying gold, where to buy gold, bullion, and so on. It can then organize and present a list of websites that make the best use of these keywords for a person searching for something specific related to gold.

Much like *our human brain works from birth to build a working mental model,* a search engine algorithm gathers associations among things because the words are so often grouped together. The algorithm is also able to separate and distinguish associated words from things that are *not* alike or very rarely related, such as *gold* and *gardens*. The algorithm then establishes a ranking process for websites that positions the sites that cover a topic most thoroughly on the first page, which creates a *non-consciously*-produced result, or *signal of importance* to people who are searching for information.

In this way, the algorithm's placement of web pages in ranked order *does have real-world consequences*, both for the people who create these websites and for the people who find their websites, which in turn creates a strong impact on the world in almost every spere of life today, such as sales, politics, bringing attention to ideas, news, events, and establishing importance, as well as hindering people's attention to consider other ideas or sites, or making some things that could be very important almost invisible.

The people who developed Google's algorithm and AI over the years have been trying to accurately replicate the way a human brain processes information. We can observe from a baby's birth that the brain uses input from the five senses (similar to Google's "spiders") to

find stimuli in the environment, and then it organizes things that are most often associated closely in time or space, such as a mother's scent, skin warmth, voice, face, and the taste of milk to form the *concept* of "mother," further relating those stimuli to the sound of the *word* "mama." Similar associations for concepts and words related to a father, siblings, shared activities in the same locations, and so on, later form the broader concepts of "family" and "home."



Associating these things are all automated processes of a brain doing what it was created to do: perceive stimuli, categorize and relate stimuli to associated feelings and reactions, and

then repeat effective reactions to stimuli to survive, grow, and mature into ever-morecomplex interactions.



David refers to this non-conscious associative brain processing as your "starter kit," which ensures that human babies can survive, interact, learn, thrive and grow into adulthood.

Regardless of the people who program the Google algorithm, it seems that Google itself is almost able to "read" and "understand" what a website it about, and then "judge" where it should rank compared to similar websites.

However, we all clearly know that neither the algorithm nor the computer that's running it are *conscious* or that it can actually read or understand or judge anything. It is still nothing other than an ever-more-complex and refined mechanism performing processes that expertly perform a specific function.

The Google algorithm metaphor gives a fairly clear representation of how the human brain uses *non-conscious* processes that function continually, automatically, and extremely accurately as it was created to do. What's important to realize is that an aware being, a conscious person, can *interfere* with its constantly moving non-conscious processes to more accurately guide and improve our experiences in life.



David: The reason I like this image of the Google algorithm is because it makes it easy for us to see how the mind can process information and fully not be conscious. Specifically, the mind can give us very useful *conclusions* without consciousness playing a role at all. What we're illustrating here is that it doesn't take consciousness to come to a conclusion; it's *always* a non-conscious process. Information processing cannot be done consciously.

Here's how "if it changes it's not the same thing" ties in. In order to process information, your brain is inherently moving and changing. You as a conscious being do not move or change. A conscious being can't move or change or process or even generate a question. You can basically only turn something "on" or *not* turn it on.

You are not omniscient (all-knowing or all-aware), and you are not non-conscious. So, what is your power? What is "on"? – This is definitely known and absolutely certain and you can get there by backing your way into it. You can't know truth directly – our mind creates *objects* out of contrast. For example, sight is a contrast visually. You mind can only see contrasts. It makes an object out of the contrast.

"Seeking" is a reasonable word to describe turning "on." People don't seek enough to get to what can't be cracked. There is an actual foundation, it's not an infinite regress. There is a point to seeking foundational truth. You can build on top of that and it will work great.

Mental Picture #19 – A King and His Advisors

The mental image of a king (you) with advisors (your mind) is helpful here – you have a set of advisors in a room and that's all you have to run the country. Let's say they present you with a solution to a problem. You can't speak *for* them just like you can't get into your mind.

Their solution may or may not sound right, but your power either is to know absolutely that their proposed conclusion is right, or if you don't know that, you can stop them. You can say, "Wait, that doesn't add up," so it will produce questions to clarify or learn more.

My power is to *not* rubber-stamp what my mind is giving me. Advisors can say, "It's 100% certain that this missile won't kill any civilians." If you're not in a desperate rush, which also can always be questioned, you can stop them to clarify if it's 10% certain or 0% certain.



We only have something like a button that says "Stop, do I really know that?" When you push that button – just that one fundamental thing – then the rest of the reaction of the brain (advisors) can be altered at that point, and we can see that all the rest of what happens may have been influenced and changed, but *we* don't produce the change.

You're presented with something that *isn't* clear, but your mind tells you it is; your fundamental choice is that something might seem and feel totally clear, but your power is to ask, "Is that clear?" Our mind wants us to approve that first thought: "Seems clear = Clear." When someone does that, the next question is, "How can anything be clear?"

Everyone knows we have the power to affect or influence our mind, but people tend to latch on to whatever is the first seemingly non-confusing thing that our mind presents to us.

So then, knowing that we can interfere is knowing that we do have some conscious control over our minds. The problem is when we're guessing quickly; the problem is not stopping and getting foundational – or never stopping and making time to get to foundational truths that ultimately make everything better and actually work.

It's like our mind is always telling us, "Don't push that button! You don't need to, you did it last week." Your advisors want you to take the action



they came up with. The subtext is always, "Don't push the button because it's not efficient and we're in a rush."

The distinction is how *little* we may do, even nothing, about processing our conclusions. The critical idea that is counter-intuitive is that we have no DIRECT conscious control over what our minds present to us as conclusions.

How to address that issue? That is the question of epistemology. "How do I know if something is true?" If something seems and feels completely true, but it may not be true, how do I know? Is there a *method*?

That's a daunting question, so people give up, including Socrates. People seek without having a method – it's "the defense against the defense." It seems too daunting. The *Law of Implication* addresses this very daunting question.

Mental Picture #20 – Trapped in a Circular Room

Everyone is desperate about something, and some people are ready to resonate with the scenario of being trapped in a circular room where there doesn't seem to be a way out.

It deals with the question of, "Whatever I'm doing now, I have a feeling I cannot win because it's not working, and I can't assure myself it's going to win in the end." That's the circular room.

It has to be true that the "seems" (a way out of the circular room) doesn't equate to "is." So that means there's an *illusion* somewhere that's real and correct.





Likewise, I need to break my idea of the world – my mental model of the world that I've held from birth [the default "starter kit" of associative thinking].

I wanted to break out of the circular room, but I needed to see that my perception and mental model needed to break, and so, *wanting to break it was crucial*; breaking the defense against the defense. That IS the crack, that is where to look to find a way out – that something that *seems* totally correct is *not* correct. Then you can look for "What else is there? *What am I missing* that exists?"

A paradigm shift always involves breaking other ideas. For example, the speed of light is constant, and Einstein held that one idea constant in order to break other ideas. So, what about the headlights of a moving car? Since running while throwing a ball increases the ball's speed, it *seems* to make sense that the car's lights go faster than the speed of light. So, the idea of holding the speed of light constant is counter-intuitive, and it means that the other thought needs to break.



What *do* we do consciously? – we'll get to that later. Right now, we're concerned with seeing where we *don't* have conscious control.