



The Society for Mind Brain Sciences (mbSci) is a non profit scientific and scholarly organization focused on advancing knowledge, education and public understanding of consciousness in the brain.

Better communication in science and education can have vast ripple effects for advancing creativity, innovation, entrepreneurialism and humanity. By integrating excellent brain science with human experience and harnessing the powerful influence of digital and broadcast media to create dynamic teaching and learning environments, we believe mbSci can contribute to the potential for improvement in the human condition.

Explore the Conscious Brain

- *Is science on the verge of revolution in its understanding of consciousness in the brain?*
- *How will this new understanding impact the arts, humanities, technology, and human values?*
- *How much brain do we need for consciousness?*
- *How can we use this information to expand our potential?*

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The study of consciousness is emerging from a century of scientific taboo. Even today, academics debate whether it is a legitimate topic for study. We suggest it is the key to respect for sentient beings and our shared humanity.

Centuries of wisdom traditions place human consciousness at the center of life. Scientific literature now shows thousands of new findings. New journals, organizations and annual conferences have formed. Major medical discoveries are emerging today. Neuroscience, psychology, and education are embracing the study of human consciousness again. But the new mind-brain sciences still lack an institutional base. There is virtually no college curriculum, and the field lacks public visibility. Many scientists, teachers and students still work in isolation. Funding and support is fragmented.

The Society aims to bridge these gaps in the way of progress, via publications, events, multimedia programs, interactive websites, and other state-of-the-art tools, including a global science network. Our core values are scientific integrity, open-minded exploration and effective communication.

mbSci intends to have direct, purposeful impact.

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Our Core Goals

1) Support Scientific Integration & Outreach

To enhance communication and collaboration among scientists and scholars, and to support their outreach to the applied professions and public media. We encourage leading-edge research and education, and open-minded exploration of controversial questions in clear and testable ways.

2) Promote Compelling Education & Curriculum

Education should never be boring. Our **Mind-Brain Education** (MBE) workshops aim to make self-discovery, authentic communication and intrinsic curiosity a central part of the learning process. Consciousness in ourselves and others is a wellspring of humane learning. Cultivating programs using natural and emotionally stimulating methods is key to explore questions of direct human relevance.

3) Advance Conscious Mind-Brain and Media Users

The power and sophistication of mass media have grown explosively, far beyond our ability to even understand the effects on millions of children growing up today. This exponential growth has transformed our lives into a global experiment, with consequences that we cannot predict. mbSci will explore the power of individuals to become conscious users of their neurological systems and evolve the potent influence of media to educate.

Why the emphasis on media?

Creative Director
& Co-founder
Natalie Geld

- ⇒ *American teenagers spend nearly 11 hours on media each day.*
- ⇒ *Americans alone watch 250 billion hours of television per year.*
- ⇒ *An estimated 1 billion people use the internet daily, creating a global culture that has never existed before.*
- ⇒ *Online education is growing at an unprecedented rate - an estimated 6.7 million are currently enrolled in an online class - 32% of higher education students.*

Communications/PR
Alea Skwara



Explore the Conscious Brain

Media can foster engagement with others; and can be an effective environment to reflect on the nature of conscious experience -- an environment where users can explore new vistas, ask questions and activate mastery in their lives.

Consciousness is the bridge!

mbSci promotes understanding and acceptance of our shared and unique experiences; at the same time, a better understanding of the mind-brain promises whole new technologies of personal growth. A major goal is to work with creative multimedia strategists to advance our shared vision in new and original ways.

mbSci's Board of Directors, Scientific Advisory Board, Program Committees, and working teams include some of the field's leading innovators, who will help to shape our curriculum, programs, research and outreach. An early goal will be to encourage artists, humanists, clinical practitioners and scientists to engage in a productive dialogue toward achieving our common goals. We are developing a roster of pioneers – high level executives and leaders in the creative arts, media, film, fashion and music to guide our work.

*This resurgent field will benefit education, medicine, ethics and the arts.
We will work collaboratively with existing organizations and institutes.*

Multimedia rich and interactive websites are essential for our objectives. **mbSci** aims to tailor information to specific audience needs and interests.

Programs in various stages of development include:

A. Improve communication among scientists, scholars and educators.

1. *MBSci Monographs* - High level, peer reviewed scientific publications & eBooks
2. *The Feeling Brain* – Broadcast quality video series + mastery tutorials *Exploring The Neural Basis of Emotion* – blends compelling roundtable dialogues and debates between diverse fields.
3. *Mind-Brain Education Network* – Focused workshops to engage leading scientists, scholars, artists, and multimedia experts to create new and more effective learning tools

B. Integrate consciousness science + human experience.

1. *MBSci Online* – daily posts exploring the conscious brain on Facebook & Twitter
2. *SciCon Review* --- educational web resource library for students and general audiences exploring consciousness science updated weekly.
3. *Sci2Art*: the science of perception – interactive events and gallery to include installations from artists around the world with tutorials from neuroscientists

Fundamental new insights in science often have wide ripple effects. An international collaborative effort to improve our understanding of consciousness in the brain, and to promote these findings to the public in compelling, relevant ways, can cast new light on learning, medicine, human relationships, even advance human potential.