

PHILOSOPHY

FACTS DON'T CHANGE OUR MINDS UNFORTUNATELY

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James Clear [adds the reason](#)

Truth and accuracy are not the only things that matter to the human mind. Humans also seem to have a deep desire to belong ... Humans are herd animals. We want to fit in, to bond with others, and to earn the respect and approval of our peers. Such inclinations are essential to our survival. For most of our evolutionary history, our ancestors lived in tribes. Becoming separated from the tribe—or worse, being cast out—was a death sentence.” ... Convincing someone to change their mind is really the process of convincing them to change their tribe ... If you want people to adopt your beliefs, you need to act more like a scout and less like a soldier. At the center of this approach is a question Tiago Forte poses beautifully, “Are you willing to not win in order to keep the conversation going?”

Hard to accept for a scientist but probably true.

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