

# Contents

<b>1 Introduction</b>	<b>1</b>
<b>Part I Psychology</b>	<b>7</b>
<b>2 Identity</b>	<b>9</b>
<b>3 Culture &amp; Environment</b>	<b>37</b>
<b>4 Myths &amp; Stories</b>	<b>65</b>
<b>5 Motivation</b>	<b>95</b>
<b>Part II Impacts</b>	<b>123</b>
<b>6 Truth, Information &amp; Democracy</b>	<b>125</b>
<b>7 Economic Inequality &amp; Employment</b>	<b>167</b>
	<b>vii</b>

<b>8</b>	<b>Mental Health, Relationships &amp; Cognition</b>	197
<b>Part III</b>	<b>Next Steps</b>	235
<b>9</b>	<b>A Way Forward</b>	237
<b>10</b>	<b>Conclusion</b>	291
<b>Index</b>		297