

## For Further Reading

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Eisenstein, Sergei. The Film Sense. Translated and edited by Jay Leyda. New York: Harcourt, Brace & World, 1942

Feigl, Herbert. "The Mental and the Physical" in Minnesota Studies in the Philosophy of Science, Volume II. Edited by Herbert Feigl, Michael Scriven, and Grover Maxwell. Minneapolis: University of Minnesota Press, 1957

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## About the Author



Jesse Yoder received a PhD in philosophy from the University of Massachusetts Amherst in 1984. Since this time, he taught philosophy for ten years as an adjunct professor at the University of Massachusetts Lowell and Lafayette College. He has taught Philosophy of Science, Philosophy and Technology, Introduction to Philosophy, Introduction to Logic, and other philosophy and technical writing courses.

Dr. Yoder has twenty years experience as a technical writer and market research analyst. He has written over 15 computer manuals and more than 30 market studies. Most of the market studies focus on flow, temperature, and other instrumentation topics. In addition, he has published more than 15 articles in industry journals, primarily on flowmeters.

Dr. Yoder serves as Research Director of Flow Research, a company he founded in 1999. The main focus of Flow Research is producing custom and off-the-shelf market studies on instrumentation topics. In addition, Yoder is research new ways to measure flow, using the onsite flowlab at Flow Research.

Yoder is a member of the American Philosophical Association, and is active in the Instrumentation, Systems, and Automation Society (ISA). In 1989, he cofounded the InterChange Conference, a technical writing conference that continues to meet on an annual basis.

This book is the result of more than 30 years of research into the nature of mind, the relation between mind and body, the definition of philosophy, and the meaning of life. It includes a new philosophy called Viewpoint Pluralism that provides a unique path to knowledge about any subject or object, along with practical ideas for applying the philosophy. This book also amplifies on Duonyms, first published in 1988. A duonym is a double word that is made up of two previously existing words, like 'egghead' or 'undervote.' Chapter Five explains the philosophical basis for duonyms, and Chapter Six contains an updated dictionary of duonyms.

Here are some subjects discussed in Shades of Experience:

What is Philosophy?  
Viewpoint Pluralism  
What is Love?  
The Nature of Sensors  
How do Mind and Body Interact?  
What is the Self?  
How to Become Experience-Rich  
The Meaning of Life is Self-Expression  
Circular Geometry

Jesse Yoder's idea of "viewpoint pluralism" is an exciting challenge and a welcome antidote to the widespread assumption that what we should aim for, in our attempts to understand ourselves and the world, is, in Tom Nagel's phrase, "the view from nowhere."

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