



The Universal Sense: How Hearing Shapes the Mind

Seth S. Horowitz, Seth Horowitz

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Every day, we are beset by millions of sounds-ambient ones like the rumble of the train and the hum of air conditioner, as well as more pronounced sounds, such as human speech, music, and sirens. How do we know which sounds should startle us, which should engage us, and which should turn us off?

Why do we often fall asleep on train rides or in the car? Is there really a musical note that can make you sick to your stomach? Why do city folks have trouble sleeping in the country, and vice versa? In this fascinating exploration, research psychologist and sound engineer Seth Horowitz shows how our sense of hearing manipulates the way we think, consume, sleep, and feel.

Starting with the basics of the biology, Horowitz explains why we hear what we hear, and in turn, how we've learned to manipulate sound: into music, commercial jingles, car horns, and modern inventions like cochlear implants, ultrasound scans, and the mosquito ringtone. Combining the best parts of *This is Your Brain on Music* and *The Emotional Brain*, this book gives new insight into what really makes us tick.

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