Why does your brain go negative?

Your ancestors evolved a brain that's good at scanning for evidence of threats.

Whatever turned on the threat chemical (cortisol) in your past paved a neural pathway to turn it on sooner in your future.

We are born more helpless and vulnerable than any other creature, so the first circuit built in your brain is a sense of threat that you are powerless to relieve.

Your brain is designed to protect you from having to touch a hot stove twice.

Going negative can bring social support, which releases the good feeling of oxytocin.

Going negative can give you a sense of superiority, which stimulates the good feeling of serotonin.

Going negative can give you a sense of control, which releases the good feeling of dopamine.

Going negative can get rewards, and the brain builds a pathway whenever the reward chemicals are released.

You can easily end up seeing the world through a negative lens.

But you can rewire yourself to go positive!

The Science of Positivity
Stop Negative Thought Patterns
By Changing Your Brain Chemistry

by Loretta G. Breuning, PhD
author of Habits of a Happy Brain: Retrain your brain to boost your serotonin, dopamine, oxytocin and endorphin levels.