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T-Pattern self-similarity theory and a unifying view of biology and culture: Human behaviour now being the greatest threat to human health and existence**Magnus S. Magnusson***University of Iceland, Reykjavik, Iceland*

Rarely has the role of human behaviour been more striking in creating human problems and now even threatening human existence. Even stunning progress in biomedical research producing (in record time) an effective vaccine against a virus causing a world epidemic is countered by massive religious and political disinformation that CNN calls a virus and a leading cause of death in the US, where a third of the population simply rejects free and easily available vaccination. The scientific study of behaviour as with so much else is notably recent. Only in 1973, a Nobel Prize in Physiology or Medicine was the first time shared between three Ethnologists, Ethology being the biology of behaviour, N. Tinbergen, K. Lorenz, and K. von Frisch. Their work inspired much research in animal and human ethology including this half-century project summed up here resulting in the T-pattern theory of self-similarity uniquely relating proteins and humans and suddenly arising with the advent of writing thousands of years ago, but only very recently visible to humanity, a stunning self-similarity across some eight orders of magnitude, but as unknown to the best human minds as were galaxies to Einstein in 1917. The main steps leading to this view are here shown, from T-pattern detection in interactions between children, animals, and brain neurons to their detection as T-strings in DNA and texts, the essential molecular and textual external memory strings of protein and human mass societies, The widespread existence of T-patterns and T-strings, across such different sizes and organizational levels may help understand their easy access to and addictive influence on human behaviour.

Biography

Magnus S. Magnusson, Ph.D., Emeritus Research Professor, founder, and director of the Human Behaviour Laboratory, University of Iceland. The author of the T-Pattern Self-similarity Theory and the dedicated THEMETM T-Pattern detection and Analysis (TPA) software (PatternVision.com) initially focused on the real-time organization of behaviour. Co-directed the two-year project "DNA analysis with Theme". International conference talks and keynotes in ethology, neuroscience, mathematics, psychiatry, religion, proteomics, A.I., and Nano science. Deputy Director, Anthropology Laboratory, 1983-1988 in the Museum of Mankind, National Museum of Natural History, Paris. Then repeatedly invited Professor at the University of Paris VIII, XIII, and V until 1993. Works in the formalized inter-university collaboration network MASI, between 38 European and American universities initiated in 1995 in the University Rene Descartes, Sorbonne based on "Magnusson's analytical model".