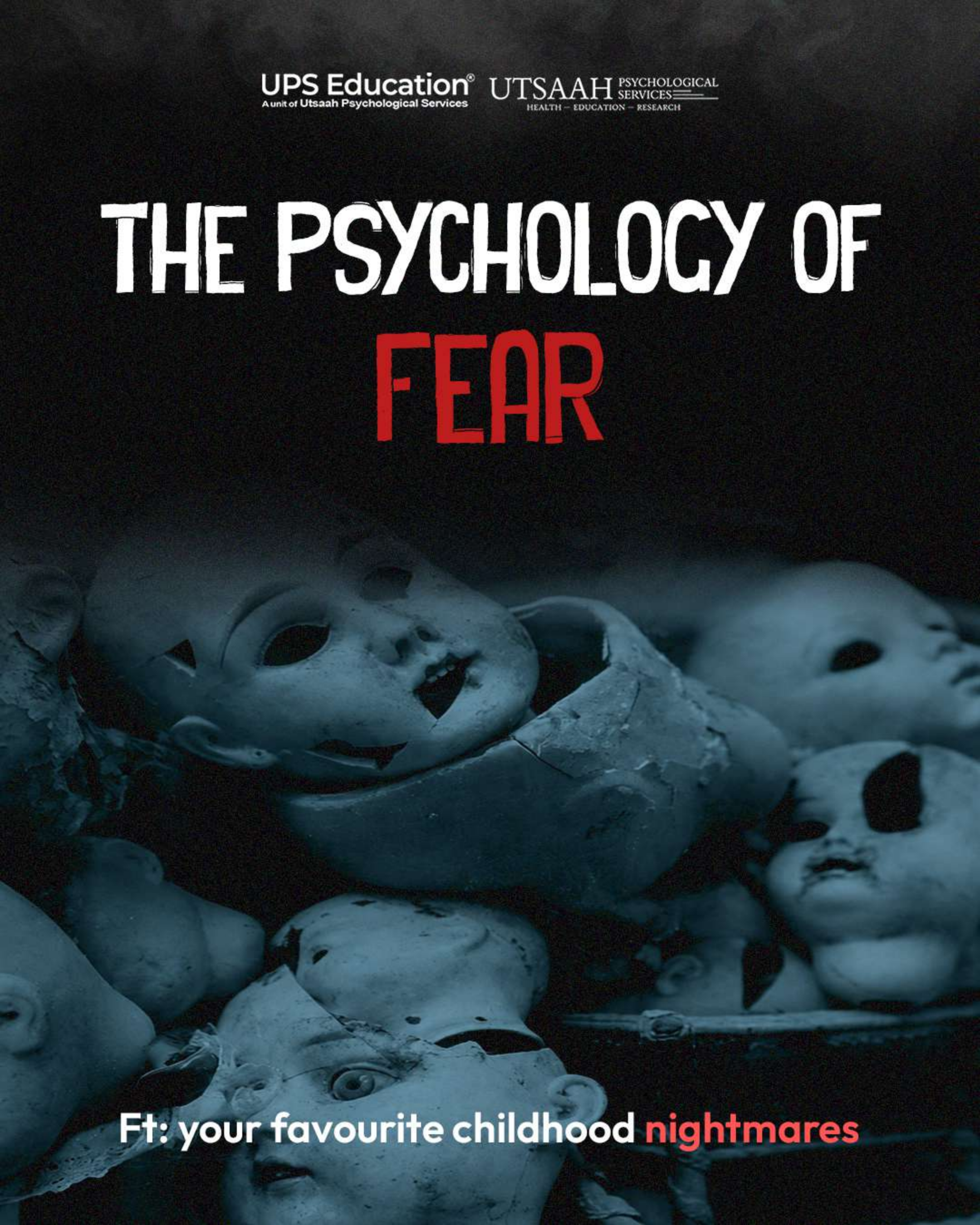
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THE PSYCHOLOGY OF FEAR



Ft: your favourite childhood nightmares

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FEAR IS YOUR BRAIN'S OLDEST SURVIVAL TOOL.

Long before modern life, fear kept our ancestors alive. It helped them avoid predators, poisonous plants, dangerous heights, and unfamiliar threats.

Fear isn't random.
It's a survival system designed to protect you.

So why does that same system react to things like dolls and clowns, things made for children?



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SOMETIMES, YOUR BRAIN CAN'T DECIDE WHAT'S HUMAN.

Your brain is exceptionally good at recognising faces.

But dolls and clowns fall into an uncomfortable middle ground.

They look human, but something feels off.

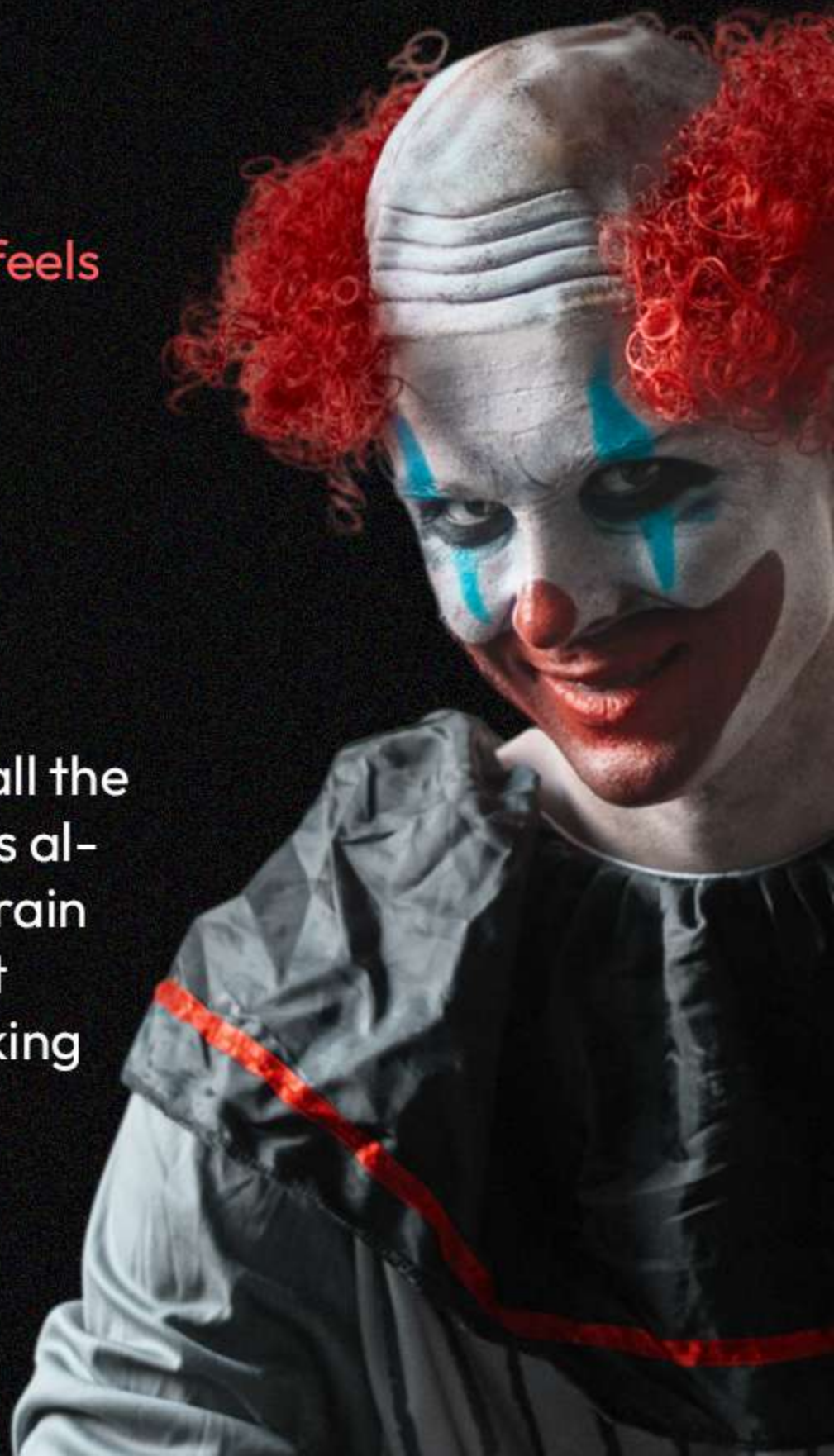
The fixed smile.

The oversized eyes.

The exaggerated makeup.

The unnatural movements.

This creates what psychologists call the uncanny valley. When something is almost human, but not quite, your brain becomes more cautious because it cannot easily predict what it's looking at.



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SOMETIMES, FEAR IS LEARNED.

Not everyone is born afraid of dolls or clowns.

Maybe it was the film you watched when you were eight.

- Or the creepy doll your cousin joked about.
- Or everyone insisting clowns were terrifying before you'd even met one.

Your brain keeps those emotional associations.

Soon, the object itself isn't what feels frightening.

It's everything you've learned to connect it with.



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THE DOLL WAS NEVER THE THREAT.



Our brains evolved to detect danger before it happens.

When something looks almost human and years of experience tell us it's associated with danger, the brain chooses caution over curiosity.

Because in evolution, a false alarm was usually safer than a missed threat.

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