

Dial-A-Hypnotist



The number 1 attraction at the 2010 Shanghai World Expo was Dial-A-Hypnotist, a state-of-the-art audio-only mesmerism interface in the Gondwana Pavilion. A visitor merely dialed the number, keyed in his credit card information, then sat down in a comfortable chair. Soon, a suggestive voice came on the line and, within mere minutes, “hypnotized” the caller. No matter respected members of the cognitive-behavior community pooh-poohed the notion, claiming it was pure hokum, user after user swore that it really worked. Take Bernard, here. Why, he’d be the first to tell you how effective it is ... *if* he could tell you. Which, of course, he can’t because he’s been hypnotized! (Duh.)