



is often quickly ostracized by contemporary canons of Scientism. But, *ceteris paribus*, these invented descriptors can be very useful in conceptualizing and understanding, even if they're external to the palings of science. Memes, qualia and ids are virtual analogues, elements of holophysics. They don't exist in the same way that leptons, photons, and hydrogen exist. And aside from peri-statistics, there's no way they can be deeply investigated, or even properly addressed, by science or scientists.

Though Baudrillard was clear in his paranoid warnings about holophysical generic signifiers fostering the development of dystopian simulacra, the vicarial ontology of