

This chapter is the first part of a representation devoted to the notion of self. The original definition of self was as a subsystem able to remain unentangled under state function reductions associated with subsequent quantum jumps. Everything is consciousness but consciousness can be lost if self develops bound state entanglement during U process so that state function reduction to smaller un-entangled pieces is impossible. A second aspect of self was assumed to be the integration of subsequent quantum jumps to coherent whole giving rise to the experienced flow of time. This view had however problems, which are rather obvious and it seems that new physics is needed.

The TGD based notion of self involves several new physics ingredients. These include Zero Energy Ontology (ZEO), hierarchy of Planck constants labelling a fractal hierarchy of quantum critical systems, and adelic view about quantum physics fusing real and various p-adic physics serving as correlates of cognition to single coherent whole.

Negentropic entanglement is a crucial notion. There exists an infinite hierarchy of number theoretical entropies making sense for rational or even algebraic entanglement probabilities. In this case the entanglement negentropy can be negative so that Negentropy Maximization Principle (NMP) favors generation of negentropic entanglement, which need not be bound state entanglement in standard sense. This leads to the vision that negentropic entanglement defines kind of Akashic records, kind of library storing potentially conscious information becoming conscious in interaction free measurement. Akashic records could define self model as opposed to self. Consistency with standard quantum measurement theory requires that density matrix for negentropic entanglement is projector and thus proportional to unit matrix associated to entanglement matrix characterized by a unitary matrix associated with quantum computation.

What is the precise identification of self allowing to understand both of the above mentioned aspects turned out to be difficult problem. I became aware the solution of the problem in terms of ZEO only rather recently (2014). Self indeed corresponds to a sequence of quantum jumps integrating to single unit, but these quantum jumps correspond to state function reductions to a fixed boundary of CD leaving the corresponding parts of zero energy states invariant. In positive energy ontology these repeated state function reductions would have no effect on the state but in TGD framework there occurs a change for the second boundary and gives rise to the experienced flow of time and its arrow and gives rise to self. The first quantum jump to the opposite boundary corresponds to the act of free will and death of self and its re-incarnation at the opposite boundary CD. Also the arrow of geometric time is changed.

Self is assumed to experience sub-selves as mental images identifiable as $\langle \text{averages} \rangle$ of their mental images. This implies the notion of ageing of mental images as being due to the growth of ensemble entropy as the ensemble sub-sub-selves increases.

The sub-selves of two unentangled selves can entangle although selves remain unentangled. This is possible by the modification of the subsystem concept forced by the p-adic length scale cutoff. The entanglement of sub-selves means fusion and sharing of mental images providing a universal telepathy like quantum communication mechanism and presumably making possible both molecular, cellular, and human societies.