

Many researchers suppose that the forward direction of time as a consequence of *increasing* entropy. But the human brain, including the human brain with memories, and life in general, are regarded as pockets of *decreasing* entropy, so as to accommodate the continual addition of memories and abilities. But then humans and life in general should see time going 'backward' in some sense. But we do not. Therefore, time is not entropic in origin.

The purpose of this note is to bring attention to this idea.

Acknowledgments

I would like to thank an anonymous writer on the internet for a peripatetic version of this argument.