Some people believe something to the very bottom of their soul. They would gladly give their life to further it. They would gladly sacrifice others to further it. They think about it every moment they're awake. They dream about it when they sleep. Every thought and action is like respiration to them. Every faculty of mind and body acts in coordination with it. It is the essence and ground of their being. Their every perception, visual or auditory or gustatory or tactile, permits no deviation from it. They are imbued with the spirit of absolute certainty. As they look up to the day or night sky, they feel a oneness with nature, with themselves. Their belief has enabled them to achieve that most rare occurrence, a personality without inner contradiction or conflict. They are unambivalently and unambiguously committed to a degree no amount of hyperbole can express. And still...

they're wrong!