

## CC10 Inspire his audience, 8-10 min - Biases View, May 25, 2016

The flight MH370 disappearance launched many questions and unexpected answers. Because the value of information is not of their verification, as the plane is missing, but of their cognitive biases.

### The mere exposure bias

How do we judge on the basis of true and false informations ?

There is a page with false **extenuating** and another page with false **aggravating**.

|   |  |
|---|--|
| <b>The accused received his degrees with honors</b><br>The accused insurance is over soon<br><b>The accused has a family to support</b><br><b>The accused is known in the associations</b><br>The accused did not have his belt<br>The accused did not have his license<br>The accused stopped on the order of a policeman<br><b>The accused has a blog on the dedication</b> | <b>The accused was confused in his explanations</b><br><b>The accused failed to take off his hat</b><br>The accused insurance is over soon<br><b>The accused is quoted in the news stories</b><br><b>The accused ignored letters</b><br>The accused did not have his belt<br>The accused did not have his license<br>The accused arrested on the orders of a policeman |
|---|--|

True informations are written only in black on these pages.

First result : the judgment will be more severe with the page of false aggravating, even if marked in red.

If a distraction is added, then aggravating false informations will be the best remembered.

This explains the saying: "Disparage, it will remain something"

Second result : the conviction often precedes verification.

### The bias of conjunction

How do we feel about incomplete informations ?

Alice is has achieved long studies, militated left and campaigned against racism.

Is she now :

1 / A bank clerck

or 2 / A bank clerck and a feminist

First result : the second choice is more accurate and therefore more rare ... but quickly accepted !

If a fact A is uncertain to 75%, and another fact B is uncertain 10%, the combination of A and B made them less uncertain!

Second result : the avalanche of uncertain events, or irrelevant, creates more noise than a verified fact.

### The bias of intentionality

How do we memorize explanations ?

Let tell the stories of 10 arson fires and 10 involuntary fires.

First result : the best remembered will be the arson fires.

The intentionality we need to explain, hence the fact that a plane crash is often over-interpreted.

While an overloaded plane crash has just demonstrated the need to review... the measure of the average passenger weight.

Second result : dramatic account of the facts is stronger than their logic.

### The confirmation bias

How do we define rules ?

Let be groups of 3 numbers, such as "1, 2, 5" offered to participants, which complete them by their group and explain their rule if their group is valid.

First result : participants rules are complex and they do not offer against-examples with invalid groups.

Self-validation, or the rejection of contradiction, leads to disproportions, such as wind turbines that

would slow the Earth.

Second result : the proposed rules do not have limits.

The adage is "Taller is, the more it goes"

Biases confirm that curiosity has poor vision when it serves to show without proof.

*Speech to Lutèce75 club.*

*Title.* Biases View

*Evaluation by* Mouez *Date :* 25/05/16

*Topic suitable for the occasion:* Excellent

*Perception expectations and feelings of the audience :* Satisfactory

*Energy, insurance, positive :* Satisfactory

*Stories, anecdotes, quotations :* Excellent

*Images strong :* Satisfactory

*Body language :* Needs improvement

*Inspiration and motivation of auditors :* Satisfactory

*How to improve the speech :* Work more body language, do more repetitions; avoid long and difficult words to pronounce

*The successes of the speech :* Logic, reasoning that is used to manage to convince us to never trust the stereotypes and always think logically.

### 16 Written evaluations

Successes: interesting (x 11, original), instructive (x 7), gestures (x 4), captures the attention (x 2), interaction (x 2), stories (x 6 examples), mastery (x 3), personal development (x 2, enriching), avoids assumptions, inspiring, without notes, without hesitation, voice (x 2), smile, structured, humor, breaks

To improve: low visibility of first example (x2, without slide), conclusion (x 3, objective), little emotion, sometimes complex (x 3), use of space (x 2), limits set = informative speech (x 2), speak up