

INTERSECT



We Don't Think
How We Think
We Think

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HOW DO WE THINK WE THINK?



INTERSECT

DELUXE





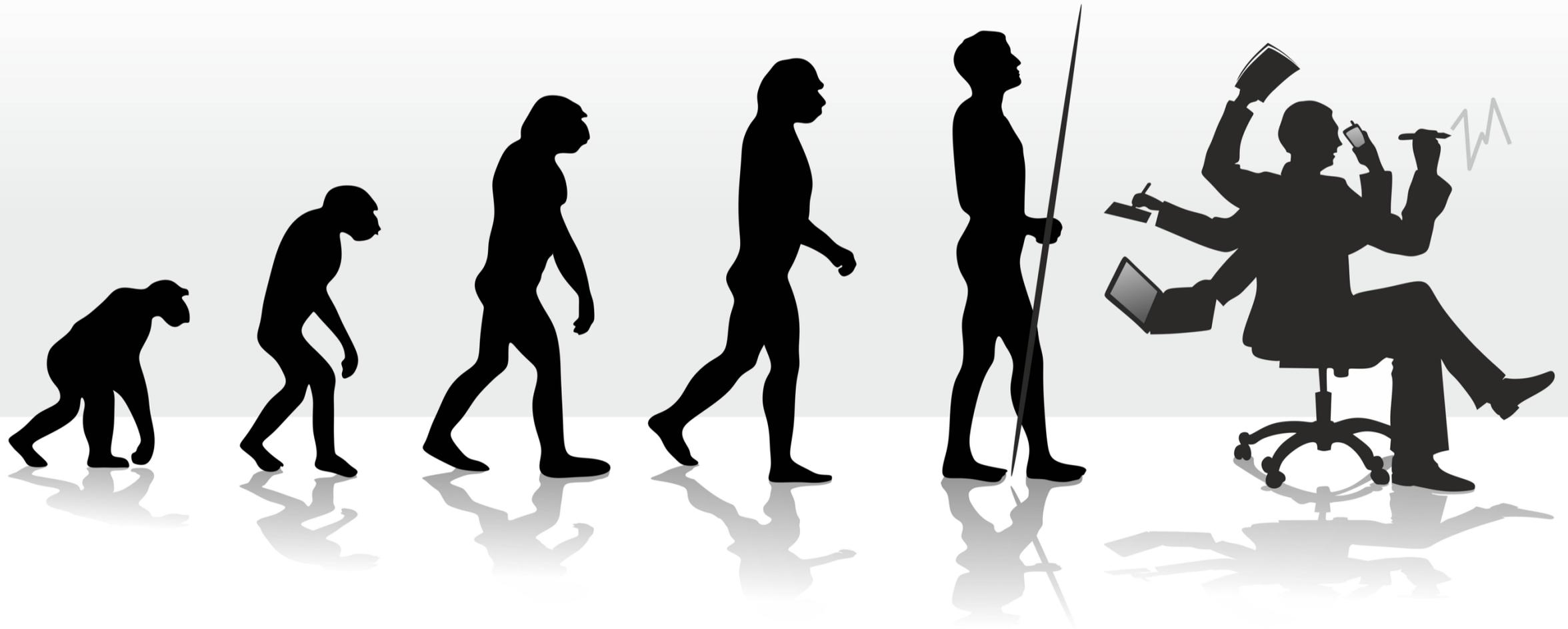
HOW DO WE REALLY THINK?

We have two brains.

Primitive (the elephant): fast, automatic, intuitive, emotional, concerned with survival

Executive (the rider): slower, conscious, analytical, distractible, concerned with truth









**BUT WAIT...
THERE'S MORE.**



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**WE DETECT PATTERNS...
EVEN WHEN THEY'RE NOT
REALLY THERE.**



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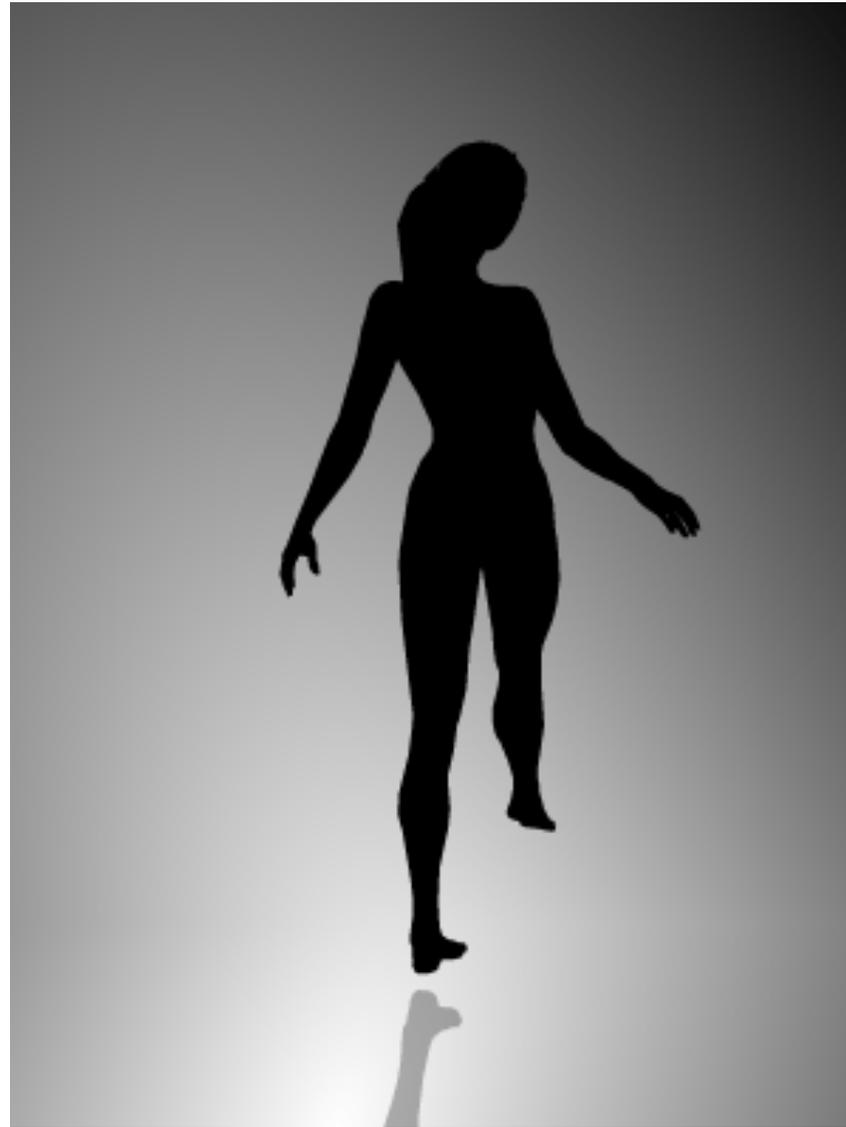




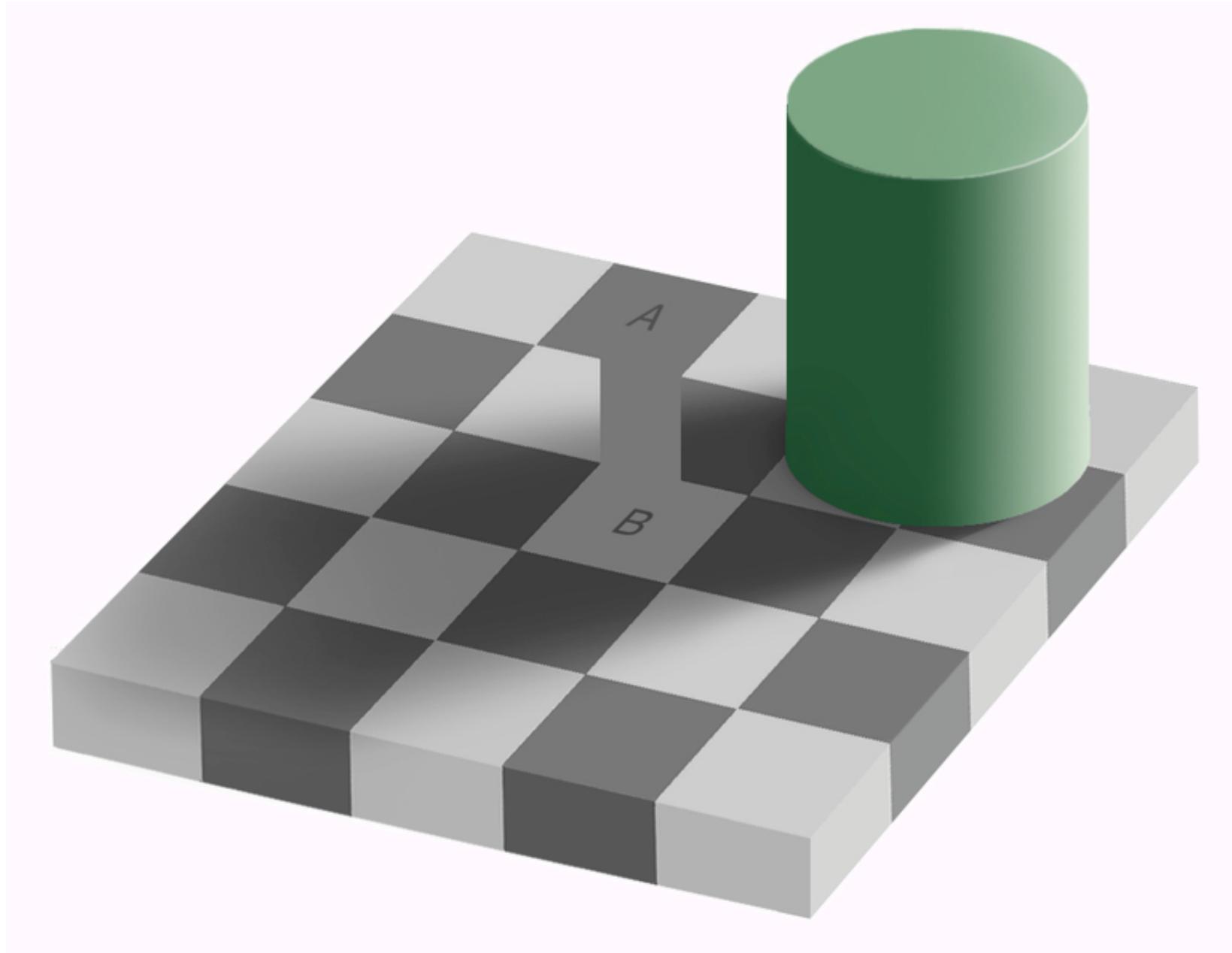
**SOMETIMES,
WHAT WE SENSE
LEADS TO MULTIPLE
CONTRADICTORY
INTERPRETATIONS.**







**AND THEN WE SEE THINGS
THAT JUST AREN'T TRUE.**



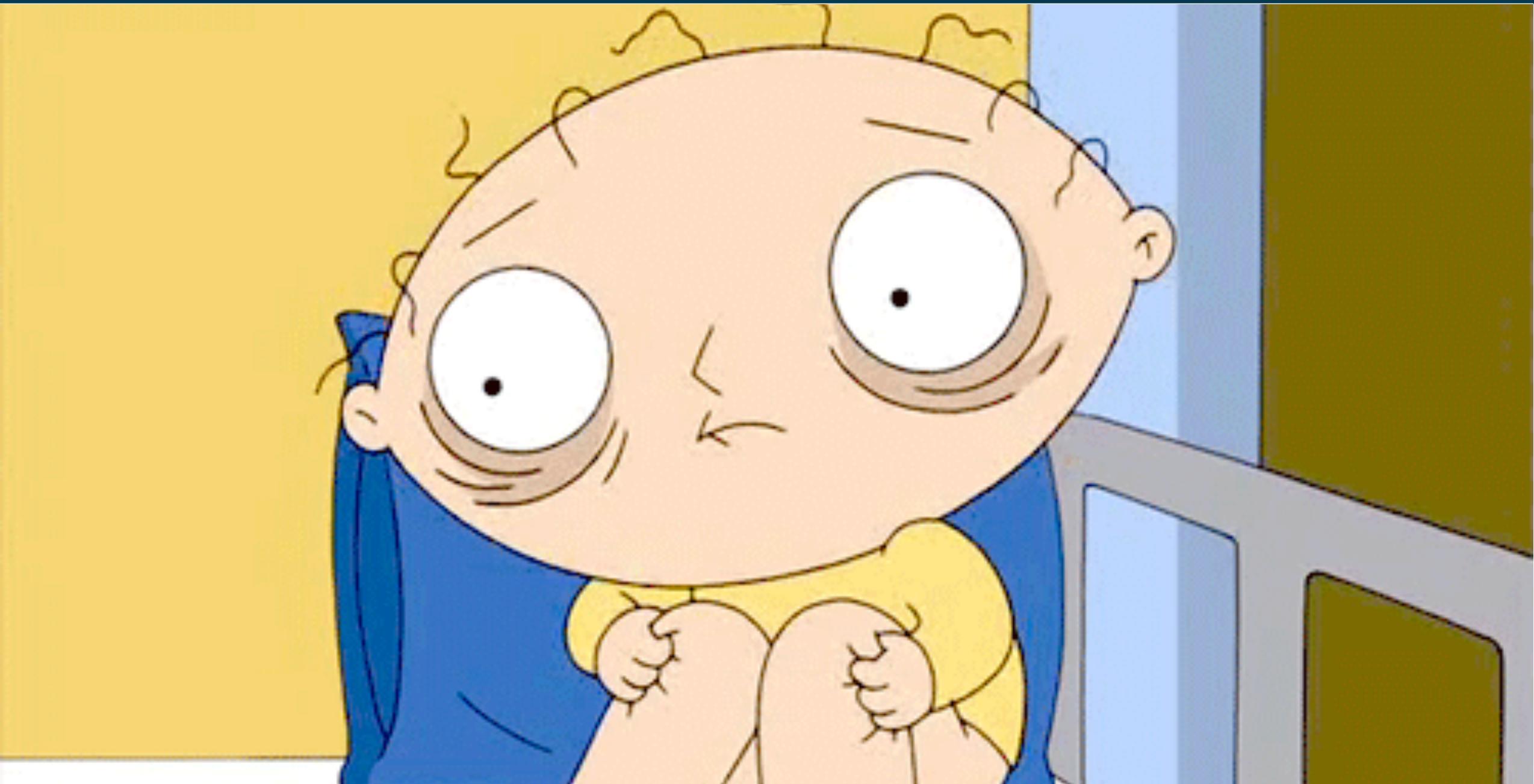


**THEN TO TOP IT OFF,
WE IGNORE THE VAST
MAJORITY OF
THE SENSORY DATA
THAT WE TAKE IN.**

Awareness Test

To recap:

**YOU HAVE TWO BRAINS,
YOU CAN'T TRUST YOUR SENSES,
AND THERE'S NOTHING
YOU CAN DO TO CHANGE THAT.**



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**HARNESS YOUR BRAIN'S
PATTERN-RECOGNITION
SUPERPOWERS.**

Framing Bias



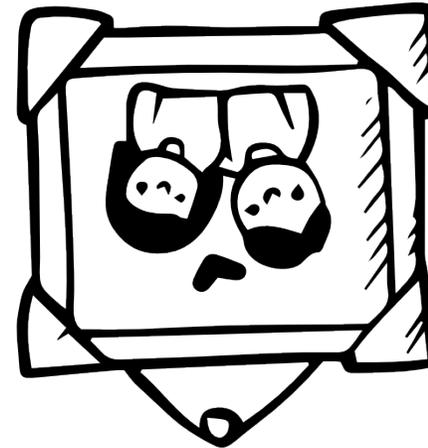
600 Sick People

Framing	Treatment A	Treatment B	Results
Positive	Saves 200 lives	A 33% chance of saving all 600 people, 66% possibility of saving no one.	72% chose treatment A
Negative	400 people will die	A 33% chance that no people will die, 66% probability that all 600 will die.	78% chose treatment B

Countering Framing Bias



Acknowledge
the frame



Actively flip
the frame

Availability Bias

If a random word is taken from an English text,
is it more likely that the word starts with a K,
or that K is the third letter?

Countering Availability Bias



Don't settle for easy data;
seek out the best info.

Anchoring Bias



Roulette and African Nations in the UN

Roulette wheel ends on...	Respondents guessed...
10	25% lower
65	65% higher

Countering Anchoring Bias



Halo (or Horns) Effect



Overconfidence Bias

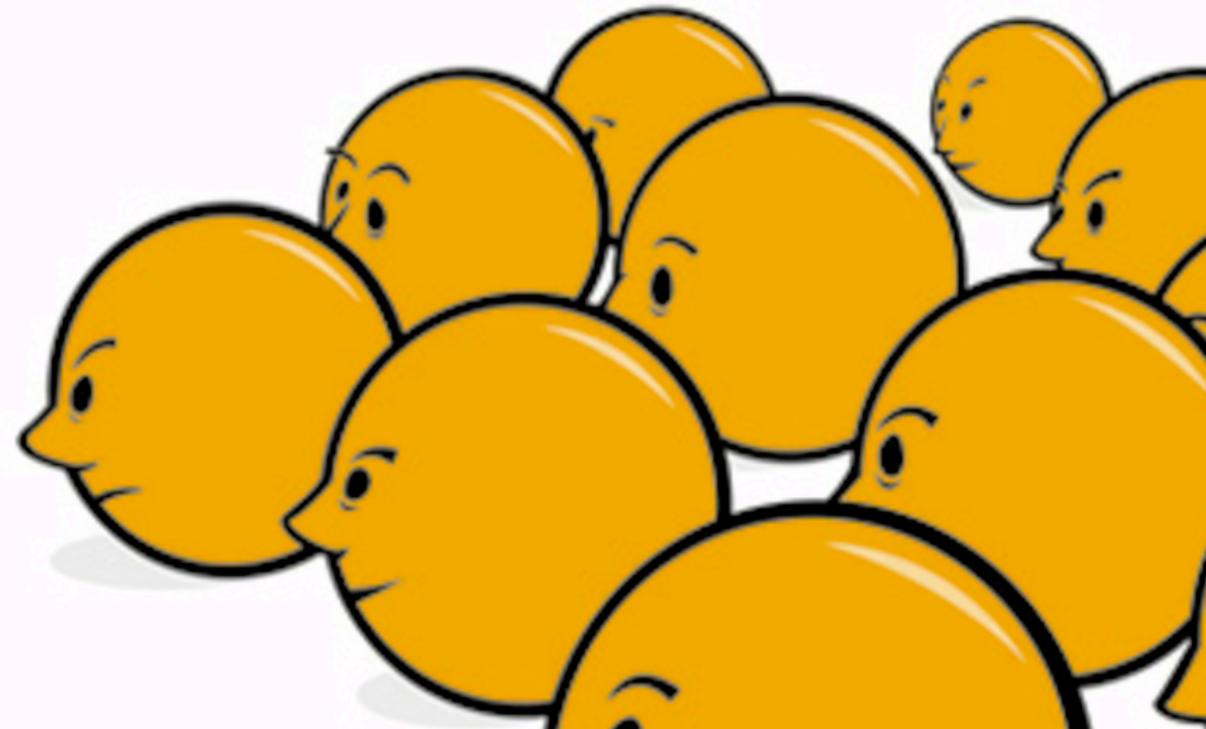
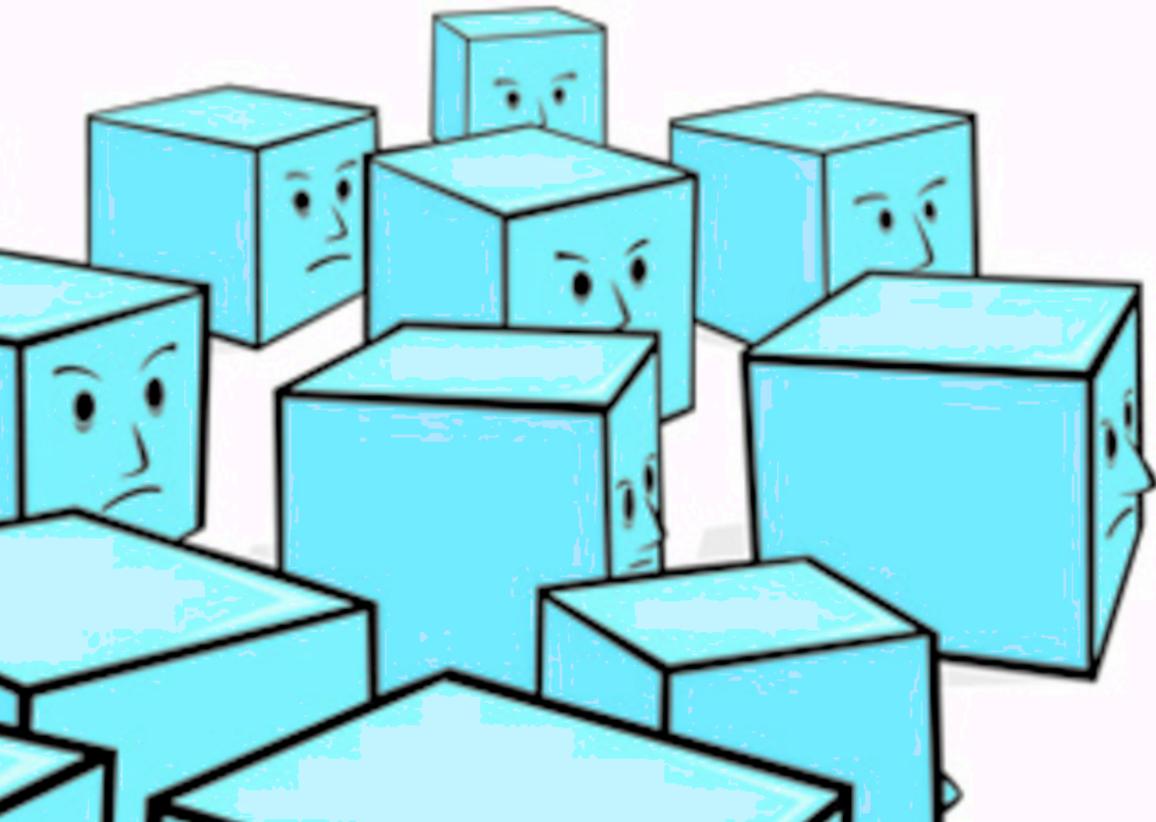


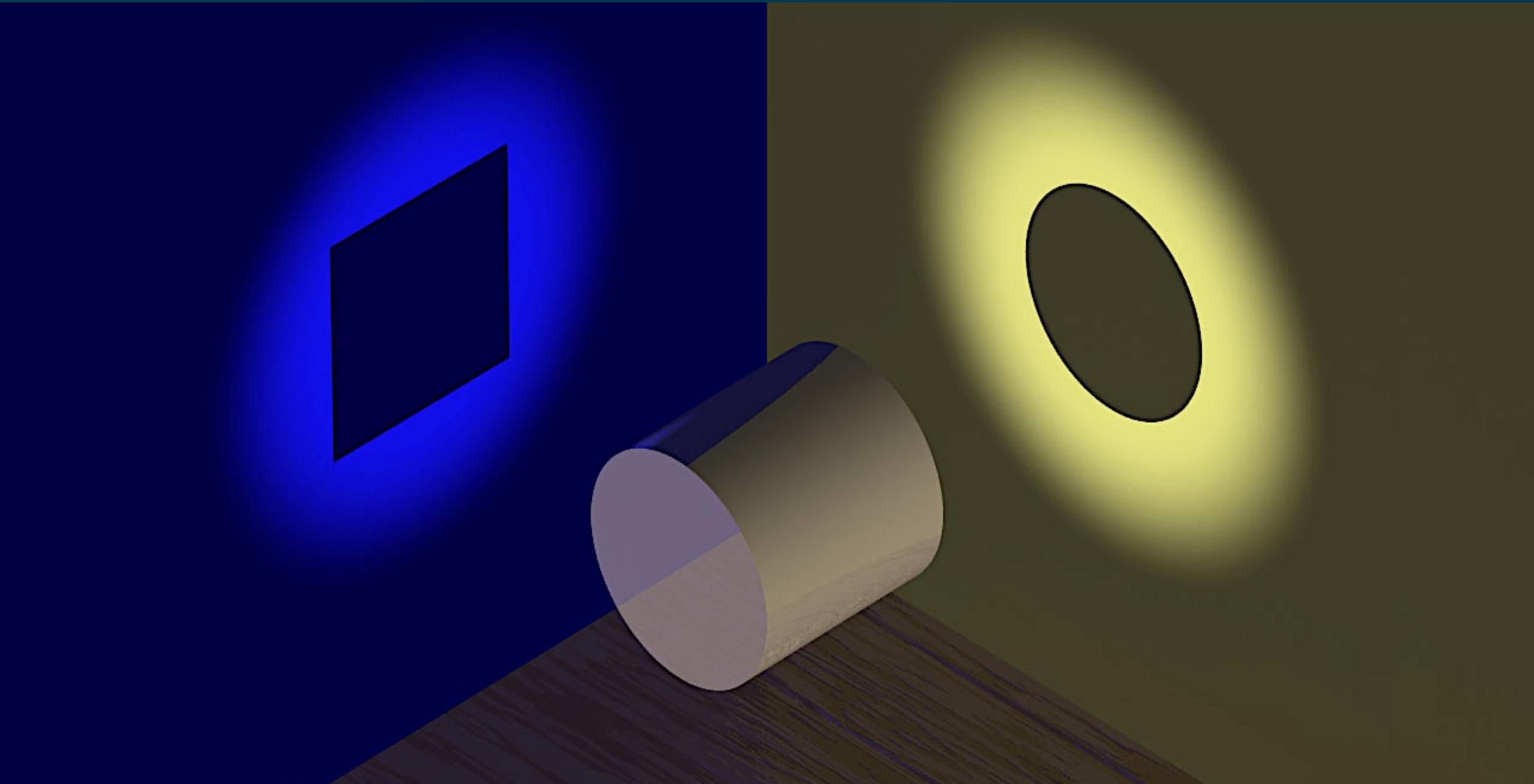
Correspondence Bias



**THAT'S ONLY A FEW EXAMPLES
OF THE COGNITIVE BIASES
RESEARCHERS HAVE IDENTIFIED.**

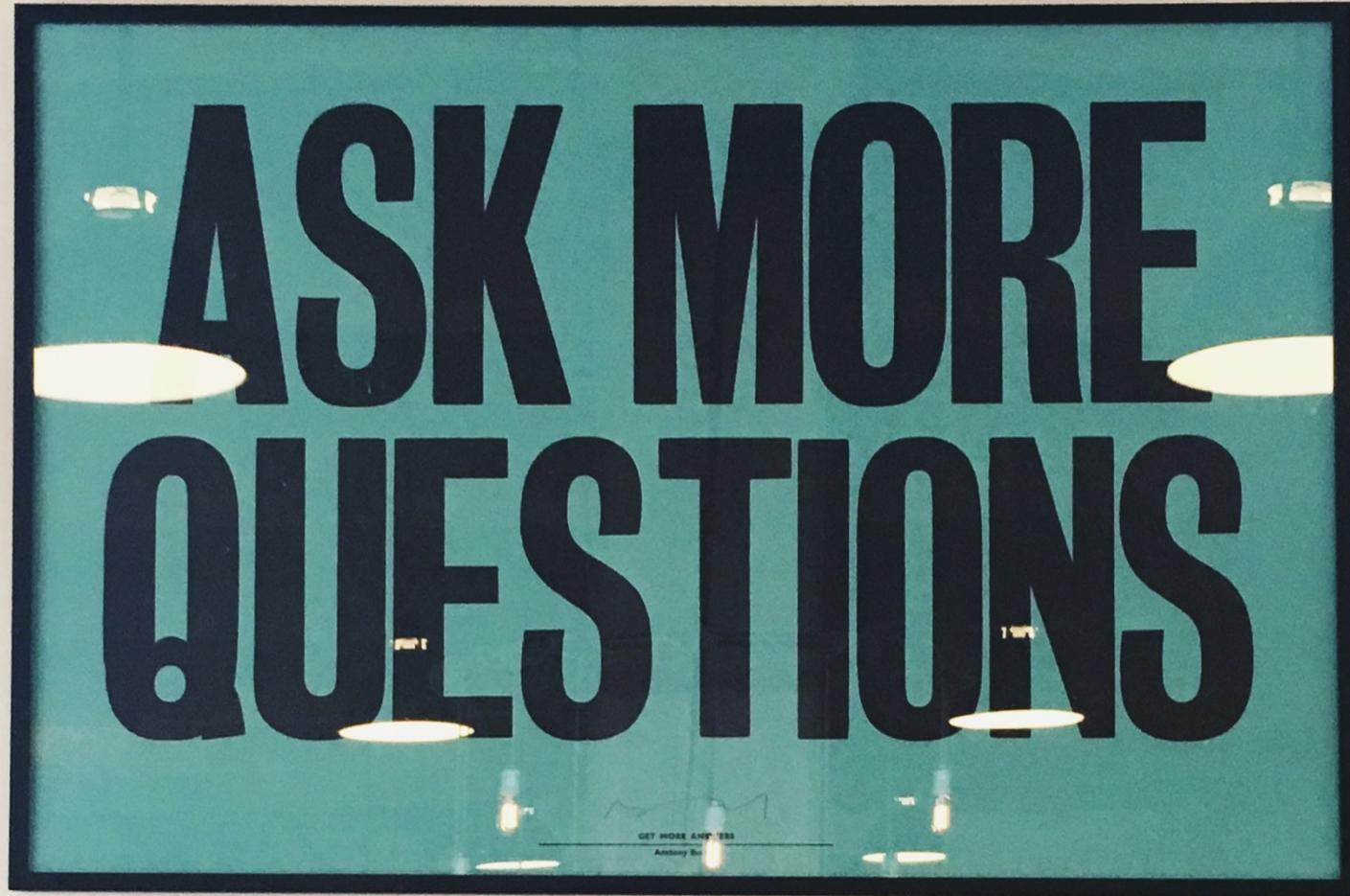
**FASCINATING.
BUT DOES IT REALLY MATTER?**





Until you make
the unconscious conscious,
it will direct your life
and you will call it fate.

—
CARL GUSTAV JUNG



THANK YOU!

Will Sansbury

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