exploiting brain vulnerabilities:
chaotic good at scale
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armageddon
present day
“truth”
in my day job

i am a consultant
in a previous life
“To date no adverse health effects have been established as being caused by mobile phone use”
the overton window
The "window"

Shifts as society dictates.
repetition creates calibration to a new normal
Andrew, 33
Freo local
I use cloth nappies
I eat wholefoods
and
I immunise

FIND OUT WHY: facebook

immunise.org.au

Immunisation Alliance WA
in-group bias
but what if they just won’t?
when all contact is negative

people opt out
a fact that is never spoken barely exists
tech problems are about humans
change is uncomfortable
change you didn’t choose is particularly uncomfortable
change happens with feelings
how to change someone’s feelings:

1. be nice
2. ????
3. profit
trying to change people’s minds sets me as an enemy
how do we change people’s minds?

we change their feelings
change = conflict = feelings
“should”

“no”

“you”
becoming part of the group
let people get to know me
positive associations
finding an advocate for my cause within the group
small group conversations
open questions
“tell me more”
“What do you think about..?”
listening
people only do things that make sense to them
some hard things are harder than others
being right
vs
having a good relationship
if i want someone else to solve my problem

i need to reframe it as their problem
tech problems are human problems
Armageddon has never yet been solved with technology.

• climate change https://www.flickr.com/photos/thawt/

• i immunise http://www.i.immunise.org.au/


• immunisation programs evaluation https://www.ncbi.nlm.nih.gov/pubmed/26458802

• overton window https://infogalactic.com/info/Overton_window

• moving the overton window http://www.realcasestories.com/2016/02/overton-window-window-of-acceptable.html

• good omens https://www.joe.ie/movies-tv/good-omens-trailer-660917
in summary...

- tech is largely a human problem
- human brains are vulnerable to being hacked
- hacking brains is chaotic but largely reliable
- learn to hack yourself and others
thank you

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