



ADELAIDE
CONNECTED

Speaker 2

Humans, performance and sustainability: How can we separate the Science from the 'Sell'



Dr Travis Kemp

We are currently witnessing a global attack on Science, evidence-based decision making and empirical knowledge by political parties, the media industry and social media platforms. Pseudo-science and conspiracy-theories now confound our understanding of the facts and truth.

How did this come to be and where do we go from here?

This presentation will illuminate the evidence that Behavioural Science provides about how humans think, behave and perform and how a progressively de-regulated media industry has confused us about what is 'sellable' and what is 'sustainable'.



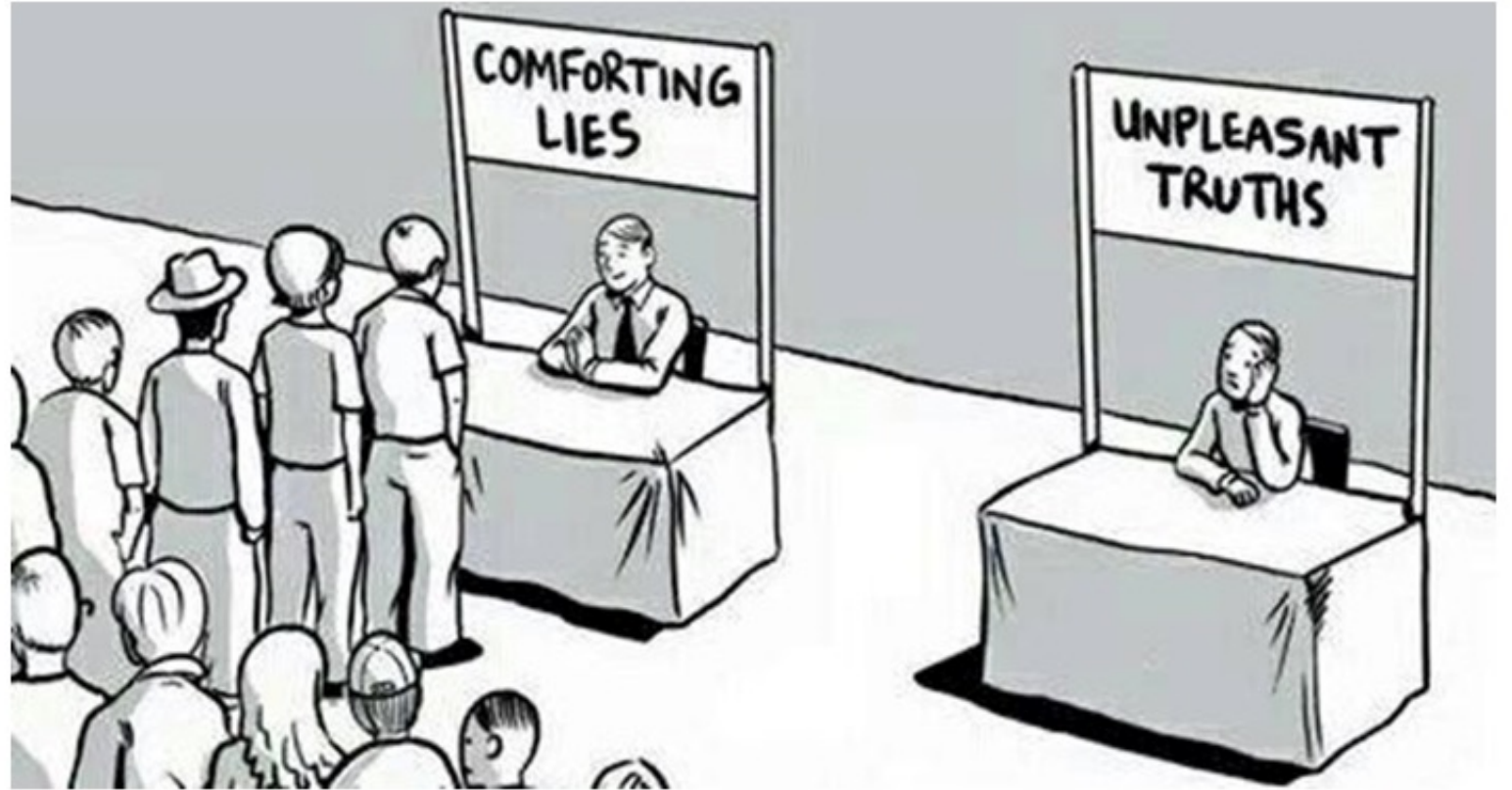
Humans, performance and sustainability: How can we separate the *Science* from the *Sell*?

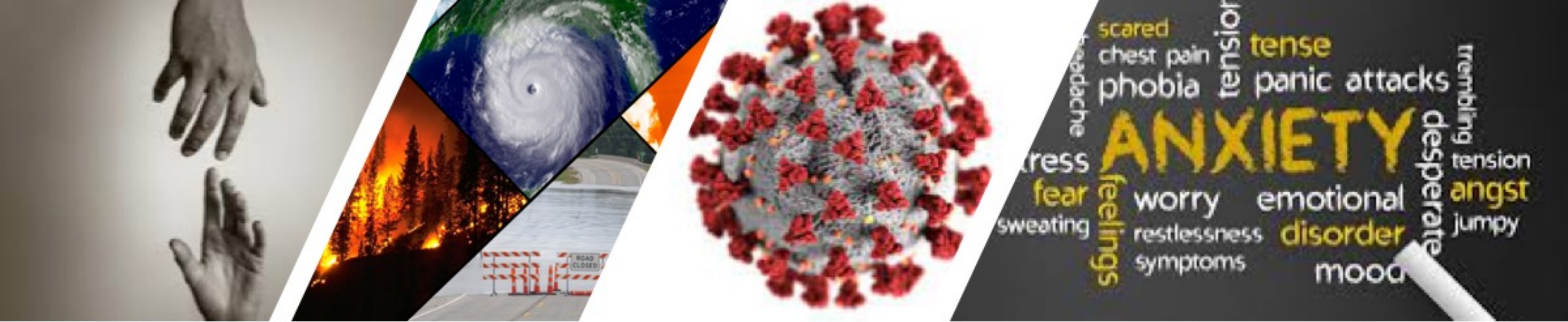
Dr. Travis Kemp FAICD, FIML, FAPS, FCOP, FCPHR,
HonVPISCP(Accred.)

Consultant Organisational Psychologist, Advisor & Adjunct
Professor, UniSA Business, University of South Australia

I'm biased...

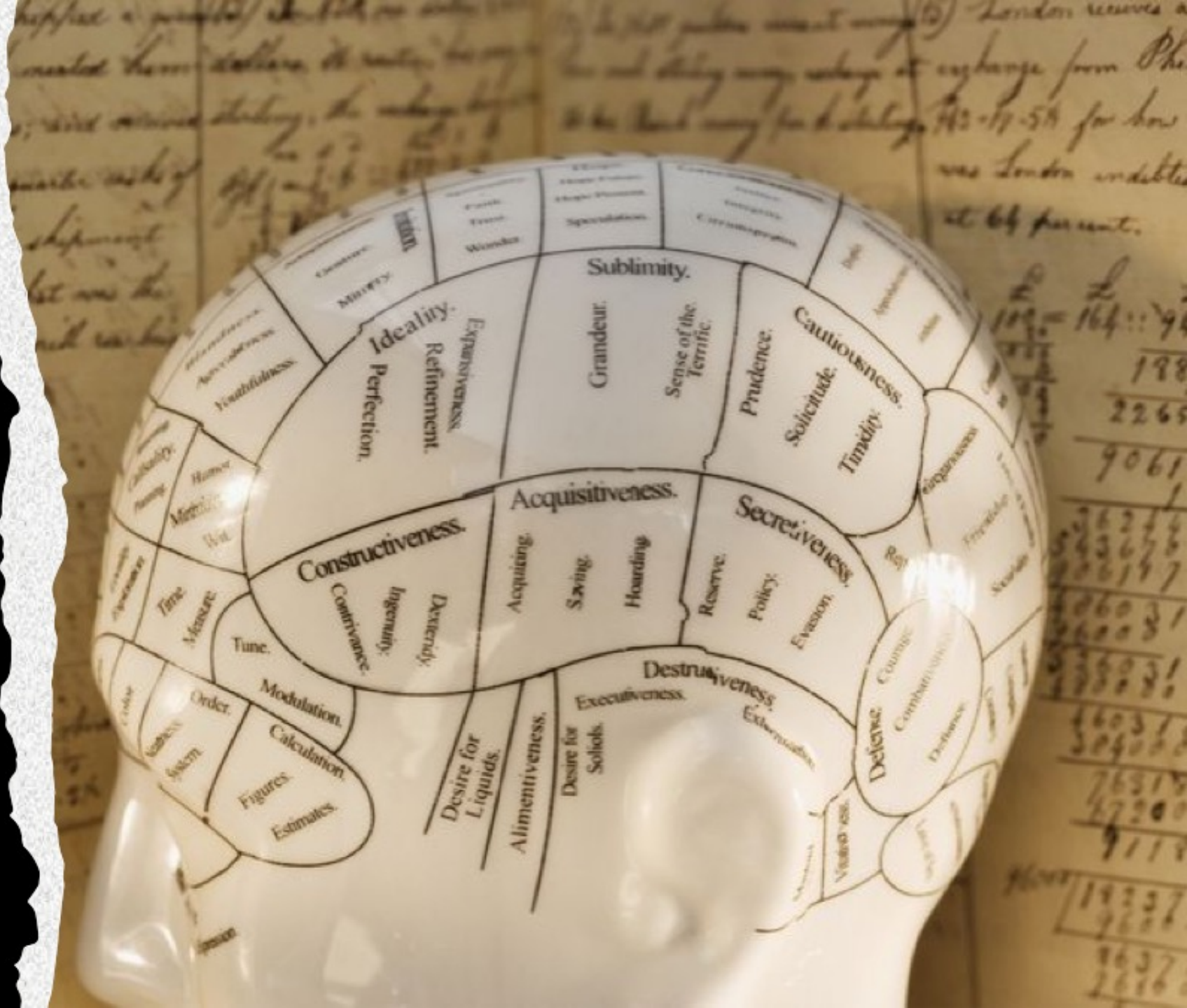
I'm a
Scientist





Which
Pandemic?

Not everything
that looks like
Science, is
Science



Not all Scientific
Evidence is
created equal





And no,
this
doesn't
make you
one either

Google

Google Search

I'm Feeling Lucky

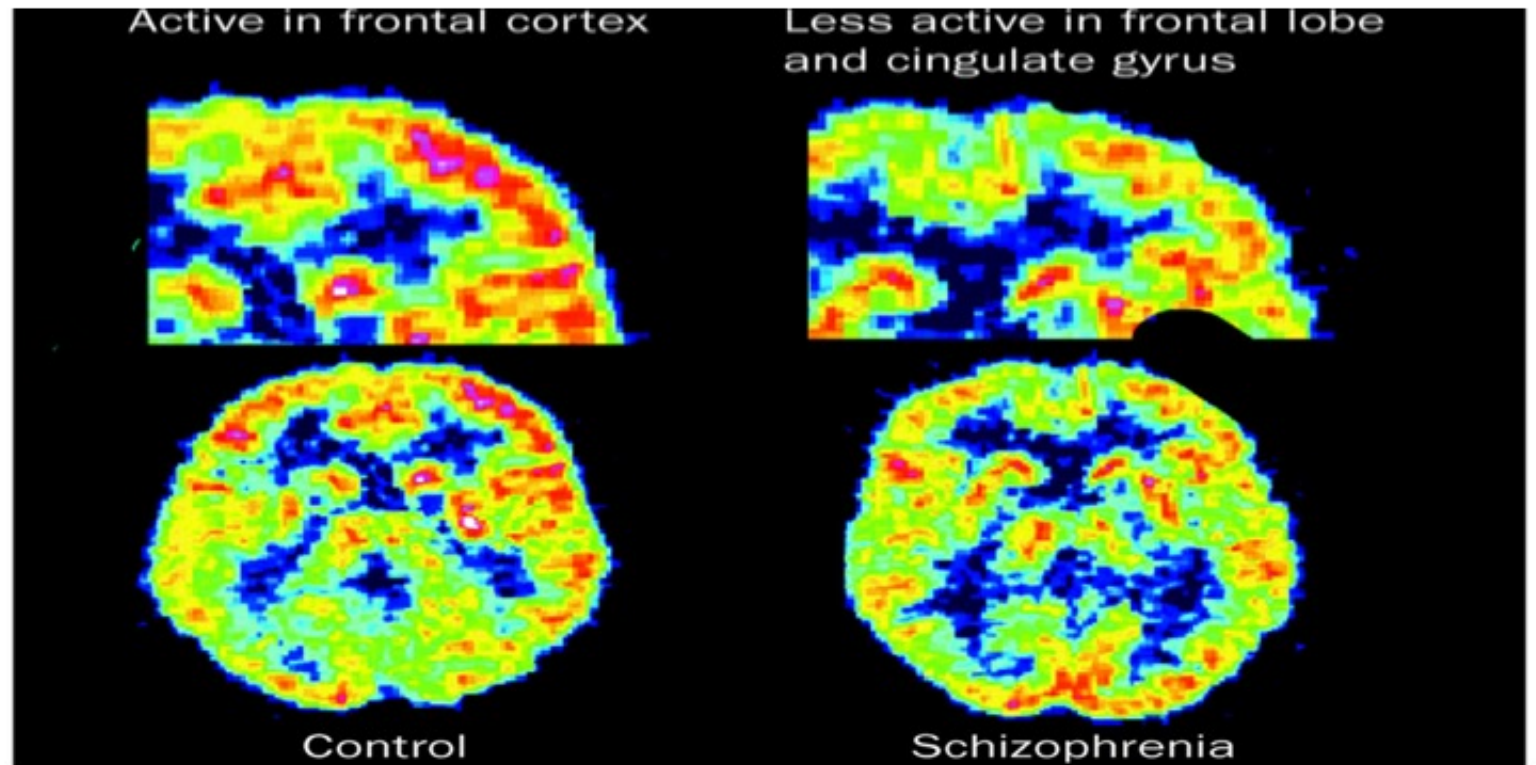
**Not all
“Experts”
are Expert**

**I'M NO EXPERT
ON COVID-19**



**BUT THIS IS
THE CURE**

Interpreting
Complex
Data is
Complex



.....

Depression as a *protective adaption*

Clinging to unattainable goals is linked to the onset of depression

Depression serves as an *adaptive* function to unattainable goals

- Koppe, K. & Rothermund, K. (2017) Let it go: Depression facilitates disengagement from unattainable goals. *Journal of Behavioural & Experimental Psychiatry*, 54, pp 278-284.



COGNITIVE BIAS CODEX

What Should We Remember?

We favor simple-looking options and complete information over complex, ambiguous options

To avoid mistakes, I'm to preserve autonomy, group status, and avoid irreversible decisions

To get things done, we tend to complete things we've invested time & energy in

To stay focused, we favor the immediate, reliable thing in front of us

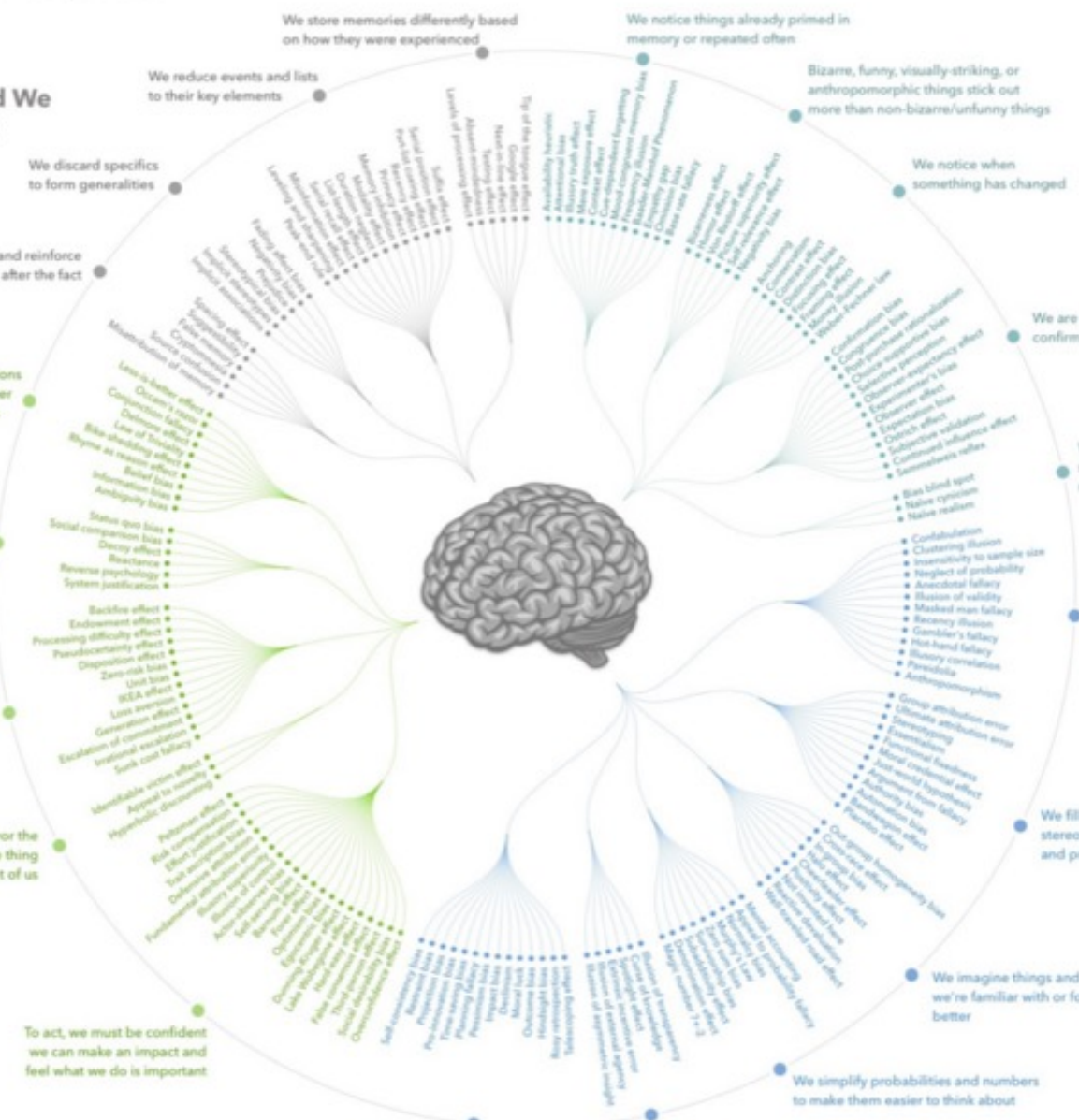
We Need To Act Fast

To act, we must be confident we can make an impact and feel what we do is important

Thematic Design: John Manoogian III

Organization: Buster Benson

Cognitive Biases: Wikipedia



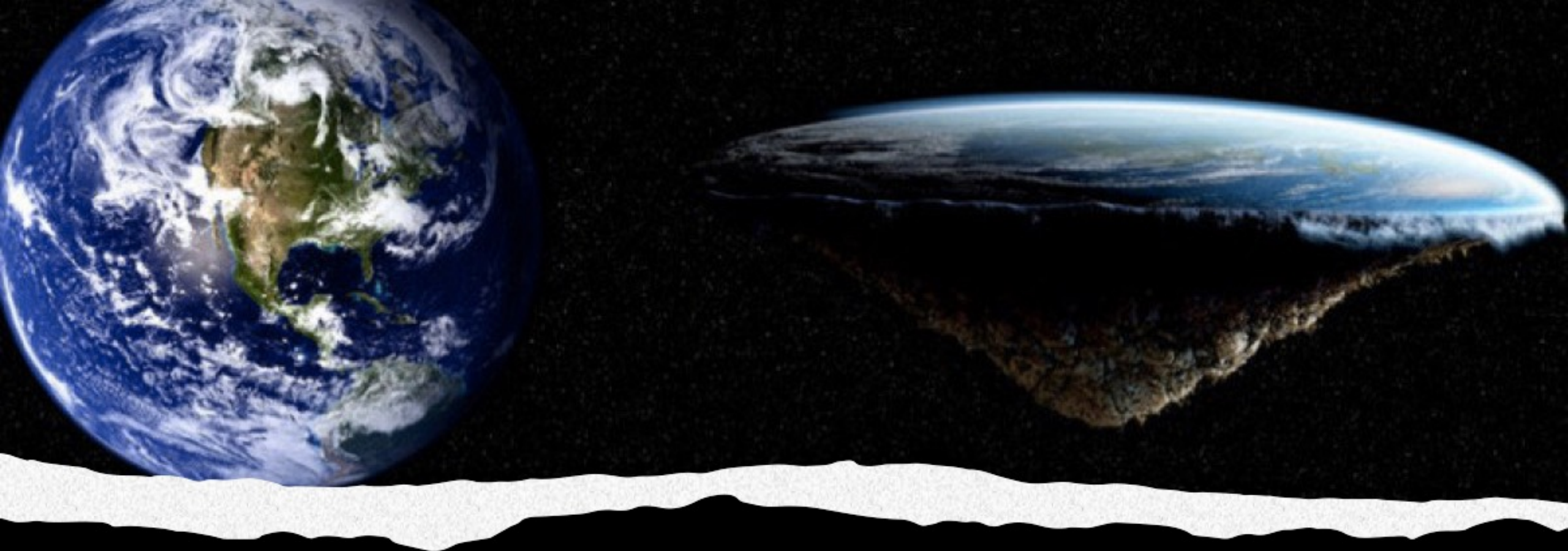
Fortunately, we have an enormous amount of excellent data that tells us how Humans think, behave, feel and see the world.

Too Much information

Not Enough Meaning

Humans see
what they
choose to see...
(even when it's
not there)





And we *believe* what we *choose* to believe
(even when the evidence is unequivocal)

A couple of really important ones to remember

We tend to search for evidence that confirms our beliefs about people and situations

(confirmation bias)

We tend to persevere with these beliefs even when there is contradictory evidence

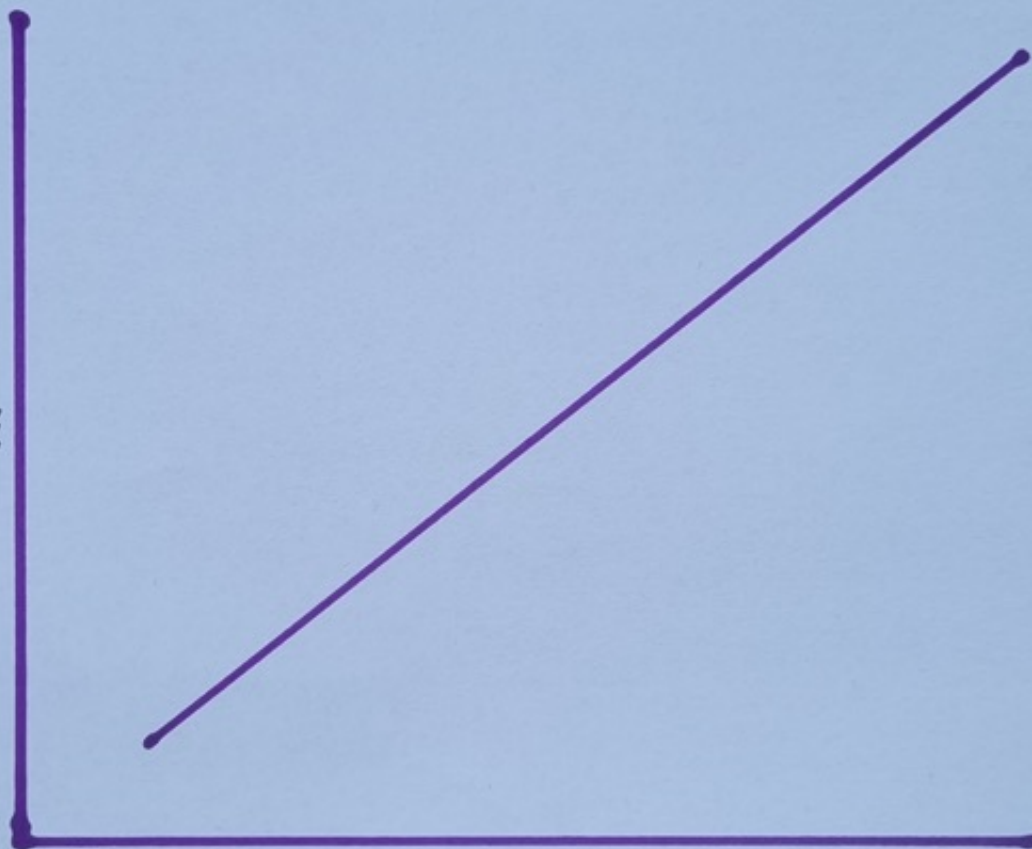
(belief perseverance)



*"...the myth was perpetuated by a 1958 Disney documentary called **White Wilderness**, in which the filmmakers manually ran a pack of lemmings off of a cliff to make for good television."*

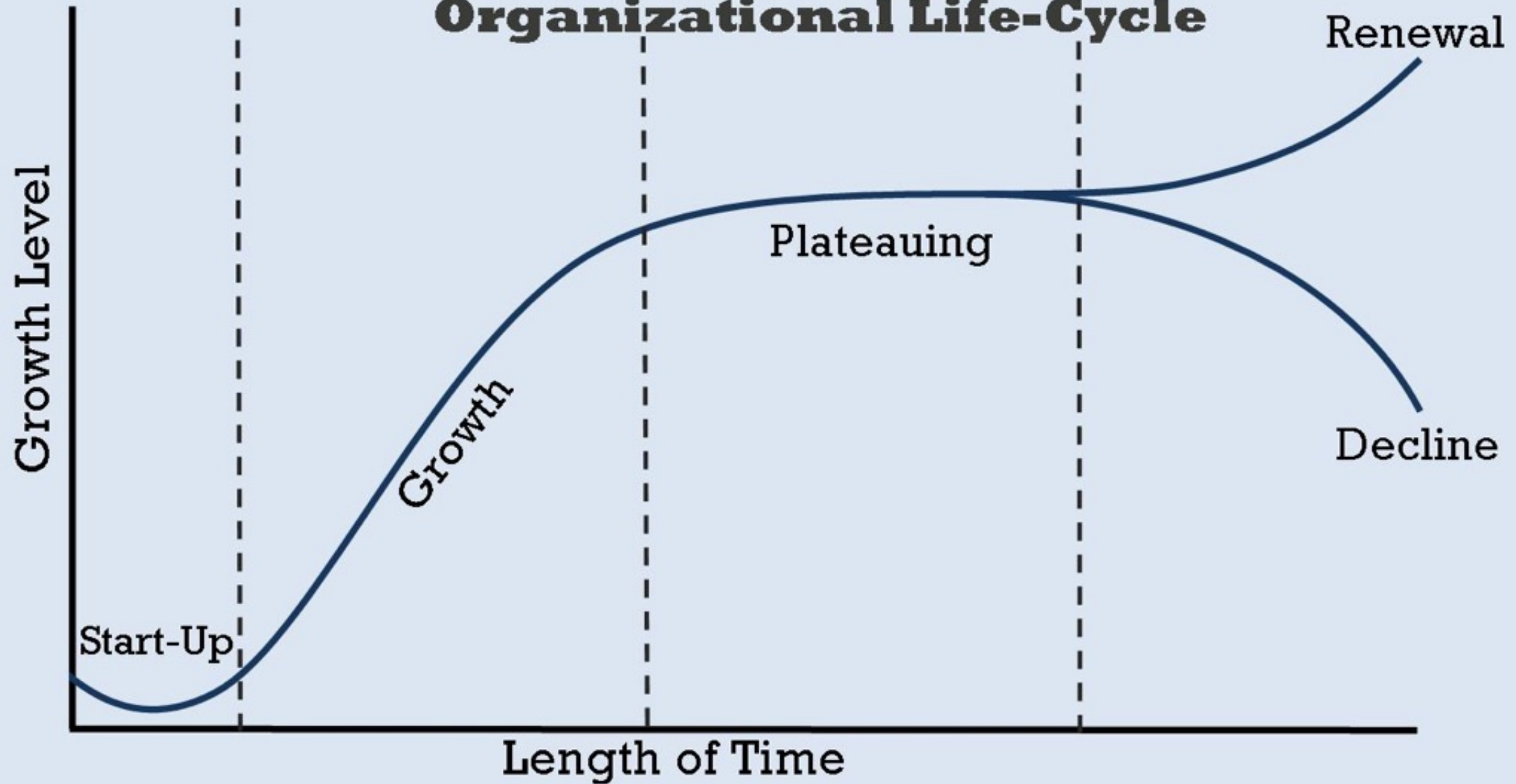
BELIEF

PERFORMANCE

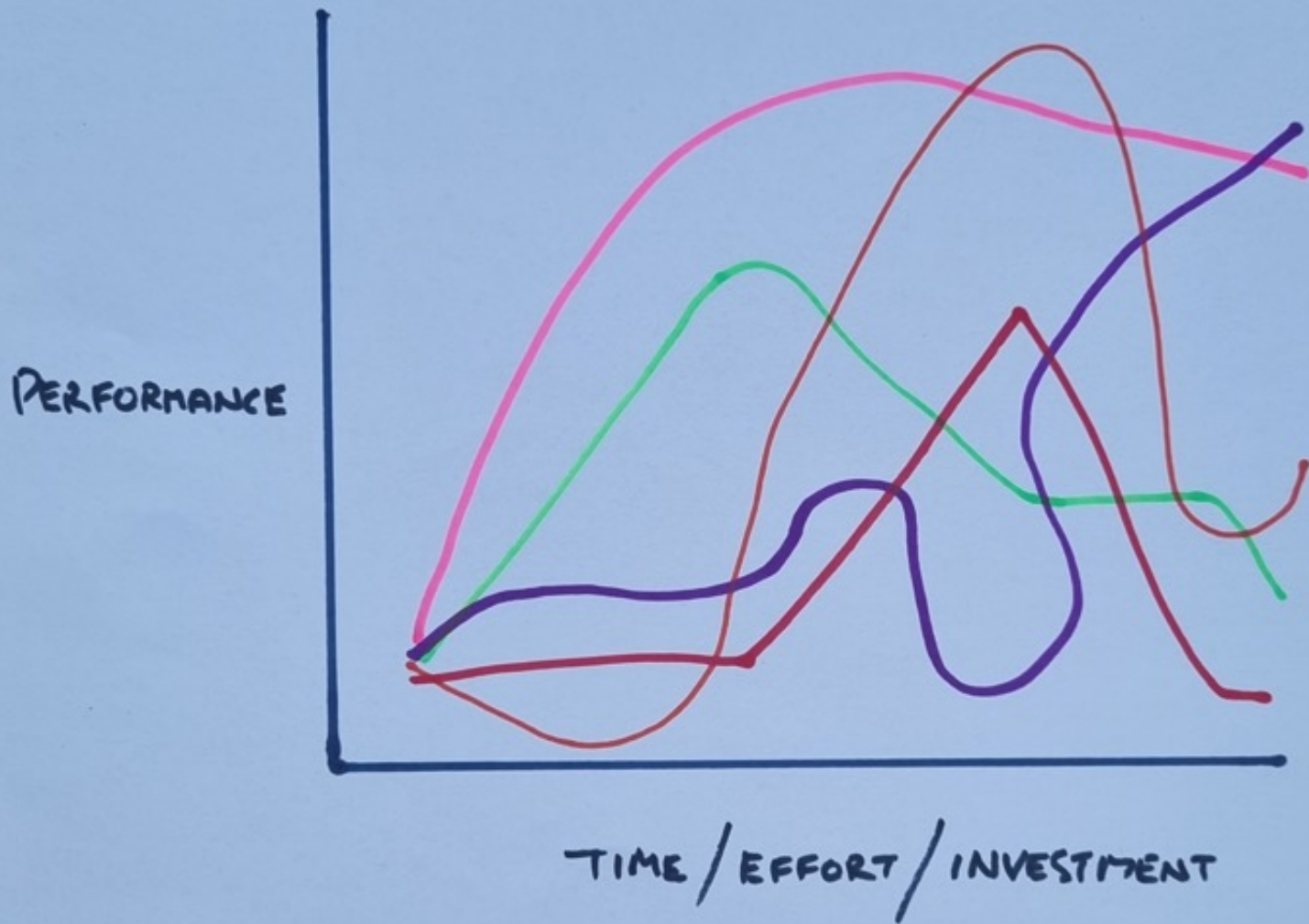


TIME / EFFORT / INVESTMENT

Organizational Life-Cycle



EVIDENCE





**NOW
PANIC
AND
FREAK
OUT**

How do I think better?

- Own your Socials. Don't let them own you.
- Disrupt the algorithm and curate a broader experience.
- Learn to recognise **Clickbait** and swim away from it. If it looks too good to be true, it is.
- Opinions aren't facts. Unlike facts, you can change yours.
- Take more time. To think, question, query, gather evidence both for *and against*.
- Curb your enthusiasm or outrage. Emotions are a filter with think through. They muddy the waters.

How do I think and behave like a Scientist?

More curiosity, less certainty =
Ask More Questions

- Who says?
- How have you arrived at that perspective?
- Where's the evidence?
- Where are the *biases*?
- What am I missing?
- What disproves my opinion?