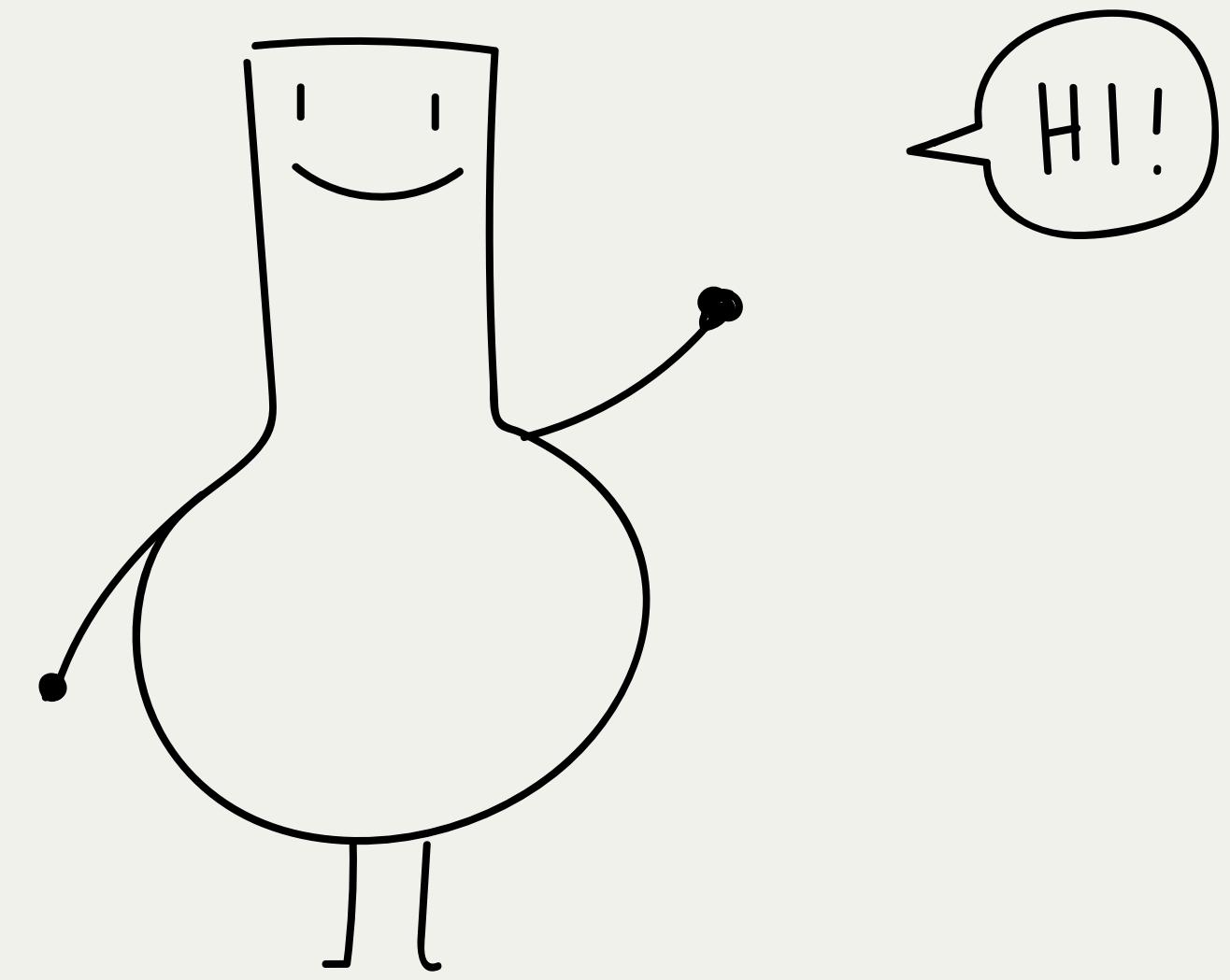
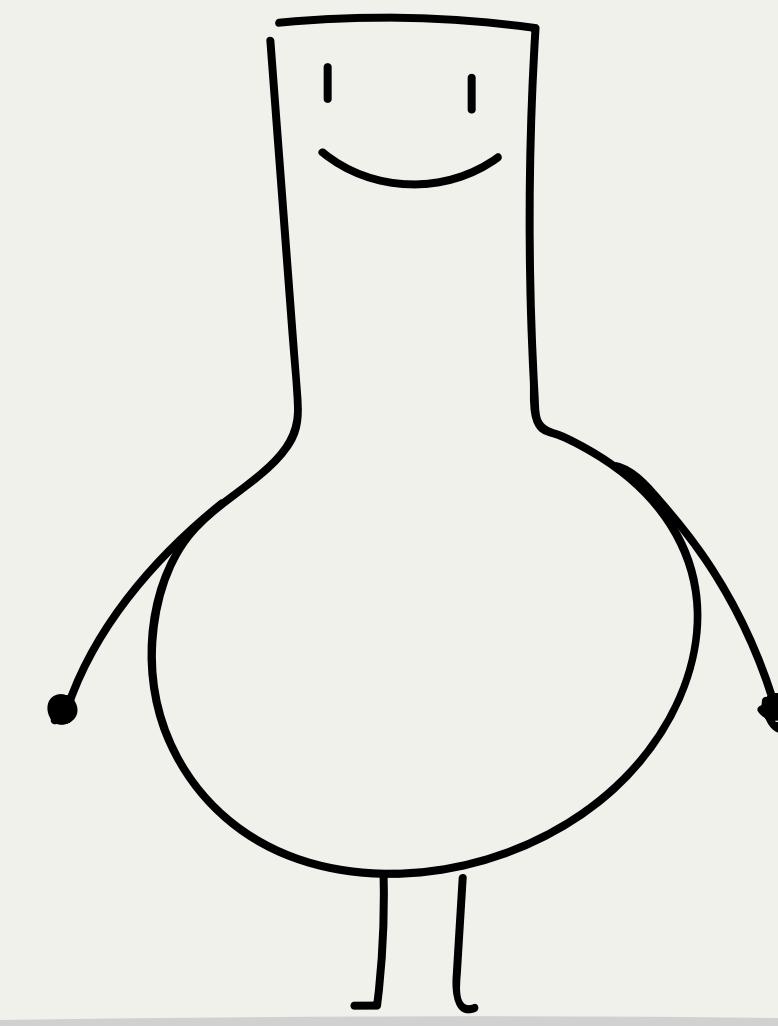


Lisa Charlotte Rost

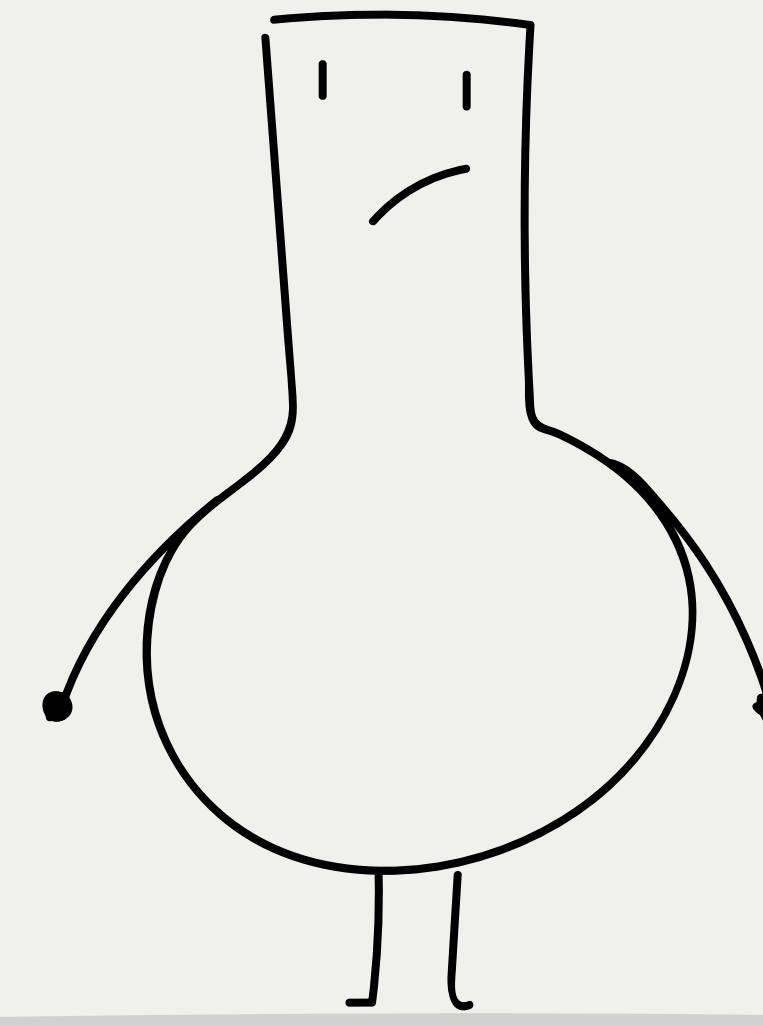
@lisacrost

# Why you don't believe in facts, and how to fix it





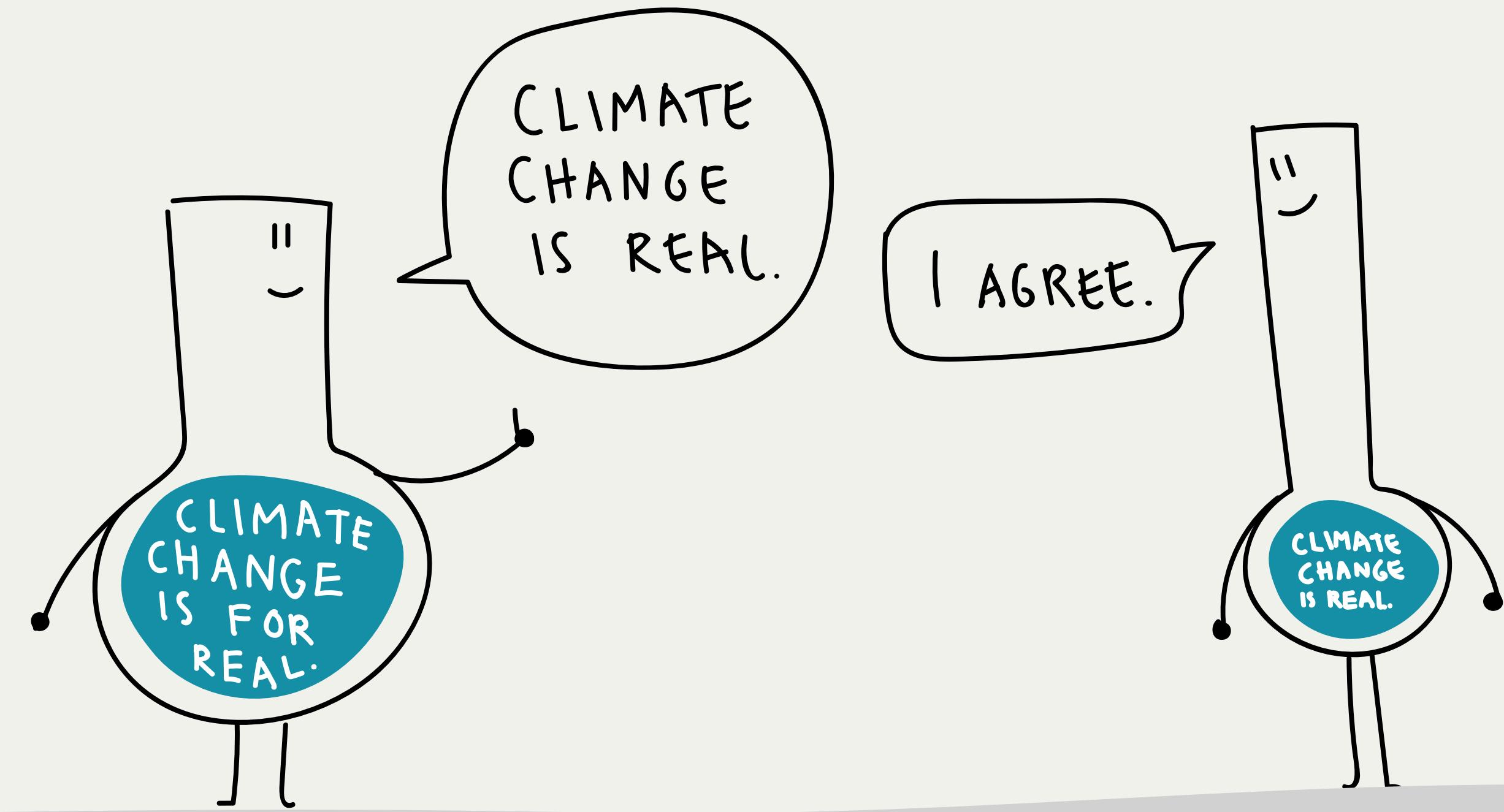
CLIMATE  
CHANGE  
IS FOR REAL



97% OF CLIMATE  
EXPERTS AGREE HUMANS  
ARE CAUSING  
GLOBAL WARMING.



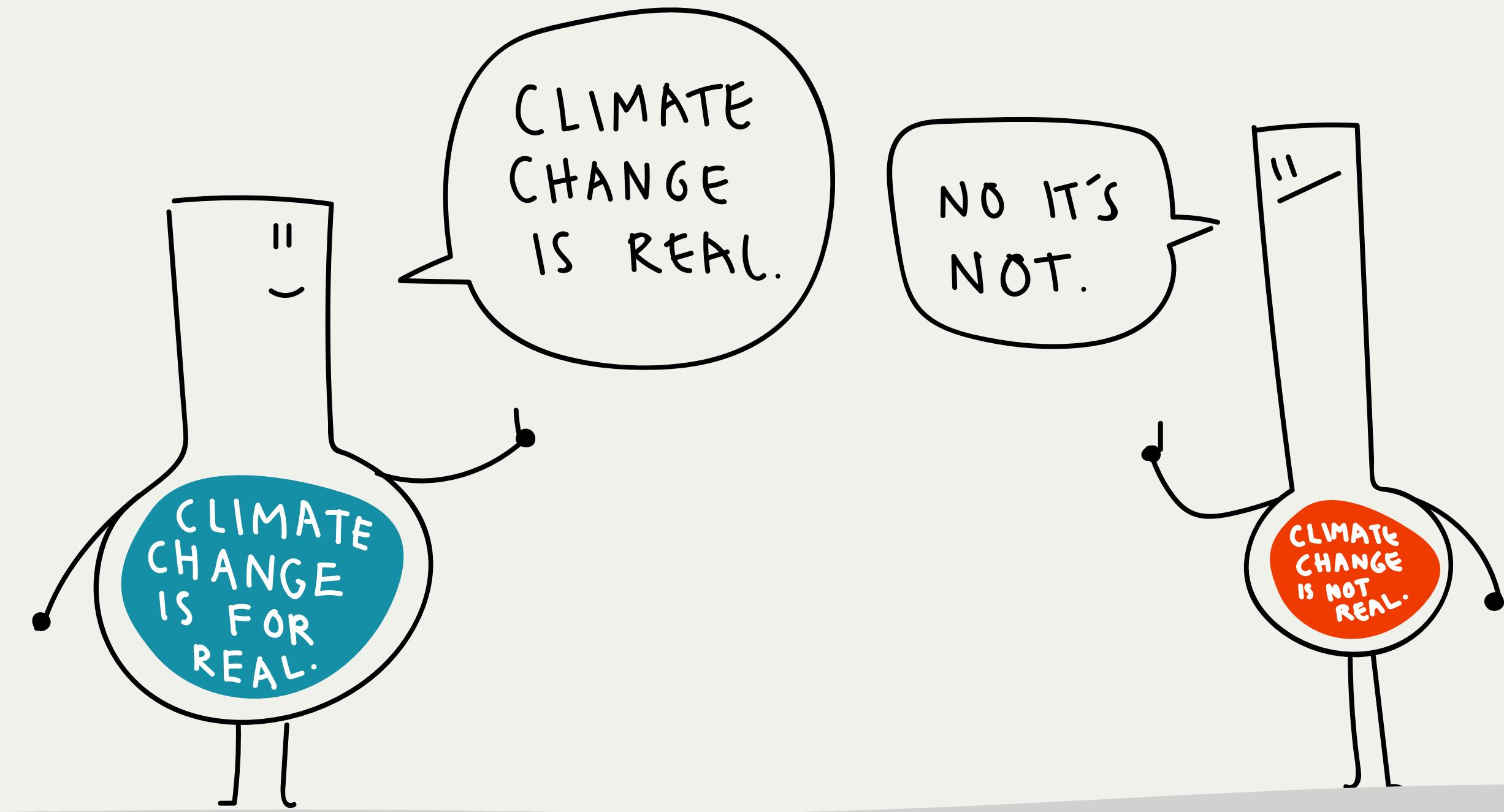
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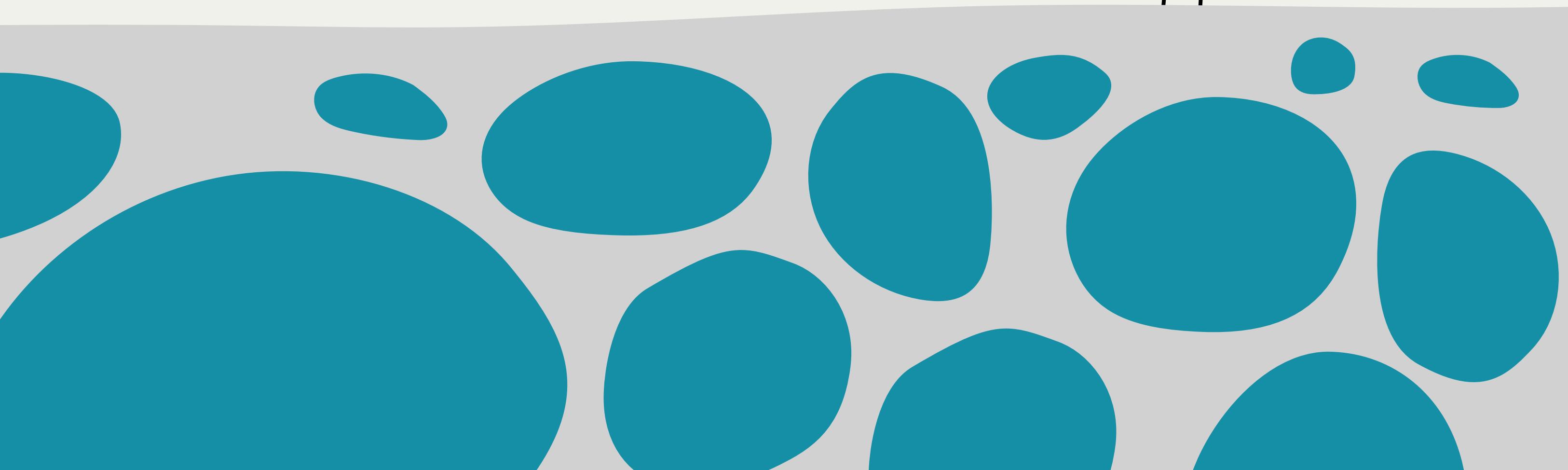
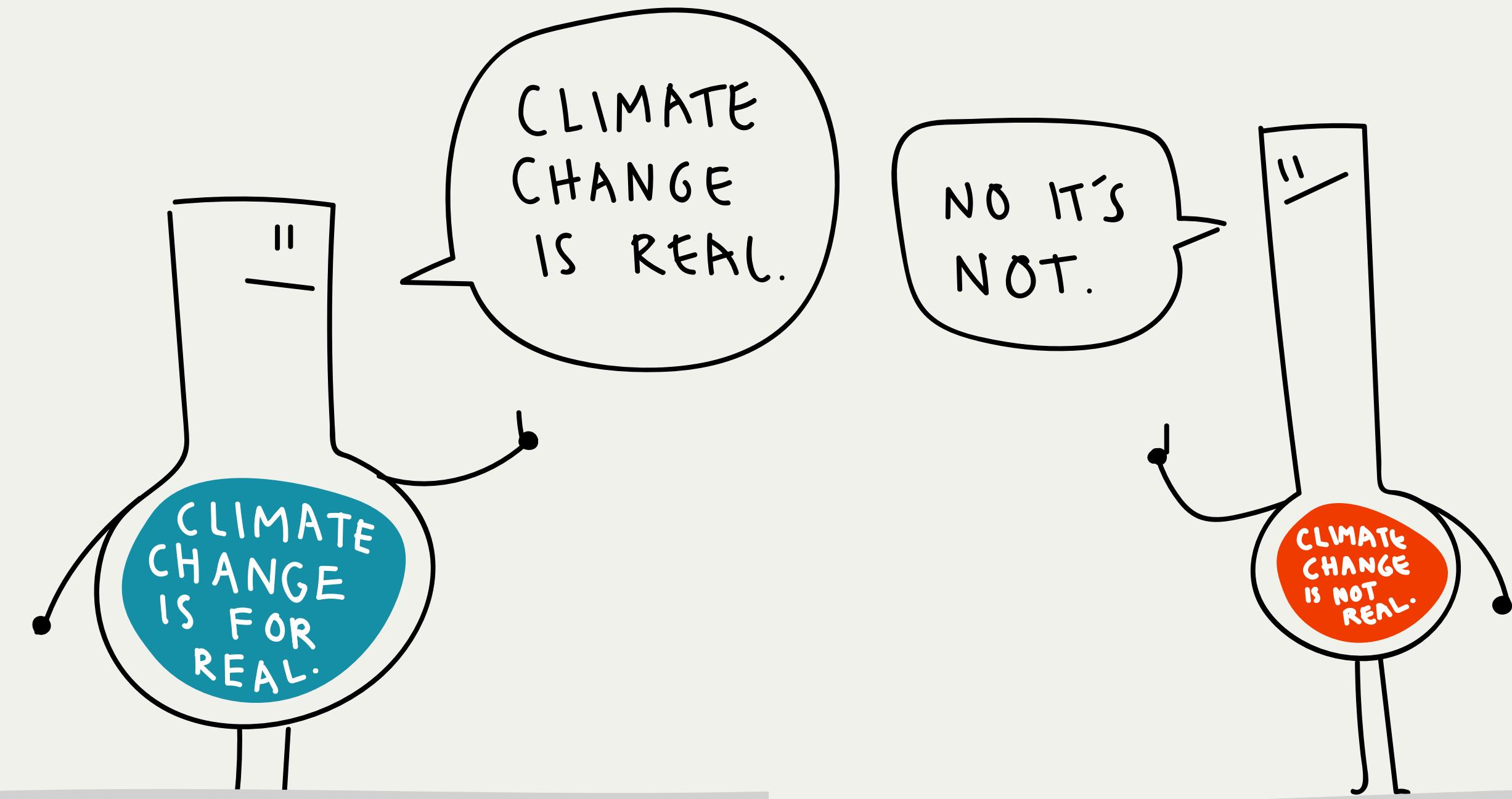
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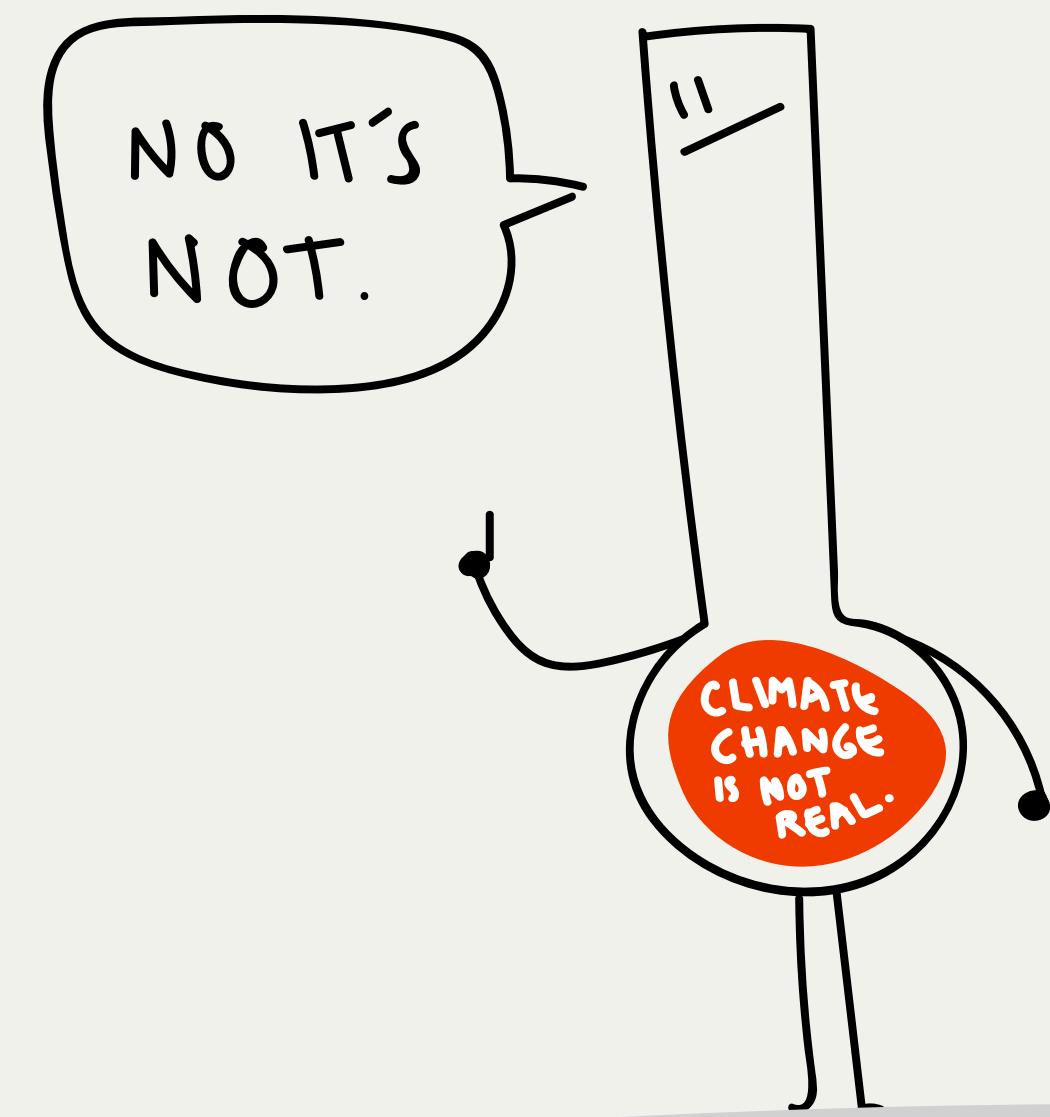


97% OF CLIMATE  
EXPERTS AGREE HUMANS  
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97% OF CLIMATE  
EXPERTS AGREE HUMANS  
ARE CAUSING  
GLOBAL WARMING.





97% OF CLIMATE  
EXPERTS AGREE HUM  
ARE CAUSING  
GLOBAL WARMING

LOOK

97% OF CLIMATE  
EXPERTS AGREE HUM  
ARE CAUSING  
GLOBAL WARMING

# SPIEGEL

# Bloomberg

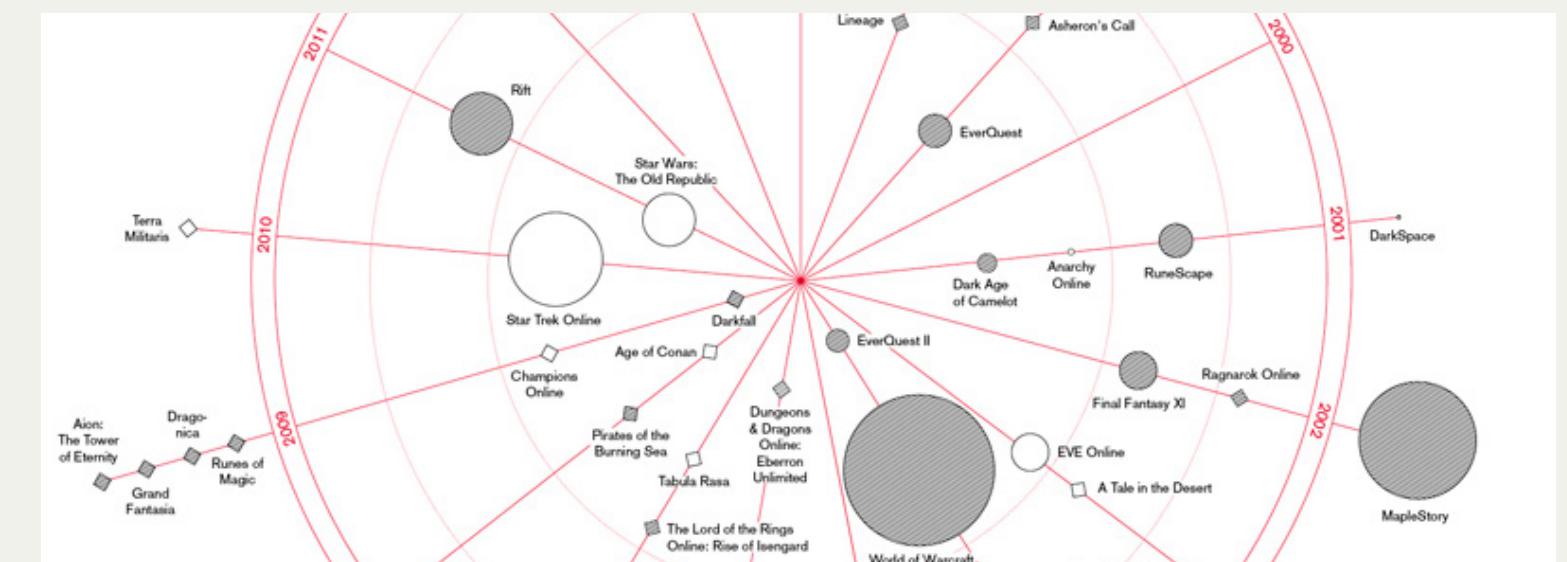
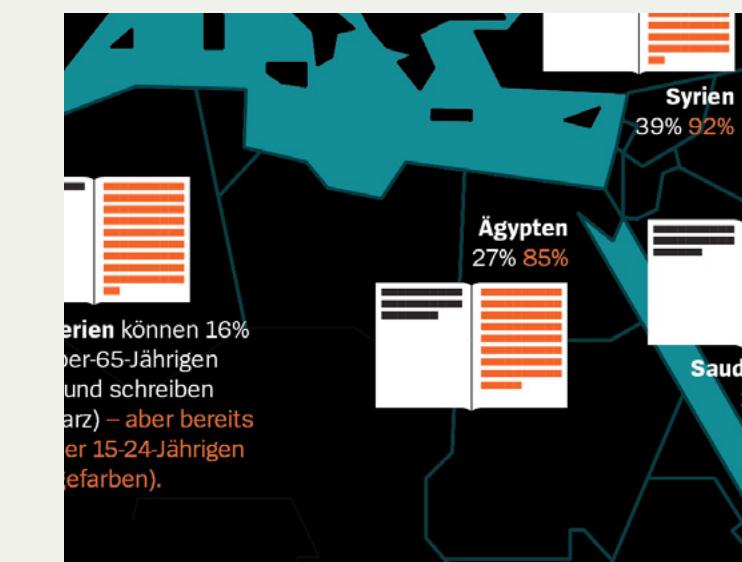
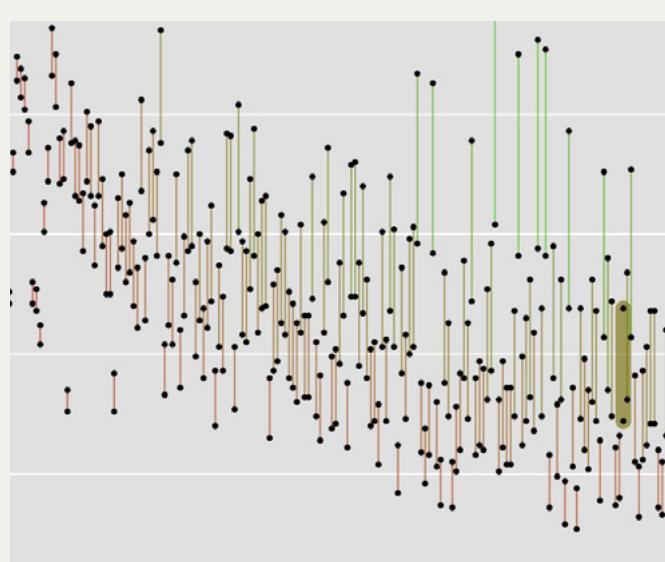
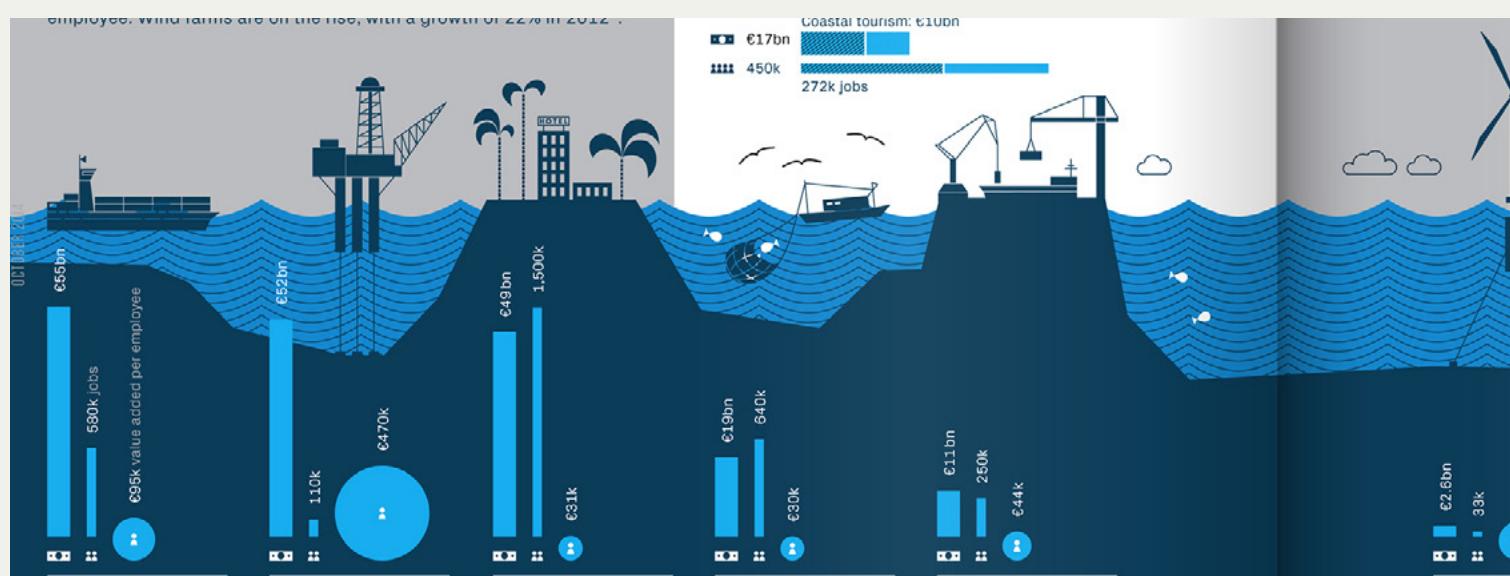
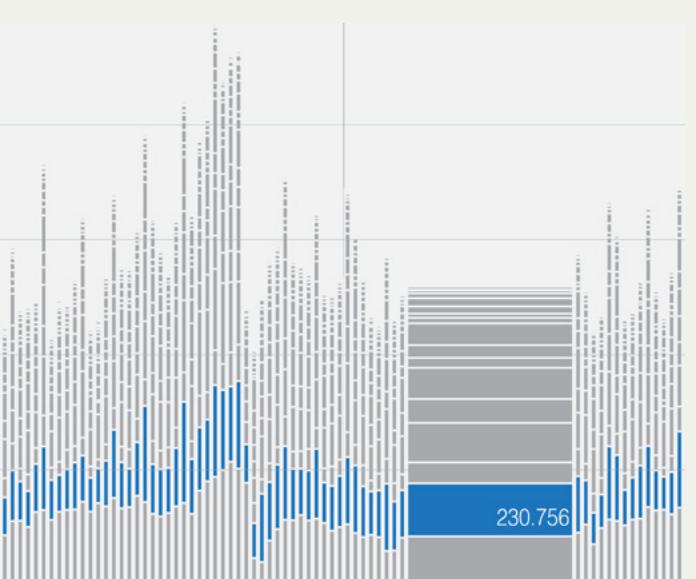
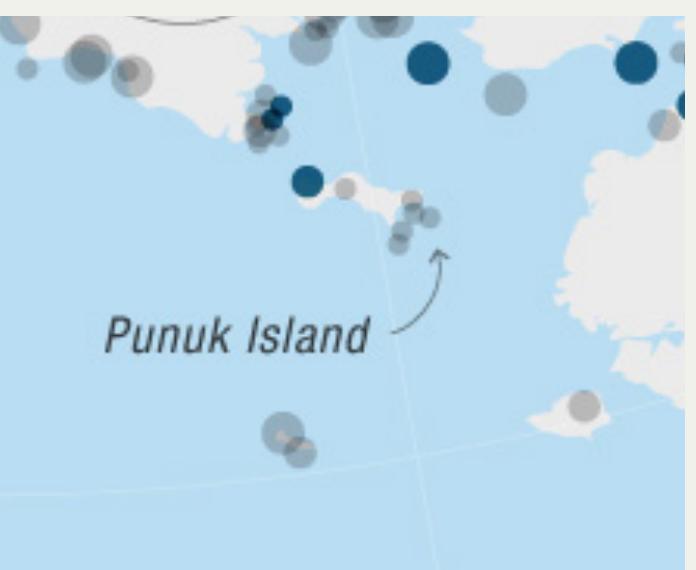
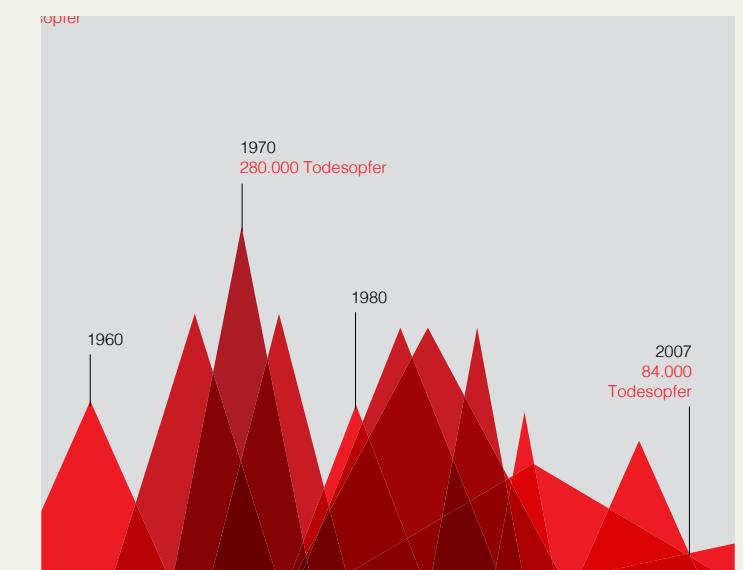
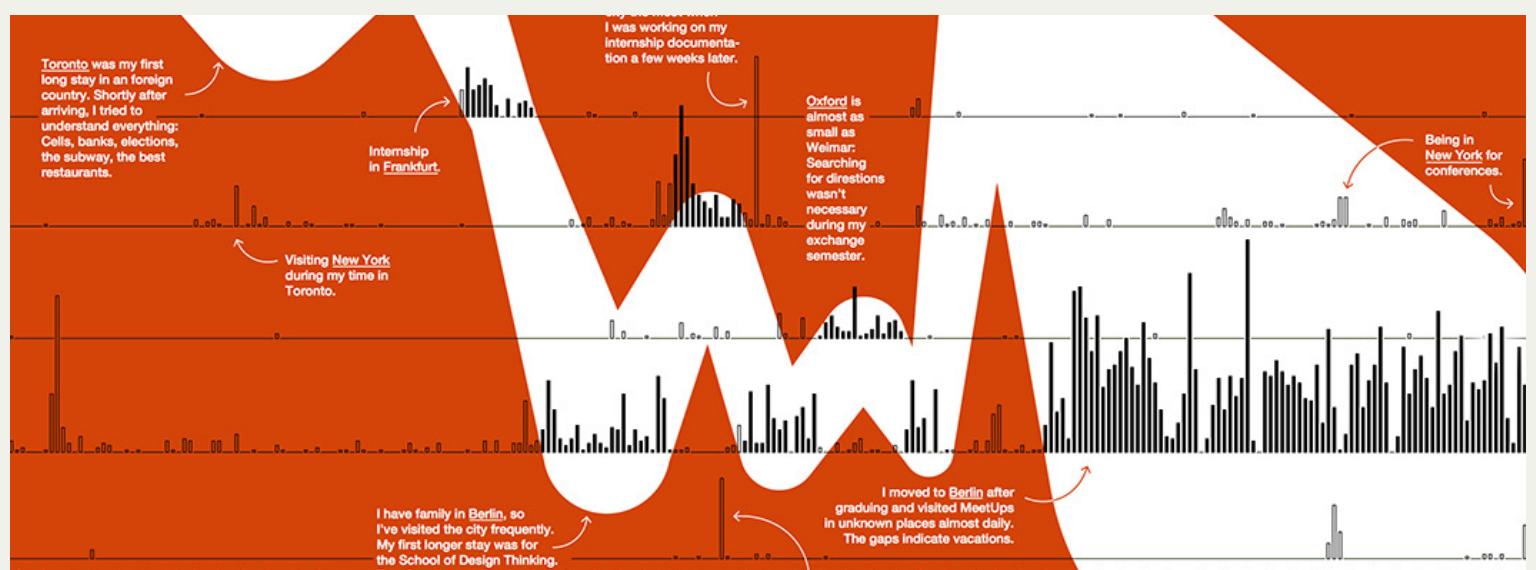
# Businessweek

# ZEIT Online

# Tagesspiegel

# Technologist

# NPR



A

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Where false  
beliefs come from.

---

B

---

Why it is so hard  
to get rid of them.

---

C

---

How to believe  
more true things.

---

A

---

Where false  
beliefs come from.

---

B

---

Why it is so hard  
to get rid of them.

---

C

---

How to believe  
more true things.

---

A

Where false  
beliefs come from.

C

How to believe  
more true things.

FAKE  
NEWS

A

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Where false  
beliefs come from.

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B

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Why it is so hard  
to get rid of them.

---

C

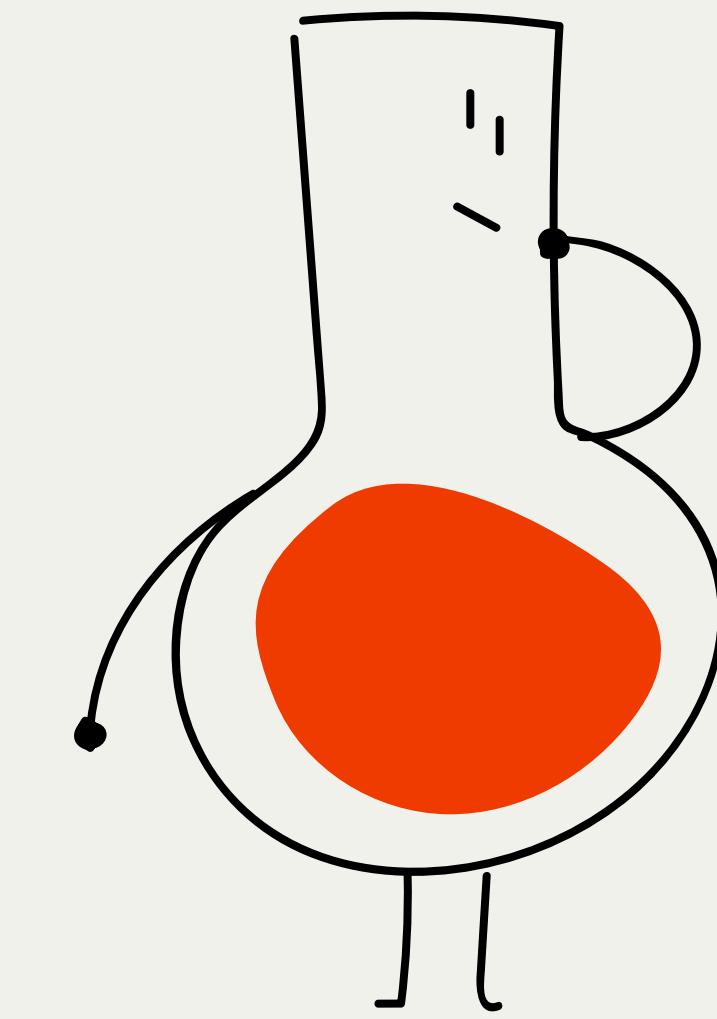
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How to believe  
more true things.

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## 1 Misinformation

# 1 Misinformation



THIS IS  
TRUE!

A

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Where false  
beliefs come from.

---

B

---

Why it is so hard  
to get rid of them.

---

C

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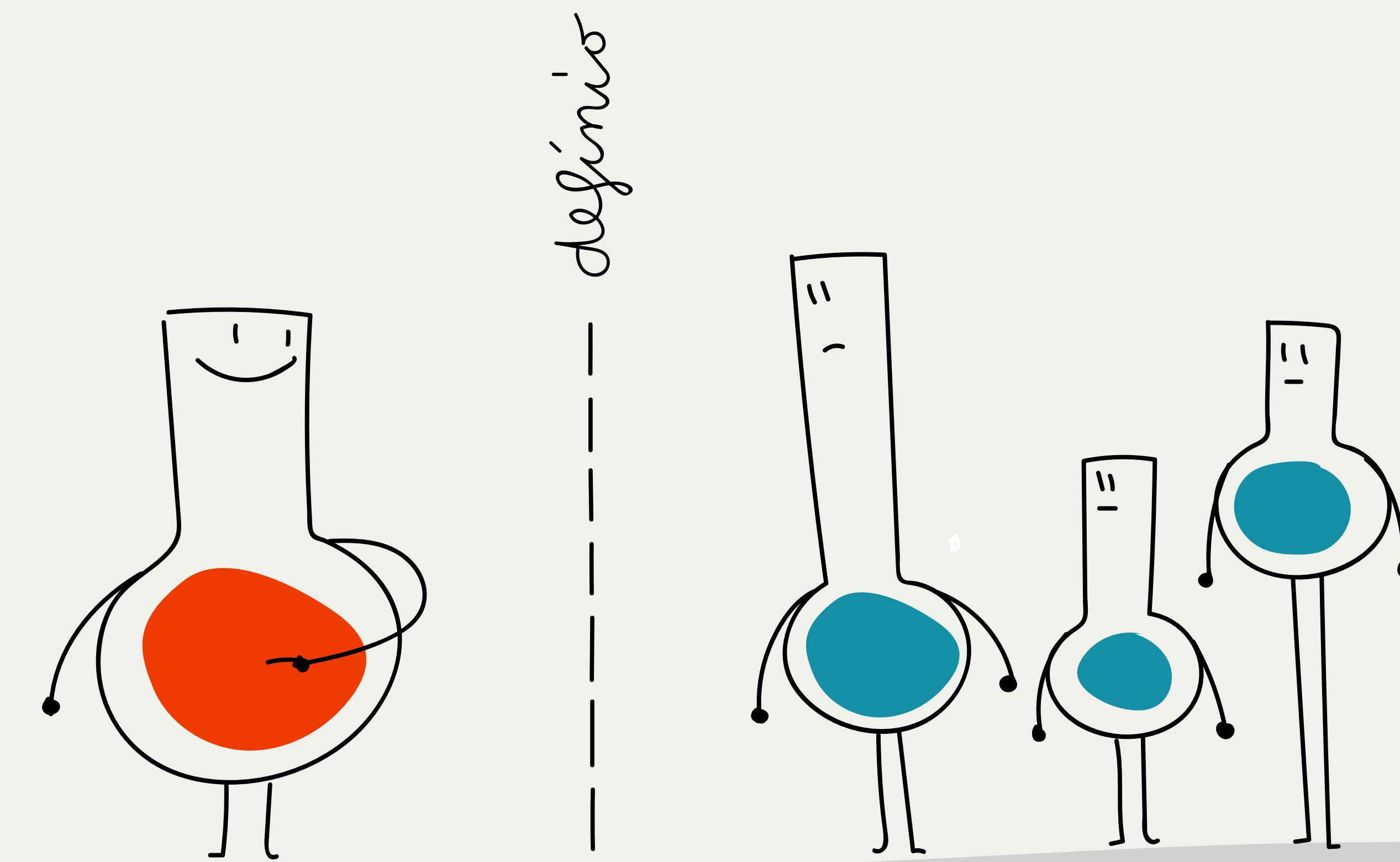
How to believe  
more true things.

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## 1 Misinformation 2 Tribalization

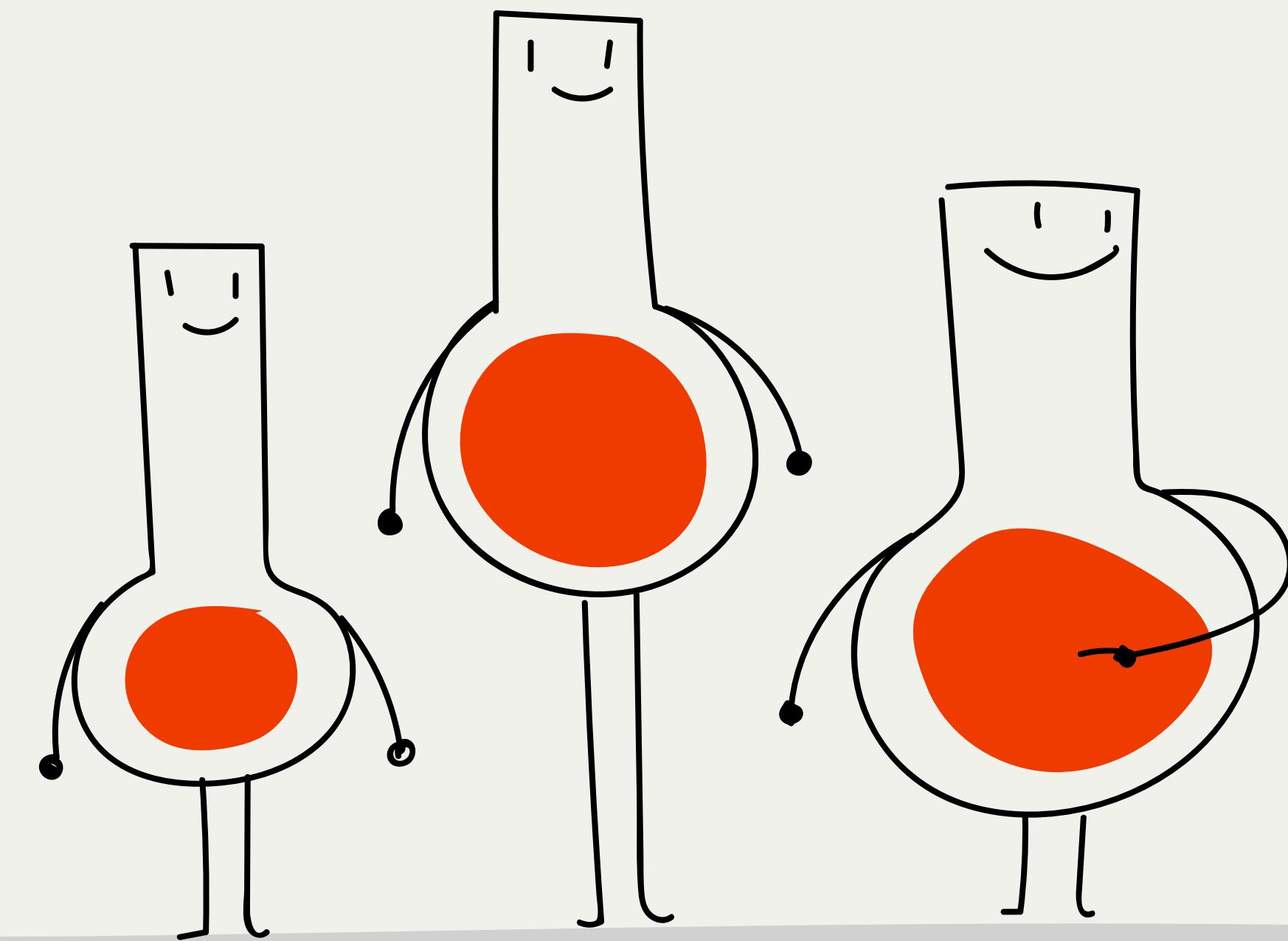
## 2 Tribalization

### Marker of Identity

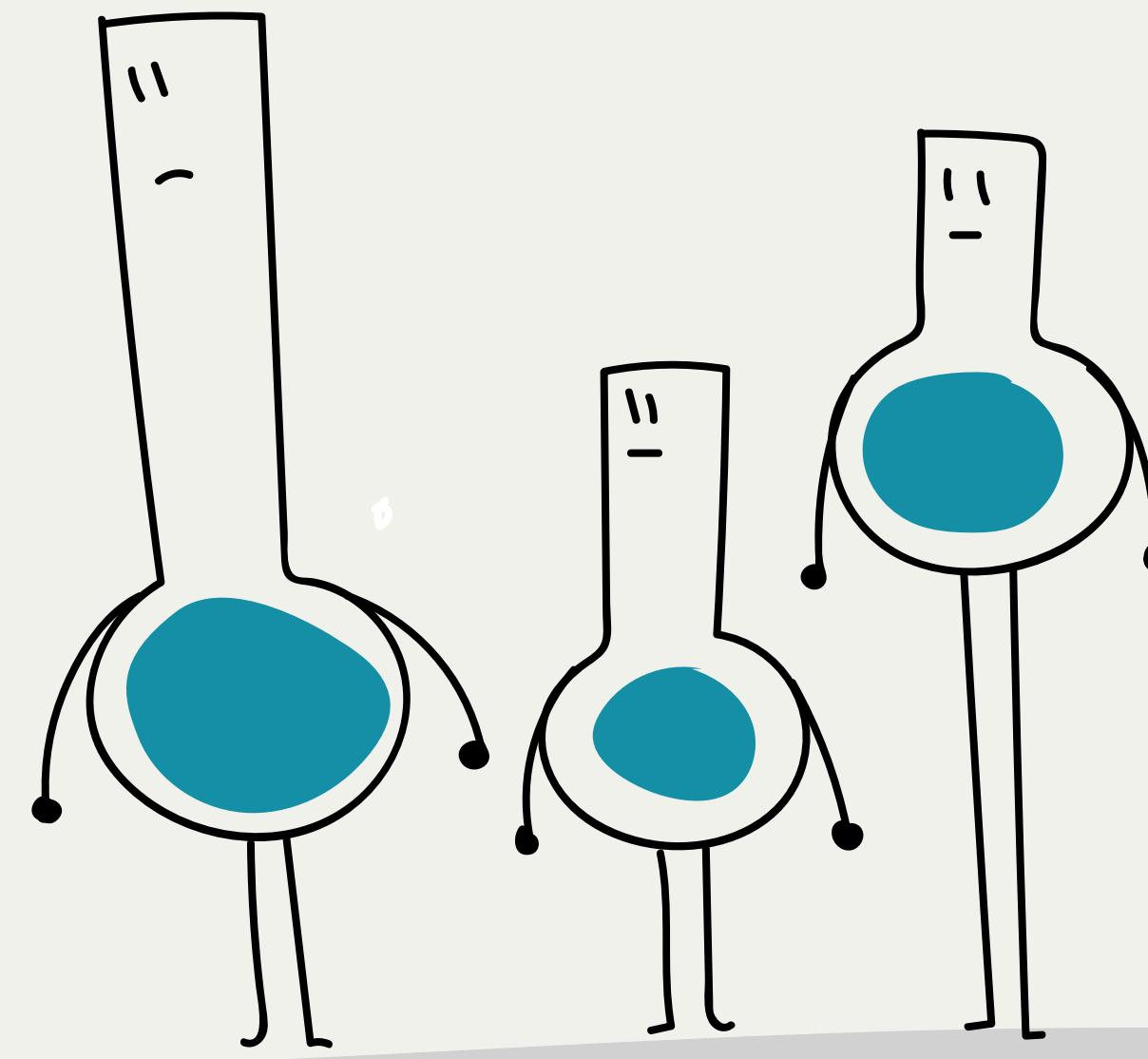


## 2 Tribalization

Show whose team you on



— definitor



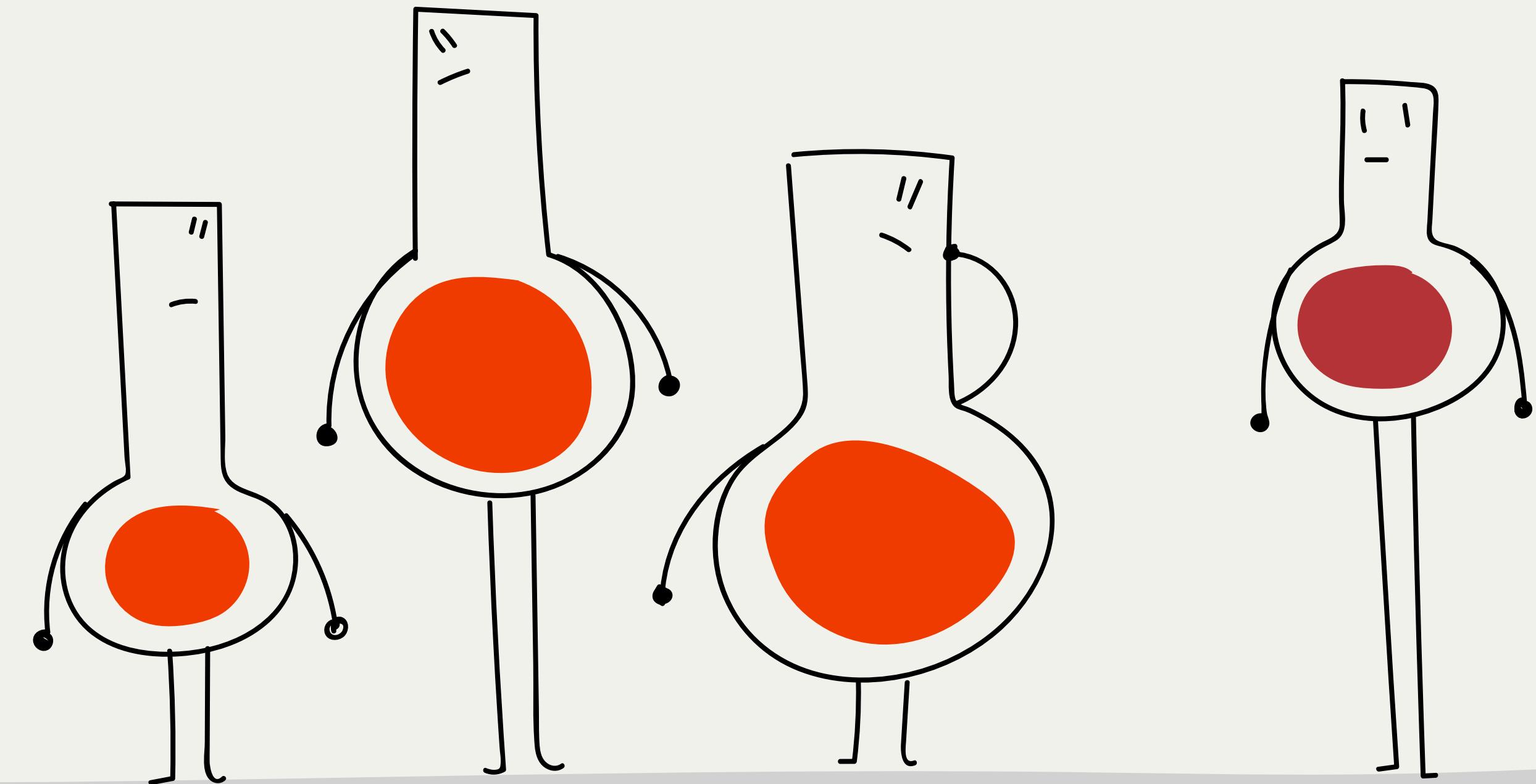
## 2 Tribalization

Show whose team you on



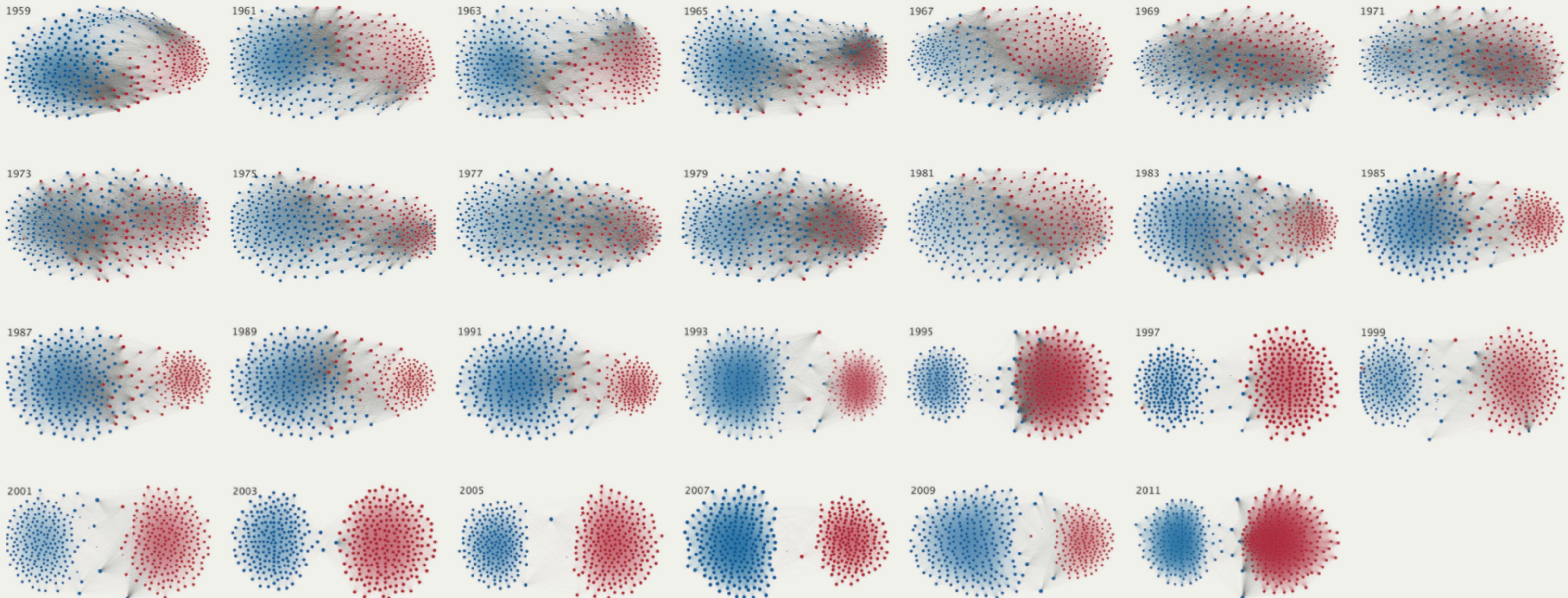
## 2 Tribalization

See who you can trust



## 2 Tribalization See who you can trust

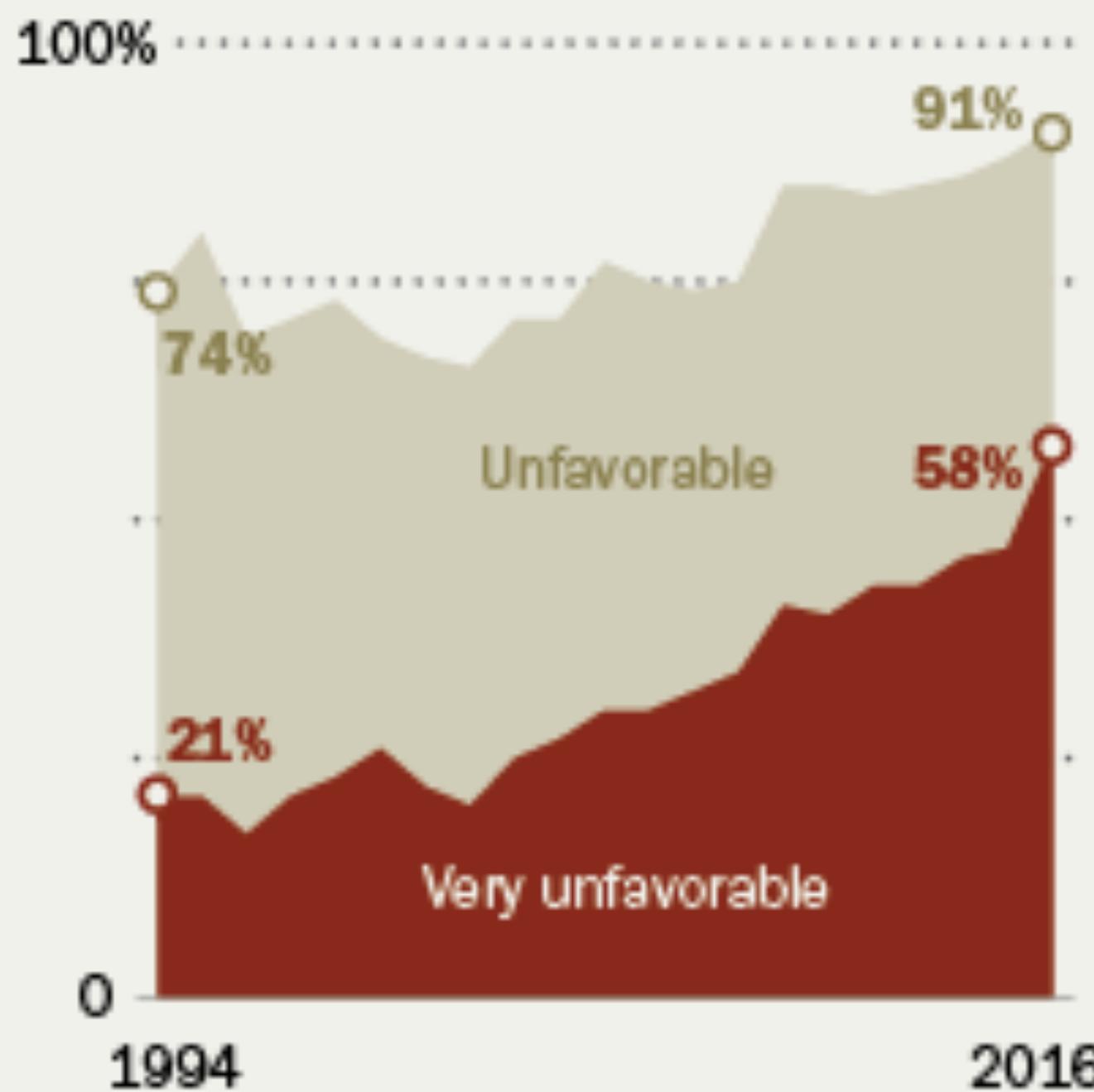
All members of the U.S. House of Representatives from 1959–2011 in the colors of their party. Members closer to each other agree on more votes.



## 2 Tribalization

See who you can trust

**Republican attitudes about  
the Democratic Party**



**Democratic attitudes about  
the Republican Party**



## 2 Tribalization

See who you can trust

It doesn't matter if  
you understand what  
you believe.

How does climate change work....exactly?

 LISTEN NOW

## CURRENT SHOW

**Making Financial Sense**  
8AM-9AM

## UPCOMING SHOWS

The WSAU Polka Party  
The Weekend  
The Rush Limbaugh Show9AM-12PM  
12PM-3PM  
3PM-5:30PM

## CURRENT WEATHER (54403)



43°

[Blogs](#) ► [Ben Armstrong Blog](#) ► [Climate Change Science Is Not Real Science](#)

# Climate Change Science Is Not Real Science

Wednesday, March 29, 2017 10:17 a.m. by [Ben Armstrong](#)

You've heard the argument a thousand times ' if you deny climate change you are denying science'. Or, another way they say it is, ' you are anti-science'.

Here's the problem, the science that climate change believers push is not actually science. What it really is, is scientific theory. It is theories put forth by scientists, but treated as fact by the left.

## MORE BY BEN ARMSTRONG

[The Real Face of Jesus from the Turin Shroud - This is AMAZING!](#)

Friday, May 5

[Keep the Pressure on Congress](#)

Thursday, May 4

[See, I Told You So!](#)

Wednesday, May 3

[Are you a Democrat who's actually conservative?](#)

Tuesday, May 2

[How to help your KIDS survive this liberal world](#)

Friday, April 28

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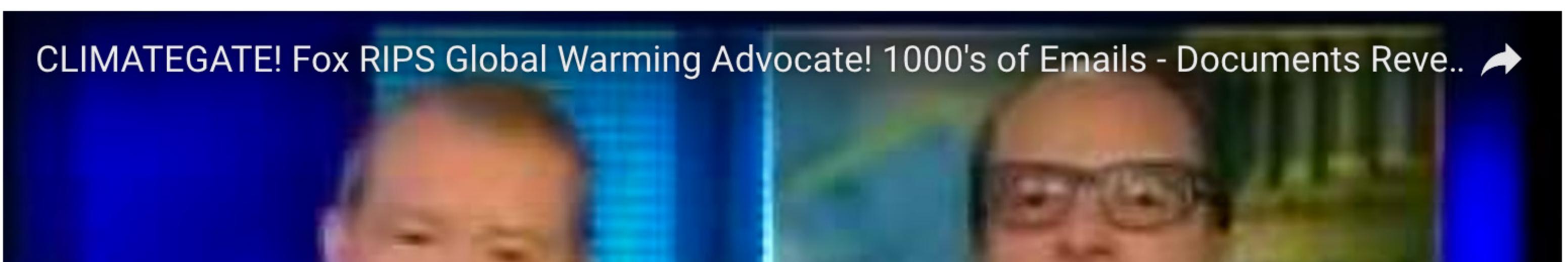
Friday, April 28

If scientific theory were fact, then we would be headed for an Ice Age, at least that's what they said in the 1970s. Now they say the Earth is warming. Either way, it's all just theories.

Just because a theory is pushed by a scientist doesn't make it true. It remains a theory until proven true. Nothing in climate change science has been proven to be true. Everything the left promotes is a wait-and-see situation. It is not based in fact but only Theory.

We on the right are not anti-science, we are the ones practicing science. We are saying that their theories contradict the scientific evidence that we see currently today. Manhattan is not under water as Al Gore predicted. Tropical storms have decreased over the last several years despite scientific theories that said it would increase. The ozone layer has not depleted despite scientific theories that said it would.

The real science actually disproves the scientific theories of climate change. This doesn't matter to the left. And it doesn't seem to matter to a lot of the scientific community. Climategate exposed scientist changing scientific evidence in order to fit their Theory. Is that real science? According to the left, because a scientist did it, it must be.



**The TV Media is Sensationalizing the Russia-Mike Flynn Scandal**

Thursday, April 27

**How Come Liberals Don't Care About That?**

Wednesday, April 26

**Why does it seem like Republicans are under attack more than ever?**

Tuesday, April 25

A

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Where false  
beliefs come from.

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B

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Why it is so hard  
to get rid of them.

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C

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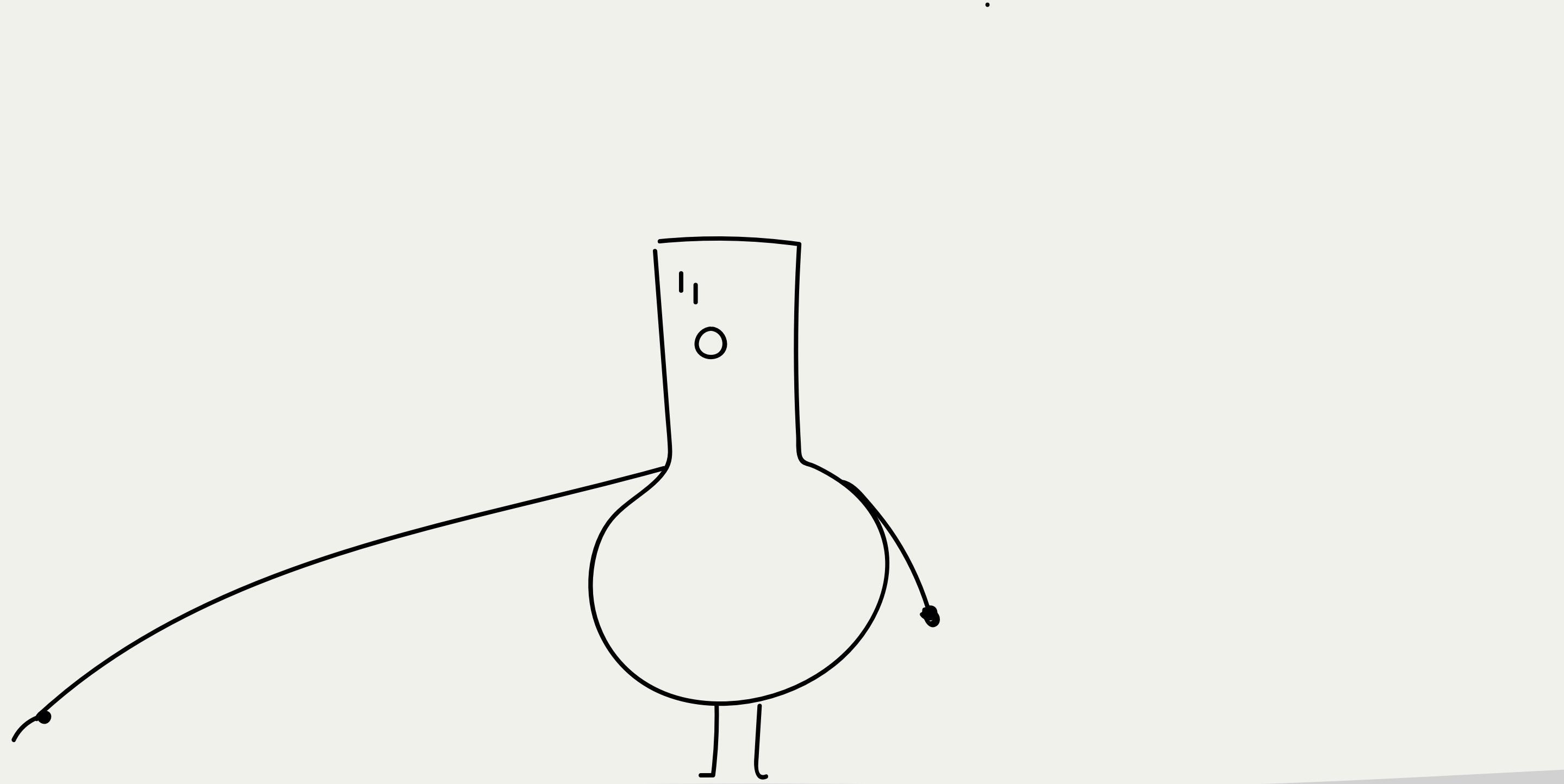
How to believe  
more true things.

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- 1 Misinformation
- 2 Tribalization
- 3 Fallacies

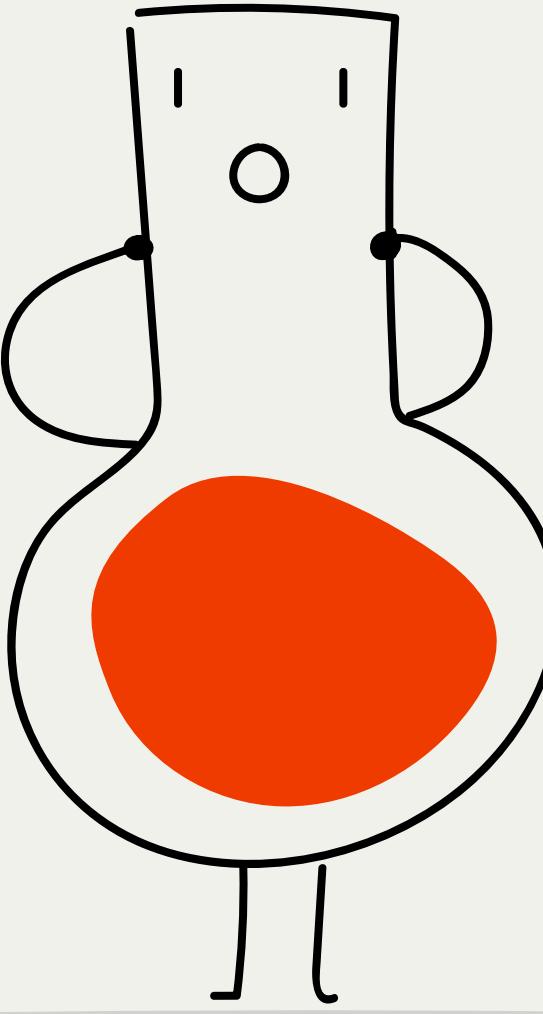
# 3 Fallacies

## Anecdotal evidence



# 3 Fallacies

## Anecdotal evidence



A

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Where false  
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Why it is so hard  
to get rid of them.

---

- 1 We don't want to

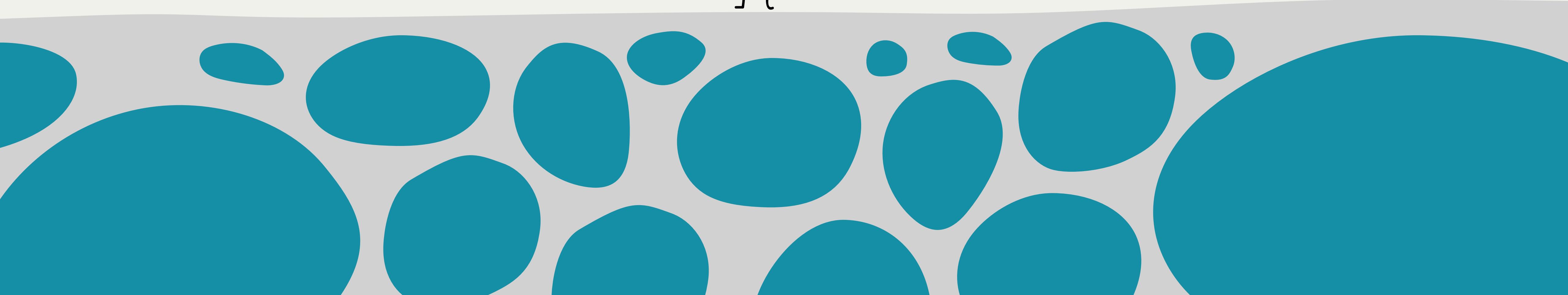
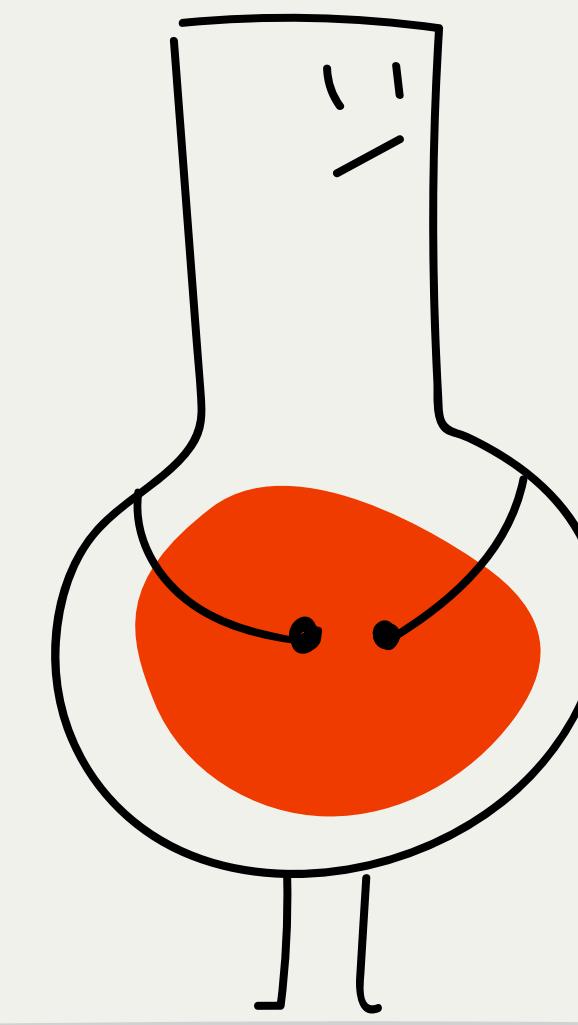
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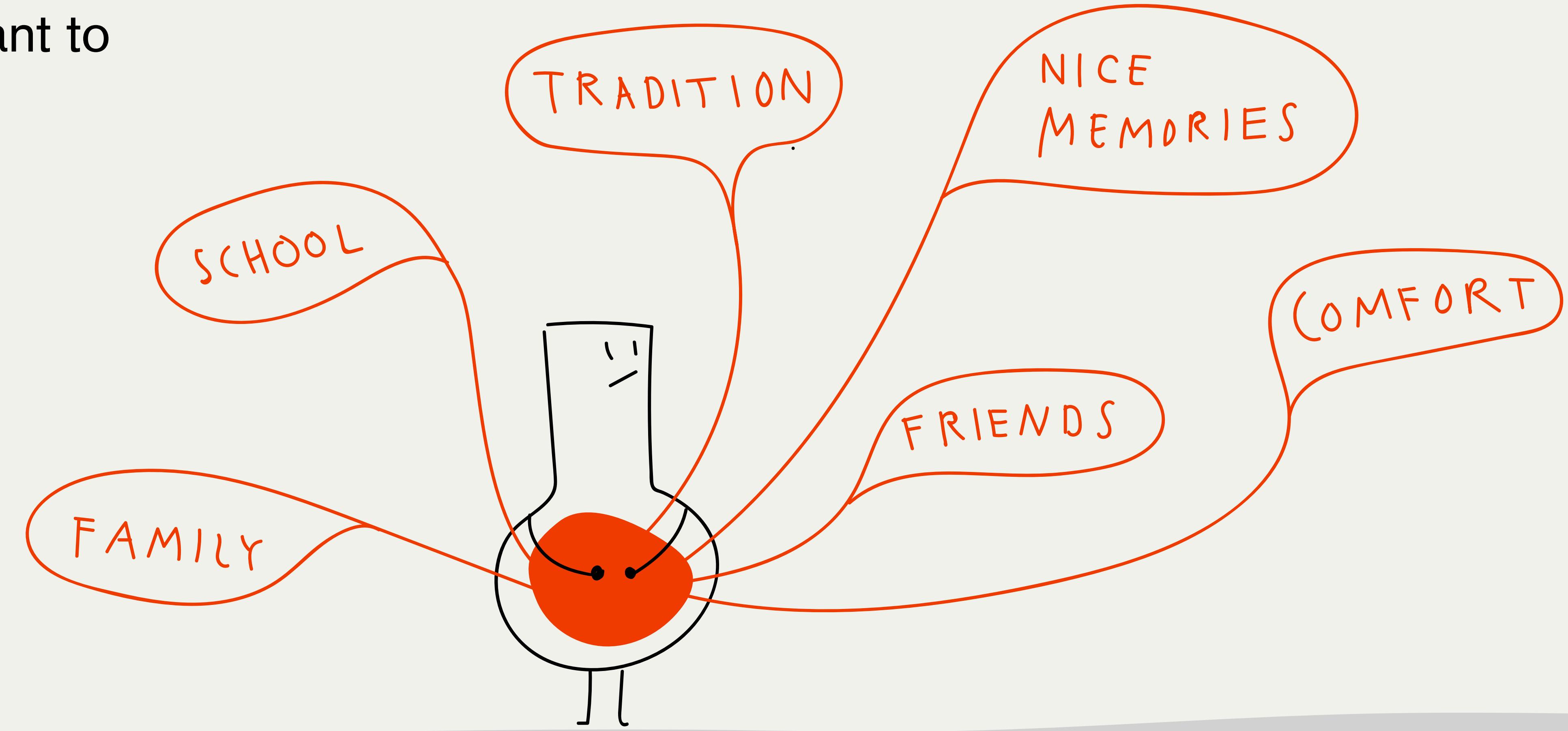
How to believe  
more true things.

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1 We don't want to



1 We don't want to



A

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Where false  
beliefs come from.

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B

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Why it is so hard  
to get rid of them.

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- 1 We don't want to
- 2 Enough proof

C

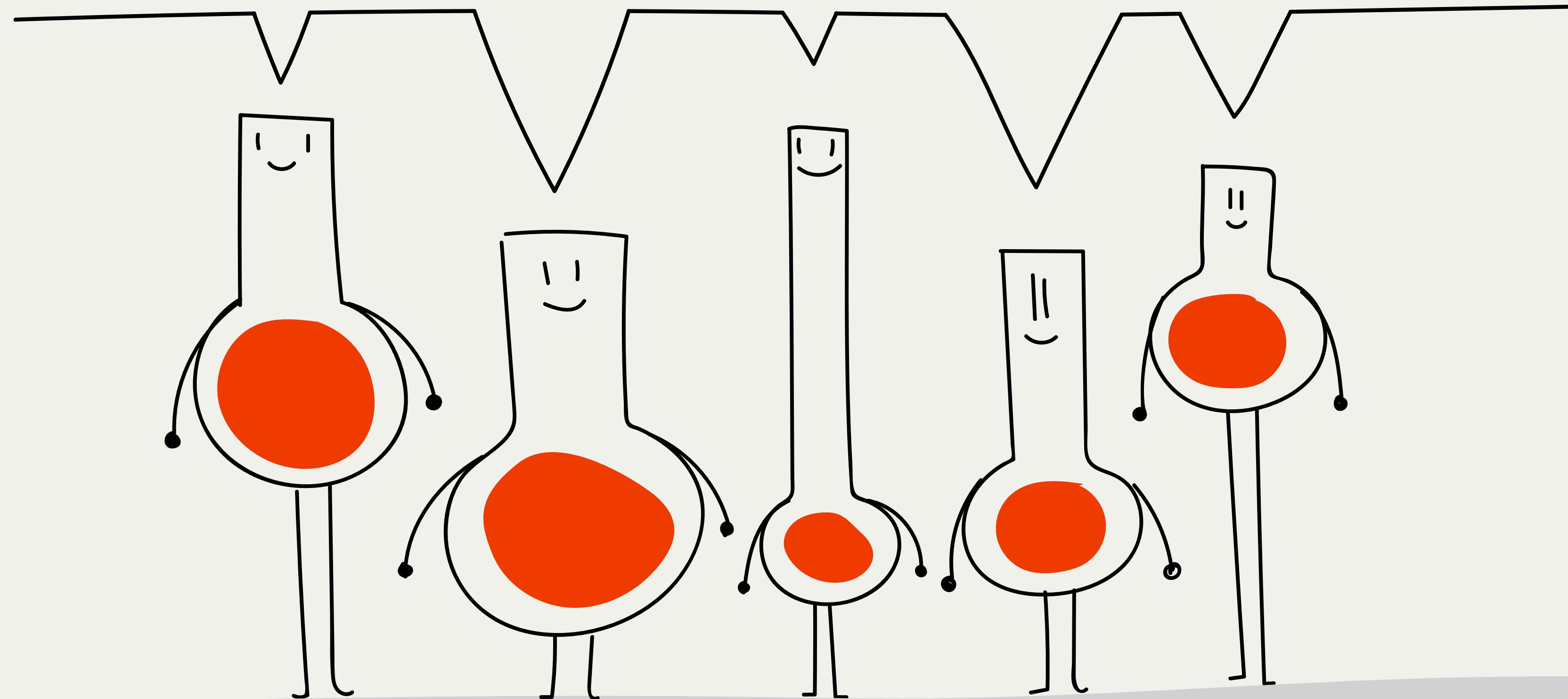
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How to believe  
more true things.

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### 3 Enough Proof

WE ALL BELIEVE IN IT, SO IT MUST BE TRUE!



3 Enough  
Proof

IT'S TRUE!

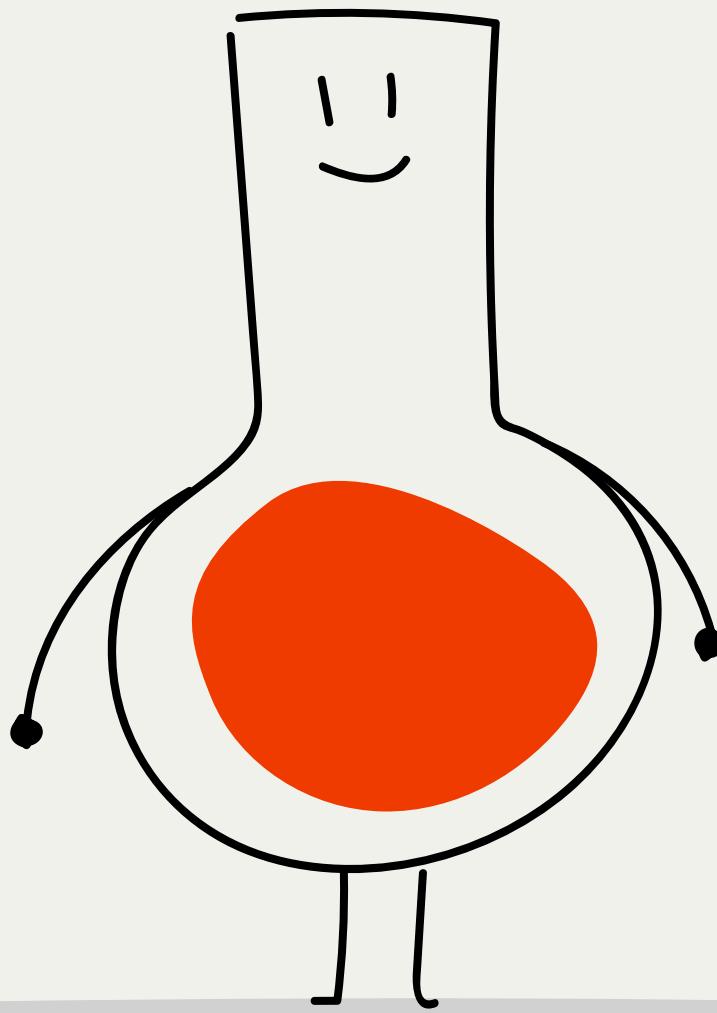
HYPER  
TRUE

HERE'S  
PROOF!

ANOTHER SOURCE

THERE IS SO MUCH  
PROOF, IT MUST BE TRUE!

STILL  
TRUE!



A

---

Where false  
beliefs come from.

---

- 1 Misinformation
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- 3 Fallacies

B

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Why it is so hard  
to get rid of them.

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- 1 We don't want to
- 2 Enough proof
- 3 Confirmation Bias &  
Motivated Skepticism

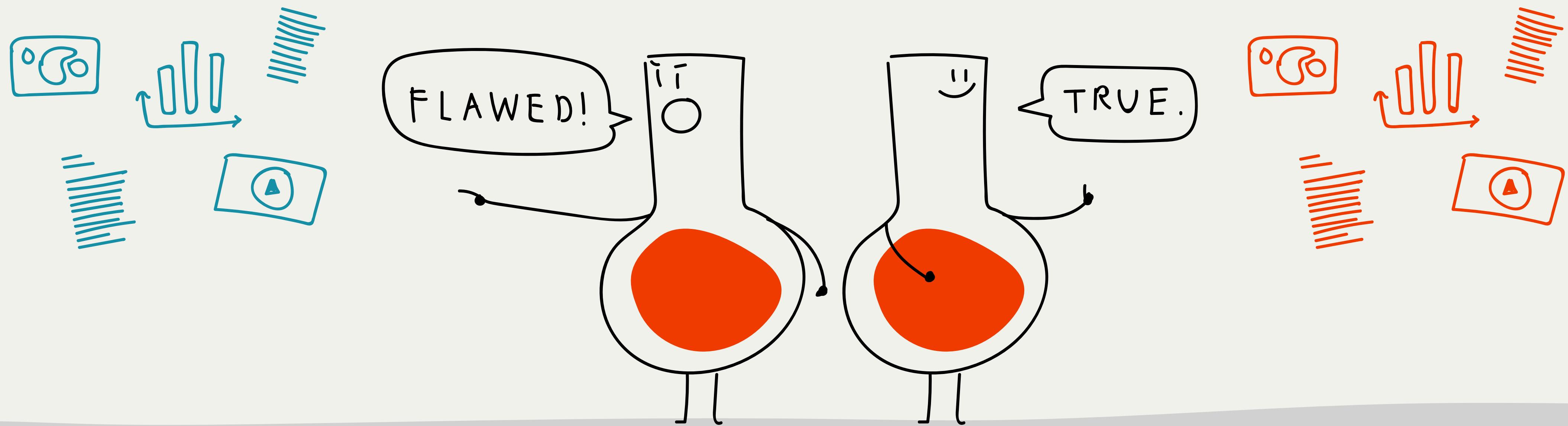
C

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How to believe  
more true things.

---

# 3 Confirmation Bias & Motivated Skepticism



### 3 Confirmation Bias & Motivated Skepticism

Ten reasons why you shouldn't x Lisa Charlotte

www.naturalnews.com/048151\_vaccination\_dangers\_children\_Big\_Pharma.html

vaccines are also loaded with monosodium glutamate (MSG), antibiotics and even genetically modified organisms (GMOs).<sup>[5]</sup>

**6) Vaccinated children are generally healthier.** International studies looking at the health outcomes of vaccinated children compared to their unvaccinated peers have repeatedly shown that the vaccinated are generally less afflicted with allergies, autism, behavioral disorders, autoimmune dysfunction and respiratory ailments.

Concerning the flu vaccine, for instance, a study published in the journal *Clinical Infectious Diseases* found that individuals vaccinated for influenza are **550 percent less likely to have respiratory problems.**<sup>[6]</sup>

**7) Vaccines prevent lifelong, incurable diseases in some children.** It's one thing to have localized swelling or temporary fever symptoms following vaccinations. But if your

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Concerning the flu vaccine, for instance, a study published in the journal *Clinical Infectious Diseases* found that individuals jabbed for influenza are 550 percent more likely to have respiratory problems.<sup>[6]</sup>

7) Vaccines cause lifelong, incurable diseases in some children. It's one thing to have localized swelling or temporary fever symptoms following vaccinations. But if your child is

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A

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Where false  
beliefs come from.

---

- 1 Misinformation
- 2 Tribalization
- 3 Fallacies

B

---

Why it is so hard  
to get rid of them.

---

- 1 We don't want to
- 2 Enough proof
- 3 Confirmation Bias &  
Motivated Skepticism
- 4 More information  
= stronger belief**

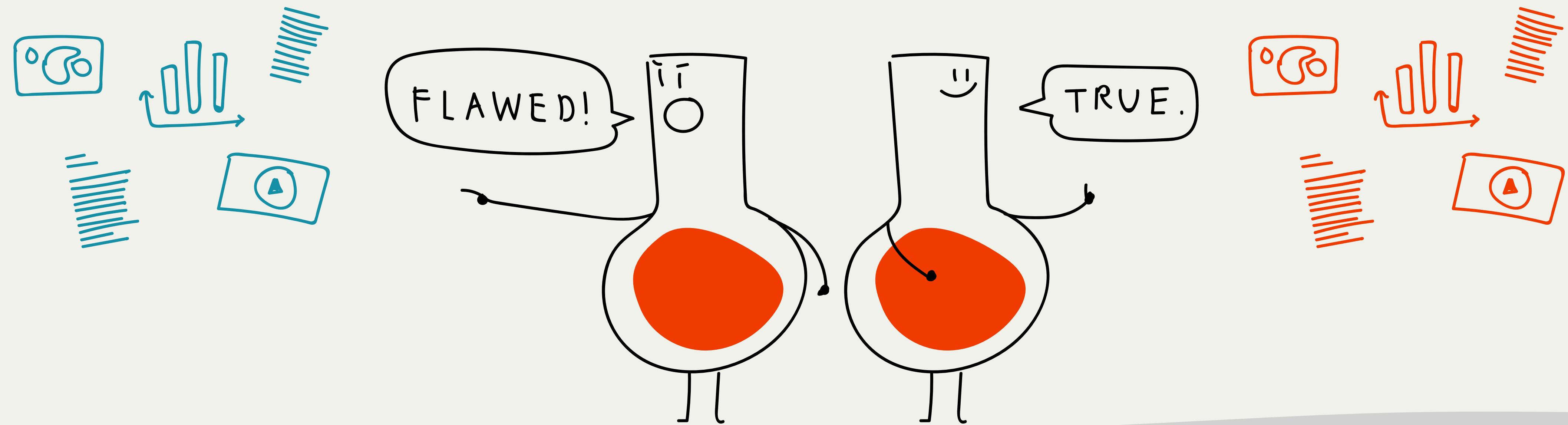
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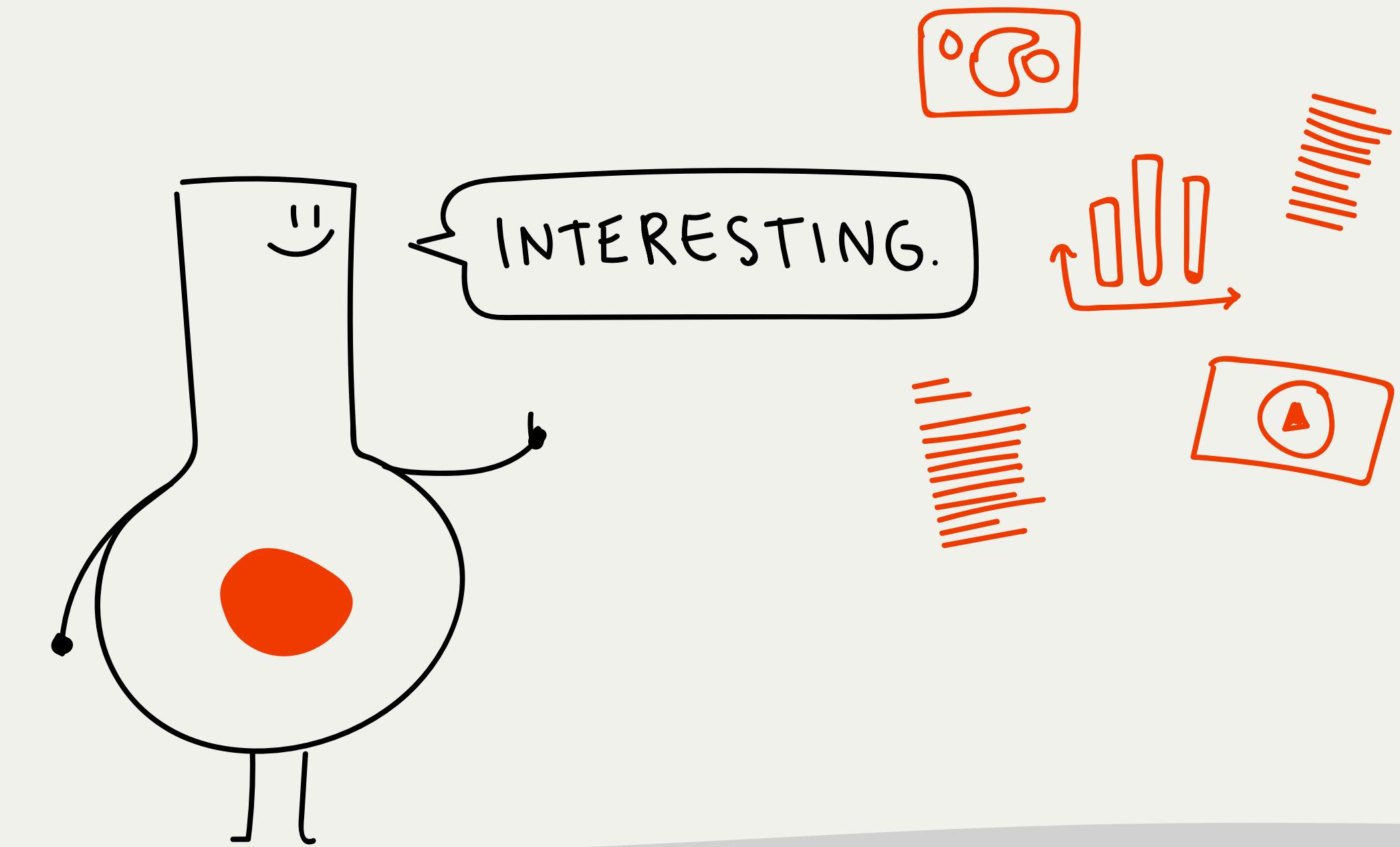
How to believe  
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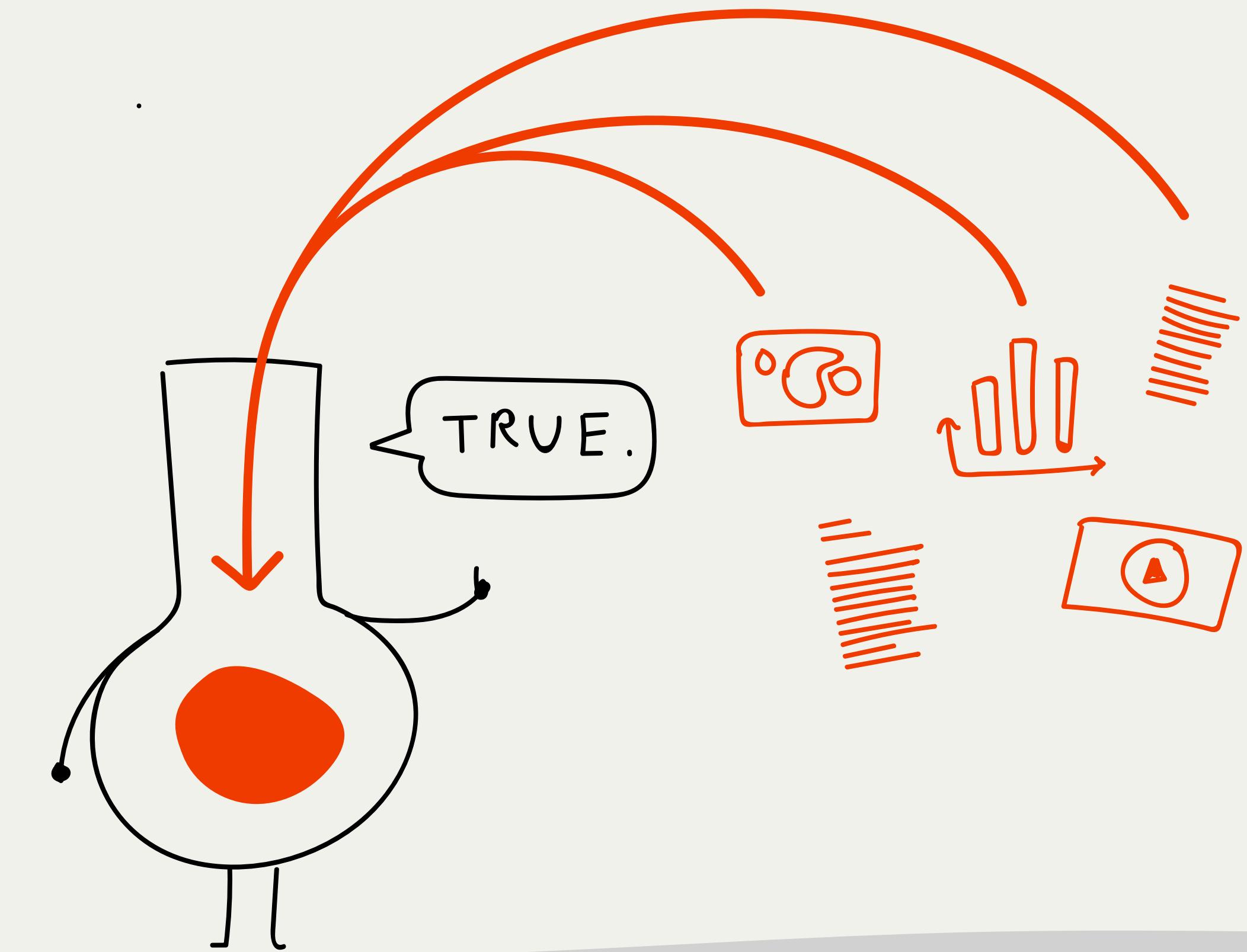
# 4 More information = stronger belief



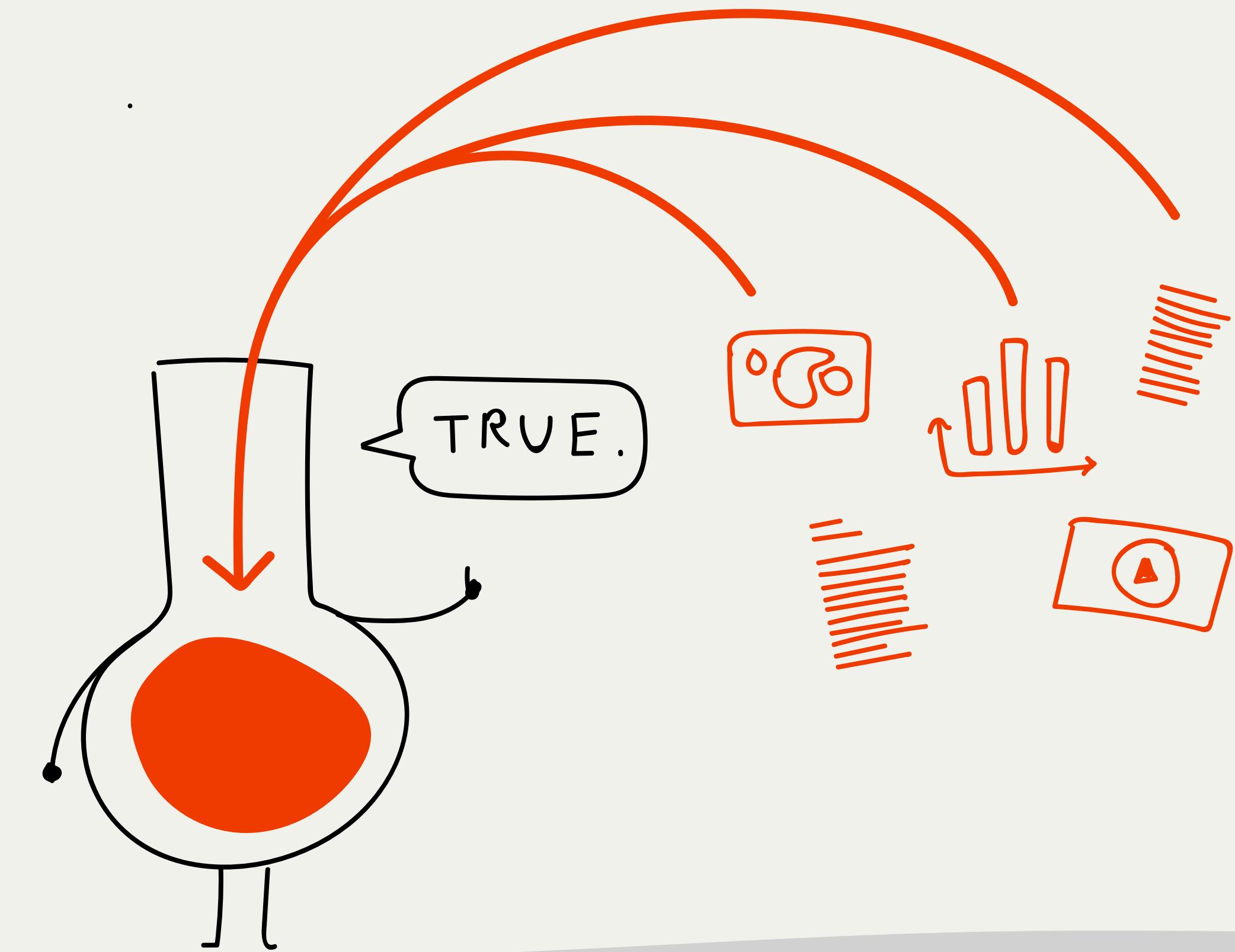
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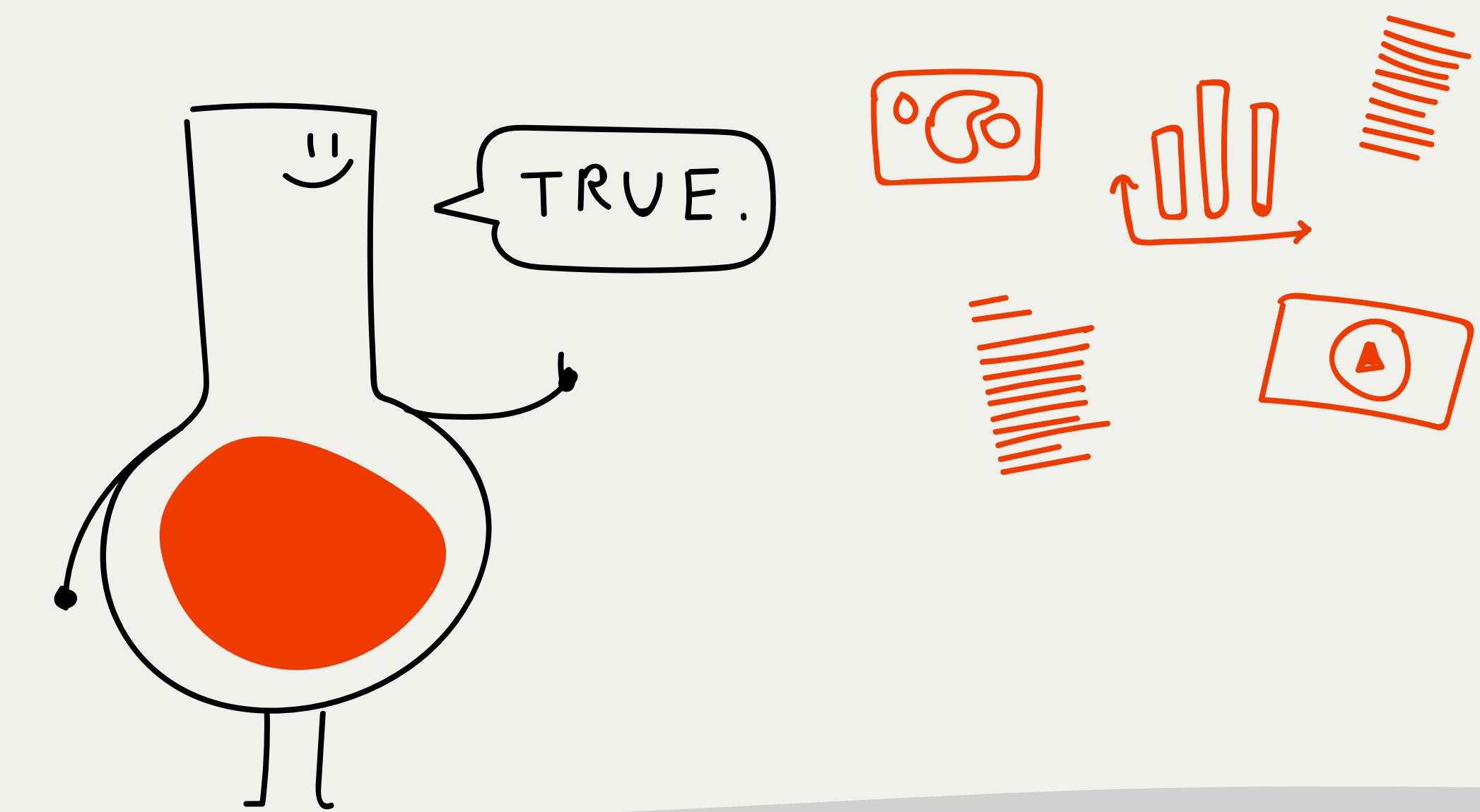
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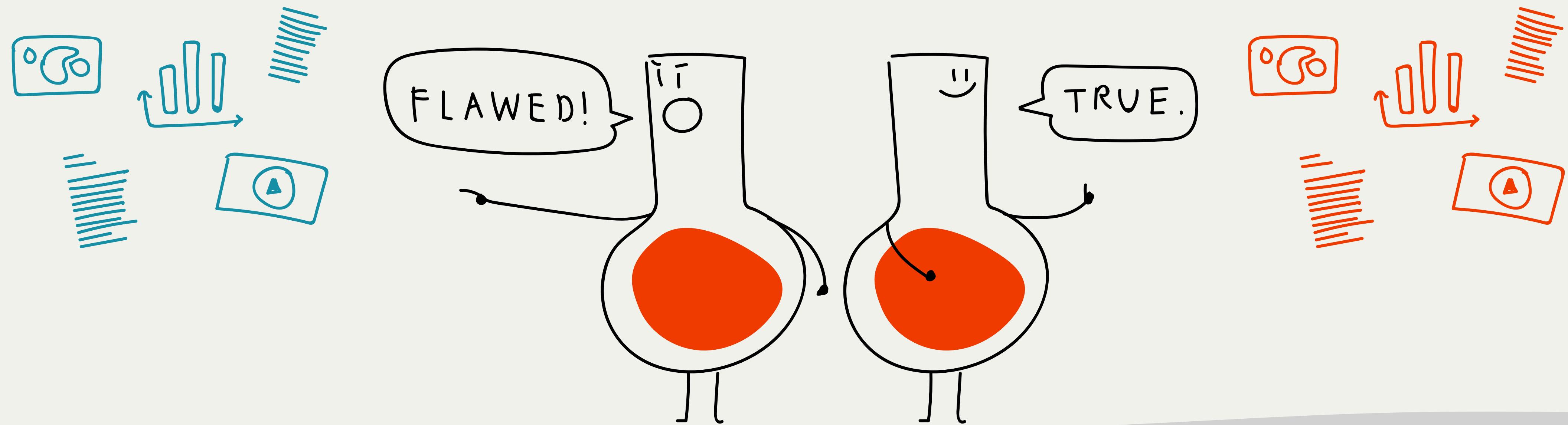
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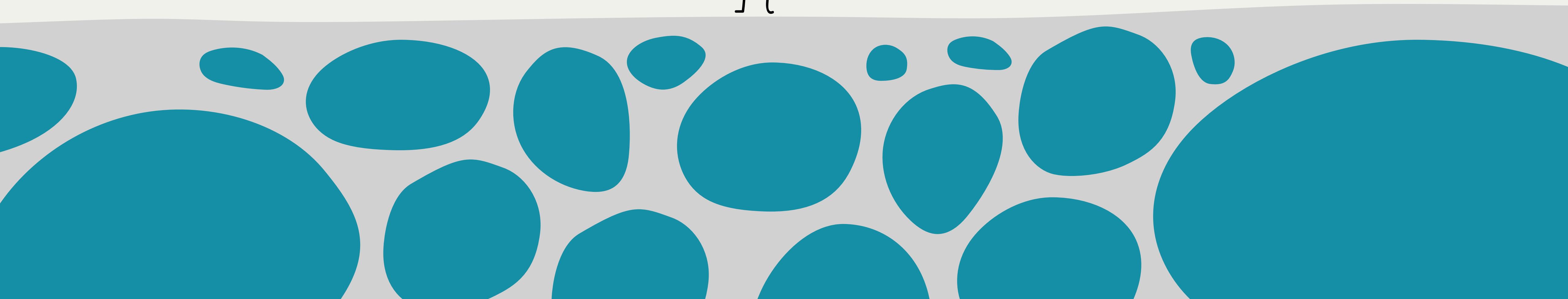
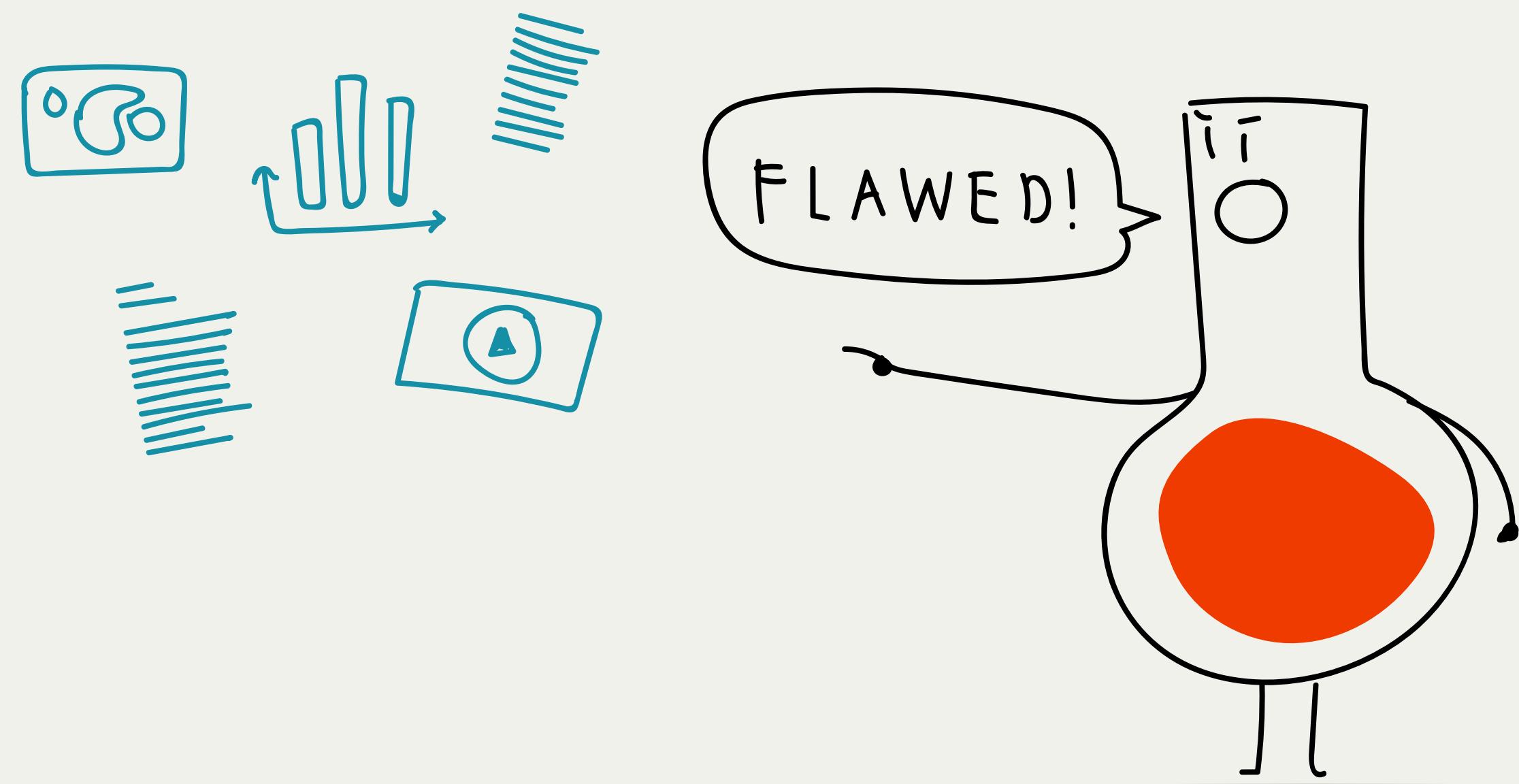
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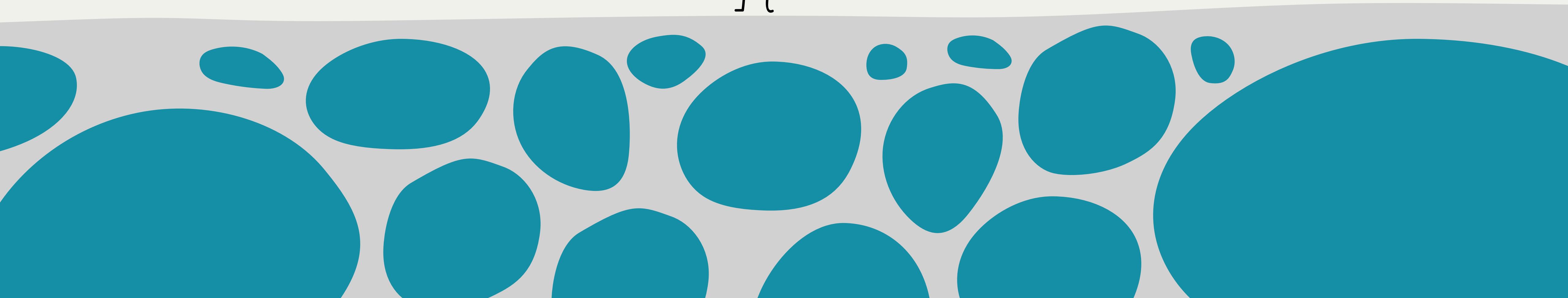
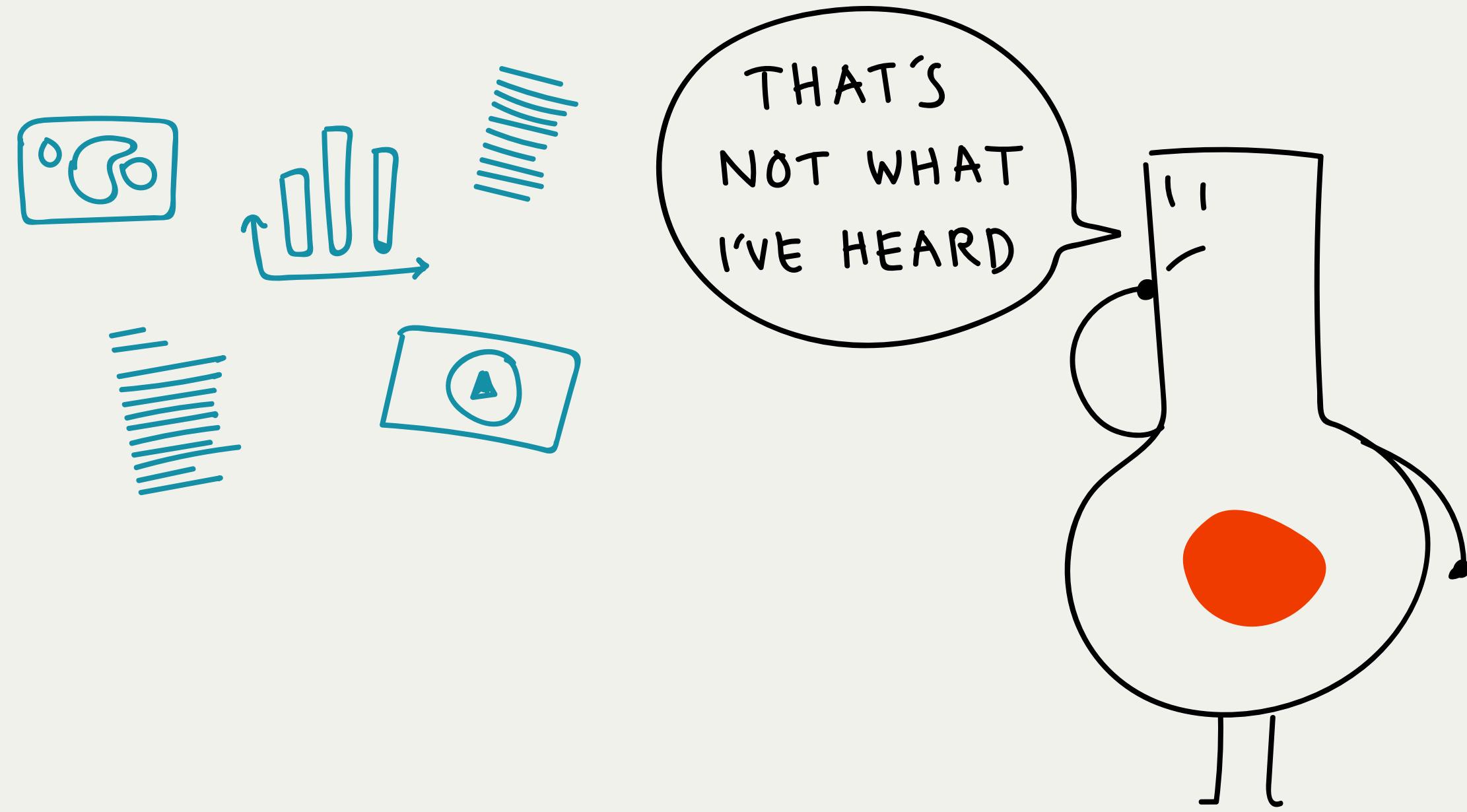
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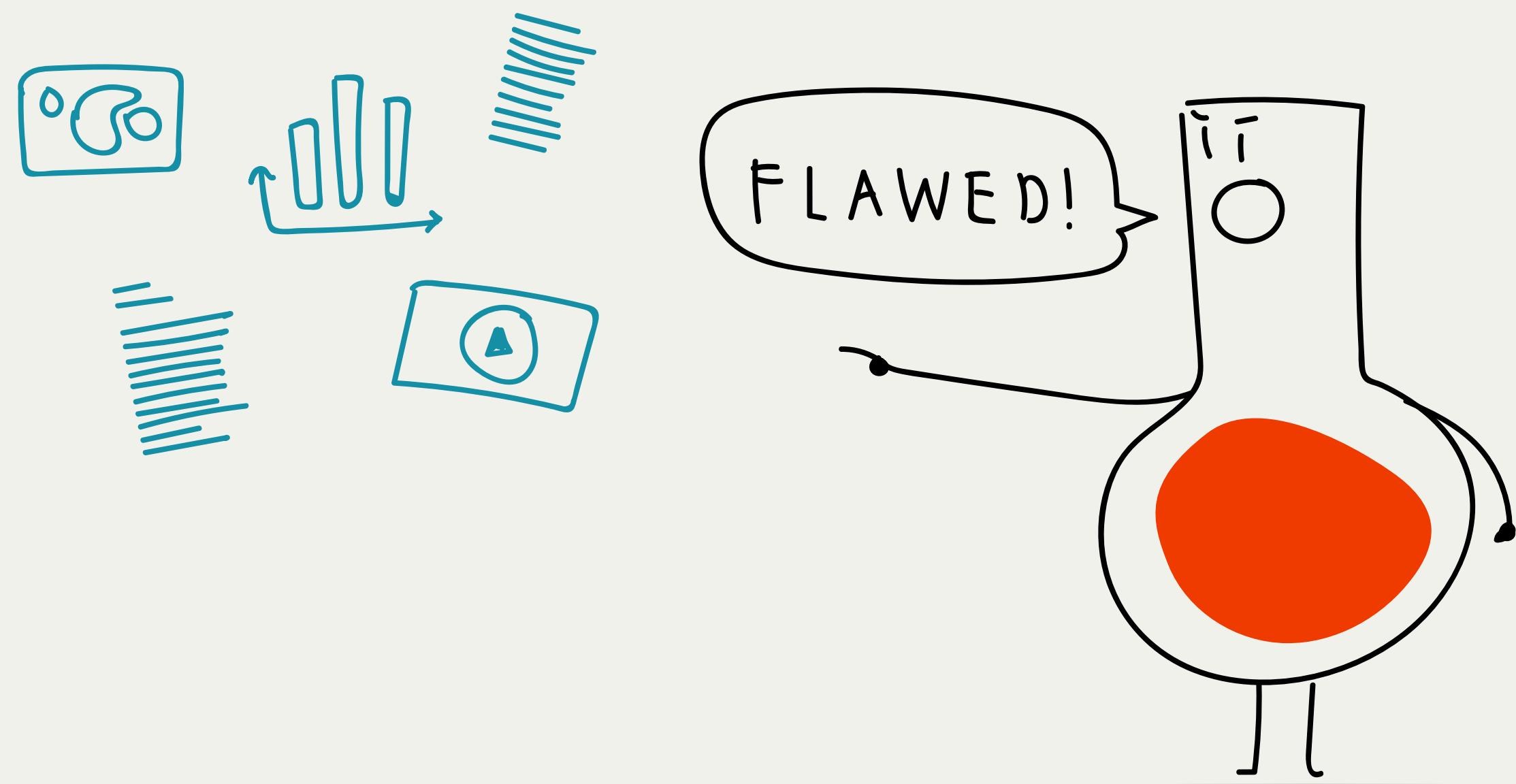
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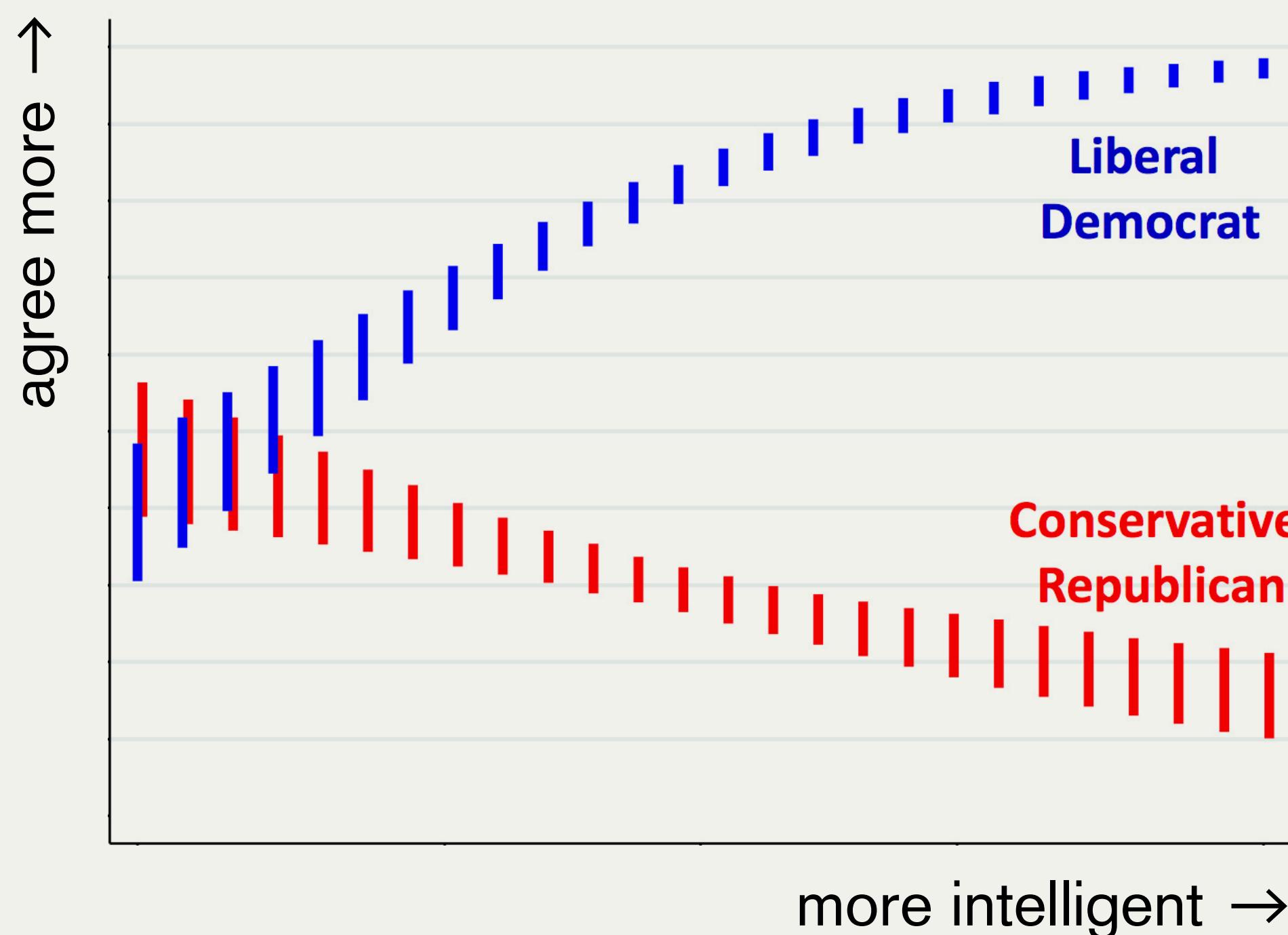


4 More information = stronger belief



## 4 More intelligence = stronger belief

There is “solid evidence” of recent global warming due “mostly” to “human activity such as burning fossil fuels.”



A

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Where false  
beliefs come from.

---

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B

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Why it is so hard  
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---

- 1 We don't want to
- 2 Enough proof
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Motivated Skepticism
- 4 More information  
= stronger belief
- 5 Close-mindedness

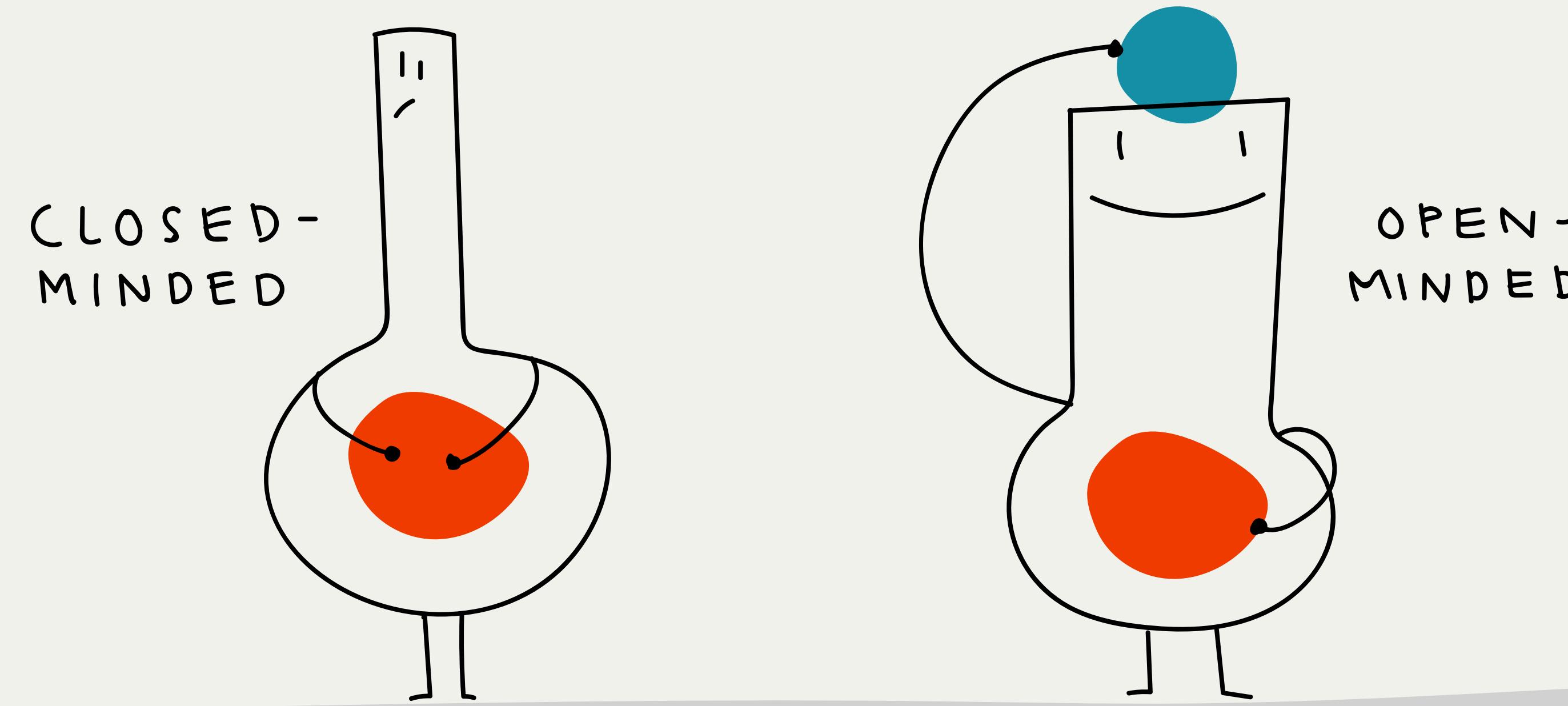
C

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How to believe  
more true things.

---

## 5 Close-mindedness



A

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C

How to believe  
more true things.

+ DATA  
VIZ!

A

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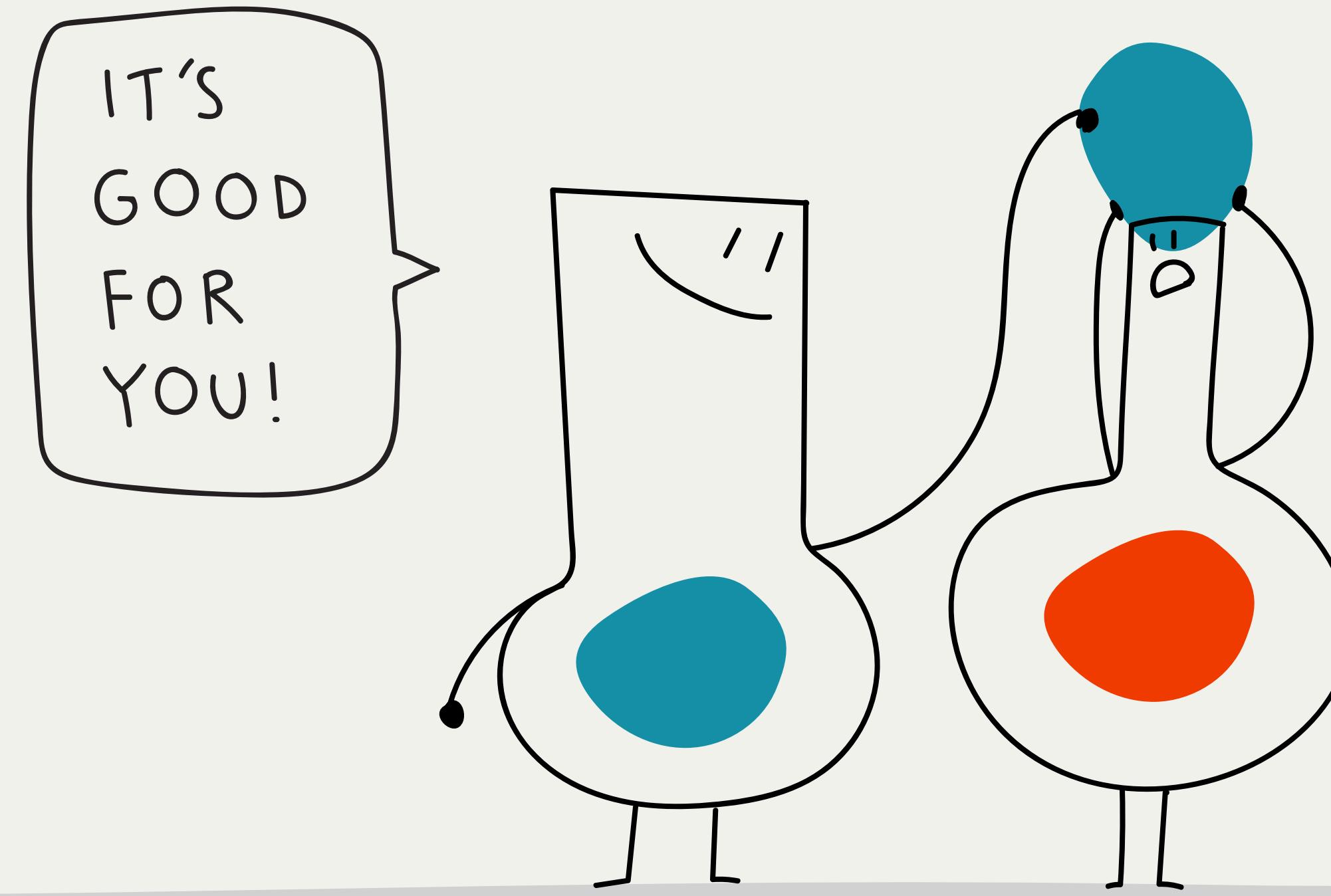
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How to believe  
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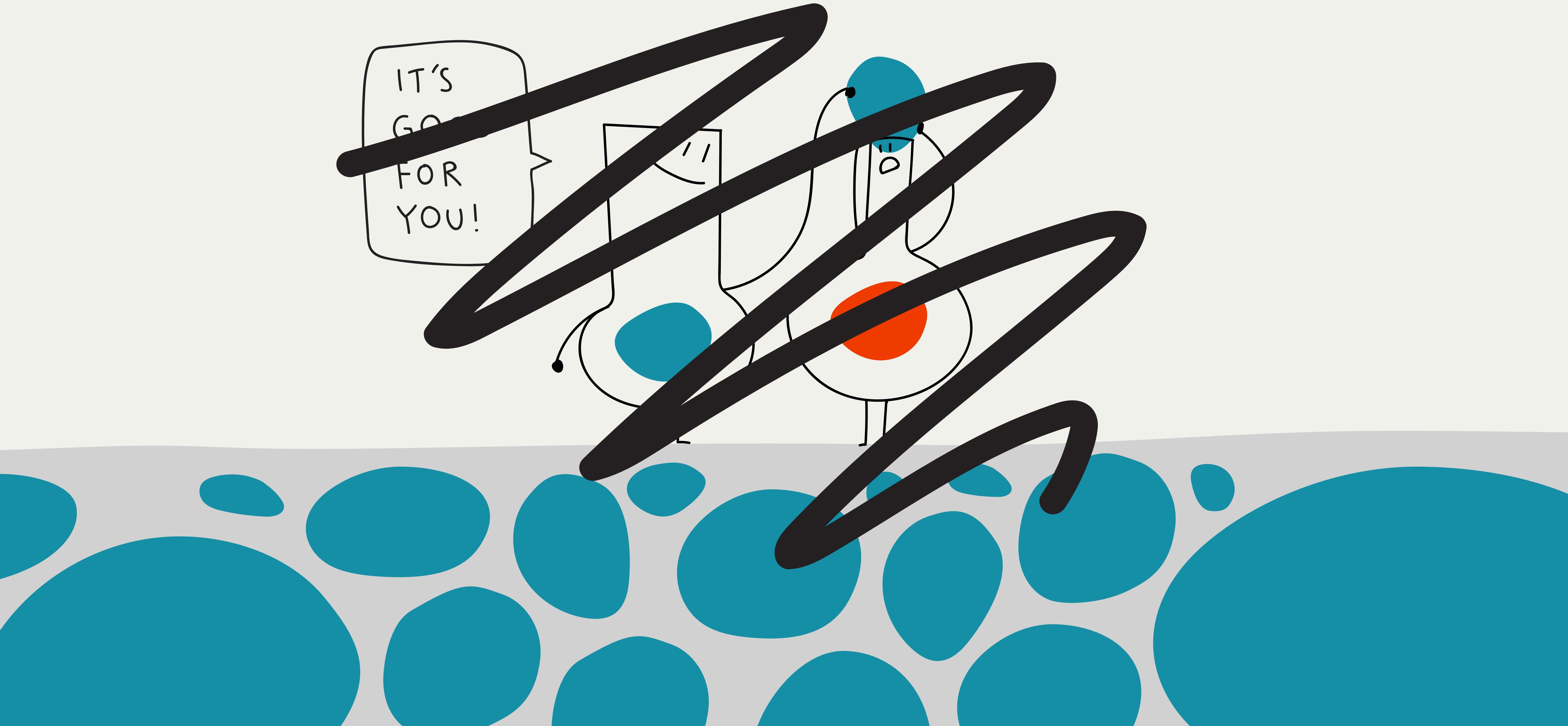
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## 1 Convince someone

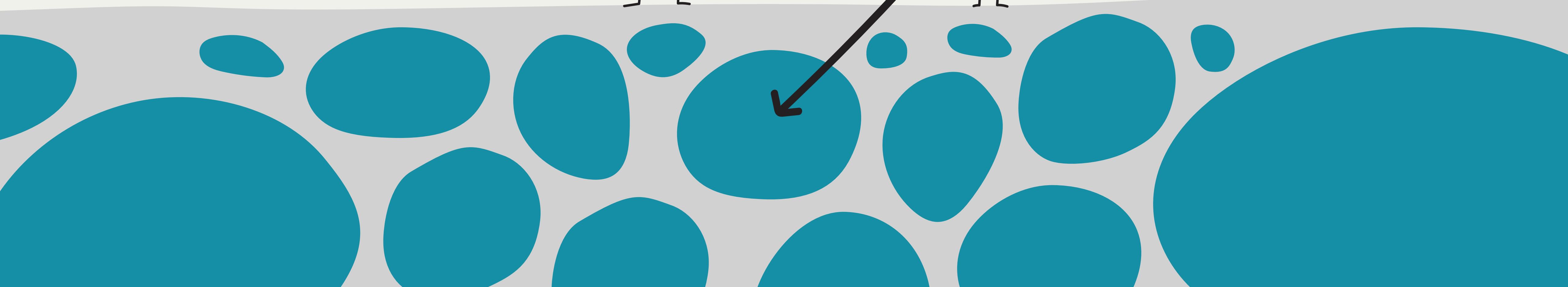
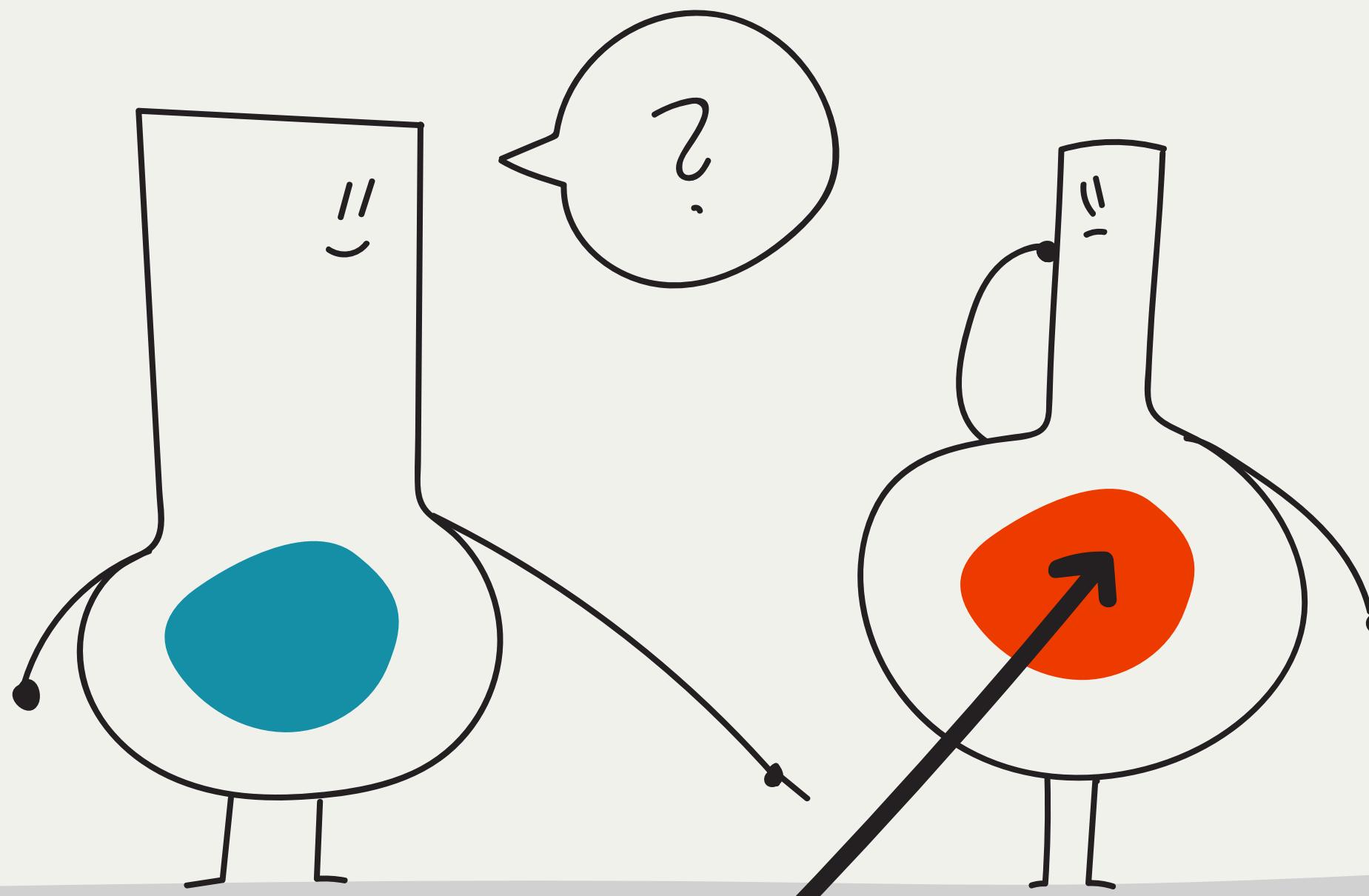
# 1 Convince someone



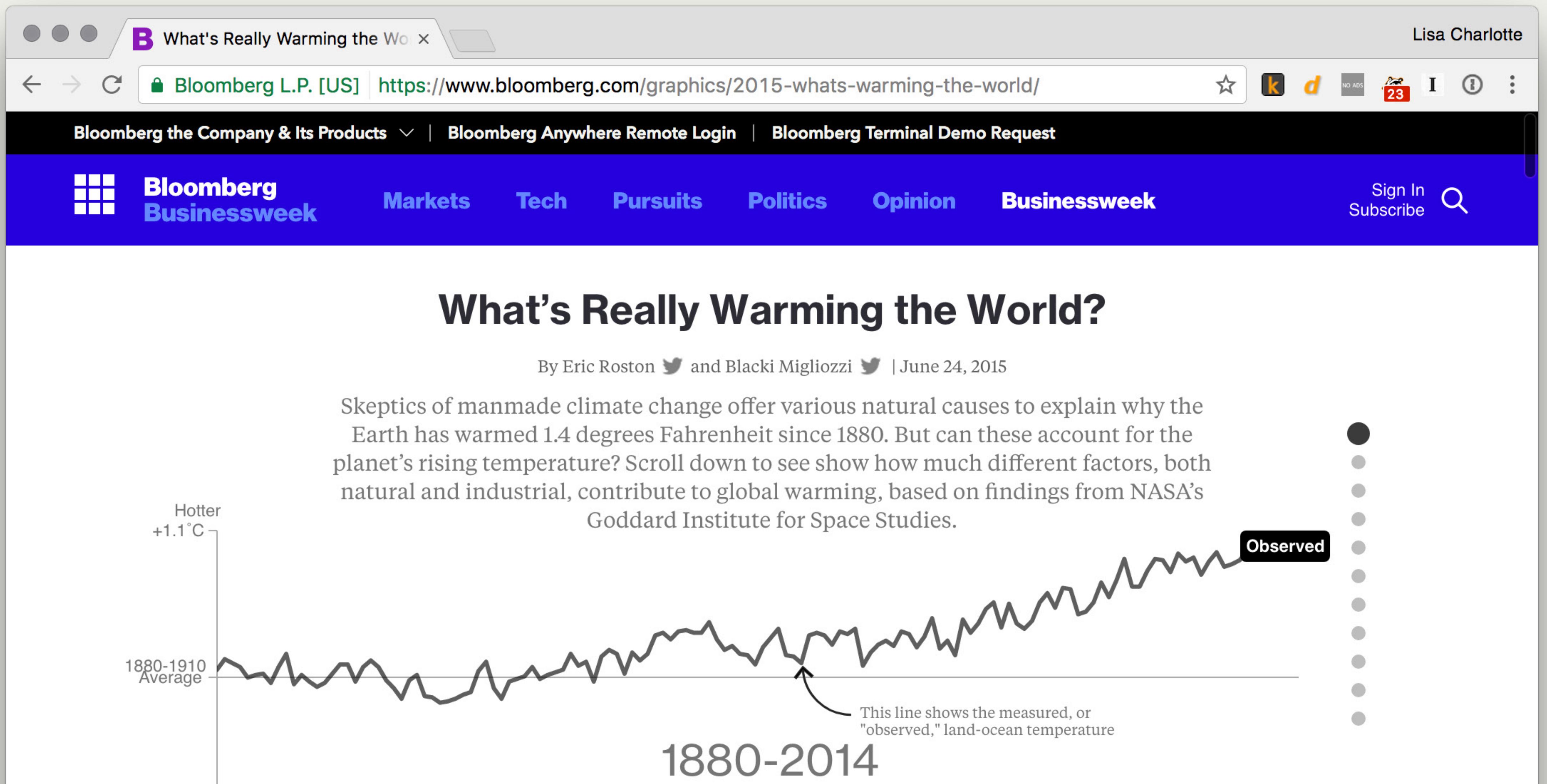
# 1 Convince someone



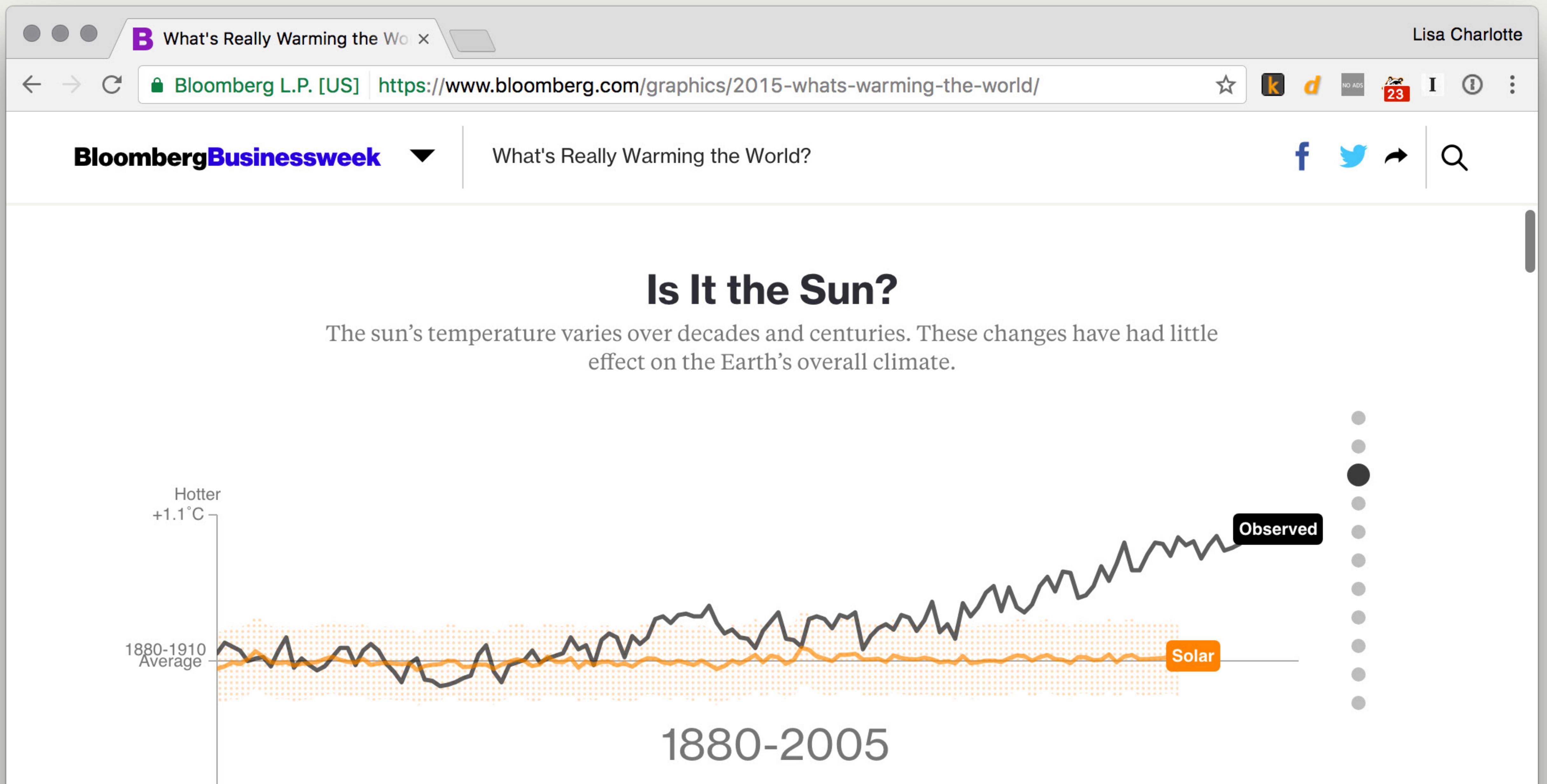
# 1 Convince someone



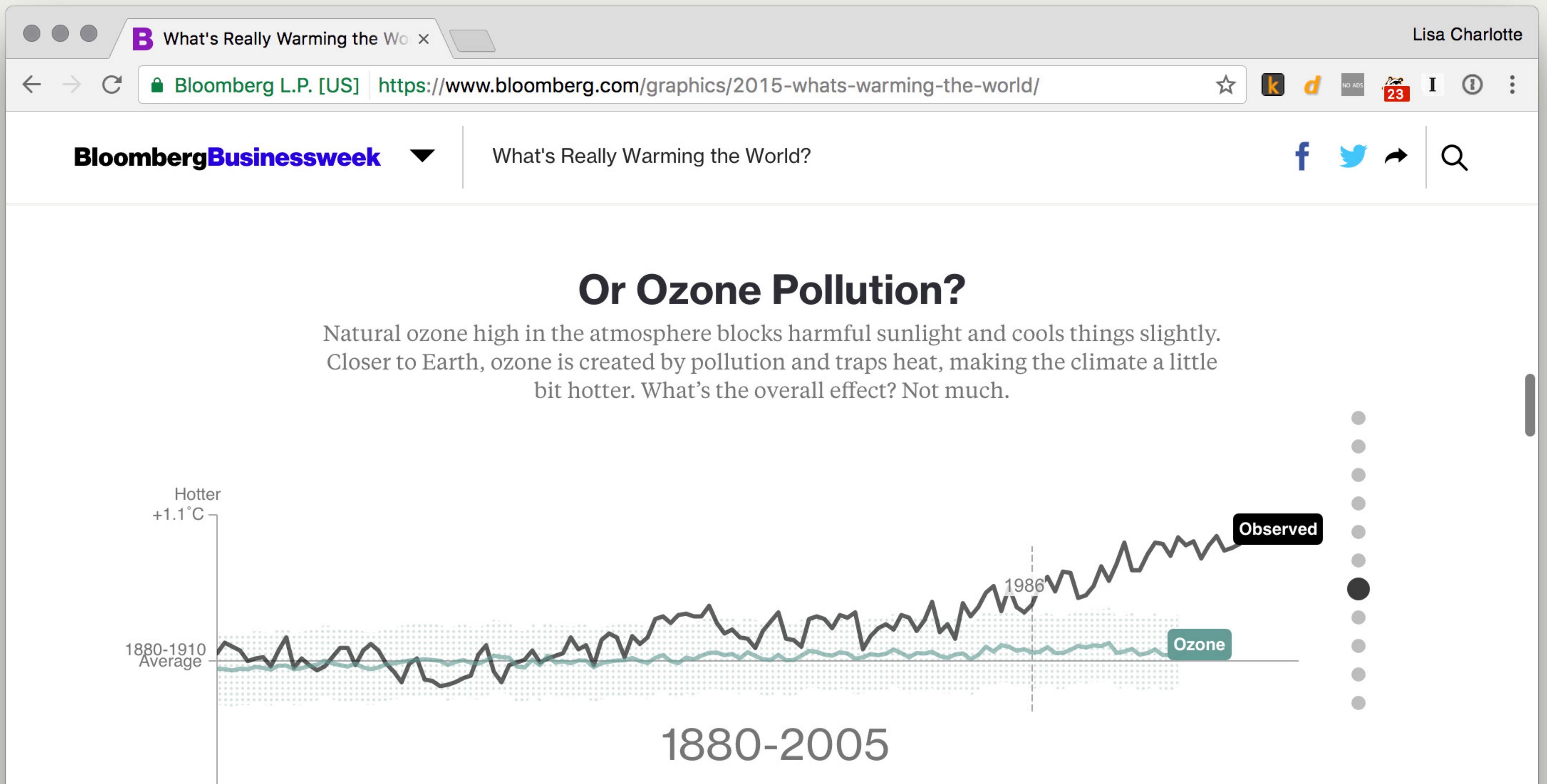
# 1 Convince someone



# 1 Convince someone



# 1 Convince someone



# 1 Convince someone



A

---

Where false  
beliefs come from.

---

- 1 Misinformation
- 2 Tribalization
- 3 Fallacies

B

---

Why it is so hard  
to get rid of them.

---

- 1 We don't want to
- 2 Enough proof
- 3 Confirmation Bias &  
Motivated Skepticism
- 4 More information  
= stronger belief
- 5 Close-mindedness

C

---

How to believe  
more true things.

---

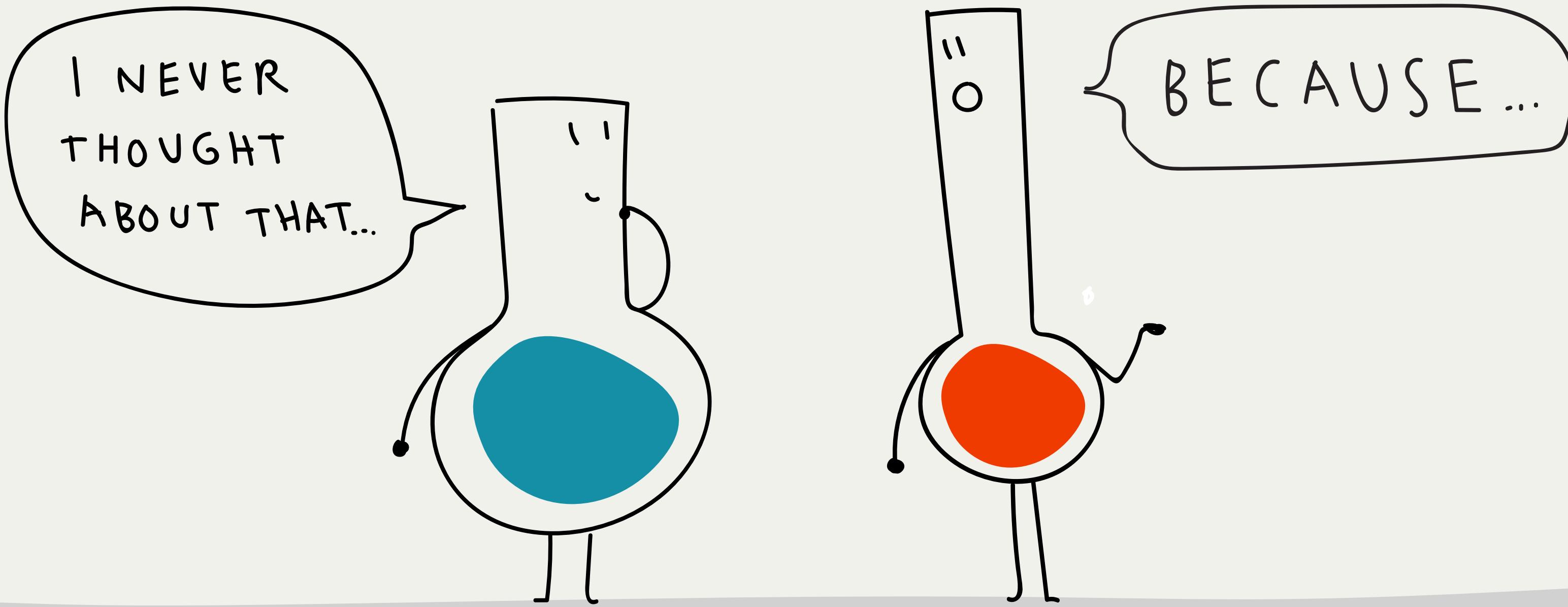
- 1 Convince someone
- 2 Avoid tribalization

## 2 Avoid tribalization

Get to know people with other opinions

## 2 Avoid tribalization

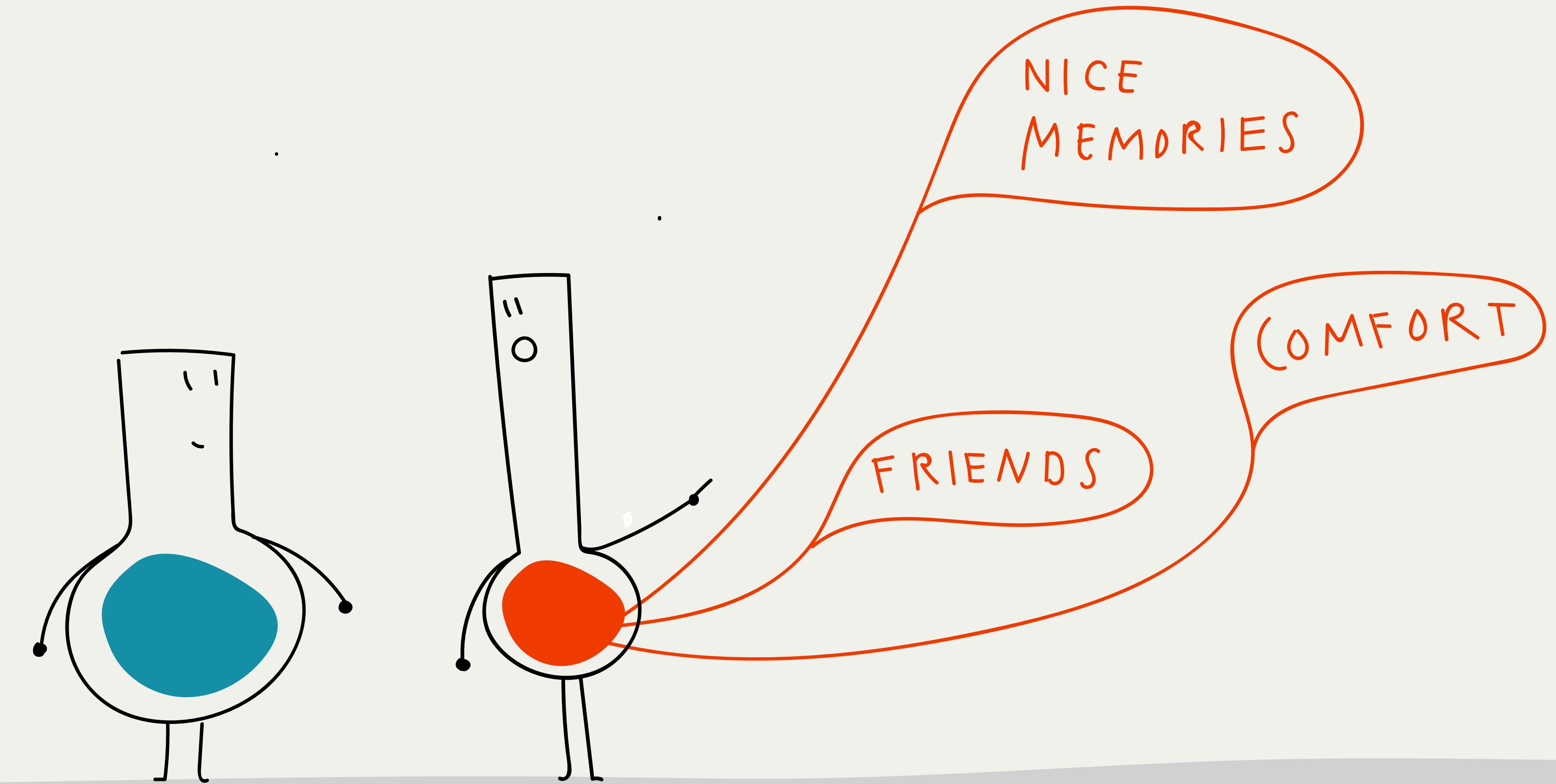
Get to know people with other opinions



## 2 Avoid tribalization

Build empathy

## 2 Avoid tribalization Build empathy



## 2 Avoid tribalization

The screenshot shows a web browser window with the following details:

- Address Bar:** Shows the URL [www.zeit.de/politik/2017-05/deutschland-spricht-aufruf-d17](http://www.zeit.de/politik/2017-05/deutschland-spricht-aufruf-d17).
- User Information:** The user is logged in as "Lisa Charlotte".
- Page Header:** The page is from **ZEIT ONLINE**. The header includes links for ABO, SHOP, AKADEMIE, JOBS, MEHR, E-PAPER, AUDIO, APPS, ARCHIV, and ANMELDEN.
- Search Function:** A search bar with the placeholder "Suche" and a magnifying glass icon.
- Navigation Bar:** Categories include Politik, Gesellschaft, Wirtschaft, Kultur, Wissen, Digital, Campus, Karriere, Entdecken, Sport, Spiele, and mehr. There is also a link to ZEITmagazin.
- Section Headline:** **Deutschland spricht**
- Main Article Title:** **Dürfen wir Ihnen jemanden vorstellen?**
- Text Preview:** A snippet of the article text: "Wann haben Sie das letzte Mal ausführlich mit jemandem gesprochen, der ganz andere politische Ansichten hatte? Schon länger her? Wir haben da eine Idee."

A

---

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C

---

How to believe  
more true things.

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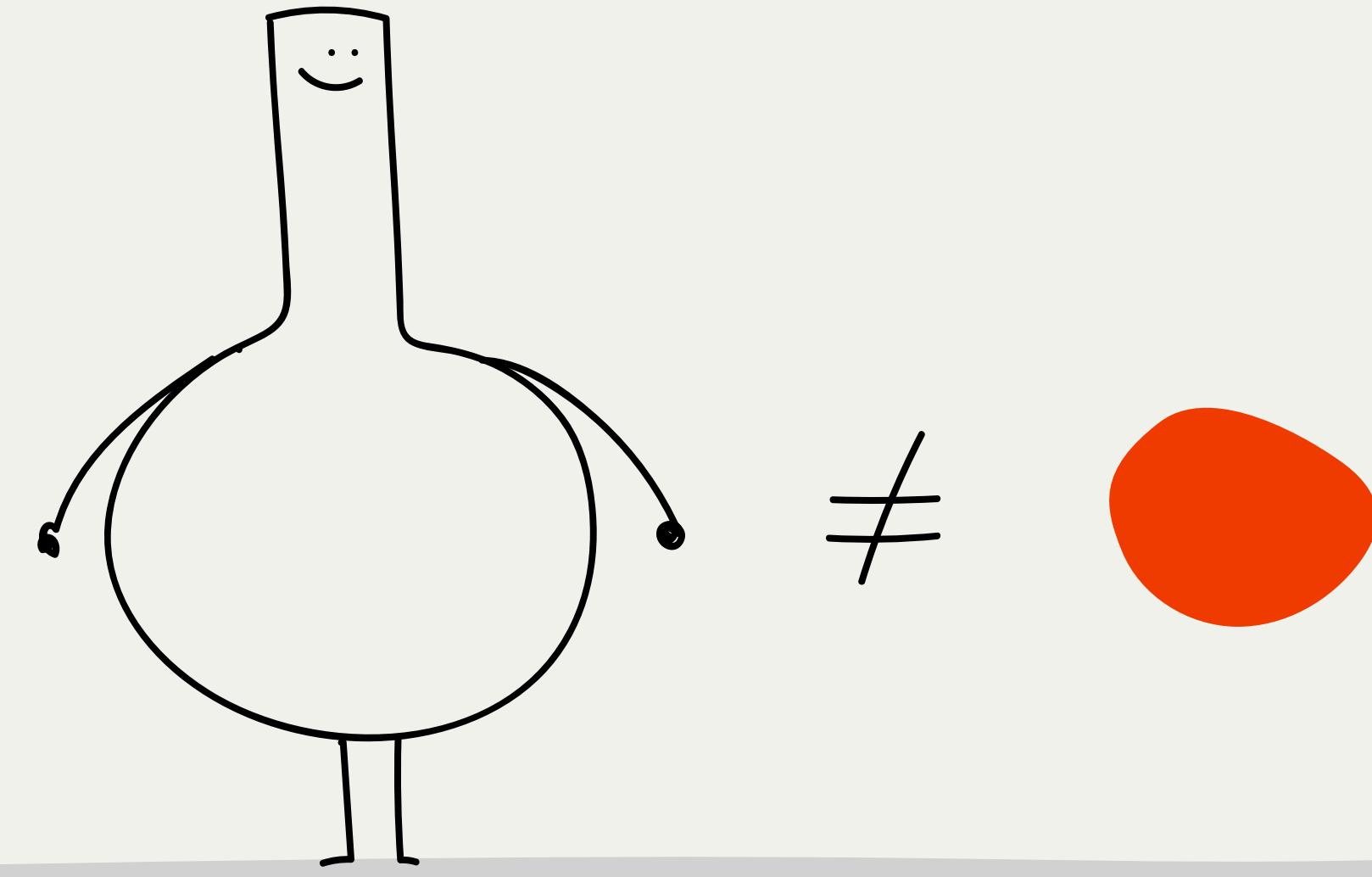
- 1 Convince someone
- 2 Avoid tribalization
- 3 Change our attitude**

### **3 Change our attitude**

Understand that people are not their beliefs

### 3 Change our attitude

Understand that people are not their beliefs



### **3 Change our attitude**

Get into the truth-seeking mode

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### 3 Change our attitude

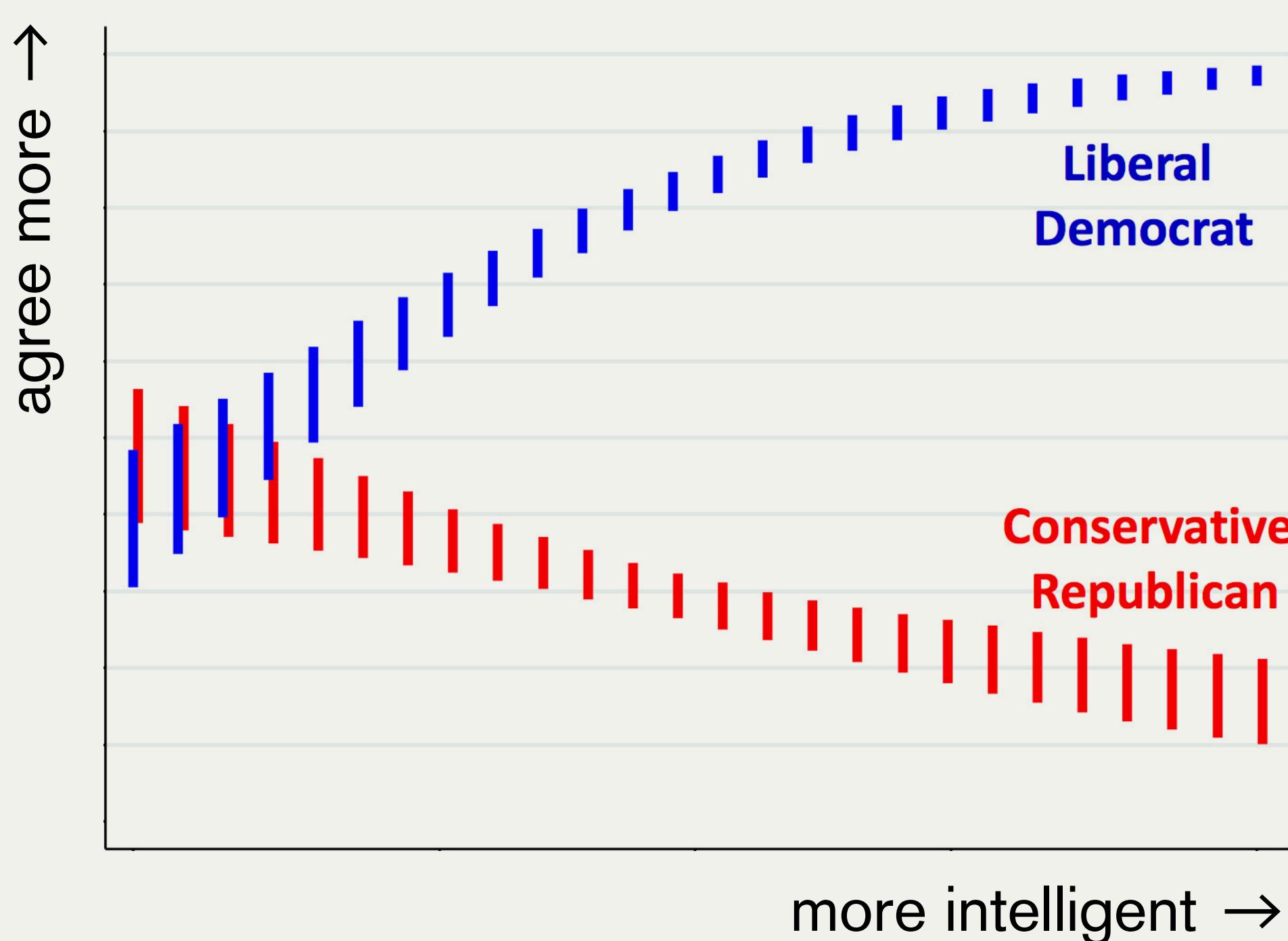
Get into the truth-seeking mode

“individuals can use their reason for two ends—to form beliefs that evince who they are, and to **form beliefs that are consistent with the best available scientific evidence.**”

### 3 Change our attitude

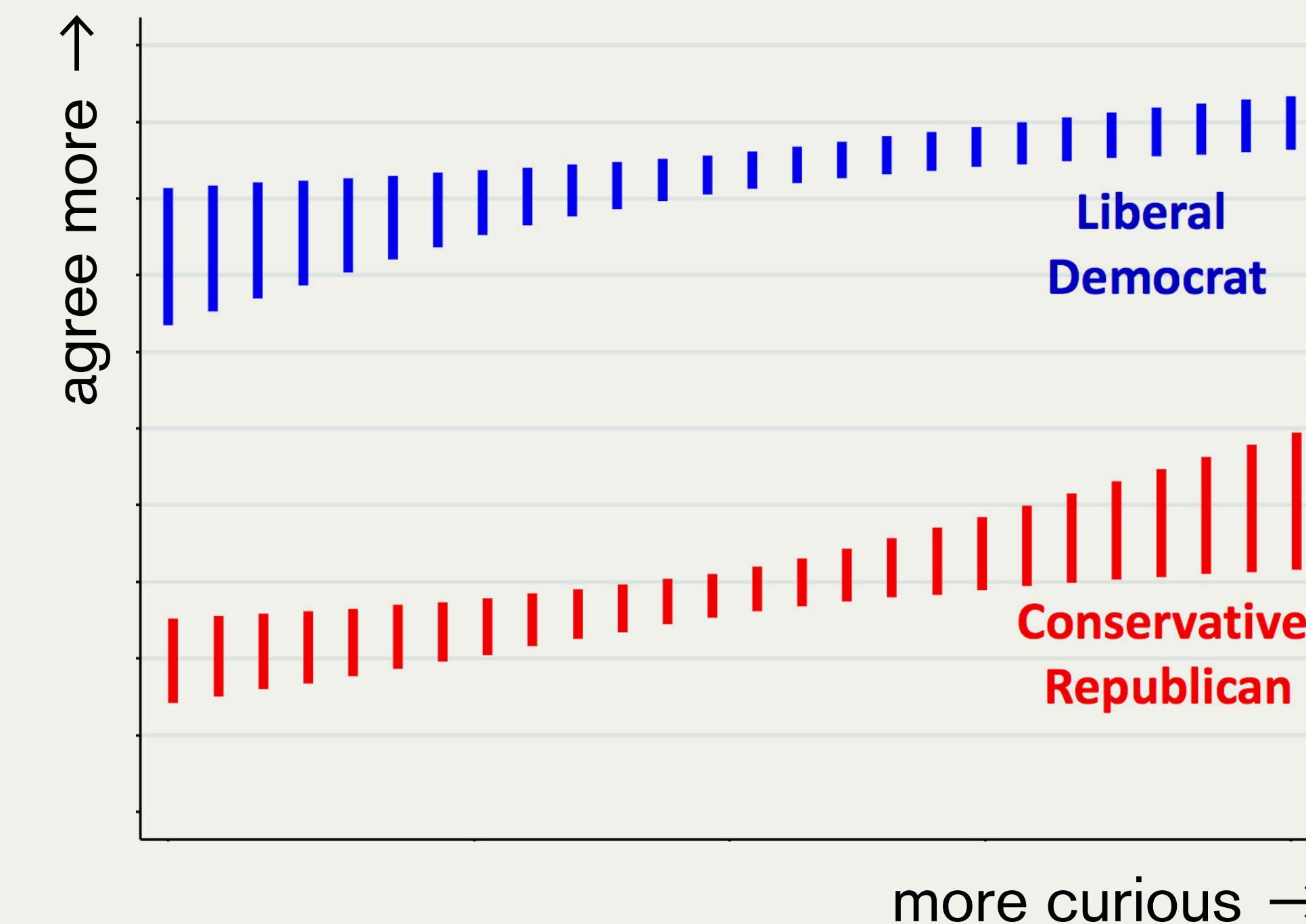
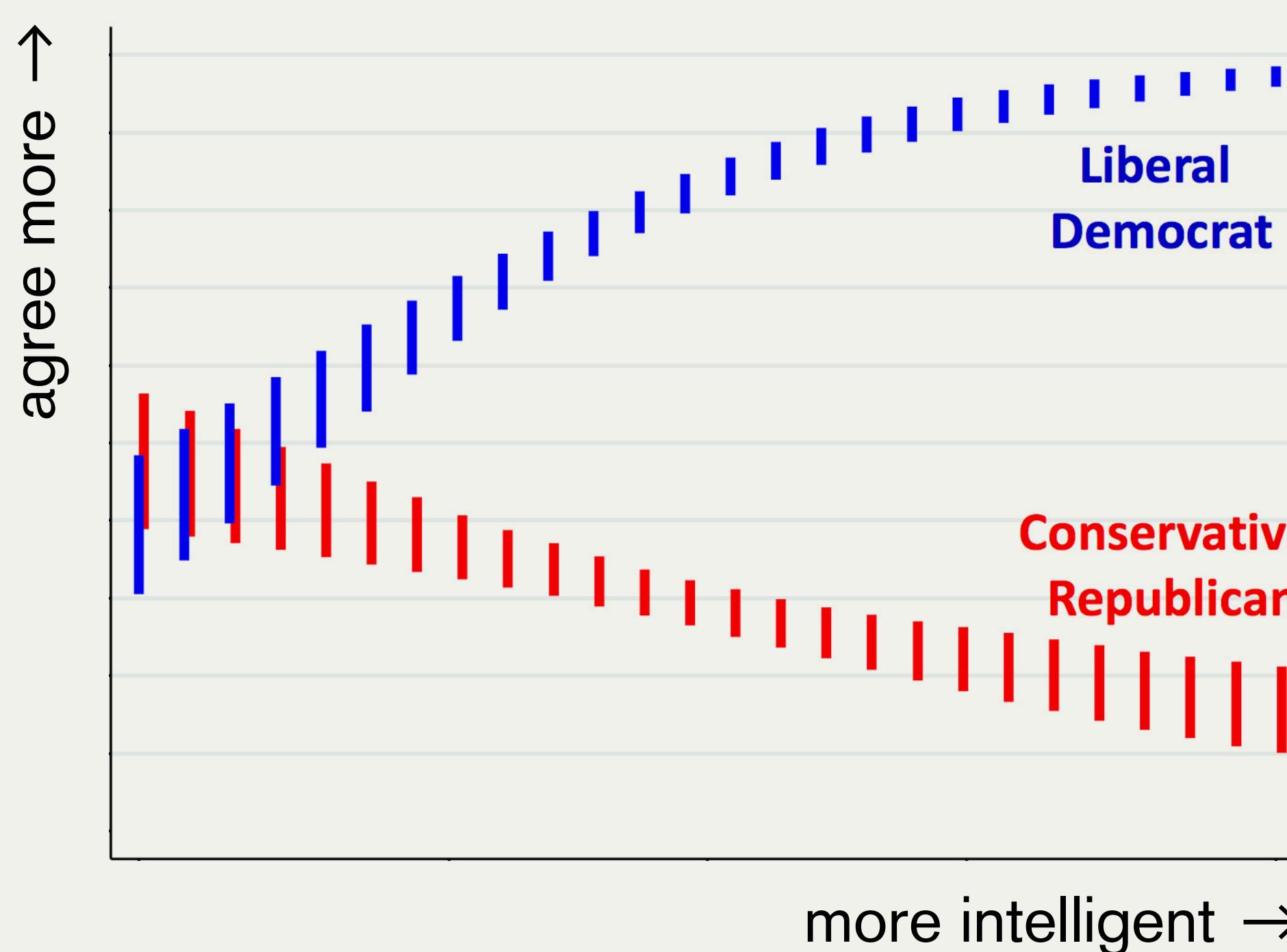
Get into the truth-seeking mode

There is “solid evidence” of recent global warming due  
“mostly” to “human activity such as burning fossil fuels.”



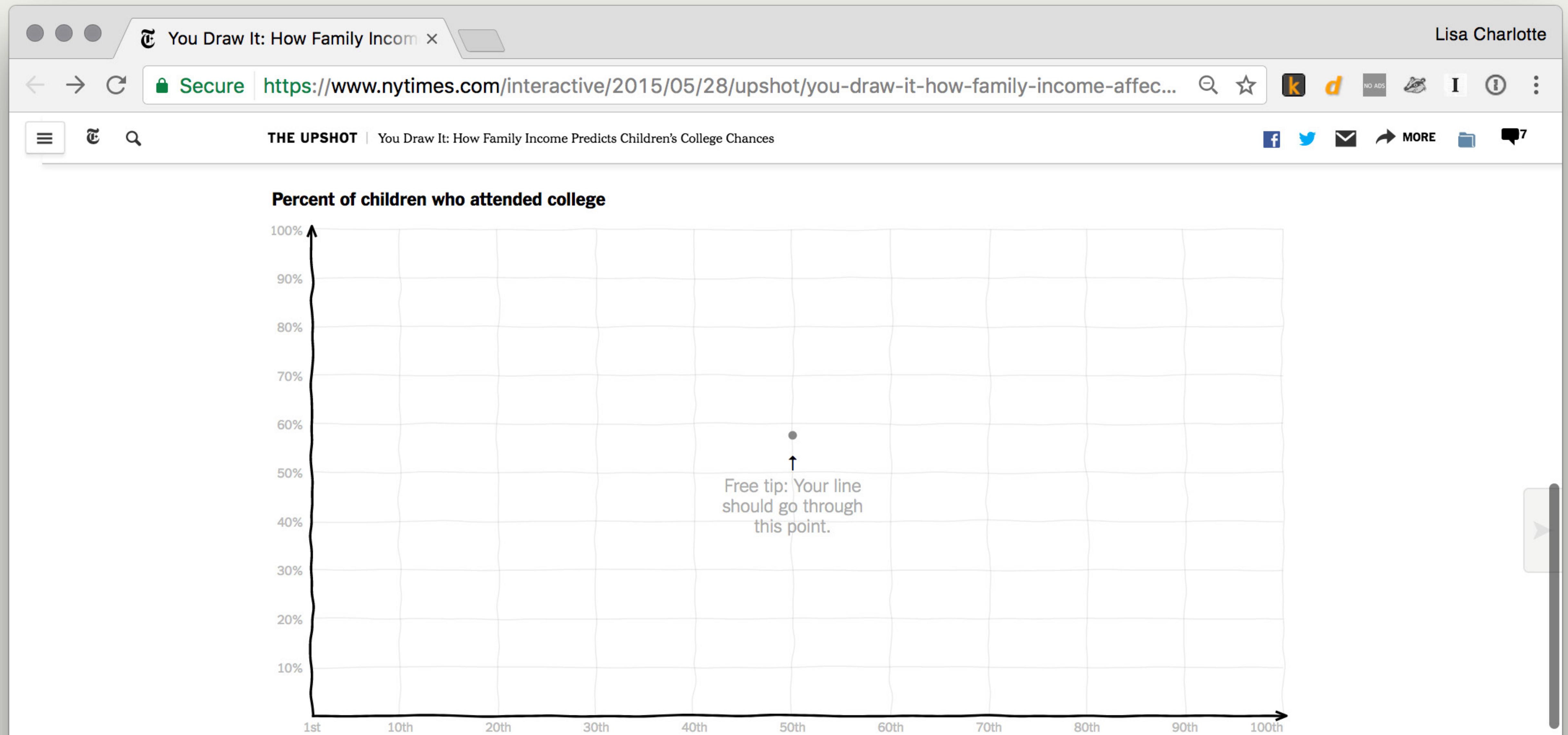
### 3 Change our attitude Get into the truth-seeking mode

There is “solid evidence” of recent global warming due “mostly” to “human activity such as burning fossil fuels.”



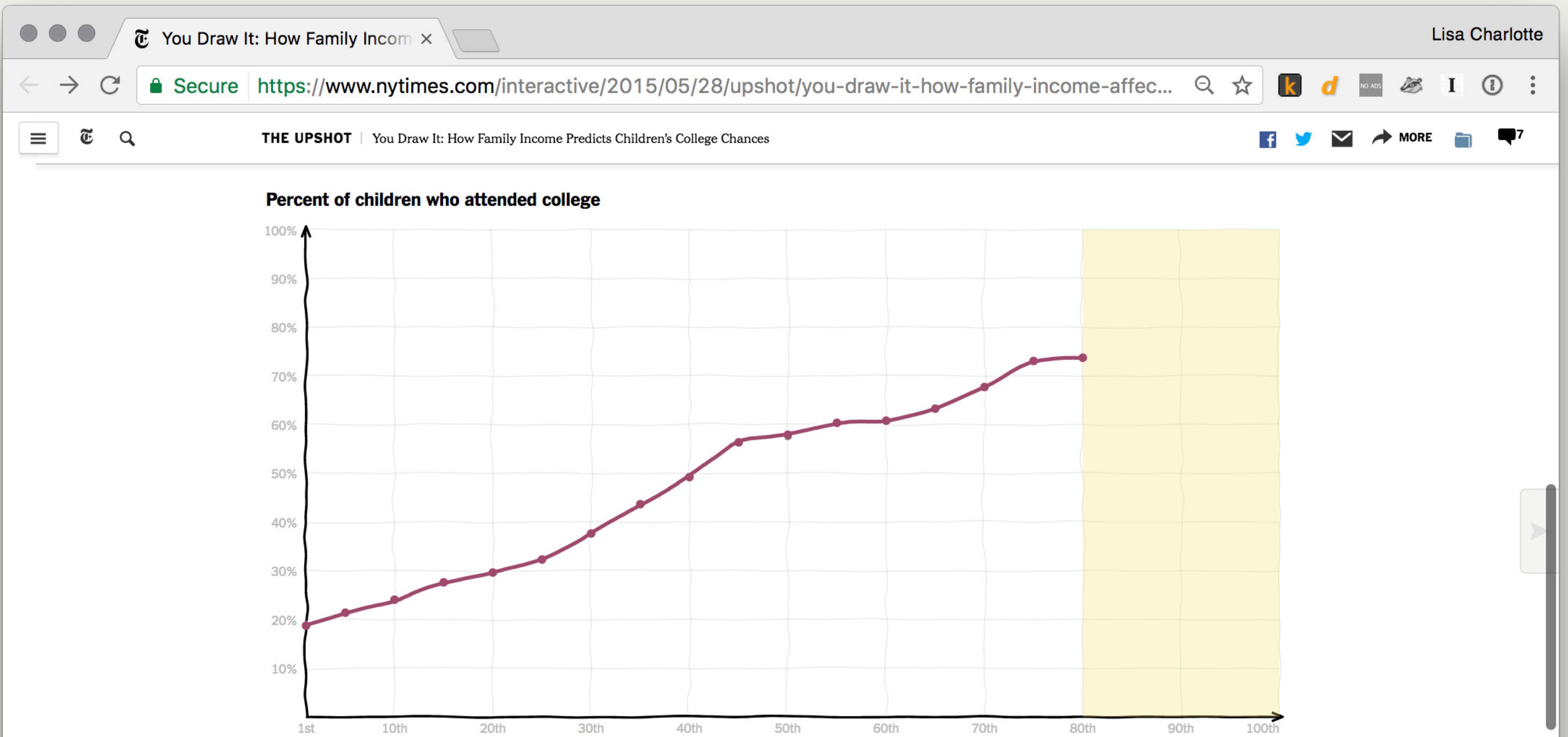
# 3 Change our attitude

## Get into the truth-seeking mode



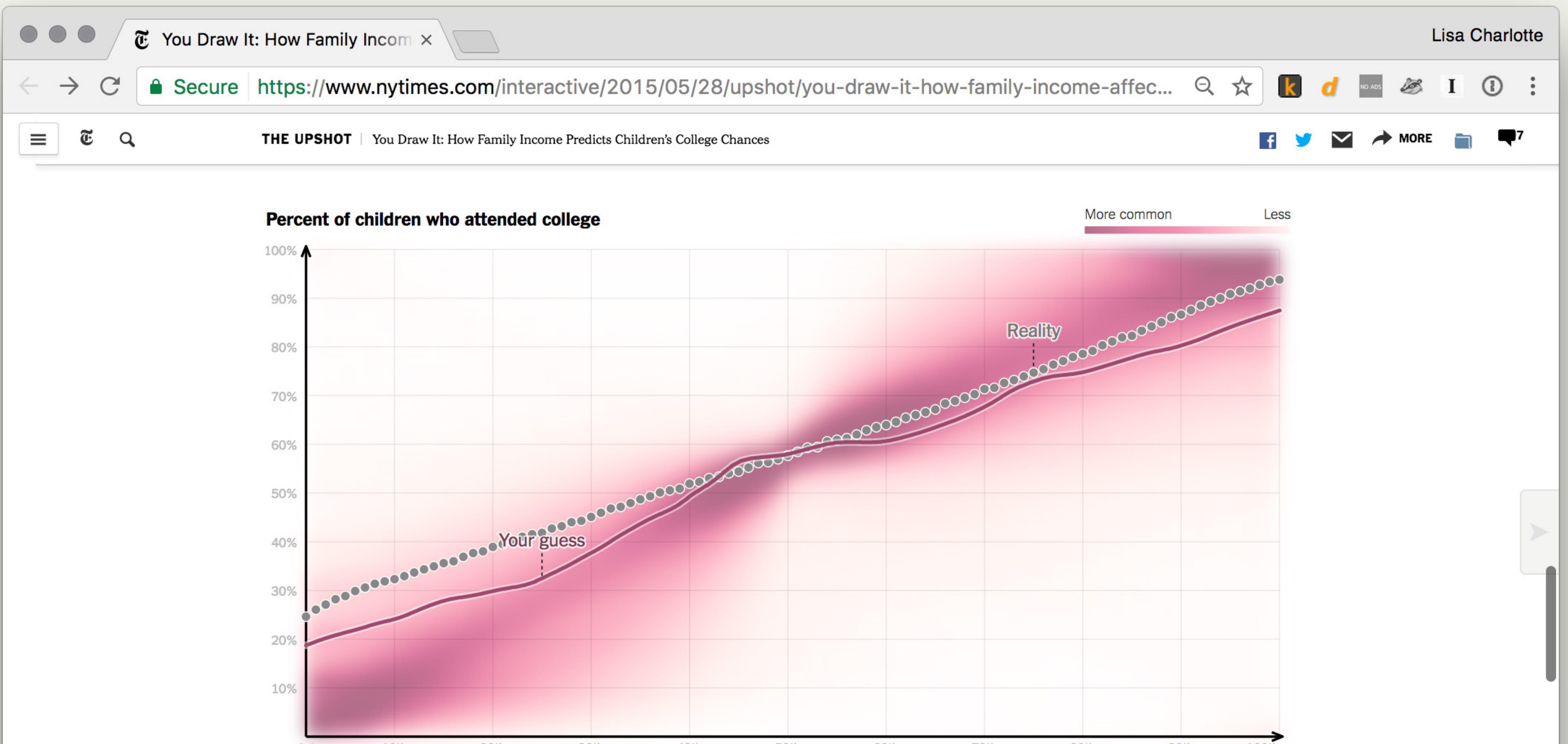
### 3 Change our attitude

#### Get into the truth-seeking mode



# 3 Change our attitude

## Get into the truth-seeking mode



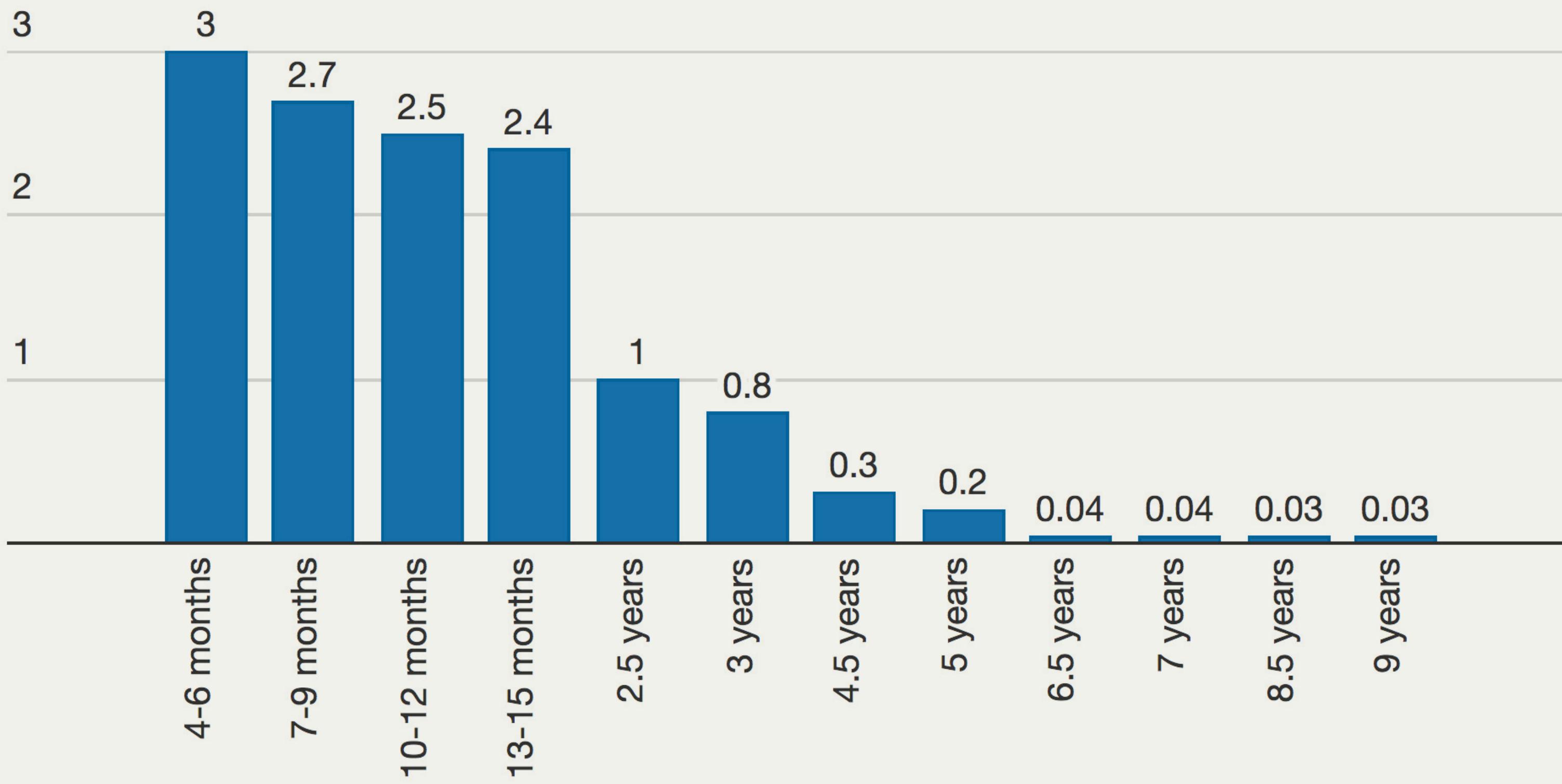
### 3 Change our attitude

Show the complexity of “truth”

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### 3 Change our attitude

Show the complexity of “truth”



# 3 Change our attitude

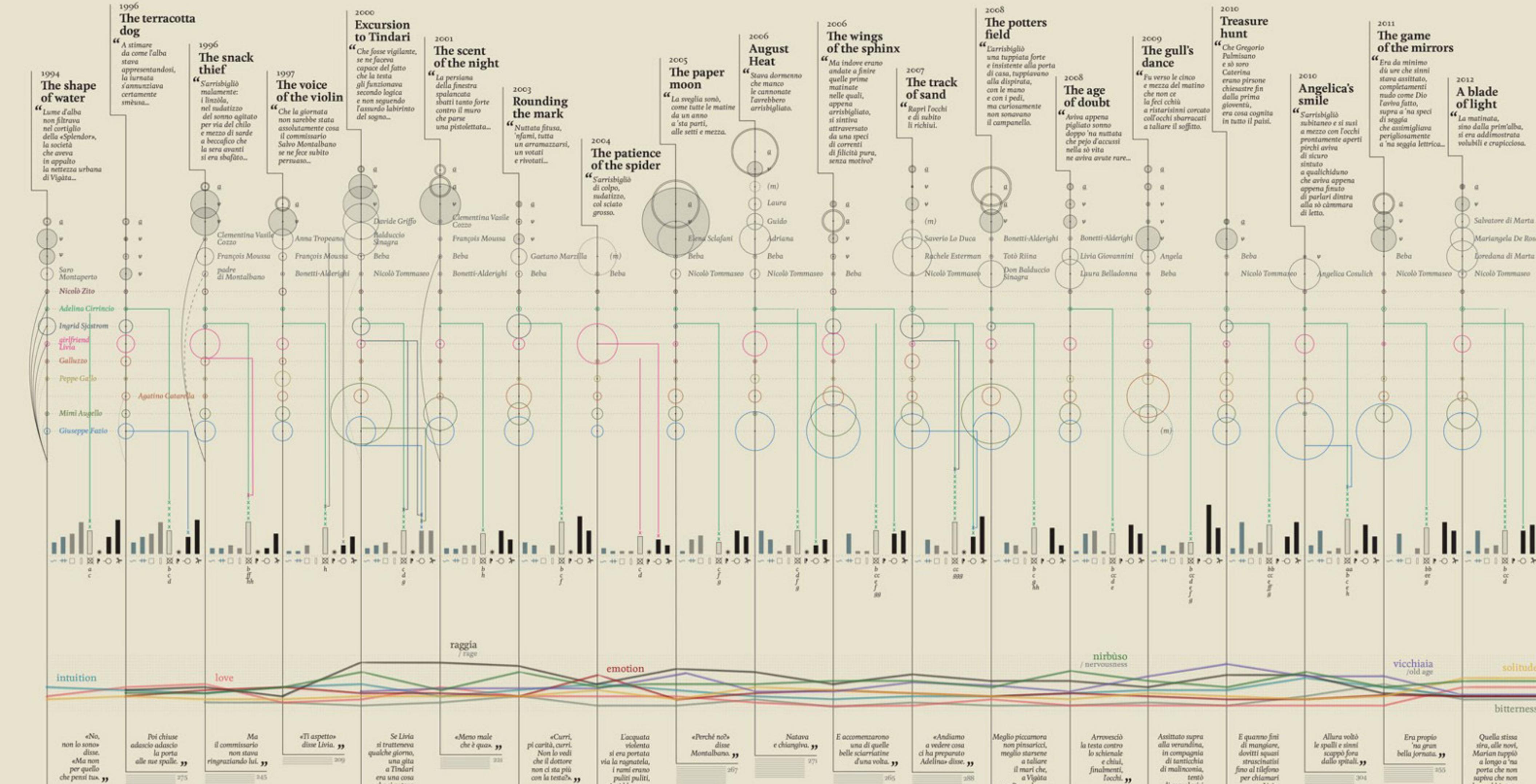
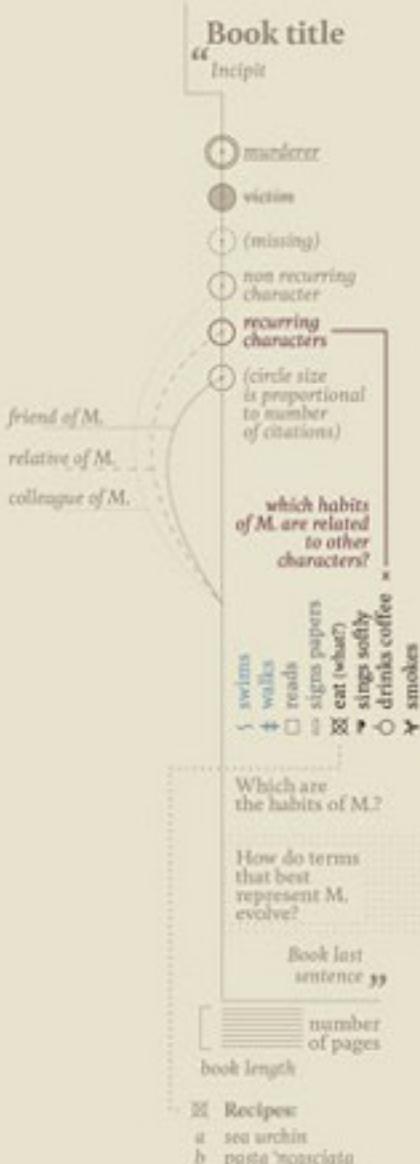
## Show the complexity of “truth”

Accurat

### The real Montalbano!

Is it possible to visualize the development of the character of Commissario Montalbano throughout all of the 19 novels written by Andrea Camilleri? This analysis and visualization explores meaningful trends in the fictional life of the police chief, representing his relationships with recurring characters, his habits and his attitude, the real or fictional places he visits and other curiosities in a complex temporal score.

#### How to read it?



### 3 Change our attitude

Plant doubt

.

### 3 Change our attitude Plant doubt

The screenshot shows a web browser window with the following details:

- Address Bar:** nzz Bundestagswahl 2017: Wie die x
- Title Bar:** Lisa Charlotte
- Page Headers:** Back, Forward, Stop, **Neue Zürcher Zeitung AG [CH]**, <https://www.nzz.ch/international/deutschland-im-wahljahr/methodik-statistik...>, Star, **k**, **d**, NO ADS, **3**, **I**, **?**, **:**
- Page Content:**
  - Logo:** Neue Zürcher Zeitung
  - User Options:** Abonnements, Mail icon, Bell icon, ANMELDEN, Settings icon
  - Navigation Bar:** Menü, Startseite, Meinung, **International** (underlined), Wirtschaft, Finanzen, Schweiz, Feuilleton, Zürich, Sport, Wissenschaft, Panorama, Search icon
  - Breadcrumbs:** Startseite > International > Deutschland im Wahljahr
  - Section Header:** **Bundestagswahl in Deutschland**
  - Main Article Title:** **Wie die NZZ Umfragen zur Bundestagswahl darstellt – und warum**
  - Author and Date:** von Marie-José Kolly, David Bauer / 20.3.2017, 15:47 Uhr
  - Text Summary:** Was Schwierigkeiten von Umfragen sind – und wie die NZZ damit umgeht. Wie die Grafik verschiedene Umfrageresultate kombiniert. Und weshalb sie nicht als Prognose missverstanden werden sollte.

### 3 Change our attitude Plant doubt

We Gave Four Good Pollsters [t](#) x Lisa Charlotte

Secure <https://www.nytimes.com/interactive/2016/09/20/upshot/the-error-the-polling-world-rarely-talks-about.html>

THE UPSHOT | We Gave Four Good Pollsters the Same Raw Data. They Had Four Different Results.

# We Gave Four Good Pollsters the Same Raw Data. They Had Four Different Results.

By NATE COHN SEPT. 20, 2016

How four pollsters, and The Upshot, interpreted 867 poll responses:



The image shows five small portraits of Hillary Clinton, each with a different poll result overlaid. From left to right: 1. A blue-toned portrait with "Clinton +3" in blue text. Below it is the name "Charles Franklin". 2. A blue-toned portrait with "Clinton +1" in blue text. Below it is the name "Patrick Ruffini". 3. A blue-toned portrait with "Clinton +4" in blue text. Below it is the name "Margie Omero, Robert Green, Adam Rosenblatt". 4. A red-toned portrait with "Trump +1" in red text. Below it is the name "Sam Corbett-Davies, Andrew Gelman and David Rothschild". 5. A blue-toned portrait with "Clinton +1" in blue text. Below it is the name "NYT Upshot/Siena College".

You've heard of the “margin of error” in polling. Just about every article on a new poll dutifully notes that the margin of error due to sampling is plus or minus three or four percentage points.

### 3 Change our attitude

Show uncertainty well

### 3 Change our attitude Show uncertainty well

Inbox – lisacharlotterost@gmail.com

Secure | https://inbox.google.com/search/nyt%20polls

Lisa Charlotte

Back nyt polls

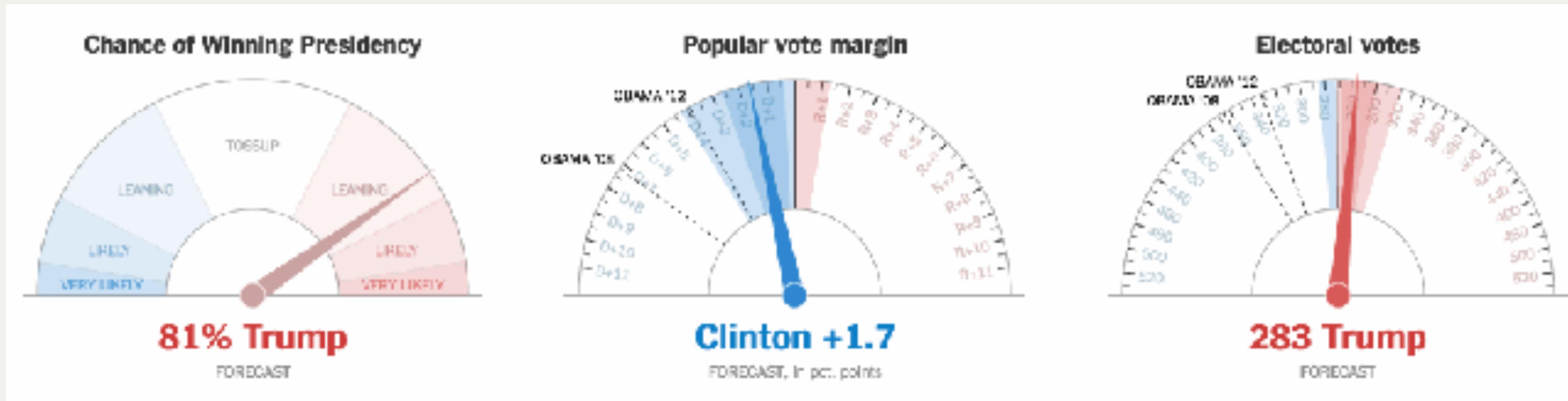
14 7

Presidential Forecast Update: Clinton 93%, Trump 7%

93%  
Hillary Clinton

7%  
Donald J. Trump

### 3 Change our attitude Show uncertainty well



A

---

Where false  
beliefs come from.

---

- 1 Misinformation
- 2 Tribalization
- 3 Fallacies

B

---

Why it is so hard  
to get rid of them.

---

- 1 We don't want to
- 2 Enough proof
- 3 Confirmation Bias &  
Motivated Skepticism
- 4 More information  
= stronger belief
- 5 Close-mindedness

C

---

How to believe  
more true things.

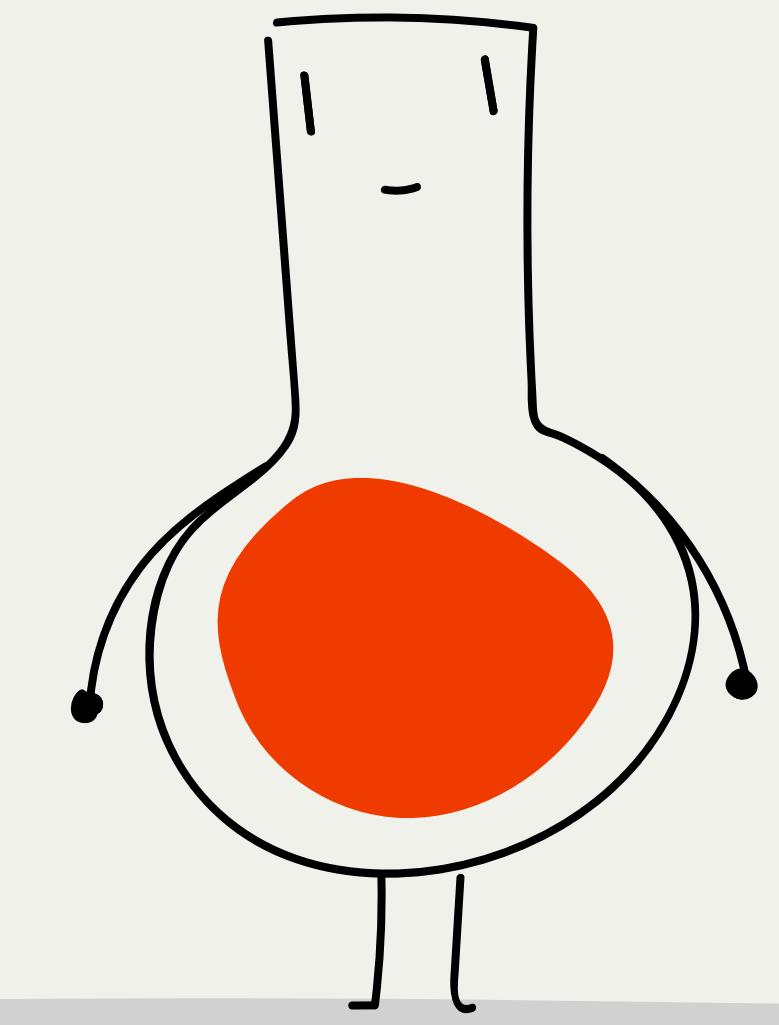
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- 1 Convince someone
- 2 Avoid tribalization
- 3 Change our attitude
- 4 Show our skin in  
the game**

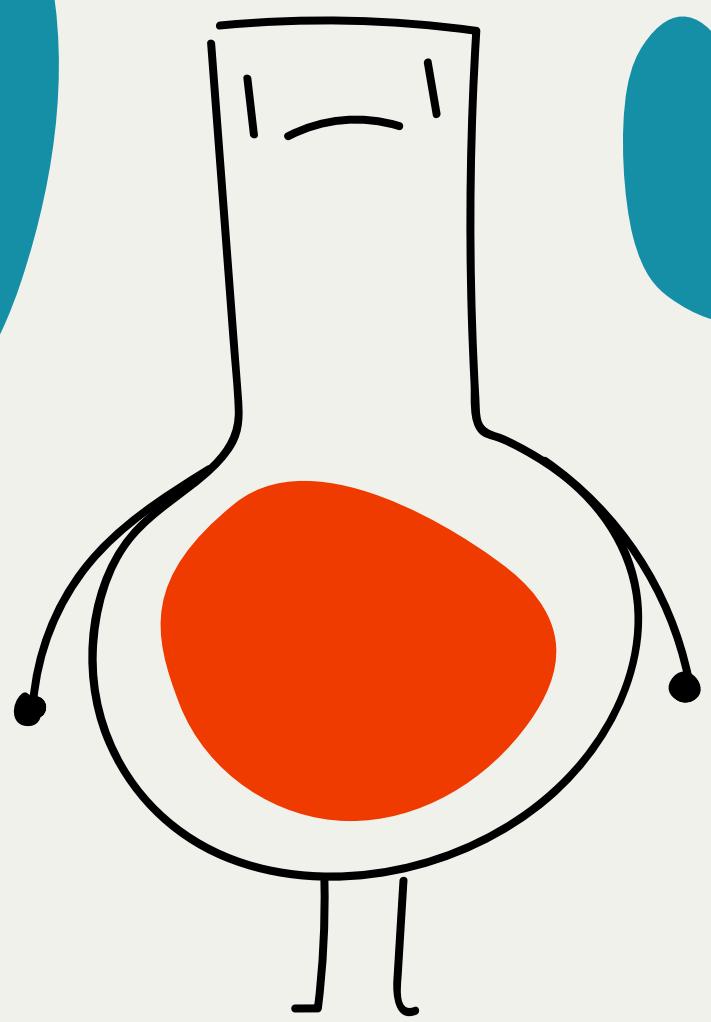
#### 4 Show our skin in the game

“Farmers ... have been observed to use information on climate change to form **identity-congruent beliefs** when they are behaving as citizens but to form **truth-convergent ones** when they are engaging in the task of farming, where they have an end—succeeding as farmers—that can be satisfied only with that form of information processing.”

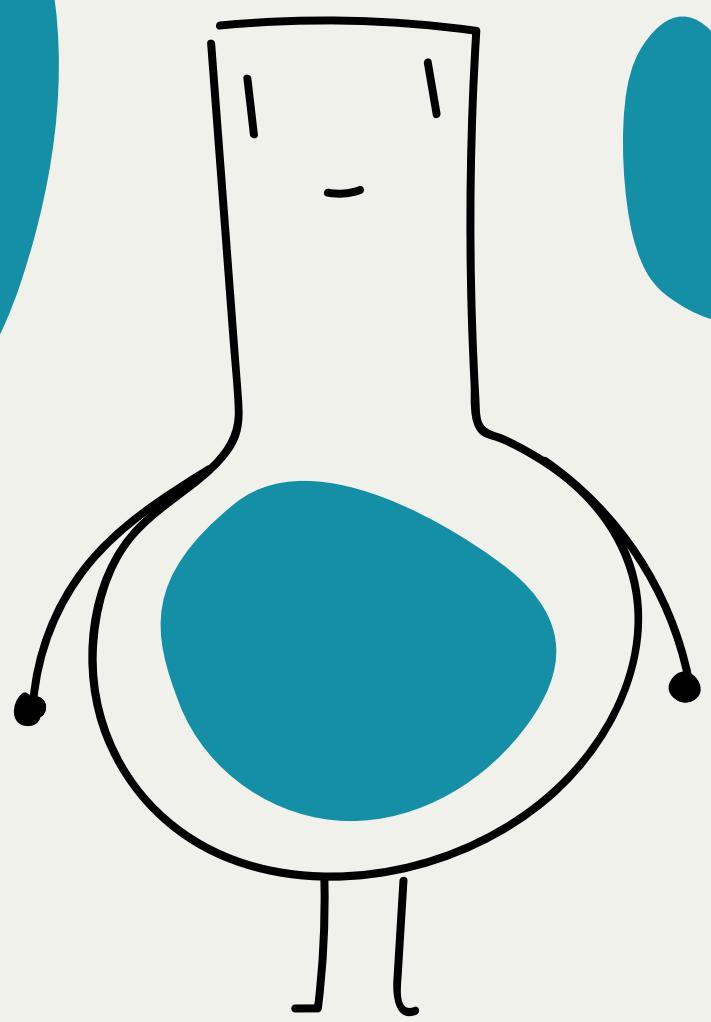
## 4 Show our skin in the game



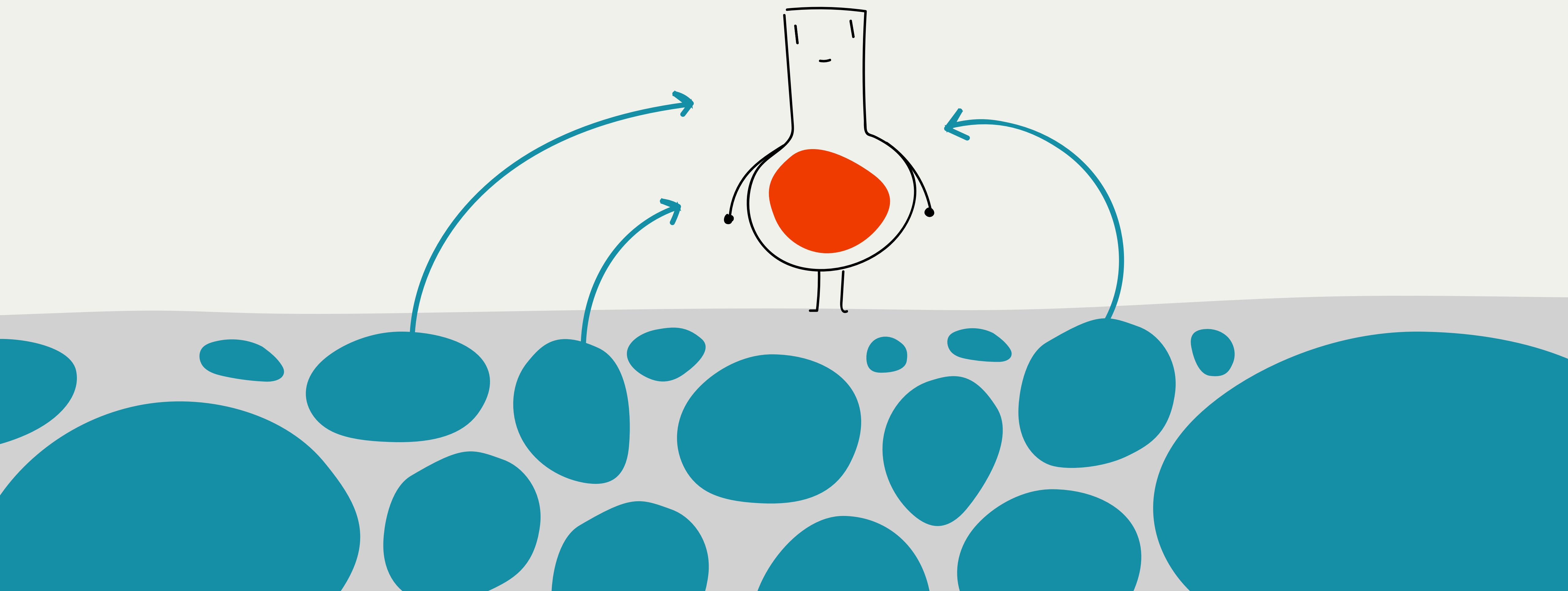
#### 4 Show our skin in the game



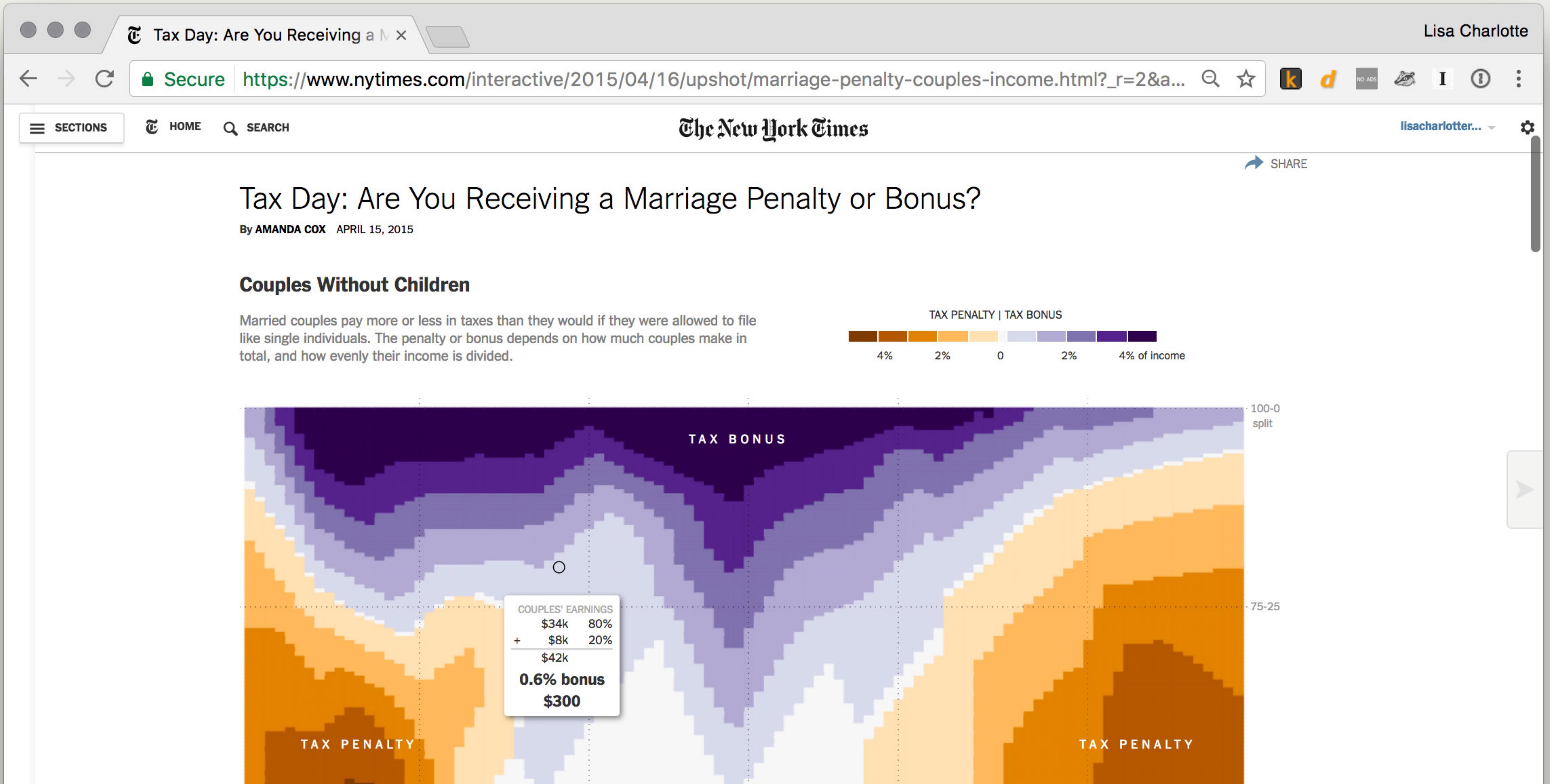
#### 4 Show our skin in the game



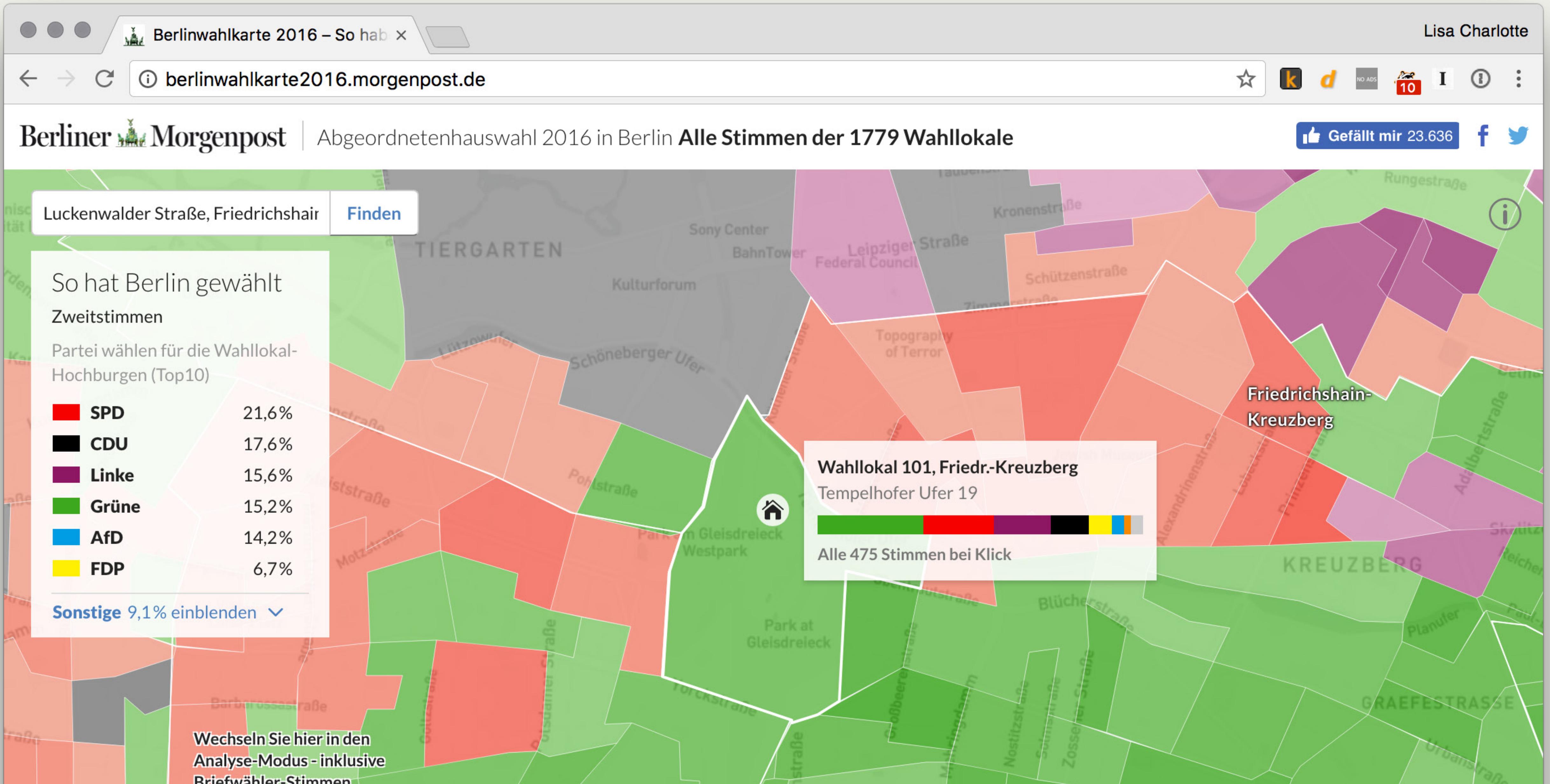
## 4 Show our skin in the game



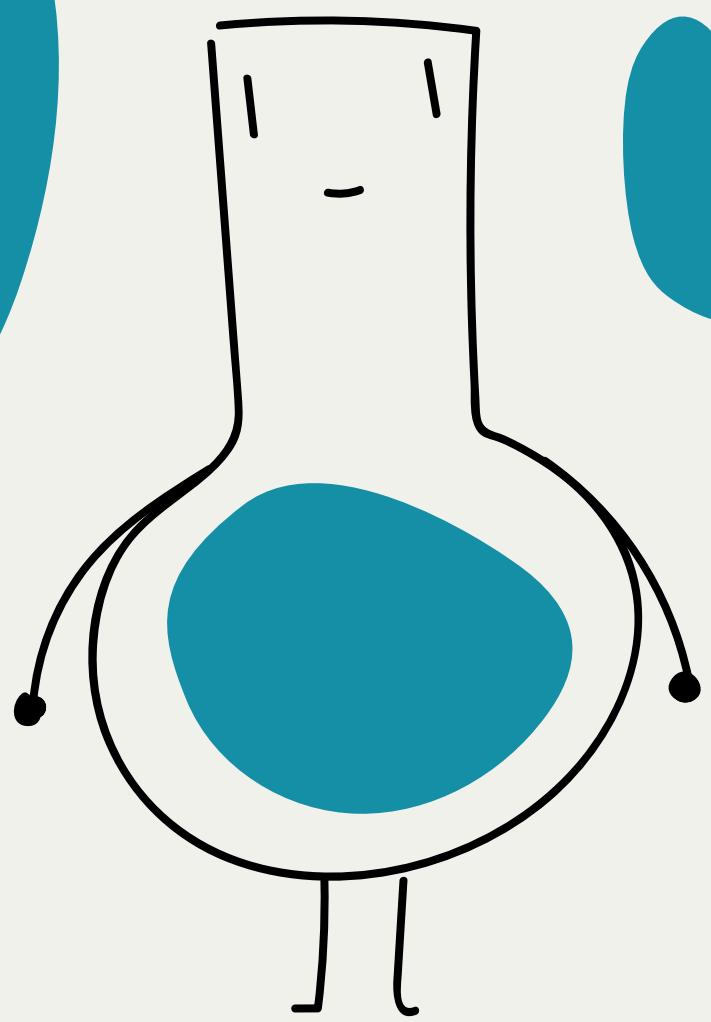
# 4 Show our skin in the game



# 4 Show our skin in the game



#### 4 Show our skin in the game



## 4 Show our skin in the game

The screenshot shows a web browser window with the following details:

- Address bar: worrydream.com/ClimateChange/
- Title bar: "What can a technologist do about climate change?"
- Right side of the browser: User interface elements including a star icon, a "k" icon, a "d" icon, a "NO ADS" button, a notification badge with the number "3", and other icons.
- Main content area:
  - Section title: "WHAT CAN A TECHNOLOGIST DO ABOUT CLIMATE CHANGE? (A PERSONAL VIEW)"
  - Author and date: "BRET VICTOR / NOVEMBER 2015"

This started with a tweet. I'm embarrassed how often that happens.

Frustrated by a sense of [global mispriorities](#), I blurted out some snarky and mildly regrettable [tweets](#) on the lack of attention to climate change in the tech industry (Twitter being a sublime medium for the snarky and regrettable). Climate change is the problem of our time, it's everyone's problem, and most of our problem-solvers are assuming that someone else will solve it.

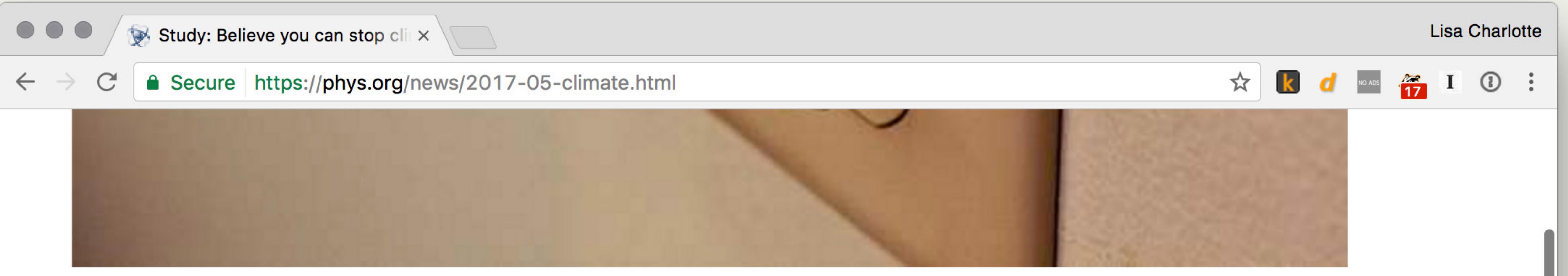
I'm grateful to one problem-solver, who wrote to ask for specifics —

 **Bret Victor** @worrydream · Aug 11  
Worrying about sentient AI as the ice caps melt is like standing on the tracks as the train rushes in, worrying about being hit by lightning

 **Bret Victor** @worrydream · Aug 12  
If any "founders" out there want to "disrupt" our 401 ppm atmospheric CO<sub>2</sub>, or "moonshot" ocean acidification, that would be cool

 **Bret Victor** @worrydream · Aug 12  
"minimum viable planet"

## 4 Show our skin in the game



Credit: University of Warwick/Creative Commons: "Lightswitch" by Bart Heird, Flickr

If we believe that we can personally help stop climate change with individual actions - such as turning the thermostat down—then we are more likely to make a difference, according to research from the University of Warwick.

Dr Jesse Preston in the Department of Psychology has demonstrated that people are often negatively affected by climate change helplessness—the belief that climate change is so massive and terrifying, as to be out of our personal control, and that our actions are too small to help.

A

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Where false  
beliefs come from.

---

B

---

Why it is so hard  
to get rid of them.

---

C

---

How to believe  
more true things.

---

- 1 Misinformation
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- 3 Fallacies

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- 1 Convince someone
- 2 Avoid tribalization
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How to believe  
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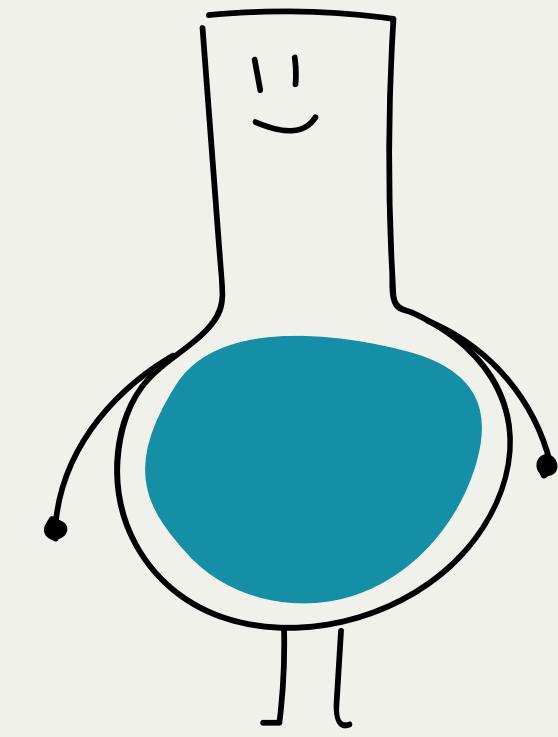
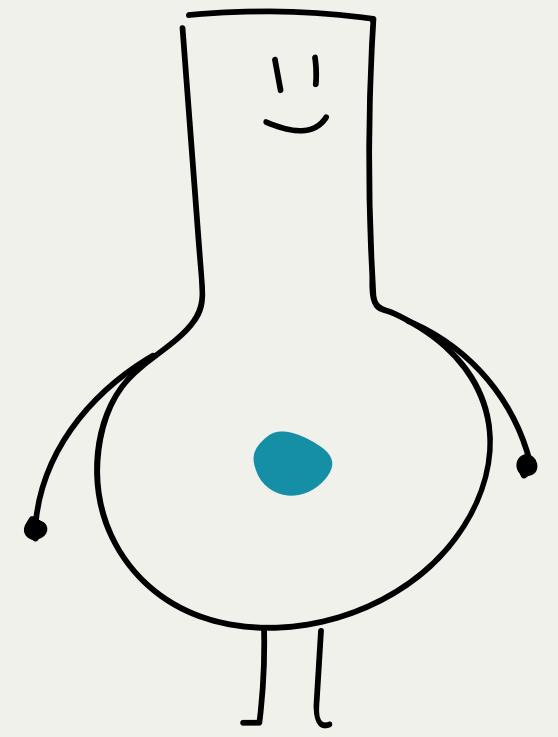
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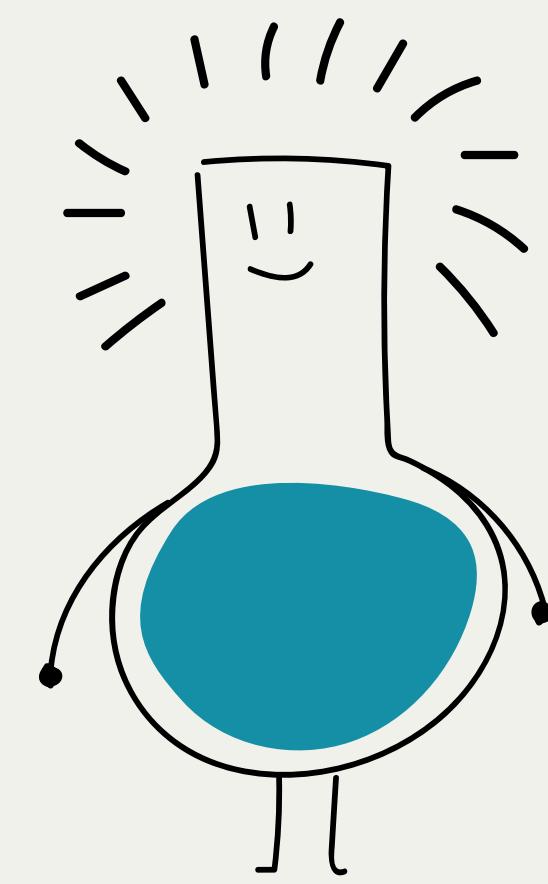
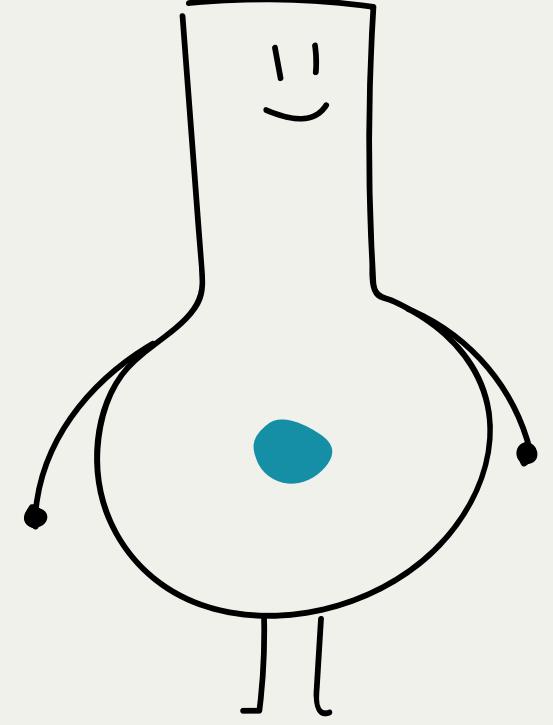
- 1 Convince someone
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the game

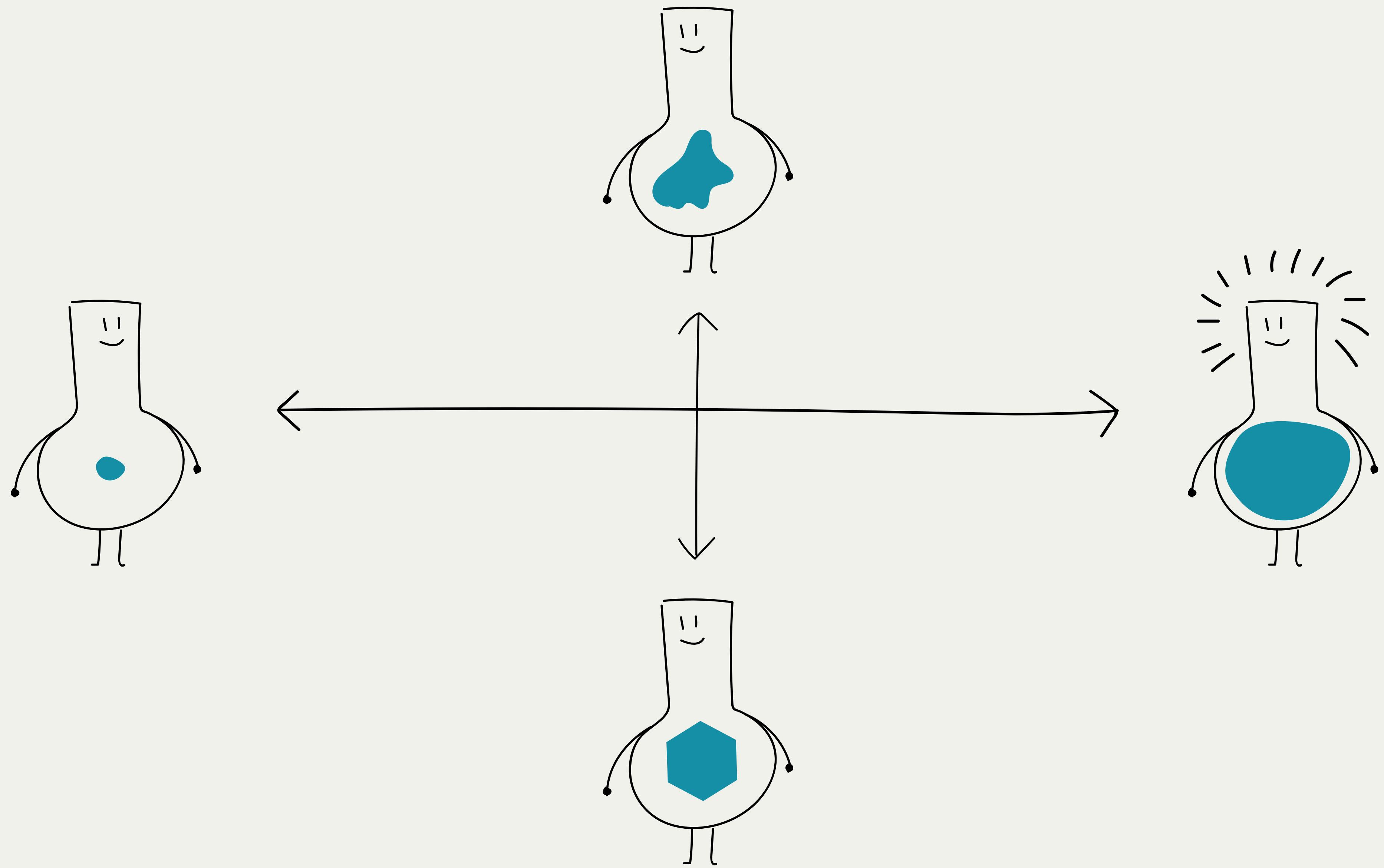
...

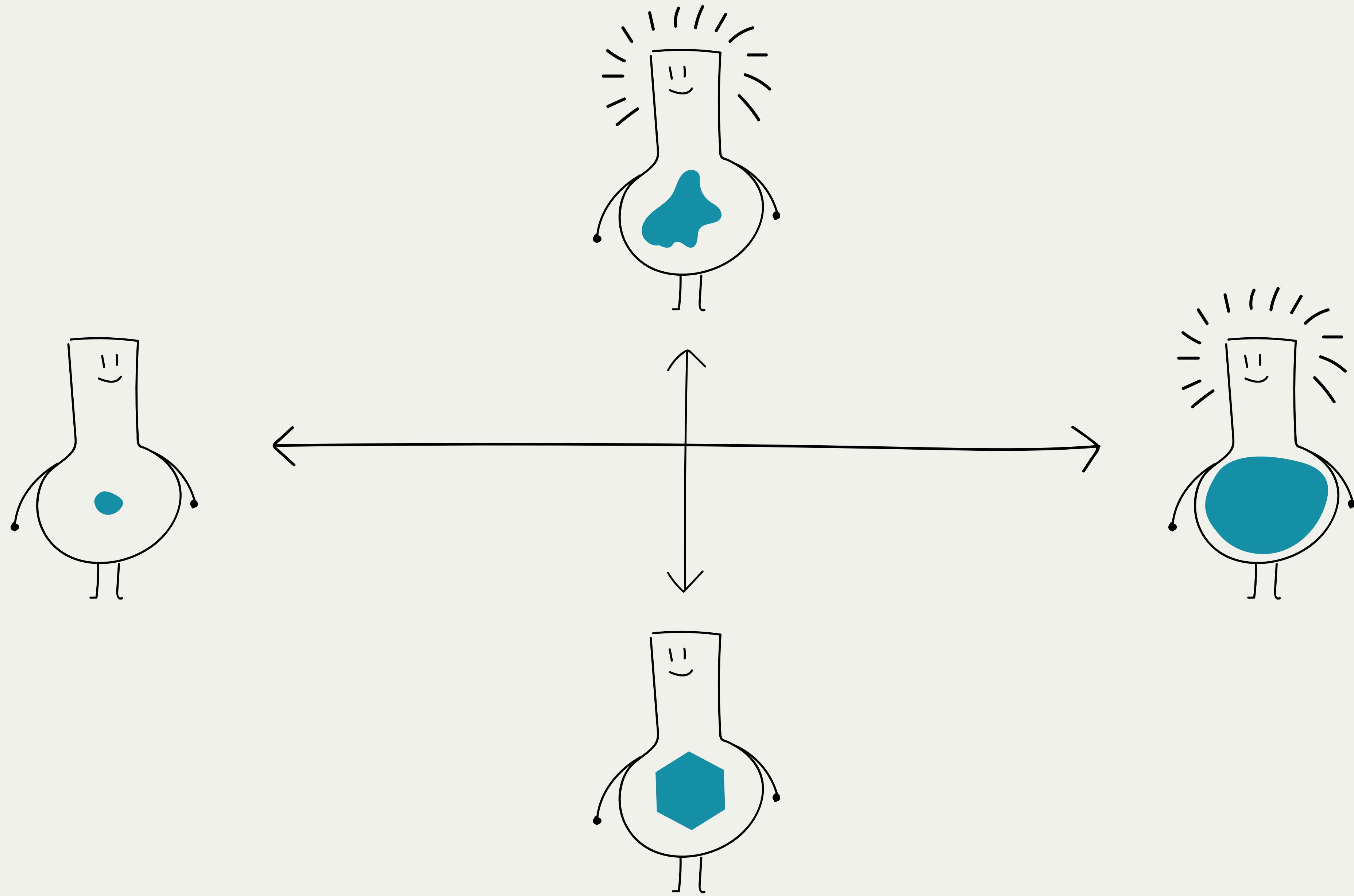
?

Strong opinions,  
loosely held.

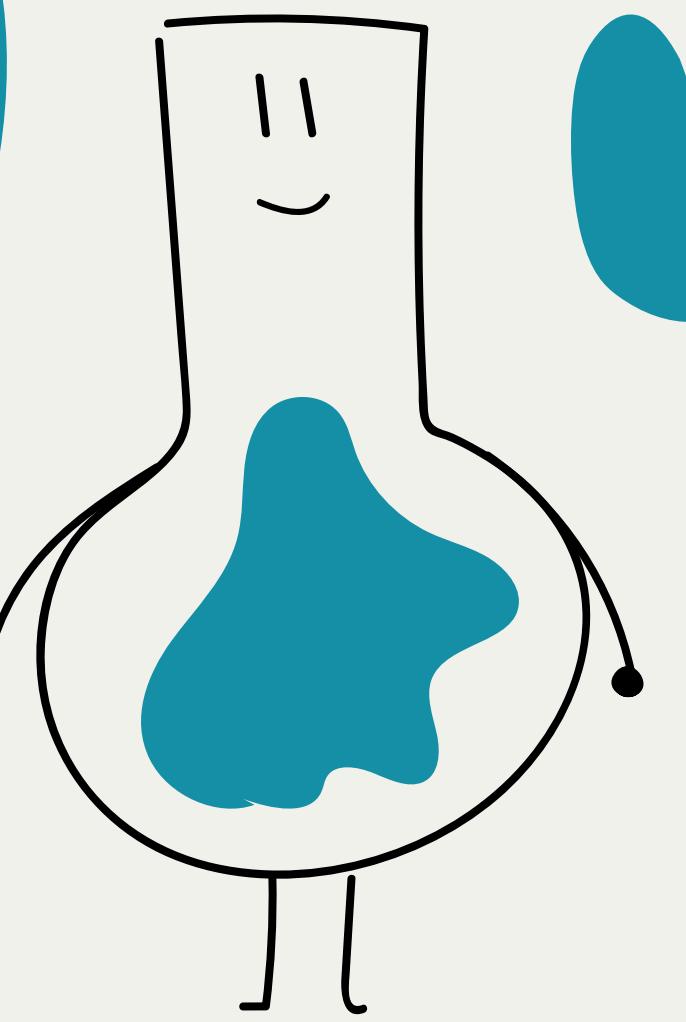




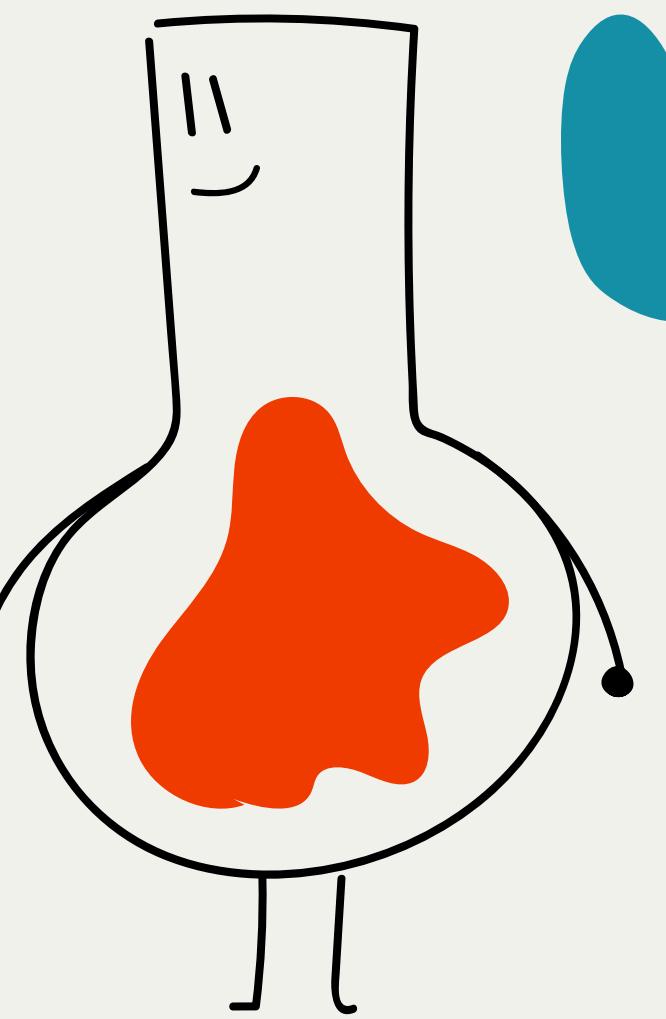




Strong opinions,  
loosely held.



Strong opinions,  
loosely held.



# Lisa Charlotte Rost

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lisacharlotterost.de

lisacharlotterost@gmail.com

A giant thank you to  
Raphaël de Courville (@sableRaph)  
for explaining me epistemology  
on a daily basis, and  
Joe Edelman (@edelwax) for the  
pointer to skin in the game.



If you liked this talk at least a bit,  
pleeease read this wonderful article:  
[timharford.com/2017/03/  
the-problem-with-facts](http://timharford.com/2017/03/the-problem-with-facts)