

Feral cats ... the facts speak for themselves. Or do they?

Dr Gaye Mackenzie







Social Science

The image features a stylized umbrella with a grey canopy and a brown handle. The word 'Social Science' is written in large, bold, black letters across the top of the canopy. Below the canopy, a list of social science disciplines is arranged in two columns, representing the 'contents' of the umbrella. The disciplines listed on the left are Human Geography, Linguistics, Political Science, Anthropology, and Communication. The disciplines listed on the right are Sociology, Criminology, Development Studies, Cultural Studies, Psychology, and Law. Economics is listed in the center, between the two columns. The handle of the umbrella is a simple brown line that curves at the bottom.

Human Geography

Linguistics

Political Science

Anthropology

Communication

Economics

Sociology

Criminology

Development Studies

Cultural Studies

Psychology

Law



SKY
sky. ; (h
clam-



In 10 mins ... my goal

- Explain (or remind) why hitting people with facts does not and ...
- Why being hit by facts by the 'enemy' certainly doesn't
- And you will be convinced that a different approach is needed for identification. Not solutions.



EYESIGHT

HEARING

SMELL

TASTE

TOUCH

BODILY FEELINGS

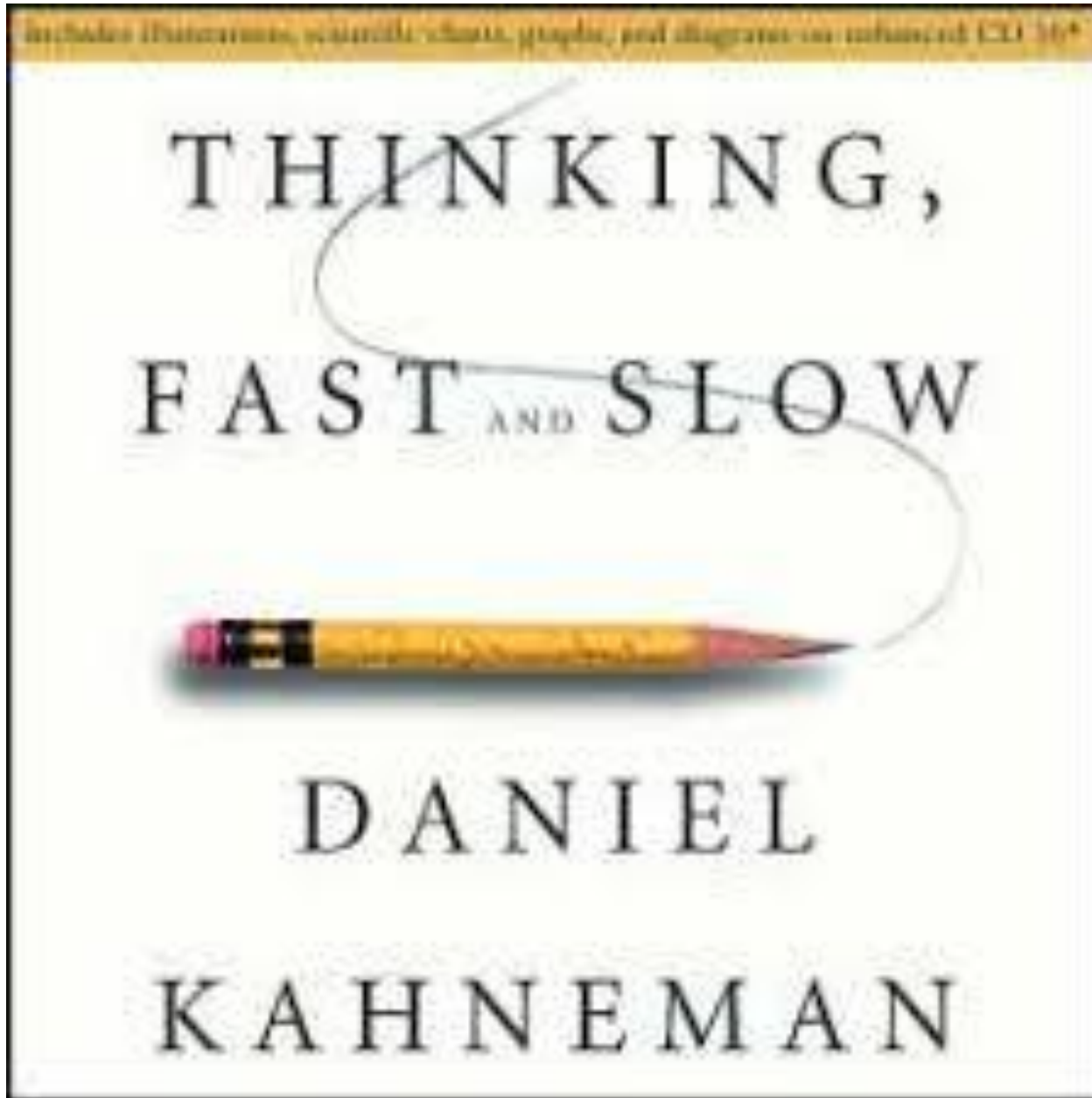
INPUT
INFO

**PERSPECTIVES
BELIEFS
VALUES
MEMORIES**

DECISIONS

**B
E
H
A
V
I
O
R**





2002 Nobel Prize
Economics

Challenged accepted
ideas about human
rationality and how
we make decisions

System 1



Fast



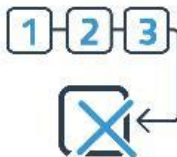
Unconscious



Automatic



Everyday
Decisions



Error prone

System 2



Slow



Conscious



Effortful



Complex
Decisions



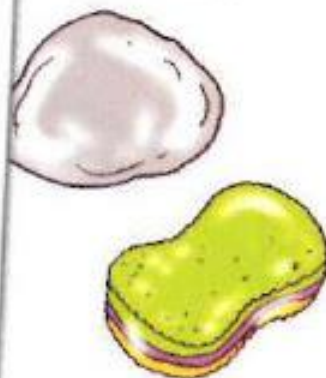
Reliable

19 good



20 bad

21 hard



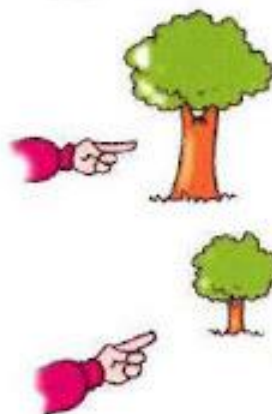
22 soft

23 heavy



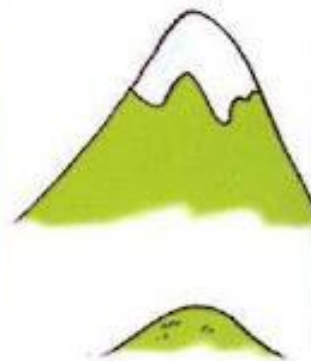
24 light

25 here



26 there

27 high



28 low

29 hot



30 cold

31 left



32 right



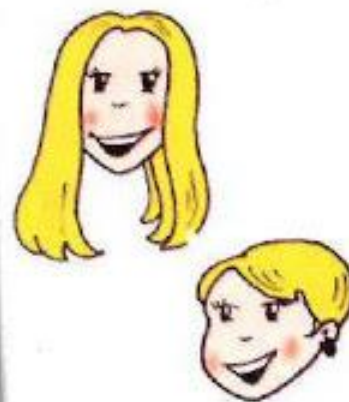
33 light



34 dark

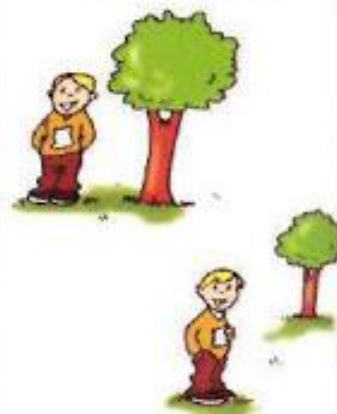
EnglishWillEasy.com

35 long



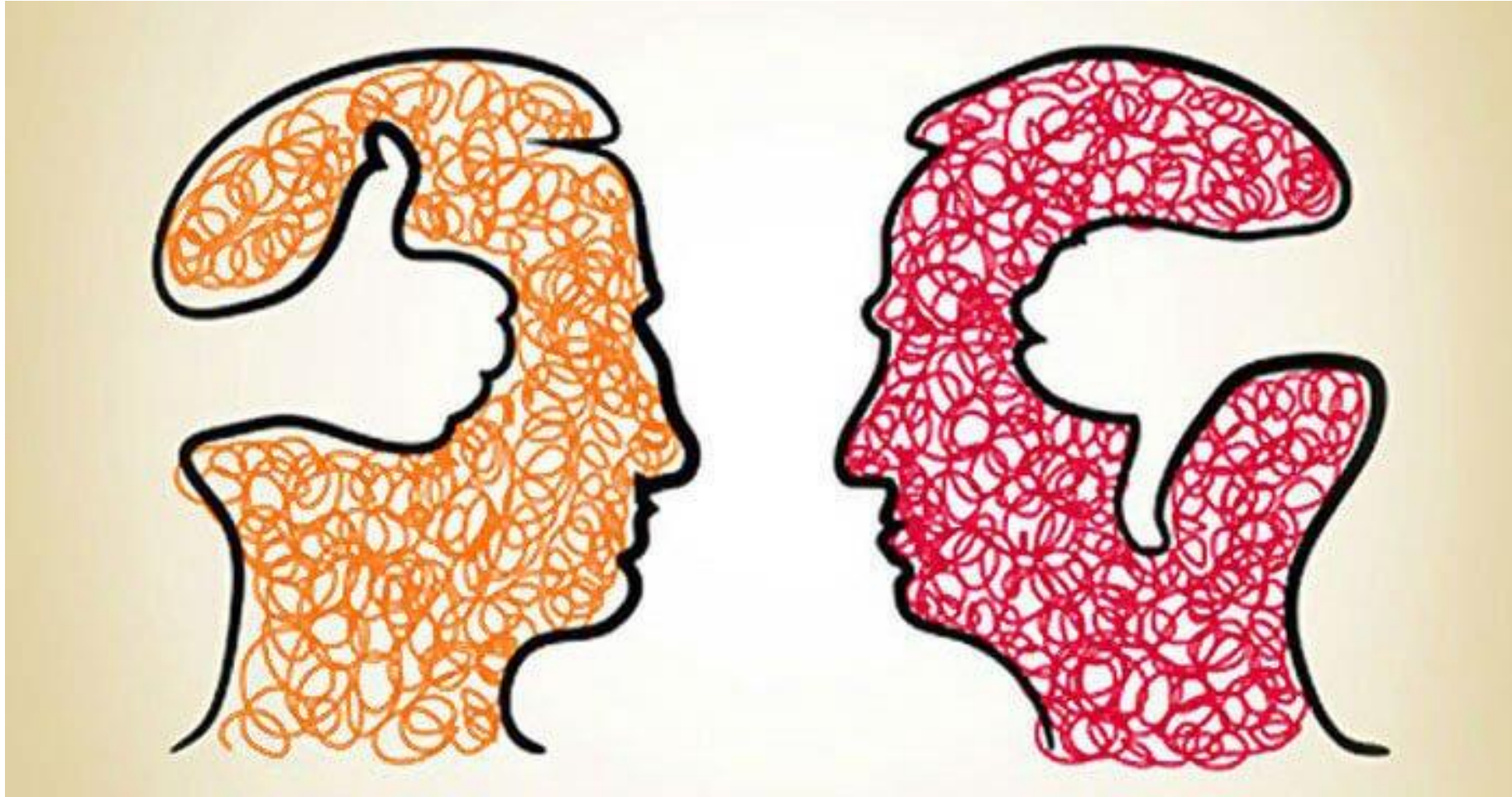
36 short

37 near



38 far

You're doing it now





PART 2

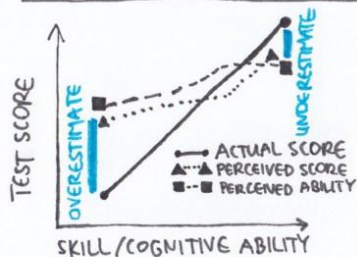
COGNITIVE BIASES



DON'T FORGET: THESE ARE TENDENCIES!
YOU CAN ALWAYS FIND EXCEPTIONS.

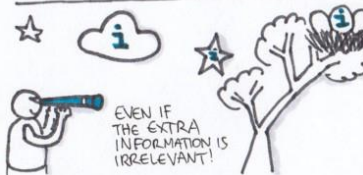
UX Knowledge Base Sketch #36

DUNNING-KRUGER EFFECT



INCOMPETENT PEOPLE OVERESTIMATE THEIR PERFORMANCE.
HIGHLY COMPETENT UNDERESTIMATE IN COMPARISON WITH THEIR PEERS:
"IF I PERFORMED WELL, THEY MUST HAVE PERFORMED WELL." (FALSE-CONSENSUS EFFECT)
UX SOLUTION: GOOD ONBOARDING!
E.G. HEARTSTONE GAME TUTORIAL

INFORMATION BIAS

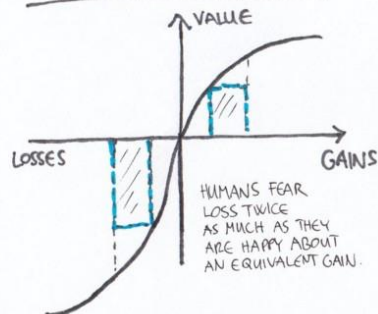


PEOPLE LIKE TO COLLECT AS MUCH INFO AS POSSIBLE TO BACK-UP THEIR DECISIONS

THE TENDENCY TO SEARCH FOR ADDITIONAL INFORMATION EVEN IF THAT INFORMATION CAN'T AFFECT THE DECISION-MAKING PROCESS. (WE OVER-EVALUATE THE PERCEIVED USEFULNESS)

DESIGN IMPLICATION:
CREATE MEANINGFUL PRODUCT DESCRIPTIONS

LOSS AVERSION



PEOPLE FEEL WORSE DUE TO LOSING SOMETHING THAN FEEL GOOD ABOUT EQUIVALENT GAINS.

HOW TO DESIGN WITH THIS IN MIND?
E.G. IF YOU WANT USERS TO SWITCH TO YOUR PRODUCT, PROVIDE A FREE TRIAL.
(OR LET THEM TRY IT OUT WITHOUT CREATING AN ACCOUNT)

CONFIRMATION BIAS

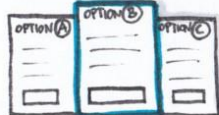
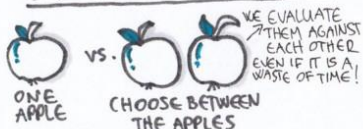


IN THIS CASE EVIDENCE IS COLLECTED / SELECTED / INTERPRETED IN A WAY THAT SUPPORTS A PREEXISTING HYPOTHESIS.

WHAT CAN YOU DO AS A UX RESEARCHER?

- ↳ SURVEY, USER INTERVIEW: DON'T ASK:
 - LEADING QUESTIONS!
 - ABOUT THE FUTURE, E.G. WOULD YOU BUY IT?
- ↳ TRY TO DISPROVE YOUR HYPOTHESIS
- ↳ ASK SOMEONE IN YOUR TEAM TO QUESTION YOUR ASSUMPTIONS!

DISTINCTION BIAS



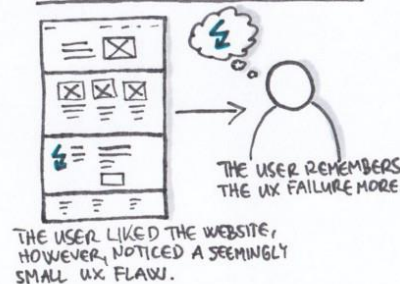
- PRODUCT / PRICE COMPARISON CHARTS
↳ CAN BE COMBINED WITH THE GOLDILOCKS EFFECT.

A TENDENCY TO CONSIDER OPTIONS MORE DISTINCTIVE WHEN EVALUATING THEM SIMULTANEOUSLY (THAN ASSESSING THEM SEPARATELY).

WE OVEREXAMINE & OVERVALUE THE DIFFERENCES. (EVEN IF THESE ARE INCONSEQUENTIAL)

AS A UX DESIGNER THINK ABOUT THE USERS' CONTEXT: WHAT IS BETTER AT A CERTAIN POINT,
• SINGLE OR EVALUATION?
• JOINT

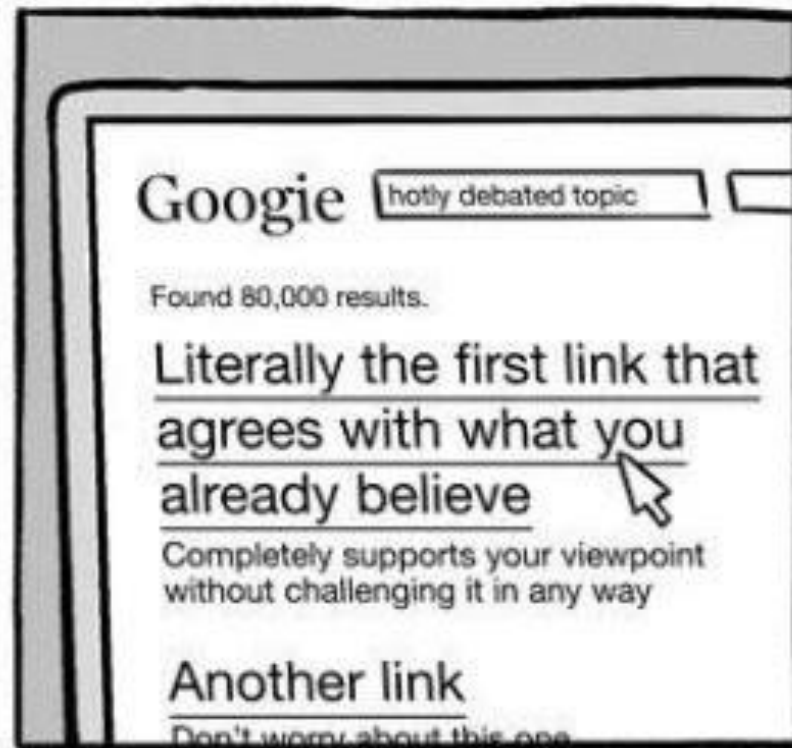
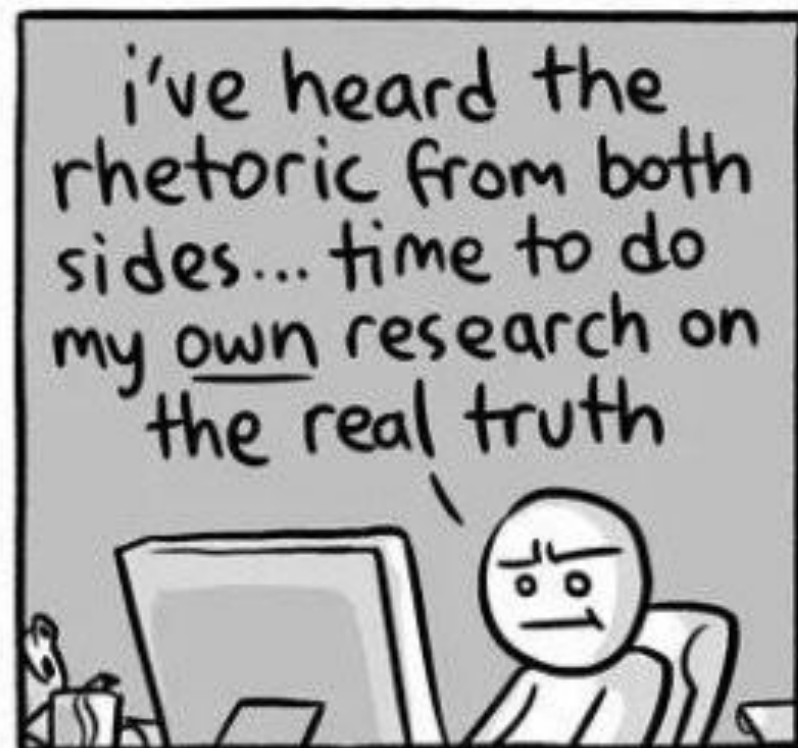
NEGATIVITY BIAS



NEGATIVE EXPERIENCES HAVE A BIGGER IMPACT ON OUR COGNITION THAN DO POSITIVE OR NEUTRAL ONES.

DESIGN ADVICE:

- ↳ CONDUCT USABILITY TESTS!
- ↳ PAY ATTENTION TO UX WRITING - ESPECIALLY: ERROR MESSAGES
- ↳ HELP USERS RECOVER FROM ERRORS, THEN PROVIDE SOMETHING DELIGHTFUL!



We are filtering information through our:

- Emotions
- Desires
- Motives
- Prior beliefs



'Facts' that are not in line with these are seen as a threat. Known as the Backfire Effect.



Your brain's primary goal is self-protection. (Illustration: Lakshmi Mani)

Australia's war on feral cats: shaky science, missing ethics

October 7, 2015 9:09pm AEDT

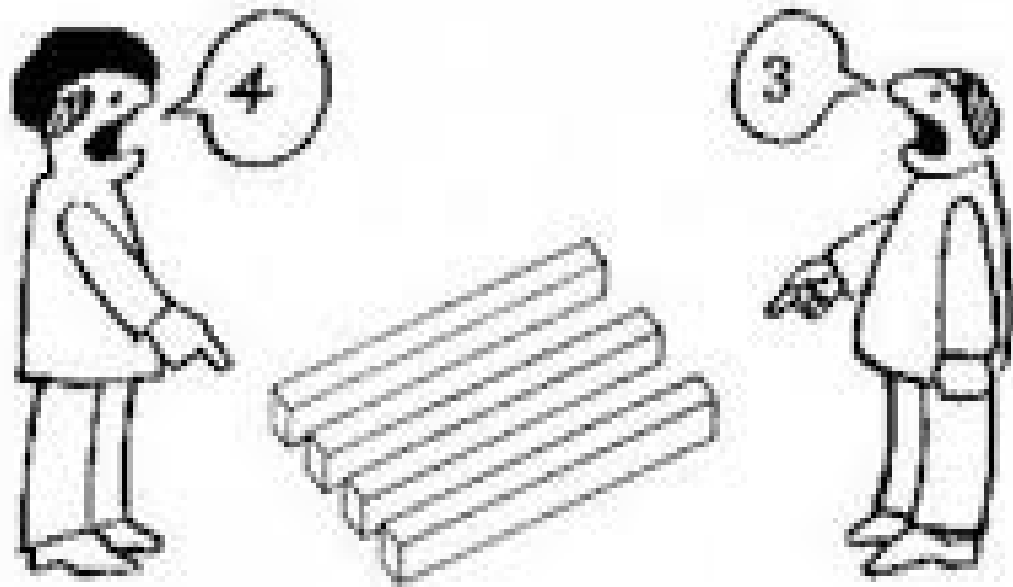


“As long as junk science is legitimized and facts are up for grabs, the greatest threat to birds isn’t cats, glassy buildings, or wind farms—but the organizations and individuals who continue (knowingly or not) to mislead the media and the public about the issue” *Vox Felina.com*

So...

- Facts and figures alone don't convince people
- People get entrenched into their positions
- Facts and figures certainly don't convince people if they are coming from 'the other side'

So what do we do?



First step: accept there are different ways of seeing. Listen more. Seek to understand before being understood

We need to put more time and energy into
thinking about **people** thinking about feral cats
if we want **people** to change their thinking
and/or behavior ... it wont just happen by itself

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