

A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a way that creates a strong sense of depth and height, with the lines of the windows and structural elements converging towards the top of the frame. The sky is visible through the glass panels and in the gaps between the buildings.

Social Media

Building Community

Holy
Communication

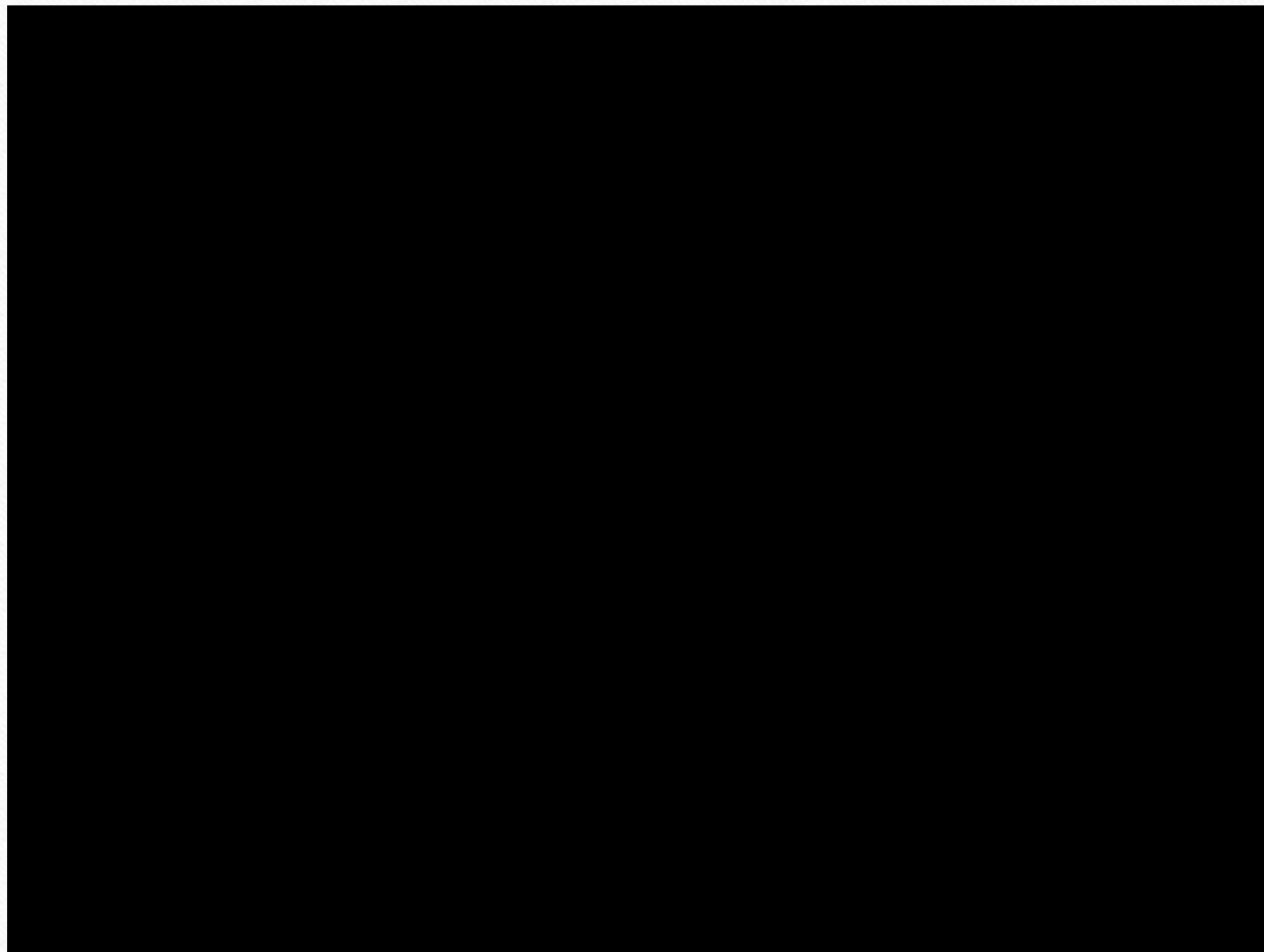
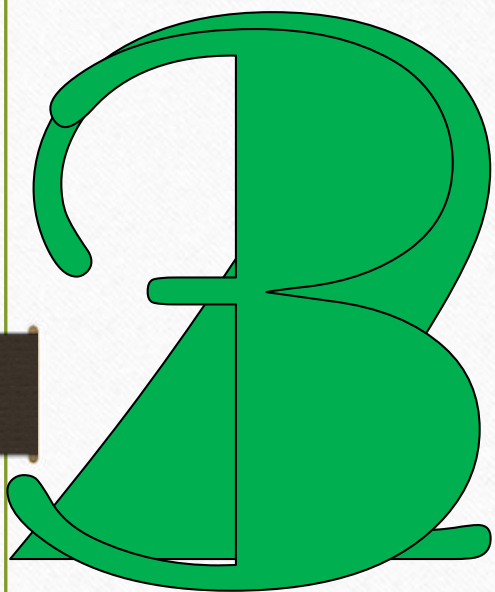
ETHICS PLENARY



EXTERNAL CONSIDERATIONS

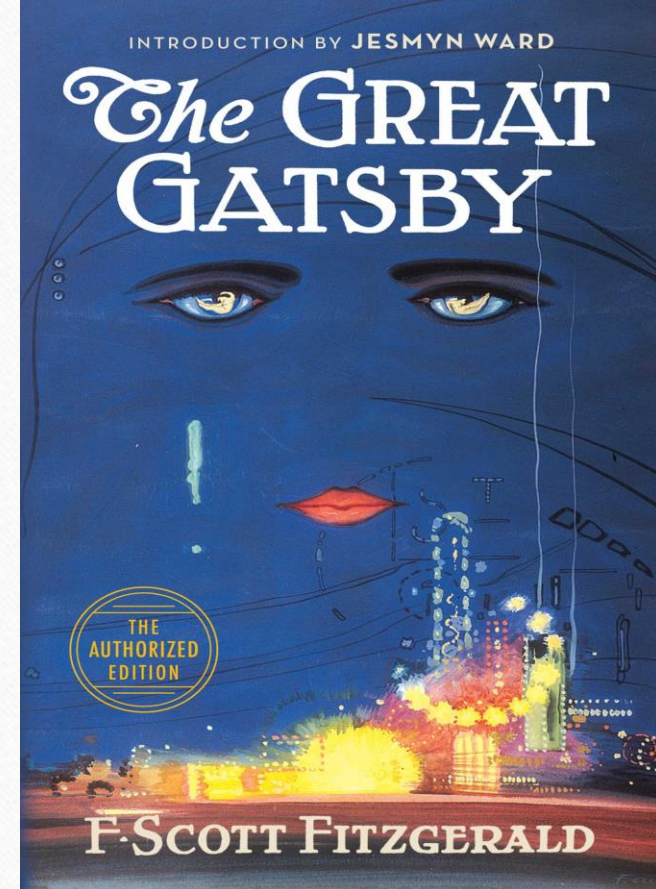
10 HOURS 47 MINUTES

60%

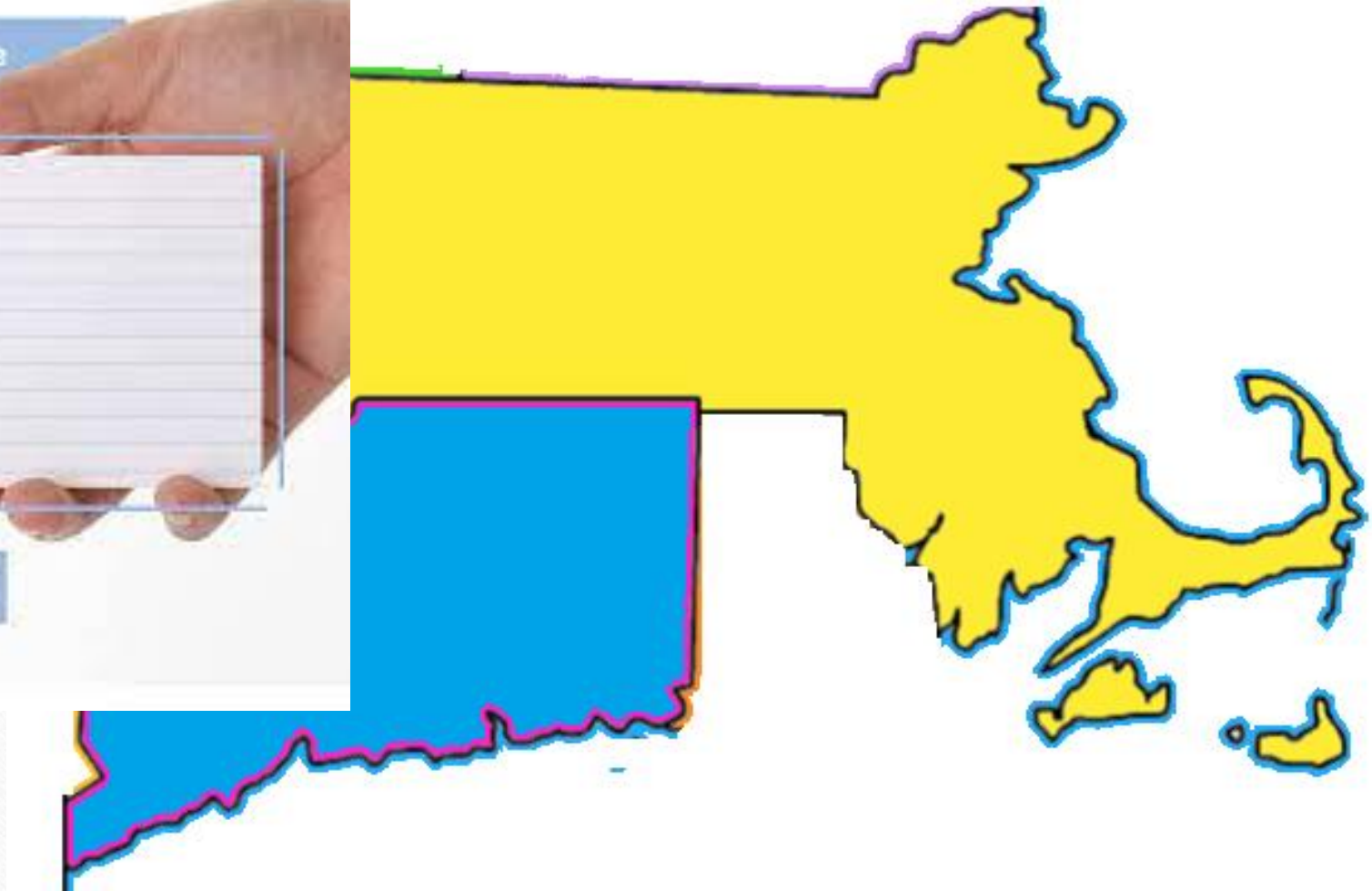


40,000
Words

=



EVERY DAY



More than 16500000 bytes



34 GB

422,537 bytes/second

120 bytes/second

Psychological Considerations

What happens when
email is readg email



25%

of the time...

...Receivers give an
emoji
the ***OPPOSITE***
meaning



SENDER

RECEIVER

I know! Fun!!!!!!:



52%

THE EMAIL TEXT

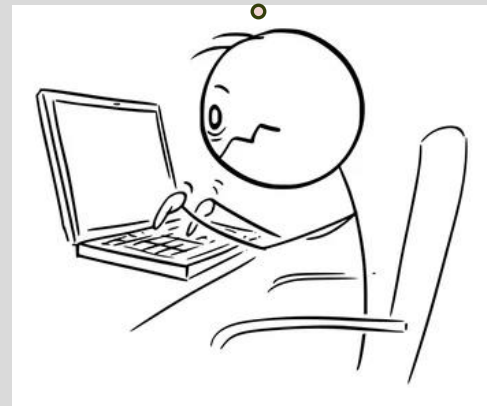
$$\frac{12+144+20+\sqrt[3]{4}}{7} + (5 \times 11) = 9^2 + 0$$

What the Sender meant:

A Limerick:

**A dozen, a gross and a score
Plus three times the square root of four
Divided by seven
Plus five times eleven
Is nine squared and not a bit more!**

A math formula???



70%



\$5%

64

seconds



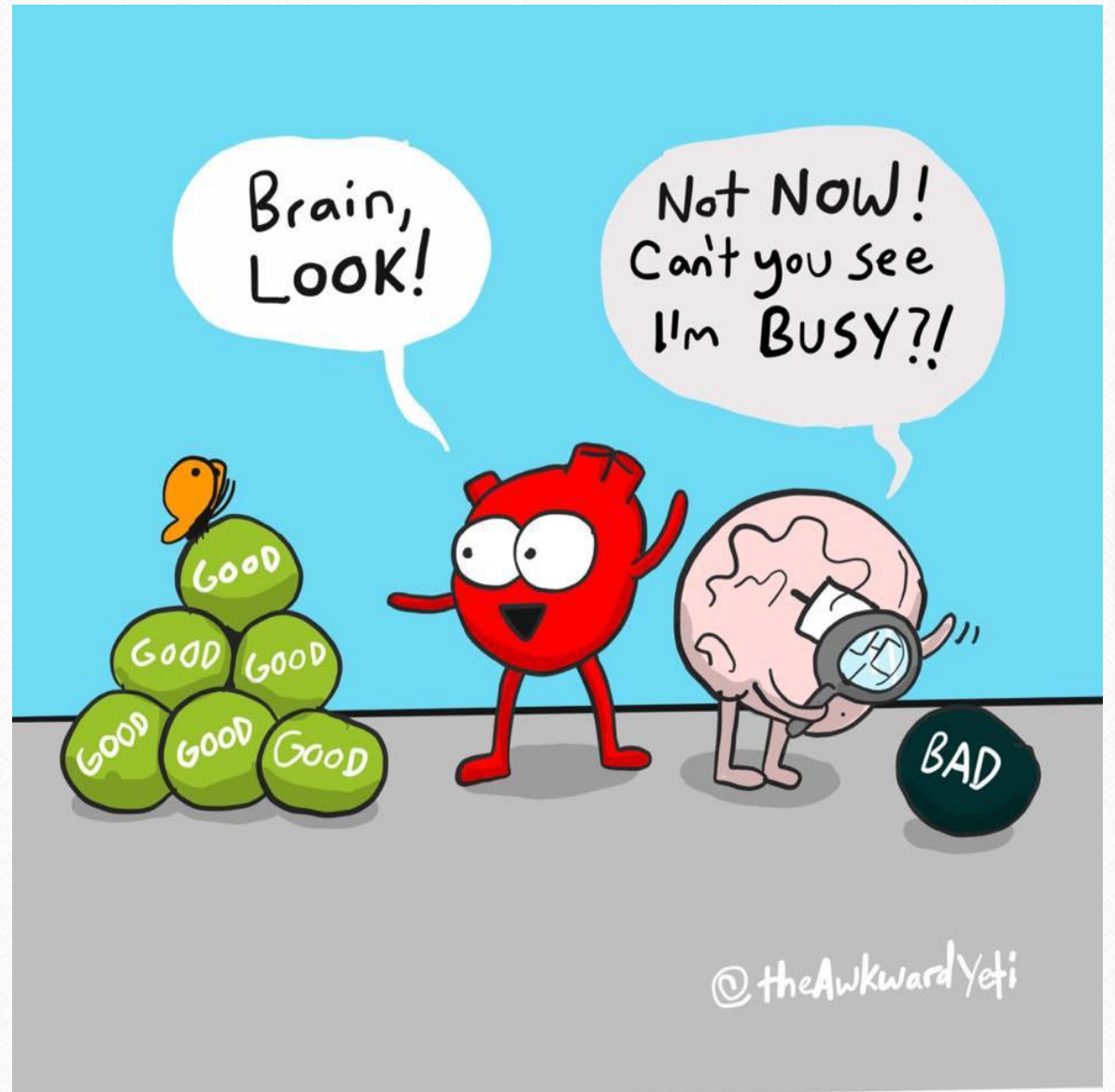


Whaaat?!?!?!?

PHYSIOLGICAL (BRAIN) **C**ONSIDERATIONS

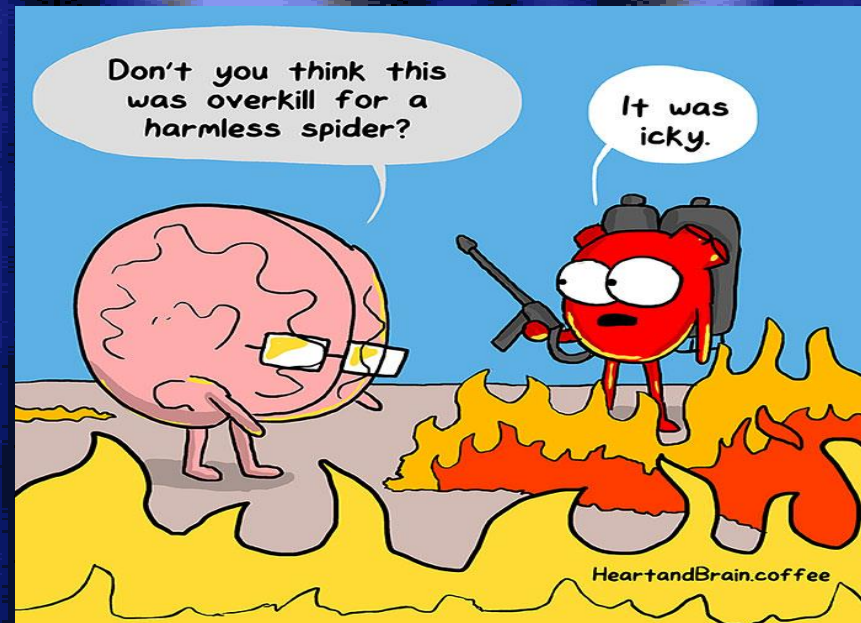
2/3

The percentage of neurons in your brain the amygdala uses to look for bad news.



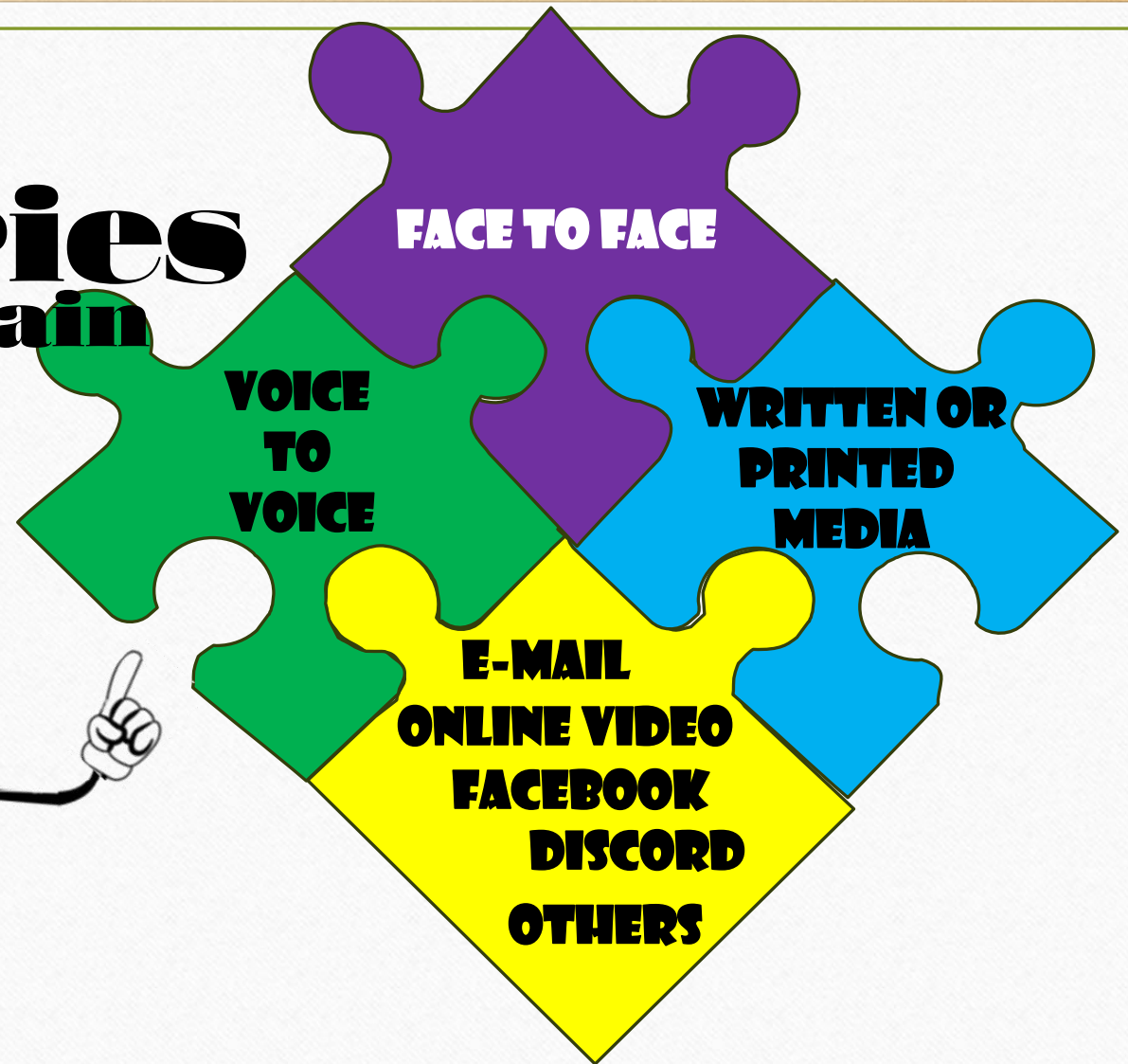
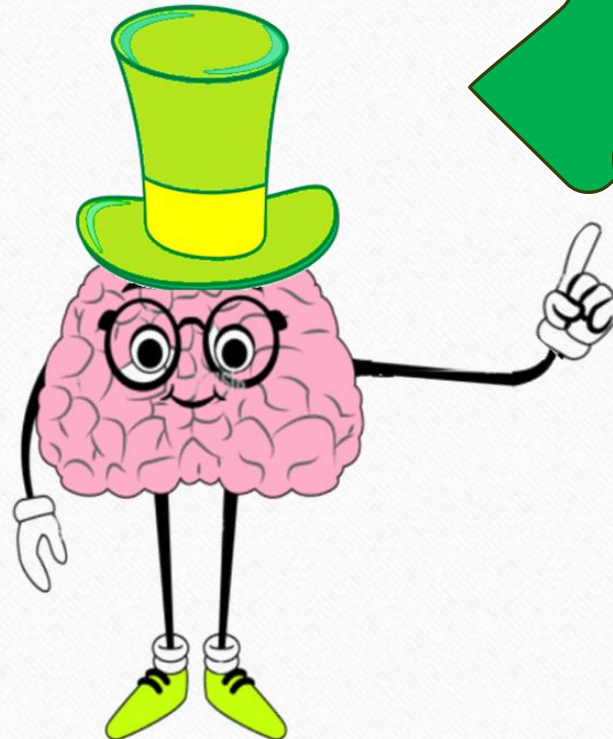
188

UNCONSCIOUS BIASES



4

Categories and your brain





...All of this sets us up for...



...An Amygdala Hijack

Amygdala “Reset”

1. Stretch your fingers out of open hand
2. extend the pointer of finger of your other hand.
3. Slide the pointer finger up outside of your thumb
4. At the same time, breathe in.
5. Slide your finger down the thumb's other side .
6. At the same time, breath out.
7. Do this for your four fingers.
8. Now go in the opposite direction.



10

ak)



20 COGNITIVE BIASES THAT SCREW UP YOUR DECISIONS

1. Anchoring bias.

People are over-reliant on the first piece of information they hear. In a salary negotiation, whoever makes the first offer establishes a range of reasonable possibilities in each person's mind.



5. Choice-supportive bias.

When you choose something, you tend to feel positive about it, even if that choice has flaws. Like how you think your dog is awesome – even if it bites people every once in a while.



9. Information bias.

The tendency to seek information when it does not effect action. More information is not always better. With less information, people can often make more accurate predictions.



13. Placebo effect.

When simply believing that something will have a certain effect on you causes it to have that effect. In medicine, people given fake pills often experience the same physiological effects as people given the real thing.



17. Selective perception.

Allowing our expectations to influence how we perceive the world. An experiment involving a football game between students from two universities showed that one team saw the opposing team commit more infractions.



2. Availability heuristic.

People overestimate the importance of information that is available to them. A person might argue that smoking is not unhealthy because they know someone who lived to 100 and smoked three packs a day.



6. Clustering illusion.

This is the tendency to see patterns in random events. It is key to various gambling fallacies, like the idea that red is more or less likely to turn up on a roulette table after a string of reds.



10. Ostrich effect.

The decision to ignore dangerous or negative information by "burying" one's head in the sand, like an ostrich. Research suggests that investors check the value of their holdings significantly less often than they trade markets.



14. Pro-innovation bias.

When a proponent of an innovation tends to overvalue its usefulness and undervalue its limitations. Sound familiar, Silicon Valley?



3. Bandwagon effect.

The probability of one person adopting a belief increases based on the number of people who hold that belief. This is a powerful form of groupthink and is reason why meetings are often unproductive.



7. Confirmation bias.

We tend to listen only to information that confirms our preconceptions – one of the many reasons it's so hard to have an intelligent conversation about climate change.



11. Outcome bias.

Judging a decision based on the outcome – rather than how exactly the decision was made in the moment. Just because you won a lot in Vegas doesn't mean gambling your money was a smart decision.



15. Recency.

The tendency to weigh the latest information more heavily than older data. Investors often think the market will always look the way it looks today and make unwise decisions.



19. Survivorship bias.

An error that comes from focusing only on surviving examples, causing us to misjudge a situation. For instance, we might think that being an entrepreneur is easy because we haven't heard of all those who failed.



4. Blind-spot bias.

Failing to recognize your own cognitive biases is a bias in itself. People notice cognitive and motivational biases much more in others than in themselves.



8. Conservatism bias.

Where people favor prior evidence over new evidence or information that has emerged. People were able to accept that the Earth was round because they maintained their earlier understanding that the planet was flat.



12. Overconfidence.

Some of us are too confident about our abilities, and this caused us to take greater risks in our daily lives. Experts are more prone to this bias than laypeople, since they are more committed that they are right.



16. Salience.

Our tendency to focus on the most easily recognizable features of a person or concept. When you think about dying, you might worry about being mangled by a lion, as opposed to what is statistically more likely, like dying in a car accident.



20. Zero-risk bias.

Sociologists have found that we love certainty – even if it's counterproductive. Eliminating risk entirely means there is no chance of harm being caused.



SOURCES: Brain Biases; Ethics Unwrapped; Explainside; Harvard Magazine; HowStuffWorks; LearnVest; Outcome bias in decision evaluation; Journal of Personality and Social Psychology; Psychology Today; The Bias Blind Spot; Perceptions of Bias in Self Versus Others; Personality and Social Psychology Bulletin; The Cognitive Effects of Mass Communication, Theory and Research in Mass Communications; The Pseudo-rare effect: Predictions and tests; Judgment and Decision Making; The New York Times; The Wall Street Journal; Wikipedia; You Are Not So Smart; ZimbardoWiki

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<https://i.insider.com/55ddd6f7bd86ef1e008b6051?width=1200>