

**A FIELD GUIDE
TO HUMANS
[inside and out]**

**@herdmeister
Zurich June 2015**



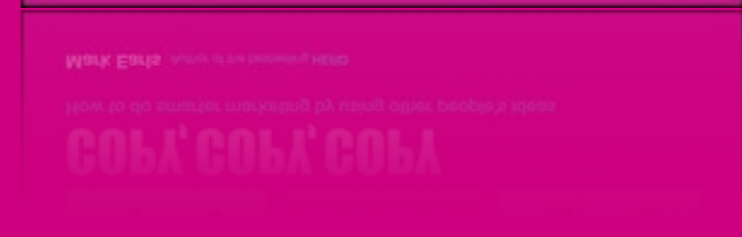
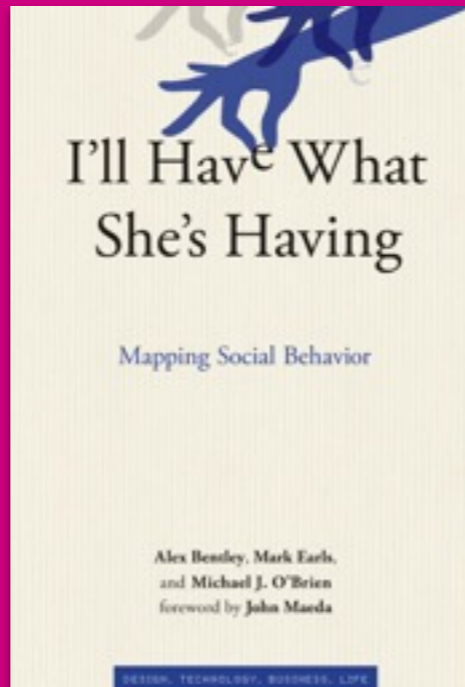
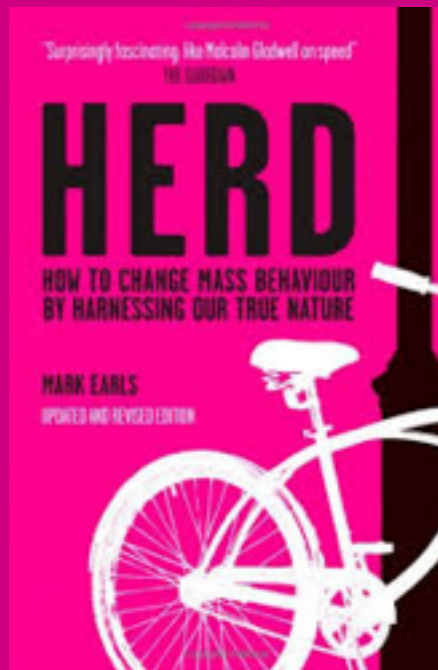
ZURICH 2015 @herdmeister

HEY HO, LET'S GO!





HELLO.



CHOICE SHAPED FUNDAMENTALLY BY EMOTIONS



VS



CHOICE SHAPED FUNDAMENTALLY BY EMOTIONS

NEVER JUST THIS



BUT

SOMETIMES BOTH

ALWAYS THIS







**WE DON'T THINK NEARLY
AS MUCH AS WE THINK WE DO**



**WE'RE MORE LIKE KIRK
THAN SPOCK**



**COPYING IS OUR GREATEST
GIFT AS A SPECIES**



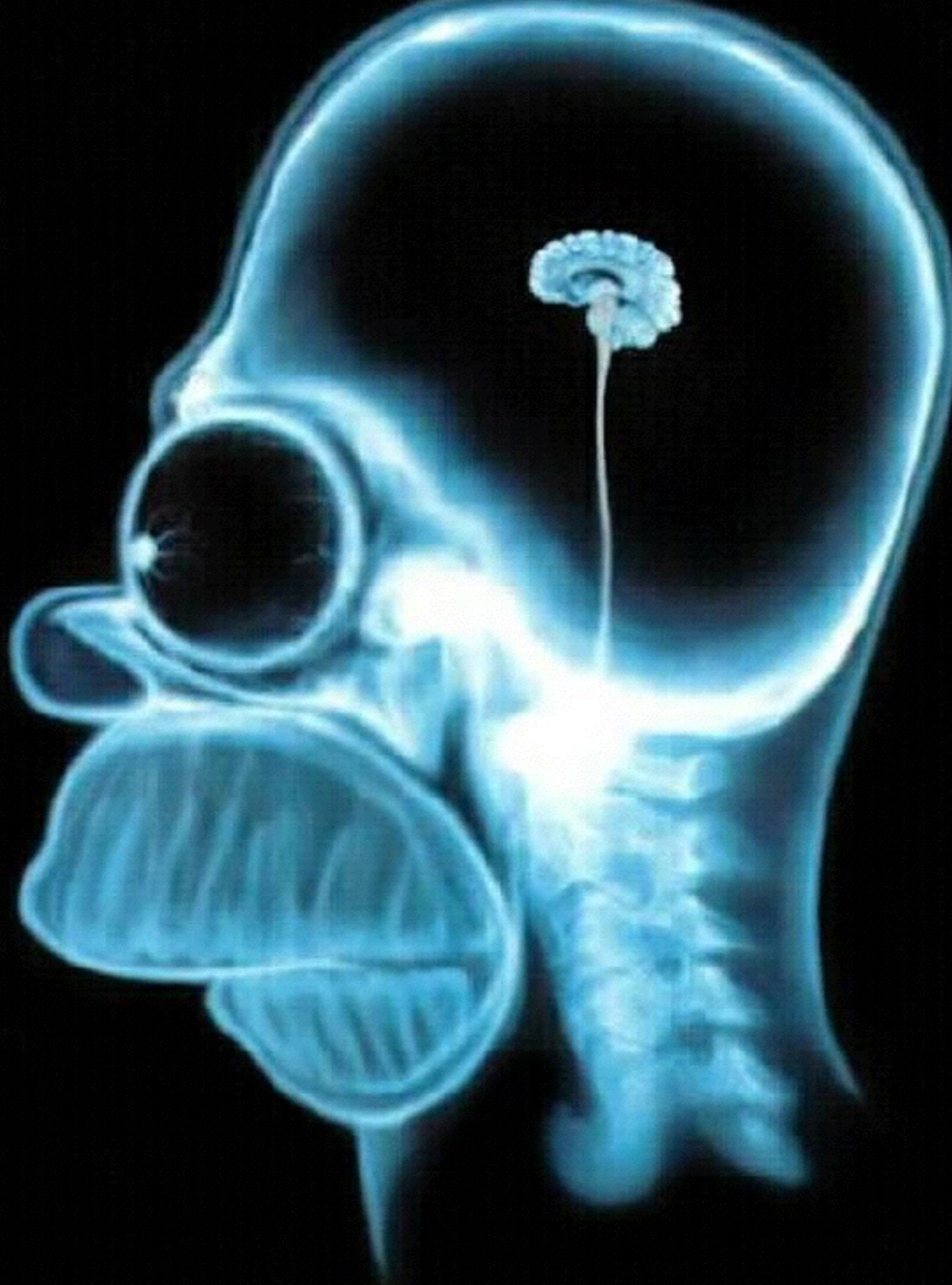
**WE DON'T
THINK
NEARLY
AS MUCH AS
WE THINK
WE DO**



EVEN THE NUMERATE DON'T DO THE MATHS



3 LBS
WEIGHT



UP TO
30%
OF ENERGY



**“HUMANS ARE TO THINKING
AS CATS ARE TO SWIMMING”**





WE'RE MORE LIKE KIRK THAN SPOCK



RULES OF THUMB

[AKA HEURISTICS]

COMMON DATING RULE

(lower limit for the age of your date)

$$\frac{\text{your age}}{2} + 7$$

WOODY ALLEN'S DATING RULES

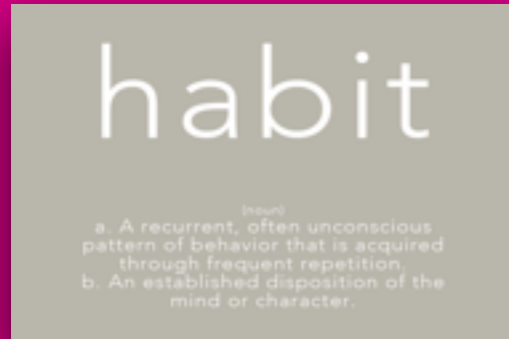
(appropriate age for your date)

$$\frac{\text{your age}}{\text{Number of not-so-successful romantic comedies}} - 7$$

truthfacts.com



[SOME OF] MY [OTHER] FAVOURITE RULES OF THUMB



**WHAT I DID LAST TIME
(IN THIS SITUATION/PLACE)**



WHAT SEEMS MOST AVAILABLE/SALIENT



EASILY MISLED BY SURROUNDING STUFF



SUNK COSTS MUST BE RIGHT



APPLICATION SHAPED BY EMOTIONS



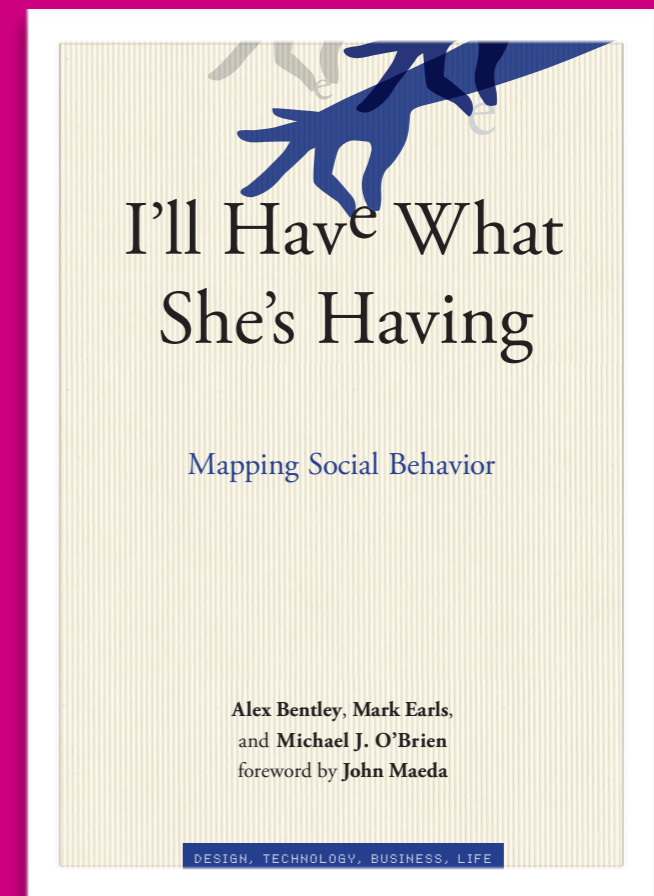


pic c/o Thomas Mayatepek/fotocommunity.de





“THE MOST IMPORTANT INFLUENCE ON INDIVIDUAL BEHAVIOUR IS THE BEHAVIOUR OF OTHERS”*



Source: UK Government Behavioural Insights Team Mid Term Review

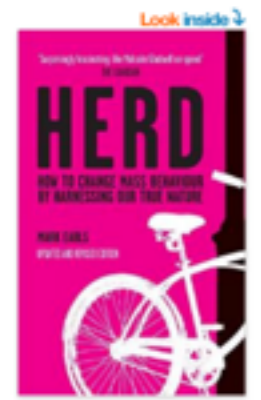


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Herd: How to Change Mass Behaviour by Harnessing Our True Nature Paperback – 17 Jul 2009

by Mark Earls (Author)
 ★★★★★ (22 customer reviews)

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we are
PROGRAMMED
to copy

Really? I heard
that we
WERE
PROGRAMMED
to copy

@gapingvoid

INDEPENDENT



COPYING



INDEPENDENT



COPYING



VS.





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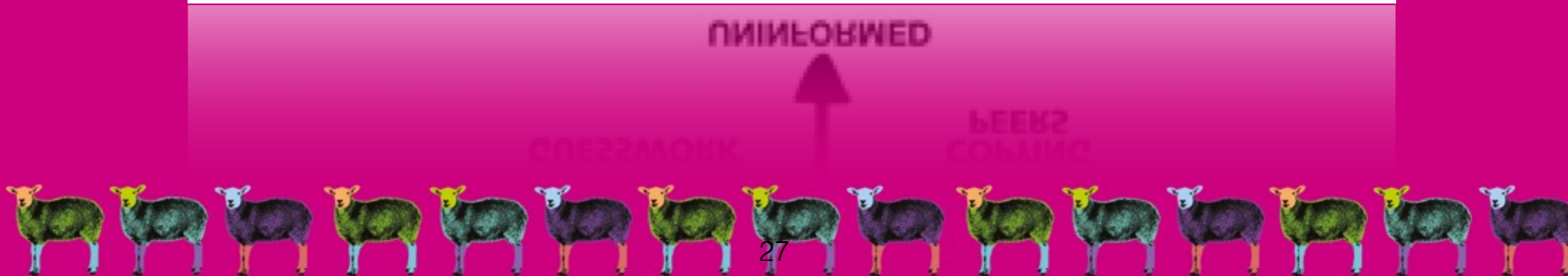
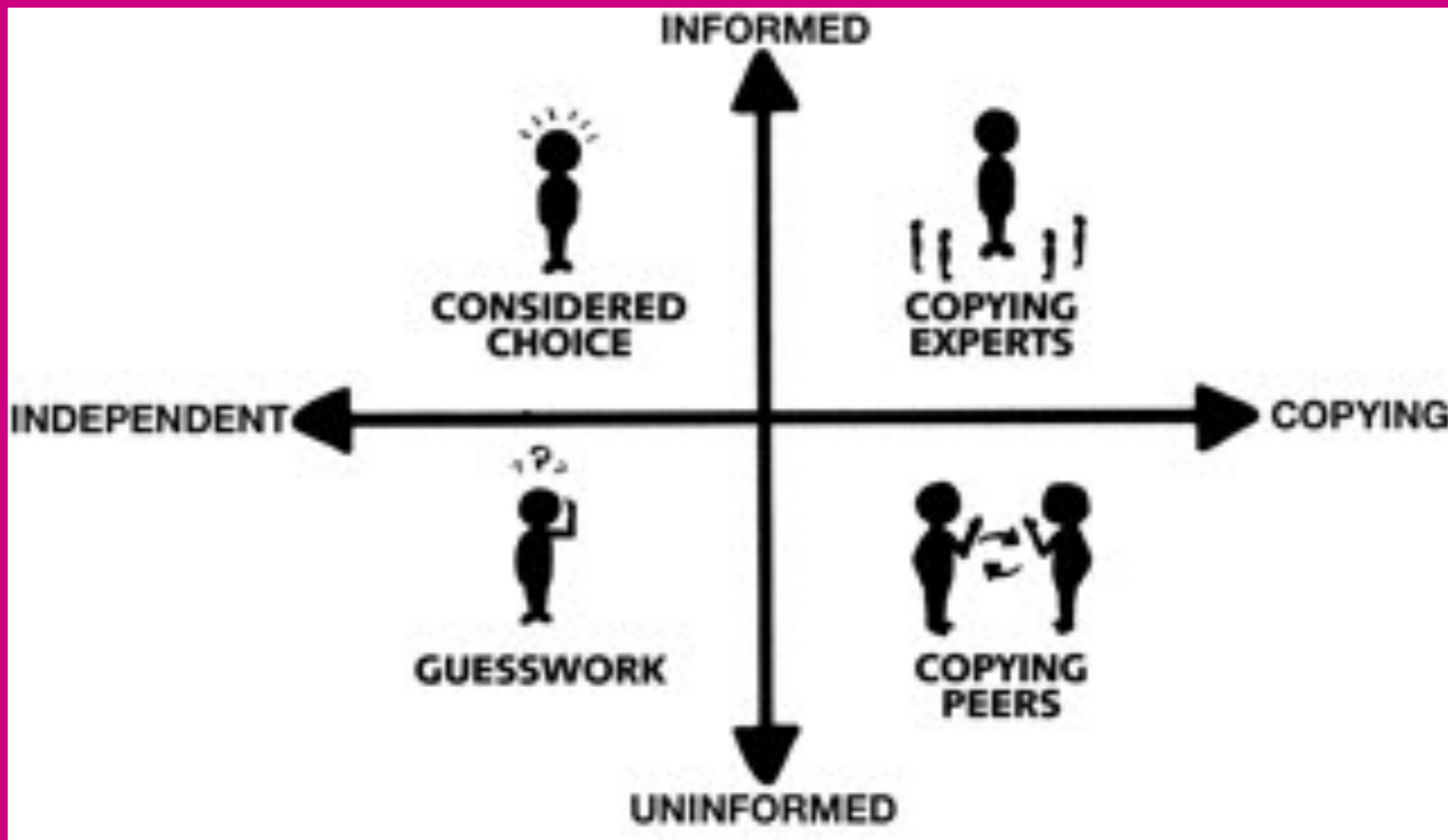
WAIT HERE

I HAVE GONE

TO GET HELP

DATA-BASED MAP OF CHOICE STYLES

ADAPTED FROM BENTLEY EARLS O'BRIEN/BENTLEY O'BRIEN BROCK



Informed



Copying

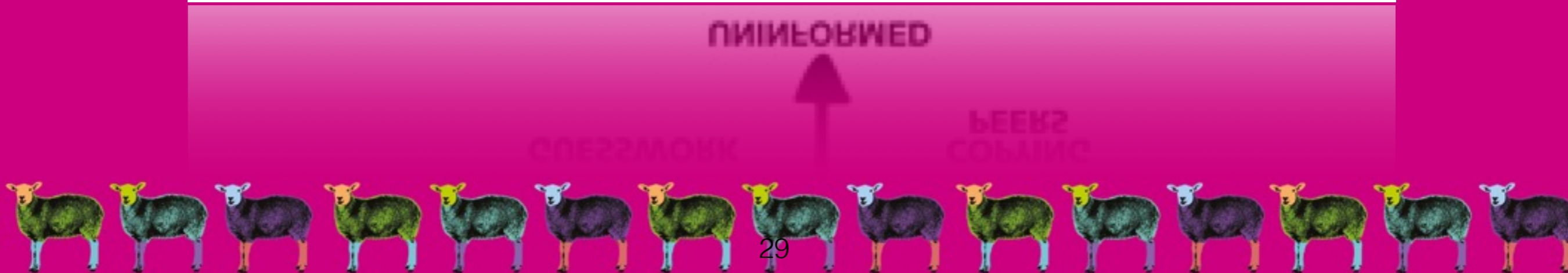
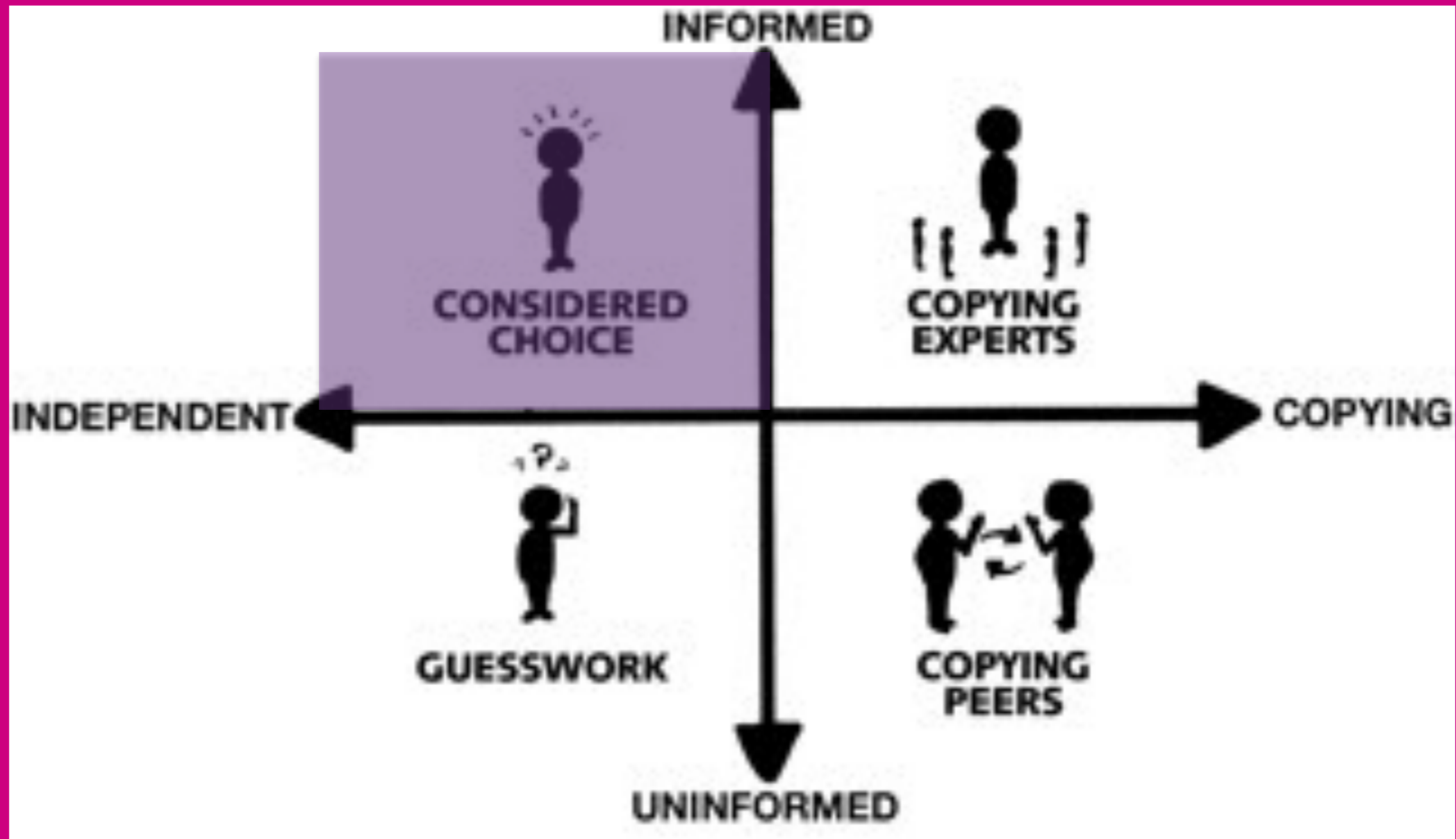


Independent

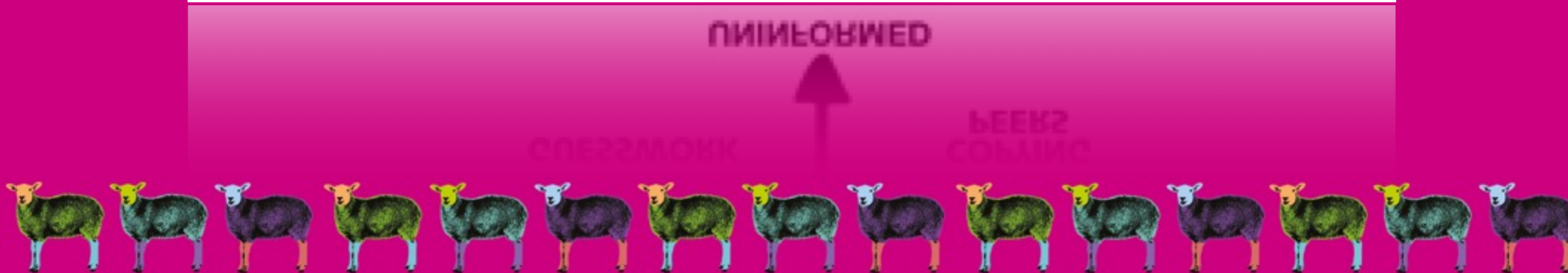
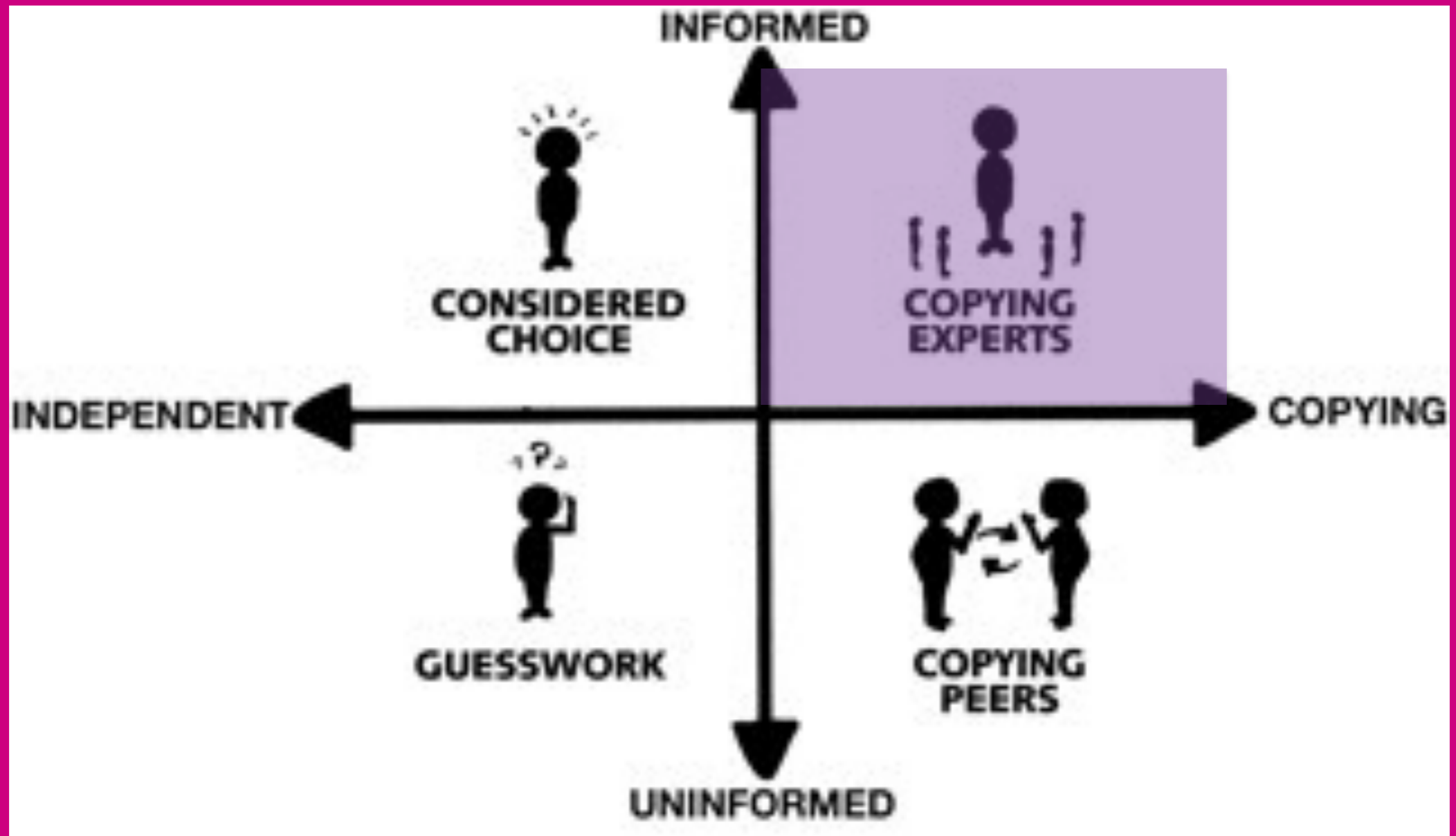


Uninformed

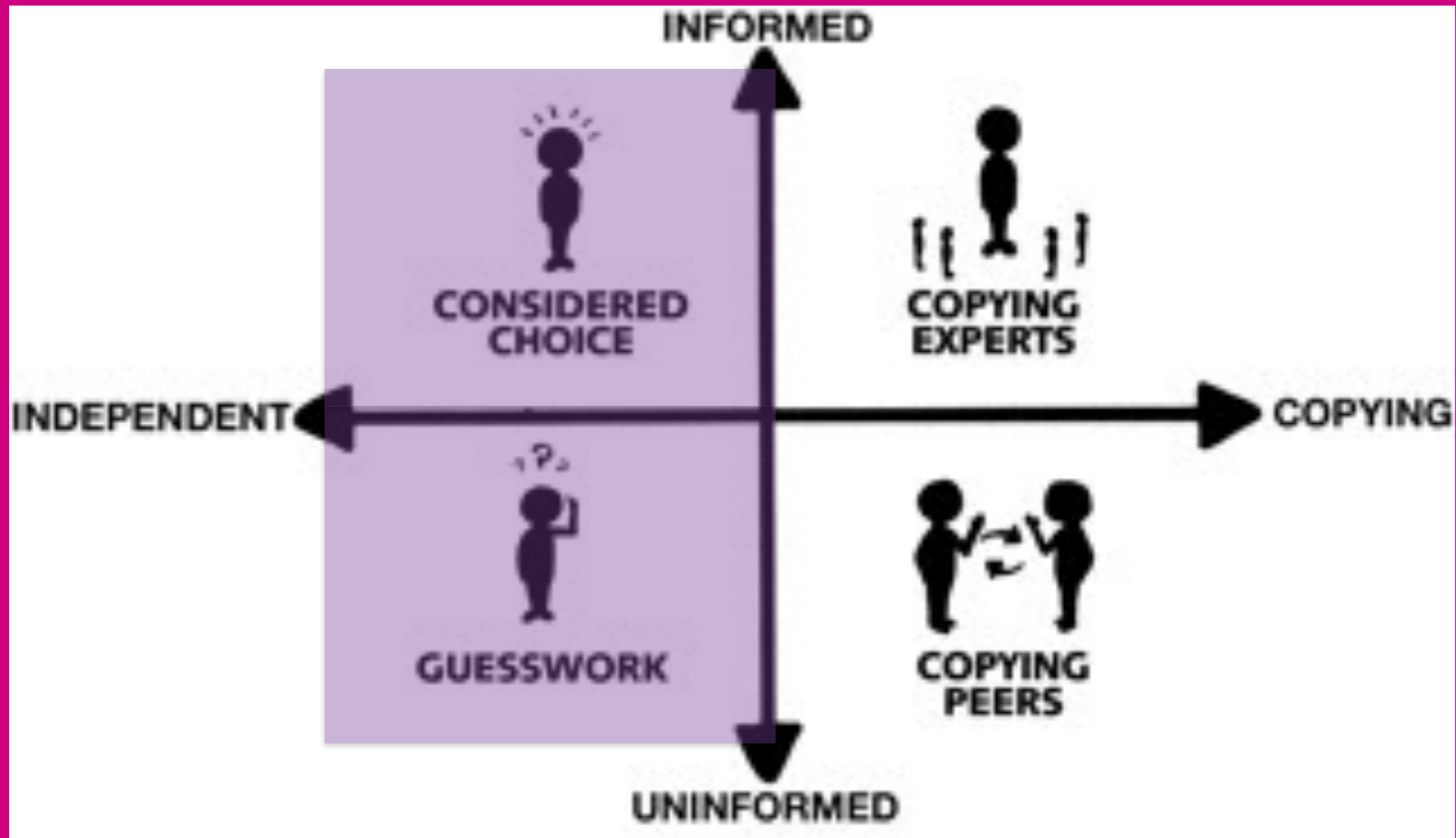
HOW WE ASSUME DECISIONS ARE MADE [OR SHOULD BE]



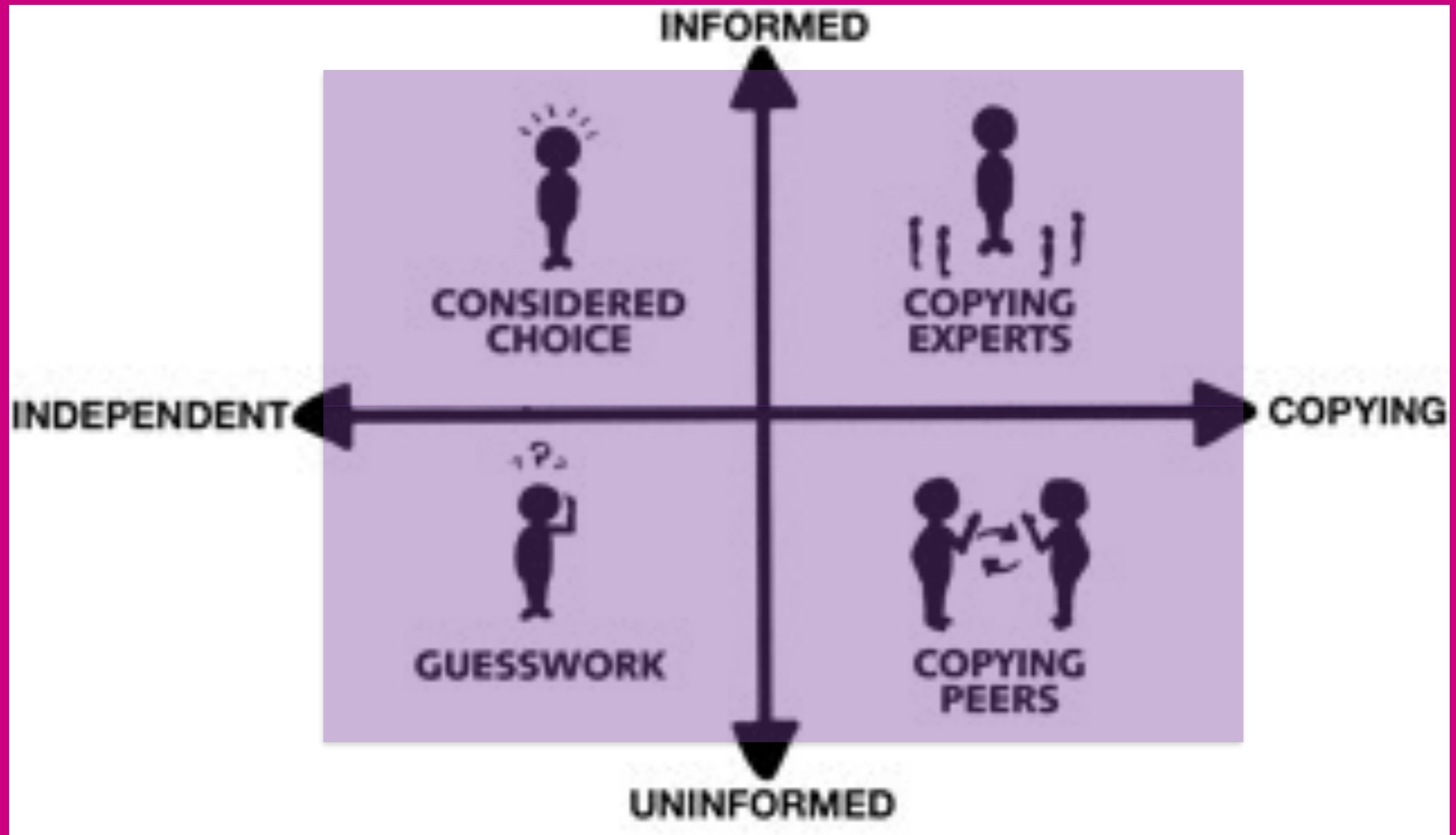
How WOM FANS ASSUME DECISIONS ARE MADE [OR SHOULD BE]



How NUDGE FANS ASSUME DECISIONS ARE MADE [OR SHOULD BE]

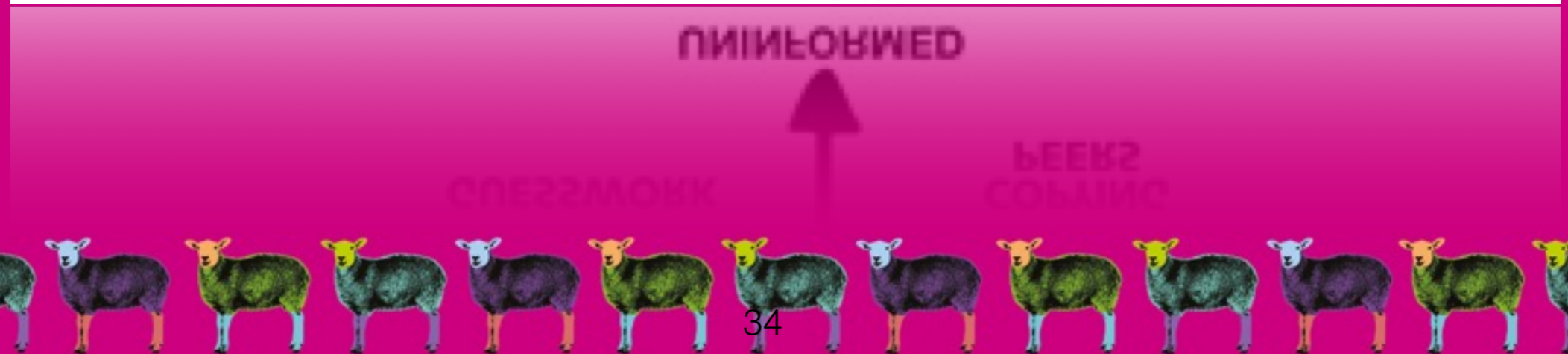
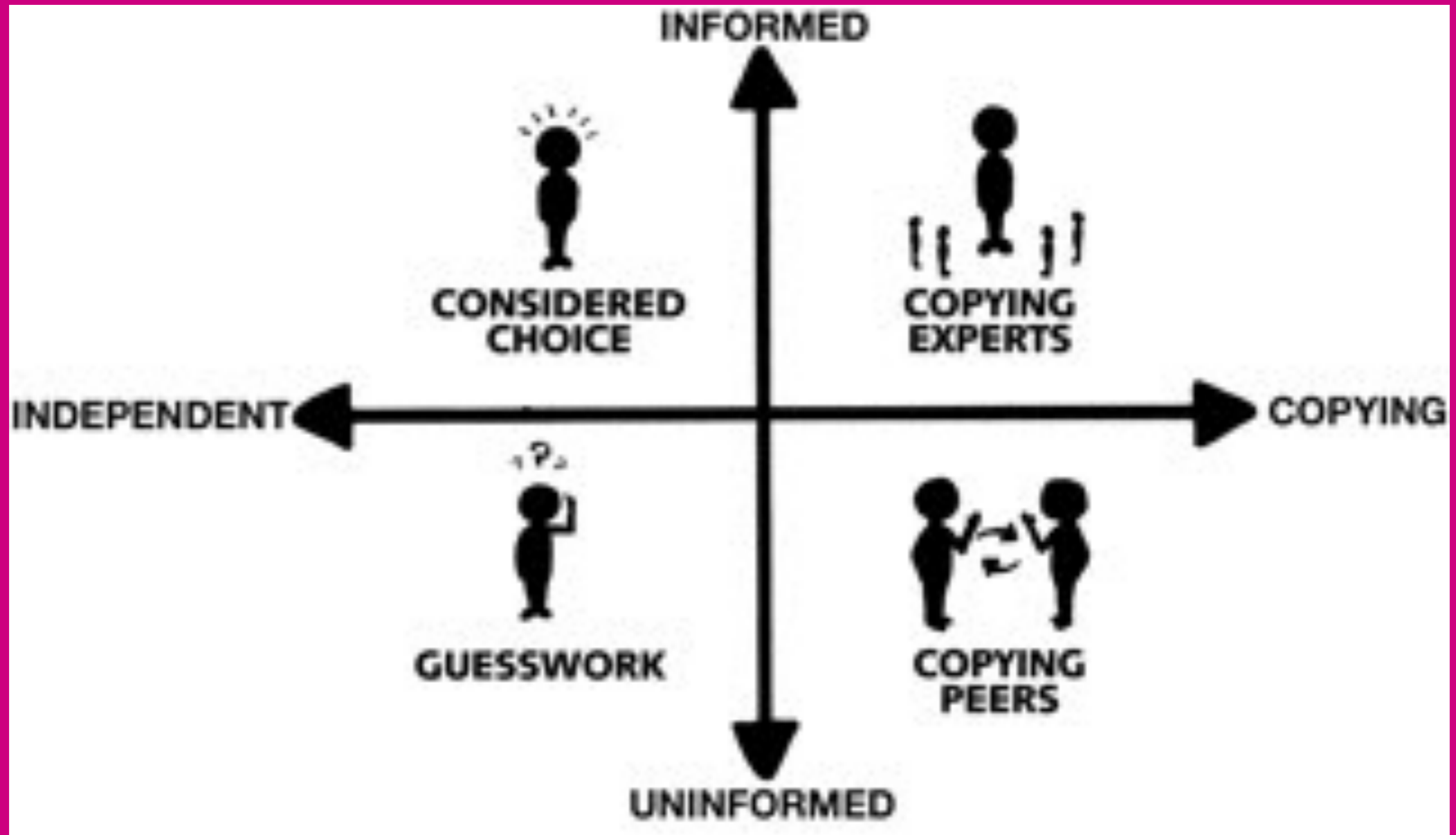


HOW WE REALLY CHOOSE

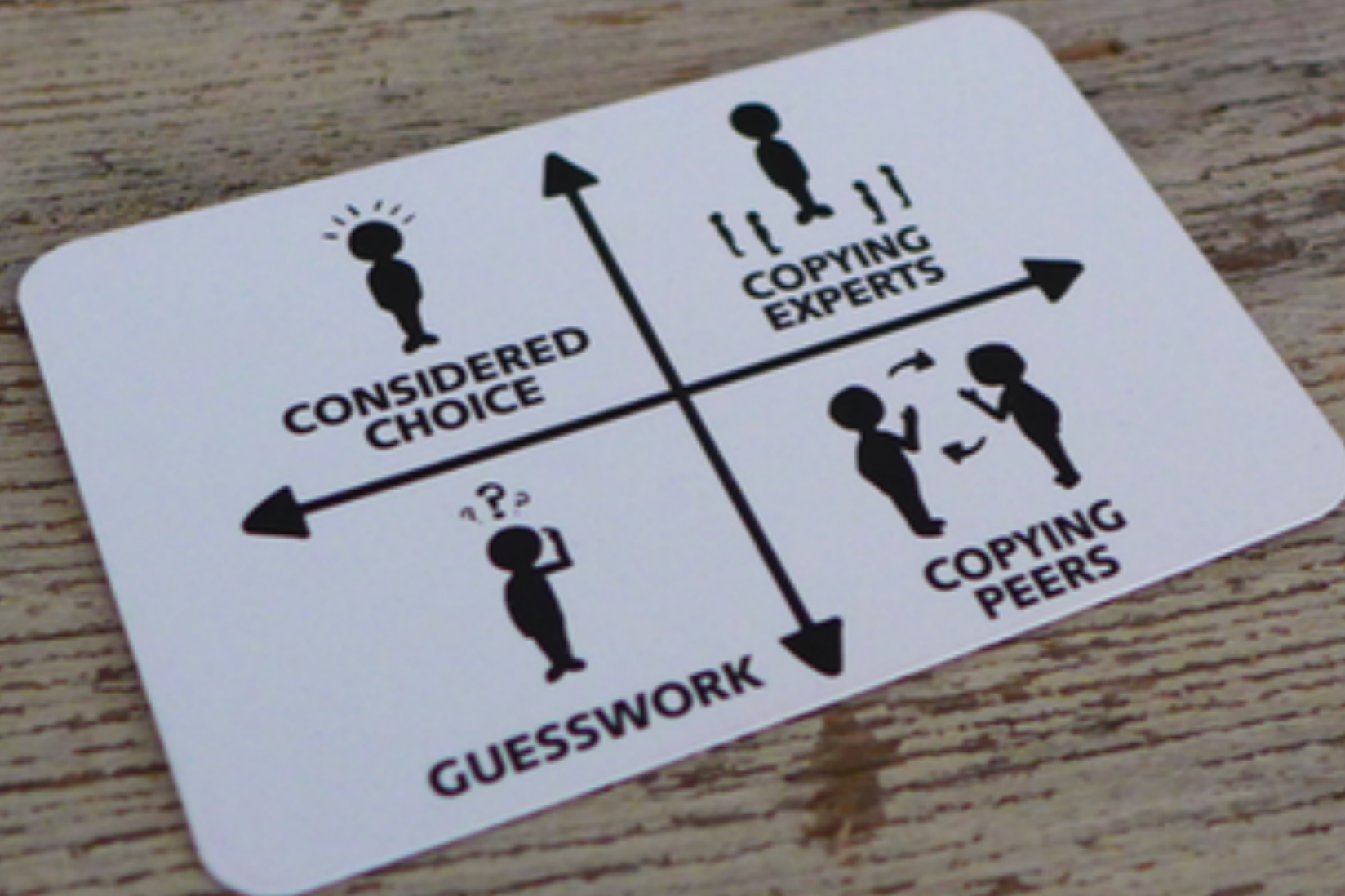


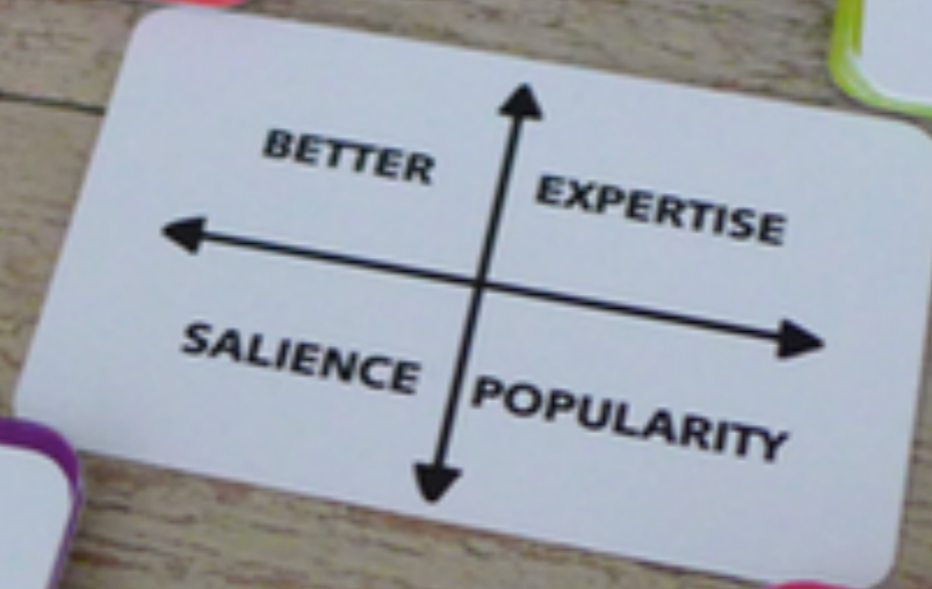
it is what it is

WHICH QUAL TECHNIQUES APPROPRIATE TO WHAT KINDS OF CHOICE STYLE?



WHAT KIND OF THING?





**WHAT KIND OF
SOLUTION?**

WHAT TO COPY?
*52 kinds of strategy
in 1 pack of cards*



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