



**exploiting brain vulnerabilities:  
chaotic good at scale**

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armageddon  
present day





“truth”



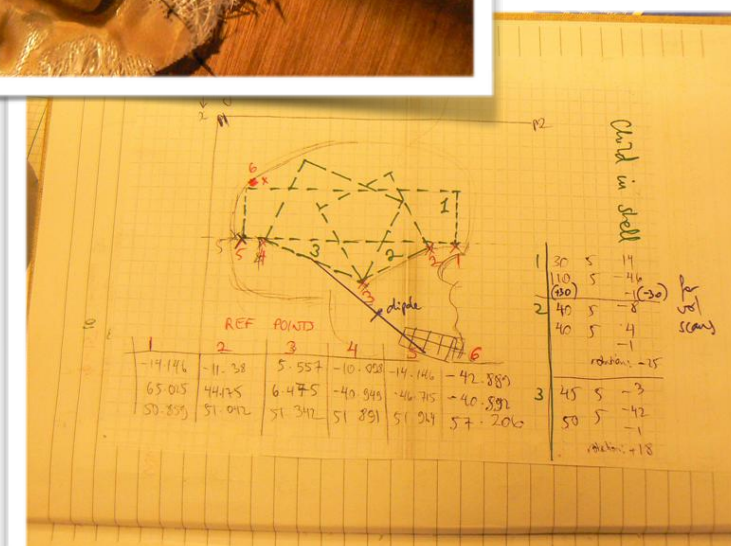
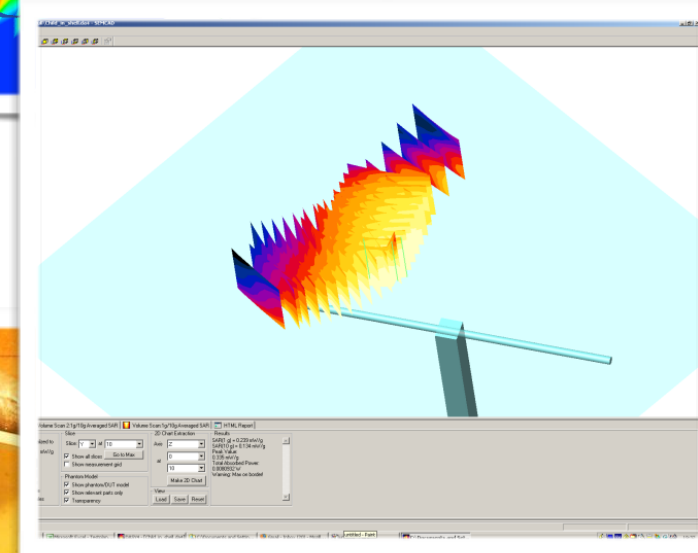
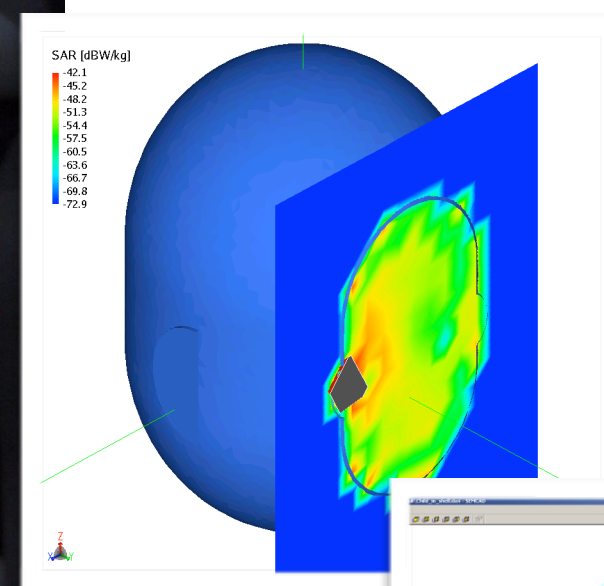
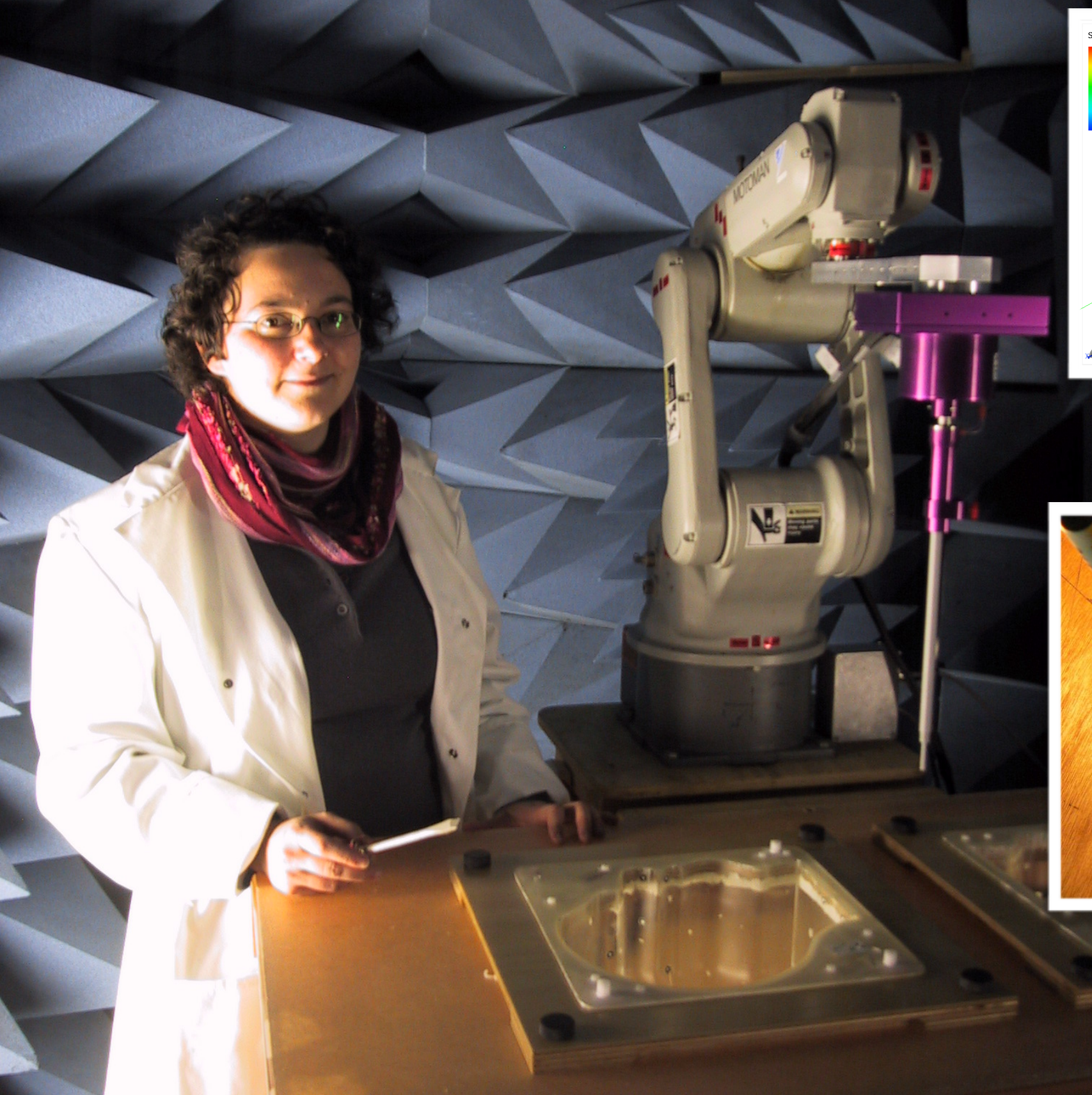


in my day job

i am a consultant







in a previous life





World Health  
Organization

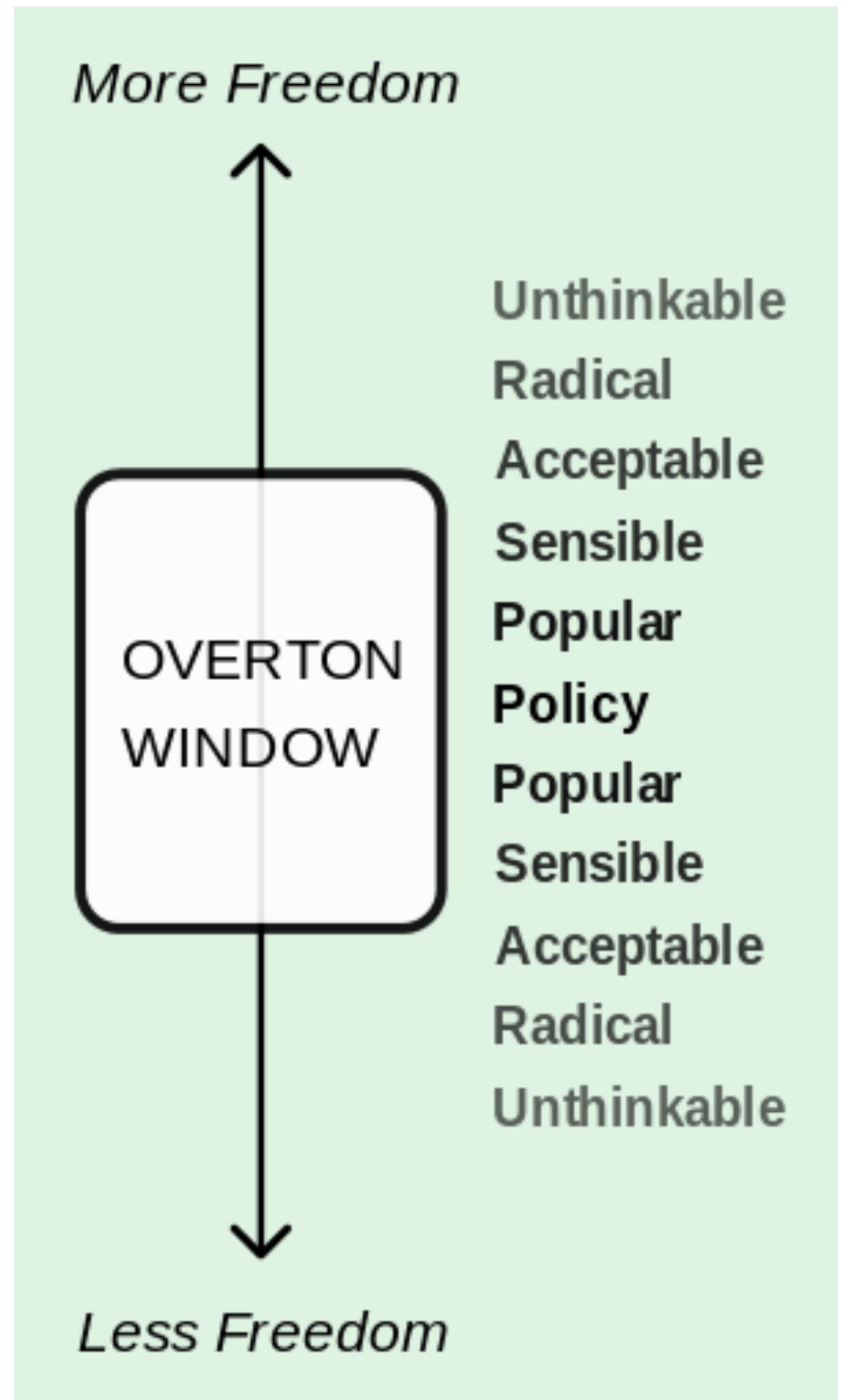
“To date **no adverse health effects**  
have been established as being caused by mobile phone use”







# the overton window









**repetition  
creates calibration  
to a  
new normal**



**Andrew, 33**  
Freo local

I use cloth nappies  
I eat wholefoods  
and  
**I immunise**

FIND OUT WHY: [facebook.](#)

**i.immunise**  
**.org.au**



ImmunisationAlliance WA





# in-group bias



**but what if they just  
won't?**



**when all contact is negative**

**people opt out**





**a fact that is  
never spoken  
barely exists**

**tech problems are  
about humans**



**change is  
uncomfortable**

**change you didn't  
choose is particularly  
uncomfortable**



**change happens with  
feelings**

**how to change someone's feelings:**

**1. be nice**

**2. ?????**

**3. profit**



**trying to  
change  
people's  
minds  
sets me as  
an enemy**



**how do we change  
people's minds?**

**we change their feelings**



**change**

**=**

**conflict**

**=**

**feelings**

~~“should”~~

~~“no”~~

~~“you”~~



**becoming part of the group**

**let people get to know me**



**positive associations**



**finding an advocate for my cause  
within the group**



# small group conversations

# open questions

**“tell me more”**

**“what do you think about..?”**



# listening

**people only do things  
that make sense to them**

**some hard things are  
harder than others**



**being right  
vs  
having a good relationship**

**if i want someone else  
to solve my problem**

**i need to reframe it as their problem**

**tech problems  
are human problems**

**armageddon has  
never yet  
been solved with  
technology**





- WHO EMF <https://www.who.int/en/news-room/fact-sheets/detail/electromagnetic-fields-and-public-health-mobile-phones>
- climate change <https://www.flickr.com/photos/thawt/>
- i immunise <http://www.i.immunise.org.au/>
- immunisation programs evaluation <https://ecdc.europa.eu/sites/portal/files/documents/Catalogue-interventions-vaccine-hesitancy.pdf>
- immunisation programs evaluation <https://www.ncbi.nlm.nih.gov/pubmed/26458802>
- overton window [https://infogalactic.com/info/Overton\\_window](https://infogalactic.com/info/Overton_window)
- moving the overton window <http://www.realcasestories.com/2016/02/overton-window-window-of-acceptable.html>
- good omens <https://www.joe.ie/movies-tv/good-omens-trailer-660917>

# in summary...

- tech is largely a human problem
- human brains are vulnerable to being hacked
- hacking brains is chaotic but largely reliable
- learn to hack yourself and others

# thank you

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