



# WILLKOMMEN!

#### Einführung

# F3 – Auf der Suche nach der Realität in Zeiten der Irrealität und der Filterblasen

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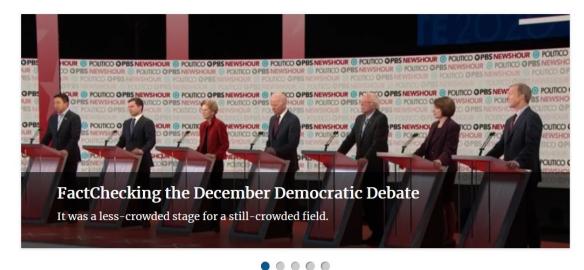
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#### Ask FactCheck

Q: Did President Barack Obama immediately fire all Bush-appointed ambassadors "the day he was elected office"?

A: No. As is the custom, Obama immediately replaced most — not all — of Bush's politically appointed ambassadors. Obama did not remove any of the career appointees to ambassadorships.

> Read the full question and answer View the Ask FactCheck archives Have a question? Ask us.

#### Video: December Democratic Debate Claims



The mayor just recently had a fundraiser that was held in a wine cave full of crystals and served \$900 a bottle wine.

December 20, 2019

In this video, we explore several claims made by Democratic presidential candidates in the Dec. 19 debate.

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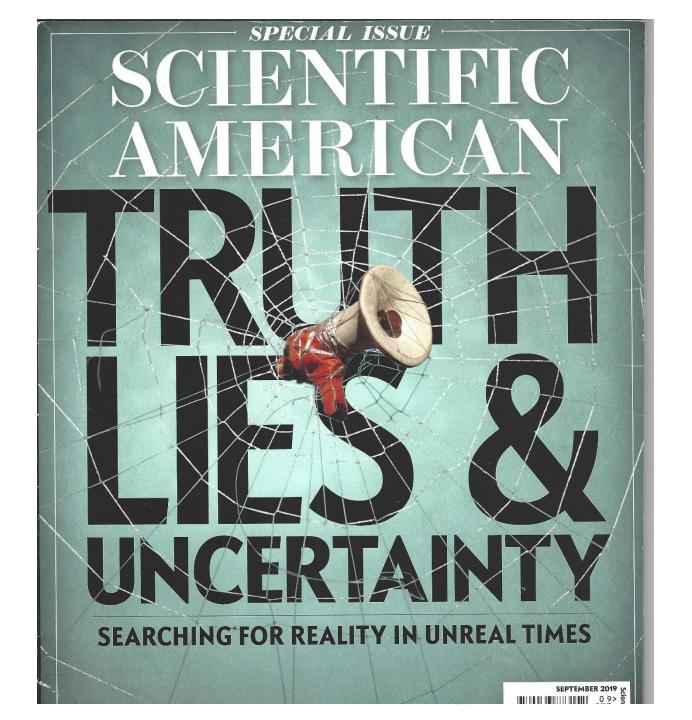


#### SciCheck

Fact-checking sciencebased claims.



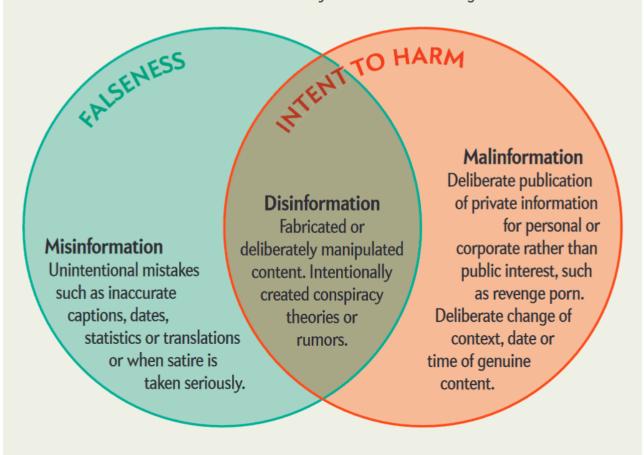






#### THREE CATEGORIES OF INFORMATION DISORDER

To understand and study the complexity of the information ecosystem, we need a common language. The current reliance on simplistic terms such as "fake news" hides important distinctions and denigrates journalism. It also focuses too much on "true" versus "fake," whereas information disorder comes in many shades of "misleading."



### Claire Wardle: A New World Disorder

Our willingness to share content without thinking is exploited to spread disinformation

Scientific American, Sept 2019





















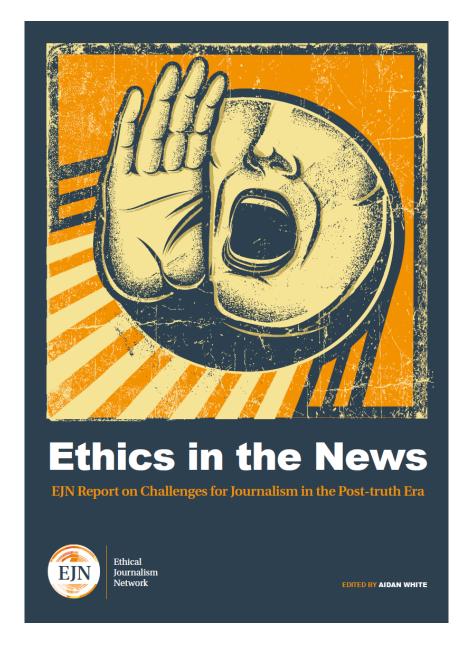












#### **The Newsiness of Hate**

Media are less conscious or perhaps more confused about their responsibilities in covering newsmakers who advocate intolerance. This is partly because the issues are genuinely complex and not amenable to simple ethical formulas. Best practice entails

#### **The Beauty of Horror**

A day after the photo went viral, Serge Ricco, art director of French magazine *L'Obs*, decided he would not publish it. Surprisingly, *L'Obs* did publish it – on their website. "Not my decision," Ricco said to Dutch newspaper *NRC Handelsblad*.

### **Dehumanised Communities**

In extreme cases, a culture may have so demeaned or dehumanised a particular community that hate speech against it sounds normal and unobjectionable to many people, including journalists.



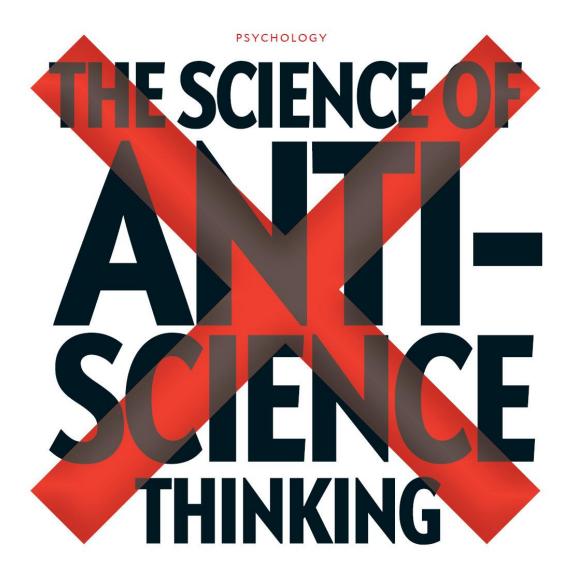












Scientific American, July 2018

Our own research and that of our colleagues have identified key obstacles that stand in the way of clear scientific thought. We have investigated why they arise and how they might be challenged and ultimately knocked down. Among the many hurdles, three in particular stand out:

**Shortcuts.** Human brains are endowed with a facile means for dealing with information overload. When we are overwhelmed or are too short on time, we rely on simple heuristics, such as accepting the group consensus or trusting an expert.

**Confirmation Bias.** Even with ample time and sufficient interest to move beyond shortcuts, we sometimes process information in a manner less like an impartial judge and more like a lawyer working for the mob. We show a natural tendency to pay attention to some findings over others and to reinterpret mixed evidence to fit with preexisting beliefs.

**Social Goals.** Even if we surmount the first two obstacles, powerful forms of social motivation can interfere with an objective analysis of the facts at hand. Whether one is biased toward reaching one scientific conclusion versus another can be influenced by the desire to win status, to conform to the views of a social network or even to attract a mate.





### Abkürzungen

Daniel Kahnemann: "Thinking Fast And Slow"; Farrar, Straus and Giroux 2011

Wenn die Zeit drängt, die Komplexität eines Problems zu gross ist oder wir schlicht zu träge sind, überlassen wir Entscheidungen unserem 'Bauchgefühl'.

#### Beispiele:

- Der Tiger im Busch
- Klimawandel
- WYSIATI What you see is all there is: Schlussfolgerungen aufgrund eingeschränkter, einseitiger Information ('Schöne Menschen sind kompetenter')







### Bestätigung von Vorurteilen

Zu viele Fakten führen zu Komplexität, zu Verunsicherung und zu Überforderung. Es ist viel einfacher, ein (extremes, einfaches) Vorurteil zu verteidigen, indem Fakten nur selektiv – zum Vorurteil passend – aufgenommen werden.

#### Beispiele:

- Polarisierung bei Informations-Zunahme (z.B. Stanford Todesstrafe-Studie)
- Sicht auf die eigene Nation: Nationalismus
- Xenophobie und Ethnophaulismen ("Wir und Die")
- Negative/positive selbsterfüllende Prophezeiungen (z.B. Moore's Law)







### Soziale Einflüsse

Robert Cialdini: "Influence – The Psychology of Persuasion", HarperCollins 1984

Der Mensch ist ein soziales Wesen, und so werden Entschlüsse nicht rein rational sondern aufgrund der gesellschaftlichen Einbettung eines Individuums gefällt

#### Beispiele:

- Konformität mit der Mehrheit (Ausgestossenheit vermeiden)
- Identität und Zugehörigkeit zu einer Gruppe
- Gehorsam gegenüber Autoritäten (oder Autoritäts-Symbolen)
- Reziprozität (Geschenke und Gegengeschenke)
- Konsistenz und Verlässlichkeit
- Darstellung und Einbettung ('Framing')







## Attitude Roots and Jiu Jitsu Persuasion: Understanding and Overcoming the Motivated Rejection of Science

Matthew J. Hornsey and Kelly S. Fielding University of Queensland, Australia

There is a worryingly large chasm between scientific consensus and popular opinion. Roughly one third of Americans are skeptical that humans are primarily responsible for climate change; rates of some infectious diseases are climbing in the face of antimmunization beliefs; and significant numbers of the population worldwide are antievolution creationists. It is easy to assume that resistance to an evidence-based message is a result of ignorance or failure to grasp evidence (the "deficit model" of science communication). But increasingly, theorists understand there are limits to this approach, and that if people are *motivated* to reject science, then repeating evidence will have little impact. In an effort to create a transtheoretical language for describing these underlying motivations, we introduce the notion of "attitude roots." Attitude roots are the underlying fears, ideologies, worldviews, and identity needs that sustain and motivate specific "surface" attitudes like climate skepticism and creationism. It is the antiscience attitude that people hear and see, but it is the attitude root—what lies under the surface—that allows the surface attitudes to survive even





### Schlussfolgerung

Stelle sicher, dass Deine Fakten korrekt sind (ev. mit einer Wahrscheinlichkeit für ihre Korrektheit), setze Deine Information vorurteilsfrei in objektiven Kontext, und kommuniniziere mit Deinem Gegenüber in angepasster Form/Sprache aufgrund gemeinsamer Werte









