

Dismissing the plausible

Is human behaviour the primary barrier to risk reduction?

Alex Cartwright

24 May 2023

 Tonkin+Taylor





Your next 30 mins

Dismissing the plausible

Psychology and human bias

The scenario planning method

Wrap up the ramble

Questions

Dismissing the plausible

“Unprecedented”

“never seen before in my lifetime”

“too early to consider climate change”

The flood of change?

“property owners received warnings after their property had already flooded or not at all.”

“flood risk management lacks coordination and structure”

“responses to local flood risk are piecemeal and not necessarily prioritised”

“it is not surprising that the public are confused and that they wonder who is accountable”

“Responders were surprised by the scale and duration of the emergencies and... found themselves reacting to unexpected events”

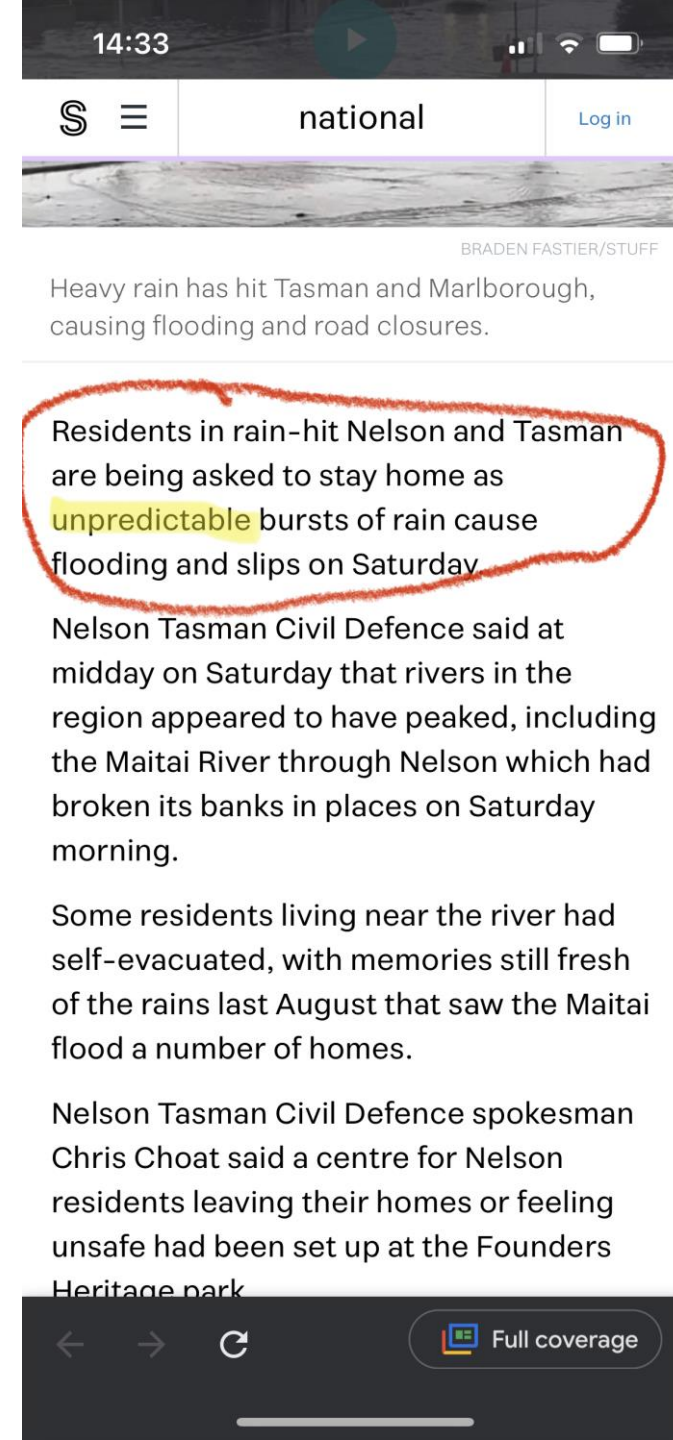


We need to change
how to communicate
hazards and risk...

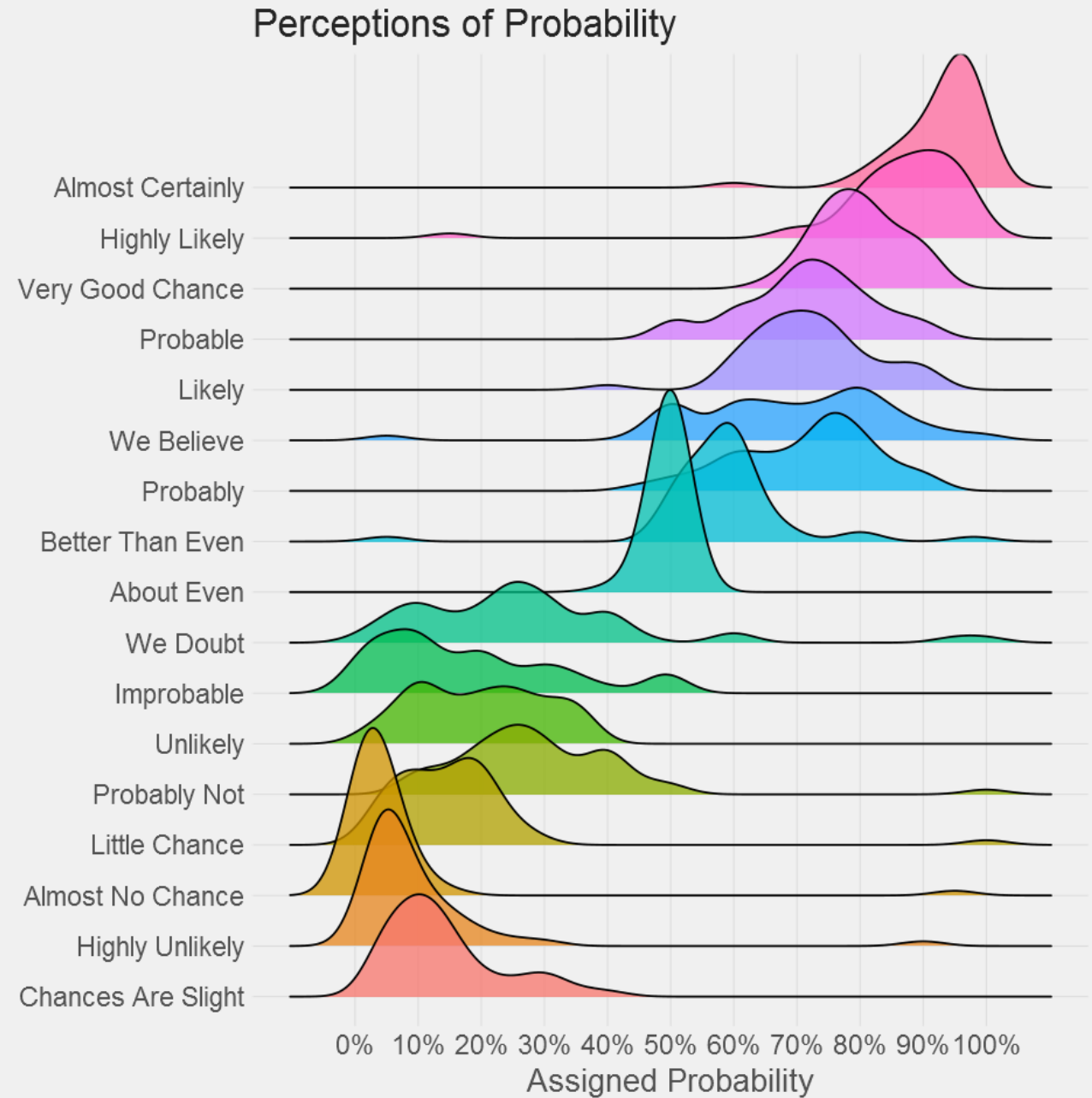


Nugget Point Lighthouse, The Catlins

We need to change
how to communicate
hazards and risk...



Words can be confusing



Applying the psychological dimensions

The **cognitive dimension** relates to what people **know and understand** about the risk

The **emotional dimension** relates to **how they feel** about the risk information they have received

Uncertainty

Education

Data

Instruction

Statistics

Annual Return Intervals

Annual Exceedance Probability



Connection to place

Fear

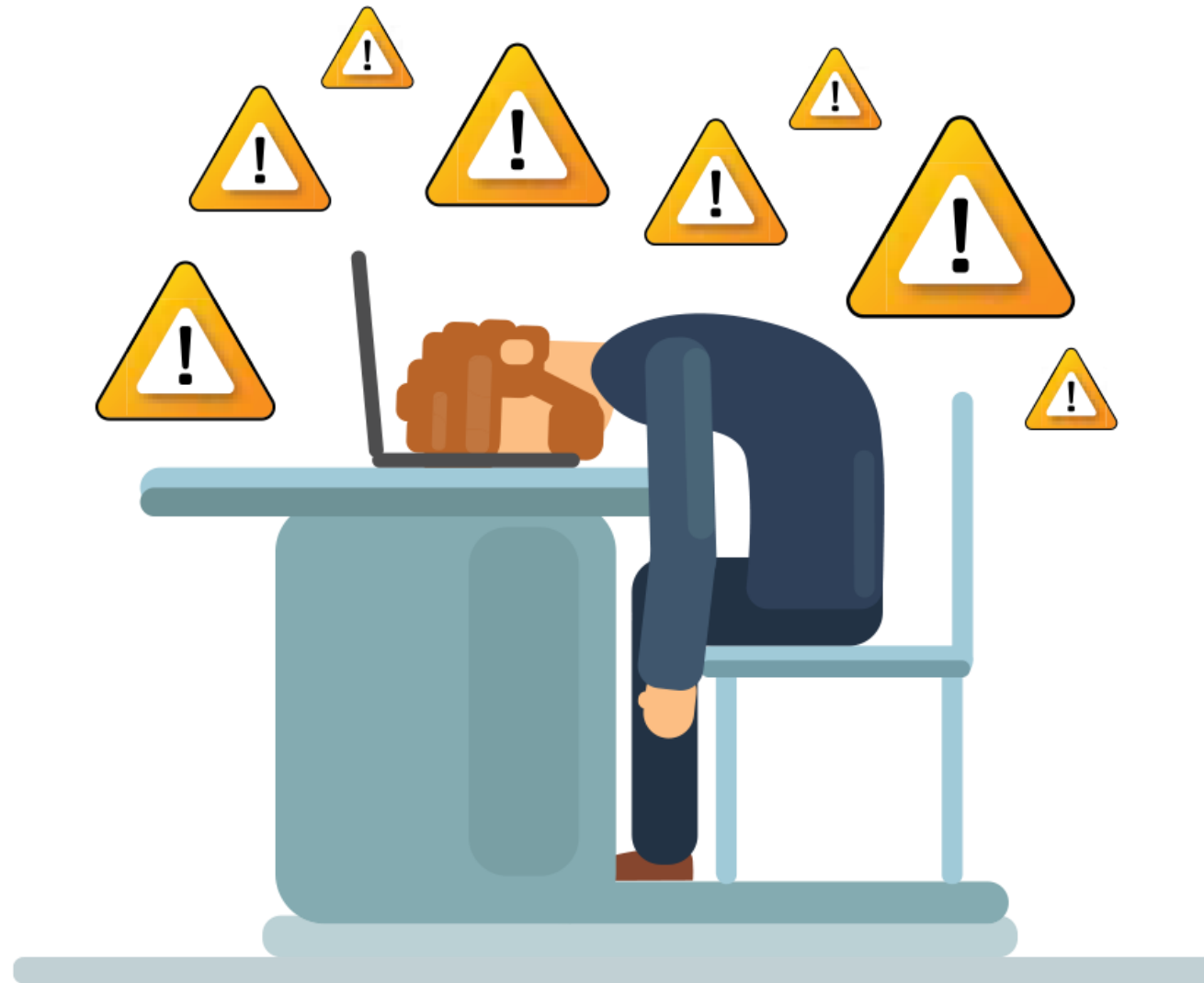
Familiarity

Past experience

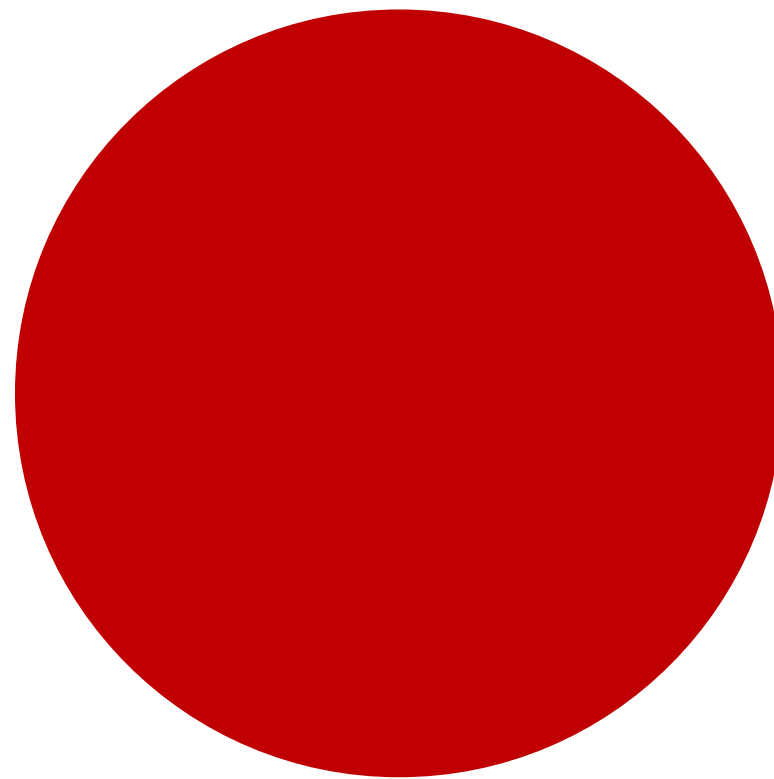
Ability to respond

Dread

When we do focus on human behaviour



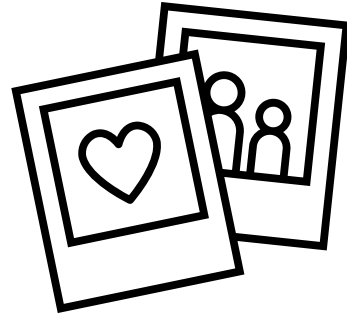
Question: Which circle is bigger?



Considering the human bias



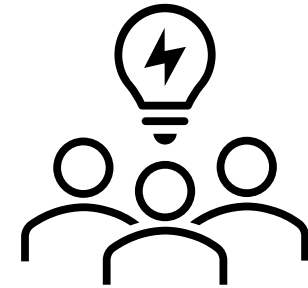
Optimism
bias



Framing
effect

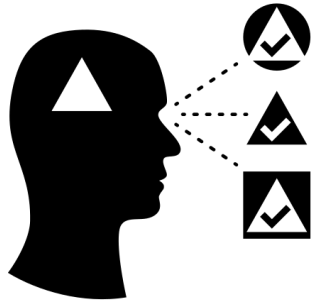


Recency
effect

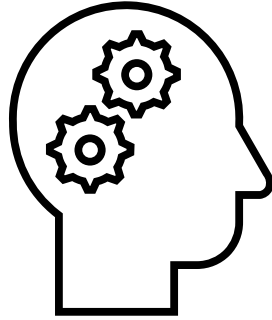


Groupthink

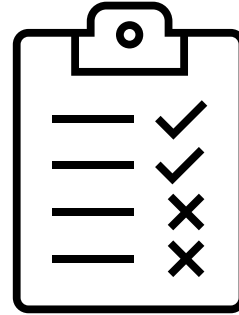
Considering the human bias



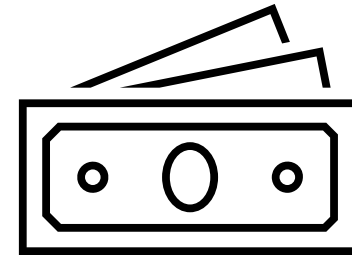
Confirmation
bias



Cognitive
lock-in



Task
saturation



Sunk cost
fallacy

Understanding the world we live in

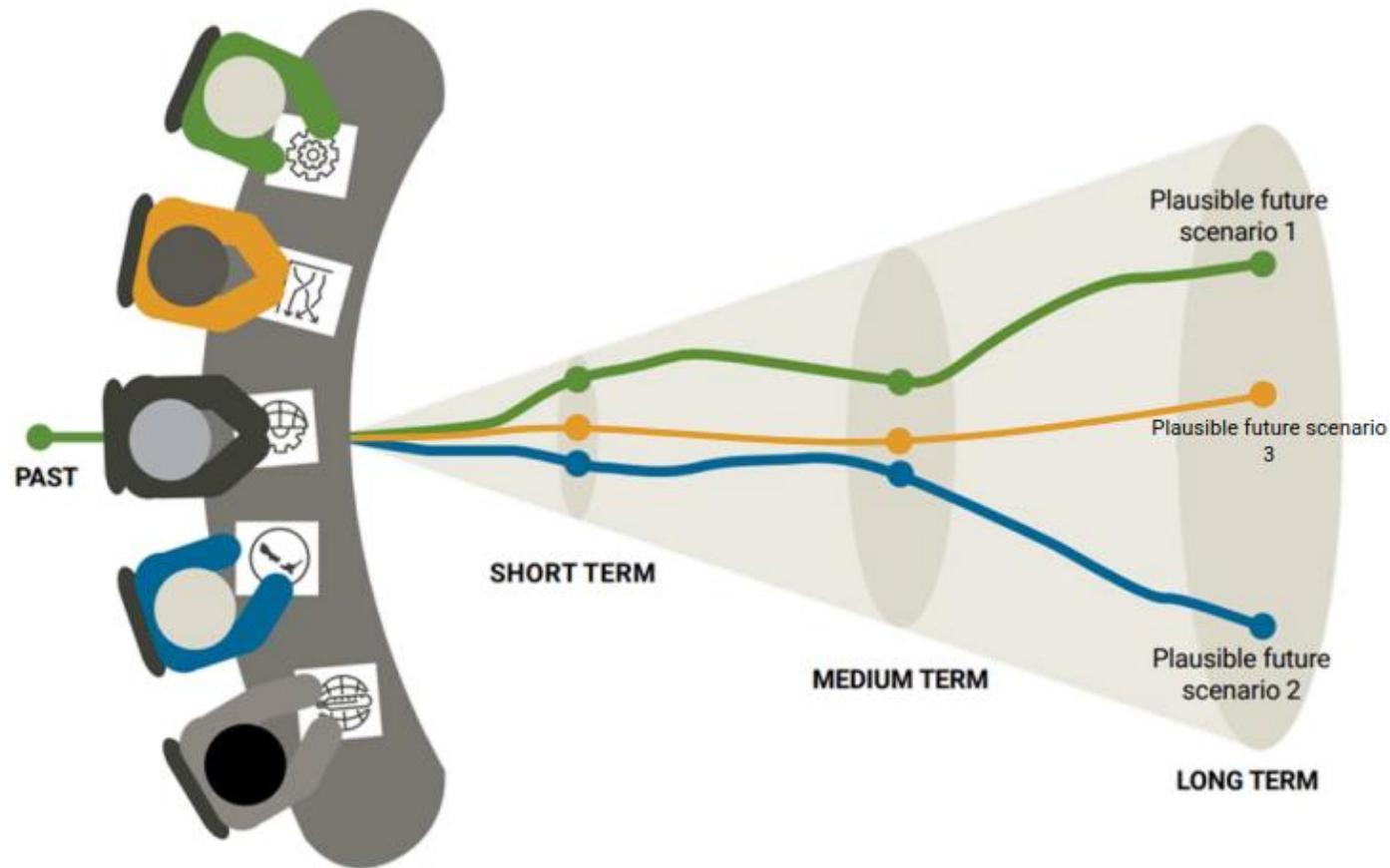


BRITTLE, ANXIOUS, NON-LINEAR, INCOMPREHENSIBLE

The scenario planning method



Scenarios: A tool to enhance strategic thinking

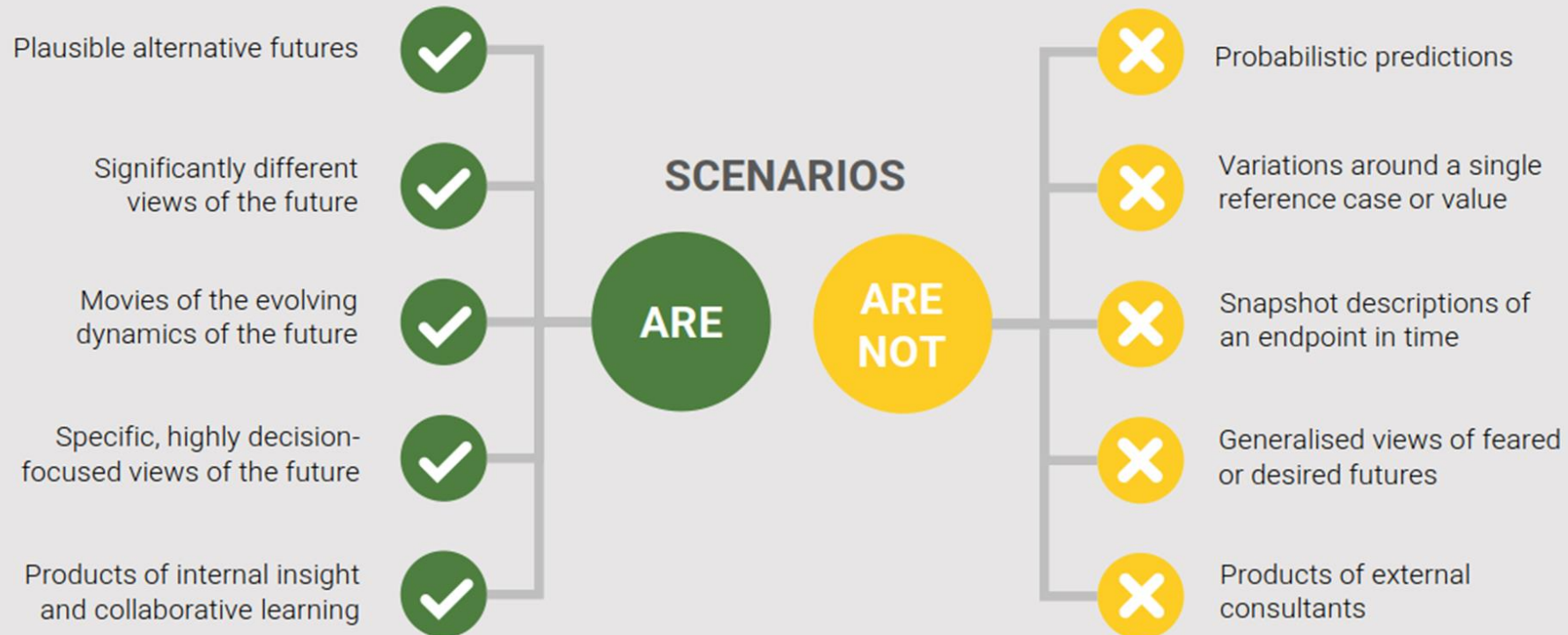


'We can't predict the future, but scenarios allow us to explore possible futures, the assumptions they depend upon, and the courses of action that could bring them about'

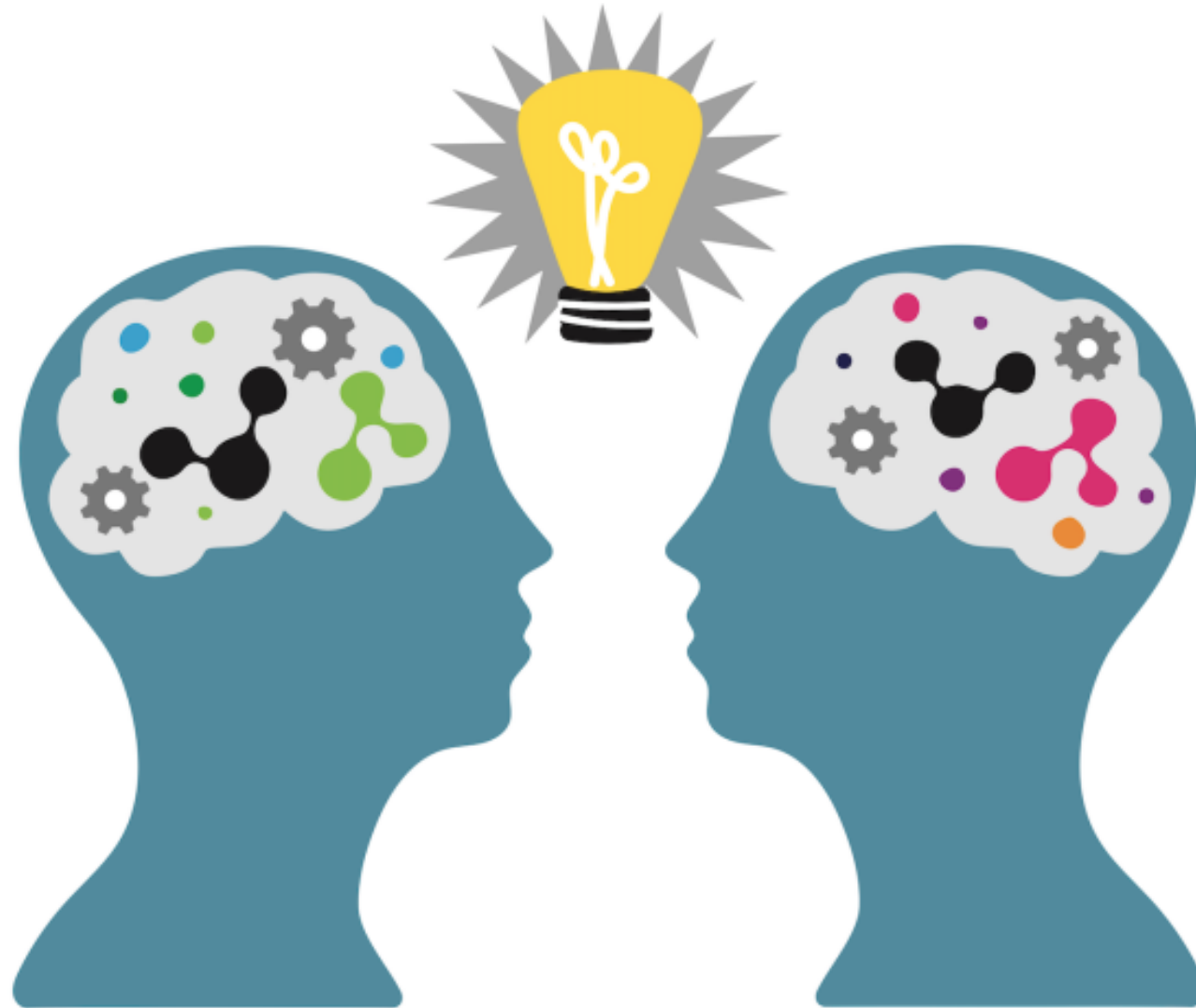
www.climatescenarios.org/primer-legacy/

What are scenarios?

COMPARABILITY AND COHERENCE: defining what scenarios are and are not



Removing the barrier by considering human behaviour



Key takeaways

Focus on the emotional dimension (consequences) first to better engage.

Ask “what are the plausible futures that we should be prepared to acknowledge?”

Advocate for better communication from your organisation, industry, and risk management agencies.

Remove the barrier by considering human behaviour (bias) in the work that you do.



Welcome your
questions

Alex Cartwright

+64 27 293 0455

acartwright@tonkintaylor.co.nz

<https://www.linkedin.com/in/alexcartwright1/>

 Tonkin+Taylor

