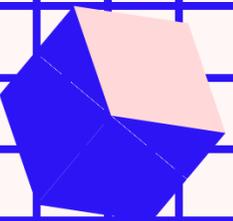


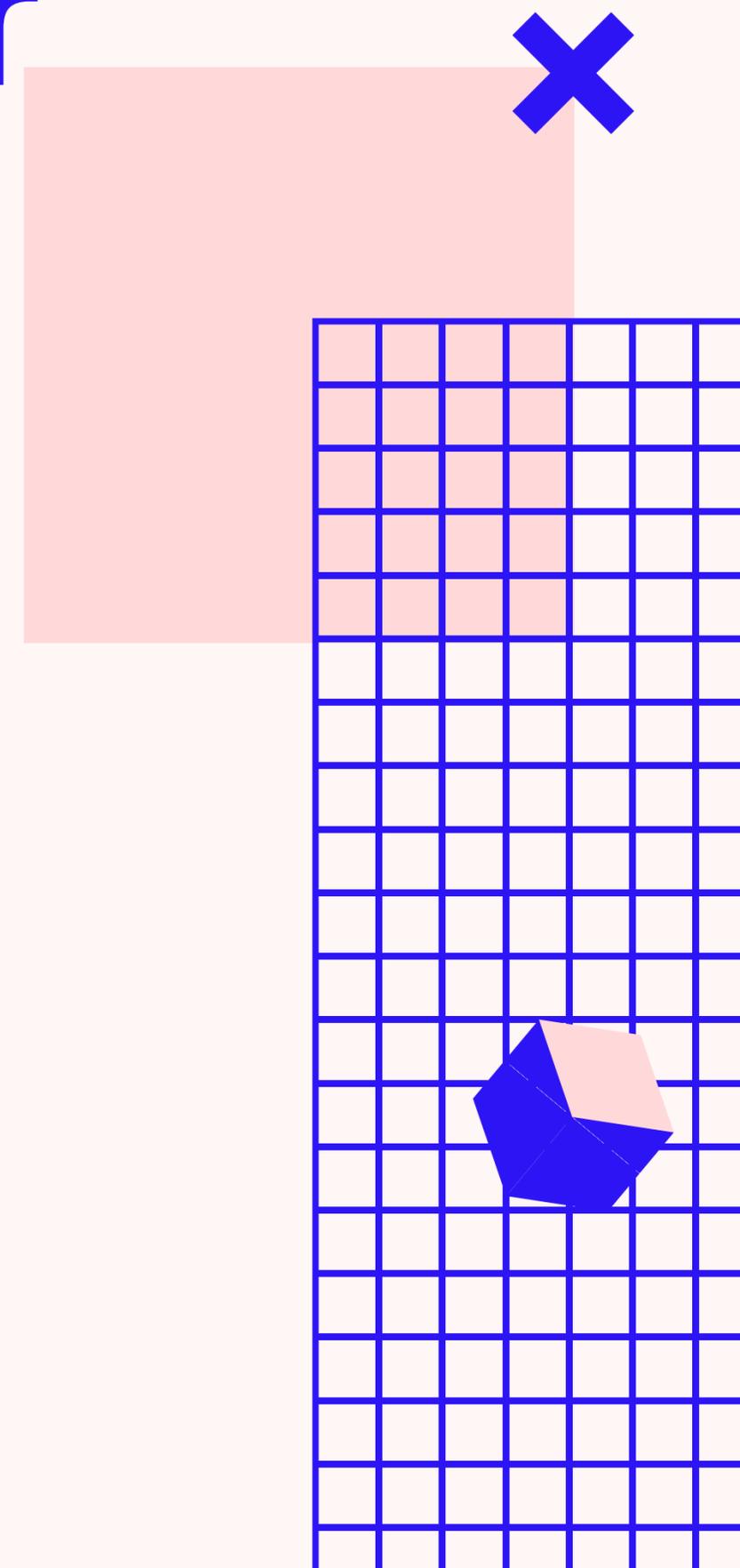
+ TOMÁŠ KRIŠŠÁK

# Information security and meaningful connections.

HOW TO CREATE, RECEIVE AND SHARE GOOD  
INFORMATION IN THE AGE OF DISINFORMATION



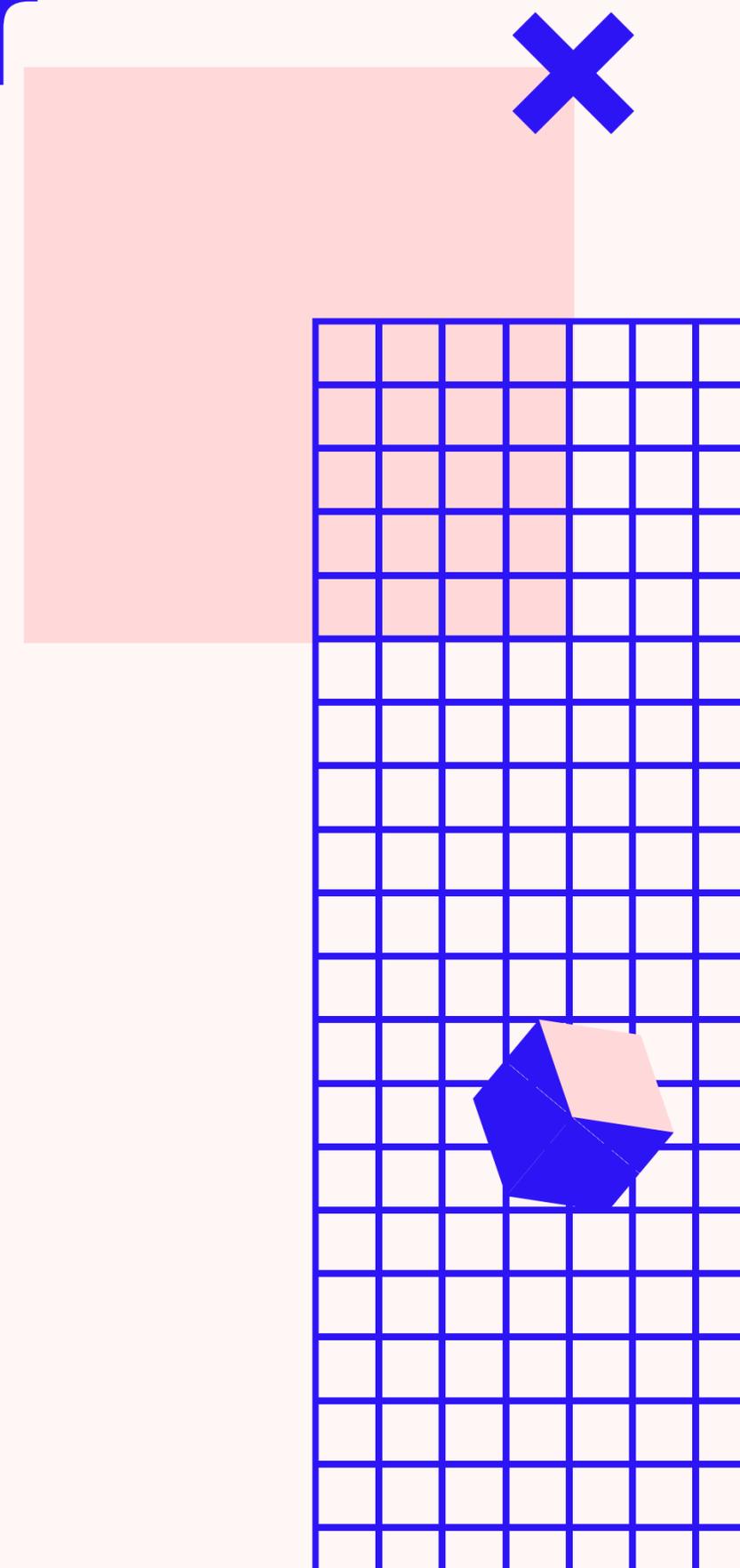
# Is it safe to use Uber in times of Corona?



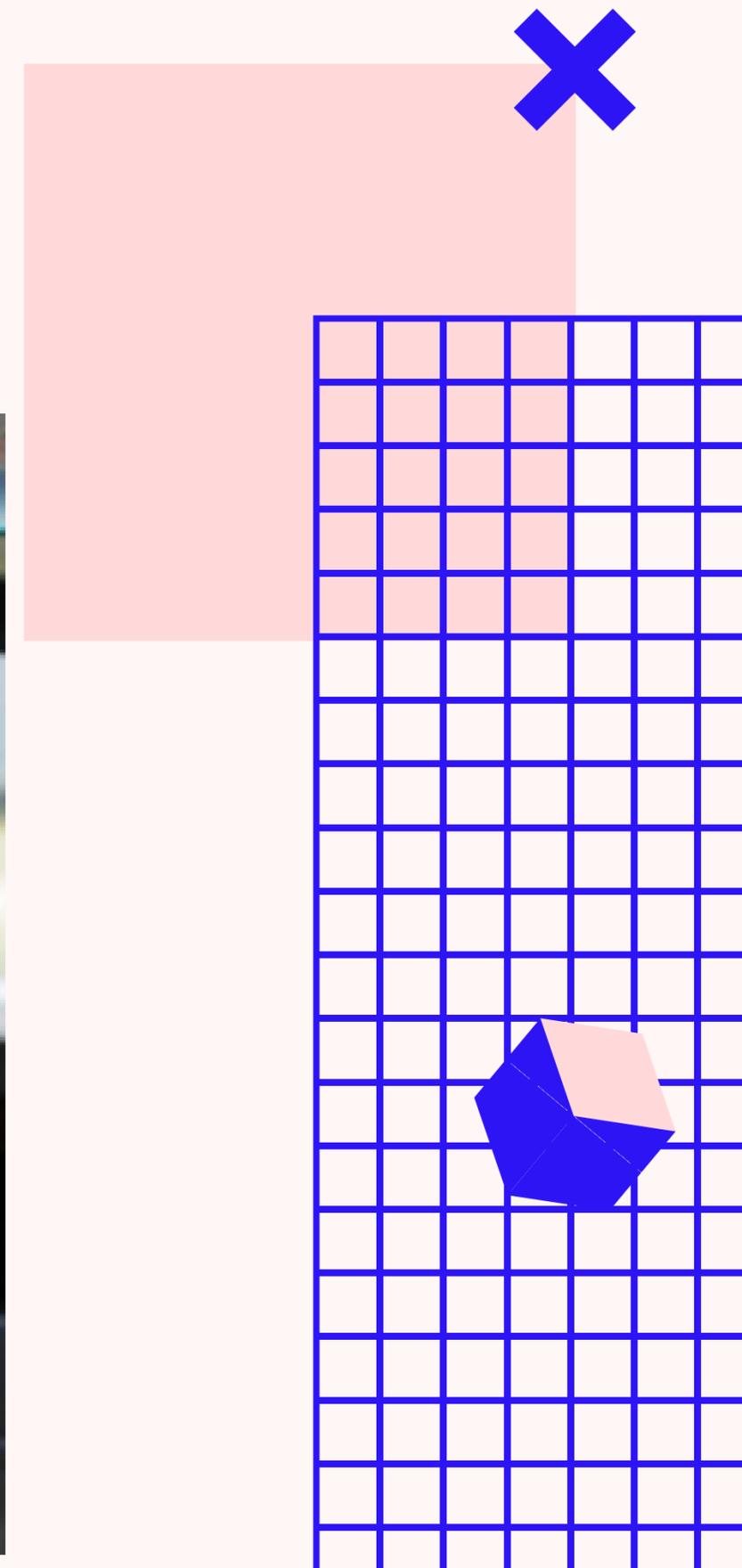
# Is it safe to use Uber in times of Corona?



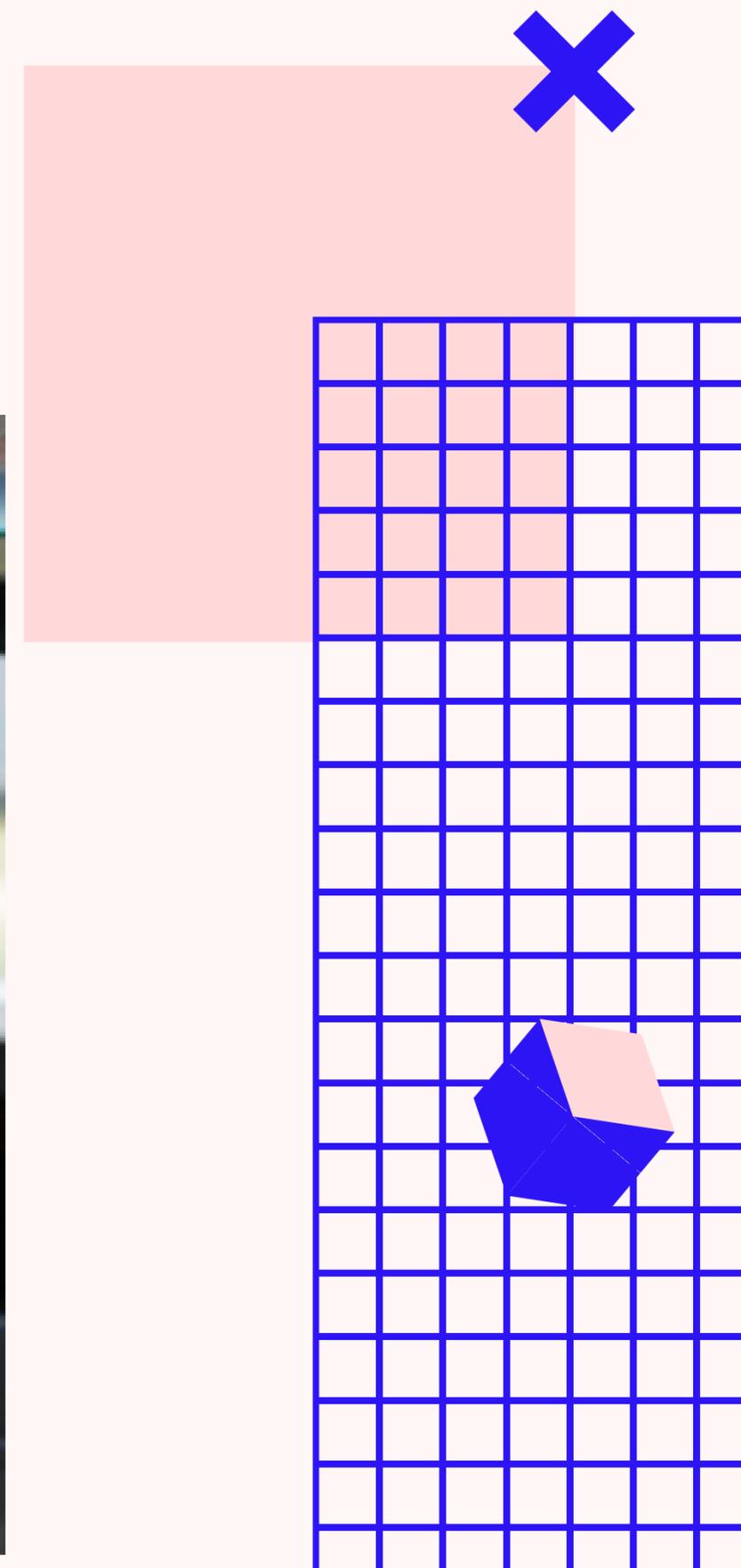
# YES!



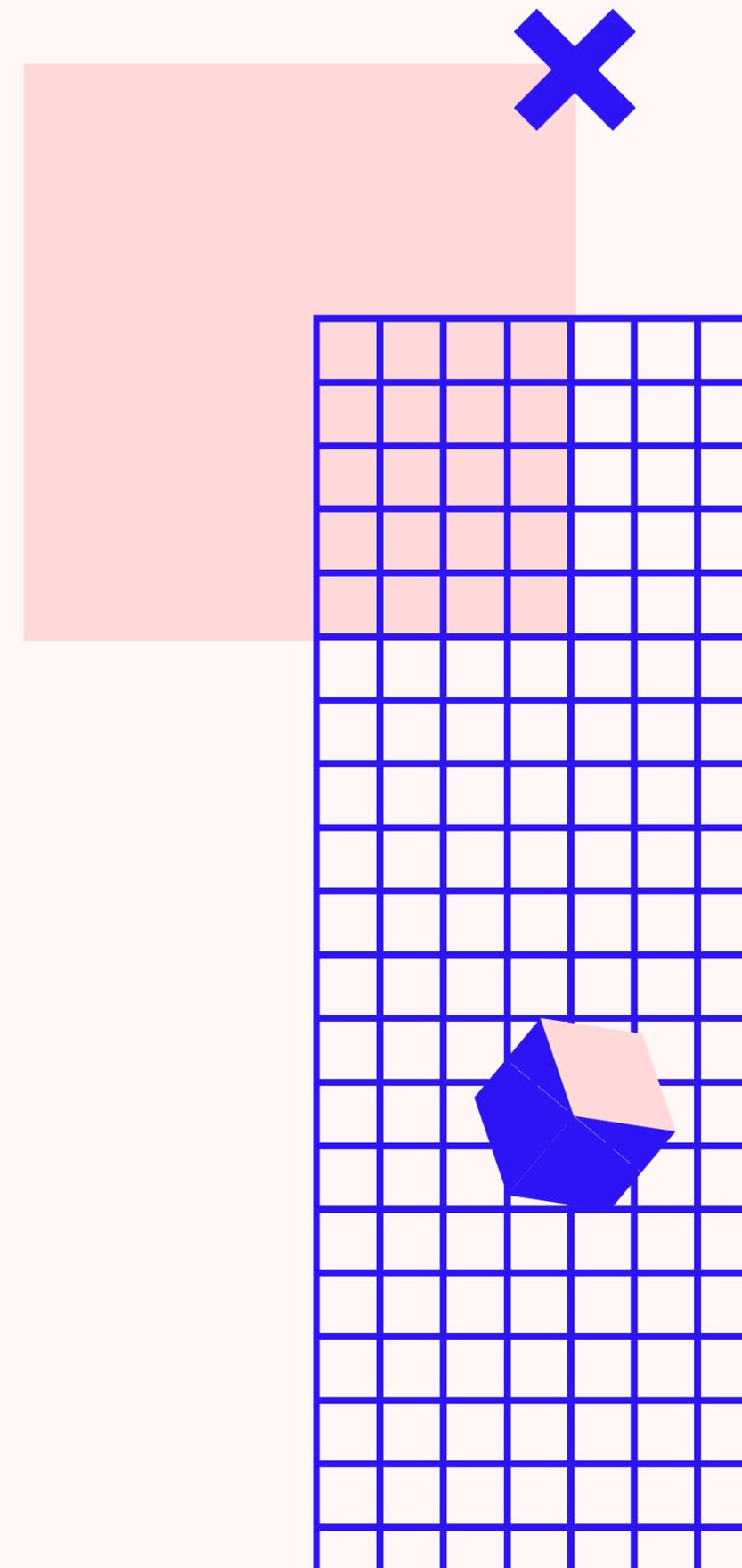
# Not safe if you hop in a cab with "Infowar" fan



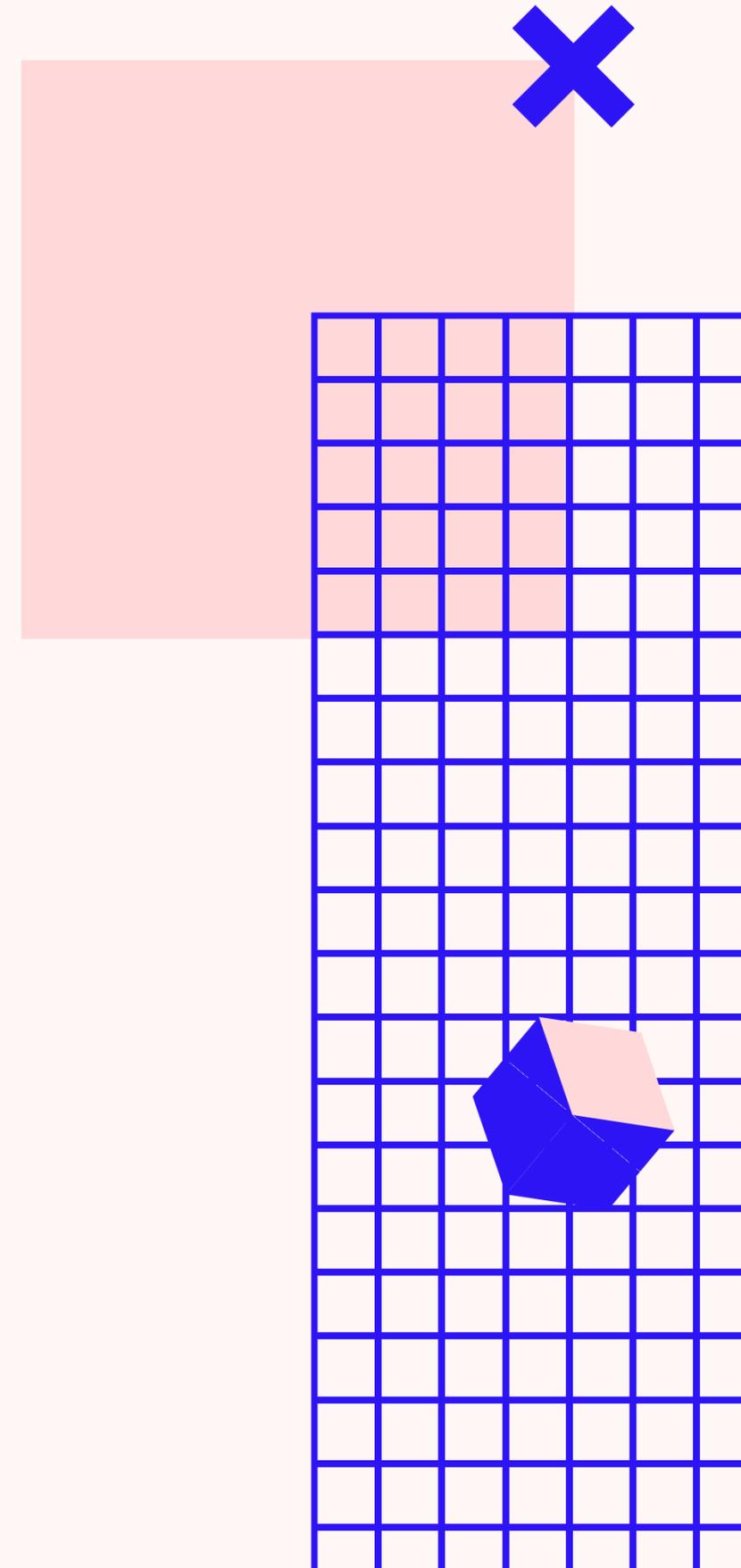
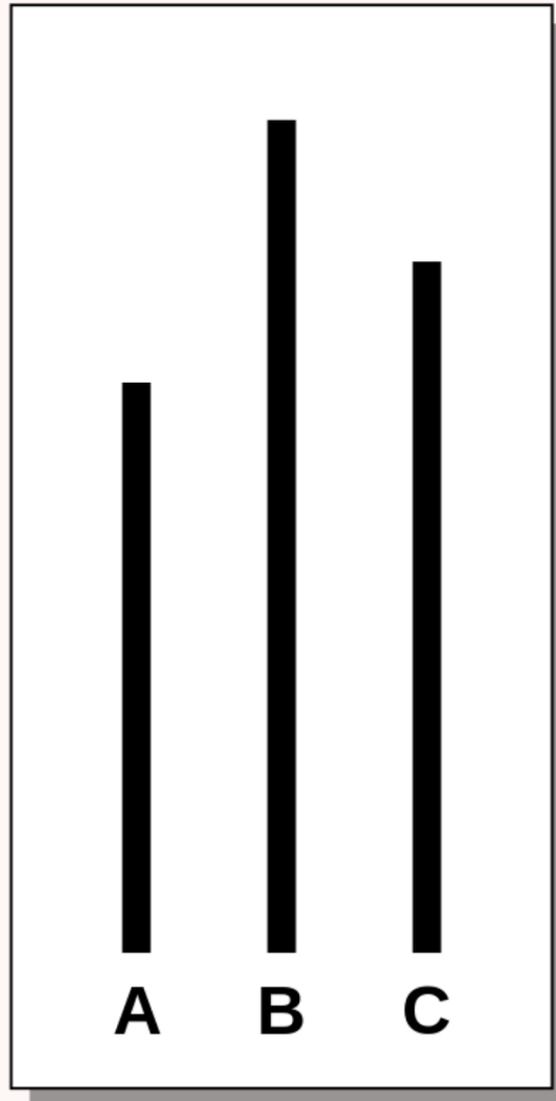
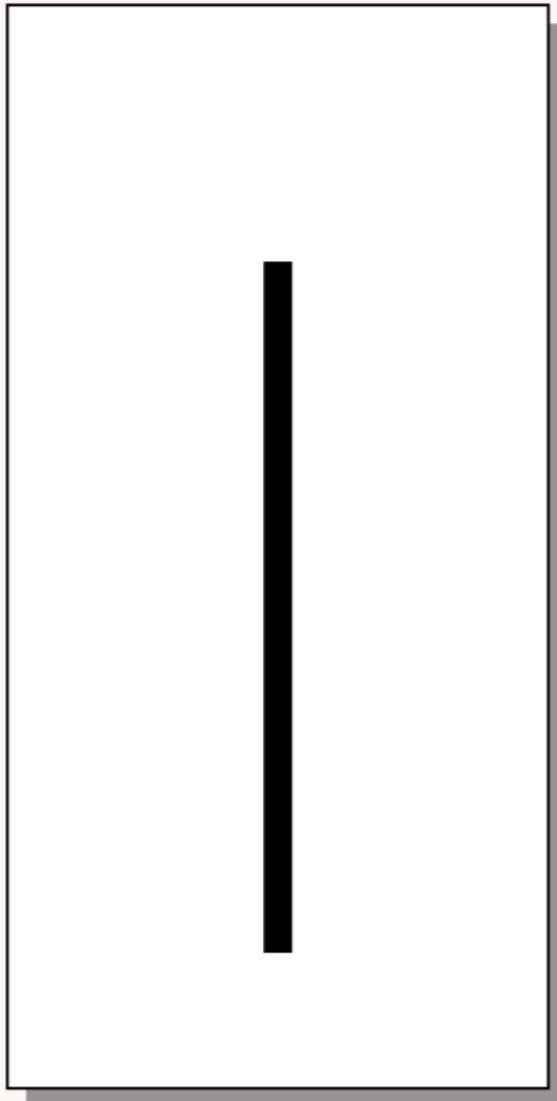
# Why did my driver acted this way?



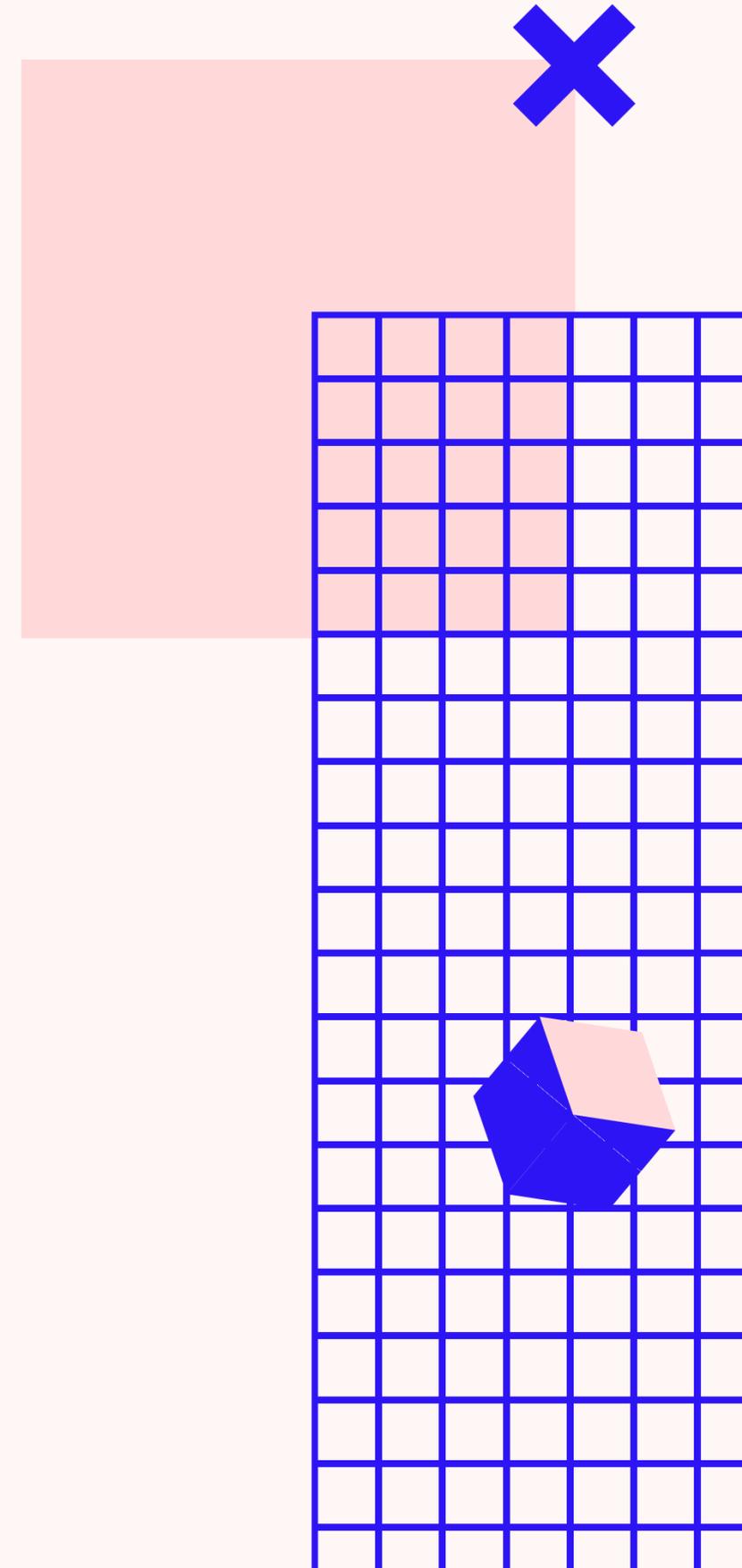
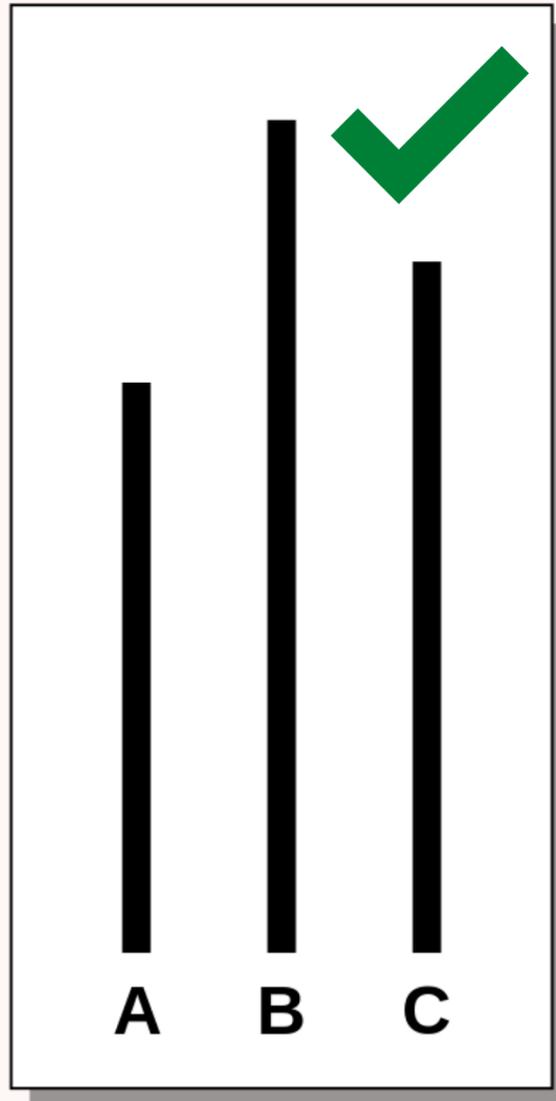
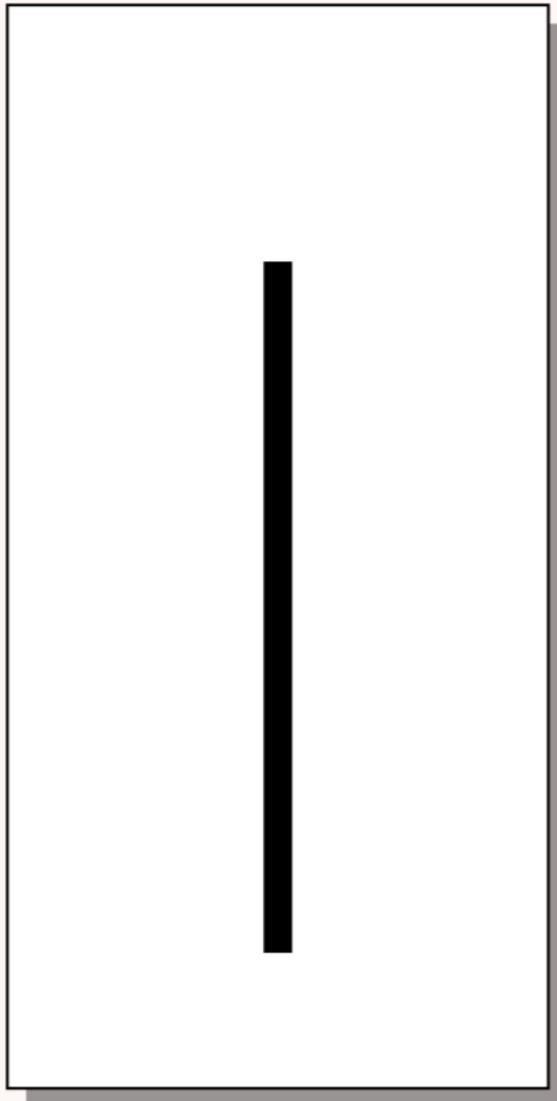
**How did we  
get here?**



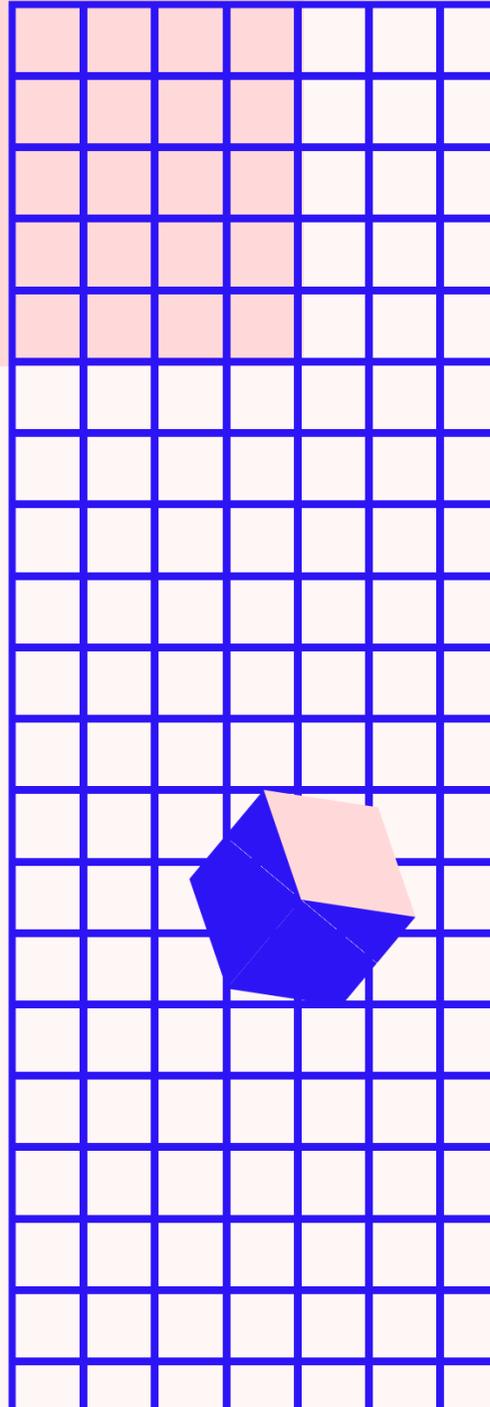
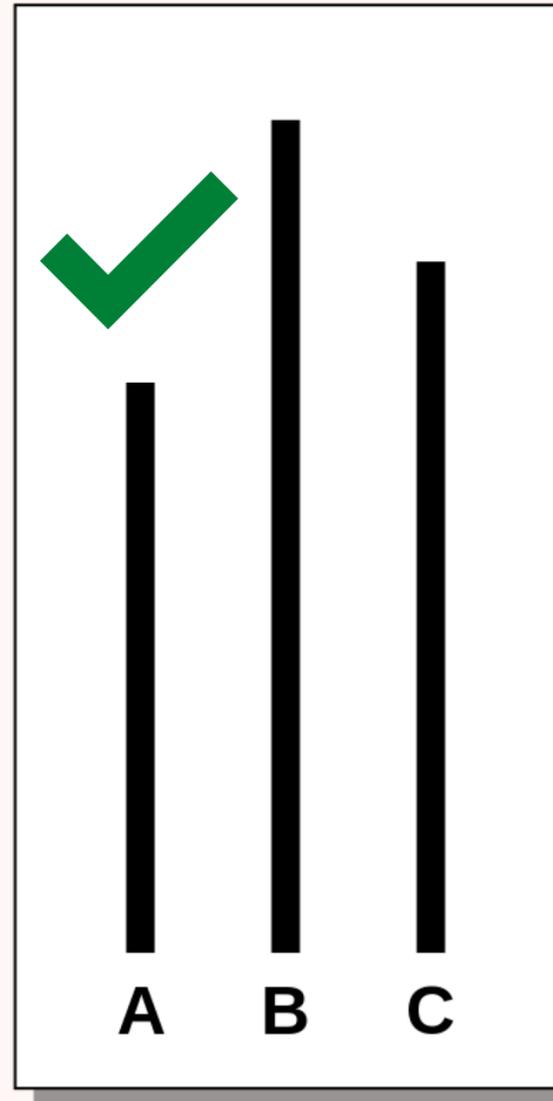
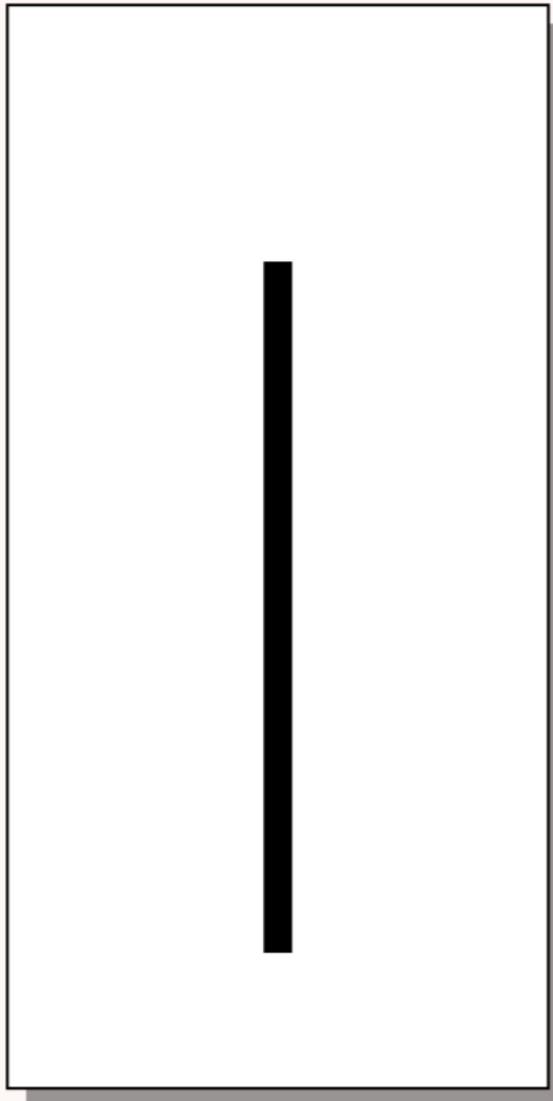
**Which of three lines, is as long as the line on the first picture?**



**Line C is as long as the line on the first picture.**



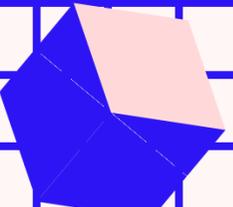
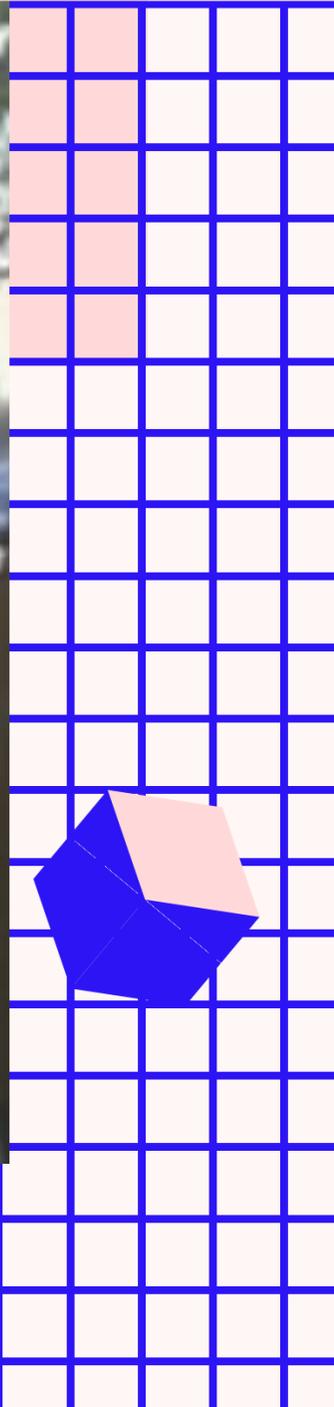
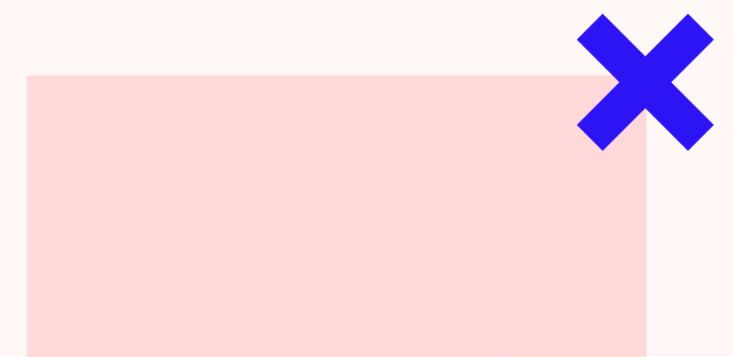
# Solomon Asch Conformity experiments (1951)



# Stanley Milgram



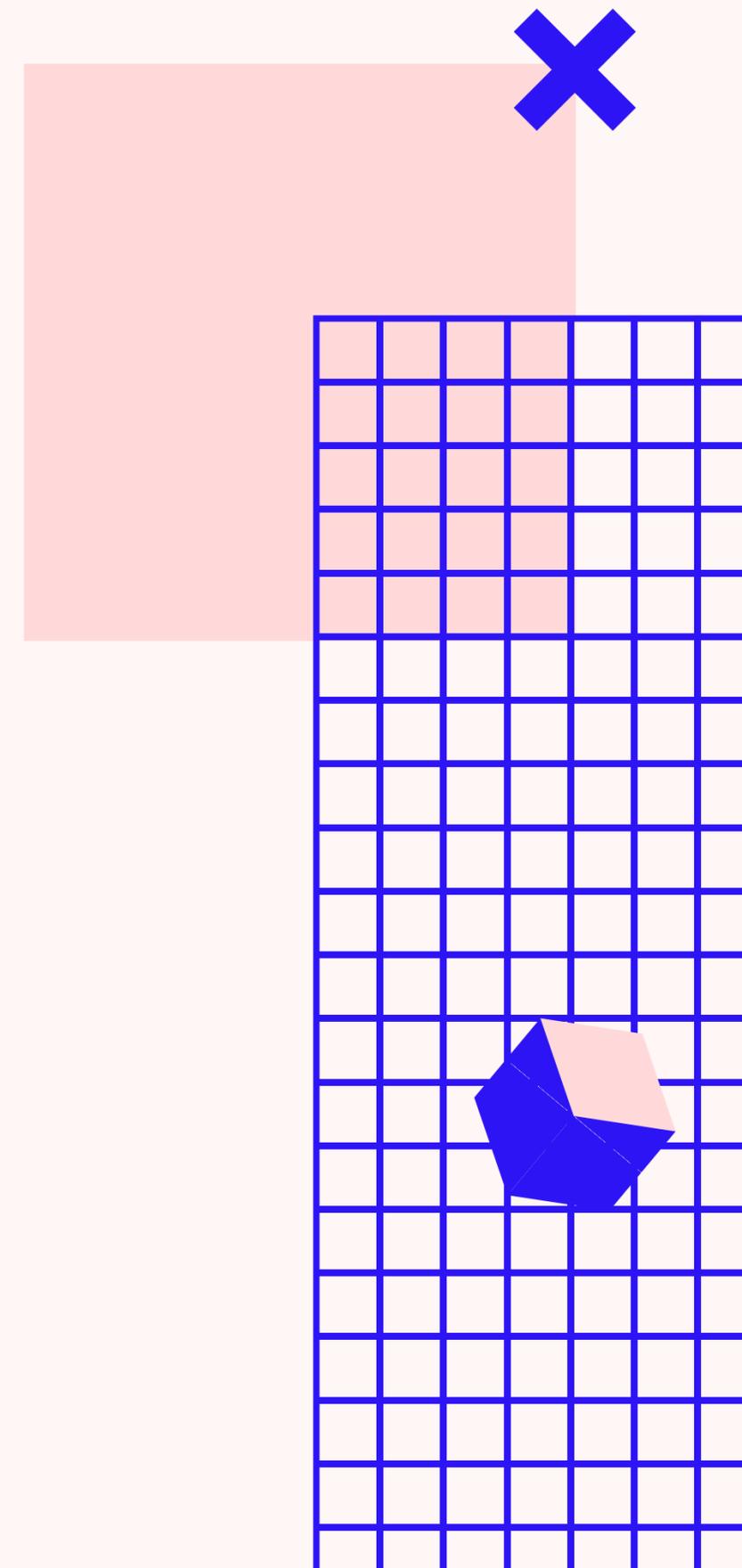
# Conformity and Independence



**Turn your next gathering into a sociological experiment!**

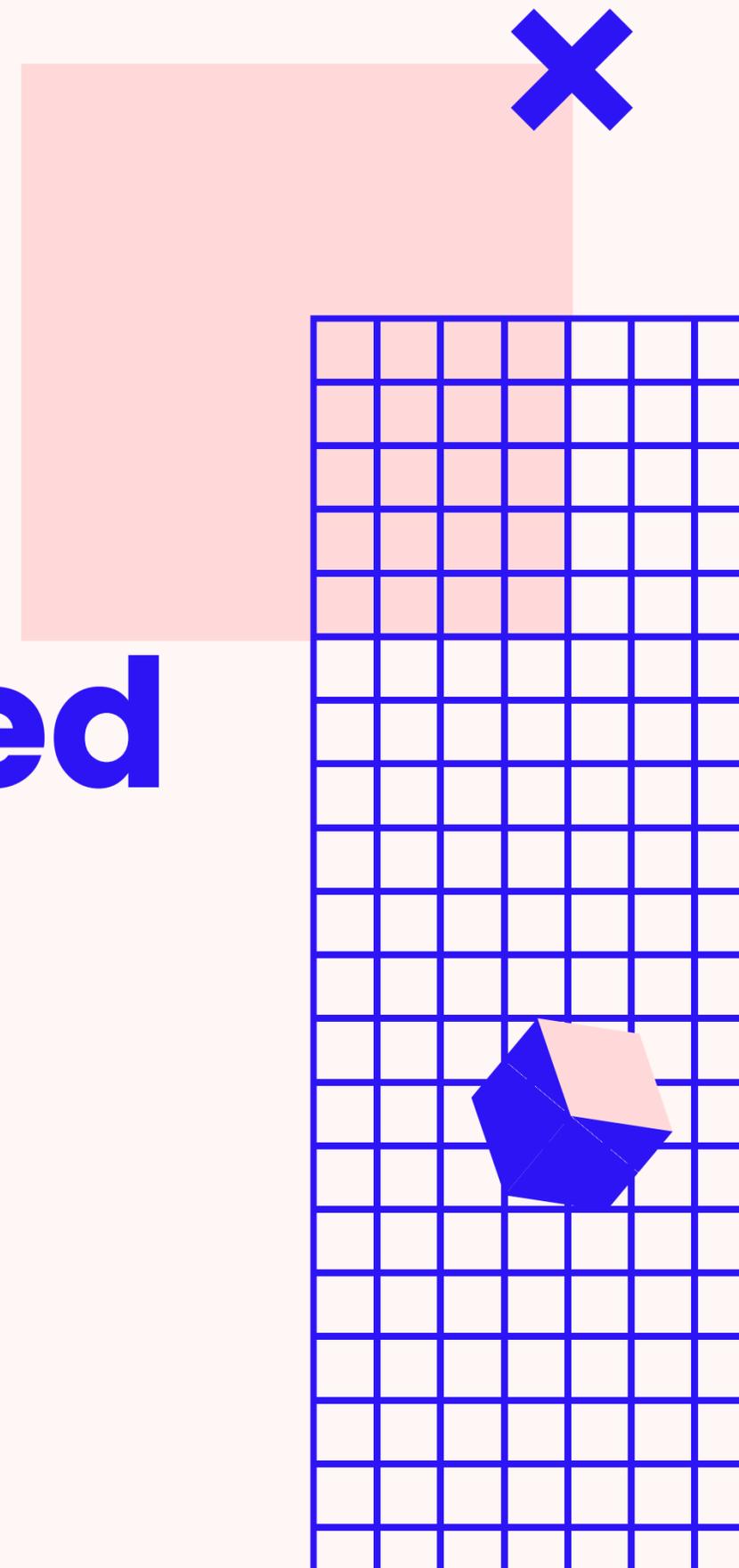
**Start with 1 person looking at a building**

**Continue sending more people to look at the building before reaching to a moment, when most of the people who walk by, will start staring at the building with the rest of you.**



**Congratulations!**

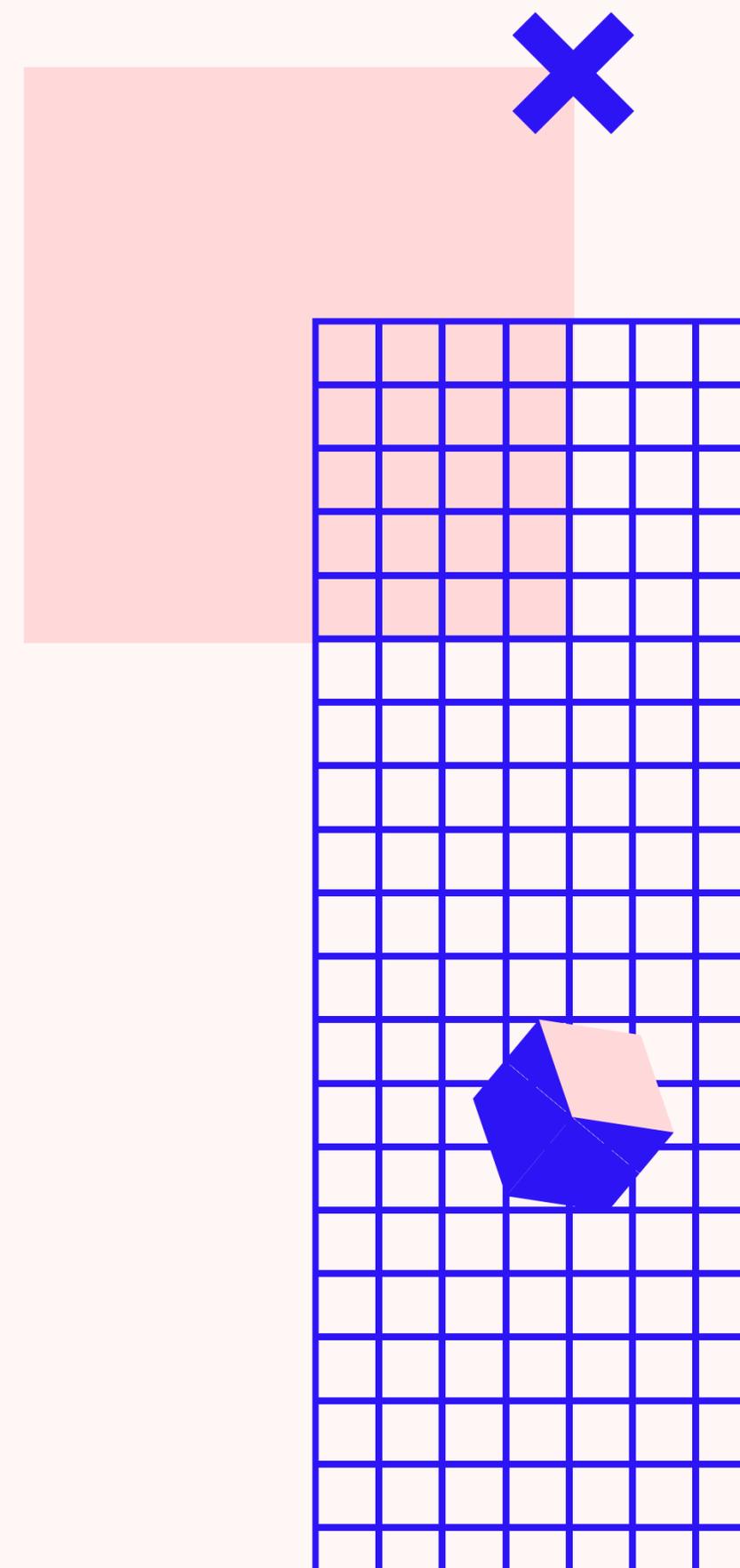
**You have just discovered  
the conformity bias.**



# Is conformity bias present online?

**YES**

**NO**

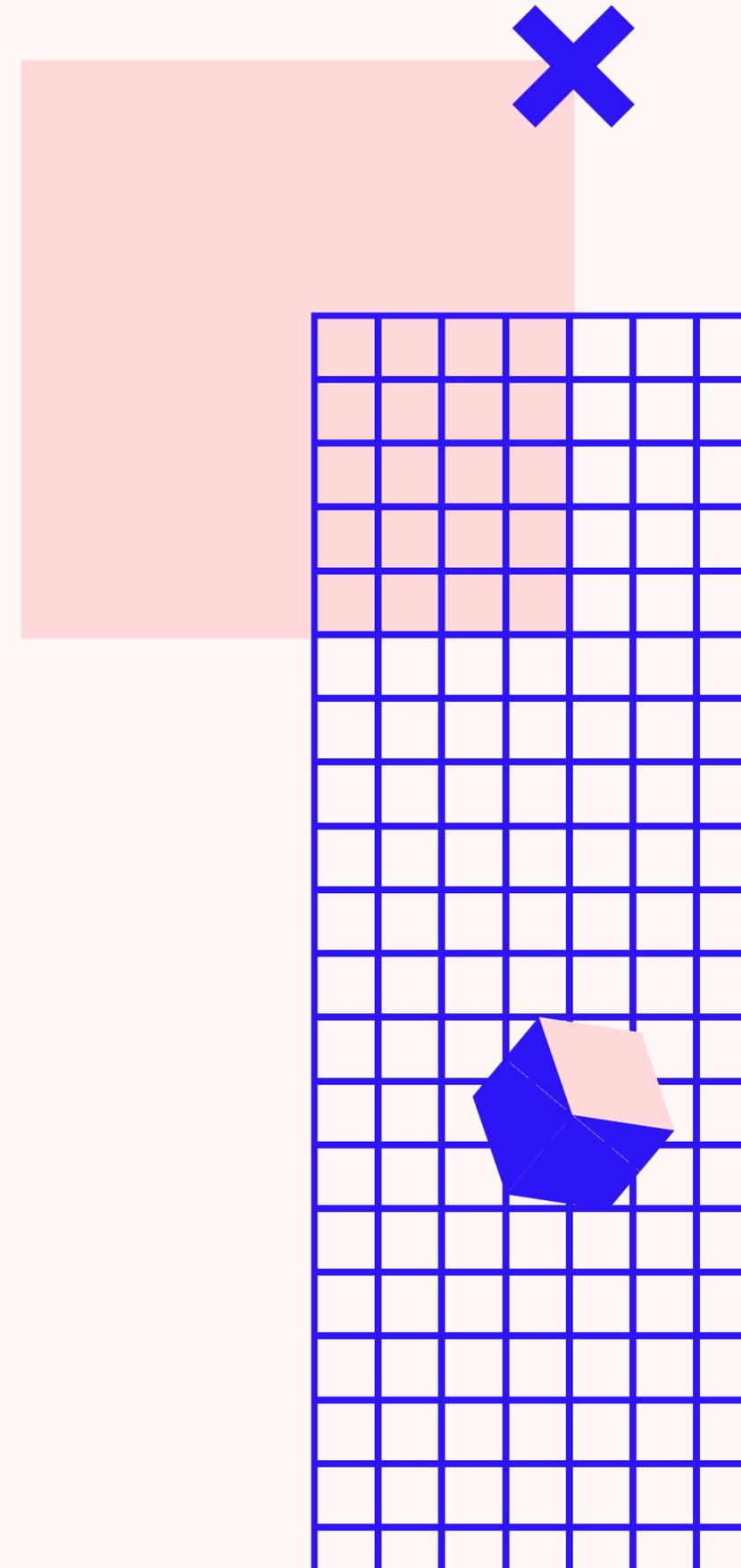


# Is conformity bias present online?

**YES**

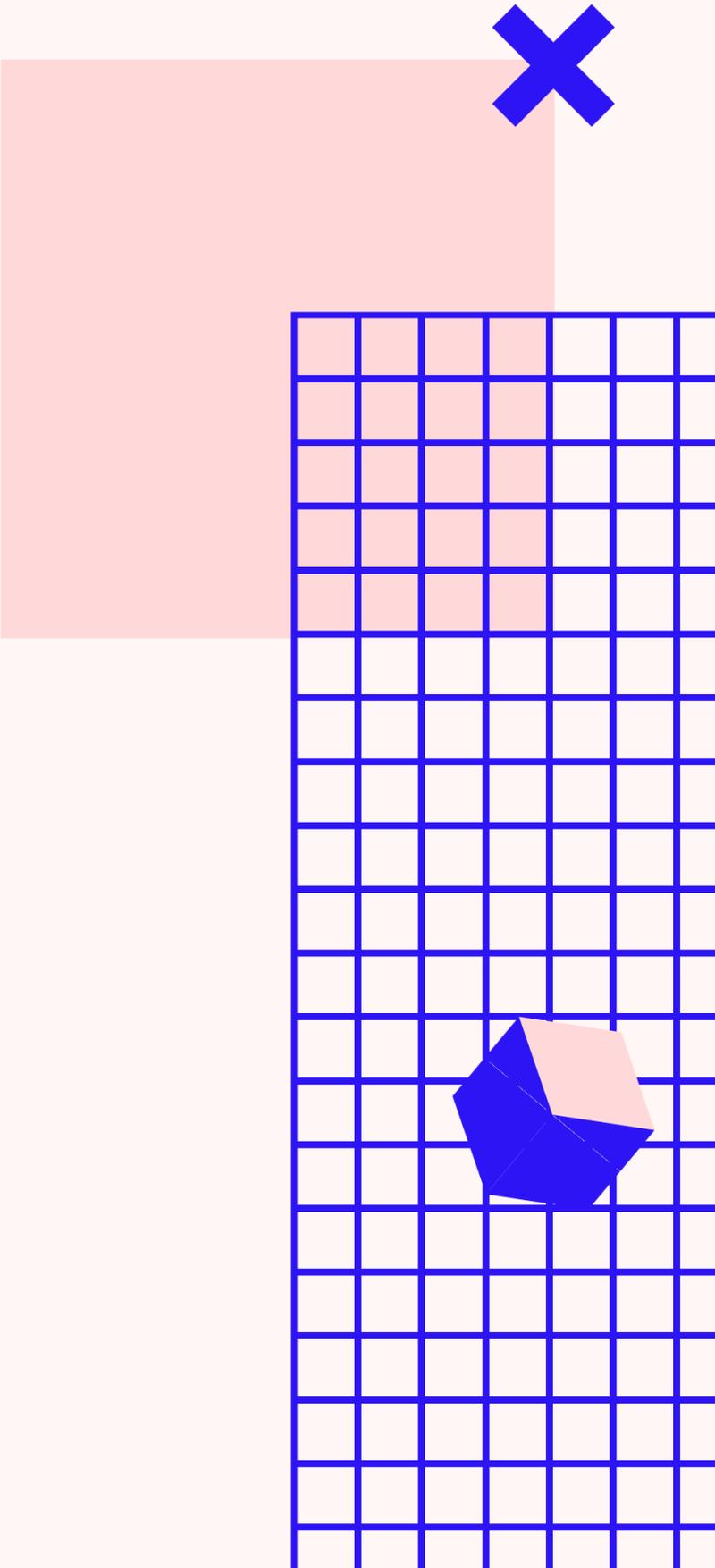
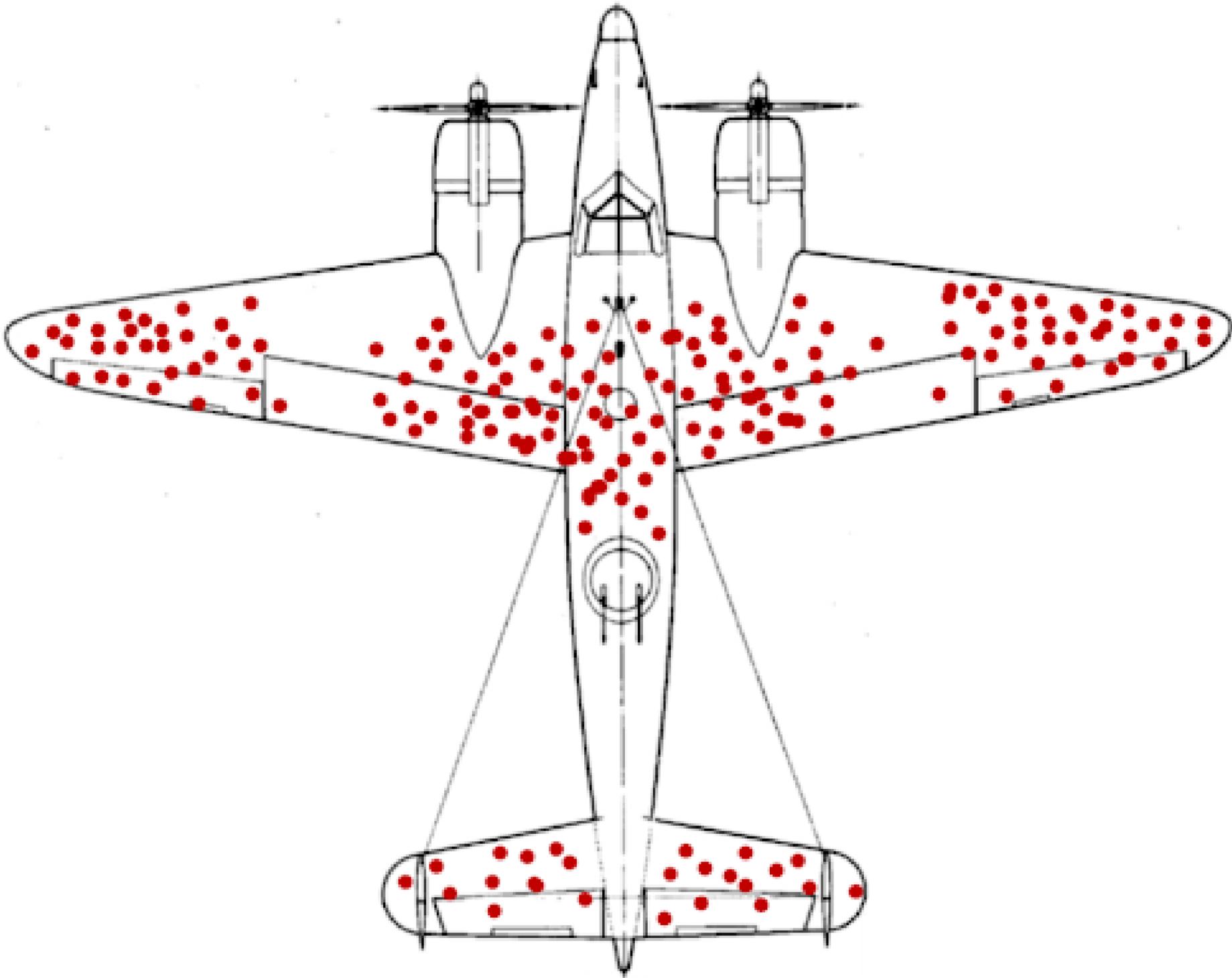


**NO**





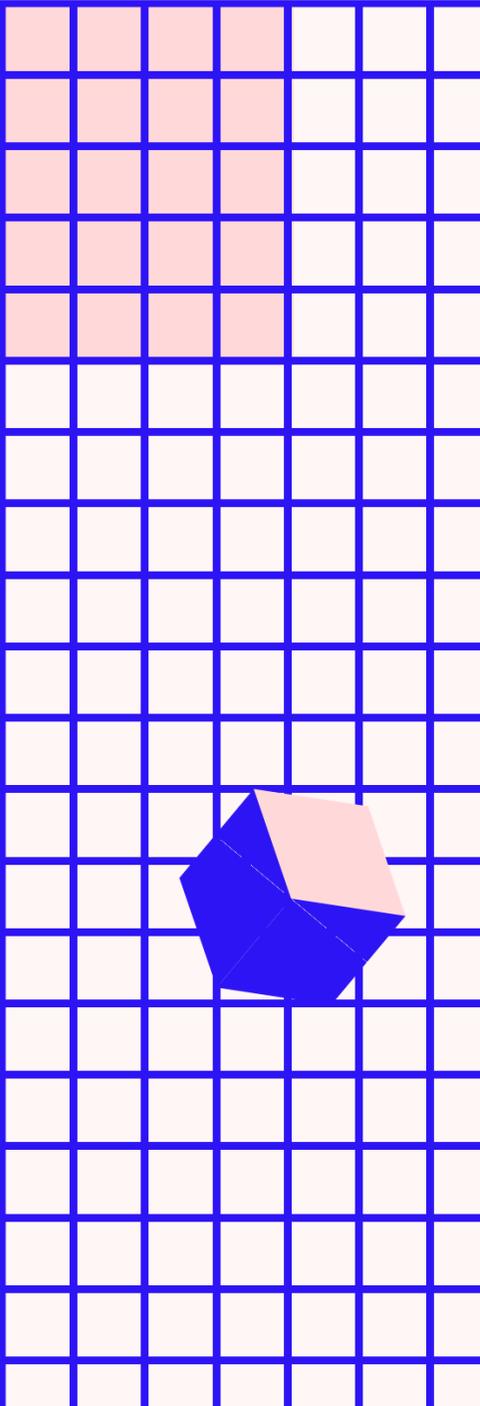
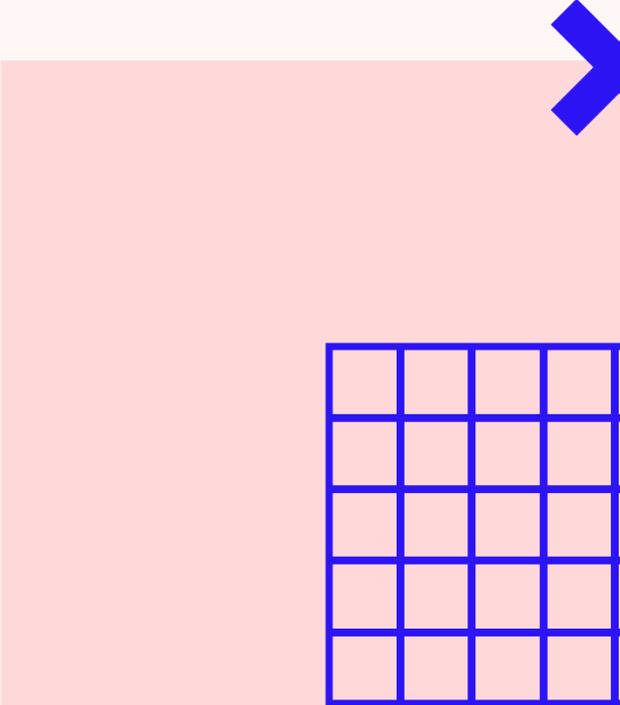
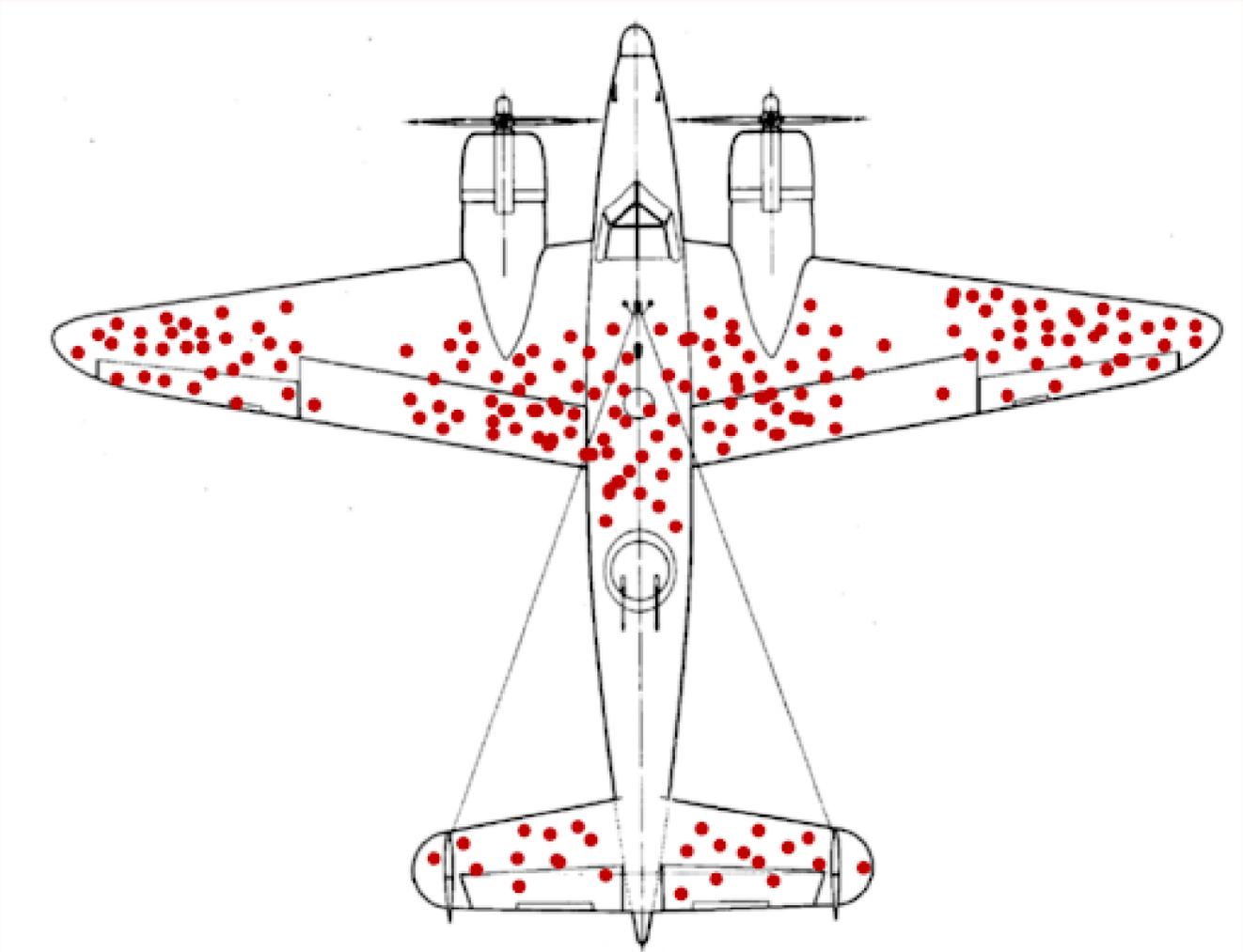
# How to minimize bomber losses to enemy fire?



**A - Bombers need more plating everywhere.**

**B - Bombers need more plating on places where they got hit.**

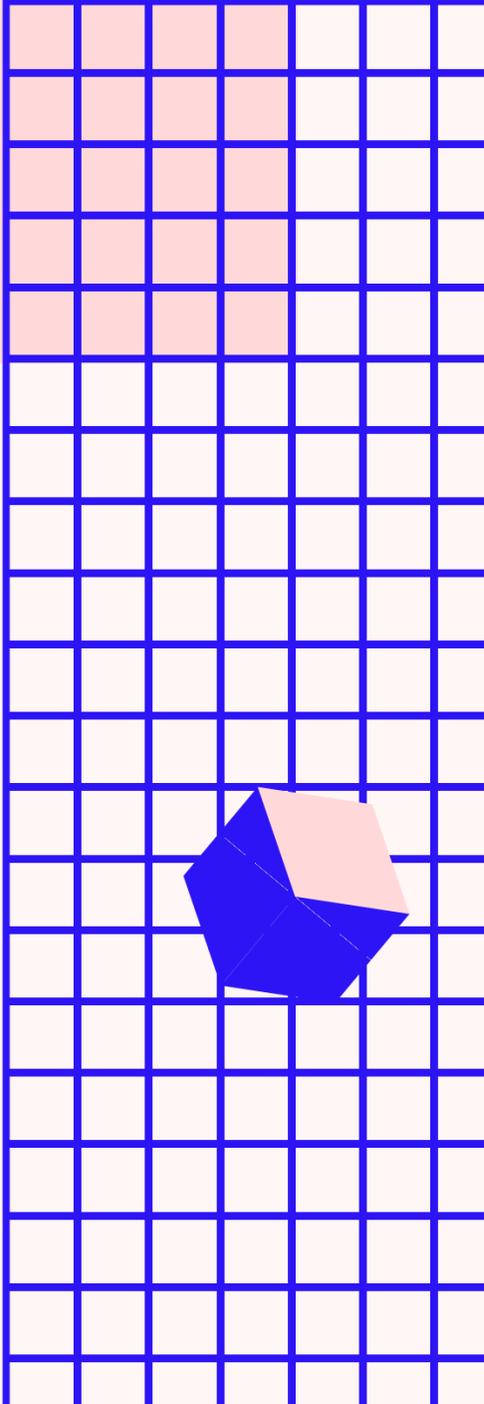
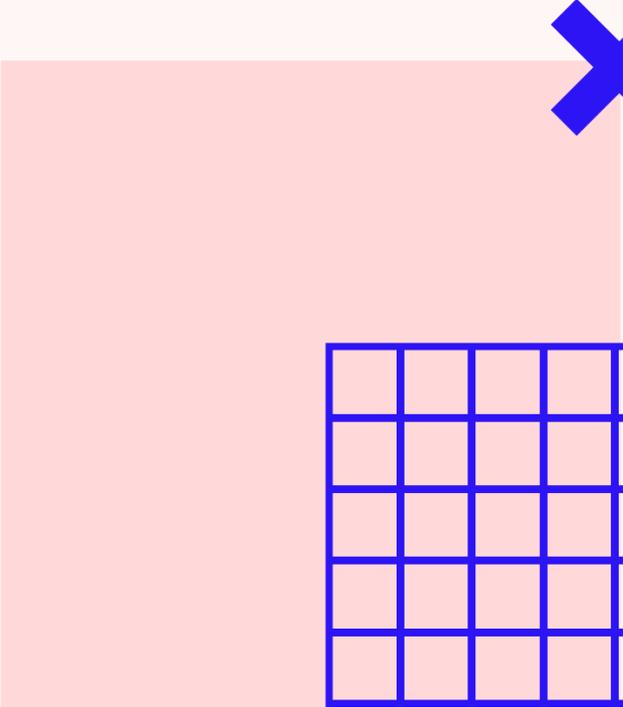
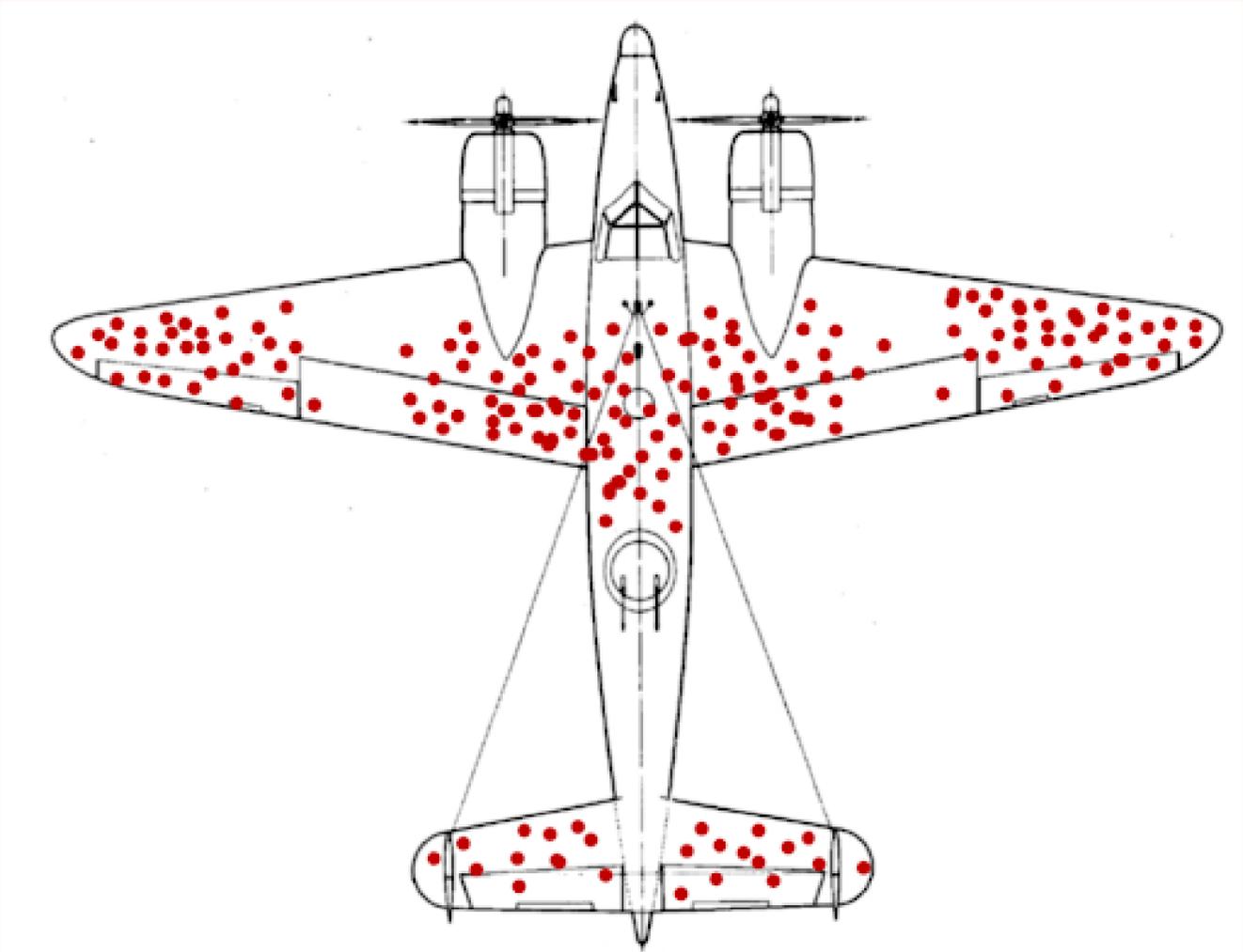
**C - Bombers needed more plating everywhere except where they got hit.**



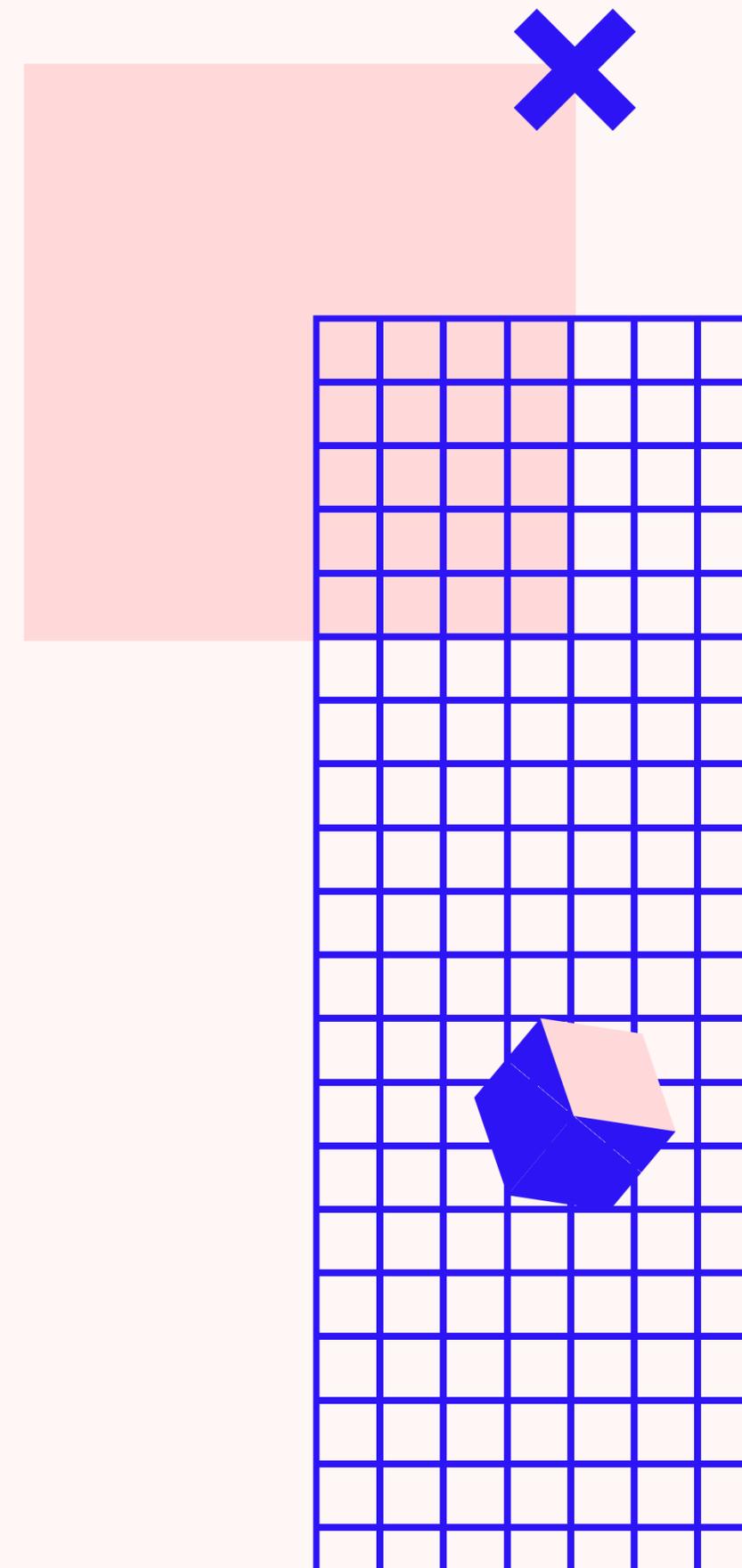
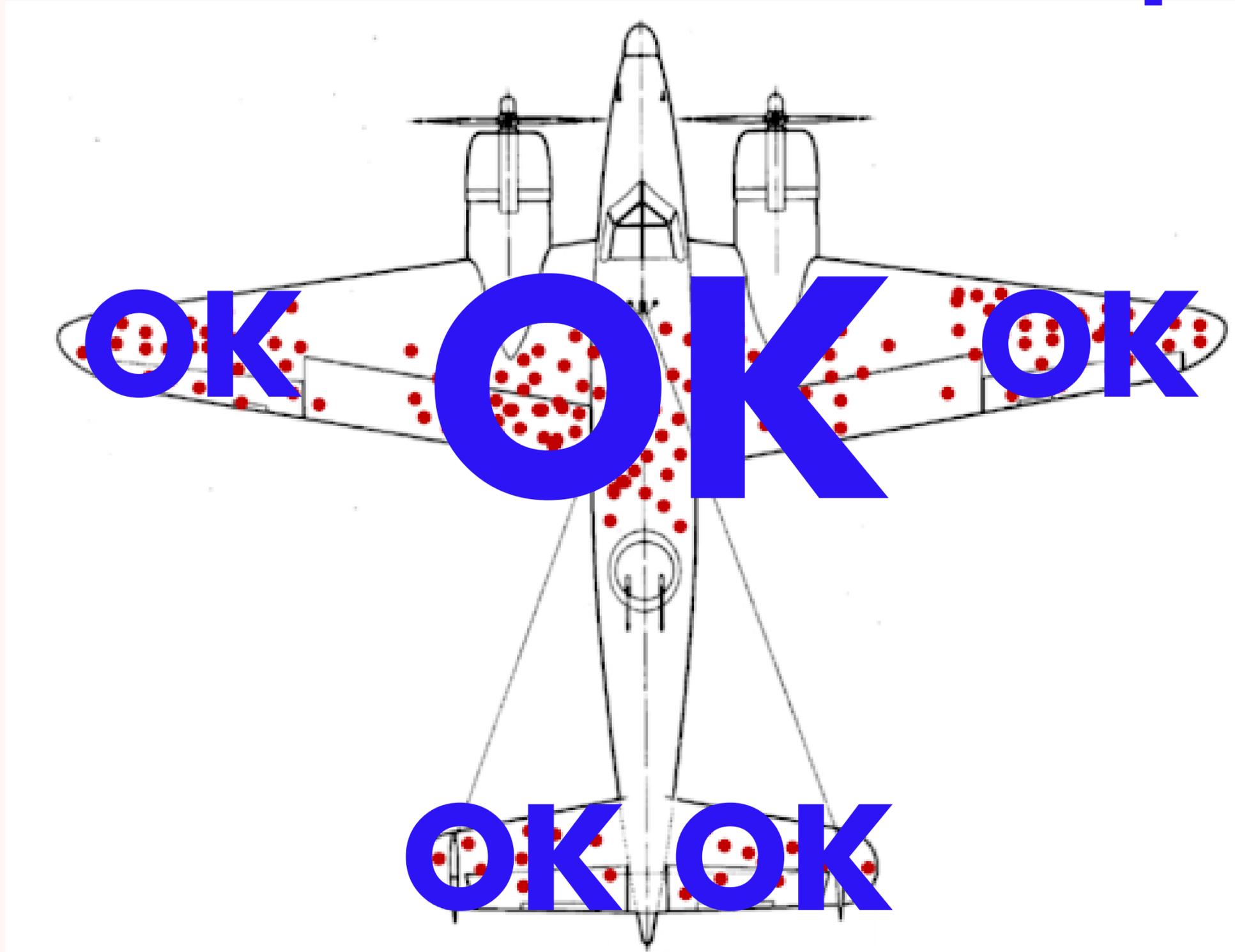
**A - Bombers need more plating everywhere.**

**B - Bombers need more plating on places where they got hit.**

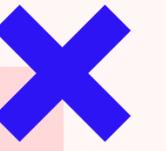
**C - Bombers needed more plating everywhere except where they got hit.**



# Abraham Wald - man who hacked the survivorship bias



# We all make these mistakes because we think in two systems?

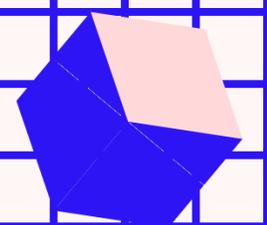
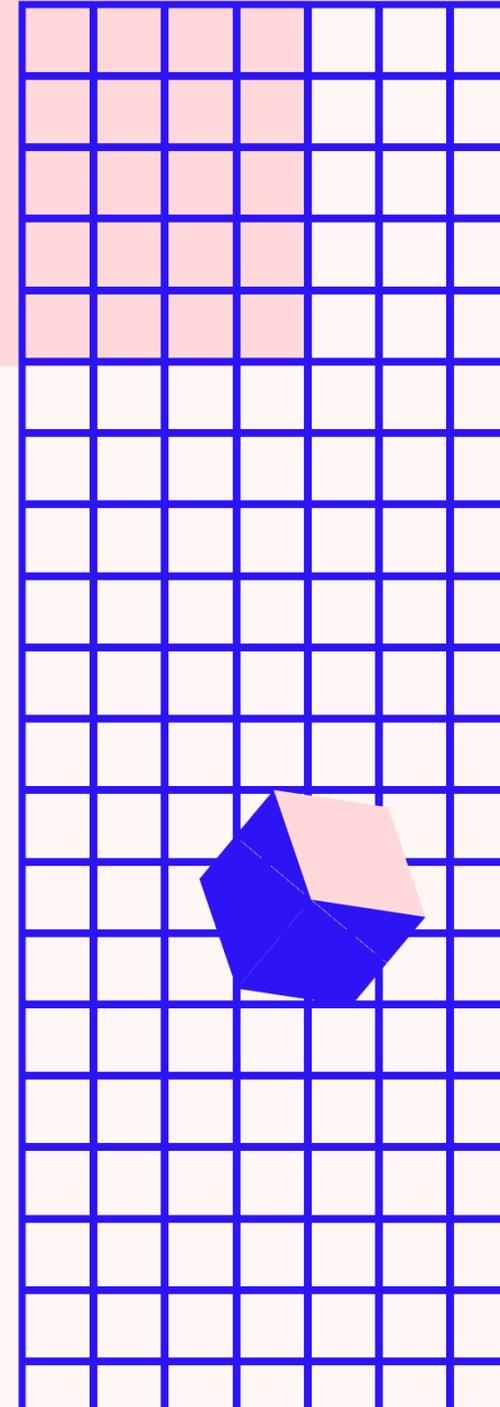
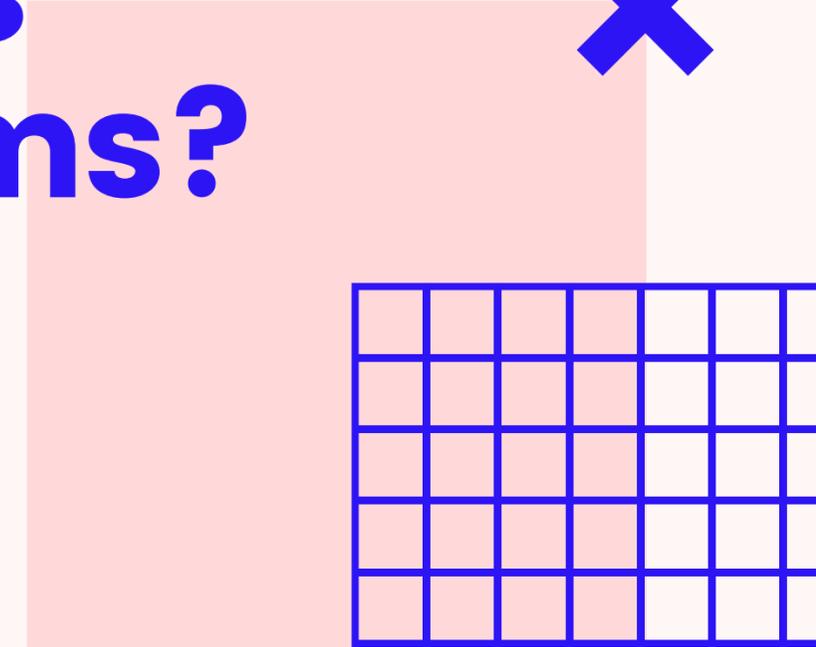


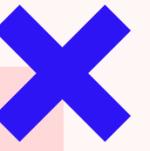
**System 1**

**System 2**

**Fast  
Unconscious  
Intuitive**

**Slow  
Conscious  
Intellectual**





# SYSTEM 1

Intuition & instinct



Unconscious  
Fast  
Associative  
Automatic pilot

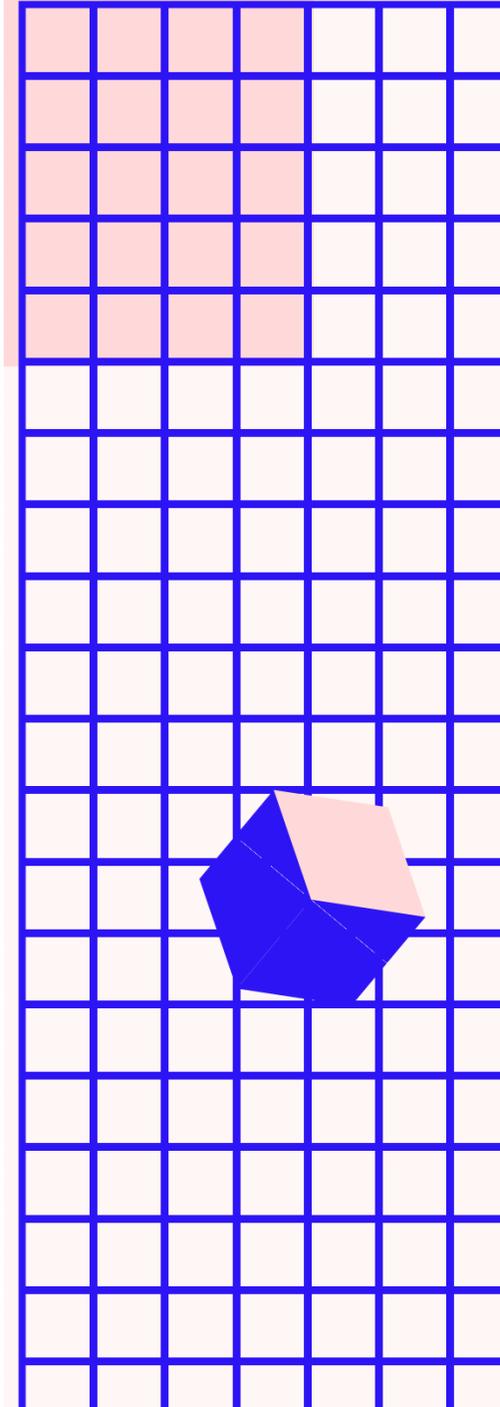


# SYSTEM 2

Rational thinking



Takes effort  
Slow  
Logical  
Lazy  
Indecisive



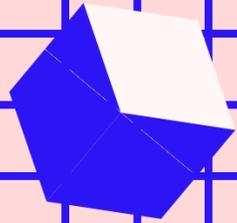
Source: Daniel Kahneman

# Lets test our skills



REAL NEWS

FAKE NEWS



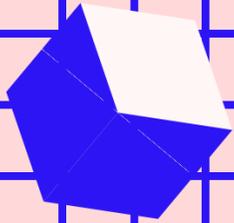
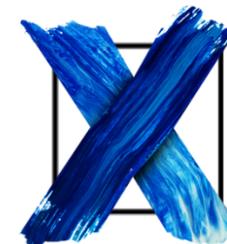
# Lets test our skills



REAL NEWS



FAKE NEWS



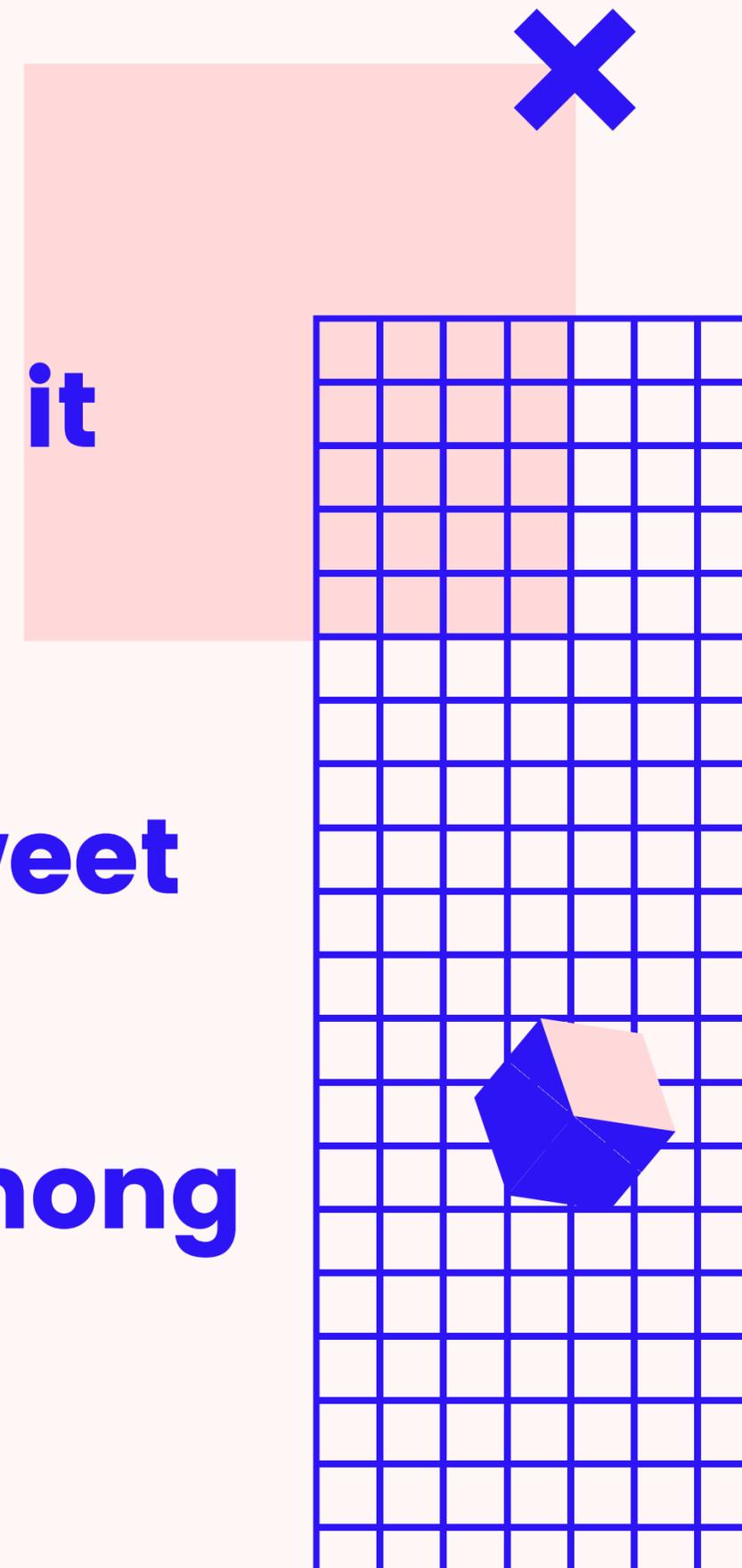
# What are meaningful connections?

**PROFIT** – both receiver and sender gain it

**TIME** – take it, but don't overextend it

**PLACE** – not everything can fit in one tweet  
(choose your platform wisely)

**TRUST** – contain it and strengthen it among  
all involved



# How can we improve our cognitive security?

**BIAS** – be aware that you have one

**VIGILANCE** – build and keep your guard

**RESPONSIBILITY** – be responsible to yourself  
(and others)

**EMPATHY** – improve and use it



# Thank you

TOMÁŠ KRIŠŠÁK

