

1  
00:00:00,000 --> 00:00:09,089  
[Music]

2  
00:00:05,929 --> 00:00:11,849  
welcome to the skeptic zone the podcast

3  
00:00:09,089 --> 00:00:13,919  
from Australia for science and reason

4  
00:00:11,849 --> 00:00:16,890  
[Music]

5  
00:00:13,919 --> 00:00:23,219  
[Applause]

6  
00:00:16,890 --> 00:00:25,810  
[Music]

7  
00:00:23,219 --> 00:00:30,609  
yes it's the skeptic zone podcast

8  
00:00:25,809 --> 00:00:33,579  
episode number 496 for the 22nd of April

9  
00:00:30,609 --> 00:00:36,488  
2018 which add Sun is here with you from

10  
00:00:33,579 --> 00:00:38,979  
Sydney Australia and I think there must

11  
00:00:36,488 --> 00:00:41,768  
have been a vote or something somewhere

12  
00:00:38,979 --> 00:00:44,140  
that we voted not to have autumn this

13  
00:00:41,768 --> 00:00:45,579  
year autumn has been bypassed I think

14  
00:00:44,140 --> 00:00:51,878  
we're going to go straight from summer

15  
00:00:45,579 --> 00:00:53,890  
to winter if we do ever comes and autumn

16  
00:00:51,878 --> 00:00:57,659  
will be scheduled for spring next year

17  
00:00:53,890 --> 00:01:00,700  
that's the way it seems anyway a long

18  
00:00:57,659 --> 00:01:02,169  
long summer in Sydney Australia now

19  
00:01:00,700 --> 00:01:04,750  
really folks it is getting a little bit

20  
00:01:02,170 --> 00:01:08,349  
cool of these days big shout out to my

21  
00:01:04,750 --> 00:01:11,769  
sister and her family who just landed in

22  
00:01:08,349 --> 00:01:14,890  
Reykjavik Wow jealous I'm so hello to

23  
00:01:11,769 --> 00:01:16,329  
all our Icelandic listeners if you see a

24  
00:01:14,890 --> 00:01:18,039  
strange collection of Australians

25  
00:01:16,329 --> 00:01:20,829  
wondering about it might be my sister

26  
00:01:18,039 --> 00:01:23,890  
and her family having a wonderful time

27  
00:01:20,829 --> 00:01:26,049  
in Iceland so what's coming up on this

28  
00:01:23,890 --> 00:01:27,759  
week's show we're going to kick off

29

00:01:26,049 --> 00:01:30,819  
we're gonna kick off with our new

30  
00:01:27,759 --> 00:01:33,429  
reporter dr. Pauli with her random rant

31  
00:01:30,819 --> 00:01:35,950  
and this week dr. Paul II is going to be

32  
00:01:33,429 --> 00:01:39,689  
chatting to John Cook from the George

33  
00:01:35,950 --> 00:01:43,439  
Mason University and he is studying

34  
00:01:39,689 --> 00:01:47,439  
climate change climate change denial and

35  
00:01:43,439 --> 00:01:50,890  
reasoning how people reason themselves

36  
00:01:47,439 --> 00:01:54,269  
if that's the right term into denying

37  
00:01:50,890 --> 00:01:57,899  
climate change and how you can possibly

38  
00:01:54,269 --> 00:02:01,149  
reason them out of it what a fascinating

39  
00:01:57,899 --> 00:02:03,519  
study this is and it reminds me that

40  
00:02:01,149 --> 00:02:06,159  
when I think about it after all the

41  
00:02:03,519 --> 00:02:08,288  
years I've been looking into claims of

42  
00:02:06,159 --> 00:02:10,060  
the psychics and things like that and I

43  
00:02:08,288 --> 00:02:12,129

think honestly more and more it's a

44

00:02:10,060 --> 00:02:17,979

study of psychology more than anything

45

00:02:12,129 --> 00:02:20,169

else because of yet - and anybody really

46

00:02:17,979 --> 00:02:22,628

has yet to discover firm evidence for

47

00:02:20,169 --> 00:02:26,738

the paranormal therefore it's hard to

48

00:02:22,628 --> 00:02:29,259

study that as a thing it's more about

49

00:02:26,739 --> 00:02:31,180

studying how people's minds work I think

50

00:02:29,259 --> 00:02:33,590

anyway let's apply this to climate

51

00:02:31,180 --> 00:02:35,750

change and I'm sure you'll find this

52

00:02:33,590 --> 00:02:38,479

interview with John cook very

53

00:02:35,750 --> 00:02:41,269

interesting following that it's a news

54

00:02:38,479 --> 00:02:43,759

about a vaccination clinic being run by

55

00:02:41,269 --> 00:02:47,000

Australian skeptics here in Sydney get

56

00:02:43,759 --> 00:02:49,870

your flu vaccination with us that's

57

00:02:47,000 --> 00:02:51,620

coming up in May more information soon

58  
00:02:49,870 --> 00:02:54,110  
they've browned off the show I

59  
00:02:51,620 --> 00:02:55,879  
interviewed Lauren Cochran Lauren

60  
00:02:54,110 --> 00:02:59,330  
Cochran is the Australian skeptics new

61  
00:02:55,878 --> 00:03:01,669  
social media manager reaching out via

62  
00:02:59,330 --> 00:03:05,330  
social media via Facebook via Twitter

63  
00:03:01,669 --> 00:03:07,009  
via anything she possibly can to spread

64  
00:03:05,330 --> 00:03:08,630  
the sceptical message and get some

65  
00:03:07,009 --> 00:03:11,629  
interaction and some comment and

66  
00:03:08,629 --> 00:03:14,719  
feedback I think you'll see that this

67  
00:03:11,629 --> 00:03:18,469  
position of a social media manager is

68  
00:03:14,719 --> 00:03:22,430  
that more and more important in in this

69  
00:03:18,469 --> 00:03:25,250  
world and the online world in well many

70  
00:03:22,430 --> 00:03:28,219  
world a couple of notes before we get

71  
00:03:25,250 --> 00:03:29,989  
started if you'd like to keep up to date

72  
00:03:28,219 --> 00:03:32,000  
with what's happening with Australian

73  
00:03:29,989 --> 00:03:35,780  
skeptics go to skeptics dot-com today

74  
00:03:32,000 --> 00:03:37,879  
you and subscribe to the newsletter and

75  
00:03:35,780 --> 00:03:41,060  
that's will be posted in to your inbox

76  
00:03:37,879 --> 00:03:43,489  
posted sent he mailed into your inbox

77  
00:03:41,060 --> 00:03:46,340  
regularly so you know what's happening

78  
00:03:43,489 --> 00:03:48,920  
with Australian skeptics and also a big

79  
00:03:46,340 --> 00:03:52,370  
shout out to my friend Mike Williams now

80  
00:03:48,919 --> 00:03:54,078  
for most of last year I had a regular

81  
00:03:52,370 --> 00:03:56,359  
segment along with Tim Mendham from

82  
00:03:54,079 --> 00:03:59,180  
Australian skeptics on Mike Williams

83  
00:03:56,359 --> 00:04:01,459  
radio show which was they call it the

84  
00:03:59,180 --> 00:04:02,959  
graveyard shift the midnight to dawn on

85  
00:04:01,459 --> 00:04:05,870  
the weekends a great show lots of

86

00:04:02,959 --> 00:04:08,299  
interviews and fun and the Australian

87  
00:04:05,870 --> 00:04:11,030  
skeptics were regularly on that show to

88  
00:04:08,299 --> 00:04:15,019  
discuss everything from UFOs to monsters

89  
00:04:11,030 --> 00:04:17,629  
to spontaneous human combustion to many

90  
00:04:15,019 --> 00:04:19,250  
many many many topics mike has been a

91  
00:04:17,629 --> 00:04:22,339  
bit under the weather to say the least

92  
00:04:19,250 --> 00:04:24,379  
he had summer some surgery lately and

93  
00:04:22,339 --> 00:04:26,418  
he's recovering so a big shout out to

94  
00:04:24,379 --> 00:04:28,459  
you Mike Williams thank you so much for

95  
00:04:26,418 --> 00:04:30,199  
having the Australian skeptics on your

96  
00:04:28,459 --> 00:04:32,779  
show and we look forward to your speedy

97  
00:04:30,199 --> 00:04:36,050  
recovery we wish you well and hope to

98  
00:04:32,779 --> 00:04:38,569  
hear you back on the airwaves soon and

99  
00:04:36,050 --> 00:04:41,598  
when you do the Australian skeptics will

100  
00:04:38,569 --> 00:04:45,050

be ready to to be part of your show once

101

00:04:41,598 --> 00:04:46,939

again and for those people in Australia

102

00:04:45,050 --> 00:04:48,530

that was on the McCrory

103

00:04:46,939 --> 00:04:51,230

work here in Sydney that was on radio

104

00:04:48,529 --> 00:04:53,689

2gb so yes Mike we look forward to your

105

00:04:51,230 --> 00:04:55,580

return stay tuned at the end of the show

106

00:04:53,689 --> 00:04:58,579

for another note from me about the cats

107

00:04:55,579 --> 00:05:00,469

hmm yes but now it's time for me to run

108

00:04:58,579 --> 00:05:02,870

down in fact I am downstairs I'll give

109

00:05:00,470 --> 00:05:06,290

you a heads up I'm downstairs I'm trying

110

00:05:02,870 --> 00:05:11,600

a new thing I've put the little

111

00:05:06,290 --> 00:05:13,310

recording booth up on the cat post yes

112

00:05:11,600 --> 00:05:15,439

really because the cat post is quite

113

00:05:13,310 --> 00:05:18,910

tall and I'm standing in the middle of

114

00:05:15,439 --> 00:05:21,949

the lounge room here talking into a box



115  
00:05:18,910 --> 00:05:24,650  
with a microphone in it sitting on a cat

116  
00:05:21,949 --> 00:05:26,389  
post if you can visualize that so now

117  
00:05:24,649 --> 00:05:43,189  
it's time for me to walk over to the

118  
00:05:26,389 --> 00:05:44,839  
kitchen which is over there I'll make

119  
00:05:43,189 --> 00:05:48,120  
some smoked salmon on toast well I do

120  
00:05:44,839 --> 00:06:05,299  
that I hope you enjoy the skeptic zone

121  
00:05:48,120 --> 00:06:05,300  
[Music]

122  
00:06:05,660 --> 00:06:12,280  
yeah let's have a random rant

123  
00:06:12,730 --> 00:06:16,110  
with dr. Paulie

124  
00:06:16,259 --> 00:06:22,459  
[Applause]

125  
00:06:16,449 --> 00:06:25,129  
[Music]

126  
00:06:22,459 --> 00:06:26,899  
I'm joined here today by assistant

127  
00:06:25,129 --> 00:06:29,180  
professor John cook from the Center for

128  
00:06:26,899 --> 00:06:32,029  
climate change communication at George

129  
00:06:29,180 --> 00:06:33,650  
Mason University John is the founder of

130  
00:06:32,029 --> 00:06:35,869  
the award-winning skeptical science

131  
00:06:33,649 --> 00:06:38,418  
website and has co-authored several

132  
00:06:35,870 --> 00:06:40,970  
books and climate change and has even

133  
00:06:38,418 --> 00:06:42,829  
developed climate change denial MOOC or

134  
00:06:40,970 --> 00:06:45,650  
massive online open course at the

135  
00:06:42,829 --> 00:06:48,168  
University of Queensland he's currently

136  
00:06:45,649 --> 00:06:50,598  
the co-host of the evident squared

137  
00:06:48,168 --> 00:06:53,990  
podcast which looks at why science fails

138  
00:06:50,598 --> 00:06:56,449  
to persuade so safe to say John that you

139  
00:06:53,990 --> 00:06:58,490  
have a passion for fighting climate

140  
00:06:56,449 --> 00:07:01,848  
change misinformation and misinformation

141  
00:06:58,490 --> 00:07:04,129  
in general yeah well it began as a hobby

142  
00:07:01,848 --> 00:07:06,439  
and then it just grew and grew until it

143

00:07:04,129 --> 00:07:08,689  
took over my whole life and eventually

144  
00:07:06,439 --> 00:07:10,879  
had me moving to another country so it's

145  
00:07:08,689 --> 00:07:14,598  
a bit like that xkcd cartoon where the

146  
00:07:10,879 --> 00:07:16,519  
the guys on the internet and the and the

147  
00:07:14,598 --> 00:07:20,750  
wife asks witty coming to bed and he

148  
00:07:16,519 --> 00:07:22,129  
said someone is wrong on the Internet no

149  
00:07:20,750 --> 00:07:24,050  
I have seen that one

150  
00:07:22,129 --> 00:07:26,629  
so I guess before we start talking about

151  
00:07:24,050 --> 00:07:29,020  
some of your latest work I just wanted

152  
00:07:26,629 --> 00:07:31,879  
to know a little bit more about the

153  
00:07:29,019 --> 00:07:33,918  
skeptical science website and I guess

154  
00:07:31,879 --> 00:07:36,408  
for our listeners too haven't been on

155  
00:07:33,918 --> 00:07:38,718  
the website it's almost like a one-stop

156  
00:07:36,408 --> 00:07:40,550  
shop for debunking just about every

157  
00:07:38,718 --> 00:07:41,959

climate change denial argument ever

158

00:07:40,550 --> 00:07:44,598

uttered what inspired you to start

159

00:07:41,959 --> 00:07:46,189

skeptical science and and have you

160

00:07:44,598 --> 00:07:48,680

managed to keep it going for so many

161

00:07:46,189 --> 00:07:51,098

years what inspired me to stylet was

162

00:07:48,680 --> 00:07:54,189

having arguments with my father-in-law

163

00:07:51,098 --> 00:07:57,889

yes family can be inspirational that way

164

00:07:54,189 --> 00:07:59,740

a particular type of inspiration we

165

00:07:57,889 --> 00:08:02,478

would have our family get-togethers and

166

00:07:59,740 --> 00:08:05,000

one lunch we started talking about

167

00:08:02,478 --> 00:08:06,439

climate change and my father-in-law

168

00:08:05,000 --> 00:08:08,418

started throwing all these arguments

169

00:08:06,439 --> 00:08:11,029

against climate change and why it's not

170

00:08:08,418 --> 00:08:14,299

happening why humans are causing it why

171

00:08:11,029 --> 00:08:17,869

it's all a big hoax and I went away and

172  
00:08:14,300 --> 00:08:20,780  
started looking into the science of what

173  
00:08:17,870 --> 00:08:22,759  
the actual you know research found about

174  
00:08:20,779 --> 00:08:24,679  
climate change and I found that he

175  
00:08:22,759 --> 00:08:27,740  
actually turned it to be completely

176  
00:08:24,680 --> 00:08:30,468  
false it is real it is caused by acid is

177  
00:08:27,740 --> 00:08:33,500  
bad in anticipation of the next time I

178  
00:08:30,468 --> 00:08:34,439  
get together I did what I always do

179  
00:08:33,500 --> 00:08:37,440  
because I'm a

180  
00:08:34,440 --> 00:08:40,409  
imagine I started building a database of

181  
00:08:37,440 --> 00:08:41,130  
every possible argument that he might

182  
00:08:40,408 --> 00:08:43,110  
present

183  
00:08:41,129 --> 00:08:45,210  
I mean collecting what the peer-reviewed

184  
00:08:43,110 --> 00:08:47,250  
science say about each particular

185  
00:08:45,210 --> 00:08:49,500  
argument over time I was building up

186  
00:08:47,250 --> 00:08:52,590  
this database because I just really

187  
00:08:49,500 --> 00:08:57,169  
wanted to win that next argument then I

188  
00:08:52,590 --> 00:09:00,180  
realized other people and also have

189  
00:08:57,169 --> 00:09:01,620  
cranky ankles or people that they get

190  
00:09:00,179 --> 00:09:04,139  
named just - is about climate change

191  
00:09:01,620 --> 00:09:06,570  
with that might also find this a useful

192  
00:09:04,139 --> 00:09:08,759  
resource so I published it online and

193  
00:09:06,570 --> 00:09:10,590  
skeptical science I guess overcoming

194  
00:09:08,759 --> 00:09:11,309  
that perspiration from your

195  
00:09:10,590 --> 00:09:14,250  
father-in-law

196  
00:09:11,309 --> 00:09:16,319  
what sort of kept you keeping it going

197  
00:09:14,250 --> 00:09:17,730  
all these years when I started skeptical

198  
00:09:16,320 --> 00:09:20,820  
science I was very conscious of the fact

199  
00:09:17,730 --> 00:09:23,009  
then it's possible to get into this trap

200

00:09:20,820 --> 00:09:24,990  
kind of like a hamster spinning in a

201  
00:09:23,009 --> 00:09:26,939  
wheel we're just blogging and blogging

202  
00:09:24,990 --> 00:09:29,279  
and throwing content down aha

203  
00:09:26,940 --> 00:09:30,780  
you know after years of blogging you you

204  
00:09:29,279 --> 00:09:33,480  
wonder what you got to show for it and

205  
00:09:30,779 --> 00:09:35,970  
so when I started skeptical science I

206  
00:09:33,480 --> 00:09:38,460  
very consciously took the approach that

207  
00:09:35,970 --> 00:09:41,190  
rather than just posting blog post after

208  
00:09:38,460 --> 00:09:44,490  
blog post rather I was trying to build

209  
00:09:41,190 --> 00:09:45,990  
up an encyclopedic resource so the whole

210  
00:09:44,490 --> 00:09:48,659  
website was structured around the idea

211  
00:09:45,990 --> 00:09:51,360  
of having each denialist argument and

212  
00:09:48,659 --> 00:09:53,309  
and then scientific explanations of it

213  
00:09:51,360 --> 00:09:55,500  
and then just gradually building up that

214  
00:09:53,309 --> 00:09:58,349

resource to make it more comprehensive

215

00:09:55,500 --> 00:09:59,879

and and also up to date because more

216

00:09:58,350 --> 00:10:02,639

research keeps coming down the pipeline

217

00:09:59,879 --> 00:10:05,299

as I learned more about the psychology

218

00:10:02,639 --> 00:10:08,610

of science - now I learned that people

219

00:10:05,299 --> 00:10:11,479

who reject science for ideological

220

00:10:08,610 --> 00:10:14,310

reasons whether it's political belief or

221

00:10:11,480 --> 00:10:16,440

religious believe there's almost no

222

00:10:14,309 --> 00:10:19,500

convincing them with evidence being

223

00:10:16,440 --> 00:10:22,140

aware of that when you do engage with

224

00:10:19,500 --> 00:10:24,839

deniers I find that it's actually good

225

00:10:22,139 --> 00:10:25,620

for your stress levels to recognize that

226

00:10:24,839 --> 00:10:26,430

you're probably not going to change

227

00:10:25,620 --> 00:10:28,919

their mind

228

00:10:26,429 --> 00:10:31,259

but other people who are watching the



229  
00:10:28,919 --> 00:10:33,059  
exchange they're your real audience so

230  
00:10:31,259 --> 00:10:36,240  
when I engage with deniers

231  
00:10:33,059 --> 00:10:38,189  
I try to use it as a teachable moment to

232  
00:10:36,240 --> 00:10:40,289  
inoculate everyone else against their

233  
00:10:38,190 --> 00:10:42,690  
means information and you bring up this

234  
00:10:40,289 --> 00:10:45,419  
this concept of inoculation against

235  
00:10:42,690 --> 00:10:47,300  
misinformation a couple of times in your

236  
00:10:45,419 --> 00:10:49,250  
conversation articles

237  
00:10:47,299 --> 00:10:52,329  
and more recently you sent me through

238  
00:10:49,250 --> 00:10:54,649  
the your plus one article on this topic

239  
00:10:52,330 --> 00:10:57,139  
can you elaborate a little bit on this

240  
00:10:54,649 --> 00:10:59,620  
concept of inoculation against

241  
00:10:57,139 --> 00:11:03,080  
misinformation I've been doing a PhD

242  
00:10:59,620 --> 00:11:05,389  
over the last five years into the

243

00:11:03,080 --> 00:11:07,910

question how do we neutralize

244

00:11:05,389 --> 00:11:09,799

misinformation eventually I happened

245

00:11:07,909 --> 00:11:11,299

upon this body of research into an

246

00:11:09,799 --> 00:11:13,879

occupation which it turns out is

247

00:11:11,299 --> 00:11:16,699

actually over 60 years old it began

248

00:11:13,879 --> 00:11:20,208

around the 1950s and I think what

249

00:11:16,700 --> 00:11:21,140

sparked it was American soldiers being

250

00:11:20,208 --> 00:11:23,259

kidnapped

251

00:11:21,139 --> 00:11:27,549

during the Korean War and then

252

00:11:23,259 --> 00:11:29,929

brainwashed with Korean propaganda and

253

00:11:27,549 --> 00:11:31,399

researchers started looking into how can

254

00:11:29,929 --> 00:11:34,669

you inoculate people from being

255

00:11:31,399 --> 00:11:38,089

brainwashed what they took was this idea

256

00:11:34,669 --> 00:11:40,278

this this metaphor of vaccinations we

257

00:11:38,089 --> 00:11:42,709  
can vaccinate people against the disease

258  
00:11:40,278 --> 00:11:44,539  
by exposing them to a weak form of the

259  
00:11:42,708 --> 00:11:47,208  
disease and that helps them build up

260  
00:11:44,539 --> 00:11:50,269  
immunity so psychology researchers

261  
00:11:47,208 --> 00:11:52,458  
started testing could you inoculate

262  
00:11:50,269 --> 00:11:54,259  
people against misinformation by

263  
00:11:52,458 --> 00:11:56,809  
exposing them to a weak form of

264  
00:11:54,259 --> 00:11:57,919  
misinformation and they found it was

265  
00:11:56,809 --> 00:12:00,319  
actually one of the most effective ways

266  
00:11:57,919 --> 00:12:01,879  
of neutralizing misinformation we're

267  
00:12:00,320 --> 00:12:05,750  
actually designing an experiment right

268  
00:12:01,879 --> 00:12:08,659  
now testing the idea of inoculating

269  
00:12:05,750 --> 00:12:10,850  
against misinformation across a variety

270  
00:12:08,659 --> 00:12:13,730  
of topics including climate change and

271  
00:12:10,850 --> 00:12:16,009

vaccinations if it turns out that

272

00:12:13,730 --> 00:12:17,750

inoculation is the way to stop vaccines

273

00:12:16,009 --> 00:12:20,419

in half I think that would be a very

274

00:12:17,750 --> 00:12:23,990

poetic irony just going back to what you

275

00:12:20,419 --> 00:12:26,149

did in your during your your PhD or

276

00:12:23,990 --> 00:12:27,409

during this article that year you sent

277

00:12:26,149 --> 00:12:30,169

me through and we'll put that up on the

278

00:12:27,409 --> 00:12:32,838

on the show notes you compare the

279

00:12:30,169 --> 00:12:35,208

effectiveness of inoculations with with

280

00:12:32,839 --> 00:12:38,779

conditions where the misinforming

281

00:12:35,208 --> 00:12:41,269

messages were left uncorrupted can you

282

00:12:38,778 --> 00:12:43,970

briefly describe what you did in terms

283

00:12:41,269 --> 00:12:46,458

of how did you inoculate people against

284

00:12:43,970 --> 00:12:48,440

misinformation and then evaluate that

285

00:12:46,458 --> 00:12:51,379

that the effective study Nick

286  
00:12:48,440 --> 00:12:53,750  
inoculation yes sorry in our experiment

287  
00:12:51,379 --> 00:12:57,259  
well one of our experiments in my plus

288  
00:12:53,750 --> 00:13:00,299  
one study we took one of the most potent

289  
00:12:57,259 --> 00:13:01,889  
forms of climate misinformation which is

290  
00:13:00,299 --> 00:13:03,929  
argument that there's no scientific

291  
00:13:01,889 --> 00:13:06,919  
consensus on climate change because

292  
00:13:03,929 --> 00:13:09,779  
31,000 scientists have signed a

293  
00:13:06,919 --> 00:13:12,360  
statement saying that humans are at

294  
00:13:09,779 --> 00:13:13,980  
disrupting climate in my experiment I

295  
00:13:12,360 --> 00:13:16,200  
had one group where I showed them this

296  
00:13:13,980 --> 00:13:18,570  
misinformation about the 31,000

297  
00:13:16,200 --> 00:13:21,509  
dissenting scientists and what we found

298  
00:13:18,570 --> 00:13:23,280  
was the misinformation had different

299  
00:13:21,509 --> 00:13:25,529  
impact on different types of people

300  
00:13:23,279 --> 00:13:28,409  
people who were at the left-wing liberal

301  
00:13:25,529 --> 00:13:28,939  
side of the political spectrum it had no

302  
00:13:28,409 --> 00:13:31,319  
effect

303  
00:13:28,940 --> 00:13:33,570  
but people who are at the conservative

304  
00:13:31,320 --> 00:13:35,160  
end of the political spectrum you have a

305  
00:13:33,570 --> 00:13:37,920  
strong effect in lowering their

306  
00:13:35,159 --> 00:13:41,039  
acceptance of climate change that tells

307  
00:13:37,919 --> 00:13:43,979  
us that calm music nation does have a

308  
00:13:41,039 --> 00:13:45,929  
negative effect but it works stronger on

309  
00:13:43,980 --> 00:13:48,330  
certain people compared to other people

310  
00:13:45,929 --> 00:13:51,000  
and in particular it works strongest on

311  
00:13:48,330 --> 00:13:53,910  
political conservatives in another group

312  
00:13:51,000 --> 00:13:55,620  
in my experiment we inoculated them

313  
00:13:53,909 --> 00:13:58,589  
before we showed them the misinformation

314

00:13:55,620 --> 00:14:01,169  
and the inoculation message was

315  
00:13:58,590 --> 00:14:03,629  
basically just explaining the technique

316  
00:14:01,169 --> 00:14:06,839  
that the misinformation uses to distort

317  
00:14:03,629 --> 00:14:08,309  
the facts we didn't even mention the

318  
00:14:06,840 --> 00:14:11,399  
misinformation will you mention the

319  
00:14:08,309 --> 00:14:14,159  
31,000 scientists argument we just said

320  
00:14:11,399 --> 00:14:17,399  
that one way to cast doubt on scientific

321  
00:14:14,159 --> 00:14:20,100  
consensus is to use fake experts people

322  
00:14:17,399 --> 00:14:22,529  
who have the impression of being experts

323  
00:14:20,100 --> 00:14:26,310  
but don't have any actual relevant

324  
00:14:22,529 --> 00:14:29,519  
expertise and we used some examples of

325  
00:14:26,309 --> 00:14:32,279  
tobacco advertising that's used that

326  
00:14:29,519 --> 00:14:33,990  
same technique of fake experts to cast

327  
00:14:32,279 --> 00:14:36,449  
doubt on the scientific consensus that

328  
00:14:33,990 --> 00:14:38,810

smoking causes cancer so that was the

329

00:14:36,450 --> 00:14:42,450

inoculating message then we showed them

330

00:14:38,809 --> 00:14:44,879

31,000 scientists misinformation and we

331

00:14:42,450 --> 00:14:46,170

found that after that group the

332

00:14:44,879 --> 00:14:48,120

misinformation was completely

333

00:14:46,169 --> 00:14:50,549

neutralized that had no effect and

334

00:14:48,120 --> 00:14:54,210

didn't work whether people were liberal

335

00:14:50,549 --> 00:14:56,759

or conservative I was neutralized across

336

00:14:54,210 --> 00:14:58,920

the political spectrum and this is

337

00:14:56,759 --> 00:15:02,189

probably I think one of the most

338

00:14:58,919 --> 00:15:04,079

exciting aspects of of the research it

339

00:15:02,190 --> 00:15:07,640

means that you can neutralize

340

00:15:04,080 --> 00:15:10,620

misinformation even if the ideologically

341

00:15:07,639 --> 00:15:12,779

predisposed to believe the message and

342

00:15:10,620 --> 00:15:13,570

whether people are conservative or



343  
00:15:12,779 --> 00:15:15,189  
liberal

344  
00:15:13,570 --> 00:15:17,110  
no one wants to be misled no one wants

345  
00:15:15,190 --> 00:15:18,280  
to be tricked but you can explain the

346  
00:15:17,110 --> 00:15:20,350  
techniques used to trick them

347  
00:15:18,279 --> 00:15:21,309  
potentially you can neutralize that

348  
00:15:20,350 --> 00:15:23,290  
misinformation

349  
00:15:21,309 --> 00:15:25,239  
I wrote a follow-up paper after the PLoS

350  
00:15:23,289 --> 00:15:27,610  
ONE paper with civil University of

351  
00:15:25,240 --> 00:15:30,389  
Queensland philosophers we I guess

352  
00:15:27,610 --> 00:15:33,490  
offered some practical ways to expose

353  
00:15:30,389 --> 00:15:37,269  
logical fallacies and misinforming

354  
00:15:33,490 --> 00:15:40,060  
techniques using a practical parallel

355  
00:15:37,269 --> 00:15:43,299  
argumentation and the idea there is

356  
00:15:40,059 --> 00:15:47,019  
quite simple take the logical fallacy in

357  
00:15:43,299 --> 00:15:49,899  
a bad argument and translate that policy

358  
00:15:47,019 --> 00:15:52,569  
or translate that logic into a different

359  
00:15:49,899 --> 00:15:54,009  
contact to make the bad logic obvious

360  
00:15:52,570 --> 00:15:55,330  
I'll give you an example because it's

361  
00:15:54,009 --> 00:15:59,169  
sort of what I've said sounds very

362  
00:15:55,330 --> 00:16:01,330  
abstract one of the most common

363  
00:15:59,169 --> 00:16:03,279  
arguments against climate change is that

364  
00:16:01,330 --> 00:16:05,530  
climate has changed naturally in the

365  
00:16:03,279 --> 00:16:08,139  
past therefore what's happening now must

366  
00:16:05,529 --> 00:16:10,360  
be natural as well it's probably the

367  
00:16:08,139 --> 00:16:12,669  
most common denialists argument but if

368  
00:16:10,360 --> 00:16:14,080  
you take the logic of that argument and

369  
00:16:12,669 --> 00:16:17,319  
translate it into a different situation

370  
00:16:14,080 --> 00:16:19,629  
you see just how ridiculous it is it's

371

00:16:17,320 --> 00:16:21,070  
like finding a dead body with a big

372  
00:16:19,629 --> 00:16:23,529  
knife sticking out of its back and

373  
00:16:21,070 --> 00:16:26,740  
saying well people have died of natural

374  
00:16:23,529 --> 00:16:29,889  
causes in the past so this person must

375  
00:16:26,740 --> 00:16:32,080  
have died of natural causes as well the

376  
00:16:29,889 --> 00:16:34,629  
argument commits the logical fallacy of

377  
00:16:32,080 --> 00:16:37,210  
non sequitur or jumping to conclusions I

378  
00:16:34,629 --> 00:16:39,309  
wanted to know from from your experience

379  
00:16:37,210 --> 00:16:42,970  
why do you think people are so invested

380  
00:16:39,309 --> 00:16:44,739  
in climate change being being a hoax and

381  
00:16:42,970 --> 00:16:47,700  
you and you did mention things like

382  
00:16:44,740 --> 00:16:50,230  
their own political or perhaps

383  
00:16:47,700 --> 00:16:52,360  
ideological backgrounds and and it's a

384  
00:16:50,230 --> 00:16:55,960  
bit evident in our current Australian

385  
00:16:52,360 --> 00:16:57,669

and US government members but what do

386

00:16:55,960 --> 00:17:00,519

you think is motivating these people the

387

00:16:57,669 --> 00:17:01,839

most a great study published by some

388

00:17:00,519 --> 00:17:04,449

university Queensland researchers

389

00:17:01,840 --> 00:17:07,630

actually my colleague is Matti horns Ian

390

00:17:04,449 --> 00:17:09,400

Kelly building they did a meta-analysis

391

00:17:07,630 --> 00:17:12,040

or a survey of surveys they looked at

392

00:17:09,400 --> 00:17:14,230

all the different studies examining what

393

00:17:12,039 --> 00:17:17,319

drives people's attitudes about climate

394

00:17:14,230 --> 00:17:19,088

change and I found that there were lots

395

00:17:17,319 --> 00:17:22,359

of different factors age income

396

00:17:19,088 --> 00:17:24,609

education level so on but the really two

397

00:17:22,359 --> 00:17:26,208

big ones that jumped up like skyscrapers

398

00:17:24,609 --> 00:17:29,298

compared to all the other drivers

399

00:17:26,209 --> 00:17:31,278

number two was political ideology if you

400  
00:17:29,298 --> 00:17:33,950  
hold conservative beliefs you believe in

401  
00:17:31,278 --> 00:17:36,470  
small government you believe in free and

402  
00:17:33,950 --> 00:17:39,919  
regulated markets then you don't want to

403  
00:17:36,470 --> 00:17:42,259  
see markets like the fossil fuel

404  
00:17:39,919 --> 00:17:44,840  
industry get regulated you know like the

405  
00:17:42,259 --> 00:17:48,079  
solutions to climate change like trying

406  
00:17:44,839 --> 00:17:50,720  
to restrict carbon emissions and not

407  
00:17:48,079 --> 00:17:52,579  
liking the solutions people tend to come

408  
00:17:50,720 --> 00:17:54,980  
just denied it as a problem in the first

409  
00:17:52,579 --> 00:17:57,769  
place but the number one driver of

410  
00:17:54,980 --> 00:18:00,378  
climate denial is political affiliation

411  
00:17:57,769 --> 00:18:03,319  
what political party you belong to or

412  
00:18:00,378 --> 00:18:06,730  
what what tribe do you aunty

413  
00:18:03,319 --> 00:18:08,808  
this driver of people's attitudes is a

414  
00:18:06,730 --> 00:18:12,048  
universal human condition we're all

415  
00:18:08,808 --> 00:18:14,749  
we're all prattling the power of social

416  
00:18:12,048 --> 00:18:18,378  
norming is way more powerful of them

417  
00:18:14,749 --> 00:18:20,899  
then we would like to think and so

418  
00:18:18,378 --> 00:18:23,898  
that's that's really a difficult barrier

419  
00:18:20,898 --> 00:18:27,018  
to overcome because tribal affiliation

420  
00:18:23,898 --> 00:18:29,538  
is just a super powerful psychological

421  
00:18:27,019 --> 00:18:32,538  
driver I have to ask this one have you

422  
00:18:29,538 --> 00:18:34,429  
ever managed to turn a true climate

423  
00:18:32,538 --> 00:18:38,898  
skeptical or how did you go with you with

424  
00:18:34,429 --> 00:18:41,179  
your father in law intrinsic member as I

425  
00:18:38,898 --> 00:18:43,788  
said it's almost impossible to change

426  
00:18:41,179 --> 00:18:46,070  
the climate deniers mind and I learned

427  
00:18:43,788 --> 00:18:49,278  
with my father in law that people whose

428

00:18:46,069 --> 00:18:51,470  
attitudes are not based on evidence can

429  
00:18:49,278 --> 00:18:53,628  
be persuaded by evidence and so now I

430  
00:18:51,470 --> 00:18:55,940  
haven't changed his mind however there

431  
00:18:53,628 --> 00:18:58,189  
have been a few cases that so I'm not

432  
00:18:55,940 --> 00:19:00,649  
saying with this no hope and probably

433  
00:18:58,190 --> 00:19:01,249  
the most prominent example in my life is

434  
00:19:00,648 --> 00:19:03,378  
my dad

435  
00:19:01,249 --> 00:19:06,139  
so we also would have arguments about

436  
00:19:03,378 --> 00:19:09,439  
climate change and then after years of

437  
00:19:06,138 --> 00:19:10,969  
arguing one day my dad said son I do

438  
00:19:09,440 --> 00:19:13,340  
believe that humans are causing global

439  
00:19:10,970 --> 00:19:15,589  
warming and I nearly fell off my chair

440  
00:19:13,339 --> 00:19:18,138  
and who knows I was halfway through my

441  
00:19:15,589 --> 00:19:19,699  
PhD into the psychology of denial so I

442  
00:19:18,138 --> 00:19:23,898

thought wow this is a great opportunity

443

00:19:19,700 --> 00:19:26,480

to peer under the hood and so I tried I

444

00:19:23,898 --> 00:19:29,359

just casually did so what changed her

445

00:19:26,480 --> 00:19:36,259

mind then and he said oh no I've always

446

00:19:29,359 --> 00:19:39,179

thought this okay I guess I guess I

447

00:19:36,259 --> 00:19:40,710

won't get to peer under the hood but

448

00:19:39,180 --> 00:19:43,560

actually I think I figured out what

449

00:19:40,710 --> 00:19:47,009

happened with him if GE is proud of that

450

00:19:43,559 --> 00:19:49,319

he figured out that it actually was a

451

00:19:47,009 --> 00:19:51,990

financial no-brainer for him to get

452

00:19:49,319 --> 00:19:54,480

solar panels on his roof with the the

453

00:19:51,990 --> 00:19:56,099

feed-in tariffs in Queensland a solar

454

00:19:54,480 --> 00:19:57,690

panels on your roof would actually get

455

00:19:56,099 --> 00:20:00,000

paid off within a few years and then you

456

00:19:57,690 --> 00:20:02,700

get free electricity he got solar panels



457  
00:20:00,000 --> 00:20:04,259  
and every three months he'd called me up

458  
00:20:02,700 --> 00:20:07,049  
and tell me how much money he was

459  
00:20:04,259 --> 00:20:08,609  
getting in a check from an electricity

460  
00:20:07,049 --> 00:20:12,029  
company rather than having to pay a bill

461  
00:20:08,609 --> 00:20:14,490  
and there's a curious thing with the

462  
00:20:12,029 --> 00:20:18,180  
human brain when our behavior and our

463  
00:20:14,490 --> 00:20:20,009  
beliefs conflict we experiences

464  
00:20:18,180 --> 00:20:23,670  
discomfort called cognitive dissonance

465  
00:20:20,009 --> 00:20:25,440  
and usually you know like we might

466  
00:20:23,670 --> 00:20:28,590  
believe we should be good people but we

467  
00:20:25,440 --> 00:20:31,680  
did something bad and we have to try to

468  
00:20:28,589 --> 00:20:34,649  
you know change our behavior to come in

469  
00:20:31,680 --> 00:20:36,660  
line with our beliefs but sometimes we

470  
00:20:34,650 --> 00:20:39,900  
can be behaving well but believing

471  
00:20:36,660 --> 00:20:43,170  
something bad and in the beliefs change

472  
00:20:39,900 --> 00:20:45,080  
to become consistent with the behavior I

473  
00:20:43,170 --> 00:20:47,900  
think that my dad was behaving

474  
00:20:45,079 --> 00:20:50,549  
environmentally and then his beliefs

475  
00:20:47,900 --> 00:20:53,910  
evolved to become more environmentally

476  
00:20:50,549 --> 00:20:56,069  
friendly as well and it just goes to

477  
00:20:53,910 --> 00:20:58,470  
show that belief and behavior change

478  
00:20:56,069 --> 00:21:01,349  
aren't always a one-way street it can go

479  
00:20:58,470 --> 00:21:04,500  
both ways and so there's multiple ways

480  
00:21:01,349 --> 00:21:06,359  
not what have been used to changing but

481  
00:21:04,500 --> 00:21:09,690  
people's behavior and their beliefs and

482  
00:21:06,359 --> 00:21:11,519  
perhaps just in on a fun note I guess

483  
00:21:09,690 --> 00:21:14,220  
what's your favorite climate change

484  
00:21:11,519 --> 00:21:16,529  
argument to debunk my favourite argument

485

00:21:14,220 --> 00:21:19,529  
to debunk given that it's the most

486  
00:21:16,529 --> 00:21:22,410  
potent argument the 31,000 dissenting

487  
00:21:19,529 --> 00:21:23,700  
scientists my PhD was not only focused

488  
00:21:22,410 --> 00:21:27,060  
on the psychology of denial

489  
00:21:23,700 --> 00:21:29,100  
it was also denial around one particular

490  
00:21:27,059 --> 00:21:31,309  
misconception which was that there's no

491  
00:21:29,099 --> 00:21:34,889  
scientific consensus I did a lot of

492  
00:21:31,309 --> 00:21:37,799  
studies research testing the impact of

493  
00:21:34,890 --> 00:21:39,840  
communicating the 97% consensus the fact

494  
00:21:37,799 --> 00:21:41,839  
that 97% of climate scientists agree

495  
00:21:39,839 --> 00:21:44,849  
that humans are causing global warming

496  
00:21:41,839 --> 00:21:47,490  
and don't turned out to be one of the

497  
00:21:44,849 --> 00:21:49,949  
most potent statements or facts about

498  
00:21:47,490 --> 00:21:50,808  
climate change it's just a single number

499  
00:21:49,950 --> 00:21:52,610

communicate

500

00:21:50,808 --> 00:21:54,079

people the scientists agree there's

501

00:21:52,609 --> 00:21:55,849

overwhelming scientific consensus

502

00:21:54,079 --> 00:21:58,210

because most people don't realize that

503

00:21:55,849 --> 00:22:03,199

like when we published our first paper

504

00:21:58,210 --> 00:22:05,600

in 2013 communicating the 97% consensus

505

00:22:03,200 --> 00:22:07,909

President Obama tweeted it Prime

506

00:22:05,599 --> 00:22:11,569

Minister David Cameron mentioned it in a

507

00:22:07,909 --> 00:22:14,299

speech and a hell of a lot of media

508

00:22:11,569 --> 00:22:17,450

attention and so I guess I guess it has

509

00:22:14,298 --> 00:22:19,490

been a long time focusing on this well

510

00:22:17,450 --> 00:22:22,159

you're doing really good work John and

511

00:22:19,490 --> 00:22:23,990

and I really appreciate you getting on

512

00:22:22,159 --> 00:22:27,080

to Scott with me all the way from the US

513

00:22:23,990 --> 00:22:29,628

wonders of technology and and discussing

514  
00:22:27,079 --> 00:22:32,269  
your work because I think it's it is

515  
00:22:29,628 --> 00:22:35,388  
something that we're all trying to do is

516  
00:22:32,269 --> 00:22:37,759  
escape --tx is to inoculate or

517  
00:22:35,388 --> 00:22:41,298  
neutralize misinformation but definitely

518  
00:22:37,759 --> 00:22:44,179  
having some science behind the best way

519  
00:22:41,298 --> 00:22:46,579  
to do do that will certainly help us all

520  
00:22:44,179 --> 00:22:49,590  
along the way so thank you so much for

521  
00:22:46,579 --> 00:23:17,478  
joining me thanks for having me Polly

522  
00:22:49,589 --> 00:23:17,478  
[Music]

523  
00:23:18,380 --> 00:23:24,710  
what you know huh I'm not the dreaded

524  
00:23:20,900 --> 00:23:26,600  
flu ah don't tell the anti-vaxxers but

525  
00:23:24,710 --> 00:23:29,509  
Australian skeptics Inc will be hosting

526  
00:23:26,599 --> 00:23:30,740  
a flu vaccination day for Sydneysiders

527  
00:23:29,509 --> 00:23:33,259  
at the East

528  
00:23:30,740 --> 00:23:36,259  
Sydney doctors clinic on Saturday the

529  
00:23:33,259 --> 00:23:38,930  
19th of May from 2:00 p.m. you will need

530  
00:23:36,259 --> 00:23:41,269  
to register so we can keep tabs on the

531  
00:23:38,930 --> 00:23:44,150  
numbers and that link can be found at

532  
00:23:41,269 --> 00:23:48,889  
skeptics calm day you look for the link

533  
00:23:44,150 --> 00:23:50,330  
in this week's show notes the Royal

534  
00:23:48,890 --> 00:23:52,280  
Australian College of General

535  
00:23:50,329 --> 00:23:55,039  
Practitioners recommends that flu

536  
00:23:52,279 --> 00:23:58,129  
vaccinations should be timed to cover

537  
00:23:55,039 --> 00:24:00,619  
you during Australia's flu season which

538  
00:23:58,130 --> 00:24:02,720  
runs from June to September peaking in

539  
00:24:00,619 --> 00:24:05,539  
August the protection offered by the

540  
00:24:02,720 --> 00:24:09,259  
vaccination may begin to wear off after

541  
00:24:05,539 --> 00:24:11,629  
3 or 4 months so an injection in May is

542

00:24:09,259 --> 00:24:14,599  
good timing to maximize its

543  
00:24:11,630 --> 00:24:17,330  
effectiveness while Australian sceptic

544  
00:24:14,599 --> 00:24:21,589  
Singh will be donating 30 vaccines to

545  
00:24:17,329 --> 00:24:24,259  
attendees you may be eligible for free

546  
00:24:21,589 --> 00:24:26,419  
vaccinations under Medicare those

547  
00:24:24,259 --> 00:24:28,910  
eligible include all children aged 6

548  
00:24:26,420 --> 00:24:31,690  
months to less than 5 years of age all

549  
00:24:28,910 --> 00:24:34,850  
individuals aged 5 years and over with

550  
00:24:31,690 --> 00:24:36,470  
specific medical risk conditions all

551  
00:24:34,849 --> 00:24:40,129  
Aboriginal and Torres Strait Islander

552  
00:24:36,470 --> 00:24:44,360  
people aged 15 years and over pregnant

553  
00:24:40,130 --> 00:24:46,909  
women and people aged 65 and over

554  
00:24:44,359 --> 00:24:48,678  
the flu vaccination clinic will be run

555  
00:24:46,909 --> 00:24:51,700  
by Australian skeptics in committee

556  
00:24:48,679 --> 00:24:54,320

members dr. Brad can Trish hand any

557

00:24:51,700 --> 00:24:59,058

unused vaccines will be donated to the

558

00:24:54,319 --> 00:25:02,720

community remember bring your Medicare

559

00:24:59,058 --> 00:25:05,599

card so Sydneysiders if you're after a

560

00:25:02,720 --> 00:25:08,509

flu vaccination this year and you're

561

00:25:05,599 --> 00:25:10,869

free on the 19th of May why not come

562

00:25:08,509 --> 00:25:14,450

along to the Australian skeptics Inc

563

00:25:10,869 --> 00:25:15,189

vaccination clinic links on this week's

564

00:25:14,450 --> 00:25:40,490

show notes

565

00:25:15,190 --> 00:25:44,759

[Music]

566

00:25:40,490 --> 00:25:46,500

hello hello and joining me now all the

567

00:25:44,759 --> 00:25:49,440

way from sunny Brisbane is the

568

00:25:46,500 --> 00:25:52,200

Australian skeptics social media and

569

00:25:49,440 --> 00:25:53,009

community manager Lauren Cochran hello

570

00:25:52,200 --> 00:25:56,789

Lauren



571  
00:25:53,009 --> 00:25:58,710  
how are you I'm very well alone very

572  
00:25:56,789 --> 00:26:01,309  
well indeed I thought I'd give you a

573  
00:25:58,710 --> 00:26:03,690  
call contact you because you've recently

574  
00:26:01,309 --> 00:26:05,549  
started in this position as a social

575  
00:26:03,690 --> 00:26:08,130  
media and community manager a bit of a

576  
00:26:05,549 --> 00:26:09,450  
mouthful for the Australian skeptics and

577  
00:26:08,130 --> 00:26:11,280  
I was hoping that you could tell our

578  
00:26:09,450 --> 00:26:16,410  
audience a little bit about what you do

579  
00:26:11,279 --> 00:26:19,920  
and why you do it yes well I've been

580  
00:26:16,410 --> 00:26:21,690  
welcoming up to 2 months now and that

581  
00:26:19,920 --> 00:26:24,060  
time has been looking at how social

582  
00:26:21,690 --> 00:26:27,750  
media for the organisation has been used

583  
00:26:24,059 --> 00:26:30,750  
in the past and strategizing about how

584  
00:26:27,750 --> 00:26:34,049  
we can better use online and social

585  
00:26:30,750 --> 00:26:36,660  
media to communicate with skeptics and

586  
00:26:34,049 --> 00:26:38,639  
the general public and I think people

587  
00:26:36,660 --> 00:26:41,310  
who certainly follow the Australian

588  
00:26:38,640 --> 00:26:44,940  
skeptics on Facebook strange skeptics on

589  
00:26:41,309 --> 00:26:47,460  
Facebook would notice especially in the

590  
00:26:44,940 --> 00:26:49,650  
last six weeks or so a quite an increase

591  
00:26:47,460 --> 00:26:51,900  
in posting how do you go about doing

592  
00:26:49,650 --> 00:27:01,920  
your job where did you get all these

593  
00:26:51,900 --> 00:27:03,480  
interesting posts well so I just I find

594  
00:27:01,920 --> 00:27:05,130  
the articles as they pop up and think

595  
00:27:03,480 --> 00:27:07,289  
that's a really good one to share all

596  
00:27:05,130 --> 00:27:11,370  
tuck that away and share that in a day

597  
00:27:07,289 --> 00:27:17,879  
or two it's really a combination of

598  
00:27:11,369 --> 00:27:20,159  
hunting it down and dumb luck you don't

599

00:27:17,880 --> 00:27:22,860  
just post purely skeptical things and

600  
00:27:20,160 --> 00:27:24,900  
I'm the old school and I think sceptical

601  
00:27:22,859 --> 00:27:26,609  
and my mind is always racing for UFOs

602  
00:27:24,900 --> 00:27:26,940  
and talking to the dead and that sort of

603  
00:27:26,609 --> 00:27:28,769  
thing

604  
00:27:26,940 --> 00:27:31,500  
but yep you're you're casting your net

605  
00:27:28,769 --> 00:27:34,619  
quite wide I think things of general

606  
00:27:31,500 --> 00:27:35,990  
interest to skeptics yes and one of the

607  
00:27:34,619 --> 00:27:39,679  
things at the moment that I'm really

608  
00:27:35,990 --> 00:27:42,960  
focusing on or trying to focus on is the

609  
00:27:39,680 --> 00:27:44,450  
the topic of vaccination because the

610  
00:27:42,960 --> 00:27:46,680  
Australian skeptics have their

611  
00:27:44,450 --> 00:27:49,950  
vaccination day

612  
00:27:46,680 --> 00:27:53,620  
and as part of that I'm just trying to

613  
00:27:49,950 --> 00:27:55,180

increase the knowledge of what's in the

614

00:27:53,619 --> 00:27:58,899

media at the moment about immunization

615

00:27:55,180 --> 00:28:01,269

so skeptics can read these articles take

616

00:27:58,900 --> 00:28:04,030

it away with them and have to have

617

00:28:01,269 --> 00:28:06,339

conversations with others that might not

618

00:28:04,029 --> 00:28:09,129

be skeptics or might not understand at

619

00:28:06,339 --> 00:28:11,079

certain topics and how's the feedback

620

00:28:09,130 --> 00:28:13,240

going especially on things like Facebook

621

00:28:11,079 --> 00:28:15,429

and Twitter and things like that are you

622

00:28:13,240 --> 00:28:17,319

finding that we're getting when I say

623

00:28:15,430 --> 00:28:20,549

we're I'm speaking with my Australian

624

00:28:17,319 --> 00:28:23,559

skeptics hat on more engagement

625

00:28:20,549 --> 00:28:27,009

definitely I am a data and analytics

626

00:28:23,559 --> 00:28:28,929

endured so I sit there and I've got my

627

00:28:27,009 --> 00:28:30,400

little dashboard that I can see that

628  
00:28:28,930 --> 00:28:33,220  
we've got so many likes and so many

629  
00:28:30,400 --> 00:28:36,009  
comments and this particular post that

630  
00:28:33,220 --> 00:28:38,980  
just go viral and I get you know do my

631  
00:28:36,009 --> 00:28:42,160  
little invisible fist pump and get quite

632  
00:28:38,980 --> 00:28:46,690  
excited when when something just blows

633  
00:28:42,160 --> 00:28:49,150  
up in comparison to you know a regular

634  
00:28:46,690 --> 00:28:51,090  
everyday post well what's it was broadly

635  
00:28:49,150 --> 00:28:54,490  
what's the topics of people like to

636  
00:28:51,089 --> 00:28:56,799  
reply to or interact with definitely

637  
00:28:54,490 --> 00:29:00,609  
vaccination no that's that's that's a

638  
00:28:56,799 --> 00:29:05,259  
really huge one as well and also

639  
00:29:00,609 --> 00:29:08,500  
interestingly Alex Jones Alex

640  
00:29:05,259 --> 00:29:10,539  
obviously is us-based but he has such a

641  
00:29:08,500 --> 00:29:12,789  
massive rich in all of these lawsuits

642  
00:29:10,539 --> 00:29:15,759  
that are coming out that sorry the

643  
00:29:12,789 --> 00:29:17,889  
defamation lawsuits that are coming out

644  
00:29:15,759 --> 00:29:19,379  
of the woodwork at the moment I'm

645  
00:29:17,890 --> 00:29:22,030  
finding that those persons as well

646  
00:29:19,380 --> 00:29:24,760  
generating quite a bit of interest they

647  
00:29:22,029 --> 00:29:27,990  
he forgive me if I haven't got this

648  
00:29:24,759 --> 00:29:30,879  
quite right I think he's the one who is

649  
00:29:27,990 --> 00:29:34,420  
using the conspiracy theory that there

650  
00:29:30,880 --> 00:29:37,600  
are crisis actors for tragedies correct

651  
00:29:34,420 --> 00:29:40,900  
and now parents from Sandy Hook one of

652  
00:29:37,599 --> 00:29:43,539  
the Florida Clearview shooters and one

653  
00:29:40,900 --> 00:29:47,500  
of the other mass shootings as well has

654  
00:29:43,539 --> 00:29:50,129  
come out and start started to sue him

655  
00:29:47,500 --> 00:29:52,539  
for defamation which is a good thing and

656

00:29:50,130 --> 00:29:55,510  
I'm really looking forward to watching

657  
00:29:52,539 --> 00:29:57,220  
those 33 courts yes that's quite

658  
00:29:55,509 --> 00:29:59,690  
interesting because

659  
00:29:57,220 --> 00:30:03,259  
listeners may well remember last year I

660  
00:29:59,690 --> 00:30:05,660  
attended saikhan in Las Vegas and one of

661  
00:30:03,259 --> 00:30:07,700  
the windows in fact the window of the

662  
00:30:05,660 --> 00:30:09,769  
room music being used by the skeptics

663  
00:30:07,700 --> 00:30:12,890  
guide to the universe overlooked one of

664  
00:30:09,769 --> 00:30:14,869  
the one of the areas where there was a

665  
00:30:12,890 --> 00:30:16,370  
mass shooting last year so that was

666  
00:30:14,869 --> 00:30:18,469  
quite eerie and to think that there are

667  
00:30:16,369 --> 00:30:20,569  
people Hawking this conspiracy theory

668  
00:30:18,470 --> 00:30:23,150  
around that there are crisis actors and

669  
00:30:20,569 --> 00:30:26,269  
it's all the makers it's quite insulting

670  
00:30:23,150 --> 00:30:27,920

really yes and it's really good to see

671

00:30:26,269 --> 00:30:30,139

them getting there well hopefully

672

00:30:27,920 --> 00:30:31,519

getting their comeuppance in court well

673

00:30:30,140 --> 00:30:32,900

I'm not surprised this is the sort of

674

00:30:31,519 --> 00:30:36,289

thing you're finding that people there

675

00:30:32,900 --> 00:30:38,030

like to interact with now just briefly

676

00:30:36,289 --> 00:30:42,220

Lauren you're no stranger to the world

677

00:30:38,029 --> 00:30:45,049

of skepticism I you know I've been

678

00:30:42,220 --> 00:30:46,309

involved in skepticism for about the

679

00:30:45,049 --> 00:30:48,200

same amount of time I've been involved

680

00:30:46,309 --> 00:30:50,539

in social media oppose anything you've

681

00:30:48,200 --> 00:30:53,299

got this the other day that my first

682

00:30:50,539 --> 00:30:56,329

role in social media and online

683

00:30:53,299 --> 00:30:57,829

communications was 10 years ago and that

684

00:30:56,329 --> 00:31:00,619

was about the time that I started to



685  
00:30:57,829 --> 00:31:04,309  
think make me I'm a skeptic and then I

686  
00:31:00,619 --> 00:31:06,229  
found the Australian skeptics and

687  
00:31:04,309 --> 00:31:08,869  
started to go to the conventions and

688  
00:31:06,230 --> 00:31:11,240  
started to meet people in real life so

689  
00:31:08,869 --> 00:31:13,369  
it's quite fitting now that I

690  
00:31:11,240 --> 00:31:15,559  
I am now working with the Australian

691  
00:31:13,369 --> 00:31:17,899  
skeptics yeah I think the first time I

692  
00:31:15,559 --> 00:31:20,629  
met you is in Canberra Australian

693  
00:31:17,900 --> 00:31:25,370  
skeptics convention and people may

694  
00:31:20,630 --> 00:31:27,380  
remember you or may like to know that in

695  
00:31:25,369 --> 00:31:29,029  
my documentary I made a few years back

696  
00:31:27,380 --> 00:31:31,100  
called the vaccination Chronicles right

697  
00:31:29,029 --> 00:31:33,619  
at the beginning of the movie there's a

698  
00:31:31,099 --> 00:31:35,659  
little the musical theme and there's a

699  
00:31:33,619 --> 00:31:37,849  
this wonderful mom in the playground

700  
00:31:35,660 --> 00:31:45,430  
were the two tiny little kids running

701  
00:31:37,849 --> 00:31:45,429  
around and that's you yes and they fight

702  
00:31:46,299 --> 00:31:50,799  
it's a wonderful little time capsule

703  
00:31:48,849 --> 00:31:53,149  
capsule and at the end of the

704  
00:31:50,799 --> 00:31:55,369  
documentary you can be seen where we

705  
00:31:53,150 --> 00:31:57,110  
interviewed you about your feelings

706  
00:31:55,369 --> 00:31:58,849  
about it but I always like looking at

707  
00:31:57,109 --> 00:32:00,469  
the beginning because we found a nice

708  
00:31:58,849 --> 00:32:02,209  
little parking and your daughters

709  
00:32:00,470 --> 00:32:04,519  
running around going up the slippery dip

710  
00:32:02,210 --> 00:32:07,700  
and I think it's just a wonderful little

711  
00:32:04,519 --> 00:32:09,440  
segment yes yes it's very cute to see

712  
00:32:07,700 --> 00:32:11,029  
both of them looking so chubby cheeked

713

00:32:09,440 --> 00:32:14,480  
and and happy

714  
00:32:11,029 --> 00:32:18,440  
yes not so little anymore

715  
00:32:14,480 --> 00:32:20,329  
Lorna it's great to have you working for

716  
00:32:18,440 --> 00:32:23,330  
the Australian skeptics in this capacity

717  
00:32:20,329 --> 00:32:26,179  
and as I know from your reports the

718  
00:32:23,329 --> 00:32:27,769  
increase in now interacting or

719  
00:32:26,180 --> 00:32:31,250  
interactivity or I don't know how you'd

720  
00:32:27,769 --> 00:32:34,460  
phrase that exactly our feedback and our

721  
00:32:31,250 --> 00:32:37,880  
online presence has been helped even at

722  
00:32:34,460 --> 00:32:39,920  
this early stage and what's the idea

723  
00:32:37,880 --> 00:32:42,830  
going forward what would what do you

724  
00:32:39,920 --> 00:32:44,180  
foresee happening well I have to keep a

725  
00:32:42,829 --> 00:32:48,169  
few things under my hat

726  
00:32:44,180 --> 00:32:50,210  
reel it in time but I do think that it's

727  
00:32:48,170 --> 00:32:52,610

a sign of a forward-thinking skeptical

728

00:32:50,210 --> 00:32:55,279

organization to appoint a dedicated

729

00:32:52,609 --> 00:32:57,079

social media person because volunteer

730

00:32:55,279 --> 00:32:59,089

committee members like yourself you've

731

00:32:57,079 --> 00:33:00,679

got lives you've got committee meetings

732

00:32:59,089 --> 00:33:03,319

and subcommittee meetings and all of

733

00:33:00,680 --> 00:33:05,600

that stuff that goes with it so to keep

734

00:33:03,319 --> 00:33:07,909

social media channels running and to

735

00:33:05,599 --> 00:33:11,059

think strategically about what can we do

736

00:33:07,910 --> 00:33:12,620

next that's a big ask for a volunteer to

737

00:33:11,059 --> 00:33:13,879

do in amongst everything else that

738

00:33:12,619 --> 00:33:15,169

they've got going on in their lives and

739

00:33:13,880 --> 00:33:18,530

I guess that's how I fit into the

740

00:33:15,170 --> 00:33:20,900

picture I can be the eyes mouth and ears

741

00:33:18,529 --> 00:33:23,899

of the organization while the committee

742  
00:33:20,900 --> 00:33:26,030  
does all of the important stuff and and

743  
00:33:23,900 --> 00:33:30,410  
find some balance in their lives well

744  
00:33:26,029 --> 00:33:33,589  
I'm looking at how we can better utilize

745  
00:33:30,410 --> 00:33:36,050  
our existing social media channels I'm

746  
00:33:33,589 --> 00:33:38,599  
also looking at can we can we can we

747  
00:33:36,049 --> 00:33:41,750  
look at other channels can we reach out

748  
00:33:38,599 --> 00:33:44,929  
to the general public in different ways

749  
00:33:41,750 --> 00:33:47,690  
on a couple of social media networks

750  
00:33:44,930 --> 00:33:49,880  
around but Instagram or snapchat how can

751  
00:33:47,690 --> 00:33:52,370  
we use platforms like that to

752  
00:33:49,880 --> 00:33:54,620  
communicate a skeptical message I think

753  
00:33:52,369 --> 00:33:57,829  
it's absolutely in this day and age loan

754  
00:33:54,619 --> 00:34:01,069  
I think this is absolutely vital and I

755  
00:33:57,829 --> 00:34:03,470  
was just flashed an old memory flashed

756  
00:34:01,069 --> 00:34:04,879  
across my mind some years back you and I

757  
00:34:03,470 --> 00:34:06,200  
were together and we were doing

758  
00:34:04,880 --> 00:34:08,240  
something and I was trying to look up

759  
00:34:06,200 --> 00:34:10,159  
something on my iPad on my iPhone and I

760  
00:34:08,239 --> 00:34:11,479  
was having trouble can you grabbed it

761  
00:34:10,159 --> 00:34:16,550  
off me and said here give it to a

762  
00:34:11,480 --> 00:34:19,909  
millennial also I think I'm technically

763  
00:34:16,550 --> 00:34:23,690  
classes as any you'll what now as any

764  
00:34:19,909 --> 00:34:24,110  
old words though with an ex apparently

765  
00:34:23,690 --> 00:34:27,500  
where

766  
00:34:24,110 --> 00:34:28,550  
very unique breed somewhere between 1980

767  
00:34:27,500 --> 00:34:31,130  
and 1983

768  
00:34:28,550 --> 00:34:35,780  
good grief so people can surmise my age

769  
00:34:31,130 --> 00:34:38,360  
from that all these terms it's a bit too

770

00:34:35,780 --> 00:34:39,740  
much lordy yes thank you so much for

771  
00:34:38,360 --> 00:34:42,170  
your work so far it's great to have you

772  
00:34:39,739 --> 00:34:44,659  
on board and and again I think we're

773  
00:34:42,170 --> 00:34:46,820  
we're seeing the results and folks out

774  
00:34:44,659 --> 00:34:48,379  
there who are involved in skeptical

775  
00:34:46,820 --> 00:34:51,260  
movements around the world if you don't

776  
00:34:48,380 --> 00:34:52,820  
have a dedicated media manager it's

777  
00:34:51,260 --> 00:34:53,660  
something you should look into because I

778  
00:34:52,820 --> 00:34:55,670  
think so father

779  
00:34:53,659 --> 00:34:58,789  
the Australian skeptics are noticing the

780  
00:34:55,670 --> 00:35:01,519  
benefits Lauren Cochrane I look forward

781  
00:34:58,789 --> 00:35:02,079  
to our next meeting but for now thank

782  
00:35:01,519 --> 00:35:13,438  
you very much

783  
00:35:02,079 --> 00:35:13,438  
[Music]

784  
00:35:17,860 --> 00:35:35,670

[Music]

785

00:35:30,050 --> 00:35:38,809  
skeptical 20:18 conference registration

786

00:35:35,670 --> 00:35:38,809  
is now open

787

00:35:39,608 --> 00:35:45,259  
registration for sceptical 2018

788

00:35:42,710 --> 00:35:47,599  
conference the 9th Northern California

789

00:35:45,260 --> 00:35:48,700  
gathering on science and skepticism is

790

00:35:47,599 --> 00:35:51,380  
now open

791

00:35:48,699 --> 00:35:54,230  
skeptical is excited to bring a stellar

792

00:35:51,380 --> 00:35:57,318  
list of speakers on timely and important

793

00:35:54,230 --> 00:35:59,389  
topics to you this June this year's

794

00:35:57,318 --> 00:36:02,719  
event will be held at the Shattuck Hotel

795

00:35:59,389 --> 00:36:05,808  
Plaza in Berkeley California on Sunday

796

00:36:02,719 --> 00:36:08,029  
the 10th of June 2018 the diverse

797

00:36:05,809 --> 00:36:10,630  
speakers will give you tools to

798

00:36:08,030 --> 00:36:12,859  
understand bad science and fake views



799  
00:36:10,630 --> 00:36:15,349  
enlighten you about homelessness and

800  
00:36:12,858 --> 00:36:17,869  
artificial intelligence protect your

801  
00:36:15,349 --> 00:36:20,710  
children from being hacked and maybe

802  
00:36:17,869 --> 00:36:23,030  
even by being abducted by aliens

803  
00:36:20,710 --> 00:36:24,818  
information on the speakers and their

804  
00:36:23,030 --> 00:36:30,230  
topics can be found at the website

805  
00:36:24,818 --> 00:36:33,230  
skeptic Alcon calm skeptical work hard

806  
00:36:30,230 --> 00:36:35,838  
to make this a thought-provoking timely

807  
00:36:33,230 --> 00:36:39,550  
subjects top-notch world-class speakers

808  
00:36:35,838 --> 00:36:42,318  
low cost under \$50 one-day conference

809  
00:36:39,550 --> 00:36:45,559  
discount rates are available before the

810  
00:36:42,318 --> 00:36:48,940  
15th of May to grab those early tickets

811  
00:36:45,559 --> 00:36:51,950  
and for more information visit skeptical

812  
00:36:48,940 --> 00:36:53,900  
con-com more just look for the links in

813  
00:36:51,949 --> 00:36:58,339  
this week's show notes

814  
00:36:53,900 --> 00:36:58,340  
[Music]

815  
00:37:01,099 --> 00:37:08,779  
[Music]

816  
00:37:18,440 --> 00:37:22,980  
thank you for listening to the skeptics

817  
00:37:20,849 --> 00:37:25,650  
are now news about the skeptic zone cats

818  
00:37:22,980 --> 00:37:26,599  
some of you may have noticed about a

819  
00:37:25,650 --> 00:37:29,869  
week ago

820  
00:37:26,599 --> 00:37:34,349  
Mord the skeptic zone cat one of them

821  
00:37:29,869 --> 00:37:36,930  
was looking up into the shelves the

822  
00:37:34,349 --> 00:37:38,548  
other day the other week and saw my

823  
00:37:36,929 --> 00:37:42,048  
little plaster statue of an alien

824  
00:37:38,548 --> 00:37:44,369  
playing a guitar yes a bit strange

825  
00:37:42,048 --> 00:37:47,608  
looked at it looked at it suddenly a

826  
00:37:44,369 --> 00:37:51,150  
poor shot up and boom and fell over and

827

00:37:47,608 --> 00:37:52,858  
smashed into two and she was very

828  
00:37:51,150 --> 00:37:56,250  
pleased with herself anyway I've glued

829  
00:37:52,858 --> 00:37:58,259  
it back together so I've got a an alien

830  
00:37:56,250 --> 00:38:01,559  
hating cat living in the house if the

831  
00:37:58,260 --> 00:38:02,910  
aliens invade I'll be safe no maybe if

832  
00:38:01,559 --> 00:38:06,119  
they saw that photograph they won't

833  
00:38:02,909 --> 00:38:09,210  
invade hmm a big shout out to my friend

834  
00:38:06,119 --> 00:38:13,858  
Jamie Scott Eugenie Scott in California

835  
00:38:09,210 --> 00:38:16,048  
and I hope the skeptic al cond coming up

836  
00:38:13,858 --> 00:38:18,480  
in June will be a major success

837  
00:38:16,048 --> 00:38:21,269  
I really must try to see if I can get

838  
00:38:18,480 --> 00:38:24,000  
along to that folks I'd like to do that

839  
00:38:21,269 --> 00:38:26,519  
I'd like to go to skeptic Alcon in

840  
00:38:24,000 --> 00:38:28,679  
Berkeley Berkeley is quite nice I like

841  
00:38:26,519 --> 00:38:31,650

the squirrels I think I go to San

842

00:38:28,679 --> 00:38:33,690

Francisco really to a to partake of the

843

00:38:31,650 --> 00:38:35,519

clam chowder and the salad Oh Bowl if

844

00:38:33,690 --> 00:38:37,230

you're going to San Francisco forget

845

00:38:35,519 --> 00:38:39,929

about the flowers in your hair folks

846

00:38:37,230 --> 00:38:43,260

have that sourdough bowl with the clam

847

00:38:39,929 --> 00:38:44,909

chowder mmm coming up soon on the

848

00:38:43,260 --> 00:38:48,359

skeptic zone we're going to be having

849

00:38:44,909 --> 00:38:50,039

reports via the raw skeptic Heidi

850

00:38:48,358 --> 00:38:52,019

Robinson up in the north coast of New

851

00:38:50,039 --> 00:38:53,308

South Wales and I think pretty soon

852

00:38:52,019 --> 00:38:56,789

we're going to be having another report

853

00:38:53,309 --> 00:38:59,849

from Mandy Lee noble the diet skeptic

854

00:38:56,789 --> 00:39:03,210

but for this week with no cats anyway

855

00:38:59,849 --> 00:39:04,769

what I can't see them anywhere I tell

856  
00:39:03,210 --> 00:39:06,000  
you what I did I went to a what we call

857  
00:39:04,769 --> 00:39:07,679  
a \$2 shop

858  
00:39:06,000 --> 00:39:09,838  
you've probably got the same sort of

859  
00:39:07,679 --> 00:39:13,259  
thing in your neck of the woods this is

860  
00:39:09,838 --> 00:39:15,480  
a shop that sells very cheap usually

861  
00:39:13,260 --> 00:39:17,460  
Chinese imports mostly made had a

862  
00:39:15,480 --> 00:39:21,088  
plastic and get all sorts of things

863  
00:39:17,460 --> 00:39:22,250  
there and I bought a green back

864  
00:39:21,088 --> 00:39:24,869  
scratcher

865  
00:39:22,250 --> 00:39:27,849  
green plastic back scratcher and

866  
00:39:24,869 --> 00:39:31,269  
shoehorn in one for a

867  
00:39:27,849 --> 00:39:34,029  
and the cats have discovered or I have

868  
00:39:31,269 --> 00:39:35,679  
discovered that they just love it being

869  
00:39:34,030 --> 00:39:39,070  
scratched on the back and the tummy with

870  
00:39:35,679 --> 00:39:42,579  
a back scratcher maybe I should call

871  
00:39:39,070 --> 00:39:44,769  
this show the cap zone hmm anyway well I

872  
00:39:42,579 --> 00:39:47,110  
run away and scratch their backs this is

873  
00:39:44,769 --> 00:39:52,989  
Richard Saunders signing off from Sydney

874  
00:39:47,110 --> 00:39:55,690  
Australia you've been listening to the

875  
00:39:52,989 --> 00:40:01,269  
skeptic zone podcast please visit our

876  
00:39:55,690 --> 00:40:03,730  
website at WWDC for show notes contacts

877  
00:40:01,269 --> 00:40:07,780  
and to access the bat catalog of

878  
00:40:03,730 --> 00:40:09,490  
episodes going back to 2008 you can

879  
00:40:07,780 --> 00:40:12,550  
follow the skeptic zone podcast on

880  
00:40:09,489 --> 00:40:14,829  
twitter at skeptic zone visit our

881  
00:40:12,550 --> 00:40:15,720  
facebook page or leave a review on

882  
00:40:14,829 --> 00:40:18,400  
itunes

883  
00:40:15,719 --> 00:40:21,789  
you can also support the skeptic zone

884

00:40:18,400 --> 00:40:24,510  
via patreon or PayPal the skeptic zone

885  
00:40:21,789 --> 00:40:26,889  
podcast is an independent production

886  
00:40:24,510 --> 00:40:29,050  
reviews and opinions expressed on the

887  
00:40:26,889 --> 00:40:31,359  
skeptic zone are not necessarily those

888  
00:40:29,050 --> 00:40:33,200  
of Australian skeptics or any other

889  
00:40:31,360 --> 00:40:39,640  
sceptical organisation

890  
00:40:33,199 --> 00:40:39,639  
[Music]