

Show 496

THE
**SKEPTIC
ZONE**
PODCAST

www.skepticzone.tv

22 April 2018



Lauren Cochrane

Let's Have a Random Rant! With Dr Paulie

Dr Paulie interviews John Cook, a research assistant professor at the Center for Climate Change Communication at George Mason University, researching cognitive science.

ASI's vaccination day for Sydney-siders – May 19

Lauren Cochrane
Australian Skeptics new Social Media Manager



John Cook

1
00:00:09,080 --> 00:00:05,920

[Music]

2
00:00:11,840 --> 00:00:09,090

welcome to the skeptic zone the podcast

3
00:00:13,910 --> 00:00:11,850

from Australia for science and reason

4
00:00:16,880 --> 00:00:13,920

[Music]

5
00:00:23,210 --> 00:00:16,890

[Applause]

6
00:00:25,800 --> 00:00:23,220

[Music]

7
00:00:30,600 --> 00:00:25,810

yes it's the skeptic zone podcast

8
00:00:33,570 --> 00:00:30,610

episode number 496 for the 22nd of April

9
00:00:36,479 --> 00:00:33,580

2018 which add Sun is here with you from

10
00:00:38,970 --> 00:00:36,489

Sydney Australia and I think there must

11
00:00:41,759 --> 00:00:38,980

have been a vote or something somewhere

12
00:00:44,130 --> 00:00:41,769

that we voted not to have autumn this

13
00:00:45,570 --> 00:00:44,140

year autumn has been bypassed I think

14

00:00:51,869 --> 00:00:45,580

we're going to go straight from summer

15

00:00:53,880 --> 00:00:51,879

to winter if we do ever comes and autumn

16

00:00:57,650 --> 00:00:53,890

will be scheduled for spring next year

17

00:01:00,690 --> 00:00:57,660

that's the way it seems anyway a long

18

00:01:02,160 --> 00:01:00,700

long summer in Sydney Australia now

19

00:01:04,740 --> 00:01:02,170

really folks it is getting a little bit

20

00:01:08,340 --> 00:01:04,750

cool of these days big shout out to my

21

00:01:11,760 --> 00:01:08,350

sister and her family who just landed in

22

00:01:14,880 --> 00:01:11,770

Reykjavik Wow jealous I'm so hello to

23

00:01:16,320 --> 00:01:14,890

all our Icelandic listeners if you see a

24

00:01:18,029 --> 00:01:16,330

strange collection of Australians

25

00:01:20,820 --> 00:01:18,039

wondering about it might be my sister

26
00:01:23,880 --> 00:01:20,830
and her family having a wonderful time

27
00:01:26,040 --> 00:01:23,890
in Iceland so what's coming up on this

28
00:01:27,749 --> 00:01:26,050
week's show we're going to kick off

29
00:01:30,809 --> 00:01:27,759
we're gonna kick off with our new

30
00:01:33,419 --> 00:01:30,819
reporter dr. Pauli with her random rant

31
00:01:35,940 --> 00:01:33,429
and this week dr. Paul II is going to be

32
00:01:39,680 --> 00:01:35,950
chatting to John Cook from the George

33
00:01:43,430 --> 00:01:39,690
Mason University and he is studying

34
00:01:47,430 --> 00:01:43,440
climate change climate change denial and

35
00:01:50,880 --> 00:01:47,440
reasoning how people reason themselves

36
00:01:54,260 --> 00:01:50,890
if that's the right term into denying

37
00:01:57,889 --> 00:01:54,270
climate change and how you can possibly

38
00:02:01,139 --> 00:01:57,899

reason them out of it what a fascinating

39

00:02:03,510 --> 00:02:01,149

study this is and it reminds me that

40

00:02:06,150 --> 00:02:03,520

when I think about it after all the

41

00:02:08,279 --> 00:02:06,160

years I've been looking into claims of

42

00:02:10,050 --> 00:02:08,289

the psychics and things like that and I

43

00:02:12,120 --> 00:02:10,060

think honestly more and more it's a

44

00:02:17,970 --> 00:02:12,130

study of psychology more than anything

45

00:02:20,160 --> 00:02:17,980

else because of yet - and anybody really

46

00:02:22,619 --> 00:02:20,170

has yet to discover firm evidence for

47

00:02:26,729 --> 00:02:22,629

the paranormal therefore it's hard to

48

00:02:29,250 --> 00:02:26,739

study that as a thing it's more about

49

00:02:31,170 --> 00:02:29,260

studying how people's minds work I think

50

00:02:33,580 --> 00:02:31,180

anyway let's apply this to climate

51
00:02:35,740 --> 00:02:33,590
change and I'm sure you'll find this

52
00:02:38,470 --> 00:02:35,750
interview with John cook very

53
00:02:41,259 --> 00:02:38,480
interesting following that it's a news

54
00:02:43,750 --> 00:02:41,269
about a vaccination clinic being run by

55
00:02:46,990 --> 00:02:43,760
Australian skeptics here in Sydney get

56
00:02:49,860 --> 00:02:47,000
your flu vaccination with us that's

57
00:02:51,610 --> 00:02:49,870
coming up in May more information soon

58
00:02:54,100 --> 00:02:51,620
they've browned off the show I

59
00:02:55,869 --> 00:02:54,110
interviewed Lauren Cochran Lauren

60
00:02:59,320 --> 00:02:55,879
Cochran is the Australian skeptics new

61
00:03:01,660 --> 00:02:59,330
social media manager reaching out via

62
00:03:05,320 --> 00:03:01,670
social media via Facebook via Twitter

63
00:03:07,000 --> 00:03:05,330

via anything she possibly can to spread

64

00:03:08,620 --> 00:03:07,010

the sceptical message and get some

65

00:03:11,620 --> 00:03:08,630

interaction and some comment and

66

00:03:14,710 --> 00:03:11,630

feedback I think you'll see that this

67

00:03:18,460 --> 00:03:14,720

position of a social media manager is

68

00:03:22,420 --> 00:03:18,470

that more and more important in in this

69

00:03:25,240 --> 00:03:22,430

world and the online world in well many

70

00:03:28,210 --> 00:03:25,250

world a couple of notes before we get

71

00:03:29,979 --> 00:03:28,220

started if you'd like to keep up to date

72

00:03:31,990 --> 00:03:29,989

with what's happening with Australian

73

00:03:35,770 --> 00:03:32,000

skeptics go to skeptics dot-com today

74

00:03:37,870 --> 00:03:35,780

you and subscribe to the newsletter and

75

00:03:41,050 --> 00:03:37,880

that's will be posted in to your inbox

76

00:03:43,479 --> 00:03:41,060

posted sent he mailed into your inbox

77

00:03:46,330 --> 00:03:43,489

regularly so you know what's happening

78

00:03:48,910 --> 00:03:46,340

with Australian skeptics and also a big

79

00:03:52,360 --> 00:03:48,920

shout out to my friend Mike Williams now

80

00:03:54,069 --> 00:03:52,370

for most of last year I had a regular

81

00:03:56,349 --> 00:03:54,079

segment along with Tim Mendham from

82

00:03:59,170 --> 00:03:56,359

Australian skeptics on Mike Williams

83

00:04:01,449 --> 00:03:59,180

radio show which was they call it the

84

00:04:02,949 --> 00:04:01,459

graveyard shift the midnight to dawn on

85

00:04:05,860 --> 00:04:02,959

the weekends a great show lots of

86

00:04:08,289 --> 00:04:05,870

interviews and fun and the Australian

87

00:04:11,020 --> 00:04:08,299

skeptics were regularly on that show to

88

00:04:15,009 --> 00:04:11,030

discuss everything from UFOs to monsters

89
00:04:17,620 --> 00:04:15,019
to spontaneous human combustion to many

90
00:04:19,240 --> 00:04:17,630
many many many topics mike has been a

91
00:04:22,330 --> 00:04:19,250
bit under the weather to say the least

92
00:04:24,370 --> 00:04:22,340
he had summer some surgery lately and

93
00:04:26,409 --> 00:04:24,380
he's recovering so a big shout out to

94
00:04:28,450 --> 00:04:26,419
you Mike Williams thank you so much for

95
00:04:30,190 --> 00:04:28,460
having the Australian skeptics on your

96
00:04:32,770 --> 00:04:30,200
show and we look forward to your speedy

97
00:04:36,040 --> 00:04:32,780
recovery we wish you well and hope to

98
00:04:38,560 --> 00:04:36,050
hear you back on the airwaves soon and

99
00:04:41,589 --> 00:04:38,570
when you do the Australian skeptics will

100
00:04:45,040 --> 00:04:41,599
be ready to to be part of your show once

101
00:04:46,930 --> 00:04:45,050
again and for those people in Australia

102
00:04:48,520 --> 00:04:46,940
that was on the McCrory

103
00:04:51,220 --> 00:04:48,530
work here in Sydney that was on radio

104
00:04:53,680 --> 00:04:51,230
2gb so yes Mike we look forward to your

105
00:04:55,570 --> 00:04:53,690
return stay tuned at the end of the show

106
00:04:58,570 --> 00:04:55,580
for another note from me about the cats

107
00:05:00,460 --> 00:04:58,580
hmm yes but now it's time for me to run

108
00:05:02,860 --> 00:05:00,470
down in fact I am downstairs I'll give

109
00:05:06,280 --> 00:05:02,870
you a heads up I'm downstairs I'm trying

110
00:05:11,590 --> 00:05:06,290
a new thing I've put the little

111
00:05:13,300 --> 00:05:11,600
recording booth up on the cat post yes

112
00:05:15,430 --> 00:05:13,310
really because the cat post is quite

113
00:05:18,900 --> 00:05:15,440

tall and I'm standing in the middle of

114

00:05:21,940 --> 00:05:18,910

the lounge room here talking into a box

115

00:05:24,640 --> 00:05:21,950

with a microphone in it sitting on a cat

116

00:05:26,380 --> 00:05:24,650

post if you can visualize that so now

117

00:05:43,180 --> 00:05:26,390

it's time for me to walk over to the

118

00:05:44,830 --> 00:05:43,190

kitchen which is over there I'll make

119

00:05:48,110 --> 00:05:44,840

some smoked salmon on toast well I do

120

00:06:05,650 --> 00:05:48,120

that I hope you enjoy the skeptic zone

121

00:06:05,660 --> 00:06:12,720

yeah let's have a random rant

122

00:06:12,730 --> 00:06:16,250

with dr. Paulie

123

00:06:22,450 --> 00:06:16,440

[Applause]

124

00:06:25,120 --> 00:06:22,460

[Music]

125

00:06:26,890 --> 00:06:25,130

I'm joined here today by assistant

126
00:06:29,170 --> 00:06:26,900
professor John cook from the Center for

127
00:06:32,020 --> 00:06:29,180
climate change communication at George

128
00:06:33,640 --> 00:06:32,030
Mason University John is the founder of

129
00:06:35,860 --> 00:06:33,650
the award-winning skeptical science

130
00:06:38,409 --> 00:06:35,870
website and has co-authored several

131
00:06:40,960 --> 00:06:38,419
books and climate change and has even

132
00:06:42,820 --> 00:06:40,970
developed climate change denial MOOC or

133
00:06:45,640 --> 00:06:42,830
massive online open course at the

134
00:06:48,159 --> 00:06:45,650
University of Queensland he's currently

135
00:06:50,589 --> 00:06:48,169
the co-host of the evident squared

136
00:06:53,980 --> 00:06:50,599
podcast which looks at why science fails

137
00:06:56,439 --> 00:06:53,990
to persuade so safe to say John that you

138
00:06:58,480 --> 00:06:56,449

have a passion for fighting climate

139

00:07:01,839 --> 00:06:58,490

change misinformation and misinformation

140

00:07:04,120 --> 00:07:01,849

in general yeah well it began as a hobby

141

00:07:06,430 --> 00:07:04,130

and then it just grew and grew until it

142

00:07:08,680 --> 00:07:06,440

took over my whole life and eventually

143

00:07:10,870 --> 00:07:08,690

had me moving to another country so it's

144

00:07:14,589 --> 00:07:10,880

a bit like that xkcd cartoon where the

145

00:07:16,510 --> 00:07:14,599

the guys on the internet and the and the

146

00:07:20,740 --> 00:07:16,520

wife asks witty coming to bed and he

147

00:07:22,120 --> 00:07:20,750

said someone is wrong on the Internet no

148

00:07:24,040 --> 00:07:22,130

I have seen that one

149

00:07:26,620 --> 00:07:24,050

so I guess before we start talking about

150

00:07:29,010 --> 00:07:26,630

some of your latest work I just wanted

151
00:07:31,870 --> 00:07:29,020
to know a little bit more about the

152
00:07:33,909 --> 00:07:31,880
skeptical science website and I guess

153
00:07:36,399 --> 00:07:33,919
for our listeners too haven't been on

154
00:07:38,709 --> 00:07:36,409
the website it's almost like a one-stop

155
00:07:40,540 --> 00:07:38,719
shop for debunking just about every

156
00:07:41,950 --> 00:07:40,550
climate change denial argument ever

157
00:07:44,589 --> 00:07:41,960
uttered what inspired you to start

158
00:07:46,180 --> 00:07:44,599
skeptical science and and have you

159
00:07:48,670 --> 00:07:46,190
managed to keep it going for so many

160
00:07:51,089 --> 00:07:48,680
years what inspired me to stylet was

161
00:07:54,180 --> 00:07:51,099
having arguments with my father-in-law

162
00:07:57,879 --> 00:07:54,190
yes family can be inspirational that way

163
00:07:59,730 --> 00:07:57,889

a particular type of inspiration we

164

00:08:02,469 --> 00:07:59,740

would have our family get-togethers and

165

00:08:04,990 --> 00:08:02,479

one lunch we started talking about

166

00:08:06,430 --> 00:08:05,000

climate change and my father-in-law

167

00:08:08,409 --> 00:08:06,440

started throwing all these arguments

168

00:08:11,020 --> 00:08:08,419

against climate change and why it's not

169

00:08:14,290 --> 00:08:11,030

happening why humans are causing it why

170

00:08:17,860 --> 00:08:14,300

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

171

00:08:20,770 --> 00:08:17,870

started looking into the science of what

172

00:08:22,749 --> 00:08:20,780

the actual you know research found about

173

00:08:24,670 --> 00:08:22,759

climate change and I found that he

174

00:08:27,730 --> 00:08:24,680

actually turned it to be completely

175

00:08:30,459 --> 00:08:27,740

false it is real it is caused by acid is

176

00:08:33,490 --> 00:08:30,469

bad in anticipation of the next time I

177

00:08:34,430 --> 00:08:33,500

get together I did what I always do

178

00:08:37,430 --> 00:08:34,440

because I'm a

179

00:08:40,399 --> 00:08:37,440

imagine I started building a database of

180

00:08:41,120 --> 00:08:40,409

every possible argument that he might

181

00:08:43,100 --> 00:08:41,130

present

182

00:08:45,200 --> 00:08:43,110

I mean collecting what the peer-reviewed

183

00:08:47,240 --> 00:08:45,210

science say about each particular

184

00:08:49,490 --> 00:08:47,250

argument over time I was building up

185

00:08:52,580 --> 00:08:49,500

this database because I just really

186

00:08:57,160 --> 00:08:52,590

wanted to win that next argument then I

187

00:09:00,170 --> 00:08:57,170

realized other people and also have

188

00:09:01,610 --> 00:09:00,180

cranky ankles or people that they get

189

00:09:04,130 --> 00:09:01,620

named just - is about climate change

190

00:09:06,560 --> 00:09:04,140

with that might also find this a useful

191

00:09:08,750 --> 00:09:06,570

resource so I published it online and

192

00:09:10,580 --> 00:09:08,760

skeptical science I guess overcoming

193

00:09:11,300 --> 00:09:10,590

that perspiration from your

194

00:09:14,240 --> 00:09:11,310

father-in-law

195

00:09:16,310 --> 00:09:14,250

what sort of kept you keeping it going

196

00:09:17,720 --> 00:09:16,320

all these years when I started skeptical

197

00:09:20,810 --> 00:09:17,730

science I was very conscious of the fact

198

00:09:23,000 --> 00:09:20,820

then it's possible to get into this trap

199

00:09:24,980 --> 00:09:23,010

kind of like a hamster spinning in a

200

00:09:26,930 --> 00:09:24,990

wheel we're just blogging and blogging

201
00:09:29,270 --> 00:09:26,940
and throwing content down aha

202
00:09:30,770 --> 00:09:29,280
you know after years of blogging you you

203
00:09:33,470 --> 00:09:30,780
wonder what you got to show for it and

204
00:09:35,960 --> 00:09:33,480
so when I started skeptical science I

205
00:09:38,450 --> 00:09:35,970
very consciously took the approach that

206
00:09:41,180 --> 00:09:38,460
rather than just posting blog post after

207
00:09:44,480 --> 00:09:41,190
blog post rather I was trying to build

208
00:09:45,980 --> 00:09:44,490
up an encyclopedic resource so the whole

209
00:09:48,650 --> 00:09:45,990
website was structured around the idea

210
00:09:51,350 --> 00:09:48,660
of having each denialist argument and

211
00:09:53,300 --> 00:09:51,360
and then scientific explanations of it

212
00:09:55,490 --> 00:09:53,310
and then just gradually building up that

213
00:09:58,340 --> 00:09:55,500

resource to make it more comprehensive

214

00:09:59,870 --> 00:09:58,350

and and also up to date because more

215

00:10:02,630 --> 00:09:59,880

research keeps coming down the pipeline

216

00:10:05,290 --> 00:10:02,640

as I learned more about the psychology

217

00:10:08,600 --> 00:10:05,300

of science - now I learned that people

218

00:10:11,470 --> 00:10:08,610

who reject science for ideological

219

00:10:14,300 --> 00:10:11,480

reasons whether it's political belief or

220

00:10:16,430 --> 00:10:14,310

religious believe there's almost no

221

00:10:19,490 --> 00:10:16,440

convincing them with evidence being

222

00:10:22,130 --> 00:10:19,500

aware of that when you do engage with

223

00:10:24,829 --> 00:10:22,140

deniers I find that it's actually good

224

00:10:25,610 --> 00:10:24,839

for your stress levels to recognize that

225

00:10:26,420 --> 00:10:25,620

you're probably not going to change

226

00:10:28,910 --> 00:10:26,430

their mind

227

00:10:31,250 --> 00:10:28,920

but other people who are watching the

228

00:10:33,050 --> 00:10:31,260

exchange they're your real audience so

229

00:10:36,230 --> 00:10:33,060

when I engage with deniers

230

00:10:38,180 --> 00:10:36,240

I try to use it as a teachable moment to

231

00:10:40,280 --> 00:10:38,190

inoculate everyone else against their

232

00:10:42,680 --> 00:10:40,290

means information and you bring up this

233

00:10:45,410 --> 00:10:42,690

this concept of inoculation against

234

00:10:47,290 --> 00:10:45,420

misinformation a couple of times in your

235

00:10:49,240 --> 00:10:47,300

conversation articles

236

00:10:52,320 --> 00:10:49,250

and more recently you sent me through

237

00:10:54,639 --> 00:10:52,330

the your plus one article on this topic

238

00:10:57,130 --> 00:10:54,649

can you elaborate a little bit on this

239

00:10:59,610 --> 00:10:57,140

concept of inoculation against

240

00:11:03,070 --> 00:10:59,620

misinformation I've been doing a PhD

241

00:11:05,380 --> 00:11:03,080

over the last five years into the

242

00:11:07,900 --> 00:11:05,390

question how do we neutralize

243

00:11:09,790 --> 00:11:07,910

misinformation eventually I happened

244

00:11:11,290 --> 00:11:09,800

upon this body of research into an

245

00:11:13,870 --> 00:11:11,300

occupation which it turns out is

246

00:11:16,690 --> 00:11:13,880

actually over 60 years old it began

247

00:11:20,199 --> 00:11:16,700

around the 1950s and I think what

248

00:11:21,130 --> 00:11:20,209

sparked it was American soldiers being

249

00:11:23,250 --> 00:11:21,140

kidnapped

250

00:11:27,540 --> 00:11:23,260

during the Korean War and then

251
00:11:29,920 --> 00:11:27,550
brainwashed with Korean propaganda and

252
00:11:31,389 --> 00:11:29,930
researchers started looking into how can

253
00:11:34,660 --> 00:11:31,399
you inoculate people from being

254
00:11:38,079 --> 00:11:34,670
brainwashed what they took was this idea

255
00:11:40,269 --> 00:11:38,089
this this metaphor of vaccinations we

256
00:11:42,699 --> 00:11:40,279
can vaccinate people against the disease

257
00:11:44,530 --> 00:11:42,709
by exposing them to a weak form of the

258
00:11:47,199 --> 00:11:44,540
disease and that helps them build up

259
00:11:50,259 --> 00:11:47,209
immunity so psychology researchers

260
00:11:52,449 --> 00:11:50,269
started testing could you inoculate

261
00:11:54,250 --> 00:11:52,459
people against misinformation by

262
00:11:56,800 --> 00:11:54,260
exposing them to a weak form of

263
00:11:57,910 --> 00:11:56,810

misinformation and they found it was

264

00:12:00,310 --> 00:11:57,920

actually one of the most effective ways

265

00:12:01,870 --> 00:12:00,320

of neutralizing misinformation we're

266

00:12:05,740 --> 00:12:01,880

actually designing an experiment right

267

00:12:08,650 --> 00:12:05,750

now testing the idea of inoculating

268

00:12:10,840 --> 00:12:08,660

against misinformation across a variety

269

00:12:13,720 --> 00:12:10,850

of topics including climate change and

270

00:12:16,000 --> 00:12:13,730

vaccinations if it turns out that

271

00:12:17,740 --> 00:12:16,010

inoculation is the way to stop vaccines

272

00:12:20,410 --> 00:12:17,750

in half I think that would be a very

273

00:12:23,980 --> 00:12:20,420

poetic irony just going back to what you

274

00:12:26,139 --> 00:12:23,990

did in your during your your PhD or

275

00:12:27,400 --> 00:12:26,149

during this article that year you sent

276

00:12:30,160 --> 00:12:27,410

me through and we'll put that up on the

277

00:12:32,829 --> 00:12:30,170

on the show notes you compare the

278

00:12:35,199 --> 00:12:32,839

effectiveness of inoculations with with

279

00:12:38,769 --> 00:12:35,209

conditions where the misinforming

280

00:12:41,260 --> 00:12:38,779

messages were left uncorrupted can you

281

00:12:43,960 --> 00:12:41,270

briefly describe what you did in terms

282

00:12:46,449 --> 00:12:43,970

of how did you inoculate people against

283

00:12:48,430 --> 00:12:46,459

misinformation and then evaluate that

284

00:12:51,370 --> 00:12:48,440

that the effective study Nick

285

00:12:53,740 --> 00:12:51,380

inoculation yes sorry in our experiment

286

00:12:57,250 --> 00:12:53,750

well one of our experiments in my plus

287

00:13:00,290 --> 00:12:57,260

one study we took one of the most potent

288

00:13:01,880 --> 00:13:00,300

forms of climate misinformation which is

289

00:13:03,920 --> 00:13:01,890

argument that there's no scientific

290

00:13:06,910 --> 00:13:03,930

consensus on climate change because

291

00:13:09,770 --> 00:13:06,920

31,000 scientists have signed a

292

00:13:12,350 --> 00:13:09,780

statement saying that humans are at

293

00:13:13,970 --> 00:13:12,360

disrupting climate in my experiment I

294

00:13:16,190 --> 00:13:13,980

had one group where I showed them this

295

00:13:18,560 --> 00:13:16,200

misinformation about the 31,000

296

00:13:21,500 --> 00:13:18,570

dissenting scientists and what we found

297

00:13:23,270 --> 00:13:21,510

was the misinformation had different

298

00:13:25,520 --> 00:13:23,280

impact on different types of people

299

00:13:28,400 --> 00:13:25,530

people who were at the left-wing liberal

300

00:13:28,930 --> 00:13:28,410

side of the political spectrum it had no

301
00:13:31,310 --> 00:13:28,940
effect

302
00:13:33,560 --> 00:13:31,320
but people who are at the conservative

303
00:13:35,150 --> 00:13:33,570
end of the political spectrum you have a

304
00:13:37,910 --> 00:13:35,160
strong effect in lowering their

305
00:13:41,030 --> 00:13:37,920
acceptance of climate change that tells

306
00:13:43,970 --> 00:13:41,040
us that calm music nation does have a

307
00:13:45,920 --> 00:13:43,980
negative effect but it works stronger on

308
00:13:48,320 --> 00:13:45,930
certain people compared to other people

309
00:13:50,990 --> 00:13:48,330
and in particular it works strongest on

310
00:13:53,900 --> 00:13:51,000
political conservatives in another group

311
00:13:55,610 --> 00:13:53,910
in my experiment we inoculated them

312
00:13:58,580 --> 00:13:55,620
before we showed them the misinformation

313
00:14:01,160 --> 00:13:58,590

and the inoculation message was

314

00:14:03,620 --> 00:14:01,170

basically just explaining the technique

315

00:14:06,830 --> 00:14:03,630

that the misinformation uses to distort

316

00:14:08,300 --> 00:14:06,840

the facts we didn't even mention the

317

00:14:11,390 --> 00:14:08,310

misinformation will you mention the

318

00:14:14,150 --> 00:14:11,400

31,000 scientists argument we just said

319

00:14:17,390 --> 00:14:14,160

that one way to cast doubt on scientific

320

00:14:20,090 --> 00:14:17,400

consensus is to use fake experts people

321

00:14:22,520 --> 00:14:20,100

who have the impression of being experts

322

00:14:26,300 --> 00:14:22,530

but don't have any actual relevant

323

00:14:29,510 --> 00:14:26,310

expertise and we used some examples of

324

00:14:32,270 --> 00:14:29,520

tobacco advertising that's used that

325

00:14:33,980 --> 00:14:32,280

same technique of fake experts to cast

326

00:14:36,440 --> 00:14:33,990

doubt on the scientific consensus that

327

00:14:38,800 --> 00:14:36,450

smoking causes cancer so that was the

328

00:14:42,440 --> 00:14:38,810

inoculating message then we showed them

329

00:14:44,870 --> 00:14:42,450

31,000 scientists misinformation and we

330

00:14:46,160 --> 00:14:44,880

found that after that group the

331

00:14:48,110 --> 00:14:46,170

misinformation was completely

332

00:14:50,540 --> 00:14:48,120

neutralized that had no effect and

333

00:14:54,200 --> 00:14:50,550

didn't work whether people were liberal

334

00:14:56,750 --> 00:14:54,210

or conservative I was neutralized across

335

00:14:58,910 --> 00:14:56,760

the political spectrum and this is

336

00:15:02,180 --> 00:14:58,920

probably I think one of the most

337

00:15:04,070 --> 00:15:02,190

exciting aspects of of the research it

338

00:15:07,630 --> 00:15:04,080

means that you can neutralize

339

00:15:10,610 --> 00:15:07,640

misinformation even if the ideologically

340

00:15:12,770 --> 00:15:10,620

predisposed to believe the message and

341

00:15:13,560 --> 00:15:12,780

whether people are conservative or

342

00:15:15,180 --> 00:15:13,570

liberal

343

00:15:17,100 --> 00:15:15,190

no one wants to be misled no one wants

344

00:15:18,270 --> 00:15:17,110

to be tricked but you can explain the

345

00:15:20,340 --> 00:15:18,280

techniques used to trick them

346

00:15:21,300 --> 00:15:20,350

potentially you can neutralize that

347

00:15:23,280 --> 00:15:21,310

misinformation

348

00:15:25,230 --> 00:15:23,290

I wrote a follow-up paper after the PLoS

349

00:15:27,600 --> 00:15:25,240

ONE paper with civil University of

350

00:15:30,380 --> 00:15:27,610

Queensland philosophers we I guess

351
00:15:33,480 --> 00:15:30,390
offered some practical ways to expose

352
00:15:37,260 --> 00:15:33,490
logical fallacies and misinforming

353
00:15:40,050 --> 00:15:37,270
techniques using a practical parallel

354
00:15:43,290 --> 00:15:40,060
argumentation and the idea there is

355
00:15:47,010 --> 00:15:43,300
quite simple take the logical fallacy in

356
00:15:49,890 --> 00:15:47,020
a bad argument and translate that policy

357
00:15:52,560 --> 00:15:49,900
or translate that logic into a different

358
00:15:54,000 --> 00:15:52,570
contact to make the bad logic obvious

359
00:15:55,320 --> 00:15:54,010
I'll give you an example because it's

360
00:15:59,160 --> 00:15:55,330
sort of what I've said sounds very

361
00:16:01,320 --> 00:15:59,170
abstract one of the most common

362
00:16:03,270 --> 00:16:01,330
arguments against climate change is that

363
00:16:05,520 --> 00:16:03,280

climate has changed naturally in the

364

00:16:08,130 --> 00:16:05,530

past therefore what's happening now must

365

00:16:10,350 --> 00:16:08,140

be natural as well it's probably the

366

00:16:12,660 --> 00:16:10,360

most common denialists argument but if

367

00:16:14,070 --> 00:16:12,670

you take the logic of that argument and

368

00:16:17,310 --> 00:16:14,080

translate it into a different situation

369

00:16:19,620 --> 00:16:17,320

you see just how ridiculous it is it's

370

00:16:21,060 --> 00:16:19,630

like finding a dead body with a big

371

00:16:23,520 --> 00:16:21,070

knife sticking out of its back and

372

00:16:26,730 --> 00:16:23,530

saying well people have died of natural

373

00:16:29,880 --> 00:16:26,740

causes in the past so this person must

374

00:16:32,070 --> 00:16:29,890

have died of natural causes as well the

375

00:16:34,620 --> 00:16:32,080

argument commits the logical fallacy of

376

00:16:37,200 --> 00:16:34,630

non sequitur or jumping to conclusions I

377

00:16:39,300 --> 00:16:37,210

wanted to know from from your experience

378

00:16:42,960 --> 00:16:39,310

why do you think people are so invested

379

00:16:44,730 --> 00:16:42,970

in climate change being being a hoax and

380

00:16:47,690 --> 00:16:44,740

you and you did mention things like

381

00:16:50,220 --> 00:16:47,700

their own political or perhaps

382

00:16:52,350 --> 00:16:50,230

ideological backgrounds and and it's a

383

00:16:55,950 --> 00:16:52,360

bit evident in our current Australian

384

00:16:57,660 --> 00:16:55,960

and US government members but what do

385

00:17:00,510 --> 00:16:57,670

you think is motivating these people the

386

00:17:01,830 --> 00:17:00,520

most a great study published by some

387

00:17:04,439 --> 00:17:01,840

university Queensland researchers

388

00:17:07,620 --> 00:17:04,449

actually my colleague is Matti horns lan

389

00:17:09,390 --> 00:17:07,630

Kelly building they did a meta-analysis

390

00:17:12,030 --> 00:17:09,400

or a survey of surveys they looked at

391

00:17:14,220 --> 00:17:12,040

all the different studies examining what

392

00:17:17,310 --> 00:17:14,230

drives people's attitudes about climate

393

00:17:19,079 --> 00:17:17,320

change and I found that there were lots

394

00:17:22,350 --> 00:17:19,089

of different factors age income

395

00:17:24,600 --> 00:17:22,360

education level so on but the really two

396

00:17:26,199 --> 00:17:24,610

big ones that jumped up like skyscrapers

397

00:17:29,289 --> 00:17:26,209

compared to all the other drivers

398

00:17:31,269 --> 00:17:29,299

number two was political ideology if you

399

00:17:33,940 --> 00:17:31,279

hold conservative beliefs you believe in

400

00:17:36,460 --> 00:17:33,950

small government you believe in free and

401
00:17:39,909 --> 00:17:36,470
regulated markets then you don't want to

402
00:17:42,249 --> 00:17:39,919
see markets like the fossil fuel

403
00:17:44,830 --> 00:17:42,259
industry get regulated you know like the

404
00:17:48,070 --> 00:17:44,840
solutions to climate change like trying

405
00:17:50,710 --> 00:17:48,080
to restrict carbon emissions and not

406
00:17:52,570 --> 00:17:50,720
liking the solutions people tend to come

407
00:17:54,970 --> 00:17:52,580
just denied it as a problem in the first

408
00:17:57,759 --> 00:17:54,980
place but the number one driver of

409
00:18:00,369 --> 00:17:57,769
climate denial is political affiliation

410
00:18:03,310 --> 00:18:00,379
what political party you belong to or

411
00:18:06,720 --> 00:18:03,320
what what tribe do you aunty

412
00:18:08,799 --> 00:18:06,730
this driver of people's attitudes is a

413
00:18:12,039 --> 00:18:08,809

universal human condition we're all

414

00:18:14,739 --> 00:18:12,049

we're all prattling the power of social

415

00:18:18,369 --> 00:18:14,749

norming is way more powerful of them

416

00:18:20,889 --> 00:18:18,379

then we would like to think and so

417

00:18:23,889 --> 00:18:20,899

that's that's really a difficult barrier

418

00:18:27,009 --> 00:18:23,899

to overcome because tribal affiliation

419

00:18:29,529 --> 00:18:27,019

is just a super powerful psychological

420

00:18:32,529 --> 00:18:29,539

driver I have to ask this one have you

421

00:18:34,419 --> 00:18:32,539

ever managed to turn a true climate

422

00:18:38,889 --> 00:18:34,429

skeptic or how did you go with you with

423

00:18:41,169 --> 00:18:38,899

your father in law intronic member as I

424

00:18:43,779 --> 00:18:41,179

said it's almost impossible to change

425

00:18:46,060 --> 00:18:43,789

the climate deniers mind and I learned

426

00:18:49,269 --> 00:18:46,070

with my father in law that people whose

427

00:18:51,460 --> 00:18:49,279

attitudes are not based on evidence can

428

00:18:53,619 --> 00:18:51,470

be persuaded by evidence and so now I

429

00:18:55,930 --> 00:18:53,629

haven't changed his mind however there

430

00:18:58,180 --> 00:18:55,940

have been a few cases that so I'm not

431

00:19:00,639 --> 00:18:58,190

saying with this no hope and probably

432

00:19:01,239 --> 00:19:00,649

the most prominent example in my life is

433

00:19:03,369 --> 00:19:01,249

my dad

434

00:19:06,129 --> 00:19:03,379

so we also would have arguments about

435

00:19:09,430 --> 00:19:06,139

climate change and then after years of

436

00:19:10,960 --> 00:19:09,440

arguing one day my dad said son I do

437

00:19:13,330 --> 00:19:10,970

believe that humans are causing global

438

00:19:15,580 --> 00:19:13,340

warming and I nearly fell off my chair

439

00:19:18,129 --> 00:19:15,590

and who knows I was halfway through my

440

00:19:19,690 --> 00:19:18,139

PhD into the psychology of denial so I

441

00:19:23,889 --> 00:19:19,700

thought wow this is a great opportunity

442

00:19:26,470 --> 00:19:23,899

to peer under the hood and so I tried I

443

00:19:29,350 --> 00:19:26,480

just casually did so what changed her

444

00:19:36,249 --> 00:19:29,360

mind then and he said oh no I've always

445

00:19:39,170 --> 00:19:36,259

thought this okay I guess I guess I

446

00:19:40,700 --> 00:19:39,180

won't get to peer under the hood but

447

00:19:43,550 --> 00:19:40,710

actually I think I figured out what

448

00:19:47,000 --> 00:19:43,560

happened with him if GE is proud of that

449

00:19:49,310 --> 00:19:47,010

he figured out that it actually was a

450

00:19:51,980 --> 00:19:49,320

financial no-brainer for him to get

451

00:19:54,470 --> 00:19:51,990

solar panels on his roof with the the

452

00:19:56,090 --> 00:19:54,480

feed-in tariffs in Queensland a solar

453

00:19:57,680 --> 00:19:56,100

panels on your roof would actually get

454

00:19:59,990 --> 00:19:57,690

paid off within a few years and then you

455

00:20:02,690 --> 00:20:00,000

get free electricity he got solar panels

456

00:20:04,250 --> 00:20:02,700

and every three months he'd called me up

457

00:20:07,040 --> 00:20:04,260

and tell me how much money he was

458

00:20:08,600 --> 00:20:07,050

getting in a check from an electricity

459

00:20:12,020 --> 00:20:08,610

company rather than having to pay a bill

460

00:20:14,480 --> 00:20:12,030

and there's a curious thing with the

461

00:20:18,170 --> 00:20:14,490

human brain when our behavior and our

462

00:20:20,000 --> 00:20:18,180

beliefs conflict we experiences

463

00:20:23,660 --> 00:20:20,010

discomfort called cognitive dissonance

464

00:20:25,430 --> 00:20:23,670

and usually you know like we might

465

00:20:28,580 --> 00:20:25,440

believe we should be good people but we

466

00:20:31,670 --> 00:20:28,590

did something bad and we have to try to

467

00:20:34,640 --> 00:20:31,680

you know change our behavior to come in

468

00:20:36,650 --> 00:20:34,650

line with our beliefs but sometimes we

469

00:20:39,890 --> 00:20:36,660

can be behaving well but believing

470

00:20:43,160 --> 00:20:39,900

something bad and in the beliefs change

471

00:20:45,070 --> 00:20:43,170

to become consistent with the behavior I

472

00:20:47,890 --> 00:20:45,080

think that my dad was behaving

473

00:20:50,540 --> 00:20:47,900

environmentally and then his beliefs

474

00:20:53,900 --> 00:20:50,550

evolved to become more environmentally

475

00:20:56,060 --> 00:20:53,910

friendly as well and it just goes to

476

00:20:58,460 --> 00:20:56,070

show that belief and behavior change

477

00:21:01,340 --> 00:20:58,470

aren't always a one-way street it can go

478

00:21:04,490 --> 00:21:01,350

both ways and so there's multiple ways

479

00:21:06,350 --> 00:21:04,500

not what have been used to changing but

480

00:21:09,680 --> 00:21:06,360

people's behavior and their beliefs and

481

00:21:11,510 --> 00:21:09,690

perhaps just in on a fun note I guess

482

00:21:14,210 --> 00:21:11,520

what's your favorite climate change

483

00:21:16,520 --> 00:21:14,220

argument to debunk my favourite argument

484

00:21:19,520 --> 00:21:16,530

to debunk given that it's the most

485

00:21:22,400 --> 00:21:19,530

potent argument the 31,000 dissenting

486

00:21:23,690 --> 00:21:22,410

scientists my PhD was not only focused

487

00:21:27,050 --> 00:21:23,700

on the psychology of denial

488

00:21:29,090 --> 00:21:27,060

it was also denial around one particular

489

00:21:31,300 --> 00:21:29,100

misconception which was that there's no

490

00:21:34,880 --> 00:21:31,310

scientific consensus I did a lot of

491

00:21:37,790 --> 00:21:34,890

studies research testing the impact of

492

00:21:39,830 --> 00:21:37,800

communicating the 97% consensus the fact

493

00:21:41,830 --> 00:21:39,840

that 97% of climate scientists agree

494

00:21:44,840 --> 00:21:41,840

that humans are causing global warming

495

00:21:47,480 --> 00:21:44,850

and don't turned out to be one of the

496

00:21:49,940 --> 00:21:47,490

most potent statements or facts about

497

00:21:50,799 --> 00:21:49,950

climate change it's just a single number

498

00:21:52,600 --> 00:21:50,809

communicate

499

00:21:54,070 --> 00:21:52,610

people the scientists agree there's

500

00:21:55,840 --> 00:21:54,080

overwhelming scientific consensus

501
00:21:58,200 --> 00:21:55,850
because most people don't realize that

502
00:22:03,190 --> 00:21:58,210
like when we published our first paper

503
00:22:05,590 --> 00:22:03,200
in 2013 communicating the 97% consensus

504
00:22:07,899 --> 00:22:05,600
President Obama tweeted it Prime

505
00:22:11,560 --> 00:22:07,909
Minister David Cameron mentioned it in a

506
00:22:14,289 --> 00:22:11,570
speech and a hell of a lot of media

507
00:22:17,440 --> 00:22:14,299
attention and so I guess I guess it has

508
00:22:19,480 --> 00:22:17,450
been a long time focusing on this well

509
00:22:22,149 --> 00:22:19,490
you're doing really good work John and

510
00:22:23,980 --> 00:22:22,159
and I really appreciate you getting on

511
00:22:27,070 --> 00:22:23,990
to Scott with me all the way from the US

512
00:22:29,619 --> 00:22:27,080
wonders of technology and and discussing

513
00:22:32,259 --> 00:22:29,629

your work because I think it's it is

514

00:22:35,379 --> 00:22:32,269

something that we're all trying to do is

515

00:22:37,749 --> 00:22:35,389

escape --tx is to inoculate or

516

00:22:41,289 --> 00:22:37,759

neutralize misinformation but definitely

517

00:22:44,169 --> 00:22:41,299

having some science behind the best way

518

00:22:46,570 --> 00:22:44,179

to do do that will certainly help us all

519

00:22:49,580 --> 00:22:46,580

along the way so thank you so much for

520

00:23:18,370 --> 00:22:49,590

joining me thanks for having me Polly

521

00:23:24,700 --> 00:23:20,890

what you know huh I'm not the dreaded

522

00:23:26,590 --> 00:23:24,710

flu ah don't tell the anti-vaxxers but

523

00:23:29,500 --> 00:23:26,600

Australian skeptics Inc will be hosting

524

00:23:30,730 --> 00:23:29,510

a flu vaccination day for Sydneysiders

525

00:23:33,250 --> 00:23:30,740

at the East

526

00:23:36,250 --> 00:23:33,260

Sydney doctors clinic on Saturday the

527

00:23:38,920 --> 00:23:36,260

19th of May from 2:00 p.m. you will need

528

00:23:41,260 --> 00:23:38,930

to register so we can keep tabs on the

529

00:23:44,140 --> 00:23:41,270

numbers and that link can be found at

530

00:23:48,880 --> 00:23:44,150

skeptics calm day you look for the link

531

00:23:50,320 --> 00:23:48,890

in this week's show notes the Royal

532

00:23:52,270 --> 00:23:50,330

Australian College of General

533

00:23:55,030 --> 00:23:52,280

Practitioners recommends that flu

534

00:23:58,120 --> 00:23:55,040

vaccinations should be timed to cover

535

00:24:00,610 --> 00:23:58,130

you during Australia's flu season which

536

00:24:02,710 --> 00:24:00,620

runs from June to September peaking in

537

00:24:05,530 --> 00:24:02,720

August the protection offered by the

538

00:24:09,250 --> 00:24:05,540

vaccination may begin to wear off after

539

00:24:11,620 --> 00:24:09,260

3 or 4 months so an injection in May is

540

00:24:14,590 --> 00:24:11,630

good timing to maximize its

541

00:24:17,320 --> 00:24:14,600

effectiveness while Australian sceptic

542

00:24:21,580 --> 00:24:17,330

Singh will be donating 30 vaccines to

543

00:24:24,250 --> 00:24:21,590

attendees you may be eligible for free

544

00:24:26,410 --> 00:24:24,260

vaccinations under Medicare those

545

00:24:28,900 --> 00:24:26,420

eligible include all children aged 6

546

00:24:31,680 --> 00:24:28,910

months to less than 5 years of age all

547

00:24:34,840 --> 00:24:31,690

individuals aged 5 years and over with

548

00:24:36,460 --> 00:24:34,850

specific medical risk conditions all

549

00:24:40,120 --> 00:24:36,470

Aboriginal and Torres Strait Islander

550

00:24:44,350 --> 00:24:40,130

people aged 15 years and over pregnant

551
00:24:46,899 --> 00:24:44,360
women and people aged 65 and over

552
00:24:48,669 --> 00:24:46,909
the flu vaccination clinic will be run

553
00:24:51,690 --> 00:24:48,679
by Australian skeptics in committee

554
00:24:54,310 --> 00:24:51,700
members dr. Brad can Trish hand any

555
00:24:59,049 --> 00:24:54,320
unused vaccines will be donated to the

556
00:25:02,710 --> 00:24:59,059
community remember bring your Medicare

557
00:25:05,590 --> 00:25:02,720
card so Sydneysiders if you're after a

558
00:25:08,500 --> 00:25:05,600
flu vaccination this year and you're

559
00:25:10,860 --> 00:25:08,510
free on the 19th of May why not come

560
00:25:14,440 --> 00:25:10,870
along to the Australian skeptics Inc

561
00:25:15,180 --> 00:25:14,450
vaccination clinic links on this week's

562
00:25:40,480 --> 00:25:15,190
show notes

563
00:25:44,750 --> 00:25:40,490

[Music]

564

00:25:46,490 --> 00:25:44,760

hello hello and joining me now all the

565

00:25:49,430 --> 00:25:46,500

way from sunny Brisbane is the

566

00:25:52,190 --> 00:25:49,440

Australian skeptics social media and

567

00:25:53,000 --> 00:25:52,200

community manager Lauren Cochran hello

568

00:25:56,780 --> 00:25:53,010

Lauren

569

00:25:58,700 --> 00:25:56,790

how are you I'm very well alone very

570

00:26:01,300 --> 00:25:58,710

well indeed I thought I'd give you a

571

00:26:03,680 --> 00:26:01,310

call contact you because you've recently

572

00:26:05,540 --> 00:26:03,690

started in this position as a social

573

00:26:08,120 --> 00:26:05,550

media and community manager a bit of a

574

00:26:09,440 --> 00:26:08,130

mouthful for the Australian skeptics and

575

00:26:11,270 --> 00:26:09,450

I was hoping that you could tell our

576

00:26:16,400 --> 00:26:11,280

audience a little bit about what you do

577

00:26:19,910 --> 00:26:16,410

and why you do it yes well I've been

578

00:26:21,680 --> 00:26:19,920

welcoming up to 2 months now and that

579

00:26:24,050 --> 00:26:21,690

time has been looking at how social

580

00:26:27,740 --> 00:26:24,060

media for the organisation has been used

581

00:26:30,740 --> 00:26:27,750

in the past and strategizing about how

582

00:26:34,040 --> 00:26:30,750

we can better use online and social

583

00:26:36,650 --> 00:26:34,050

media to communicate with skeptics and

584

00:26:38,630 --> 00:26:36,660

the general public and I think people

585

00:26:41,300 --> 00:26:38,640

who certainly follow the Australian

586

00:26:44,930 --> 00:26:41,310

skeptics on Facebook strange skeptics on

587

00:26:47,450 --> 00:26:44,940

Facebook would notice especially in the

588

00:26:49,640 --> 00:26:47,460

last six weeks or so a quite an increase

589

00:26:51,890 --> 00:26:49,650

in posting how do you go about doing

590

00:27:01,910 --> 00:26:51,900

your job where did you get all these

591

00:27:03,470 --> 00:27:01,920

interesting posts well so I just I find

592

00:27:05,120 --> 00:27:03,480

the articles as they pop up and think

593

00:27:07,280 --> 00:27:05,130

that's a really good one to share all

594

00:27:11,360 --> 00:27:07,290

tuck that away and share that in a day

595

00:27:17,870 --> 00:27:11,370

or two it's really a combination of

596

00:27:20,150 --> 00:27:17,880

hunting it down and dumb luck you don't

597

00:27:22,850 --> 00:27:20,160

just post purely skeptical things and

598

00:27:24,890 --> 00:27:22,860

I'm the old school and I think sceptical

599

00:27:26,600 --> 00:27:24,900

and my mind is always racing for UFOs

600

00:27:26,930 --> 00:27:26,610

and talking to the dead and that sort of

601
00:27:28,760 --> 00:27:26,940
thing

602
00:27:31,490 --> 00:27:28,770
but yep you're you're casting your net

603
00:27:34,610 --> 00:27:31,500
quite wide I think things of general

604
00:27:35,980 --> 00:27:34,620
interest to skeptics yes and one of the

605
00:27:39,670 --> 00:27:35,990
things at the moment that I'm really

606
00:27:42,950 --> 00:27:39,680
focusing on or trying to focus on is the

607
00:27:44,440 --> 00:27:42,960
the topic of vaccination because the

608
00:27:46,670 --> 00:27:44,450
Australian skeptics have their

609
00:27:49,940 --> 00:27:46,680
vaccination day

610
00:27:53,610 --> 00:27:49,950
and as part of that I'm just trying to

611
00:27:55,170 --> 00:27:53,620
increase the knowledge of what's in the

612
00:27:58,890 --> 00:27:55,180
media at the moment about immunization

613
00:28:01,260 --> 00:27:58,900

so skeptics can read these articles take

614

00:28:04,020 --> 00:28:01,270

it away with them and have to have

615

00:28:06,330 --> 00:28:04,030

conversations with others that might not

616

00:28:09,120 --> 00:28:06,340

be skeptics or might not understand at

617

00:28:11,070 --> 00:28:09,130

certain topics and how's the feedback

618

00:28:13,230 --> 00:28:11,080

going especially on things like Facebook

619

00:28:15,420 --> 00:28:13,240

and Twitter and things like that are you

620

00:28:17,310 --> 00:28:15,430

finding that we're getting when I say

621

00:28:20,540 --> 00:28:17,320

we're I'm speaking with my Australian

622

00:28:23,550 --> 00:28:20,550

skeptics hat on more engagement

623

00:28:27,000 --> 00:28:23,560

definitely I am a data and analytics

624

00:28:28,920 --> 00:28:27,010

endured so I sit there and I've got my

625

00:28:30,390 --> 00:28:28,930

little dashboard that I can see that

626

00:28:33,210 --> 00:28:30,400

we've got so many likes and so many

627

00:28:36,000 --> 00:28:33,220

comments and this particular post that

628

00:28:38,970 --> 00:28:36,010

just go viral and I get you know do my

629

00:28:42,150 --> 00:28:38,980

little invisible fist pump and get quite

630

00:28:46,680 --> 00:28:42,160

excited when when something just blows

631

00:28:49,140 --> 00:28:46,690

up in comparison to you know a regular

632

00:28:51,080 --> 00:28:49,150

everyday post well what's it was broadly

633

00:28:54,480 --> 00:28:51,090

what's the topics of people like to

634

00:28:56,790 --> 00:28:54,490

reply to or interact with definitely

635

00:29:00,600 --> 00:28:56,800

vaccination no that's that's that's a

636

00:29:05,250 --> 00:29:00,610

really huge one as well and also

637

00:29:08,490 --> 00:29:05,260

interestingly Alex Jones Alex

638

00:29:10,530 --> 00:29:08,500

obviously is us-based but he has such a

639

00:29:12,780 --> 00:29:10,540

massive rich in all of these lawsuits

640

00:29:15,750 --> 00:29:12,790

that are coming out that sorry the

641

00:29:17,880 --> 00:29:15,760

defamation lawsuits that are coming out

642

00:29:19,370 --> 00:29:17,890

of the woodwork at the moment I'm

643

00:29:22,020 --> 00:29:19,380

finding that those persons as well

644

00:29:24,750 --> 00:29:22,030

generating quite a bit of interest they

645

00:29:27,980 --> 00:29:24,760

he forgive me if I haven't got this

646

00:29:30,870 --> 00:29:27,990

quite right I think he's the one who is

647

00:29:34,410 --> 00:29:30,880

using the conspiracy theory that there

648

00:29:37,590 --> 00:29:34,420

are crisis actors for tragedies correct

649

00:29:40,890 --> 00:29:37,600

and now parents from Sandy Hook one of

650

00:29:43,530 --> 00:29:40,900

the Florida Clearview shooters and one

651
00:29:47,490 --> 00:29:43,540
of the other mass shootings as well has

652
00:29:50,120 --> 00:29:47,500
come out and start started to sue him

653
00:29:52,530 --> 00:29:50,130
for defamation which is a good thing and

654
00:29:55,500 --> 00:29:52,540
I'm really looking forward to watching

655
00:29:57,210 --> 00:29:55,510
those 33 courts yes that's quite

656
00:29:59,680 --> 00:29:57,220
interesting because

657
00:30:03,250 --> 00:29:59,690
listeners may well remember last year I

658
00:30:05,650 --> 00:30:03,260
attended saikhan in Las Vegas and one of

659
00:30:07,690 --> 00:30:05,660
the windows in fact the window of the

660
00:30:09,760 --> 00:30:07,700
room music being used by the skeptics

661
00:30:12,880 --> 00:30:09,770
guide to the universe overlooked one of

662
00:30:14,860 --> 00:30:12,890
the one of the areas where there was a

663
00:30:16,360 --> 00:30:14,870

mass shooting last year so that was

664

00:30:18,460 --> 00:30:16,370

quite eerie and to think that there are

665

00:30:20,560 --> 00:30:18,470

people Hawking this conspiracy theory

666

00:30:23,140 --> 00:30:20,570

around that there are crisis actors and

667

00:30:26,260 --> 00:30:23,150

it's all the makers it's quite insulting

668

00:30:27,910 --> 00:30:26,270

really yes and it's really good to see

669

00:30:30,130 --> 00:30:27,920

them getting there well hopefully

670

00:30:31,510 --> 00:30:30,140

getting their comeuppance in court well

671

00:30:32,890 --> 00:30:31,520

I'm not surprised this is the sort of

672

00:30:36,280 --> 00:30:32,900

thing you're finding that people there

673

00:30:38,020 --> 00:30:36,290

like to interact with now just briefly

674

00:30:42,210 --> 00:30:38,030

Lauren you're no stranger to the world

675

00:30:45,040 --> 00:30:42,220

of skepticism I you know I've been

676

00:30:46,300 --> 00:30:45,050

involved in skepticism for about the

677

00:30:48,190 --> 00:30:46,310

same amount of time I've been involved

678

00:30:50,530 --> 00:30:48,200

in social media oppose anything you've

679

00:30:53,290 --> 00:30:50,540

got this the other day that my first

680

00:30:56,320 --> 00:30:53,300

role in social media and online

681

00:30:57,820 --> 00:30:56,330

communications was 10 years ago and that

682

00:31:00,610 --> 00:30:57,830

was about the time that I started to

683

00:31:04,300 --> 00:31:00,620

think make me I'm a skeptic and then I

684

00:31:06,220 --> 00:31:04,310

found the Australian skeptics and

685

00:31:08,860 --> 00:31:06,230

started to go to the conventions and

686

00:31:11,230 --> 00:31:08,870

started to meet people in real life so

687

00:31:13,360 --> 00:31:11,240

it's quite fitting now that I

688

00:31:15,550 --> 00:31:13,370

I am now working with the Australian

689

00:31:17,890 --> 00:31:15,560

skeptics yeah I think the first time I

690

00:31:20,620 --> 00:31:17,900

met you is in Canberra Australian

691

00:31:25,360 --> 00:31:20,630

skeptics convention and people may

692

00:31:27,370 --> 00:31:25,370

remember you or may like to know that in

693

00:31:29,020 --> 00:31:27,380

my documentary I made a few years back

694

00:31:31,090 --> 00:31:29,030

called the vaccination Chronicles right

695

00:31:33,610 --> 00:31:31,100

at the beginning of the movie there's a

696

00:31:35,650 --> 00:31:33,620

little the musical theme and there's a

697

00:31:37,840 --> 00:31:35,660

this wonderful mom in the playground

698

00:31:46,290 --> 00:31:37,850

were the two tiny little kids running

699

00:31:50,790 --> 00:31:48,840

it's a wonderful little time capsule

700

00:31:53,140 --> 00:31:50,800

capsule and at the end of the

701
00:31:55,360 --> 00:31:53,150
documentary you can be seen where we

702
00:31:57,100 --> 00:31:55,370
interviewed you about your feelings

703
00:31:58,840 --> 00:31:57,110
about it but I always like looking at

704
00:32:00,460 --> 00:31:58,850
the beginning because we found a nice

705
00:32:02,200 --> 00:32:00,470
little parking and your daughters

706
00:32:04,510 --> 00:32:02,210
running around going up the slippery dip

707
00:32:07,690 --> 00:32:04,520
and I think it's just a wonderful little

708
00:32:09,430 --> 00:32:07,700
segment yes yes it's very cute to see

709
00:32:11,020 --> 00:32:09,440
both of them looking so chubby cheeked

710
00:32:14,470 --> 00:32:11,030
and and happy

711
00:32:18,430 --> 00:32:14,480
yes not so little anymore

712
00:32:20,320 --> 00:32:18,440
Lorna it's great to have you working for

713
00:32:23,320 --> 00:32:20,330

the Australian skeptics in this capacity

714

00:32:26,170 --> 00:32:23,330

and as I know from your reports the

715

00:32:27,760 --> 00:32:26,180

increase in now interacting or

716

00:32:31,240 --> 00:32:27,770

interactivity or I don't know how you'd

717

00:32:34,450 --> 00:32:31,250

phrase that exactly our feedback and our

718

00:32:37,870 --> 00:32:34,460

online presence has been helped even at

719

00:32:39,910 --> 00:32:37,880

this early stage and what's the idea

720

00:32:42,820 --> 00:32:39,920

going forward what would what do you

721

00:32:44,170 --> 00:32:42,830

foresee happening well I have to keep a

722

00:32:48,160 --> 00:32:44,180

few things under my hat

723

00:32:50,200 --> 00:32:48,170

reel it in time but I do think that it's

724

00:32:52,600 --> 00:32:50,210

a sign of a forward-thinking skeptical

725

00:32:55,270 --> 00:32:52,610

organization to appoint a dedicated

726
00:32:57,070 --> 00:32:55,280
social media person because volunteer

727
00:32:59,080 --> 00:32:57,080
committee members like yourself you've

728
00:33:00,670 --> 00:32:59,090
got lives you've got committee meetings

729
00:33:03,310 --> 00:33:00,680
and subcommittee meetings and all of

730
00:33:05,590 --> 00:33:03,320
that stuff that goes with it so to keep

731
00:33:07,900 --> 00:33:05,600
social media channels running and to

732
00:33:11,050 --> 00:33:07,910
think strategically about what can we do

733
00:33:12,610 --> 00:33:11,060
next that's a big ask for a volunteer to

734
00:33:13,870 --> 00:33:12,620
do in amongst everything else that

735
00:33:15,160 --> 00:33:13,880
they've got going on in their lives and

736
00:33:18,520 --> 00:33:15,170
I guess that's how I fit into the

737
00:33:20,890 --> 00:33:18,530
picture I can be the eyes mouth and ears

738
00:33:23,890 --> 00:33:20,900

of the organization while the committee

739

00:33:26,020 --> 00:33:23,900

does all of the important stuff and and

740

00:33:30,400 --> 00:33:26,030

find some balance in their lives well

741

00:33:33,580 --> 00:33:30,410

I'm looking at how we can better utilize

742

00:33:36,040 --> 00:33:33,590

our existing social media channels I'm

743

00:33:38,590 --> 00:33:36,050

also looking at can we can we can we

744

00:33:41,740 --> 00:33:38,600

look at other channels can we reach out

745

00:33:44,920 --> 00:33:41,750

to the general public in different ways

746

00:33:47,680 --> 00:33:44,930

on a couple of social media networks

747

00:33:49,870 --> 00:33:47,690

around but Instagram or snapchat how can

748

00:33:52,360 --> 00:33:49,880

we use platforms like that to

749

00:33:54,610 --> 00:33:52,370

communicate a skeptical message I think

750

00:33:57,820 --> 00:33:54,620

it's absolutely in this day and age loan

751

00:34:01,060 --> 00:33:57,830

I think this is absolutely vital and I

752

00:34:03,460 --> 00:34:01,070

was just flashed an old memory flashed

753

00:34:04,870 --> 00:34:03,470

across my mind some years back you and I

754

00:34:06,190 --> 00:34:04,880

were together and we were doing

755

00:34:08,230 --> 00:34:06,200

something and I was trying to look up

756

00:34:10,149 --> 00:34:08,240

something on my iPad on my iPhone and I

757

00:34:11,470 --> 00:34:10,159

was having trouble can you grabbed it

758

00:34:16,540 --> 00:34:11,480

off me and said here give it to a

759

00:34:19,899 --> 00:34:16,550

millennial also I think I'm technically

760

00:34:23,680 --> 00:34:19,909

classes as any you'll what now as any

761

00:34:24,100 --> 00:34:23,690

old words though with an ex apparently

762

00:34:28,540 --> 00:34:24,110

where

763

00:34:31,120 --> 00:34:28,550

and 1983

764

00:34:35,770 --> 00:34:31,130

good grief so people can surmise my age

765

00:34:38,350 --> 00:34:35,780

from that all these terms it's a bit too

766

00:34:39,730 --> 00:34:38,360

much lordy yes thank you so much for

767

00:34:42,160 --> 00:34:39,740

your work so far it's great to have you

768

00:34:44,650 --> 00:34:42,170

on board and and again I think we're

769

00:34:46,810 --> 00:34:44,660

we're seeing the results and folks out

770

00:34:48,370 --> 00:34:46,820

there who are involved in skeptical

771

00:34:51,250 --> 00:34:48,380

movements around the world if you don't

772

00:34:52,810 --> 00:34:51,260

have a dedicated media manager it's

773

00:34:53,650 --> 00:34:52,820

something you should look into because I

774

00:34:55,660 --> 00:34:53,660

think so father

775

00:34:58,780 --> 00:34:55,670

the Australian skeptics are noticing the

776
00:35:01,510 --> 00:34:58,790
benefits Lauren Cochrane I look forward

777
00:35:02,070 --> 00:35:01,520
to our next meeting but for now thank

778
00:35:17,850 --> 00:35:02,080
you very much

779
00:35:35,660 --> 00:35:30,040
[Music]

780
00:35:39,599 --> 00:35:35,670
skeptical 20:18 conference registration

781
00:35:45,250 --> 00:35:42,700
registration for sceptical 2018

782
00:35:47,589 --> 00:35:45,260
conference the 9th Northern California

783
00:35:48,690 --> 00:35:47,599
gathering on science and skepticism is

784
00:35:51,370 --> 00:35:48,700
now open

785
00:35:54,220 --> 00:35:51,380
skeptical is excited to bring a stellar

786
00:35:57,309 --> 00:35:54,230
list of speakers on timely and important

787
00:35:59,380 --> 00:35:57,319
topics to you this June this year's

788
00:36:02,710 --> 00:35:59,390

event will be held at the Shattuck Hotel

789

00:36:05,799 --> 00:36:02,720

Plaza in Berkeley California on Sunday

790

00:36:08,020 --> 00:36:05,809

the 10th of June 2018 the diverse

791

00:36:10,620 --> 00:36:08,030

speakers will give you tools to

792

00:36:12,849 --> 00:36:10,630

understand bad science and fake views

793

00:36:15,339 --> 00:36:12,859

enlighten you about homelessness and

794

00:36:17,859 --> 00:36:15,349

artificial intelligence protect your

795

00:36:20,700 --> 00:36:17,869

children from being hacked and maybe

796

00:36:23,020 --> 00:36:20,710

even by being abducted by aliens

797

00:36:24,809 --> 00:36:23,030

information on the speakers and their

798

00:36:30,220 --> 00:36:24,819

topics can be found at the website

799

00:36:33,220 --> 00:36:30,230

skeptic Alcon calm skeptical work hard

800

00:36:35,829 --> 00:36:33,230

to make this a thought-provoking timely

801
00:36:39,540 --> 00:36:35,839
subjects top-notch world-class speakers

802
00:36:42,309 --> 00:36:39,550
low cost under \$50 one-day conference

803
00:36:45,549 --> 00:36:42,319
discount rates are available before the

804
00:36:48,930 --> 00:36:45,559
15th of May to grab those early tickets

805
00:36:51,940 --> 00:36:48,940
and for more information visit skeptical

806
00:36:53,890 --> 00:36:51,950
con-com more just look for the links in

807
00:37:01,090 --> 00:36:53,900
this week's show notes

808
00:37:01,100 --> 00:37:18,430
[Music]

809
00:37:22,970 --> 00:37:20,839
thank you for listening to the skeptics

810
00:37:25,640 --> 00:37:22,980
are now news about the skeptic zone cats

811
00:37:26,589 --> 00:37:25,650
some of you may have noticed about a

812
00:37:29,859 --> 00:37:26,599
week ago

813
00:37:34,339 --> 00:37:29,869

Mord the skeptic zone cat one of them

814

00:37:36,920 --> 00:37:34,349

was looking up into the shelves the

815

00:37:38,539 --> 00:37:36,930

other day the other week and saw my

816

00:37:42,039 --> 00:37:38,549

little plaster statue of an alien

817

00:37:44,359 --> 00:37:42,049

playing a guitar yes a bit strange

818

00:37:47,599 --> 00:37:44,369

looked at it looked at it suddenly a

819

00:37:51,140 --> 00:37:47,609

poor shot up and boom and fell over and

820

00:37:52,849 --> 00:37:51,150

smashed into two and she was very

821

00:37:56,240 --> 00:37:52,859

pleased with herself anyway I've glued

822

00:37:58,250 --> 00:37:56,250

it back together so I've got a an alien

823

00:38:01,549 --> 00:37:58,260

hating cat living in the house if the

824

00:38:02,900 --> 00:38:01,559

aliens invade I'll be safe no maybe if

825

00:38:06,109 --> 00:38:02,910

they saw that photograph they won't

826

00:38:09,200 --> 00:38:06,119

invade hmm a big shout out to my friend

827

00:38:13,849 --> 00:38:09,210

Jamie Scott Eugenie Scott in California

828

00:38:16,039 --> 00:38:13,859

and I hope the skeptic al cond coming up

829

00:38:18,470 --> 00:38:16,049

in June will be a major success

830

00:38:21,260 --> 00:38:18,480

I really must try to see if I can get

831

00:38:23,990 --> 00:38:21,270

along to that folks I'd like to do that

832

00:38:26,510 --> 00:38:24,000

I'd like to go to skeptic Alcon in

833

00:38:28,670 --> 00:38:26,520

Berkeley Berkeley is quite nice I like

834

00:38:31,640 --> 00:38:28,680

the squirrels I think I go to San

835

00:38:33,680 --> 00:38:31,650

Francisco really to a to partake of the

836

00:38:35,510 --> 00:38:33,690

clam chowder and the salad Oh Bowl if

837

00:38:37,220 --> 00:38:35,520

you're going to San Francisco forget

838

00:38:39,920 --> 00:38:37,230

about the flowers in your hair folks

839

00:38:43,250 --> 00:38:39,930

have that sourdough bowl with the clam

840

00:38:44,900 --> 00:38:43,260

chowder mmm coming up soon on the

841

00:38:48,349 --> 00:38:44,910

skeptic zone we're going to be having

842

00:38:50,030 --> 00:38:48,359

reports via the raw skeptic Heidi

843

00:38:52,010 --> 00:38:50,040

Robinson up in the north coast of New

844

00:38:53,299 --> 00:38:52,020

South Wales and I think pretty soon

845

00:38:56,780 --> 00:38:53,309

we're going to be having another report

846

00:38:59,839 --> 00:38:56,790

from Mandy Lee noble the diet skeptic

847

00:39:03,200 --> 00:38:59,849

but for this week with no cats anyway

848

00:39:04,760 --> 00:39:03,210

what I can't see them anywhere I tell

849

00:39:05,990 --> 00:39:04,770

you what I did I went to a what we call

850

00:39:07,670 --> 00:39:06,000

a \$2 shop

851

00:39:09,829 --> 00:39:07,680

you've probably got the same sort of

852

00:39:13,250 --> 00:39:09,839

thing in your neck of the woods this is

853

00:39:15,470 --> 00:39:13,260

a shop that sells very cheap usually

854

00:39:17,450 --> 00:39:15,480

Chinese imports mostly made had a

855

00:39:21,079 --> 00:39:17,460

plastic and get all sorts of things

856

00:39:22,240 --> 00:39:21,089

there and I bought a green back

857

00:39:27,840 --> 00:39:22,250

scratcher

858

00:39:31,260 --> 00:39:27,850

shoehorn in one for a

859

00:39:34,020 --> 00:39:31,270

and the cats have discovered or I have

860

00:39:35,670 --> 00:39:34,030

discovered that they just love it being

861

00:39:39,060 --> 00:39:35,680

scratched on the back and the tummy with

862

00:39:42,570 --> 00:39:39,070

a back scratcher maybe I should call

863

00:39:44,760 --> 00:39:42,580

this show the cap zone hmm anyway well I

864

00:39:47,100 --> 00:39:44,770

run away and scratch their backs this is

865

00:39:52,980 --> 00:39:47,110

Richard Saunders signing off from Sydney

866

00:39:55,680 --> 00:39:52,990

Australia you've been listening to the

867

00:40:01,260 --> 00:39:55,690

skeptic zone podcast please visit our

868

00:40:03,720 --> 00:40:01,270

website at WWDC for show notes contacts

869

00:40:07,770 --> 00:40:03,730

and to access the bat catalog of

870

00:40:09,480 --> 00:40:07,780

episodes going back to 2008 you can

871

00:40:12,540 --> 00:40:09,490

follow the skeptic zone podcast on

872

00:40:14,820 --> 00:40:12,550

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873

00:40:15,710 --> 00:40:14,830

facebook page or leave a review on

874

00:40:18,390 --> 00:40:15,720

itunes

875

00:40:21,780 --> 00:40:18,400

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876

00:40:24,500 --> 00:40:21,790

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00:40:26,880 --> 00:40:24,510

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878

00:40:29,040 --> 00:40:26,890

reviews and opinions expressed on the

879

00:40:31,350 --> 00:40:29,050

skeptic zone are not necessarily those

880

00:40:33,190 --> 00:40:31,360

of Australian skeptics or any other