

Cognitive Injection

Reprogramming the Situation-Oriented Human OS

Andy Ellis

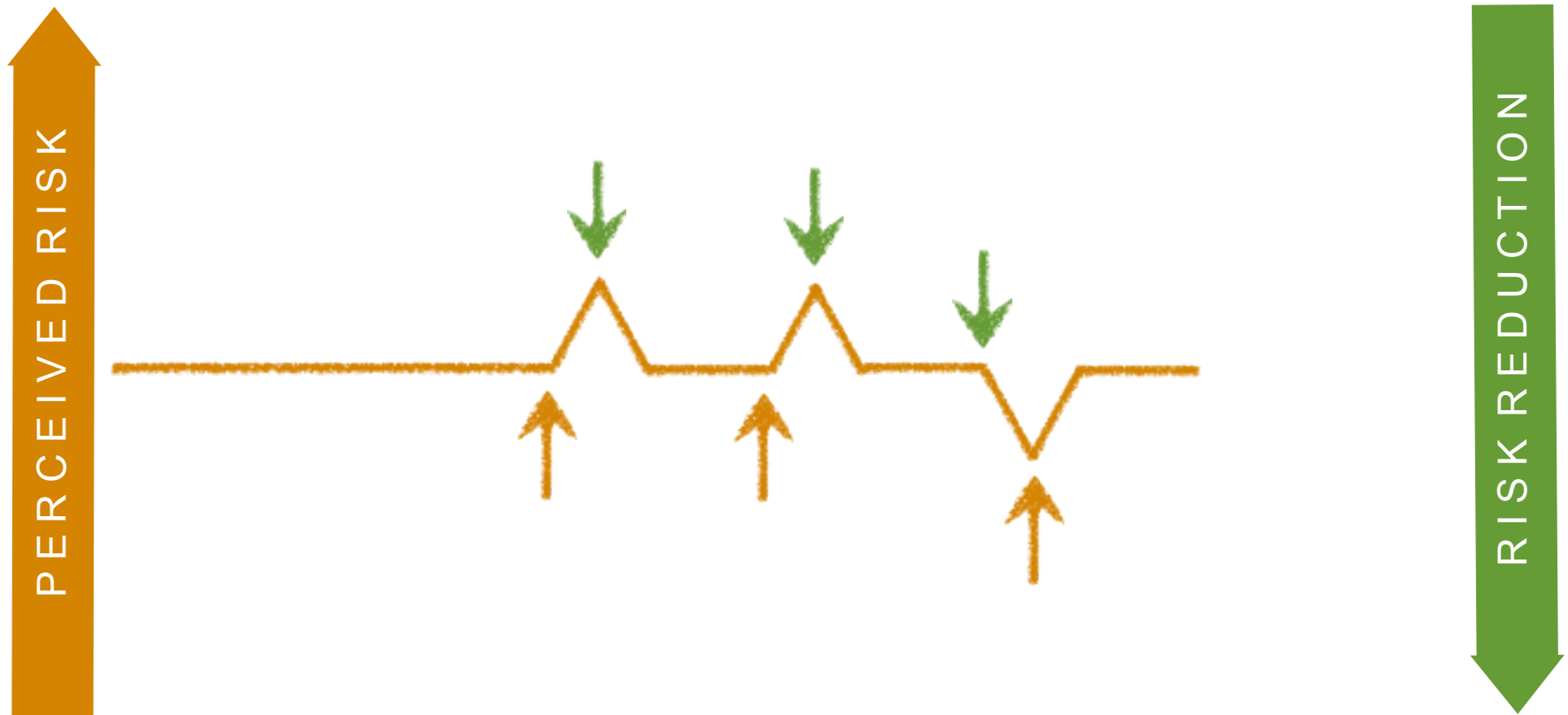
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Why do people make “bad” decisions?



Flashback: Risk Compensation

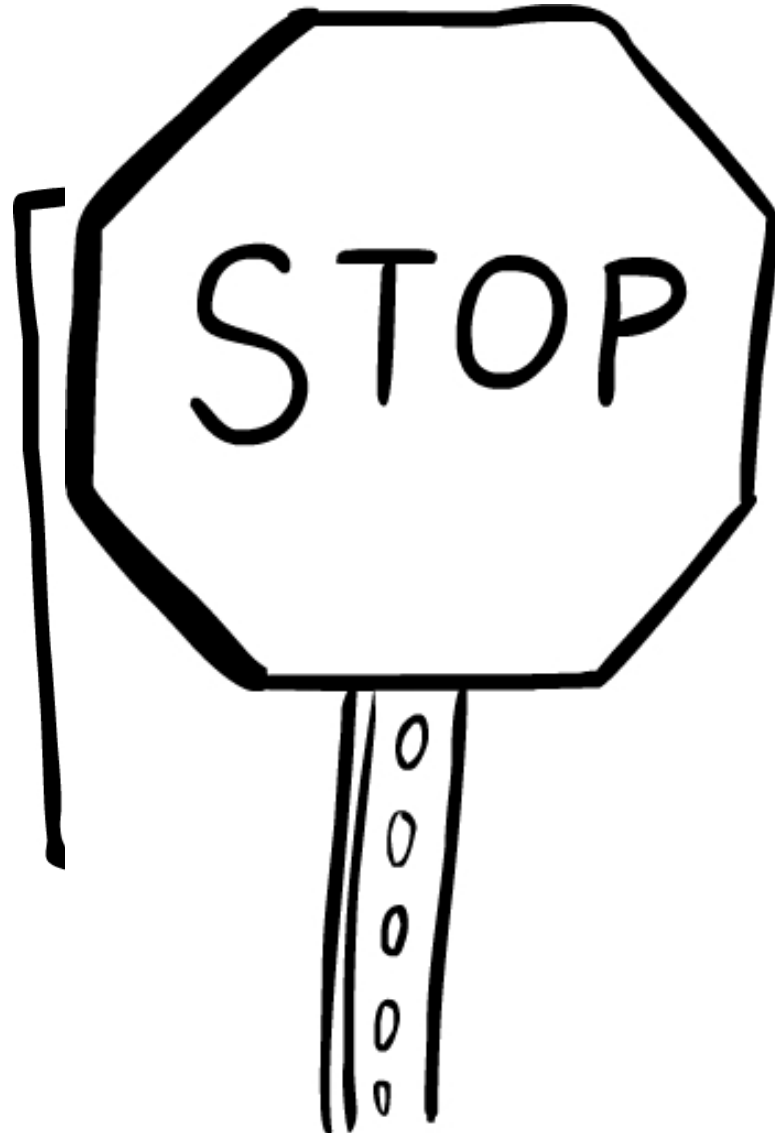
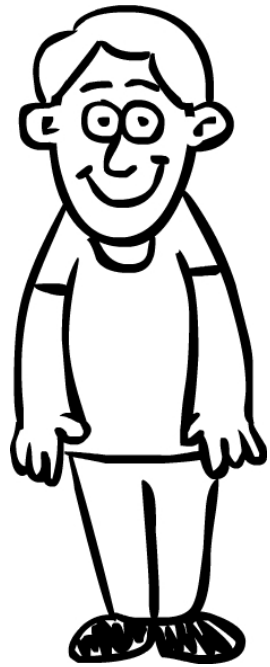


Historical paranoia

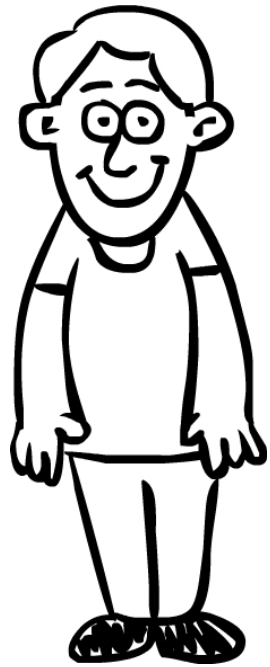


[“Monkey on rope ladder”](#) © CC-BY-SA 2010 Rachel Coleman Finch

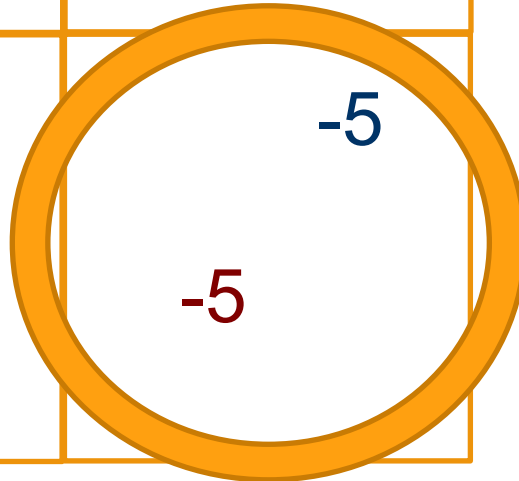
Dilemma of the Prisoner's Dilemma



Dilemma of the Prisoner's Dilemma



	Cooperate	Cheat
Cooperate	-3, -3	-1, -10
Cheat	-10, -1	-5, -5

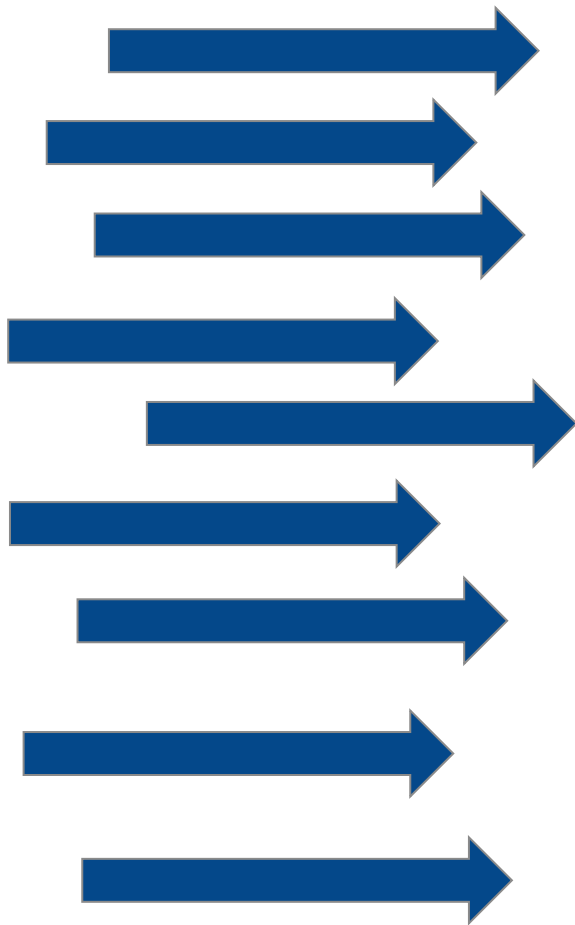


2/3 of the time!

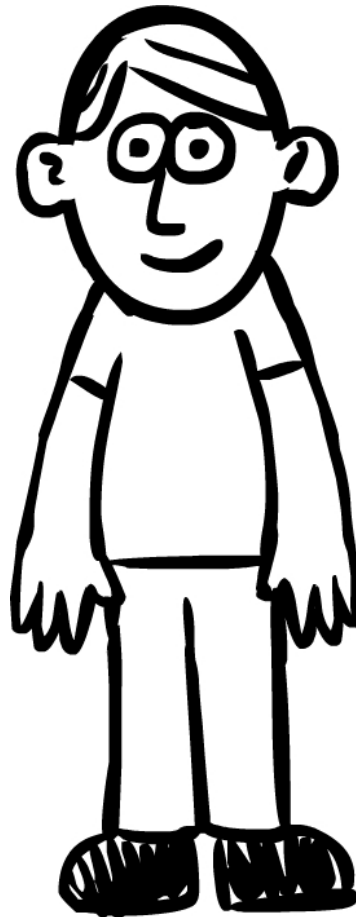
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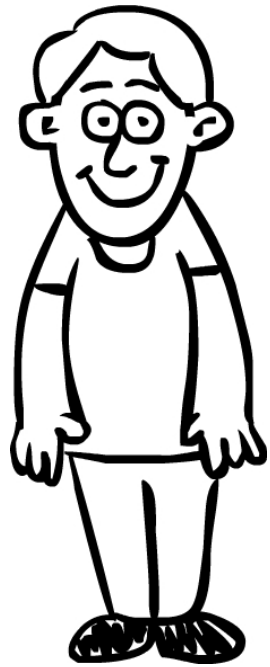
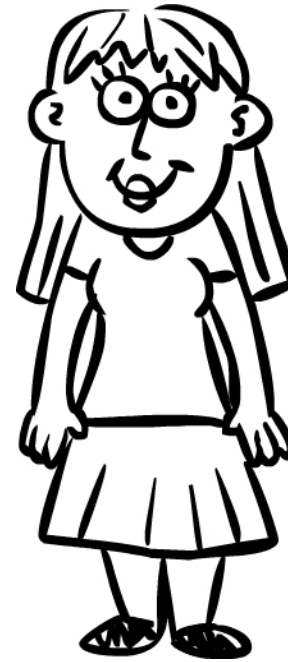
System 1: The Fast, Lizard Brain



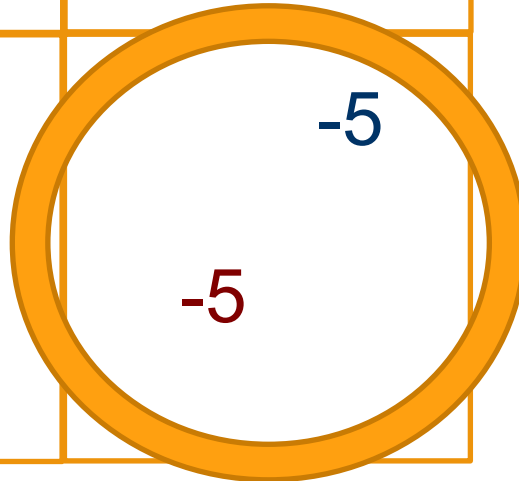
System 1 thrives on stereotypes



Dilemma of the Prisoner's Dilemma



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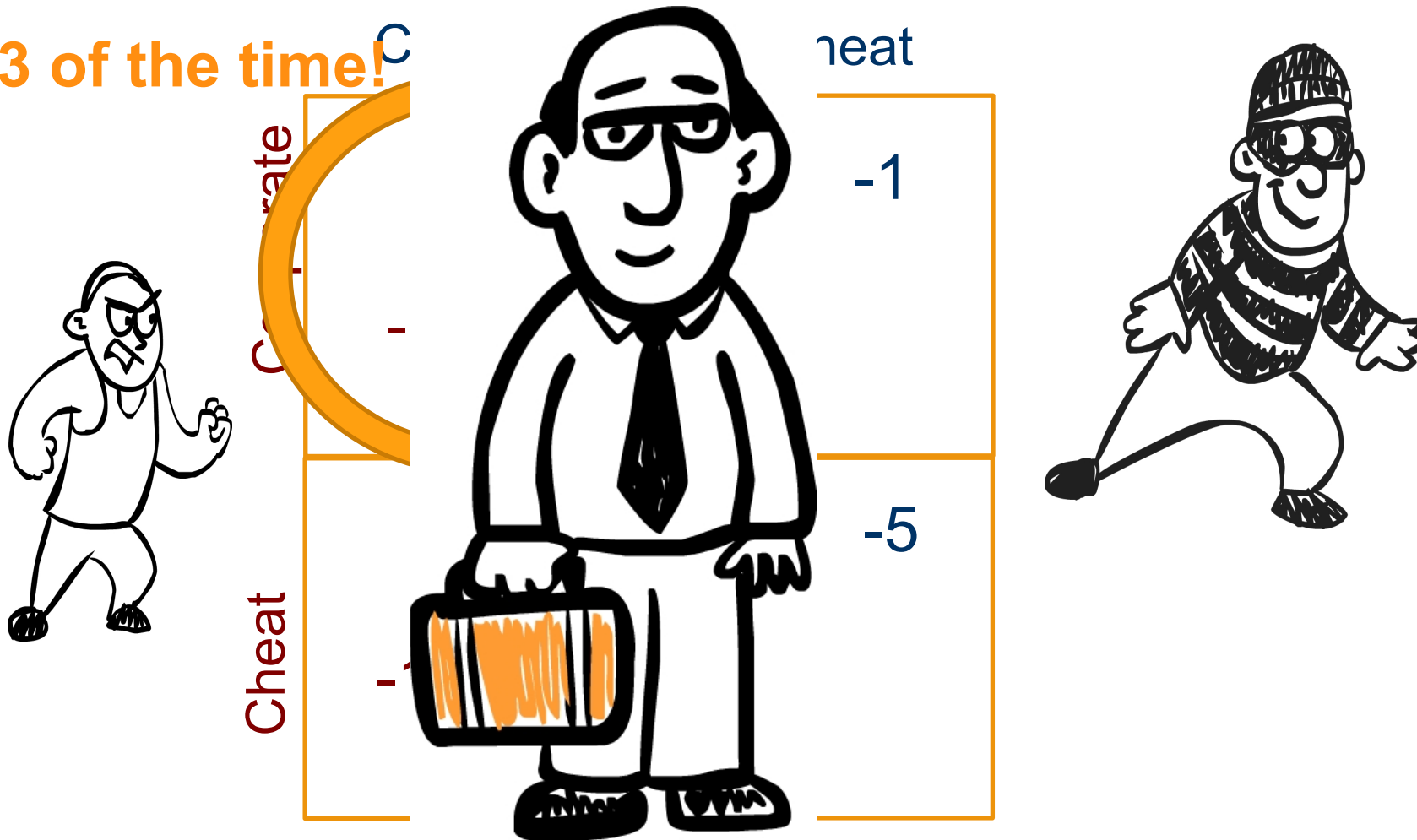


2/3 of the time!

Dilemma of the Prisoner's Dilemma



2/3 of the time!



System 2: Active processing



LEFT

RIGHT

LEFT

RIGHT

LEFT

RIGHT

LEFT

RIGHT

System 2: Active processing



LEFT
LEFT

LEFT
RIGHT

RIGHT

LEFT

RIGHT

RIGHT

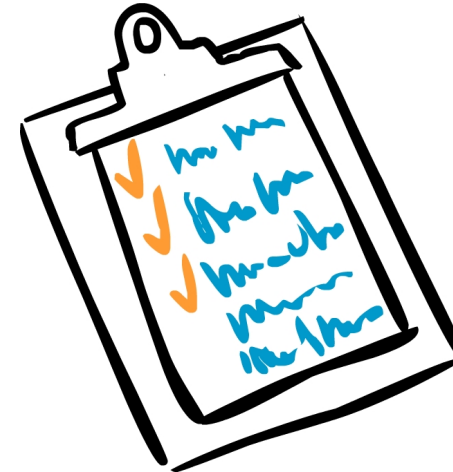
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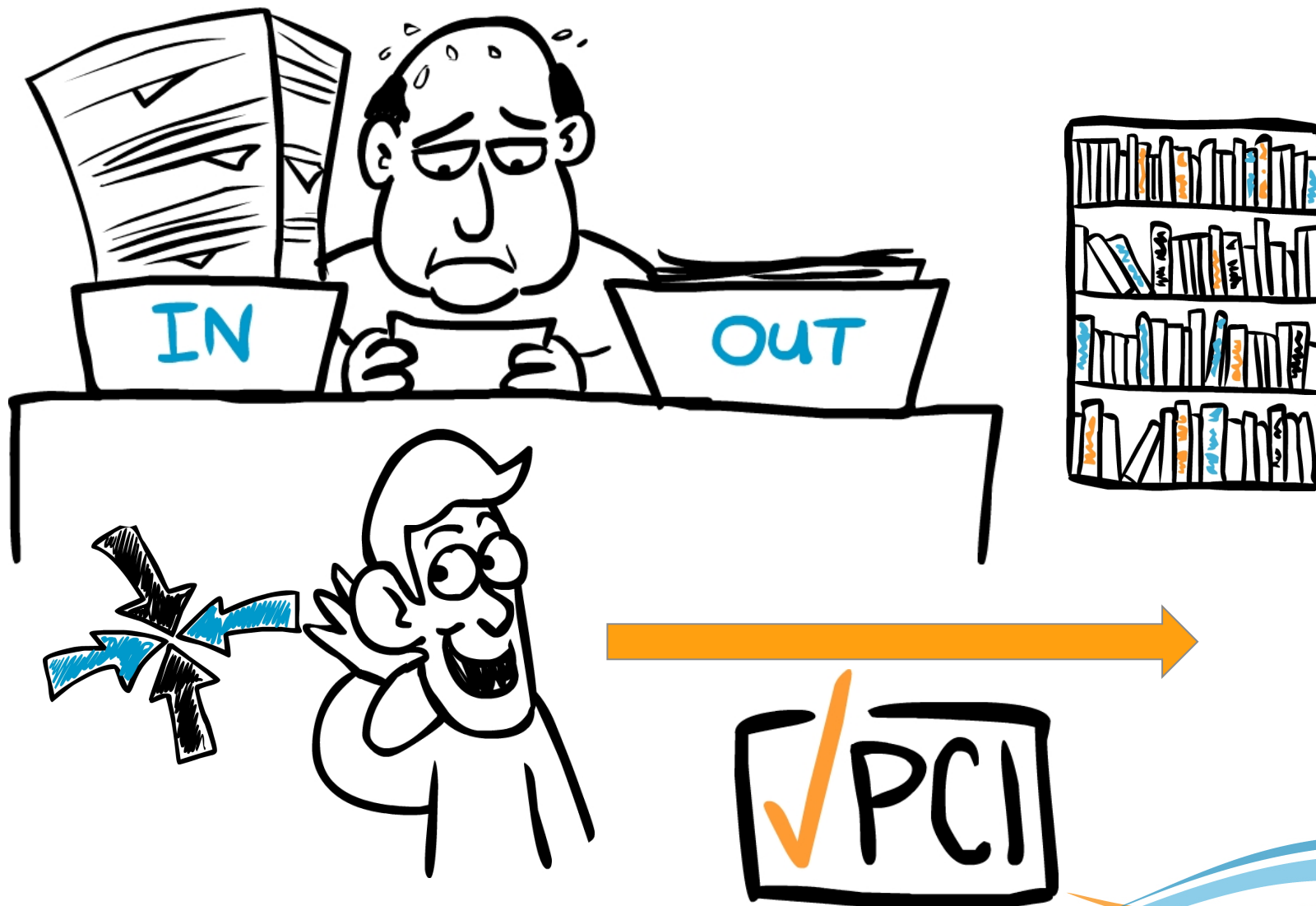
The Schemata of System 1



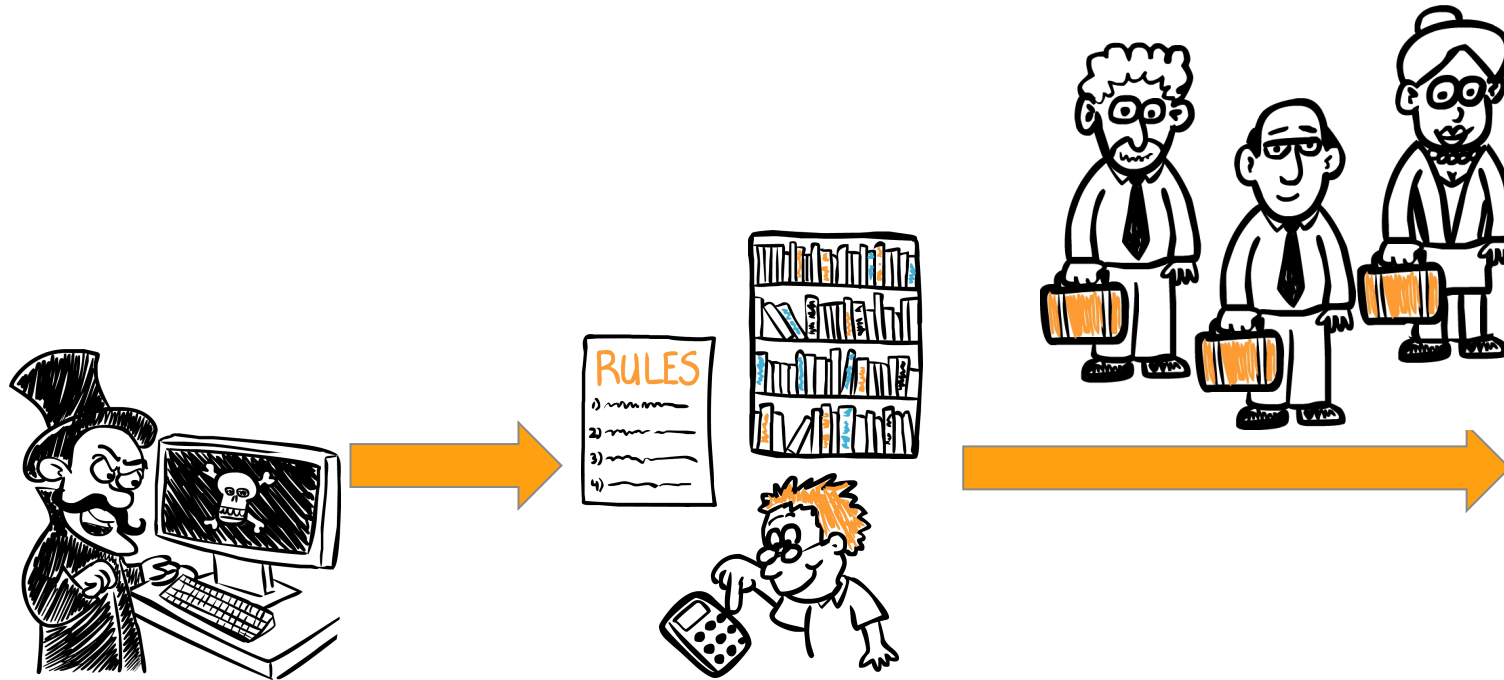
Annual Security Awareness Training is required by all employees to ensure your compliance with the security policies of the company while conducting your daily tasks in furtherance of our goals to protect company data, systems, and information against malfeasance, adversarial action, and other systemic failures that might be introduced by an inattention to appropriate risk management activities or non-compliance with industry standard best practices as laid out in various control frameworks such as ISO 27002, PCI, HIPAA, SOX, SSAE-16, NIST 800-53, FedRAMP...



New rules to the attention-starved



Why do people make “bad” decisions?



Thank you



Questions, Comments, Pontifications

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