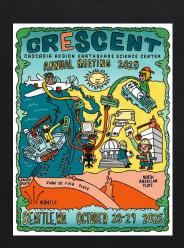


spaceships, bridges, and earthquakes: the cost of information



alex steely assistant director for geologic hazards and mapping washington geological survey



we came here seeking clarity...

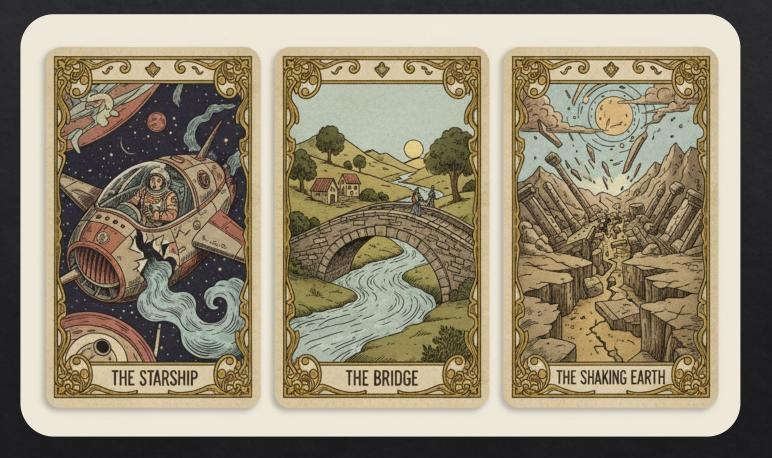
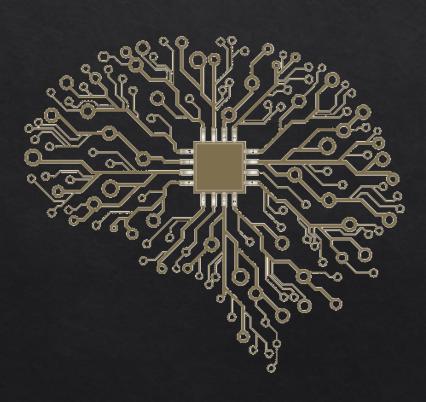


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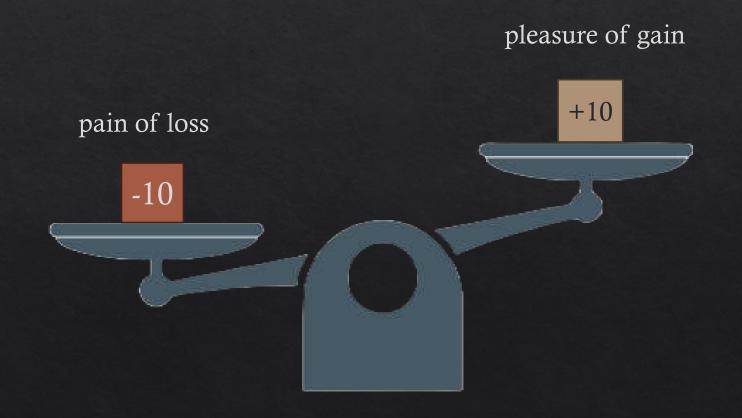
cognitive biases are like python code



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minimizing regret: maximizing risk





marginal benefit and bounded rationality



marginal information gained









— ethical threshold

no knowledge

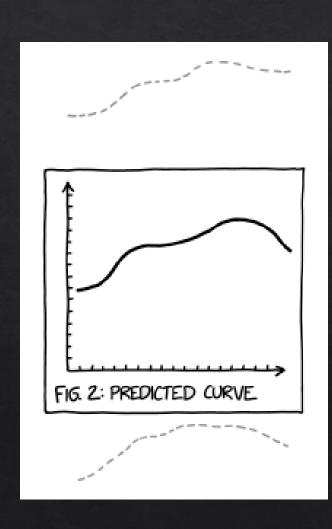






self-efficacy and uncertainty intolerance





SCIENCE TIP: IF YOUR MODEL IS BAD ENOUGH, THE CONFIDENCE INTERVALS WILL FALL OUTSIDE THE PRINTABLE AREA.

from xkcd



a framework

move towards action when...

criteria	rationale
information gain is diminishing	new data unlikely to shift the decision
decision utility is understood	accounted for loss aversion
ethical minimum is met	credible evidence → potential harm
satisfactory course of action is known	optimal path may forever be elusive



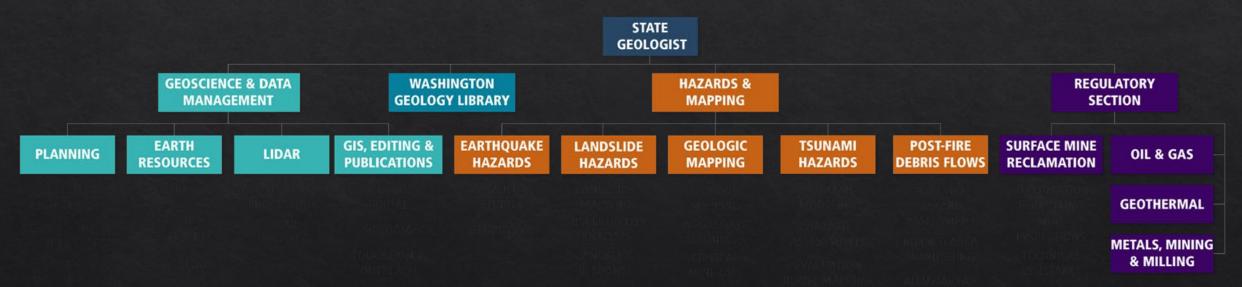
diffuse and distant threats are a weak spot





moving towards action...but not far enough

washington geological survey





a counterfactual to consider

THE DAILY GAZETE

VOLUME XLVIT, NO. 187

WEDNESDAY, DECEMBER 21, 1952.

PRICE TWO CENTS.

MEGA TSUNAMI HITS WEST COAST AND KILLS...NO ONE!

Early Warning System Saves Millions as Pacific Spares Human Life

Miracle On The Pacific: Coastline Evacuated In Record Time

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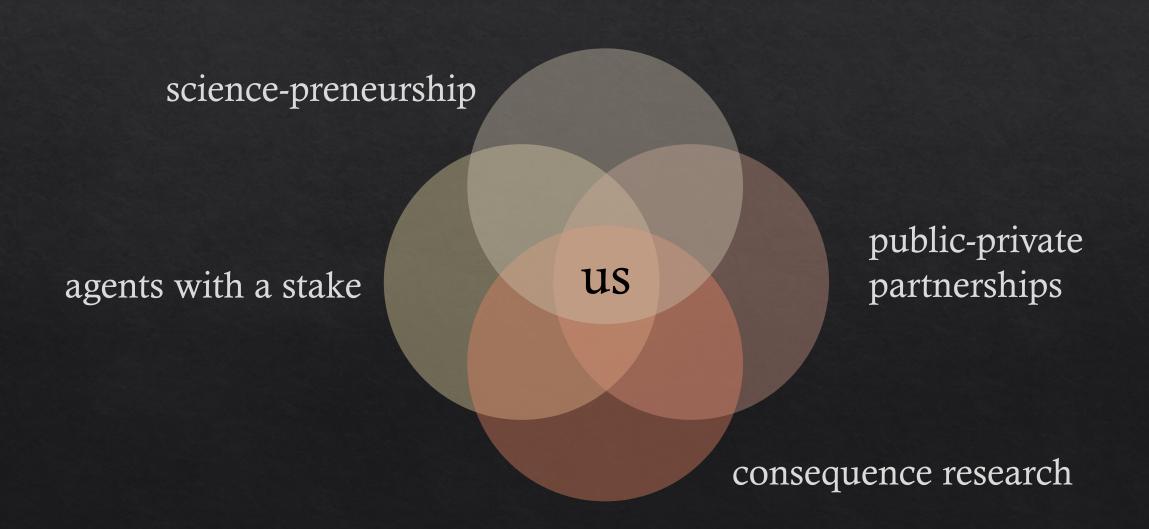






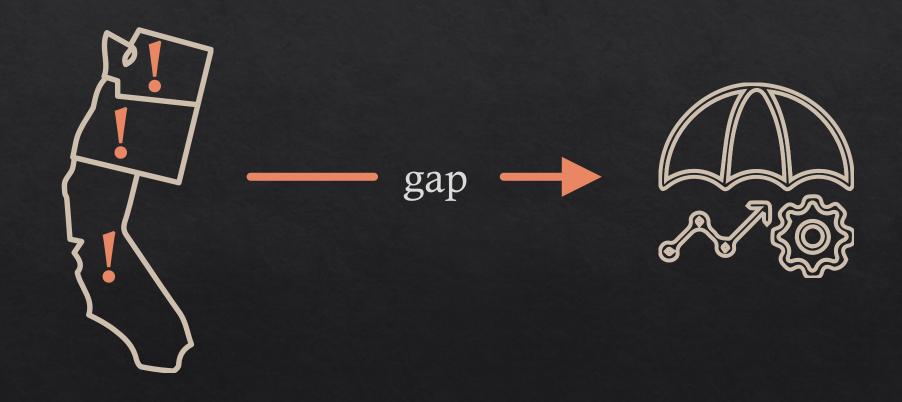


generating societal change: shifting incentives





science-preneurship





agents with a stake







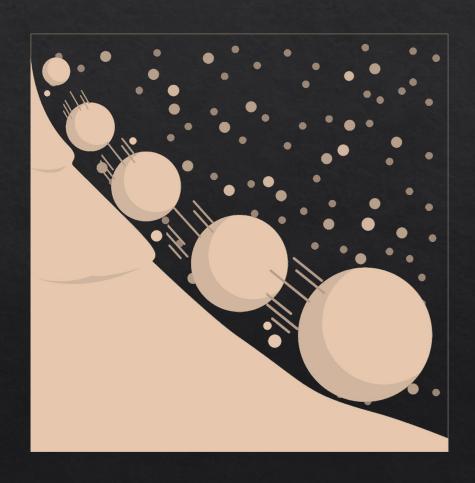
public-private partnerships







from hazard to consequence





outward



thanks

geologyportal.dnr.wa.gov dnr.wa.gov/geology

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washington geological survey
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