spaceships, bridges, and earthquakes: the cost of information

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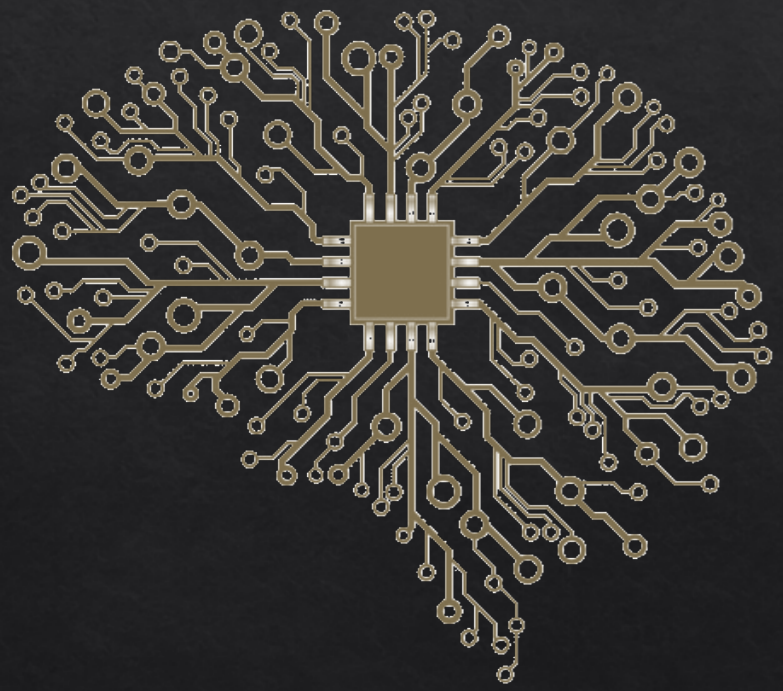
washington geological survey

we came here seeking clarity…

image generated by google gemini

cognitive biases are like python code



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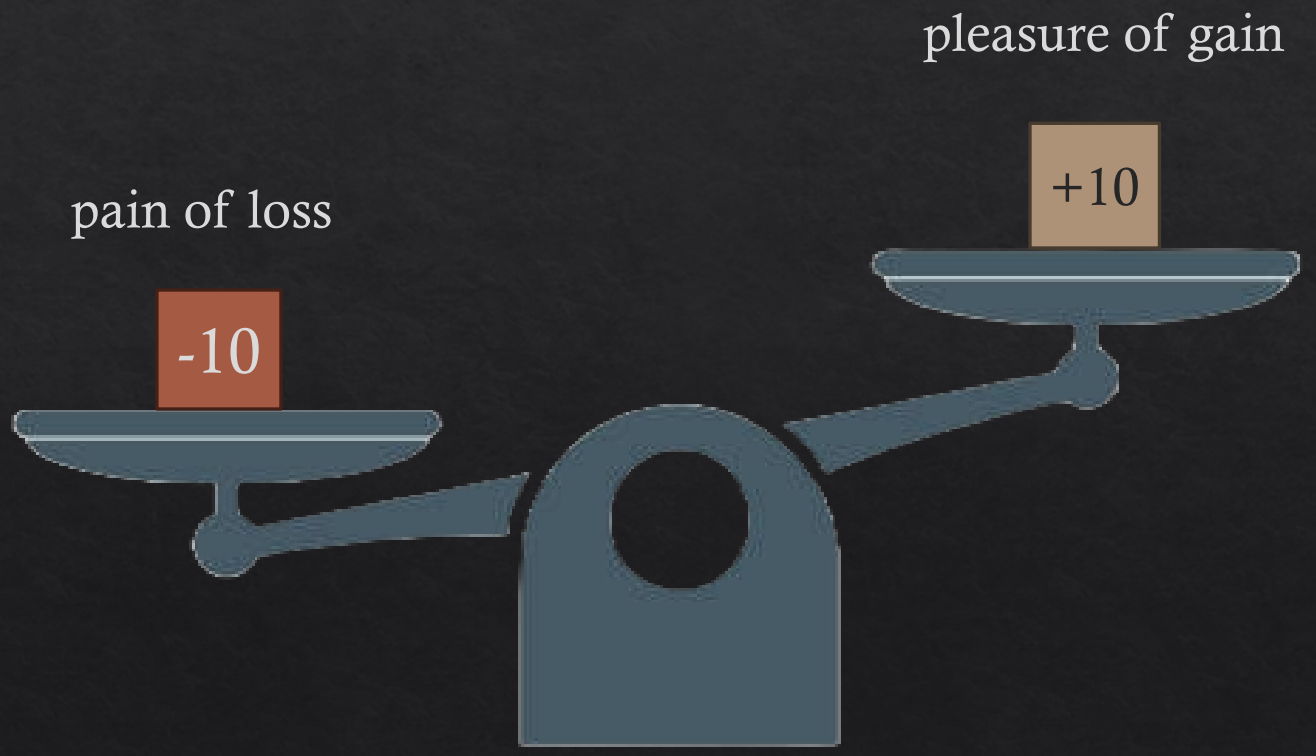
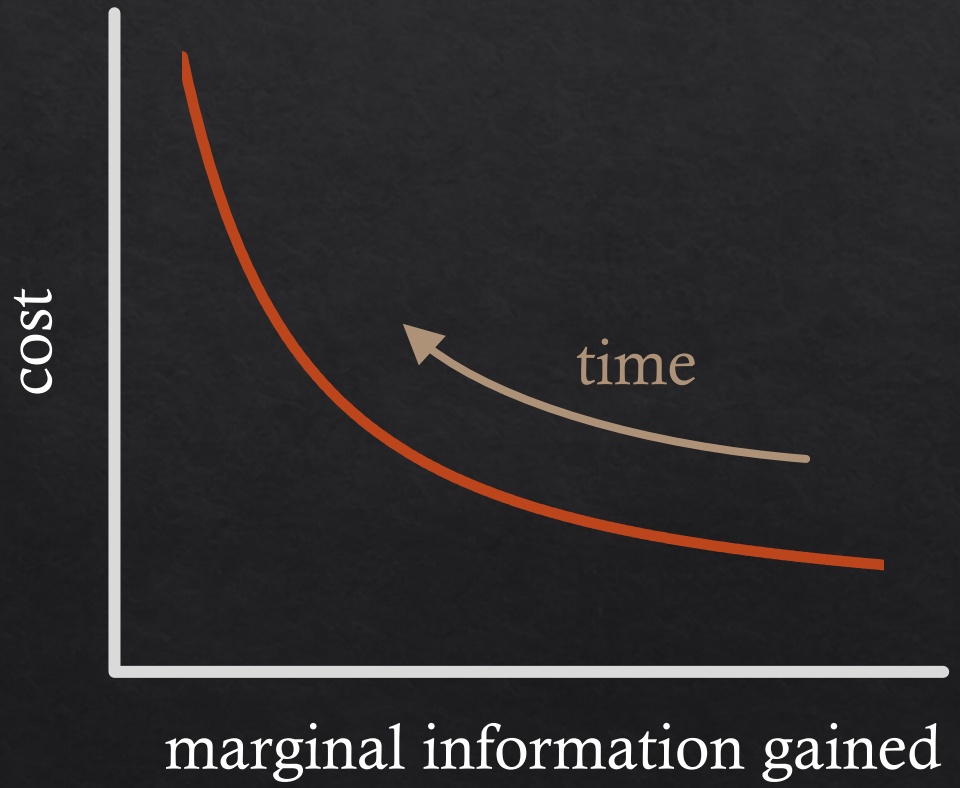
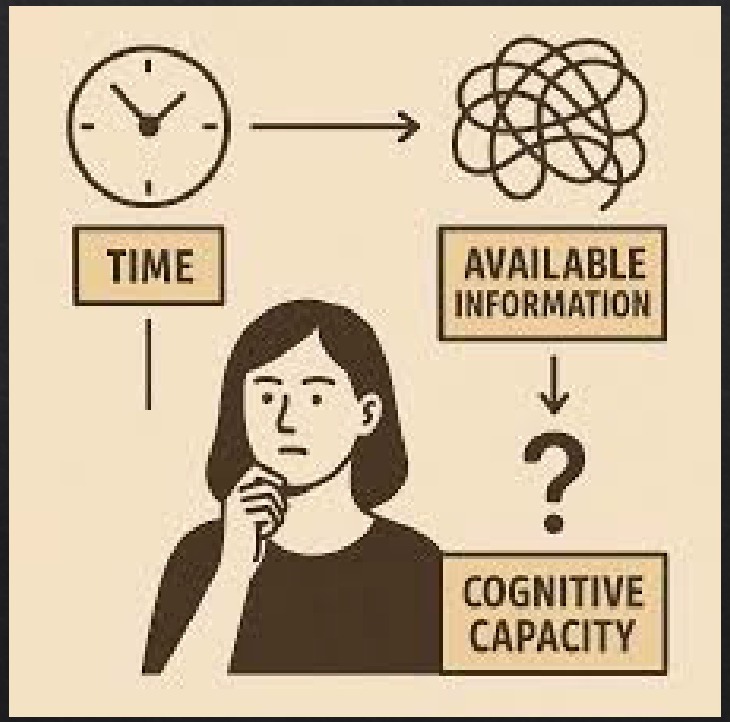
minimizing regret: maximizing risk



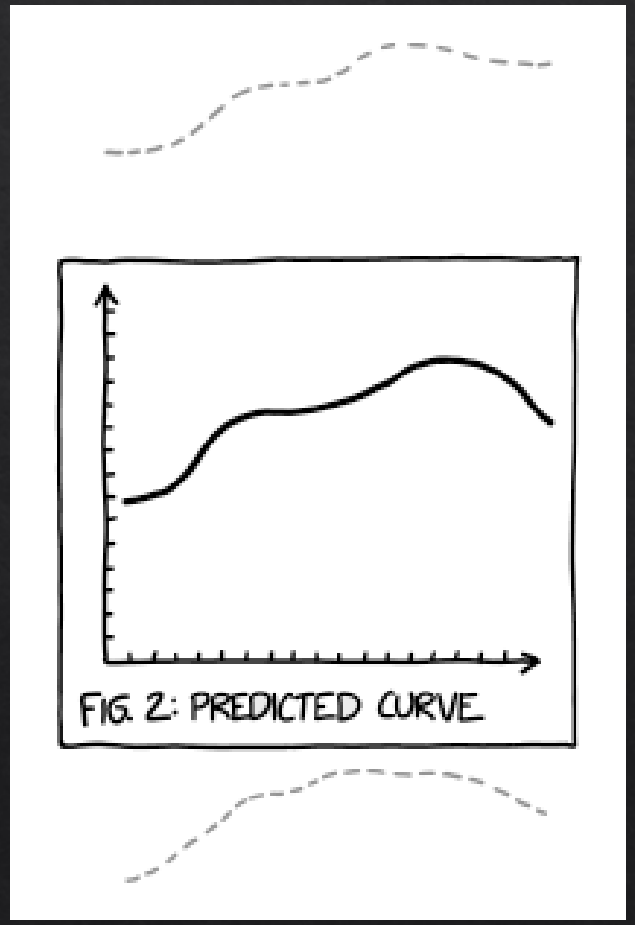
marginal benefit and bounded rationality





an ethical minimum

self-efficacy and uncertainty intolerance



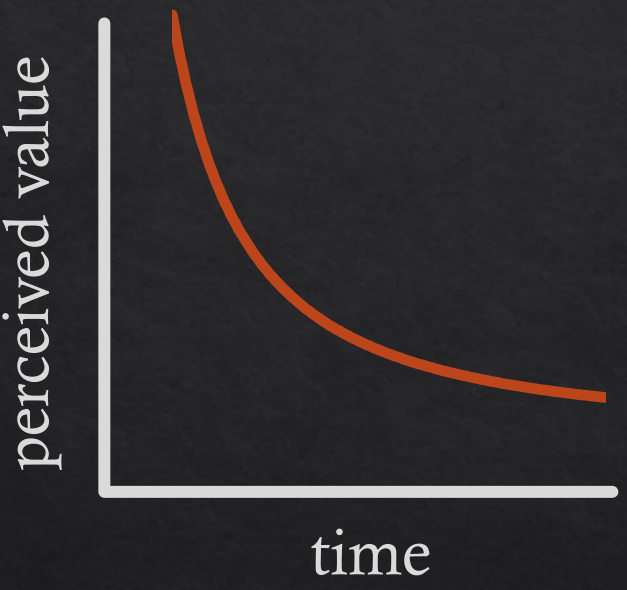
from xkcd

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

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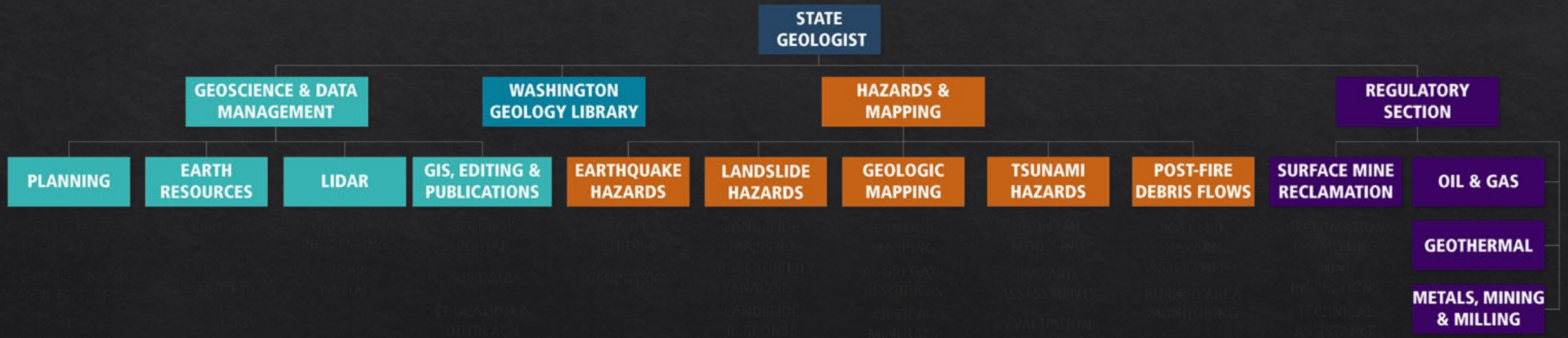

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a counterfactual to consider

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New Anti-Seciemic Architecture Drill Praised

Tidal Wave Prepareness

Drill Praised

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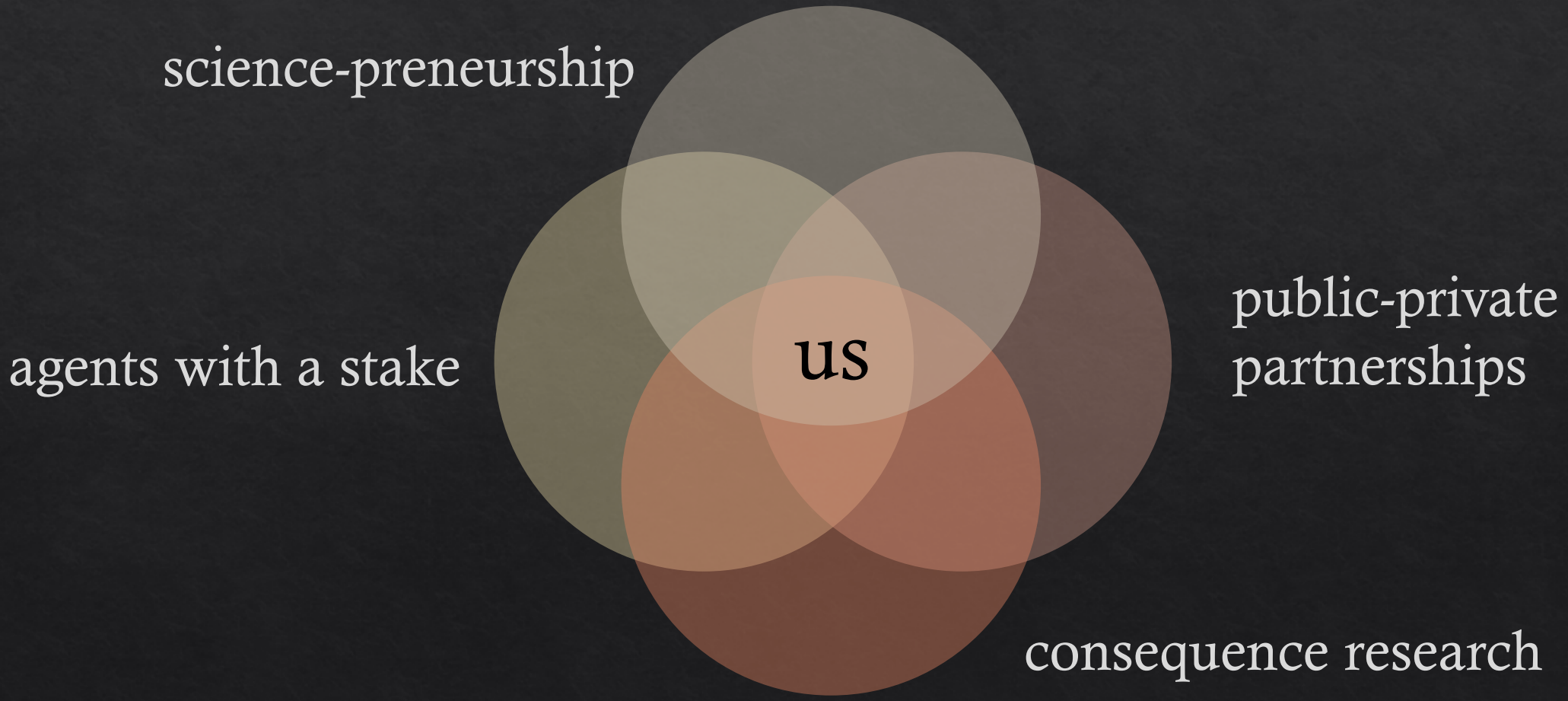
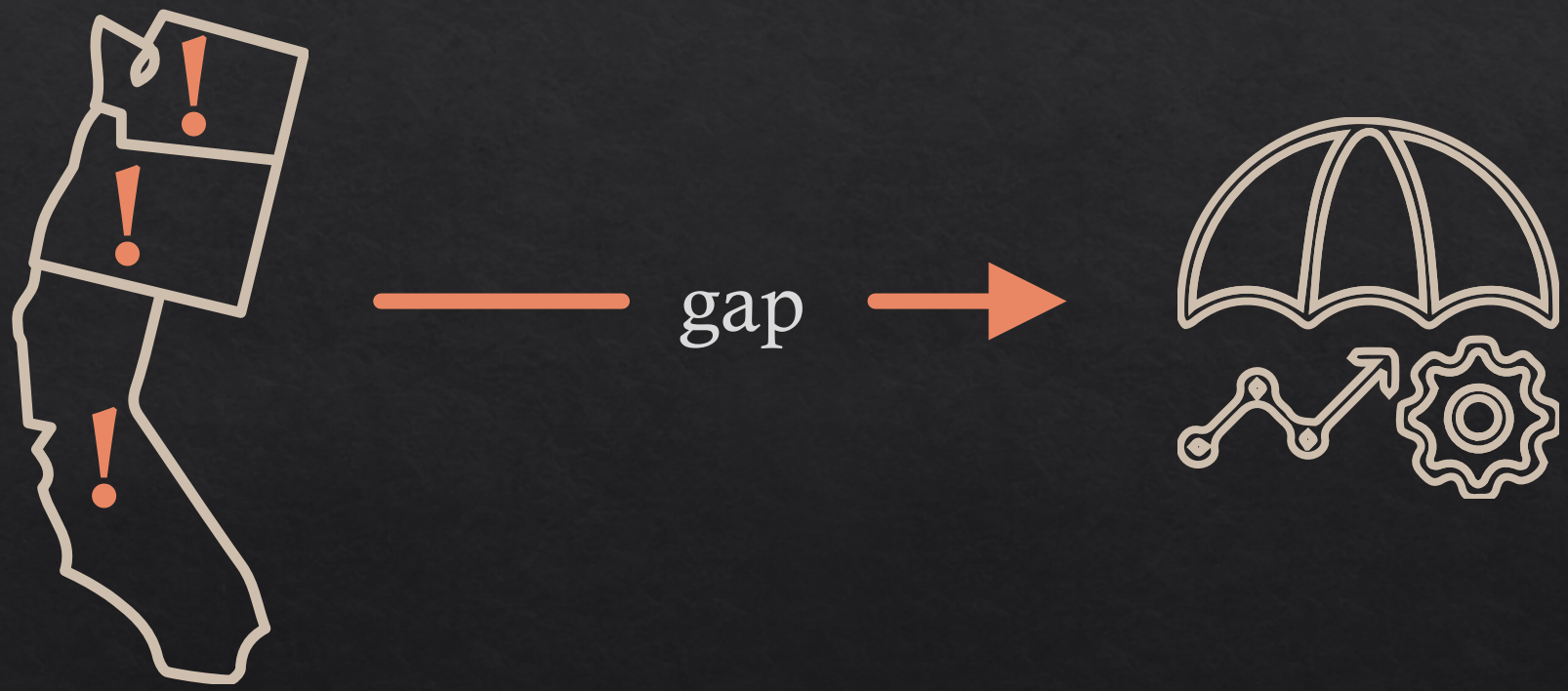
we are the heros

generating societal change: shifting incentives



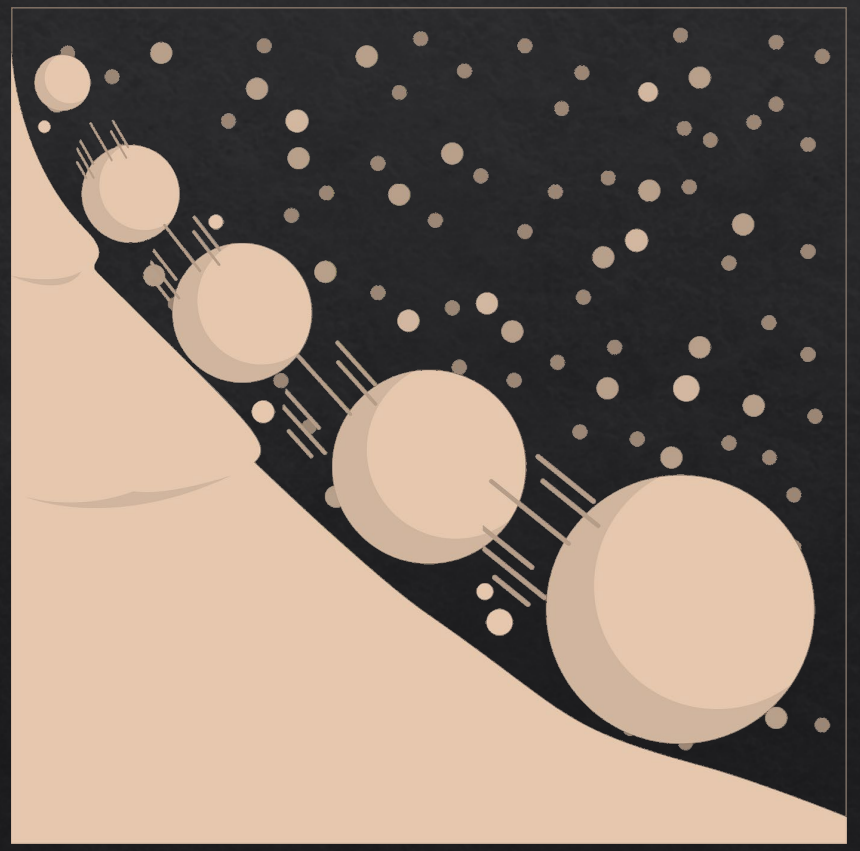
science-preneurship



agents with a stake

public-private partnerships

from hazard to consequence



outward

thanks

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