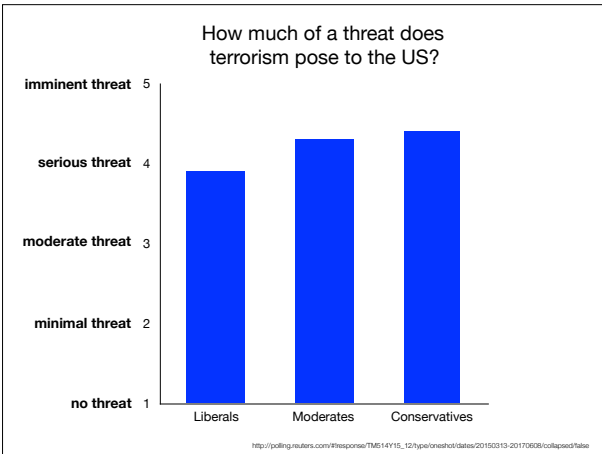




1

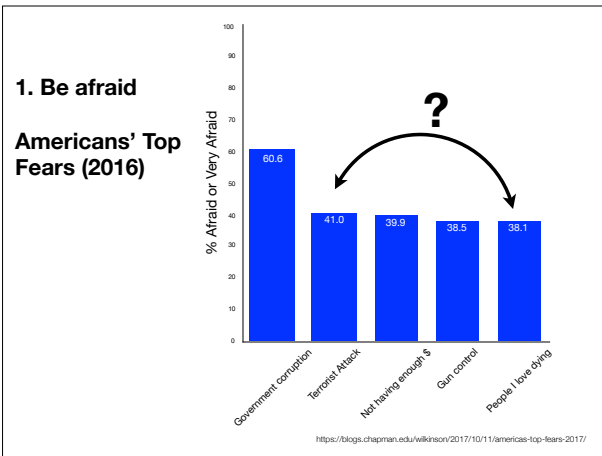


2

The Freak-Out Strategy

1. be afraid
2. be inconvenienced
3. invade other countries
4. discriminate against Muslims

3

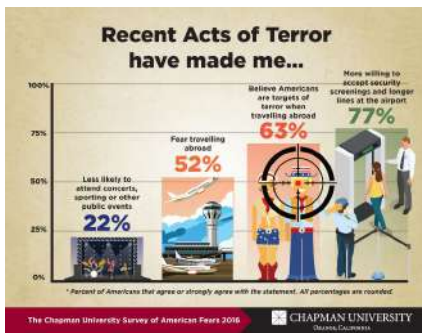


4

2. Be inconvenienced

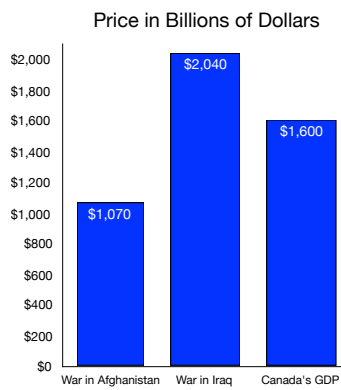


5



6

3. Invade other countries

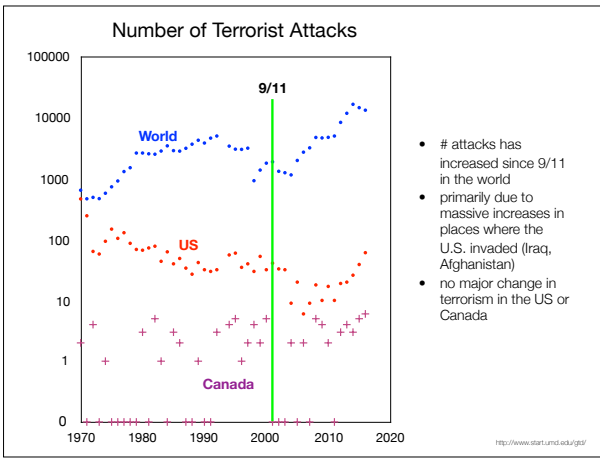


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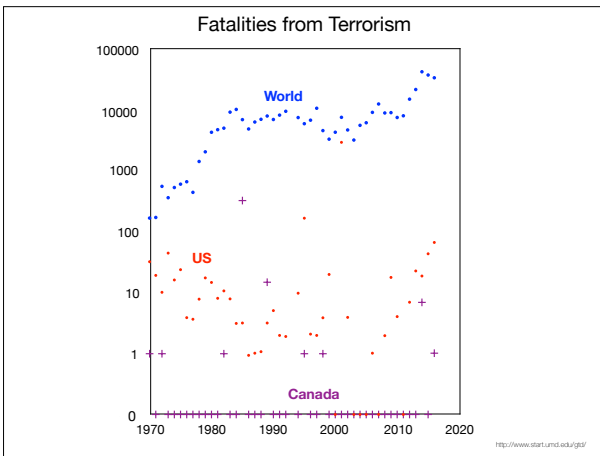
4. Discriminate against Muslims



8



9



10

strategy #2

11

psychology of terrorists

- **need**
 - Unfair humiliation (oppressive regime/group, disenfranchisement, discrimination, or occupation of land)
 - Desire to restore self-worth
 - Pay back
- **narrative**
 - identify external entity to blame for humiliation
 - justify aggression against entity as a moral imperative (guilt reducing)
 - simplify thinking into black and white
- **network**
 - friends who do it too. Makes it normal.
 - creates a "brother in arms" feeling

Webber & Kuglanaki (2018)

12

How to prevent terrorism

1. Intelligence

Government agencies collect and process information about suspects and take actions to prevent attacks.

2. Integration

Segregated, isolated groups of migrants are more likely to radicalize. Include migrants in the local community and culture.

3. Development

Terrorists represent the concerns of poor people. Building a strong economy with good jobs prevents the terrorist narrative from resonating with people



<https://www.brookings.edu/blog/future-development/2016/07/26/how-to-defeat-terrorism-intelligence-integration-and-development/>

13



Democrats



Republicans

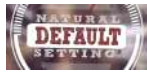


liberals
(freedom, liberty)
left-wing
(egalitarian)

conservatives
(constraint, tradition)
right-wing
(hierarchy)



Today: why?



14

How likely is it that you will be killed by a terrorist?

Terrorism



Target iClicker

Heart Disease



Drowning



Bike Accident



Tornado



Bee Sting



More Likely

Less Likely

causes of death

15

Cause of Death per year

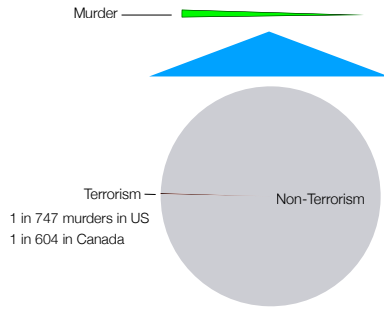
US

Canada

Cause of Death per year	US			Canada		
	# deaths per 100k people per year	% of deaths	1 in ___ Americans per year	# deaths per 100k people per year	% of deaths	1 in ___ Canadians per year
Heart Disease	175	23.6%	570	142	20.0%	704
Cancer	210	28.3%	477	212	29.9%	472
Accidents	40	5.3%	2,532	32	4.5%	3,143
Stroke	38	5.2%	2,615	39	5.6%	2,542
Alzheimers	25	3.4%	3,962	18	2.6%	5,429
Diabetes	21	2.9%	4,706	20	2.9%	4,907
The Flu	16	2.1%	6,375	17	2.4%	5,945
Kidney Disease	14	1.9%	7,156	10	1.4%	10,060
Suicide	12	1.7%	8,056	11	1.6%	8,741
Liver Disease	10	1.3%	10,165	8	1.2%	12,255
Murder	5	0.7%	18,433	2	0.2%	66,667
other	175	23.6%	571	197	27.8%	508
Total	742		135	709		141

16

Leading Causes of Death



<https://www.start.umcd.edu/gis/>

17

Odds of being killed by a terrorist this year

Cause of Death (people per year)	US	Canada
Heart Disease or Cancer	1 in 260	1 in 282
Terrorism	1 in 15,000,000	1 in 30,000,000

18

	Scary	Not Scary
Deadly	heart disease 	
Almost Harmless	terrorism 	

19

Which is safer, flying or driving?

- A. flying by 100 x
- B. flying by 10 x
- C. equal
- D. driving by 10 x
- E. driving by 100 x

flying



driving



people dead (per 1B kms)

chance of dying (lifetime)
(per 100,000 people)

20

Sept. 11, 2001 attacks
2977 deaths

15% over following year

Gigerenzer (2006)

21

Which word is more commonly used by English speakers?

actual

A. the word "and"

B. Same

C. the word "this"

actual frequency → perceived likelihood

Reality does affect how easy it is to recall.
Probability estimates can be accurate.

<https://books.google.com/ngrams/>

22

The letter **r** is more likely to appear in...

A the **first** letter of a word.
e.g., "red"

B the **third** letter of a word.
e.g., "harp"

participants' guess

first 69% third 31%

Tversky & Kahneman (1973)
<https://www.bestwordlist.com>

availability heuristic example 1

23

Listen to the the following list of names.
The list contained...

A. more men
B. more women

results

more men 81% more women 19%

- Same result with famous women and less famous men
- easy to recall → seems more common

Tversky & Kahneman (1973)

availability heuristic example 2

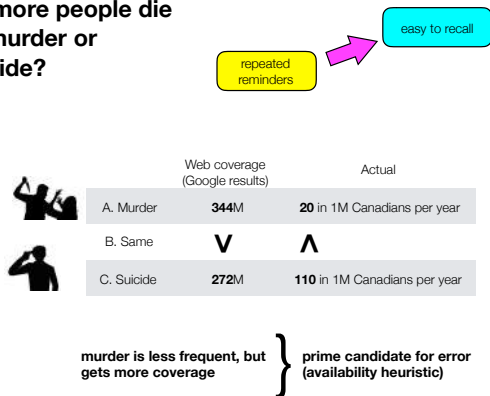
24

Availability Heuristic

- heuristic = mental shortcut
- people use them when the answer is not totally obvious
- availability heuristic
- definition: using the **easiness** with which an example can be brought to mind to form an opinion about the **likelihood** of an event
 - easy to imagine → likely
 - difficult to imagine → unlikely

25

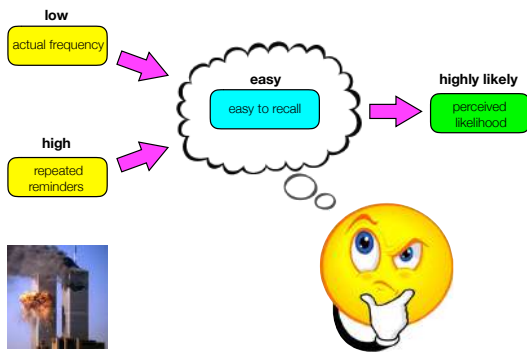
Do more people die by murder or suicide?



availability heuristic example 3

26

Availability Heuristic applied to Terrorism



27

Caccioppo & Petty (1979)
133 undergraduates listened to audio message...

- one time
- three times
- five times

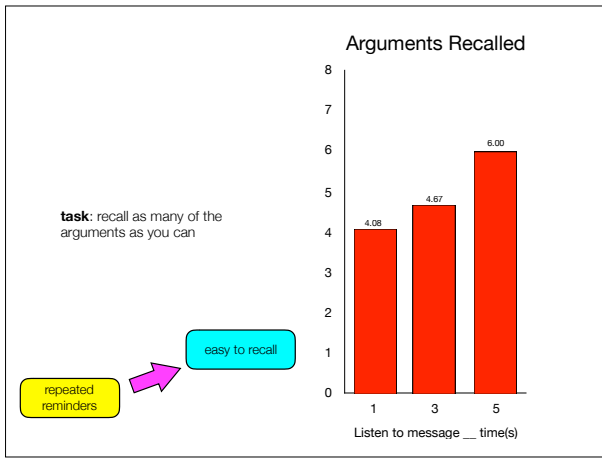
(random assignment)

- audio message**
- The university currently provides a substandard level of education to the undergraduates and that this problem could be remedied by increasing university expenditures.
- Instituting a student tuition increase of \$140 per semester would finance the expenditures.
1. Teaching and educational materials for students would be improved.
 2. Classroom sizes would be reduced.
 3. Handouts containing the important points in lectures could be provided.
 4. The library facilities could be improved.
 5. Job placement could be improved.
 6. Placement in graduate and professional schools could be improved.
 7. Better teachers could be hired.
 8. Improved counselling to students, on both academic and personal matters, could be provided.

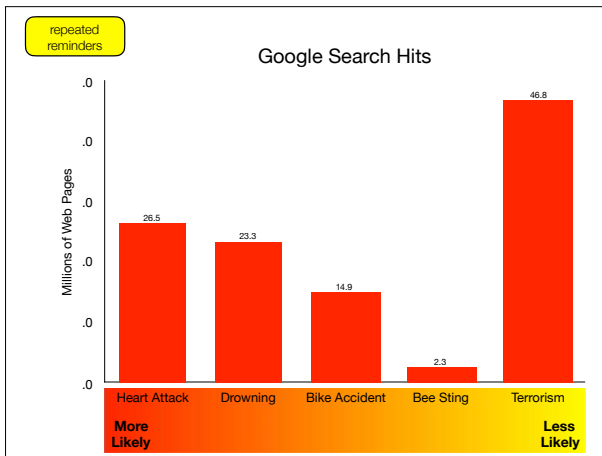


28

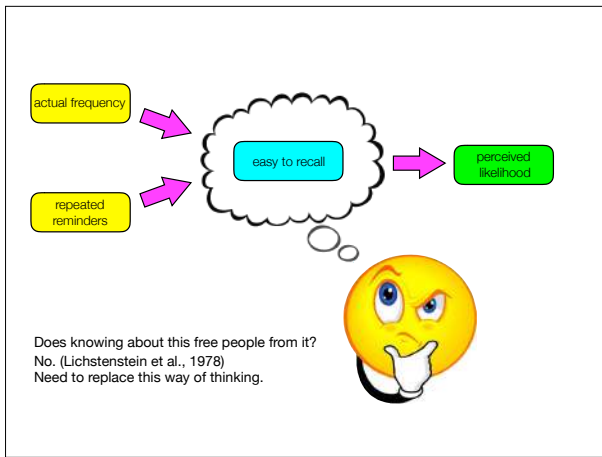
29



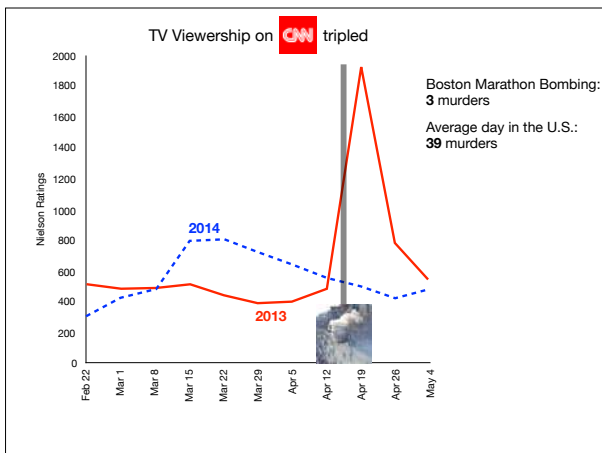
30

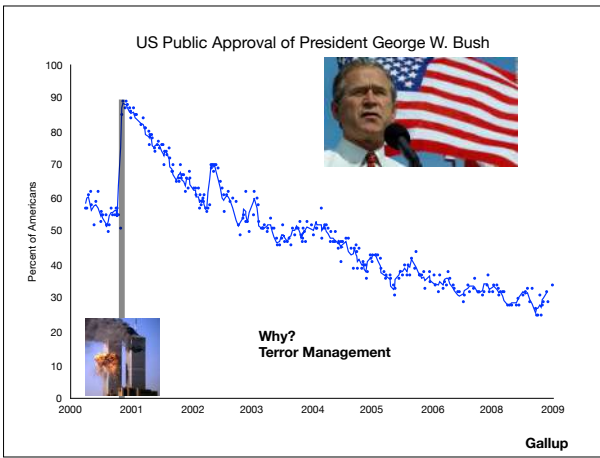


31



32





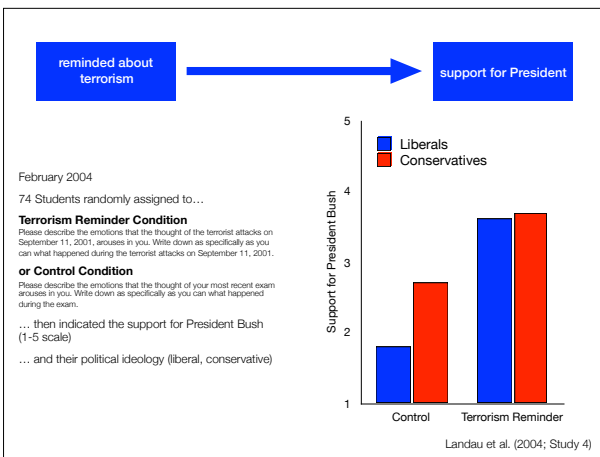
33

Terror Management Theory

Greenberg, Solomon, & Pyszczynski (1986)

- Our conscious mind can make sense of almost anything
- The knowledge that our death is inevitable is not one of those things
- The result is a feeling of terror
- To manage the terror and make the negative feelings go away, people attempt to become symbolically immortal by psychologically affirming something that will outlive them. For example:
 - religion
 - one's nation
 - cultural values
 - protective leaders

34



35

subliminally priming Sept 11 2001

ready

focus here

sneaker 204 fajita

are these words related?
yes or no?

focus word was

control 204
terrorism 911 WTC

determined by random assignment

36

death thought accessibility

37

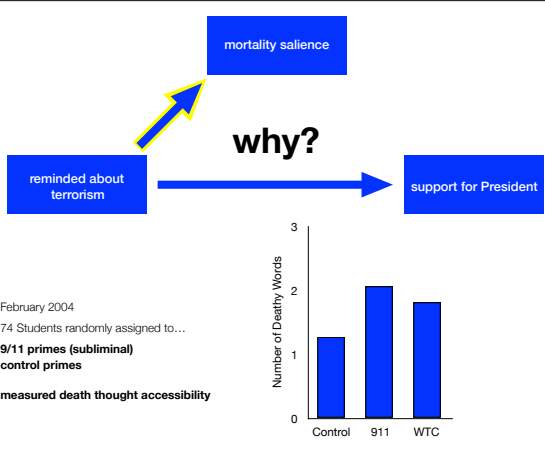
Complete the following by adding letters to make common words.

deathy not deathy

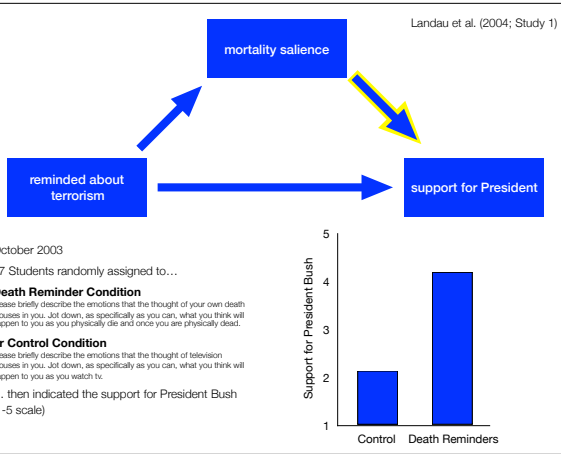
coff__ coffin coffee
 de__ dead deer
 ki__ed killed kissed

5 total

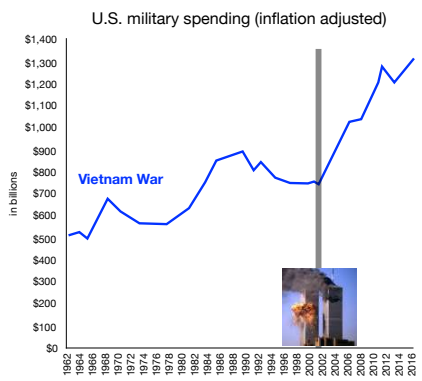
open-ended iClicker



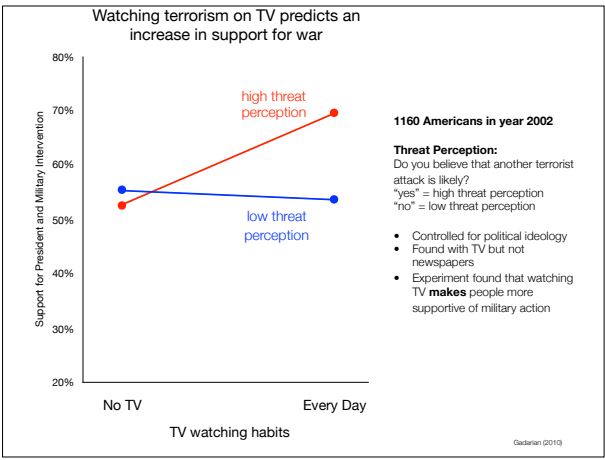
38



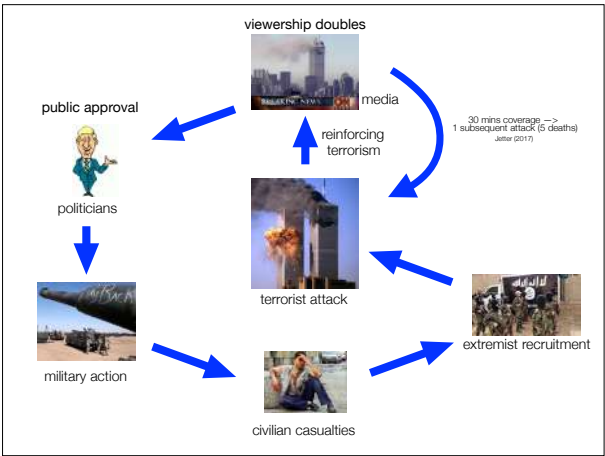
39



40



41



42

terrorism winners and losers

Winners	Losers
<ul style="list-style-type: none"> media (ratings -> \$) politicians (approval) weapons companies (\$) leaders of terrorist groups (followers, \$) 	<ul style="list-style-type: none"> victims & their families (death, injury) public in country of terrorist (invasion) public in attacked country <ul style="list-style-type: none"> \$ fear mental & physical health problems restricted freedom

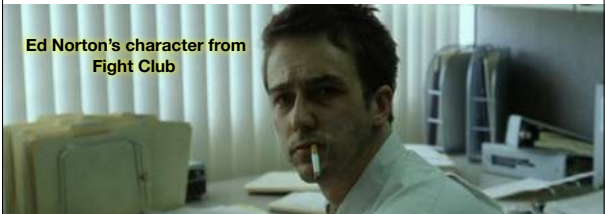
43

What do you take away from all this?

- Watch less media coverage of terrorism
- Recognize biases and try to correct for them
- Something else (what?)

discuss

44





rational approach to risk management

risk = likelihood x damage

don't guess: look it up!

45

the rub



accurate and callous



Terrorism Theatre
delusional & wasteful
but seems "human"



46



Phil Tetlock

- U.S. Government agency organized forecasting tournament
- Five teams competed
- Recruited teams to predict the future. Asked tons and tons of questions.
- E.g., Will Donald Trump be impeached before the 2020 presidential election?
- Winner: The "Good Judgment Project" (run by psychologist Phil Tetlock)
 - beat U.S. government intelligence experts
- Four techniques explained the GJP's success
 1. **Training:** identifying and avoiding common biases (10% boost)
 2. Working in **teams** (viewpoint diversity; 10% boost)
 3. Fancy **aggregation** statistics (more weight to better forecasters; 25% boost)
 4. Identify and keep "**Super-Forecasters**" and ditch the rest (40% boost)
 - distrust gut feelings
 - **research base rates (takes lots of work)**
 - make adjustments based on unique qualities of current situation

Tetlock, Mellers, Rohrbach, & Chen (2014)
goodjudgment.com

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summary

- Terrorism is serious
- The public probably devotes too much attention to it (intelligence agencies, maybe not)
- We do so perhaps because we think terrorism is more common than it is. The availability heuristic explains our error.
- The result is that the public loses (tax money, fear, health, freedom) while the media, politicians, the military-industrial complex, and terrorist cell leaders win.
- Using a rational risk management approach is an alternative option to using gut feelings to respond to terrorism

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