

Social Media's Heuristic Trap



*and the role of
digital immigrants
in teaching risk
management to
digital natives*

SENDING MORE THAN
44,481 TWEETS
... PER MINUTE.

YouTube





Human - Rules of thumb & decision-making strategies.

Heuristic Traps

- Tunnel vision
- Bandwidth
- Confirmation
- The Expert Trap
- Social Fallacy
- Anchoring

Wilderness Risk Management

*Heuristic = Rules-of-thumb
decision-making strategies.*

Heuristic Traps

(in recreational avalanche accidents)

- Familiarity
- Consistency
- Acceptance
- The Expert Halo
- Social Facilitation
- Scarcity

Ian McCammon, 2004

Heuristic Traps

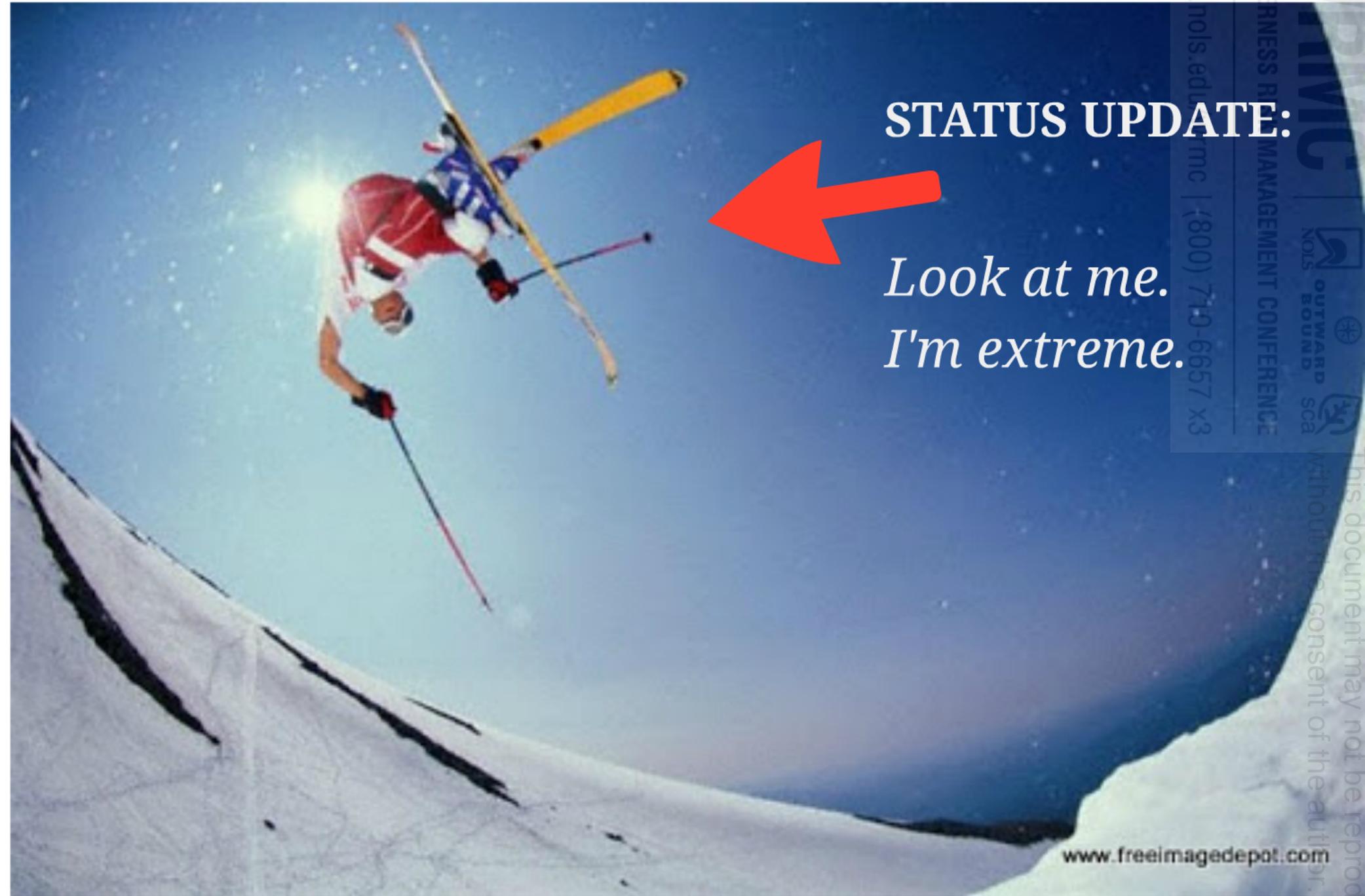
(in recreational avalanche accidents)

- Familiarity
- Consistency
- Acceptance
- The Expert Halo
- Social Facilitation
- Scarcity

Ian McCammon, 2004







STATUS UPDATE:

*Look at me.
I'm extreme.*

www.nols.edu | (800) 719-6657 X3

WILDERNESS RECREATION MANAGEMENT CONFERENCE

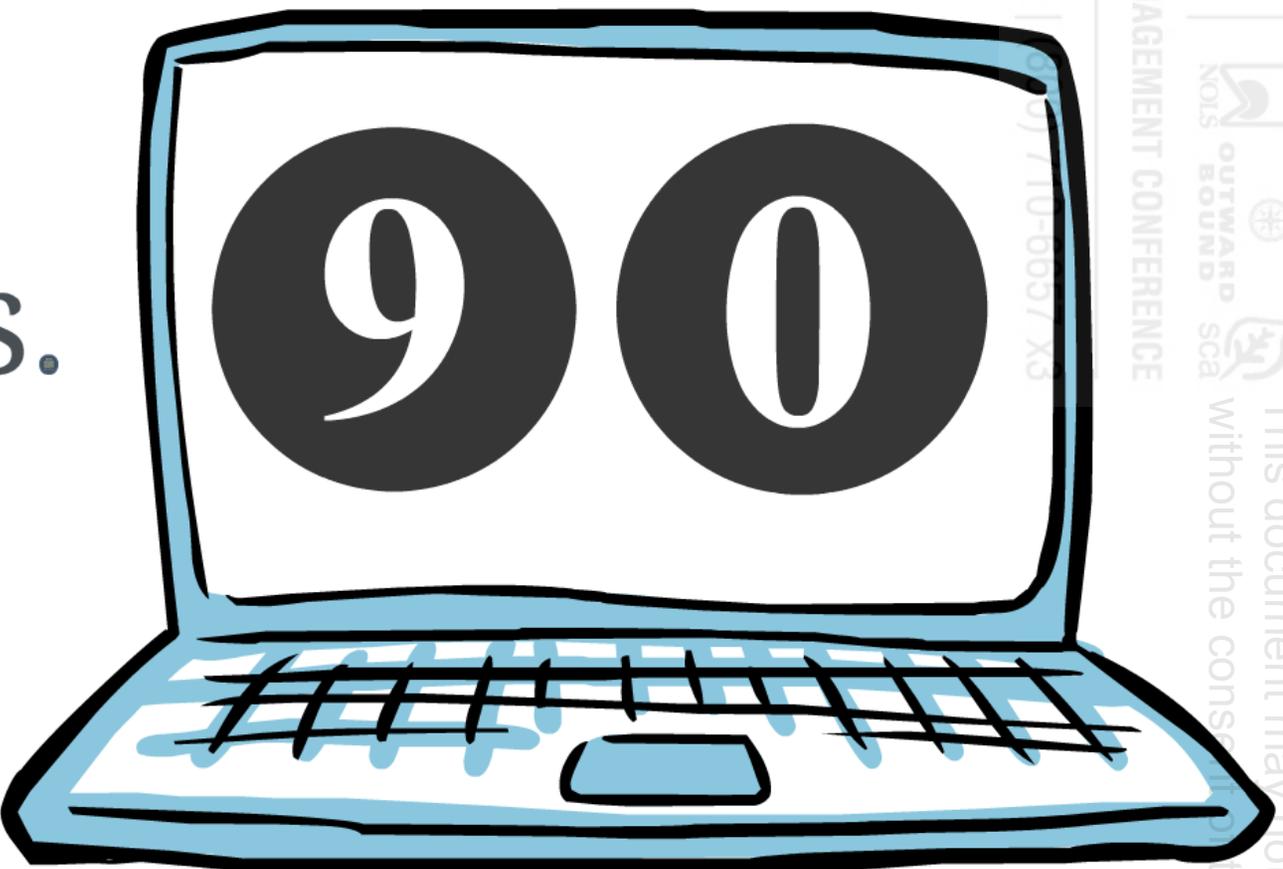


www.freeimagedepot.com

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vs.



Kevin



"I'm not going to post something lame. I'm going to post the raddest thing I did all day. And then my buddy is going to try to post something better."



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*"We are selling the glory, sharing those moments with people; encouraging and inspiring more and more people to become exposed and immersed in backcountry experiences, and those involved in the inspiration business have to raise the bar every year."
Sage Cattabriga-Alosa*

"We are selling the glory, sharing those moments with people; encouraging and inspiring more and more people to become exposed and immersed in backcountry experiences, and those involved in the inspiration business have to raise the bar every year."

Sage Cattabriga-Alosa

Psychological effects of risk glorification in the media: Towards an integrative view (2012)

The main findings are that

- (a) the risky media contents do indeed have causal force;
- (b) according to our meta-analysis active participation in risk glorifying media interfaces has a larger effect than passive consumption;
- (c) psychological processes include the priming of risk related constructs, effects of risk-positive situational heuristic cues, perceived social norms, personal risk habituation, and changes in the recipient's self-concept.

The Effects of Risk-Glorifying Media Exposure on Risk-Positive Cognitions, Emotions, and Behaviors: A Meta-Analytic Review (2011)

"The present synthesis shows that there is indeed a reliable connection between exposure to risk-glorifying media content and risk-taking behaviors, cognitions, and emotions.

This effect could be shown across different types of research methods, kinds of media stimuli, and types of risk-related outcome measures.

The converging evidence from both correlational studies with high ecological validity and experimental studies with high internal validity suggests that the phenomenon under investigation is a robust one, with considerable theoretical and practical implications."



Please take a  minute break.

Suggested activities:

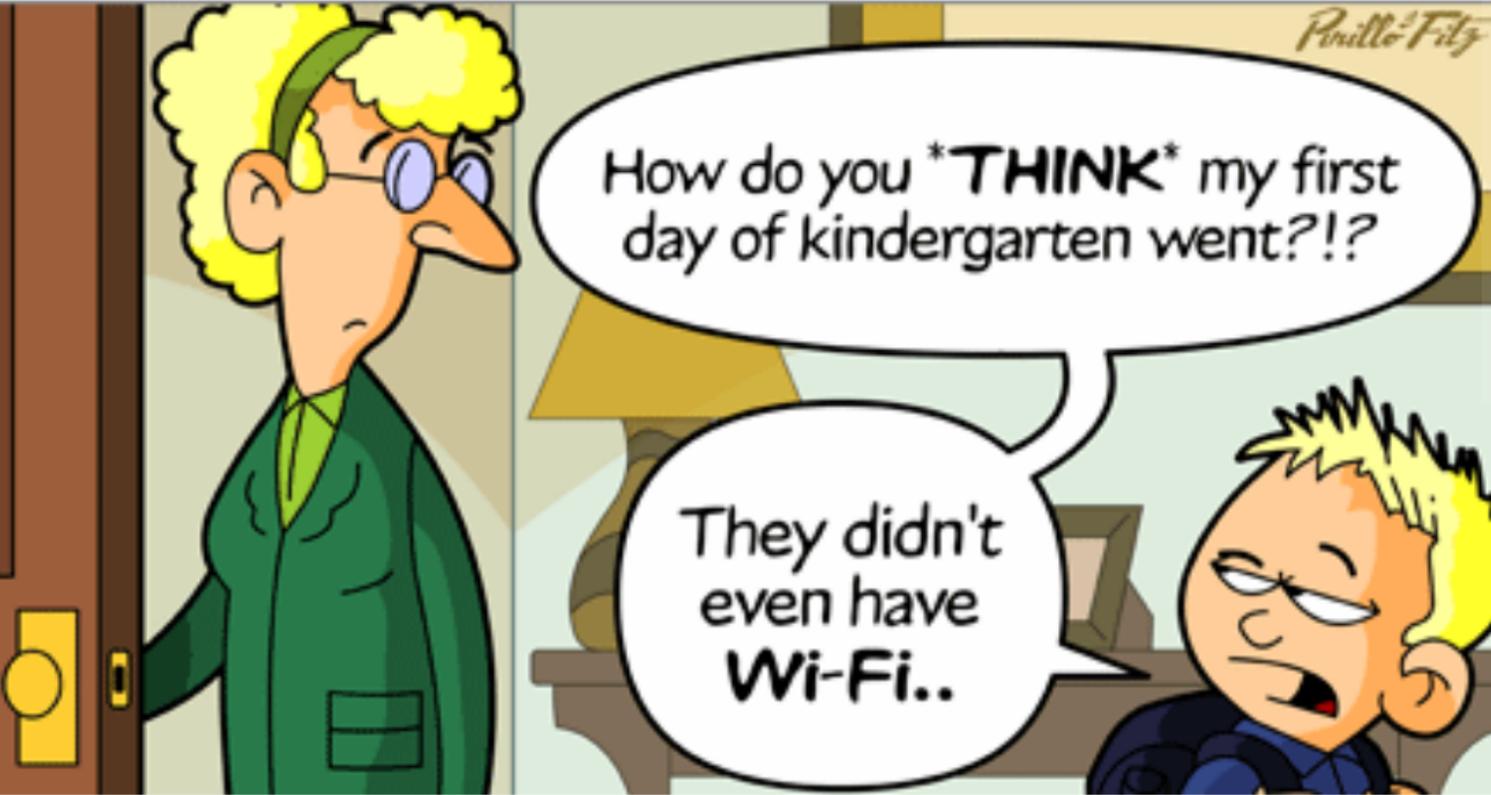
- 1. Stand-up*
- 2. Stretch*
- 3. Send tweets & status updates*

"Our students have changed rapidly. Today's students are no longer the people our education system was designed to teach."

Marc Prensky



Digital Natives, Digital Immigrants (2001)





YouTube

WRRMIC

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#SESSION SHEET

alpinereplay 

STEVE LAURIA
FEBRUARY 13, 2013
@ MOUNTAIN HIGH
NUMBER OF RUNS: 7



#1238
23.2
SUSTAINED
SPEED (MPH)

#1238
1486
CALORIES
BURNED

#1238
14.8k
VERTICAL
DROP (FT)

#1238
5
NUMBER
OF JUMPS

#1238
23.5
AIRTIME
(MSEC)

ALL RANKINGS ARE DAILY AND BASED ON RESORT. KEEP CHARGING.

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WRRMC



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- ① Prosocial possibilities.
- ② Motivation & risk.
- ③ The unknown.



① Prosocial (social) media

"Everyone of us has said “no” at some point, has turned back before the summit or skied past a juicy but hanging little pocket of snow, but rarely do you hear about Red Bull-sponsored, legitimately extreme athletes abandoning their quest. It’s not that they don’t, it’s just that there’s no glory in prudence, nothing for the PR machine to promote. But that’s what kayaker Rafa Ortiz did this week when he looked over the rim of Niagra Falls — he stepped back and said, thanks but no thanks, and then he posted his decision on his Facebook page. The response, encouragingly, was overwhelmingly positive."

Adventure Journal (www.adventure-journal.com)



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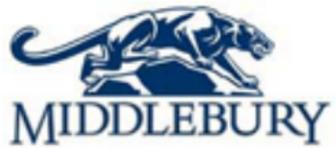
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NOLS BOARD SCA

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TEDx



② Motivation & risk



Making a living in [or based on] the mountains has become an industry. This has brought many great things, but it has also without a doubt dulled our sense of connectedness. Suddenly our zonal decision making can have underlying business [and social media implications] decisions without our conscious knowledge.

Martin Volken (Pro Guiding), 2008

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③ The unknown.

Adding more information to the avalanche curriculum about human psychology is unlikely to change behavior. The problem was not that these victims didn't have enough knowledge to make good decisions; the problem was that they didn't know how to apply the knowledge that they did have.

...The challenge is to encode knowledge into simple, easily applied **decision tools that can compete with the heuristic traps** described here.

Ian McCammon, 2004

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Action Steps

- ① Evaluate personal and organizational social media "presentation of self".
- ② Seek to understand your students/clients competing heuristics.
- ③ Educate students and staff to critically evaluate external inputs.
- ④ Critically evaluate your organizational connections between motivation and risk.
- ⑤ Help!

Questions or comments to:

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