

Dramatic Instincts

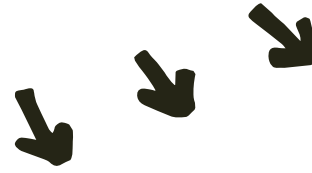
Learn to recognize the ten common story types that often make us misinterpret facts and see them as more dramatic than they are.

1 The gap instinct



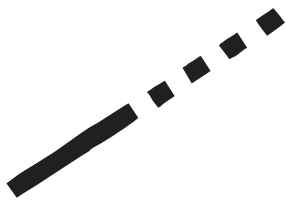
Look at the gap!

2 The Negativity Instinct



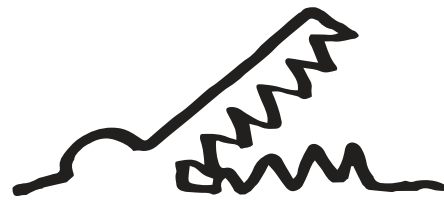
It's getting worse!

3 The Straight Line Instinct



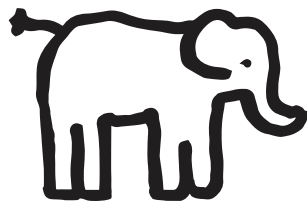
It just continues!

4 The Fear Instinct



It's scary!

5 The Size Instinct



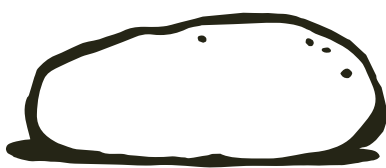
It's big!

6 The Generalization Instinct



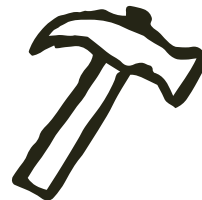
They are all the same!

7 The Destiny Instinct



It never changes!

8 The Single Perspective Instinct



This is the solution!

9 The Blame Instinct



That's the bad guy!

10 The Urgency Instinct

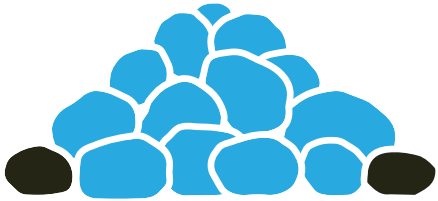


It's now or never!

Rules of Thumb

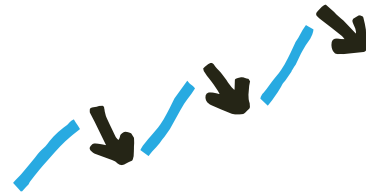
Control your dramatic instincts by making it a habit to always question dramatic stories that trigger your dramatic instincts.

- 1 TO CONTROL THE GAP INSTINCT
Locate the majority



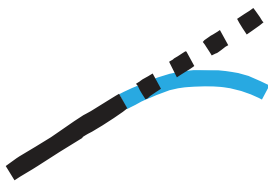
Is there really a gap?

- 2 TO CONTROL THE NEGATIVITY INSTINCT
Expect negative news



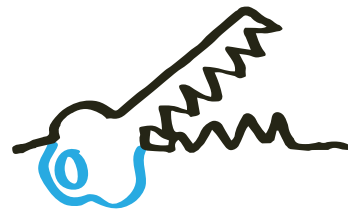
Would improvement get attention?

- 3 TO CONTROL THE STRAIGHT LINE INSTINCT
Imagine bending lines



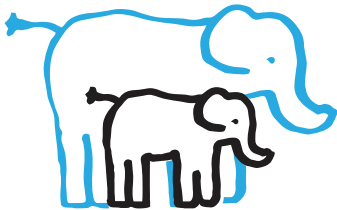
Why would this line not bend?

- 4 TO CONTROL THE FEAR INSTINCT
Calculate the risk



Is it really dangerous?

- 5 TO CONTROL THE SIZE INSTINCT
Check the proportions



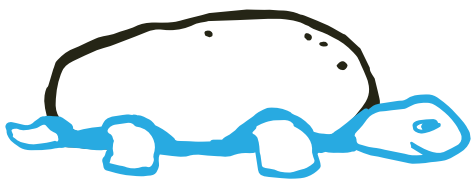
Is it big in comparison?

- 6 TO CONTROL THE GENERALIZATION INSTINCT
Question your categories



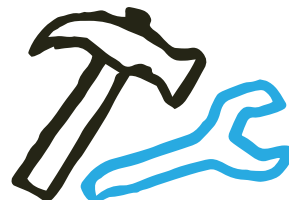
How are they different?

- 7 TO CONTROL THE DESTINY INSTINCT
Notice slow changes



Isn't it always changing slowly?

- 8 TO CONTROL THE SINGLE PERSPECTIVE INSTINCT
Use multiple tools



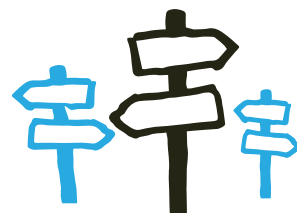
What other solutions exist?

- 9 TO CONTROL THE BLAME INSTINCT
Resist pointing finger



What system made this possible?

- 10 TO CONTROL THE URGENCY INSTINCT
Take small steps



Can we make decisions as we go?

www.gapminder.org/factfulness