

Experience working in the field of human factors engineering

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Human Factors Engineering

**We cannot change
the human
condition,**

**but we can change
the conditions
under which
humans work**

James Reason



UNDERSTANDING THE LIMITATIONS OF HUMAN COGNITION

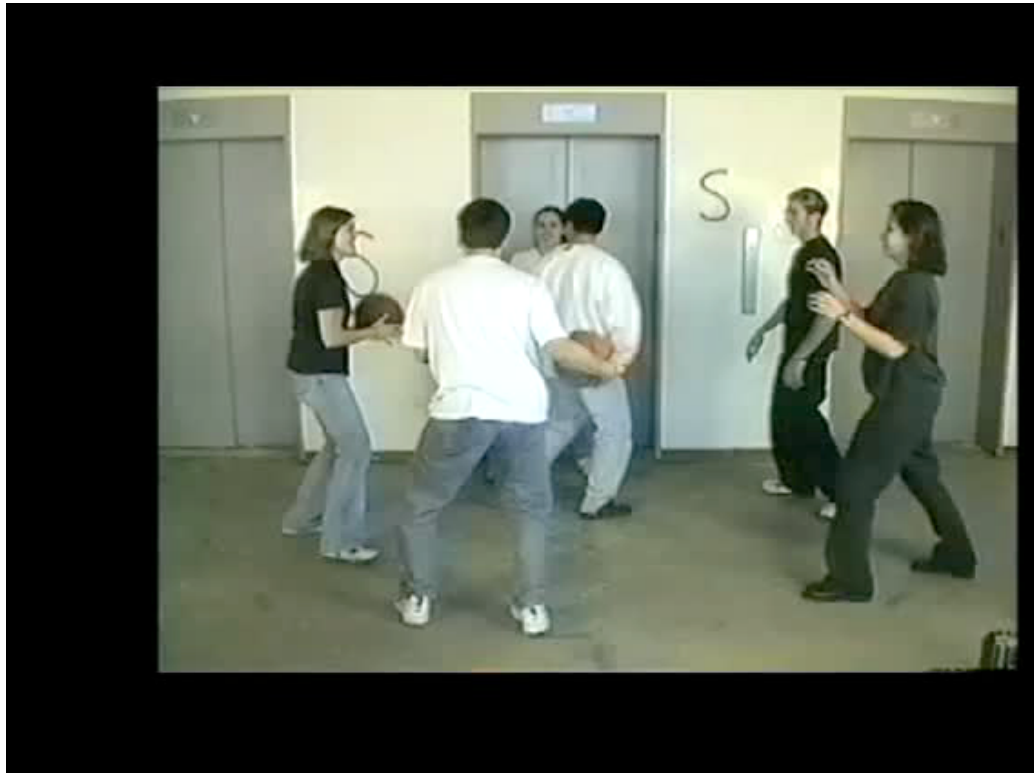


Inattentional Blindness

- Failing to see what should have been plainly visible
 - Because attention is not **focused** on it
- Most of our perceptual processing occurs outside of conscious awareness
- Attentional resources are finite

FRAMING EFFECT

- Tendency to draw conclusions based on how data are presented.



COGNITIVE BIASES



ROTTWEILER EFFECT

- Tendency to think that assertiveness is an undesirable female trait



CRABS IN THE POT EFFECT

- Tendency to keep one another from getting to the top by pulling each other down



CONFIRMATION BIAS (HONDA CIVIC EFFECT)

- Tendency to seek out or interpret information that confirms your preconception



STATUS QUO BIAS

- Tendency to assume the current state is adequate and thus favour a reactive rather a proactive approach



Proactive vs. Reactive

Reactive

- Survive
- Follower
- Urgent
- Problem Solving

Proactive

- Thrive
- Leader
- Important
- Raising the Bar

Thank You!