

What's Your Story?

Using storytelling to connect with vaccine-hesitant individuals



Ragged tooth shark, Aliwal Shoal, South Africa. Photo by Tara Haele





Black tipped reef shark, South Africa. Photo by Tara Haelle







Tiger shark, South Africa. Photo by Tara Haelle



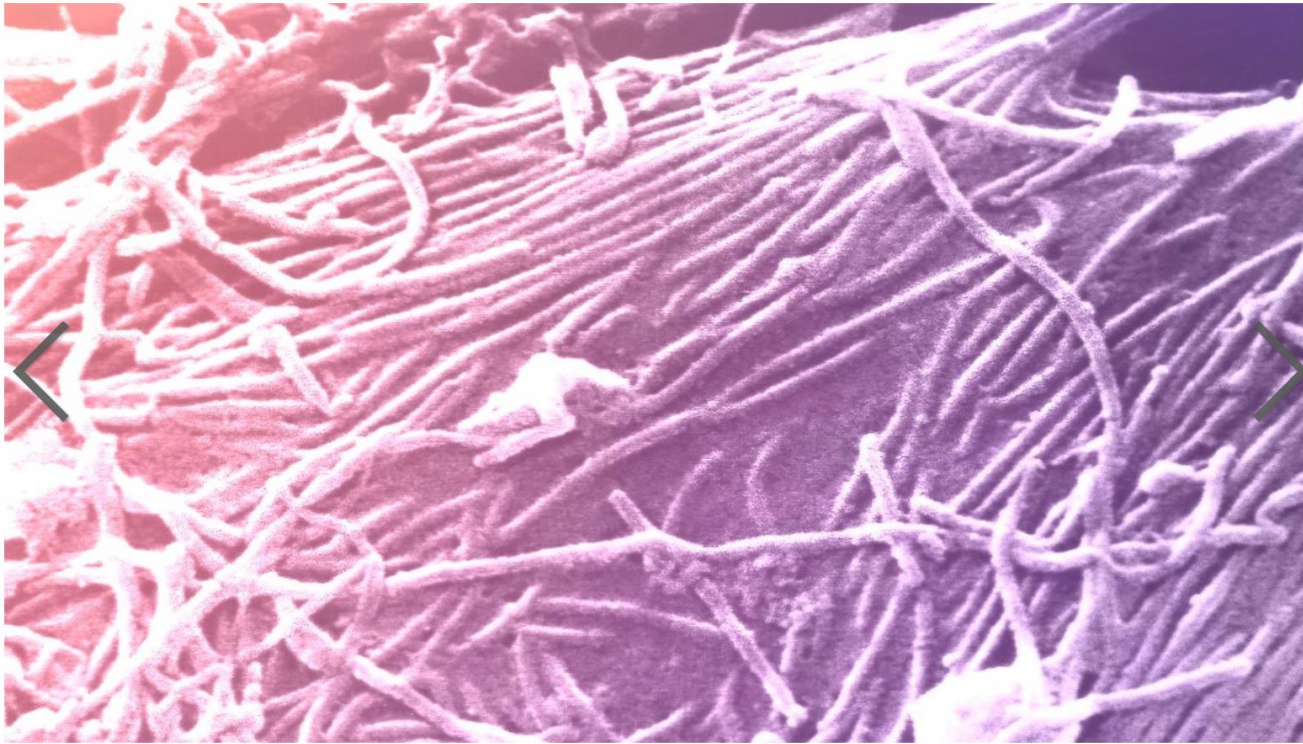
Tiger shark, South Africa. Photo by Tara Haelle

<https://youtu.be/7904u845lAQ>

CDC: Smallpox found in NIH storage room is alive

By Jen Christensen, CNN

🕒 Updated 1907 GMT (0307 HKT) July 11, 2014



Photos: They discovered the cure for ...

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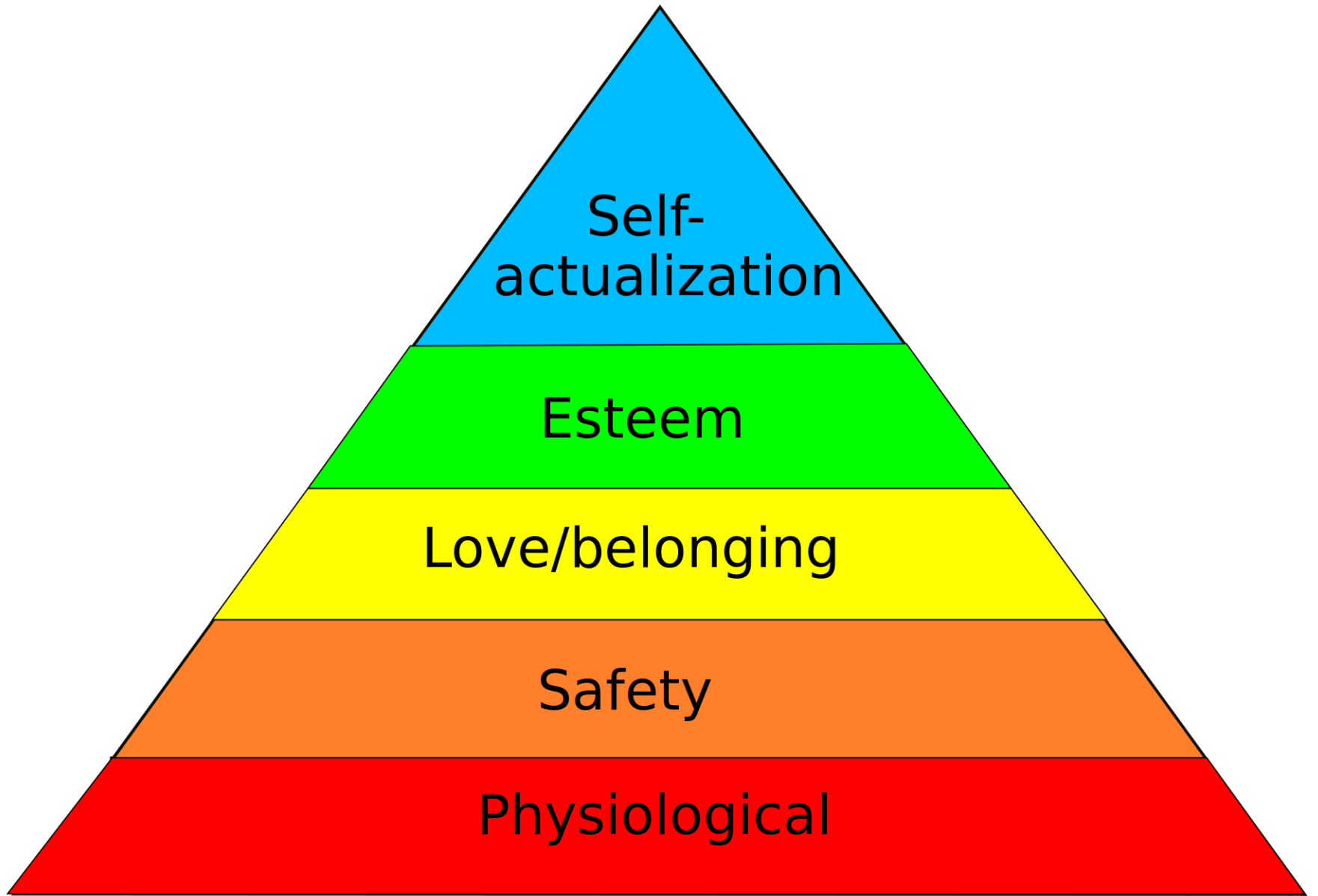
The 47 shark species that lurk in the Mediterranean



What sharks do you find in the Mediterranean?



“The Historian” Image in public domain.





Achilles tending the wounded Patroclus (Attic red-figure kylix, c. 500 BC)



Baiame, the creator spirit who comes from the sky in the Dreaming of several language groups of southeastern Australia. Photo by T. Wright.



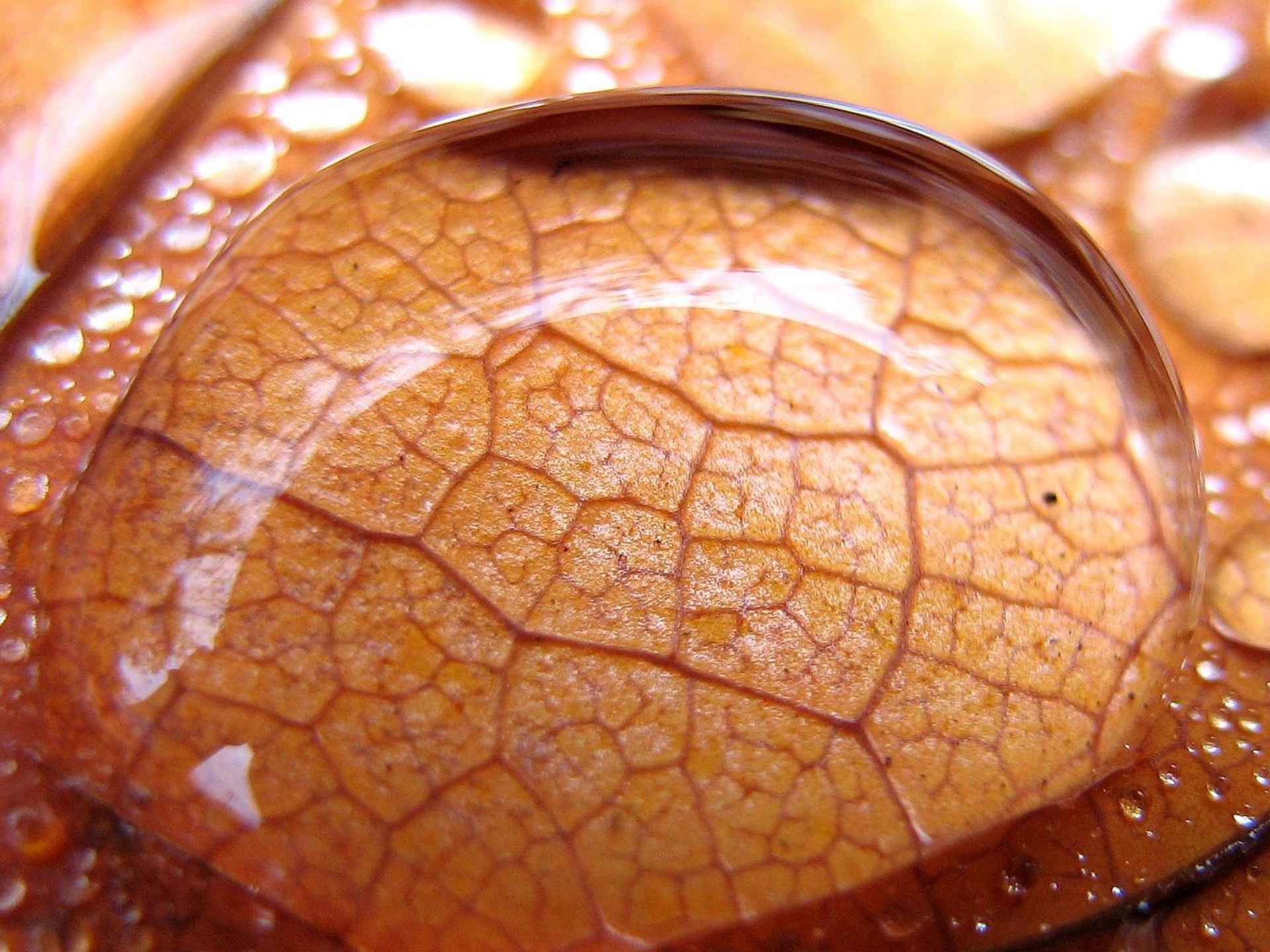
Anansi the Spider. Image from Creative Commons



Vishnu, Shiva, and Brahma. Image in public domain.



Abraham Meets the Three Strangers (the Old Testament Trinity). 1000 A.D. Public domain.



CONVINCING FACTS!

THOSE WHO DISBELIEVE IN VACCINATION SHOULD
PONDER THE FOLLOWING FIGURES ISSUED BY
THE HEALTH COMMITTEE OF GLOUCESTER:

TOTAL ADMISSIONS TO HOSPITAL FOR SMALLPOX	350
UNVACCINATED	319
VACCINATED, BUT SO LONG AGO AS TO BE UNPROTECTED	18
VACCINATED DURING INCUBATION PERIOD OF DISEASE	13

'THE TIMES.' JULY 25, 1923.



“rules of thumb”

“best practices”

What is a *heuristic*?

“intuitive judgments”

“common sense”



Photo by Markg6. Creative Commons



Confirmation Bias

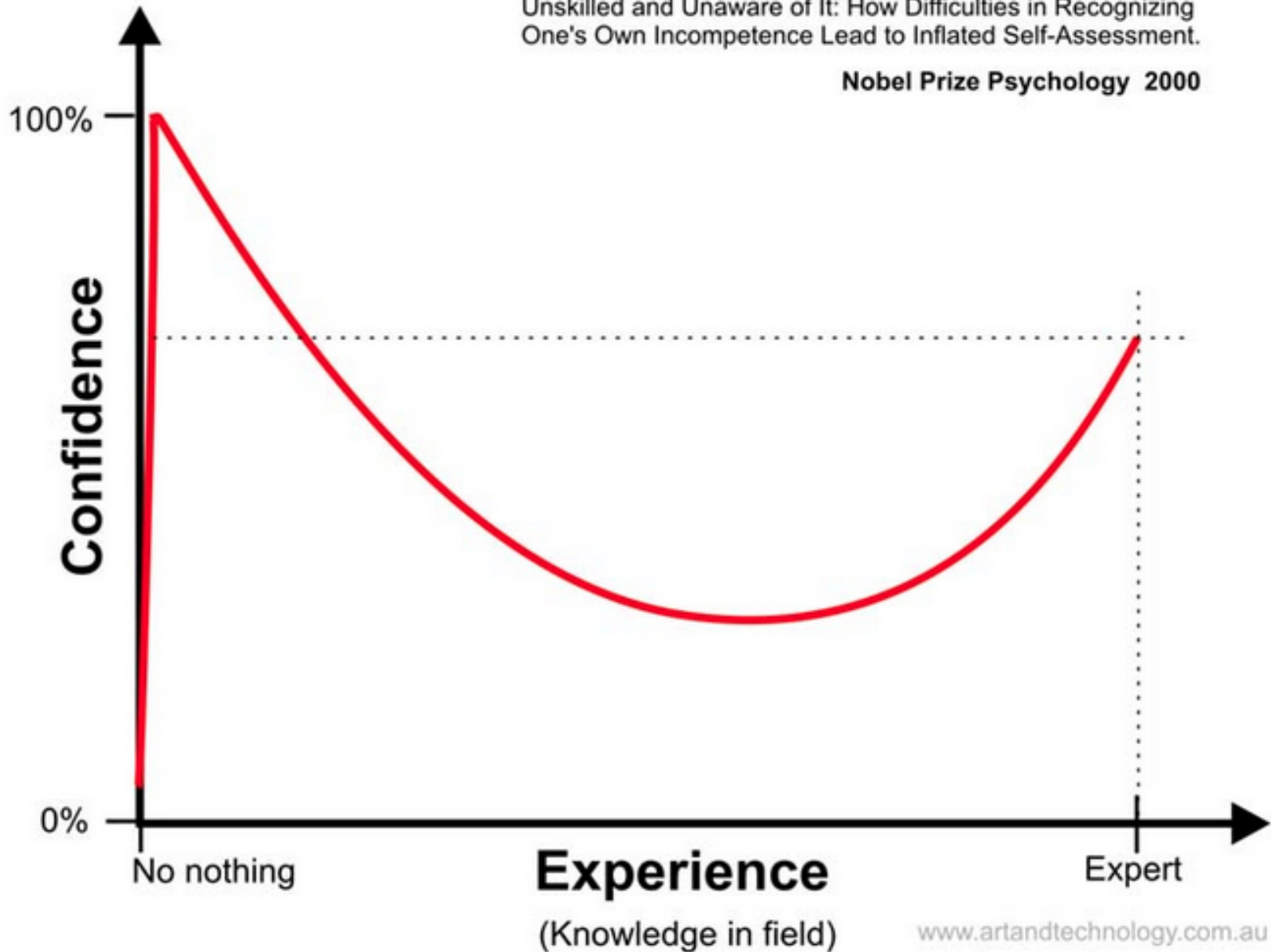
- ❖ A tendency to search for information in a way that confirms one's preconceptions or interpret new evidence as confirmation of one's existing beliefs or theories.



Dunning-Kruger Effect

Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessment.

Nobel Prize Psychology 2000



Survivorship Bias

- ❖ A selection bias; focusing on the people or things that "survived" some process or event while unwittingly neglecting those that did not because of their lack of visibility.



WENEDELEN 1861-1862
GATHARINE 1858-1865
MAURICE 1876-1884
ELIZABETH 1874-1884
THOMAS 1873-1884
ANNIE 1867-1884
IDA 1878-1890
SADIE 1882-1890
JOHN 1856-1865
DENNIS 1870-1890
JERMIAN 1871-1890
WALTER 1880-1890

CHILDREN OF J.F. & E.F.
BRIDGE

Photo by Nicholas Kayhart. Used with permission.

Beachgoers warned of shark attack risk in France and Spain

Several popular beaches introduced swimming bans after highly unusual sightings of blue sharks close to shore recorded by tourists



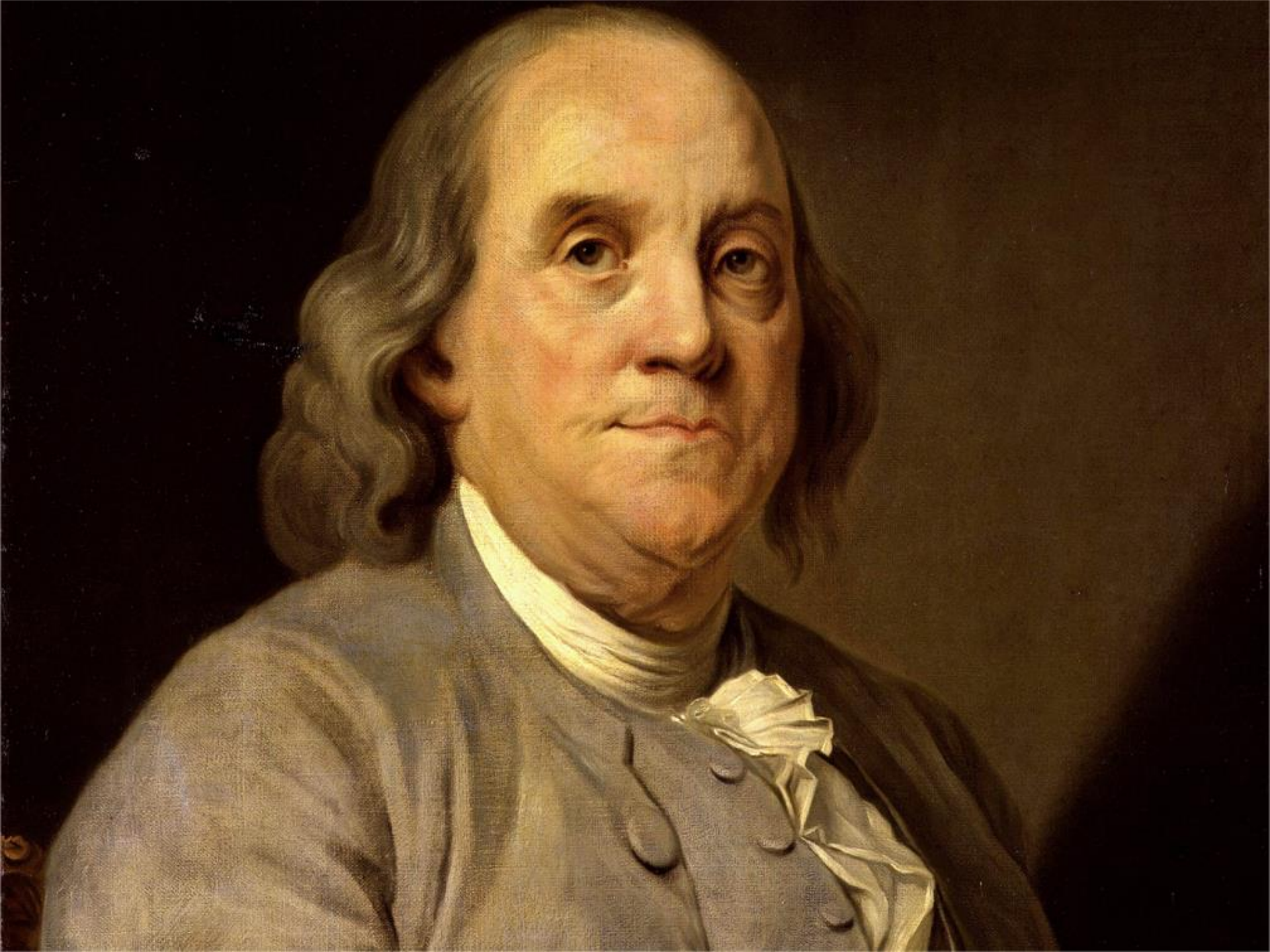
Availability Bias

- ❖ Relying too much on immediate examples that come to a person's mind when evaluating a specific topic, concept, method, or decision.
- ❖ Usually more recent, personally experienced, or particularly memorable examples.
- ❖ The brain magnifies more memorable or emotional events.



The Cow-Pock — or — the Wonderful Effects of the New Inoculation! — vide. the Publications of the Anti-Vaccine Society.

Pub. June 10. 1869. by H. Humphrey, 31, James Street.



“In 1736 I lost one of my sons, **a fine** boy of four years old, by the small-pox, taken in the common way. I long regretted bitterly, and still regret that I had not given it to him by inoculation.

This I mention for the sake of parents who omit that operation, on the supposition that they should never forgive themselves if a child died under it; my example showing that the regret may be the same either way, and that, therefore, the safer should be chosen.”

Reluctance to Vaccinate: Omission Bias and Ambiguity

ILANA RITOV AND JONATHAN BARON

University of Pennsylvania, U.S.A.

ABSTRACT

Subjects are reluctant to vaccinate a (hypothetical) child when the vaccination itself can cause death, even when this is much less likely than death from the disease prevented. This effect is even greater when there is a 'risk group' for death (with its overall probability held constant), even though the test for membership in the risk group is unavailable. This effect cannot be explained in terms of a tendency to assume that the child is in the risk group. A risk group for death from the disease has no effect on reluctance to vaccinate. The reluctance is an example of omission bias (Spranca, Minsk & Baron, in press), an overgeneralization of a distinction between commissions and omissions to a case in which it is irrelevant. Likewise, it would ordinarily be prudent to find out whether a child is in a risk group before acting, but in this case it is impossible, so knowledge of the existence of the risk group is irrelevant. The risk-group effect is consistent with Frisch & Baron's (1988) interpretation of ambiguity.



