

Psychology, Economics, Bollywood, and Technical Communication



STC India Annual Conference 2015
Pune

Wasique Robbani

Agenda

What is this presentation about?

Behavioral Economics

Neuroscience

Bollywood

Implication for Technical Communication

- Immediacy and Simplicity

- Familiarity

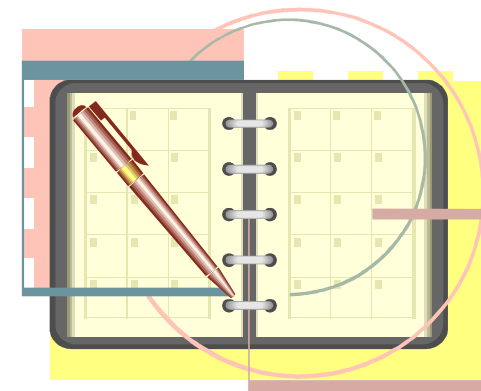
- Using Senses

- Using Emotions

- Ask Away

Summary

Q&A



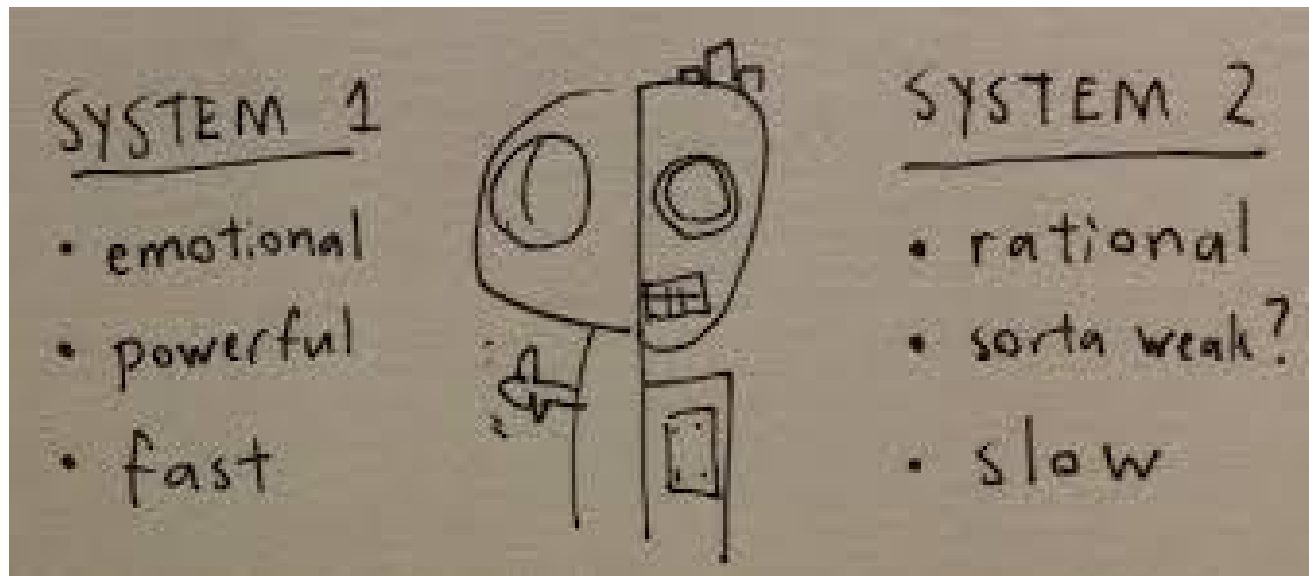
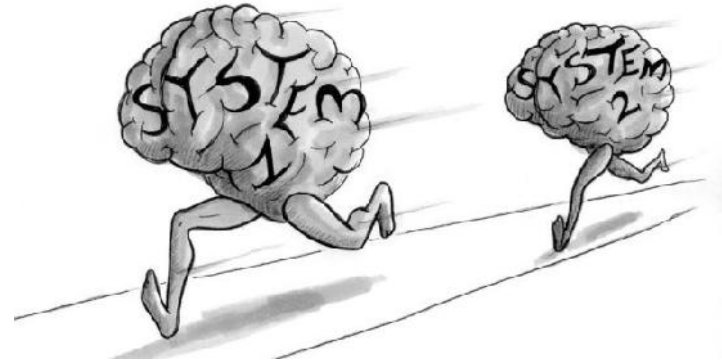
What is this presentation about?

- Behavioral Economics
- Neuroscience
- Bollywood
- Technical Communication



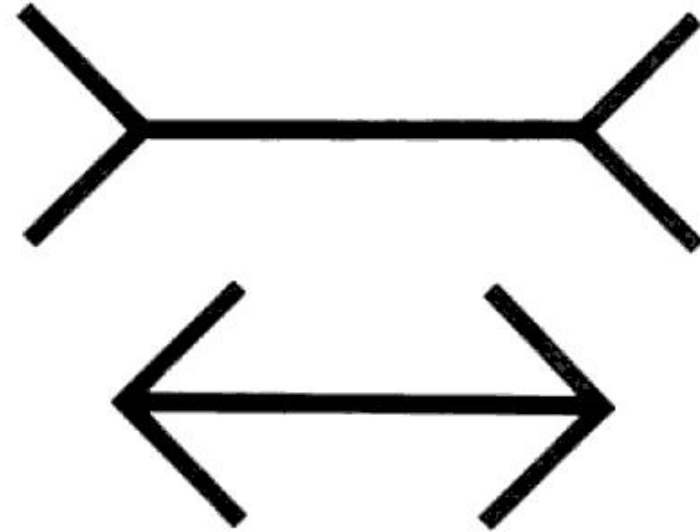
Behavioral Economics

- The two brain systems
- The Lazy versus the Busy



Behavioral Economics

- Lets test it
 - Which line is longer?



This is not
new!

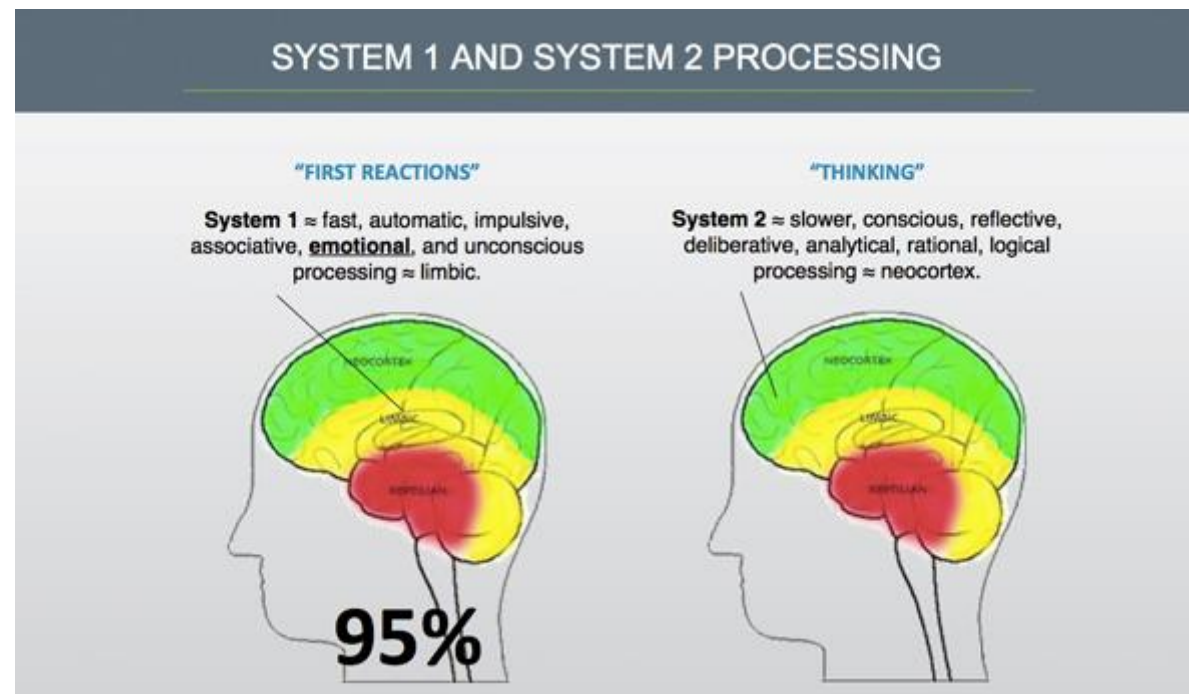


But I still don't
see them
equal.



Behavioral Economics

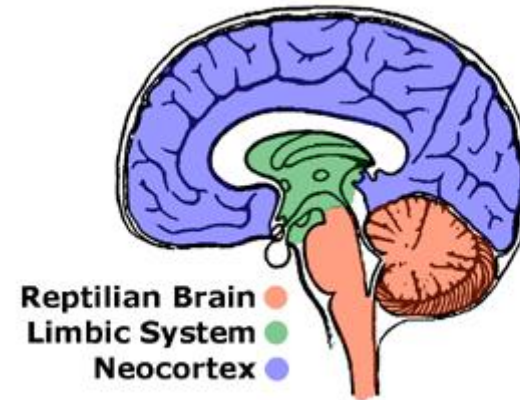
- Heuristics and biases affect our decisions
 - Endowment Affect
 - Present Bias
 - Framing
 - Anchoring
 - Priming



Neuroscience

The Evolution-Designed Brain


- We have three brains
- Measuring brain
 - Electroencephalography (EEG)
 - Positron emission tomography (PET)
 - Functional magnetic resonance imaging or functional MRI (fMRI)
- So we have Neuroeconomics, Neuromarketing, Neuroeducation.....



Warning! Use System 2
when it comes to
neuroscience.

Bollywood

- What is common to successful movies?
 - PK
 - Bajrangi Bhaijaan
 - Dhoom 3
 - Chennai Express
 - 3 Idiots
 - Happy New Year
 - Kick
 - Krrish 3
 - Bang Bang!
 - Ek Tha Tiger



There are things
more important
than content!

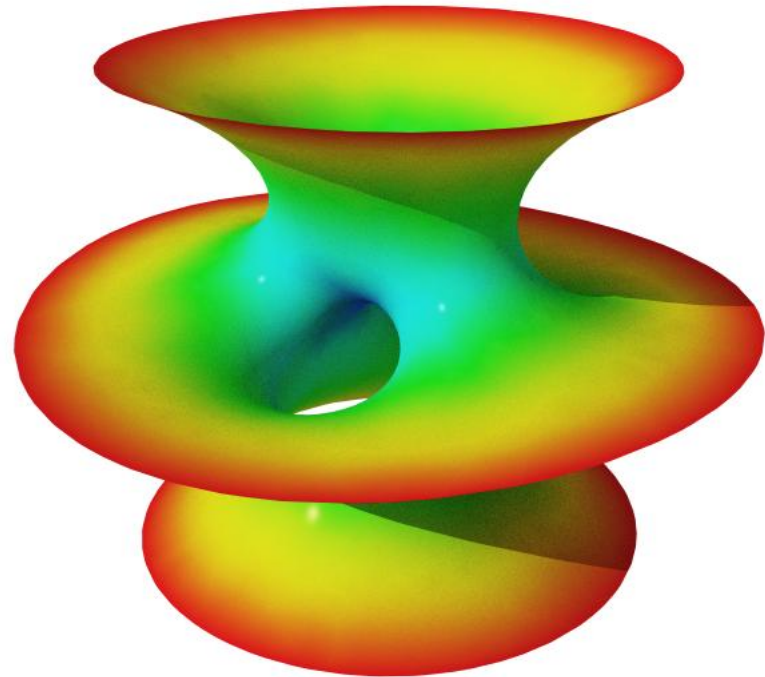
Immediacy and Simplicity

- My system 2 is lazy
- I cannot wait for the answer
- Just in time information – Solve my problem now
- Make it easy – no cognitive overload



Immediacy and Simplicity

- Separate out content – tutorials, multimedia in addition to user guides
- Make it easy to search and find
- Keep it minimal



Familiarity

- I like what I think I know
- I repeat to remember
- Highlight what is important – make it stand out
- Use fading



Familiarity

- Use important terms in headings
- Use different color or face to make text stand out
- Repeat what is important



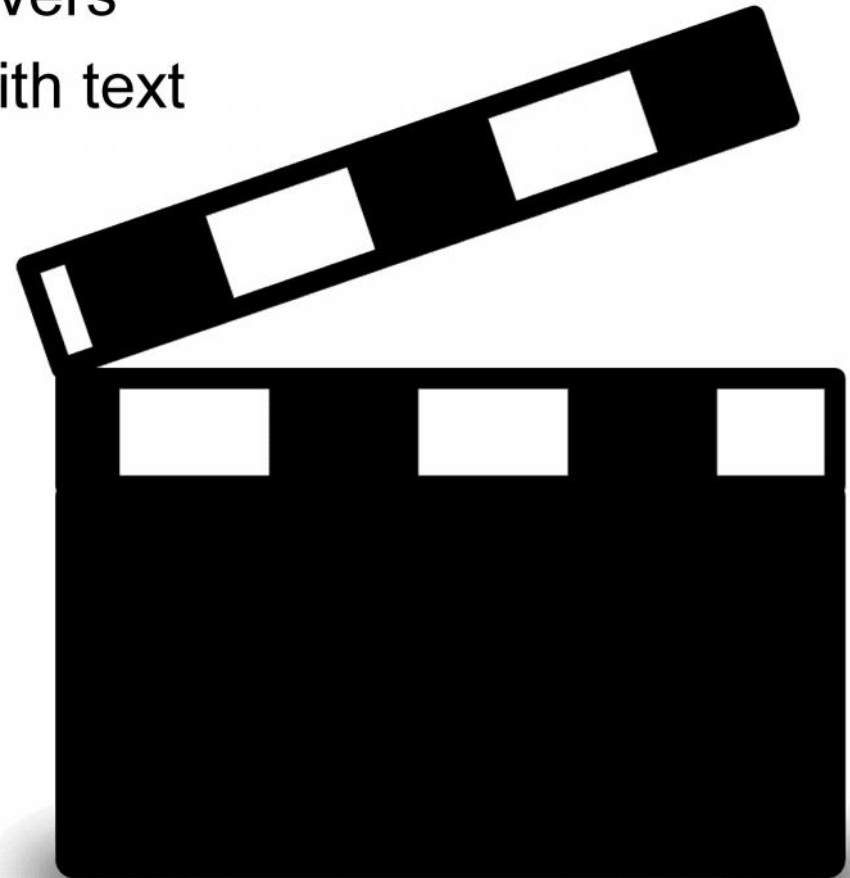
Using Senses

- I love to see what I am reading about
- Even better show me and talk to me too
- Pictures are worth a thousand words
- Multimedia is worth a thousand pictures



Using Senses

- Create short movies whenever possible
- Use animations and voice overs
- Always use images along with text



Using Emotions

- I think from my heart
- I like what I own
- Cater to the emotions – Meet needs and provide feedback
- Involve users – make them part of the system



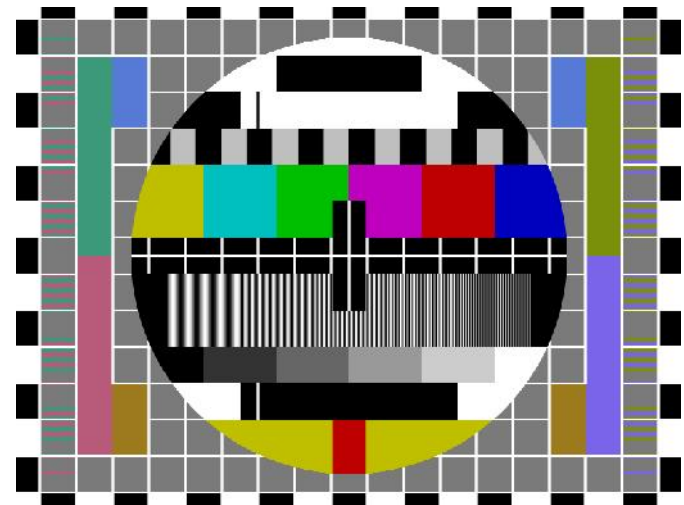
Using Emotions

- Mention problems and their solutions
- Let users know what is the result of a task
- Create forums to create evangelists



Ask Away

- What is common between the Upani ad, Socrates, and the Sunnahs?
- Testing helps in learning
- Provide Context – let the grey cells wake up
- Help create schemas – connect things



Summary

- Existing trends and new ideas and discoveries in different fields can be used in technical communication
 - Be simple
 - Cater to immediate need of users
 - Use multimedia
 - Appeal to user emotions positively
 - Help users retain and excel

Questions & Answers





THANK
YOU

