Human Hacking 2021

Ian Rowland: How To Make Minds Go Wrong

Viewer notes.

These notes are not a complete script of the presentation. They just contain some graphics, notes and puzzles that you may want to refer to.

Summary

Ian will present and explain several techniques you can use to 'make minds go wrong' i.e. to shape, influence or modify another person's perception and understanding.

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These techniques are drawn from many sources including persuasive psychology and Ian's background as a magician and mindreader. (Although Ian is not a professional magician, he is a member of the Inner Magic Circle, has written over 200 articles for the magic press and has taught and lectured to other magicians at major conventions all over the world. He is also one of the world's two leading experts on 'cold reading', the other being his good friend from New Zealand, Richard Webster, whose books are all worth buying.)

The techniques described in this presentation are ethically neutral — like a surgeon's knife, they can be used for good or harm. Since everyone who signs up for the Human Hacking conference is a paragon of virtue, not to mention being practically an angel in human form, you will, of course, only use these techniques for good.

You can apply these techniques to many areas, such as business, selling, persuasion, management, negotiation, social situations, relationships and pretty much any situation where you want to influence another person's thinking.

Memory Aid

The acronym for this presentation is: **SMART APE**. If you can remember 'Smart Ape', you can remember all the techniques involved.

Skewed Framing

Memory and Sticky Simplicity

Auto-deception

Response Negation

Twisted Patterns

Applied Misdirection

Perceived Emotional Gain (PEG)

Expression and Voice

A Memory Test

Be honest… how long do you think it would take you to memorise this sequence of letters? What if I told you that you could memorise them perfectly in less than ten seconds?

YAMTSSFANI
LATTHTSOIBI
YSINHTMIUT
BTASHOMOY
CSWSHTGIDK
SWSISSWNILFY

Recognise These Names?

See if you recognise any familiar names here:

Margaret Mary Emily Anne Hyran

Issur Danielovitch Demsky

Ilyena Lydia Vasilievna Mironov

Stefani Joanne Angelina Germanotta

Christopher Sarantakos
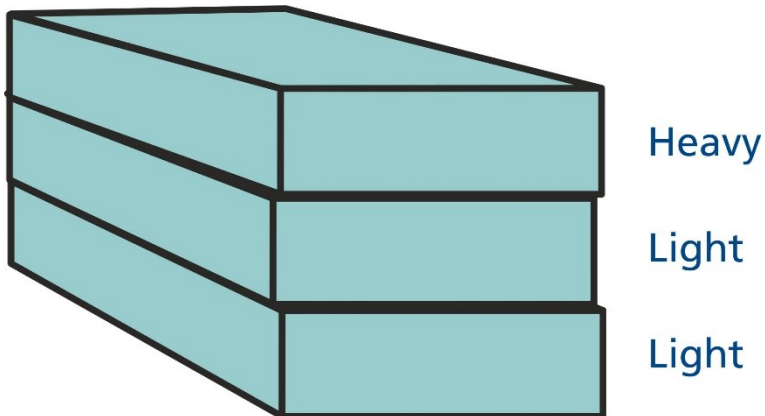
Margarita Carmen Cansino

Clip The Queen

Here are five playing cards. I give you a 100% positive guarantee that there is only one Queen among the five and that it's the card in the middle. You will see that this is true when I turn the cards over. If I asked you to put a paperclip on the Queen, where would you put it?

Charpentier Illusion

Get three identical boxes. Matchboxes or card boxes will do. Leave two of them empty so they are light. Make the third one significantly heavier, e.g. by filling it with coins. Stack them as shown with the Heavy box on top. Pick all three up using an overhand grip. Repeat this. Then just pick up the top, heavy box on its own. Your mind will tell you that the one heavy box is heavier than all three together! This is known as the Charpentier illusion or the Size/Weight illusion if you want to look it up online.

How Old Is Harry?

Here's a puzzle for you.

Harry the teacher lives in the house that is neither red nor blue. The pianist enjoys jazz music and is older than the man in the green house. Sarah, who is next to the yellow house, remembers that when she was a young child she saw the first moon landing on TV. Jane is not a pianist and has a cellar of fine wine. Jacques, whose house is not blue, is eight years younger than the only person over fifty. Harry lives next door to the surgeon, who claims to really hate rock music and is half the carpenter's age. Jane's house is not the colour of grass. The carpenter is not next door to the surgeon, and when younger met the person in the yellow house at a rock concert.

How old is Harry?

I promise it is possible to work out the answer from the information provided. I also guarantee you can get the answer in a short time. Try thinking about it from a different perspective.

Letters Puzzle

Where would you find the following sequences of letters?

(a) M T W T F S S
(b) J F M A M J J A S O N D
(c) H He Li Be B C N O F Ne
(d) REWO LDYO NDTH NGSE OFLE

Vocalics

The acronym I mention is VAPER. This stands for:

Volume **A**rticulation **P**itch **E**xpression **R**ate

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