



with

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# A dialogue between Cognitive Science and Society via scientific outreach

*A workshop for “A researcher in 2019”*



**Disseminating  
knowledge to  
the public**

**Promote your  
research  
towards public  
institutions**

**Develop a  
collaboration  
with an  
industry**



**Equipping researchers in cognitive science with  
innovative tools to dialogue with society**

# Your turn !

**For one hour, we put you in the shoes of researchers at DEC  
who decided to lunch and inter-lab and interdisciplinary  
scientific outreach project...**



*... Starting by refreshing your memory on what we had agreed upon  
a few weeks ago !*

# Phase 1 – Positioning the project

*Who are the different teams ? How do each one of them work ?*

*What do they research on ? Do they have common projects ?*

*How is the institution related to the academic world ? What is its research ecosystem ?*

*Is your institution interacting with society ? With who ? How ?  
How do you think your institution is perceived by society ?*

**Who do we want to address with this project ? How ?**

# Phase 1 –Project brief

- **Goal** : to disseminate knowledge about cognition to the general public (+18), in order to help people **cultivate metacognition** on a daily basis
- **Content** : systematic **cognitive processes** that influence us in our daily life
- **Format** : an **exhibition** made of **drawings** and **immersive experiences**

*You were THRILLED. But now, we had to start working on the content of the exhibition...*



**Positioning**  
(1month)

**Designing**  
(2-6months)

**Realizing**

*... So we took you into the  
designing process of the  
exhibition. And did a  
(very) small chunk of the  
work with you !*



# Phase 2 – Designing the exhibition

**Mission of the day : to transform scientific knowledge into relevant content for people's daily life**



*Before realizing the exhibition, we (CogInnov, Marianne and Bam), needed to collect your scientific knowledge and understand why and how it was relevant in people's daily life. We took you through a three steps process, in order to end up with a "knowledge brief" for us to use later on.*

⇒ Knowledge brief ("cahier des charges")



## Phase 2 (step 1) – Selecting and describing your cognitive process

*Each “lab” had to select and describe one cognitive process to work on.*

*You had 3 criteria to select it:*

- *Specific*
- *Robust in scientific literature*
- *Can be experienced in daily life*

Lab° 1 picked : **“Gain / loss asymmetry”**

## Lab ° 2 picked : “Intentionality bias”

## Lab° 3 picked : “Joint attention”

## Lab° 4 picked : “Post-hoc rationalization”

*Interestingly 3 groups out of 4 picked a cognitive bias: a lot of scientific mediation exists on “cognitive errors” and not as much on what actually works well !*

Lab n°

**Cognitive process :**

- Describe the cognitive process you chose in simple terms. Here, you are looking for a common and consensual definition of that process. **100 words max.**

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# Phase 2 (step 2) – Mapping your epistemological frame

*We did not properly do that step because it's a long and tedious process. But basically, we wanted to show you some of the questions that must be answered in order to understand where the knowledge you want to talk about is coming from scientifically. This step is very important to build pedagogical content that is not just arbitrary “data dropping”.*

COC  
INNOV

Lab n°

Cognitive process : .....

EPISTEMOLOGICAL FRAME	
<b>History of science:</b> where does this research come from? What disciplines are at its origins? Who are the pioneer researchers?	<b>Theory:</b> what are the main theoretical explanations at hand? Is there any controversy? What are the key notions to understand the process?
<b>Your contribution:</b> How are you contributing to this research, theoretically or experimentally? Positive and negative results are all welcome.	<b>Perspectives:</b> What are the broader scientific challenges in the field? Does this research have any societal or individual relevance? In what field or circumstances?

# Phase 2 (step 3) – Imagine your format

*And finally... We worked on the format. Two groups worked on an immersive experience with Morgane and Chloe, the designers. And two others worked on a daily situation, which Marianne helped you to draw. You had 30 minutes to test one of these two tools and get a taste of how it feels to transform knowledge into a relevant content.*

The screenshot shows a digital tool interface with a header bar containing logos for 'COC INNOV', 'Morgane and Chloe', and 'Marianne'. Below the header, there is a section titled 'Look at the experience' with a 'Map' button. The main area is a grid with five rows and two columns. The rows are labeled 'Map', 'Feelings', 'Thoughts', 'Feelings', and 'Self-reflection'. The 'Map' row has a 'Map' button. The 'Feelings' row has a 'Feelings' button. The 'Thoughts' row has a 'Thoughts' button. The 'Feelings' row has a 'Feelings' button. The 'Self-reflection' row has a 'Self-reflection' button. The grid is currently empty, with only the 'Map' row containing some text.

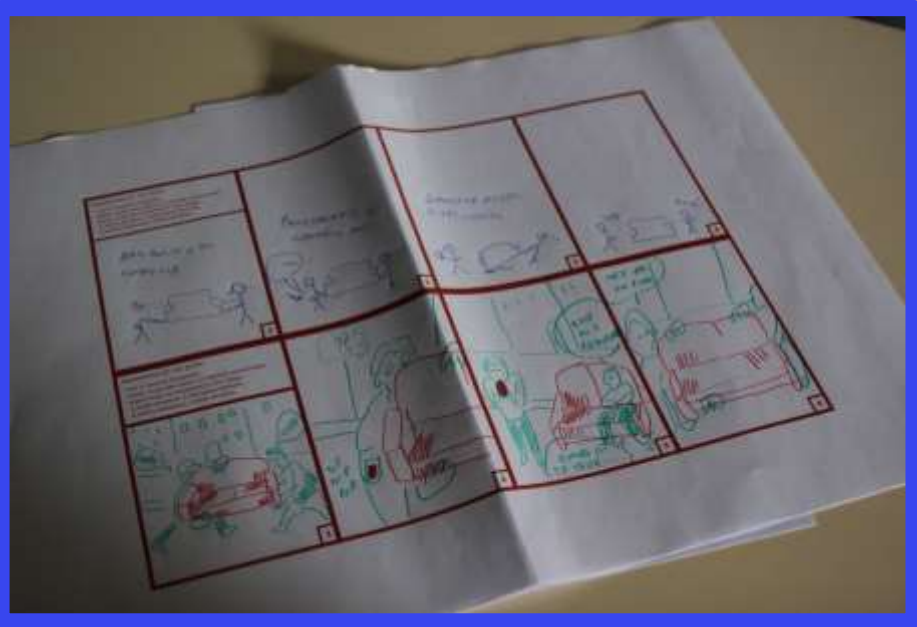
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*Morgane from  
Collectif Bam,  
working on an  
experience map.*





*Marianne, scientific  
illustrator, working on a  
daily situation.*



# Phase 2 (step 4) – Share your knowledge brief

*At the end, you all had one minute to share with the other labs what you had been working on...*



- Lab° 1 worked on an atypical casino scene, where the probabilities of gains or loses are displayed on the machine to trigger the bias. The emotions of the participants are recorded as they gain or loose and will be used for debriefing.
- Lab °2 worked on a fight situation in the street between two strangers, which was triggered by a misattribution of a bad intention to one of the characters.
- Lab°3 worked on a failed joint attention situation between two characters who were initially performing an action together, until a phone rings and interrupt them.
- Lab° 4 worked on a fake experiment in which they put the participant in an awkward situation leading him to make a forced decision and then justify herself afterwards for that decision in front of a “jury”.





# Thank you !

# Come to “DEC Valo” lunch on October 22<sup>nd</sup> !

See other projects of Cog’Innov on our website :

<http://coginnov.org/>

And follow our news on social media :

<https://www.facebook.com/coginnov/>

<https://twitter.com/CogInnov>



**Marianne** <https://www.instagram.com/mariannetricot/?hl=fr>



**Collectif Bam** <https://collectifbam.fr>