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**TEDxMidAtlantic 2011 - Duncan**

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explanations that we give for the outcomes that we observe in life-explanations that seem obvious once we know the answer-are less useful than they seem.

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By understanding how and when



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common sense fails, we can improve our understanding of the present and better plan for the future. Drawing on the latest scientific research, along with a wealth of historical and contemporary examples, Watts shows how common sense reasoning and history conspire to mislead us into believing that we understand more about the world of

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human behavior than we do; and ...

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It seems obvious, for example, that people respond to incentives; yet policy makers and managers alike frequently fail to anticipate how people will respond to the incentives they create. Social trends often seem to have been driven

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by certain influential people; yet marketers have been unable...

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societies and businesses, we delude ourselves into thinking we can know the future.

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Obvious shows you that common sense isn't as reliable as you think it is, because it often fails us in helping to make predictions, and how you can change the way you or your company make decisions with more scientific, statistically grounded methods.

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### **Common Sense Fails Us: Duncan J ...**

If you think the answers to these questions are a matter of common sense, think again. Buy >>> The Author. Duncan Watts is a principal researcher at Microsoft Research and a founding member of the MSR-NYC lab.

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## **Watts: Review**

Watts's point is that however well we understand the parts, we do not thereby acquire a complete understanding of the whole. This is one of the big reasons that common sense is unreliable. We are prone to think in terms of individual actors whose doings set predictable chains of events in motion.

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**Everything Is Obvious by Duncan J. Watts: 9780307951793 ...**

Everything Is Obvious argues that just as the legal system may have downplayed the role of chance when punishing Gray, common sense reasoning, by focusing on actual outcomes rather than possible outcomes, makes deductions about the

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world that obscure just how  
unpredictable complex social  
interactions can be.

## **Everything Is Obvious How Common**

In “Everything is Obvious,” Watts  
explores and debunks many of the  
common myths that affect “commons

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sense” thinking. He notes the tendency to try to explain a highly successful phenomenon, like the “Harry Potter” books, simply by listing its attributes.

## **Amazon.com: Customer reviews: Everything Is Obvious: How ...**

Duncan Watts is a principal research scientist at Yahoo! Research, where he

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directs the Human Social Dynamics group. Prior to joining Yahoo!, he was a full professor of Sociology at Columbia ...

## **Everything is Obvious Once You Know the Answer: How Common ...**

But, as "Everything is Obvious," a fascinating book by Duncan Watts, points out, applying "common sense"

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answers to major political and economic problems is equally, if not more, unlikely to yield a good result.

## **Book Review - Everything Is Obvious, Once You Know the ...**

It seems obvious, for example, that people respond to incentives; yet policy makers and managers alike frequently

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fail to anticipate how people will respond to the incentives they create. Social trends often seem to be driven by certain influential people; yet marketers have been unable to identify these “influencers” in advance.

**Everything is Obvious: Why  
Common Sense is Nonsense ...**

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The NOOK Book (eBook) of the Everything Is Obvious: \*Once You Know the Answer by Duncan J. Watts at Barnes & Noble. FREE Shipping on \$35.0 or more! ... Common sense is so ordinary that we tend to notice it only when it's missing, but it is absolutely essential to functioning in everyday life. Common sense is how we know what to wear



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when we go ...

## **Everything Is Obvious: Once You Know the Answer: How ...**

About Everything Is Obvious. By understanding how and when common sense fails, we can improve our understanding of the present and better plan for the future. Drawing on the latest

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