# Social Psychology of Risk (SPoR) Conference Program Aberdeen 5-7th March

| | Theme for the day | Suggested topics | Semiotic walks | Methods and tools |
|---|---|---|---|---|
| **Day 1 1230-1600** | **Foundations in Social Psychology of Risk** | Understanding the relationship between signs, symbols, rituals and myths. | A semiotic walk to a church to experience the signs, symbols, rituals and myths of our culture. | Language audit; icon audit; listening and thinking metaphorically; rituals and gestures; mandala thinking. |
| **Day 2 0900-1600** | **Making the familiar strange (unlearning)** | Mapping stories (an incident, an everyday experience and even a customer complaint) to surface the hidden myths, symbols, biases and assumptions in our narratives. | A semiotic walk to a Hindu temple (or the Quaker's House) to experience the signs, symbols, rituals and myths of another culture. | iCue mapping; observation and risk perception tools; language influencing tool; listening styles; visual and spatial audit tool. |
| **Day 3 0900-1600** | **Making the strange familiar (relearning)** | Mapping stories using different myths, signs, symbols and rituals to give a new meaning to our narratives, widening our perspectives and enriching our experiences. | A semiotic walk to a superstore to apply learning in practice: undertaking a culture audit. | iCue mapping; culture audit kit; collective sensemaking tool. |

Because food and taste reveals worldviews ...

Day 1 evening meal — Local experience

Day 2 evening meal — Oriental experience

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**Practical, intuitive and experiential learning methods:**

- How to map conversations and recognise patterns in our stories;
- How language influences decision making and sensemaking;
- Improving risk perception, observation and listening skills;
- Understanding and working with different cultures: pathways to cultural intelligence.

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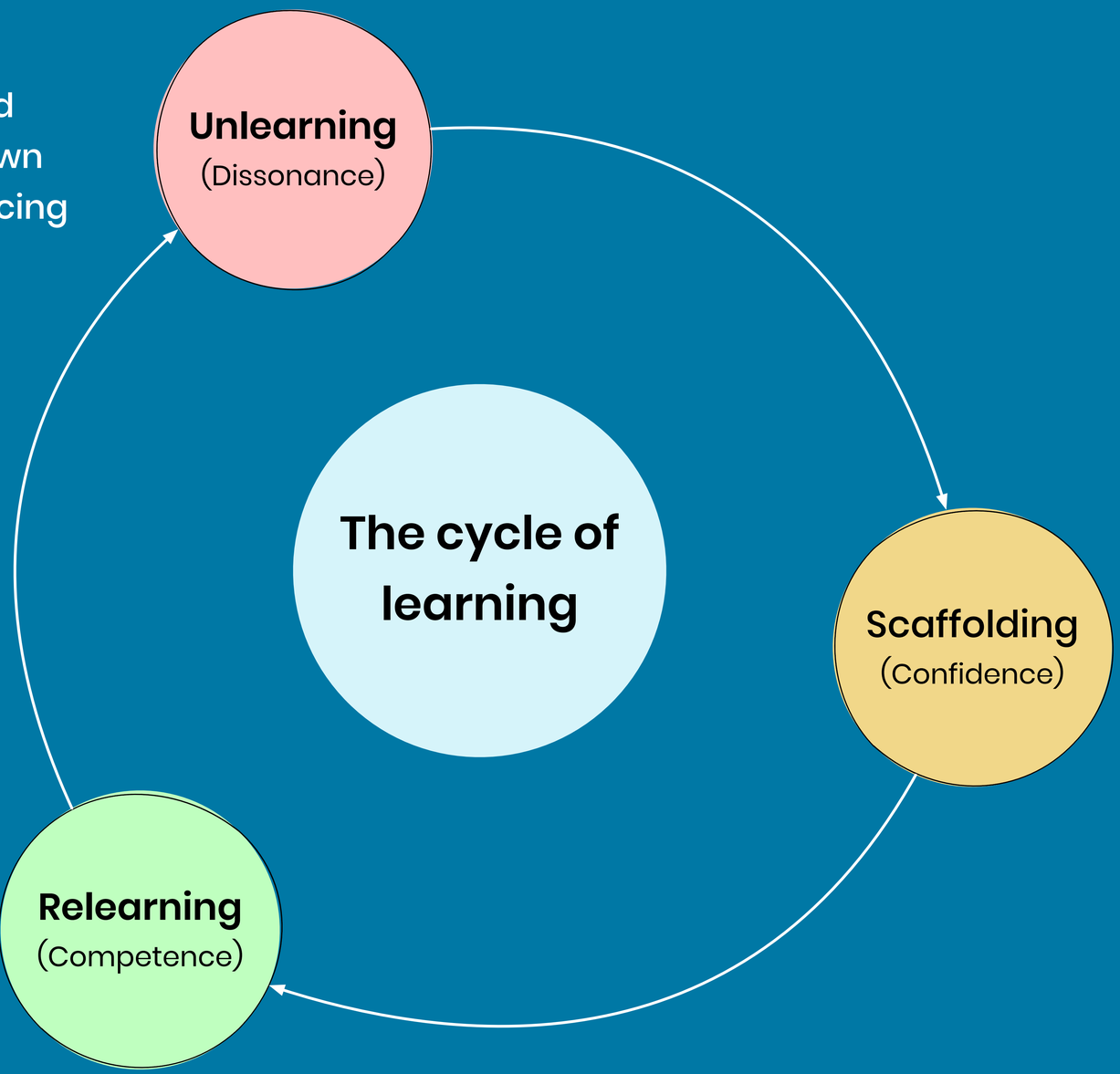
Realising biases and assumptions in our own narratives by experiencing different cultures




Methods and tools to understand rituals, symbols and myths (experientially)

Repetition, learning by doing and experience

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