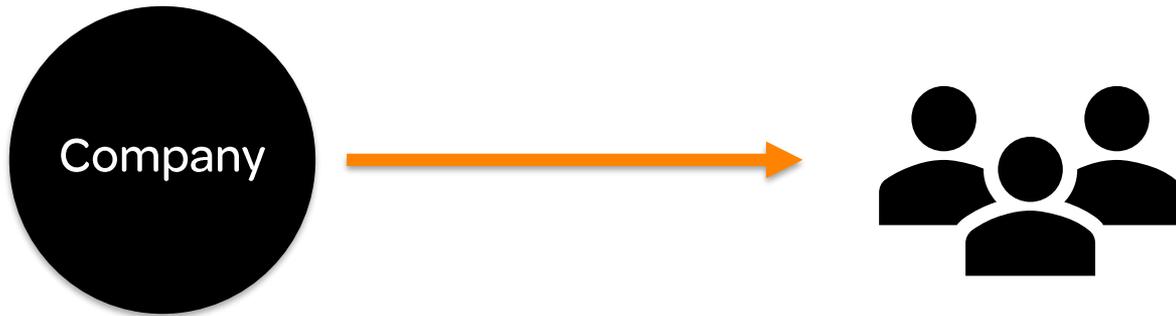




The Practicalities of Explanation



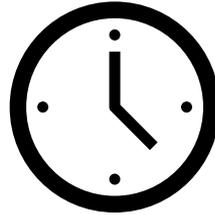




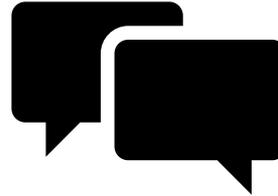
Right Content



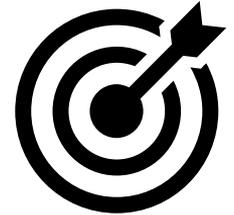
Right Channel



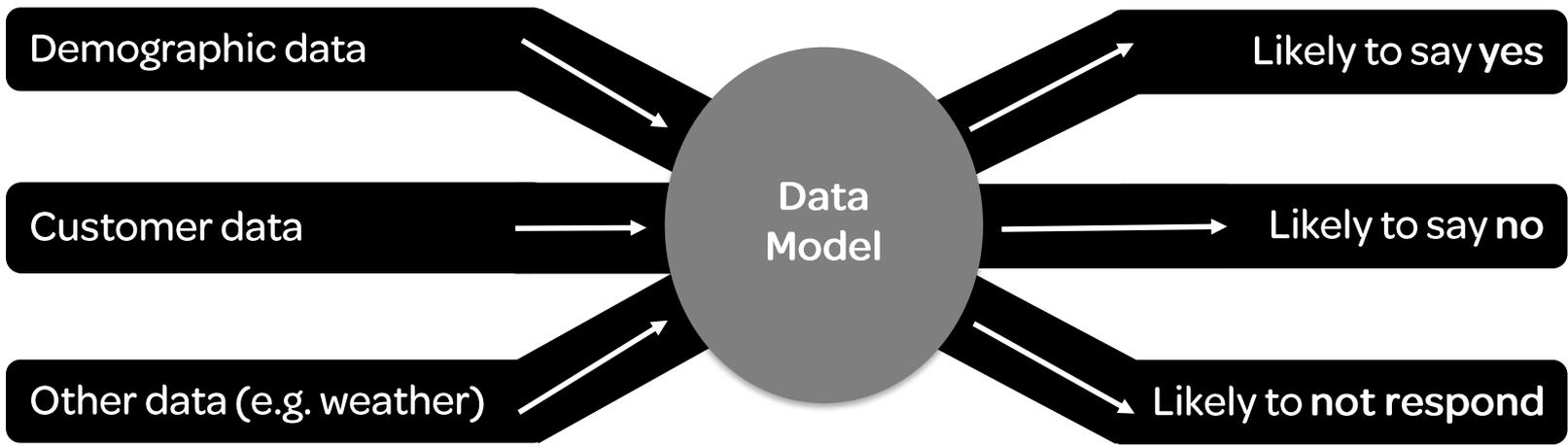
Right Time

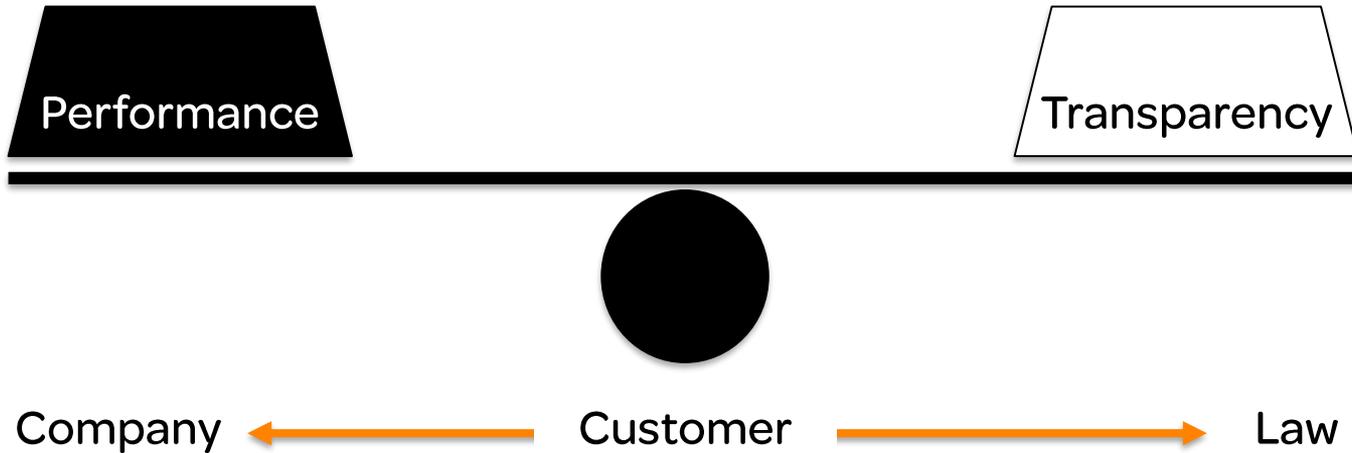


Right Responses



Objective met &
happy customers





Same outcome, different explanation

Credit: Breiman, L. (2001) Modeling: The Two Cultures. *Statistical Science*, Vol. 16, No. 3, pp. 199-215 <http://www2.math.uu.se/~thulin/mm/breiman.pdf>

**Interpretation
is not
Explanation**

**Any sufficiently advanced technology
is indistinguishable from magic**

Arthur C. Clarke

**How do you even begin to
explain to the customer
on the street?**

**If the brain were a corporation,
the conscious mind wouldn't be
the CEO, but the press secretary**

Simler, K. & Hanson, R. (2017) The Elephant in the Brain