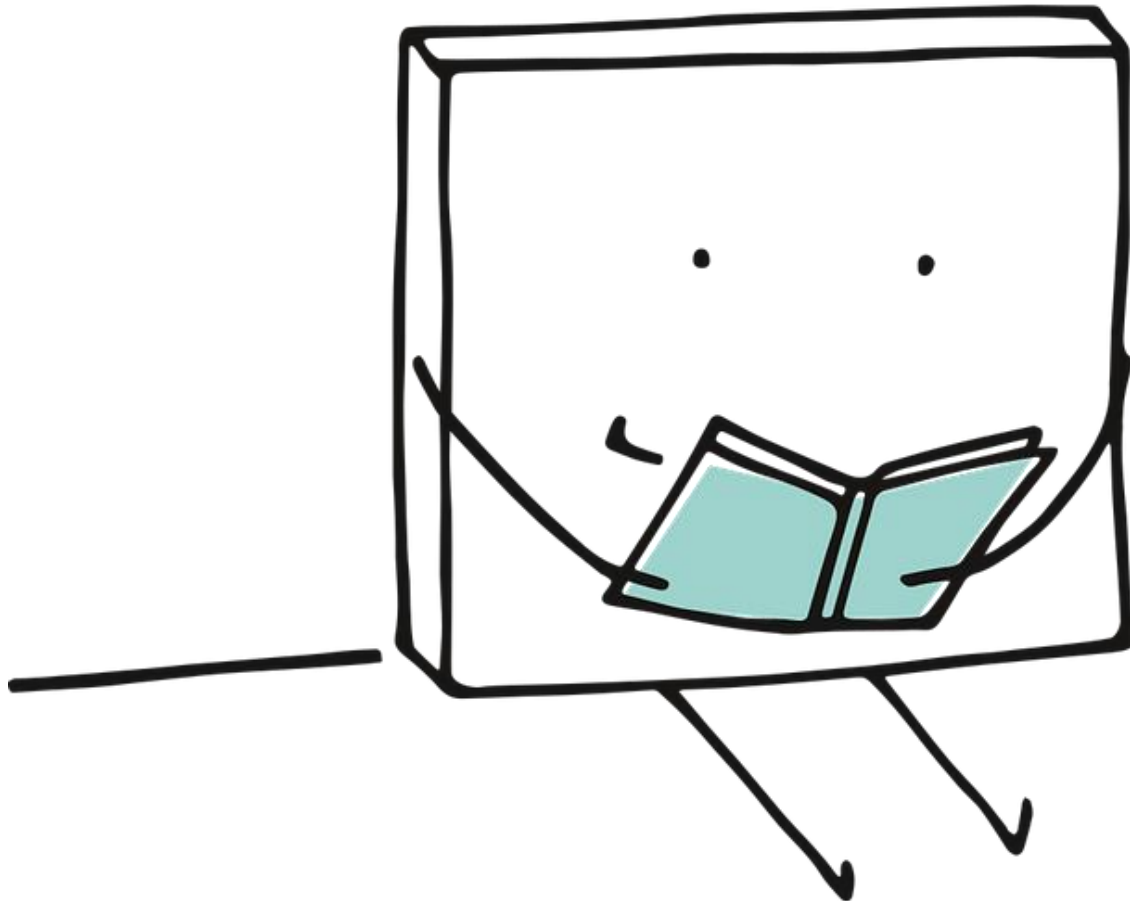


Learning..



*To learn how to do something
you have to be **dedicated.***



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Once the topic is
completed and approved,
learners will be able to...



Make the difference between weak and strong evidence.



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In this lesson, we will learn...

- ✓ *What is evidence?*
- ✓ *What is the difference between weak and strong evidence?*
- ✓ *What are insights?*
- ✓ *What is the confidence level?*
- ✓ *How learning is related to decision making*



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What is the evidence?

Anything that can be used to **prove something**, and what you can use to **support or disprove** your hypothesis.



Weak vs Strong Evidence

Opinion

When you use words like “I would...,” “I think ___ is important,”

What people say

The information that people share with you during an interview is not necessarily what they do in real life.

Lab settings

When people know that you are testing something they will act differently just because they are afraid to make a mistake.

Small investments

When you are signing up for some newsletter to get information about something new.

Facts

When you use words such as “Last week I ___,” “In that situation I usually ___,”

What people do

Pay attention to people's behavior. This can help you to find out what is their next step or what they are planning in the future.

Real word settings

When people don't know that you are searching for something, or doing some testing, just by watching them you will get a lot of information.

Large investments

When you pre-purchase some product.

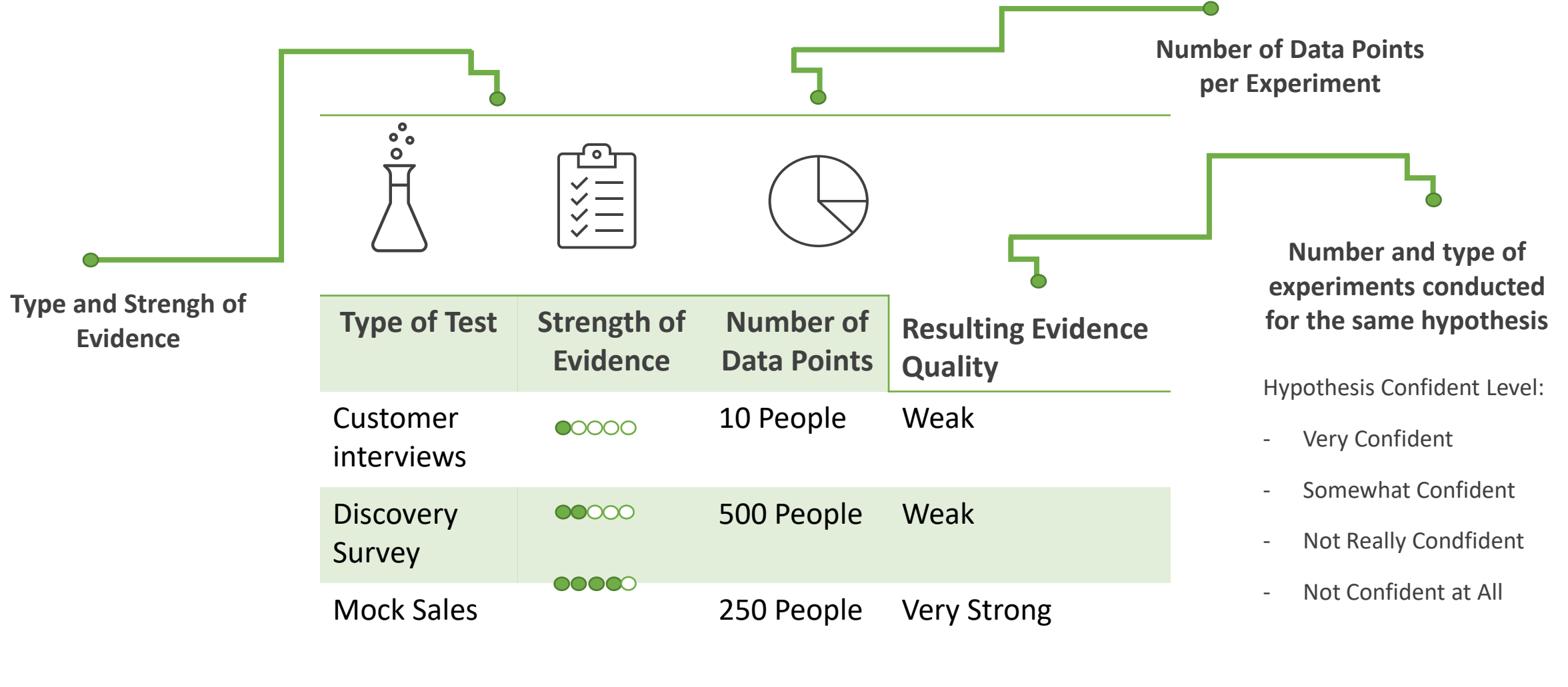
What are Insights?



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What is Confidence Level?

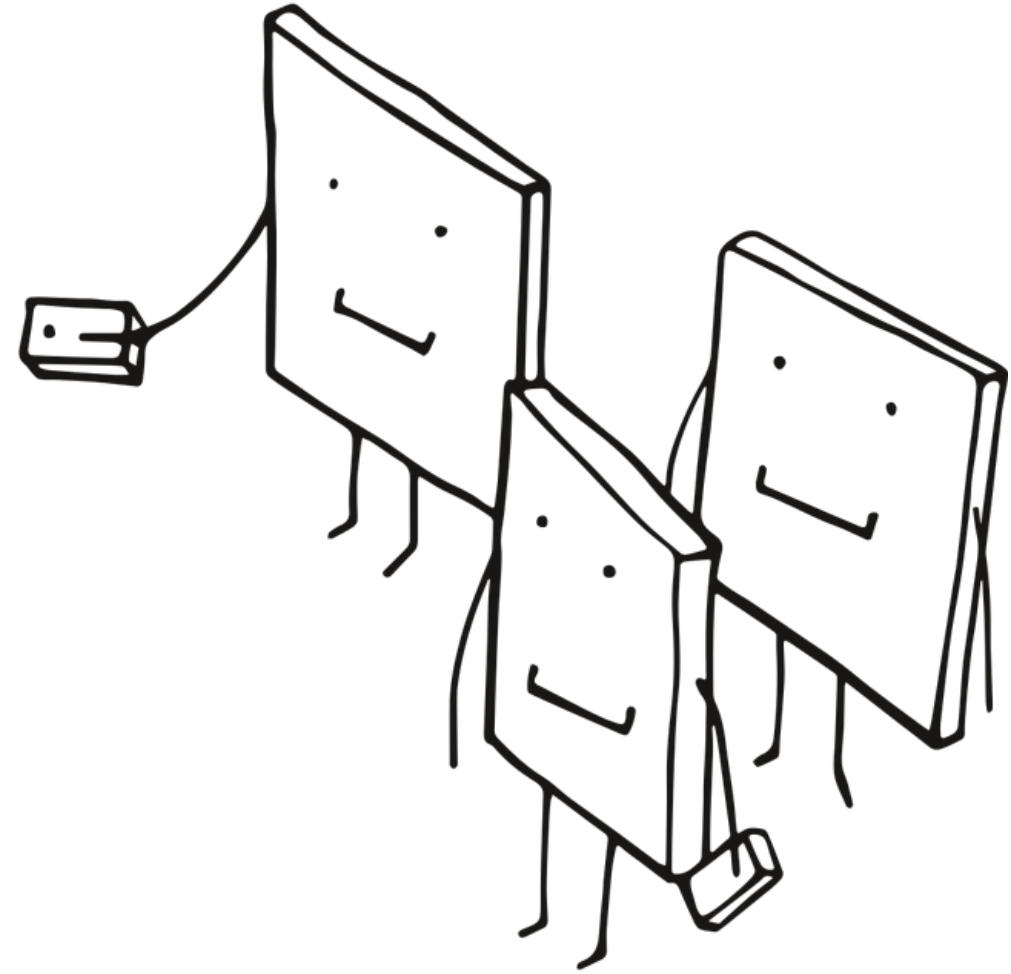
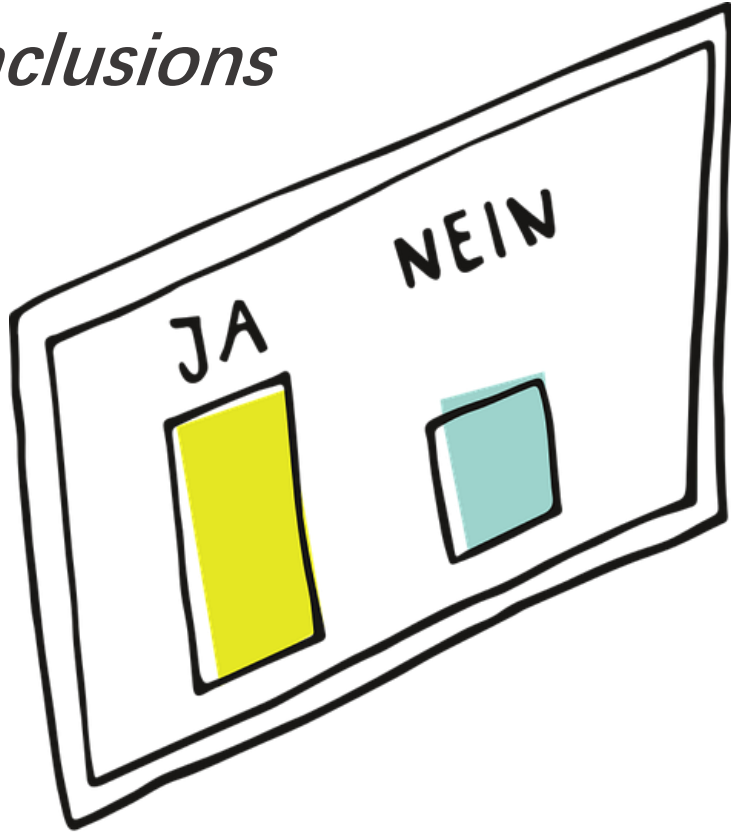


Decision

- ✓ Put the knowledge into action
- ✓ Change, give up, or continue testing your idea



Conclusions





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