



---

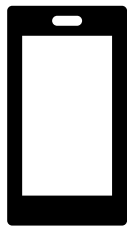
# The Practicalities of Explanation



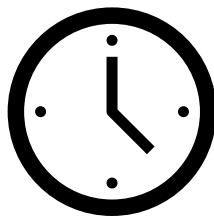




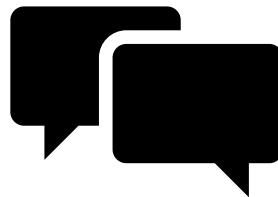
Right Content



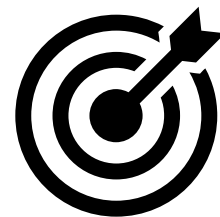
Right Channel



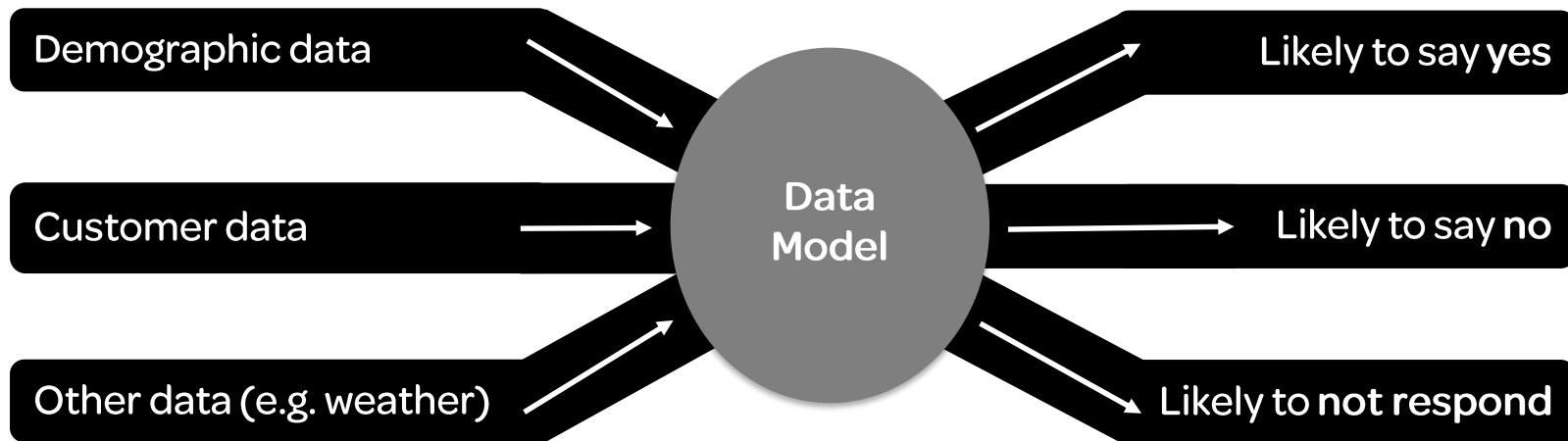
Right Time

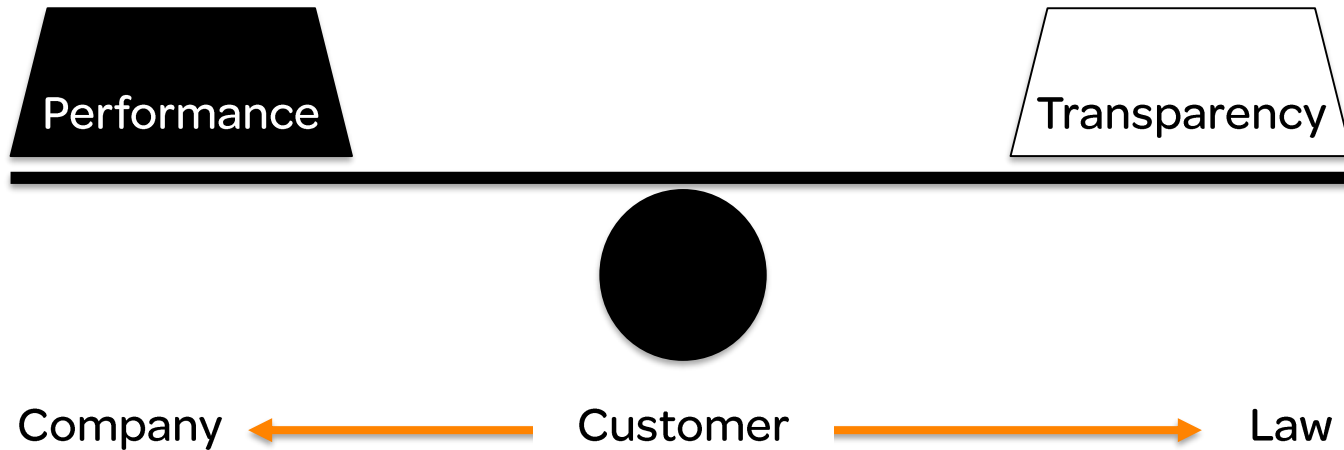


Right Responses



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