# Testing Hypnotically

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# Testing Hypnotically

# "People react
# to words"

# "People react to images"

# MoRim Model of Software Testing

TM pending

- Model
- Observe
- Reflect
- Intent
- Manipulate

"Do not drive or operate heavy machinery while listening to this talk…"

# As a Young Hypnotist



# I learned the arts of High Weirdness.

# "Megalomania is addictive"

# This is not metaphor, analogy, or simile

But...

- When I say Hypnotist, hear tester
- When I say Hypnosis, hear testing
- When I say trance, hear process
- When I say patient, hear system

"Hear whichever words are

most appropriate for you"

This could be you

You *Can* Start Testing Hypnotically

You know you want to

# "You already know hypnosis"

# "There is no such thing as hypnosis"

# "I am trained, and certified"

# "I don't study Psycholgy"

- e.g Albert Mehrabian 7:38:55

# Software Therapy

"Psychotherapy is one of the arts of High Weirdness that we can apply to Software"

# Uncle Al's Brief History of Hypnosis

- Animal Magnetism
- Auto-Suggestion
- Hypnotic Scripts
- Standardised Tests
- Classical vs Conversational

# "What do hypnotists do?"

# "Hypnotists are pragmatists"

# Context, Utilisation & Requisite Variety

"Work in context with the patient you have and utilise what they give you"

# Automation in Hypnosis

- Out of Context
- Works great for reinforcement
- Cannot harness utilisation
- Tapes, CDs, Mind-machines

# Tools of the Hypnotist

# Some Tools of The Hypnotist

- Confidence
- Language
- Ambiguity
- Observation
- Presupposition
- Feedback

# Confidence

- Would you trust a hypnotist without confidence?

- Own your approach

- Go beyond the script

- Trust your observations: use and test them

- Trust your model: use and test it

"Language is the main weapon of a hypnotist, and it is ours too."

# Ambiguity

# "It's simpler than that"

# Observation

- Physiological & Verbal
- Subjective & Objective
- There & Not there

"Not theories. Presuppositions. From these, models build, you will."

- Challenge Presuppositions

# Feedback

- -ve, +ve, which has the highest value?

# Hypnotic Techniques

# Some Relevant Hypnotic Techniques

- Induction
- Post Hypnotic Suggestion
- Dissonance/Confusion
- Pattern Interrupt
- Future Pacing
- Go there first
- Embedded Command

# "Induction"

The hypnotic setup process.

# "Post Hypnotic Suggestion"

And the effects just keep on coming.

# "Dissonance and Confusion"

Go inside and learn.

# "Pattern Interrupt"

Antici... pation

# "Go there first"

The Essence of a 'persona'.

# "Future Pacing"

Become the wizard of speed and Time.

# "Embedded Commands"

The art of bypassing validation.

# All Hypnosis is Self-Hypnosis

"Take Responsibility for your trance and defend yourself against bad hypnosis"

# A Model of "Effective Communication"

# "Effective Communication" Model

- You can not not communicate
- All communication is suggestion
- Communication is the message received
- Communication is more than one way

# A Testing Model of "Effective Communication"

# You can not not test

- Testing is {Setup, Usage, Teardown, pause, [.*]}
- Different order might have a different effect
- Track Everything & review. You don't get to decide significance

"In the real world I seek out happy paths"

Note: The system is testing you

# All communication is suggestion

- I tell the system what to do

- I can not allow myself to believe that I have commanded the system

- I don't know what the system has done unless I check

Note: the system suggests things to you

# Communication is the message received

- Not the intent, medium or message

- What was the message sent?

- What appeared to be the message received?

- What does it respond differently to?

- Does it prefer simple or complex?

Note: what did the system communicate to you?

# Communication is more than one way

- You are involved
- The app is involved
- What else is involved?

Note: remember yourself and "others"

# The Management Impact

"What will happen when you think of your management approach as effective communication?"

test plans, strategies, meetings, etc. etc.

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Can you see a hypnotic influence yet?

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