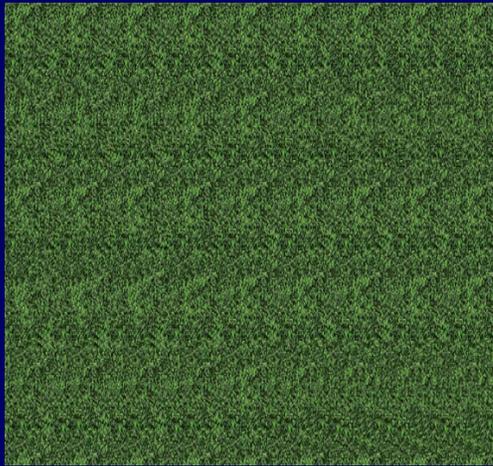


The Forest or the Trees? Communicating Beyond Translation



Vivian OTA WANG, Ph.D., FACMG, CGC

Innovations in Service Delivery in the Age of Genomics
Roundtable on Translating Genomic-Based Research for Health
Institute of Medicine of the National Academies

28 July 2008

Beyond Translation

How you categorize information:

Grouping

Where you focus your attention:

Figure – ground

How you process information:

Field independence-dependence

Cognitive complexity-simplicity

Culturally responsive communication:

High and low contexts

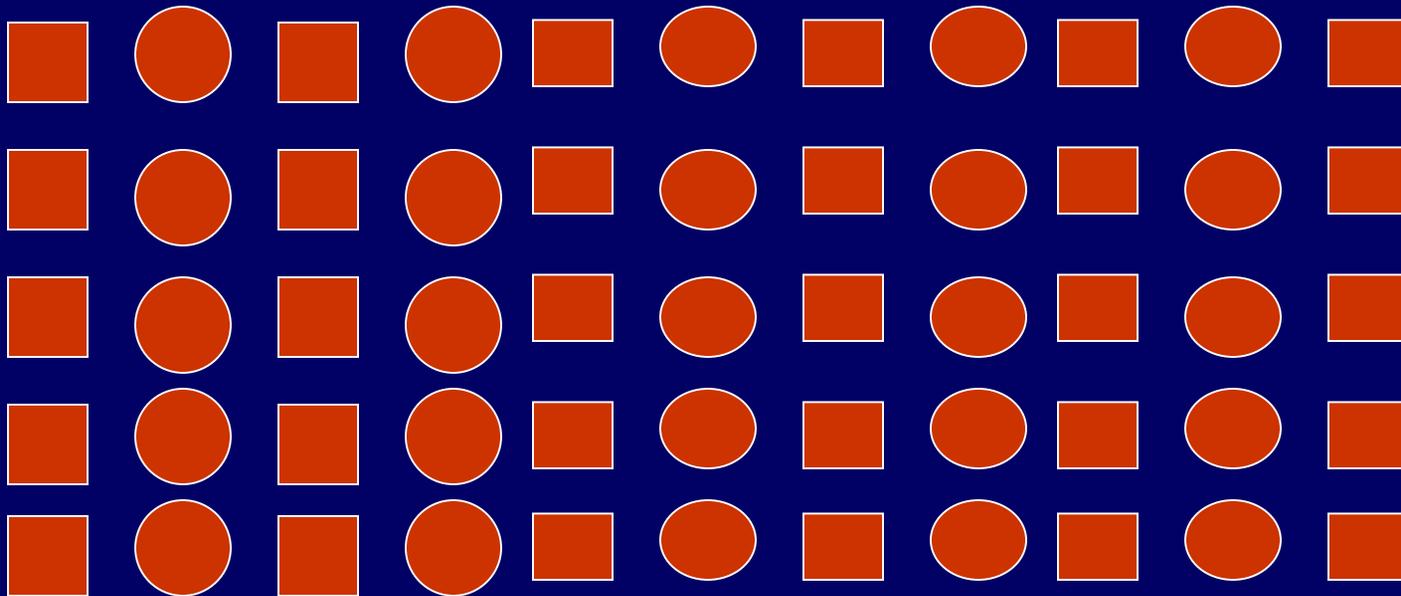
Applications:

Patient education and counseling

Categorizing Information

Grouping: Law of Similarity

- Similar items tend to be grouped together

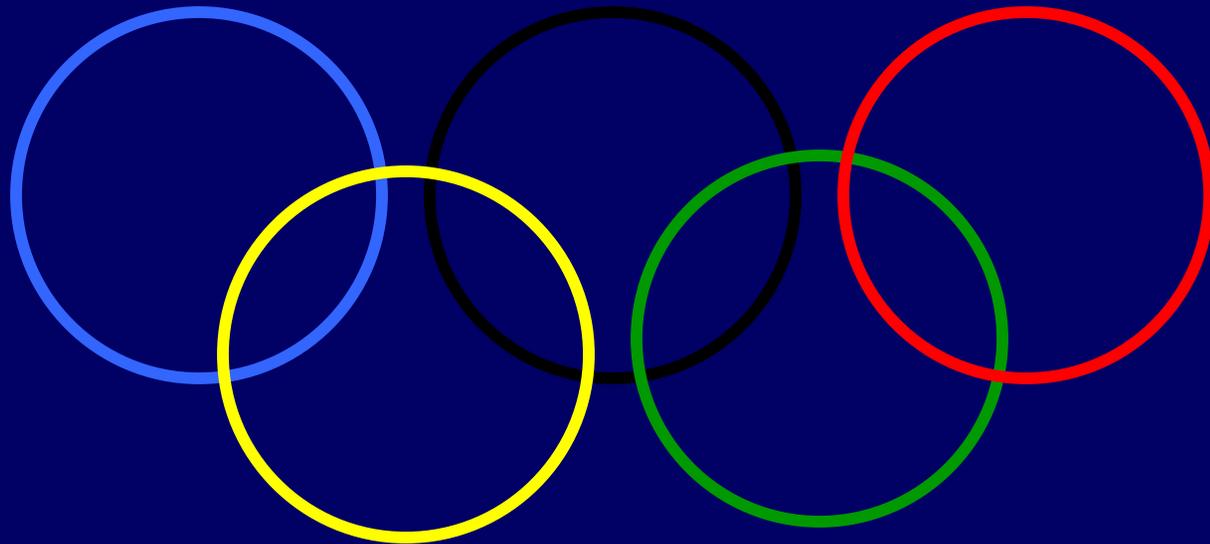


MOST PEOPLE SEE VERTICAL COLUMNS OF CIRCLES AND SQUARES

Categorizing Information

Grouping: Law of Pragnantz

- Reality is organized or reduced to the simplest form possible

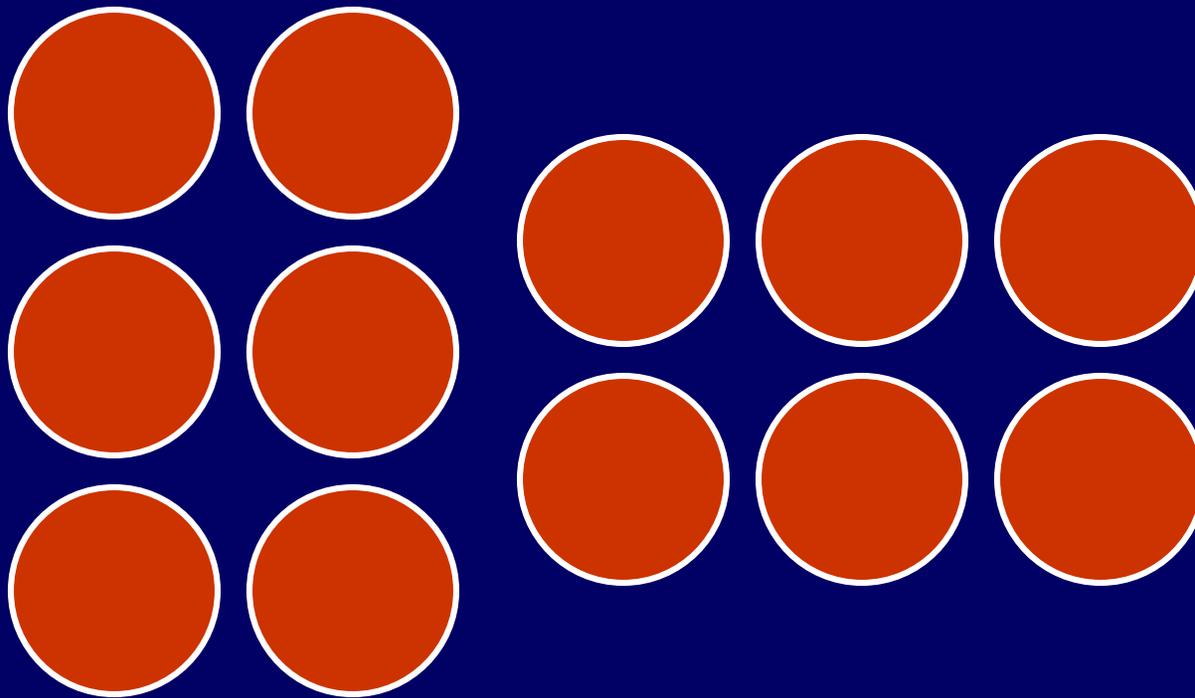


MOST PEOPLE SEE A SERIES OF CIRCLES , A SYMBOL OF THE OLYMPICS
AND NOT MANY COMPLICATED SHAPES

Categorizing Information

Grouping: Law of Proximity

- Objects near each other tend to be grouped together

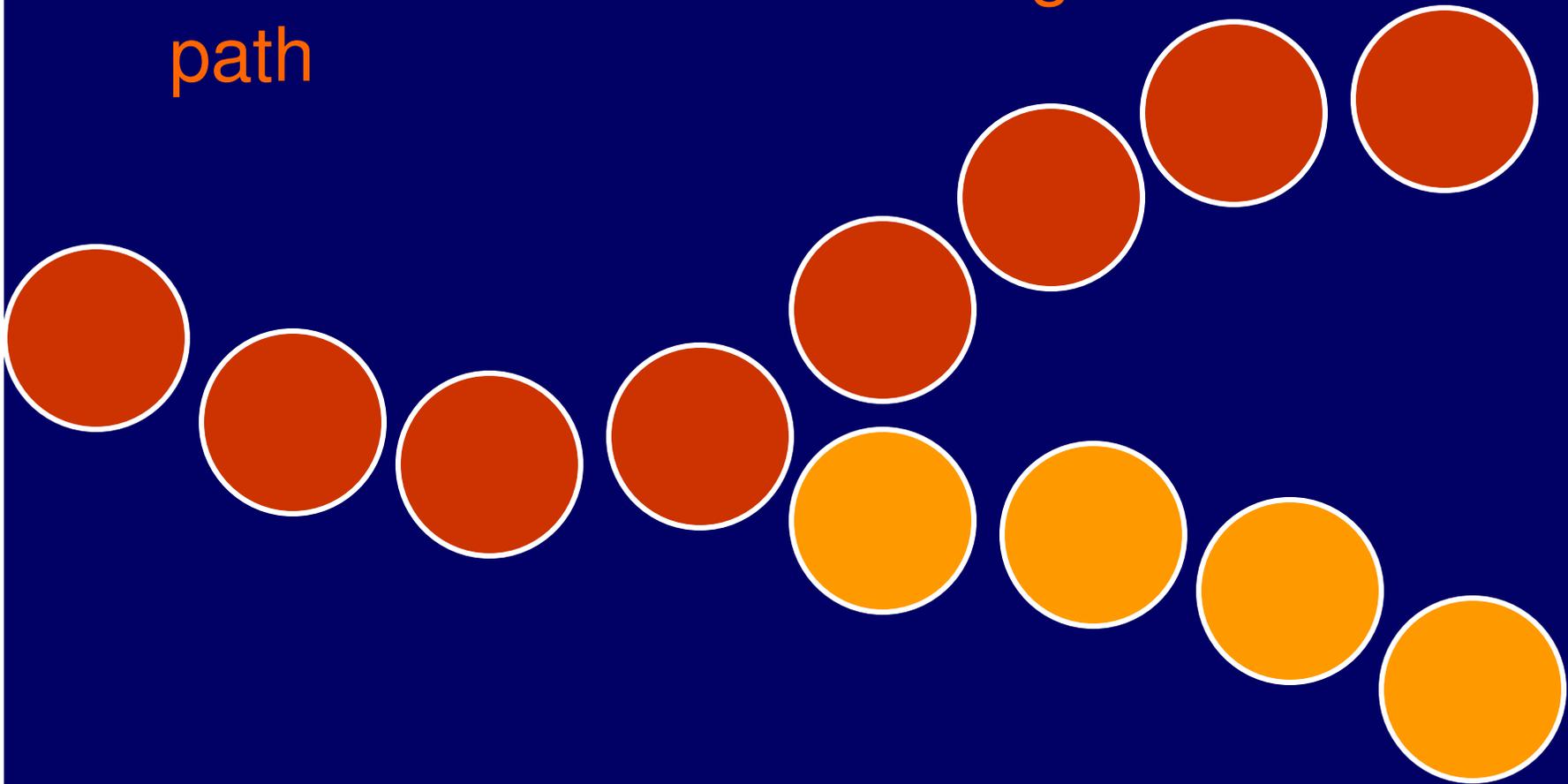


MOST PEOPLE SEE THE CIRCLES ON THE LEFT AS GROUPED IN VERTICAL COLUMNS AND THE CIRCLES ON THE RIGHT AS GROUPED IN HORIZONTAL ROWS

Categorizing Information

Grouping: Law of Continuity

- Lines are seen as following the smoothest path



THE TOP BRANCH IS SEEN AS CONTINUING THE FIRST SEGMENT OF THE LINE –
ALLOWS TO SEE THINGS AS FLOWING SMOOTHLY WITHOUT BREAKING LINES UP
INTO MULTIPLE PARTS

Categorizing Information

Grouping: Law of Perception

Objects grouped together are seen as a whole



Georgia O'Keefe

Categorizing Information

Grouping: Law of Perception

Objects grouped together are seen as a whole



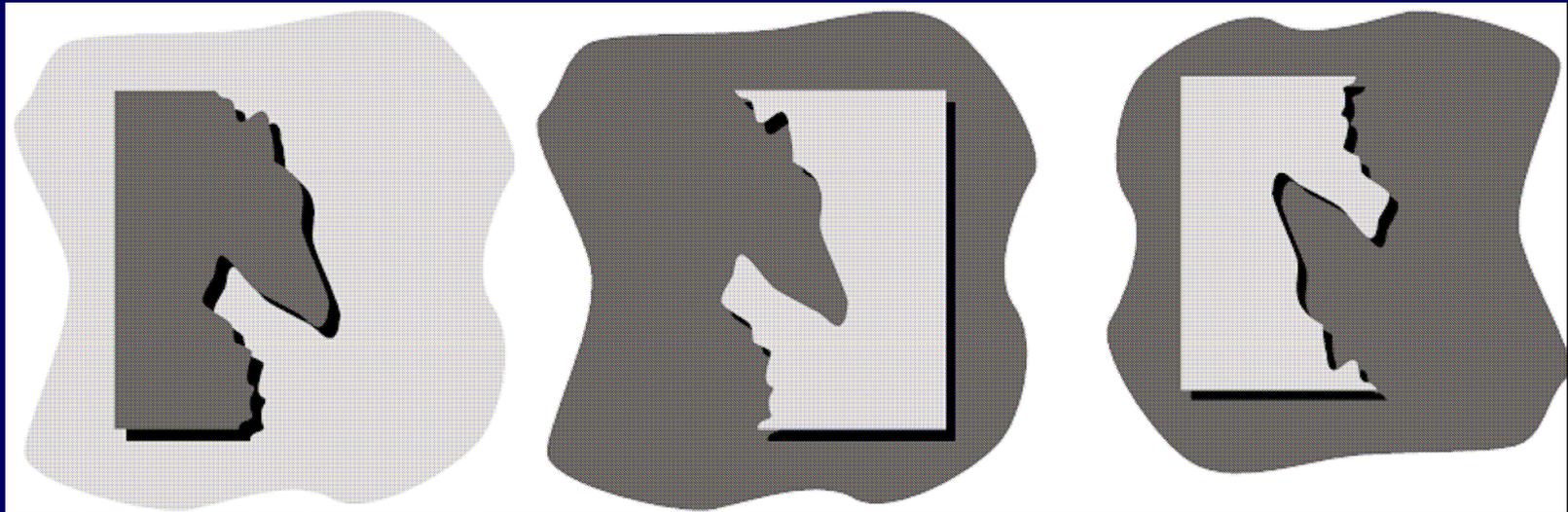
Attention: Figure or Ground



Attention: Figure or Ground

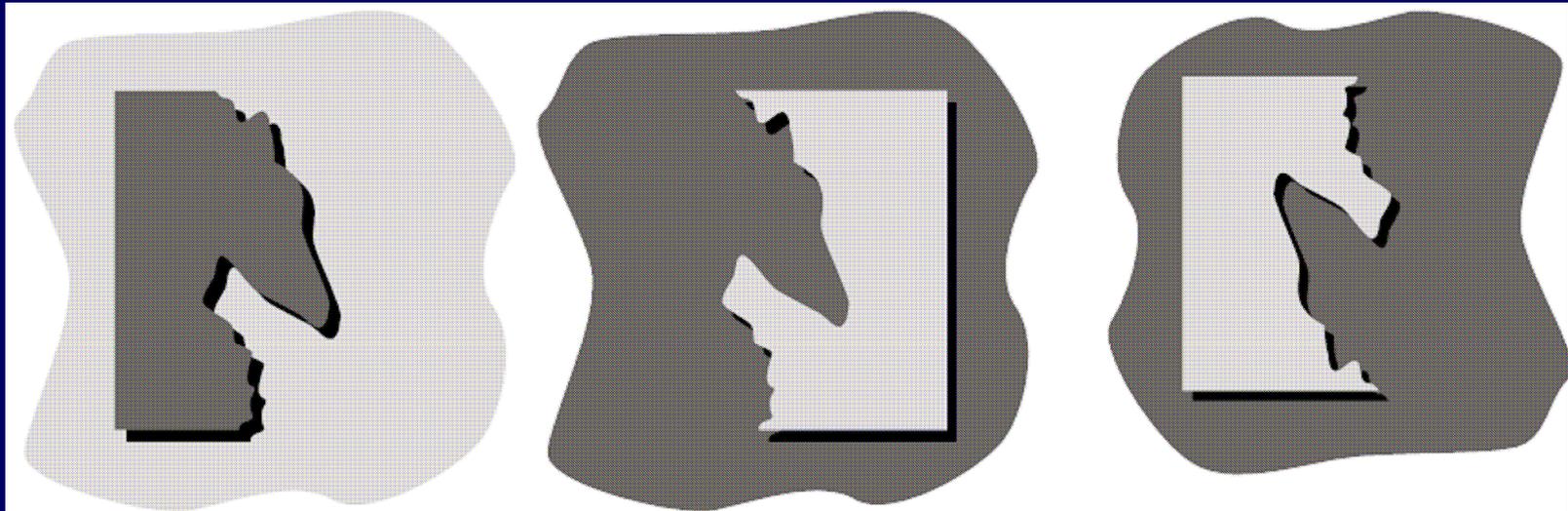
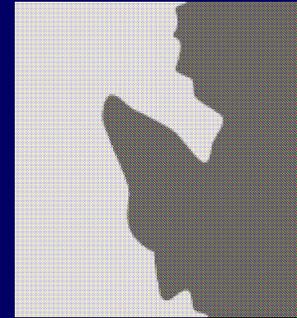


Attention: Figure or Ground



Attention: Figure or Ground

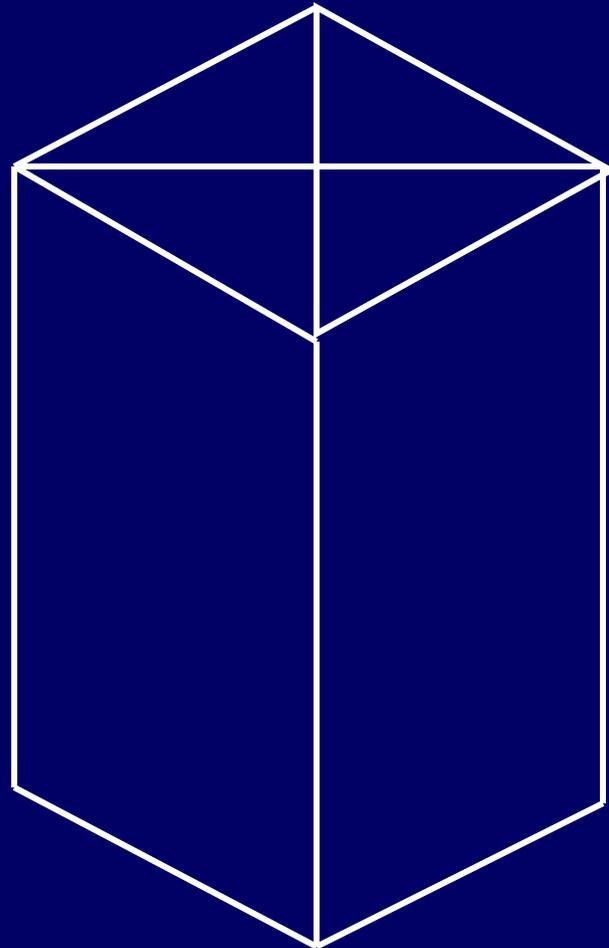
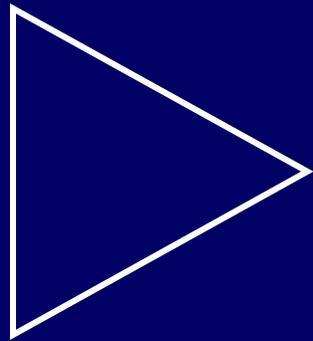
Does familiarity help?



Information Processing

Field Independence-Dependence

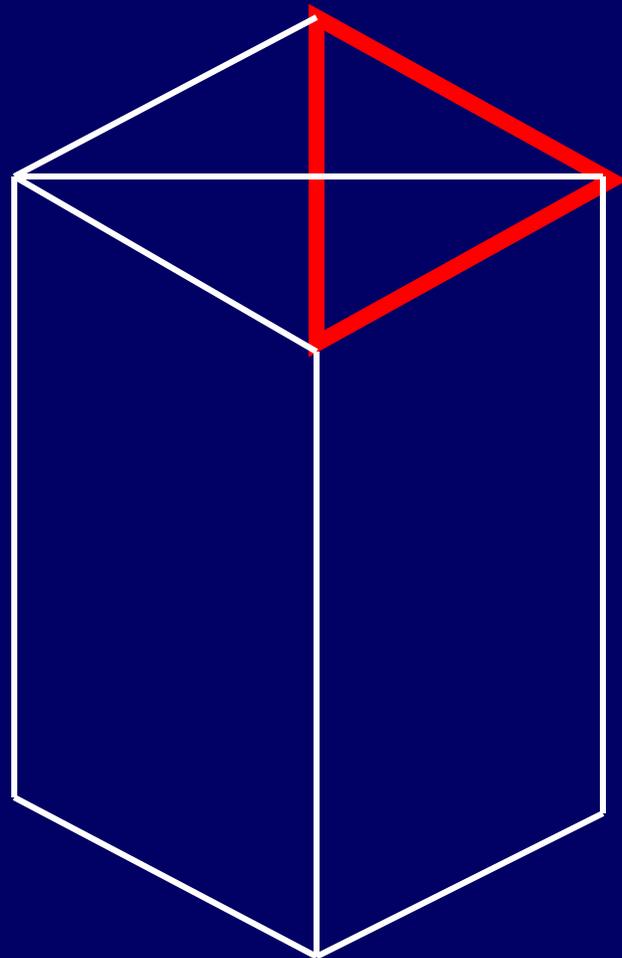
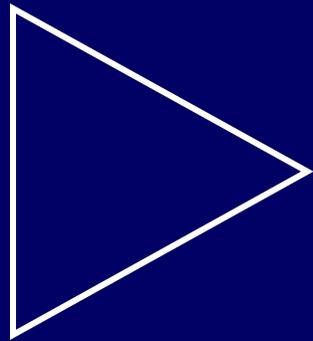
Does Familiarity Help?



Information Processing

Field Independence-Dependence

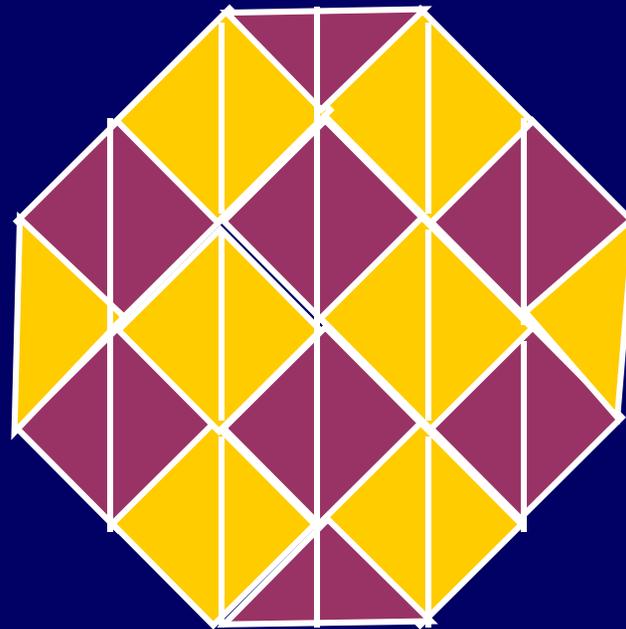
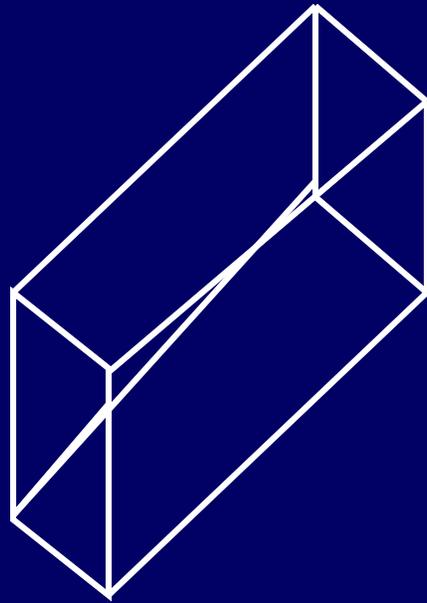
Does Familiarity Help?



Information Processing

Field Independence-Dependence

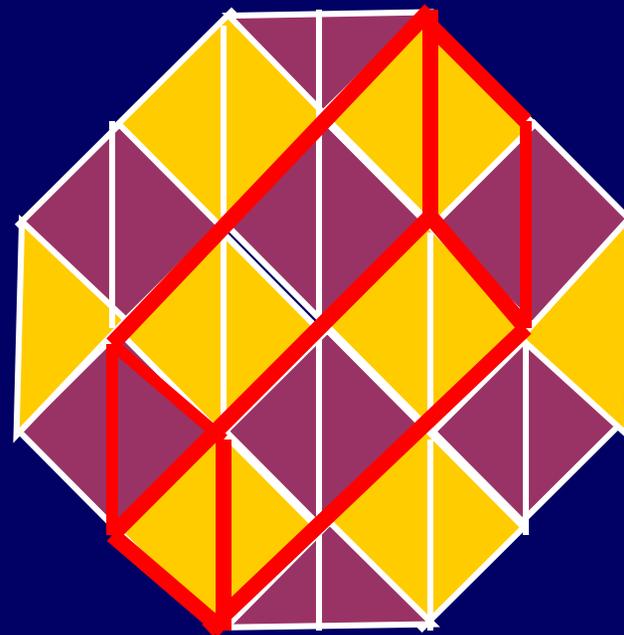
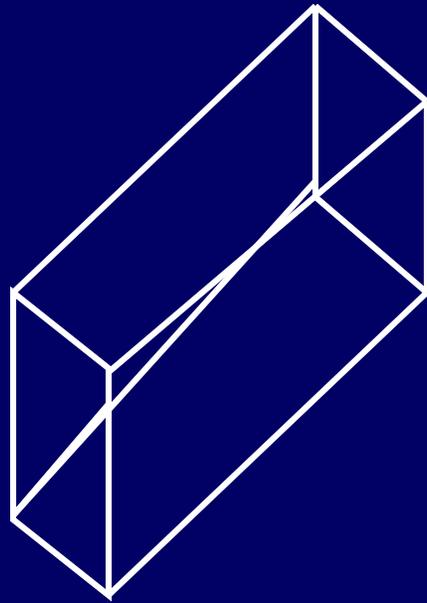
Does Familiarity Help?



Information Processing

Field Independence-Dependence

Does Familiarity Help?



Information Processing

Cognitive Simplicity – Cognitive Complexity

- What type of information do you need?

Concrete

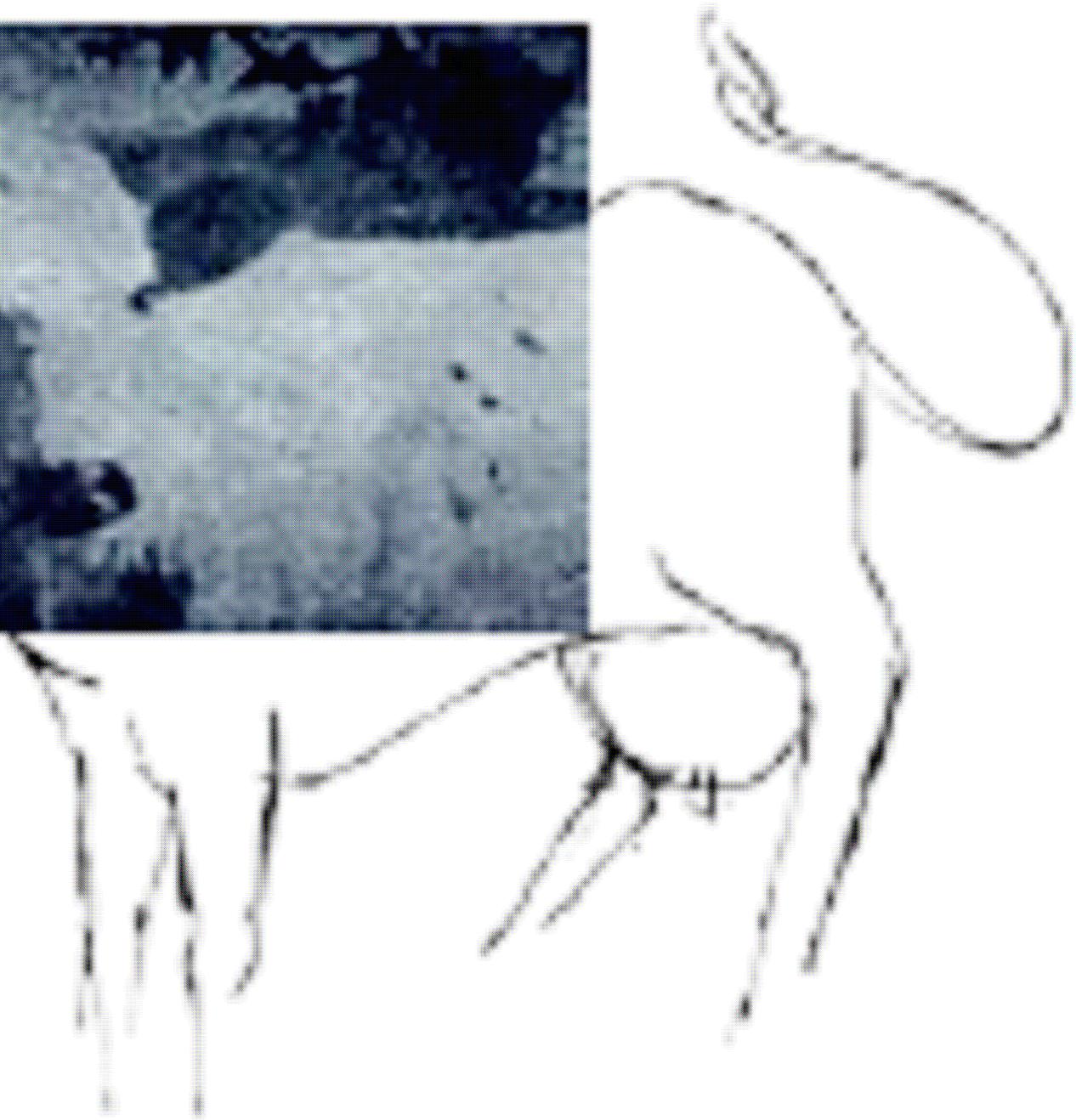
Abstract

- How much information do you need?

Few

Many







Information Processing

Cognitive Simplicity – Cognitive Complexity

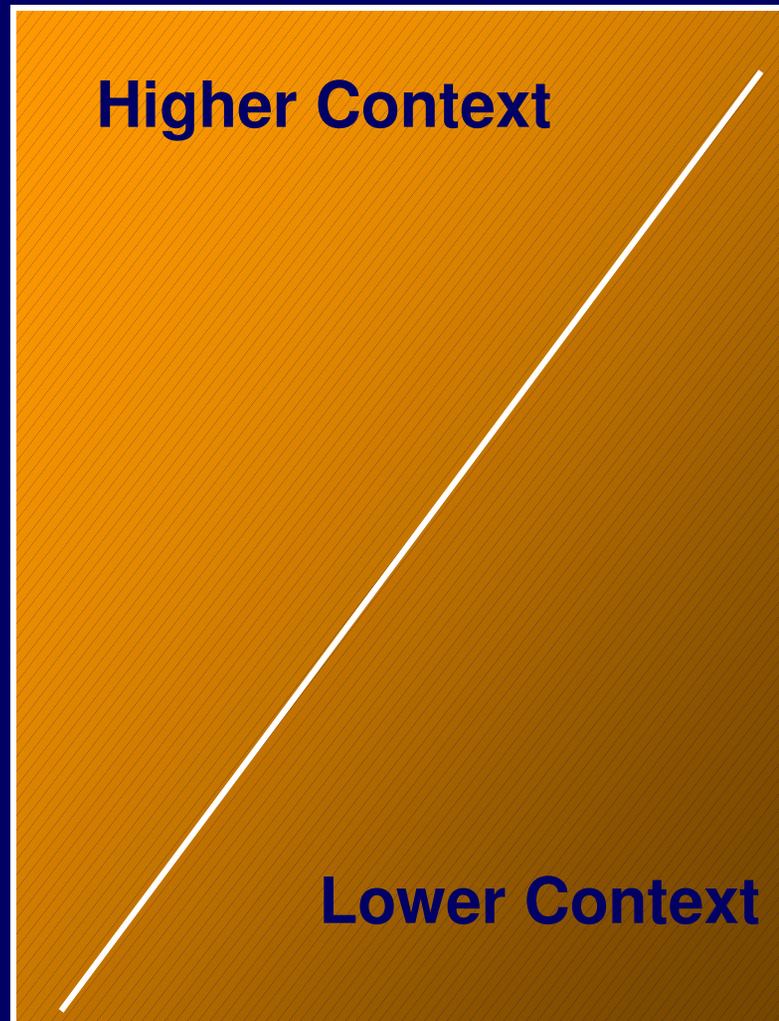
Complexity	Simplicity
<ul style="list-style-type: none">• Process large amounts of information• Abstract, ambiguous and uncertain information• Cognitive flexibility	<ul style="list-style-type: none">• Process limited amounts of information• Concrete information• Cognitive rigidity

High Context-Low Context Cultural Communication

Japanese
Chinese
Vietnamese
French
Spanish
Greek

High Context

Information is communicated in the context and not necessarily literal or verbal

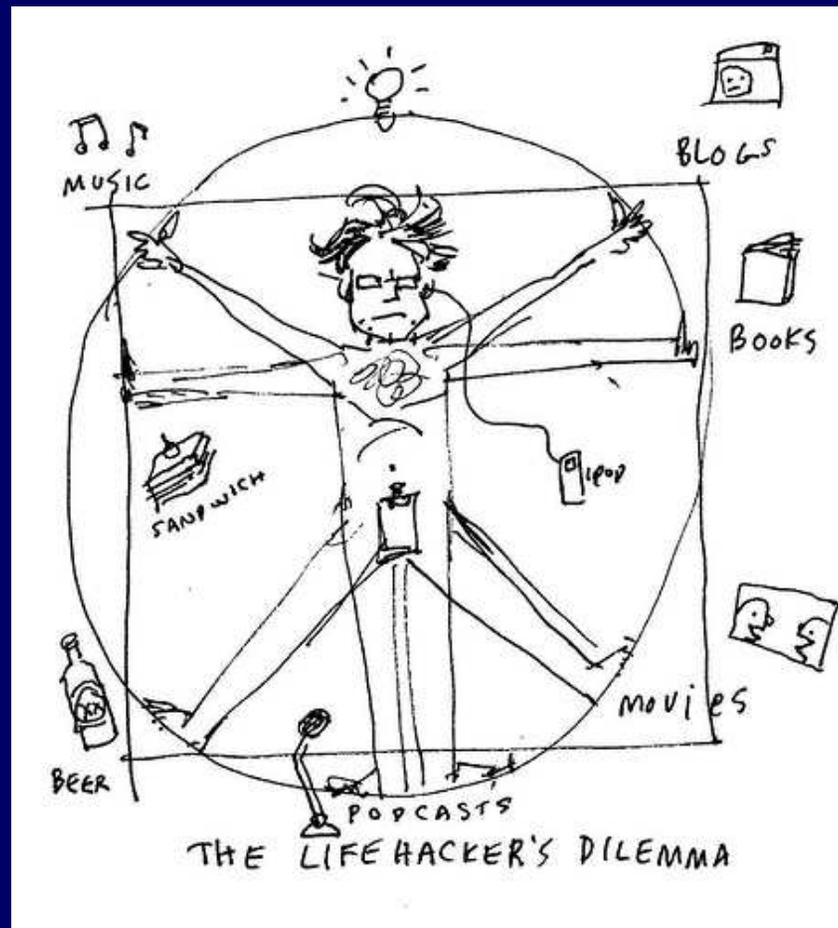


Low Context

Communication is spoken or written language dependent

Danish
German
English

Communicating Complex and Uncertain Information in a Complex World



Applications

Patient Education and Counseling

How you categorize information:

Grouping

Where you focus your attention:

Figure – ground

How you process information:

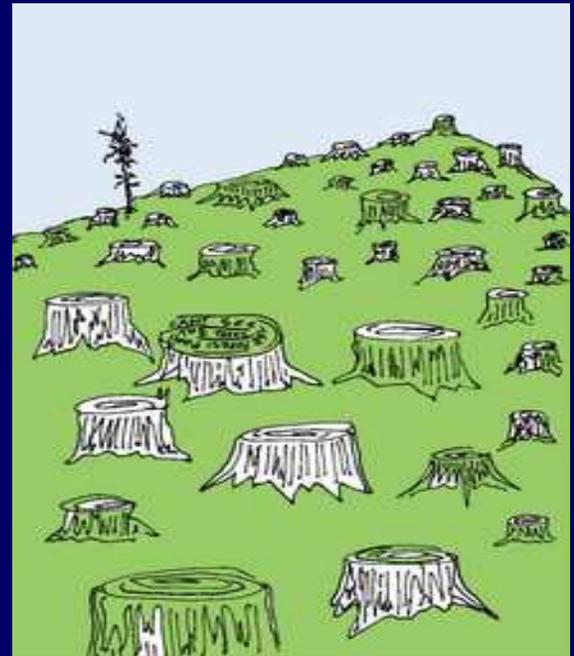
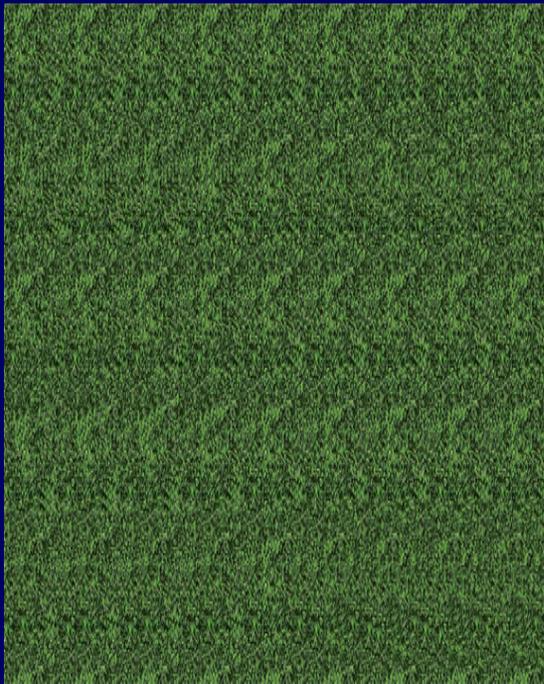
Field independence-dependence

Cognitive complexity-simplicity

Culturally responsive communication:

High and low contexts

Communicating Complex and Uncertain Information



Do you see the forest or the trees?