

Conferencia Dra. Rocío García-Retamero Imedio (Universidad de Granada)

Título de la conferencia:

Cómo Mejorar la Comprensión y Comunicación de Información Sobre Riesgos Médicos y Salud
(How to improve the comprehension and communication of information about medical and health risks)

Resumen de la conferencia:

Informed and shared decision making require that people understand health risks. Unfortunately, many people are not risk literate and are biased by common risk communication practices. In this talk, we review a collection of studies investigating the benefits of visual aids for communicating health risks to diverse vulnerable individuals (e.g., varying in abilities, ages, risk characteristics, and cultural backgrounds). Studies show that appropriately designed visual aids are often highly effective, transparent, and ethically desirable tools for improving decision making, changing attitudes, and reducing risky behavior. Theoretical mechanisms, open questions, and emerging applications are discussed.