



# Risk Communication, Visuals, and Neuroscience

THE INSTITUTE FOR  
HIGH CONCERN  
COMMUNICATION

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Dr. Vincent T. Covello

[vincentcovello@yahoo.com](mailto:vincentcovello@yahoo.com)

# Visuals

- Who
- What
- Where
- When
- Why

# Science of Visualization

## WHAT



**Ventral Stream**



# Science of Visualization

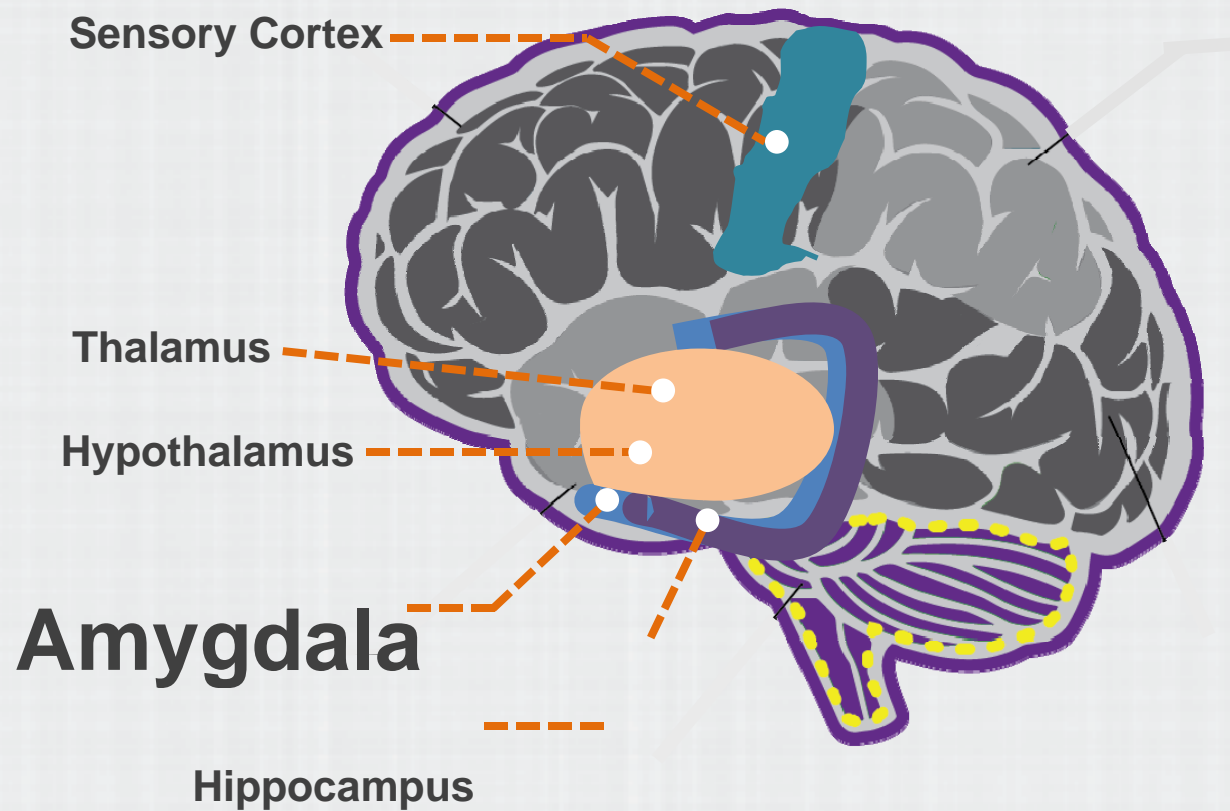
## WHERE



**Dorsal Stream**



# Areas of the Brain Involved In FEAR & THREAT RESPONSE



# Risk Communication & The Brain

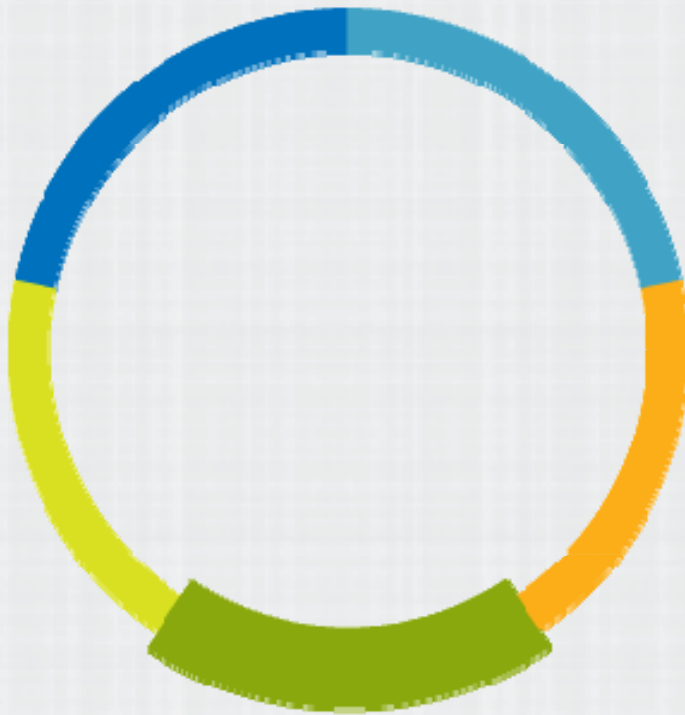
## RESOURCES

- Edward Tufte, “Visual Explanations”
- Daniel Roam, “Back of the Napkin”



## “WHO” AND “WHAT” VISUALS

**Definition:** Images that relate to things, people, objects, and roles.



**Examples:**



**Pictures**



**Portraits**



**Logos**

**Stick figures**





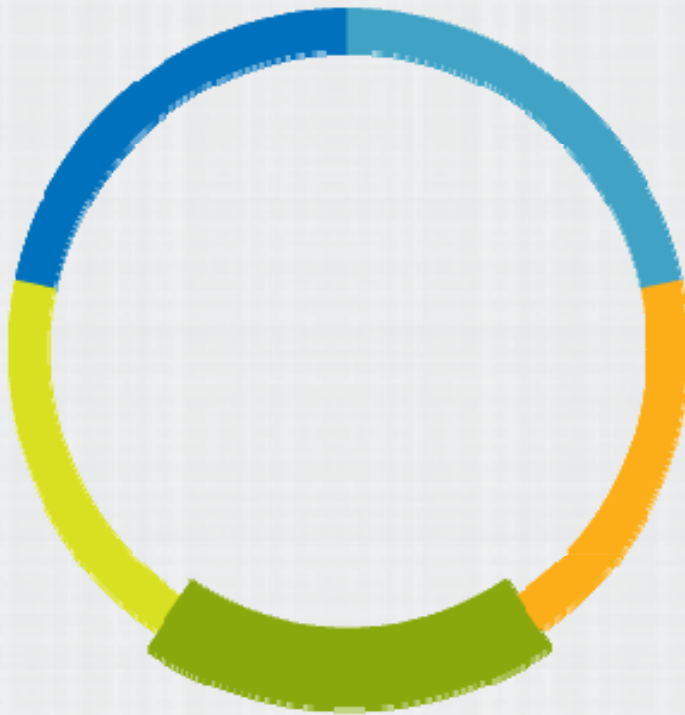
I'm the **CMO**.

Let me show you WHO  
our customers are and  
WHAT we offer them.

*(I draw the **Portrait**.)*

## “WHERE” VISUALS

**Definition:** Images that relate to direction and how things fit together



**Examples:**

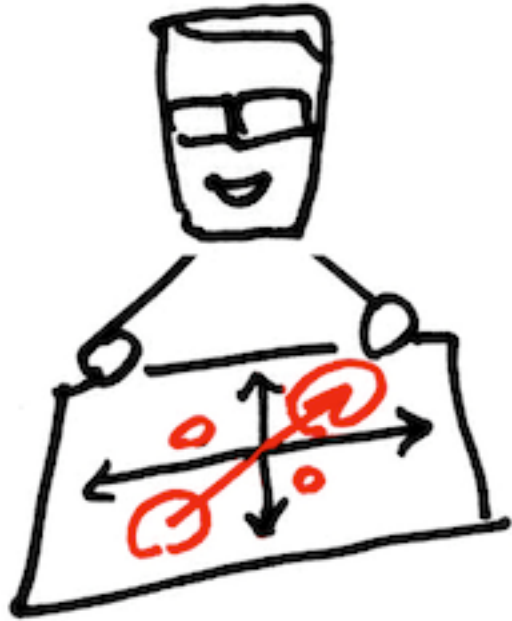


**Maps**



**Venn Diagram**





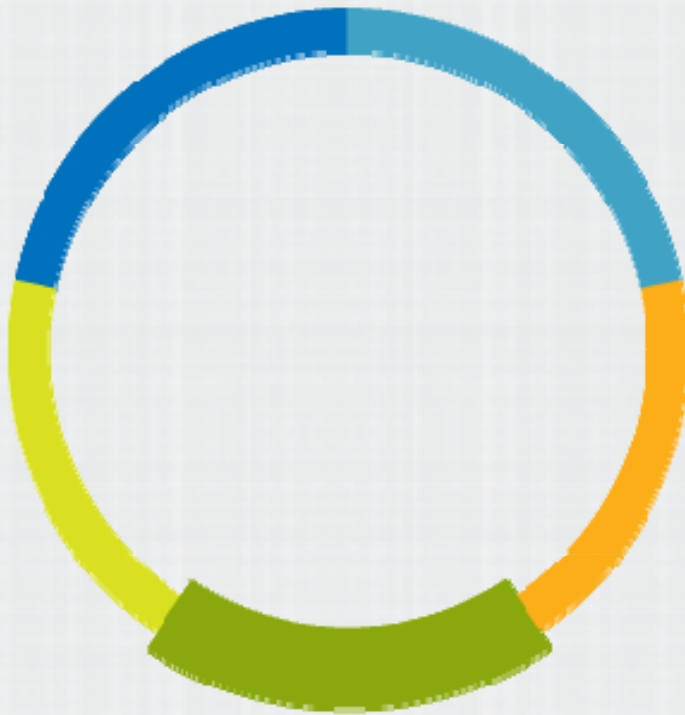
I'm the **CSO**.

Let me show you  
WHERE we are now and  
where we are going.

*(I draw the **Map**.)*

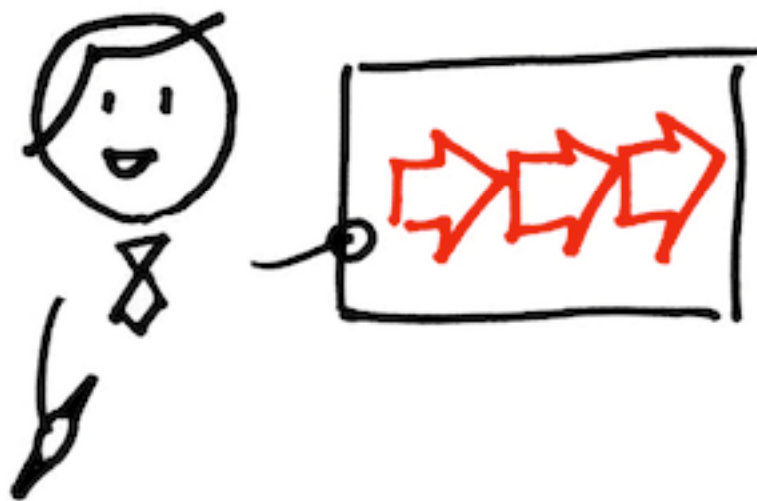
## “WHEN” VISUALS

**Definition:** Images that relate to timing.



**Example:  
Timelines**





I'm the **COO**.  
Let me show you  
WHEN we are taking  
each step along the way.  
*(I draw the **Timeline**.)*

## “WHY” VISUALS

**Definition:** Images that relate to seeing the big picture



**Examples:**



**Multi-variable plots (x and y axis)**



**Equations**





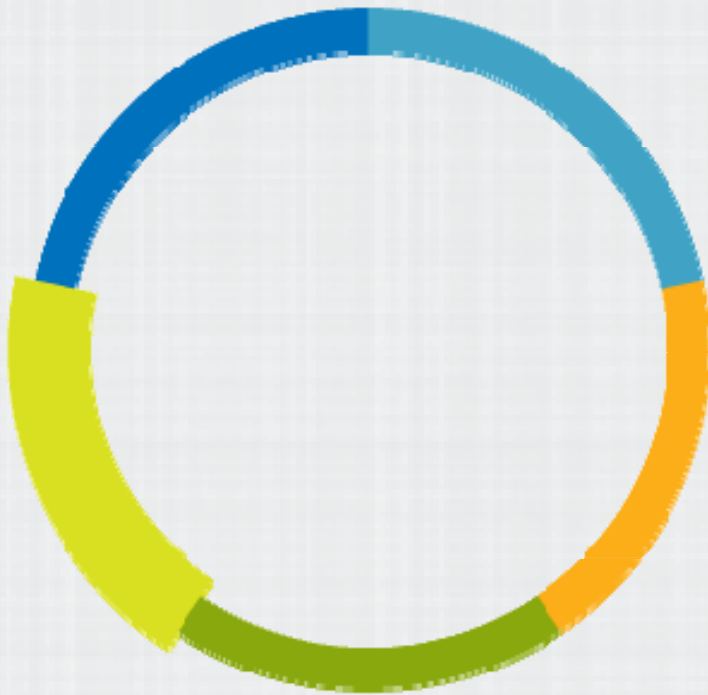
I'm the **CEO**.

Let me show you  
WHY we're doing  
what we're doing.

*(I draw the **Equation**.)*

## “HOW” AND “HOW MUCH” VISUALS

**Definition:** Images that relate to measuring and counting or how things influence one another



**Examples:**



**Bar charts**



**Pie charts**

**Flow charts**

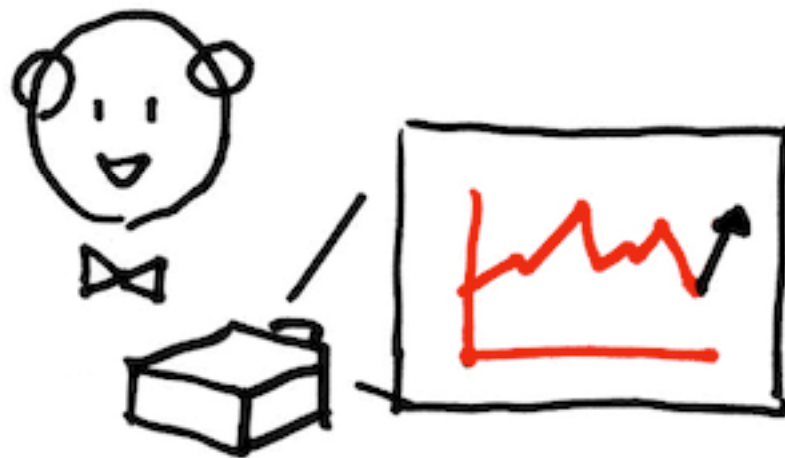




I'm the **CTO**.

Let me show you HOW  
we are technologically  
making this all happen.

*(I draw the **Flowchart**.)*



I'm the **CFO**.

Let me show you HOW  
MUCH we have and  
how much we need.

*(I draw the **Chart**.)*