About us

Longer

**King’s College London: Dr Tim Rakow** is a Reader in Psychology who studies how people make choices and how best to provide information to help people make decisions. He has previously worked with the cardiologists and heart surgeons at Great Ormond Street looking at their decisions about surgery, and with Professor Spiegelhalter on the public’s understanding of complex statistical information. For this project, he worked with **Emily Blackshaw**, another psychologist at King’s College London, to run experiments that examined which types of explanation and graphics would be the best ones for us to include in this website.

Shorter

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