**Graph Design and Interpretation: Cultural Considerations & Health Risk Communication**

**A screenshot of a computer

Description automatically generated*Colour Interpretation Across Cultures:* A screenshot of a computer

Description automatically generated**

**Possible Considerations for Graph Communication of Risk (Lipkus & Hollands, 1999)​**

* Avoid areas or volumes to depict quantities​
* Consider the task/purpose, e.g., Carswell (1992) taxonomy​
  + Point reading​
  + Local comparisons​
  + Global comparisons​
  + Synthesis​
* Minimize number of mental operations​
* Data-ink ratio​
* When using multiple graphs​
  + Highlight differences​
  + Use distinctive legends​
  + Be consistent​
* Audience​ (e.g., age, numeracy, culture)
* Small probabilities as a frequency vs. as decimal

**Other recommendations – consider:**

* Adding illustrations that visually represent text to facilitate comprehension
* Adding affective-visual cues
* Identifying the time interval over which a risk occurs
* The order in which risks and benefits are presented can affect risk perceptions