

# Challenge 4.

## Challenges in Communication & Visualisation

Communicating and visualising models to improve decision making under uncertainty is a challenge for a diverse range of organisations and professions. Adopting a multi-disciplinary approach to improve understanding is often required. In this session we will explore illustrations of complexity in communicating and visualising trading information in the financial sector, and criminal activities by the intelligence analysis community. Both practitioner and academic communities here are aiming to aid decision making with insights from Behavioural Science, Computer Science and Analytics. The session will address the questions of when and how models might be presented and asks how we might consider developing these representations to continue to improve decision thinking and reasoning.

### Panel Speakers

Wendy Jephson

Head of Behavioural Science at Nasdaq and dual qualified as a commercial solicitor and Business Psychologist, Wendy is responsible for leading a unique team of experts in technology, behavioural science and finance that brings diverse thinking and cross-industry experience to help solve some of the biggest challenges in financial services.

Dr Neesha Kodogoda

A researcher at Middlesex University, Neesha is a central part of the VALCRI research team. (VALCRI – PF7 European Commission-funded project). Her research focus is on Reasoning and Sensemaking, Visualisation and Data Analytics for Criminal Intelligence Analysis.

### Session Chairs

Julie Gore: Reader in Organizational Psychology, University of Bath.

James Lyons: Senior Lecturer in English, University of Exeter.