

Prof. Jorge Fascara

Professor Emeritus, University of Alberta, Chile / Italy / Canada



Jorge Fascara is Professor Emeritus of the University of Alberta, Canada, Fellow of the Society of Graphic Designers of Canada, and member of the Editorial Boards of the Information Design Journal and Design Issues. He has held leading positions at the University of Alberta, Icograda, the ISO, the Society of Graphic Designers of Canada, the Graphic Design Education Association and the Canadian Standards Council. He has published nine books and more than 50 articles internationally, and has lectured and made presentations in more than twenty five countries. Past clients include the Government of Canada, the Mission Possible Coalition (traffic safety), the Alberta Drug Utilization Program, and the leading Canadian telecommunications company. He now lives in Padova, Italy, and contributes to the doctorate in Design Sciences and to the Master in Medical Design of the University luav of Venice.

Data, Information, Significance, Decisions and Traffic Injuries

Abstract:

Data without context is not information, because, as Gregory Bateson says, information is difference that makes a difference. To make a difference there is a need for significance, and significance comes from comparison; comparison could be between one thing and its context, or between one thing and its consequences, or between one thing and another – not necessarily opposite.

The paper will present the social and economic costs of traffic injuries in order to discuss the methodological issues relating to how to turn data into information; and how to contextualize information so that its significance could be perceived; it will also outline how significance is indispensable when there is a need to turn data into decisions.

Comparisons will be discussed between the costs of injuries, education, insurance, and general health care, as well as the direct, indirect, short and long term costs of traffic injuries, to discuss the different contexts within which data can be analysed. Local issues will be compared to international experience and actual initiatives will be used as references.

The central objective of the paper is to contribute to the conference's main topic: to use data to guide action or policy decisions