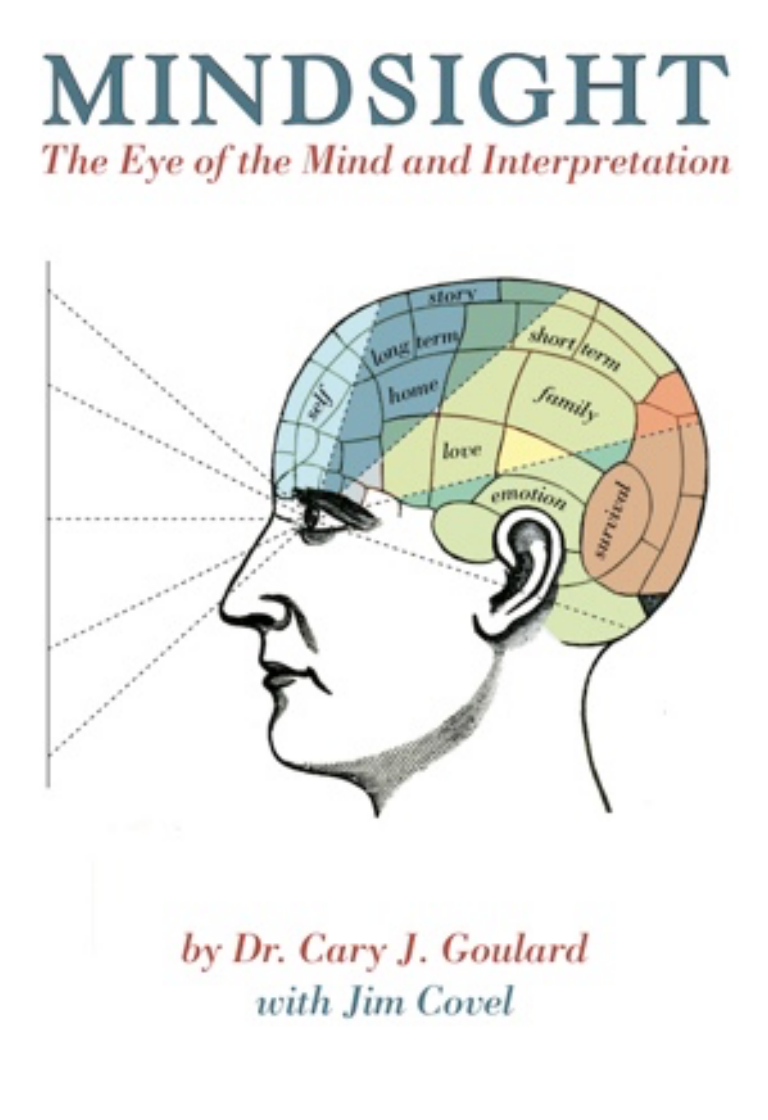
MINDSIGHT

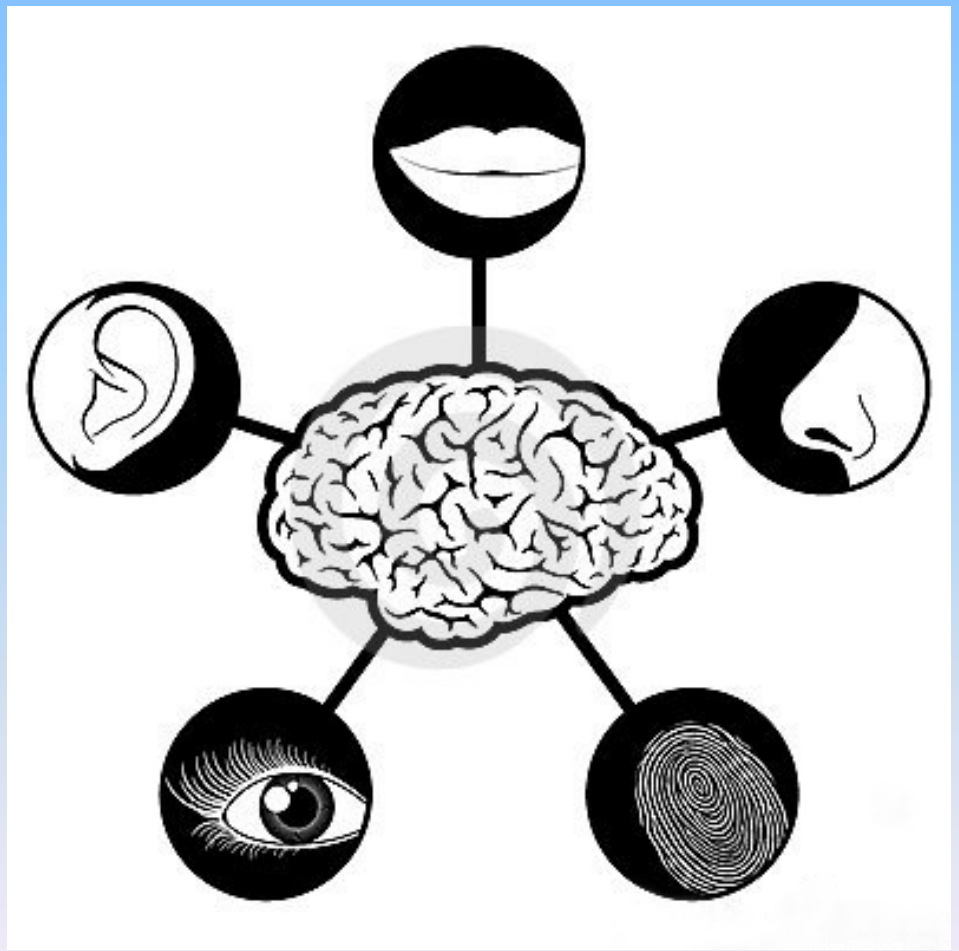
The Eye of The Mind and Interpretation

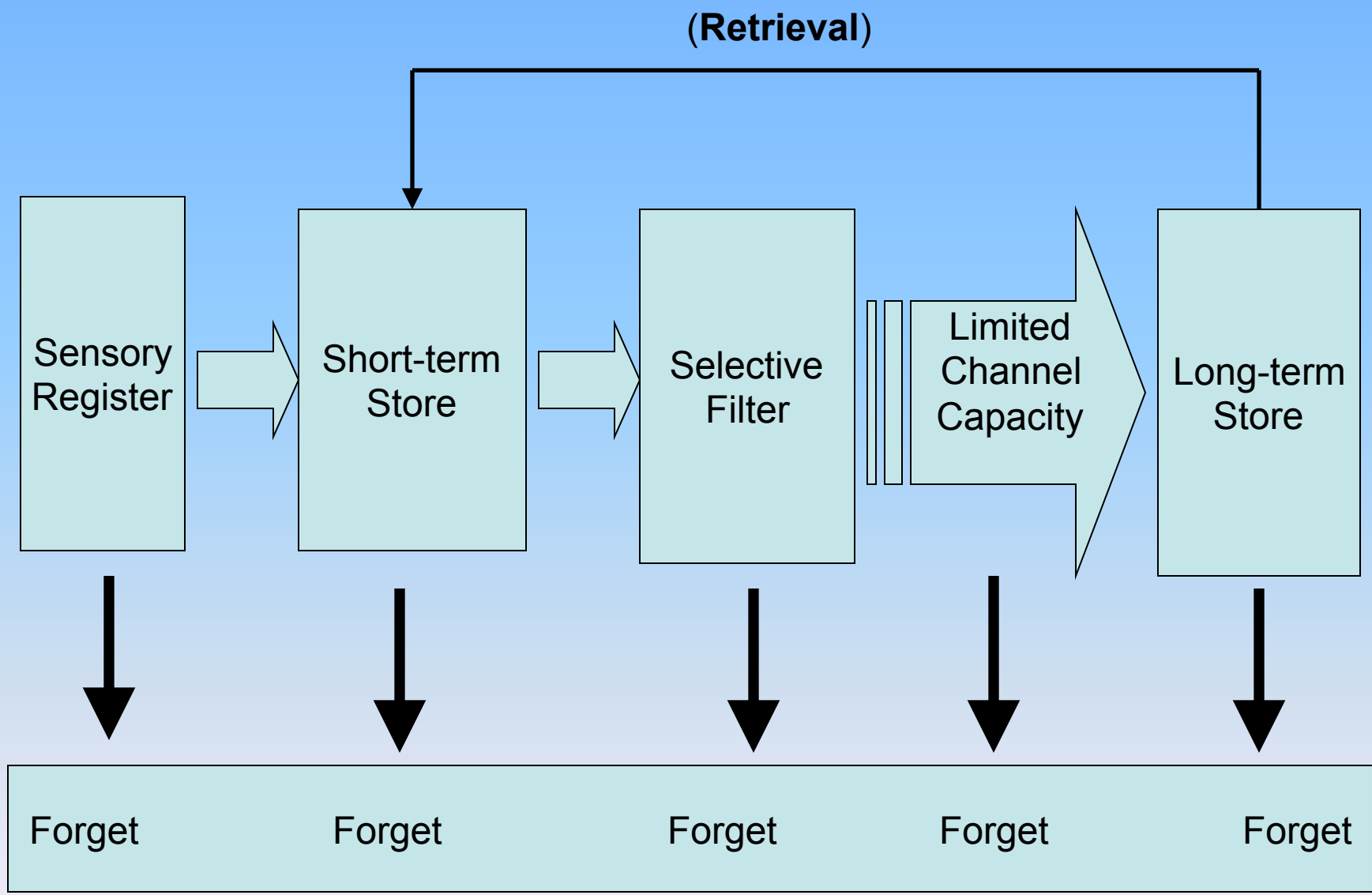
by
Dr. Cary J. Goulard



Sensory Register

- More senses are better
- Some senses are stronger
- Link words to sensory input
- Sensory analogies (feels like…)




(Retrieval)
Sensory Register
Short-term Store
Selective Filter
Limited Channel Capacity
Long-term Store
Forget
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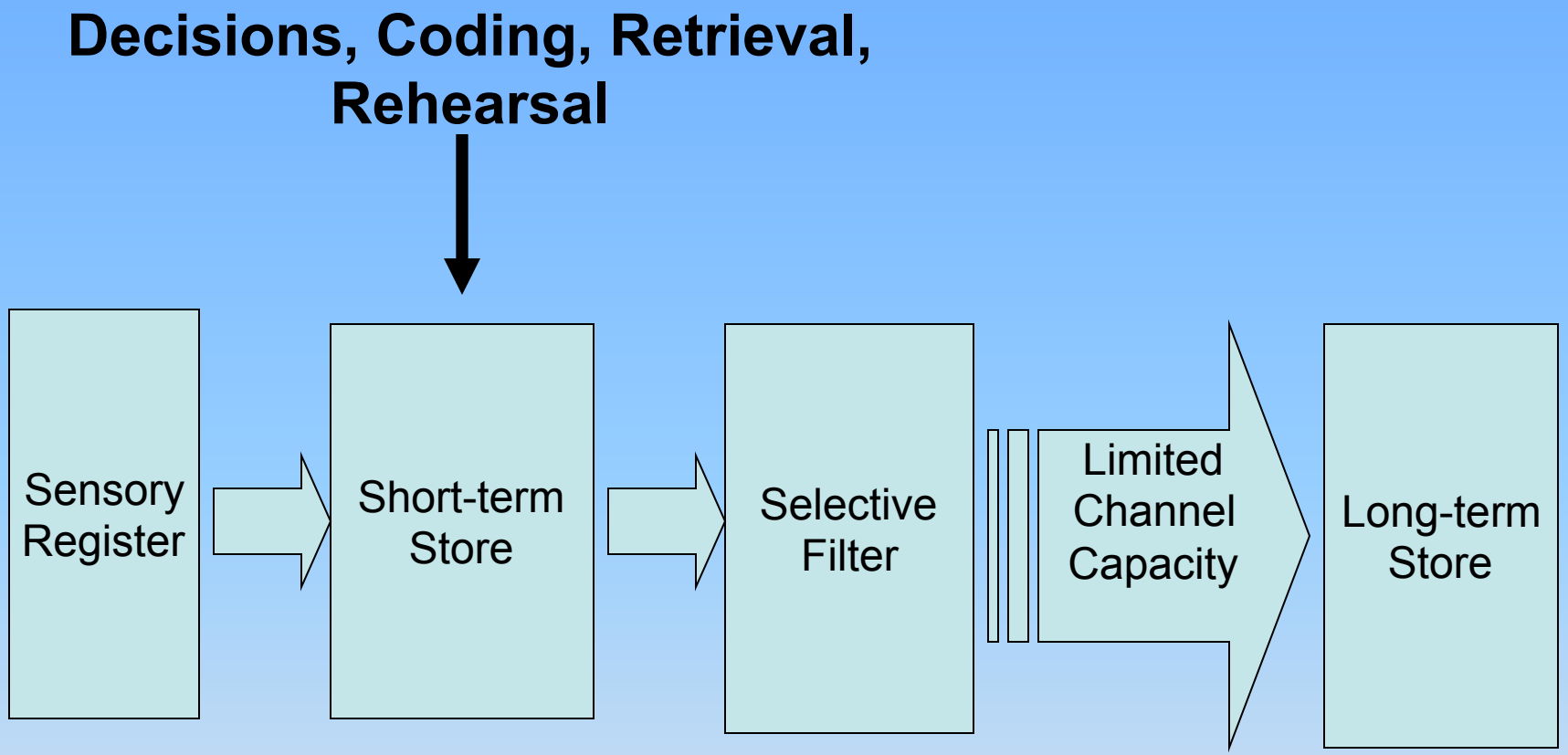

Decisions, Coding, Retrieval, Rehearsal
Sensory Register
Short-term Store
Selective Filter
Limited Channel Capacity
Long-term Store

Short-term Store

Decisions: Is this relevant? Is this perceived as important?

Coding: Can I process this information using existing protocols and knowledge? Does it fit existing images?

Retrieval: Can this information be retrieved efficiently with existing neural networks?

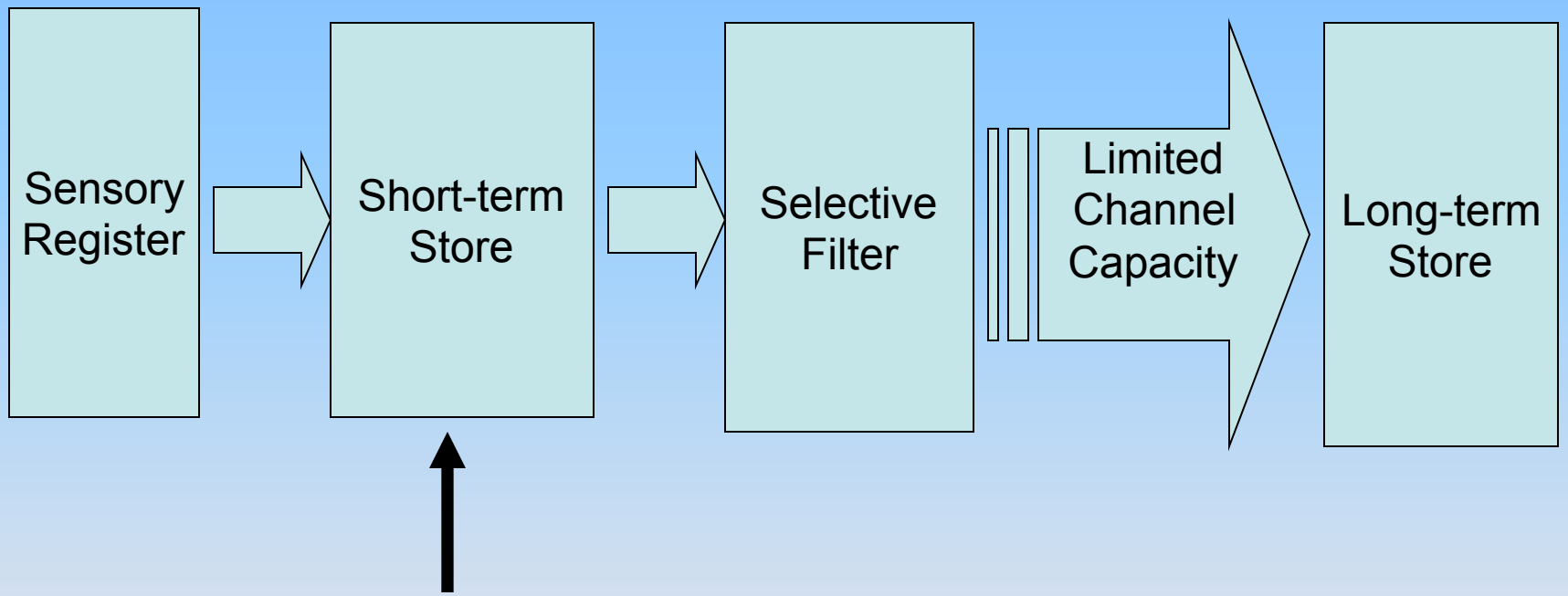
Rehearsal: When I practice applying this information is it useful and consistent with other schema?

Short-term Store

Interpretive Techniques

- Provocation
- Analogies
- Question/answer techniques
- Shared meaning-making

Rehearsal, Coding, Decisions, Retrieval



Provocation, Relevance

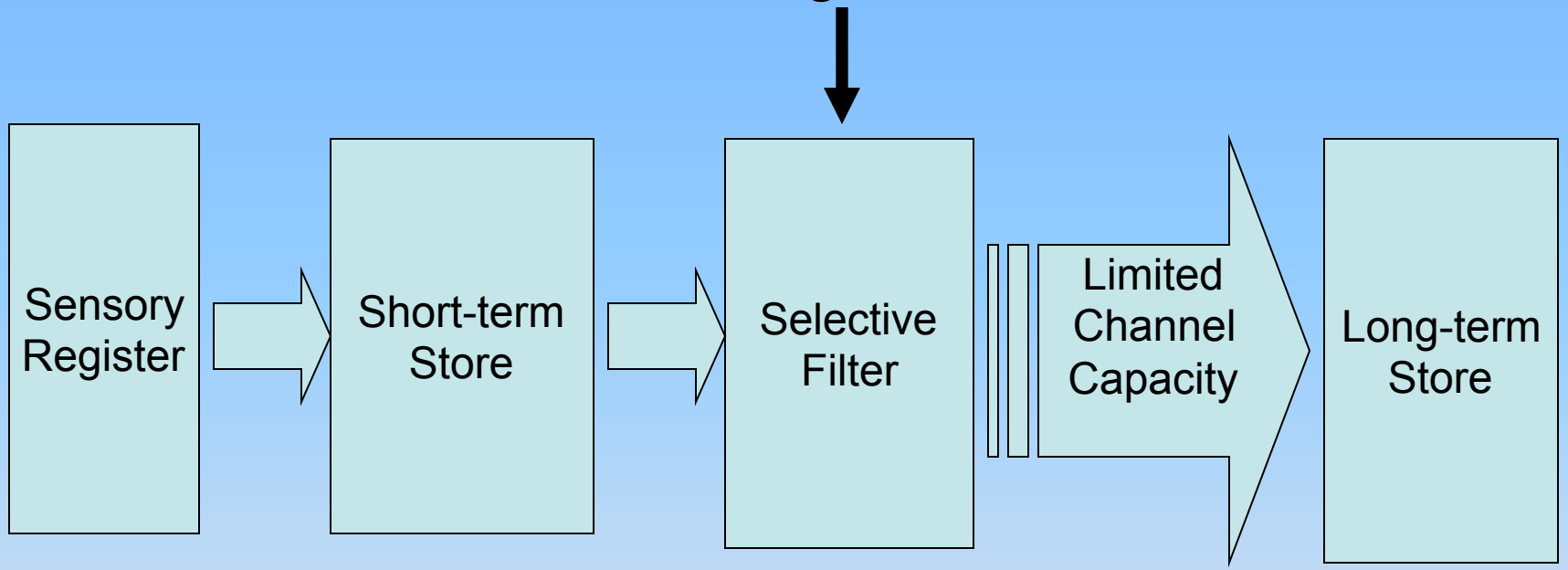
Analogies,

Questioning techniques,

Shared meaning making

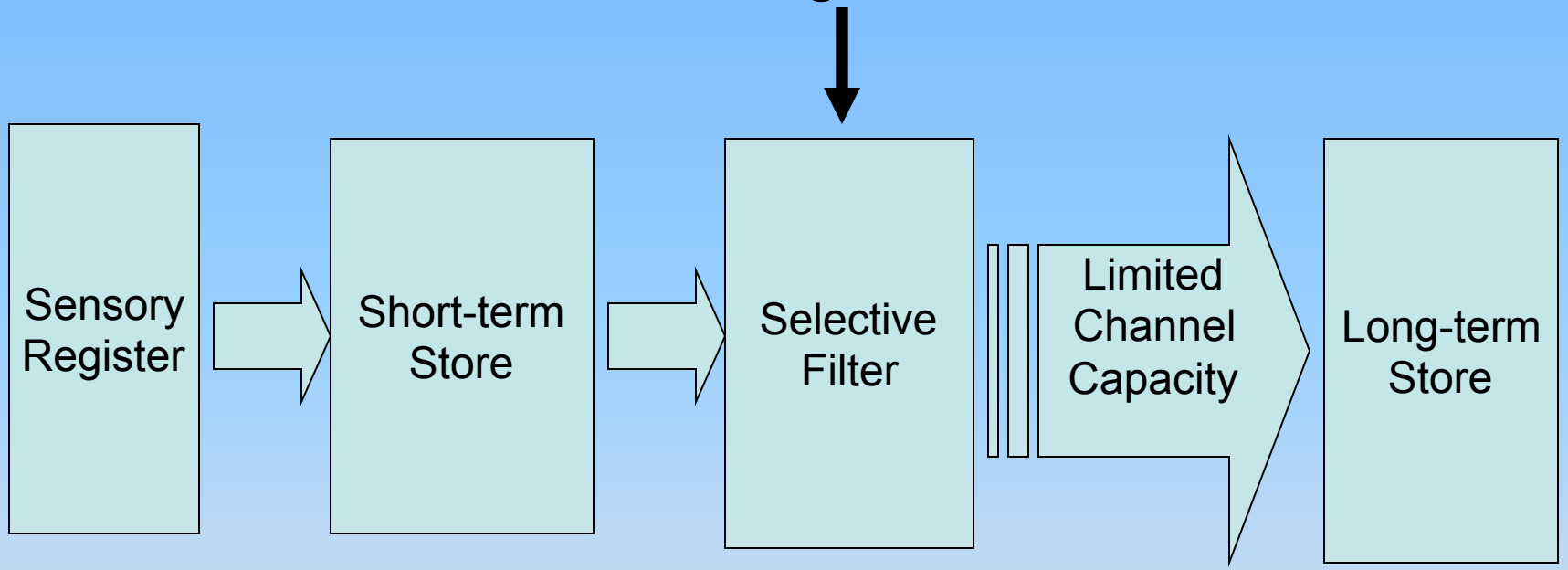
Prioritize information,

Assess significance



Prioritize information,

Assess significance



Significance: Is this information of use to me? How closely does it match my values? Does it address important needs?

Priority: Do I need to use this immediately? Can it be processed easily? How does it match hierarchy of needs?

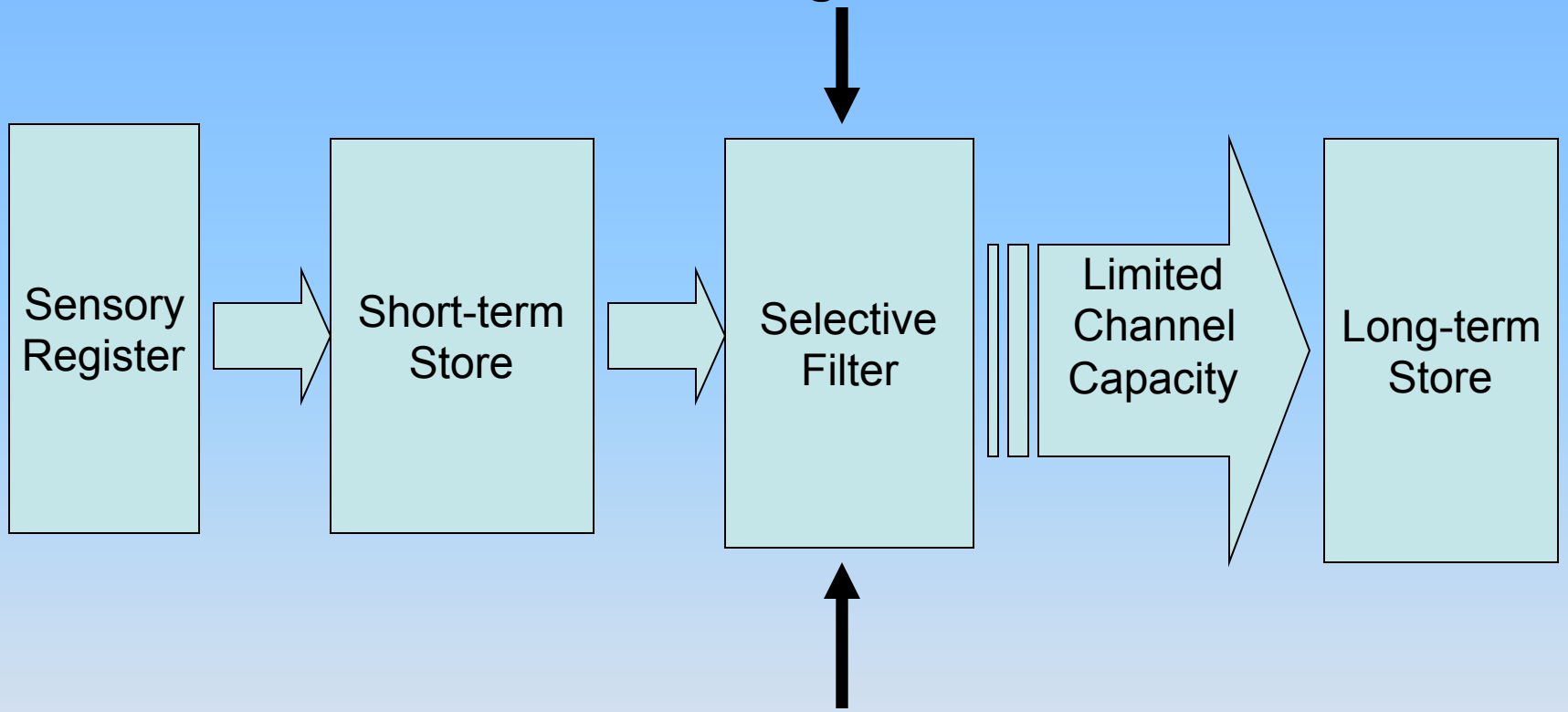
Interpretive Techniques

Assess audience:
- Identity-based motivations
- Maslow's Hierarchy
- Attitudes
- Values
- Social influences

Tailor information to address audience.
REVELENCE!

Prioritize information,

Assess significance

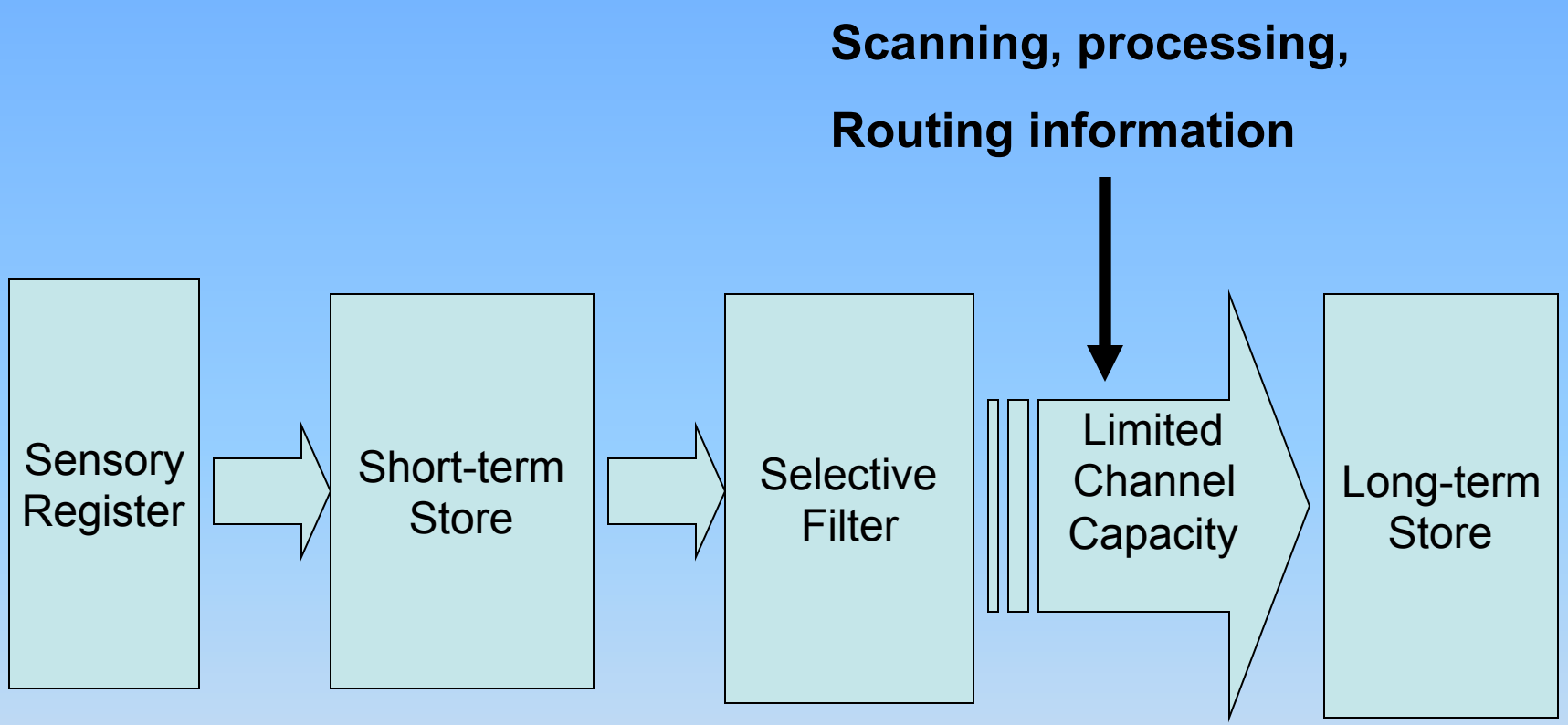


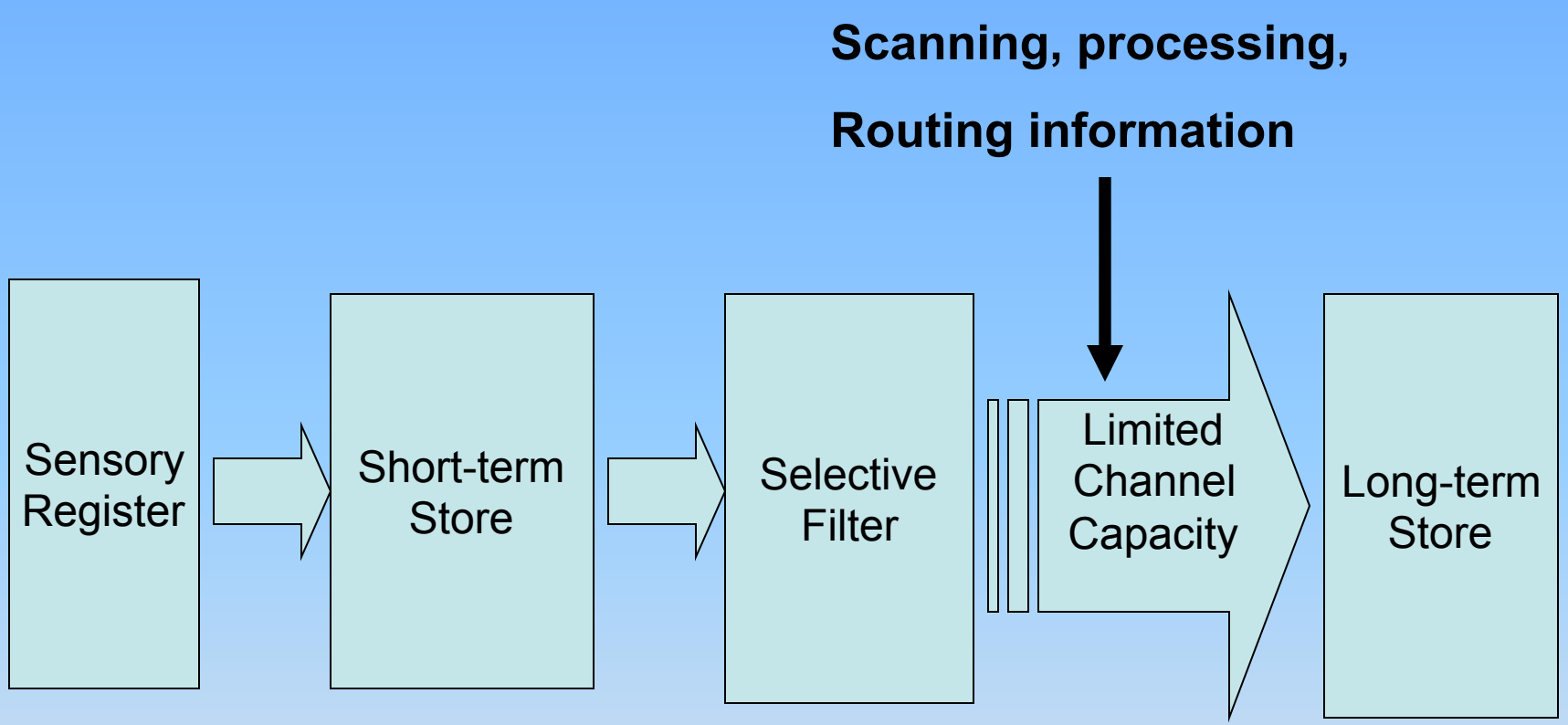
Audience relevance

Maslow

Identity-based motivations

Attitudes, values, social influences


Scanning, processing,
Routing information
Sensory Register
Short-term Store
Selective Filter
Limited Channel Capacity
Long-term Store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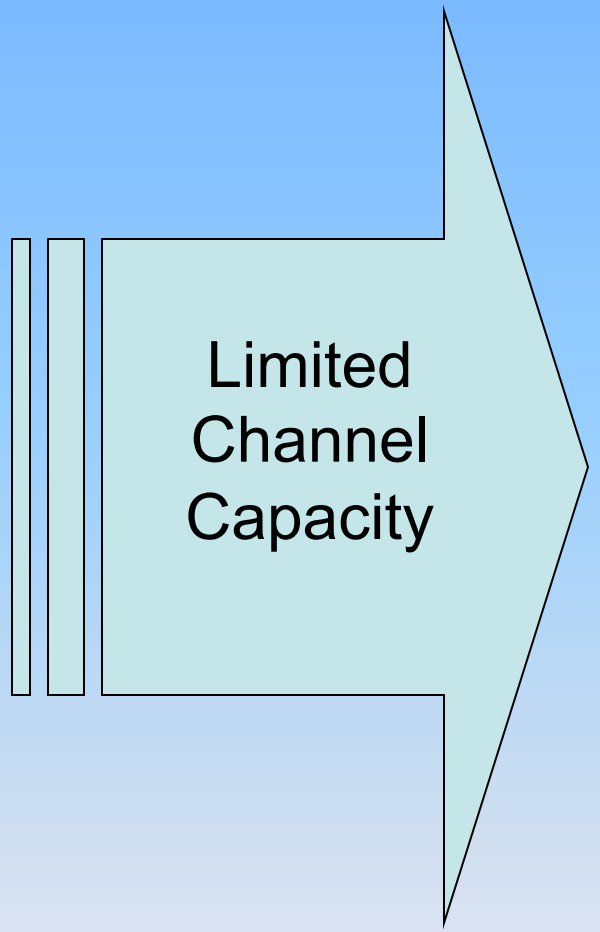
LCC functions as controller of information flow

Scans incoming information constantly

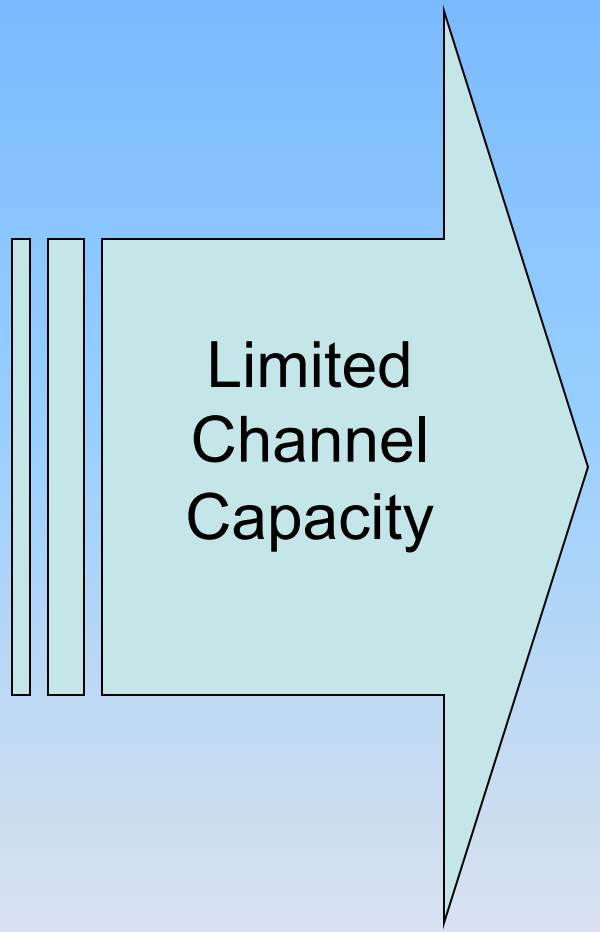
Assigns information to appropriate channels

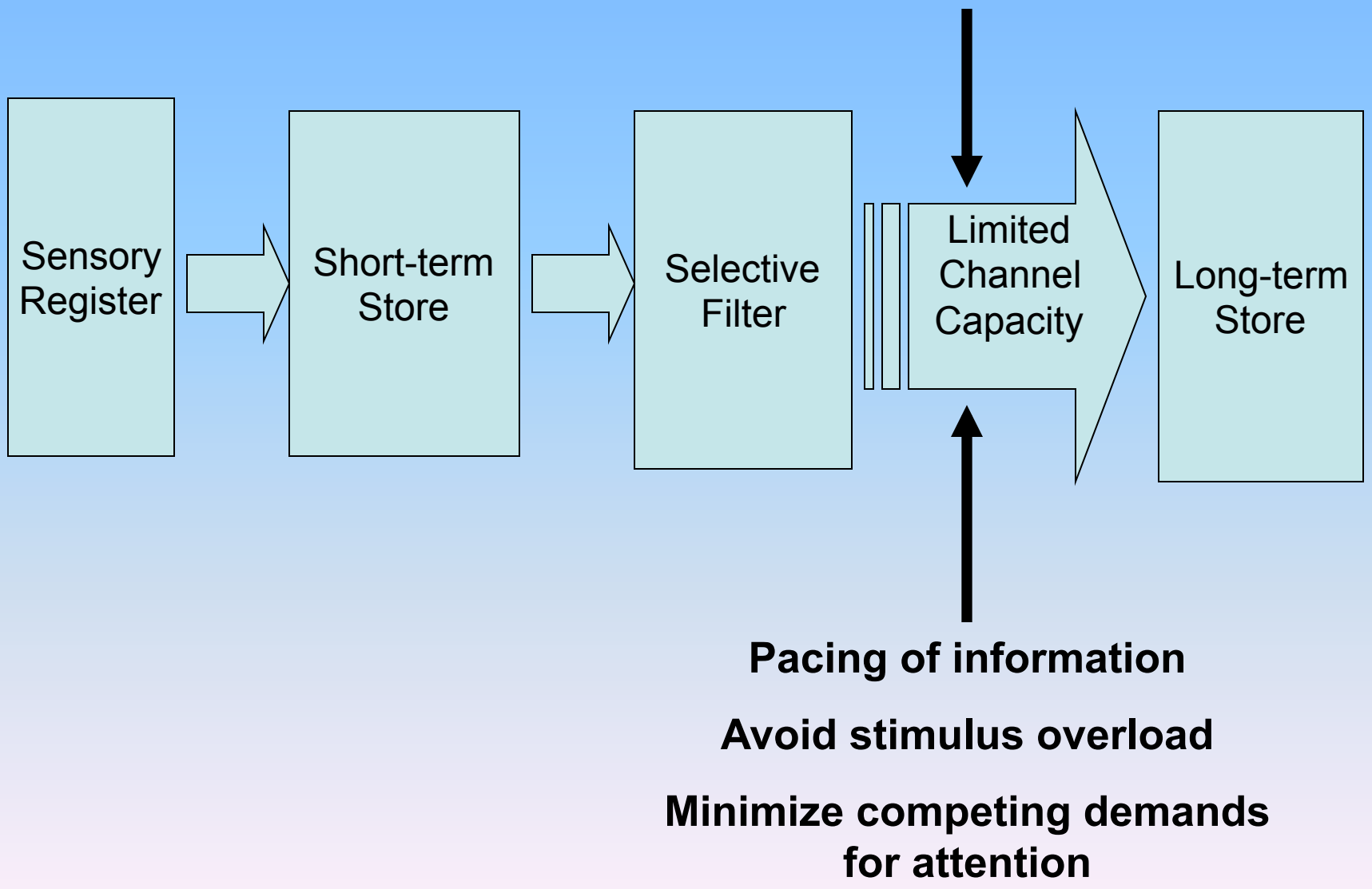
Can reject, delay or defer information processing to avoid overload



Interpretive Techniques

- Proper pacing of information
- Avoid stimulus overload
- Minimize competing demands for audience attention

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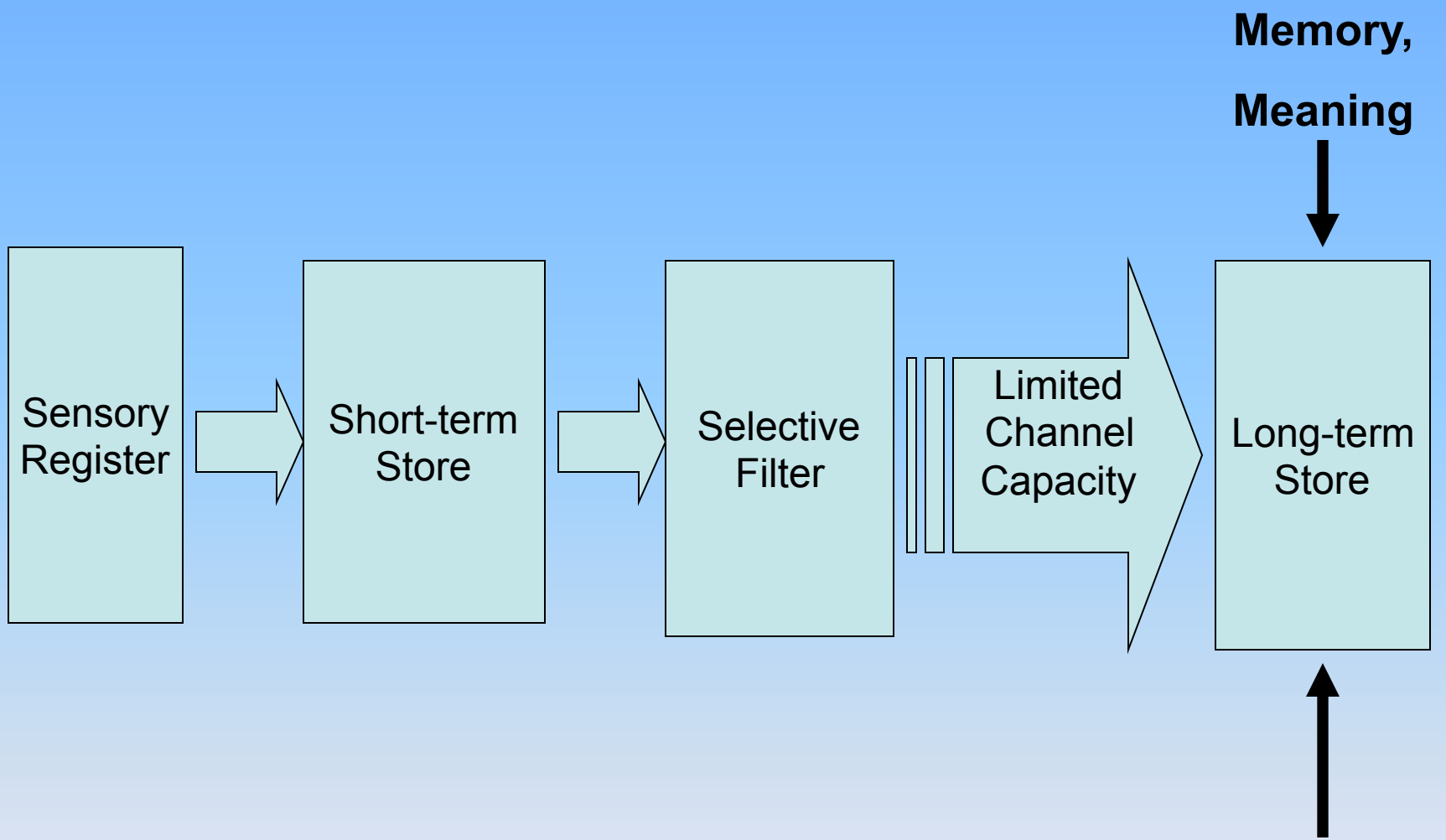
Pacing of information
Avoid stimulus overload
Minimize competing demands for attention


Memory,
Meaning
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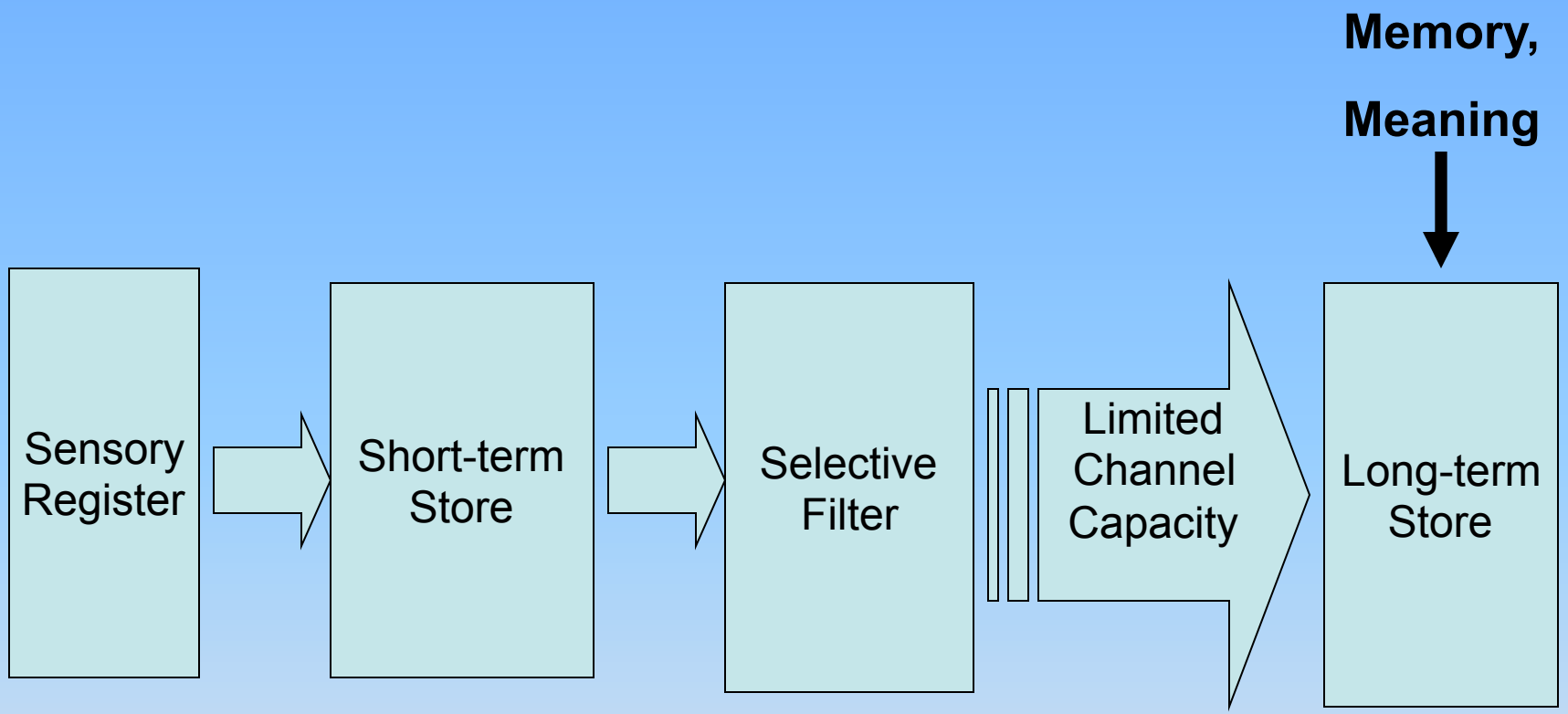
Long-term Store
Organize information
Group by likeness
Rehearsal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Memory: Information is now resident in long-term memory. If used periodically it will be more easily retrieved. However, memory is re-configured every time the information is retrieved.

Meaning: We make meaning by relating new information to currently held memories. Meaning resides in the individual.

Long-term Store

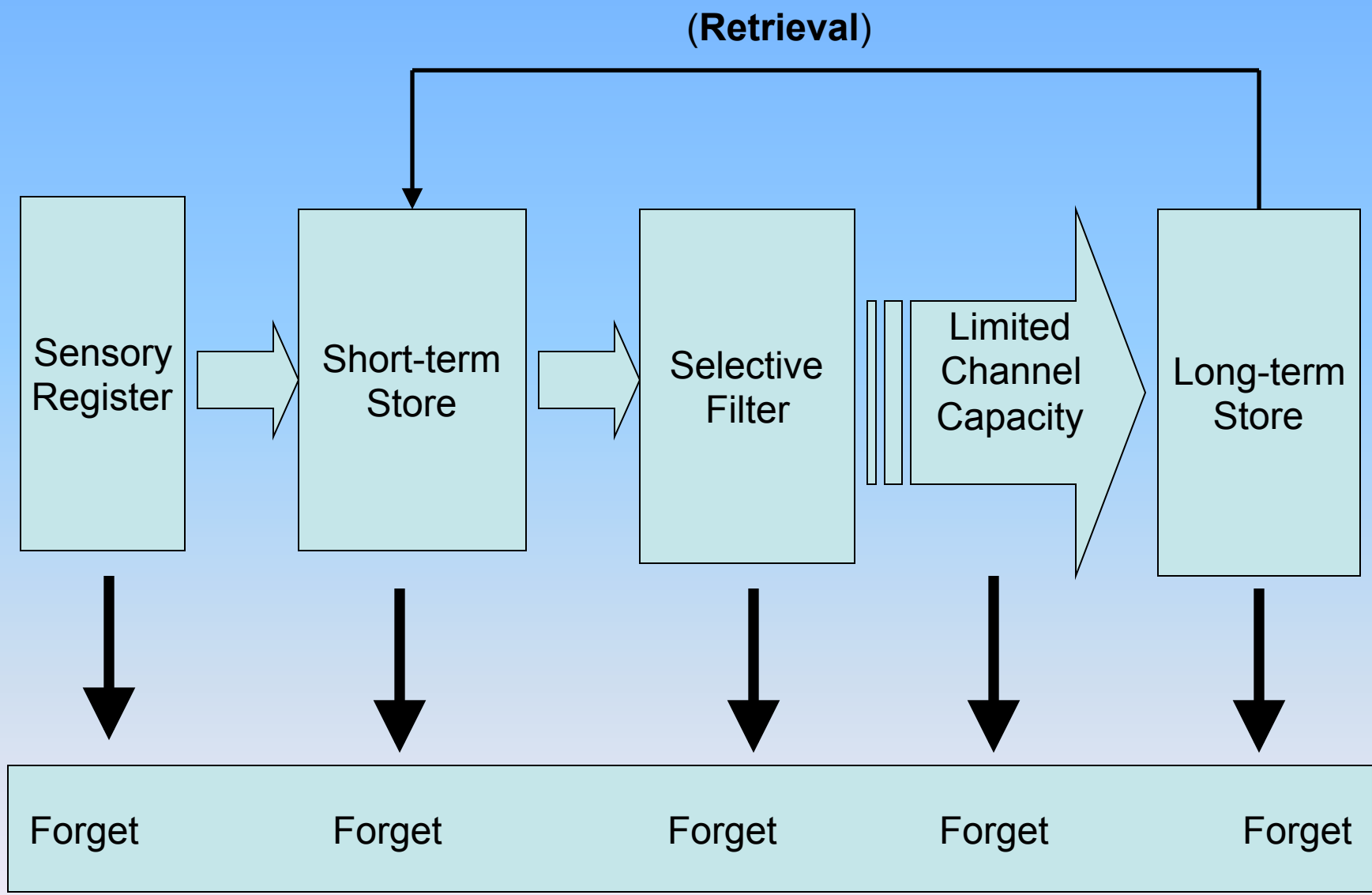
Interpretive techniques

- Organize information
- Group information, examples by likeness
- Provide opportunities for rehearsal, application of information

Long-term Store

Cognitive Map: The Power of Story

- STORY…
  - Creates relevant sequence, relationship of information
  - Relates to attitudes and values (universals)
  - Personal referencing
  - Rehearsal through repetition, adaptation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