

Litigators Beware: All Jurors Hail From the “Show-Me” State

Granted, every juror is NOT from Missouri. But in this age of smartphones, and iPads, every juror expects to **SEE** and **UNDERSTAND** evidence in trial.

Cognitive science research shows that people are more likely to remember information presented visually rather than orally.

Ironically, most of the communication in **court is VERBAL** not **VISUAL**. Attorneys and expert witnesses often wax on at length without the benefit of strategic graphics to illustrate their points. Litigants suffer for this verbosity in **poor recall** by jurors during deliberations, and they potentially **annoy jurors** by failing to explain their case in a manner that is both clear and concise.

Prepare to Win.

Maithilee Pathak, PhD, JD mpathak@rd-ss.com

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One dramatic demonstration of the impact of visual information involved **study participants viewing 1,100 images**. Later, the participants viewed more images, some of which were repeated from the first round, and some of which were new. Participants had to **correctly identify which images they had seen before**.

The results were staggering. After viewing 1,100 images, participants demonstrated a **96% accuracy rate** when identifying “repeat” images.

What does this mean for litigators?

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Litigators have a **HUGE** opportunity to emblazon their positions in the minds of jurors through well crafted and strategic demonstratives.

After all, your jurors must be able to **REMEMBER** and **REPEAT** your arguments in deliberations before you can win.

Moral of the story:

A picture is worth a thousand – actually – 1,100 words.

Use visuals to teach, persuade, organize and illustrate– but, whatever the case, use them.

Maithilee K. Pathak, PhD, JD

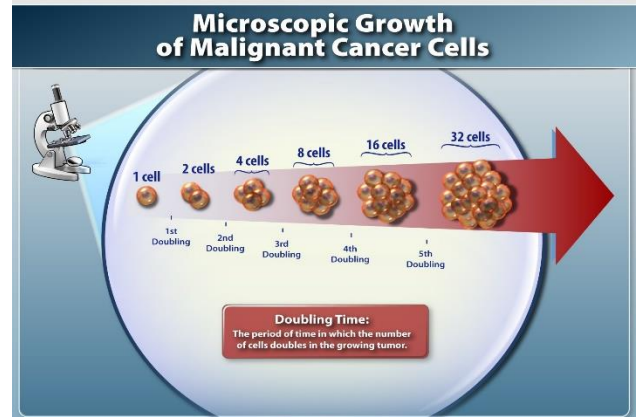
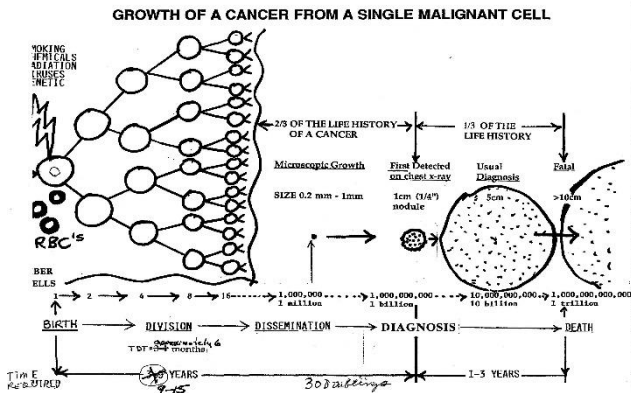
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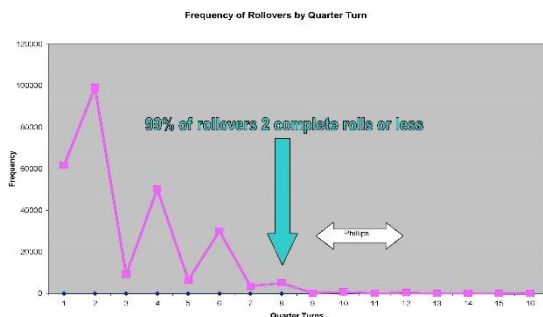
Which of these graphics would jurors understand and remember?

B

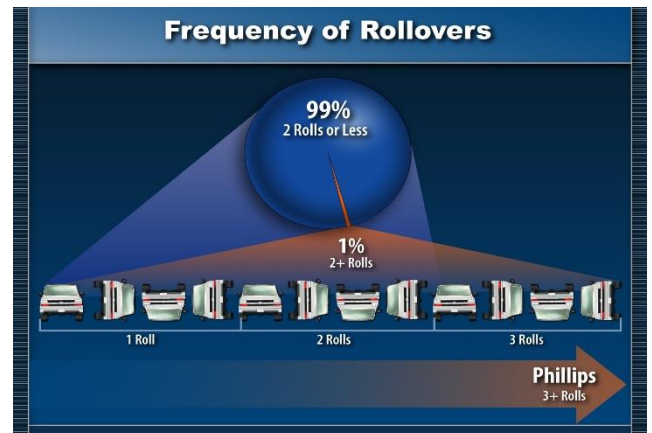


Which of these graphics would jurors understand and remember?

C



D



Graphics B and D by:
Jil Wyland, Litigation Presentation
jil@litpres.com

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