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## WHY WE PERCEIVE THINGS DIFFERENTLY: AN INFORMING SCIENCE PERSPECTIVE [ABSTRACT]

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### ABSTRACT

Aim/Purpose	The paper introduces new concepts including the cognitive map, message atoms, and message resonance.
Background	Existing models of the informing process cannot explain how messages are created nor how people deal with multiple messages.
Methodology	Theory development.
Contribution	The theories presented offer new ways to conceptualize the informing process.
Findings	The often-unrecognized narrative has a far-reaching impact on message resonance.
Recommendations for Practitioners	The paper shows ways to create messages that resonate.
Recommendations for Researchers	The theory of the narrative should expand the conceptualization of those exploring the informing process.
Future Research	This paper forms a building block in a full model of the informing process.
Keywords	cognitive map, informing science, message fragment, message resonance

### OVERVIEW

Shannon and Weaver created a mathematical model to illustrate issues in the transference of a single electronic message to a single electronic device. Human communication is more complex than this. Messages act on us in individualistic ways. The informing science frameworks for communications up to this point are adaptations of the Shannon-Weaver model and suffer from its limitations.

This research examines these limitations with the aim to create in the end of this research stream a model that addresses them. Limitations found in current models of the informing process include the following. First, people are confronted not with just a single message, but with multiple and often

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competing messages. Second, different people respond differently to an identical message. Third, current models start with a message, but we also need to model how the message is created, assembled, and sequenced from message atoms. Fourth, in addition to the “sender” and the “receiver” found in these prior models, there is another actor, the media editor in the middle who further filters, sequences, and packages message elements into messages.

This research draws together relevant research developed from a variety of fields, including as communications, philosophy, brain science, linguistics, and psychology.

## BIOGRAPHY

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**Eli Cohen** founded and now serves as the Executive Director of the Informing Science Institute and as Editor-in-Chief of two of its journals, *Informing Science: the international journal of an emerging transdiscipline*, and the journal *Issues in Informing Science and Information Technology*. He has a background in multiple disciplines, including psychology, statistics, business, and cat tending. He retired from the Kozminski University in Warsaw.