

*Patents versus Patients:
The Importance and Impact of Social Cognition*

Cynthia Ho

This project extends from my broader research agenda concerning how to balance patent rights with the competing goal of promoting access to medicine to current drugs. In particular, I suggest that while there are no shortage of proposals on how to better promote access to medicine, many of them have little likelihood of success because they fail to understand and address the impacts of social cognition, which deals with how people differently perceive the same scenarios based on different cultural views. Although social science research has been applied to better understand other areas of law, that research thus far have not been applied to patents and particularly the topic of access to medicine. I aim to address this gap. I believe that a better understanding of social cognition will lead to a more productive use of time and resources in developing workable solutions to addressing access to medicine in both the domestic and international arenas.