

1. Record Nr.	UNINA9910465198203321
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Titolo	Graph Design for the Eye and Mind [[electronic resource]]
Pubbl/distr/stampa	New York ; ; Oxford, : Oxford University Press, 2006
ISBN	0-19-977500-1 1-282-94674-9 9786612946745
Descrizione fisica	1 online resource (303 p.)
Disciplina	001.4/226 001.4226
Soggetti	Experimental design -- Graphic methods Graphic methods Statistics -- Graphic methods Mathematics Physical Sciences & Mathematics Elementary Mathematics & Arithmetic Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; How to Use This Book; Chapter 1 Looking With the Eye and Mind; Chapter 2 Choosing a Graph Format; Chapter 3 Creating the Framework, Labels, and Title; Chapter 4 Creating Pie Graphs, Divided-Bar Graphs, and Visual Tables; Chapter 5 Creating Bar-Graph Variants; Chapter 6 Creating Line-Graph Variants and Scatterplots; Chapter 7 Creating Color, Filling, and Optional Components; Chapter 8 How People Lie With Graphs; Chapter 9 Beyond the Graph; Appendix 1 Elementary Statistics for Graphs; Appendix 2 Analyzing Graphics Programs; Appendix 3 Summary of Psychological Principles; References Sources of Data and Figures Index; A; B; C; D; E; F; G; H; I; K; L; M; O; P; Q; R; S; T; U; V; W; X; Z
Sommario/riassunto	Graphs have become a fixture of everyday life, used in scientific and business publications, in magazines and newspapers, on television, on billboards, and even on cereal boxes. Nonetheless, surprisingly few

graphs communicate effectively, and most graphs fail because they do not take into account the goals, needs, and abilities of the viewers. In *Graph Design for Eye and Mind*, Stephen Kosslyn addresses these problems by presenting eight psychological principles for constructing effective graphs. Each principle is solidly rooted both in the scientific literature on how we perceive and comprehend
