

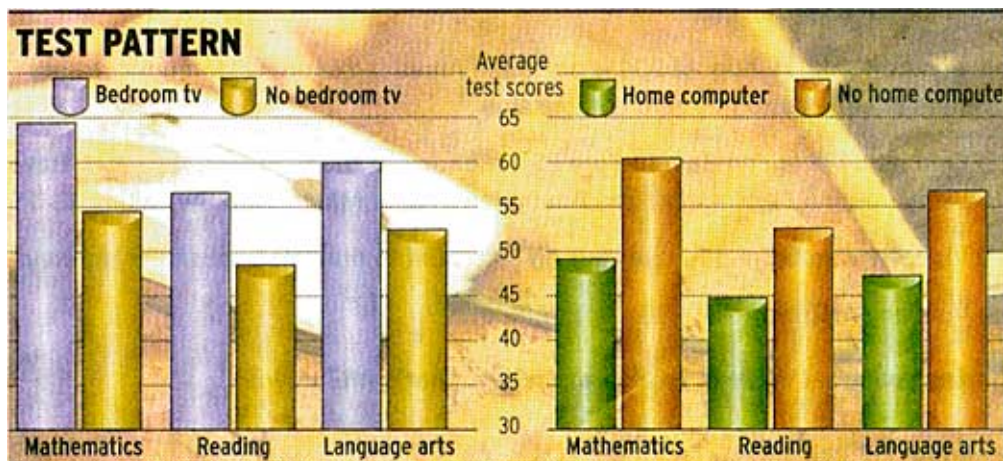
Cleveland and Graphical Perception

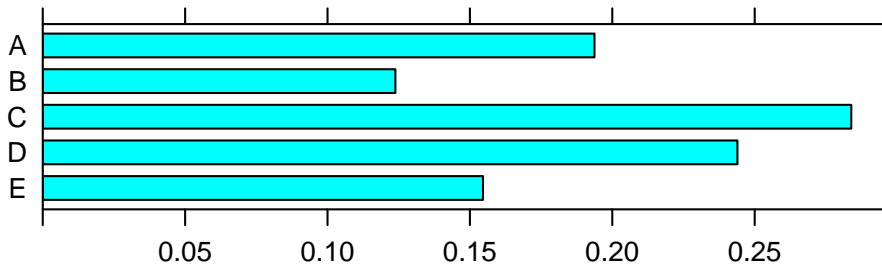
We're going to talk today about Cleveland's work on graphical perception.

We're going to start by loosely recreating one of his most famous experiments. On the following pages, you'll find a bunch of plots. For each, you are asked to determine which of two things is smaller, and what percent of the larger it is. Don't measure or think too hard; this is to meant assess our graphical perception, not how well we measure and do arithmetic.

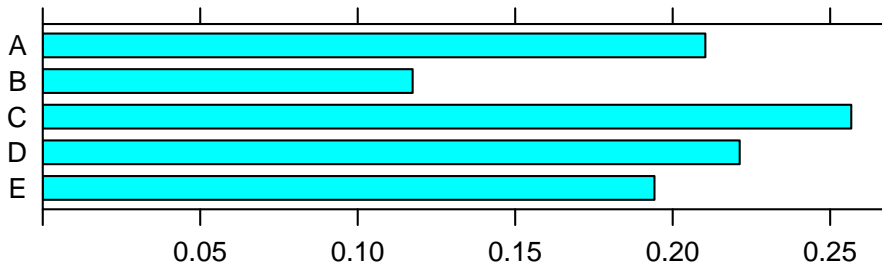
We will hopefully also talk about Tufte's ideas on "data-ink"...

and his campaign against "chartjunk."

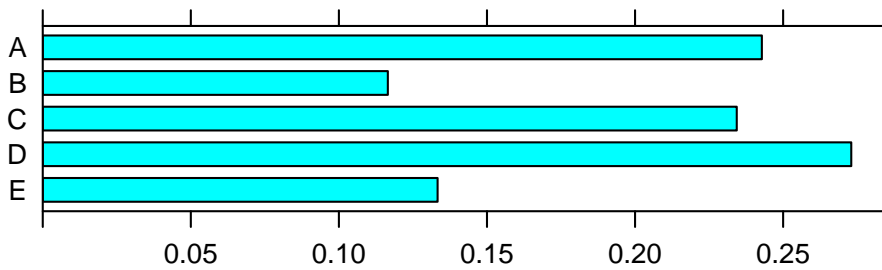




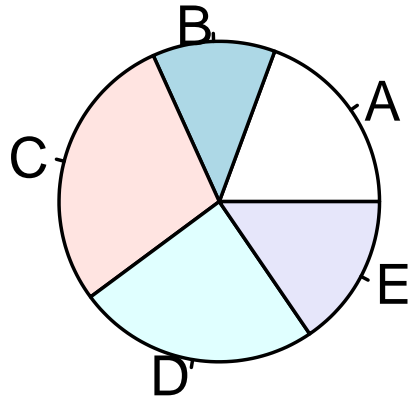
Which is smaller, E, or A? ____ What percent of the larger is it? _____



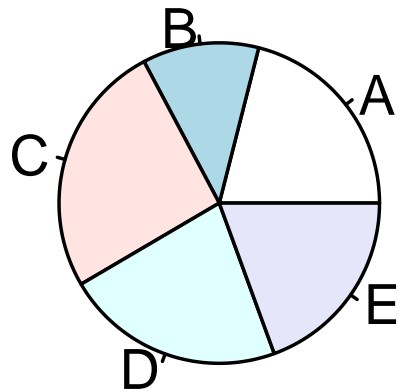
Which is smaller, B, or E? ____ What percent of the larger is it? _____



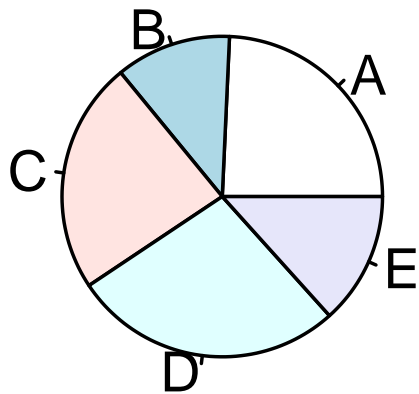
Which is smaller, C, or A? ____ What percent of the larger is it? _____



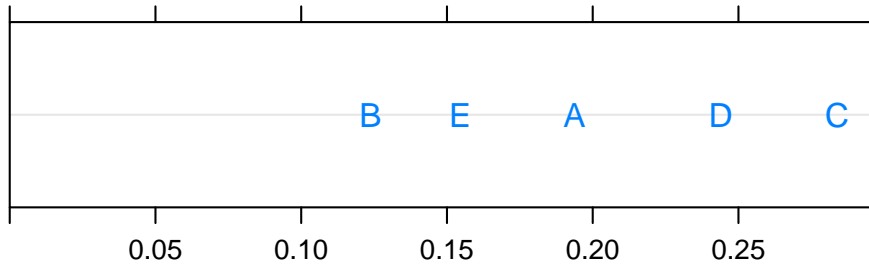
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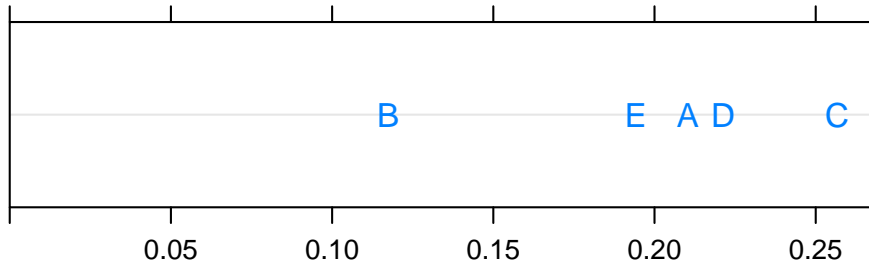
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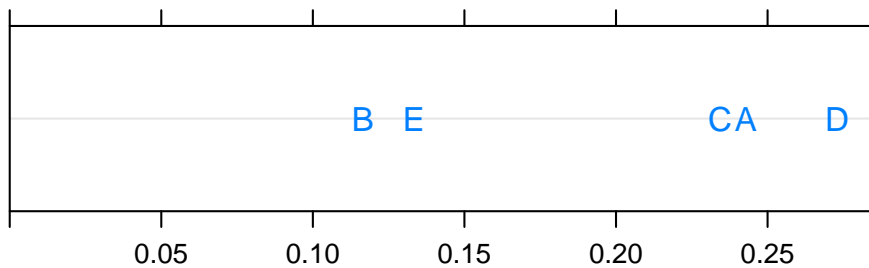
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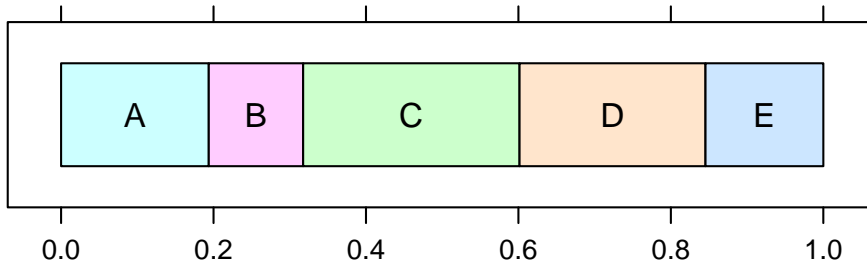
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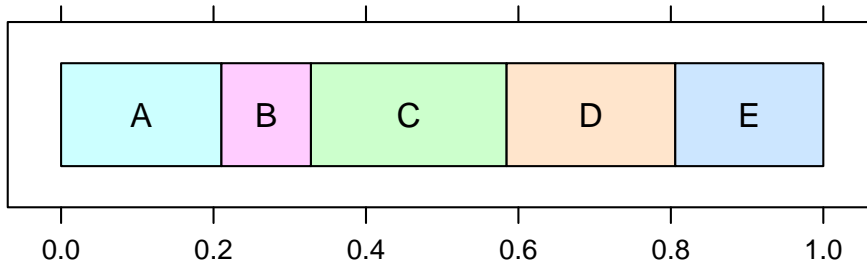
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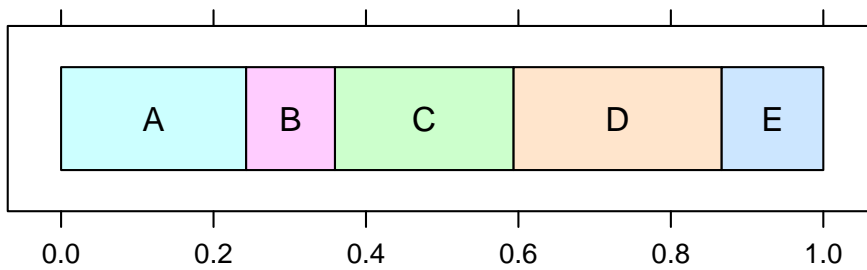
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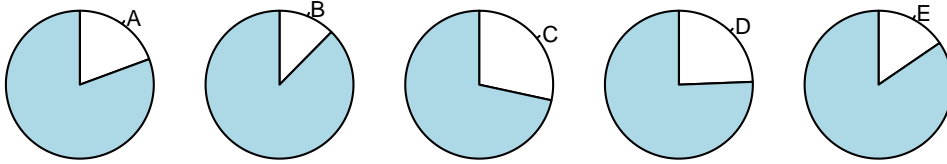
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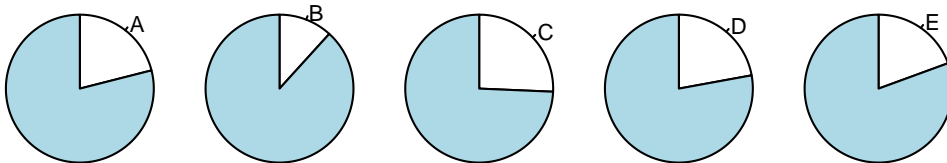
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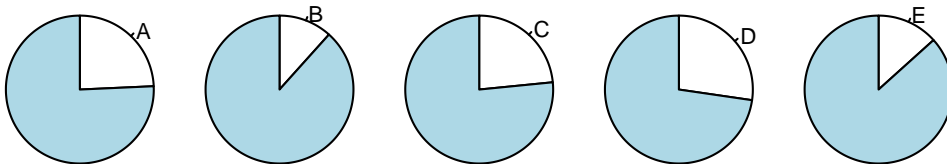
Which is smaller, C, or A? ____ What percent of the larger is it? _____



Which is smaller, E, or A? ____ What percent smaller? _____



Which is smaller, B, or E? ____ What percent smaller? _____



Which is smaller, C, or A? ____ What percent smaller? _____

Answers:

E is smaller; it's 80% of A.

B is smaller; it's 60% of E.

C is smaller; it's 97% of A.

Name: _____

We discussed some of the research about graphics by Cleveland and Tufte today.

What did you find particularly interesting or new to you?
