



Graphics vs. text

or the case for one-slide graphical summaries ...

The Proseminar Quadrology (1/4)
<http://education.dbai.tuwien.ac.at/wie/WS05/>

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A simple grocery list of more than 7 items will take some time to understand and remember.

GROCERY LIST (1/3)

- Tomatoes
- Water melon
- Mozzarella
- Milk
- Butter
- Champagne
- Mineral water
- Orange juice
- Vienna Newspaper
- Chewing gum

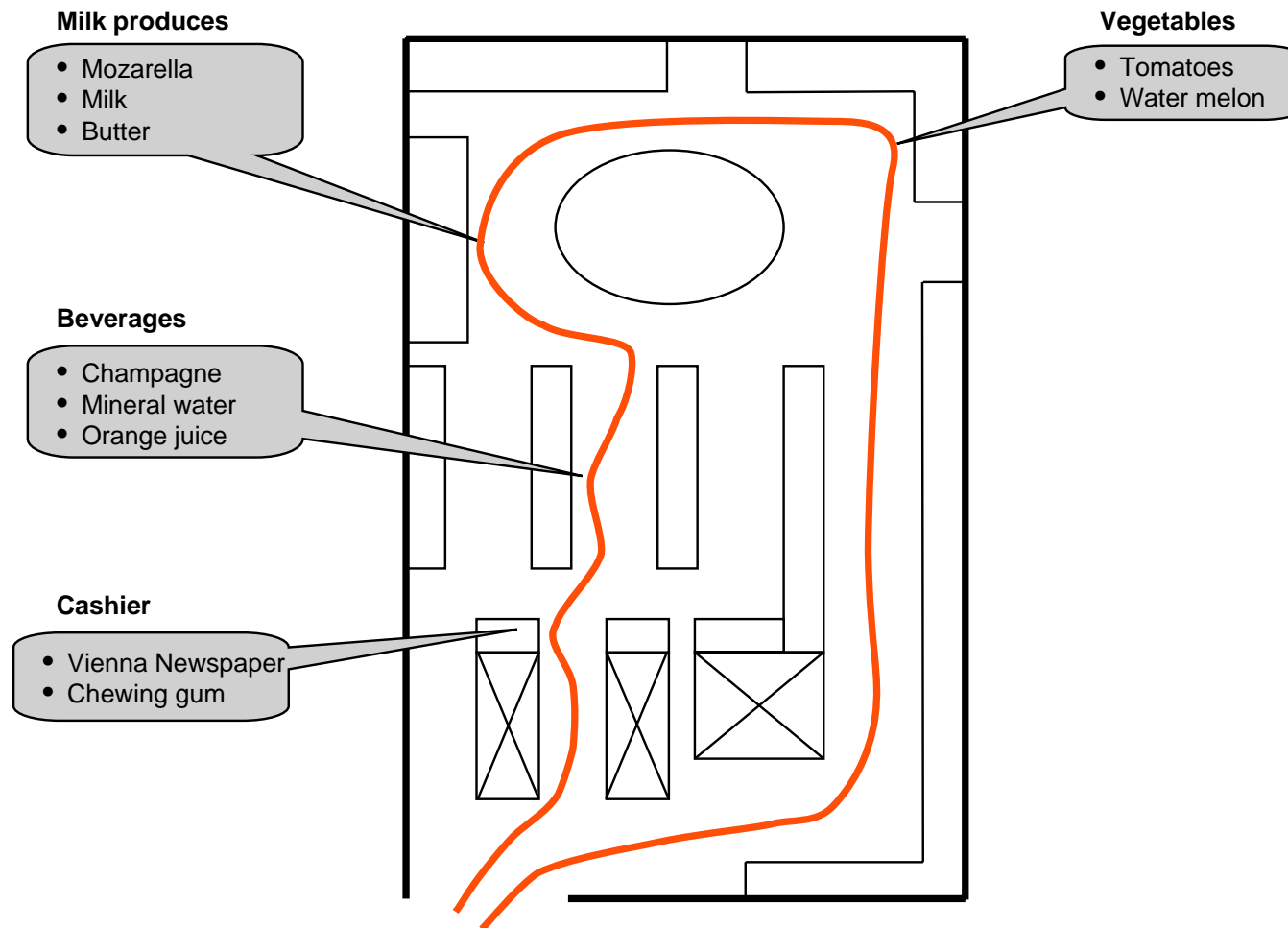
Grouping the individual pieces of information into units of higher order makes the list more intuitive.

GROCERY LIST (2/3): ORDERED BY FOOD SECTIONS

Vegetables	Tomatoes Water melon
Milk fridge	Mozarella Milk Butter
Beverages	Champagne Mineral water Orange juice
Cashier	Vienna Newspaper Chewing gum

Attaching the individual items to the actual mental model of the grocery store will make the information very intuitive and very easy to remember.

GROCERY LIST (3/3): MAP OF GROCERY STORY



In general, graphics can often better than text represent complex information, and make understanding faster and more durable.

ADVANTAGES OF GRAPHICAL OVER TEXTUAL SUMMARIZATIONS

Representation of complex relationships

- Graphics are ideal to depict complex logical relations between individual parts of a system

Direct perception

- Simple graphics enable to grasp the structure of what it something is about in one instance
- Notably hierarchical dependencies become clear very fast

Easier memorisation

- Once understood, graphics can represent the information in a form that can be better retained by our memories
- Whenever we see the same graphics again, we easily remember the rest about it

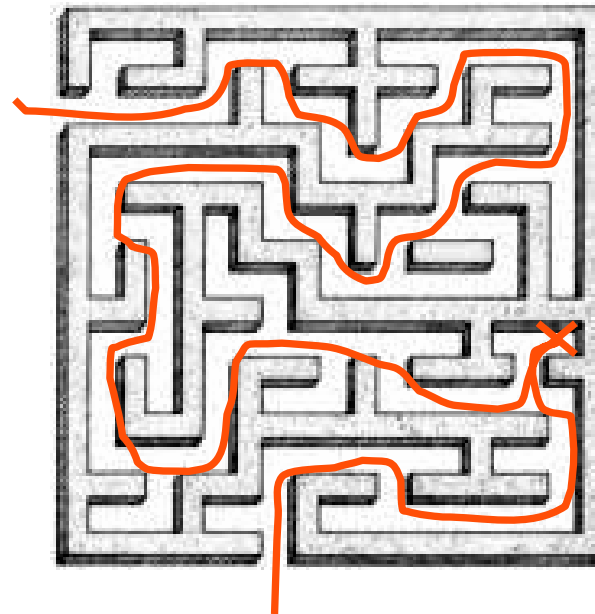
...bad example, look for better

ALL THREE ADVANTAGES IN ONE EXAMPLE

Text

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Graphics

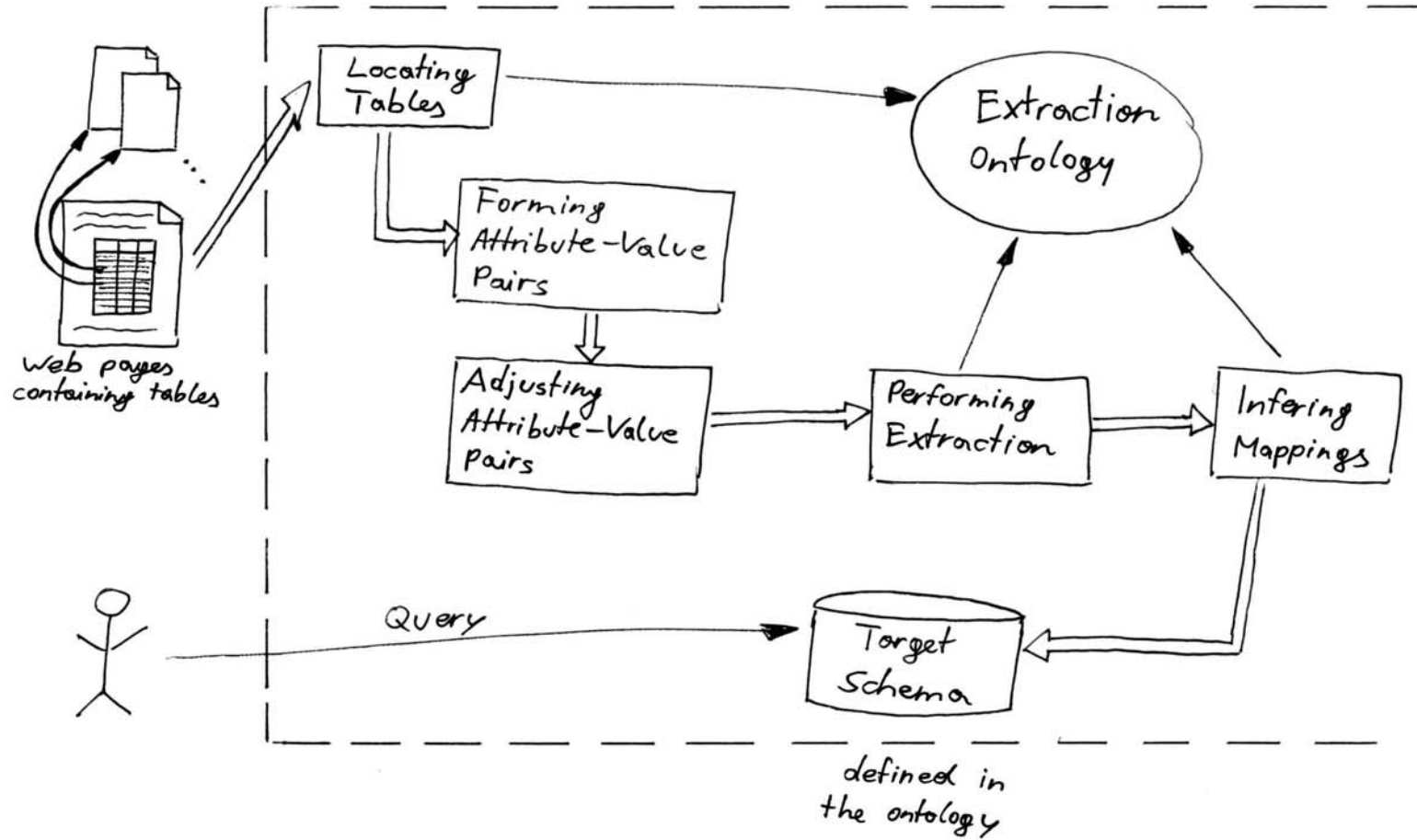


An example from last term

#16

Automating the Extraction of Data
from HTML Tables with Unknown Structure

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WHY HANDDRAWINGS ?

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RELATED LITERATURE

- [McC93]: Scott McCloud. *Understanding Comics: the Invisible Art*. Rebound by Sagebrush, 1999, ISBN 0613027825.
- [Mil56]: George A. Miller. *The Magical Number Seven, Plus or Minus Two*. *The Psychological Review*, 1956, vol. 63, pp. 81-97.
<http://www.well.com/user/smalin/miller.html> (20 Oct. 2005).
- [Wir04]: Thomas Wirth. *Missing Links: Über gutes Webdesign*. Zweite, erweiterte Auflage, München, Hanser Verlag, 2004, ISBN 3446225544.