1. Ware describes bottom up and top down processing of visual information in the brain. Give a concrete and detailed example of how bottom up processing is influenced by top down processing, leading to a potentially wrong interpretation of “reality” by the viewer. Your example can include a screenshot, photo, or web site URL to refer to the scene that is being viewed.

Zoals in de tekst uitgelegd wordt, wordt perceptie als volgt bottom up beïnvloed: Beeld → eigenschappen → patronen → objecten. Voordat er patronen en eigenschappen herkend kunnen worden, moet men wel bekend zijn met het object. De eigenschappen zijn namelijk aan het object toegeschreven, welke men dus niet herkent wanneer met het object niet kent. Ditzelfde geldt ook voor patronen. De kennis van het object beïnvloed dus het erkennen van patronen en eigenschappen.

2. In the Polaris paper, carefully read section 7.1 Scenario 1: Commercial Database Analysis on p. 62 again and examine Figure 6. Describe the visual mappings and visual queries, as mentioned earlier in the article, that Polaris enables in this series of screenshots.

Polaris is first of all able to show the relation between the marketing costs of a product and the profit related to it. In this specific example both orientation, color and size – being length – are used as mapping principles. Sorting is the most important query used in this example. Product data is sorted by area and by product type. (could you call this filtering as well?)

3. Go to the Many Eyes website and browse around the visualizations. Click through a few and look at the comments. How successful do you think Many Eyes has been in achieving its original design purpose according to the paper? What do you think is the biggest issue/flaw with Many Eyes? What improvements might you suggest to Many Eyes to address these issues/flaws?

I have not been able to find comments on visualizations, which brings me to the biggest problem of the platform in my eyes. There is no way of sorting the databases or the visualizations. Therefore it is nearly impossible to find anything specific. Anyone can make an spublish their visualizations and their data, but for sharing people should also be able to find it. Sorting and filtering this on the website would be a huge improvement