Kyra Kieskamp
Week 4 – Readings
st nr: 10099727

1.Patterns and colors are essential to maps. Compare a search for Harvard University on two interactive maps (e.g., Google Maps, Bing Maps, Yahoo! Maps, Apple Maps, map.harvard.edu). Answer the following questions, making references to concepts explained in Ware such as pattern recognition and properties of color. Please include screenshots of the examples you are comparing.

1.Which map promotes an easier visual search for buildings?

Bing Maps has an easier visual search for buildings, specifically all the buildings of Harvard. They namely are extra surrounded by a line (as can be seen on the printscreen), whenever the name Harvard is clicked. Additionally, when they are not surrounded by a line, the buildings are blue, and therefore stand out. Yet, blue is in general used for water in maps, so that might not be a wise choice for a building colour.

In Google Maps, the buildings do not stand out as much. They are light against the darker backgrounds (once you zoom in). Yet, this causes the Google Maps to be easier on the eyes, as more of the same colours are used, but with differences in saturation.
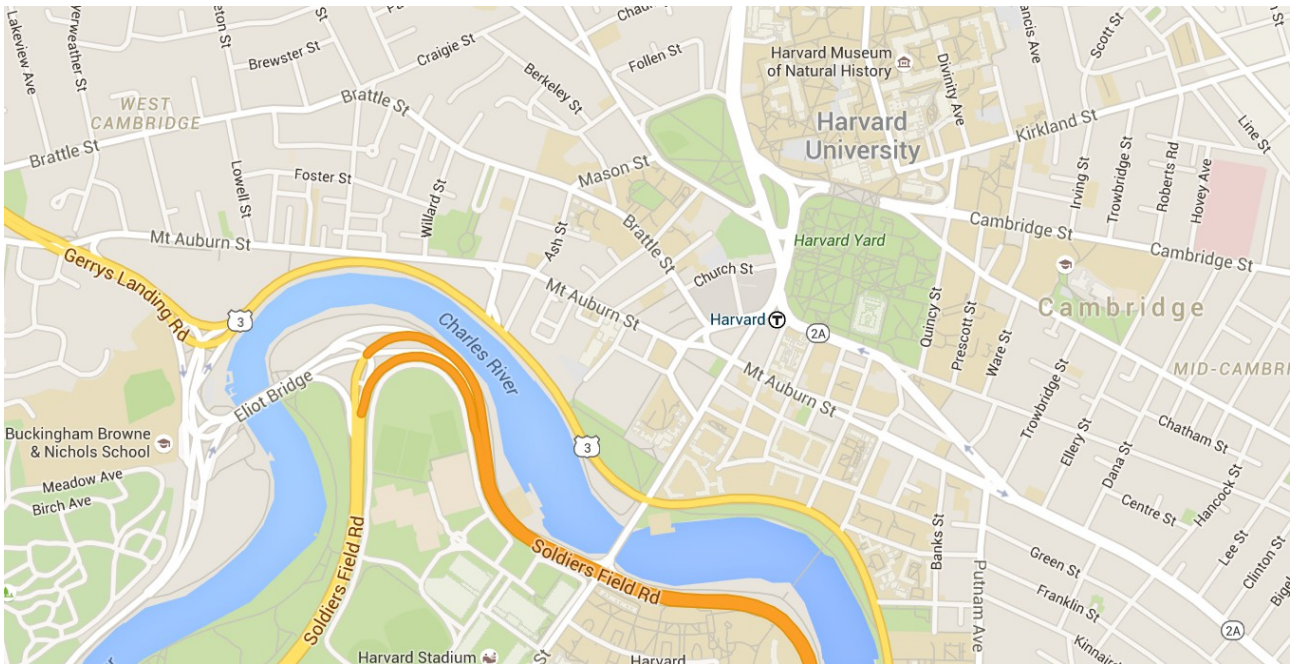
2.Which map more effectively visualizes routes from a random point A to point B?

Google Maps more effectively visualizes routes from random point A to point B as the contrasts between colours are higher. Therefore the differences between roads are easier to see.

3.Which map is an overall better visualization, and why?

The Google Maps one is overall a better visualization because it has a higher colour contrast, low lightnes and high saturation. Therefore the differences between roads, buildings water, bigger/smaller roads is easier to see. Additionally the google maps has less information (unless you zoom in further), causing less 'noise' in your vision.
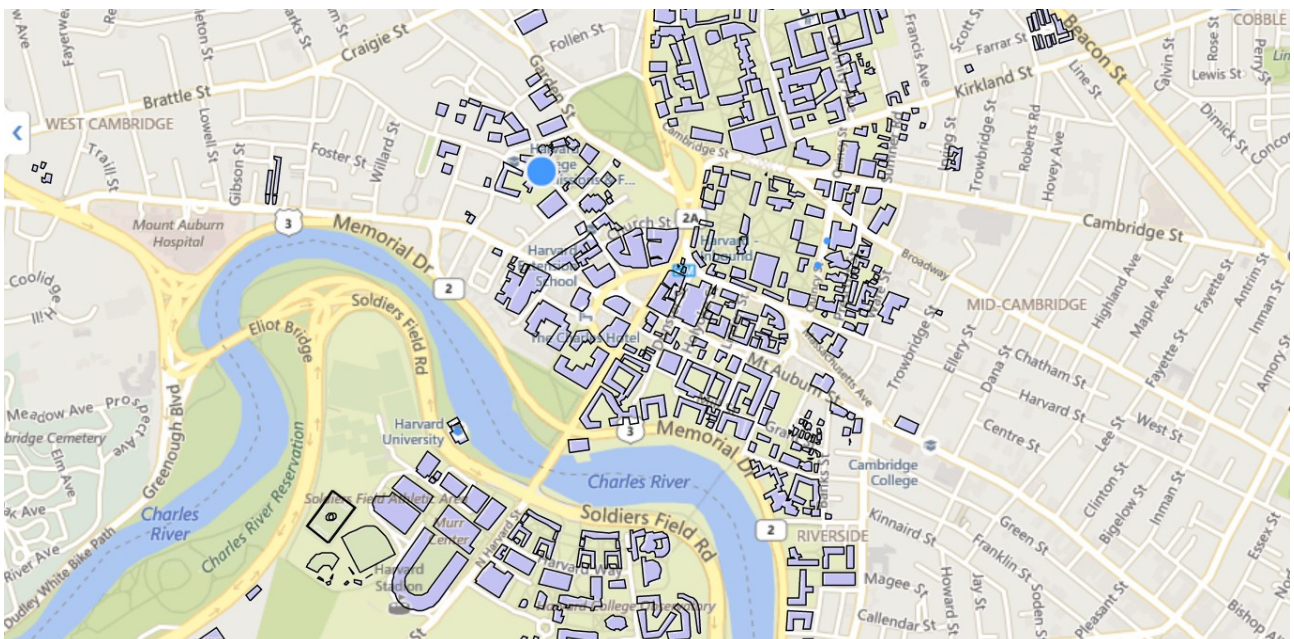
Googel Maps

https://www.google.nl/maps/@42.3742274,-71.1174222,15.68z

Bing Maps

4.http://www.bing.com/maps/#Y3A9NDIuMzcxOTEyfi03MS4xMjAyMzEmbHZsPTE2JnN0eT1y

Point to notice: the colours on the screenshots seem different than those on the website.

2.Find a rainbow color map visualization on the web. Please include a screenshot and link of the visualization.

1.Briefly summarize its intended objective and audience. Does it fail to successfully convey information? If so, why? Is there a good reason for this specific visualization to use a rainbow color scheme?

Intended objective: showing the similarity of dialects in different states (of the US).

Audience: People who are curious about similarities in dialects. This visualization was shown in a science magazine for the general people: http://blogs.discovermagazine.com/gnxp/2013/09/what-is-your-american-dialect/.

The information is not fully successfully conveyed. The visualization is supposed to show a trend from more to less similar. Showing this with various colours, is not benificial here, as humans cannot percepually order various colours (Borland and Taylor, 2007). And in this case an ordering is necessary, as we go from one side (more similar) of the same concept (dialect) to another side (less similar) of that concept.

2.Propose an alternative color scheme to replace the rainbow color map

An alternative color scheme in this case would be to use just one colour, but then change the saturation of that colour. Where a high saturation would be 'more similar' and gowing towards a low saturation would be 'less similar'.

https://www.google.nl/search?
q=visualizations&rlz=1C1CAFA_enNL656NL656&espv=2&biw=1280&bih=657&source=lnms&tbm=isch&s
a=X&ved=0ahUKEwi2sNrggKDJAhVDAA8KHQQoDJ0Q_AUIBigB#tbm=isch&q=data+visualizations+rainbow
+colour&imgdii=SSiFSNC4VgxL1M%3A%3BSSiFSNC4VgxL1M%3A%3BsSLqwYDAgHlaWM
%3A&imgrc=SSiFSNC4VgxL1M%3A