Why Visualize

Processing Capacity of Different Senses	Total Bandwidth (Bits / Seconds)	Conscious Bandwidth (Bits / Seconds)
Sight	10,000,000	40
Hearing	100,000	30
Touch	1,000,000	5
Taste	1,000	1
Smell	100,000	1

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Why Visualize

Healey, C. G. (2007). Perception in visualization. *Retrieved February*, *10*, 2008.