MMD2\_1501\_10\_Walker\_Debbie

**Analysis of *Graphical Symbols*: What types of symbols work best for both accuracy and response time?**

According to research conducted by Fan Hsu and Pin Chang Lin (2011), in a study with two groups “design group” and “general group” considering directional, human, sign and icon with icons, participants from both groups preferred “direction + icon” and “human + icon.”

Not surprising, the “design group had a better accuracy ratio than did the general group, however “the two-way ANOVA analysis” proved that education was not a factor in either group.

The reason that the other iconic classifications failed for three reasons; test subjects could not recognize the symbols, there wasn’t an immediate connection or they took they interpreted the iconic message incorrectly.

Cited:

Fan, T., & Chang Lin, P. (2011). Graphical symbols. *Information Design Journal,* *19*(1), 18-27. Retrieved January 14, 2015, from EBSCO.