

# Encoding Data Models

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Order these











Order these

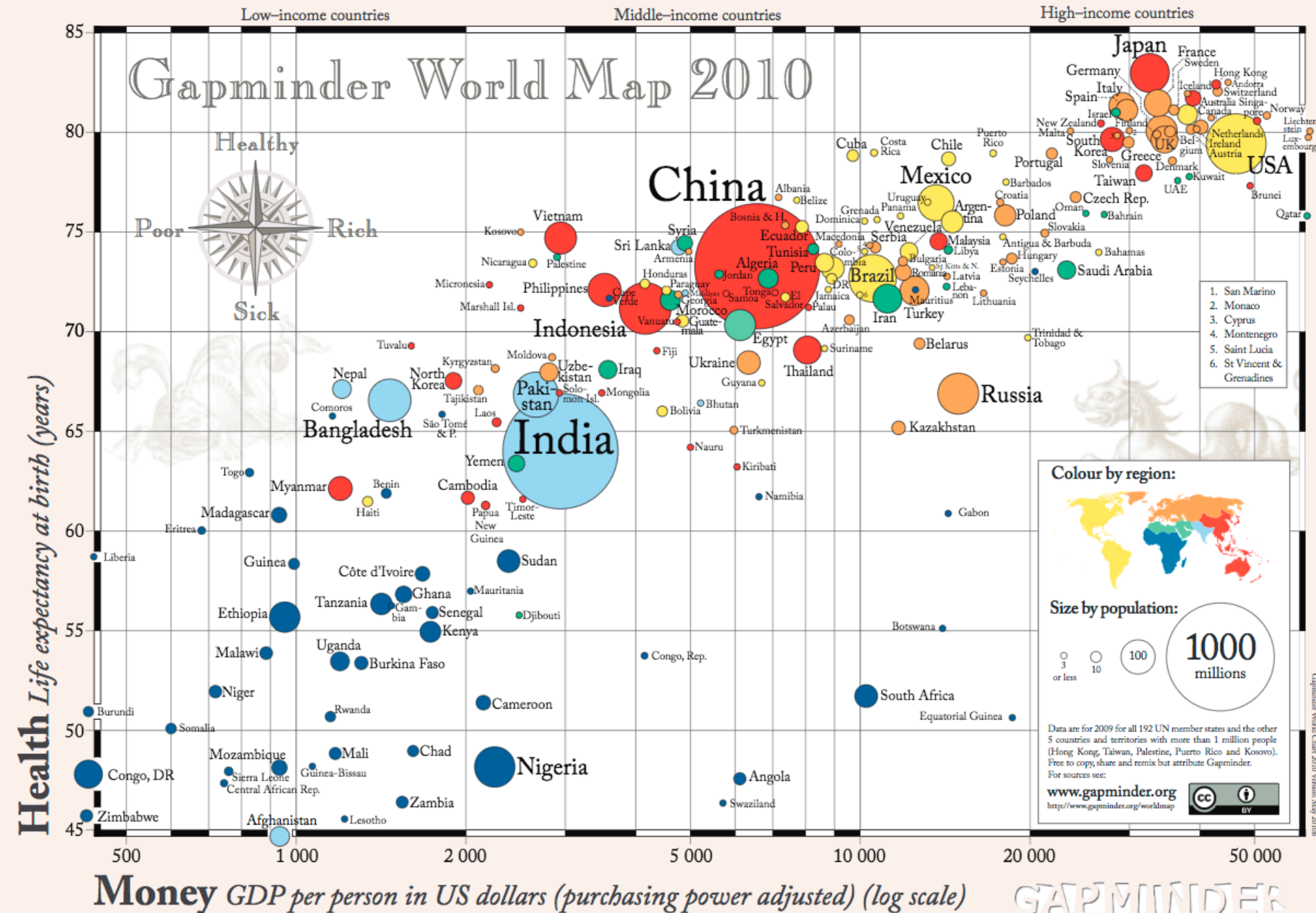


**THE VISUAL VARIABLES AND THEIR SYNTACTICS**

ground ← → figure

		nominal (non-ordered)	ordinal (ordered)	numerical (quantitative)
	location	G	G	G
	size	G	G	G
	shape	G	P	P
	orientation	G	M	M
	color hue	G	M	M
	color value	P	G	M
	texture	G	M	M
	color saturation	P	G	M

Source: Roth, R.E. (web preprint) Visual Variables. In *The International Encyclopedia of Geography: People, The Earth, Environment, and Technology*.



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