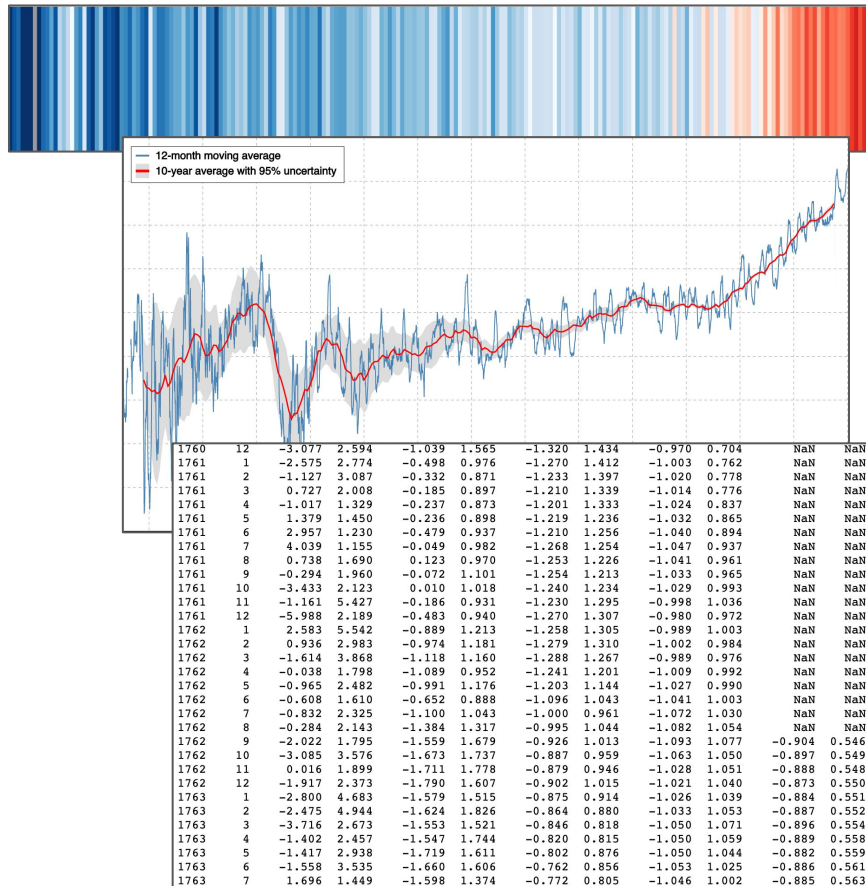


BERKELEY EARTH™

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User

general public without professional knowledge but basic experience in reading graphs

Context

online (e.g. in a website) with interaction

Task

visualizing global warming in a understandable and convincing way
impressing people with objective evidence

Data

1750/1850 - today
tables in .txt-files

Design relationales

- **bar chart for different years**
bars to print colors
- **colors for temperature difference**
red-warm/blue-cold impression, supported by studies*
- **drop down menu for different countries and continents (continents NYI)**
one country/continent at a time, no blend out - destroy the color stripes
- **tooltip information for values**
for people who want more precision
- **reference and explanation for data (NYI)**
to keep convincing and understandable

* George A. Morgan et al. (1975): Age Differences in the Associations between Felt Temperatures and Color Choices, The American Journal of Psychology , Vol. 88, No. 1, pp. 125-130

* Ho H-N, Van Doorn GH, Kawabe T, Watanabe J, Spence C (2014) Colour-Temperature Correspondences: When Reactions to Thermal Stimuli Are Influenced by Colour. PLoS ONE 9(3): e91854. doi:10.1371/journal.pone.0091854

Prototype

