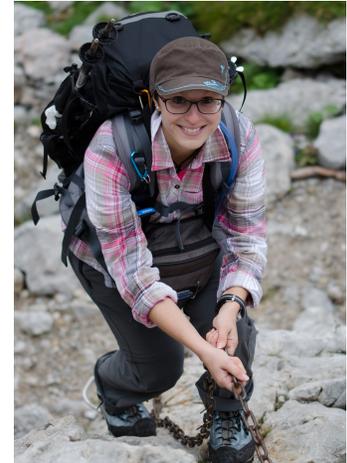




Foto: Carol Berger



Christina Stoiber

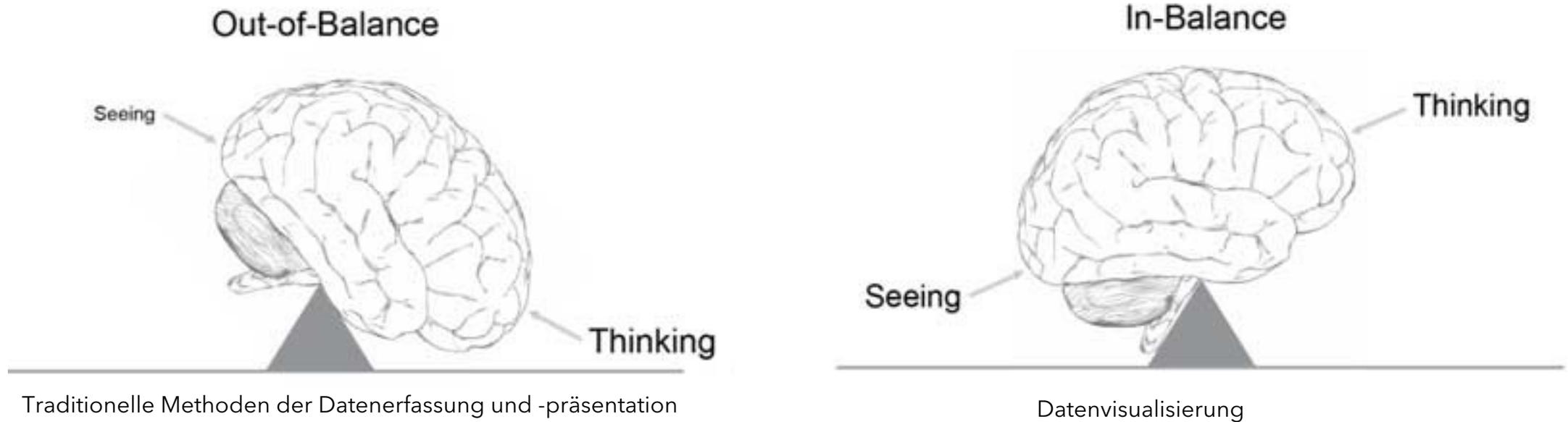
An abstract digital graphic on a black background. It features a complex network of red and blue lines, some solid and some dashed, connecting various sized red and blue circular nodes. The lines flow from the top right towards the bottom left, creating a sense of movement and connectivity. The overall aesthetic is futuristic and data-driven.

Pictures of the eyes and mind

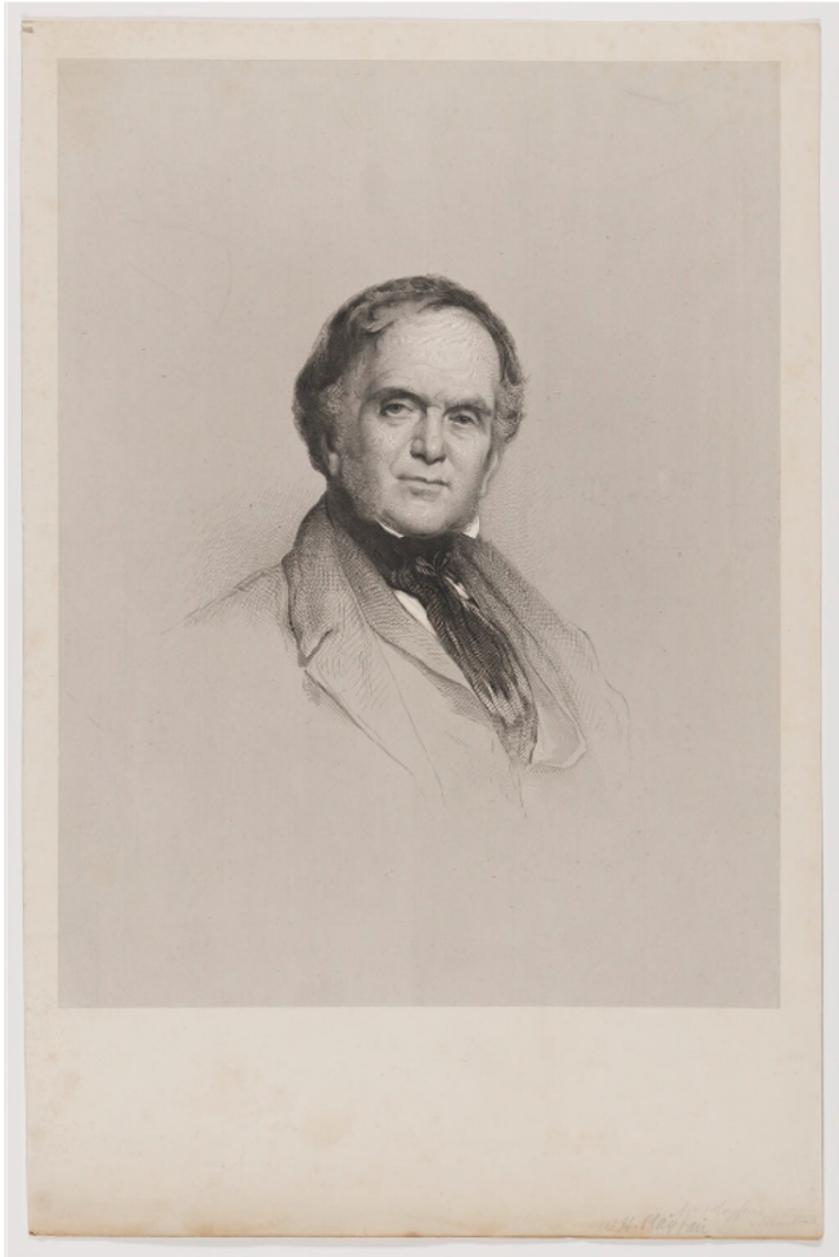
Datenvisualisierung

- + Grafische Darstellung von abstrakten Informationen
- + Sense-Making (Datenanalyse) & Kommunikation
- + Ausreißer, Trends, Korrelationen und Muster zu erkennen
- + Hypothesen zu bestätigen und Erkenntnisse zu gewinnen

Datenvisualisierung ist effektiv...

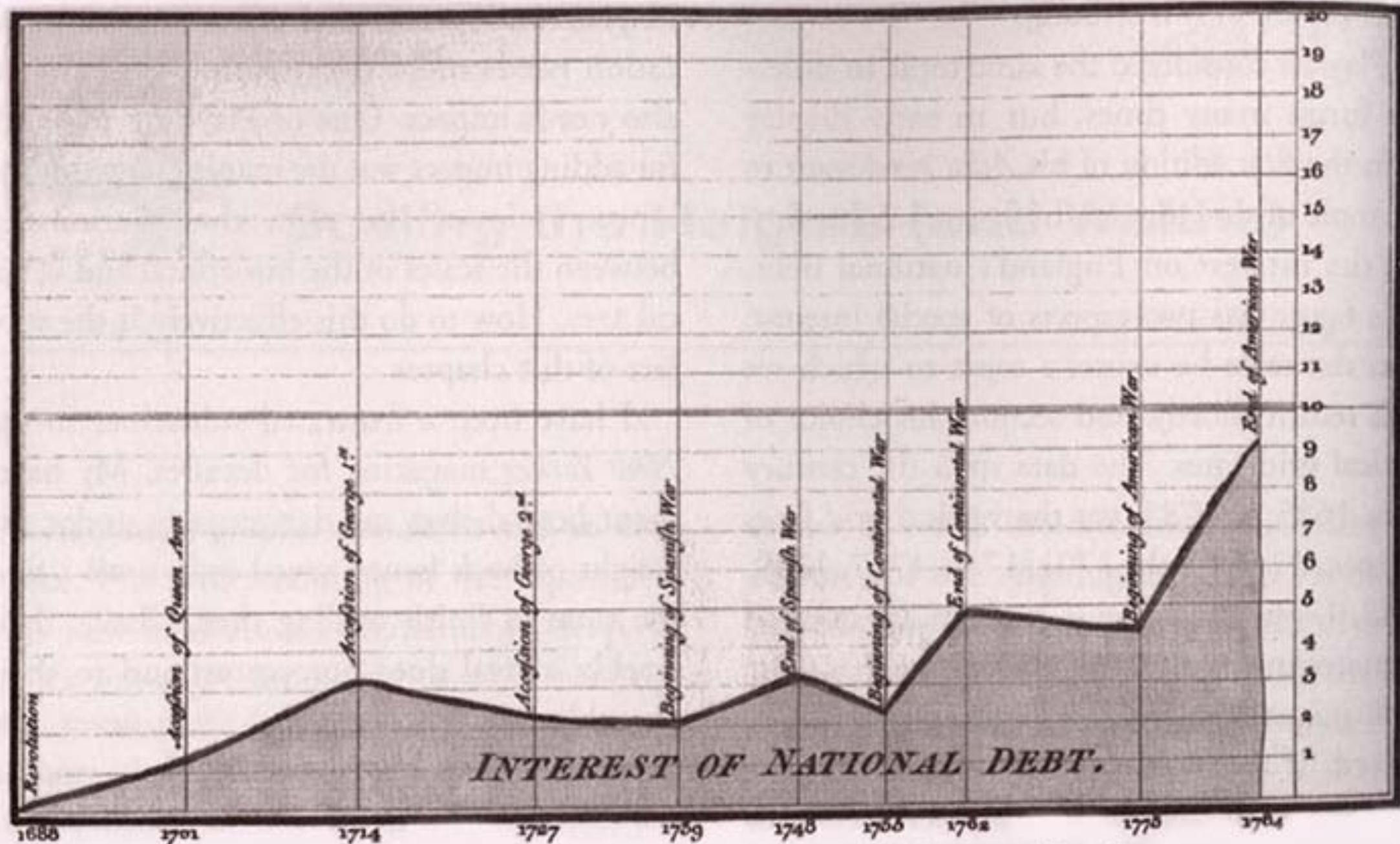






William Playfair
1759 - 1823

Interest of the NATIONAL DEBT from the Revolution.



INTEREST OF NATIONAL DEBT.

The Bottom line is Years, those on the Right hand Millions of Pounds.

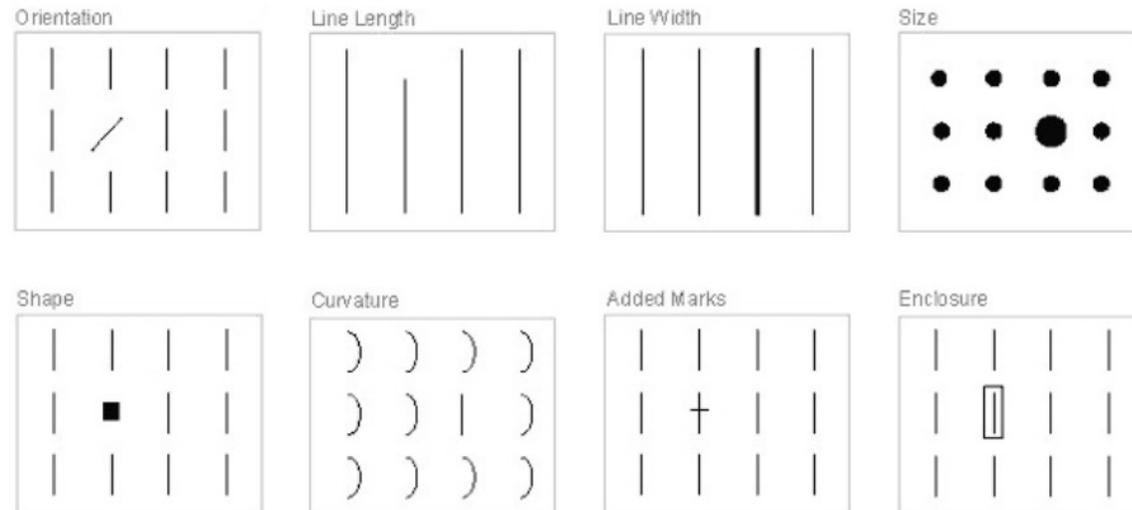
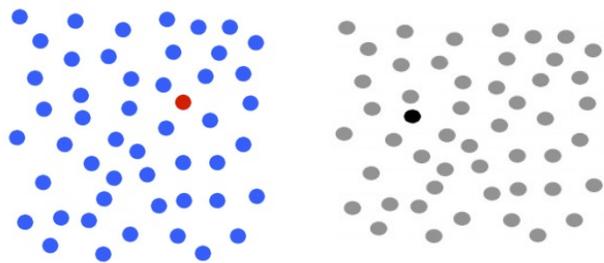
William Playfair

1759 - 1823

- + „Zu den Augen sprechen“
- + „der beste Richter für Proportionen, da sie diese mit größerer Schnelligkeit und Genauigkeit einschätzen können als jedes andere unserer Organe“

Prä-attentive visuelle Verarbeitung

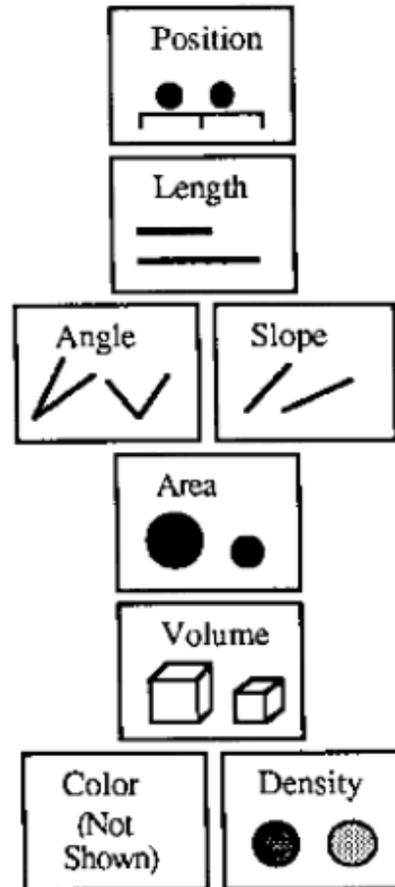
+ Länge, Größe, Farbton, Farbintensität, Winkel, Textur, Form



More accurate



Less accurate

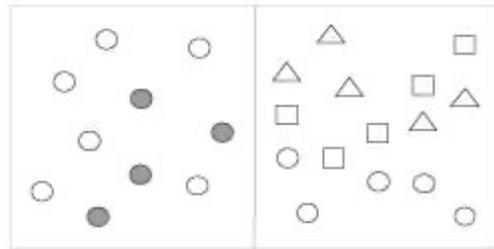


- + Positionsbeurteilungen waren genauer als Längenbeurteilungen und Winkelbeurteilungen

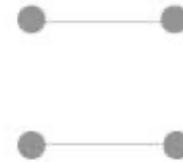
Gestaltgesetze



Nähe



Ähnlichkeit



Verbindung



Geschlossenheit

Erkenntnisse aus der Kognitionswissenschaft

Wahrnehmung, Denken, Lernen, Motorik und Sprache

- + Auf welche visuellen Elemente achten Menschen tatsächlich?
- + Welche Informationen nutzen Betrachter*innen um eine Visualisierung zu erkennen? Woran genau erinnern sich Menschen bei einer Visualisierung?

Erkenntnisse aus der Studie

- + **Titel** und **erklärende Texte (Legende, Labels, usw.)**
- + **Piktogramme**
- + **Redundanz** hilft, die Botschaft effektiv zu vermitteln



ONLINE: USER A

Profit

ANALYTICS DASHBOARD

Evolution

Actual vs Target

Data Availability

KPI: Product

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Customers Satisfaction

TIME-DATE 00:38:29

CONTROL-AREA



Market Share

ADDRESS

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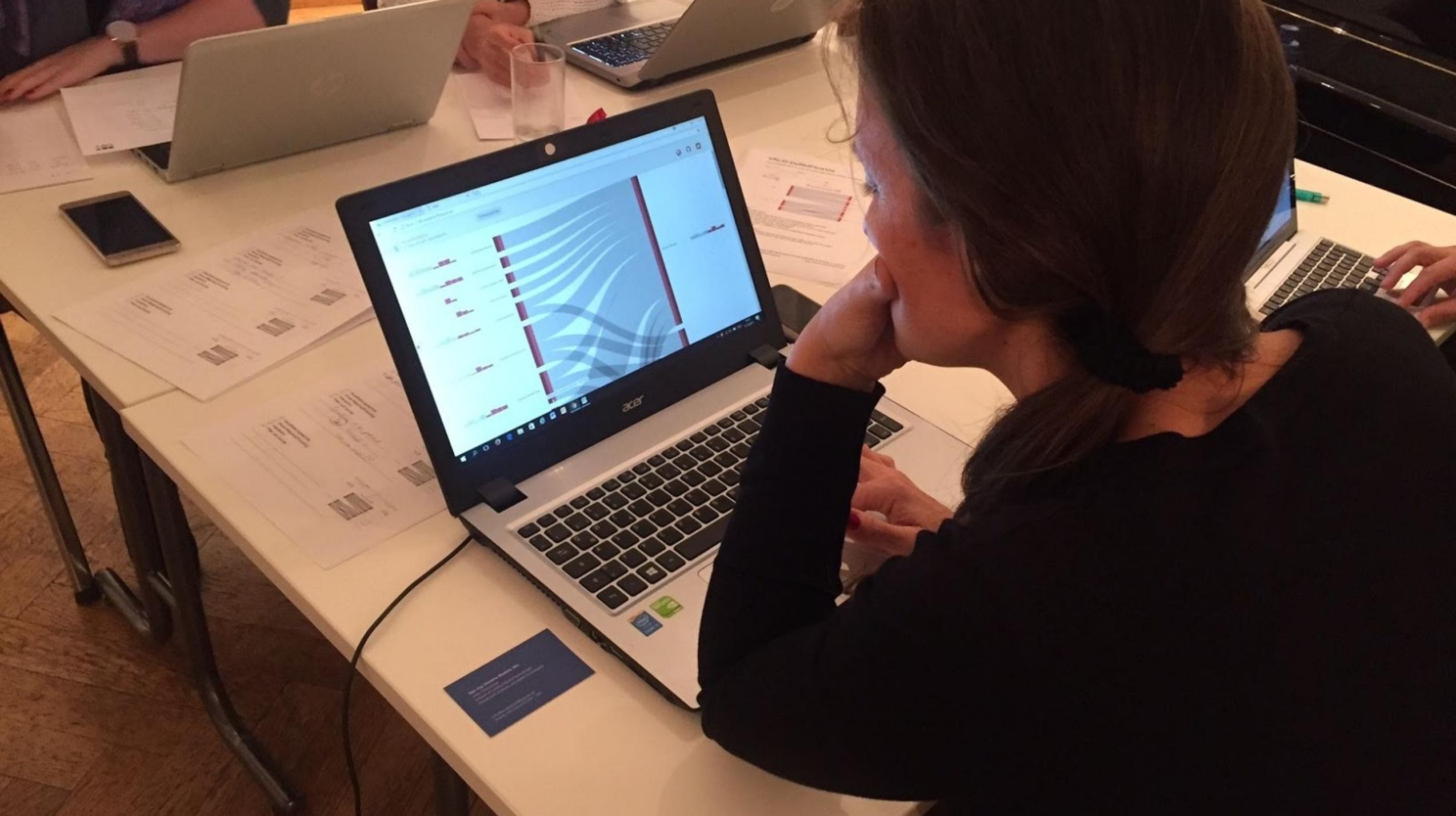
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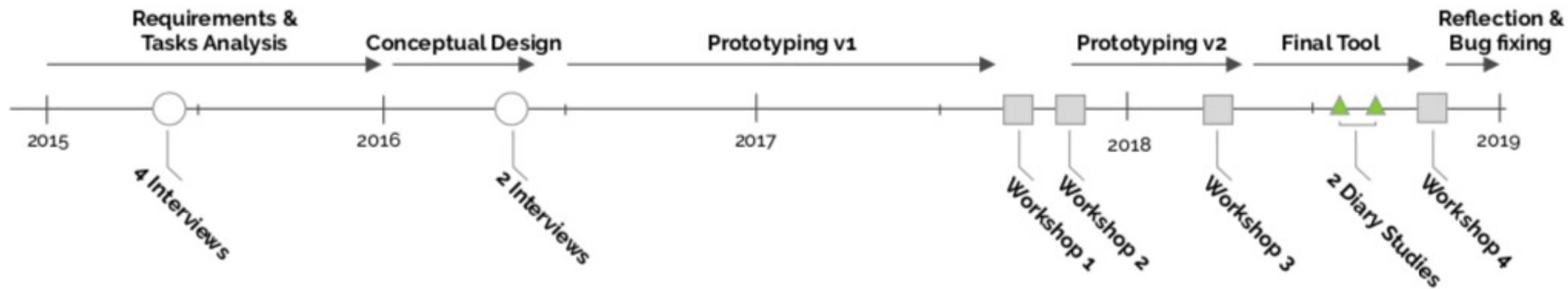
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Einblicke in die Ergebnisse des Empowerment Workshops

- + *“You start with an assumption in the netflower tool and you can see if it can be verified - visually. Without the visual presentation, you start to extract the data from the .csv file and then you may realize that you are on the wrong track.”*

**Kann man einen Anstieg der
Werbekosten beim
Gesundheitsministerium erkennen
durch die Veröffentlichung von
Kampagnen zur Covid-Pandemie?**

**Empfehlung für Urlaub in Österreich
in Covid-Zeiten – Kann man einen
steigende Werbeausgaben bei
Fremdenverkehrsverbänden
erkennen?**



Pictures of the eyes and mind

netflower.fhstp.ac.at