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COLLOQUIUM

Our perceptual limits in reading and interpreting visualizations

Arzu Çöltekin
University of Zurich



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Abstract: Visualizations help us in interpreting and communicating complex concepts and rich data. However, we have a number of perceptual and cognitive limitations that counter-intuitively work against us when we work with visualizations. These limitations lead to critical mistakes, e.g., in interpreting patterns or simply reading information from a graphic. What are these culprits and how can we avoid them? This talk offers an overview of the state of the art knowledge about scientific visualizations from a design perspective to help avoid some of the well-documented mistakes when creating a visual product.