Information Visualization
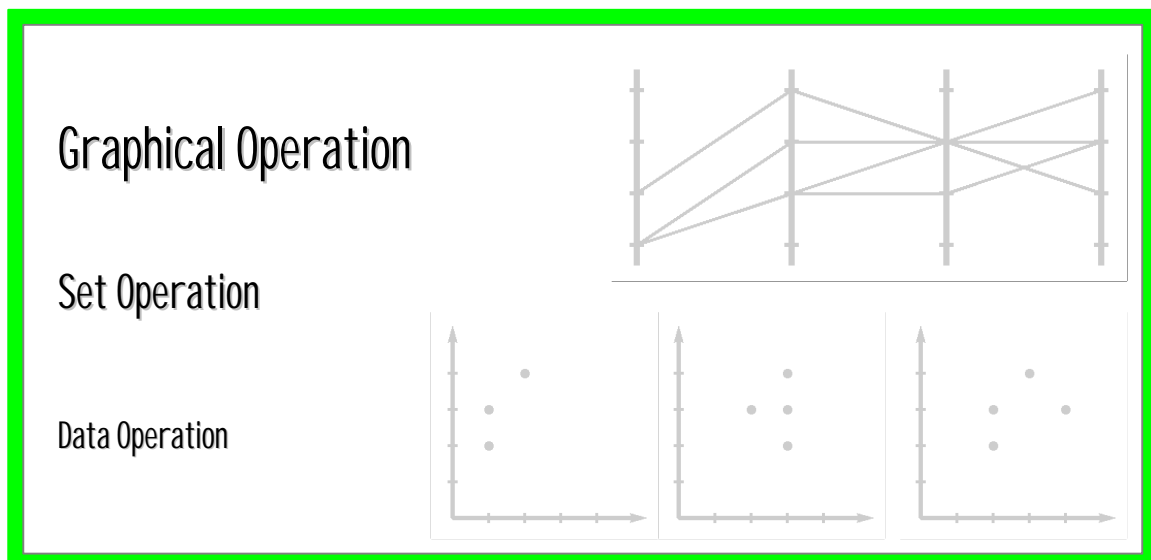## Cognition and Perception

data is
- > **abstract, not intuitively understandable**
- > **reduced in order to communicate the main points effectively**

visualization
- > **acts as external memory, represents thoughts**
- > **is usually based on metaphors**
- > **is related to social context**

we tend to
- > **filter perception**
- > **perceive meaningful cues**

Graphical Operation

Set Operation

Data Operation

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