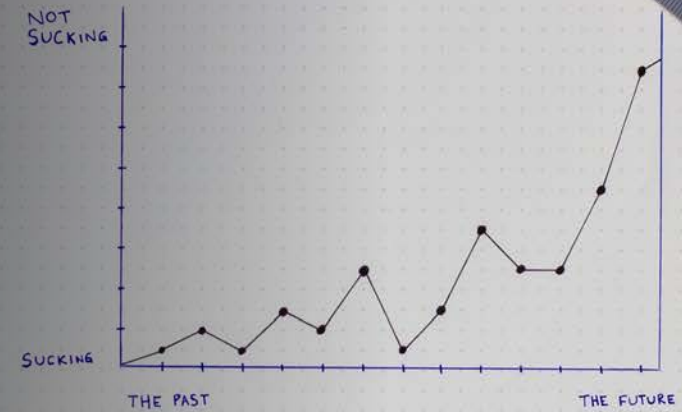


# Principles of effective data visualisation

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Thinking with our eyes



# HUMAN PERCEPTION – FACT 1



WE DO NOT ATTEND TO EVERYTHING WE SEE.  
VISUAL PERCEPTION IS SELECTIVE

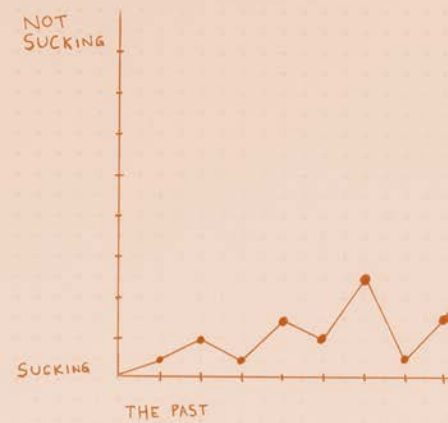
## HUMAN PERCEPTION – FACT 2

OUR EYES ARE OFTEN DRAWN TO FAMILIAR PATTERNS.  
WE SEE WHAT WE KNOW,  
AND WHAT WE EXPECT TO SEE



# HUMAN PERCEPTION

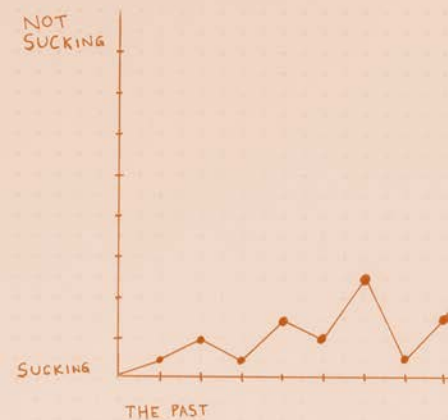
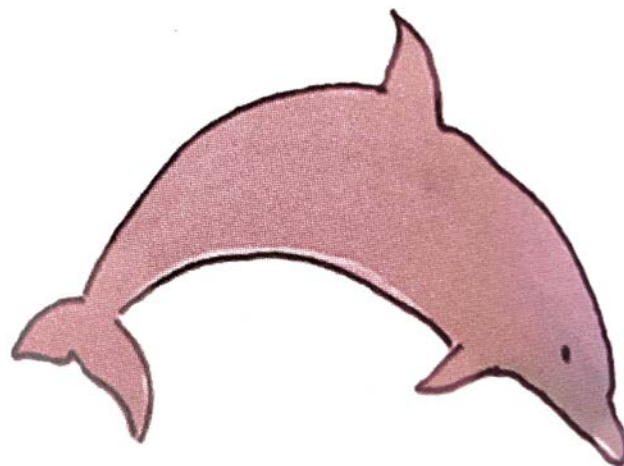
## EXPERIMENT 1





# HUMAN PERCEPTION

## PRIMER





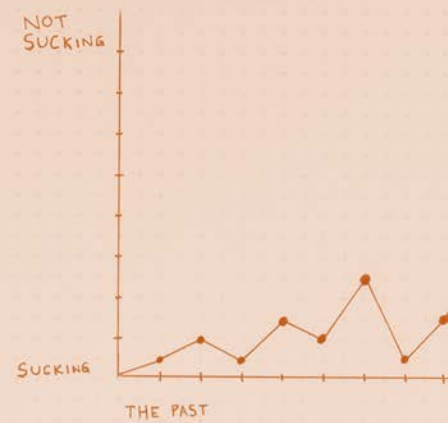
# HUMAN PERCEPTION – FACT 3



MEMORY PLAYS A PART IN HUMAN COGNITION, BUT WORKING MEMORY IS EXTREMELY LIMITED



# HUMAN PERCEPTION



## EXPERIMENT 2