What do people need
Based on what do people know

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Context

• Idea for exhibit
• Challenge for design

• What do people know? What can we assume?
Visual recognition and meaning making

- 121 youth and 130 adults
- 4 science museums
- Four sets of visualizations (5 per set)
- Labels and legends removed
- Asked to make meaning
- Asked about familiarity

And?

- Describe
- How to interpret
- Basic knowledge
- Single dimensions
- Force meaning
How do people engage with data visualizations

- 85 adult visitors
- 2 science museums
- Complex card sort (50 cards)
- Intentional disrupters

And?

- 2 dominant patterns
- Unique interpretations
- Local sets pattern
- Stick to it
- Superficial
- Frustration
- Discomfort
Construction/ deconstruction

- 105 youth and 221 adults
- 4 science museums
- 4 spiral bound visualizations
- Make sense as construct or deconstruct
- 23 adults
- Talk alouds

And?

- Complexity tied to familiarity
- Cumulative reasoning
- Meaning in construction
- Unable to “forget”
Key lessons

THANK you

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