

Information Integrity

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Purpose of Access to Information

**To Reason about the Information
and to Draw New Associations**



Describe and Discuss Information Designs

Books

Magazines

Audio Recordings

Network Information Services

Video Services

Cable TV



Six Principles of Graphical Integrity

- **Linear Scale:** The representation of numbers, as physically measured on the surface of the graphic itself, should be directly proportional to the numerical quantities represented.
- **Clarity:** Clear, detailed, and thorough labeling should be used to defeat graphical distortion and ambiguity. Write out explanations of the data on the graphic itself. Label important events in the data.



Six Principles of Graphical Integrity

- **Focus:** Show data variation, not design variation.
- **Spurious Variation:** In time-series displays of money, deflated and standardized units of monetary measurement are nearly always better than nominal units.



Six Principles of Graphical Integrity

- **Dimensionality:** The number of information-carrying (variable) dimensions depicted should not exceed the number of dimensions in the data.
- **Context:** Graphics must not quote data out of context.



Drawing New Associations

- **Primary Effect of Dense Displays**
- **Everybody Can Do It. => Do not need to be a Rocket Scientist!**



Tables of Context

- **For Each Level of your HyperText Build a Table of Context**
- **A Design Tool for Organizing your Information.**
- **This is a Contribution to your Index.**



Tables of Context

- **What Do They Know?**

The User's Context

- **What Do They Want to Know?**

The User's Goals

- **How Do They Find It?**

Tools to Navigate the Docuverse

