

# Data Presentation

Gestalt psychology was conceived in the Berlin School of Experimental Psychology, and tries to understand the laws of our ability to acquire and maintain meaningful perceptions.

• (German: Gestalt [gəˈʃtalt] "shape, form")

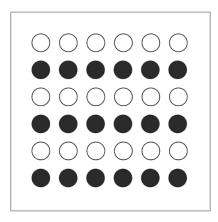
Key principle: when the human mind perceives a form, the whole has a reality of its own, independent of the parts.

This allowed the development of 8 Gestalt Laws of Grouping. Here we are highlighting only the most relevant 5 for data presentation. You can read more details about them on Wikipedia: <u>https://en.wikipedia.org/wiki/Gestalt\_psychology</u>

**Proximity.** We tend to see objects that are visually close together as belonging to part of a group.

**Similarity.** Objects that are similar in shape and color as belonging to part of a group.

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### **US SPACE TRAVEL** A TIMELINE OF MANNED NASA FLIGHTS

On July 21, 2011, the last Space Shuttle flight landed, ending 50 years of manned NASA flights. The US space program brgan in 1961 and resulted in 186 narely continuous missions, costing an estimated \$7 billion per year. Space travel continues through international partnerships and unmanned missions, but it remains to be seen what is next for American space exploration.

#### MERCURY

Iercury Redistone 3 (Freedom 7): May 5, 1981 Iercury Redistone 4 (Liberty Ball 7), July 24, 1961 Iercury Atlas 6 (Friendship 7), February 20, 1962 Iercury Atlas 6 (Friendship 7), February 20, 1962 Iercury Atlas 8 (Bigma 7), October 3, 1962 Mercury Atlas 8 (Bigma 7), October 3, 1962

#### GEMINI

Serren 3, March 23, 1985 Serren V, June 3-7, 1985 Serreiv VI, December 21-29, 1985 Serreiv VI, December 4-18, 1985 Serrei VI, December 15-18, 1985 Serrei VI, December 15, 1986 Serrei VI, June 3-6, 1986 Serrei X, June 3-6, 1986 Serrei X, Scptember 12-15, 1966

#### APOLLO

Apoxit 7, October 11–92, 11988 Apolo 8, Dacember 21–97, 1969 Apolo 9, March 3–13, 1969 Apolo 10, May 18–26, 1969 Apolo 10, May 18–26, 1969 Apolo 13, Apol 19–24, 1969 Apolo 13, Apol 11–72, 1970 Apolo 13, Apol 11–17, 1970 Apolo 15, Apil 15–27, 1971 Apolo 16, April 15–27, 1977

#### SKYLAB

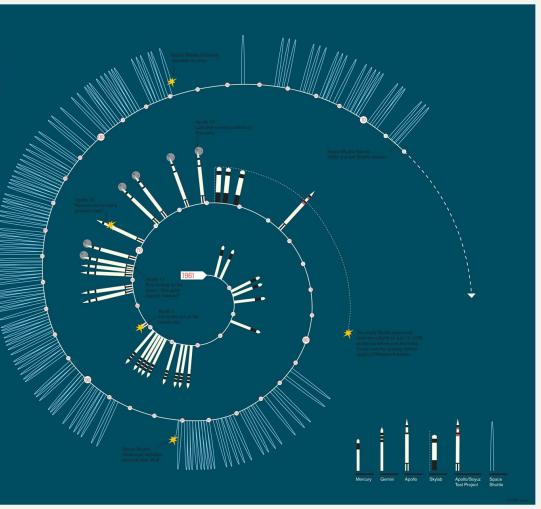
Orbited the Earth From 1979 to 1979 Skylal 2, May 26 - June 27, 1973 Skylal 3, Alwy26-September 25, 1973 Skylal 4, Alwember 16, 1973-February 8, 1974 (at 84 days, 1 hour, 15 minutes, and 3 seconds. Skylal 4 remains the lower US space field to data)

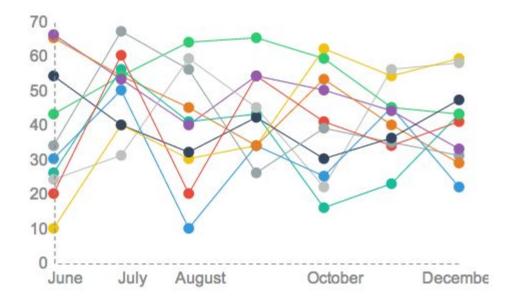
#### APOLLO/SOYUZ TEST PROJECT

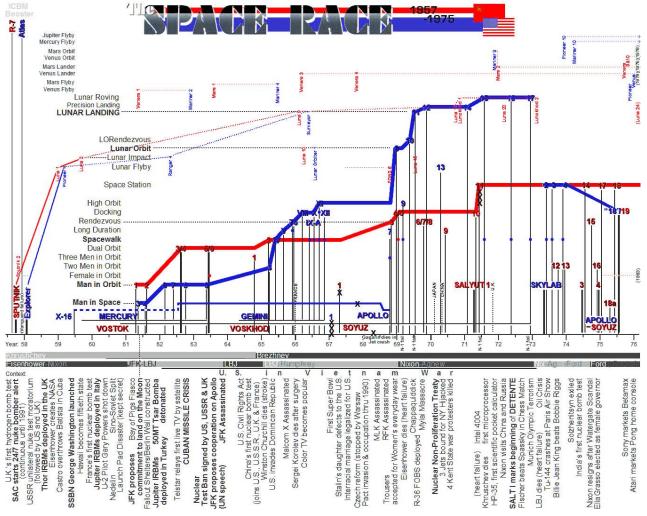
July 15-24, 1975, The first international partnership in space

#### SPACE SHUTTLE

Stephen Comparison Compared Number 1, 2013, 2014, 2







Nixon resigns after Watergate Scanda Ella Grasso elected as female governor

Czech reform (stopped by Warsaw Pact invasion & occupation thru 1990)

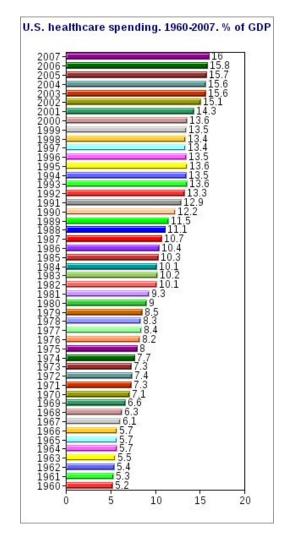
U.S. Civil Rights Act <sup>16</sup> China's first nuclear bomb test (joins U.S. U.S.S.R., U.K.& France) Winston Churchill dies (stroke) ... U.S. invades Dominican Republic

Nuclear Test Ban signed by US, USSR & UK UFK proposes cooperation on Apollo (UN speech) JFK Assassinated

JFK proposes Bay of Plgs Flasco commitment to land on the Moon ... Fallout SheltersBerlin Wall constructed Jupter IRBMs 50MT Tar Bomba deployed in Turkey detonated

France's first nuclear bomb test Uppter IRBMs deployed in tray U-2 Pilot Gary Powers shot down Nedelin Launch Pad Disaster (kept secret)

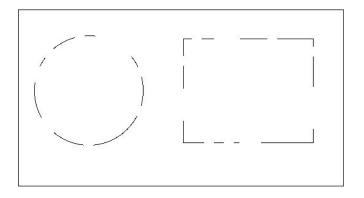
Telstar relays first live TV by satellite CUBAN MISSILE CRISIS



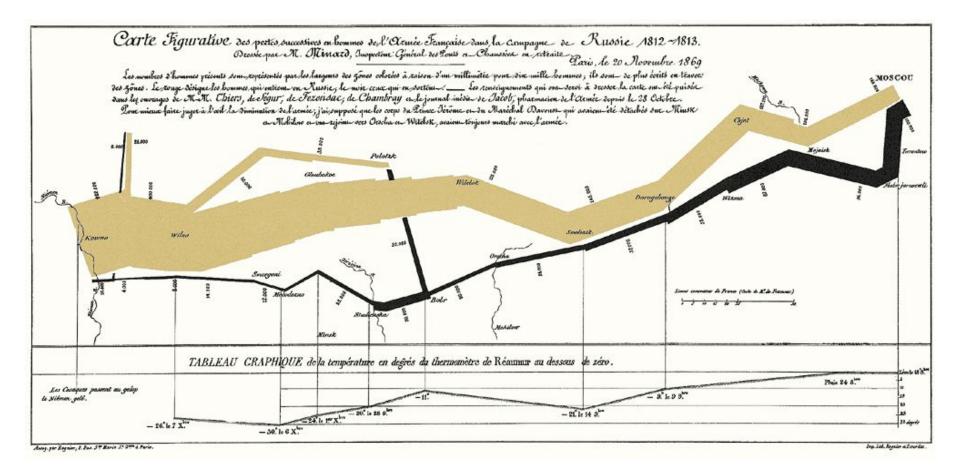
**Closure.** We tend to perceive objects such as shapes, letters, pictures, etc., as being whole when they are not complete. Specifically, when parts of a whole picture are missing, our perception fills in the visual gap.

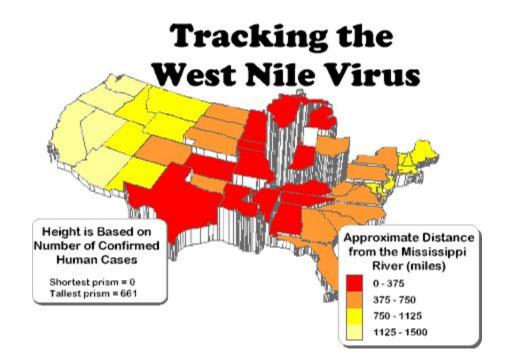
### Continuity. Elements of objects tend to be grouped

together, and therefore integrated into perceptual wholes if they are aligned within an object. In cases where there is an intersection between objects, individuals tend to perceive the two objects as two single uninterrupted entities.



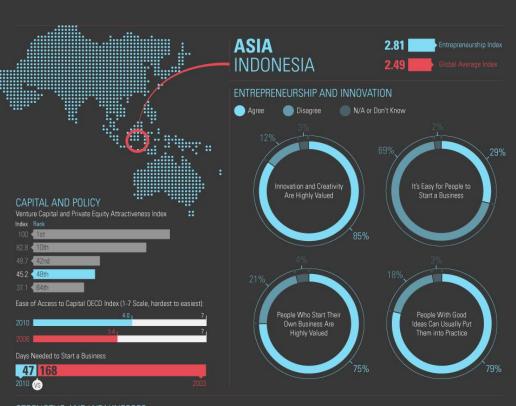






Law of good Gestalt. Elements of objects tend to be perceptually grouped together if they form a pattern that is regular, simple, and orderly. This law implies that as individuals perceive the world, they eliminate complexity and unfamiliarity so they can observe a reality in its most simplistic form. Eliminating extraneous stimuli helps the mind create meaning.

This meaning created by perception implies a global regularity, which is often mentally prioritized over spatial relations. The law of good gestalt focuses on the idea of conciseness, which is what all of gestalt theory is based on.



#### STRENGTHS AND WEAKNESSES

#### Strengths

- Large young and growing middle-income population
- Valuations more attractive than in other major Asian countries

#### Weaknesses

- Inadequate infrastructure in some areas
- Large companies tend to be family- or state-owned

