

Content and Integration: Principles and Health

Learning Materials for Helping Thought Processes

The purpose of an evidence presentation is to assist thinking.

1. Comparisons
 - + Show comparisons, contrasts, differences
2. Causality, Mechanism, Structure, Explanation
 - + Show causality, mechanism, explanation, systematic structure
3. Multivariate Analysis
 - + Show multivariate data; that is, show more than 1 or 2 variables
4. Integration of Evidence
 - + Completely Integrate words, numbers, images, diagrams
 - + /whatever it takes to explain something/
5. Documentation
 - + Thoroughly describe the evidence. Provide a details title, indicate the authors and sponsors, document the data sources, show complete measurement scales, point out the relevant issues.
6. Content Counts Most of All

+ Analytical presentation ultimately stand or fall depending on the quality, relevance, and integrity of their content.
 + The content principle points to priorities in analytical design work: this is a content-driven craft, to be evaluated by its success in assisting thinking about the substance... Not decoration, not production technology. The first question is /What are the content-reasoning tasks that this display is supposed to help with?/ Answering this question will suggest choices for content elements, design architectures, and presentation technologies.

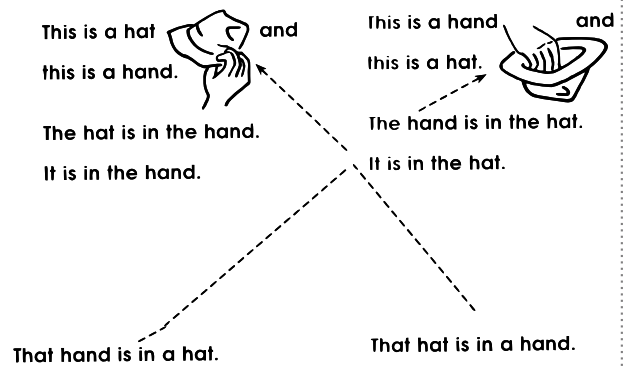
(Edward Tufte /Beautiful Evidence/ 2006: 126-139)

(Edward Tufte /Visual Explanations/ 1997: 74) Secondary elements are

"..grids, meshes, rules, underlines, frames, boxes, compartments, codes, legends, highlights... fills defining areas and surfaces"

The image shows two pages of educational materials with various annotations. The left page is titled 'LANGUAGE FOCUS: Singular and plural forms' and includes a table with movie genres and a poll. The right page is titled 'CONVERSATION STRATEGY: Pausing expressions' and includes a 'TALKATHON' section with a table for movie recommendations. Annotations include 'rule', 'code', 'filled bubbles', 'filled boxes', and 'compartments'.

Strong Figures on an Empty Ground



I.A. Richards and Christine Gibson /First Steps in Reading English/ 1957

"Celebrity is Money with a Human Face...Celebrity is about being not becoming... The will to learn gives way to being in the know, which is the instant recognition of thousands of logos encountered in the course of a day's shopping and an evening's programming. The multitasking accelerates the happy return to the old-school notion of fauns and satyrs concealed within a waterfall or willow tree. Celebrities of various magnitudes become the familiar spirits of insurance policies and shaving creams, breathe the gift of life into tubes of deodorant, awoken with their personal touch the spirit dormant in the color of a lipstick or a bottle of perfume. The wishful thinking moves the merchandise. (Lewis Lapham "Sweet Celebrity" www.tomdispatch.com)

Rafe Esquith 2013

"In the United States, professional development is usually just some publishing company talking to you about some book they are selling. It has nothing to do with the education of children." ("The world's most famous teacher blasts school reform." The Washington Post)

I.A. Richards 1964

"What is distractive is commonly what teachers have learned from publishers to call 'attractive'"

Figure-Ground : Gestalt - "the Greeks were in many ways psychologically and socially healthier than we. They write with a sharp foreground against an empty background because this is un-nuerotic perception; a good Gestalt has an empty background undisturbed by repression. (Paul Goodman /Utopian Essays and Practical Proposals/ 1962: 240)

"The content principle points to priorities in analytical design work: this is a content-driven craft, to be evaluated by its success in assisting thinking about the substance. Thus the first question in constructing analytical display are not "How can this presentation use the color purple?"... The first question is "What are the content-reasoning tasks that this display is supposed to help with?..." suggest choices for content elements, design architectures, and presentation technologies. (Tufte 2006: 136)

"Sweet Celebrity"... As the habits of mind beholden to the rule of images come to replace the structures of thought derived from the meaning of words, the constant viewer eliminates the association of cause and effect, learns that nothing necessarily follows from anything else. Obama was elected by virtue of his celebrity, a commodity meant to be sold at the supermarket with the cosmetics and the canned soup, elevated to the office of a totem pole.

The image shows a page of 'Movie Reviews' with various annotations. The page includes reviews for 'Braveheart', 'A Bug's Life', and 'Scream'. Annotations include 'filled box', 'rule or underline', and 'fills'.