

## Bachelor and Master Theses in Geoinformation Evaluation of Maps with Users

The choice of a suitable visualization of map content plays a crucial role in knowledge transfer. Especially in the research areas of cartography and information visualization, a large amount of research has already been published on this topic. Different criteria have been derived that should be followed when creating maps. However, since these criteria are kept in a rather generic way, it is often not possible to derive final map representations for specific data sets. For the development of new visualizations and their underlying models and algorithms, it is therefore an important task to evaluate them by users. For this purpose, user studies are conducted and evaluated within the scope of a bachelor or master thesis in the Geoinformation group. Such studies can be planned and carried out both as pure online studies or in the form of a field study (e.g. with maps on smartphones).

### Typical Content and Tasks

A bachelor or master thesis in the field of **Evaluation of Maps with Users** generally includes the following contents.

- literature research on existing, thematically relevant visualization techniques
- design and development of particular visualization models
- definition of the tasks to be solved by the users
- preparation and implementation of an online or field study with users
- comprehensive evaluation and discussion of the study results

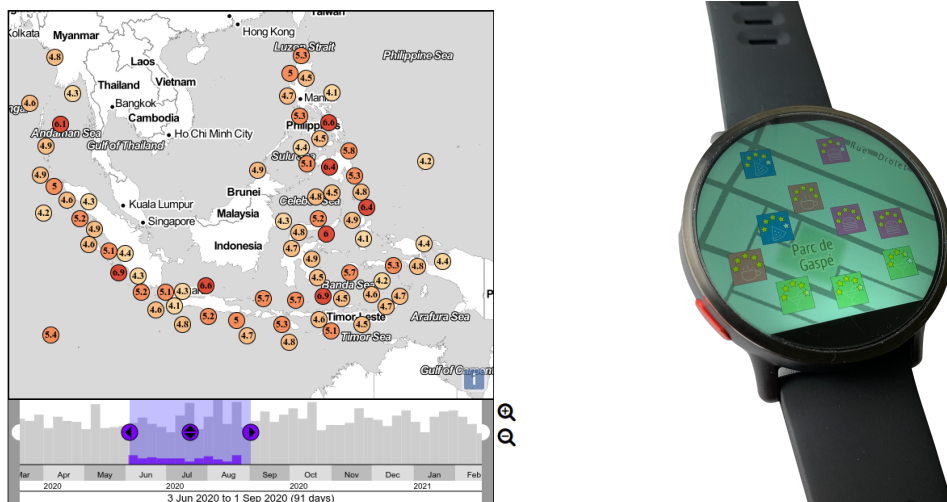


Figure 1: Two examples of different maps that can be evaluated in an online study (left) and in a field study (right).

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