

Creative Data Mining

iA - Chair of Information Architecture

SS 2016
ETHZurich

Objectivity, Subjectivity and Color.

Andrea Panzeri

Questions

How can I analyze and judge objective and subjective data? How do they influence each other?

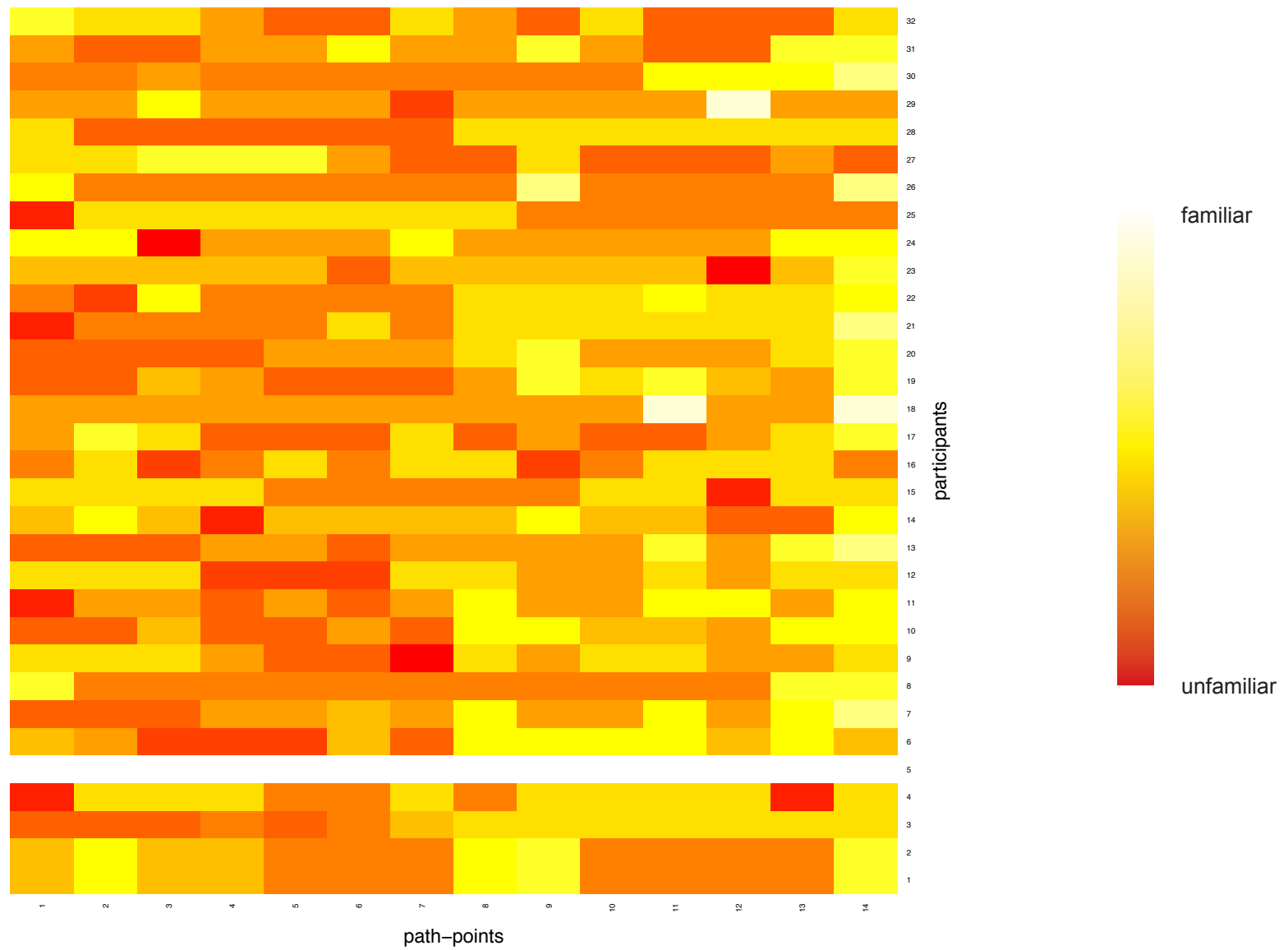
Is the color (or the absence of it) influencing our perception of the the urban environment?

Data Sources

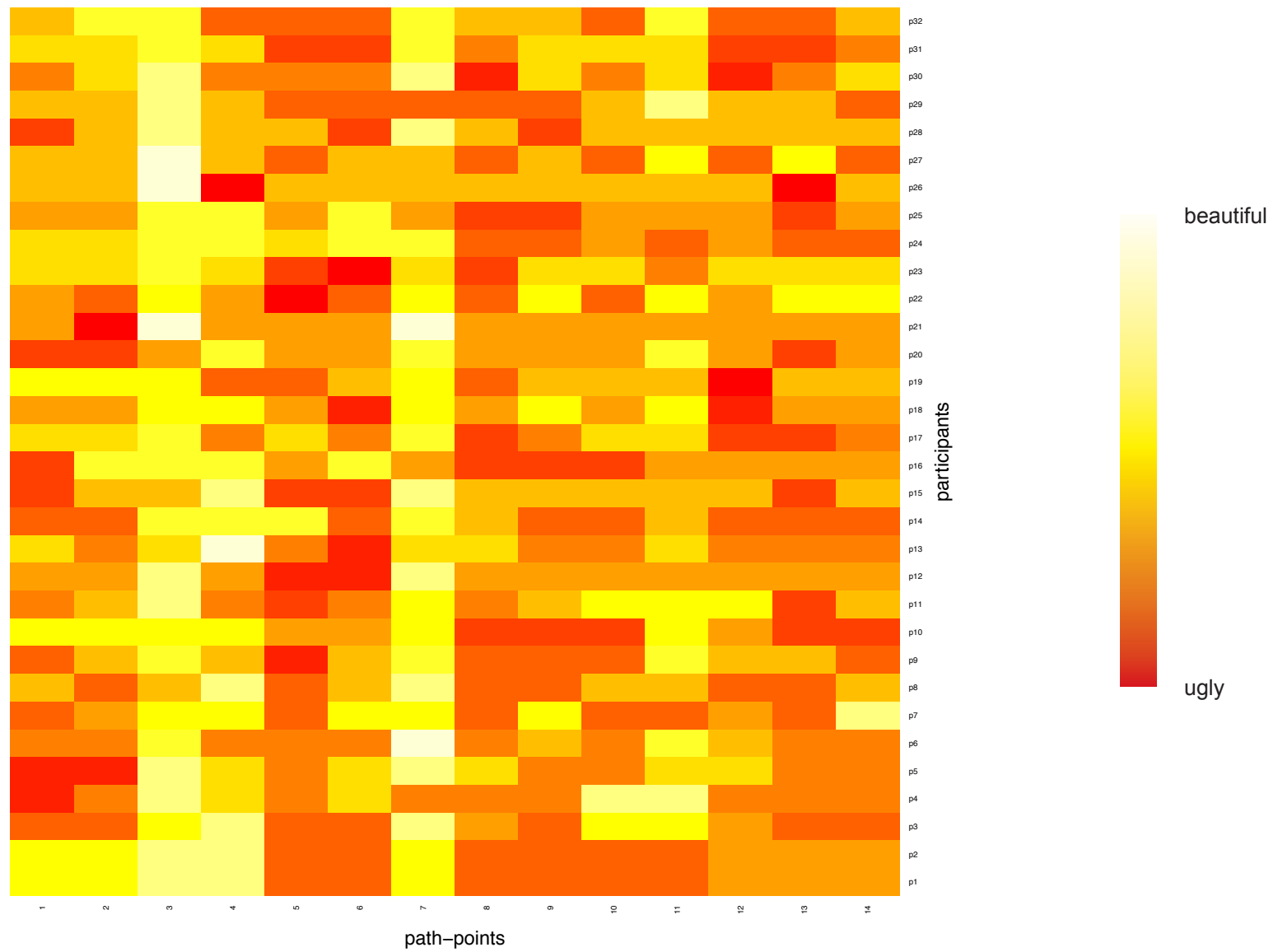
Survey Data (objective - subjective)

Pictures of survey spots

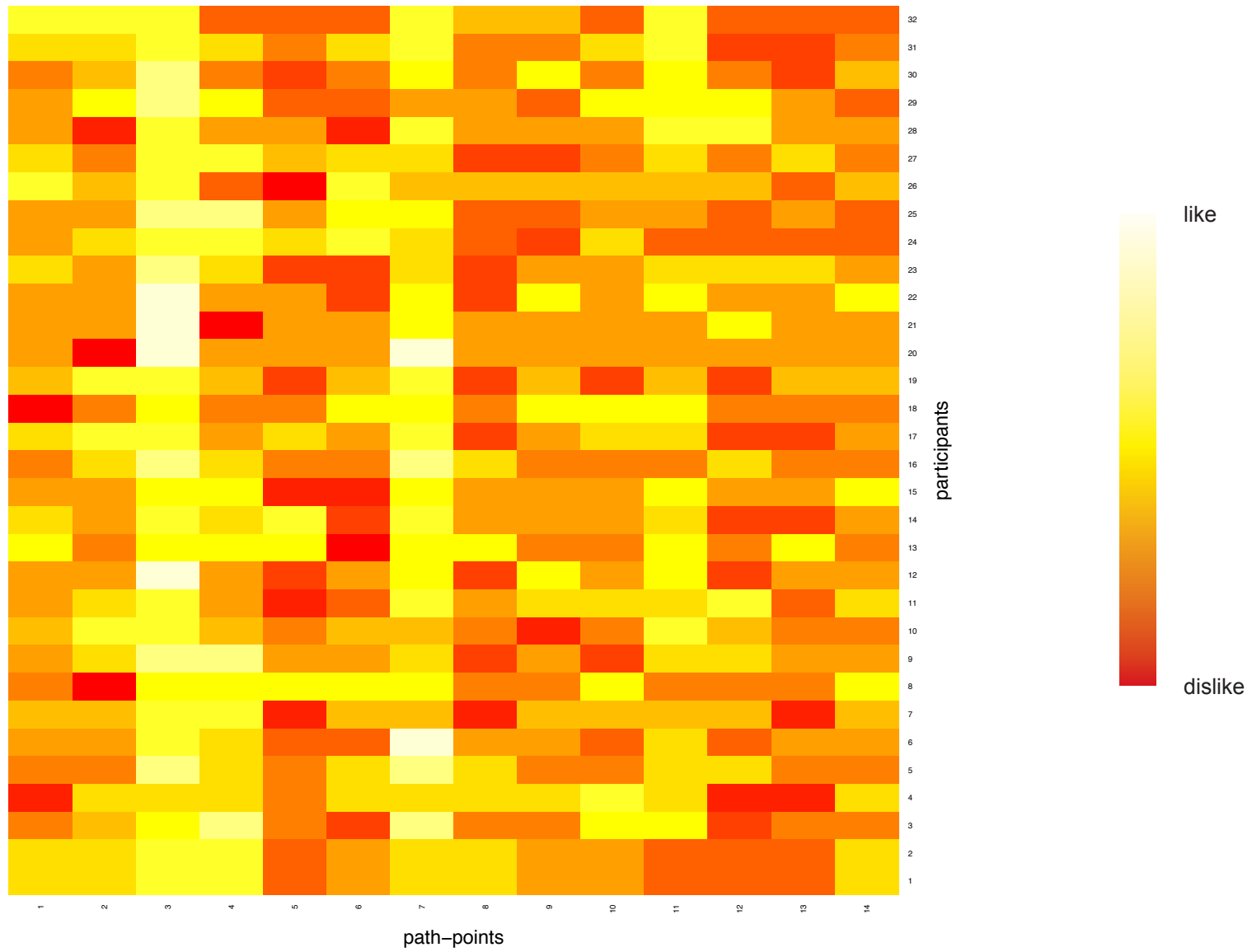
Familiarity



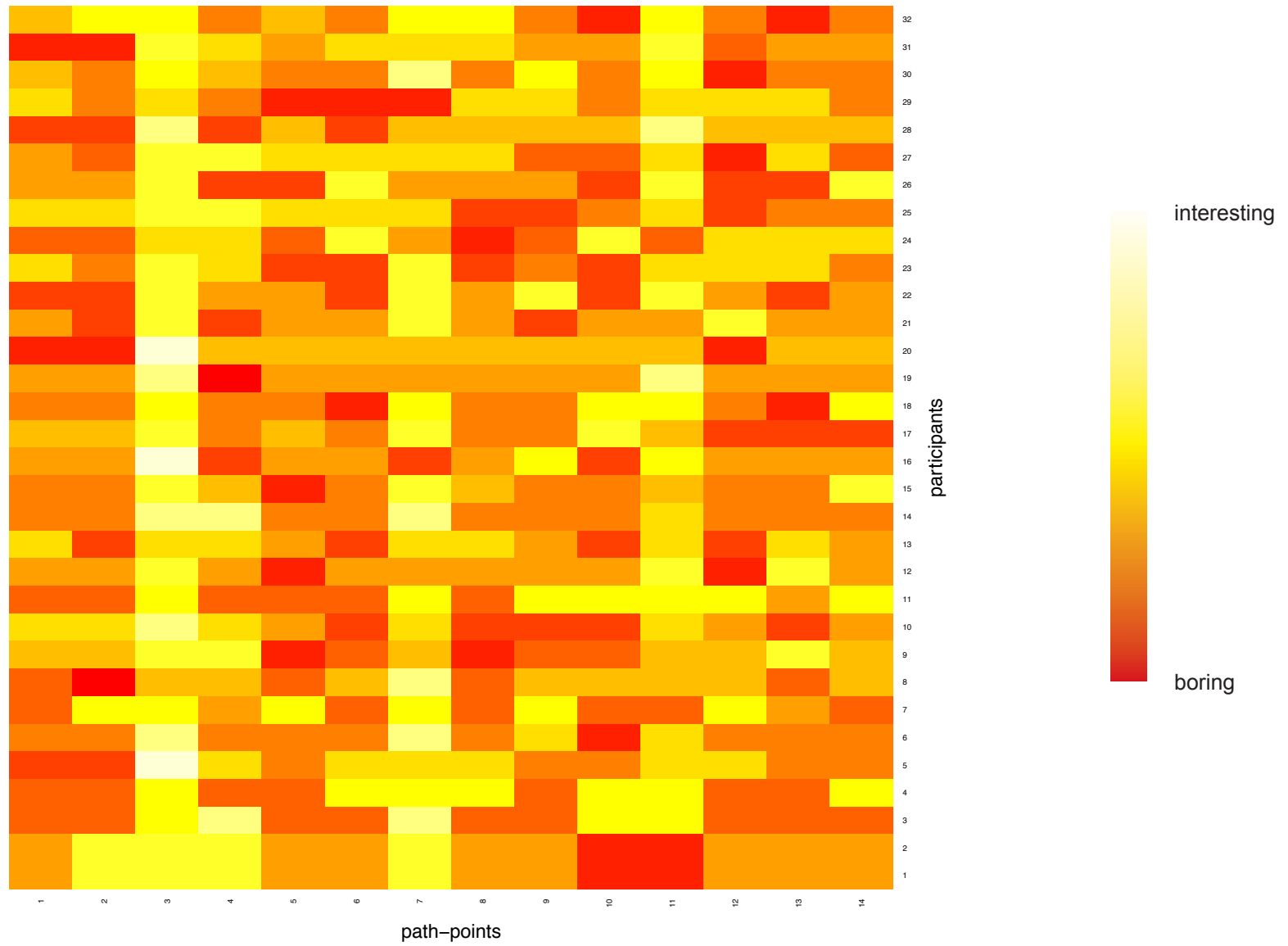
Beauty

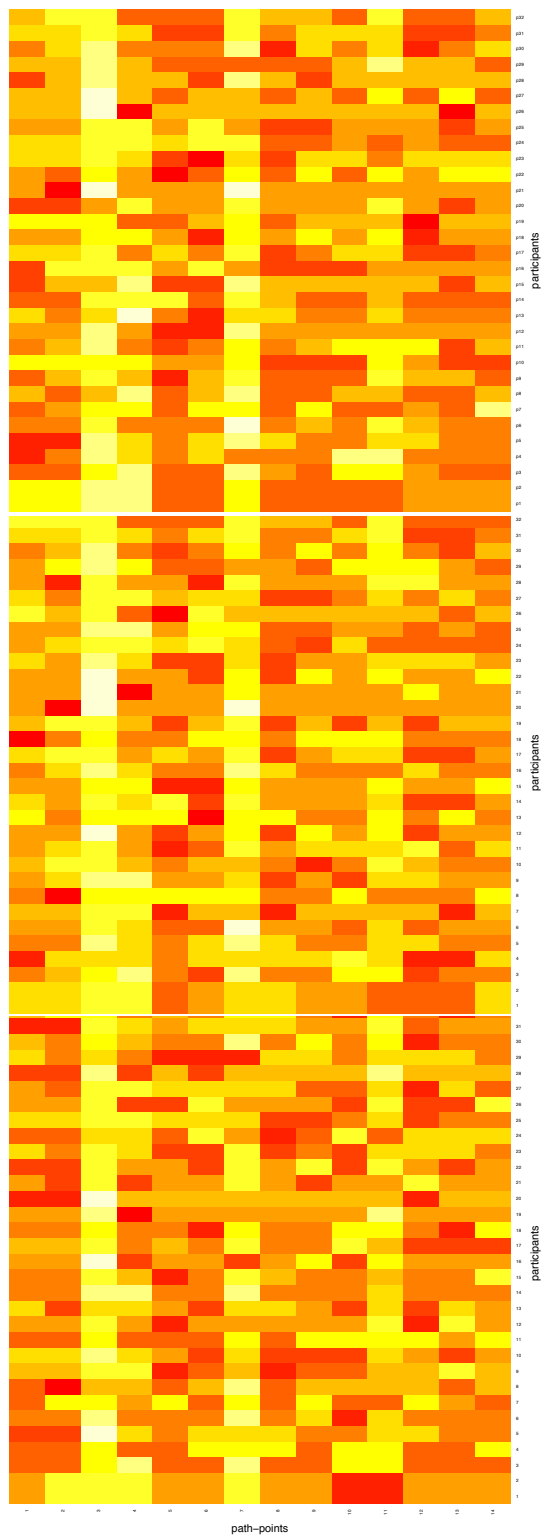


Like – Dislike



Interest

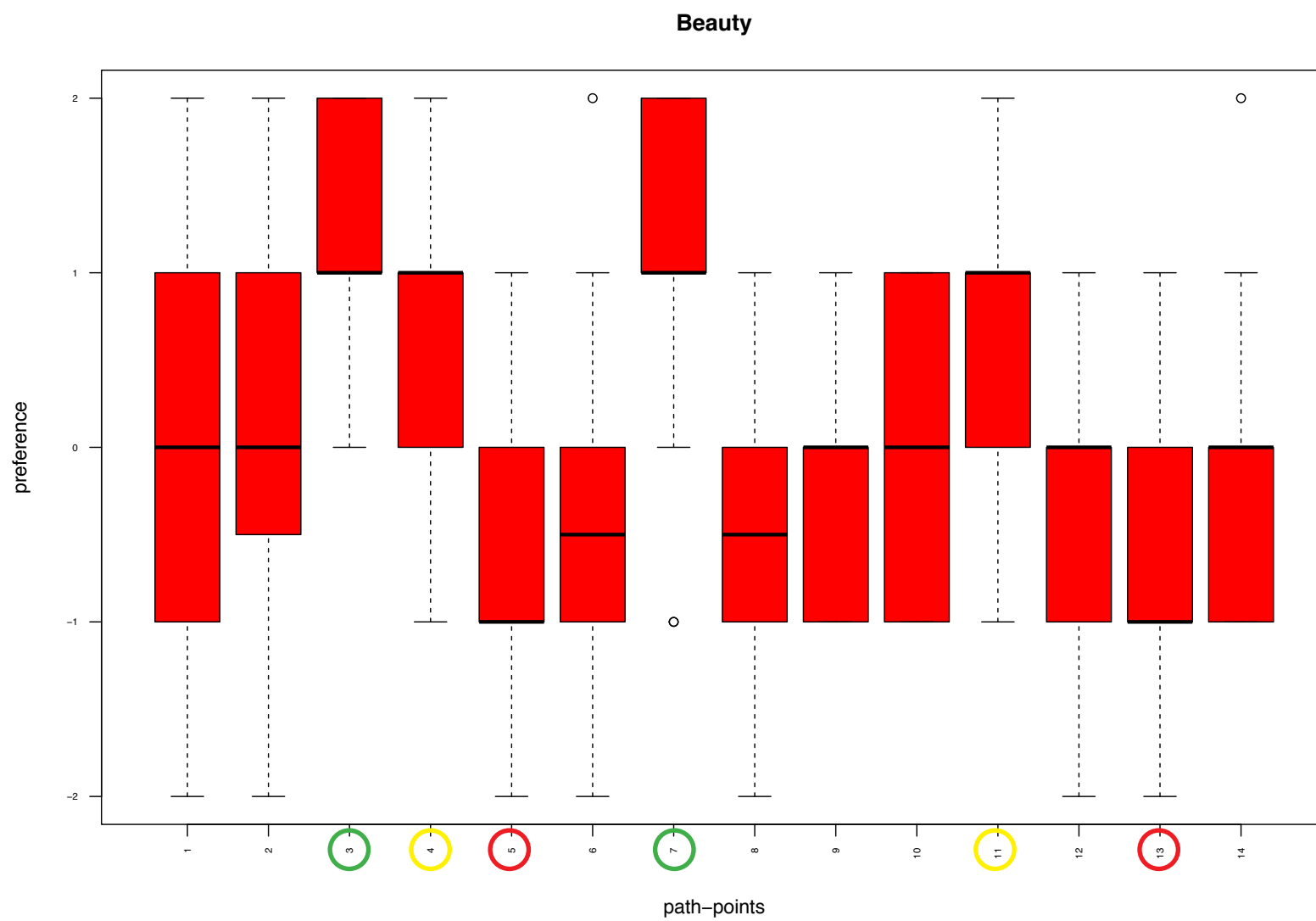




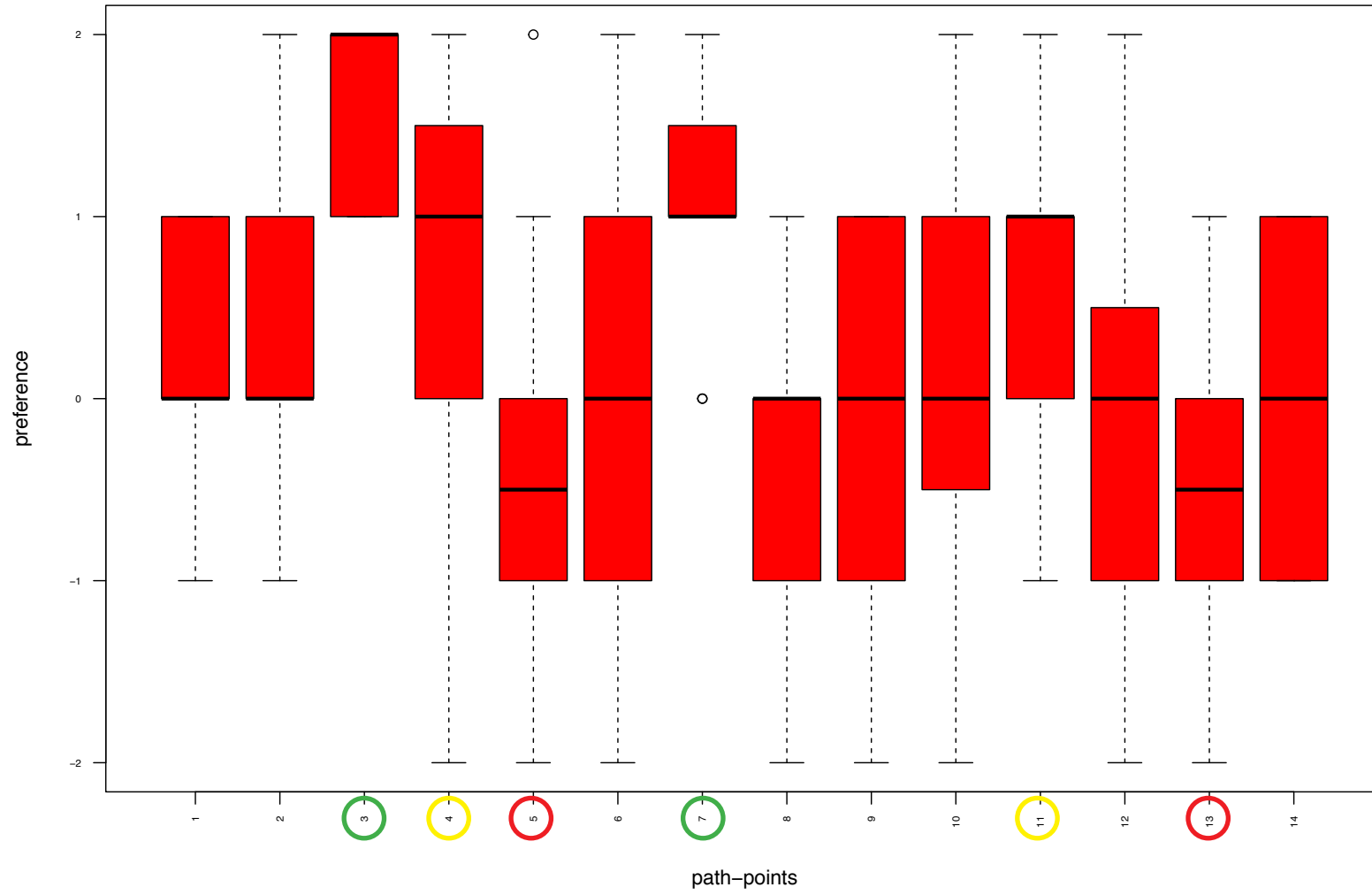
Beautiful - Ugly

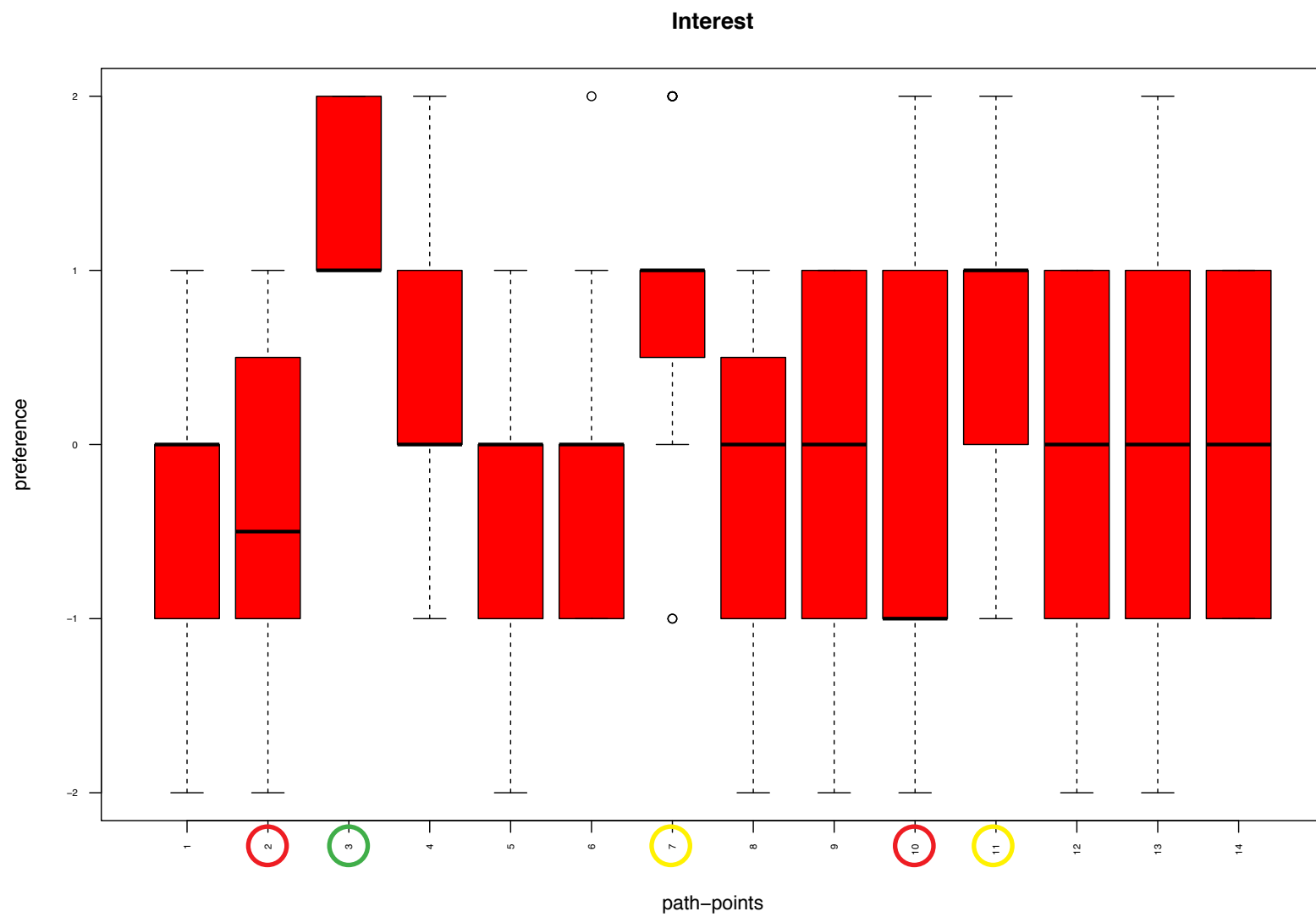
Like - Dislike

Interesting - Boring

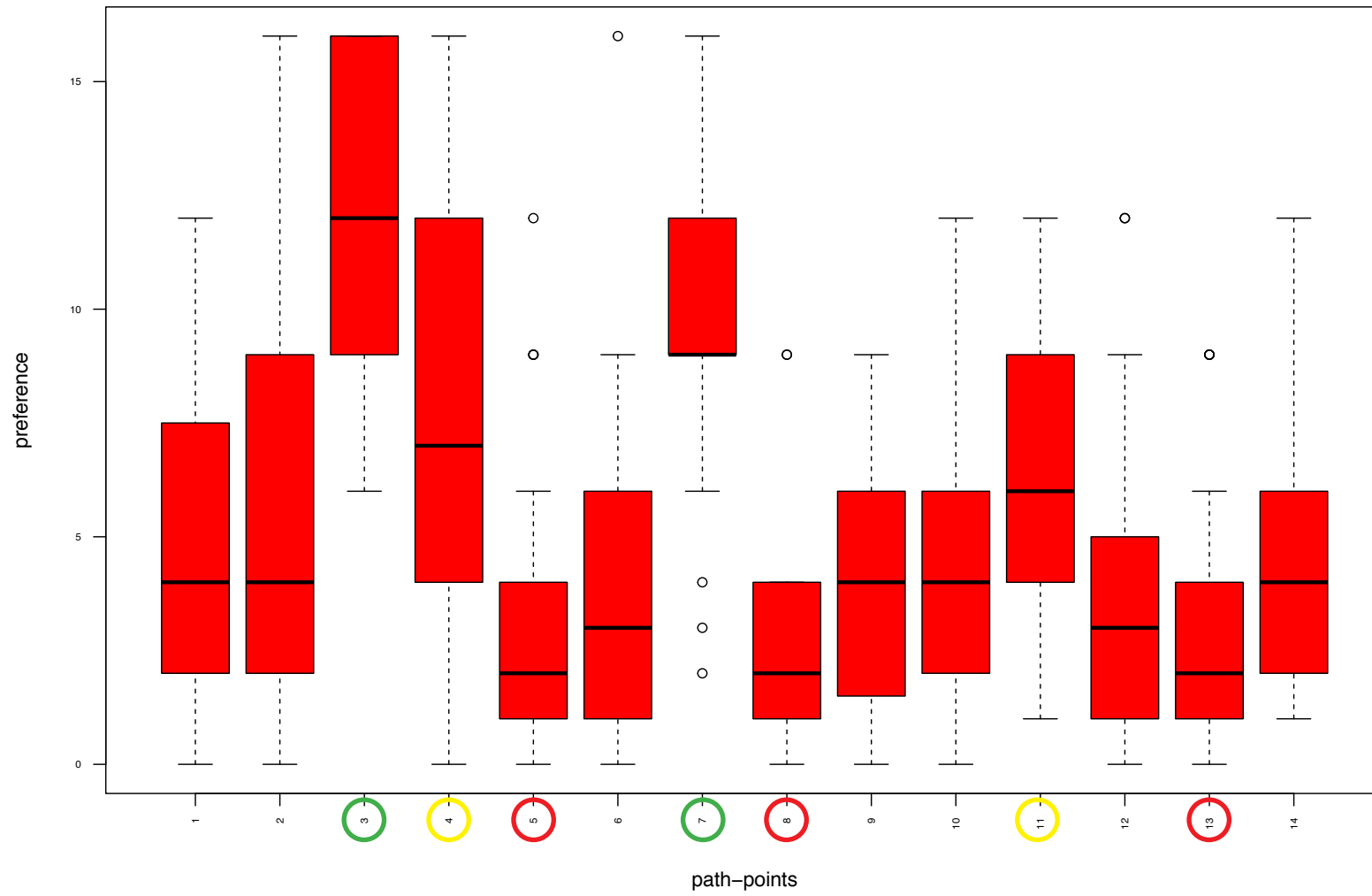


Like – Dislike

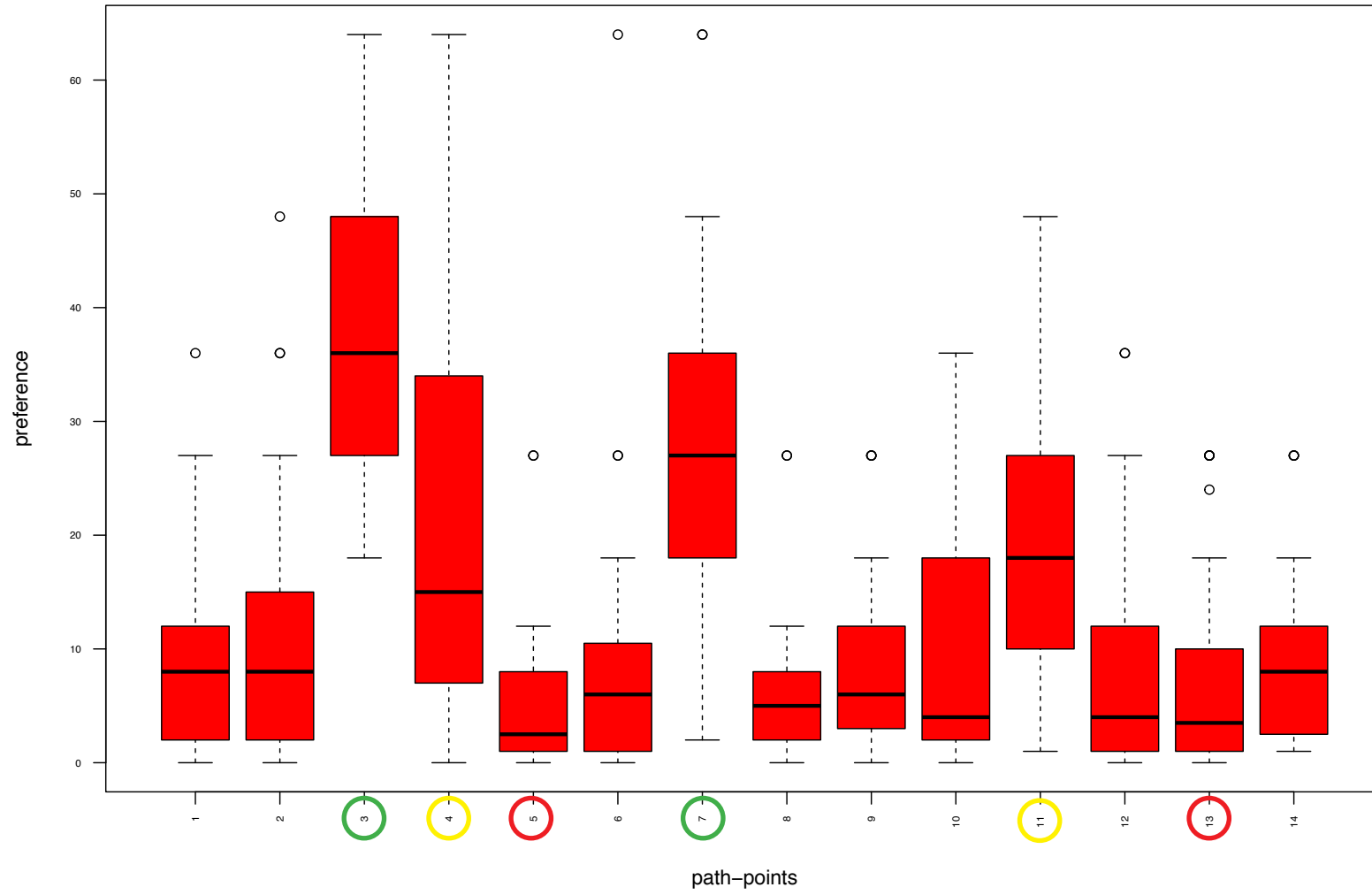




I like it and I find it beautiful



I like it and I find it beautiful and interesting



Beautiful - Ugly



Like - Dislike



Interesting - Boring



I like it and I find it beautiful



I like it and I find it beautiful
and interesting



Light - Dark



Empty - Crowded



Open - Closed



Ordered - Chaotic



Public - Private



Quiet - Noisy



Secure - Insecure



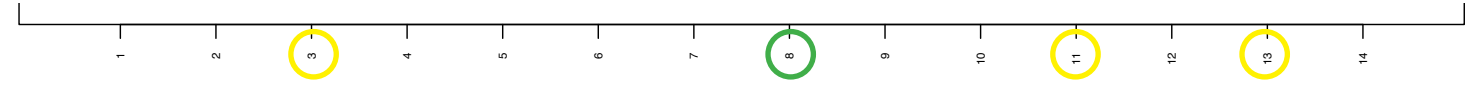
Spacious - Narrow



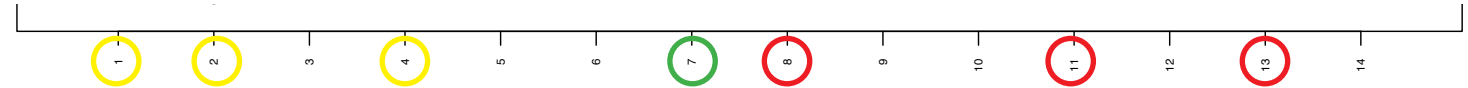
I like it and I find it beautiful
and interesting



Light - Dark



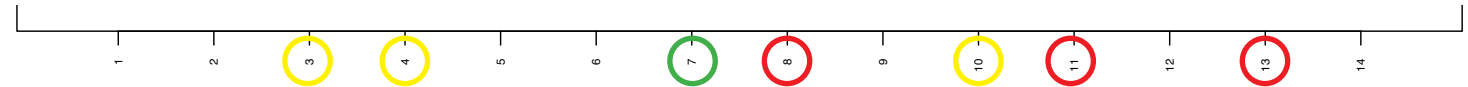
Empty - Crowded



Open - Closed



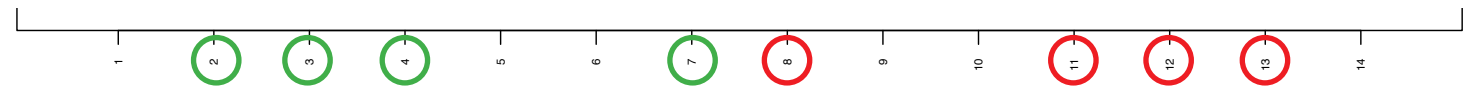
Ordered - Chaotic



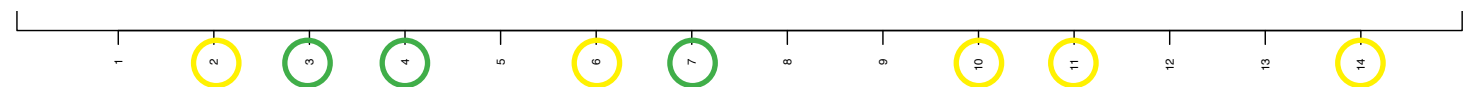
Public - Private



Quiet - Noisy



Secure - Insecure



Spacious - Narrow



I like it and I find it beautiful
and interesting



Light - Dark



Empty - Crowded



Open - Closed



Ordered - Chaotic



Public - Private



Quiet - Noisy



Secure - Insecure



Spacious - Narrow



I like it and I find it beautiful
and interesting



Light - Dark



Empty - Crowded



Open - Closed



Ordered - Chaotic



Public - Private



Quiet - Noisy



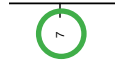
Secure - Insecure



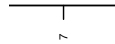
Spacious - Narrow



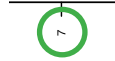
I like it and I find it beautiful
and interesting



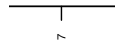
Light - Dark



Empty - Crowded



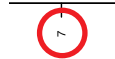
Open - Closed



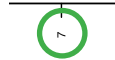
Ordered - Chaotic



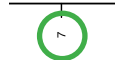
Public - Private



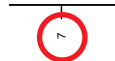
Quiet - Noisy



Secure - Insecure



Spacious - Narrow



I like it and I find it beautiful
and interesting



Light - Dark



Empty - Crowded



Open - Closed



Ordered - Chaotic



Public - Private



Quiet - Noisy



Secure - Insecure



Spacious - Narrow



I like it and I find it beautiful
and interesting



Light - Dark



Empty - Crowded



Open - Closed



Ordered - Chaotic



Public - Private



Quiet - Noisy



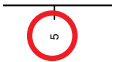
Secure - Insecure



Spacious - Narrow



I like it and I find it beautiful
and interesting



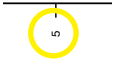
Light - Dark



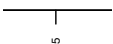
Empty - Crowded



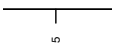
Open - Closed



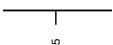
Ordered - Chaotic



Public - Private



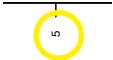
Quiet - Noisy



Secure - Insecure



Spacious - Narrow



Conclusions or what I learned from this class.

The objectivity of subjectivity (when what is personal becomes universal).

The relativity of objectivity (sometimes we like opposite qualities in different places).

No more white buildings! (or maybe we just like warm colors).

Data are more human than what I thought.