

4. PROJECT DESCRIPTION

4.1. The Nature of the Research Problem

* * *

It is estimated that the market for computer graphics software in the years to come will be several billions dollars. ^(Hexter, 1981)

Some experts ^(Friend, 1982) assert that computer graphics may do as much to enhance productivity as the computer itself.

Therefore, ~~some~~ ^{the} ~~issues~~ ^{of} ~~front~~ ^{importance} ~~Unfortunatly,~~ ^{there is} little to guide information system designers in the selection and use of computer graphics technology.

Indeed, it has ~~not~~ ^{been} established in US that the form ^{and content} in which information is presented affects decision making performance, ^{what} ~~which~~ has generally been ignored in past empirical research. ^(Desautels)

Therefore ~~to~~ ^{the} ~~importance~~ ^{of} ~~research~~ ^{has} ~~been~~ ^{pointed} ~~out~~ ^{the} ~~importance~~ ^{of} controlling for task characteristics when performance with different forms of presentation is examined. In ~~the~~ ^{the} project task is defined in terms of the question to be answered with an information presentation. Performance is measured by the time required to extract a question-answer from an information presentation and the accuracy of that answer.

^{(Edwards and Bell, 1967), (Brown and Kennedy, Tomassini, 1977)} ~~many~~ ^{researchers} have pointed out the importance of controlling for task characteristics when performance with different forms of presentation is examined.

In ~~the~~ ^{the} project task is defined in terms of the question to be answered with an information presentation. Performance is measured by the time required to extract a question-answer from an information presentation and the accuracy of that answer.

Performance is measured by the time required to extract a question-answer from an information presentation and the accuracy of that answer.

Performance is measured by the time required to extract a question-answer from an information presentation and the accuracy of that answer.

Performance is measured by the time required to extract a question-answer from an information presentation and the accuracy of that answer.

A significant amount of accounting research has been done in an effort to determine what information should be provided to decision makers. Little effort has been focused on examining the issue of how that information should be presented to individual decision makers.

The researchers at the Graduate ~~Business~~ ^{of Business} School ^{at} ^{University} state that the effects of different forms of information presentation on performance is an important

The researchers at the Graduate ~~Business~~ ^{of Business} School ^{at} ^{University} state that the effects of different forms of information presentation on performance is an important