

Characteristics of the information set limit the number of forms which can be used to effectively display it. The most efficient form should be chosen and used. Qualitative and quantitative aspects of the information (are important and are) answers to different types of questions. In this project, based on the consistency of Bertin's and Ehrenberg's (1977) assertions, tables ~~are~~ ^{are} treated as an additional form of presentation to which Bertin's theory is applicable.

Human Decision maker Variables: Bertin does not identify any individual differences as affecting performance with different forms of presentation. For these reasons, individual differences are not an independent variable in this study. However, there is empirical evidence suggesting that individual differences influence behaviour with an information presentation (Tush and Kestrick, 1979). Because a within subject experimental design is used in the project, individual differences will not confound the results (Keppel and Couffley, 1980).

Task Variables: The answering of questions is identified as an appropriate task for the examination of performance with an information presentation. This helps to avoid the confounding effects of a complex decision making environment. Simon (1972) identifies four stages in the decision making process: intelligence, design, choice, and review. In the design stage, the decision maker extracts information relevant to his decision from the available I/S (question - answer approach). Bertin deals only with the actual extraction of information from the system and does not deal ~~but~~ with the operation of the question and the use of the information.