

MENTAL CATEGORIZATION AND CLASSIFICATION PROCESS OF INFORMATION IN MAPS

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Logical reasoning is a tool which man uses to find parameters and link them spatially, and this tool allows to perform the construction of a mental model of the space by means of maps. More recent research on human perception as well as more focused on the influence of previous experience (cognition) of map makers and users. These studies allow to be generated cartographic products with greater accessibility to reading, pointing out that the "user - mapper" is mutual, depending on how much will be made the recognition of both space and abstraction, providing further investigations. Two features can be used to help in this question for understanding the operation of reasoning used in mental projections of space: the mental categorization theory and classification processes of the information. The Rosch's Prototype Theory changed how we see the human form of categorizing things and, by implication, as we see, also, the human mind and reason, her theory of mental categorization includes individual appointments like a family resemblances, fuzzy categories, typicality effects, radial categories and basic level categories, we based our explanations on the basic level categories that say about the structure of hierarchical levels of thinking. The basic level categories have a three kinds of levels: the superordinate, the basic level and the subordinate level, these levels are classified according to the degree of abstraction that need; on other hand MacEachren classification processes was a major influence on how we look at the maps as well as we produce: taxonomy and paronomy are agents who act on our minds to sort the objects in the case of cartographic products. In our research we used aspects from research of Rosch and other from MacEachren to ratify our explanations about how people read maps, and, judging our research hypothesis; for this we applied tests of open questions based on the mental categorization theory and classification processes of information, the analysis was done. Six volunteers in different levels of knowledge were interviewed and they were two students in the second year of undergraduate in Geography, two students in the third year of undergraduate in Geography, two of the postgraduate in Geography; we ensure that all volunteers had continuous contact with the rocks and soils presented in the tests. We may be mentioned: they used a basic level of mental categorization or paronomy, whose strategy is similar to the children, to read the maps and do the relations.