

Use of mental maps of users in assessment of cartographic works

Abstract

The aim of this thesis is to propose and practical apply the alternative methodics of assessment of cartographic works. The thesis is processed in the terms of project of Grant Agency of the Charles University *Mental Maps: subject and means for assessment*. The adjoining aim of this study is then to test which of the assessed tourist maps is the most user friendly. As the method for data acquiring the questionnaire investigation methodology has been chosen. The basic for the assessment of cartographic works are in the case of this study of mental maps of lynch type.

Theoretical part is devoted to Mental and Cognitive Maps as well as to the ways of cartographic works assessment. Space is also devoted to the methodology of assessment cartographic works itself. There has been defined the subject of assessment together with the statement of hypotheses and the aims of thesis. Practical application of the proposal methodology and assessment the results has been composed from several parts. First the tourist maps have been assessed by the expert himself. Afterwords another assessment has started with the use of mental maps. This assessment has been composed of the phase of preparation where the questionnaire itself was being created. Then it was harmonized with the help of the pilot investigation and with the experts for cognitive psychology consultation. After the questionnaire harmonization the data collection started. Thus acquired data have been worked into so called aggregated mental maps which were furthermore assessed. Assessment of the obtained result were found that the maps of Kartografie Praha /Cartography Prague/ are the most user friendly, followed by the tourist maps of SHOCart and then the tourist maps of the Czech Tourist Club have been stated as the least effective maps for users. These results were then further compared with the results of the expert assessment and other research works which were interested in that particular subjects. In conclusion the recommendations with the proposals for improvements have been worked out and the most problematical subjects have been described.

Keywords: mental map, assessment of cartographic works, tourist map, aggregated mental map, survey, user-friendliness