ORDER PREFERENCES AS A FUNCTION OF SIZE AND ORIENTATION OF THE DISPLAY

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Abstract

Proposing a mere paper-and-pencil strategy for studying population stereotypes, Smith (1981) demonstrated that most subjects prefer to label the quadrants of a circle by using the Western "reading convention" (left-to-right, top-to-bottom). In this paper, problems of generalization and analysis of this order preference are discussed. A replication of Smith's (1981) study and two further experiments were conducted which showed that display-control compatibility may be influenced by physical constraints such as size and orientation of the display. A mere paper-and-pencil strategy might therefore be not sufficient. Instead an approach considering the influence of embodiment is suggested.