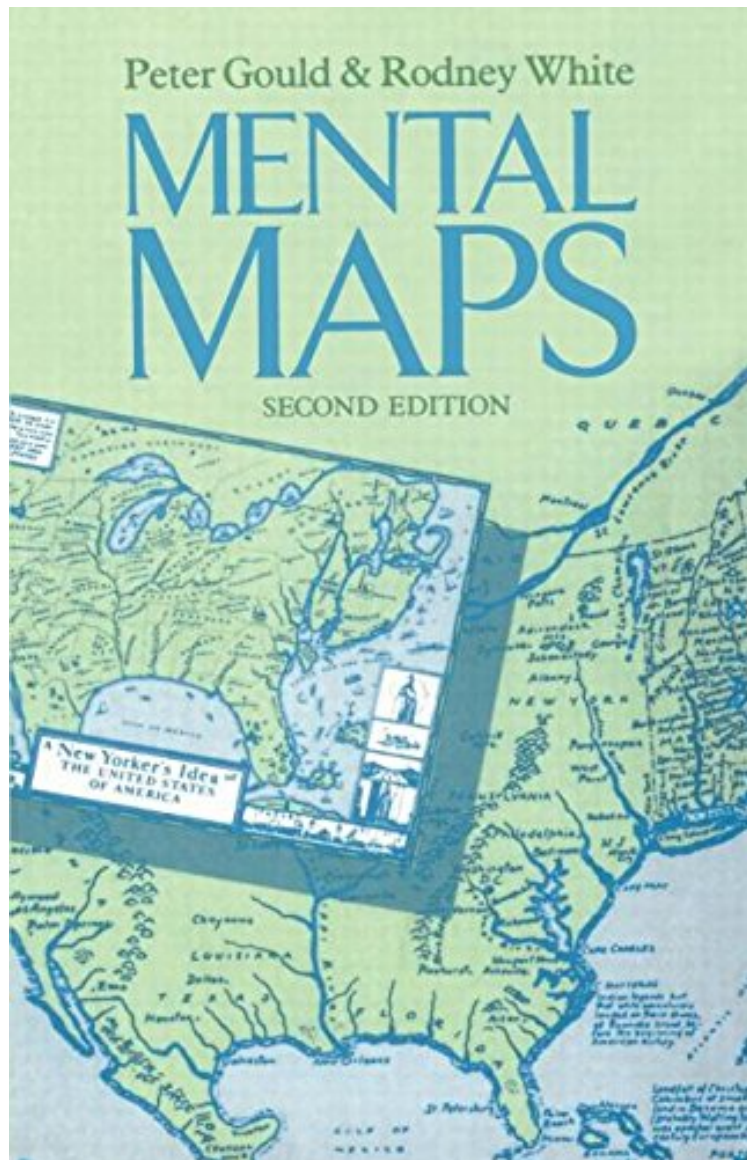


# Mental Maps

*Peter Gould, Rodney White*  
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#1441600 in Books Peter Gould 1986-05-03Original language:EnglishPDF # 1 8.50 x .43 x 5.43l, .53 #File Name: 0415084822184 pagesMental Maps | File size: 62.Mb

**Peter Gould, Rodney White : Mental Maps** before purchasing it in order to gage whether or not it would be worth my time, and all praised Mental Maps:

0 of 0 people found the following review helpful. A Worthy Read on Mental Mapping ExamplesBy Alex G.Mapping data is important to understand relationships between what things are happening and where they are happening. However, there's more to data than just the numbers we've observed - there's also the subjective understanding that

people have of an area, which influences how they move around and how they interpret information that is presented to them. That's where mental mapping comes into play. A good companion book to the *The Image of the City* by Lynch. Instead of the more traditional technique of sketching mental maps, Gould and White survey people about the desirability of locations and use a statistical technique to translate that into contour maps. They then discuss how these contour maps align with understanding and information access about those areas. There are good examples of this approach applied to the United States, the UK, Sweden, Tanzania, Nigeria, and more. This approach appears to be much faster than collecting and tagging the sketches that would be collected through an approach like Lynch's. The major downside of this book is that there is very little discussion of practical application, which would be helpful for those looking to adopt Gould and White's techniques to a public participation in geographic information science (PPGIS) context. For more information about adapting constructed mental maps to real world problems, I would suggest taking a look at *Planning a Pluralist City: Conflicting Realities in Ciudad Guayana* (Harvard-MIT Joint Center for Urban Studies Series) by Appleyard.

Published in the year 2004, *Mental Maps* is a valuable contribution to the field of Geography.

"An interesting read . . . well written and thought-provoking." - "The Society of University Cartographers"