Chapter 22
Static Graphics for Dynamic Information

Francisco V. Cipolla-Ficarra
ALAIPo – AINCI, Spain and Italy

Jacqueline Alma
Electronic Arts – Vancouver, Canada

ABSTRACT
The authors present the first results of the heuristic analysis of the static graphics in the digital newspapers for senior users. They examine the main systems of static graphics. A parallelism is drawn between the current static graphic information and the function of the banners in the quality attributes to boost the motivation of those users in the face of the economic news online in the digital papers.

INTRODUCTION
In the current era of the expansion of communicability (Cipolla-Ficarra, 2010) digital information in the online newspapers is focused on economics, especially that to be found in the home page. Many of the data which are presented in it have an ordination, tabulation and elaboration which require a systematic presentation of it. Traditionally this process may be visually depicted through written representation, semi-tabular representation, tabular representation and graphic representation. In the 20th century the tabular representation has taking a predominant place in the text and graphic representation has acquired a greater importance in visual information with the switch of the use of the computer (Cipolla-Ficarra & Cipolla-Ficarra, 2009) as a professional “instrument” (1960-1970) to a personal computer (1980-2000). The new multimedia devices such as the tablet PC are leaving behind the use of the PC in the new generations. However, in our universe of study and in the current work we focus on the classical sense of the term “personal computer” of the 80s and 90s for seniors users. We divide the users in the following way in relation to age: child (4), junior (12-17) adult (18-64) and senior (65).

In 1741 the Dane Achersen used for the first time tablets for the data (Ander-egg, 1986). That is, he incorporated in the shape of a text the
compiled statistic data. Currently in the digital online information there is still a valid modality, that is, writing a text and inside said text to overlap whole figures, in decimals, percentages, etc. For example, in Figure 1, “the public debt of the Balearic community is 4,479 billion euros and is equivalent to 16.7% of the Spanish GDP –Gross Domestic Product”.

In the semi-tabular modality the data inside the text are used in the shape of columns to stress total figures and percentages, for instance. In the Figure 1 the graphic information on the growth of the Spanish debt could be expressed in the following way, if each of the autonomous communities was presented:

- **42,000 billion**: Catalonia, 21%
- **20,832 billion**: Valence, 20.2%
- **4,479 billion**: Balearic Islands, 16.7%, etc.

In the tabular representation, the numeric data are ordered in files and columns so that the numeric

---

*Figure 1. Public debt of Spain by autonomic communities. Newspaper online: El Pais (www.elpais.es –06.15.2012)*

---