

Kognitivní mapa

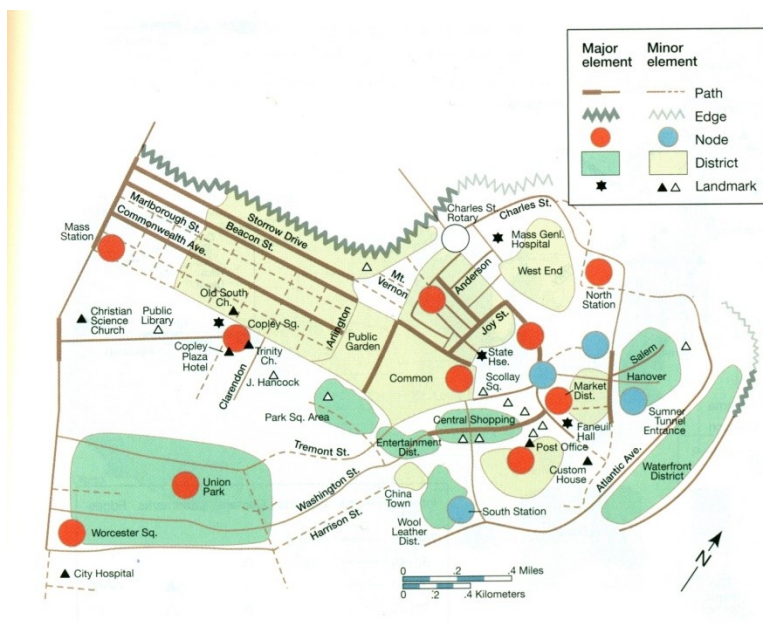


Figure 6.6 Cognitive image of Boston This map was compiled by Kevin Lynch, one of the pioneer researchers into cognitive images, from interviews with a sample of Boston residents. Lynch found that the residents of Boston tended to structure their cognitive images of the city with the same elements. He produced ingenious maps, such as this one, to demonstrate the collective "mental map" of the city, using symbols of different boldness or color to indicate the proportion of respondents who had mentioned each element. (After K. Lynch, *The Image of the City*. Cambridge, MA: M.I.T. Press, 1960, p. 146.)