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# Pragmatics of Graphs and Charts II.

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## Abstract

Our research project aims to show that data visualizations are interpreted as communicative acts. If this is the case, then the phenomena that are assumed to be a prerogative of linguistic communication should be observable when people interpret graphs and charts. In our first experiment, we have successfully tested the influence of context on graph interpretation. In two new experiments, we plan to test the influence of salience on graph interpretation, and the influence of the speaker's intended meaning on people's memory of the graph.

**Keywords:** communicative acts, data visualization, relevance

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