

CONCEPT OF A NEW KIND OF KNOWLEDGE-BASED MAPS

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The article considers the role of the map as a figurative and symbolic geoinformation model of reality for fast and adequate perception of information. The creation of maps in electronic form, using GIS technology, is the most important task of modern society, since it is the map that becomes the tool with which a person can make a decision, from the simplest to the most complex, even in emergency situations. Society imposes the most stringent requirements on maps, the user, referring to the map, wants to receive reliable information and, from a huge array of data, to use only those information that would be most suitable for making the right decision. The role of the psychology of human perception of geoinformation is revealed. Users from different subject areas have different cognitive and mental stereo types. There is a need for new products and technologies that will be targeted at different users, adapted to the peculiarities of human perception and will contribute to rapid and correct decision-making. Specialists and experts from different subject areas should be involved to analyze the situation and make decisions. It is concluded that new maps are needed, the content of which is supplemented by spatial knowledge, and also contributes to the formation of new knowledge.

Key words: map, knowledge, visual thinking, geovisualization, geo-data, GIS, cartography, cognitive geo-image, spatial knowledge.

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