About Information Mapping®

Introduction	Information Mapping® is a research-based method to write clear and user focused information, based on the audience's needs and the purpose of the information.

Scientific Background	In 1965, Robert E. Horn, a cognitive psychologist at Harvard and Columbia universities, initiated the research into and design of the Information Mapping® method, initially developed as both a way of visually presenting information and a method for analysing information to make it easier to communicate. Forty years later, this method has been embraced by thousands of organisations in more than 40 countries, standing the test of time and technological evolution.

Information Mapping® is based on:

- learning theories
- cognitive psychology, and
- years of practical business applications. |

Modular information units	Documents written according to Information Mapping® present a modular structure. In fact, they consist of clearly outlined information units (Maps and Blocks) that take into account how much information a reader is able to assimilate. This is the essential difference between an information unit and the traditional text paragraph.

Information types	Information Mapping® answers the most typical reader questions using six universal information types:

⊘	PRINCIPLE	A statement to guide or require behaviour.
↻	PROCESS	A series of events, stages or phases.
→	PROCEDURE	A set of steps that the reader performs.
💡	CONCEPT	A group of things that share a critical set of attributes.
👥	STRUCTURE	Anything that has parts and boundaries.
📊	FACT	A statement that is assumed to be true.

About Information Mapping®, Continued

Research-based principles

Information Mapping® documents are always written according to these principles:

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	CHUNKING	Group information into small, manageable units.
	RELEVANCE	Limit each unit of information to one idea.
	LABELING	Label each unit of information.
	CONSISTENCY	Use similar terminology and formatting in similar content.
	INTEGRATED GRAPHICS	Use graphics within the content to clarify it.
	ACCESSIBLE DETAIL	Provide the detail that all readers need.

Reader benefits

Readers will benefit from the Information Mapping® method.

These results are a summary of the research that has been done in the past.

(cf. *"The Information Mapping® Method: 30 Years of Research"*).
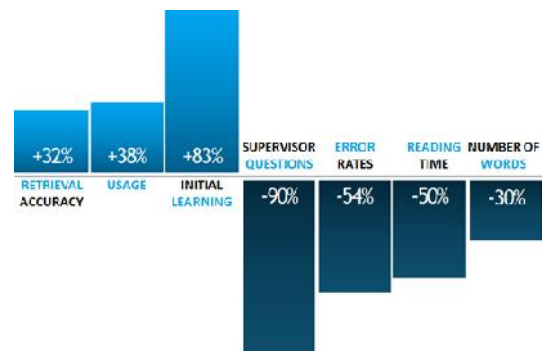
Writer benefits

One of the features of the Information Mapping® method is that writers can focus on communicating key information, and eliminate other writing that is not critical to understanding. This reduces the amount of information a user reads and thus, reduces the time it takes for a reader to complete a document.

- Writers start writing more quickly.
- The number of words in documents decreases by 57%.
- The information gathering and first draft development time decreases by 83%.
- The review time decreases by 75%.