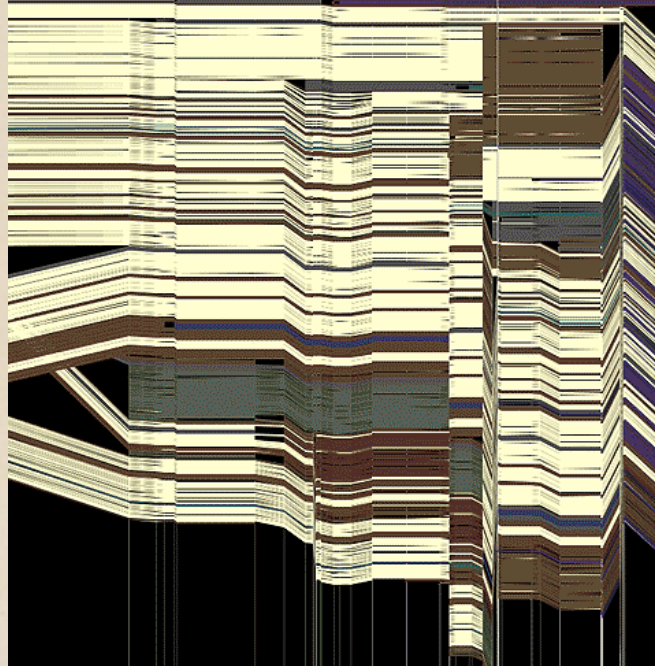
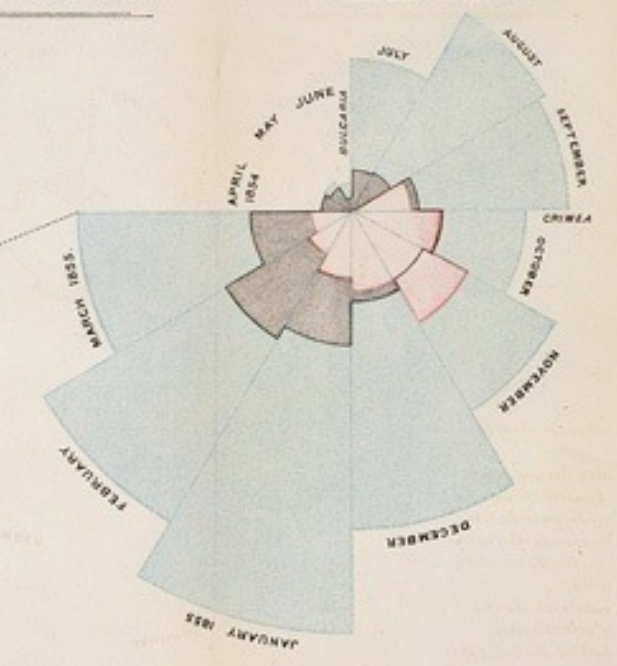


CSE 412 - Data Visualization

Interaction



Jane Hoffswell University of Washington

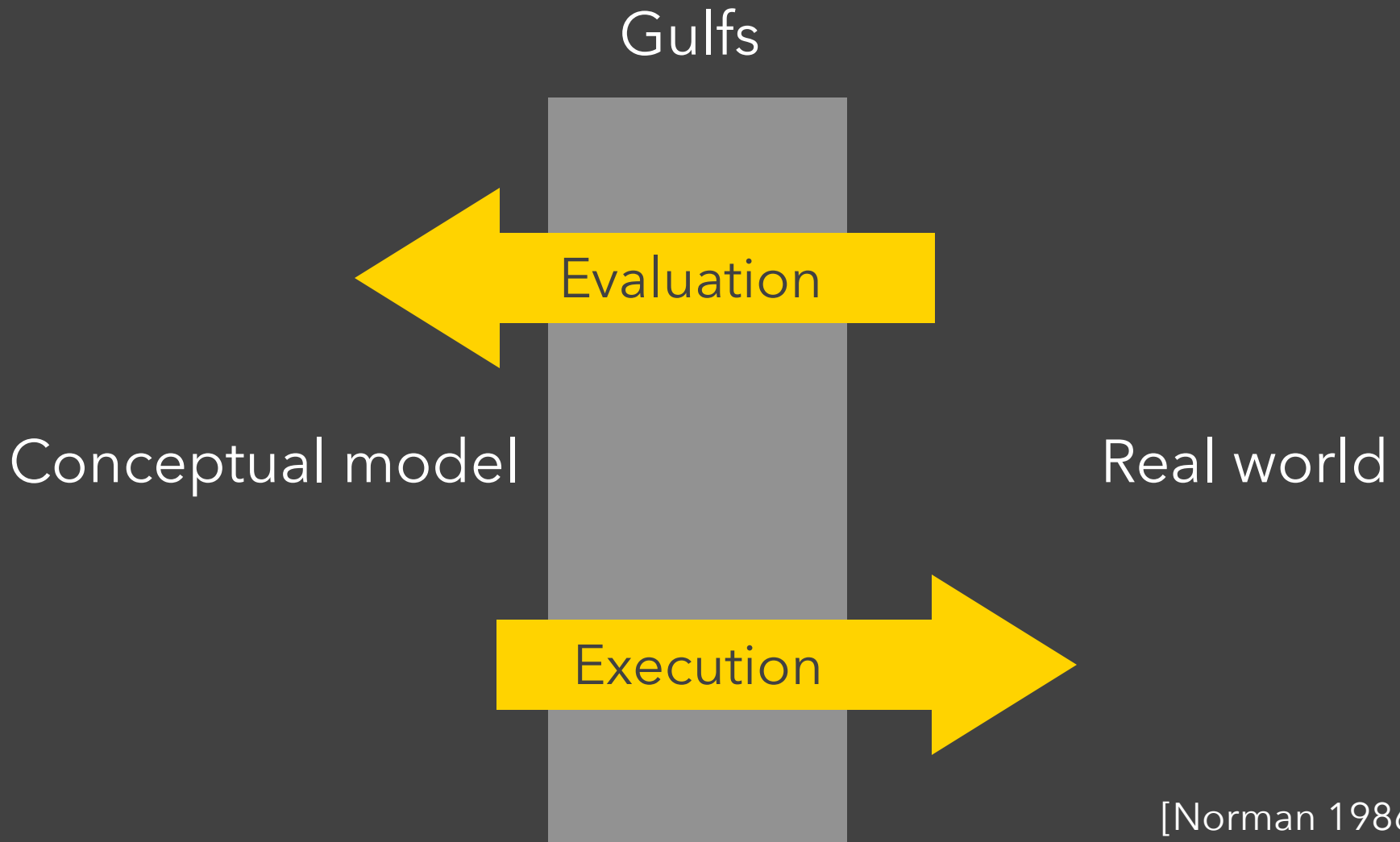
[There is an] apparent challenge that computational artifacts pose to the longstanding distinction between the physical and the social, in the special sense of those things that one designs, builds, and uses, on the one hand, and those things with which one communicates, on the other.

“Interaction” – in a sense previously reserved for describing a uniquely interpersonal activity – seems appropriately to characterize what goes on between people and certain machines as well.

Lucy Suchman, *Plans and Situated Actions*

Interaction between people and machines requires *mutual intelligibility* or *shared understanding*.

Gulfs of Execution & Evaluation



[Norman 1986]

Gulf of Execution

The difference between the user's intentions and the allowable actions.

[Norman 1986]

Gulf of Execution

The difference between the user's intentions and the allowable actions.

Gulf of Evaluation

The amount of effort that the person must exert to interpret the state of the system and to determine how well the expectations and intentions have been met.

[Norman 1986]

Gulf of Evaluation

Gulf



Conceptual model:
 x, y related?

Real world:

x	y
0.67	0.79
0.32	0.63
0.39	0.72
0.27	0.85
0.71	0.43
0.63	0.09
0.03	0.03
0.20	0.54
0.51	0.38
0.11	0.33
0.46	0.46

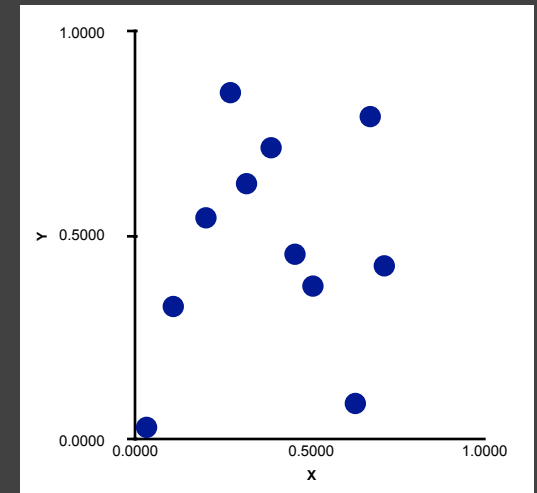
Gulf of Evaluation

Gulf



Conceptual model:
 x, y related?

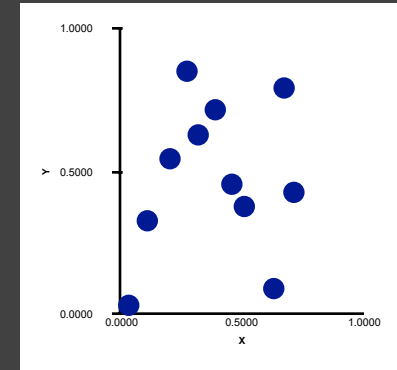
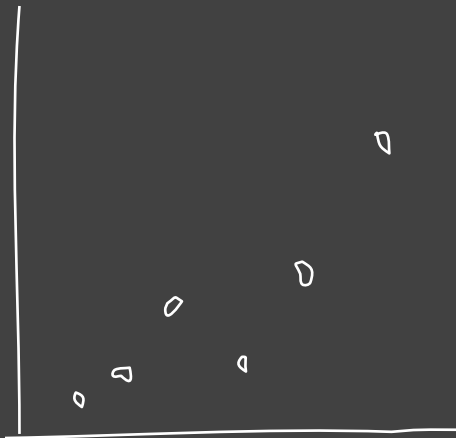
Real world:



Gulf of Execution

Gulf

Conceptual model:
Draw a scatterplot



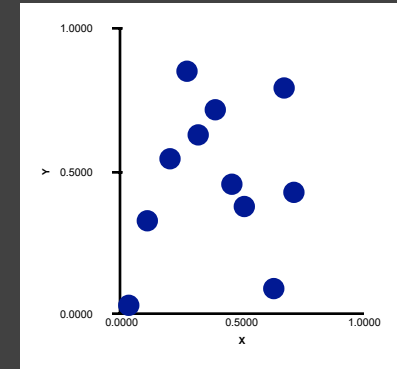
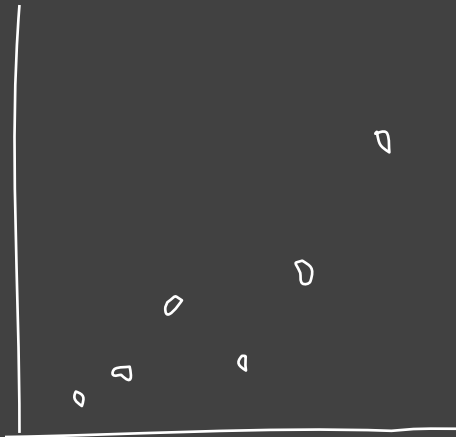
Real world

Move 90 30
Rotate 35
Pen down
...

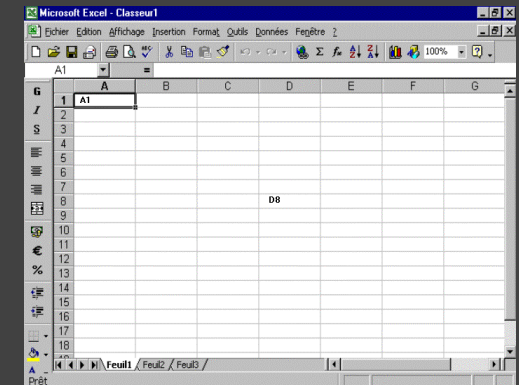
Gulf of Execution

Gulf

Conceptual model:
Draw a scatterplot



Real world



Gulf of Execution

The difference between the user's intentions and the allowable actions.

Gulf of Evaluation

The amount of effort that the person must exert to interpret the state of the system and to determine how well the expectations and intentions have been met.

[Norman 1986]

Interactive Visualization

Interaction Techniques

Are there “essential” interactive operations for exploratory data visualization?

Taxonomy of Interactions

Taxonomy of Interactions

Data and View Specification

Visualize, Filter, Sort, Derive

Data | Analytics

Sample - Superstore

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
- Location
- Product
 - Category
 - Sub-Category
 - Manufacturer
 - Product Name
- Profit (bin)
- Region
- Measure Names

Measures

- Discount
- Profit
- Profit Ratio
- Quantity
- Sales
- Latitude (generated)
- Longitude (generated)
- Number of Records
- Measure Values

Pages

Filters

Marks

Automatic

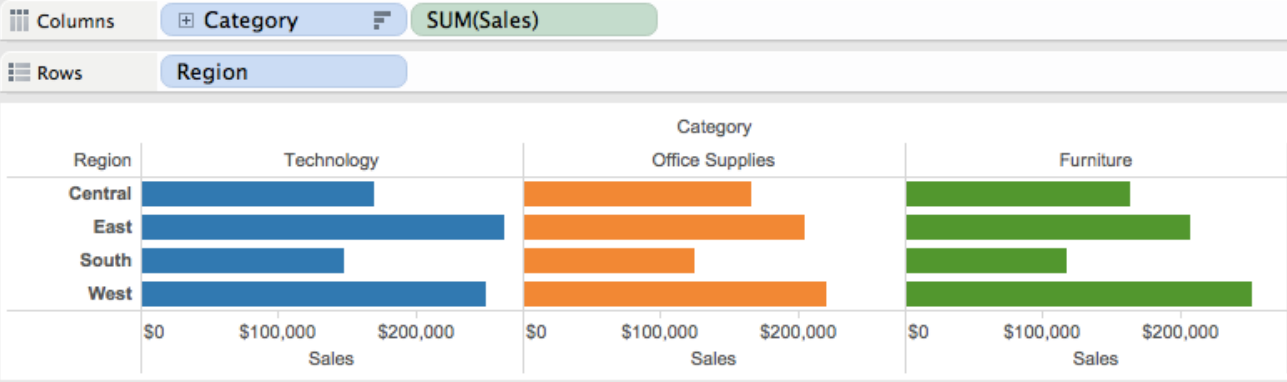
Color Size Label

Detail Tooltip

Category

Category

- Technology
- Office Supplies
- Furniture





Show Me

Data | Analytics

Sample - Superstore

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
 - Location
- Product
 - Category
 - Sub-Category
 - Manufacturer
 - Product Name
- Profit (bin)
- Region
- Measure Names

Measures

- Discount
- Profit
- Profit Ratio
- Quantity
- Sales
- Latitude (generated)
- Longitude (generated)
- Number of Records
- Measure Values

Pages

Columns | Category | SUM(Sales)

Rows | Region

Filters

Marks

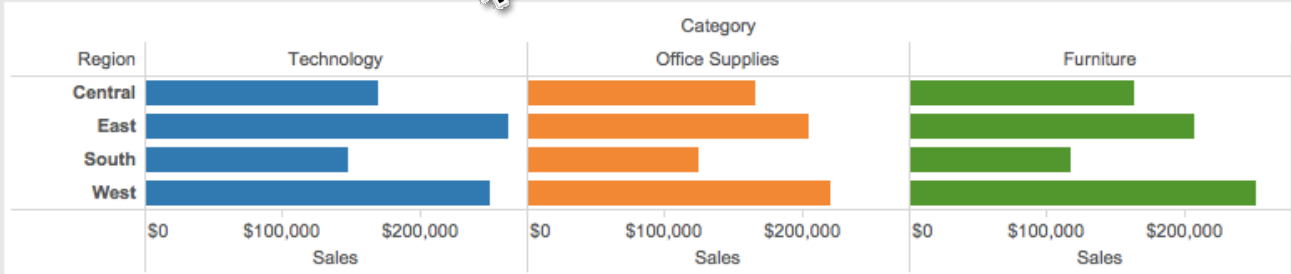
Automatic

Color | Size | Label

Detail | Tooltip

Category

Technology
Office Supplies
Furniture



Data | Analytics

Sample - Superstore

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
- Location
- Product
 - Category
 - Sub-Category
 - Manufacturer
 - Product Name
- Profit (bin)
- Region
- Measure Names

Measures

- Discount
- Profit
- Profit Ratio
- Quantity
- Sales
- Latitude (generated)
- Longitude (generated)
- Number of Records
- Measure Values

Pages

Filters

Marks

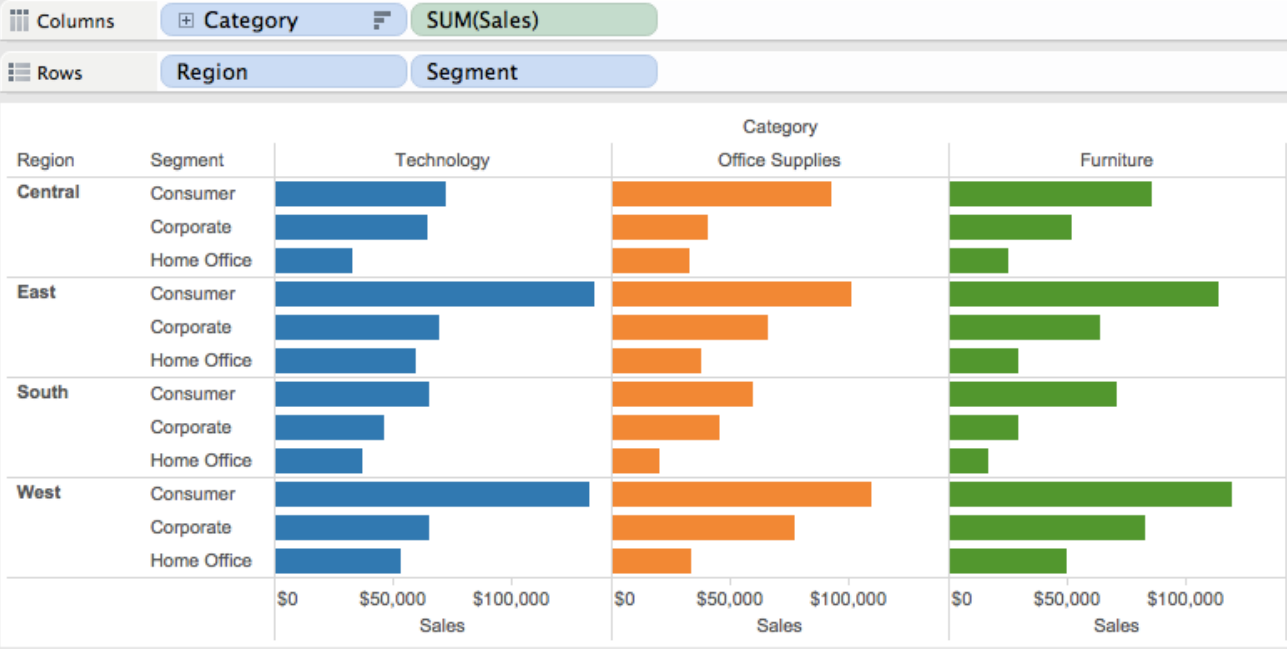
Automatic

Color Size Label

Detail Tooltip

Category

Technology
Office Supplies
Furniture



Data | Analytics

Sample - Superstore

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
- Location
- Product
 - Category
 - Sub-Category
 - Manufacturer
 - Product Name
- Profit (bin)
- Region
- Measure Names

Measures

- Discount
- Profit
- Profit Ratio
- Quantity
- Sales
- Latitude (generated)
- Longitude (generated)
- Number of Records
- Measure Values

Pages

Filters

Marks

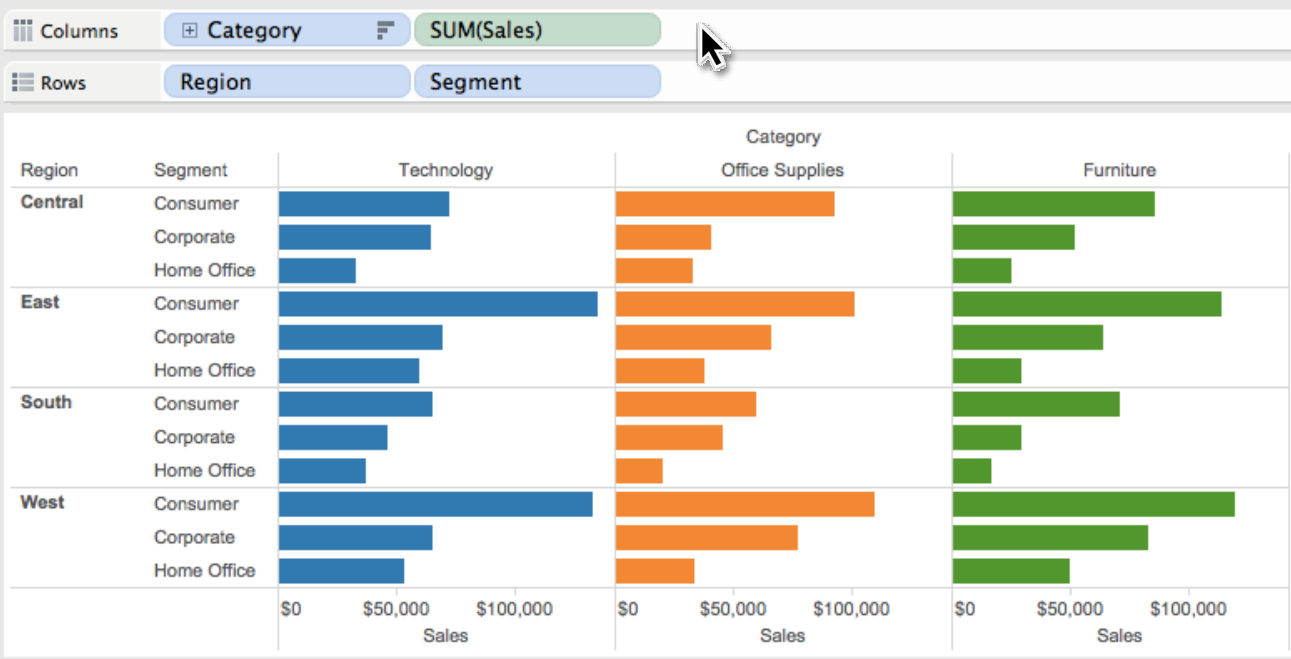
Automatic

Color Size Label

Detail Tooltip

Category

Technology
Office Supplies
Furniture



Data | Analytics

Sample - Superstore

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
- Location
- Product
 - Category
 - Sub-Category
 - Manufacturer
 - Product Name
- Profit (bin)
- Region
- Measure Names

Measures

- Discount
- Profit
- Profit Ratio
- Quantity
- Sales
- Latitude (generated)
- Longitude (generated)
- Number of Records
- Measure Values

Pages

Filters

Marks

All

Automatic

Color Size Label

Detail Tooltip

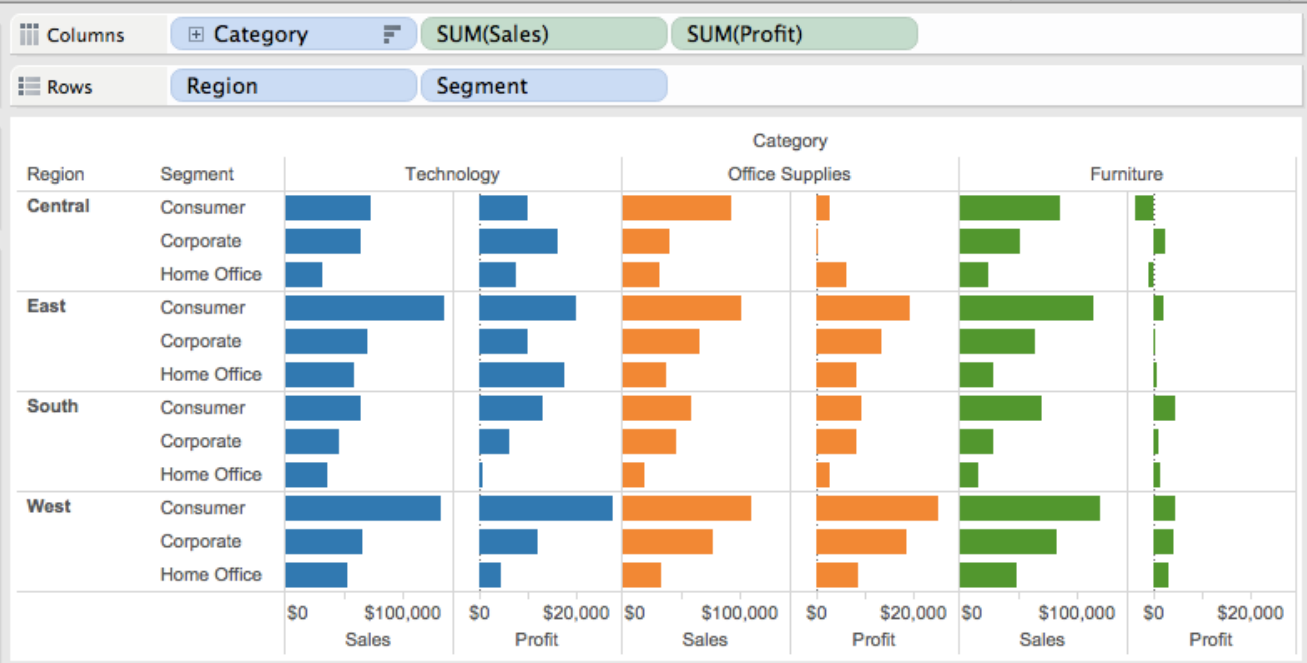
Category

SUM(Sales)

SUM(Profit)

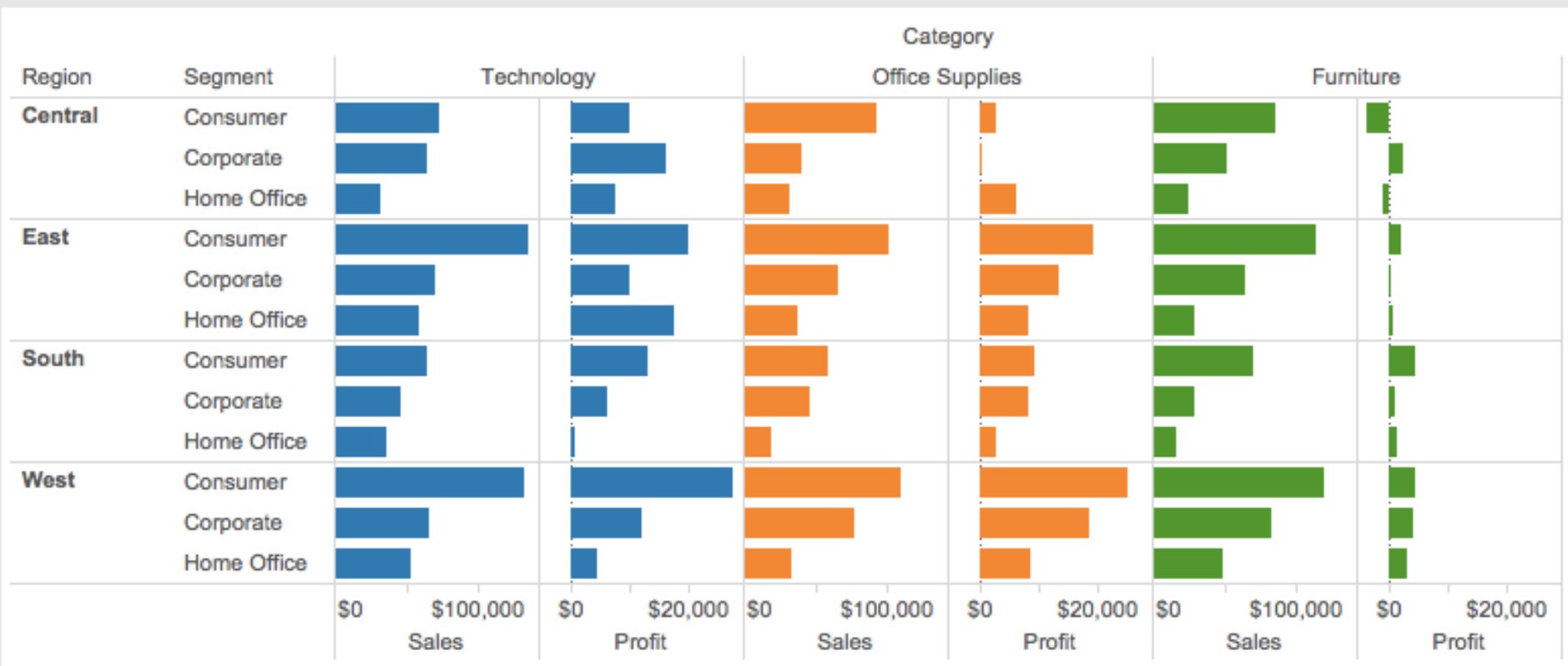
Category

- Technology
- Office Supplies
- Furniture



Columns **Category** ~~SUM(Sales)~~ **SUM(Profit)**

Rows **Region** **Segment**



Taxonomy of Interactions

Data and View Specification

Visualize, Filter, Sort, Derive

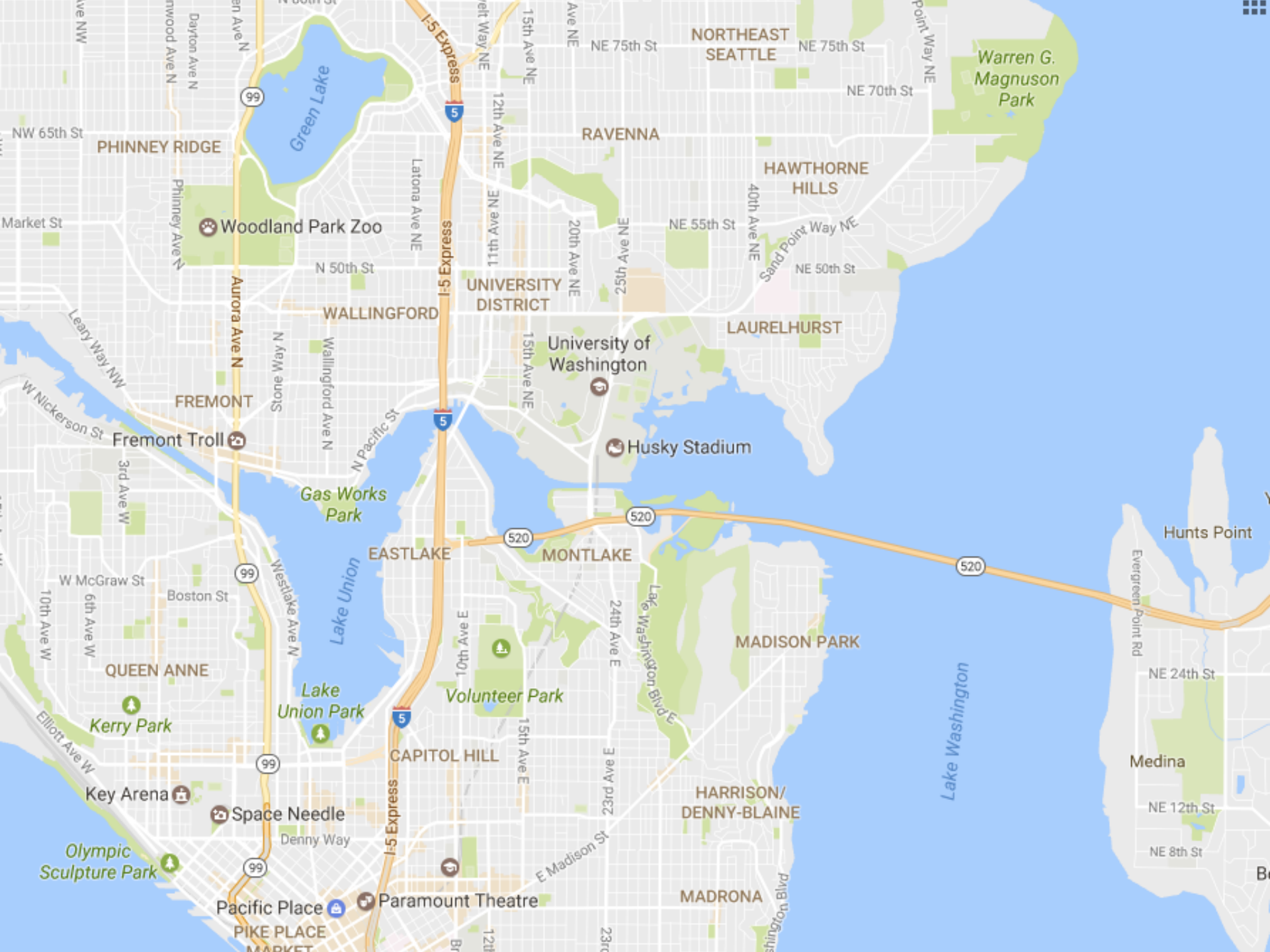
Taxonomy of Interactions

Data and View Specification

Visualize, Filter, Sort, Derive

View Manipulation

Select, Navigate, Coordinate, Organize



NORTHEAST SEATTLE

Warren G. Magnuson Park

RAVENNA

HAWTHORNE HILLS

Woodland Park Zoo

UNIVERSITY DISTRICT

University of Washington

LAURELHURST

FREMONT

Fremont Troll

Husky Stadium

Gas Works Park

EASTLAKE

MONTLAKE

Hunts Point

QUEEN ANNE

Kerry Park

Lake Union Park

Volunteer Park

MADISON PARK

CAPITOL HILL

Space Needle

HARRISON/DENNY-BLAINE

Medina

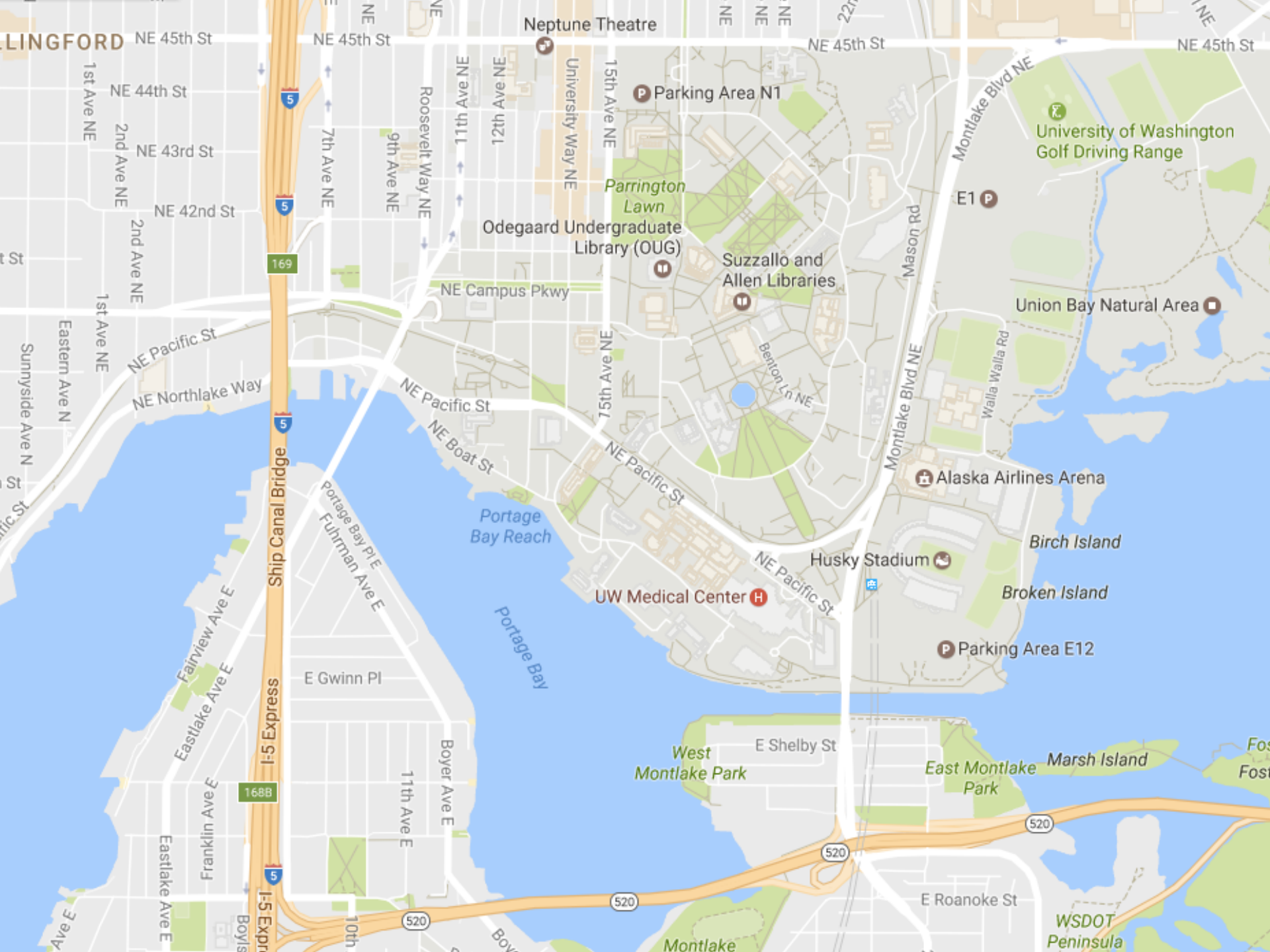
Olympic Sculpture Park

Pacific Place

Paramount Theatre

MADRONA

Lake Washington



LINGFORD

Neptune Theatre

Parking Area N1

University of Washington
Golf Driving Range

Odegaard Undergraduate
Library (OUG)

Suzzallo and
Allen Libraries

Union Bay Natural Area

NE Campus Pkwy

Alaska Airlines Arena

Birch Island

Portage Bay Reach

Husky Stadium

Broken Island

UW Medical Center

Parking Area E12

West
Montlake Park

East Montlake
Park

Marsh Island

Montlake

WSDOT
Peninsula

Taxonomy of Interactions

Data and View Specification

Visualize, Filter, Sort, Derive

View Manipulation

Select, Navigate, Coordinate, Organize

Taxonomy of Interactions

Data and View Specification

Visualize, Filter, Sort, Derive

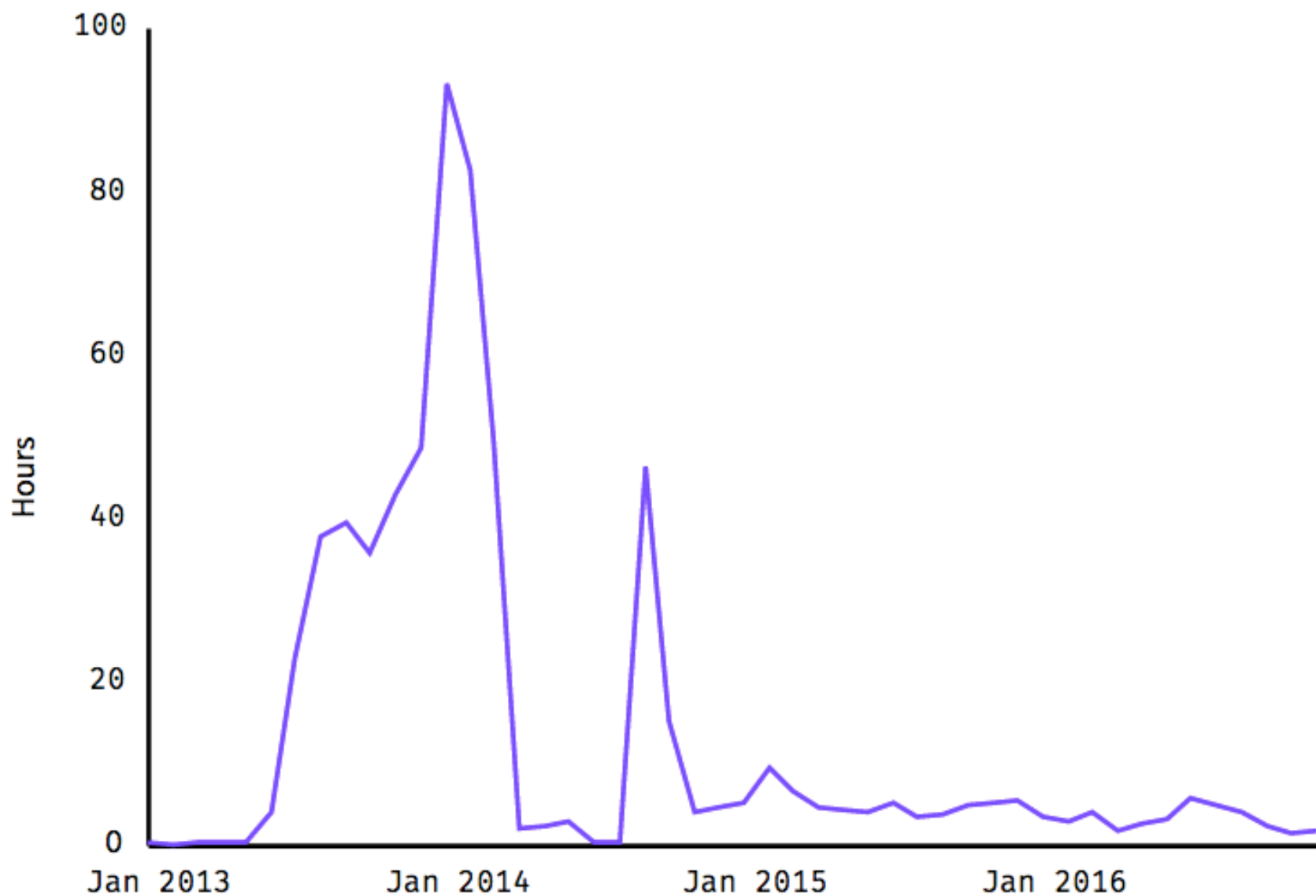
View Manipulation

Select, Navigate, Coordinate, Organize

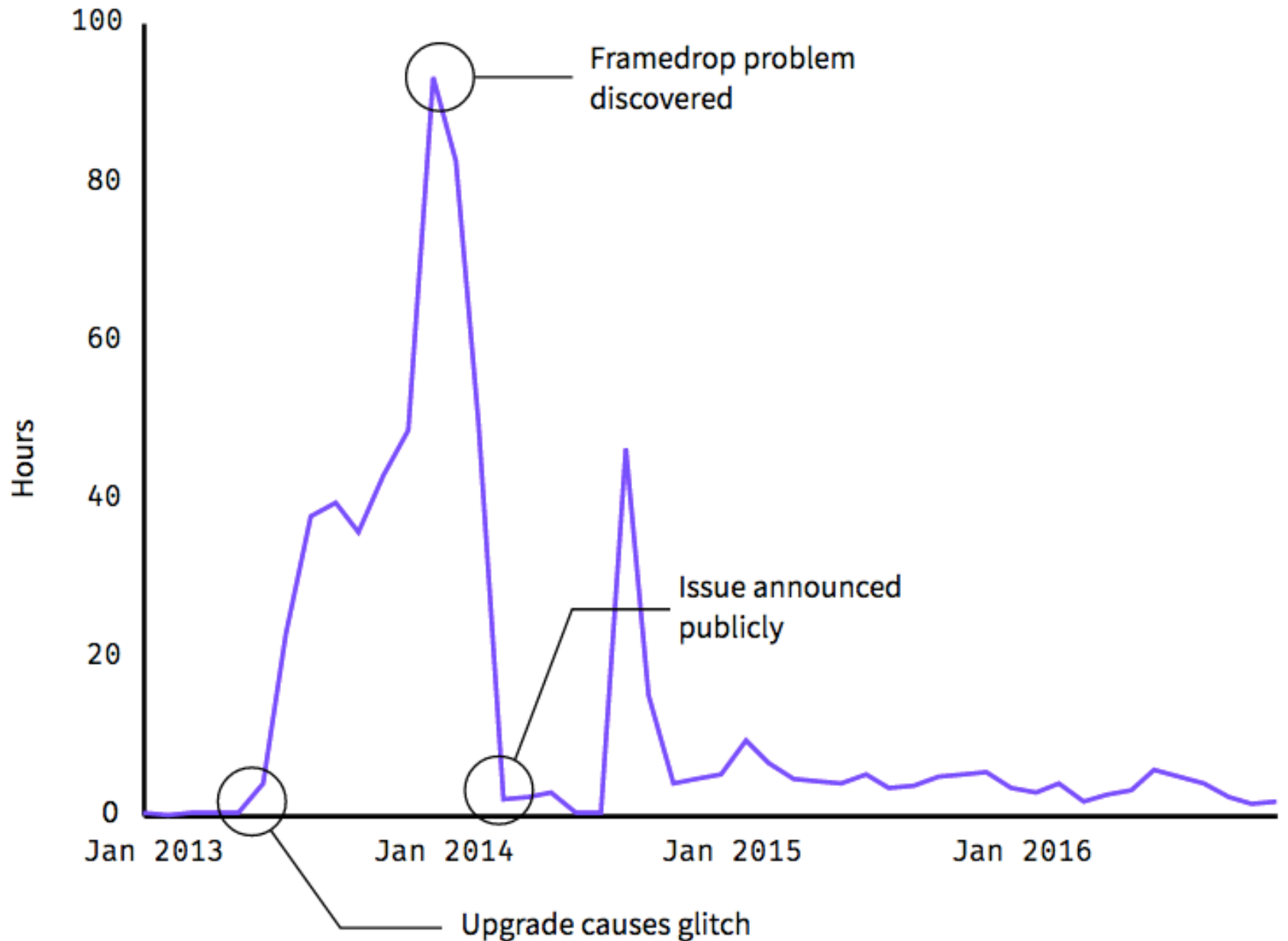
Process and Provenance

Record, Annotate, Share, Guide

Hours of footage lost each month due to dropped frames



Hours of footage lost each month due to dropped frames



Taxonomy of Interactions

Data and View Specification

Visualize, Filter, Sort, Derive

View Manipulation

Select, Navigate, Coordinate, Organize

Process and Provenance

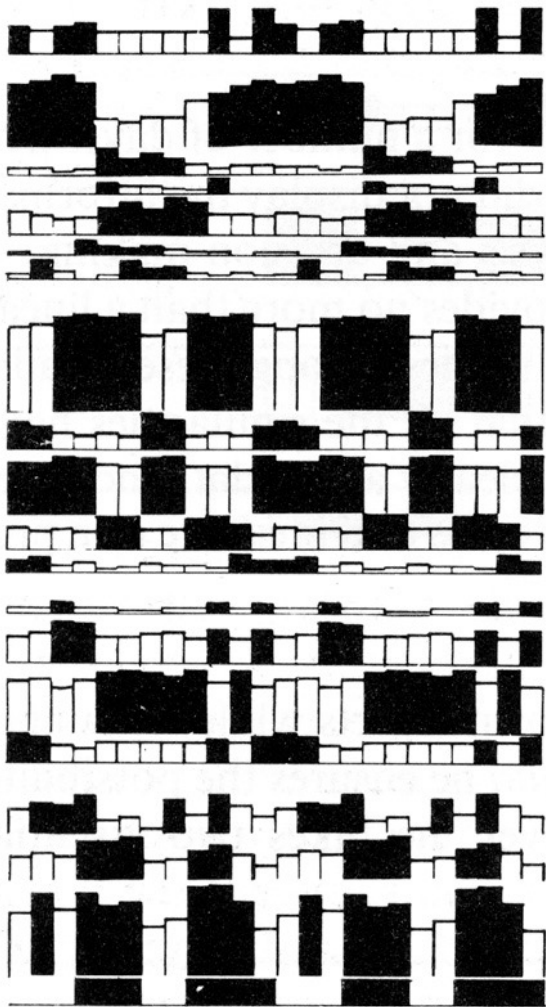
Record, Annotate, Share, Guide

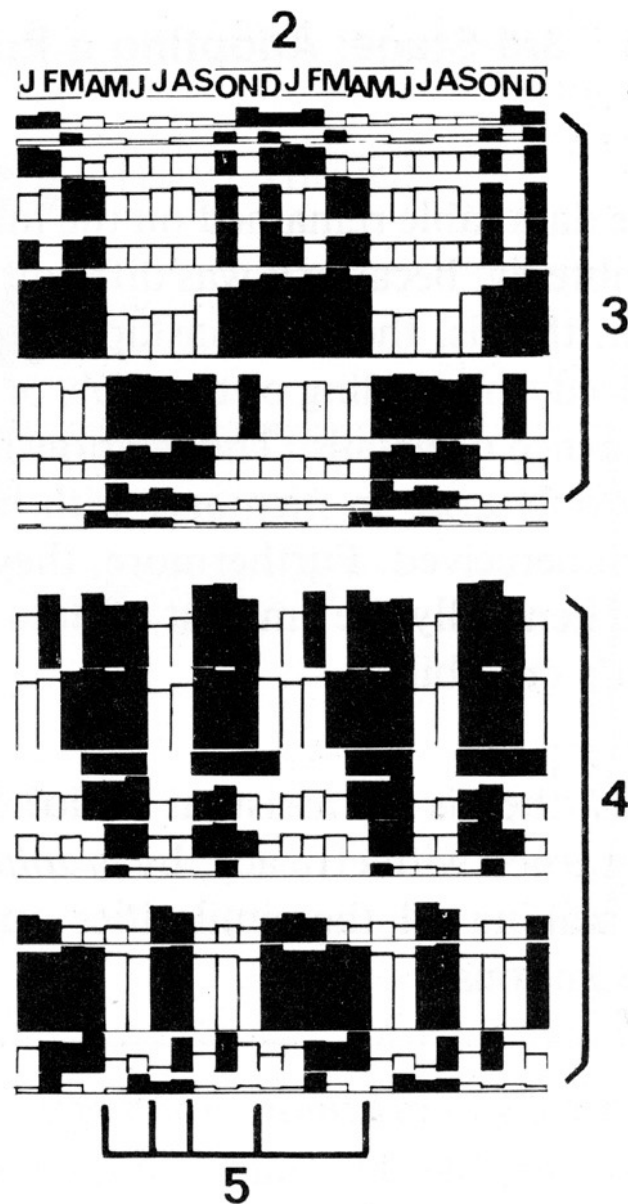
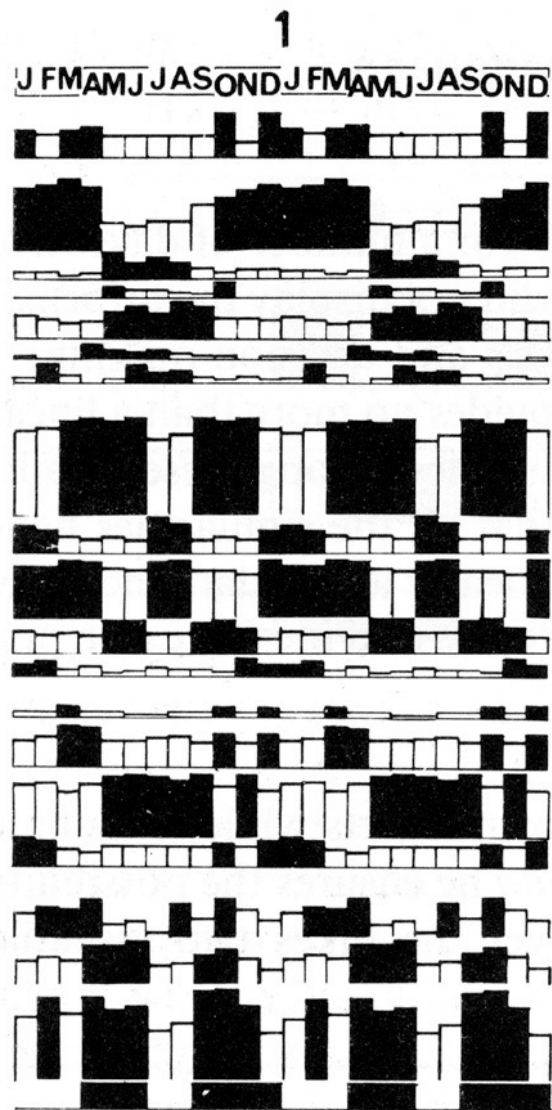
EXAMPLE:
Bertin's Hotel Data

J	F	M	A	M	J	J	A	S	O	N	D		
26	21	26	28	20	20	20	20	20	40	15	40	1	% CLIENTELE FEMALE
69	70	77	71	37	36	39	39	55	60	68	72	2	% —" — LOCAL
7	6	3	6	23	14	19	14	9	6	8	8	3	% —" — U.S.A.
0	0	0	0	8	6	6	4	2	12	0	0	4	% —" — SOUTH AMERICA
20	15	14	15	23	27	22	30	27	19	19	17	5	% —" — EUROPE
1	0	0	8	6	4	6	4	2	1	0	1	6	% —" — M.EAST, AFRICA
3	10	6	0	3	13	8	9	5	2	5	2	7	% —" — ASIA
78	80	85	86	85	87	70	76	87	85	87	80	8	% BUSINESSMEN
22	20	15	14	15	13	30	24	13	15	13	20	9	% TOURISTS
70	70	75	74	69	68	74	75	68	68	64	75	10	% DIRECT RESERVATIONS
20	18	19	17	27	27	19	19	26	27	21	15	11	% AGENCY —" —
10	12	6	9	4	5	7	6	6	5	15	10	12	% AIR CREWS
2	2	4	2	2	1	1	2	2	4	2	5	13	% CLIENTS UNDER 20 YEARS
25	27	37	35	25	25	27	28	24	30	24	30	14	% —" — 20-35 —" —
48	49	42	48	54	55	53	51	55	46	55	43	15	% —" — 35-55 —" —
25	22	17	15	19	19	19	19	19	20	19	22	16	% —" — MORE THAN 55 —" —
163	167	166	174	152	155	145	170	157	174	165	156	17	PRICE OF ROOMS
1.65	1.71	1.65	1.91	1.90	2.	1.54	1.60	1.73	1.82	1.66	1.44	18	LENGTH OF STAY
67	82	70	83	74	77	56	62	90	92	78	55	19	% OCCUPANCY
			X	X	X			X	X	X	X	20	CONVENTIONS

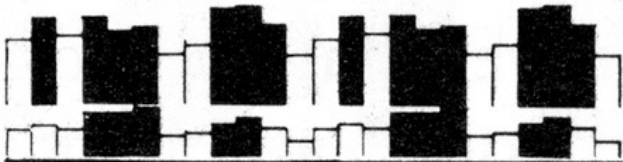
1

J FMAMJ JASONDJ FMAMJ JASOND



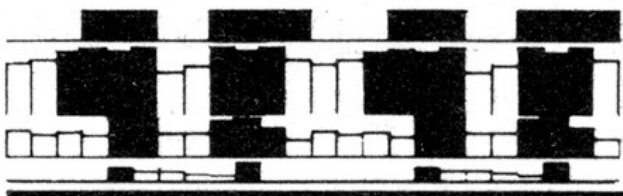


J F M A M J J A S O N D J F M A M J J A S O N D



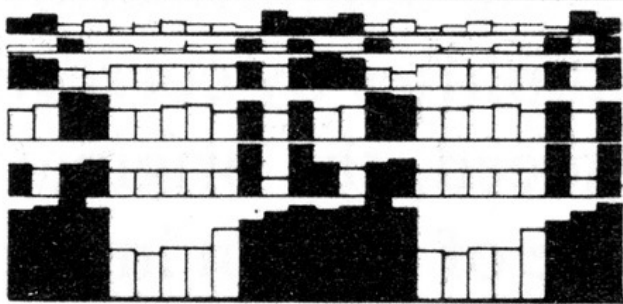
18 % OCCUPANCY
18 LENGTH OF STAY

ACTIVE AND SLOW PERIODS



20 CONVENTIONS
8 BUSINESSMEN
11 AGENCY RESERVATIONS
4 SOUTH AMERICA

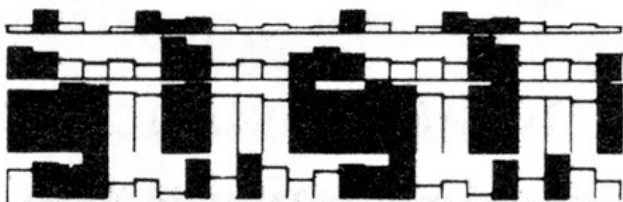
DISCOVERY FACTORS



18 AIR CREWS
18 CLIENTS UNDER 20 YEARS
18 CLIENTS MORE THAN 55 YEARS
14 CLIENTS FROM 20-35 YEARS
1 FEMALE CLIENTELE
2 LOCAL CLIENTELE

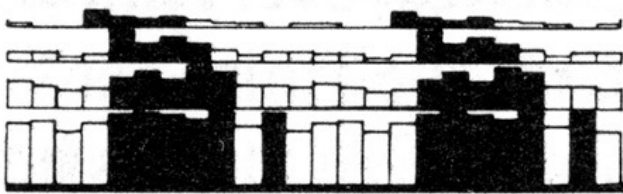
RECOVERY FACTORS

WINTER



7 ASIA
9 TOURISTS
10 DIRECT RESERVATION
17 PRICE OF ROOMS

WINTER-SUMMER



6 MIDDLE EAST, AFRICA
3 U. S. A.
5 EUROPE
15 CLIENTS FROM 35-55 YEARS

SUMMER



[Graphics and Graphic Information Processing, Bertin 81]



[Graphics and Graphic Information Processing, Bertin 81]



[Graphics and Graphic Information Processing, Bertin 81]

EXAMPLE:

Tukey et al.'s PRIM-9



PRIM-9, Tukey, Fisherkeller, Friedman 1972

L.



L,



Administrivia

A2: Exploratory Data Analysis

Use visualization software to form & answer questions

First steps:

Step 1: Pick domain & data

Step 2: Pose questions

Step 3: Profile the data

Iterate as needed

Create visualizations

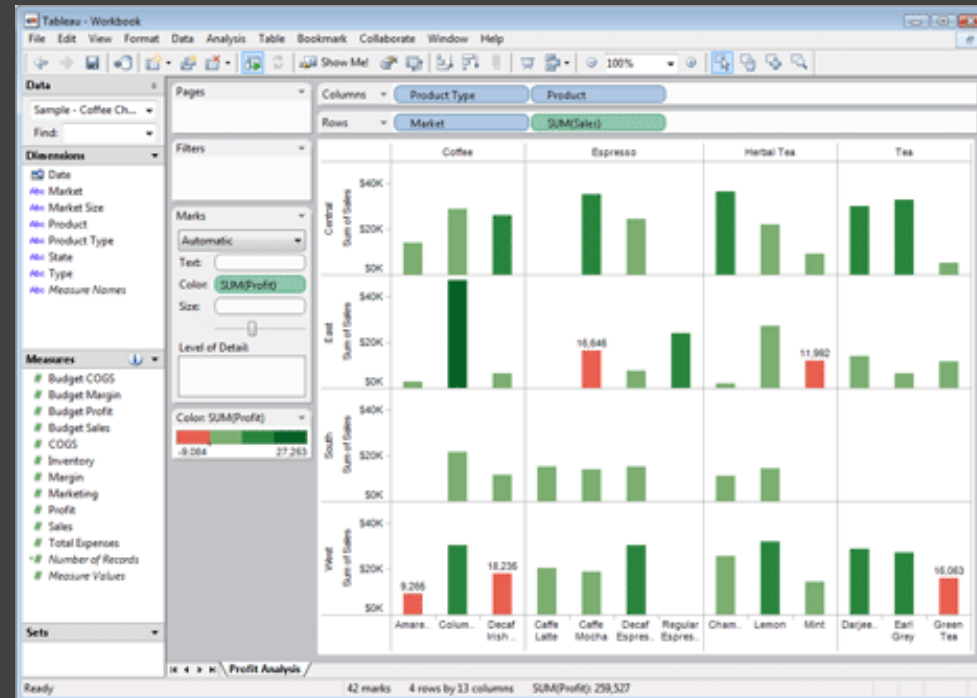
Interact with data

Refine your questions

Author a report

Screenshots of most insightful views (8+)

Include titles and captions for each view



Due by 11:59pm

Monday, Jan 25

Course Participation & Policies

Week 3 Participation - 11:59pm Mon Jan 25th

Quiz ([link to Ed Sway](#)) and Discussion Post ([link to Ed](#))

Discussion post should be one subset

Late Policy: We will automatically deduct 10% for each day an assignment is late. Please contact the instructors well in advance to request an extension if needed.

Plagiarism Policy: Assignments should consist primarily of original work. Building off of others' work—including 3rd party libraries, public source code examples, and design ideas—is acceptable and in most cases encouraged. However, failure to cite such sources will result in score deductions proportional to the severity of the oversight.

A3: Ethical & Deceptive Visualization

Use visualizations to communicate and influence insights

Design both an ethical and deceptive visualization

Ethical Visualization: honestly and transparently communicate the data with an effective and expressive visualization design that is easy to interpret for viewers

Deceptive Visualization: intentionally influence viewer's perception to mislead their insights, without revealing it's role as the deceptive design

Due by **11:59 pm PST, Monday February 8**

A3: Ethical & Deceptive Visualization

Use visualizations to communicate and influence insights

Design both an ethical and deceptive visualization

Step 1: Pick a dataset

Consider using the same data for your final project

Step 2: Pose question(s) and identify insights

Use exploratory data analysis to get familiar with the data.

Document your questions in your assignment write-up

Step 3: Design visualizations

Create your ethical and deceptive visualization designs

Consider how visual and narrative elements can be incorporated

A3: Ethical & Deceptive Visualization

Deliverables (upload via Canvas; [see A3 page](#))

Image of your visualization (PNG or JPG format)

Image file names **should not give away which design is which**

Write-up including a short description + design rationale

Due by **11:59 pm PST, Monday February 8th**

Assignment A3b: Peer Evaluation ([see course website](#))

Provide constructive feedback on **four peer designs**

Guess which visualization designs are deceptive and ethical

Due by 11:59pm PST, Monday February 15th

Selection

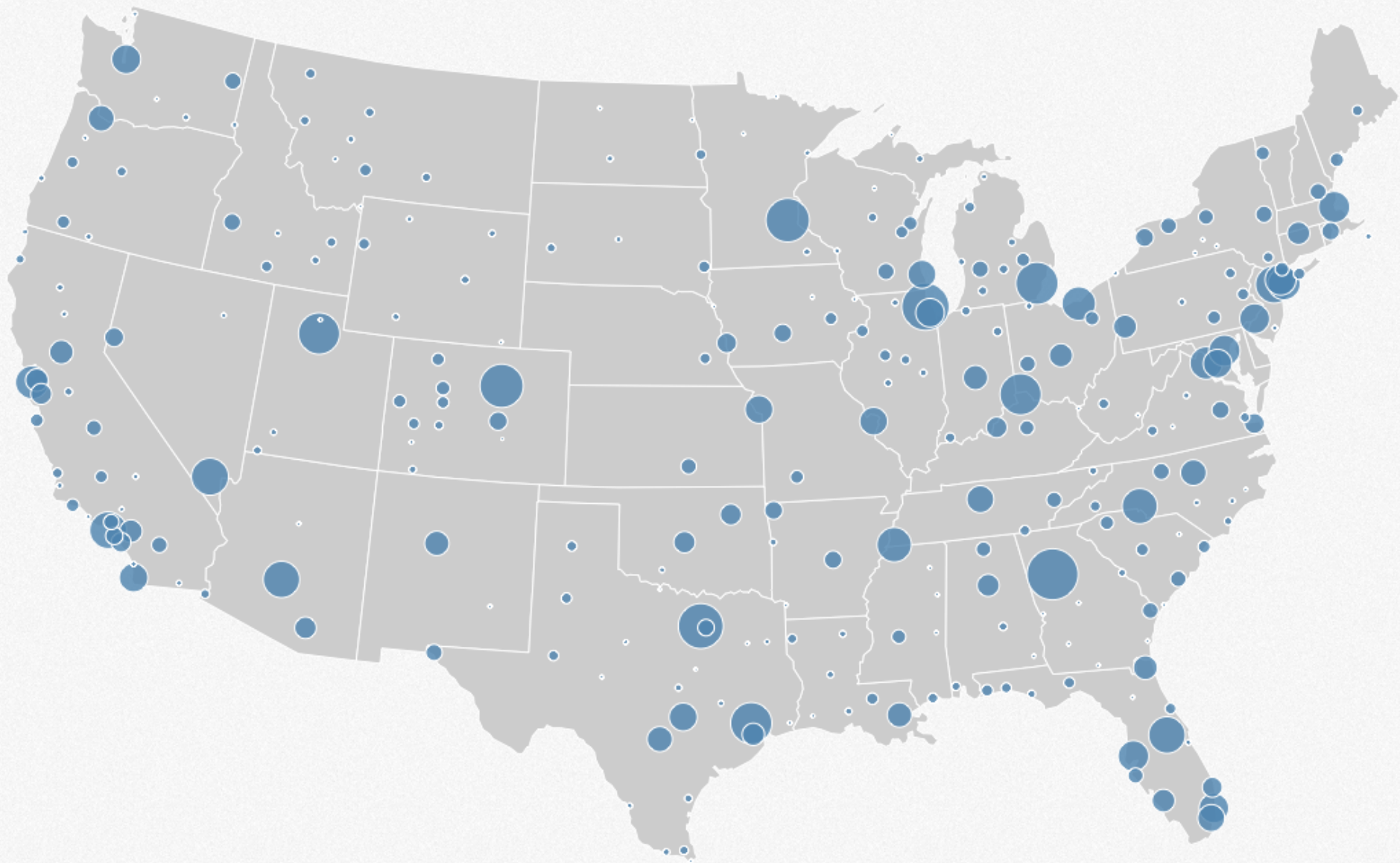
Basic Selection Methods

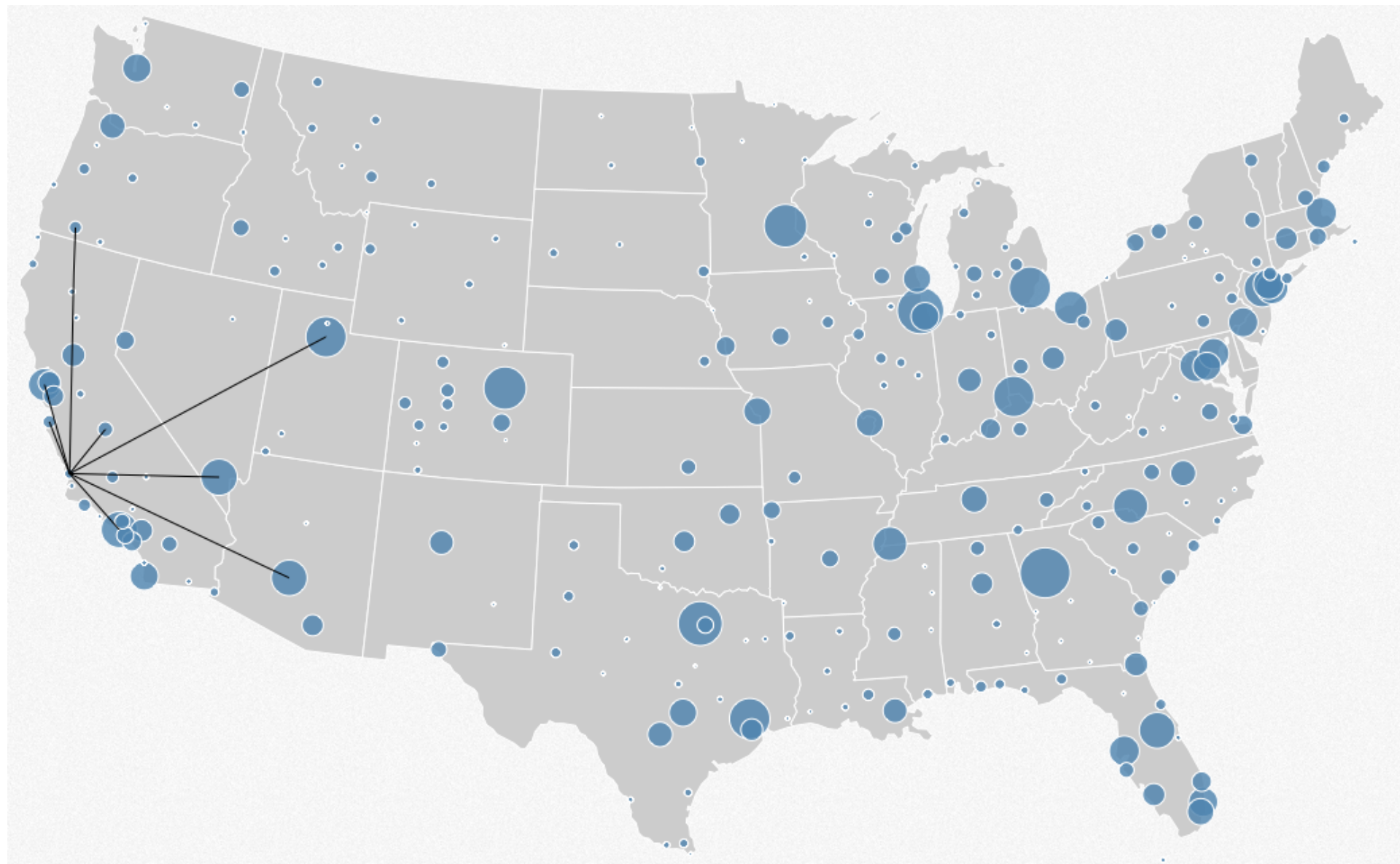
Point Selection

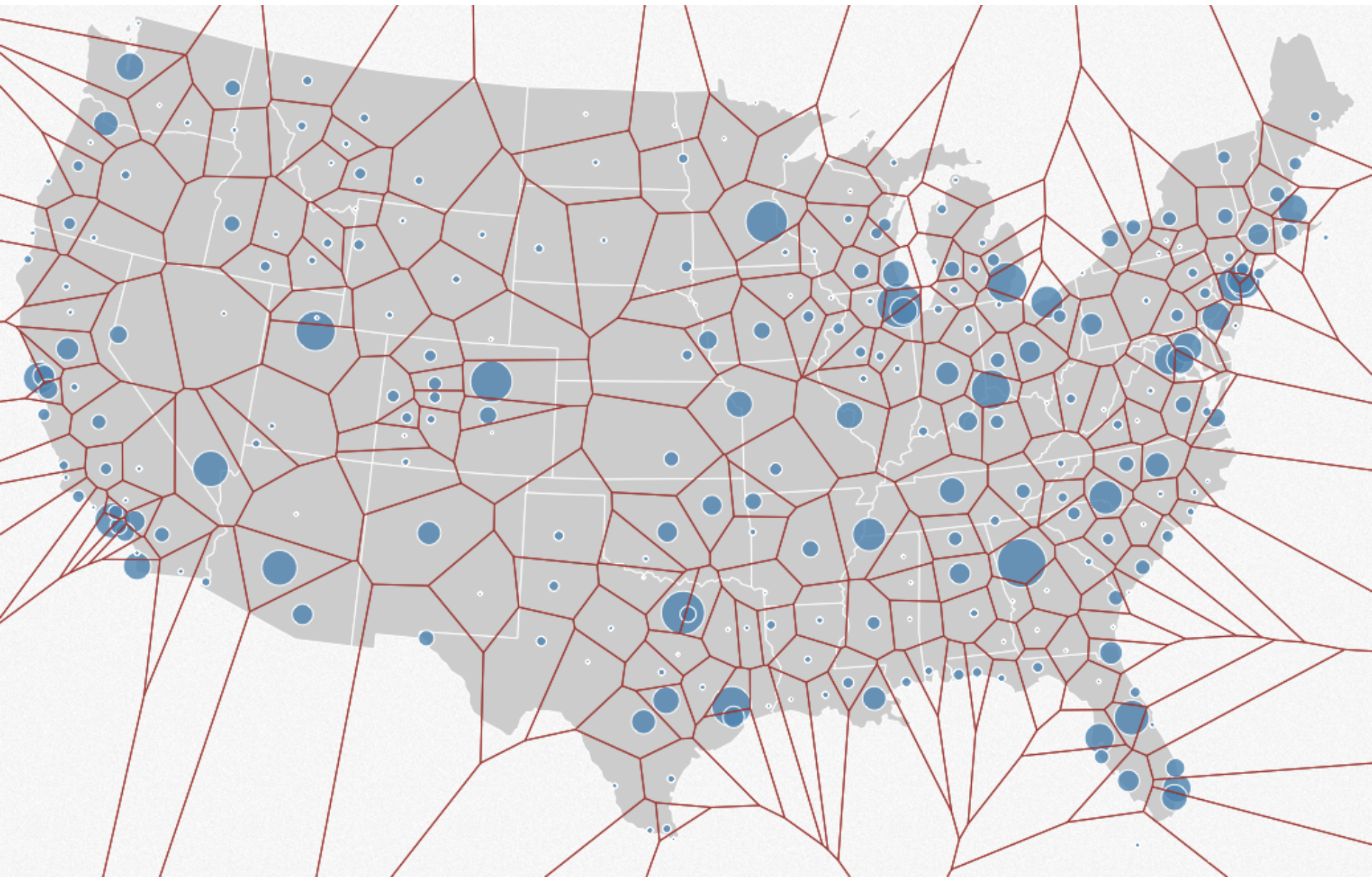
Mouse Hover / Click

Touch / Tap

Select Nearby Element (e.g., Bubble Cursor)







Basic Selection Methods

Point Selection

Mouse Hover / Click

Touch / Tap

Select Nearby Element (e.g., Bubble Cursor)

Region Selection

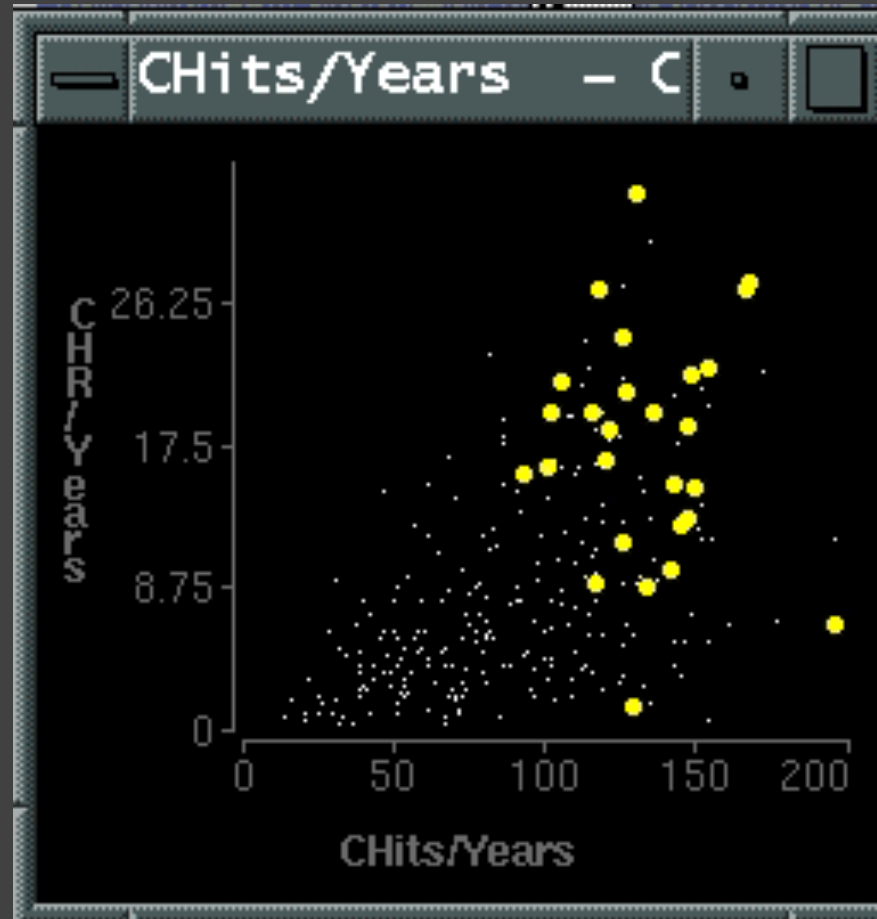
Rubber-band (rectangular) or Lasso (freehand)

Area cursors ("brushes")

Brushing & Linking

Brushing

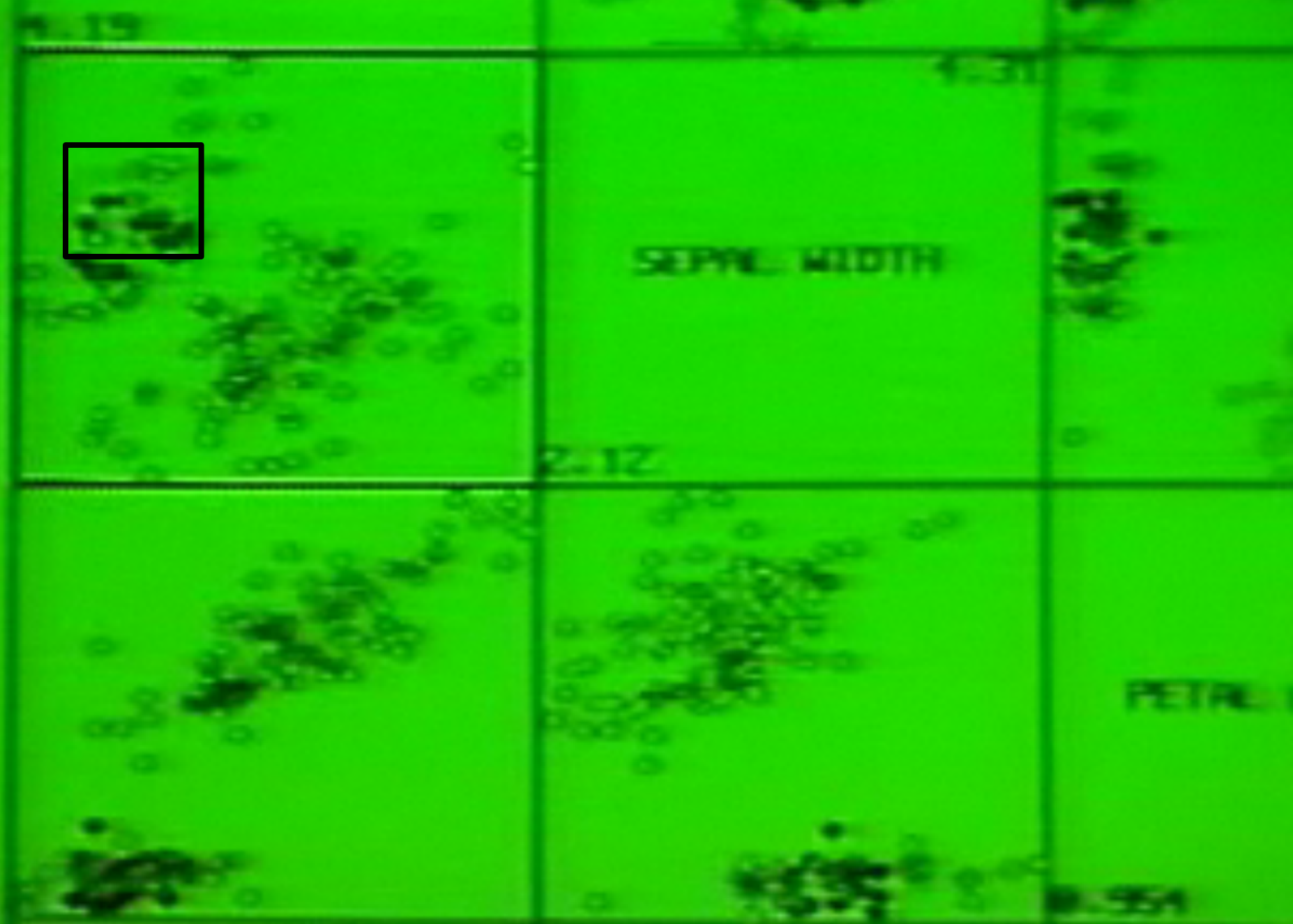
Direct attention to a subset of data [Wills 95]



Brushing & Linking

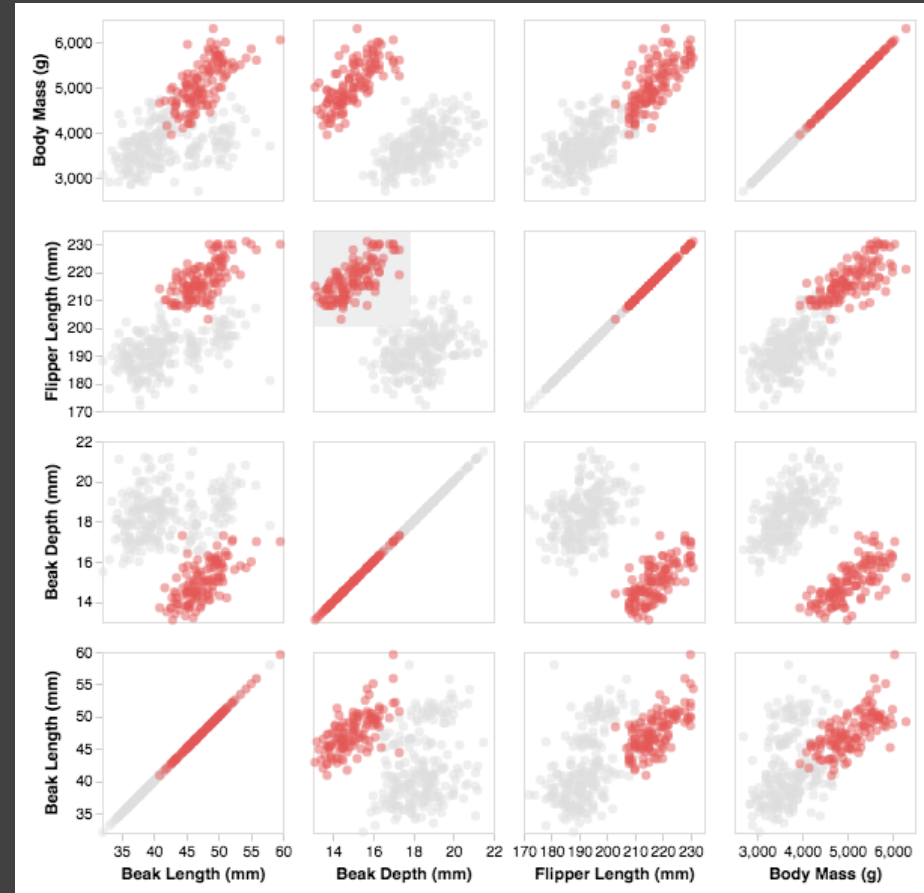
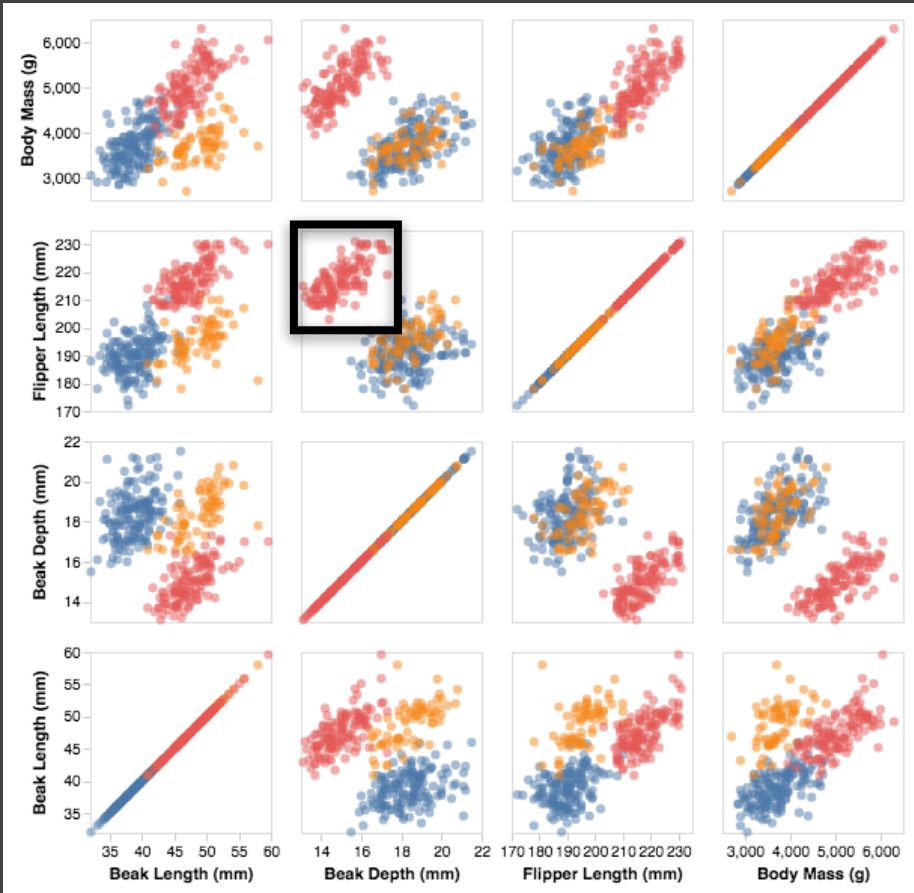
Select ("**brush**") a subset of data
See selected data in other views

The components must be **linked**
by *tuple* (matching data points), or
by *query* (matching range or values)



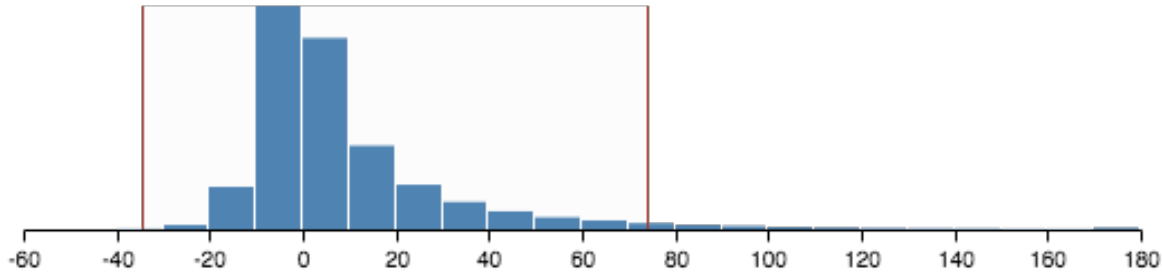
Brushing Scatterplots, Becker & Cleveland 1982

Brushing Scatterplots

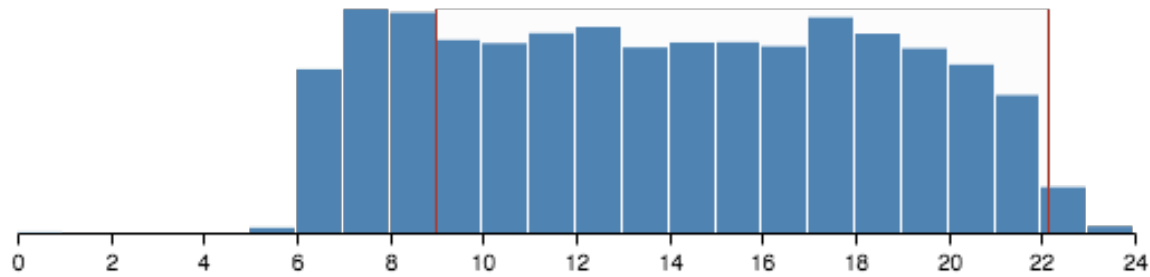


Cross-Filtering

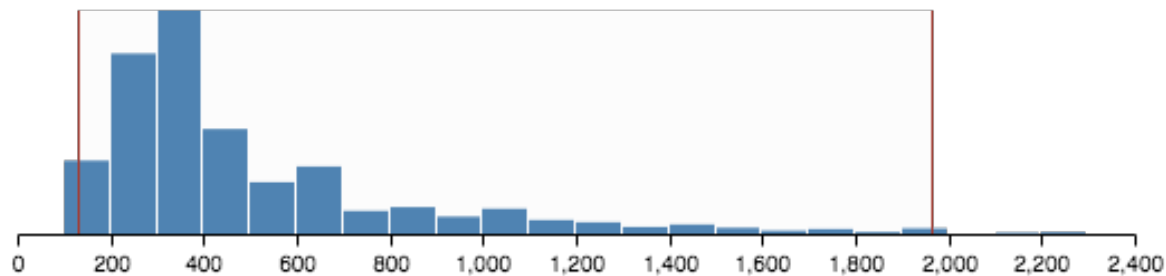
Arrival Delay (min)



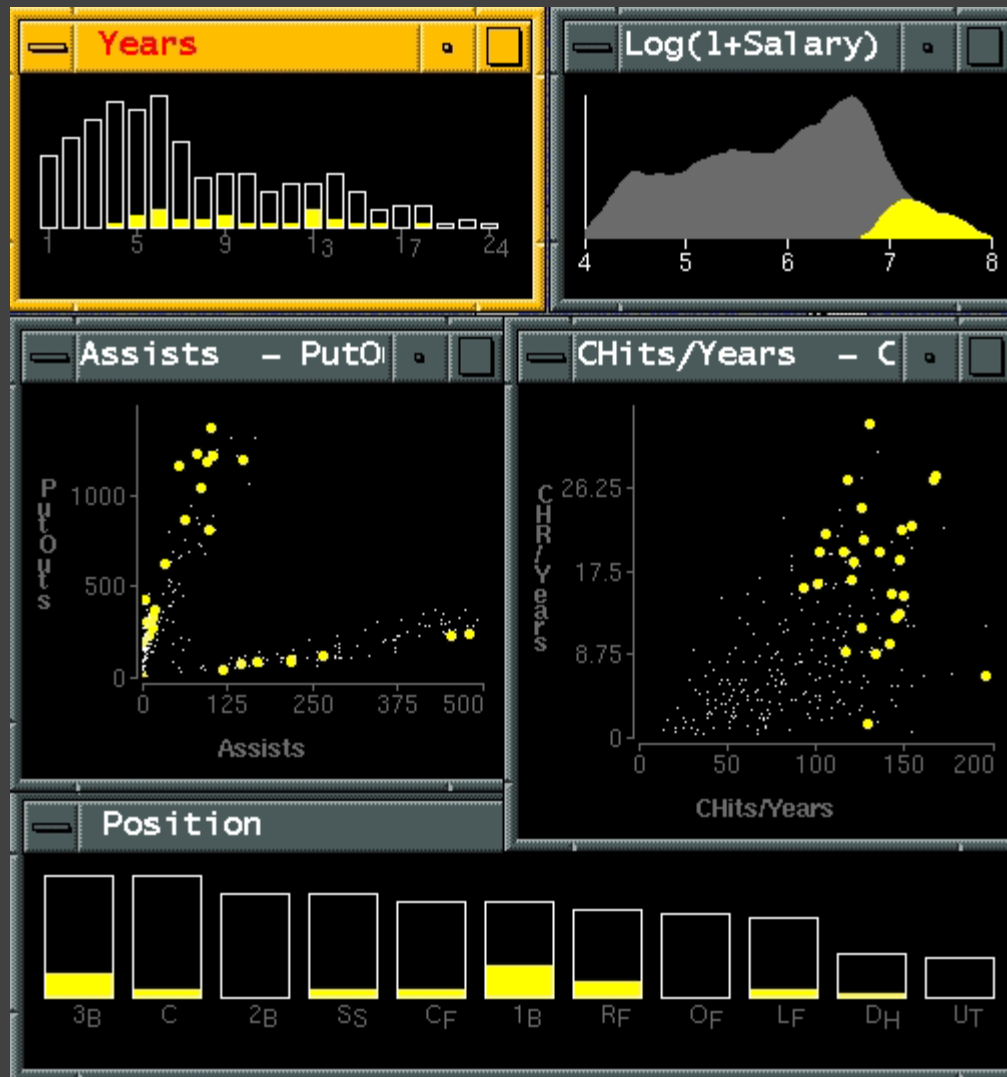
Local Departure Time (hour)



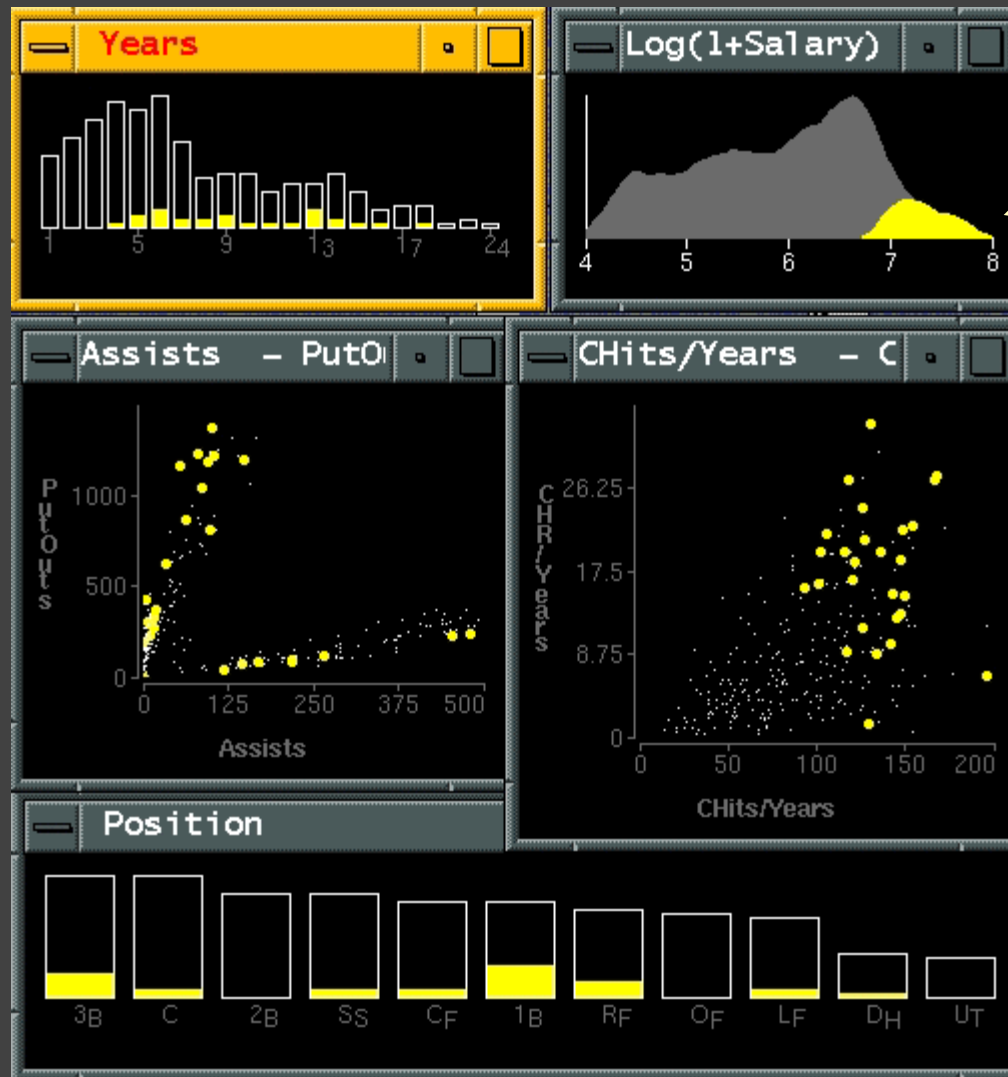
Travel Distance (miles)



Baseball Statistics [Wills 95]

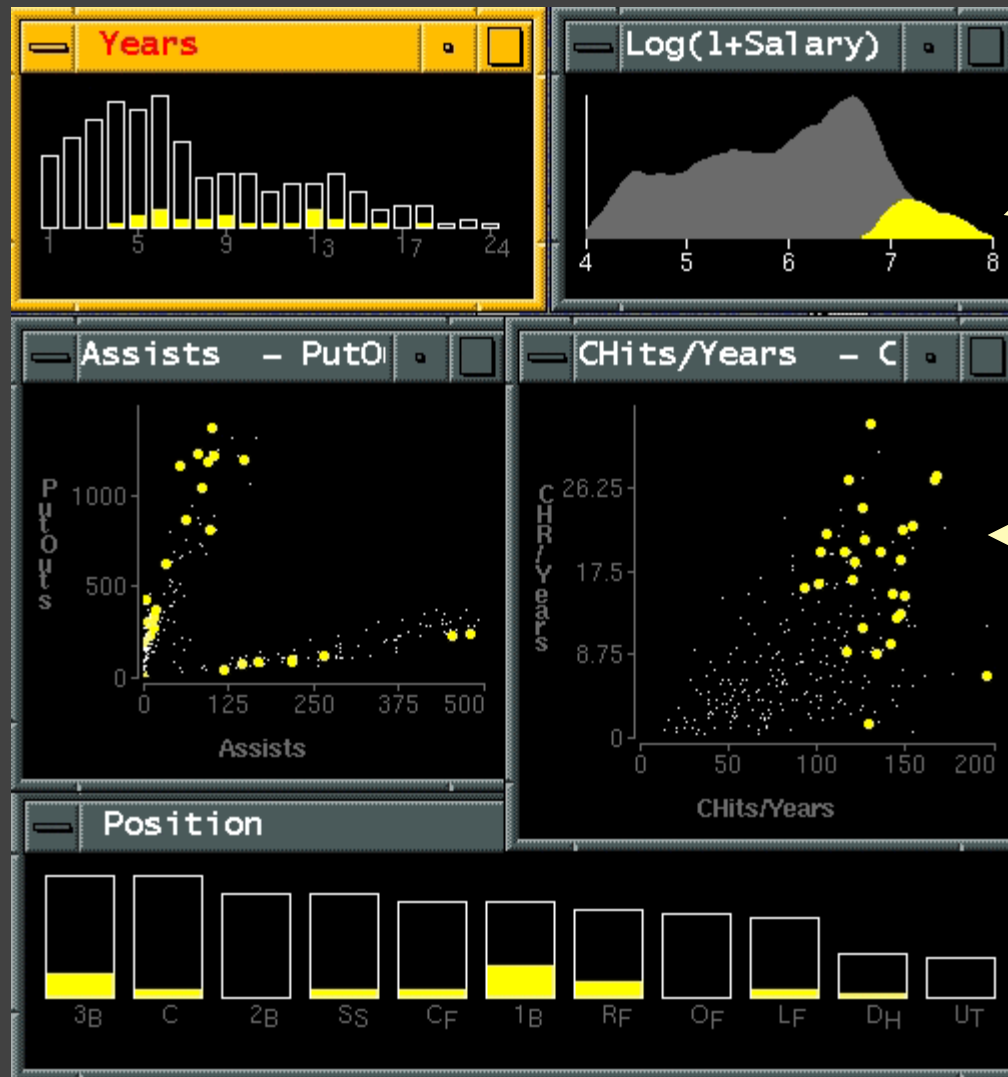


Baseball Statistics [Wills 95]



select high salaries

Baseball Statistics [Wills 95]

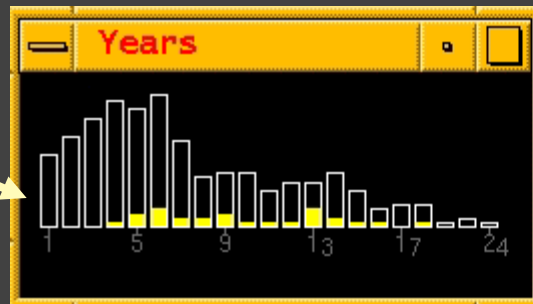


select high salaries

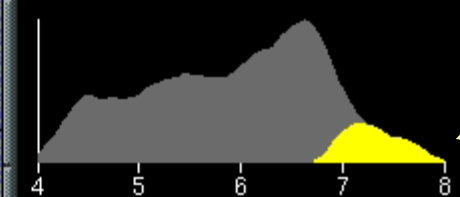
avg career HRs vs avg career hits (batting ability)

Baseball Statistics [Wills 95]

how long
in majors

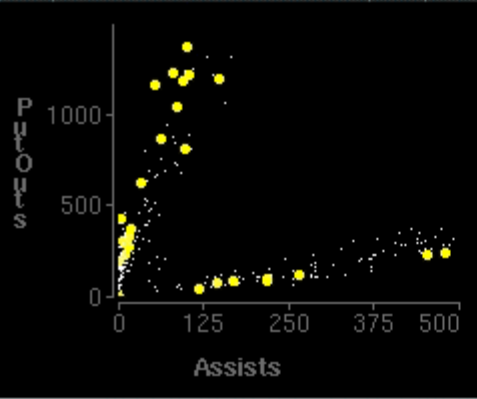


Log(1+Salary)

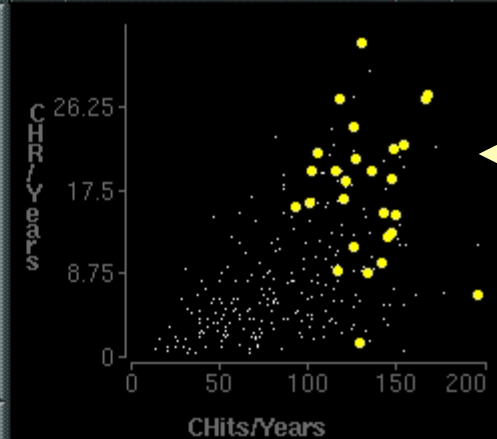


select high
salaries

Assists - PutO

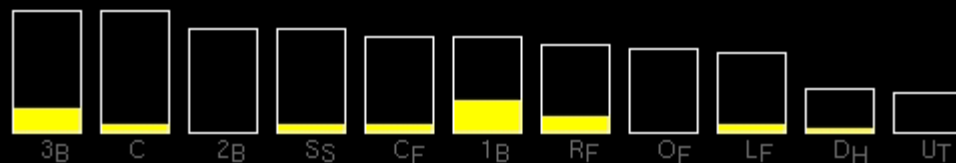


CHits/Years - C



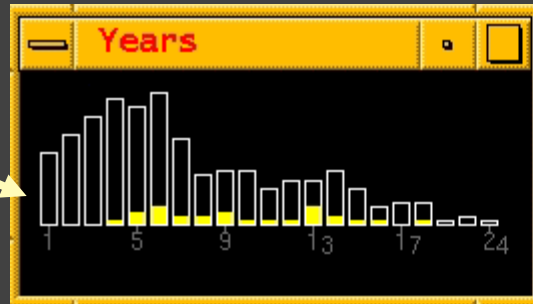
avg career
HRs vs avg
career hits
(batting ability)

Position

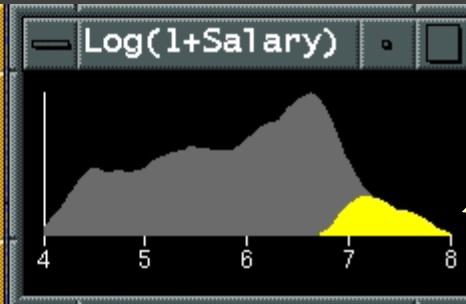


Baseball Statistics [Wills 95]

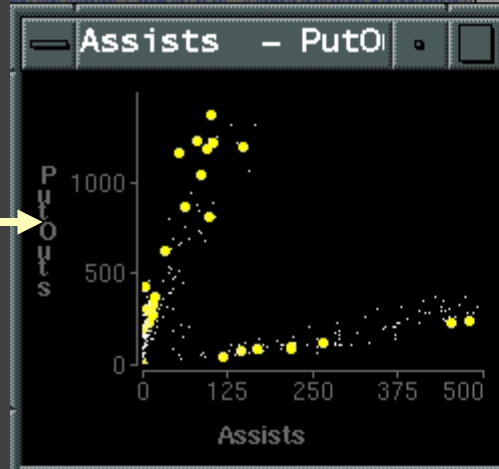
how long
in majors



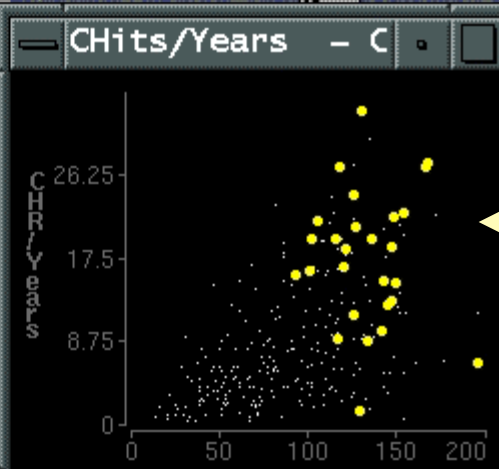
select high
salaries



avg assists vs
avg putouts
(fielding ability)



avg career
HRs vs avg
career hits
(batting ability)

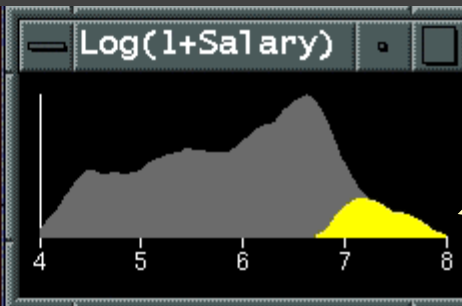


Baseball Statistics [Wills 95]

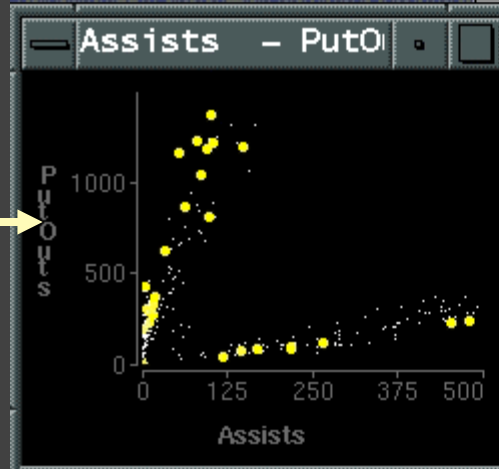
how long
in majors



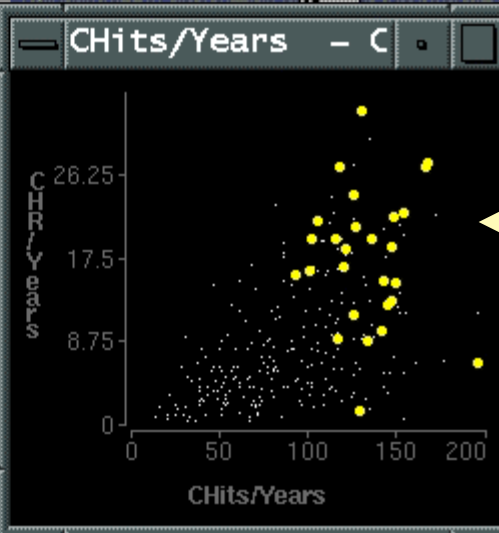
select high
salaries



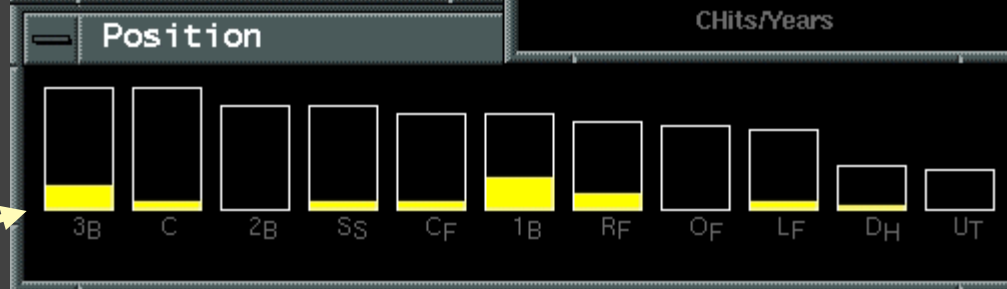
avg assists vs
avg putouts
(fielding ability)



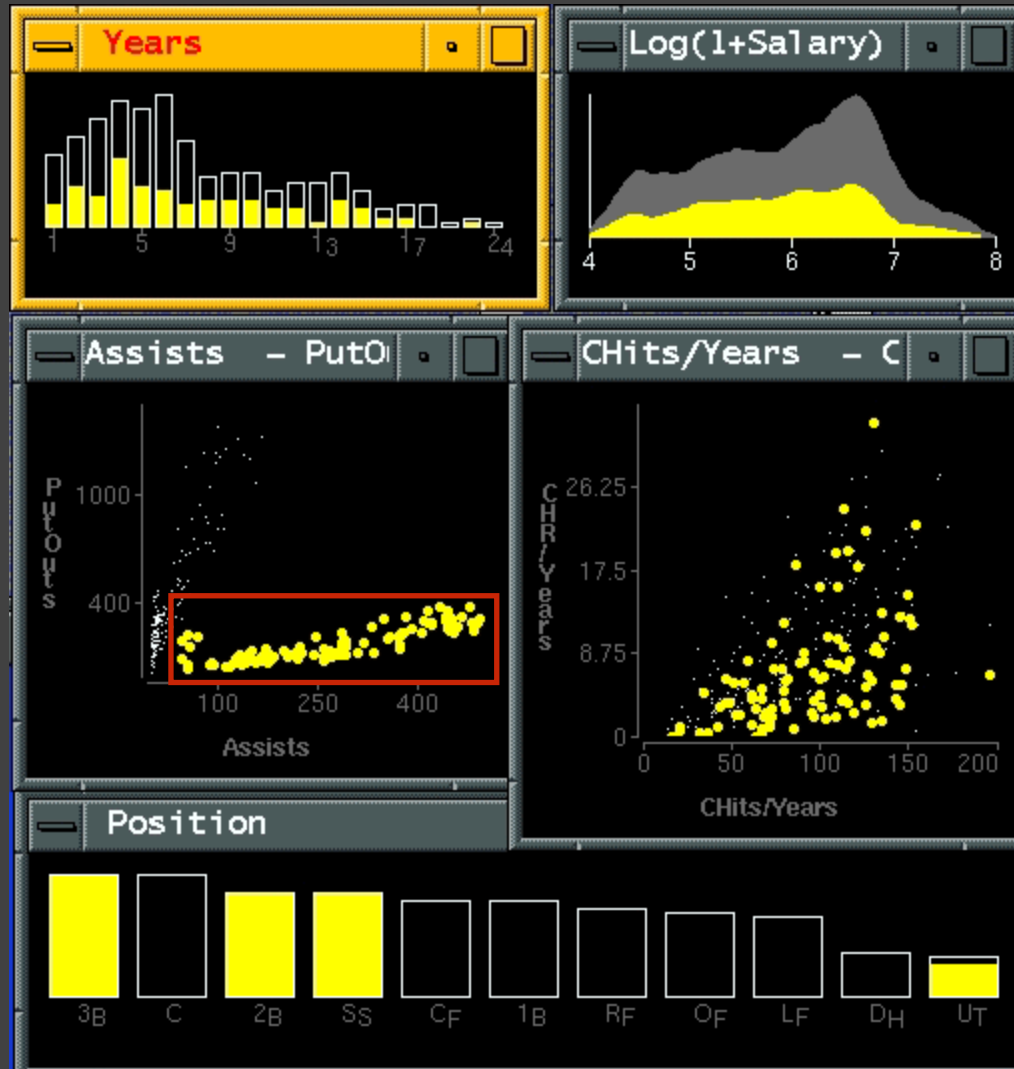
avg career
HRs vs avg
career hits
(batting ability)



distribution
of positions
played



Linking Assists to Positions



Dynamic Queries

Query & Results

SELECT house FROM seattle_homes

WHERE price < 1,000,000 AND bedrooms > 2

ORDER BY price

Dynamic Browser : DC Home Finder

IdNumber	Dwelling	Address	City
2	House	5256 S. Capitol St.	Beltsville, MD
4	House	5536 S. Lincoln St.	Beltsville, MD
5	House	5165 Jones Street	Beltsville, MD
8	House	5007 Jones Street	Beltsville, MD
9	House	4872 Jones Street	Beltsville, MD
17	House	5408 S. Capitol St.	Beltsville, MD
20	House	5496 S. Capitol St.	Beltsville, MD
85	Condo	5459 S. Lincoln St.	Laurel, MD
86	Condo	5051 S. Lincoln St.	Laurel, MD
88	Condo	5159 Hamilton Street	Laurel, MD
92	Condo	5132 Hamilton Street	Laurel, MD
93	Condo	5221 S. Lincoln St.	Laurel, MD
94	Condo	5043 S. Lincoln St.	Laurel, MD
95	Condo	4970 Jones Street	Laurel, MD
97	Condo	4677 Jones Street	Laurel, MD
98	Condo	4896 S. Capitol St.	Laurel, MD
99	Condo	5048 S. Capitol St.	Laurel, MD
100	Condo	4597 31st Street	Laurel, MD
101	Condo	5306 S. Lincoln St.	Laurel, MD
103	Condo	5562 Glass Road	Laurel, MD
105	Condo	5546 Hamilton Street	Laurel, MD
152	House	7670 31st Street	Upper Marlboro, MD

Issues with Textual Queries

1. For programmers
2. Rigid syntax
3. Only shows exact matches
4. Too few or too many hits
5. No hint on how to reformulate the query
6. Slow question-answer loop
7. Results returned as table

HomeFinder



The yellow dots above are homes in the DC area for sale. You may get more information on a home by selecting it.

You may drag the 'A' and 'B' distance markers to your office or any other location you want to live near.

Select distances, bedrooms, and cost ranges by dragging the corresponding slider boxes on the right.

Select specific home types and services by pressing the labeled buttons on the right.

Dynamic HomeFinder

Reset Quit

Save Print

Dist to A:
1 30
19

Dist to B:
1 30
6

Bedrooms:
1 2 4 7

Cost:
\$50k \$500k
16 38

Look at:
Hse TH Cnd

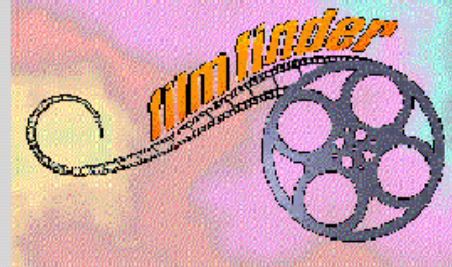
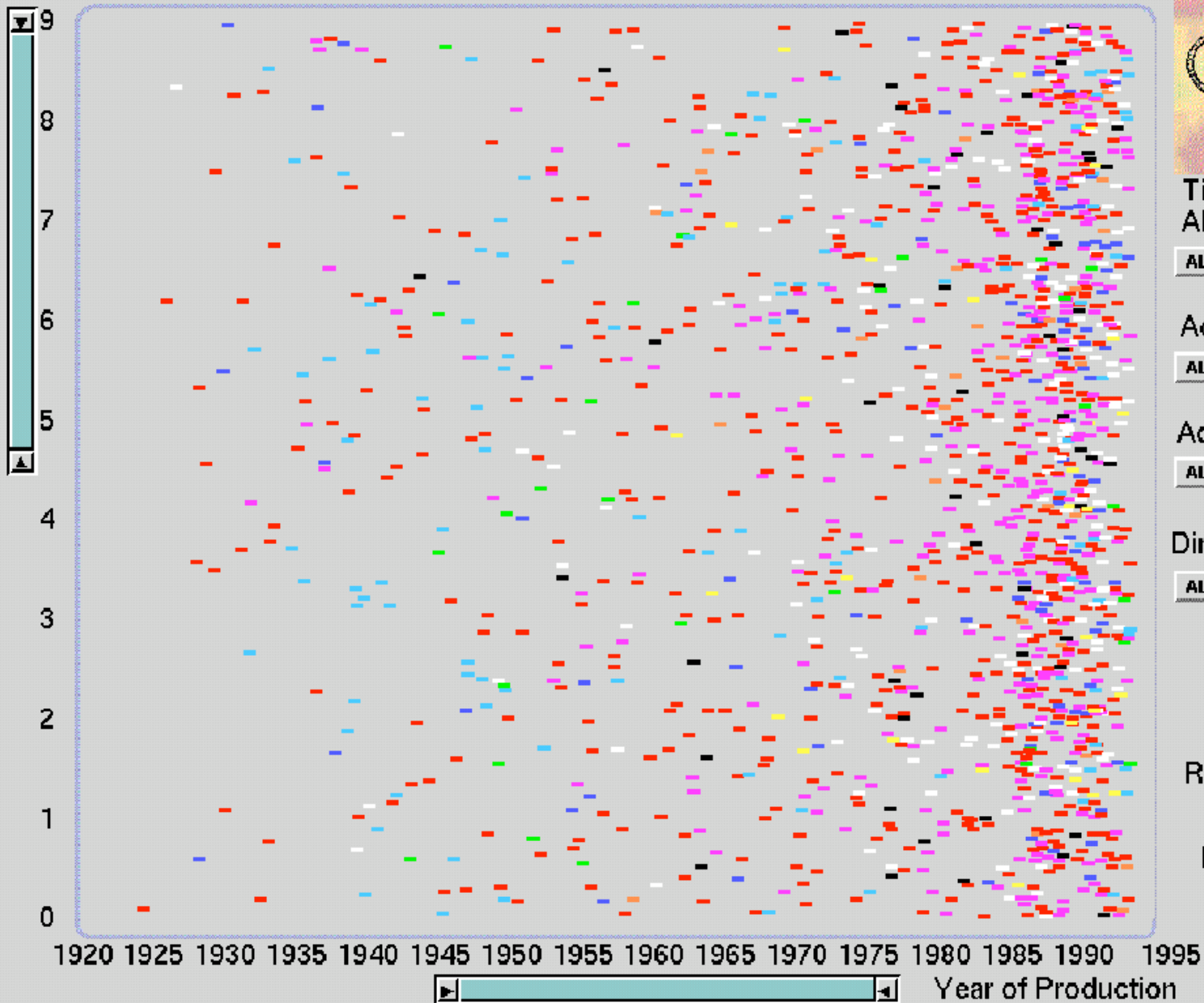
Features:
Grg Fp1
CAC New

[Williamson and Shneiderman 92]

Direct Manipulation

1. Visual representation of objects and actions
2. Rapid, incremental and reversible actions
3. Selection by pointing (not typing)
4. Immediate and continuous display of results

Popularity



Title : ALL

ALL ABCDFGHLMNPRSTWZ

Actor : ALL

ALL ABCDFGHJKLM PRSTWZ

Actress : ALL

ALL ABCDFGHJKLM PRSTWZ

Director : ALL

ALL ABCDFGHJKLM PRSTWZ

0 Length 450

0 450

Ratings G PG PG-13 R

Films Shown: 1455

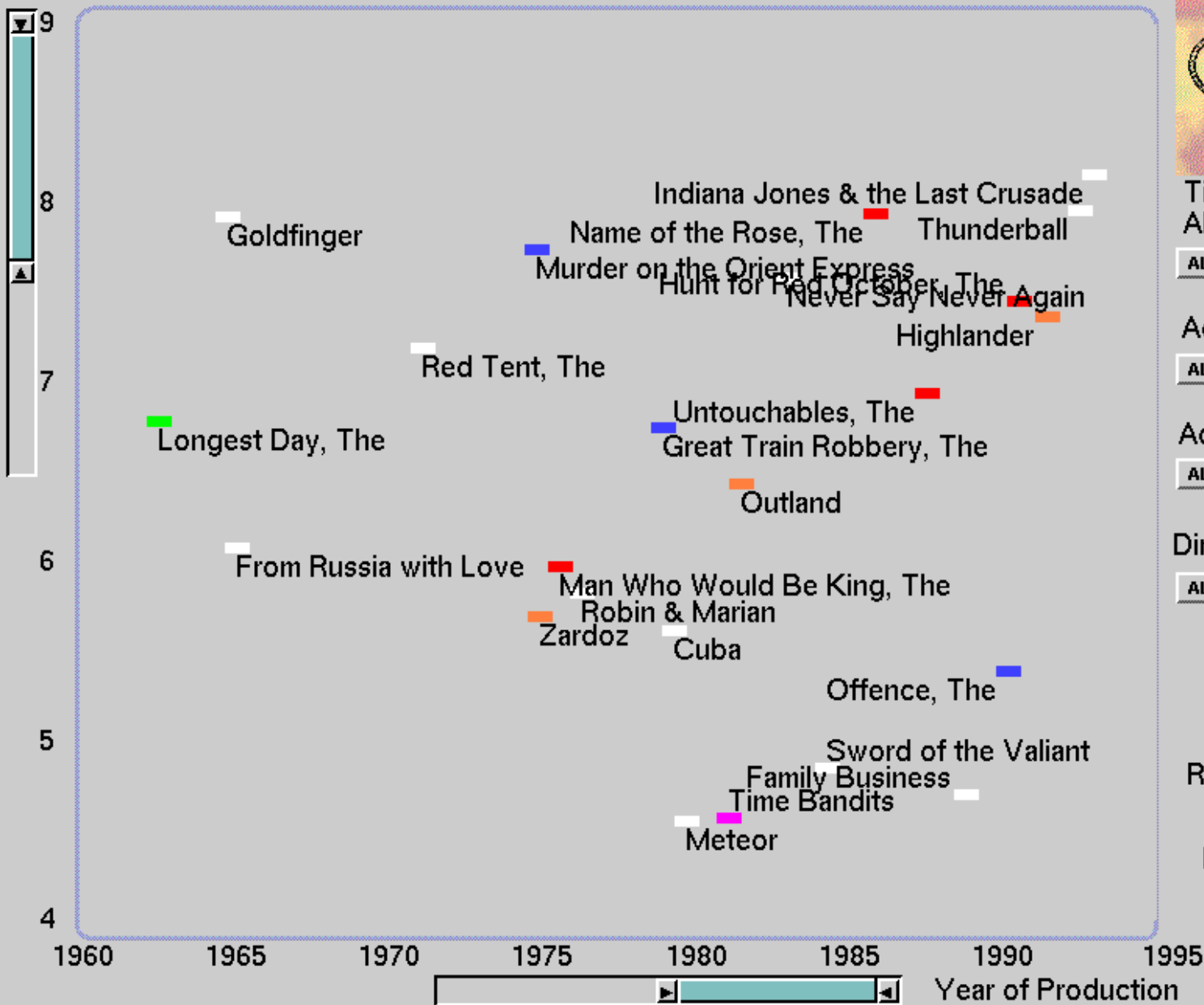


Copyright (C) 1993 HCIL

- ALL
- Drama
- Mystery
- Comedy
- Music
- Action
- War
- Sci-Fi
- Western
- Horror

[Ahlberg and Shneiderman 94]

Popularity



Title : ALL
 ALL
A B C D F G H L M N P R S T W Z

Actor : Connery, Sean
 ALL
AB C D FG H J K L M PR S TW Z

Actress : ALL
 ALL
AB C D FGH K L M P R S TW Z

Director : ALL
 ALL
AB C D FGH JKL M PR S TW Z

60 Length 269

0 450
 Ratings G PG
 PG-13 R

Films Shown: 24



Copyright (C) 1993 HCIL

- ALL
- Drama
- Mystery
- Comedy
- Music
- Action
- War
- Sci-Fi
- Western
- Horror

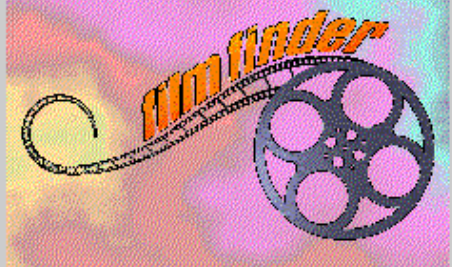
Alphaslider (?)

Title :

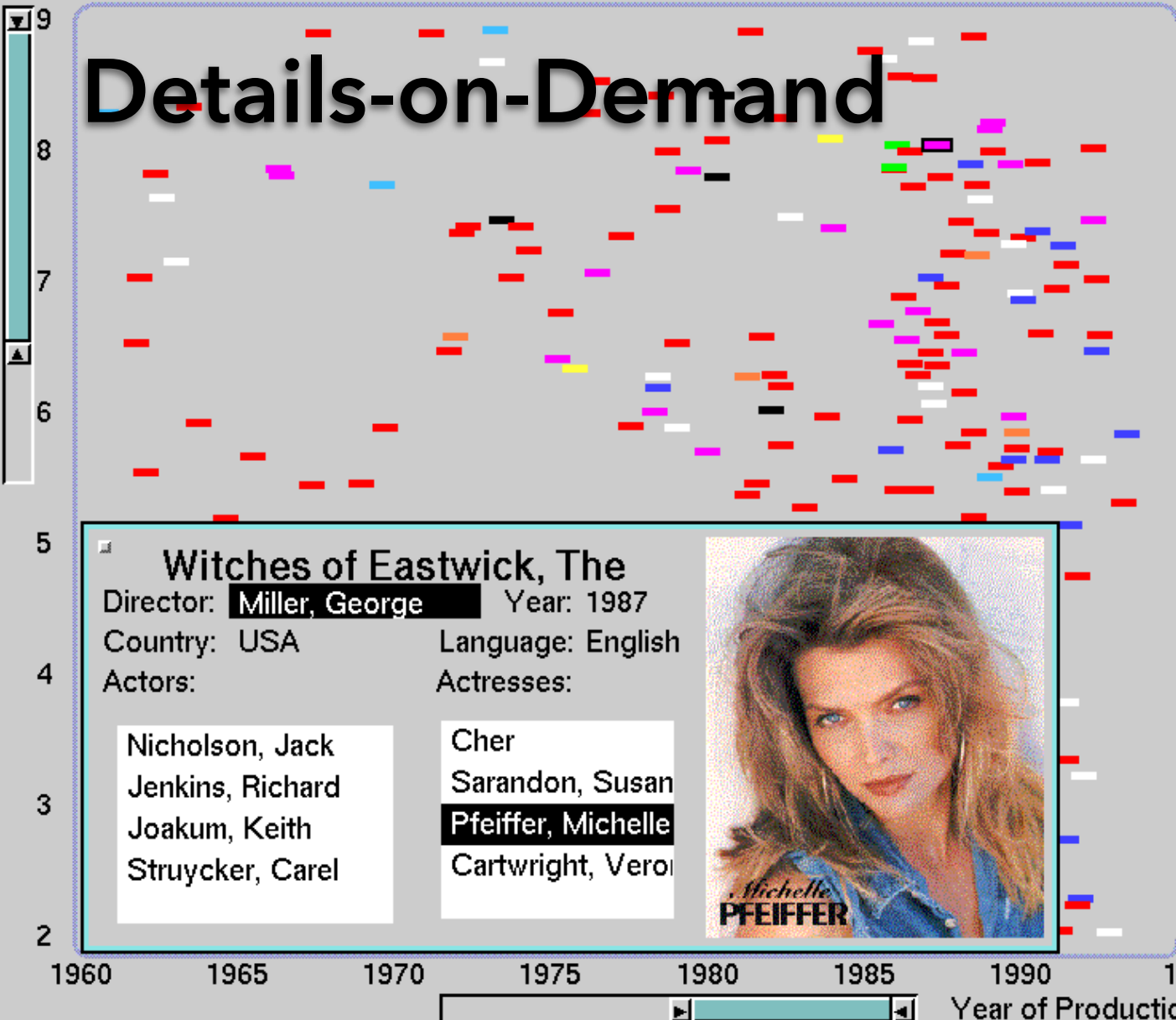
Moonstruck

ALL

A B C D F G H L M N P R S T W Z



Details-on-Demand



Witches of Eastwick, The

Director: **Miller, George** Year: 1987
 Country: USA Language: English
 Actors: Actresses:

Nicholson, Jack
 Jenkins, Richard
 Joakum, Keith
 Struycker, Carel

Cher
 Sarandon, Susan
Pfeiffer, Michelle
 Cartwright, Veron



Title :

ALL

A B C D F G H L M N P R S T W Z

Actor : ALL

A B C D F G H J K L M P R S T W Z

Actress : Pfeiffer, Michelle

A B C D F G H K L M P R S T W Z

Director : Miller, George

A B C D F G H J K L M P R S T W Z

105 Length 231

0 450

Ratings G PG
 PG-13 R

Films Shown: 210

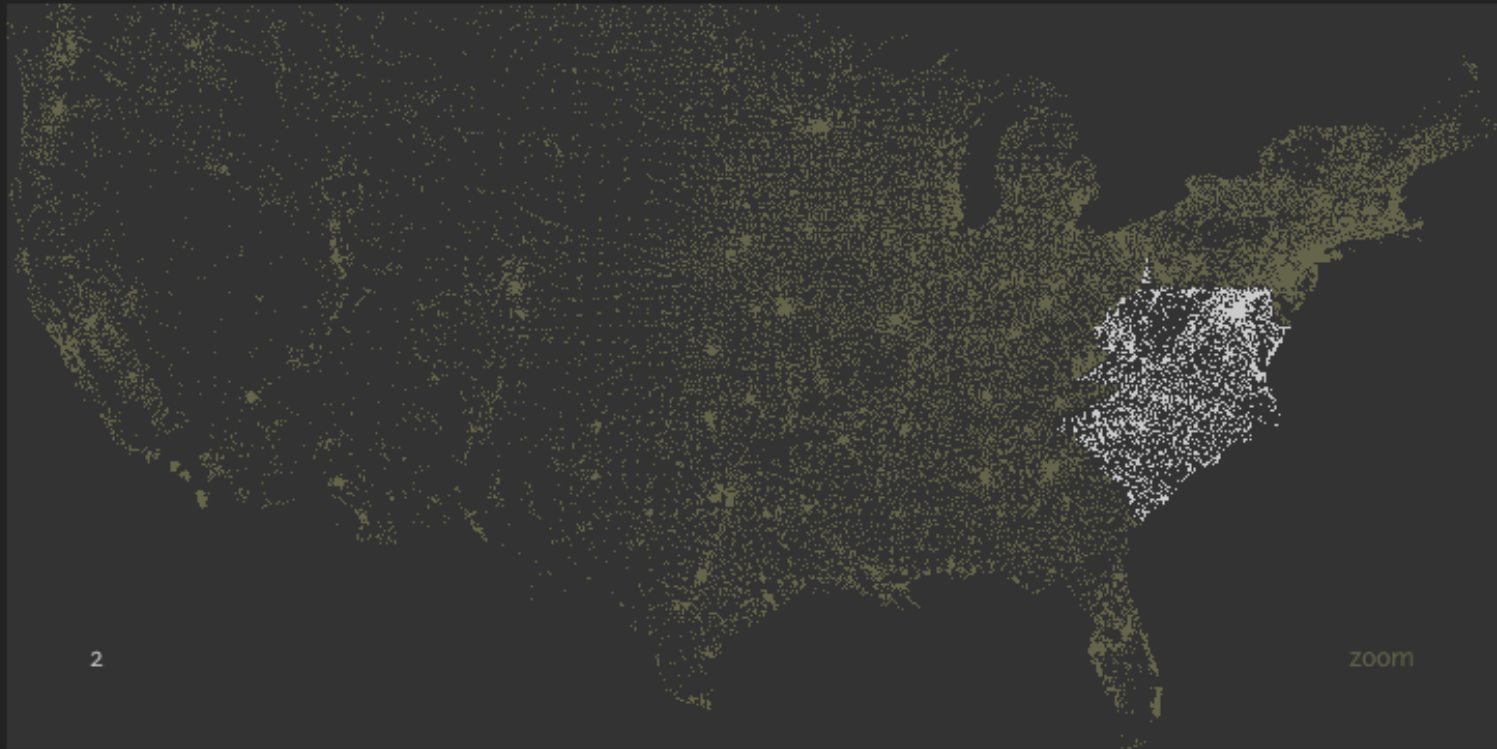


Copyright (C) 1993 HCIL

- ALL
- Drama
- Mystery
- Comedy
- Music
- Action
- War
- Sci-Fi
- Western
- Horror

- The Attribute Explorer

Zipdecode [Fry 04]

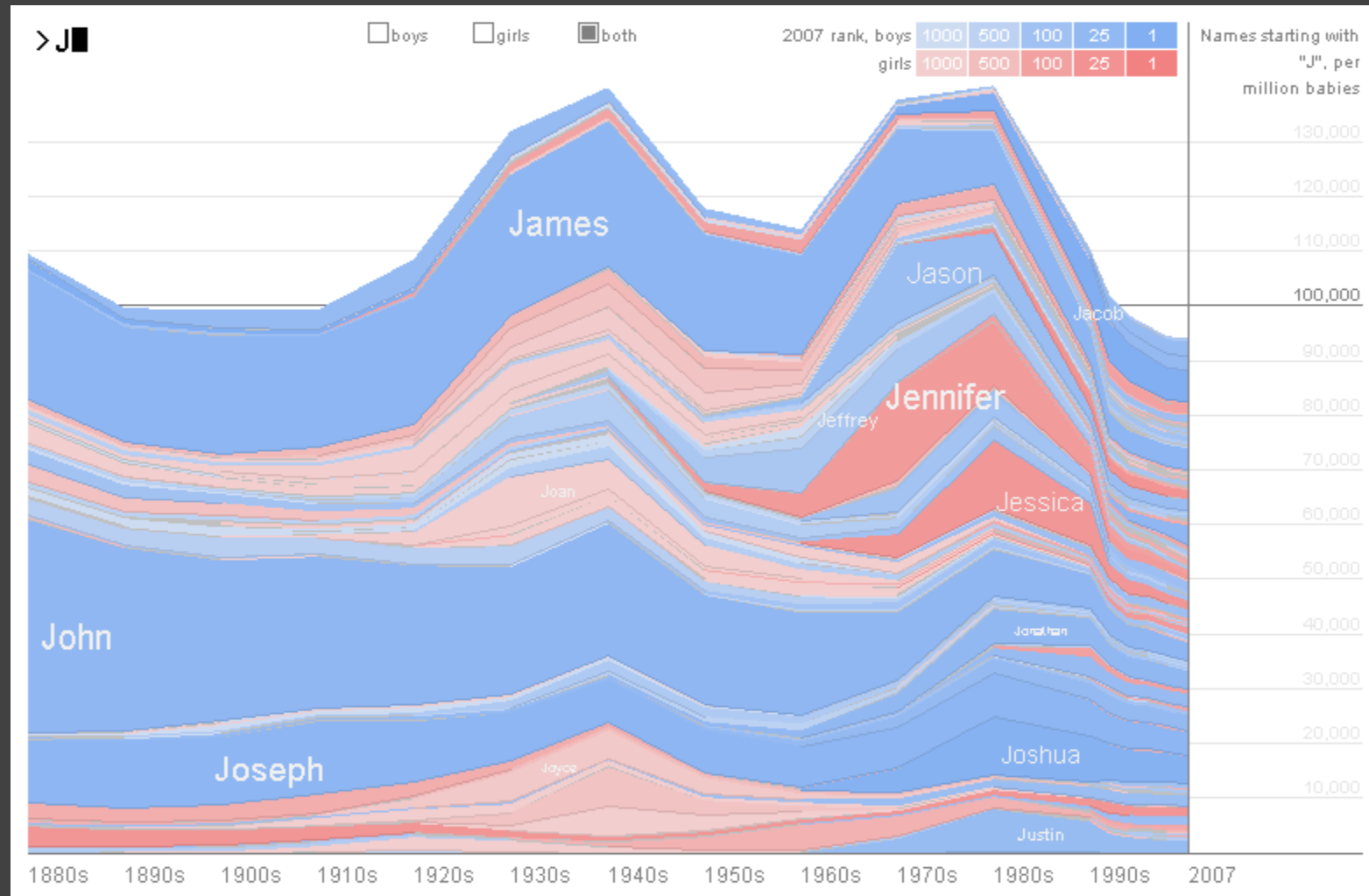


Hit the letter **z**, or click the word **zoom** to enable or disable zooming.

Hold down **shift** while typing a number to replace the previous number (U.S. keyboards only).

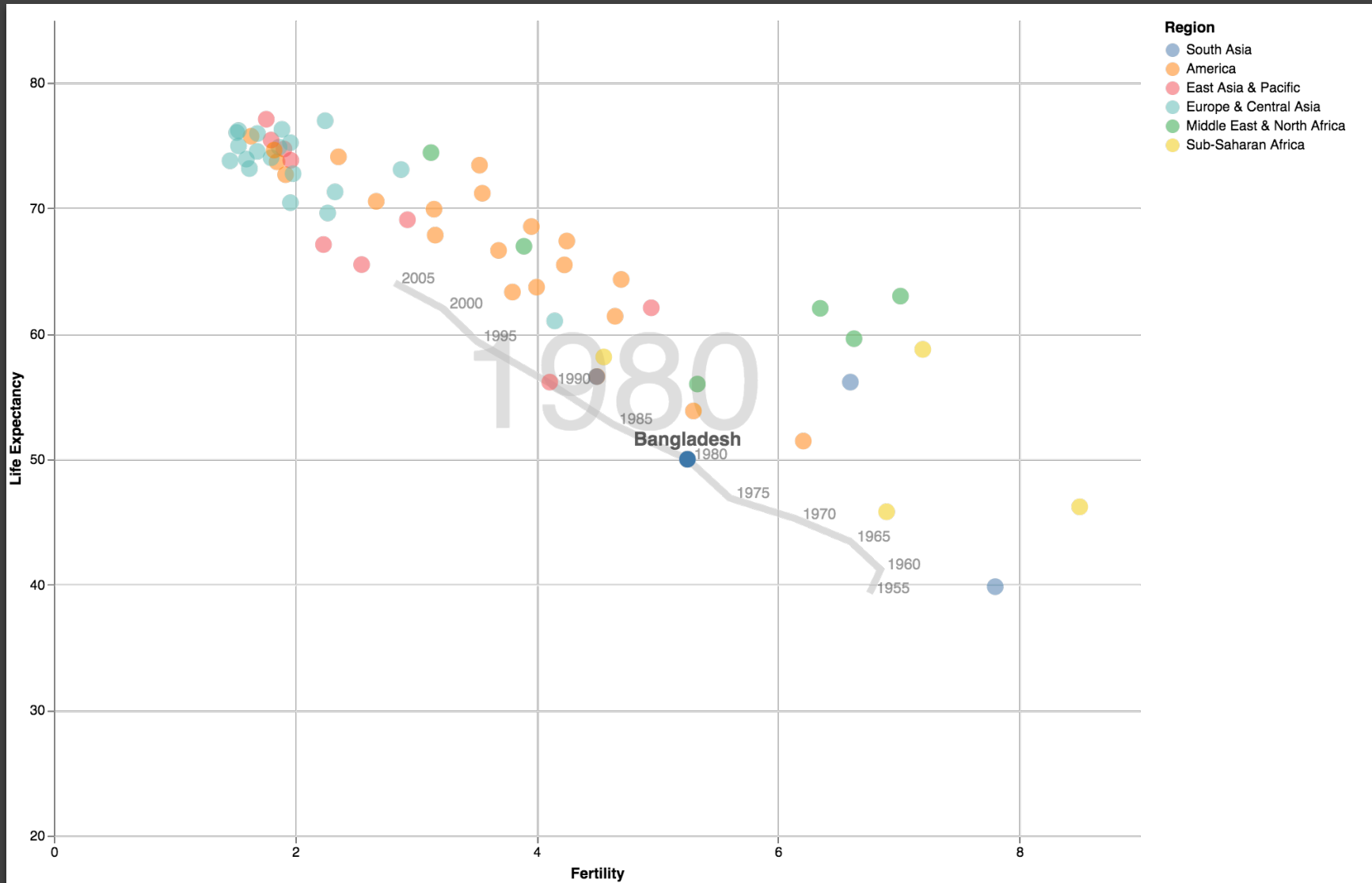
<http://benfry.com/zipdecode/>

NameVoyager [Wattenberg 06]

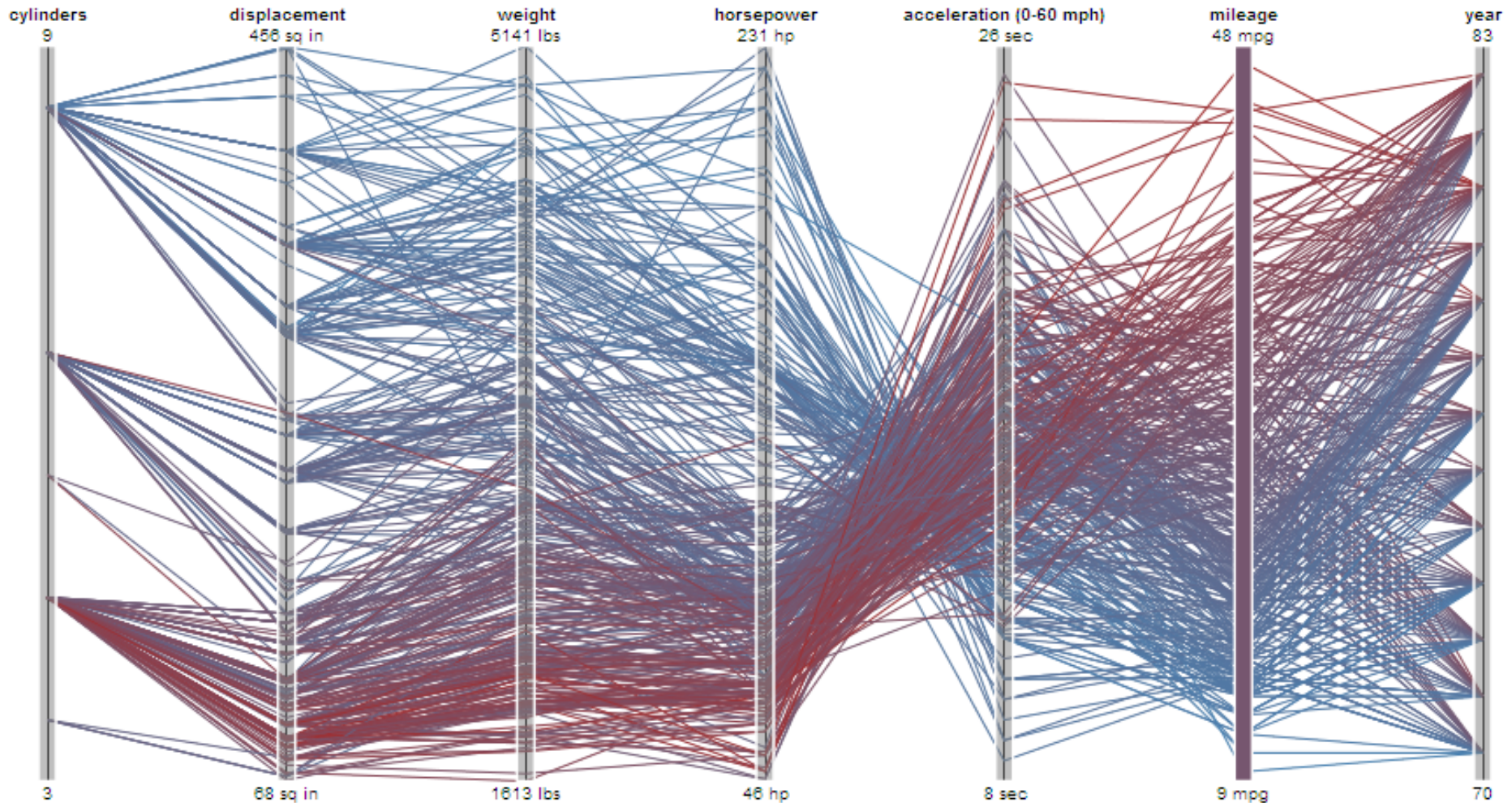


<http://www.babynamewizard.com/voyager>

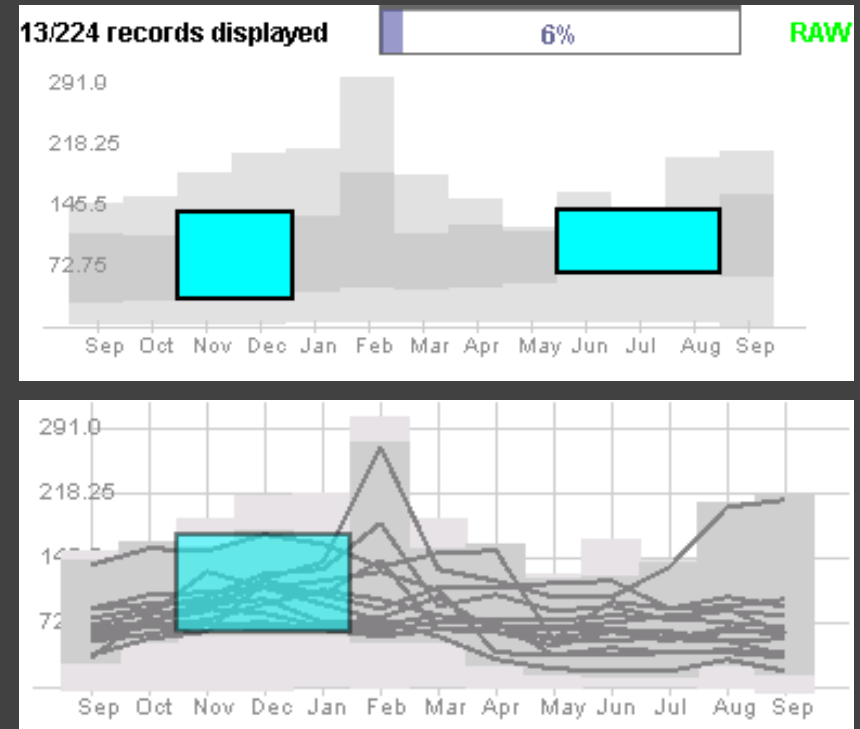
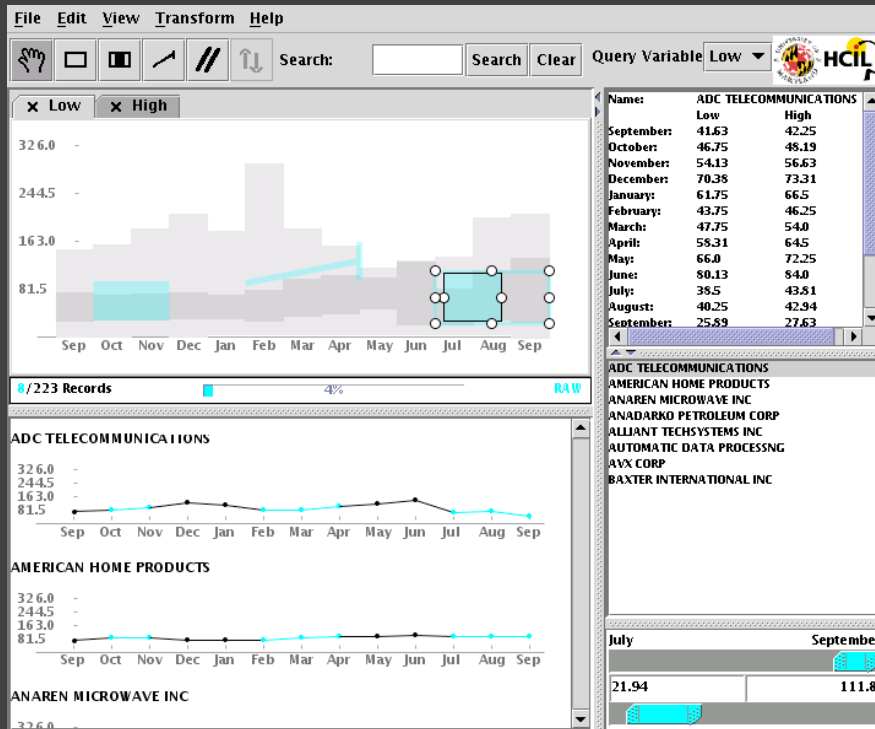
DimpVis [Kondo 14]



Parallel Coordinates [Inselberg]



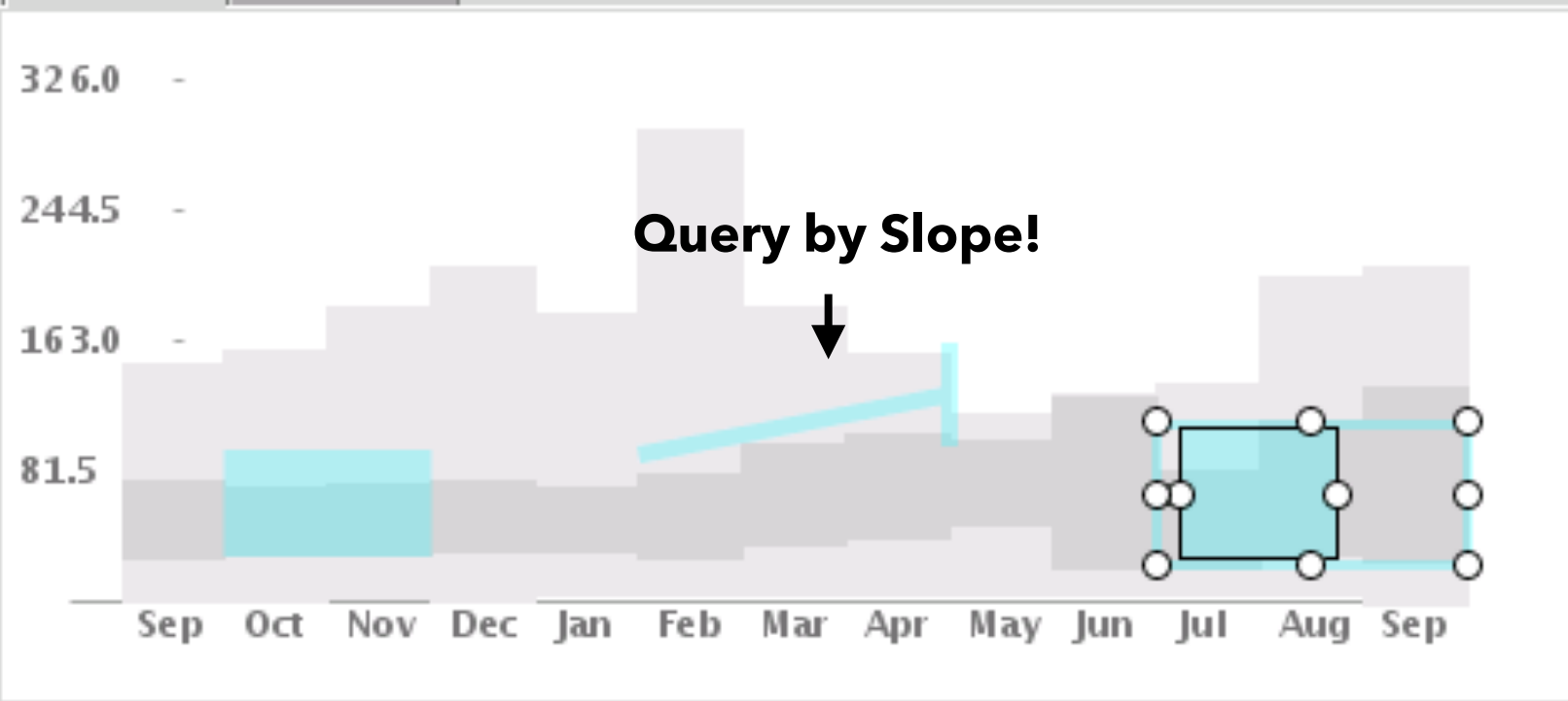
TimeSearcher [Hocheiser 02]



Builds on Wattenberg's [2001] idea for sketch-based queries of time-series data.

X Low

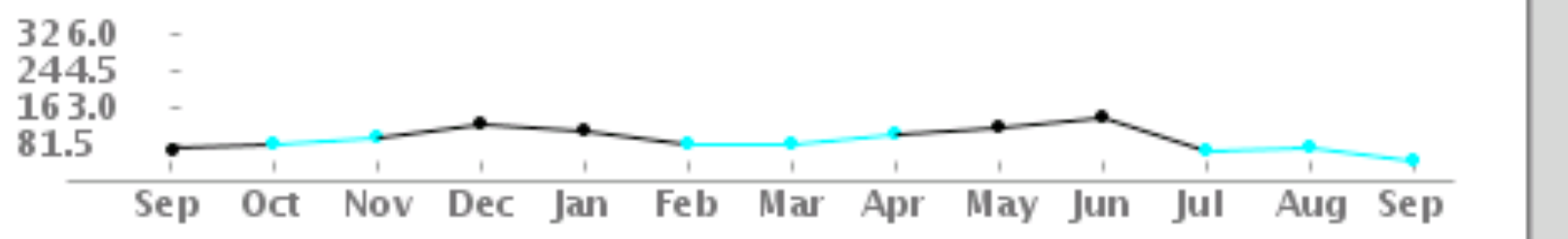
X High



- Name:
- September:
- October:
- November:
- December:
- January:
- February:
- March:
- April:
- May:
- June:
- July:
- August:
- September:

8/223 Records ■ 4% RAW

ADC TELECOMMUNICATIONS

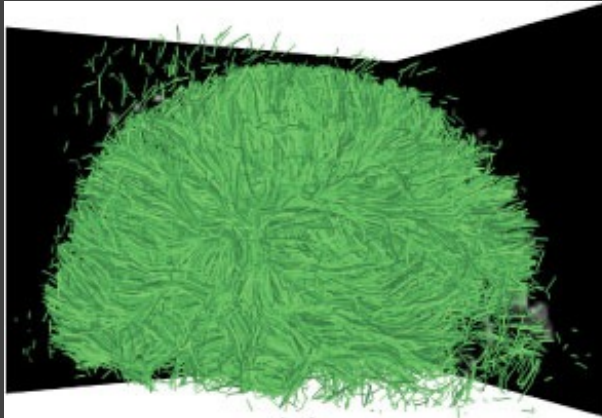


AMERICAN HOME PRODUCTS

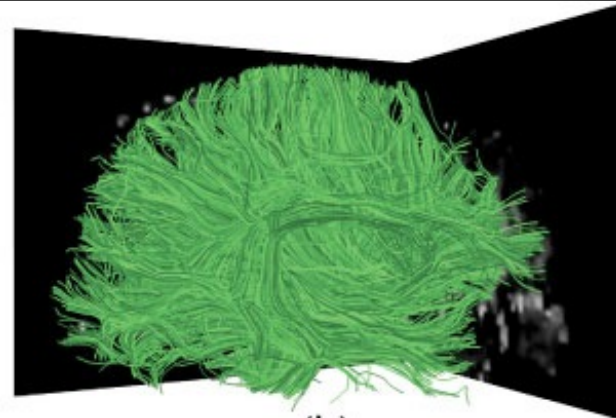


- ADC TELECOMM
- AMERICAN HOM
- ANAREN MICRO
- ANADARKO PET
- ALLIANT TECHS
- AUTOMATIC DA
- AVX CORP
- BAXTER INTERN

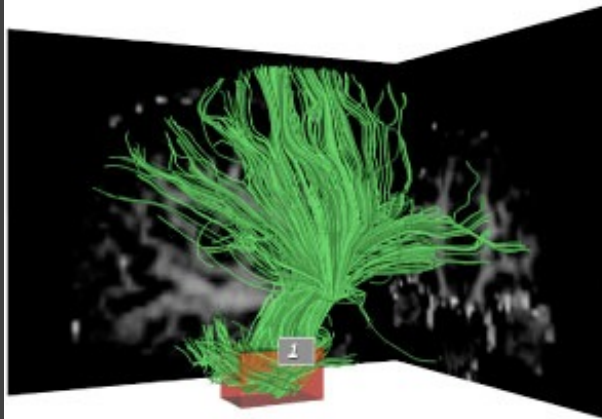
3D Dynamic Queries [Akers 04]



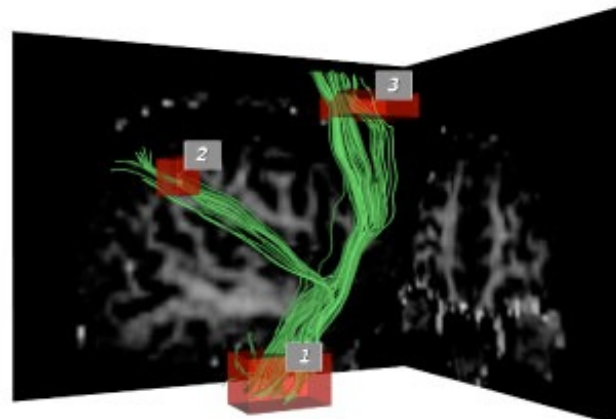
(a)



(b)

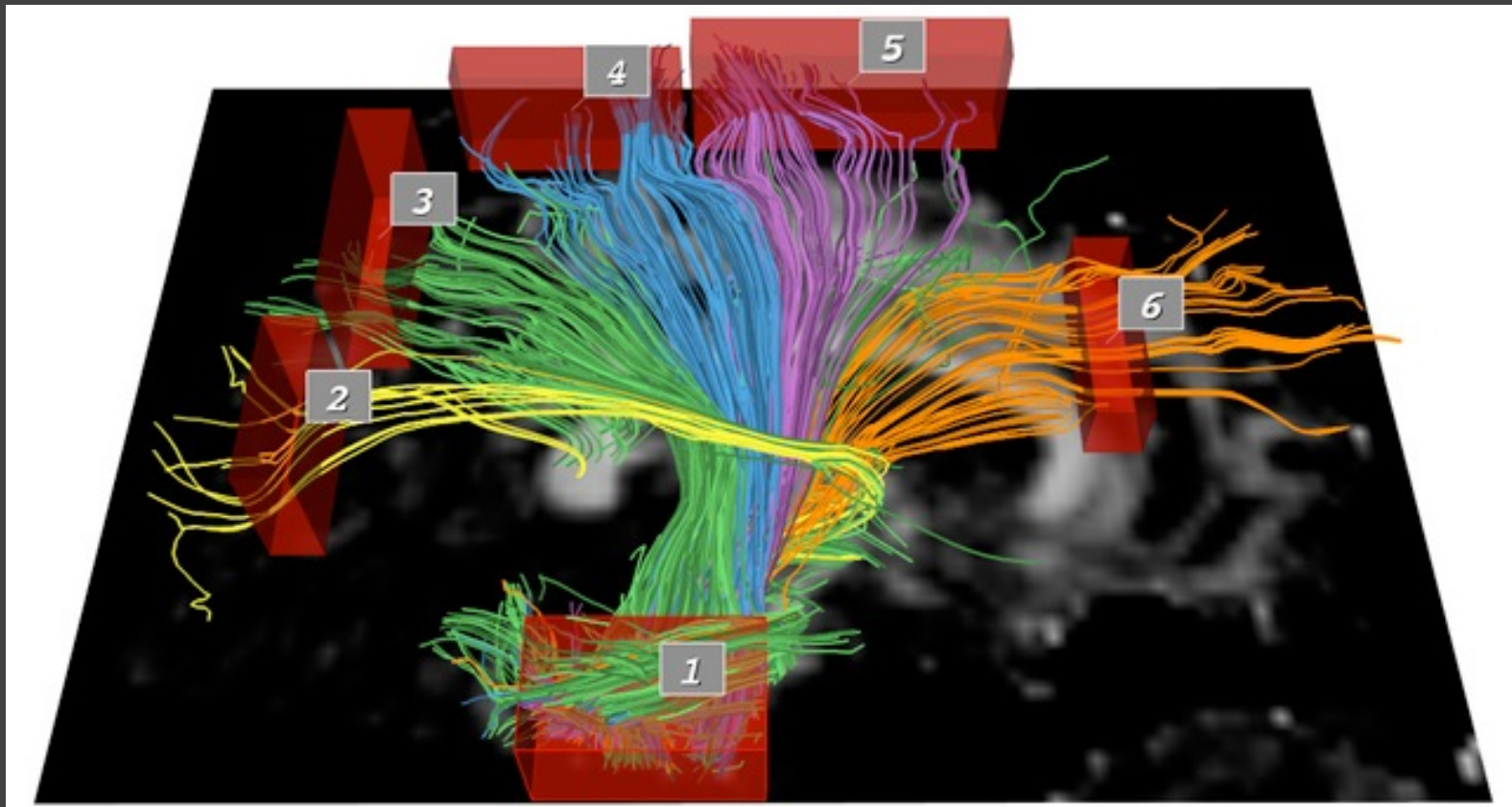


(c)



(d)

3D Dynamic Queries [Akers 04]



Pros & Cons

Pros

Controls useful for both novices and experts

Quick way to explore data

Pros & Cons

Pros

Controls useful for both novices and experts
Quick way to explore data

Cons

Simple queries
Lots of controls
Amount of data shown limited by screen space
Who would use these kinds of tools?

Summary

Most visualizations are interactive

Even passive media elicit interactions

Good visualizations are task dependent

Pick the right interaction technique

Consider the semantics of the data domain

Fundamental interaction techniques

Selection / Annotation, Sorting, Navigation,

Brushing & Linking, Dynamic Queries