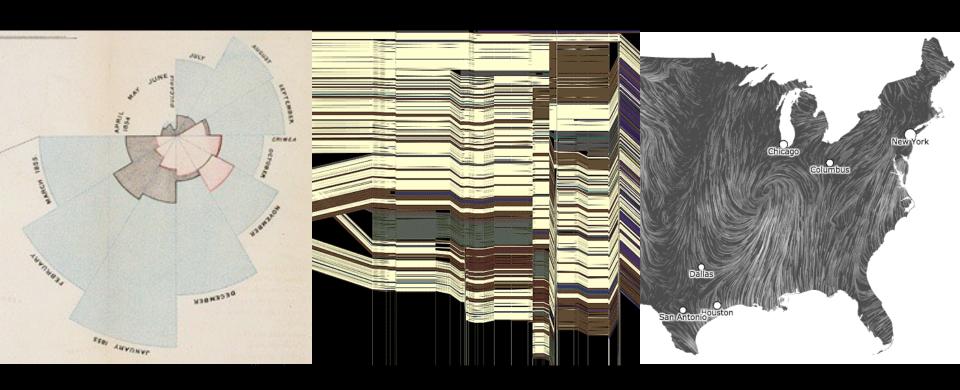
### CSE 442 - Data Visualization

# Interaction



Jeffrey Heer University of Washington



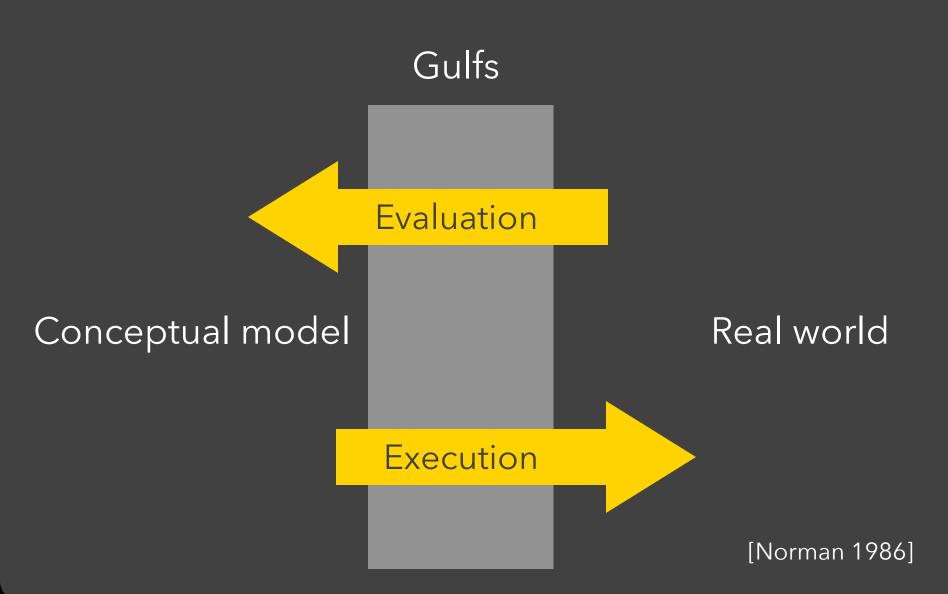
[There is an] apparent challenge that computational artifacts pose to the longstanding distinction between the physical and the social, in the special sense of those things that one designs, builds, and uses, on the one hand, and those things with which one communicates, on the other.

"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



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.

### **Gulf of Evaluation**

Gulf

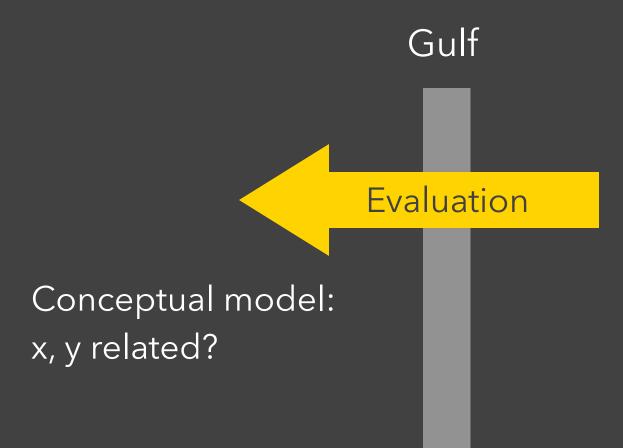
**Evaluation** 

Conceptual model: x, y related?

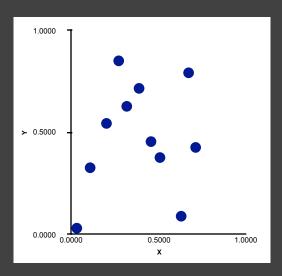
### Real world:

Х	Υ
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

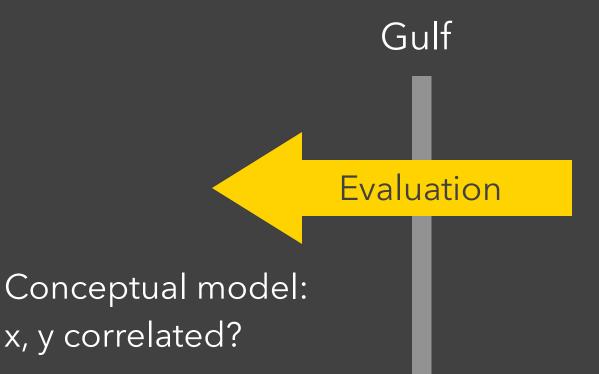
# Gulf of Evaluation



### Real world:



### **Gulf of Evaluation**



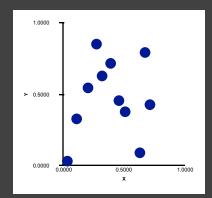
Real world:

$$\rho = -.29$$

Gulf

Conceptual model: Draw a scatterplot

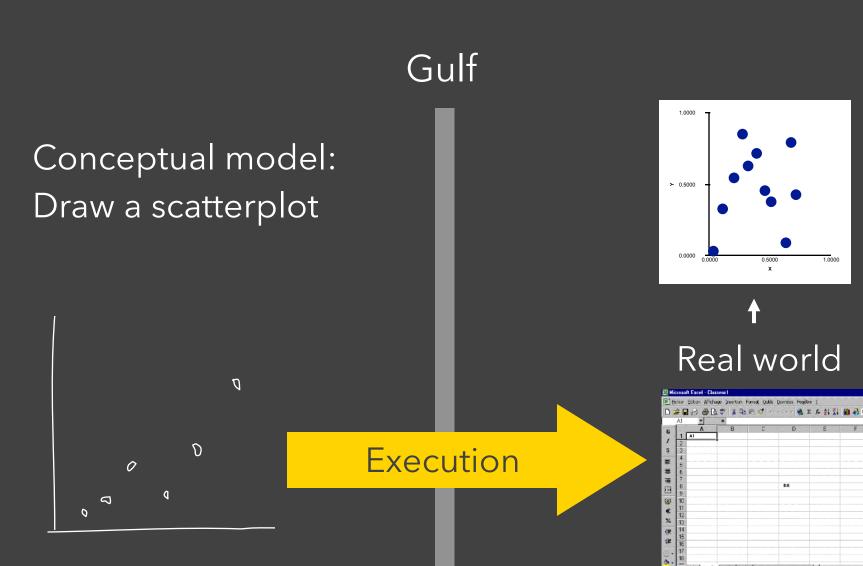
Execution



Real world

Move 90 30 Rotate 35 Pen down

. . .



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.

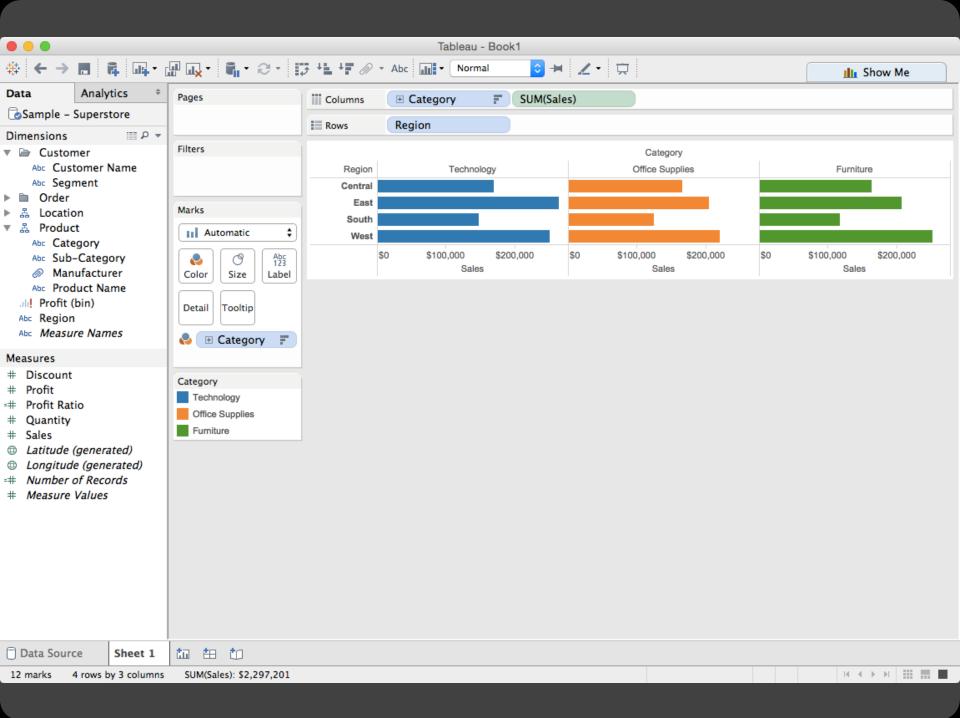
# Interactive Visualization

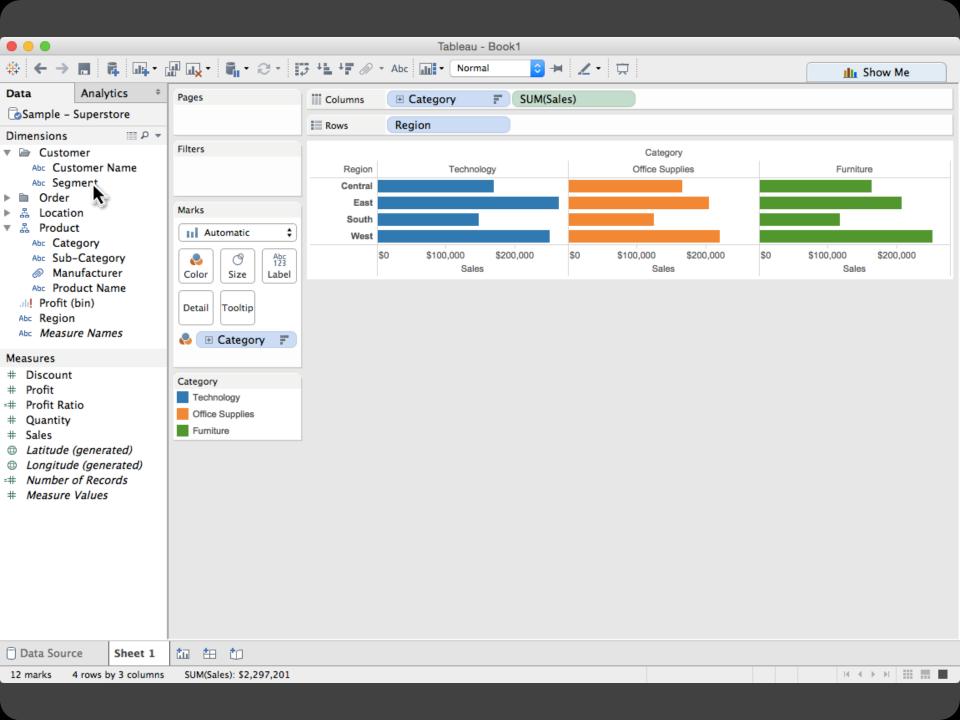
# Interaction Techniques

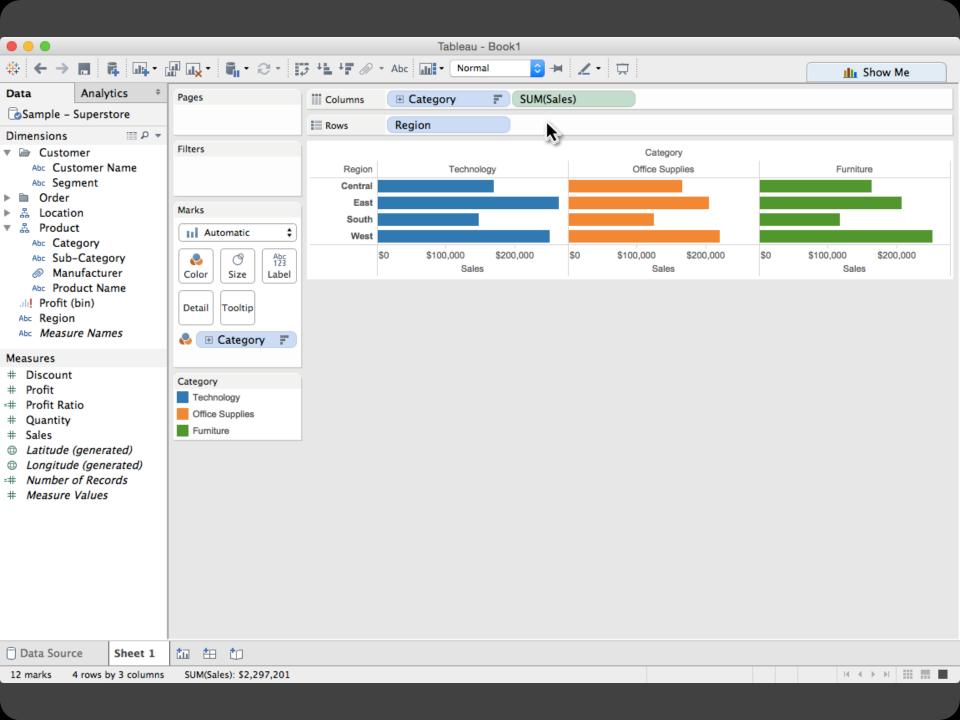
Are there "essential" interactive operations for exploratory data visualization?

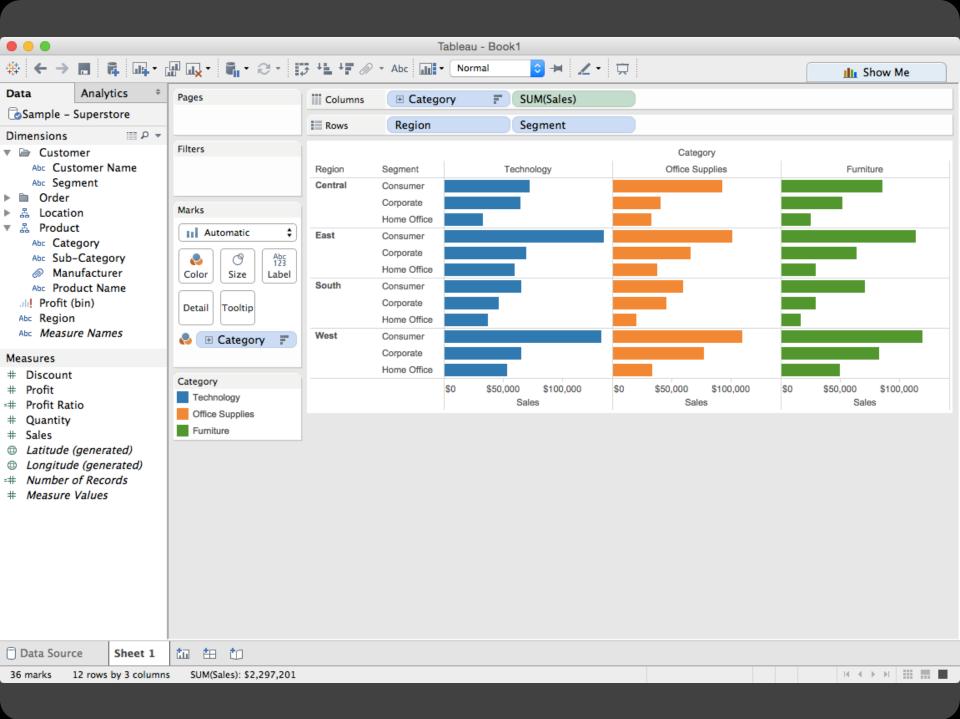
Data and View Specification

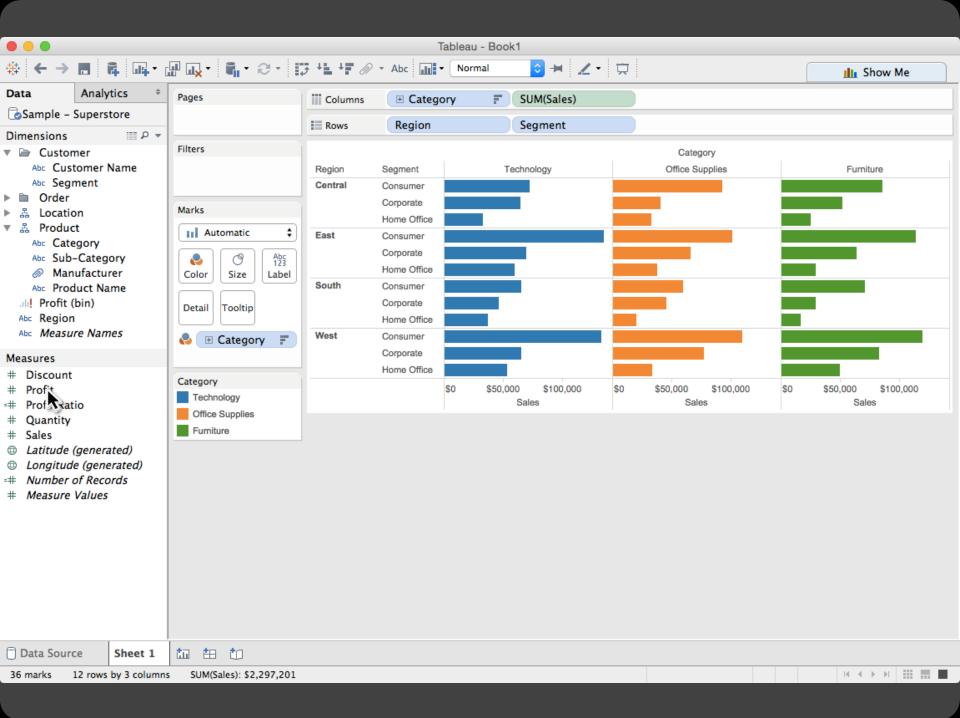
Visualize, Filter, Sort, Derive

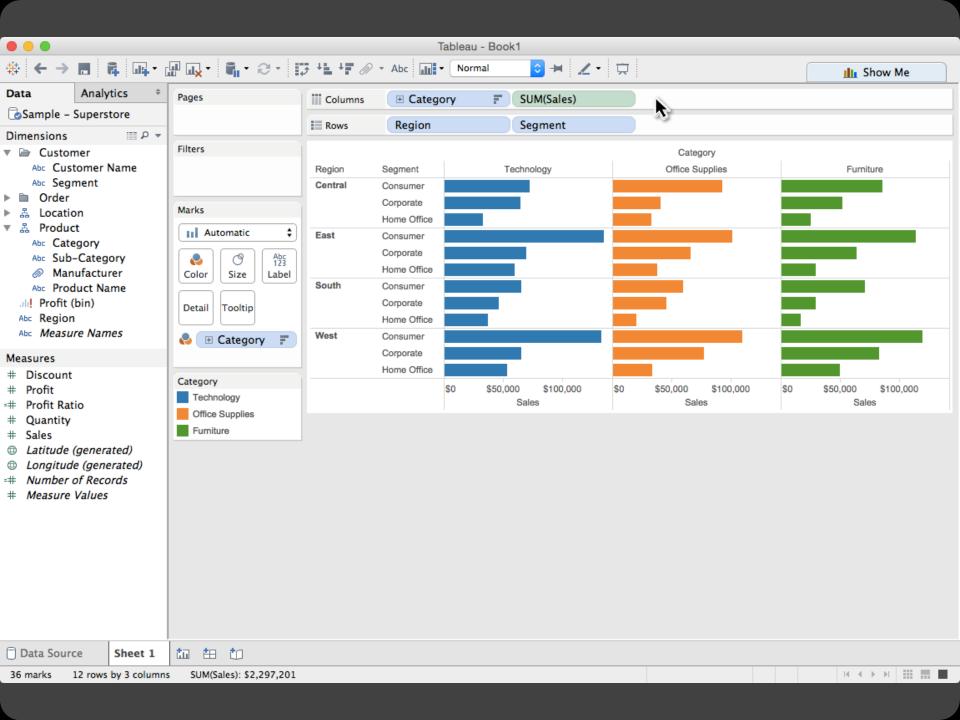


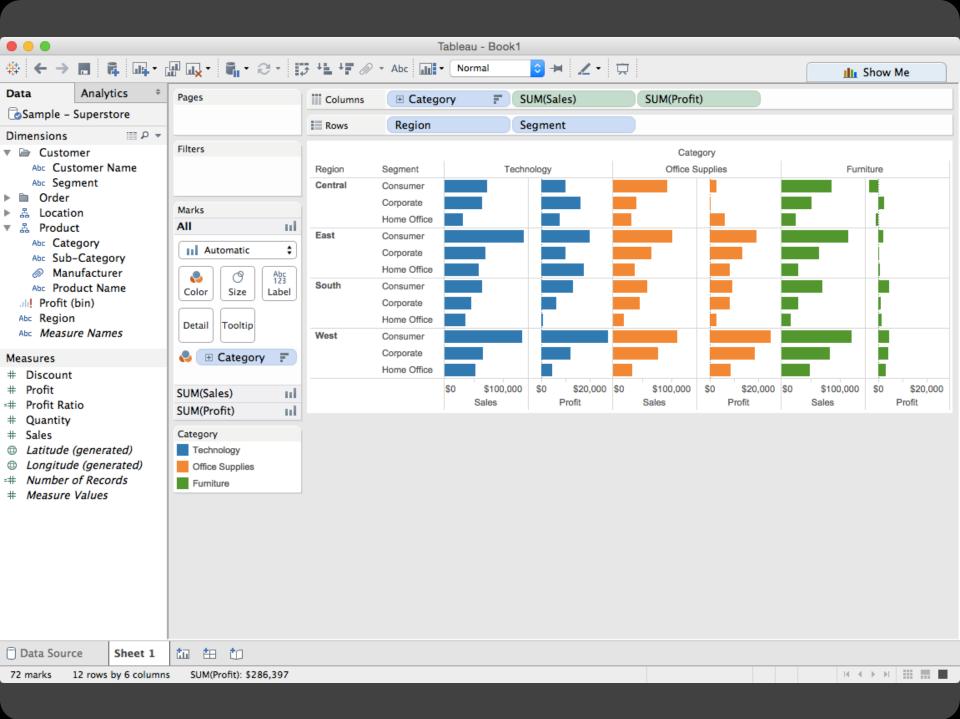


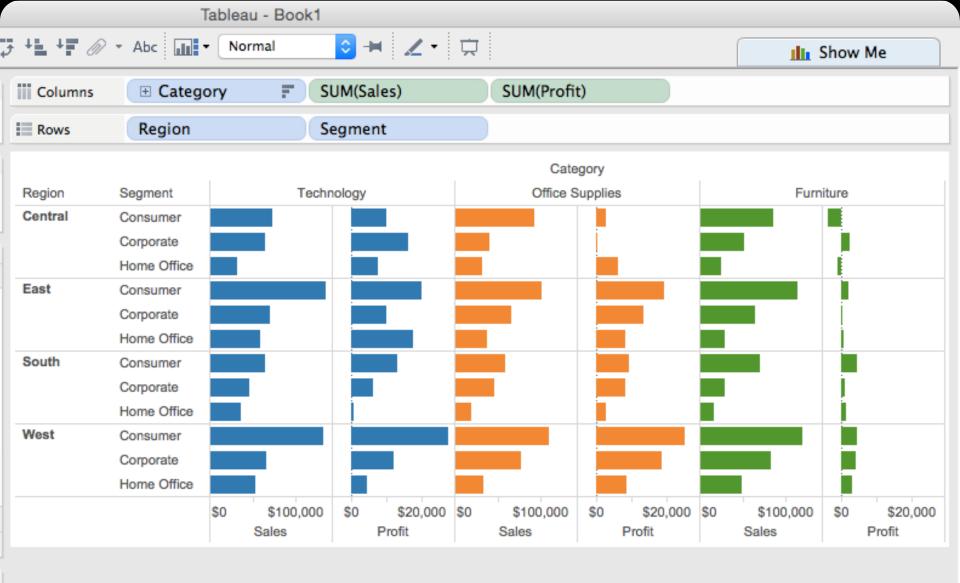


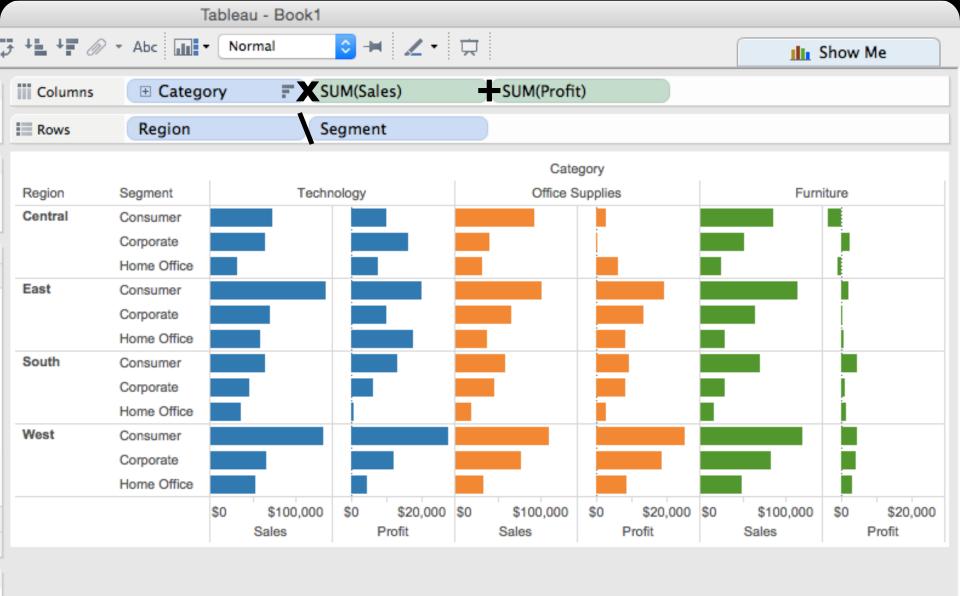












Data and View Specification

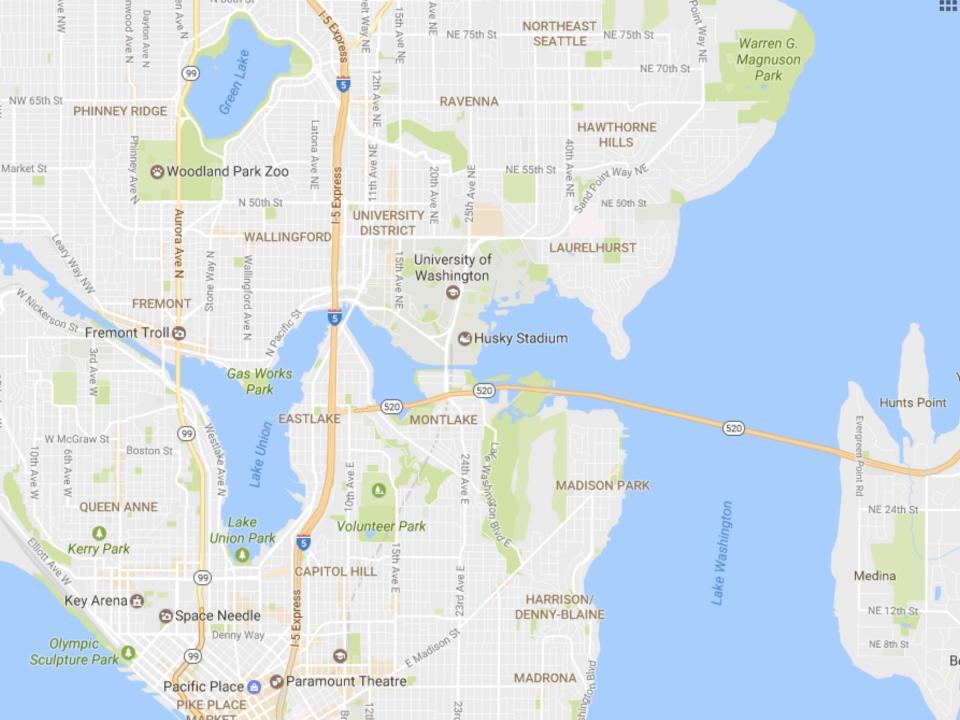
Visualize, Filter, Sort, Derive

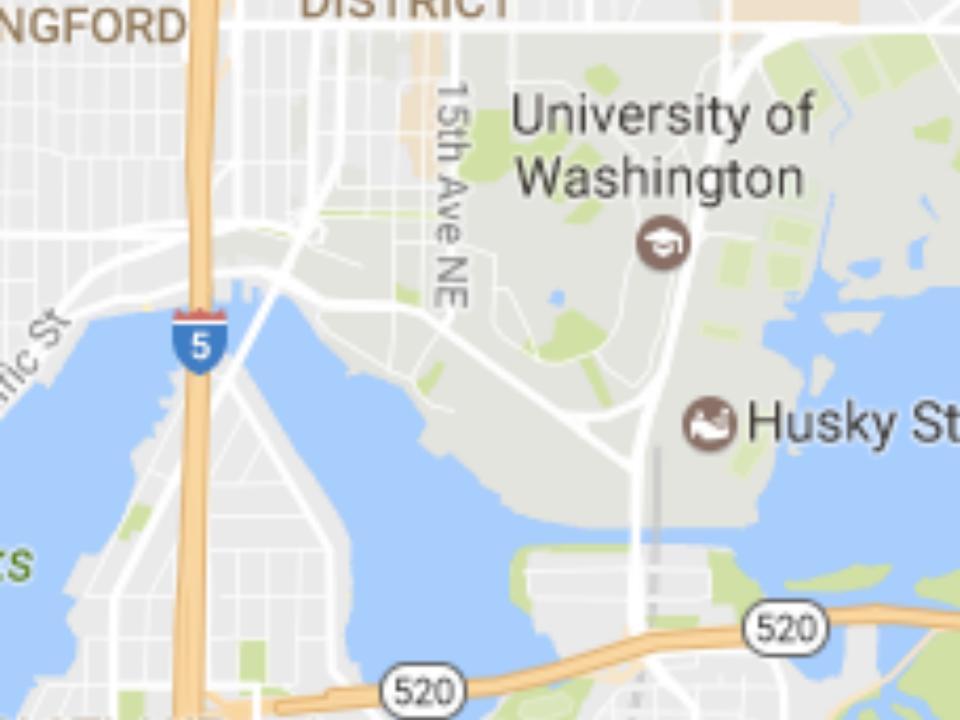
Data and View Specification

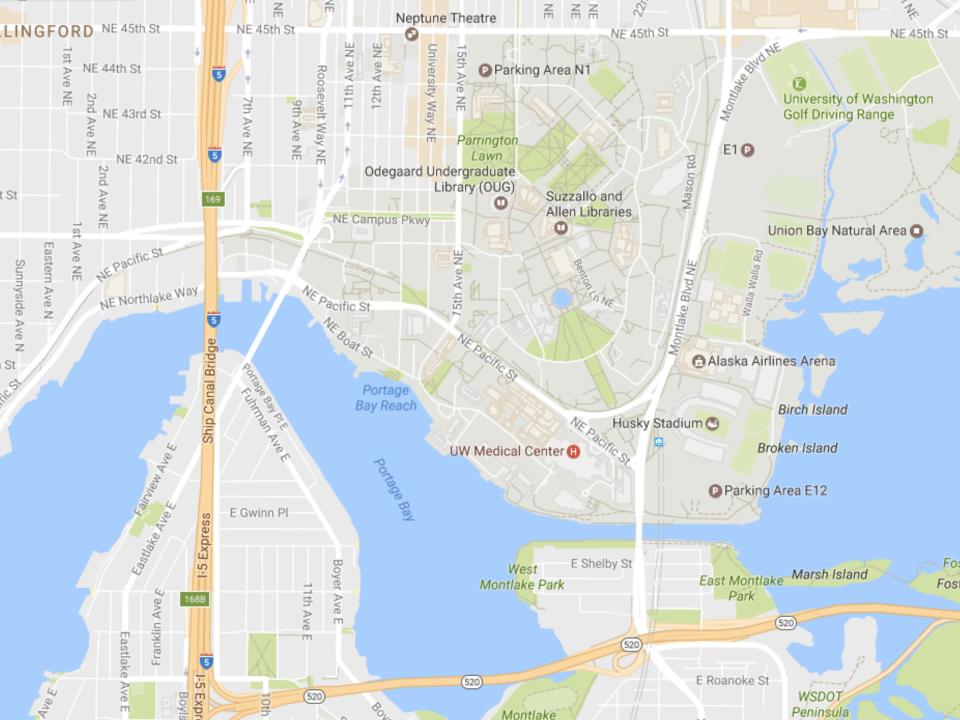
Visualize, Filter, Sort, Derive

View Manipulation

Select, Navigate, Coordinate, Organize







Data and View Specification

Visualize, Filter, Sort, Derive

View Manipulation

Select, Navigate, Coordinate, Organize

Data and View Specification

Visualize, Filter, Sort, Derive

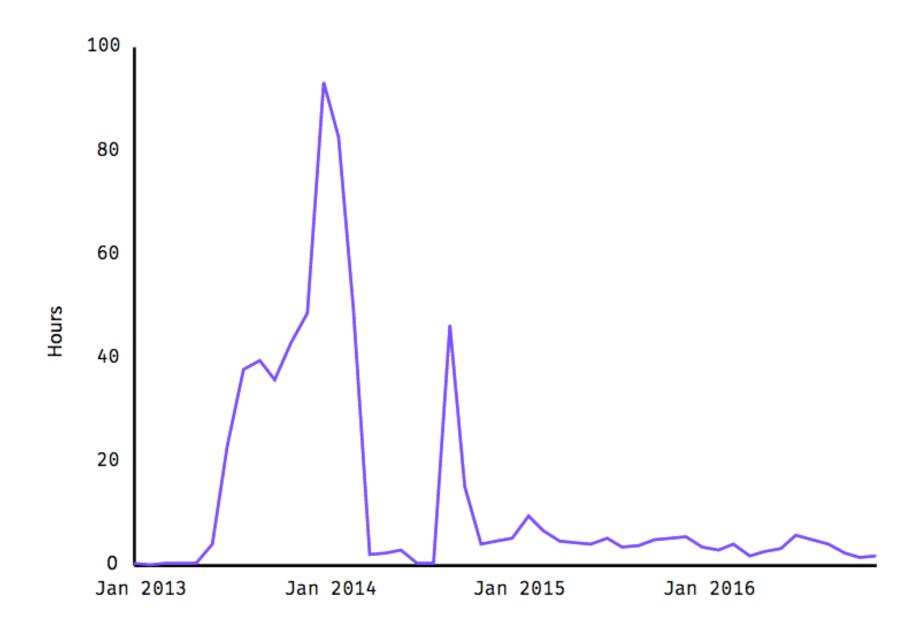
View Manipulation

Select, Navigate, Coordinate, Organize

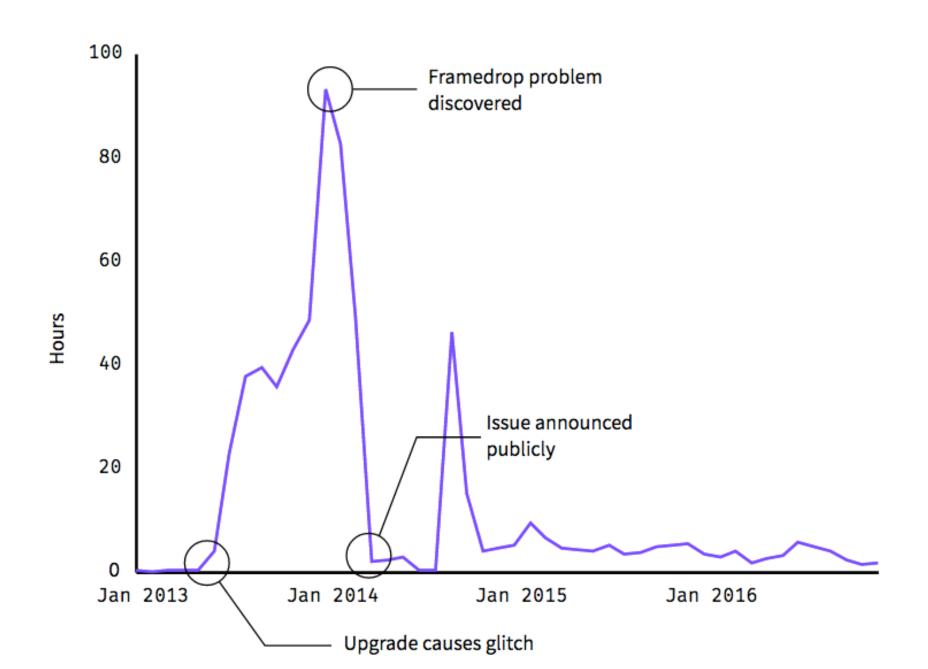
Process and Provenance

Record, Annotate, Share, Guide

### Hours of footage lost each month due to dropped frames



#### Hours of footage lost each month due to dropped frames



Data and View Specification

Visualize, Filter, Sort, Derive

View Manipulation

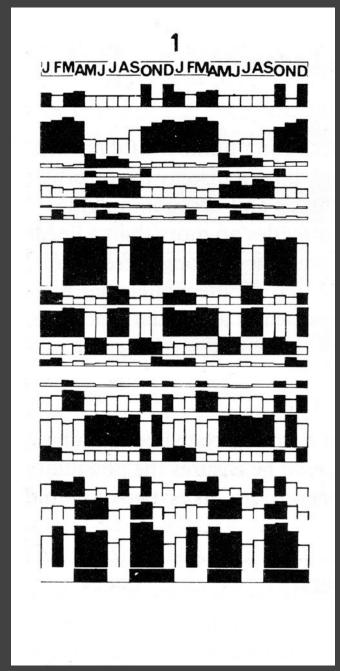
Select, Navigate, Coordinate, Organize

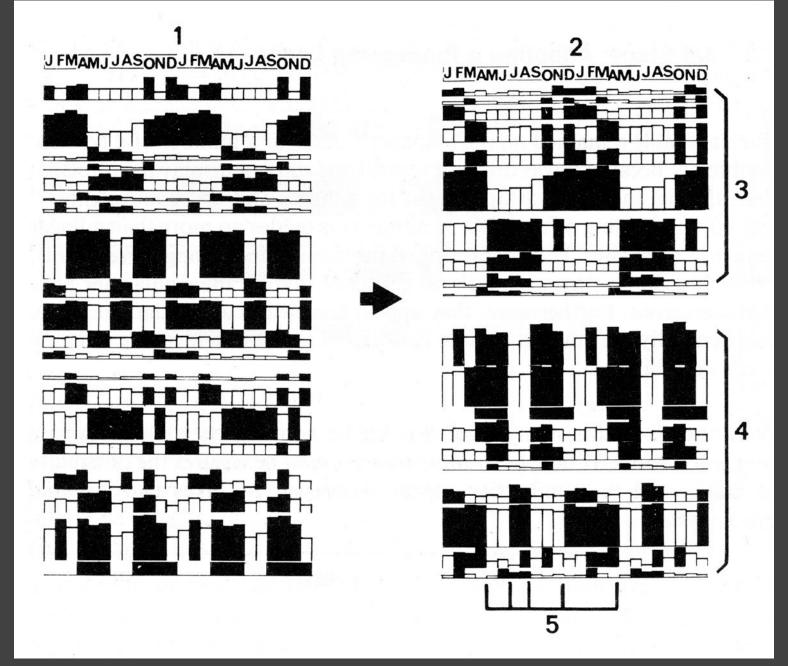
Process and Provenance

Record, Annotate, Share, Guide

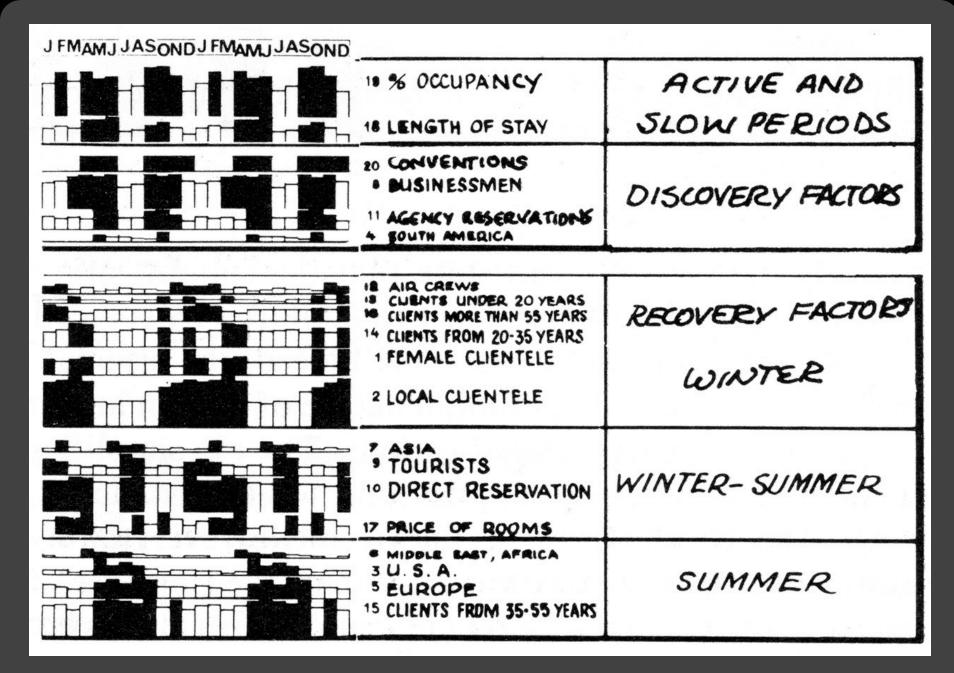
# EXAMPLE: Bertin's Hotel Data

J	F	M	Α	M	J	J	Α	S	0	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	С	0	0	8	6	6	4	2	12	0	0	4	%"- SOUTH AMERICA
20	15	14	15	23	27	23	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	% — <i>"</i> — 20-35 — <i>"</i> —
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	25	16	%/- MORE THAN 55 -/-
163	167	166	174	152	155	145	170	157	174	165	156	17	PRICE OF ROOMS
1.65	1.7/	<i>1.65</i>	1.91	1.90	2.	1.54	7.60	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	×	×	20	CONVENTIONS

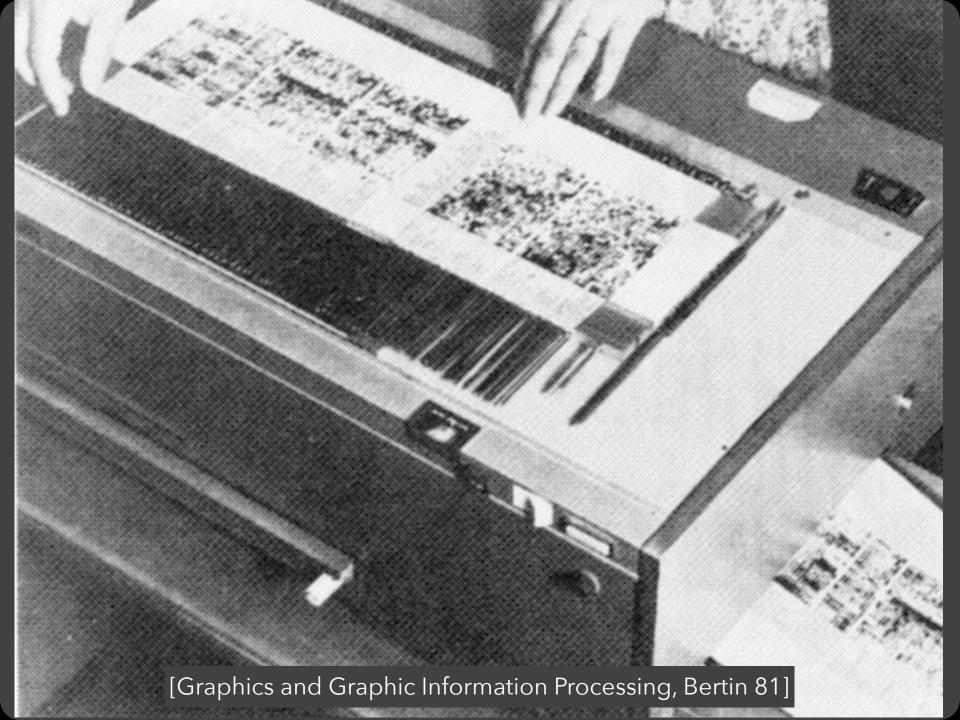




[Graphics and Graphic Information Processing, Bertin 81]

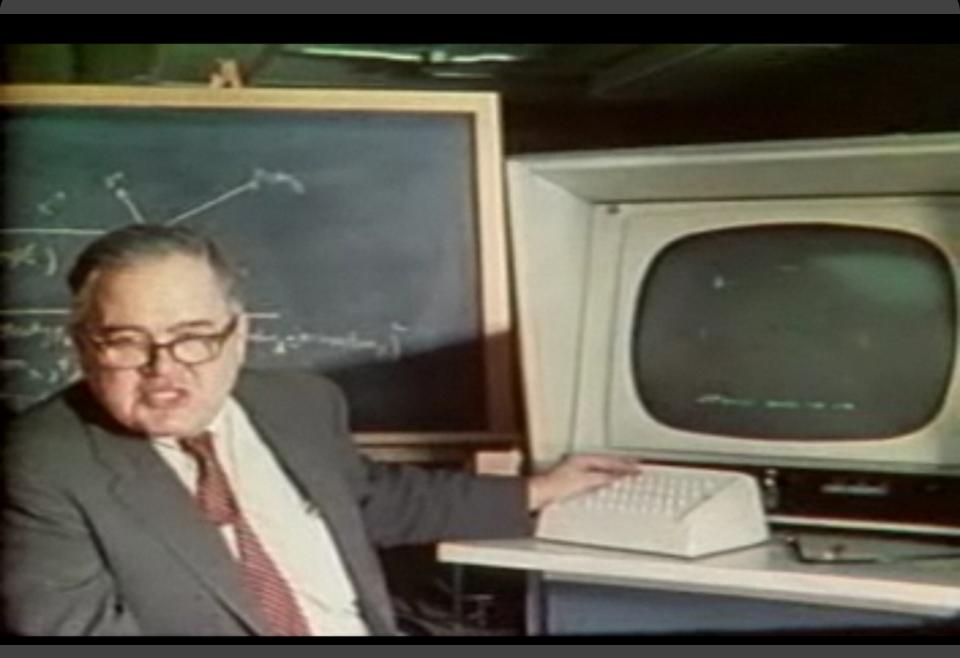








# EXAMPLE: Tukey et al.'s PRIM-9



PRIM-9, Tukey, Fisherkeller, Friedman 1972





## Selection

#### **Basic Selection Methods**

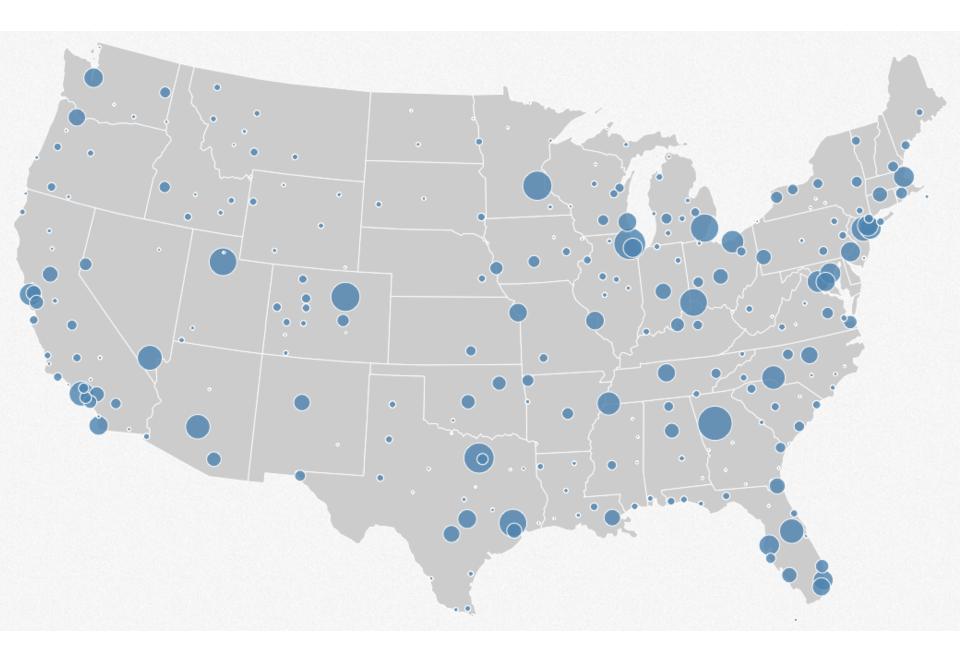
#### **Basic Selection Methods**

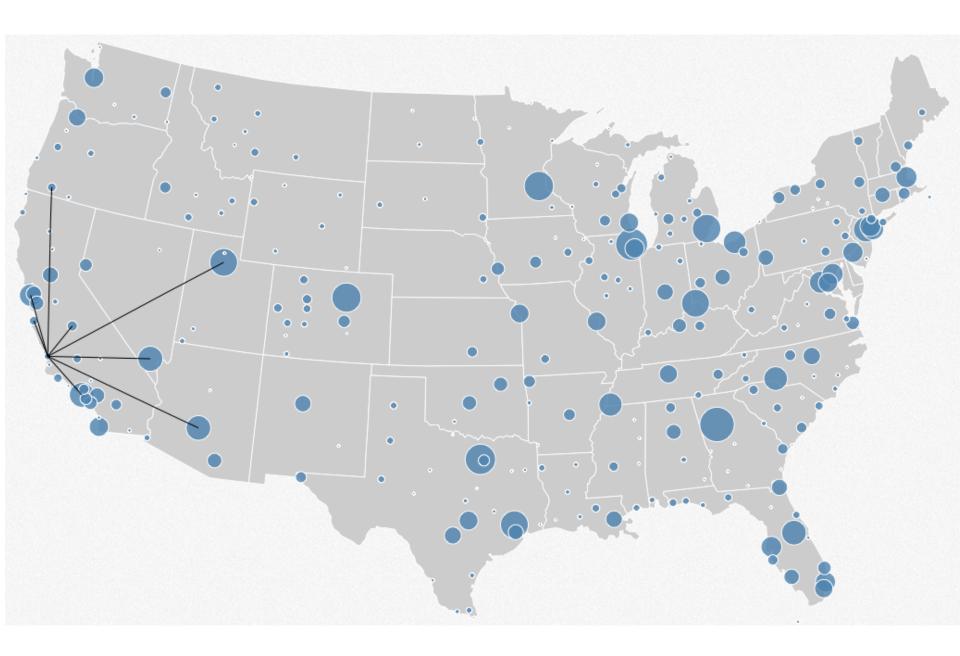
#### **Point Selection**

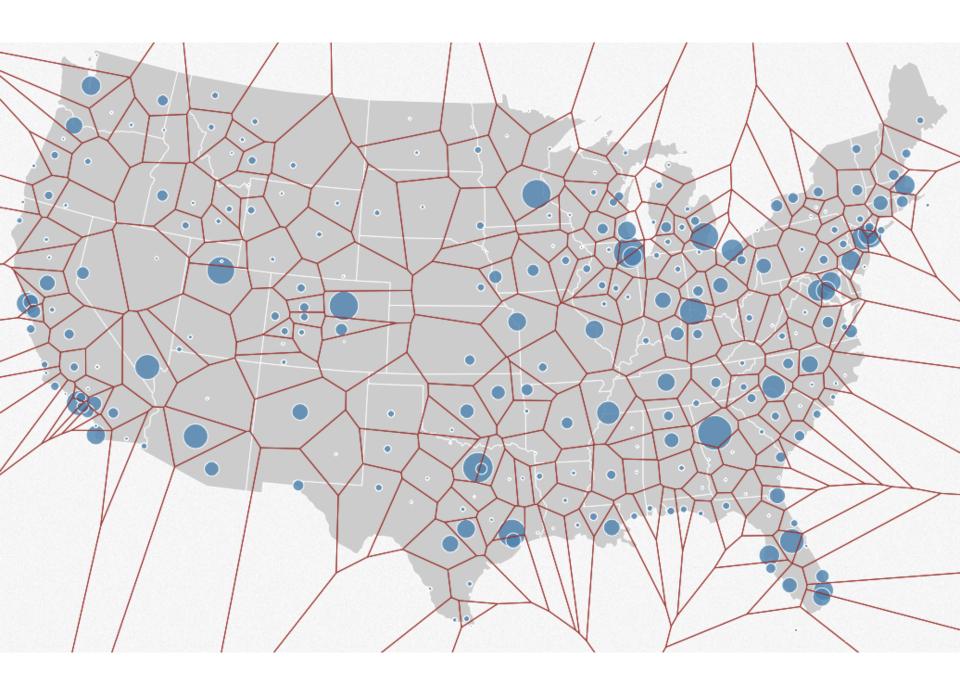
Mouse Hover / Click

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

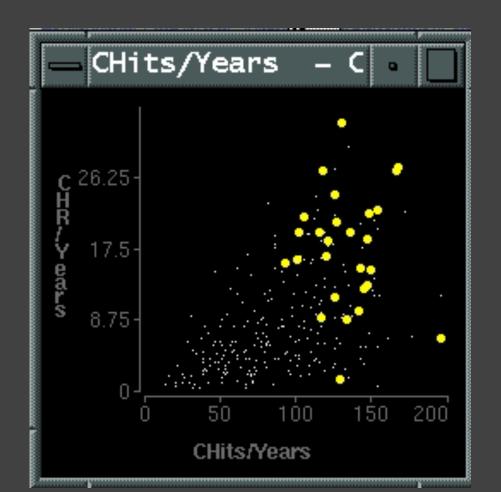
Rubber-band (rectangular) or Lasso (freehand)

Area cursors ("brushes")

# Brushing & Linking

## Brushing

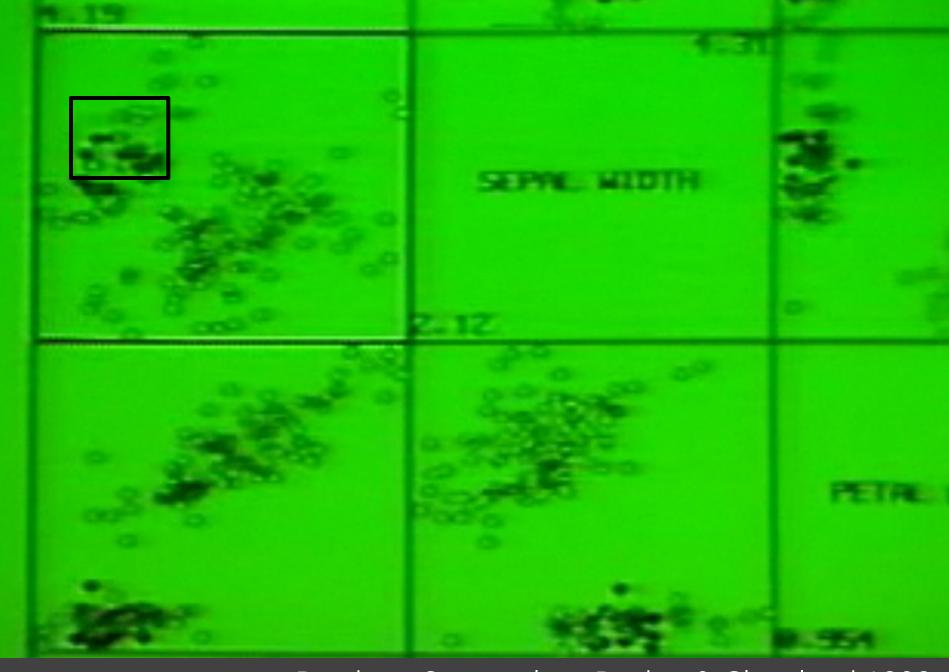
Direct attention to a subset of data [Wills 95]



## **Brushing & Linking**

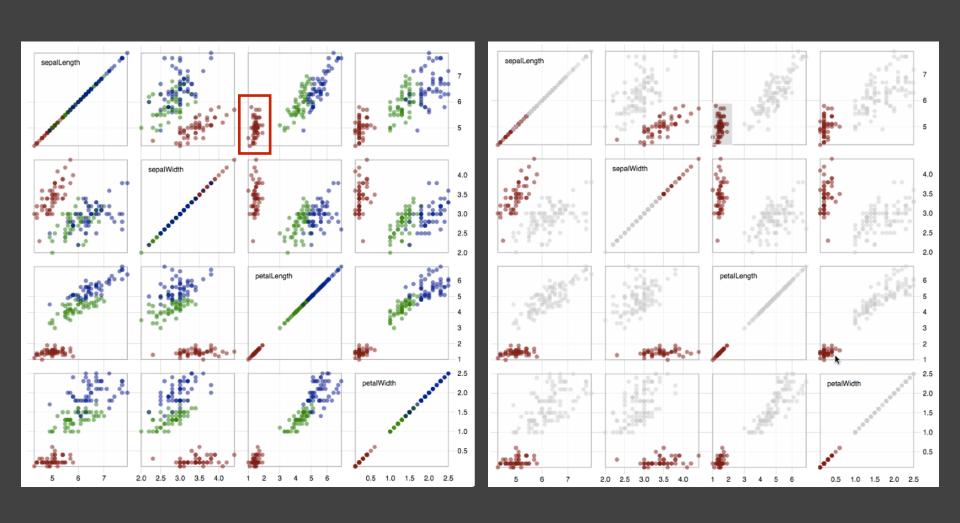
Select ("**brush**") a subset of data See selected data in other views

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

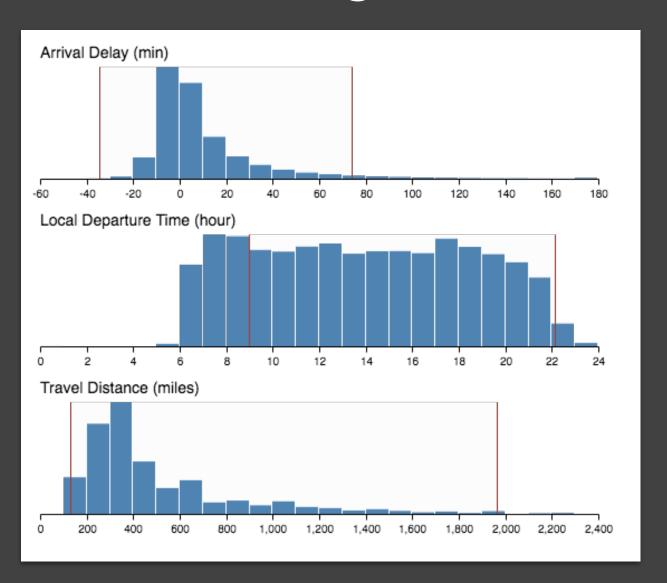


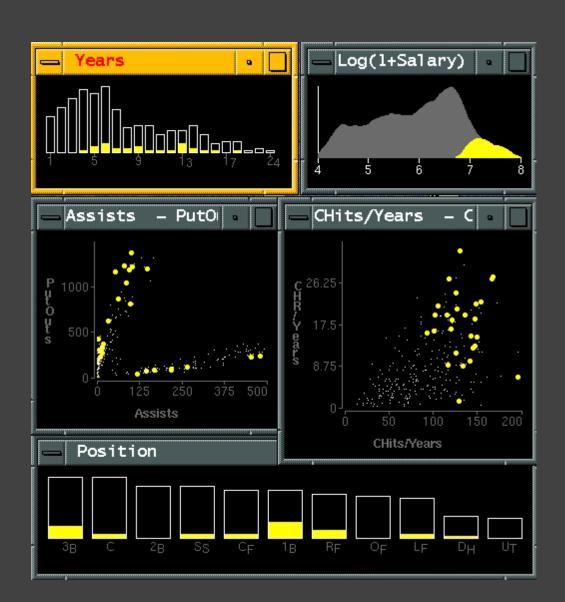
Brushing Scatterplots, Becker & Cleveland 1982

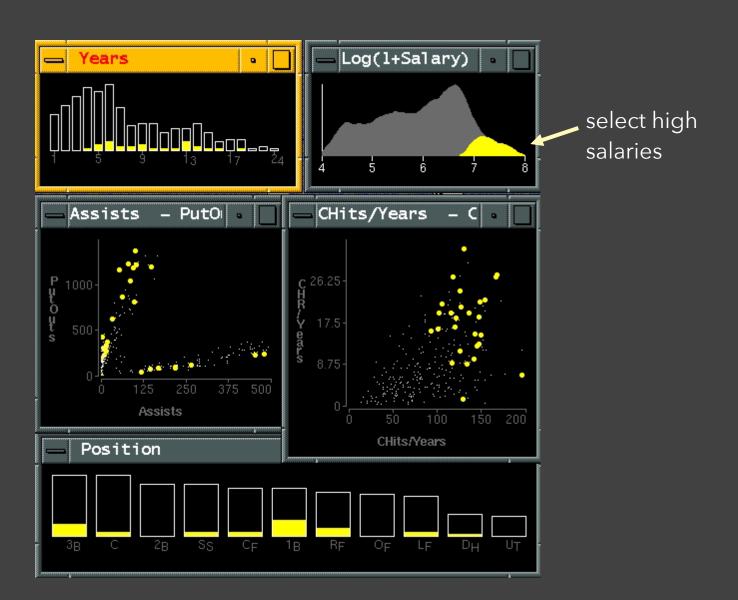
## Brushing Scatterplots

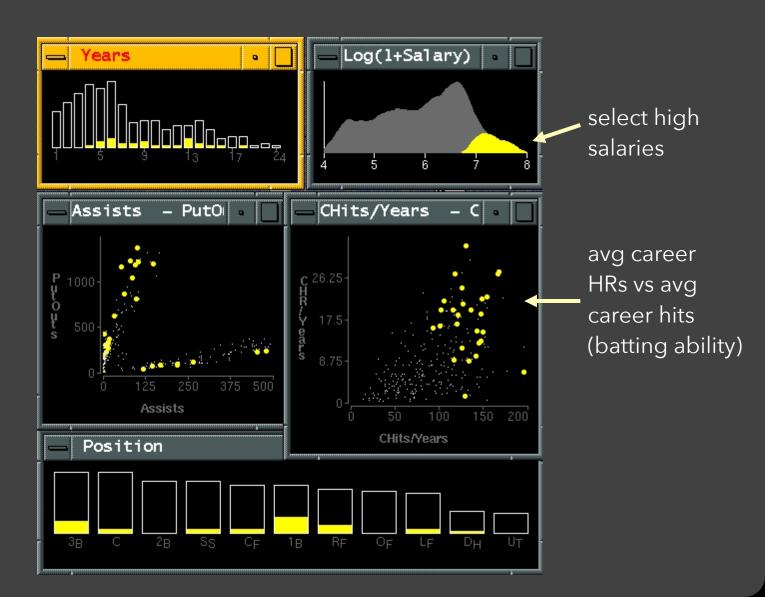


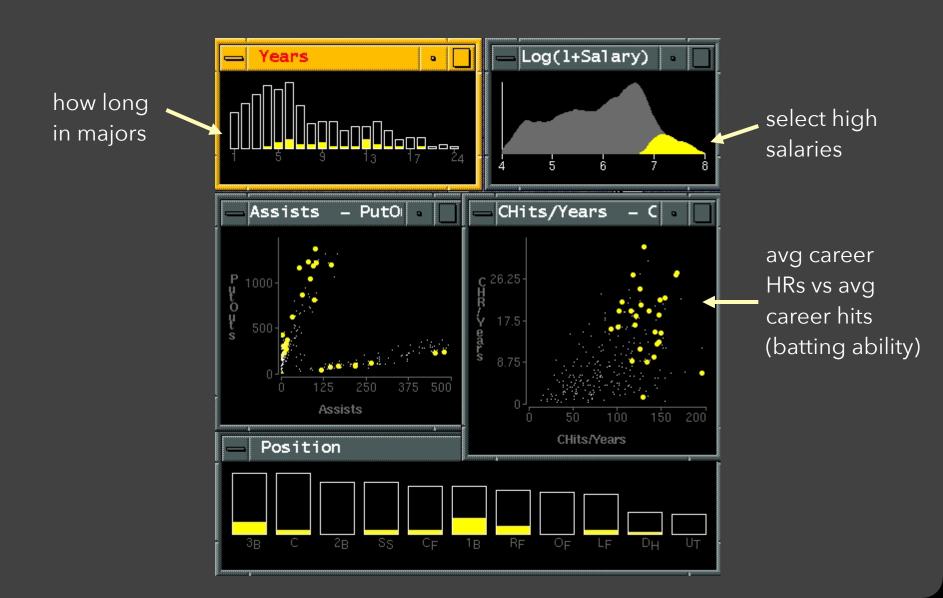
## Cross-Filtering

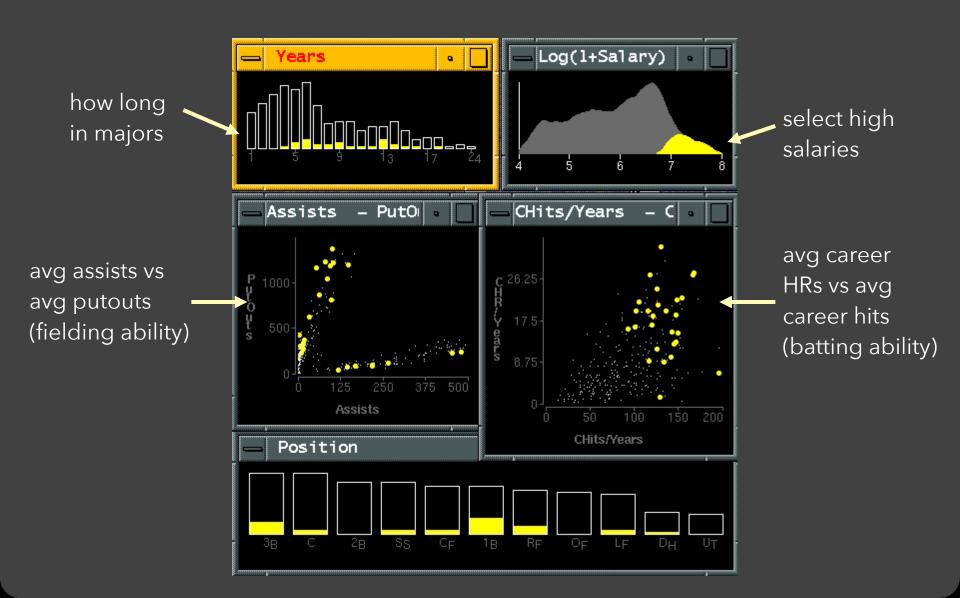


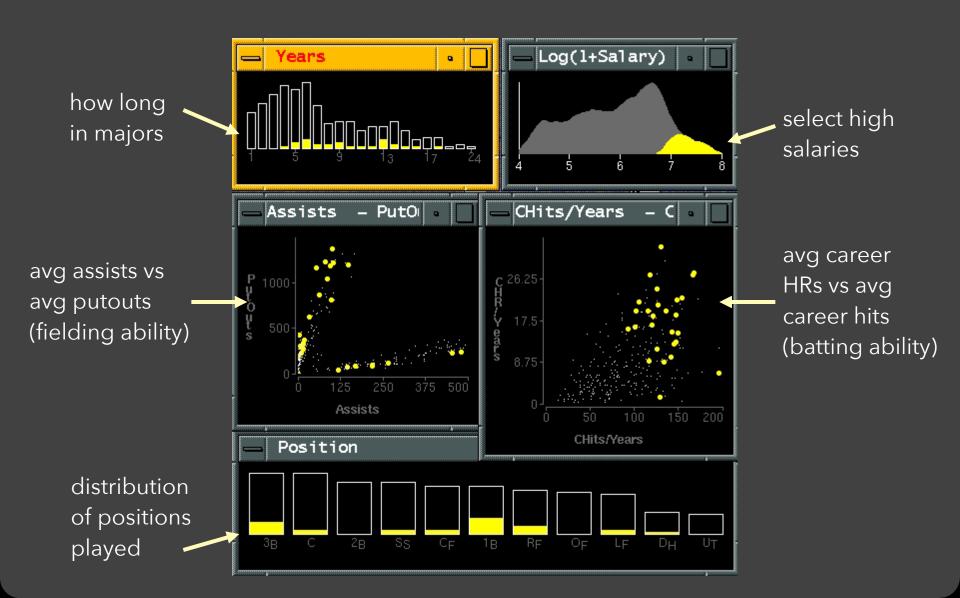




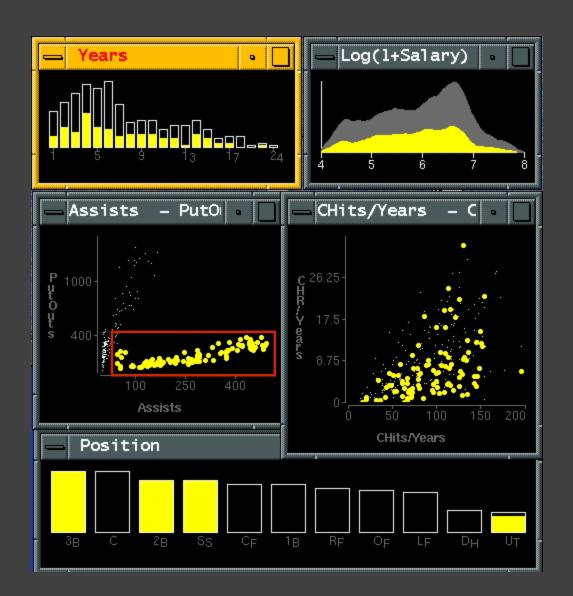








### Linking Assists to Positions



# Dynamic Queries

#### **Query & Results**

SELECT house FROM seattle\_homes

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

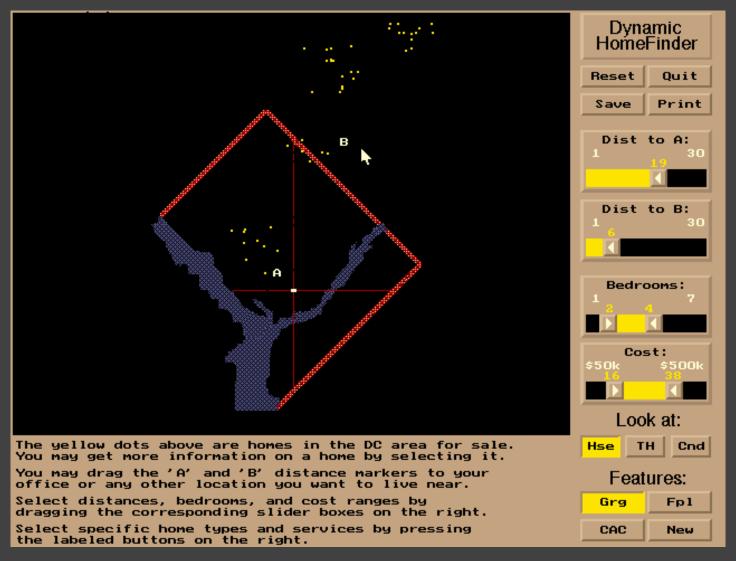
**ORDER BY price** 

```
Dunamic Browser : DC Home Finder
IdNumber Dwelling Address
                                        City
         House
                  5256 S. Capitol St.
                                        Beltsville, MD
         House
                  5536 S. Lincoln St.
                                        Beltsville, MD
         House
                  5165 Jones Street
                                        Beltsville, MD
         House
                  5007 Jones Street
                                        Beltsville, MD
                   4872 Jones Street
                                        Beltsville, MD
 17
         House
                  5408 S. Capitol St.
                                        Beltsville, MD
         House
                  5496 S. Capitol St.
                                        Beltsville, MD
 85
         Condo
                  5459 S. Lincoln St.
                                        Laurel, MD
         Condo
                  5051 S. Lincoln St. Laurel, MD
         Condo
                  5159 Hamilton Street Laurel, MD
 92
         Condo
                  5132 Hamilton Street Laurel, MD
         Condo
                  5221 S. Lincoln St.
                                        Laurel, MD
         Condo
                  5043 S. Lincoln St.
                                        Laurel, MD
 95
         Condo
                  4970 Jones Street
                                        Laurel, MD
         Condo
                   4677 Jones Street
                                        Laurel, MD
                                        Laurel, MD
         Condo
                   4896 S. Capitol St.
         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
L
```

#### 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

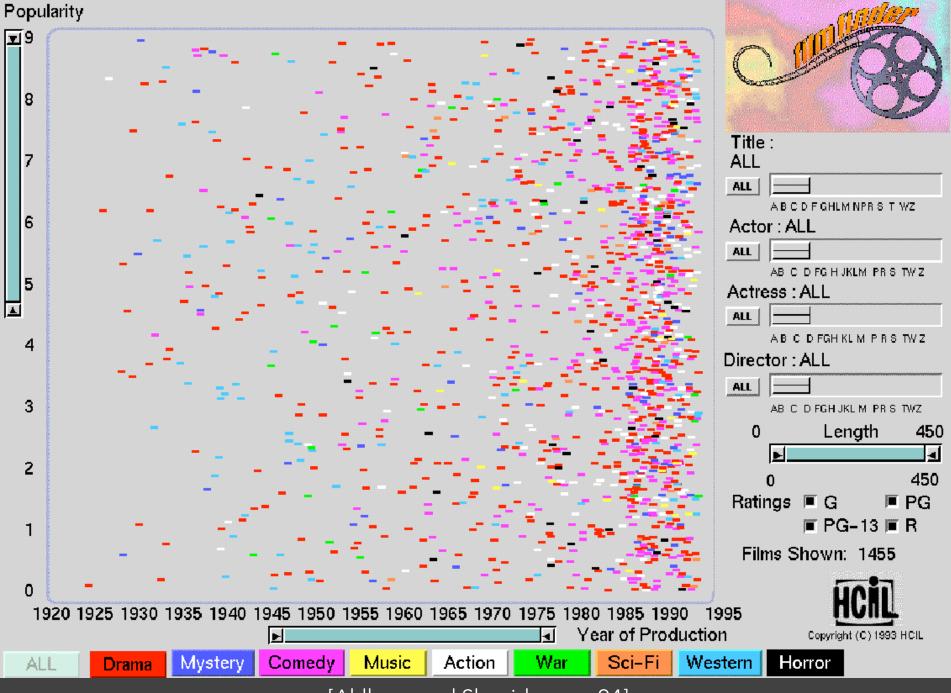
#### HomeFinder

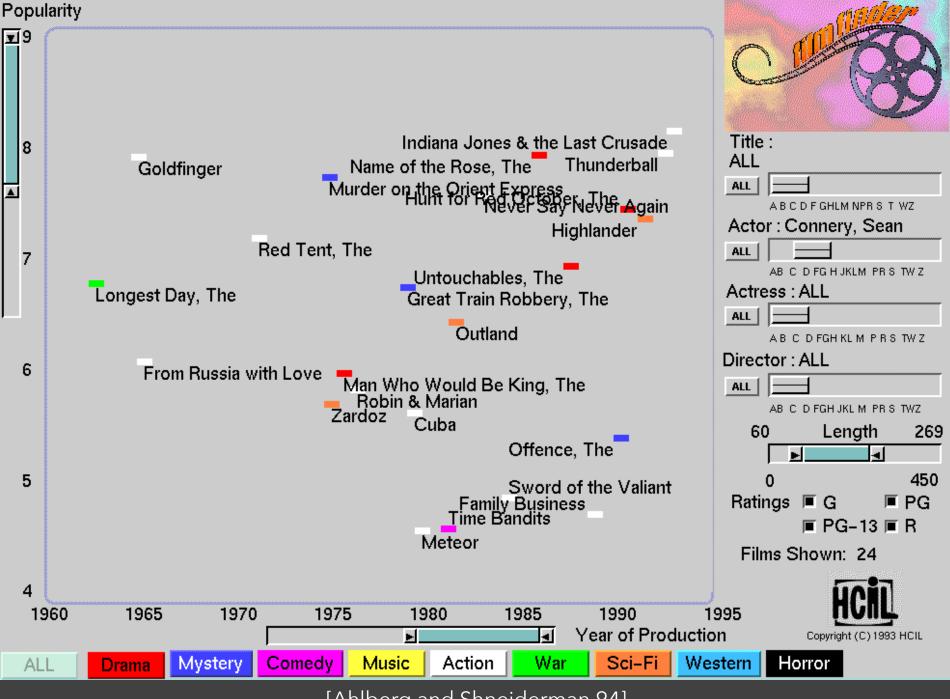


[Williamson and Shneiderman 92]

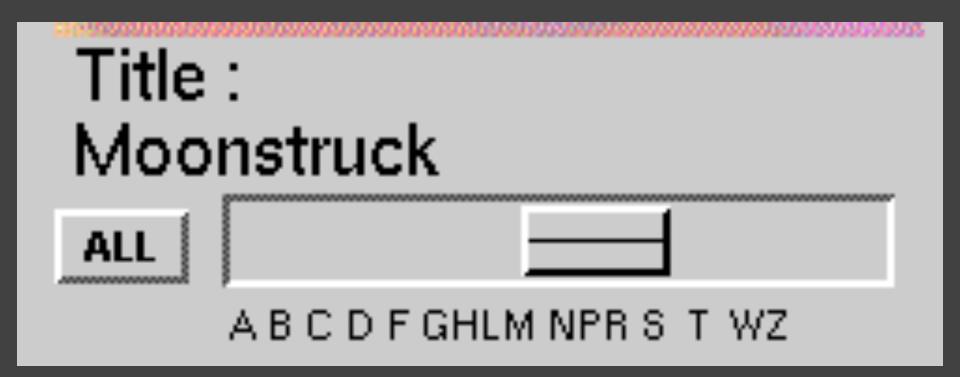
#### **Direct Manipulation**

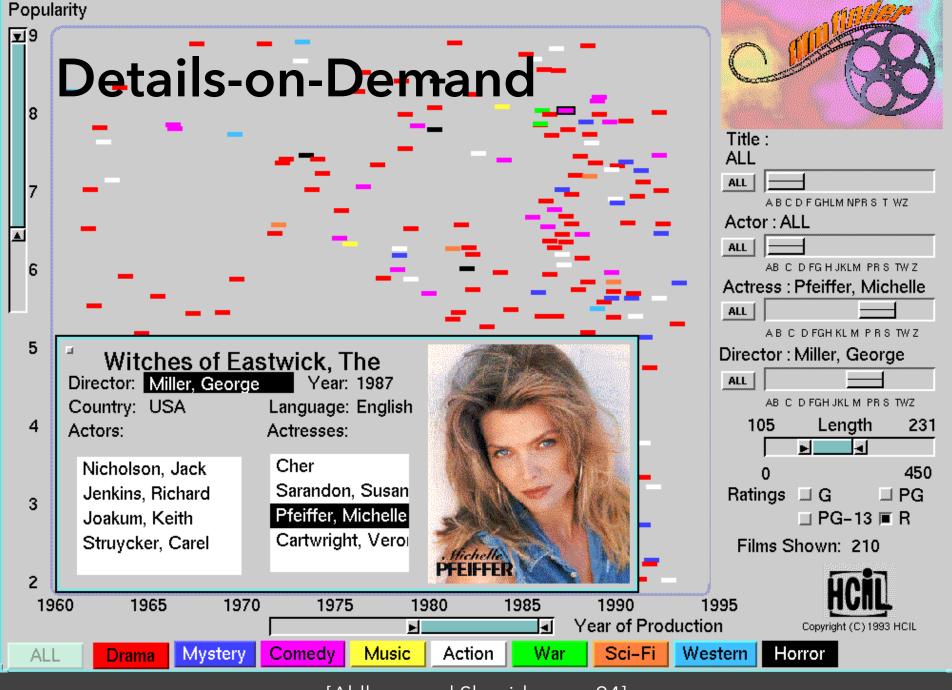
- 1. Visual representation of objects and actions
- 2. Rapid, incremental and reversible actions
- 3. Selection by pointing (not typing)
- 4. Immediate and continuous display of results





## Alphaslider (?)





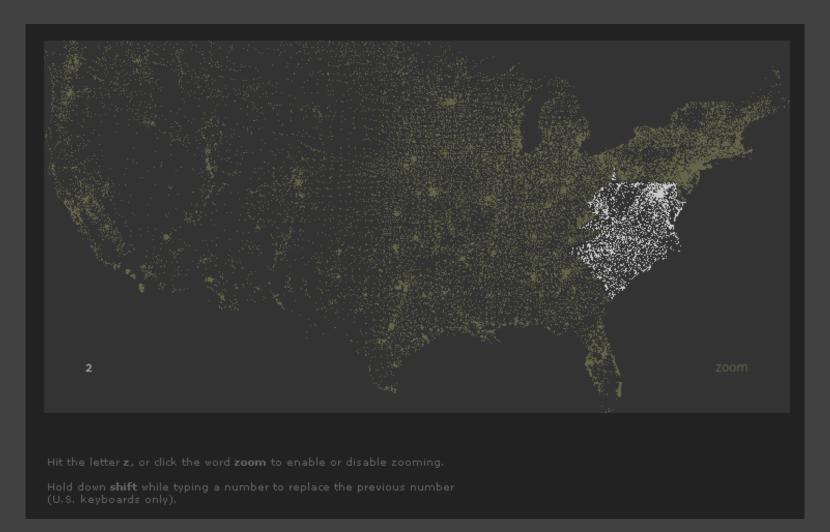
# • The Attribute Explorer

# • The Attribute Explorer

### Attribute Explorer [Spence & Tweedie 96]

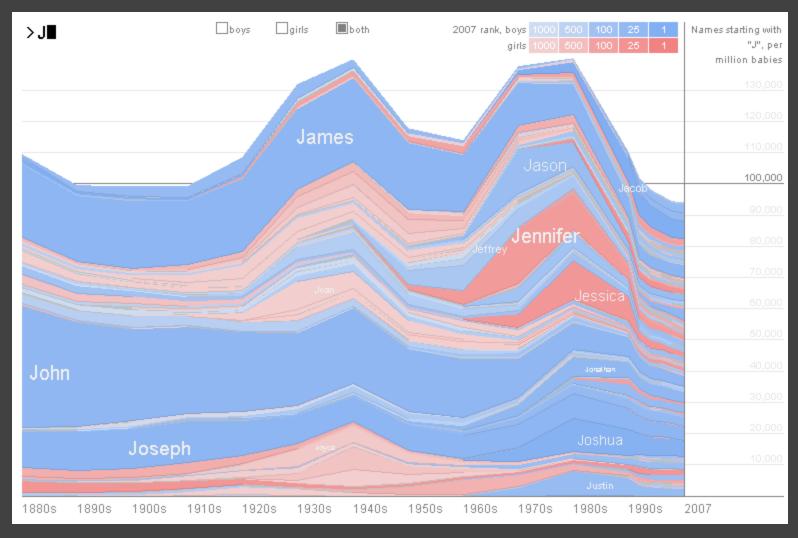
Video Clip

## Zipdecode [Fry 04]



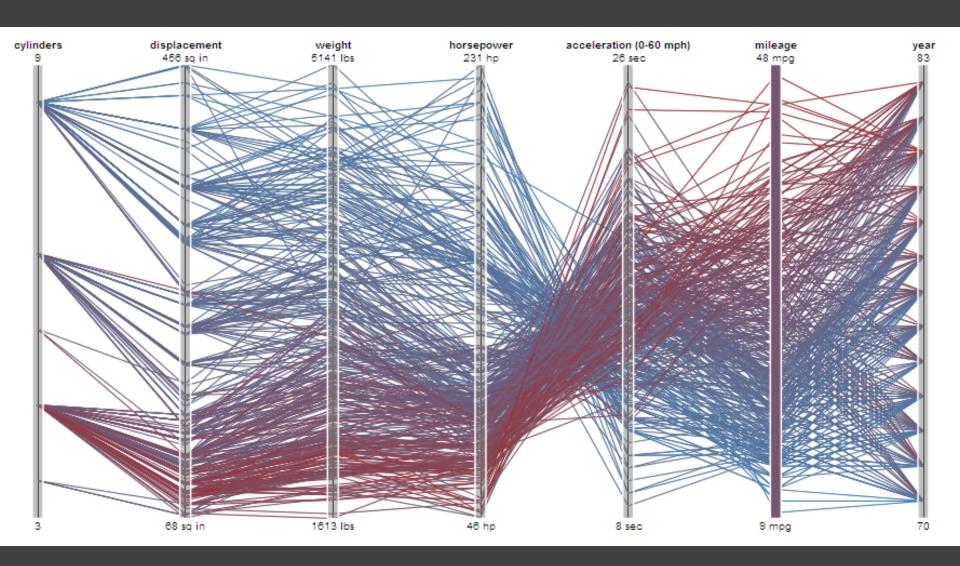
http://benfry.com/zipdecode/

### NameVoyager [Wattenberg 06]

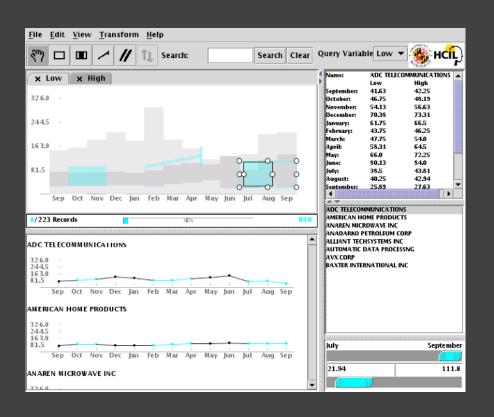


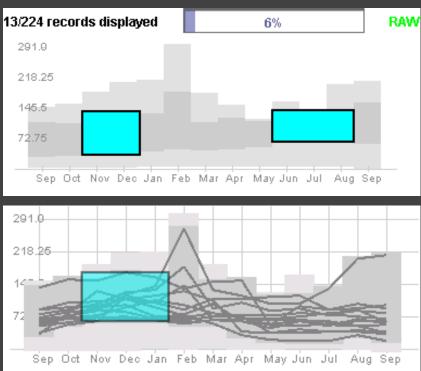
http://www.babynamewizard.com/voyager

## Parallel Coordinates [Inselberg]

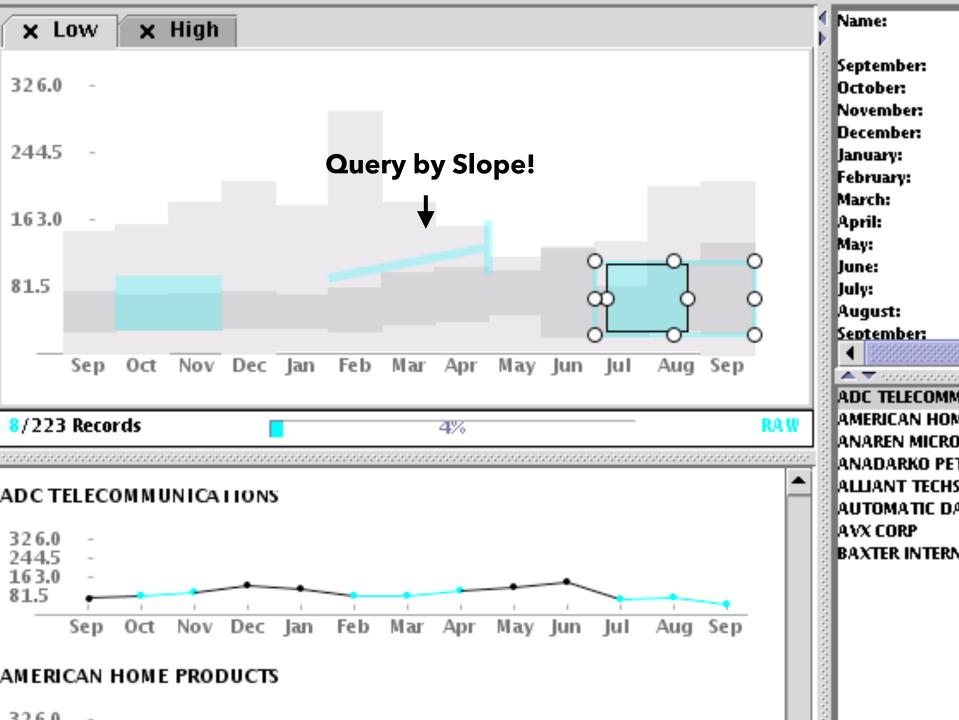


#### TimeSearcher [Hocheiser 02]

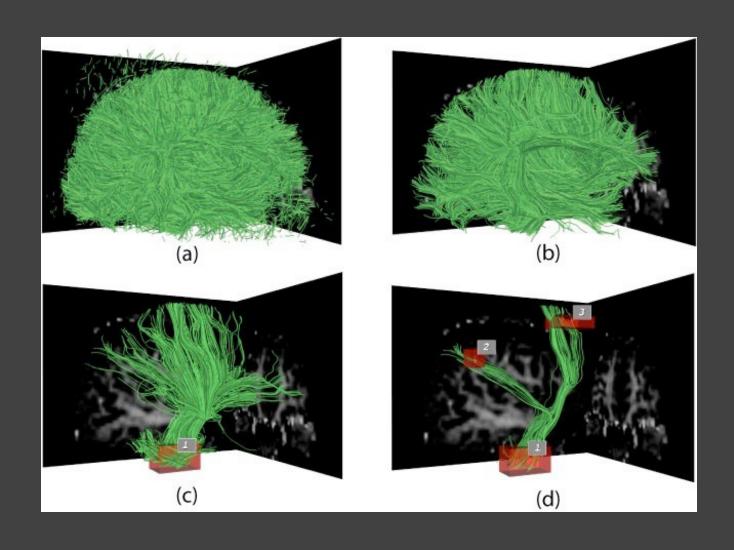




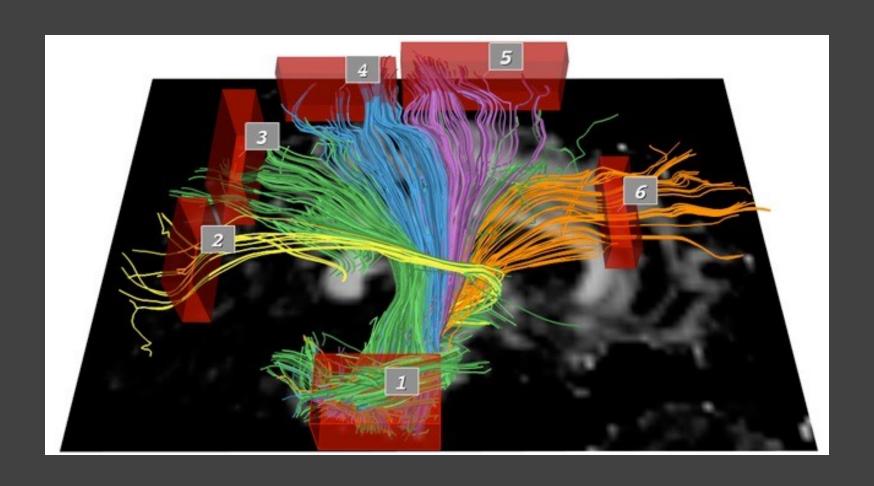
Builds on Wattenberg's [2001] idea for sketch-based queries of time-series data.



## 3D Dynamic Queries [Akers 04]



## 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

# Administrivia

#### **Tutorials**

#### Introduction to D3.js

Thursday, Oct. 19 - 5:00-6:20pm - Sieg 134

#### A3: Interactive Prototype

Create an interactive visualization. Choose a driving question for a dataset and develop an appropriate visualization + interaction techniques, then deploy your visualization on the web.

Due by 11:59pm on Monday, October 30.

Work in project teams of 3-4 people.



#### Requirements

**Interactive.** You must implement interaction methods! However, this is not only selection / filtering / tooltips. Also consider annotations or other narrative features to draw attention and provide additional context

**Web-based.** D3 is encouraged, but not required. Deploy your visualization using GitHub pages.

Write-up. Provide design rationale on your web page.



### A3 & Final Project Team

Form a **team of 3-4** for A3 and the Final Project.

Start thinking about your Final Project, too!

A3 is open-ended, but you can use it to start exploring your FP topic if you like.

Submit signup form by Friday 10/20, 11:59pm.

#### If you do not have team mates, you should:

- Use the facilities on Canvas
- Stay after class/tutorial to meet potential partners

#### **Team Member Roles**

We encourage you to structure team responsibilities!

Coordinator: Organize meetings, track deadlines, etc.

Data Lead: Data wrangling, management, distillation

Tech Lead: Manage code integration, GitHub repo

**UX Lead**: Visualization/interaction design & evaluation

One may have multiple roles, share work across roles...



## Interactive Prototype Tips

**Start now.** It will take longer than you think.

**Keep it simple.** Choose a *minimal* set of interactions that enables users to explore and generate interesting insights. Do not feel obligated to convey *everything* about the data: focus on a compelling subset.

**Promote engagement**. How do your chosen interactions reveal interesting observations?



# An Interaction Grammar (Vega-Lite Selections)

Satyanarayan et al. *InfoVis'16 Best Paper* 

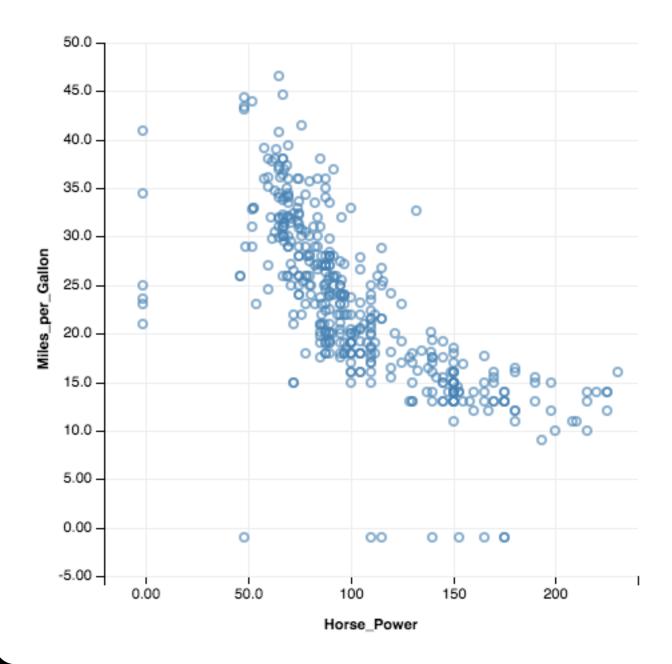
#### Vega-Lite

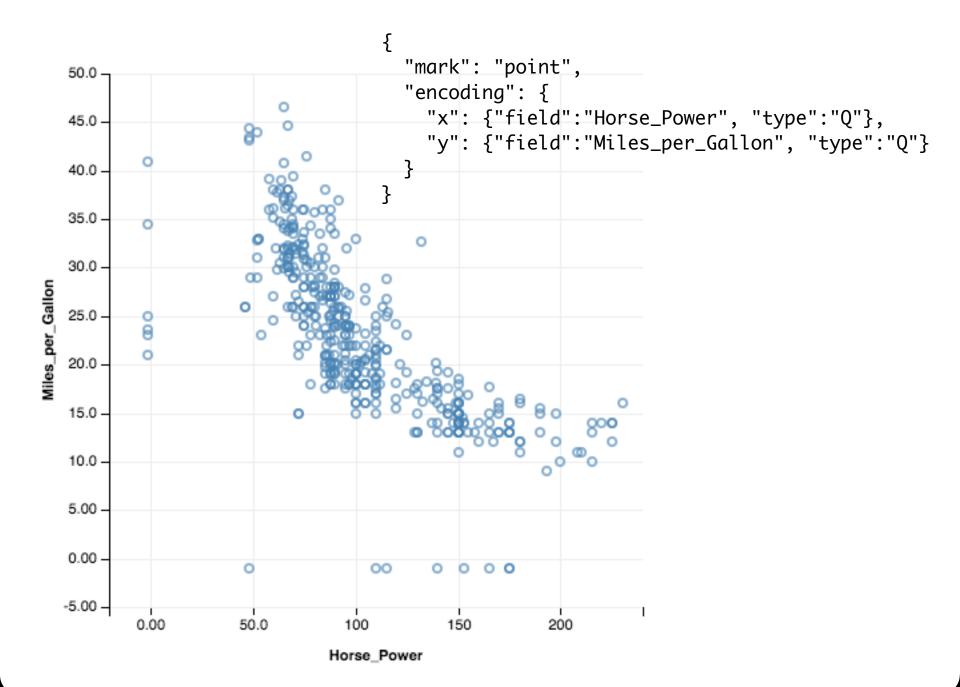
A formal model for statistical graphics Inspired by Grammar of Graphics & Tableau

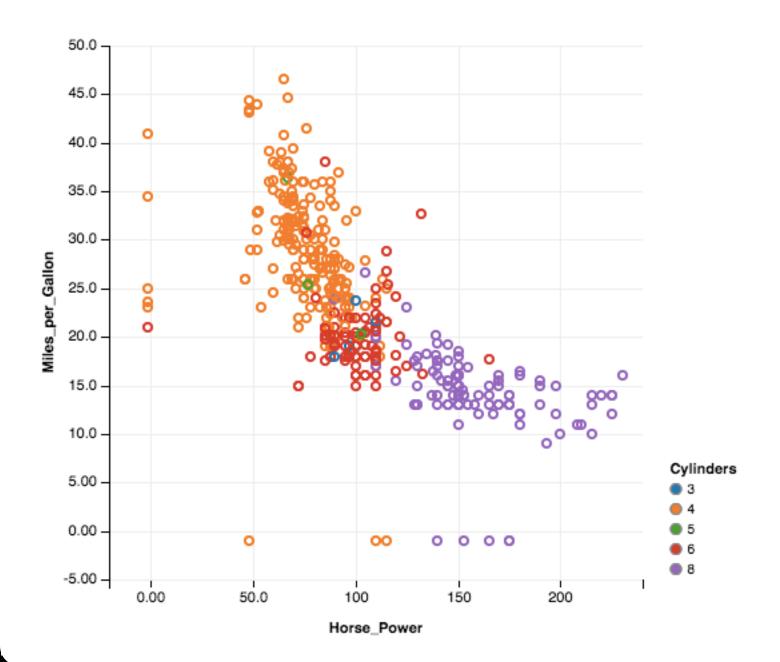
Includes data transformation & encoding

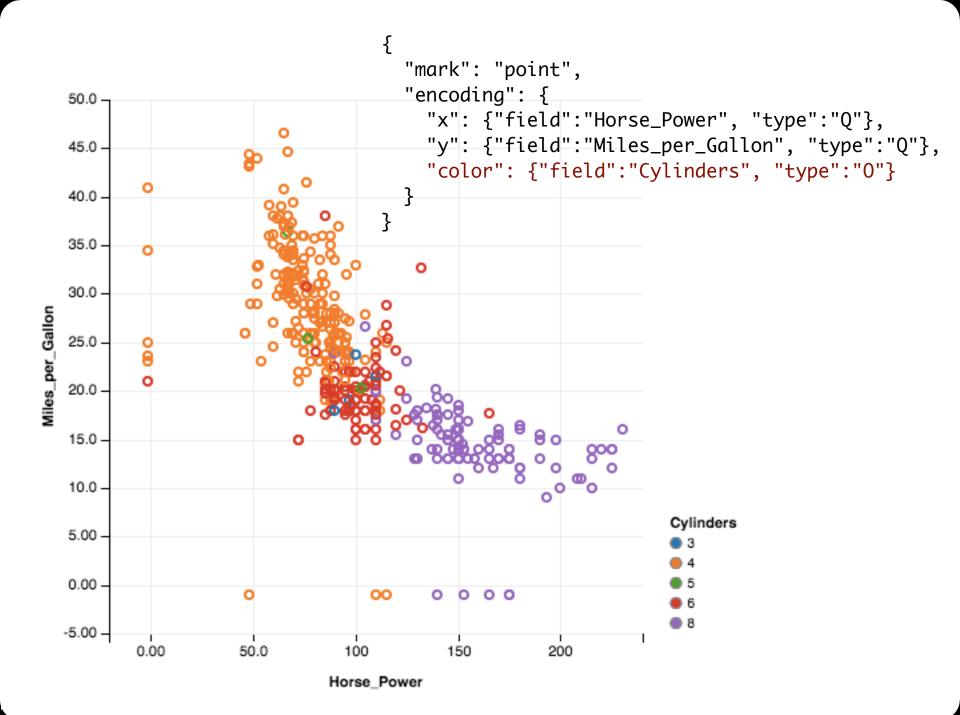
Uses a simple, concise **JSON format** that compiles to complete **Vega specifications** 

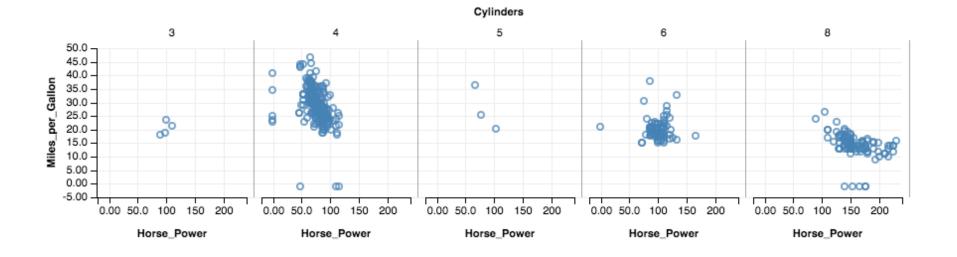
Easy programmatic generation



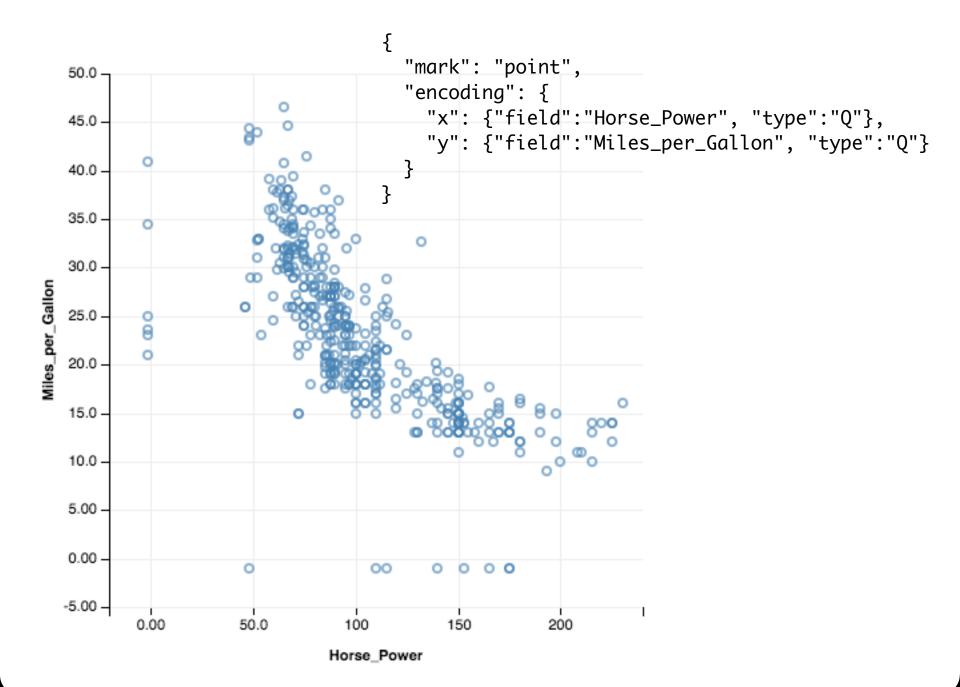


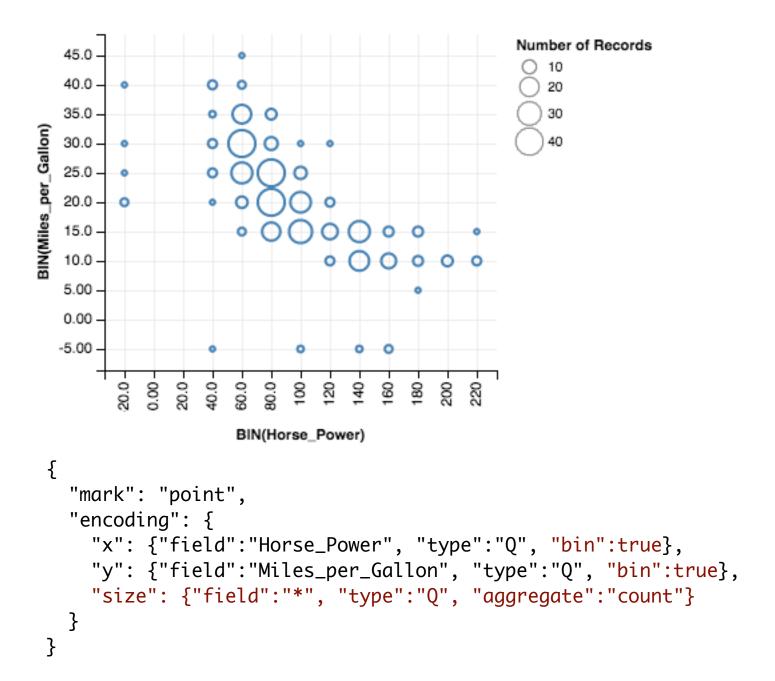






```
{
  "mark": "point",
  "encoding": {
     "x": {"field":"Horse_Power", "type":"Q"},
     "y": {"field":"Miles_per_Gallon", "type":"Q"},
     "column": {"field":"Cylinders", "type":"O"}
  }
}
```





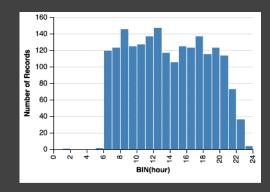
## Specifying Interactions

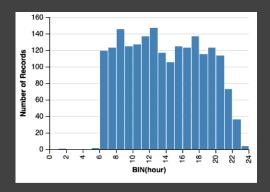
Typically interactive behaviors are programmed using *imperative* **event handler callbacks**. When events occur, you must process the event, update the application state, re-draw, etc.

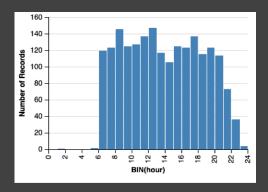
For a variety of visual analysis operations, what if you could *declaratively* specify the **semantics** of an interaction and have the event handling logic automatically **synthesized**?

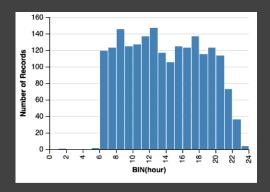


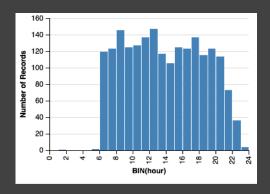
```
{
   "data": {"url": "data/flights.json"},
   "mark": "bar",
   "encoding": {
       "x": {"field": "hour", "bin": true, "type": "Q",},
       "y": {"field": "*", "aggregate": "count", "type": "Q"}
   }
}
```



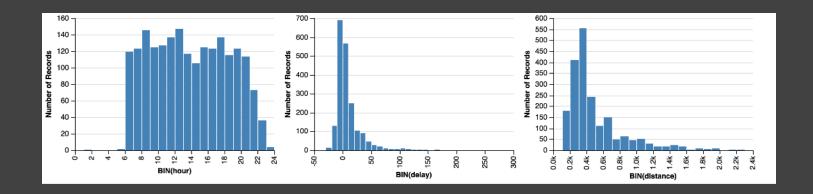




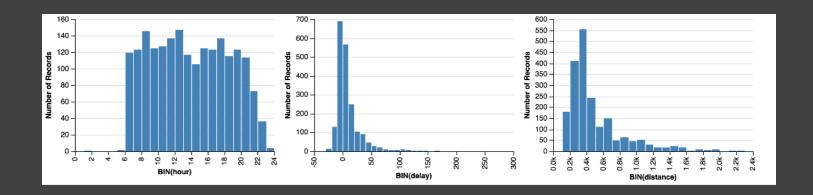




```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
    "data": {"url": "data/flights.json"},
    "mark": "bar",
    "encoding": {
        "x": {"field": {"repeat": "column"}, "bin": true, "type": "Q"},
        "y": {"field": "*", "aggregate": "count", "type": "Q"}
    }
}
```



```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
    "data": {"url": "data/flights.json"},
    "mark": "bar",
    "encoding": {
        "x": {"field": {"repeat": "column"}, "bin": true, "type": "Q"},
        "y": {"field": "*", "aggregate": "count", "type": "Q"}
    }
}
```



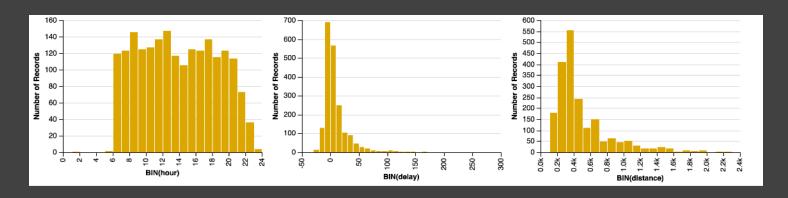
```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
  "layer": [{
     "data": {"url": "data/flights.json"},
     "mark": "bar",
     "encoding": {
       "x": {"field": {"repeat": "column"}, "bin": true, "type": "Q"},
       "y": {"field": "*", "aggregate": "count", "type": "Q"}
     "encoding": {
        . . . ,
       "color": {"value": "goldenrod"}
  }]
                                                            500
           120
                                                            450
          Number of Records
                                   500
                                                            400 -
           100
                                  2 400 -
                                                            350
           80
                                                           5 300
                                  300 -
200 -
                                                            250 -
           60
                                                            200 -
                                                           ≥ 150 -
           40
                                                            100 -
                                    100 -
           20 -
```

BIN(delay)

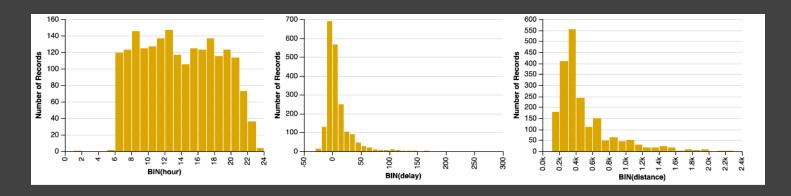
```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
  "layer": [{
     "data": {"url": "data/flights.json"},
     "mark": "bar",
     "encoding": {
        "x": {"field": {"repeat": "column"}, "bin": true, "type": "Q"},
        "y": {"field": "*", "aggregate": "count", "type": "Q"}
     "encoding": {
        . . . ,
        "color": {"value": "goldenrod"}
  }]
                                                              550
            140
                                                              500
            120
                                                              450
          Number of Records
                                     500 -
                                                              400
            100
                                                              350
                                     400 -
            80
                                                             ₲ 300
                                     300 -
                                    300 –
200 –
                                                              250
            60
                                                              200
                                                             ≠ <sub>150</sub> .
                                     100 -
            20 -
                           18 20 22 22
```

BIN(delay)

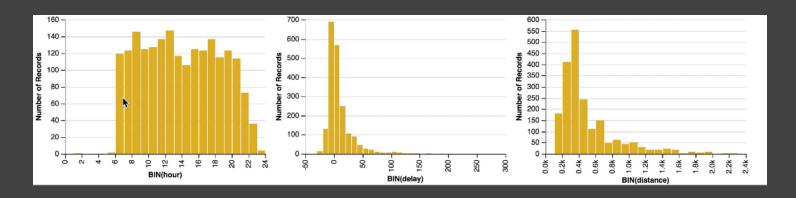
```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
    "layer": [{
  }]
```



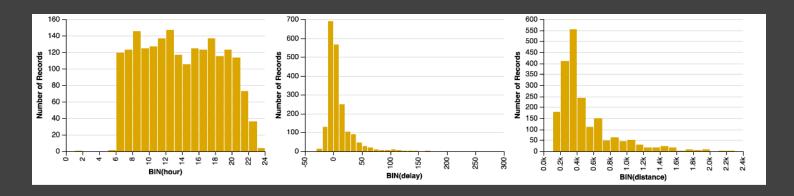
```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
  "layer": [{
    "select": {
      "region": {
        "type": "interval", "project": {"channels": ["x"]}, ...
  }]
```



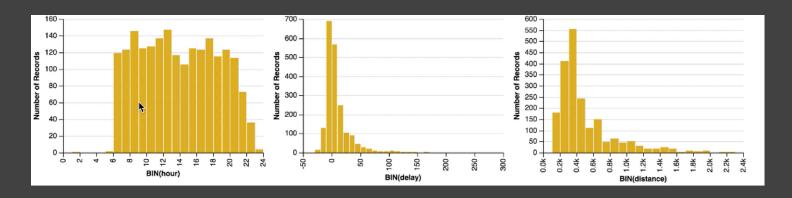
```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
  "layer": [{
    "select": {
      "region": {
        "type": "interval", "project": {"channels": ["x"]}, ...
  }]
```



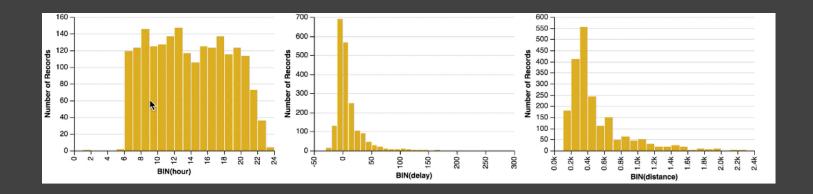
```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
  "layer": [{
    "select": {
      "region": {
        "type": "interval", "project": {"channels": ["x"]}, ...
    "transform": [{"filter": {selection: "region"}}]
  }]
```

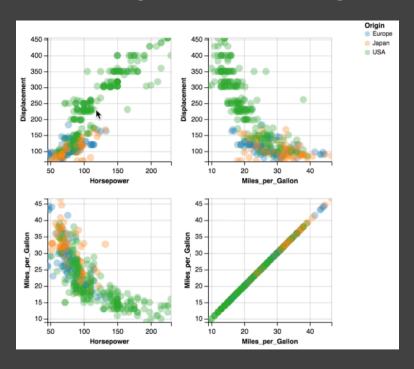


```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
  "layer": [{
    "select": {
      "region": {
        "type": "interval", "project": {"channels": ["x"]}, ...
    "transform": [{"filter": {selection: "region"}}]
  }]
```

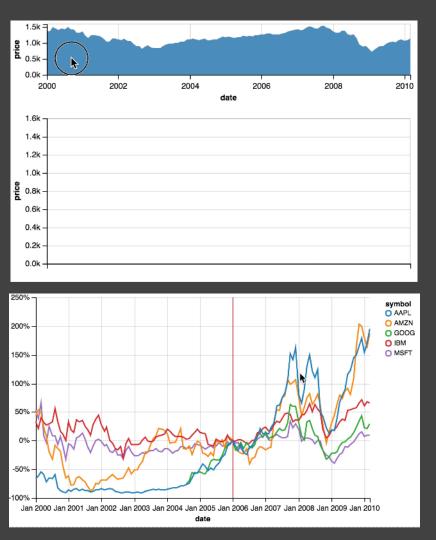


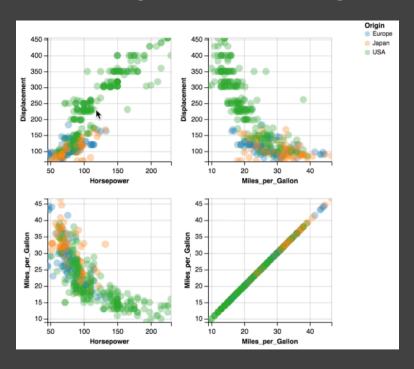
```
"repeat": {"column": ["hour", "delay", "distance"]},
"spec": {
                                                      35 Lines
 "layer": [{
                                                      of JSON!
    "select": {
     "region": {
        "type": "interval", "project": {"channels": ["x"]}, ...
    "transform": [{"filter": {selection: "region"}}]
 }]
```



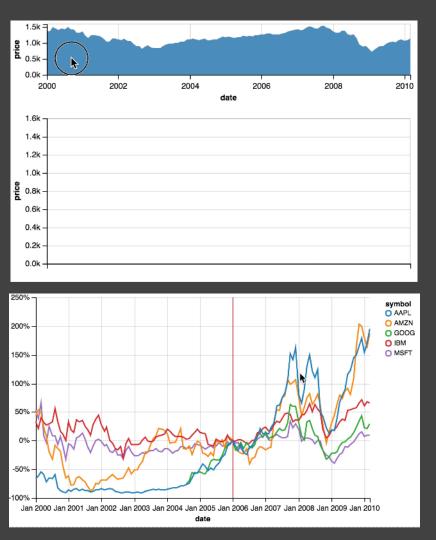


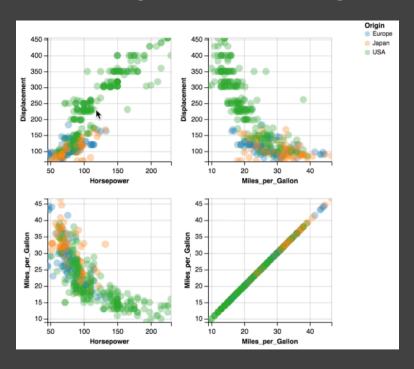
## Overview + Detail



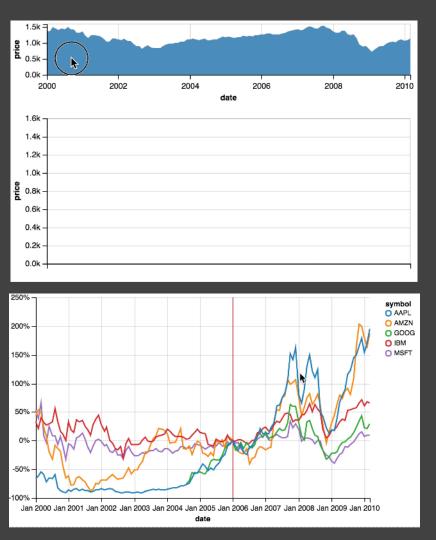


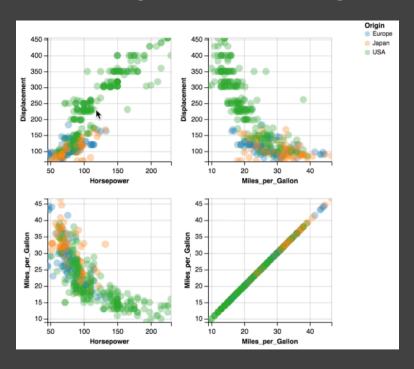
## Overview + Detail





## Overview + Detail





## Overview + Detail

