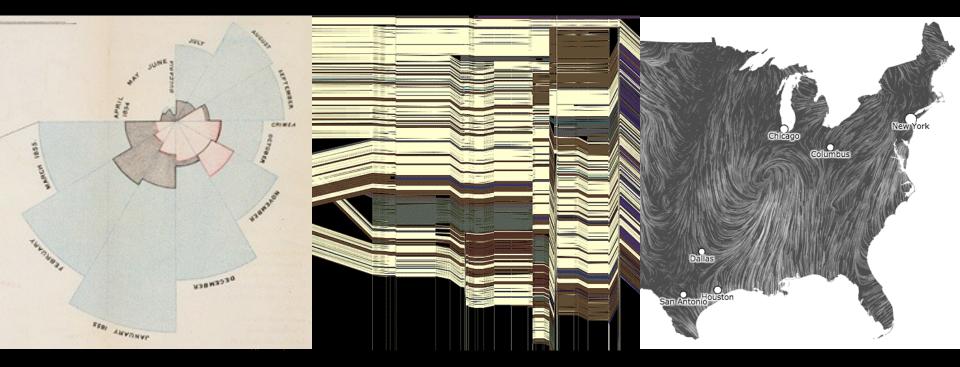
# **CSE 442** - Data Visualization Interaction



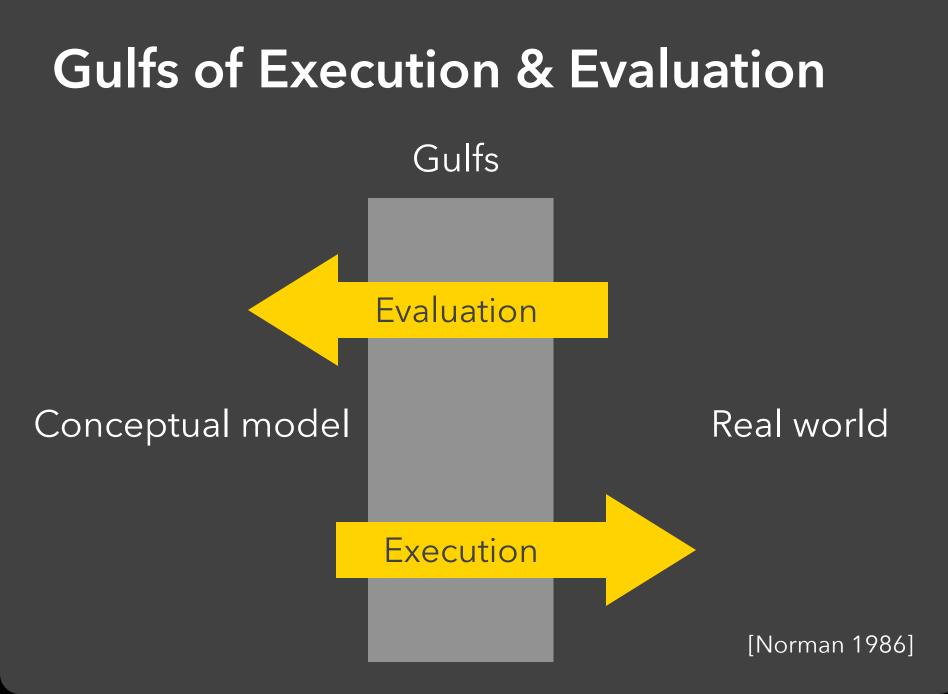
Matthew Conlen University of Washington

[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.

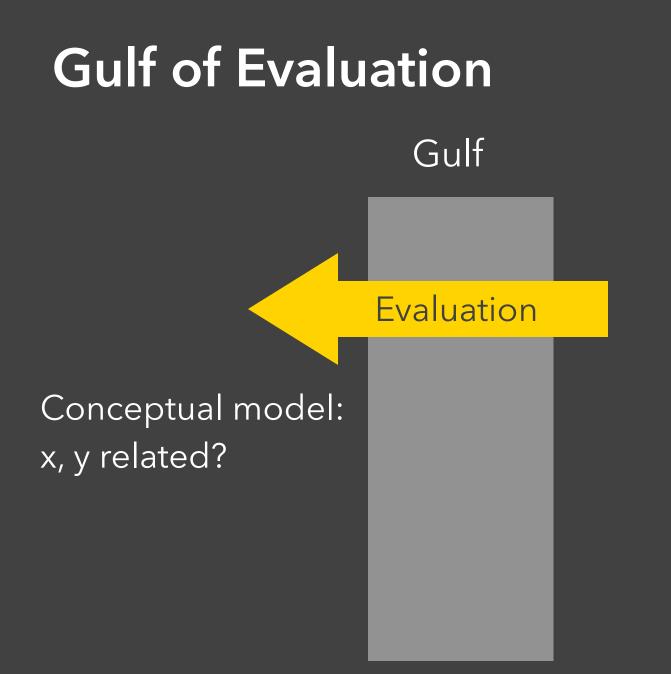


The difference between the user's intentions and the allowable actions.

#### **Gulf of Evaluation**

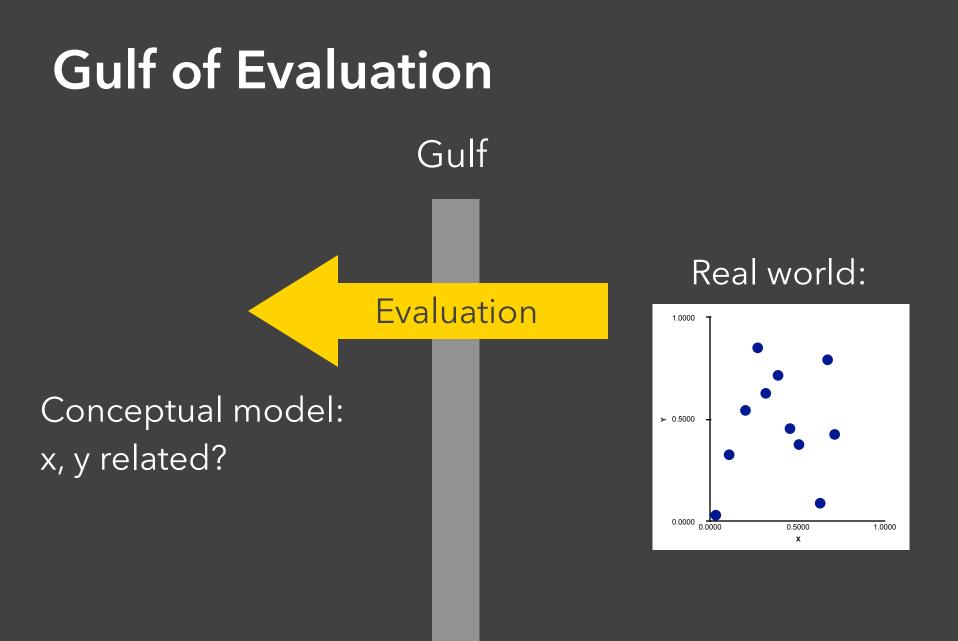
The amount of effort that the person must exert to interpret the state of the system and to determine how well the expectations and intentions have been met.

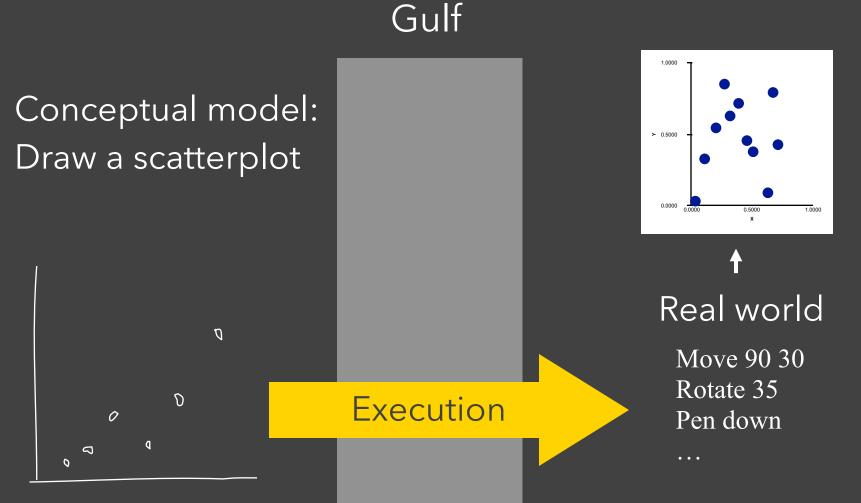
[Norman 1986]



#### Real world:

Х	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

Execution

#### Conceptual model: Draw a scatterplot

Ø

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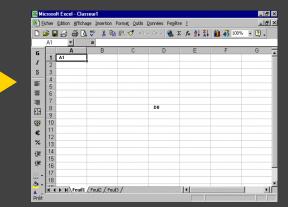
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1.0000 > 0.5000 0.0000 0.5000 x 1.0000

#### Real world



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]

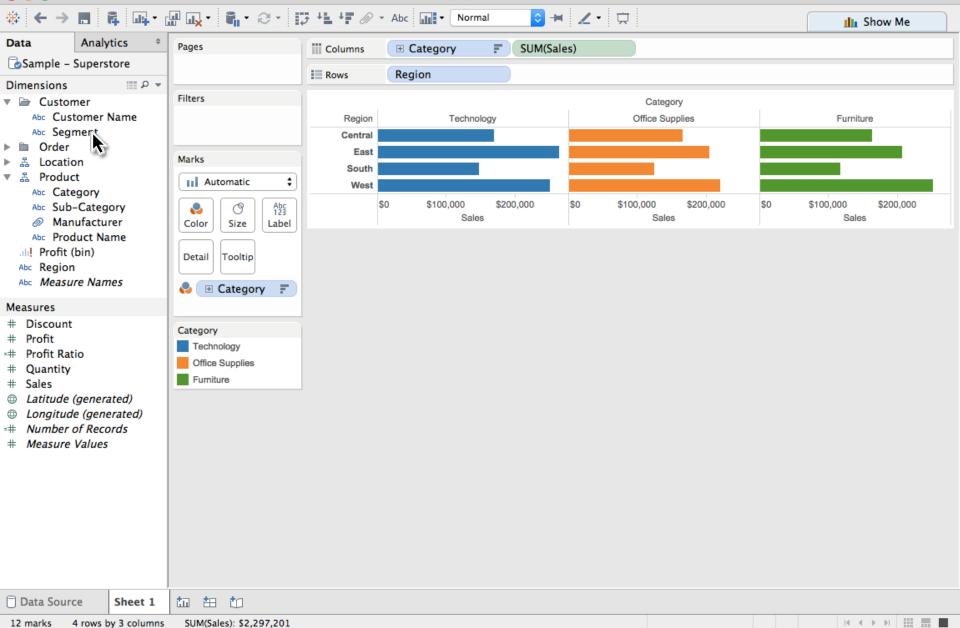
# Interactive Visualization

# **Interaction Techniques**

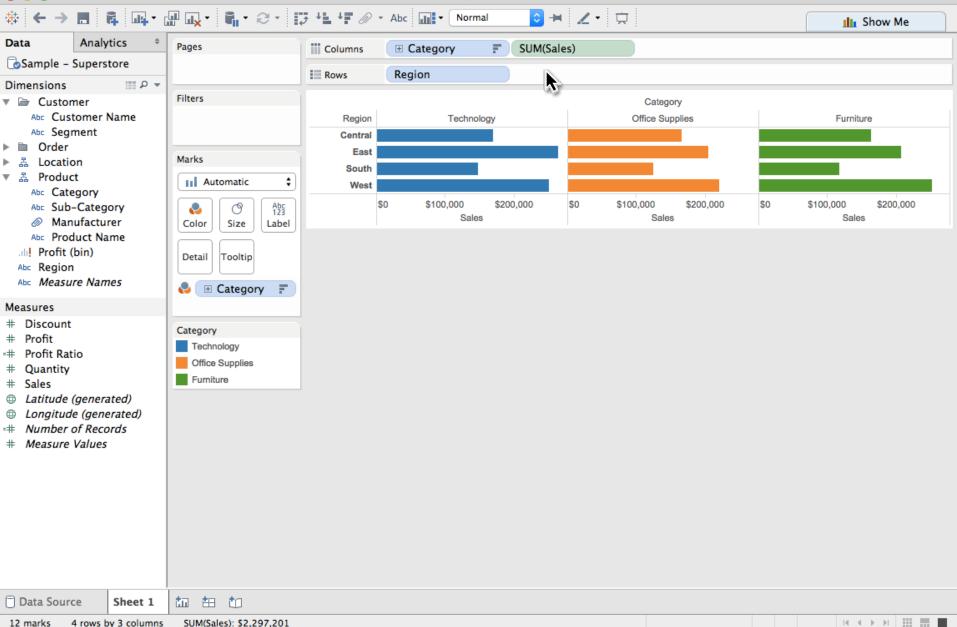
Are there "essential" interactive operations for exploratory data visualization?

**Data and View Specification** Visualize, Filter, Sort, Derive









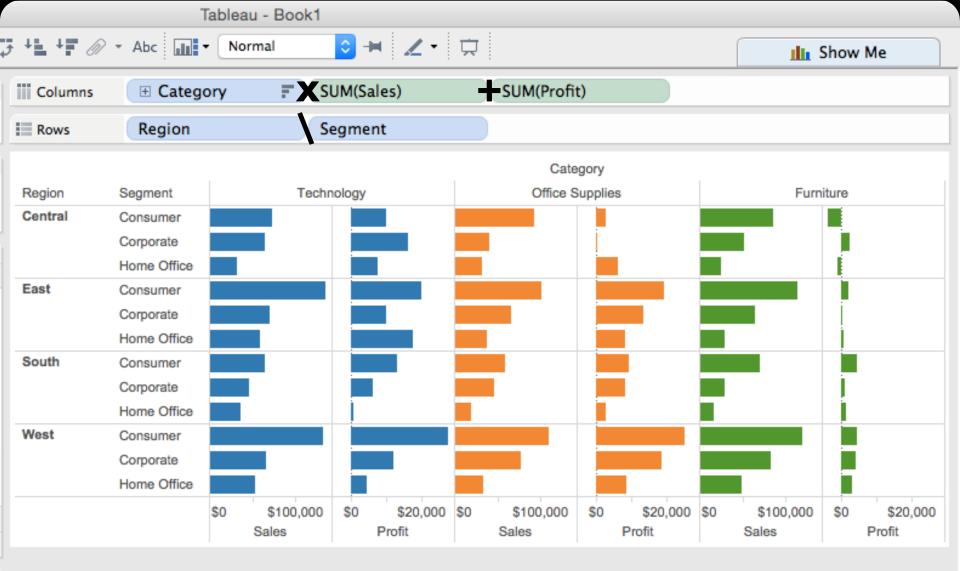
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Abc Segme	ent		Central	Consumer					
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# Quantity		Furniture							
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	(generated)								
# Number of									
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36 marks 12 rows by 3 columns SUM(Sales): \$2,297,201

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Measures	😓 🖽 Category 📮		Corporate Home Office			
<ul> <li>Discount</li> <li>Profit</li> <li>Profit Ratio</li> <li>Quantity</li> <li>Sales</li> <li>Latitude (generated)</li> <li>Longitude (generated)</li> <li>Number of Records</li> <li>Measure Values</li> </ul>	Category Technology Office Supplies Furniture		\$0	\$50,000 \$100,000 Sales	\$0 \$50,000 \$100,000 \$0 Sales	0 \$50,000 \$100,000 Sales
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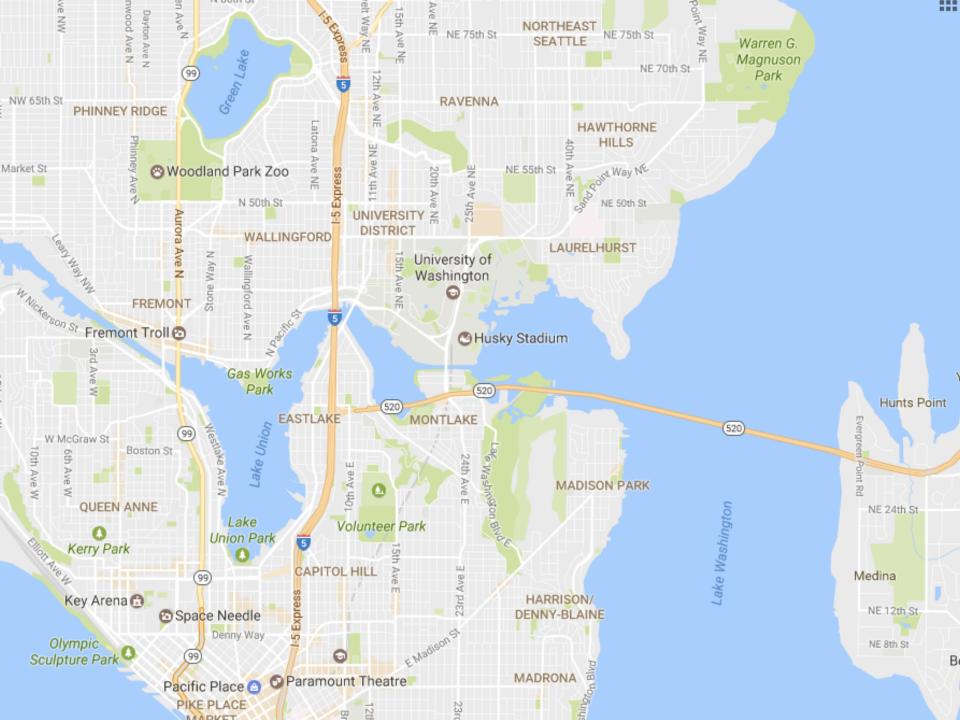
72 marks 12 rows by 6 columns SUM(Profit): \$286,397

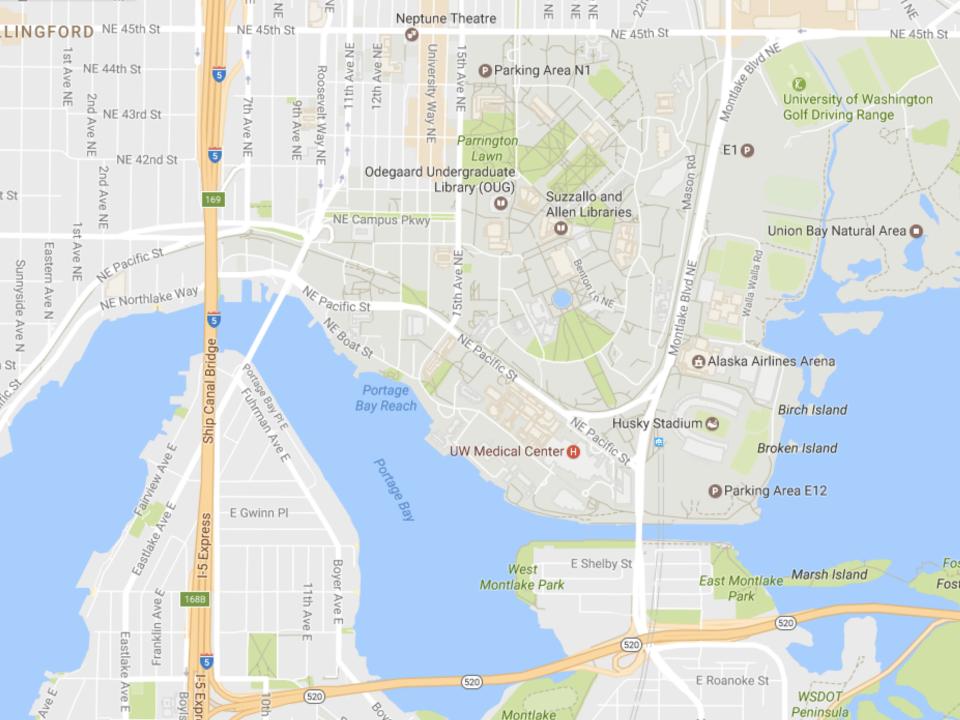


**Data and View Specification** Visualize, Filter, Sort, Derive

**Data and View Specification** Visualize, Filter, Sort, Derive

View Manipulation Select, Navigate, Coordinate, Organize





**Data and View Specification** Visualize, Filter, Sort, Derive

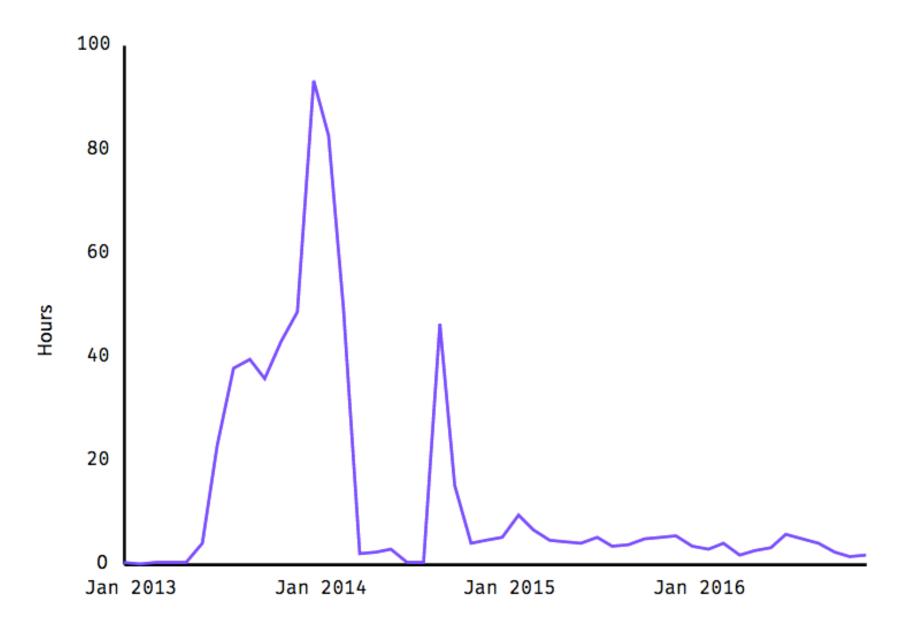
View Manipulation Select, Navigate, Coordinate, Organize

**Data and View Specification** Visualize, Filter, Sort, Derive

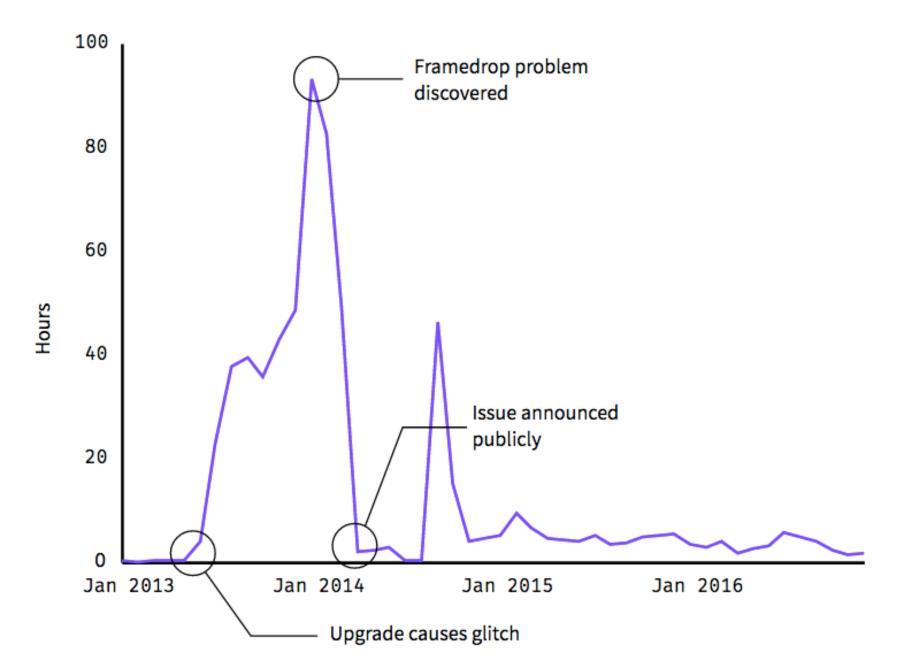
View Manipulation Select, Navigate, Coordinate, Organize

**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



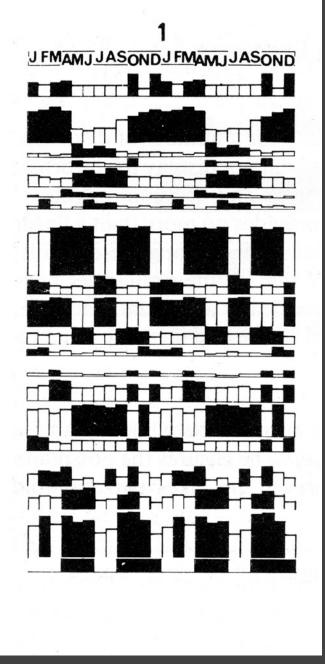
**Data and View Specification** Visualize, Filter, Sort, Derive

View Manipulation Select, Navigate, Coordinate, Organize

**Process and Provenance** Record, Annotate, Share, Guide

# E X A M P L E : Bertin's Hotel Data

										r			
J	F	M	Α	M	J	J	A	S	0	Ν	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	%
7	6	3	6	23	14	19	14	9	6	8	8	3	% — "— U.S.A.
0	C	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	%
48	49	42	48	54	55	53	57	55	46	55	43	15	%
25	22	17	15	19	19	19	19	19	20	19	22	16	%
163	167	166	174	152	155	145	170	157	174	165	156	17	PRICE OF ROOMS
1.65	1.71	7. <b>65</b>	1.91	1. <b>90</b>	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	×	$\times$	20	CONVENTIONS



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	1 % OCCUPANCY	ACTIVE AND
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	AGENCY RESERVATIONS	
	AIR CREWS CLIENTS UNDER 20 YEARS CLIENTS MORE THAN 55 YEARS 14 CLIENTS FROM 20-35 YEARS	RECOVERY FACTORS
	1 FEMALE CLIENTELE 2 LOCAL CLIENTELE	WINTER
	7 ASIA 9 TOURISTS 10 DIRECT RESERVATION 17 PRICE OF ROOMS	WINTER-SUMMER
	MIDDLE BAST, AFRICA	
	3 U. S. A. <sup>5</sup> EUROPE <sup>15</sup> CLIENTS FROM 35-55 YEARS	SUMMER

# E X A M P L E : Tukey et al.'s PRIM-9



#### PRIM-9, Tukey, Fisherkeller, Friedman 1972

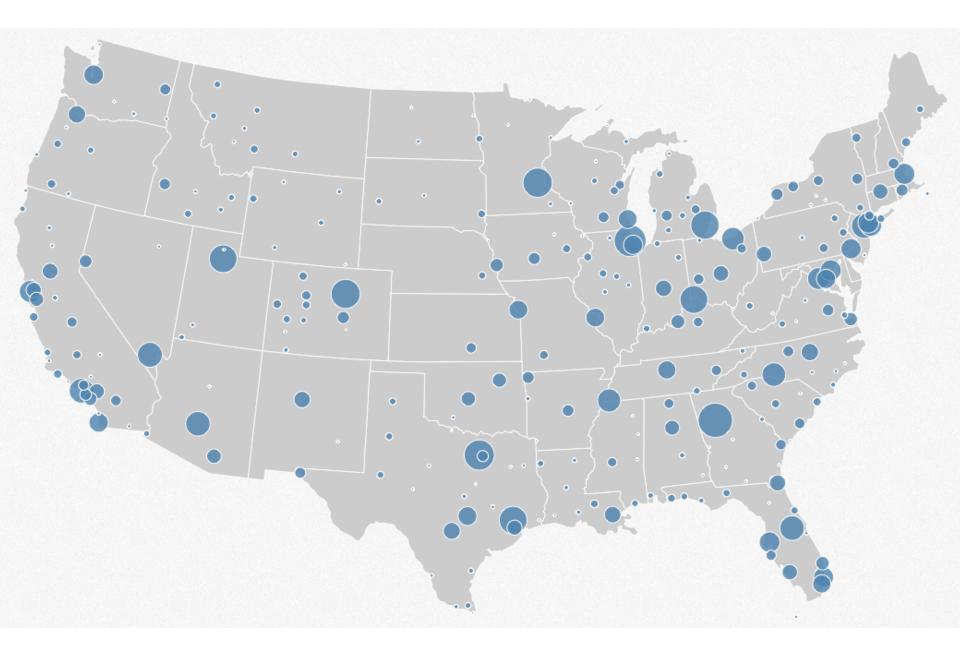


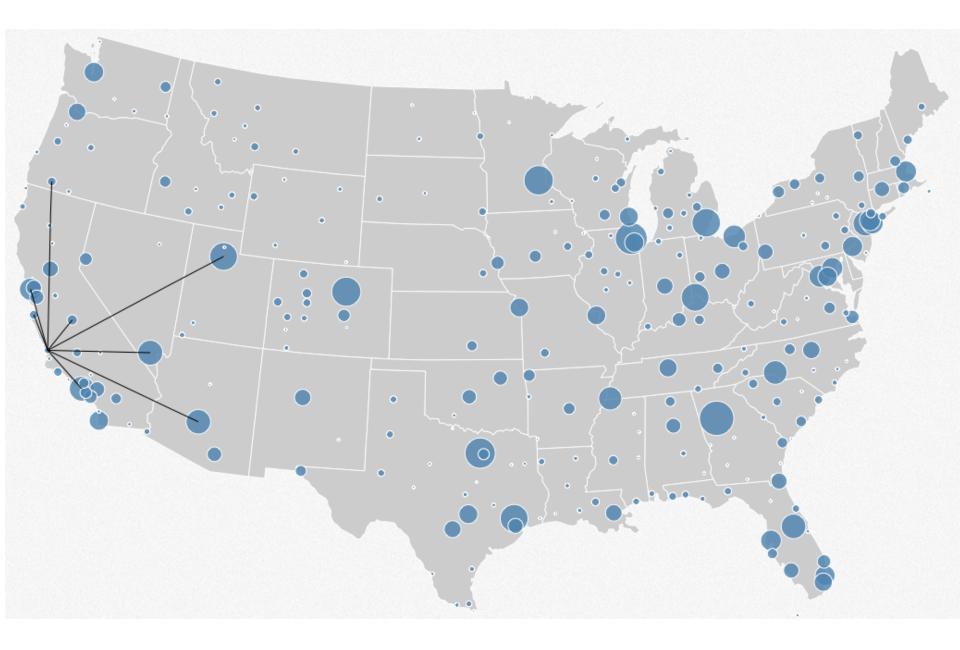


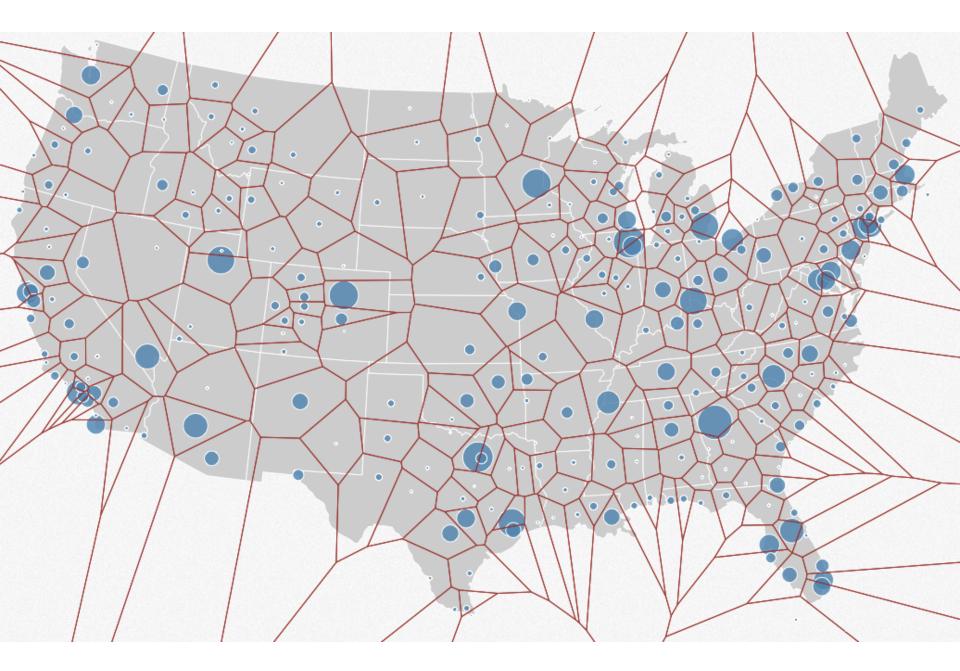
# Selection

### **Basic Selection Methods**

**Point Selection** Mouse Hover / Click Touch / Tap Select Nearby Element (e.g., Bubble Cursor)







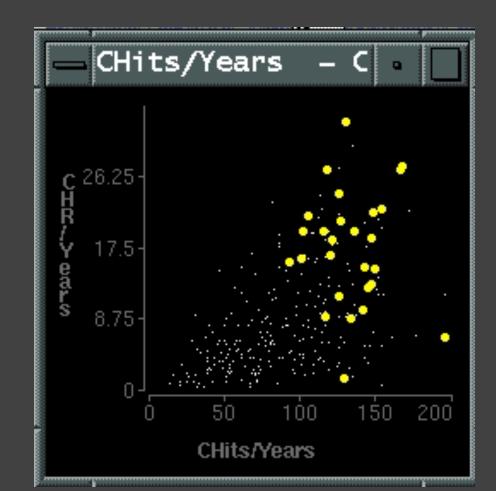
### **Basic Selection Methods**

**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**

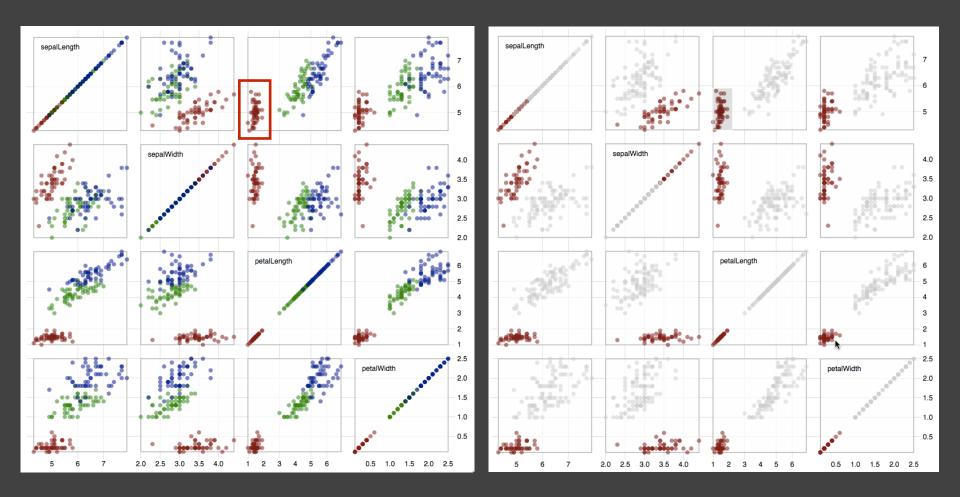
Select ("**brush**") a subset of data See selected data in other views

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

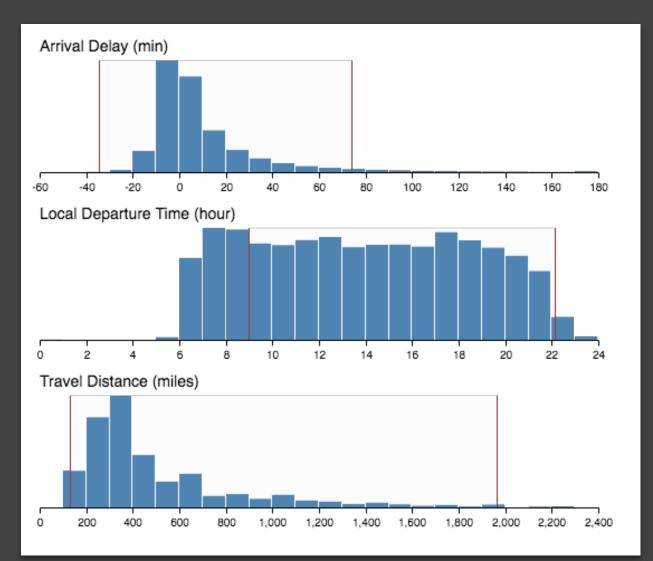


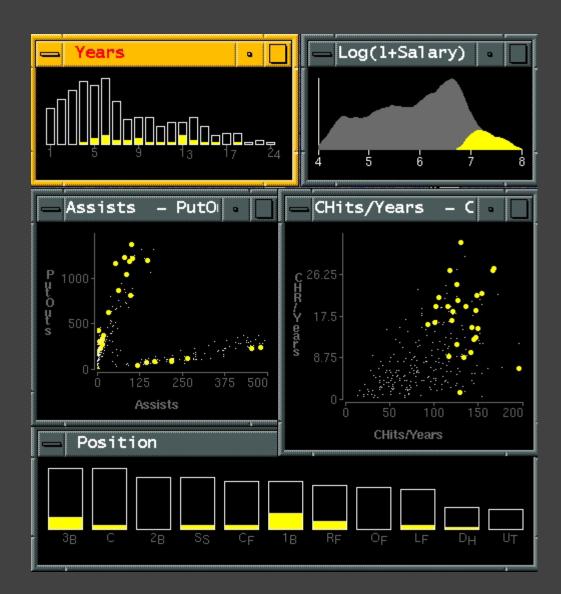
#### Brushing Scatterplots, Becker & Cleveland 1982

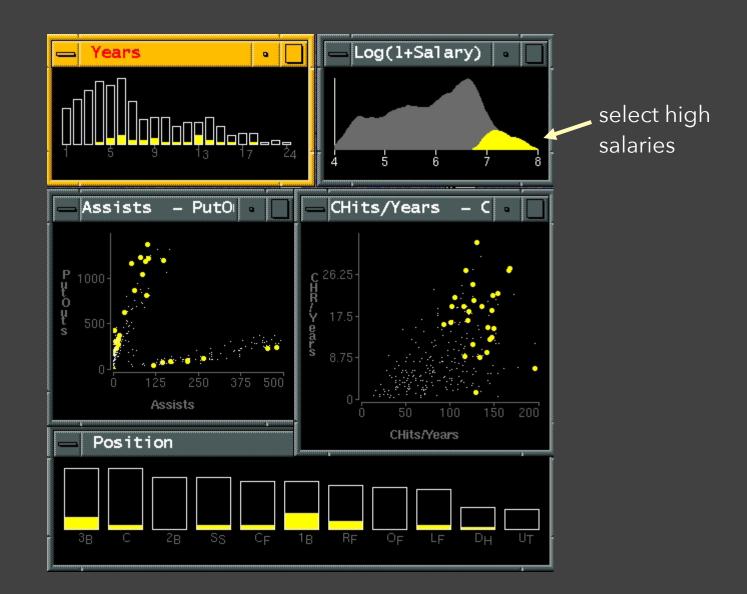
## Brushing Scatterplots

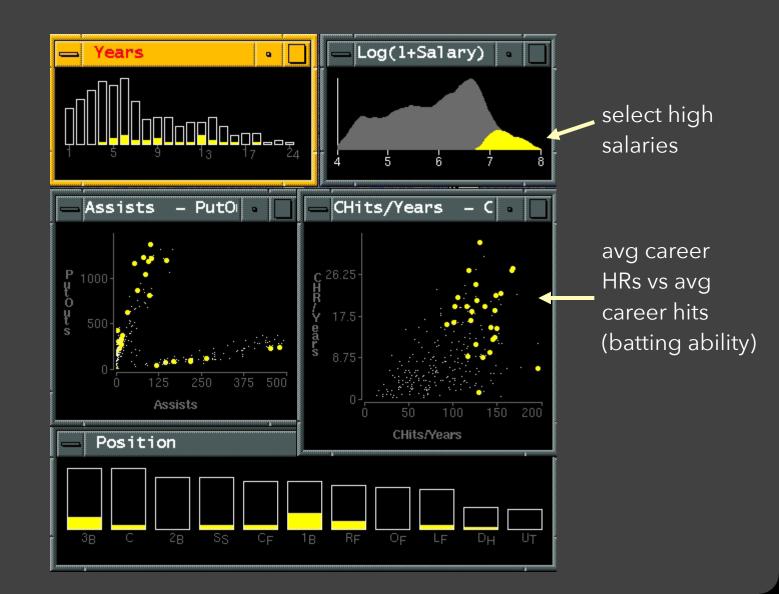


## **Cross-Filtering**

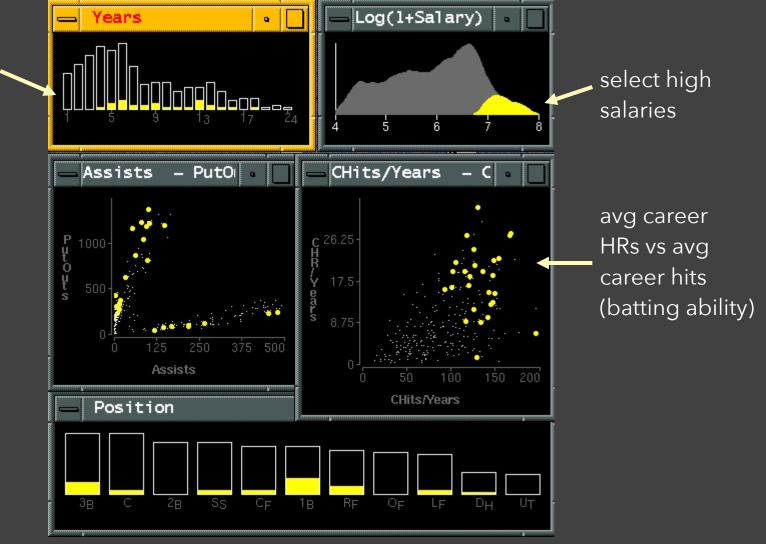


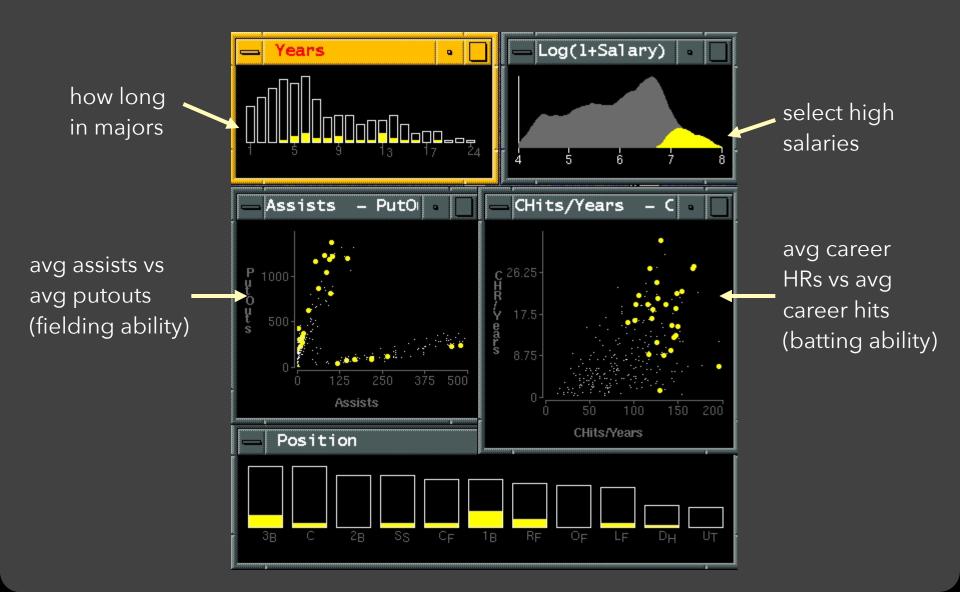


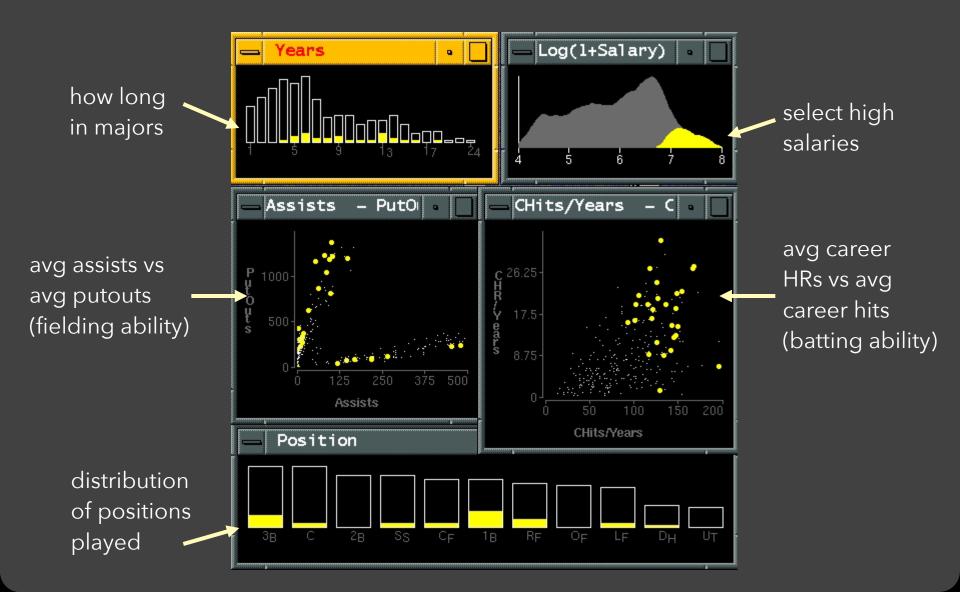




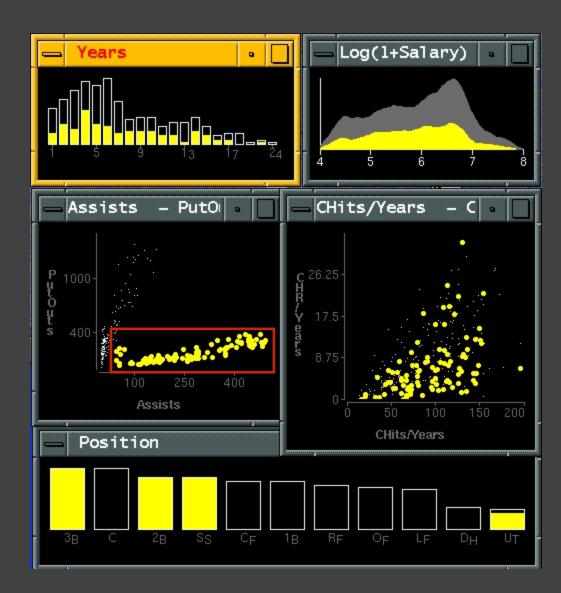
how long in majors







### Linking Assists to Positions



# **Dynamic Queries**

## **Query & Results**

#### SELECT house FROM seattle\_homes WHERE price < 1,000,000 AND bedrooms > 2

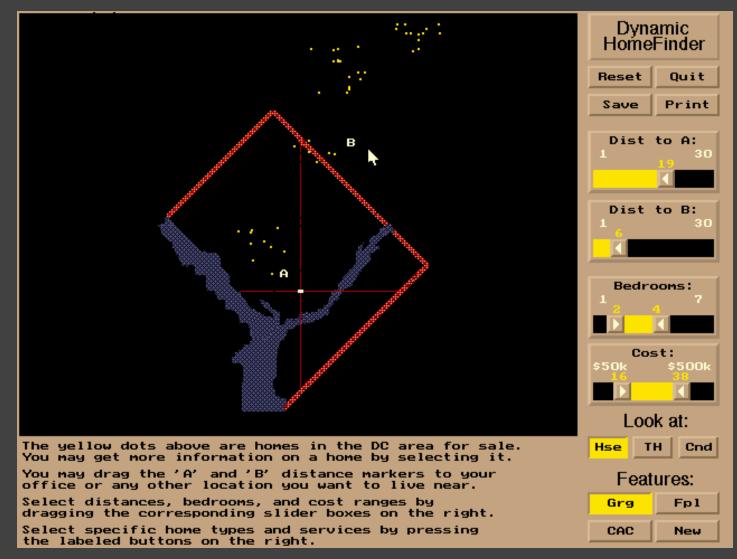
**ORDER BY price** 

		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, HD

## **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

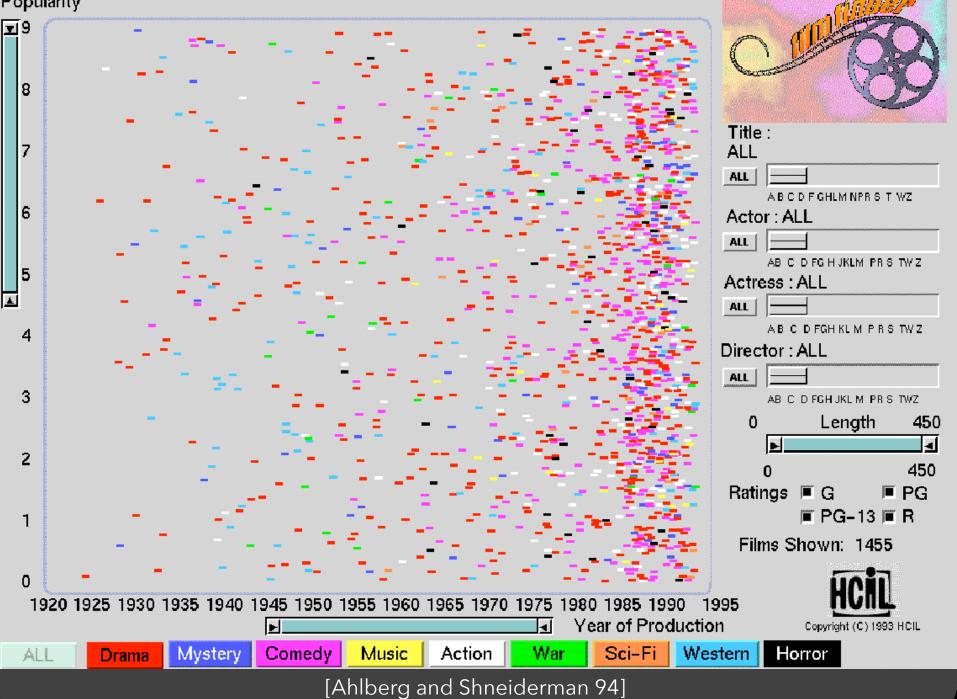


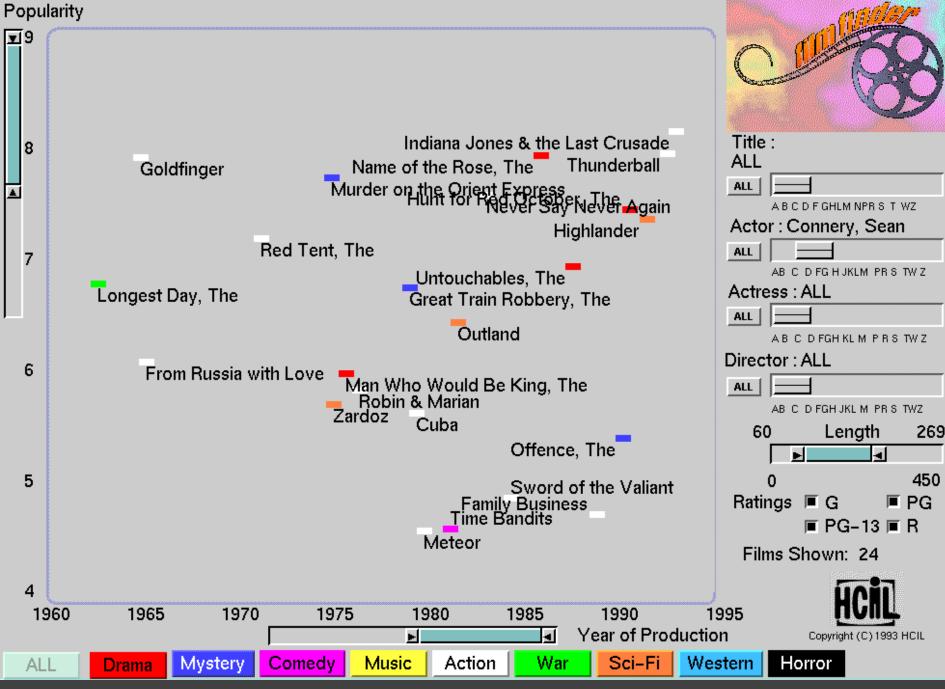
#### [Williamson and Shneiderman 92]

## **Direct Manipulation**

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







[Ahlberg and Shneiderman 94]

## Alphaslider (?)

# Title : Moonstruck

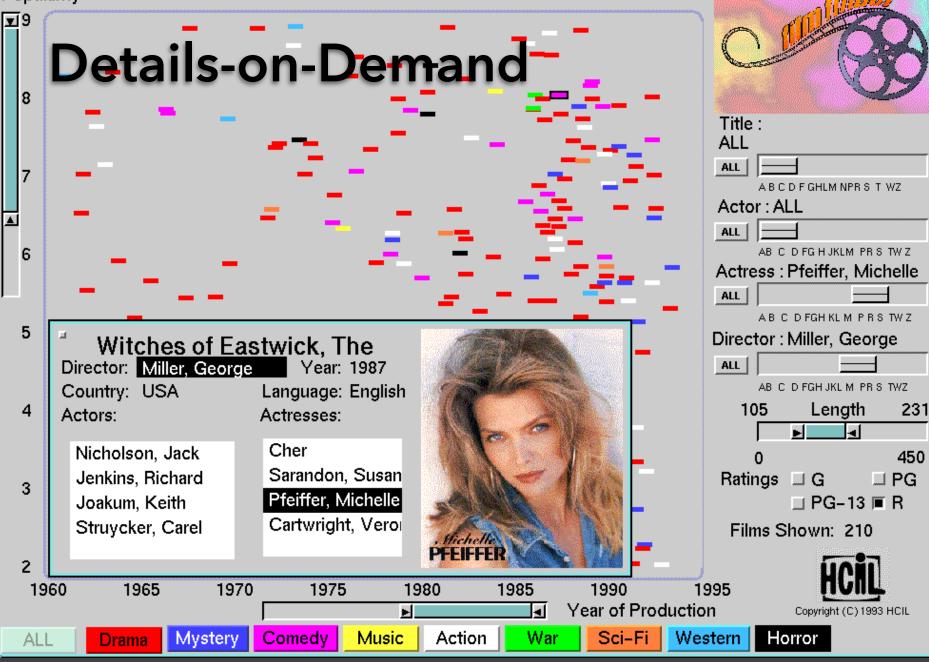




#### A B C D F GHLM NPR S T WZ

[Ahlberg and Shneiderman 94]

#### Popularity



#### [Ahlberg and Shneiderman 94]

# The Attribute Explorer

# Administrivia

## A3: Interactive Prototype

Create an interactive web-based visualization

#### **First steps:**

Step 1: Pick team & data Step 2: Profile the data Step 3: Identify interactions Iterate as needed

#### **Create visualizations**

Interact with data Refine your interface

#### **Upload to GitHub**

Visualization must be accessible via GitHub's static web hosting.

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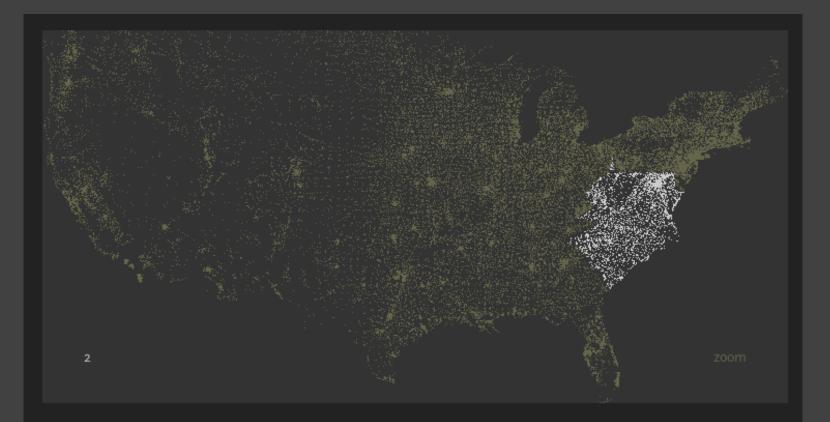
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**Due by class next Thursday!** Updated due date.

# Zipdecode [Fry 04]

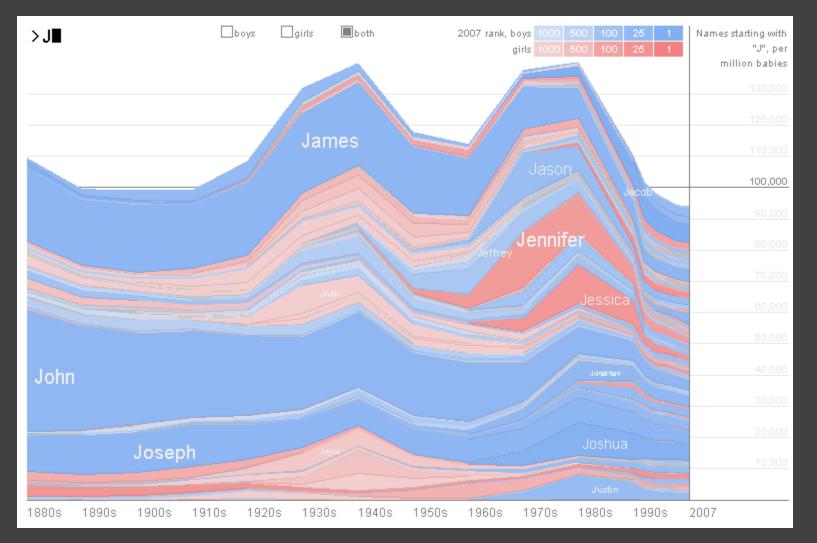


Hit the letter **z**, or click the word **zoom** to enable or disable zooming.

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

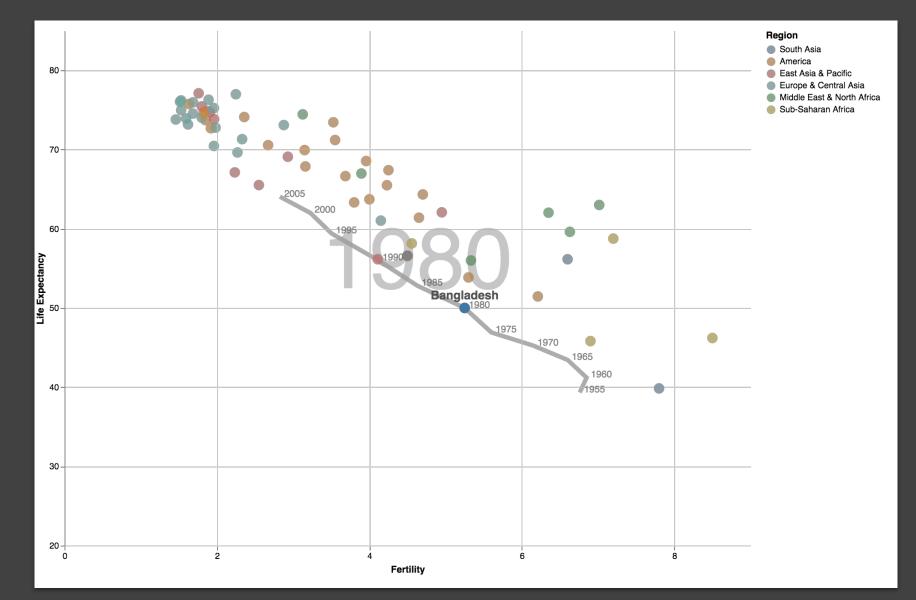
#### http://benfry.com/zipdecode/

## NameVoyager [Wattenberg 06]

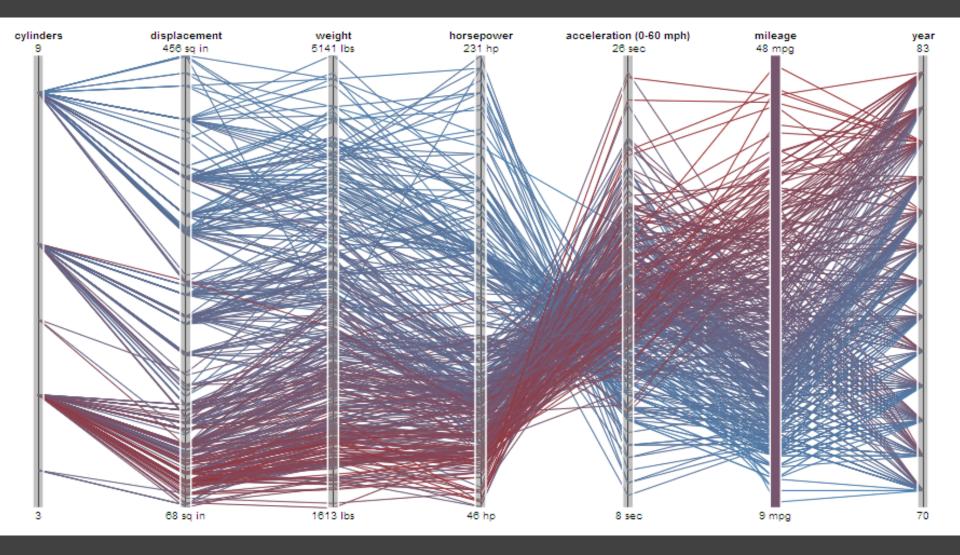


http://www.babynamewizard.com/voyager

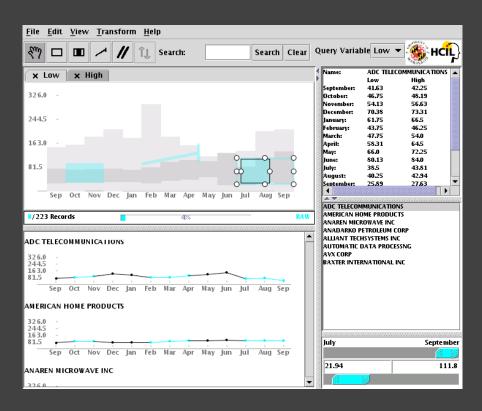
## **DimpVis** [Kondo 14]

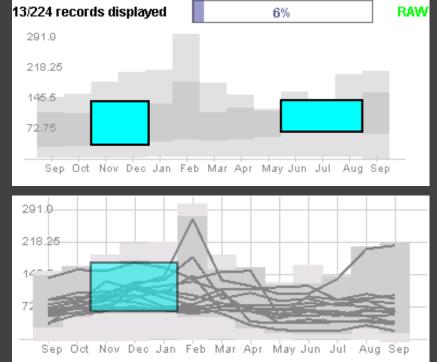


## Parallel Coordinates [Inselberg]

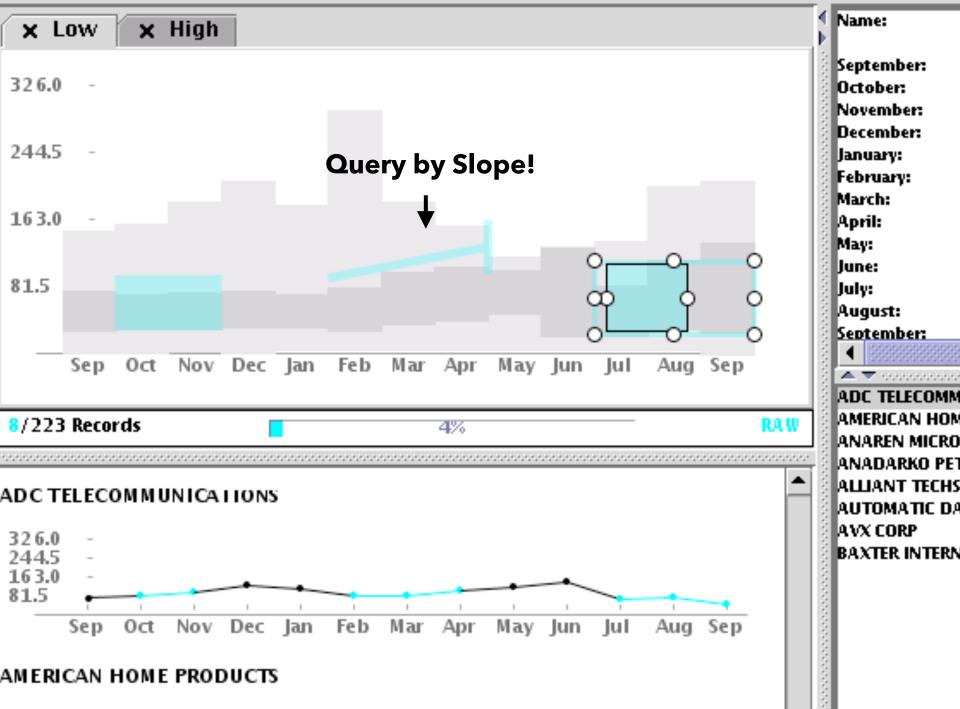


## TimeSearcher [Hocheiser 02]

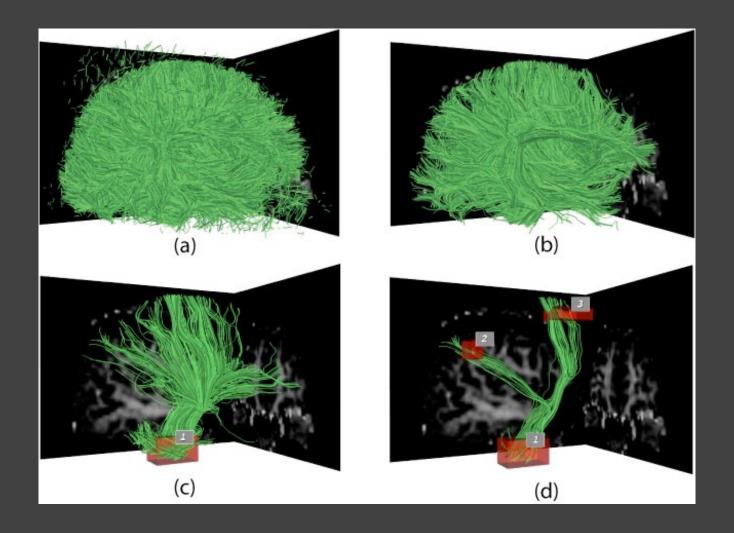




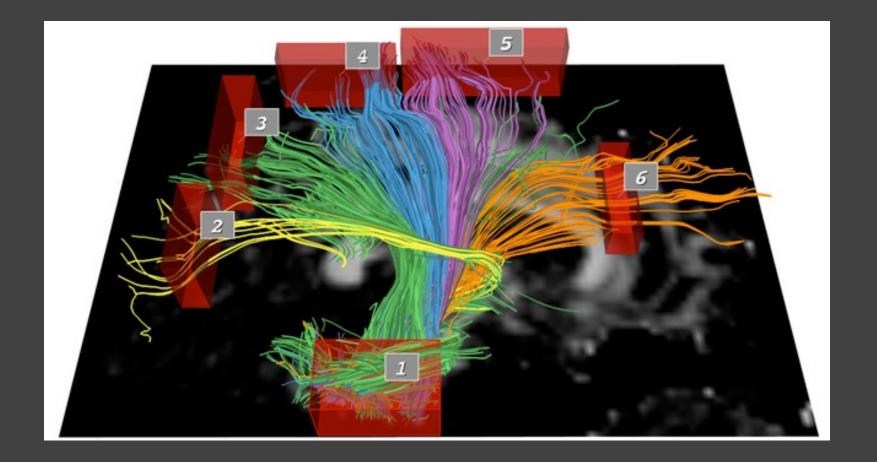
Builds on Wattenberg's [2001] idea for sketch-based queries of time-series data.



## **3D Dynamic Queries** [Akers 04]



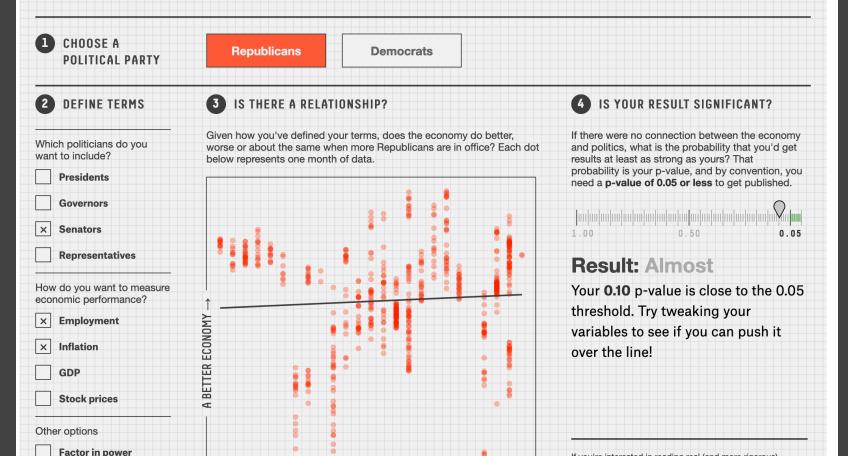
## 3D Dynamic Queries [Akers 04]



## P Hacking [King 15]

#### Hack Your Way To Scientific Glory

You're a social scientist with a hunch: **The U.S. economy is affected by whether Republicans** or **Democrats are in office.** Try to show that a connection exists, using real data going back to 1948. For your results to be publishable in an academic journal, you'll need to prove that they are "statistically significant" by achieving a low enough p-value.



## Pros & Cons

#### Pros

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

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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?

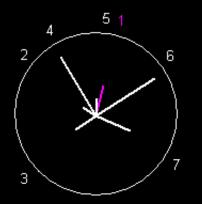
# Summary

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 File Options

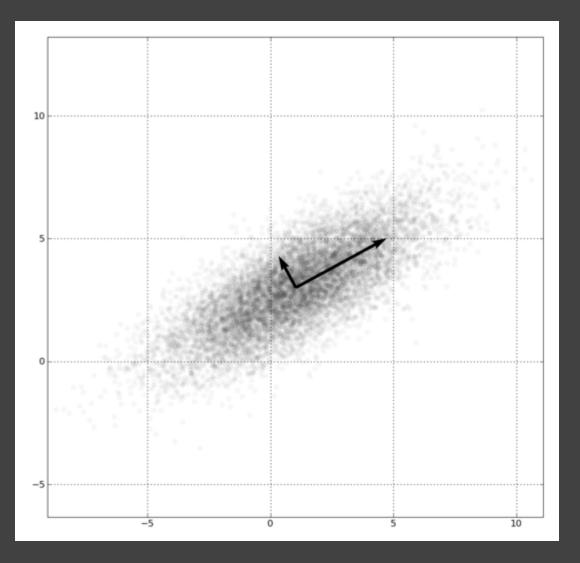
# Dimensionality Reduction



http://www.ggobi.org/

1:0.099,0.367(243.00) 2:-0.157,0.106(47.74) 3:-0.251,-0.178(9.00) 4:-0.442,0.723(1.00) 5:0.016,0.222(1.00) 6:0.726,0.461(3.00) 7:0.424,-0.195(1.00)

## **Principal Components Analysis**



1. Mean-center the data. 2. Find  $\perp$  basis vectors that maximize the data variance. 3. Plot the data using the top vectors.

## PCA of Genomes [Demiralp et al. '13]



## Many Reduction Techniques!

#### **General Strategies:**

Matrix Factorization

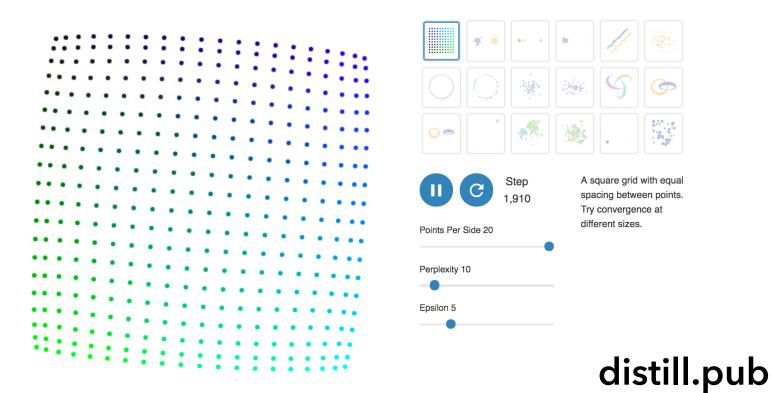
Nearest Neighbor (Topological) Methods

### **Popular Techniques:**

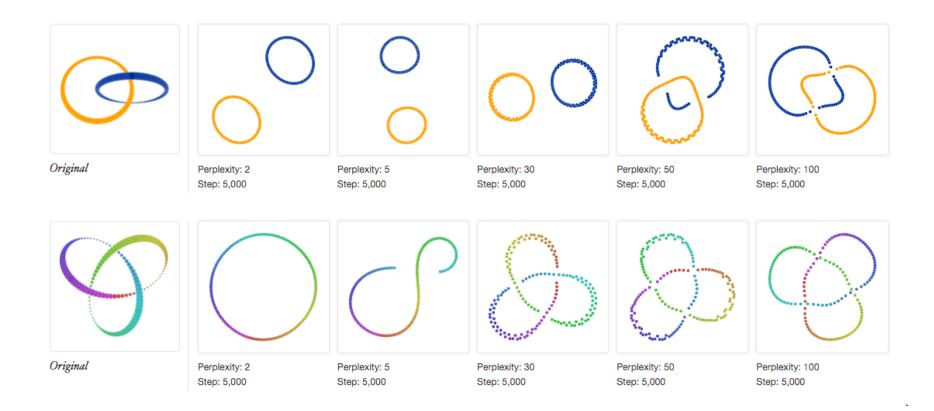
Principal Components Analysis (PCA) t-Dist. Stochastic Neighbor Embedding (t-SNE) Uniform Manifold Approx. & Projection (UMAP)

#### How to Use t-SNE Effectively

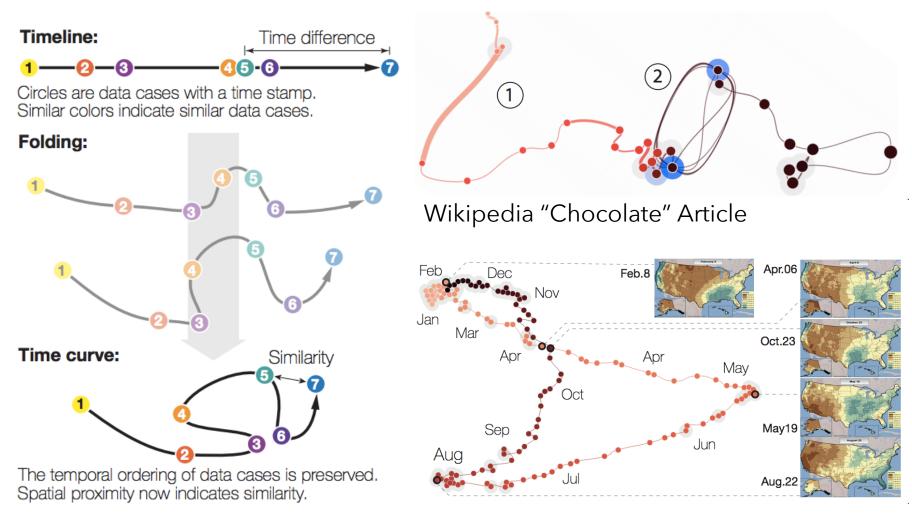
Although extremely useful for visualizing high-dimensional data, t-SNE plots can sometimes be mysterious or misleading. By exploring how it behaves in simple cases, we can learn to use it more effectively.



## Visualizing t-SNE [Wattenberg et al. '16]



## Time Curves [Bach et al. '16]



(a) Folding time

U.S. Precipitation over 1 Year