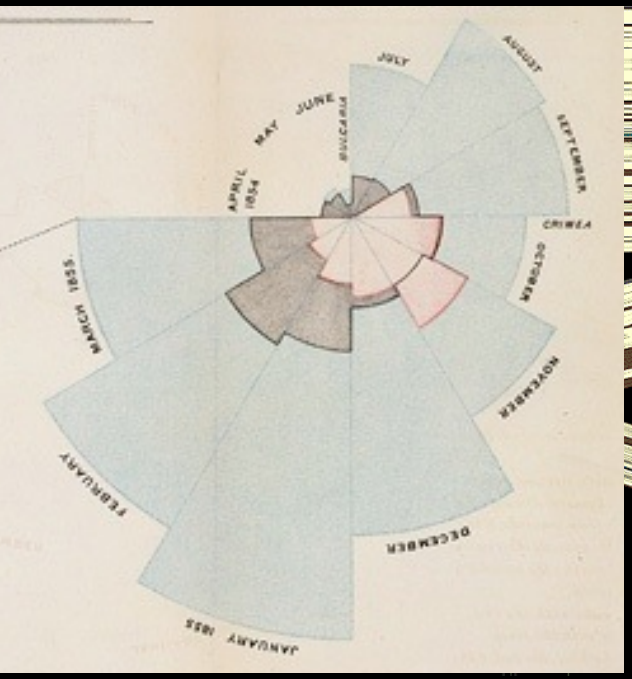
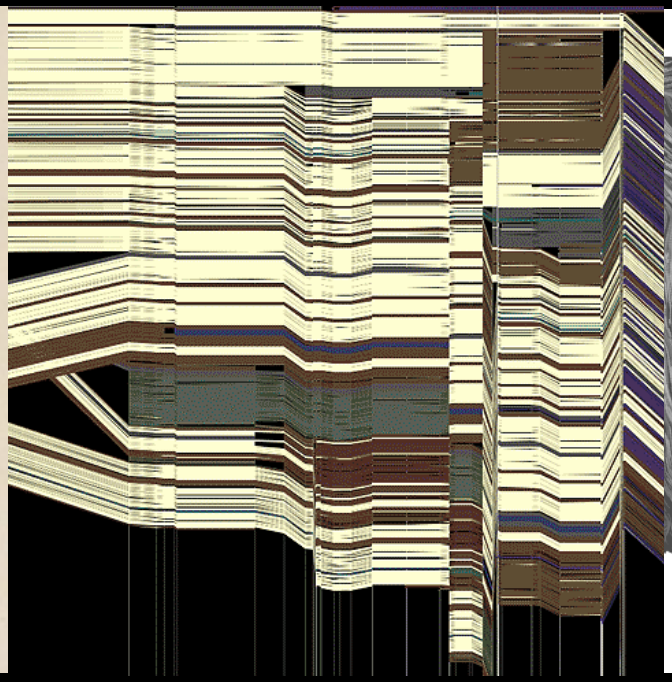
CSE 442 - Data Visualization

Visual Encoding Design





Matthew Conlen University of Washington

Re-Design Exercise

Re-Design Exercise

Task: Analyze and Re-design visualization

Identify data variables (N/O/Q) and encodings
Critique the design: what works, what doesn't
Sketch a re-design to improve communication
Be ready to share your thoughts with the class

Break into groups with those sitting near you
(~4 people per group)

Effectiveness Rankings [Mackinlay 86]

QUANTITATIVE	ORDINAL	NOMINAL
Position	Position	Position
Length	Density (Value)	Color Hue
Angle	Color Sat	Texture
Slope	Color Hue	Connection
Area (Size)	Texture	Containment
Volume	Connection	Density (Value)
Density (Value)	Containment	Color Sat
Color Sat	Length	Shape
Color Hue	Angle	Length
Texture	Slope	Angle
Connection	Area (Size)	Slope
Containment	Volume	Area
Shape	Shape	Volume

Teacher Salaries: Is It Really That Bad?

National and State averages for K-12 Public-School Teachers

UNITED STATES

AVG. SALARY: $47,674

Avg. vacation days: 63

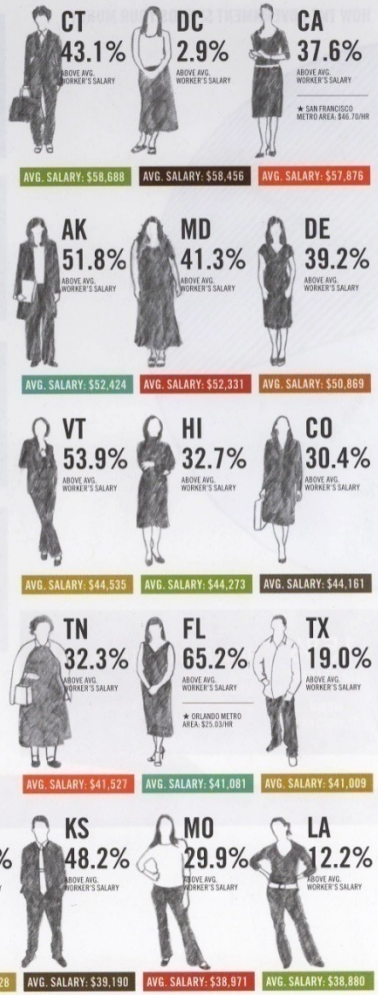
HOURLY
Hours per week on-site: 36.5
Public-School Teacher: $34.06
Private-School Teacher: $21.08
Average Worker: $25.08
Police: $22.64
Fire: $17.91

CANADA

AVG. SALARY: $43,000

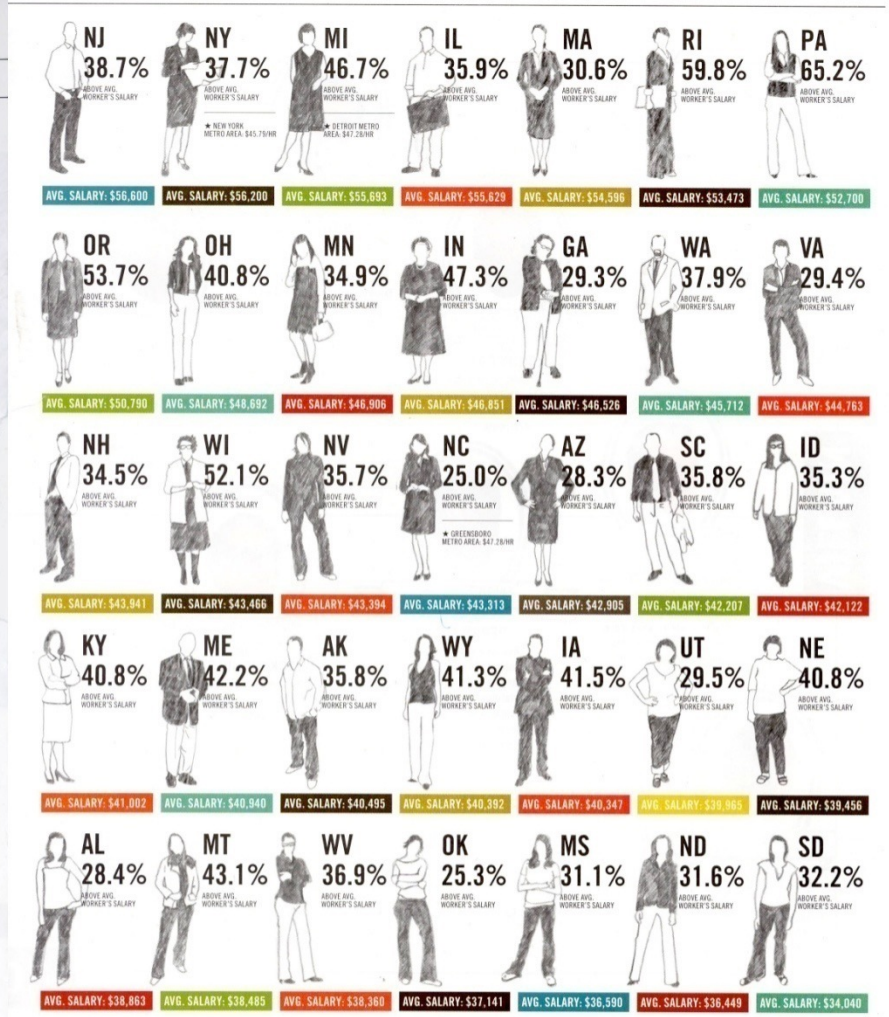
Avg. vacation days: 50

HOURLY: $30.18
Hours per week on-site: 55.6

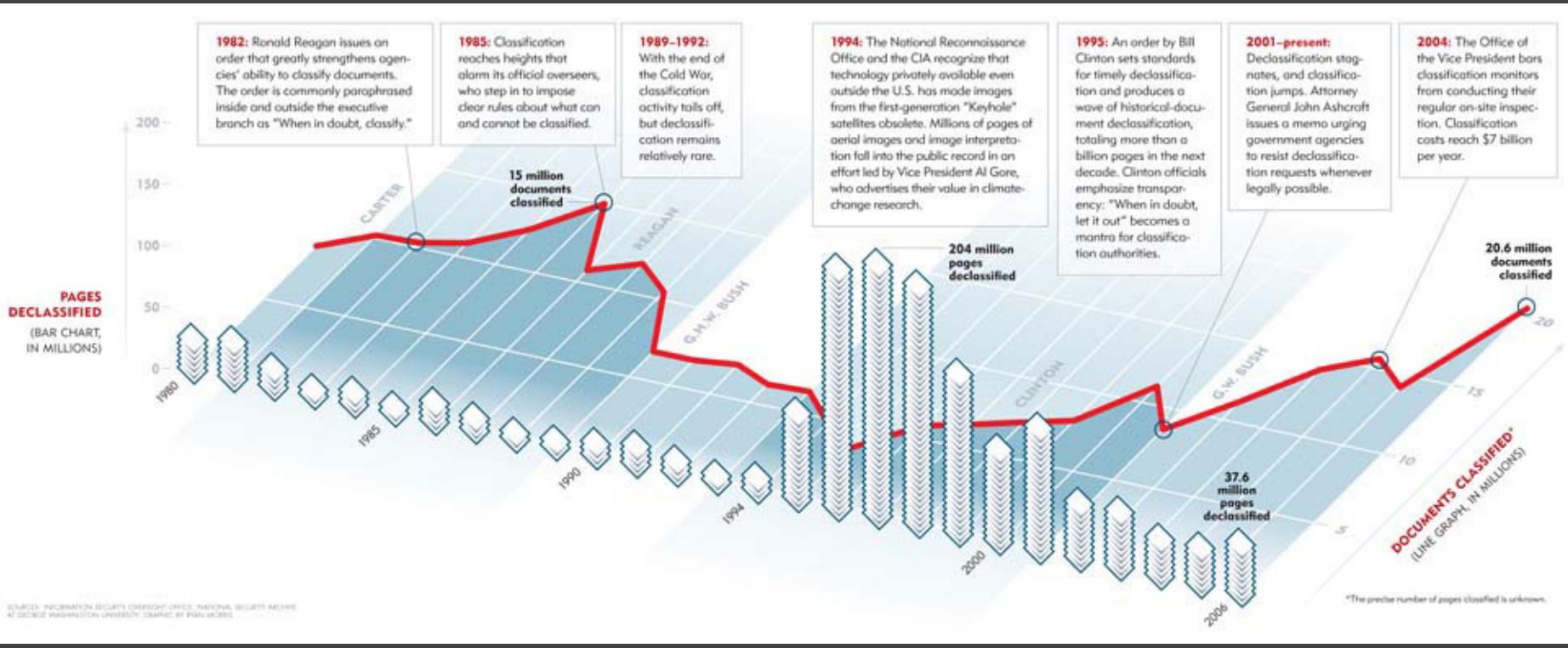


SOURCES Manhattan Institute; National Center For Education Statistics; National Education Association; U.S. Bureau of Labor Statistics

AVERAGE Workers' salaries used for comparison are those of white-collar, nonsales employees.

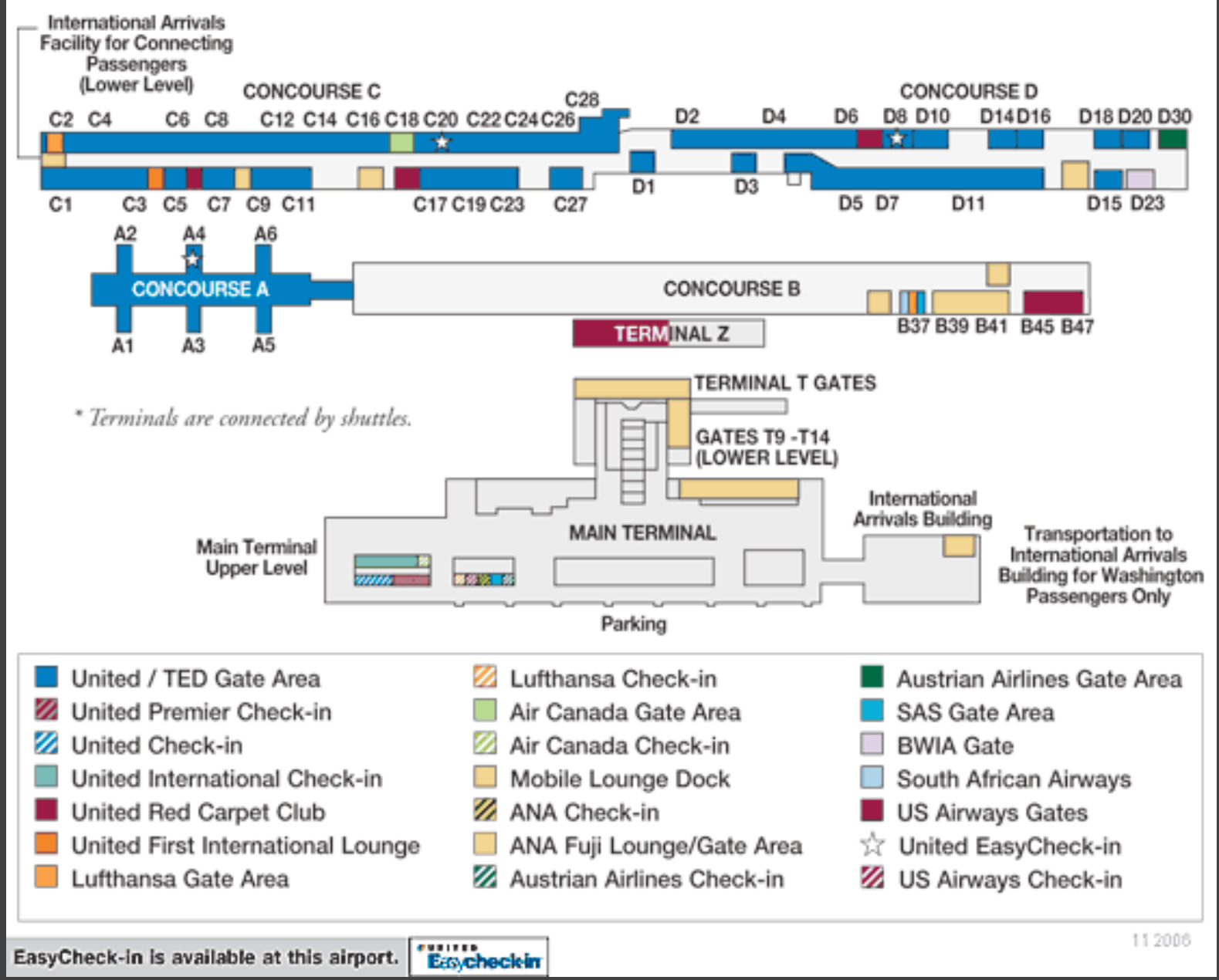


Source: *Good* Magazine



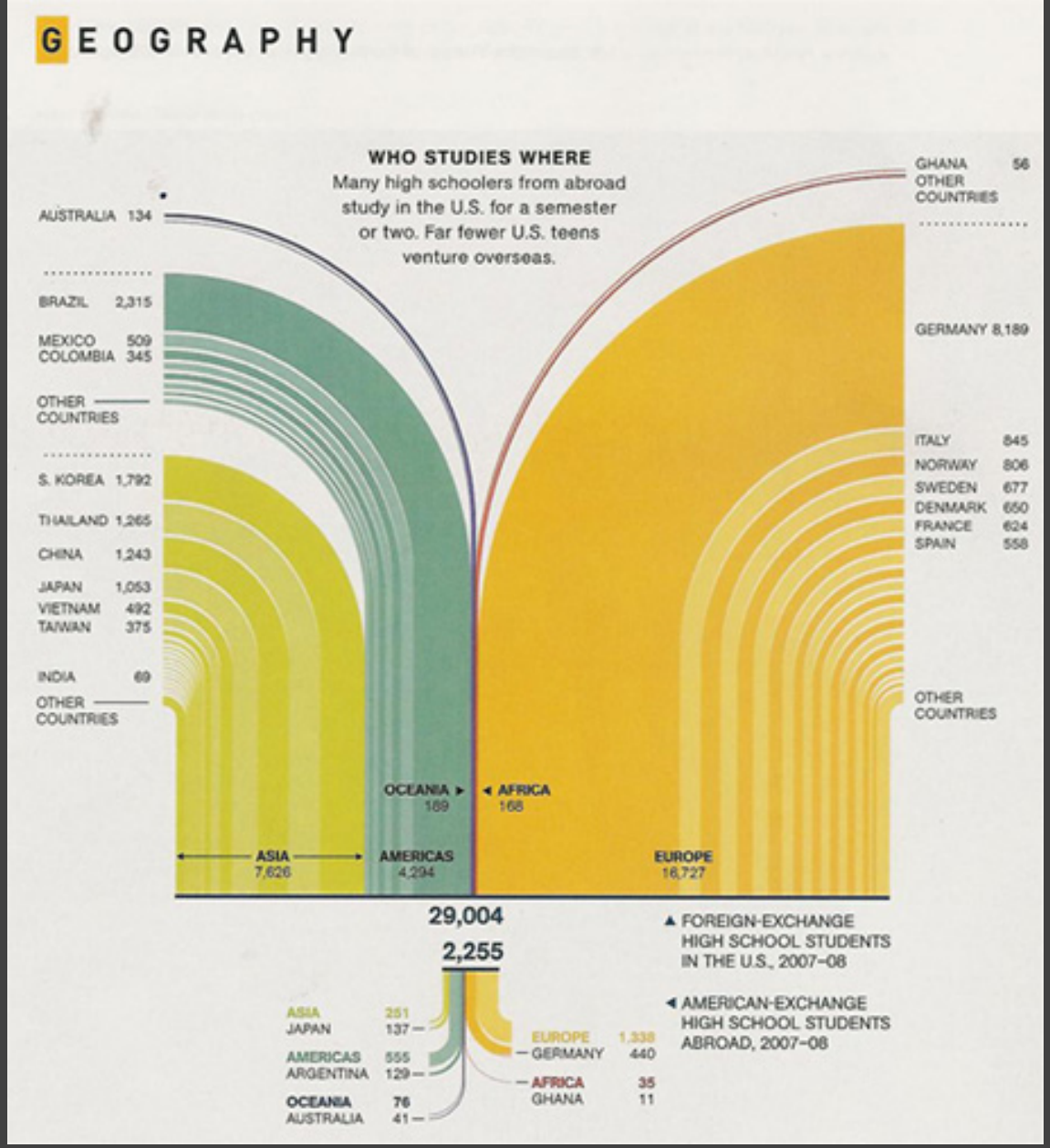
Source: *The Atlantic* 300 no. 2 (September 2007)

Number of Classified U.S. Documents



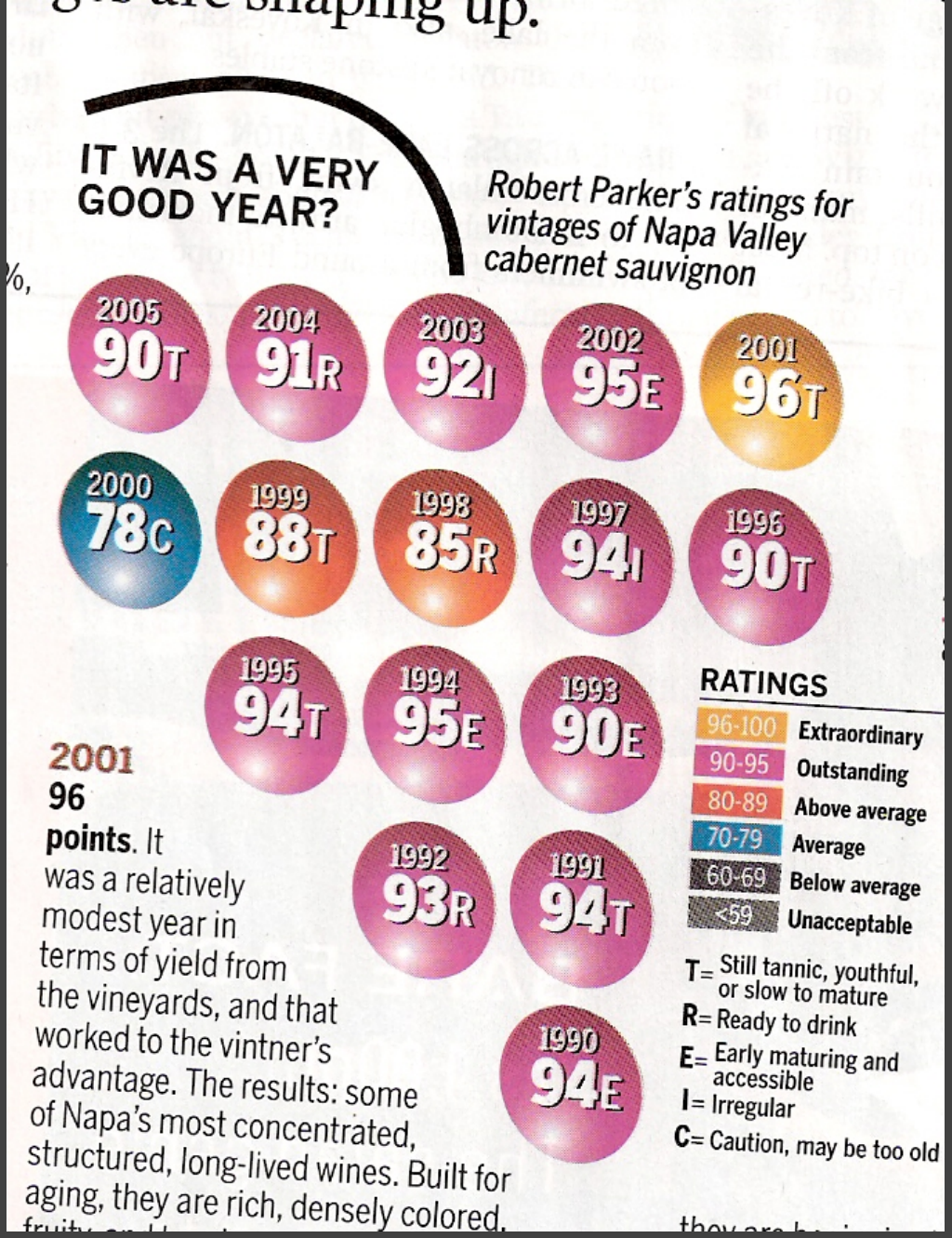
Washington Dulles Airport Map

Source: United Airlines *Hemispheres*



Source: *National Geographic*, September, 2008, p. 22.

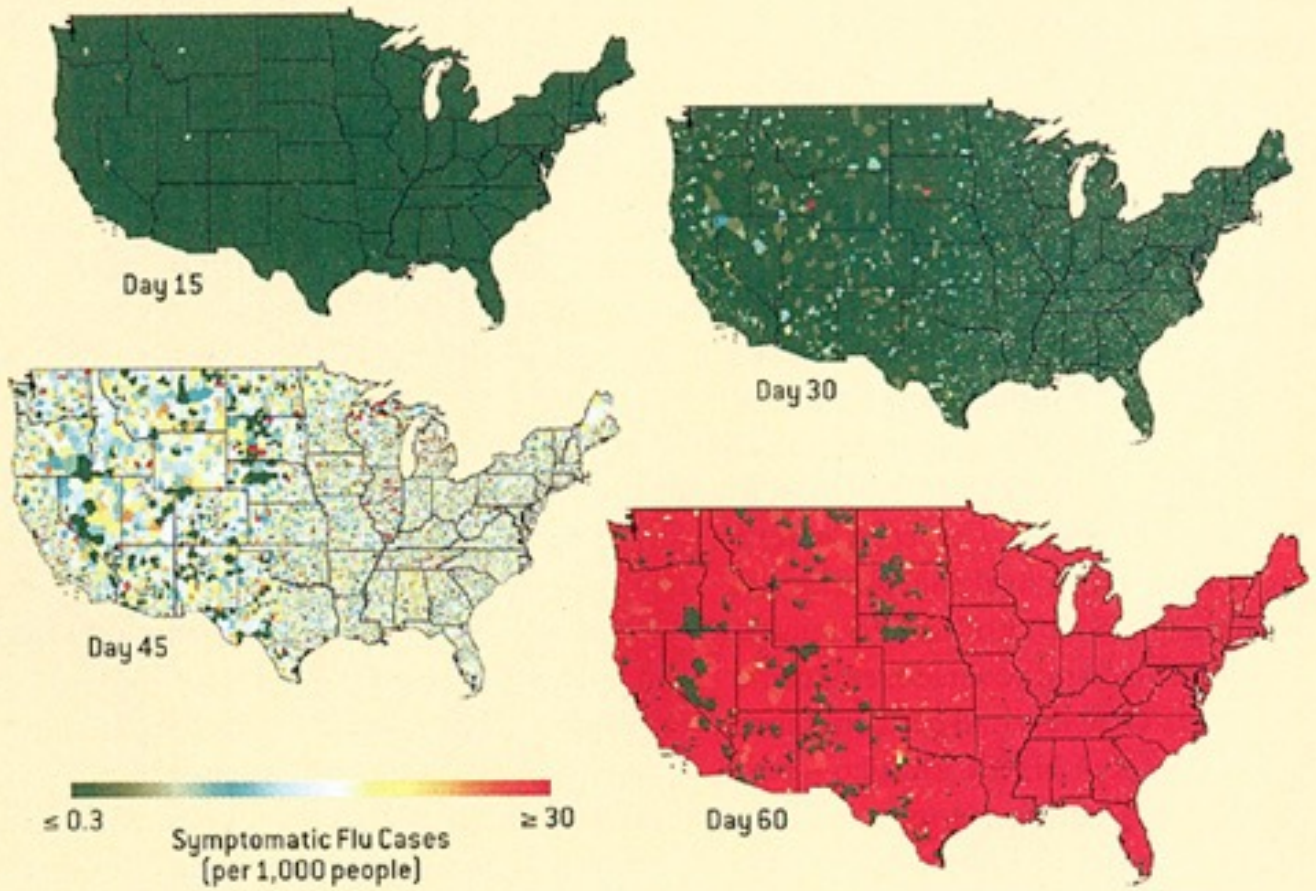
Silver, Mark. "High School Give-and-Take."



Source: *Business* Week, June 18, 2007

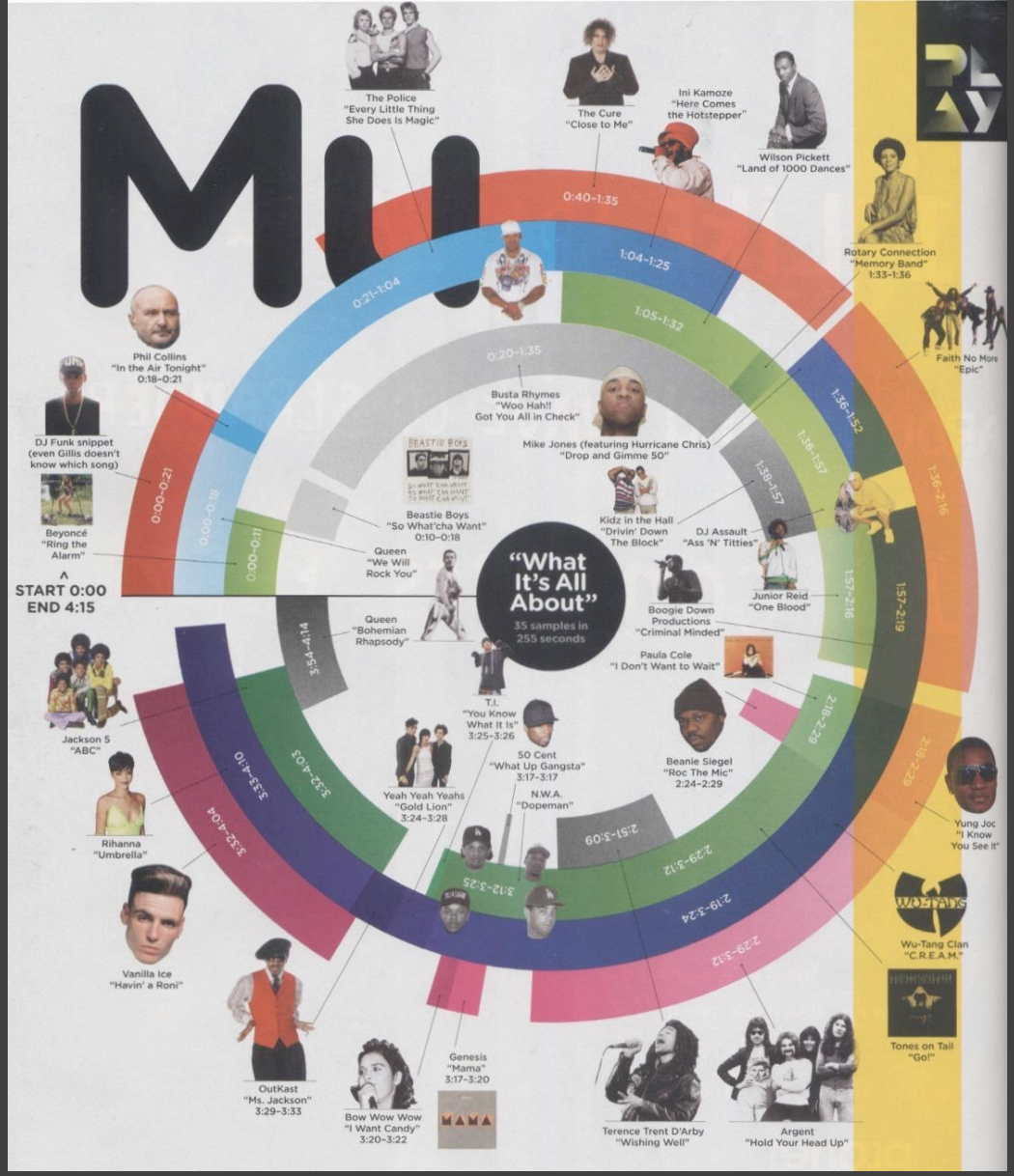
Pandemic Flu Hits the U.S.

A simulation created by researchers from Los Alamos National Laboratory and Emory University shows the first wave of a pandemic spreading rapidly with no vaccine or antiviral drugs employed to slow it down. Colors represent the number of symptomatic flu cases per 1,000 people (*see scale*). Starting with 40 infected people on the first day, nationwide cases peak around day 60, and the wave subsides after four months with 33 percent of the population having become sick. The scientists are also modeling potential interventions with drugs and vaccines to learn if travel restrictions, quarantines and other disruptive disease-control strategies could be avoided.



Preparing for a Pandemic

Source: *Scientific American*, 293(5). November, 2005, p. 50



Source: *Wired Magazine*, September 2008 Edition

Music: Super Cuts (page 92)

A Design Space of Visual Encodings

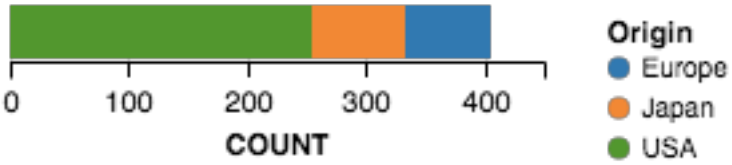
Mapping Data to Visual Variables

Assign **data fields** (e.g., with *N, O, Q* types) to **visual channels** (*x, y, color, shape, size, …*) for a chosen **graphical mark** type (*point, bar, line, …*).

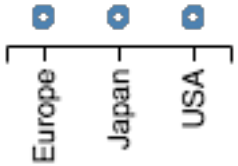
Additional concerns include choosing appropriate **encoding parameters** (*log scale, sorting, …*) and **data transformations** (*bin, group, aggregate, …*).

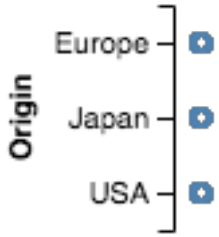
These options define a large combinatorial space, containing both useful and questionable charts!

1D: Nominal

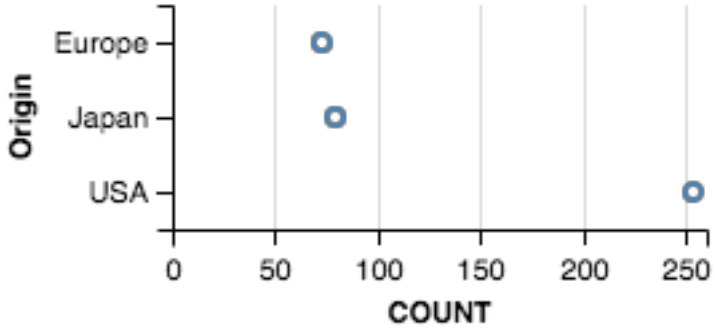


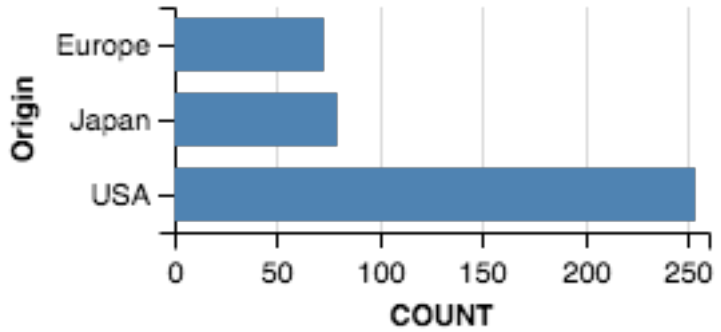
Raw

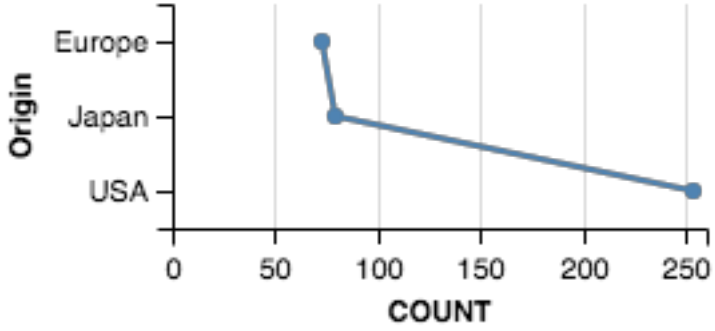


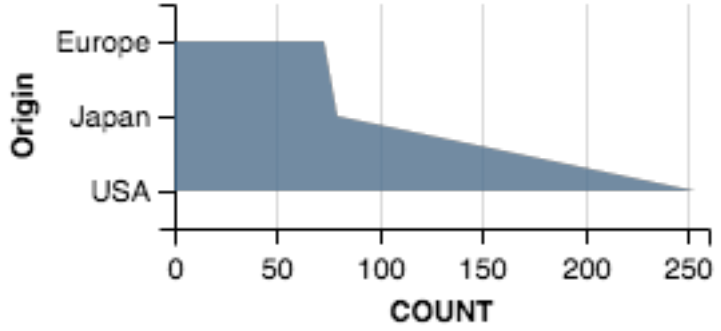


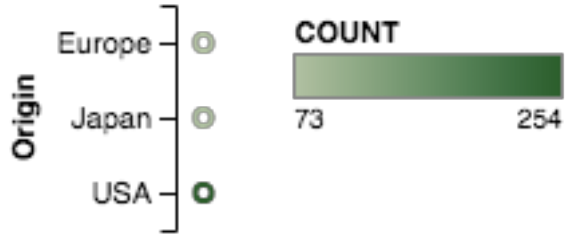
Aggregate (Count)

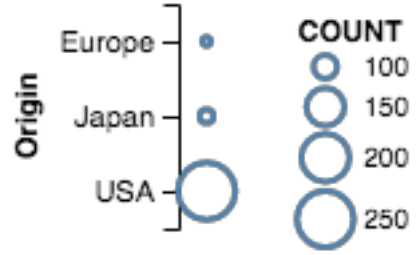








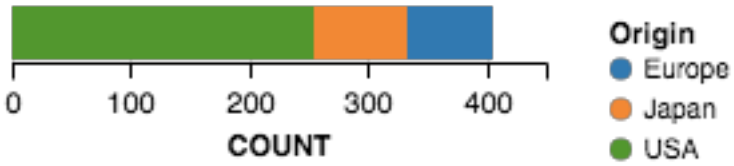


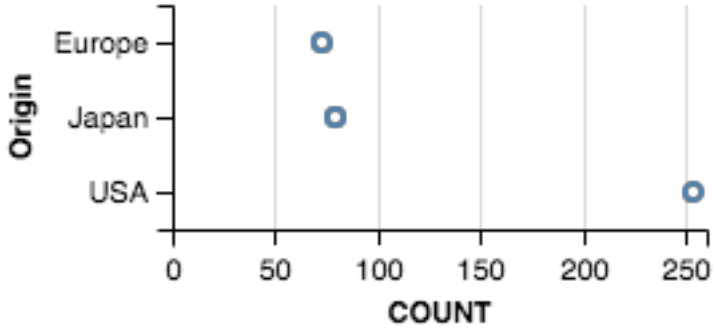


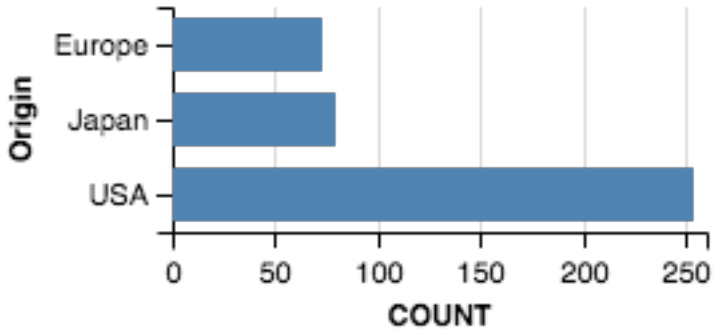
Expressive?

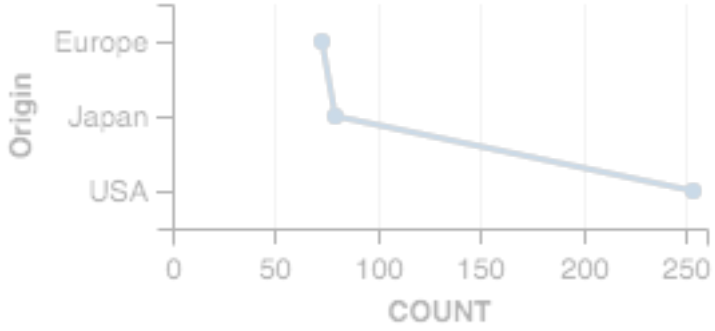
Raw

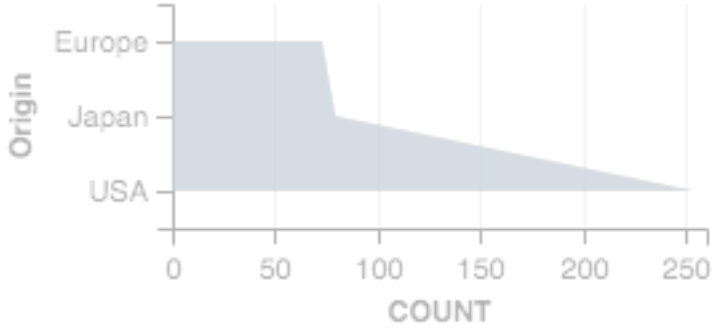
Aggregate (Count)

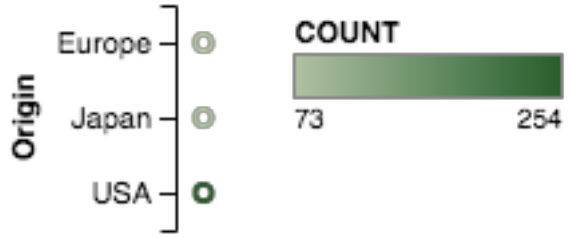


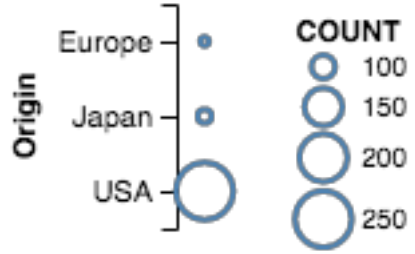






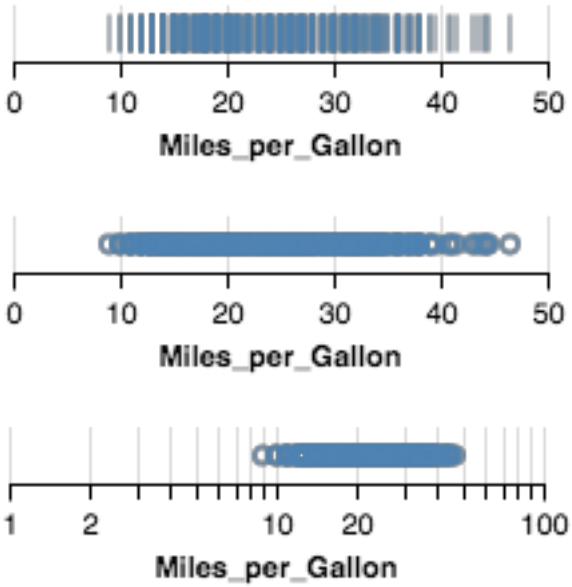


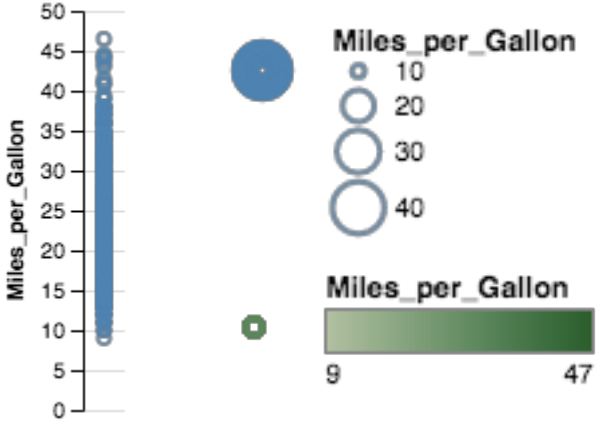




1D: Quantitative

Raw





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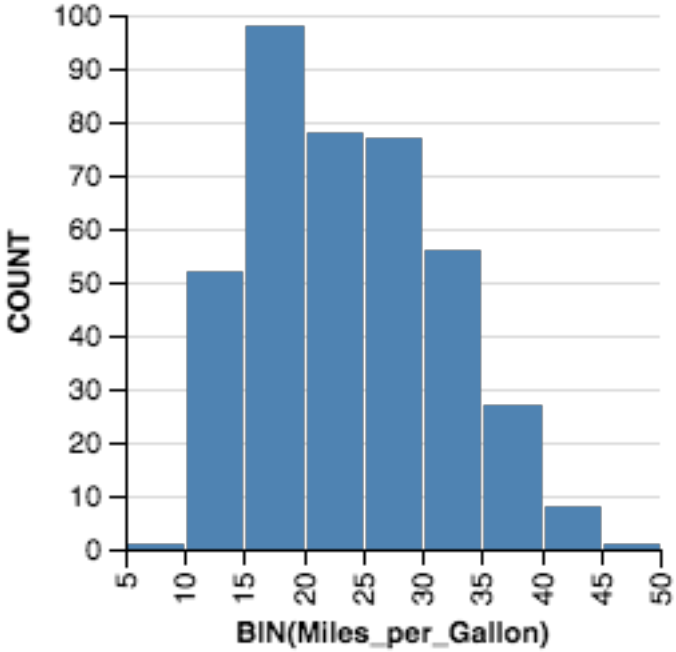
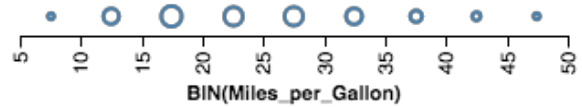
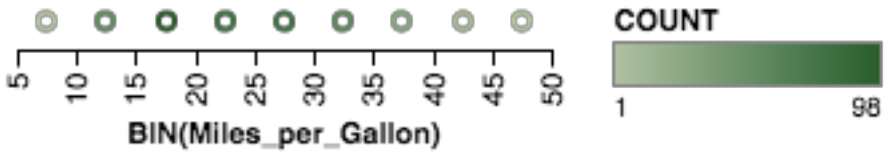
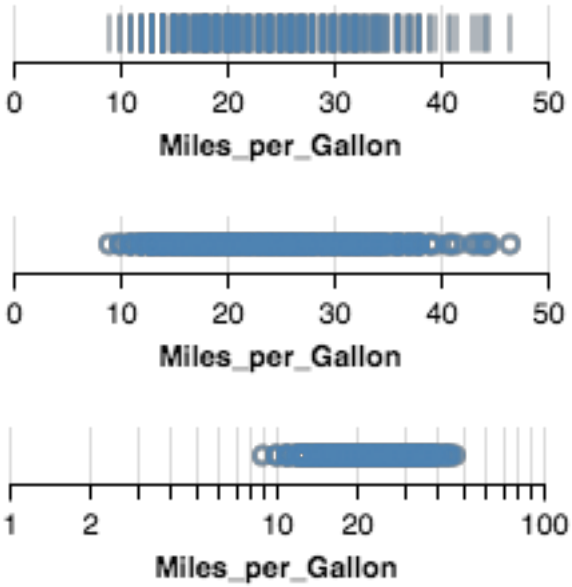


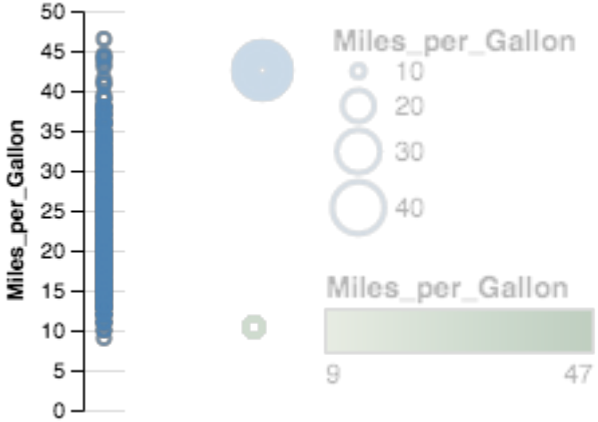




Expressive?

Raw





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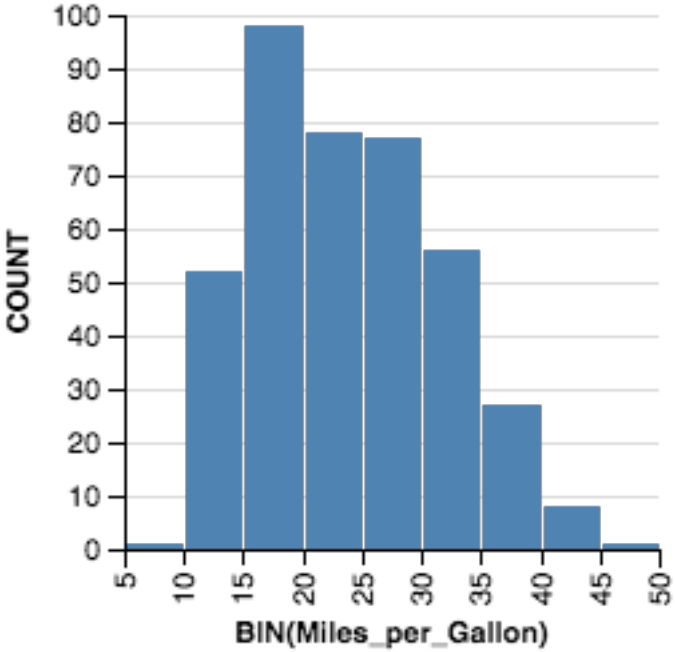
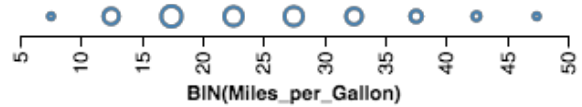
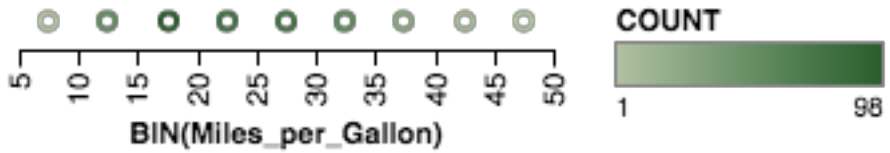
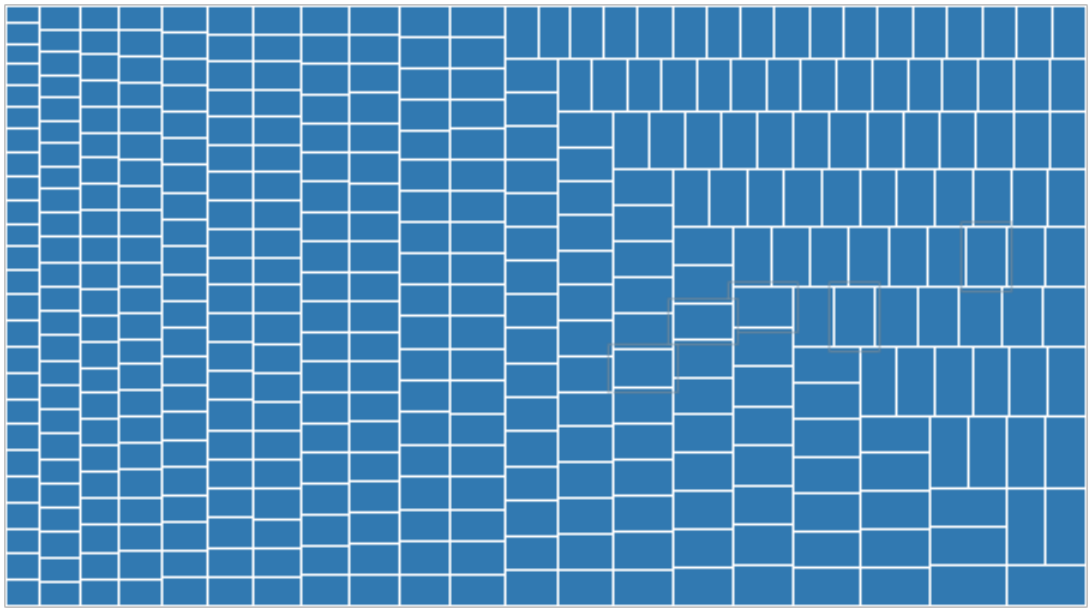


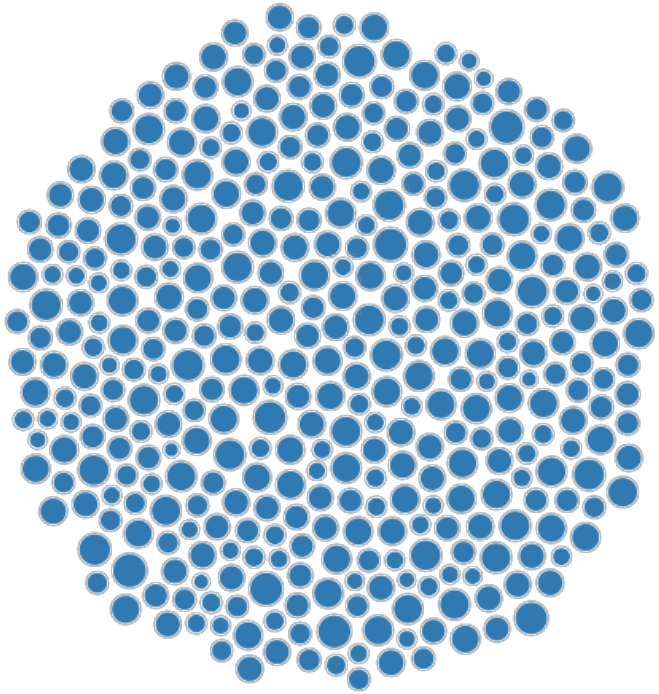




Raw (with Layout Algorithm)

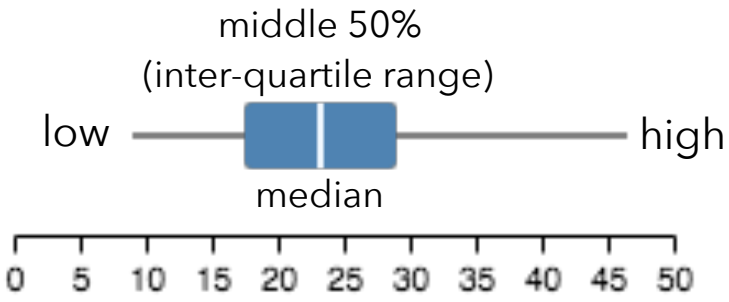


Treemap

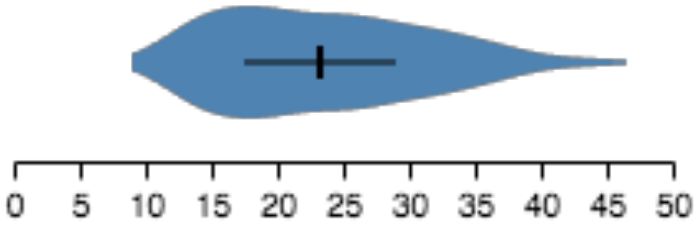


Bubble Chart

Aggregate (Distributions)



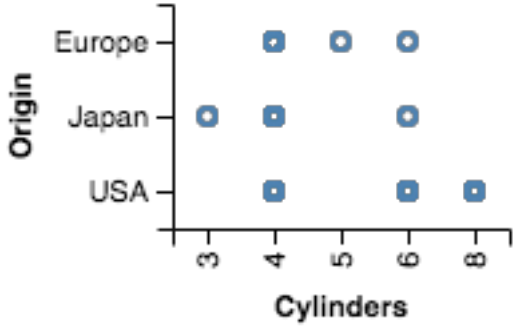
Box Plot

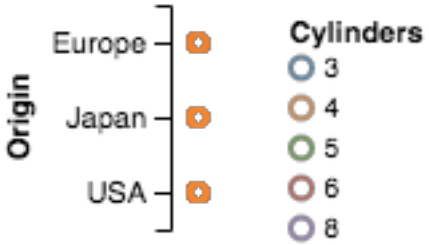


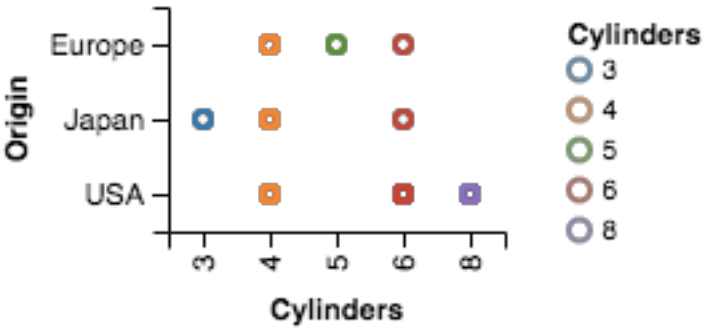
Violin Plot

2D: Nominal x Nominal

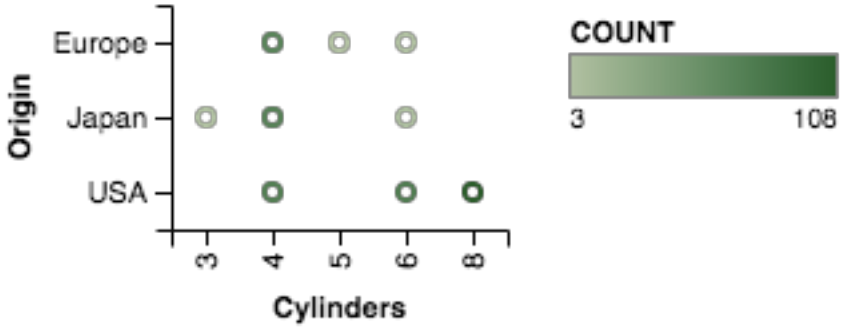
Raw

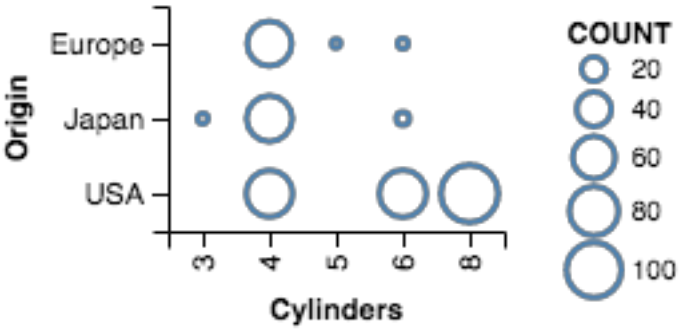


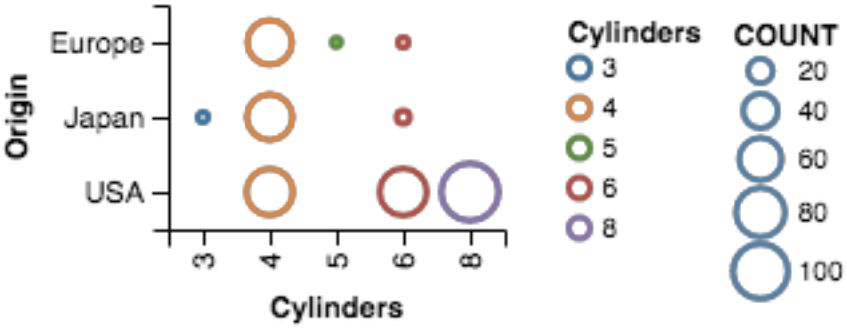




Aggregate (Count)

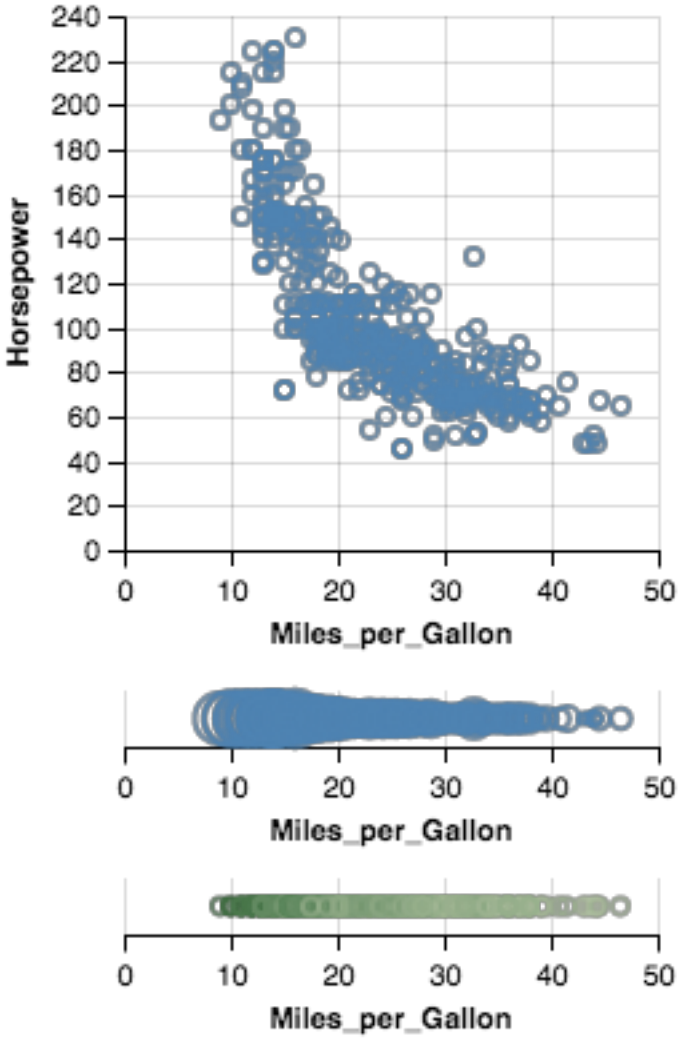




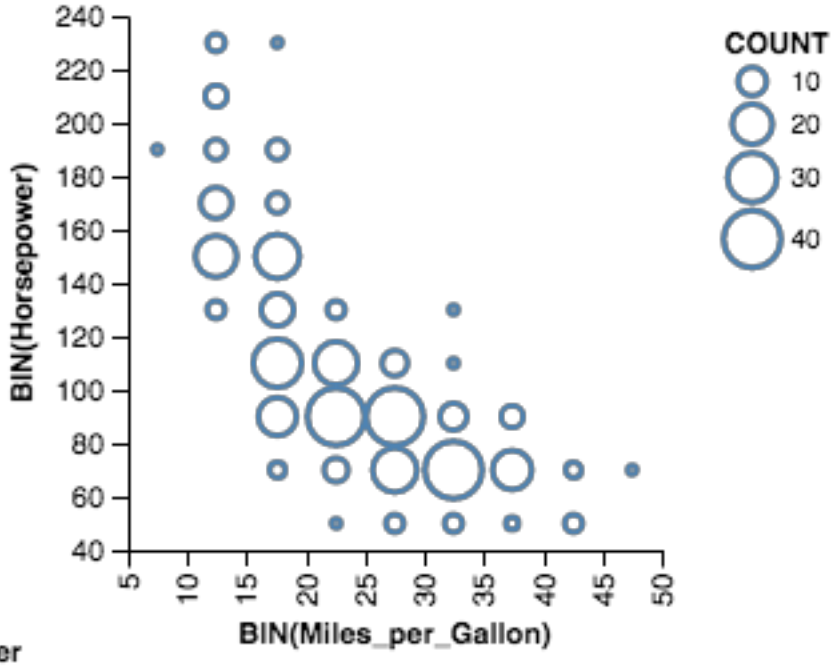


2D: Quantitative x Quantitative

Raw

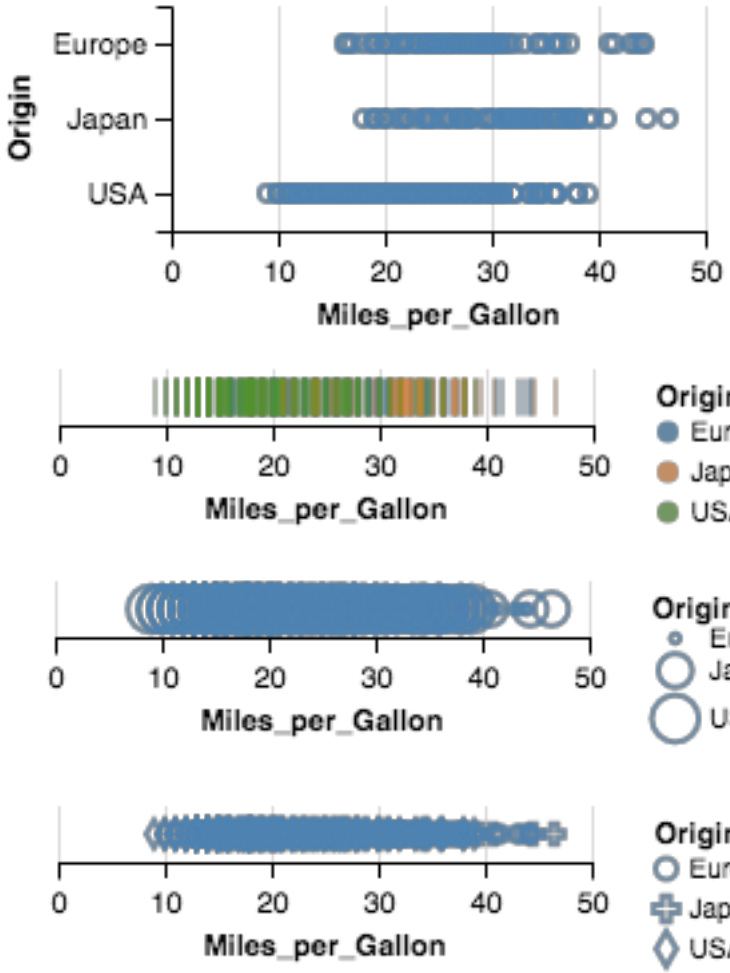


Aggregate (Count)

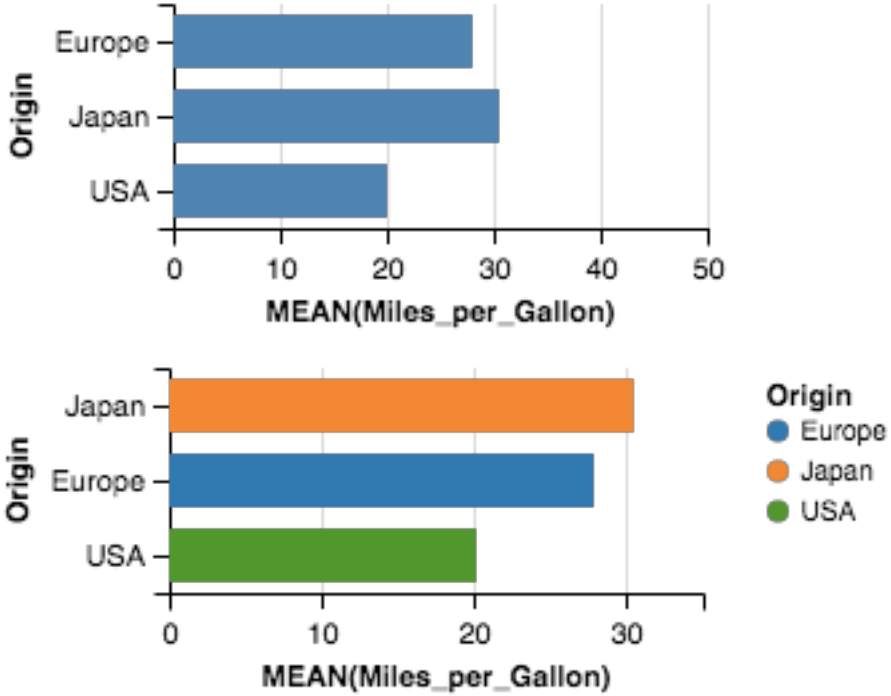


2D: Nominal x Quantitative

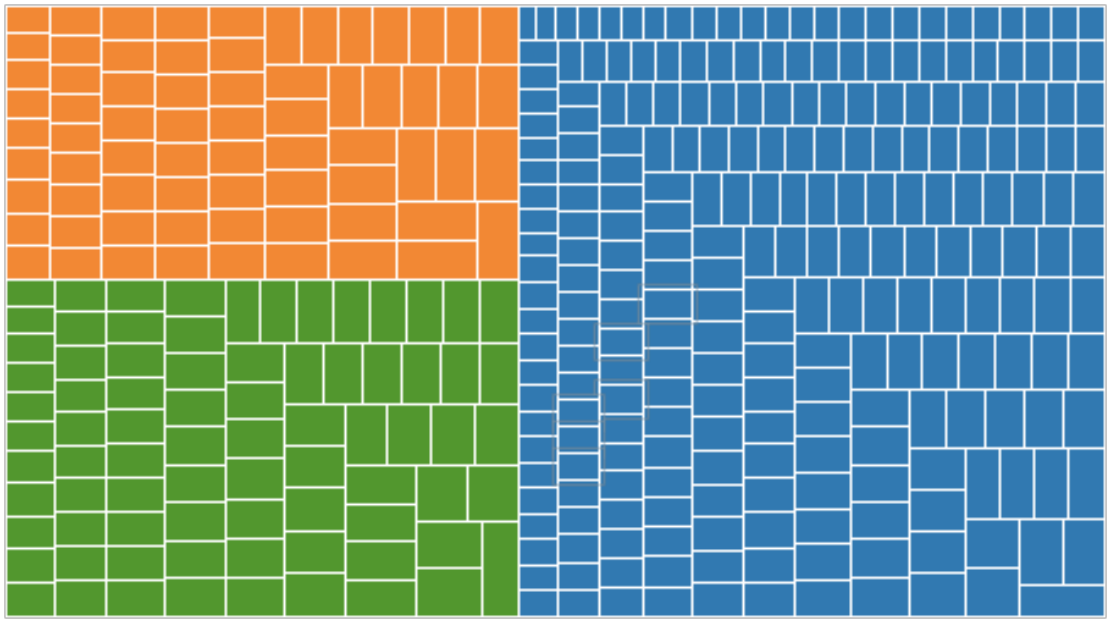
Raw



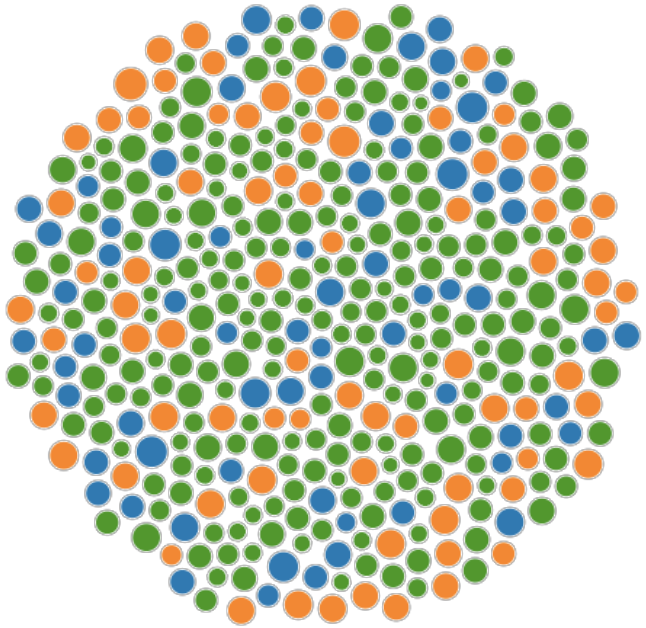
Aggregate (Mean)



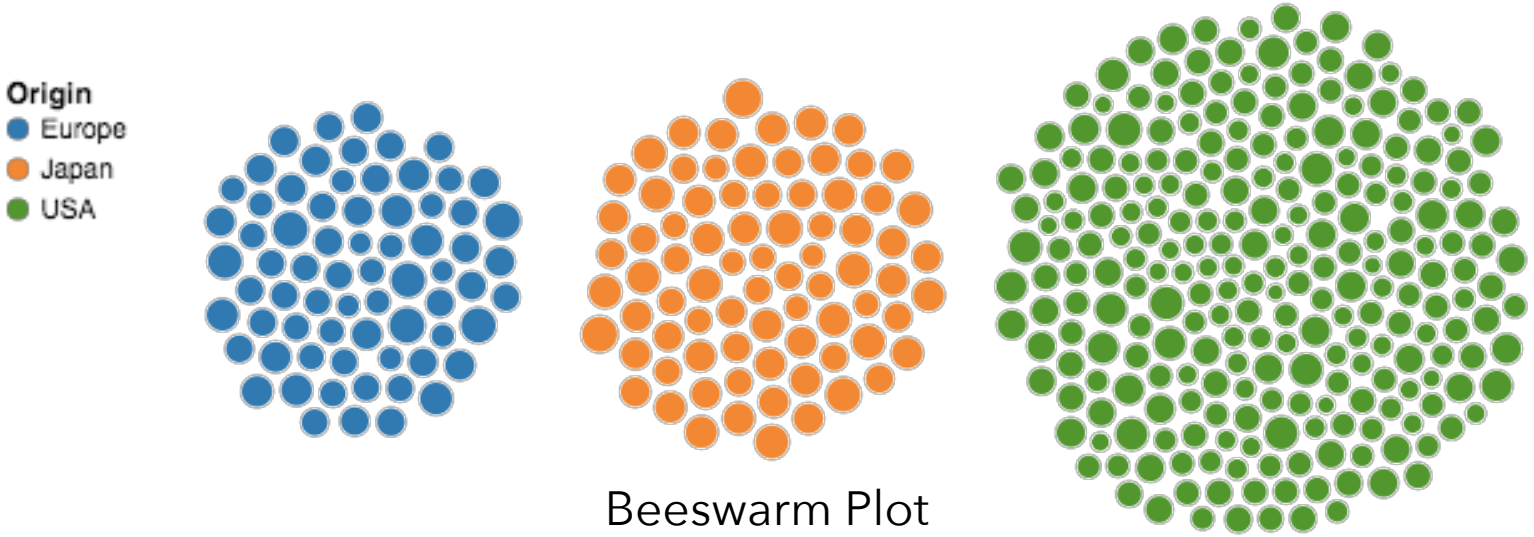
Raw (with Layout Algorithm)



Treemap



Bubble Chart



Beeswarm Plot

3D and Higher

Two variables [x,y]

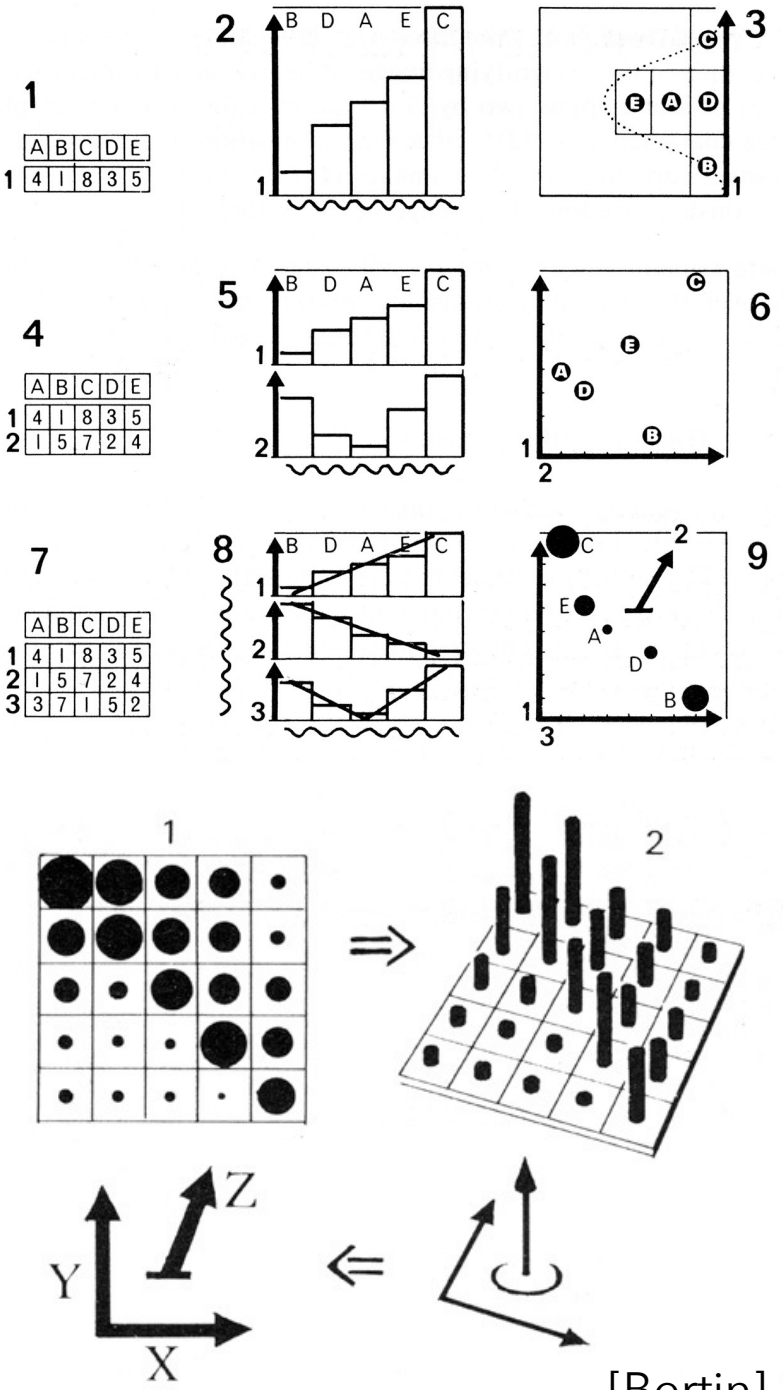
Can map to 2D points.

Scatterplots, maps, …

Third variable [z]

Often use one of size, color, opacity, shape, *etc*. Or, one can further partition space.

What about 3D rendering?



[Bertin]

Other Visual Encoding Channels?

Encoding Effectiveness

Effectiveness Rankings [Mackinlay 86]

QUANTITATIVE	ORDINAL	NOMINAL
Position	Position	Position
Length	Density (Value)	Color Hue
Angle	Color Sat	Texture
Slope	Color Hue	Connection
Area (Size)	Texture	Containment
Volume	Connection	Density (Value)
Density (Value)	Containment	Color Sat
Color Sat	Length	Shape
Color Hue	Angle	Length
Texture	Slope	Angle
Connection	Area (Size)	Slope
Containment	Volume	Area
Shape	Shape	Volume

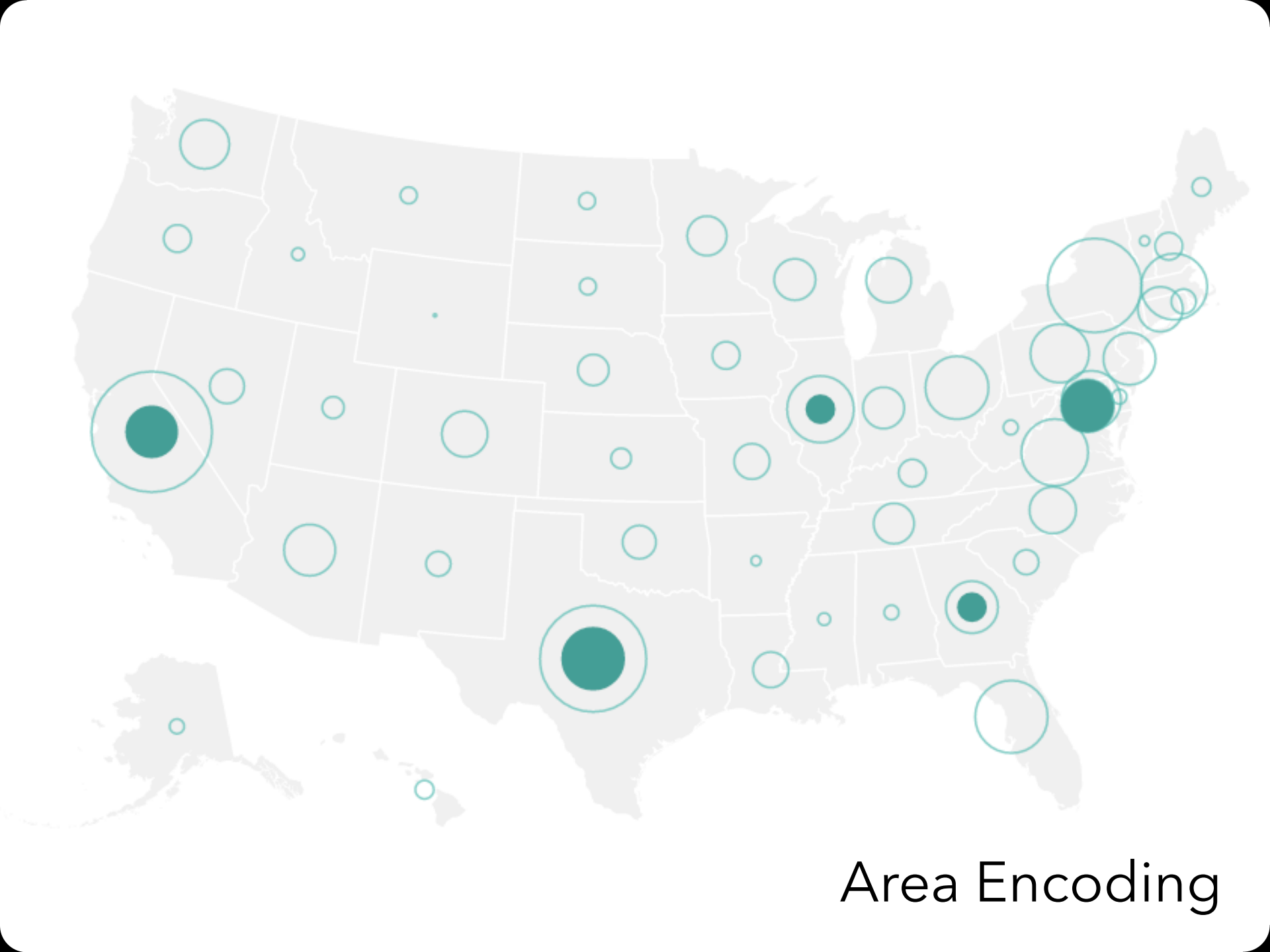
Effectiveness Rankings [Mackinlay 86]

QUANTITATIVE	ORDINAL	NOMINAL
Position	**Position**	**Position**
Length	Density (Value)	Color Hue
Angle	Color Sat	Texture
Slope	Color Hue	Connection
Area (Size)	Texture	Containment
Volume	Connection	Density (Value)
Density (Value)	Containment	Color Sat
Color Sat	Length	Shape
Color Hue	Angle	Length
Texture	Slope	Angle
Connection	Area (Size)	Slope
Containment	Volume	Area
Shape	Shape	Volume

Effectiveness Rankings [Mackinlay 86]

QUANTITATIVE	ORDINAL	NOMINAL
Position	Position	Position
Length	Density (Value)	**Color Hue**
Angle	Color Sat	Texture
Slope	**Color Hue**	Connection
Area (Size)	Texture	Containment
Volume	Connection	Density (Value)
Density (Value)	Containment	Color Sat
Color Sat	Length	Shape
Color Hue	Angle	Length
Texture	Slope	Angle
Connection	Area (Size)	Slope
Containment	Volume	Area
Shape	Shape	Volume

Color Encoding



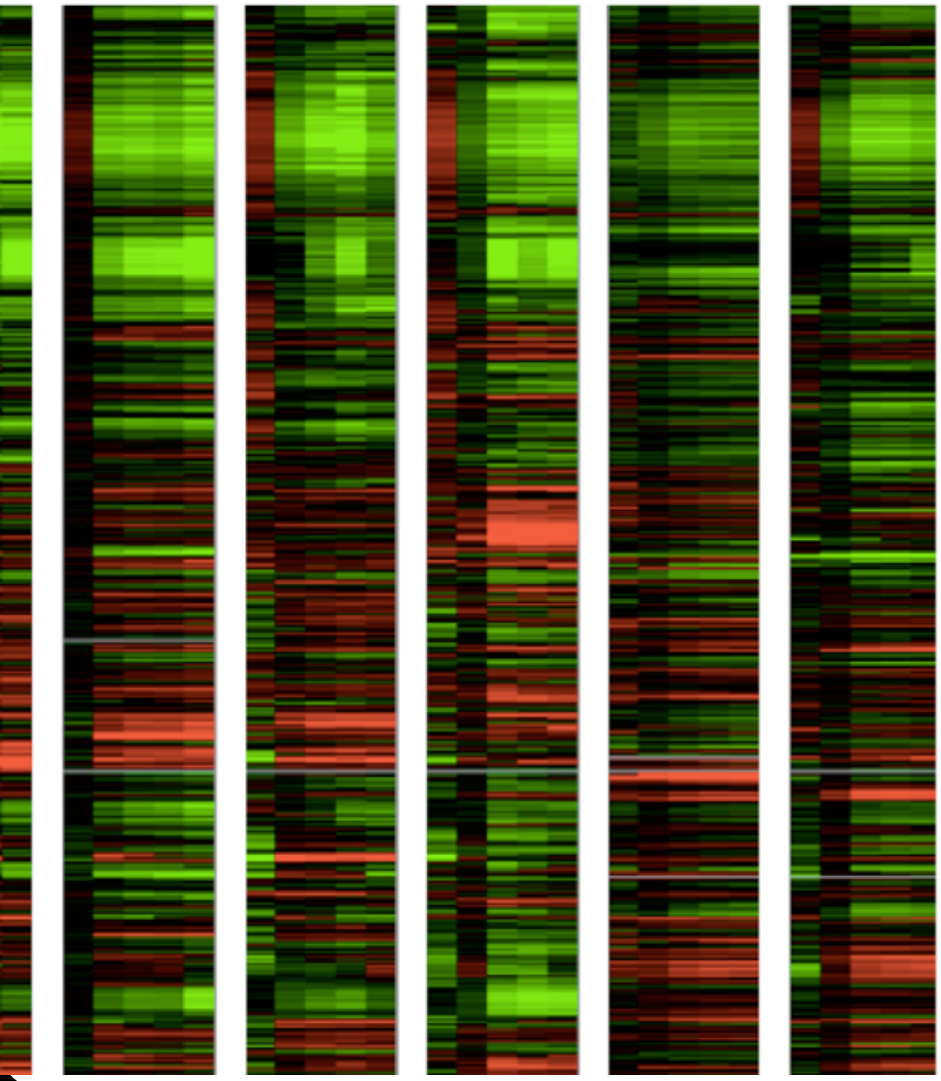
Area Encoding

Effectiveness Rankings

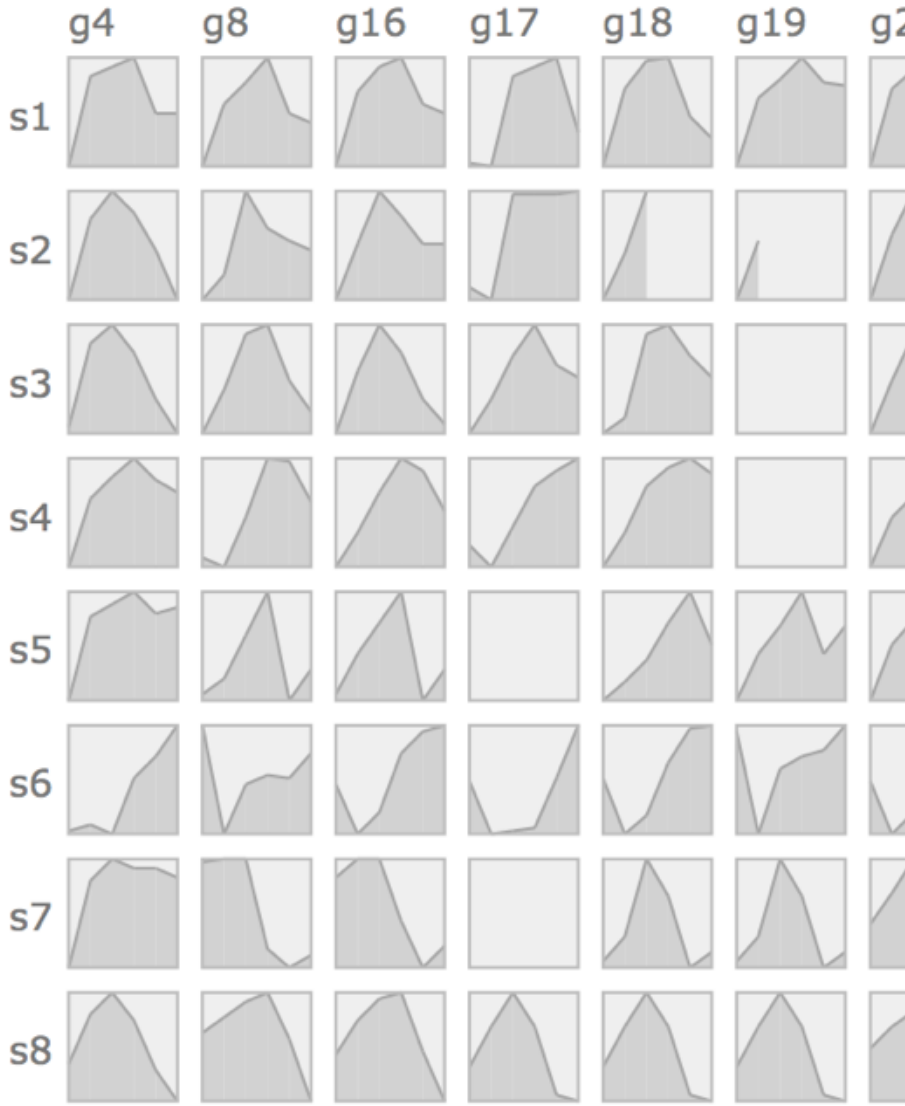
QUANTITATIVE	ORDINAL	NOMINAL
Position	Position	Position
Length	Density (Value)	Color Hue
Angle	Color Sat	Texture
Slope	Color Hue	Connection
Area (Size)	Texture	Containment
Volume	Connection	Density (Value)
~~**Density (Value)**~~	Containment	Color Sat
Color Sat	Length	Shape
Color Hue	Angle	Length
Texture	Slope	Angle
Connection	Area (Size)	Slope
Containment	Volume	Area
Shape	Shape	Volume

Gene Expression Time-Series [Meyer et al '11]

Color Encoding



Position Encoding



Effectiveness Rankings

QUANTITATIVE	ORDINAL	NOMINAL
Position	Position	Position
Length	Density (Value)	Color Hue
Angle	Color Sat	Texture
Slope	Color Hue	Connection
Area (Size)	Texture	Containment
Volume	Connection	Density (Value)
~~**Density (Value)**~~	Containment	Color Sat
Color Sat	Length	Shape
~~**Color Hue**~~	Angle	Length
Texture	Slope	Angle
Connection	Area (Size)	Slope
Containment	Volume	Area
Shape	Shape	Volume

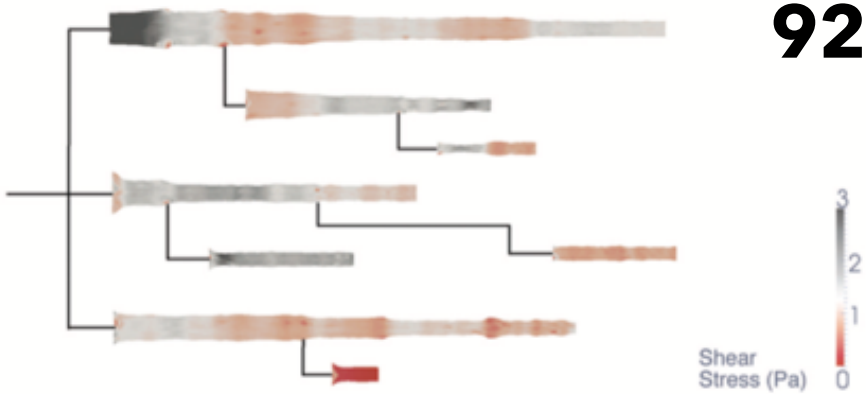
Artery Visualization [Borkin et al '11]

Rainbow Palette

Diverging Palette

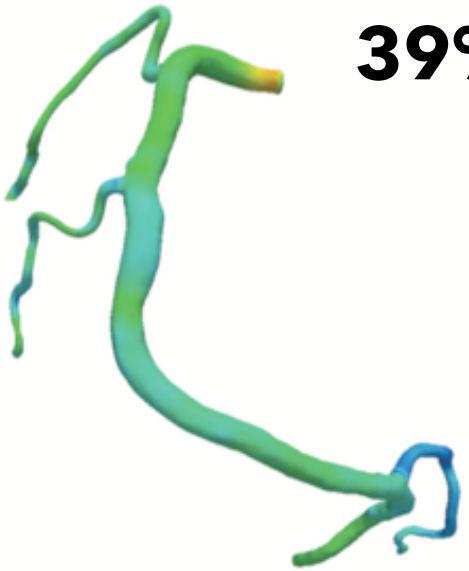
2D

62%

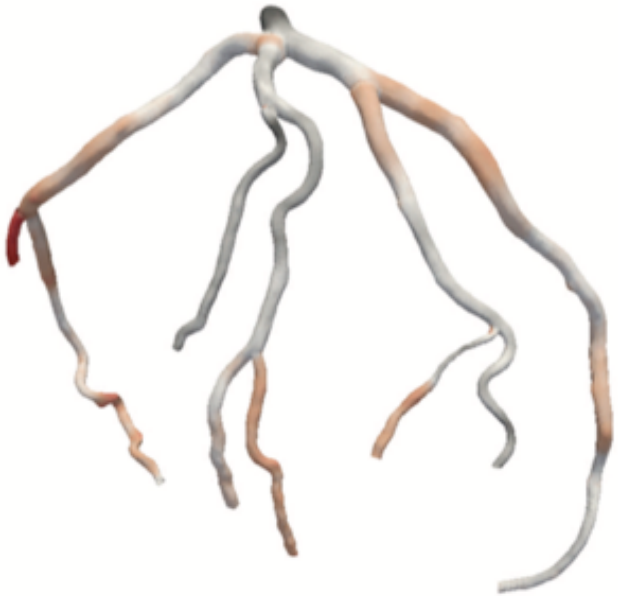


92%

3D



39%



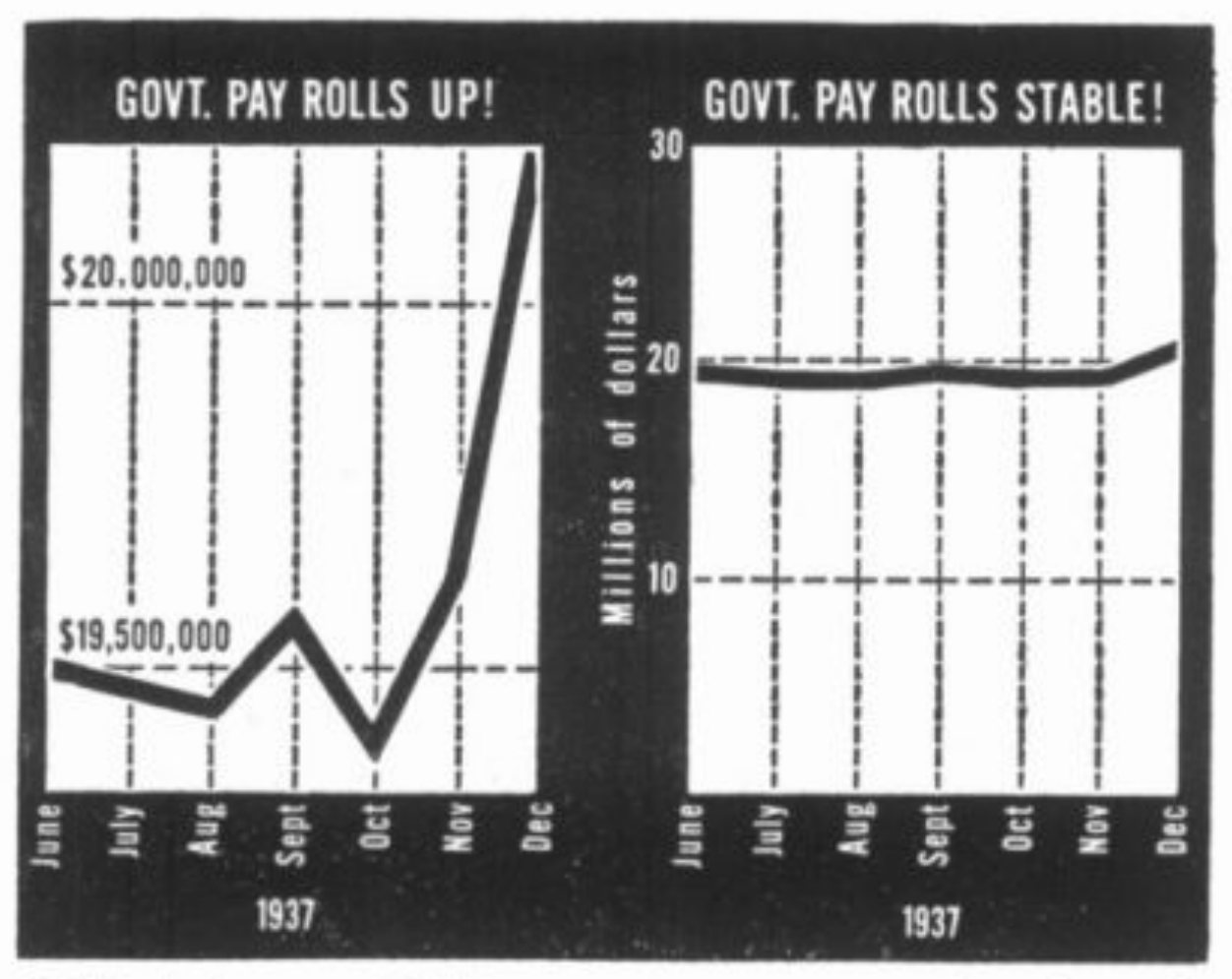
71%

Effectiveness Rankings

QUANTITATIVE	ORDINAL	NOMINAL
Position ↻	Position	Position
Length	Density (Value)	Color Hue
Angle	Color Sat	Texture
Slope	Color Hue	Connection
Area (Size)	Texture	Containment
Volume	**Connection**	Density (Value)
Density (Value)	Containment	Color Sat
Color Sat	Length	Shape
~~**Color Hue**~~	Angle	Length
Texture	Slope	Angle
Connection	Area (Size)	Slope
Containment	Volume	Area
Shape	Shape	Volume

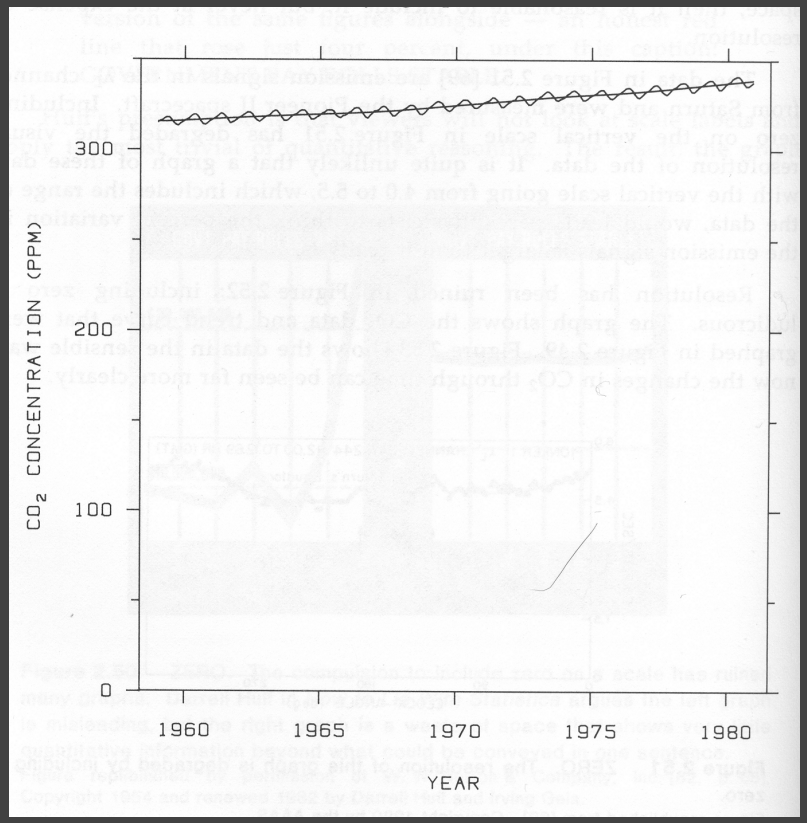
Scales & Axes

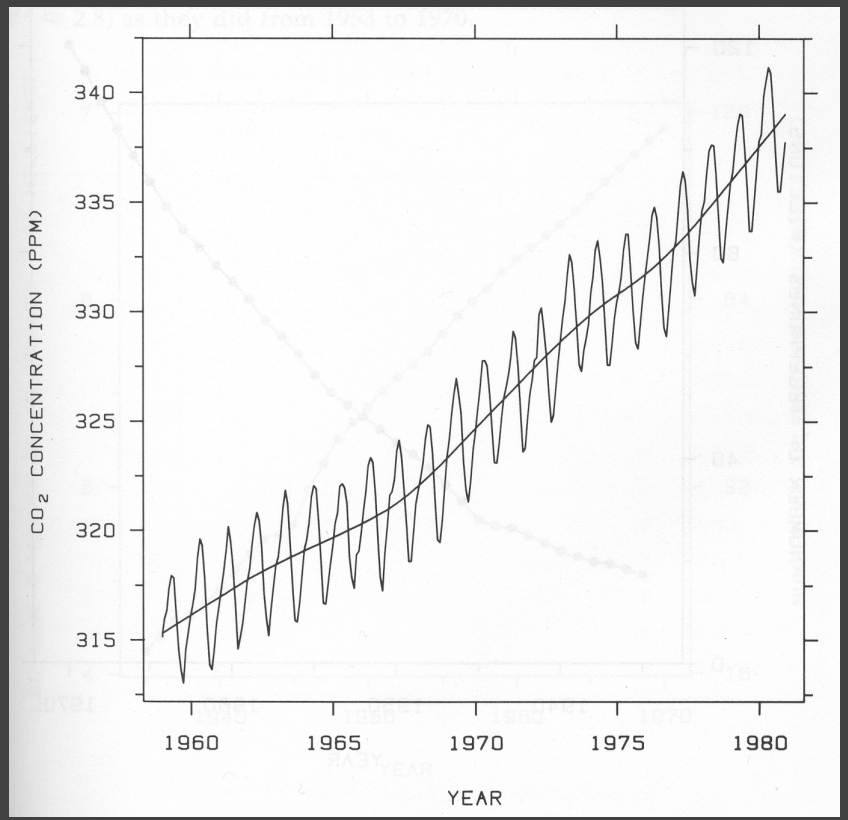
Include Zero in Axis Scale?



Government payrolls in 1937 [How To Lie With Statistics. Huff]

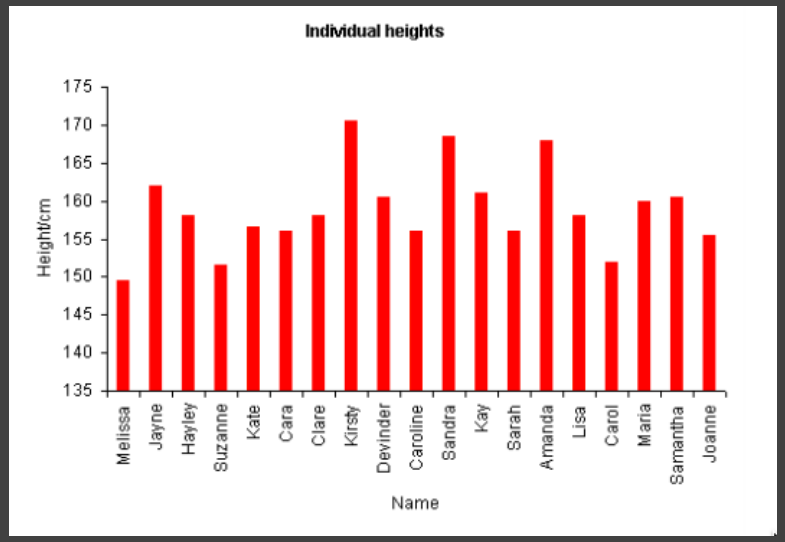
Include Zero in Axis Scale?





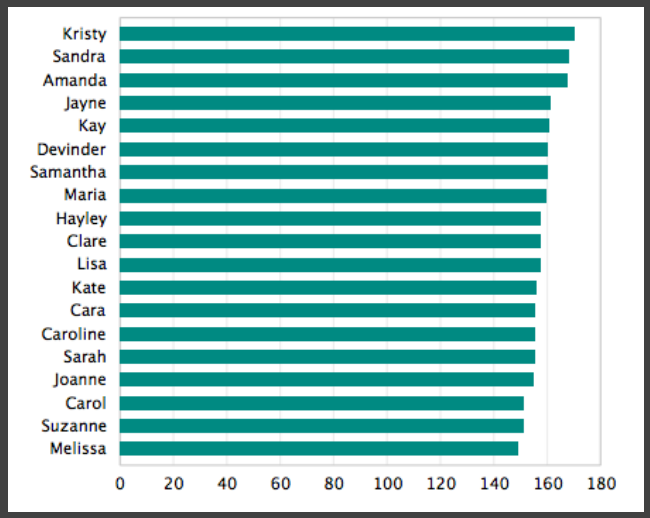
Yearly CO_2 concentrations [Cleveland 85]

Include Zero in Axis Scale?

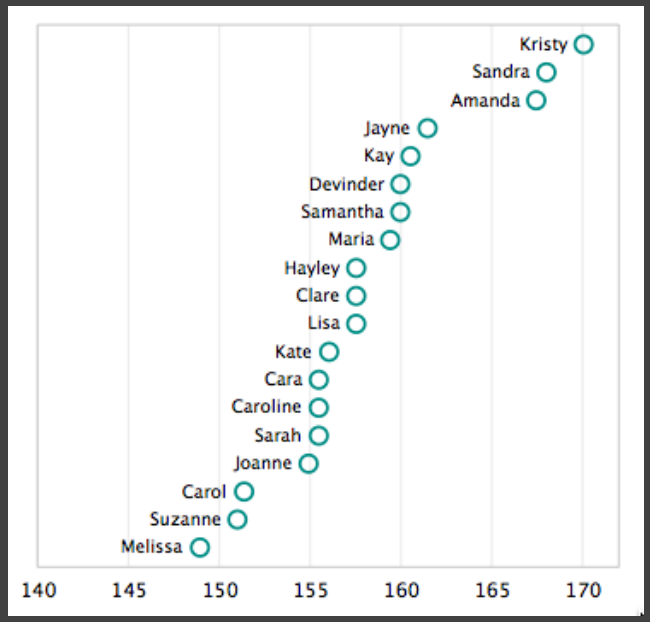


Violates Expressiveness Principle!

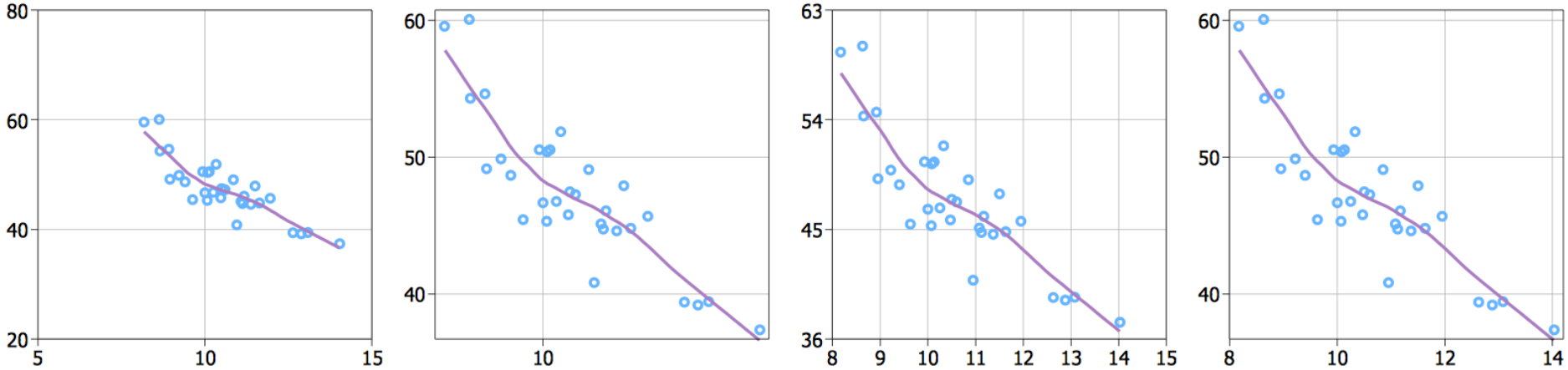
Compare Proportions (Q-Ratio)



Compare Relative Position (Q-Interval)

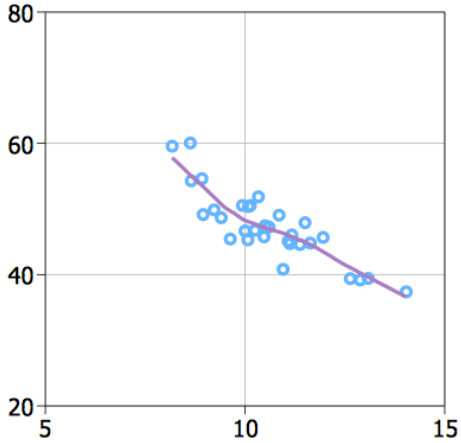


Axis Tick Mark Selection

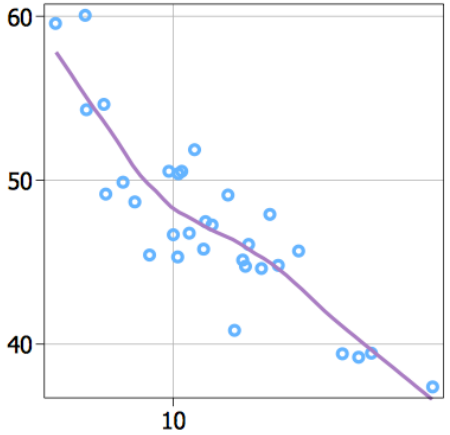


What are some properties of “good” tick marks?

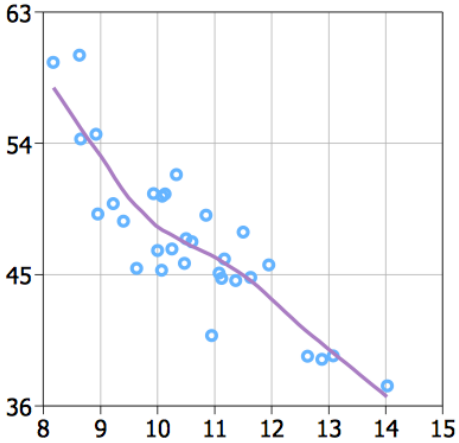
Axis Tick Mark Selection



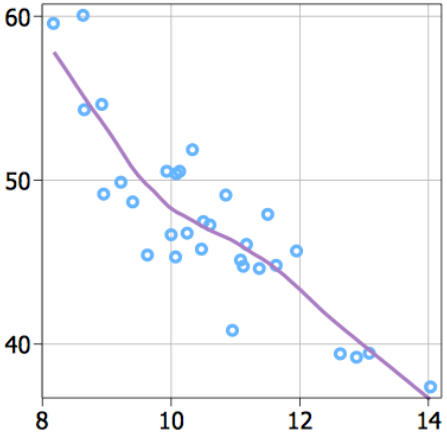
(a) Heckbert



(b) R's pretty



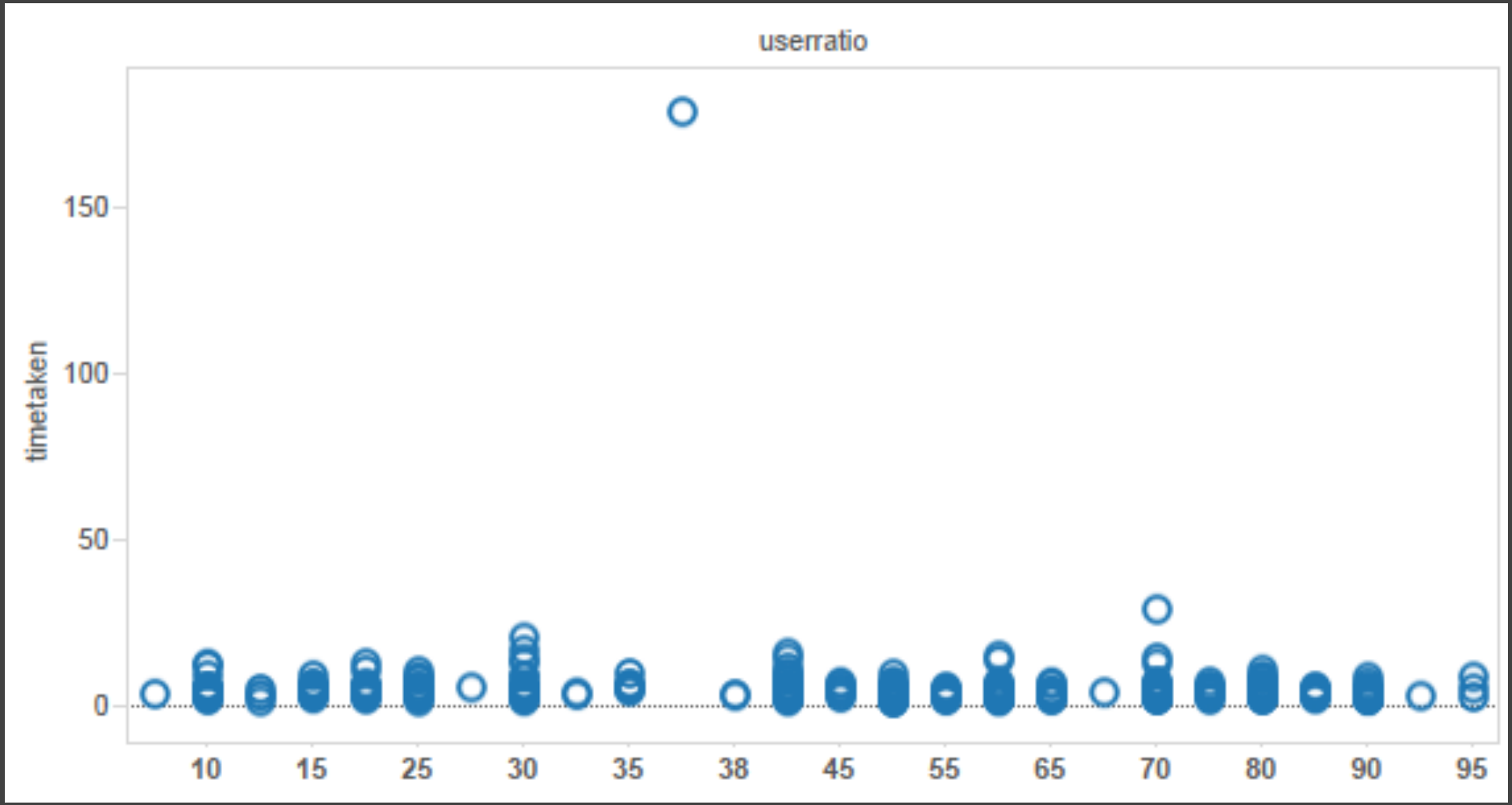
(c) Wilkinson



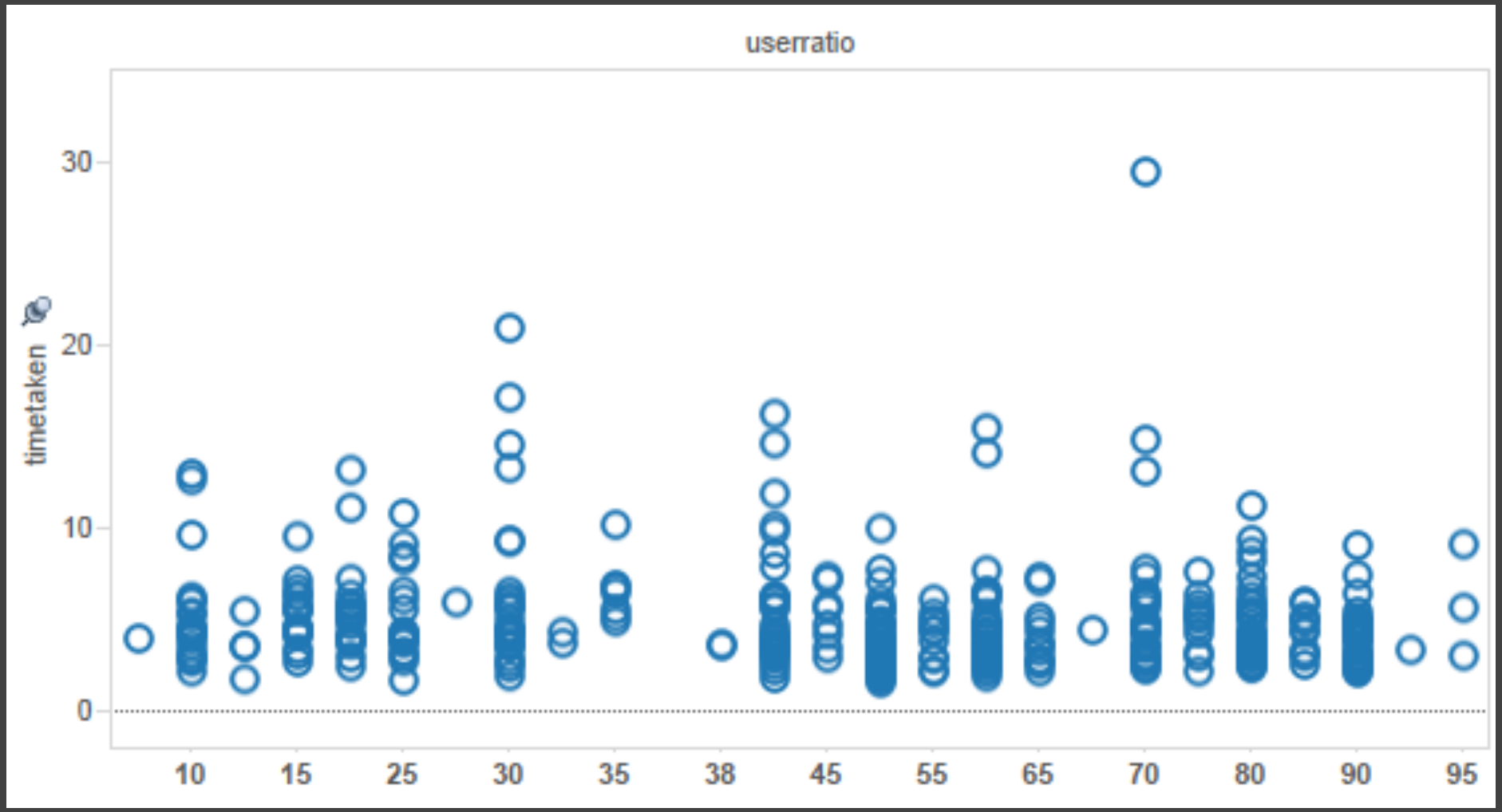
(d) Extended

Simplicity - numbers are multiples of 10, 5, 2
Coverage - ticks near the ends of the data
Density - not too many, nor too few
Legibility - whitespace, horizontal text, size

How to Scale the Axis?

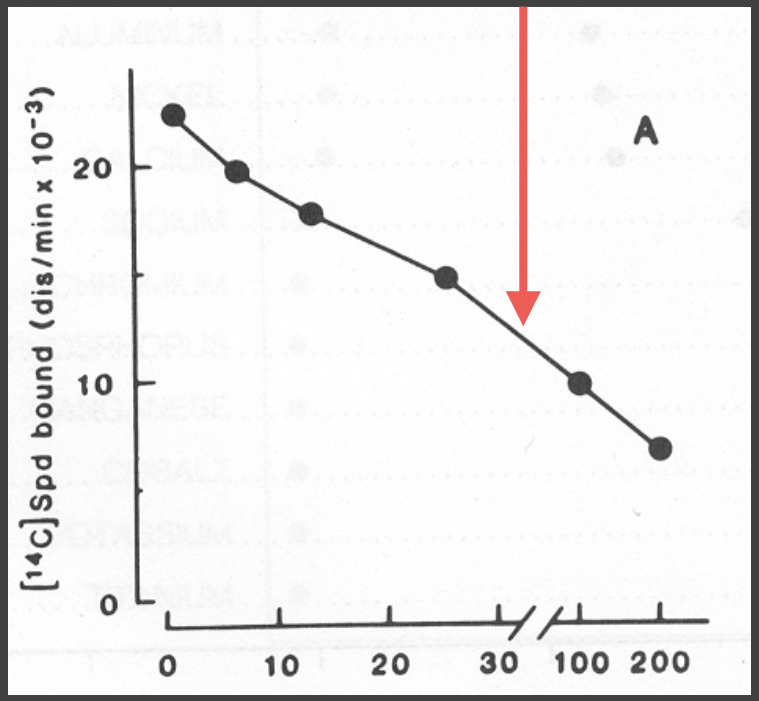


One Option: Clip Outliers

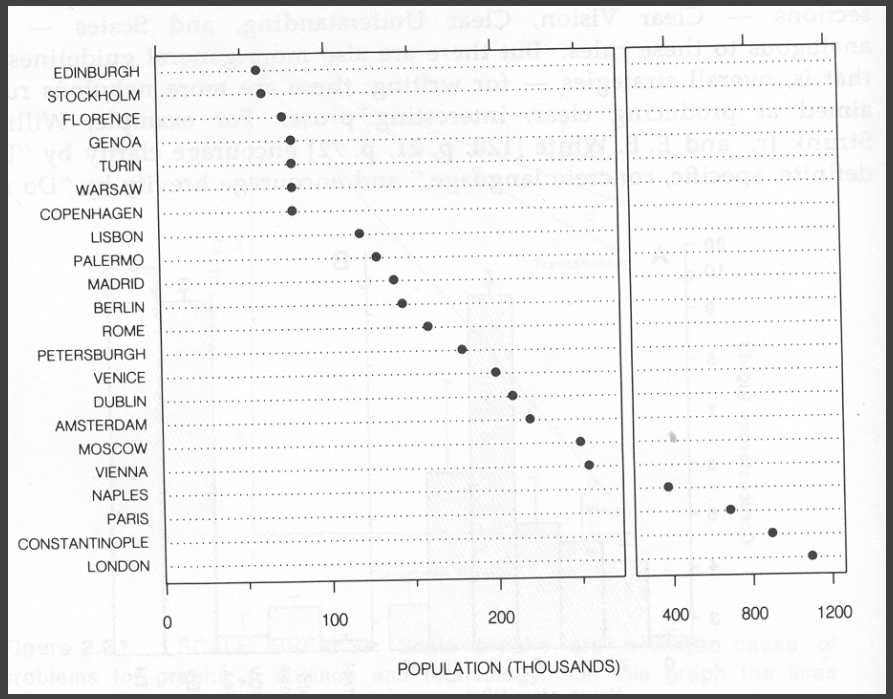


Clearly Mark Scale Breaks

Violates Expressiveness Principle!

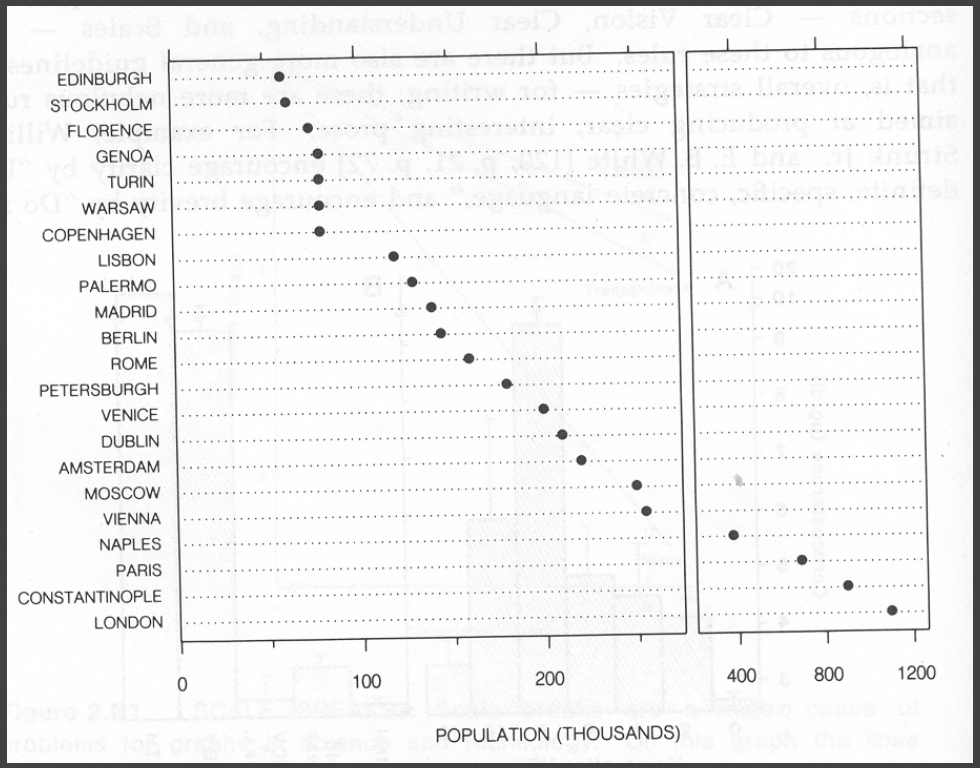


Poor scale break [Cleveland 85]

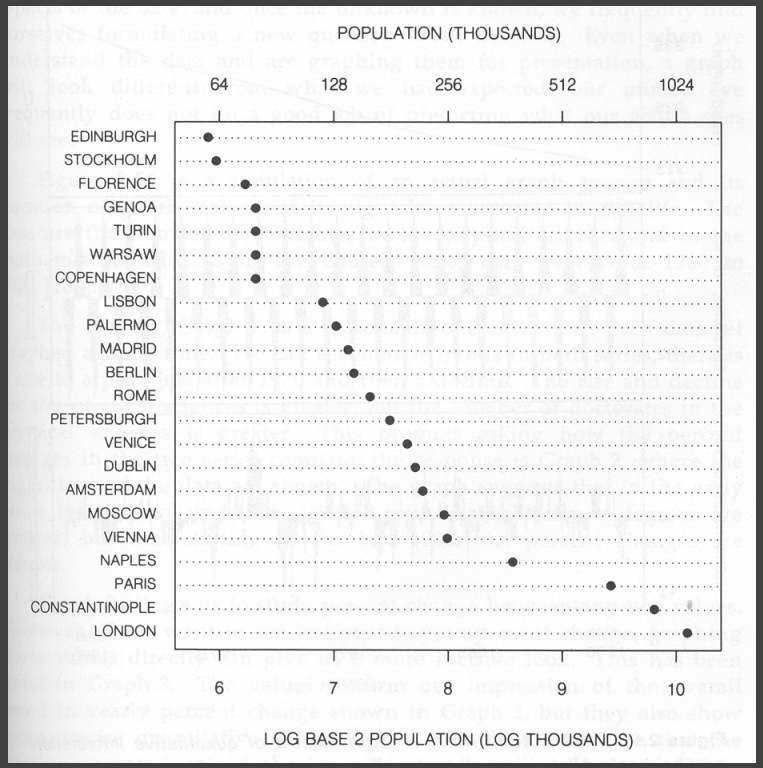


Well-marked scale break [Cleveland 85]

Scale Break vs. Log Scale



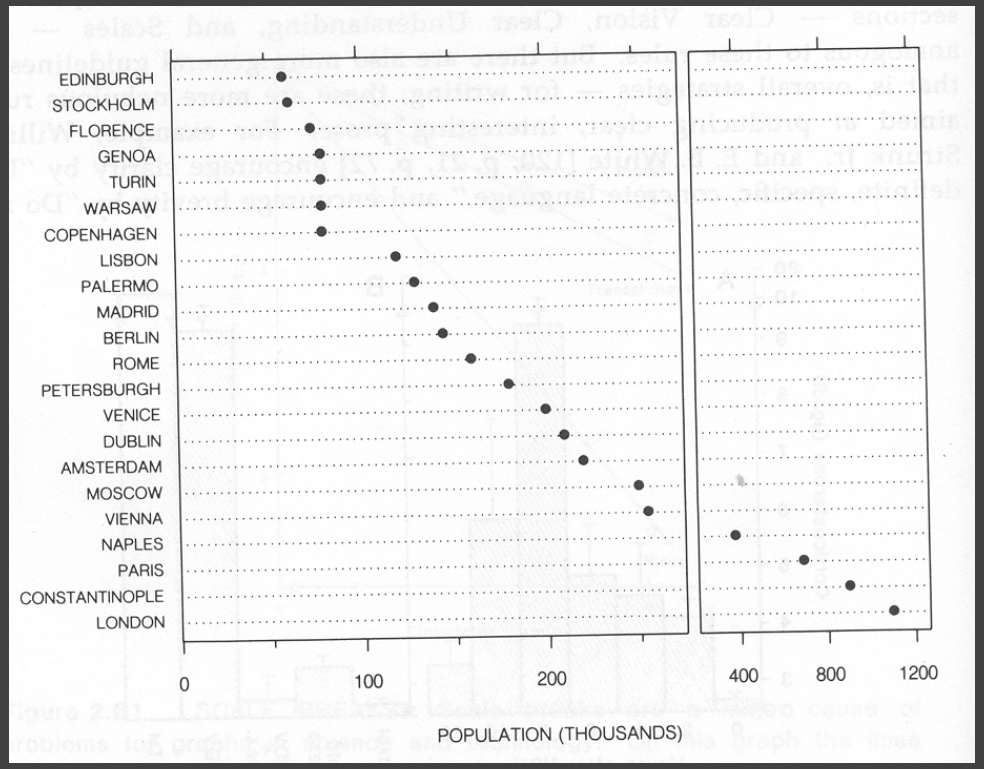
Scale Break

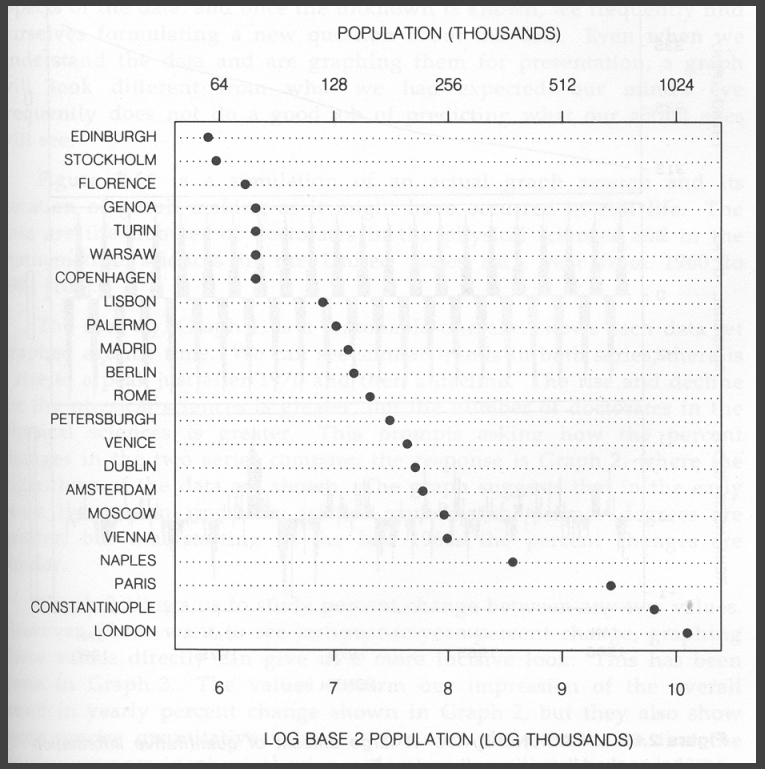


Log Scale

[Cleveland 85]

Scale Break vs. Log Scale





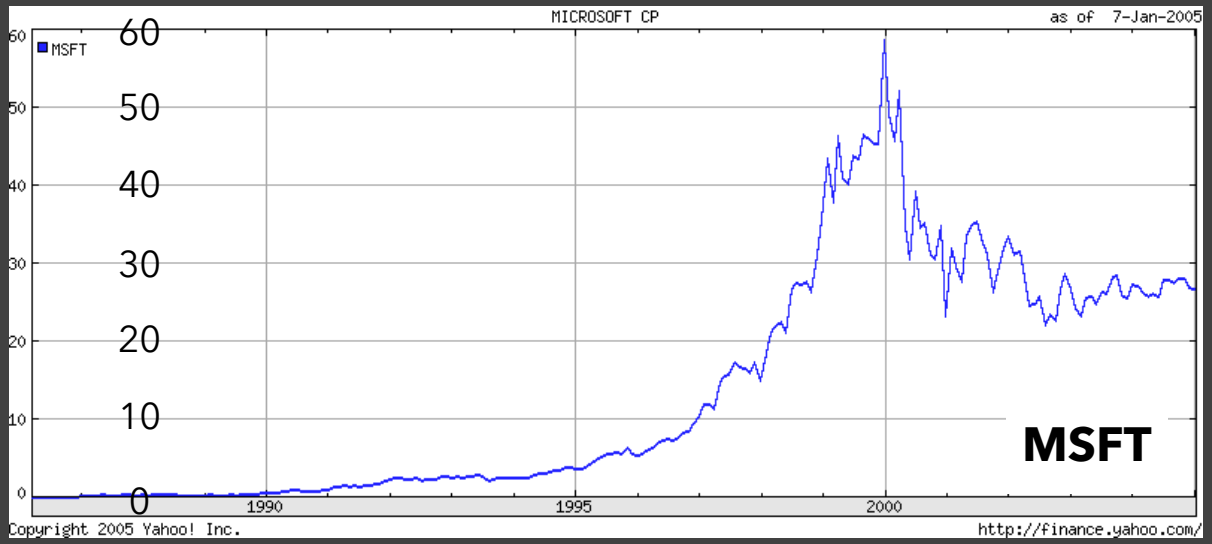
Both increase visual resolution

Scale break: difficult to compare (*cognitive* – not *perceptual* – work)

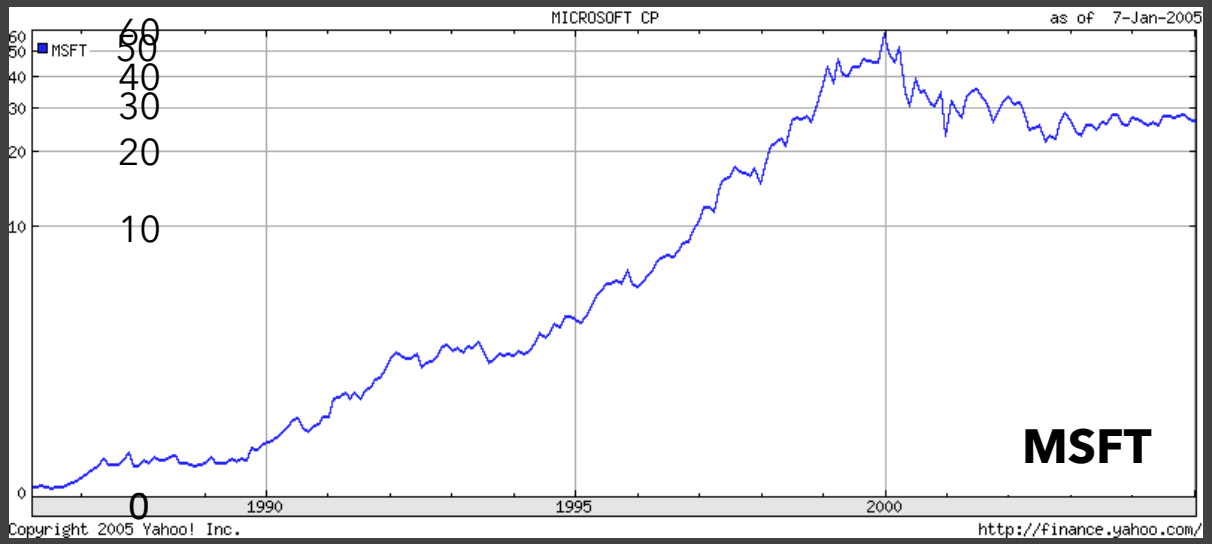
Log scale: direct comparison of all data

Linear Scale vs. Log Scale

Linear Scale



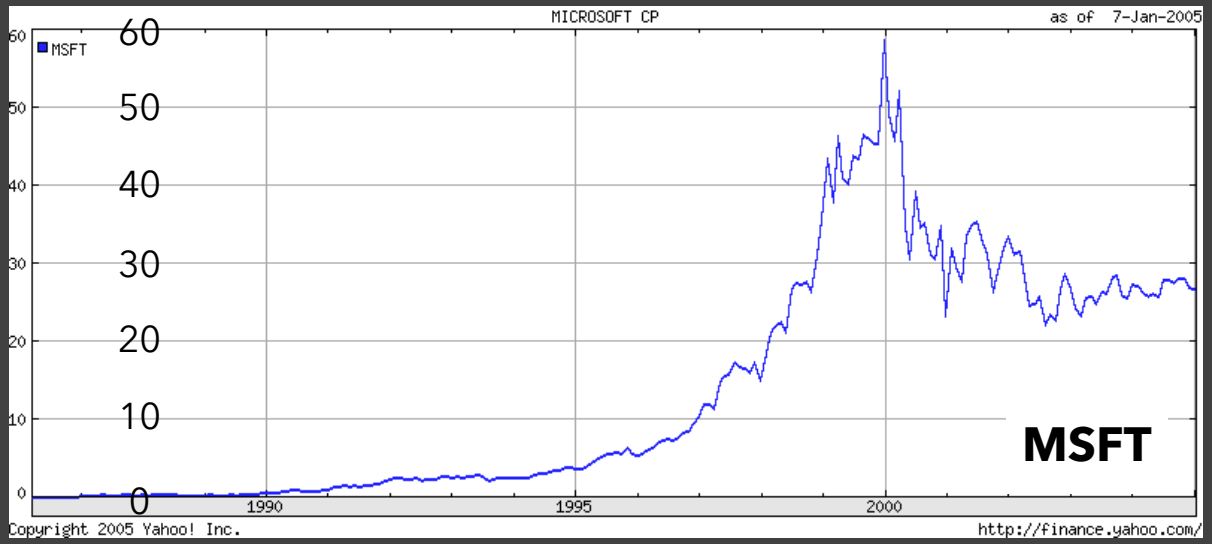
Log Scale



Linear Scale vs. Log Scale

Linear Scale

Absolute change

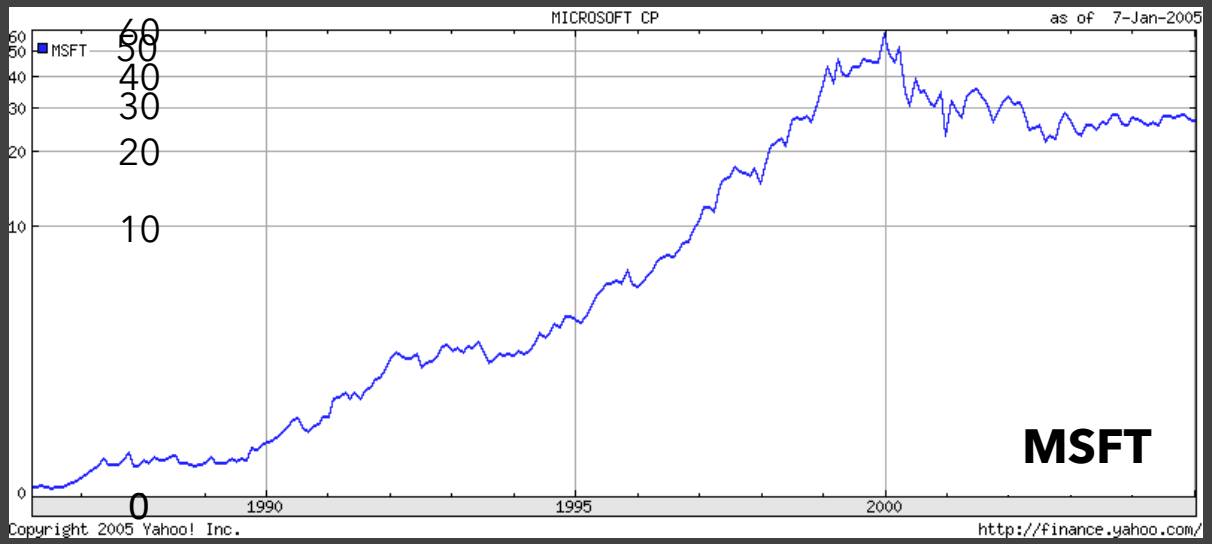


Log Scale

Small fluctuations

Percent change

d(10,20) = d(30,60)



When To Apply a Log Scale?

Address data skew (e.g., long tails, outliers)

Enables comparison within and across multiple orders of magnitude.

Focus on multiplicative factors (not additive)

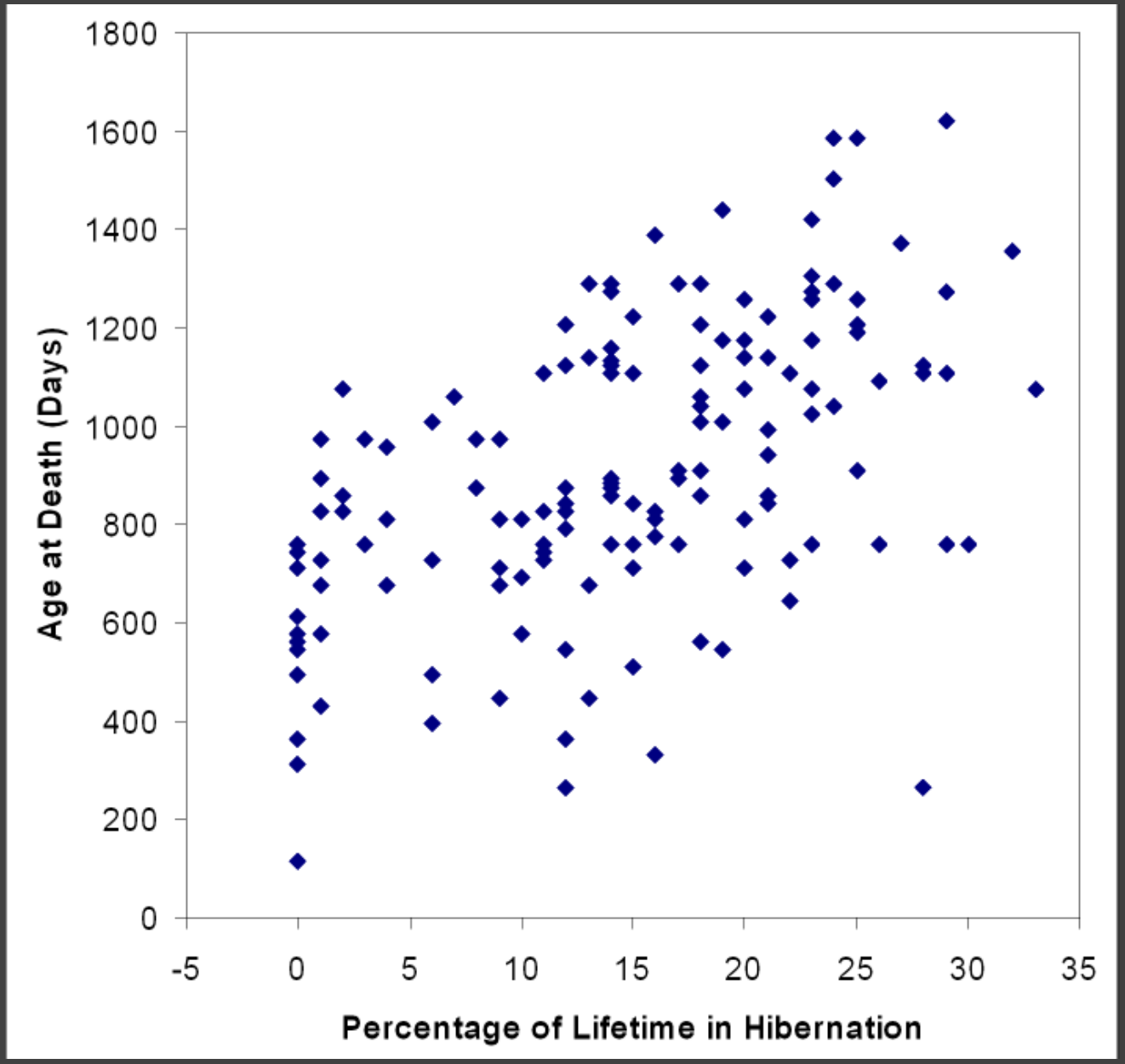
Recall that the logarithm transforms **×** to **+**!

Percentage change, not absolute value.

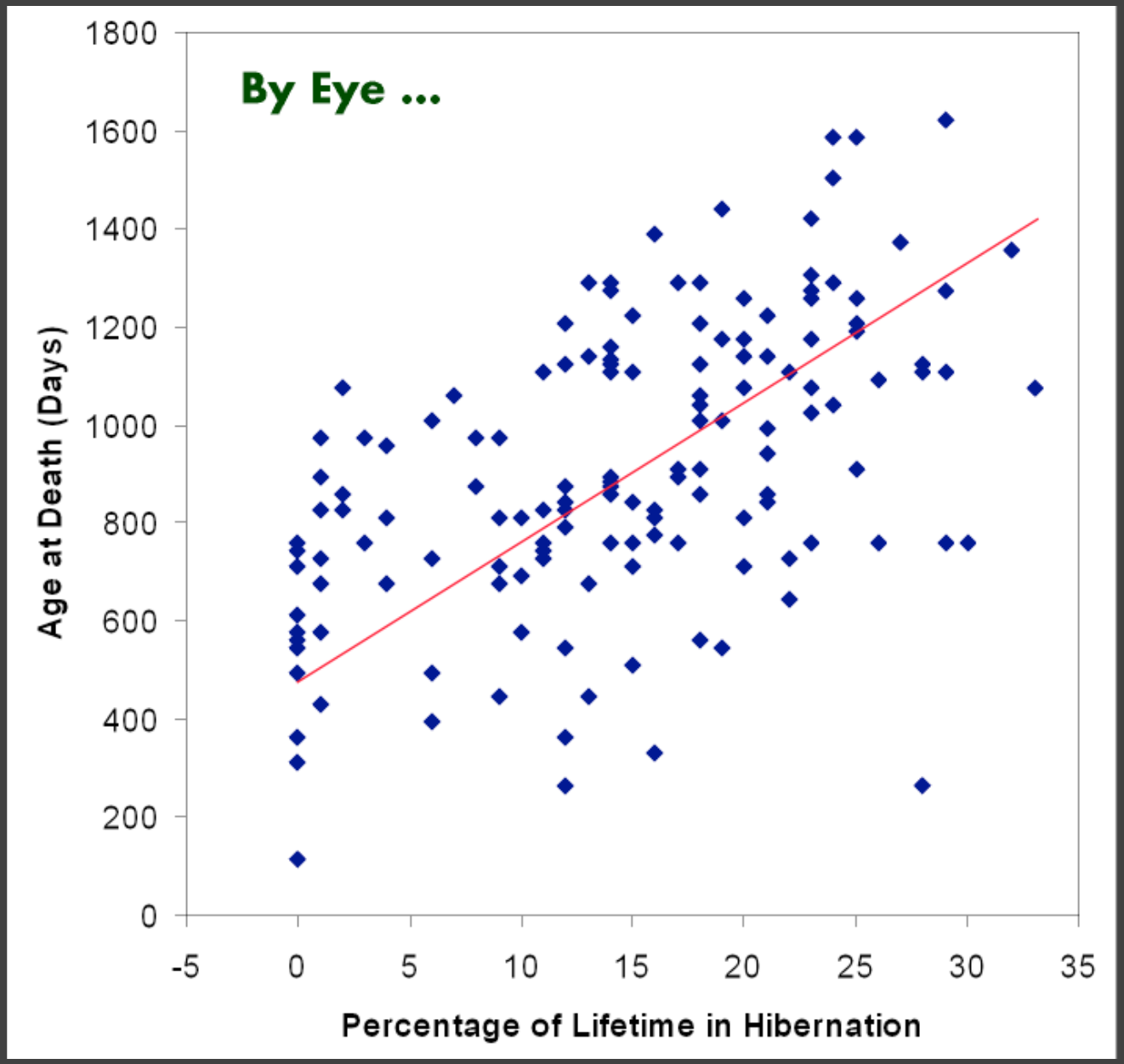
Constraint: **positive, non-zero values**

Constraint: **audience familiarity?**

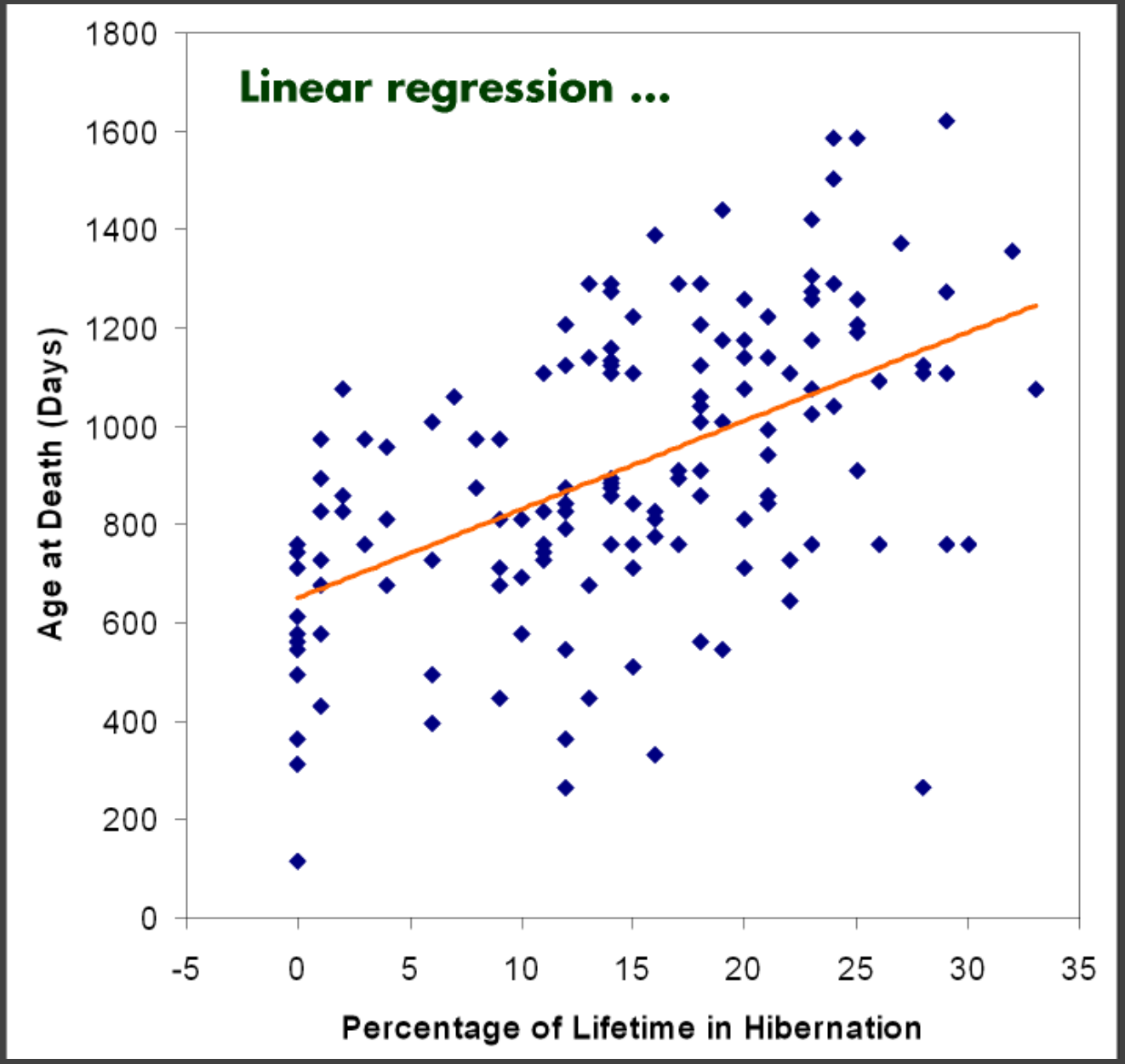
Regression Lines



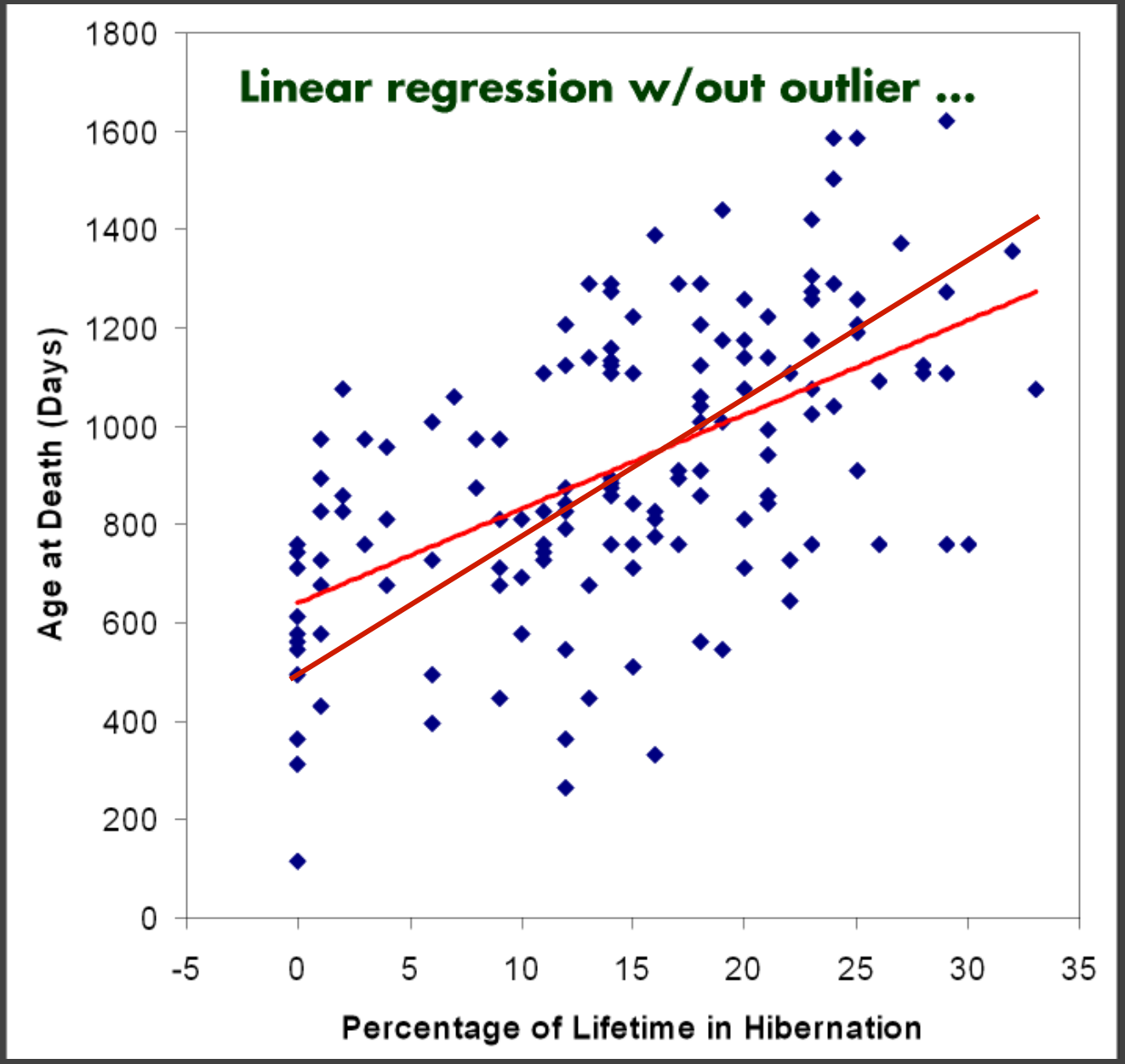
[The Elements of Graphing Data. Cleveland 94]



[The Elements of Graphing Data. Cleveland 94]



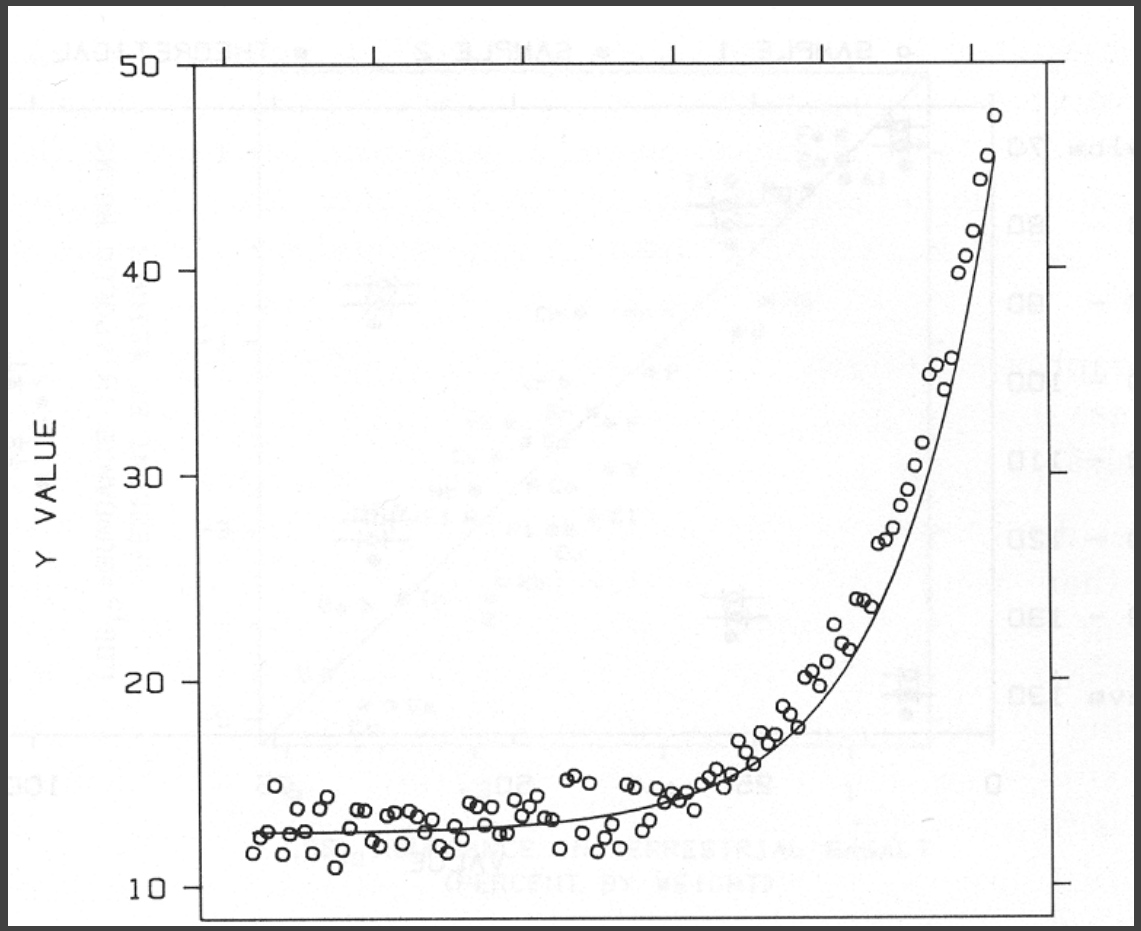
[The Elements of Graphing Data. Cleveland 94]



[The Elements of Graphing Data. Cleveland 94]

Transforming Data

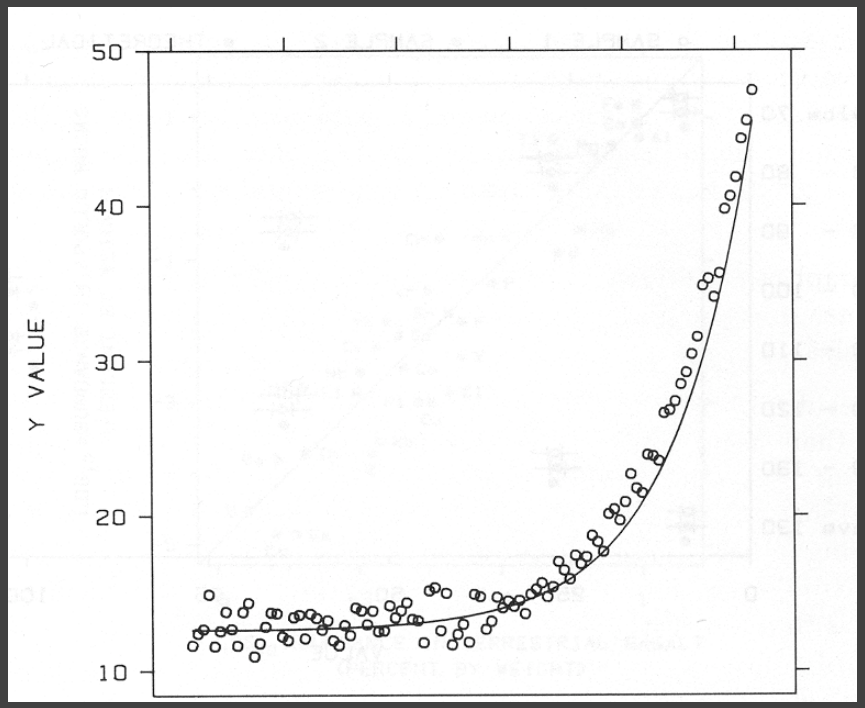
How well does the curve fit the data?

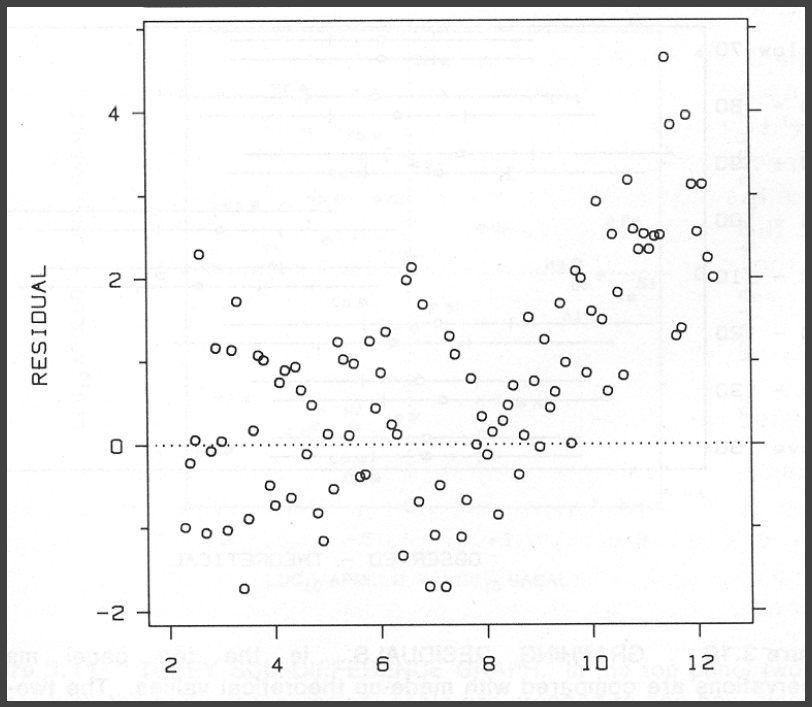


[Cleveland 85]

Plot the Residuals

Plot vertical distance from best fit curve
Residual graph shows accuracy of fit

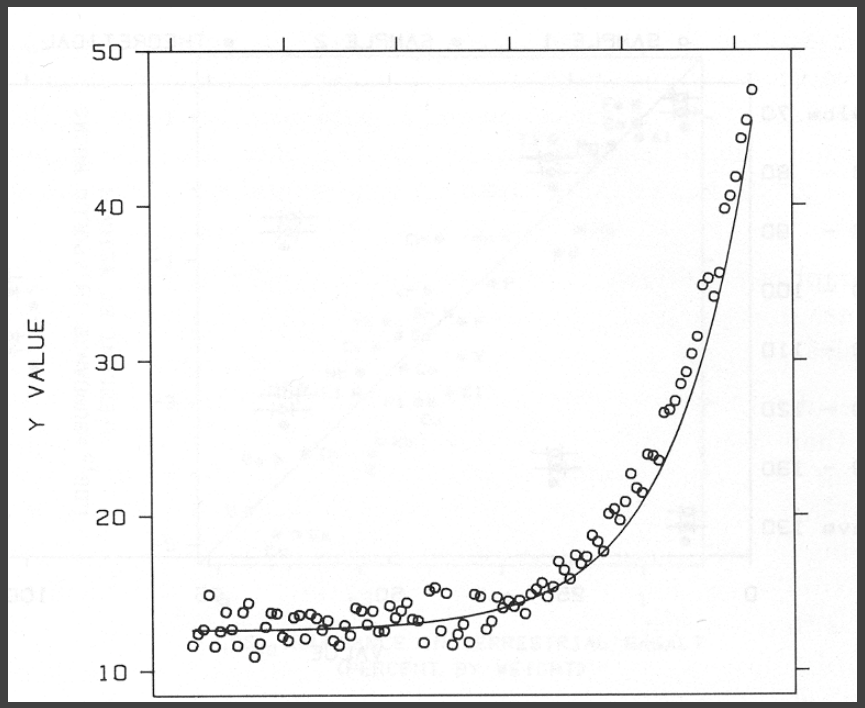




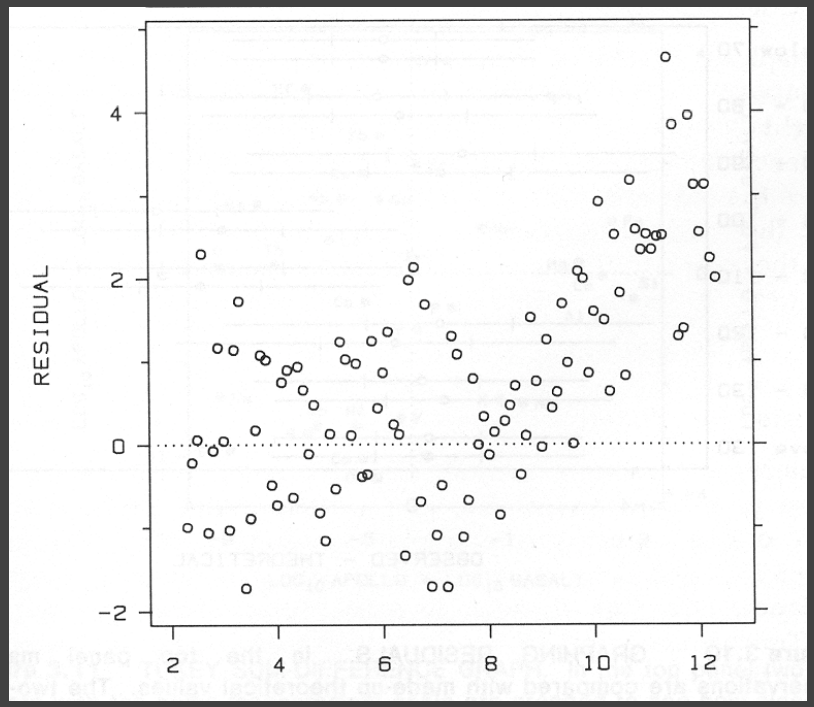
[Cleveland 85]

Multiple Plotting Options

Plot model in data space



Plot data in model space



[Cleveland 85]

Administrivia

A2: Exploratory Data Analysis

Use visualization software to form & answer questions

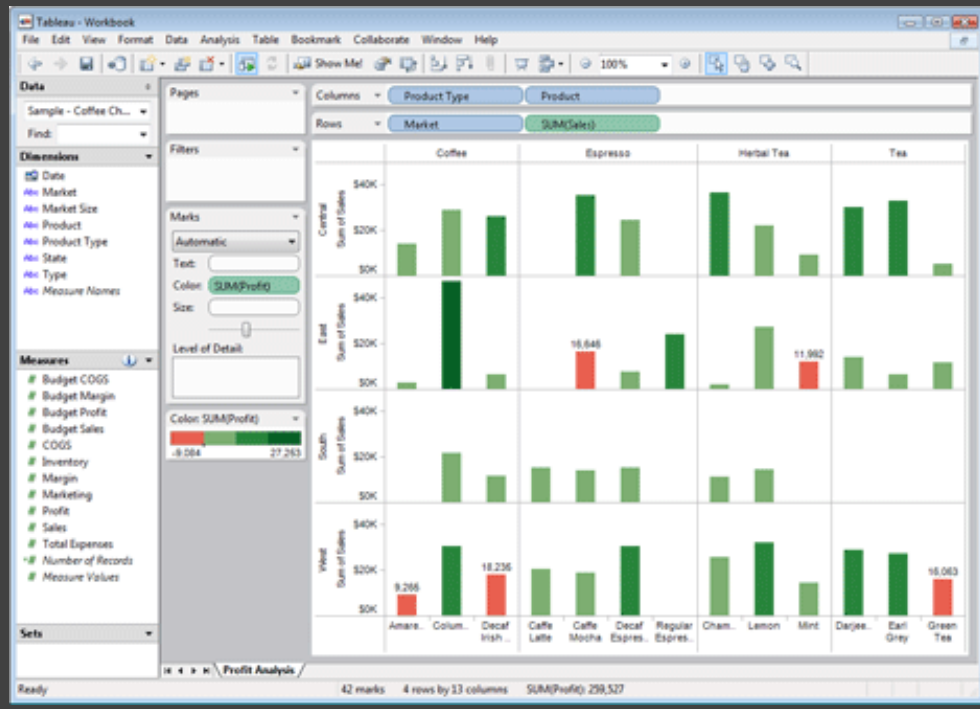
First steps:

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

Images of annotated visualizations

(8+ images; min 4 views of the data)

Include titles and labels for each view

Due by 11:59pm

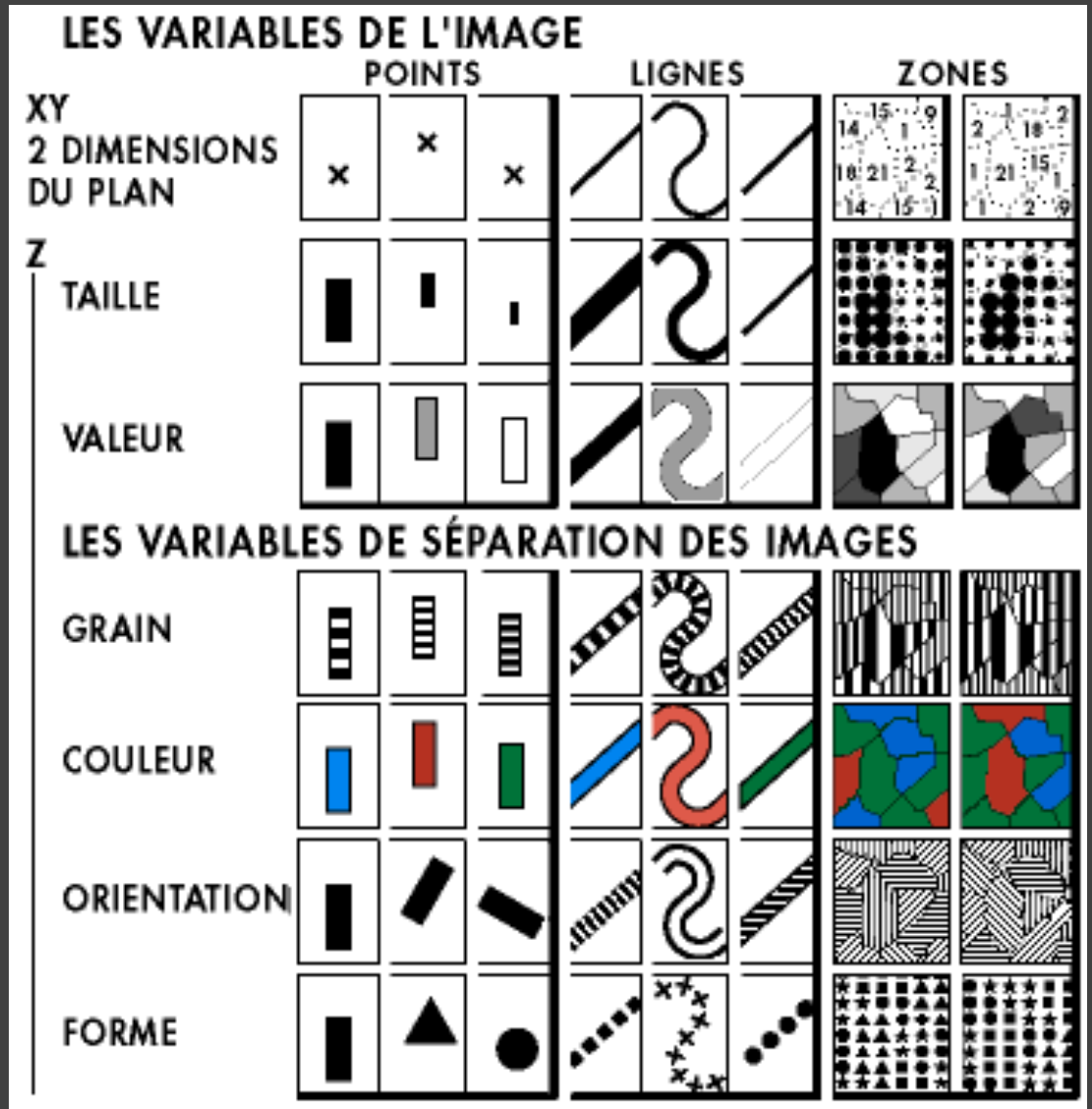
Tuesday, Jan 28

Multidimensional Data

Visual Encoding Variables

Position (X)
Position (Y)
Size
Value
Texture
Color
Orientation
Shape

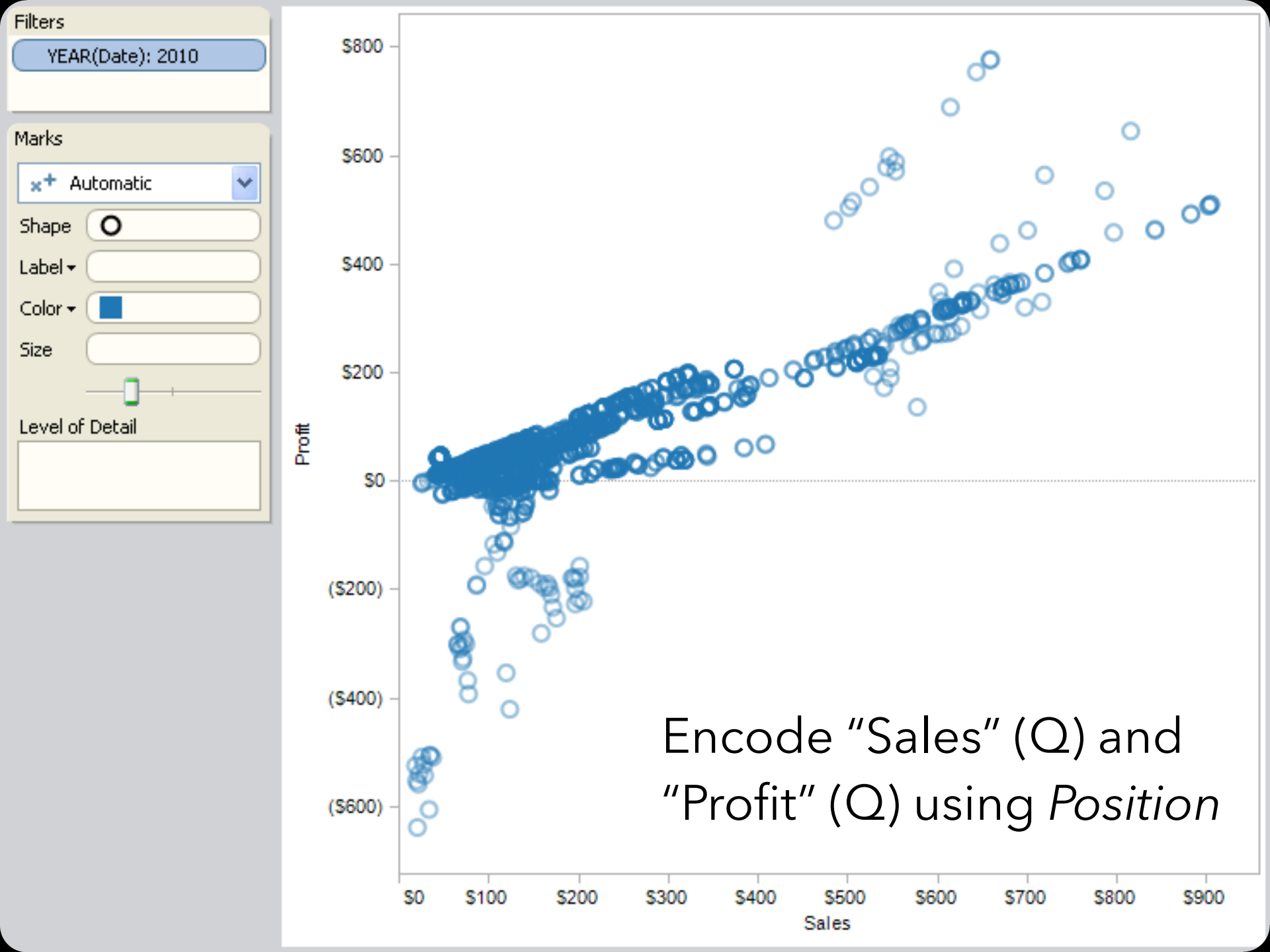
~8 dimensions?

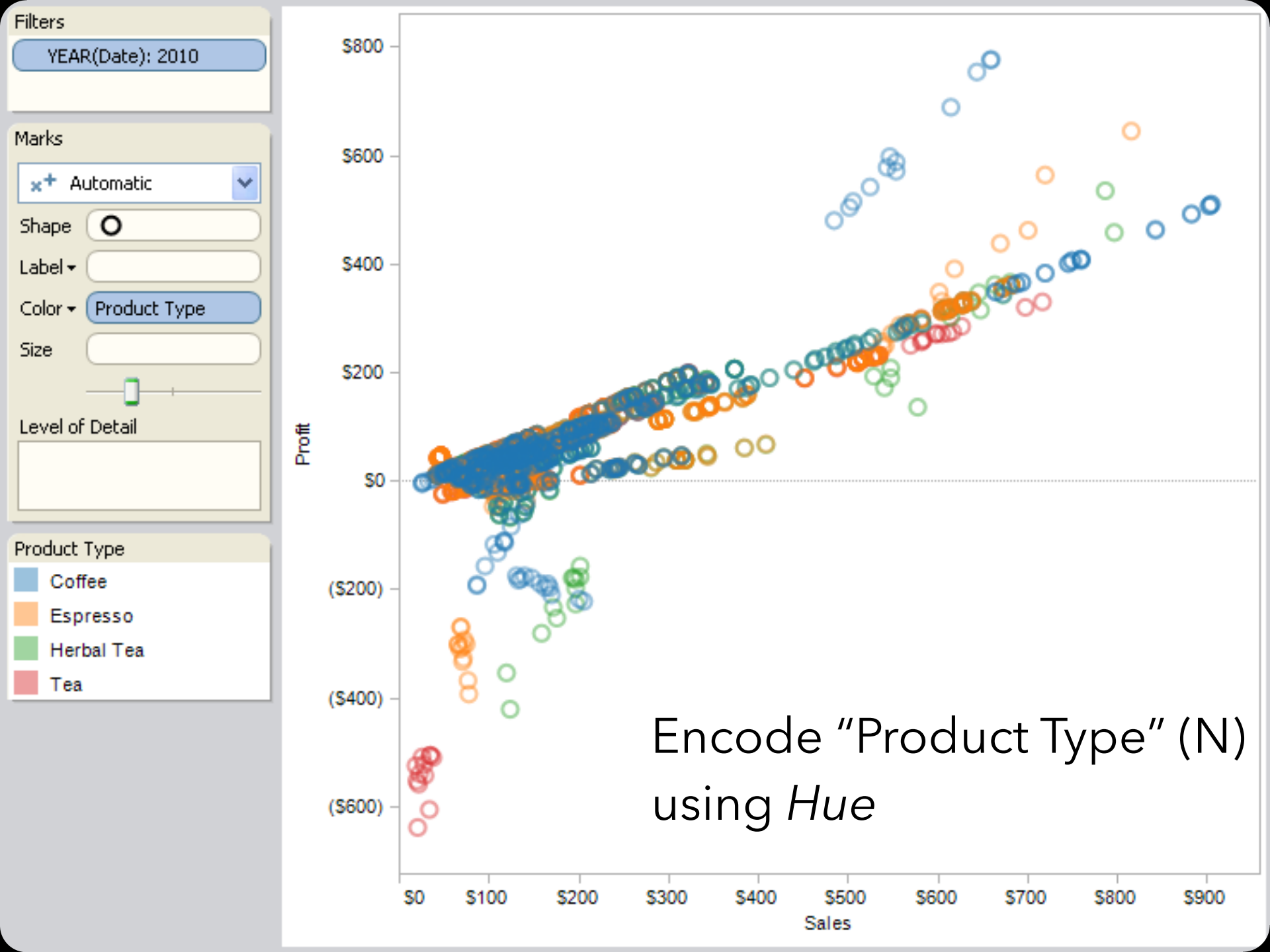


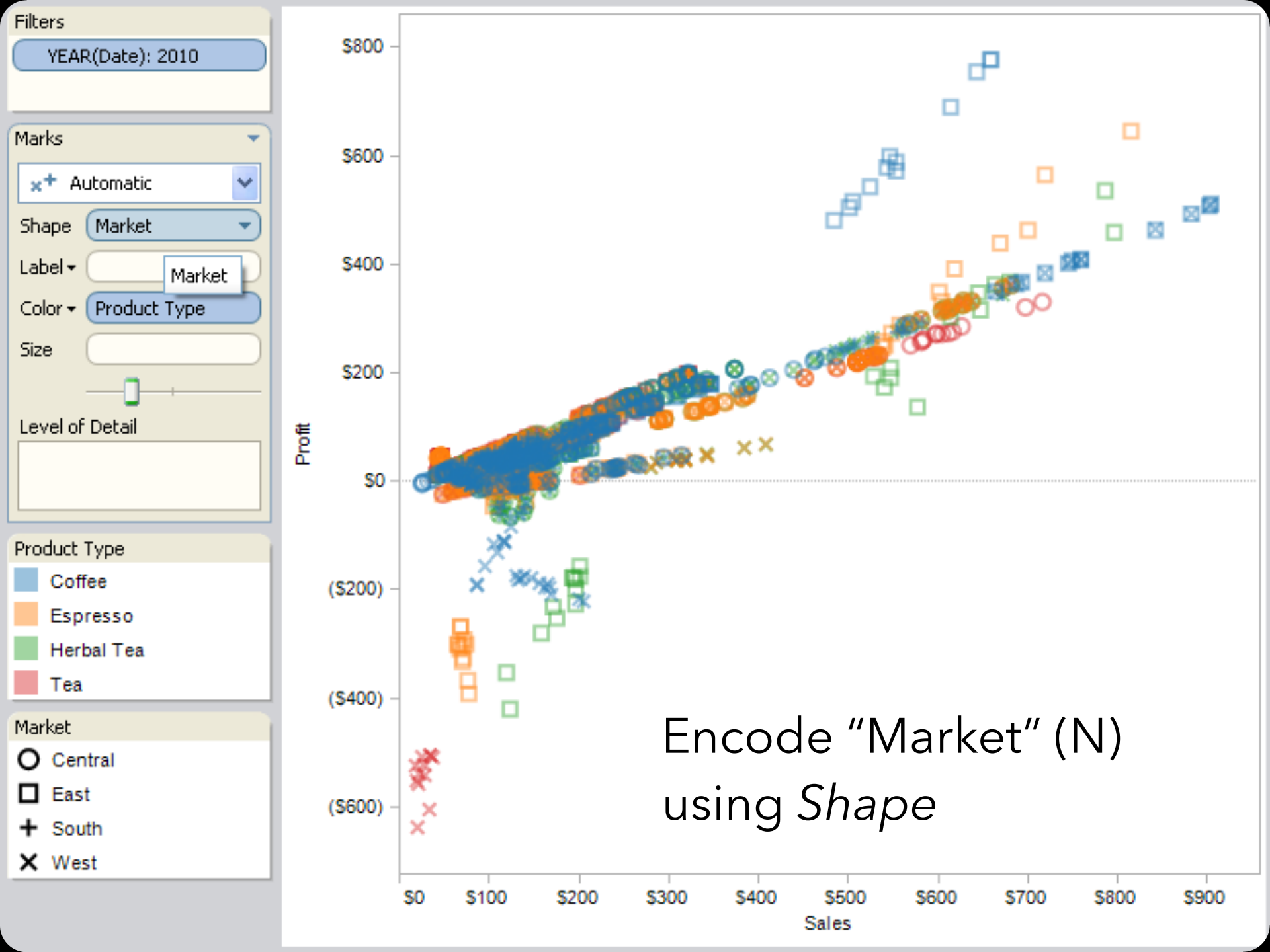
Example: Coffee Sales

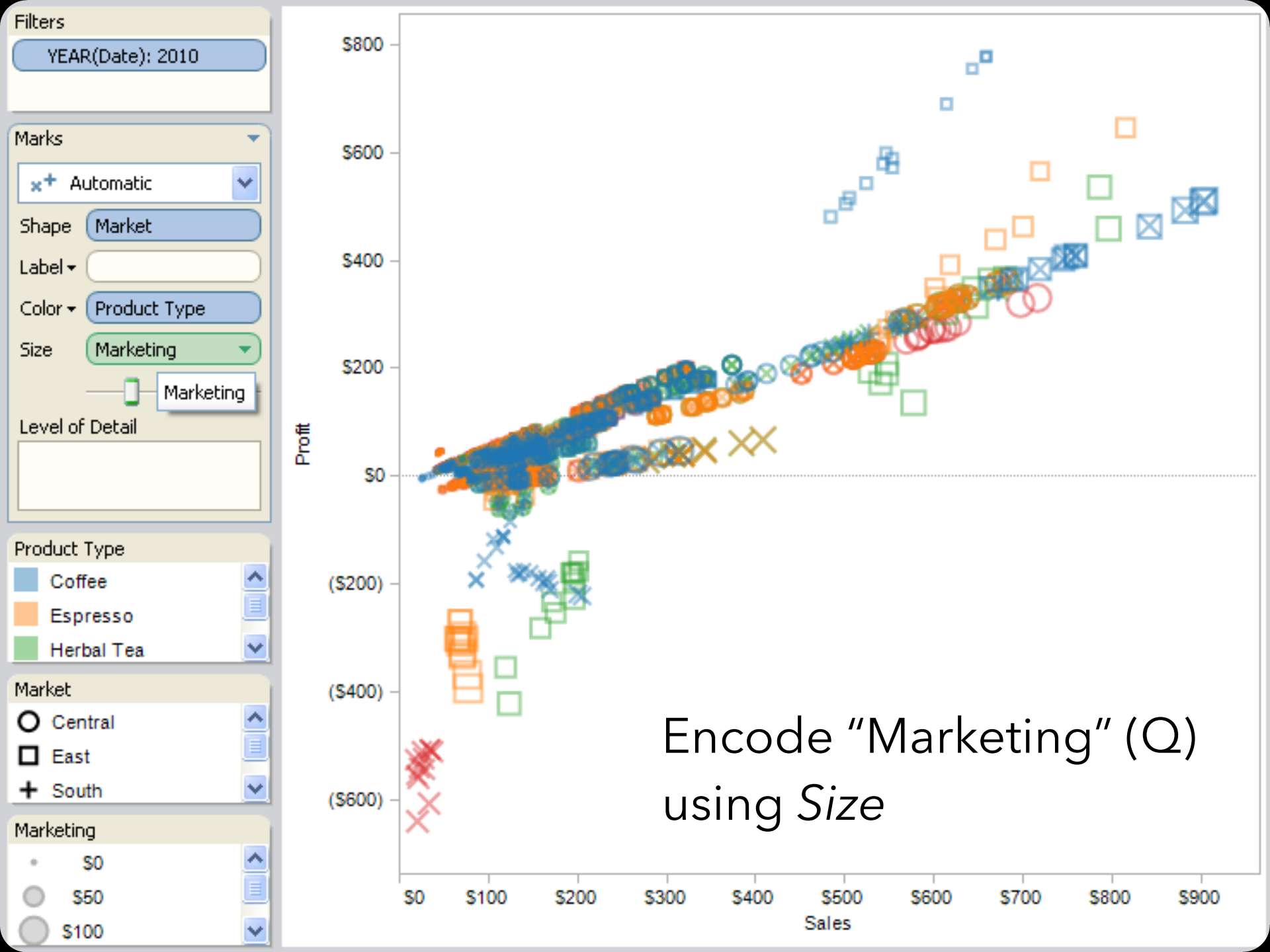
Sales figures for a fictional coffee chain

Sales	Q-Ratio
Profit	Q-Ratio
Marketing	Q-Ratio
Product Type	N {Coffee, Espresso, Herbal Tea, Tea}
Market	N {Central, East, South, West}

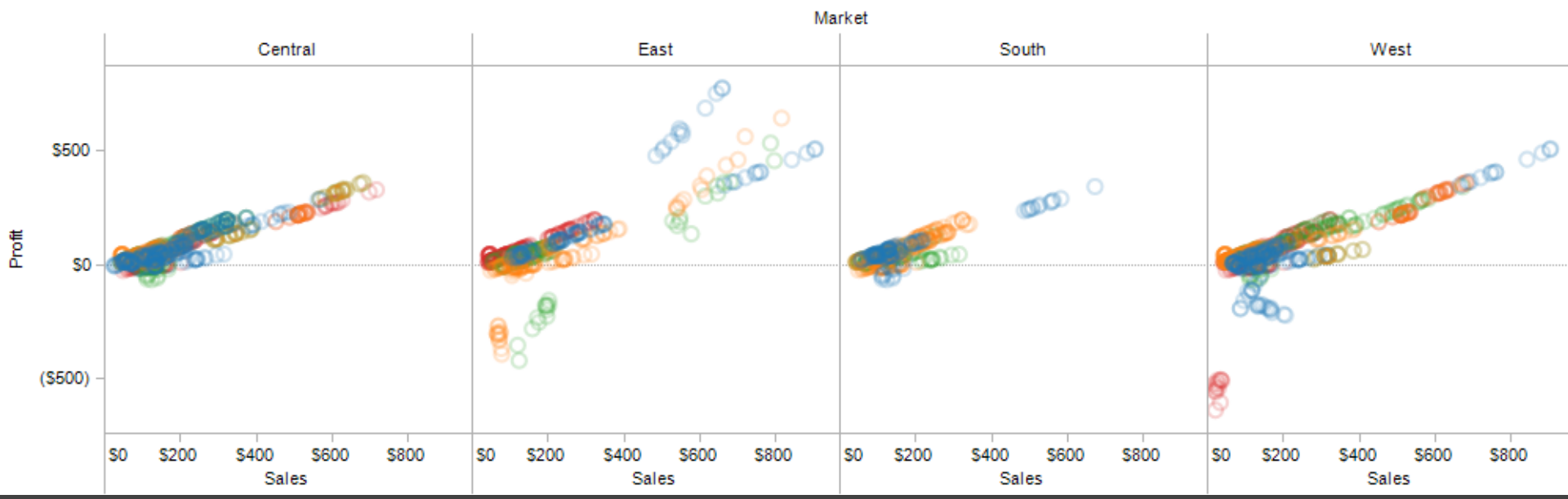

Filters
YEAR(Date): 2010
Marks
Automatic
Shape
Label
Color
Size
Level of Detail
$800
$600
$400
$200
$0
($200)
($400)
($600)
Profit
$0
$100
$200
$300
$400
$500
$600
$700
$800
$900
Sales
Encode “Sales” (Q) and
“Profit” (Q) using *Position*


Filters
YEAR(Date): 2010
Marks
Automatic
Shape
Label
Color
Product Type
Size
Level of Detail
Product Type
Coffee
Espresso
Herbal Tea
Tea
$800
$600
$400
$200
$0
($200)
($400)
($600)
Profit
$0
$100
$200
$300
$400
$500
$600
$700
$800
$900
Sales
Encode “Product Type” (N) using *Hue*


Filters
YEAR(Date): 2010
Marks
Automatic
Shape
Market
Label
Market
Color
Product Type
Size
Level of Detail
Product Type
Coffee
Espresso
Herbal Tea
Tea
Market
Central
East
South
West
$800
$600
$400
$200
$0
($200)
($400)
($600)
Profit
$0
$100
$200
$300
$400
$500
$600
$700
$800
$900
Sales
Encode “Market” (N)
using *Shape*


Filters
YEAR(Date): 2010
Marks
Automatic
Shape
Market
Label
Color
Product Type
Size
Marketing
Marketing
Level of Detail
Product Type
Coffee
Espresso
Herbal Tea
Market
Central
East
South
Marketing
$0
$50
$100
$800
$600
$400
$200
$0
($200)
($400)
($600)
Profit
$0
$100
$200
$300
$400
$500
$600
$700
$800
$900
Sales
Encode “Marketing” (Q) using *Size*

Trellis Plots



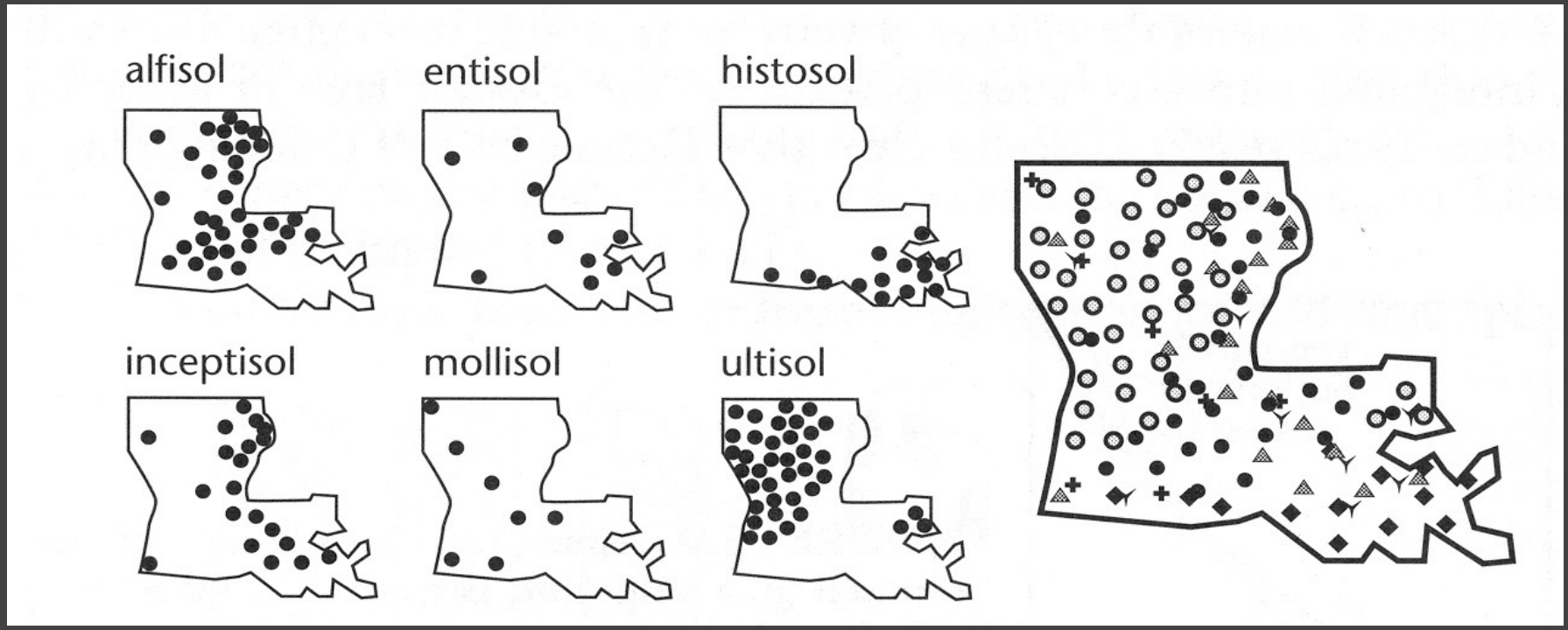
A *trellis plot* subdivides space to enable comparison across multiple plots.

Typically nominal or ordinal variables are used as dimensions for subdivision.

Small Multiples

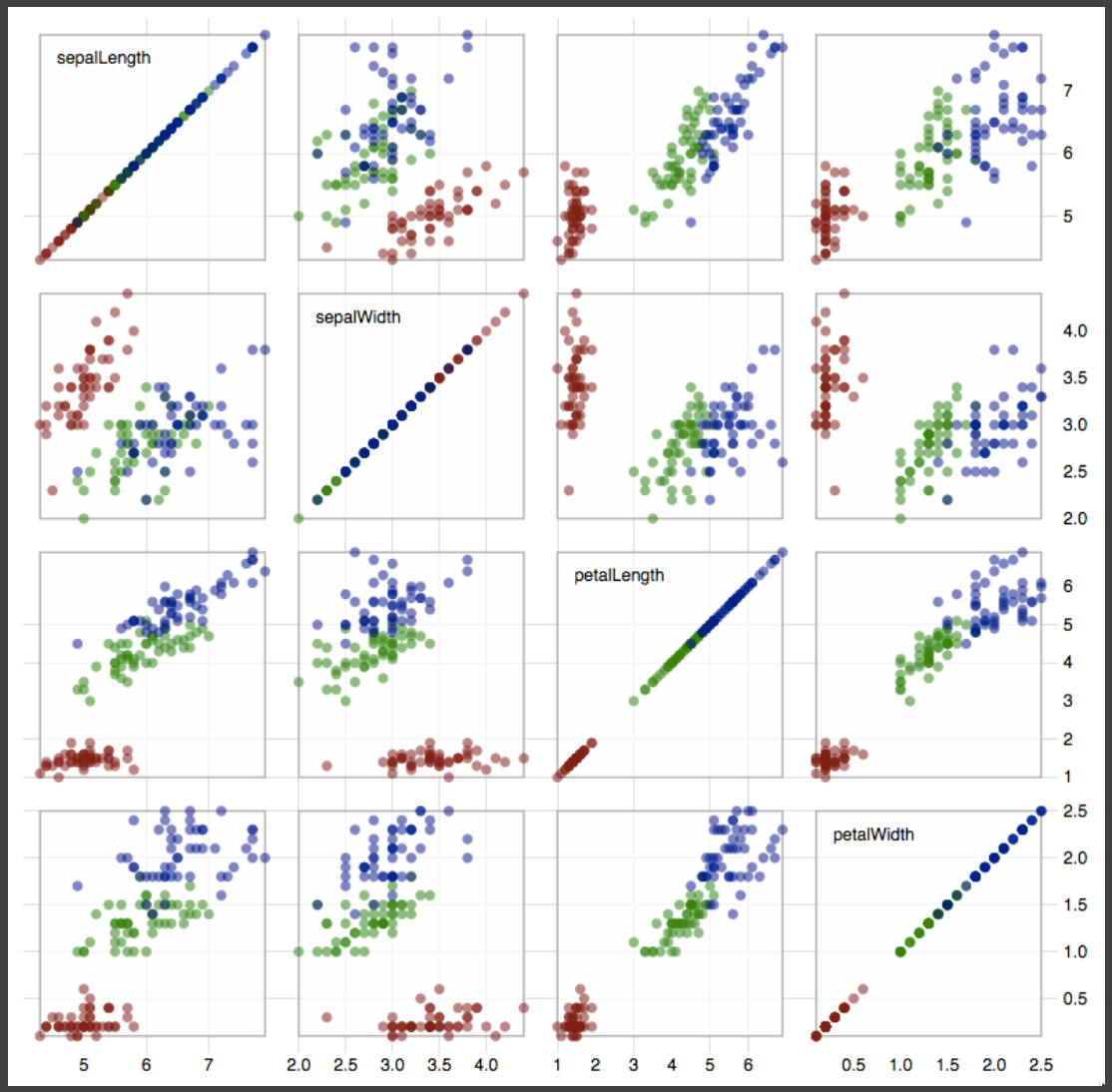
[MacEachren ’95, Figure 2.11, p. 38]

Small Multiples



[MacEachren ’95, Figure 2.11, p. 38]

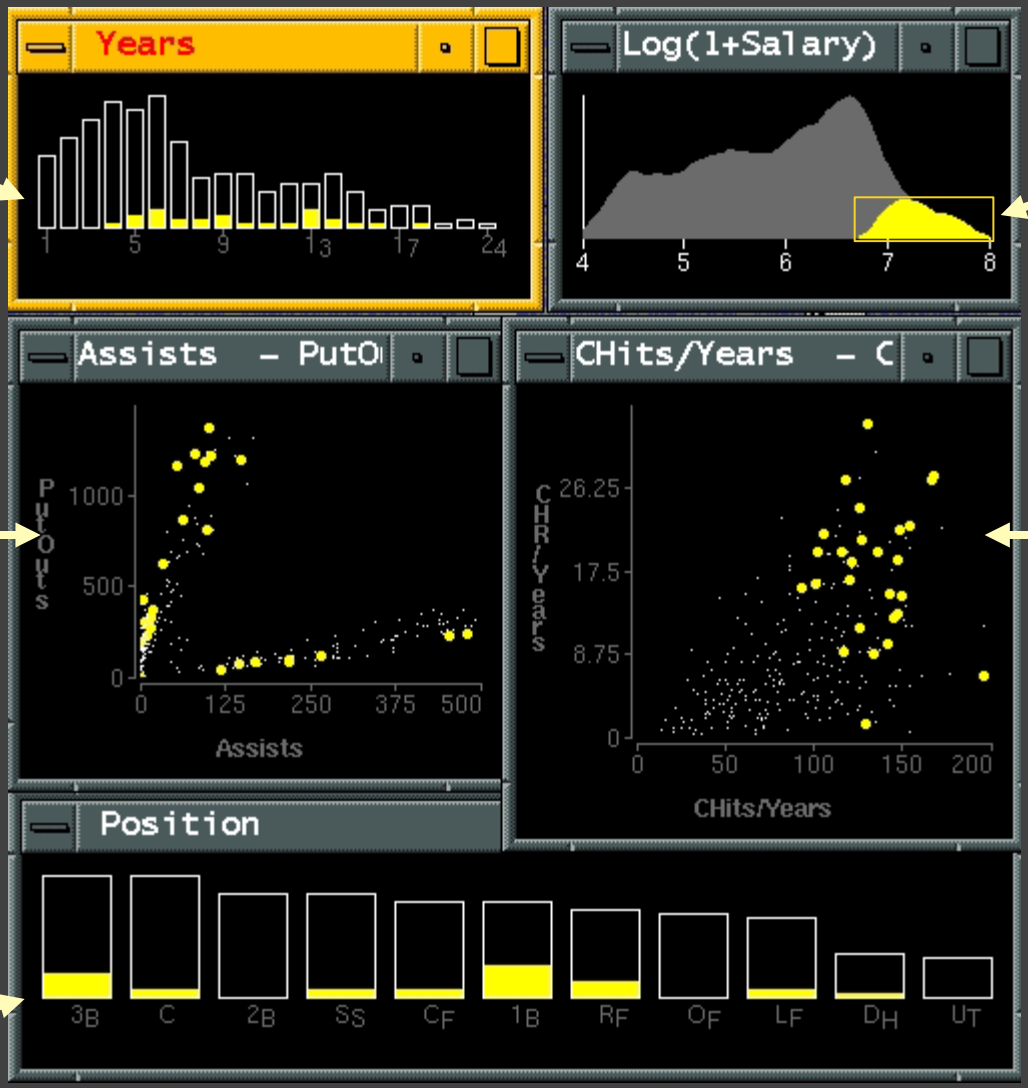
Scatterplot Matrix (SPLOM)



Scatter plots for pairwise comparison of each data dimension.

Multiple Coordinated Views

how long in majors



select high salaries

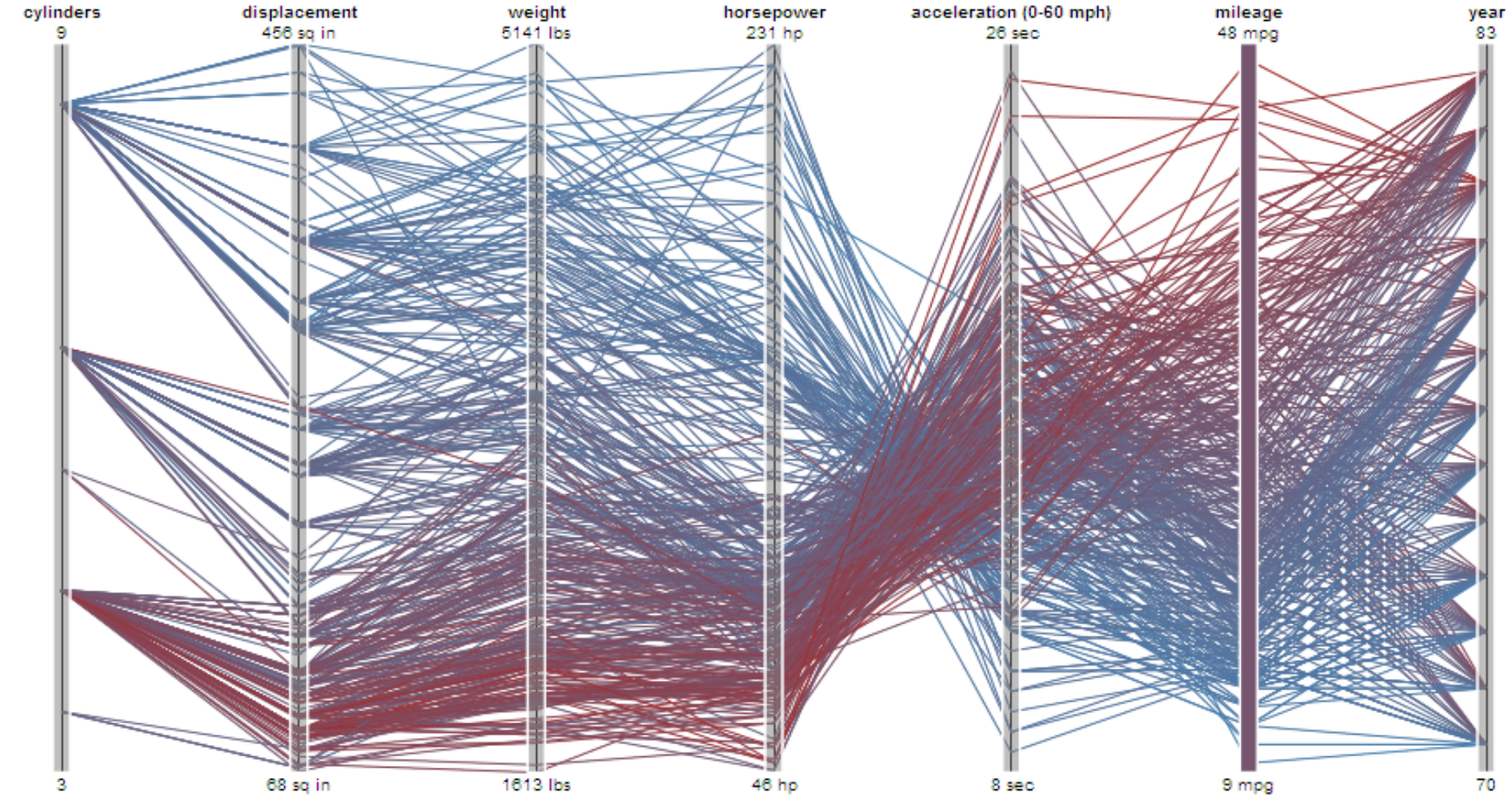
avg assists vs avg putouts (fielding ability)

avg career HRs vs avg career hits (batting ability)

distribution of positions played

Parallel Coordinates

Parallel Coordinates [Inselberg]



Parallel Coordinates [Inselberg]

Visualize up to ~two dozen dimensions at once

1. Draw parallel axes for each variable
2. For each tuple, connect points on each axis

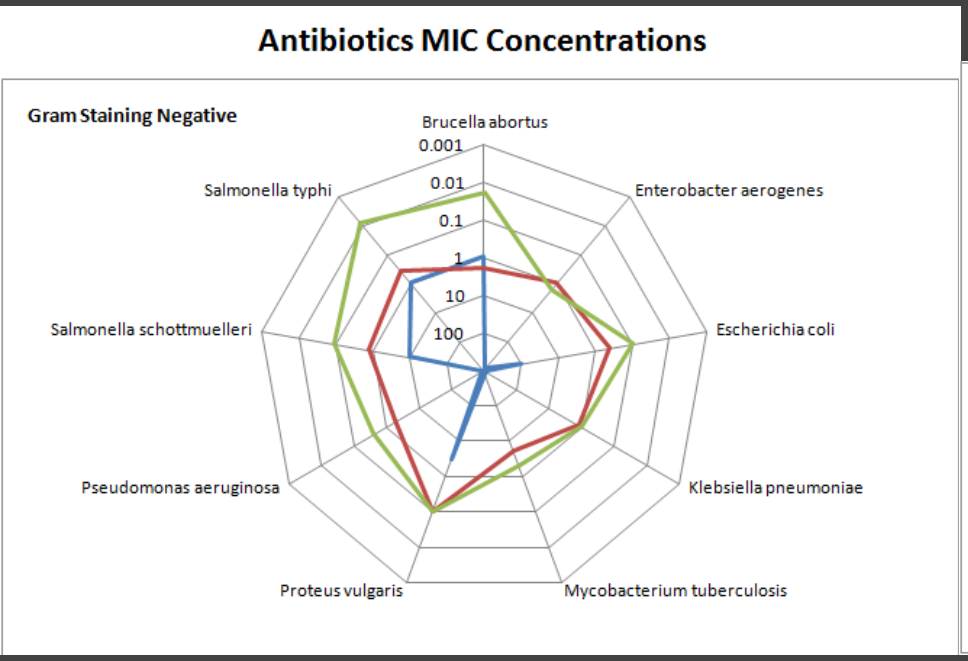
Between adjacent axes: line crossings imply neg. correlation, shared slopes imply pos. correlation.

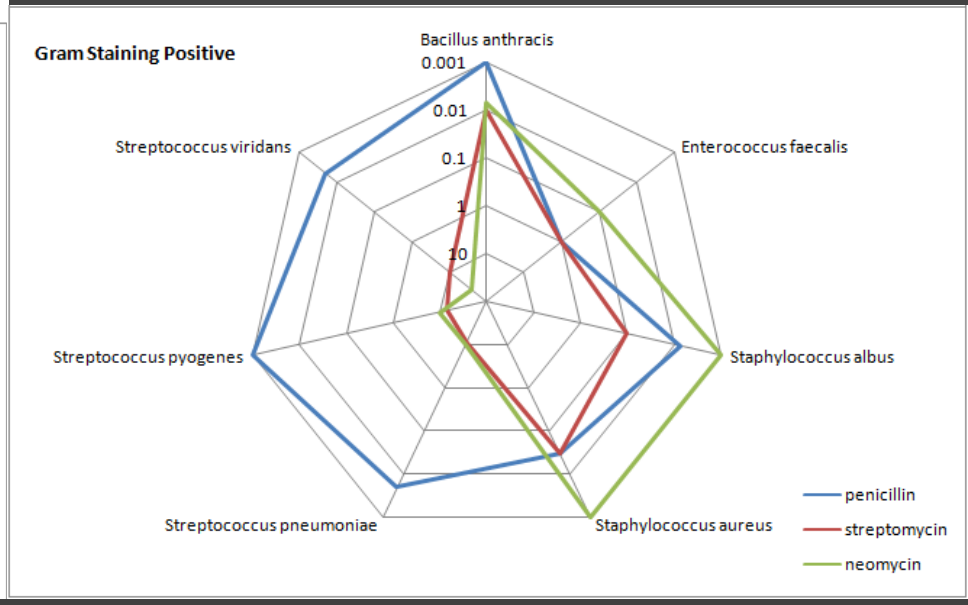
Full plot can be cluttered. **Interactive selection** can be used to assess multivariate relationships.

Highly sensitive to axis **scale** and **ordering**.

Expertise required to use effectively!

Radar Plot / Star Graph

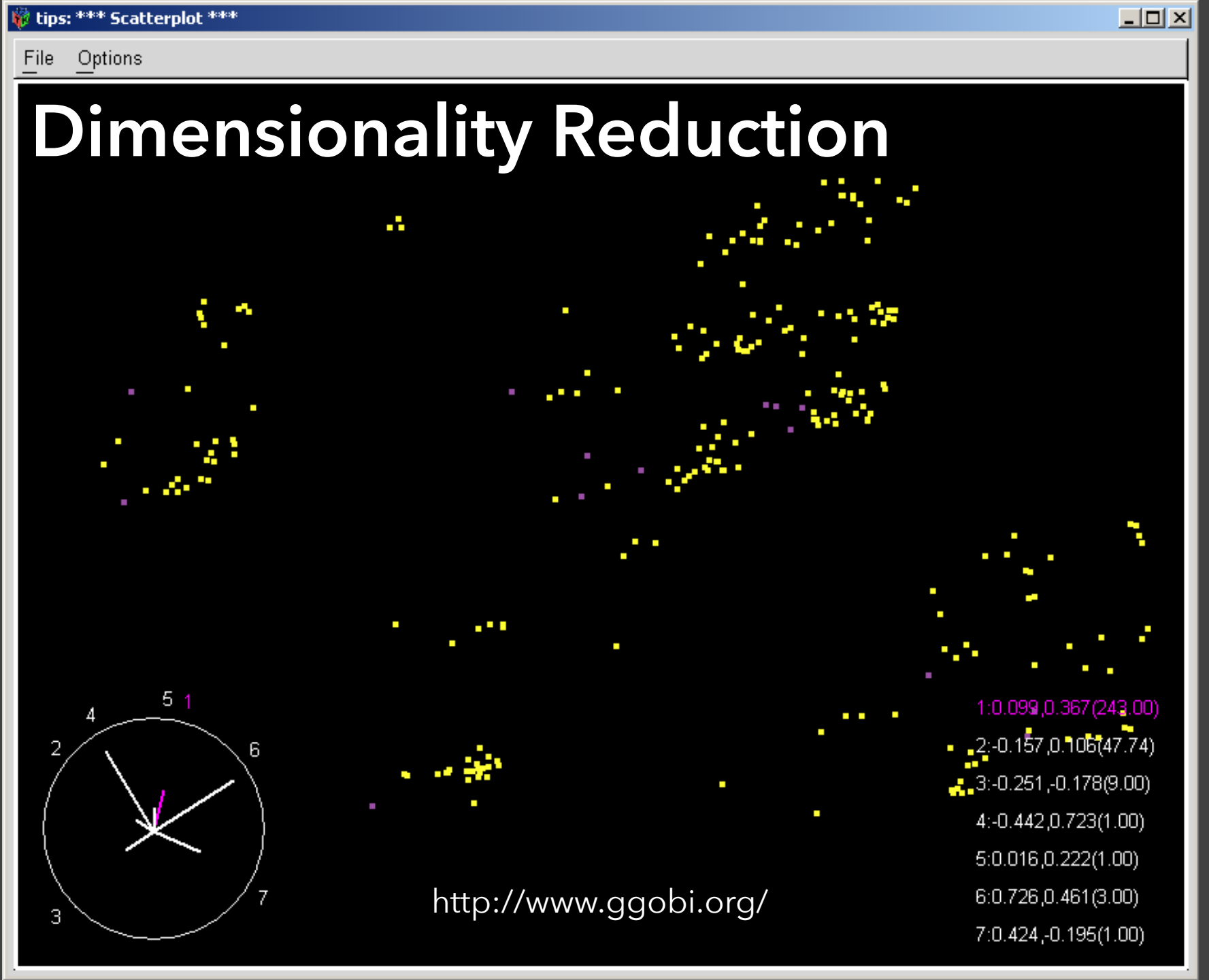




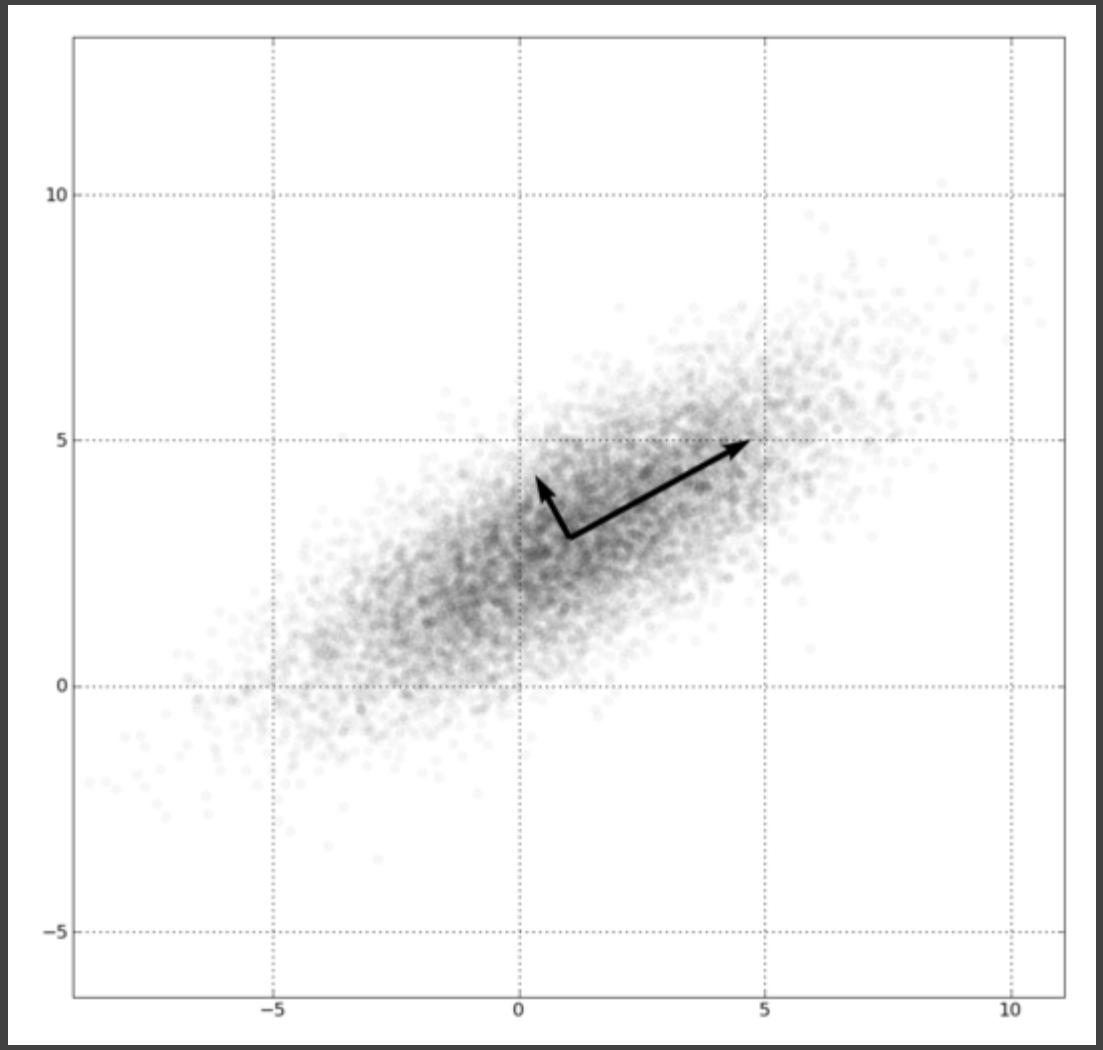
"Parallel" dimensions in polar coordinate space

Best if same units apply to each axis

Dimensionality Reduction

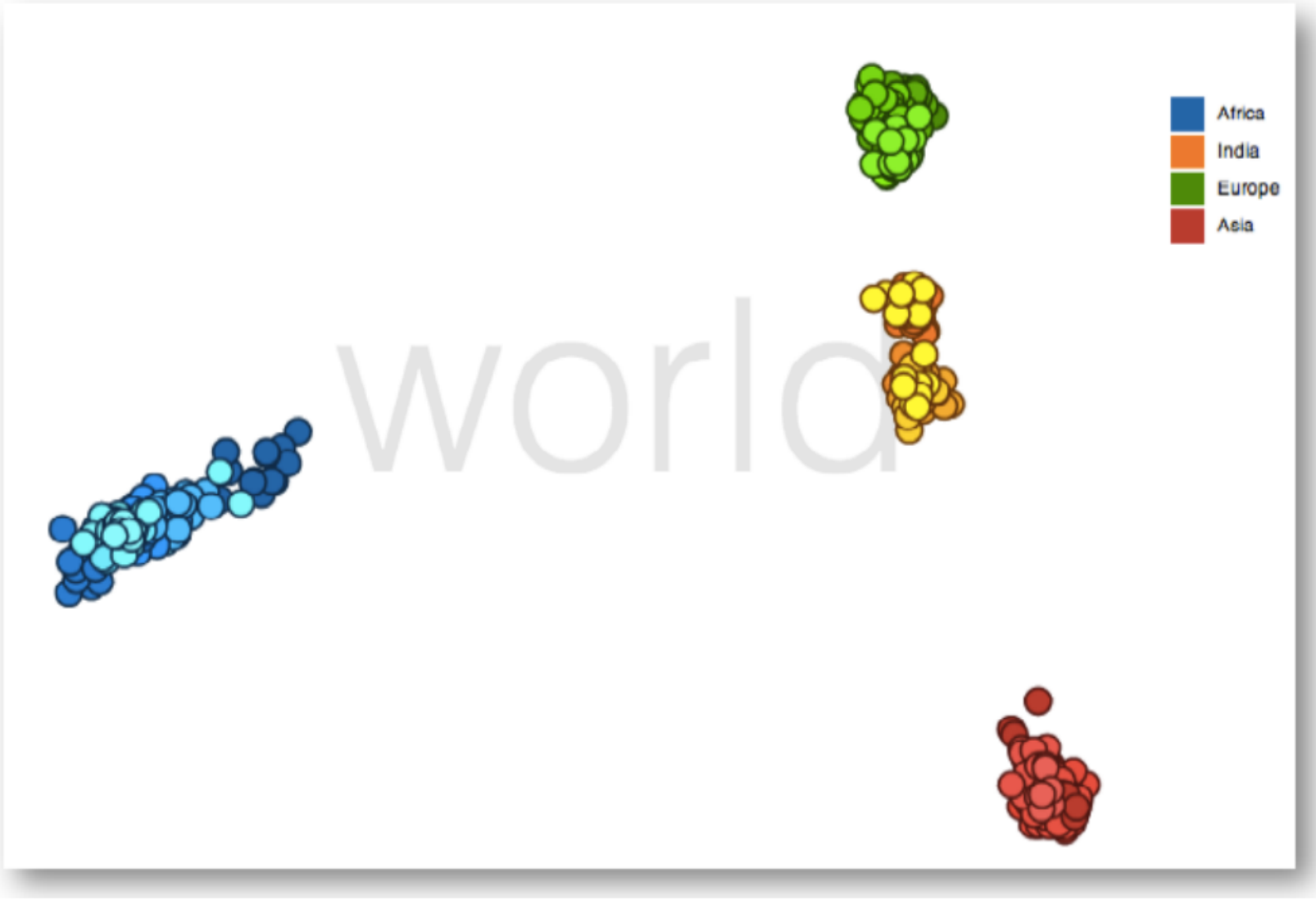

tips: *** Scatterplot ***
File
Options
Dimensionality Reduction
5
1
4
2
6
3
7
1:0.099,0.367(243.00)
2:-0.157,0.106(47.74)
3:-0.251,-0.178(9.00)
4:-0.442,0.723(1.00)
5:0.016,0.222(1.00)
6:0.726,0.461(3.00)
7:0.424,-0.195(1.00)
http://www.ggobi.org/

Principal Components Analysis



1. Mean-center the data.
2. Find ⊥ 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)

The Beginner's Guide to Dimensionality Reduction

Explore the methods that data scientists use to visualize high-dimensional data.

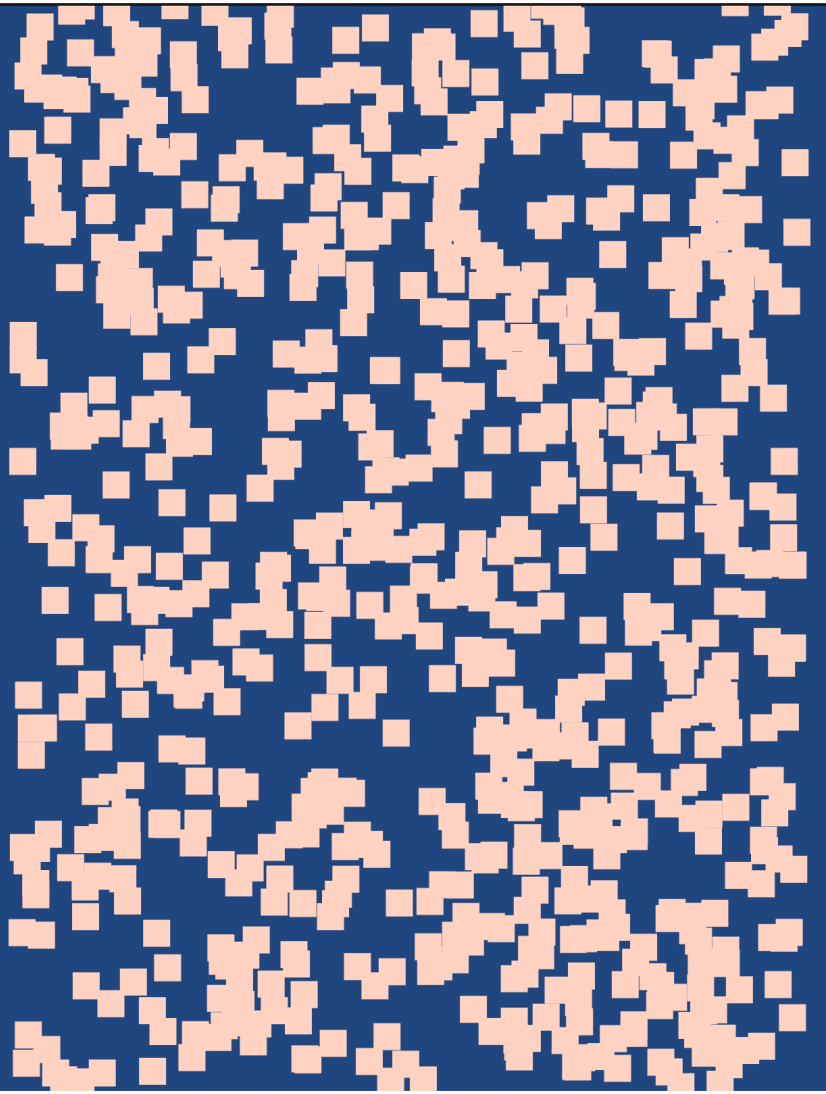
By: Matthew Conlen and Fred Hohman

July 16, 2018

Dimensionality reduction is a powerful technique used by data scientists to look for hidden structure in data. The method is useful in a number of domains, for example document categorization, protein disorder prediction, and machine learning model debugging[2].

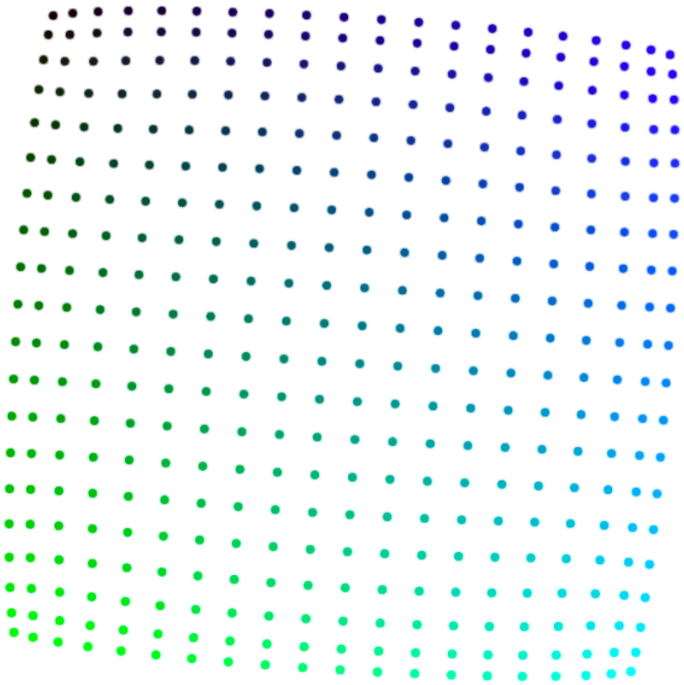
The results of a dimensionality reduction algorithm can be visualized to reveal patterns and clusters of similar or dissimilar data. Even though the data is displayed in only two or three dimensions, structures present in higher dimensions are maintained, at least roughly[7].

The technique is available in many applications, for



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.



Step
1,910

A square grid with equal spacing between points. Try convergence at different sizes.

Points Per Side 20

Perplexity 10

Epsilon 5

MARTIN WATTENBERG
Google Brain

FERNANDA VIÉGAS
Google Brain

IAN JOHNSON
Google Cloud

Oct. 13
2016

Citation:
Wattenberg, et al., 2016

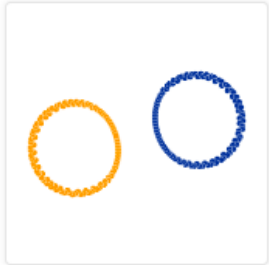
distill.pub

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

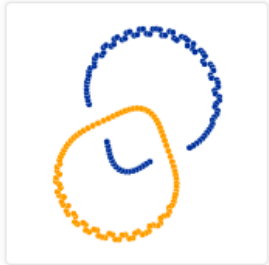
Original

Perplexity: 2
Step: 5,000

Perplexity: 5
Step: 5,000



Perplexity: 30
Step: 5,000



Perplexity: 50
Step: 5,000

Perplexity: 100
Step: 5,000

Original

Perplexity: 2
Step: 5,000

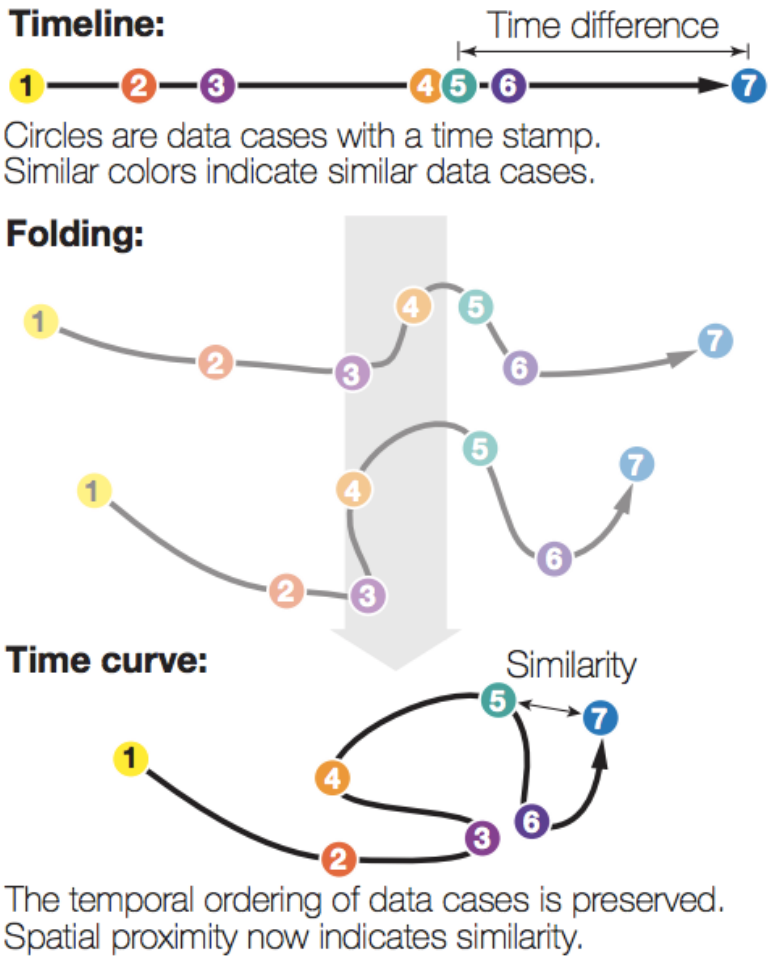
Perplexity: 5
Step: 5,000

Perplexity: 30
Step: 5,000

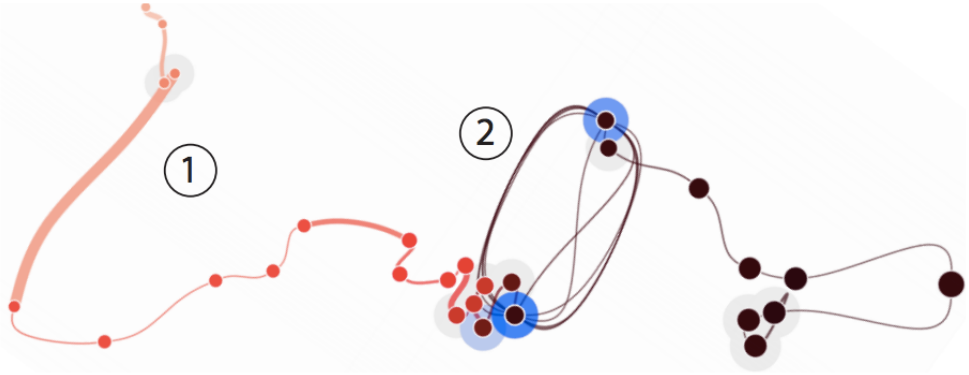
Perplexity: 50
Step: 5,000

Perplexity: 100
Step: 5,000

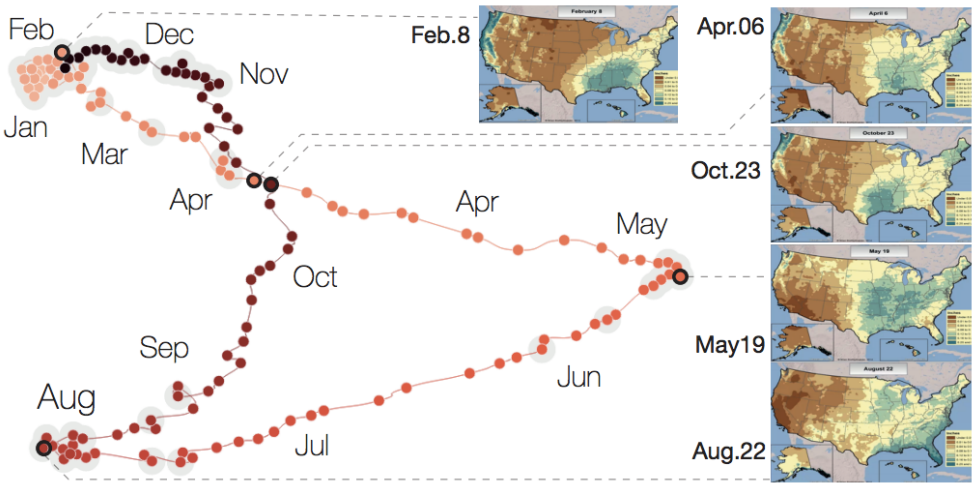
Time Curves [Bach et al. '16]



(a) Folding time



Wikipedia "Chocolate" Article



U.S. Precipitation over 1 Year

Visual Encoding Design

Use **expressive** and **effective** encodings
Avoid **over-encoding**
Reduce the problem space
Use **space** and **small multiples** intelligently
Use **interaction** to generate *relevant* views

Rarely does a single visualization answer all questions. Instead, the ability to generate appropriate visualizations quickly is critical!