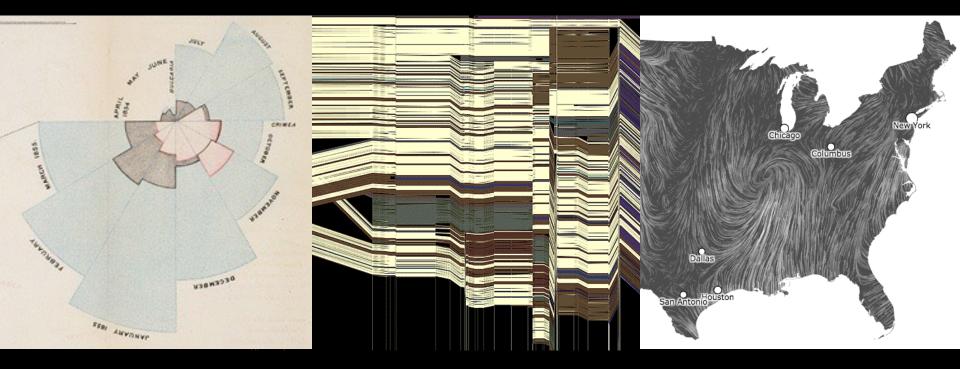
cse 442 - Data Visualization The Value of Visualization

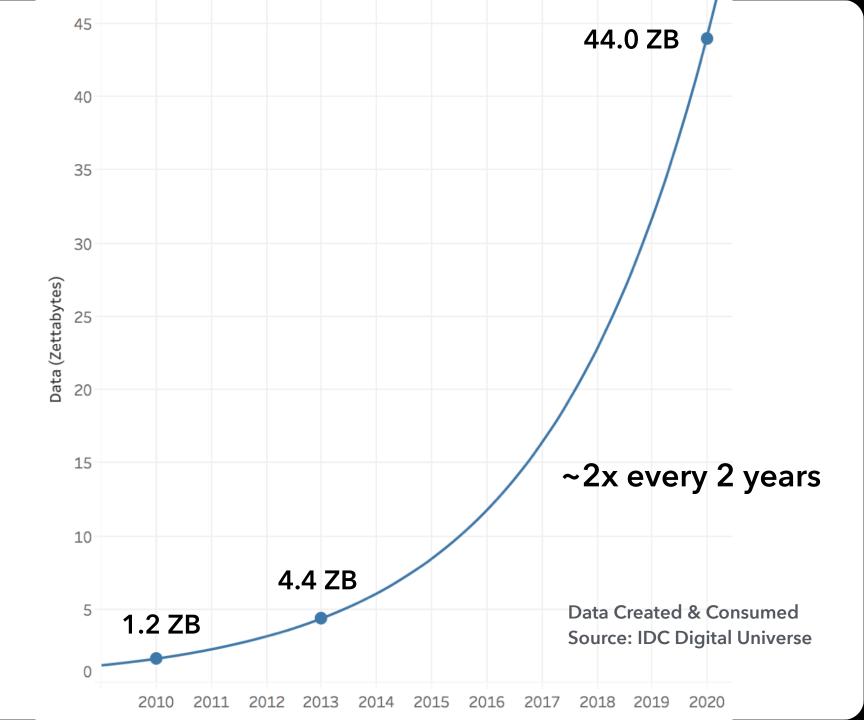


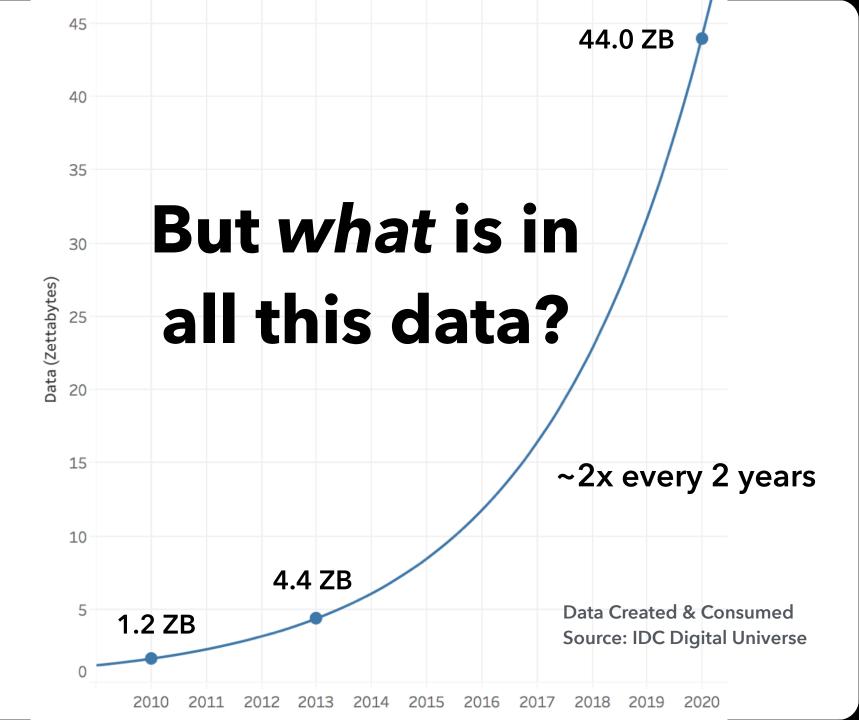
Jeffrey Heer University of Washington

How much data (bytes) did we produce in 2010?

2010: 1,200 exabytes and exponential growth...

Gantz et al., 2008, 2010

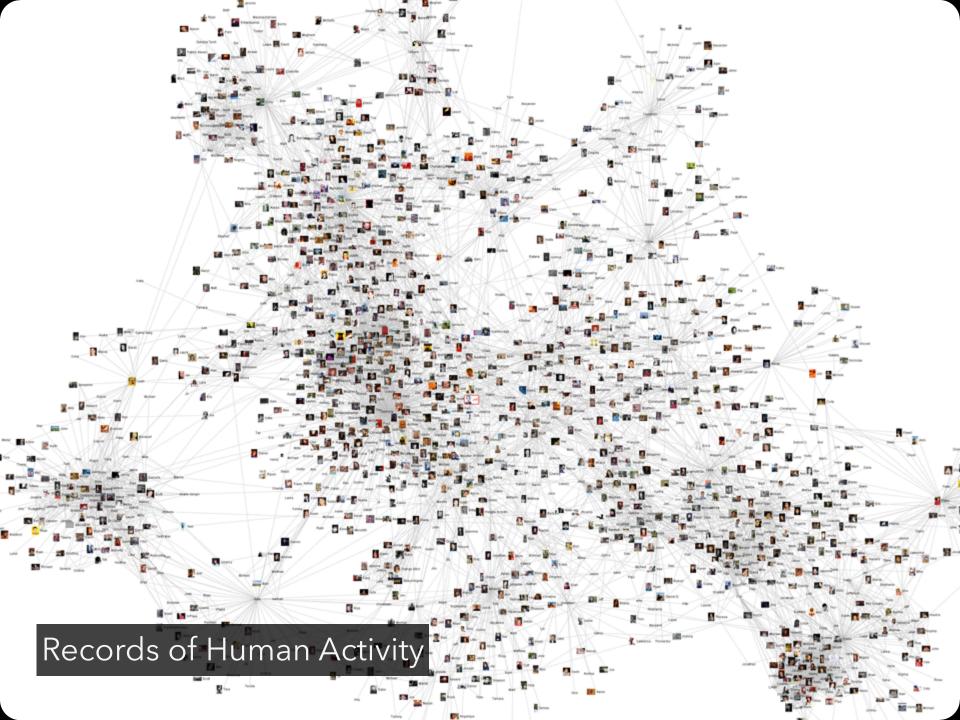




Physical Sensors Image courtesy cabspotting.org

C





The ability to take data-to be able to **understand** it, to **process** it, to **extract value** from it, to **visualize** it, to **communicate** it-that's going to be

a hugely important skill in the next decades, ... because now we really do have **essentially free and ubiquitous data**. So the complimentary scarce factor is the ability to understand that data and extract value from it.

> Hal Varian, Google's Chief Economist The McKinsey Quarterly, Jan 2009

But wait!

The ability to take data-to be able to **understand** it, to process it, to extract value from it, to visualize it, to communicate it-that's going to be a hugely important skill in the net free "to whom? because now we really do have essentially free and ubiquitous data. So the complimentary scarce factor "ubiquitous" about whom? hat data and extract value from it. ...to whose benefit?

> Hal Varian, Google's Chief Economist The McKinsey Quarterly, Jan 2009



TEXT SIZE

- +



My Facebook Was Breached by Cambridge Analytica. Was Yours?

How to find out if you are one of the 87 million victims

ROBINSON MEYER | APR 10, 2018 | TECHNOLOGY

...

🔰 Tweet

f Share

CHICAGO MAY6-11 LEARN Machine Learning & Advanced Analytics

f Share

💟 Tweet

...



TEXT SIZE

High potential for data abuse...

How might we use **visualization** to **empower understanding** of data and analysis processes?

What is Visualization?

"Transformation of the symbolic into the geometric" [McCormick et al. 1987]

"... finding the artificial memory that best supports our natural means of perception." [Bertin 1967]

"The use of computer-generated, interactive, visual representations of data to amplify cognition." [Card, Mackinlay, & Shneiderman 1999]

Set A		Se	et B	Se	Set C		Set D	
Х	Y	Х	Y	Х	Y	Х	Y	
10	8.04	10	9.14	10	7.46	8	6.58	
8	6.95	8	8.14	8	6.77	8	5.76	
13	7.58	13	8.74	13	12.74	8	7.71	
9	8.81	9	8.77	9	7.11	8	8.84	
11	8.33	11	9.26	11	7.81	8	8.47	
14	9.96	14	8.1	14	8.84	8	7.04	
6	7.24	6	6.13	6	6.08	8	5.25	
4	4.26	4	3.1	4	5.39	19	12.5	
12	10.84	12	9.11	12	8.15	8	5.56	
7	4.82	7	7.26	7	6.42	8	7.91	
5	5.68	5	4.74	5	5.73	8	6.89	

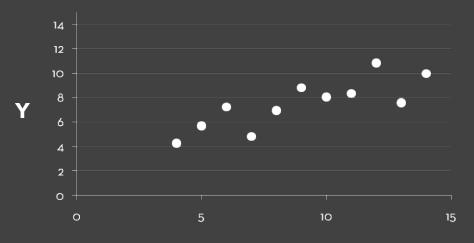
Summary Statistics							
$u_{X} = 9.0$	$\sigma_{\chi} = 3.317$						
$u_{Y} = 7.5$	$\sigma_{\rm Y} = 2.03$						

Linear Regression Y = 3 + 0.5 X $R^2 = 0.67$

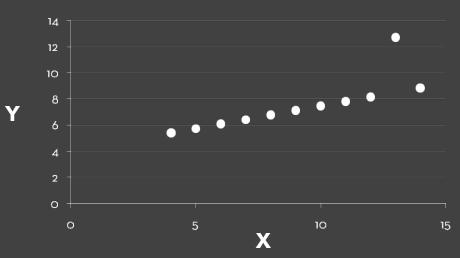
[Anscombe 1973]

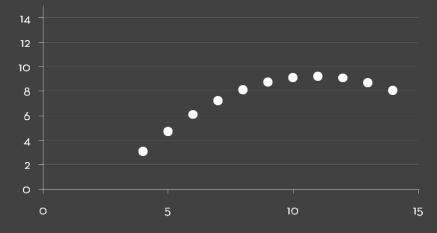
Set A

Set B

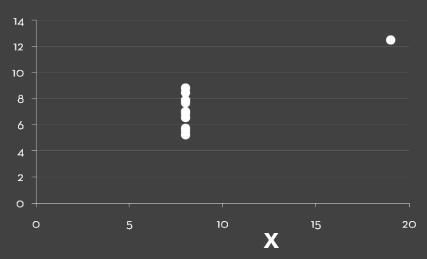


Set C





Set D



[Anscombe 1973]



authors

Hannes Hirzel

Deservation

Ed Poor

Avellet Conversion script

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Circlements:

Bryan Deritsen

Robert Merke

PerreAbbat Fredbauder

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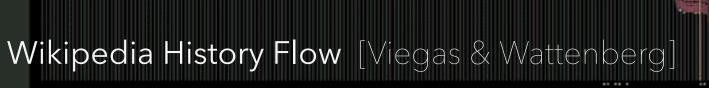
I Town Superve Dresser Paul Drye

posts

COLOR 97010



🔛 individual 🔛 text changes 💥 text age



05-M 1.80 2003 2003

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Therefore, over time, the types of orga have traits better. to their envi tend to become the dominant ones in as wirenment, while org nisms poorly ad eir environment will become extinct. successive generations did not develop species would simp niches die out. Therefi over great spans of tin species. The central role of natural set evolutionary theory has created a strong between that field and the study of eco

.Genetic_drift_

Genetic drift describes changes in gene that cannot be asonibed to selective pre are due instead to events that are usre inherited traits. This is especially import mating populations, w y cane enough offspring to maintain the same ution as the parental generation on. Two separate popwith the same gene frequency m ft" by ra nes that are present in one have bee other). Rare sporadic events (volcanic e meteor impact, etc.) drift by altering the ger * selective pressures.

Development of evolutionary

As science has u information about the l ion have changed. The general tr been not to overturn well-supported the supplant them with more detailed and th more complex ones.

While transmutation was accepted by a number of scientists before 1

Following the dawn of clear that a major mechanism for varia population is the p shift into one of the other categories.

December

2001



Why Create Visualizations?

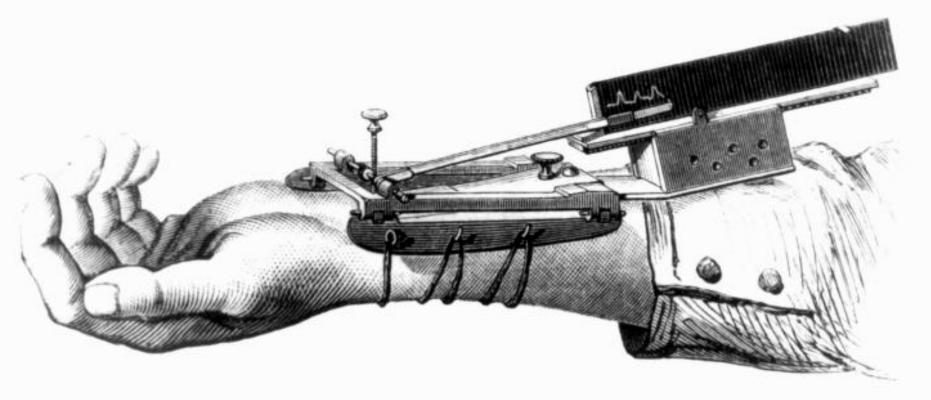
Why Create Visualizations?

Answer questions (or discover them) Make decisions See data in context Expand memory Support graphical calculation Find patterns Present argument or tell a story Inspire

Record Information



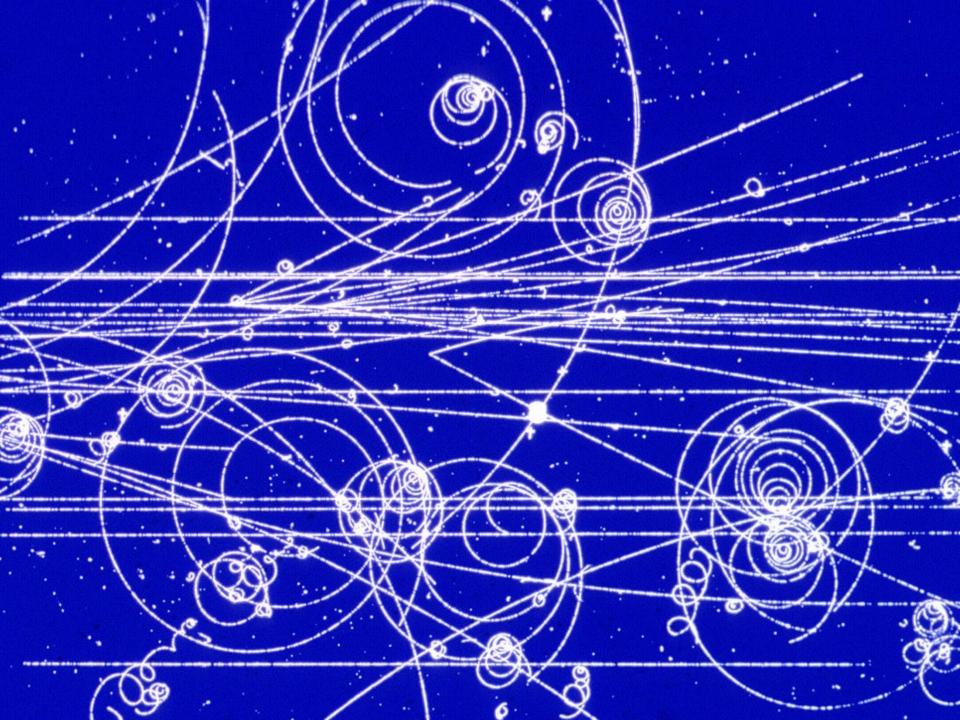
Gallop, Bay Horse "Daisy" [Muybridge]



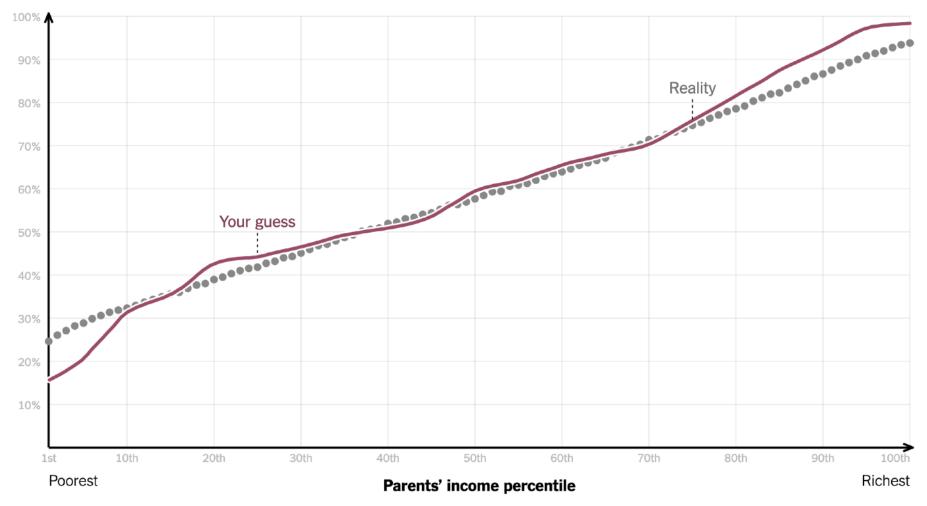
1.

Marey's sphygmograph in use. 1860. La méthode graphique dans les sciences expérimentales et principalement en physiologie et en médecine.

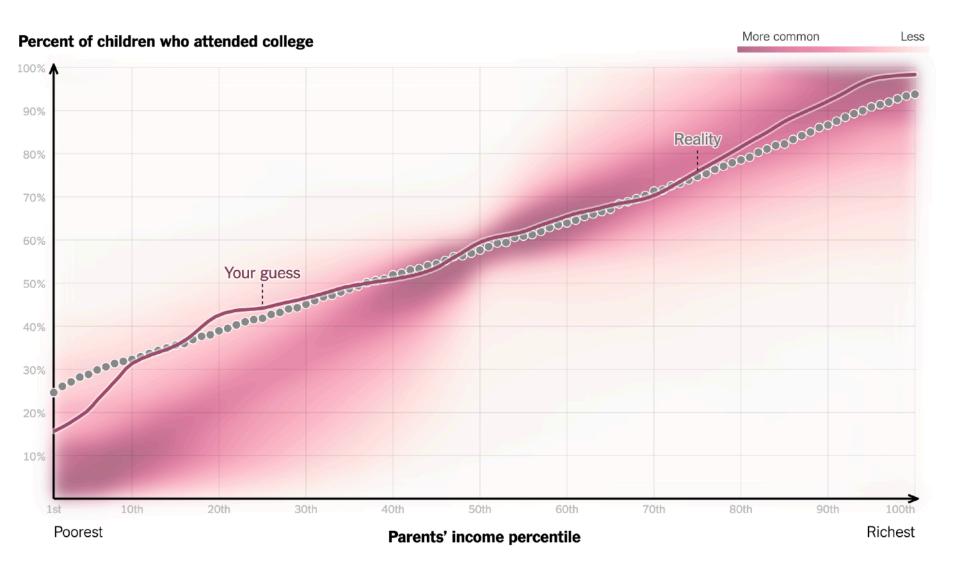
E.J. Marey's sphygmograph [from Braun 83]



Percent of children who attended college

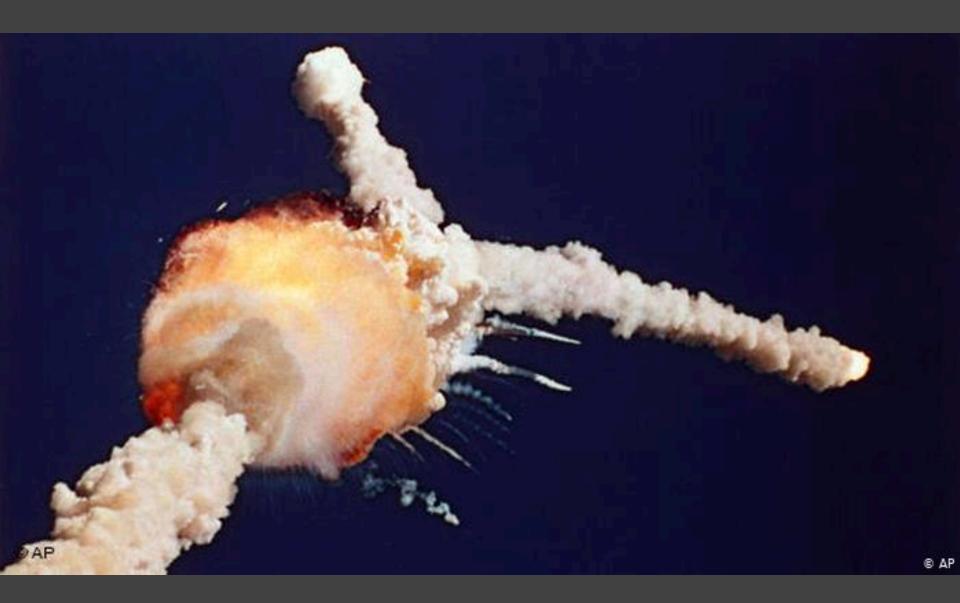


You Draw It: How Family Income Predicts Children's College Chances [New York Times, May 28, 2015]



You Draw It: How Family Income Predicts Children's College Chances [New York Times, May 28, 2015] Support Reasoning





HISTORY OF O-RING DAMAGE ON SRM FIELD JOINTS

-		C	ross Sectional	View	Tor	View	
and the	SRM No.	Erosion Depth (in.)	Perimeter Affected (deg)	Nominal Dia. (in.)	Length Of Max Erosion (in.)	Total Heat Affected Length (in.)	Clocking Location (deg)
61A LH Center Field** 61A LH CENTER FIELD** 51C LH Forward Field** 51C RH Center Field (prim)*** 51C RH Center Field (sec)***	22A 222A 15A 15B 15B	None NONE 0.010 0.038 None	None NONE 154.0 130.0 45.0	0.280 0.280 0.280 0.280 0.280 0.280	None NONE 4.25 12.50 None	None NONE 5.25 58.75 29.50	36°66° 338°-18° 163 354 354 354
41D RH Forward Field 41C LH Aft Field* 418 LH Forward Field	13B 11A 10A	0.028 None 0.040	110.0 None 217.0	0.280 0.280 0.280	3.00 None 3.00	None None 14.50	275
STS-2 RH Aft Field	28	0.053	116.0	0.280			90

*Hot gas path detected in putty. Indication of heat on O-ring, but no damage. **Soot behind primary O-ring. ***Soot behind primary O-ring, heat affected secondary O-ring.

Clocking location of leak check port - 0 deg.

٩

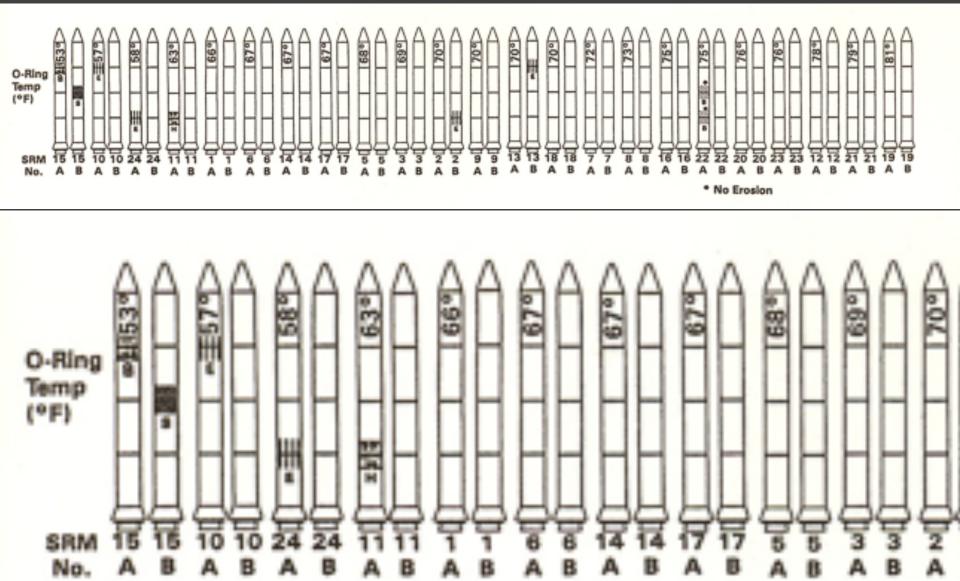
OTHER SRM-15 FIELD JOINTS HAD NO BLOWHOLES IN PUTTY AND NO SOOT NEAR OR BEYOND THE PRIMARY O-RING.

SRM-22 FORWARD FIELD JOINT HAD PUTTY PATH TO PRIMARY O-RING, BUT NO O-RING EROSION AND NO SOOT BLOWBY. OTHER SRM-22 FIELD JOINTS HAD NO BLOWHOLES IN PUTTY.

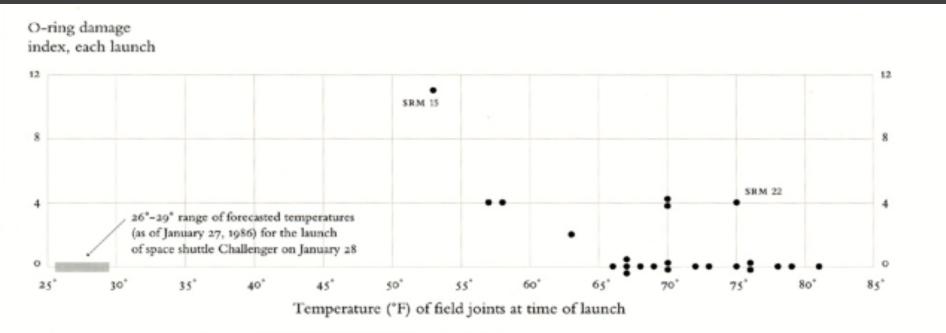
BLOW BY HISTORY SRM-15 WORST BLOW-BY		HISTORY	OF (DEGRE		MPERATURES
· 2 CASE JOINTS (80), (110 °) ARC	MOTOR	MBT	AMB	O-RING	WIND
O MUCH WORSE VISUALLY THAN SRM-22	Dm-+	68	36	47	IO MPH
	Dm-2	76	45	52	10 mp4
SRM 22 BLOW-BY	QM - 3	72.5	40	48	10 mpH
O 2 CASE JOINTS (30-40")	Qm-4	76	48	51	10 m PH
	SRM-15	52	64	53	10 MPH
SRM-13 A, 15, 16A, 18, 23A 24A	5RM-22	77	78	75	10 MPH
O NOZZLE BLOW-BY	SRM-25	55	26	29 27	10 MPH 25 MPH

2 of 13 pages of material faxed to NASA by Morton Thiokol [from Tufte 1997]

Make Decisions: Challenger



Make Decisions: Challenger



But wait! What is an appropriate "damage index"? Which temperatures, O-ring or outside air?

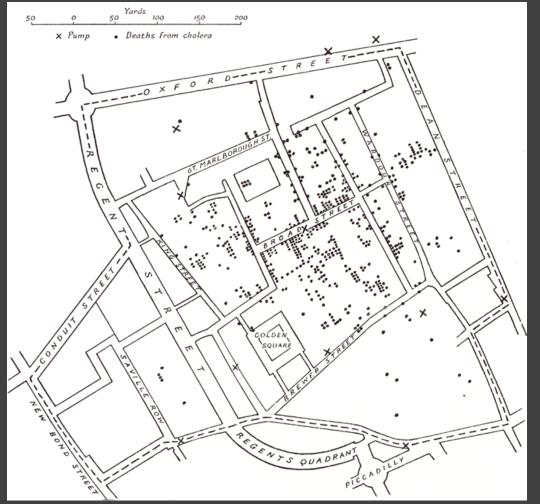
Chart of temperatures vs. O-ring damage [Tufte 97]

Data in Context: Cholera Outbreak



In 1854 John Snow plotted the position of each cholera case on a map. [from Tufte 83]

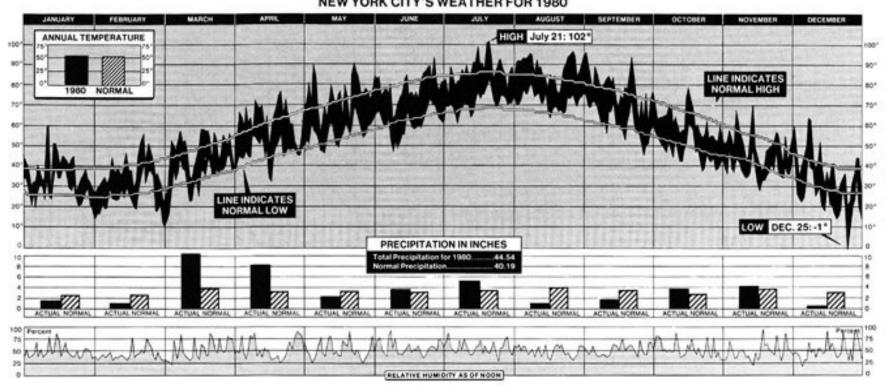
Data in Context: Cholera Outbreak





Used map to hypothesize that pump on Broad St. was the cause. [from Tufte 83]

Find Patterns: NYC Weather

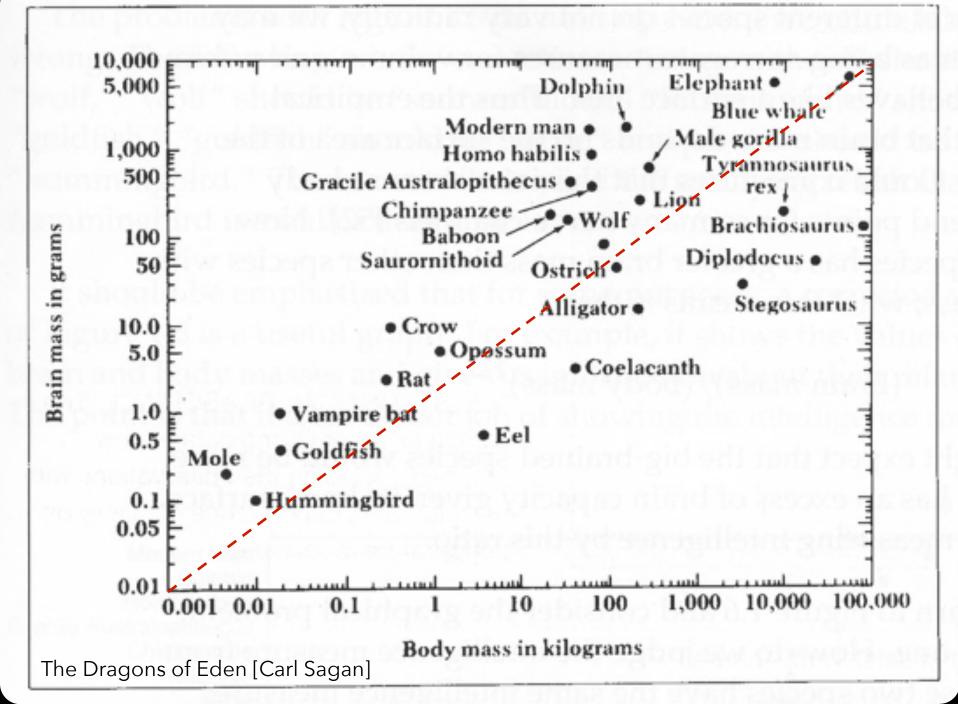


NEW YORK CITY'S WEATHER FOR 1980

[New York Times 1981]

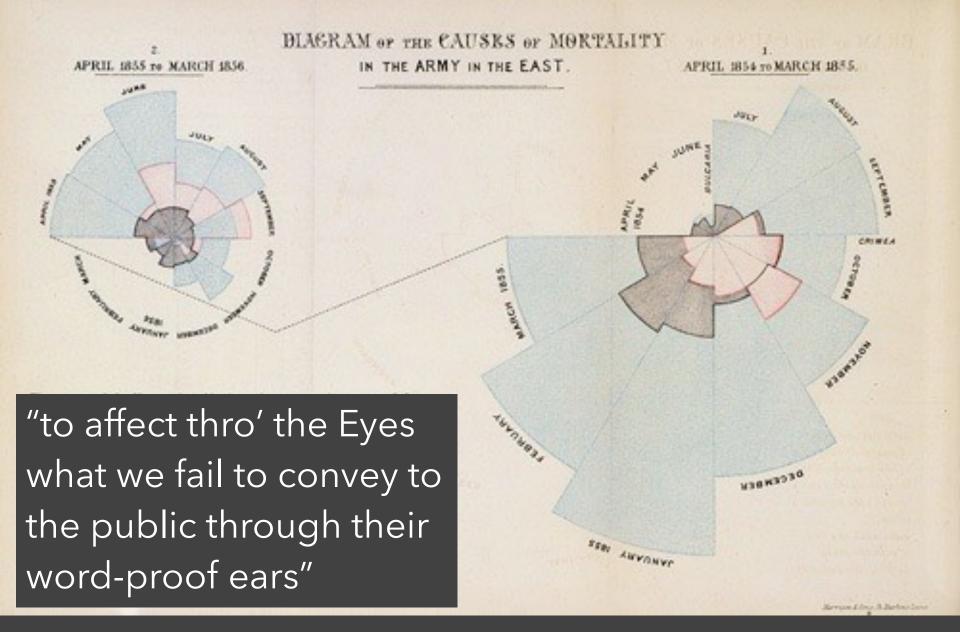
Answer Questions: Brain Power?

Microsoft Excel - animal.xls					
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3	2	Little Brown Bat	10	0.25	
4	3	Mouse	23	0.3	
5	4	Big Brown Bat	23	0.4	
6	- 5	Musk Shrew	48	0.33	
7	6	Star Nosed Mole	60		
8	7	Eastern American Mole	75	1.2	
9	8	Ground Squirrel	101	4	
10	9	Tree Shrew	104	2.5	
11	10	Golden Hamster	120	1	_
12	-11	Mole Rate	122		
13		Galago	200		
14		Rat	280		
15		Chinchilla	425		
16		Desert Hedgehog	550		
17		Rock Hyrax (a)	750		
18		European Hedgehog	785		
19		Tenrec	900		
20		Arctic Ground Squirrel	920		
21		African Giant Pouched Rat	1000		
22		Guinea Pig	1040		
23		Mountain Beaver	1350		
24		Slow Loris	1400		
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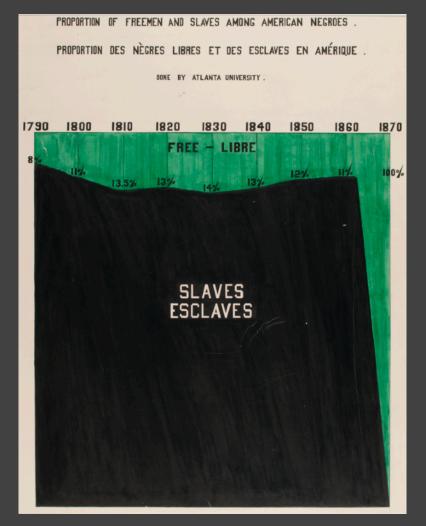
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Dolphin								
Homo habilis								
Gracile Australopithecus								
Chimpanzee								
Baboon								
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Vampire Bat								
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Gorilla								
Elephant								
Hummingbird								
Lion						•		
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Mole								
Opossum								
Blue Whale								
Saurornithoid								
Goldfish								
Ostrich								
Alligator								
Tyrannosaurus rex								
Coelacanth								
Eel								
Stegosaurus								
Brachiosaurus								
Diplodocus								
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Cleveland]	L	0g ₁₀	Brain V	veignt -	· 73 LOg	10 Body	weight	

Convey Information

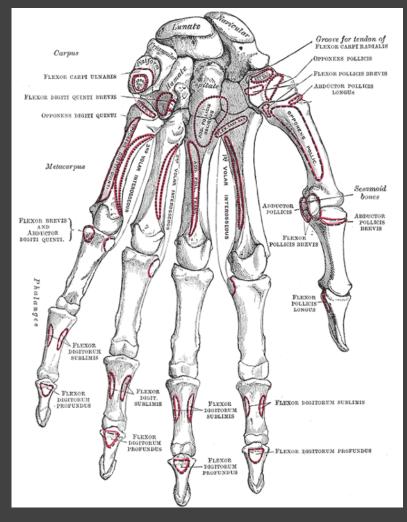


1856 "Coxcomb" of Crimean War Deaths, Florence Nightingale

Communicate, Inform, Inspire



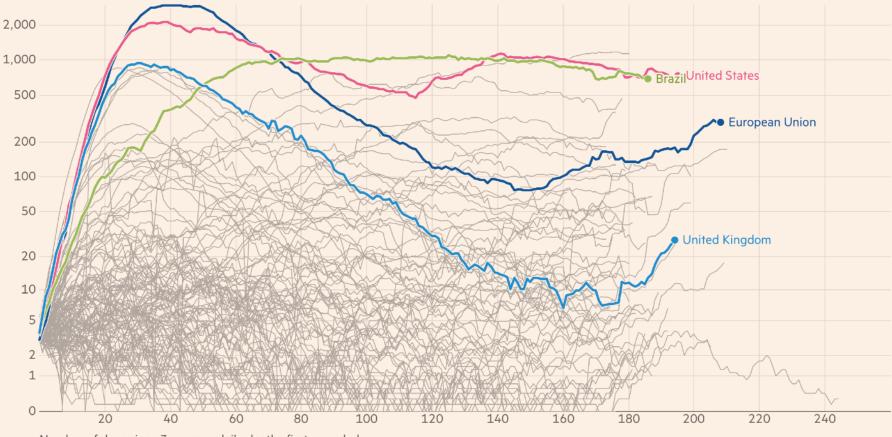
Visualizing Black America, Du Bois et al. 1900



Bones in hand, Gray's Anatomy 1918 ed.

New deaths attributed to Covid-19 in European Union, United States, Brazil and United Kingdom

Seven-day rolling average of new deaths, by number of days since 3 average daily deaths first recorded



Number of days since 3 average daily deaths first recorded

Source: Financial Times analysis of data from the European Centre for Disease Prevention and Control, the Covid Tracking Project,

the UK Dept of Health & Social Care and the Spanish Ministry of Health.

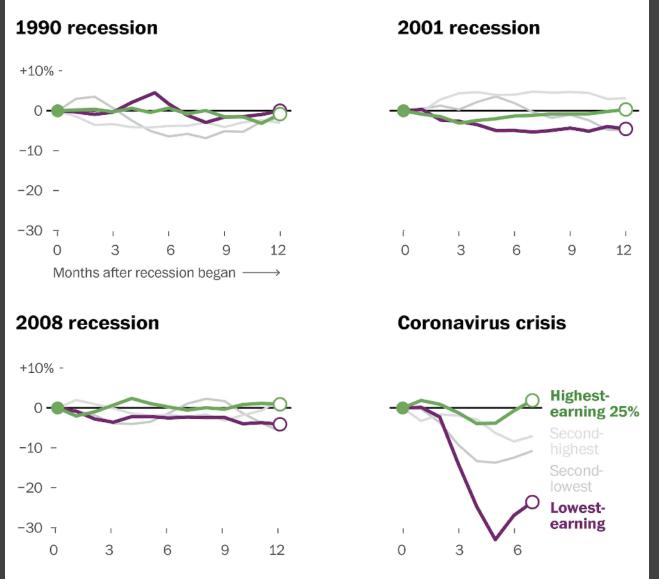
Data updated September 25 2020 12.46pm BST. Interactive version: ft.com/covid19

FINANCIAL TIMES

Coronavirus Tracked John Burn-Murdoch & Financial Times

The coronavirus crisis is different

Job growth (or loss) since each recession began, based on weekly earnings



Notes: Based on a three-month average to show the trend in volatile data.

Source: Labor Department via IPUMS, with methodology assistance from Ernie Tedeschi of Evercore ISI THE WASHINGTON POST

The Covid Economy Washington Post

The Value of Visualization

Record information Blueprints, photographs, seismographs, ... <u>Analyze data to support reasoning</u>

Develop and assess hypotheses Find patterns / Discover errors in data Expand memory

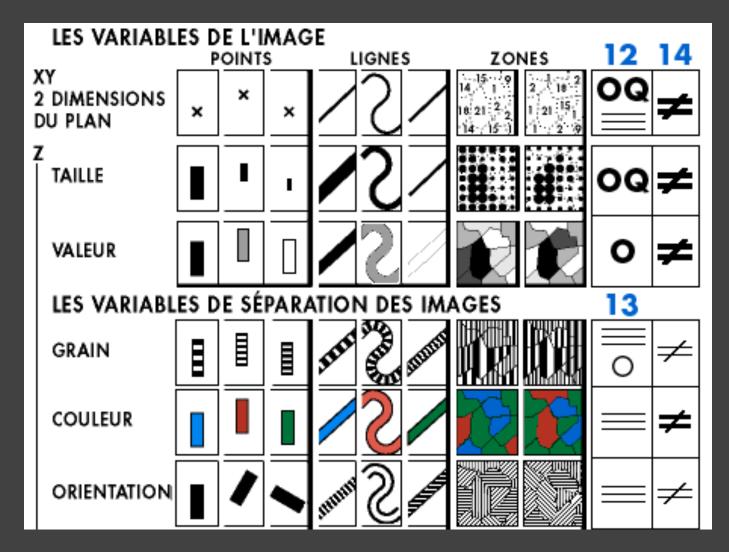
Convey information Communicate, inform, inspire Collaborate and revise

Goals of Visualization Research

- 1 Understand how visualizations convey information What do people perceive / comprehend? How do visualizations inform mental models?
- 2 Develop principles and techniques for creating effective visualizations and supporting analysis Leverage perception & augment cognition Improve ties between visualization & mental model

Course Topics

Data and Image Models



Sémiologie Graphique [Bertin 67]

Visualization Design

Sales of SlicersDicers Compared to Sales of Other Products SlicerDicers' Sales Compared to Other Products July - December, 2011 vs. RoundTuits vs. NervousNellies 300% 300% \$650,000 250% 250% Monthly 200% AhNuts 200% \$600,000 150% 150% Slicers-\$550,000 100% Dicers 50% 50% NervousNellies \$500,000 0% 0% vs. Thingamagigs vs. Whatchamacallits \$450,000 300% 300% RingaDingies 250% 250% \$400,000 200% 200% \$350,000 150% 150% RoundTuits 100% 100% \$300,000 50% 50% 036 0% \$250,000 SlicerDicers vs. AhNuts vs. WileyWidgets 300% 300% \$200,000 250% 250% SweetNuthins \$150,000 200% 200% 150% 150% \$100,000 100% 100% ThingamaGigs 50% 50% \$50,000 0% \$0 vs. RingaDingies vs. SweetNuthins August Whatchamacallits 300% 300% July October November September December 250% 250% 200% 200% WileyWidgets 150% 150% 100% 100% 50% 50%

Problematic design

Redesign

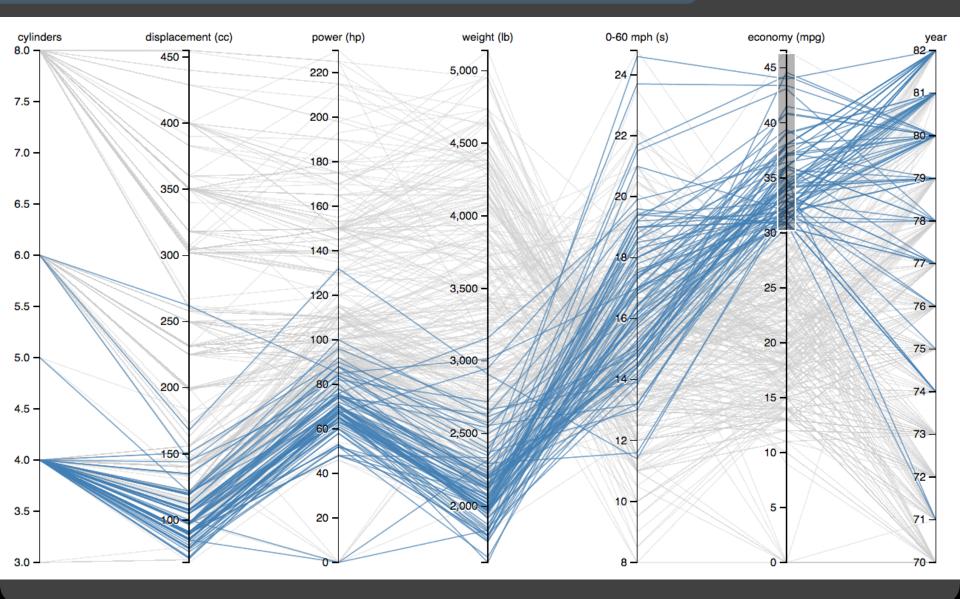
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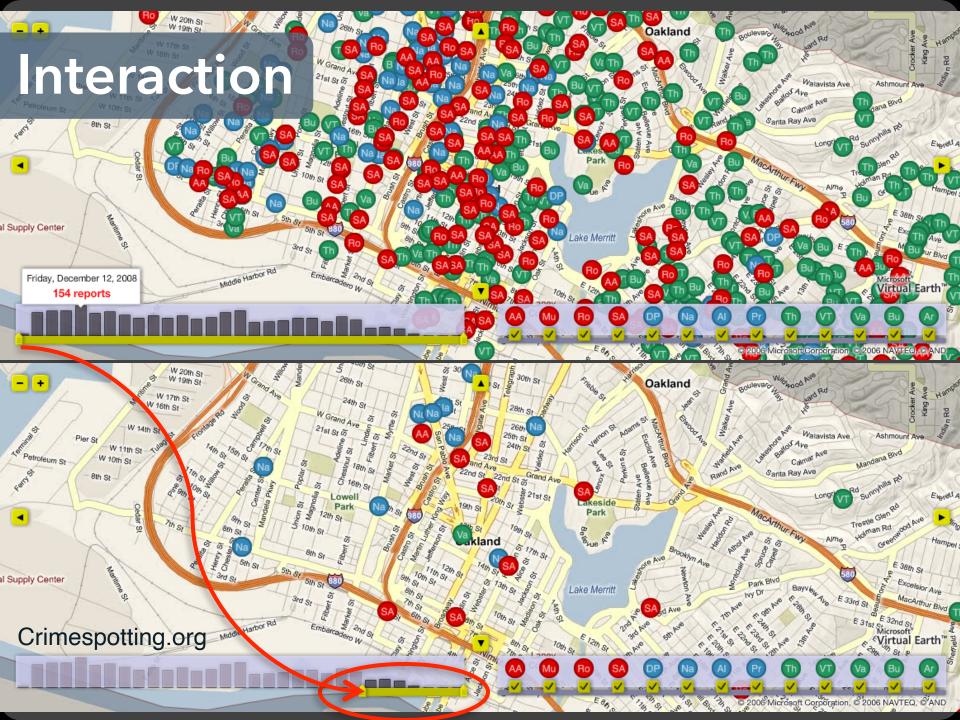
Jul Aug Sep Oct Nov Dec

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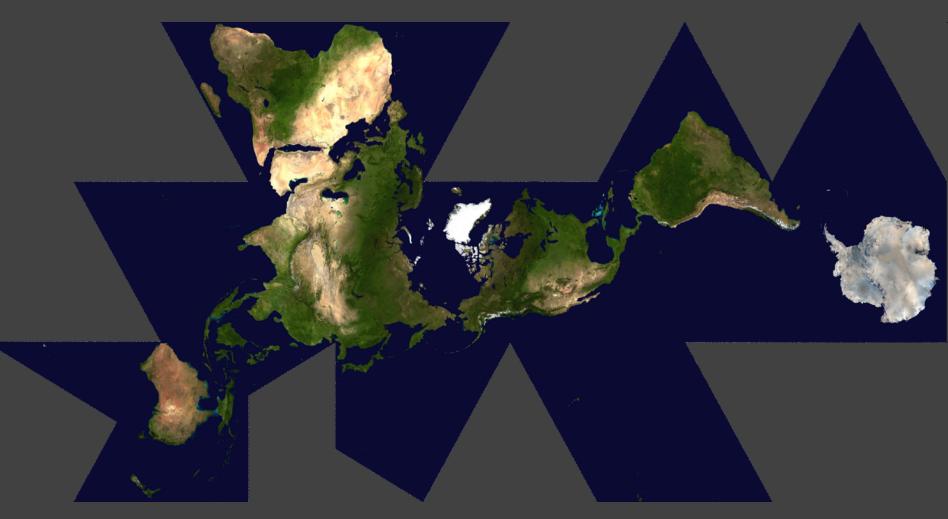
Jul Aug Sep Oct Nov Dec

Exploratory Data Analysis

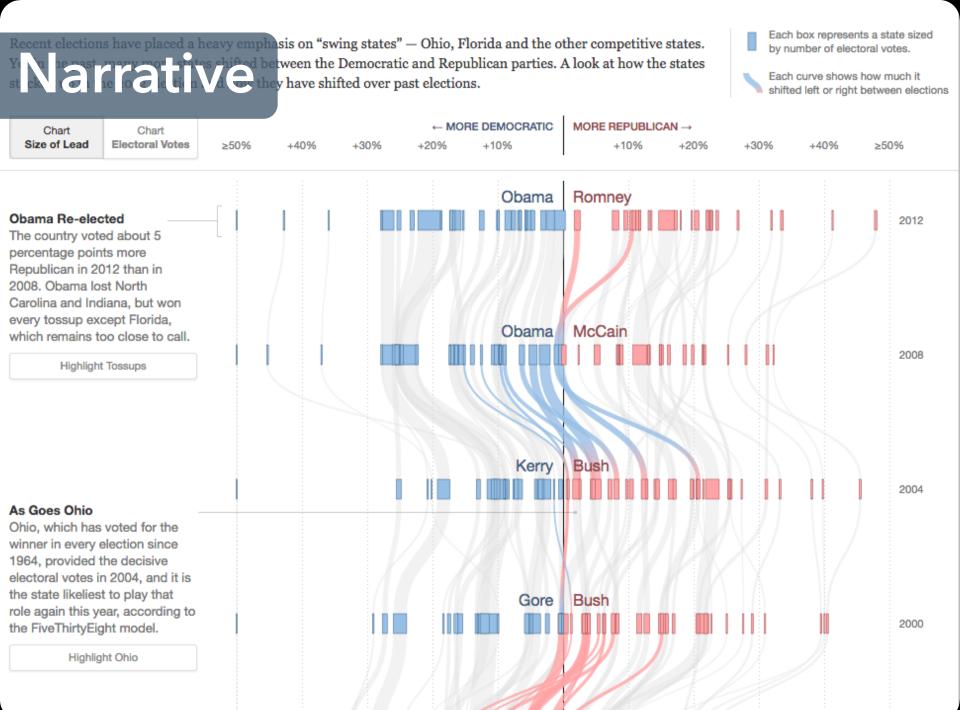








Dymaxion Maps [Fuller 46]

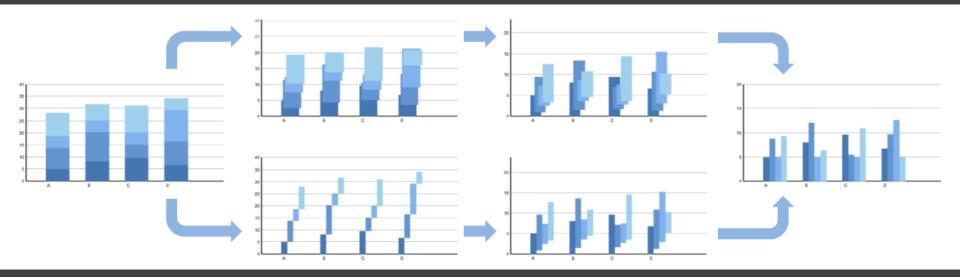


Visualization Software



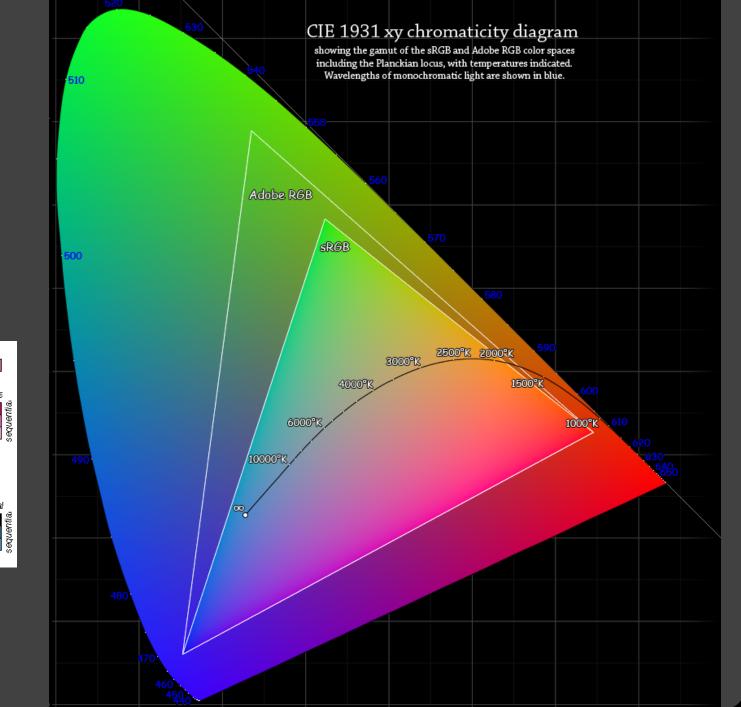
D3: Data-Driven Documents Vega-Lite / Altair

Animation



Animated transitions in statistical data graphics [Heer & Robertson 07]

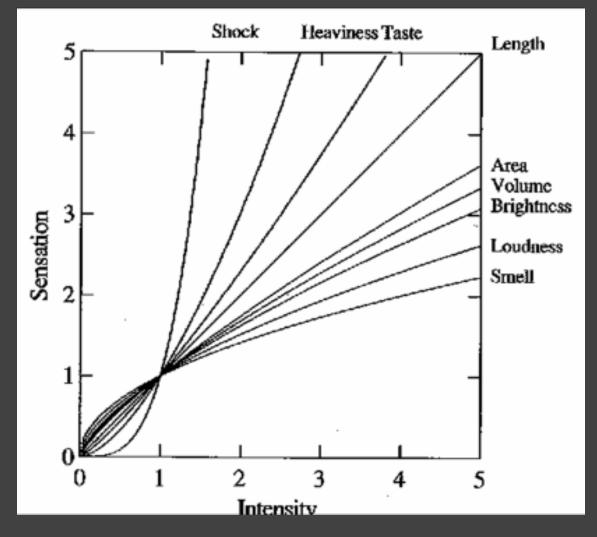
Color



qualitative У П ŝ n TEA TFA qualitative diverging binary -1 0 +1 ΤE А diverging seque -10+1 1 1 -1 0 +1 diverging sequential diverging +10 -10 -1 0 +1 255075

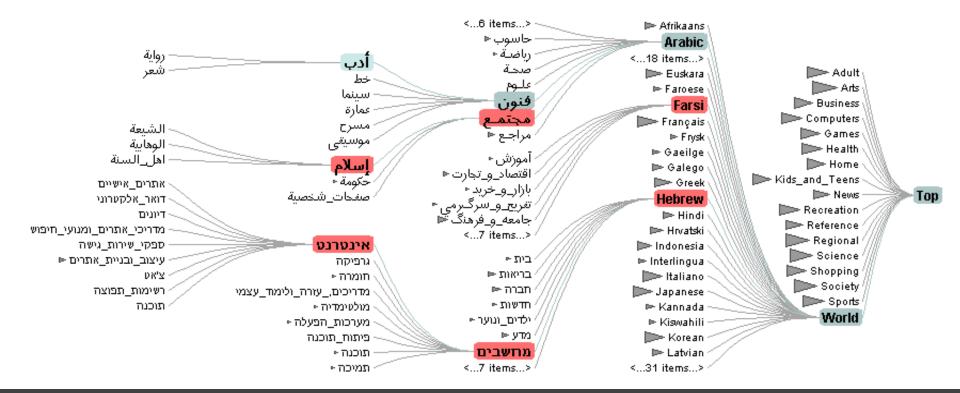
Color Brewer

Graphical Perception



The psychophysics of sensory function [Stevens 61]

Hierarchies

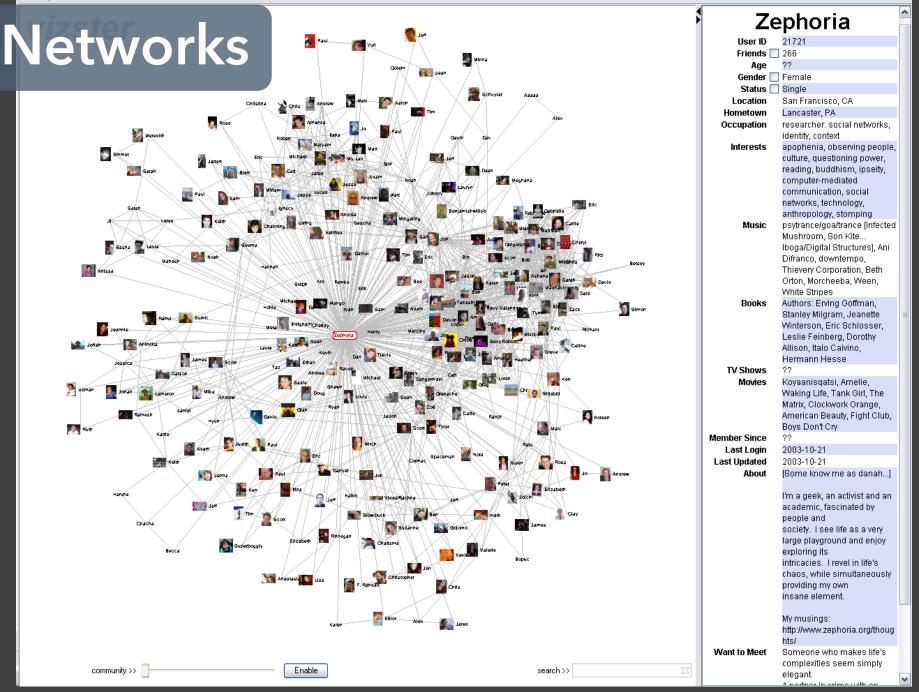


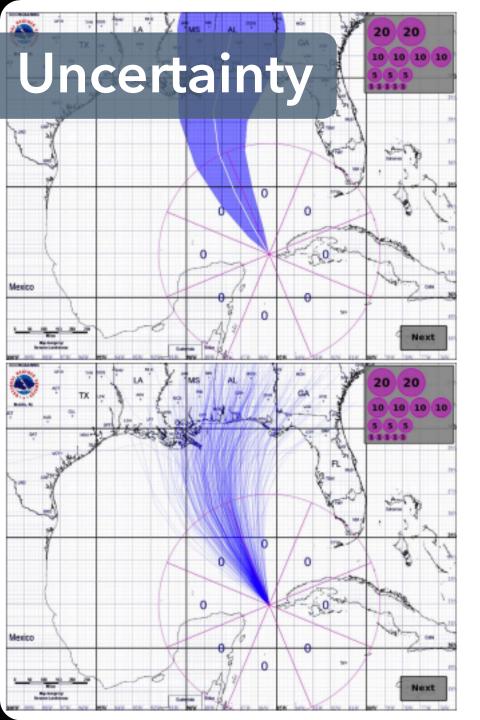
Degree-Of-Interest Trees [Heer & Card 04]

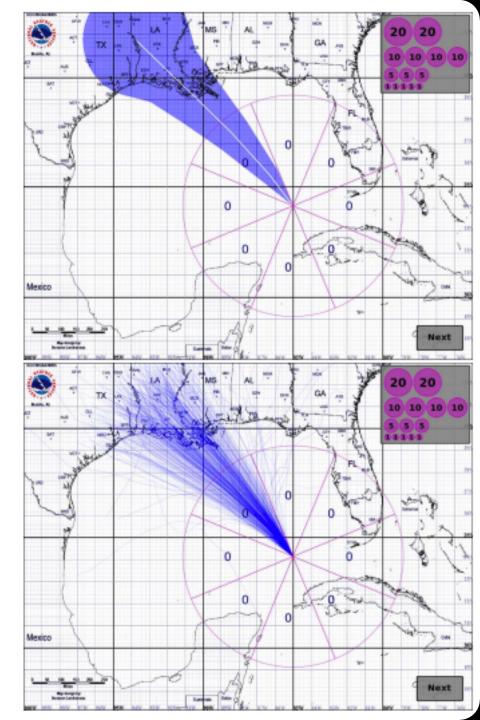
👙 Vizster

File Options Tools





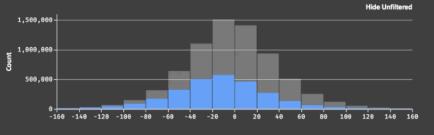


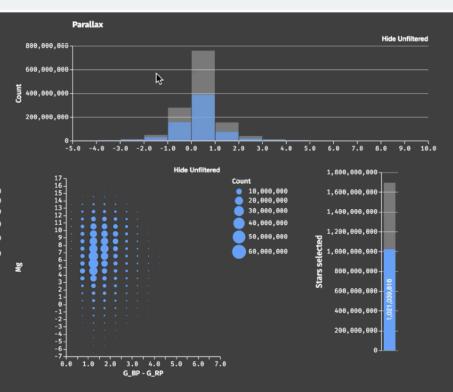


Scalability

Magnitude **Hide Unfiltered** 600,000,000 400.000.000 Count 200,000,000 22 18 19 Hide Unfiltered **Reset Brush** 90 Count 80 10,000,000 70 20,000,000 60 30,000,000 50 40,000,000 40 50,000,000 30 20-60,000,000 10-Dec 0 -10 -20 -30 -40--50 -60 -70 -80 20 40 60 100 120 140 160 180 200 220 240 260 286 300 320 346 86 Ra

Radial Velocity





Interactive querying of 1.7B stars (1.2TB) in Falcon [Moritz et al. 2019]

Powered by Falcon

☆

Course Mechanics

You should expect to:

- **1** Evaluate and critique visualization designs
- 2 Learn visualization techniques & theory
- **3** Implement interactive data visualizations
- 4 Develop a substantial visualization project

Instructors



Instructor Jeffrey Heer

OH: *Tue 10-11am*

Teaching Assistants **Abhishek Babu Reiden Chea** Vishal Devireddy **Firn Teanklin** Han Zhang Yueqian Zhang

OH: Online / By Appt. OH: Fri 1-2pm OH: Wed 2-3pm OH: Online / By Appt. OH: Online / By Appt. OH: Mon 2:30-3:30pm

Abhishek Babu

Email babua@cs Office Hours By appointment



I'm an MS student in the BS/MS program and I'm interested in machine learning and data engineering.

Relevant technical skills: JavaScript, TypeScript, HTML/CSS, D3.js, general web dev (and other data wrangling libraries in Python)

I enjoy Spikeball! (check out Husky Roundnet Club)

Reiden Chea

Email reidec@cs Office Hours Fri 1-2pm

Undergraduate final quarter student Interests:

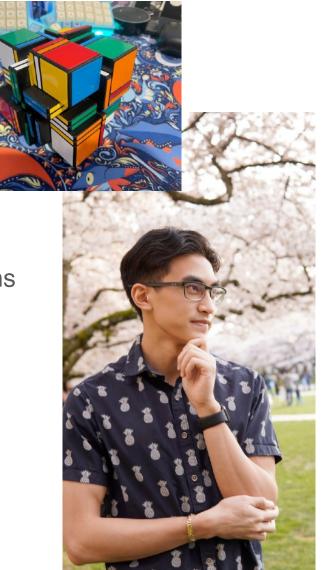
- ML/AI with poli sci/talent sourcing applications
- Classification pipelines/models

Experience:

- Design process, HTML/CSS/JS
- Observable, Processing (P5)

Hobbies:

- 3D printing
- Baking
- Powerlifting
- Twisty puzzling



Vishal Devireddy

Email vishald@cs Office Hours Wed 2-3pm

I'm a BS/MS student interested in interactive web development, HCI, and cool graphs.

Ask me about...

JavaScript + CSS
Web design
Web accessibility
Idyll





Nussara (Firn) Tieanklin

nussara@cs.washington.edu Office hour: By appointment

Research

- <u>Seattle Community Networks</u> providing internet access to resource-constrained community
- Evaluate the impact of Air Pollution on Grab motorcycle drivers/riders

Technical Experience

User research, Design process, Data Management, Web-programming

(Covid) Hobbies

- Gardenning
- Badminton
- Playing computer games
- Travelling

Han Zhang (she/her)

2nd year, CSE micohan@cs.washington.edu

Skills

- Familiar with many data visualization tools, such as Tableau, D3.js, Chart.js, ggplot2, Seaborn, Plotly, etc.
- Experienced in designing interactive visualizations

Other interests

- Badminton
- Play piano (recently like to play Mariage D'Amour)





Yueqian Zhang

OH: Monday 2:30 pm - 3:30 pm

I am a BS/MS student.

I am interested in **Accessibility** and **Graphics**.

Outside of CS I enjoy **design** and **drawing**.

Come talk to me! I'd love to meet everyone :)

Some of my artworks:







Lectures & Office Hours

All lectures will be recorded / live-streamed. Please attend lecture in real-time if possible. Do **NOT** attend in-person if you feel ill.

All office hours will be held on Zoom.

Links are available on Canvas.

We strongly encourage using Ed to post questions and seek help!

Readings

- From books, notebooks, and linked articles. Material in class will loosely follow readings. <u>Readings should be read by start of class.</u> Complete non-scored quizzes on Canvas. Post comments on class forum. One comment or peer reviews each week.
 - Post comments by Friday 11:59pm.
 - You have 1 discussion "pass" for the quarter.

Textbook

An Introduction to Designing With D3

Interactive Data Visualization

for the Web



Interactive Data Visualization for the Web, 2nd Edition

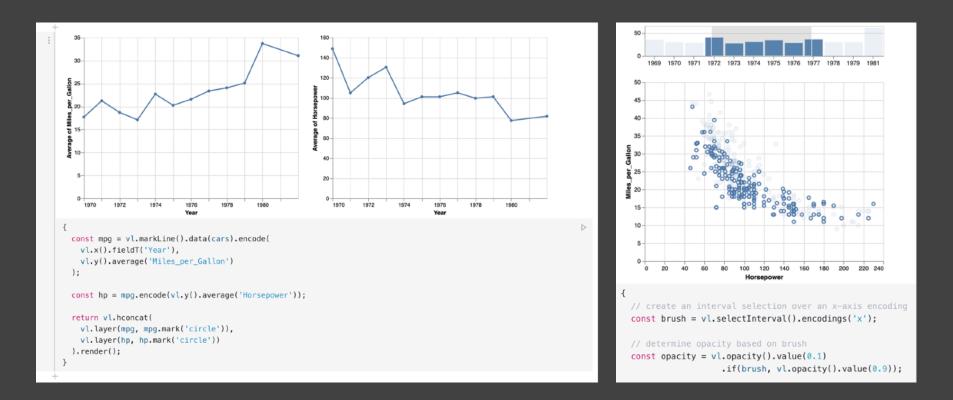
For learning D3! <u>Book available online.</u> <u>Code / examples on GitHub.</u>

We will be using **D3 v7**. <u>https://d3js.org</u>

O'REILLY[®]

Scott Murray

Interactive Vega-Lite Notebooks



Hands-on engagement with course concepts and tools using Observable (JavaScript) notebooks.

Assignments

CP Class Participation (10%) A1 Expository Visualization (10%) - Due 1/12 A2 Deceptive Visualization (15%) - Due 1/26 Peer Review (5%) - Due 1/31 A3 Interactive Prototype (20%) - Due 2/14 Peer Review (5%) - Due 2/21 **FP** Final Project (35%) Proposal - Due 2/18 Demonstration Video - Due 3/9 Final Prototype - Due 3/14

Grading Philosophy

We use a 10 point scale for assignment grading. A score of 9.0 means you met the requirements, and maps to an "A" (~3.7 GPA). Scores above 9.0 reward work that goes above and beyond. There is subjectivity in visualization design and assignments differ in many regards! We provide high-level rubrics and also consider and partially rank the larger assignment pool.

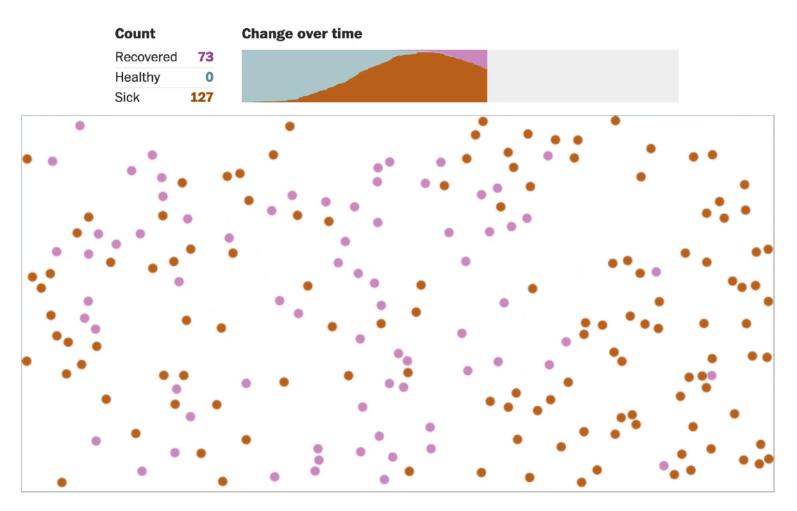
Final Project

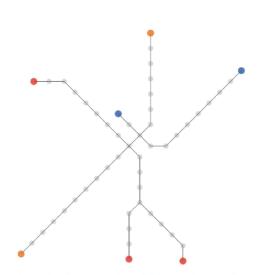
Produce an **explorable visual explanation** Initial **prototype** and **design review Final deliverables** and **video presentation** Submit and **publish online** (GitHub) Projects from **previous classes** have been:

- Published as research papers
- Shared widely (some in the New York Times!)
- Released as successful open source projects

Why outbreaks like coronavirus spread exponentially, and how to "flatten the curve"

Harry Stevens, Washington Post 2020



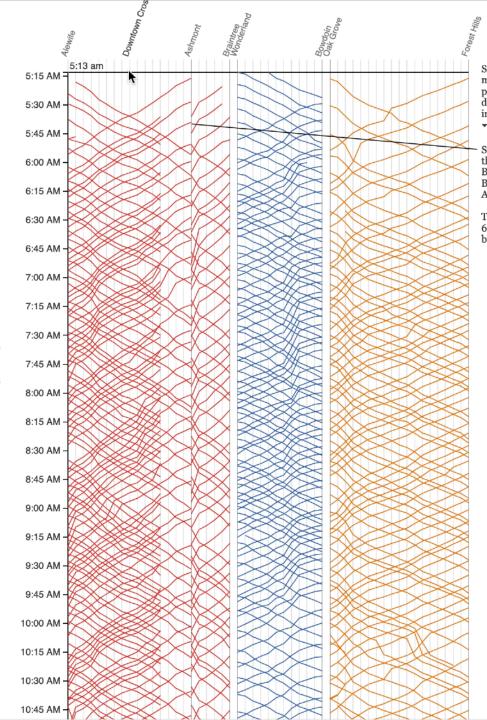


Locations of each train on the red, blue, and orange lines at 5:13 am. Hover over the diagram to the right to display trains at a different time.

Trains are on the right side of the track relative to the direction they are moving.

See the morning rush-hour, midday lull, afternoon rush-hour, and the evening lull.

MBTA Viz Barry & Card



Service starts at 5AM on Monday morning. Each line represents the path of one train. Time continues downward, so steeper lines indicate slower trains.

Since the red line splits, we show the Ashmont branch first then the Braintree branch. Trains on the Braintree branch "jump over" the Ashmont branch.

Train frequency increases around 6:30AM as morning rush hour begins.

KEYBOARD WALKING

Passwords with a "keyboard walking" pattern start at an arbitrary key, then move in a direction (usually right or down) while continuing to hit keys. Sometimes this is combined with holding down the SHIFT key, so that some characters are uppercase or symbols to improve complexity.

While the generated password may seem to be random and unhackable, password crackers check for these keyboard patterns and guess them early on.

Many passwords in the leaked passwords dataset have a spatial pattern. Other than the numeric passwords like 123456, common keyboard walking offenders include qwerty and 1qaz@wsx.

Password: QwErTyAsDf	Guess time: 1 minute					
` 1 2 3 4 5 6 7	8 9 0 - = ←					
Q W E R T Y U	I O P [] \					
ASDFGHJ	K L : '					
Z X C V B N	Μ, . /					

Semantic Passwords

Vishal Devireddy (CSE 512, Spring '21)

Questions?

Observable + Data Tutorial

Friday Jan. 7, 4:30-6pm on Zoom

Introduction to Observable notebooks, JavaScript basics, and data management and transformation, led by Firn.

Zoom link is available on Canvas. The tutorial will be recorded.

A1: Expository Visualization

Design a static visualization for a data set.

The climate of a place can have a tremendous impact on people's lived experience. You will examine average monthly climate measurements for six major U.S. cities, roughly covering the edges of the continental United States.

You must choose the message you want to convey. What question(s) do you want to answer? What insight do you want to communicate?

A1: Expository Visualization

Pick a guiding question, use it to title your vis.Design a static visualization for that question.You are free to use any tools (inc. pen & paper).

Deliverables (upload via Canvas; see A1 page) Image of your visualization (PNG or JPG format) Short description + design rationale (≤ 4 paragraphs)

Due by **11:59 pm, Wed Jan 12**.