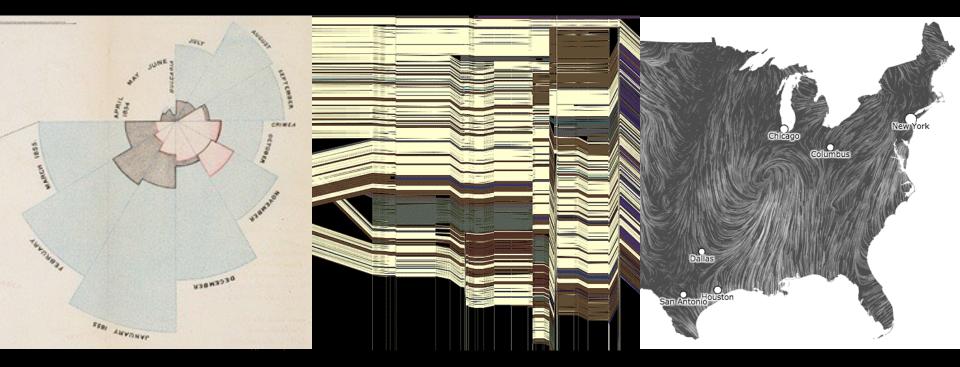
# **CSE 442** - Data Visualization Interaction



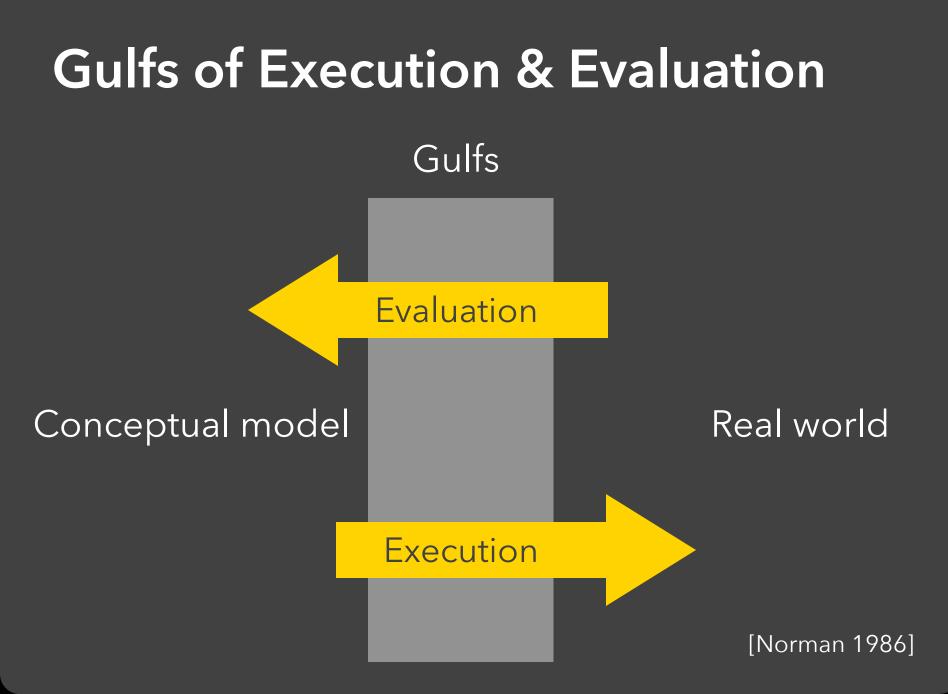
Jeffrey Heer University of Washington

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

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

Lucy Suchman, Plans and Situated Actions

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



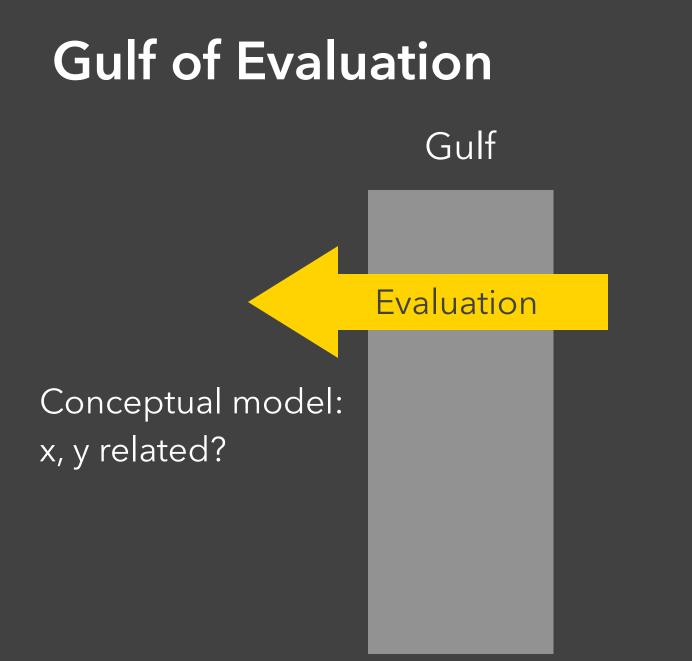
## The difference between the user's intentions and the allowable actions.

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

#### **Gulf of Evaluation**

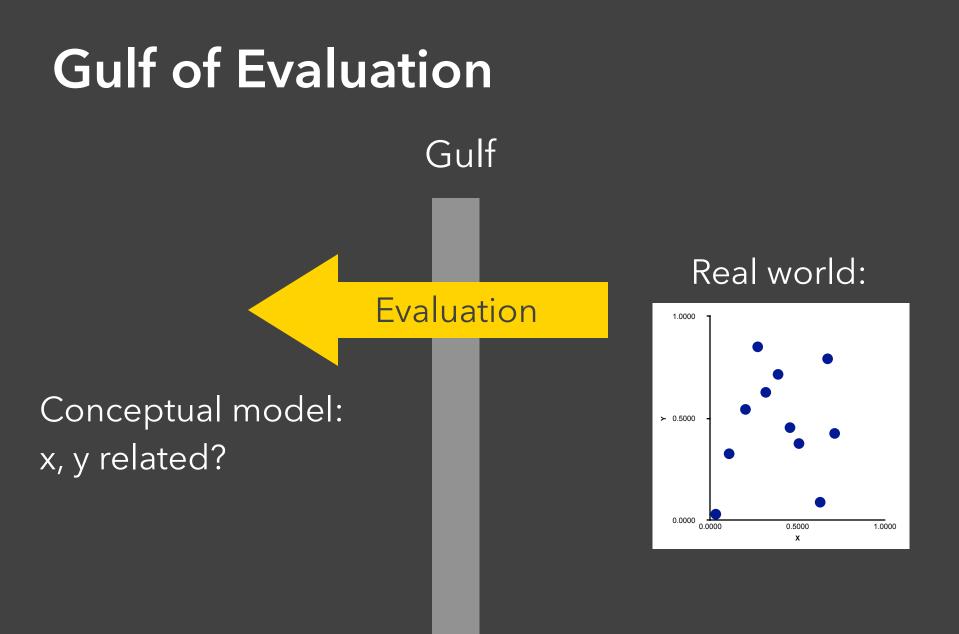
The amount of effort that the person must exert to interpret the state of the system and to determine how well the expectations and intentions have been met.

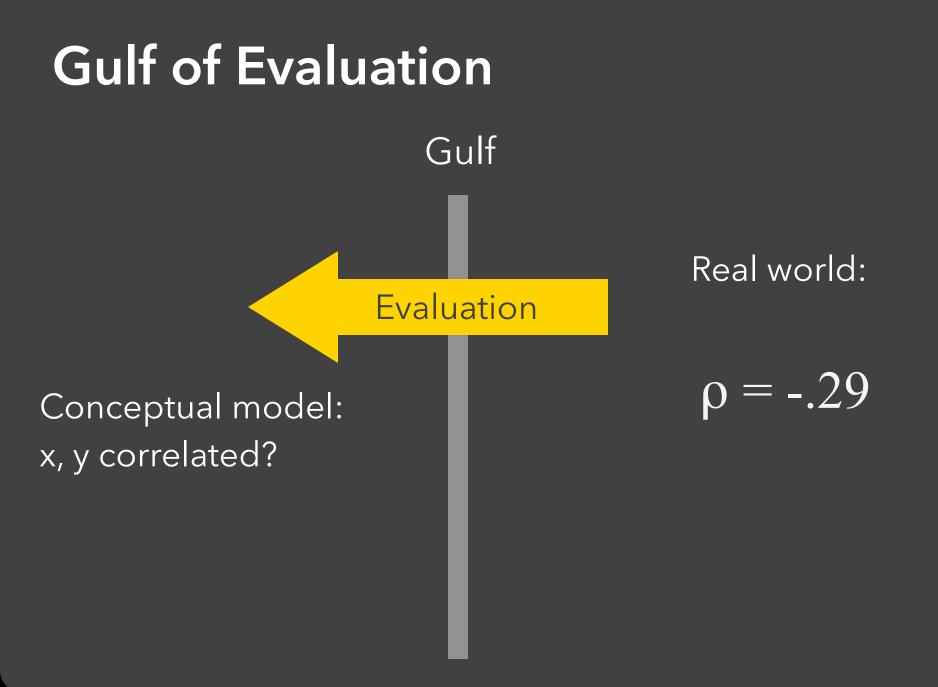
[Norman 1986]

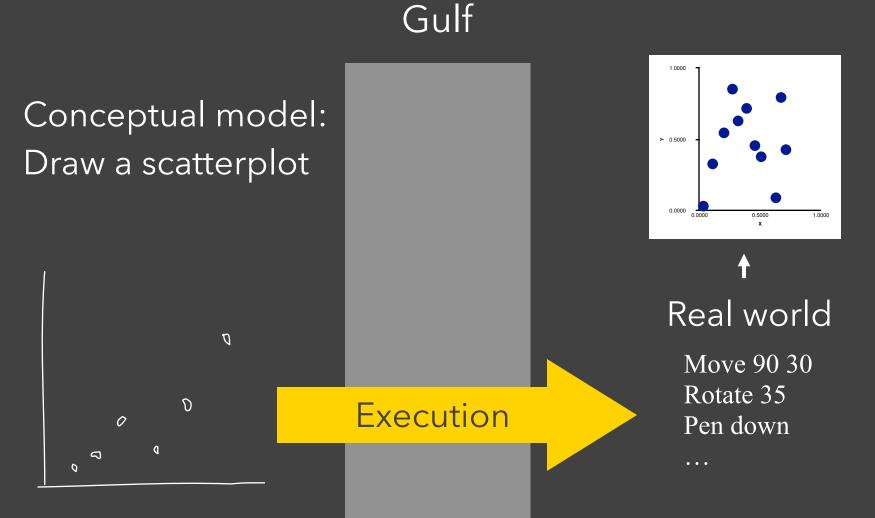


#### Real world:

| 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

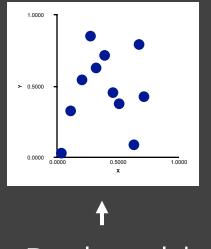
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#### Real world

vl.markCircle()
 .encode(
 vl.x().fieldQ(...),
 vl.y().fieldQ(...)
)

Gulf

Execution

#### Conceptual model: Draw a scatterplot

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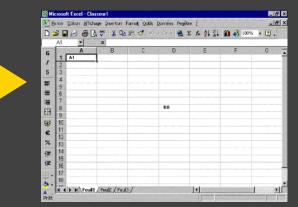
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1.0000 > 0.5000 0.0000 0.5000 x 1.0000

#### 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]

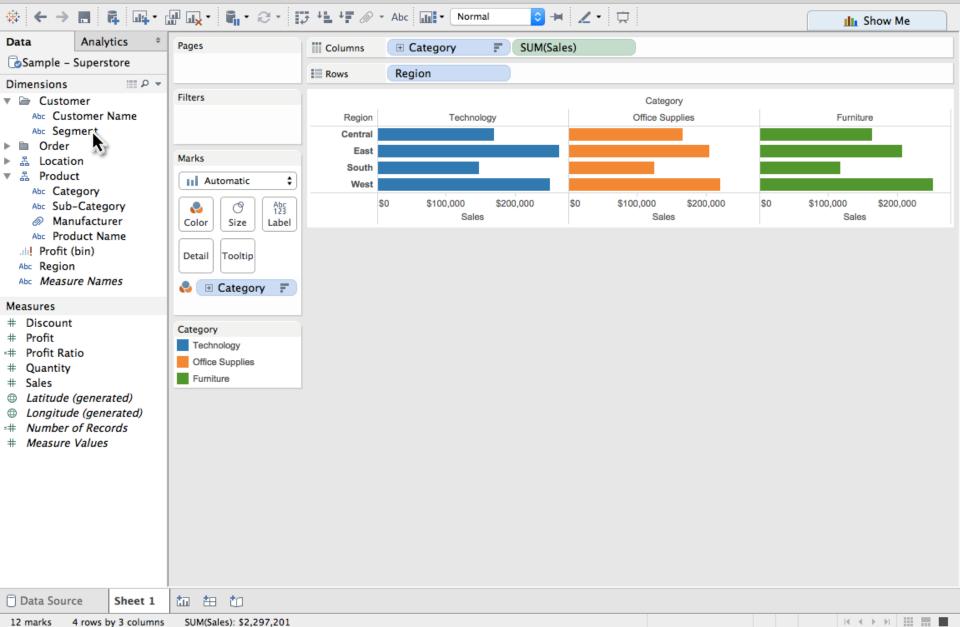
## Interactive Visualization

## **Interaction Techniques**

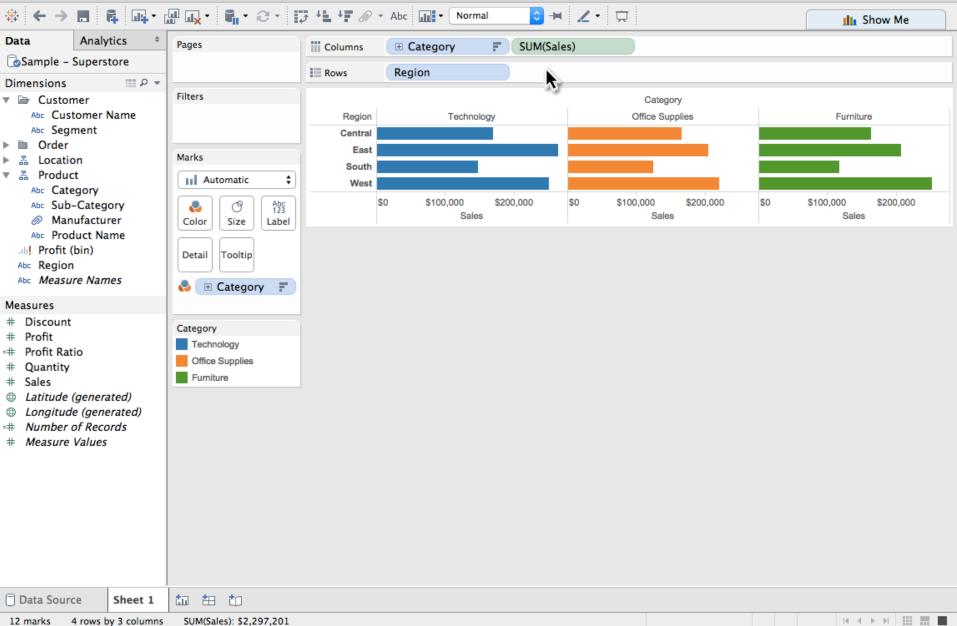
Are there "essential" interactive operations for exploratory data visualization?

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









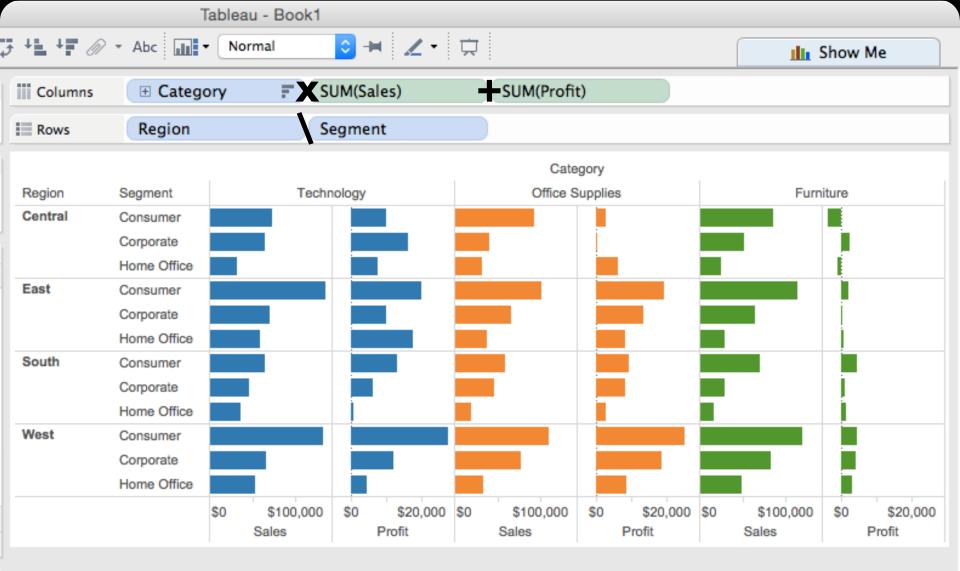
|                           | _           | _              |                                  |                           |             | fableau - Book1        |                            |                    |
|---------------------------|-------------|----------------|----------------------------------|---------------------------|-------------|------------------------|----------------------------|--------------------|
| <b>♦</b>                  | <b>. 4</b>  | <b>⊒</b> 4 • [ | ╝ <mark>╓</mark> ╅╸ <b>╔</b> ╸╒╶ | ; + <b>1</b> + <b>7</b> Ø | • Abc       | • Normal 📀 🛏 🖉 •       |                            | III Show Me        |
| Data                      | Analytics   | ¢              | Pages                            | Columns                   | 🗄 Categ     | ory F SUM(Sales)       |                            |                    |
| 🕝 Sample –                | Superstore  | e              |                                  | Rows                      | Region      | Segment                |                            |                    |
| Dimensions                |             |                |                                  | Rows                      | Region      | Segment                |                            |                    |
| 🔻 🗁 Custor                |             |                | Filters                          |                           |             |                        | Category                   |                    |
|                           | tomer Nam   | ne             |                                  | Region                    | Segment     | Technology             | Office Supplies            | Furniture          |
| Abc Segr                  | ment        |                |                                  | Central                   | Consumer    |                        |                            |                    |
| Order                     |             |                | Marks                            |                           | Corporate   |                        |                            |                    |
| ▶ 品 Locatio<br>▼ 品 Produc |             |                |                                  |                           | Home Office |                        |                            |                    |
| Abc Cate                  |             |                | Automatic 🗘                      | East                      | Consumer    |                        |                            |                    |
|                           | -Category   |                | N (123)                          |                           | Corporate   |                        |                            |                    |
|                           | ufacturer   |                | Color Size Label                 |                           | Home Office |                        |                            |                    |
|                           | duct Name   |                |                                  | South                     | Consumer    |                        |                            |                    |
| ah! Profit (              |             |                | Detail Tooltip                   |                           | Corporate   |                        |                            |                    |
| Abc Region                |             |                |                                  |                           | Home Office |                        |                            |                    |
| Abc Measu                 | re Names    |                | 🌏 🗄 Category 🔳                   | West                      | Consumer    |                        |                            |                    |
| Measures                  |             |                |                                  |                           | Corporate   |                        |                            |                    |
| # Discount                |             |                |                                  |                           | Home Office |                        |                            |                    |
| # Prof                    |             |                | Category                         |                           |             | \$0 \$50,000 \$100,000 | \$0 \$50,000 \$100,000 \$0 | \$50,000 \$100,000 |
| # Prof                    | io          |                | Technology                       |                           |             | Sales                  | Sales                      | Sales              |
| # Quantity                |             |                | Office Supplies                  |                           |             |                        |                            |                    |
| # Sales                   |             |                | Furniture                        |                           |             |                        |                            |                    |
|                           | (generated, |                |                                  |                           |             |                        |                            |                    |
| -                         | e (generate |                |                                  |                           |             |                        |                            |                    |
|                           | of Records  |                |                                  |                           |             |                        |                            |                    |
| # Measure                 | Values      |                |                                  |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |
| Data Sourc                | ce She      | eet 1          | to 🖽 to                          |                           |             |                        |                            |                    |
|                           |             |                |                                  |                           |             |                        |                            |                    |

36 marks 12 rows by 3 columns SUM(Sales): \$2,297,201

|  |                                   |                           | Ta                       | bleau - Book1          |                        |                        |
|--|-----------------------------------|---------------------------|--------------------------|------------------------|------------------------|------------------------|
|  | ₩ <mark>₩</mark> ╴ <b>₽</b> ・₽・ ‼ | , + <b>1</b> + <b>7</b> Ø | • Abc                    | Normal ᅌ 🕂 🗶 🗸         |                        | III Show Me            |
| Data Analytics ‡   | Pages                             | Columns                   | E Catego                 | ry F SUM(Sales)        |                        |                        |
| Sample – Superstore  |                                   | Rows                      | Region                   | Segment                | <b>N</b>               |                        |
| Dimensions 💠 🕫 🔻   |                                   | 1 10003                   | Region                   | Segment                |                        |                        |
| 🔻 🗁 Customer   | Filters                           |                           |                          |                        | Category               |                        |
| Abc Customer Name  |                                   | Region                    | Segment                  | Technology             | Office Supplies        | Furniture              |
| Abc Segment Order  |                                   | Central                   | Consumer                 |                        |                        |                        |
| ► Location   | Marks                             |                           | Corporate                |                        |                        |                        |
| ▼ 爲 Product  | Automatic 🛟                       | Frat                      | Home Office              |                        |                        |                        |
| Abc Category   |                                   | East                      | Consumer                 |                        |                        |                        |
| Abc Sub-Category   | 😓 🔿 Abc 123                       |                           | Corporate<br>Home Office |                        |                        |                        |
| Manufacturer   | Color Size Label                  | South                     | Consumer                 |                        |                        |                        |
| Abc Product Name   |                                   | 30411                     | Corporate                |                        |                        |                        |
| Abc Region   | Detail Tooltip                    |                           | Home Office              |                        |                        |                        |
| Abc Measure Names  |                                   | West                      | Consumer                 |                        |                        |                        |
|  | 😔 🗄 Category 📮                    |                           | Corporate                |                        |                        |                        |
| Measures<br># Discount   |                                   |                           | Home Office              |                        |                        |                        |
| # Discount<br># Profit   | Category                          |                           |                          | \$0 \$50,000 \$100,000 | \$0 \$50,000 \$100,000 | \$0 \$50,000 \$100,000 |
| =# Profit Ratio  | Technology                        |                           |                          | Sales                  | Sales                  | Sales                  |
| # Quantity   | Office Supplies                   |                           |                          |                        |                        |                        |
| # Sales  | Furniture                         |                           |                          |                        |                        |                        |
| Latitude (generated)   |                                   |                           |                          |                        |                        |                        |
| Longitude (generated)  |                                   |                           |                          |                        |                        |                        |
| <ul> <li>■# Number of Records</li> <li># Measure Values</li> </ul> |                                   |                           |                          |                        |                        |                        |
| ++ Weasure values  |                                   |                           |                          |                        |                        |                        |
|  |                                   |                           |                          |                        |                        |                        |
|  |                                   |                           |                          |                        |                        |                        |
|  |                                   |                           |                          |                        |                        |                        |
|  |                                   |                           |                          |                        |                        |                        |
|  |                                   |                           |                          |                        |                        |                        |
|  |                                   |                           |                          |                        |                        |                        |
|  |                                   |                           |                          |                        |                        |                        |
| Data Source Sheet 1  | tm tH t0                          |                           |                          |                        |                        |                        |
| 36 marks 12 rows by 3 columns                                      | SUM(Sales): \$2,297,201           |                           |                          |                        |                        |                        |

|  |               |   |                   |                          | Tableau | - Book1   |        |          |     |           |         |          |     |           |        |          |   |
|--|---------------|---|-------------------|--------------------------|---------|-----------|--------|----------|-----|-----------|---------|----------|-----|-----------|--------|----------|---|
| #<br>↓ → ■                                   | <b>•••</b> •• | ∄ <b>⊶</b> . • <b>€</b> . • 8.  | ; +1 + <b>7</b> Ø | • Abc                    | • Norn  | nal       | ≎ +    | ( Z•     | 束   |           |         |          |     | <u>du</u> | Show   | Me       |   |
| Data Analytic                                |               | Pages   | Columns           | 🗄 Categ                  | ory     |           | JM(Sal | es)      |     | SUM(Profi | t)      |          |     |           |        |          |   |
| Sample – Superstor                           | re            |   | Rows              | Region                   |         | Segment   |        |          |     |           |         |          |     |           |        |          | ٦ |
| Dimensions                                   | ≣₽ <b>▼</b>   | The second se |                   | incgion                  |         |           | . g    |          |     |           |         |          |     |           |        |          | - |
| V 🗁 Customer                                 |               | Filters   |                   |                          |         |           |        |          |     |           | gory    |          |     |           |        |          |   |
| Abc Customer Na<br>Abc Segment               | me            |   | Region            | Segment                  |         | Techn     | ology  |          |     | Office S  | Supplie | S        |     | Furr      | niture |          | _ |
| <ul> <li>Drder</li> </ul>                    |               |   | Central           | Consumer                 |         |           |        |          |     |           |         |          |     |           |        |          |   |
| ▶ ♣ Location                                 |               | Marks   |                   | Corporate<br>Home Office |         |           |        |          |     |           |         |          |     | · ·       |        |          |   |
| ▼ 品 Product                                  |               | All II  | East              | Consumer                 |         |           |        |          |     |           |         |          |     |           |        |          | - |
| Abc Category                                 |               | Automatic 🛟   | Luot              | Corporate                |         |           |        |          |     |           |         |          |     |           |        |          |   |
| Abc Sub-Category                             |               |   |                   | Home Office              |         |           |        |          |     |           | -       |          |     |           |        |          |   |
| Abc Product Name                             |               | Color Size Abc<br>Size Label  | South             | Consumer                 |         |           |        |          |     |           |         |          |     |           |        |          | - |
| In Profit (bin)                              | ~             |   |                   | Corporate                |         |           |        |          |     | -         |         | ī .      |     |           | LΕ     |          |   |
| Abc Region                                   |               |   |                   | Home Office              |         |           | Ē      |          |     |           |         | _        |     |           | l í    |          |   |
| Abc Measure Names                            | 5             |   | West              | Consumer                 |         |           |        |          |     |           |         |          |     |           |        |          | 1 |
| Measures                                     |               | 🌏 🗄 Category 📮  |                   | Corporate                |         |           |        |          |     |           |         |          |     |           |        |          |   |
| # Discount                                   |               |   |                   | Home Office              |         |           |        |          |     |           |         |          |     |           |        |          |   |
| # Profit                                     |               | SUM(Sales)  |                   |                          | \$0     | \$100,000 | \$0    | \$20,000 | \$0 | \$100,000 | \$0     | \$20,000 | \$0 | \$100,000 | \$0    | \$20,000 |   |
| + Profit Ratio                               |               | SUM(Profit)   |                   |                          | S       | ales      |        | Profit   |     | Sales     |         | Profit   |     | Sales     |        | Profit   | 1 |
| <ul><li># Quantity</li><li># Sales</li></ul> |               | Category  |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
| Latitude (generate                           | d)            | Technology  |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
| Longitude (general                           | ted)          | Office Supplies   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
| # Number of Record                           | ls            | Furniture   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
| # Measure Values                             |               |   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
|  |               |   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
|  |               |   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
|  |               |   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
|  |               |   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
|  |               |   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
|  |               |   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
|  |               |   |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |
| Data Source S                                | heet 1        | to ## to  |                   |                          |         |           |        |          |     |           |         |          |     |           |        |          |   |

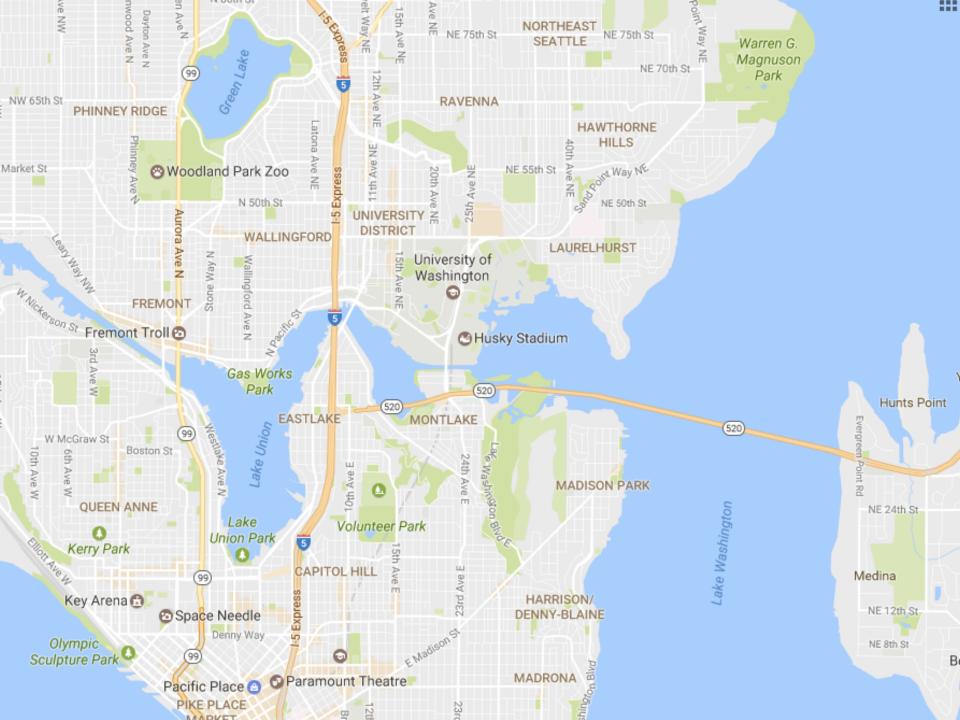
72 marks 12 rows by 6 columns SUM(Profit): \$286,397

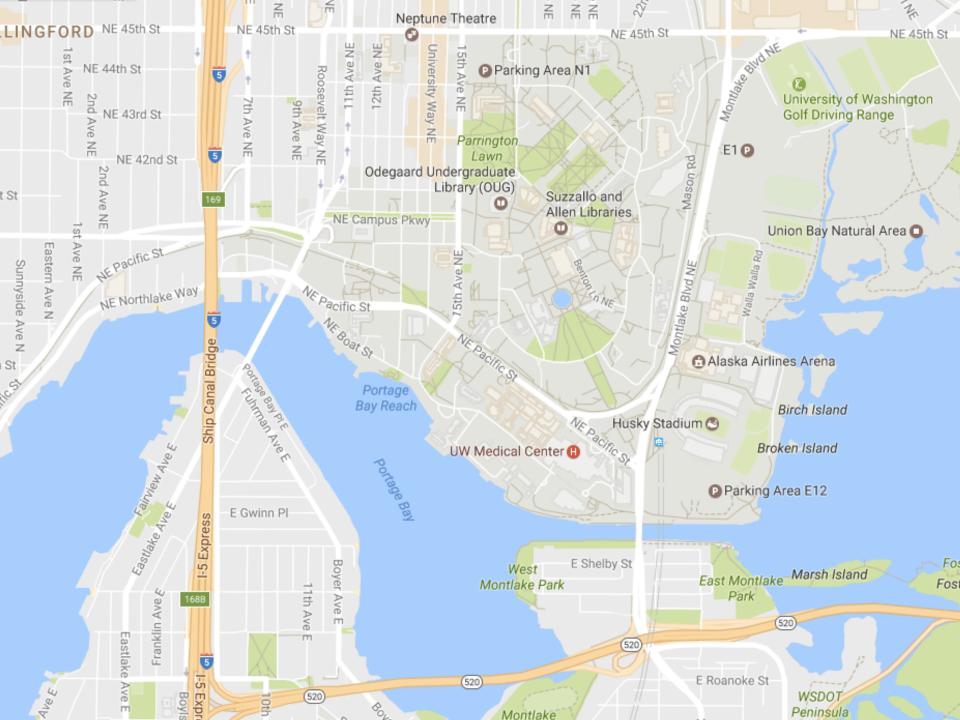


**Data and View Specification** Visualize, Filter, Sort, Derive

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

View Manipulation Select, Navigate, Coordinate, Organize





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

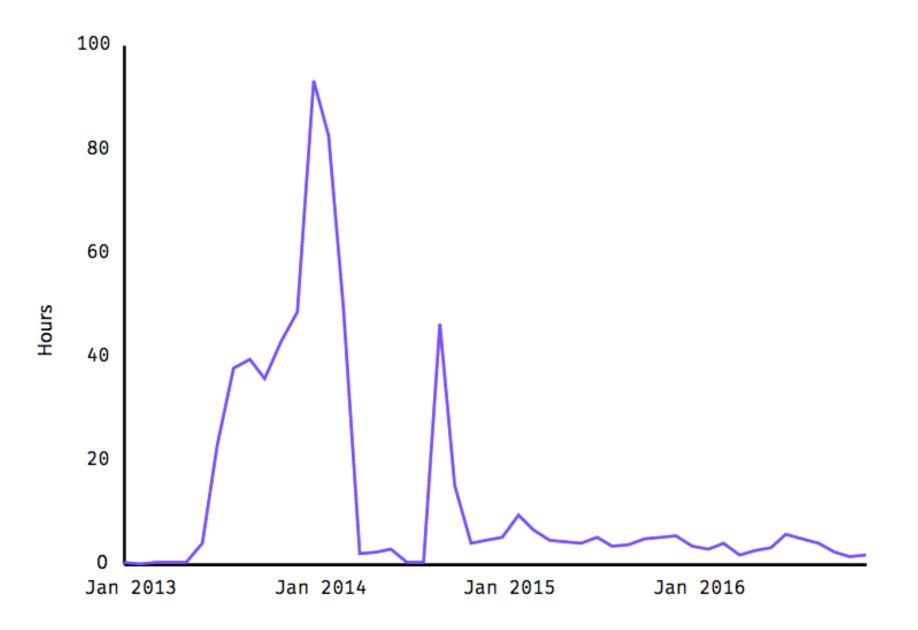
View Manipulation Select, Navigate, Coordinate, Organize

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

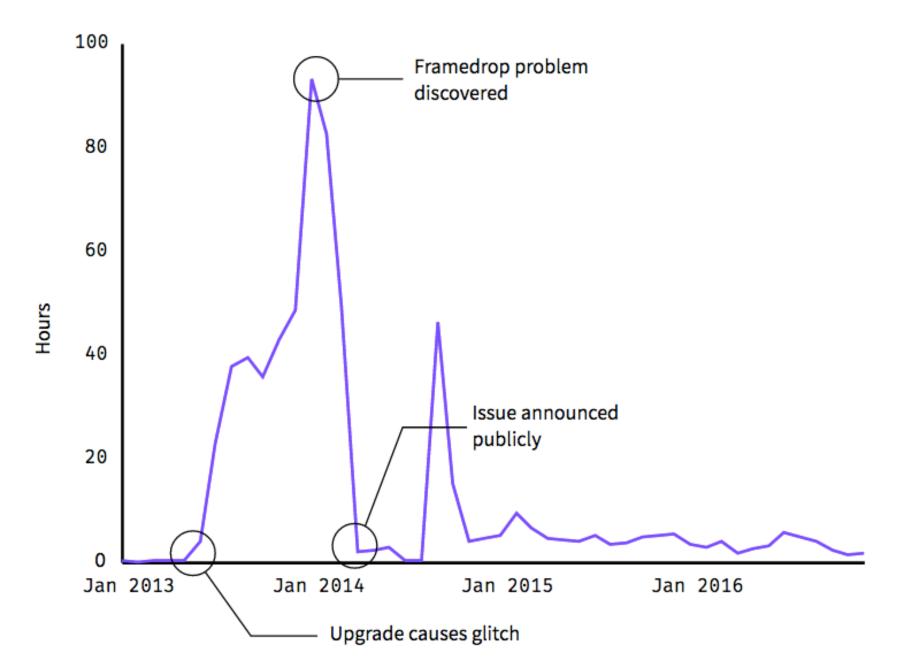
**View Manipulation** Select, Navigate, Coordinate, Organize

**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

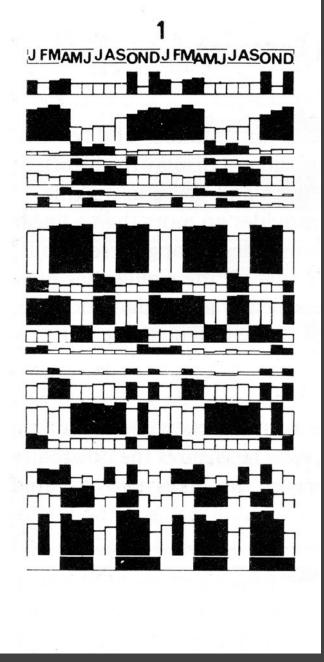
**View Manipulation** Select, Navigate, Coordinate, Organize

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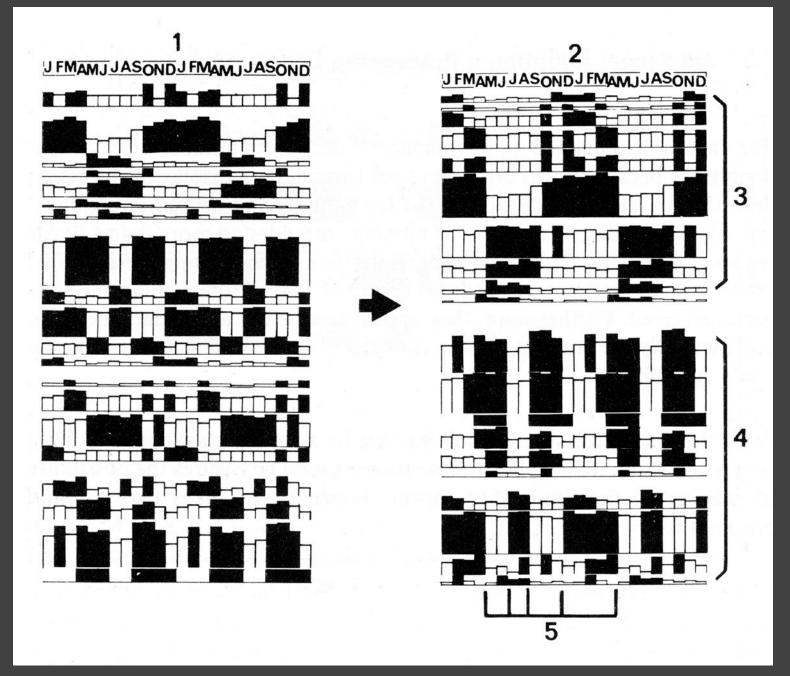
## E X A M P L E : Bertin's Hotel Data

| J    | F    | M            | A    | Μ            | 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    | С    | 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              |

[Graphics and Graphic Information Processing, Bertin 81]



[Graphics and Graphic Information Processing, Bertin 81]



[Graphics and Graphic Information Processing, Bertin 81]

| J FMAMJ JASOND J FMAMJ JASOND |  |                   |
|-------------------------------|--|-------------------|
|                               | 1 % OCCUPANCY  | ACTIVE AND        |
|                               | 18 LENGTH OF STAY  | SLOW PERIODS      |
|                               | DUSINESSMEN  | DISCOVERY FACTORS |
|                               | AGENCY RESERVATIONS  |                   |
|                               |  |                   |
|                               | 18 AIQ CREWS<br>18 CUENTS UNDER 20 YEARS<br>18 CLIENTS MORE THAN 55 YEARS<br>14 CLIENTS FROM 20-35 YEARS | RECOVERY FACTORS  |
|                               | 1 FEMALE CLIENTELE<br>2 LOCAL CLIENTELE  | WINTER            |
|                               | 7 ASIA<br>9 TOURISTS<br>10 DIRECT RESERVATION<br>17 PRICE OF ROOMS                                       | WINTER-SUMMER     |
|                               | MIDDLE BAST, AFRICA  |                   |
|                               | 3 U. S. A.<br><sup>5</sup> EUROPE<br><sup>15</sup> CLIENTS FROM 35-55 YEARS                              | SUMMER            |
|                               |  | SUMMER            |

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



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

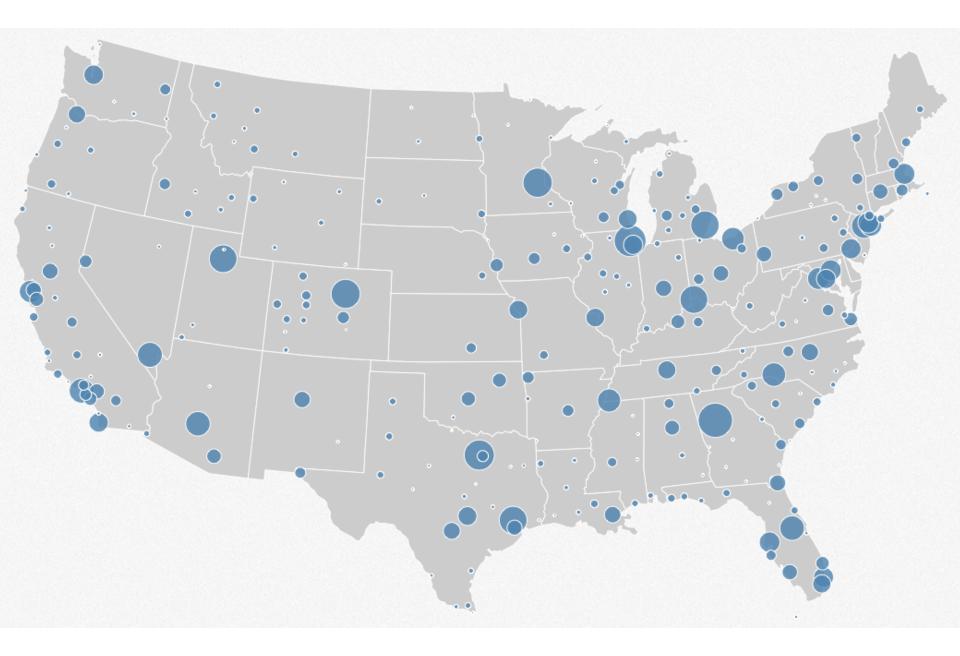


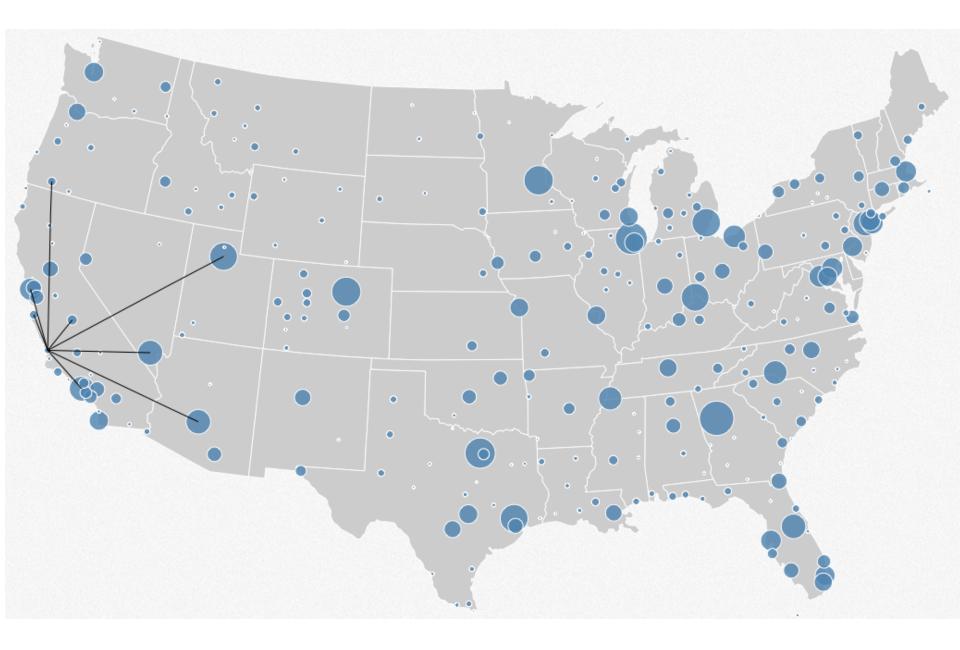


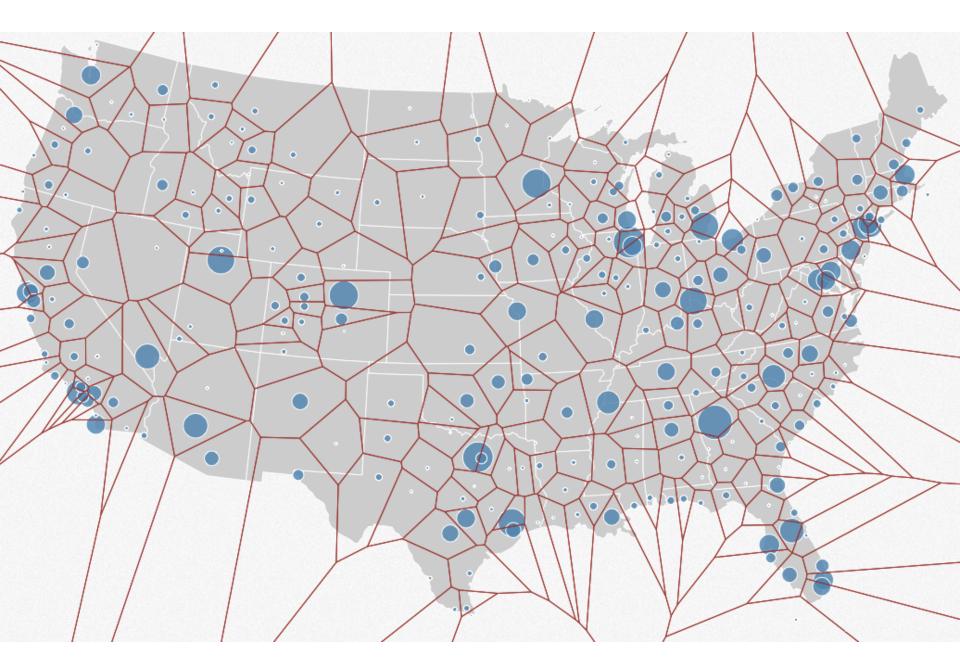
Selection

#### **Basic Selection Methods**

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







#### **Basic Selection Methods**

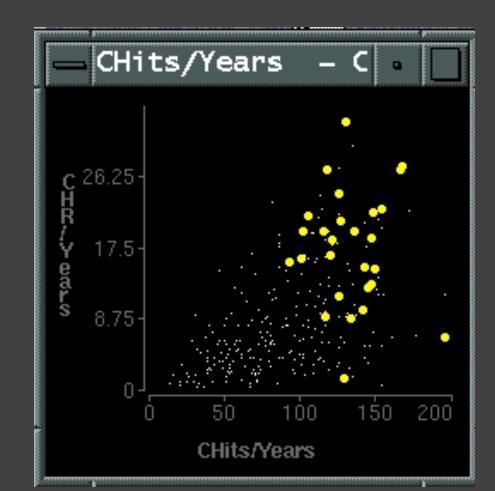
**Point Selection** Mouse Hover / Click Touch / Tap Select Nearby Element (e.g., Bubble Cursor) **Region Selection** Rubber-band (rectangular) or Lasso (freehand)

Area cursors ("brushes")

# Brushing & Linking

### Brushing

#### Direct attention to a subset of data [Wills 95]



## **Brushing & Linking**

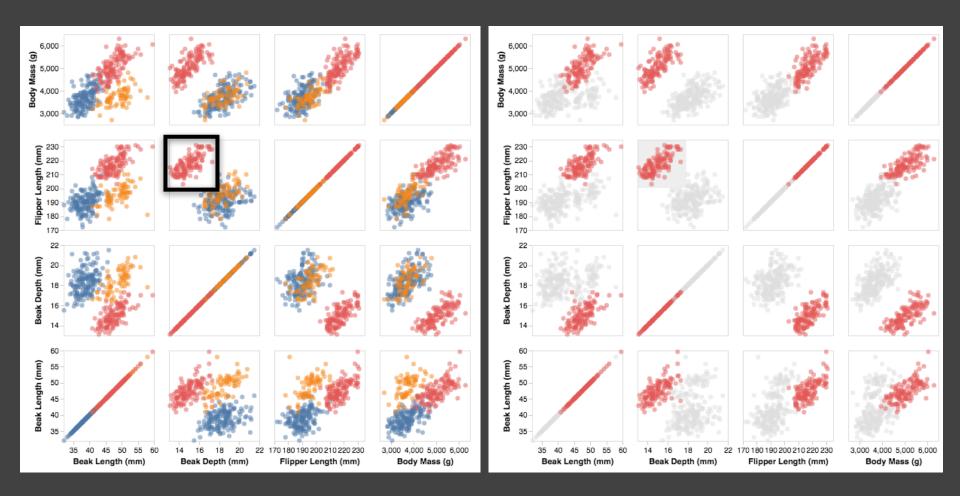
Select ("**brush**") a subset of data See selected data in other views

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

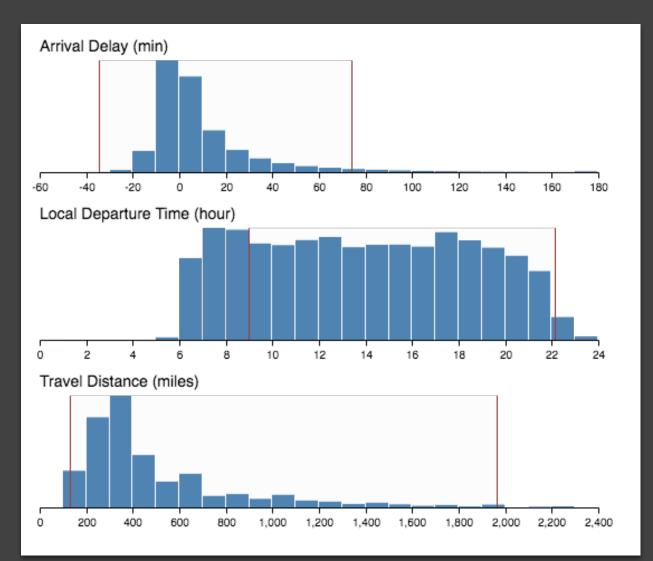


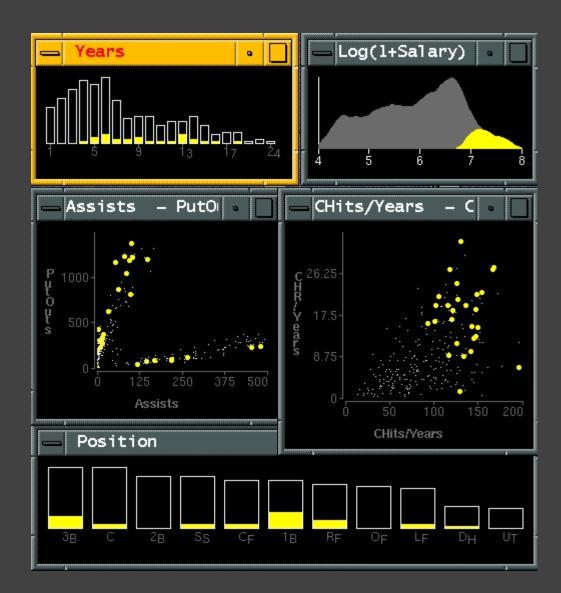
#### Brushing Scatterplots, Becker & Cleveland 1982

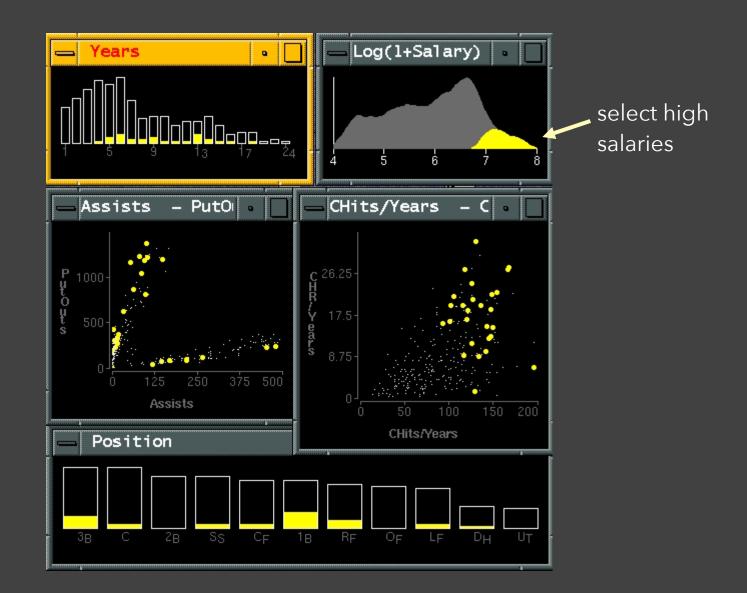
#### **Brushing Scatterplots**



### **Cross-Filtering**



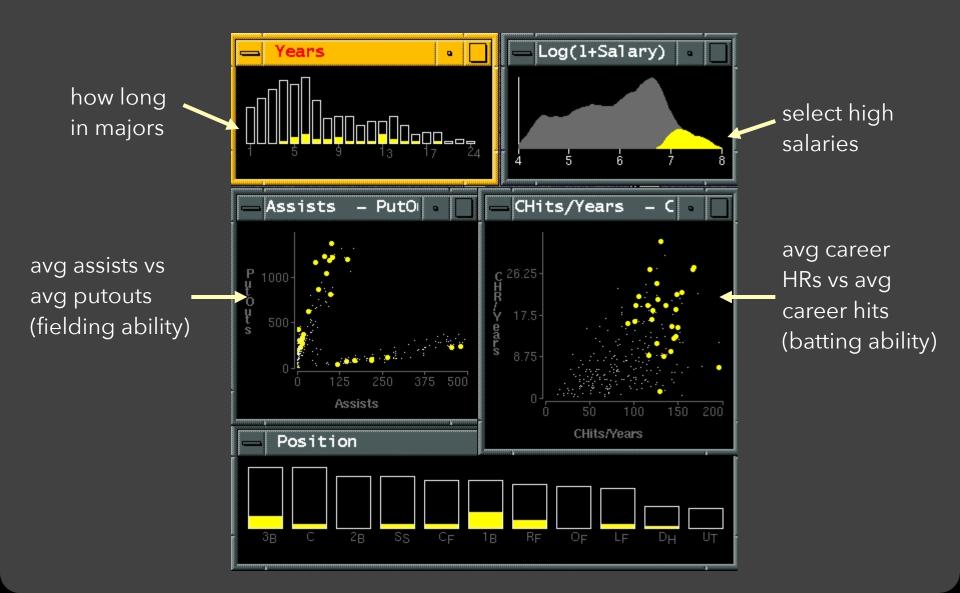


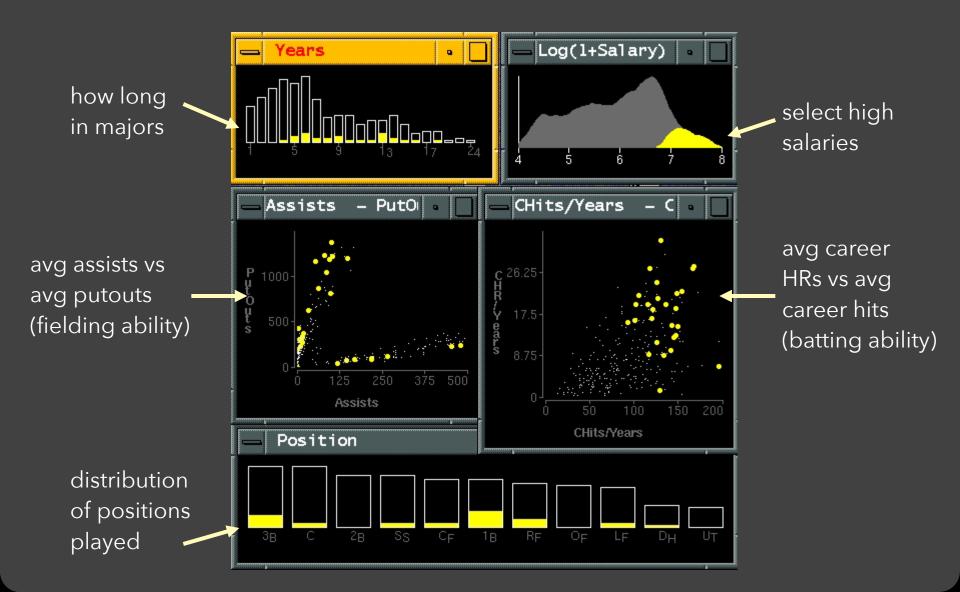




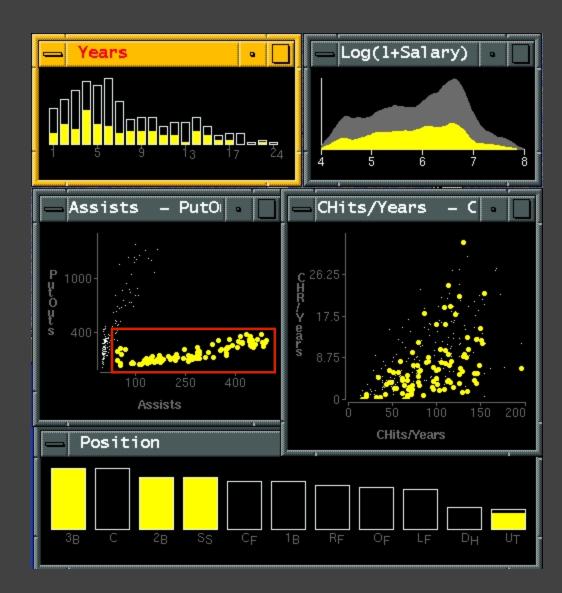
how long in majors







#### Linking Assists to Positions



## **Dynamic Queries**

### **Query & Results**

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

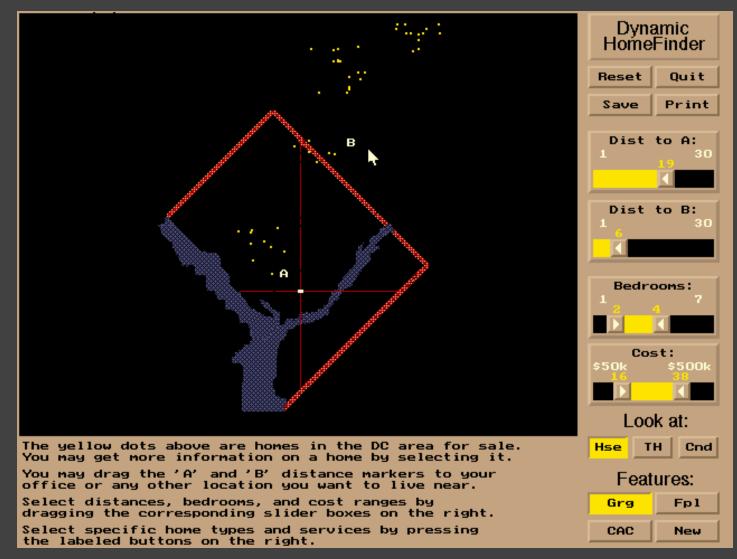
**ORDER BY price** 

|          |          | 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, MD |

#### **Issues with Textual Queries**

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

### HomeFinder

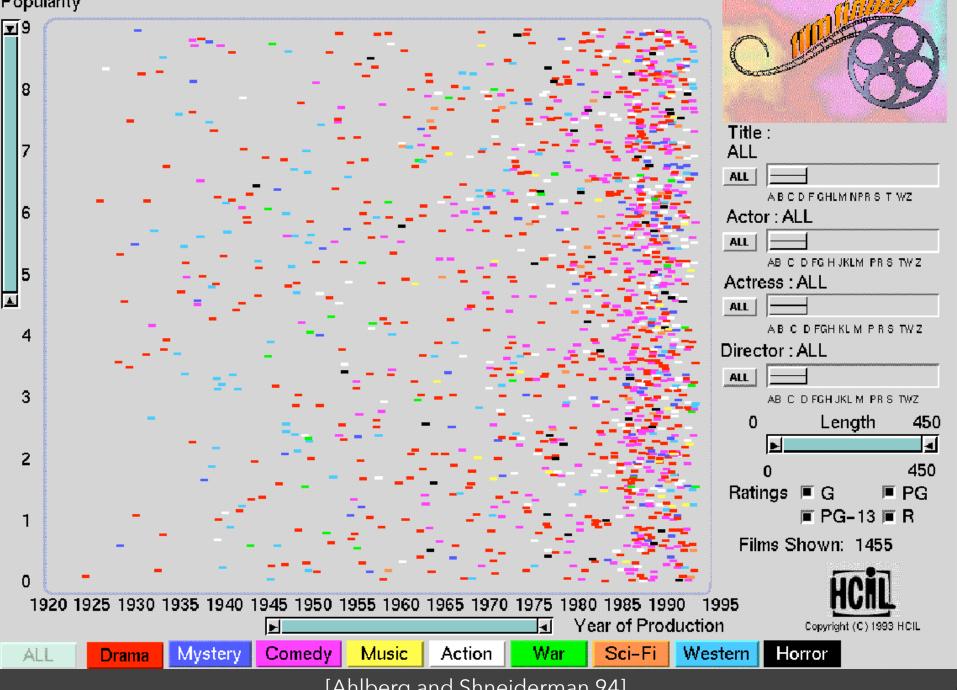


[Williamson and Shneiderman 92]

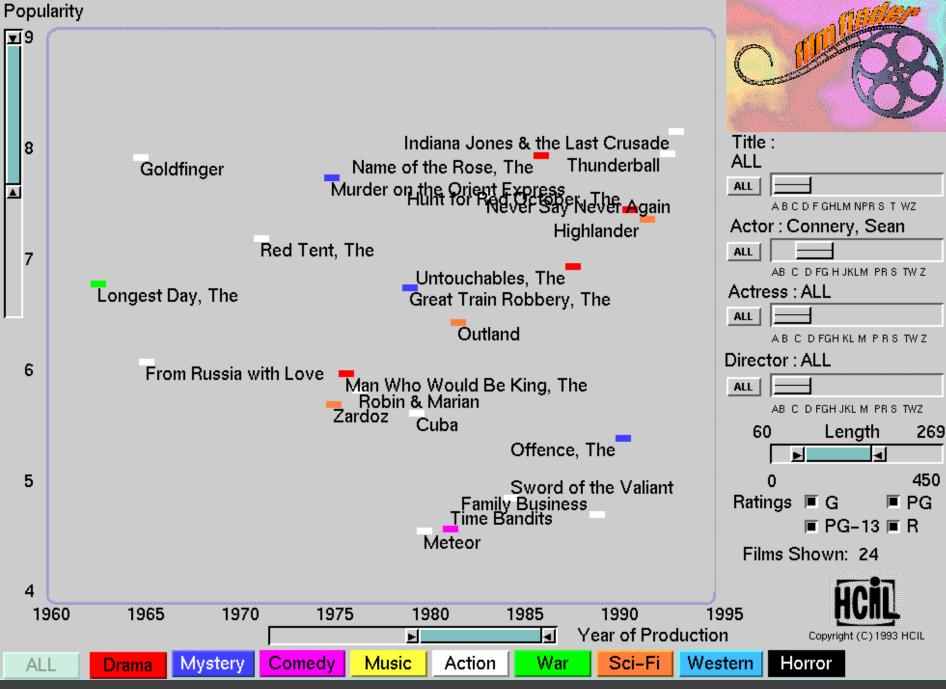
### **Direct Manipulation**

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





<sup>[</sup>Ahlberg and Shneiderman 94]



[Ahlberg and Shneiderman 94]

## Alphaslider (?)

## Title : Moonstruck

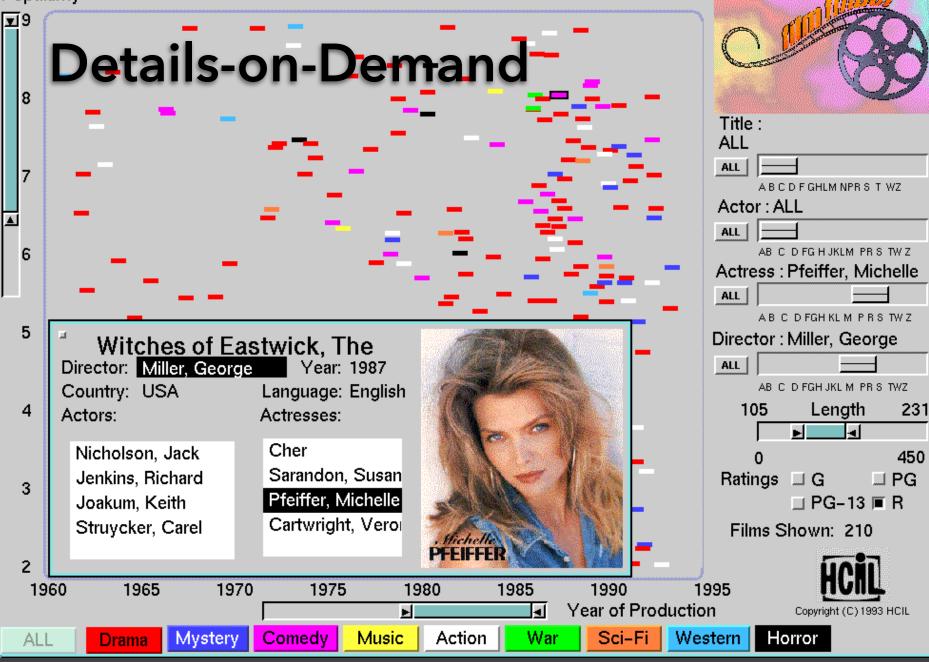




#### A B C D F GHLM NPR S T WZ

[Ahlberg and Shneiderman 94]

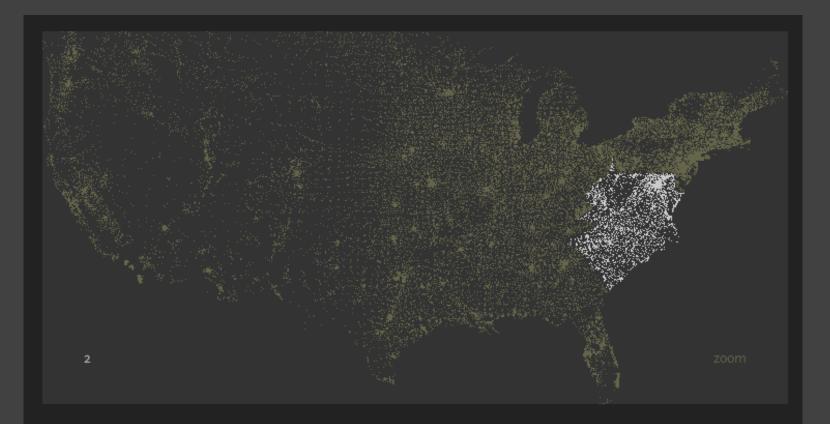
#### Popularity



[Ahlberg and Shneiderman 94]

# The Attribute Explorer

## Zipdecode [Fry 04]

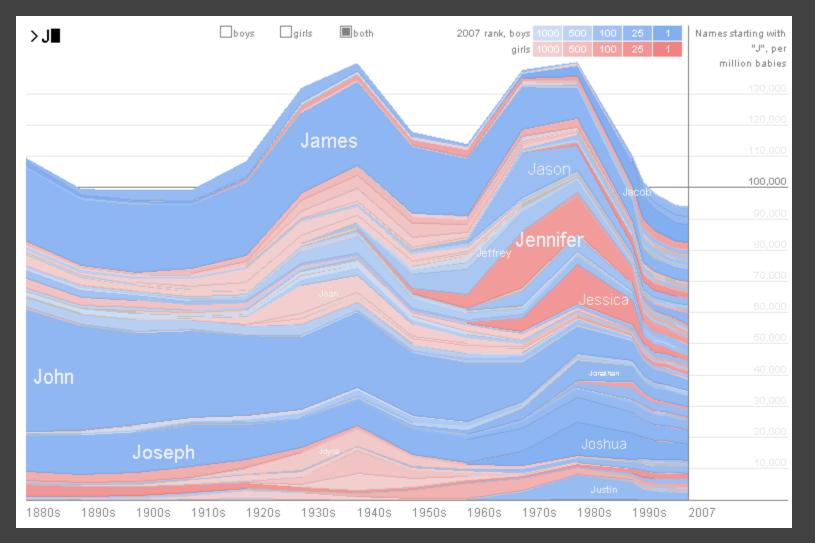


Hit the letter **z**, or click the word **zoom** to enable or disable zooming.

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

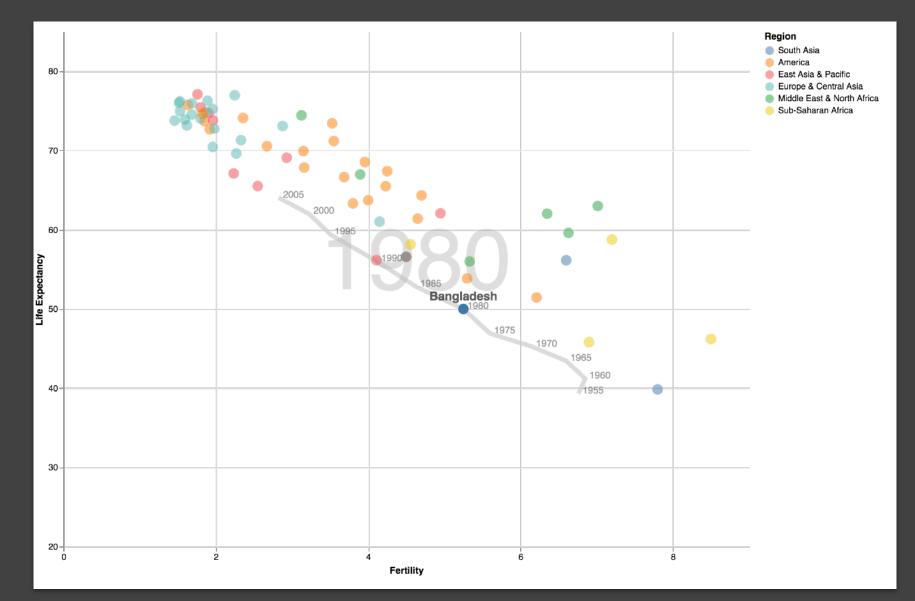
#### http://benfry.com/zipdecode/

### NameVoyager [Wattenberg 06]

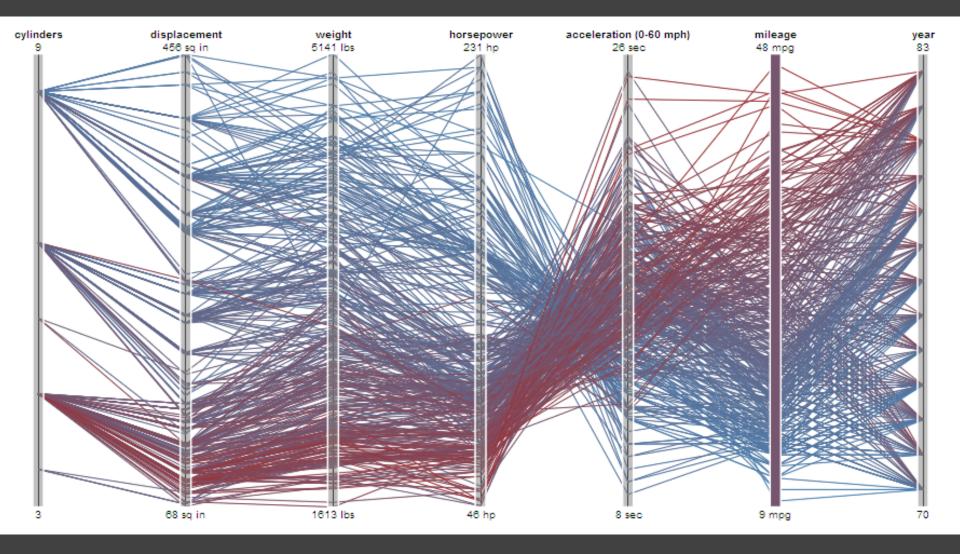


http://www.babynamewizard.com/voyager

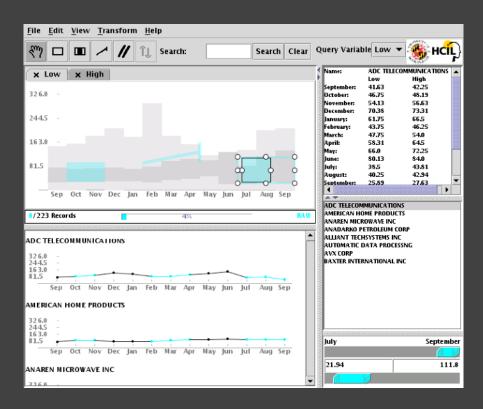
### **DimpVis** [Kondo 14]

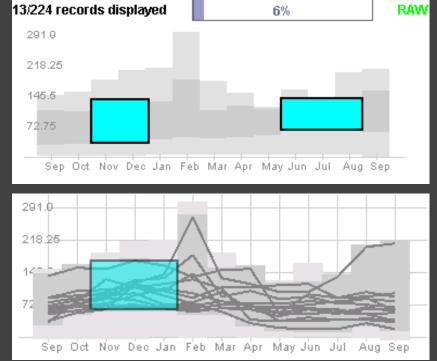


### Parallel Coordinates [Inselberg]

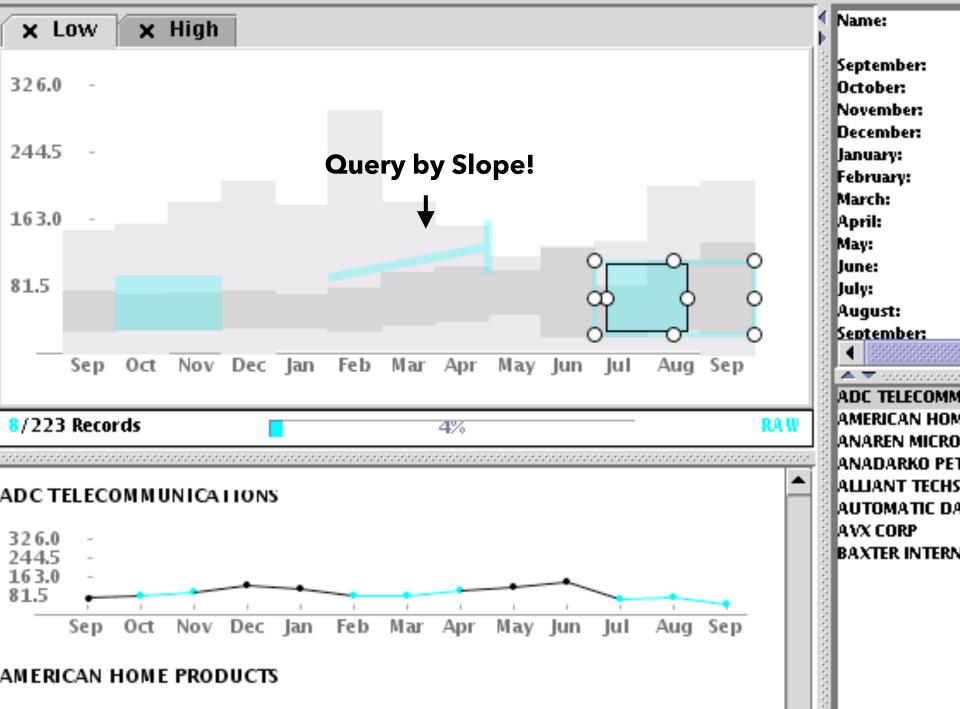


### **TimeSearcher** [Hocheiser 02]

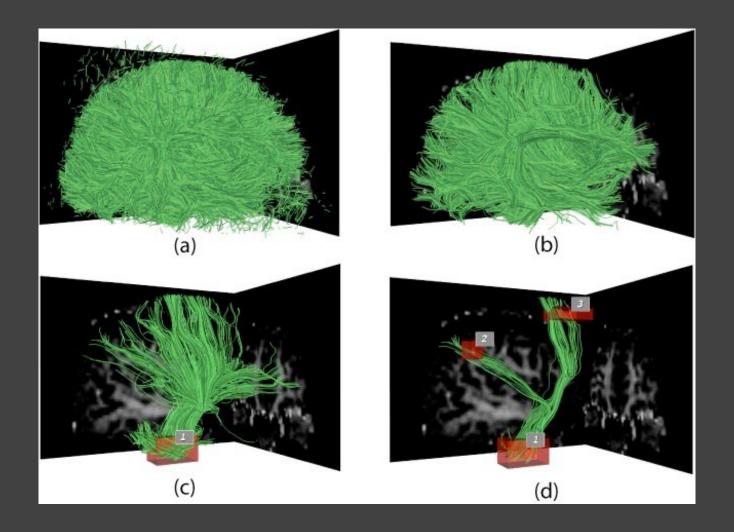




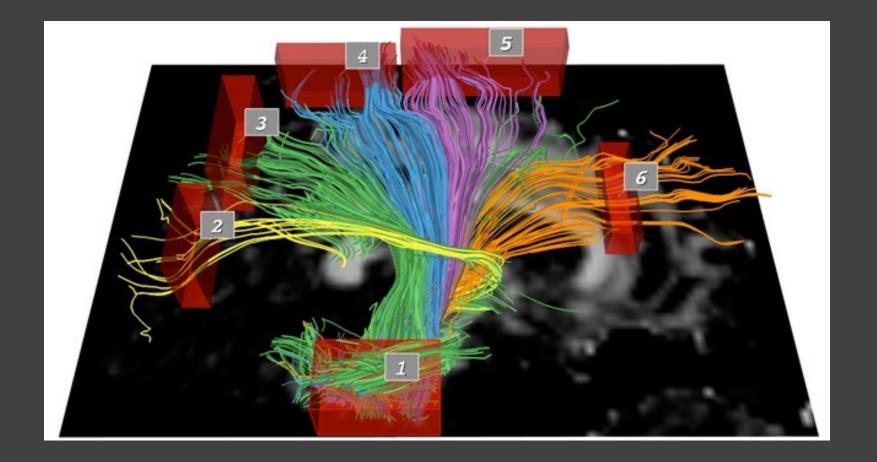
Builds on Wattenberg's [2001] idea for sketch-based queries of time-series data.



### 3D Dynamic Queries [Akers 04]



### 3D Dynamic Queries [Akers 04]



### Pros & Cons

### Pros

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

### Pros & Cons

### Pros

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

### Cons

Simple queries

Lots of controls

Amount of data shown limited by screen space

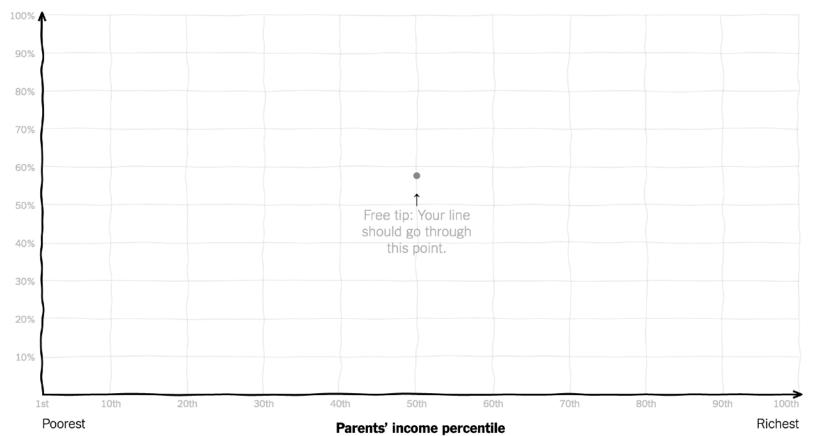
Who would use these kinds of tools?

# **Prompting Reflection**

### You Draw It [Aisch et al. '15]

#### Draw your line on the chart below

#### Percent of children who attended college



## Summary

Most visualizations are interactive Even passive media elicit interactions

**Good visualizations are task dependent** Pick the right interaction technique Consider the semantics of the data domain

**Fundamental interaction techniques** Selection / Annotation, Sorting, Navigation, Brushing & Linking, Dynamic Queries

# Administrivia

### **A2: Deceptive Visualization**

Design **two** static visualizations for a dataset: 1. An earnest visualization that faithfully conveys the data 2. A deceptive visualization that tries to mislead viewers Your two visualizations may address different questions. Try to design a deceptive visualization that appears to be earnest: can you trick your classmates and course staff? You are free to choose your own dataset, but we have also provided some preselected datasets for you. Submit two images and a brief write-up on Canvas.

Due by **Wed 1/26 11:59pm**.

### **A2 Peer Reviews**

On Thursday 10/21 you will be assigned two peer A2 submissions to review. For each:

- Try to determine which is earnest and which is deceptive
- Share a rationale for how you made this determination
- Share feedback using the "I Like / I Wish / What If" rubric

Assigned reviews will be posted on the A2 Peer Review page on Canvas, along with a link to a Google Form. You should submit two forms: one for each A2 peer review.

#### Due by Mon 1/31 11:59pm.

# I Like... / I Wish... / What If?

#### I LIKE...

Praise for design ideas and/or well-executed implementation details. *Example: "I like the navigation through time via the slider; the patterns observed as one moves forward are compelling!"* 

#### I WISH...

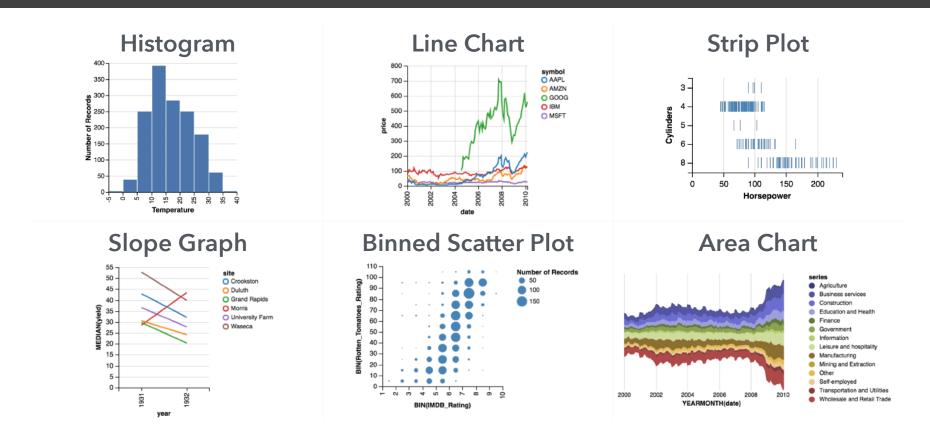
Constructive statements on how the design might be improved or further refined. *Example: "I wish moving the slider caused the visualization to update immediately, rather than the current lag."* 

#### WHAT IF?

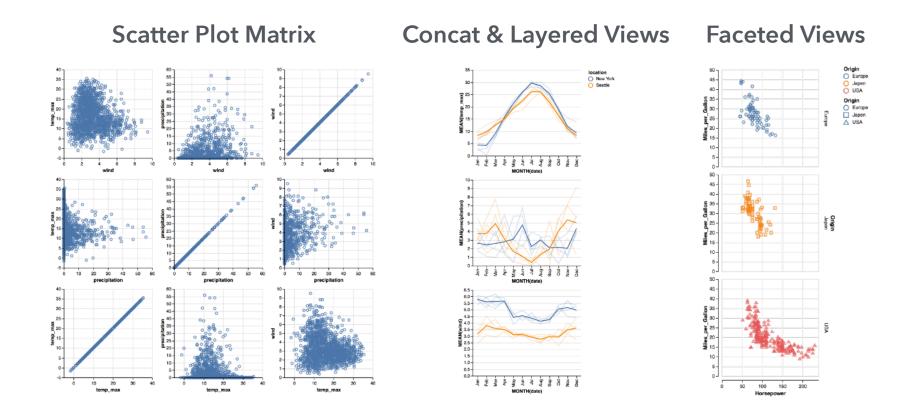
Suggest alternative design directions, or even wacky half-baked ideas. Example: "What if we got rid of the slider and enabled direct manipulation navigation by dragging data points directly?"

# An Interaction Grammar (Vega-Lite Selections)

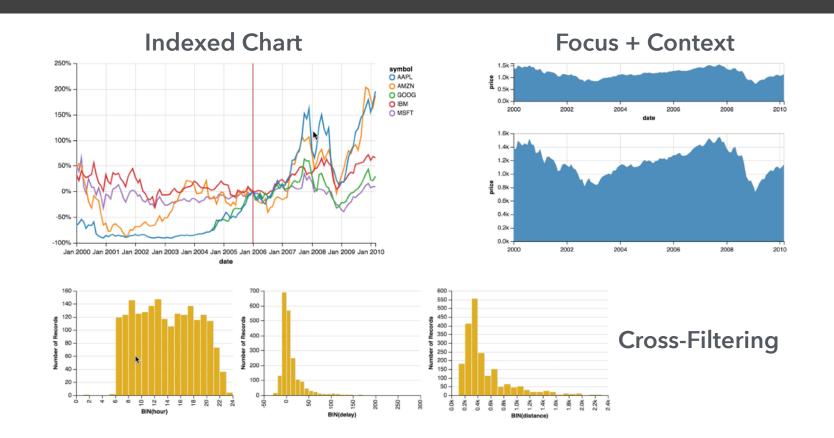
Satyanarayan, Moritz, Wongsuphasawat, Heer. TVCG'17



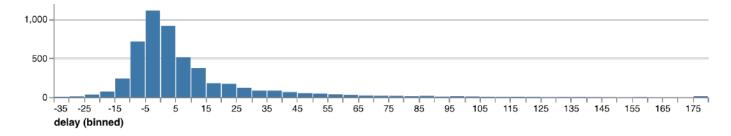
### **Vega-Lite: A Grammar of Graphics**

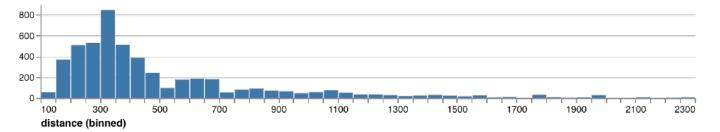


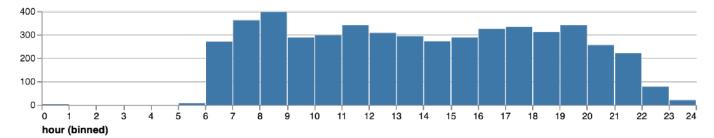
### Vega-Lite: A Grammar of Multi-View Graphics

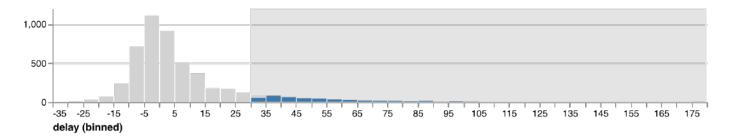


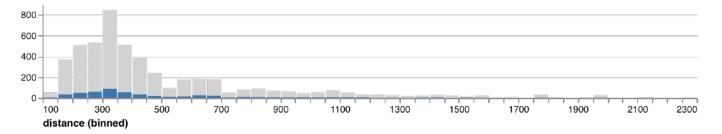
### Vega-Lite: A Grammar of Interactive Graphics

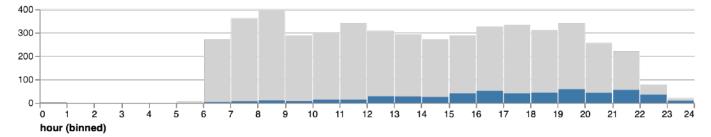




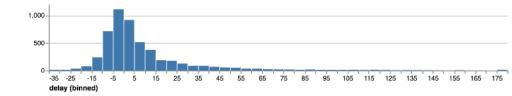




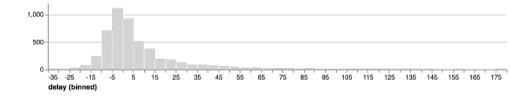




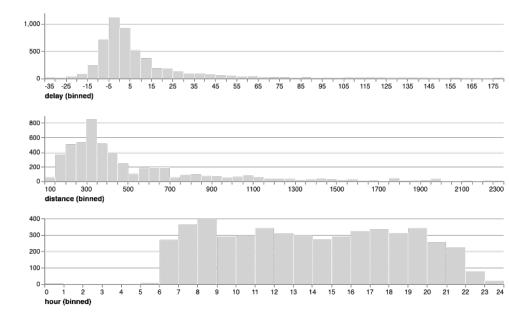
markBar().encode(
 x().fieldQ('delay').bin(true),
 y().count()
).data('data/flights.json')



markBar().encode(
 x().fieldQ('delay').bin(true),
 y().count(),
 color().value('lightgrey')
).data('data/flights.json')



```
markBar().encode(
    x().fieldQ(repeat('row').bin(true),
    y().count(),
    color().value('lightgrey')
)
.repeat({
    row: ['delay', 'distance', 'hour']
  })
.data('data/flights.json')
```



#### layer(

```
markBar().encode(
                                                            1,000
     x().fieldQ(repeat('row')).bin(true), ....
     y().count(),
                                                                                                         115 125
                                                                                                               135 145 155 165 175
                                                               -35 -25
                                                                    -15
                                                                       -5
                                                                          5
                                                                             15
                                                                               25
                                                                                        55
                                                                                           65
                                                                                                 85
                                                                                                      105
     color().value('lightgrey')
                                                               delay (binned)
  ),
                                                             800
                                                             600
  markBar().encode(
                                                             400
     x().fieldQ(repeat('row')).bin(true),
                                                             200
                                                                    300
                                                                         500
                                                                               700
                                                                                          1100
                                                                                                1300
                                                                                                     1500
                                                                                                           1700
                                                                                                                 1900
                                                                                                                      2100
                                                                                                                           2300
                                                               100
                                                                                     900
      y().count()
                                                               distance (binned)
                                                             400
                                                             300
)
                                                             200
                                                             100
.repeat({
                                                                              6 7
                                                                                   8 9
                                                                                        10 11 12 13 14 15 16 17 18 19
                                                                                                                  20 21
   row: ['delay', 'distance', 'hour']
                                                               hour (binned)
})
.data('data/flights.json')
```

#### brush = selectInterval().encodings('x')

```
layer(
                                                          1,000
  markBar().encode(
                                                           500
     x().fieldQ(repeat('row')).bin(true)
                                                                                                               145 155
                                                             -35
                                                               -25
                                                                  -15
                                                                     -5
                                                                           15
                                                                                      55
                                                                                                    105
                                                                                                      115
                                                                                                         125
                                                                                                            135
                                                                                                                    165
     y().count(),
                                                             delay (binned)
     color().value('lightgrey')
                                                           800
                                                           600
  ).params(brush),
                                                           400
                                                           200
  markBar().encode(
                                                                  300
                                                                       500
                                                                                             1300
                                                                             700
                                                                                        1100
                                                                                                   1500
                                                                                                        1700
                                                                                                                   2100
                                                                                                                       2300
                                                             100
                                                                                  900
                                                                                                              1900
     x().fieldQ(repeat('row')).bin(true),
                                                             distance (binned)
     y().count()
                                                           400
                                                           300
                                                           200
                                                           100
                                                             0
                                                                         5
                                                                            6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21
.repeat({
                                                             hour (binned)
   row: ['delay', 'distance', 'hour']
})
.data('data/flights.json')
```

brush = selectInterval.encodings('x')



brush = selectInterval.encodings('x')



#### Multi-view interactive graphics in ~10 lines of code

### What constitutes a selection?

Input handlers: click, shift-click, drag, zoom, ... Bindings

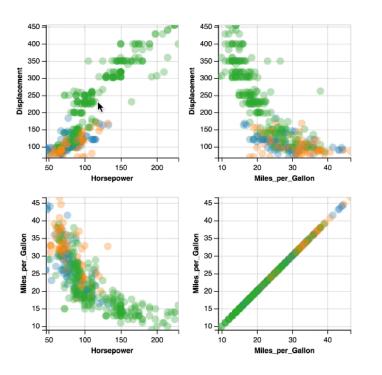
- Inputs: interactive brush, query widgets
- Axis scales: pan / zoom a scale domain
- Legends: interactive selection

Scale inversion: visual space → data space Predicate: test if a data record is selected

A selection can then *parameterize* data transformations and visual encodings.

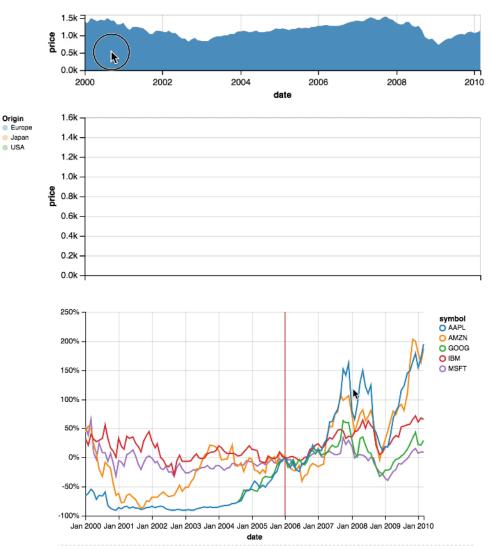
### Selections

## Selections *invert* scales and *parameterize* graphics



Bind selection to scale domains: Synchronized Pan & Zoom!

#### Overview + Detail



Parameterized Transformations