## CSE 442 - Data Visualization

## Interaction



Jeffrey Heer University of Washington
[There is an] apparent challenge that computational artifacts pose to the longstanding distinction between the physical and the social, in the special sense of those things that one designs, builds, and uses, on the one hand, and those things with which one communicates, on the other.
"Interaction"- in a sense previously reserved for describing a uniquely interpersonal activity - seems appropriately to characterize what goes on between people and certain machines as well.

Lucy Suchman, Plans and Situated Actions

## Interaction between people and

 machines requires mutual intelligibility or shared understanding.
## Gulfs of Execution \& Evaluation

## Gulfs



Conceptual model
Real world

## Execution

## Gulf of Execution

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

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

## Gulf of Evaluation

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

## Gulf of Evaluation

## Gulf

Conceptual model: $x, y$ related?

Real world:

## Evaluation

| $\mathbf{X}$ | $\mathbf{Y}$ |
| :---: | :---: |
| 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 of Evaluation

## Gulf

Conceptual model: $\mathrm{x}, \mathrm{y}$ related?


Real world:


## Gulf of Evaluation

## Gulf



Conceptual model:
Real world: $\mathrm{x}, \mathrm{y}$ correlated?

## Gulf of Execution

## Gulf

Conceptual model:
Draw a scatterplot


Real world
Move 9030
Rotate 35
Pen down

## Gulf of Execution

## Gulf

Conceptual model:
Draw a scatterplot


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

## Gulf of Execution

## Gulf

Conceptual model:
Draw a scatterplot


Real world


## Gulf of Execution

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.

## Interaction Techniques

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

## Taxonomy of Interactions

## Taxonomy of Interactions

Data and View Specification
Visualize, Filter, Sort, Derive



```
O Tableau - Book
```




```
# Quantity
# Sales
\oplus Latitude (generated)
\oplus(Longitude (generated)
=# Number of Records
# Measure Values
```

```
Office Supplies
\(\square\) Furniture
```

O- Tableau - Book1

```


```

Ratio

# Quantity

# Sales

\oplus Latitude (generated)
\oplus([) Longitude (generated)
=\# Number of Records

# Measure Values

Office Supplies
Furniture

```

\section*{© Data Source}
```

Sheet 1
直 甶 胡



| ili Columns | $\pm$ Category | $\equiv$ SUM(Sales) | SUM(Profit) |
| :--- | :--- | :--- | :--- |
| \# Rows | Region | Segment |  |



## Taxonomy of Interactions

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View Manipulation
Select, Navigate, Coordinate, Organize



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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


## Taxonomy of Interactions

Data and View Specification
Visualize, Filter, Sort, Derive
View Manipulation
Select, Navigate, Coordinate, Organize
Process and Provenance
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## EXAMPLE: Bertin's Hotel Data

| $\checkmark$ | F | M | A | M | $J$ | $\checkmark$ | A | S | 0 | N | D |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 26 | 21 | 26 | 28 | 20 | 20 | 20 | 20 | 20 | 40 | 15 | 40 |  | \%CLIENTELE FEMALE |
| 69 | 70 | 77 | 71 | 37 | 36 | 39 | 39 | 55 | 60 | 68 | 72 |  | 2 \% -" - LOCAL |
| 7 | 6 | 3 | 6 | 23 | 14 | 19 | 14 | 9 | 6 | 8 | 8 |  | $3 \%-1$ - U.S.A. |
| 0 | c | 0 | 0 | 8 | 6 | 6 | 4 | 2 | 12 | 0 | 0 | 4 | \% - - - SOUTH AMERIC |
| 20 | 15 | 14 | 15 | 23 | 27 | 22 | 30 | 27 | 19 | 19 | 17 |  | \% -"- 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 |  | $7 \%$ - 1 - ASIA |
| 78 | 80 | 85 | 86 | 85 | 87 | 70 | 76 | 87 | 85 | 87 | 80 | 8 | 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 | 1 \% AGENCY |
| 10 | 12 | 6 | 9 | 4 | 5 | 7 | 6 | 6 | 5 | 15 | 10 | 12 | 2 \% AIR CREWS |
| 2 | 2 | 4 | 2 | 2 | 1 | 1 | 2 | 2 | 4 | 2 | 5 | 13 | 3 \% CLIENTS UNDER 20 YEARS |
| 25 | 27 | 37 | 35 | 25 | 25 | 27 | 28 | 24 | 30 | 24 | 30 | 14 | \% - 11 - 20-35 - 11 - |
| 48 | 49 | 42 | 48 | 54 | 55 | 53 | 51 | 55 | 46 | 55 | 43 | 15 | \% - ! - 35-55-"1 |
| 25 | 22 | 17 | 15 | 19 | 19 | 19 | 19 | 19 | 20 | 19 | 22 | 16 | \% - " - MORE THAN $55-11$ |
| 163 | 167 | 166 | 174 | 152 | 155 | 145 | 170 | 157 | 174 | 165 | 156 | 17 | 7 PRICE OF ROOMS |
| 1.65 | 1.71 | 1.65 | 1.91 | 1.90 | 2. | 1.54 | 1.60 | 1.73 | 1.82 | 1.66 | 144 | 18 | 8 LENGTH OF STAY |
| 67 | 82 | 70 | 83 | 74 | 77 | 56 | 62 | 90 | 92 | 78 | 55 | 19 | \% OCCUPANCY |
|  |  |  | $\times$ | $\times$ | $\times$ |  |  | $\times$ | $\times$ | $\times$ | $\times$ | 120 | - CONVENTIONS |

[Graphics and Graphic Information Processing, Bertin 81]

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[Graphics and Graphic Information Processing, Bertin 81]

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JFMAMJ JAS OND J FMAMJ JASOND


[Graphics and Graphic Information Processing, Bertin 81]


[Graphics and Graphic Information Processing, Bertin 81]

[Graphics and Graphic Information Processing, Bertin 81]

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



PRIM-9, Tukey, Fisherkeller, Friedman 1972
L. $\prod_{i}^{i}$
L.

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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



## Baseball Statistics [Wills 95]



## Baseball Statistics [Wills 95]



## Baseball Statistics [Wills 95]



## Baseball Statistics [Wills 95]



## Baseball Statistics [Wills 95]


avg assists vs avg putouts (fielding ability)

avg career HRs vs avg career hits (batting ability)

## Baseball Statistics [Wills 95]



## Linking Assists to Positions



## Dynamic Queries

## Query \& Results

## SELECT house FROM seattle_homes

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

## Dunamic Browser : DC Home Finder

| IaN | Duelling | Address | city |
| :---: | :---: | :---: | :---: |
| 2 | House | $5256 \mathrm{~s} . \mathrm{Canitol} \mathrm{st}$ | Beltsuille, MD |
| 4 | House | 5536 S. Lincoln St. | Beltsville, MD |
| 5 | House | 5165 Jones \$treet | Beltsuille, MD |
| 8 | House | 5007 Jones Street | Beltsuille, MD |
| 9 | House | 4872 Jones street | Beltsuille, MD |
| 17 | House | 5408 s. Capitol st. | Beltsuille. MD |
| 20 | House | 5496 S. Canitol st. | Beltsuille, MD |
| 85 | Condo | 5459 \$. Lincoln \$t. | Laurel, MD |
| 86 | Condo | 5051 S. Lincoln St. | Laurel, MD |
| 88 | Condo | 5159 Hamilton Street | Laure1, MD |
| 92 | Condo | 5132 Hamilton Street | Laure1, MD |
| 93 | Condo | 5221 S. Lincoln st. | Laure 1, MD |
| 94 | Concto | 5043 s. Lincoln st. | Laure1, MD |
| 95 | Condo | 4970 Jones Street | Laurel, MD |
| 97 | Condo | 4677 Jones \$treet | Laurel, MD |
| 98 | Concto | 4896 S . Capitol St. | Laure1, MD |
| 99 | Condo | 5048 s . Capitol st. | Laurel, MD |
| 100 | Condo | 4597 3ist street | Laure 1, MD |
| 101 | Concto | 5306 s. Lincoln st. | Leure1, MD |
| 103 | Condo | 5562 Glass Poad | Laurel, MD |
| 105 | Condo | S546 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

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


Title
ALL
ALL


Actor: ALL
ALL


Actress:ALL
ALL


Director: ALL


AB C D FGHJKLM PRS TWZ


Films Shown: 1455

ALL
Drama
Mystery
Mystery Comedy Music Action War Sci-Fi Western

Popularity

Highlander
Red Tent, The
Longest Day, The
Red Tent,
Untouchables, The
Great Train Robbery, The Outland From Russia with Love


$$
\begin{aligned}
& \text { Man Who Would Be King, The } \\
& \text { Robin \& Marian } \\
& \text { Zardoz Cuba }
\end{aligned}
$$

Offence, The
 Family Business Time Bandits
Meteor


$\qquad$

## Alphaslider (?)

## Title : Moonstruck



## ABCDFGHLM NPRST WZ

[Ahlberg and Shneiderman 94]

## Popularity


[Ahlberg and Shneiderman 94]

## - The Altortbute Explorer

## Zipdecode [Fry 04]


http://benfry.com/zipdecode/

## NameVoyager [Wattenberg 06]


http://www.babynamewizard.com/voyager

## DimpVis [Kondo 14]



## Parallel Coordinates [Inselberg]



## TimeSearcher [Hocheiser 02]



13/224 records displayed
6\%



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


Slope Graph


## Line Chart



Binned Scatter Plot


Strip Plot


Area Chart


## Vega-Lite: A Grammar of Graphics

Scatter Plot Matrix




Faceted Views


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

Indexed Chart



Focus + Context




Cross-Filtering

## Vega-Lite: A Grammar of Interactive Graphics

## Cross-Filtering in Vega-Lite





## Cross-Filtering in Vega-Lite





## Cross-Filtering in Vega-Lite

markBar().encode(<br>$x() . f i e l d Q(' d e l a y ') . b i n(t r u e)$,<br>$y()$. count ()<br>).data('data/flights.json')


day (binned)

## Cross-Filtering in Vega-Lite

markBar().encode(<br>$x() . f i e l d Q(' d e l a y ') . b i n(t r u e)$,<br>$y()$. count(),<br>color().value('lightgrey')<br>).data('data/flights.json')



## Cross-Filtering in Vega-Lite

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





## Cross-Filtering in Vega-Lite

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





## Cross-Filtering in Vega-Lite

```
brush = selectInterval().encodings('x')
layer(
    markBar().encode(
        x().fieldQ(repeat('row')).bin(true),
        y().count(),
        color().value('lightgrey')
    ).params(brush),
    markBar().encode(
        x().fieldQ(repeat('row')).bin(true),
        y().count()
    )
)
.repeat({
```





```
    row: ['delay', 'distance', 'hour']
})
.data('data/flights.json')
```


## Cross-Filtering in Vega-Lite

```
brush = selectInterval.encodings('x')
layer(
    markBar().encode(
        x().fieldQ(repeat('row')).bin(true),
        y().count(),
        color().value('lightgrey')
    ).params(brush),
    markBar().encode(
        x().fieldQ(repeat('row')).bin(true),
        y().count()
    ).transform(filter(brush))
)
.repeat({
```





```
    row: ['delay', 'distance', 'hour']
})
.data('data/flights.json')
```


## Cross-Filtering in Vega-Lite

```
brush = selectInterval.encodings('x')
layer(
    markBar().encode(
        x().fieldQ(repeat('row')).bin(true),
        y().count(),
        color().value('lightgrey')
    ).params(brush),
    markBar().encode(
        x().fieldQ(repeat('row')).bin(true),
        y().count()
    ).transform(filter(brush))
)
.repeat({
    row: ['delay', 'distance', 'hour']
})
.data('data/flights.json')
```


delay (binned)



## Multi-view interactive graphics in $\sim 10$ 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 $\rightarrow$ 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

