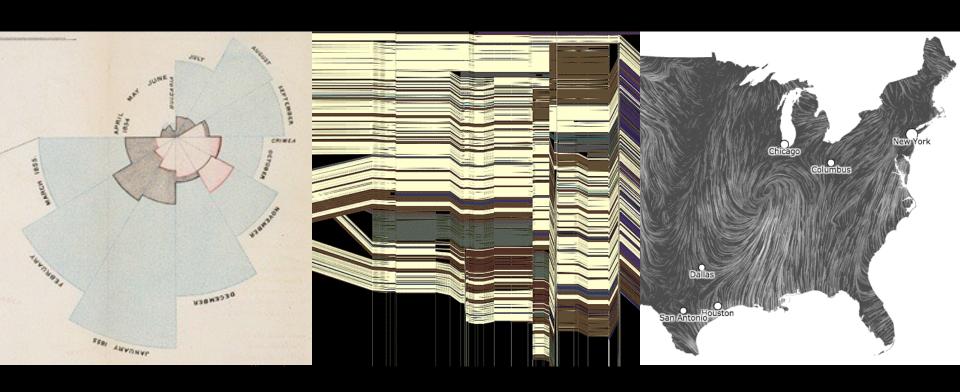
CSE 512 - Data Visualization

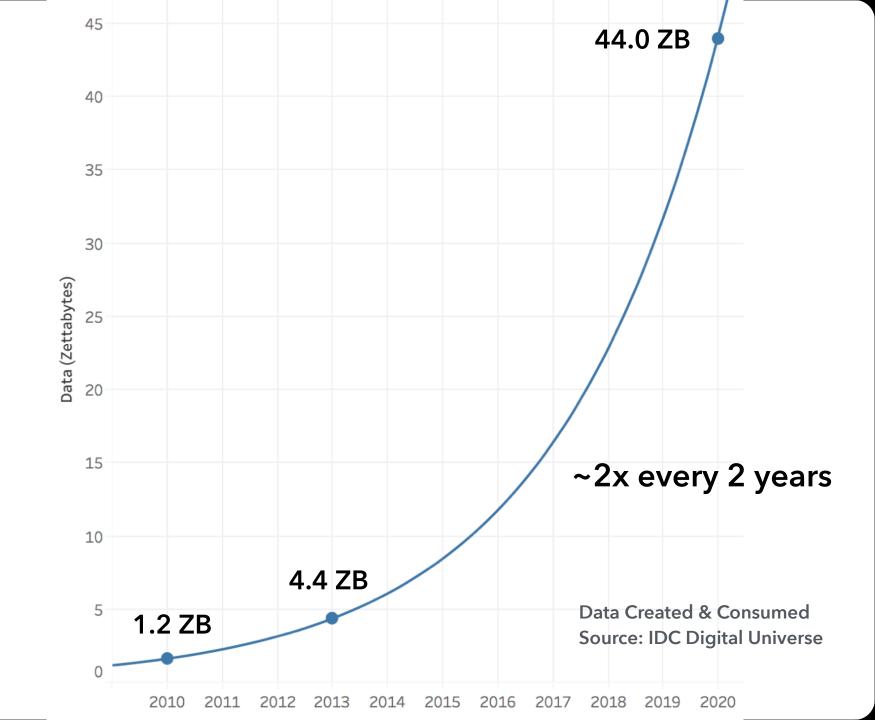
The Value of Visualization

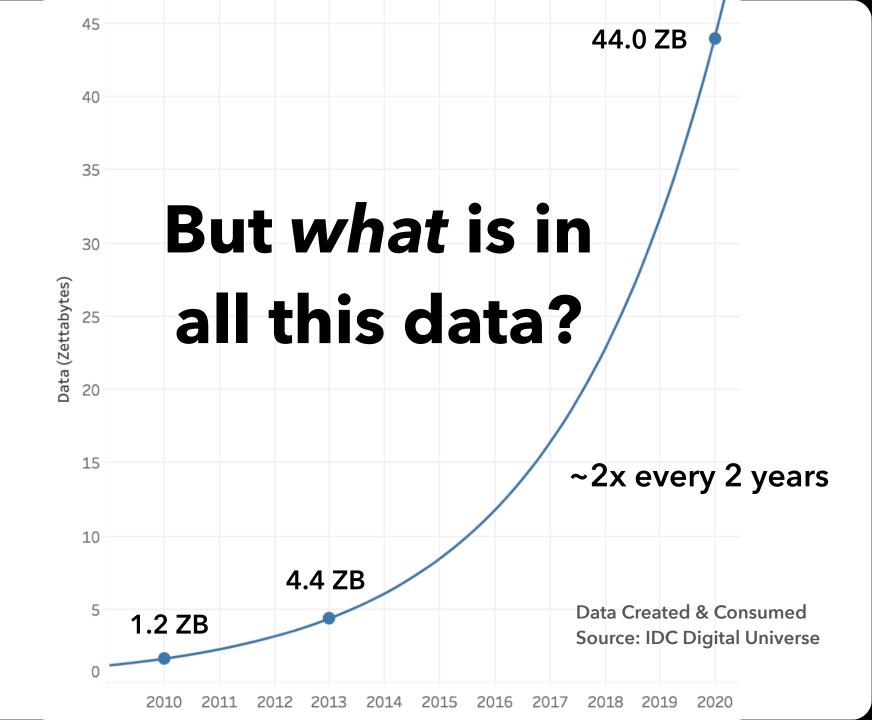


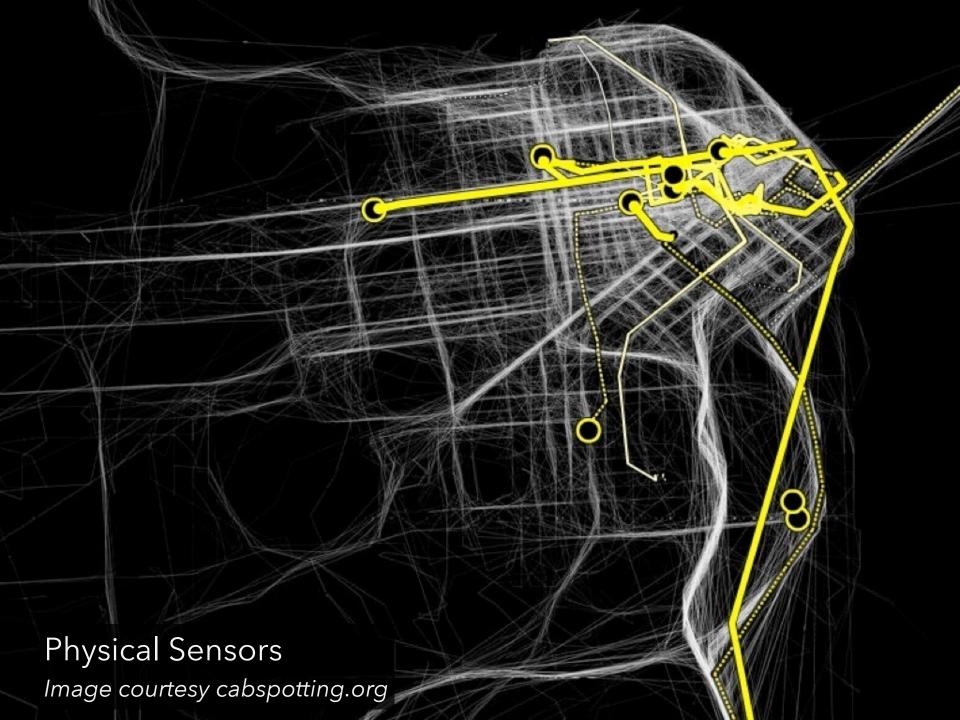
Jeffrey Heer University of Washington

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

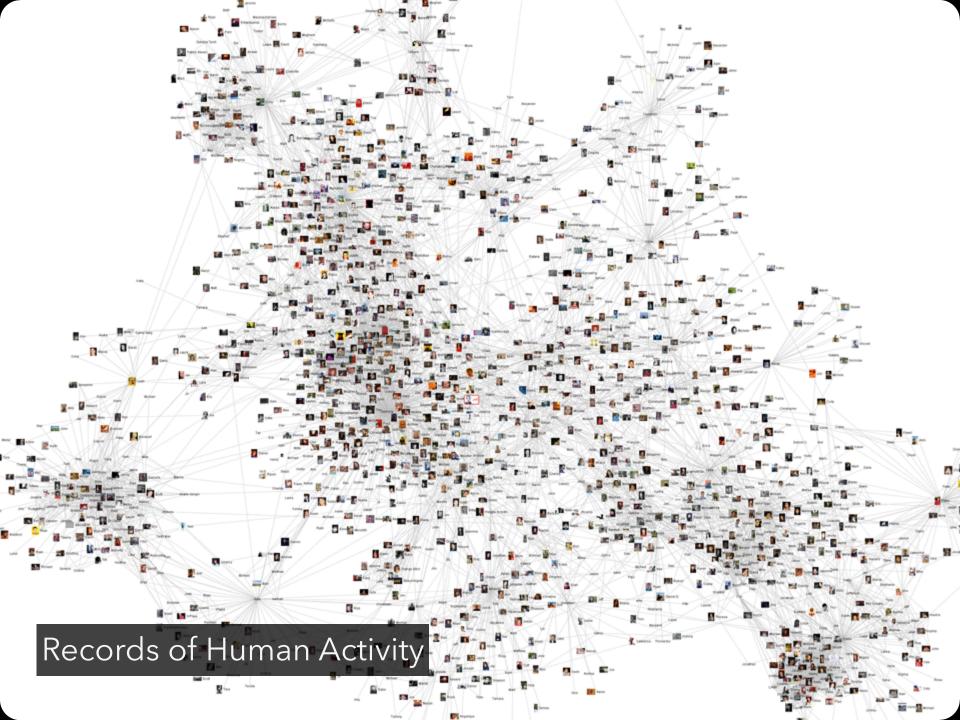
2010: 1,200 exabytes and exponential growth...











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 nettree 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





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









Psychology's Replication Crisis Can't Be Wished **Away**

It has a real and heartbreaking cost.

ED YONG | MAR 4, 2016 | SCIENCE







High potential for data abuse...

We move from data to information to knowledge to wisdom. And separating one from the other, being able to distinguish among and between them, that is, knowing the limitations and the danger of exercising one without the others, while respecting each category of intelligence, is generally what serious education is about.

Toni Morrison, American Novelist *The Source of Self Regard*, 2019

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]

\mathbf{C}	Λ
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Set B

Set C

Set D

Χ	Υ
10	8.04
8	6.95
13	7.58
9	8.81
11	8.33
14	9.96
6	7.24
4	4.26
12	10.84
7	4.82
5	5.68

Χ	Υ
10	9.14
8	8.14
13	8.74
9	8.77
11	9.26
14	8.1
6	6.13
4	3.1
12	9.11
7	7.26
5	4.74

X	Υ
8	6.58
8	5.76
8	7.71
8	8.84
8	8.47
8	7.04
8	5.25
19	12.5
8	5.56
8	7.91
8	6.89

Summary Statistics

$$u_x = 9.0 \ \sigma_x = 3.317 \ Y = 3 + 0.5 X$$

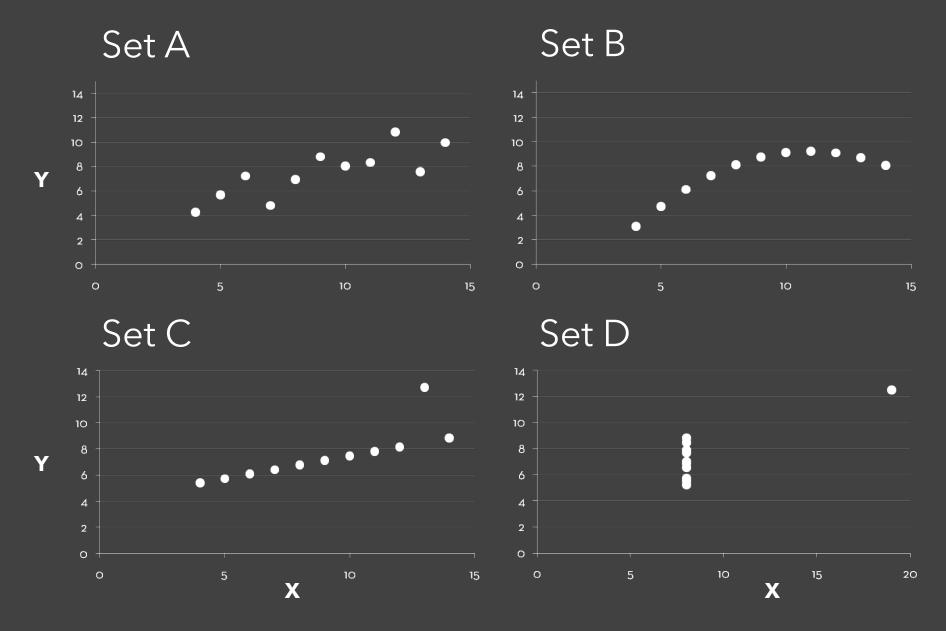
$$u_{y} = 7.5 \ \sigma_{y} = 2.03$$

Linear Regression

$$Y = 3 + 0.5 X$$

$$R^2 = 0.67$$

[Anscombe 1973]



[Anscombe 1973]



Therefore, over time, the types of orgahave traits better adapted to their envirtend to become the dominant ones in an environment, while organisms poorly adtheir environment will become extinct. Instruct sciention also provides for a mewhich life can systain itself over time. Sileng run, environments always change, successive generations did not develop which allowed them to survive and reprispecies would simply die out as their bio niches die out. Therefore, life is allowed ever-great spans of time, in the form of species. The central role of natural sele evalutionary theory has created a stronbetween that field and the study of acati

Genetic drift

senetic drift describes changes in gene hat cannot be ascribed to selective prerieg to the instead to events that are unrel sherited traits. This is especially import nating populations, which simply cannot mough effispring to maintain the same glistribution as the parental generation. It is seried to the same generations may result in some genes drom the population. Two separato populations with different penients of the same generations, "drift" by random fluctuation invergent populations with different generate there, "drift" by random fluctuation invergent populations with different generate there, was a present in one have been there, it might combinate to write by altering the gene frequency outs necessariants release impact, etc.) might combinate to write by altering the gene frequency outs necessaria.

velopment of evolutionary

is science has uncovered more and me formation about the basic operations o is genetics and molecular biology, their volution have changed. The general trees een not to overturn well-supported the uppliest them with more detailed and theore complex ones.

thile transmutation was accepted by a umber of scientists before 1553, it was obligation of Chartes Darmin's The Bri medies which provided the first cogent y which evolutionary change could gen yechanism of material selection. The god medies outlines the major steps of evolu-

otlowing the dawn of motionatar biology, lear that a major mechanism for variation govilation is the mutapenesti; of CNA. A omponent to evolutionary theory is the attacked programmer of the sufficient of the second fairly, but not earlier or sufficient to the second fairly, but not earlier are said to introduce genetic mutationer are said to introduce genetic mutationer are said to introduce genetic mutations with a tronger propersity to propagate, individuals with "good" mutations will have neutral mutations will have less of a cham accessful reproduction, and those carry neutral mutations will have neither an or a disadvantage. These definitions or environment remains stable. Considered of a single gaze, these variations y econoled represent different genetic allowing environmental change, alleles heir classification of good, bad, or neutral mutation one of the other categories. It arryping alleles fromely classified as a



Why Create Visualizations?

Why Create Visualizations?

Answer questions (or discover them)

Make decisions

See data in context

Expand memory

Support graphical calculation

Find patterns

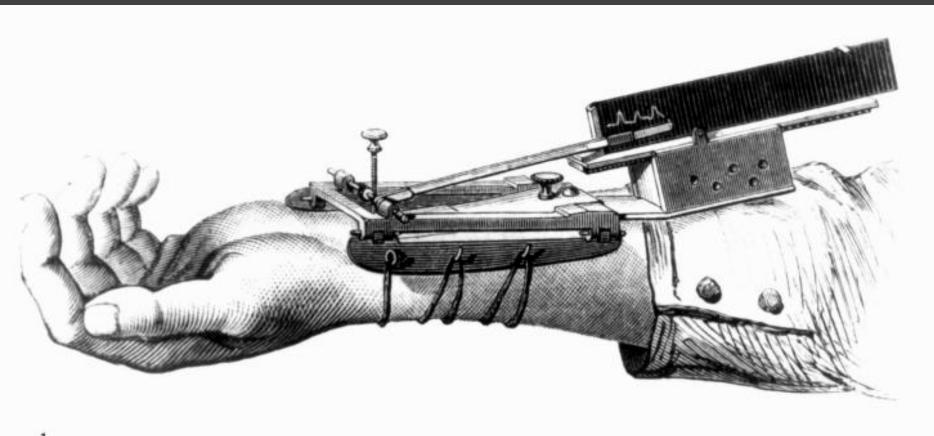
Present argument or tell a story

Inspire

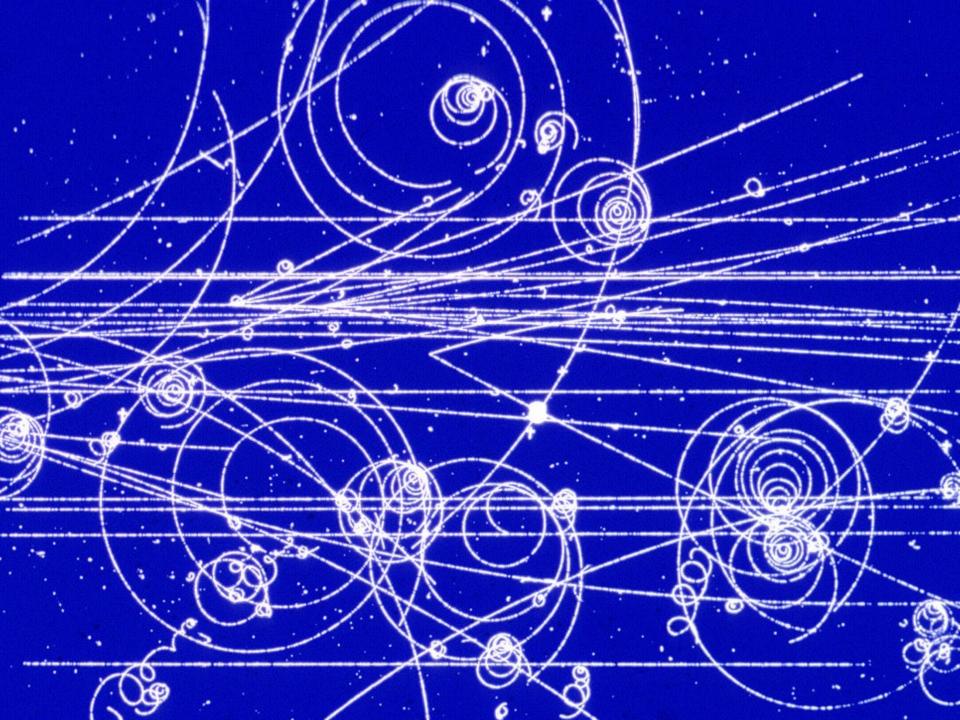
Record Information



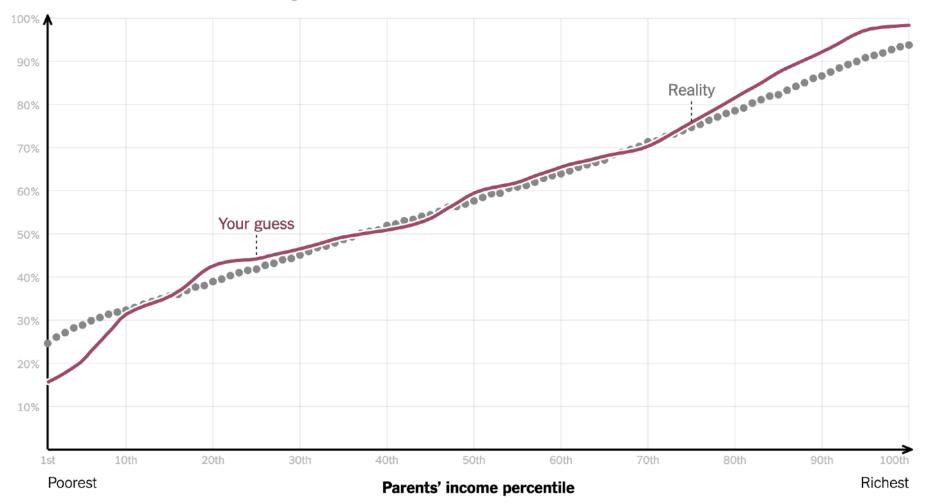
Gallop, Bay Horse "Daisy" [Muybridge]



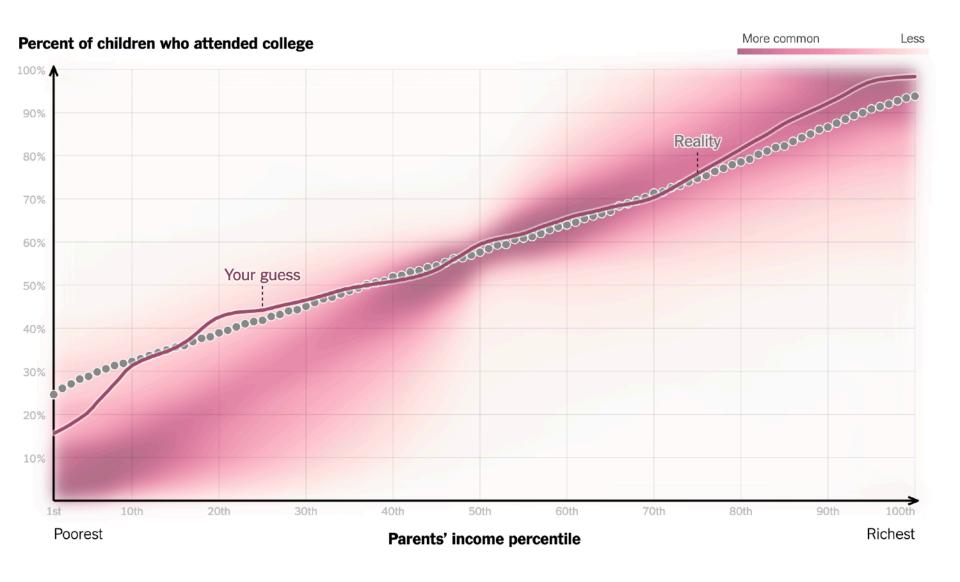
Marey's sphygmograph in use.
1860. La méthode graphique dans
les sciences expérimentales et
principalement en physiologie et en
médecine.



Percent of children who attended college



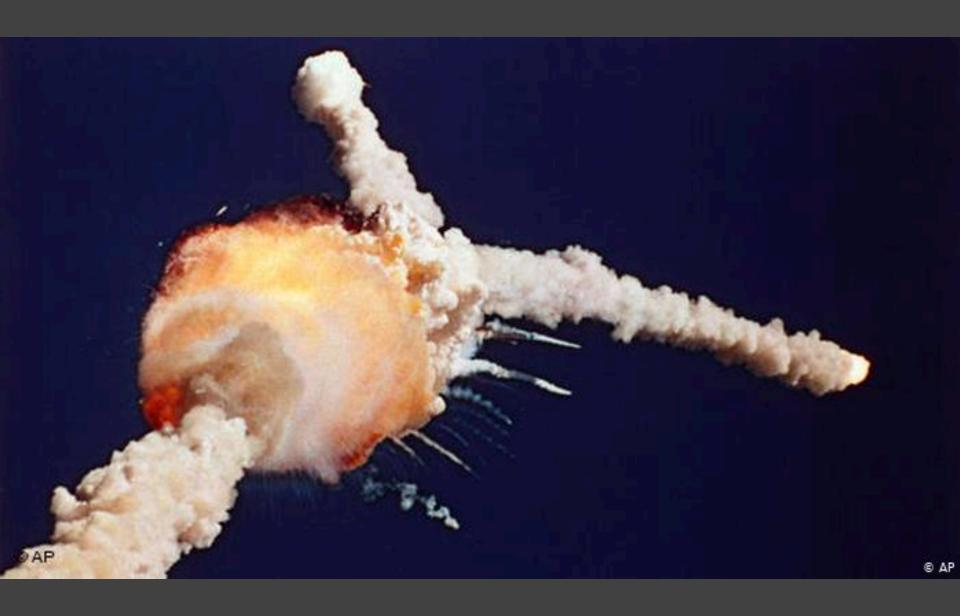
You Draw It: How Family Income Predicts Children's College Chances [New York Times, May 28, 2015]



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
-----------------------------	-----	-------	--------

2							
,		C	ross Sectional			View	
MAT MAT	SRM Mo.	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**	22A 22A 15A	None NONE 0.010	None NONE 154.0	0.280	None NONE 4.25	None NONE 5.25	36*66* 338*-18* 163
51C RH Center Field (prim)*** 51C RH Center Field (sec)***	15B 15B	0.038 None	130.0 45.0	0.280 0.280	12.50 None	58.75 29.50	354 354
41D RH Forward Field 41C LH Aft Field* 41B 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	275 351
المراح 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.

Clocking location of leak check port - 0 deg.

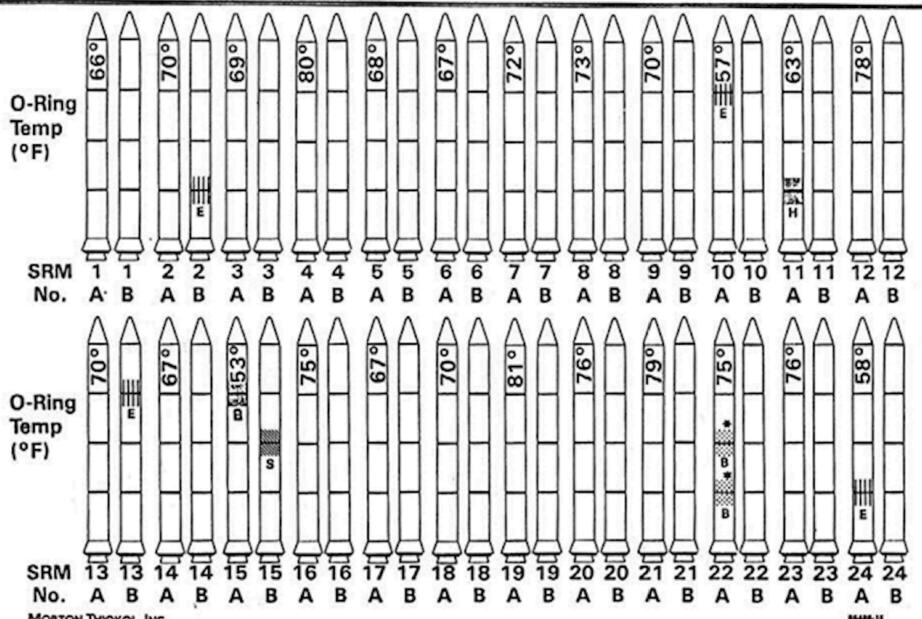
OTHER SRM-15 FIELD JOINTS HAD NO BLOWHOLES IN PUTTY AND NO SOOT NEAR OR BEYOND THE PRIMARY O-RING.

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 C		EMPERATURES
0 2 CASE JOINTS (80°), (110°) ARC	MOTOR	_mst	AMB	O-RING	WIND
O MUCH WORSE VISUALLY THAN SRM-22	Dm-+	68	36	47	10 mpH
	DM-2	76	45	52	10 mp4
SRM 12 BLOW-BY	Qm - 3	72.5	40	48	10 mpH
0 2 CASE JOINTS (30-40°)	Qm-4	76	48	51	10 mPH
	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

^{**}Soot behind primary O-ring.
***Soot behind primary O-ring, heat affected secondary O-ring.

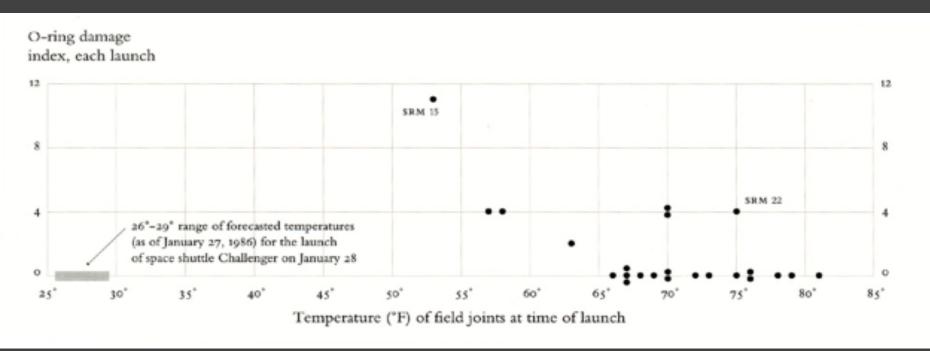
History of O-Ring Damage in Field Joints (Cont)



MORTON THIOKOL, INC. Wasaich Operations

No Erosion

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]

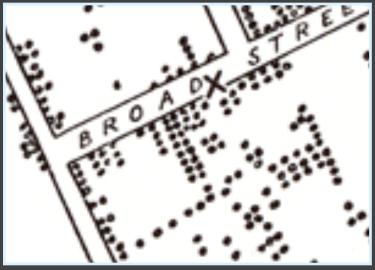
Data in Context: Cholera Outbreak



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

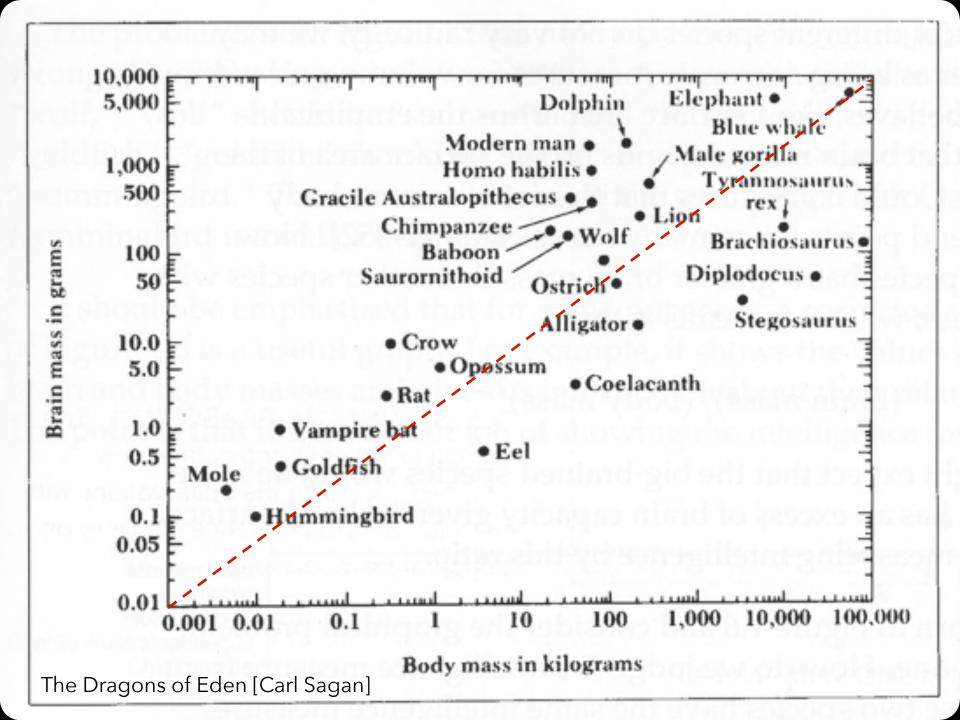
Data in Context: Cholera Outbreak

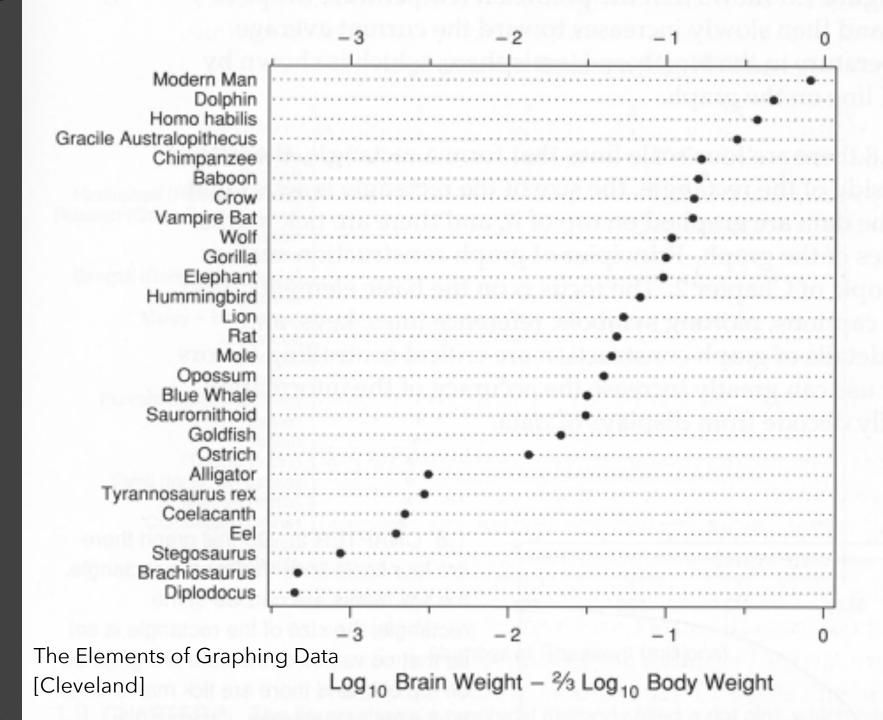




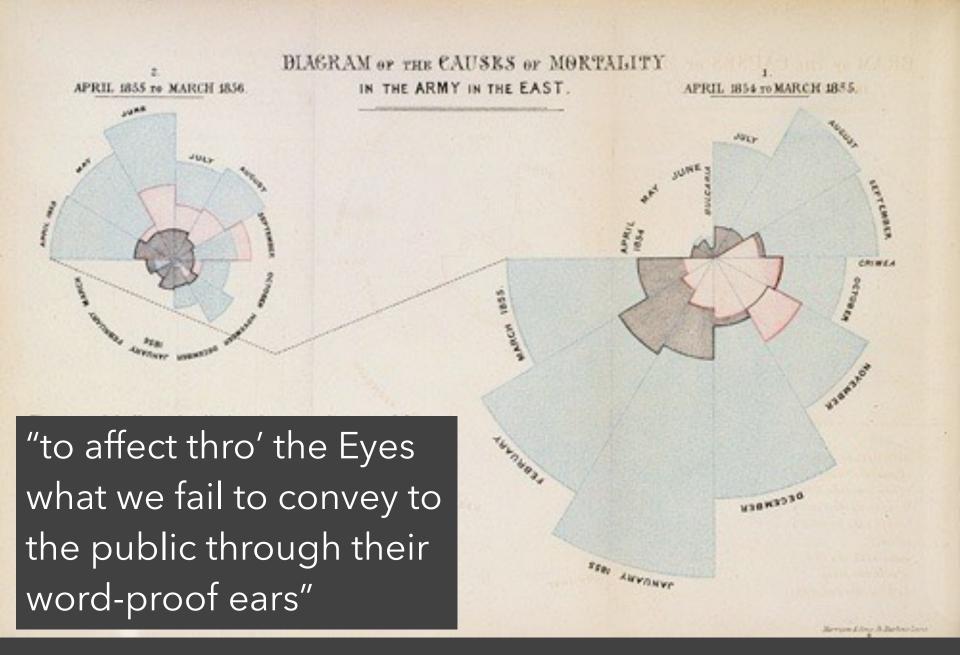
Answer Questions: Brain Power?

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:3	Ele	Edit View	Insert	Format	Tools	<u>D</u> ata	W	indow	Help		_ ∂ ×
	A1	-	f*	ID							
	Α		В			С			D	Е	
1	ID .	Name			Body	Weigh	ht	Brain	Weight		- ê
2	1	Lesser Shor	t-tailed	Shrew			5		0.14		
3	2	Little Brown	Bat			1	10		0.25		
4	3	Mouse				- 2	23		0.3		
5	4	Big Brown B	lat			- 2	23		0.4		
6	5	Musk Shrew	1			A	48		0.33		
7	6	Star Nosed	Mole			6	60		1		
8	7	Eastern Am	erican N	∕lole		7	75		1.2		
9	8	Ground Squi	irrel			10	01		4		
10	9	Tree Shrew				10	04		2.5		
11	10	Golden Ham	ster			12	20		1		
12	-11	Mole Rate				12	22		3		
13		Galago				20	00		5		
14		Rat					30		1.9		
15	14	Chinchilla					25		6.4		
16	15	Desert Hedg	ehog			55	50		2.4		
17	16	Rock Hyrax	(a)				50		12.3		
18		European He	edgehog	3			35		3.5		
19		Tenrec					00		2.6		
20		Arctic Groun					20		5.7		
21		African Gian	t Pouch	ned Rat		100			6.6		
22		Guinea Pig				104	_		5.5		
23	22	Mountain Be	eaver			135			8.1		
24	23	Slow Loris				140			12.5		
25		Genet				141			17.5		
26	25	Phalanger				162	20		11.4		-
Н 4	F F	\animal /				1	1				1
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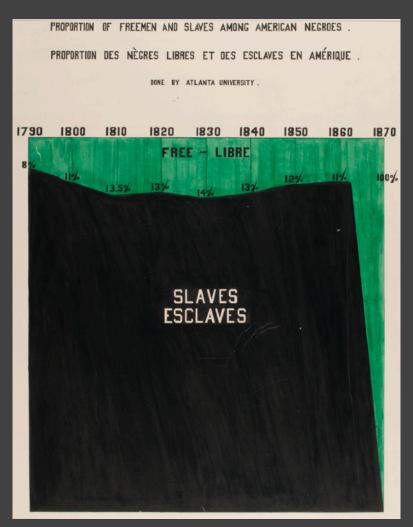


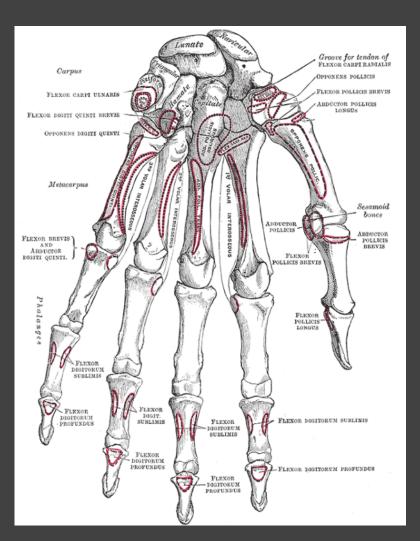


Convey Information



Communicate, Inform, Inspire



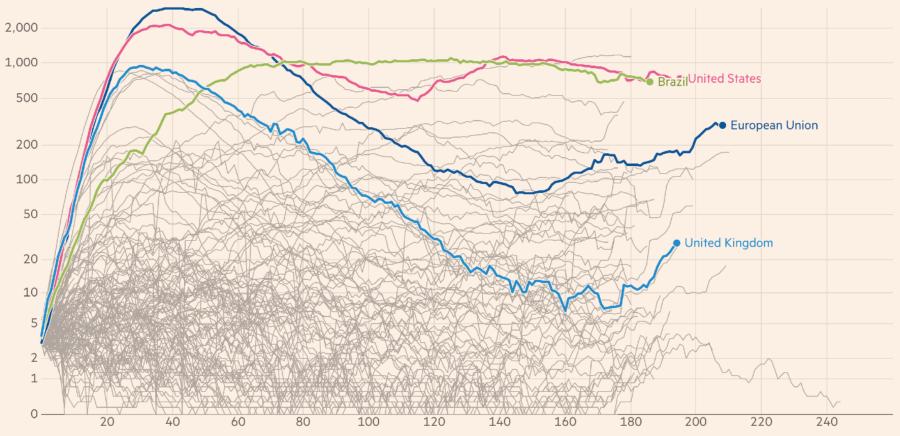


Visualizing Black America, Du Bois et al. 1900

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.

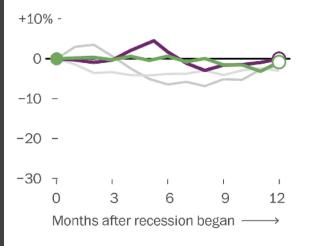
Data updated September 25 2020 12.46pm BST. Interactive version: ft.com/covid19

FINANCIAL TIMES

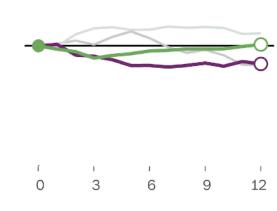
The coronavirus crisis is different

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

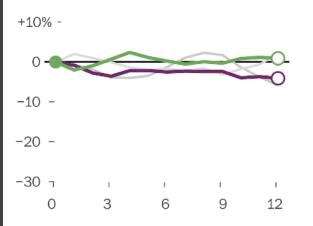
1990 recession



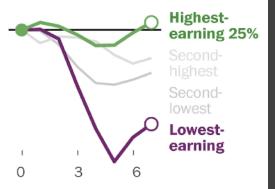
2001 recession



2008 recession



Coronavirus crisis



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, ...
- Analyze data to support reasoning

 Develop and assess hypotheses

 Find patterns / Discover errors in data

 Expand memory
- **Convey** information

 Communicate, inform, inspire

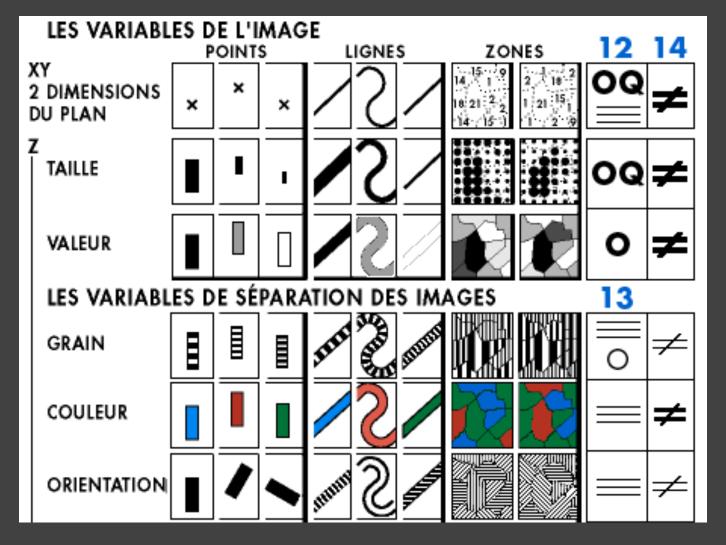
 Collaborate and revise

Goals of Visualization Research

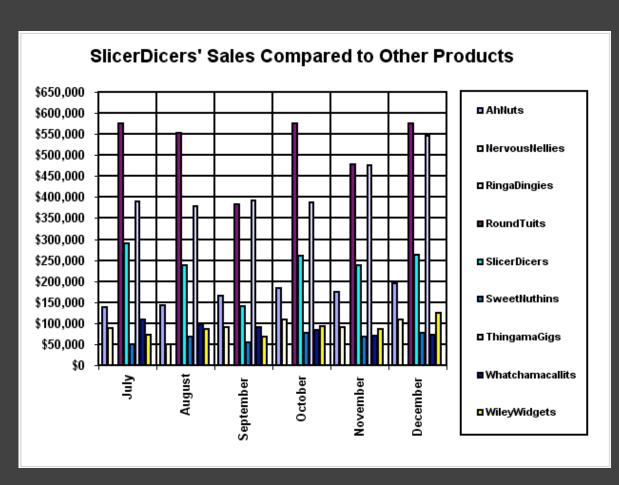
- 1 Understand how visualizations convey information What do people perceive / comprehend? How do visualizations inform mental models?
- 2 Develop principles and techniques for creating effective visualizations and supporting analysis Leverage perception & augment cognition Improve ties between visualization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

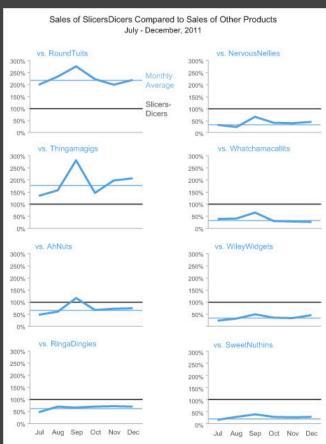
Course Topics

Data and Image Models

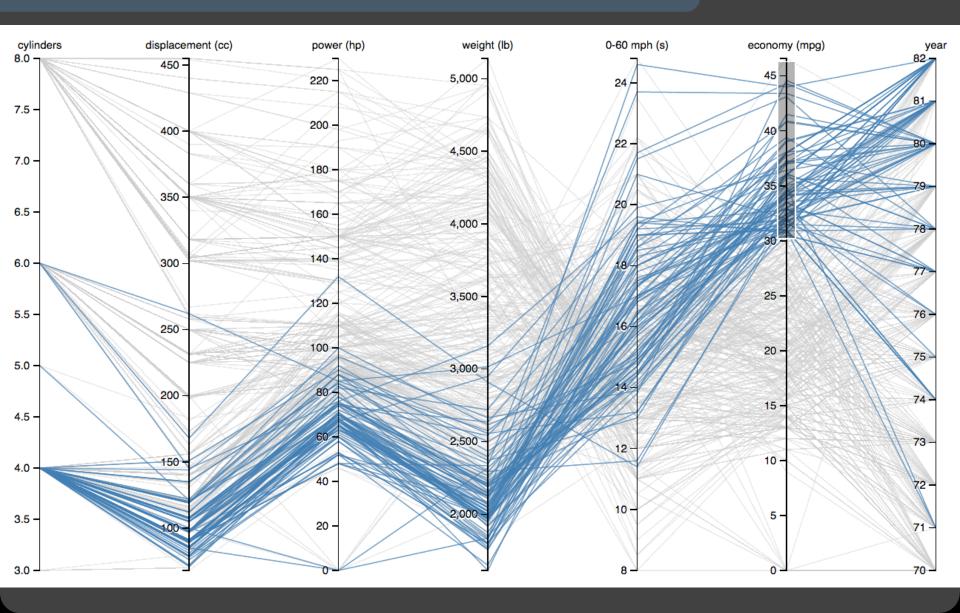


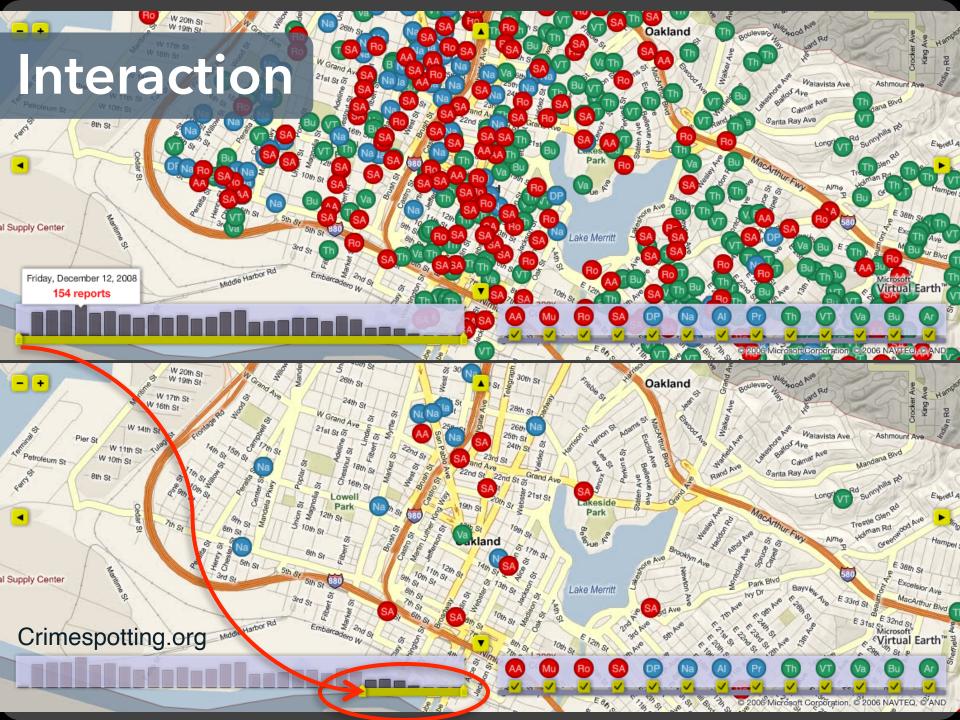
Visual Encoding Design



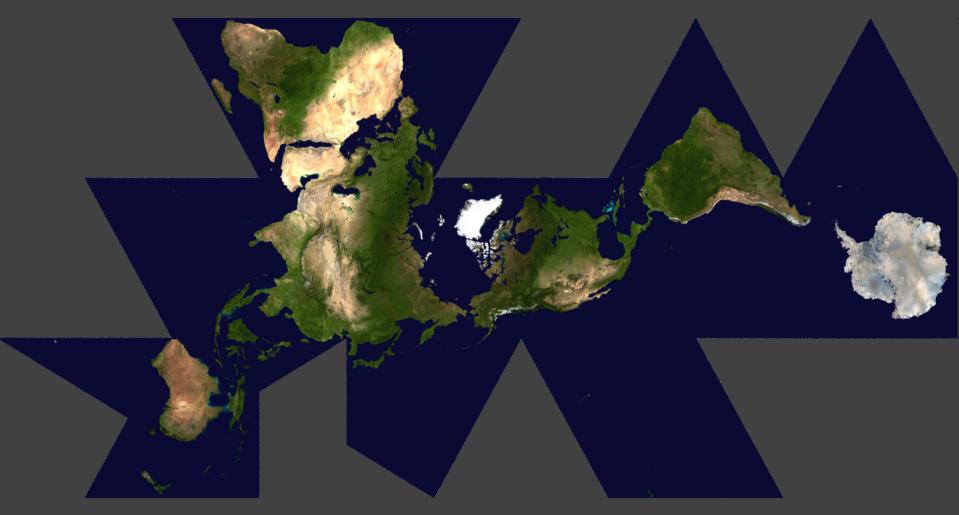


Exploratory Data Analysis





Maps



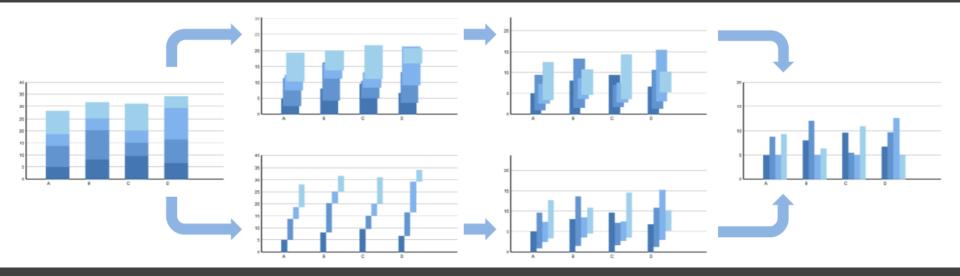
Dymaxion Maps [Fuller 46]

Visualization Software



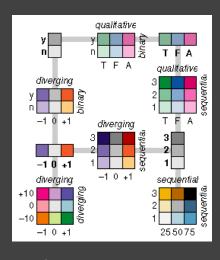
D3: Data-Driven Documents Vega-Lite / Altair

Animation

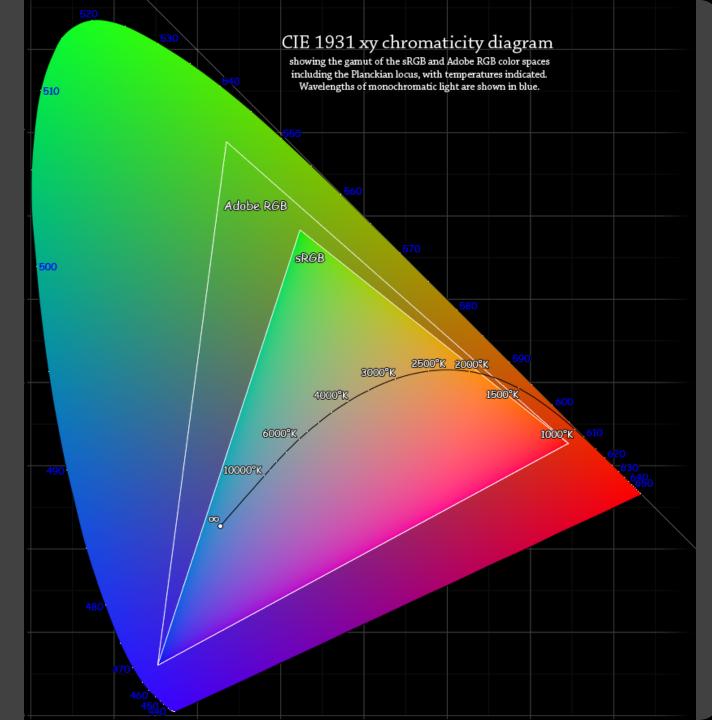


Animated transitions in statistical data graphics [Heer & Robertson 07]

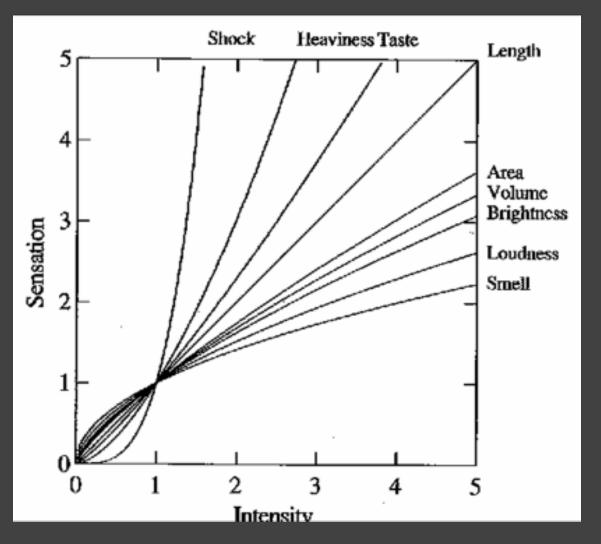
Color



Color Brewer

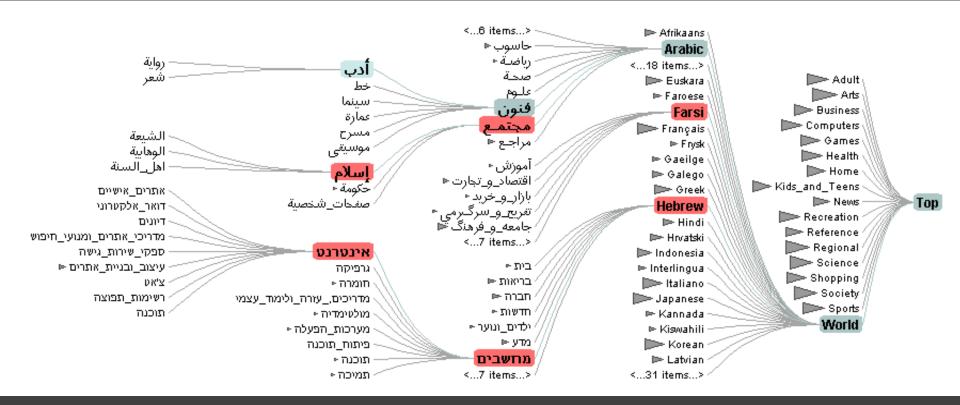


Graphical Perception



The psychophysics of sensory function [Stevens 61]

Hierarchies

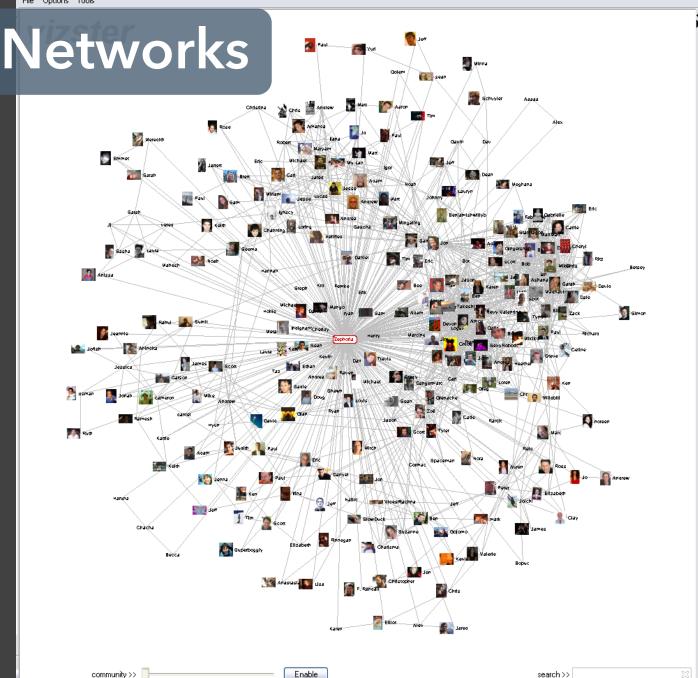


Degree-Of-Interest Trees [Heer & Card 04]



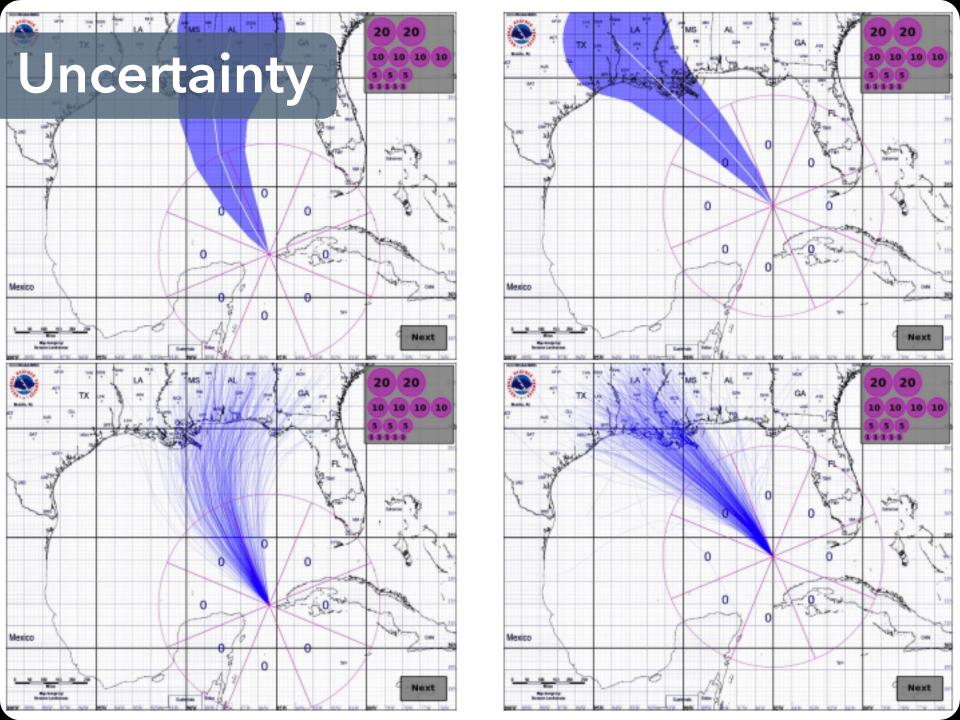
File Options Tools





Zephoria Friends 🔲 266 Age ?? Gender - Female Status Single Location San Francisco, CA Hometown Lancaster, PA Occupation researcher: social networks, identity, context apophenia, observing people, Interests culture, questioning power, reading, buddhism, ipseity, computer-mediated communication, social networks, technology, anthropology, stomping Music psytrance/goa/trance [Infected Mushroom, Son Kite... Iboga/Digital Structures], Ani Difranco, downtempo, Thievery Corporation, Beth Orton, Morcheeba, Ween, White Stripes Books Authors: Erving Goffman, Stanley Milgram, Jeanette Winterson, Eric Schlosser, Leslie Feinberg, Dorothy Allison, Italo Calvino, Hermann Hesse TV Shows Movies Koyaanisqatsi, Amelie, Waking Life, Tank Girl, The Matrix, Clockwork Orange, American Beauty, Fight Club, Boys Don't Cry Member Since Last Login 2003-10-21 Last Updated 2003-10-21 [Some know me as danah...] About I'm a geek, an activist and an academic, fascinated by people and society. I see life as a very large playground and enjoy exploring its intricacies. I revel in life's chaos, while simultaneously providing my own insane element. My musings: http://www.zephoria.org/thoug Want to Meet Someone who makes life's complexities seem simply

elegant.



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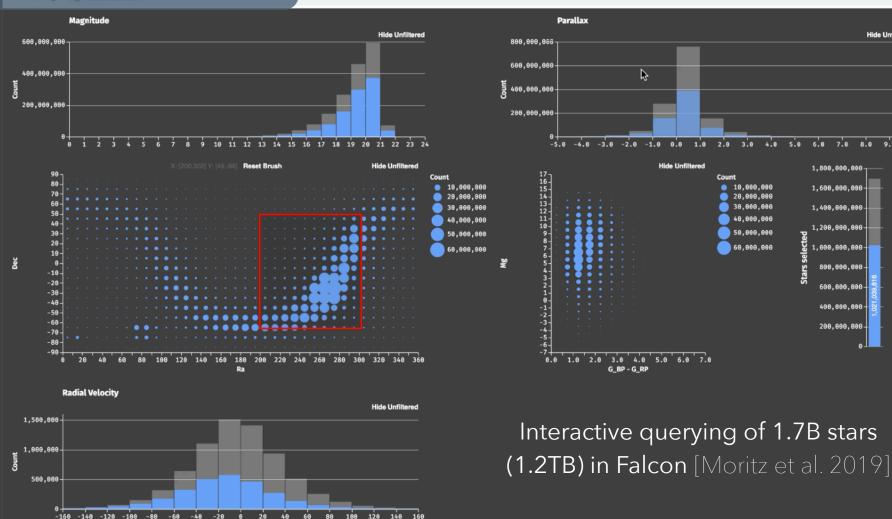
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Scalability



Instructors

cse512@cs

Instructor

Jeffrey Heer OH: *Tue 10-11am*

Teaching Assistants

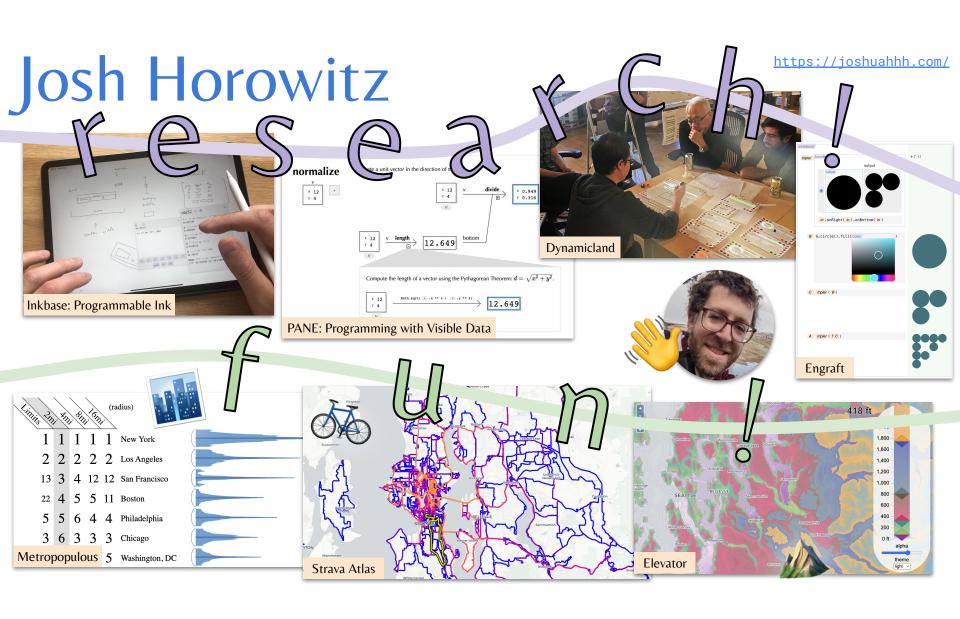
Lisa Elkin OH: *Mon 2:30-3:30pm*

Josh Horowitz OH: Thu 1-2pm

Luke Snyder OH: Online / By Appt.

Madeleine OH: Online / By Appt.

Grunde-McLaughlin



Lisa Elkin (She/Her)

Academic Background

BMath, C&O and Pure Math, University of Waterloo, 2012 MET, Entertainment Technology, Carnegie Mellon, 2015 MMath, Computer Science, University of Waterloo, 2018 PhD, UW CSE, 2018 - ???



TA Experience

HCI, Data Viz, Linear Algebra, Calculus, Intro CS, CS for non-majors

Industry Internships

MSR 2018, Apple 2021, Meta 2022, Meta 2023

Winston Elkin

Academic Background

Doggy School Level 1*

PhD, UW CSE, 2019 - ???

Dissertation: Evaluating the Impact of Tree Species on a Dog's Desire

to Pee on it: an Autoethnography



Meta 2022, Meta 2023. Even has the badge to prove it.



^{*} Indicates candidate did not complete all requirements but passed due to being very cute.

Luke Snyder

snyderl@cs.washington.edu

OH: Ed / By appointment



Research

- Visualization and HCI
- Dynamically Interactive Visualization (DIVI)
 - Automatically add interaction to static charts
 - <u>uwdata.github.io/divi</u>
- Chart augmentations to aid learning

Technical Experience

JavaScript / web programming, D3, Vega-Lite

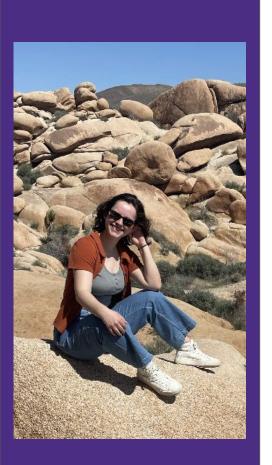
For Fun

- Music, running, new cultures (India, Australia)
- Progressive Jazz, Weather Report, Pat Metheny









Madeleine Grunde-McLaughlin

3rd year PhD Student, UW CSE mgrunde@cs.washington.edu OH: Ed / By appointment

Research background: Cognitive Science, uncertainty in Datavis, Computer Vision, Explainable AI

Current research: Decomposing tasks to help control LLMs

Hobbies: Cooking, crochet, gardening, music deep dives

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

Lectures, Activities & Office Hours

Course sessions will alternate among lecture and in-class activities. Thursdays will typically be activity days, but not always.

All lectures will be in-person and recorded.

Please attend in-person but **NOT** if you feel ill.

Office hours are a mix of in-person and Zoom.

Links for virtual office hours are on Canvas.

Use Ed to post questions and seek help!

Readings

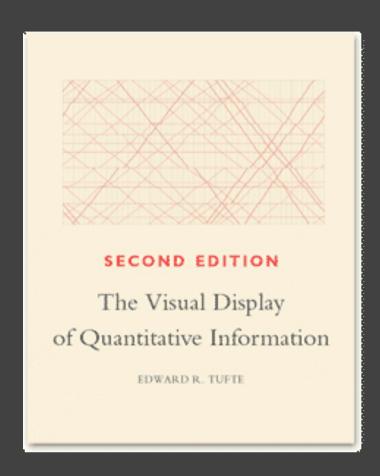
There is no one universal textbook on visualization!

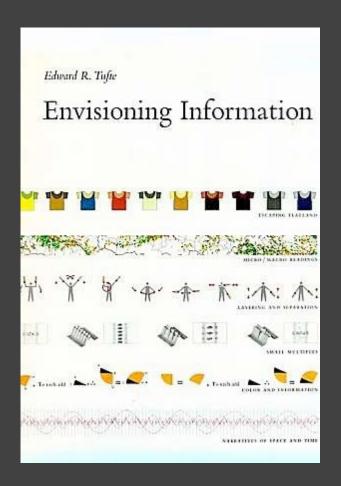
So we will draw on books, notebooks, and linked articles...

Material in class will loosely follow readings.

Readings should be read by start of class.

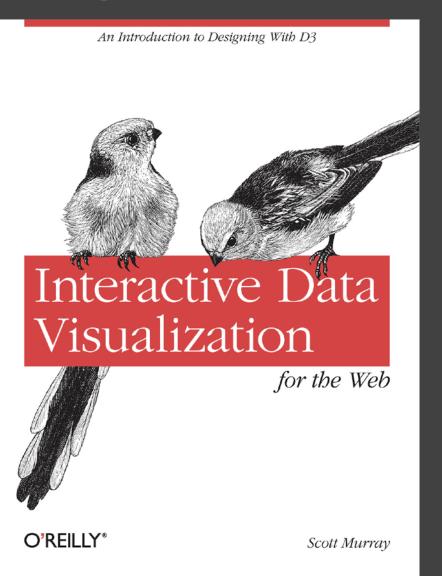
"Textbooks"





See also: www.edwardtufte.com

Optional Book



Interactive Data Visualization for the Web, 2nd Edition

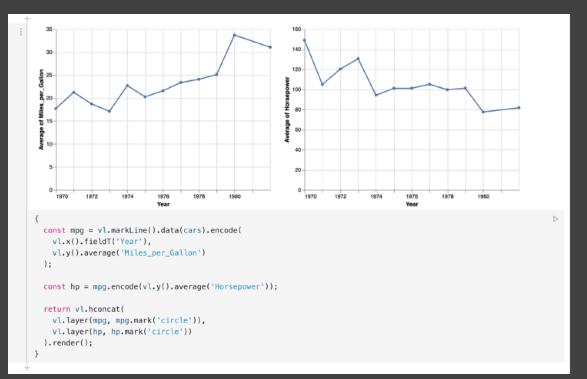
For learning D3!

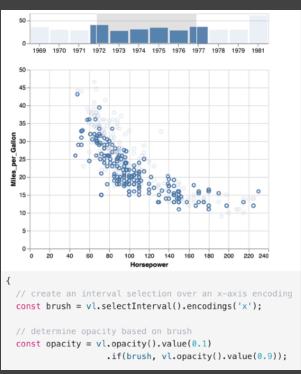
Book available online.

Code / examples on GitHub.

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

Interactive Notebooks





Hands-on engagement with course concepts and visualization tools (Vega-Lite / Altair), in both JavaScript (Observable) and Python (Jupyter).

Assignments

- **CP** Class Participation (10%)
- A1 Expository Visualization (10%) Due 4/3
- **A2** Deceptive Visualization (15%) Due 4/15 Peer Review (5%) - Due 4/23
- **A3** Interactive Prototype (20%) Due 5/6 Peer Review (5%) - Due 5/11
- FP Final Project (35%)
 - Proposal Due 5/10
 - Demonstration Video Due 5/29
 - Final Prototype Due 6/3

Grading Philosophy

A great submission gets a great grade (A- to A, 3.6 - 3.8), but an exceptional grade (A+, 3.9 - 4.0) requires exceptional effort.

Example: Typical A1 grades (out of 10 points).

Everyone starts with a high score (9/10).

We then *deduct* points for errors and also add points for going above and beyond the assignment requirements.

The median score for A1 is typically 8.5 out of 10, which maps to an A-.

Course Participation

Lecture attendance and engagement In-class exercises: team submissions Online quizzes, submitted on Canvas

Note: You may miss up to 2 lectures and up to 2 in-class exercise days without penalty.

Online Practice Quizzes

Weeks 1-8 have online quizzes to emphasize important concepts.

Quizzes are due Friday by 11:59pm. They can be retaken as many times as needed to get full points.

Quiz completion counts towards course participation. Quiz "points" will not be added directly to your course grade.

Final Project

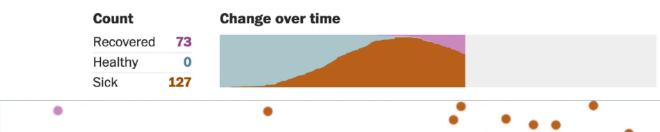
Visualization research project on topic of choice Initial prototype and design reviews
In-class demonstration video showcase
Submit and publish online (if feasible)

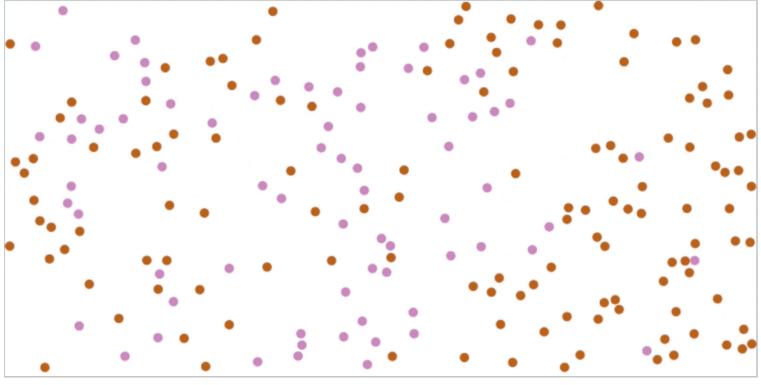
Projects from **previous classes** have been:

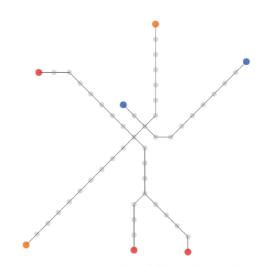
- Published as research papers
- Featured in the New York Times
- · Released as successful open source projects

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

Harry Stevens, Washington Post 2020







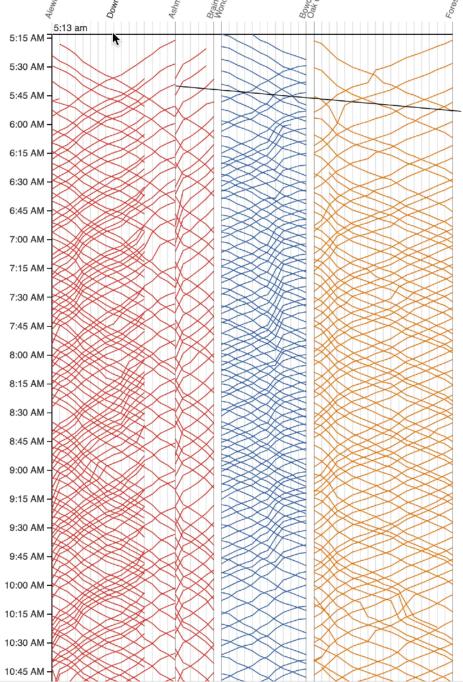
Locations of each train on the red, blue, and orange lines at 5:13 am. Hover over the diagram to the right to display trains at a different time.

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

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.

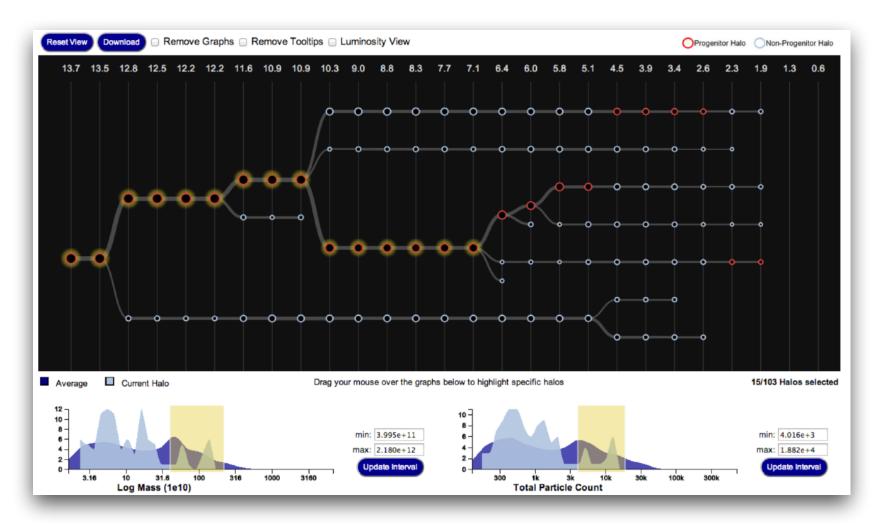
Many passwords in the leaked passwords dataset have a spatial pattern. Other than the numeric passwords like 123456, common keyboard walking offenders include qwerty and 1qaz@wsx.



Semantic Passwords

Vishal Devireddy (CSE 512, Spring '21)

Visualizing Galaxy Merger Trees



S. Loebman, J. Ortiz, L. Orr, M. Balazinska, T. Quinn et al. [SIGMOD '14]

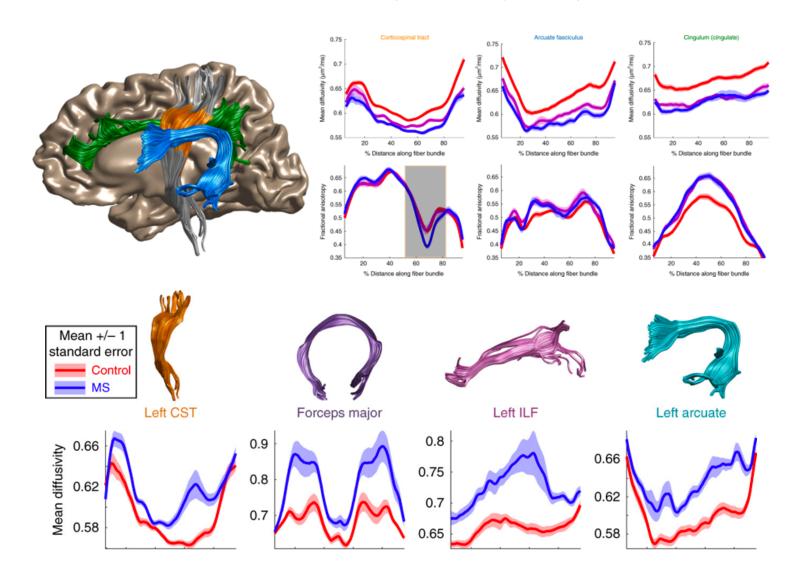


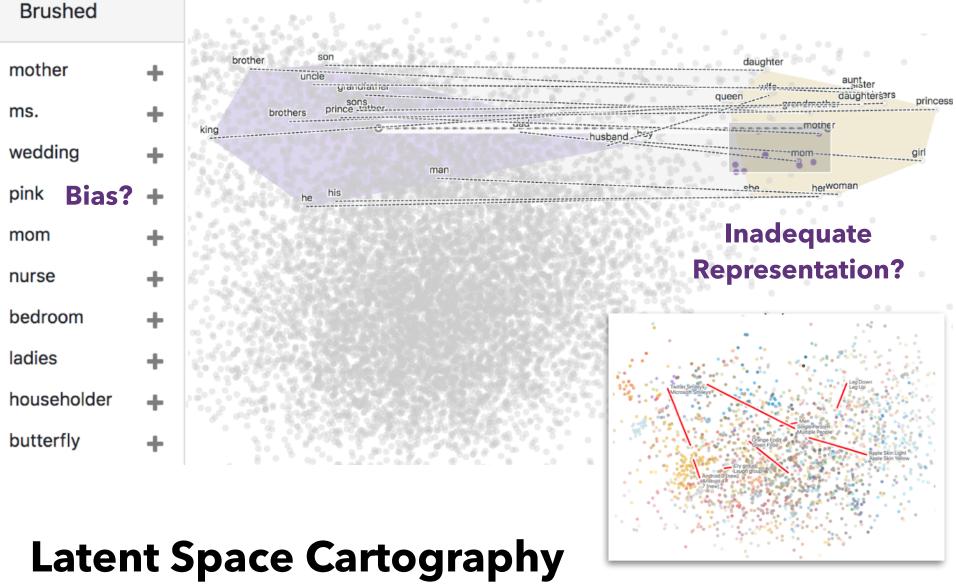
Article | OPE

OPEN | Published: 05 March 2018

A browser-based tool for visualization and analysis of diffusion MRI data

Jason D. Yeatman [™], Adam Richie-Halford, Josh K. Smith, Anisha Keshavan & Ariel Rokem [™]





Visual Analysis of Vector Space Embeddings

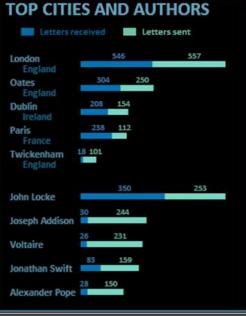
Yang Liu, Eunice Jun, Qisheng Li (CSE 512, Spring '18)

Visualizing the Republic of Letters

Daniel Chang, Yuankai Ge, Shiwei Song







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

Due by **11:59 pm, Wed Apr 3**.

Questions?