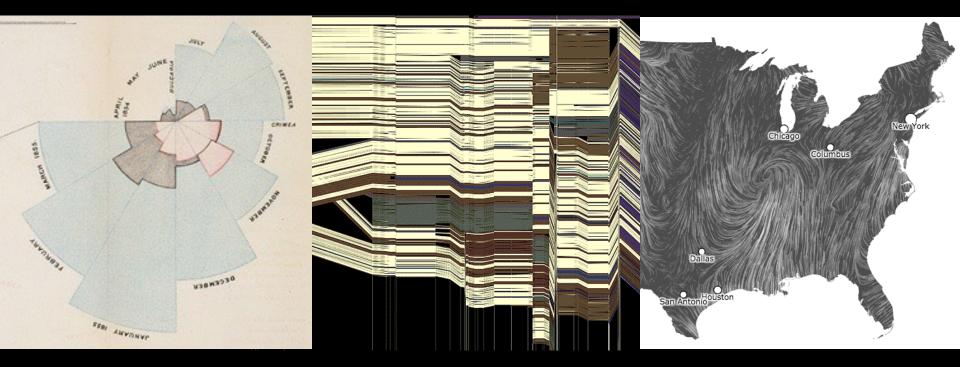
# **CSE 442** - Data Visualization Interaction



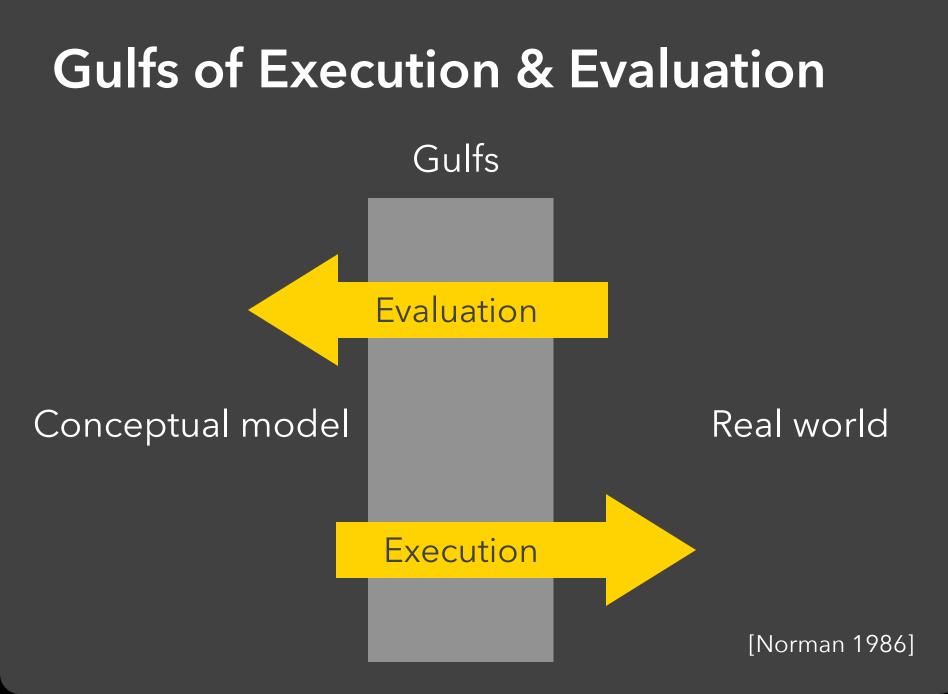
Jeffrey Heer University of Washington

[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.



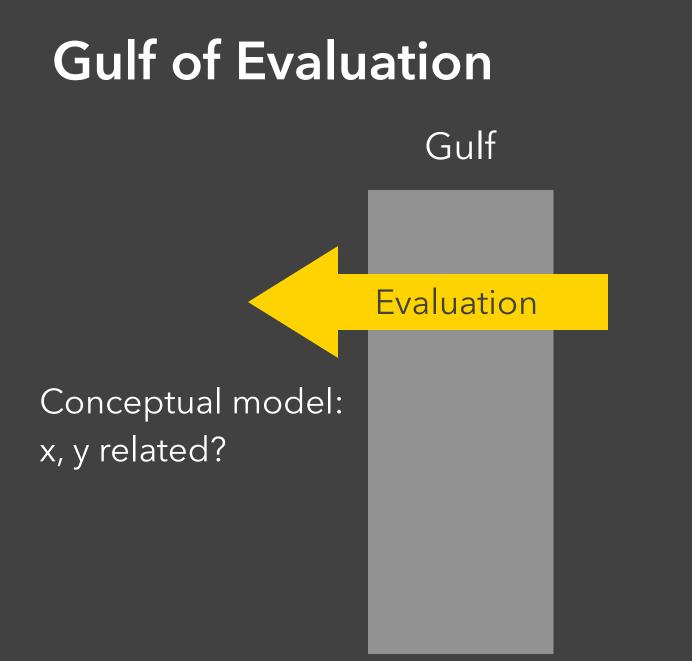
## The difference between the user's intentions and the allowable actions.

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

#### **Gulf of Evaluation**

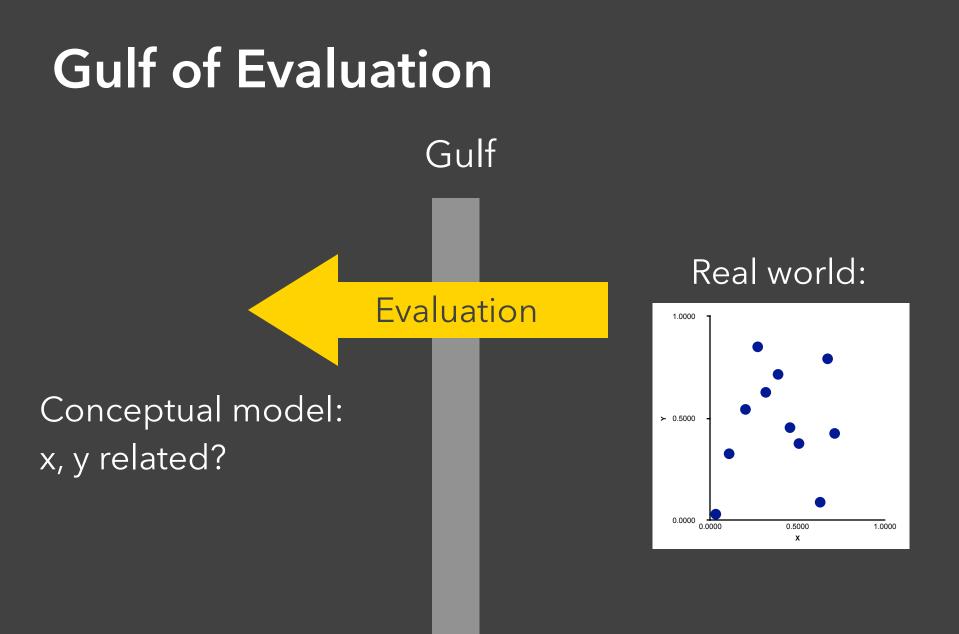
The amount of effort that the person must exert to interpret the state of the system and to determine how well the expectations and intentions have been met.

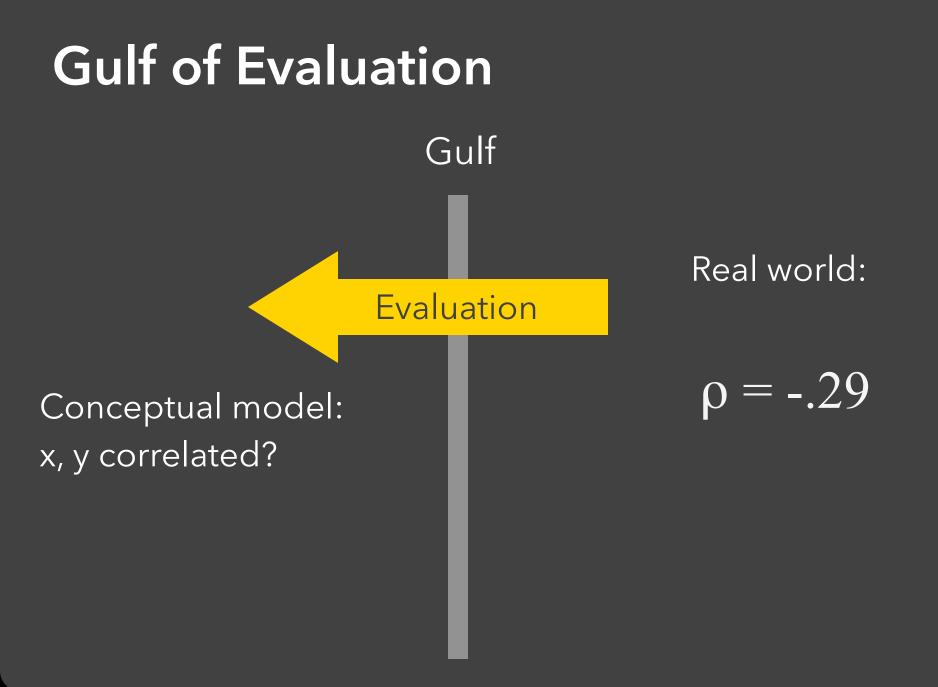
[Norman 1986]

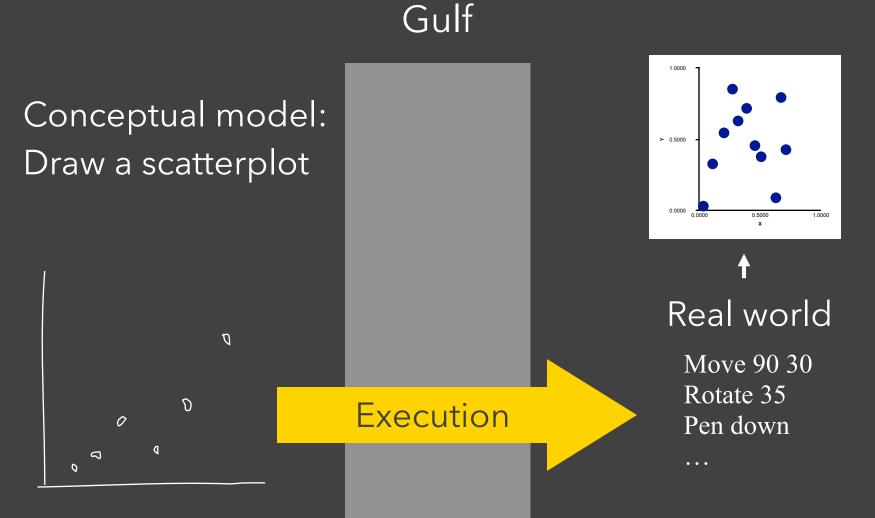


#### Real world:

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

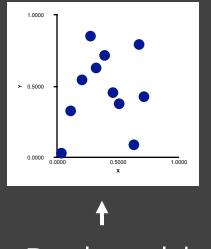
Ø

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#### Real world

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

Gulf

Execution

#### Conceptual model: Draw a scatterplot

Ø

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0

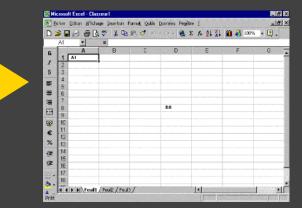
0

5

0

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]

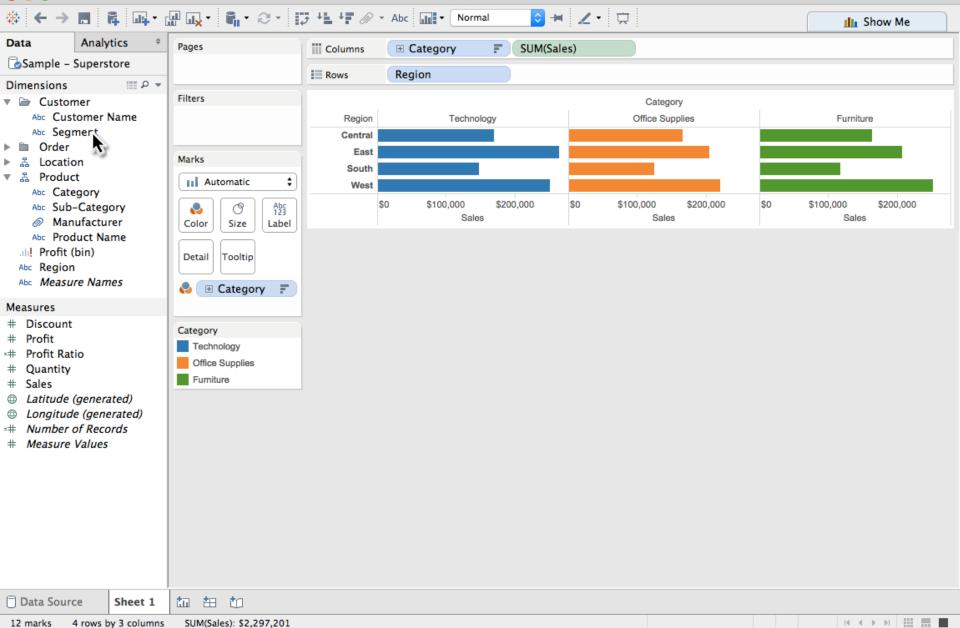
## Interactive Visualization

## **Interaction Techniques**

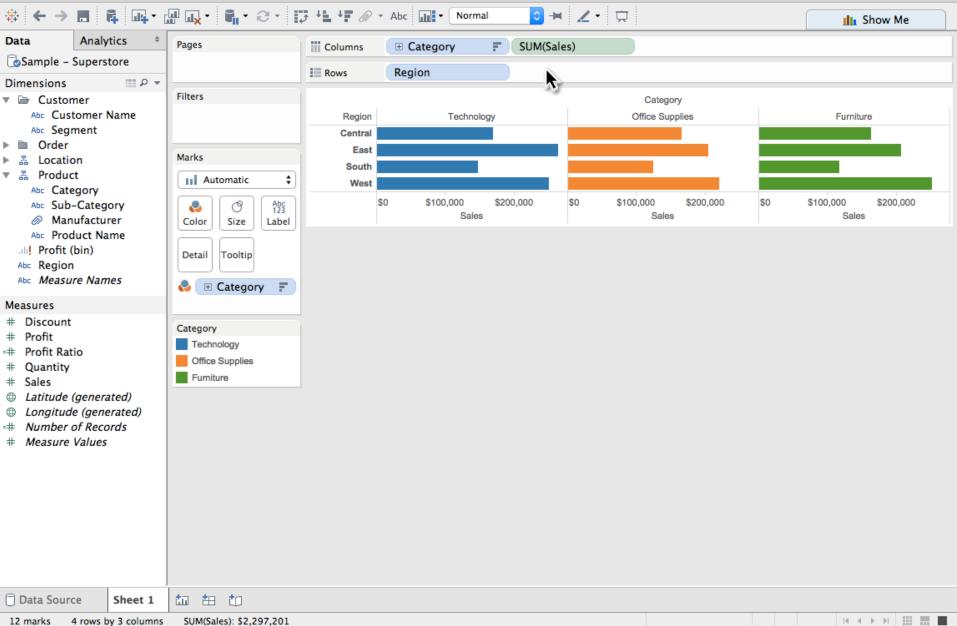
Are there "essential" interactive operations for exploratory data visualization?

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









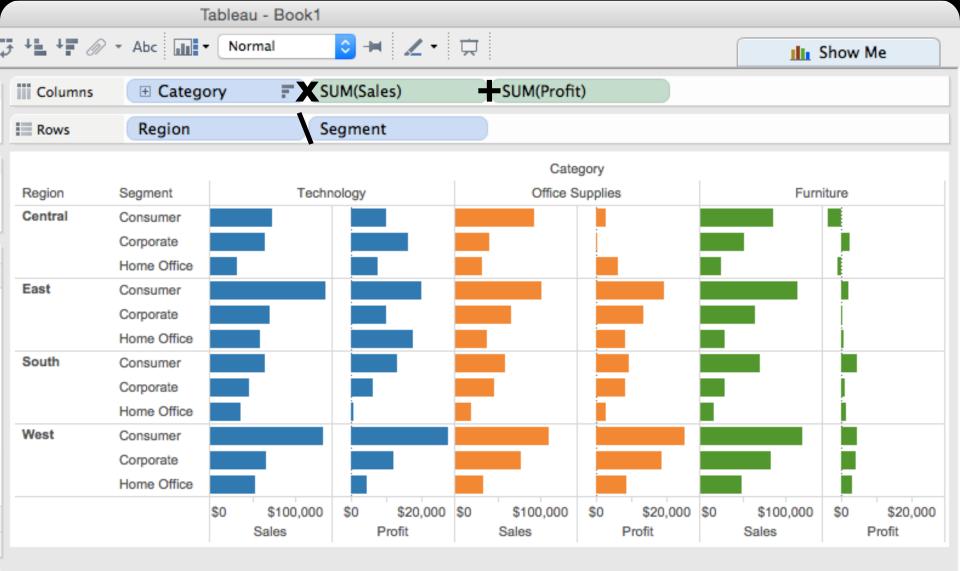
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🕝 Sample –	Superstore	e		Rows	Region	Segment				
Dimensions				E KOWS	Region	Segment				
🔻 🗁 Custor			Filters				Category			
	tomer Nan	ne		Region	Segment	Technology	Office Supplies	Furniture		
Abc Segr	ment			Central	Consumer					
Order			Marks		Corporate					
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Abc Cate			Automatic 🗘	East	Consumer					
	-Category	.	N (123)		Corporate					
	ufacturer		Color Size Label		Home Office					
	duct Name			South	Consumer					
uli! Profit (bin)		Detail Tooltip		Corporate						
Abc Region					Home Office					
Abc Measu	re Names		🌏 🗄 Category 📑	West	Consumer					
Measures					Corporate					
# Discount					Home Office					
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# Prof	tio		Technology			Sales	Sales	Sales		
# Quantity			Office Supplies							
# Sales			Furniture							
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	of Records	5								
# Measure	Values									
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36 marks 12 rows by 3 columns SUM(Sales): \$2,297,201

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Data Analytics 🗢	Pages	Columns	E Categor	y F SUM(Sales)		
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Dimensions			incgioni	beginene		
🔻 🗁 Customer	Filters				Category	
Abc Customer Name		Region	Segment	Technology	Office Supplies	Furniture
Abc Segment Order		Central	Consumer			
▶ ♣ Location	Marks		Corporate			
▼ 品 Product	Automatic 🛟	Frat	Home Office			
Abc Category		East	Consumer			
Abc Sub-Category	No. 123		Corporate Home Office			
Manufacturer	Color Size Label	South	Consumer			
Abc Product Name		30411	Corporate			
Abc Region	Detail Tooltip		Home Office			=
Abc Measure Names		West	Consumer			
			Corporate			
Measures # Discount			Home Office			
# Profit	Category		s	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)     Mumber of Records						
# Measure Values						
+ Measure Values						
Data Source Sheet 1	to 🖽 to					
36 marks 12 rows by 3 columns	SUM(Sales): \$2,297,201					H 4 > > III

					Tableau	- Book1											
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V 🗁 Customer		Filters									gory						
Abc Customer Na Abc Segment	me		Region	Segment		Techn	ology			Office S	Supplie	S		Fur	niture		_
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▶ ♣ Location		Marks		Corporate Home Office													
▼ 品 Product		All II	East	Consumer													-
Abc Category		Automatic 🛟	Luot	Corporate													
Abc Sub-Category				Home Office													
Abc Product Name		No. 123	South	Consumer													-
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Abc Region		Detail		Home Office			Ē					_			l í		
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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															

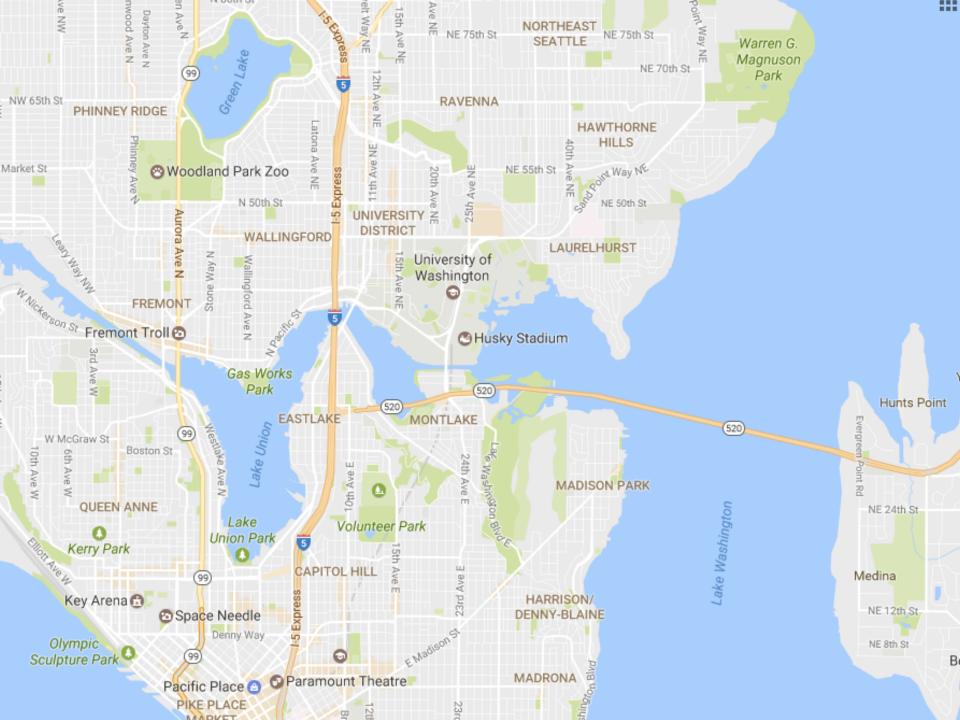
72 marks 12 rows by 6 columns SUM(Profit): \$286,397

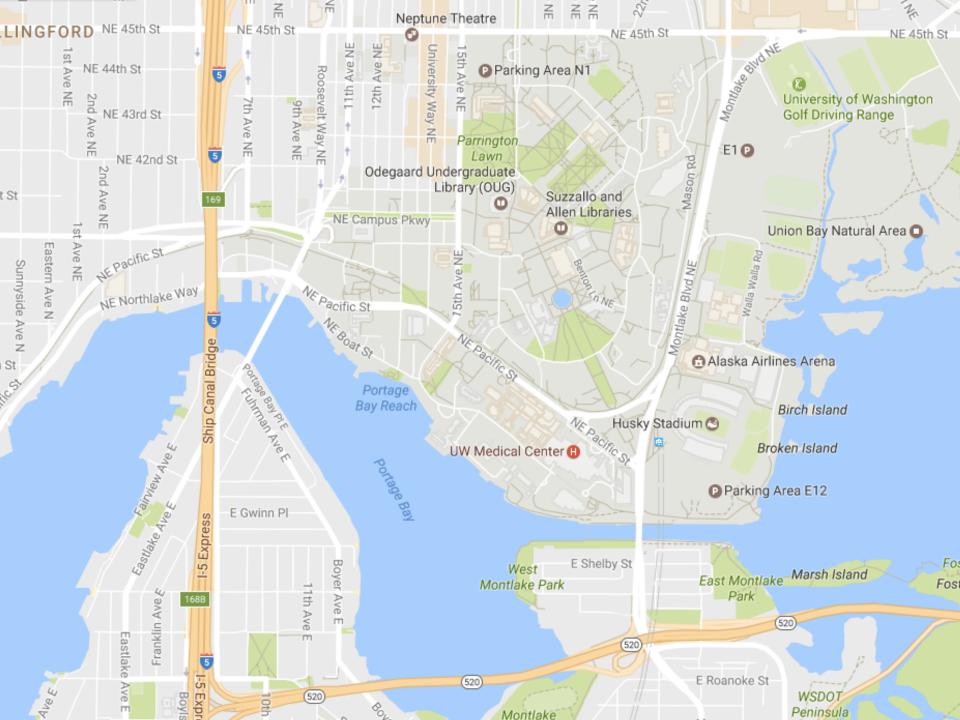


**Data and View Specification** Visualize, Filter, Sort, Derive

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

View Manipulation Select, Navigate, Coordinate, Organize





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

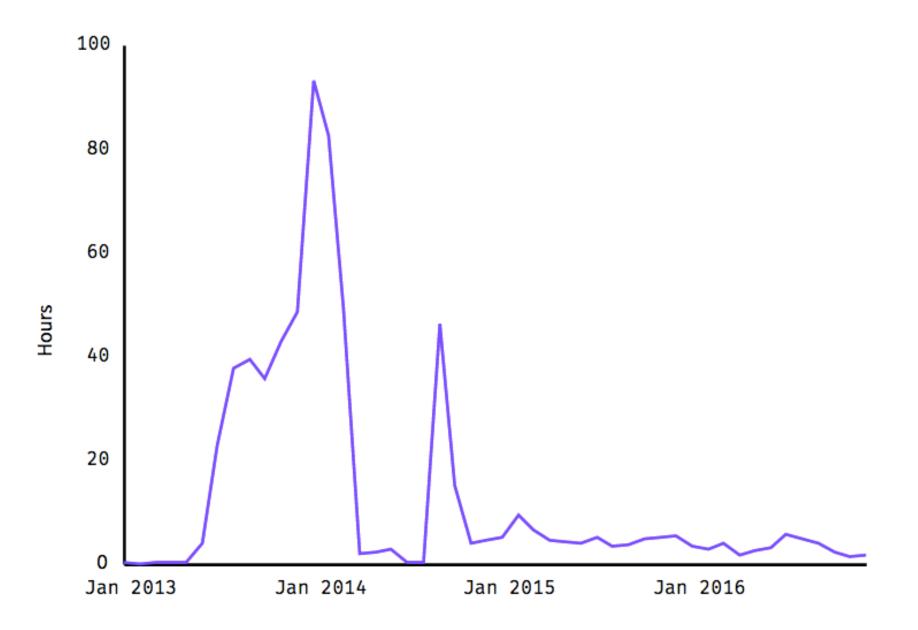
View Manipulation Select, Navigate, Coordinate, Organize

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

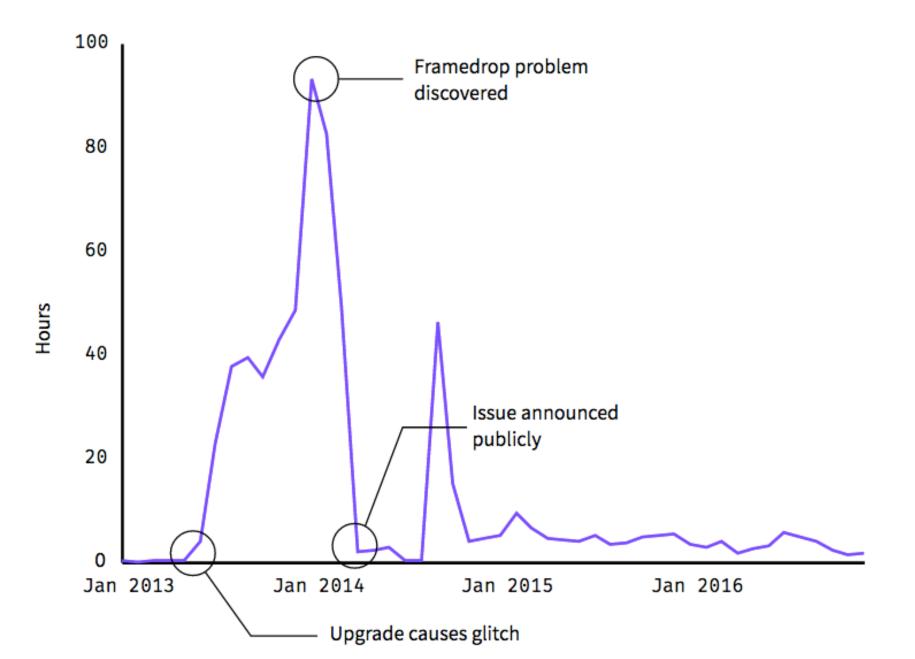
**View Manipulation** Select, Navigate, Coordinate, Organize

**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

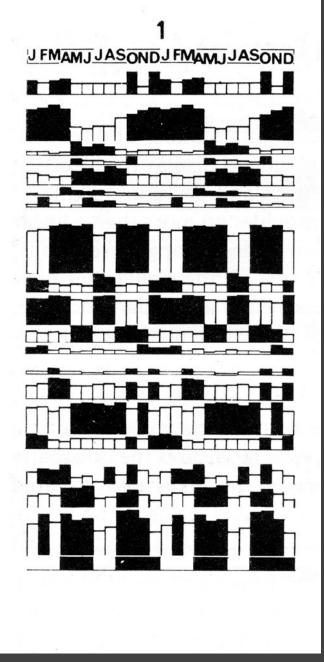
**View Manipulation** Select, Navigate, Coordinate, Organize

**Process and Provenance** Record, Annotate, Share, Guide

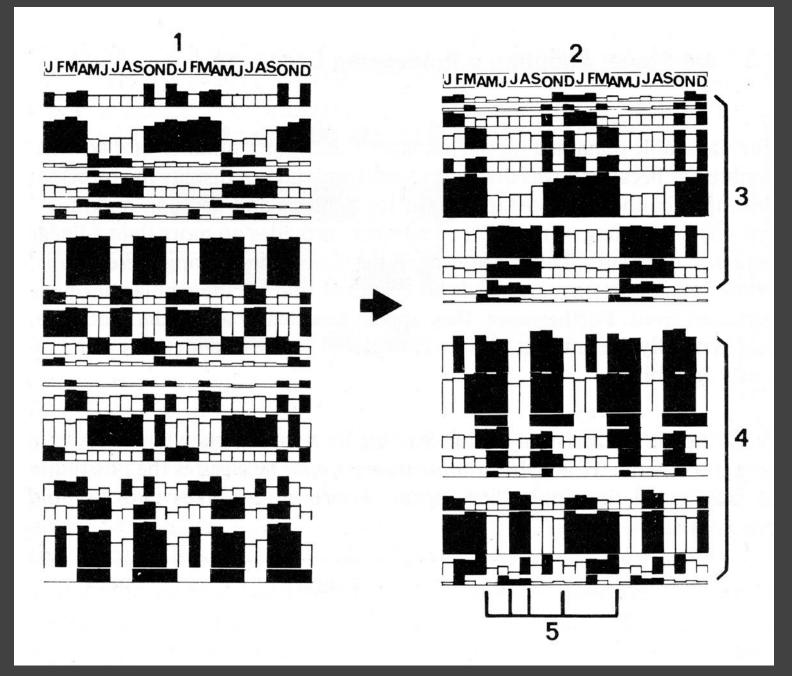
## E X A M P L E : Bertin's Hotel Data

										r			
J	F	M	A	Μ	J	J	A	S	0	N	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	C	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	<i>1.65</i>	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			×	×	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	
10 % OCCUPANCY	ACTIVE AND
18 LENGTH OF STAY	SLOW PERIODS
20 CONVENTIONS 20 CONVENTIONS BUSINESSMEN 11 AGENCY RESERVATIONS 4 BOUTH AMERICA	DISCOVERY FACTORS
AIQ CREWS CUENTS UNDER 20 YEARS CUENTS MORE THAN 55 YEARS 14 CLIENTS FROM 20-35 YEARS 14 CLIENTS FROM 20-35 YEARS 15 FEMALE CLIENTELE 2 LOCAL CUENTELE	RECOVERY FACTORS WINTER
* ASIA * TOURISTS * DIRECT RESERVATION * DIRECT RESERVATION * DIRECT RESERVATION * DIRECT RESERVATION	WINTER-SUMMER
MIDDLE EAST, AFRICA 3 U. S. A. 5 EUROPE 15 CLIENTS FROM 35-55 YEARS	SUMMER

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



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

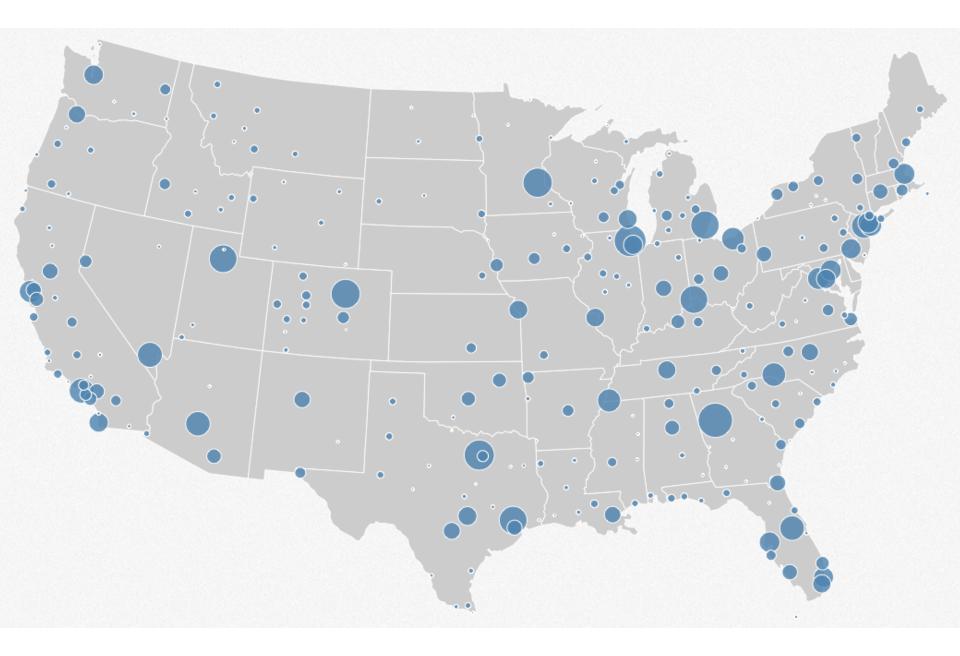


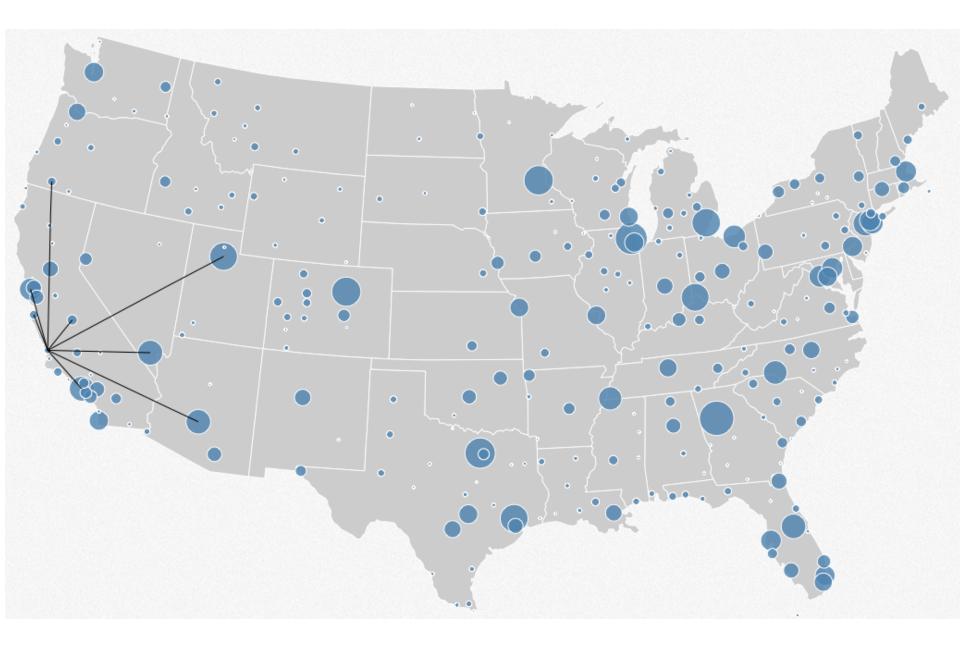


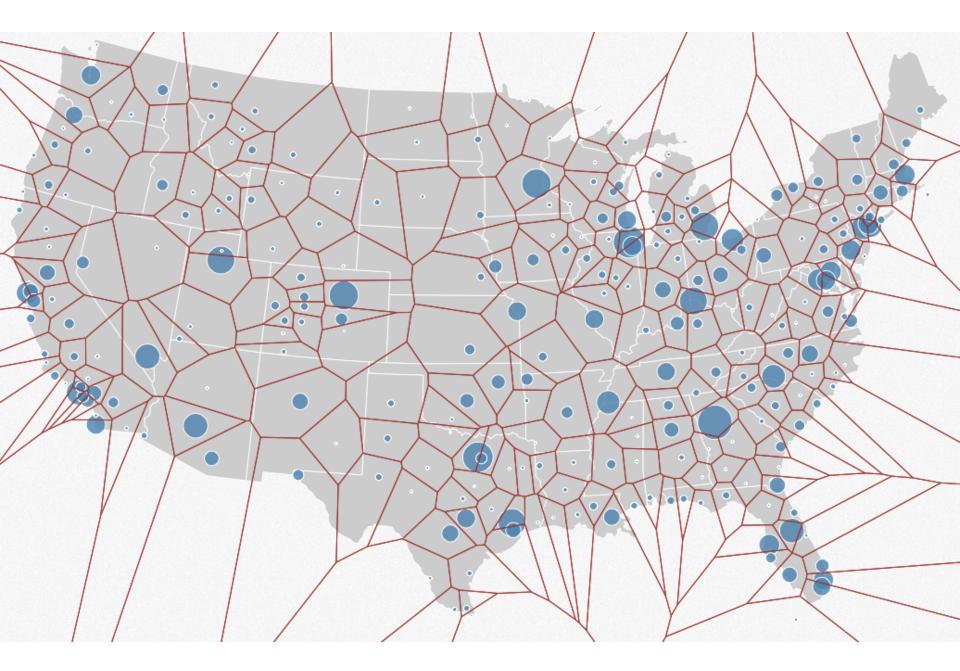
Selection

### **Basic Selection Methods**

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







### **Basic Selection Methods**

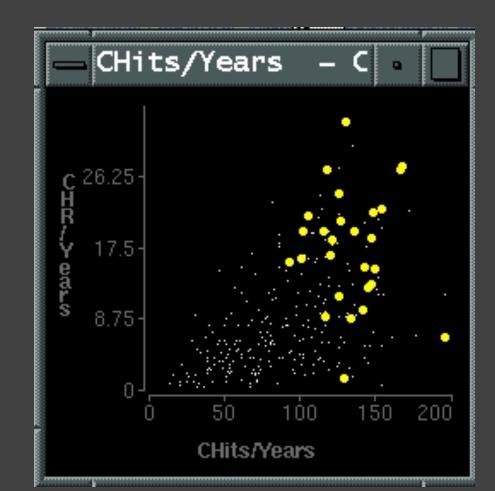
**Point Selection** Mouse Hover / Click Touch / Tap Select Nearby Element (e.g., Bubble Cursor) **Region Selection** Rubber-band (rectangular) or Lasso (freehand)

Area cursors ("brushes")

# Brushing & Linking

## Brushing

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



# **Brushing & Linking**

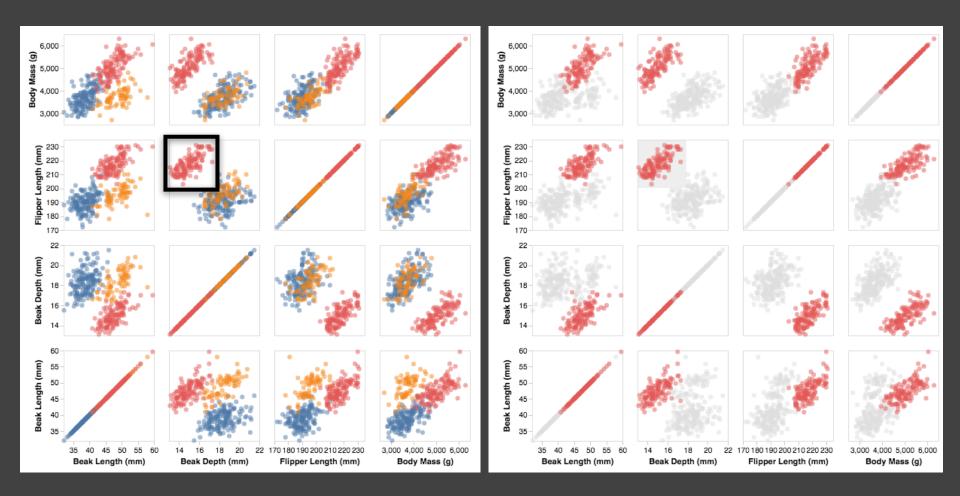
Select ("**brush**") a subset of data See selected data in other views

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

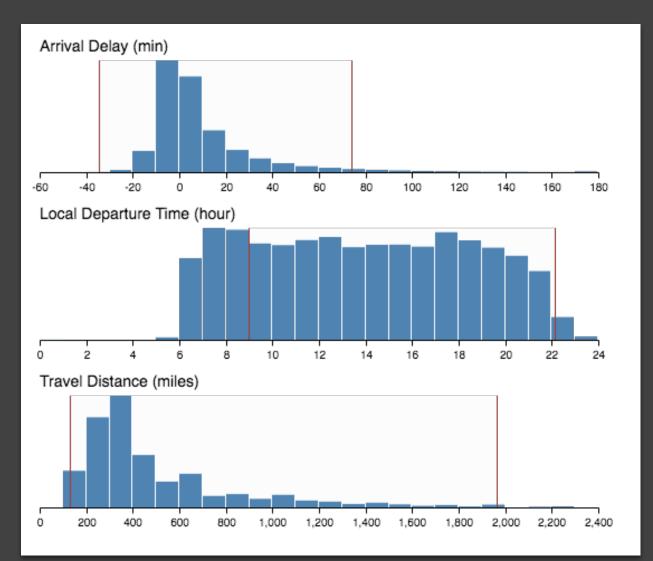


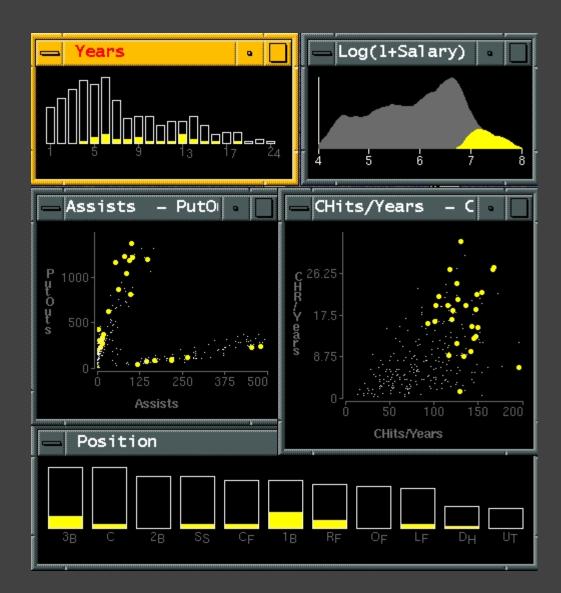
#### Brushing Scatterplots, Becker & Cleveland 1982

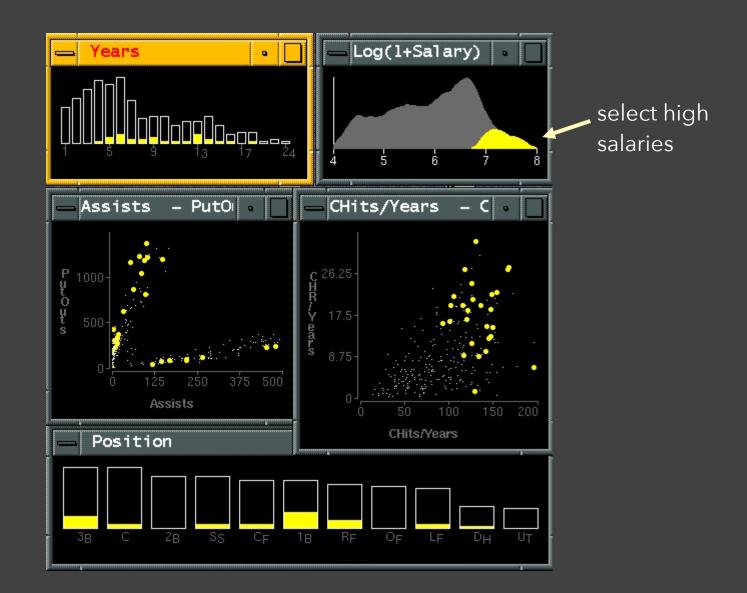
#### **Brushing Scatterplots**

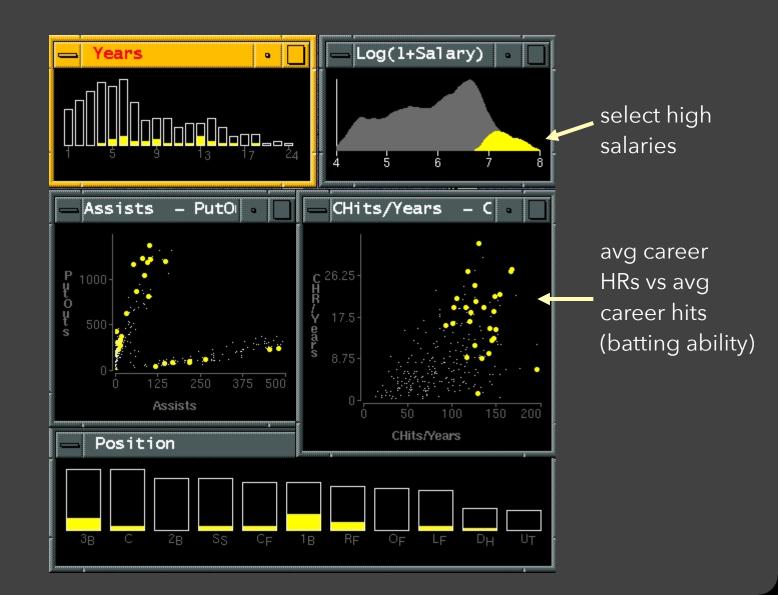


### **Cross-Filtering**

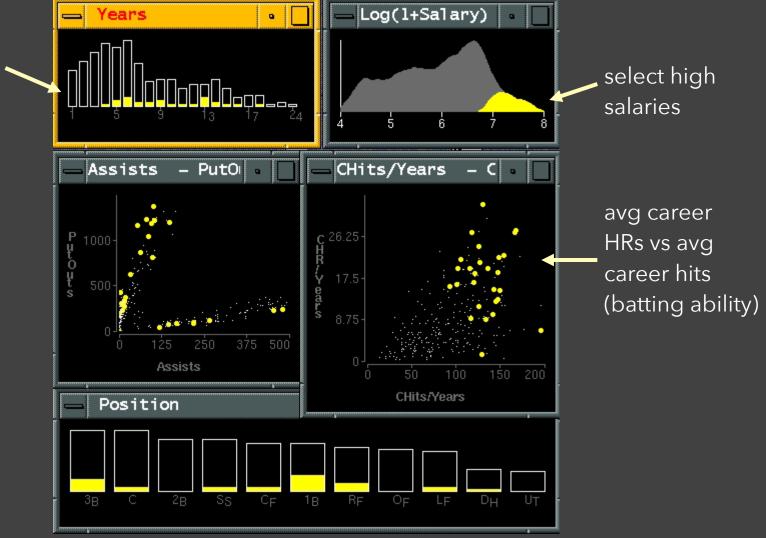


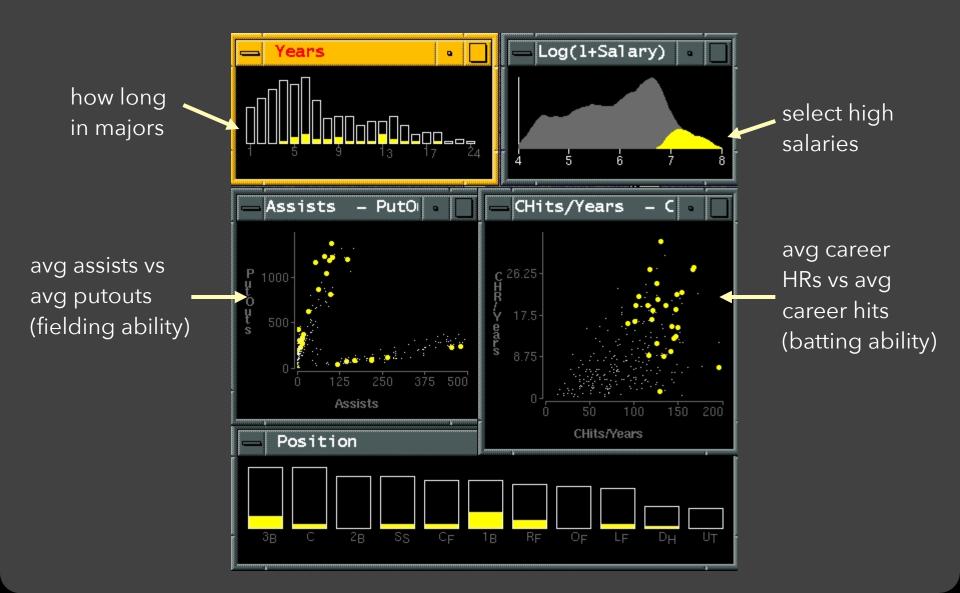


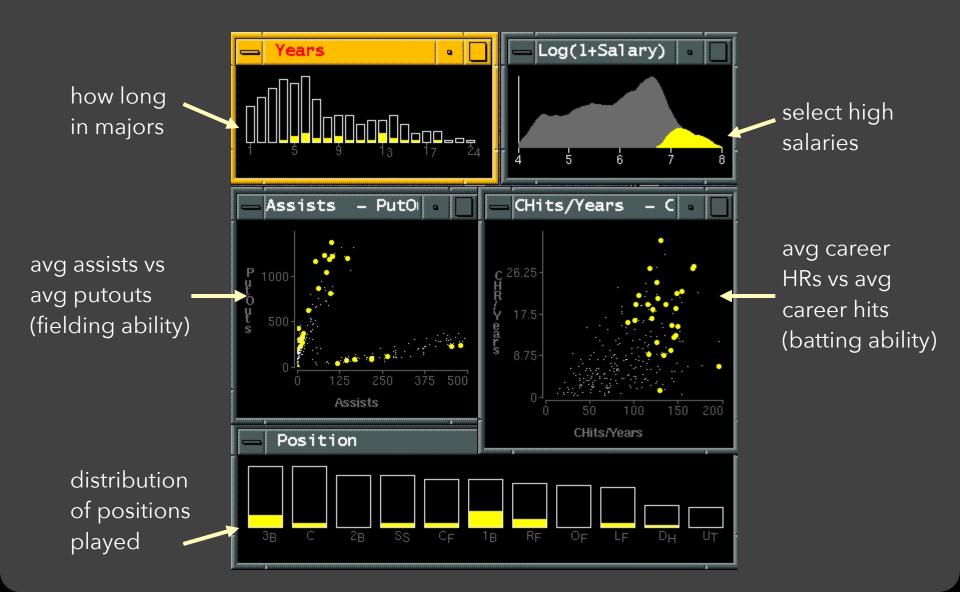




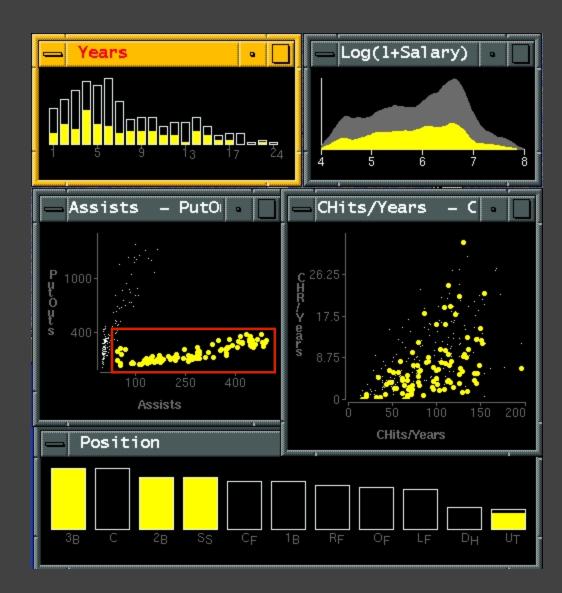
how long in majors







### 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

# Poll Time!

- Given housing data with:
- price
- address
- type (house/condo/...)
- bedroom count
- bathroom count

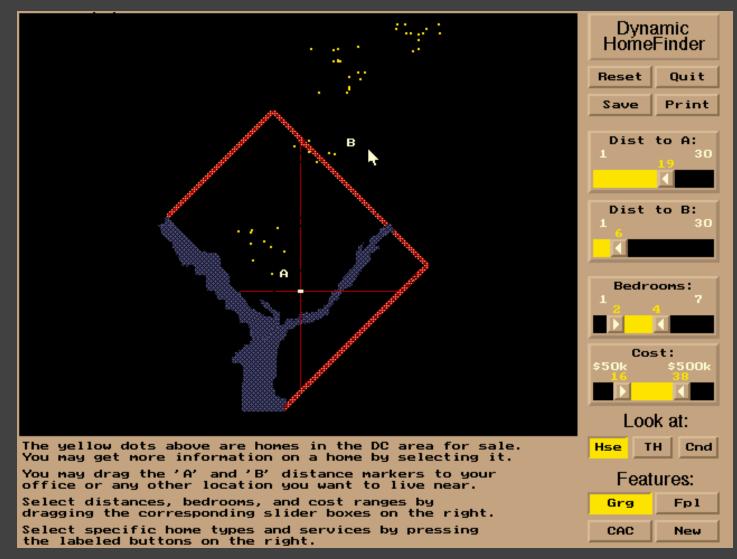
	02	namic Browser	: DC Home Finder	
IdNumber Duel	ling Addres	s	City	
2 Hous	e 5256 S	. Capitol St.	Beltsville, MD	
4 Hous	e 5536 S	. Lincoln St.	Beltsville, MD	
5 Hous	e 5165 J	ones Street	Beltsville, MD	
8 Hous	e 5007 J	ones Street	Beltsville, MD	
9 Hous	e 4872 J	ones Street	Beltsville, MD	
17 Hous	e 5408 S	. Capitol St.	Beltsville, MD	
20 Hous	e 5496 S	. Capitol St.	Beltsville, MD	
85 Cond	o 5459 S	. Lincoln St.	Laurel, MD	
86 Cond	o 5051 S	. Lincoln St.	Laurel, MD	
88 Cond	o 5159 H	amilton Street	Laurel, MD	
92 Cond	o 5132 H	amilton Street	Laurel, MD	
93 Cond	o 5221 S	. Lincoln St.	Laurel, MD	
94 Cond	o 5043 S	. Lincoln St.	Laurel, MD	
95 Cond	o 4970 J	ones Street	Laurel, MD	
97 Cond	o 4677 J	ones Street	Laurel, MD	
98 Cond	o 4896 S	. Capitol St.	Laurel, MD	
99 Cond	o 5048 S	. Capitol St.	Laurel, MD	
100 Cond	o 4597 3	1st Street	Laurel, MD	
101 Cond	o 5306 S	. Lincoln St.	Laurel, MD	
103 Cond	o 5562 G	lass Road	Laurel, MD	
105 Cond	o 5546 H	amilton Street	Laurel, MD	
152 Hous	e 7670 3	1st Street	Upper Marlboro,	HD
L				B

What forms of interaction might be useful for house hunters? Think about the *task* first, then how to support it.

#### pollev.com/jheer



### HomeFinder

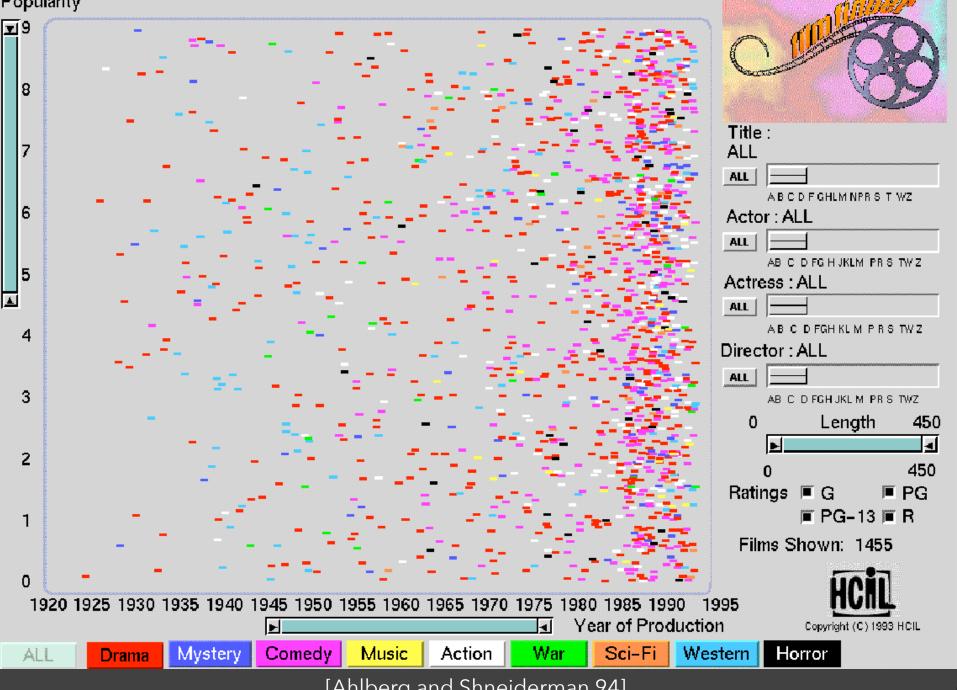


[Williamson and Shneiderman 92]

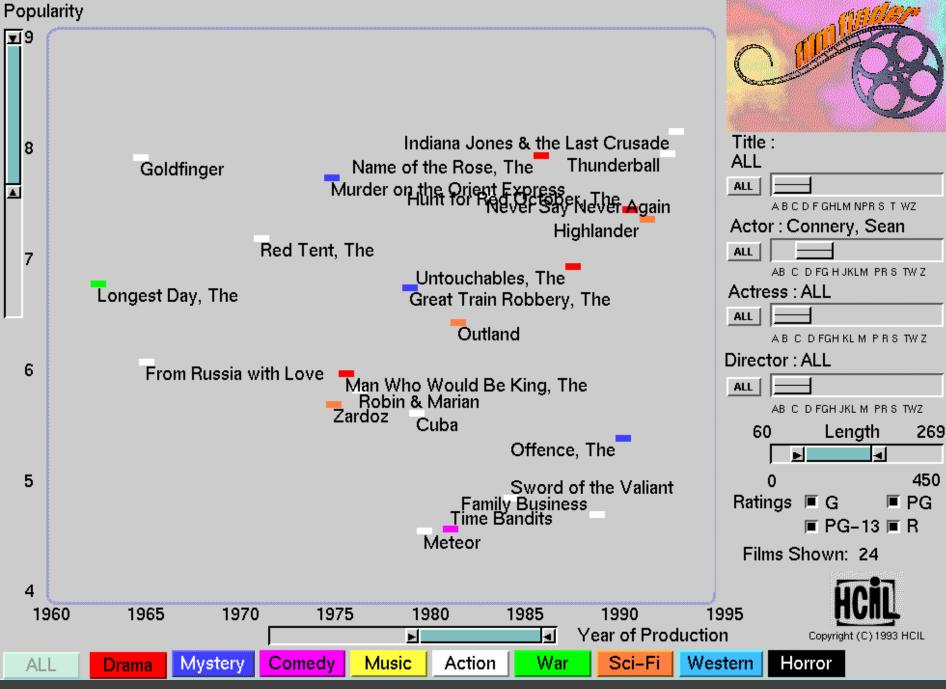
## **Direct Manipulation**

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

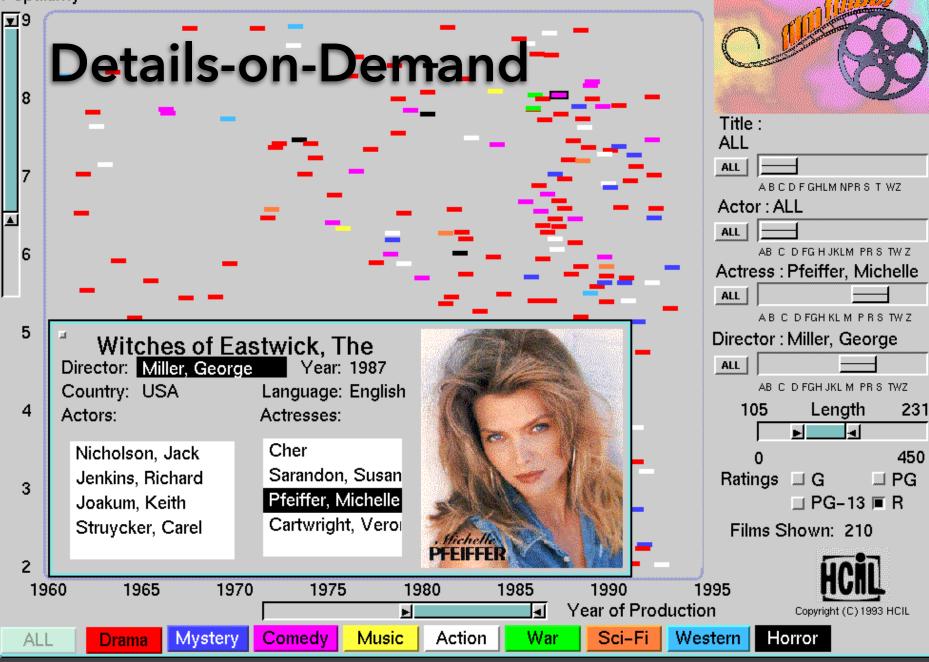




#### A B C D F GHLM NPR S T WZ

[Ahlberg and Shneiderman 94]

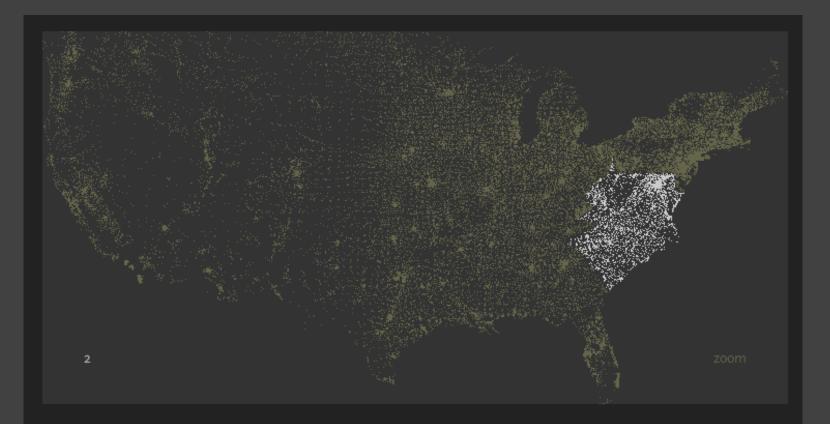
#### Popularity



[Ahlberg and Shneiderman 94]

# The Attribute Explorer

# Zipdecode [Fry 04]

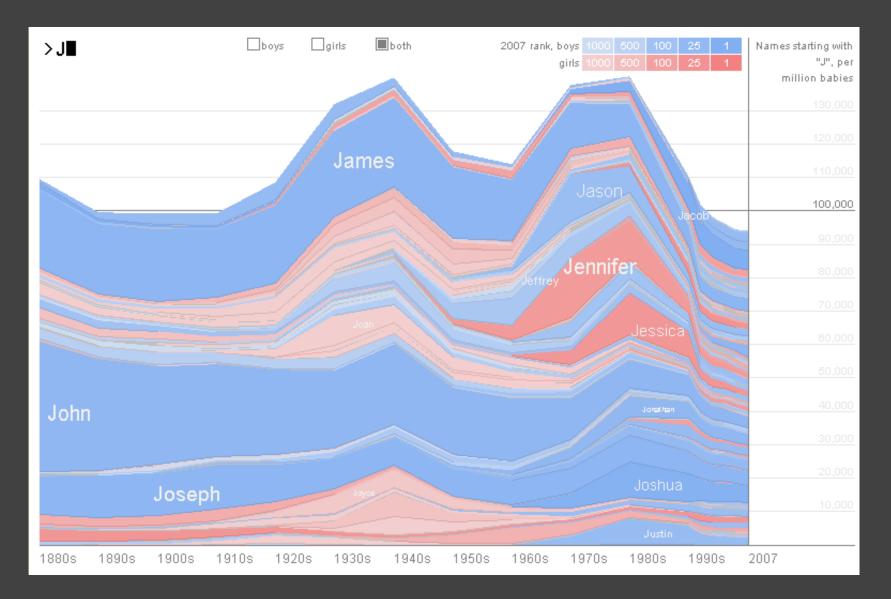


Hit the letter **z**, or click the word **zoom** to enable or disable zooming.

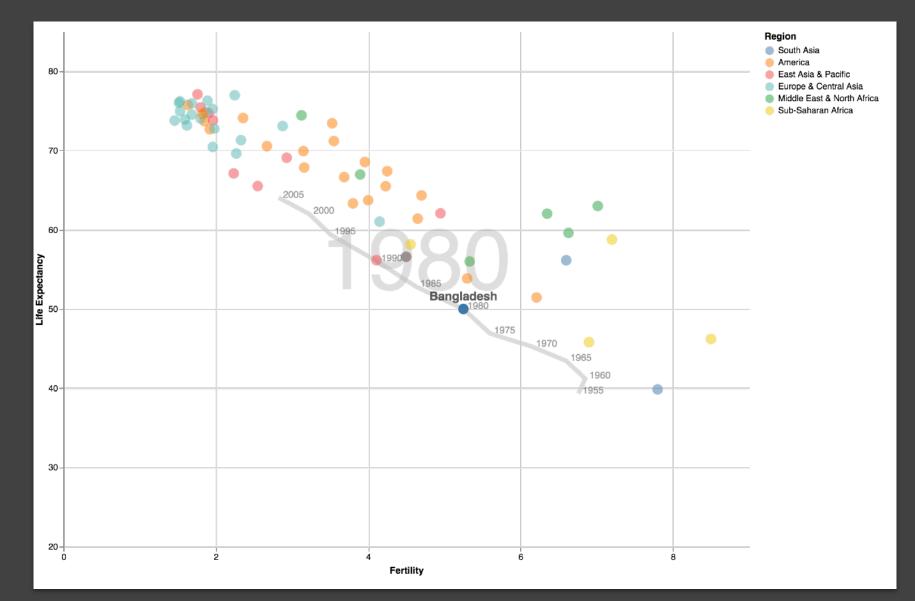
Hold down **shift** while typing a number to replace the previous number (U.S. keyboards only).

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

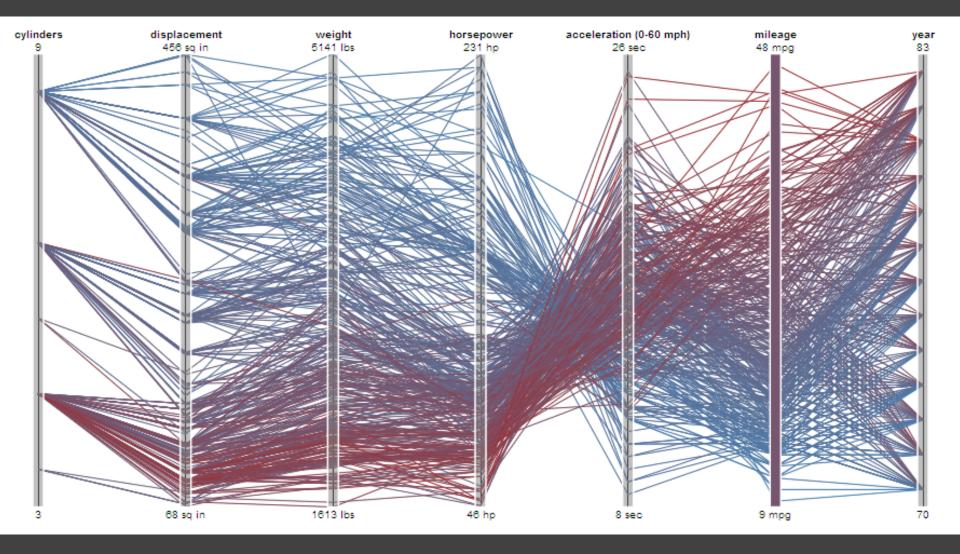
### NameVoyager [Wattenberg 06]



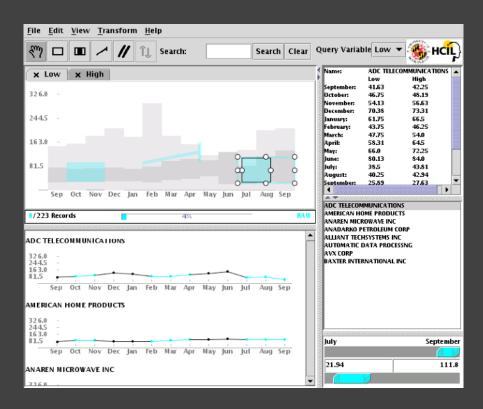
### **DimpVis** [Kondo 14]

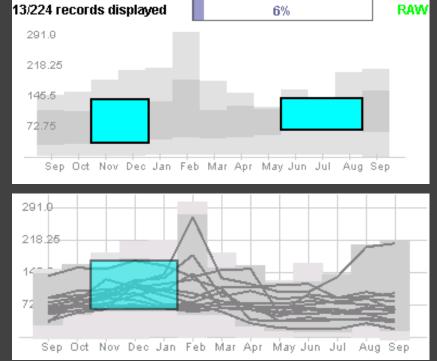


### Parallel Coordinates [Inselberg]

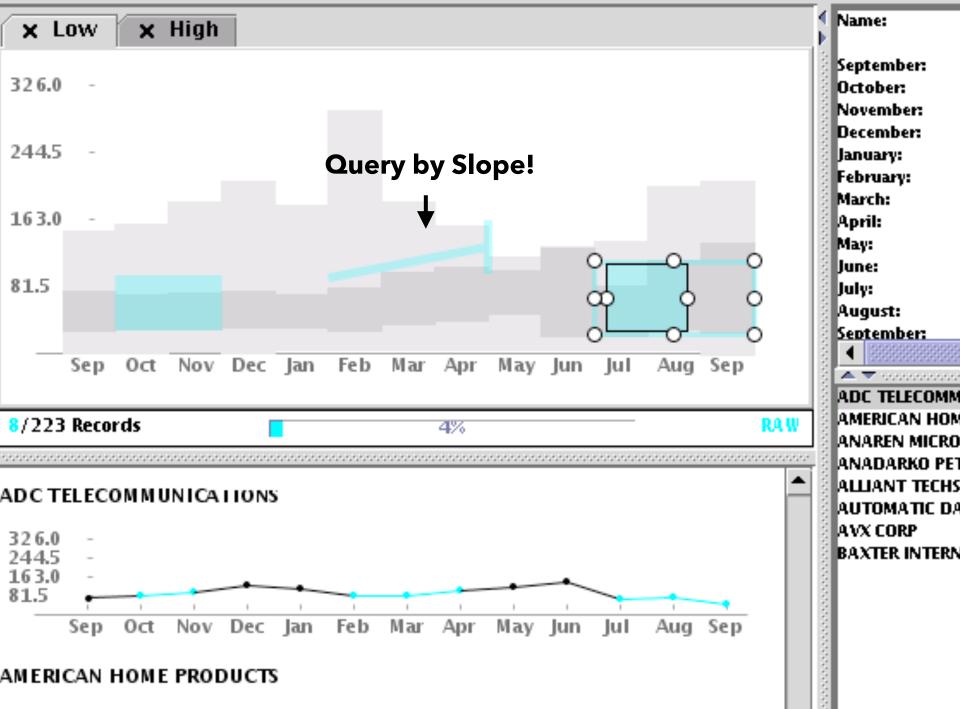


### **TimeSearcher** [Hocheiser 02]

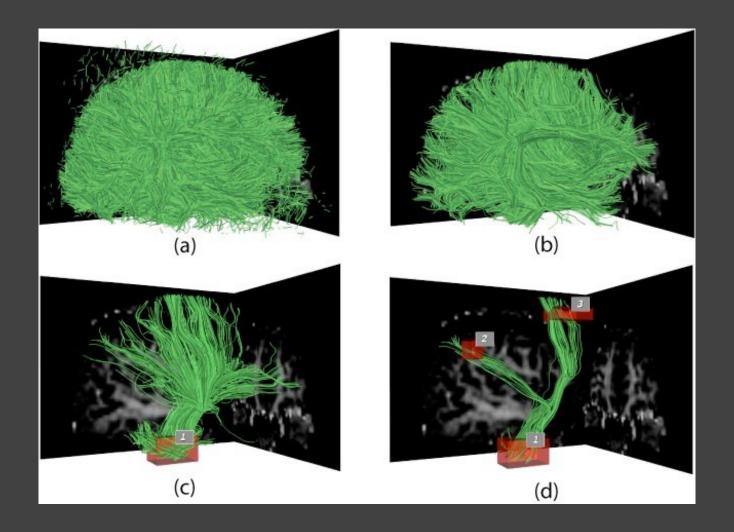




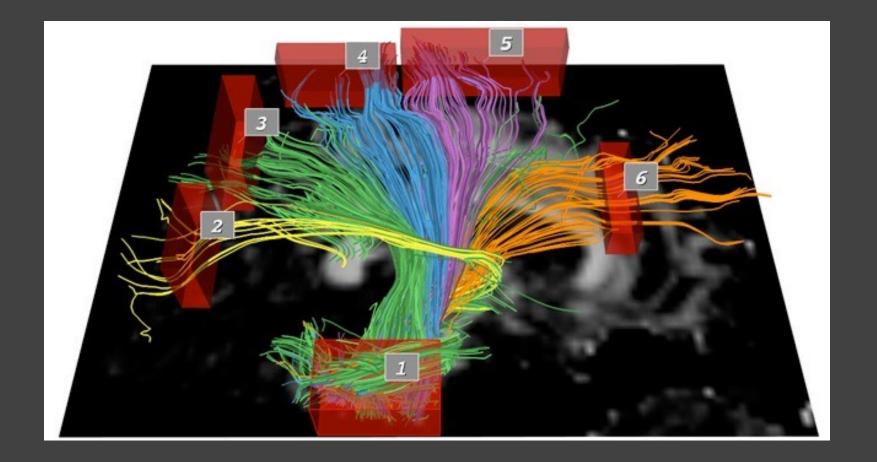
Builds on Wattenberg's [2001] idea for sketch-based queries of time-series data.



### 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

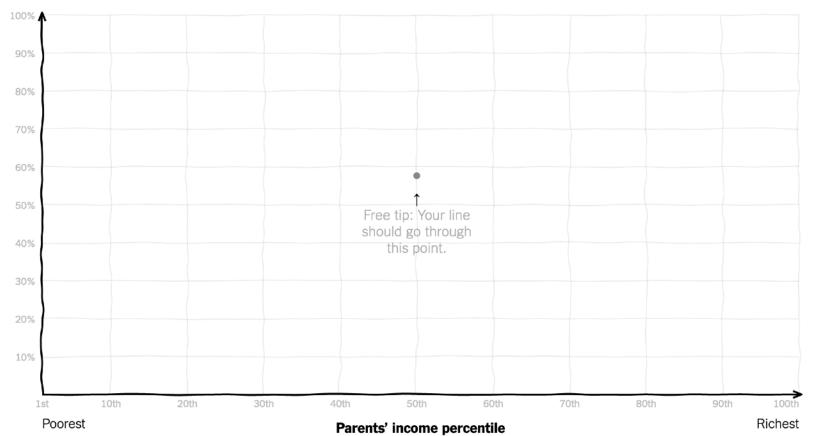
Who would use these kinds of tools?

# **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 Gradescope. Due by Wed 1/24 11:59pm.

### **A2 Peer Reviews**

On Thursday 1/25 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 **Tue 1/30 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?

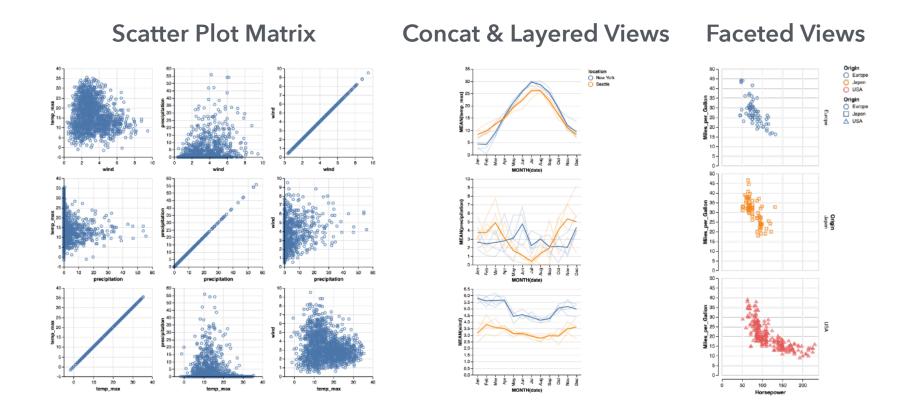
Suggest alternative design directions, or even wacky half-baked ideas. Example: "What if we got rid of the slider and enabled direct manipulation navigation by dragging data points directly?"

# An Interaction Grammar (Vega-Lite Selections)

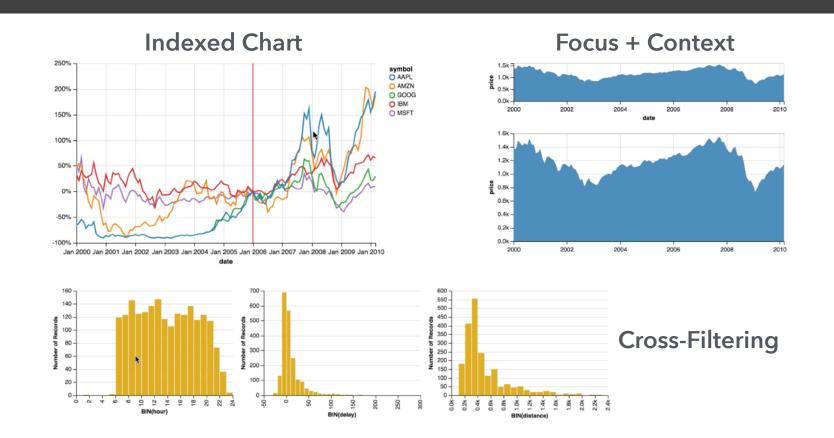
Satyanarayan, Moritz, Wongsuphasawat, Heer. TVCG'17



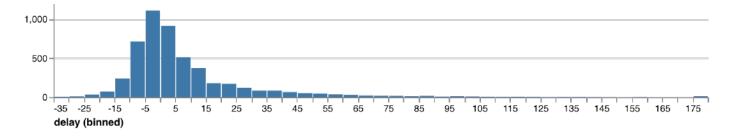
### **Vega-Lite: A Grammar of Graphics**

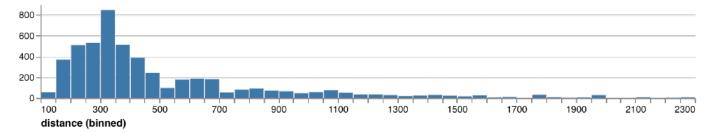


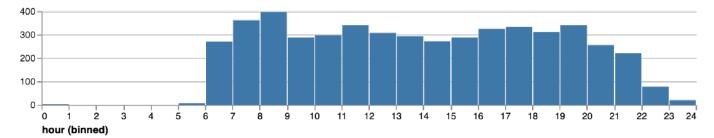
### Vega-Lite: A Grammar of Multi-View Graphics

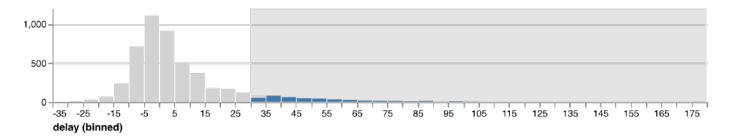


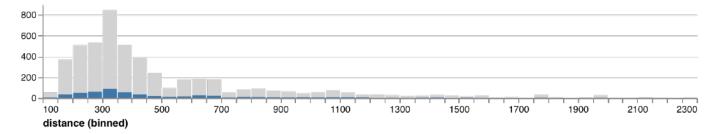
### Vega-Lite: A Grammar of Interactive Graphics

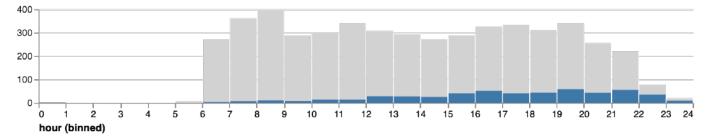




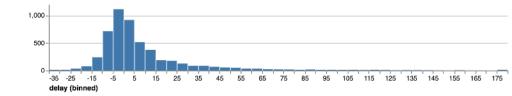




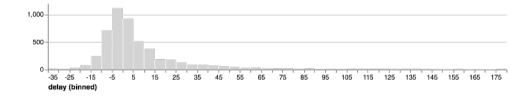




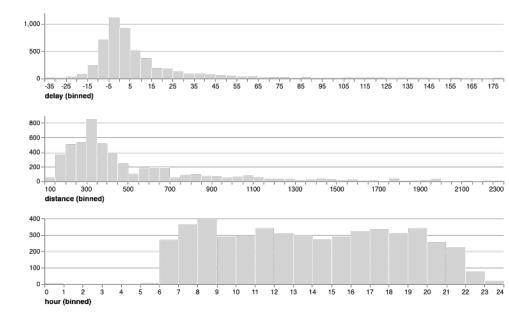
markBar().encode(
 x().fieldQ('delay').bin(true),
 y().count()
).data('data/flights.json')



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

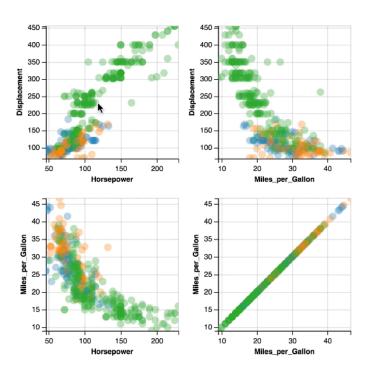
- Inputs: interactive brush, query widgets
- Axis scales: pan / zoom a scale domain
- Legends: interactive selection

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

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

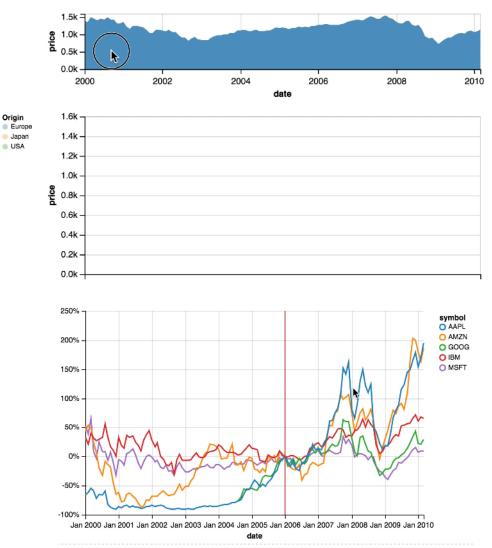
### Selections

# Selections *invert* scales and *parameterize* graphics



Bind selection to scale domains: Synchronized Pan & Zoom!

#### Overview + Detail



Parameterized Transformations