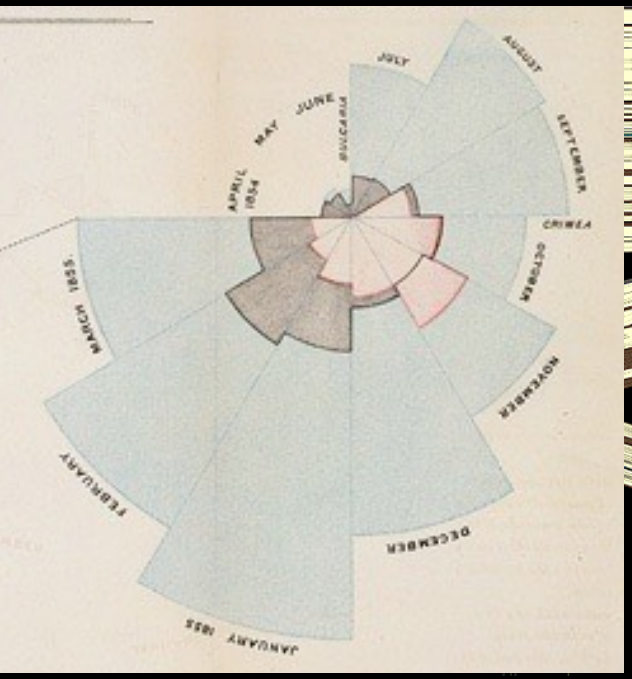
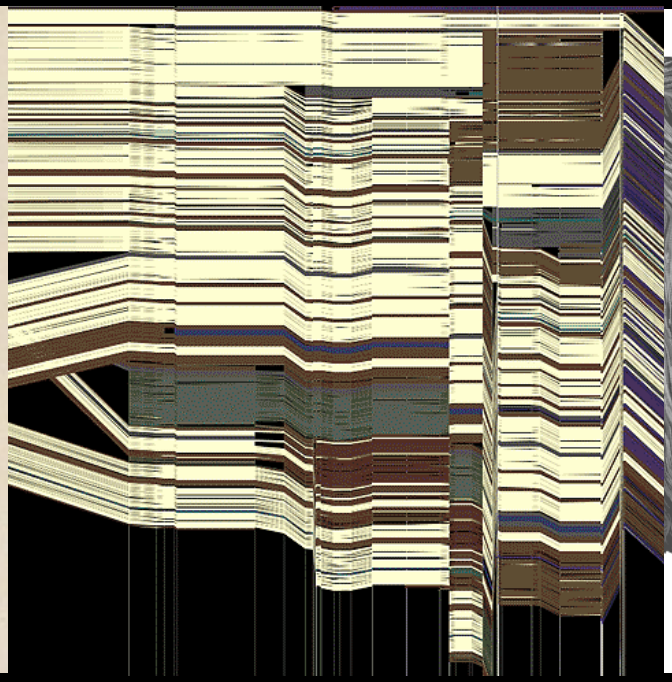
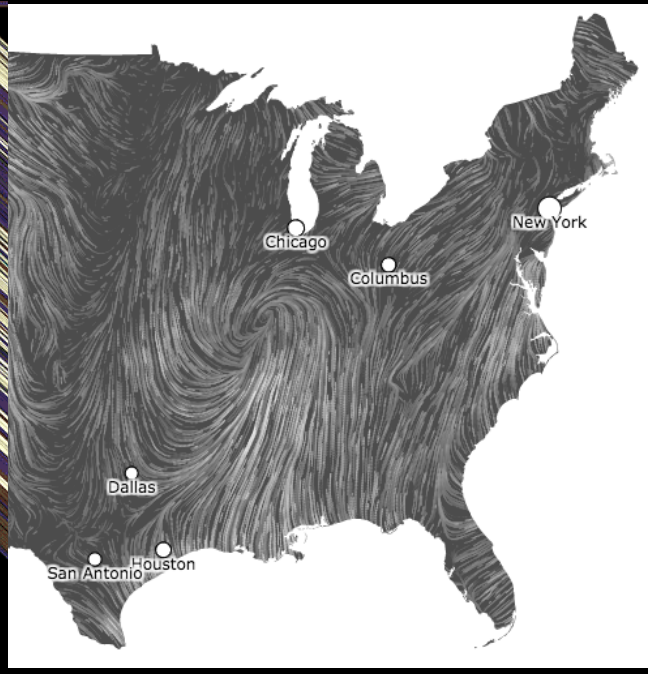
CSE 512 - Data Visualization

Mapping & Cartography



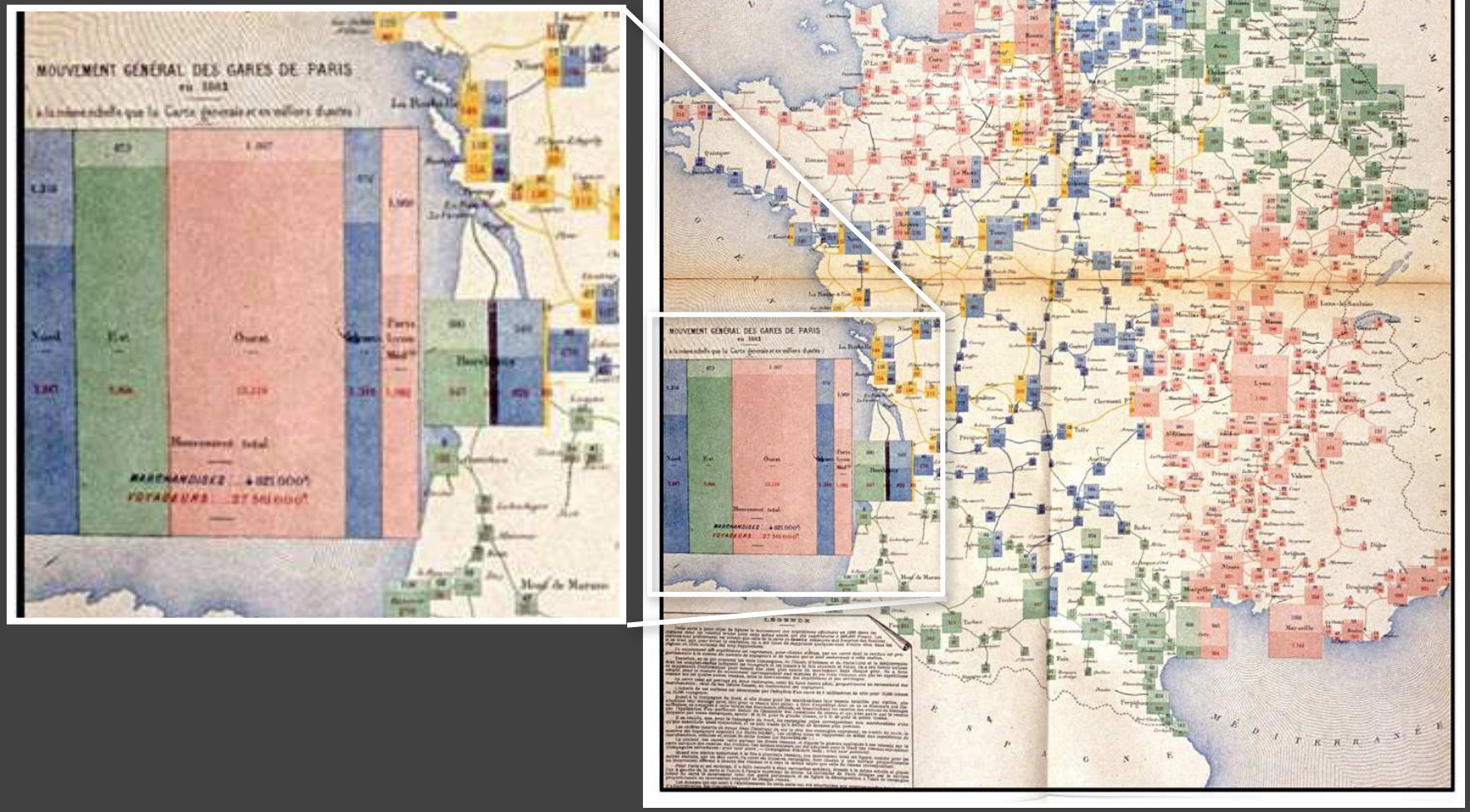




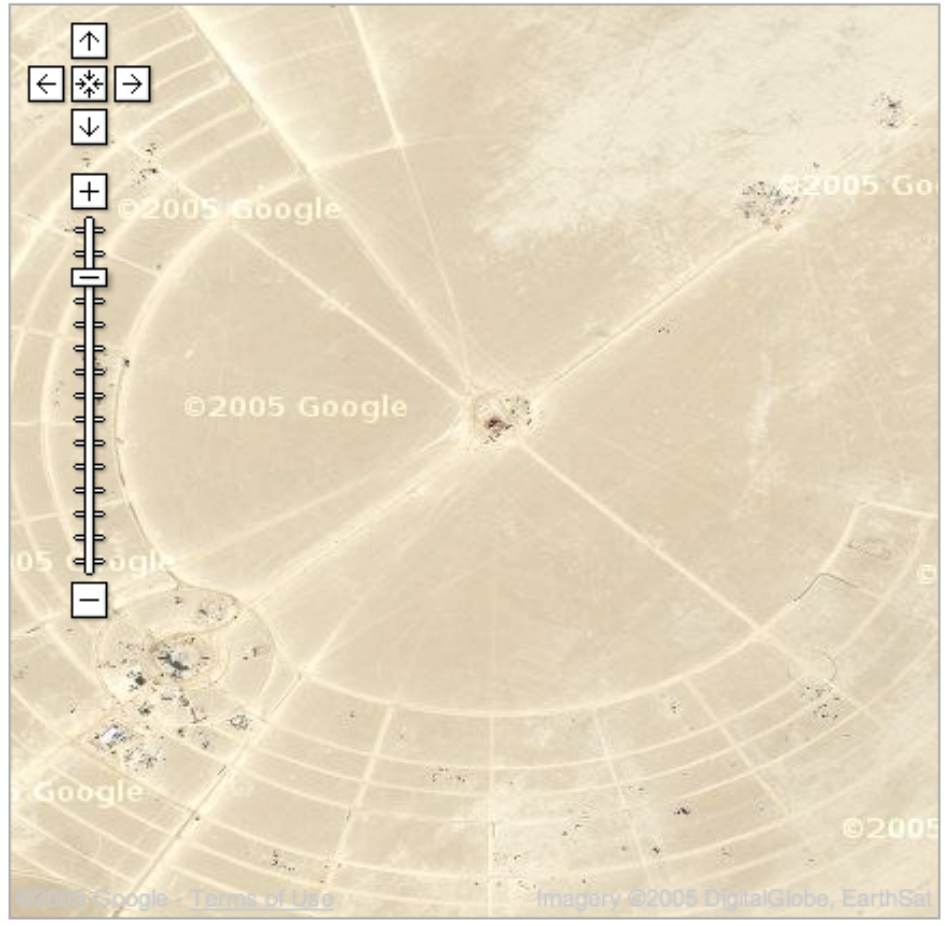
Jeffrey Heer University of Washington
(with significant material from Michal Migurski)

Ptolemy's Geographica

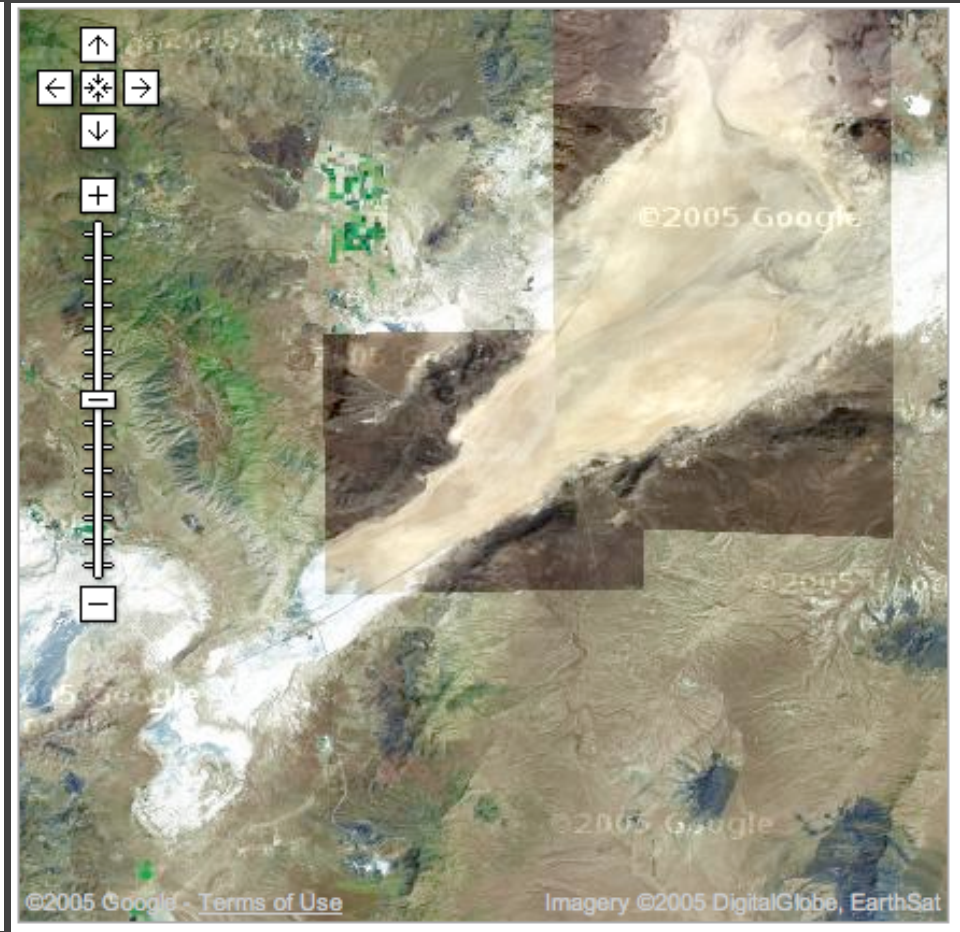
Original ~150AD, This Map ~1300AD



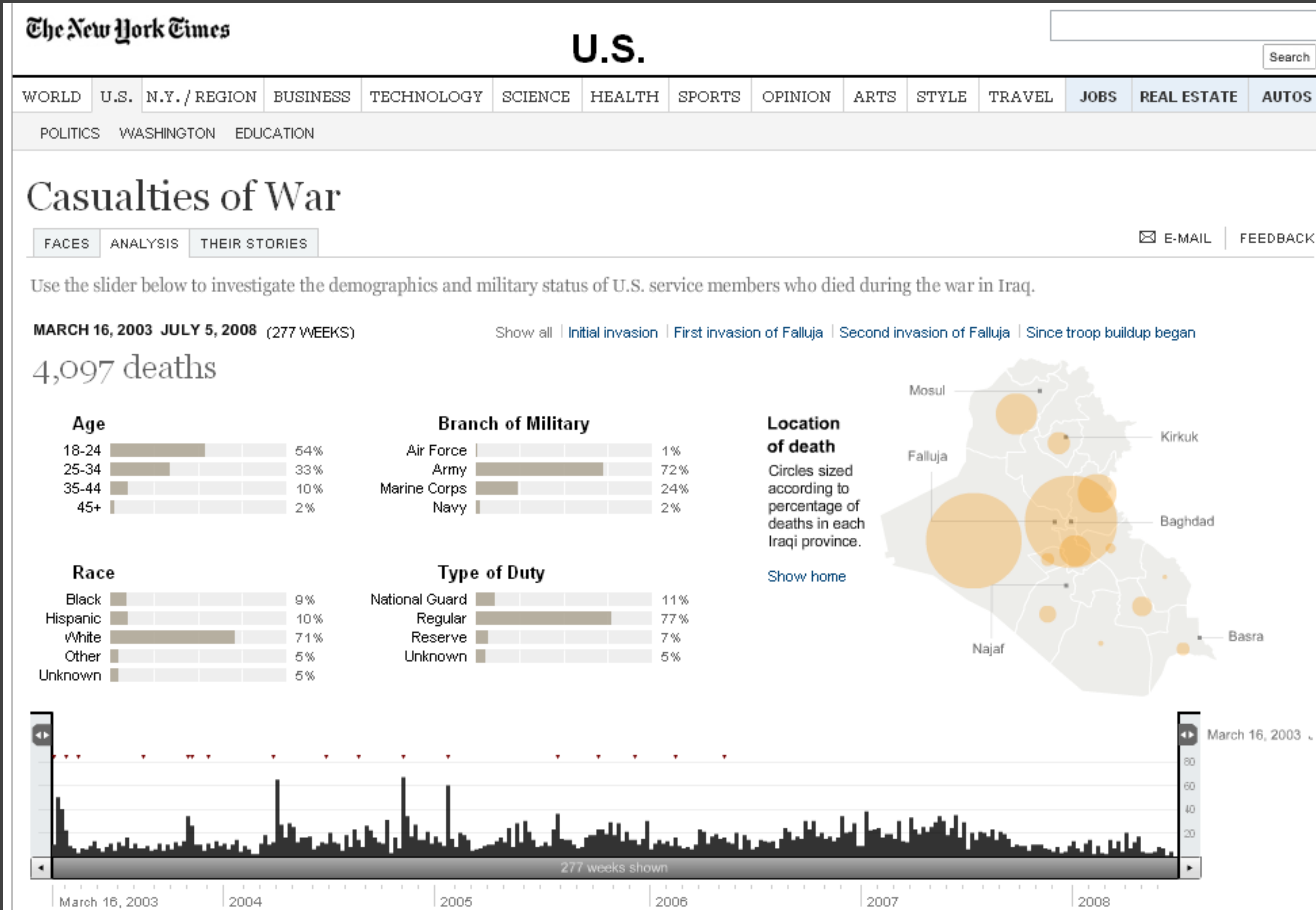
Rail Passengers and Freight from Paris 1884



Black Rock City, Nevada
(Burning Man)

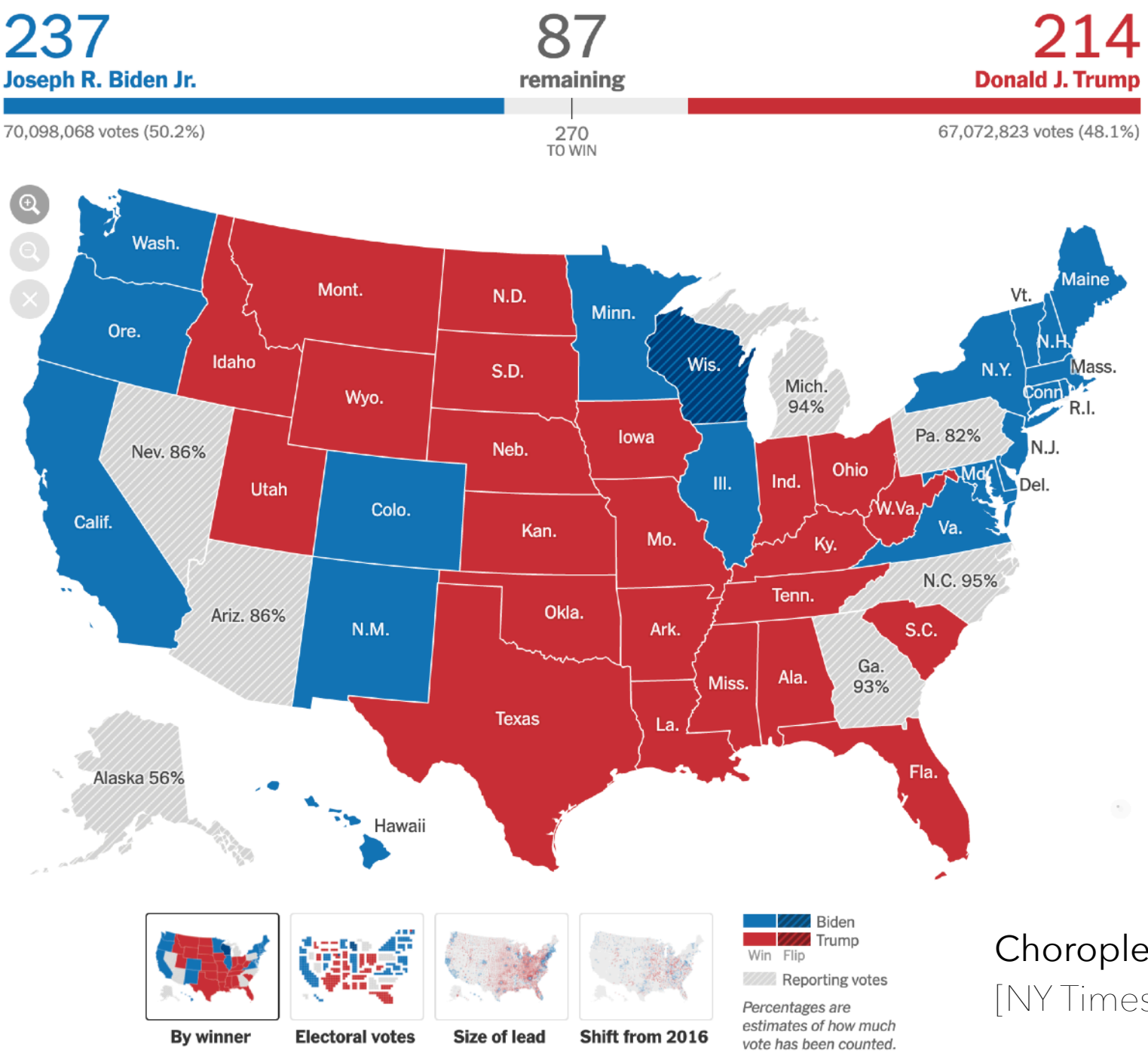


Google Maps 2005



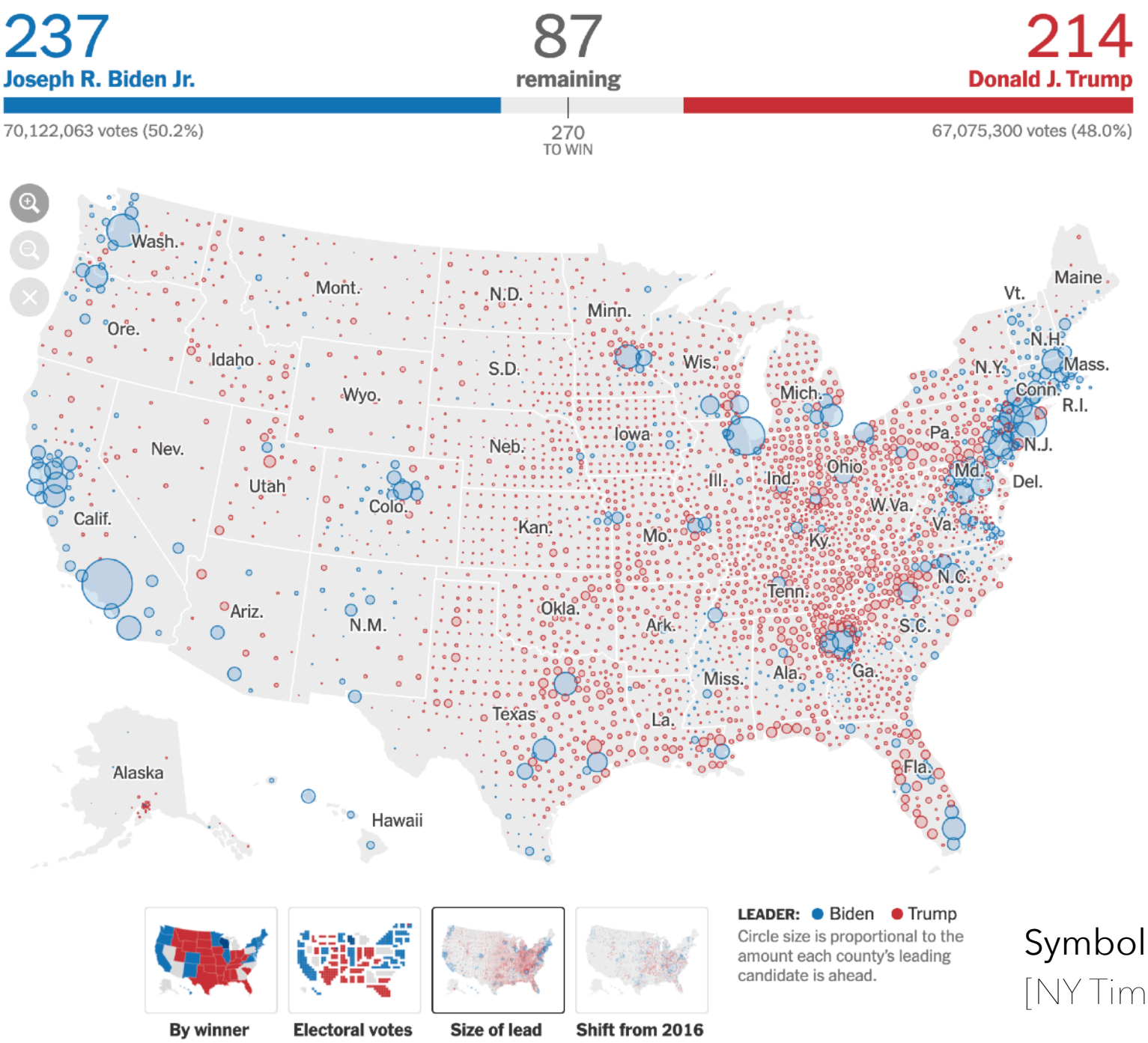
Casualties of War, New York Times 2006

NY Times
2014

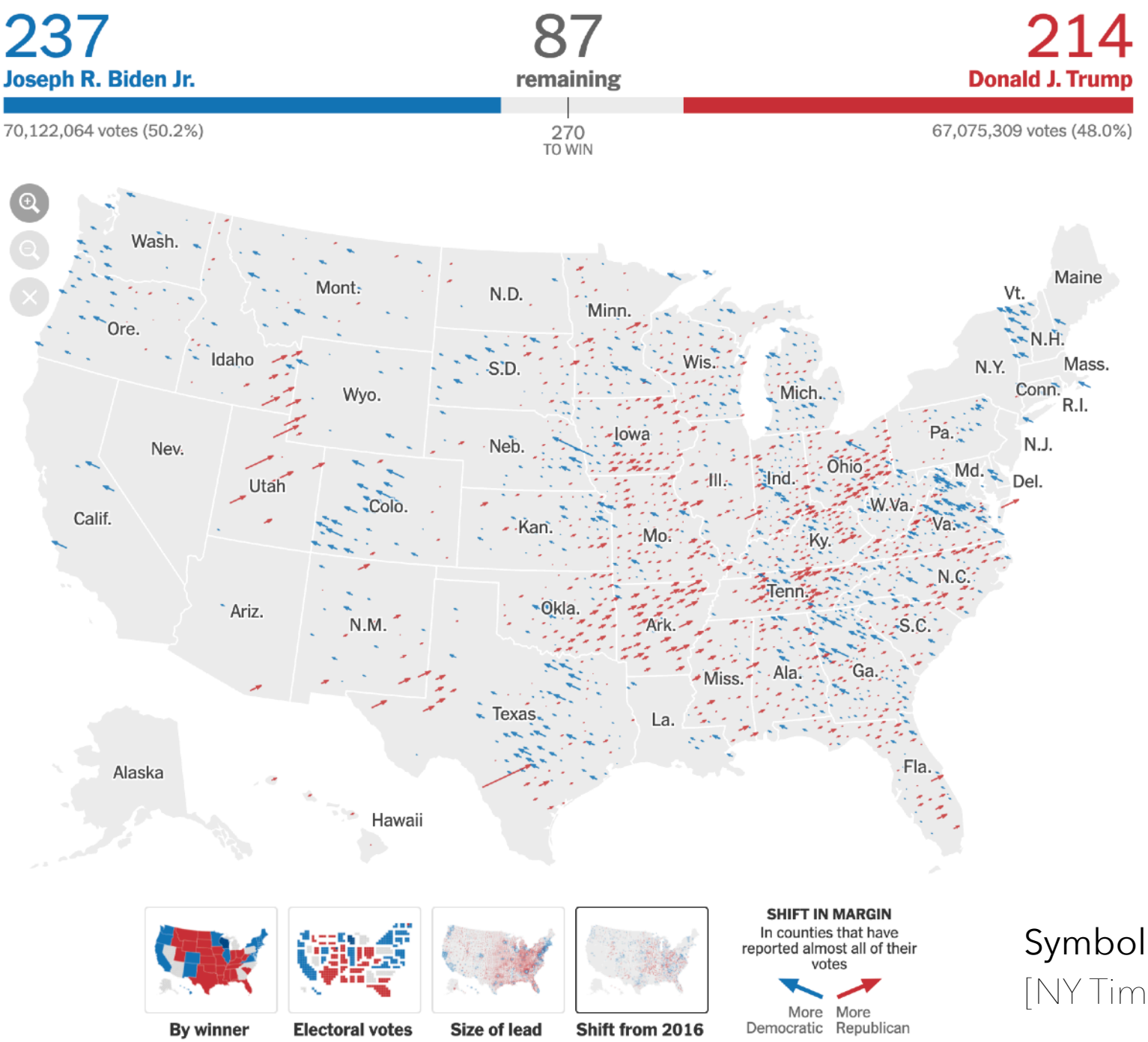


Choropleth Map

[NY Times]



Symbol Map
[NY Times]



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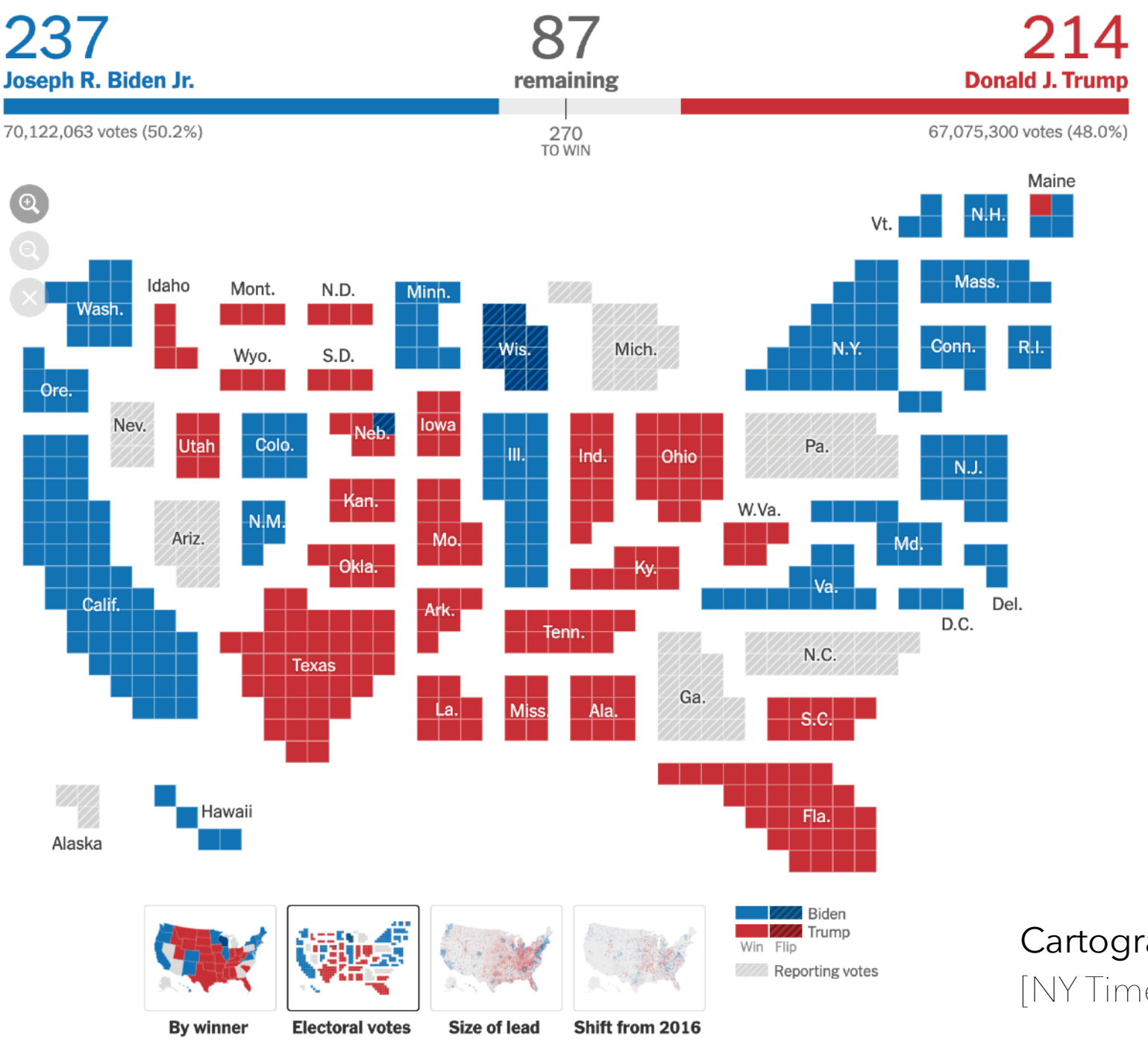


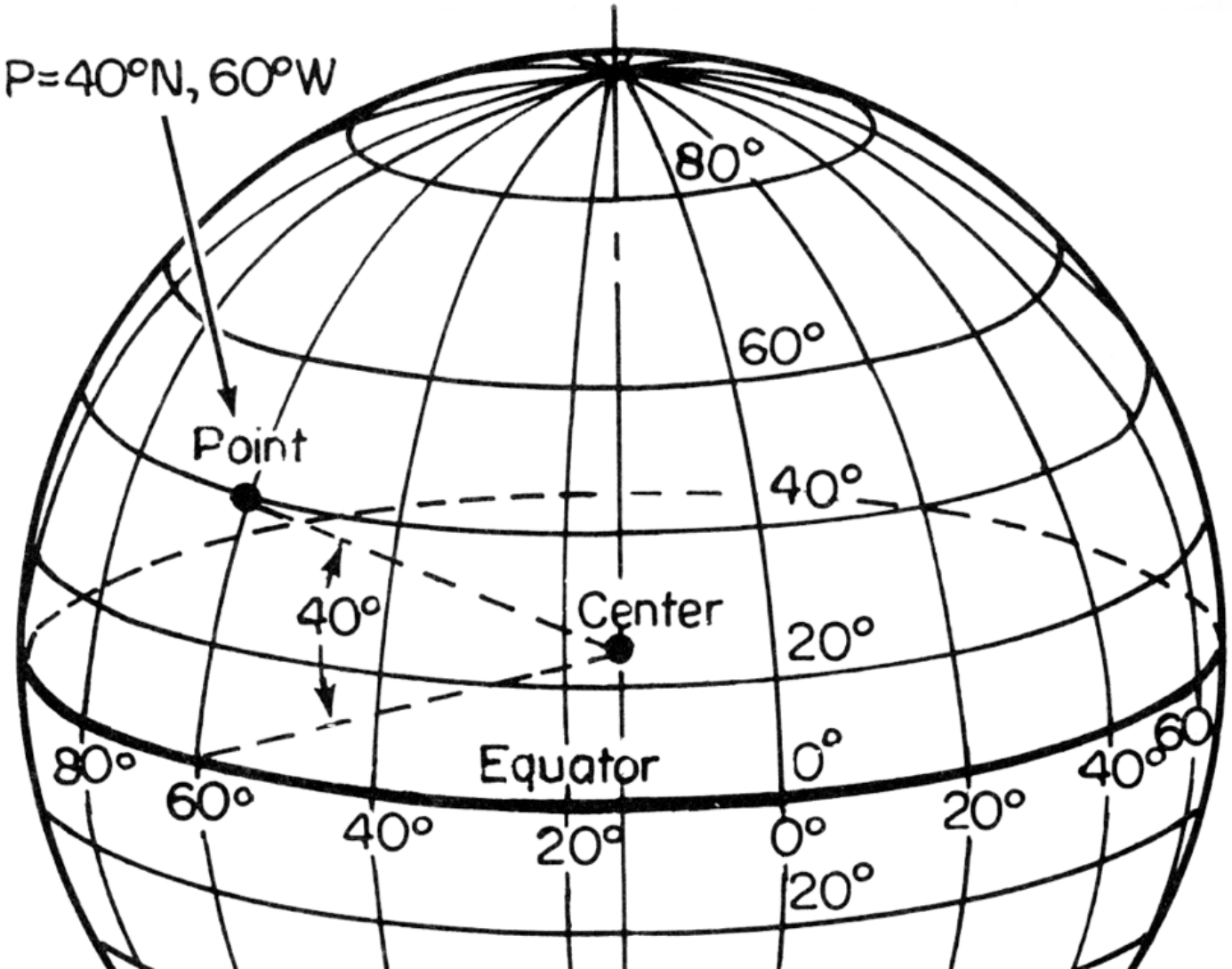
Cartogram
[NY Times]

Cartography

The Making of Maps

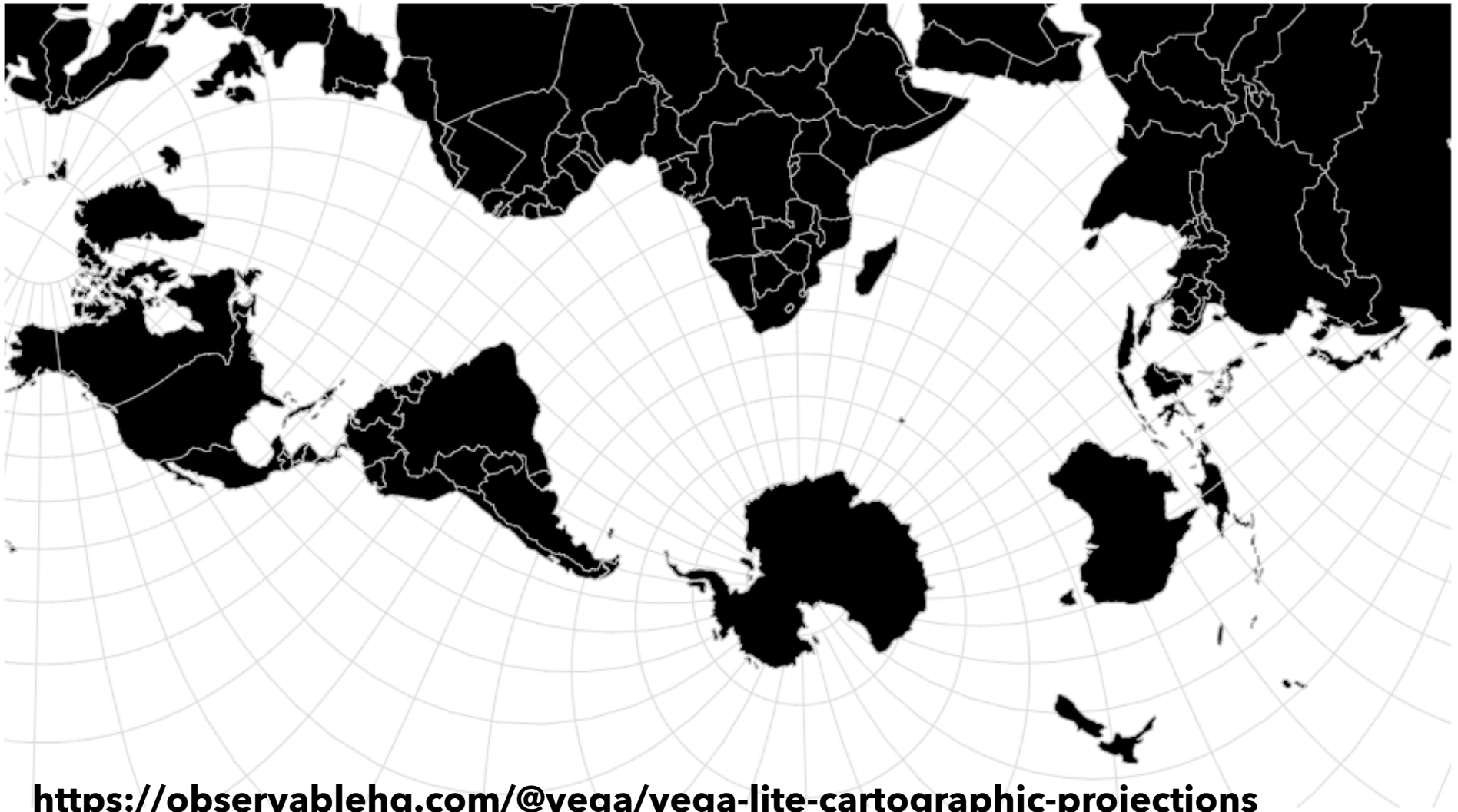
Projections

Latitude, Longitude




A sphere tears
when you flatten it

Exploring Projections…

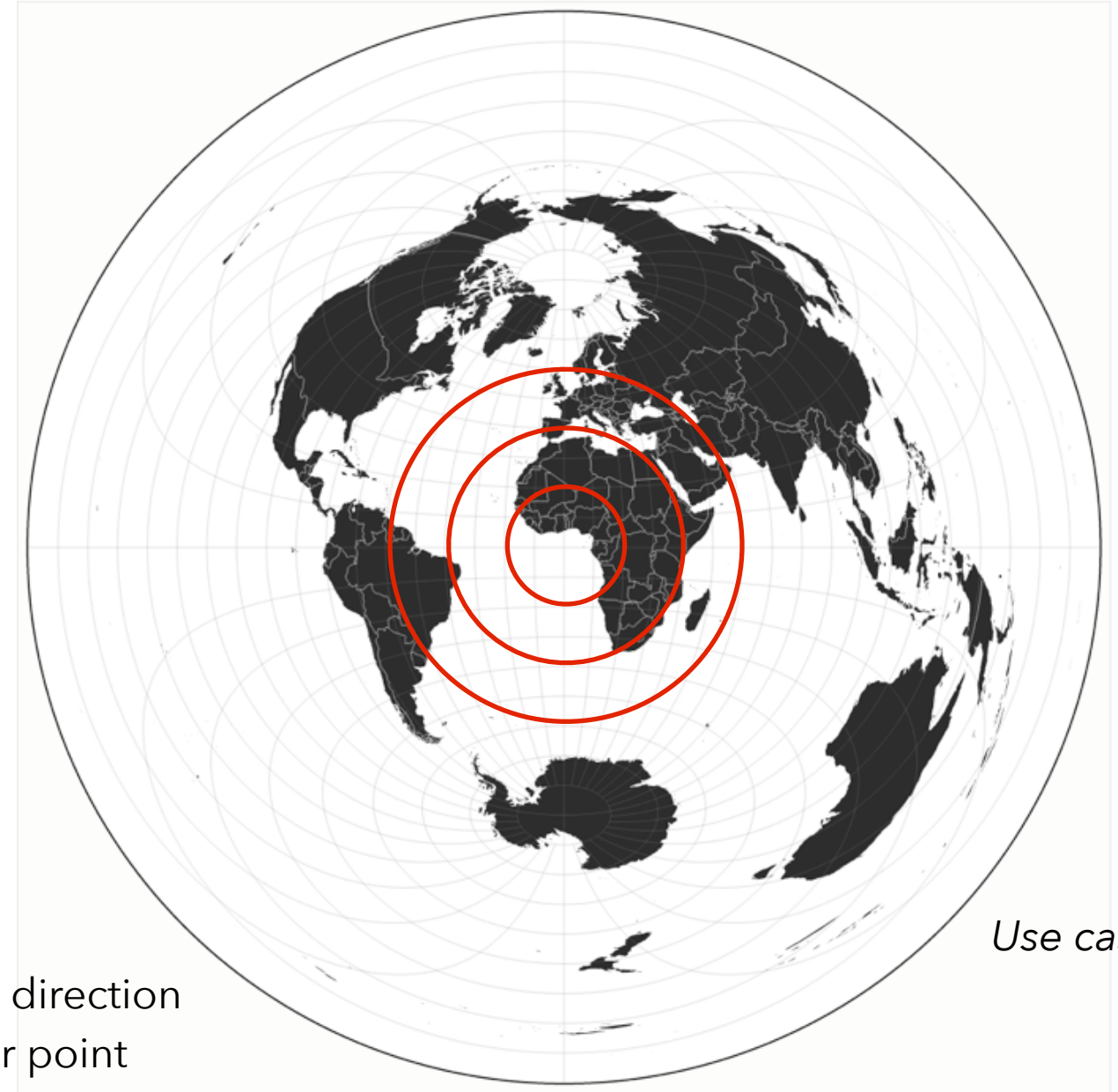


https://observablehq.com/@vega/vega-lite-cartographic-projections

We can categorize projections by what they preserve…


Distance
Preserve distance / direction from center

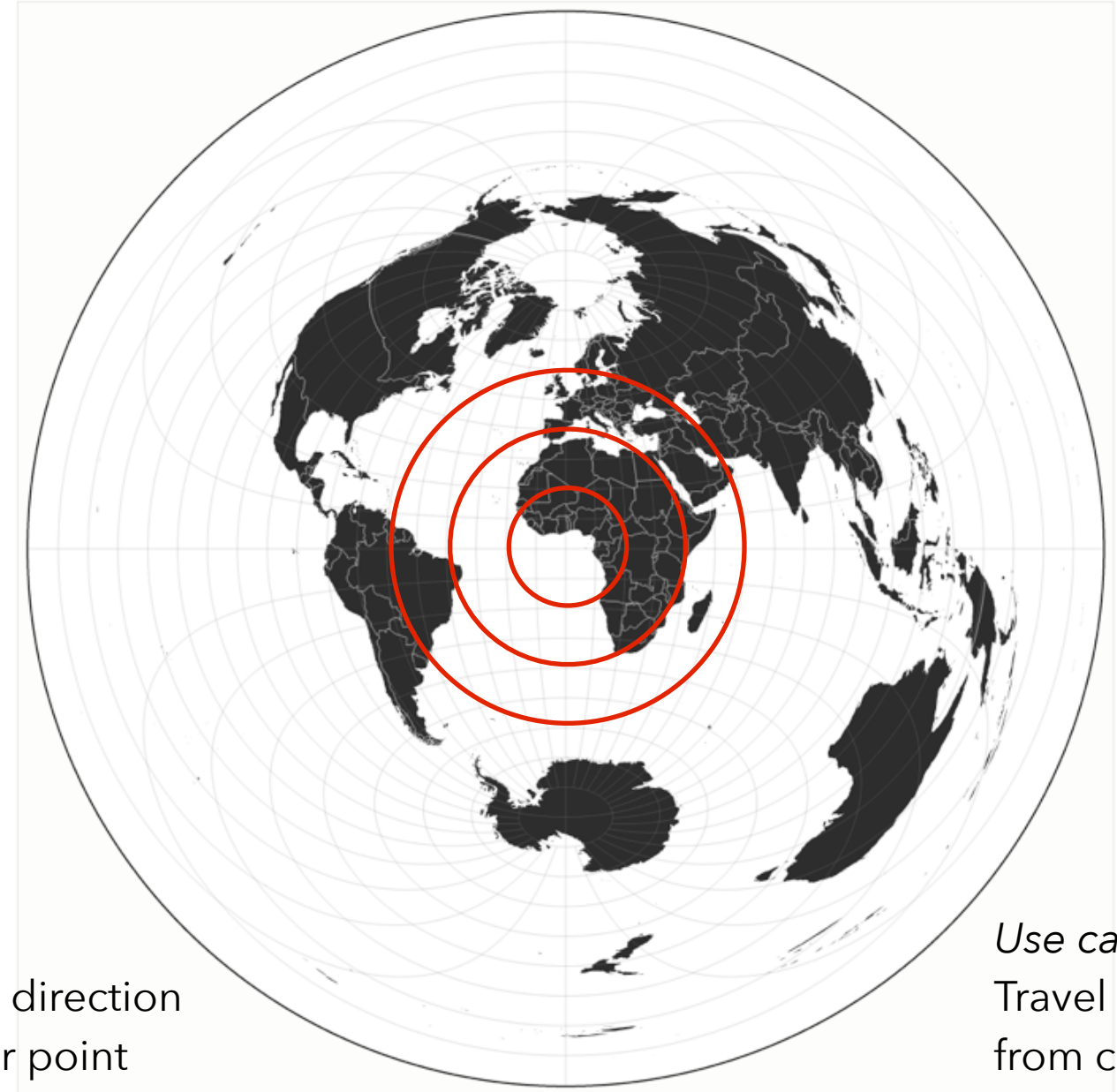
Azimuthal Equidistant



Preserves:
Distance & direction
from center point

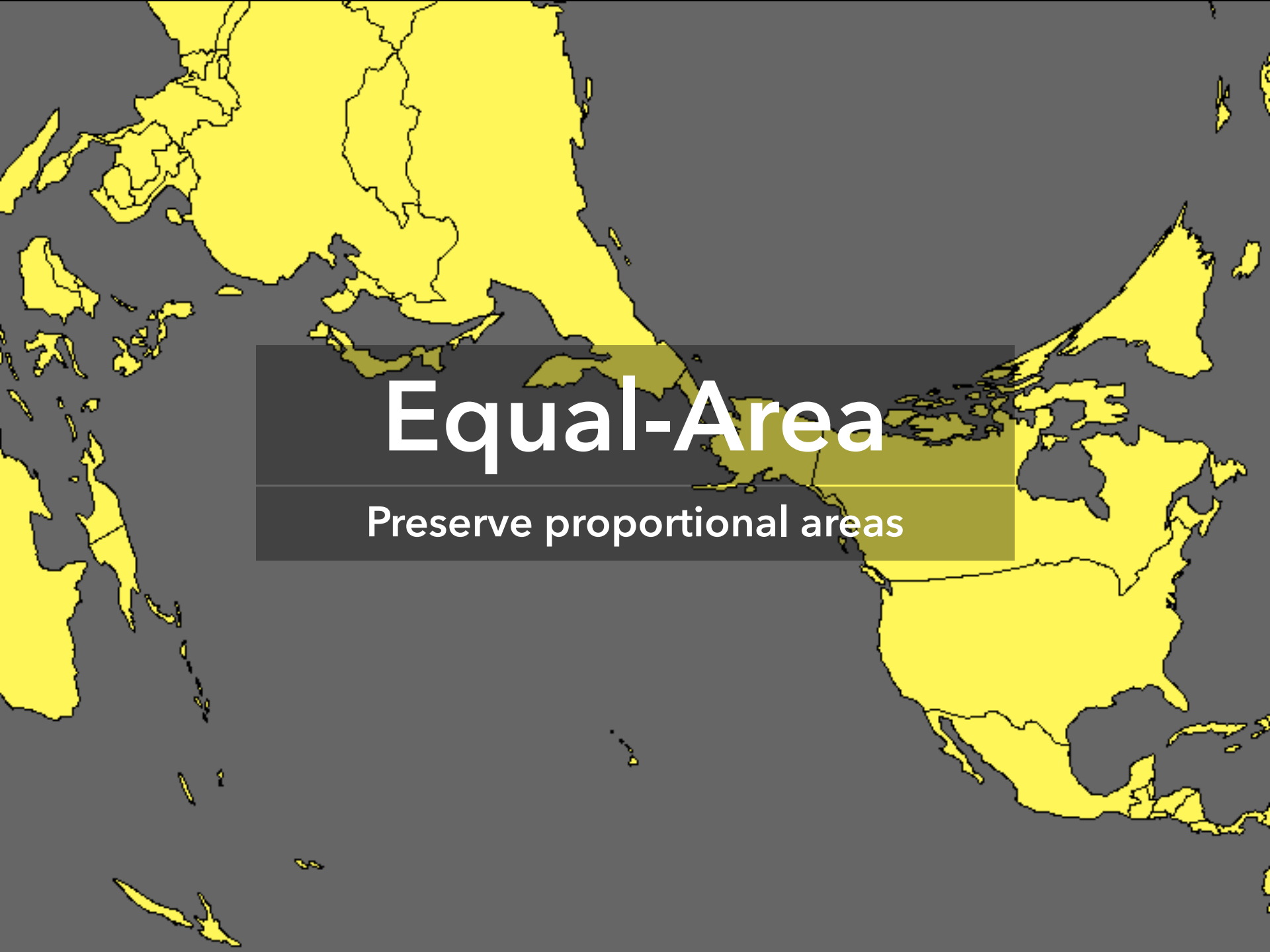
Use cases?

Azimuthal Equidistant

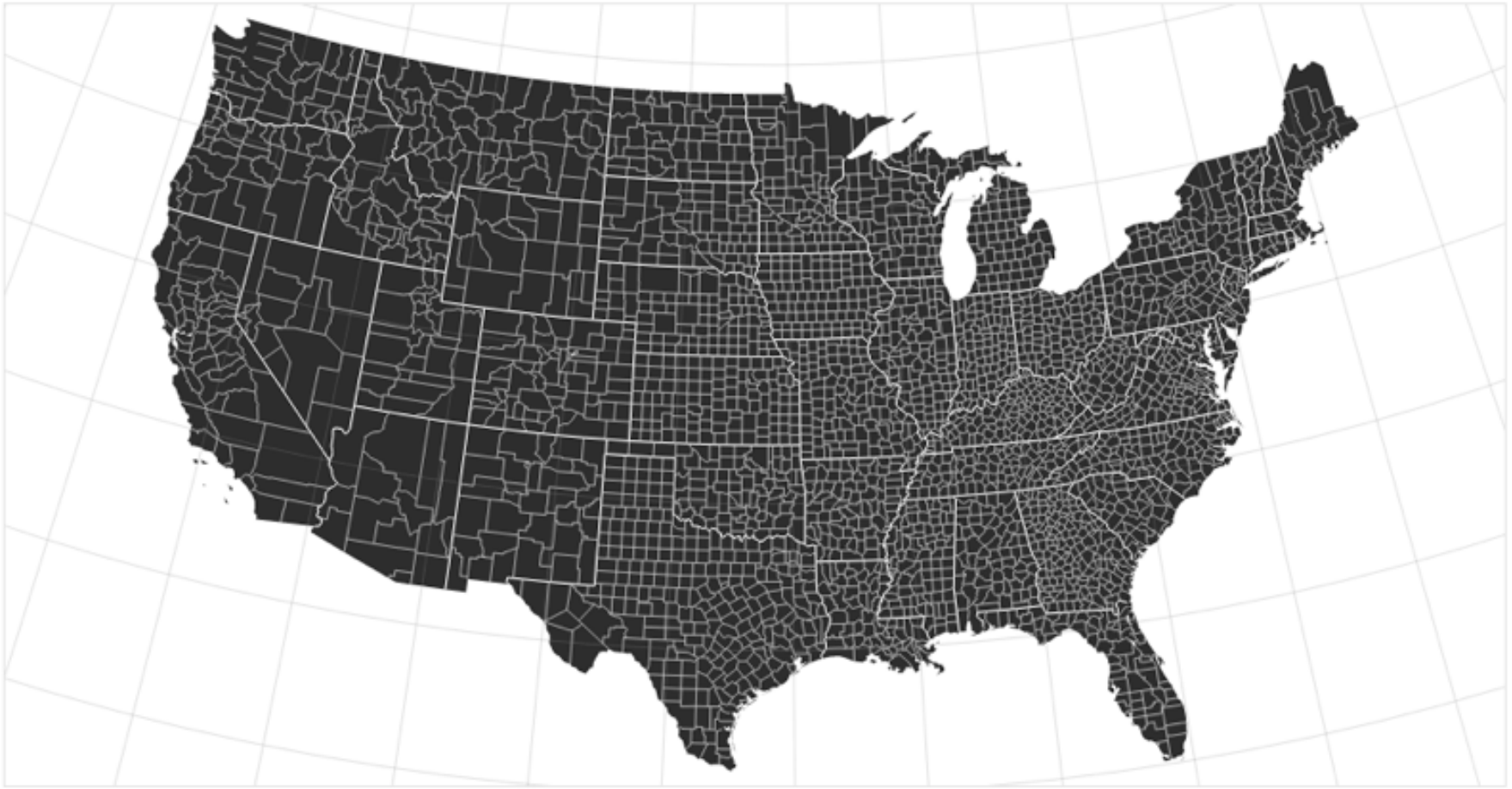


Preserves:
Distance & direction
from center point

Use cases:
Travel / propagation
from center point


Equal-Area
Preserve proportional areas

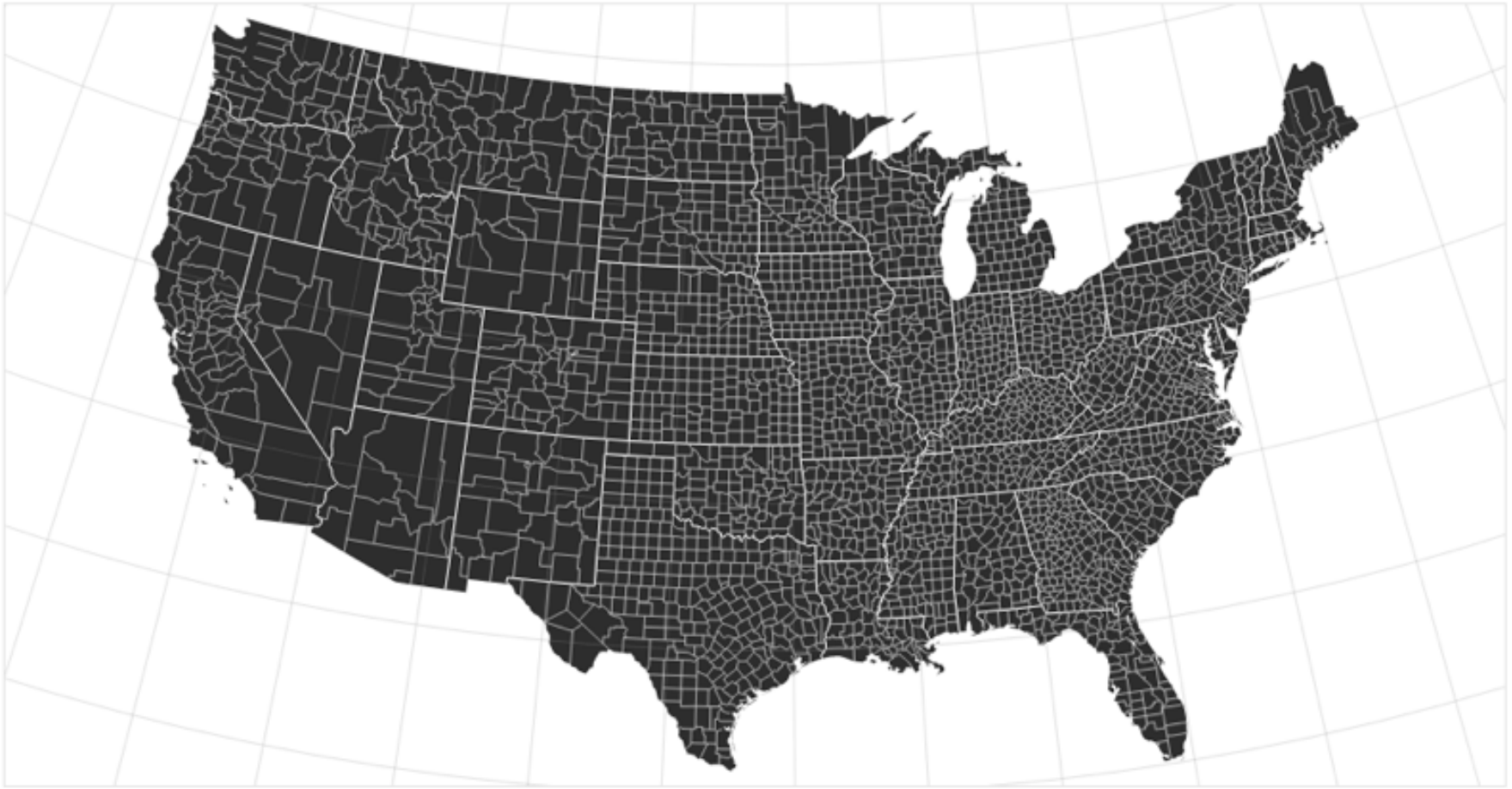
Albers Equal-Area Conic



Preserves: Proportional area of geographic regions

Use cases?

Albers Equal-Area Conic

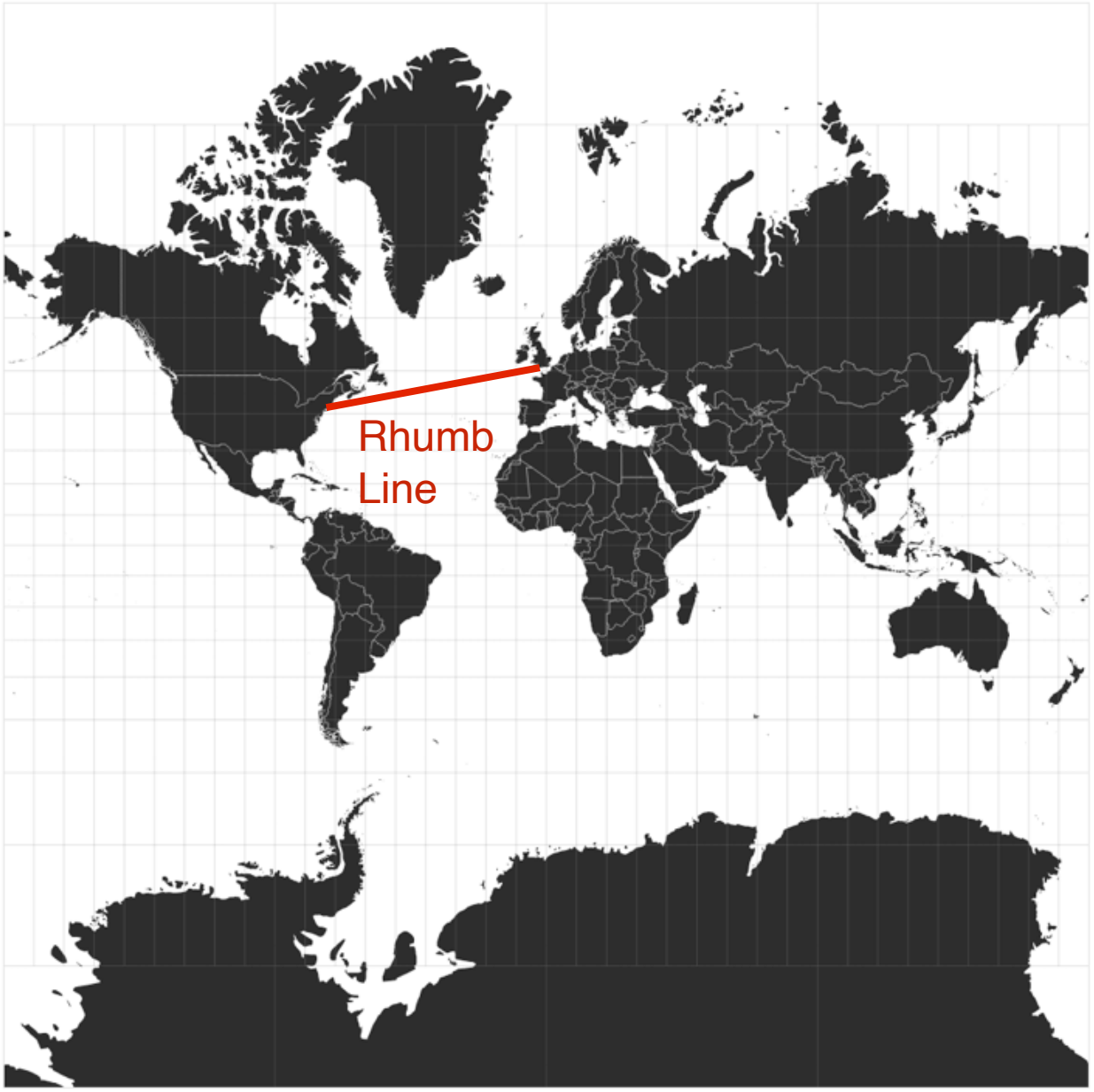


Preserves: Proportional area of geographic regions

Use cases: Land surveys, choropleth (shaded) maps


Conformal
Preserve local angles (“shape”)

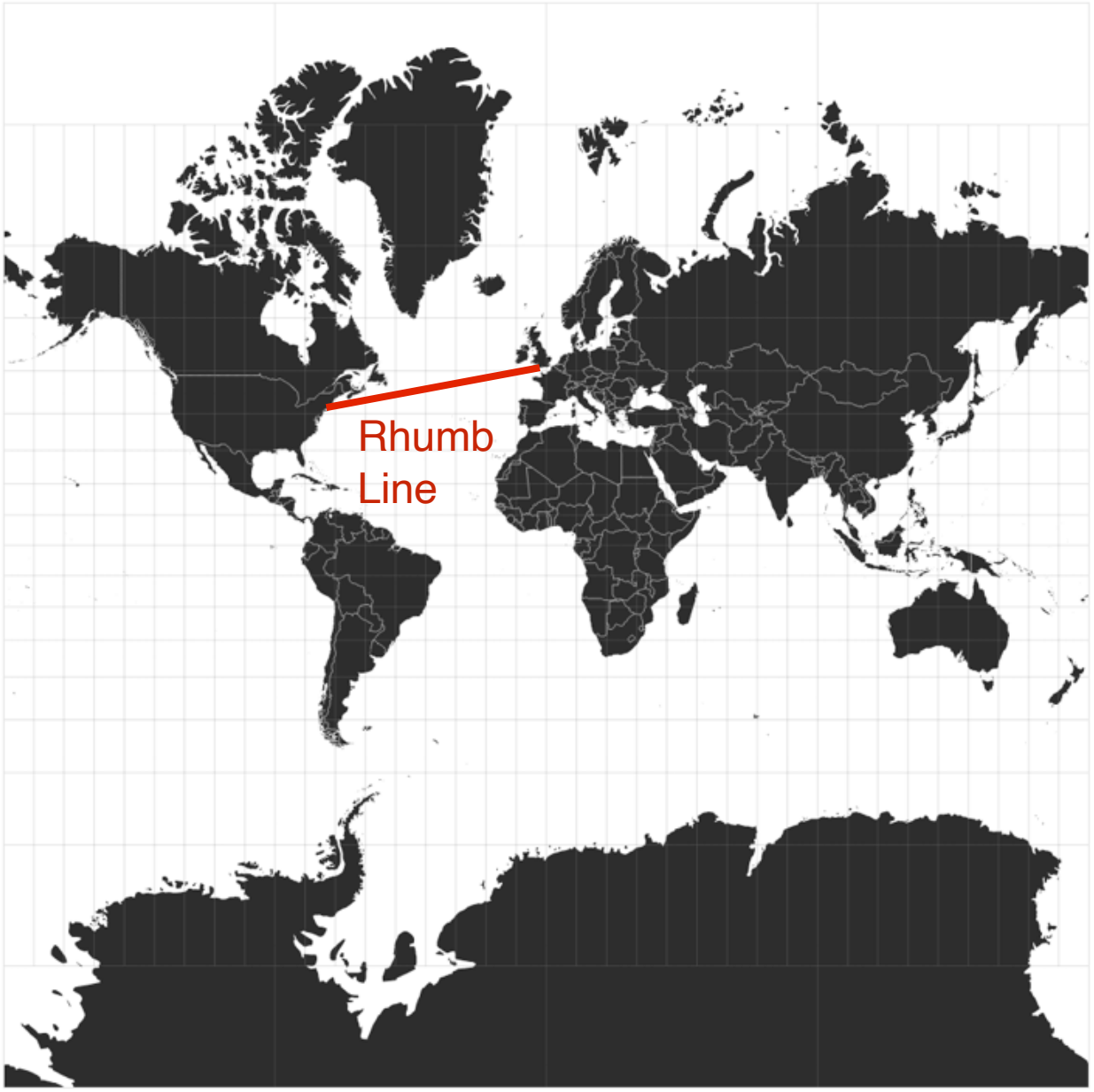
Spherical Mercator



Preserves:
Compass bearing
as a straight line

Use cases?

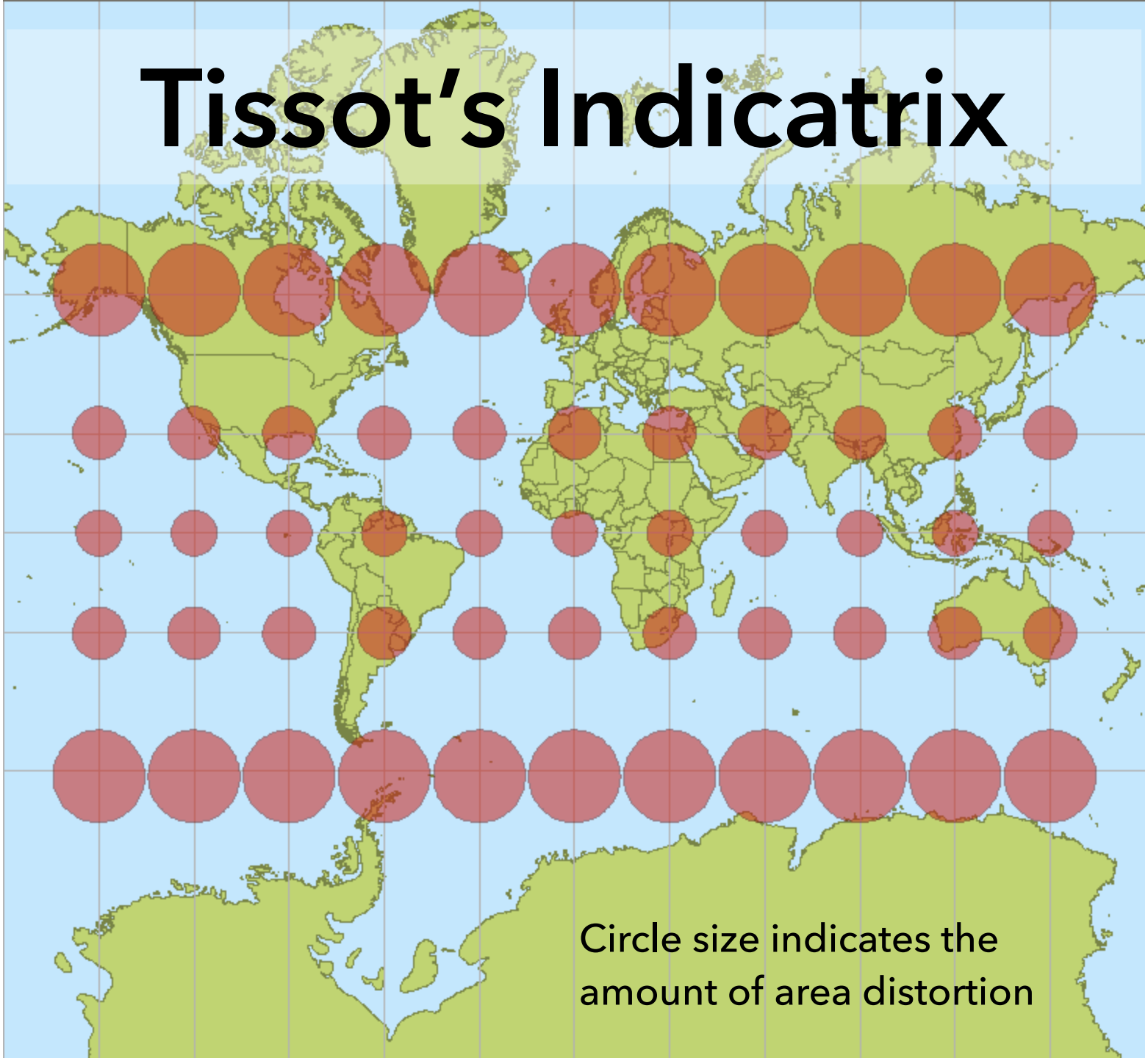
Spherical Mercator

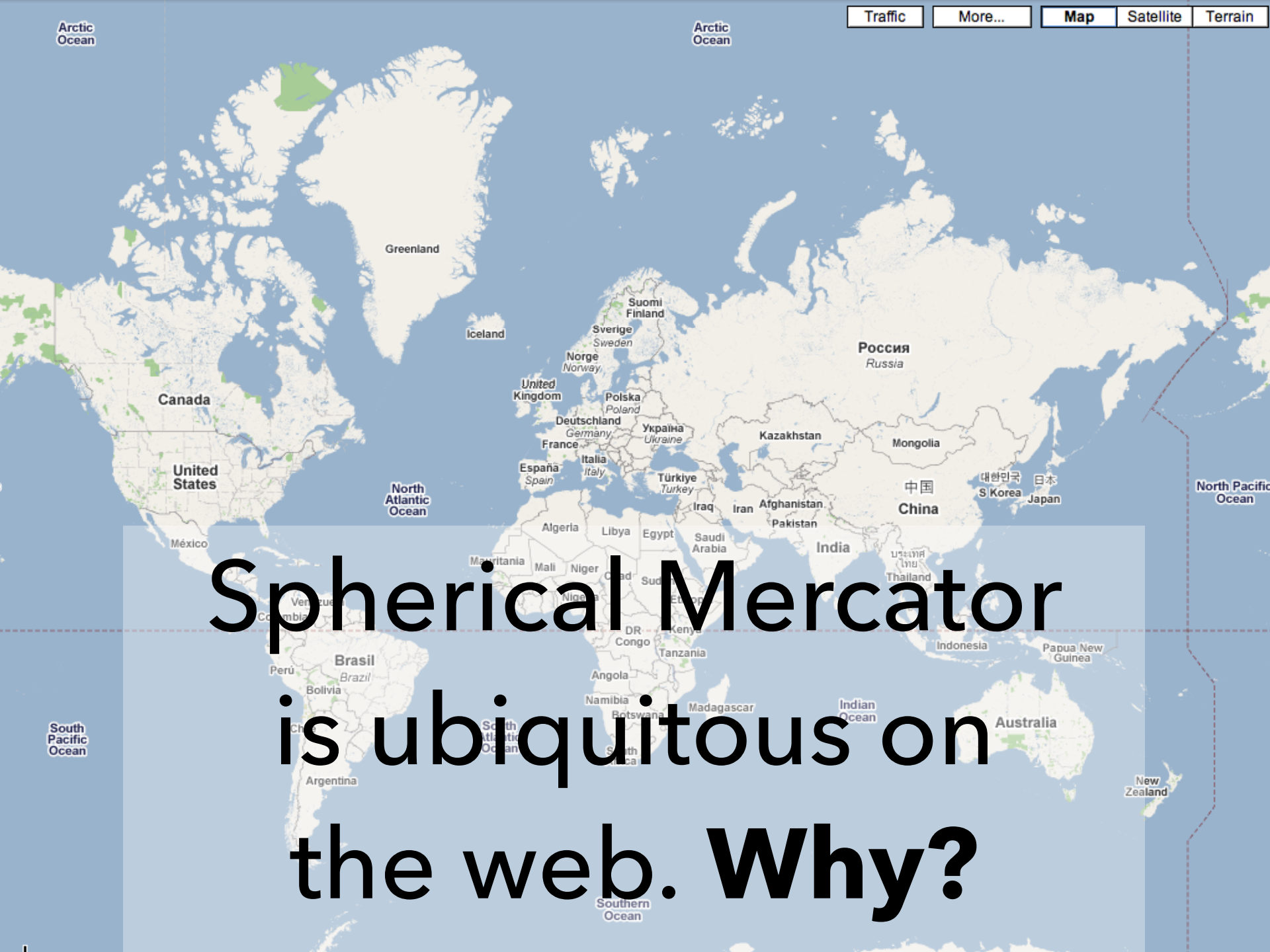


Preserves:
Compass bearing
as a straight line

Use cases:
Navigation

Tissot's Indicatrix





Spherical Mercator is ubiquitous on the web. **Why?**

The Earth as a Square

Web Mercator

$$x = \frac{128}{\pi} 2^{\text{zoom level}} (\lambda + \pi) \text{ pixels}$$

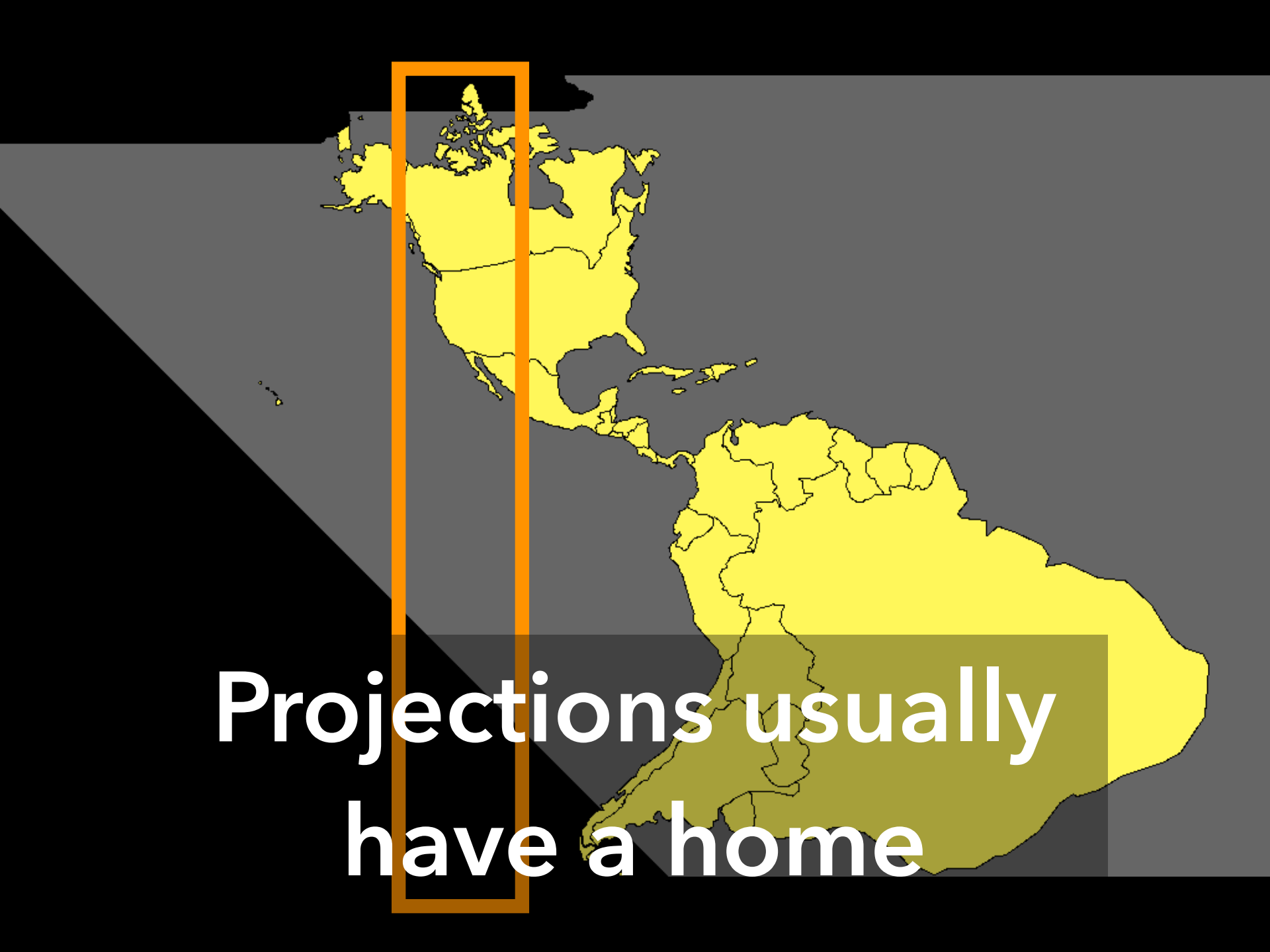
$$y = \frac{128}{\pi} 2^{\text{zoom level}} (\pi - \ln \left[\tan \left(\frac{\pi}{4} + \frac{\varphi}{2} \right) \right]) \text{ pixels}$$

World coordinates adjusted to map to 256 x 256 pixels.

Latitude cut-offs at 85.051129 degrees: the exact point at which the projection frames the world in a square.

Peirce Quincuncial

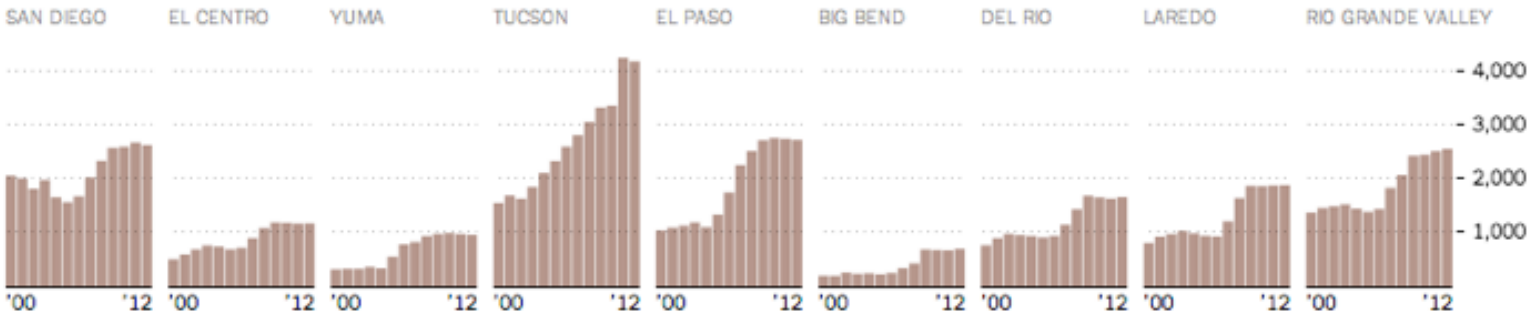
But there are other ways to fit the Earth into a square…


Projections usually
have a home

Increased Border Enforcement, With Varying Results

There are now more agents along the 1,954 mile-long border than ever before...

Border agents per sector.



Satellite Projection, NY Times

Not appropriate for the whole Earth, but fits the chosen focus region!

http://xkcd.com/977

WHAT YOUR FAVORITE MAP PROJECTION SAYS ABOUT YOU

MERCATOR

YOU'RE NOT REALLY INTO MAPS.

VAN DER GRINTEN

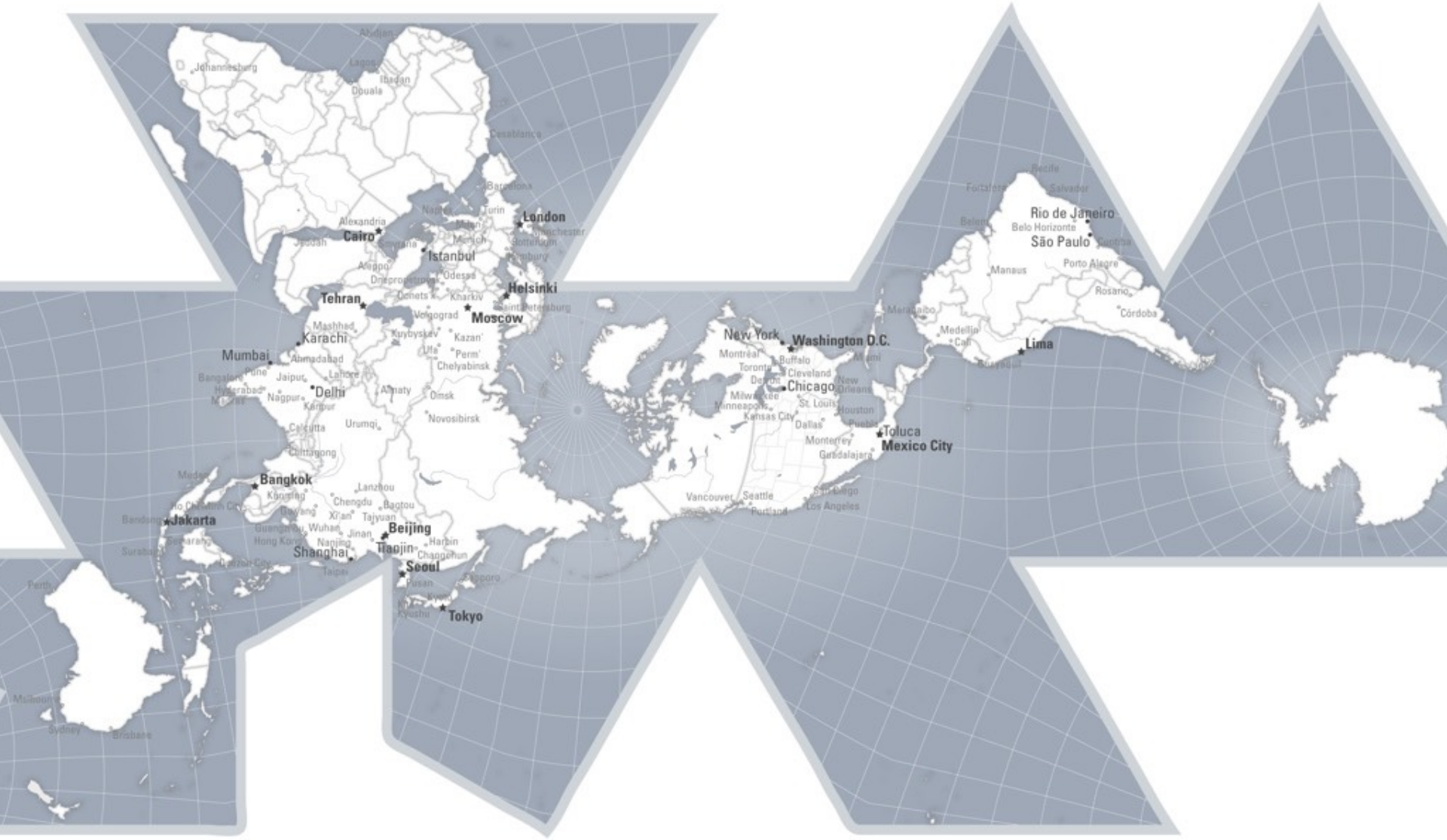
YOU'RE NOT A COMPLICATED PERSON. YOU LOVE THE MERCATOR PROJECTION; YOU JUST WISH IT WEREN'T SQUARE. THE EARTH'S NOT A SQUARE, IT'S A CIRCLE. YOU LIKE CIRCLES. TODAY IS GONNA BE A GOOD DAY!

PEIRCE QUINCUNCIAL

YOU THINK THAT WHEN WE LOOK AT A MAP, WHAT WE REALLY SEE IS OURSELVES. AFTER YOU FIRST SAW *INCEPTION*, YOU SAT SILENT IN THE THEATER FOR SIX HOURS. IT FREAKS YOU OUT TO REALIZE THAT EVERYONE AROUND YOU HAS A SKELETON INSIDE THEM. YOU *HAVE* REALLY LOOKED AT YOUR HANDS.

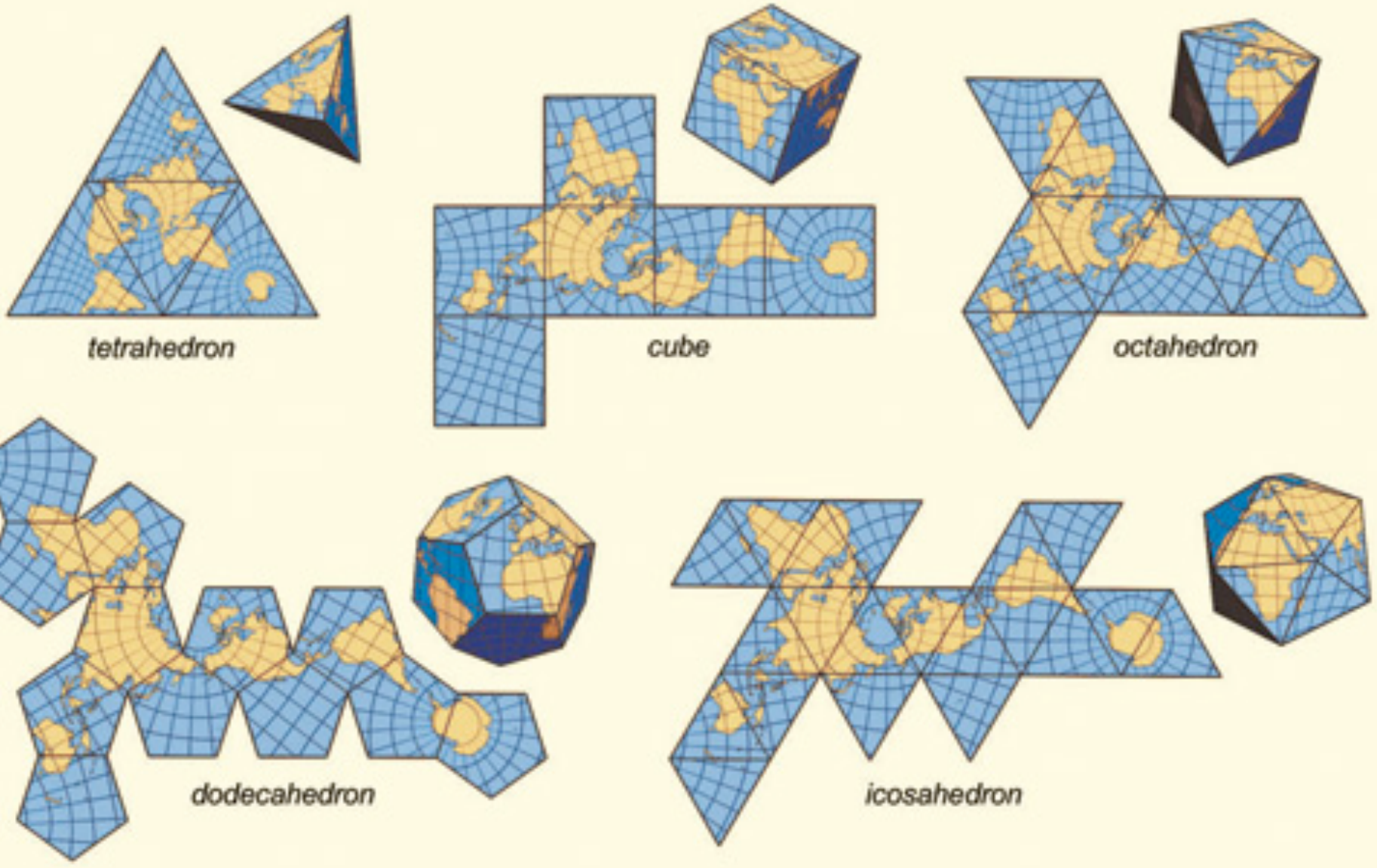
There are interesting ways to tear spheres

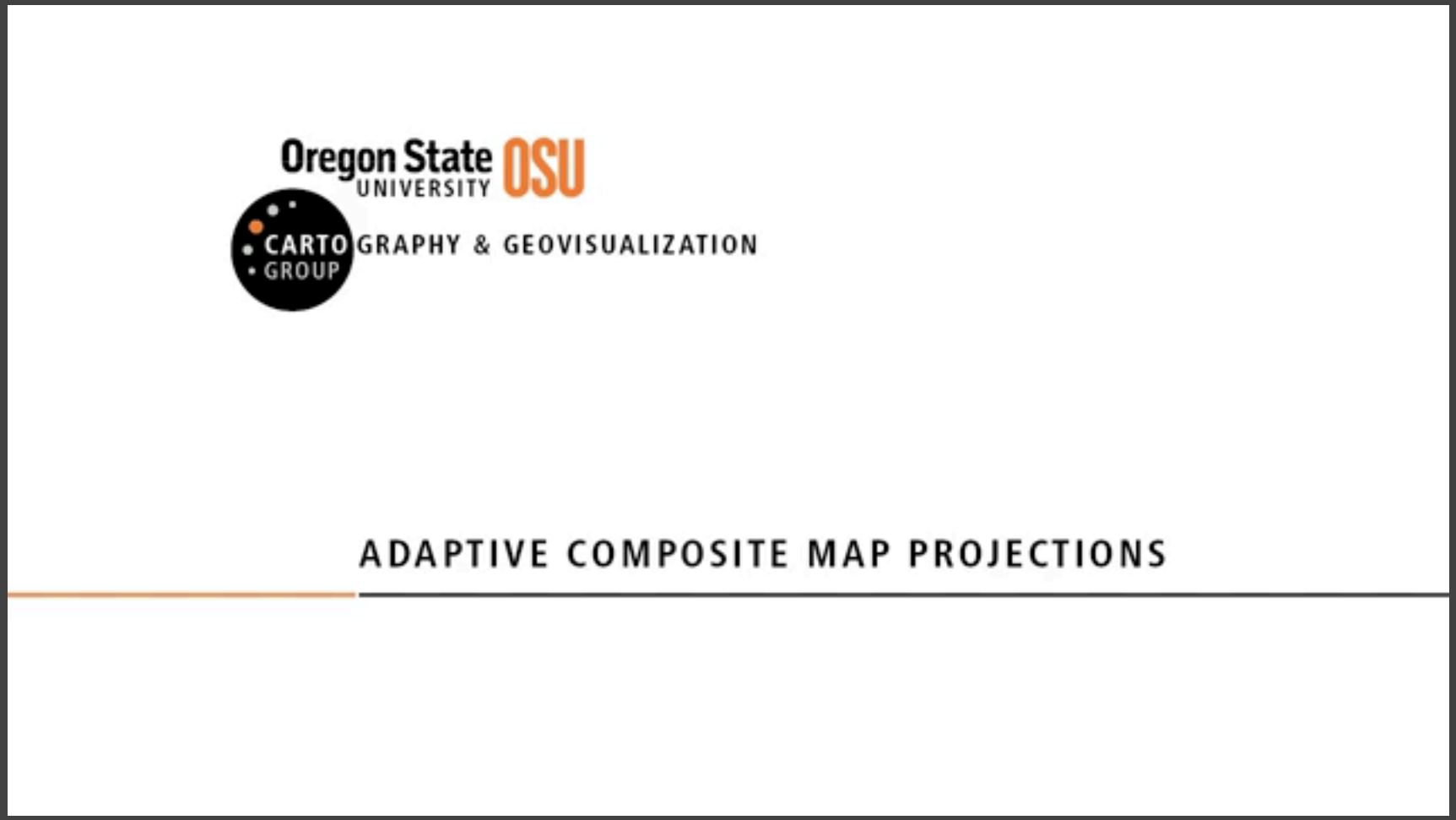
One notable interesting way to tear a sphere



Balances preservation of area and shape.

Provides different ways of thinking about the world!


tetrahedron
cube
octahedron
dodecahedron
icosahedron



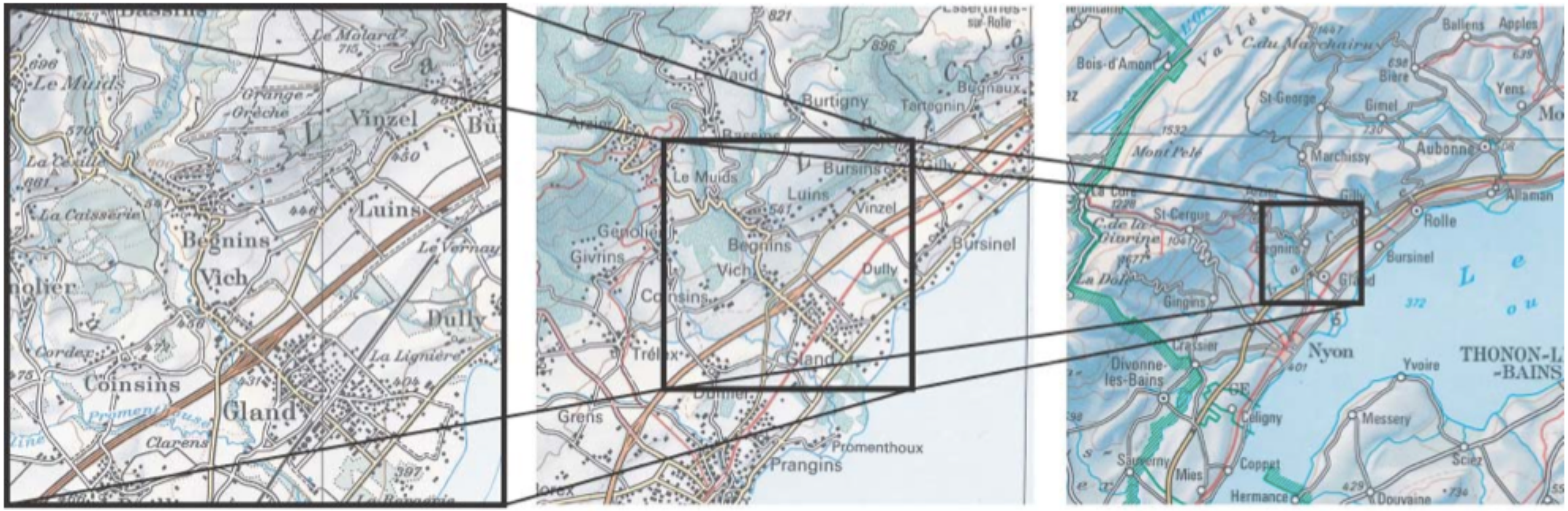
Idea: switch *between* projections by location and zoom level

Scale


This is not “scale”
Texas-Europe Size Comparison
0
300 Kilometers
0
300 Miles
Copenhagen
Kaliningrad
RUSSIA
Bornholm
Gdańsk
Hamburg
Bremen
Berlin
Poznań
POLAND
Warsaw
Łódź
Wrocław
Amsterdam
NETH.
Rotterdam
London
Cardiff
Birmingham
Liverpool
Manchester
Leeds
Isle of Man (U.K.)
KINGDOM
Essen
Leipzig
Cologne
Luxembourg
Paris
Frankfurt am Main
CZECH REPUBLIC
Brno
SLOVAKIA
Kraków
Stuttgart
Strasbourg
Munich
Bratislava
Vienna
Budapest
Nantes
LIECH.
AUSTRIA
HUNGARY
Zürich
Bern
Vaduz
SWITZ.
FRANCE
Ljubljana
Zagreb
SLOVENIA
Lyon
Milan
Nice
Turin
Bordeaux
Genoa
BOSNIA AND HERZEGOVINA
CROATIA
Bilbao
Toulouse
MONACO
Sarajevo
ITALY
Adriatic Sea
Marseille
Zaragoza

Scale is an idea imported from print

1:1,000,000 scale mapping | 1:625,000 scale mapping | 1:250,000 scale mapping | 1:50,000 scale mapping | 1:25,000 scale mapping | 1:10,000 scale mapping

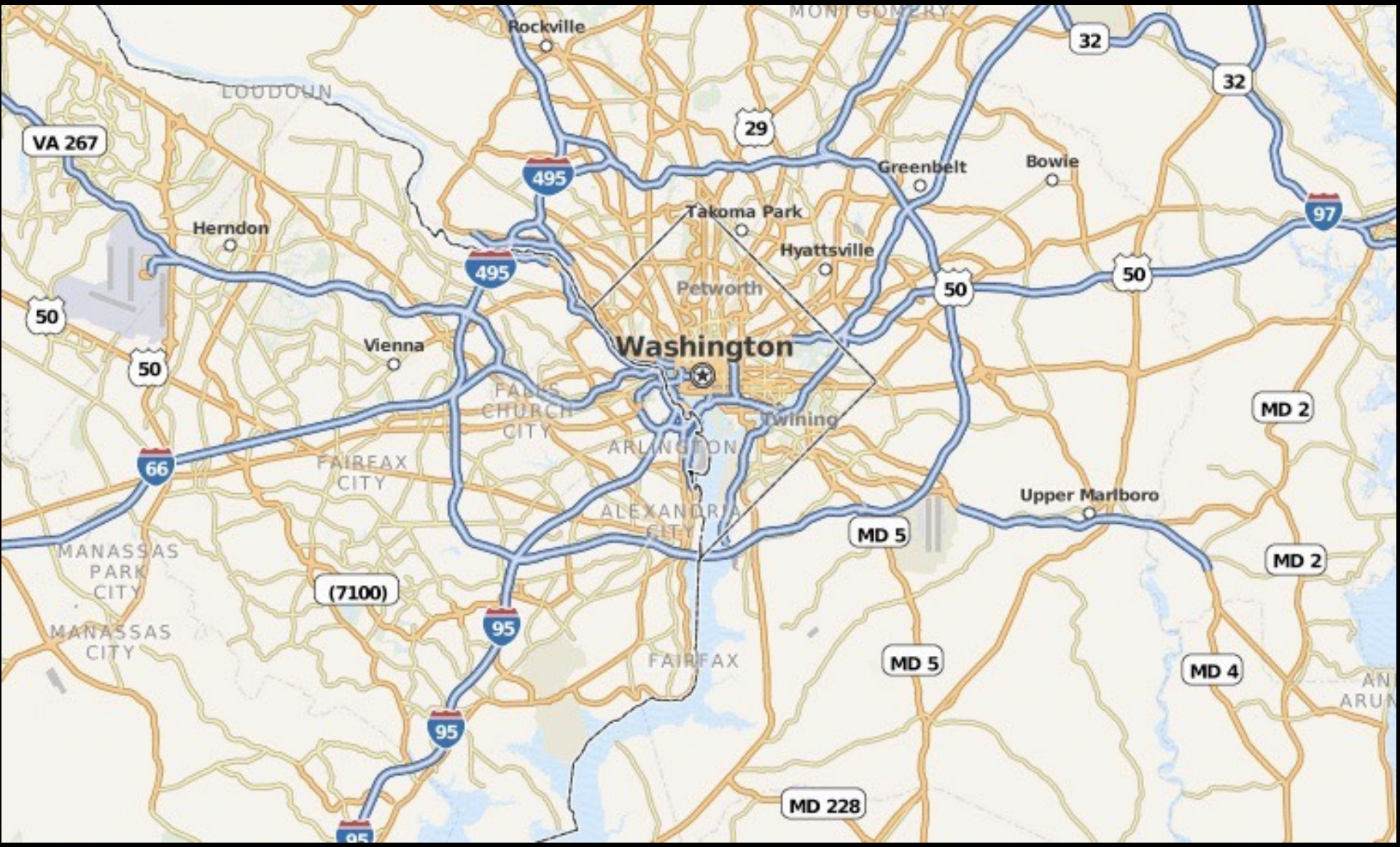


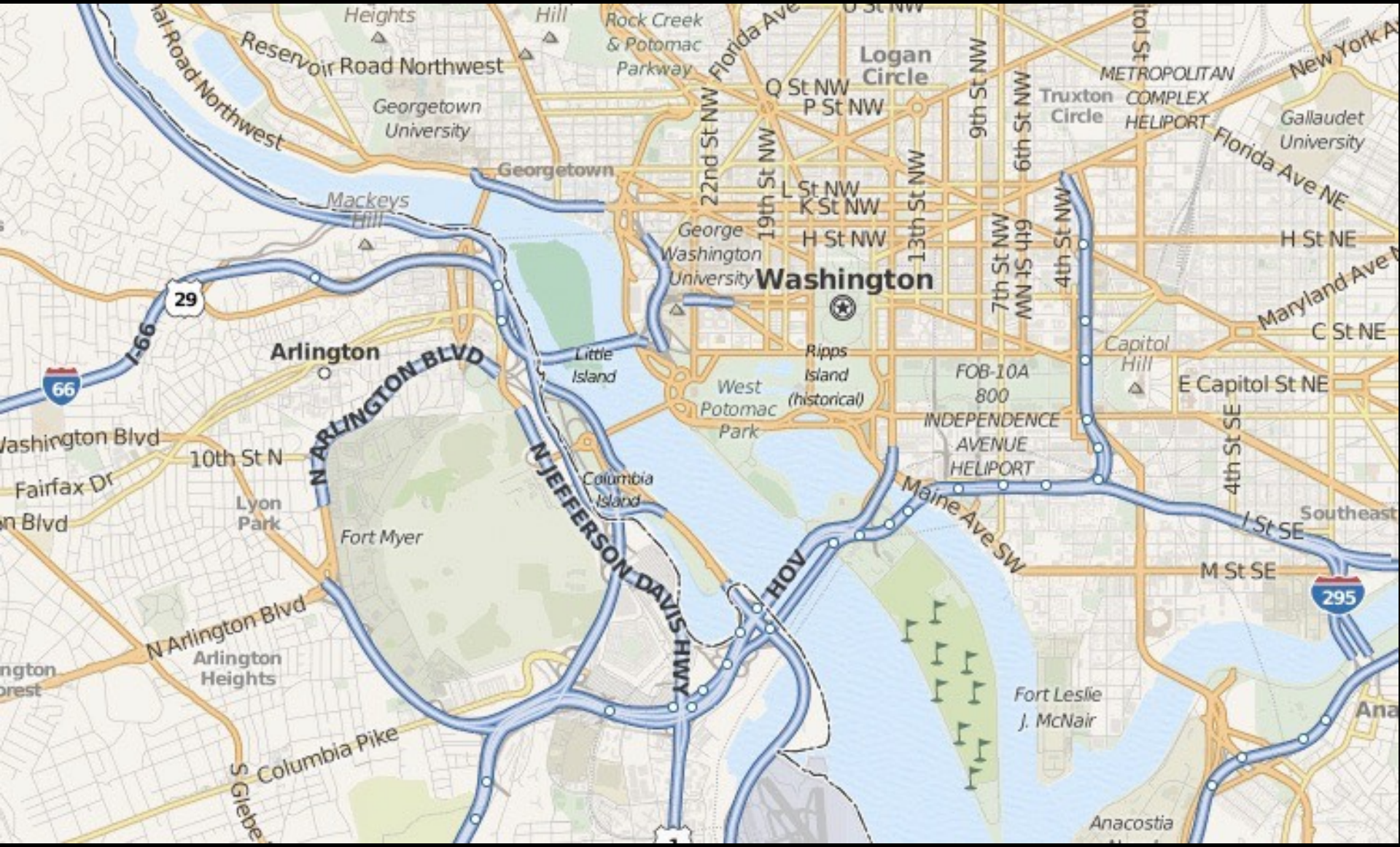
Choose the right content at different scales

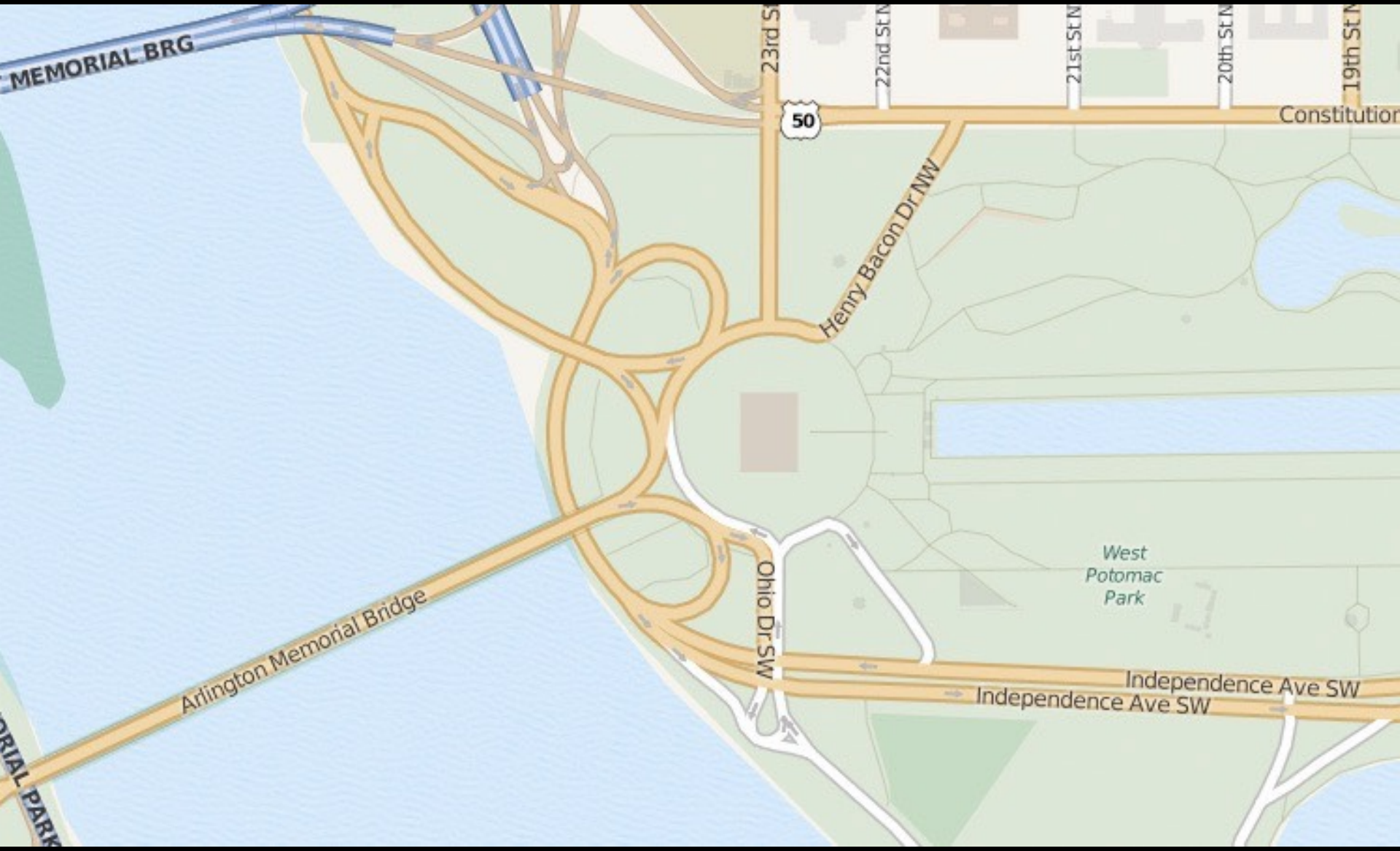
Four maps, same area

What shows at different scales?


Pittsburgh
Harrisburg
Reading
Camden
NEW JERSEY
Millville
Cumberland
MARYLAND
Washington
DELAWARE
Harrisonburg
WEST VIRGINIA
Richmond
Roanoke
VIRGINIA
Suffolk
70
79
76
83
68
81
95
64
85


Rockville
MONTGOMERY
LOUDOUN
VA 267
29
32
32
495
Greenbelt
Bowie
Takoma Park
97
Herndon
Hyattsville
495
50
50
Petworth
50
Vienna
Washington
50
FALLS CHURCH CITY
Twining
MD 2
66
FAIRFAX CITY
ARLINGTON
Upper Marlboro
ALEXANDRIA CITY
MD 5
MD 2
MANASSAS PARK CITY
(7100)
95
MANASSAS CITY
FAIRFAX
MD 5
MD 4
95
MD 228


Heights
Hill
Rock Creek & Potomac Parkway
Florida Ave
Logan Circle
Reservoir Road Northwest
Georgetown University
Georgetown
Q St NW
P St NW
22nd St NW
19th St NW
9th St NW
6th St NW
Truxton Circle
METROPOLITAN COMPLEX HELIPORT
New York A
Gallaudet University
Florida Ave NE
Mackeys Hill
L St NW
K St NW
H St NW
13th St NW
7th St NW
6th St NW
4th St NW
H St NE
George Washington University
Washington
Maryland Ave
C St NE
29
I-66
66
Arlington
N ARLINGTON BLVD
Little Island
Ripps Island (historical)
West Potomac Park
FOB-10A
800 INDEPENDENCE AVENUE HELIPORT
Capitol Hill
E Capitol St NE
4th St SE
Washington Blvd
10th St N
Fairfax Dr
Lyon Park
Fort Myer
N JEFFERSON DAVIS HWY
Columbia Island
Maine Ave SW
I St SE
Southeast
M St SE
295
HOV
N Arlington Blvd
Arlington Heights
Fort Leslie J. McNair
Columbia Pike
Anacostia


MEMORIAL BRG
23rd St
22nd St N
21st St N
20th St N
19th St N
50
Constitution
Henry Bacon Dr NW
West
Potomac
Park
Ohio Dr SW
Arlington Memorial Bridge
Independence Ave SW
Independence Ave SW

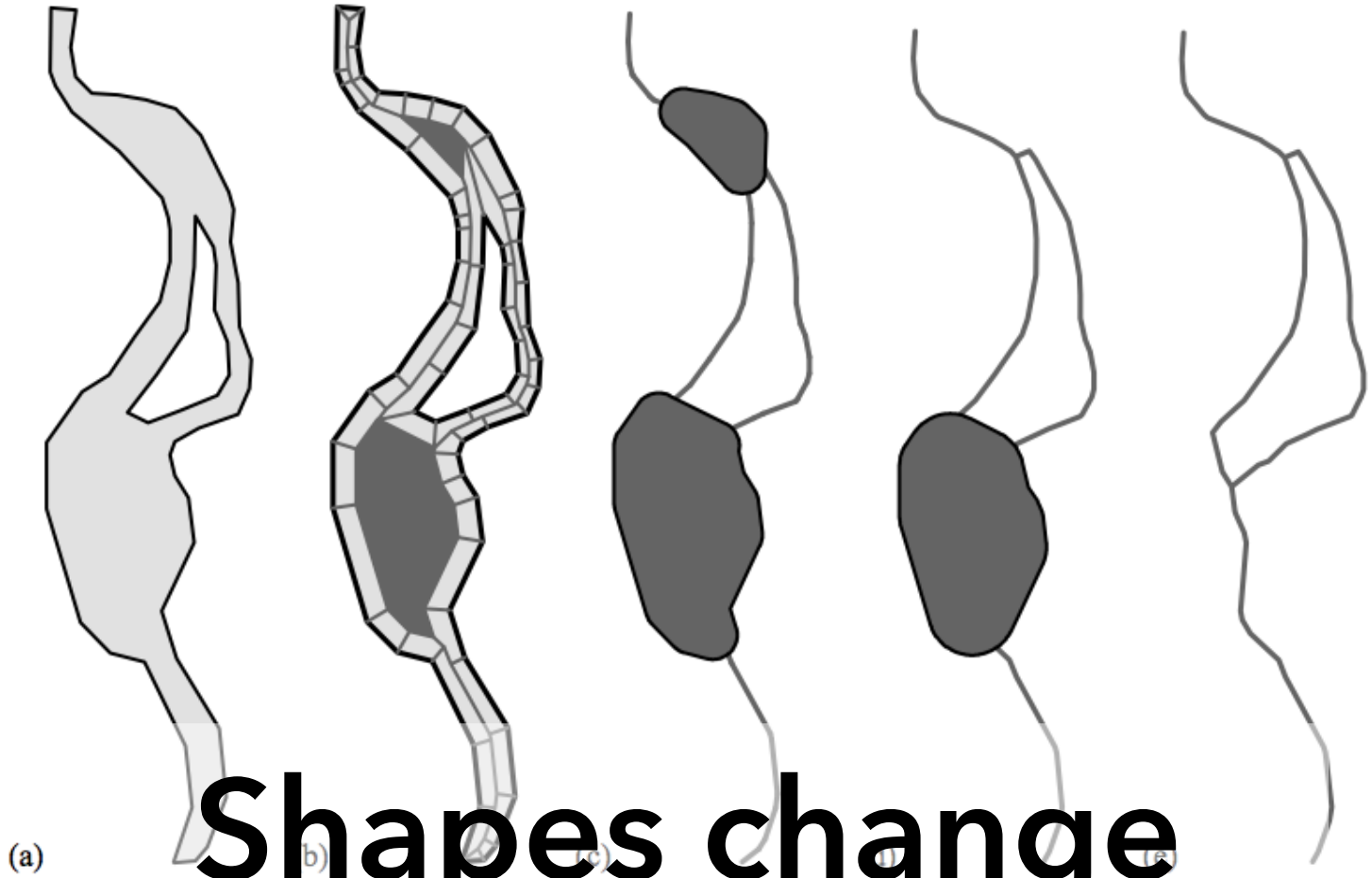


Figure 11. Fragmentation of a river into polygons and lines with different thresholds leading to different results (c, d, e).

Shapes change at different scales

Questions?

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 4/19 11:59pm**.

A2 Peer Reviews

On Thursday 4/20 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 **Wed 4/26 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."*

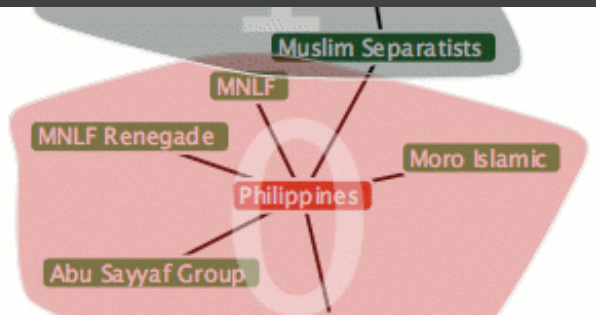
WHAT IF?
Suggest alternative design directions, or even wacky half-baked ideas. *Example: "What if we got rid of the slider and enabled direct manipulation navigation by dragging data points directly?"*

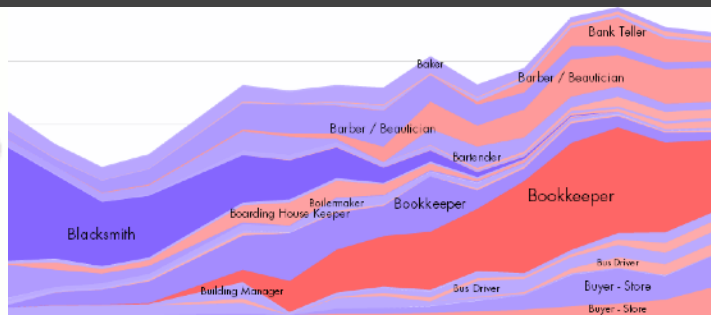
A3: Interactive Prototype

Create an interactive visualization. Choose a driving question for a dataset and develop an appropriate visualization + interaction techniques, then deploy your visualization on the web.

Due by *11:59pm* on **Monday, May 8**.

Work in project teams of 3-4 people.





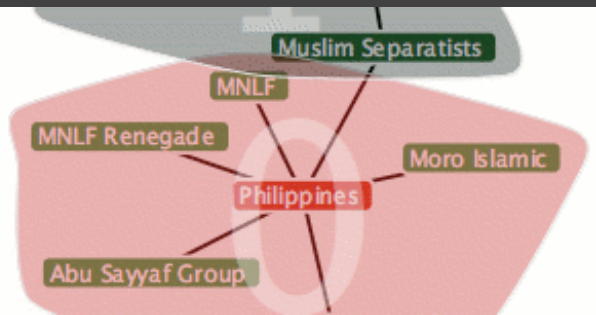
Form A3 + Final Project Team

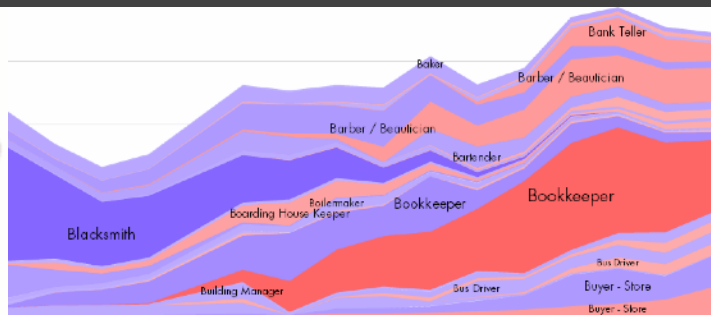
Form a **team of 3-4** for A3 and the Final Project.

Submit signup form by **Thur 4/27, 11:59pm**.

If you do not have team mates, post on Ed about your interests/skills/project ideas!

We will send out a reminder early next week.



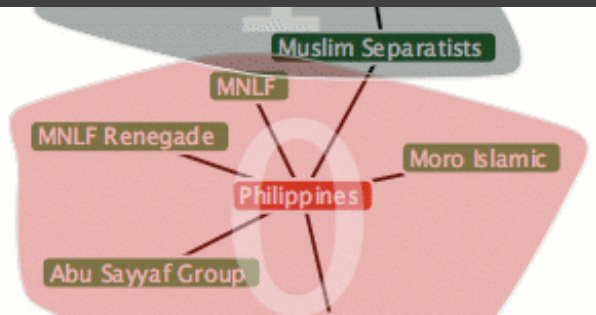


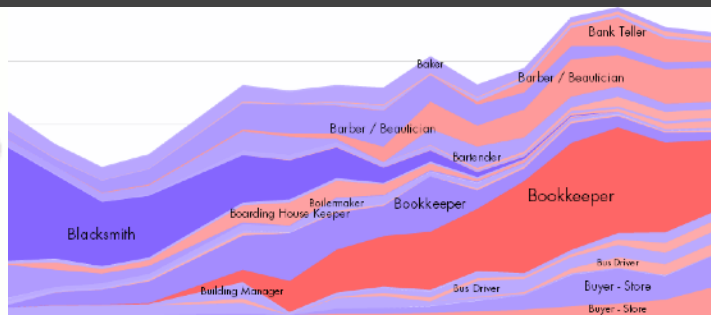
Requirements

Interactive. You must implement interaction methods! However, this is not only selection / filtering / tooltips. Also consider annotations or other narrative features to draw attention and provide additional context

Web-based. D3/Vega-Lite are encouraged, but not required. Deploy to web using GitHub pages.

Write-up. Provide design rationale.



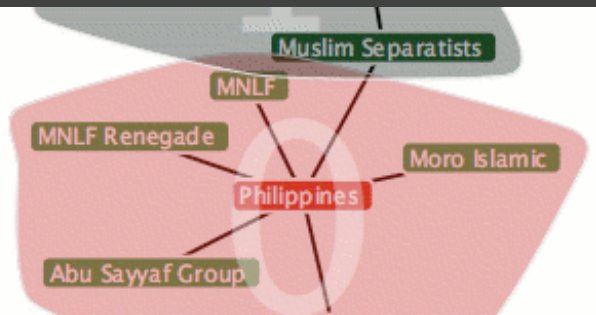


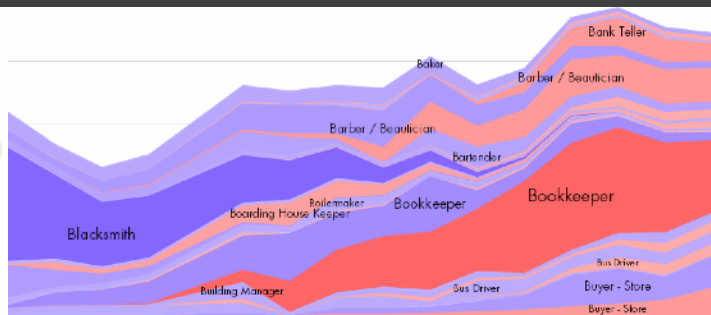
Interactive Prototype Tips

Start now. It will take longer than you think.

Keep it simple. Choose a *minimal* set of interactions that enables users to explore and generate interesting insights. Do not feel obligated to convey *everything* about the data: focus on a compelling subset.

Promote engagement. How do your chosen interactions reveal interesting observations?



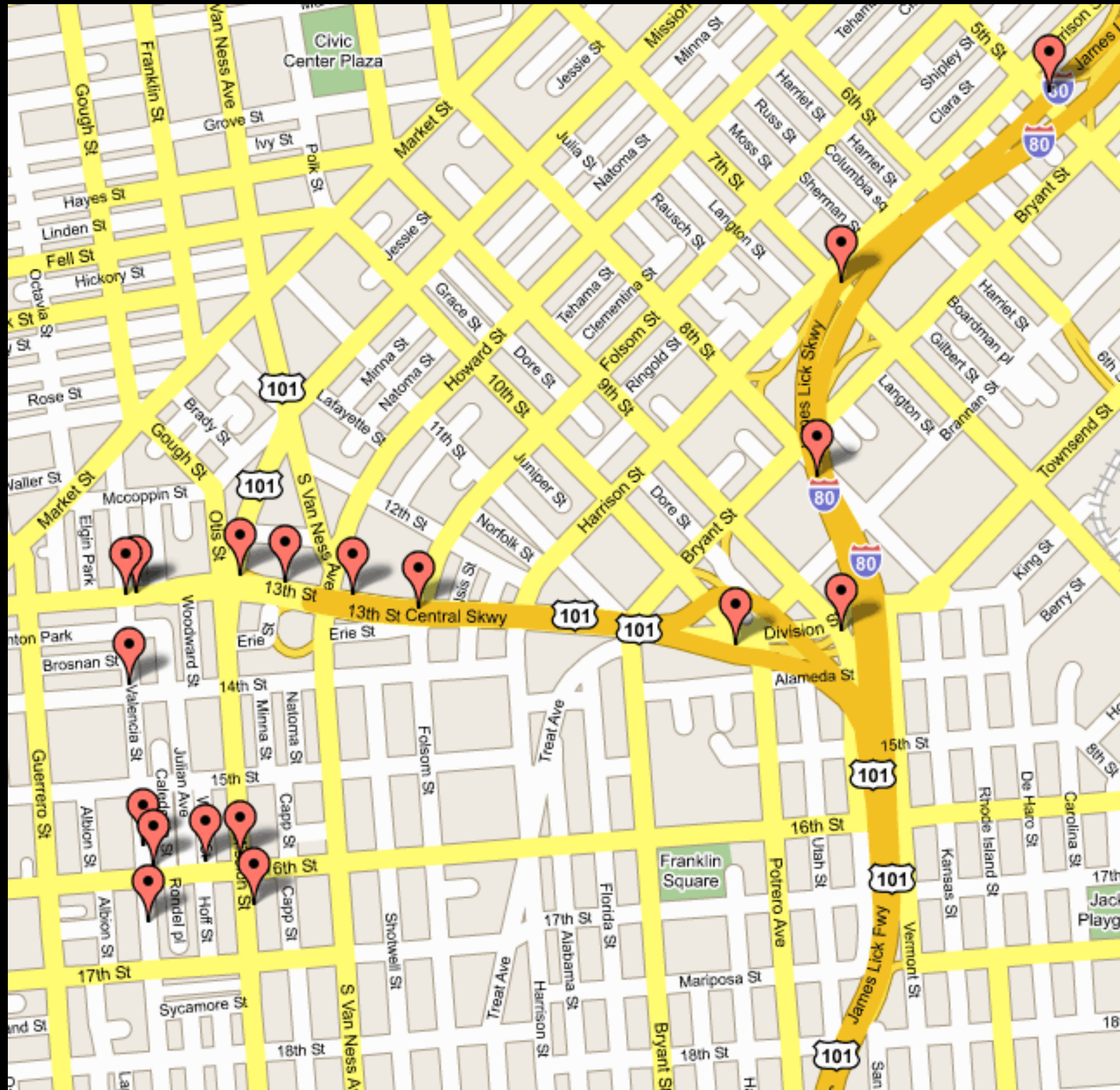


Mapping

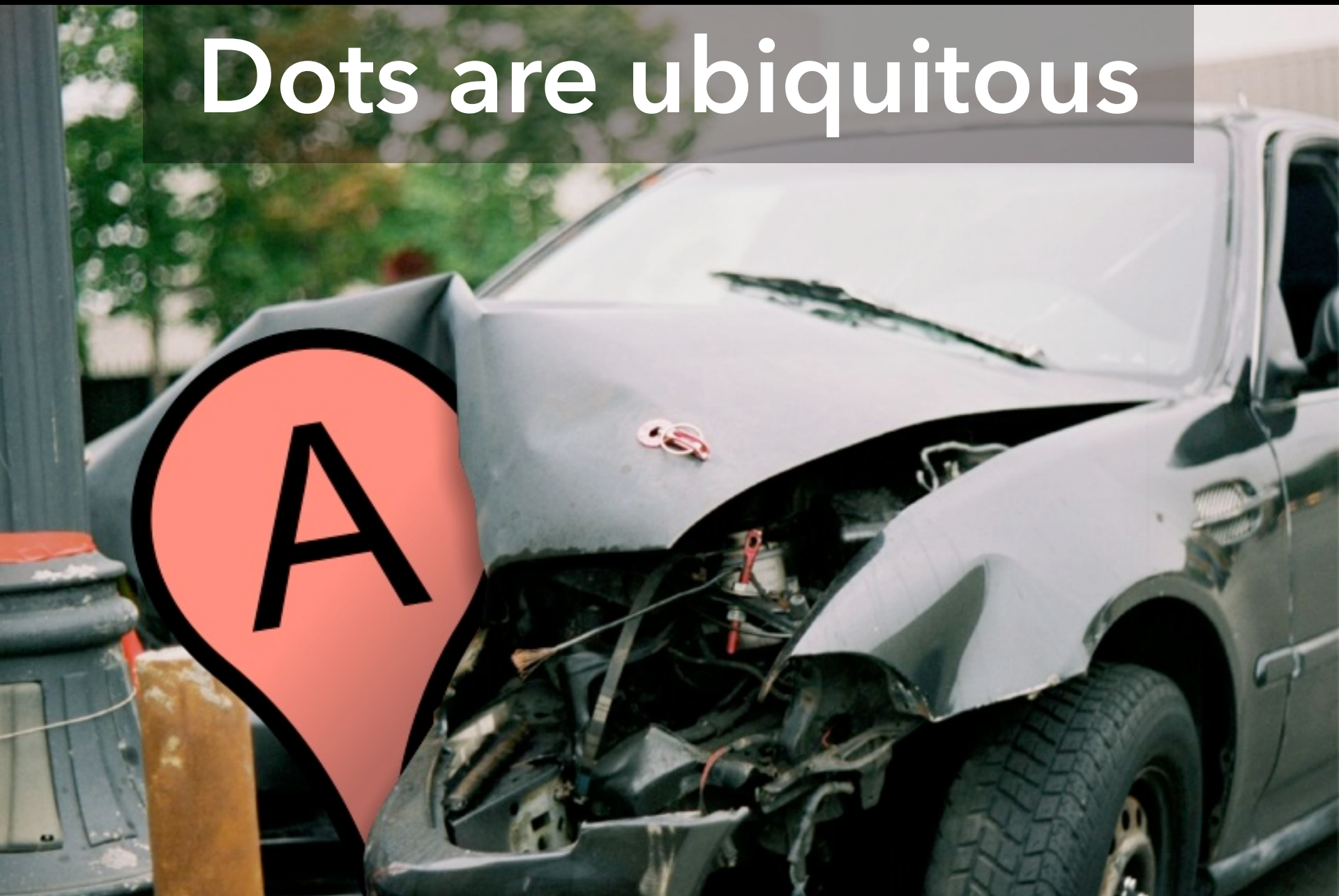
Visualizing Geospatial Data

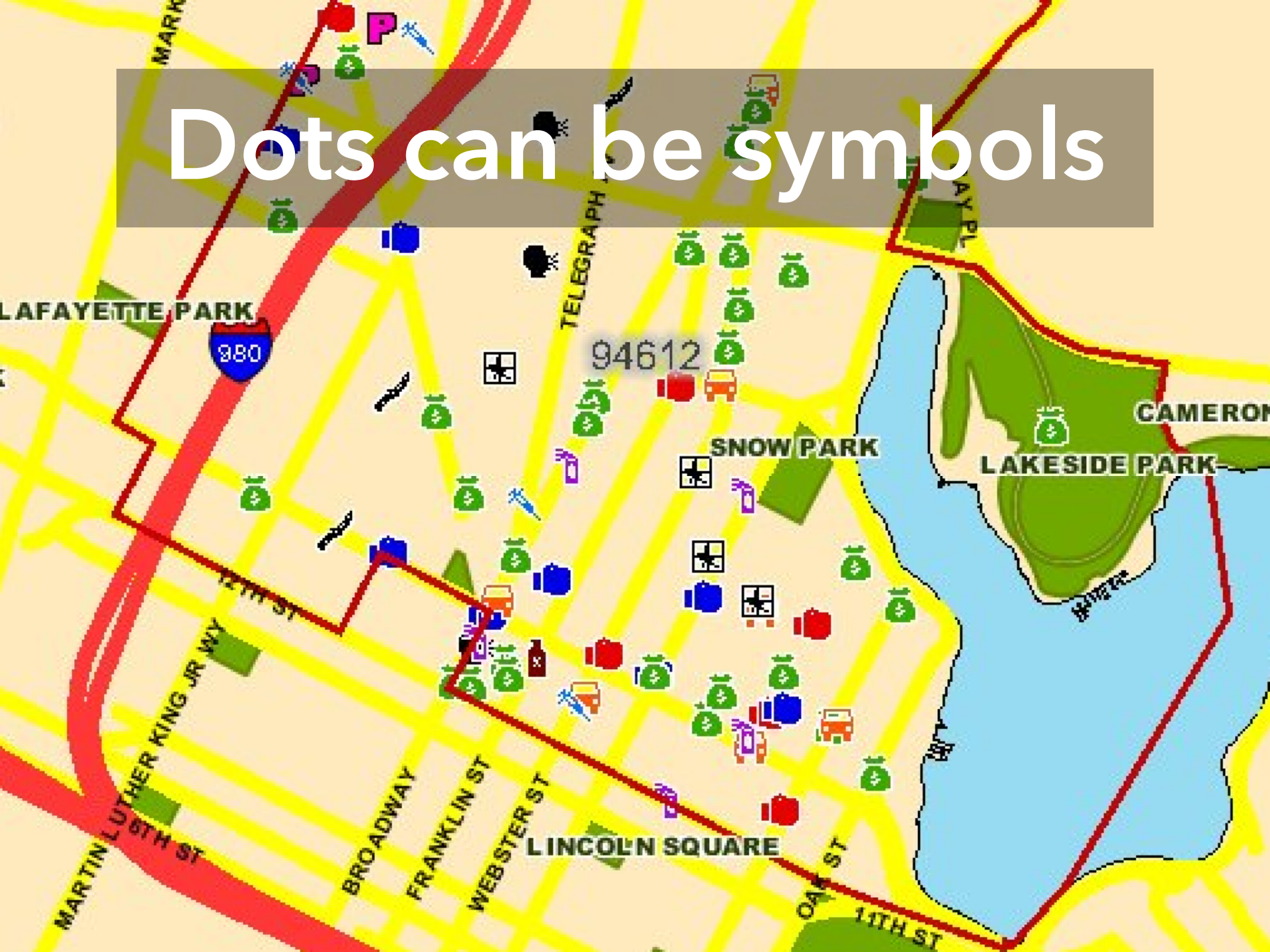
Symbol Maps

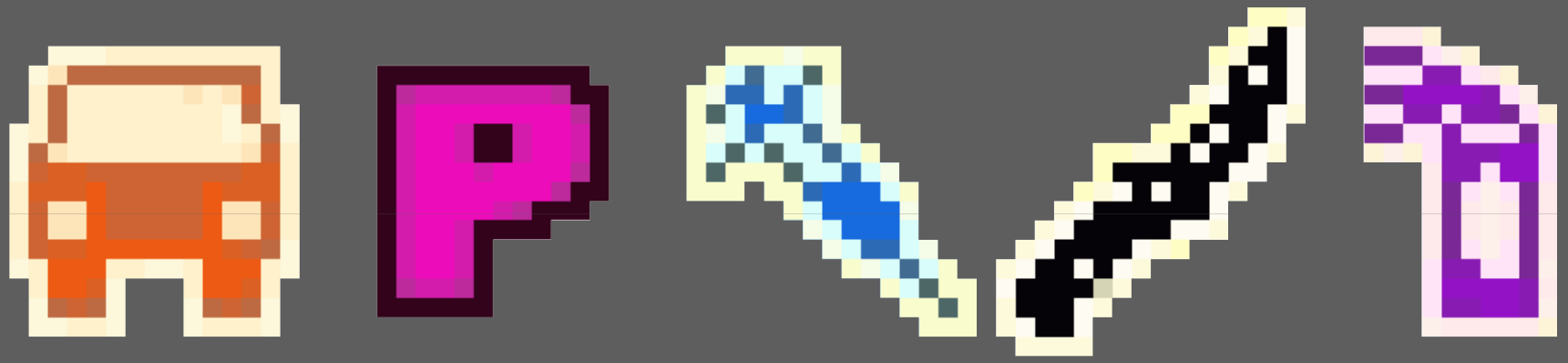
Convey Locations & Magnitudes


Civic
Center Plaza
Franklin St
Van Ness Ave
Gough St
Grove St
Ivy St
Polk St
Market St
Hayes St
Linden St
Fell St
Hickory St
Octavia St
Rose St
Brady St
Gough St
Waller St
Market St
Mccoppin St
Elgin Park
Otis St
S Van Ness Ave
13th St
13th St Central Skwy
Erie St
Brosnan St
Valencia St
Woodward St
14th St
Minna St
Natoma St
Folsom St
Guerrero St
Albion St
Julian Ave
15th St
Capp St
16th St
Rondel pl
Hoff St
17th St
Sycamore St
18th St
Jessie St
Minna St
Natoma St
Lafayette St
Howard St
11th St
10th St
12th St
Norfolk St
Juniper St
Grace St
Dore St
Harrison St
Bryant St
Folsom St
Ringold St
9th St
8th St
Tehama St
Clementina St
Mission St
Minna St
Jessie St
Julia St
Natoma St
7th St
Russ St
Moss St
Harriet St
Rausch St
Langton St
6th St
Columbia sq
Sherman St
5th St
Shipley St
Clara St
Bryant St
Boardman pl
Gilbert St
Brannan St
Langton St
Townsend St
King St
Berry St
6th St
Division St
Alameda St
Treat Ave
15th St
16th St
Franklin
Square
Utah St
Potrero Ave
Florida St
17th St
Alabama St
Harrison St
Shotwell St
S Van Ness Ave
Mariposa St
Bryant St
18th St
James Lick Fwy
Vermont St
Kansas St
Rhode Island St
De Haro St
Carolina St
8th St
101
80

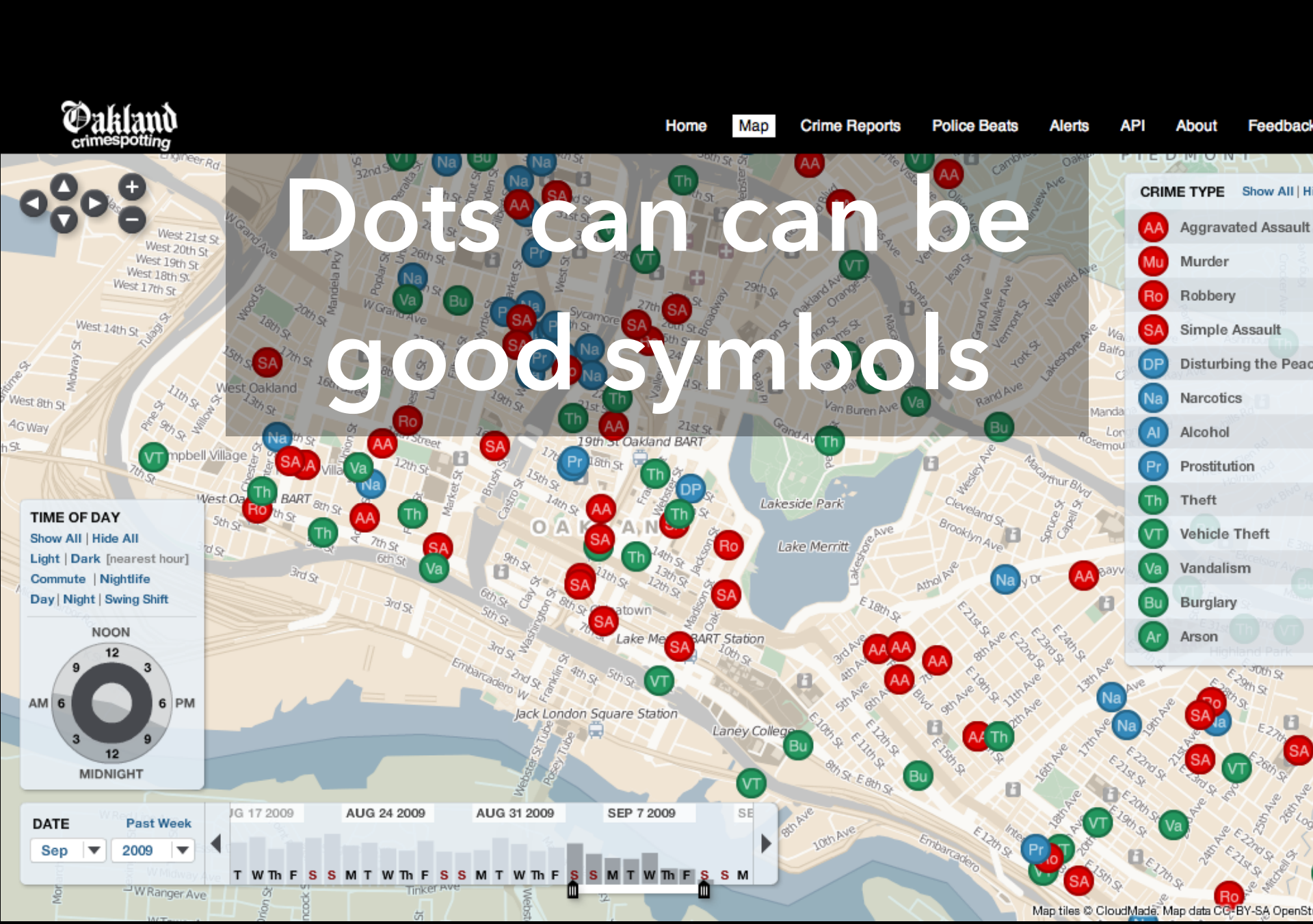
Dots are ubiquitous

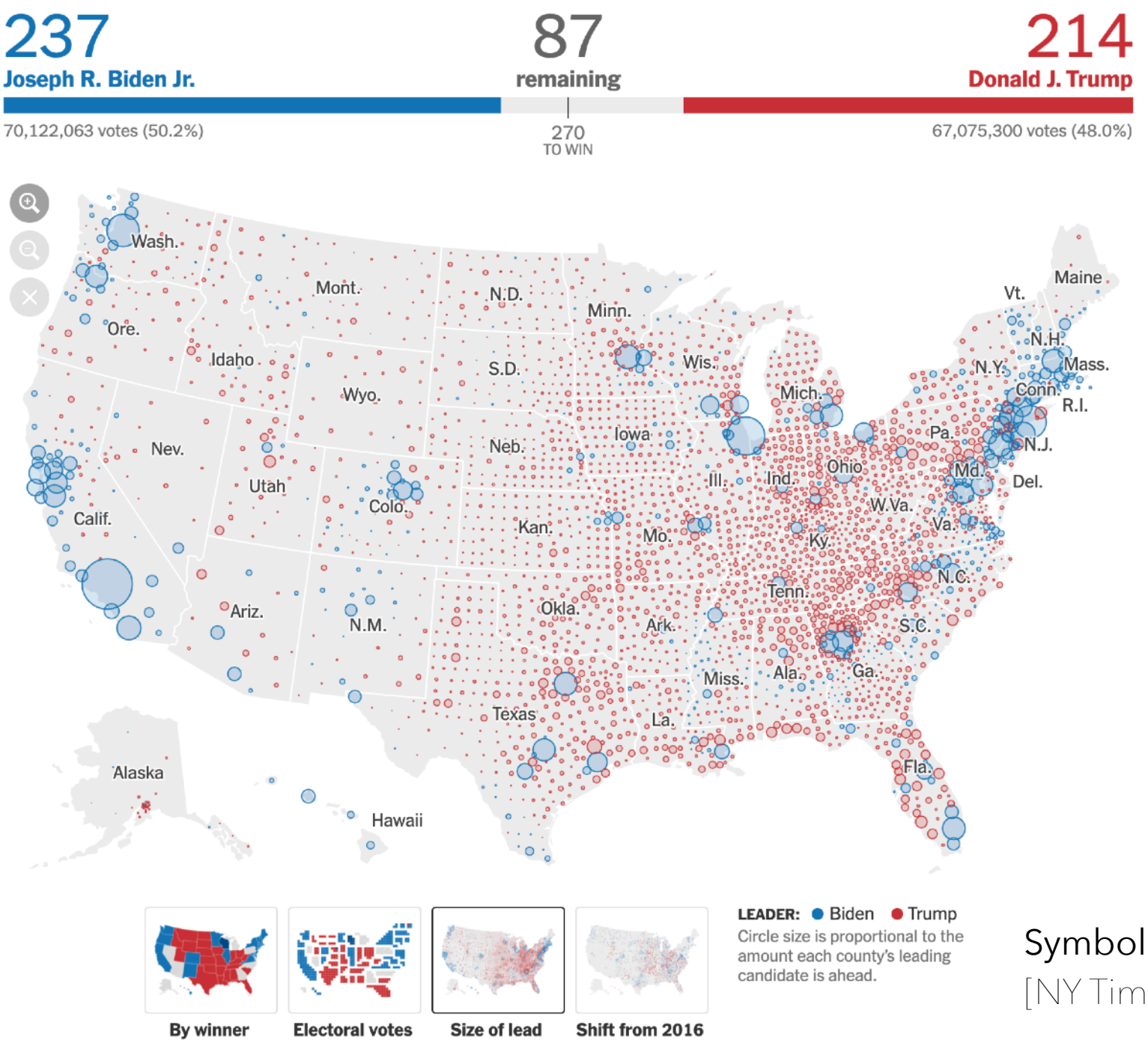



Dots can be symbols
LAFAYETTE PARK
980
TELEGRAPH
94612
SNOW PARK
LAKESIDE PARK
CAMERON
12TH ST
MARTIN LUTHER KING JR WY
BROADWAY
FRANKLIN ST
WEBSTER ST
LINCOLN SQUARE
OAK ST
11TH ST



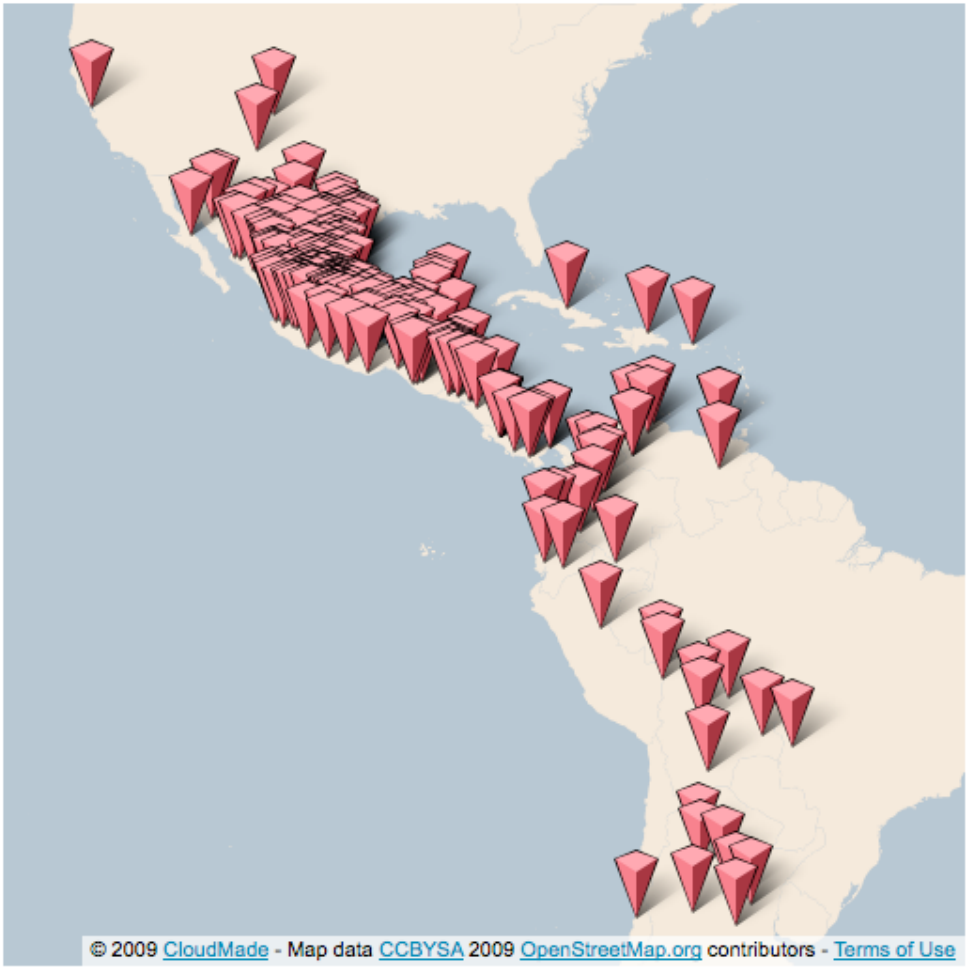
Guess the crime


Oakland crimespotting
Home
Map
Crime Reports
Police Beats
Alerts
API
About
Feedback
Dots can can be good symbols
CRIME TYPE
Show All | Hi
AA Aggravated Assault
Mu Murder
Ro Robbery
SA Simple Assault
DP Disturbing the Peac
Na Narcotics
Al Alcohol
Pr Prostitution
Th Theft
VT Vehicle Theft
Va Vandalism
Bu Burglary
Ar Arson
TIME OF DAY
Show All | Hide All
Light | Dark [nearest hour]
Commute | Nightlife
Day | Night | Swing Shift
NOON
MIDNIGHT
AM
PM
DATE
Past Week
Sep
2009
AUG 24 2009
AUG 31 2009
SEP 7 2009
Lake Merritt
Lakeside Park
Jack London Square Station
19th St Oakland BART
Laney College
Map tiles © CloudMade. Map data CC-BY-SA OpenSt



Symbol Map
[NY Times]

“Red Dot Fever”



The New York Times

Mapping America: Every City, Every Block

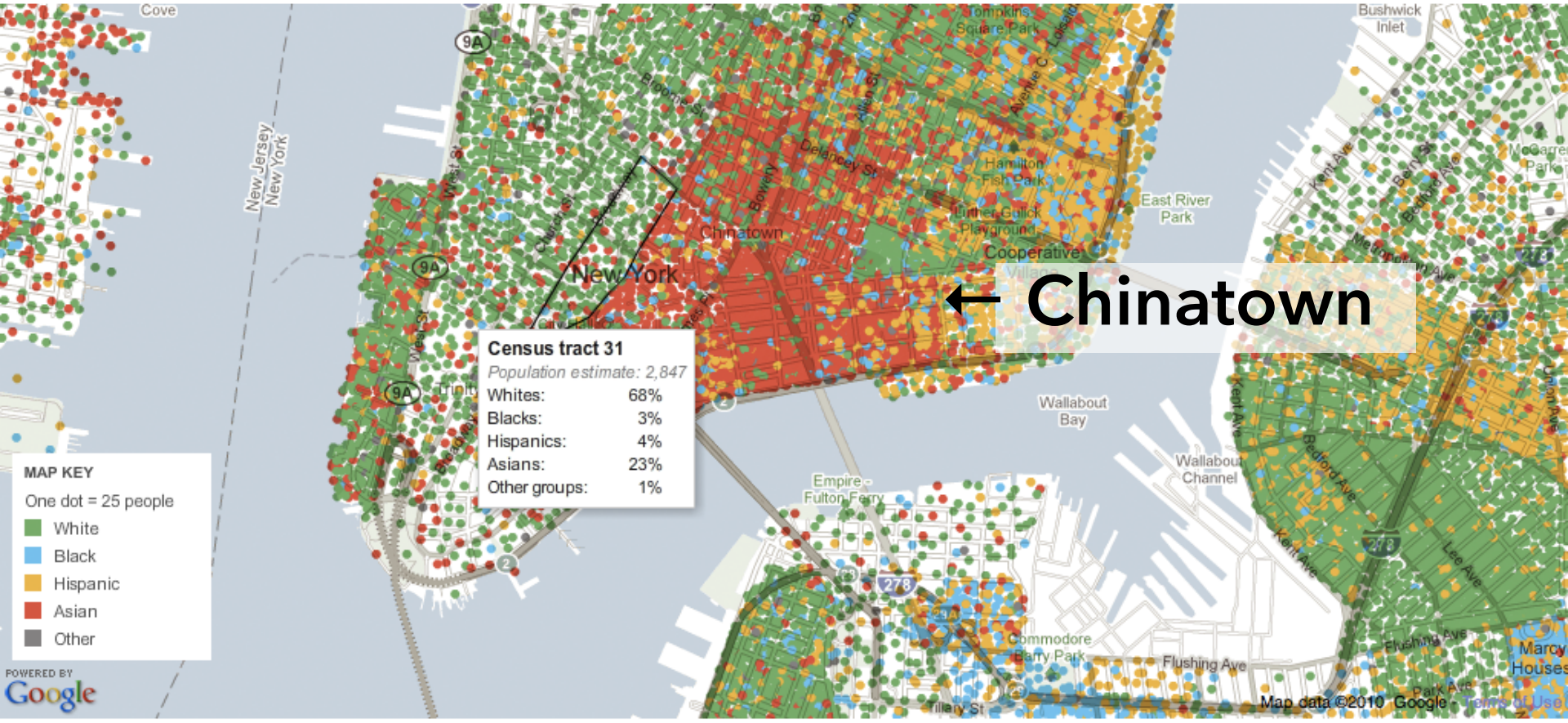
Find something interesting? Share this view on Twitter or Facebook

Browse local data from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.

View Readers Maps (49)

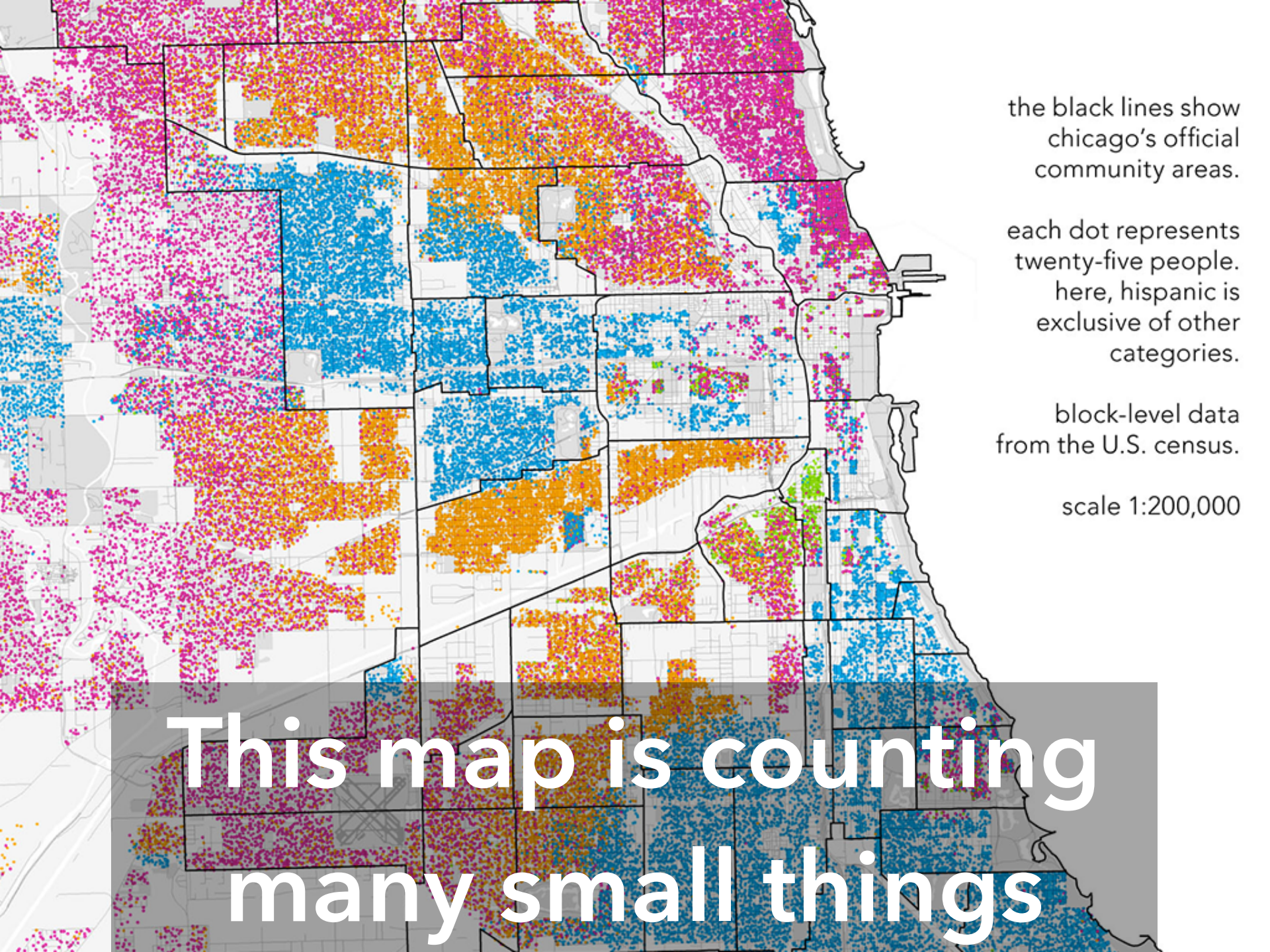
Distribution of racial and ethnic groups

View More Maps | Address, ZIP code or city Go

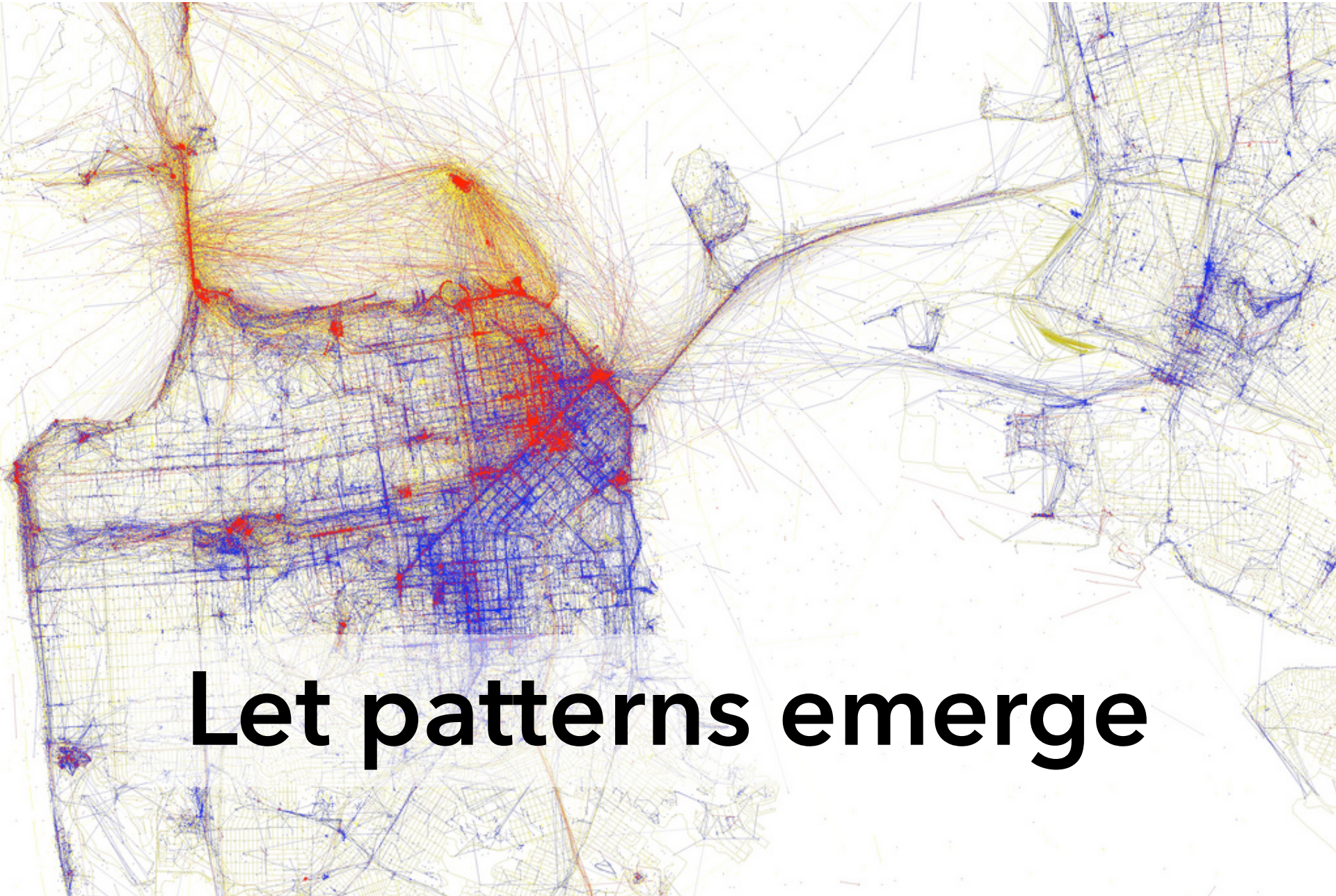


By MATTHEW BLOCH, SHAN CARTER and ALAN McLEAN | Source: 2005-9 American Community Survey, Census Bureau; socialexplorer.com

Note: Dots are evenly distributed across each Census tract or county. Dollar amounts are adjusted for inflation.



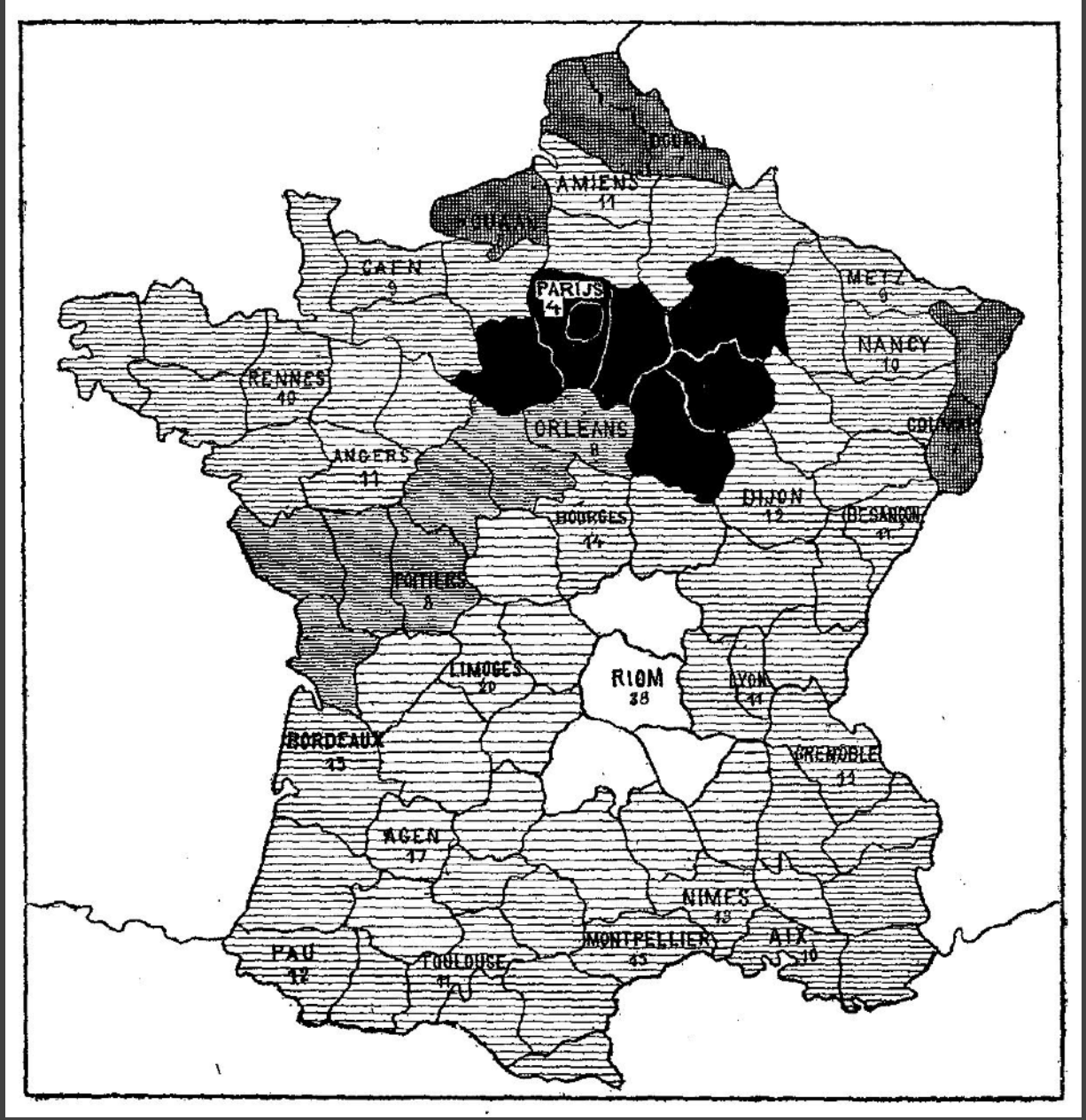
This map is counting many small things



Let patterns emerge

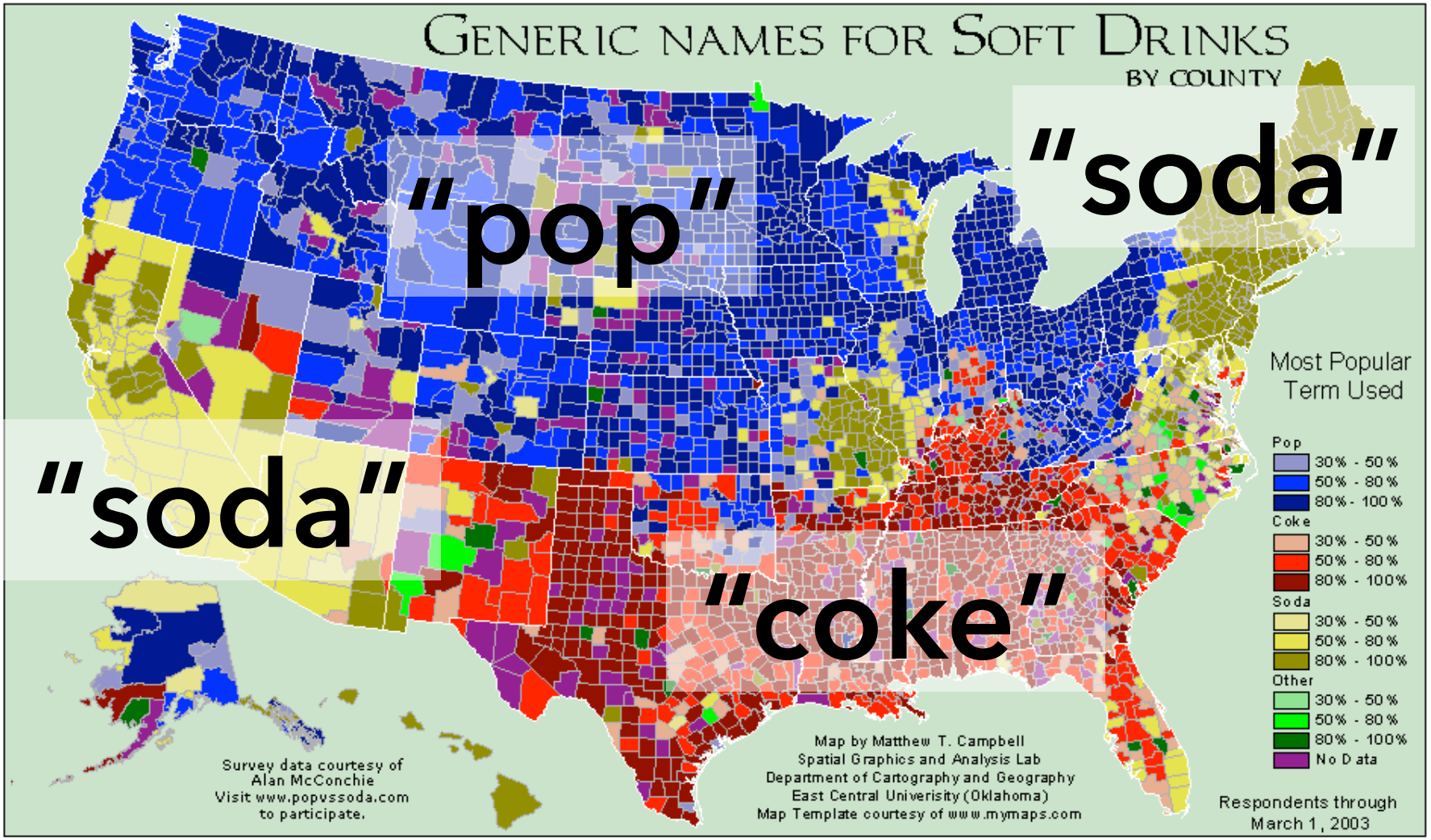
Choropleth Maps

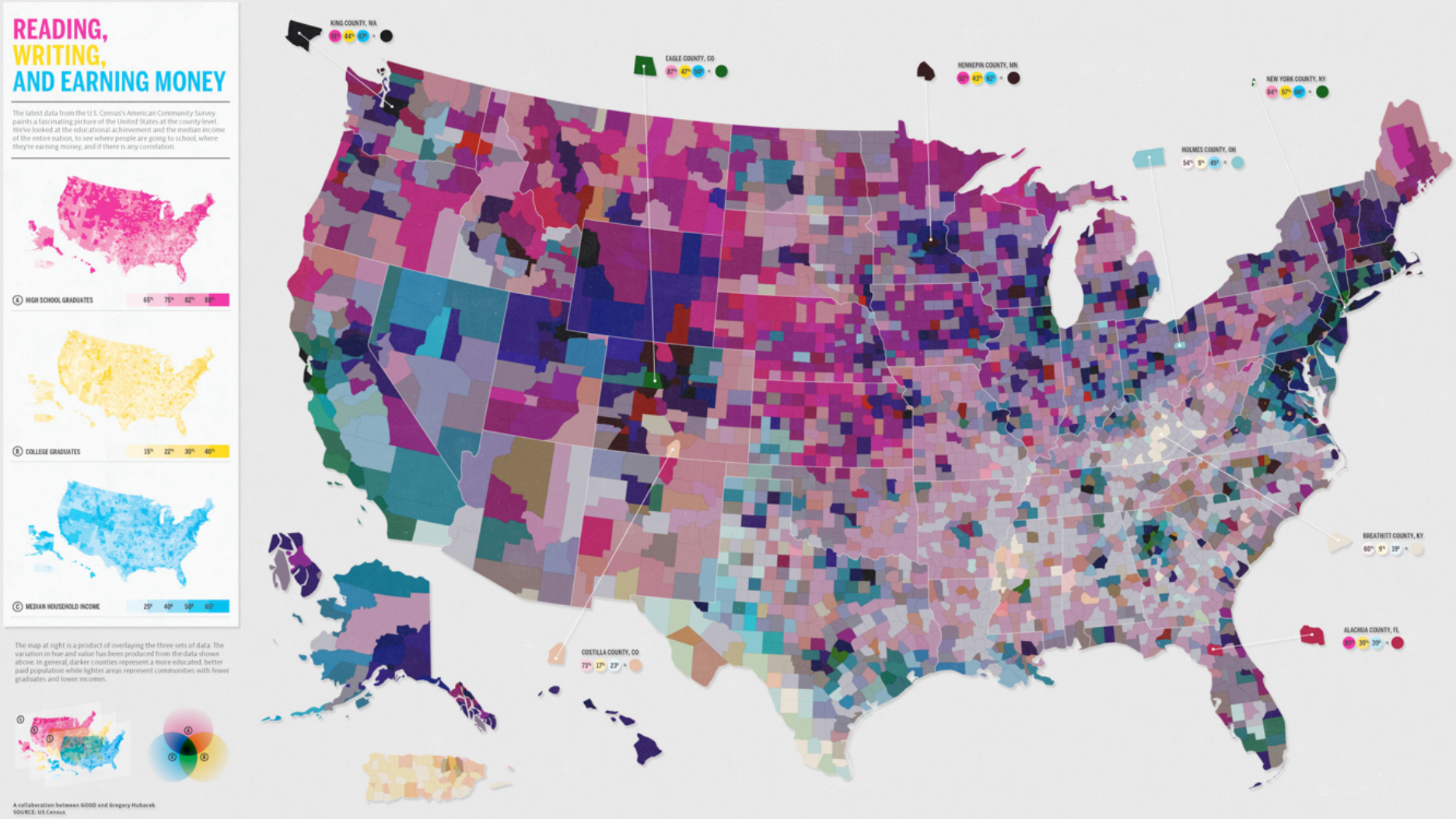
Convey Rates Across Regions



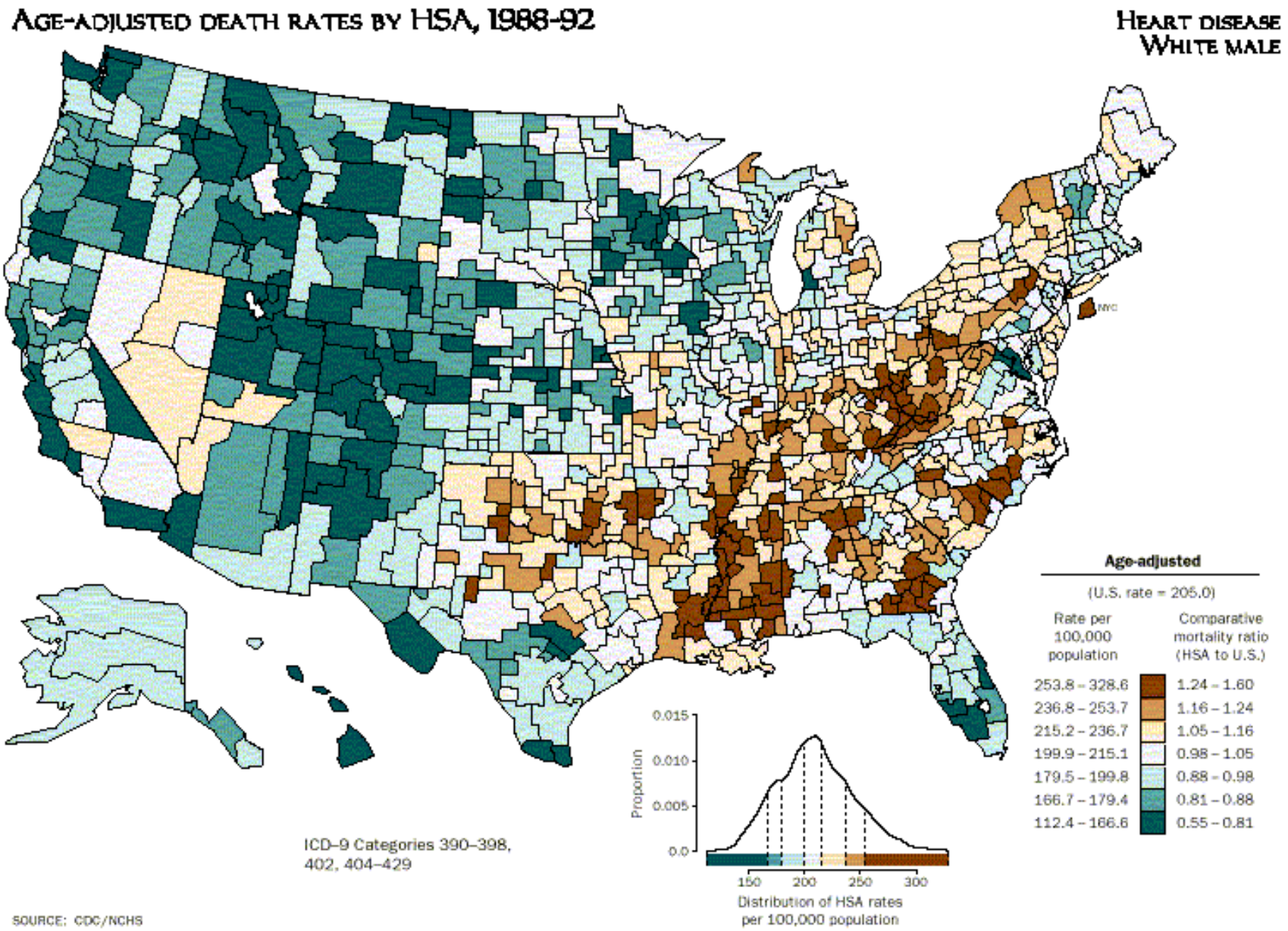
1826(?) Illiteracy in France, Pierre Charles Dupin

http://popvssoda.com

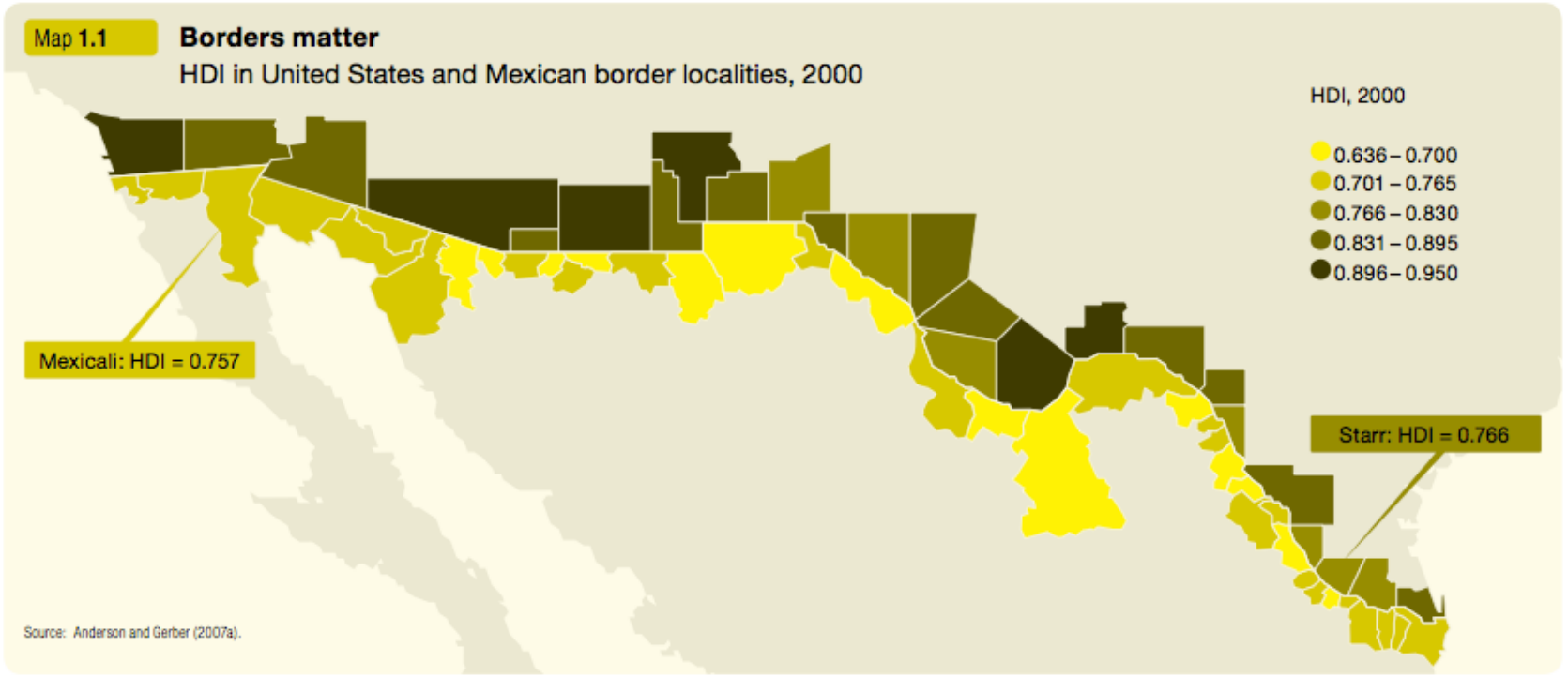




Choose colors with care



Seven quantiles

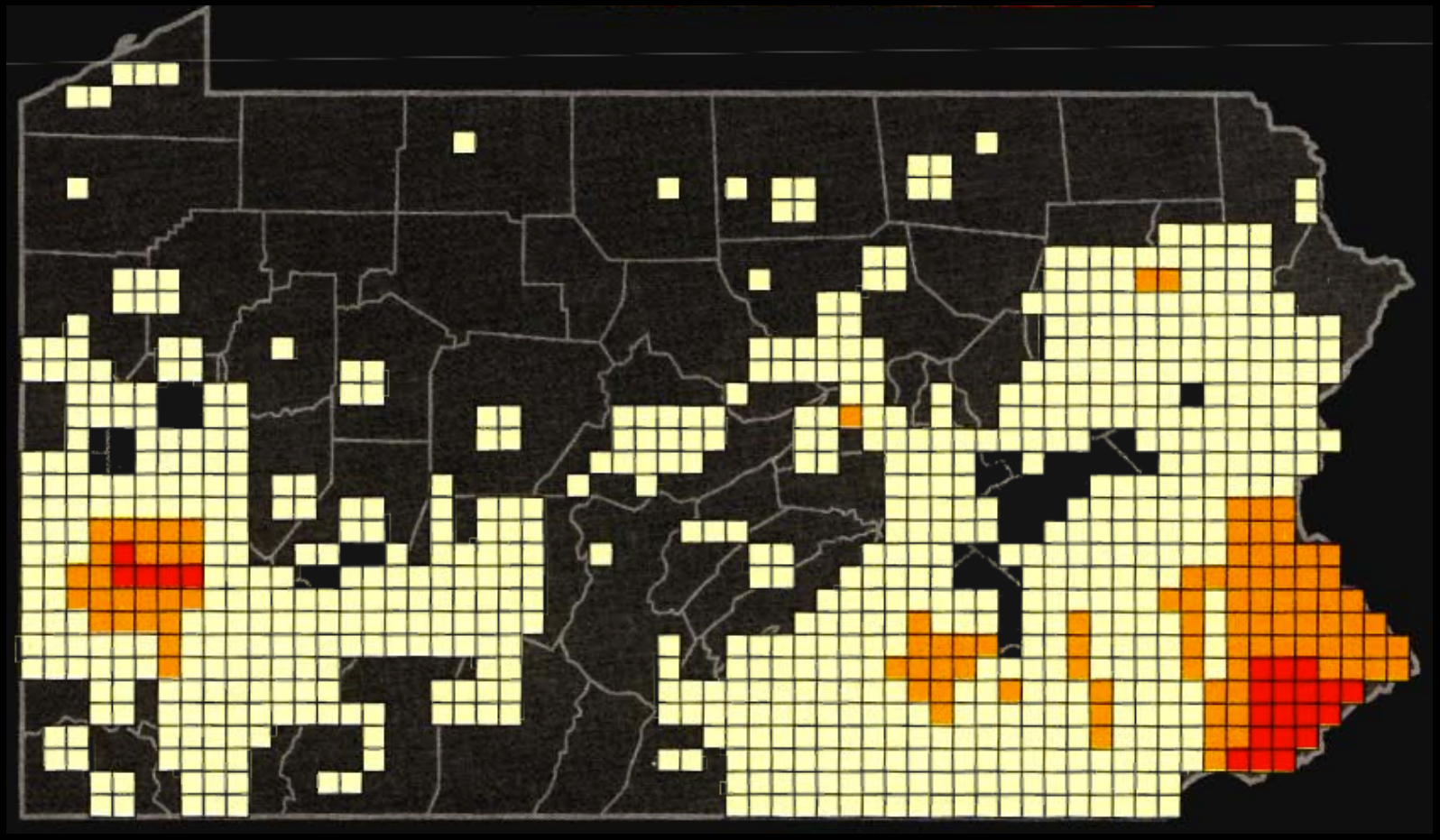


Focus on the foreground

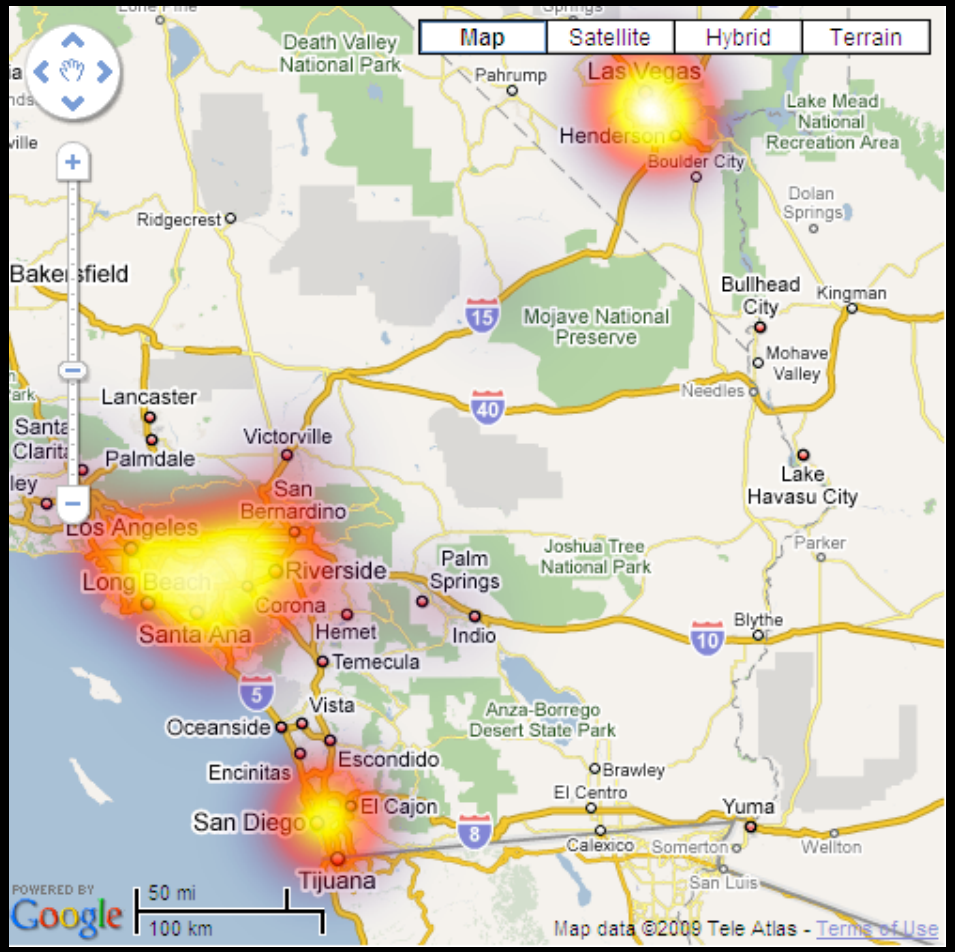
Heatmaps / Contour Maps

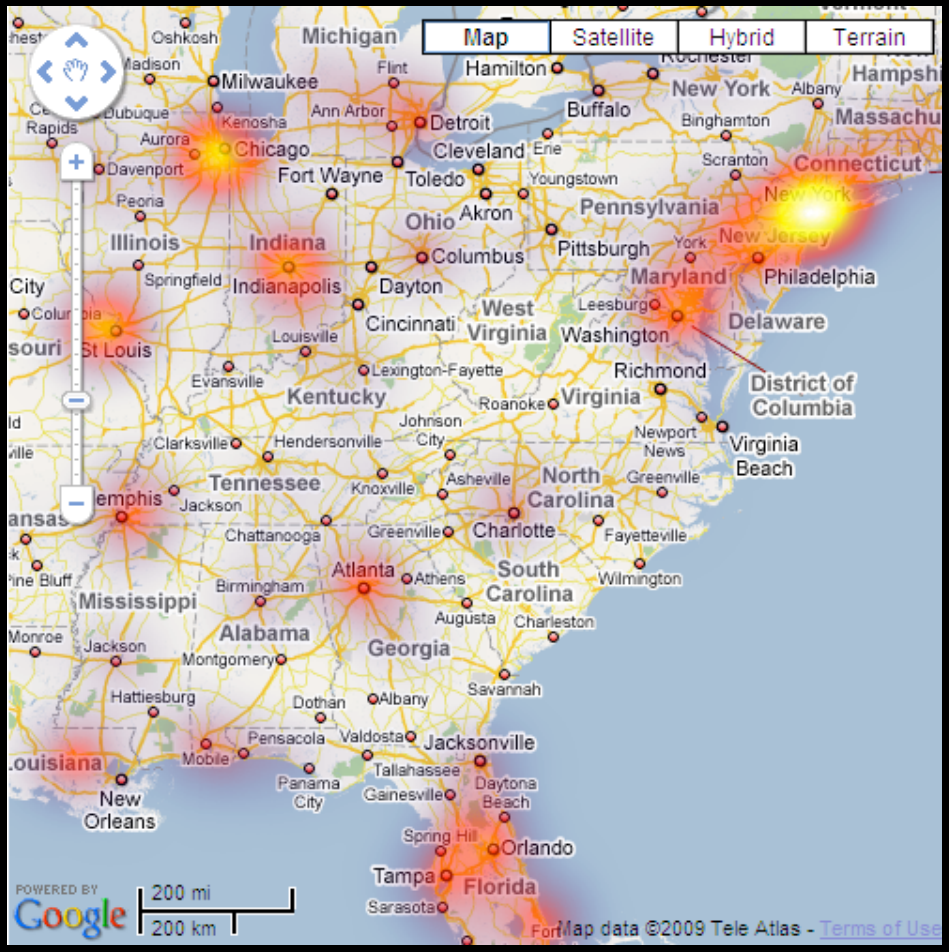
Convey Continuous Data

Binning



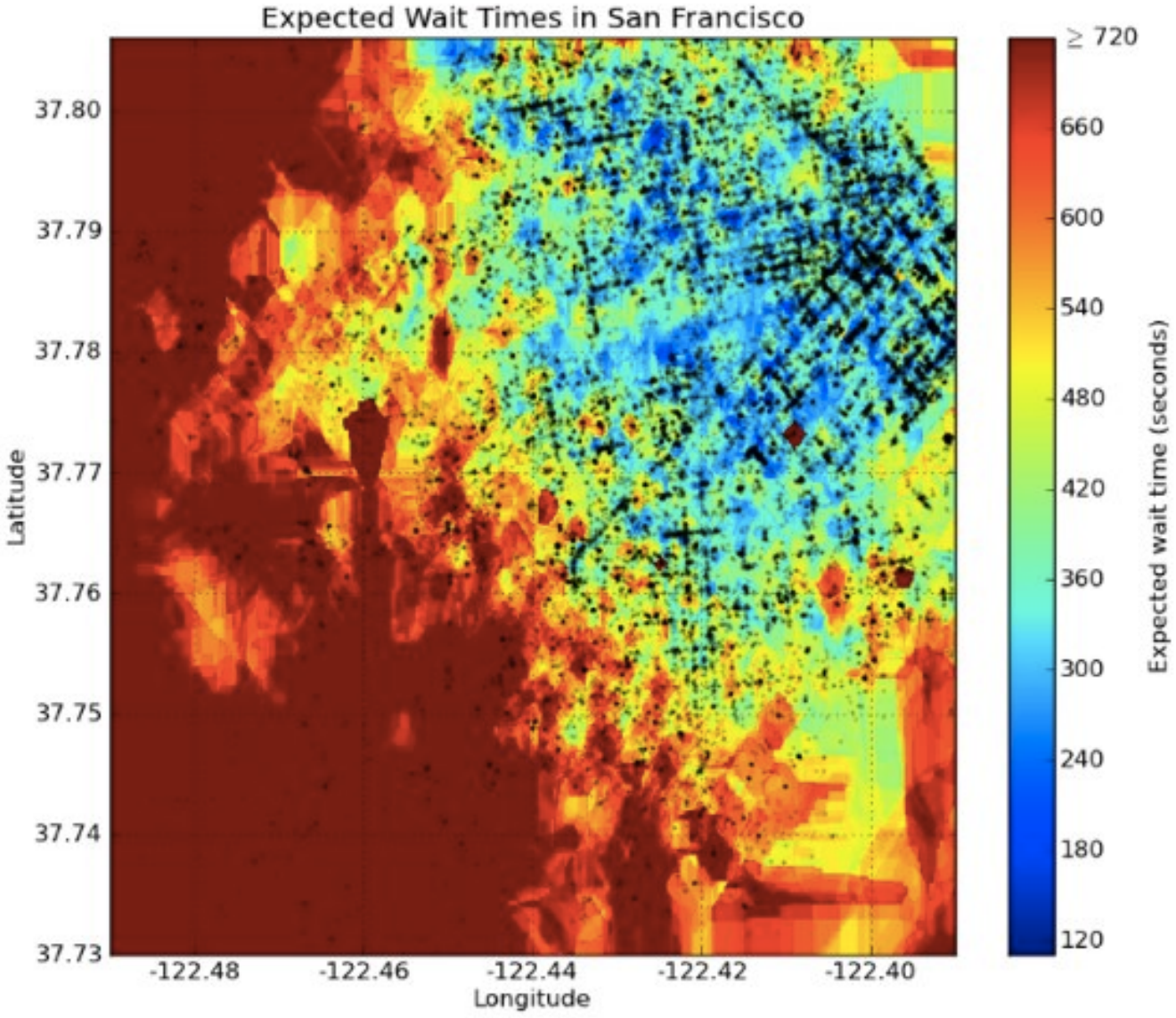
Chorodot Maps: Alan MacEachren and David DiBiase, 1991



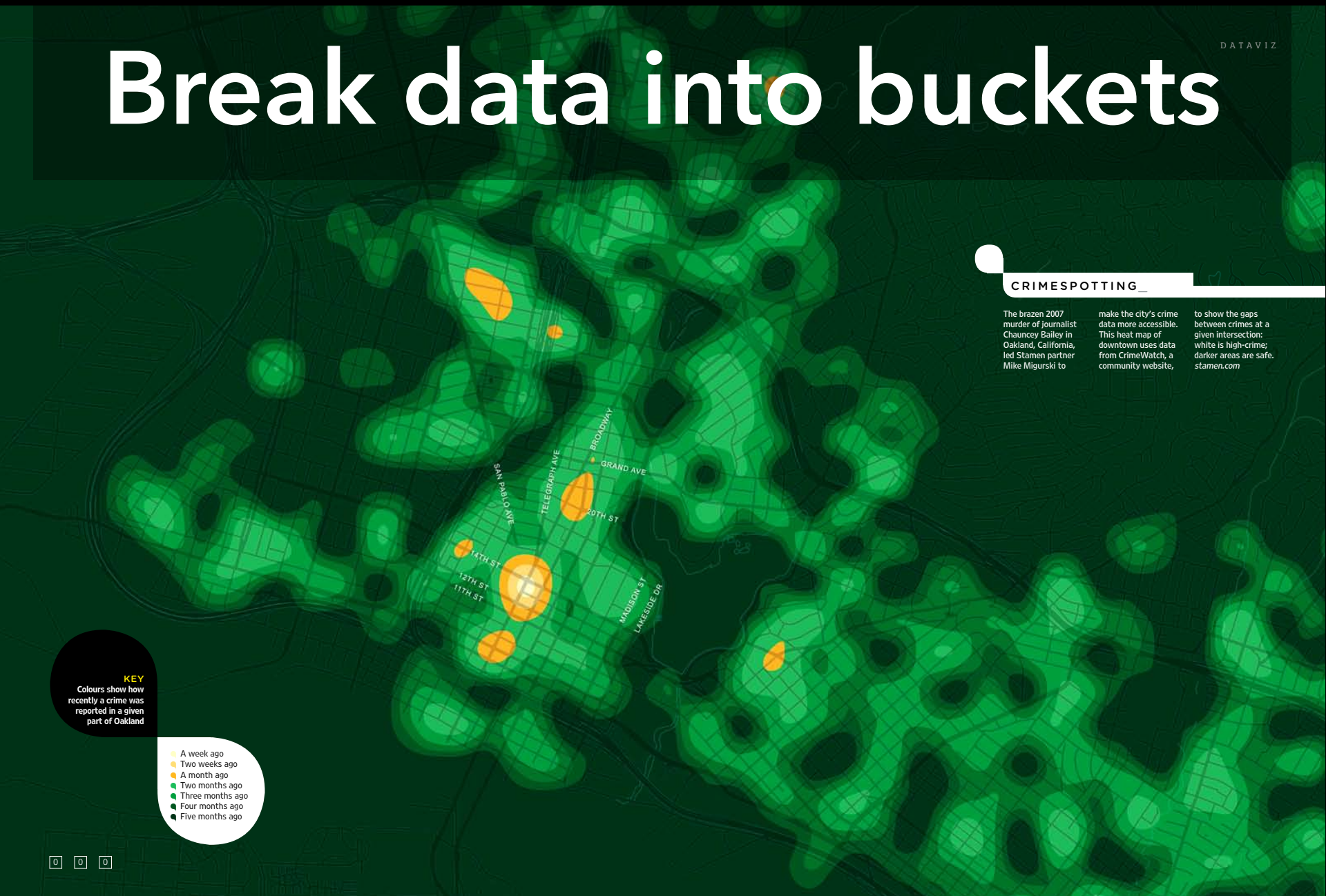


Don’t hide the context

Uber Wait Times, 2011



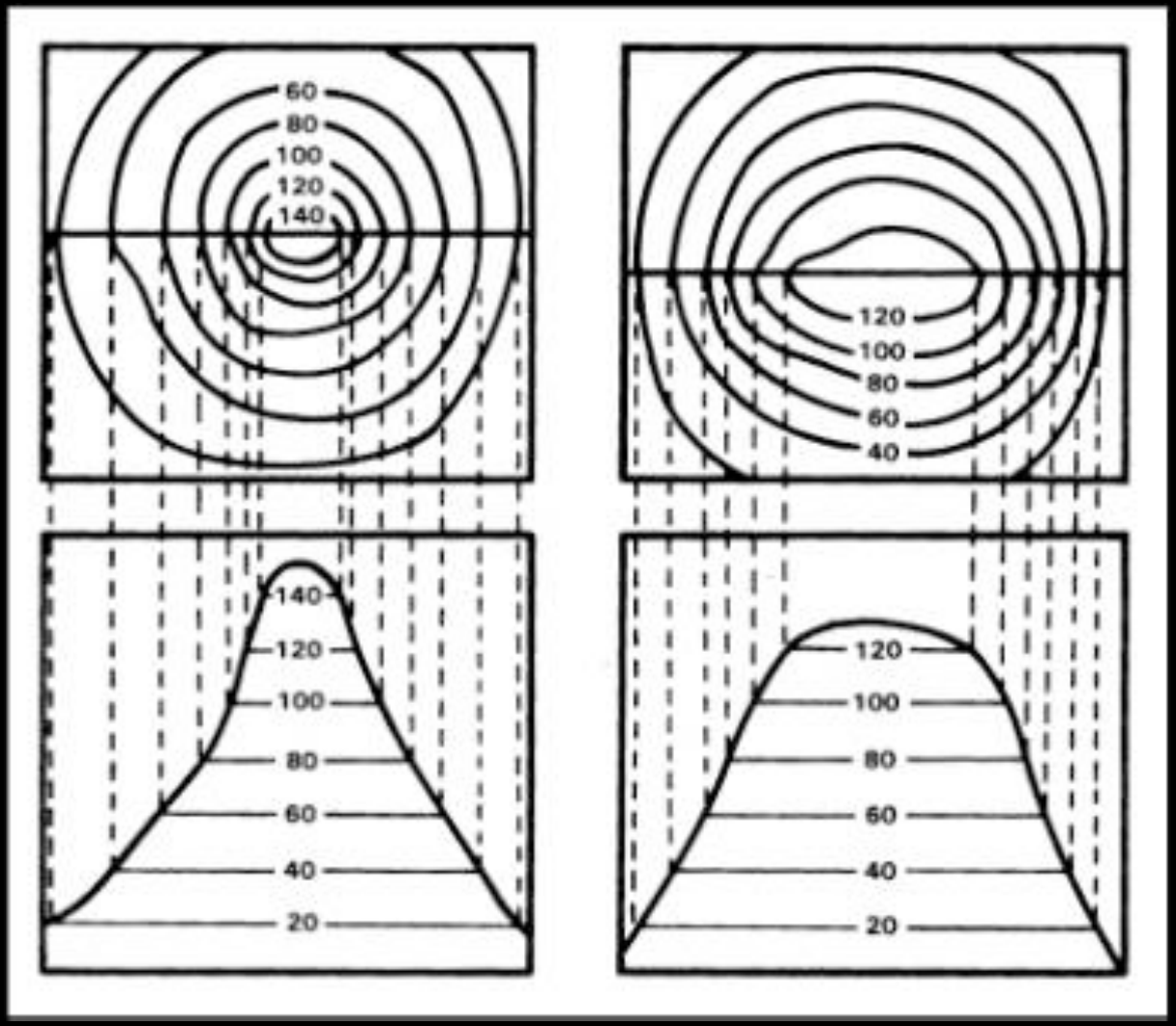
Break data into buckets

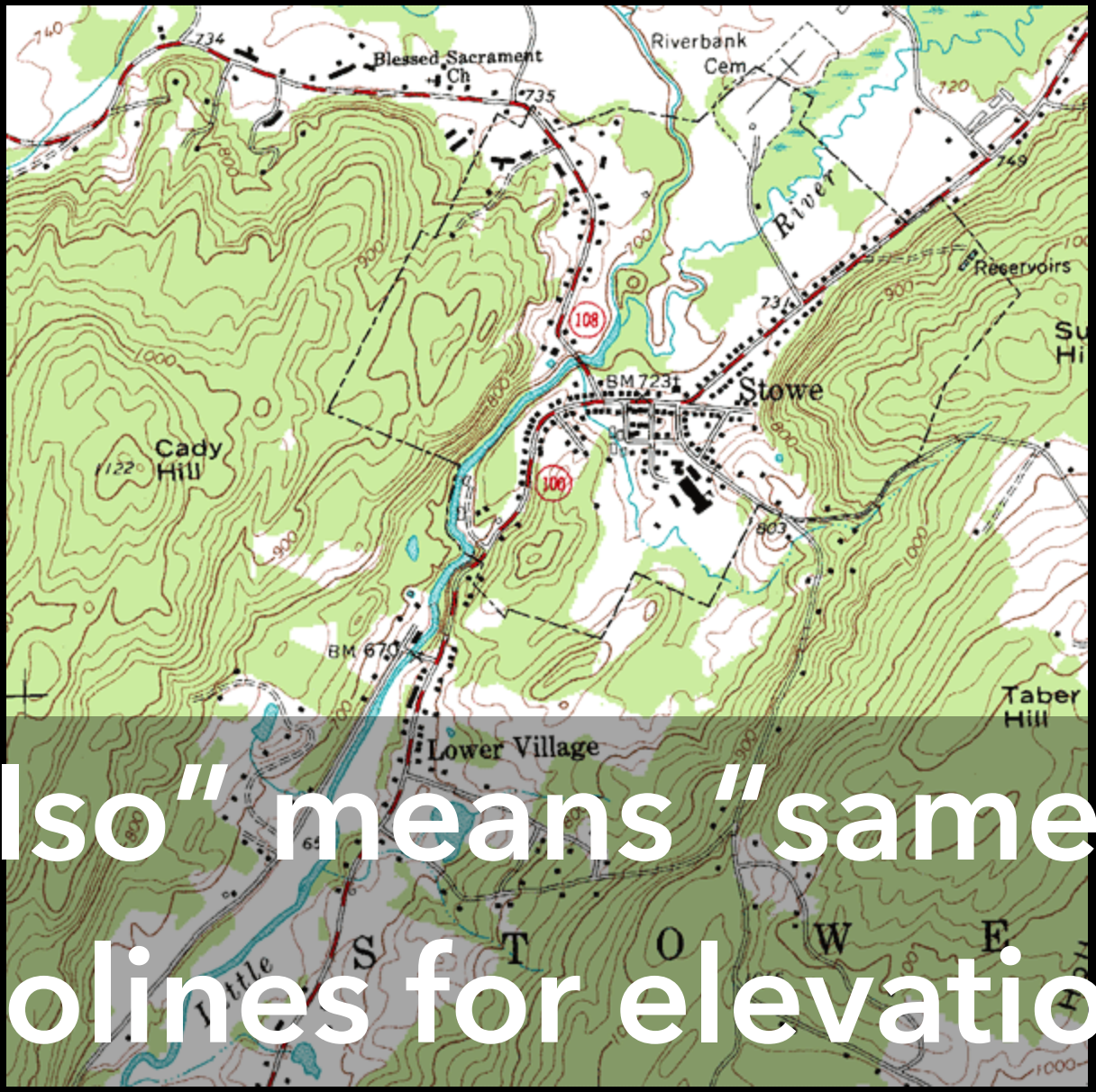


CRIMESPOTTING_

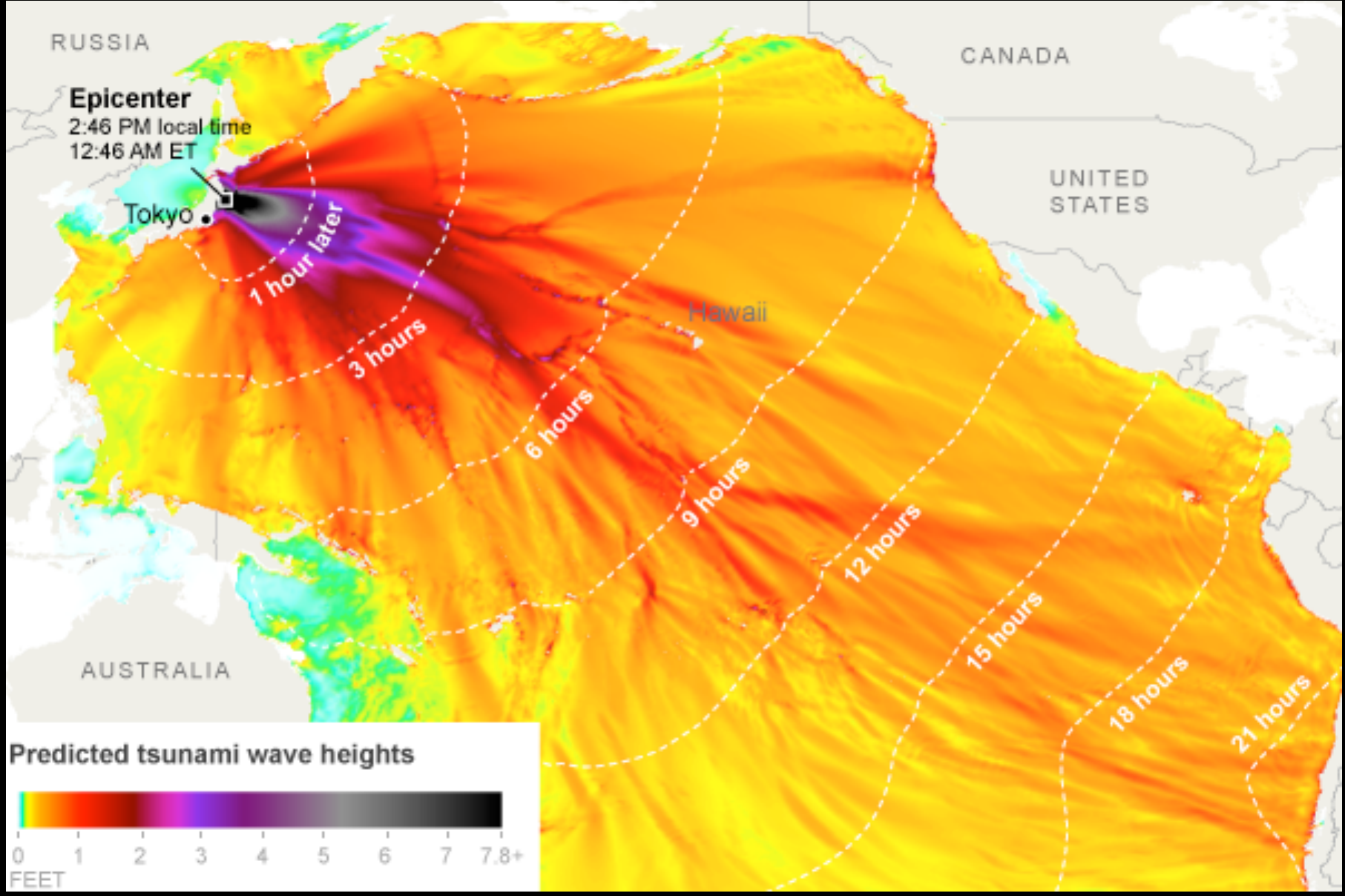
The brazen 2007 murder of journalist Chauncey Bailey in Oakland, California, led Stamen partner Mike Migurski to make the city's crime data more accessible. This heat map of downtown uses data from CrimeWatch, a community website, to show the gaps between crimes at a given intersection: white is high-crime; darker areas are safe. *stamen.com*

Meaningful buckets, isolines





"Iso" means "same"
Isolines for elevation

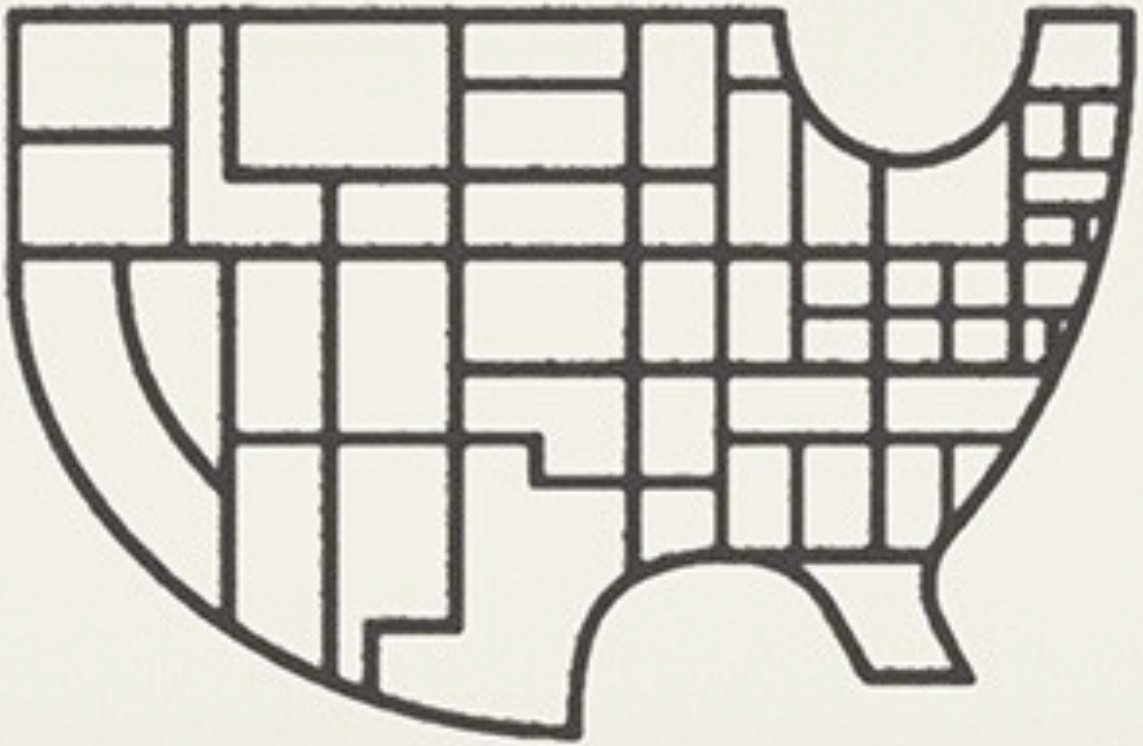


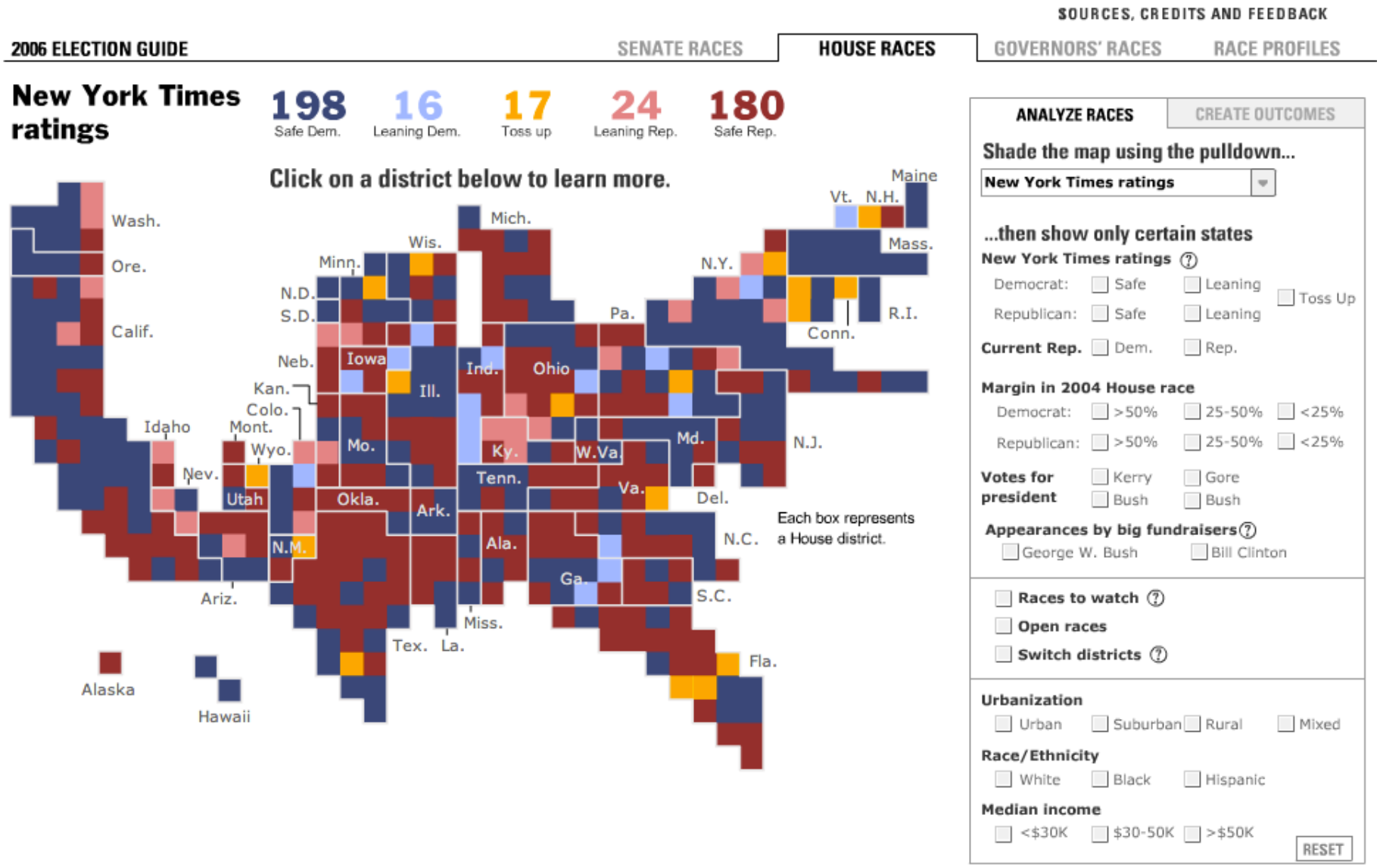
Isochrones are isolines for time

Cartograms

Distort Shape to Convey Quantities

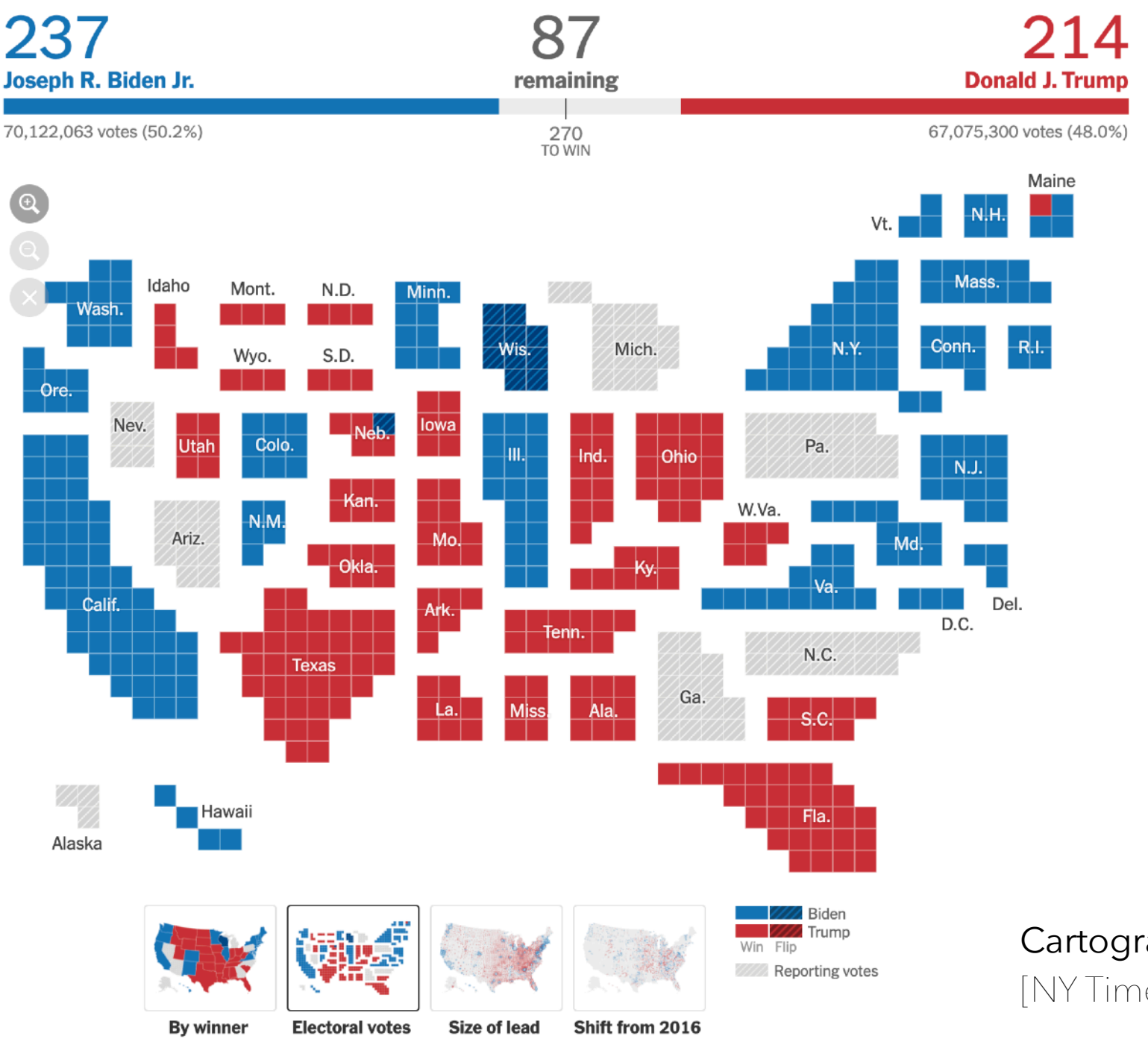
Major distortions can stay recognizable





Block Cartogram: Discrete Units

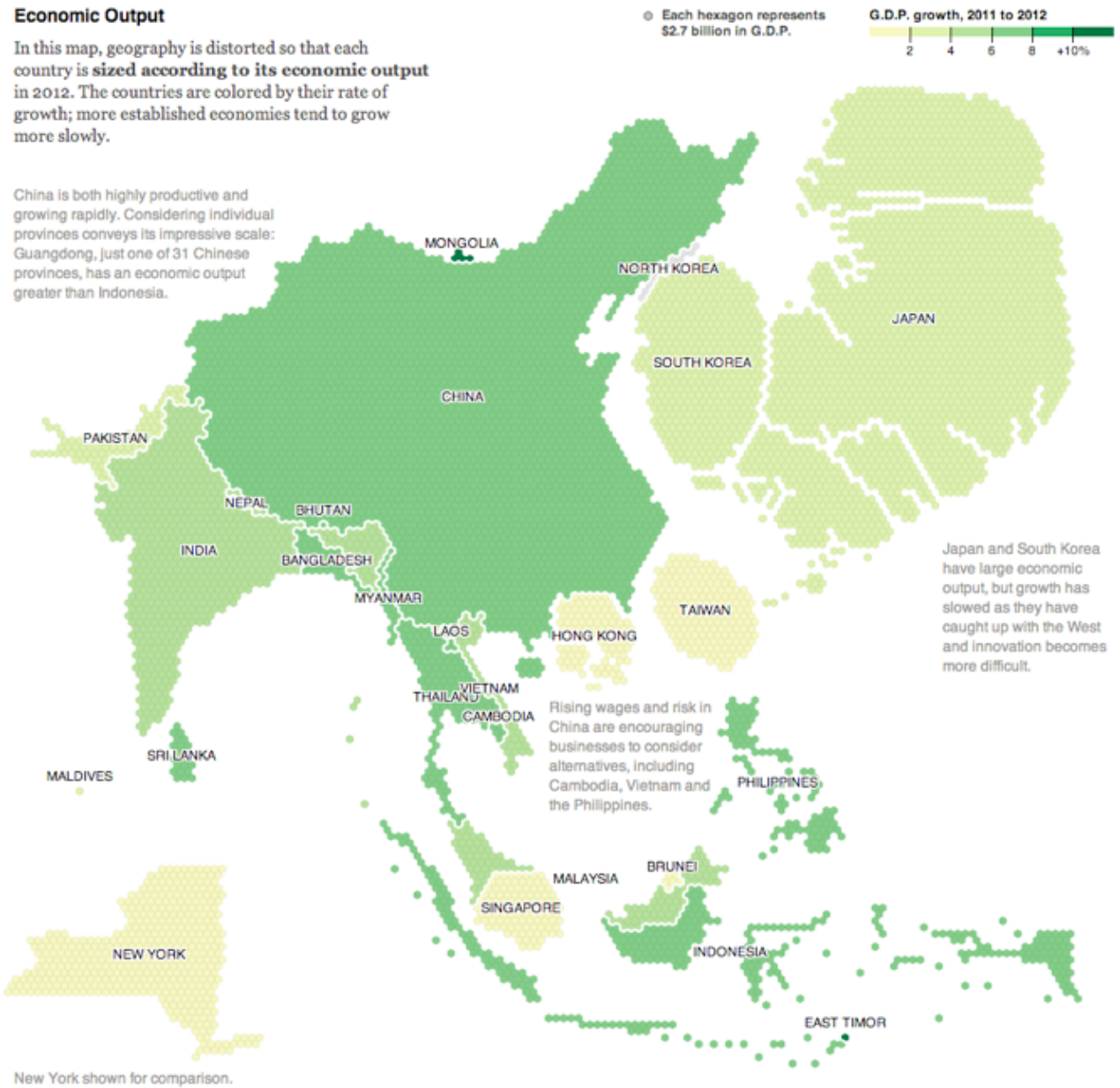
NY Times



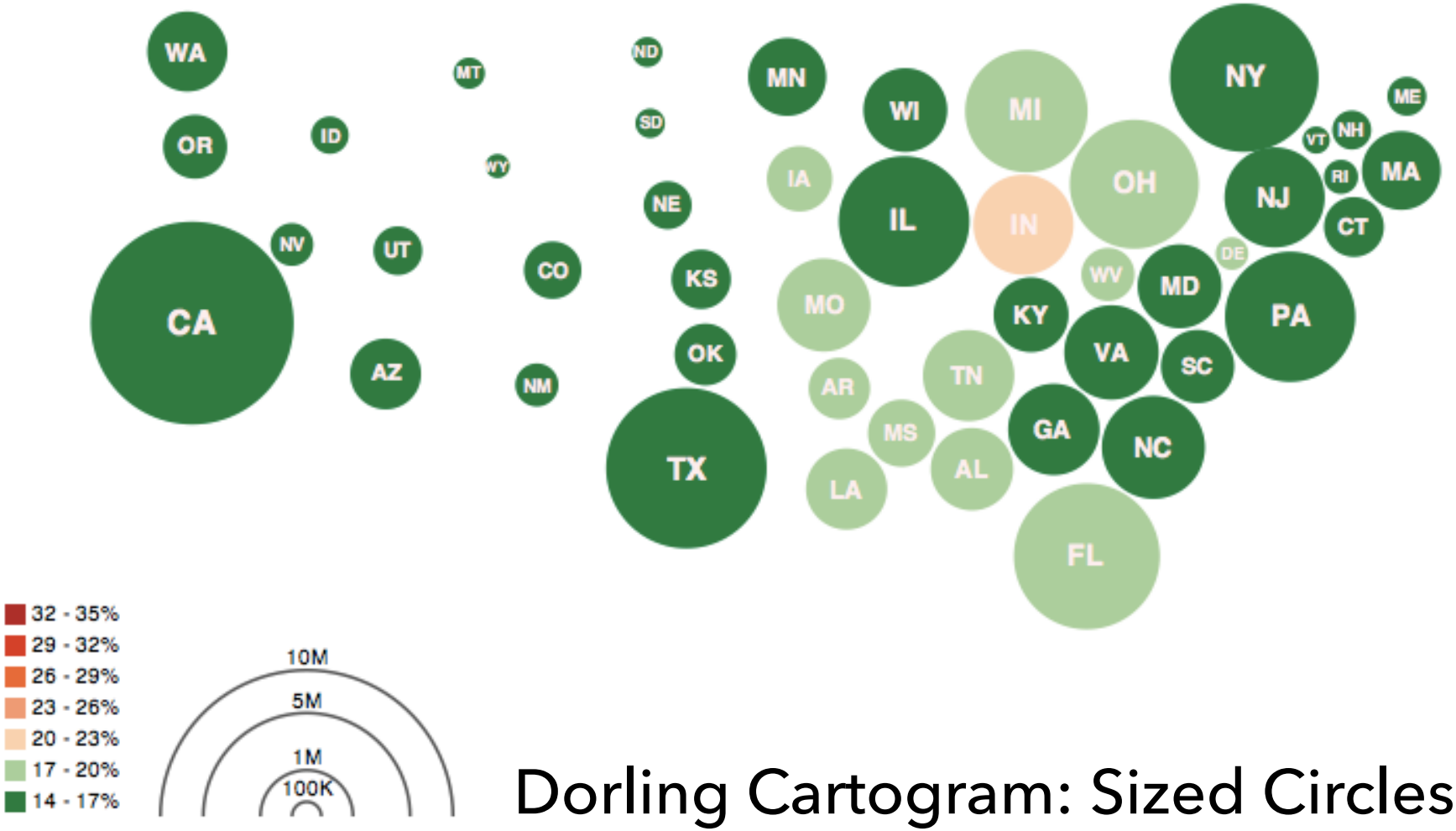
Cartogram
[NY Times]

China Still Dominates, but Some Manufacturers Look Elsewhere

While China maintains its overwhelming dominance in manufacturing, multinational companies are looking for ways to limit their reliance on factories there. Related Article »

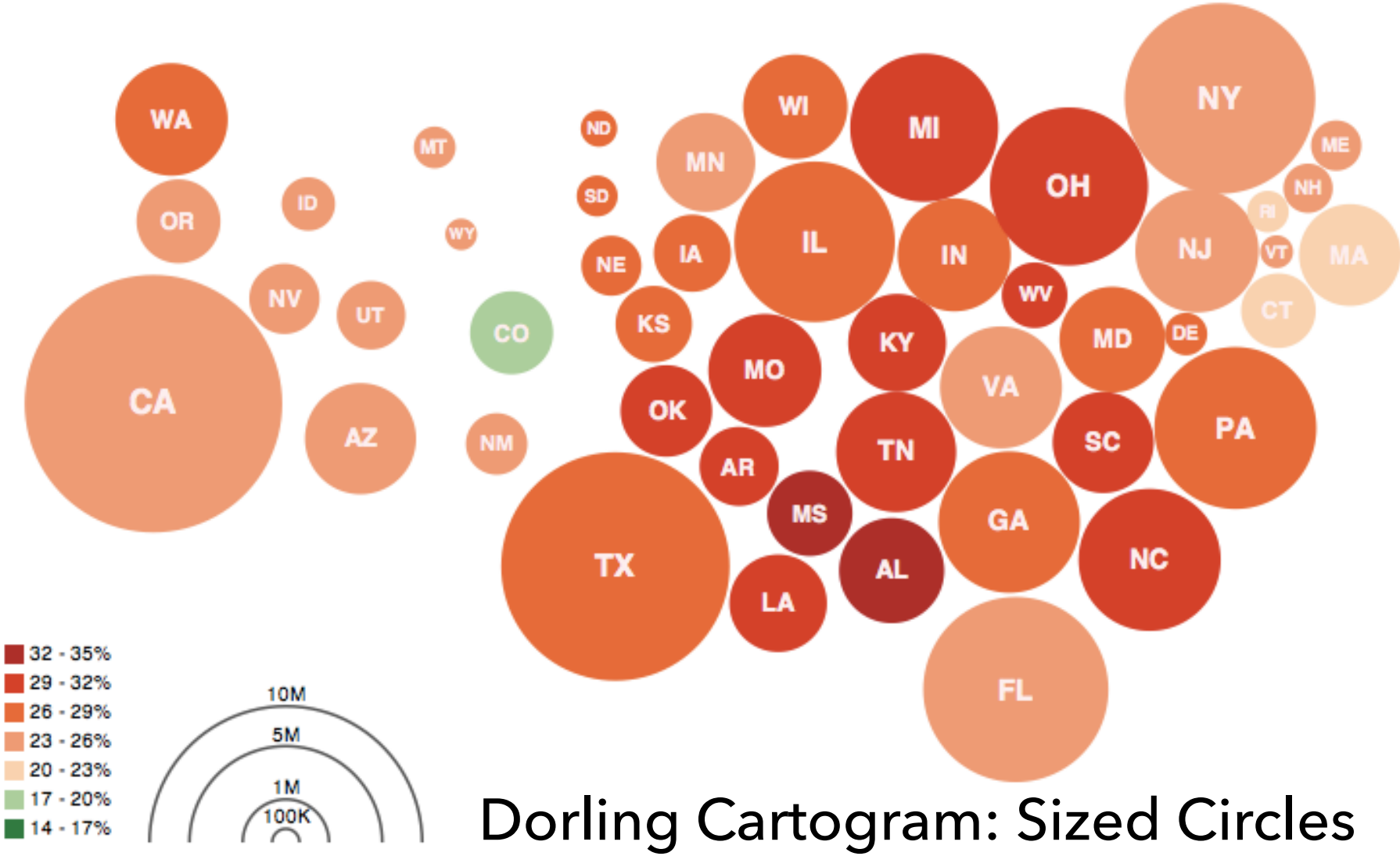


NY Times



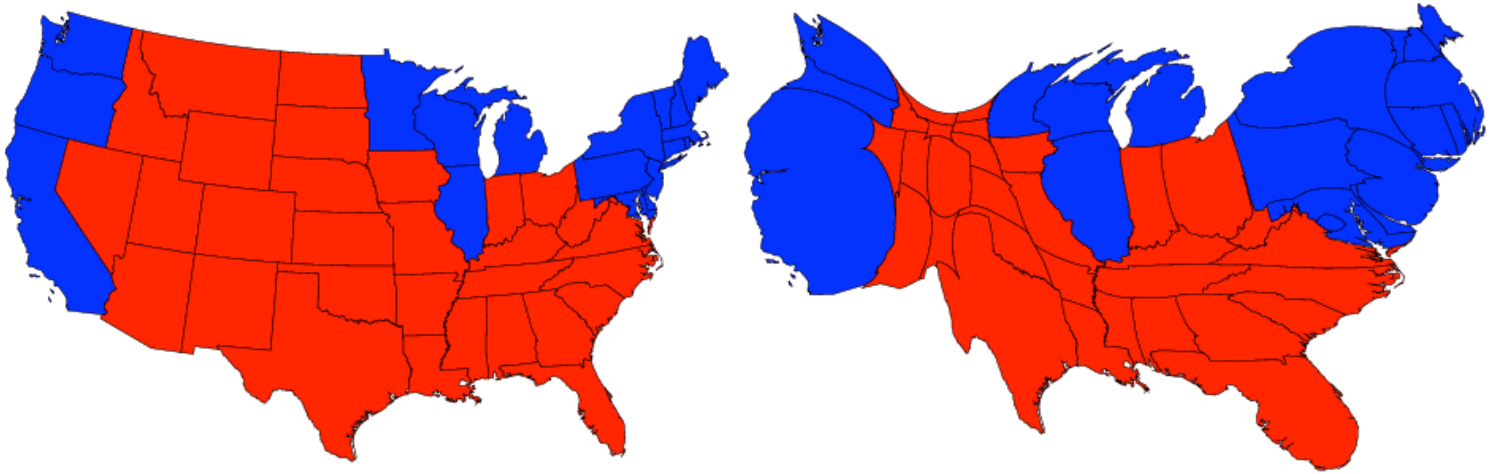
Dorling Cartogram: Sized Circles

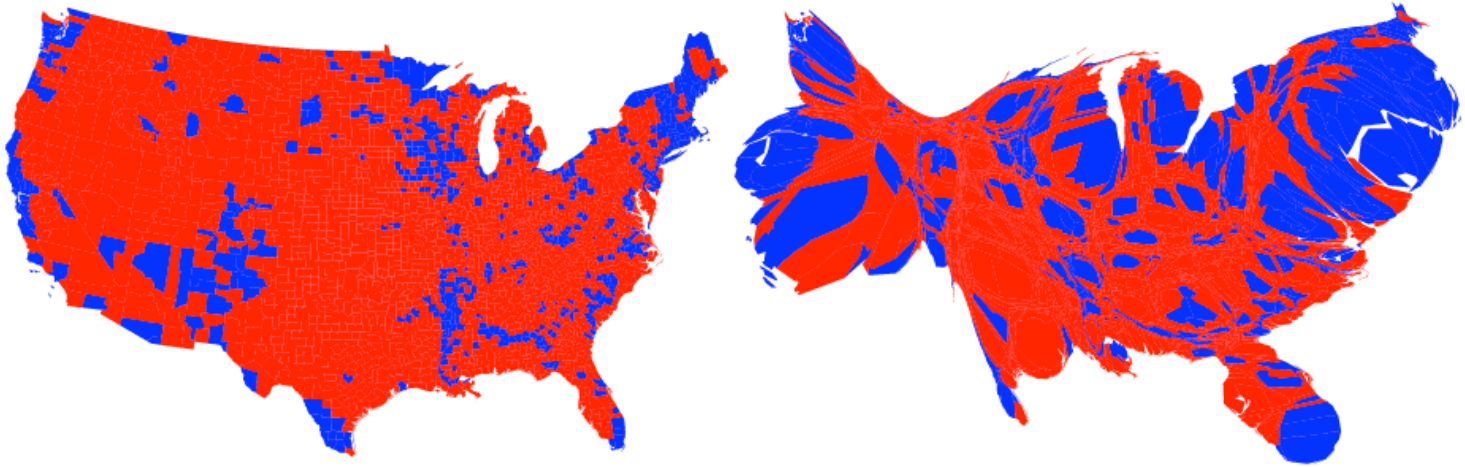
Obesity Map Vadim Ogievetsky

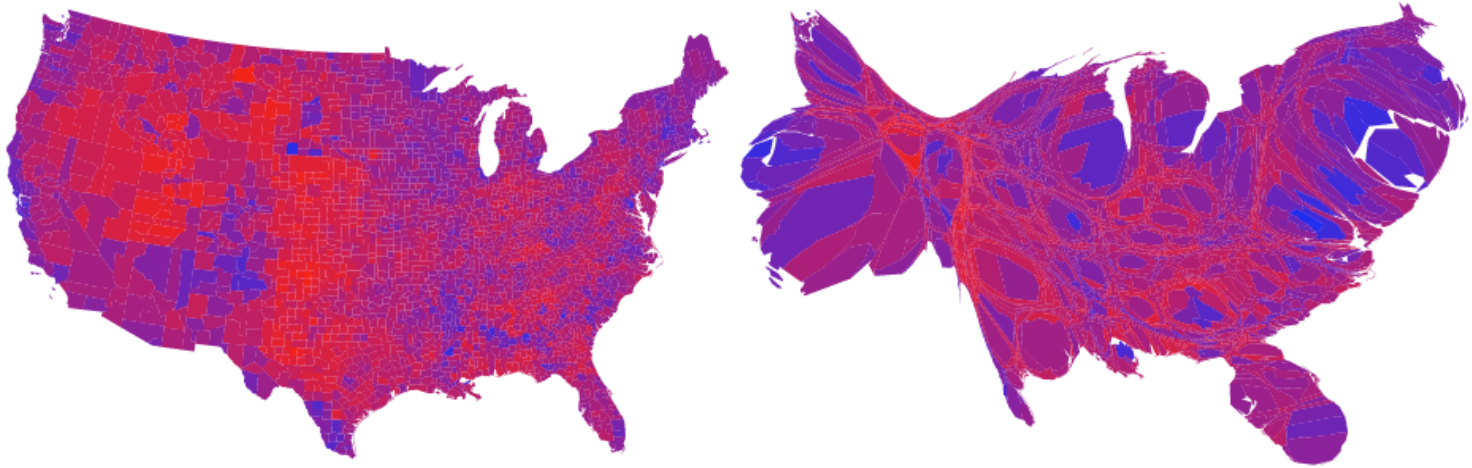


Dorling Cartogram: Sized Circles

Obesity Map Vadim Ogievetsky







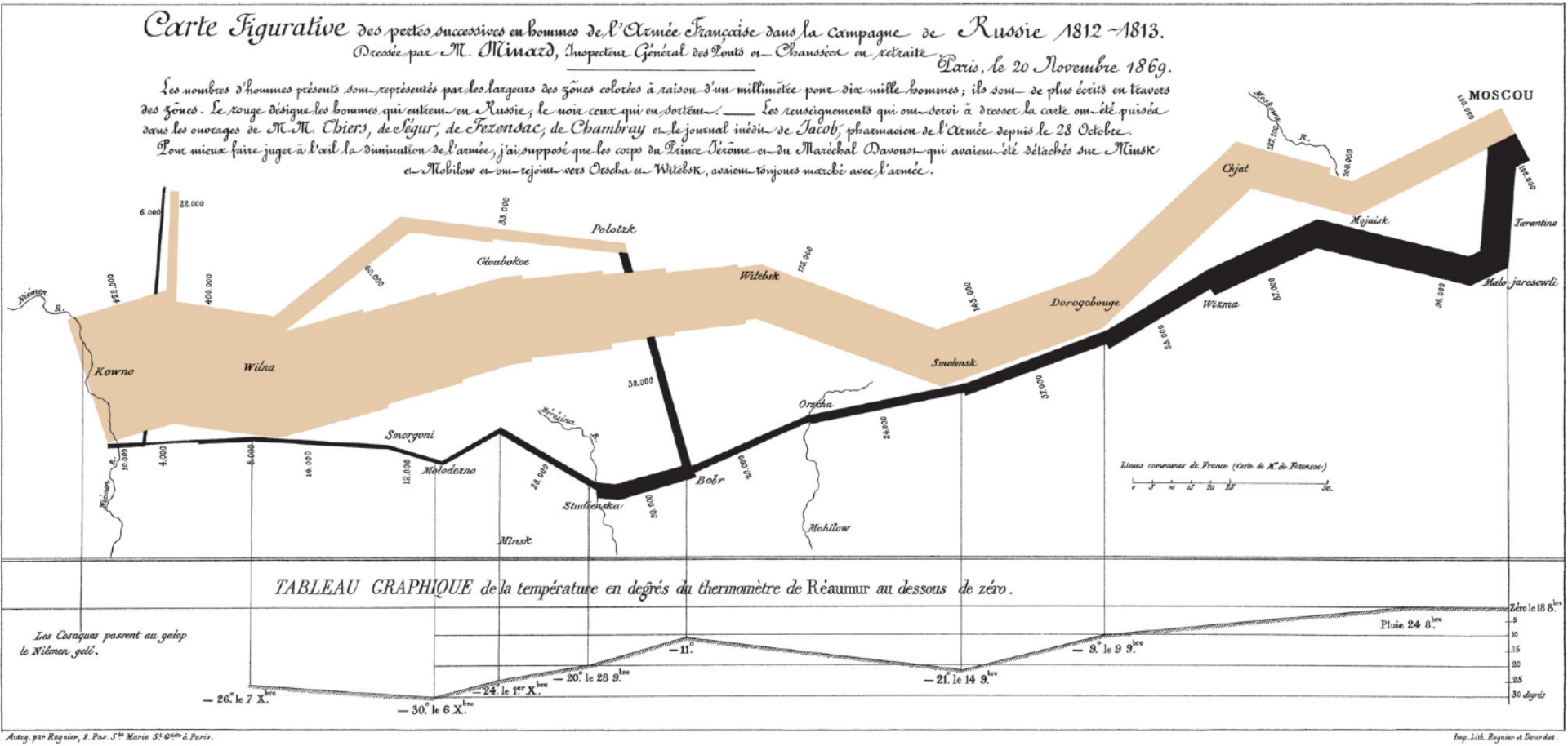
Physical Diffusion Model

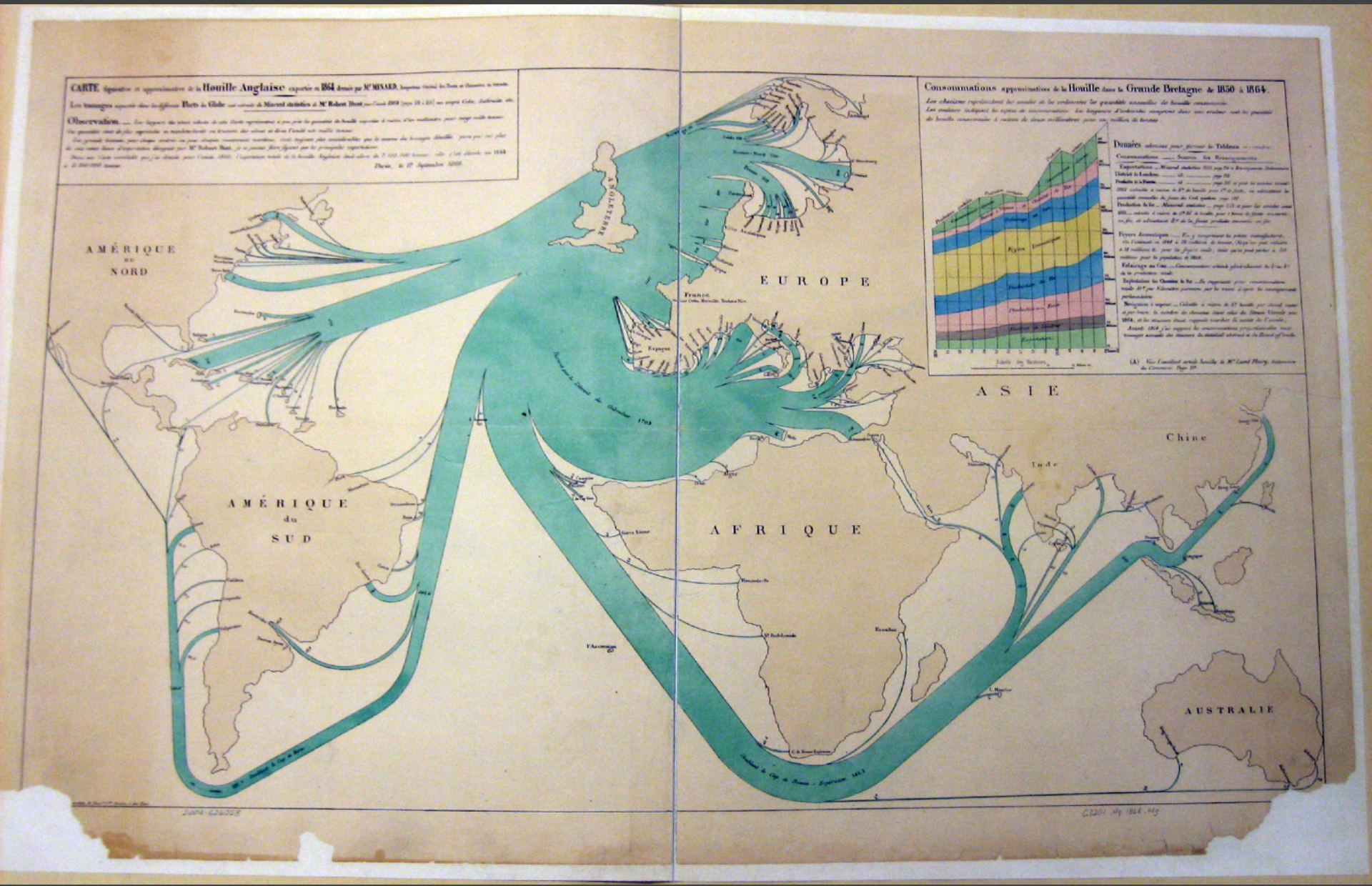
[Newman 2004]

Flow Maps

Convey Flux Between Locations

Minard 1869: Napoleon's march

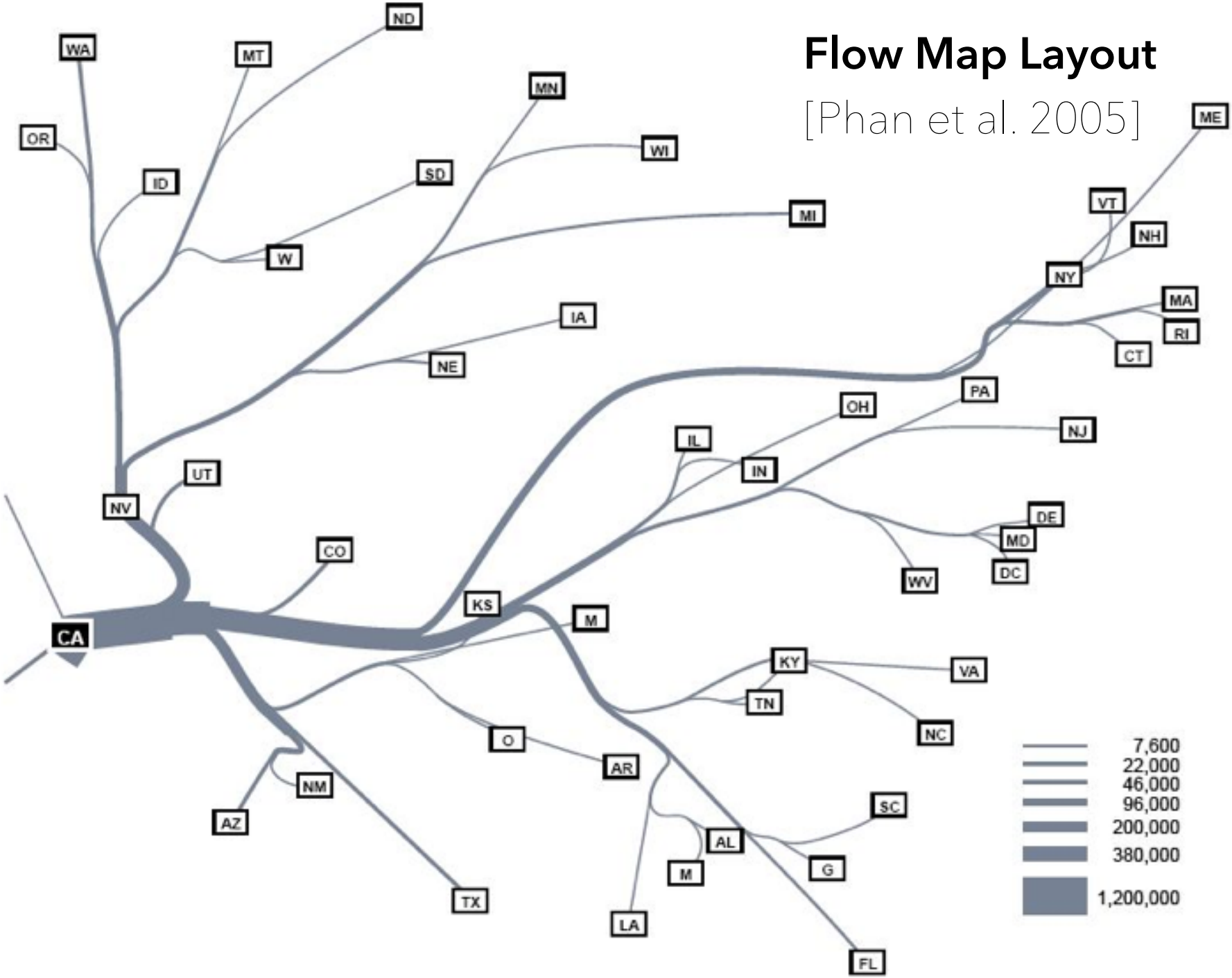




1864 British Coal Exports, Charles Minard

Flow Map Layout

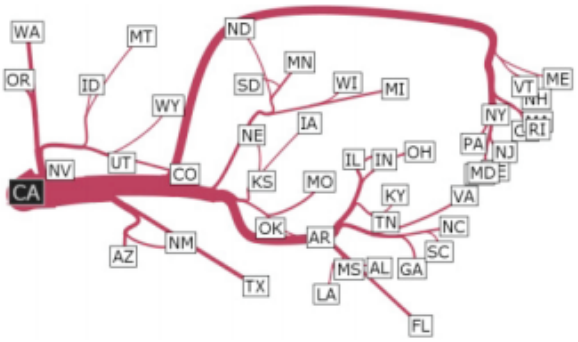
[Phan et al. 2005]



Migration from California, ’95-’00

Tobler 1987

Phan et al. 2005



Verbeek et al. 2011

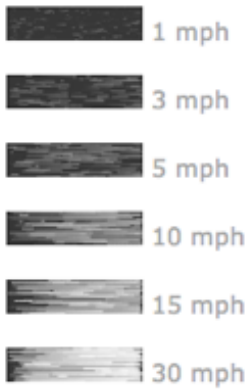
Cui et al. 2008

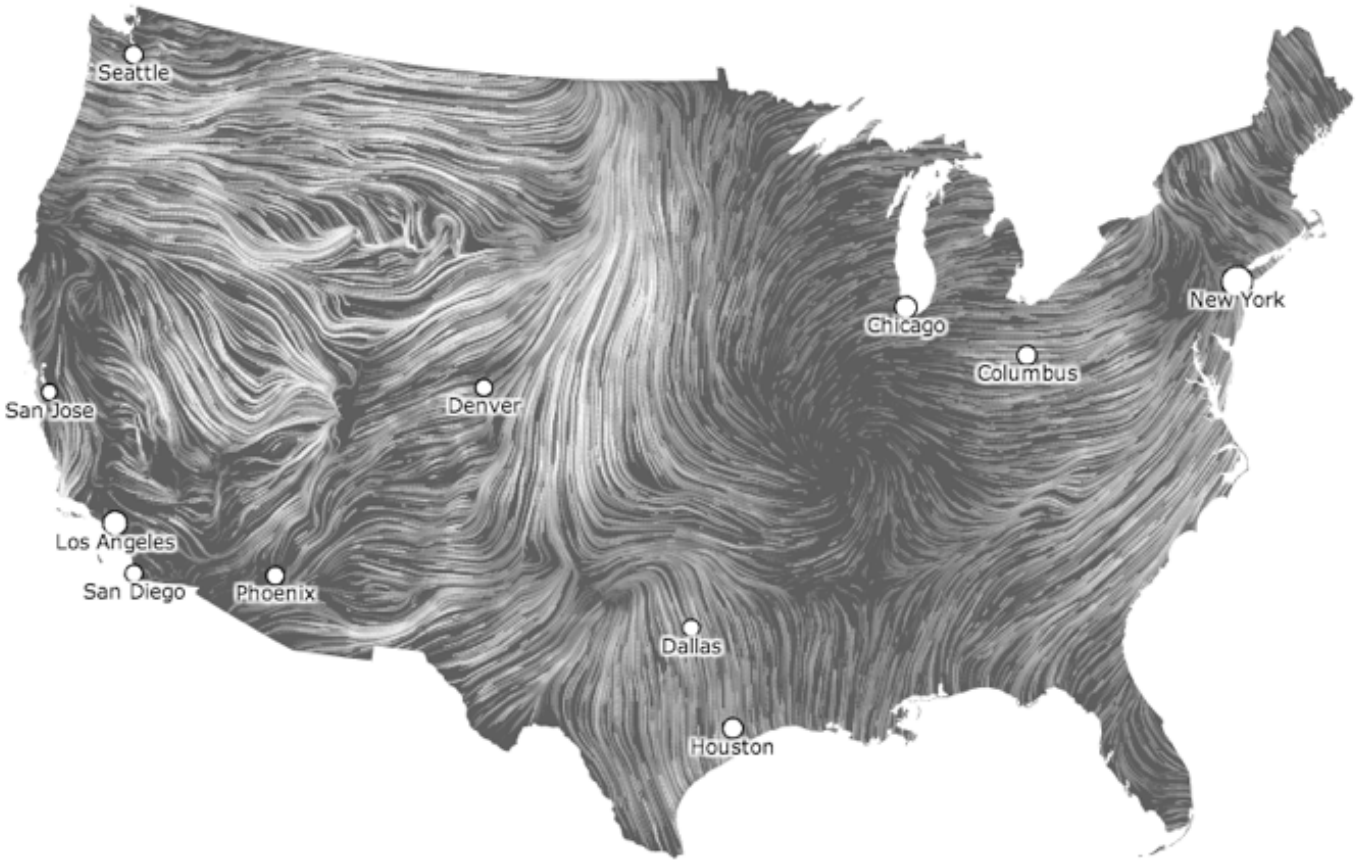
Holten & van Wijk 2009

wind map

February 19, 201
11:55 am EST
(time of forecast download)

top speed: **35.3 mph**
average: **11.6 mph**





Wattenberg & Viegas

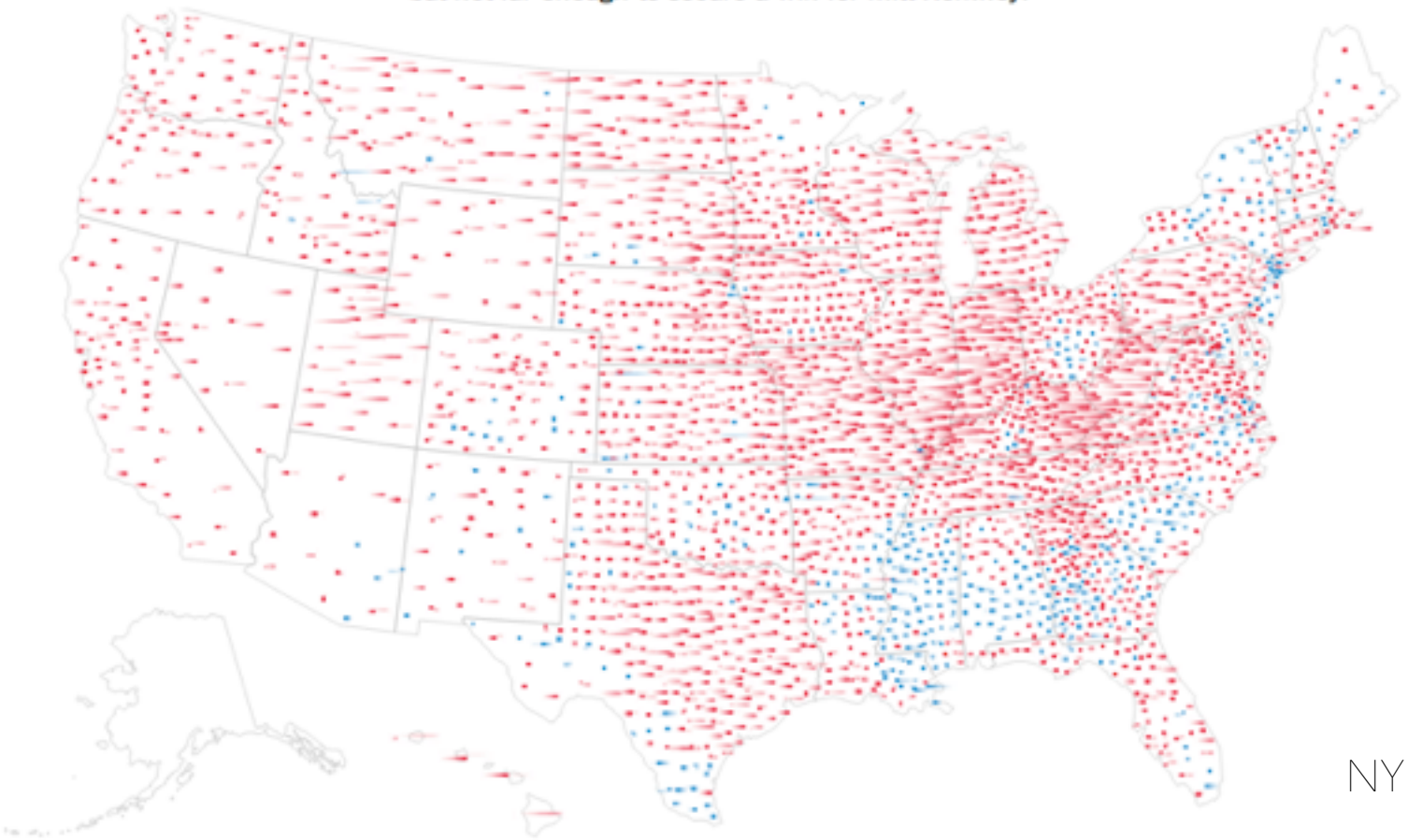
How Obama Won Re-election

Whites Were Outvoted | Women | Hispanics | Youth

Romney's Shift Wasn't Enough

2008 | 2012

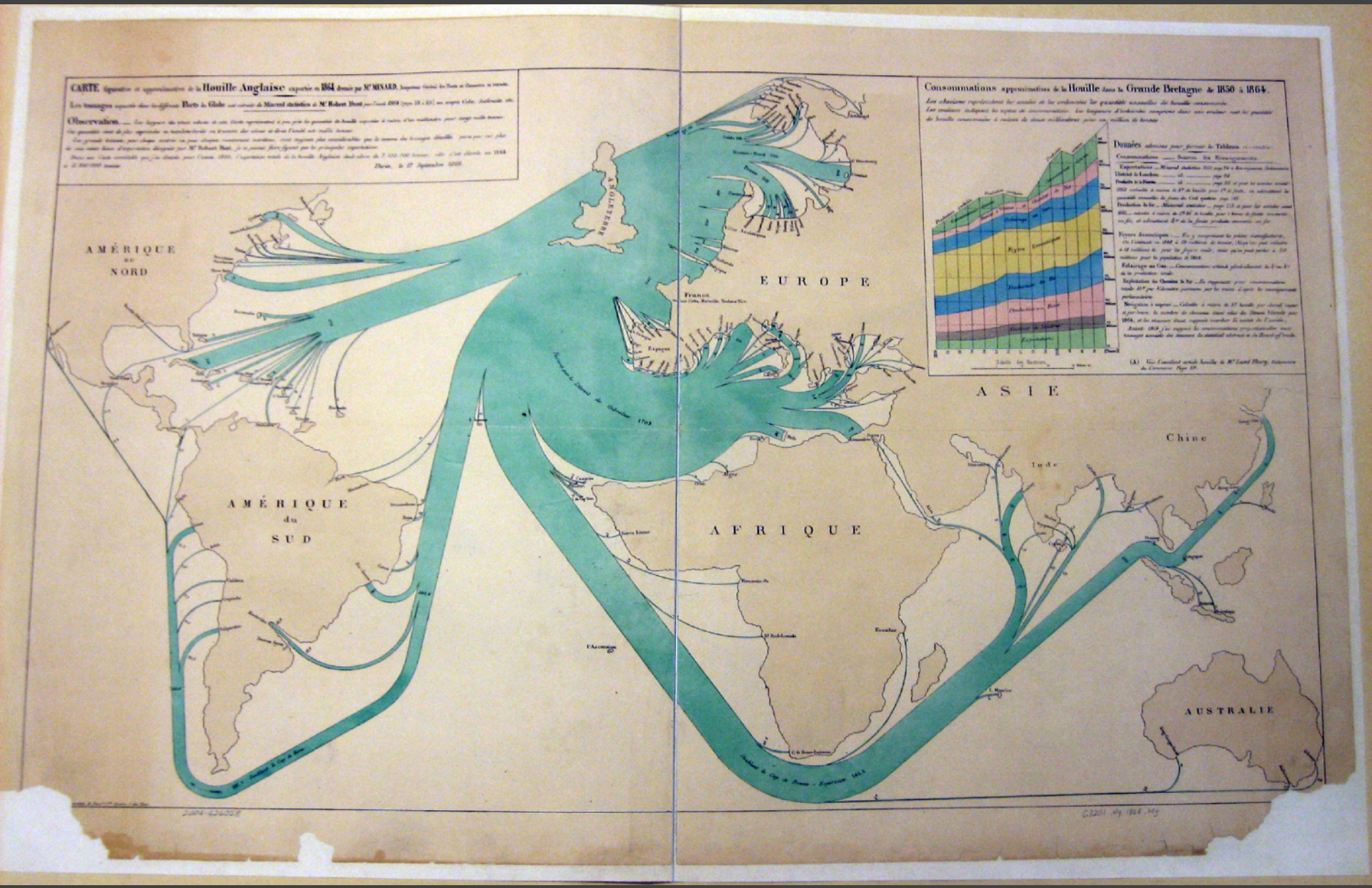
Most of the nation shifted to the right in Tuesday's vote, but not far enough to secure a win for Mitt Romney.



NY Times

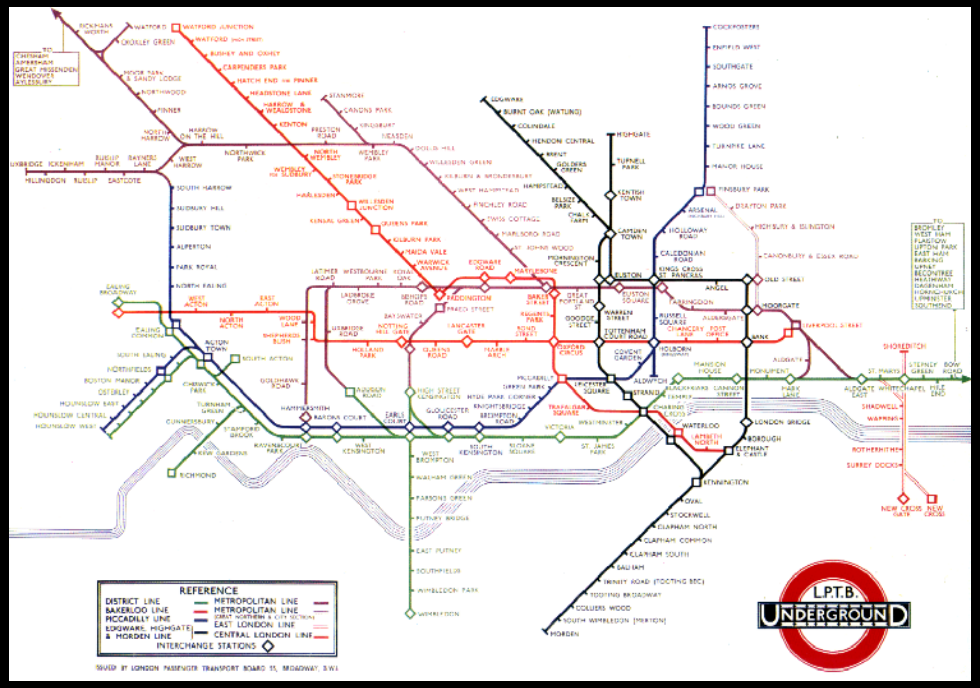
Generalization

Abstraction to Convey Topology

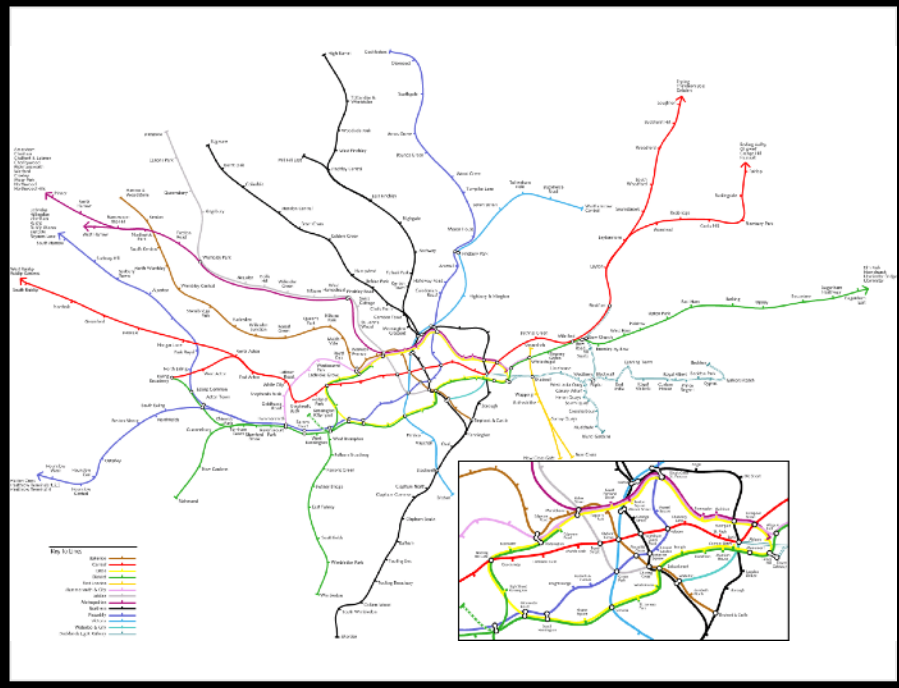


1864 British Coal Exports, Charles Minard

Beck's London tube diagram



London Underground [Beck 33]



Geographic version of map

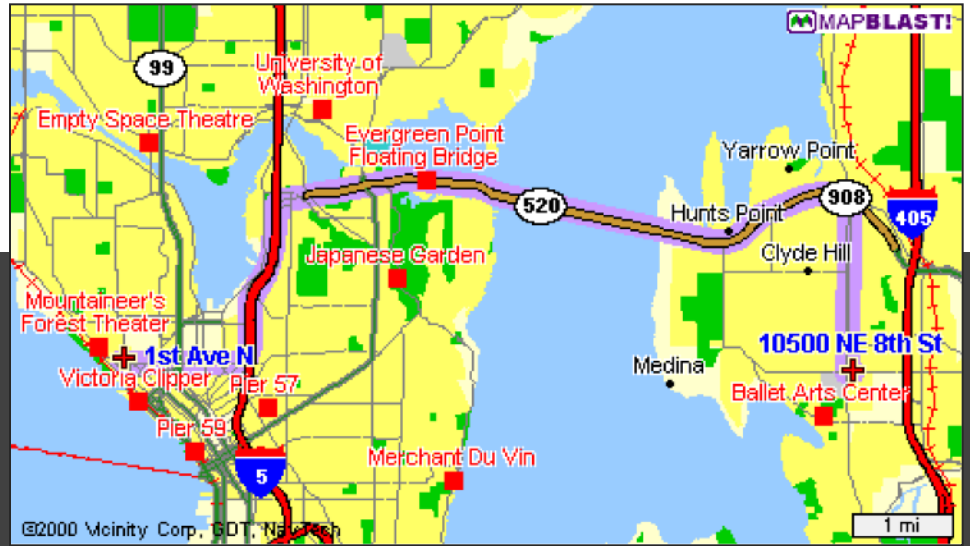
Principle: Straighten lines to emphasize stop sequence

Technique used to emphasize/de-emphasize information

People *love* tube maps…

[Huffman]

Route Maps: Bellevue to Seattle



Map Design via Optimization [Agrawala '01]

Set of graphic elements

- Roads, labels, cross-streets, …

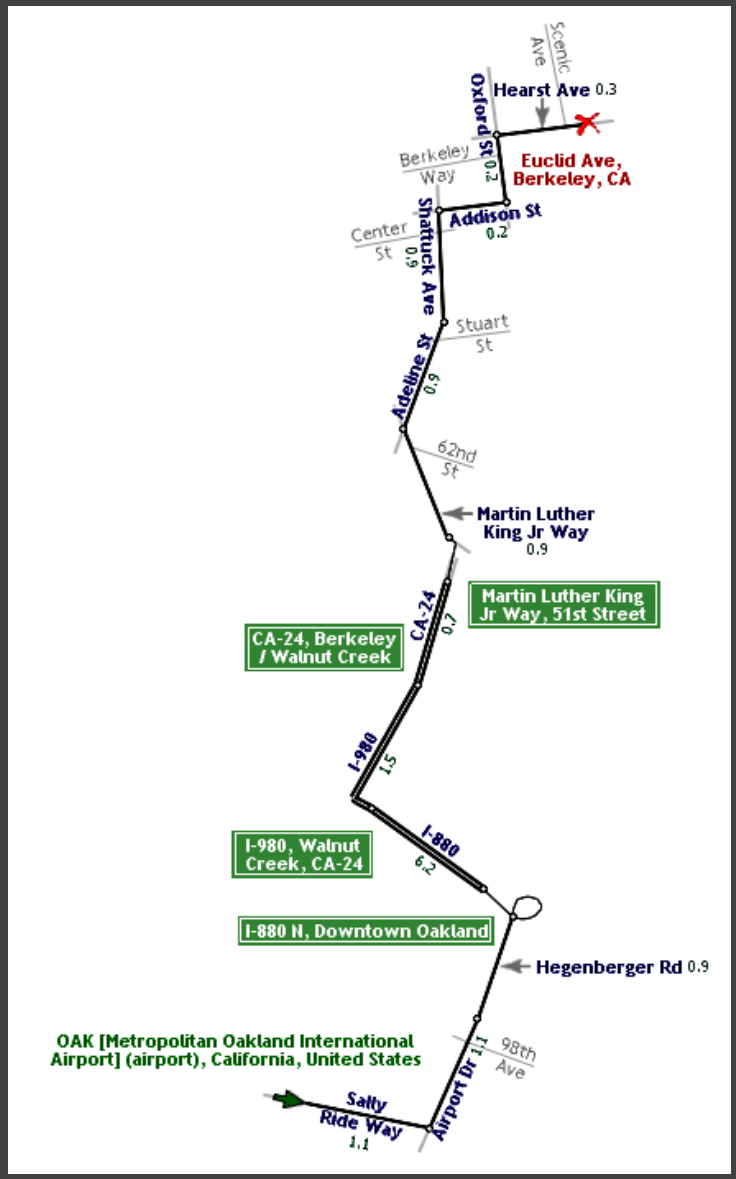
Choose visual attributes

- Position, orientation, size, …
- Distortions increase flexibility

Develop constraints based on design principles

Simulated annealing

- Perturb: Form a layout
- Score: Evaluate quality
- Minimize score



Road Layout Constraints [Agrawala '01]

Length

Ensure all roads visible $((L_{min} - l(r_i))/ L_{min})^2 * W_{small}$

Maintain ordering by length $W_{shuffle}$

Orientation

Maintain original orientation $|a_{curr}(r_i) - a_{orig}(r_i)| * W_{orient}$

Topological errors

Prevent false $\min(d_{origin}, d_{dest}) * W_{false}$

Prevent missing $d * W_{missing}$

Ensure separation $\min(d_{ext}, E) * Ext$

Overall route shape

Maintain endpoint direction $|a_{curr}(v) - a_{orig}(v)| * W_{enddir}$

Maintain endpoint distance $|d_{curr}(v) - d_{orig}(v)| * W_{enddist}$

Tools

Software Tools

Web Tools

d3-geo: projections, paths and more
GeoJSON: JSON format for geo data
TopoJSON: topology -> compressed GeoJSON
MapShaper: online editor for map data
Leaflet: open-source, customizable map tile system

Other

PostGIS: Postgres DB extensions for geo data
Mapnik: Render your own map tiles!

Data Resources

Natural Earth Data

naturalearthdata.com

OpenStreetMap

openstreetmap.org

U.S. Government

nationalatlas.gov, census.gov, usgs.gov

Tutorials

Cartographic Visualization in Vega-Lite

https://observablehq.com/@uwdata/cartographic-visualization

Command-Line Cartography

https://medium.com/@mbostock/command-line-cartography-part-1-897aa8f8ca2c

How to Infer Topology

http://bost.ocks.org/mike/topology/