Information Visualization - Introduction

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Information Visualization

"The use of computer-supported, interactive, visual representations of abstract data to amplify cognition"

Outline

- Introduction
- Knowledge crystallization
- InfoVis reference model
  - Visual mappings, visual structures
  - View transformations
  - Interaction

How Many Zeros in 100 Digits of PI?

3.1 4 1 5 9 2 6 5 3 5 8 9 7 9
3 2 3 8 4 6 2 6 4 3 3 8 3 2 7
9 5 0 2 8 8 4 1 9 7 1 6 9 3 9
9 3 7 5 1 0 5 8 2 0 9 7 4 9 4
4 5 9 2 3 0 7 8 1 6 4 0 6 2 8
6 2 0 8 9 9 8 6 2 8 0 3 4 8 2
5 3 4 2 1 1 7 0 6 7 9 8 2 1 4

Courtesy of Jock Mackinlay

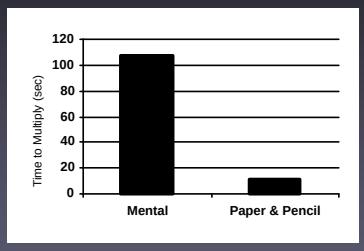
How Many Yellow Objects?

3.1 4 1 5 9 2 6 5 3 5 8 9 7 9
3 2 3 8 4 6 2 6 4 3 3 8 3 2 7
9 5 0 2 8 8 4 1 9 7 1 6 9 3 9
9 3 7 5 1 0 5 8 2 0 9 7 4 9 4
4 5 9 2 3 0 7 8 1 6 4 0 6 2 8
6 2 0 8 9 9 8 6 2 8 0 3 4 8 2
5 3 4 2 1 1 7 0 6 7 9 8 2 1 4

Courtesy of Jock Mackinlay

Strategy: Use External World

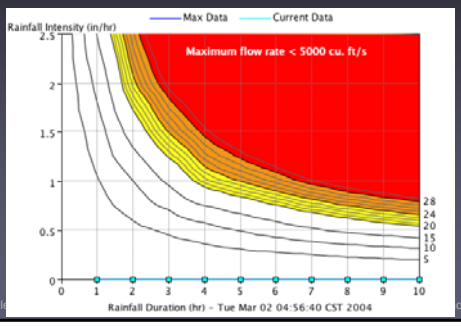
$$\begin{array}{r} 34 \\ \times\ 72 \\ \hline 68 \\ 238^{2}0 \\ \hline 24^{1}48 \end{array}$$



Courtesy of Jock Mackinlay

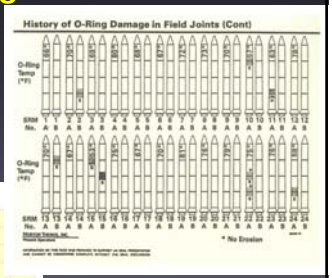
Nomograph

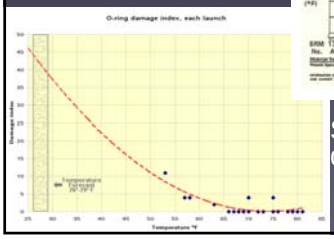
- visual devices for specialized computations
- easy to do „what if“-calculations



Diagrams

Diagram of O-ring damage





Scattergraph of O-ring damage

Information Visualization (InfoVis)

External Cognition
use external world to accomplish cognition

Information Design
design external representations to amplify cognition

Visualization
computer-based, interactive

Scientific Visualization
typically physical data

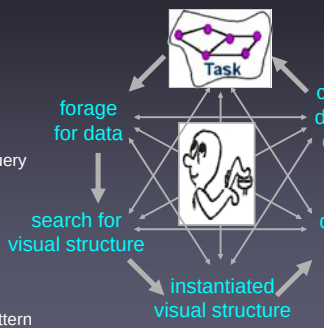
Information Visualization
abstract, nonphysical data

Courtesy of Jock Mackinlay

Knowledge Crystallization

Overview
Zoom
Filter
Details
Browse
Search query

Reorder
Cluster
Class
Average
Promote
Detect pattern
Abstract



Extract
Compose
Present

Create
Delete
Manipulate
Read fact
Read pattern
Read compare

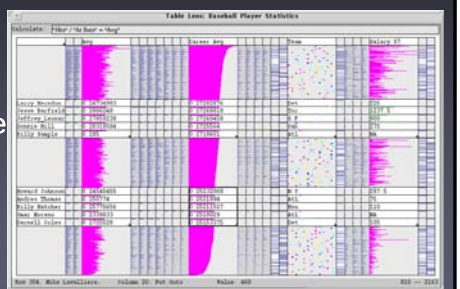
Courtesy of Jock Mackinlay

Dynamic HomeFinder

- Browsing housing market
- Data, schema (structure), task

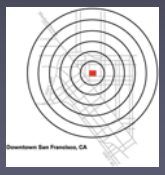
Table Lens Tool

- Table visualization tool
- Instantiate schema
- Manipulate cases, variables

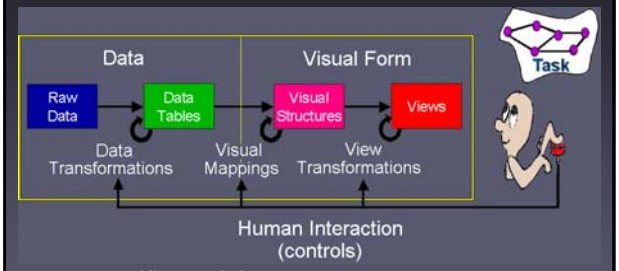


Knowledge Crystallization: Cost Structure

- Information visualization: Improve cost structure of information work
- Representation = data structure + operations + constraints
- Different cost relative to some task

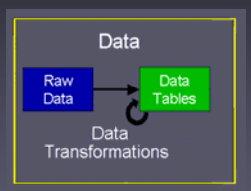
Walking   Driving

InfoVis Reference Model



- Raw Data: idiosyncratic formats
- Data Tables: relations(cases by variables)+metadata
- Visual Structures: spatial substrates + marks + graphical properties
- Views: graphical parameters (position, scaling, clipping, zooming,...)

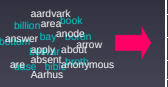
Data



Raw Data

Documents

Words



Word Vectors

Document	D1	D2	D3	...
aardvark	1	0	0	...
Aarhus	0	1	0	...
about	1	0	1	...
...	...	...	...	...

Other units

- Sentence
- Paragraph
- Section
- Chapter
- Characters
- Pictures

Meta-data

Document	D1	D2	D3	...
Length	4	3	6	...
Author	John	Sally	Lars	...
Date	16/8	11/4	24/7	...
...	...	...	...	...

Meaning

Jock Mackinlay's Slide

Raw Data Issues

- Errors
- Variable formats
- Missing data
- Variable types
- Table Structure

Document	D1	A	D3	...
Length	4	3.5	6	...
Author	John		Lars	...
Date	16/8	Fall	24/7	...
...	...	...	...	...

Document	D1	D2	D3	...
TUWIEN	1	0	0	...
UNIWIEN	0	1	0	...
about	1	0	1	...
...	...	...	...	...

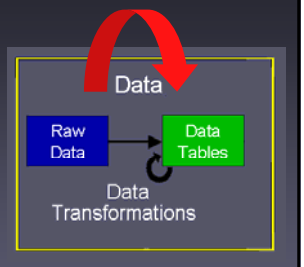
VS

TUWIEN	D1,...
UNIWIEN	D2,...
about	D1, D3, ...
...	...

Courtesy of Jock Mackinlay

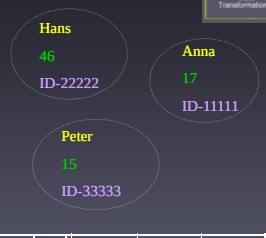
Data Transformations

- Process of converting Raw Data into Data Tables.
- Used to build and improve Data Tables



Data Tables

- Data Tables:
  - Cases/Items
  - Variables
    - Nominal
    - Quantitative
    - Ordinal
  - Values
  - Metadata



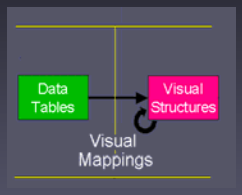
Name	N	Anna	Hans	Peter
Age	Q	17	46	15
ID	O	11111	22222	33333

Data Transformations

- Values → Derived Values
- Structure → Derived Structure
- Values → Derived Structure
- Structure → Derived Values

	Derived value	Derived structure
Value	Mean	Sort Class Promote
Structure	Demote	X,Y,Z→P xzy

Visual Mappings



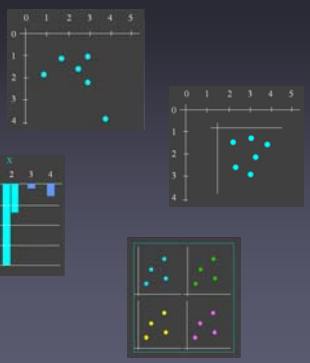
- Expressiveness
- Effectiveness

Visual Mappings

- Spatial Substrate (Type of Axes)
  - Nominal
  - Ordinal
  - Quantitative
- Marks
  - Type: Point, Line, Area, Volume
  - Connection and Enclosure
- Axes Location
  - Composition
  - Overloading
  - Folding
  - Recursion

Axes Location

- Composition
- Overloading
- Folding
- Recursion

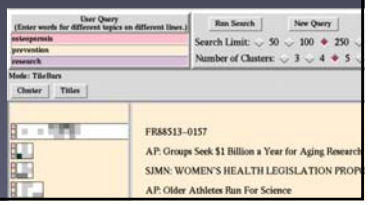


Visual Structures

- Classification by use of space:
  - 1D, 2D, 3D
    - Refers to visualizations that encode information by positioning marks on orthogonal axes
  - Multivariable >3D
    - Data Tables have so many variables that orthogonal Visual Structures are not sufficient
    - Multiple Axes, Complex Axes
  - Trees
  - Networks

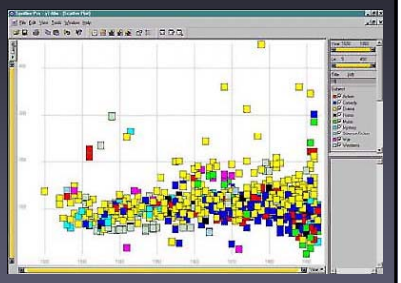
1D Visual Structures

- Typically used for documents and timelines, particularly as part of a larger Visual Structure
- Often embedded in the use of more axes, second or third axis, to accommodate large axes
- Example:
  - TileBars



2D Visual Structures

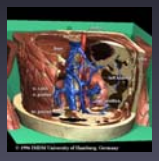
- Chart, geographic data
- Document collections
- Example:
  - Spotfire: 2D scattered graph



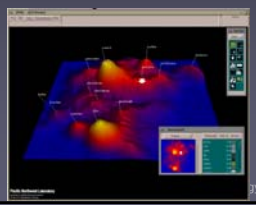
[Ahlberg, 1995]

3D Visual Structures

- Usually represent real world objects



- 3D Physical Data
  - E.g., VoxelMan
- 3D Abstract Data
  - E.g., Themescapes

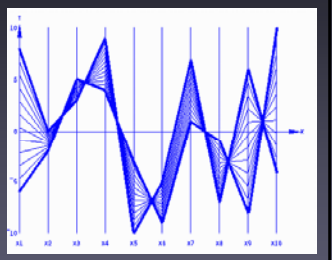


Multivariable >3D

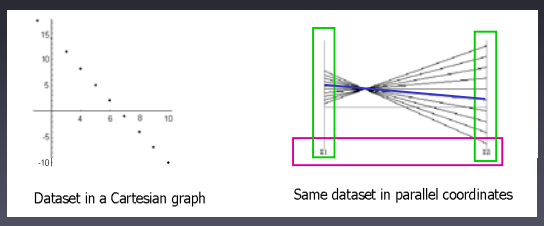
- Data Tables have so many variables that orthogonal Visual Structures are not sufficient.
- Example:
  - Parallel Coordinates

Parallel Coordinates

- Parallel 2D axes.
- Add/Remove data
  - Establish Patterns
  - Examine interactions.
- Useful for recognizing patterns between the axes
- Skilled user

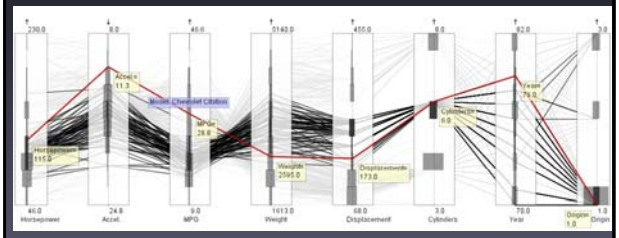


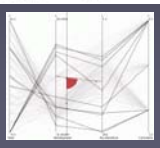
Parallel Coordinates [Inselberg]



Encode variables along a horizontal row
Vertical line specifies single variable
Blue line specifies a case

Extended Parallel Coordinates





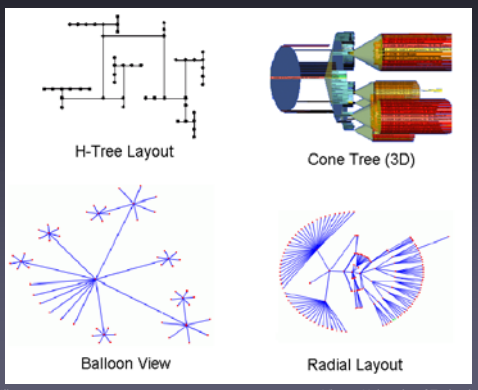
- Greyscale, color
- Histogram information on axes
- Smooth brushing
- Angular brushing

vrvis

Trees

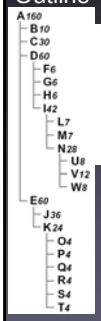
- Visual Structures that refer to use of connection and enclosure to encode relationships among cases
- Desirable Features
  - Planarity (no crossing edges)
  - Clarity in reflecting the relationships among the nodes
  - Clean, non-convoluted design
  - Hierarchical relationships should be drawn directional

Trees

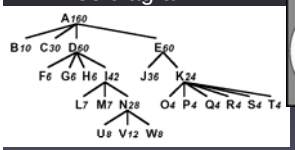


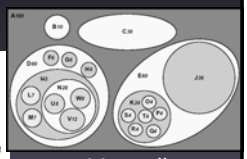
Tree Maps [Johnson, Shneiderman, 1991]

Outline

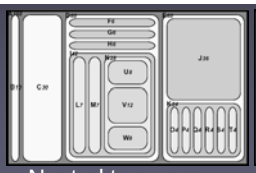


Tree diagram





Venn diagram

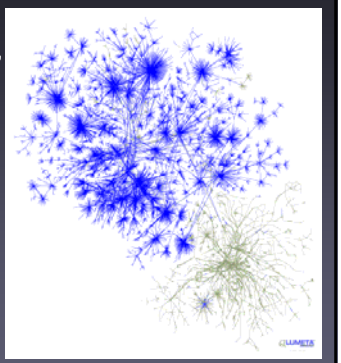


Nested treemap

Treemap

Networks

- Used to describe Communication Networks, Telephone Systems, Internet
- Nodes
  - Unstructured
  - Nominal
  - Ordinal
  - Quantity
- Links
  - Directed
  - Undirected



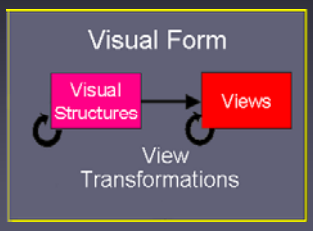
[Branigan et al, 2001]

Networks

- Problems Visualizing Networks:
  - Positioning of Nodes
  - Managing links so they convey the actual information
  - Handling the scale of graphs with large amounts of nodes
  - Interaction
  - Navigation

[London Subway]

View Transformations



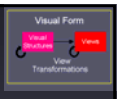
View Transformations

- Problems:
  - Scale
  - Region of Interest
  - How to specify focus?
    - Find new focus
    - Stay oriented

→ Overview + Detail
→ Zooming
→ Focus + Context

- Ability to interactively modify and augment visual structures, turning static presentations into visualizations

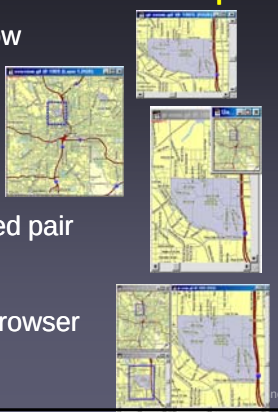
Overview + Detail



- Provide both overview and detail displays
- Two ways to combine:
  - Time - Alternate between overview and detail sequentially
  - Space - Use different portions of the screen

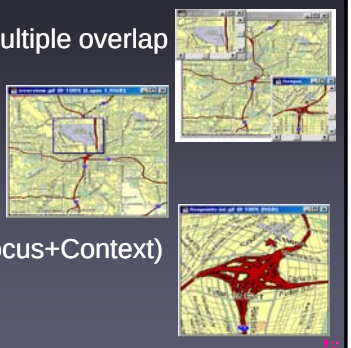
Overview+Detail - Examples

- Detail only window
- Zoom & replace
- Single coordinated pair
- Tiled multilevel browser



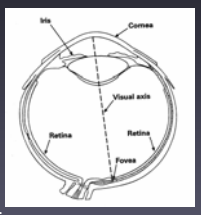
Overview+Detail - Examples

- Free zoom and multiple overlap
- Bifocal magnified
- Fish-eye view (Focus+Context)



Focus + Context

- Overview Content
- Detail Content
- Dynamical Integration



Rationale
- Zooming hides the context
- Two separate displays split attention
- Human vision has both fovea and retina

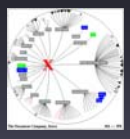
Courtesy of Jock Mackinlay

Focus + Context

- Filtering
  - Selection of cases
  - Manually or dynamically
- Selective aggregation
  - New cases
- Distortion
  - Relative changes in the number of pixels devoted to objects in the space
  - Types of distortion:
    - Size of the objects representing cases
    - Size due to perspective
    - Size of the space itself

Focus + Context - Examples

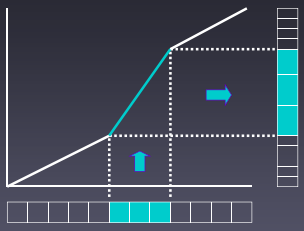
- Hyperbolic tree



- Perspective Wall

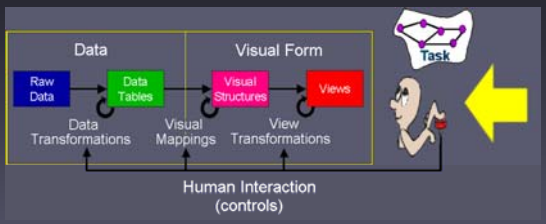
- Document Lens

Visual Transfer Function



- Functions that distort visualizations by stretching or compressing them, giving the portion of visualization attended to more visual detail
- DOI - Degree Of Interest Function

Interaction



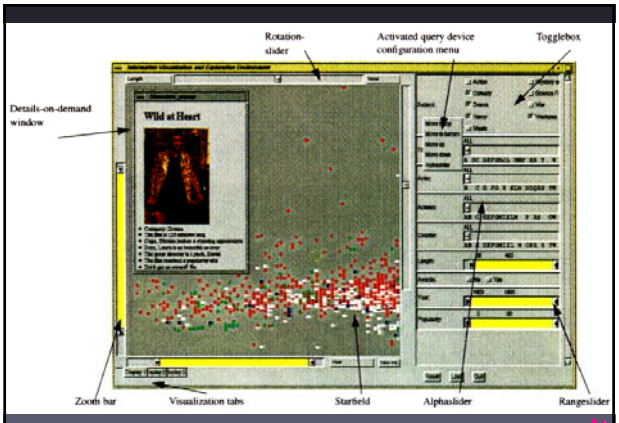
- Details-on-Demand
- Dynamic Queries
- Brushing

Details-on-Demand

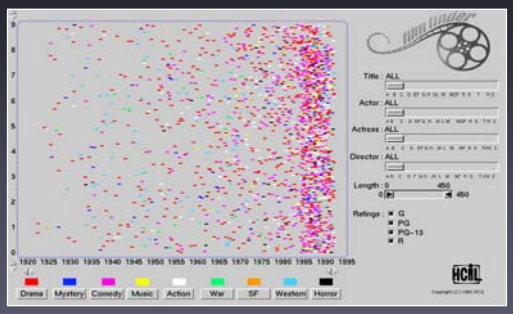
- Expands a set of small objects to reveal more of their variables
- Allows more variables to be mapped to the visualization

Looking for new office HQs???

Location: Michaelerstrasse 1	Location: Favoriten Strasse 9
Rooms: 5	Rooms: 20
Conference Room: Yes	Conference Room: Yes
Availability: Under Construction	Availability: Occupied



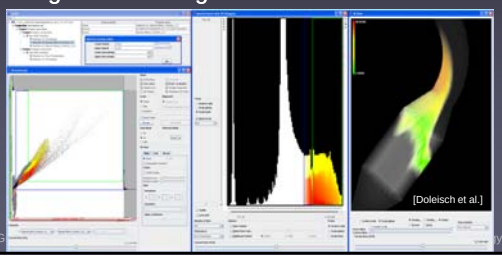
Dynamic Queries



- FilmFinder : Visual means of specifying conjunctions

Brushing

- Used with multiple visualizations of the same objects
- Highlighting one case from the Data Table selects the same case in other views
- Linking and Brushing



Further Readings

- The **Information Visualization** community platform http://www.infovis-wiki.net/index.php/Main_Page
- Card, S., Mackinlay, J., Shneiderman B., ***Readings in Information Visualization***, Morgan Kaufmann, 1999.
- Shneiderman, B., ***The eyes have it: A task by data type taxonomy for information visualizations***, Proc. IEEE Visual Languages 1996, 336-343.
- Ware, C., Information Visualization - Perception for Design, second edition 2004, Morgan Kaufmann
- Tufte, E., The Visual Disply of Quantitative Information, second edition, 2001, Graphics Press
- *North, C., http://infovis.cs.vt.edu/cs5764/readings.html*

Interesting Links

- Google Public Data Explorer
  - http://www.google.com/publicdata/home
- Hans Rosling – Gapminder
  - http://www.ted.com/speakers/hans_rosling.html
- IBM – Many Eyes
  - http://manyeyes.alphaworks.ibm.com/manyeyes/
- Visual Complexity
  - http://www.visualcomplexity.com/
- Further Links - External Links
  - http://www.cg.tuwien.ac.at/courses/InfoVis/index.html