# The Purpose of Visualization

Maneesh Agrawala

CS 448B: Visualization Fall 2020

1

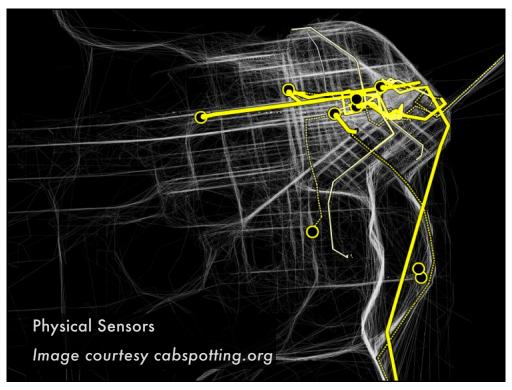
How much data (bytes) did we produce in 2016?

2016: 16.1 zetabytes

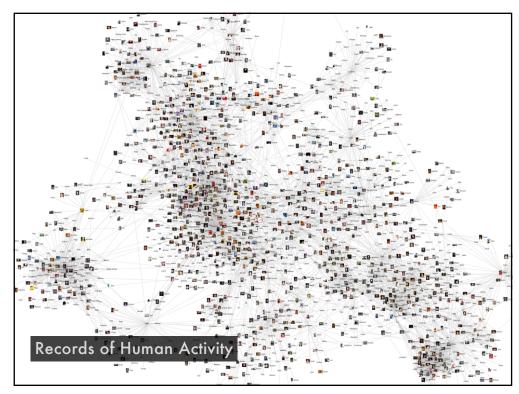
3

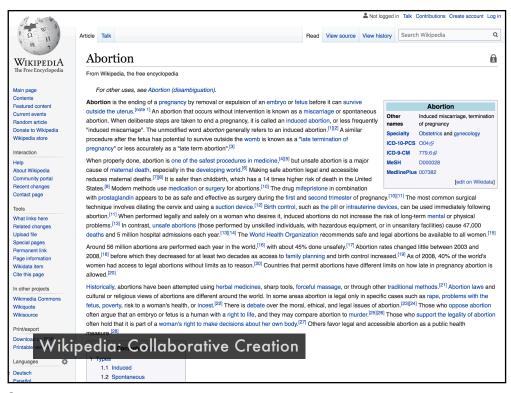
# 2016: 16.1 zetabytes 10x increase over 5 years

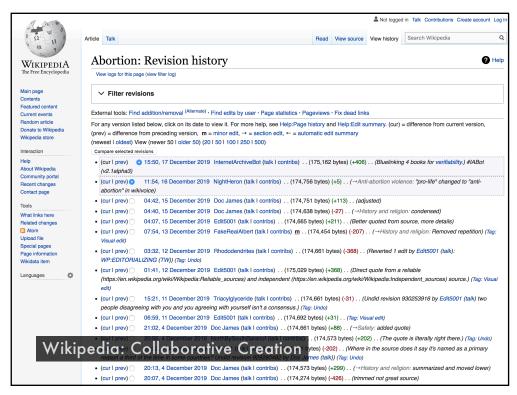
[Gantz 2017]

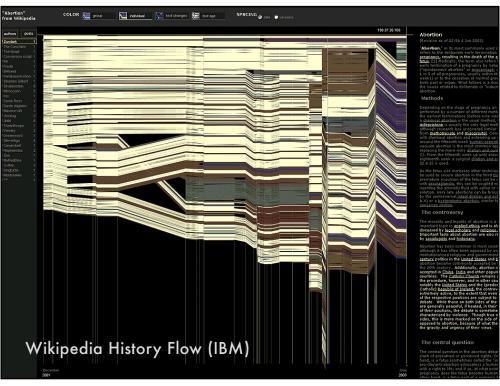


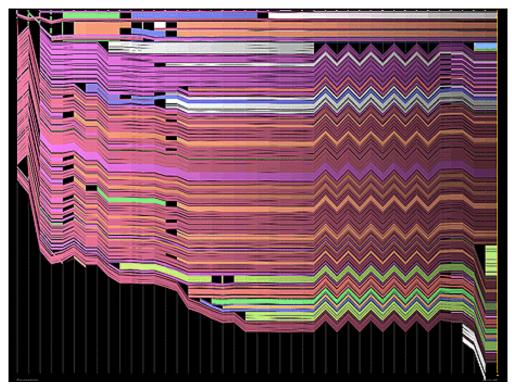












"The ability to take data—to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it—that's going to be a hugely important skill in the next decades, ... because now we really do have essentially free and ubiquitous data. So the complimentary scarce factor is the ability to understand that data and extract value from it."



Hal Varian, Google's Chief Economist
The McKinsey Quarterly
January 2009

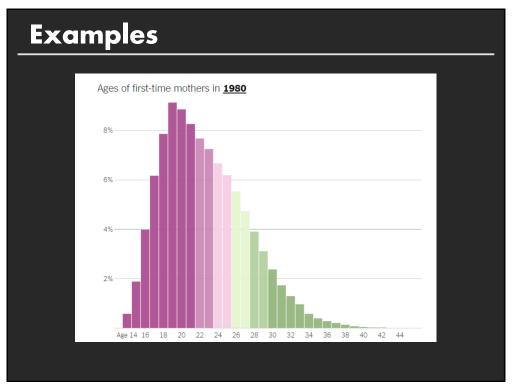
"What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention, and a need to allocate that attention efficiently among the overabundance of information sources that might consume it."

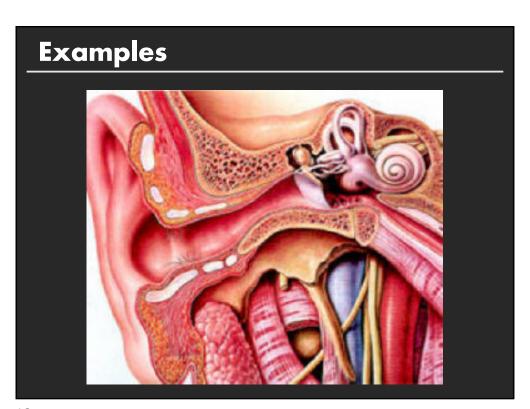


Herb Simon as quoted by Hal Varian Scientific American September 1995

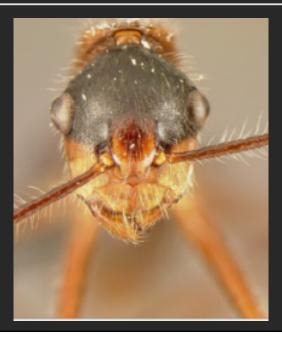
13

What is visualization?





# **Examples**



**17** 

# What is visualization?

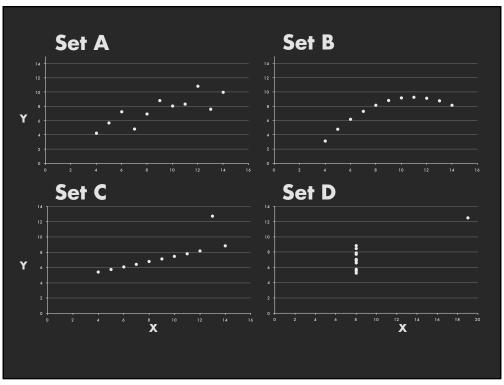
"Transformation of the symbolic into the geometric" [McCormick et al. 1987]

"... finding the artificial memory that best supports our natural means of perception." [Bertin 1967]

"The use of computer-generated, interactive, visual representations of data to amplify cognition."

[Card, Mackinlay, & Shneiderman 1999]

Sei	A	Se	t B	Se	t C	Se	t D
Х	Υ	Х	Υ	Х	Υ	Х	Υ
10	8.04	10	9.14	10	7.46	8	6.58
8	6.95	8	8.14	8	6.77	8	5.76
13	7.58	13	8.74	13	12.74	8	7.71
9	8.81	9	8.77	9	7.11	8	8.84
11	8.33	11	9.26	11	7.81	8	8.47
14	9.96	14	8.1	14	8.84	8	7.04
6	7.24	6	6.13	6	6.08	8	5.25
4	4.26	4	3.1	4	5.39	19	12.5
12	10.84	12	9.11	12	8.15	8	5.56
7	4.82	7	7.26	7	6.42	8	7.91
5	5.68	5	4.74	5	5.73	8	6.89
Summ	ary Stat	istics	Linear F	Regressi			
	$.0 \sigma_X = 3$ $.5 \sigma_Y = 2$			3 + 0.5 = 0.67	X	[Anscomb	e <b>7</b> 3]



Why do we create visualizations?

22

# Why do we create visualizations?

- Answer questions (or discover them)
- Make decisions
- See data in context
- **Expand** memory
- Support graphical calculation
- Find patterns
- Present argument
- ■Tell a story
- Inspire

# The Purpose of Visualization

#### **Record information**

Photographs, blueprints, ...

#### Support reasoning about information (analyze)

- Process and calculate
- Reason about data
- Expand memory

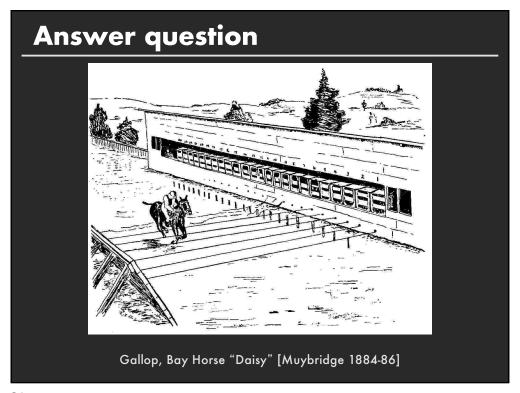
#### **Convey information to others (present)**

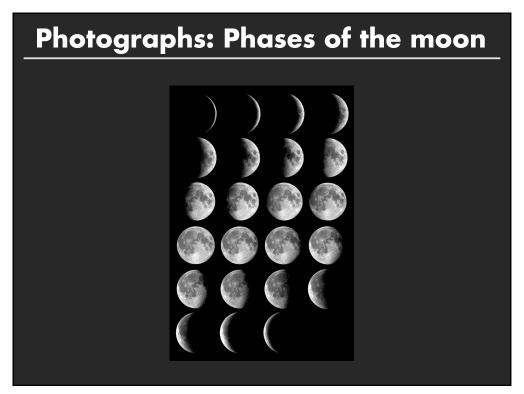
- Share and persuade
- Emphasize important aspects of data

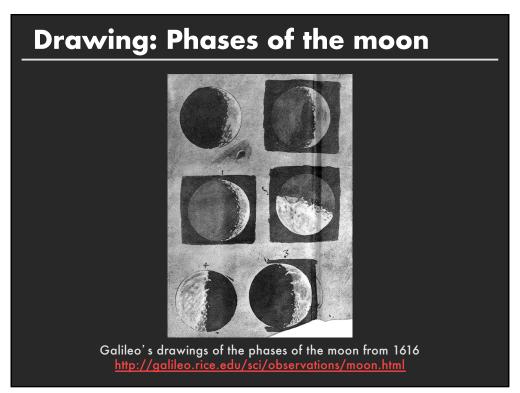
28

# **Record Information**



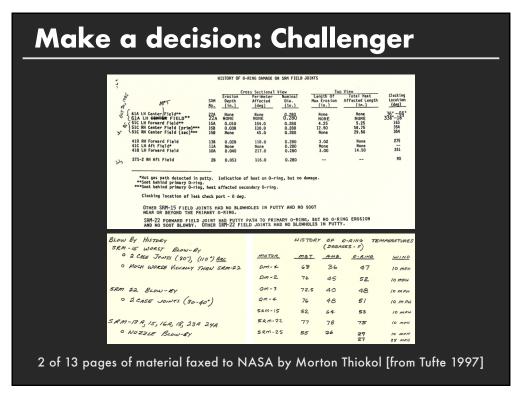


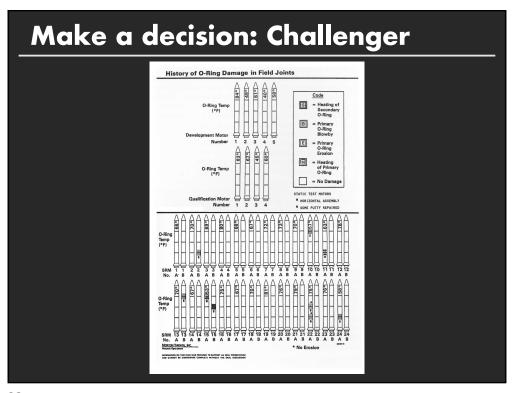


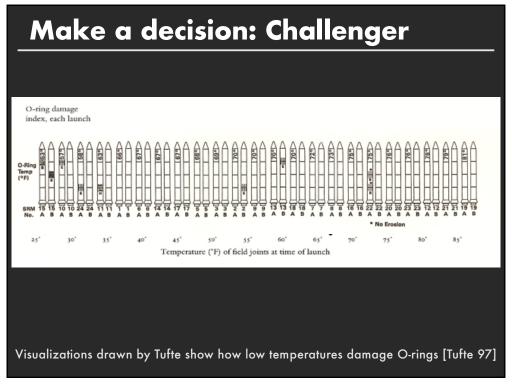


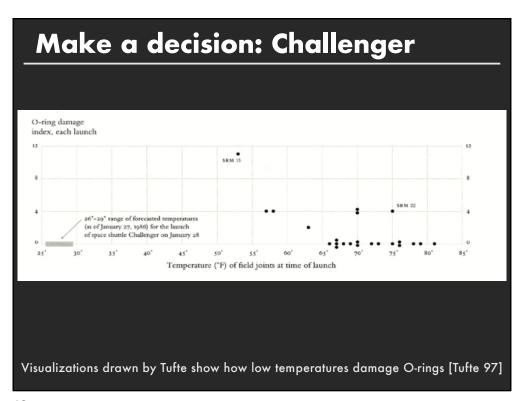


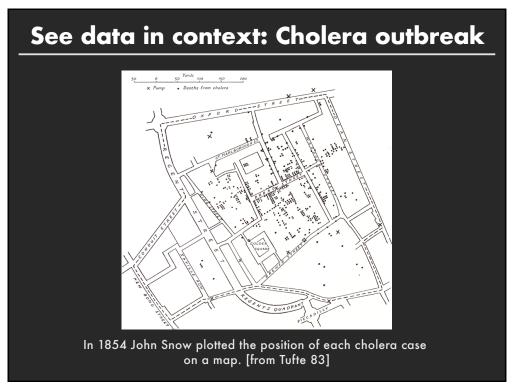
# Support Reasoning

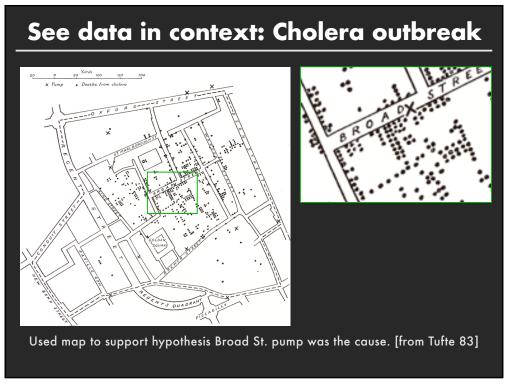


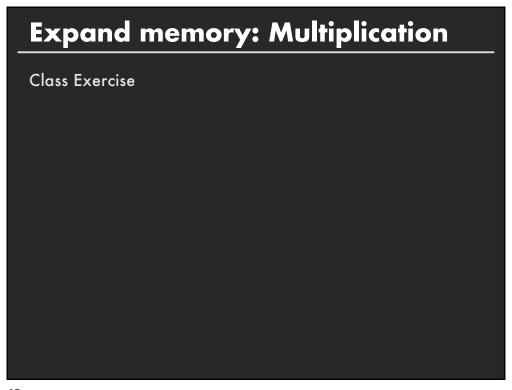


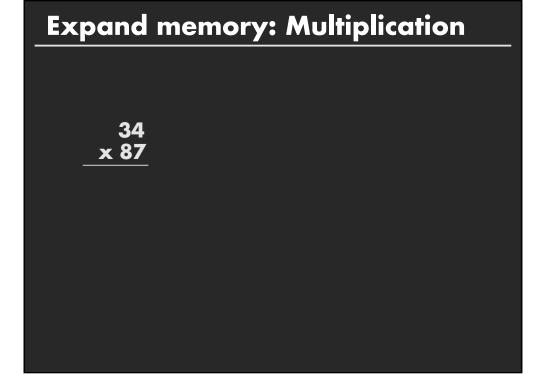








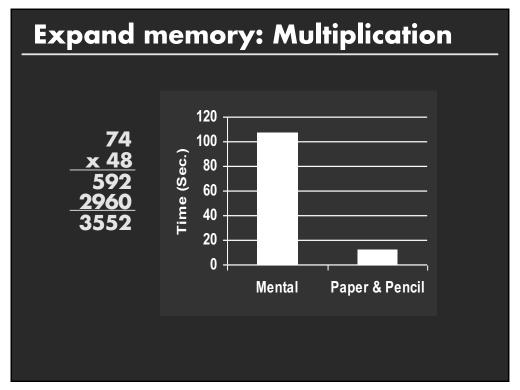




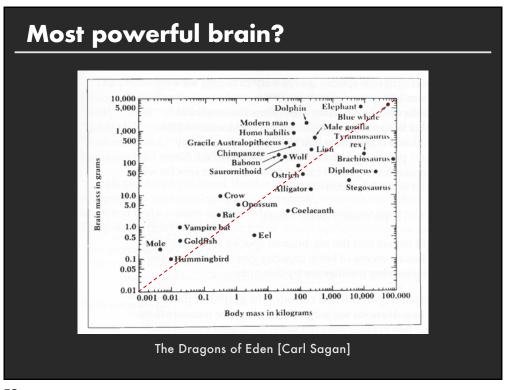
# **Expand memory: Multiplication**

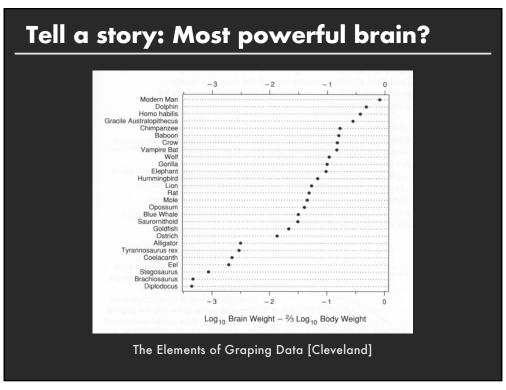
# **Expand** memory: Multiplication

x 48

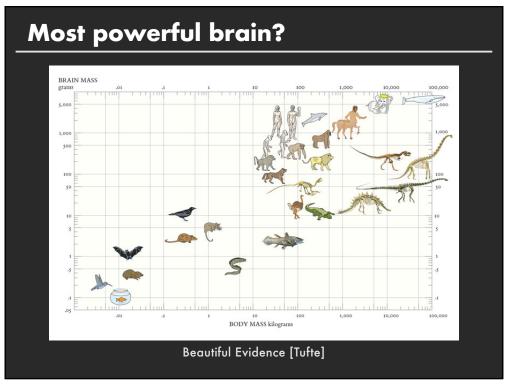


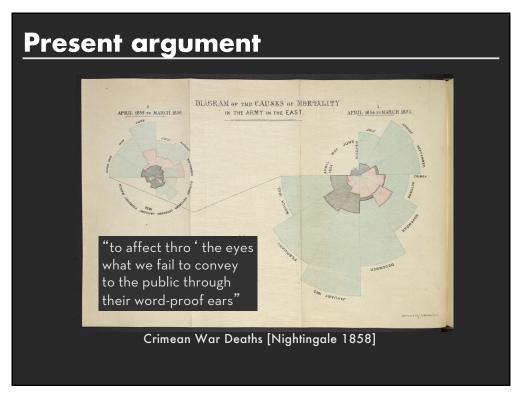
Microsoft Excel - animal xis	st powerful brain?									
Bill   Edit   Yew   Insert   Fgrmst   Tools   Qata   Window   Beb     - 8 ×										
Bill   Edit   Yew   Insert   Fgrmst   Tools   Qata   Window   Beb     - 8 ×										
Bill   Edit   Yew   Insert   Fgrmst   Tools   Qata   Window   Beb     - 8 ×	Microsoft Eural - paimal ule									
A1	_									
A   B   C   D   E	: (2)			Tools Data y	Mindow Help					
1   D   Name	_									
2   1   Lesser Short-tailed Shrew   5   0.14   3   2   Little Brown Bat   10   0.25   4   3   Mouse   23   0.3   5   4   Big Brown Bat   23   0.4   6   5   Musk Shrew   48   0.33   7   6   Star Nosed Mole   60   1   1   8   7   Eastern American Mole   75   1.2   9   8   Ground Squirrel   101   4   4   10   9   Tree Shrew   104   2.5   11   10   Golden Hamster   120   1   1   12   11   11   12   12	_					Е				
3 2 Little Brown Bat 10 0.25 4 3 Mouse 23 0.3 5 4 Big Brown Bat 23 0.4 6 5 Musk Shrew 48 0.33 7 6 Star Nosed Mole 60 1 8 7 Eastem American Mole 75 1.2 9 8 Ground Squirrel 101 4 10 9 Tree Shrew 104 2.5 11 10 Golden Hamster 120 1 11 10 Golden Hamster 120 1 12 11 Mole Rate 122 3 13 12 Galago 200 5 14 13 Rat 280 1.9 15 14 Chinchilla 425 6.4 16 15 Desert Hdeghog 550 2.4 17 16 Rock Hyrax (a) 750 12.3 18 17 European Hedgehog 795 3.5 19 18 Tenrec 900 2.6 20 19 Arctic Ground Squirrel 920 5.7 21 20 African Giant Pouched Rat 1000 6.6 22 21 Guinea Pig 1040 5.5 23 22 Mountain Beaver 1350 8.1 24 23 Slow Loris 1400 12.5 25 24 Genet 1410 17.5 26 25 Phalanger 1620 11.4										
4 3 Mouse 23 0.3 5 4 Big Brown Bat 23 0.4 6 5 Musk Shrew 48 0.33 7 6 Star Nosed Mole 60 1 8 7 Eastern American Mole 75 1.2 9 8 Ground Squirrel 101 4 10 9 Tree Shrew 104 2.5 11 10 Golden Hamster 120 1 11 11 Mole Rate 122 3 13 12 Galago 200 5 14 13 Rat 280 1.9 15 14 Chinchilla 425 6.4 16 15 Desert Hedgehog 550 2.4 17 16 Rock Hyrax (a) 750 12.3 18 17 European Hedgehog 785 3.5 19 18 Tenrec 900 2.6 20 19 Arctic Ground Squirrel 900 2.6 20 19 Arctic Ground Squirrel 920 5.7 21 20 African Giant Pouched Rat 1000 6.6 22 21 Guinea Pig 1040 5.5 23 22 Mountain Beaver 1350 8.1 24 23 Slow Loris 1400 12.5 25 24 Genet 1410 17.5 26 25 Phalanger 1620 11.4										
S		_								
6										
7 6 Star Nosed Mole 60 1 8 7 Eastern American Mole 75 1.2 9 8 Ground Squirel 101 4 10 9 Tree Shrew 104 2.5 11 10 Golden Hamster 120 1 12 11 Mole Rate 122 3 13 12 Galago 200 5 14 13 Rat 280 1.9 15 14 Chinchilla 425 6.4 16 15 Desert Hedgehog 550 2.4 17 16 Rock Hyrax (a) 750 12.3 18 17 European Hedgehog 785 3.5 19 18 Tenrec 900 2.6 20 19 Arctic Ground Squirrel 920 5.7 21 20 African Giant Pouched Rat 1000 6.6 22 21 Guinea Pig 1040 5.5 23 22 Mountain Beaver 1350 8.1 24 23 Slow Loris 1400 12.5 25 24 Genet 1410 17.5 26 25 Phalanger 1620 11.4  ■ Naminal ■										
8 7 Eastern American Mole 75 1.2 9 8 Ground Squirrel 101 4 10 9 Tree Shrew 104 2.5 11 10 Golden Hamster 120 1 12 11 Mole Rate 122 3 13 12 Galago 200 5 14 13 Rat 280 1.9 15 14 Chinchilla 425 6.4 16 15 Desert Hedgehog 550 2.4 17 16 Rock Hyrax (a) 750 12.3 18 17 European Hedgehog 785 3.5 19 18 Tenrec 900 2.6 20 19 Actic Ground Squirrel 920 5.7 21 20 African Giant Pouched Rat 1000 6.6 22 21 Guinea Pig 1040 5.5 23 22 Mountain Beaver 1350 8.1 24 23 Slow Loris 1400 12.5 25 24 Genet 1410 17.5 26 25 Phalanger 1620 11.4										
9 8 Ground Squirrel 101 4 10 9 Tree Shrew 104 2.5 11 10 Golden Hamster 120 1 12 11 Mole Rate 122 3 13 12 Galago 200 5 14 13 Rat 280 1.9 15 14 Chinchilla 425 6.4 16 15 Desert Hedgehog 550 2.4 17 16 Rock Hyrax (a) 750 12.3 18 17 European Hedgehog 795 3.5 19 18 Tenrec 900 2.6 20 19 Arctic Ground Squirrel 920 5.7 21 20 African Giant Pouched Rat 1000 6.6 22 21 Guinea Pig 1040 5.5 23 22 Mountain Beaver 1350 8.1 24 23 Slow Loris 1400 12.5 25 24 Genet 1410 17.5 26 25 Phalanger 1620 11.4										
10 9 Tree Shrew   104   2.5   11 10 Golden Harnster   120   1   1   12   11   10   12   3   13   12   Galago   200   5   14   13   Rat   280   1.9   15   14   Chinchilla   425   6.4   16   15   Desert Hedgehog   550   2.4   17   16   Rock Hyrax (a)   750   12.3   18   17   European Hedgehog   785   3.5   19   18   Tenrec   900   2.6   2.0										
11										
12										
13										
14 13 Rat 280 1.9 15 14 (Chinchilla 425 6.4 16 15 Desert Hedgehog 550 2.4 17 16 Rock Hyrax (a) 750 12.3 18 17 European Hedgehog 785 3.5 19 18 Tenrec 900 2.6 20 19 Arctic Ground Squirrel 920 5.7 21 20 African Giant Pouched Rat 1000 6.6 22 21 Guinea Pig 1040 5.5 23 22 Mountain Beaver 1350 8.1 24 23 Slow Loris 1400 12.5 25 24 Genet 1410 17.5 26 25 Phalanger 1620 11.4							+0			
15							+			
16							+			
17							+			
18							-8			
19							-8			
20							+			
21 20 African Giant Pouched Rat   1000   6.6										
22   21 Guinea Pig   1040   5.5										
23   22   Mountain Beaver   1350   8.1     24   23   Slow Loris   1400   12.5     25   24   Genet   1410   17.5     26   25   Phalanger   1620   11.4										
24 23 Slow Loris 1400 12.5 25 24 Genet 1410 17.5 26 25 Phalanger 1620 11.4 ▼										
25 24 Genet 1410 17.5 26 25 Phalanger 1620 11.4										
26 25 Phalanger 1620 11.4 ▼ In animal							-			
H ← → H \animal /   ←										
	14 4			[4]			FIC.			
				151			-11			

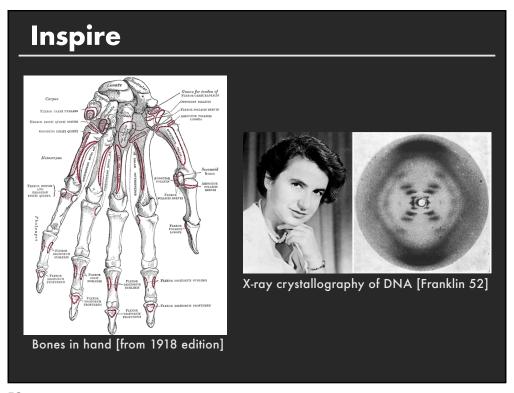




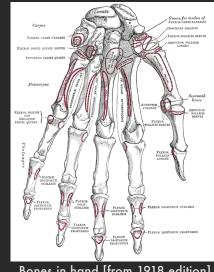
# Convey Information to Others







# Inspire





Bones in hand [from 1918 edition]

Double helix model [Watson and Crick 53]

59

# The Purpose of Visualization

#### **Record information**

Photographs, blueprints, ...

#### Support reasoning about information (analyze)

- Process and calculate
- Reason about data
- Expand memory

#### **Convey information to others (present)**

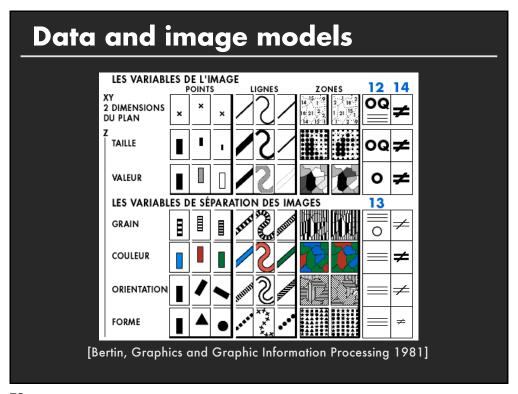
- Share and persuade
- Emphasize important aspects of data

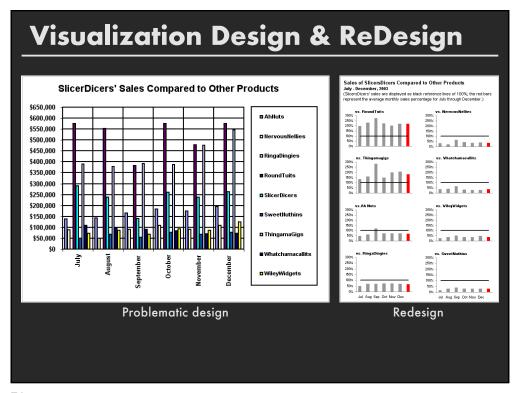
### Goals of visualization research

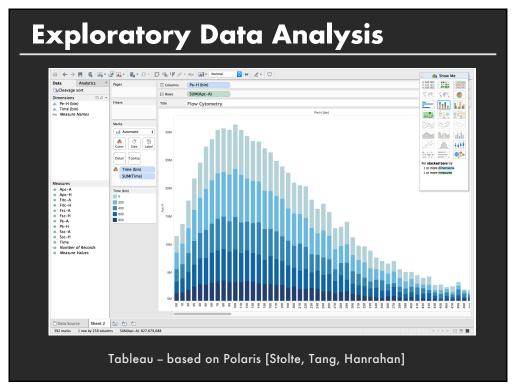
- 1. Understand how visualizations convey information
  - What do people perceive/comprehend?
  - How do visualizations correspond with mental models of data?
- 2. Develop principles and techniques for creating effective visualizations and supporting analysis
  - Leverage perception and cognition
  - Strengthen connection between visualization and mental models

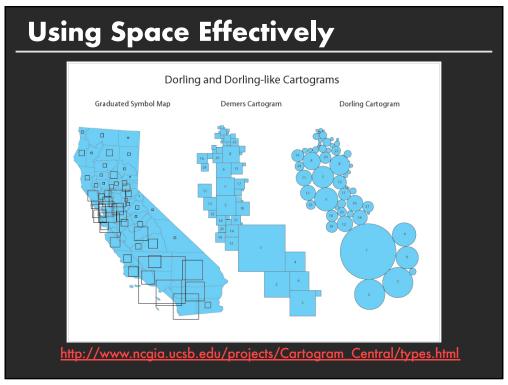
68

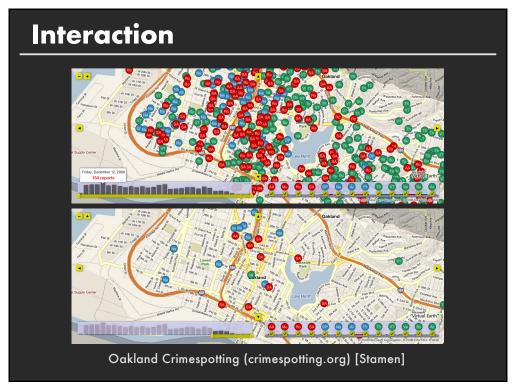
# **Course Topics**

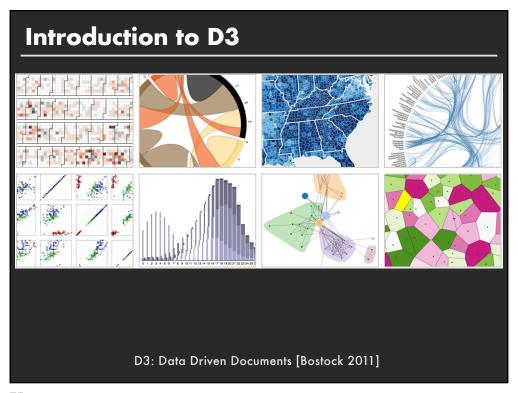


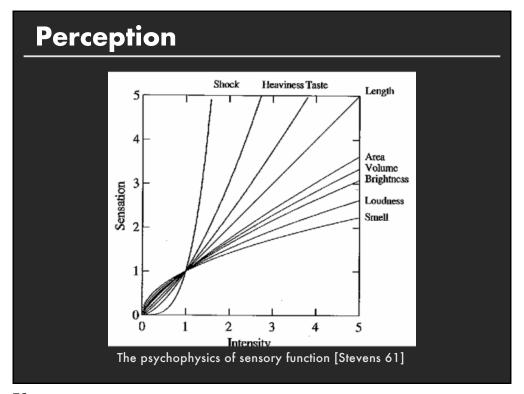


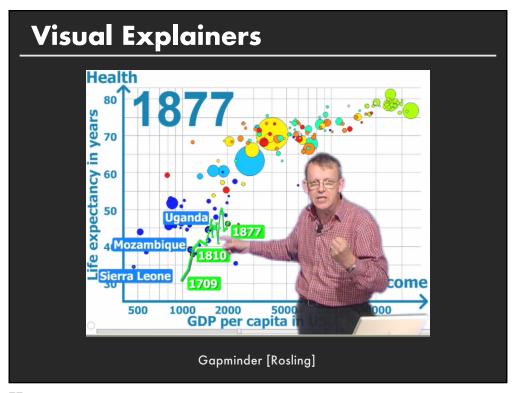


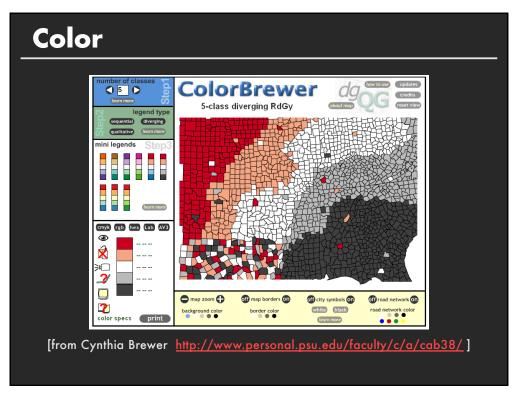


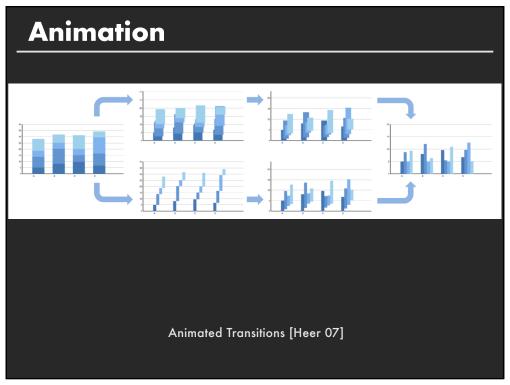


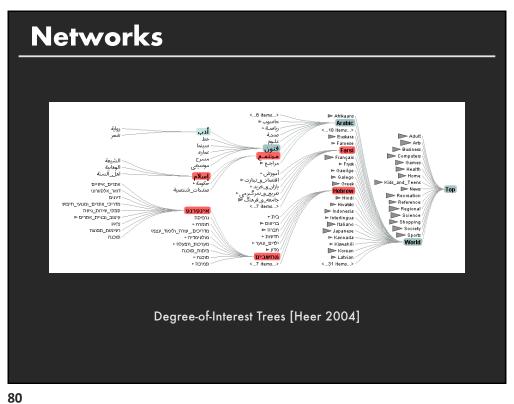








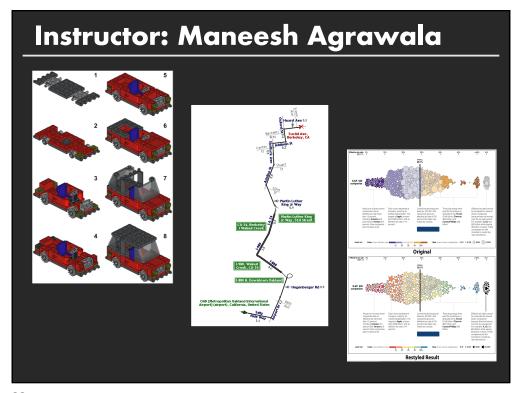


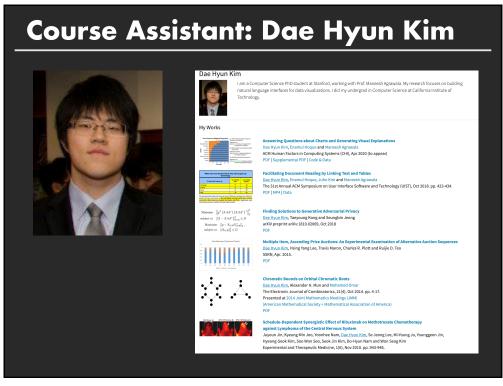


# You should expect to

- 1. Design, evaluate and critique visualizations
- 2. Explore data using existing visualization tools
- 3. Implement interactive data visualizations
- 4. Develop a substantial visualization project







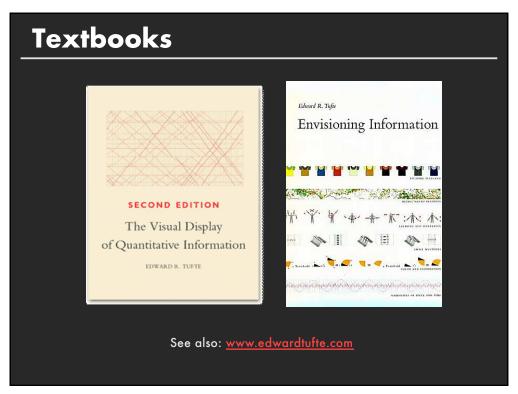
#### **Office Hours**

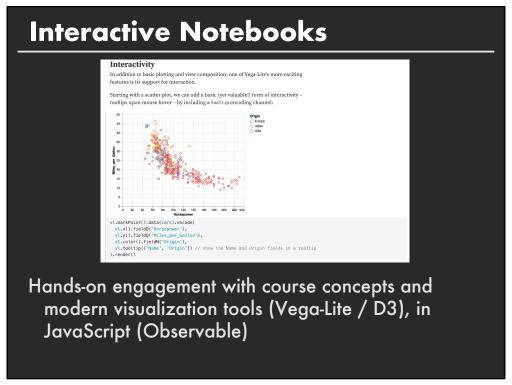
Maneesh: 1:30-3pm Wed, Canvas/Zoom & by appt.

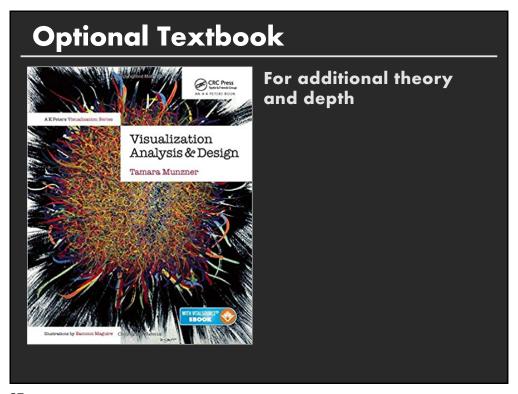
Dae Hyun: 7-8:00pm Tue, Canvas/Zoom & by appt.

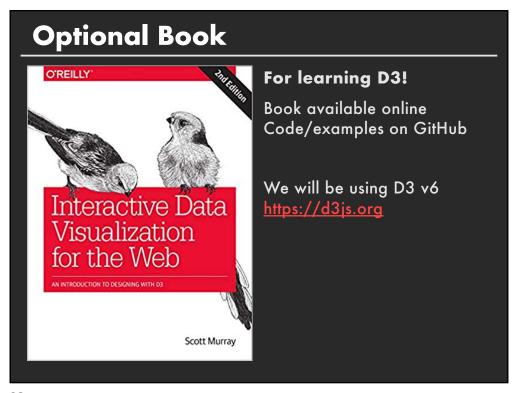
Outside of OH use Piazza to conect with us

https://piazza.com/stanford/fall2020/cs448b/









#### Readings

- From books, notebooks and linked articles

  Many open to public, some may require SUNetID/Password
- Material in class will be loosely based on readings
- Readings should be read by start of class
- Post comments (about reading, notebooks or lecture) using link on class webpage

One comment per week through week 9
Must post by end of the week
You have 1 pass for the quarter

Class home page https://magrawala.github.io/cs448b-wi20/

99

#### Reading/Notebook/Lecture Responses

#### Good responses typically exhibit one or more

- Critiques of arguments made in the papers/lectures
- Analysis of implications or future directions for ideas in readings/lectures
- Insightful questions about the readings/lectures

Responses should not be summaries

#### Discussion

**Discussion is essential** for effective design, evaluation and critique of visualizations

- Attendance for is very highly recommended
- ■Video please leave on if you are comfortable doing so

101

#### **Assignments**

Class participation (10%)

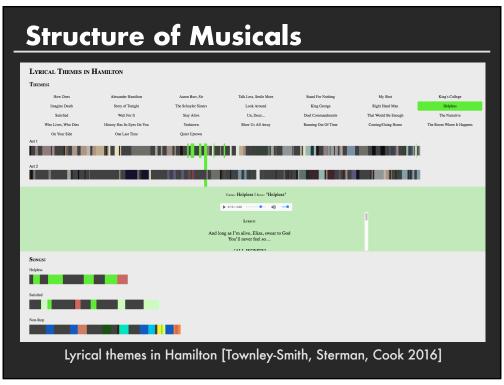
Assignment 1: Visualization Design (10%) due 9/22

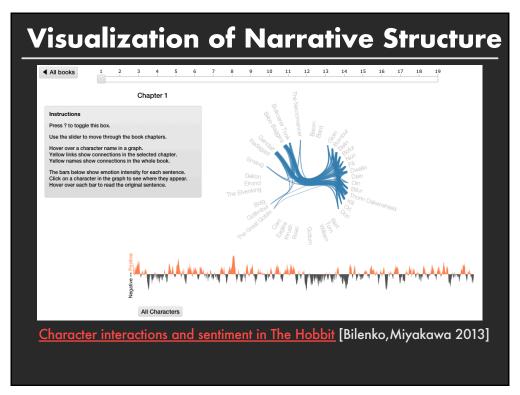
Assignment 2: Exploratory Data Analysis (15%) due 10/6
Learn to use Tableau

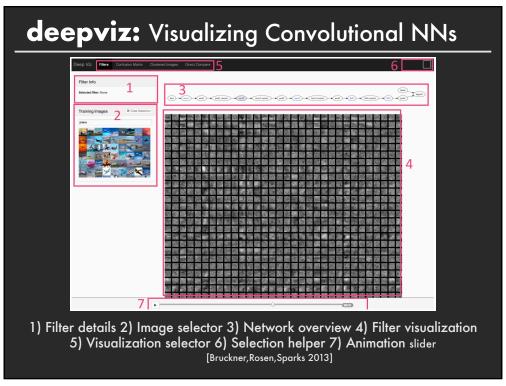
Assignment 3: Interactive Prototype (25%) due 10/20
Should be familiar with Javascript (start now if you are not)
Will cover basics of D3 in class

Final Project (40%) proposal due 10/27, presentation 11/10

# Final project Either Create an extended visual explainer Small visualization research project Projects from previous classes have been: Gone viral on blogs Published as research papers Released as open source projects









Design a static visualization for a data set.

You must choose the message you want to convey. What question(s) do you want to answer? What insight do you want to communicate?



Due by 7am on Tue Sep 22

107

#### **Assignment 1: Visualization Design**

Pick a guiding question, use it to title your visualization

Design a static visualization for that question

You are free to use any tools (including pen & paper)

Deliverables (upload via Canvas; see A1 page)

PDF of your visualization with a short description including design rationale (≤ 4 paragraphs)

Due by 7am on Tue Sep 22