

# THE PURPOSE OF VISUALIZATION

CS 448B | Fall 2023

MANEESH AGRAWALA

1

**How much data (bytes)  
did we produce in 2020?**

2

**2020: 64.2 zetabytes**

IDC 2021

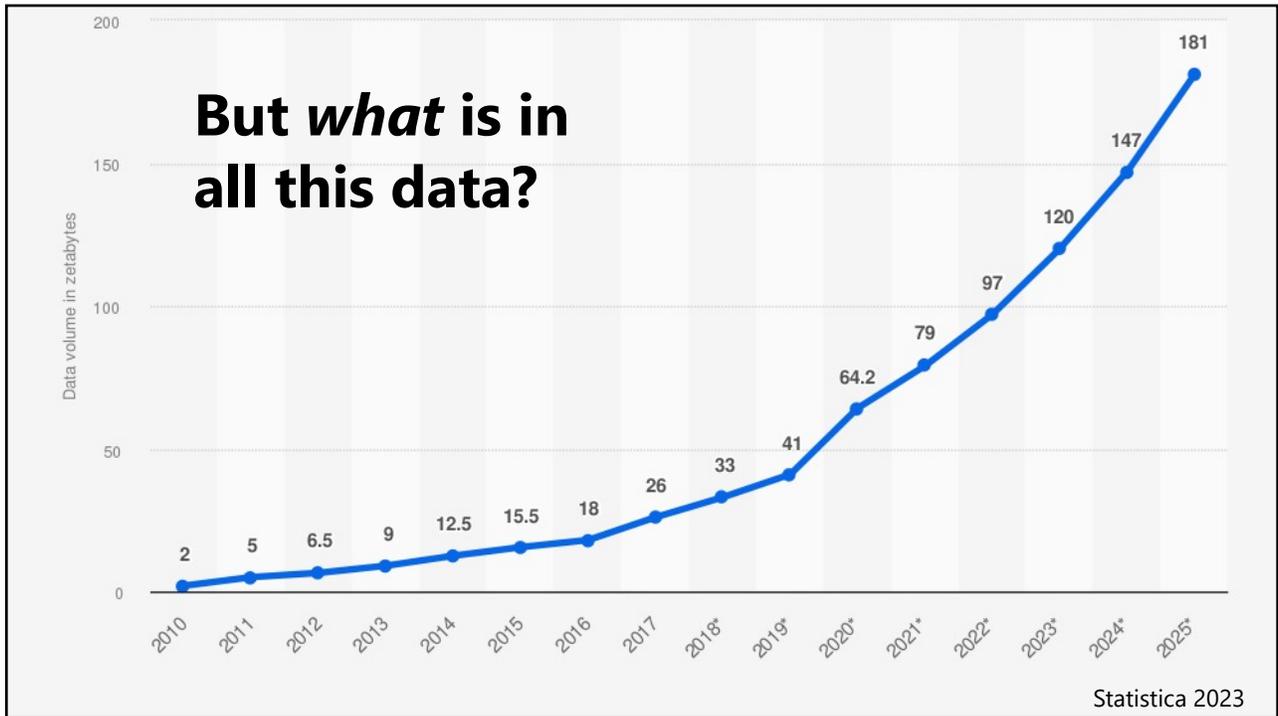
3

**2020: 64.2 zetabytes**

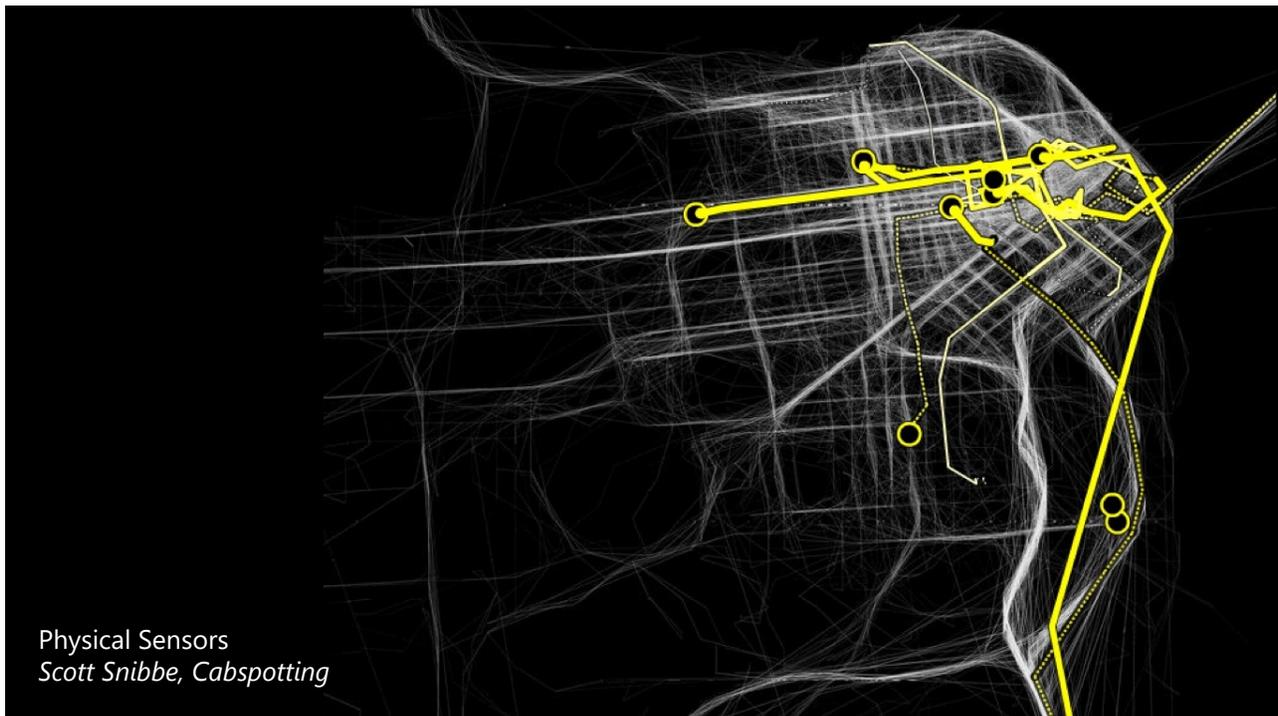
~2x increase every 2 years

IDC 2021

4



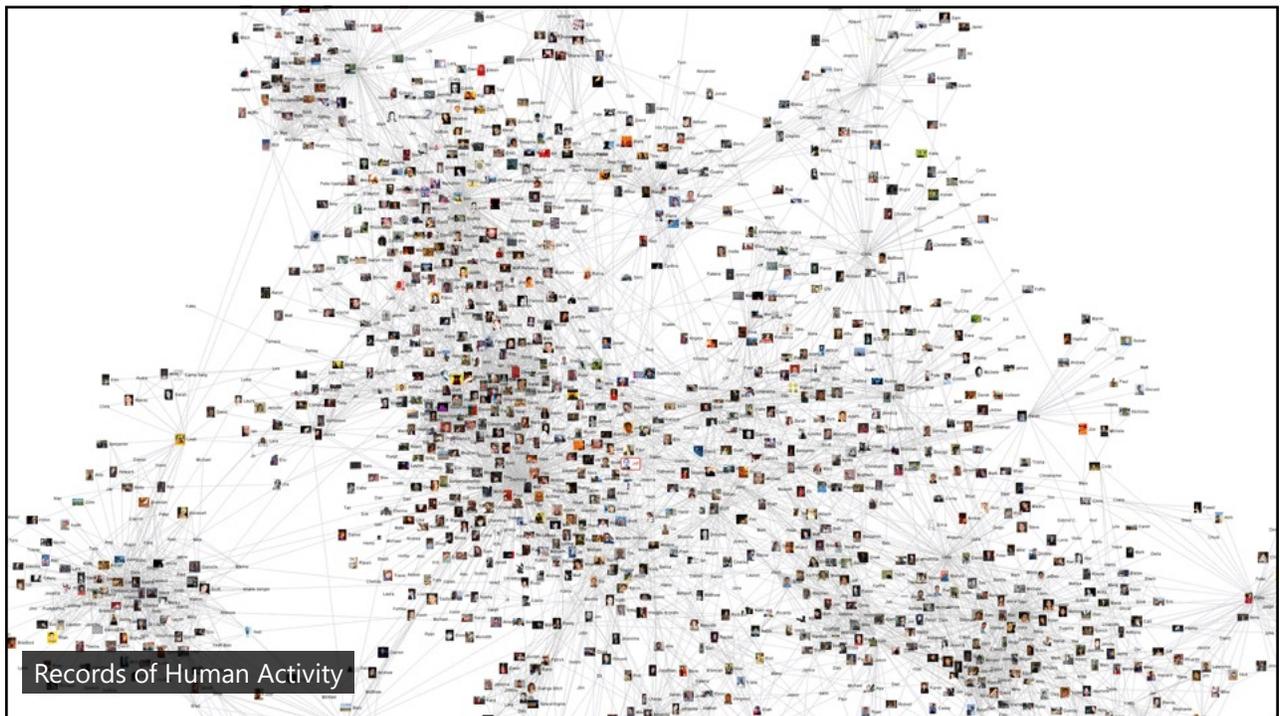
5



6



7



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## Abortion

From Wikipedia, the free encyclopedia

*For other uses, see [Abortion \(disambiguation\)](#).*

**Abortion** is the ending of a [pregnancy](#) by removal or expulsion of an [embryo](#) or [fetus](#) before it can survive [outside the uterus](#).<sup>[note 1]</sup> An abortion that occurs without intervention is known as a [miscarriage](#) or spontaneous abortion. When deliberate steps are taken to end a pregnancy, it is called an [induced abortion](#), or less frequently "induced miscarriage". The unmodified word *abortion* generally refers to an induced abortion.<sup>[1][2]</sup> A similar procedure after the fetus has potential to survive outside the [womb](#) is known as a "late termination of pregnancy" or less accurately as a "late term abortion".<sup>[3]</sup>

When properly done, abortion is [one of the safest procedures in medicine](#),<sup>[4][5]</sup> but unsafe abortion is a major cause of [maternal death](#), especially in the [developing world](#).<sup>[6]</sup> Making safe abortion legal and accessible reduces maternal deaths.<sup>[7][8]</sup> It is safer than childbirth, which has a 14 times higher risk of death in the United States.<sup>[9]</sup> Modern methods use [medication](#) or [surgery](#) for abortions.<sup>[10]</sup> The drug [mifepristone](#) in combination with [prostaglandin](#) appears to be as safe and effective as surgery during the [first](#) and [second trimester](#) of pregnancy.<sup>[10][11]</sup> The most common surgical technique involves dilating the cervix and using a [suction device](#).<sup>[12]</sup> [Birth control](#), such as [the pill](#) or [intrauterine devices](#), can be used immediately following abortion.<sup>[11]</sup> When performed legally and safely on a woman who desires it, induced abortions do not increase the risk of long-term [mental](#) or physical problems.<sup>[13]</sup> In contrast, [unsafe abortions](#) (those performed by unskilled individuals, with hazardous equipment, or in unsanitary facilities) cause 47,000 [deaths](#) and 5 million hospital admissions each year.<sup>[13][14]</sup> The [World Health Organization](#) recommends safe and legal abortions be available to all women.<sup>[15]</sup> Around 56 million abortions are performed each year in the world,<sup>[16]</sup> with about 45% done unsafely.<sup>[17]</sup> Abortion rates changed little between 2003 and 2008,<sup>[18]</sup> before which they decreased for at least two decades as access to [family planning](#) and birth control increased.<sup>[19]</sup> As of 2008, 40% of the world's women had access to legal abortions without limits as to reason.<sup>[20]</sup> Countries that permit abortions have different limits on how late in pregnancy abortion is

Historically, abortions have been attempted using [herbal medicines](#), sharp tools, [forceful massage](#), or through other [traditional methods](#).<sup>[21]</sup> [Abortion laws](#) and

Abortion	
<b>Other names</b>	Induced miscarriage, termination of pregnancy
<b>Specialty</b>	Obstetrics and gynecology
<b>ICD-10-PCS</b>	O04
<b>ICD-9-CM</b>	779.6
<b>MeSH</b>	D000028
<b>MedlinePlus</b>	007382
<a href="#">[edit on Wikidata]</a>	

**Wikipedia: Collaborative Creation**

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(newest | [oldest](#)) [View \(newer 50 | older 50\)](#) ([20](#) | [50](#) | [100](#) | [250](#) | [500](#))

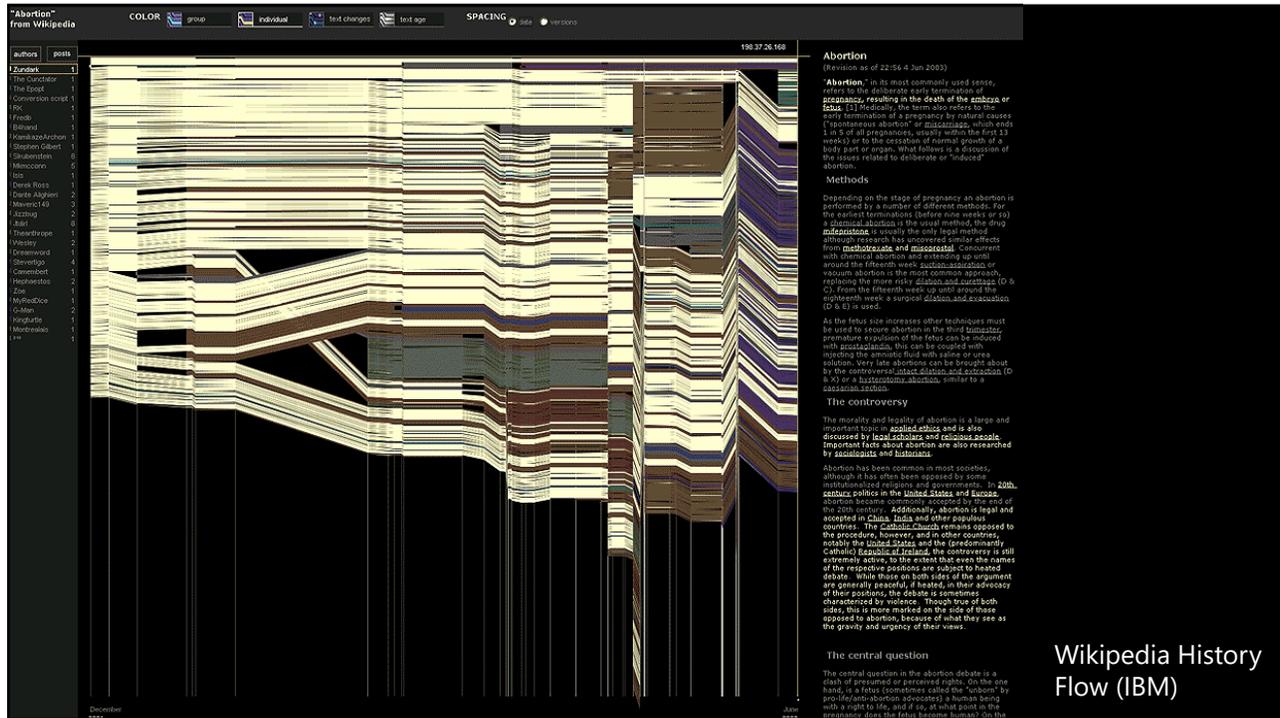
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- (cur | [prev](#)) ● [15:50, 17 December 2019](#) [InternetArchiveBot \(talk | contribs\)](#) .. (175,162 bytes) (+406) .. (*Bluelinking 4 books for verifiability.*) #IABot (*v2.1alpha3*)
- (cur | [prev](#)) ● [11:54, 16 December 2019](#) [NightHeron \(talk | contribs\)](#) .. (174,756 bytes) (+5) .. (*→Anti-abortion violence: "pro-life" changed to "anti-abortion" in wikivoice*)
- (cur | [prev](#)) ○ [04:42, 15 December 2019](#) [Doc James \(talk | contribs\)](#) .. (174,751 bytes) (+113) .. (*adjusted*)
- (cur | [prev](#)) ○ [04:40, 15 December 2019](#) [Doc James \(talk | contribs\)](#) .. (174,638 bytes) (-27) .. (*→History and religion: condensed*)
- (cur | [prev](#)) ○ [04:07, 15 December 2019](#) [Edit5001 \(talk | contribs\)](#) .. (174,665 bytes) (+211) .. (*Better quoted from source, more details*)
- (cur | [prev](#)) ○ [07:54, 13 December 2019](#) [FakeRealAlbert \(talk | contribs\)](#) m .. (174,454 bytes) (-207) .. (*→History and religion: Removed repetition*) (*Tag: Visual edit*)
- (cur | [prev](#)) ○ [03:32, 12 December 2019](#) [Rhoddendrites \(talk | contribs\)](#) .. (174,661 bytes) (-368) .. (*Reverted 1 edit by Edit5001 (talk): WP:EDITORIALIZING (TW)*) (*Tag: Undo*)
- (cur | [prev](#)) ○ [01:41, 12 December 2019](#) [Edit5001 \(talk | contribs\)](#) .. (175,029 bytes) (+368) .. (*Direct quote from a reliable (https://en.wikipedia.org/wiki/Wikipedia:Reliable\_sources) and independent (https://en.wikipedia.org/wiki/Wikipedia:Independent\_sources) source.*) (*Tag: Visual edit*)

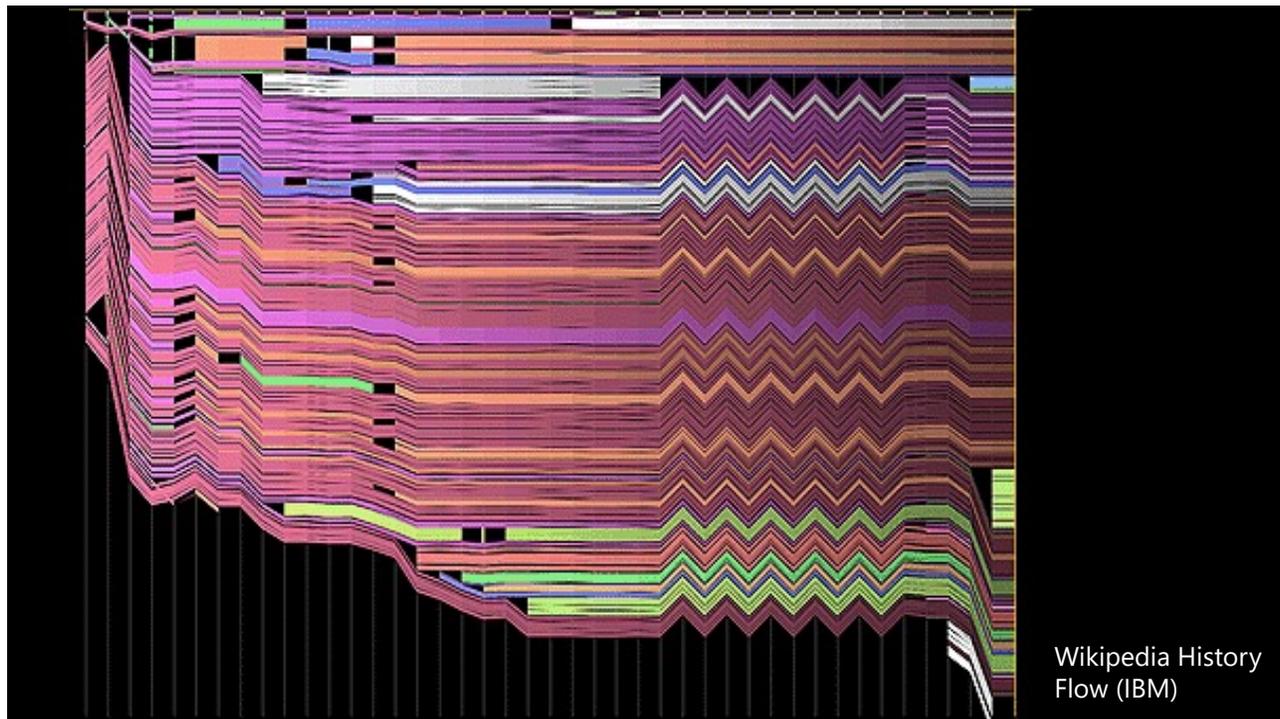
[Help](#)

**Wikipedia: Collaborative Creation**

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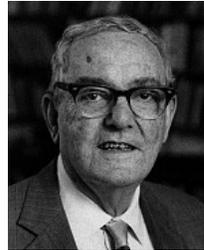


11



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“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

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“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.”

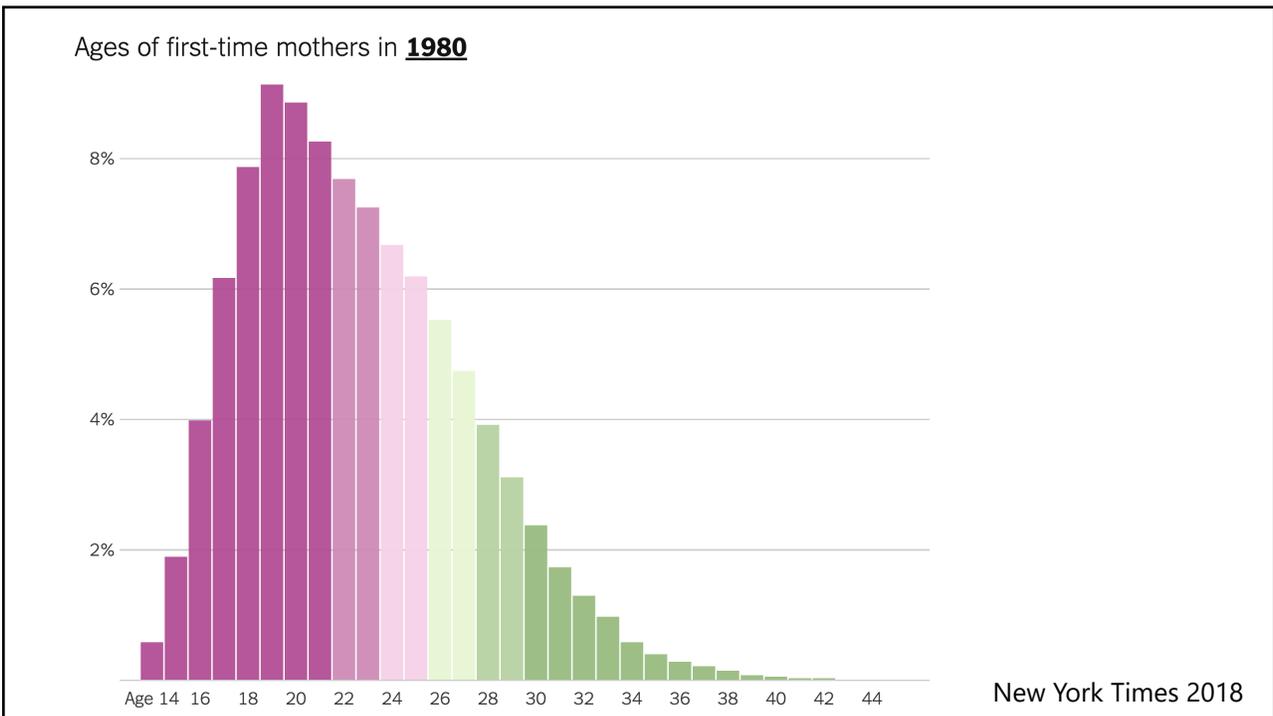


**Hal Varian**  
Google’s Chief Economist  
The McKinsey Quarterly  
January 2009

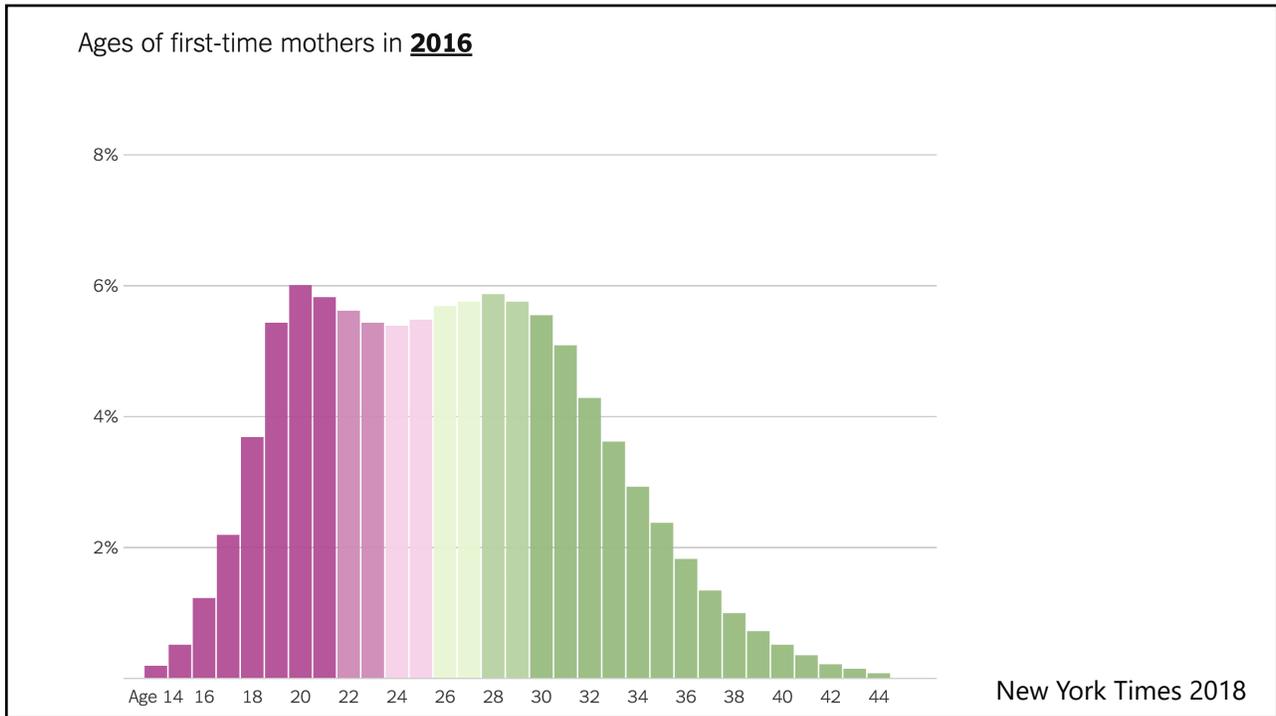
14

# WHAT IS VISUALIZATION?

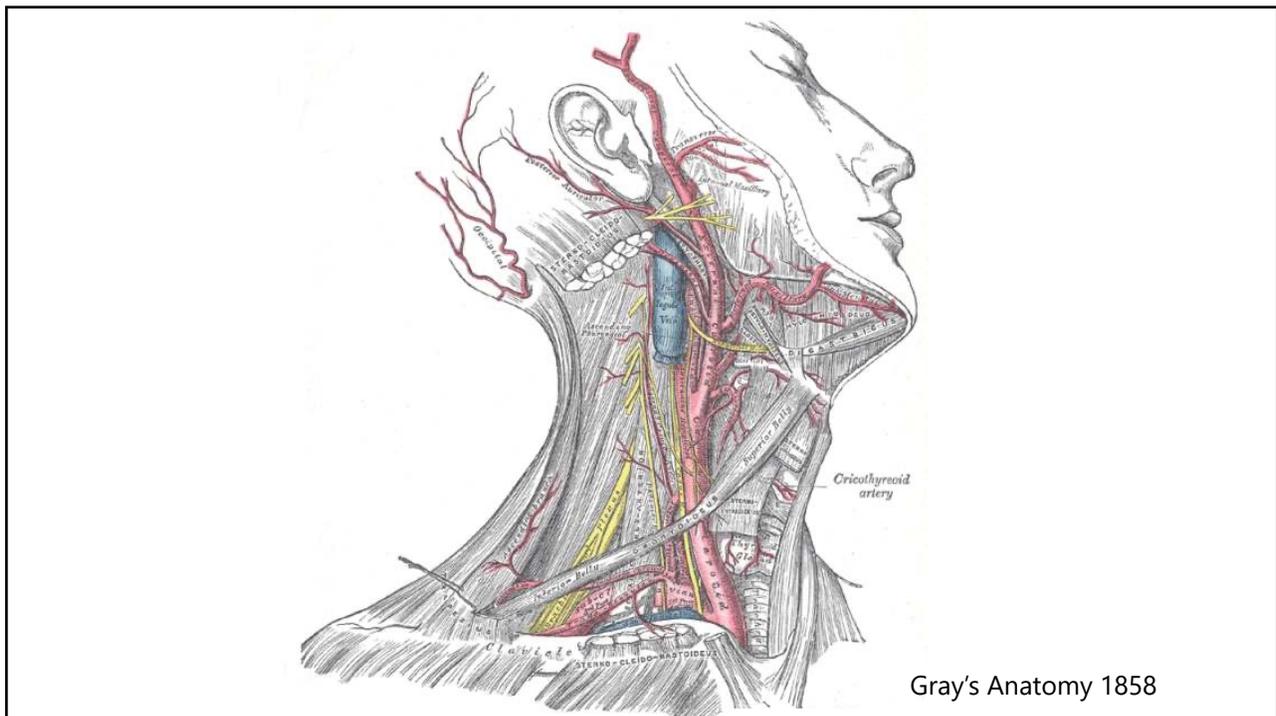
15



16



17



18



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## 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]

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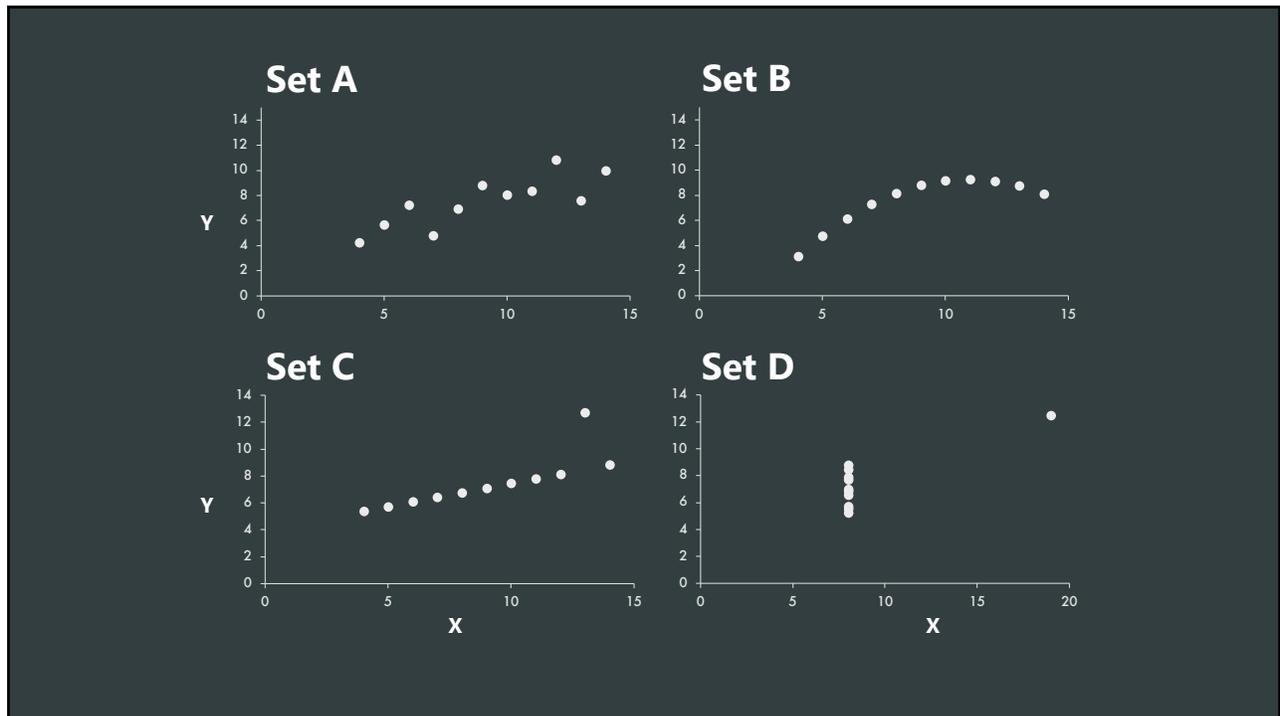
Set A		Set B		Set C		Set D	
X	Y	X	Y	X	Y	X	Y
10	8.04	10	9.14	10	7.46	8	6.58
8	6.95	8	8.14	8	6.77	8	5.76
13	7.58	13	8.74	13	12.74	8	7.71
9	8.81	9	8.77	9	7.11	8	8.84
11	8.33	11	9.26	11	7.81	8	8.47
14	9.96	14	8.1	14	8.84	8	7.04
6	7.24	6	6.13	6	6.08	8	5.25
4	4.26	4	3.1	4	5.39	19	12.5
12	10.84	12	9.11	12	8.15	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

<b>Summary Statistics</b>	<b>Linear Regression</b>
$u_X = 9.0$ $\sigma_X = 3.317$	$Y = 3 + 0.5 X$
$u_Y = 7.5$ $\sigma_Y = 2.03$	$R^2 = 0.67$

Anscombe 73

22



23

# WHY DO WE CREATE VISUALIZATIONS?

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## **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

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# THE PURPOSE OF VISUALIZATION

## Record information

Photographs, blueprints, ...

## Support reasoning about information (analyze)

Process and calculate

Reason about data

Expand memory

## Communicate, inform, inspire (present)

Share and persuade

Emphasize important aspects of data

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**RECORD**

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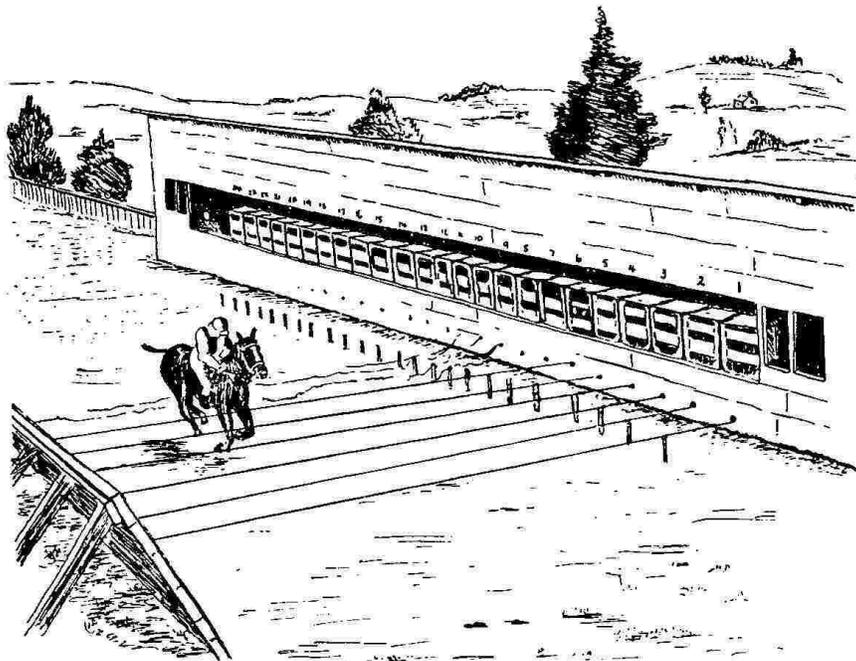
**Answer  
question**



Gallop, Bay Horse "Daisy" [Muybridge 1884-86]

28

**Answer  
question**



Muybridge's setup [1884-86]

29

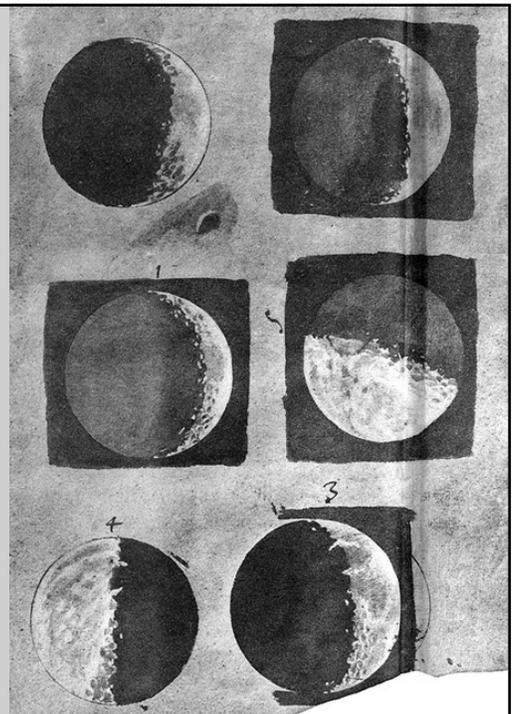
# Photograph: Phases of the moon



Yaorusheng / Getty Images

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# Drawing: Phases of the moon



Galileo's drawings of the phases of the moon from 1616  
<http://galileo.rice.edu/sci/observations/moon.html>

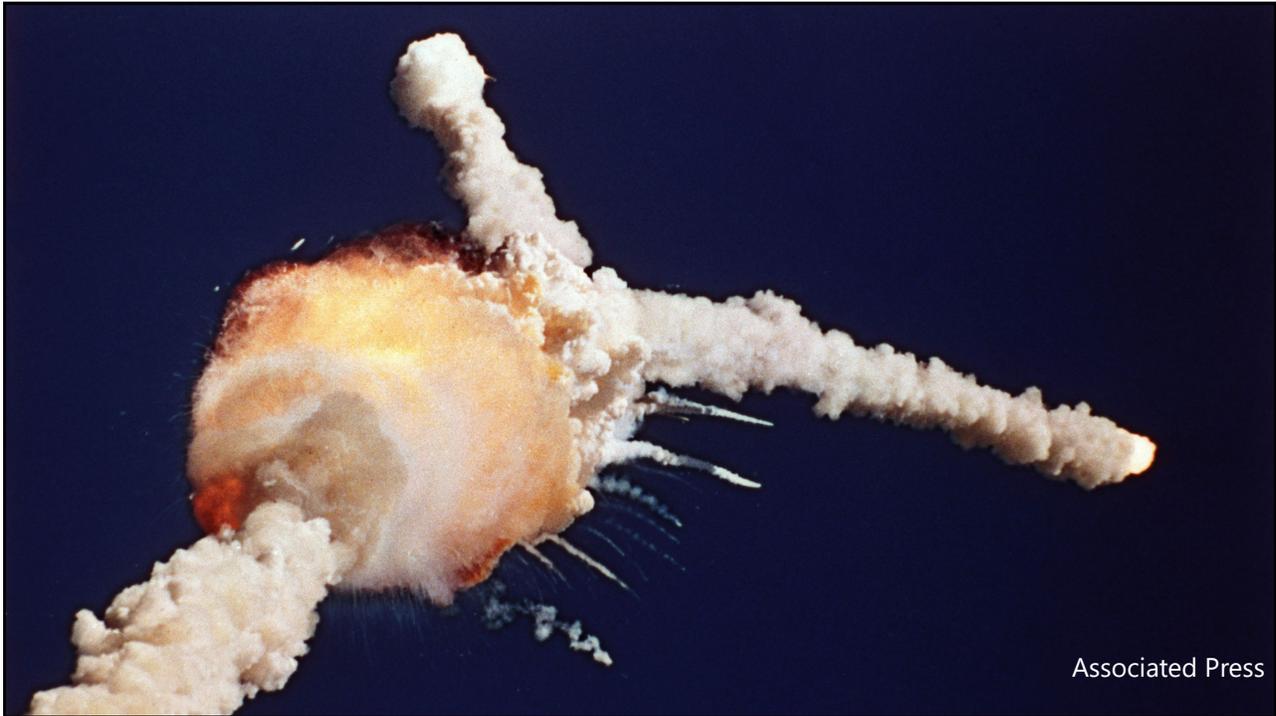
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# SUPPORT REASONING

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Associated Press

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HISTORY OF O-RING DAMAGE ON SRM FIELD JOINTS							
SRM No.	Erosion Depth (in.)	Perimeter Affected (deg)	Nominal Dia. (in.)	Top View		Clocking Location (deg)	
				Length Of Max Erosion (in.)	Total Heat Affected Length (in.)		
61A LH Center Field**	22A	NONE	0.280	NONE	NONE	75-80	
61A LH Forward Field**	22A	NONE	0.280	NONE	NONE	358-18	
S1C LH Forward Field**	15A	0.010	154.0	4.25	5.25	163	
S1C RH Center Field (prim)***	15B	0.038	130.0	12.50	58.75	354	
S1C RH Center Field (sec)***	15B	NONE	45.0	0.280	29.50	384	
410 RH Forward Field	13B	0.028	110.0	3.00	NONE	275	
41C LH Aft Field*	11A	NONE	0.280	NONE	NONE	--	
41B LH Forward Field	10A	0.040	217.0	3.00	14.50	351	
STS-2 RH Aft Field	2B	0.053	116.0	--	--	90	

\*Hot gas path detected in putty. Indication of heat on O-ring, but no damage.  
 \*\*Soot behind primary O-ring.  
 \*\*\*Soot behind primary O-ring, heat affected secondary O-ring.

Clocking location of leak check port - 0 deg.

OTHER SRM-15 FIELD JOINTS HAD NO BLOWHOLES IN PUTTY AND NO SOOT NEAR OR BEYOND THE PRIMARY O-RING.  
 SRM-22 FORWARD FIELD JOINT HAD PUTTY PATH TO PRIMARY O-RING, BUT NO O-RING EROSION AND NO SOOT BLOWBY. OTHER SRM-22 FIELD JOINTS HAD NO BLOWHOLES IN PUTTY.

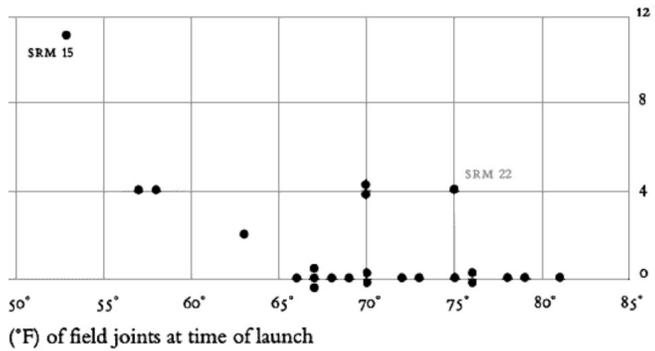
BLOW BY HISTORY		HISTORY OF O-RING TEMPERATURES (DEGREES - F)				
SRM-15 WORST BLOW-BY		MOTOR	MST	AMB	O-RING	WIND
o 2 CASE JOINTS (90°), (110°) ARE		DM-4	68	36	47	10 MPH
o MUCH WORSE VISUALLY THAN SRM-22		DM-2	76	45	52	10 MPH
SRM 22 BLOW-BY		QM-3	72.5	40	48	10 MPH
o 2 CASE JOINTS (30-40°)		QM-4	76	48	51	10 MPH
SRM-13A, 15, 16A, 18, 23A 24A		SRM-15	52	64	53	10 MPH
o NOZZLE BLOW-BY		SRM-22	77	78	75	10 MPH
		SRM-25	55	26	29	10 MPH
					27	25 MPH

2 of 13 pages of material faxed to NASA by Morton Thiokol [from Tufte 1997]

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# Make a decision: Challenger



Visualizations drawn by Tufte show how low temperatures damage O-rings [Tufte 97]

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## Data in context

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

42



## Data in context



Used map to support hypothesis  
Broad St. pump was the cause.  
[from Tufte 83]

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## Expand memory: Multiplication

Class exercise

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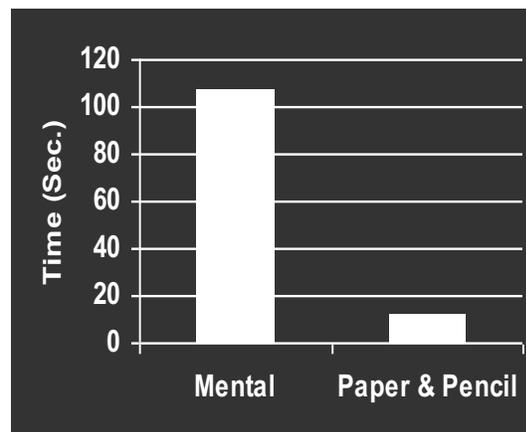
## Expand memory: Multiplication

$$\begin{array}{r} 74 \\ \times 48 \\ \hline \end{array}$$

49

## Expand memory: Multiplication

$$\begin{array}{r} 74 \\ \times 48 \\ \hline 592 \\ 2960 \\ \hline 3552 \end{array}$$



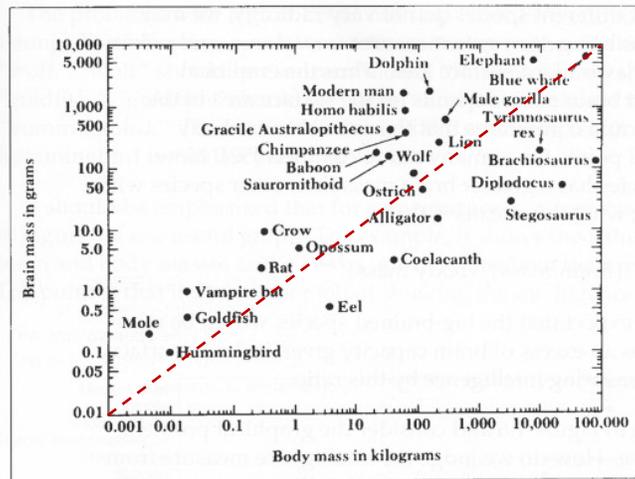
50

# Most powerful brain?

ID	Name	Body Weight	Brain Weight
1	Lesser Short-tailed Shrew	5	0.14
2	Little Brown Bat	10	0.25
3	Mouse	23	0.3
4	Big Brown Bat	23	0.4
5	Musk Shrew	48	0.33
6	Star Nosed Mole	60	1
7	Eastern American Mole	75	1.2
8	Ground Squirrel	101	4
9	Tree Shrew	104	2.5
10	Golden Hamster	120	1
11	Mole Rate	122	3
12	Galago	200	5
13	Rat	280	1.9
14	Chinchilla	425	6.4
15	Desert Hedgehog	550	2.4
16	Rock Hyrax (a)	750	12.3
17	European Hedgehog	785	3.5
18	Tenrec	900	2.6
19	Arctic Ground Squirrel	920	5.7
20	African Giant Pouched Rat	1000	6.6
21	Guinea Pig	1040	5.5
22	Mountain Beaver	1350	8.1
23	Slow Loris	1400	12.5
24	Genet	1410	17.5
25	Phalanger	1620	11.4

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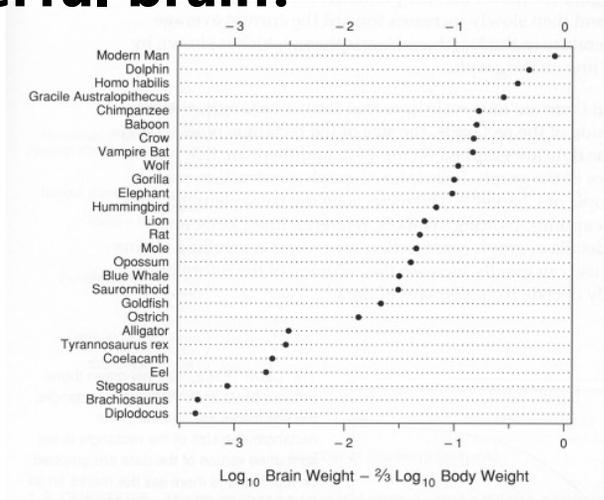
# Most powerful brain?



The Dragons of Eden [Carl Sagan]

53

# Most powerful brain?



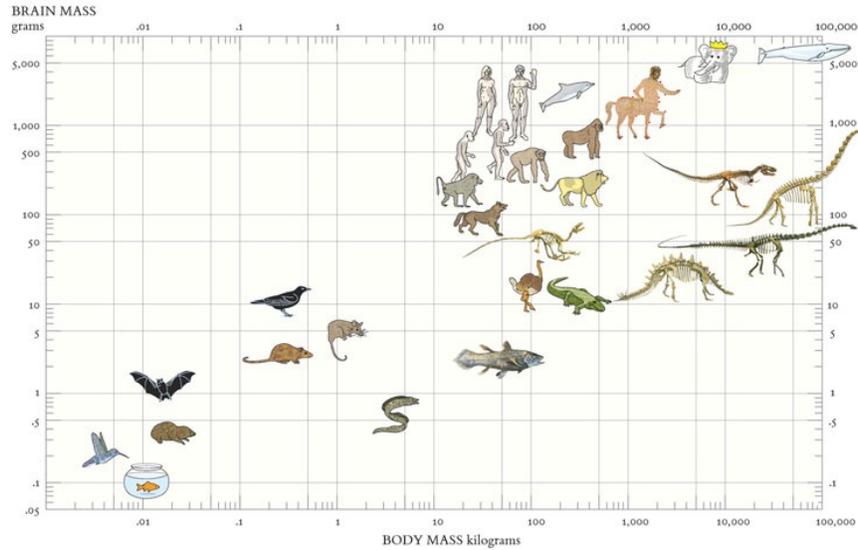
The Elements of Graphing Data [Cleveland]

54

**COMMUNICATE, INFORM, INSPIRE**

55

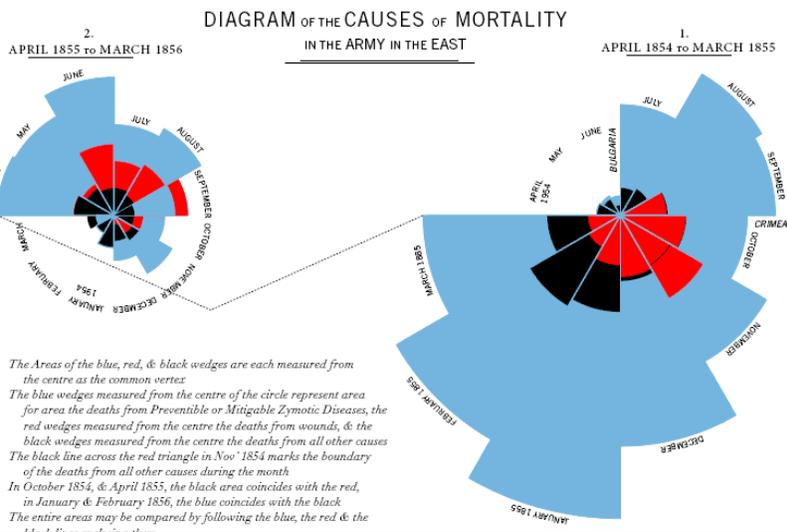
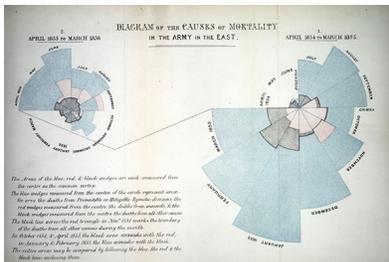
# Tell a story



Beautiful Evidence [Tuft]

56

# Present an argument



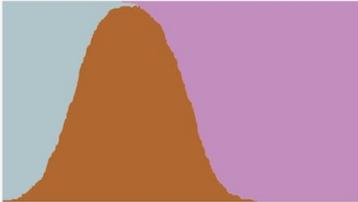
The Areas of the blue, red, & black wedges are each measured from the center as the common vertex.  
 The blue wedges measured from the center of the circle represent area for area the deaths from Preventable or Mitigable Zymotic Diseases, the red wedges measured from the center the deaths from wounds, & the black wedges measured from the center the deaths from all other causes  
 The black line across the red triangle in Nov' 1854 marks the boundary of the deaths from all other causes during the month  
 In October 1854, & April 1855, the black area coincides with the red, in January & February 1855, the blue coincides with the black  
 The entire areas may be compared by following the blue, the red & the black lines analyzing them

“to affect thro’ the eyes what we fail to convey to the public through their word-proof ears”

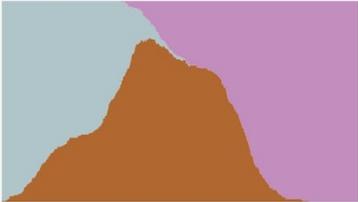
57

# Inform

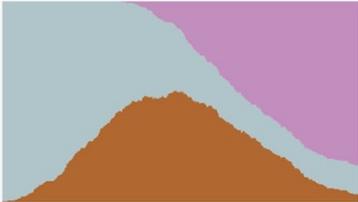
**Free-for-all**



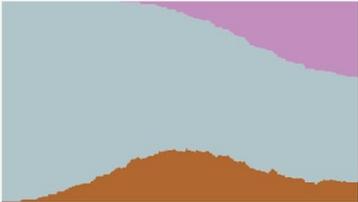
**Attempted quarantine**



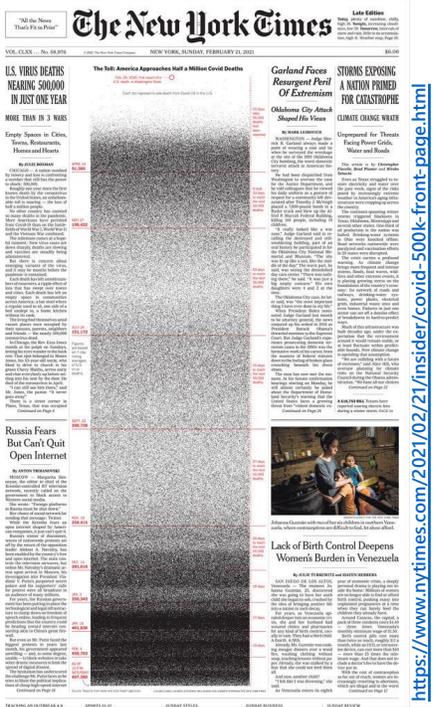
**Moderate distancing**



**Extensive distancing**



<https://www.washingtonpost.com/graphics/2020/world/corona-simulator/>



**The New York Times**  
 Late Edition  
 VOL. CLXXI, No. 58,976  
 NEW YORK, SUNDAY, FEBRUARY 21, 2021  
 \$6.00

**U.S. VIRUS DEATHS NEARING 500,000 IN JUST ONE YEAR**  
 MORE THAN IN 3 YEARS

**Garland Faces Resurgent Peril Of Extremism**  
 Oklahoma City Attack Shaped His View

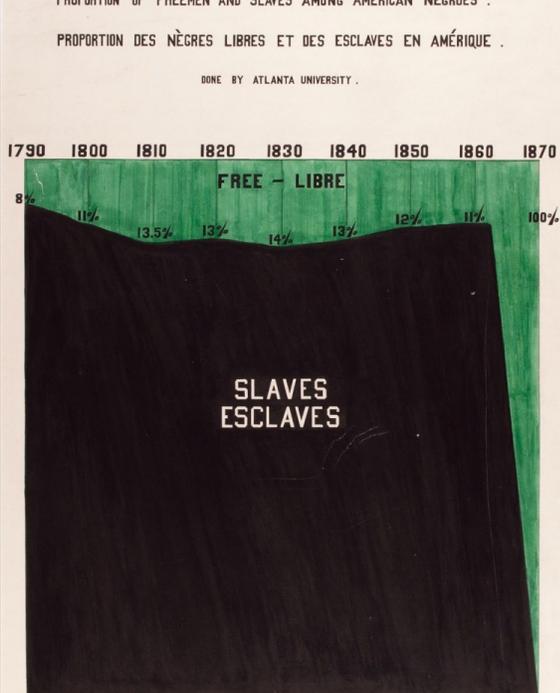
**STORMS EXPOSING A NATION PRIMED FOR CATASTROPHE**  
 CLIMATE CHANGE WATER Unprepared for Threats Facing Power Grid, Water and Roads

**Russia Feels But Can't Quit Open Internet**

**Lack of Birth Control Deepens Women's Burden in Venezuela**

59

PROPORTION OF FREEMEN AND SLAVES AMONG AMERICAN NEGROES .  
 PROPORTION DES NÈGRES LIBRES ET DES ESCLAVES EN AMÉRIQUE .  
 DONE BY ATLANTA UNIVERSITY .



Year	Free (Libre)	Slaves (Esclaves)
1790	8%	92%
1800	11%	89%
1810	13.5%	86.5%
1820	13%	87%
1830	14%	86%
1840	13%	87%
1850	12%	88%
1860	11%	89%
1870	100%	0%

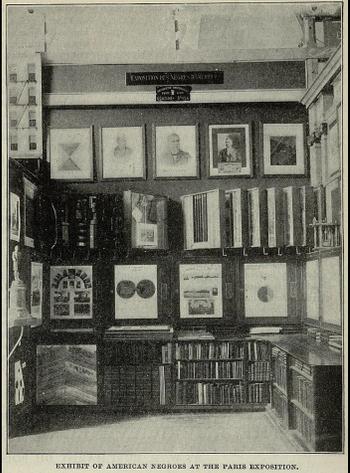
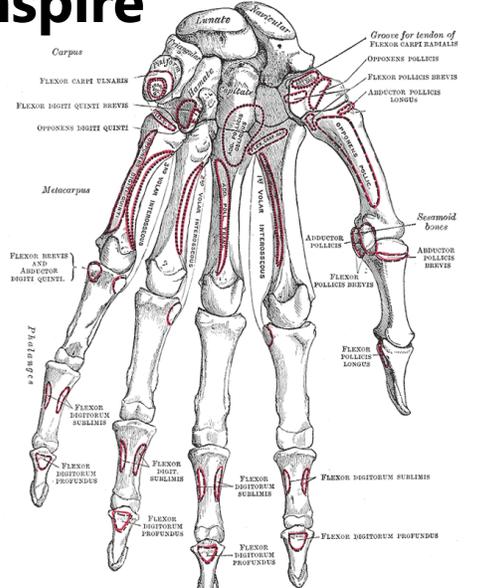



EXHIBIT OF AMERICAN NEGROES AT THE PARIS EXPOSITION.

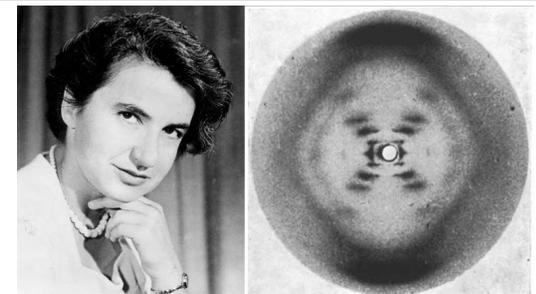
**“W. E. B. Du Bois’s Data Portraits:  
 Visualizing Black America”**  
 Dr. Whitney Battle-Baptiste  
 Director, W. E. B. Du Bois Center

60

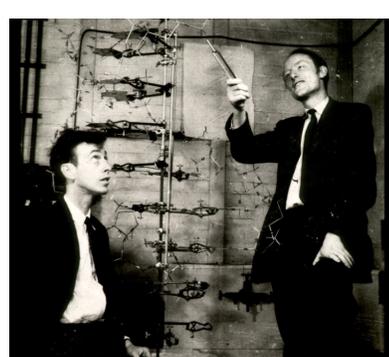
# Inspire



**Bones in hand [Gray's Anatomy 1918 ed.]**



**X-ray crystallography of DNA [Franklin 52]**



**Double helix model [Watson and Crick 53]**

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## 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

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### Mon: Data and Image Models

LES VARIABLES DE L'IMAGE				12 14
	POINTS	LIGNES	ZONES	
XY 2 DIMENSIONS DU PLAN	x x x	~ ~ ~	~ ~ ~	OO #
Z TAILLE	▬ ▬ ▬	~ ~ ~	~ ~ ~	OO #
VALEUR	▬ ▬ ▬	~ ~ ~	~ ~ ~	O #

LES VARIABLES DE SÉPARATION DES IMAGES				13
	GRAIN	COULEUR	ORIENTATION	FORME
GRAIN	▬ ▬ ▬	▬ ▬ ▬	▬ ▬ ▬	▬ ▬ ▬
COULEUR	▬ ▬ ▬	▬ ▬ ▬	▬ ▬ ▬	▬ ▬ ▬
ORIENTATION	▬ ▬ ▬	▬ ▬ ▬	▬ ▬ ▬	▬ ▬ ▬
FORME	▬ ▬ ▬	▬ ▬ ▬	▬ ▬ ▬	▬ ▬ ▬

### Wed: Visualization Design

The Ranking change of Top 3 Majors Between 2011-2018

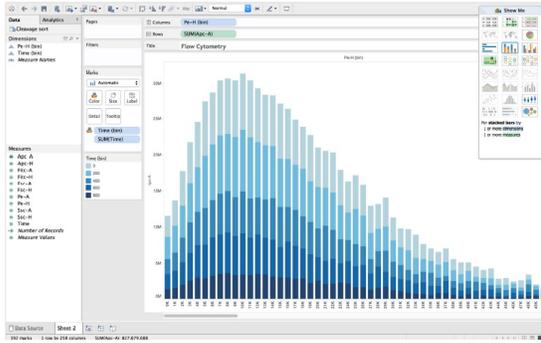
# numbers inside circles are numbers of graduates of that major

How Has Enrollment at Stanford Changed Over the Years in the Humanities, Sciences, and Engineering?

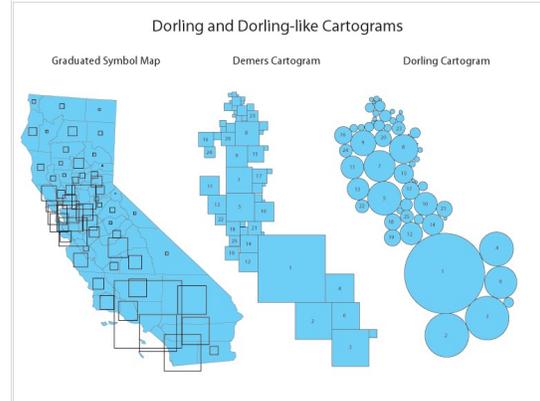
Week 2

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### Mon: Exploratory Data Analysis



### Wed: Using Space Effectively



### Week 3



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### Mon: Interaction



### Wed: Introduction to D3



### Week 4

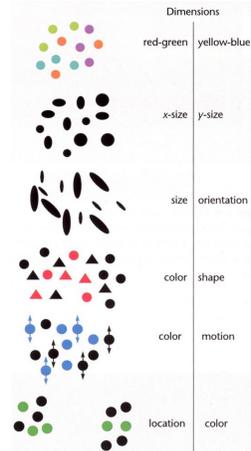
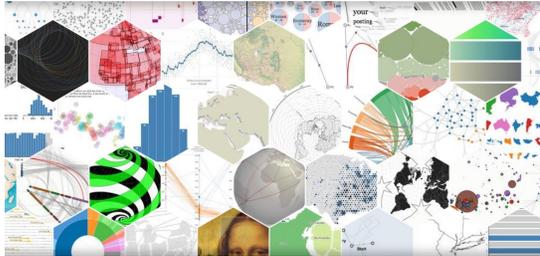


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**Mon: D3 Tutorial**

**Wed: Perception**

 Data-Driven Documents



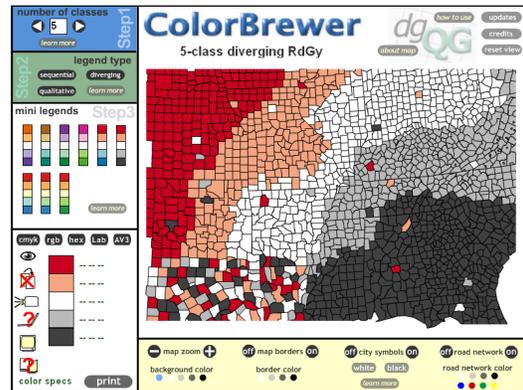
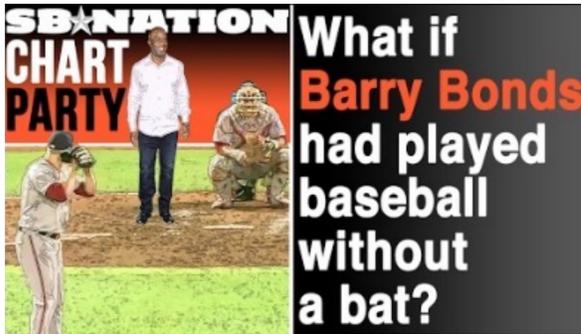
**Week 5**



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**Mon: Visual Explainers**

**Wed: Color**

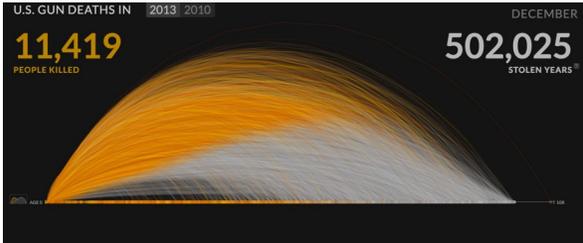


**Week 6**

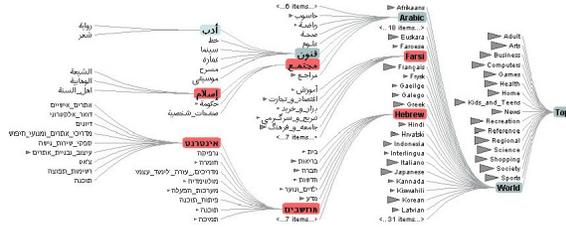


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### Mon: Animation



### Wed: Network Layout



Week 7

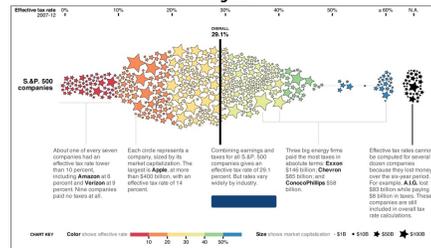
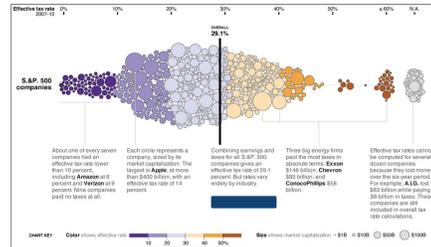


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### Mon: Network Analysis



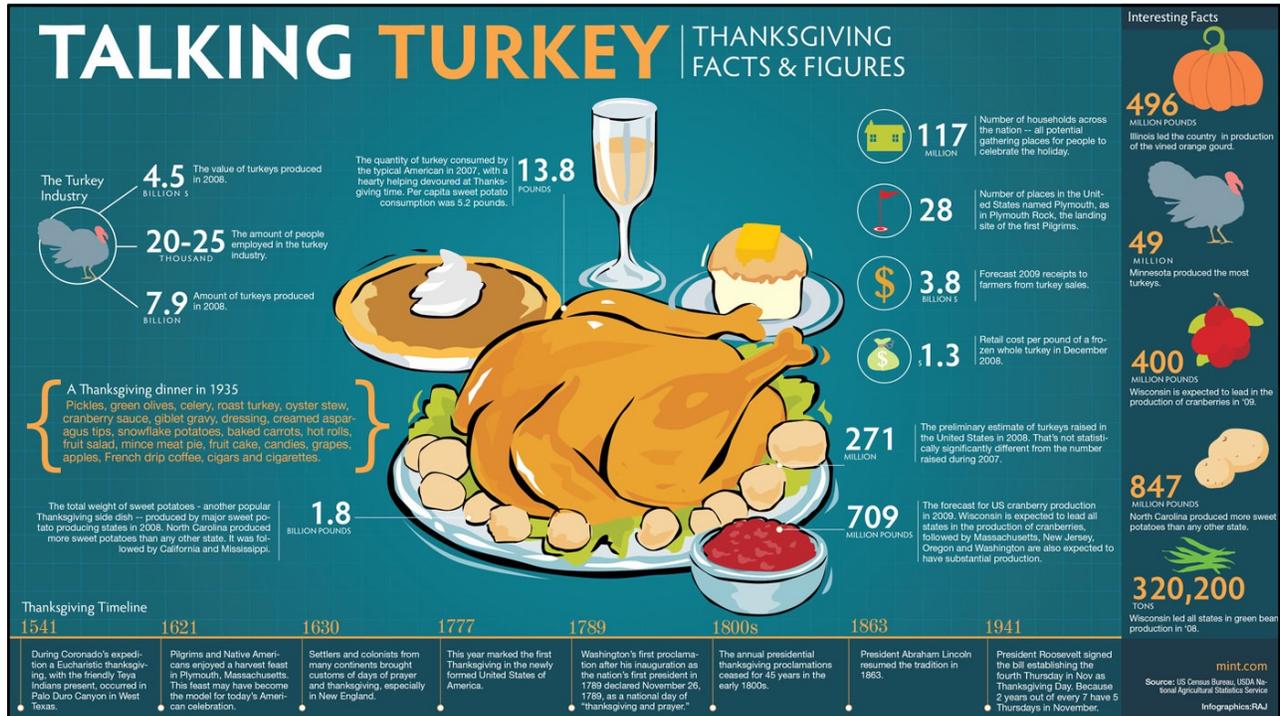
### Wed: Deconstructing Visualizations



Week 8



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# Final Project Review and Feedback

**Week 9**

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### Mon: Visualization and NLP

**How Common Is Religious Extremism?**

Religion	Common (%)	Not Common (%)
Muslims	55	45
Pagan/earth-based	40	60
Protestants	25	75
Jews	15	85
Unaffiliated	10	90
Catholics	5	95
Mormons	5	95
Orthodox Christian	5	95
Buddhists	5	95
Hindus	5	95

**Q1: What is the percentage of response 'Common' for Catholics?**  
A(Sempre): **92**  
A(Ours): **8**. I looked up the length of the orange bar for 'Catholics'.

**Q2: Which religion has the longest orange component?**  
A(Sempre): **Hindus**  
A(Ours): **Muslims**. I looked up 'Religion' of the longest orange bar.

**Q3: What does the blue field represent?**  
A(Sempre): **24**  
A(Ours): **Not Common**. I looked up what blue represents by looking at the legend.

### Wed: Visualization and AI

(a) Confusion matrix of a single binary classification model, colored by prediction correctness

(b) Histogram of age, colored by classification

(c) Two-dimensional histogram of age and sex, colored by classification

(d) Small multiples by sex. Each scatterplot shows age vs positive classification score, colored by classification

(e) Histograms of performance in a regression model that predicts age, faceted into 3 age buckets

(f) Using images as thumbnails for image datasets

**Week 10**

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# LEARNING GOALS

- An **understanding of key visualization techniques and theory**, including data models, graphical perception and methods for visual encoding and interaction.
- Exposure to several common **data domains and corresponding analysis tasks**, including exploratory data analysis and network analysis.
- Practical experience **building and evaluating visualization systems** using Vega-Lite and D3.js.
- The ability to **read and discuss research** papers from the visualization literature.

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## YOU SHOULD EXPECT TO

- *Design, evaluate and critique* visualizations
- *Explore* data using existing visualization tools
- *Implement* interactive data visualizations
- *Develop* a substantial visualization project

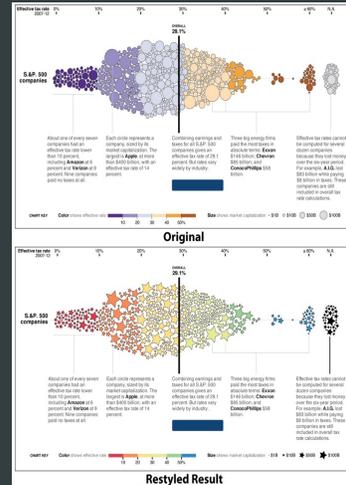
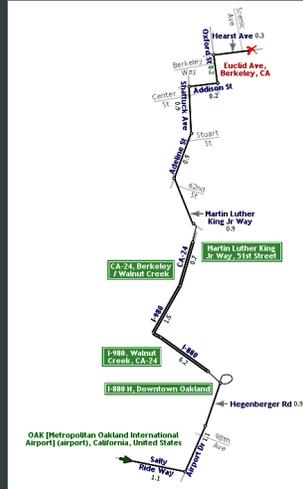
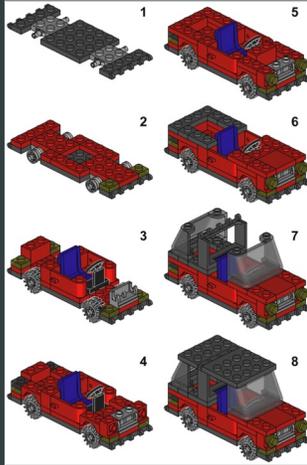
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## COURSE MECHANICS

<https://magrawala.github.io/cs448b-fa23/>

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# Instructor: Maneesh Agrawala



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# Course Assistant: Jasmine Shih



Office Hours: 3:30-4:30pm Fridays  
 Location: Huang Basement

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## Course Assistant: Yifan Shen

Office Hours: 10-11am Wednesdays

Location: Huang Basement



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## Course Assistant: Anthony Xie



Office Hours: 4:30-5:30pm Mondays

Location: Bytes Cafe

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## Office Hours

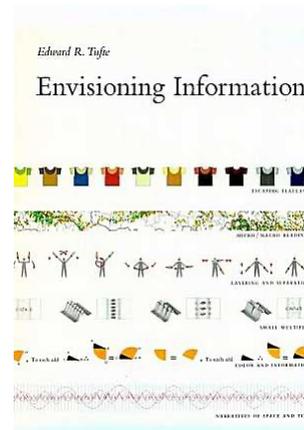
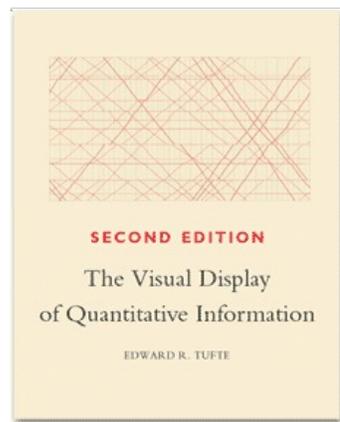
Maneesh: 11-noon Thu, Coupa Café Y2E2  
 Jasmine: 3:30-4:30pm Fri, Huang Basement  
 Yifan: 10-11:00am Wed, Huang Basement  
 Anthony: 4:30-5:30pm Mon, Bytes Café

Happy to schedule other OH by appointment  
 Outside of OH use Slack to connect with us

[https://canvas.stanford.edu/courses/180122/external\\_tools/11232](https://canvas.stanford.edu/courses/180122/external_tools/11232)

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## Textbooks



See also: [www.edwardtufte.com](http://www.edwardtufte.com)

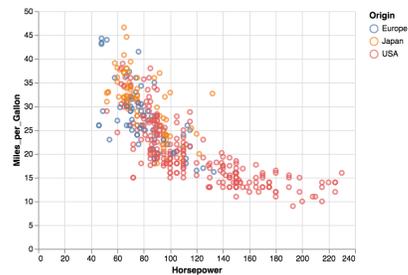
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# Interactive Notebooks

## Interactivity

In addition to basic plotting and view composition, one of Vega-Lite's more exciting features is its support for interaction.

Starting with a scatter plot, we can add a basic (yet valuable!) form of interactivity - tooltips upon mouse hover - by including a tooltip encoding channel:



```
vl.markPoint().data(cars).encode(
  vl.x().field('Horsepower'),
  vl.y().field('Miles_per_Gallon'),
  vl.color().field('Origin'),
  vl.tooltip(['Name', 'Origin']) // show the Name and Origin fields in a tooltip
).render()
```

Hands-on engagement with course concepts and modern visualization tools (Vega-Lite / D3), in JavaScript (Observable)

**Extra: Mon 10/2 4:30-5:30pm**

Anthony will provide an intro to JavaScript/Observable on Zoom.

More details on course website.

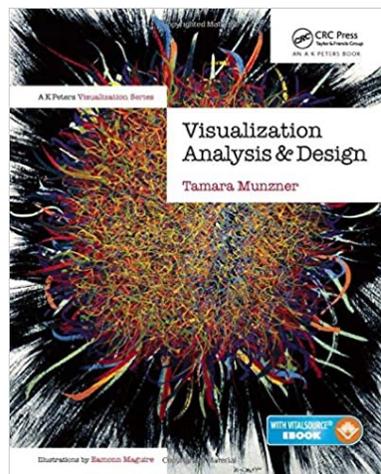
**Observable**

Use data to think, together.

<https://observablehq.com>

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# Optional Textbook



For additional theory and depth

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## 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 comment (on reading, notebooks or lecture) in Canvas Discussion

**One** comment per week through week 9

Must post by **end of the week** (Sun at 8pm)

You have 1 *pass* for the quarter

### Class home page

<https://magrawala.github.io/cs448b-fa23/>

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## Reading 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

Should be substantive (1-2 paragraphs is typical)

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## In-Person Discussion

**Discussion and critique are **essential** for effective design and evaluation of visualizations**

- In-person discussion is more effective than online and benefits all attendees
- Attendance is very strongly recommended
- Will be considered in grading for non-SCPD students

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## Assignments

**Class participation (10%)**

**Assignment 1:** Visualization Design (10%) due 10/2

**Assignment 2:** Exploratory Data Analysis (15%) due 10/16

Use Tableau or Vega-Lite

**Assignment 3:** Interactive Prototype (25%) due 10/30

Should be familiar with Javascript (**start now if you are not**)

Will cover basics of Vega-Lite and D3 in class

**Final Project (40%)** proposal due 11/6, design review 11/27, 11/29, final submission 12/10

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# Final project

## Produce an interactive visual explainer

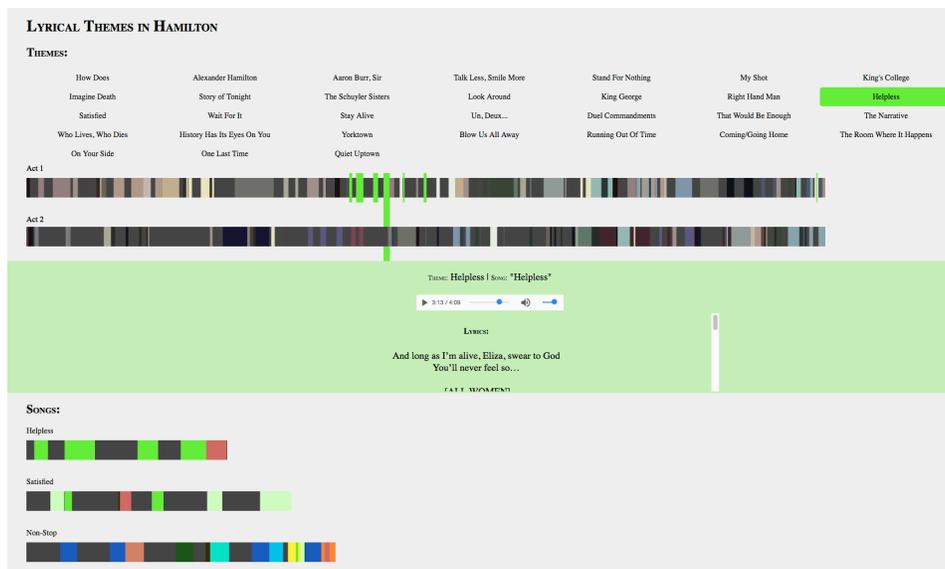
- Initial prototype and design review
- Final deliverables and video

## Projects from previous classes have been

- Published as research papers
- Shared widely (e.g., gone viral on blogs)
- Released as successful open source projects

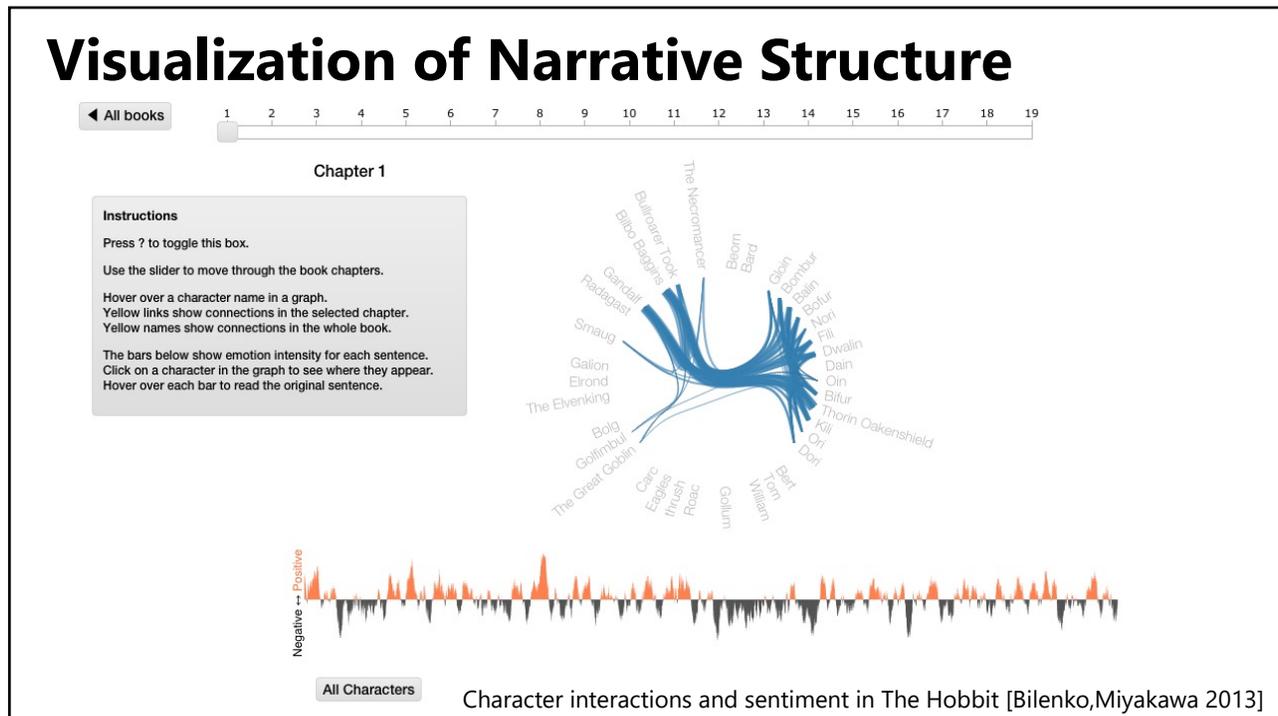
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# Structure of Musicals



Lyrical themes in Hamilton [Townley-Smith, Sterman, Cook 2016]

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# ASSIGNMENT 1: VISUALIZATION DESIGN

## Due 10/2 11:30 AM

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?

**Data: Stanford Undergraduate Majors**

Stanford University publishes a variety of datasets through the [Stanford Institutional Research & Decision Support website](#). They have published a data table containing information about the **number of Stanford undergraduates obtaining a Bachelor's degree** in 75 different fields of study from 2003 to 2022. We have filtered and wrangled this data to the top 10 fields of study by cumulative degrees conferred over the time period to produce a dataset with the following attributes:

- **Year:** Academic year between 2003 and 2022. (Academic years run July-June so Year=2003 covers July 2002 to June 2003.)
- **FieldOfStudy:** Field in which degree was obtained.
- **Count:** Number of students earning a Bachelor's degree.

The extracted dataset is available in csv format: [TopFieldsStanfordBachelors.csv](#)

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<p><b>CS 448B Visualization</b></p> <p>Stanford CS course on data visualization techniques (Fall 2023)</p> <p>Location: <a href="#">Thornton Center, Bm.102</a> Time: MW 11:30am-12:50pm</p> <p><b>ABOUT</b></p> <p><b>LEARNING GOALS</b></p> <p><b>TEXTBOOKS/RESOURCES</b></p> <p><b>SCHEDULE</b></p> <p>Week 1 Week 2 Week 3 Week 4 Week 5 Week 6 Week 7 Week 8 Week 9 Week 10</p> <p><b>TEACHING STAFF</b></p> <p><b>ASSIGNMENTS</b></p> <p>Class Participation Assignment 1 Assignment 2 Assignment 3 Final Project</p>	<p><b>Assignment 1: Visualization Design</b></p> <p><b>Due: Monday Oct 02, 2023 by 11:30am</b></p> <p>In this assignment, you will design a visualization for a small data set and provide rigorous rationale for your design choices. You should in theory be ready to explain the contribution of every pixel in the display. You are free to use any graphics or charting tool you please—including drafting it by hand.</p> <p><b>Data: Stanford Undergraduate Majors</b></p> <p>Stanford University publishes a variety of datasets through the <a href="#">Stanford Institutional Research &amp; Decision Support website</a>. They have published a data table containing information about the number of Stanford undergraduates obtaining a Bachelor's degree in 75 different fields of study from 2003 to 2022. We have filtered and wrangled this data to the top 10 fields of study by cumulative degrees conferred over the time period to produce a dataset with the following attributes:</p> <ul style="list-style-type: none"> <li>• <b>Year:</b> Academic year between 2003 and 2022. (Academic years run July-June so Year=2003 covers July 2002 to June 2003.)</li> <li>• <b>FieldOfStudy:</b> Field in which degree was obtained.</li> <li>• <b>Count:</b> Number of students earning a Bachelor's degree.</li> </ul> <p>The extracted dataset is available in csv format: <a href="#">TopFieldsStanfordBachelors.csv</a></p> <p><b>Assignment</b></p> <p>Your task is to download this data and design a static (i.e., single image) visualization that you believe effectively communicates one aspect of the data and provide a short write-up (no more than 4 paragraphs) describing your design choices. Start by choosing a question you'd like your visualization to answer. <b>Design your visualization to answer that question, and use the question as the title of your graphic.</b></p> <p>While you must use the data set given, you are free to filter, transform and augment the data as you see fit. Such transformations may include (but are not limited to) log transformation, computing percentages or averages, grouping elements into new categories, and/or removing data that are not relevant to your driving question. You are also free to incorporate external data as you see fit. Your chart should be interpretable without recourse to your short write-up. Do not forget to include title, axis labels or legends as needed! <i>Hint: Good design often requires omitting data when it is irrelevant to the question your visualization is designed to answer.</i></p> <p>As different visualizations can emphasize different aspects of a data set, your write-up should document what aspects of the data you are attempting to most effectively communicate. In short, what story are you trying to tell? Just as important, also note which aspects of the data might be obscured due to your visualization design.</p> <p>In your write-up, you should provide a rigorous rationale for your design decisions and explain wherever possible how your design decisions. Document the visual encodings you used and why they are appropriate for the data. These decisions include the choice of visualization type, size, color, scale, and other visual elements, as well as the use of sorting or other data transformations. How do these decisions facilitate effective communication of the answer to your question?</p> <p>Please include a short list of the tools you used to create the visualization.</p> <p><b>Grading</b></p>
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