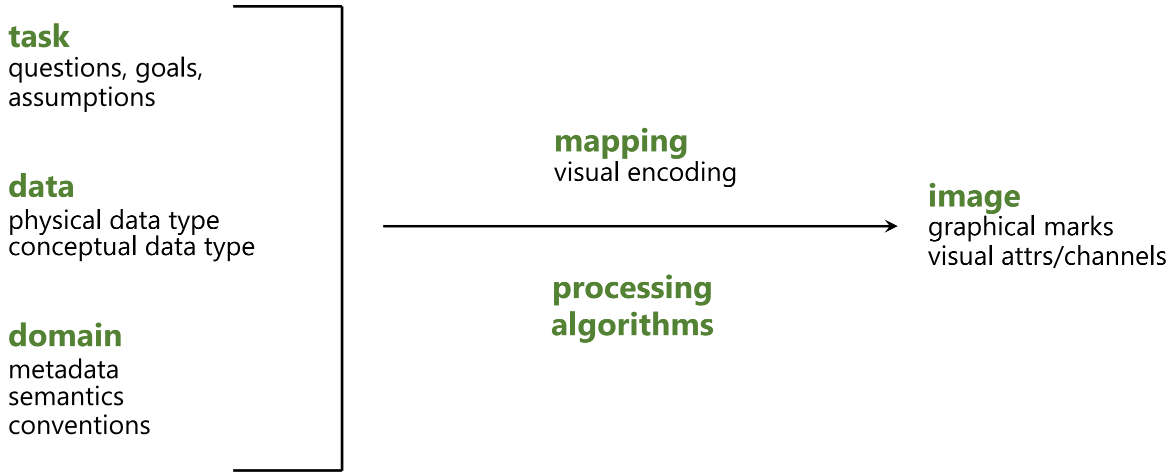
DATA & IMAGE MODELS

CS 448B | Fall 2023

MANEESH AGRAWALA

1

The big picture



task
questions, goals, assumptions

data
physical data type
conceptual data type

domain
metadata
semantics
conventions

mapping
visual encoding

processing algorithms

image
graphical marks
visual attrs/channels

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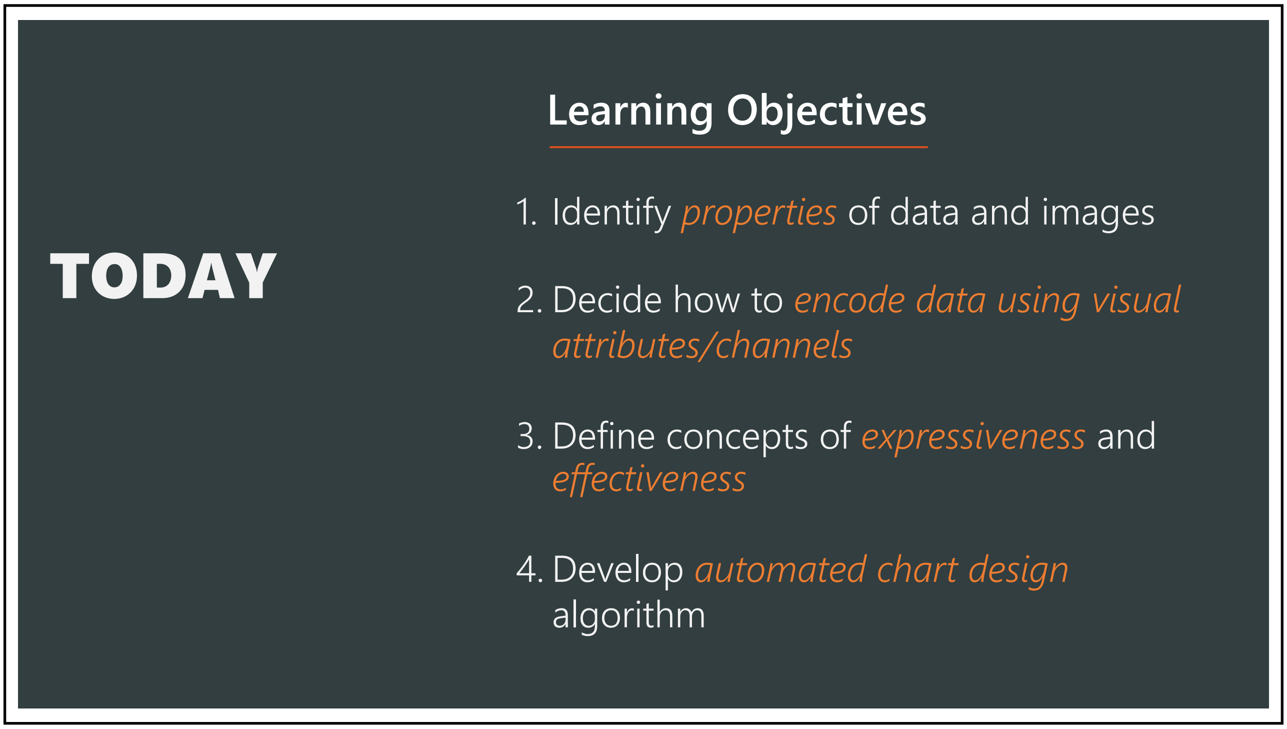

TODAY

Learning Objectives

1. Identify *properties* of data and images
2. Decide how to *encode data using visual attributes/channels*
3. Define concepts of *expressiveness* and *effectiveness*
4. Develop *automated chart design* algorithm

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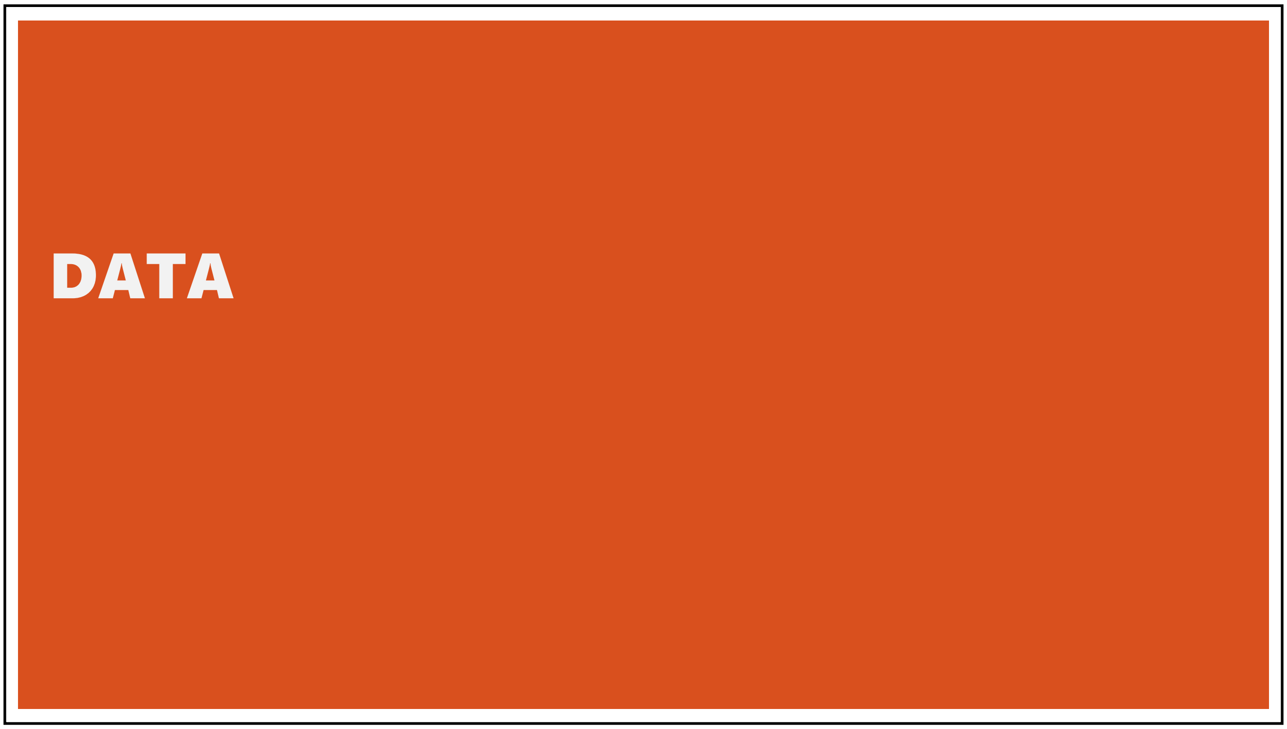

DATA

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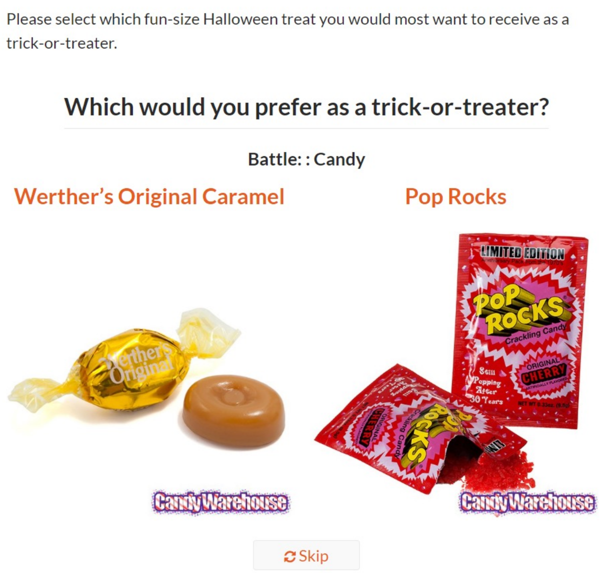

Please select which fun-size Halloween treat you would most want to receive as a trick-or-treater.

Which would you prefer as a trick-or-treater?

Battle: : Candy

Werther's Original Caramel

Pop Rocks

http://walthickey.com/2017/10/18/whats-the-best-halloween-candy/

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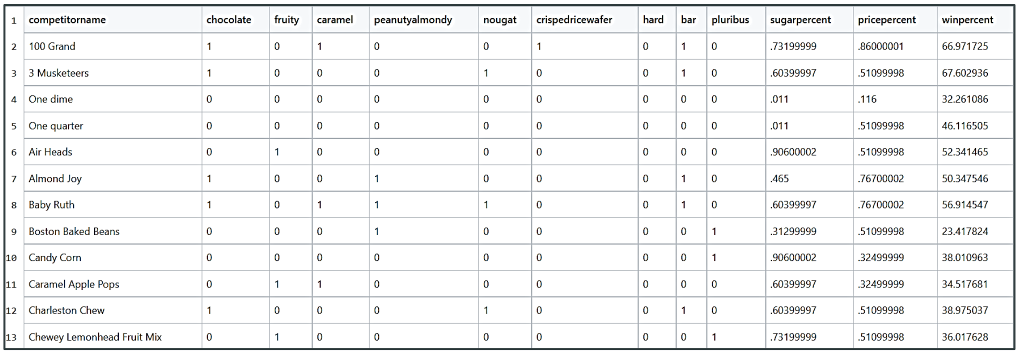
DATA TABLE

Halloween Candy Power Ranking Dataset



1	competitorname	chocolate	fruity	caramel	peanutyalmondy	nougat	crispedricewafer	hard	bar	pluribus	sugarpercent	pricepercent	winpercent
2	100 Grand	1	0	1	0	0	1	0	1	0	.73199999	.86000001	66.971725
3	3 Musketeers	1	0	0	0	1	0	0	1	0	.60399997	.51099998	67.602936
4	One dime	0	0	0	0	0	0	0	0	0	.011	.116	32.261086
5	One quarter	0	0	0	0	0	0	0	0	0	.011	.51099998	46.116505
6	Air Heads	0	1	0	0	0	0	0	0	0	.90600002	.51099998	52.341465
7	Almond Joy	1	0	0	1	0	0	0	1	0	.465	.76700002	50.347546
8	Baby Ruth	1	0	1	1	1	0	0	1	0	.60399997	.76700002	56.914547
9	Boston Baked Beans	0	0	0	1	0	0	0	0	1	.31299999	.51099998	23.417824
10	Candy Corn	0	0	0	0	0	0	0	0	1	.90600002	.32499999	38.010963
11	Caramel Apple Pops	0	1	1	0	0	0	0	0	0	.60399997	.32499999	34.517681
12	Charleston Chew	1	0	0	0	1	0	0	1	0	.60399997	.51099998	38.975037
13	Chewey Lemonhead Fruit Mix	0	1	0	0	0	0	0	0	1	.73199999	.51099998	36.017628

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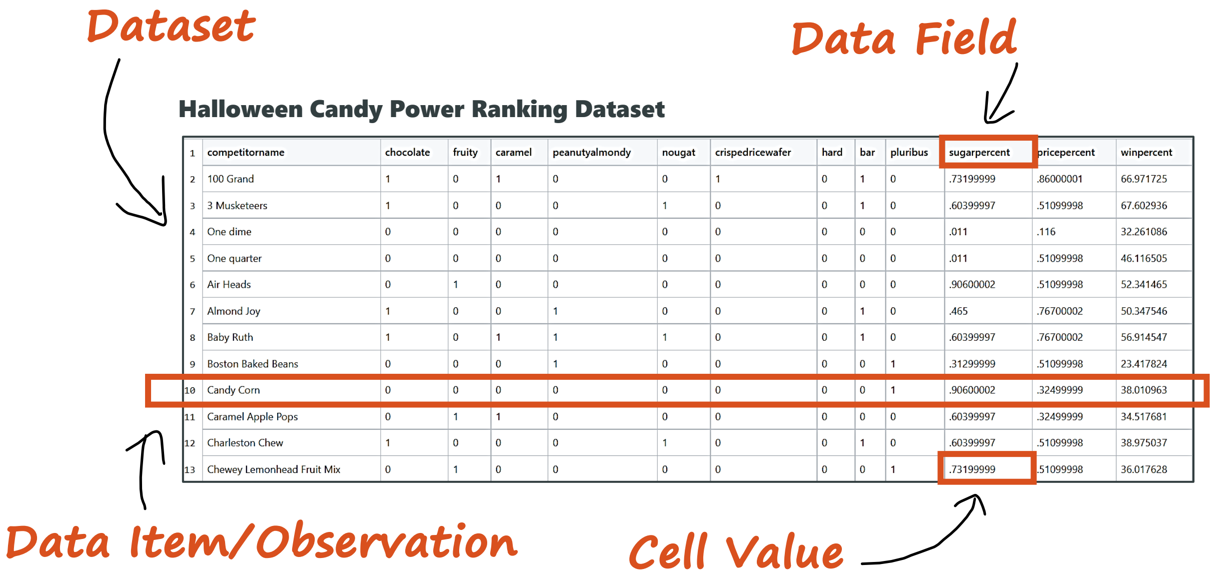


Dataset

Data Field

Halloween Candy Power Ranking Dataset

1	competitorname	chocolate	fruity	caramel	peanutyalmondy	nougat	crispedricewafer	hard	bar	pluribus	sugarpercent	pricepercent	winpercent
2	100 Grand	1	0	1	0	0	1	0	1	0	.73199999	.86000001	66.971725
3	3 Musketeers	1	0	0	0	1	0	0	1	0	.60399997	.51099998	67.602936
4	One dime	0	0	0	0	0	0	0	0	0	.011	.116	32.261086
5	One quarter	0	0	0	0	0	0	0	0	0	.011	.51099998	46.116505
6	Air Heads	0	1	0	0	0	0	0	0	0	.90600002	.51099998	52.341465
7	Almond Joy	1	0	0	1	0	0	0	1	0	.465	.76700002	50.347546
8	Baby Ruth	1	0	1	1	1	0	0	1	0	.60399997	.76700002	56.914547
9	Boston Baked Beans	0	0	0	1	0	0	0	0	1	.31299999	.51099998	23.417824
10	Candy Corn	0	0	0	0	0	0	0	0	1	.90600002	.32499999	38.010963
11	Caramel Apple Pops	0	1	1	0	0	0	0	0	0	.60399997	.32499999	34.517681
12	Charleston Chew	1	0	0	0	1	0	0	1	0	.60399997	.51099998	38.975037
13	Chewey Lemonhead Fruit Mix	0	1	0	0	0	0	0	0	1	.73199999	.51099998	36.017628

Data Item/Observation

Cell Value

https://fivethirtyeight.com/videos/the-ultimate-halloween-candy-power-ranking/

TIDY DATA [Wickham 2014]

How do rows and columns, match up with data fields, and observations?

In ***tidy data***

1. Each field forms a column
2. Each observation forms a row
3. Each type of observational unit forms a table

Flexible starting point for analysis, transformation, and visualization

Data models are formal descriptions

Math: Sets with operations on them

Example: integers with + and × operators

Conceptual models are mental constructions

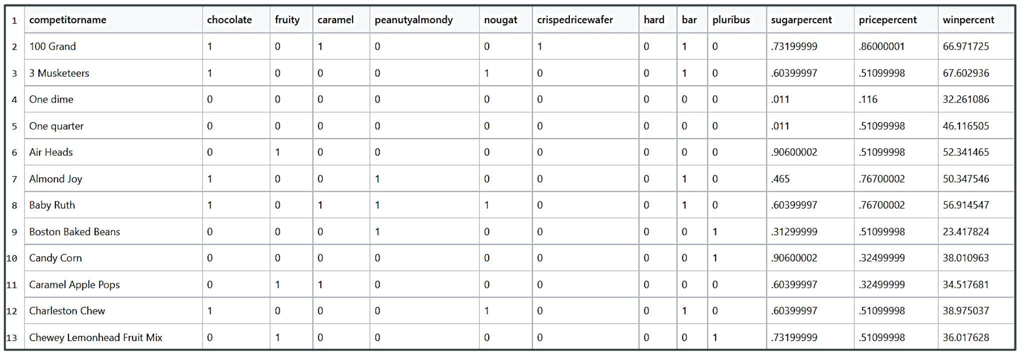
Include semantics and support reasoning

Examples (data vs. conceptual)

1D floats vs. temperature

3D vector of floats vs. spatial location

DATA MODEL



1	competitorname	chocolate	fruity	caramel	peanutyalmondy	nougat	crispedricewafer	hard	bar	pluribus	sugarpercent	pricepercent	winpercent
2	100 Grand	1	0	1	0	0	1	0	1	0	.73199999	.86000001	66.971725
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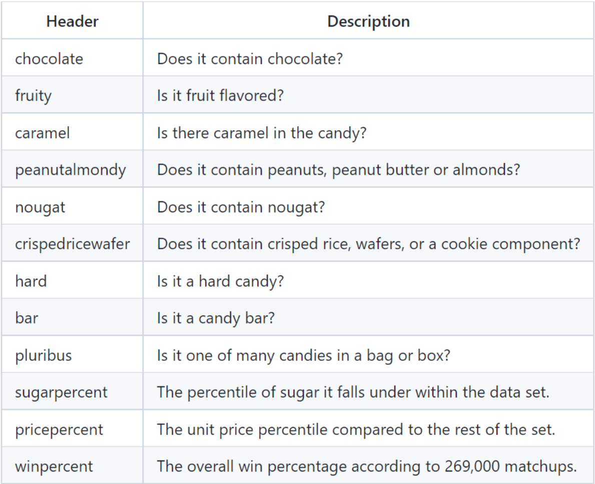
13	Chewey Lemonhead Fruit Mix	0	1	0	0	0	0	0	0	1	.73199999	.51099998	36.017628
	string	bool	bool	bool	bool	bool	bool	bool	bool	bool	float	float	float

How is data stored in the database?

https://github.com/fivethirtyeight/data/tree/master/candy-power-ranking

CONCEPTUAL MODEL



Header	Description
chocolate	Does it contain chocolate?
fruity	Is it fruit flavored?
caramel	Is there caramel in the candy?
peanutalmondy	Does it contain peanuts, peanut butter or almonds?
nougat	Does it contain nougat?
crispedricewafer	Does it contain crisped rice, wafers, or a cookie component?
hard	Is it a hard candy?
bar	Is it a candy bar?
pluribus	Is it one of many candies in a bag or box?
sugarpercent	The percentile of sugar it falls under within the data set.
pricepercent	The unit price percentile compared to the rest of the set.
winpercent	The overall win percentage according to 269,000 matchups.

https://github.com/fivethirtyeight/data/tree/master/candy-power-ranking

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CONCEPTUAL MODEL

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hard	Is it a hard candy?
bar	Is it a candy bar?
pluribus	Is it one of many candies in a bad?
sugarpercent	The percentile of sugar (across dataset)
pricepercent	The unit price percentile (across dataset)
winpercent	The overall win percentage in 269K contests

Domain specific understanding about the data

Supports analysis and reasoning

https://github.com/fivethirtyeight/data/tree/master/candy-power-ranking

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On the theory of
scales of measurements
S. S. Stevens, 1946

DATA TYPES

N - Nominal (labels)

Fruits: Apples, oranges, …
Operations: =, ≠

O - Ordered

Quality of meat: Grade A, AA, AAA
Operations: =, ≠, <, >

Q - Interval (location of zero arbitrary)

Dates: Jan, 19, 2016; Loc.: (LAT 33.98, LON -118.45)
Like a geometric point. Cannot compare directly
Only differences (i.e. intervals) may be compared
Operations =, ≠, <, >, -

Q - Ratio (location of zero fixed)

Physical measurement: Length, Mass, …
Counts and amounts
Like a geometric vector, origin is meaningful
Operations: =, ≠, <, >, -, ÷

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NOMINAL, ORDINAL, QUANTITATIVE

Header	Description	
competitorname	Name of candy	**N**
chocolate	Does it contain chocolate?	**N** (maybe O)
fruity	Is it fruit flavored?	**N** (maybe O)
caramel	Is there caramel in the candy?	**N** (maybe O)
peanutalmondy	Does it contain peanuts or almonds?	**N** (maybe O)
nougat	Does it contain nougat?	**N** (maybe O)
crispedricewafer	Does it contain crisped rice or cookies?	**N** (maybe O)
hard	Is it a hard candy?	**N** (maybe O)
bar	Is it a candy bar?	**N** (maybe O)
pluribus	Is it one of many candies in a bad?	**N** (maybe O)
sugarpercent	The percentile of sugar (across dataset)	**Q-Ratio**
pricepercent	The unit price percentile (across dataset)	**Q-Ratio**
winpercent	The overall win percentage in 269K contests	**Q-Ratio**

https://github.com/fivethirtyeight/data/tree/master/candy-power-ranking

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DATA TYPES

DIMENSIONS

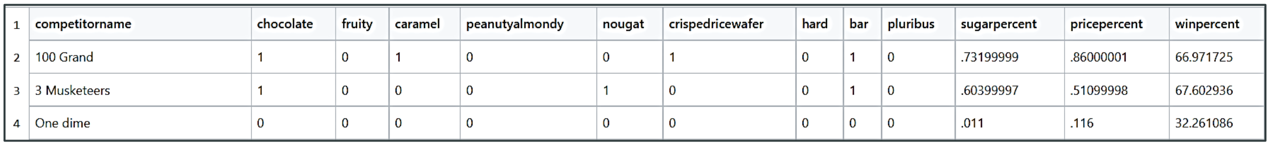
Dimensions are often the **independent** variables

Dimensions contain **qualitative values that describe the data item** (such as names, dates, or geographical data)

MEASURES

Measures are often the **dependent** variables

Measures contain numeric, **quantitative values that you can measure**. Measures can be aggregated (sum, count, average, std. deviation).



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4	One dime	0	0	0	0	0	0	0	0	0	.011	.116	32.261086

NOTE: Distinction is not strict. The same variable may be treated either way depending on the task

DIMENSION OR MEASURE

Header	**Description**
competitorname	Name of candy
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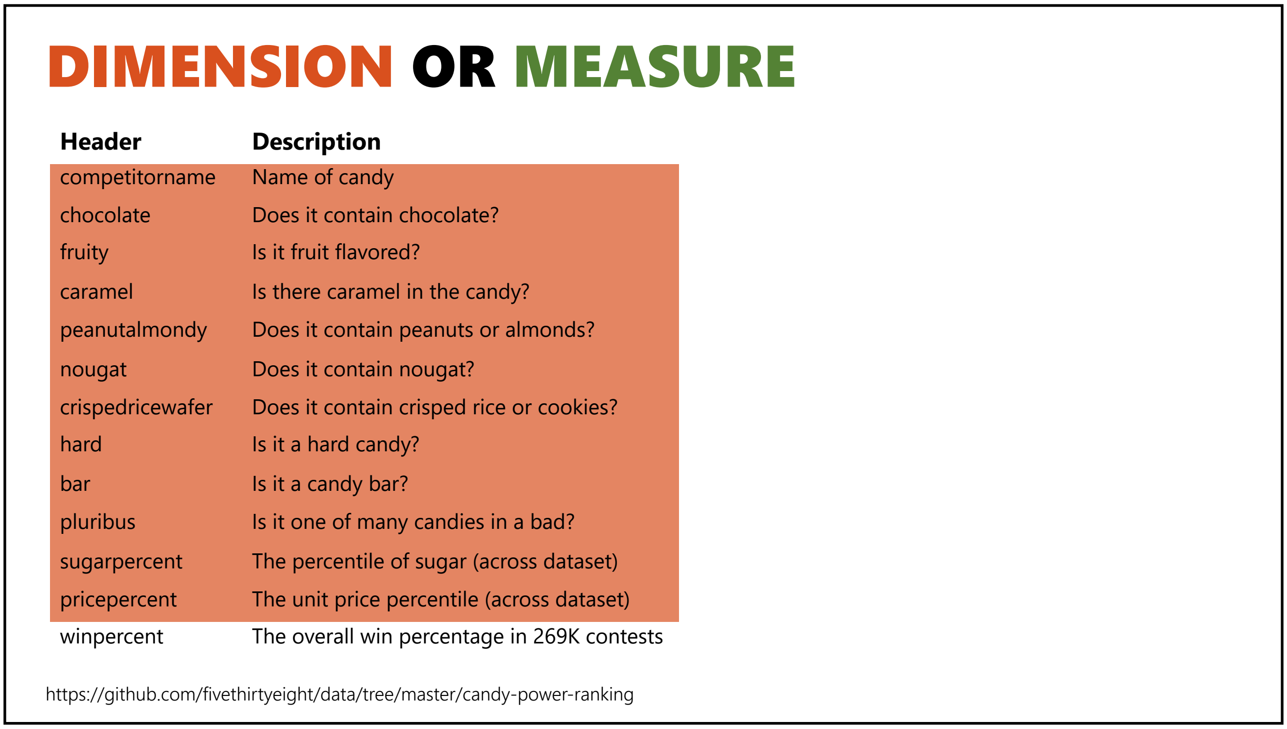

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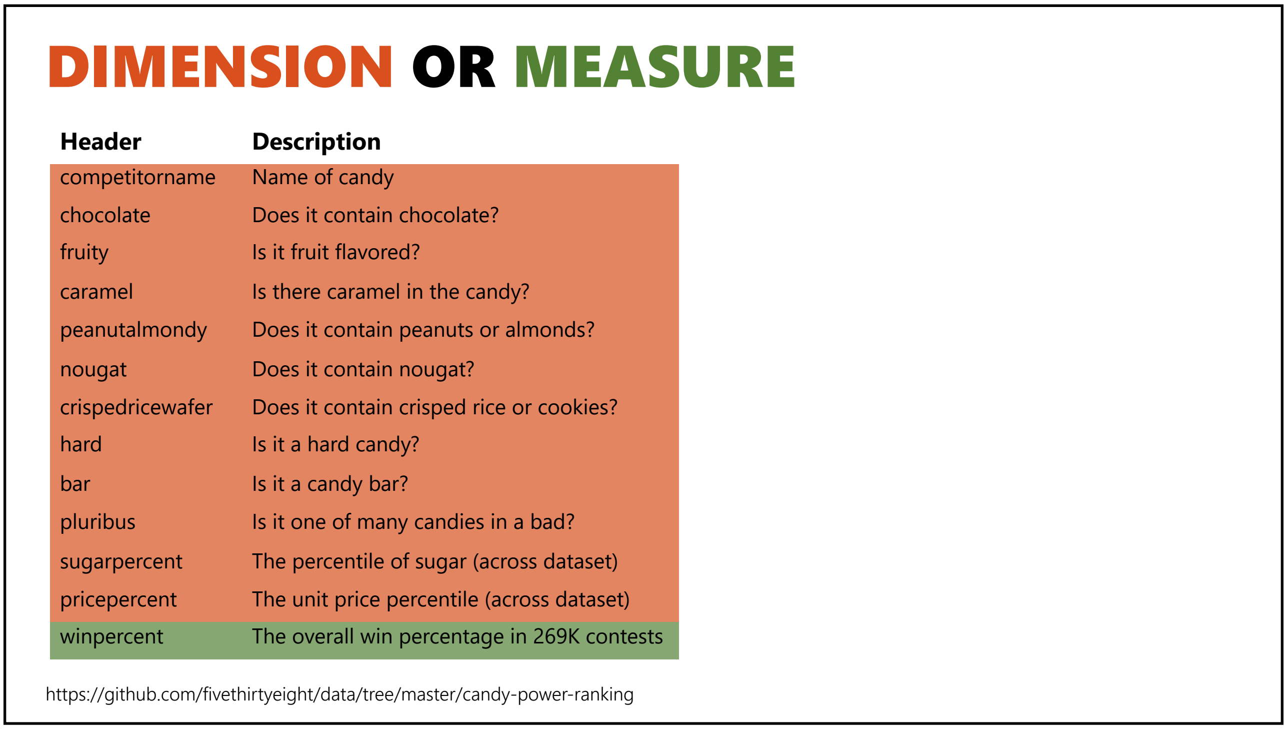

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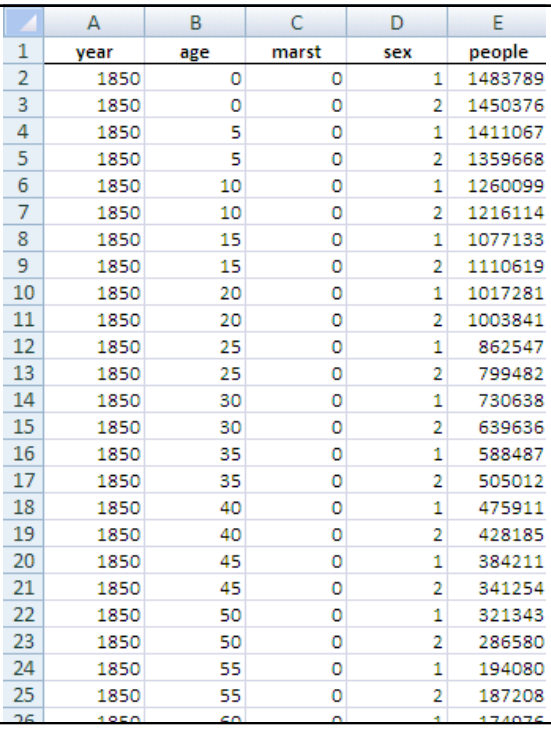
U.S. CENSUS DATA

People Count: # of people in group
Year: 1850 – 2000 (every decade)
Age: 0 – 90+
Sex: Male, Female
Marital Status: Single, Married, Divorced, …

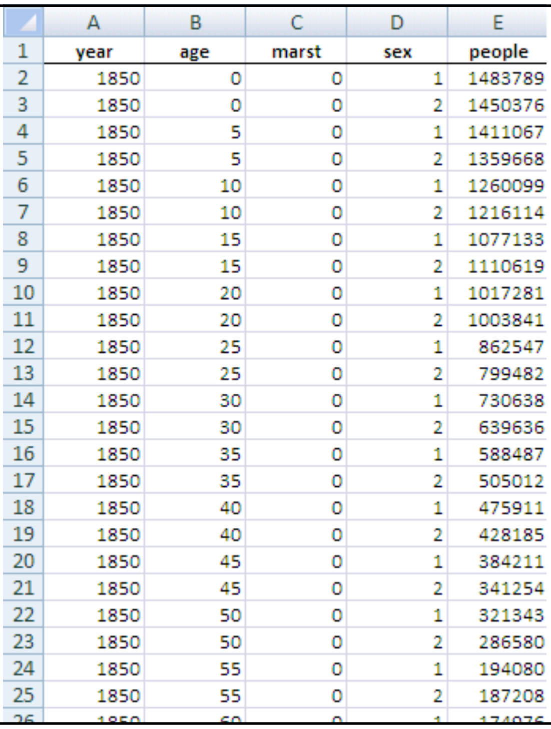
2348 data points



	A	B	C	D	E
1	year	age	marst	sex	people
2	1850	0	0	1	1483789
3	1850	0	0	2	1450376
4	1850	5	0	1	1411067
5	1850	5	0	2	1359668
6	1850	10	0	1	1260099
7	1850	10	0	2	1216114
8	1850	15	0	1	1077133
9	1850	15	0	2	1110619
10	1850	20	0	1	1017281
11	1850	20	0	2	1003841
12	1850	25	0	1	862547
13	1850	25	0	2	799482
14	1850	30	0	1	730638
15	1850	30	0	2	639636
16	1850	35	0	1	588487
17	1850	35	0	2	505012
18	1850	40	0	1	475911
19	1850	40	0	2	428185
20	1850	45	0	1	384211
21	1850	45	0	2	341254
22	1850	50	0	1	321343
23	1850	50	0	2	286580
24	1850	55	0	1	194080
25	1850	55	0	2	187208
26	1850	60	0	1	174076

CENSUS N, O, Q

People Count: Q-Ratio
Year: Q-Interval (maybe O)
Age: Q-Ratio (maybe O)
Sex: N
Marital Status: N



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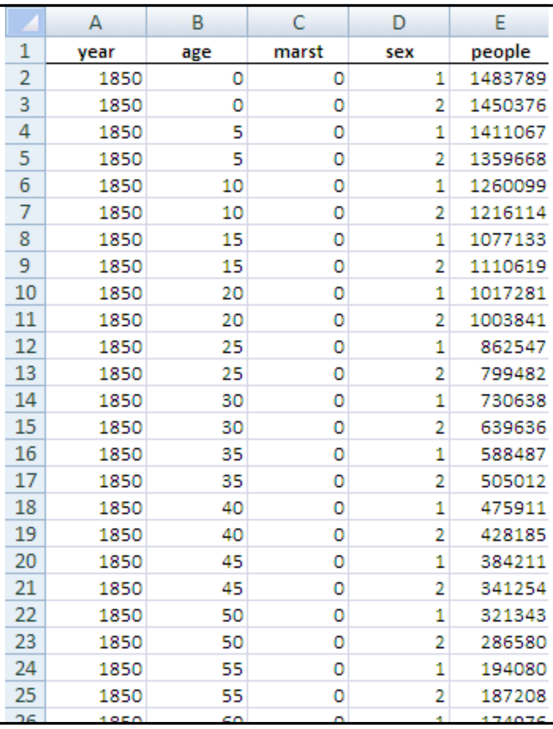
24	1850	55	0	1	194080
25	1850	55	0	2	187208
26	1850	60	0	1	174076

CENSUS DIM., MEAS.

People Count: Measure
Year: Dimension
Age: Depends!
Sex: Dimension
Marital Status: Dimension



	A	B	C	D	E
1	year	age	marst	sex	people
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DATA TABLES & TRANSFORMATIONS

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RELATIONAL ALGEBRA [Codd 1970] / SQL

Operations on data tables: table(s) in, table out

Projection (SELECT) – select a set of columns

Selection (WHERE) – filter rows

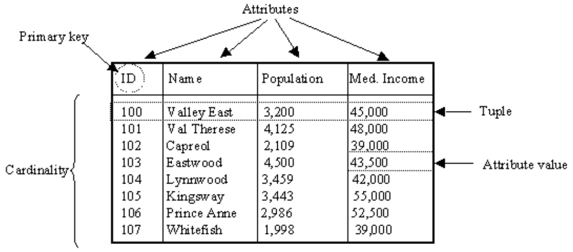
Sorting (ORDER BY) – order rows

Aggregation (GROUP BY, SUM, MIN, …)

partition rows into groups and summarize

Combination (JOIN, UNION, …)

integrate data from multiple tables



ID	Name	Population	Med. Income
100	Valley East	3,200	45,000
101	Val Therese	4,125	48,000
102	Capreol	2,109	39,000
103	Eastwood	4,500	43,500
104	Lynnwood	3,459	42,000
105	Kingsway	3,443	55,000
106	Prince Anne	2,986	52,500
107	Whitefish	1,998	39,000

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RELATIONAL ALGEBRA [Codd 1970] / SQL

Projection (SELECT) – select a set of columns

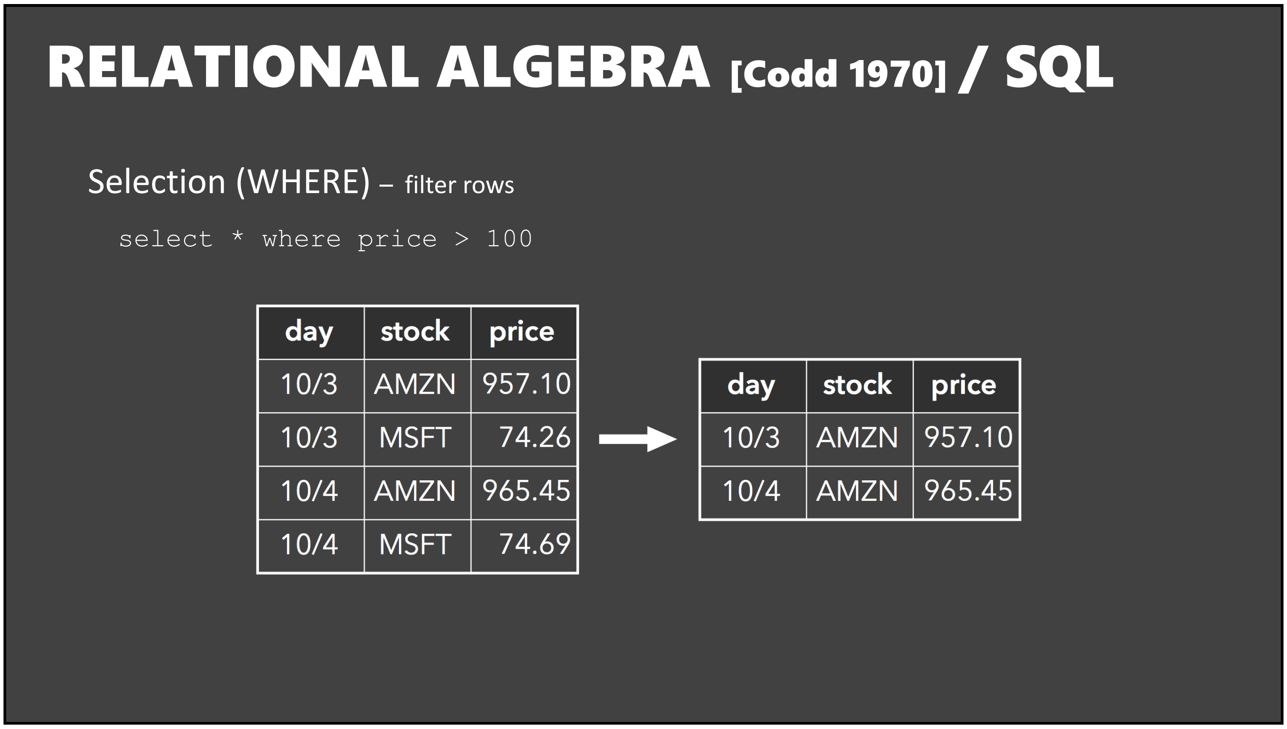
```
select day, stock
```

day	stock	price
10/3	AMZN	957.10
10/3	MSFT	74.26
10/4	AMZN	965.45
10/4	MSFT	74.69

→

day	stock
10/3	AMZN
10/3	MSFT
10/4	AMZN
10/4	MSFT

29



RELATIONAL ALGEBRA [Codd 1970] / SQL

Selection (WHERE) – filter rows

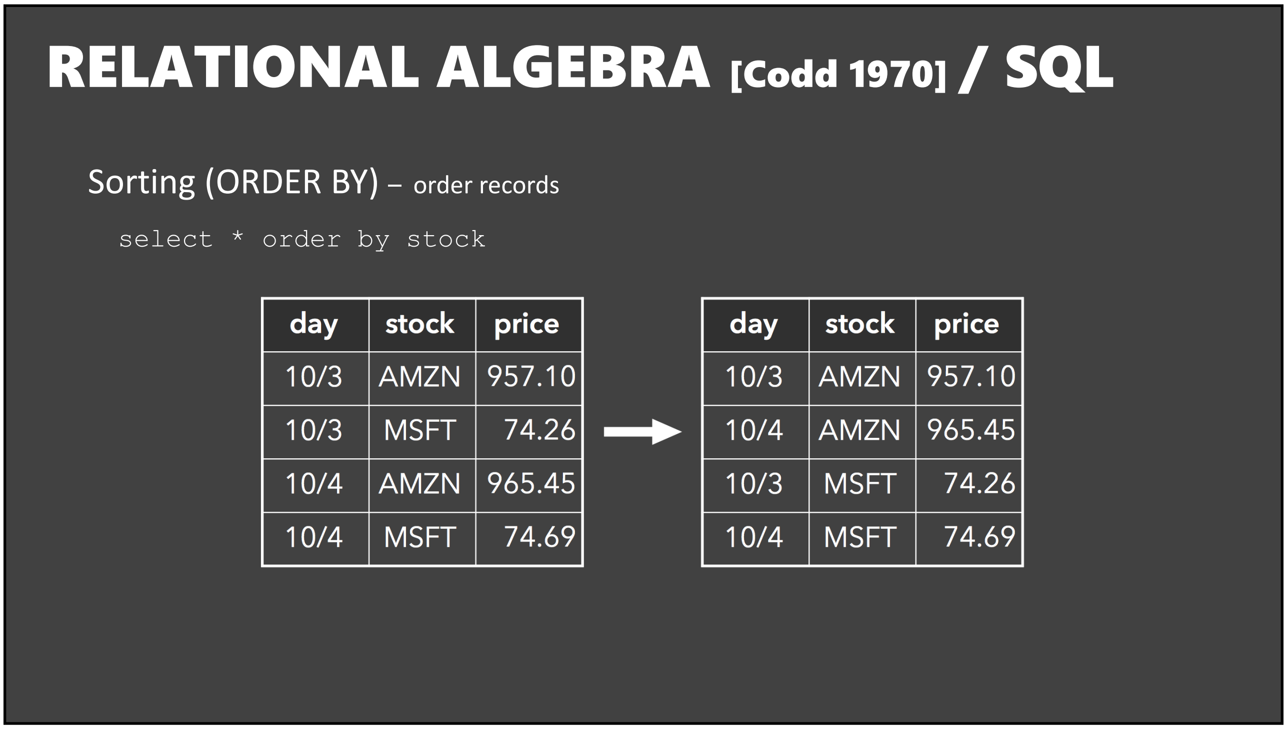
```
select * where price > 100
```

day	stock	price
10/3	AMZN	957.10
10/3	MSFT	74.26
10/4	AMZN	965.45
10/4	MSFT	74.69

→

day	stock	price
10/3	AMZN	957.10
10/4	AMZN	965.45

30



RELATIONAL ALGEBRA [Codd 1970] / SQL

Sorting (ORDER BY) – order records

```
select * order by stock
```

day	stock	price
10/3	AMZN	957.10
10/3	MSFT	74.26
10/4	AMZN	965.45
10/4	MSFT	74.69

→

day	stock	price
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10/4	AMZN	965.45
10/3	MSFT	74.26
10/4	MSFT	74.69

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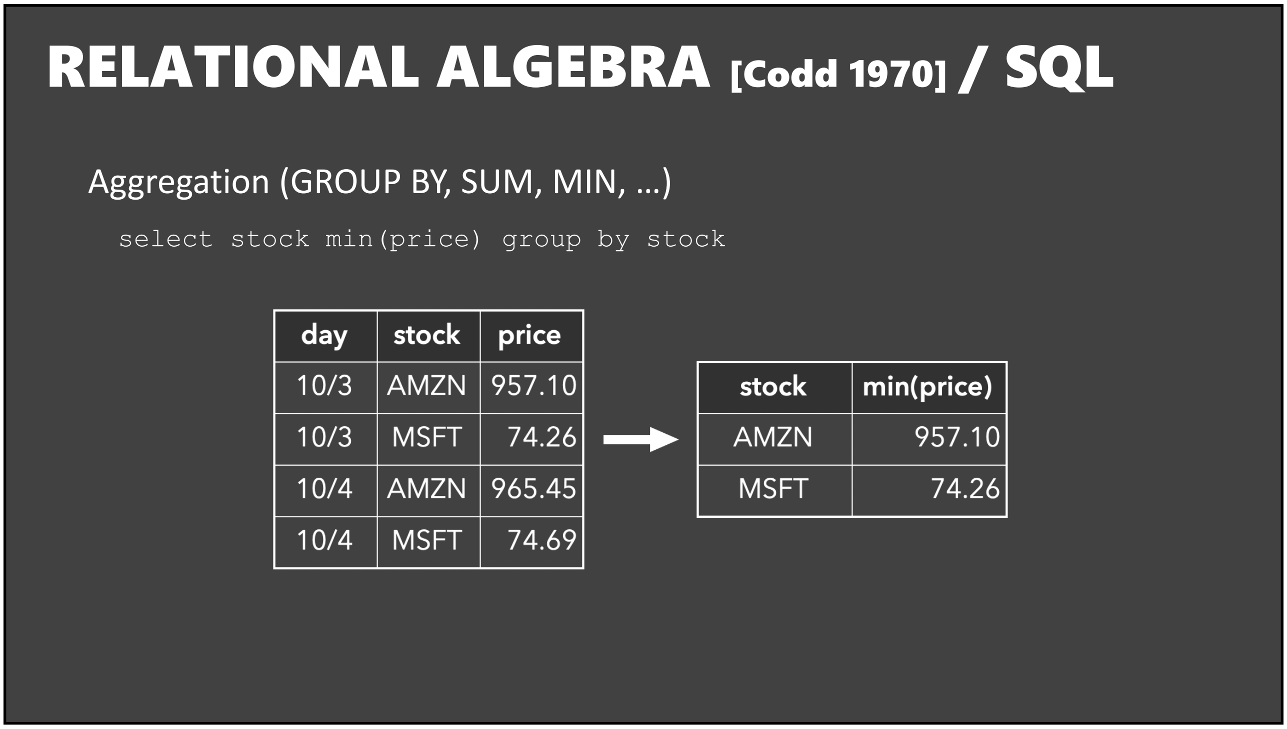


RELATIONAL ALGEBRA [Codd 1970] / SQL

Aggregation (GROUP BY, SUM, MIN, …)

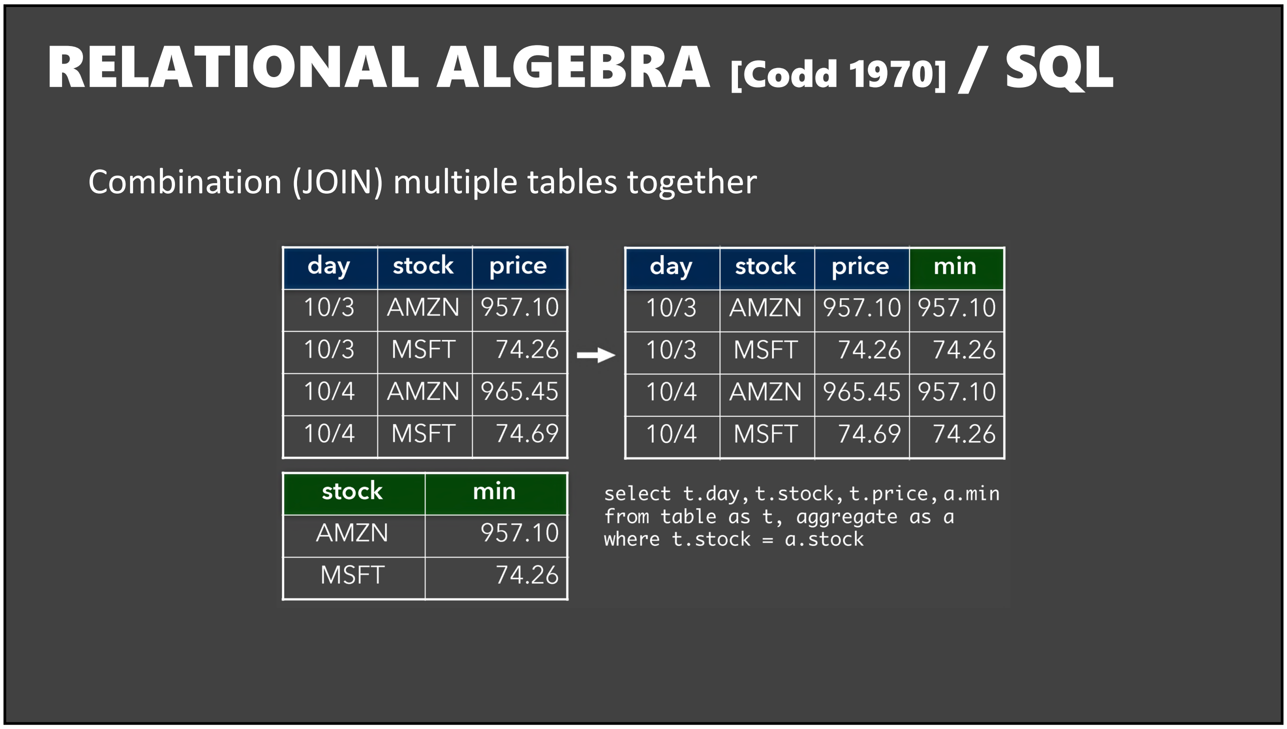
```
select stock min(price) group by stock
```

day	stock	price
10/3	AMZN	957.10
10/3	MSFT	74.26
10/4	AMZN	965.45
10/4	MSFT	74.69

→

stock	min(price)
AMZN	957.10
MSFT	74.26

32



RELATIONAL ALGEBRA [Codd 1970] / SQL

Combination (JOIN) multiple tables together

day	stock	price
10/3	AMZN	957.10
10/3	MSFT	74.26
10/4	AMZN	965.45
10/4	MSFT	74.69

stock	min
AMZN	957.10
MSFT	74.26

→

day	stock	price	min
10/3	AMZN	957.10	957.10
10/3	MSFT	74.26	74.26
10/4	AMZN	965.45	957.10
10/4	MSFT	74.69	74.26

```
select t.day, t.stock, t.price, a.min
from table as t, aggregate as a
where t.stock = a.stock
```

33

Original

YEAR	AGE	MARST	SEX	PEOPLE
1850	0	0	1	1,483,789
1850	5	0	1	1,411,067
1860	0	0	1	2,120,846
1860	5	0	1	1,804,467
. . .				

Pivoted or Cross-Tabulation

AGE	MARST	SEX	1850	1860	. . .
0	0	1	1,483,789	2,120,846	. . .
5	0	1	1,411,067	1,804,467	. . .
. . .					

Which format might we prefer? Why?

38

ANNOUNCEMENTS

40

CLASS PARTICIPATION REQUIREMENTS

Complete required **readings** and **notebooks** before class

Attend class and be a part of the in-class discussion

Post at least 1 discussion substantive comment/question per week

- Due by 8pm the following Sunday
- 1 free pass for the quarter

Class home page
https://magrawala.github.io/cs448b-fa23/

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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

- Should be substantive (1-2 paragraphs is typical)

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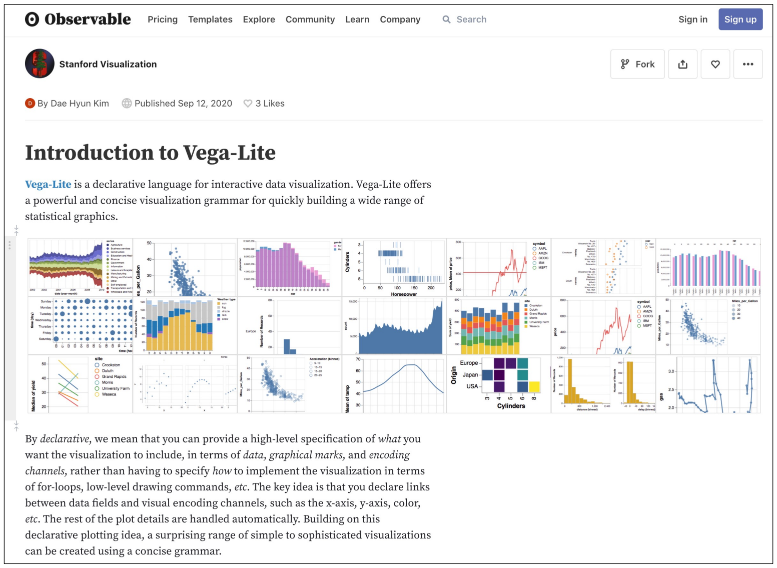
OBSERVABLE NOTEBOOKS / VEGA-LITE



Introduction to Vega-Lite

Vega-Lite is a declarative language for interactive data visualization. Vega-Lite offers a powerful and concise visualization grammar for quickly building a wide range of statistical graphics.

By *declarative*, we mean that you can provide a high-level specification of *what* you want the visualization to include, in terms of *data*, *graphical marks*, and *encoding channels*, rather than having to specify *how* to implement the visualization in terms of for-loops, low-level drawing commands, *etc*. The key idea is that you declare links between data fields and visual encoding channels, such as the x-axis, y-axis, color, *etc*. The rest of the plot details are handled automatically. Building on this declarative plotting idea, a surprising range of simple to sophisticated visualizations can be created using a concise grammar.

Vega-Lite is a *declarative* API for programming visualizations

Do the exercises (fork notebook)

Lec. on Wed 10/4 will assume you have done the 1st three notebooks

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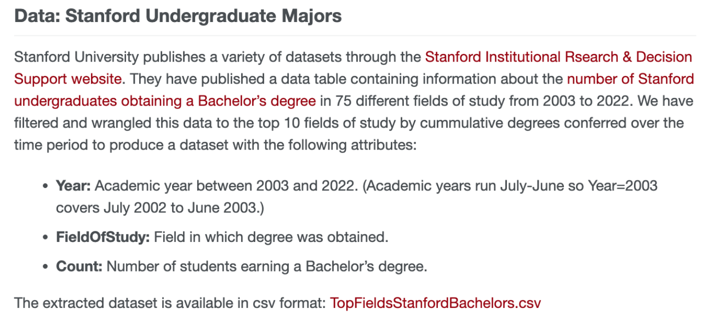
ASSIGNMENT 1: VISUALIZATION DESIGN

Due TODAY

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 Rsearch & 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 cummulative 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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ASSIGNMENT 2: EXP. DATA ANALYSIS

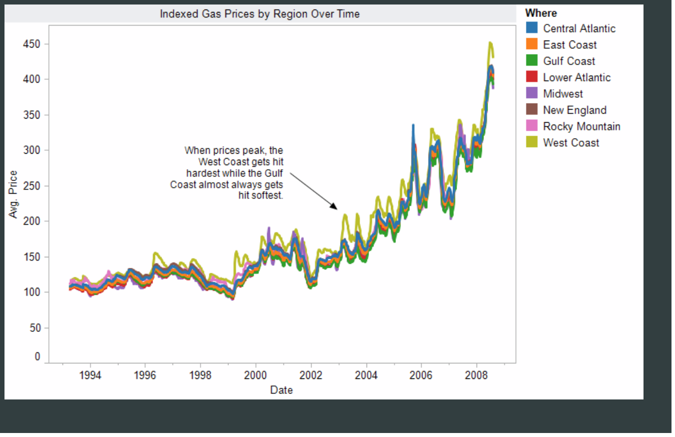
Due 10/16 11:30am

Use Tableau or Vega-Lite to formulate & answer data questions

First steps
- Step 1: Pick domain & data
- Step 2: Pose questions
- Step 3: Profile data
- Iterate as needed

Create visualizations
- See different views of data
- Refine questions

Author a report
- Screenshots of most insightful views (8+)
- Include titles and captions for each view



When prices peak, the West Coast gets hit hardest while the Gulf Coast almost always gets hit softest.

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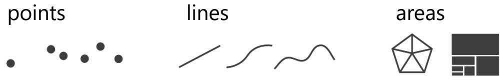
IMAGE

46

Semiology of Graphics
J. Bertin, 1967

MARKS & VISUAL ATTRs

Marks: geometric primitives



Visual Attributes: control mark appearance

Position (2x)

Size

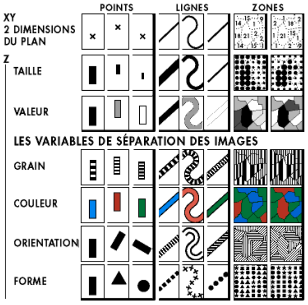
Value

Texture

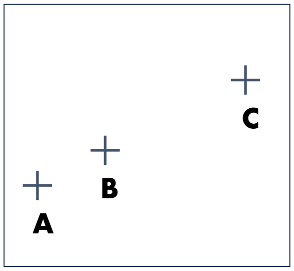
Color

Orientation

Shape



CODING INFORMATION IN POSITION



1. A, B, C are distinguishable
2. Three points are colinear: B between A and C
3. BC is twice as long as AB

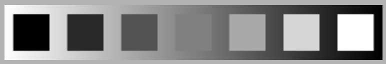
∴ Encode quantitative variables

"Resemblance, order and proportional are the three signfields in graphics." - Bertin

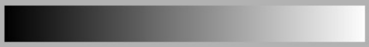
CODING INFORMATION IN COLOR

Value is perceived as ordered

∴ Encode ordinal variables (O)

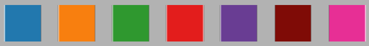


∴ Encode continuous variables (Q) [not as well]



Hue is normally perceived as unordered

∴ Encode nominal variables (N) using color



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BERTIN'S "LEVELS OF ORGANIZATION"

Position	N	O	Q
Size	N	O	Q
Value	N	O	Q
Texture	N	O	
Color	N		
Orientation	N		
Shape	N		

N Nominal
O Ordered
Q Quantitative

Note: Q ⊂ O ⊂ N

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VISUAL ENCODING

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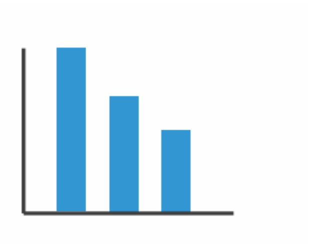
ENCODINGS: MAP DATA to MARK ATTRIBUTES



mark: rect
data → size (height)

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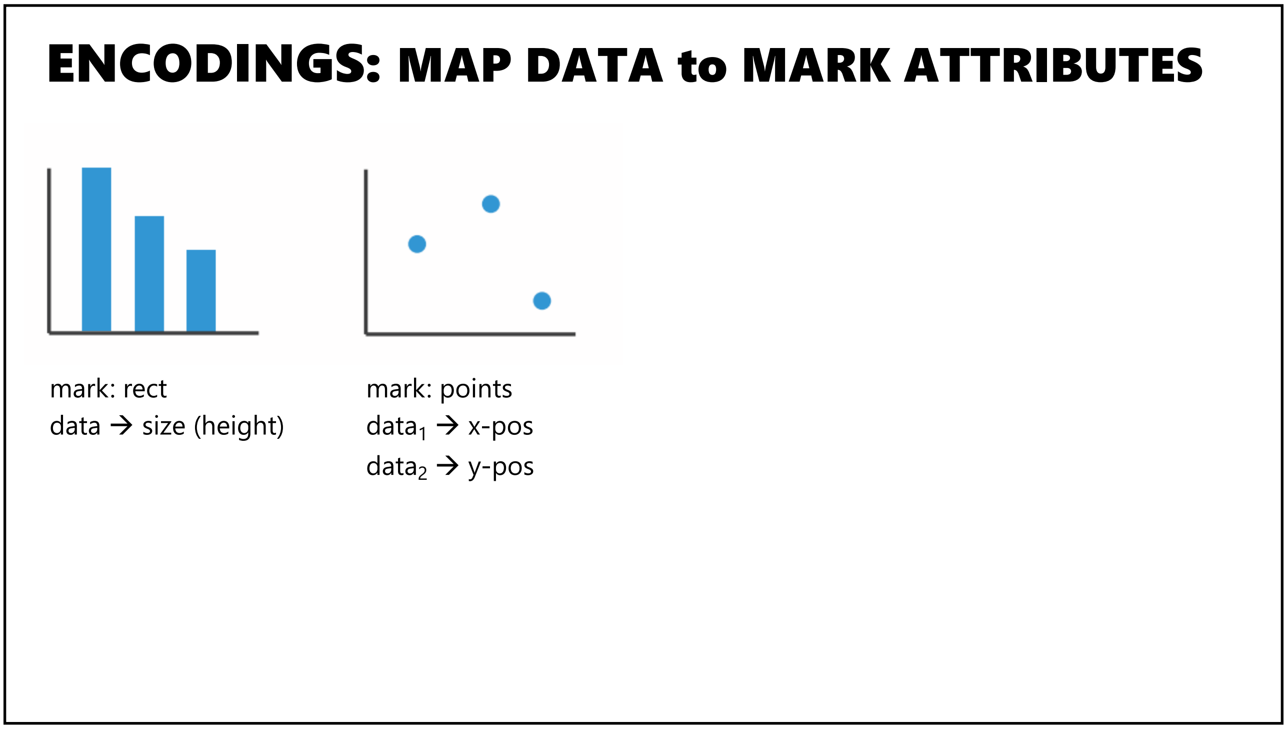
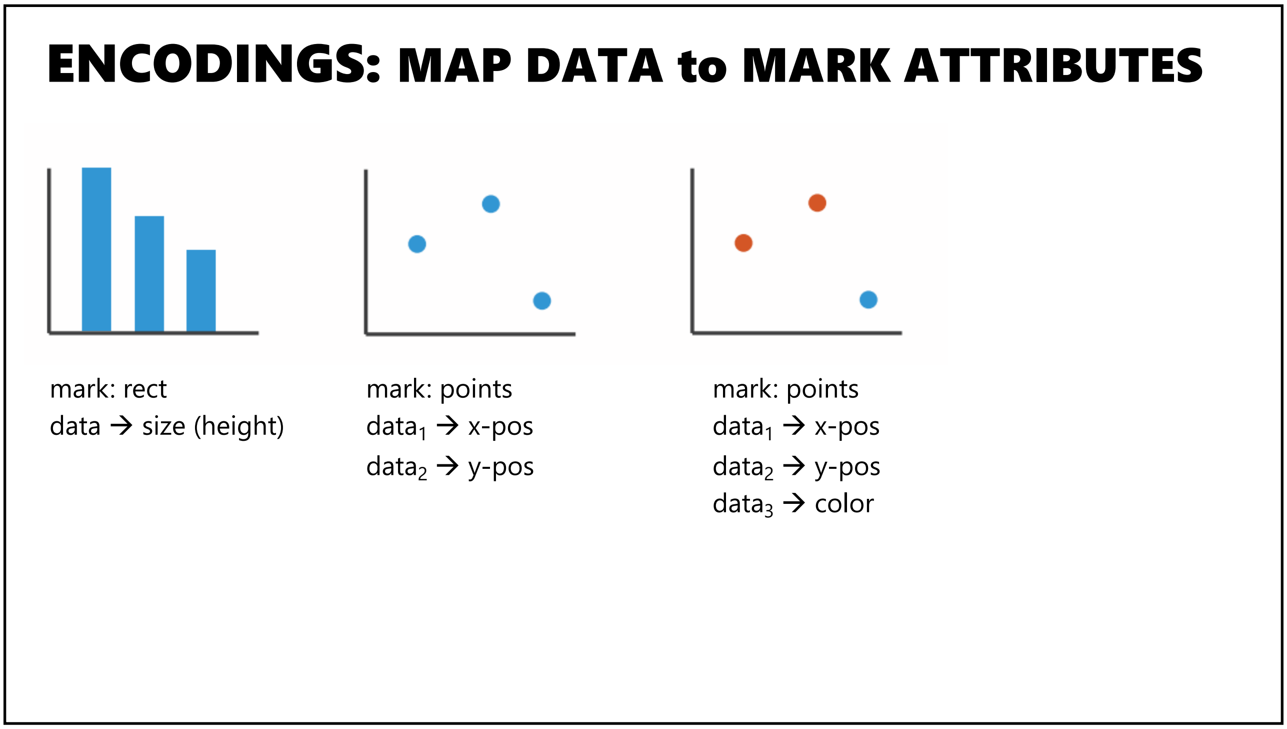


ENCODINGS: MAP DATA to MARK ATTRIBUTES

mark: rect
data → size (height)

mark: points
data$_1$ → x-pos
data$_2$ → y-pos

54



ENCODINGS: MAP DATA to MARK ATTRIBUTES

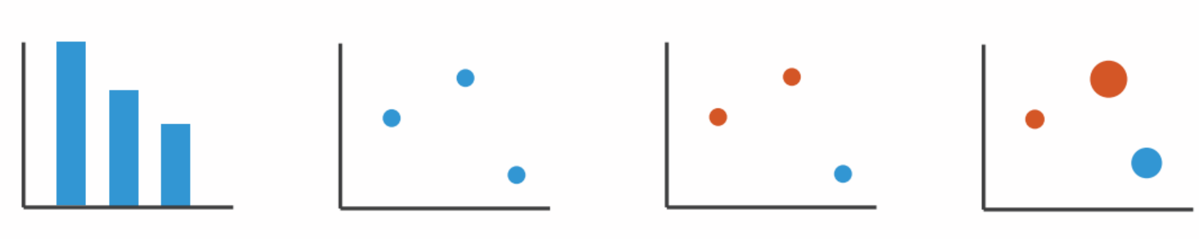
mark: rect
data → size (height)

mark: points
data$_1$ → x-pos
data$_2$ → y-pos

mark: points
data$_1$ → x-pos
data$_2$ → y-pos
data$_3$ → color

55

ENCODINGS: MAP DATA to MARK ATTRIBUTES



mark: rect
data → size (height)

mark: points
data$_1$ → x-pos
data$_2$ → y-pos

mark: points
data$_1$ → x-pos
data$_2$ → y-pos
data$_3$ → color

mark: points
data$_1$ → x-pos
data$_2$ → y-pos
data$_3$ → color
data$_4$ → size

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DECONSTRUCTIONS

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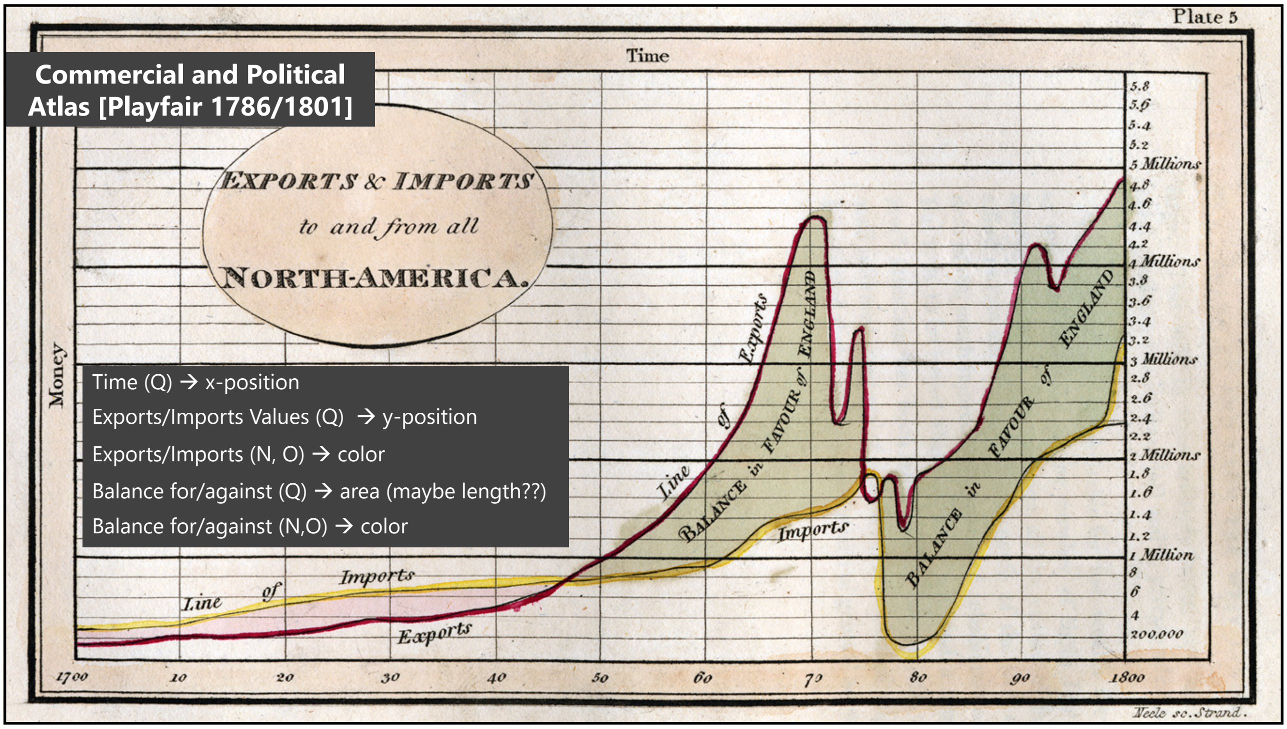

Commercial and Political Atlas [Playfair 1786/1801]

Time (Q) → x-position

Exports/Imports Values (Q) → y-position

Exports/Imports (N, O) → color

Balance for/against (Q) → area (maybe length??)

Balance for/against (N,O) → color

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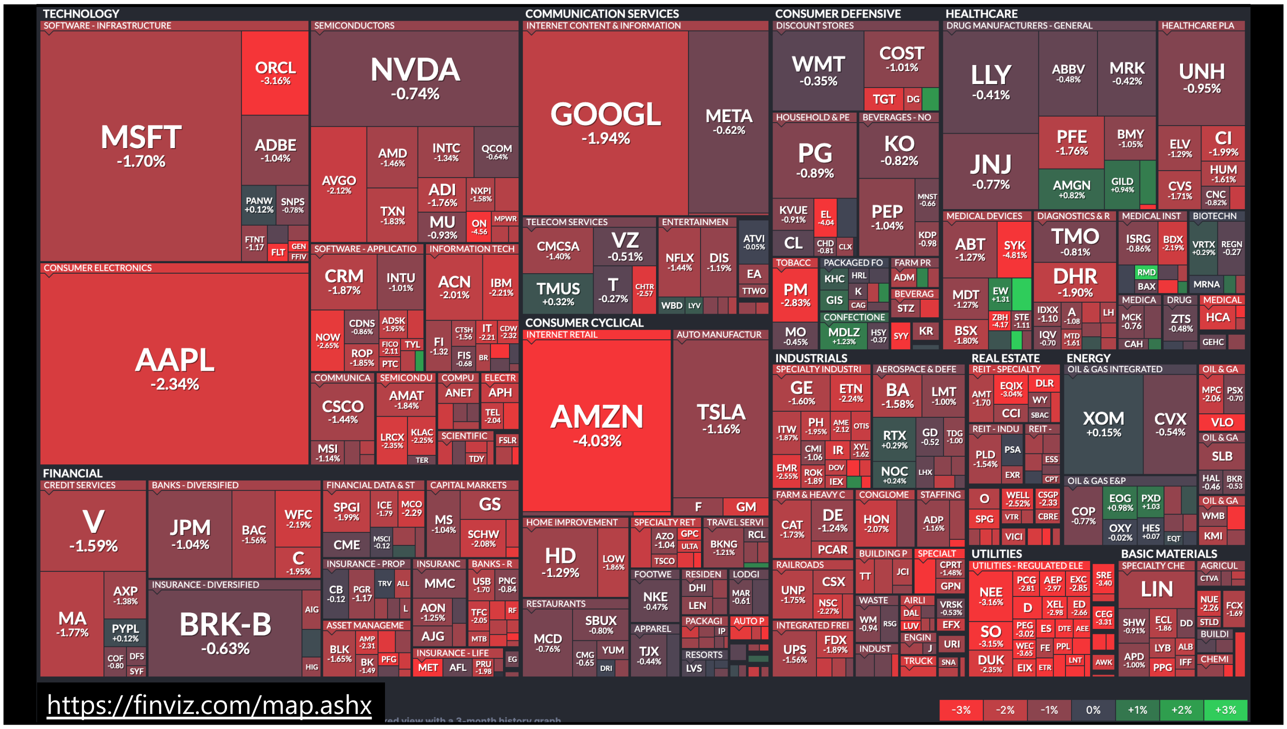

https://finviz.com/map.ashx

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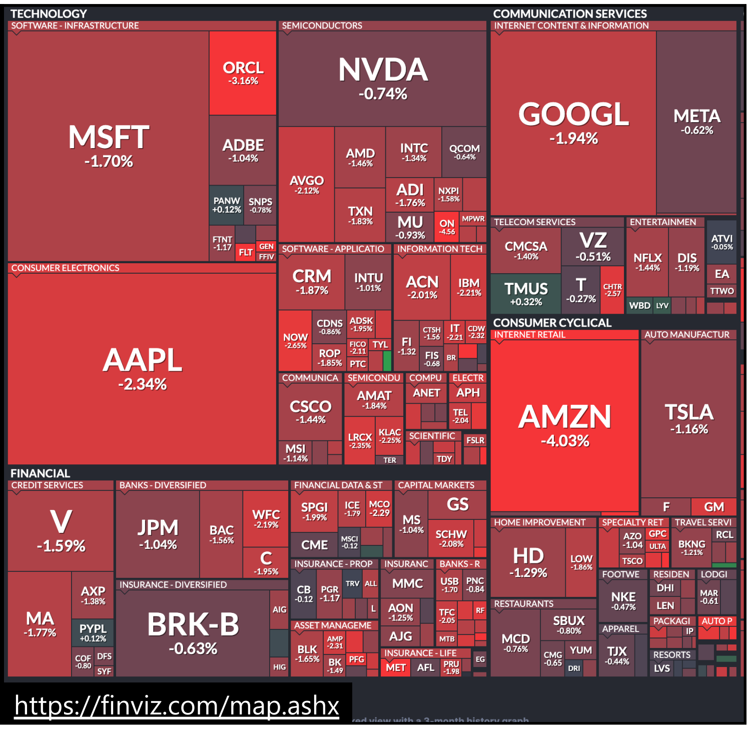
ENCODINGS

market cap (Q) → rectangle size

mkt sector (N), mkt cap (Q) → rect. pos.

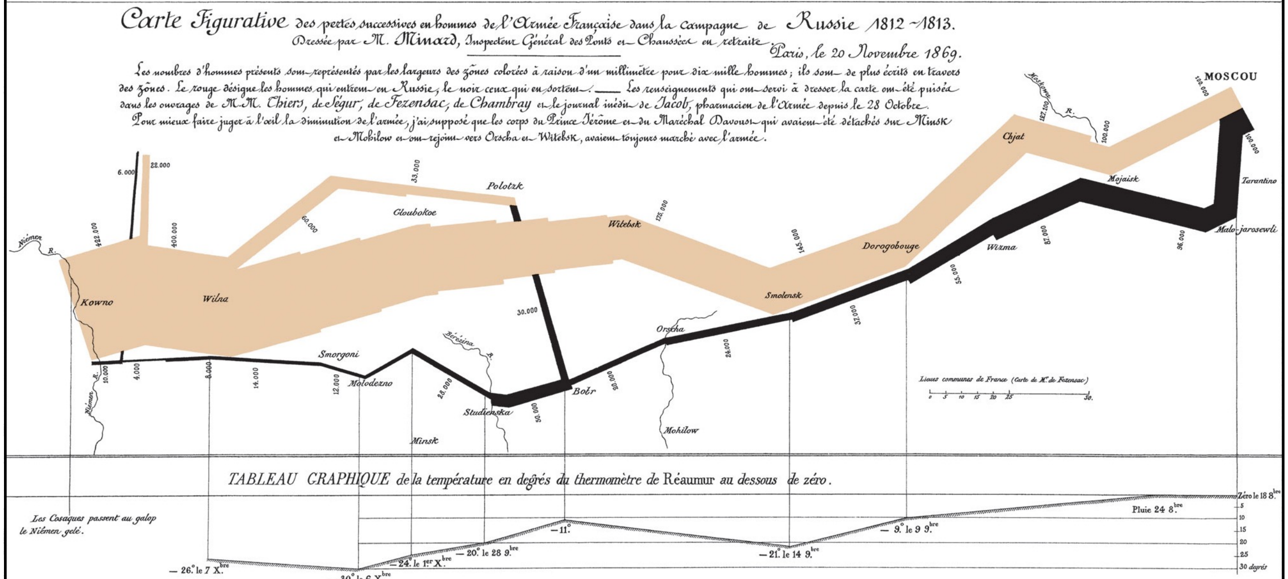
loss vs. gain (N, O) → color hue

magnitude of loss or gain (Q) → color value

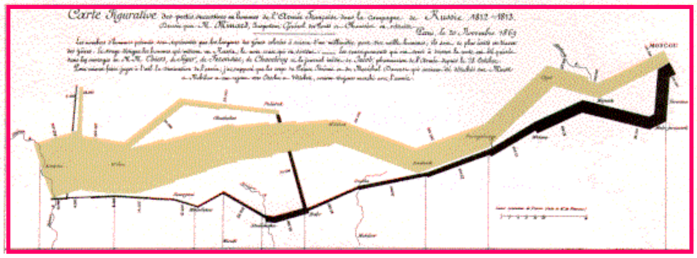


https://finviz.com/map.ashx

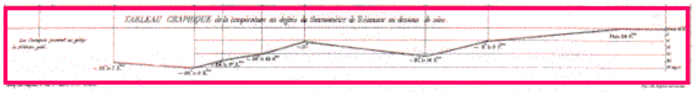
MINARD's MARCH on MOSCOW


Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812–1813.
Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite.
Paris, le 20 Novembre 1869.
MOSCOU
Kowno
Wilna
Smorgoni
Molodezno
Gloubokoe
Polotzk
Witebsk
Smolensk
Dorogobouge
Wizma
Chjat
Mojaisk
Tarantino
Malo-jarosewli
Orscha
Bobr
Studienska
Minsk
Mohilow
TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.
Les Cosaques passent au galop le Niémen gelé.
Pluie 24 8.bre
Zéro le 18 8.bre
– 9.° le 9 9.bre
– 21.° le 14 9.bre
– 11.°
– 20.° le 28 9.bre
– 24.° le 1.er X.bre
– 30.° le 6 X.bre
– 26.° le 7 X.bre

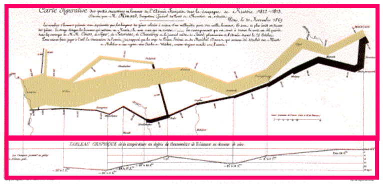
Figurative Map of the successive losses of men of the French army during the Russian Campaign 1812–1813


Carte Figurative des pertes successives en hommes de l'Armée Française dans la Campagne de Russie 1812–1813.
MOSCOU

+



=



64

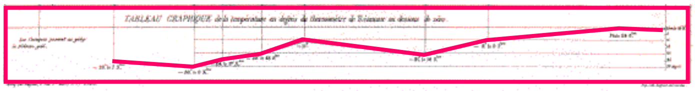
MARK COMPOSITION

temperature (Q) → y-position

+

longitude (Q), time (O) → x-position

=



temp across space & time (Q x Q,O)

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MARK COMPOSITION

latitude (Q) → y-position

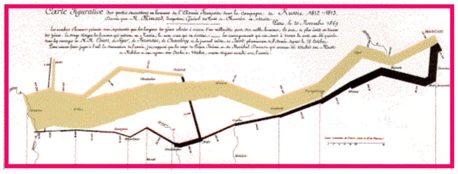
+

longitude (Q) → x-position

+

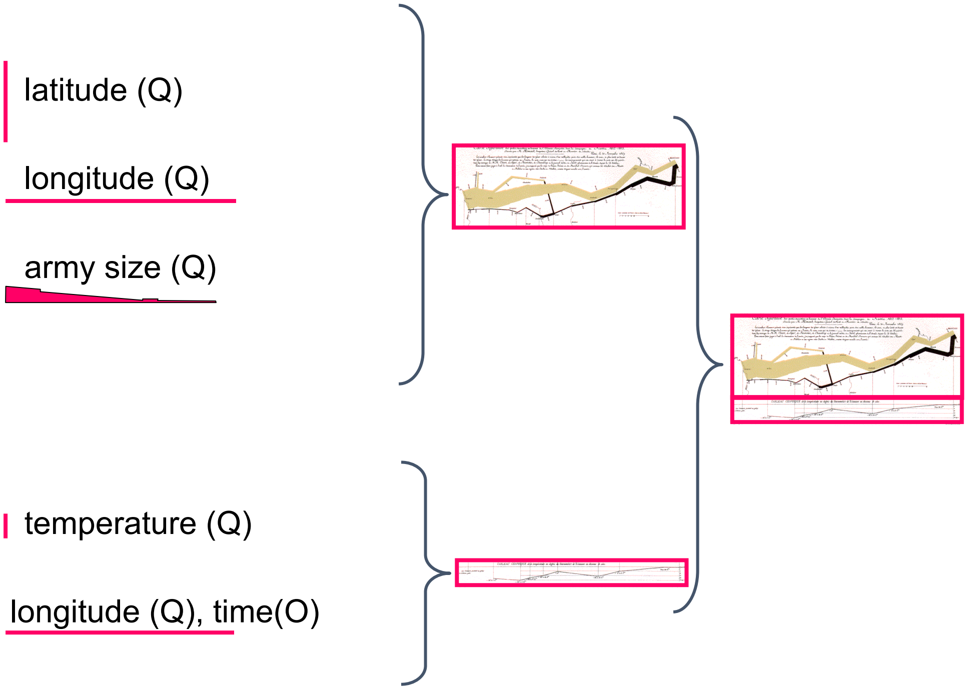
army size (Q) → width

=



army position (Q x Q) and army size (Q)

66



latitude (Q)

longitude (Q)

army size (Q)

temperature (Q)

longitude (Q), time(O)

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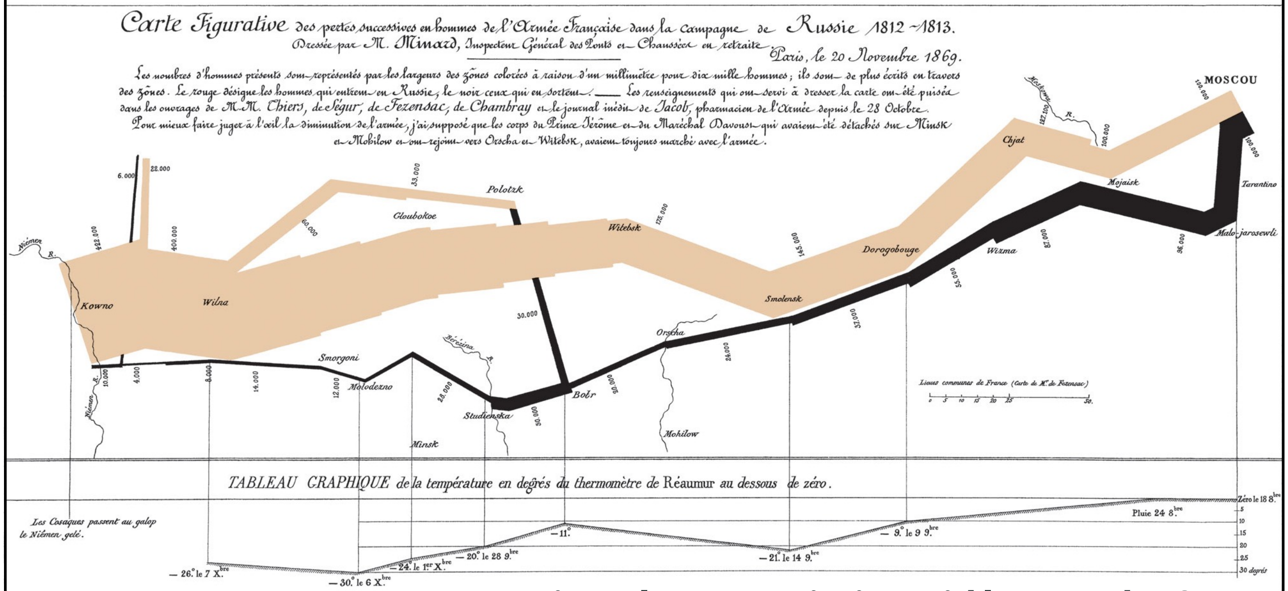
MINARD's MARCH on MOSCOW


Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.
Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite.
Paris, le 20 Novembre 1869.
Les nombres d'hommes présents sont représentés par les largeurs des zônes colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zônes. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. ___ Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M.M. Thiers, de Ségur, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre.
Pour mieux faire juger à l'oeil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davoust qui avaient été détachés sur Minsk et Mobilow et ont rejoint vers Orscha et Witebsk, avaient toujours marché avec l'armée.
MOSCOU
Kowno
Wilna
Smorgoni
Molodezno
Minsk
Studienska
Gloubokoe
Polotzk
Witebsk
Bobr
Orscha
Mohilow
Smolensk
Dorogobouge
Wixma
Chjat
Mojaisk
Tarantino
Malo-jarosewli
Niémen R.
Bérézina R.
Moskowa R.
422.000
400.000
6.000
22.000
60.000
33.000
175.000
145.000
127.100
100.000
100.000
100.000
96.000
87.000
55.000
37.000
24.000
30.000
50.000
28.000
20.000
14.000
12.000
8.000
4.000
10.000
Lieues communes de France (Carte de M. de Fezensac)
TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.
Les Cosaques passent au galop le Niémen gelé.
Zéro le 18 8.bre
Pluie 24 8.bre
— 9.° le 9 9.bre
— 21.° le 14 9.bre
— 11.°
— 20.° le 28 9.bre
— 24.° le 1.er X.bre
— 30.° le 6 X.bre
— 26.° le 7 X.bre
5
10
15
20
25
30 degrés
Autog. par Regnier, 8. Pas. Ste Marie St Gain à Paris.
Lith. Regnier et Dourdet.

Depicts at least 5 quantitative variables. Any others?

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FORMALIZING DESIGN

69

COMBINATORICS OF ENCODINGS

Challenge:

Assume k visual attributes/channels and n data fields

Pick the best encoding from the exponential number of possibilities $(n+1)^k$

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PRINCIPLES

Challenge

Assume k visual attributes/channels and n data fields

Pick the best encoding from the exponential number of possibilities $(n+1)^k$

Principle of Consistency

Properties of image (visual variables) should match properties of data

Principle of Importance Ordering

Encode most important information in the most effective way

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EXPRESSIVENESS CRITERIA [Mackinlay 1986]

Expressiveness

A set of facts is expressible in a visual language if the sentences (i.e., the visualizations) in the language express ***all*** the facts in the set of data, and ***only*** the facts in the data.

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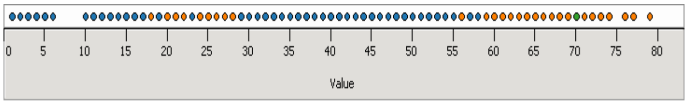
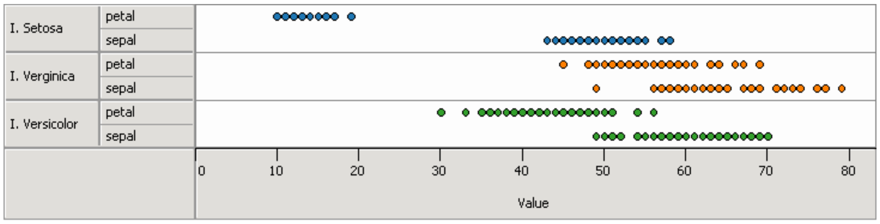
CANNOT EXPRESS ALL THE FACTS

Horizontal dot plot

A one-to-many (1 → N) relation cannot be expressed in a single horizontal dot plot because multiple tuples are mapped to the same position





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EXPRESSES FACTS NOT IN THE DATA

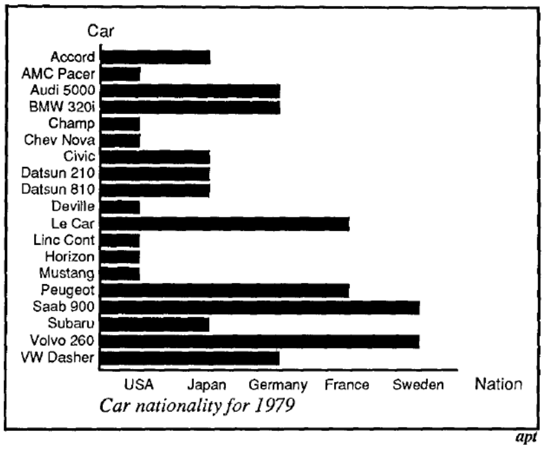


Fig. 11. Incorrect use of a bar chart for the *Nation* relation. The lengths of the bars suggest an ordering on the vertical axis, as if the USA cars were longer or better than the other cars, which is not true for the *Nation* relation.

Length is interpreted as encoding a quantitative value

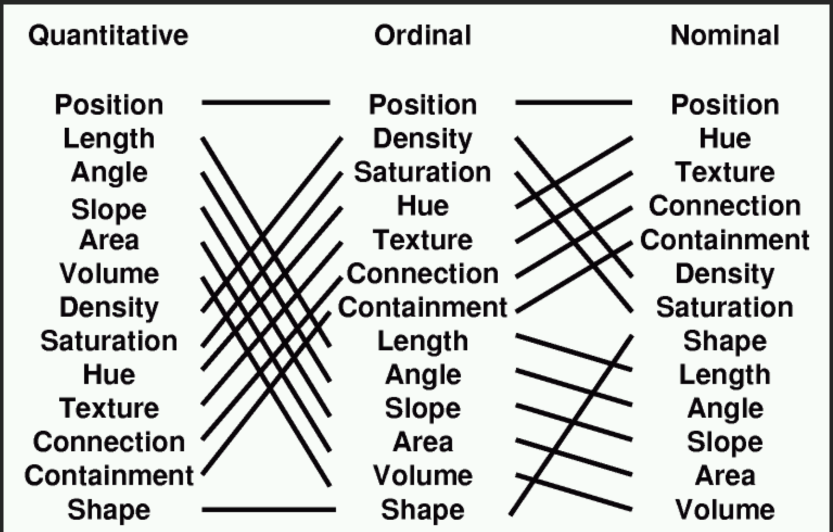
EFFECTIVENESS CRITERIA [Mackinlay 1986]

Effectiveness

A visualization is more effective than another visualization if the information conveyed by one visualization is more readily ***perceived*** than the information in the other visualization.

Subject of the Perception Lecture

MACKINLAY'S RANKING



Quantitative	Ordinal	Nominal
Position	Position	Position
Length	Density	Hue
Angle	Saturation	Texture
Slope	Hue	Connection
Area	Texture	Containment
Volume	Connection	Density
Density	Containment	Saturation
Saturation	Length	Shape
Hue	Angle	Length
Texture	Slope	Angle
Connection	Area	Slope
Containment	Volume	Area
Shape	Shape	Volume

Conjectured *effectiveness* of encodings by data type

AUTOMATIC CHART DESIGN [Mackinlay 1986]

APT – "A Presentation Tool"

User formally specifies data model and type
Input: list of data variables ordered by importance

APT searches over the design space
Tests expressiveness of each visual encoding (rule-based)
Generates encodings that pass test
Rank by perceptual effectiveness criteria

Outputs *most effective* visualization

Automating the design of graphical presentation of relational information
J. Mackinlay, 1986

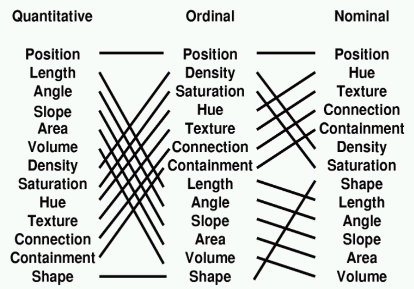
APT [Mackinlay 1986]

Encode most important data using highest ranking visual variable for the data type

Price	Mileage	Weight	Repair
13,500	22	3000	great
7,200	31	1500	ok
11,300	12	4200	terrible
…	…	…	…

→

1. Price (Q)
2. Mileage (Q)
3. Weight (Q)
4. Repair (N)



Quantitative	Ordinal	Nominal
Position	Position	Position
Length	Density	Hue
Angle	Saturation	Texture
Slope	Hue	Connection
Area	Texture	Containment
Volume	Connection	Density
Density	Containment	Saturation
Saturation	Length	Shape
Hue	Angle	Length
Texture	Slope	Angle
Connection	Area	Slope
Containment	Volume	Area
Shape	Shape	Volume

mark: lines

→

Price (Q) → y-pos
Mileage (Q) → x-pos
Weight (Q) → size
Repair (N) → color

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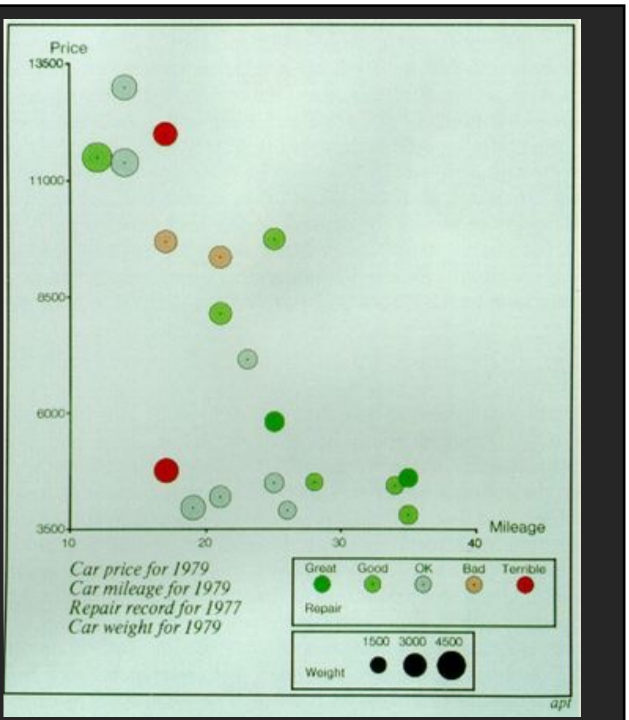
APT [Mackinlay 1986]

Automatically generated chart for cars data

Cars Data

1. Price (Q)
2. Mileage (Q)
3. Weight (Q)
4. Repair (Q)



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LIMITATIONS

Does not cover many visualization techniques

Networks, maps, diagrams

Also, 3D, animation, illustration, …

Does not consider interaction

Does not consider semantics or conventions

Assumes single visualization as output

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SUMMARY

Formal specification

Data model: tidy data, N,O,Q types

Image model: marks, visual attributes/channels

Encodings map data to mark attributes/channels

Choose *expressive* and *effective* encodings

Rule-based test of expressiveness

Perceptual effectiveness rankings

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