Recap of this talk

- NameVoyager
- Many Eyes
- Visualization as a community component

in conclusion, make it a success

Wattenberg (2005)

*Baby names, visualization, and social analysis*

Motivations

- Simple visualization for wife's book
- Wanted to find out why it became an instant hit
- Hoped to begin discussion on social data analysis

Proposed solution

- Name visualization
- Stacked chart with smooth transitions
- Very simple interaction
- Informal post-hoc analysis

Evaluation

- Looked at what people had to say
- Hypothesized success from
  - Target audience
  - Surprise factor
  - Roles of social exploration
    - Achievers, Socializers, Explorers, Killers

Contributions

- A really cool visualization that many people have liked and used
- Design hypothesis for social data analysis
  - Common ground but unique perspective
  - Expressive spectator interface
  - Discovery transfer
- Started discussion on roles in social data analysis

Conclusion

- Accessible
- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Share-able
- Stories

thank you!
<table>
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<tr>
<th>Motivations</th>
<th>Proposed solution</th>
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| • Wanted an open environment for visualization collaboration  
• Desired to improve upon other collaborative tools, and existing website limitations  
• Ease of use  
• Interaction  
• Visualizations  
• Availability / Accessibility | • Web 2.0 online tool (YouTube for visualizations)  
• Open data structure  
• Easily share-able visualizations  
• Built in tools for collaboration  
• Extremely simple, well thought out design  
• Uses non-complex paradigms  
• Interactive  
• Flexible, built-in visualizations | • Tool that allows people all around the world to collaborate on data  
• Tool that is compelling to watch as it is to drive  
• Furthered discussion on asynchronous collaboration  
• Discussed design principles for a general audience |

**Viegas et al (2007)**  
*Many Eyes: A Site for Visualization at Internet Scale*

**Danis et al (2008)**  
*Your Place or Mine? Visualization as a Community Component*

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| • See what people were doing with Many Eyes  
• Discover why a site that didn’t hit “critical mass” still became widely used  
• Determine visualization’s role in the community | • Detailed interviews with 20 random users  
• Bloggers versus non-bloggers  
• Looked at logs | • Visualization to prime discussion elsewhere  
• Insight from interviews  
• Learn-ability  
• Usability  
• Motivations  
• Explore, Collaborate, Communicate, Teach  
• Conversation and commentary  
• Concerns about public data and privacy |

**a success?**  
**the big picture...**  
**Recap of this talk**  
**Take home guidelines**

- NameVoyager  
- Many Eyes  
- Visualization as a community component

- Accessible  
- Simple  
- Unexpected  
- Concrete  
- Credible  
- Emotional  
- Share-able  
- Stories

**Go try them out!**

NameVoyager  
[http://www.babynamewizard.com/voyager](http://www.babynamewizard.com/voyager)

Many Eyes  

**thank you!**