visualization for the masses
MY PEAK PRODUCTIVITY

USUALLY AROUND 2:00AM

TOO MANY DISTRACTIONS

TOO TIRED

WWW.PHDCOMICS.COM
These charts show movie character interactions. The horizontal axis is time. The vertical grouping of the lines indicates which characters are together at a given time.

Lord of the Rings

Star Wars (original trilogy)

Jurassic Park

12 Angry Men

Primer

To see full comic go to http://xkcd.com/657/
visualization for the masses
Recap of this talk

- NameVoyager
- Many Eyes
- Visualization as a community component
in conclusion, make it a success
SUCCESES

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories
Conclusion

- Accessible
- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Share-able
- Stories
thank you!
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
a success?
Viegas et al (2007)
Many Eyes: A Site for Visualization at Internet Scale
Motivations

- 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
Proposed solution

- 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
Contribution

- 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
Your Place or Mine? Visualization as a Community Component
Motivation

- 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
Evaluation

- Detailed interviews with 20 random users
  - Bloggers versus non-bloggers
- Looked at logs
Contribution

• 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

- NameVoyager
- Many Eyes
- Visualization as a community component
Take home guidelines

- Accessible
- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Share-able
- Stories
thank you!
Go try them out!

NameVoyager
http://www.babynamewizard.com/voyager

Many Eyes
http://manyeyes.alphaworks.ibm.com/manyeyes/