

Visualization Analysis & Design

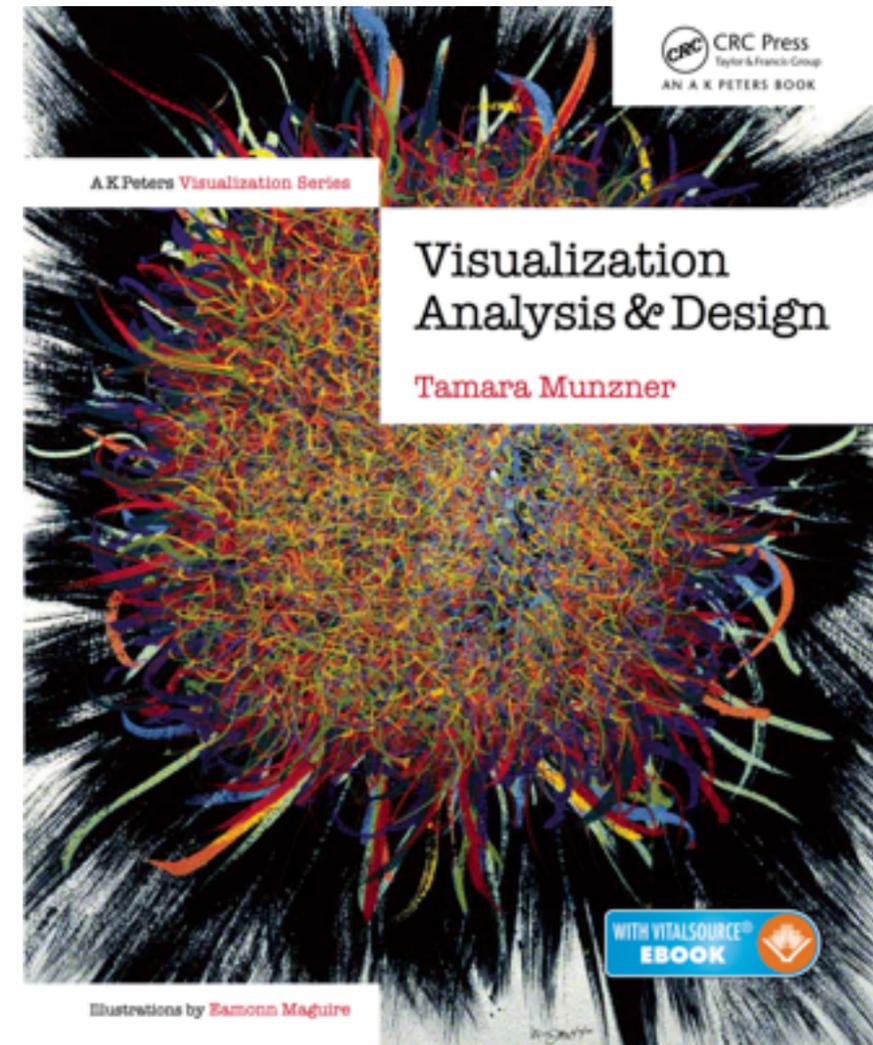
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*UBC CS Faculty Lecture Series
December 3 2015, Vancouver BC*

<http://www.cs.ubc.ca/~tmm/talks.html#vad15fls>

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Defining visualization (vis)

Computer-based visualization systems provide visual representations of datasets designed to help people carry out tasks more effectively.

Why?...

Why have a human in the loop?

Computer-based visualization systems provide visual representations of datasets designed to help people carry out tasks more effectively.

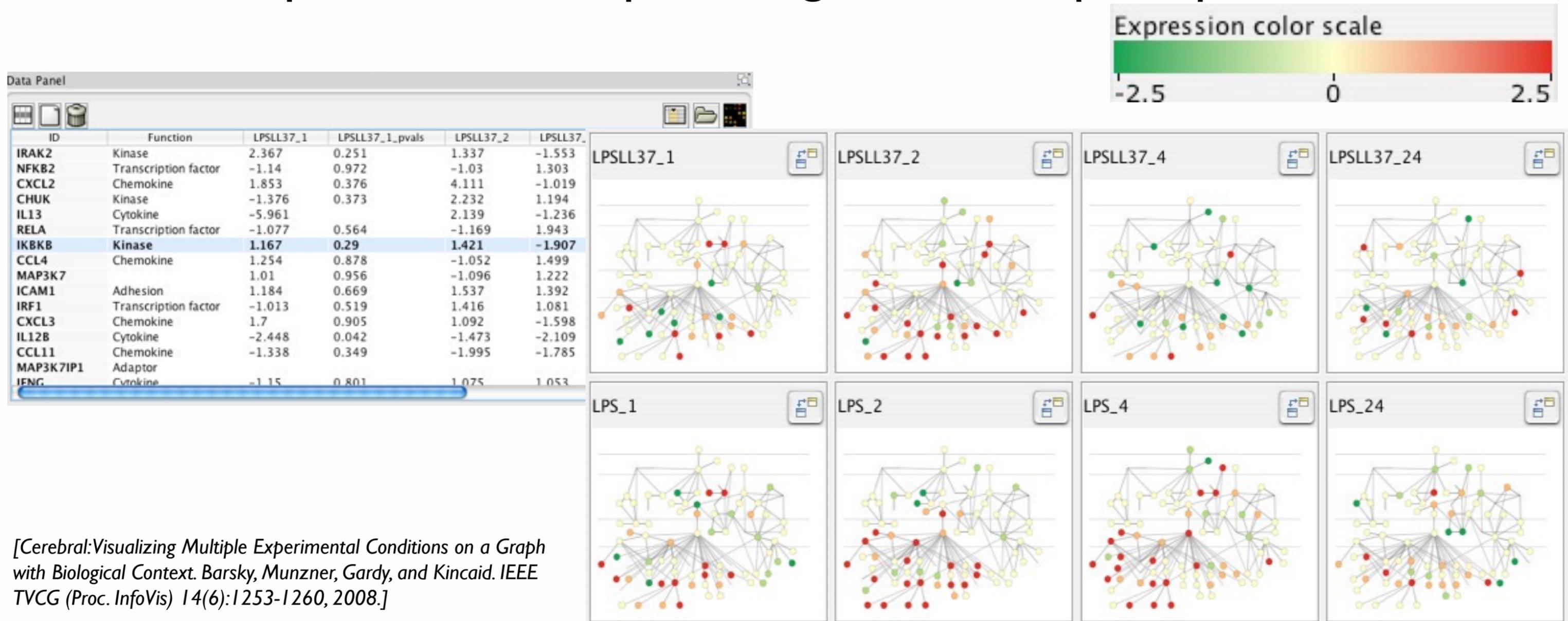
Visualization is suitable when there is a need to augment human capabilities rather than replace people with computational decision-making methods.

- don't need vis when fully automatic solution exists and is trusted
- many analysis problems ill-specified
 - don't know exactly what questions to ask in advance
- possibilities
 - long-term use for end users (e.g. exploratory analysis of scientific data)
 - presentation of known results
 - stepping stone to better understanding of requirements before developing models
 - help developers of automatic solution refine/debug, determine parameters
 - help end users of automatic solutions verify, build trust

Why use an external representation?

Computer-based visualization systems provide **visual representations** of datasets designed to help people carry out tasks more effectively.

- external representation: replace cognition with perception



[Cerebral: Visualizing Multiple Experimental Conditions on a Graph with Biological Context. Barsky, Munzner, Gardy, and Kincaid. IEEE TVCG (Proc. InfoVis) 14(6):1253-1260, 2008.]

Why represent all the data?

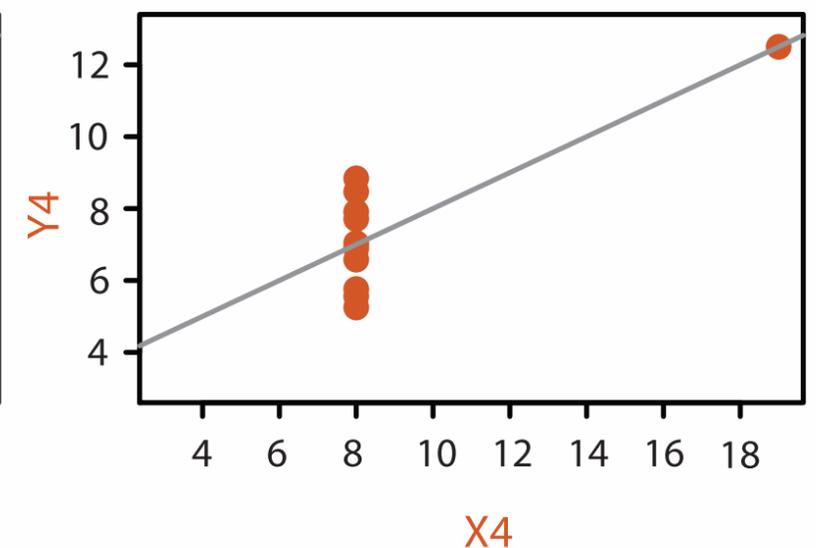
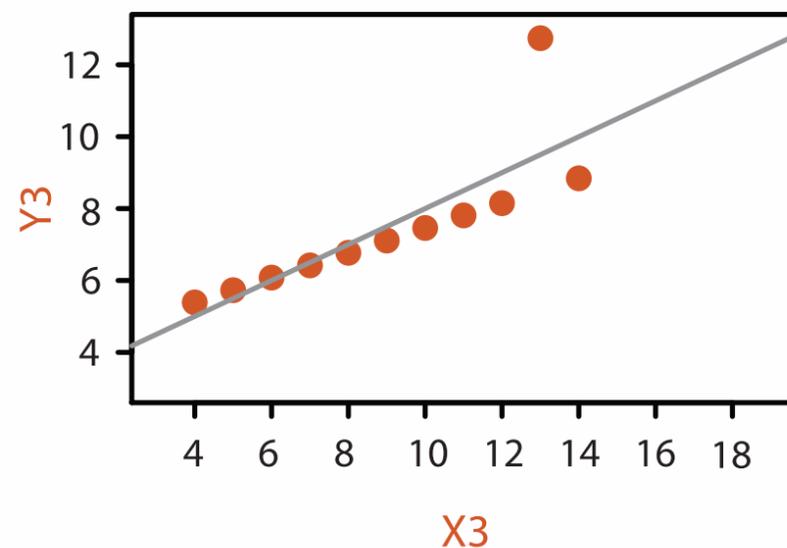
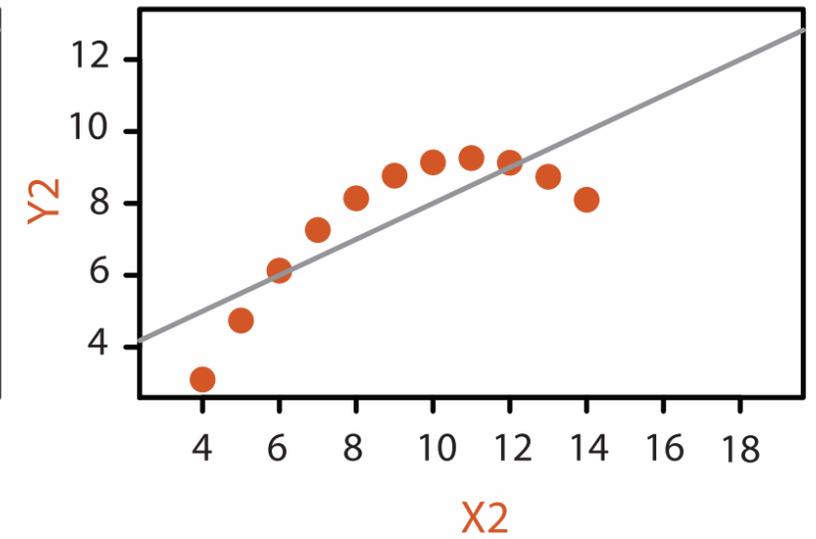
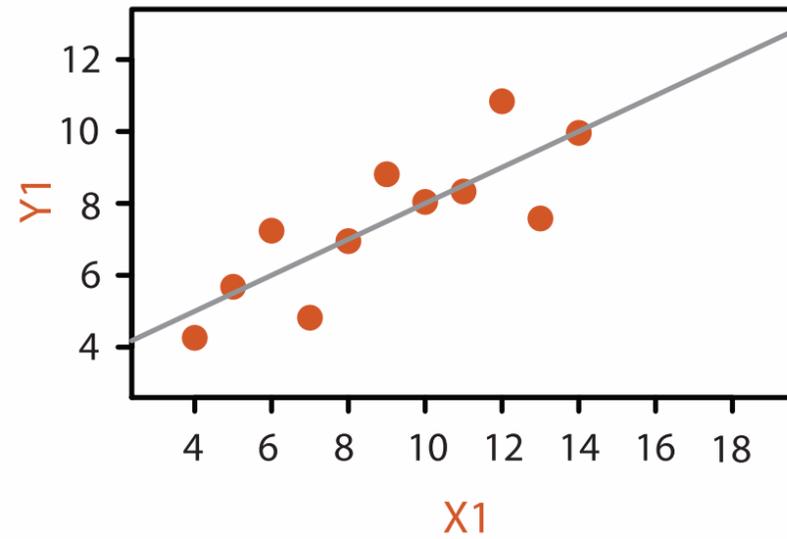
Computer-based visualization systems provide visual representations of datasets designed to help people carry out tasks more effectively.

- summaries lose information, details matter
 - confirm expected and find unexpected patterns
 - assess validity of statistical model

Anscombe's Quartet

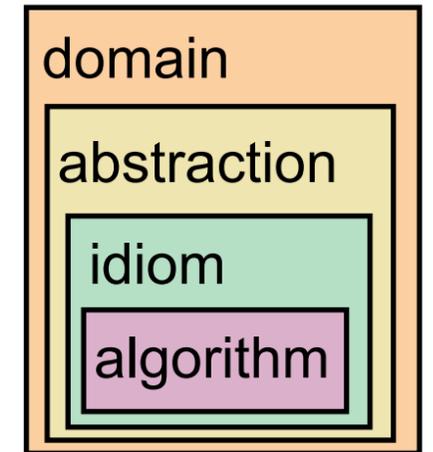
Identical statistics

x mean	9
x variance	10
y mean	8
y variance	4
x/y correlation	1

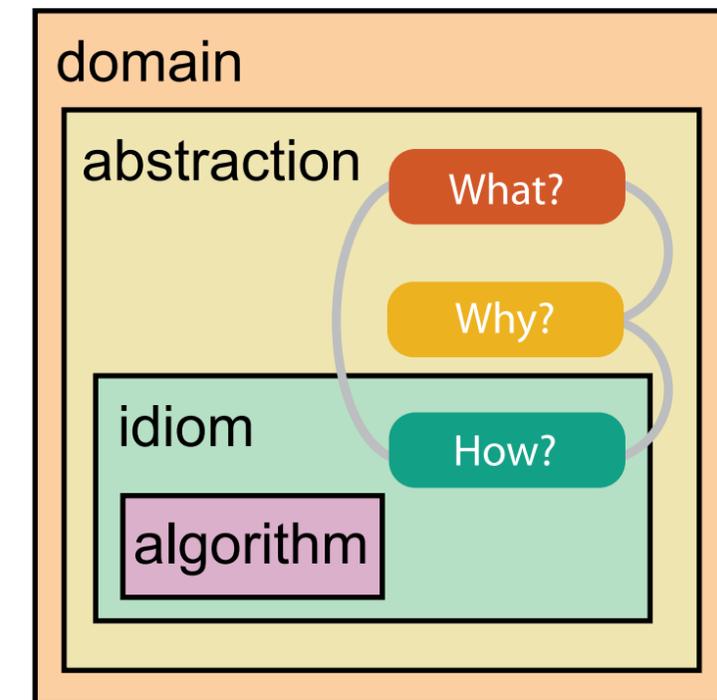


Analysis framework: Four levels, three questions

- *domain* situation
 - who are the target users?
- *abstraction*
 - translate from specifics of domain to vocabulary of vis
- **what** is shown? **data abstraction**
 - often don't just draw what you're given: transform to new form
- **why** is the user looking at it? **task abstraction**
- *idiom*
 - **how** is it shown?
 - **visual encoding idiom**: how to draw
 - **interaction idiom**: how to manipulate
- *algorithm*
 - efficient computation



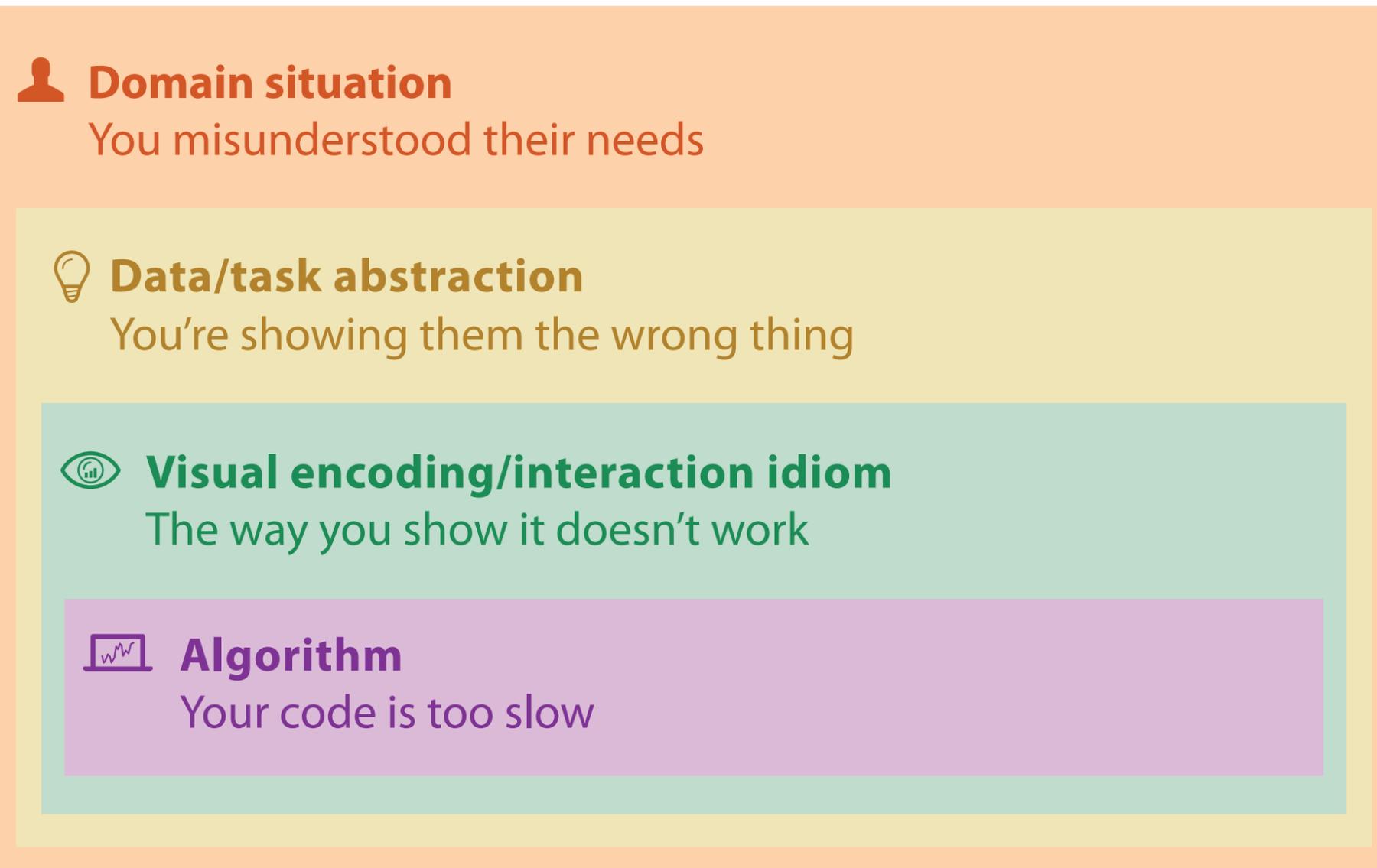
[A Nested Model of Visualization Design and Validation.
Munzner. *IEEE TVCG* 15(6):921-928, 2009 (Proc. InfoVis 2009).]



[A Multi-Level Typology of Abstract Visualization Tasks
Brehmer and Munzner. *IEEE TVCG* 19(12):2376-2385, 2013 (Proc. InfoVis 2013).]

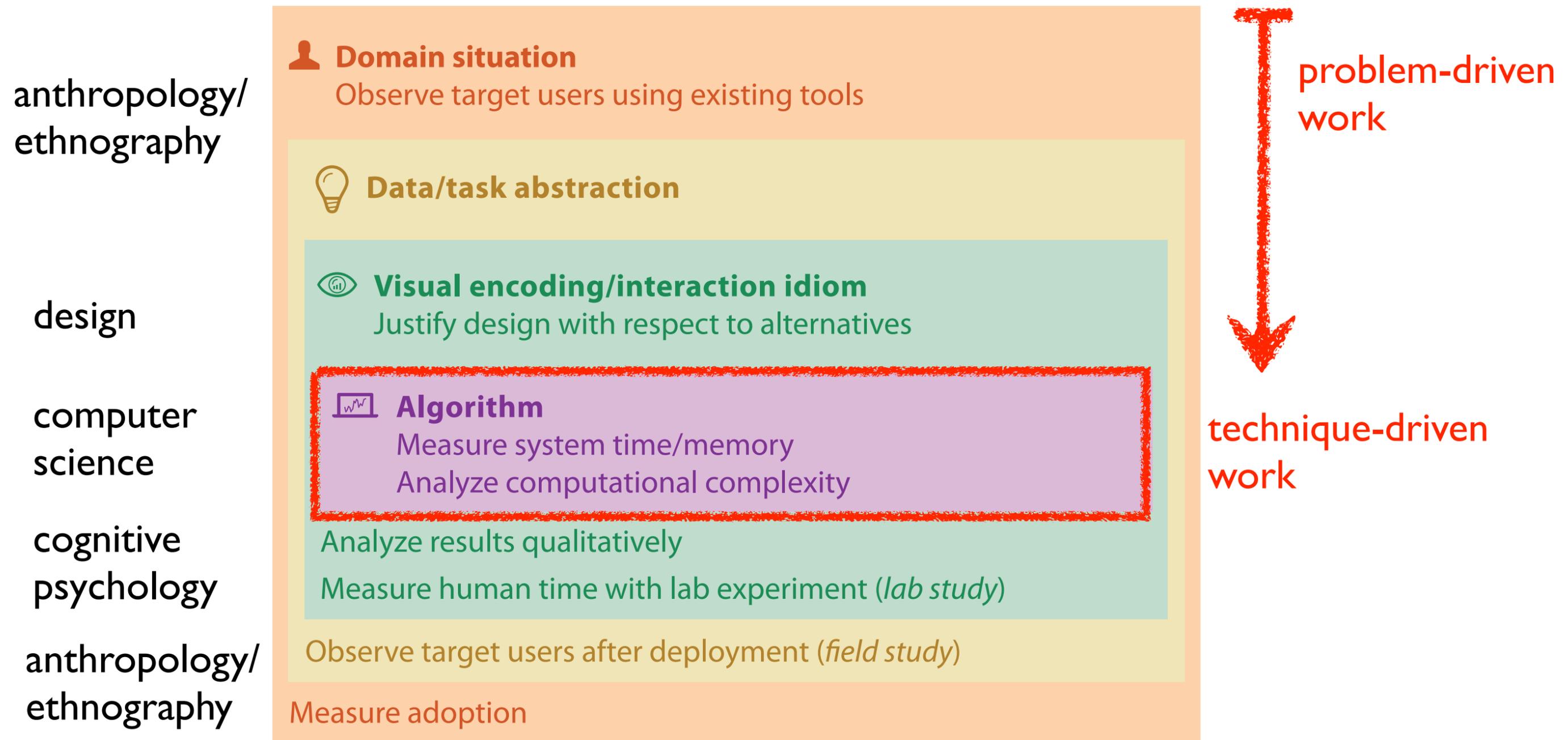
Why is validation difficult?

- different ways to get it wrong at each level



Why is validation difficult?

- solution: use methods from different fields at each level



Why analyze?

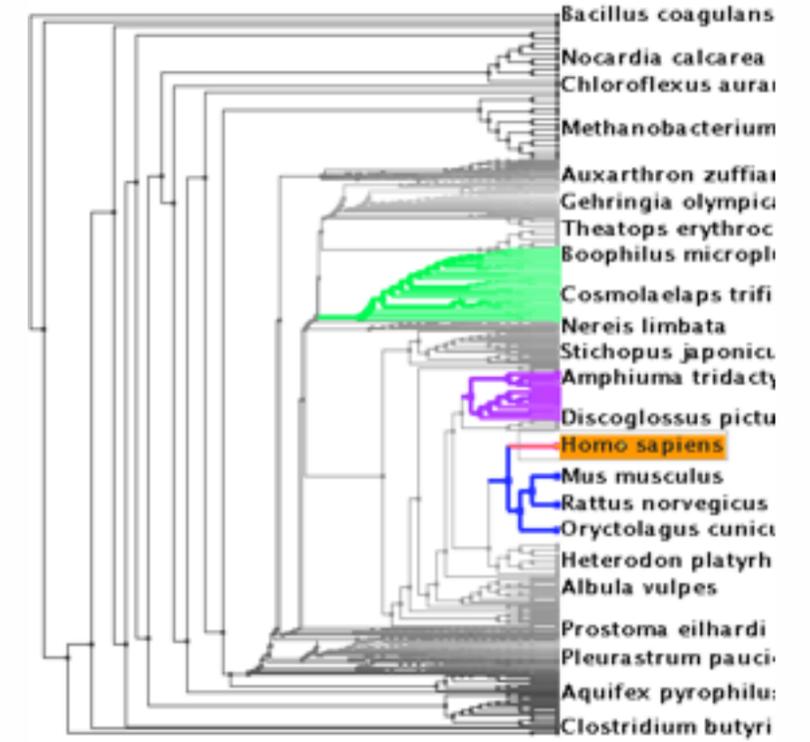
- imposes a structure on huge design space
 - scaffold to help you think systematically about choices
 - analyzing existing as stepping stone to designing new

SpaceTree



[SpaceTree: Supporting Exploration in Large Node Link Tree, Design Evolution and Empirical Evaluation. Grosjean, Plaisant, and Bederson. Proc. InfoVis 2002, p 57–64.]

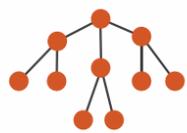
TreeJuxtaposer



[Tree]juxtaposer: Scalable Tree Comparison Using Focus +Context With Guaranteed Visibility. ACM Trans. on Graphics (Proc. SIGGRAPH) 22:453– 462, 2003.]

What?

→ Tree



Why?

→ Actions

→ Present → Locate → Identify



→ Targets

→ Path between two nodes



How?

→ SpaceTree

→ Encode → Navigate → Select → Filter → Aggregate



→ TreeJuxtaposer

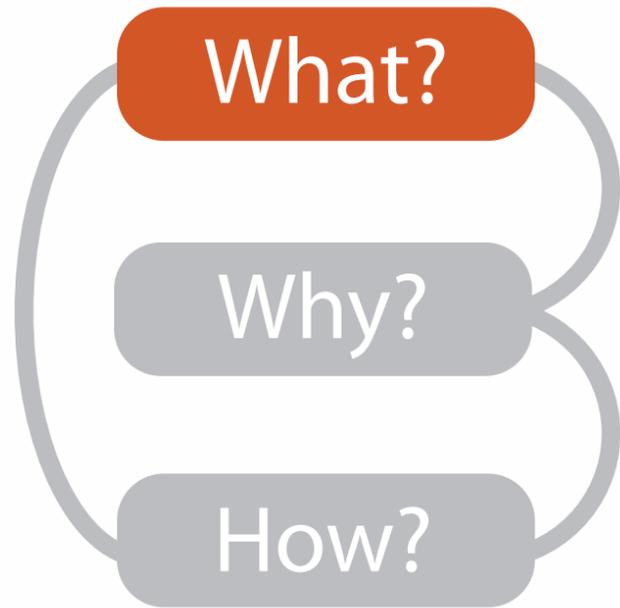
→ Encode → Navigate → Select → Arrange



What?

Why?

How?



What?

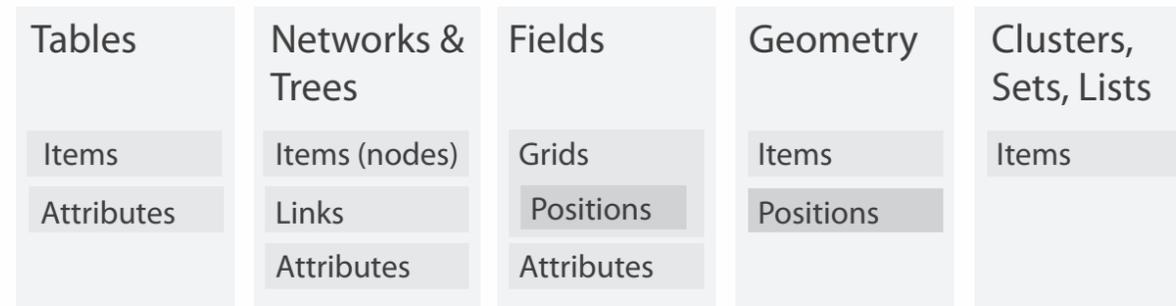
Datasets

Attributes

→ Data Types

→ Items → Attributes → Links → Positions → Grids

→ Data and Dataset Types



→ Attribute Types

→ Categorical



→ Ordered

→ Ordinal

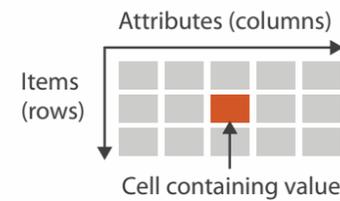


→ Quantitative

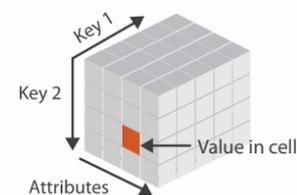


→ Dataset Types

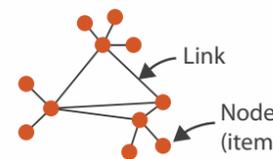
→ Tables



→ Multidimensional Table



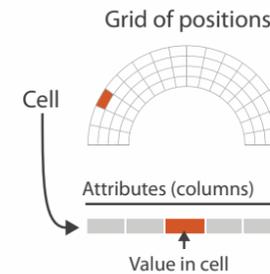
→ Networks



→ Trees



→ Fields (Continuous)



→ Ordering Direction

→ Sequential



→ Diverging



→ Cyclic



→ Geometry (Spatial)



→ Dataset Availability

→ Static



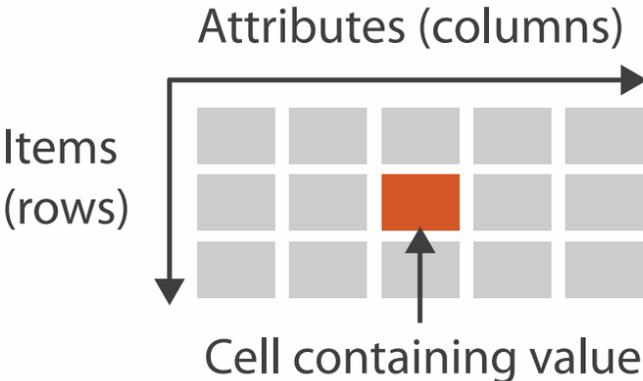
→ Dynamic



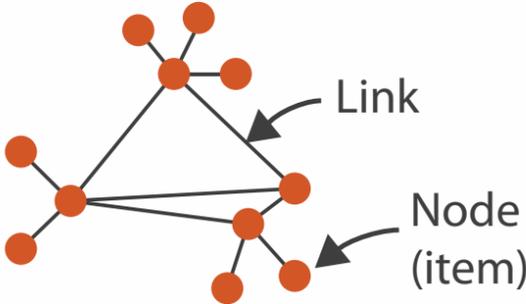
Types: Datasets and data

→ Dataset Types

→ Tables

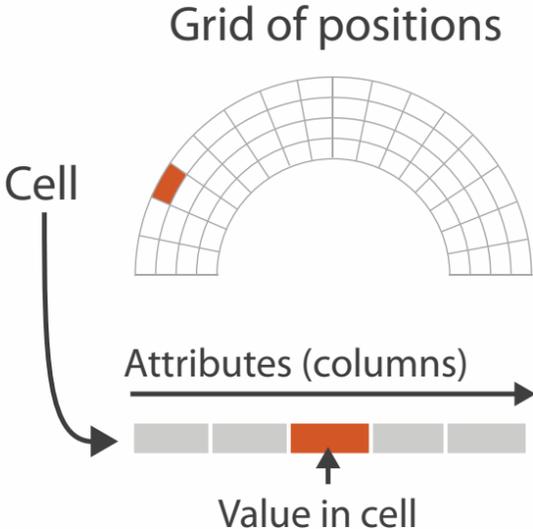


→ Networks

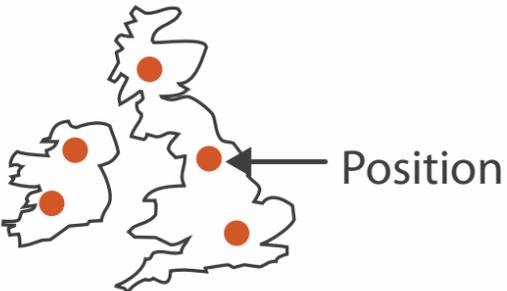


→ Spatial

→ Fields (Continuous)



→ Geometry (Spatial)



→ Attribute Types

→ Categorical

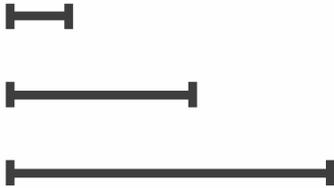


→ Ordered

→ Ordinal



→ Quantitative



Why?

👉 Actions

🎯 Targets

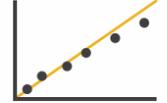
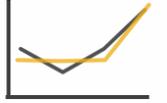
➔ **Analyze**

- ➔ Consume
 - ➔ Discover 
 - ➔ Present 
 - ➔ Enjoy 
- ➔ Produce
 - ➔ Annotate 
 - ➔ Record 
 - ➔ Derive 

➔ **All Data**

- ➔ Trends 
- ➔ Outliers 
- ➔ Features 

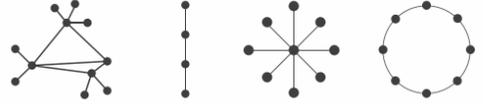
➔ **Attributes**

- ➔ One
 - ➔ Distribution 
 - ➔ Extremes 
- ➔ Many
 - ➔ Dependency 
 - ➔ Correlation 
 - ➔ Similarity 

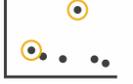
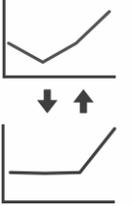
➔ **Search**

	Target known	Target unknown
Location known	 <i>Lookup</i>	 <i>Browse</i>
Location unknown	 <i>Locate</i>	 <i>Explore</i>

➔ **Network Data**

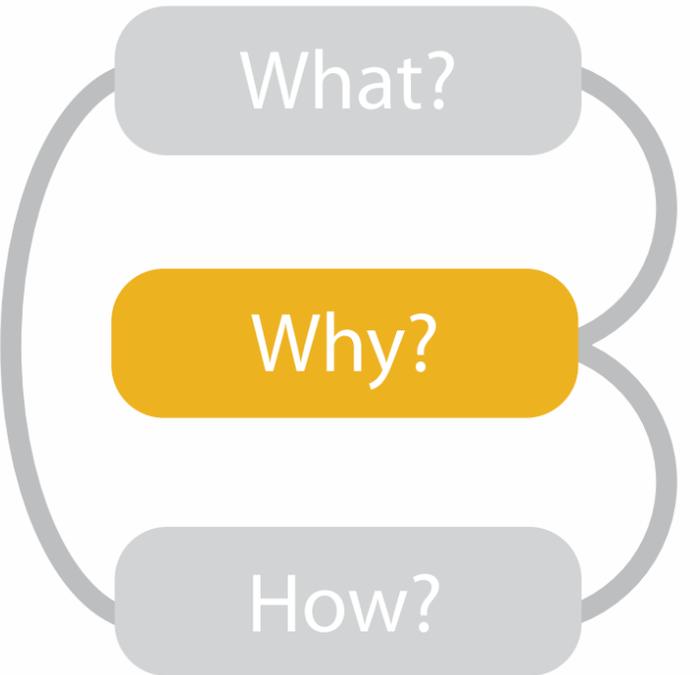
- ➔ Topology
 - 
 - ➔ Paths 

➔ **Query**

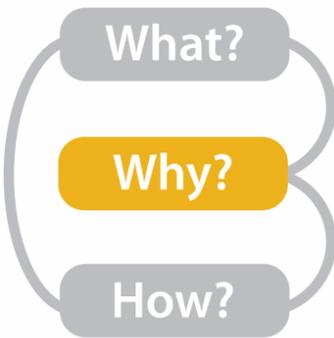
- ➔ Identify 
- ➔ Compare 
- ➔ Summarize 

➔ **Spatial Data**

- ➔ Shape 



- {action, target} pairs
 - discover distribution
 - compare trends
 - locate outliers
 - browse topology



Actions I: Analyze

- consume
 - discover vs present
 - classic split
 - aka explore vs explain
 - enjoy
- produce
 - newcomer
 - aka casual, social
- produce
 - annotate, record
 - derive
 - crucial design choice

→ Analyze

→ Consume

→ *Discover*



→ *Present*

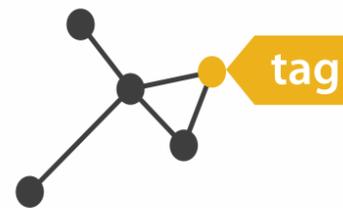


→ *Enjoy*



→ Produce

→ *Annotate*



→ *Record*

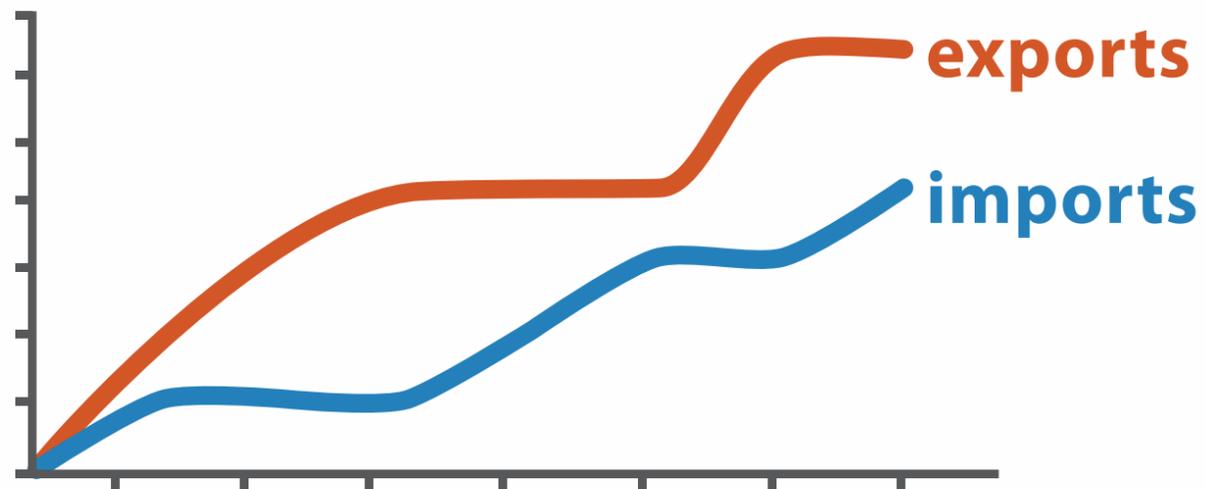


→ *Derive*

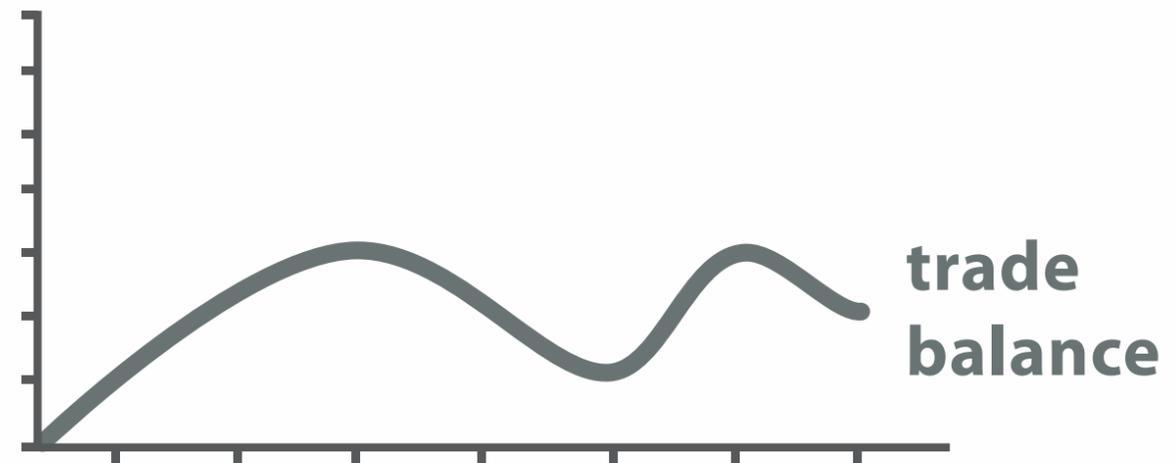


Derive

- don't just draw what you're given!
 - decide what the right thing to show is
 - create it with a series of transformations from the original dataset
 - draw that
- one of the four major strategies for handling complexity



Original Data



$$\text{trade balance} = \text{exports} - \text{imports}$$

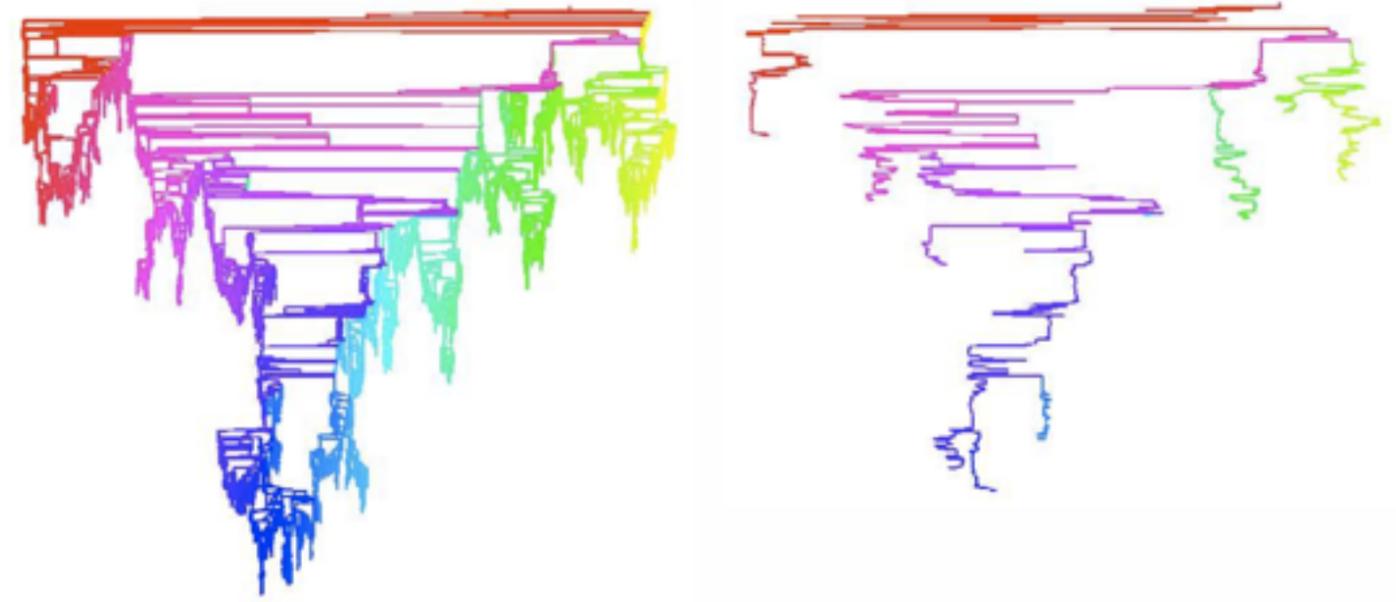
Derived Data

Analysis example: Derive one attribute

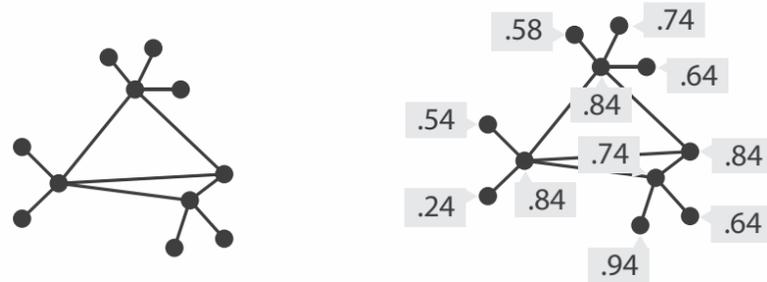
- Strahler number

- centrality metric for trees/networks
- derived quantitative attribute
- draw top 5K of 500K for good skeleton

[Using Strahler numbers for real time visual exploration of huge graphs. Auber. Proc. Intl. Conf. Computer Vision and Graphics, pp. 56–69, 2002.]



Task 1



In
Tree

➔

Out
Quantitative
attribute on nodes

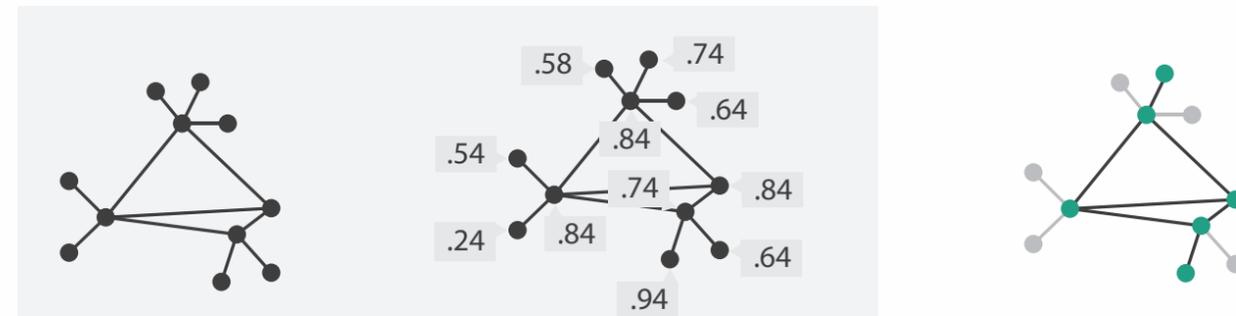
What?

- ➔ In Tree
- ➔ Out Quantitative attribute on nodes

Why?

- ➔ Derive

Task 2



In
Tree

+

In
Quantitative
attribute on nodes

➔

Out
Filtered Tree
Removed
unimportant parts

What?

- ➔ In Tree
- ➔ In Quantitative attribute on nodes
- ➔ Out Filtered Tree

Why?

- ➔ Summarize
- ➔ Topology

How?

- ➔ Reduce
- ➔ Filter

Actions II: Search

- what does user know?
 - target, location

➔ Search

	Target known	Target unknown
Location known	 <i>Lookup</i>	 <i>Browse</i>
Location unknown	 <i>Locate</i>	 <i>Explore</i>

Actions III: Query

- what does user know?
 - target, location
- how much of the data matters?
 - one, some, all

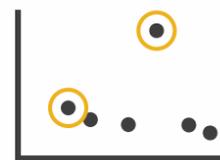
➔ Search

	Target known	Target unknown
Location known	 <i>Lookup</i>	 <i>Browse</i>
Location unknown	 <i>Locate</i>	 <i>Explore</i>

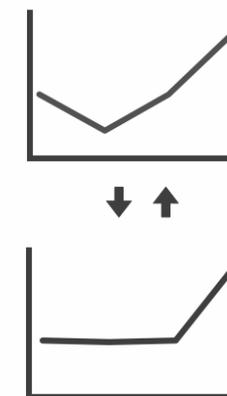
- analyze, search, query
 - independent choices for each

➔ Query

➔ Identify



➔ Compare



➔ Summarize



Targets

→ All Data

→ Trends



→ Outliers



→ Features



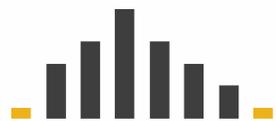
→ Attributes

→ One

→ *Distribution*



→ *Extremes*



→ Many

→ *Dependency*



→ *Correlation*

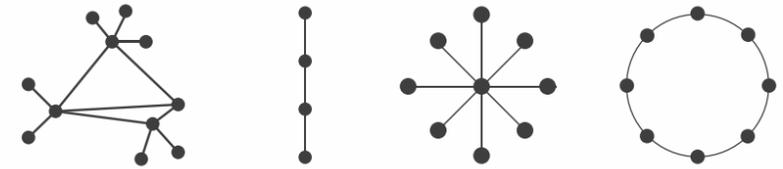


→ *Similarity*



→ Network Data

→ Topology

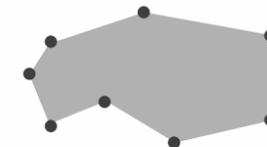


→ *Paths*



→ Spatial Data

→ Shape



How?

Encode

→ Arrange

→ Express



→ Separate



→ Order



→ Align



→ Use



→ Map

from **categorical** and **ordered** attributes

→ Color

→ Hue



→ Saturation



→ Luminance



→ Size, Angle, Curvature, ...



→ Shape



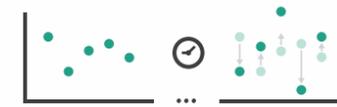
→ Motion

Direction, Rate, Frequency, ...



Manipulate

→ Change



→ Select



→ Navigate

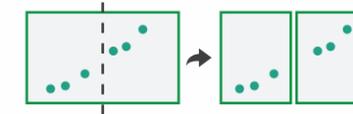


Facet

→ Juxtapose



→ Partition

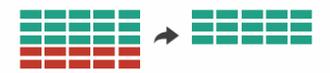


→ Superimpose



Reduce

→ Filter



→ Aggregate



→ Embed



What?

Why?

How?

How to encode: Arrange space, map channels

Encode

➔ Arrange

➔ Express



➔ Order



➔ Use



➔ Separate



➔ Align



➔ Map

from **categorical** and **ordered** attributes

➔ Color

➔ Hue



➔ Saturation



➔ Luminance



➔ Size, Angle, Curvature, ...



➔ Shape



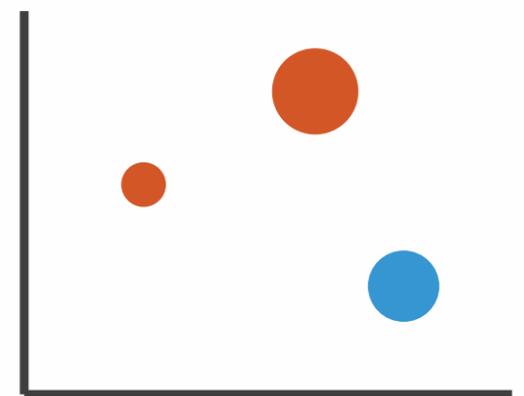
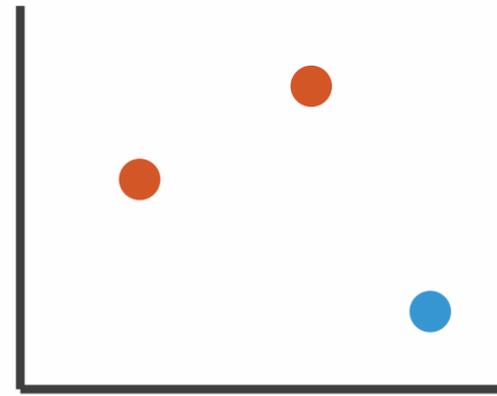
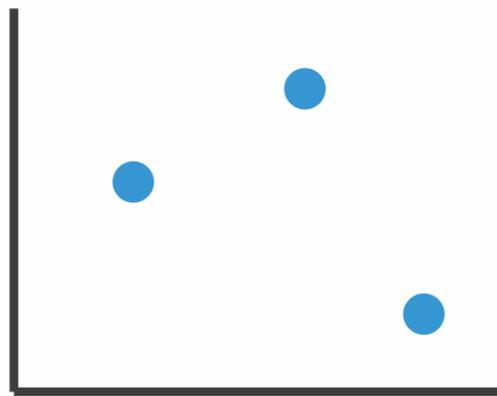
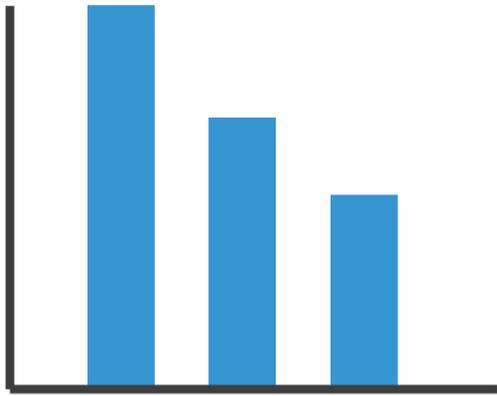
➔ Motion

Direction, Rate, Frequency, ...



Encoding visually

- analyze idiom structure



Definitions: Marks and channels

- marks

 - geometric primitives

→ Points



→ Lines



→ Areas



- channels

 - control appearance of marks

→ Position

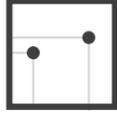
→ Horizontal



→ Vertical



→ Both



→ Color



→ Shape



→ Tilt



→ Size

→ Length



→ Area

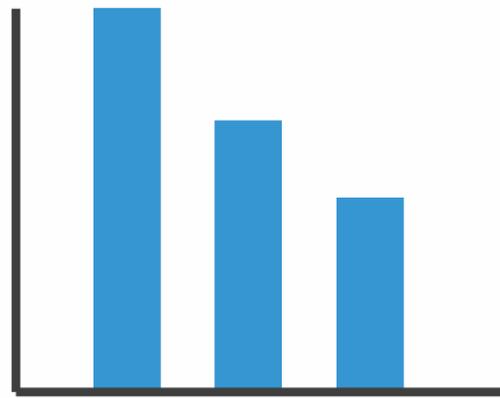


→ Volume



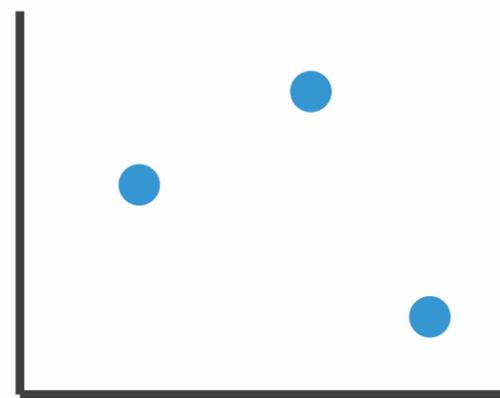
Encoding visually with marks and channels

- analyze idiom structure
 - as combination of marks and channels



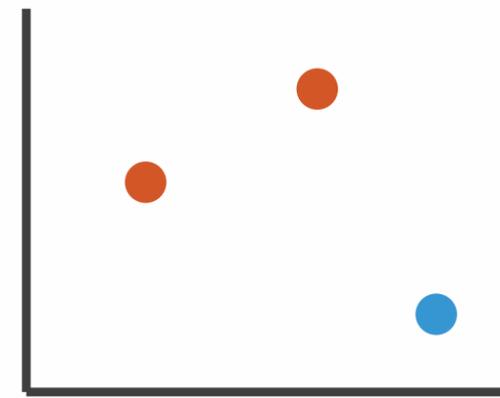
1:
vertical position

mark: line



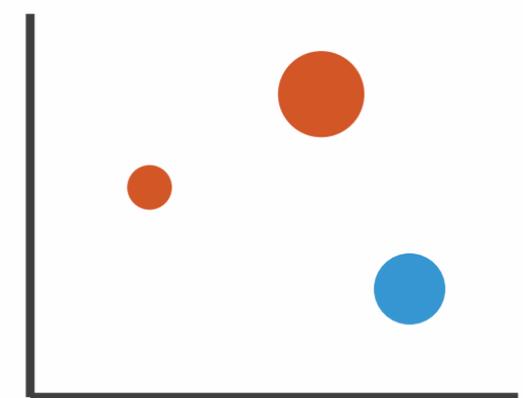
2:
vertical position
horizontal position

mark: point



3:
vertical position
horizontal position
color hue

mark: point



4:
vertical position
horizontal position
color hue
size (area)

mark: point

Channels

Position on common scale



Position on unaligned scale



Length (1D size)



Tilt/angle



Area (2D size)



Depth (3D position)



Color luminance



Color saturation



Curvature



Volume (3D size)



Same

Spatial region



Color hue



Motion



Shape



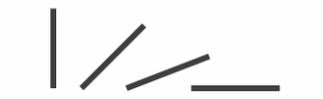
Channels: Matching Types

➔ Magnitude Channels: Ordered Attributes

Position on common scale 

Position on unaligned scale 

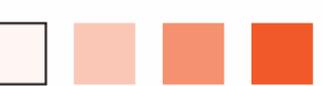
Length (1D size) 

Tilt/angle 

Area (2D size) 

Depth (3D position) 

Color luminance 

Color saturation 

Curvature 

Volume (3D size) 

Same
Same

➔ Identity Channels: Categorical Attributes

Spatial region 

Color hue 

Motion 

Shape 

- **expressiveness principle**
 - match channel and data characteristics

Channels: Rankings

➔ Magnitude Channels: Ordered Attributes

Position on common scale 

Position on unaligned scale 

Length (1D size) 

Tilt/angle 

Area (2D size) 

Depth (3D position) 

Color luminance 

Color saturation 

Curvature 

Volume (3D size) 

Same

Same

Best

Effectiveness

Least

➔ Identity Channels: Categorical Attributes

Spatial region 

Color hue 

Motion 

Shape 

- **expressiveness principle**
 - match channel and data characteristics
- **effectiveness principle**
 - encode most important attributes with highest ranked channels

more on channels: slides 30-38 of <http://www.cs.ubc.ca/~tmm/talks.html#halfdaycourse15>

How?

Encode

→ Arrange

→ Express



→ Separate



→ Order



→ Align



→ Use



→ Map

from **categorical** and **ordered** attributes

→ Color

→ Hue



→ Saturation



→ Luminance



→ Size, Angle, Curvature, ...



→ Shape



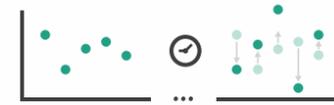
→ Motion

Direction, Rate, Frequency, ...



Manipulate

→ Change



→ Select



→ Navigate

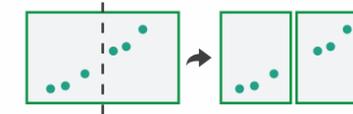


Facet

→ Juxtapose



→ Partition



→ Superimpose

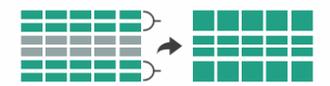


Reduce

→ Filter



→ Aggregate



→ Embed



What?

Why?

How?

How?

Encode

→ Arrange

→ Express



→ Separate



→ Order



→ Align



→ Use



→ Map

from **categorical** and **ordered** attributes

→ Color

→ Hue



→ Saturation



→ Luminance



→ Size, Angle, Curvature, ...



→ Shape



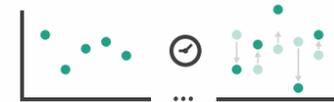
→ Motion

Direction, Rate, Frequency, ...



Manipulate

→ Change



→ Select



→ Navigate



Facet

→ Juxtapose



→ Partition



→ Superimpose



Reduce

→ Filter



→ Aggregate



→ Embed



What?

Why?

How?

much more on visual encoding: slides 39-91 of <http://www.cs.ubc.ca/~tmm/talks.html#halfdaycourse15>

How?

Encode

→ Arrange

→ Express



→ Separate



→ Order



→ Align



→ Use



→ Map

from **categorical** and **ordered** attributes

→ Color

→ Hue



→ Saturation



→ Luminance



→ Size, Angle, Curvature, ...



→ Shape



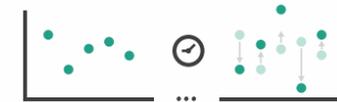
→ Motion

Direction, Rate, Frequency, ...



Manipulate

→ Change



→ Select



→ Navigate

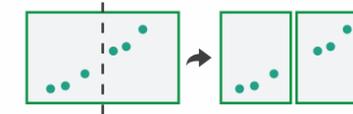


Facet

→ Juxtapose



→ Partition

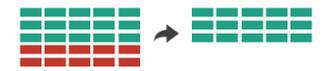


→ Superimpose

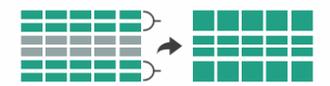


Reduce

→ Filter



→ Aggregate



→ Embed



What?

Why?

How?

How to handle complexity: 3 more strategies + 1 previous

Manipulate

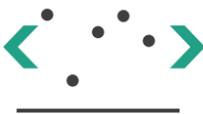
➔ Change



➔ Select

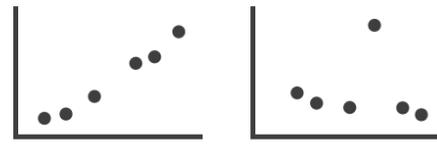


➔ Navigate

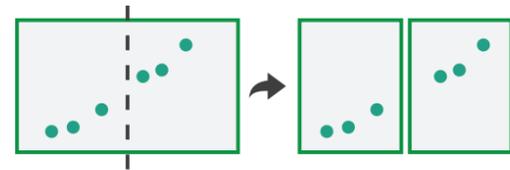


Facet

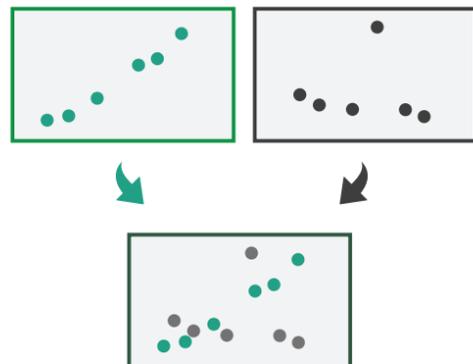
➔ Juxtapose



➔ Partition



➔ Superimpose



Reduce

➔ Filter



➔ Aggregate



➔ Embed



➔ *Derive*



- change view over time
- facet across multiple views
- reduce items/attributes within single view
- derive new data to show within view

How to handle complexity: 3 more strategies

+ 1 previous

Manipulate

→ Change



→ Select

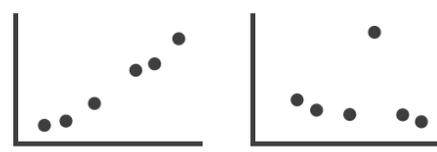


→ Navigate

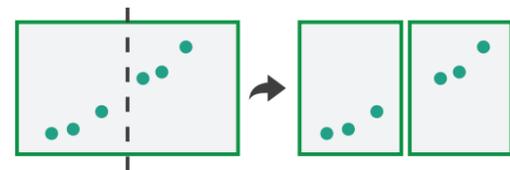


Facet

→ Juxtapose



→ Partition



→ Superimpose



Reduce

→ Filter



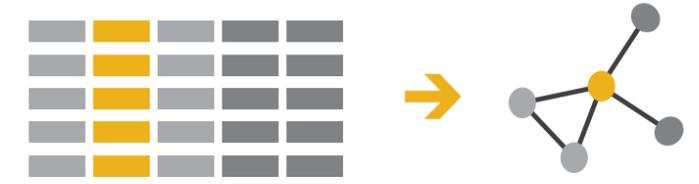
→ Aggregate



→ Embed



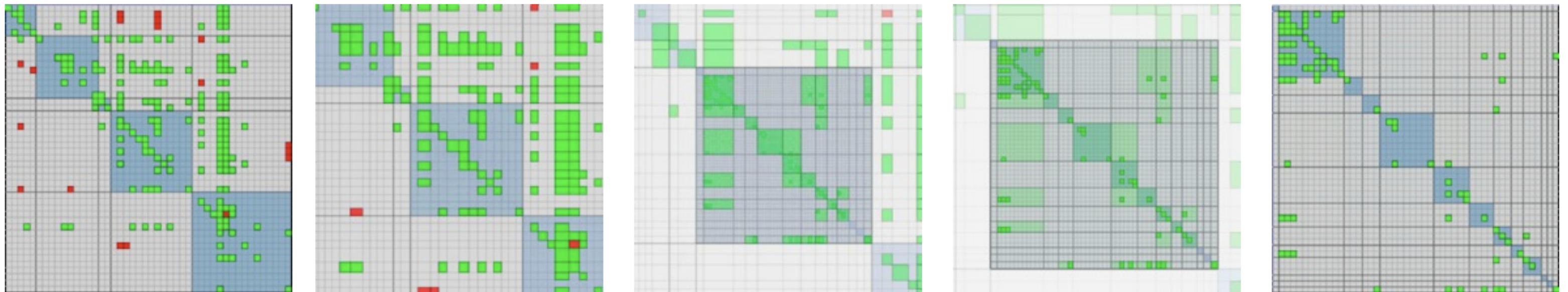
→ *Derive*



- change over time
- most obvious & flexible of the 4 strategies

Idiom: **Animated transitions**

- smooth transition from one state to another
 - alternative to jump cuts
 - support for item tracking when amount of change is limited
- example: multilevel matrix views
 - scope of what is shown narrows down
 - middle block stretches to fill space, additional structure appears within
 - other blocks squish down to increasingly aggregated representations



[Using Multilevel Call Matrices in Large Software Projects. van Ham. Proc. IEEE Symp. Information Visualization (InfoVis), pp. 227–232, 2003.]

How to handle complexity: 3 more strategies

+ 1 previous

Manipulate

➔ Change



➔ Select

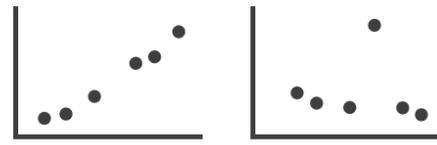


➔ Navigate

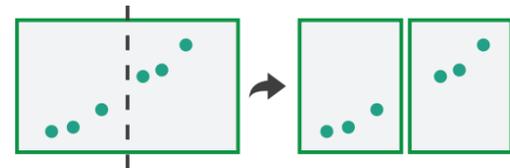


Facet

➔ Juxtapose



➔ Partition



➔ Superimpose



Reduce

➔ Filter



➔ Aggregate



➔ Embed



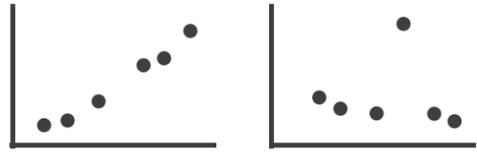
➔ *Derive*



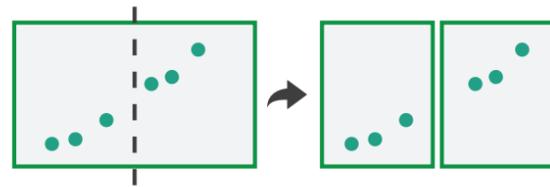
- facet data across multiple views

Facet

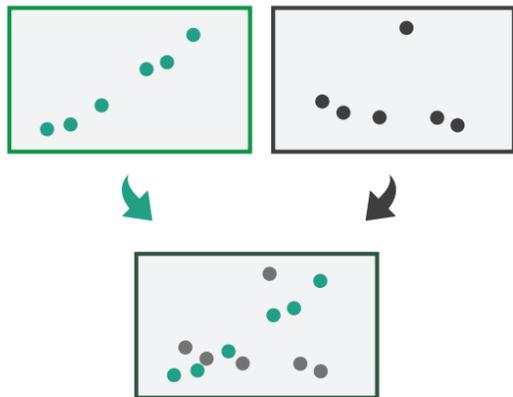
→ Juxtapose



→ Partition



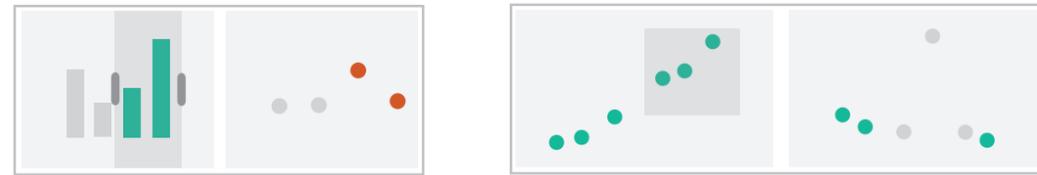
→ Superimpose



→ Coordinate Multiple Side By Side Views

→ Share Encoding: Same/Different

→ *Linked Highlighting*



→ Share Data: All/Subset/None



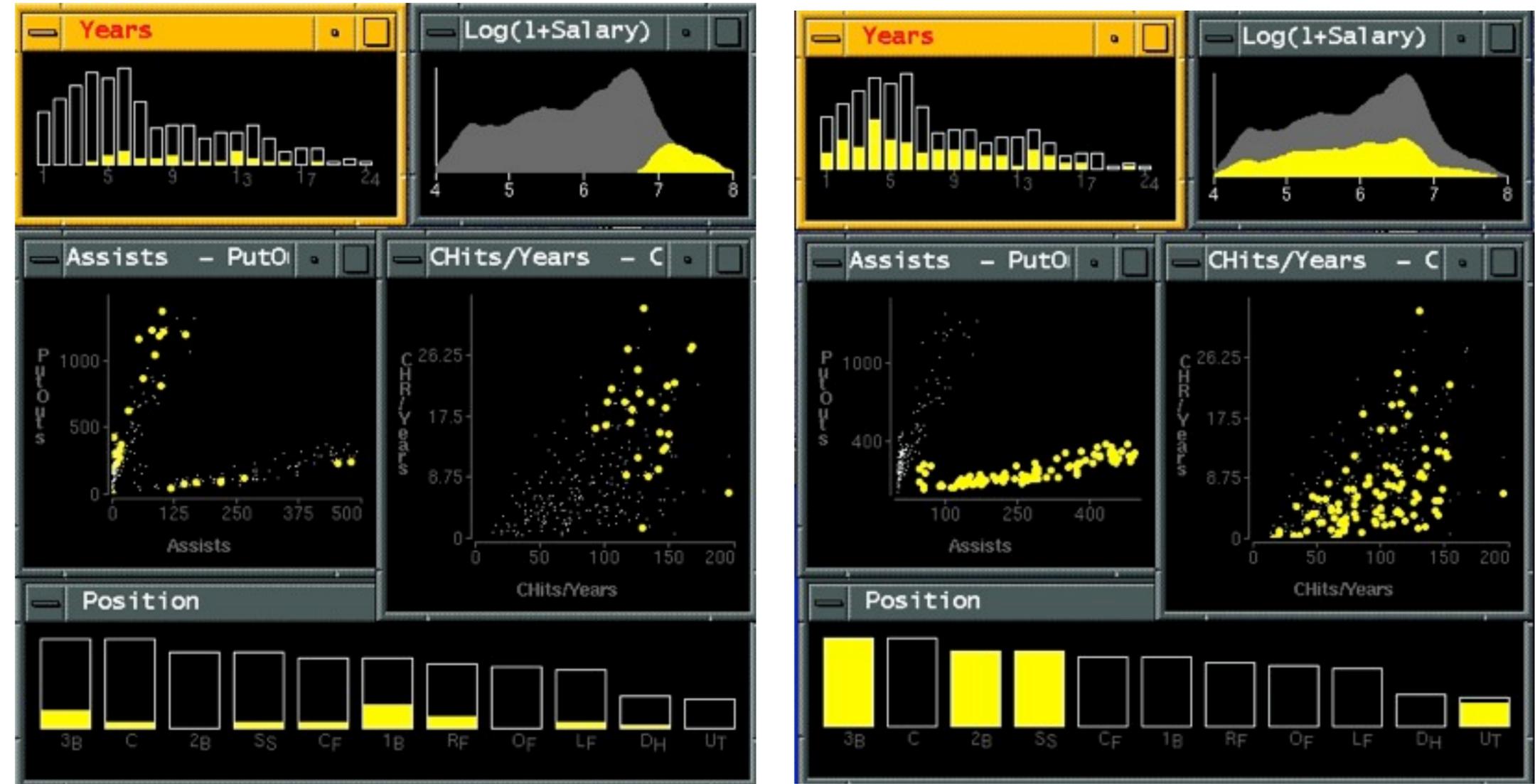
→ Share Navigation



Idiom: **Linked highlighting**

System: **EDV**

- see how regions contiguous in one view are distributed within another
 - powerful and pervasive interaction idiom
- encoding: different
 - **multiform**
- data: all shared



[Visual Exploration of Large Structured Datasets. Wills. Proc. New Techniques and Trends in Statistics (NTTS), pp. 237–246. IOS Press, 1995.]

Idiom: **bird's-eye maps**

System: **Google Maps**

- encoding: same
- data: subset shared
- navigation: shared
 - bidirectional linking

- differences
 - viewpoint
 - (size)

- **overview-detail**

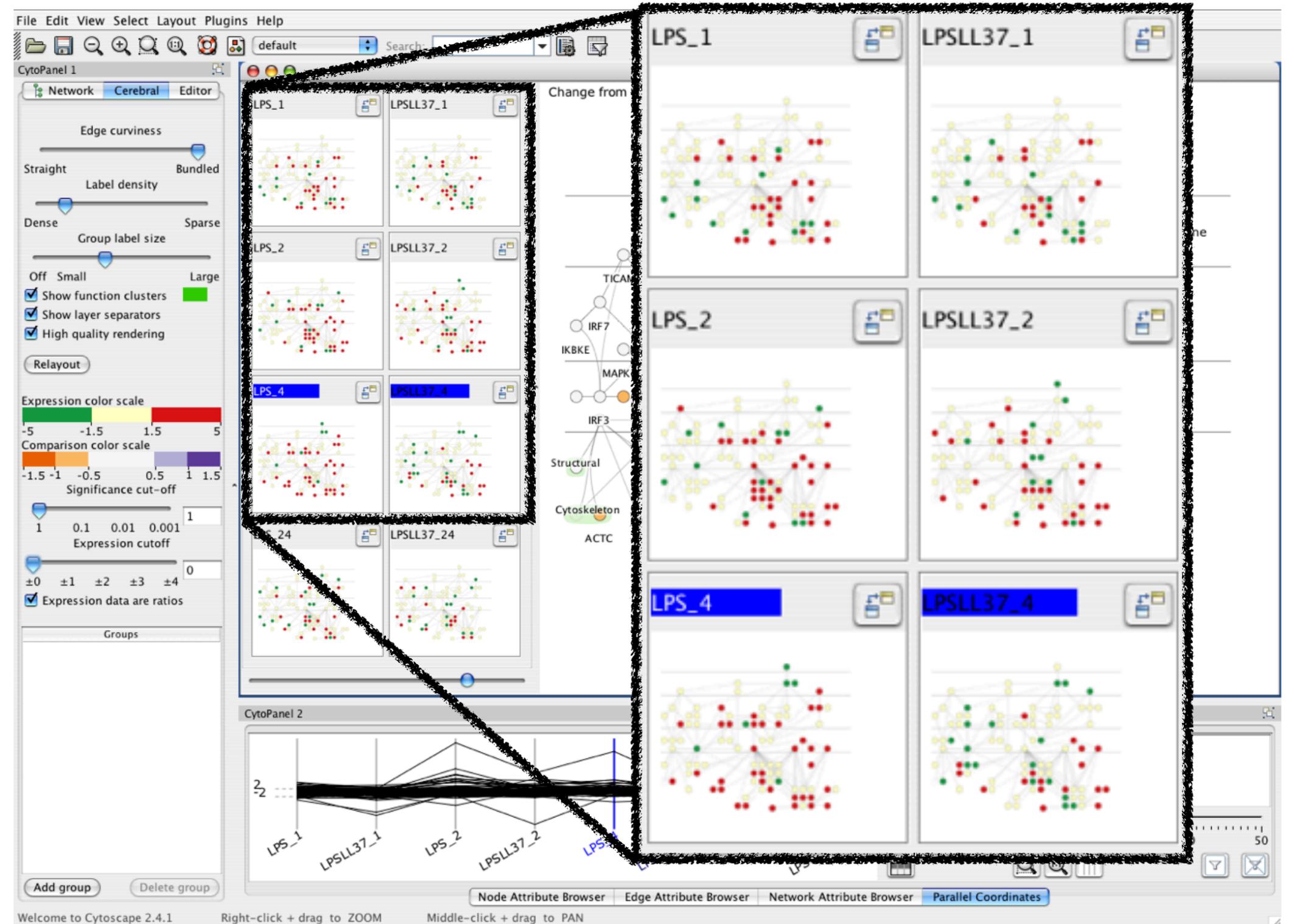


[A Review of Overview+Detail, Zooming, and Focus+Context Interfaces. Cockburn, Karlson, and Bederson. *ACM Computing Surveys* 41:1 (2008), 1–31.]

Idiom: **Small multiples**

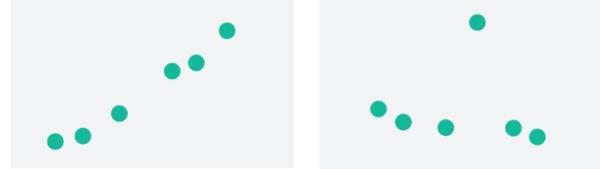
System: **Cerebral**

- encoding: same
- data: none shared
 - different attributes for node colors
 - (same network layout)
- navigation: shared



[Cerebral: Visualizing Multiple Experimental Conditions on a Graph with Biological Context. Barsky, Munzner, Gardy, and Kincaid. *IEEE Trans. Visualization and Computer Graphics (Proc. InfoVis 2008)* 14:6 (2008), 1253–1260.]

Coordinate views: Design choice interaction

		Data		
		All	Subset	None
Encoding	Same	Redundant	 Overview/ Detail	 Small Multiples
	Different	 Multiform	 Multiform, Overview/ Detail	No Linkage

- why juxtapose views?

- benefits: eyes vs memory

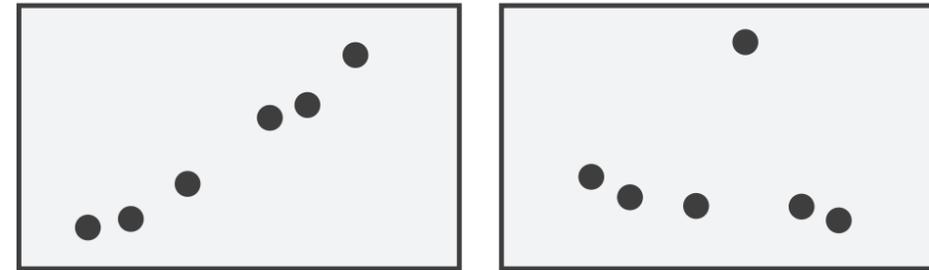
- lower cognitive load to move eyes between 2 views than remembering previous state with single changing view

- costs: display area, 2 views side by side each have only half the area of one view

Partition into views

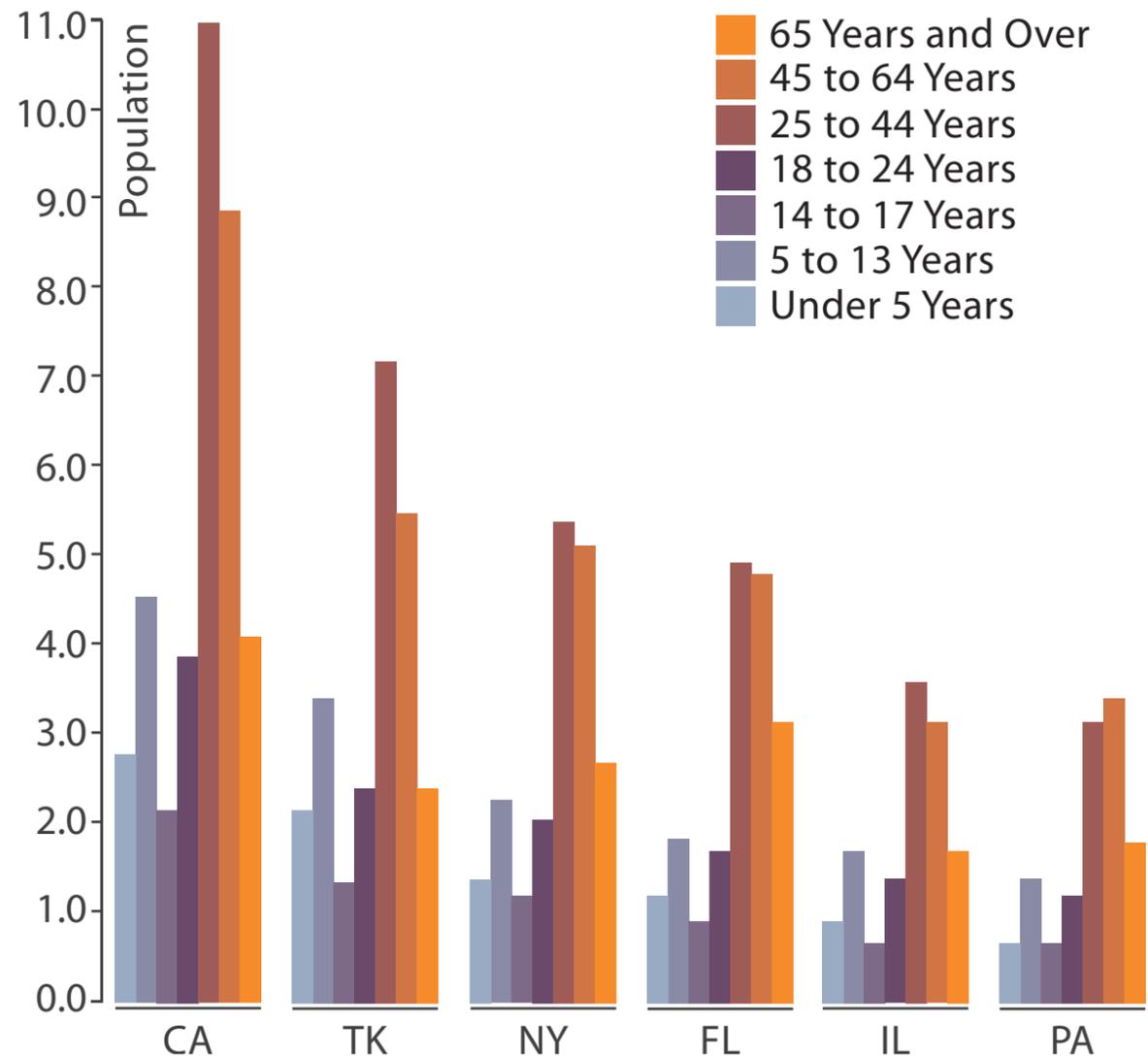
- how to divide data between views
 - encodes association between items using spatial proximity
 - major implications for what patterns are visible
 - split according to attributes
- design choices
 - how many splits
 - all the way down: one mark per region?
 - stop earlier, for more complex structure within region?
 - order in which attribs used to split
 - how many views

➔ Partition into Side-by-Side Views

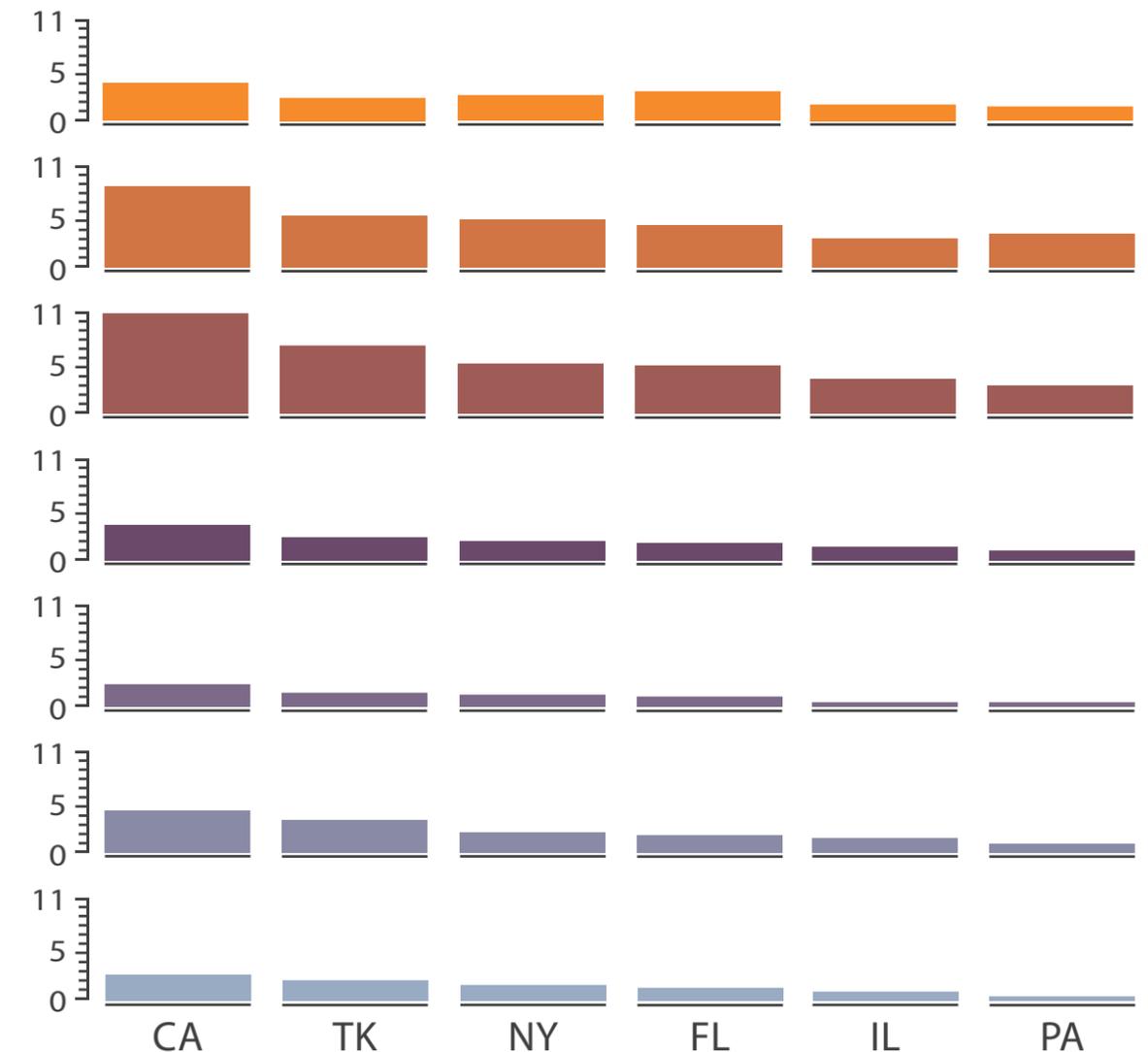


Partitioning: List alignment

- single bar chart with grouped bars
 - split by state into regions
 - complex glyph within each region showing all ages
 - compare: easy within state, hard across ages



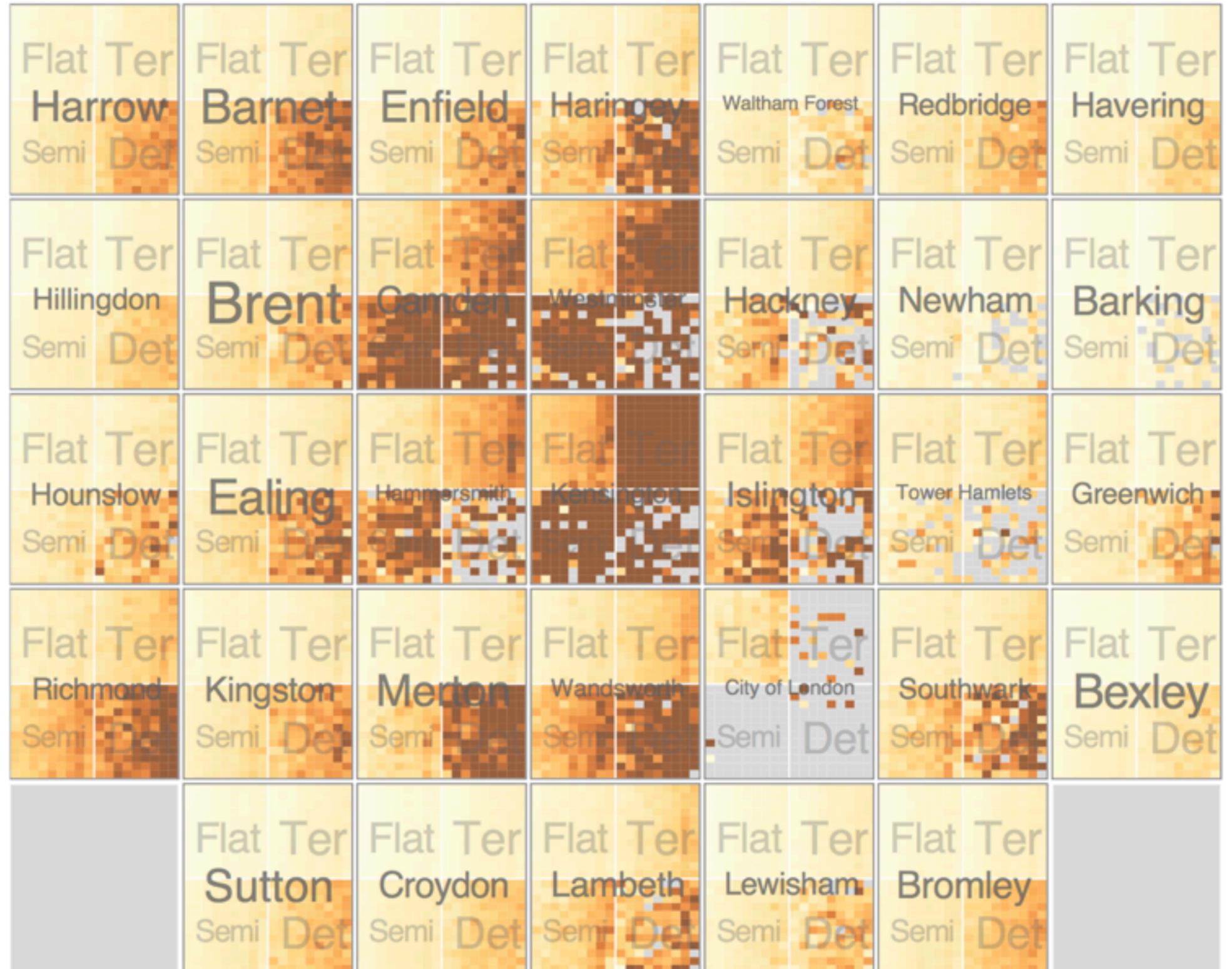
- small-multiple bar charts
 - split by age into regions
 - one chart per region
 - compare: easy within age, harder across states



Partitioning: Recursive subdivision

System: **HIVE**

- split by neighborhood
- then by type
- then time
 - years as rows
 - months as columns
- color by price
- neighborhood patterns
 - where it's expensive
 - where you pay much more for detached type



Partitioning: Recursive subdivision

System: **HIVE**

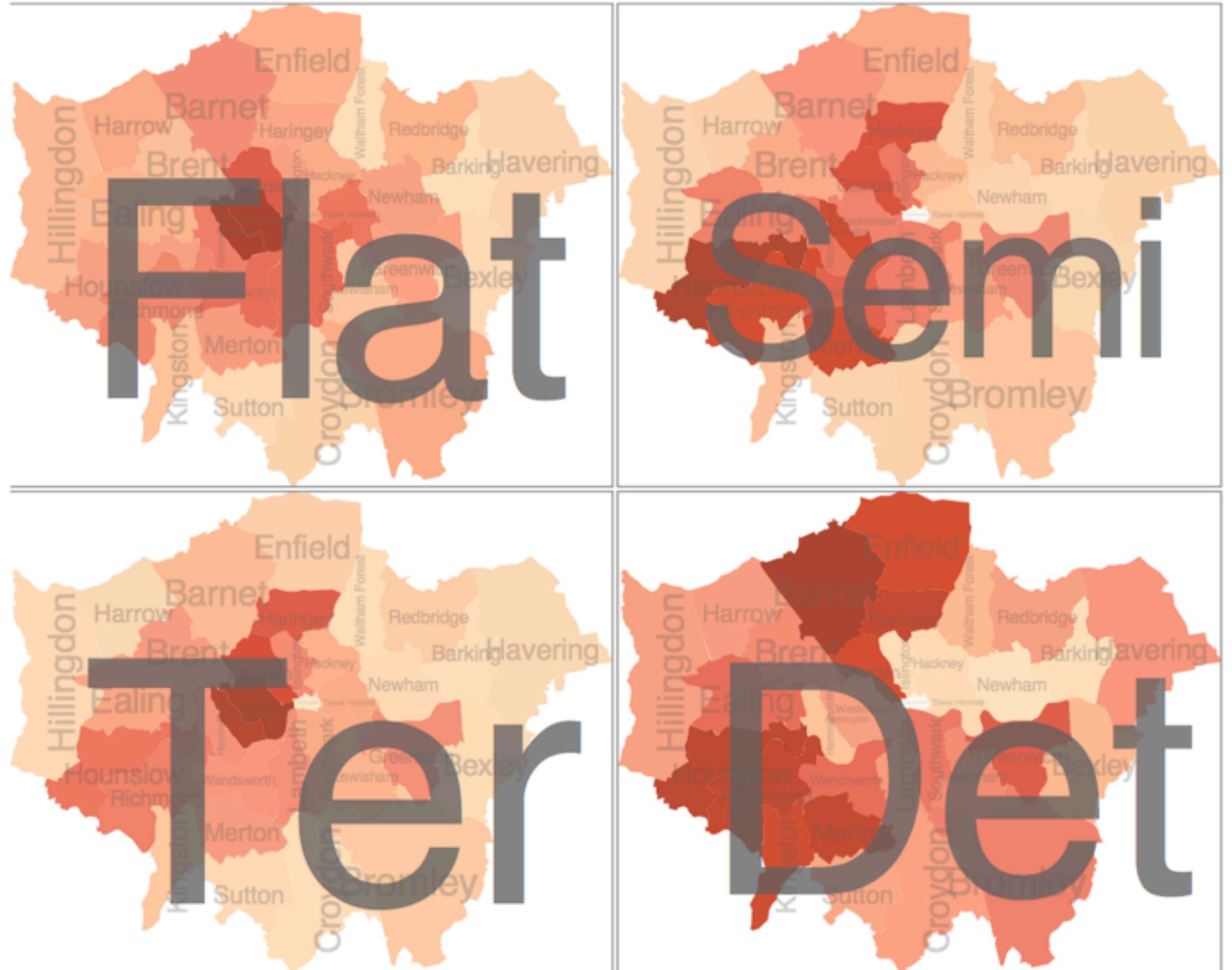
- switch order of splits
 - type then neighborhood
- switch color
 - by price variation
- type patterns
 - within specific type, which neighborhoods inconsistent



Partitioning: Recursive subdivision

System: **HIVE**

- different encoding for second-level regions
 - choropleth maps



How to handle complexity: 3 more strategies

+ 1 previous

Manipulate

➔ Change



➔ Select



➔ Navigate

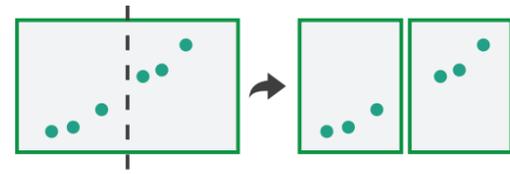


Facet

➔ Juxtapose



➔ Partition



➔ Superimpose



Reduce

➔ Filter



➔ Aggregate



➔ Embed



➔ *Derive*



- reduce what is shown within single view

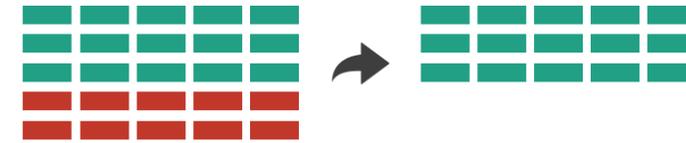
Reduce items and attributes

- reduce/increase: inverses
- filter
 - pro: straightforward and intuitive
 - to understand and compute
 - con: out of sight, out of mind
- aggregation
 - pro: inform about whole set
 - con: difficult to avoid losing signal
- not mutually exclusive
 - combine filter, aggregate
 - combine reduce, facet, change, derive

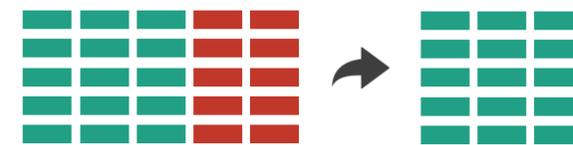
Reducing Items and Attributes

→ Filter

→ Items

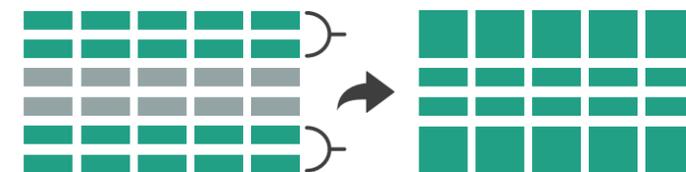


→ Attributes

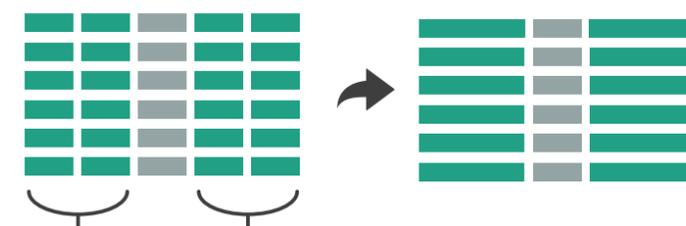


→ Aggregate

→ Items



→ Attributes



Reduce

→ Filter



→ Aggregate

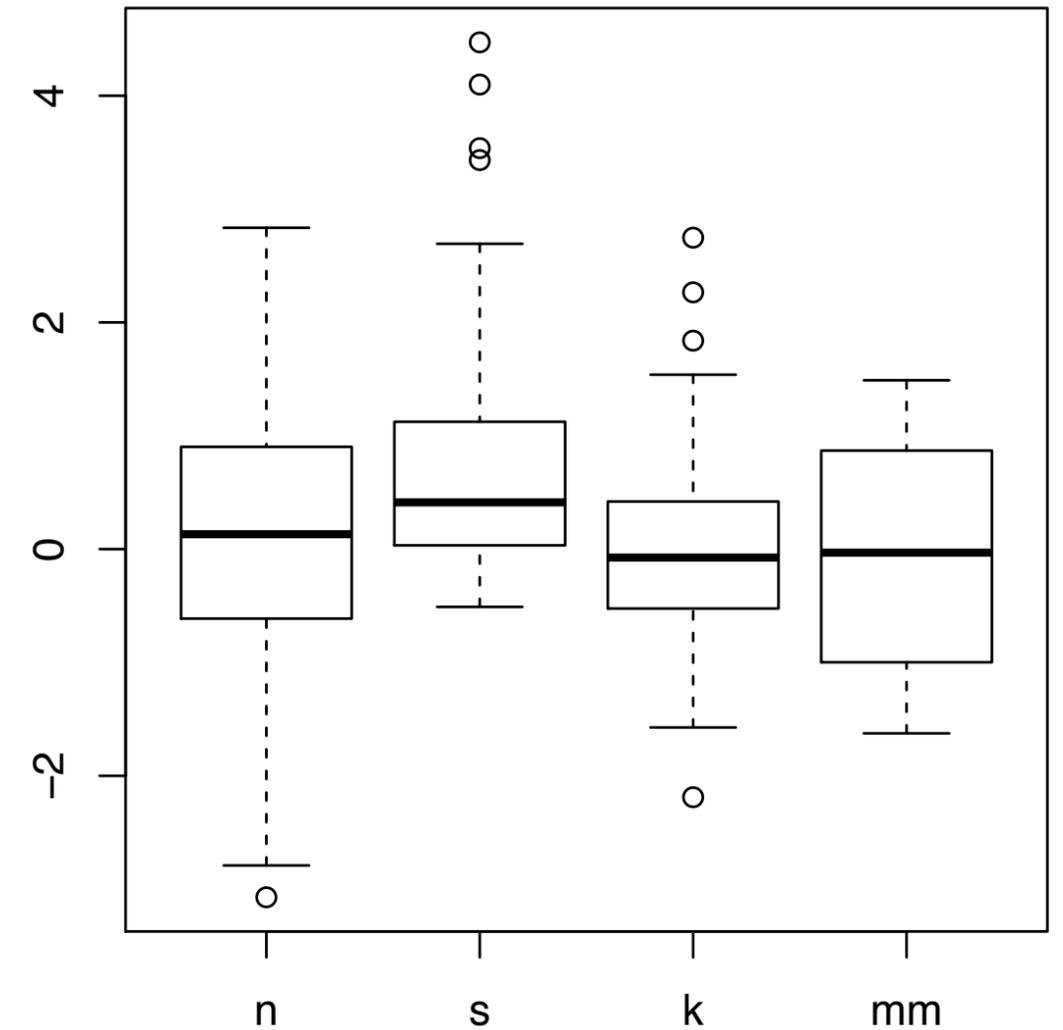


→ Embed



Idiom: **boxplot**

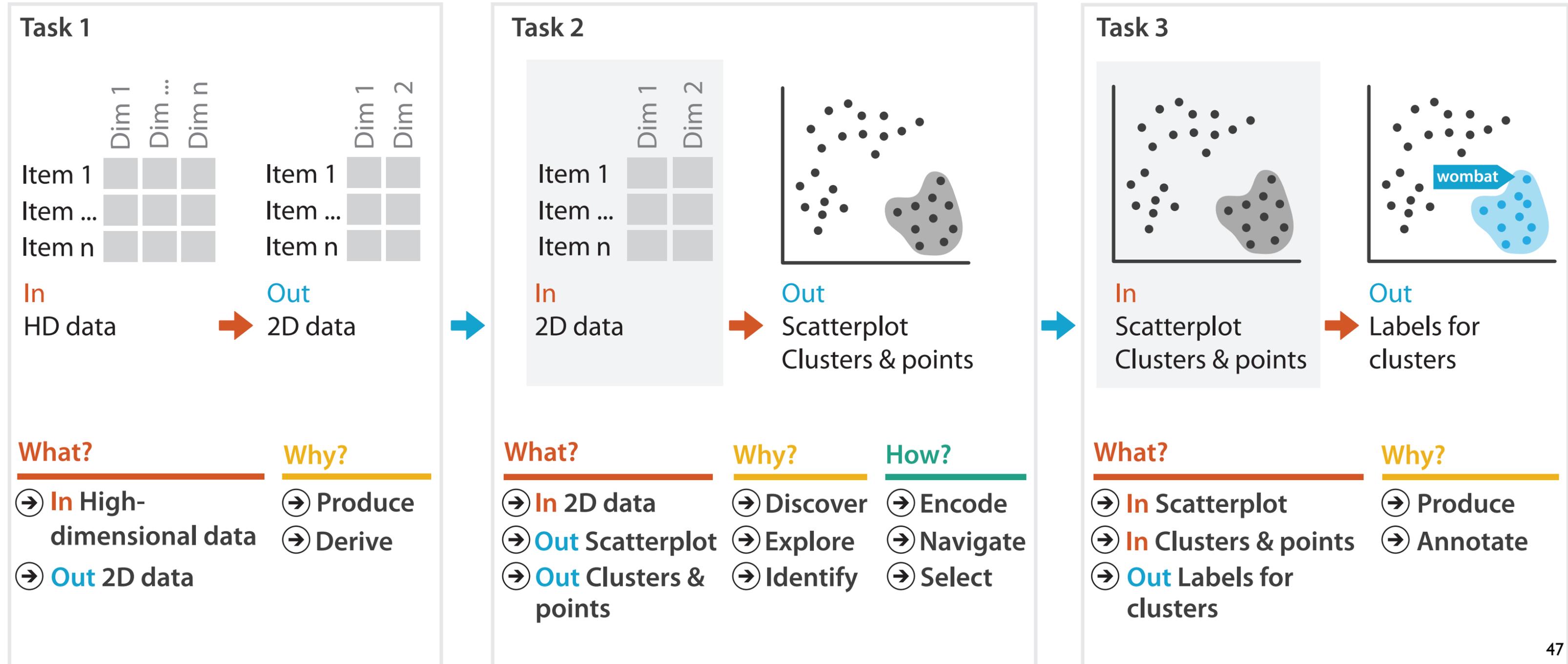
- static item aggregation
- task: find distribution
- data: table
- derived data
 - 5 quant attribs
 - median: central line
 - lower and upper quartile: boxes
 - lower upper fences: whiskers
 - values beyond which items are outliers
 - outliers beyond fence cutoffs explicitly shown



[40 years of boxplots. Wickham and Stryjewski. 2012. had.co.nz]

Idiom: Dimensionality reduction for documents

- attribute aggregation
 - derive low-dimensional target space from high-dimensional measured space



What?

Datasets

Attributes

domain

abstraction

What?

Why?

idiom

How?

algorithm

Why?

Actions

Targets

→ Data Types

→ Items

→ Data and D

Tables

Items

Attributes

→ Analyze

→ Consume

→ Discover



→ Present



→ Enjoy



→ All Data

→ Trends



→ Outliers

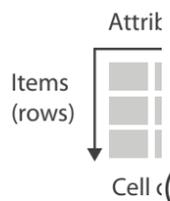


→ Features



→ Dataset Typ

→ Tables



→ Produce

→ Annotate



→ Search

	Tar
Location known	••
Location unknown	<••

→ Arrange

→ Express



→ Separate



→ Order



→ Align



→ Use



→ Map

from **categorical** and **ordered** attributes

→ Color

→ Hue



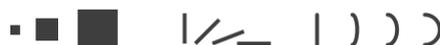
→ Saturation



→ Luminance



→ Size, Angle, Curvature, ...



→ Shape



→ Motion

Direction, Rate, Frequency, ...



How?

Encode

Manipulate

Facet

Reduce

→ Arrange

→ Express



→ Separate



→ Order



→ Align



→ Use



→ Map

from **categorical** and **ordered** attributes

→ Color

→ Hue



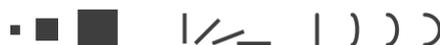
→ Saturation



→ Luminance



→ Size, Angle, Curvature, ...



→ Shape



→ Motion

Direction, Rate, Frequency, ...



→ Change



→ Select



→ Navigate



→ Juxtapose



→ Partition



→ Superimpose



→ Filter



→ Aggregate



→ Embed



What?

Why?

→ Geometr

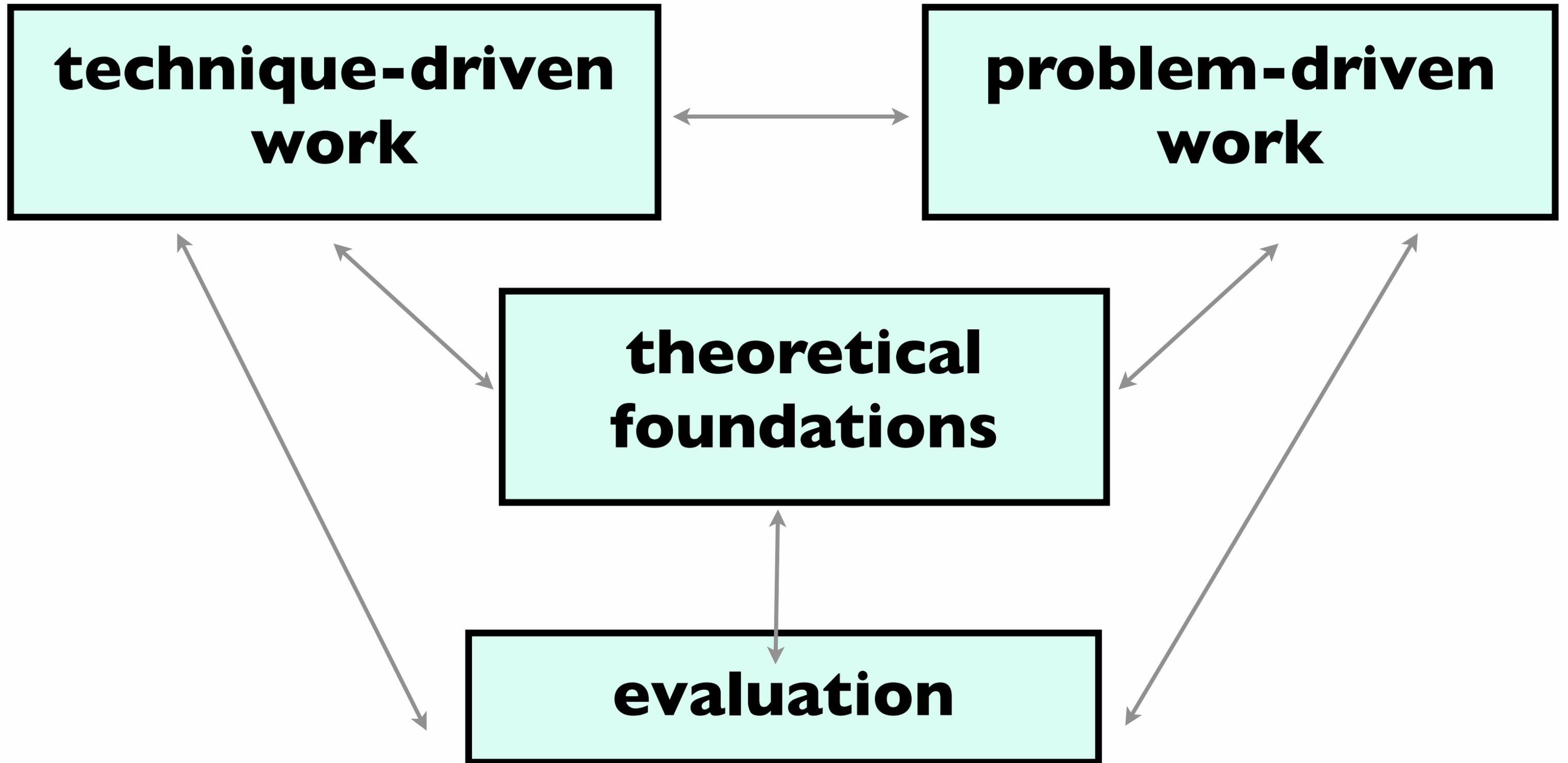


→ Query

→ Identify



A quick taste of my own work!



Evaluation: Graph drawing

T

P

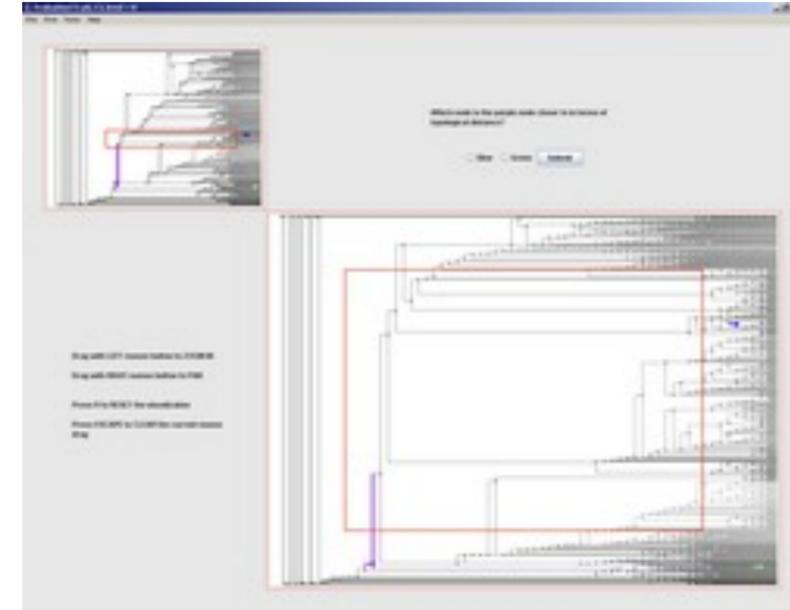
F

E

Dmitry Nekrasovski Adam Bodnar



Joanna McGrenere
(UBC)

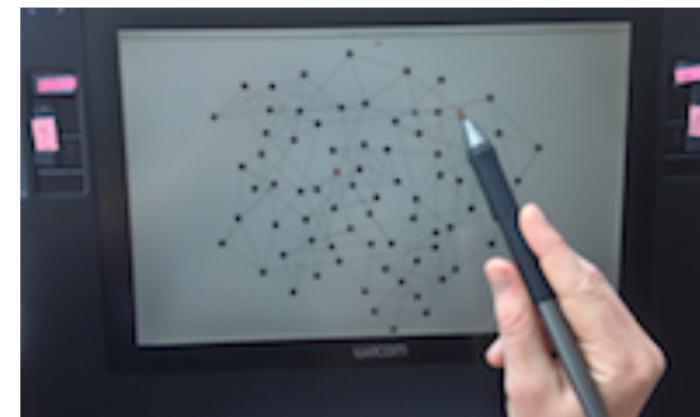


Stretch and squish navigation

Jessica Dawson



Joanna McGrenere
(UBC)



Search set model of path tracing

Technique-driven: Dimensionality reduction

T

P

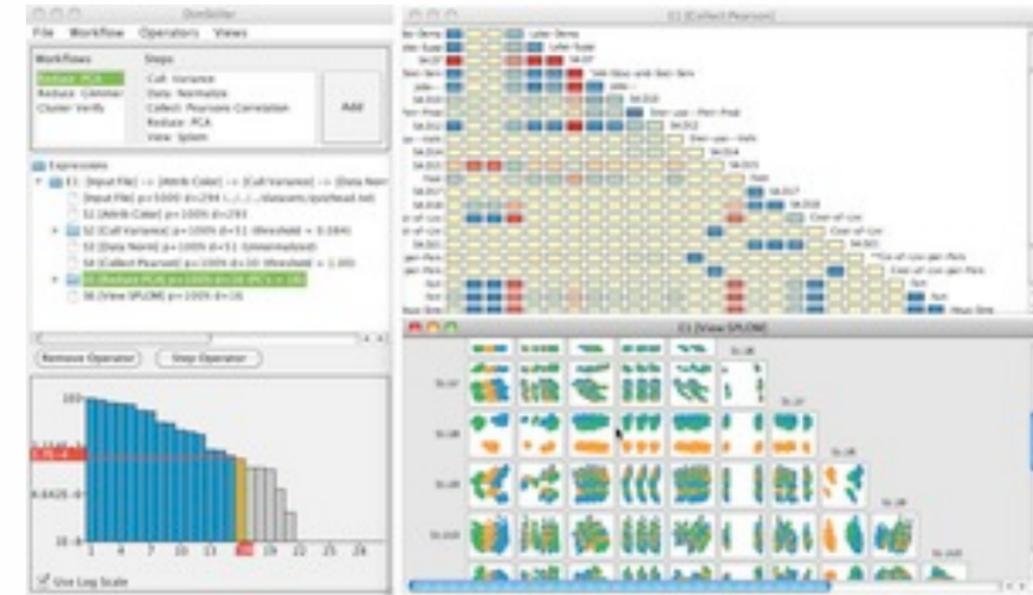
F

E

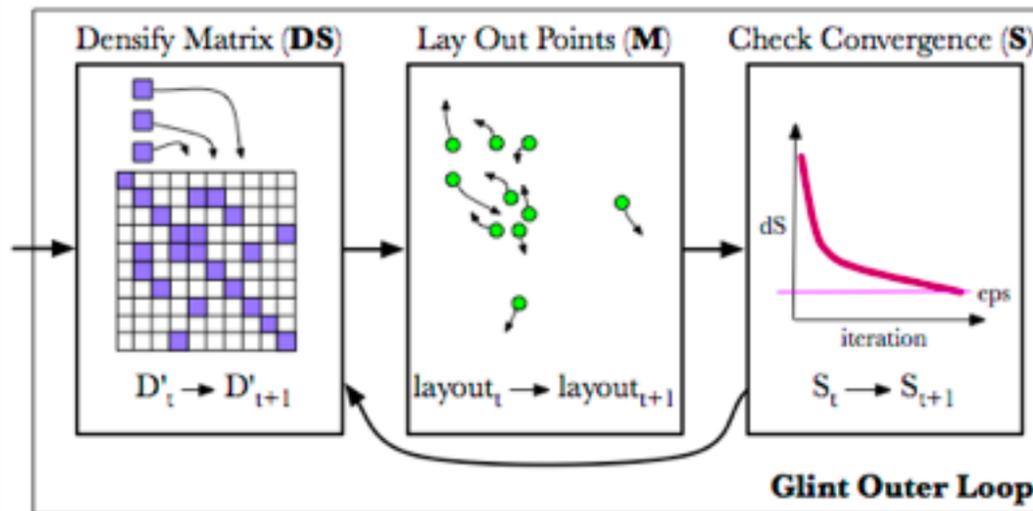
Stephen Ingram



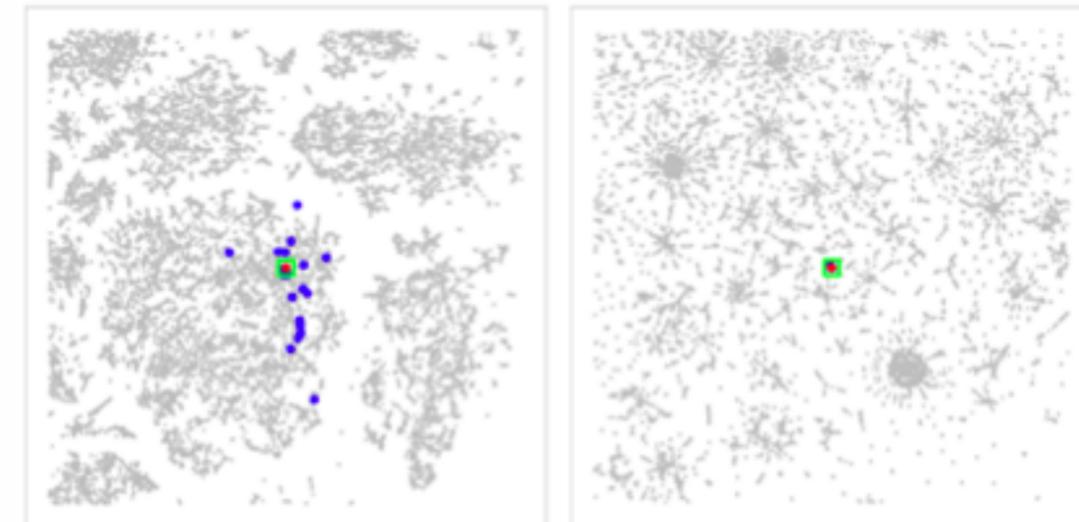
Glimmer



DimStiller



Glint



QSNE

Evaluation: Dimensionality reduction

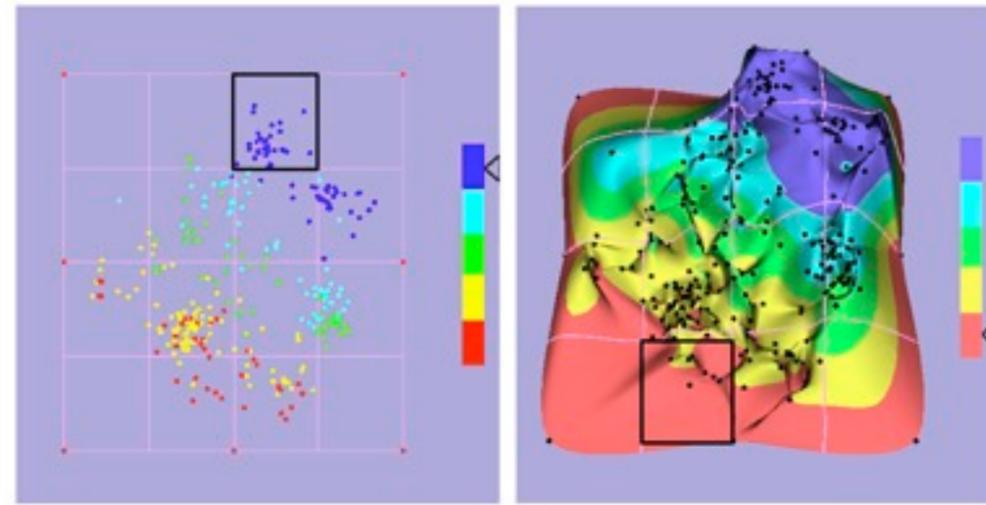
T

P

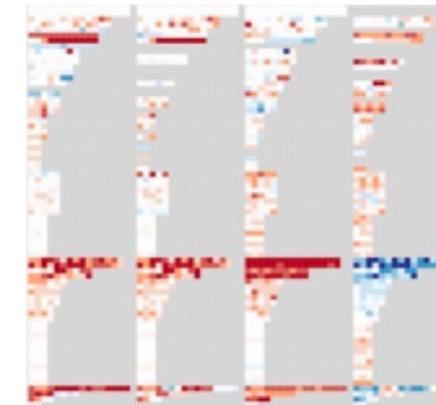
F

E

Melanie Tory



Points vs landscapes for dimensionally reduced data



Guidance on DR & scatterplot choices

Michael Sedlmair



Melanie Tory (UVic)



Taxonomy of cluster separation factors

Problem-driven: Genomics

T

P

F

E

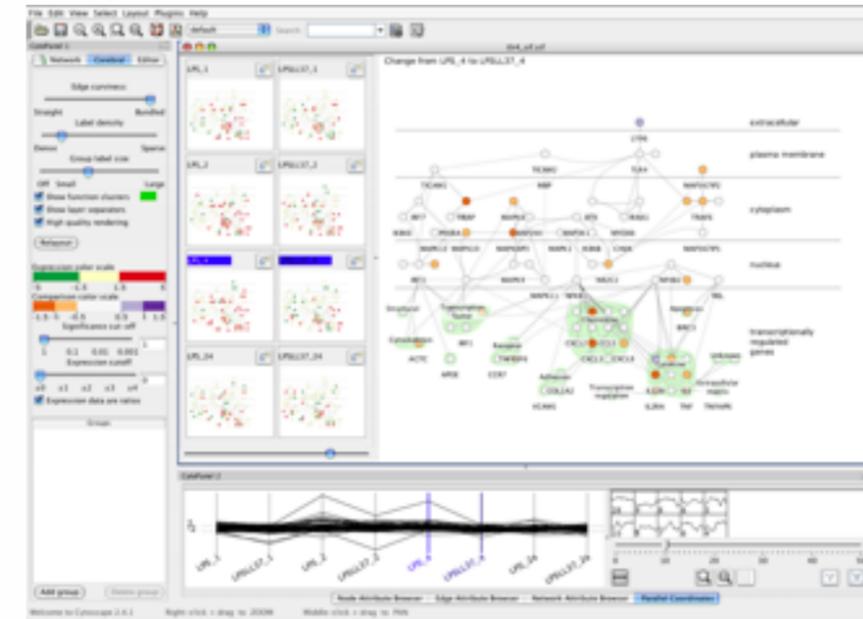
Aaron Barsky



Jenn Gardy
(Microbio)



Robert Kincaid
(Agilent)

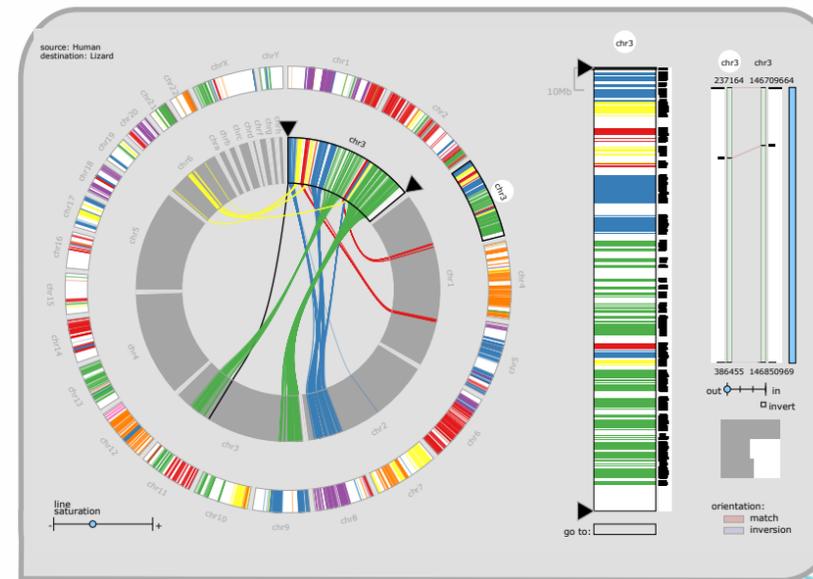


Cerebral

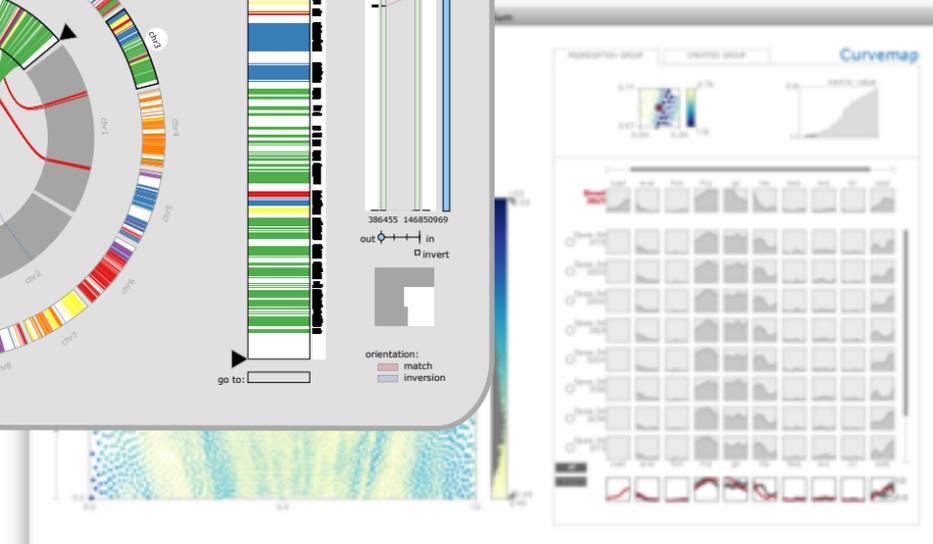
Miriah Meyer



Hanspeter Pfister
(Harvard)



MizBee



MulteeSum, Pathline

Problem-driven: Genomics, fisheries

T

P

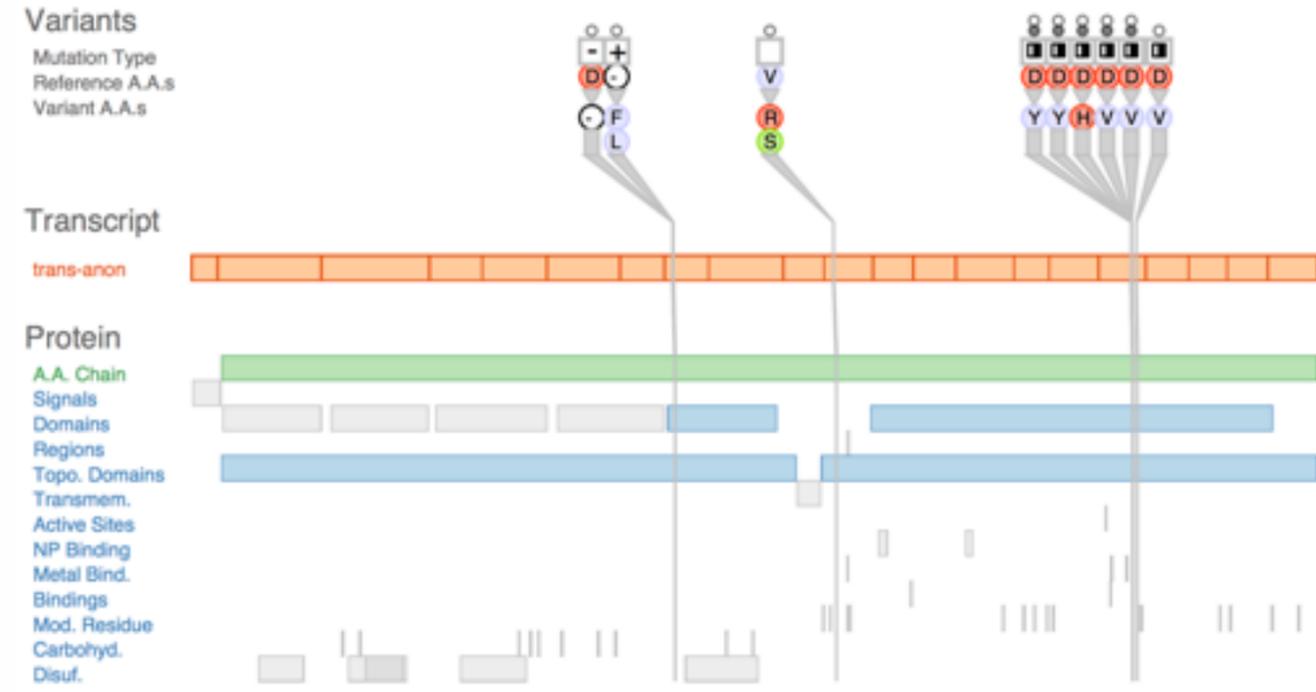
F

E

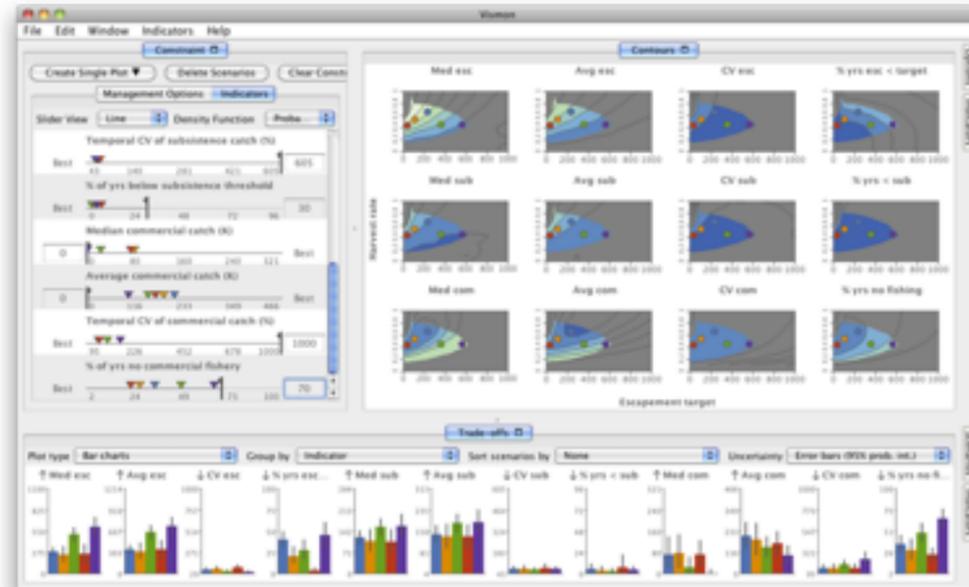
Joel Ferstay



Cydney Nielsen
(BC Cancer)



Variant View



Vismon

Maryam Booshehrian

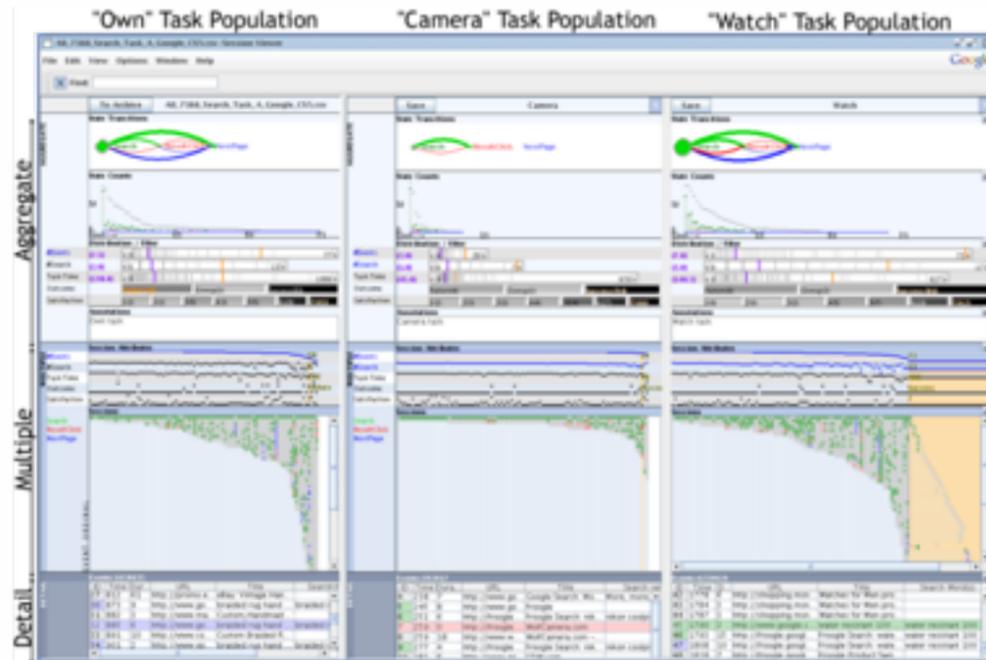


Torsten Moeller
(SFU)



Problem-driven: Many domains

T F P
F
E



SessionViewer: web log analysis

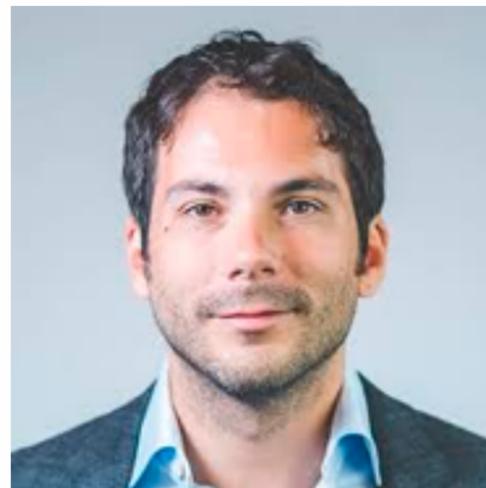
Heidi Lam



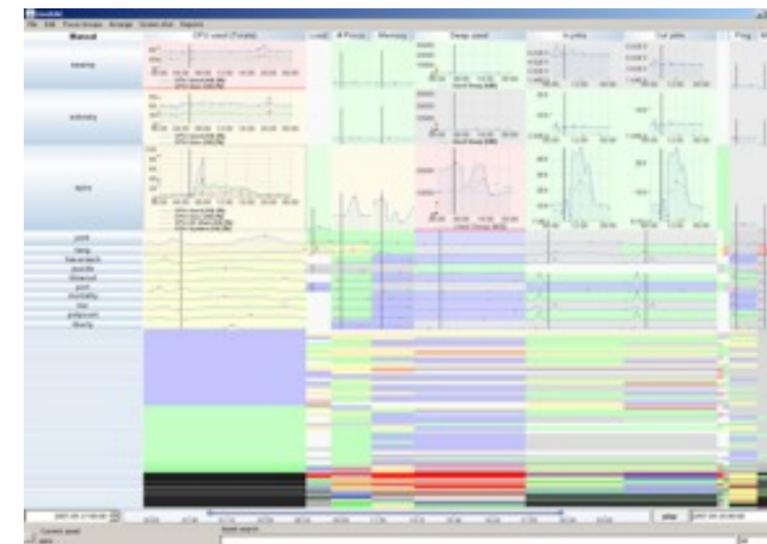
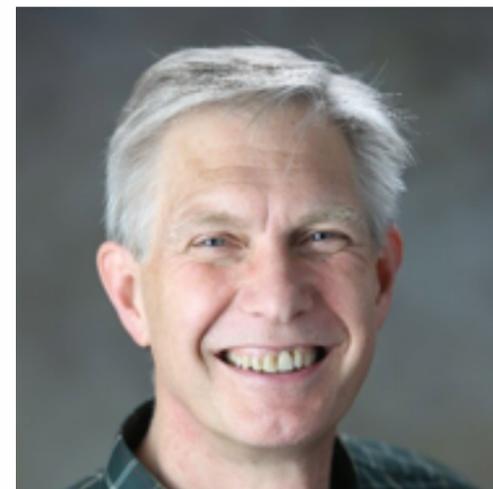
**Diane Tang
(Google)**



Peter McLachlan



**Stephen North
(AT&T Research)**



LiveRAC: systems time-series

Evaluation: Focus+Context

T

P

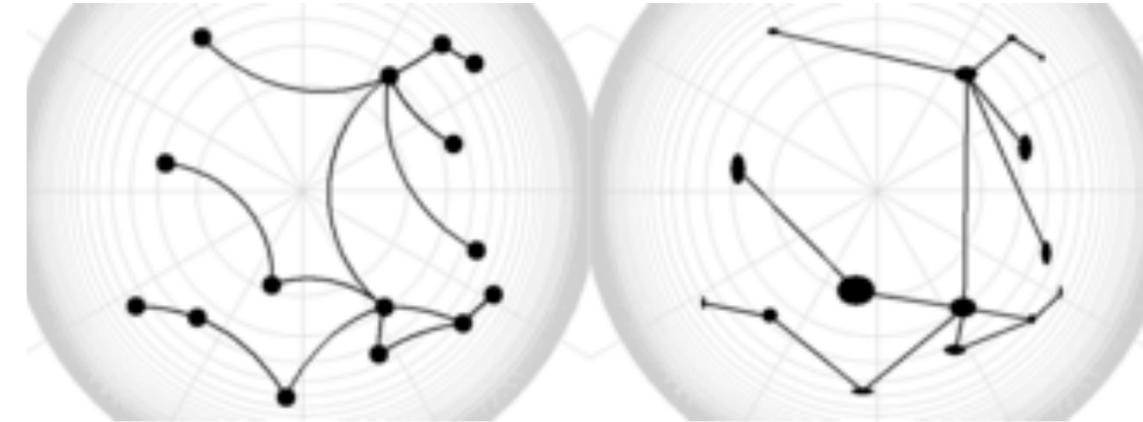
F

E

Heidi Lam



Ron Rensink
(UBC)

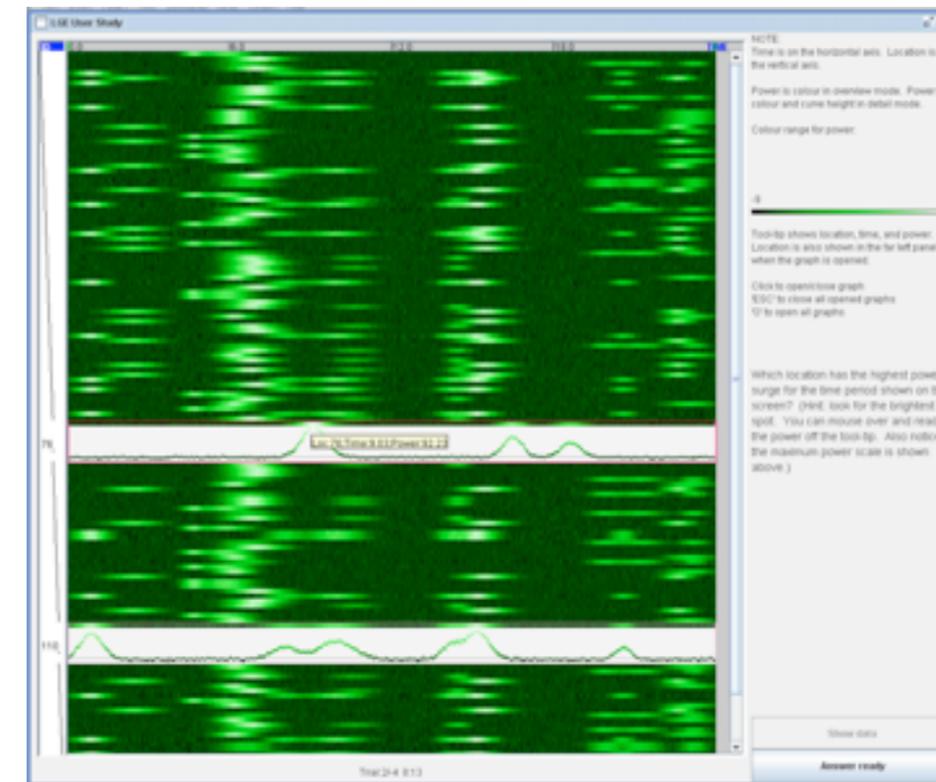


Distortion impact on search/memory

Heidi Lam



Robert Kincaid
(Agilent)



Separate vs integrated views

Journalism

T

P

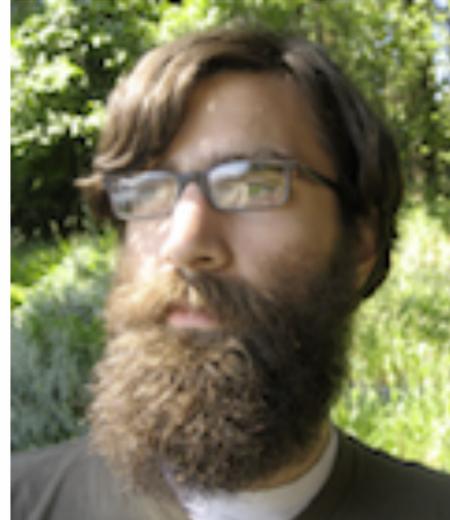
F

E

Matt Brehmer



Stephen Ingram



Jonathan Stray
(Assoc Press)

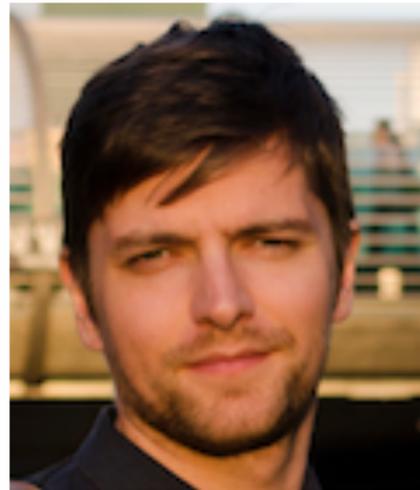


Overview

Johanna Fulda
(Sud. Zeitung)



Matt Brehmer



TimeLineCurator

Theoretical foundations

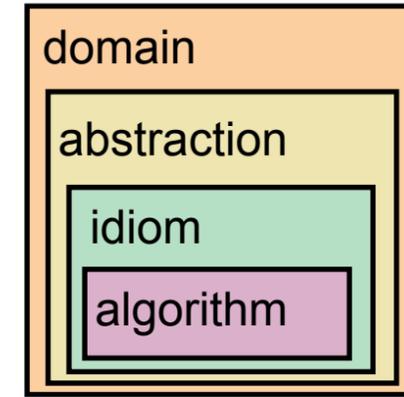
T F P
E

- Visual Encoding Pitfalls

- Unjustified Visual Encoding
- Hammer In Search Of Nail
- 2D Good, 3D Better
- Color Cacophony
- Rainbows Just Like In The Sky

- Strategy Pitfalls

- What I Did Over My Summer
- Least Publishable Unit
- Dense As Plutonium
- Bad Slice and Dice



Nested Model

Papers Process & Pitfalls



Design Study Methodology

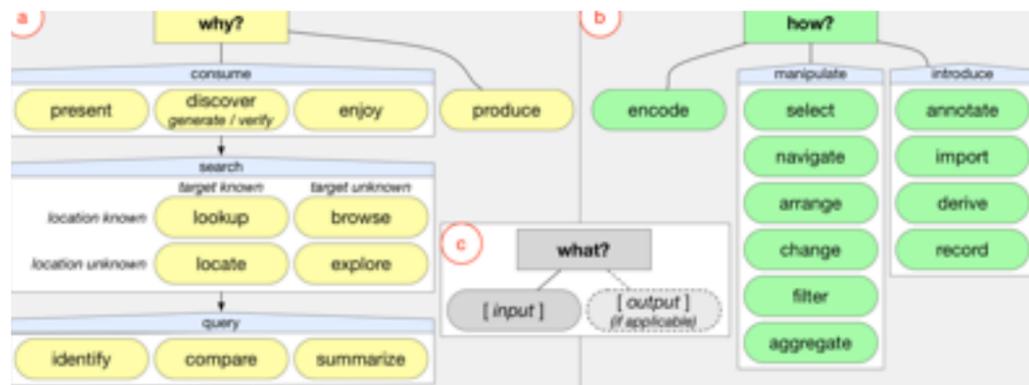
Michael Sedlmair



Miriah Meyer



Matt Brehmer



Abstract Tasks

More Information

[@tamaramunzner](https://twitter.com/tamaramunzner)

- this talk

<http://www.cs.ubc.ca/~tmm/talks.html#vad15fls>

- book page (including tutorial lecture slides)

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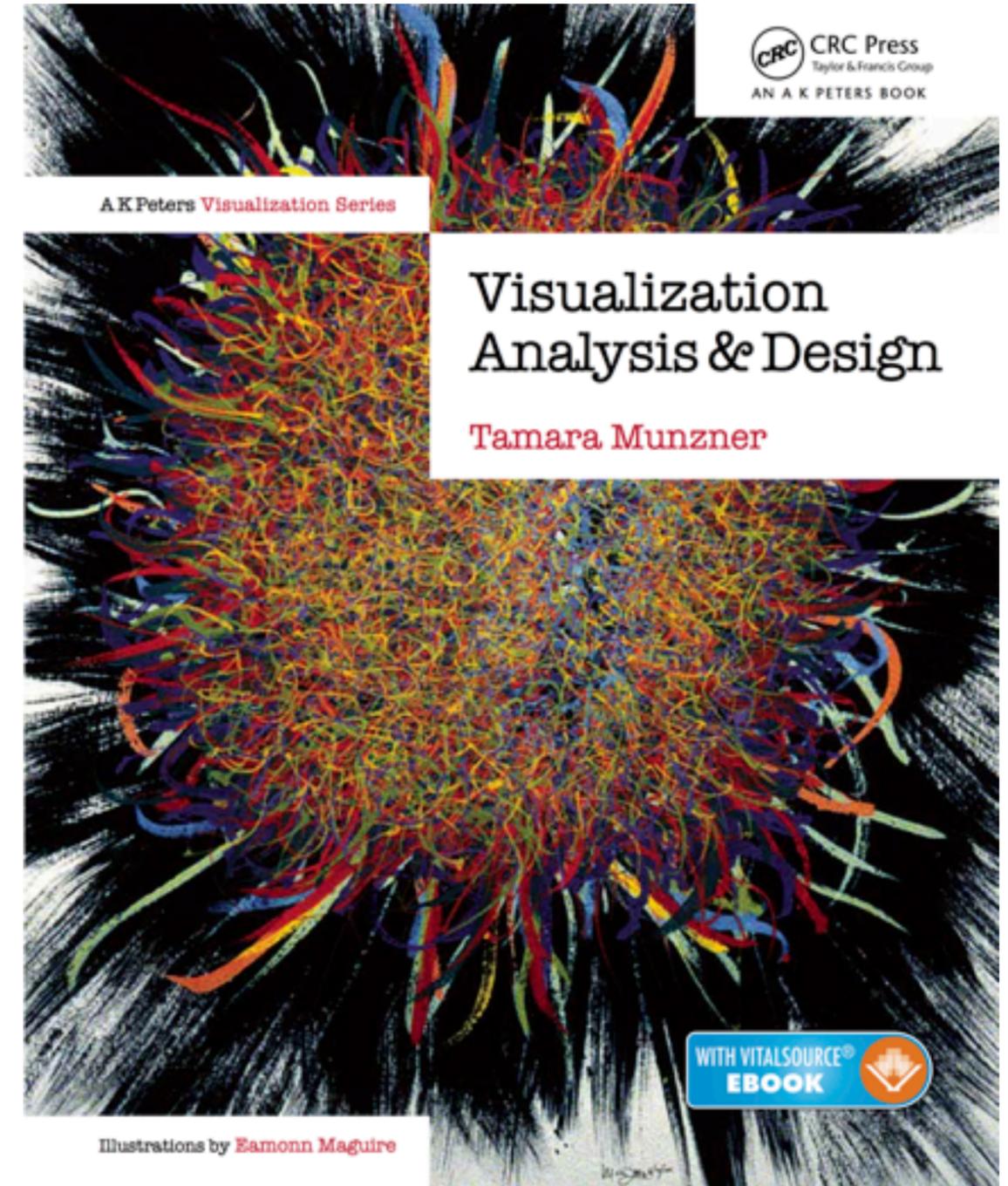
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Visualization Analysis and Design.
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