Visualization Principles

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Twitter
28 Jun 2012

http://www.cs.ubc.ca/~tmm/talks.html#twitter12

Defining visualization

computer-based visualization systems provide visual representations of datasets intended to help people carry out some task more effectively

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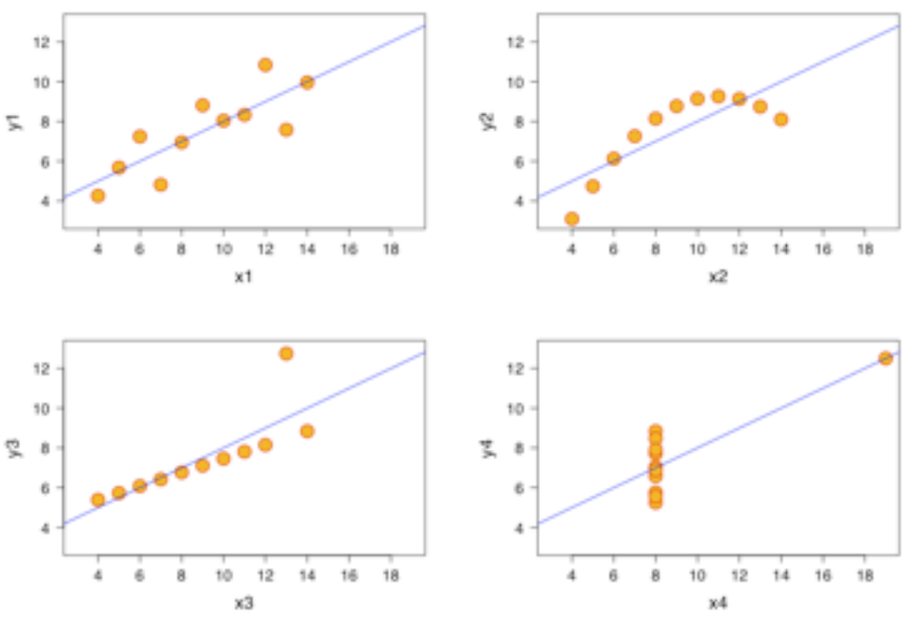
- human in the loop needs the details



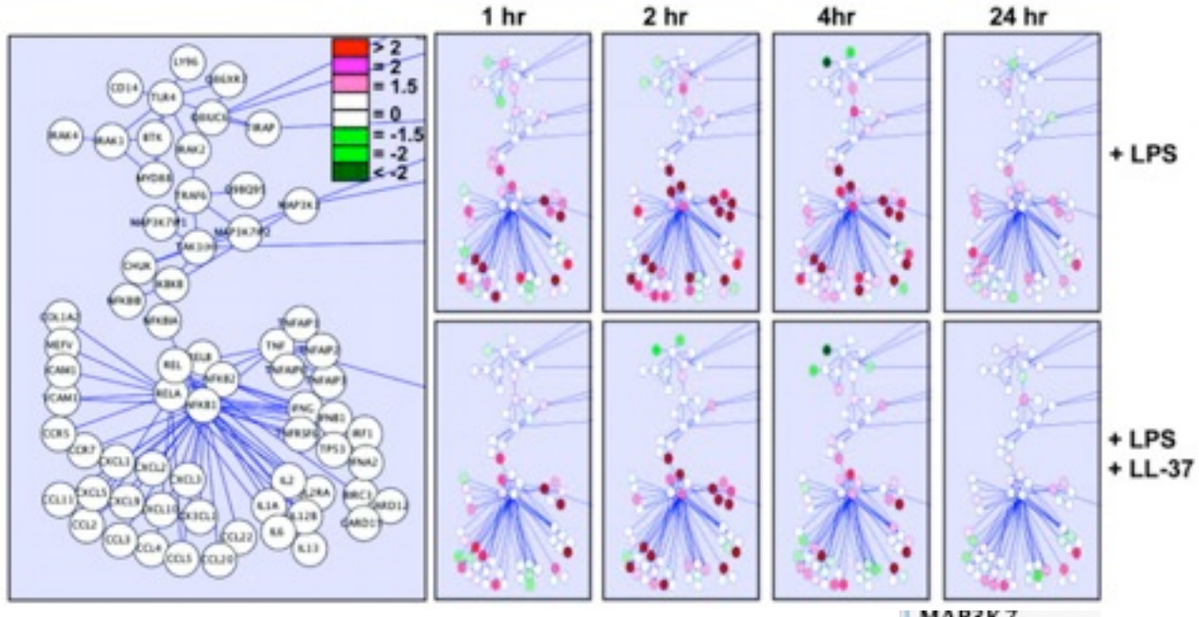
http://upload.wikimedia.org/wikipedia/commons/b/b6/Anscombe.svg

Identical statistics	
x mean	9.0
x variance	10.0
y mean	7.50
y variance	3.75
x/y correlation	0.816

Defining visualization

computer-based visualization systems provide visual representations of datasets intended to help people carry out some task more effectively

- human in the loop needs the details
- external representation: perception vs cognition



		LPSLL37_1	LPSLL37_1_pvals	LPSLL37_2	LPSLL37_24	LPSLL37_24_pvals
		2.367	0.251	1.337	-1.553	
	ption factor	-1.14	0.972	-1.03	1.303	0.807
	ine	1.853	0.376	4.111	-1.019	0.745
		-1.376	0.373	2.232	1.194	0.387
		-5.961		2.139	-1.236	0.601
	ption factor	-1.077	0.564	-1.169	1.943	0.594
		1.167	**0.29**	**1.421**	**-1.907**	**0.286**
	ine	1.254	0.878	-1.052	1.499	0.761
MAP3K7		1.01	0.956	-1.096	1.222	0.8
ICAM1	Adhesion	1.184	0.669	1.537	1.392	0.671
IRF1	Transcription factor	-1.013	0.519	1.416	1.081	0.995
CXCL3	Chemokine	1.7	0.905	1.092	-1.598	0.521
IL12B	Cytokine	-2.448	0.042	-1.473	-2.109	0.08
CCL11	Chemokine	-1.338	0.349	-1.995	-1.785	0.129
MAP3K7IP1	Adaptor					
IFNG	Cytokine	-1.15	0.801	1.075	1.053	0.521

Defining visualization

computer-based visualization systems provide visual representations of datasets intended to help people carry out some task more effectively

- human in the loop needs the details
- external representation: perception vs cognition
- intended task

http://upload.wikimedia.org/wikipedia/commons/b/b6/Anscombe.svg

Defining visualization

computer-based visualization systems provide visual representations of datasets intended to help people carry out some tasl more effectively

- human in the loop needs the details
- external representation: perception vs cognition
- intended task
- measureable definitions of effectiveness

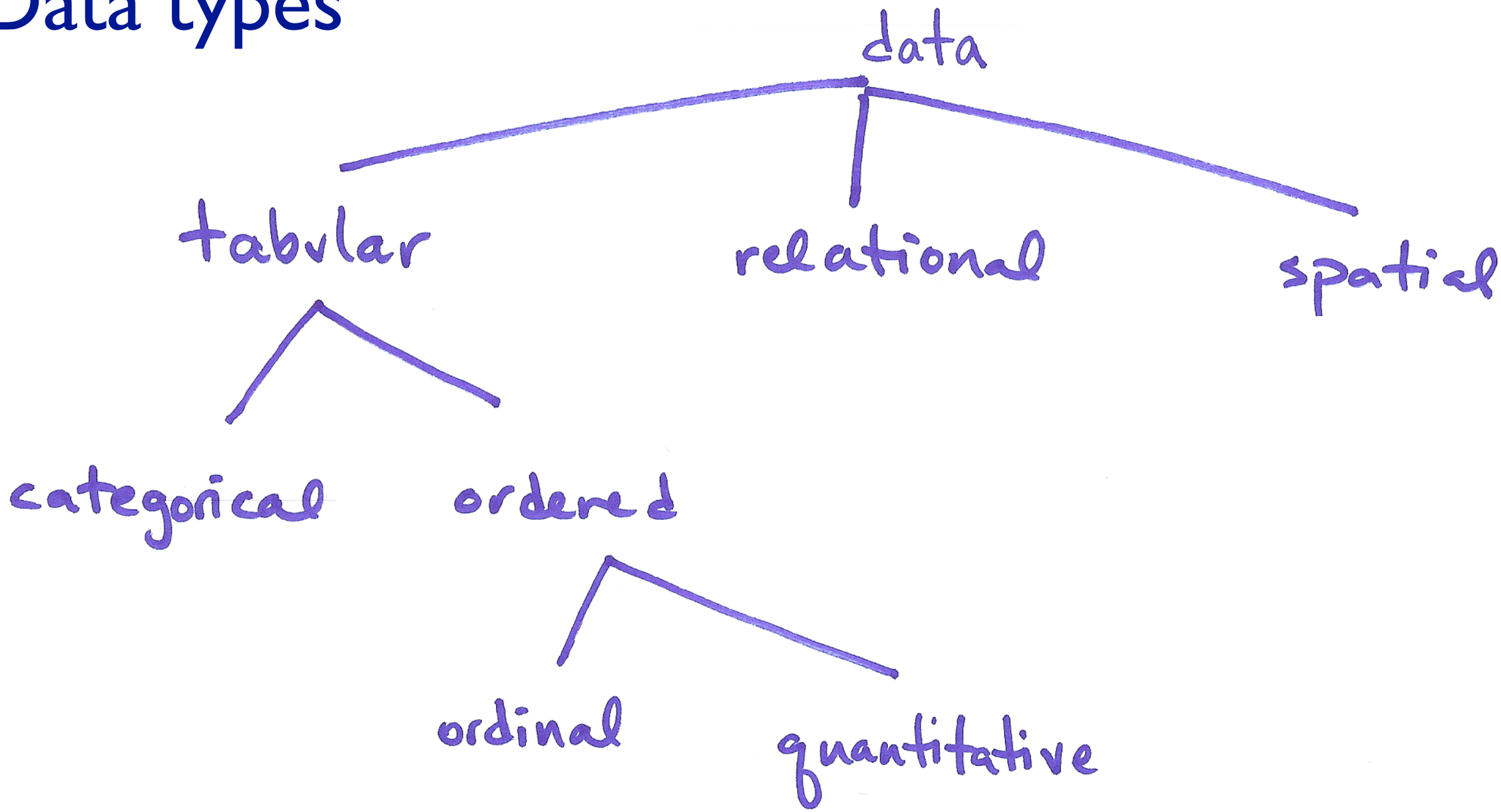
Visualization design space

- huge space of design alternatives
  - tradeoffs abound
- many possibilities now known to be ineffective
    - avoid random walk through parameter space
    - avoid some of our past mistakes
      - extensive experimentation has already been done
- guidelines continue to evolve
  - we reflect on lessons learned in design studies
  - iterative refinement usually wise

Principles

- know your visual channel types and ranks
- categorical color constraints
- power of the plane
- danger of depth
- resolution beats immersion
- eyes beat memory
- validate against the right threat

Data types

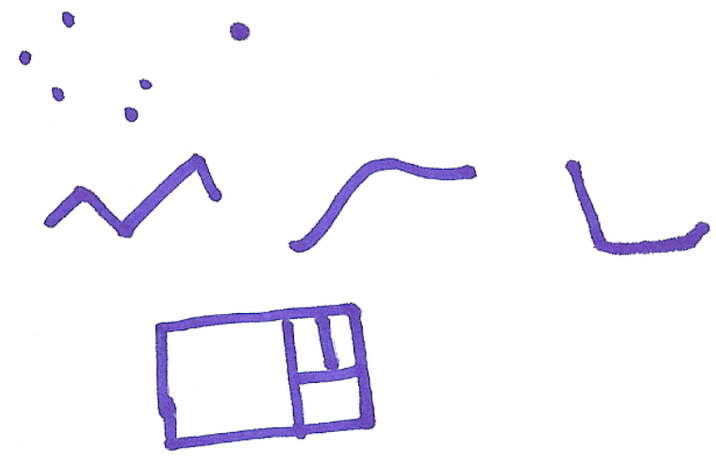

data
tabular
relational
spatial
categorical
ordered
ordinal
quantitative

Visual encoding

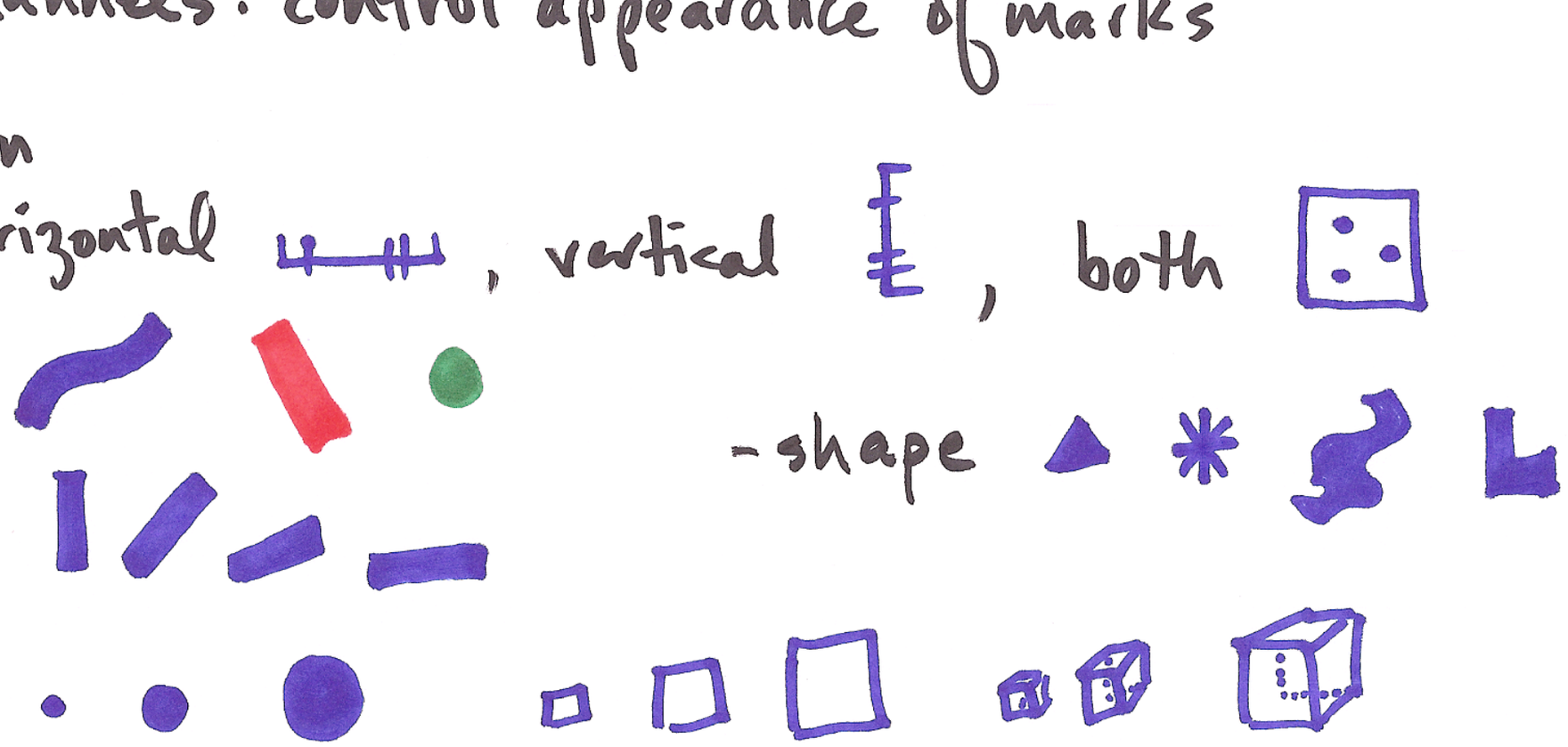
- analyze
  showing abstract data dimensions

Image theory

- marks: geometric primitives
  - points
  - lines
  - areas



- visual channels: control appearance of marks
  - position
    - horizontal
    - vertical
    - both
  - color
  - tilt
  - size
  - shape



Visual encoding

- analyze as combination of marks and channels showing abstract data dimensions

Visual channel types and rankings

Categorical
What / where

Ordered: Ordinal/Quantitative
How much

Relational, Same Category
Grouping

Power of the plane: only position works for all!

Categorical

What / where

planar position

color hue

shape + ○ □ △ L

stipple pattern

Relational, Same Category

Grouping

Containment (2D)

Connection (1D)

Similarity (other channels)

Proximity (position)

Ordered: Ordinal/Quantitative

How much

position on common scale

position on unaligned scale

length (1D size)

tilt, angle

area (2D size)

curvature

volume (3D size)

lightness black/white

color saturation

stipple density

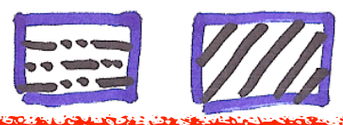
Ranking differs for all other channels

Categorical
What / where

planar position 

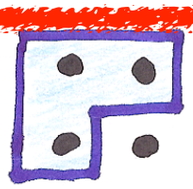
color hue 

shape 

stipple pattern 

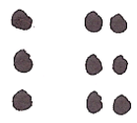
Relational, Same Category

Grouping

Containment (2D) 

Connection (1D) 

Similarity (other channels) 

Proximity (position) 

Ordered: Ordinal/Quantitative
How much

position on common scale 

position on unaligned scale 

length (1D size)

tilt, angle 

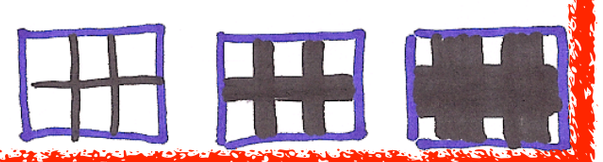
area (2D size) 

curvature 

volume (3D size) 

lightness black/white 

color saturation 

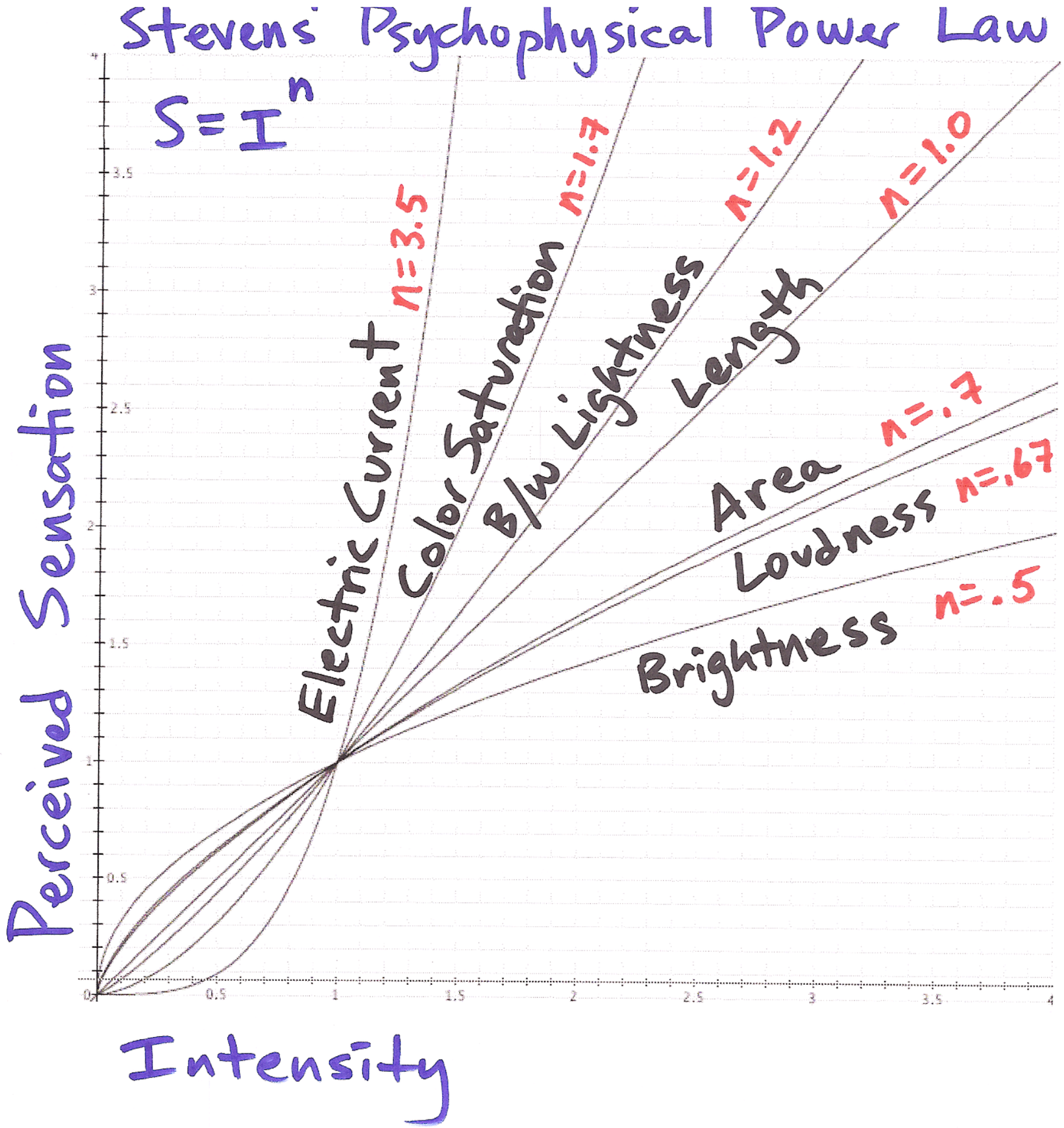
stipple density 

Channel rankings

- effectiveness principle: encode most important attributes with highest ranked channels [Mackinlay 86]

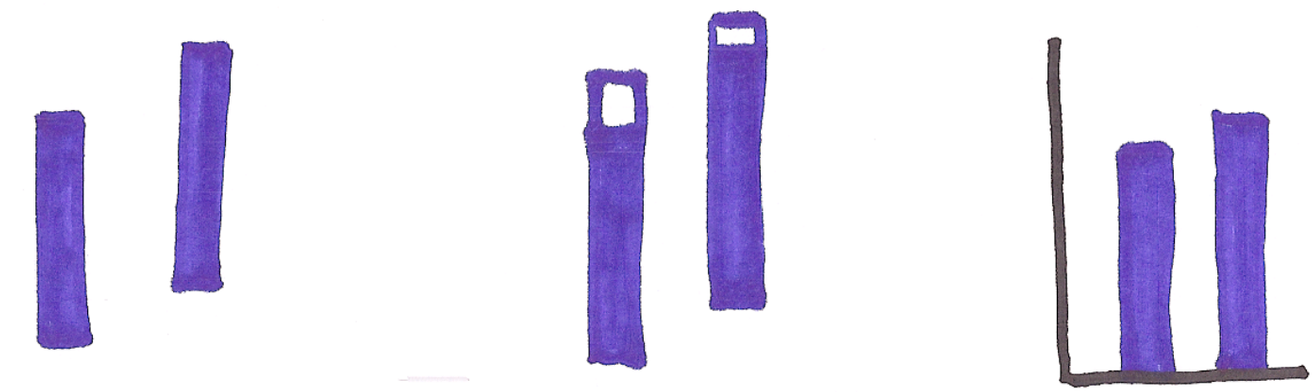
- where do rankings come from?
  - accuracy, discriminability, separability, popout

Accuracy


Stevens' Psychophysical Power Law
$S = I^n$
Perceived Sensation
Intensity
Electric Current n=3.5
Color Saturation n=1.7
B/w Lightness n=1.2
Length n=1.0
Area n=.7
Loudness n=.67
Brightness n=.5
0
0.5
1
1.5
2
2.5
3
3.5
4

Accuracy

- position along common scale

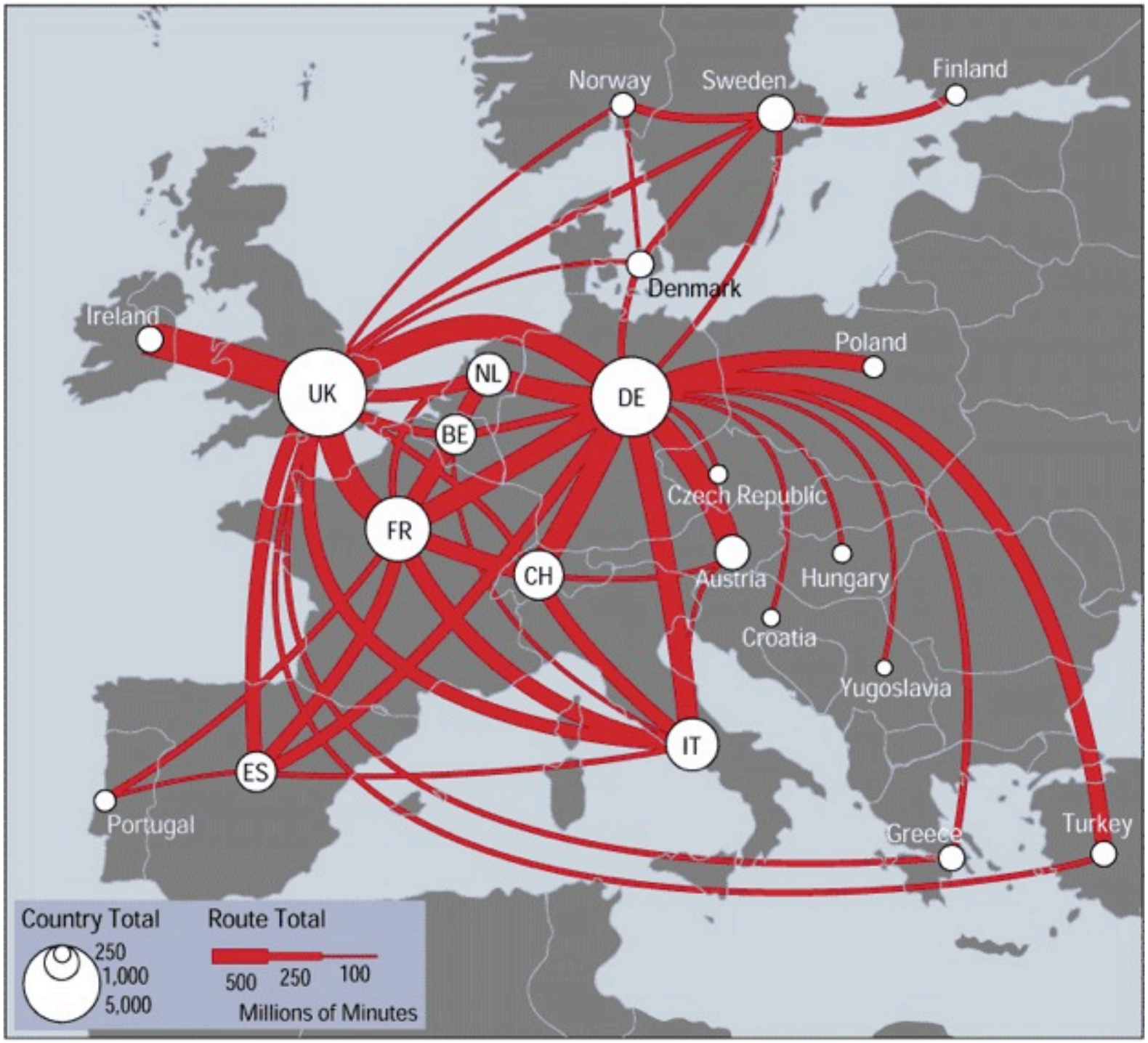


no scale framed aligned

- frame increases accuracy [Cleveland 84]
- Weber's Law: relative judgements
  - filled rectangles differ by 1:9
  - white rectangles differ by 1:2

Discriminability: How many usable steps?

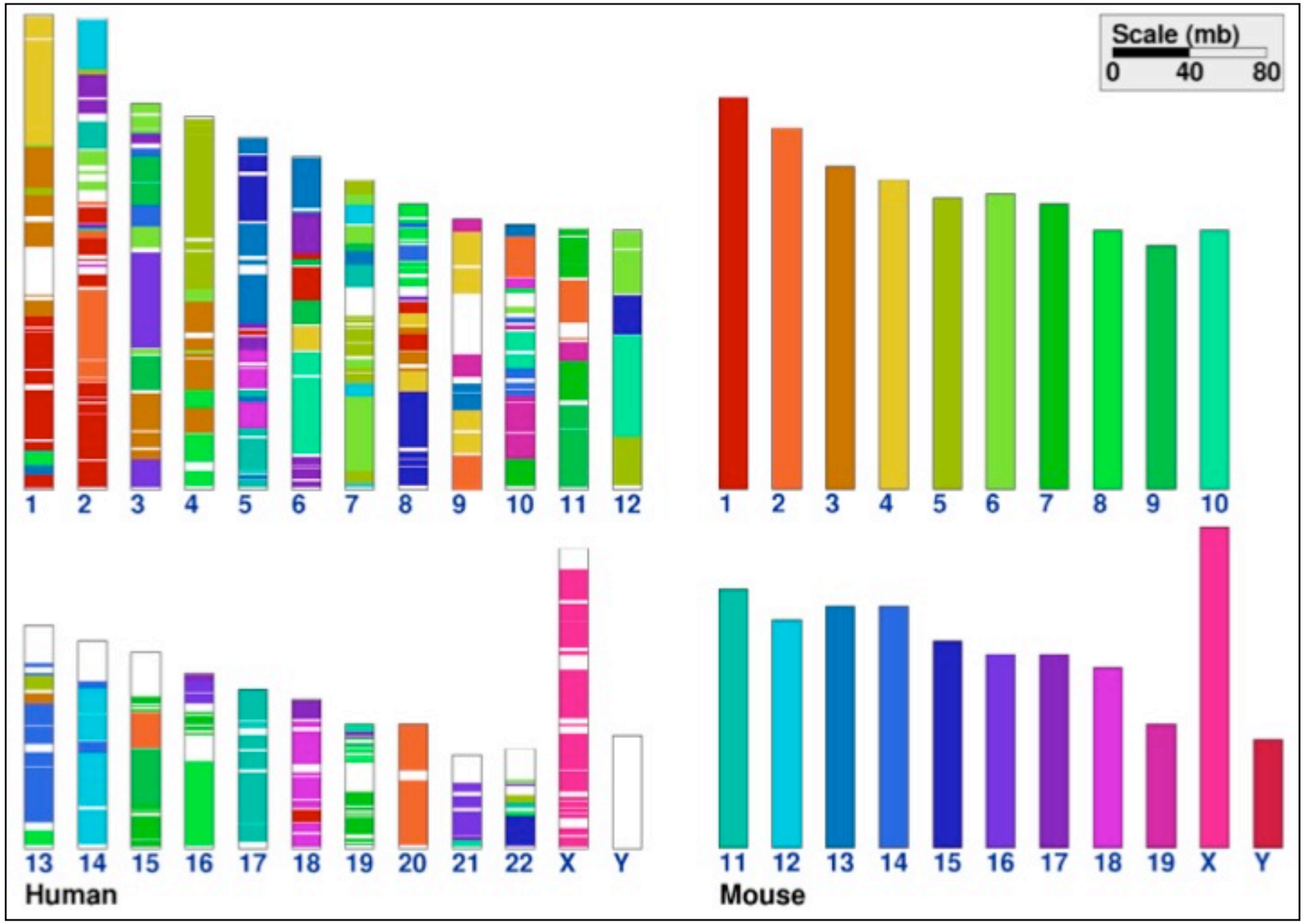
- linewidth: only a few



[mappa.mundi.net/maps/maps 014/telegeography.html]

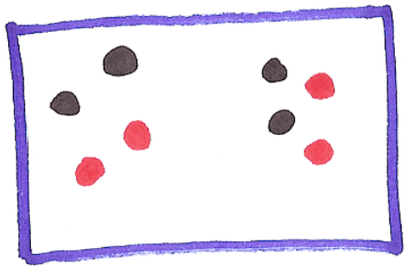
Discriminability: Categorical color constraints

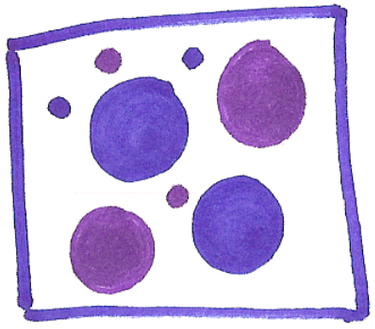
- noncontiguous small regions of color: only 6-12 bins

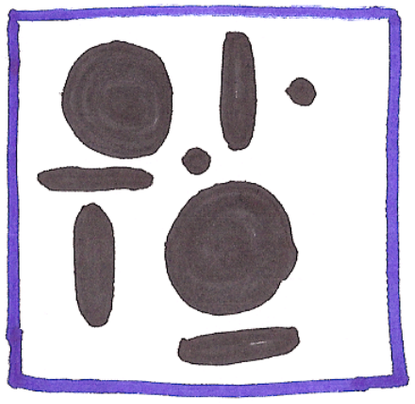


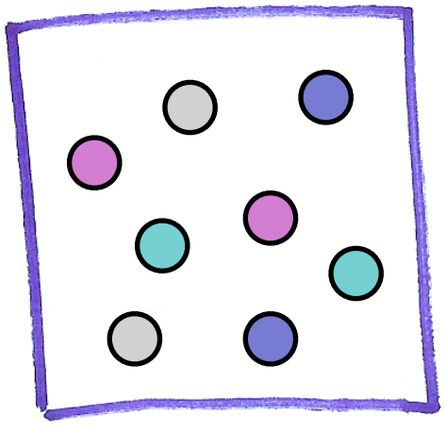
Cinteny: flexible analysis and visualization of synteny and genome rearrangements in multiple organisms. Sinha and Meller. Bioinformatics 2007

Separability vs. integrality





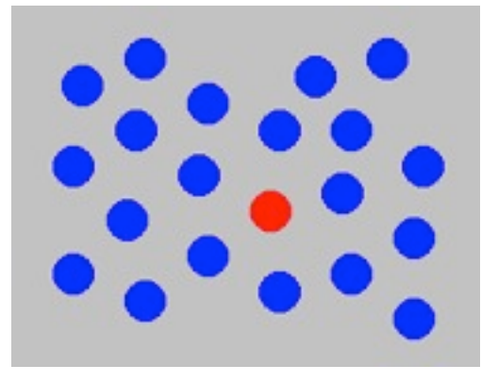


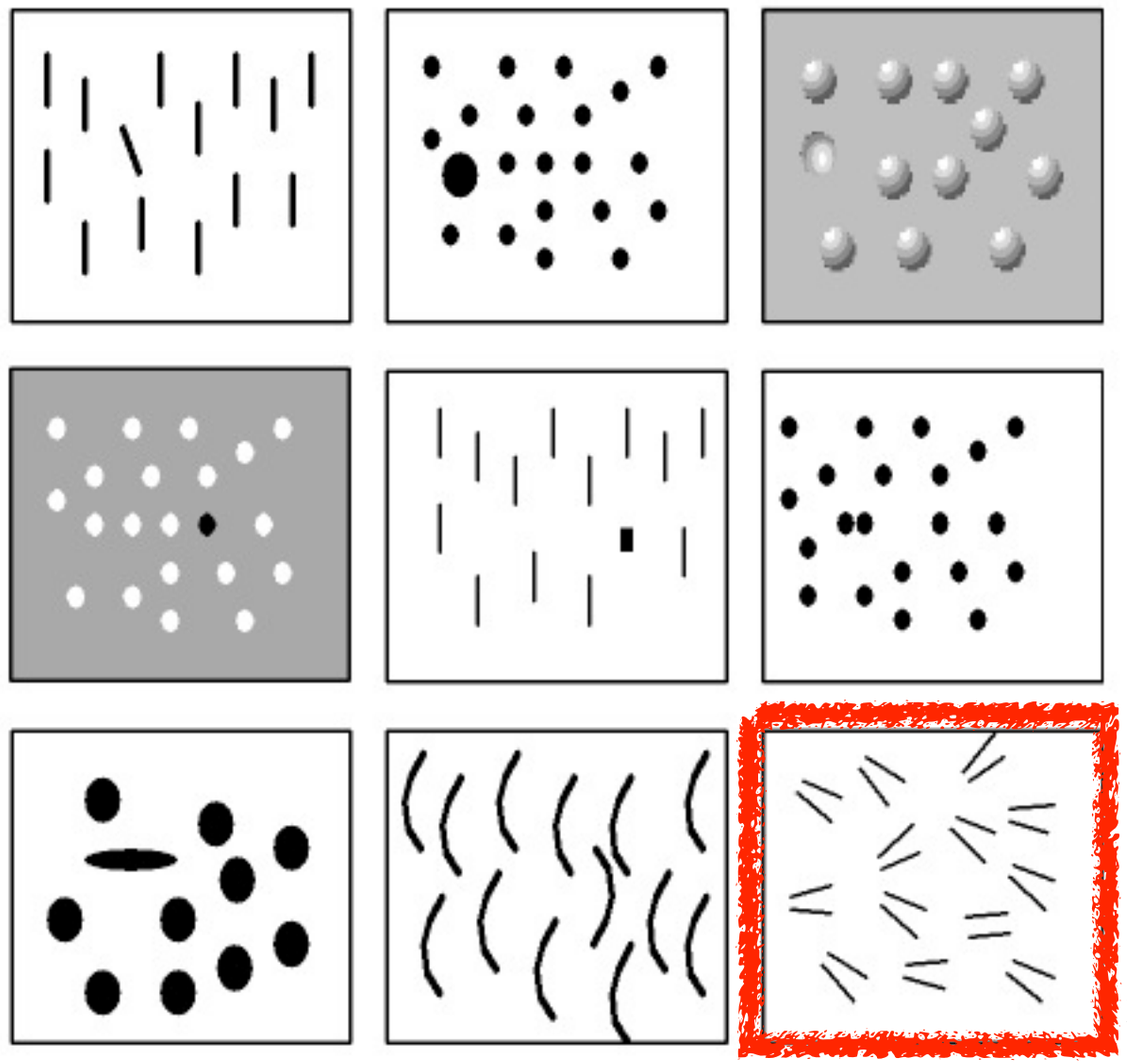


Popout: Most channels

- parallel processing on most channels
  - sufficiently different item noticed immediately, independent of distractor count

- some channels have no popout: serial search required

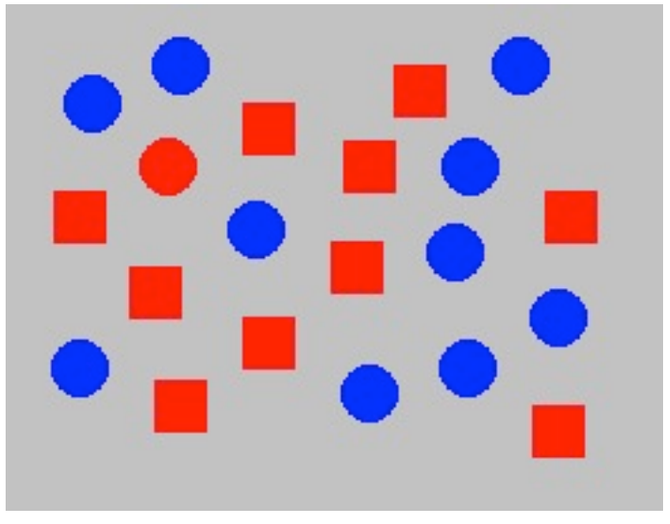




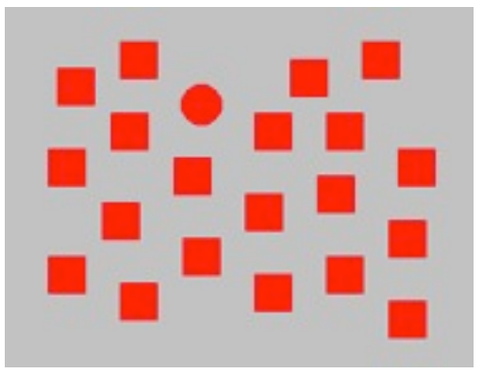
Healey. Perception in Visualization
http://www.csc.ncsu.edu/faculty/healey/PP/

Popout limits

- only one channel at a time
  - combination searches are serial
    - most channel pairs
    - all channel triplets, etc



- within channel, speed depends on which channel and how different item is from surroundings
  - 'sufficiently different': context dependent

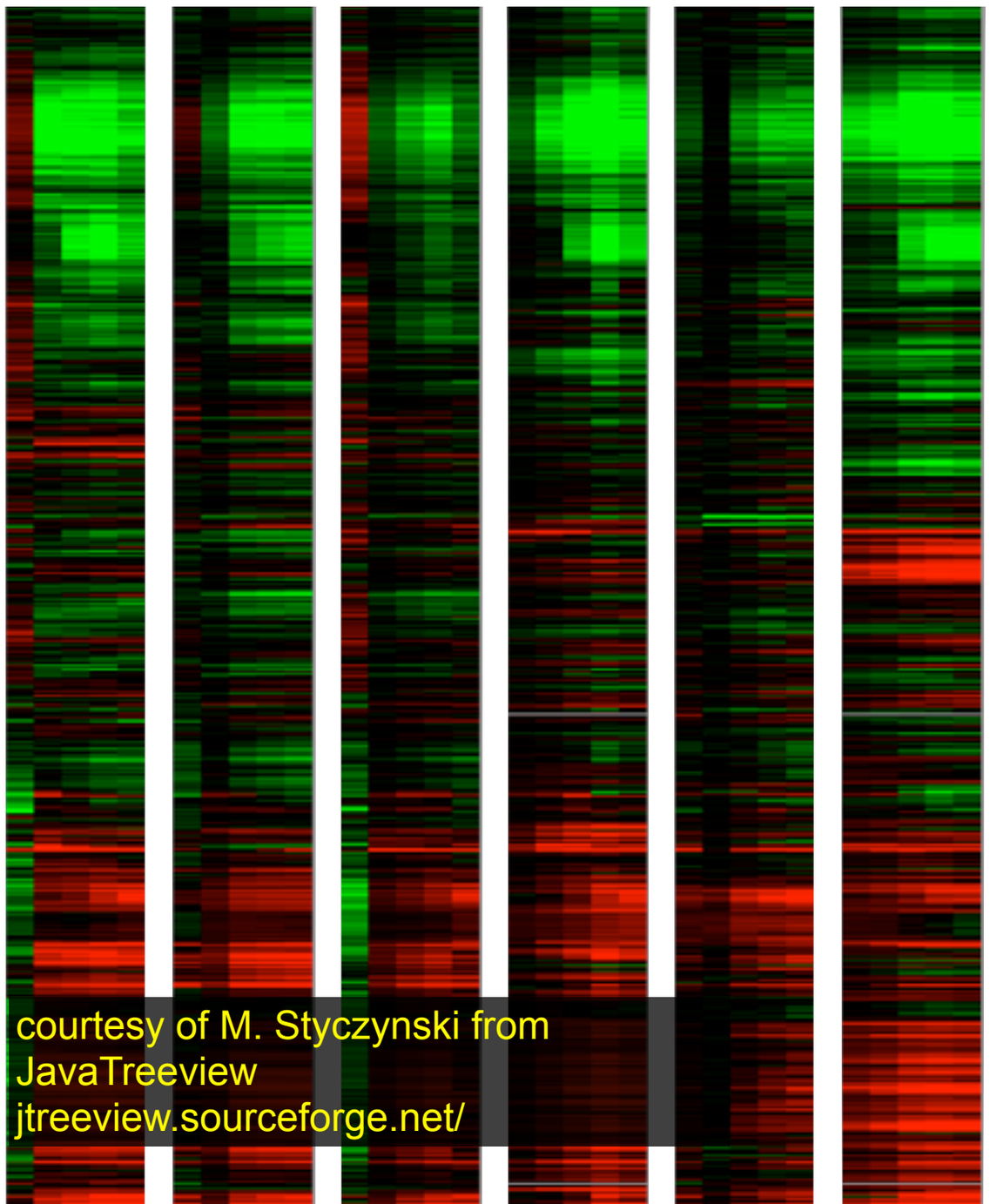


Healey. Perception in Visualization
http://www.csc.ncsu.edu/faculty/healey/PP/

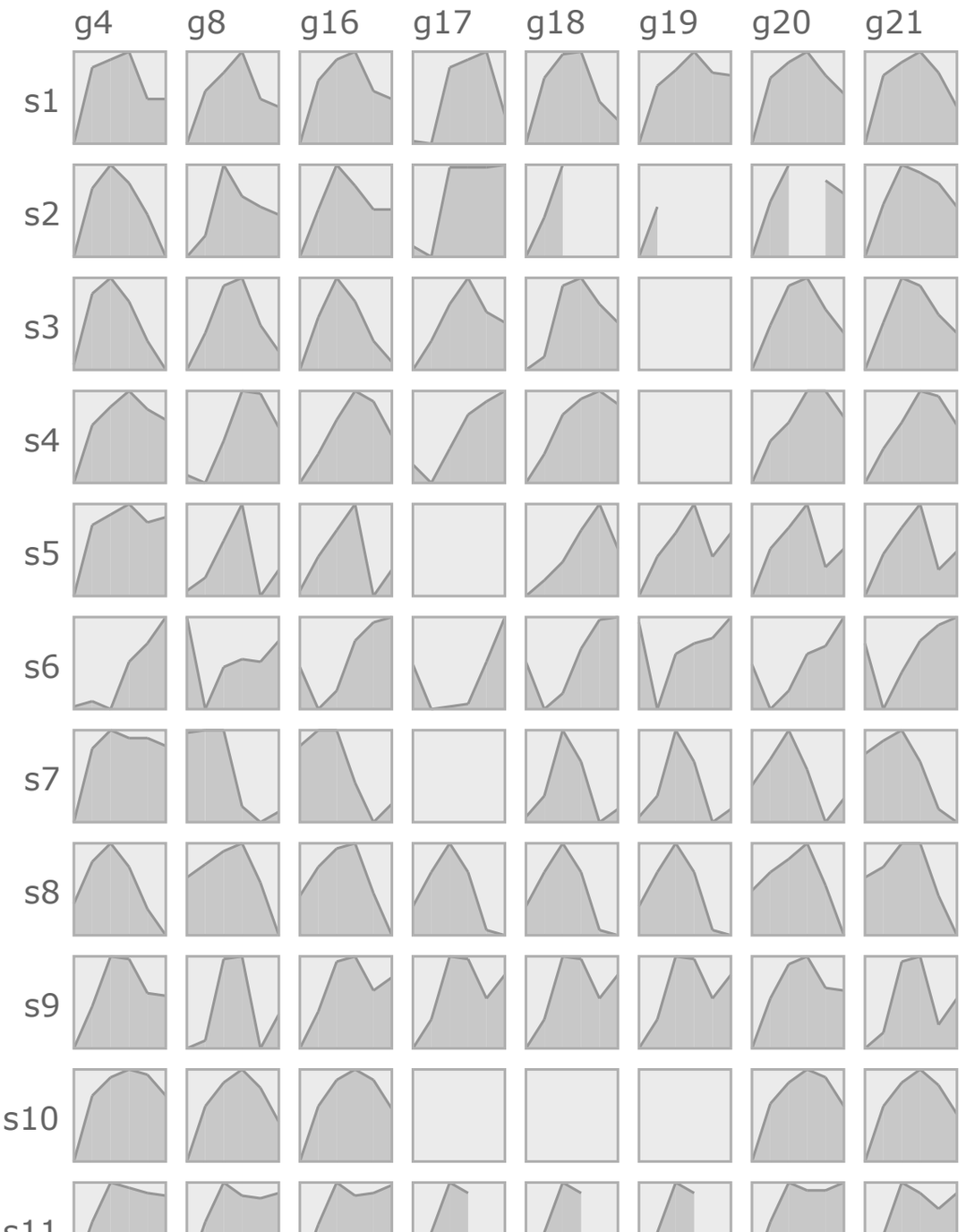
Encoding example: Heatmaps vs. curvemaps

- color traditional, but spatial position outranks it

heatmap

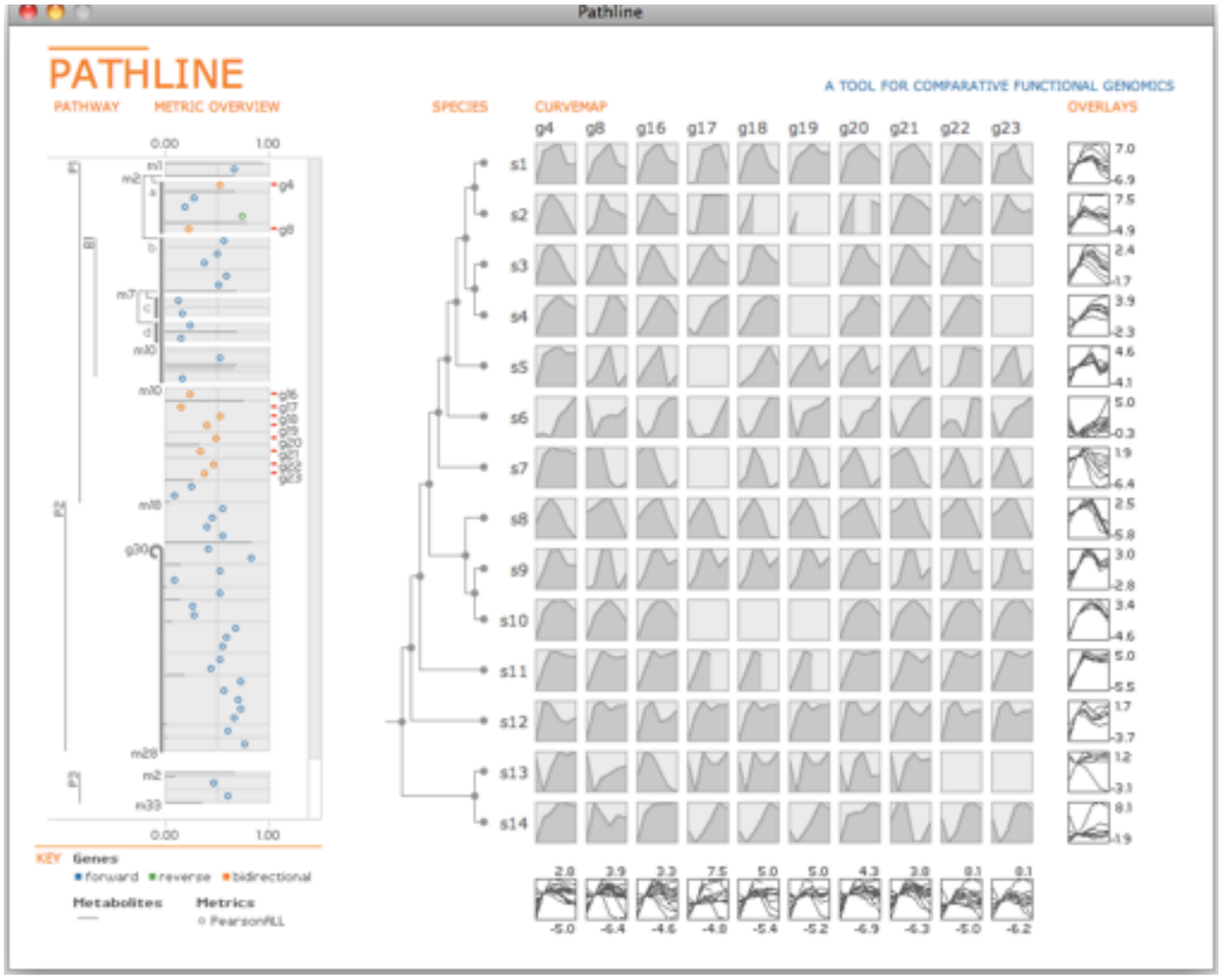


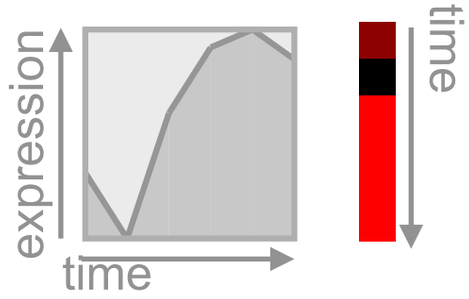
curvemap



Curvemap

- shape perception easier for filled framed line charts than colored boxes

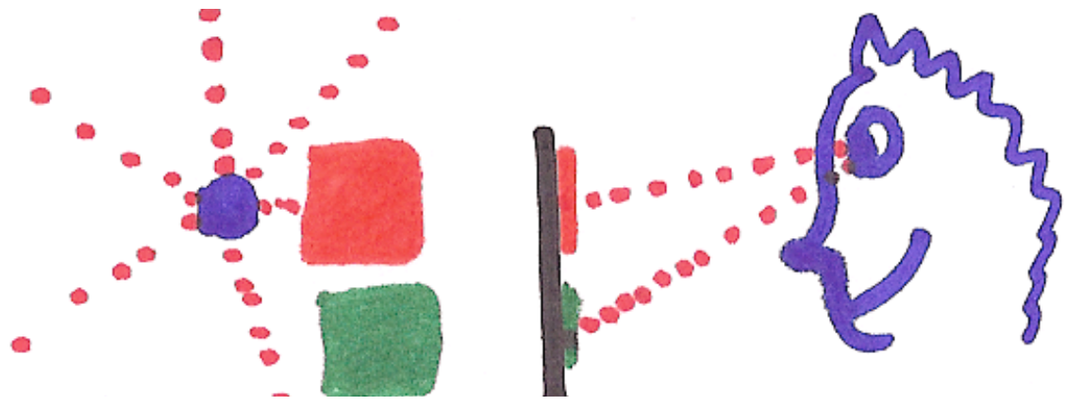




Pathline: A Tool for Comparative Functional Genomics. Meyer, Wong, Styczynski, Munzner, Pfister. EuroVis 2010.

Dangers of depth

- rankings for **planar** spatial position, not depth!
- we don't really live in 3D: we ***see*** in 2.05D
  - up/down and sideways: image plane
    - acquire more info quickly from eye movements
  - away: depth into scene
    - only acquire more info from head/body motion

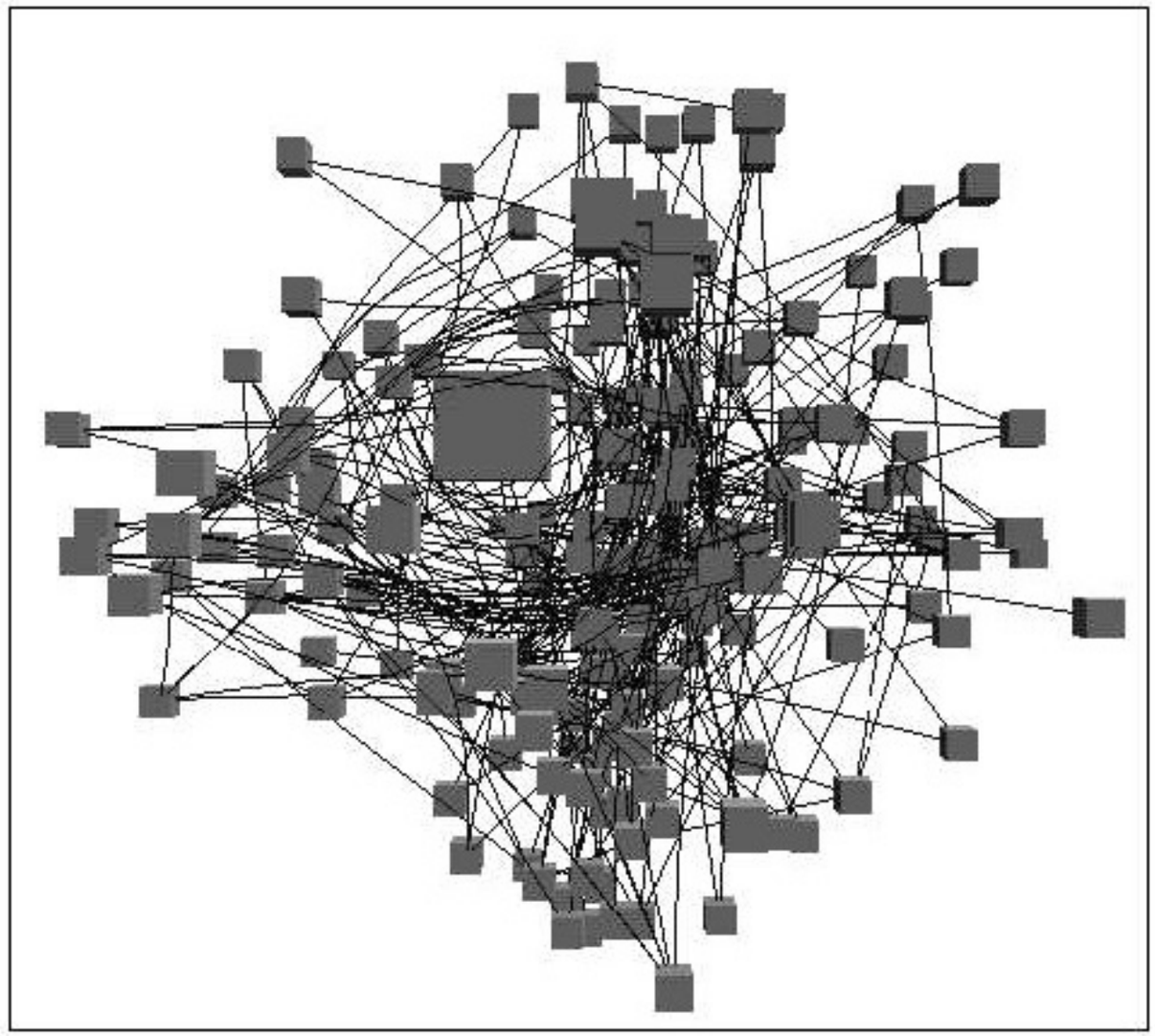


- further reading

  Visual Thinking for Design (Chap 5). Colin Ware. 2008

Dangers of depth: difficulties of 3D

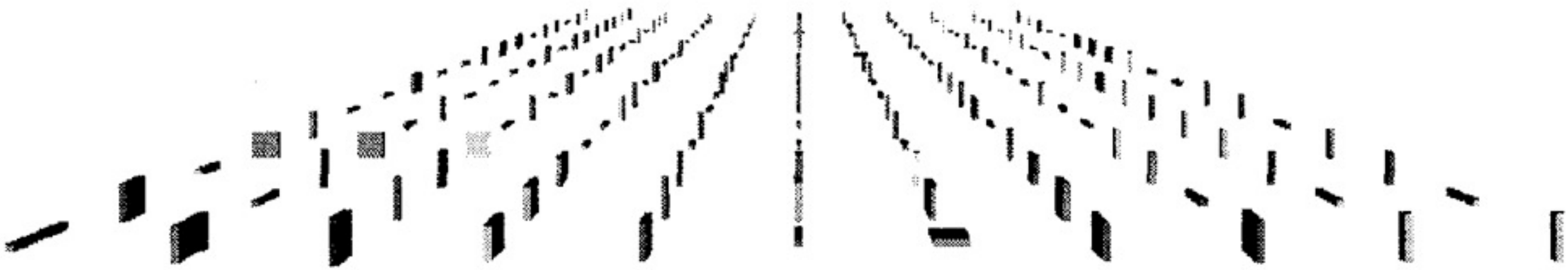
- occlusion
- interaction complexity



Distortion Viewing Techniques for 3D Data. Carpendale et al. InfoVis1996.

Dangers of depth: difficulties of 3D

- perspective distortion
  - interferes with all size channel encodings
  - power of the plane is lost!



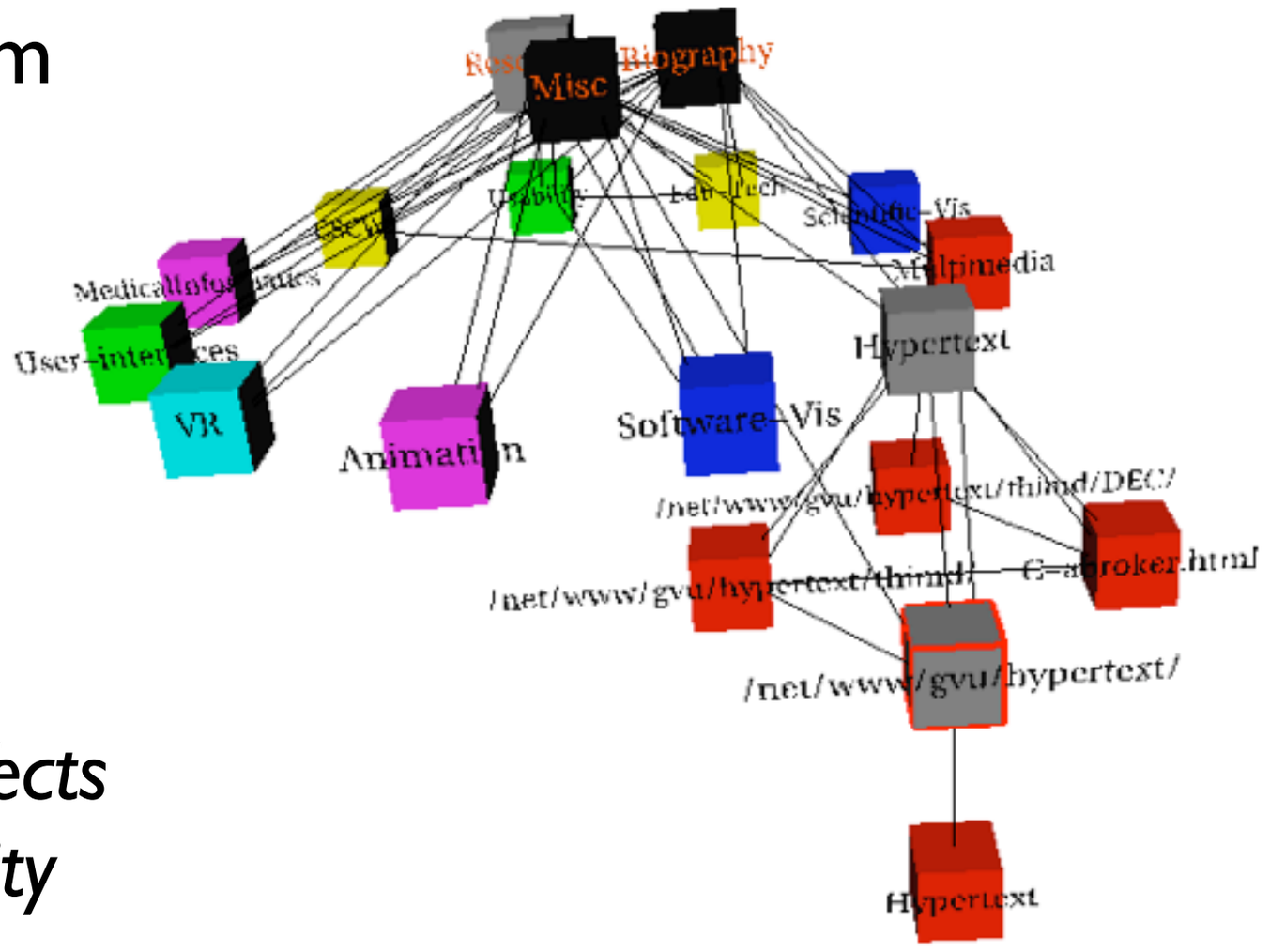
Visualizing the Results of Multimedia Web Search Engines.
Mukherjea, Hirata, and Hara. InfoVis 96

Dangers of depth: difficulties of 3D

- text legibility
  - –far worse when tilted from image plane

- further reading

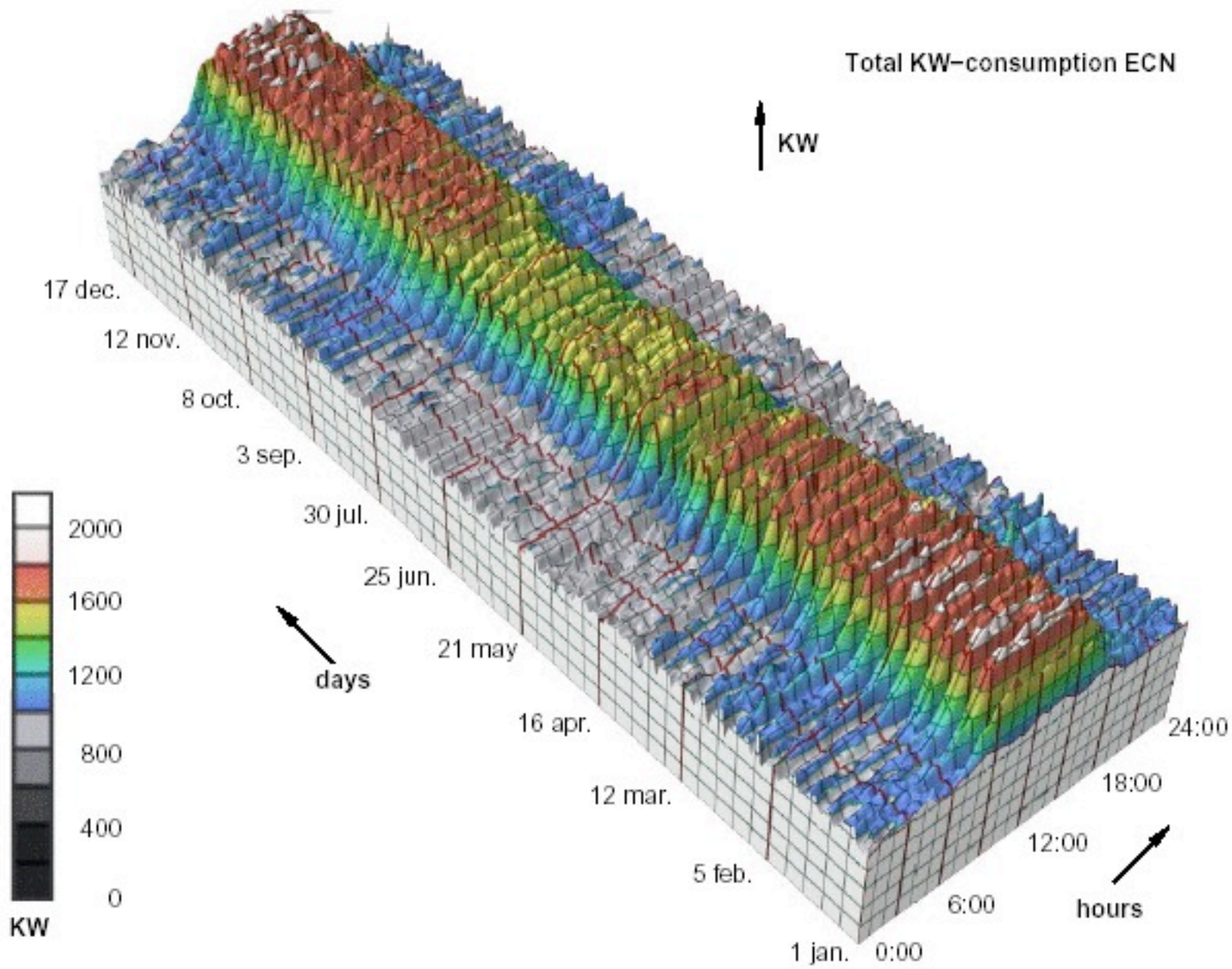
Exploring and Reducing the Effects of Orientation on Text Readability in Volumetric Displays. Grossman et al. CHI 2007



Visualizing the World-Wide Web with the Navigational View Builder. Mukherjea and Foley. Computer Networks and ISDN Systems, 1995.

Dangers of depth example

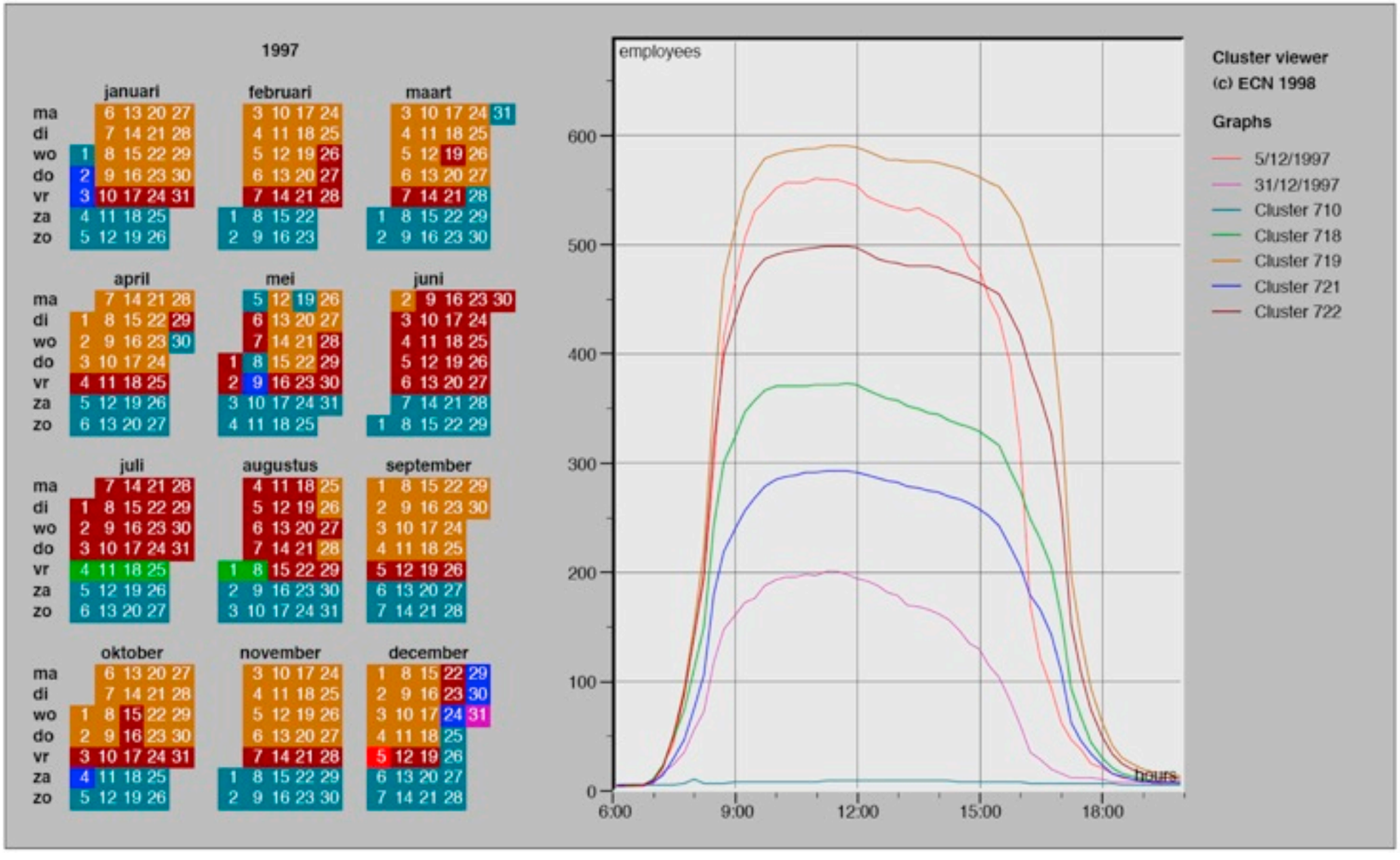
- extruded curves: detailed comparisons impossible



Cluster and Calendar based Visualization of Time Series Data.
van Wijk and van Selow, Proc InfoVis 99.

Transformation to suitable abstraction

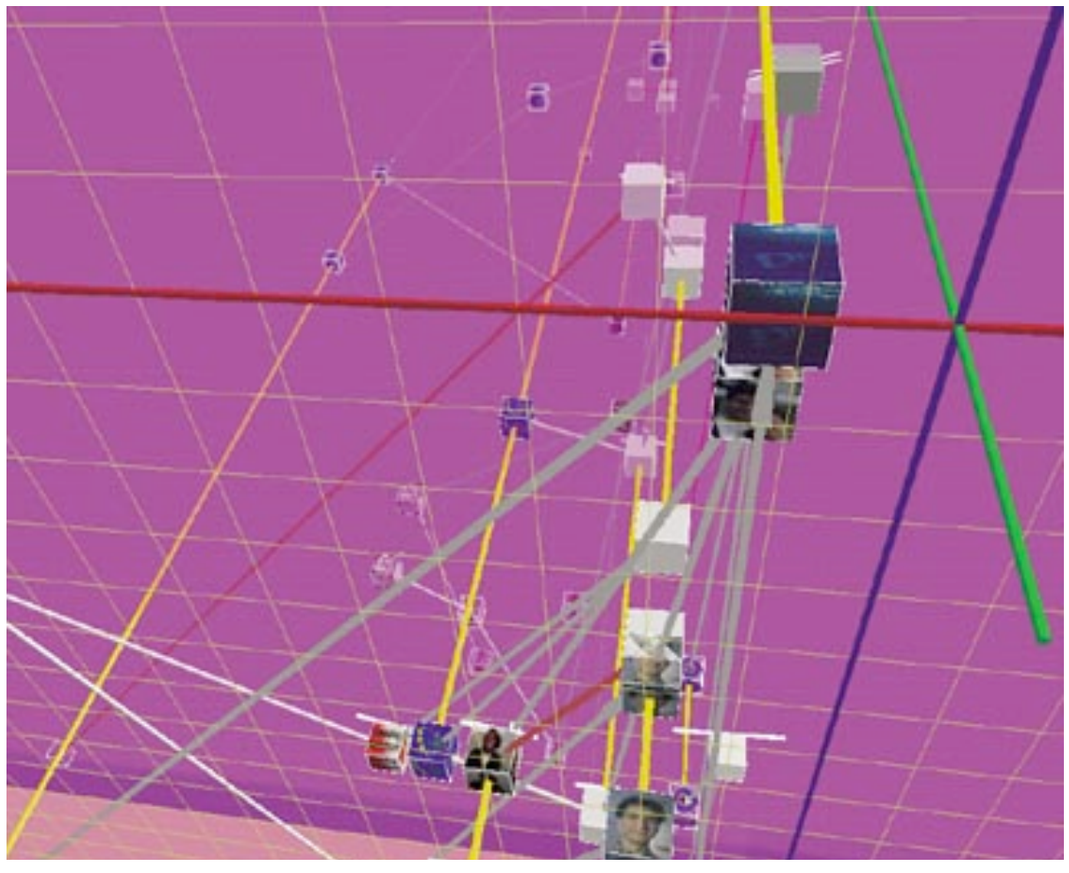
- derived data: clusters
- multiple views: calendar, superimposed 2D curves



Cluster and Calendar based Visualization of Time Series Data. van Wijk and van Selow, Proc InfoVis 99.

Dangers of depth: must justify

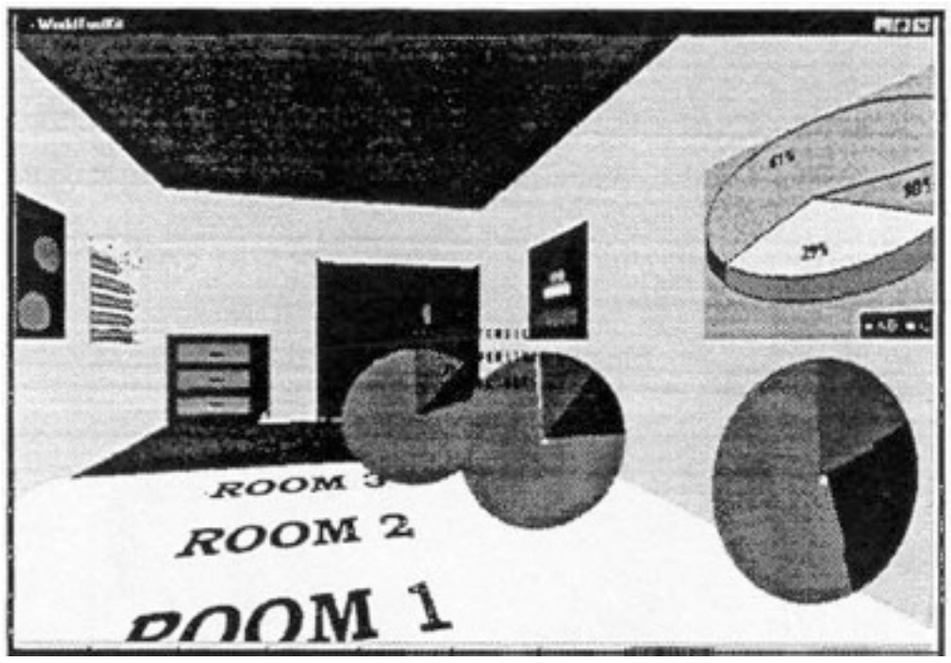
- 3D legitimate for true 3D spatial data
- 3D needs very careful justification for abstract data
  - enthusiasm in 1990s, but now skepticism
  - be especially careful with 3D for point clouds or networks

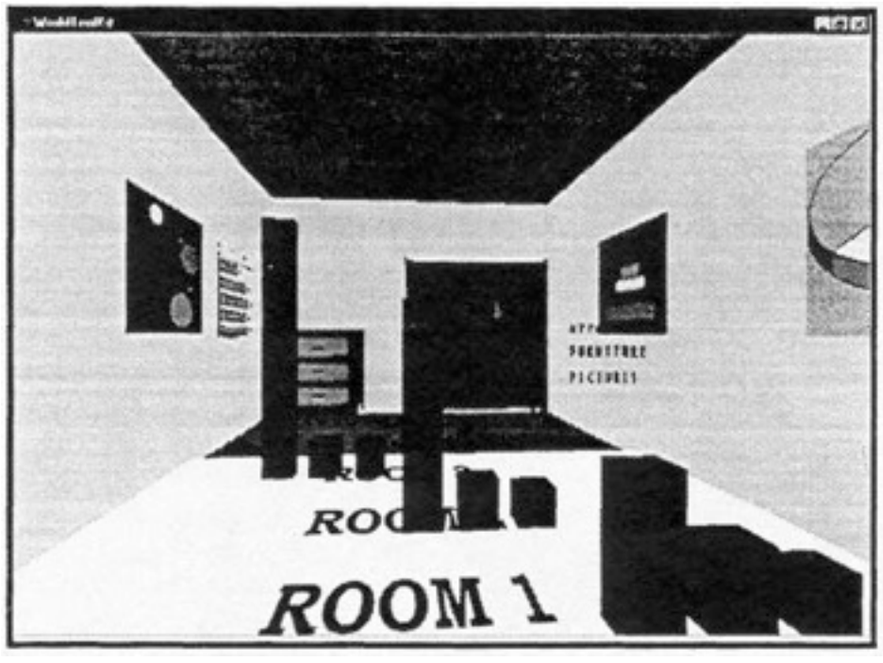


WEBPATH-a three dimensional Web history. Frecon and Smith. InfoVis 1999

Resolution beats immersion

- immersion typically not helpful for abstract data
  - do not need sense of presence or stereoscopic 3D
- resolution much more important
  - pixels are the scarcest resource
  - desktop also better for workflow integration
- virtual reality for abstract data very difficult to justify





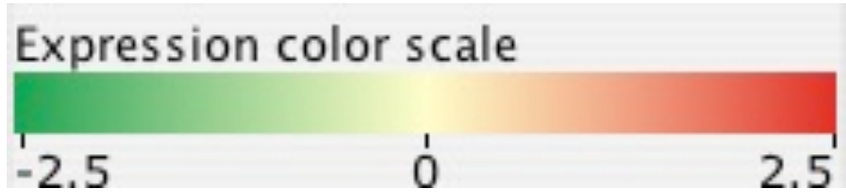
Development of an information visualization tool using virtual reality.
Kirner and Martins. Symp Applied Computing 2000

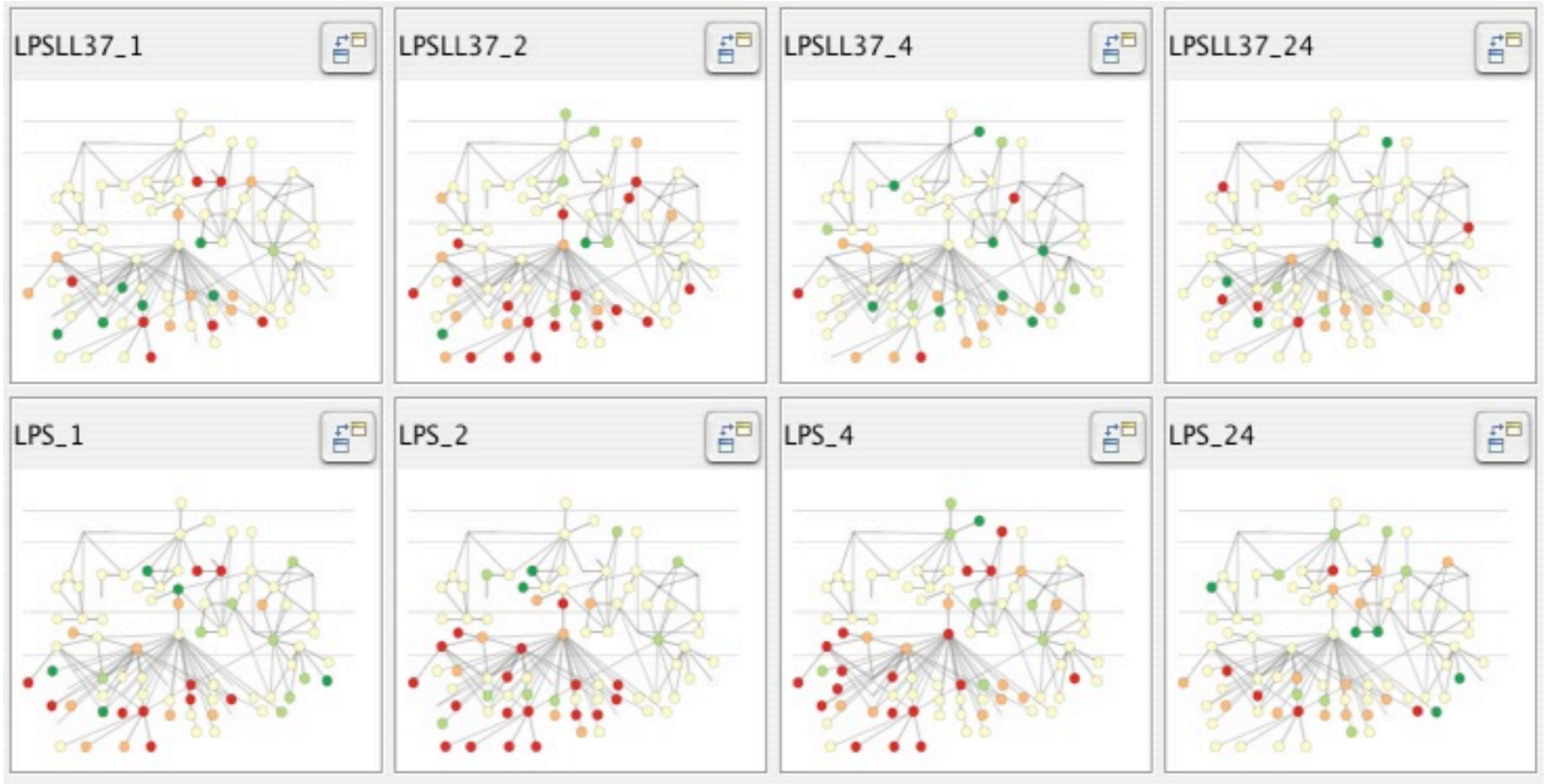
Eyes beat memory

- principle: external cognition vs. internal memory
  - –easy to compare by moving eyes between side-by-side views
  - –harder to compare visible item to memory of what you saw
- implications for animation
  - –great for choreographed storytelling
  - –great for transitions between two states
  - –poor for many states with changes everywhere
    - consider small multiples instead

Small multiples example: Cerebral

- small multiples: one graph instance per experimental condition
  - same spatial layout
  - color differently, by condition

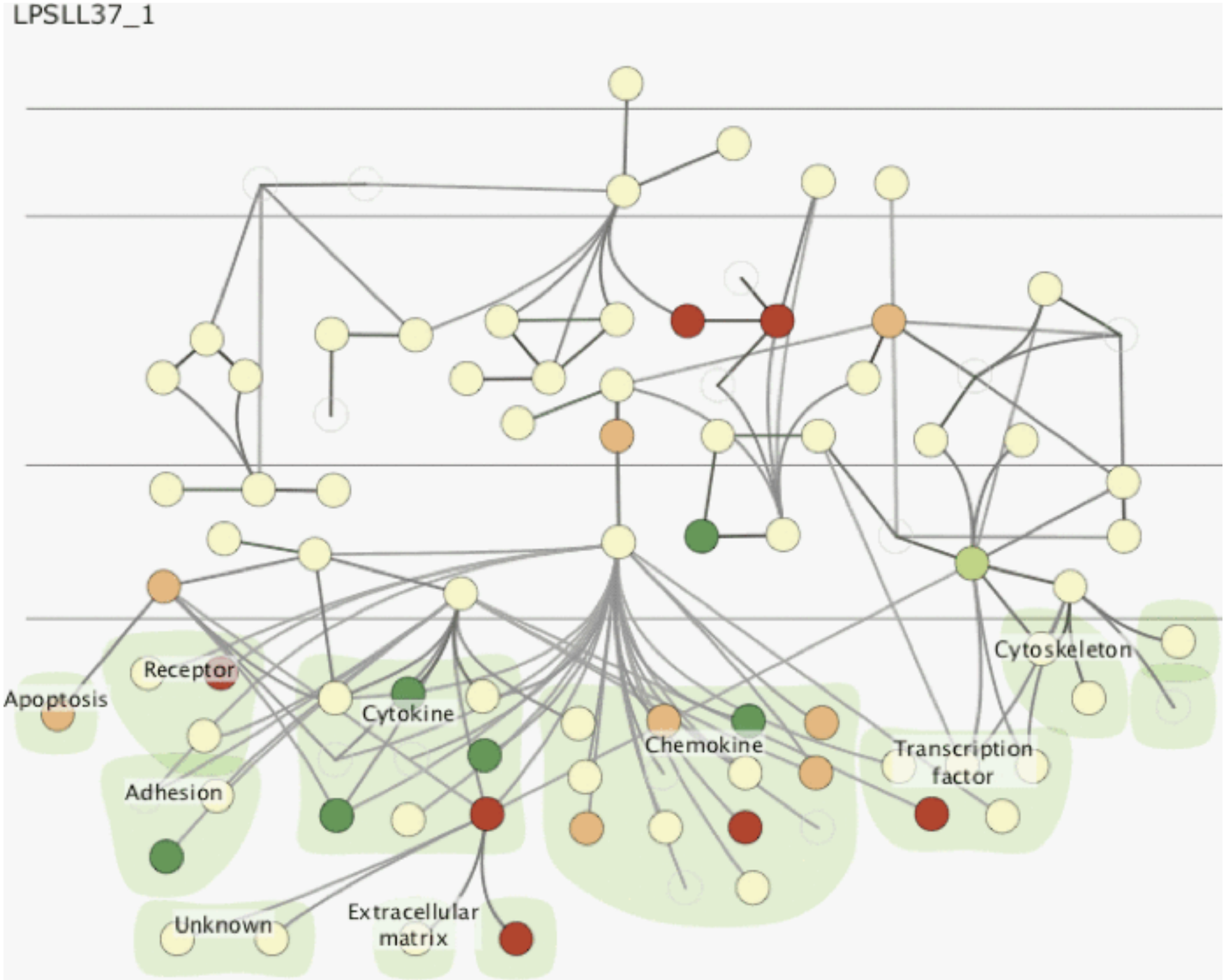




Cerebral: Visualizing Multiple Experimental Conditions on a Graph with Biological Context. Barsky, Munzner, Gardy, Kincaid. IEEE InfoVis 2008.

Why not animation?

- global comparison difficult



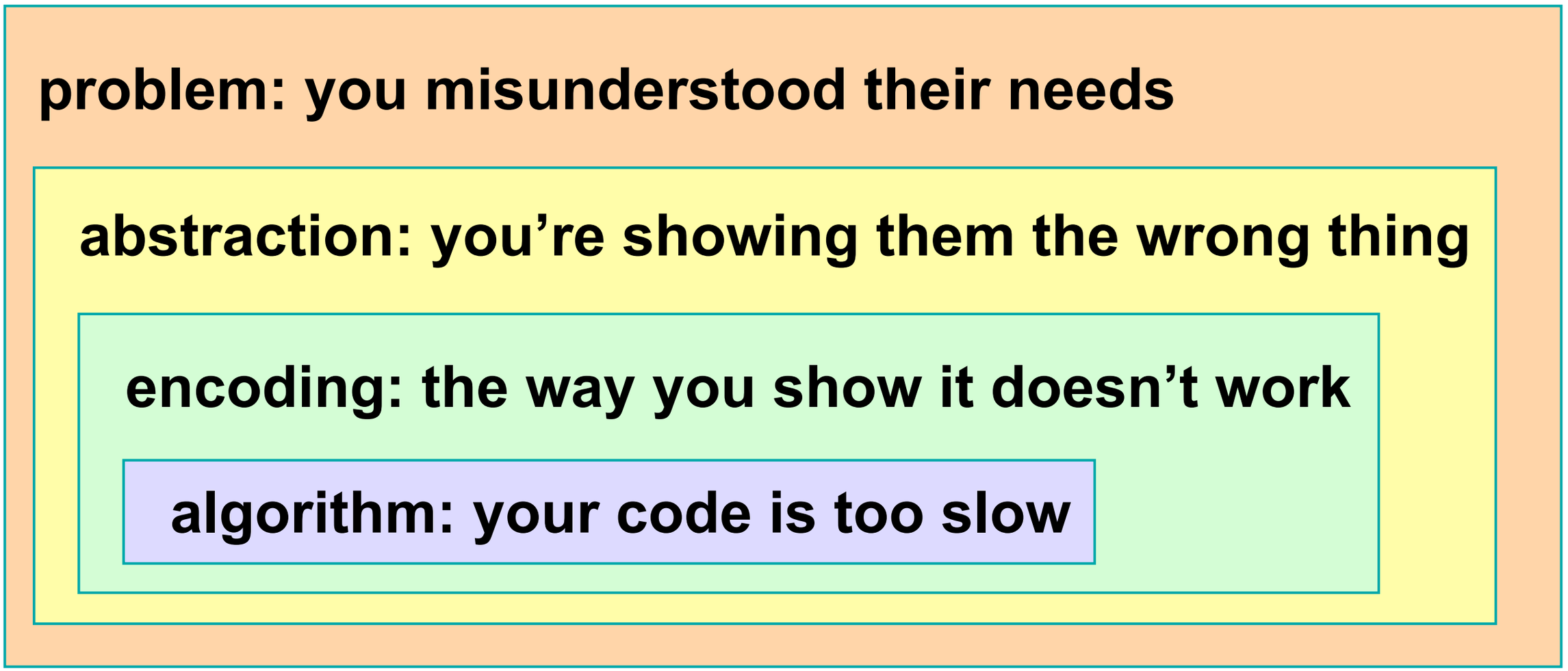
Why not animation?

- further reading

Animation: can it facilitate? Tversky et al.
Intl Journ Human-Computer Studies, 57(4):247-262, 2002.

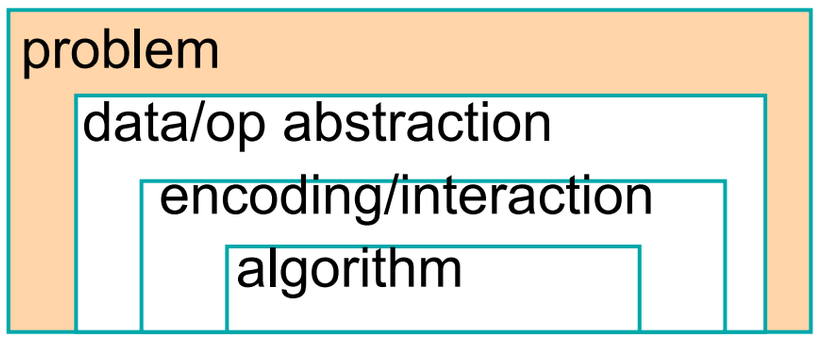
Beyond encoding and interaction

- three more levels of design questions
  - different threats to validity at each level
- validate against the right threat



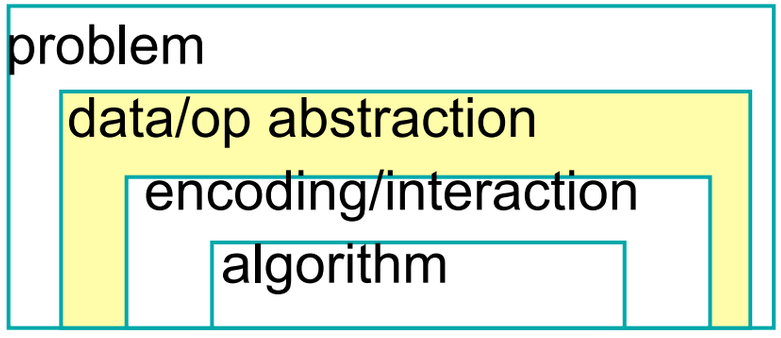
A Nested Model for Visualization Design and Validation.
Munzner. IEEE InfoVis 2009.

Characterizing problems of real-world users



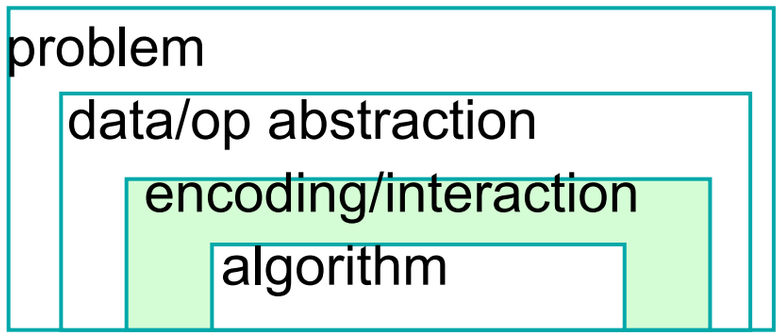
- identify a problem amenable to vis
  - provide novel capabilities
  - speed up existing workflow
- validation
  - immediate: interview and observe target users
  - downstream: notice adoption rates

Abstracting into operations on data types



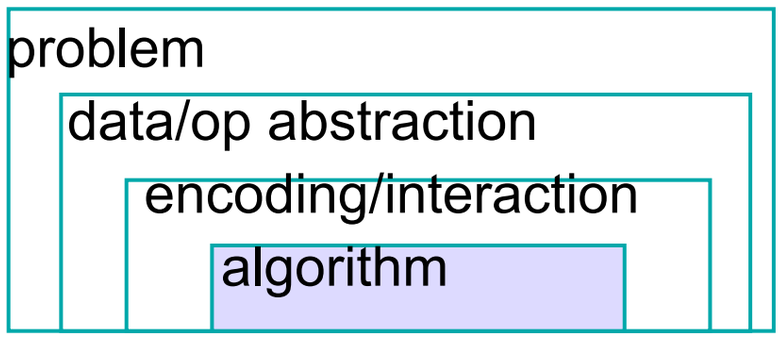
- abstract from domain-specific to generic
- operations
  - sorting, filtering, browsing, comparing, finding trend/outlier, characterizing distributions, finding correlation...
- data types
  - tables of numbers, relational networks, spatial
  - transform into useful configuration: derived data
- validation
  - deploy in the field and observe usage

Designing visual encoding, interaction techniques



- visual encoding: drawings they are shown
- interaction: how they manipulate drawings
- validation
  - immediate: careful justification wrt known principles
  - downstream: qualitative or quantitative analysis of results
  - downstream: lab study measuring time/error on given task
- focus of this talk

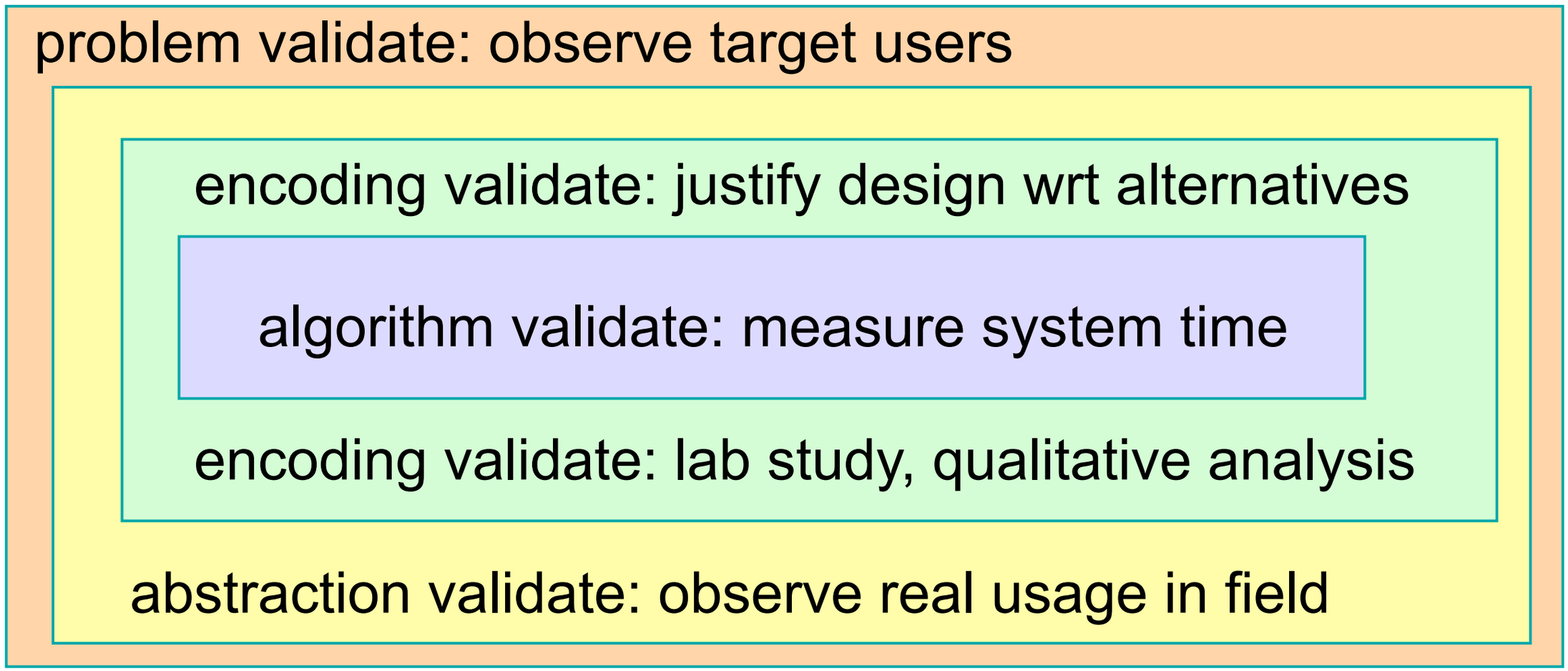
Creating algorithms to execute techniques



- automatically carry out specification
- validation
  - immediate: complexity analysis
  - downstream: benchmarks for system time, memory

Danger of validation mismatch

- cannot show encoding good with system timings
- cannot show abstraction good with lab study



Principles recap

- know your visual channel types and ranks
- categorical color constraints
- power of the plane
- danger of depth
- resolution beats immersion
- eyes beat memory
- validate against the right threat

More information

- vis intro book chapter
  - principles in more depth
  - also, techniques!

  http://www.cs.ubc.ca/~tmm/papers.html#akpchapter

- papers, videos, software, talks, courses
  http://www.cs.ubc.ca/~tmm

- this talk
  http://www.cs.ubc.ca/~tmm/talks.html#twitter12