Data Visualization (CSCI 627/490)

Introduction

Dr. David Koop
What is Data Visualization?
How is it different from Computer Graphics?
The purpose of computing is about insight, not numbers

- R. W. Hamming
The purpose of visualization is about insight, not pictures

- Card, Mackinlay, Shneiderman
Why do we visualize data? (vs. looking at tables?)
## MTA Fare Data Table

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MTA Fare Data Visualization
Why do we visualize data?

Figures are richer; provide more information with less clutter and in less space.

Figures provide the gestalt effect: they give an overview; make structure more visible.

Figures are more accessible, easier to understand, faster to grasp, more comprehensible, more memorable, more fun, and less formal.

List adapted from: [Stasko et al. 1998]

[via A. Lex] [T. Nørretranders]
What are the purposes for visualization?
Analysis: Subway Ridership Density
Why Peyton Manning's Record Will Be Hard to Beat

By GREGOR AISCH and KEVIN QUEALY  OCT. 19, 2014

The Broncos quarterback set the all-time N.F.L. touchdown passing record — and is still going strong.
Consecutive Starts by a Quarterback for a Single Team

Each streak shows consecutive starts by a quarterback for a single team, through the playoffs.

Only two players have longer streaks: Brett Favre (270) and El’s brother, Peyton (227).

Among active players, Phillip Rivers (122) and Joe Flacco (56) are closest behind El.

D. Koop, CSCI 627/490, Fall 2022

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What types of data can we visualize?
Types of Data

- Tables
- Networks (Graphs)
- Spatial Data
  - Geography
  - Physical (e.g. Scientific, Medical)
- Text
- Sets
Where have you seen visualizations?
Books/Posters

[Rock 'N' Roll is Here to Pay, R. Garofalo, 1977 (via Tufte)]
Newspapers
An Extremely Detailed Map of the 2020 Election

Search an address, ZIP code or city

This map has detailed data from 2,523 counties in 47 states, representing 65% of all votes cast. It was last updated on March 30.

Dane County, Wis.

Candidate | Votes | Pct. | 2020 Margin
---|---|---|---
Joseph R. Biden | 260,121 | 75% | +53
Donald J. Trump | 78,794 | 23%

© Mapbox © OpenStreetMap [Improve this map]

[NYTimes]
What is the advantage of the second version?
Interaction
How do we create modern visualizations?
Tools

- Desktop Applications:
  - Excel (see excelcharts.com)
  - Tableau
  - ...
- Grammars:
  - Vega-Lite
- Programming Frameworks
  - d3.js
  - Observable Plot, plot.ly, deck.gl
  - ...

- Tradeoffs
  - Speed
  - Customization
  - Understanding
  - Dissemination
Observable Plot

```javascript
seattle = FileAttachment("seattle-weather.csv").csv({typed: true})

Plot.plot({
  height: 300,
  padding: 0,
  y: {
    tickFormat: Plot.formatMonth("en", "short")
  },
  marks: [
    Plot.cell(seattle, Plot.group({fill: "max"}, {
      x: d => d.date.getUTCDate(),
      y: d => d.date.getUTCMonth(),
      fill: "temp_max",
      inset: 0.5
    }))
  ]
})
```
Best Global Brands
Value in $M; color indicates sector. Data: Interbrand

- Coca-Cola: 72,537
- Microsoft: 70,196
- IBM: 53,183
- Intel: 39,046
- Nokia: 38,528
- GE: 38,127
- Ford: 36,998
- Disney: 33,563
- McDonald's: 27,869
- AT&T: 25,548
- Marlboro: 22,116
- Mercedes-Benz: 21,104

2000
Why do we care about the design of visualizations?
Design: Focus on only the y-axis
Design: Year on the y-axis
Design: Different y-axis

Average Annual Global Temperature in Fahrenheit
1880-2015

[S. Hayward, 2015]
Administrivia

• Course Web Site
• Syllabus
  - Plagiarism
  - Accommodations
• Textbook:
  - Required: Munzner (VAD)
• Assignments
• Exams: Midterm (Oct. 13) and Final (Dec. 8)
• Registration
Administrivia

• Undergraduate (CSCI 490) and Graduate (CSCI 627)
  - Graduate: Extra reading, exam questions, project emphasis

• Research Topics:
  - Also investigate some topics in depth
  - Research papers as assigned reading (CSCI 627)

• Project: Create an interactive visualization (or vis research)
  - Design
  - Data analysis
  - Insight
  - **Presentations**: Last week of class
Office Hours & Email

- Office hours will be held in person
- Scheduled office hours are open to all students
  - Tu: 1:45-3pm, Th: 10:45am-12pm, or by appointment
- You do not need an appointment to stop in during scheduled office hours
- If you need an appointment outside of those times, please email me with *details* about what you wish to discuss
- Many questions can be answered via email. Please consider writing an email before scheduling a meeting.
Do not cheat!
Do not plagiarize

- It is **Academic Misconduct**
- Do your own work, do not copy anyone else's work, text, sentences, …
  - Anyone = another student, an internet source, book, blog, …
- Never quote text unless there is a specific need.
  - Usually, only famous quotes or very specific definitions
  - "I think there is a world market for maybe five computers."
    —Thomas Watson (1874-1956), Chairman of IBM, 1943
- **Cite** sources that back up your claims or reflect the origin of an idea
  - Vertex cover is an NP-Complete problem [1]. …
Do not cheat

- Cheating on assignments, projects, and exams is not allowed
- You will receive a **zero** on the assignment/project/exam
- It will be reported to the department and university
- If it repeats, you will fail the course
- You can be kicked out of the university
Do ask questions!
Do ask questions

• If you are stuck on a specific issue with an assignment:
  - Do email me with **specific** questions
  - Do consult books, online documentation, tutorials
  - Do discuss that specific issue with a classmate

• If you are asked about a question:
  - Do not share your code
  - If the questioner is trying to cheat, walk away
  - If you see an obvious mistake, kindly point it out
  - Suggest a specific function or library that may be useful
Questions?