

# Visualisation

Hugh Shanahan

[hugh.Shanahan@rhul.ac.uk](mailto:hugh.Shanahan@rhul.ac.uk)  
@hughshanahan

# Why visualise?

We have Excel!!!

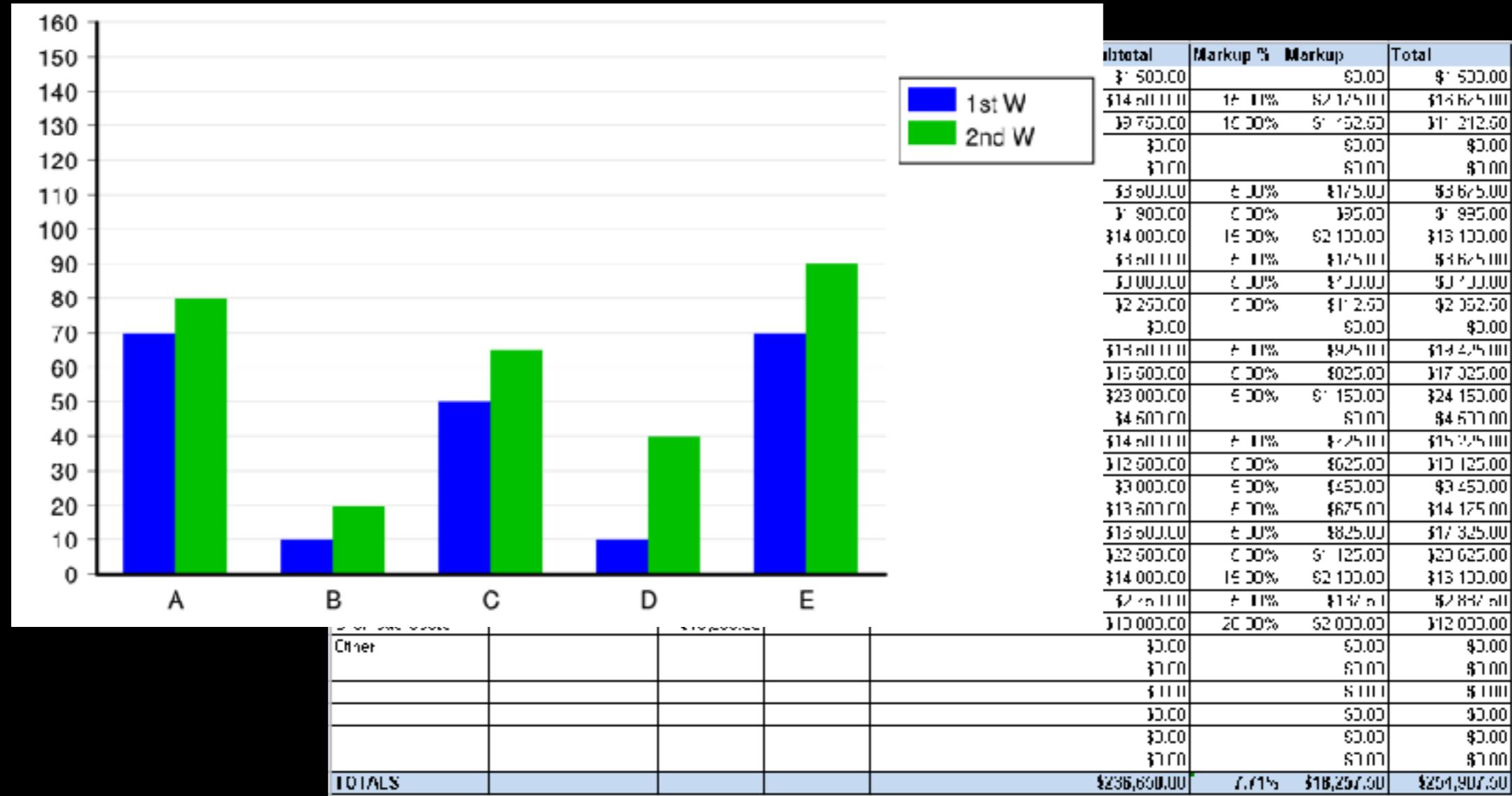
# Why visualise?

We have Excel!!!

Work Item	Vendor	Labor	Equipment	Materials	Subcontr.	Subtotal	Markup %	Markup	Total
Permits/Fees	City of Los Angeles			\$1,500.00	\$1,500.00	\$0.00	\$1,500.00		
Excavation		\$6,000.00	\$8,000.00	\$41,111	\$14,000.00	15.11%	\$2,155.00	\$16,155.00	
Utilities		\$0,000.00	\$2,000.00	\$2,700.00	\$1,000.00	10.00%	\$152.00	\$1,152.00	\$11,212.00
Water Well Septic Tank						\$0.00			\$0.00
Foundation	Corrie's Concrete				\$2,000.00	5.00%	\$100.00	\$100.00	\$2,100.00
Concrete Flatwork	Corrie's Concrete			\$1,800.00	\$1,800.00	0.00%	\$0.00		\$1,800.00
Framing	Corrie's Concrete	\$3,500.00	\$1,500.00	\$6,000.00	\$14,000.00	15.00%	\$2,100.00	\$2,100.00	\$16,100.00
Roofing	Poly-Bilt Roofing				\$1,000.00	5.11%	\$51.00	\$51.00	\$1,051.00
Windows/Ex. Doors	Wally's Windows				\$1,000.00	5.00%	\$50.00	\$50.00	\$1,050.00
Garage Door Siding	Gary's Garage Doors			\$2,200.00	\$2,200.00	0.00%	\$125.00	\$125.00	\$2,325.00
Hvac	Frank's Heating				\$1,500.00	5.11%	\$75.00	\$75.00	\$1,575.00
Plumbing	Mac's Mechanical			\$1,600.00	\$1,600.00	0.00%	\$80.00	\$80.00	\$1,680.00
HvAC	Mac's Mechanical			\$23,000.00	\$23,000.00	0.00%	\$1,150.00	\$1,150.00	\$24,150.00
Insulation		\$3,500.00		\$1,700.00	\$4,600.00				\$4,600.00
Masonry	Meanin' Masonry			\$1,400.00	\$14,000.00	5.11%	\$750.00	\$750.00	\$14,750.00
Drywall	Douglas Drywall			\$1,200.00	\$12,000.00	0.00%	\$625.00	\$625.00	\$12,625.00
Interior Trim	Douglas Drywall			\$0,000.00	\$0,000.00	0.00%	\$450.00	\$450.00	\$450.00
Painting	Poly-Bilt Roofing			\$1,500.00	\$13,500.00	5.11%	\$675.00	\$675.00	\$14,175.00
Floor Coverings	Car's Carpets			\$1,500.00	\$16,500.00	5.00%	\$825.00	\$825.00	\$17,325.00
Cabinets	Ken's Cabinets			\$2,000.00	\$22,000.00	0.00%	\$1,125.00	\$1,125.00	\$23,125.00
Appliances	Abby's Appliances	\$2,500.00		\$11,500.00	\$14,000.00	15.00%	\$2,100.00	\$2,100.00	\$16,100.00
Landscaping	Sunny's Landscaping			\$2,240.00	\$2,240.00	5.11%	\$112.00	\$112.00	\$2,352.00
Overhead Costs		\$10,000.00			\$10,000.00	20.00%	\$2,000.00	\$2,000.00	\$12,000.00
Other					\$0.00		\$0.00		\$0.00
					\$100.00		\$10.00	\$10.00	\$110.00
					\$0.00		\$0.00		\$0.00
					\$0.00		\$0.00		\$0.00
					\$100.00		\$10.00	\$10.00	\$110.00
TOTALS					\$236,600.00	7.71%	\$18,297.00	\$18,297.00	\$254,897.00

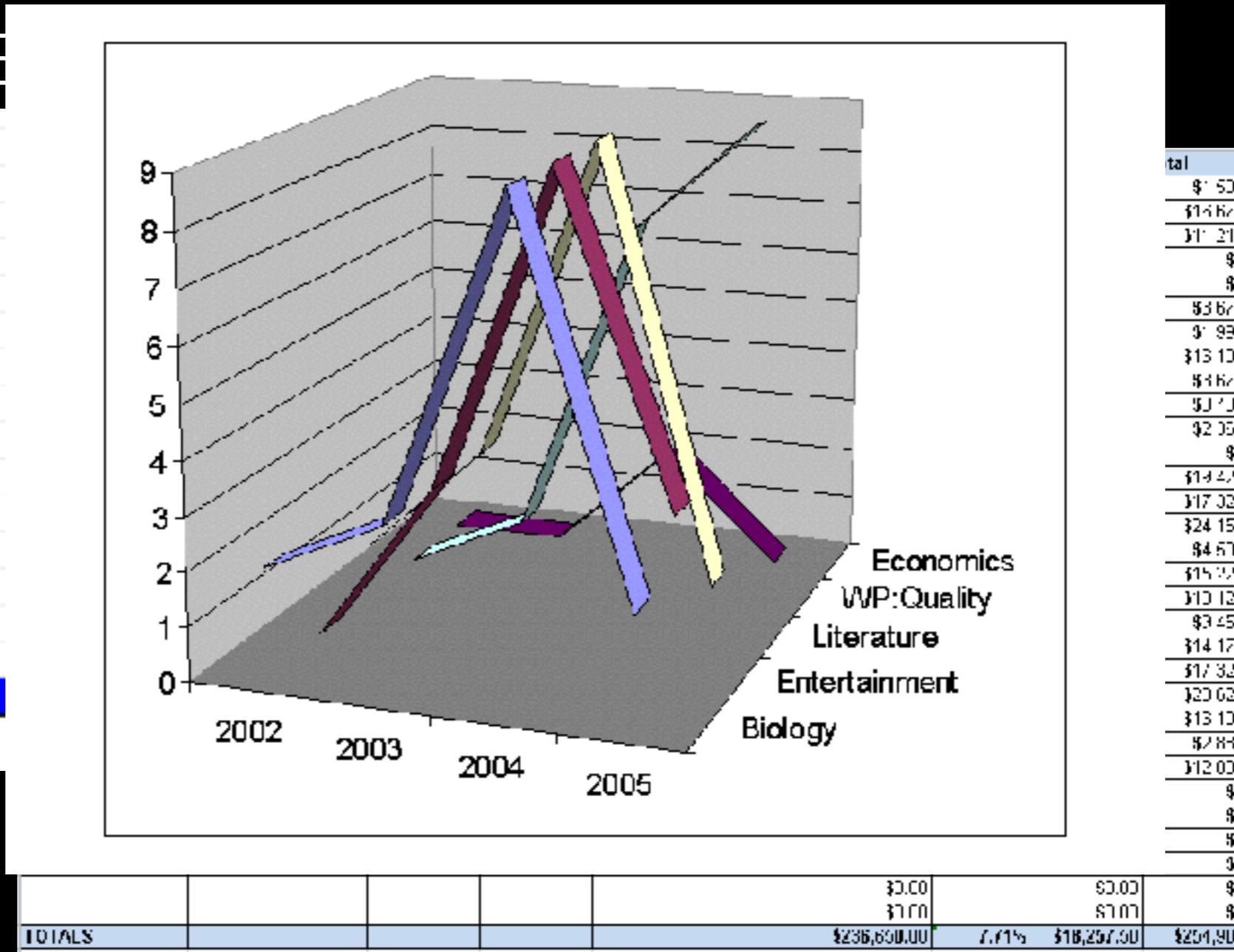
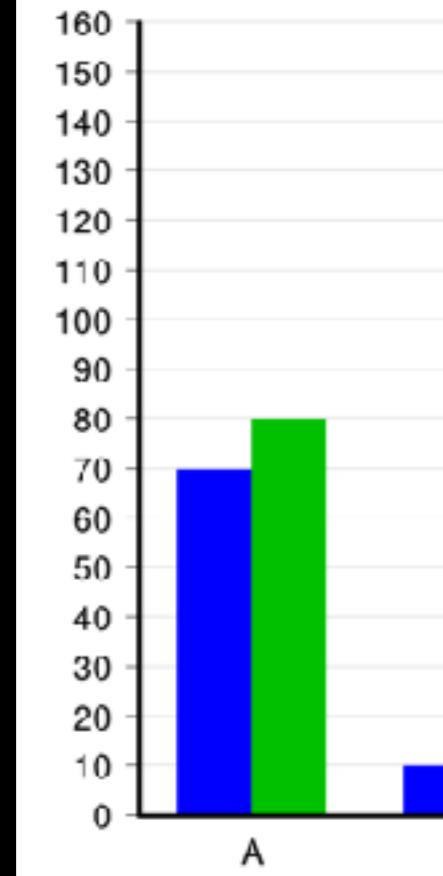
# Why visualise?

We have Excel!!!



# Why visualise?

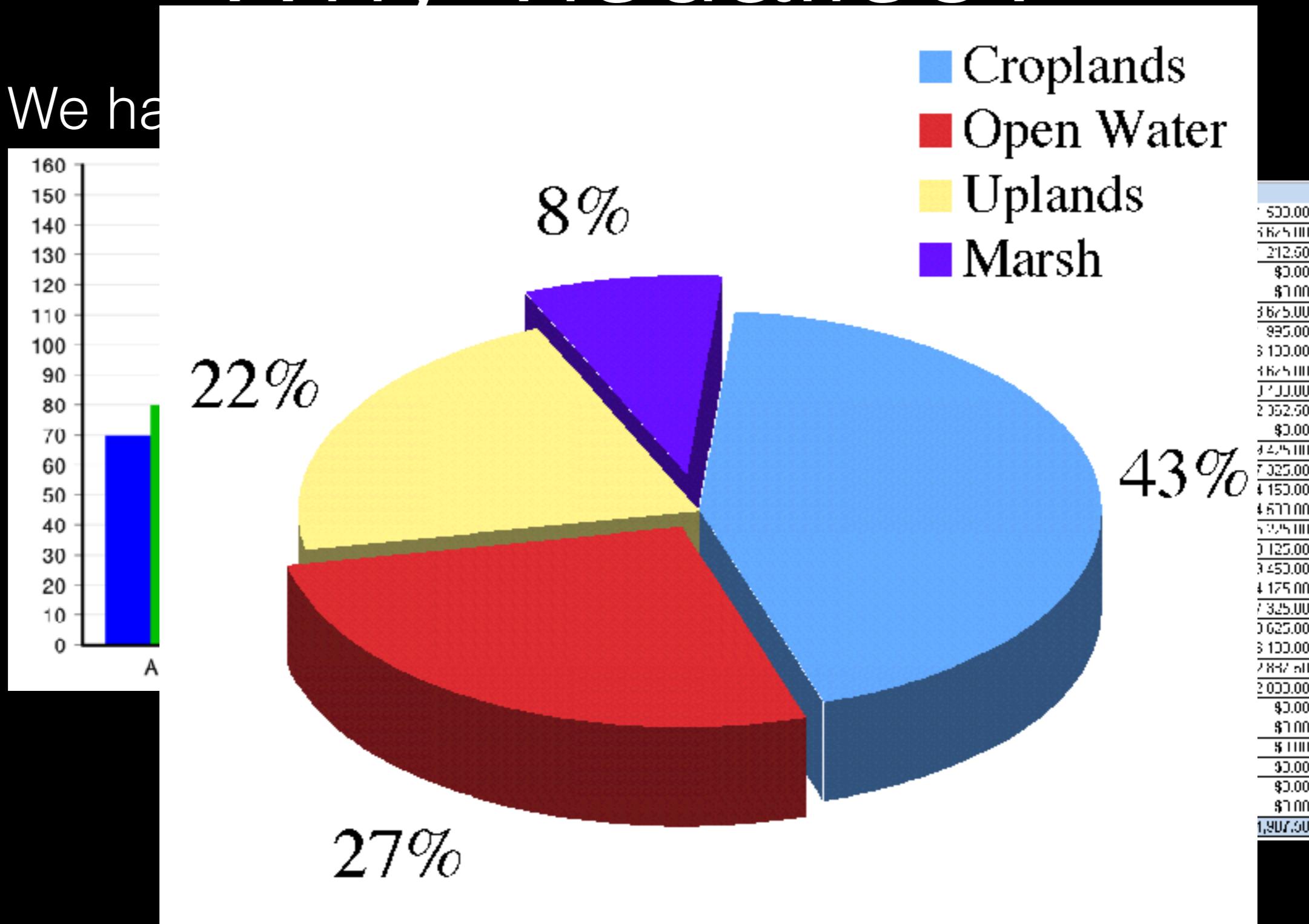
We have E



Assorted images from Wikipedia

# Why visualise?

We have



# Napoleonic 1812 campaign to Russia

# Napoleonic 1812 campaign to Russia

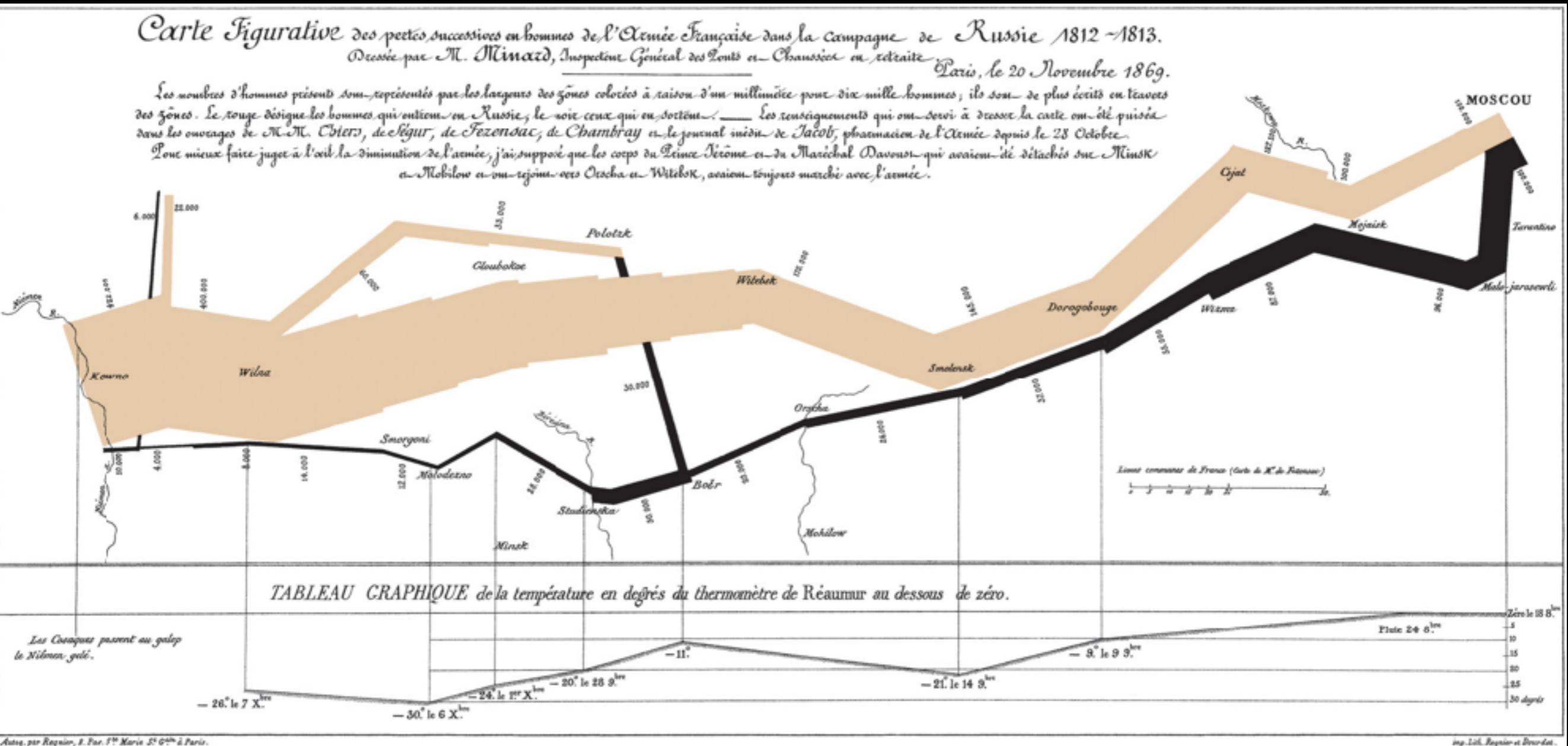
*Carte Figurative des pertes successives en hommes de l'Armée Française dans la Campagne de Russie 1812-1813.*

Dessiné par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite.

Paris, le 20 Novembre 1869.

Les nombres d'hommes présentés sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en lettres des zones. Le rouge désigne les hommes qui ont été tués ou morts, le noir ceux qui ont survécu. Les renseignements qui ont servi à dessiner la carte ont été puisés dans les ouvrages de M. M. Cibot, de Clément, de Fezenac, de Chambray et le journal médical de Jacob, pharmacien de l'Armée depuis le 28 Octobre.

Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davout, qui avaient été détachés de Minsk à Malibow et qui rejoignirent Oscha et Witebsk, avaient toujours marché avec l'armée.



<https://en.wikipedia.org/wiki/File:Minard.png>

# Napoleonic 1812 campaign to Russia

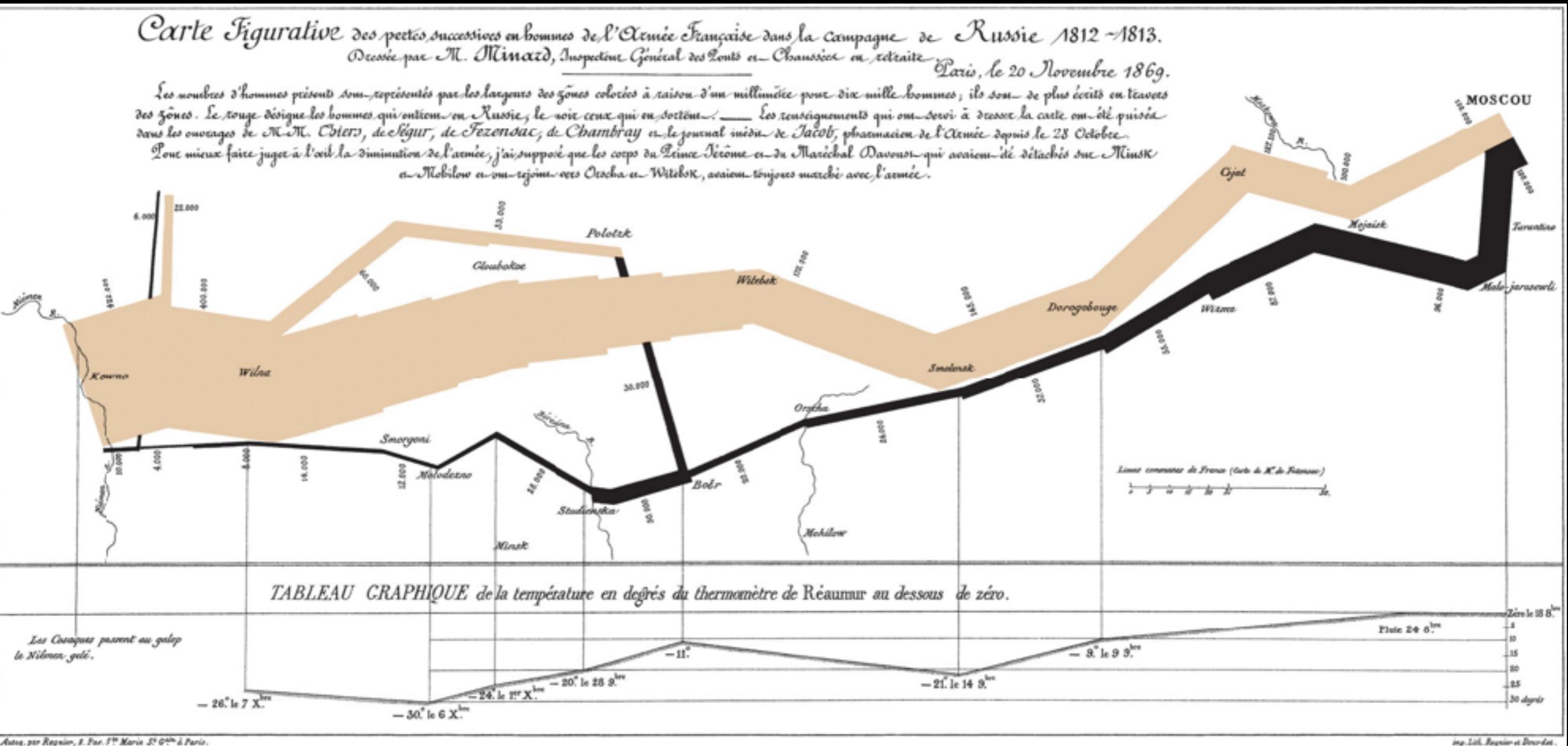
Charles Minard 1869

*Carte Figurative des pertes successives en hommes de l'Armée Française dans la Campagne de Russie 1812-1813.*

Dessiné par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite Paris, le 20 Novembre 1869.

Les nombres d'hommes présentés sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en lettres des zones. Le rouge désigne les hommes qui ont été tués ou morts, le noir ceux qui ont survécu. Les renseignements qui ont servi à dessiner la carte ont été puisés dans les ouvrages de M. M. Cibot, de Clément, de Fezenac, de Chambray et le journal médical de Jacob, pharmacien de l'Armée depuis le 28 Octobre.

Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davout, qui avaient été détachés de Minsk à Bobr et se rejoignaient vers Orsha et Witebsk, avaient toujours marché avec l'armée.



<https://en.wikipedia.org/wiki/File:Minard.png>

# What's Visualisation and why do it?

Visualisation (Vis) allows people to analyse data when they don't know exactly what question to ask in advance

<https://www.youtube.com/watch?v=b5C5dV9XVKo>

WARNING - CONTAINS DRAWINGS OF  
TESTICLES, RECTAL BLEEDING, VOMITING  
AND DONALD TRUMP

# Visualisation

Not just a bunch of standard boring plots

A tool to help

You understand the data

To explain the data

# And now the hard bit...

We need a tool to do visualisations

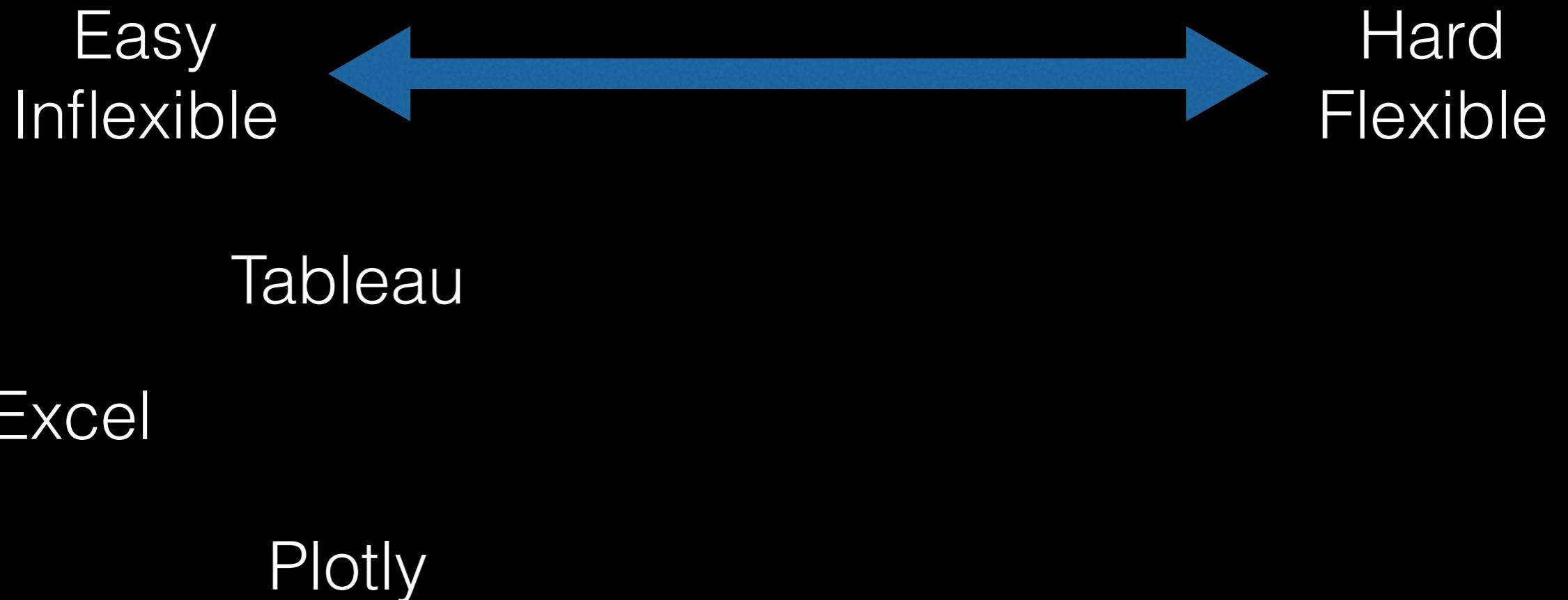
# And now the hard bit...

We need a tool to do visualisations



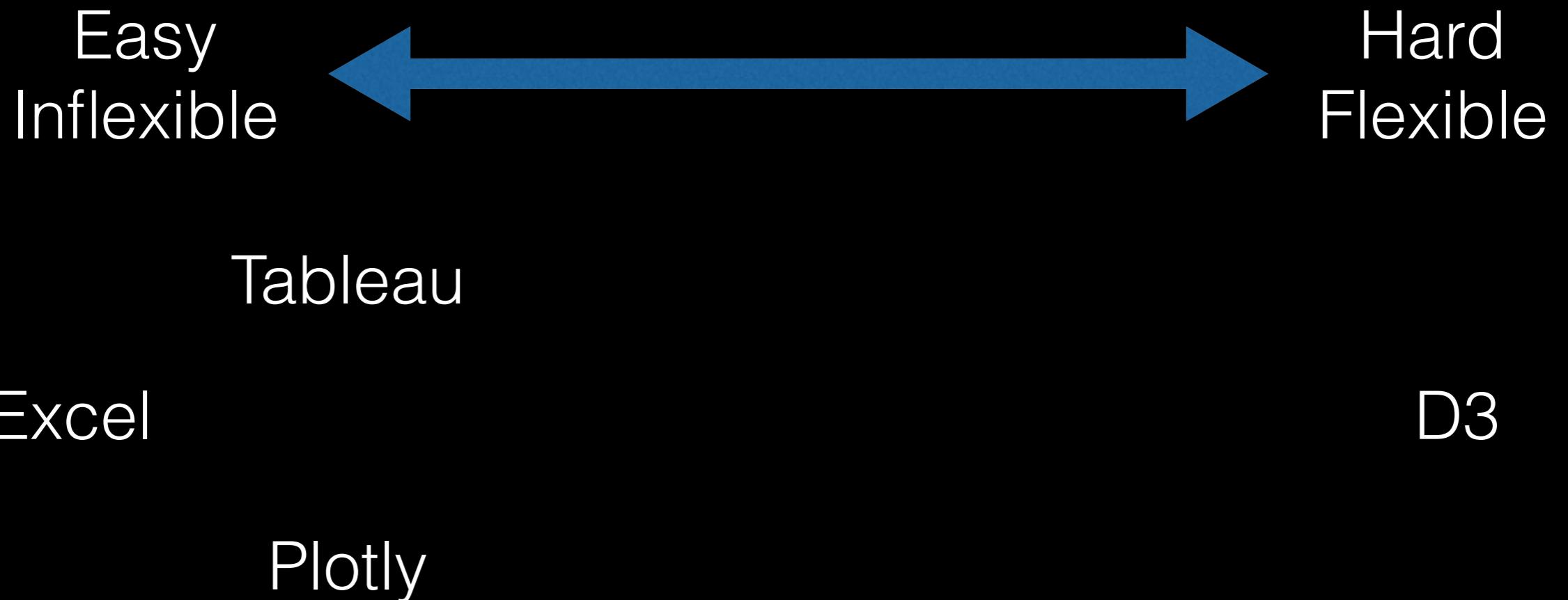
# And now the hard bit...

We need a tool to do visualisations



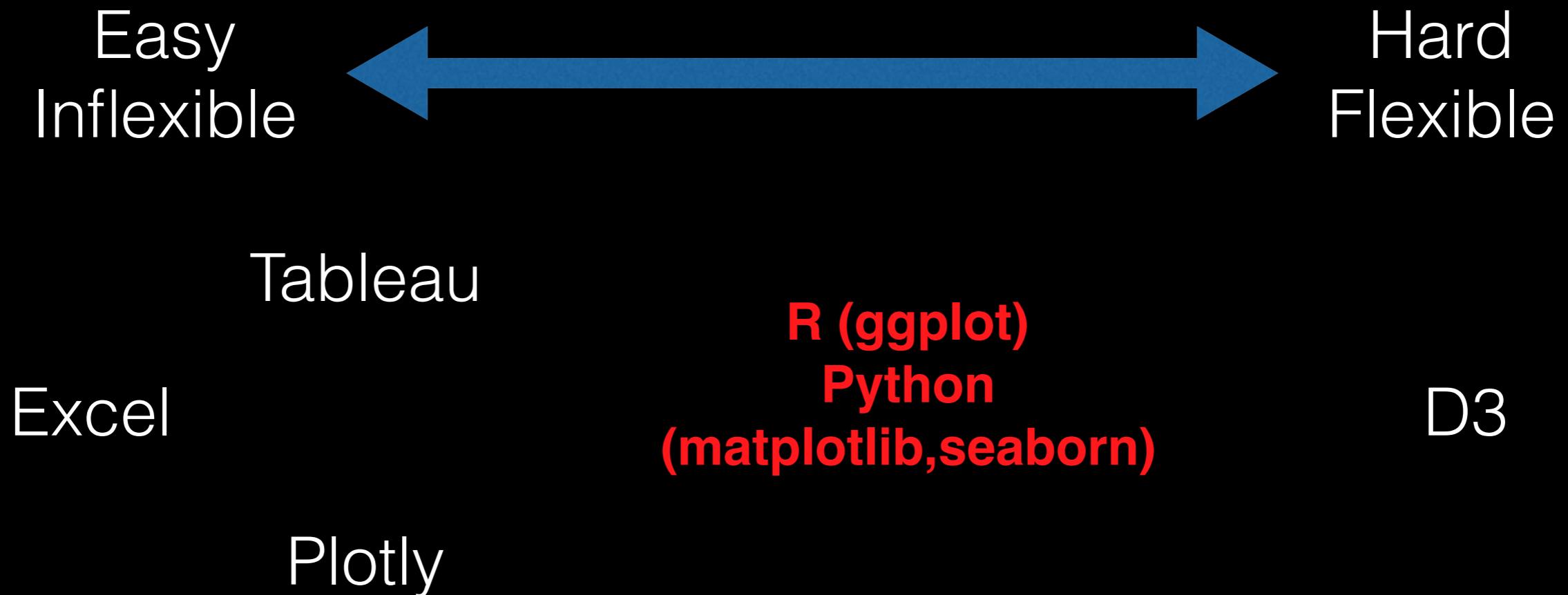
# And now the hard bit...

We need a tool to do visualisations



# And now the hard bit...

We need a tool to do visualisations



# What's Visualisation and why do it?

Visualisation (Vis) allows people to analyse data when they don't know exactly what question to ask in advance

Based on Chapter 1 of “Visualisation, Analysis and Design”

# Back one step...

What do we mean by data?

# Back one step...

What do we mean by data?

More complex than one might think!

# Back one step...

What do we mean by data?

More complex than one might think!

Big Data, Little Data, No Data, Christine Borgman

# Back one step...

What do we mean by data?

More complex than one might think!

Big Data, Little Data, No Data, Christine Borgman

“Data” includes, at a minimum, digital observation, scientific monitoring, data from sensors, metadata, model output and scenarios, qualitative or observed behavioural data, visualizations, and statistical data collected for administrative or commercial purposes. Data are generally viewed as input to the research process.

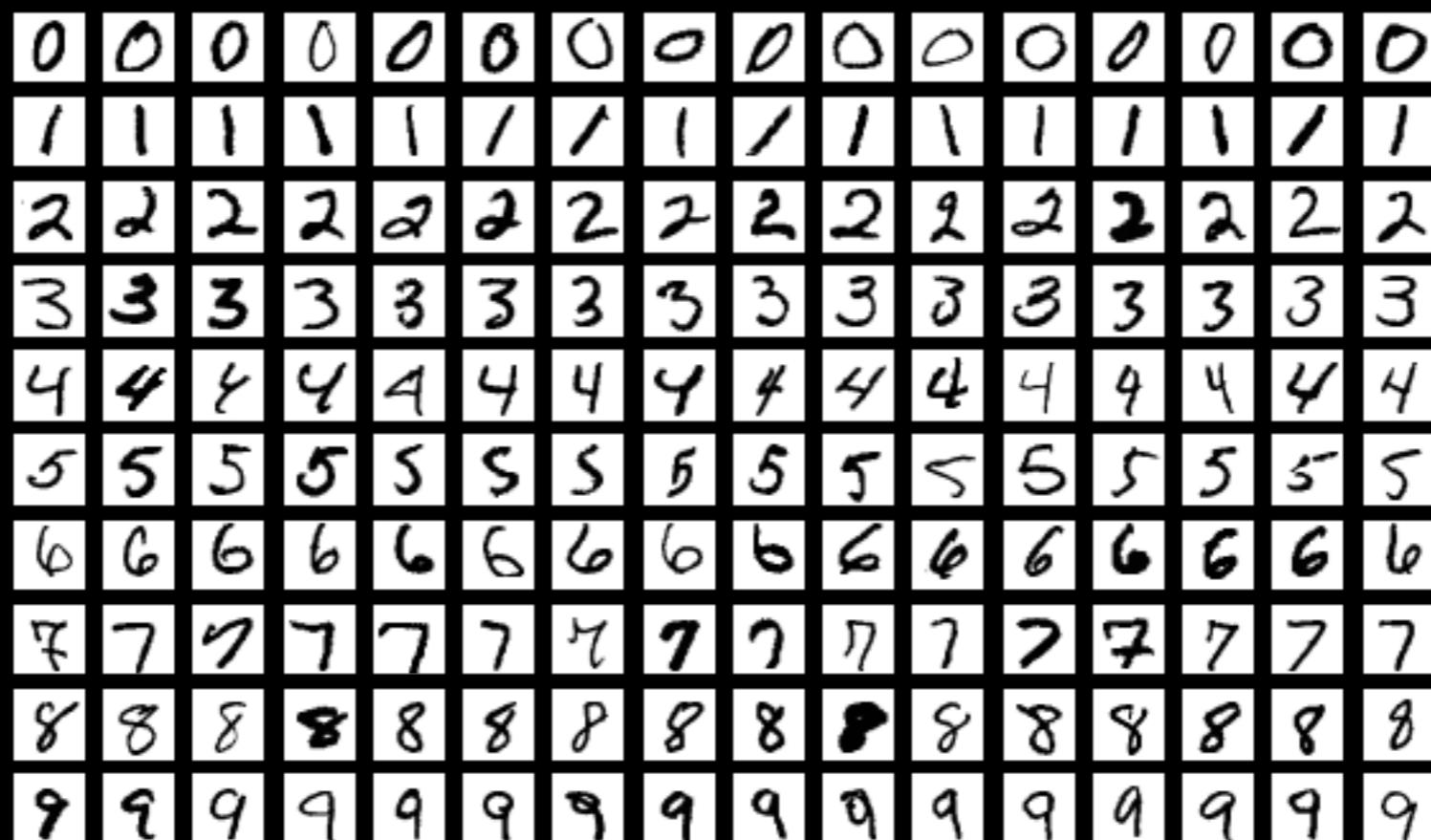
# More colloquially

**Data (for visualisation) is that which can be stored electronically....**

# Sometimes don't need Vis

Many cases where a statistical analysis or using Machine Learning is sufficient

Example MNIST Data Set



By Josef Steppan - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=64810040>

But often you do need Vis

# But often you do need Vis

analysis problems are ill specified

# But often you do need Vis

analysis problems are ill specified

people don't know how to approach the problem

# But often you do need Vis

analysis problems are ill specified

people don't know how to approach the problem

Augment human capabilities rather than replace humans

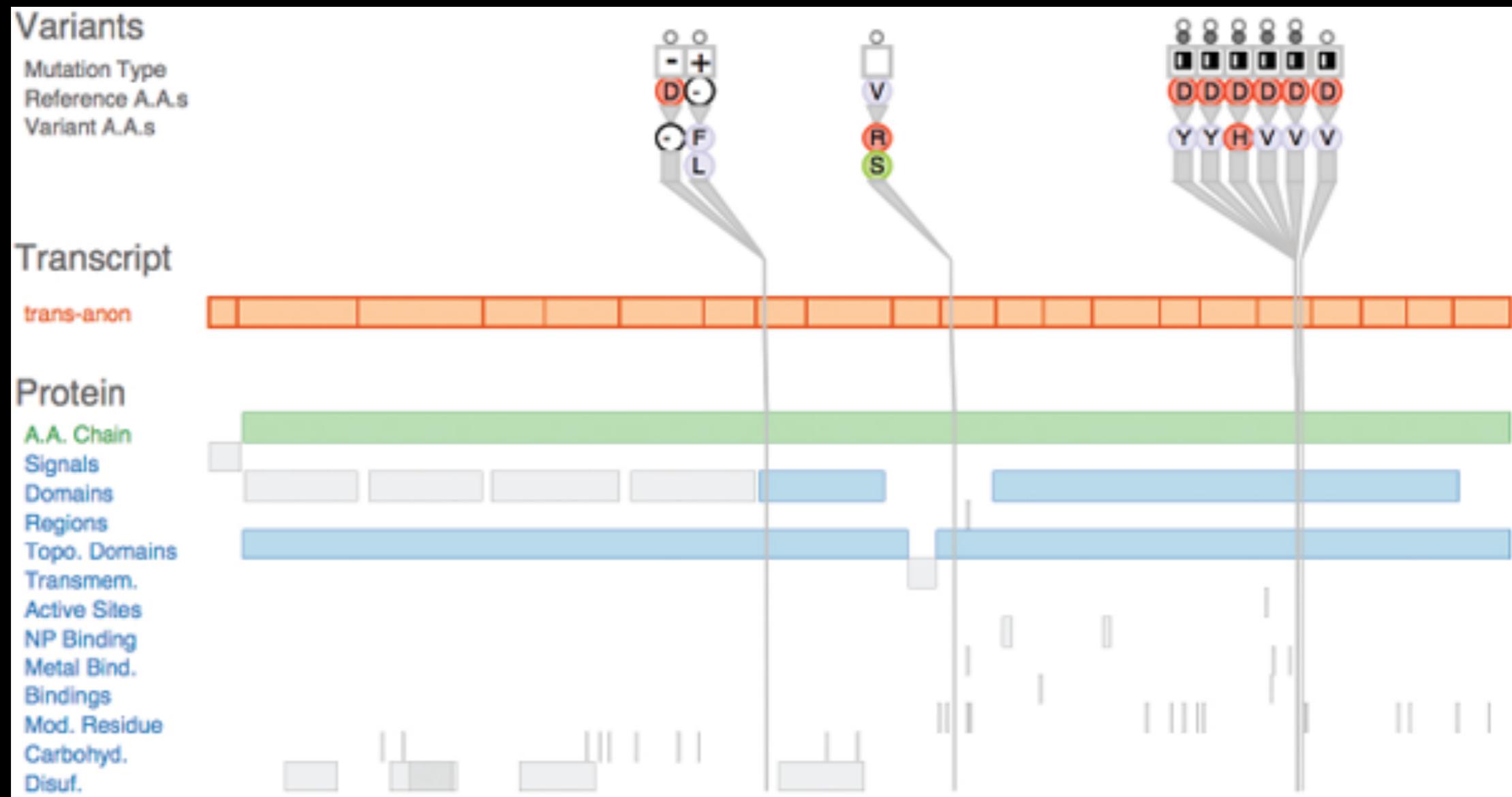


# Vis can be..

For long term use - visualisations that are updated and used again and again

For short term/one off use - understanding something about the data; telling a story

# Long term use



# Why Computational tools?

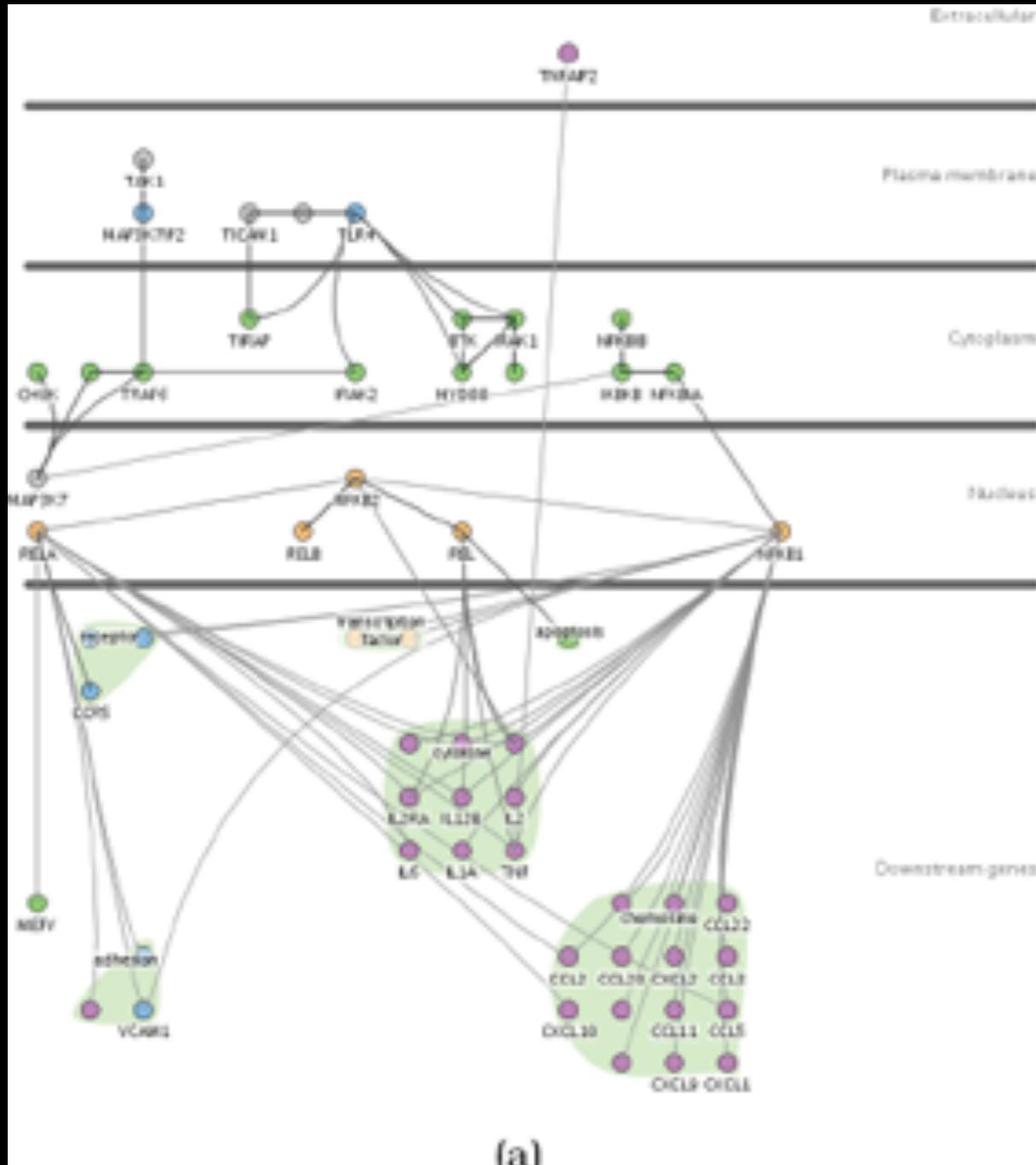
Mona Chalabi and Charles Minard did it by hand!

**Need to visualise**

**Large/Complex data sets**

**Variable data sets**

**Quickly and in an exploratory fashion**



(a)



(b)

**Could be done by hand****Too hard to do by hand!**

# Why Vision?

Able to absorb large amounts of information in parallel.

# Why Vision?

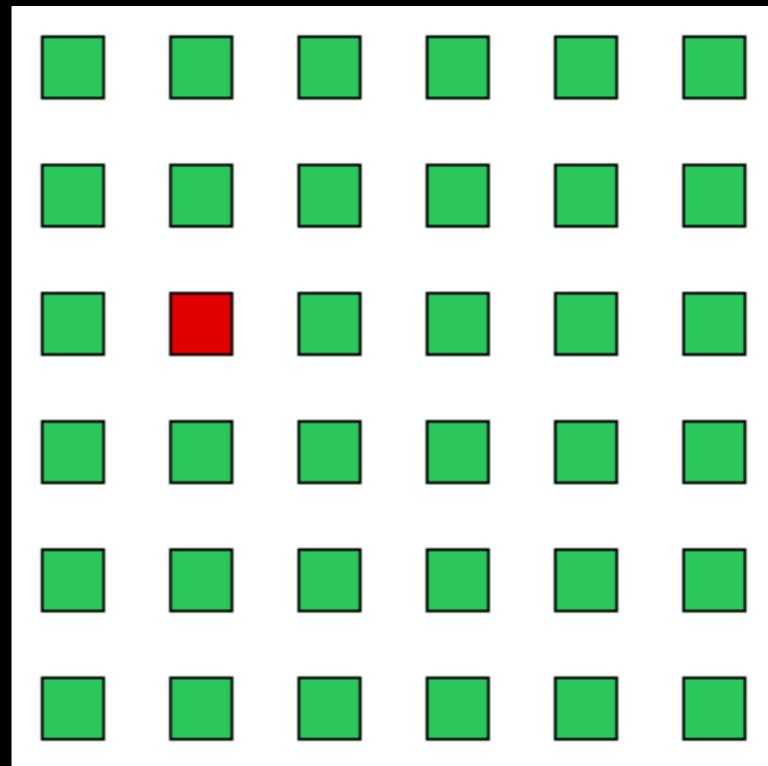
Able to absorb large amounts of information in parallel.

Example - Visual Pop-out

# Why Vision?

Able to absorb large amounts of information in parallel.

Example - Visual Pop-out



By Head 21:20, 24 August 2007 (UTC) (self-drawn) [Public domain], via Wikimedia Commons

# Other senses?

Sound - sequence-based, not parallel

Listen to individual voices in a choir (for example)

Why do we need to look at  
data in detail?

# Why do we need to look at data in detail?

**Even “simple” data can mislead us**

# Why do we need to look at data in detail?

**Even “simple” data can mislead us**

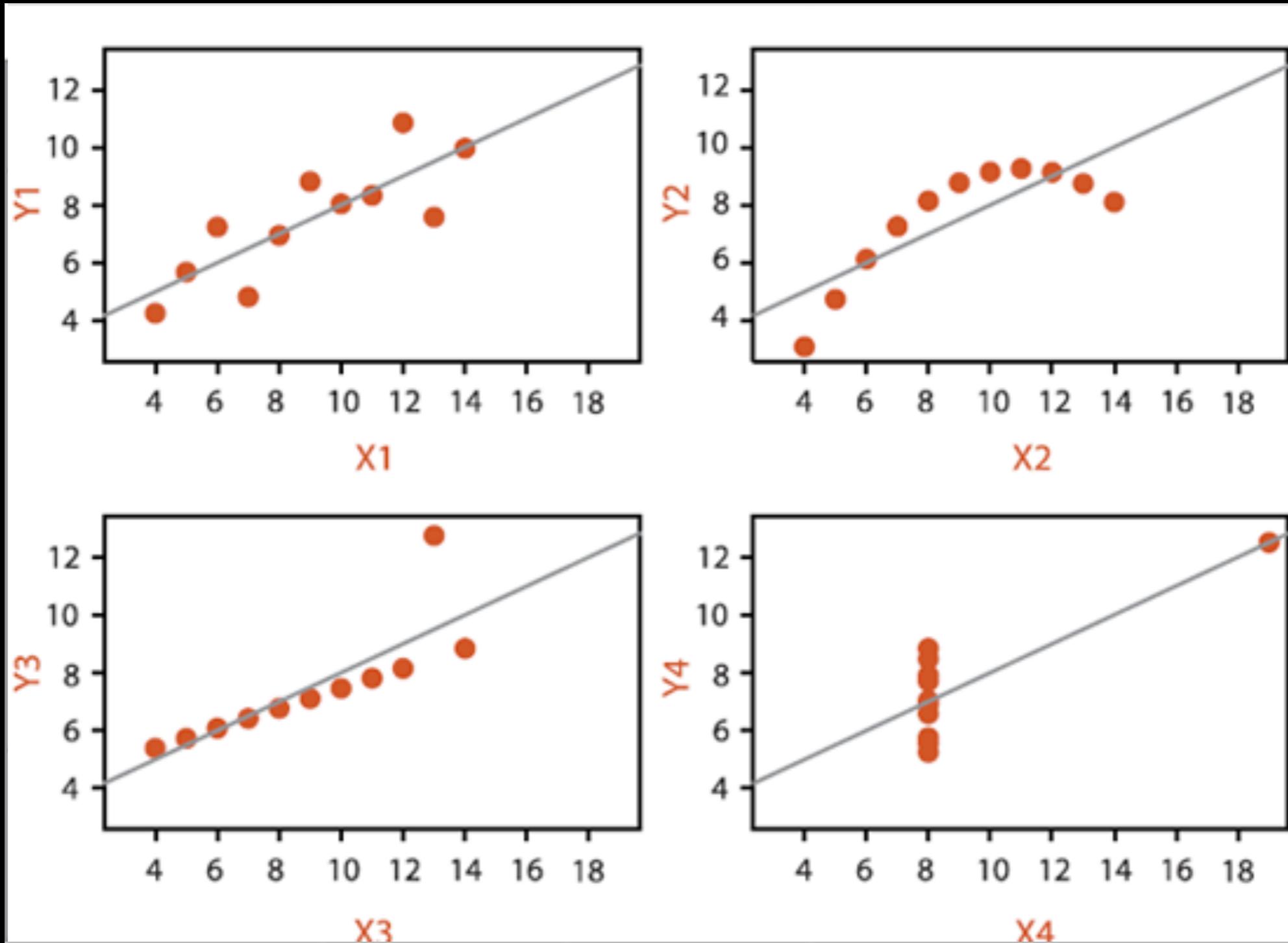
**Need to check if summary statistics are right.**

# Anscombe's Quartet

Anscombe's Quartet: Raw Data									
	1		2		3		4		
	X	Y	X	Y	X	Y	X	Y	
	10.0	8.04	10.0	9.14	10.0	7.46	8.0	6.58	
	8.0	6.95	8.0	8.14	8.0	6.77	8.0	5.76	
	13.0	7.58	13.0	8.74	13.0	12.74	8.0	7.71	
	9.0	8.81	9.0	8.77	9.0	7.11	8.0	8.84	
	11.0	8.33	11.0	9.26	11.0	7.81	8.0	8.47	
	14.0	9.96	14.0	8.10	14.0	8.84	8.0	7.04	
	6.0	7.24	6.0	6.13	6.0	6.08	8.0	5.25	
	4.0	4.26	4.0	3.10	4.0	5.39	19.0	12.50	
Mean	9.0	7.5	9.0	7.5	9.0	7.5	9.0	7.5	
	10.0	3.75	10.0	3.75	10.0	3.75	10.0	3.75	
	0.816		0.816		0.816		0.816		

F.J. Anscombe. "Graphs in Statistical Analysis." *American Statistician* 27 (1973), 17–21. (pages 7, 8, 19)

# Anscombe's Quartet



# Interaction

# Interaction

Same data set - many different ways to visualise

# Interaction

Same data set - many different ways to visualise

Tools to analyse particular type of data

# Interaction

Same data set - many different ways to visualise

Tools to analyse particular type of data

Variant View - discussed above

# Interaction

Same data set - many different ways to visualise

Tools to analyse particular type of data

Variant View - discussed above

But can also interact by writing new code

# Vis Idiom

A Vis idiom is a distinct way to creating and manipulating visual representations.

# Vis Idiom

A Vis idiom is a distinct way to creating and manipulating visual representations.

Examples of idioms

Scatter plots

Bar plots

Pie Charts (please don't)

# Vis Idiom

A Vis idiom is a distinct way to creating and manipulating visual representations.

Examples of idioms

Scatter plots

Bar plots

Pie Charts (please don't)

Huge possible number of Idioms

See for example Information is Beautiful

# Tasks

No one visualisation does everything

Task - what is the purpose of the visualisation?

Journalism or telling a story?

Exploring data?

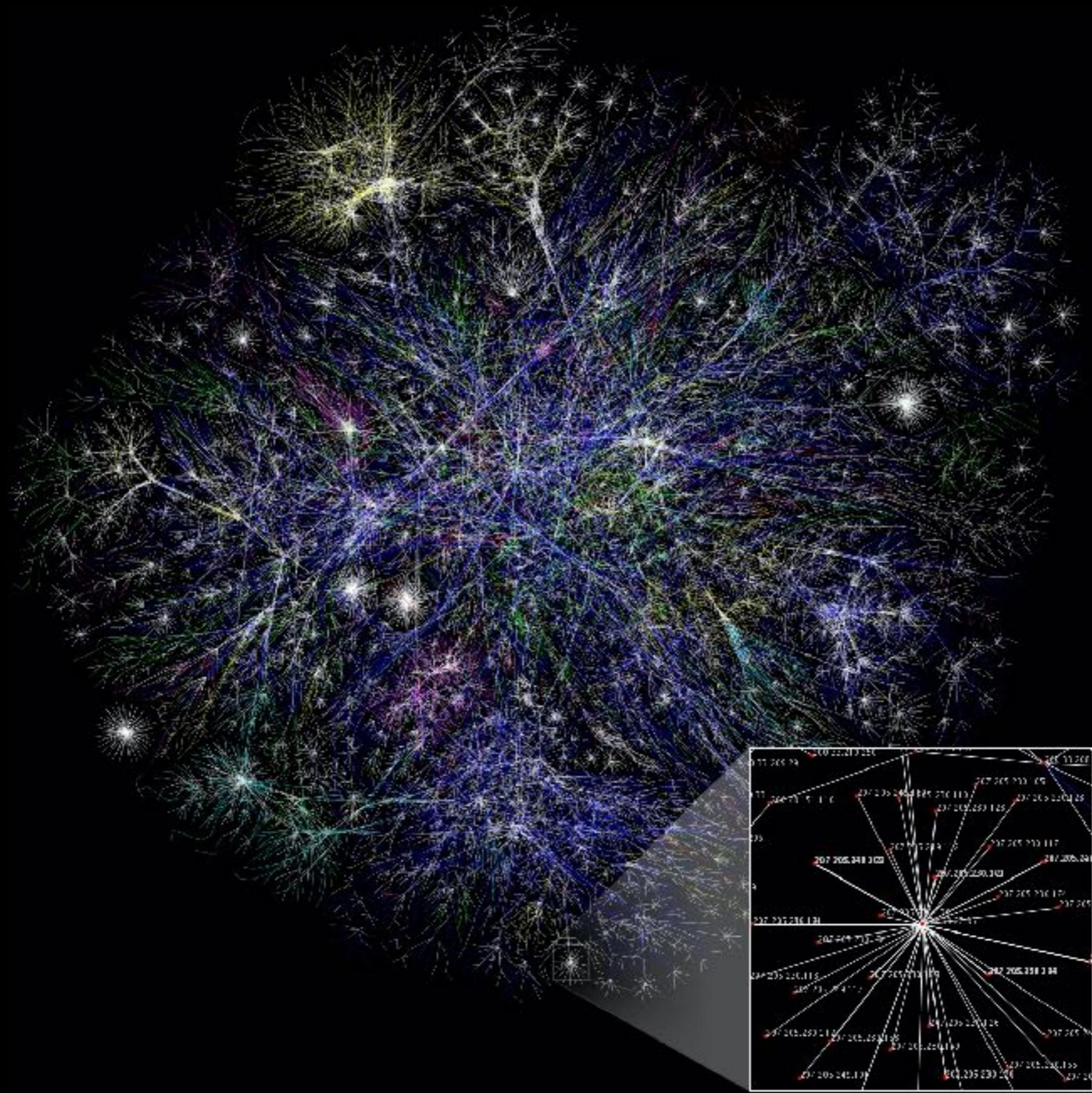
Testing hypotheses?

# Effectiveness

Once you've decided upon the task

Did it do the job?

Visualisations can be beautiful - but not effective!



By The Opte Project [CC BY 2.5 (<https://creativecommons.org/licenses/by/2.5>)], via Wikimedia Commons

# Resource limitation

# Resource limitation

Computational limitations

# Resource limitation

Computational limitations

e.g. How quickly can a visualisation go through a data set?

# Resource limitation

Computational limitations

e.g. How quickly can a visualisation go through a data set?

Human limitations

# Resource limitation

Computational limitations

e.g. How quickly can a visualisation go through a data set?

Human limitations

Human memory for items not visible is poor

# Resource limitation

Computational limitations

e.g. How quickly can a visualisation go through a data set?

Human limitations

Human memory for items not visible is poor

“Change Blindness” - focus on one thing, ignore others

# Resource limitation

Computational limitations

e.g. How quickly can a visualisation go through a data set?

Human limitations

Human memory for items not visible is poor

“Change Blindness” - focus on one thing, ignore others

Information Density

# Information Density

# Information Density

The information density of a single image is a measure of the amount of information encoded versus the amount of unused space.

# Information Density

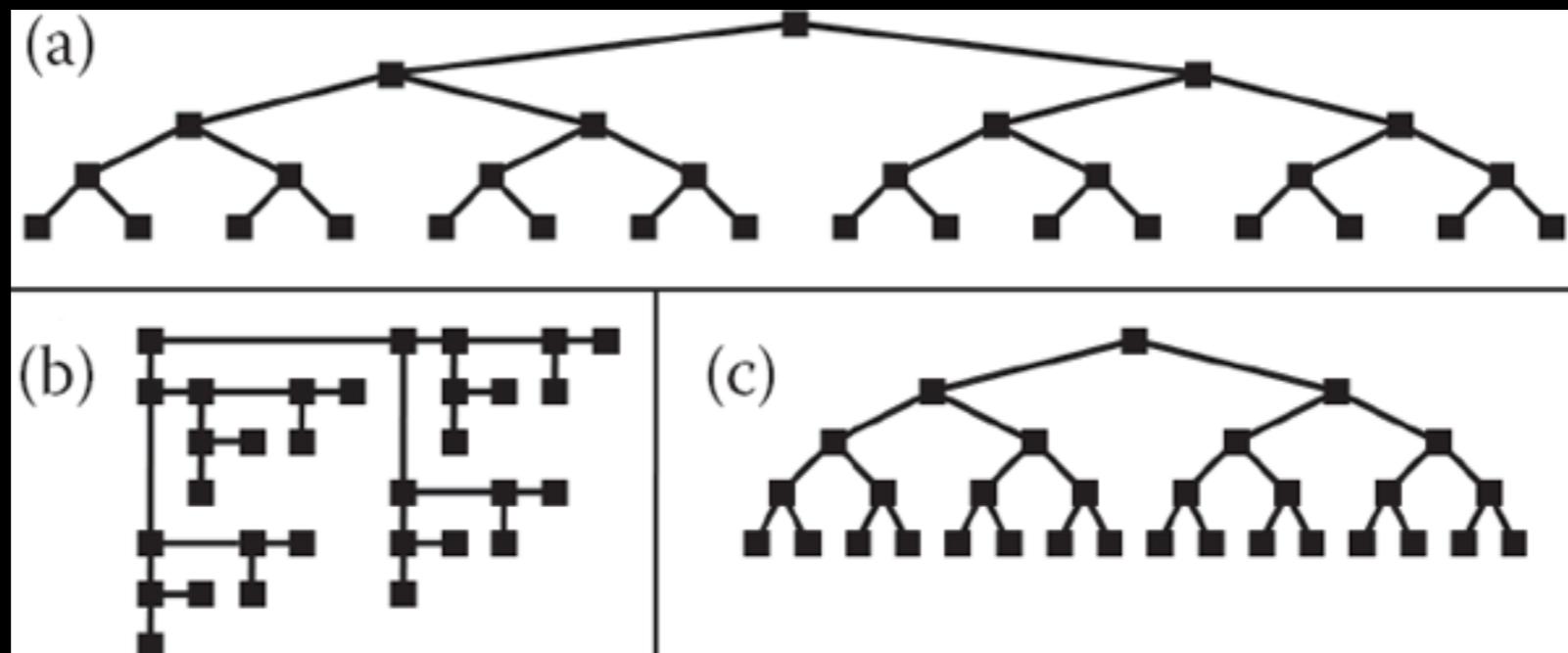
The information density of a single image is a measure of the amount of information encoded versus the amount of unused space.

Information Density also called Graphic Density or Data-Ink Ratio

# Information Density

The information density of a single image is a measure of the amount of information encoded versus the amount of unused space.

Information Density also called Graphic Density or Data-Ink Ratio

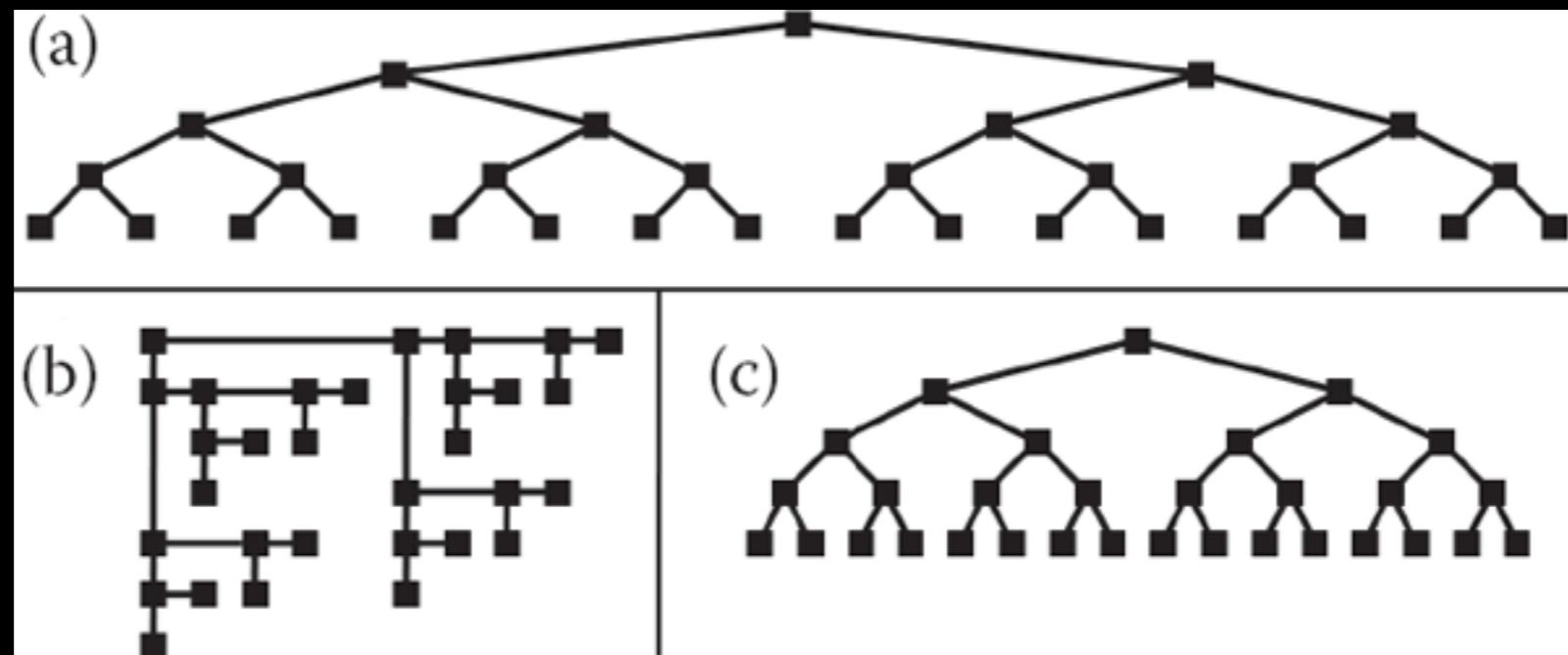


# Information Density

The information density of a single image is a measure of the amount of information encoded versus the amount of unused space.

Information Density also called Graphic Density or Data-Ink Ratio

**Low info.  
Density**



# Information Density

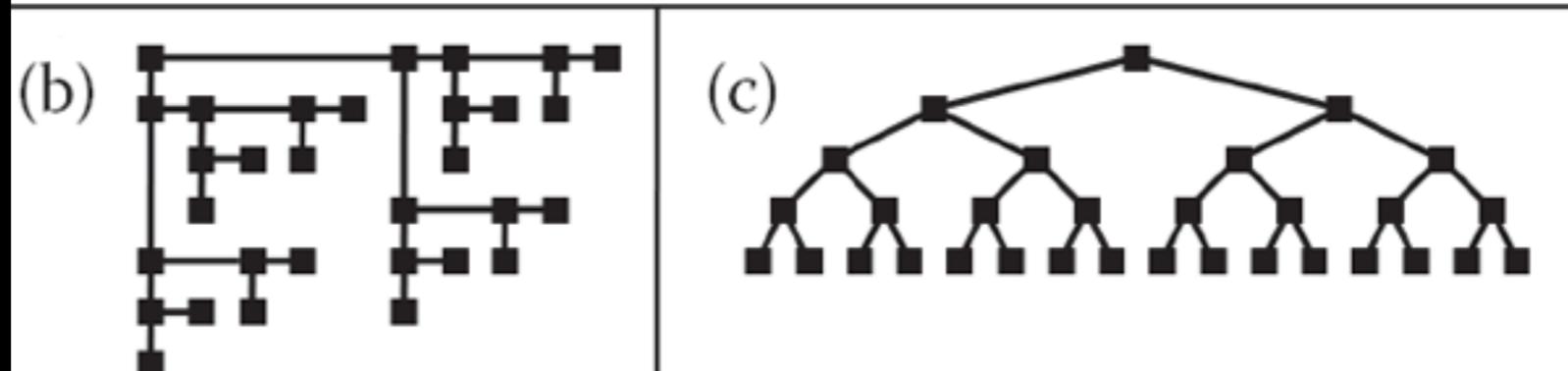
The information density of a single image is a measure of the amount of information encoded versus the amount of unused space.

Information Density also called Graphic Density or Data-Ink Ratio

**Low info.  
Density**



**High Info.  
Density  
(but can't  
tell tree order)**



# Information Density

The information density of a single image is a measure of the amount of information encoded versus the amount of unused space.

Information Density also called Graphic Density or Data-Ink Ratio

**Low info.  
Density**



**High Info.  
Density  
(but can't  
tell tree order)**



**(c)**



**High Info.  
Density  
and can  
Tell tree  
order**

# Histograms and Distributions

# **So far...**

**Scatterplots - pairs of attributes**

**How does a single attribute behave?**

## **Example**

**Life expectancy in GapMinder data set**

## Example

**Life expectancy in GapMinder data set**

**Varies between countries**

**1967 Average Life Expectancy in Morocco, Bangladesh = 50.34, 43.45**

## Example

**Life expectancy in GapMinder data set**

**Varies between countries**

**1967 Average Life Expectancy in Morocco, Bangladesh = 50.34, 43.45**

**Varies over time**

**Average life expectancy in Namibia in 1952, 2007 = 41.73, 52.90**

**Aside - life expectancy for country itself an estimate**

**Varies according to**

**Year of birth**

**Socioeconomic group (wealthy/poor)**

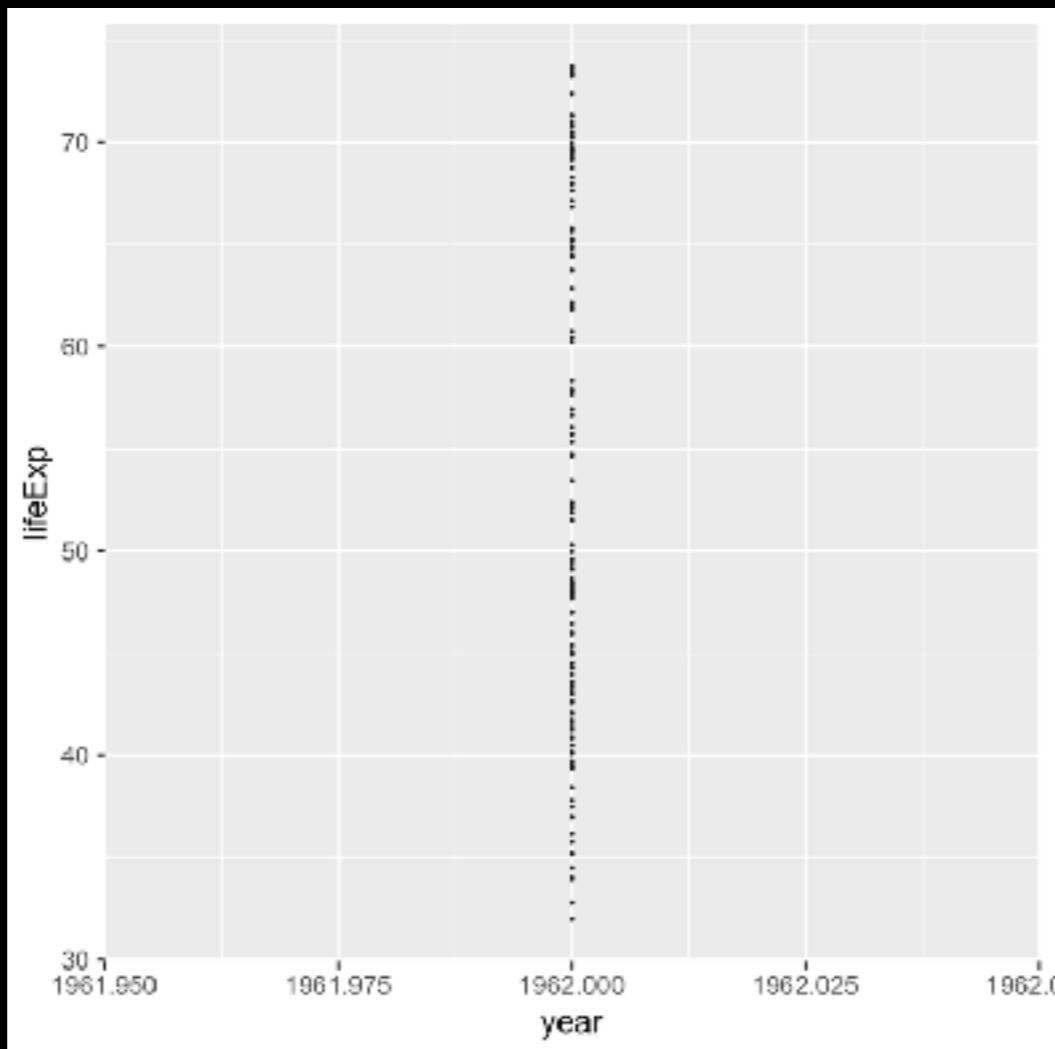
**Geographical location**

**First attempt - just plot points**

**Example - Life Expectancy in 1962 for all countries**

## First attempt - just plot points

Example - Life Expectancy in 1962 for all countries



# Histogram

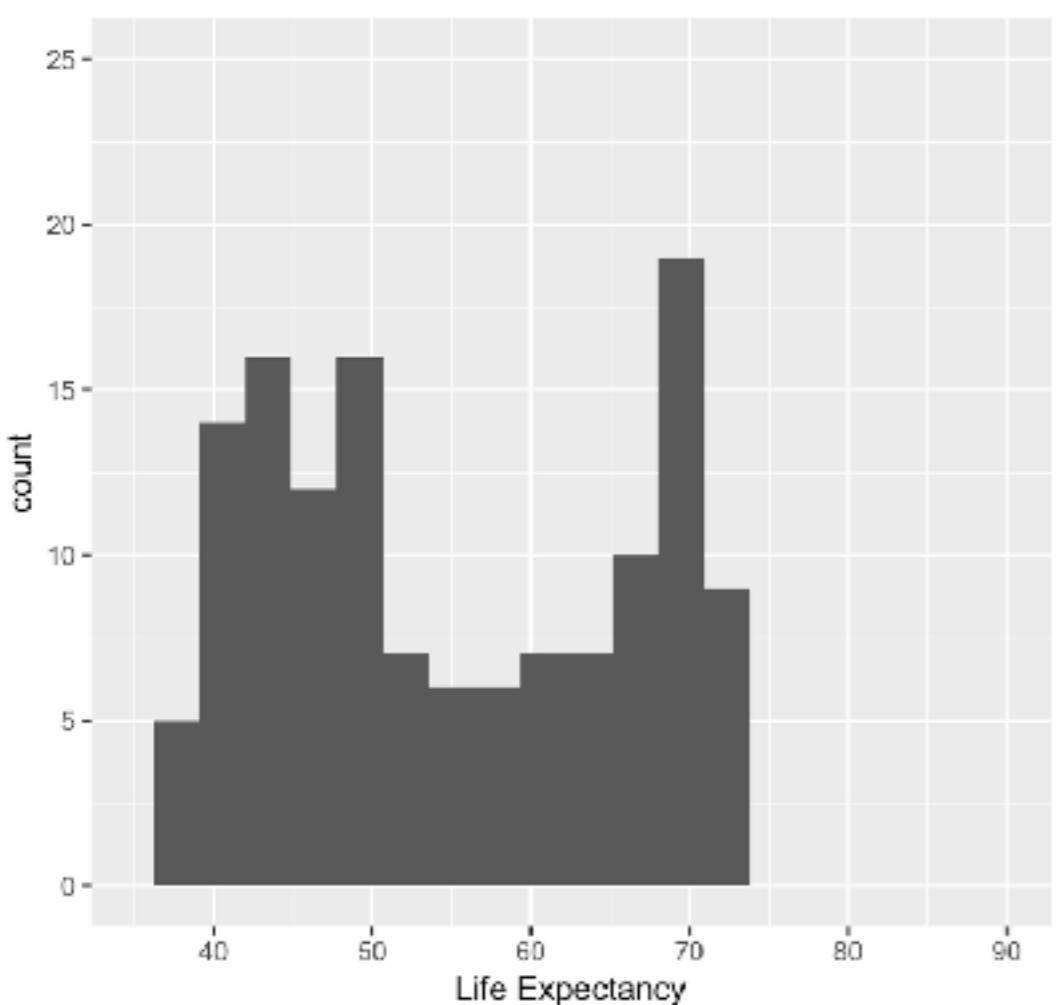
**Means of converting Ordinal to Categorical data**

**Create ‘bins’ -  
how many countries have an Life Expectancy of 40-45 etc.**

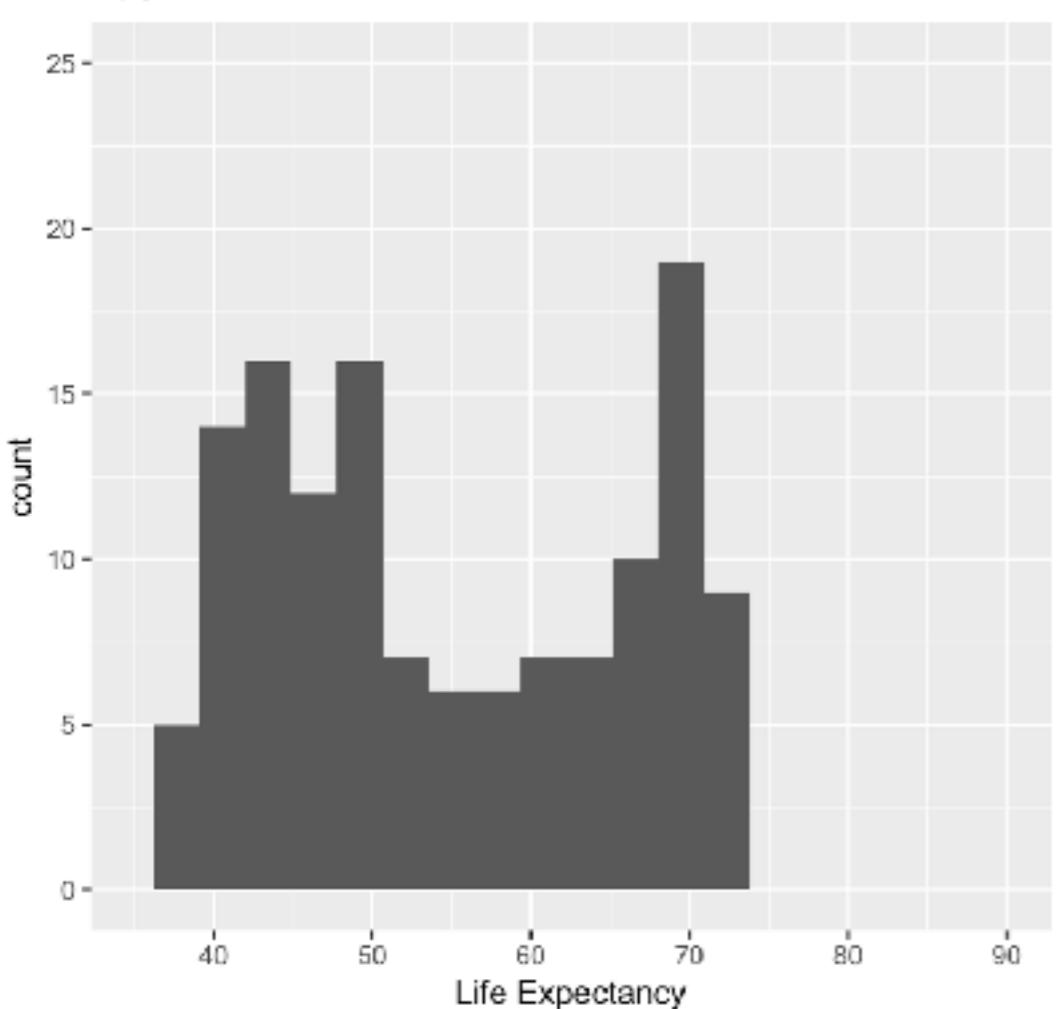
**Create bar plot of counts**



1962

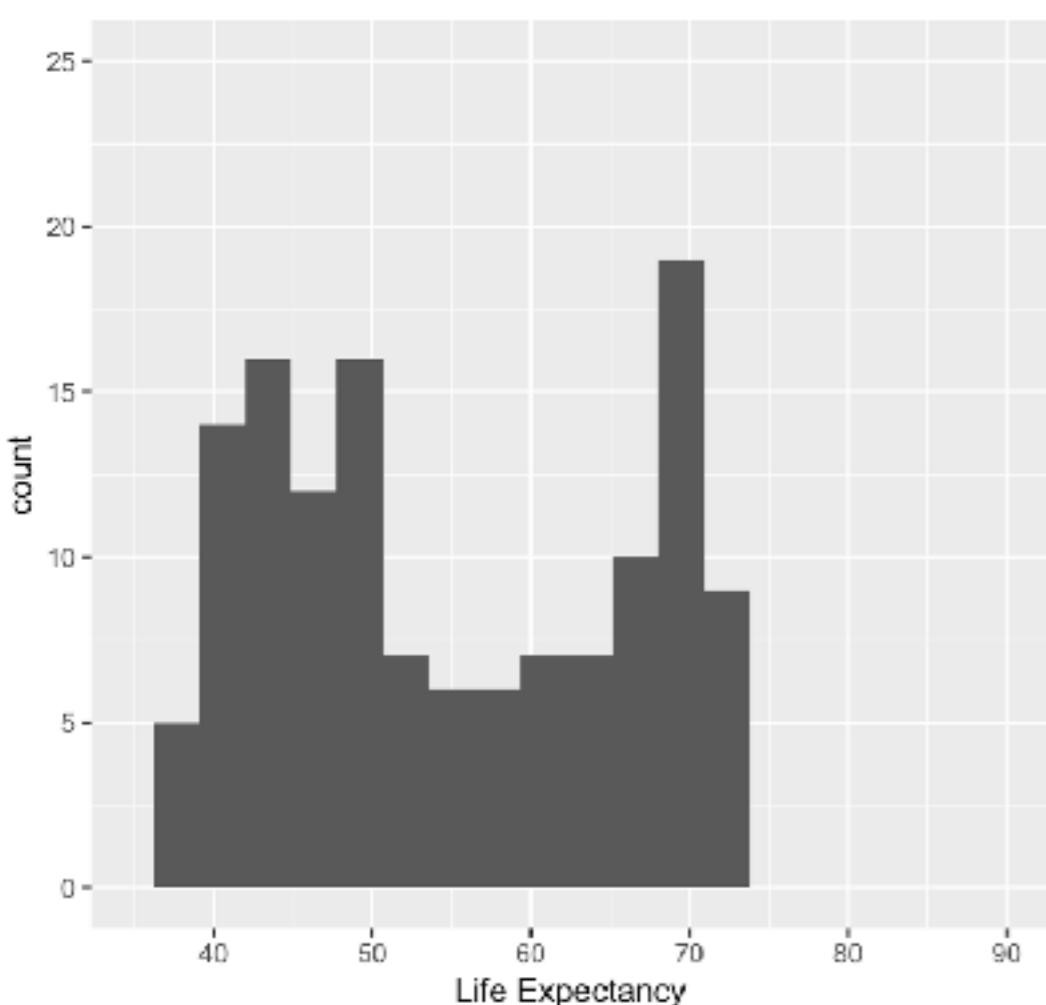


1962

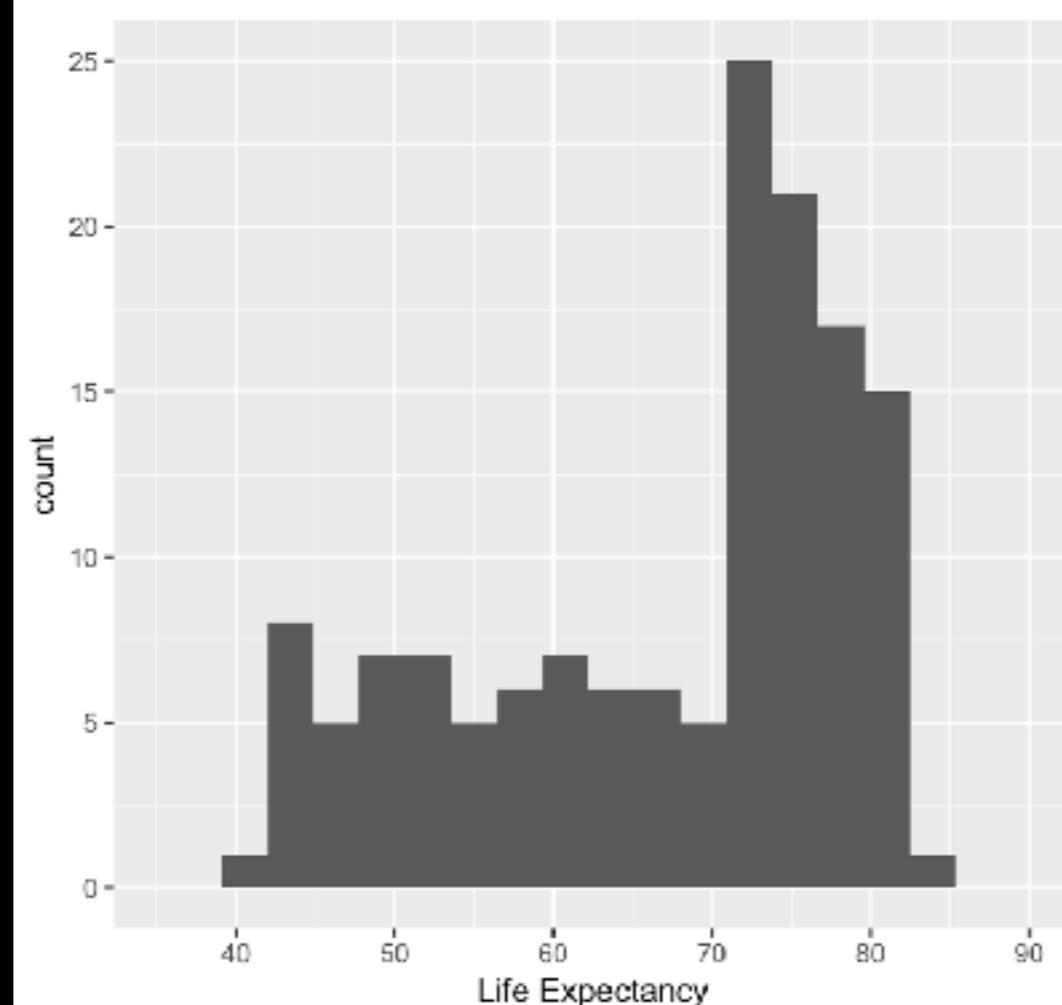


**What are seeing here?**

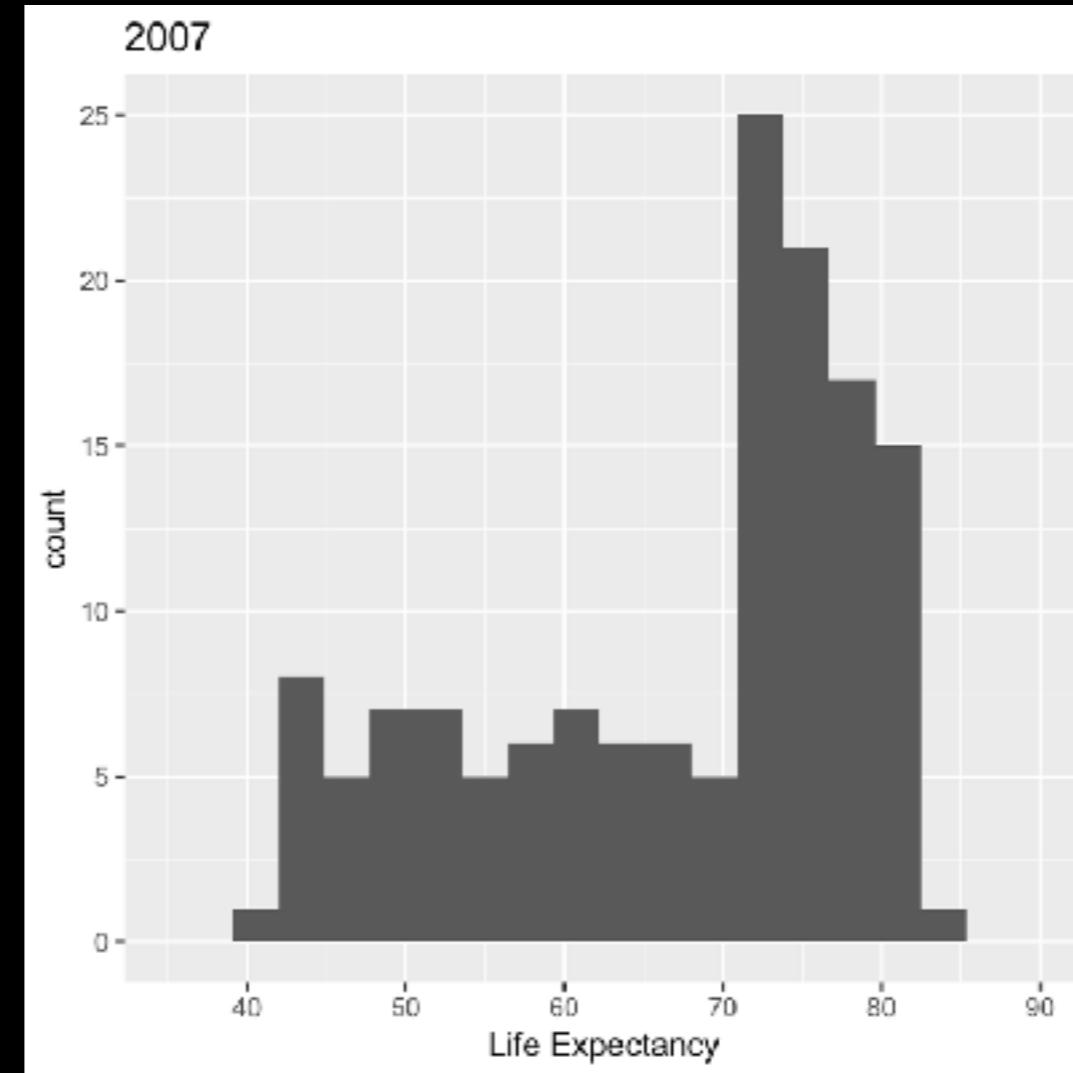
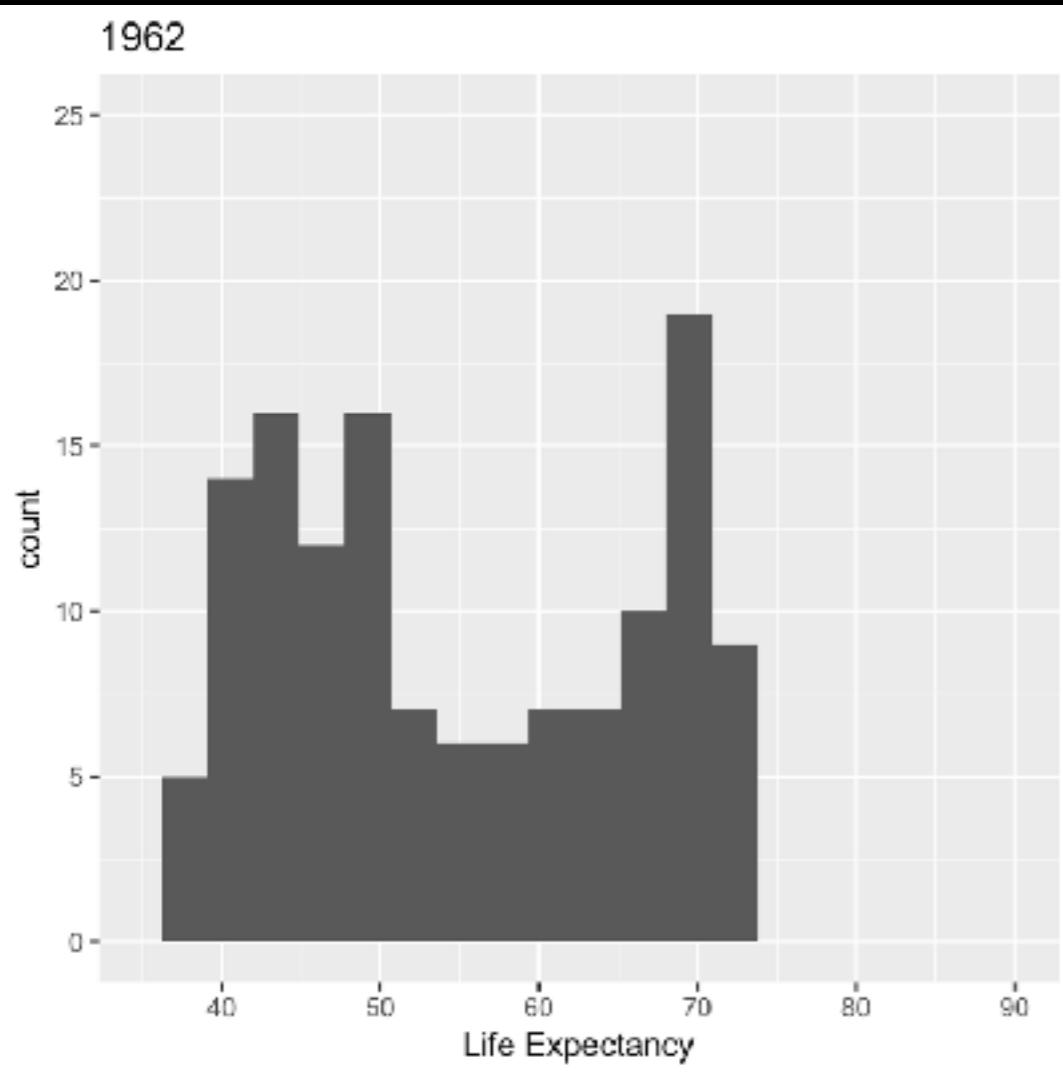
1962



2007

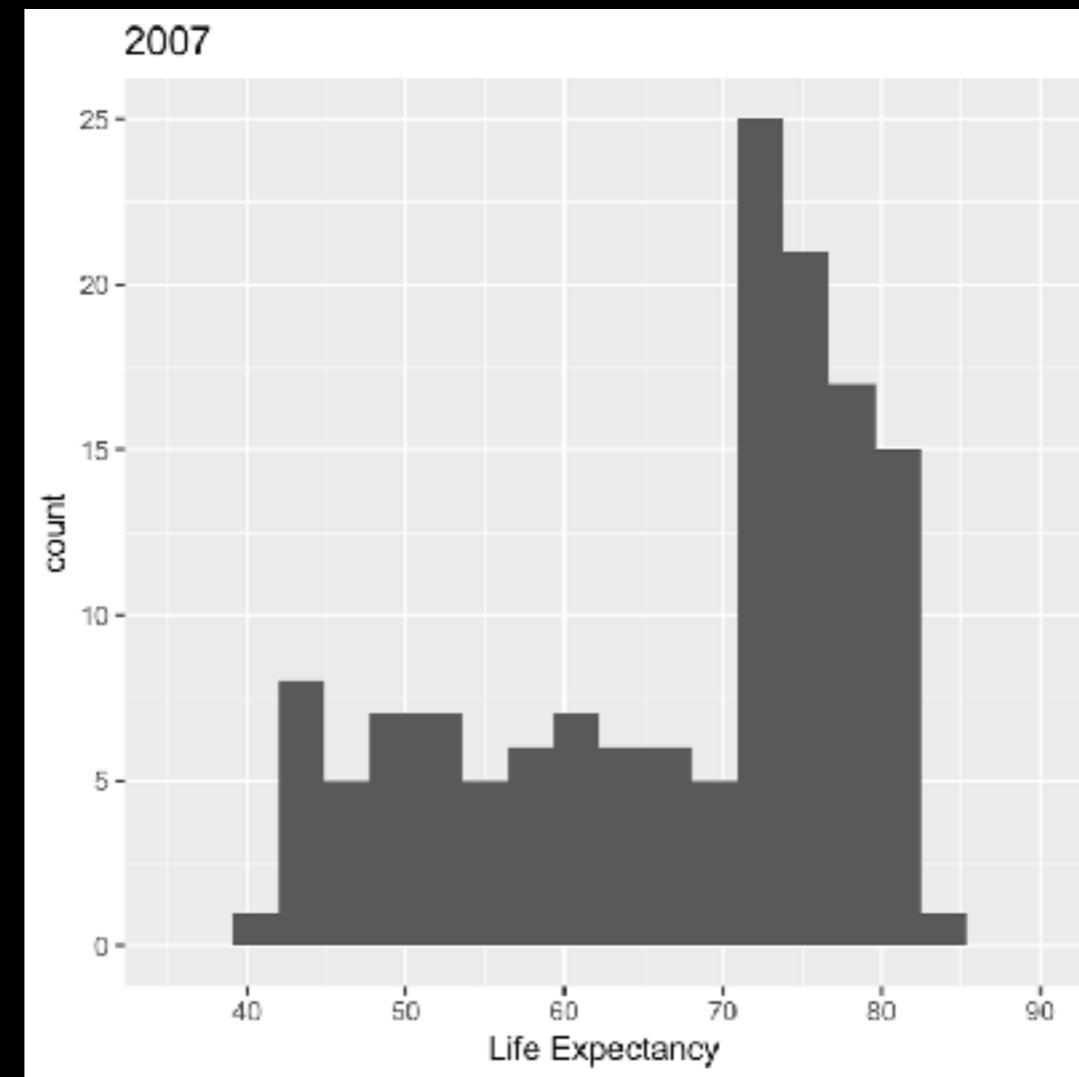
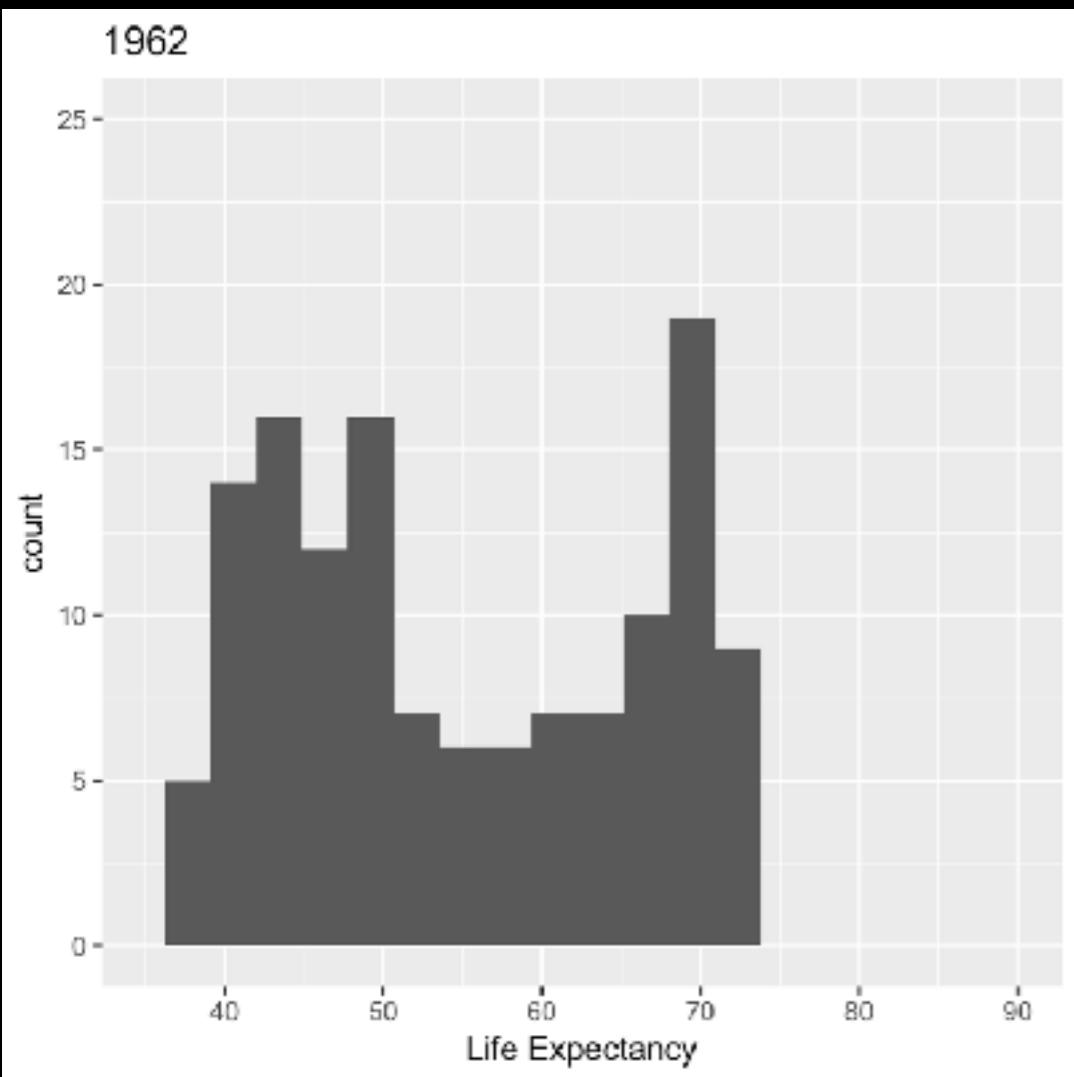


**What are seeing here?**



**What are seeing here?**

**What's different?**



**What are seeing here?**

**What's different?**

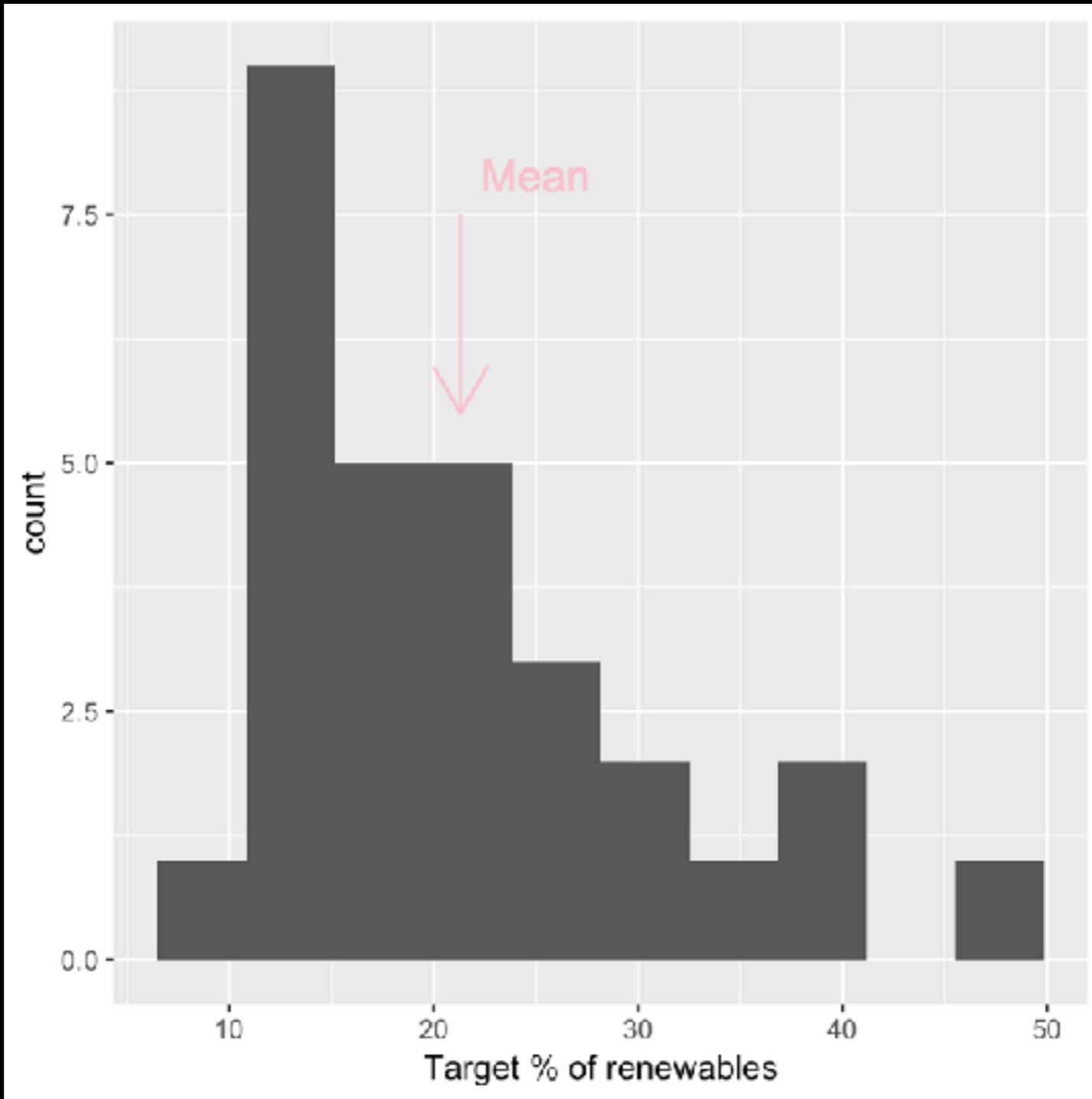
**What did I do to make this comparison?**

## **Number of bins**

**Too many - just see noise**

**Too few - don't see any features**

What about this ?

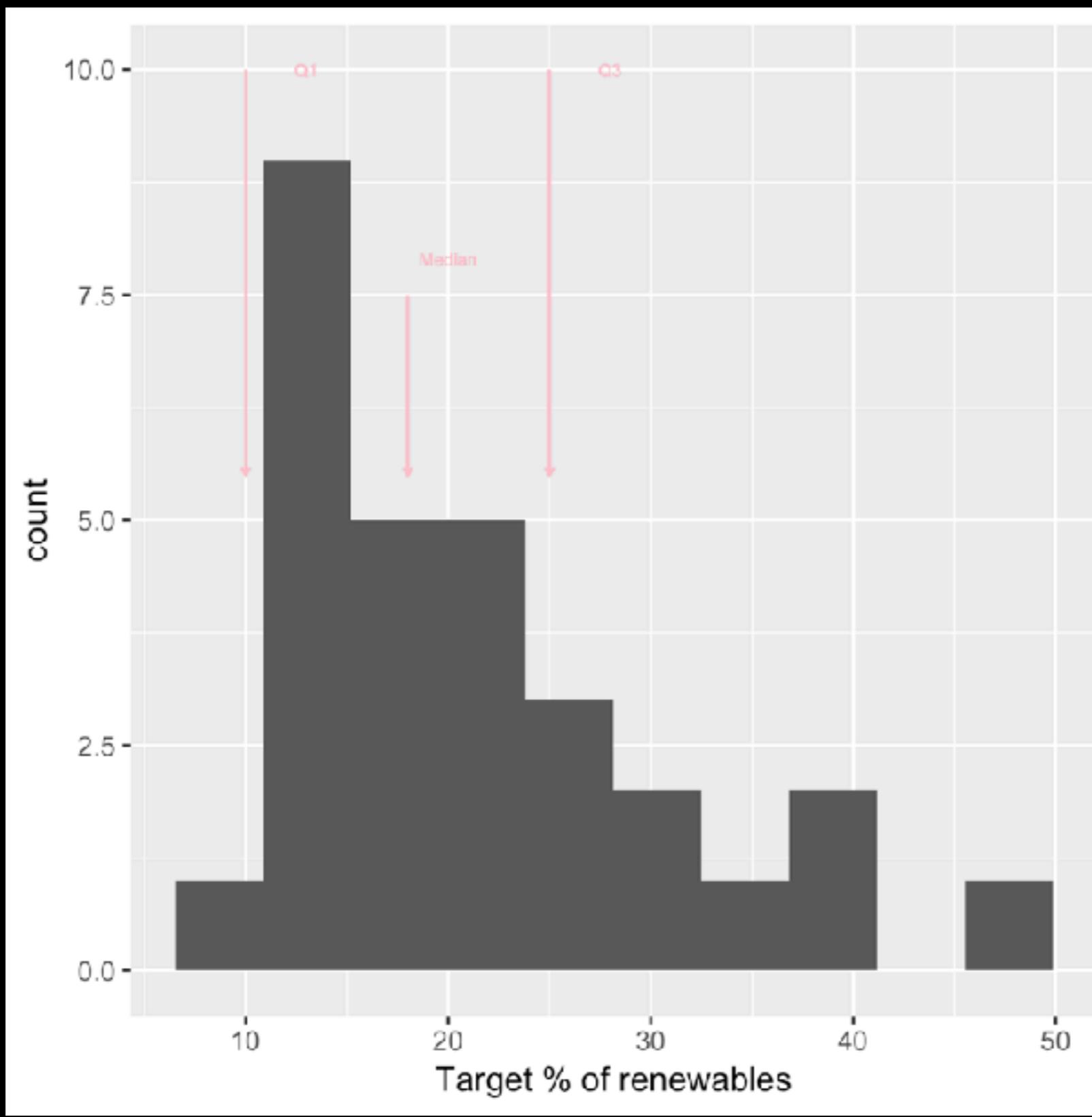


**Better to think of quartiles**

**1st quartile (Q1) - value of y which is greater than 25% of the  $y_i$**

**Median - value of y which is greater than 50% of the  $y_i$**

**3rd quartile (Q3) - value of y which is greater than 75% of the  $y_i$**



**What if we want to compare distributions?**

**Life expectancy of countries between years?**

**What if we want to compare distributions?**

**Life expectancy of countries between years?**

**Could do a facet plot of histograms**

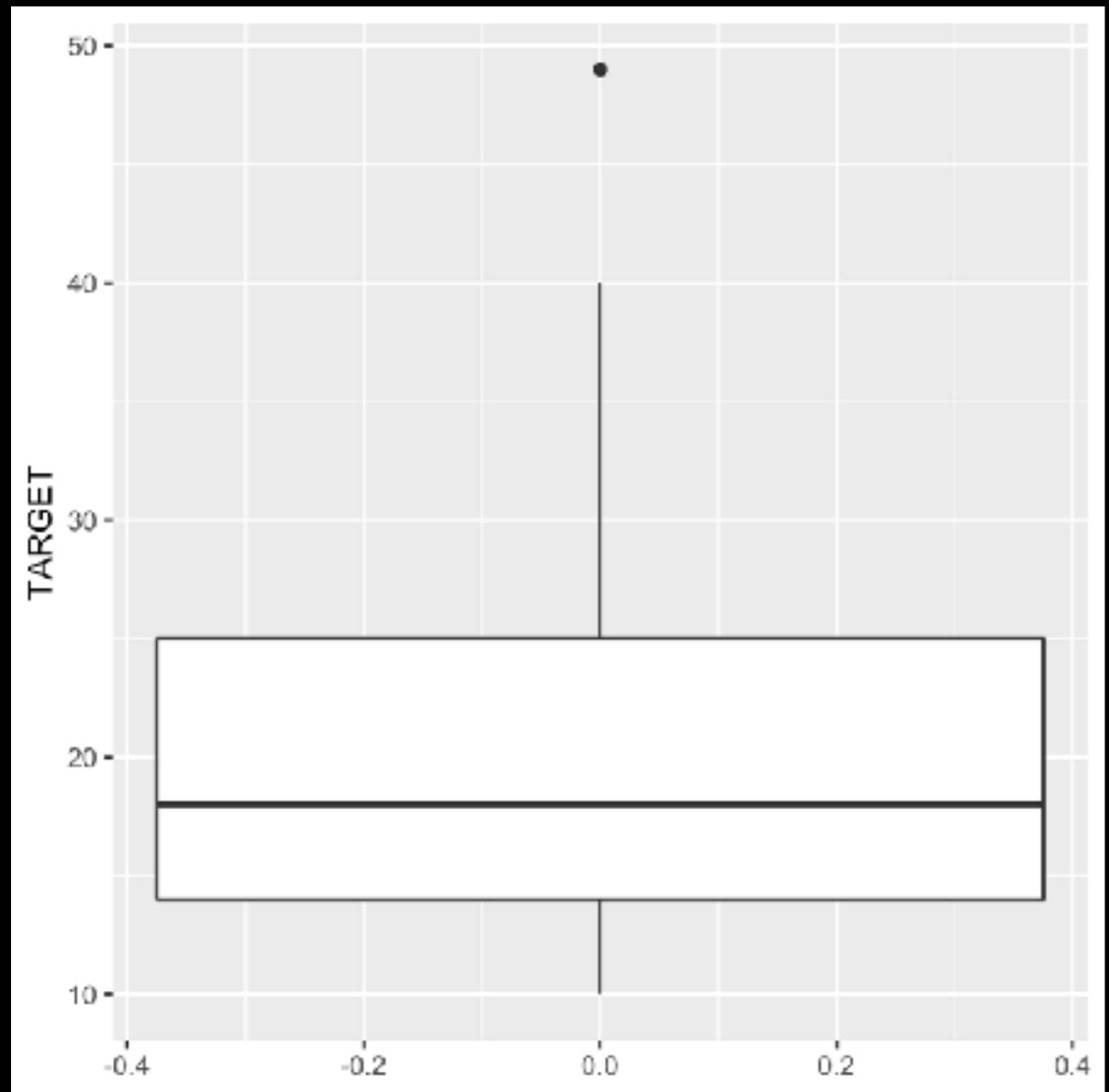
**What if we want to compare distributions?**

**Life expectancy of countries between years?**

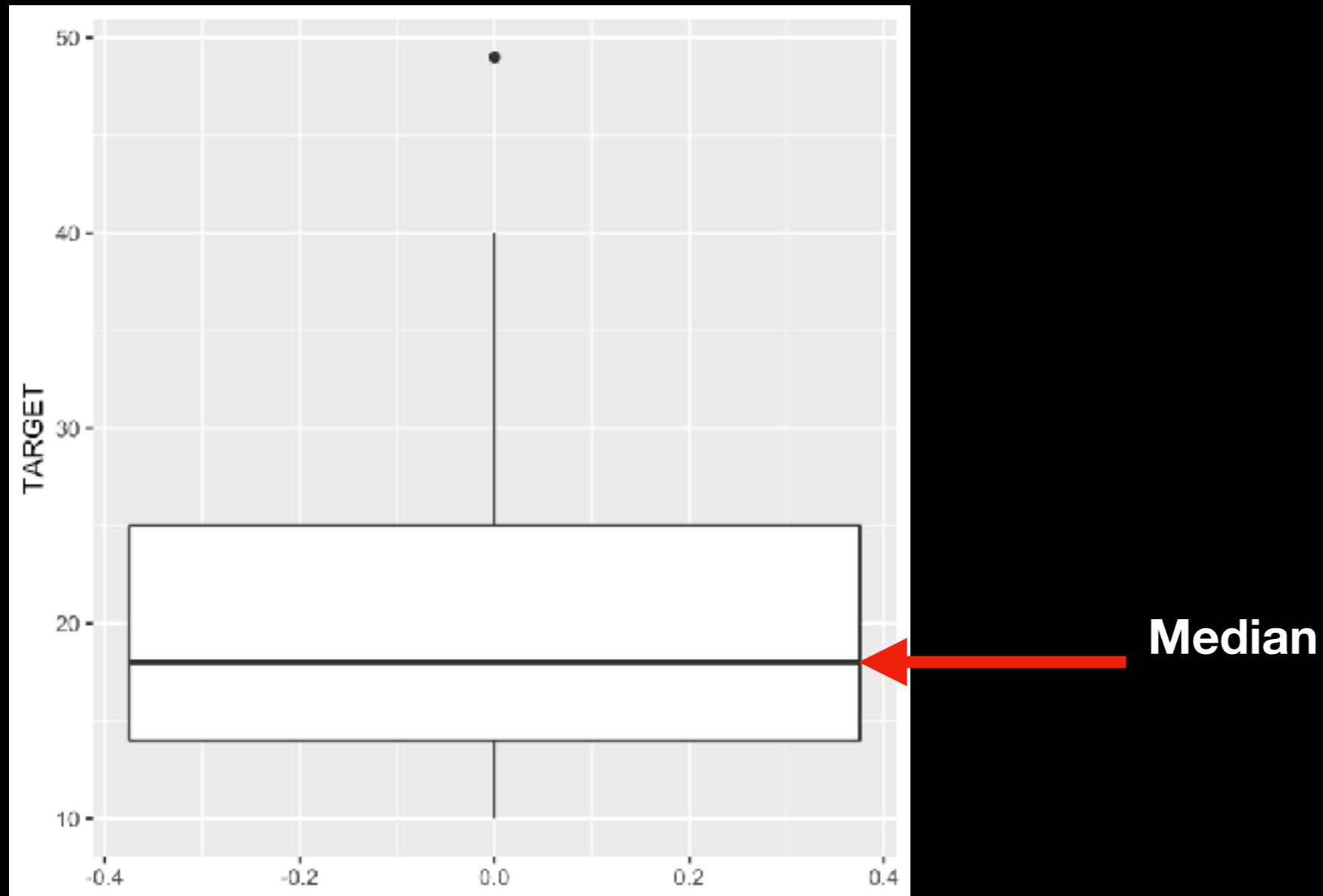
**Could do a facet plot of histograms**

**But can also other comparisons**

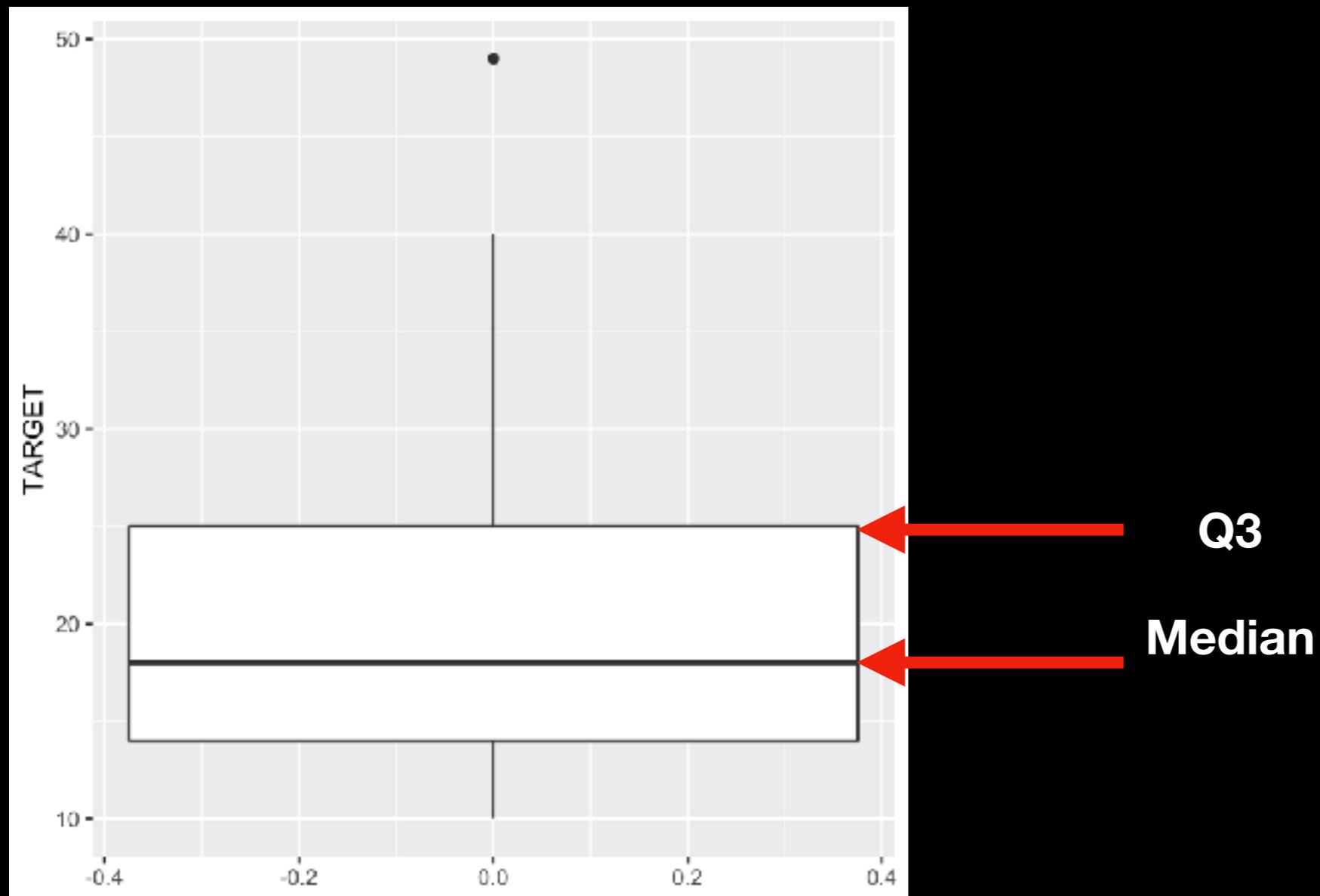
## Box plot of renewables target



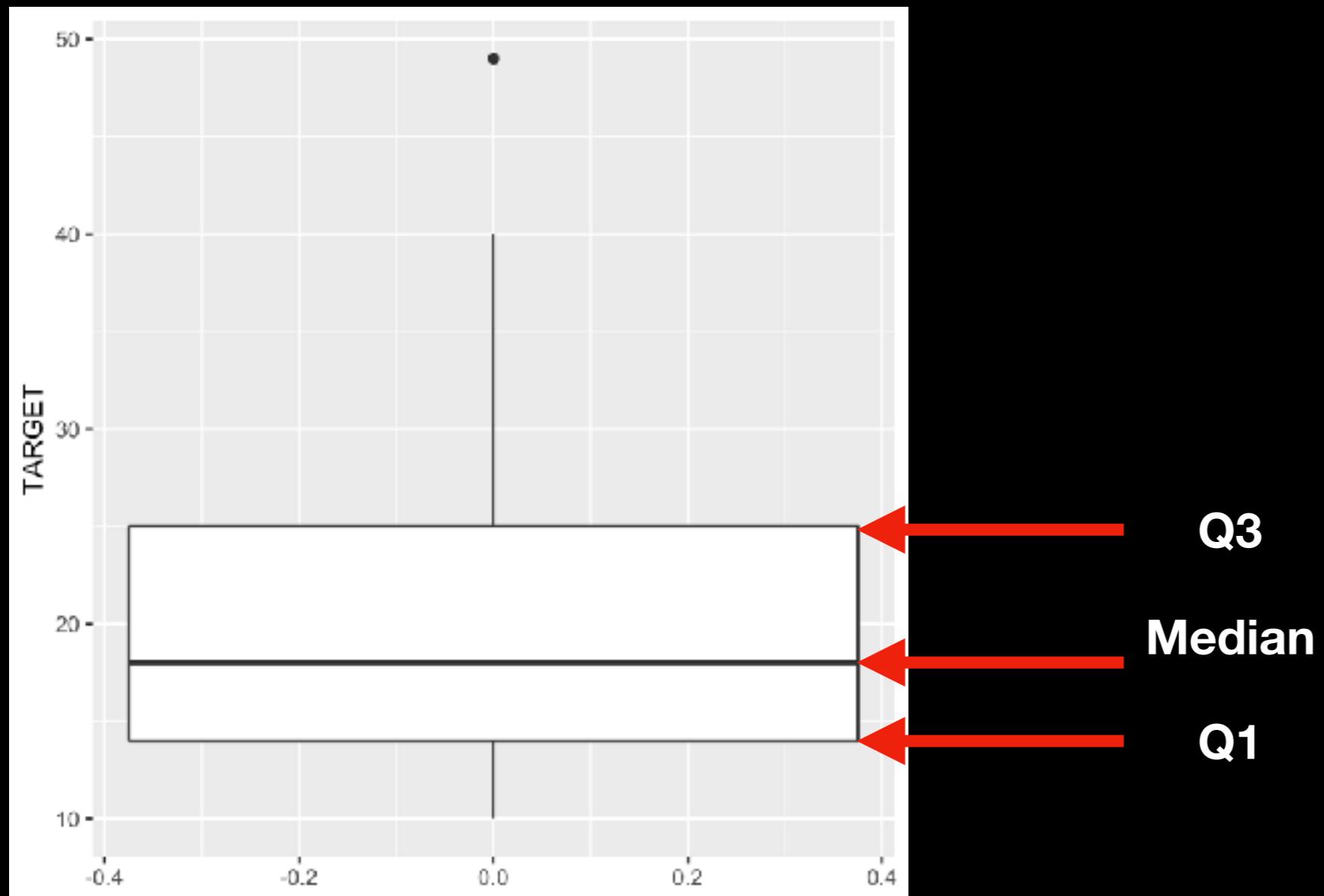
## Box plot of renewables target



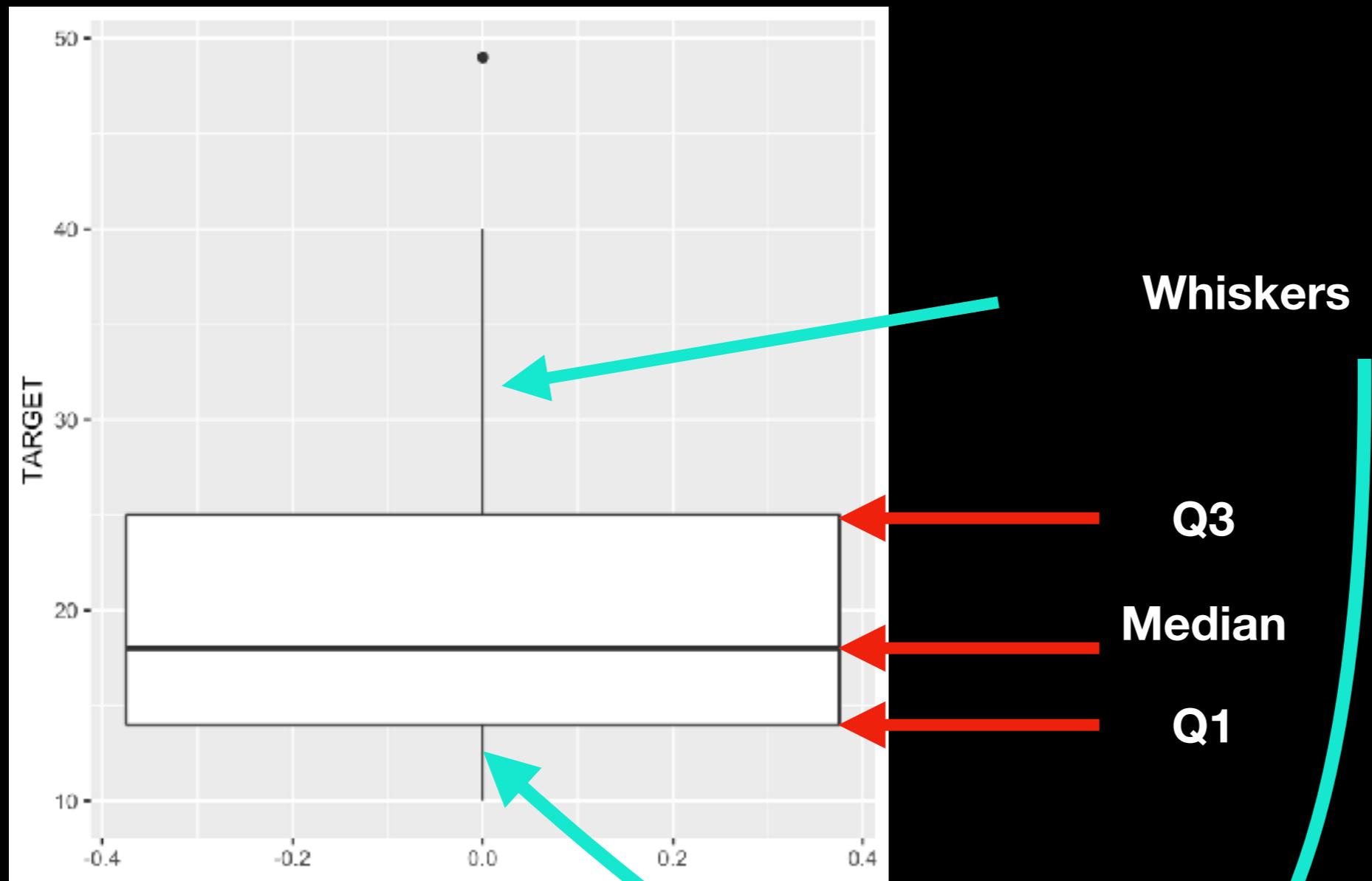
## Box plot of renewables target



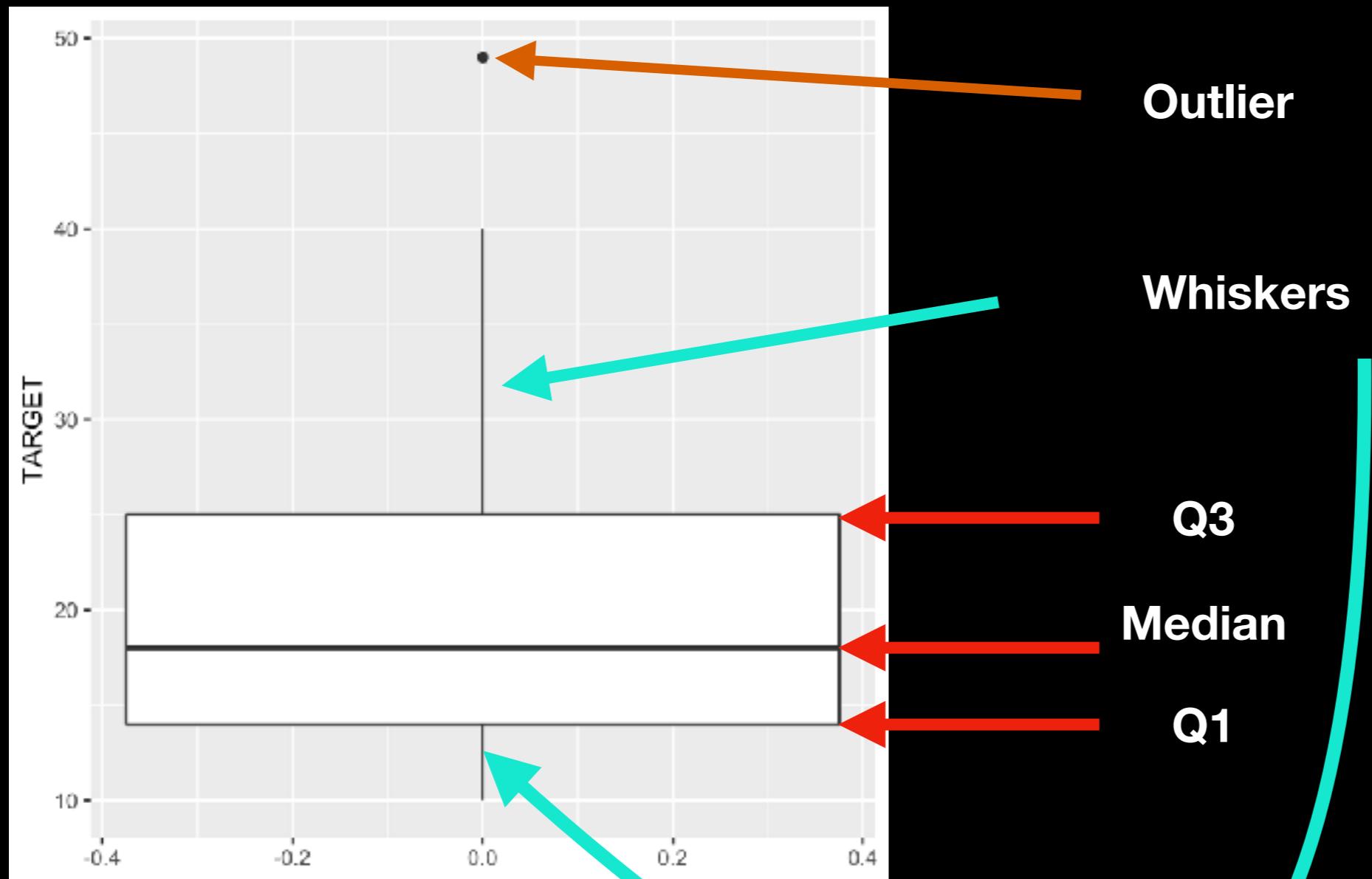
## Box plot of renewables target



## Box plot of renewables target



## Box plot of renewables target

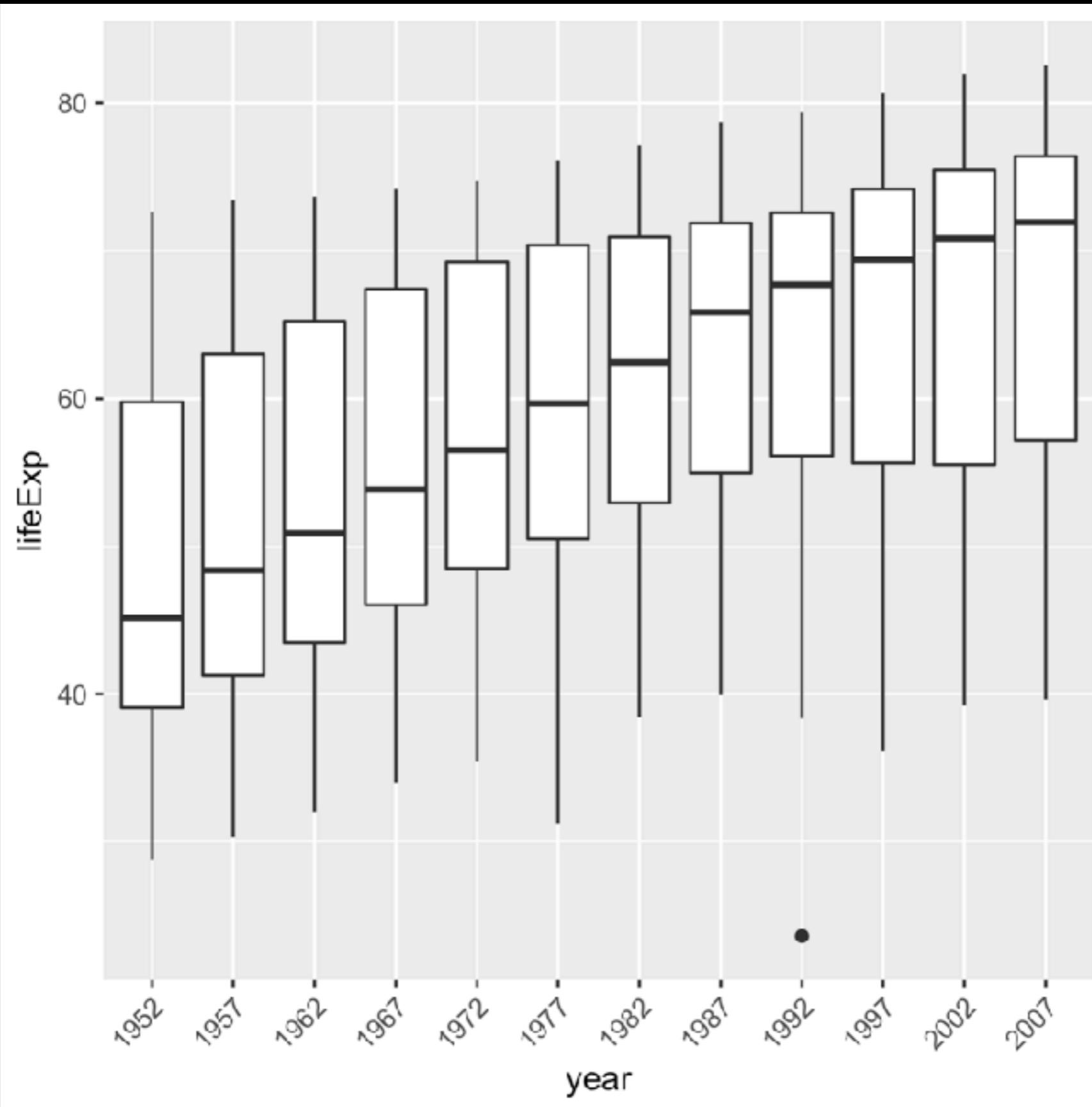


**Whisker length**

**No bigger than  $1.5 \times \text{IQR}$**

**$\text{IQR} = \text{Q3} - \text{Q1}$**

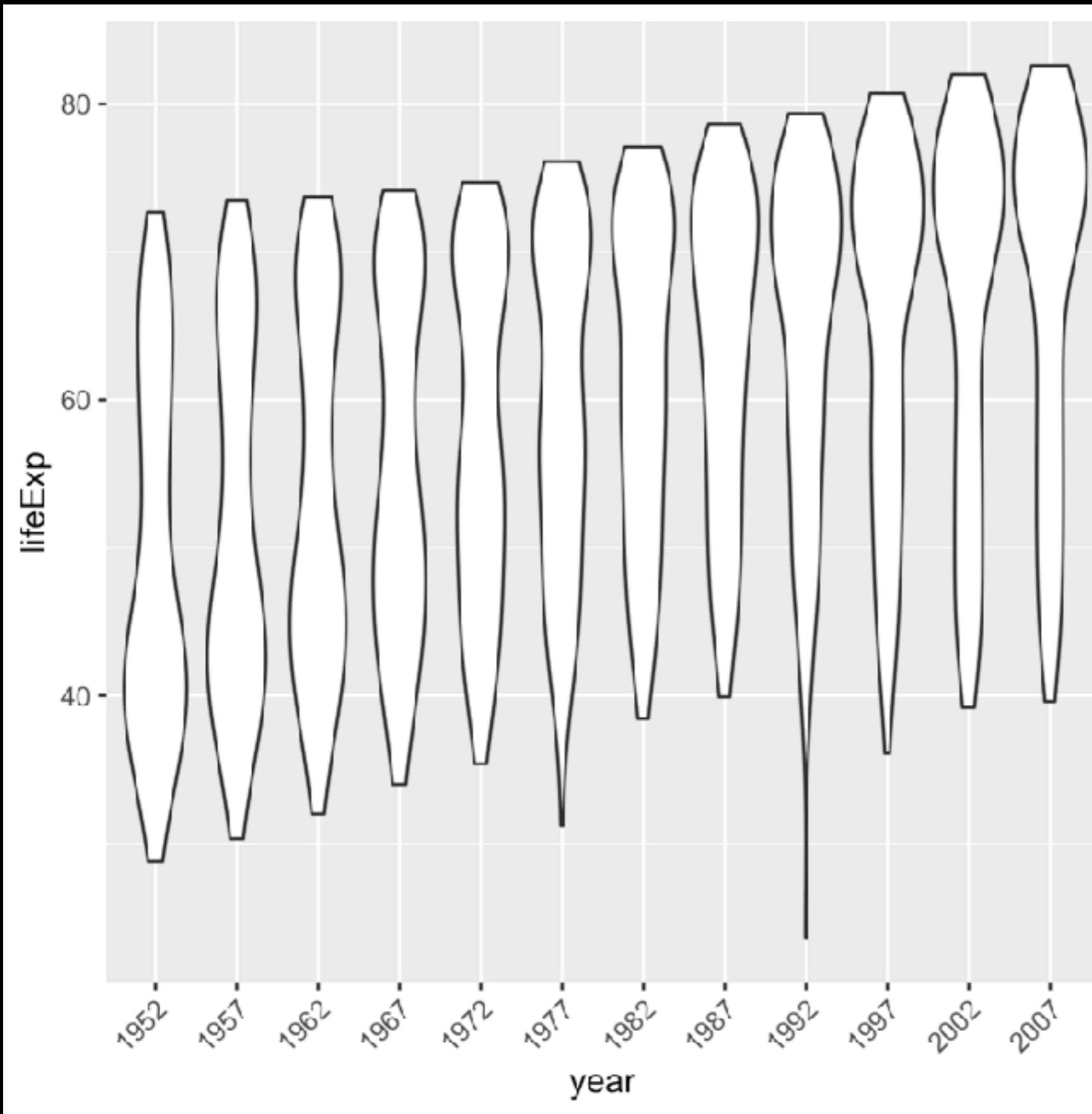
**If any data is greater than maximum whisker length  
then plotted as point**



**But Life Expectancy isn't unimodal !**

**Try Violin plots**

**Estimate distribution - width of shape indicates height of distribution**



# Marks and Visual Channels

## **Basic building blocks of visualisation**

**Finite number**

**Understand their relevance**

# Marks

# Marks

**Basic graphical element in an image**

# Marks

**Basic graphical element in an image**

**Geometric primitives**

# Marks

**Basic graphical element in an image**

**Geometric primitives**

**Defined by dimension**

# Marks

**Basic graphical element in an image**

**Geometric primitives**

**Defined by dimension**

**0 Dimension - point**



# Marks

**Basic graphical element in an image**

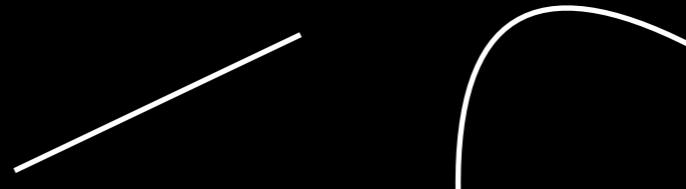
**Geometric primitives**

**Defined by dimension**

**0 Dimension - point**



**1 Dimension - line**



# Marks

Basic graphical element in an image

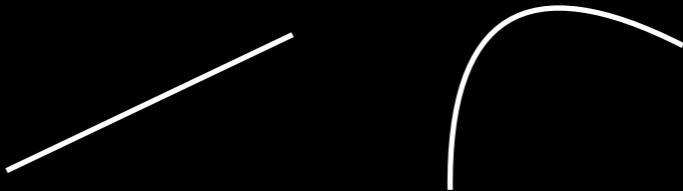
Geometric primitives

Defined by dimension

0 Dimension - point



1 Dimension - line



2 Dimensions - area





**Can also have three dimensional primitives.....**

**Can also have three dimensional primitives.....**

**But we avoid for later reasons**

## **Visual channel**

## **Visual channel**

a way to control the appearance of marks, independent of the dimensionality of the geometric primitive.

## **Visual channel**

a way to control the appearance of marks, independent of the dimensionality of the geometric primitive.

**Many synonyms for this term !**

## Examples of Visual Channels

### → Position

→ Horizontal    → Vertical    → Both



### → Color



### → Shape



### → Tilt



### → Size

→ Length



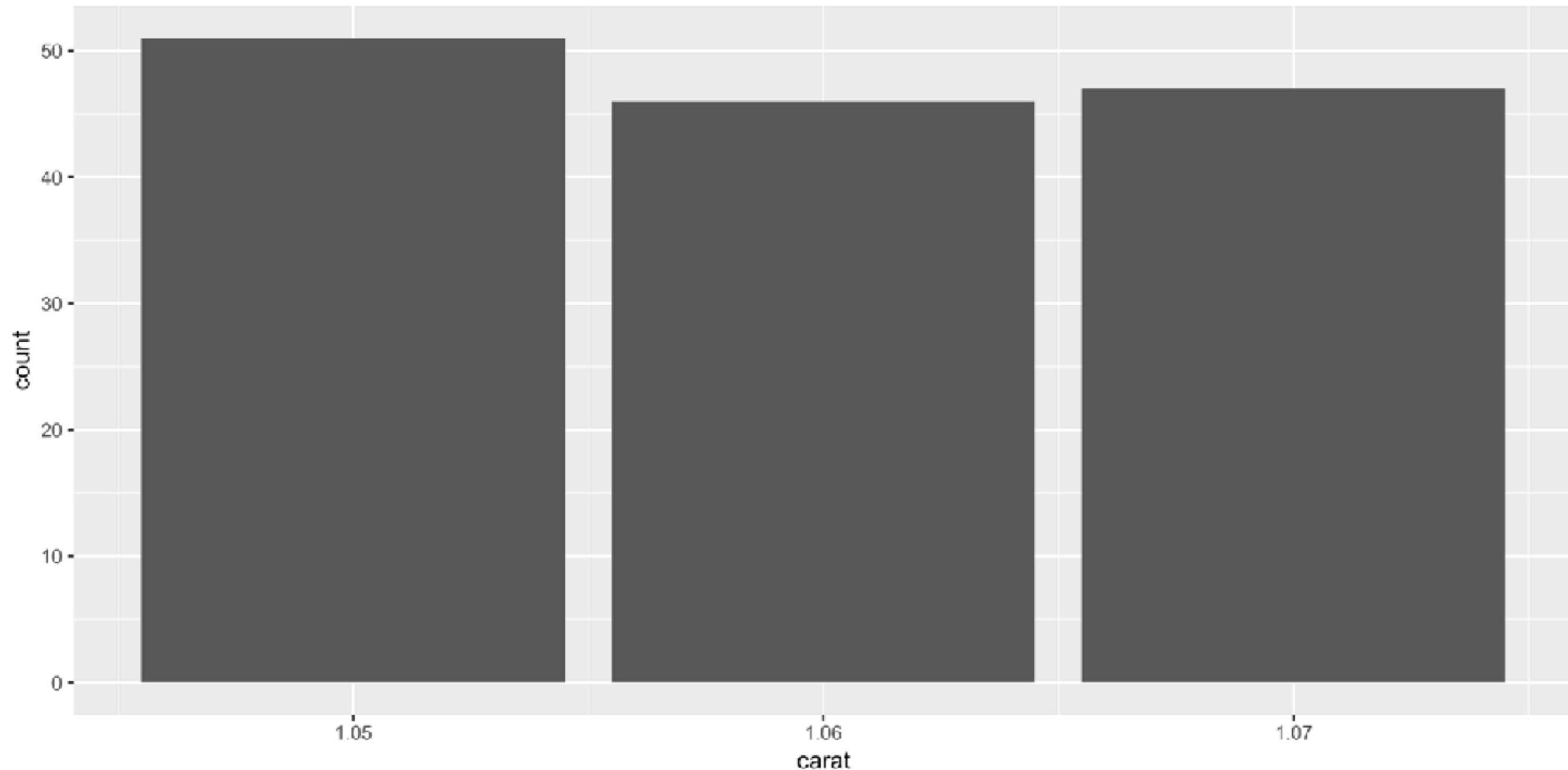
→ Area



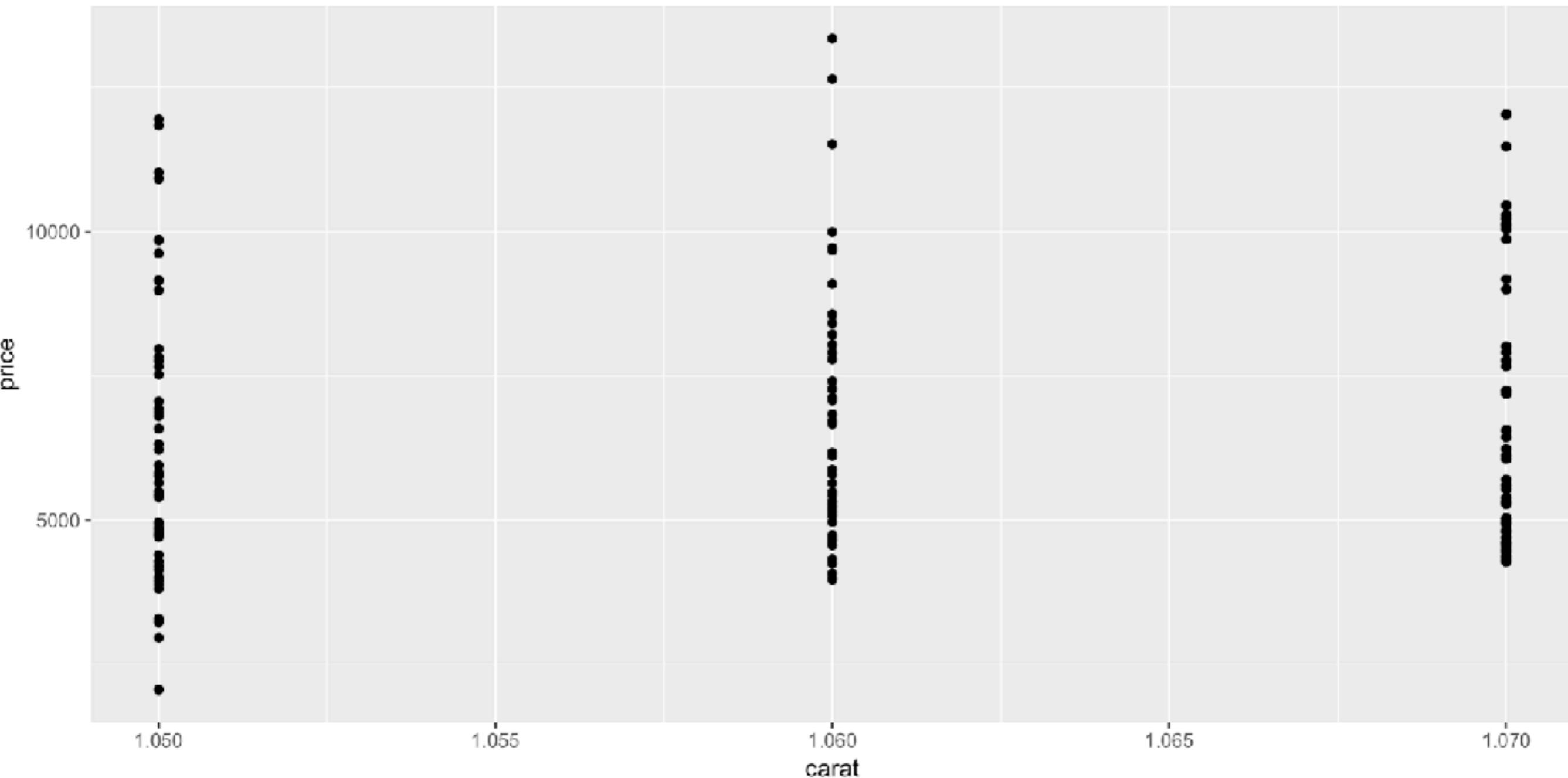
→ Volume



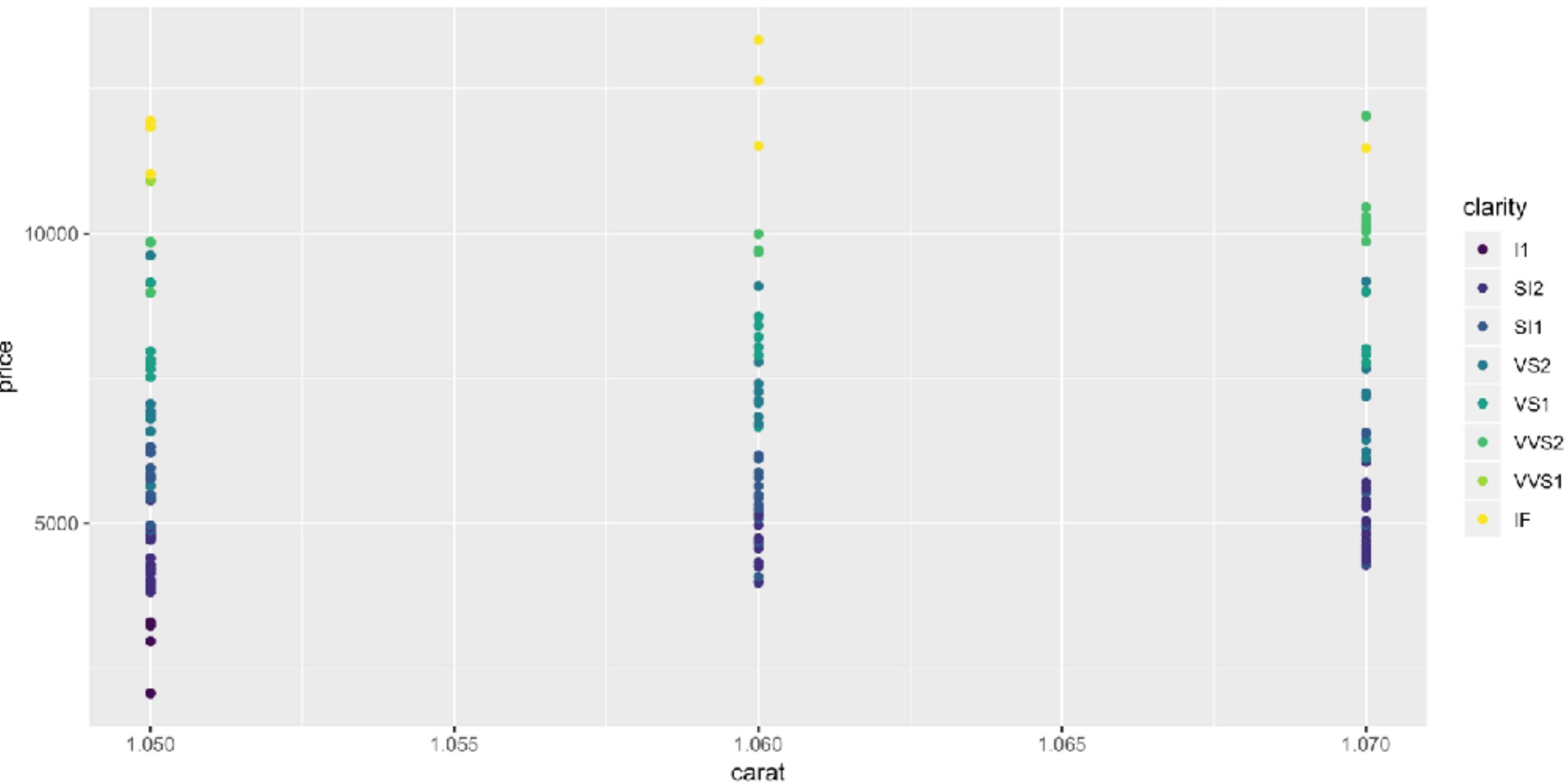
## Bar plot of diamond prices in a small range of carats



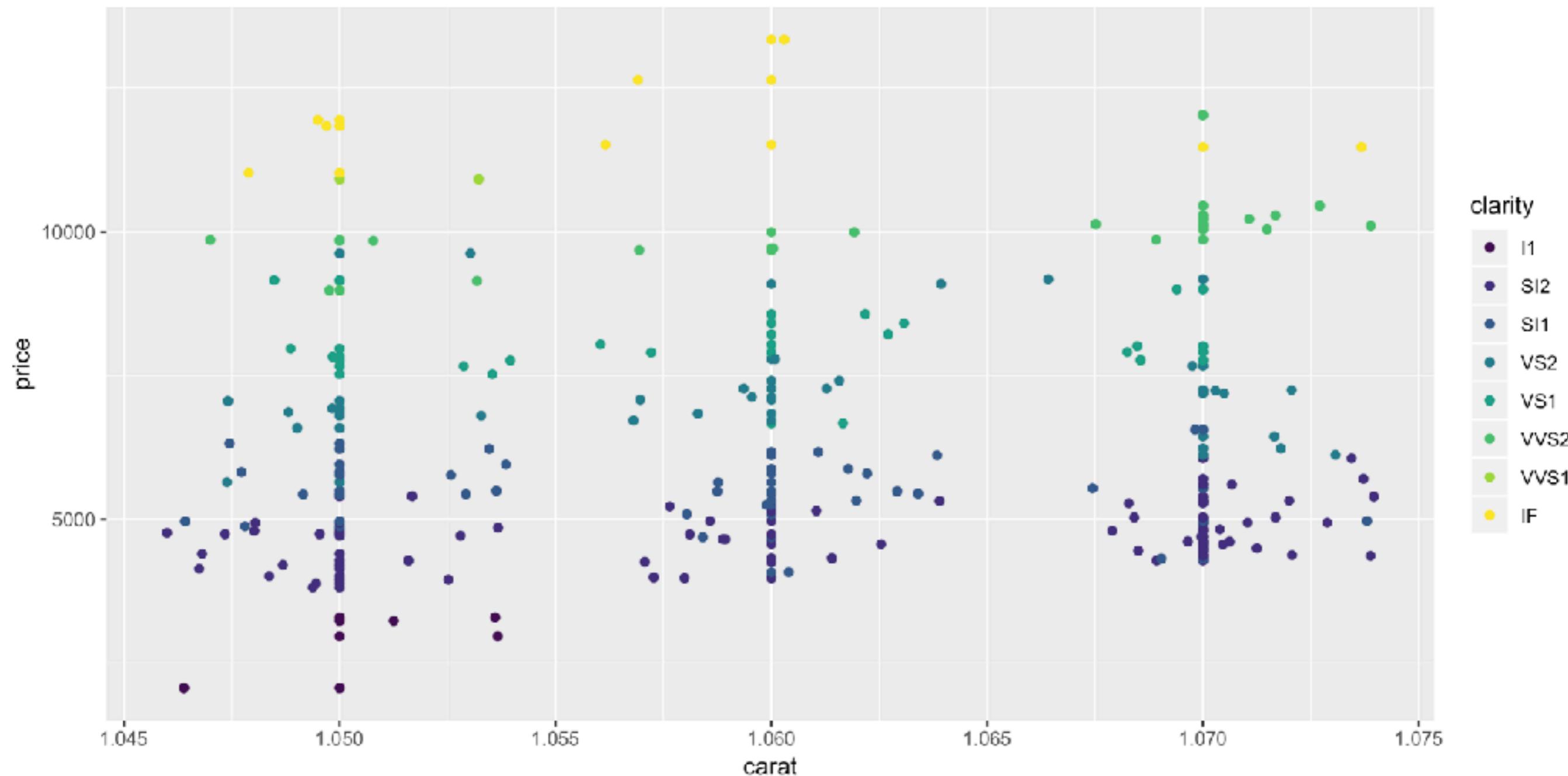
## Scatter plot of diamond prices vs carat is same range



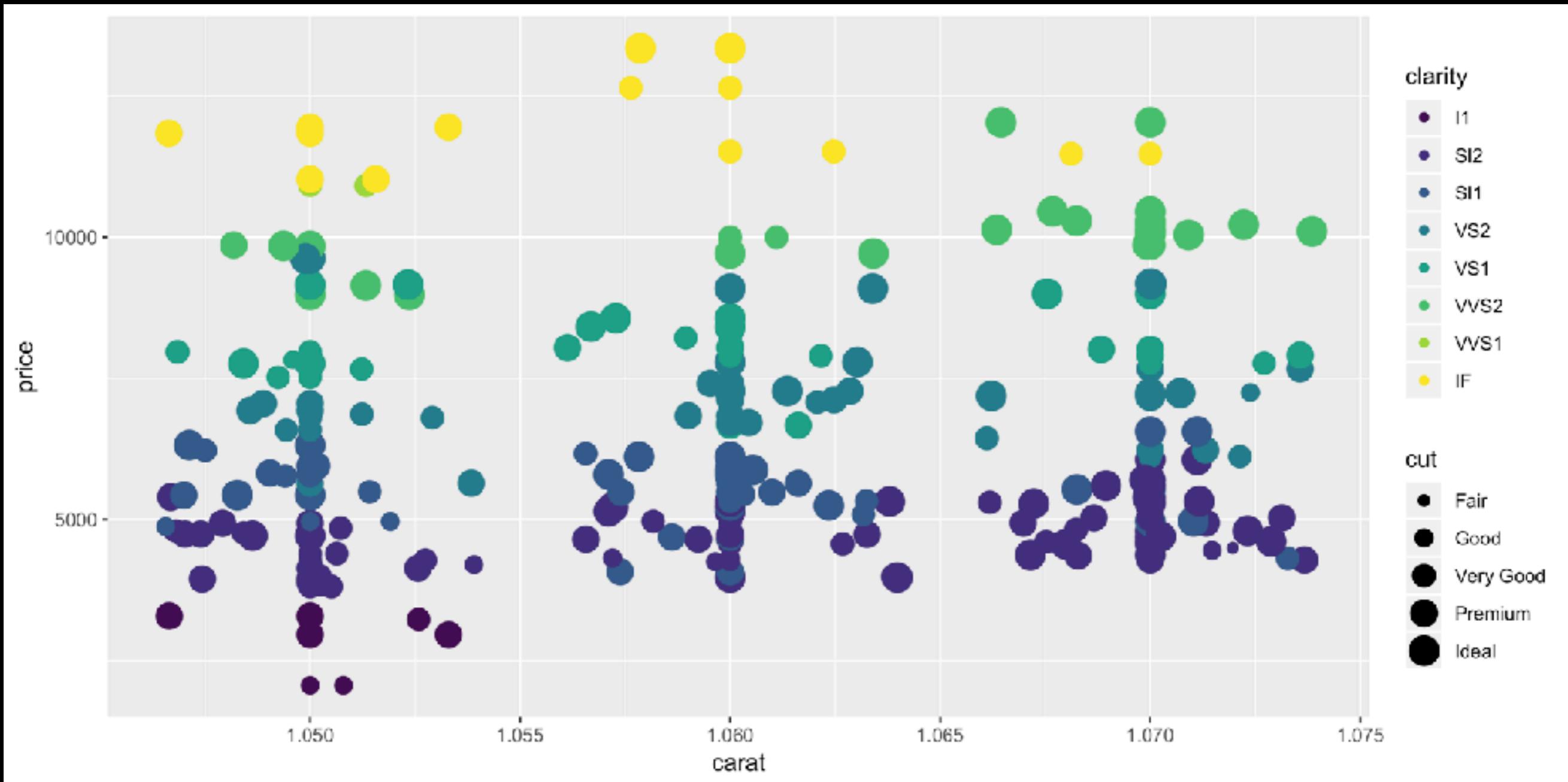
## Scatter plot of same data now coloured according to clarity



## Points “jittered” to see pattern



## Size of points varied according to cut



**Can also be redundant in the channels used to accentuate relationships.**

**e.g. using colour and size for clarity**

## **Limitations**

**Cannot “mix and match” channels and marks entirely arbitrarily**

**Example - cannot adjust length of lines as already ‘taken’**

**Can’t adjust bar plot height in diamond data**

**Adjust width?**

## Channel types

Two kinds of sensory modalities

Identity channels - *what something is; where it is*

What-where (metathetic)

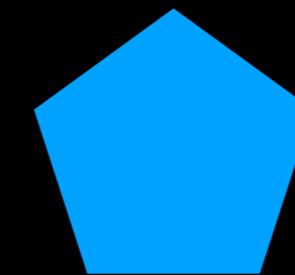
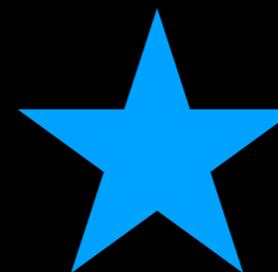
Magnitude channels - *how much there is*

How much (prothetic)

# Examples

## Identity channels

Shape



Colour hue

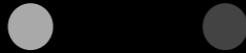


Can tell where the mark is on e.g. a grid, geometry or map

## Magnitude channels

Two lines - which is longer?

Brightness



Tilt



Area



**Channels are not all equally useful.**

**Want channels to be**

**Expressive**

**Effective**

## **Expressiveness principle**

**the visual encoding should express all of, and only, the information in the dataset attributes**

**Ordered data should be seen in a way we perceive as ordered**

**Unordered data should *not* be seen in a way we perceive as ordered**

## **Example - Not Expressive**

**Representing a set of heights with a set of symbols**

**< 1.0 m - Use a Star**

**> 1.0 m and < 2.0 m - Use a plus**

## **Effectiveness principle**

**The most important attributes should be encoded with the most *noticeable* channels.**

**Decreasingly important attributes are matched with less *noticeable* channels.**

**Noticeable ?**

**Our brains do not notice different channels to the same level**

## Channels: Expressiveness Types and Effectiveness Ranks

### ④ 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)



### ④ Identity Channels: Categorical Attributes

Spatial region



Color hue



Motion



Shape



Most ▲

Effectiveness

Least ▼

Same ]

## Aspects of effectiveness

### Accuracy

**How close is human perceptual judgment to some objective measure?**

**Relatively simple Mathematical model**

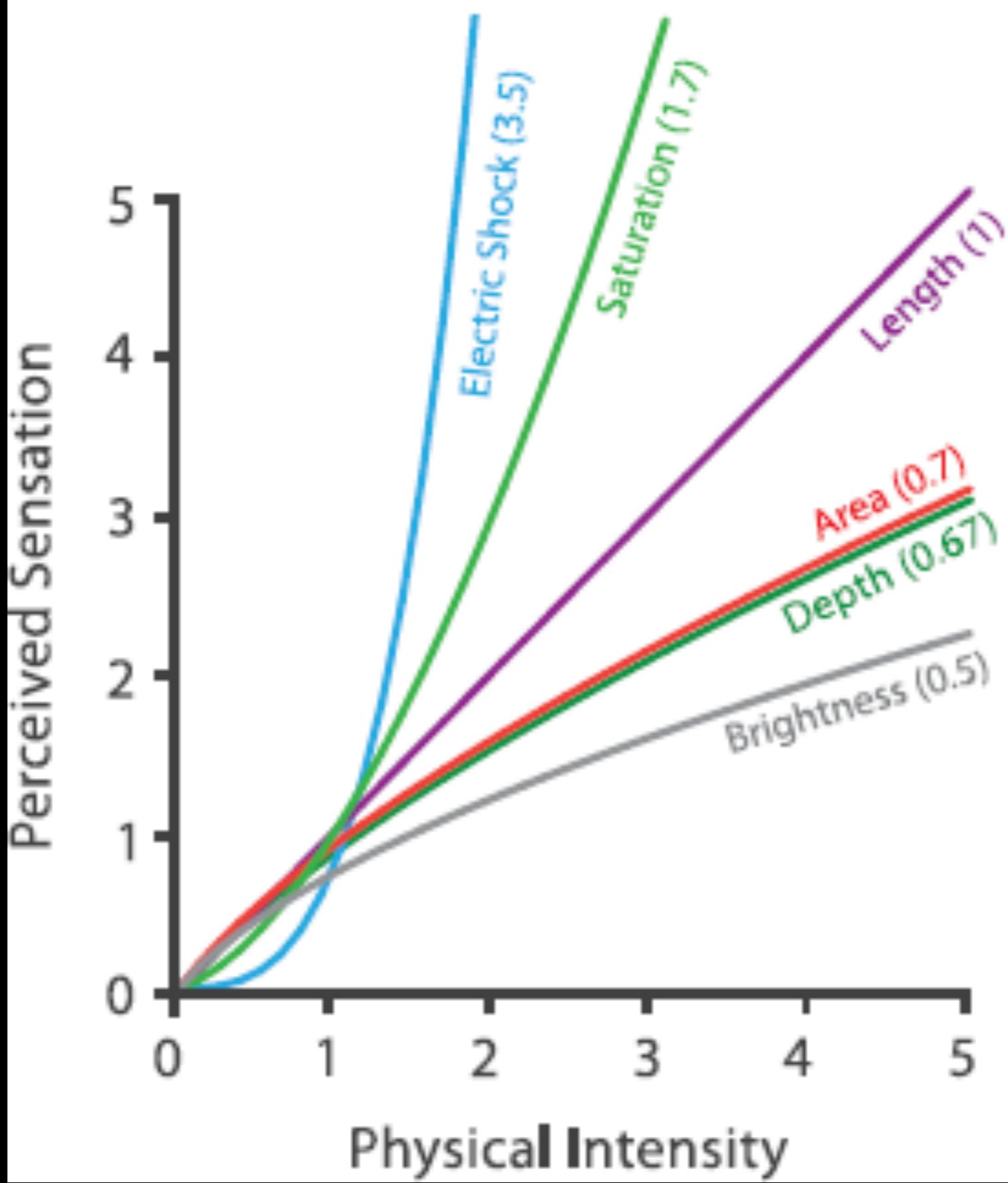
**Steven's Psychophysical Power Law**

$$S \propto I^n$$

**S - Perceived Sensation**

**I - Physical Intensity**

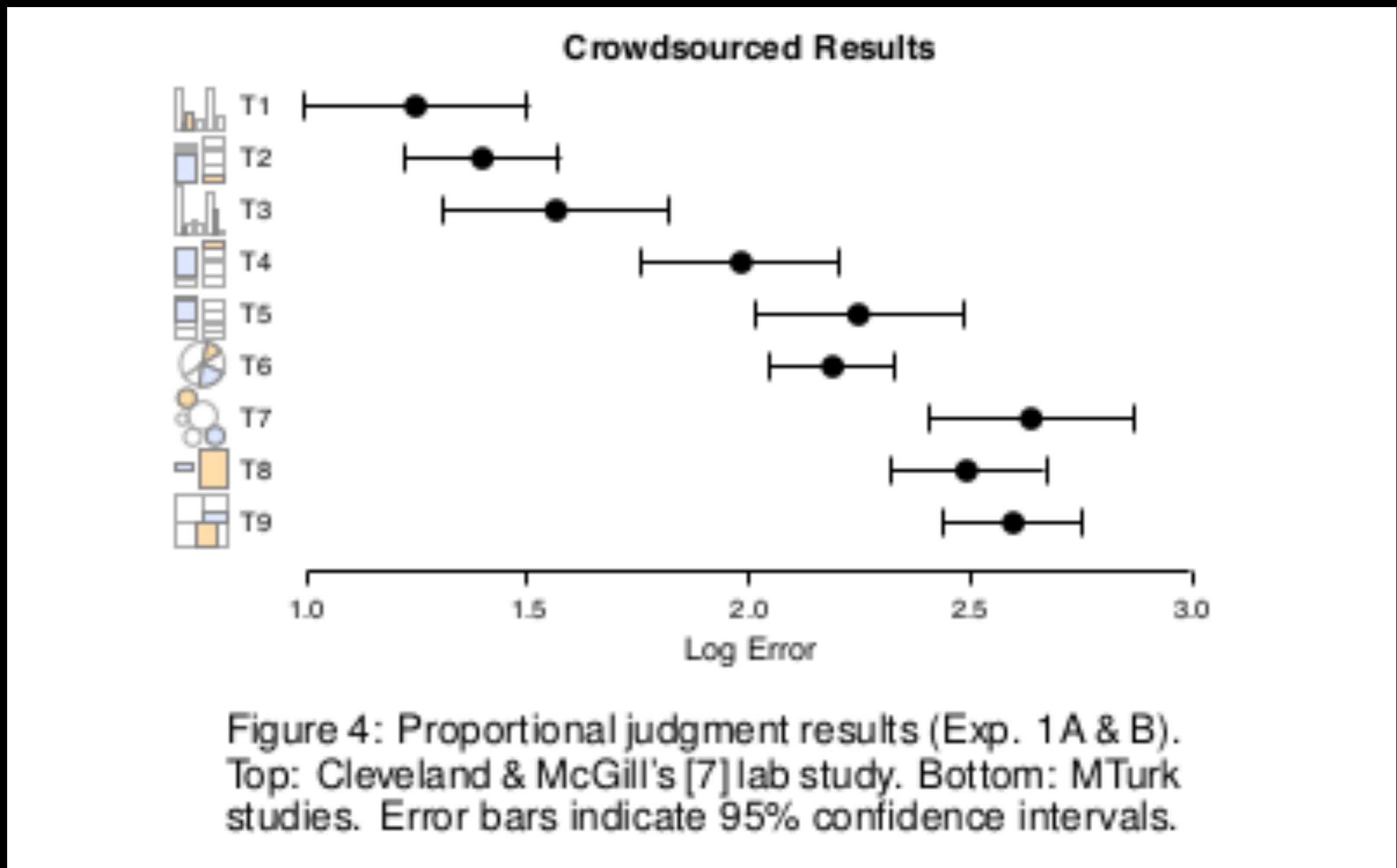
# Steven's Psychophysical Power Law: $S = I^N$



**Nobody's ever figured out to use Electric Shock in  
Visualisation**

*Well almost nobody*

## Heer and Bostock, Crowd-sourced effort 2010



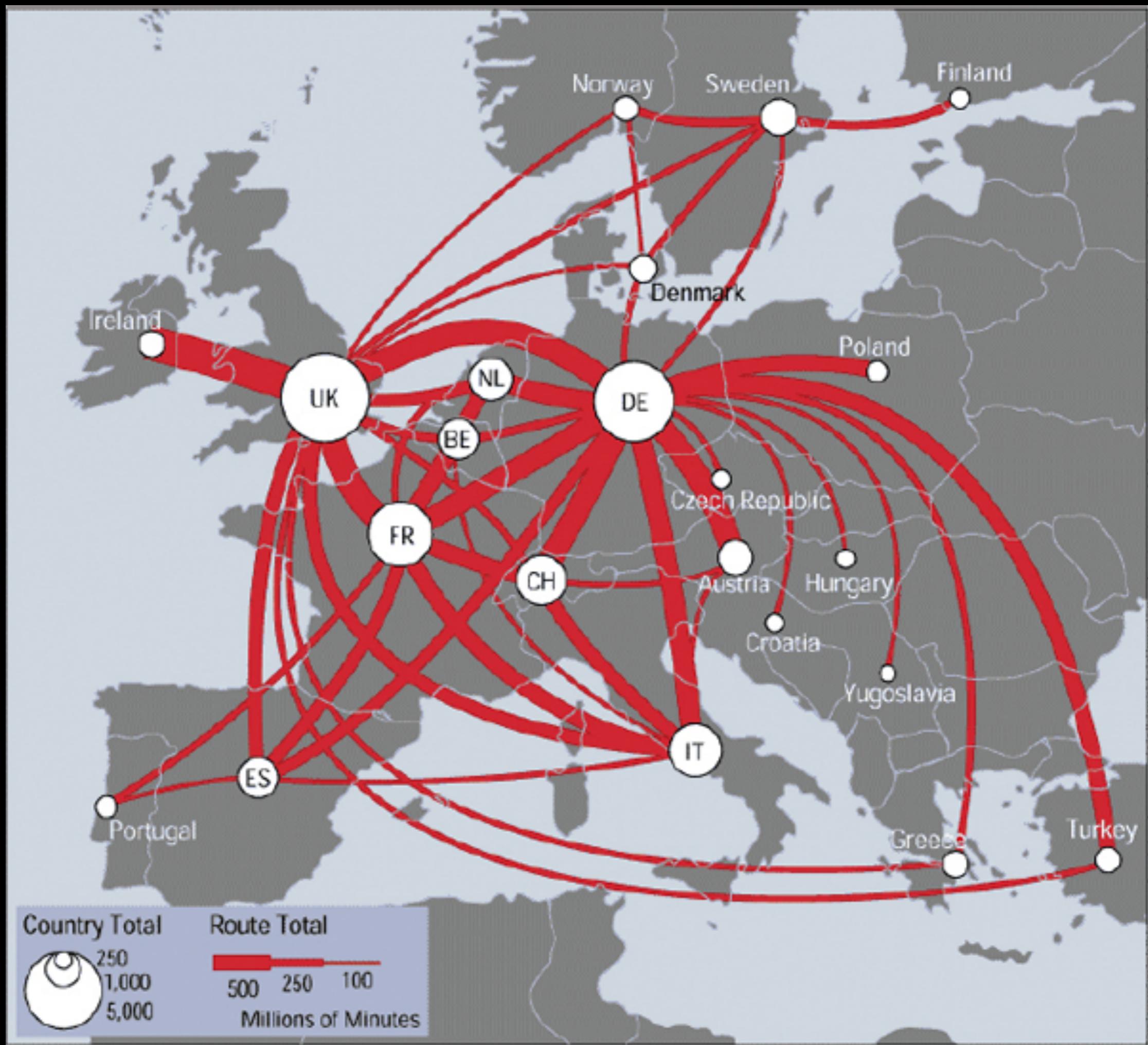
## **Discriminability**

**How perceptible are differences between items to a human?**

**Example width of a line**

**Good for three to four ordered values**

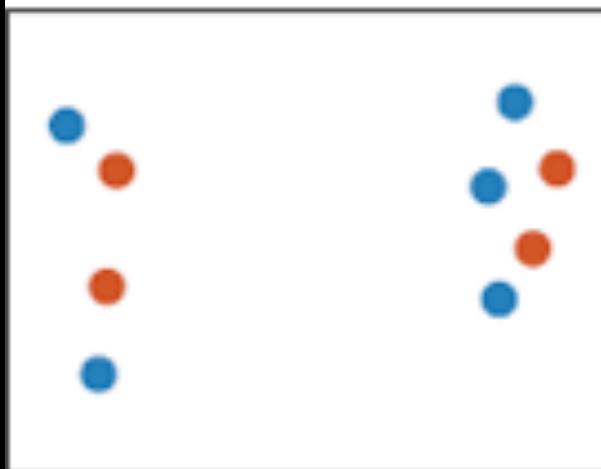
**Not for hundreds!**



# Separability

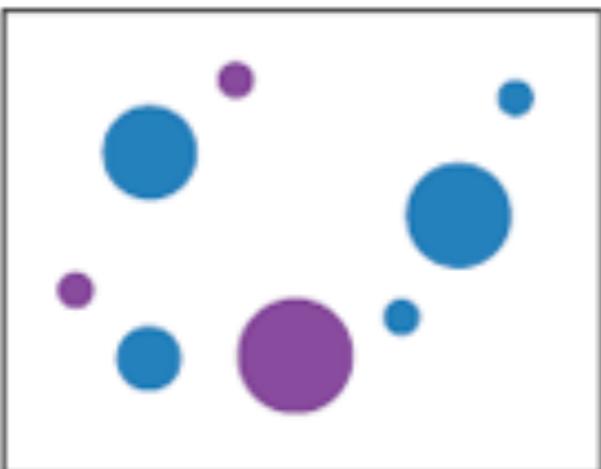
Channels can interact with each other

Position  
+ Hue (Color)



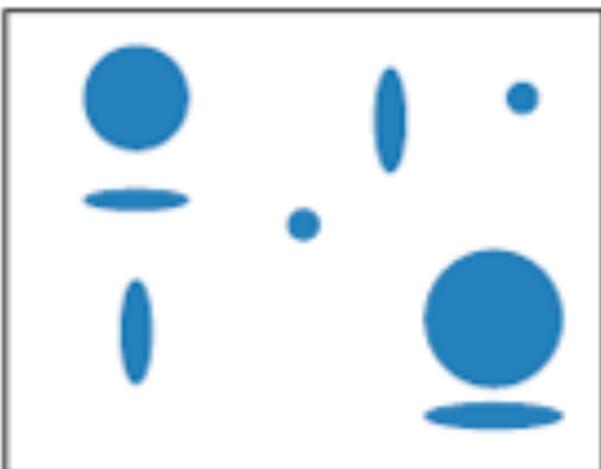
Fully separable

Size  
+ Hue (Color)



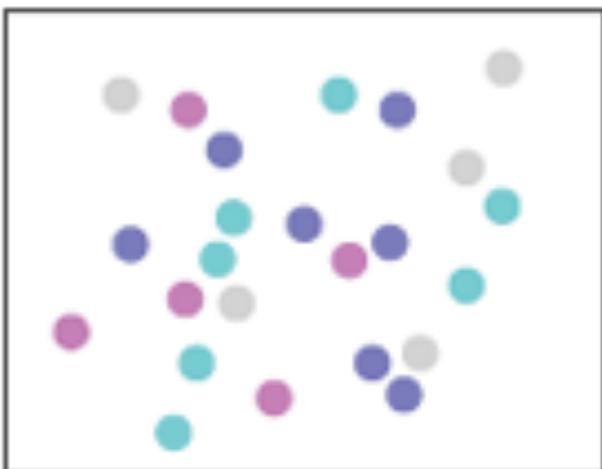
Some interference

Width  
+ Height



Some/significant  
interference

Red  
+ Green

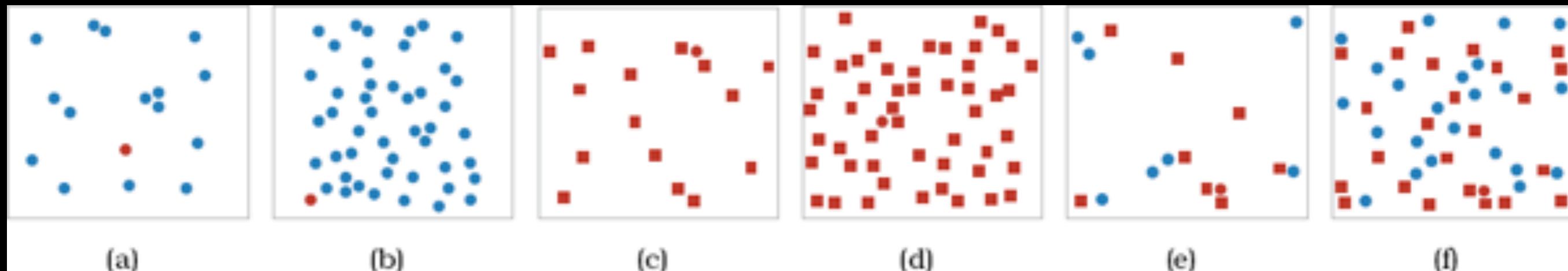


Major interference

# Popout

**How well a distinct item stands out from many others immediately.**

**Colour much better than shape.**



## Weber's Law (1834)

**Human perception based on relative, not absolute, changes**

**Example (taken from <https://bit.ly/2E0HgNa>)**

**Suppose you are lifting weights and you are blindfolded**

**Initially holding 2 Kg**

**How much more needs to be added before you notice a change?**

**Suppose you only notice a change after extra 0.2 Kg added.**

**What if you are now holding 5 Kg - what is smallest noticeable change?**

**Find only notice a change after extra 0.5 Kg added.**

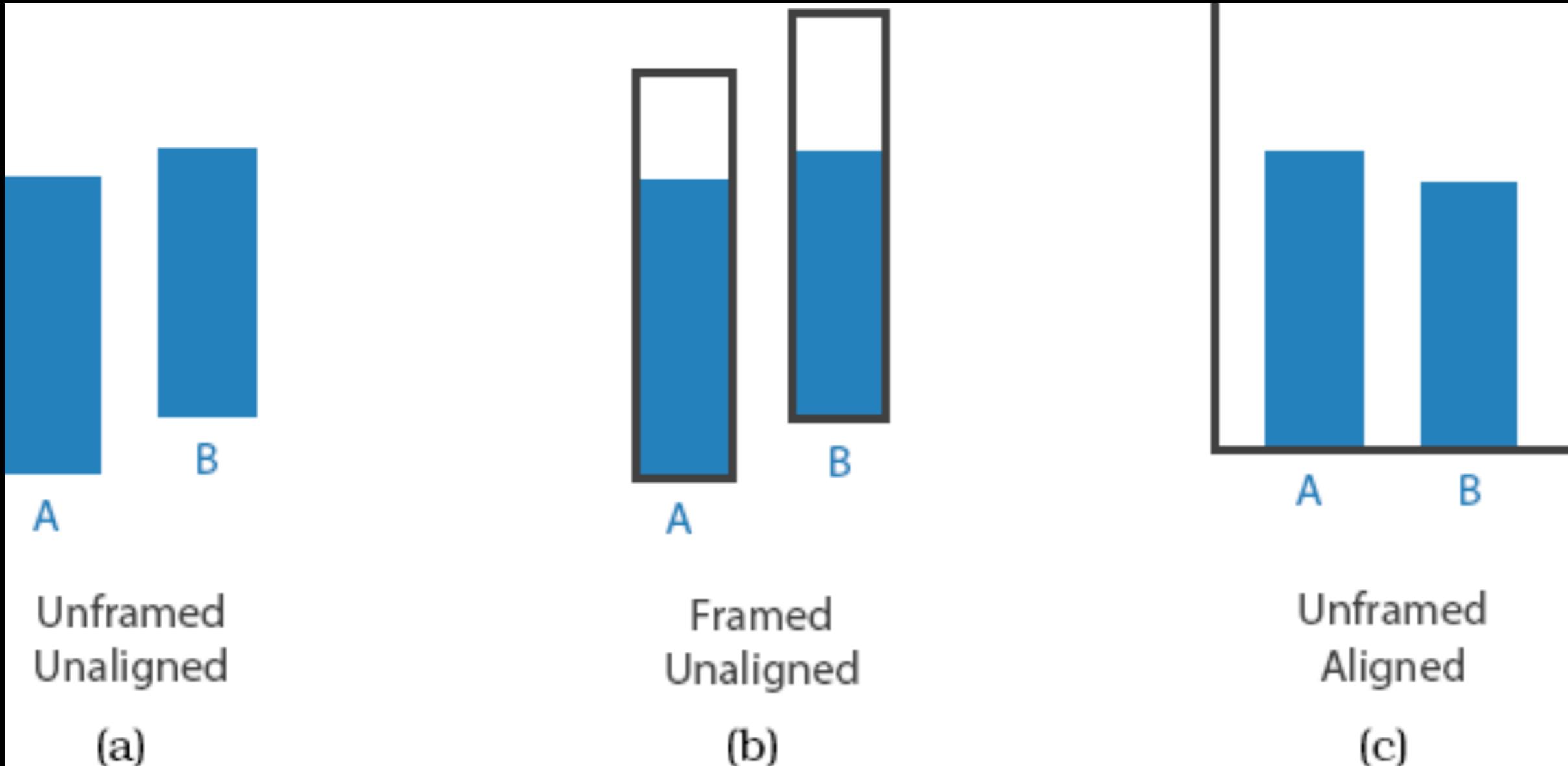
$$\frac{\text{Smallest Noticeable Change}}{\text{Intensity}} = \text{Constant}$$

$$\frac{\text{Smallest Noticeable Change}}{\text{Intensity}} = \text{Constant}$$

**Weber's Law**

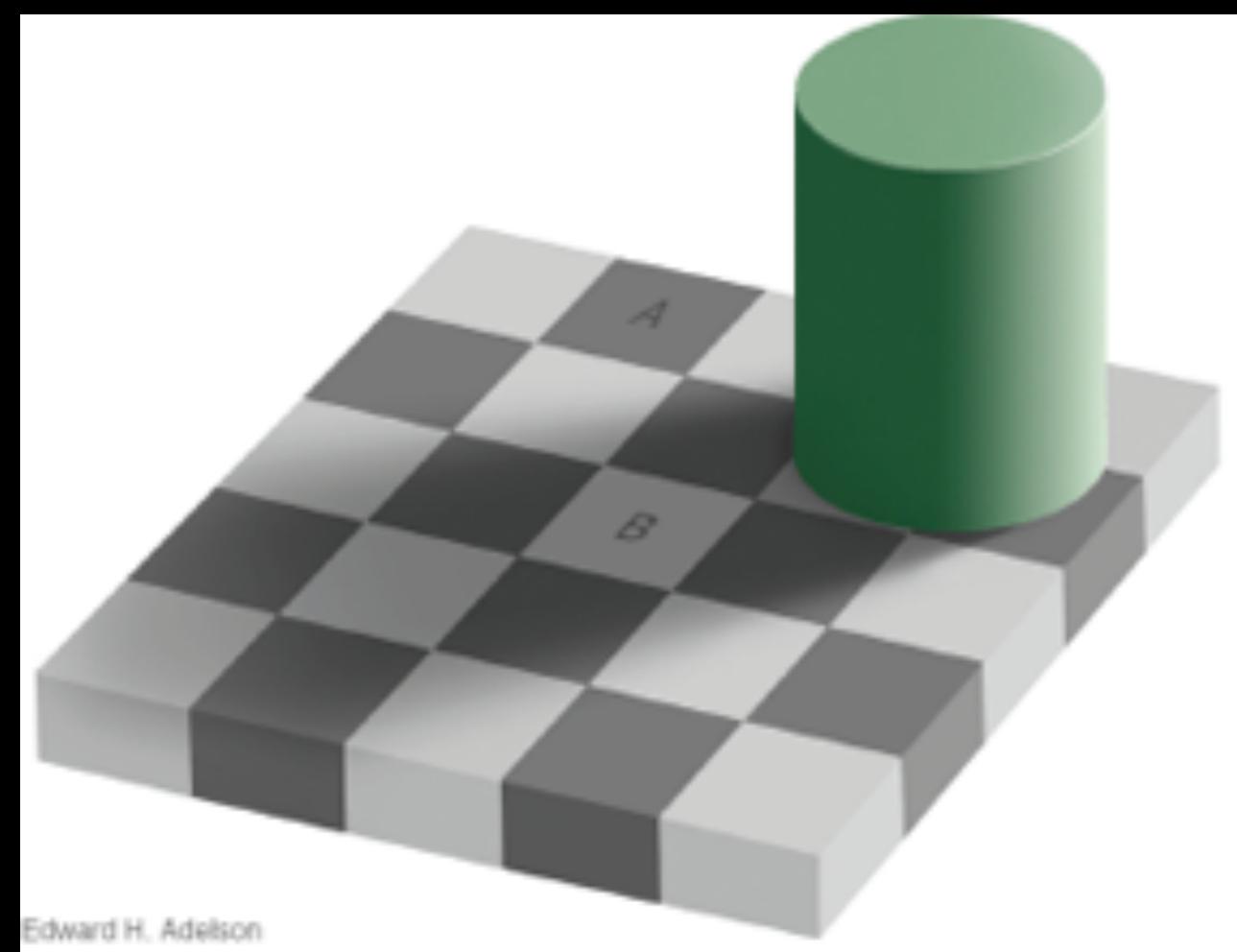
**Holds also for channels in visualisation**

**Upshot - need to think carefully about how to relative comparisons**

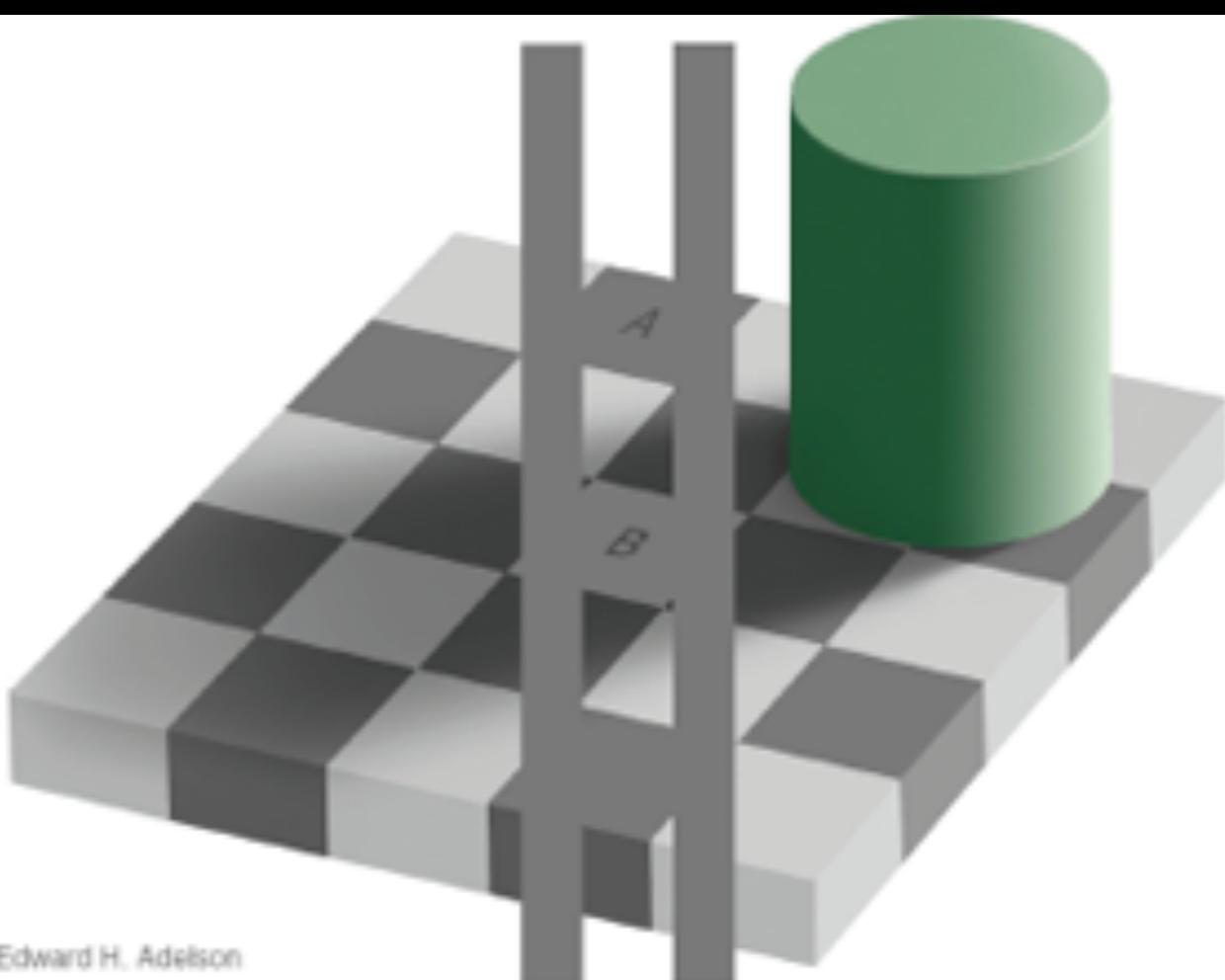


Which is longer A or B?

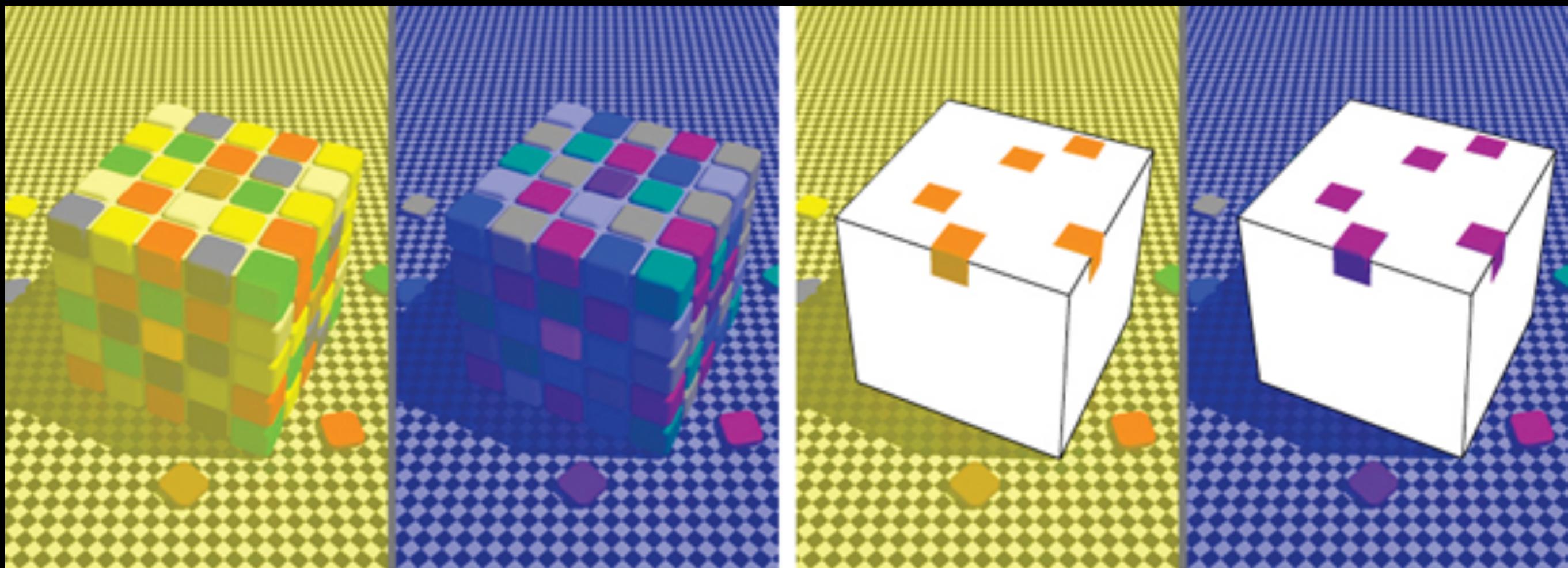
Situation even harder with colour and contrast....



(a)



(b)



(a)

(b)

# Rules of Thumb

**No unjustified 3d**

**No unjustified 3d**

**Eyes beat memory**

**No unjustified 3d**

**Eyes beat memory**

**Resolution ever Immersion**

**No unjustified 3d**

**Eyes beat memory**

**Resolution over Immersion**

**Overview First, Zoom and Filter, Detail on Demand**

**No unjustified 3d**

**Eyes beat memory**

**Resolution over Immersion**

**Overview First, Zoom and Filter, Detail on Demand**

**Responsiveness is Required**

**No unjustified 3d**

**Eyes beat memory**

**Resolution over Immersion**

**Overview First, Zoom and Filter, Detail on Demand**

**Responsiveness is Required**

**Get in right in Black & White**

**No unjustified 3d**

**Eyes beat memory**

**Resolution over Immersion**

**Overview First, Zoom and Filter, Detail on Demand**

**Responsiveness is Required**

**Get in right in Black & White**

**Function first, Form next**

**No unjustified 3d**

**Why?**

**Deal with 3d all our lives**

**Reasons - Depth perception is poor**

**Remember Steven's Law - Depth perception less accurate than area perception**

Occlusion hides information

Used in painting as a powerful way to infer depth



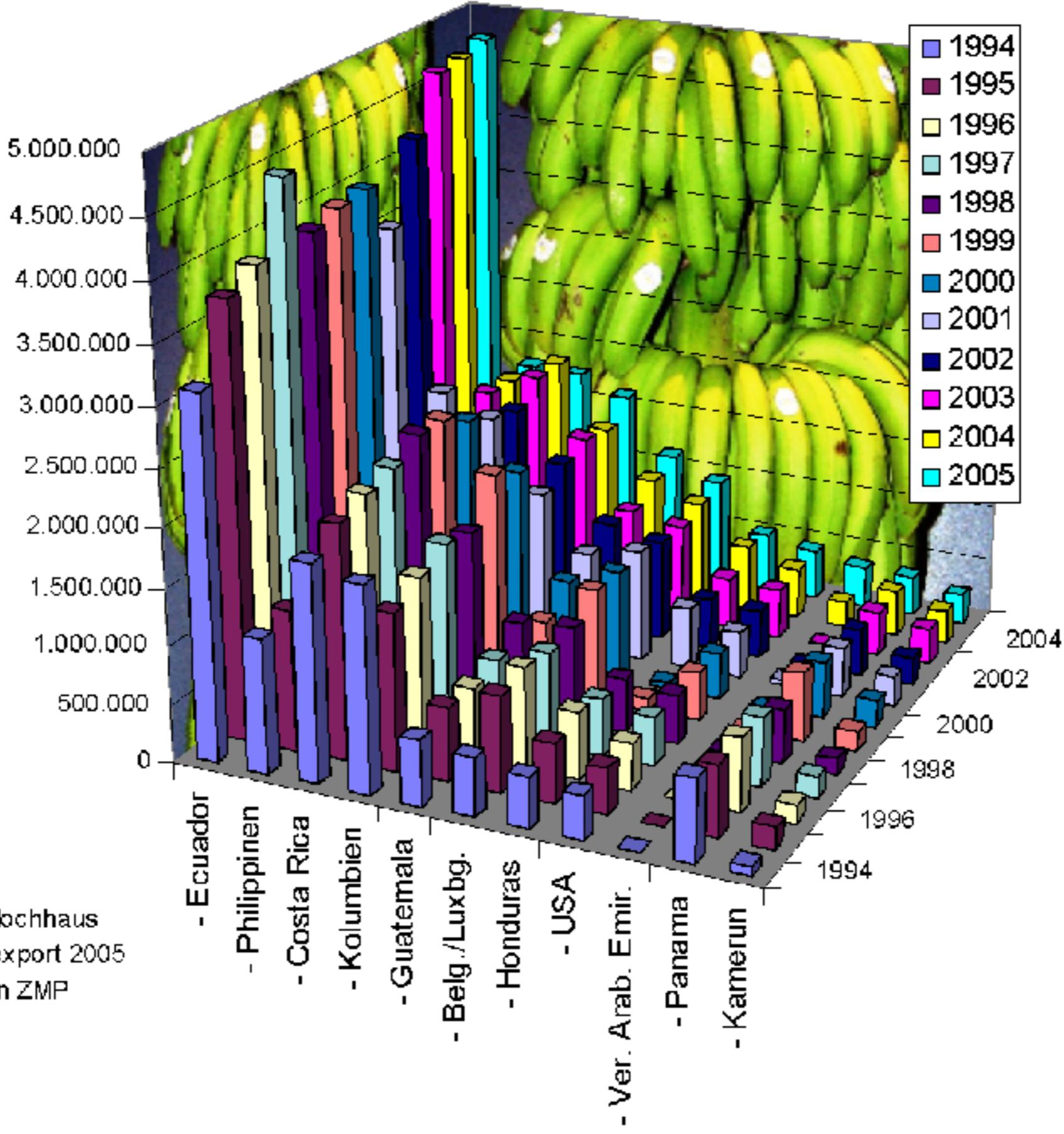
**Motion parallax - changing occlusion as we change viewing position**

**Interactive 3d tools allow us to simulate motion parallax**

**Example Protein Structure**

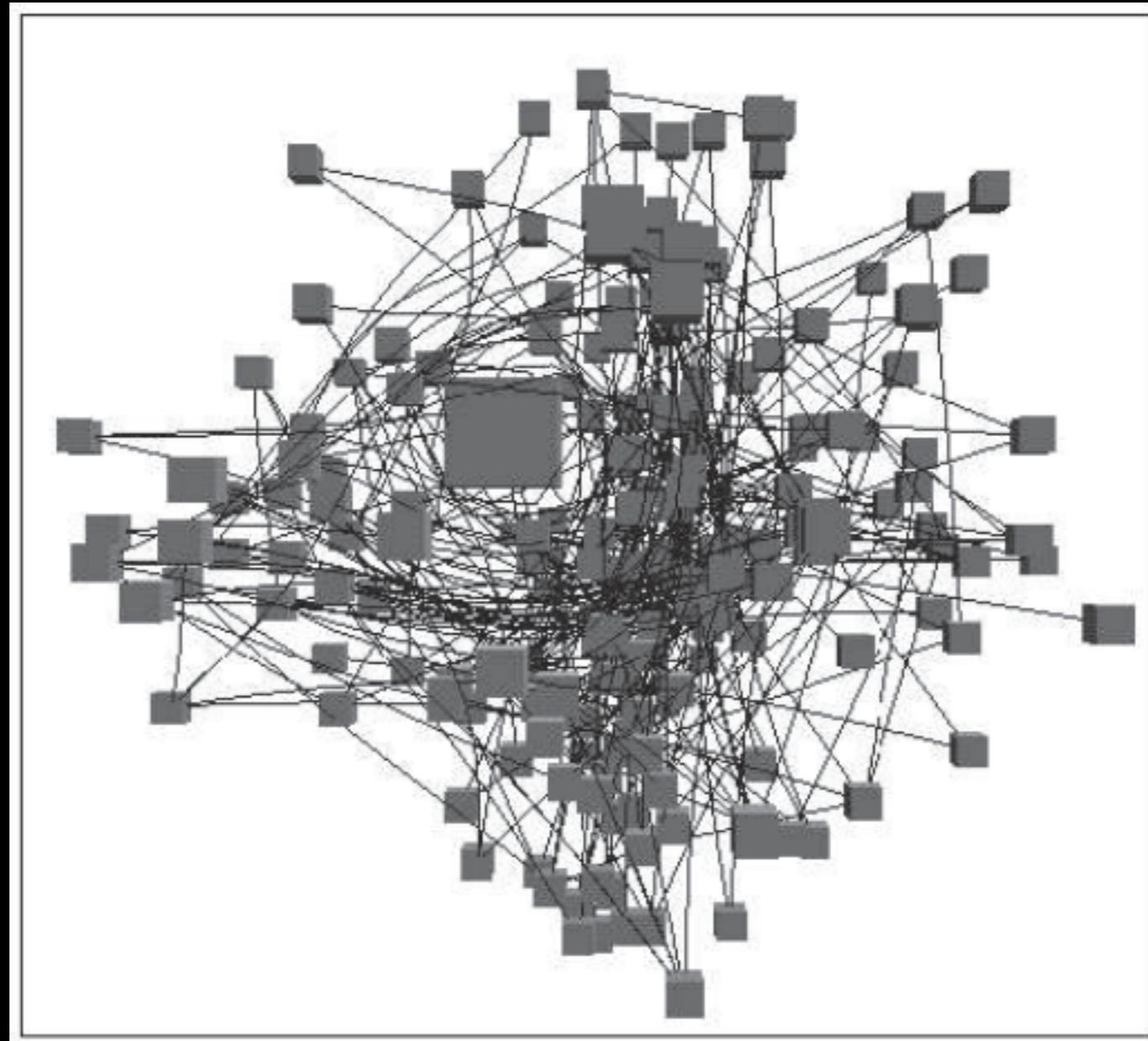
**If you have static image - occlusion hides information!**

## Export von Bananen in Tonnen von 1994-2005



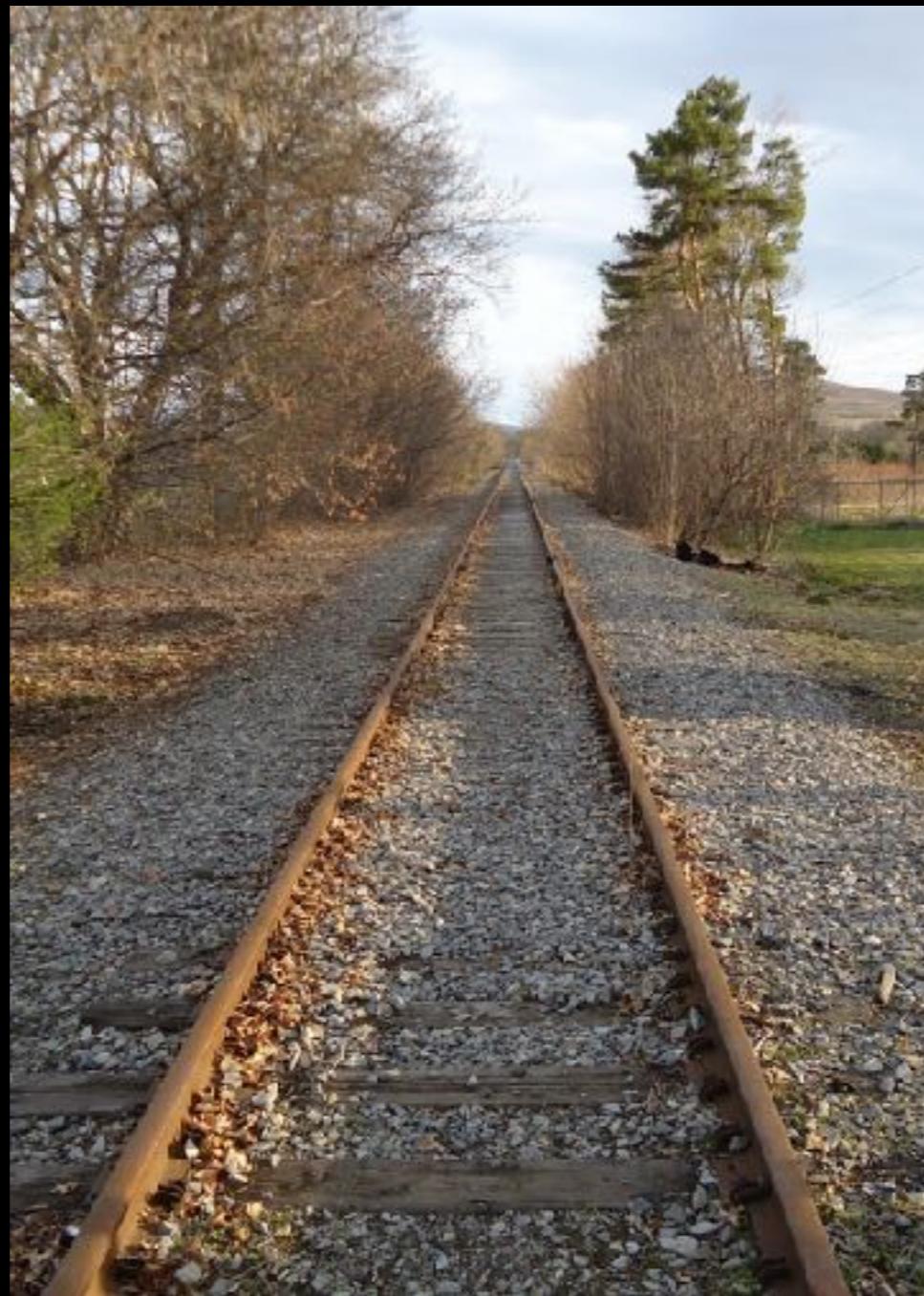
Dr. Hochhaus  
Banlexport 2005  
Daten ZMP

**Even if you have an interactive tool...**



**Many 3d structures are unfamiliar**

## Perspective distorts distances



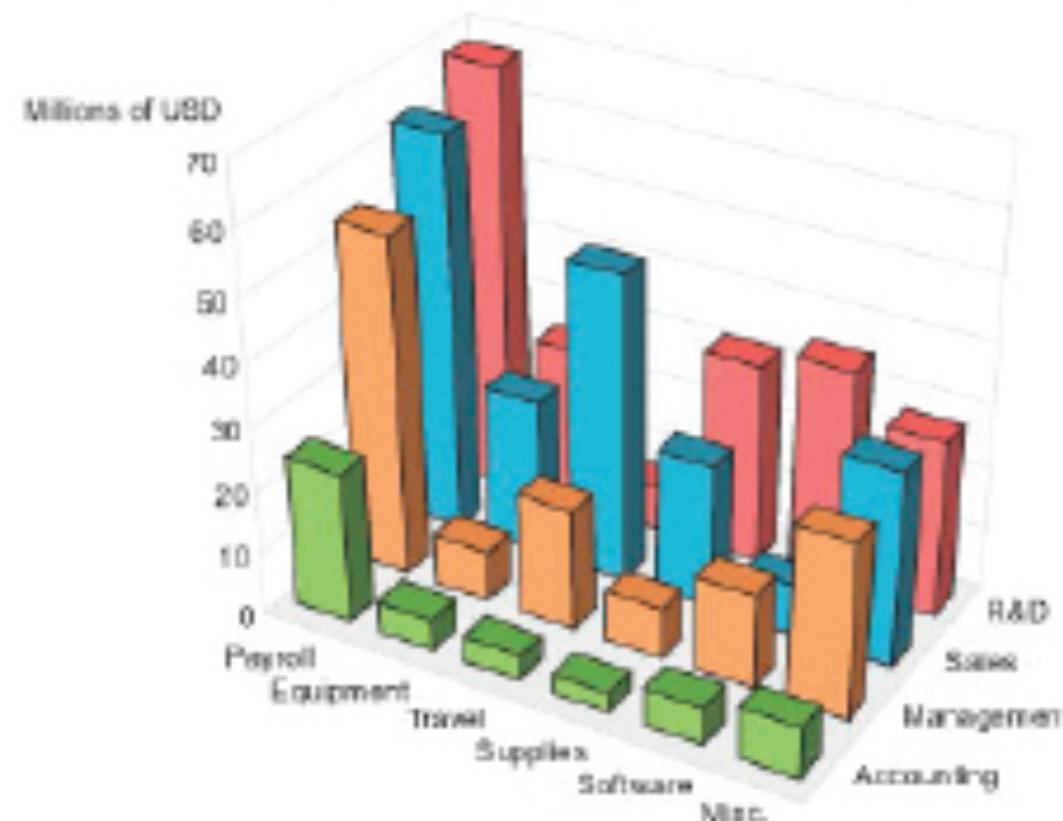
**Ancient Greeks adjusted widths of temples  
so that they “look correct” from a distance**



## Graph Design I.Q. Test

Question 7: Which graph makes it easier to determine R&D's travel expense?

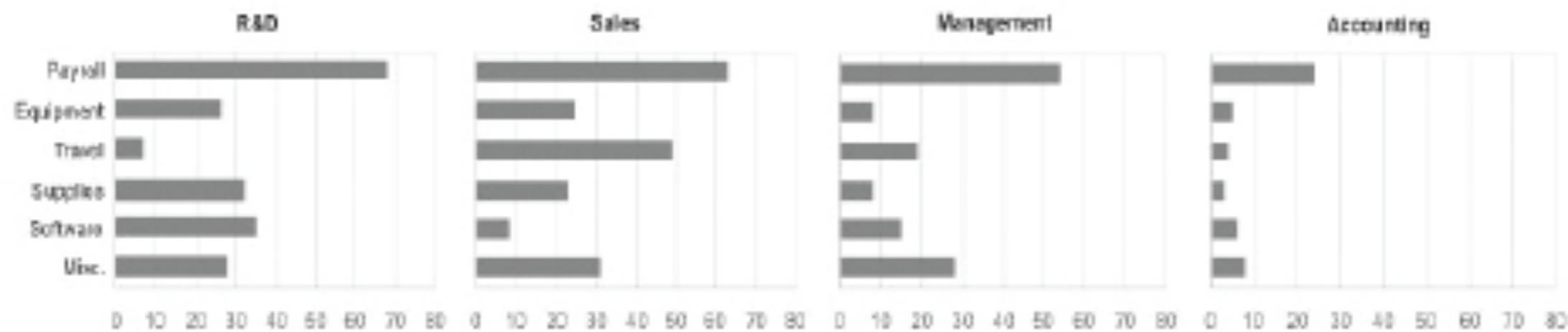
2006 Expenses by Department

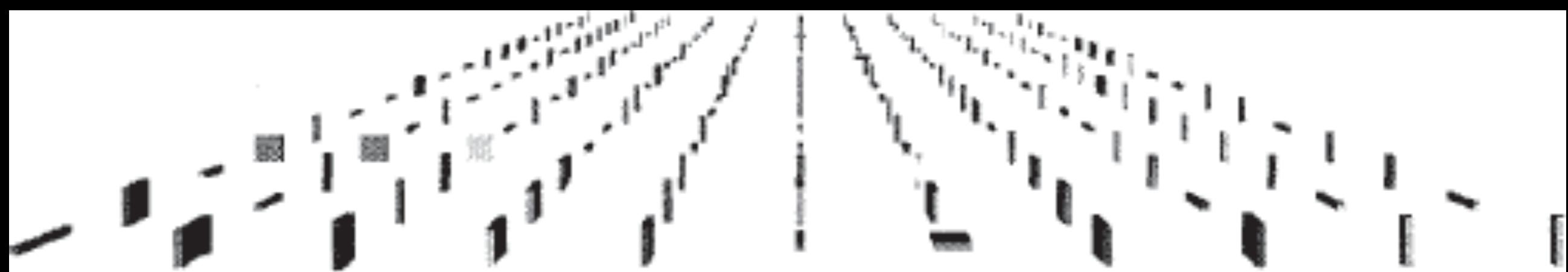


3-D Bar Graph (left)

2-D Bar Graphs (below)

2006 Expenses by Department in Millions of USD





## Other depth cues

### Shadows

**Comparison with object of known size (e.g. car)**

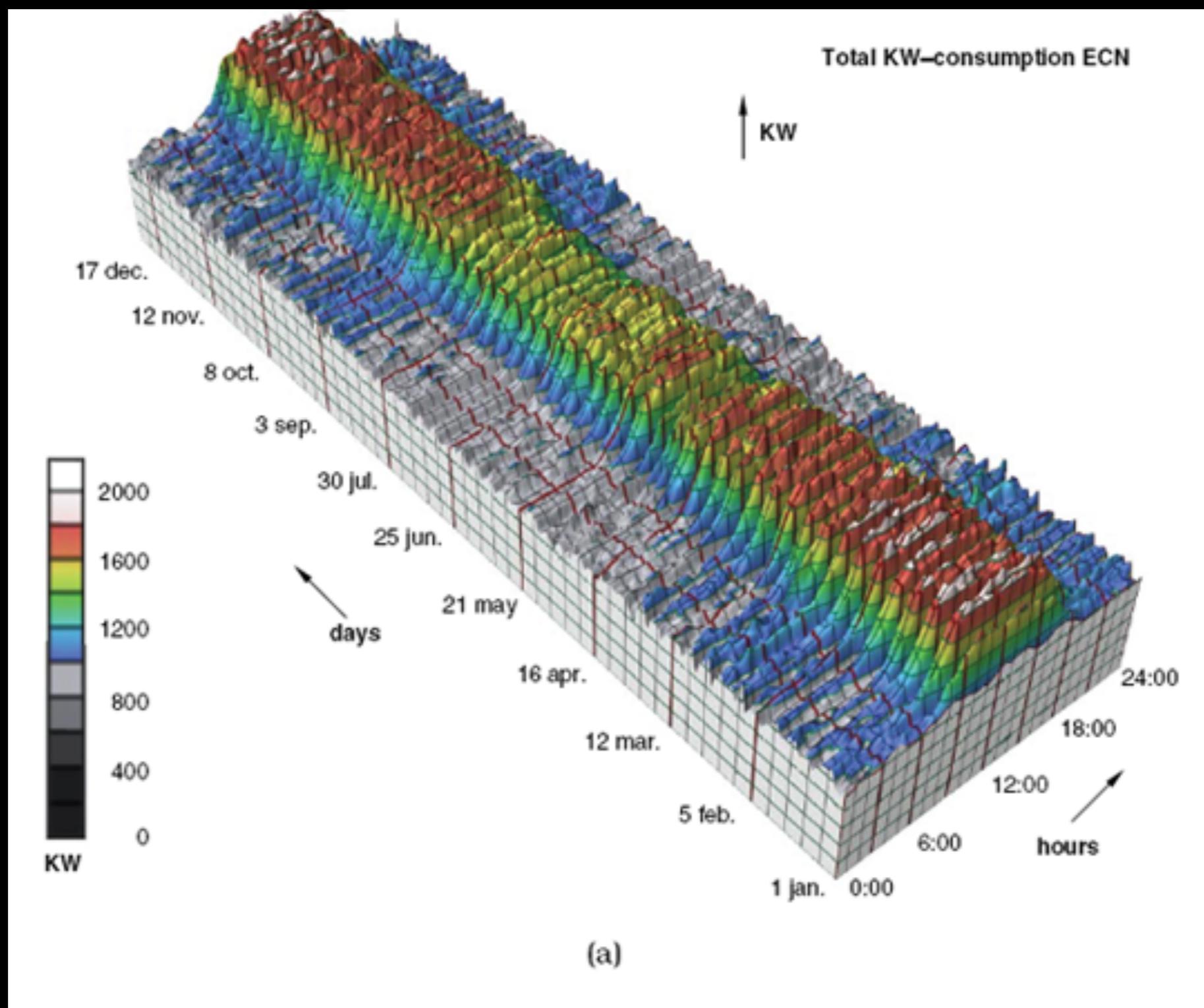
**Well maybe not for everybody**

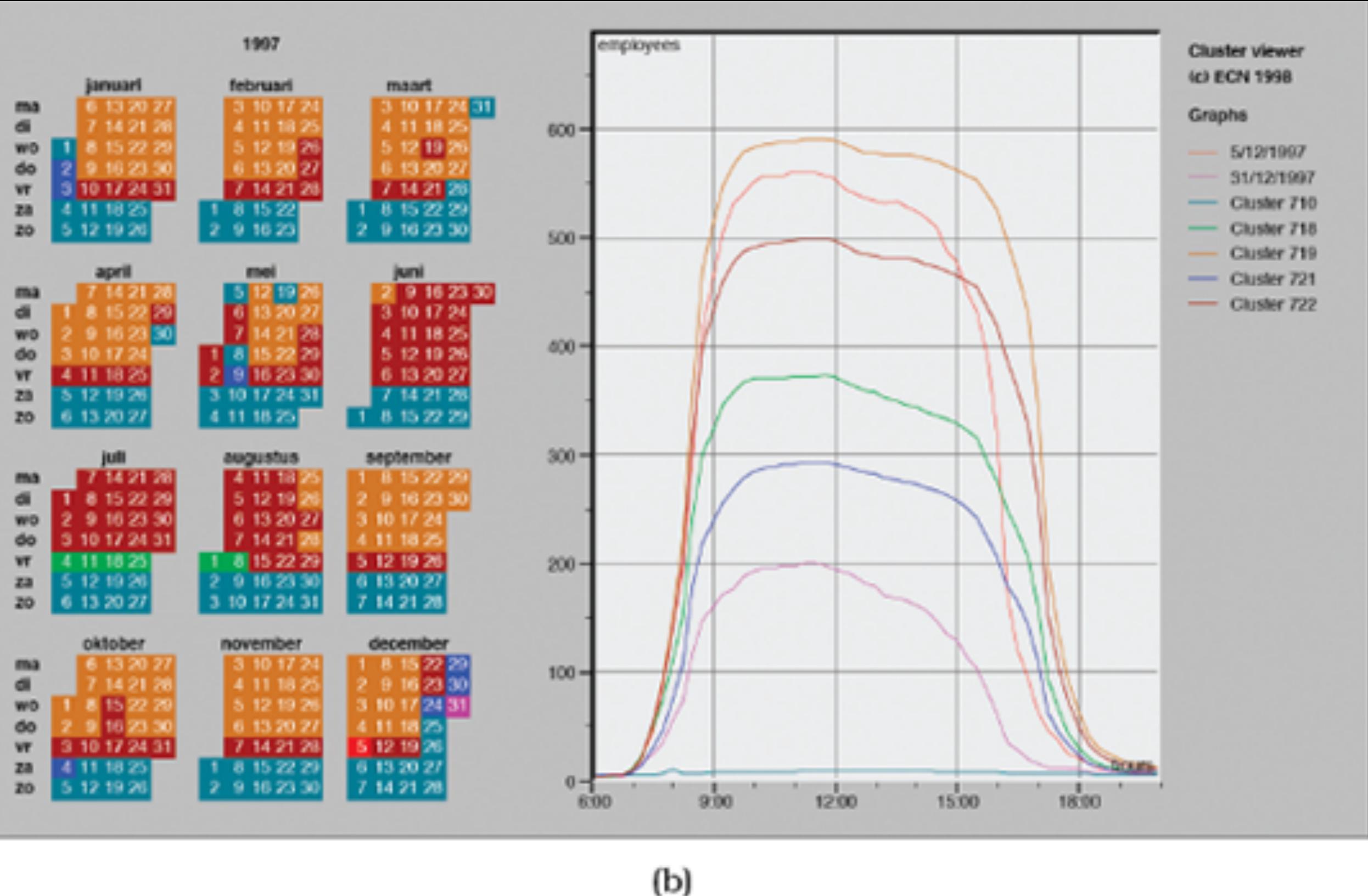
**Stronger than stereo-vision depth**

**Adds clutter to image !**

**Shadows etc. affect colour**

## What do you do with 3D looking data ?



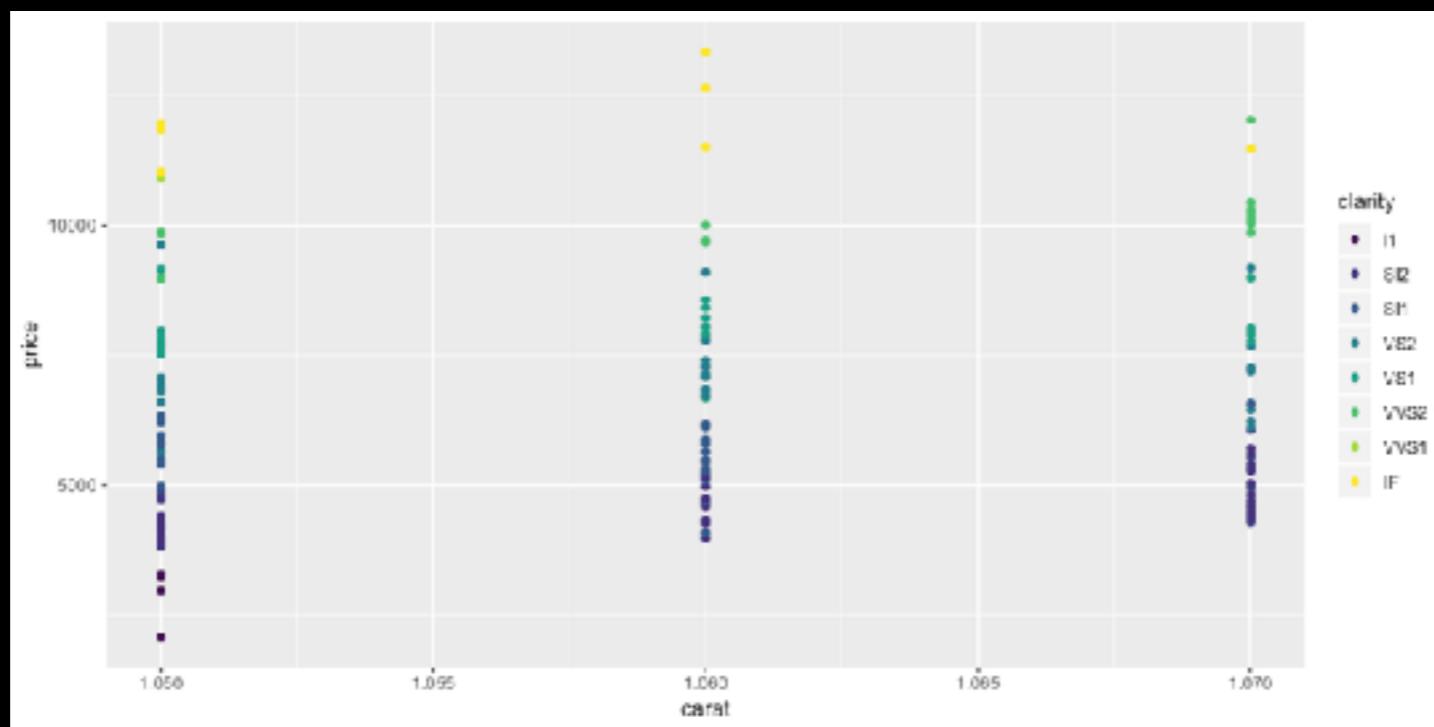
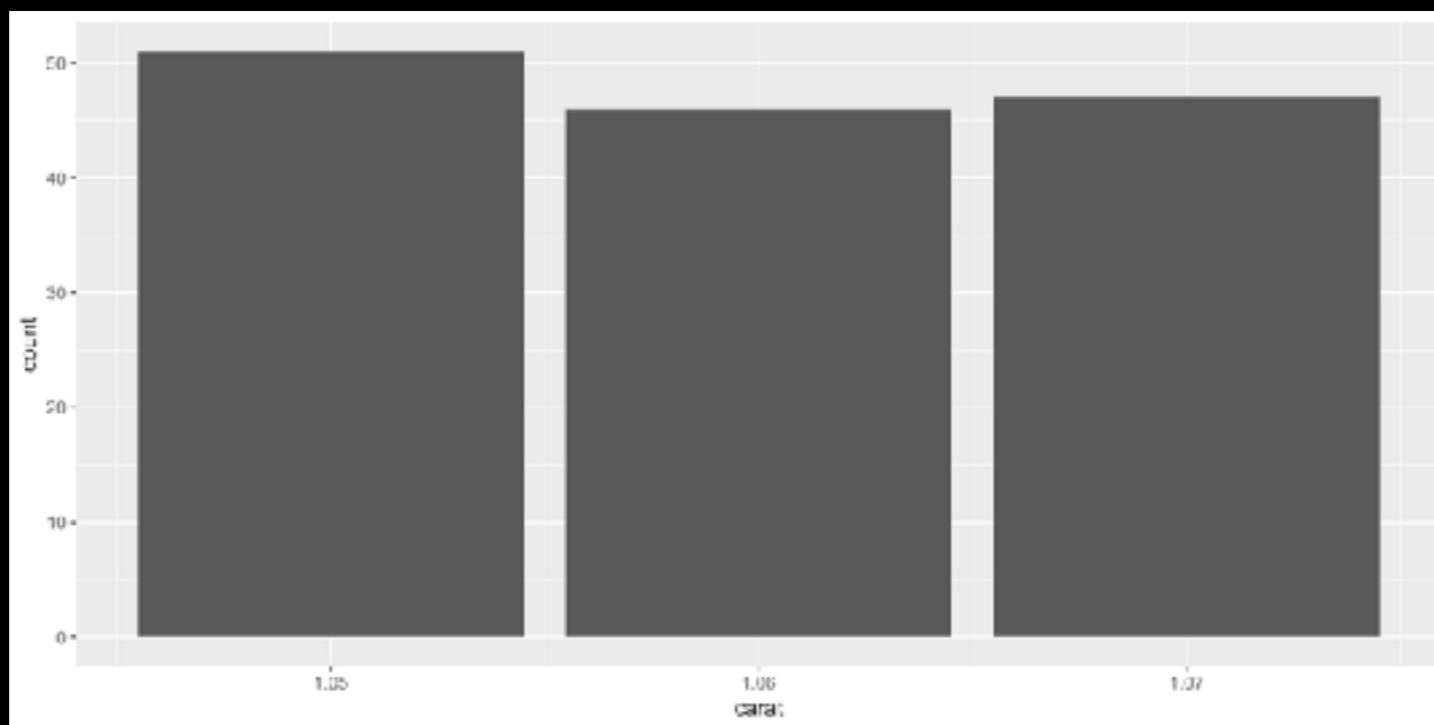


(b)

## **Eyes beat memory**

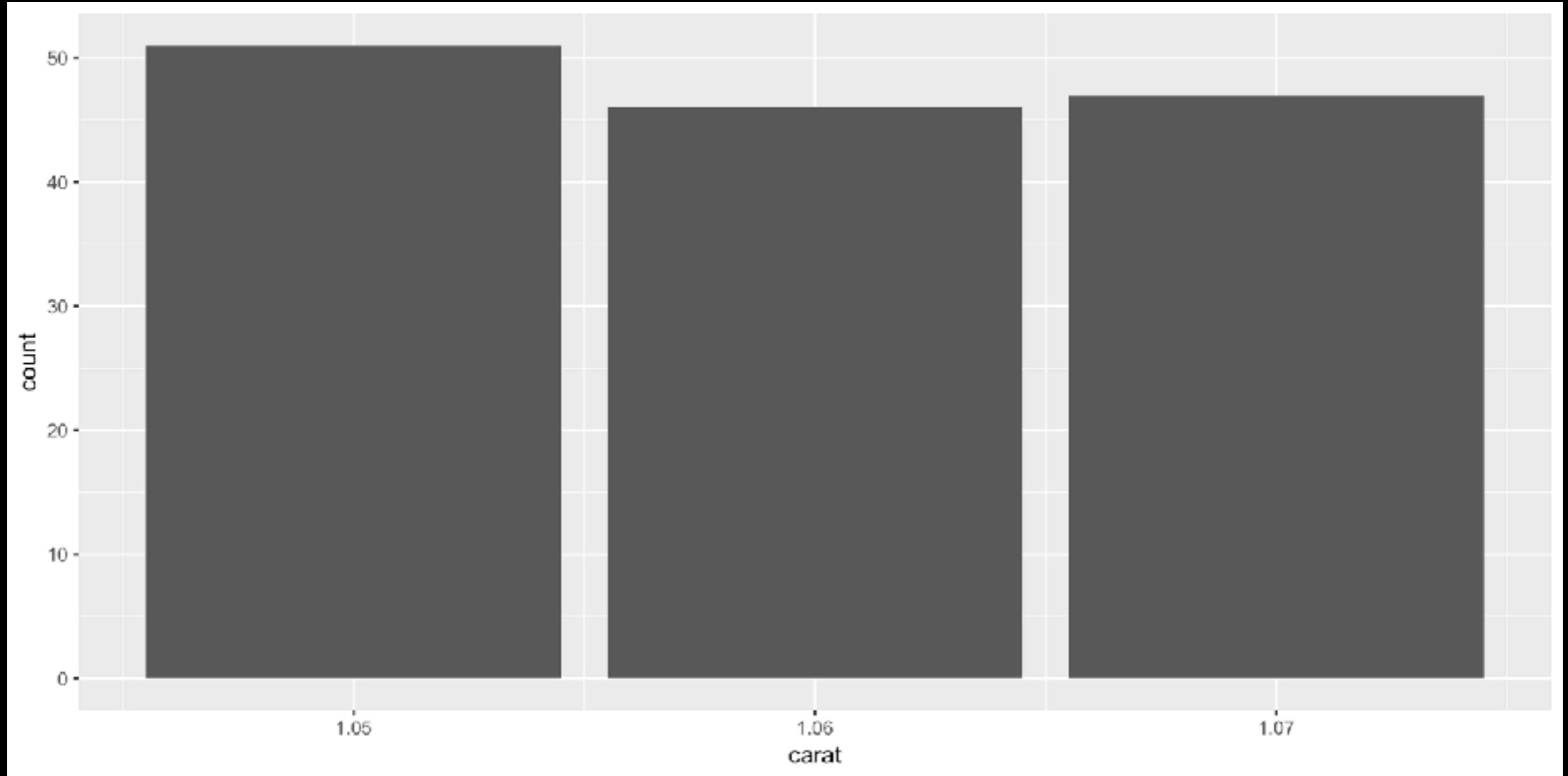
**Switching between different views that are visible simultaneously  
has a much lower cognitive load  
than using our memories.**

In other words, this ....

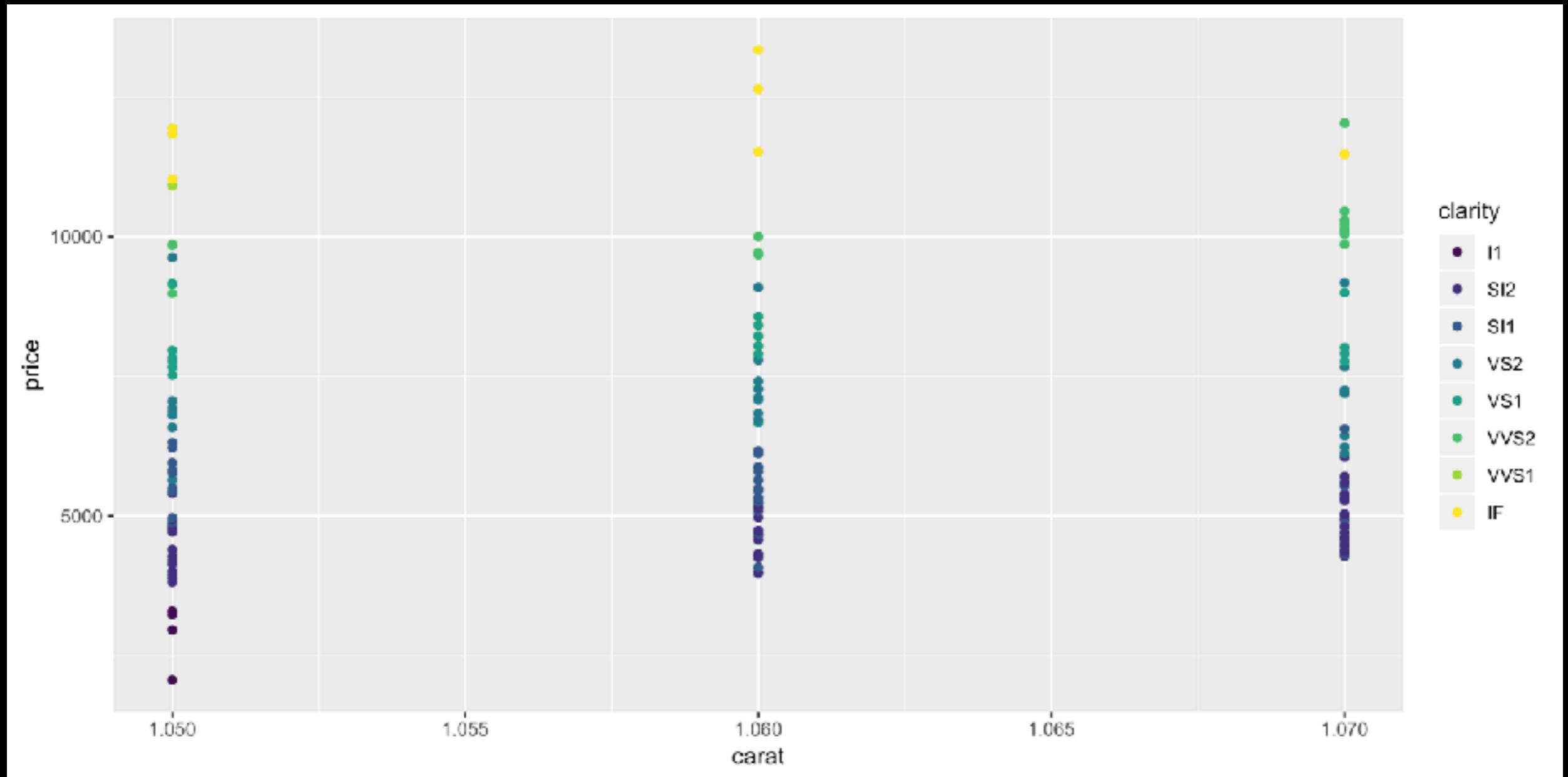


**Is better than this...**

**Is better than this...**



Is better than this...



## **Two categories of memory**

**Short term - lasts several seconds - working memory**

**Long term - can last a lifetime**

**Short term memory - limited**

**Cognitive load when reach limits**

**Fail to absorb information**

**Facet plots are useful**

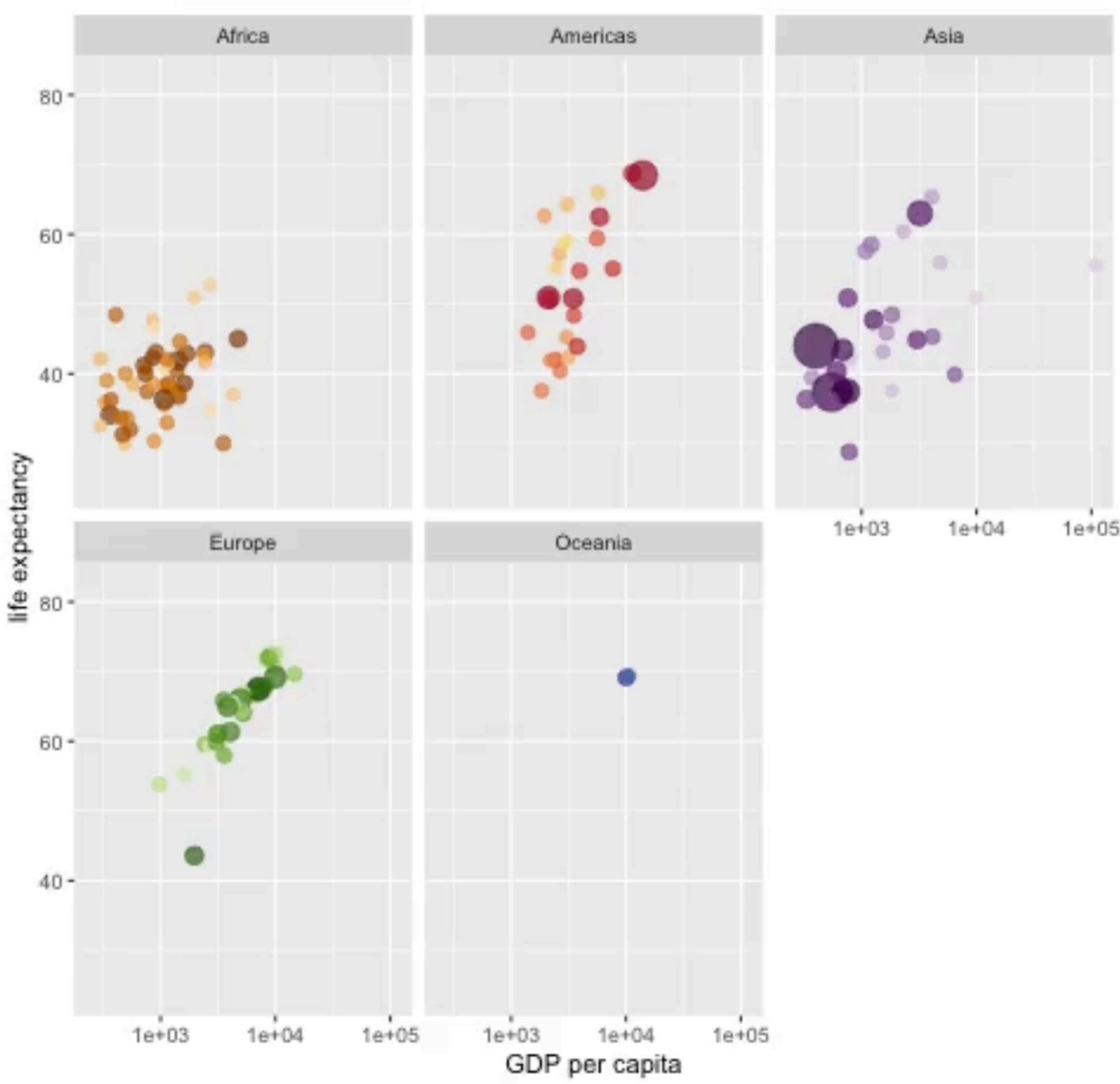
# Animation

**Important tool but caution...**

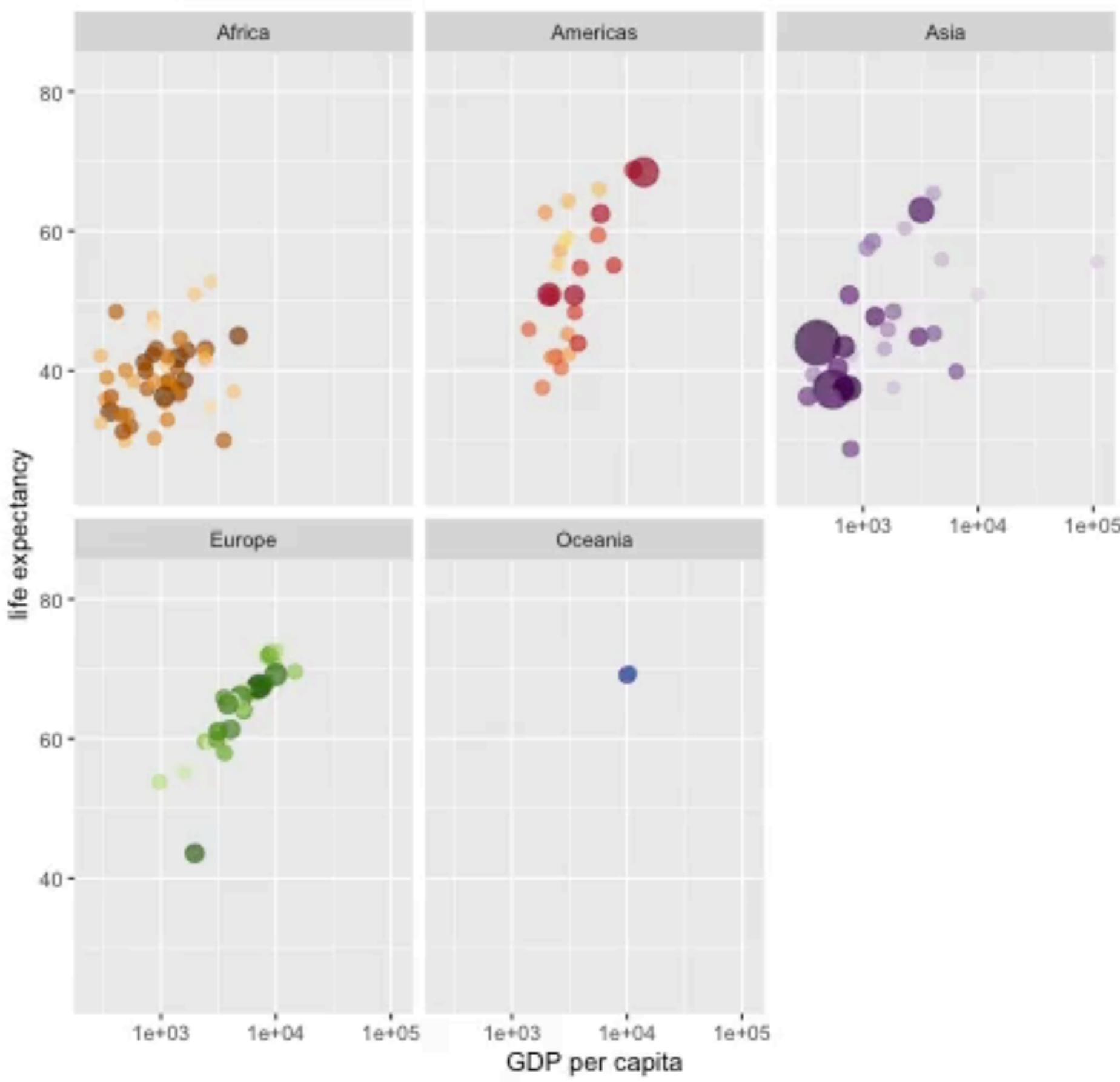
**Good for showing transitions**

**Multiple animated frames can  
lose detail in comparison with  
frames**

Year: 1952



Year: 1952



## Change blindness

**Get it right in Black and White**

**Noted effectiveness of colour**

**Check most crucial aspects of visualisation there in Black & White**

**Don't print in colour as a check**

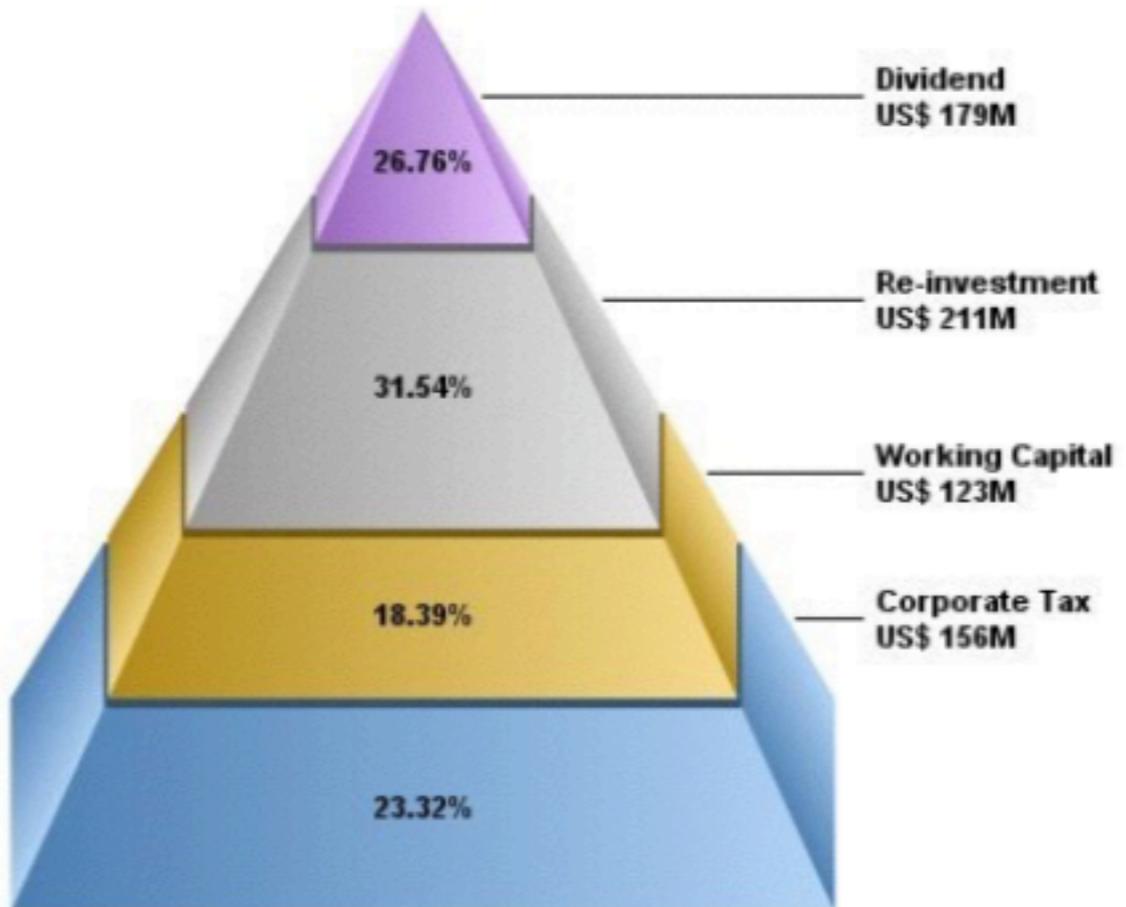
## **Function First, Form Next**

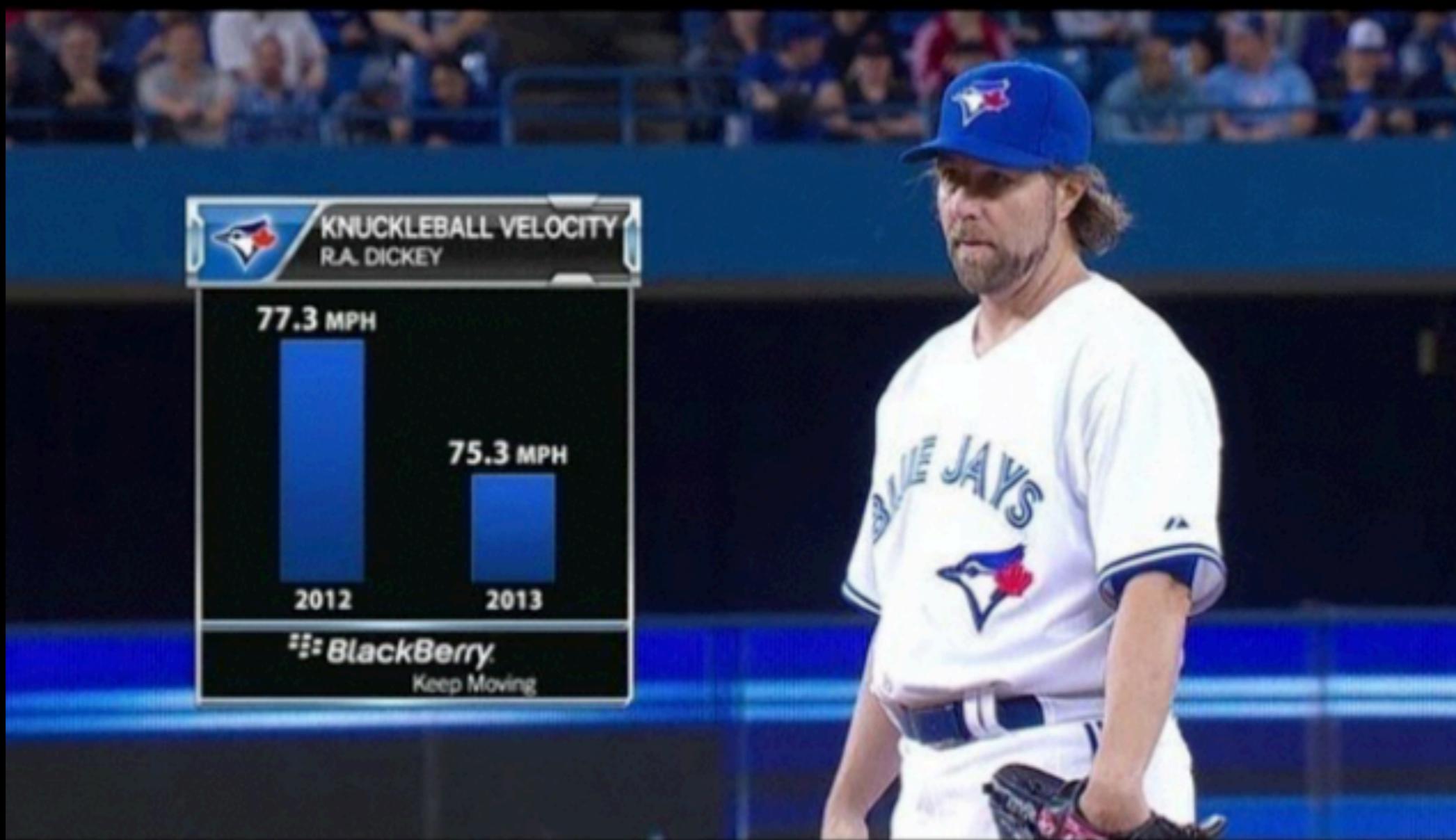
**Concentrate first on telling the story, then on making it look good.**

## **Bad Graphics!**

**What's wrong with these images?**

**How would you plot it instead?**





KNUCKLEBALL VELOCITY  
R.A. DICKEY

77.3 MPH

2012

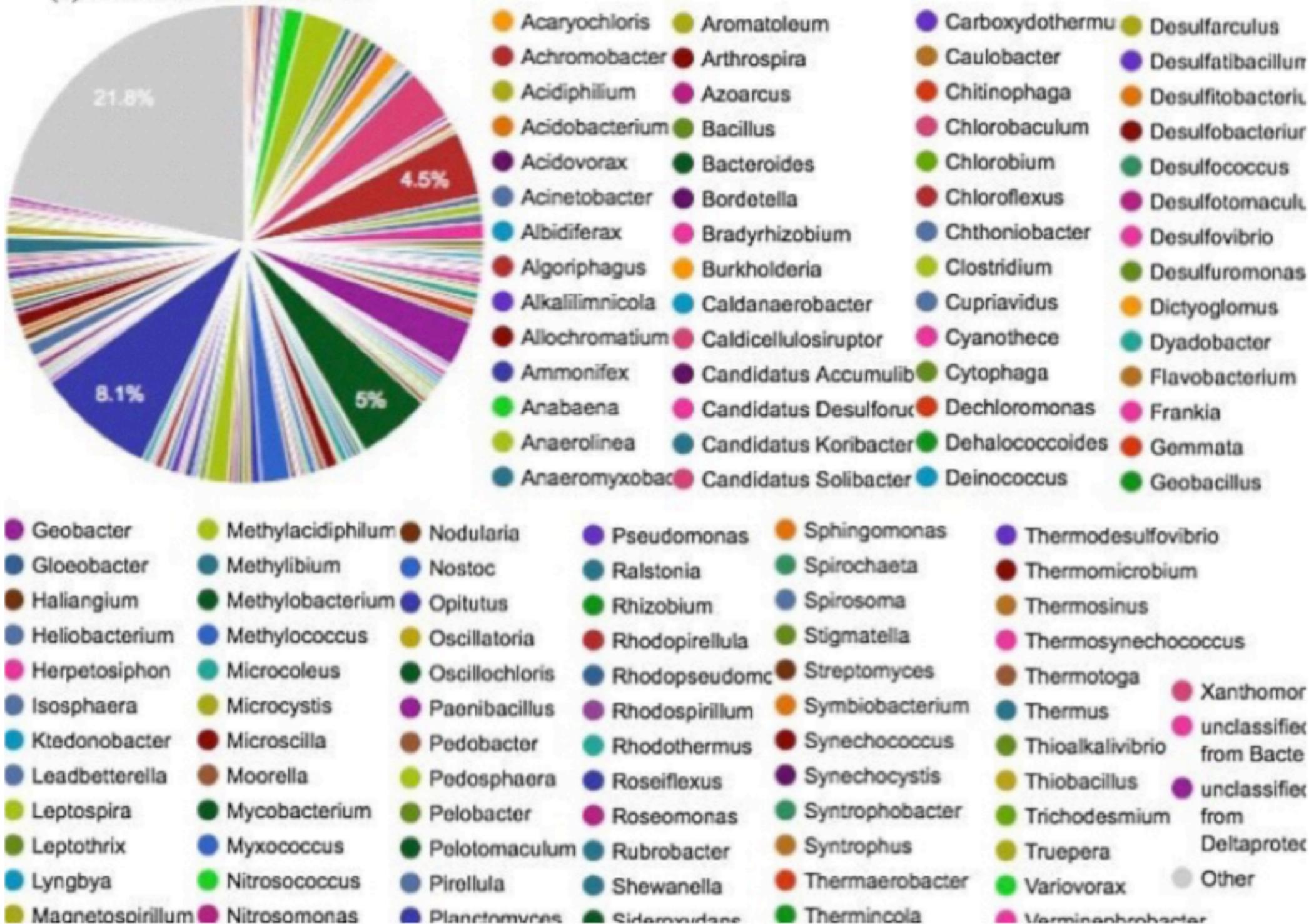
75.3 MPH

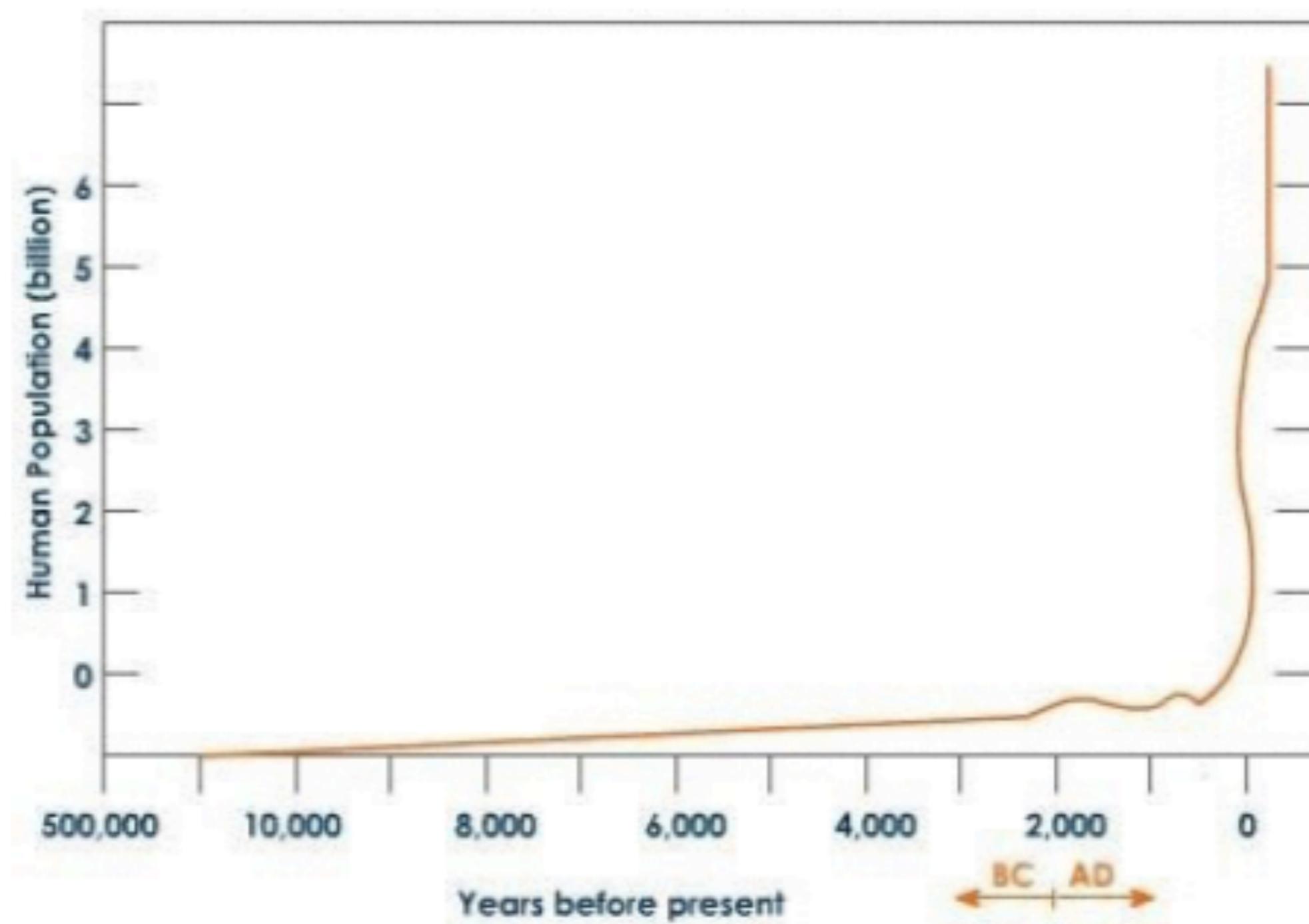
2013

BlackBerry

Keep Moving

### (f) Distribution of Genus







Canadian Centre on Substance Abuse