Refining your plots

Daniel Anderson

Week 6, Class 1

Reviewing Lab 2

Data viz in

Raleigh

Maggie

Ann-Marie and Murat on deck

Agenda

- Axes and aspect ratios
- Annotations

What we won't get to

Each of the following are pretty fundamental to good data viz, but we won't have time to go over them today. Please make sure to read the corresponding chapters:

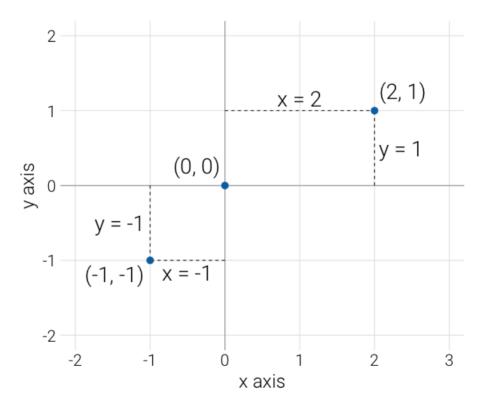
- Handling high data density (lots of overlapping points)
- Compound figures
 - See {patchwork} and {cowplot}
- Exporting figures

Learning Objectives

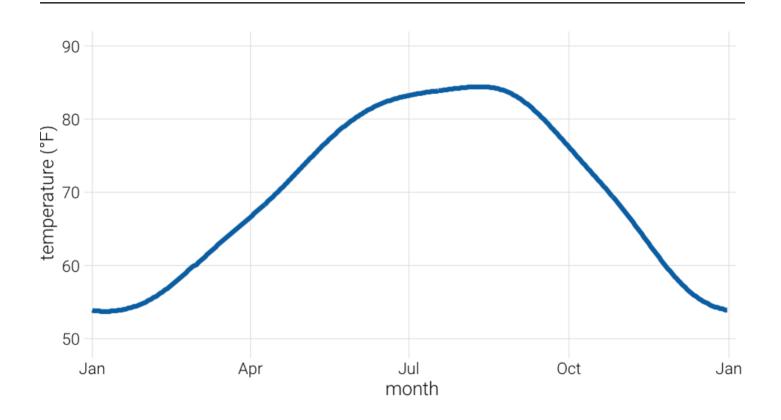
- Understand how to make a wide variety of tweaks to ggplot to essentially make it look however you want it to.
- Understand common modifications to plots to make them more clear and reduce cognitive load

Axes

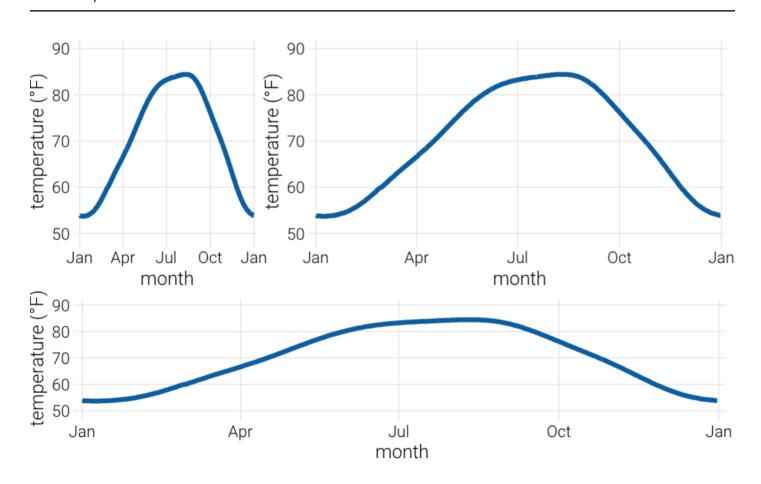
• Cartesian coordinates - what we generally use

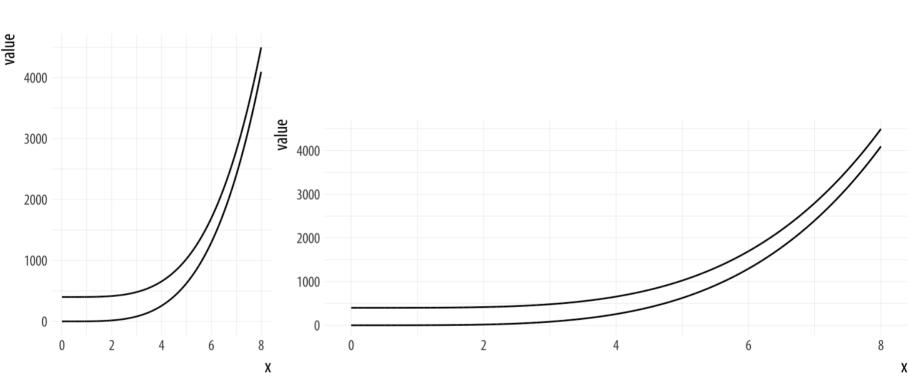


Different units



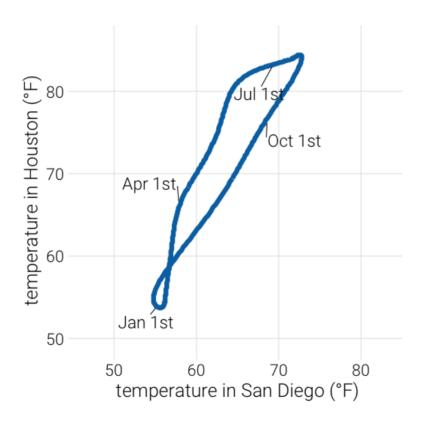
Aspect ratio





Same scales

Use coord_fixed()



Changing aspect ratio

- Explore how your plot will look in its final size
- No hard/fast rules (if on different scales)
- Not even really rules of thumb
- Keep visual perception in mind
- Try your best to be truthful show the trend/relation, but don't exaggerate/hide it

Handy function

(from an apparently deleted tweet from @tjmahr)

```
here's my favorite helper #rstats function. preview
ggsave() output
ggpreview <- function (..., device = "png") {
fname <- tempfile(fileext = paste0(".", device))
ggplot2::ggsave(filename = fname, device = device,
system2("open", fname)
invisible(NULL)
— tj mahr 🝕 🔪 (@tjmahr)
```

Gist

(side note: gists are a good way to share things)

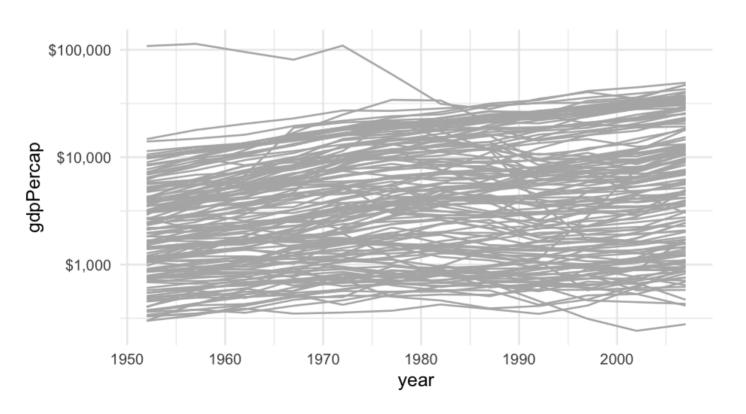
- See the full code/example here
- Let's take 5 minutes to play around:
 - Create a plot (could even be the example in the gist)
 - Try different aspect ratios by changing the width/length

<div class="countdown" id="timer_601c9e07" style="right:0;bottom
<code class="countdown-time"><span class="countdown-digits minute"
</div>

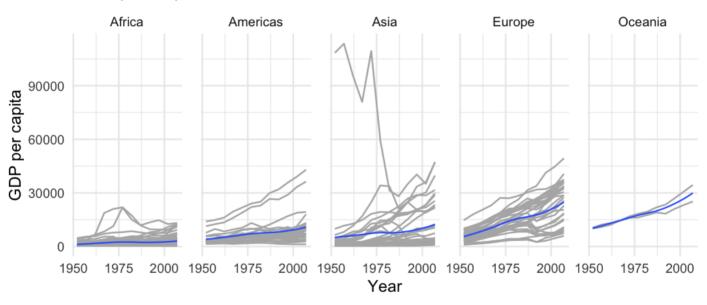
Scale transformations

Raw scale

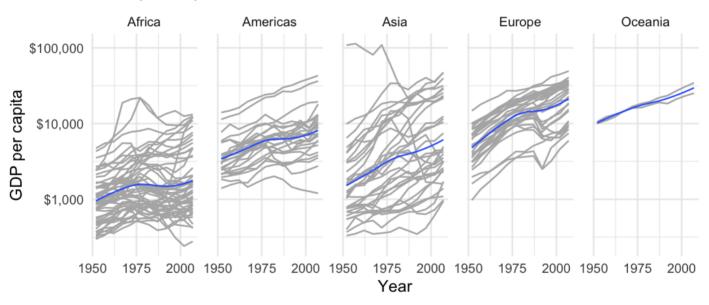
Log10 scale



GDP per capita on Five Continents

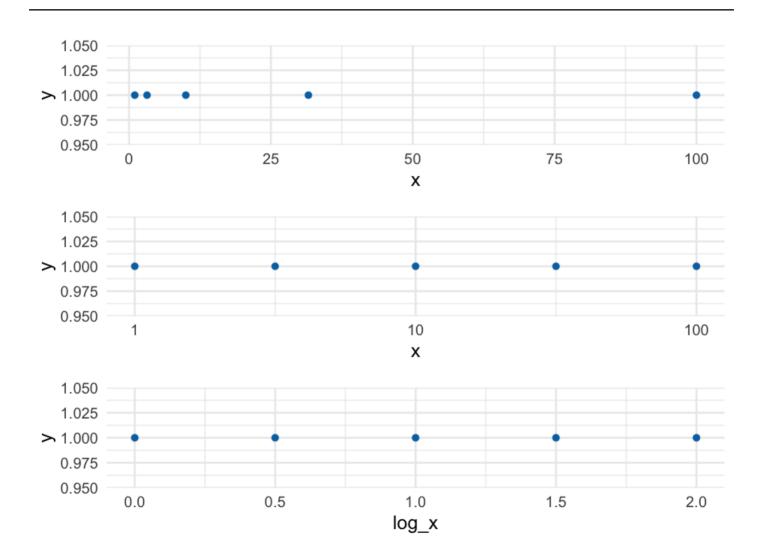


GDP per capita on Five Continents



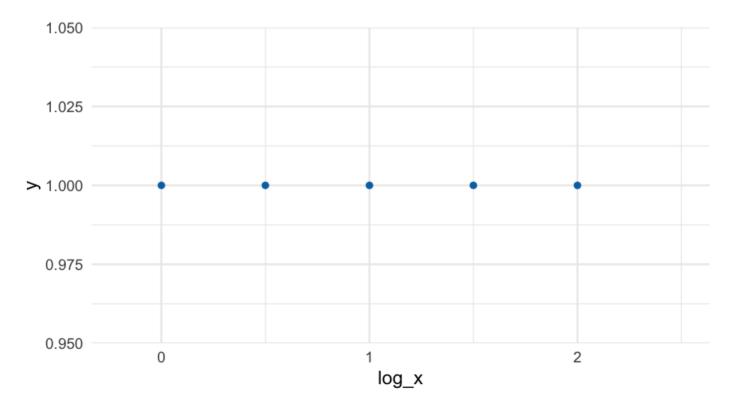
Scales

Scales



Don't transform twice

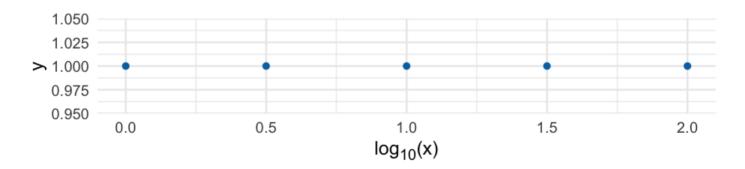
```
ggplot(d, aes(log_x, 1)) +
  geom_point(color = "#0072B2") +
  scale_x_log10() +
  xlim(-0.2, 2.5)
```



Careful with labeling

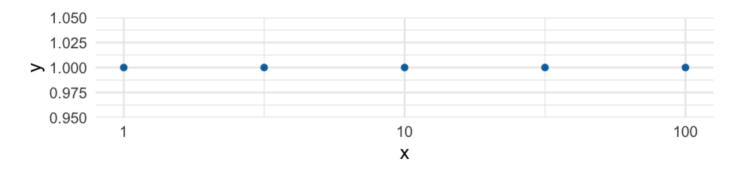
- Has the scale or the data been log transformed?
- Specify the base

```
library(ggtext)
ggplot(d, aes(log_x, 1)) +
  geom_point(color = "#0072B2") +
  labs(x = "log<sub>10</sub>(x)") +
  theme(axis.title.x = element_markdown())
```



Labels should denote the data, not the scale of the axis

```
ggplot(d, aes(x, 1)) +
  geom_point(color = "#0072B2") +
  scale_x_log10()
```



Labeling the above with $log_{10}(x)$ would be ambiguous and confusing

Labels and captions

Disclaimer

- APA style requires the labels be made in specific ways
- Much of the following discussion still applies
- Our book (Wilke) uses a similar style throughout

Title

What is the point of your figure?

What are you trying to communicate

- Figures should have only one title
- Use integrated title/subtitles for sharing with a broad audience
 - Blog posts
 - Social media
 - Reports to stakeholders
- Keep figures in subtext when there's a designated format you must adhere to
- Make sure your figure has a title
 - Should not start with "This figure displays/shows..."

Caption

Consider stating the data source

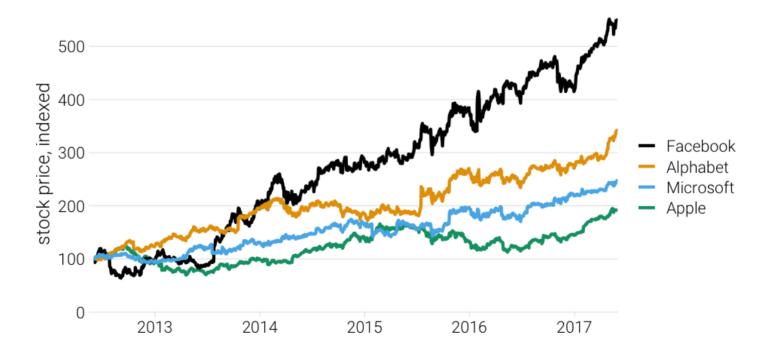
Other details relevant to the figure but not important enough for a subtitle

Axis labels

- The title for the axis
- Critical for communication
- Never use variable names (very common and very poor practice)
- State the measure and the unit (if quantitative)
 - e.g., "Brain Mass (grams)", "Support for Measure (millions of people)", "Dollars spent"
 - Categorical variable likely will not need to the measurement unit

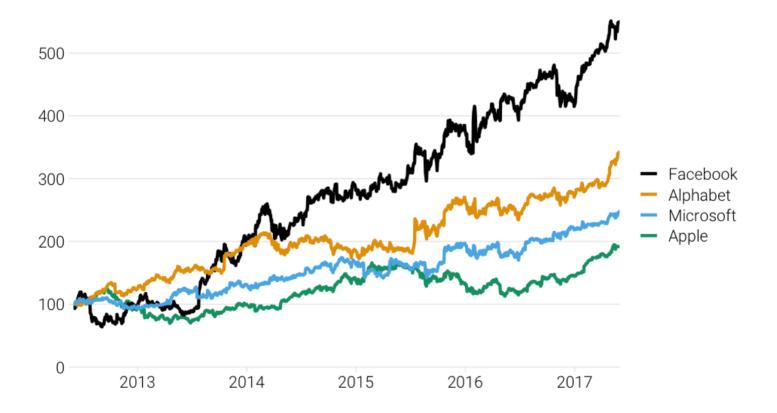
Omission

- Consider omitting obvious or redundant labels
 - \circ Use labs(x = NULL) or labs(x = "")
 - If already using scale_x/y_*() just supply the name argument

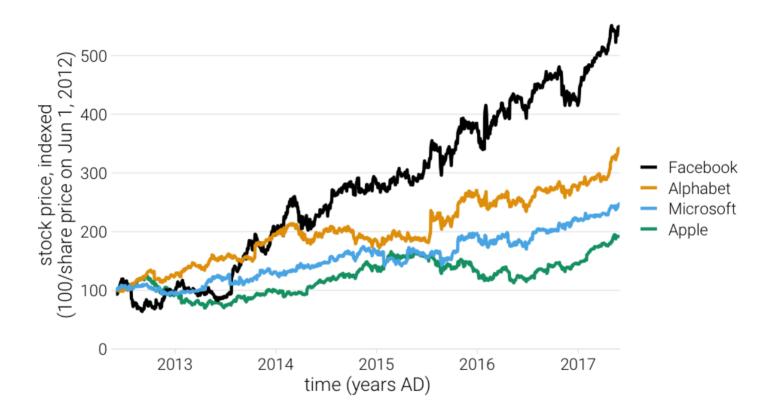


Omission

Do not omit axis titles that are not obvious



Don't overdo it



Annotations

Among the most effective

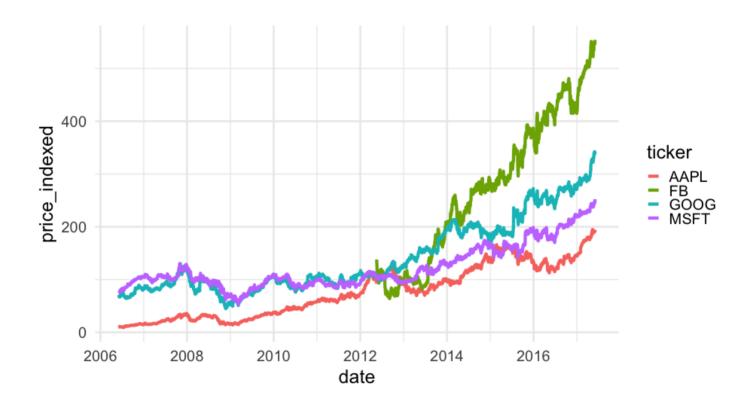
• If possible, try to remove legends, and just include annotations

Building up a plot

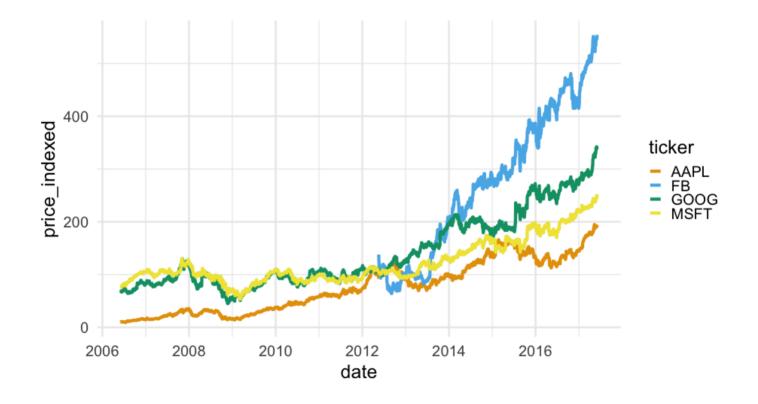
```
remotes::install_github("clauswilke/dviz.supp")
head(tech_stocks)
```

```
## # A tibble: 6 x 6
## company ticker date price index price price indexed
## <chr> <date> <dbl>
                                      <dbl>
                                                 <dbl>
                                     285.2
## 1 Alphabet GOOG 2017-06-02 975.6
                                               342.0757
## 2 Alphabet GOOG 2017-06-01 966.95
                                     285.2
                                              339.0428
## 3 Alphabet GOOG 2017-05-31 964.86
                                     285.2
                                              338.3100
## 4 Alphabet GOOG 2017-05-30 975.88
                                     285.2
                                              342.1739
## 5 Alphabet GOOG 2017-05-26 971.47
                                     285.2
                                              340.6276
## 6 Alphabet GOOG 2017-05-25 969.54
                                     285.2
                                               339.9509
```

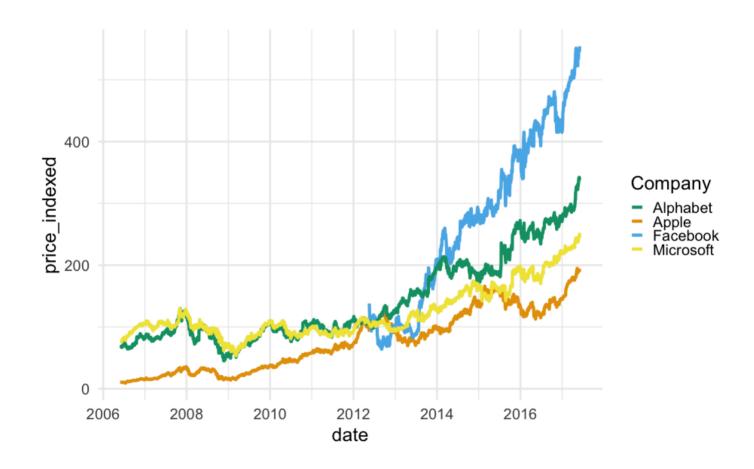
ggplot(tech_stocks, aes(date, price_indexed, color = ticker)) +
 geom_line()



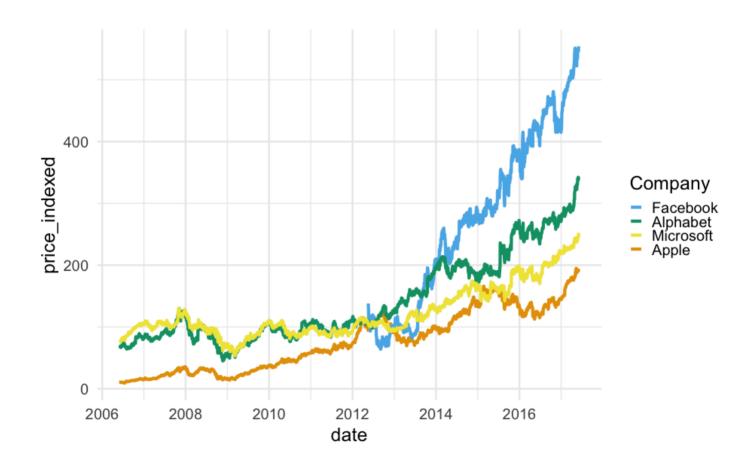
```
ggplot(tech_stocks, aes(date, price_indexed, color = ticker)) +
  geom_line() +
  scale_color_OkabeIto()
```

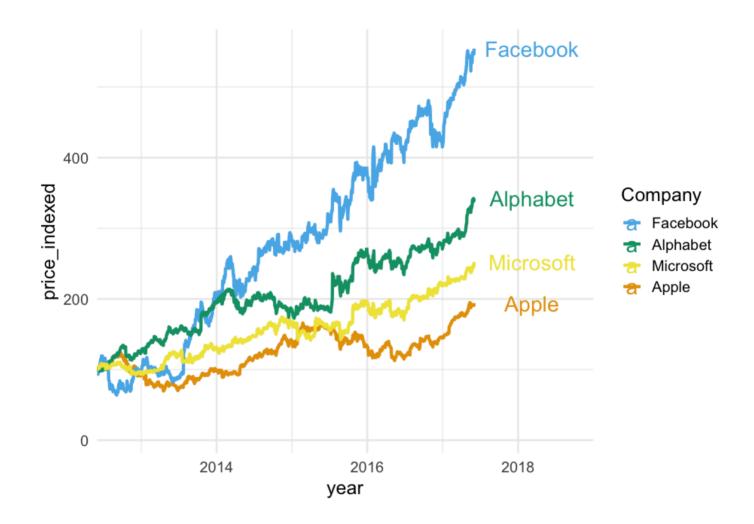


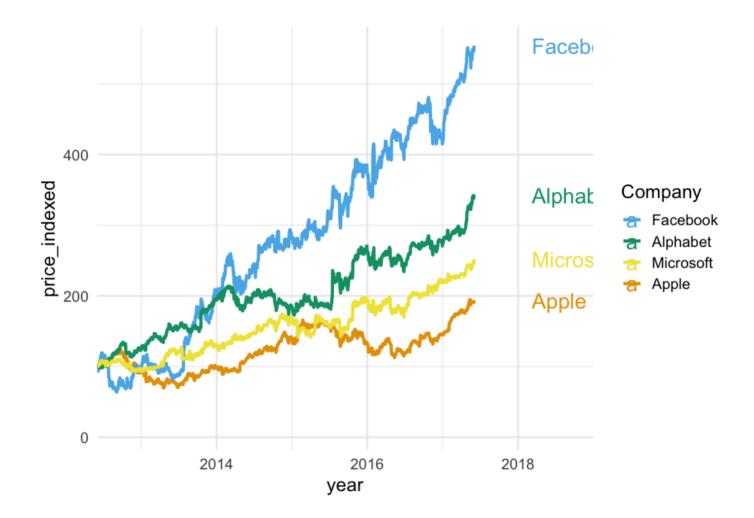
Bad

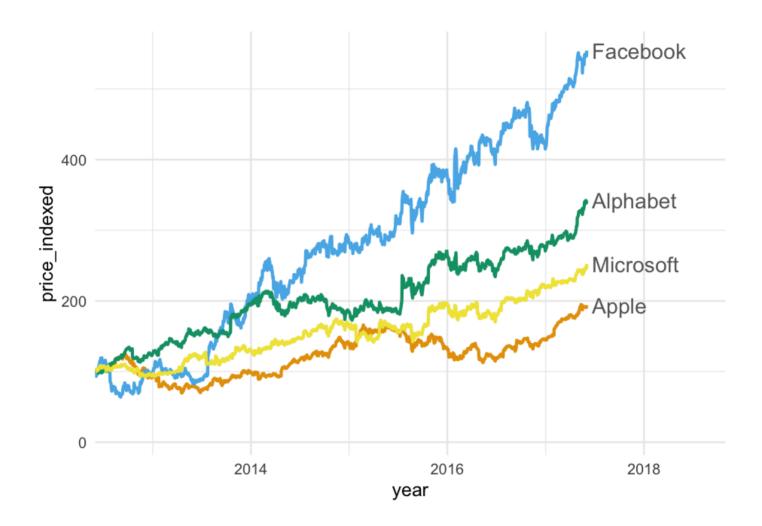


Good

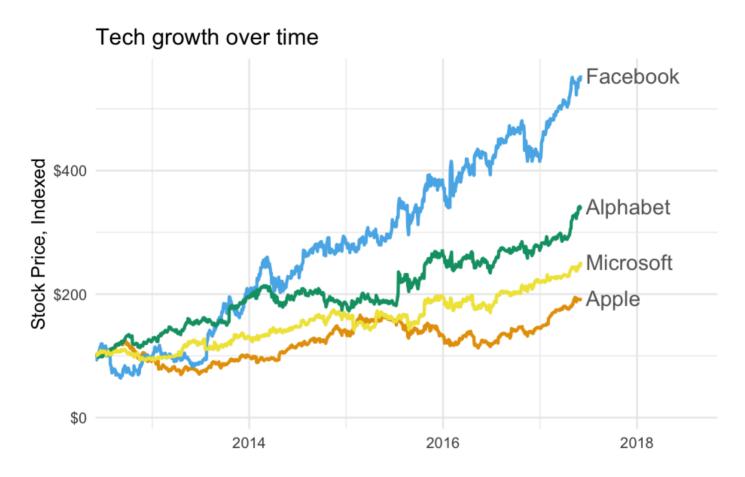








```
ggplot(tech_stocks, aes(date, price_indexed, color = ticker)) +
  geom line() +
  scale color_OkabeIto(name = "Company",
                       breaks = c("FB", "GOOG", "MSFT", "AAPL"),
                       labels = c("Facebook", "Alphabet", "Micros
 scale_x_date(name = "",
               limits = c(ymd("2012-06-01"), ymd("2018-10-31")),
               expand = c(0,0) +
 scale_y_continuous(name = "Stock Price, Indexed",
                     labels = scales::dollar) +
  geom_text(data = filter(tech_stocks, date == "2017-06-02"),
            aes(v = price indexed, label = company),
            color = "gray40",
            nudge x = 20,
            hiust = 0.
            size = 10) +
  guides(color = "none") +
 labs(title = "Tech growth over time",
       caption = "Data from Wilke (2019): Fundamentals of Data
```



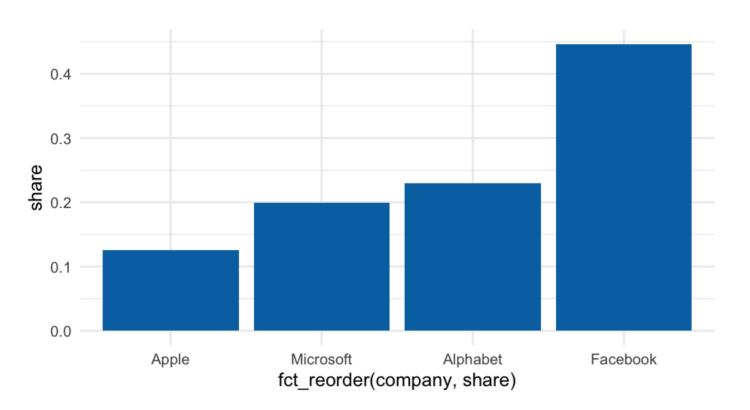
Data from Wilke (2019): Fundamentals of Data Visualization

Labeling bars

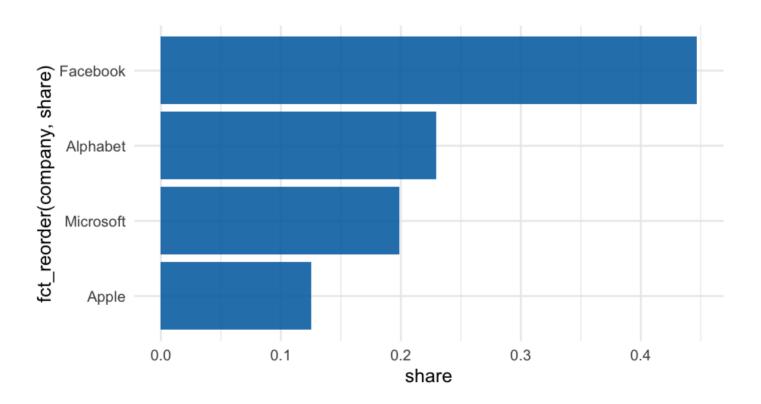
```
avs <- tech_stocks %>%
  group_by(company) %>%
  summarize(stock_av = mean(price_indexed)) %>%
  ungroup() %>%
  mutate(share = stock_av / sum(stock_av))
avs
```

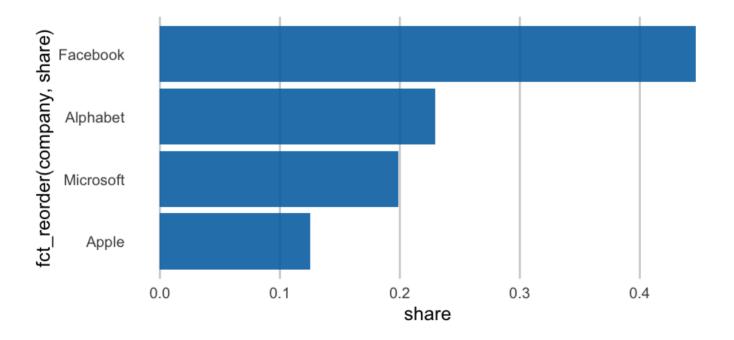
Bar plot

```
ggplot(avs, aes(fct_reorder(company, share), share)) +
  geom_col(fill = "#0072B2")
```



Horizontal

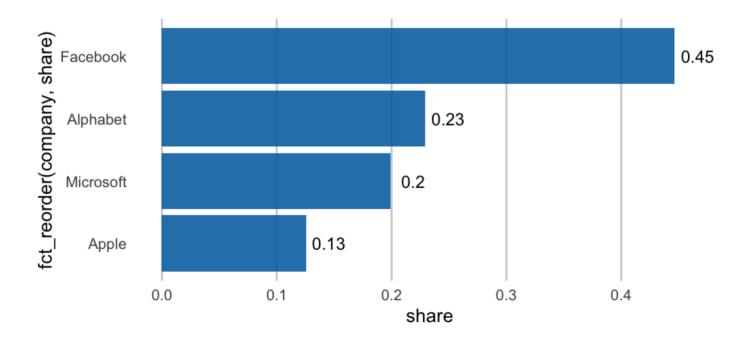




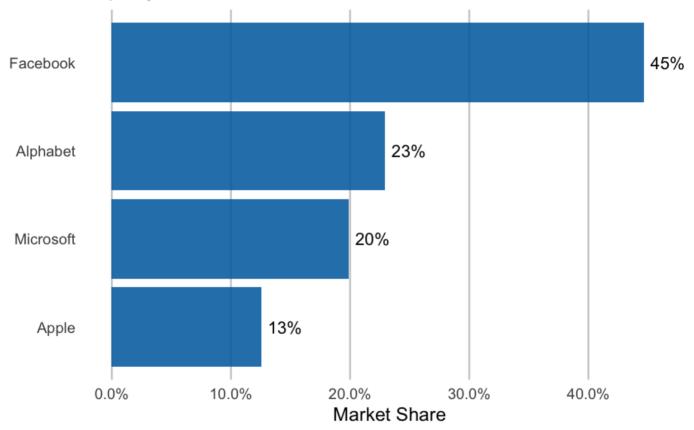
Quick aside

Let's actually make a bar plot theme

```
bp_theme <- function(...) {
  theme_minimal(...) +
    theme(panel.grid.major.y = element_blank(),
        panel.grid.minor.x = element_blank(),
        panel.grid.major.x = element_line(color = "gray80"),
        plot.title.position = "plot")
}</pre>
```

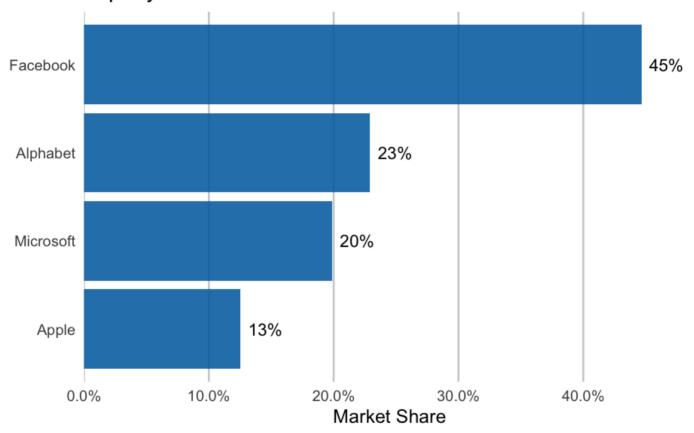


Tech company market control



Data from Clause Wilke Book: Fundamentals of Data Visualizations

Tech company market control

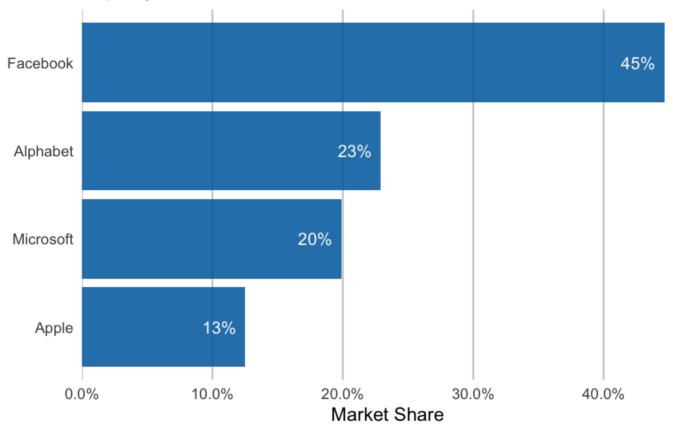


Data from Clause Wilke Book: Fundamentals of Data Visualizations

Last alternative

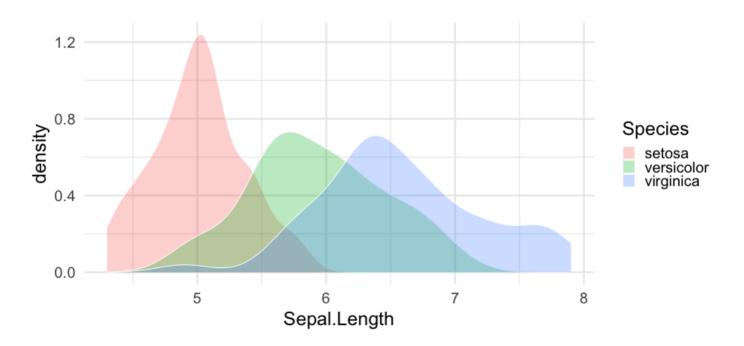
```
ggplot(avs, aes(fct_reorder(company, share), share)) +
 geom_col(fill = "#0072B2",
           alpha = 0.9) +
 geom_text(aes(company, share, label = paste0(round(share*100),
            nudge_y = -0.02,
            size = 8,
            color = "white") +
 coord_flip() +
 scale_y_continuous("Market Share",
                     labels = scales::percent,
                     expand = c(0, 0, 0.05, 0) +
 labs(x = NULL,
      title = "Tech company market control",
       caption = "Data from Clause Wilke Book: Fundamentals of Da
 bp theme(base size = 25)
```

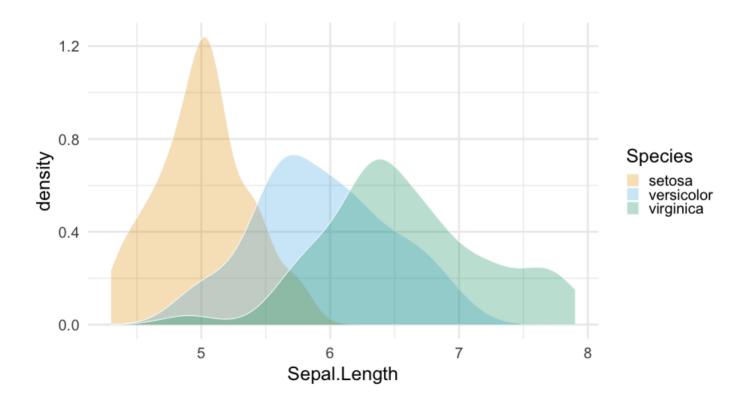
Tech company market control



Data from Clause Wilke Book: Fundamentals of Data Visualizations

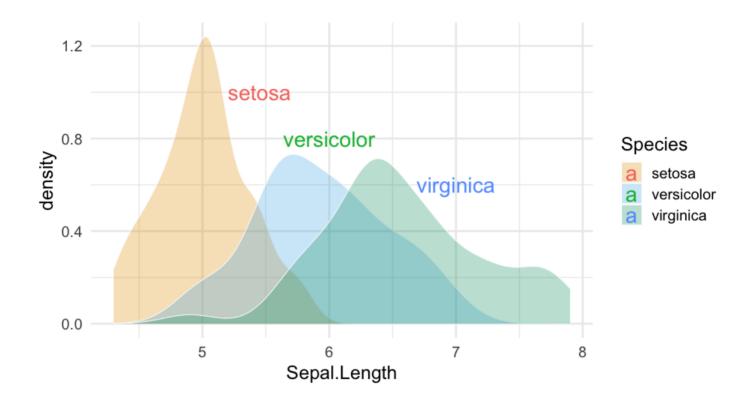
Distributions

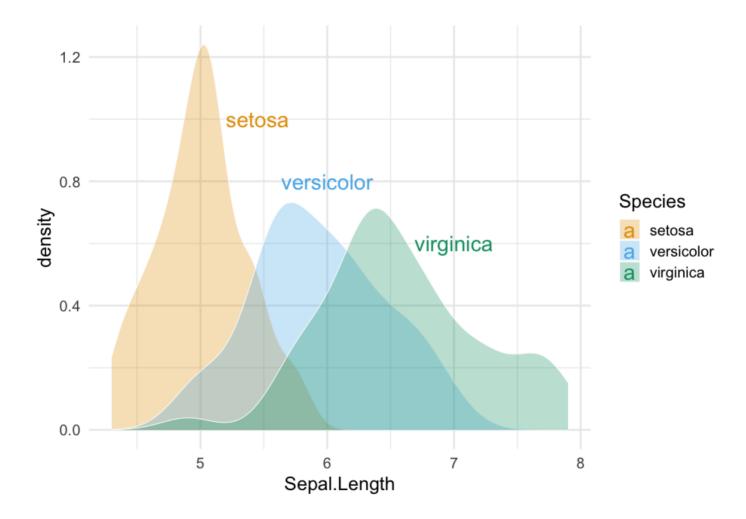


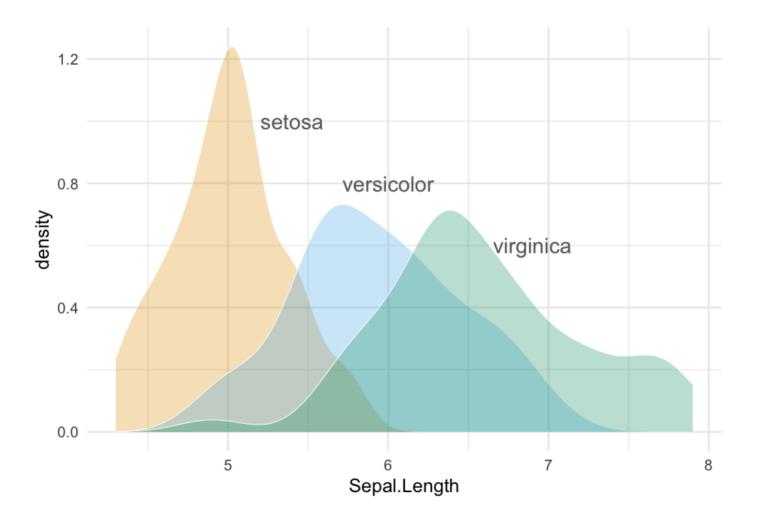


Labeling

One method





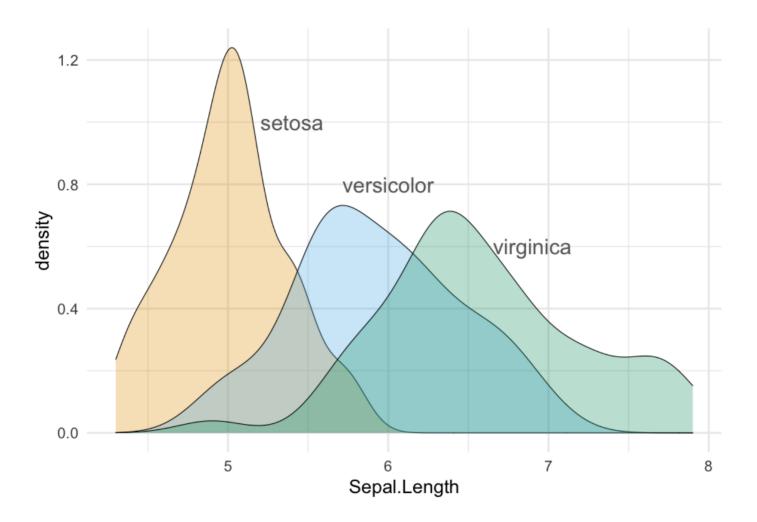


Other options

- Rather than using a new data frame, you could use multiple calls to annotate.
- One is not necessarily better than the other, but I prefer the data frame method
- Keep in mind you can always use multiple data sources within a single plot
 - Each layer can have its own data source
 - Common in geographic data in particular

Annotate example

```
ggplot(iris, aes(Sepal.Length, fill = Species)) +
  geom_density(alpha = 0.3) +
  scale_fill_OkabeIto() +
  scale_color_OkabeIto() +
  annotate("text", label = "setosa", x = 5.45, y = 1, color = "grannotate("text", label = "versicolor", x = 6, y = 0.8, color =
  annotate("text", label = "virginica", x = 7, y = 0.6, color =
  guides(fill = "none")
```

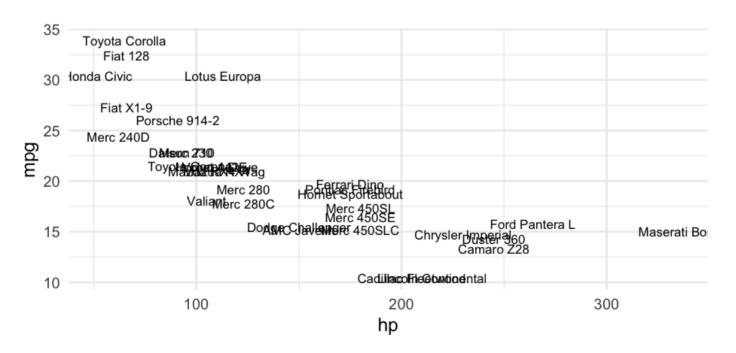


ggrepel

Plot text directly

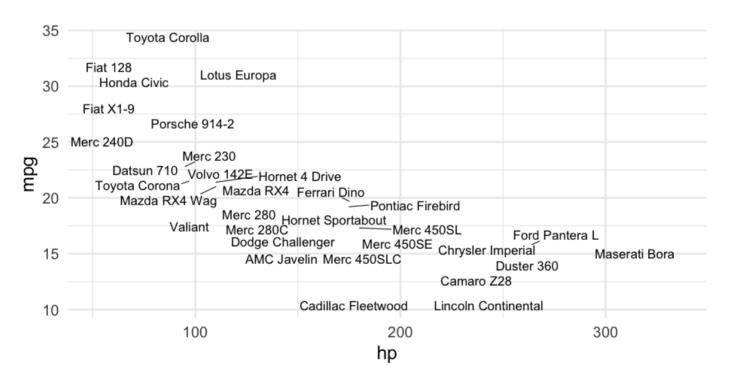
```
cars <- rownames_to_column(mtcars)

ggplot(cars, aes(hp, mpg)) +
  geom_text(aes(label = rowname))</pre>
```

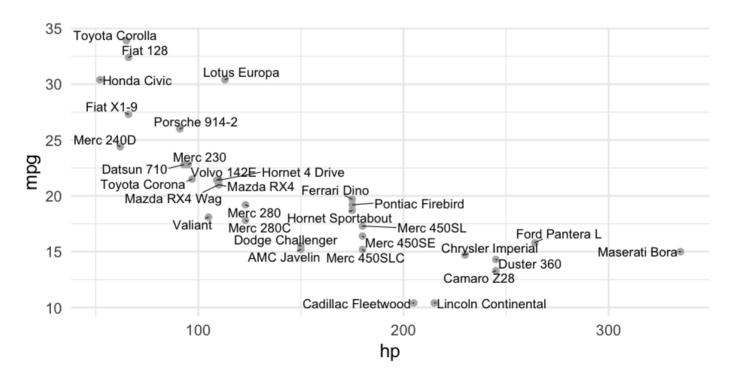


Repel text

```
library(ggrepel)
ggplot(cars, aes(hp, mpg)) +
  geom_text_repel(aes(label = rowname))
```



Slightly better



Common use cases

- Label some sample data that makes some theoretical sense (we've seen this before)
- Label outliers
- Label points from a specific group (e.g., similar to highlighting – can be used in conjunction)

Some new data

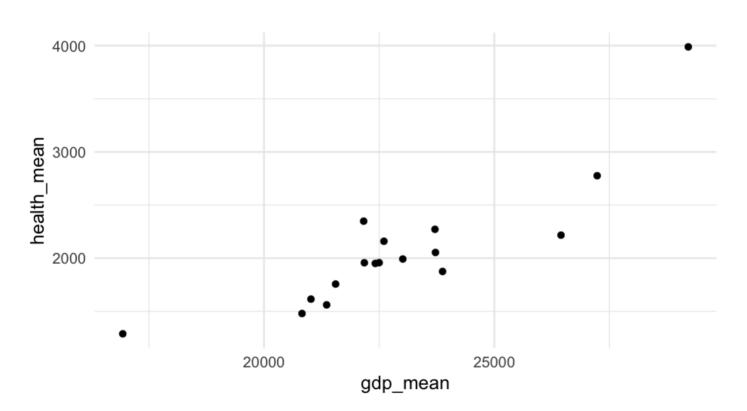
```
remotes::install_github("kjhealy/socviz")
library(socviz)
```

by_country

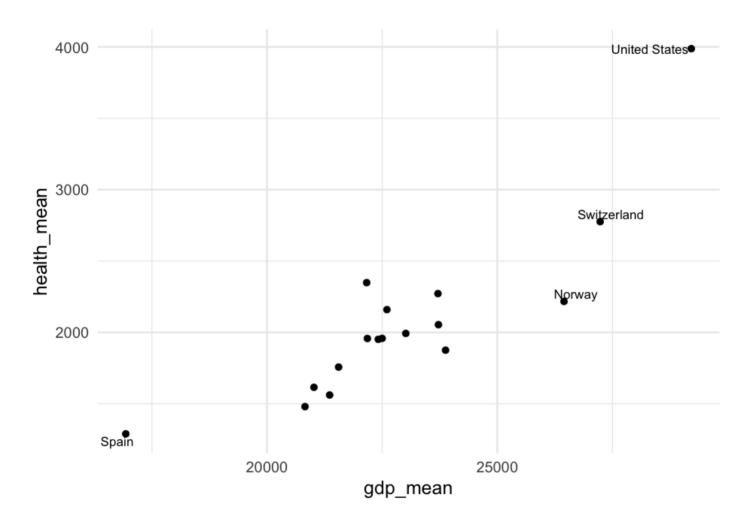
```
## # A tibble: 17 x 8
## # Groups: consent law [2]
## consent law country donors mean donors sd gdp mean health mean roa
## <chr>
                                    <dbl>
          <chr>
                             <dbl>
## 1 Informed Australia 10.635 1.142808 22178.54 1957.5
                                                            10
## 2 Informed Canada
                        13.96667 0.7511607 23711.08 2271.929
                                                            10
## 3 Informed Denmark 13.09167 1.468121 23722.31 2054.071
                                                             10
## 4 Informed Germany 13.04167 0.6111960 22163.23 2348.75
                                                             11
## 5 Informed Ireland 19.79167 2.478437 20824.38 1479.929
                                                             11
## 6 Informed Netherlands 13.65833 1.551807 23013.15
                                                    1992.786
## # ... with 11 more rows
```

Scatterplot

```
ggplot(by_country, aes(gdp_mean, health_mean)) +
  geom_point()
```



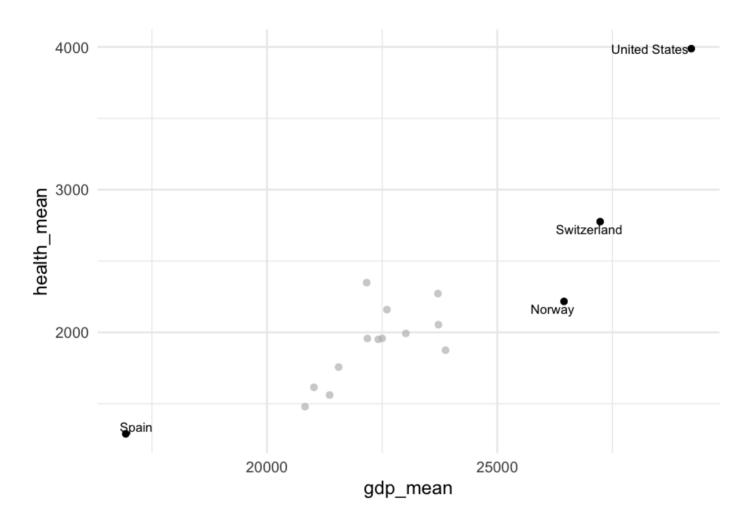
Outliers



Combine with highlighting

```
library(gghighlight)
ggplot(by_country, aes(gdp_mean, health_mean)) +
  geom_point() +
  gghighlight(gdp_mean > 25000 | gdp_mean < 20000) +
  geom_text_repel(aes(label = country))</pre>
```

 Notice you only have to specify the points to highlight and geom_text_repel will then only label those points

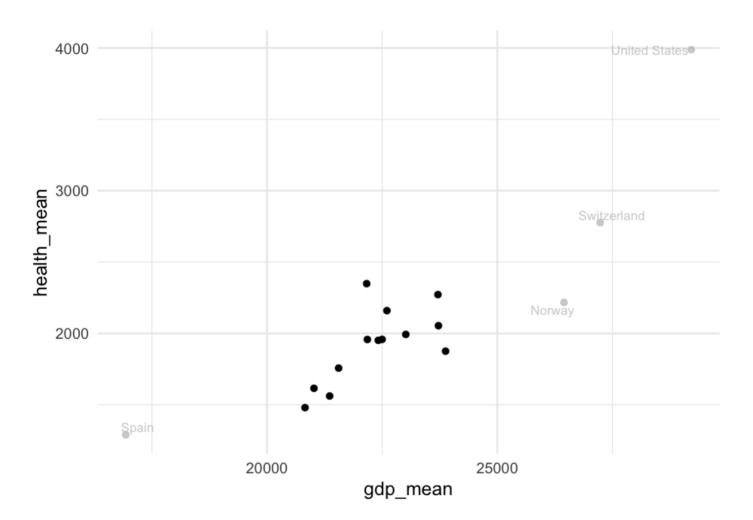


Combine with highlighting

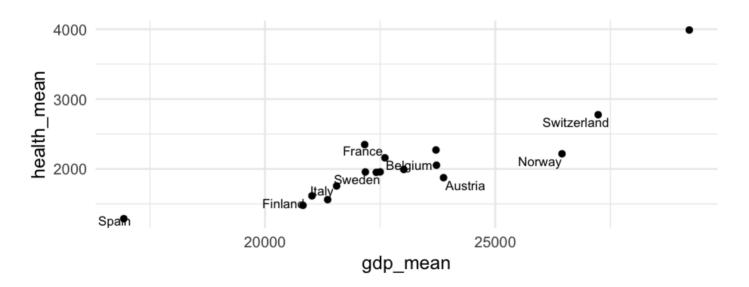
Switch to make outliers grayed out and labeled

Note I found the exact gray color by looking at the source code. Specifically, it is the output from

```
ggplot2::alpha("grey", 0.7)
```

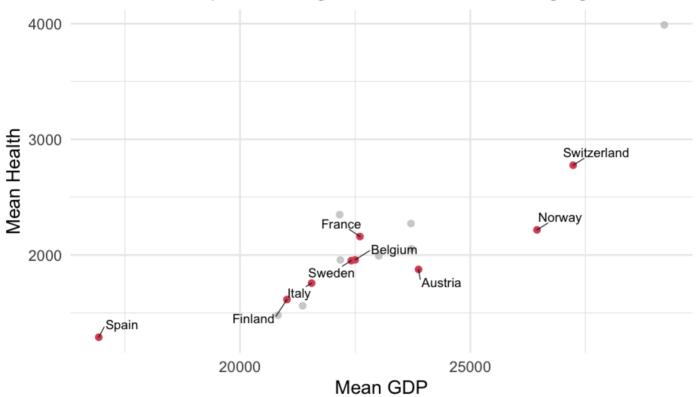


By group



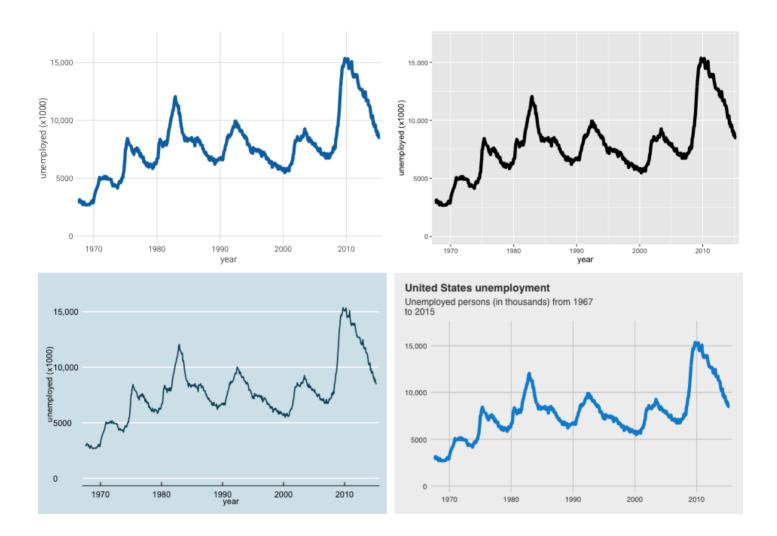
By group

GDP and Health Countries with a presumed organ donation consent are highlighted



Data from the General Social Science Survey, Distributed through the socviz R package

Themes (quickly)



ggthemes

- Good place to start. All sorts of themes.
- Includes color scales, etc., that align with themes
- You can even conform with other software
 - fit into an economics conference with theme_stata

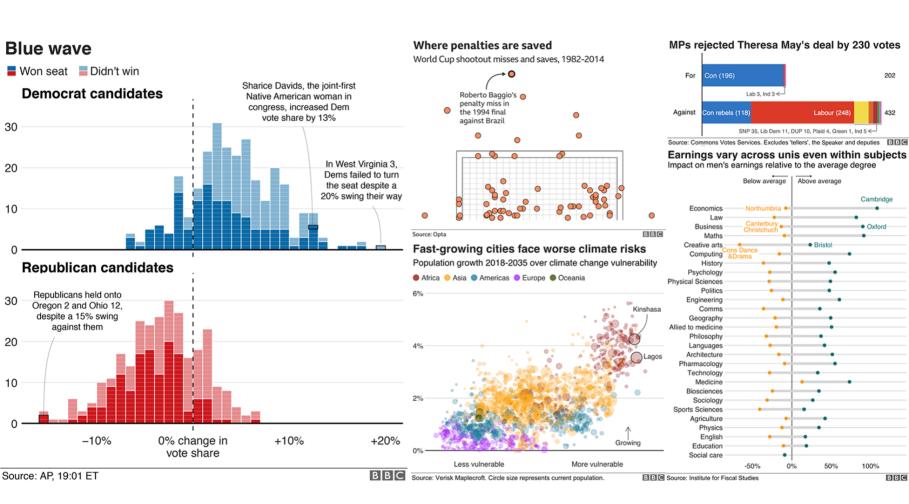
See the themes here

BBC

The BBC uses ggplot for most of its graphics. They've developed a package with a theme and some functions to help make it match their style more.

See the repo here

Their Journalism Cookbook is really nice too



ggthemeassist

- Another great place to start with making major modifications/creating your own custom theme
- Can't do everything, but can do a lot
- See here

[demo]

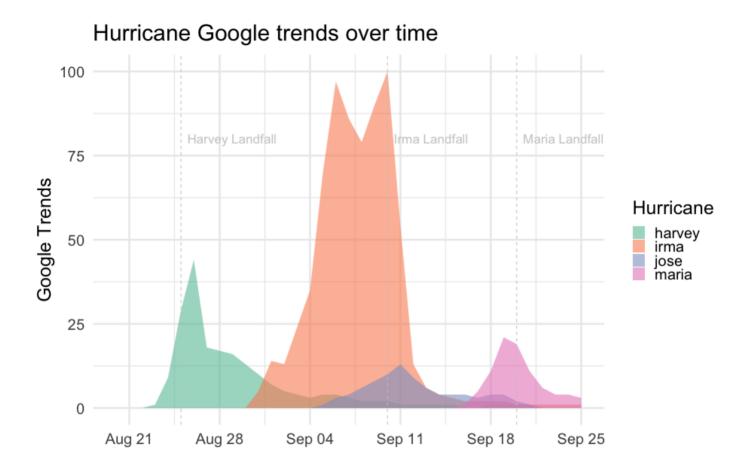
theme() for everything else

- You can basically change your plot to look however you want through theme
- Generally a bit more complicated
- I've used ggplot for *years* and only really now gaining fluency with it

Quick example

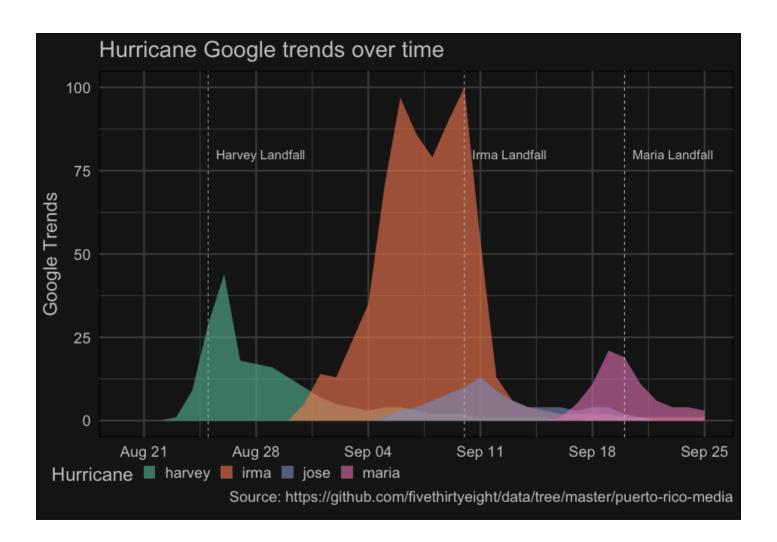
From Lab 3

```
p <- ggplot(g, aes(date, interest)) +</pre>
  geom_ribbon(aes(fill = hurricane, ymin = 0, ymax = interest),
              alpha = 0.6) +
  geom_vline(aes(xintercept = date), landfall,
             color = "gray80",
             lty = "dashed") +
  geom_text(aes(x = date, y = 80, label = hurricane), landfall,
            color = "gray80",
            nudge x = 0.5,
            hiust = 0) +
  labs(x = "",
      v = "Google Trends",
       title = "Hurricane Google trends over time",
       caption = "Source: https://github.com/fivethirtyeight/data
  scale_fill_brewer("Hurricane", palette = "Set2")
```



Source: https://github.com/fivethirtyeight/data/tree/master/puerto-rico-media

```
p + theme(panel.grid.major = element_line(colour = "gray30"),
          panel.grid.minor = element line(colour = "gray30"),
          axis.text = element_text(colour = "gray80"),
          axis.text.x = element text(colour = "gray80"),
          axis.text.v = element text(colour = "gray80"),
          axis.title = element text(colour = "gray80"),
          legend.text = element_text(colour = "gray80"),
          legend.title = element_text(colour = "gray80"),
          panel.background = element_rect(fill = "gray10"),
          plot.background = element rect(fill = "grav10"),
          legend.background = element_rect(fill = NA, color = NA)
          legend.position = c(0.20, -0.1),
          legend.direction = "horizontal",
          plot.margin = margin(10, 10, b = 20, 10),
          plot.caption = element_text(colour = "gray80", vjust =
          plot.title = element text(colour = "gray80"))
```



Next time

Visualizing uncertainty

Homework 2 is also posted currently, but is technically assigned Wednesday