

Chapter 6: Visualization Design

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Motivation

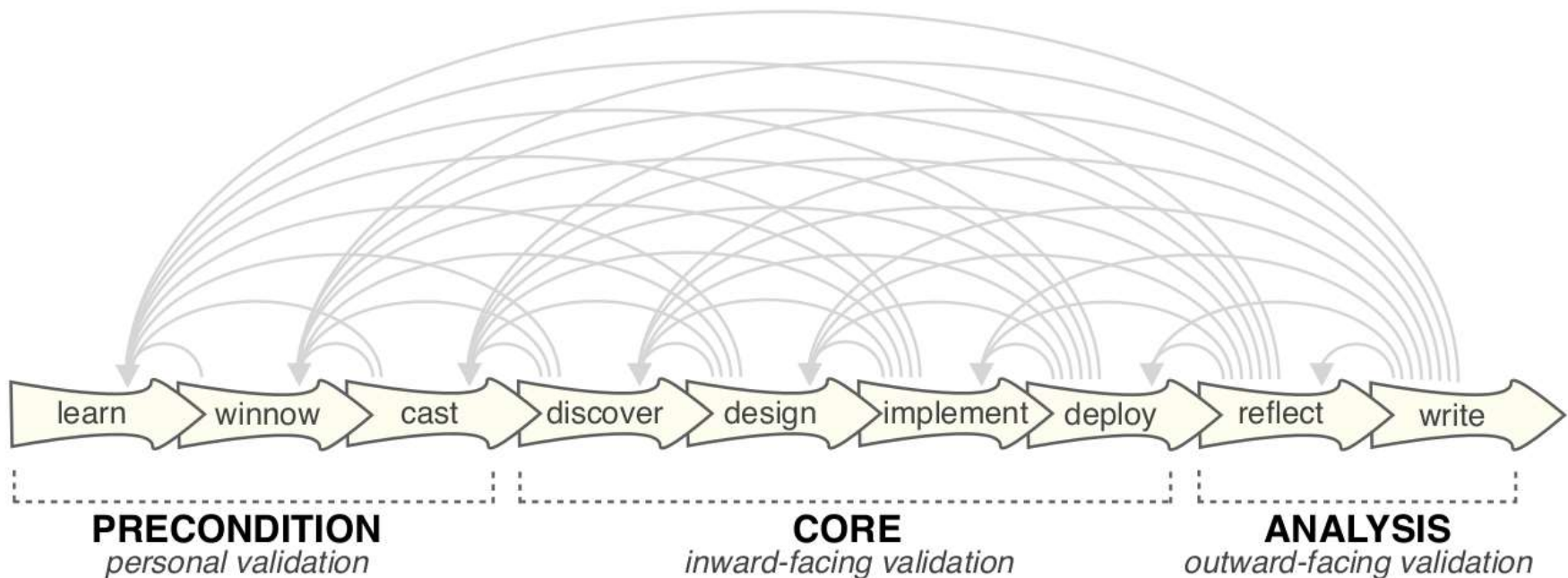
- **Lecture so far:**
 - Human visual perception
 - Visualization of multidimensional data
 - Dimensionality Reduction
 - Visualization of graphs
- How to use this knowledge to **produce software that is useful for collaborators** (e.g., biologists):
 - Visualization Design Process
 - Classification of Marks and Channels
 - Visualization Pipelines
 - Example Systems

Section 6.1:

Visualization Design Process

Methodology for Visualization Design

- Nine-stage design methodology [Sedlmair et al. 2012]
 - Guidelines for developing visualization software prototypes for scientific collaborators

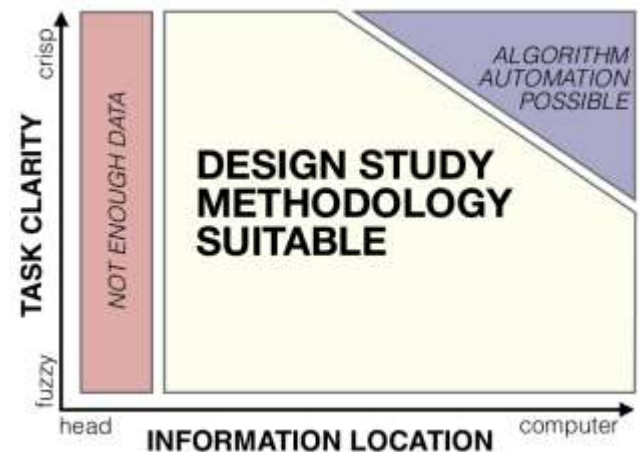


Learn

- **Perception:** Be aware of limitations of the human visual system
- **Techniques:** Have a broad perspective of available tools
 - Explains “superficial” treatment of alternative techniques within this lecture
 - Assignments provide opportunity to become familiar with widely applicable software packages
- **Methodology:** Know how to build collaborations and create systems
 - Today’s lecture!
- **Read up** on literature relevant to your project!

Winnow

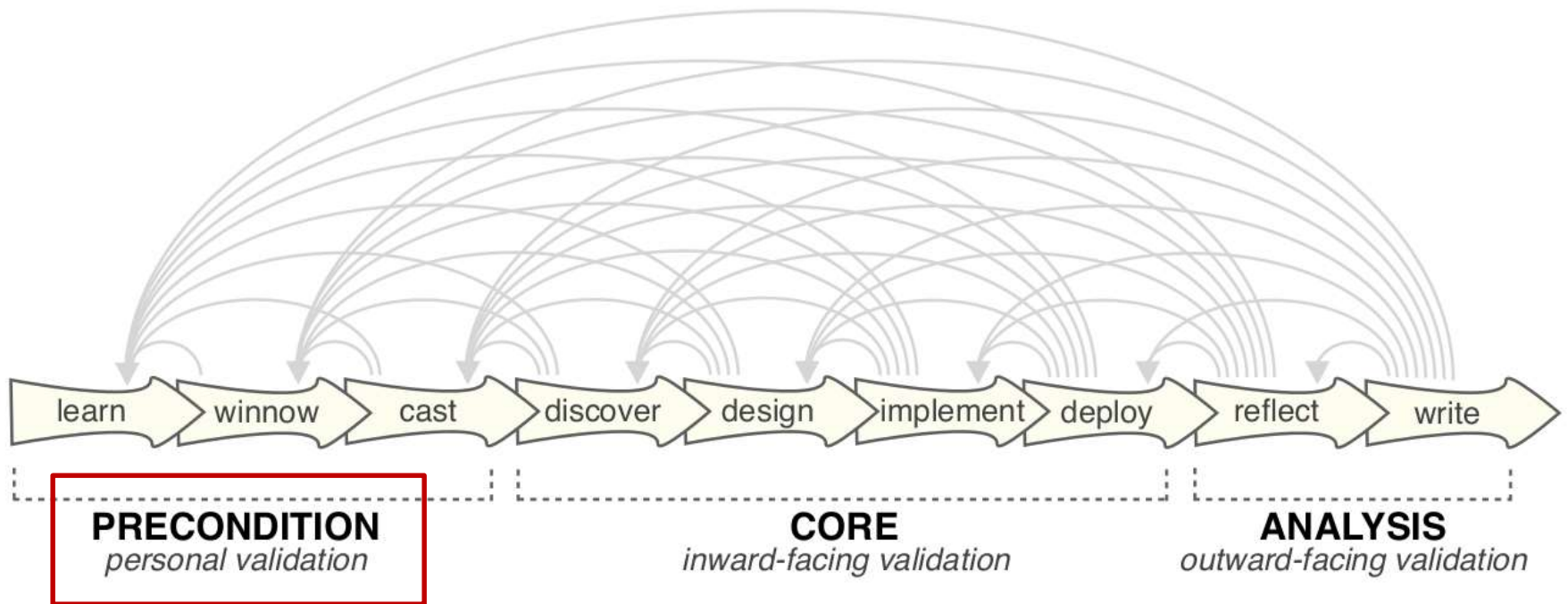
- Selection of collaborators / projects
 - “Talk with many, stay with few”
- **Practical Criteria:**
 - Does data exist, is it enough, can I have it?
 - Can I and can they devote enough time?
- **Intellectual Criteria:**
 - Is the problem interesting and relevant?
 - Do existing solutions suffice?
 - Is visualization suitable?
- **Interpersonal Criteria**



Cast

- Be aware of **important roles** in the project
 - **Front line analyst** (e.g., PhD student)
 - User of your tool
 - Performs day-to-day analysis of the data
 - Often generates the data
 - **Gatekeeper** (e.g., Professor)
 - Grants and denies access to data (and permission to publish about it)
 - Decides on how resources are spent
 - **Fellow tool builders**
 - Avoid relying on their characterization of the problem alone

Core Stage



Discover

- Understand the domain user's **research questions, data analysis problems, and tasks**
- **Methods:**
 - *Talking*: Iterative (get feedback on your abstraction)
 - *Fly-on-the-wall*: Silently observing
 - *Contextual inquiries*: Interrupt and ask
 - *Reading* domain literature

Data Abstraction

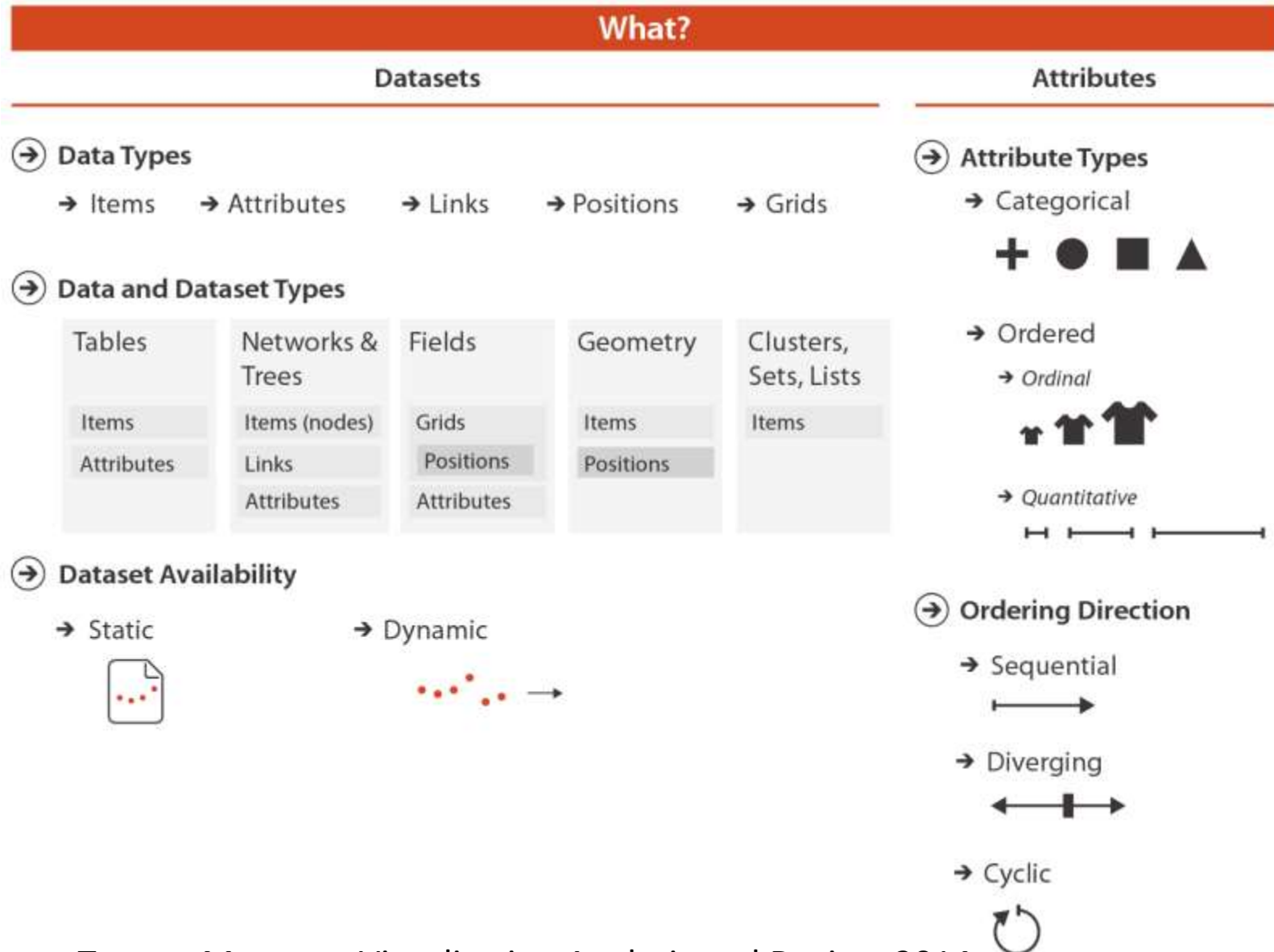
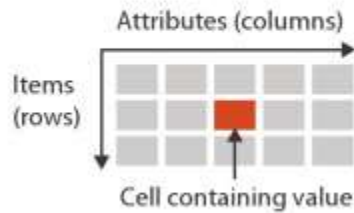


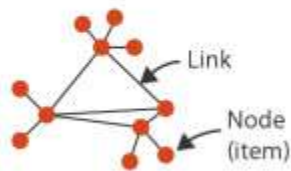
Figure from: Tamara Munzner, Visualization Analysis and Design, 2014

Data Abstraction: Dataset Types

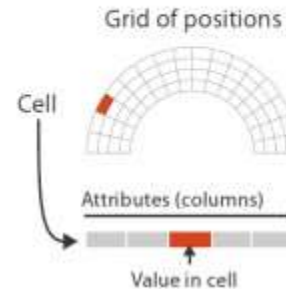
→ Tables



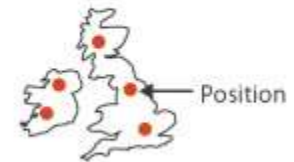
→ Networks



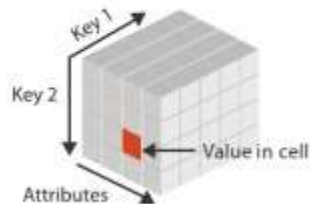
→ Fields (Continuous)



→ Geometry (Spatial)



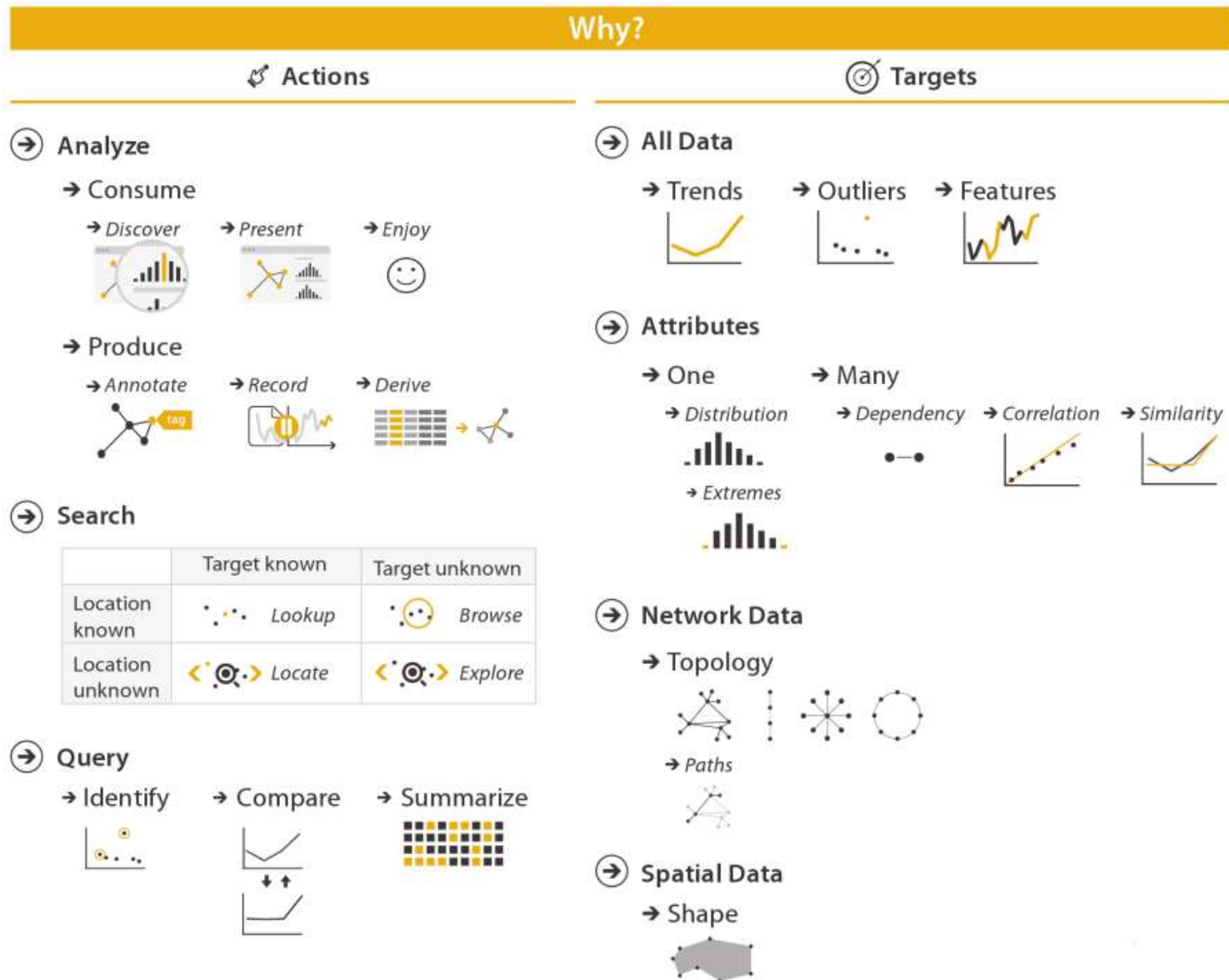
→ Multidimensional Table



→ Trees

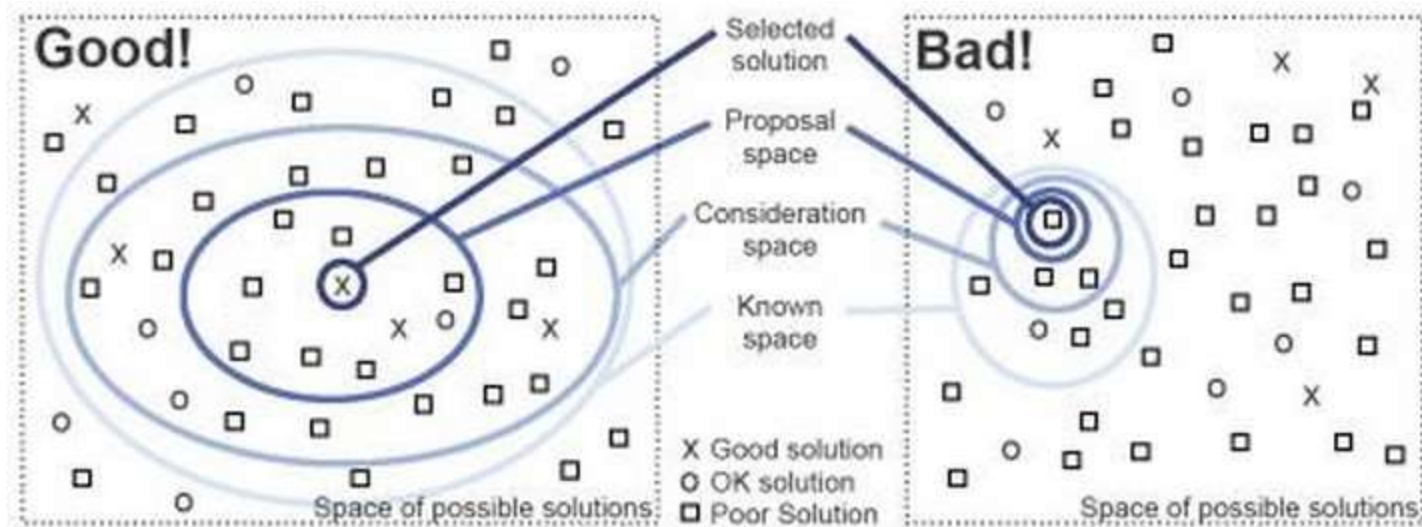


Task Abstraction

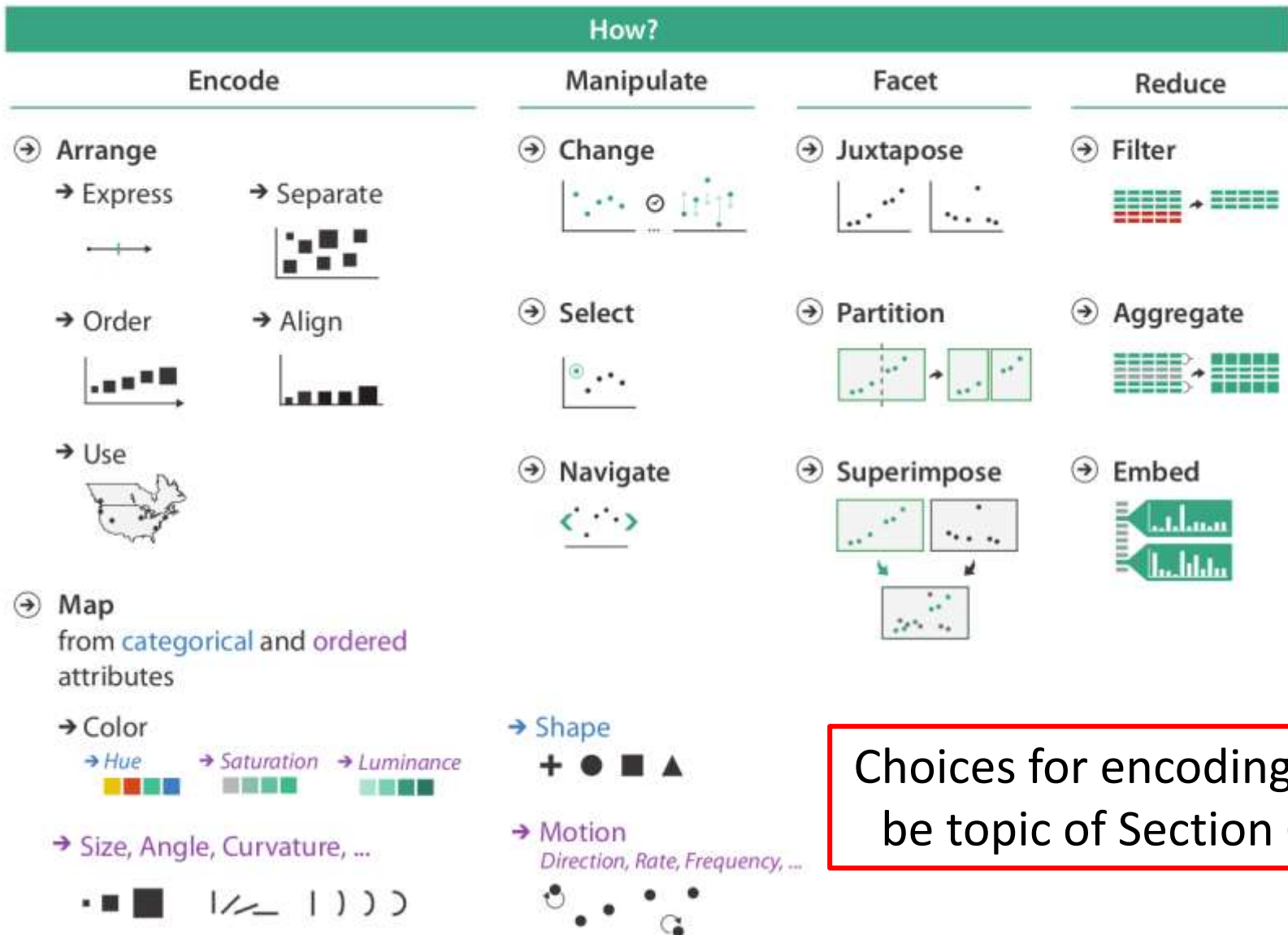


Design

- **Goal** of visualization is to create a solution
 - for a specific task
 - performed by a specific group of users
 - on specific data
- **Satisfy** users, do not attempt to **optimize**
 - contradictory objectives are the norm



How to Construct a Vis Idiom



Choices for encoding will be topic of Section 6.2

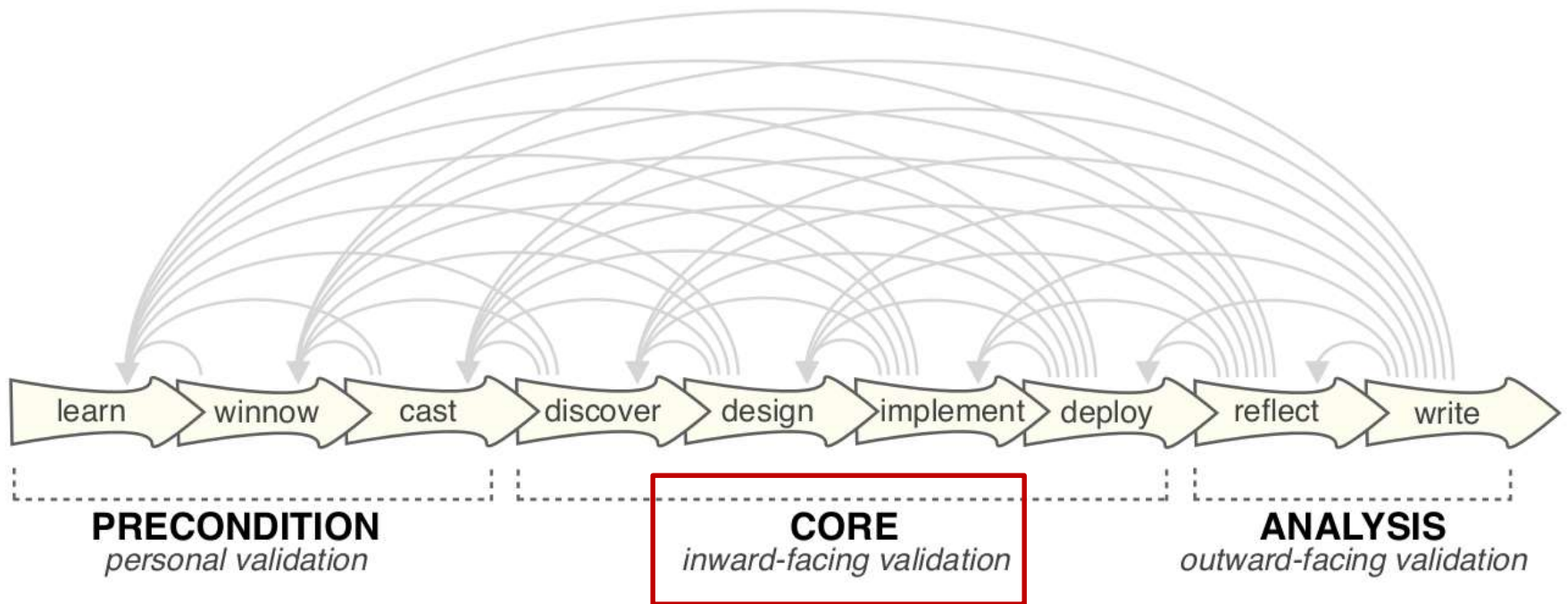
Implement

- **Prototypes** help confirm that you've correctly analyzed the users' needs
 - Avoid investing lots of time in creating a software that ends up not being used
 - Start with paper prototypes / “mock-ups”
 - Write “throw-away” code simply and rapidly
 - Make use of existing infrastructure
- Find middle ground on **usability**
 - With too little usability, tool will not be used
 - Usability should not push utility out of focus

Deploy

- Release your software “into the wild”
- **Validate** benefit from tool:
 - Faster or more accurate analysis
 - New insights (which might enable a higher degree of automation)
- **Case study:** Solve specific real problem with real users and real data
 - **Usage scenario:** Real data, analysis done by developer of tool
 - **Pair analytics:** Insight gained in tandem by computer / data and domain scientist

Analysis Stage

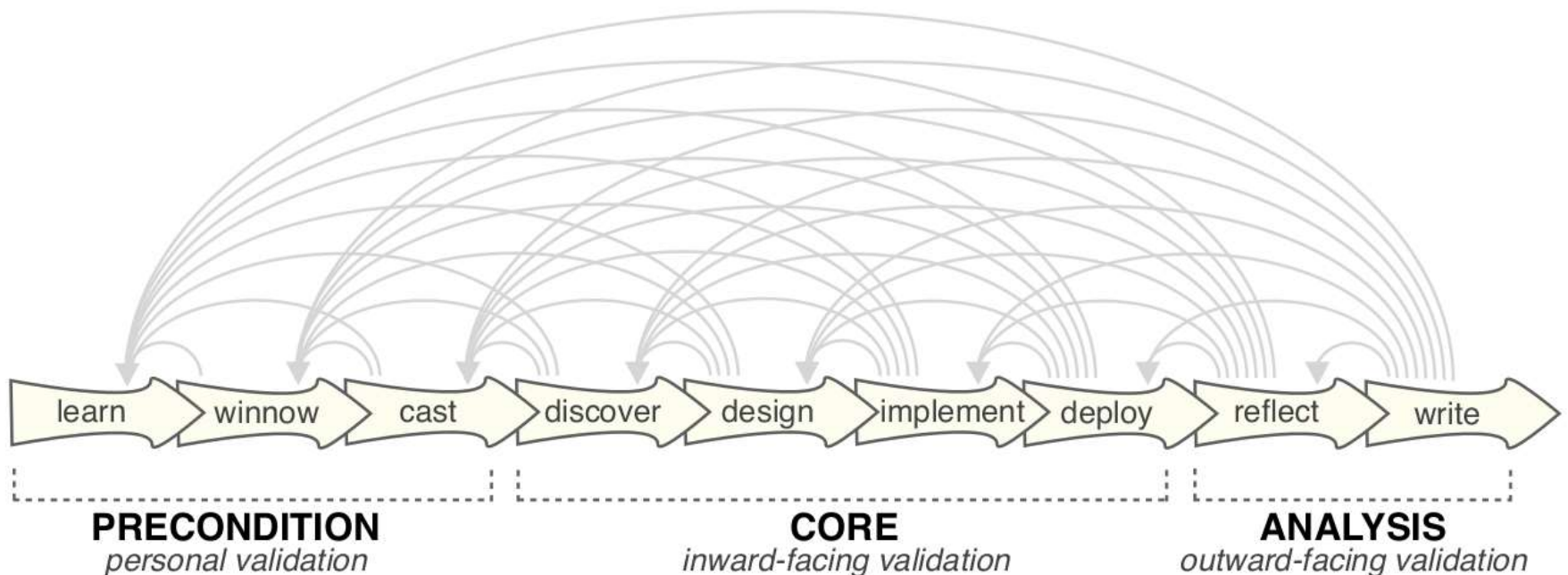


Reflect / Write

- **Reflect** on what you've learned from building the tool
 - How to do better next time?
 - Confirm, refine, reject, propose guidelines
- In an academic context, **report** on your tool in a thesis / scientific paper
 - Describe the tool and evaluation
 - Justify design choices
 - Discuss lessons learned

Summary: Nine-Stage Process

- Nine-stage design methodology provides useful guidance / structure for interdisciplinary collaborations
- Helps avoid missing important steps



Section 6.2: Marks and Channels

What are Marks and Channels?

- **Marks** are geometric primitives

→ Points



→ Lines



→ Areas



- **Channels** control visual appearance of marks

→ Position

→ Horizontal



→ Vertical



→ Both



→ Color



→ Tilt



→ Shape



→ Size

→ Length



→ Area

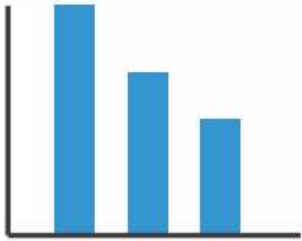


→ Volume



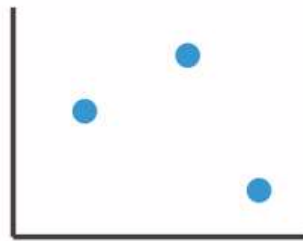
Combining Marks and Channels

- You can analyze common visualization idioms as combinations of marks and channels:



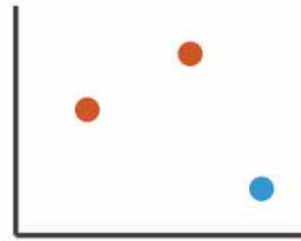
1:
vertical position

mark: line



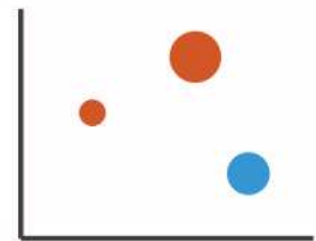
2:
vertical position
horizontal position

mark: point



3:
vertical position
horizontal position
color hue

mark: point



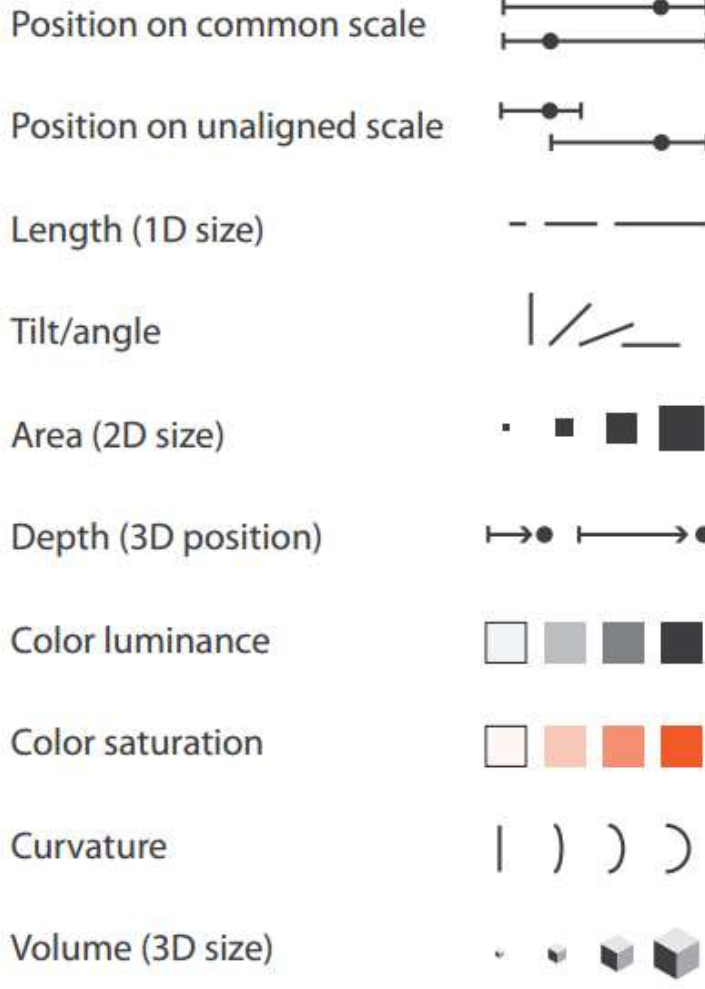
4:
vertical position
horizontal position
color hue
size (area)

mark: point

Effectiveness of Channels

Channels: Expressiveness Types and Effectiveness Ranks

➔ Magnitude Channels: Ordered Attributes



➔ Identity Channels: Categorical Attributes

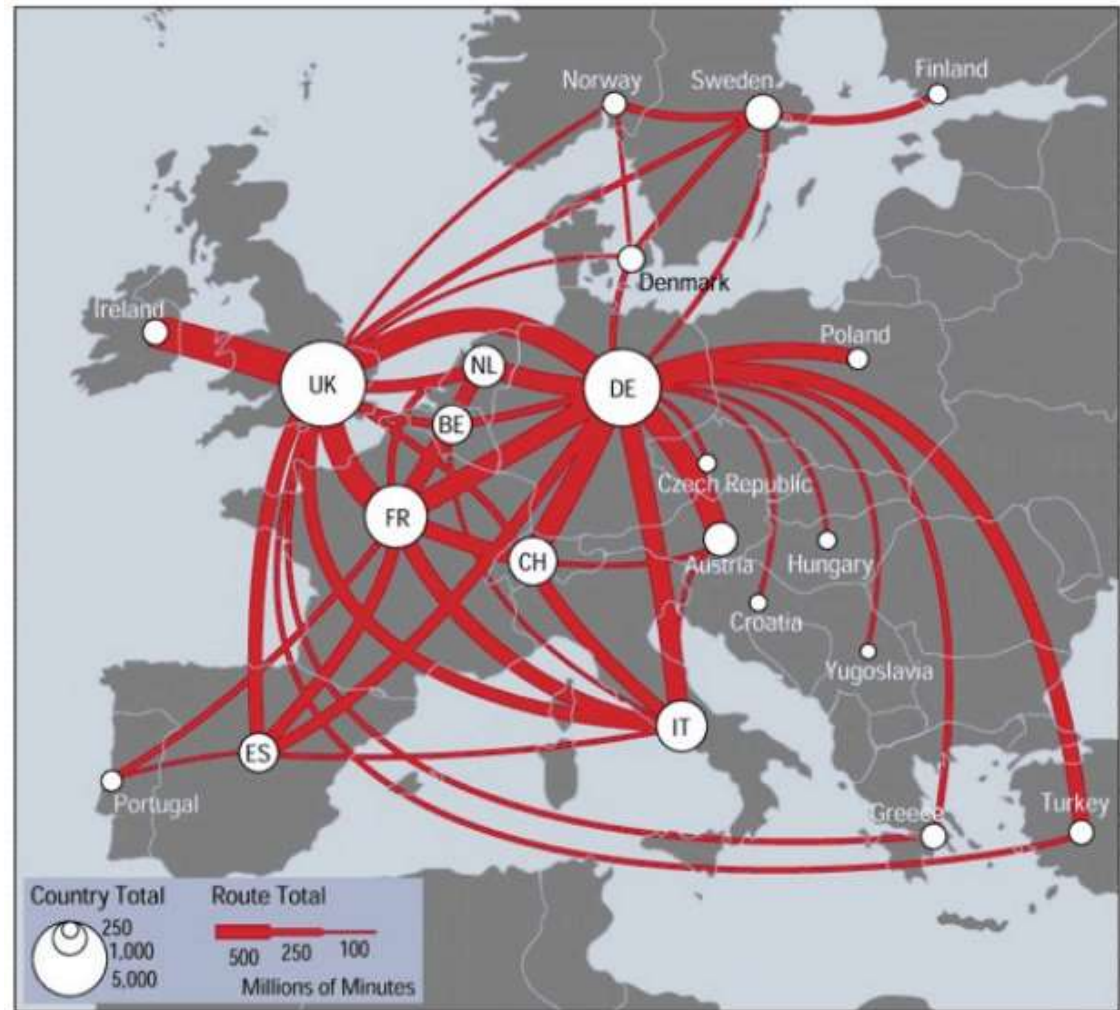


- **Effectiveness Principle:**
Most important attributes should use highest ranked channels
- **Expressiveness Principle:**
Match channel and data characteristics

[VAD Fig 5.1]

Expressiveness: How Many Levels?

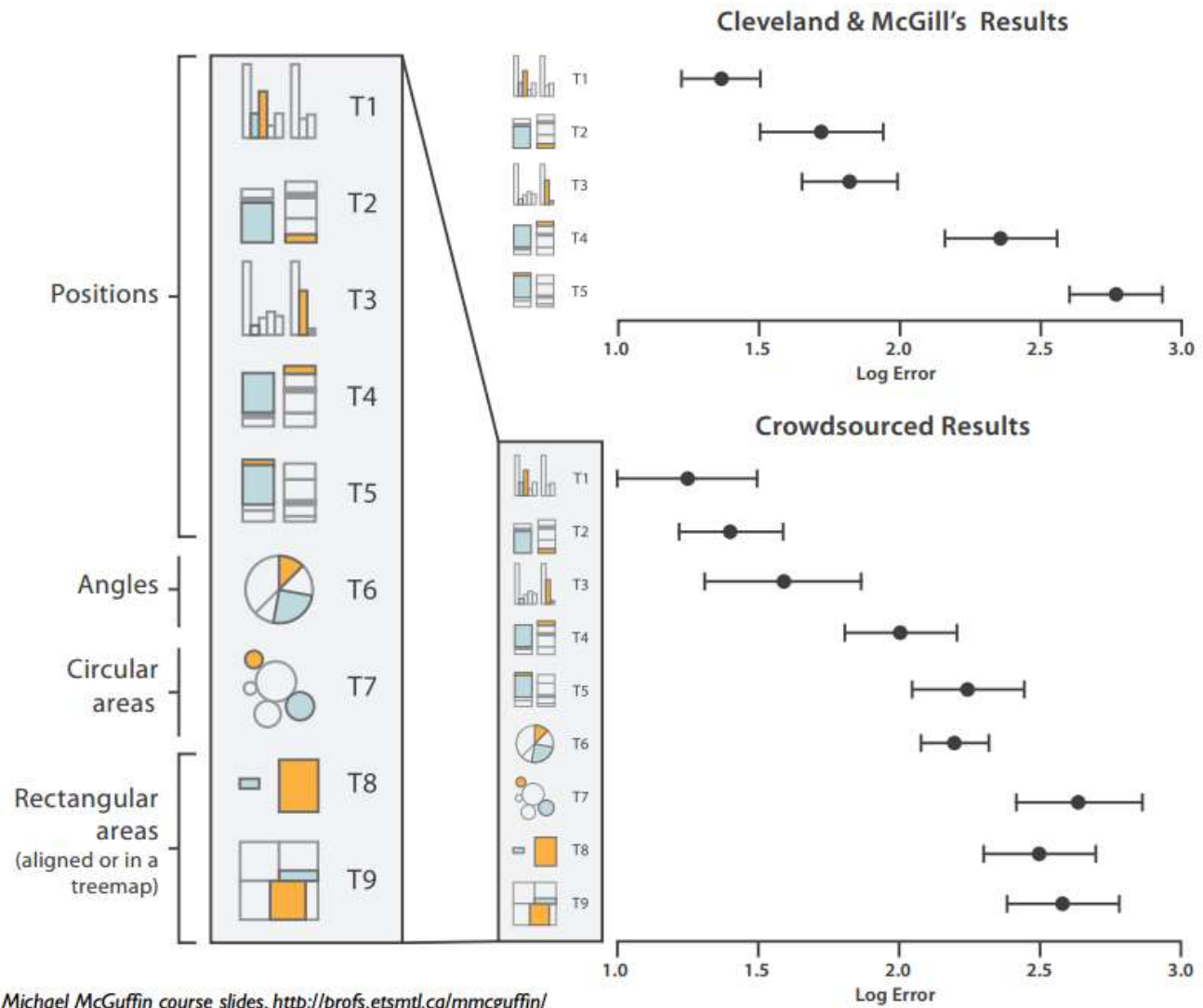
- Some channels only allow us to reliably distinguish between few levels
- Verify that this matches your number of attributes
- Bin if needed



[mappa.mundi.net/maps/maps_014/telegeography.html]

Effectiveness: How do we know?

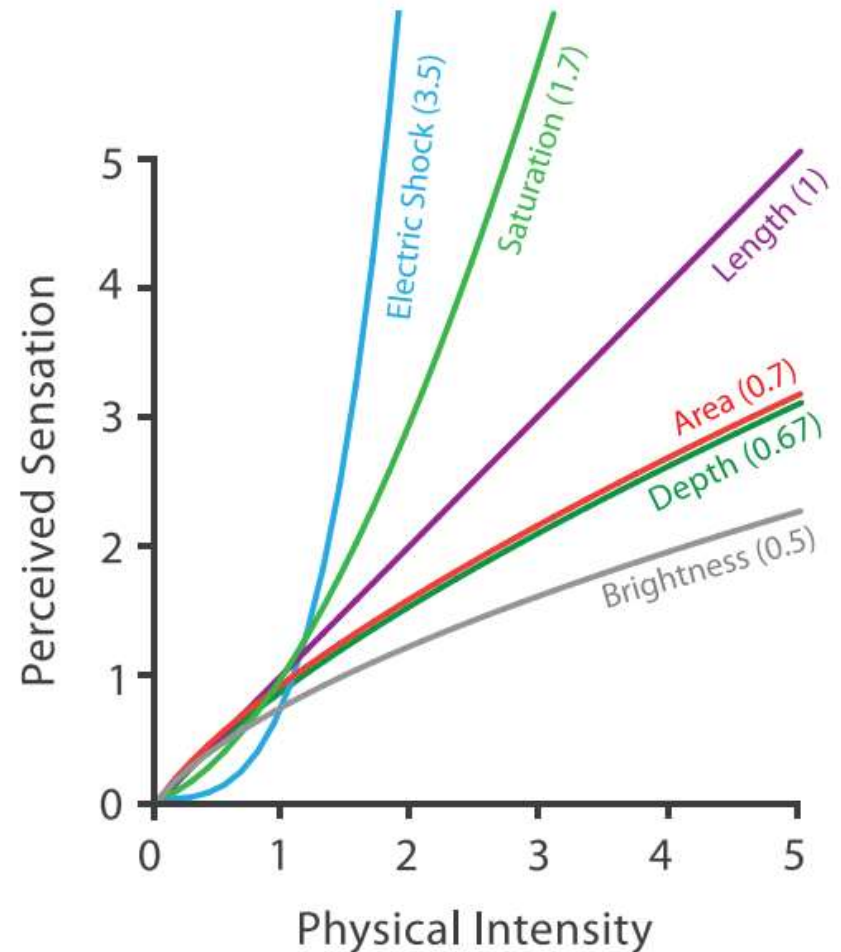
- Compare accuracy (or speed) on clearly defined tasks with different encodings



Effectiveness: Why?

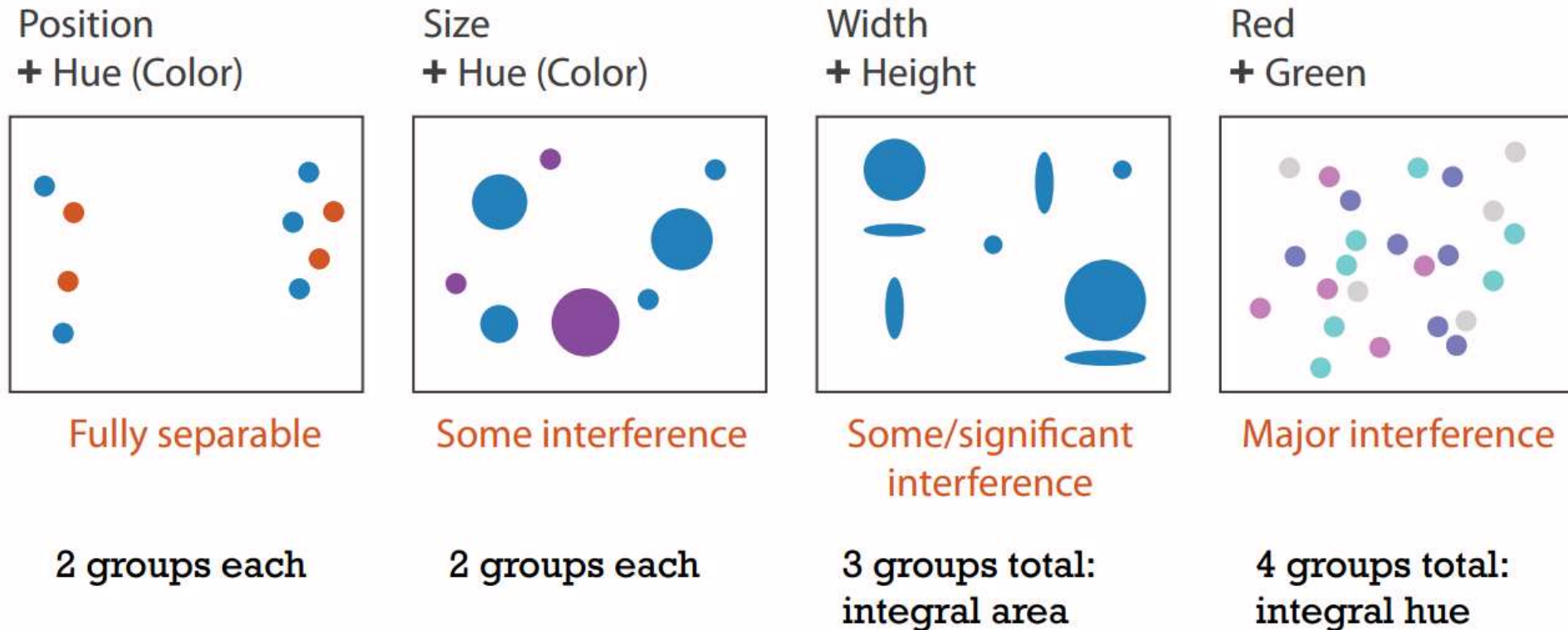
- Differences in accuracy explained by Steven's Psychophysical Power

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



Combinations of Channels

- Keep in mind separability vs. integrability:



Summary: Marks and Channels

- **Marks** are the geometrical primitives used for visualization
- **Channels** control their appearance
- Channels should be matched to data in order to be **expressive**
- Some channels are more **effective** than others
 - use those for the most important attributes!

Section 6.3:

Visualization Pipelines

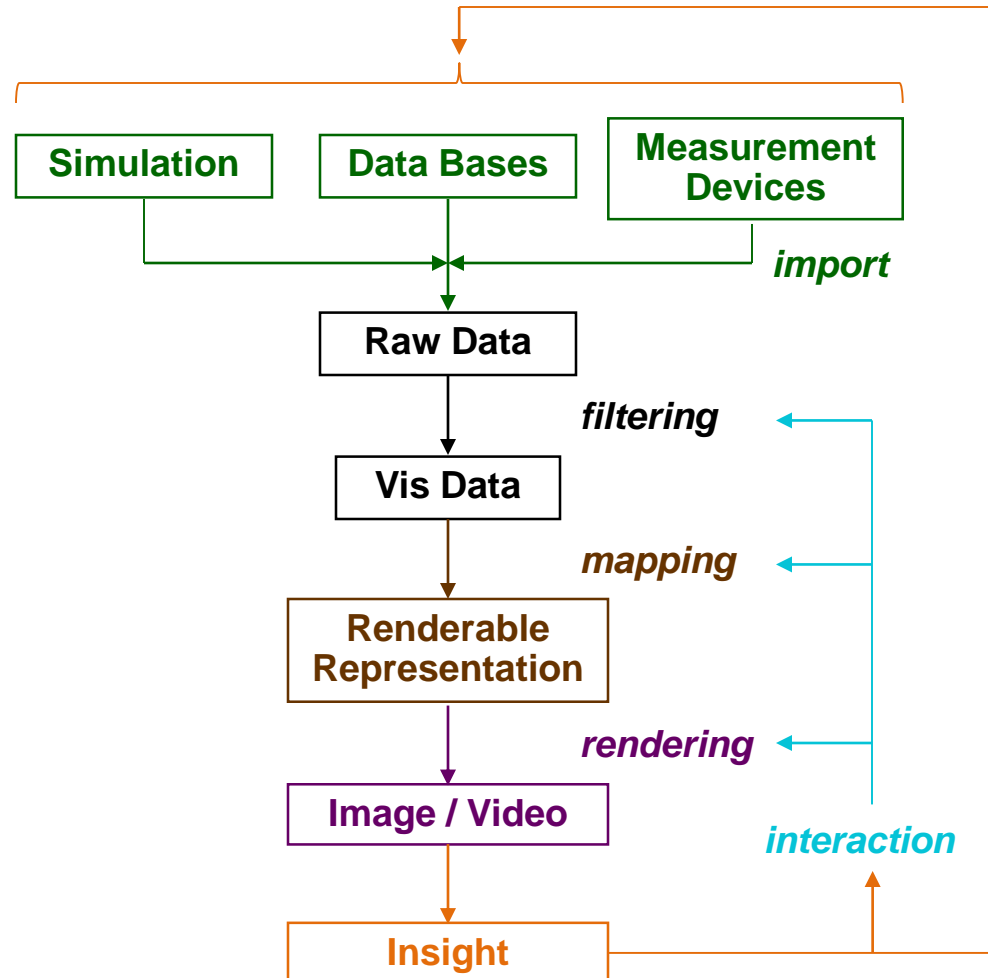
Visualization Pipelines: Motivation

- **Visualization Pipelines**
 - provide a scheme of how **data** is read in, filtered, mapped, and rendered during visualization
 - are a useful **abstraction** and common reference for many individually tailored solutions commonly found in visualization
 - guide organization of **class libraries**



Visualization Pipeline

- Most visualizations follow a common scheme:

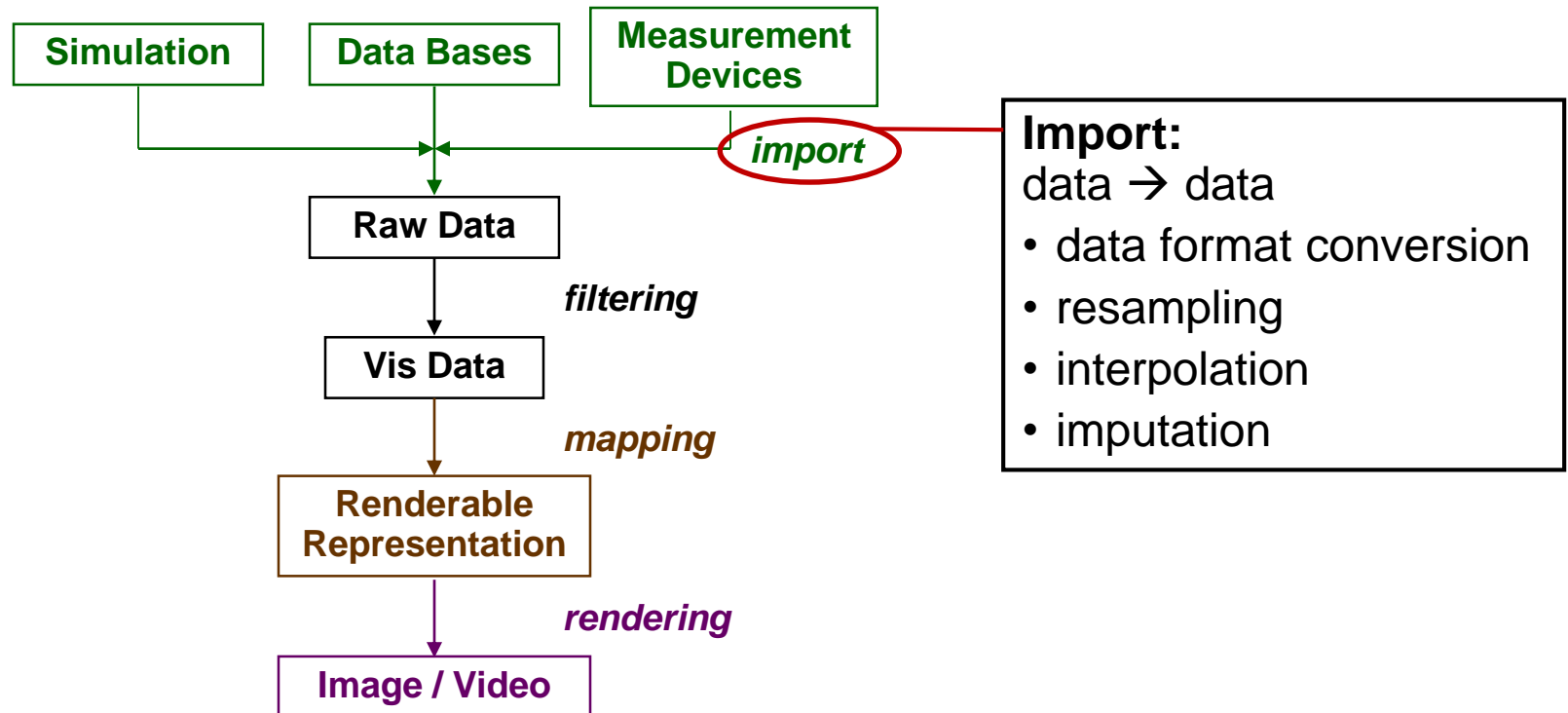


Examples of interaction:

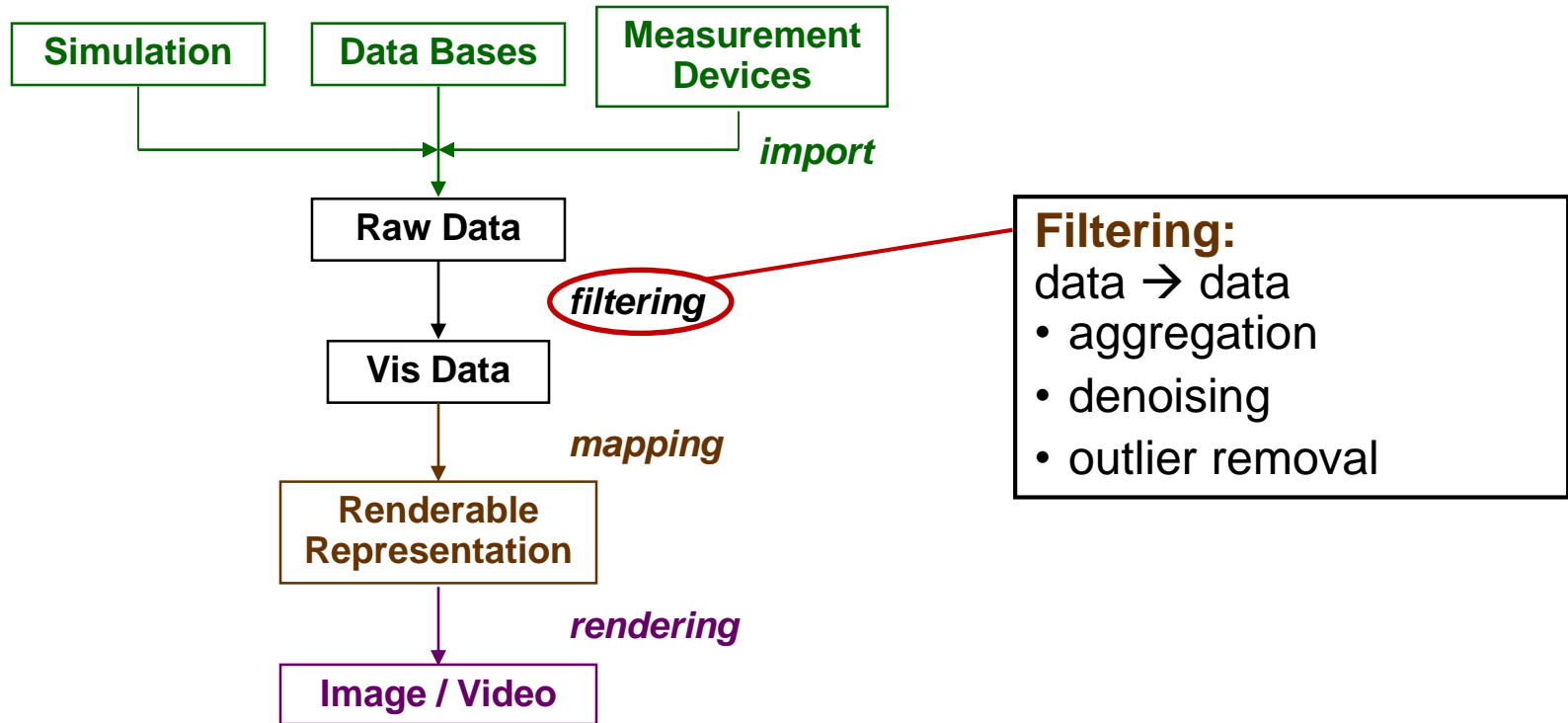
- Filter out parts of the data
- Change level of detail
- Reorder PCP axes
- Switch between visualization techniques

A crucial benefit of computer-based visualization

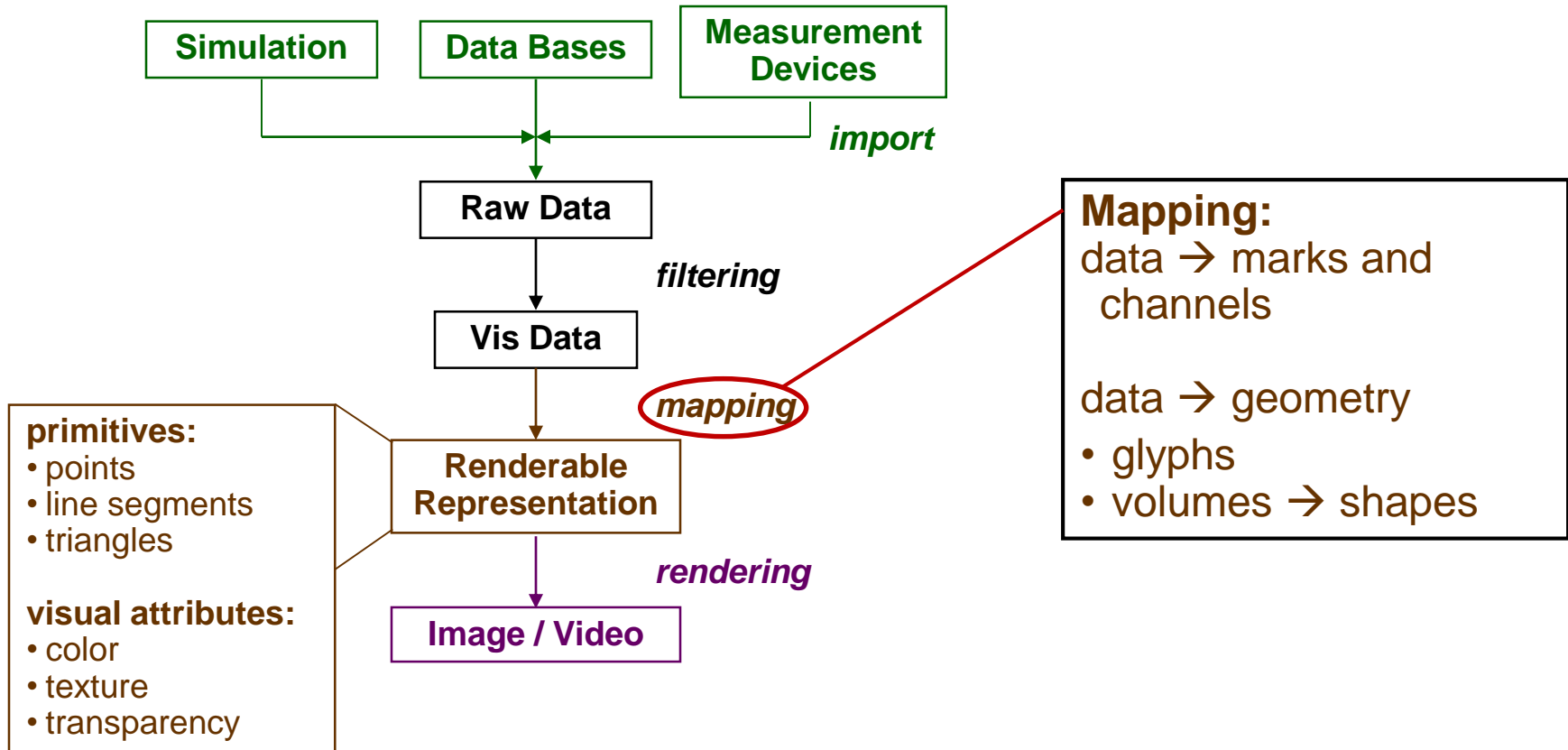
Import



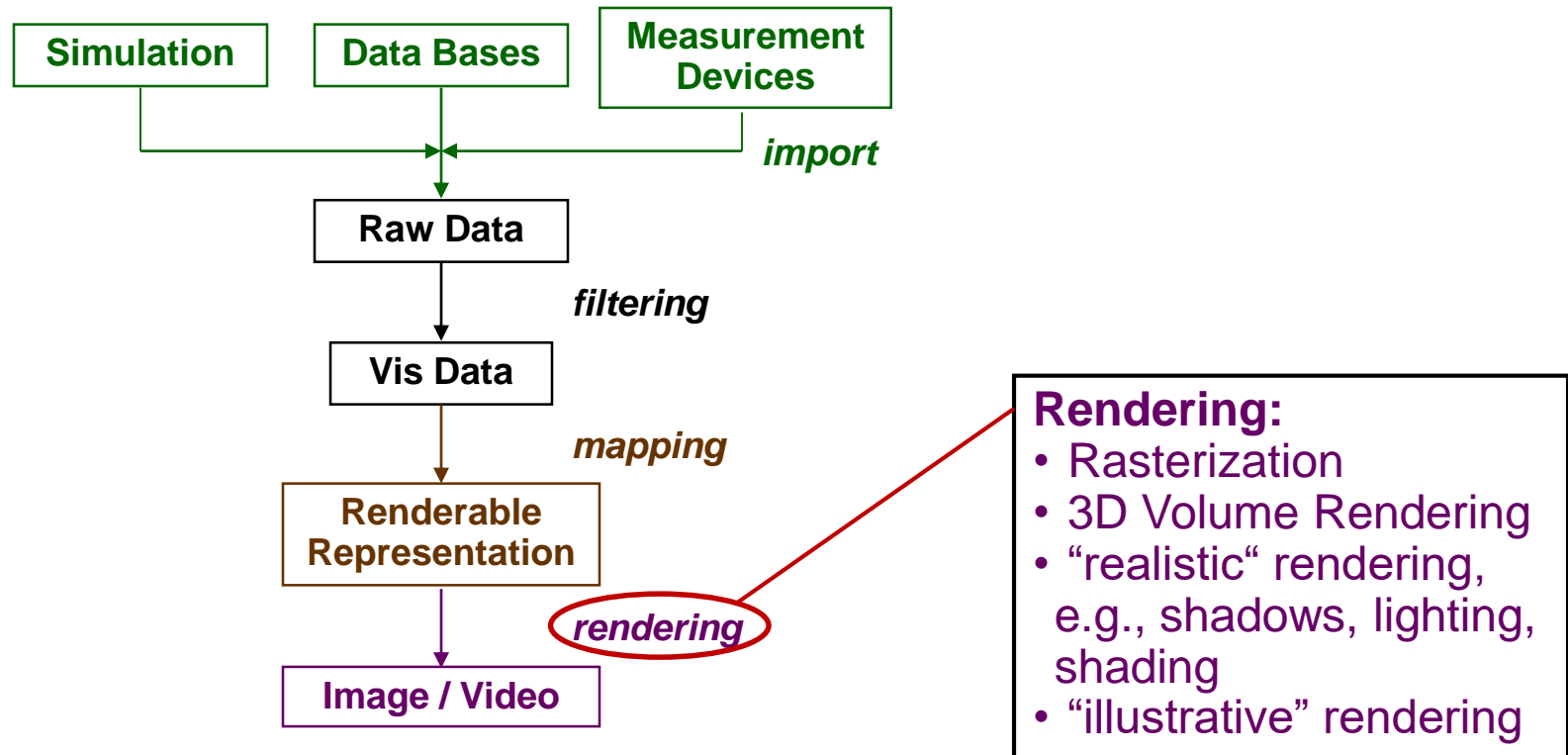
Filtering



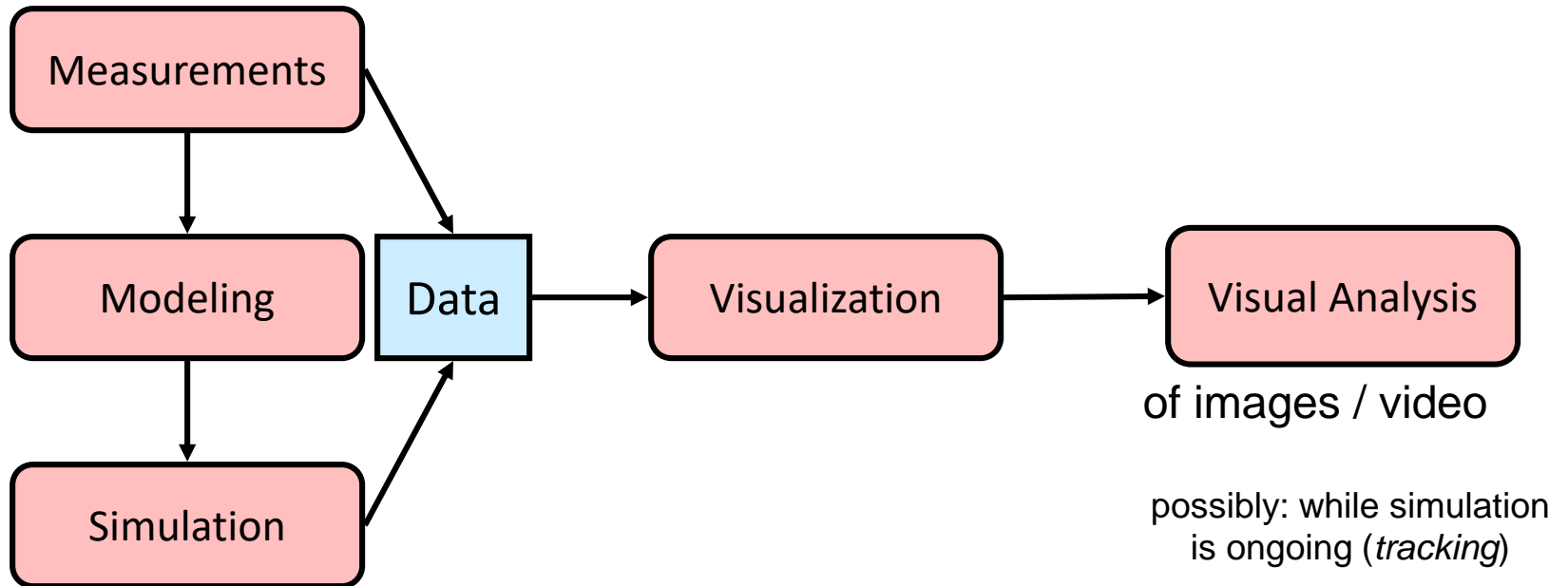
Mapping



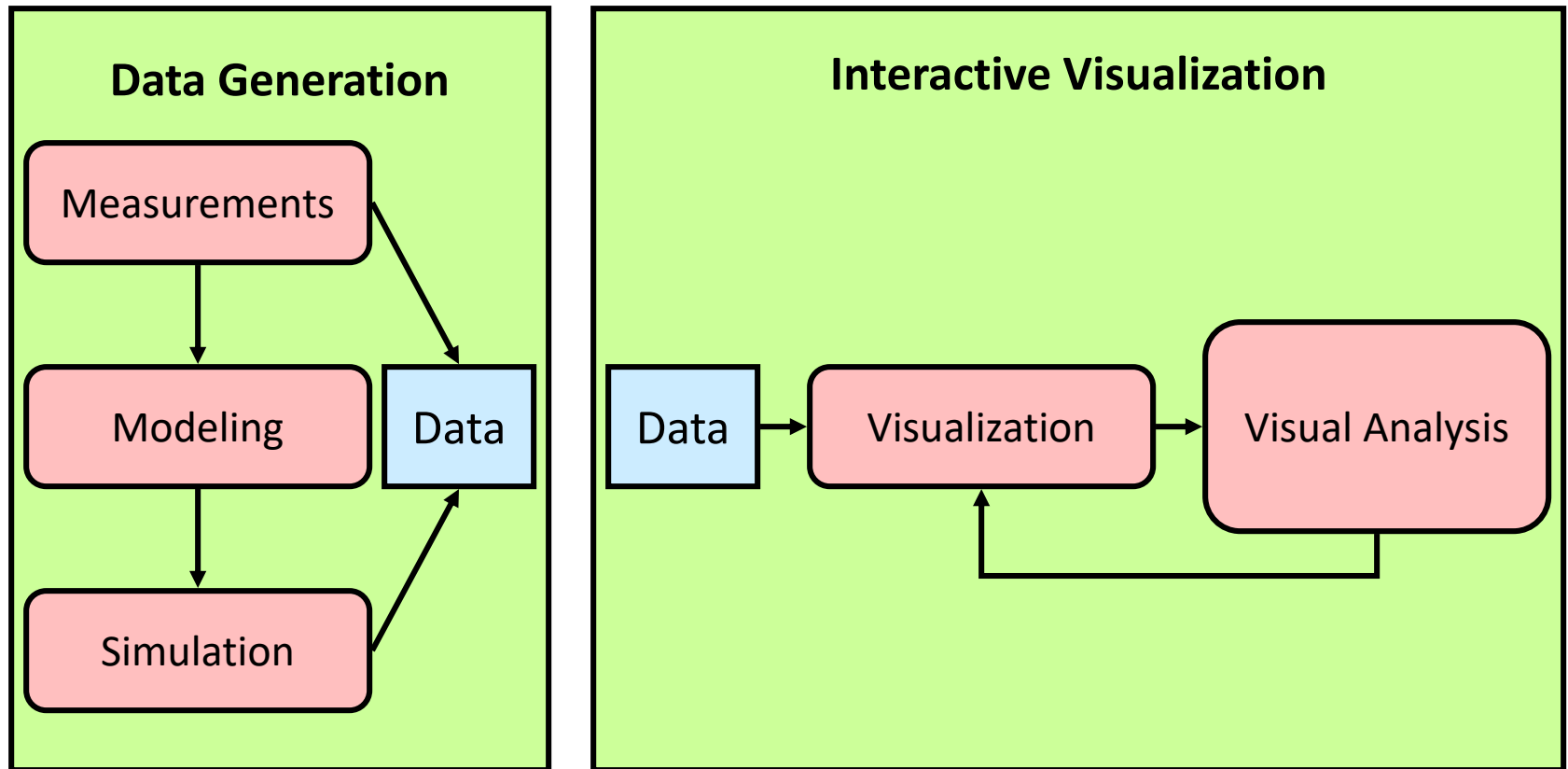
Rendering



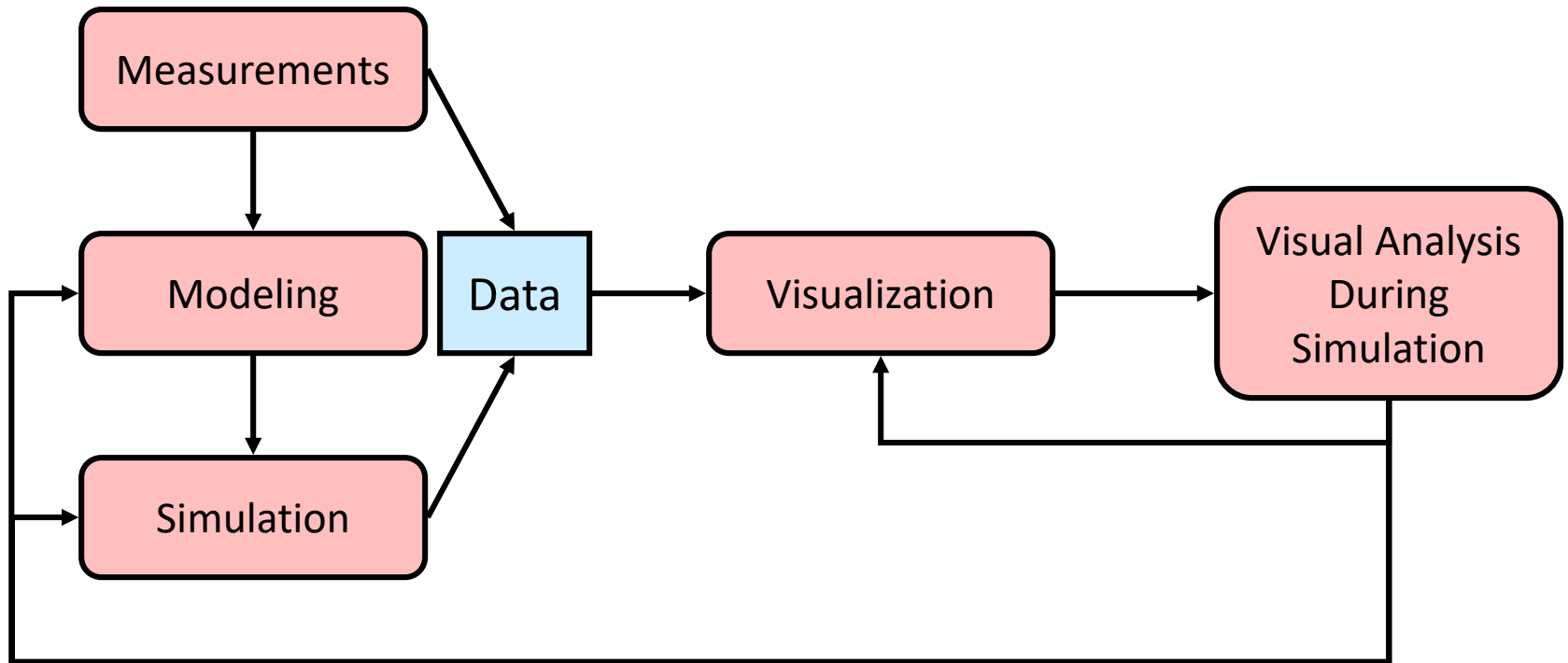
Non-Interactive Visualization



Interactive Visualization as Post-Process

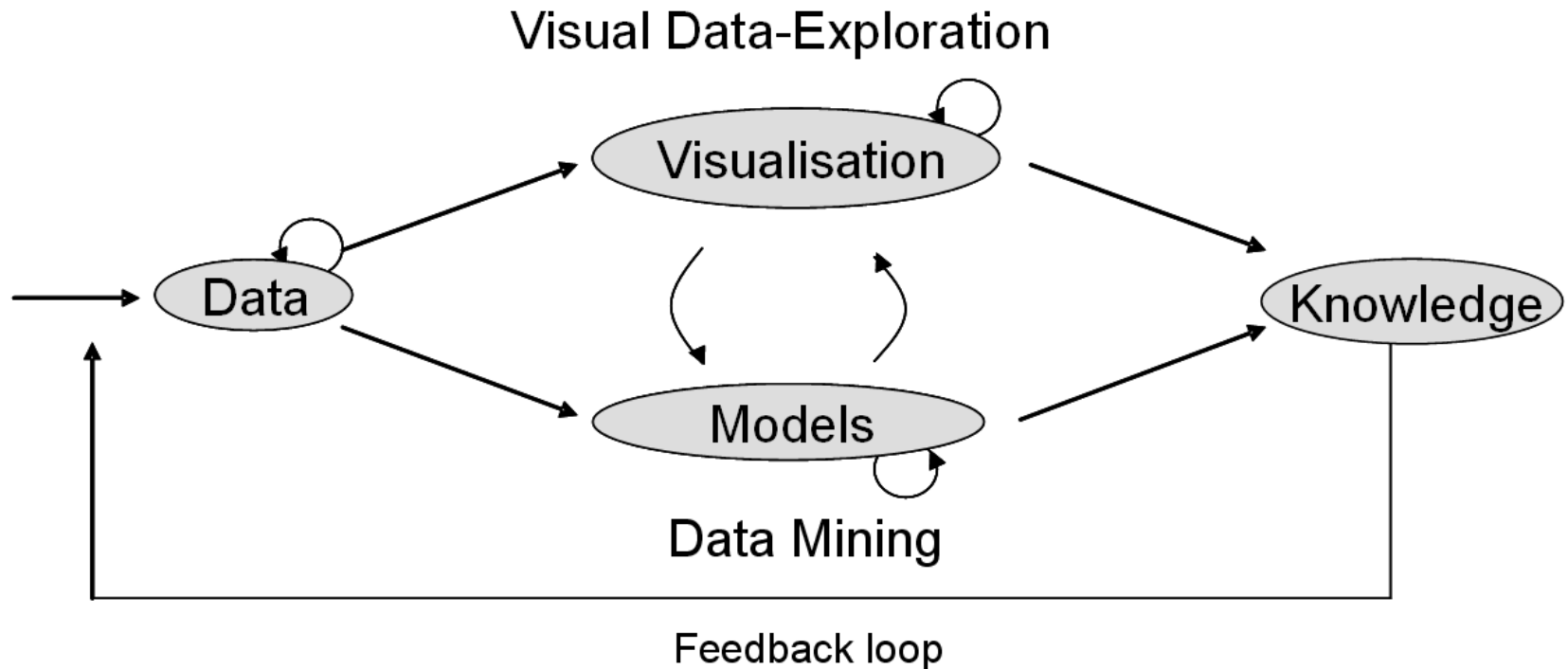


Computational Steering



Visual Analytics

- Source: Keim et al. 2008



Section 6.4:

Example System 1: Pathline

Pathline

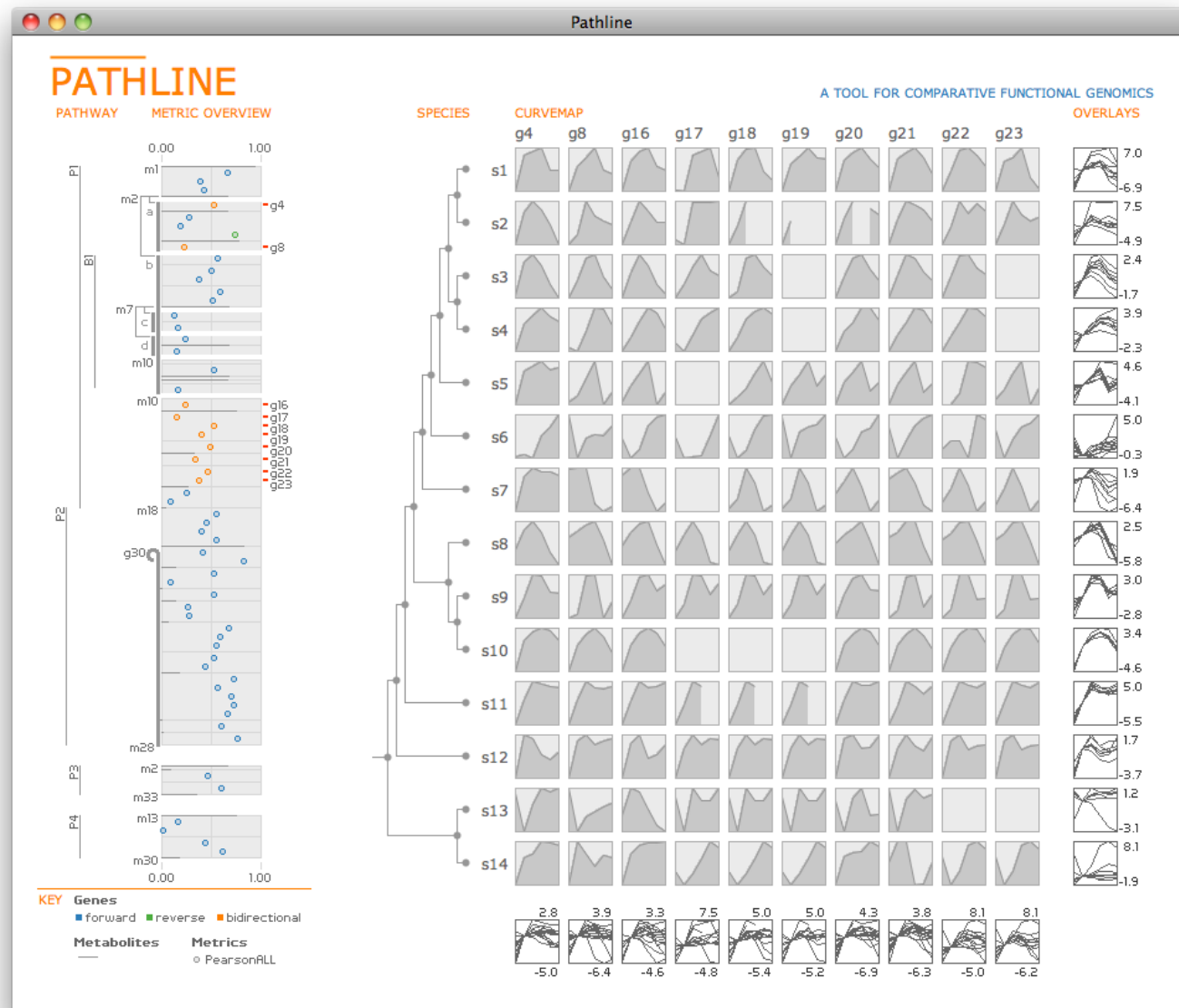
- Design study by [Meyer et al. 2010]
- **Comparative functional genomics**
 - How do gene regulation and metabolite levels in pathways evolve over time and across species?
- **Specific data: 14 species of yeast**
 - **Activity** of 6000 genes and **levels** of 140 metabolites at six points in time
 - **Metabolic pathways:** Directed graph (nodes: metabolites, edges annotated with genes)
 - **Similarity scores:** Similarities between time series measured by Pearson / Spearman correlation
 - **Phylogenetic relationship:** Tree (leaves: species) that shows differentiation of the species

Discover: Task Abstraction

- **High-level task:** Find commonalities and differences between species in the activation patterns of genes and metabolite levels
 - At which point in evolution were specific cellular processes and regulatory mechanisms introduced?
- **More specific tasks:**
 - Look for trends in a set of time series for a gene / metabolite across species
 - Look for trends across genes / metabolites in a set of time series within a species
 - Compare time series to find specific features (e.g., timing of peaks, clusters of time series etc.)

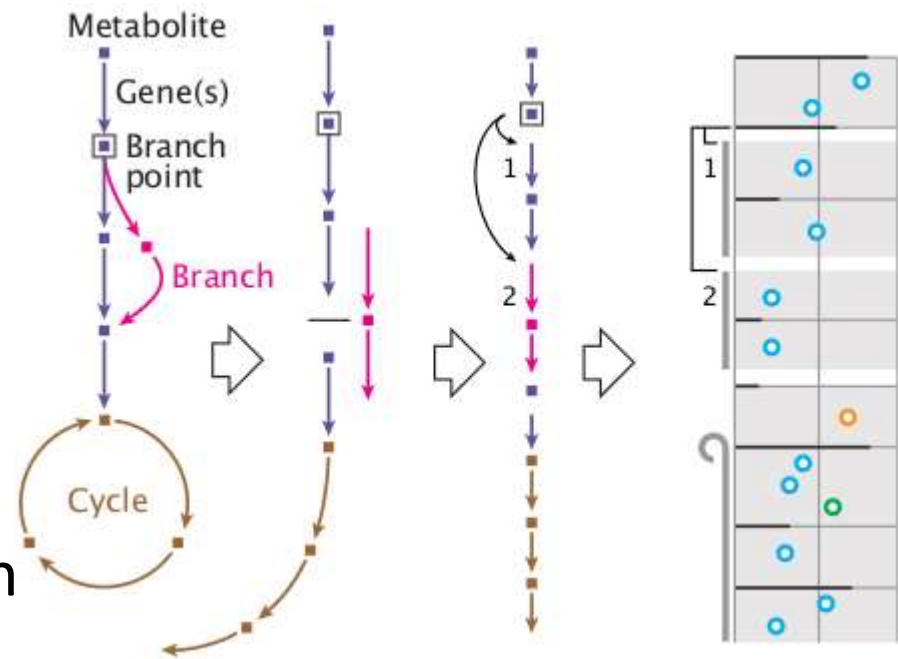
Design: Overview of System

- **Two main views:**
Linearized Pathways
vs.
Curvemap
- Can select genes for analysis in curvemap



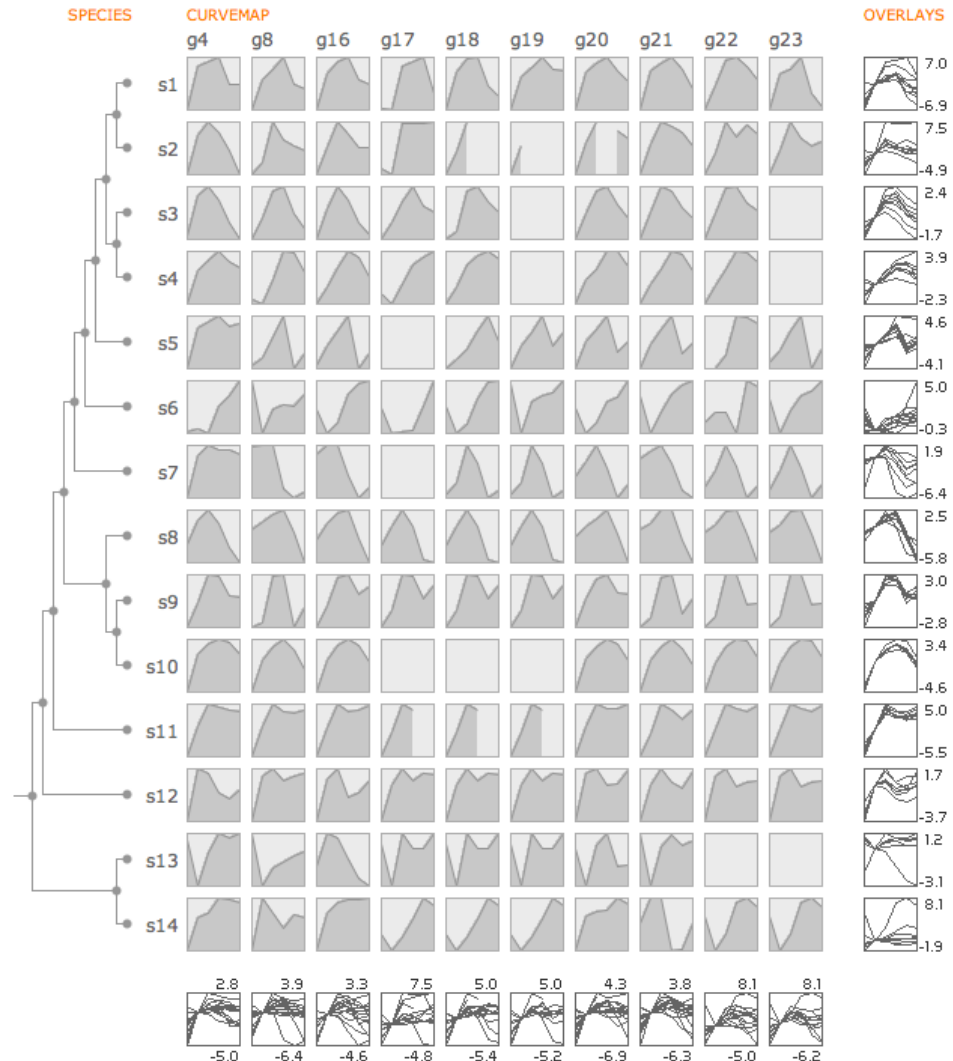
Design: Linearized Pathways

- **Goal:** Emphasize quantitative values along pathways, pathway topology is secondary
 - Unroll loops, disconnect and reinsert branches
 - Gaps indicate branches
 - Only include relevant genes / metabolites
 - Query user in case of ambiguities
 - Lines encode similarity scores of metabolites
 - Circles encode genes
 - Color indicates direction
 - Different pathways shown below each other



Design: Curvemap View

- **Matrix view**, curves in cells show protein expression / metabolite levels over time
 - Better than heat maps
- **Min/max normalization** per cell to make shape obvious
- **Aggregate views** for each row / column for more detailed comparison (incl. absolute levels)
- **Phylogenetic tree** shows how species relate



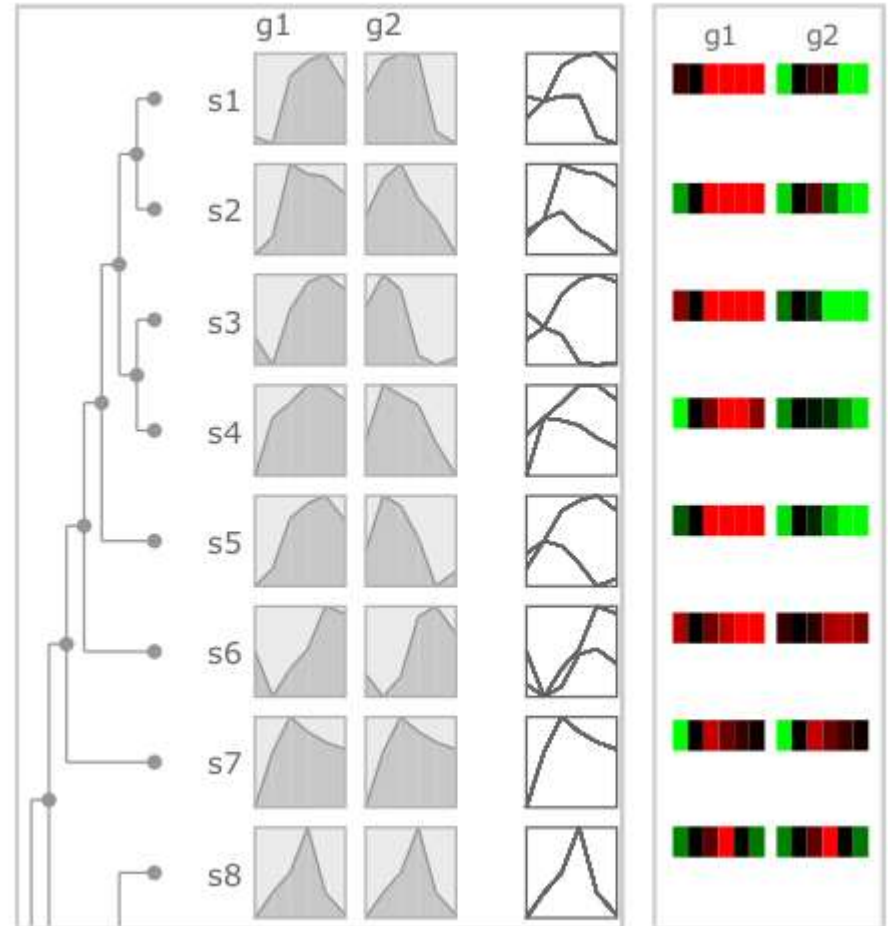
Implement

- **Interaction:**
 - Mousing over genes / metabolites in pathview shows names and numerical values
 - Clicking on them adds them to curvemmap
 - Mousing over species / gene / metabolite highlights its curve in overlay plots

Deploy: Case Study 1

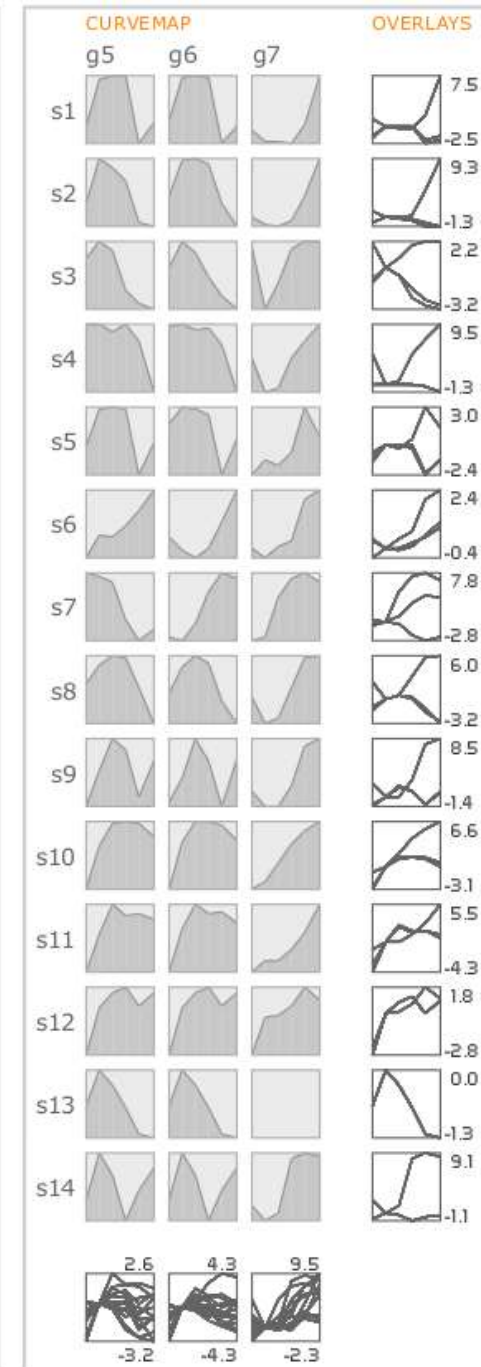
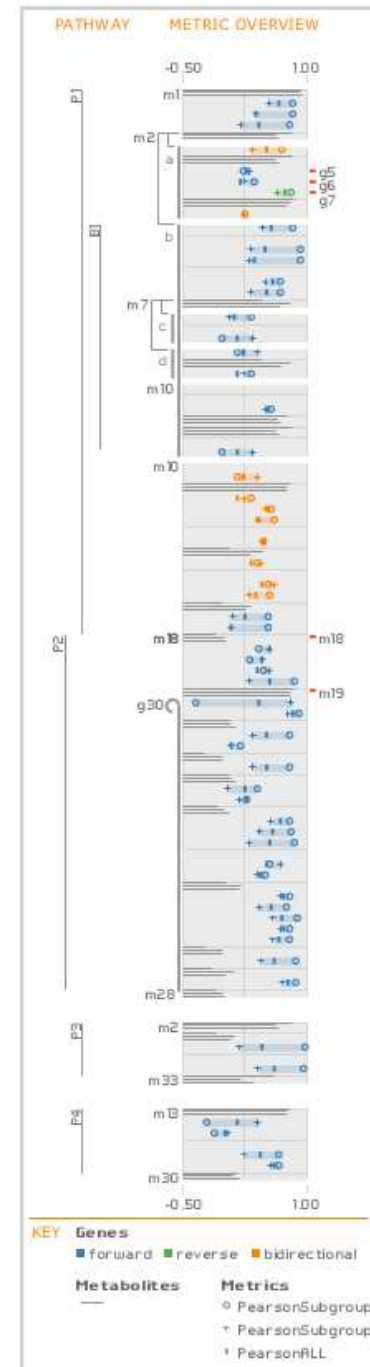
- Investigate **whole-genome duplication**

- g1/g2 are duplicates in s1-s7
- Curvemaps clearly shows how different regulation mechanisms have evolved
- Heat maps make it much more difficult to see this



Deploy: Case Study 2

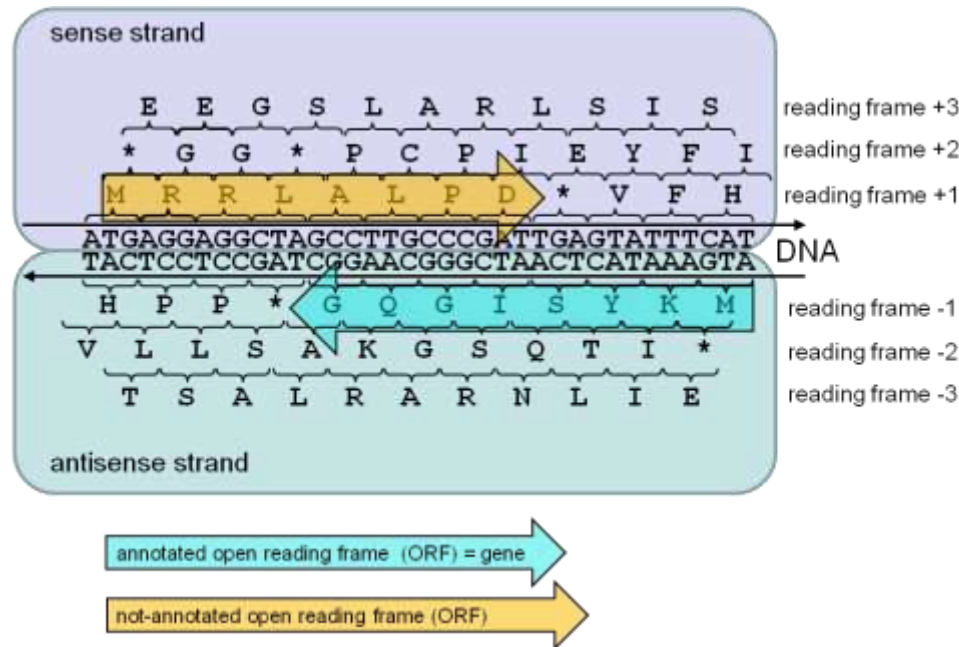
- **Pathway analysis (left)**
 - Clear trend of reduced similarity in metabolites along the pathway
 - Trend suddenly reversed between m18 and m19
- **Gene-level analysis**
 - g5 and g6 strongly coupled, but time course varies across species
 - Discovered previously unknown gene duplication event in s7



Section 6.5:
Example System 2:
Overlapping Gene Detection

Task: Discover Overlapping Genes

- Framework by [Simon et al. 2011]
- DNA double strands give rise to six reading frames:

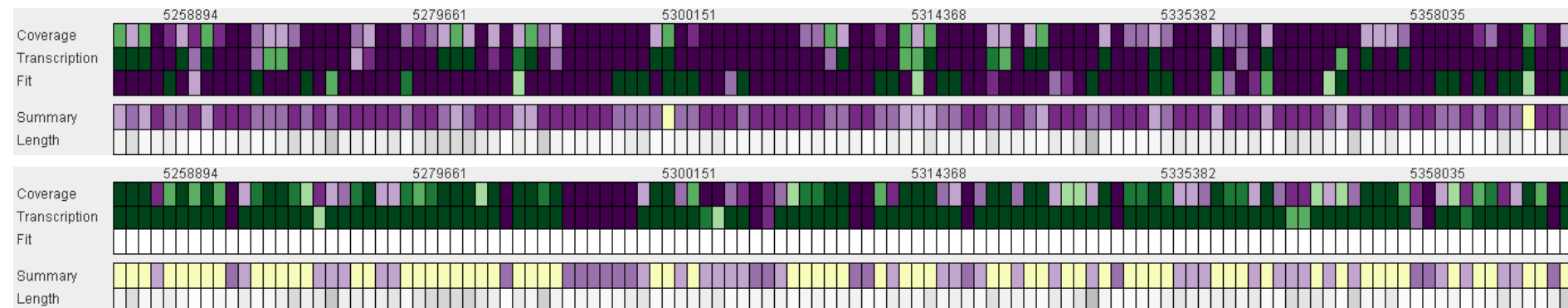


- **Task:** Based on DNA & RNA sequencing, discover locations where genes overlap (e.g., sense and antisense strand encode different proteins)

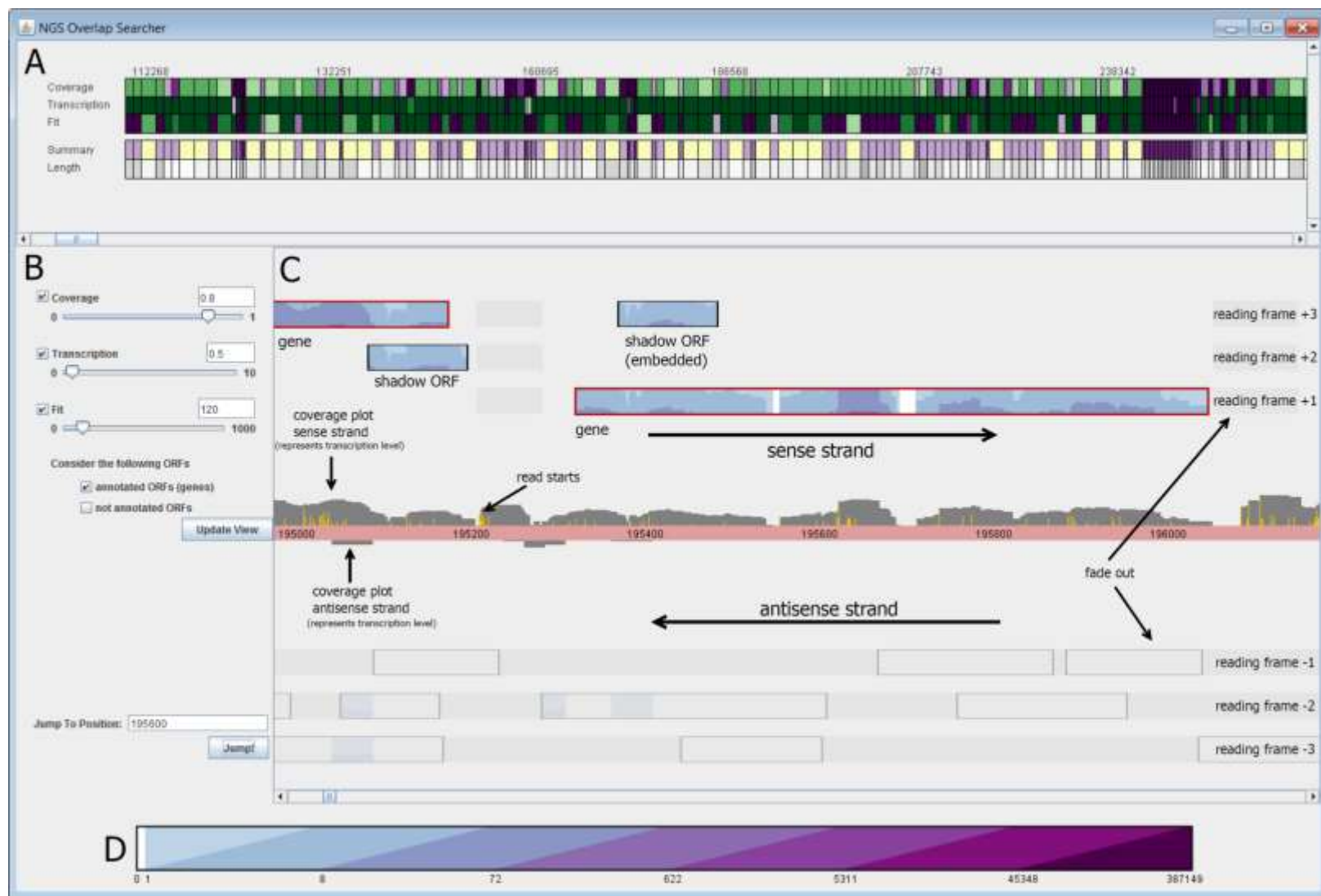
User-Defined Filters

- **Challenge:** Huge amount of data (2-200 Gbp) and open reading frames (ORFs), noisy data
 - Fully automated analysis impossible
 - Fully manual analysis impossible
- **Filter** ORFs based on three criteria:
 1. **Coverage:** Percentage of bases that has been counted at least once
 2. **Transcription:** Average counts per basis
 3. **Fit:** Difference between ORF and transcript lengths

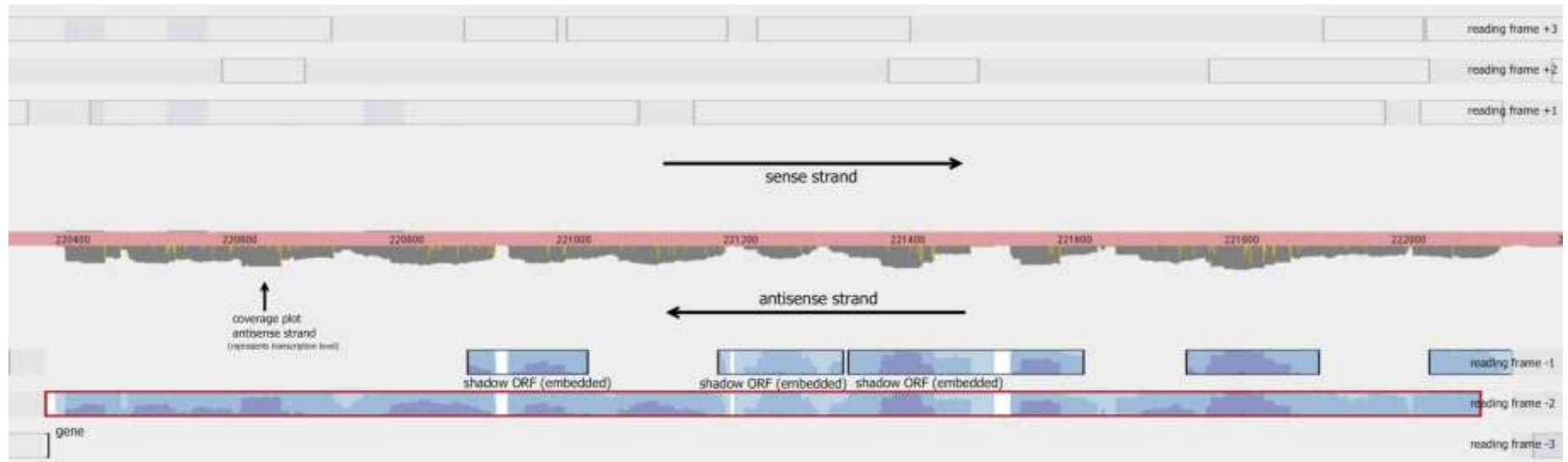
Images from [Simon et al. 2011]



Visual Analytics Framework



Example Result 1: Known Gene



Example Result 2: Pot. Overlapping Gene



Summary of Chapter 6

- Topics of **Chapter 6** were:
 - Visualization Design Process
 - Classification of Marks and Channels
 - Visualization Pipelines
 - Example Systems: Pathline / OLG Detection
- **Concludes first part of lecture:** How to use visualization for data analysis

References

- Tamara Munzner, **Visualization Analysis and Design**, A K Peters, 2014
- Sedlmair et al., **Design Study Methodology: Reflections from the Trenches and the Stacks**, IEEE Trans. On Visualization and Computer Graphics 18(12):2431-2440, 2012
- Meyer et al., **Pathline: A Tool For Comparative Functional Genomics**, Computer Graphics Forum 29(3), 2010
- Simon et al., **Visual Analysis of Next-Generation Sequencing Data to Detect Overlapping Genes in Bacterial Genomes**, BioVis 2011