

Exploration Tool for Effectively Interpreting the Visual Metaphor Process of Sentiment Visualization

Authors: Hyoji Ha, Kwanghyuk Moon, Hyerim Joung, Hyegyeong Kim,
Kyungwon Lee

Summary:

This study proposes an exploration tool for users' intuitive understanding of visual metaphor processes in sentiment visualization cases. To create the exploration tool, we conducted the following procedure 1) Extract sentences about visual metaphor and use 'Target, Intermediation, Representation, Visual Variables, Visualization Technique' as a taxonomy to analyze metaphor processes in the collected cases. 2) Create Network to suggest the relationship between representation and intermediation. 3) Utilize Sankey Diagram to perceive the frequent metaphor process patterns in stages.