#### WEEK 3

# DATA VISUALIZATION BASICS

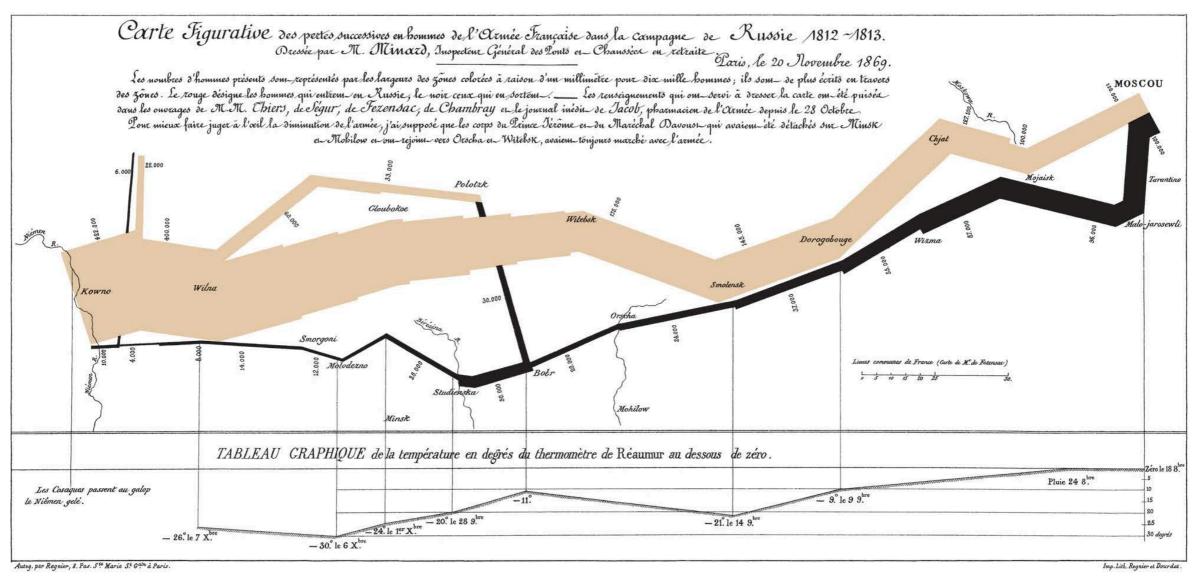
# TODAY'S TOPICS

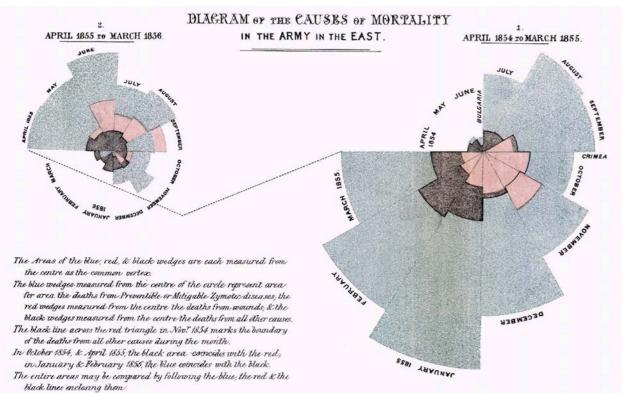
- Why data visualization
- Visual encoding
- An introduction to ggplot2: grammar of graphics

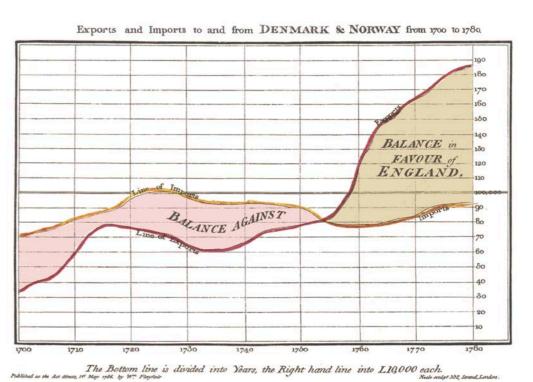
#### WHAT IS DATA VISUALIZATION?

- Visual representation of information to help people make sense of complex phenomena through data.
- Designed to enable exploration, analysis, or communication.

# WHAT MAKES A VISUALIZATION EFFECTIVE?



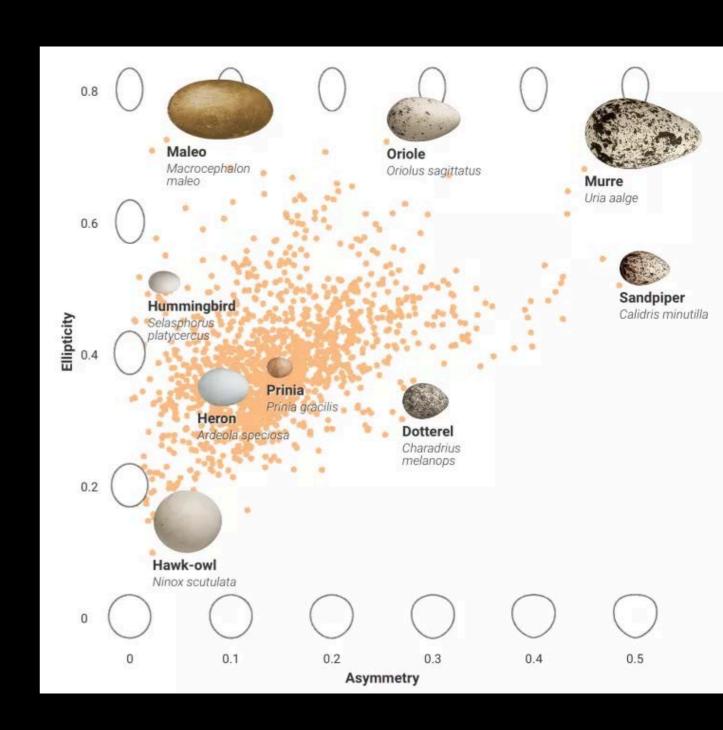




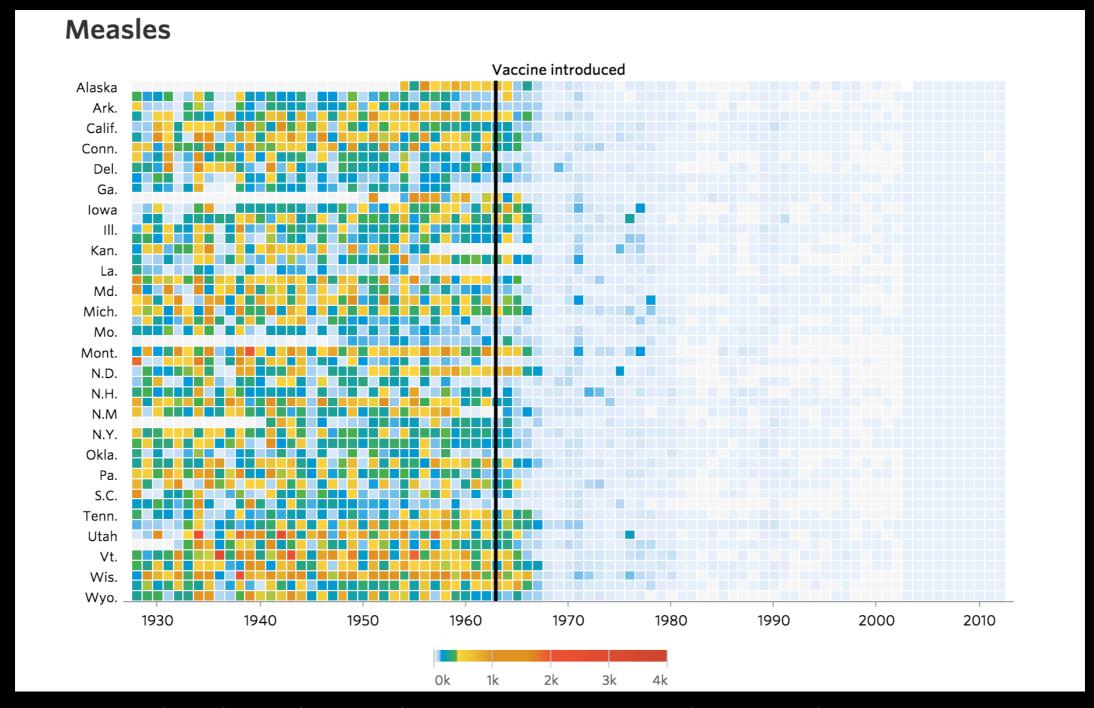
# WHAT MAKES A VISUALIZATION MEMORABLE?

- Great data visualization tells a great story
  - Convince us of something, compel us to action, enlighten us with new information, or force us to question our own preconceptions
- Great data visualization reaches people in a way that words or numbers can't

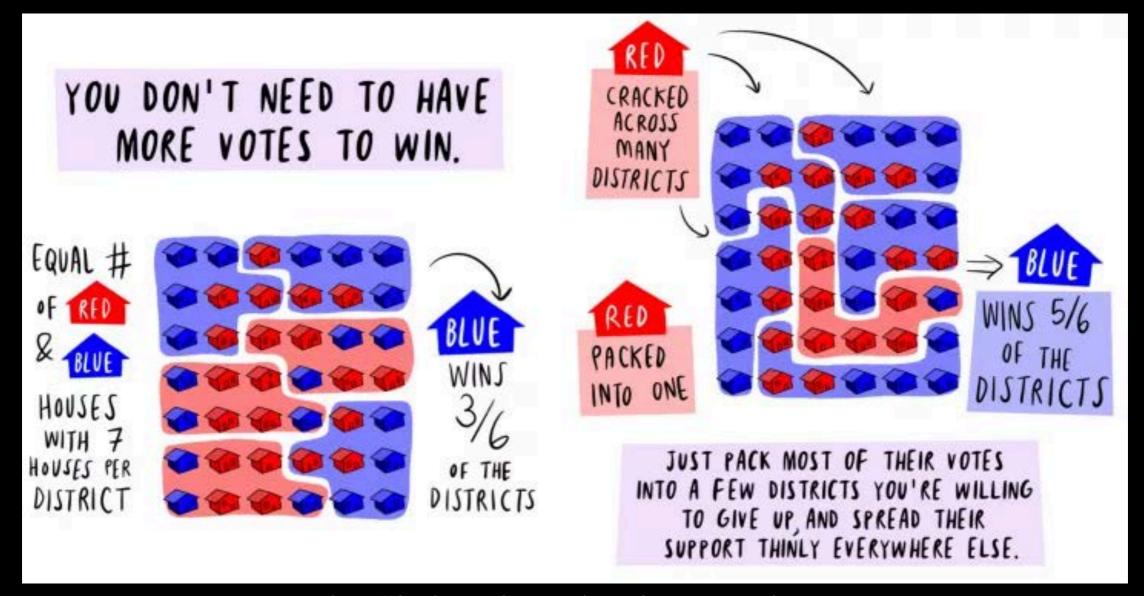
- Initial examination and exploratory analysis
  - Check data (distribution, outliers, impossible values)
  - See data in context
  - Find patterns
  - Discover new questions



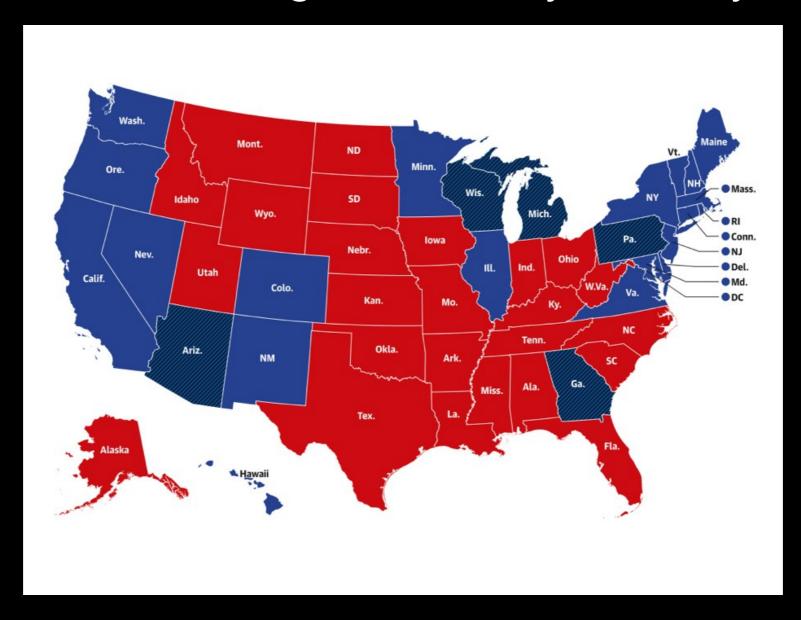
#### 2. Answer questions & make decisions

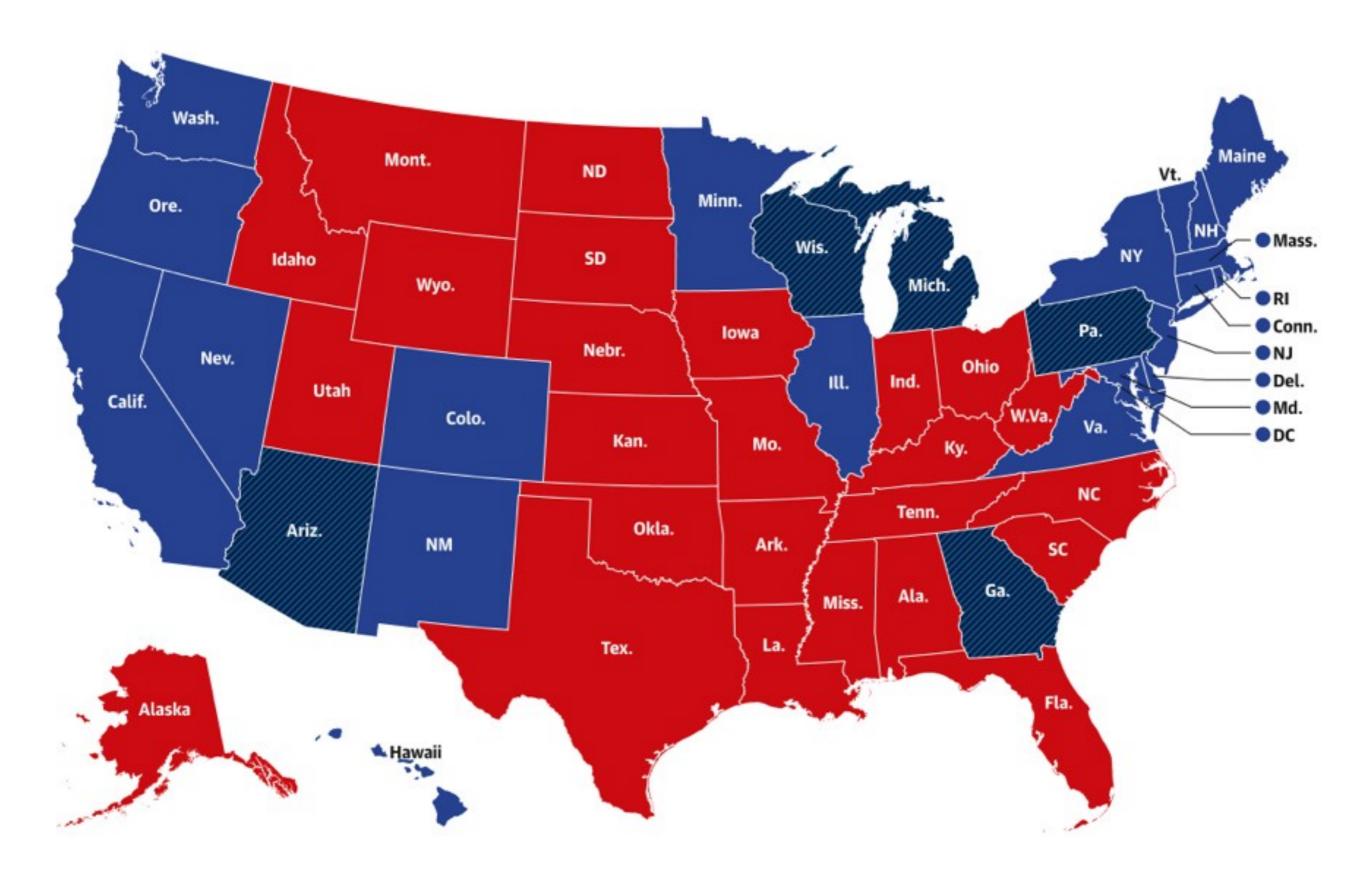


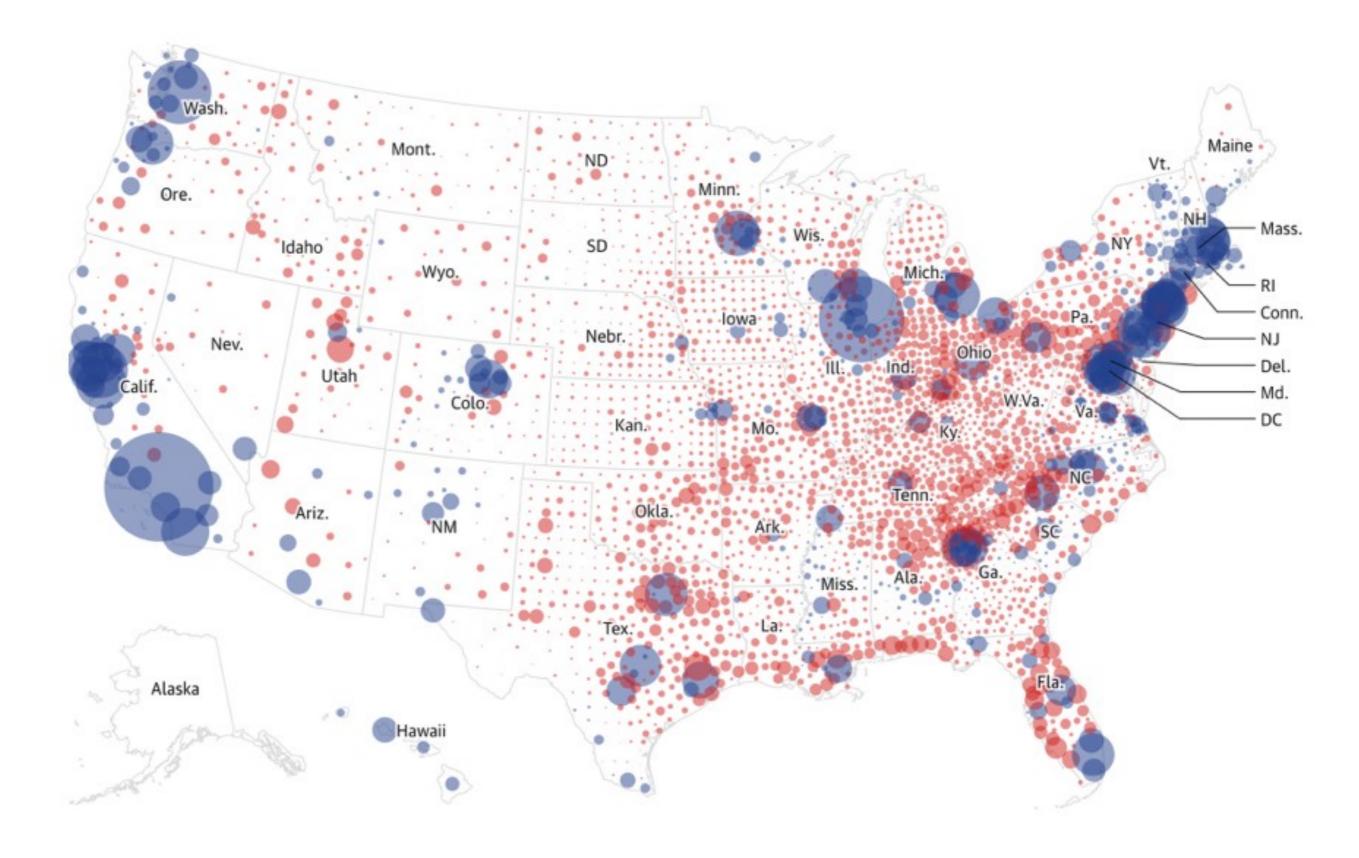
- 3. Communicate meaning to others
  - Present argument, tell a story, inspire, archive



- 4. Improve understanding
  - Represent something more clearly, honestly, etc.

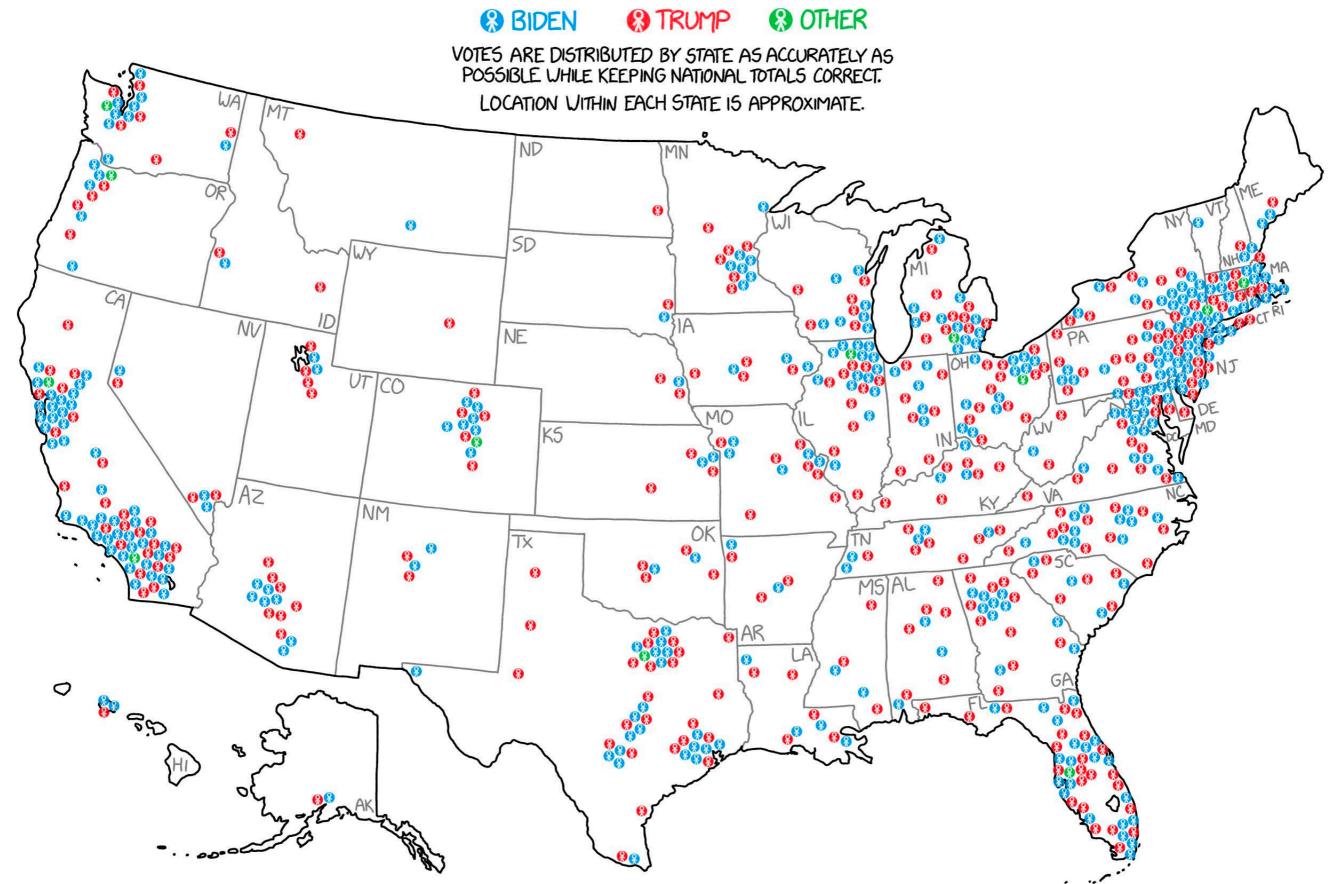






### 2020 ELECTION MAP

(3) = 250,000 VOTES



# WHY WE VISUALIZE DATA

#### WHY WE VISUALIZE DATA

- Information shaped as a graphic functions as a cognitive aid
- You can take something extremely complex, or something concealed in the data, and make it understandable and salient

#### CORE PRINCIPLES OF GOOD GRAPHICS

- They are honest representations of the data
- They show the right amount of data
- They attract readers' attention
- They don't frustrate readers

Some degree of subjectivity & judgement

Fig. 1.1 in Claus Wilke's Data Visualization

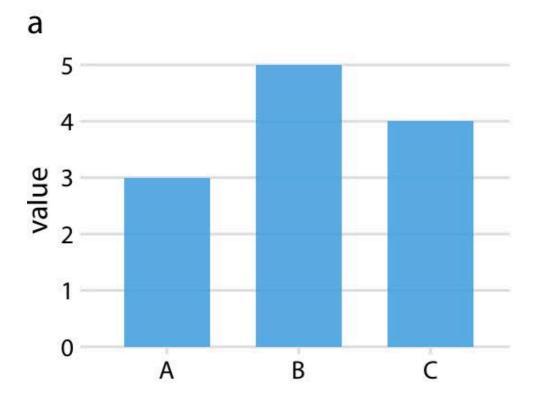
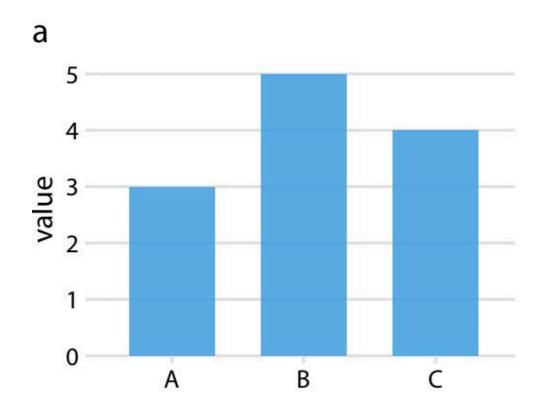


Fig. 1.1 in Claus Wilke's Data Visualization

#### Aesthetic problems or "bad taste"



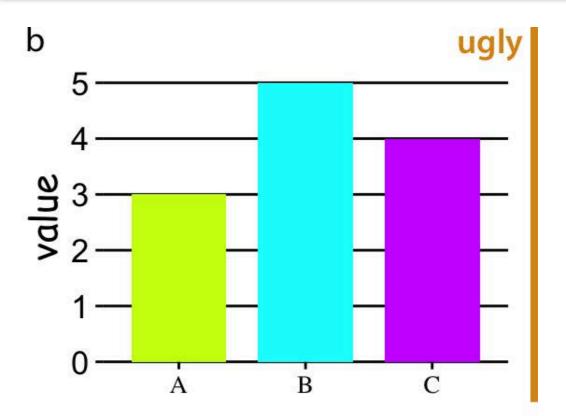
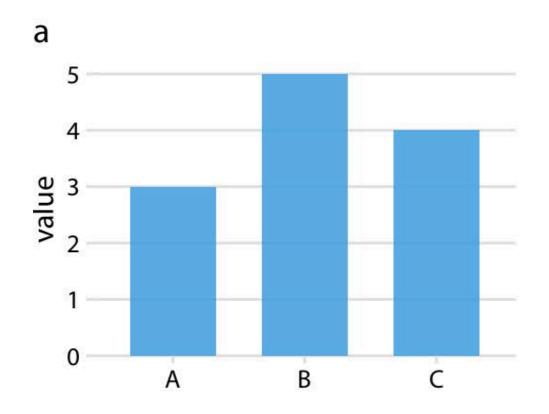
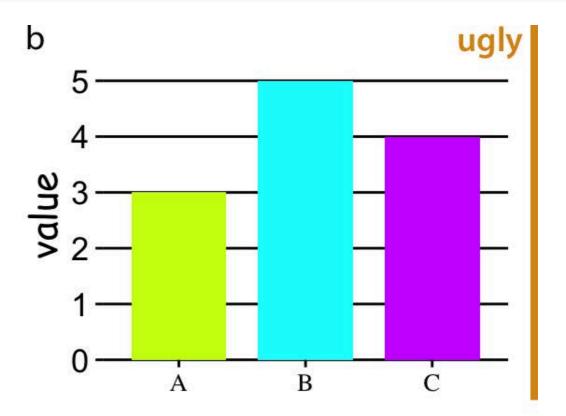


Fig. 1.1 in Claus Wilke's Data Visualization

#### Aesthetic problems or "bad taste"





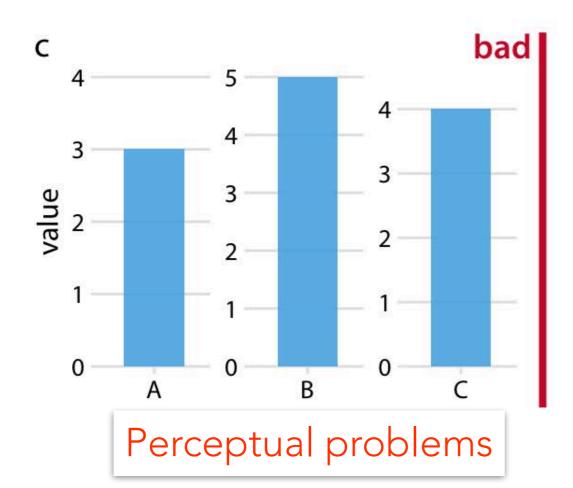
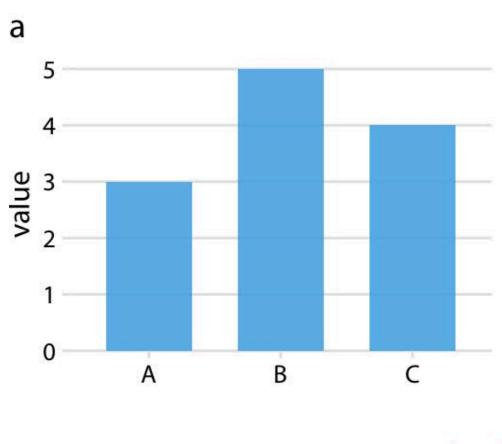
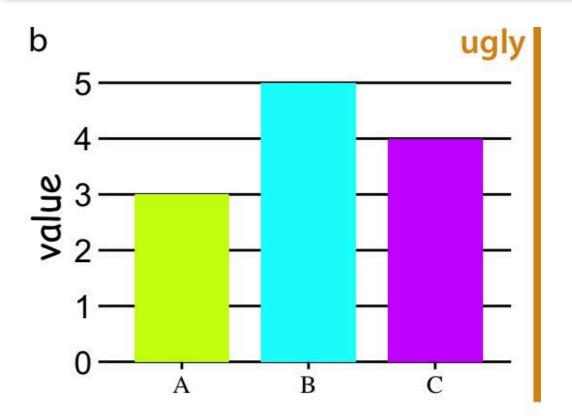
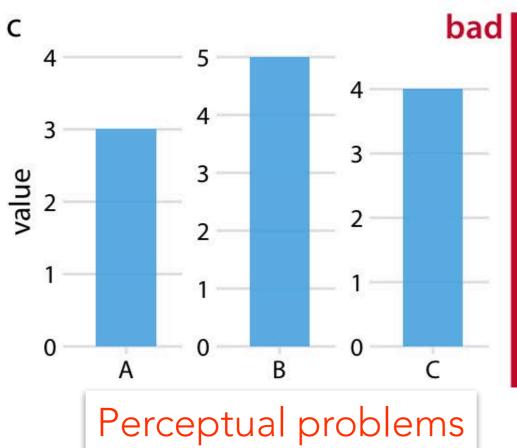


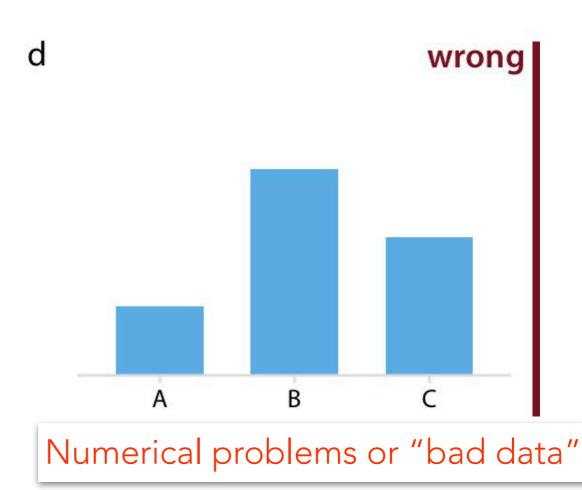
Fig. 1.1 in Claus Wilke's Data Visualization

#### Aesthetic problems or "bad taste"

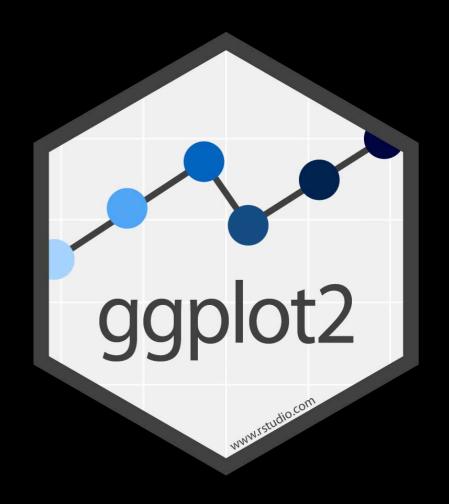


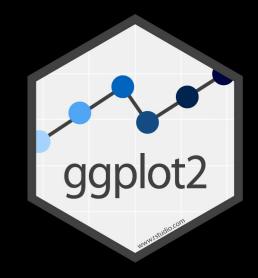




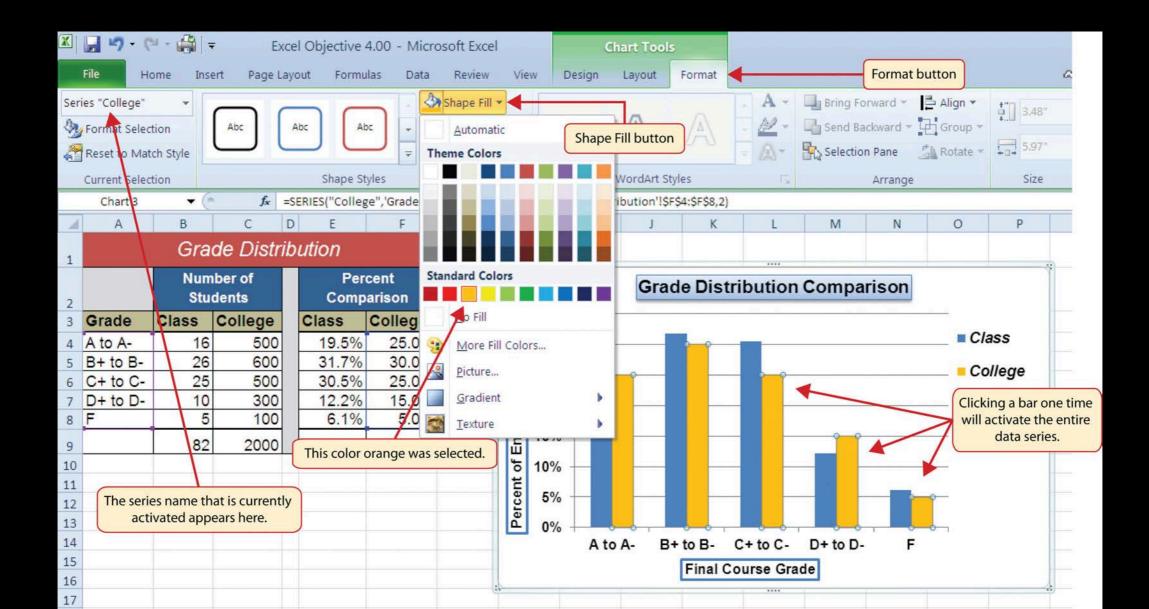


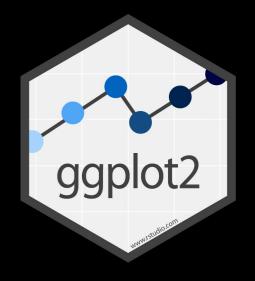
# GGPLOT2



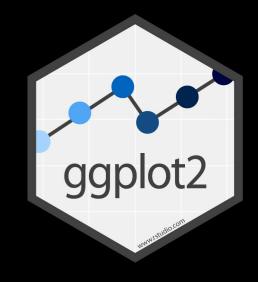


- Traditional plotting: you are a painter
  - Manually place/modify graphical elements

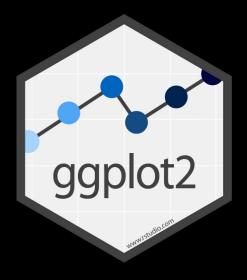




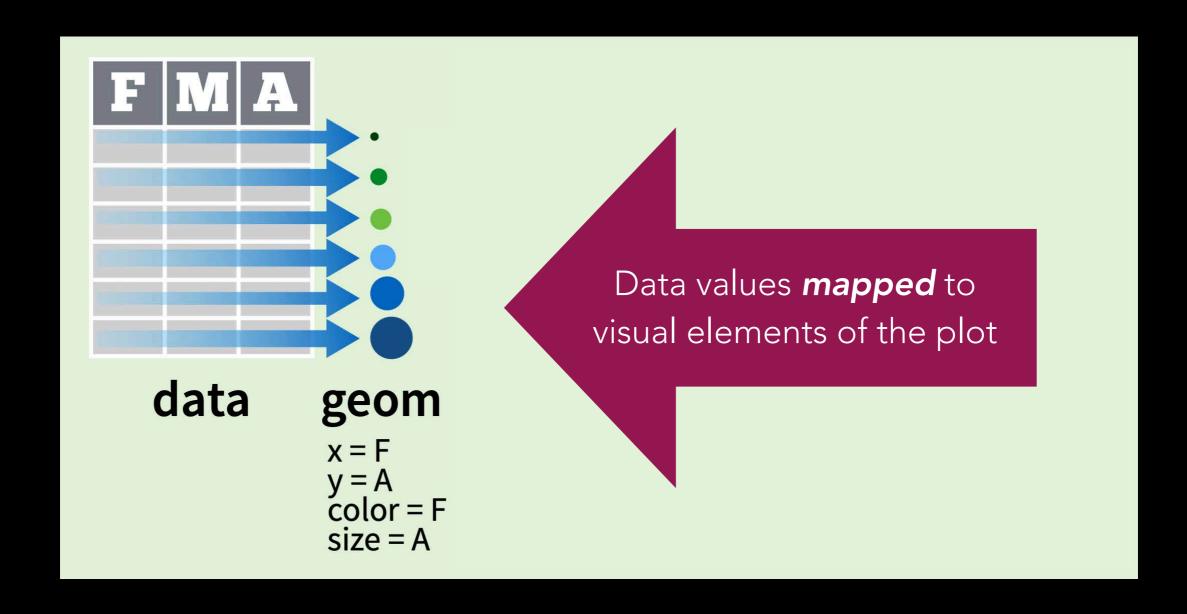
- Traditional plotting: you are a painter
  - Manually place/modify graphical elements

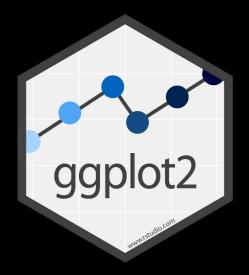


- ggplot2: you *employ* a painter
  - Describe conceptually how to visualize the data

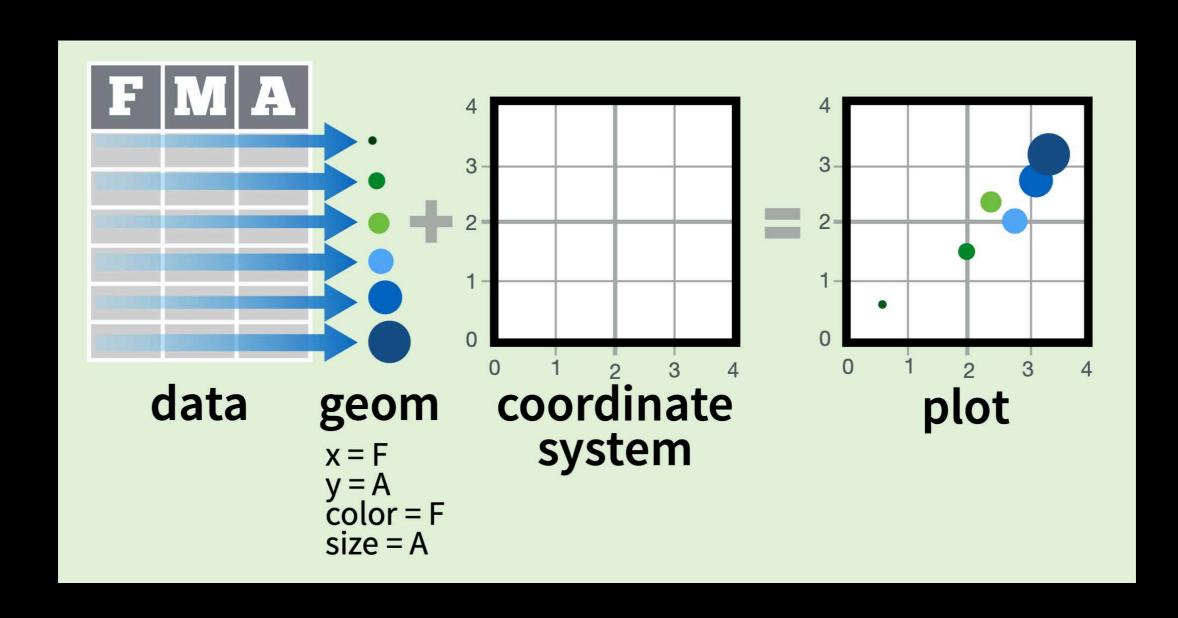


- ggplot2: you employ a painter
  - Describe conceptually how to visualize the data





- ggplot2: you employ a painter
  - Describe conceptually how to visualize the data



#### YOUR TURN



 Let's create a plot in ggplot2 using the storms dataset that comes with tidyverse

name	year	month	day	hour	lat	long	status	category	wind	pressure	ts_diameter	hu_diameter
Amy	1975	6	27	0	27.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	6	28.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	12	29.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	18	30.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	28	0	31.5	-78.8	tropical depression	-1	25	1012	NA	NA
Amy	1975	6	28	6	32.4	-78.7	tropical depression	-1	25	1012	NA	NA

- First, think about the variables:
  - What relationship do you expect between wind speed and pressure?
  - Is storm status determined by wind speed or air pressure? (no Googling!)



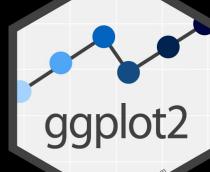
#### YOUR TURN

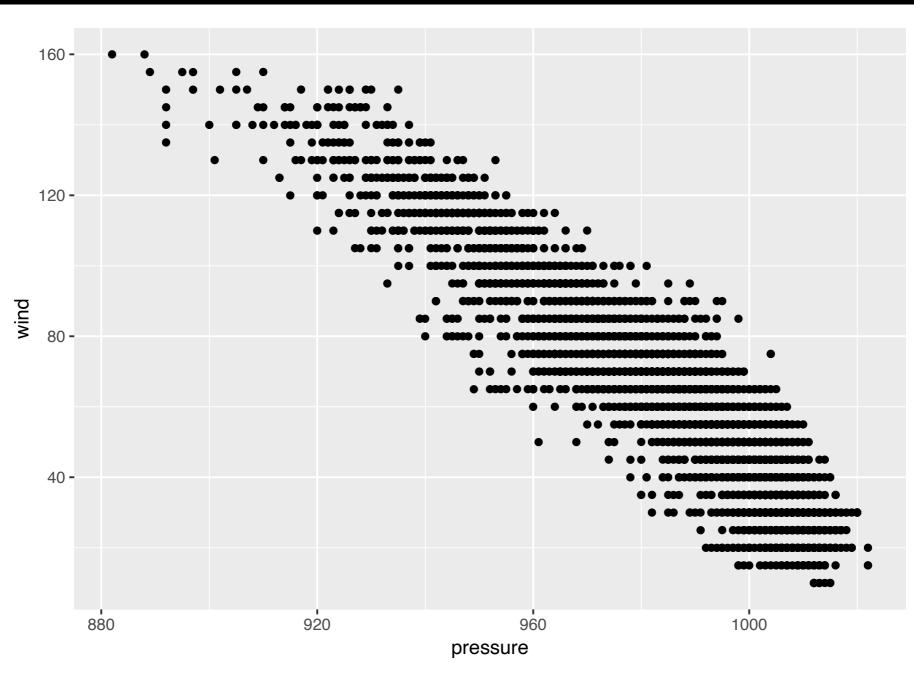


- Create a new R markdown and clear out the extra stuff
- Create a new R chunk and load the tidyverse package.
- Run this code to make a graph. Pay strict attention to spelling, capitalization, and parentheses!

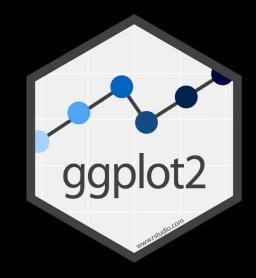
```
ggplot(data = storms) +
  geom_point(mapping = aes(x = pressure, y = wind))
```







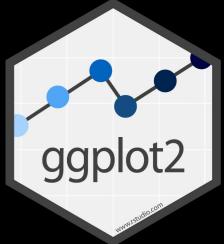
```
ggplot(data = storms) +
  geom_point(mapping = aes(x = pressure, y = wind))
```

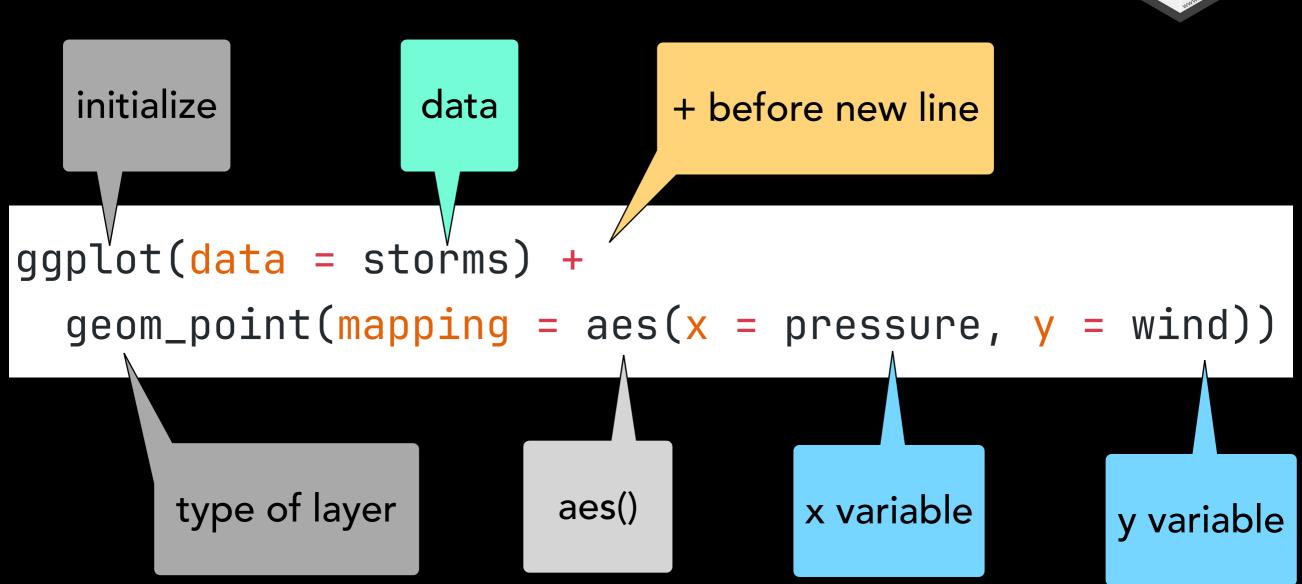


- 1. "Initialize" a plot with ggplot()
- 2. Add layers with **geom\_** functions

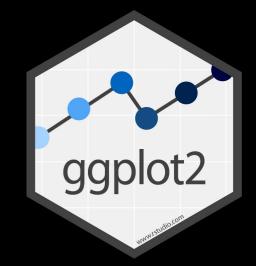
Important tip: always put the + at the end of a line, never at the start

```
ggplot(data = storms) +
geom_point(mapping = aes(x = pressure, y = wind))
```





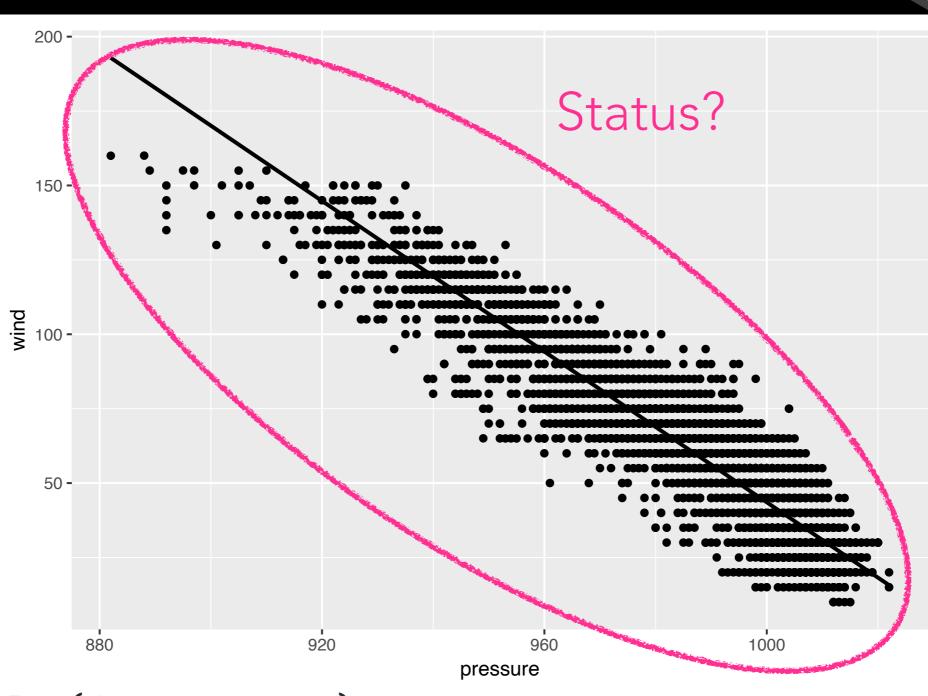
#### ATEMPLATE



```
ggplot(data = <DATA>) +
     <GEOM_FUNCTION>(mapping = aes(<MAPPINGS>))
```

```
ggplot(data = storms) +
  geom_point(mapping = aes(x = pressure, y = wind))
```



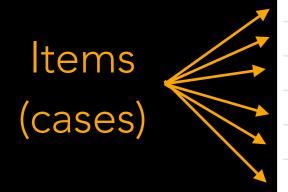


```
ggplot(data = storms) +
  geom_point(mapping = aes(x = pressure, y = wind))
```

# VISUAL ENCODING

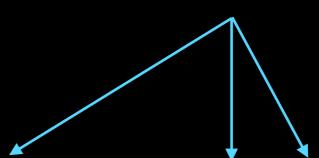
# VISUAL ENCODING

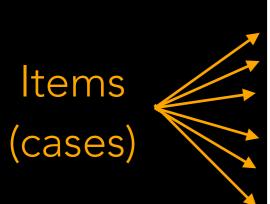
- Every visualization can be described as a set of mappings:
  - From data items to visual marks.
  - From data variables to visual channels.



name	year	month	day	hour	lat	long	status	category	wind	pressure	ts_diameter	hu_diameter
Amy	1975	6	27	0	27.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	6	28.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	12	29.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	18	30.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	28	0	31.5	-78.8	tropical depression	-1	25	1012	NA	NA
Amy	1975	6	28	6	32.4	-78.7	tropical depression	-1	25	1012	NA	NA

# Variables (attributes)





name	year	month	day	hour	lat	long	status	category	wind	pressure	ts_diameter	hu_diameter
Amy	1975	6	27	0	27.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	6	28.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	12	29.5	-79.0	tropical depression	-1	25	1013	NA	NA
Amy	1975	6	27	18	30.5	-79.0	tropical depression	-1	25	1013	NA	NA
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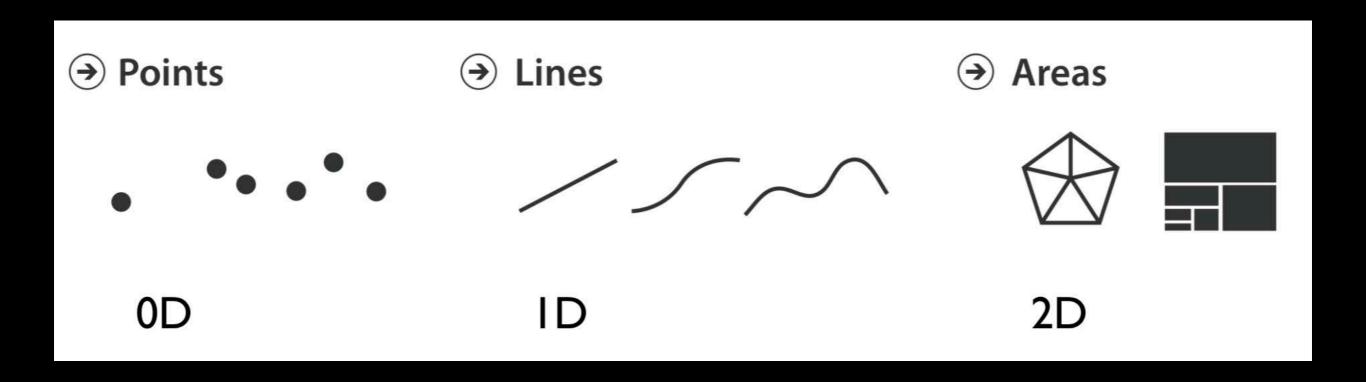
- Marks are the basic visual objects/units that represent data objects visually.
- Visual channels are visual variables we can use to represent characteristics of these objects.

# Variables (attributes)



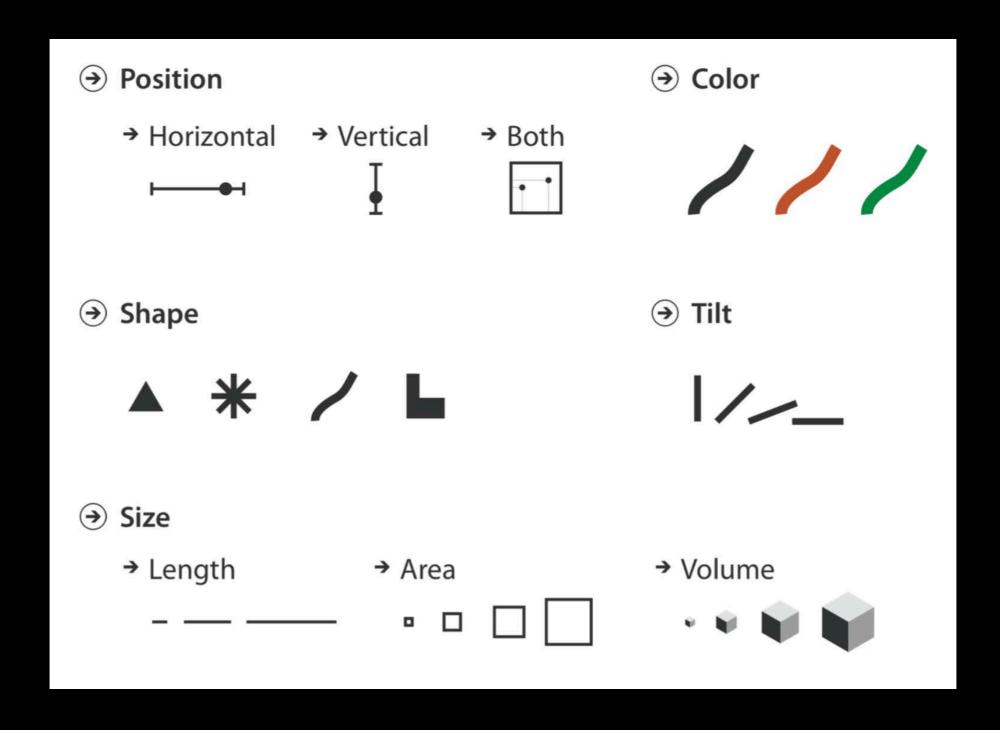
- Marks are the pasic visual objects/units that represent data objects visually.
- Visual channels are visual variables we can use to represent characteristics of these objects.

## MARKS: BASIC GEOMETRIC ELEMENTS

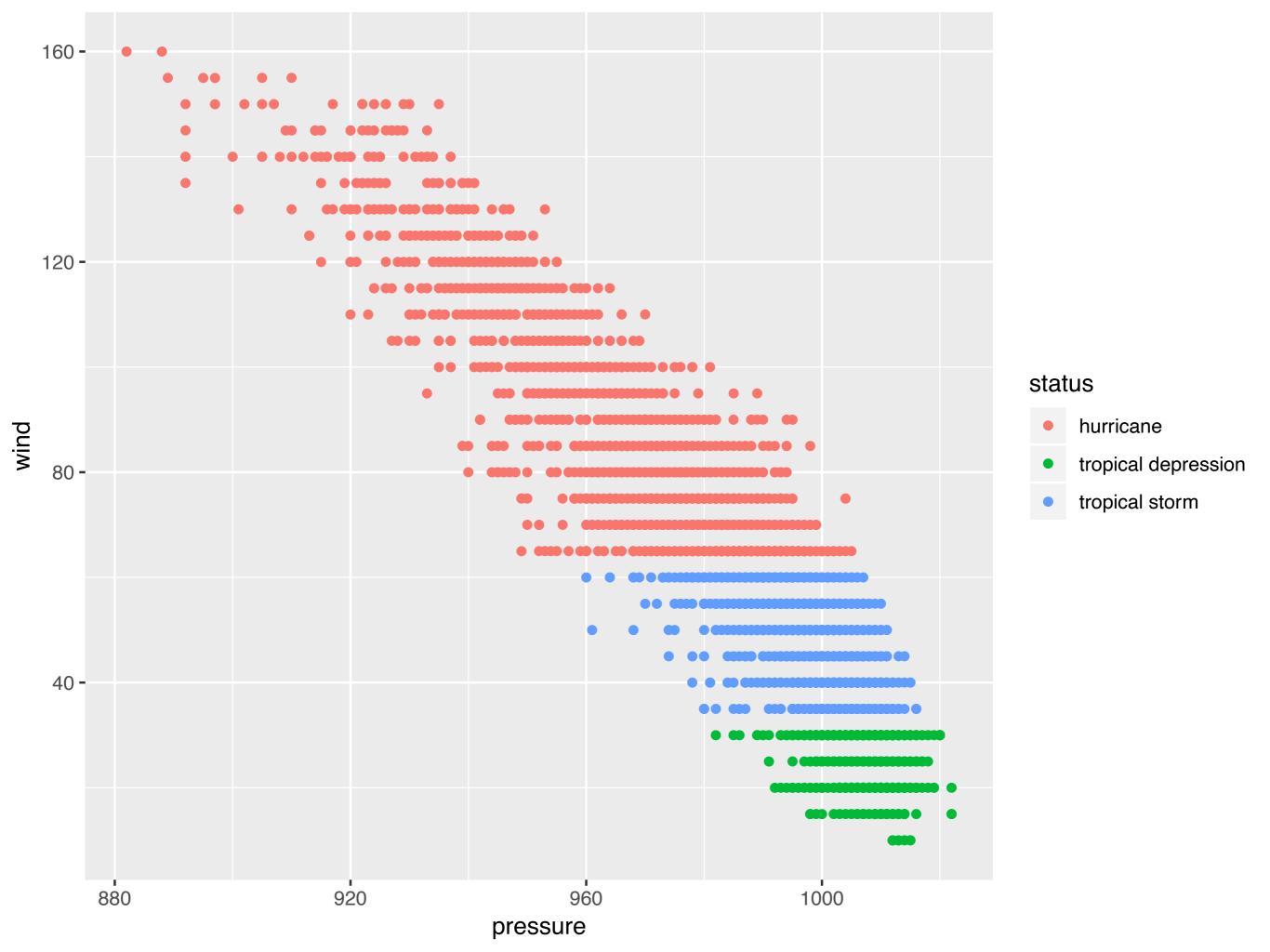


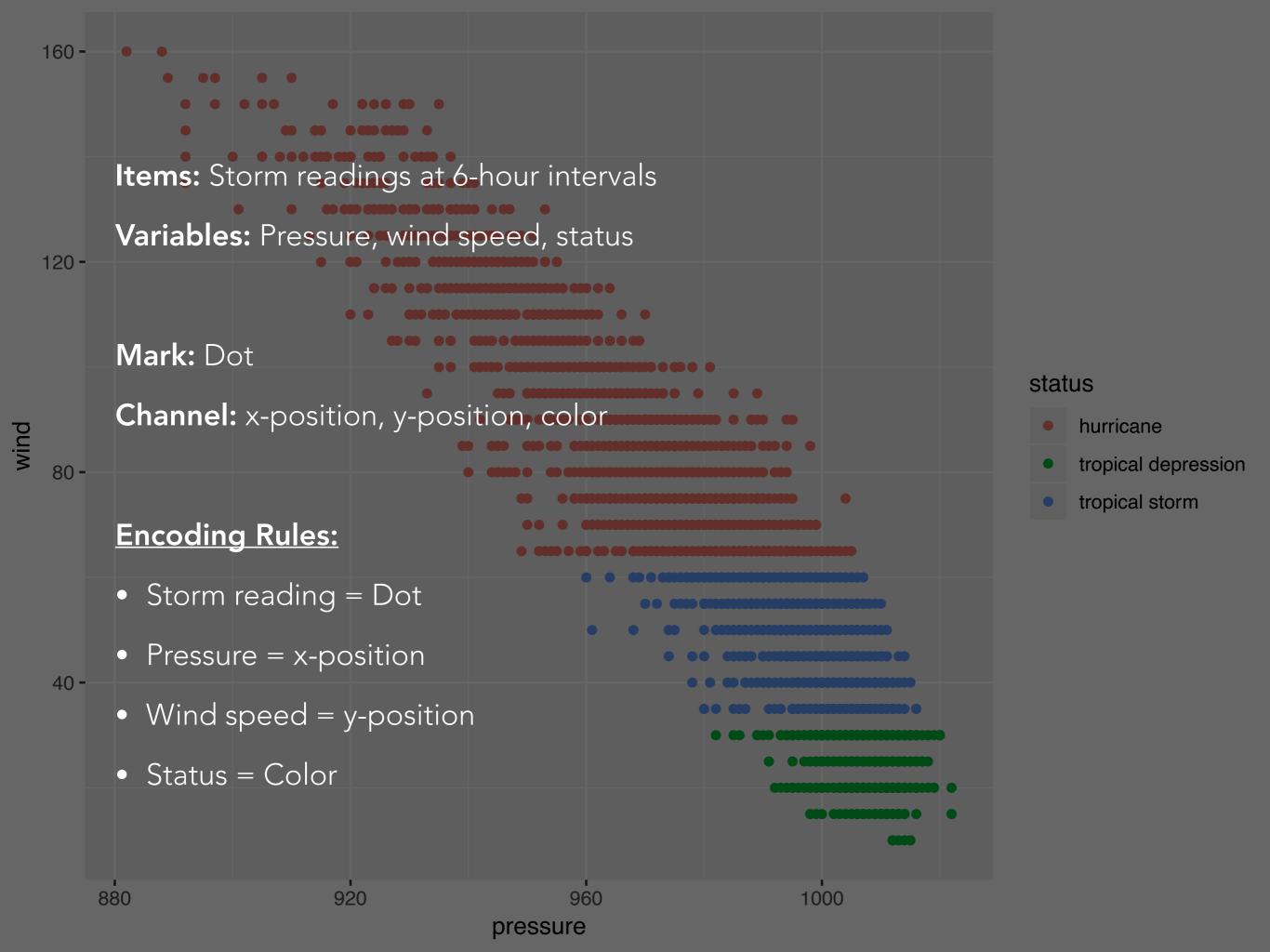
These are "geoms" in ggplot2's jargon

### CHANNELS: VISUAL VARIABLES



These are "aesthetics" in ggplot2's jargon







```
ggplot(data = storms) +
  geom_point(mapping = aes(x = pressure, y = wind, color = status))
                                                                 Channel
                                                                                Variable to
                                                                 (aesthetic
                                                                                map to the
                                                                                  channel
                                                                 property)
                  120 -
                                                               status
                                                                 hurricane
                                                                  tropical depression
                                                                  tropical storm
          Sensible default
           colors chosen
                                                                 Legend added
                                                                 automatically
                                920
                                                    1000
                                      pressure
```

```
[template]
```

```
ggplot(data = <DATA>) +
     <GEOM_FUNCTION>(mapping = aes(<MAPPINGS>))
```

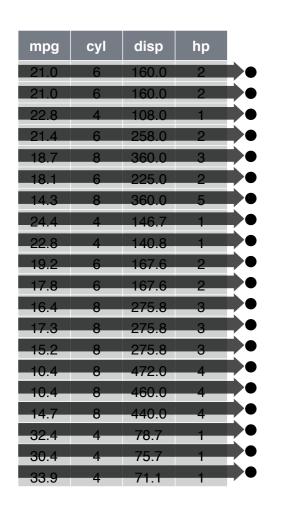


mpg	cyl	disp	hp
21.0	6	160.0	2
21.0	6	160.0	2
22.8	4	108.0	1
21.4	6	258.0	2
18.7	8	360.0	3
18.1	6	225.0	2
14.3	8	360.0	5
24.4	4	146.7	1
22.8	4	140.8	1
19.2	6	167.6	2
17.8	6	167.6	2
16.4	8	275.8	3
17.3	8	275.8	3
15.2	8	275.8	3
10.4	8	472.0	4
10.4	8	460.0	4
14.7	8	440.0	4
32.4	4	78.7	1
30.4	4	75.7	1
33.9	4	71.1	1

1. Pick a data set

data





1. Pick a data set

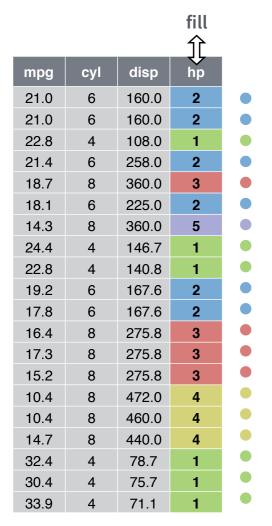
```
ggplot(data = <DATA>) +
      <GEOM_FUNCTION>(mapping = aes(<MAPPINGS>))
```

2. Choose a **geom** to display cases

data geom



### mappings



1. Pick a data set

<GEOM\_FUNCTION>(mapping = aes(<MAPPINGS>))

```
2. Choose a geomto display cases
```

 $ggplot(data = \langle DATA \rangle) +$ 

3. **Map** aesthetic properties to variables

data geom

## YOUR TURN

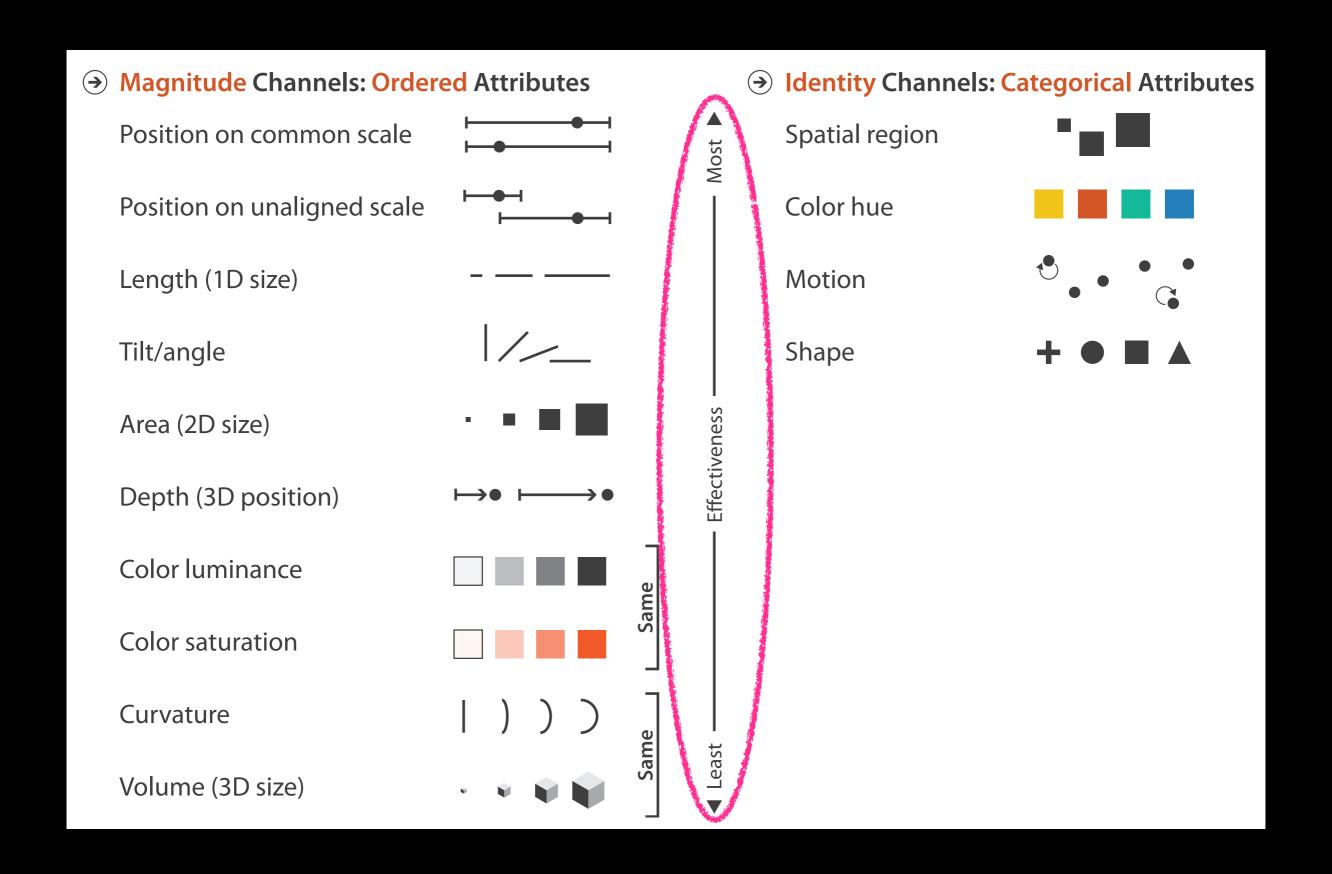
- In your R script, experiment with different visual channels by mapping color, shape, size, and alpha to storm status.
- What happens when you map the same variable to multiple aesthetics?
  - Hint: color = status, shape = status.
- Try mapping color to the variable category rather than status.
   What changes and why?
- What happens if you map color to two different variables (both status and category)?

# LET'S TAKE A SHORT BREAK

Resume at:



## TYPES OF CHANNELS



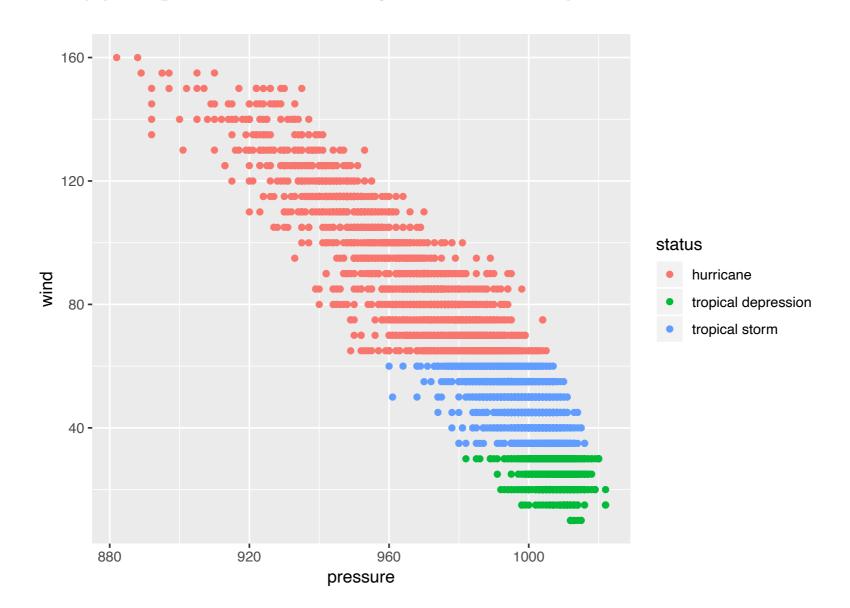
# MAPPING VS SETTING AESTHETIC PROPERTIES

# LET'S GO BACK TO THIS PLOT...



First, a time-saver...

```
ggplot(data = storms) +
  geom_point(mapping = aes(x = pressure, y = wind, color = status))
```

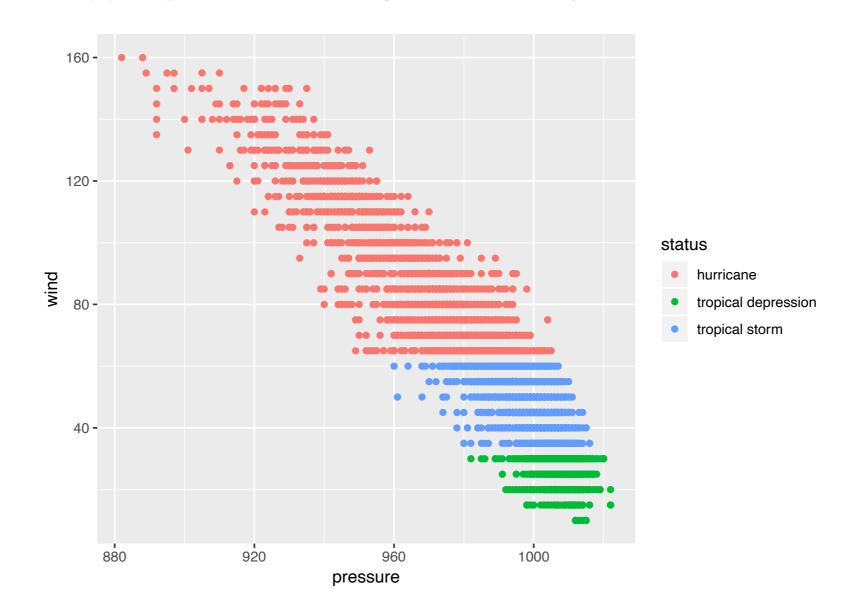


# LET'S GO BACK TO THIS PLOT...



...these can be omitted

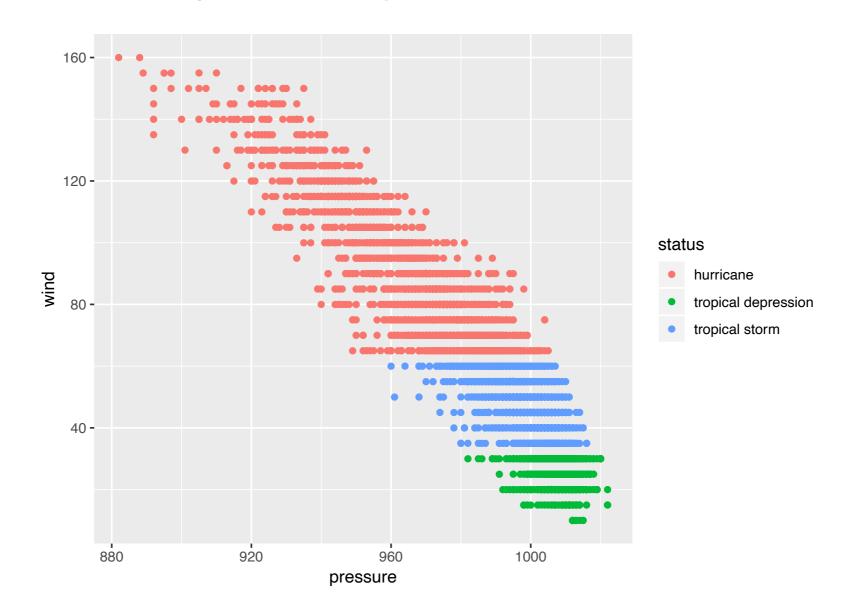
```
ggplot(data = storms) +
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```



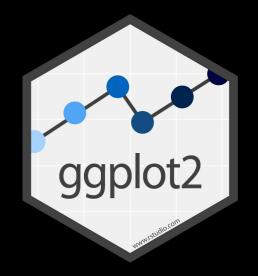
# LET'S GO BACK TO THIS PLOT...

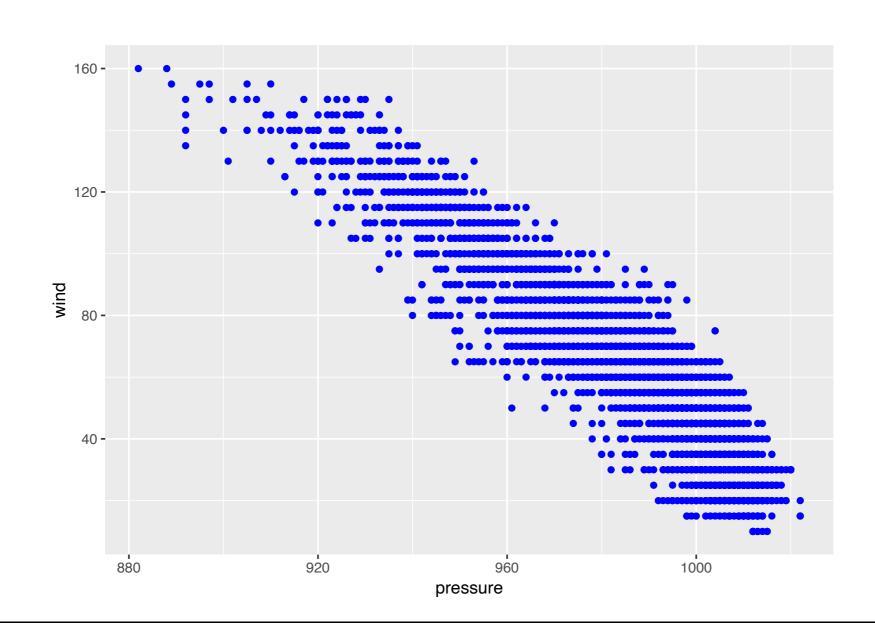


```
ggplot(storms) +
  geom_point(aes(x = pressure, y = wind, color = status))
```



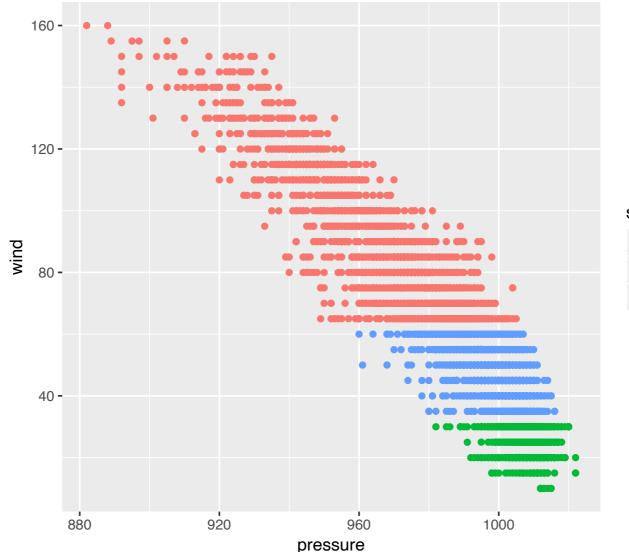
# HOW WOULD YOU MAKE THIS PLOT?







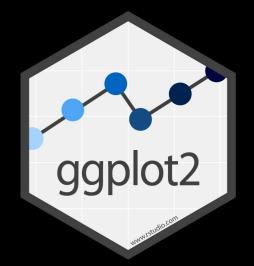
```
ggplot(storms) +
  geom_point(aes(x = pressure, y = wind, color = status))
```



Inside of aes(): maps an aesthetic to a variable

#### status

- hurricane
- tropical depression
  - tropical storm



```
ggplot(storms) +
  geom_point(aes(x = pressure, y = wind), color = "blue")
                                                             Outside of aes(): sets
                                                             an aesthetic to a value
                 120 -
                 40 -
                                                           1000
                    880
                                          pressure
```



```
ggplot(storms) +
   geom_point(aes(x = pressure, y = wind, color = status))
                                                         120 -
                                          status

    tropical depression

    tropical storm

880
                               1000
                                                                                                       1000
                 pressure
                            ggplot(storms) +
```

geom\_point(aes(x = pressure, y = wind), color = "blue")



Watch out for this!

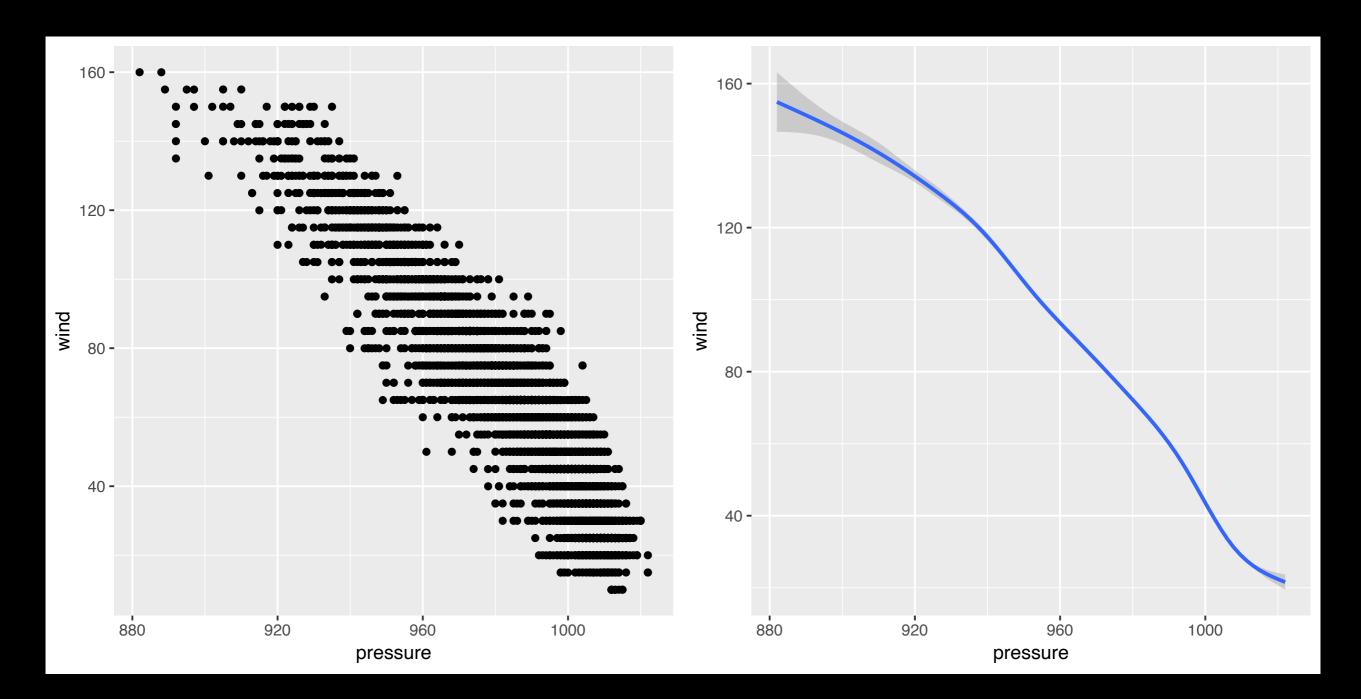
```
ggplot(storms) +
  geom_point(aes(x = pressure, y = wind, color = "blue"))
                                               120 -
                                                40 -
                              1000
                                                                                      1000
                 pressure
```

```
ggplot(storms) +
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```



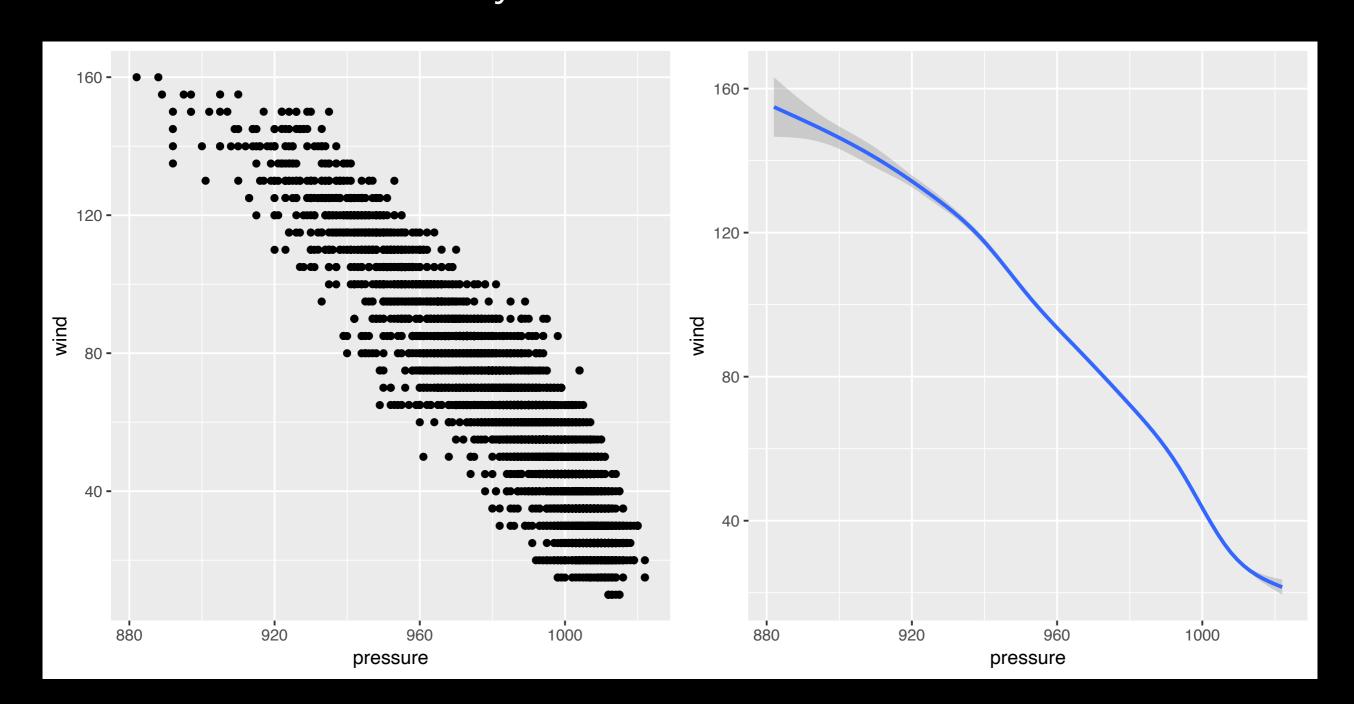


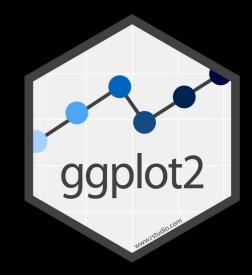
• How are these plots similar?



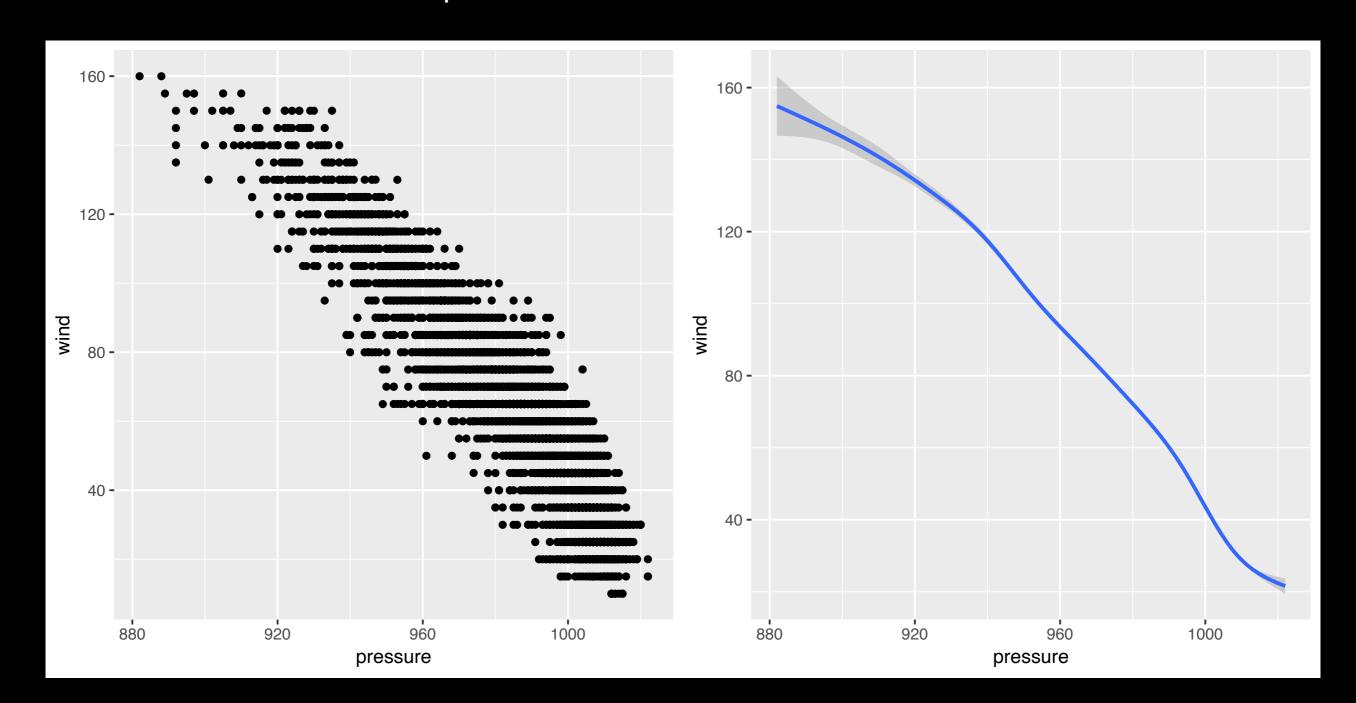


Same: x variable, y variable → built with same data



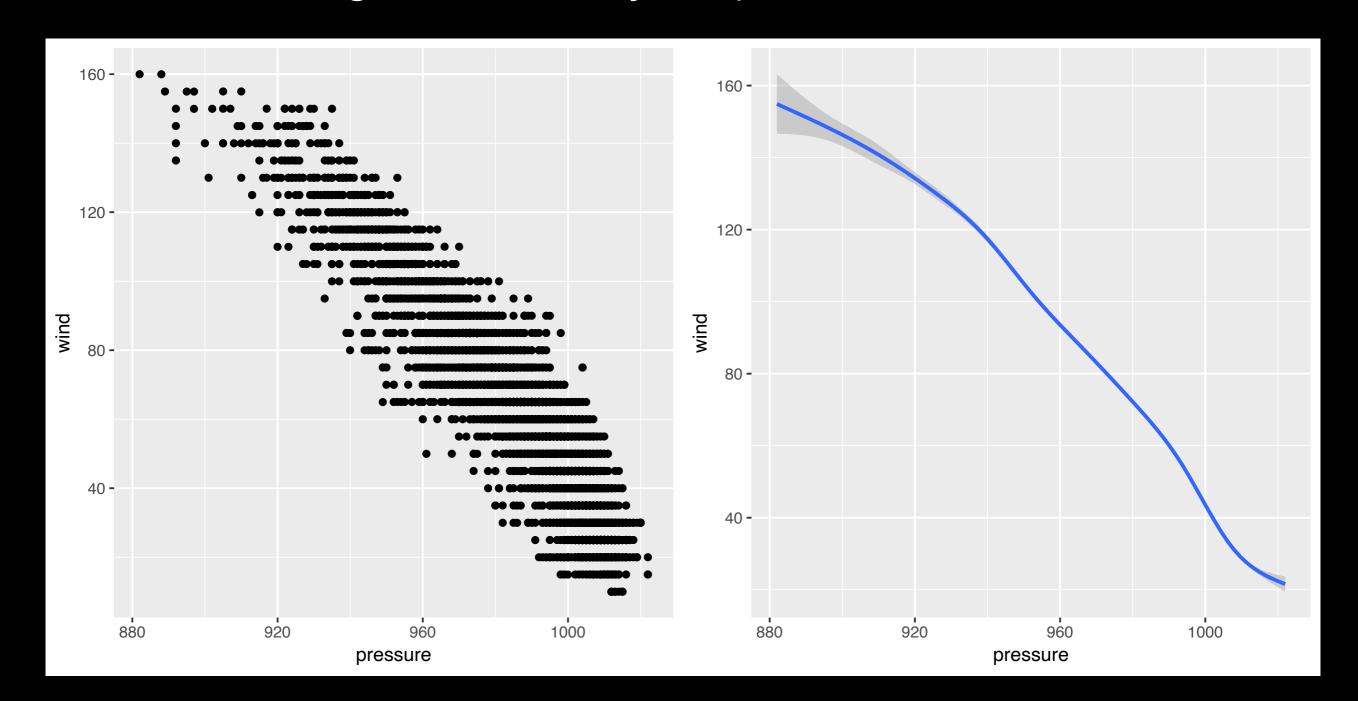


• How are these plots different?



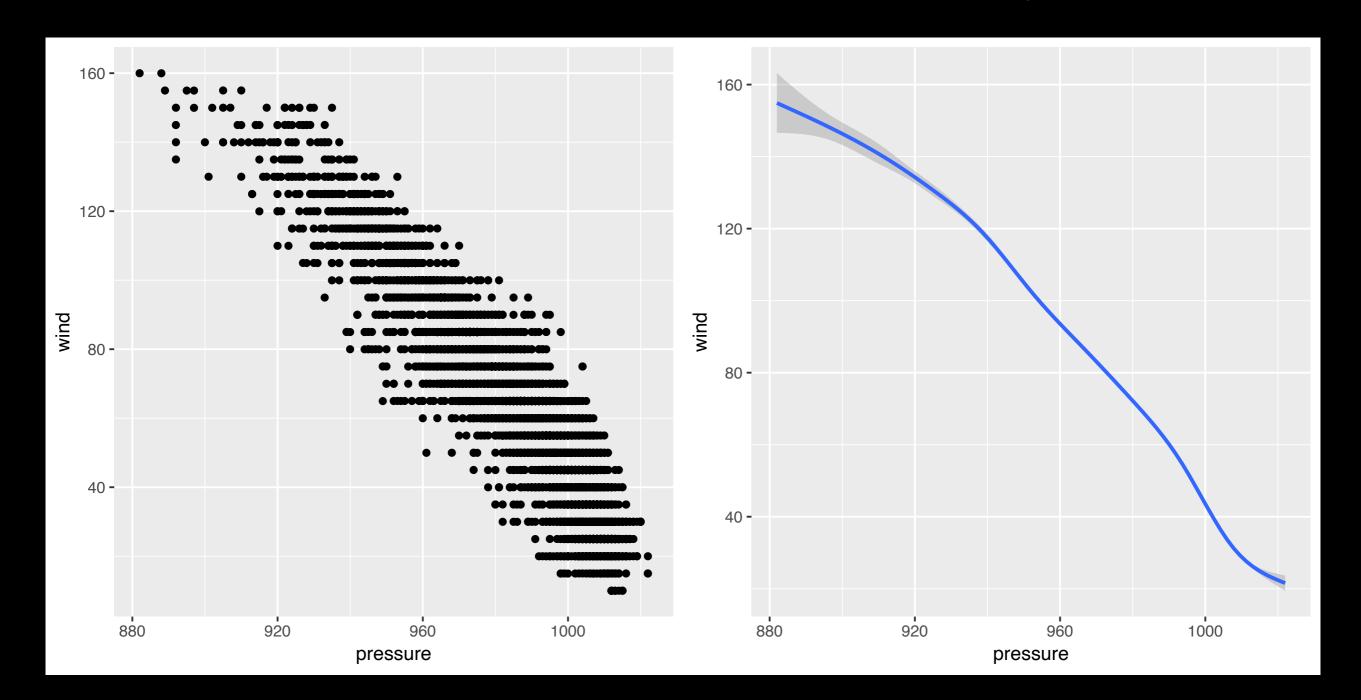


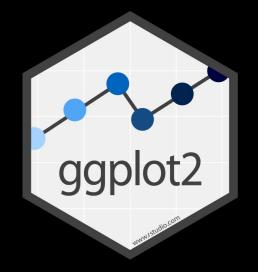
• Different: geometric object (point vs. line & ribbon)





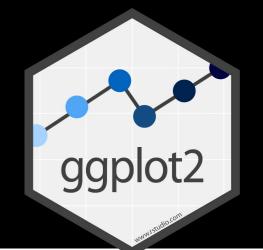
• Different: statistical summarization (identity vs. smooth)





Remember our template:

```
ggplot(data = <DATA>) +
    <GEOM_FUNCTION>(mapping = aes(<MAPPINGS>))
```



## Each **geom**\_ function requires a mapping



#### Geoms - Use a geom to represent data points, use the geom's aesthetic properties to represent variables. Each function returns a layer.

#### **One Variable** Continuous

#### a <- ggplot(mpg, aes(hwy))



b + geom\_area(aes(y = ..density..), stat = "bin") a + geom\_density(kernel = "gaussian") x, y, alpha, color, fill, linetype, size, weight b + geom\_density(aes(y = ..county..))



+ geom\_freqpoly()

x, y, alpha, color, linetype, size b + geom\_freqpoly(aes(y = ..density..))

a + geom\_histogram(binwidth = 5) x, y, alpha, color, fill, linetype, size, weight b + geom\_histogram(aes(y = ..density..))

#### Discrete

b <- ggplot(mpg, aes(fl))

+ geom bar() x, alpha, color, fill, linetype, size, weight

#### **Graphical Primitives**

map <- map\_data("state") c <- ggplot(map, aes(long, lat))



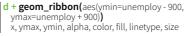
c + geom\_polygon(aes(group = group)) x, y, alpha, color, fill, linetype, size

#### d <- ggplot(economics, aes(date, unemploy))</pre>



+ geom\_path(lineend="butt", linejoin="round', linemitre=1)

x, y, alpha, color, linetype, size



#### e <- ggplot(seals, aes(x = long, y = lat))



e + geom\_segment(aes( xend = long + delta\_long,

yend = lat + delta\_lat)) x, xend, y, yend, alpha, color, linetype, size

e + geom\_rect(aes(xmin = long, ymin = lat, xmax= long + delta long. ymax = lat + delta\_lat))

xmax, xmin, ymax, ymin, alpha, color, fill,

#### Continuous X, Continuous Y f <- ggplot(mpg, aes(cty, hwy))

+ geom\_blank() (Useful for expanding limits)



geom\_jitter()

x, y, alpha, color, fill, shape, size

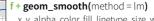


geom point() x, y, alpha, color, fill, shape, size











### geom\_text(aes(label = cty))

x, y, label, alpha, angle, color, family, fontface, hjust, lineheight, size, vjust

#### Discrete X, Continuous Y

g <- ggplot(mpg, aes(class, hwy))



geom bar(stat = "identity")

x, y, alpha, color, fill, linetype, size, weight



+ geom\_boxplot() lower, middle, upper, x, ymax, ymin, alpha, color, fill, linetype, shape, size, weight



g + geom\_dotplot(binaxis = "y", stackdir = "center")

#### x, y, alpha, color, fill g + geom\_violin(scale = "area")

x, y, alpha, color, fill, linetype, size, weight

#### Discrete X, Discrete Y

h <- ggplot(diamonds, aes(cut, color))



h + geom\_jitter()

x, y, alpha, color, fill, shape, size

m + geom\_contour(aes(z = z))

x, y, z, alpha, colour, linetype, size, weight

#### Two Variables

#### **Continuous Bivariate Distribution**

i <- ggplot(movies, aes(year, rating)) + geom\_bin2d(binwidth = c(5, 0.5))



xmax, xmin, ymax, ymin, alpha, color, fill, linetype, size, weigh





x, y, alpha, colour, fill size

#### **Continuous Function** j <- ggplot(economics, aes(date, unemploy))</pre>



x, y, alpha, color, fill, linetype, size



x, y, alpha, color, linetype, size

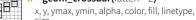


x, y, alpha, color, linetype, size

#### Visualizing error

df < -data.frame(grp = c("A", "B"), fit = 4:5, se = 1:2)k <- ggplot(df, aes(grp, fit, ymin = fit-se, ymax = fit+se))





+ geom\_errorbar()

x, ymax, ymin, alpha, color, linetype, size, width (also geom\_errorbarh())



x, ymin, ymax, alpha, color, linetype, size



x, y, ymin, ymax, alpha, color, fill, linetype, shape size

data <- data.frame(murder = USArrests\$Murder, state = tolower(rownames(USArrests))) map <- map\_data("state")

l <- ggplot(data, aes(fill = murder))</pre>

l + geom\_map(aes(map\_id = state), map = map) + expand\_limits(x = map\$long, y = map\$lat) map id. alpha, color, fill, linetype, size

#### **Three Variables**

seals\$z <- with(seals, sqrt(delta\_long^2 + delta\_lat^2))</pre> m <- ggplot(seals, aes(long, lat))



n + geom\_raster(aes(fill = z), hjust=0.5, viust=0.5, interpolate=FALSE)

x, y, alpha, fill (fast)

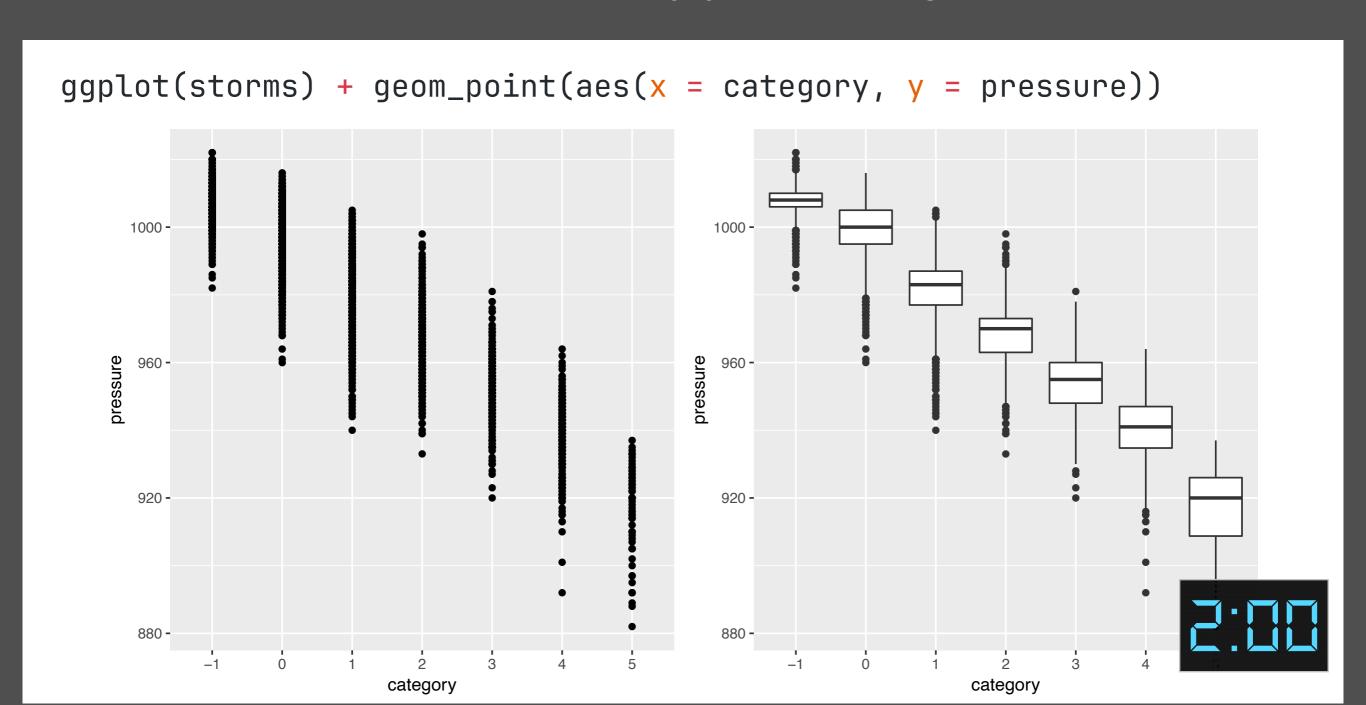
m + geom\_tile(aes(fill = z))

x, y, alpha, color, fill, linetype, size (slow)

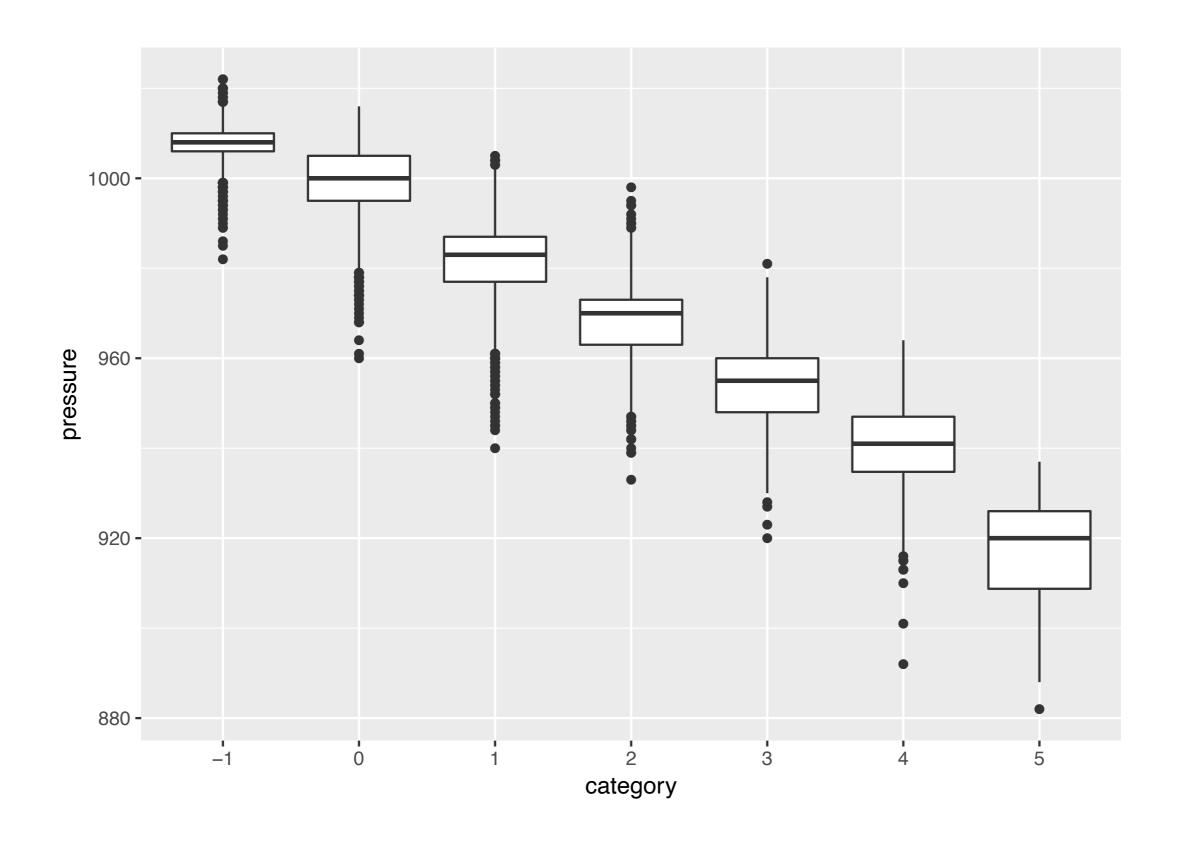
## YOUR TURN

Decide how to replace the scatterplot with boxplots.

Use the cheatsheet and try your best guess.



```
ggplot(storms) + geom_boxplot(aes(x = category, y = pressure))
```



## YOUR TURN

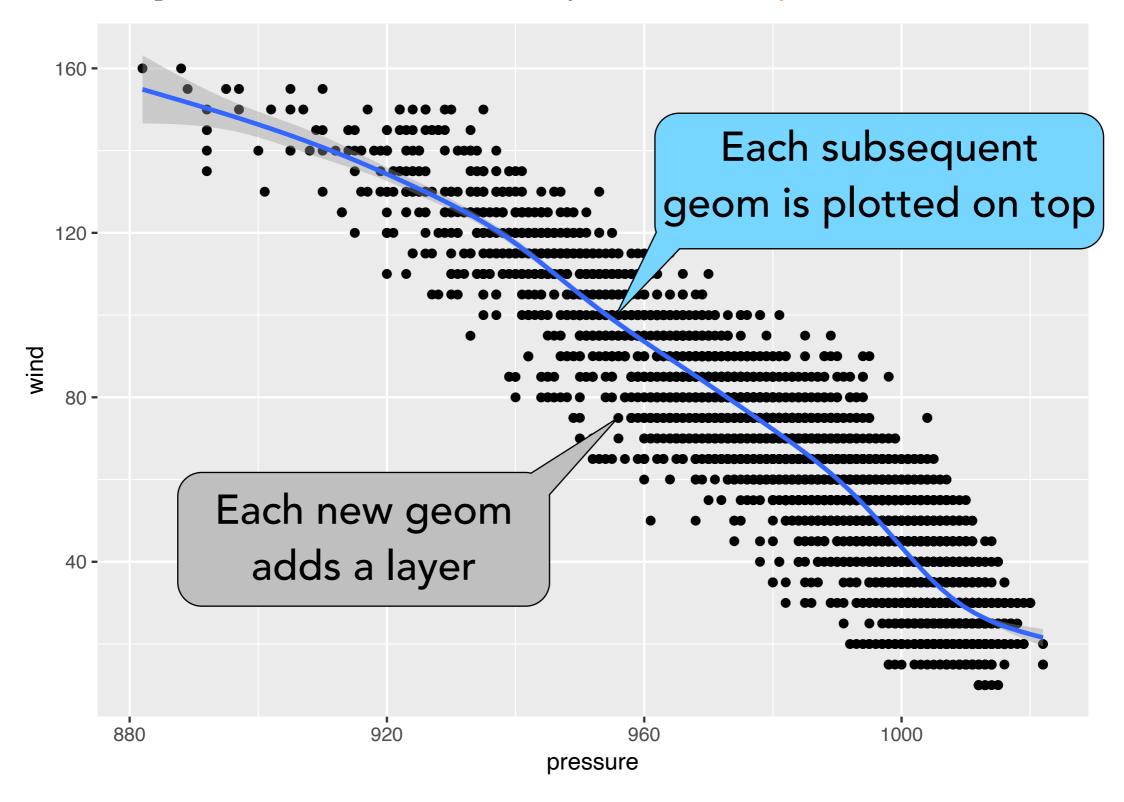


Predict what this code will do, then run it.

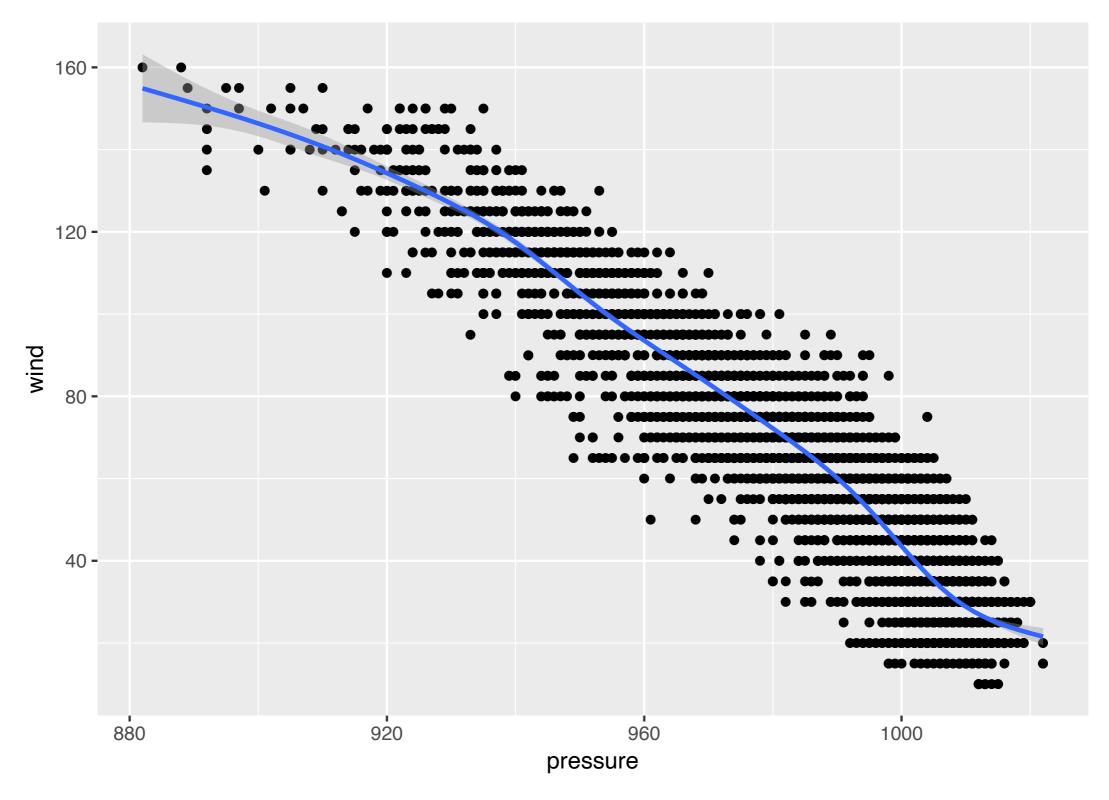
```
ggplot(storms) +
  geom_point(aes(x = pressure, y = wind)) +
  geom_smooth(aes(x = pressure, y = wind))
```



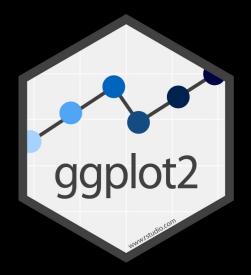
```
ggplot(storms) +
  geom_point(aes(x = pressure, y = wind)) +
  geom_smooth(aes(x = pressure, y = wind))
```

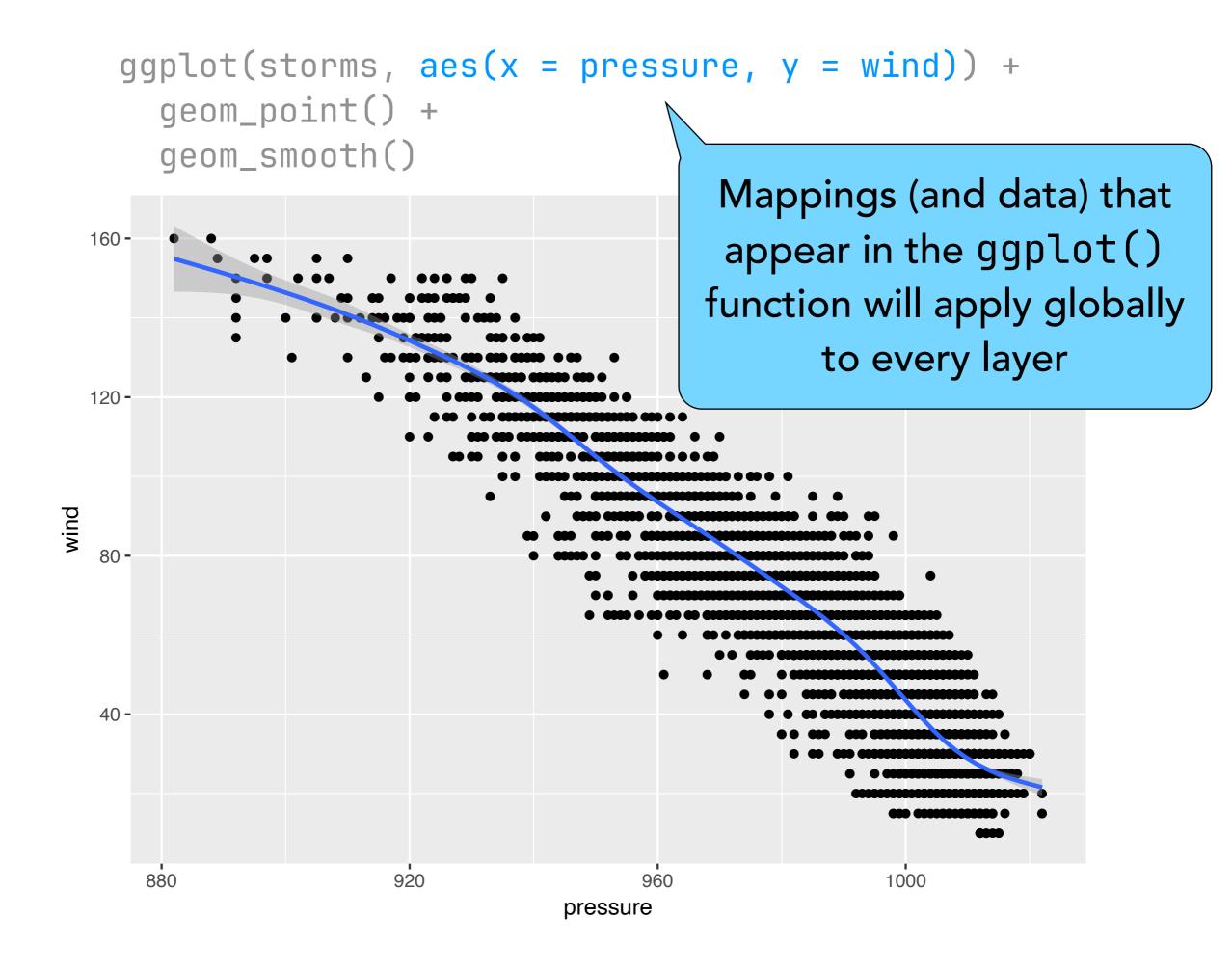


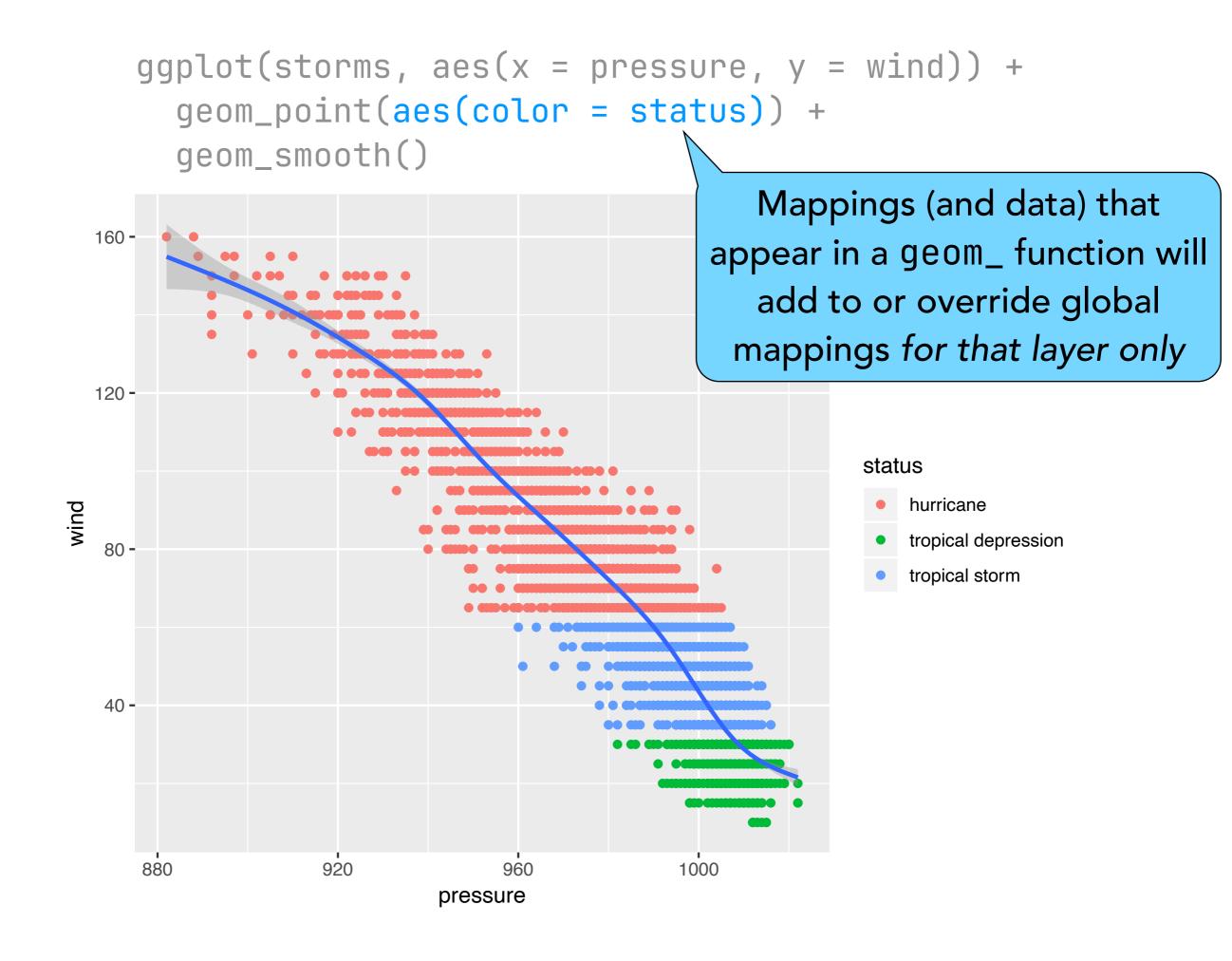
```
ggplot(storms) +
  geom_point(aes(x = pressure, y = wind)) +
  geom_smooth(aes(x = pressure, y = wind))
```



# GLOBAL VS. LOCAL MAPPING





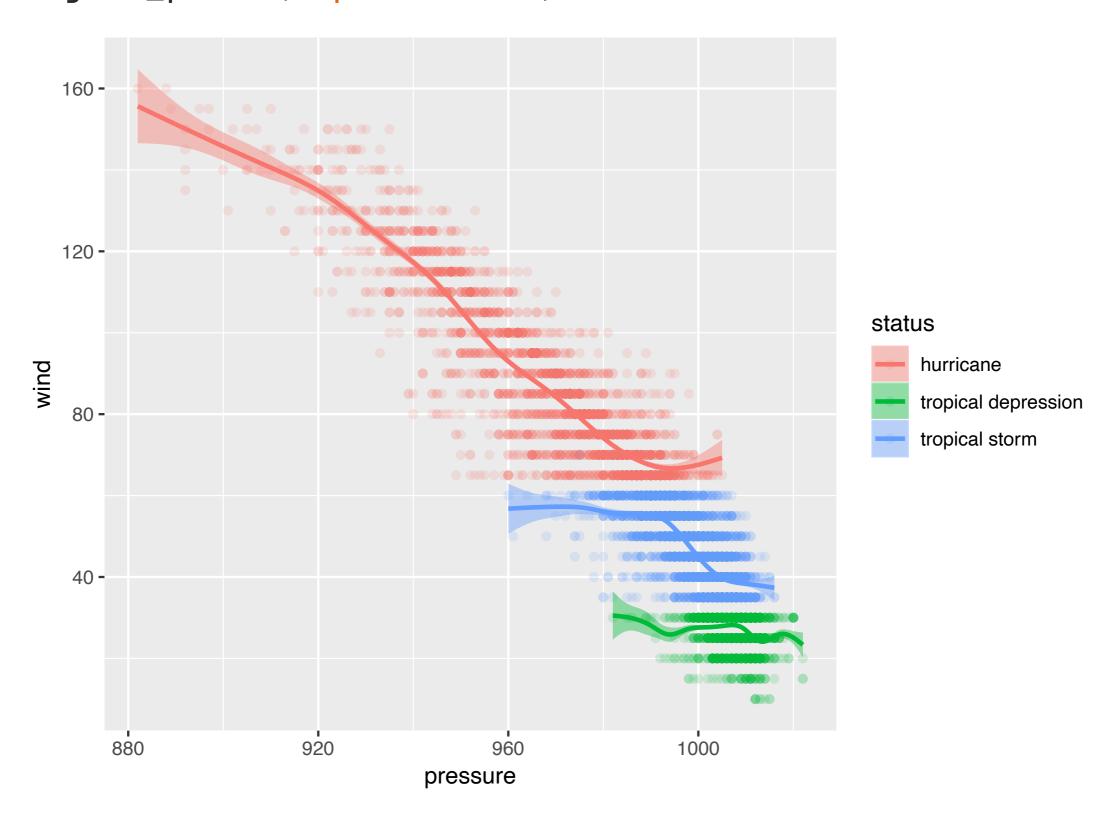


## YOUR TURN



• Predict what this code will do, then run it.





## YOUR TURN



- Go to this week's assignments on the course website.
- Download the R Markdown file (save it in this week's folder in your class activities R project).
- Open the R Markdown file in R Studio.
- Follow the instructions to visualize a dataset about mammalian sleep.



## WHAT ELSE?



- Stats
- Position adjustments
- Coordinates
- Facets
- Scales
- Themes

```
Required
ggplot(data = <DATA>
  <GEOM_FUNCTION> (
    mapping = aes(<MAPPINGS>),
    stat =
            <STAT>
                                     Not
    position = <POSITION>
                                     required,
                                     sensible
                                     defaults
  <COORDINATE_FUNCTION>
                                     supplied
  <FACET_FUNCTION>
  <SCALE_FUNCTION>
  <THEME_FUNCTION>
```

Storms data Status is determined by maximum wind speed 160 120 Maximum wind speed (knots) hurricane tropical storm 80 tropical depression 40 880 920 960 1000 Air pressure (millibars)