

Data and Image Models

DSC 106: Data Visualization

Sam Lau

UC San Diego

Announcements

Lab 1 and Welcome Survey due **tonight!**

Discussion 1 happening this afternoon at 3pm and 4pm

Project 1 checkpoint due Tuesday, 1/14.

FAQs on course logistics:

1. Are lectures podcasted? Yes (discussions too).
2. Can I get participation if I attend a different lecture than the one I enrolled? Yes, as long as there are seats in the room.
3. When are Ed posts due for participation? Sundays at 11:59pm
4. Can I use ChatGPT / CoPilot? Yes, and use with caution!

A note about using ChatGPT

We need to be having high quality conversations about AI: what it can and can't do, its many risks and pitfalls and how to integrate it into society in the most beneficial ways possible.

Strawman: "Don't call it AI! It's not actually intelligent—it's just spicy autocomplete."

As artificial intelligence continues to transform our world, it is crucial to approach its development and deployment with caution, recognizing the potential for unintended harms alongside its vast promise.

From biased decisions to privacy risks, AI misuse demands proactive oversight and thoughtful regulation.

Which one was generated by ChatGPT?

A note about using ChatGPT

We need to be having high quality conversations about AI: what it can and can't do, its many risks and pitfalls and how to integrate it into society in the most beneficial way.

As artificial intelligence continues to transform our world, it is crucial to approach its development and deployment with caution, recognizing the

If it's super obvious your writeup is AI generated without any editing, you will lose 50% of the writeup score.

If it looks obviously AI-generated to the staff, it will also look AI-generated to professional data scientists.

Which one was generated by ChatGPT?

proactive oversight and thoughtful regulation.

About this Course (continued)

Where you're headed: Final Project

Explorable Explanation for health dataset

Initial prototype and design reviews

In-class demonstration videos

Submit and publish online

On March 18, Final Project Showcase (during our scheduled final exam time)

BLACKJACK

Restart

Bet: \$ ⏺

Place

Simulate



Dealer: ?

Games: 687

Wins: 275

Losses: 339

Ties: 73

Money: -5300

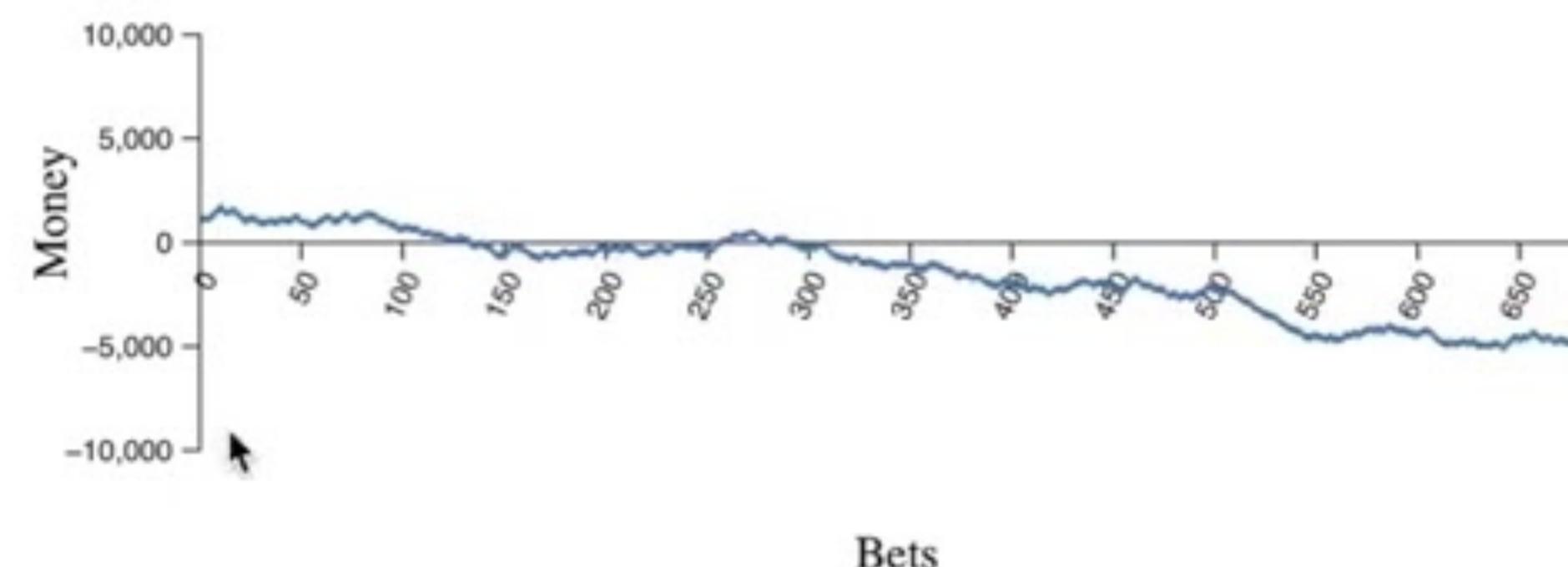


Player: 17

Hit

Stand

Double





Optimal Transport Mapping

Ashley Ho & Mizuho Fukuda

<https://mf02511.github.io/Optimal-Transport-Visualization/>

Project 1: Expository visualization

Create **one static visualization** for a dataset (see course website).

Pick a **guiding question**, use it to title your vis.

Design a **static visualization** for that question.

You are free to **use any tools** (inc. pen & paper).

Deliverables (upload via Gradescope; see Project 1 page)

Image of your visualization (PNG or JPG format)

Short description + design rationale (≤ 4 paragraphs)

**Checkpoint
due next Tues**

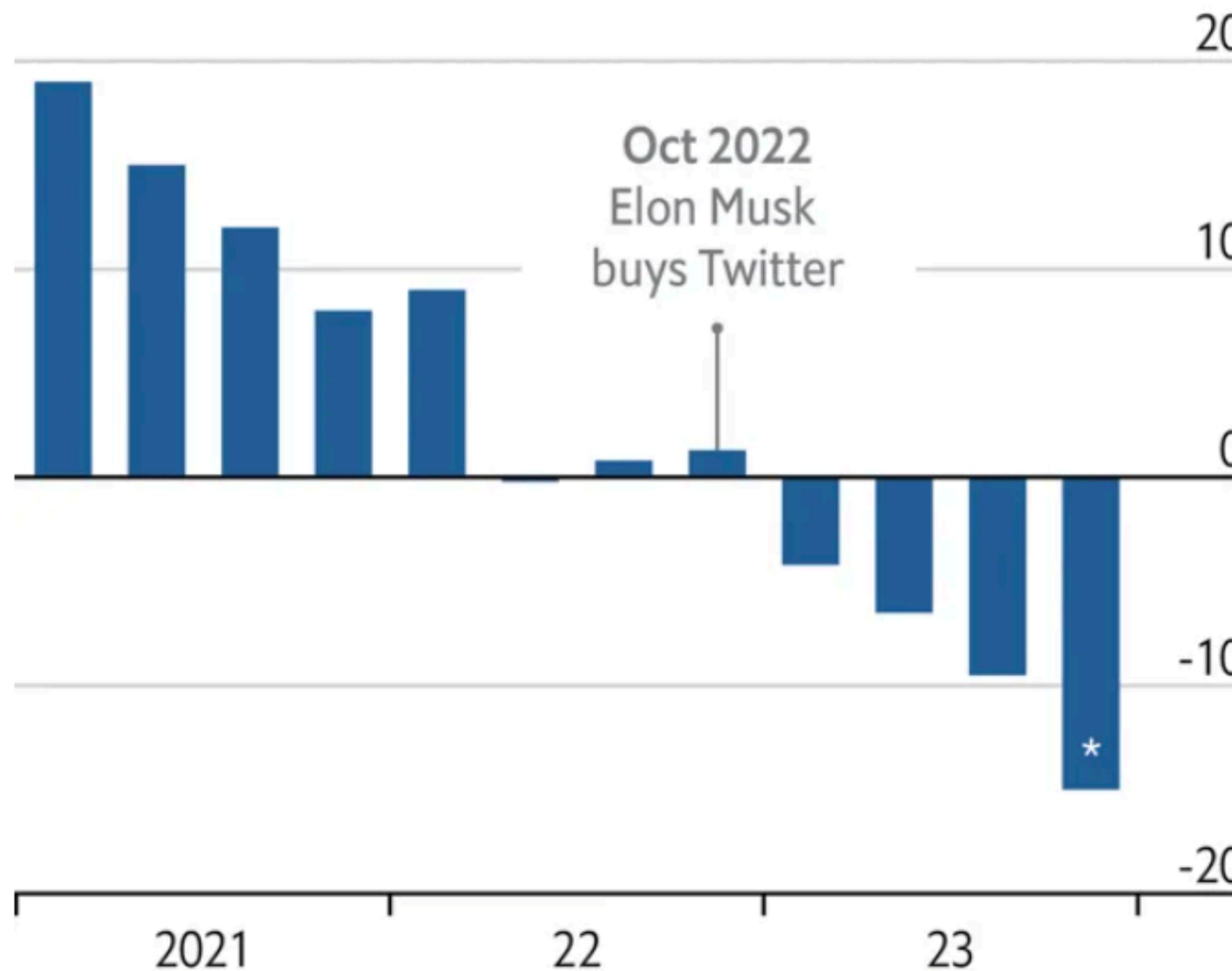
Name that chart!

Percent of working-age people who said they had “serious difficulty” with ...



Drop off

Estimated monthly active Twitter/X users
% change on a year earlier



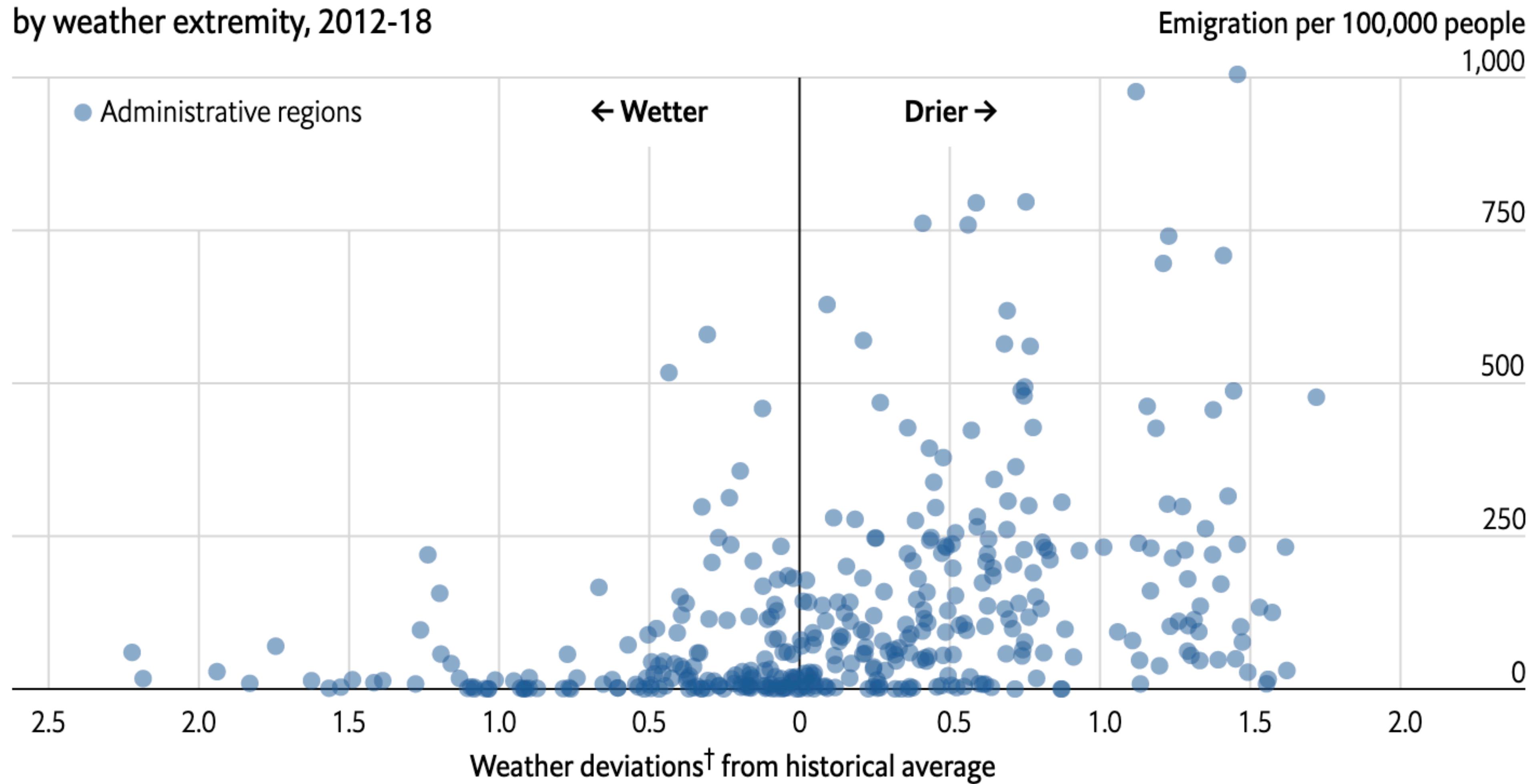
*To December 5th

Source: Sensor Tower

<https://www.economist.com/graphic-detail/2023/12/20/has-twitter-now-x-become-more-right-wing> 12

Spotting a trend

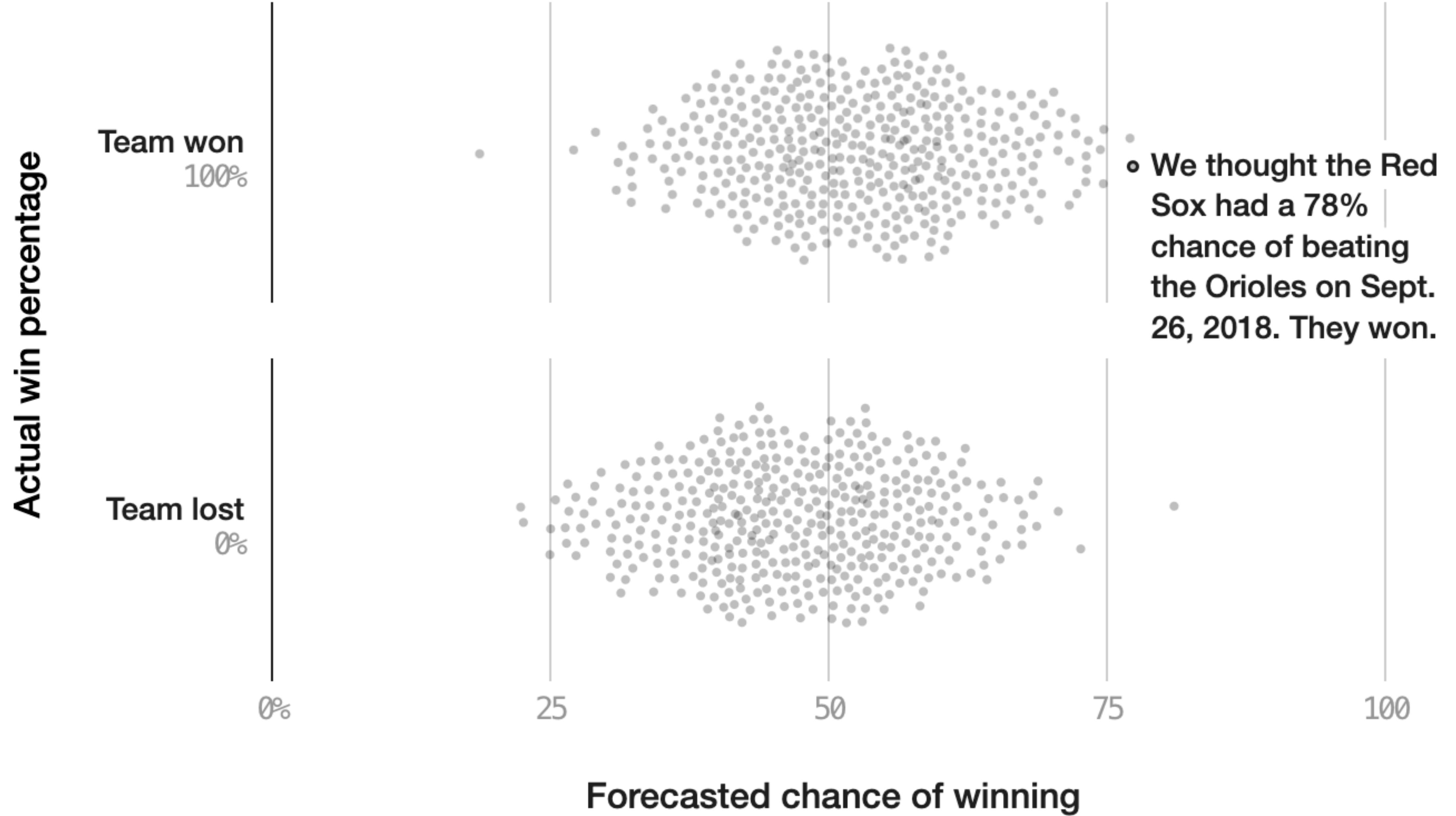
Emigration from the Northern Triangle* to United States,
by weather extremity, 2012-18

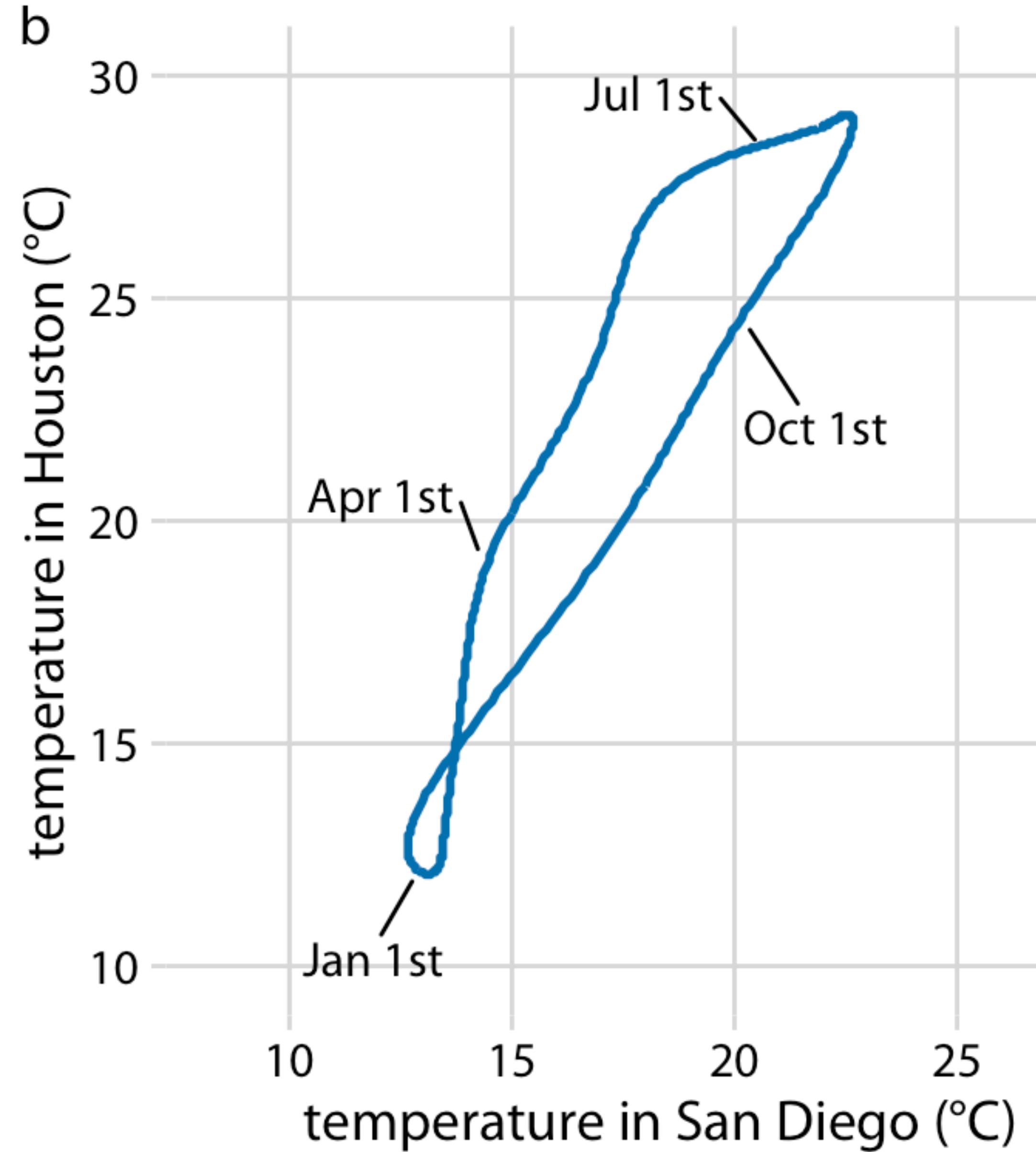
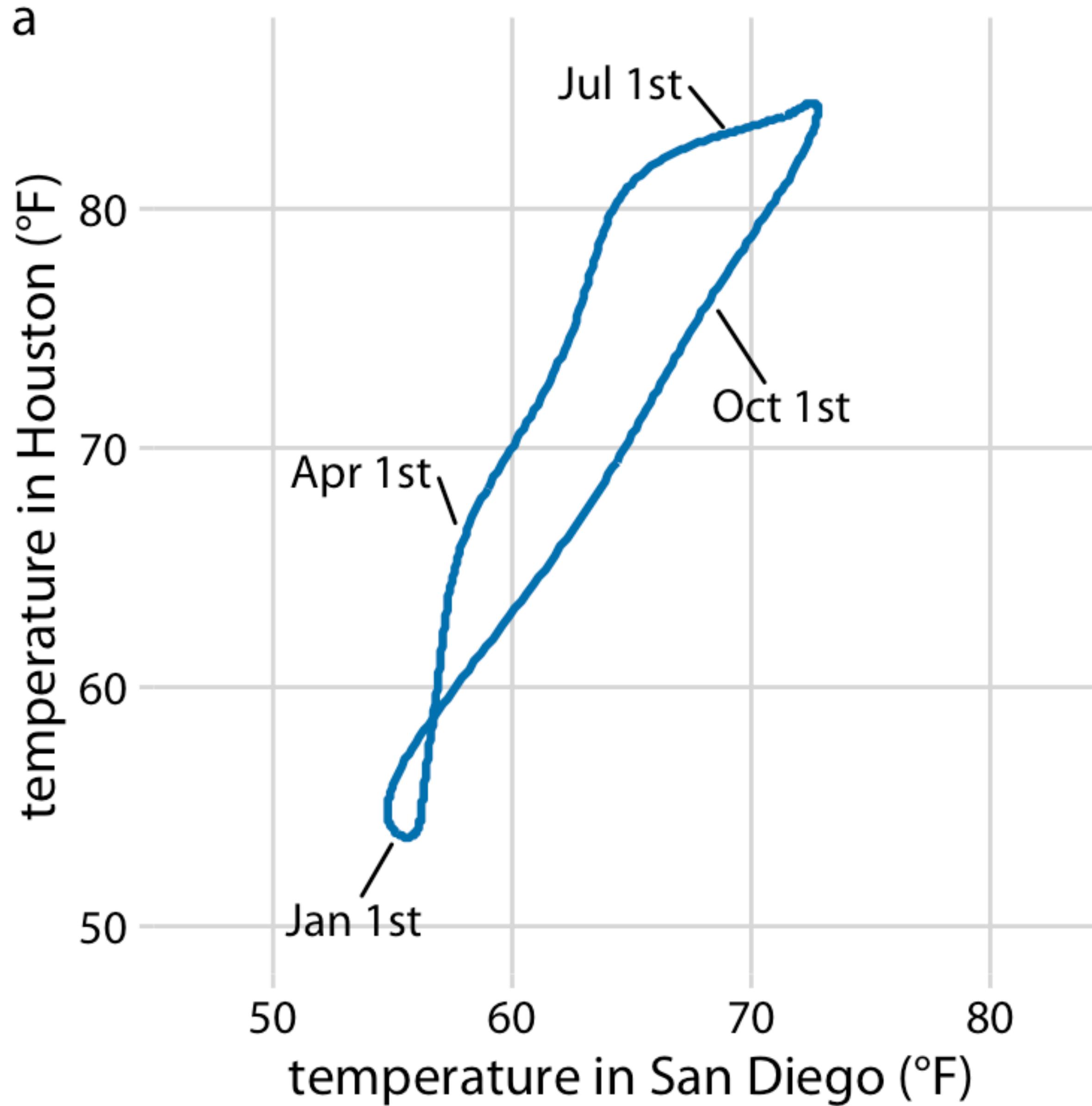


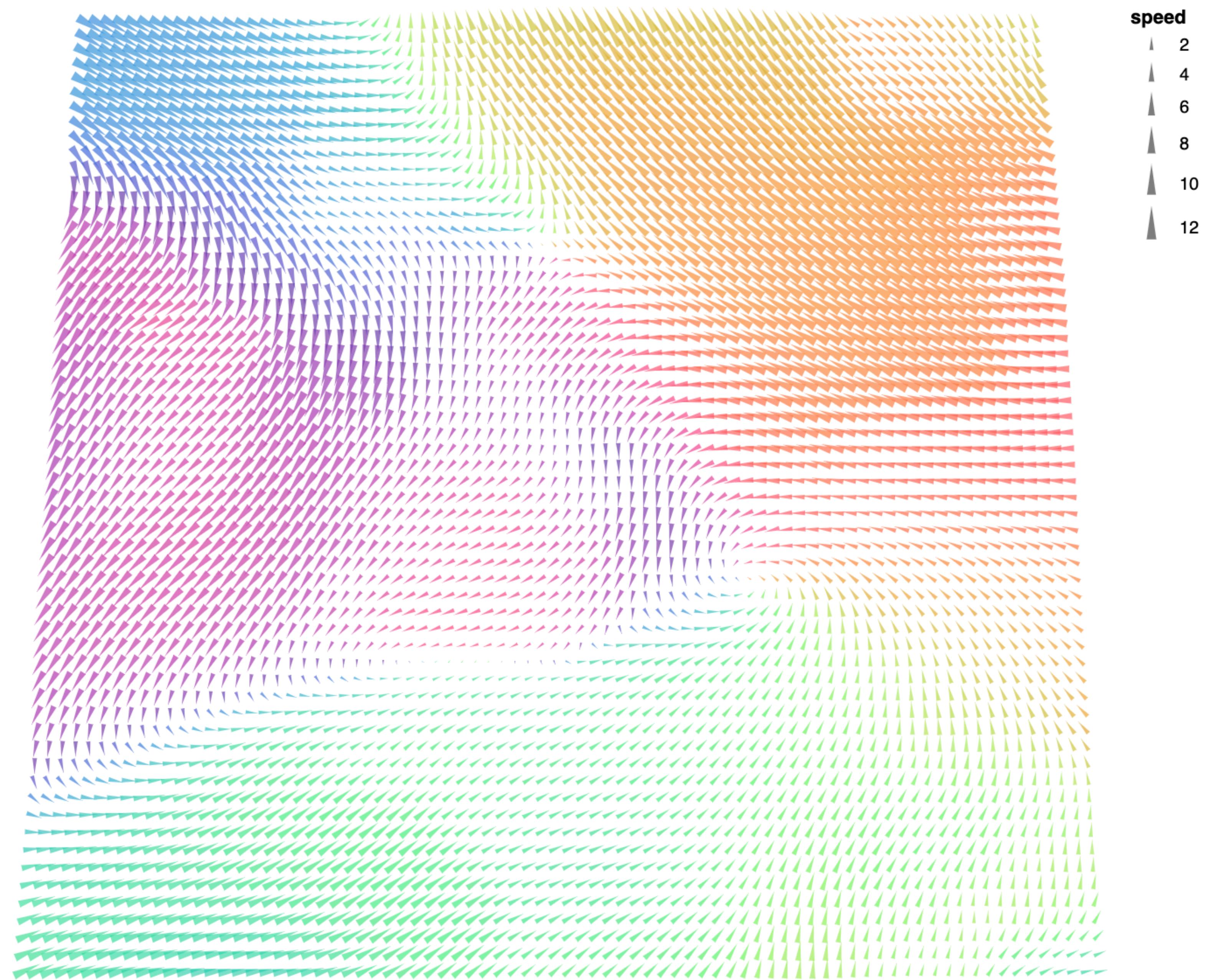
*El Salvador, Guatemala and Honduras

†Using the Standardised Precipitation-Evapotranspiration Index three-month average

Source: "Dry growing seasons predicted Central American migration to the US from 2012 to 2018", by A. Linke et al., 2023







https://vega.github.io/vega-lite/examples/point_angle_windvector.html

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

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

Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Séguir, de Fezensac, de Chambray et le journal inédit 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 sur Minsk en Mohilow et qui rejoignirent vers Orscha et Wilebsk, avaient toujours marché avec l'armée.

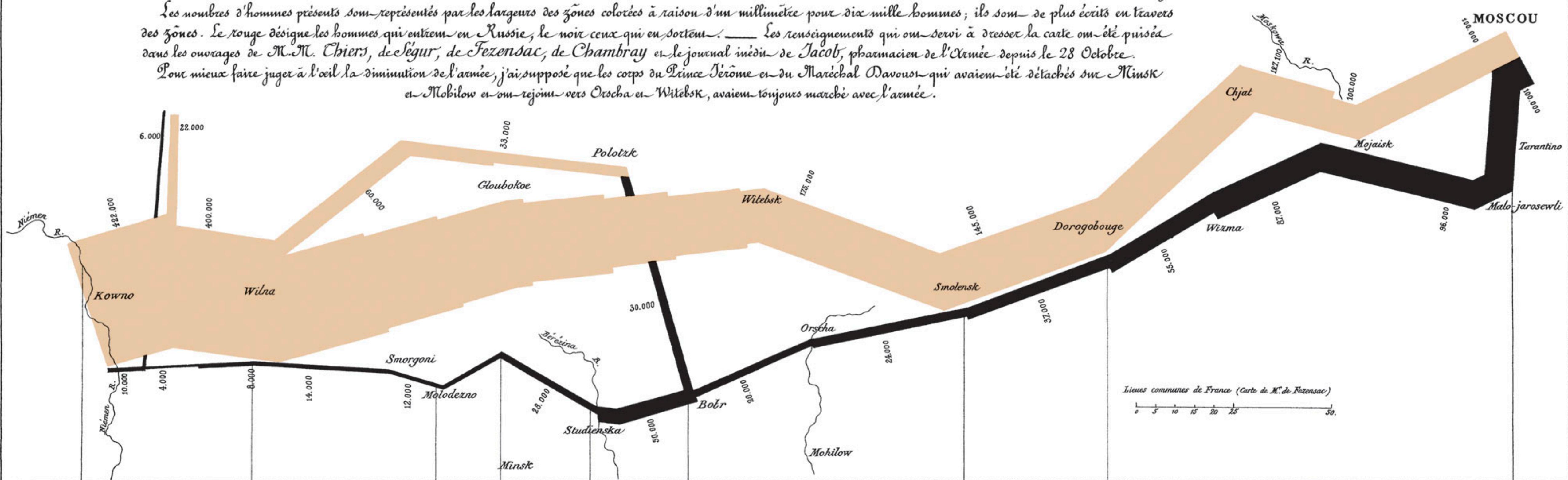
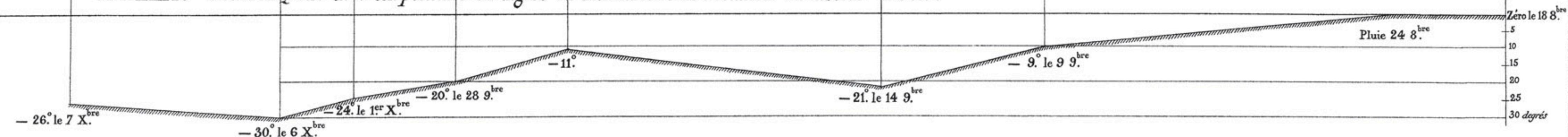


TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.

Les Cosaques passent au galop
le Niemen gelé.



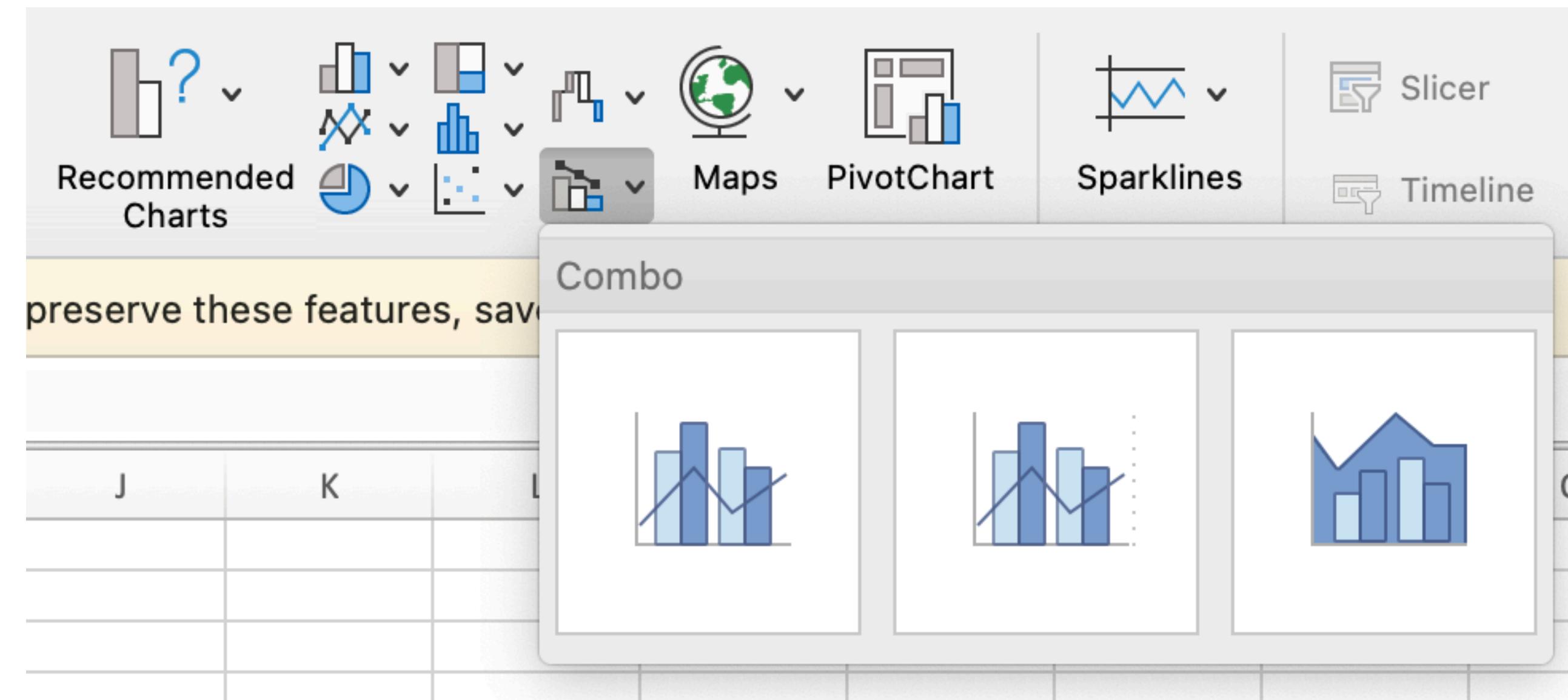


Chart editor

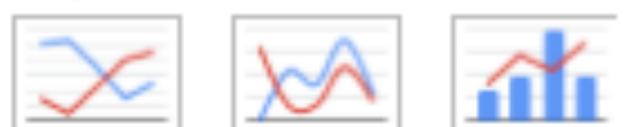
Setup

Customize

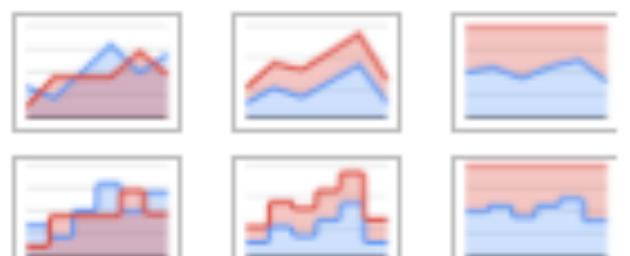
Chart type

Pie chart

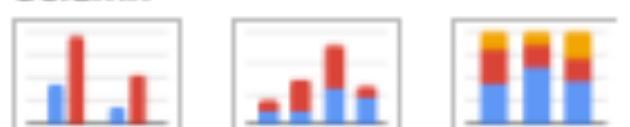
Line



Area



Column



Bar



Pie



Scatter



Map



Other



Visualizing Data



Physical Data Types

int, float, string

Conceptual Data Types

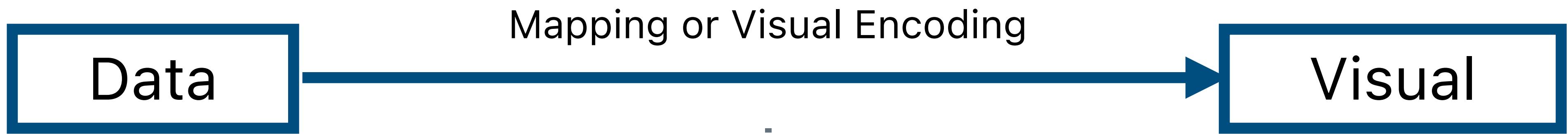
temperature, location

Graphical Marks

rect, line, point, area

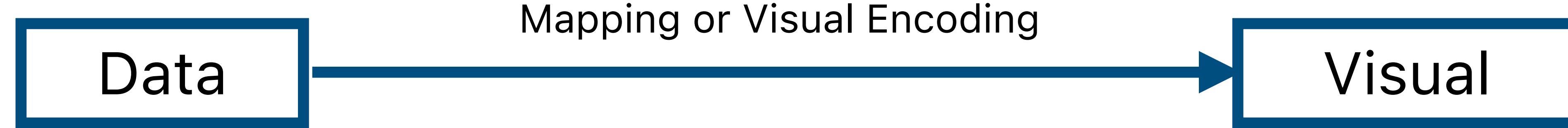
Visual Channels

x, y, color, opacity



Expressiveness

A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express all the facts in the set of data, and only the facts in the data.

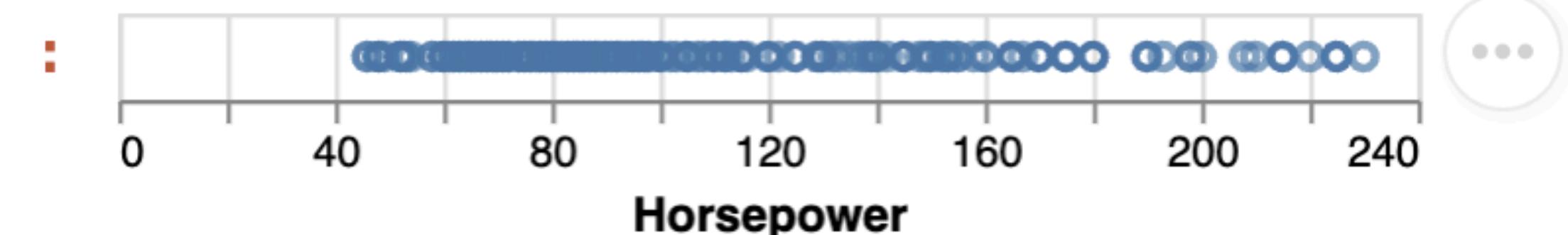


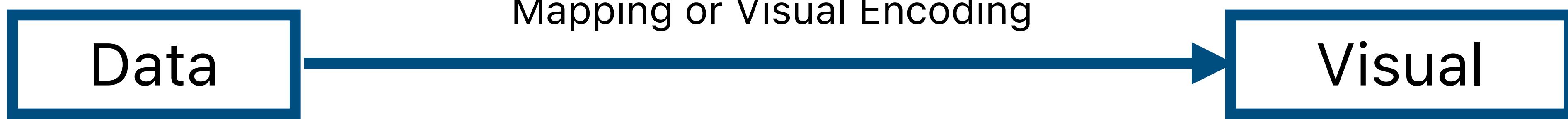
Expressiveness

Can't express the facts

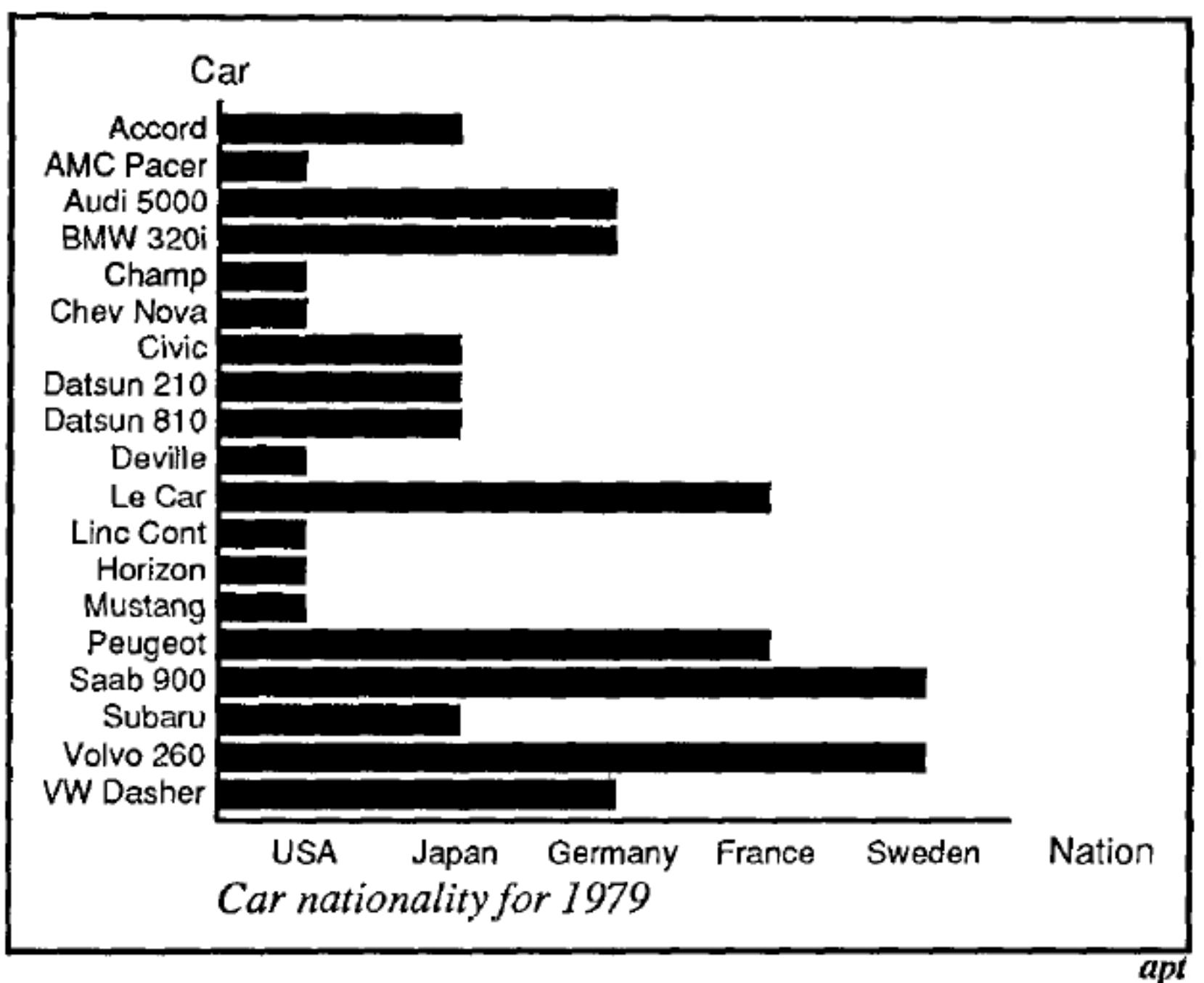
A dataset with many variables may be *inexpressive* in a single horizontal dot plot because multiple records are mapped to the same position.

```
: alt.Chart(source).mark_point().encode(  
    x='Horsepower'  
)
```





Expressiveness





Expressiveness

Expresses facts not in the data

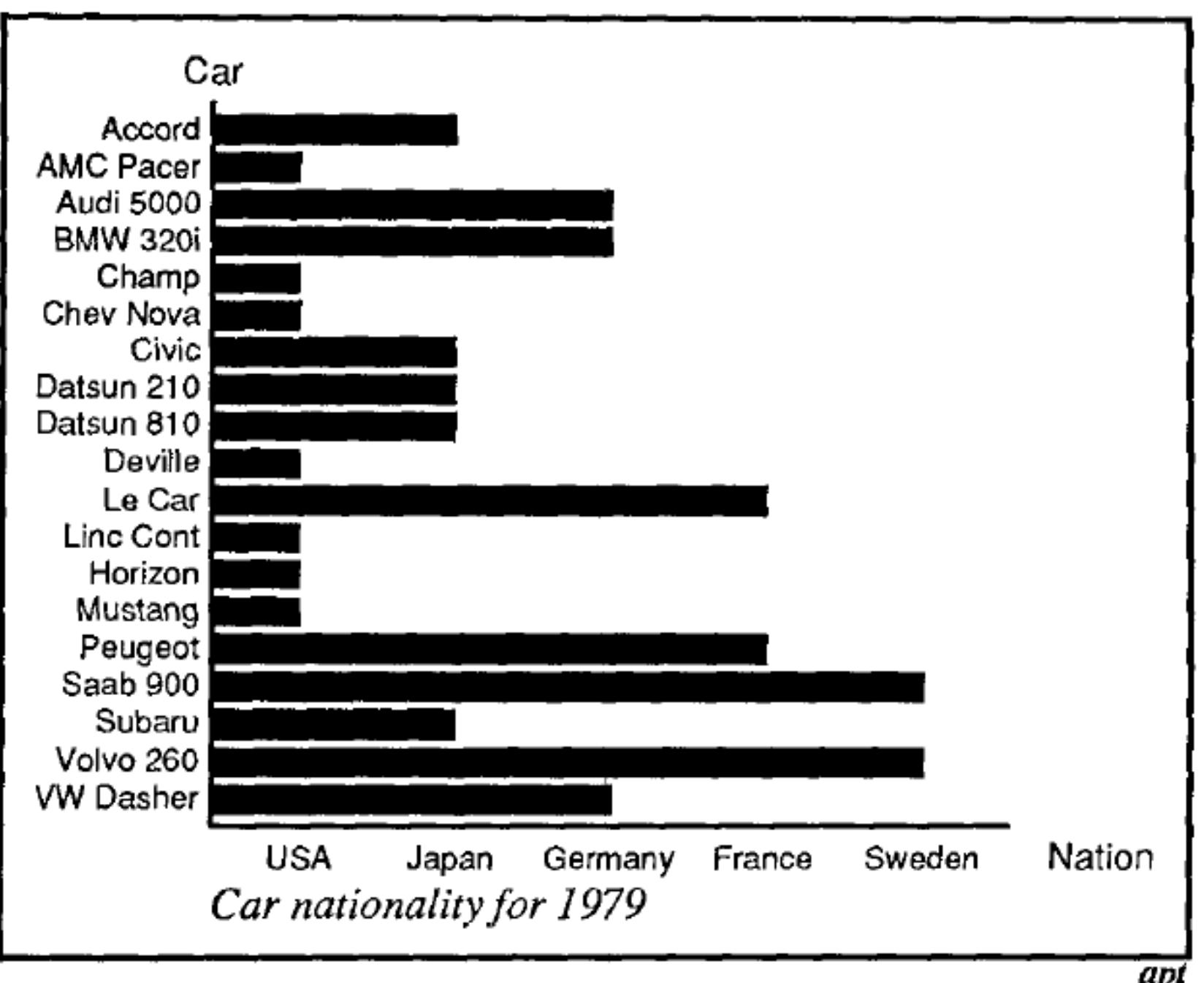
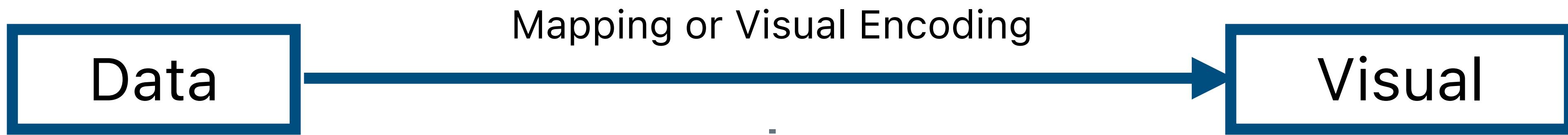
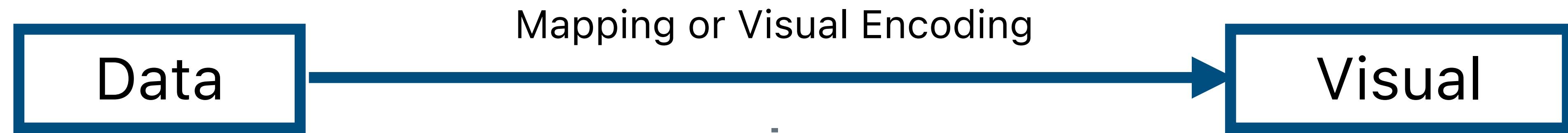


Fig. 11. Incorrect use of a bar chart for the *Nation* relation. The lengths of the bars suggest an ordering on the vertical axis, as if the USA cars were longer or better than the other cars, which is not true for the *Nation* relation.



Expressiveness

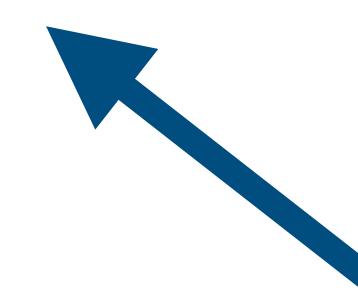
A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express all the facts in the set of data, and only the facts in the data.



Expressiveness

A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express *all the facts in the set of data, and only the facts in the data.*

Data models give us a way of talking about what the facts are.



Data Models

Conceptual Models vs. Data Models

```
df = pd.read_csv('projects/proj01/weather.csv')  
df
```

	city	lat	lon	month	sunshine	rain
0	San Diego	32.715736	-117.161087	Mar	217	1.53
1	San Diego	32.715736	-117.161087	Apr	255	0.15
2	San Diego	32.715736	-117.161087	May	234	0.57
3	San Diego	32.715736	-117.161087	Jun	236	1.01
4	San Diego	32.715736	-117.161087	Jul	277	0.02
...
67	Miami	25.761681	-80.191788	Aug	263	8.88
68	Miami	25.761681	-80.191788	Sep	216	9.86
69	Miami	25.761681	-80.191788	Oct	215	6.33
70	Miami	25.761681	-80.191788	Nov	212	3.27
71	Miami	25.761681	-80.191788	Dec	209	2.04

Conceptual Model:
column represents
hours of sunshine

Conceptual Models vs. Data Models

```
df = pd.read_csv('projects/proj01/weather.csv')  
df
```

	city	lat	lon	month	monthnum	sunshine	rain
0	S					217	1.53
1	S					255	0.15
2	San Diego	32.715736	-117.161087	Apr	4	234	0.57
3	San Diego	32.715736	-117.161087	Apr	4	236	1.01
...
67	Miami	25.761681	-80.191788	Aug	8	263	8.88
68	Miami	25.761681	-80.191788	Sep	9	216	9.86
69	Miami	25.761681	-80.191788	Oct	10	215	6.33
70	Miami	25.761681	-80.191788	Nov	11	212	3.27
71	Miami	25.761681	-80.191788	Dec	12	209	2.04

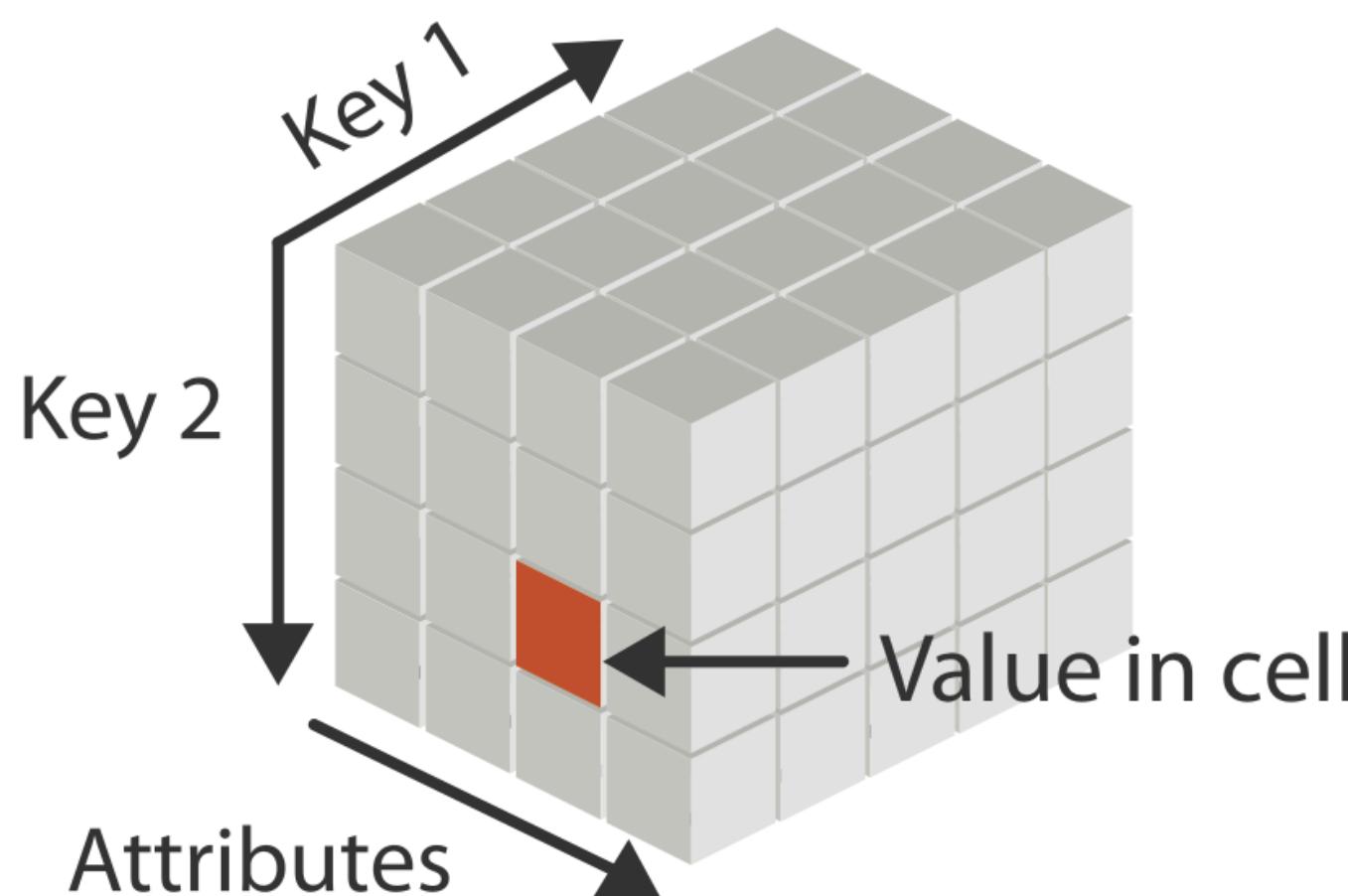
Data Model:
column contains numbers

Higher level of abstraction!

Dataset Types

1. Tabular

rows/records/items



Tamara Munzner, *Visualization Analysis and Design* (2014).

columns/attributes/

variables



	A	B	C	D	E	F	G
1	EmployerName	Address	DiffMeanHourlyPercent	DiffMeanBonusPercent	MaleBonusPercent	FemaleBonusPercent	MeanBonusPercent
2	1ST CHOICE STAFF RECRUITMENT LIMITED	8, St. Loyes Street, Bedford, MK40 1EP	-4.5	206.9	2	1	1
3	23.5 DEGREES LIMITED	Charles Watts Way, Hedge End, Southampton,	10	79	4	3	3
4	A. & B. GLASS COMPANY LIMITED	Chilton Industrial Estate, Sudbury, Suffolk,	15	85	61	32	32
5	ABACUS HOTELS LIMITED	20 Station Street, Swaffham, Norfolk,	37.8	-6.6	19.2	16.2	16.2
6	Abbeyfield Wales Society	24 Gold Tops, Newport, NP20 4PG	21.9	0	0	0	0
7	ABERDEEN JOURNALS LIMITED	Mastrick, Aberdeen, United Kingdom,	15.7	44.7	17.1	39.7	39.7
8	ACCESSIBLE TRANSPORT GROUP CONTRACT SERVICES LIMITED	Birmingham, West Midlands, United Kingdom,		0	0	0	0
9	ACEGOLD LIMITED	Norcliffe House, Station Road, Wilmslow, SK9 1BU	-5.1	0	0	0	0
10	Acorns Children's Hospice Trust	Wythall, Birmingham, United Kingdom,	11.2	0	0	0	0
11	AD Astra Academy Trust	Davison Drive, Hartlepool, Cleveland,	9.5	0	0	0	0
12	ADAPT BUSINESS SERVICES LIMITED	Drive, Gorseinon, Swansea, SA4 4QN	3.3	0	0	0	0
13	ADARE INTERNATIONAL LIMITED	Two Colton Square, Leicester, England, LE1 1BB	18.8	71.3	11.6	10.5	10.5

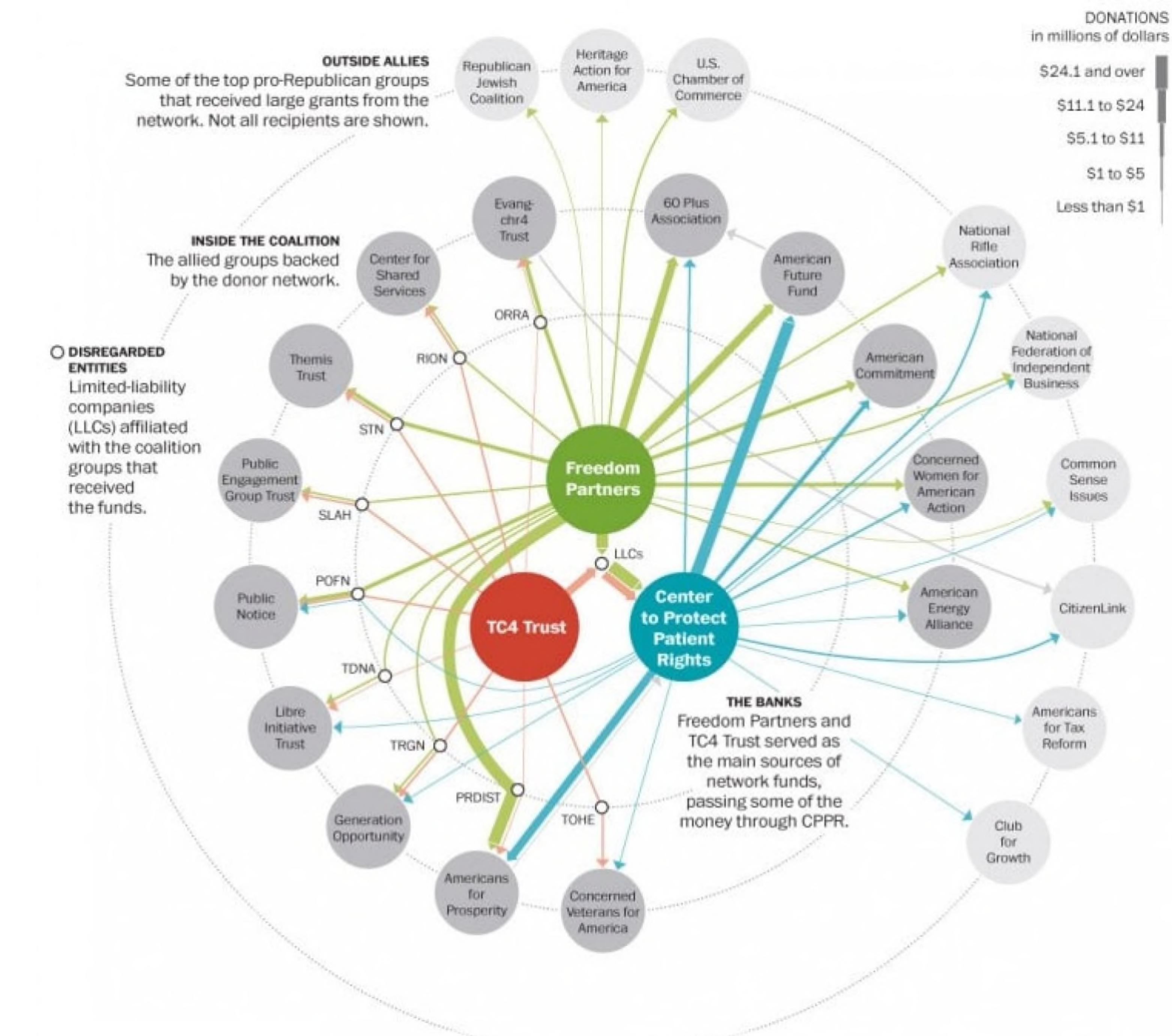
cell containing
value

Dataset Types

1. Tabular:
collection of records
with named attributes

2. Network:
Nodes and links can also have
attributes (e.g., size of nodes,
thickness/directionality of links).

Trees are special networks
where each node has only one
parent.



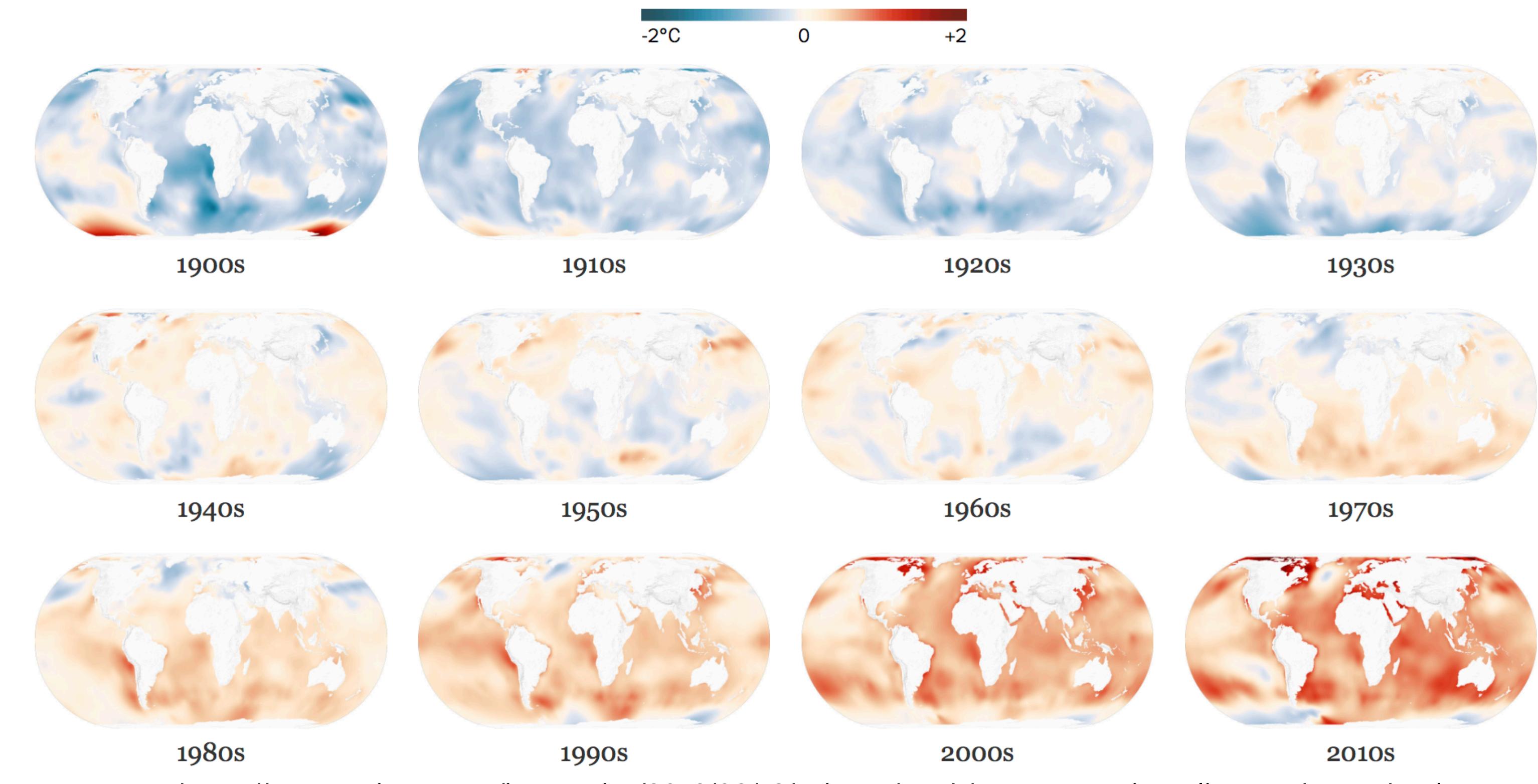
Dataset Types

1. Tabular:
collection of records
with named attributes

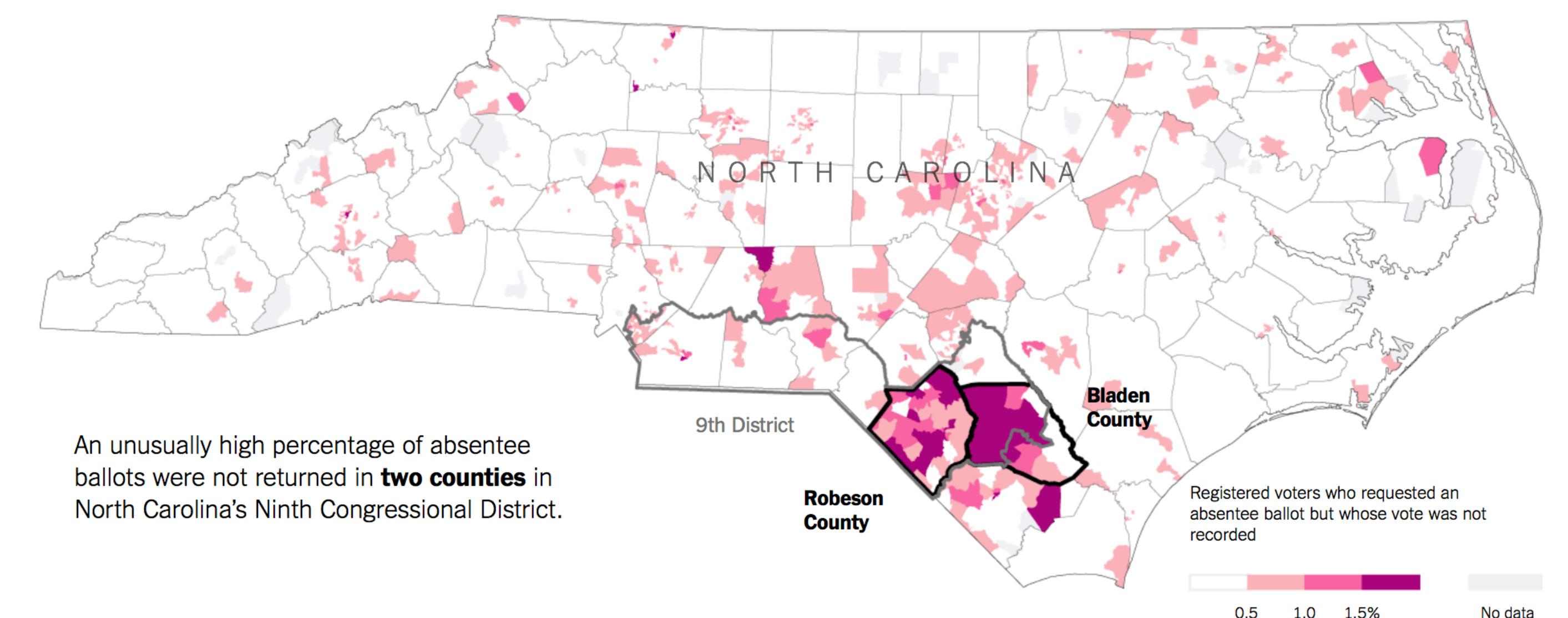
2. Network:
Nodes and links can also have
attributes (e.g., size of nodes,
thickness/directionality of links).

Trees are special networks
where each node has only one
parent.

3. Spatial:
Continuous "fields" vs
discrete "positions"



<https://www.nytimes.com/interactive/2016/09/12/science/earth/ocean-warming-climate-change.html>



<https://www.nytimes.com/2018/12/07/upshot/mapped-why-voting-anomalies-are-impossible-to-ignore-in-north-carolina.html>

Attribute / Data Types

Nominal

=, ≠

Labels or categories.

E.g., Fruits: apples, bananas, cantaloupes, ...

Ordinal

=, ≠, <, >

Ordered.

E.g., Quality of eggs: Grade AA, A, B

Quantitative (Interval)

=, ≠, <, >, –

Interval (zero can be arbitrarily located).

E.g., Dates: Jan 19, 2018; Location: (Lat 42.36, -71.09)

Only differences can be calculated (e.g., distances or spans).

Quantitative (Ratio)

=, ≠, <, >, –, %

Ratio (fixed zero / meaningful baseline).

E.g., Physical measurement: length, mass, temperature

Counts and amounts. Can measure ratios or proportions.

Data Models

Physical Model

32.5, 54.0, -17.3, ...

Floating point numbers

Attribute Type

Burned vs. Not-Burned (N)

Hot, Warm, Cold (O)

Temperature Value (Q)

Conceptual Model

Temperature (°C)

Activity: U.S. Census

What are the types of these attributes?

(N, O, Q-interval, or Q-ratio)

People Count: # of people in group

Year: 1850 – 2000 (every decade)

Age: 0 – 90+

Sex: Male, Female

Marital Status: Single, Married, Divorced, ...

	A	B	C	D	E
1	year	age	marst	sex	people
2	1850	0	0	1	1483789
3	1850	0	0	2	1450376
4	1850	5	0	1	1411067
5	1850	5	0	2	1359668
6	1850	10	0	1	1260099
7	1850	10	0	2	1216114
8	1850	15	0	1	1077133
9	1850	15	0	2	1110619
10	1850	20	0	1	1017281
11	1850	20	0	2	1003841
12	1850	25	0	1	862547
13	1850	25	0	2	799482
14	1850	30	0	1	730638
15	1850	30	0	2	639636
16	1850	35	0	1	588487
17	1850	35	0	2	505012
18	1850	40	0	1	475911
19	1850	40	0	2	428185
20	Think on your own for 1 minute				
21	1850	45	0	2	341254
22	1850	50	0	1	321343

Activity: U.S. Census

What are the types of these attributes?

(N, O, Q-interval, or Q-ratio)

People Count: # of people in group

Year: 1850 – 2000 (every decade)

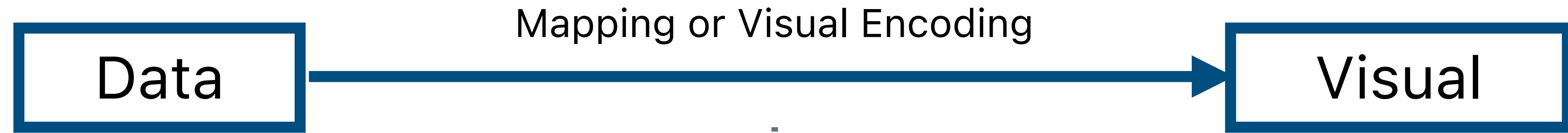
Age: 0 – 90+

Sex: Male, Female

Marital Status: Single, Married, Divorced, ...

	A	B	C	D	E
1	year	age	marst	sex	people
2	1850	0	0	1	1483789
3	1850	0	0	2	1450376
4	1850	5	0	1	1411067
5	1850	5	0	2	1359668
6	1850	10	0	1	1260099
7	1850	10	0	2	1216114
8	1850	15	0	1	1077133
9	1850	15	0	2	1110619
10	1850	20	0	1	1017281
11	1850	20	0	2	1003841
12	1850	25	0	1	862547
13	1850	25	0	2	799482
14	1850	30	0	1	730638
15	1850	30	0	2	639636
16	1850	35	0	1	588487
17	1850	35	0	2	505012
18	1850	40			11
19	1850	40			85
20	1850	45			11
21	1850	45	0	2	541254
22	1850	50	0	1	321343

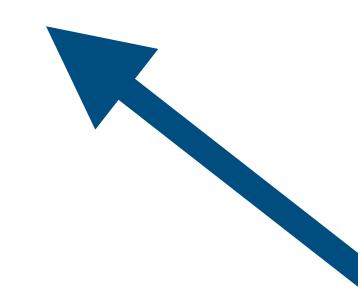
tryclassbuzz.com:
census

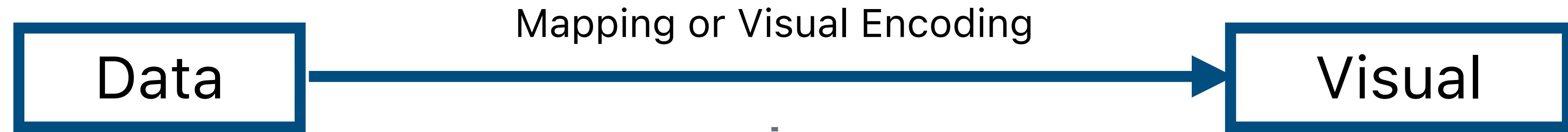


Expressiveness

A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express *all the facts in the set of data, and only the facts in the data.*

Data models give us a way of talking about what the facts are.





Expressiveness

A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express *all the facts in the set of data, and only the facts in the data.*

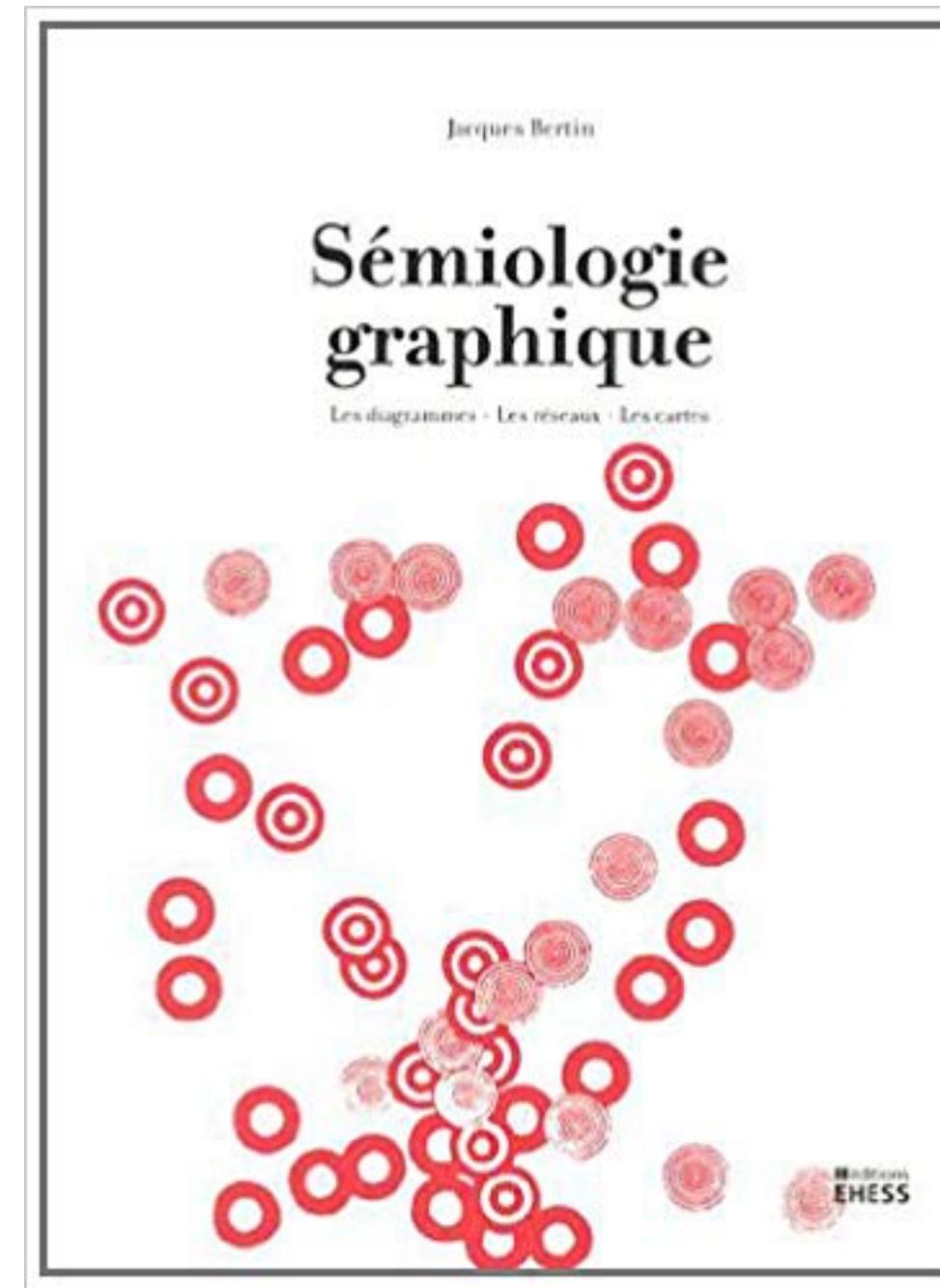
Effectiveness

A visualization is more *effective* than another if the information it conveys *is more readily perceived* than the information in the other visualization

Image models give us a way of talking about what is more readily perceived.

Image Models

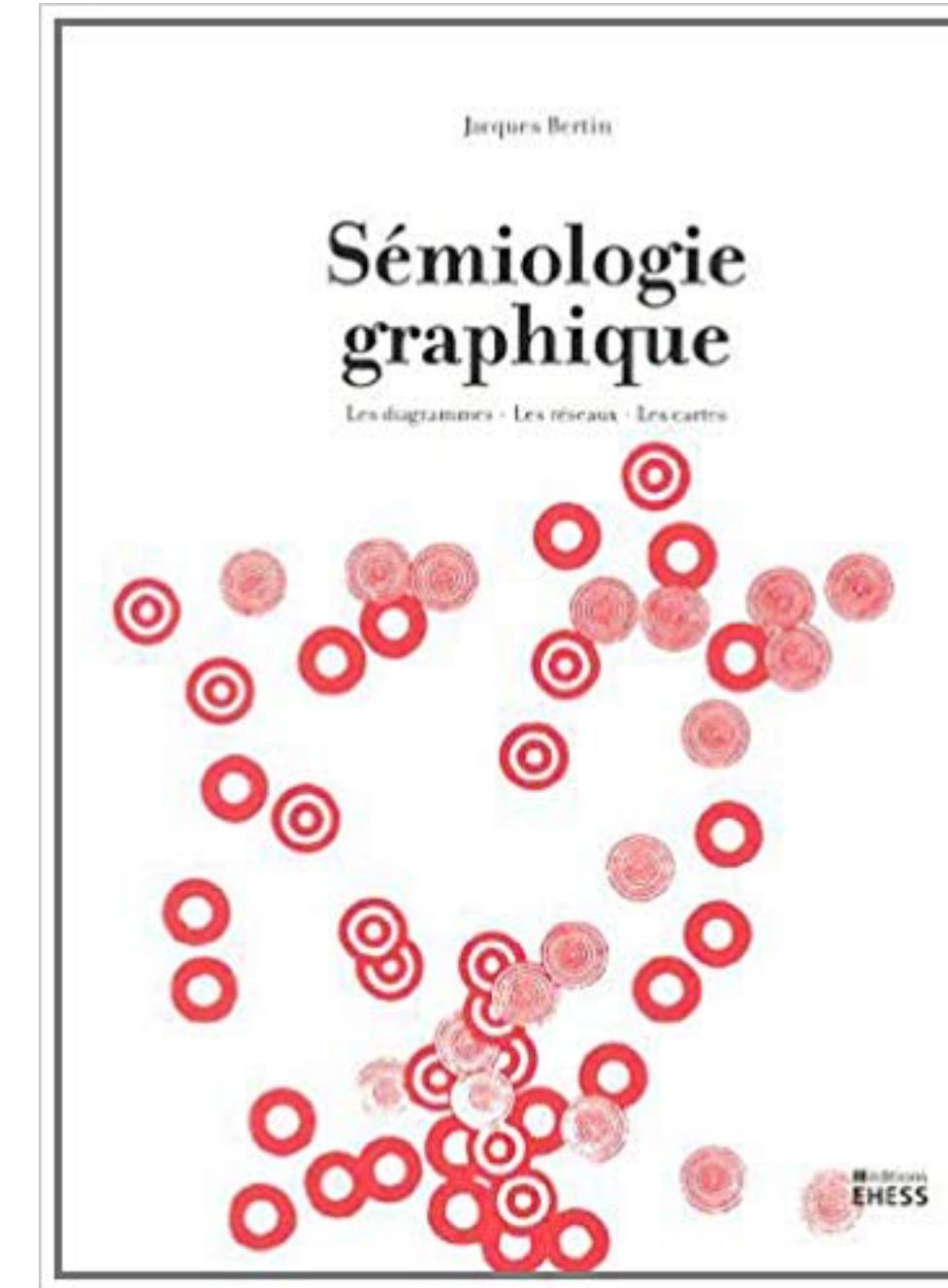
The Semiology of Graphics (1967)



Jacques Bertin (1918 – 2010)
French cartographer

The Semiology of Graphics (1967)

Study of signs and how cultures use them.

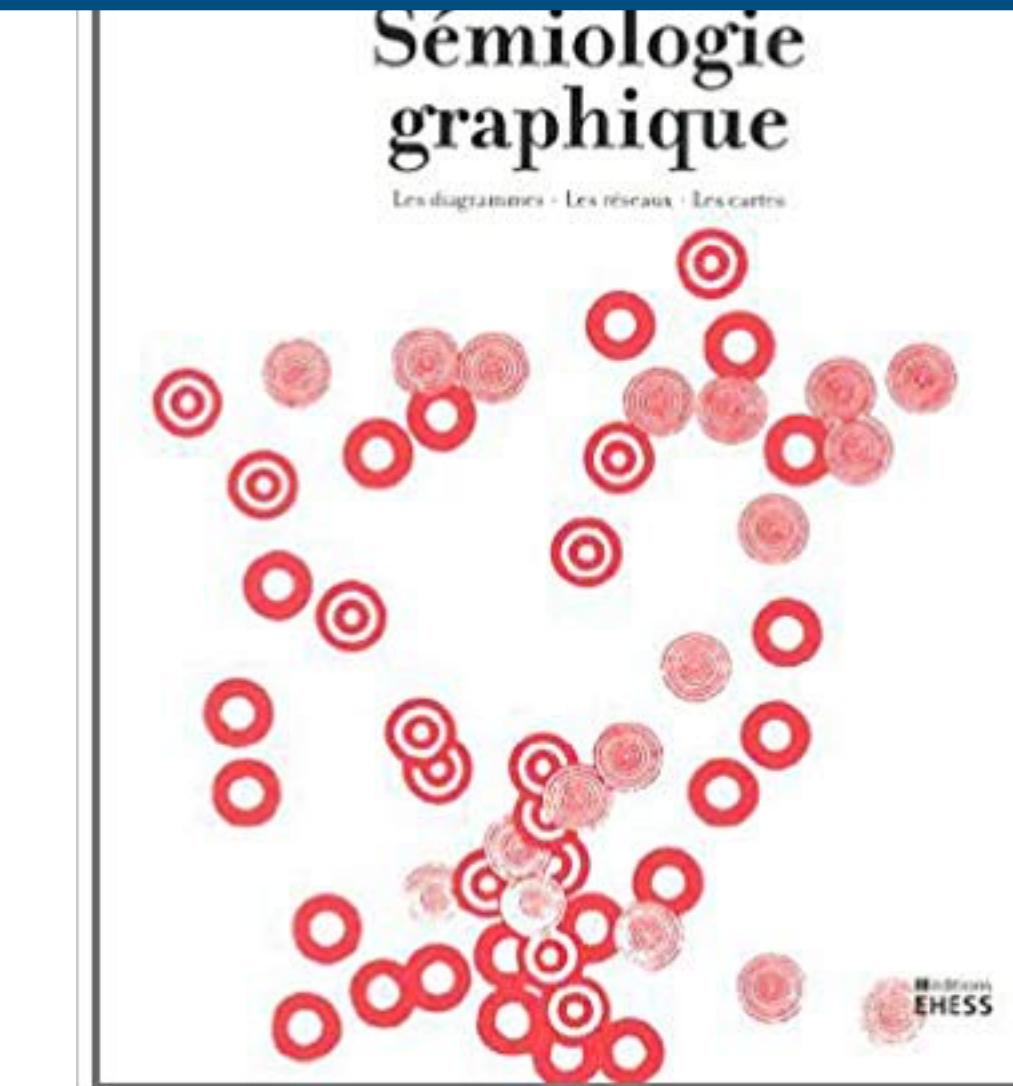


Jacques Bertin (1918 – 2010)
French cartographer

The Semiology of Graphics (1967)

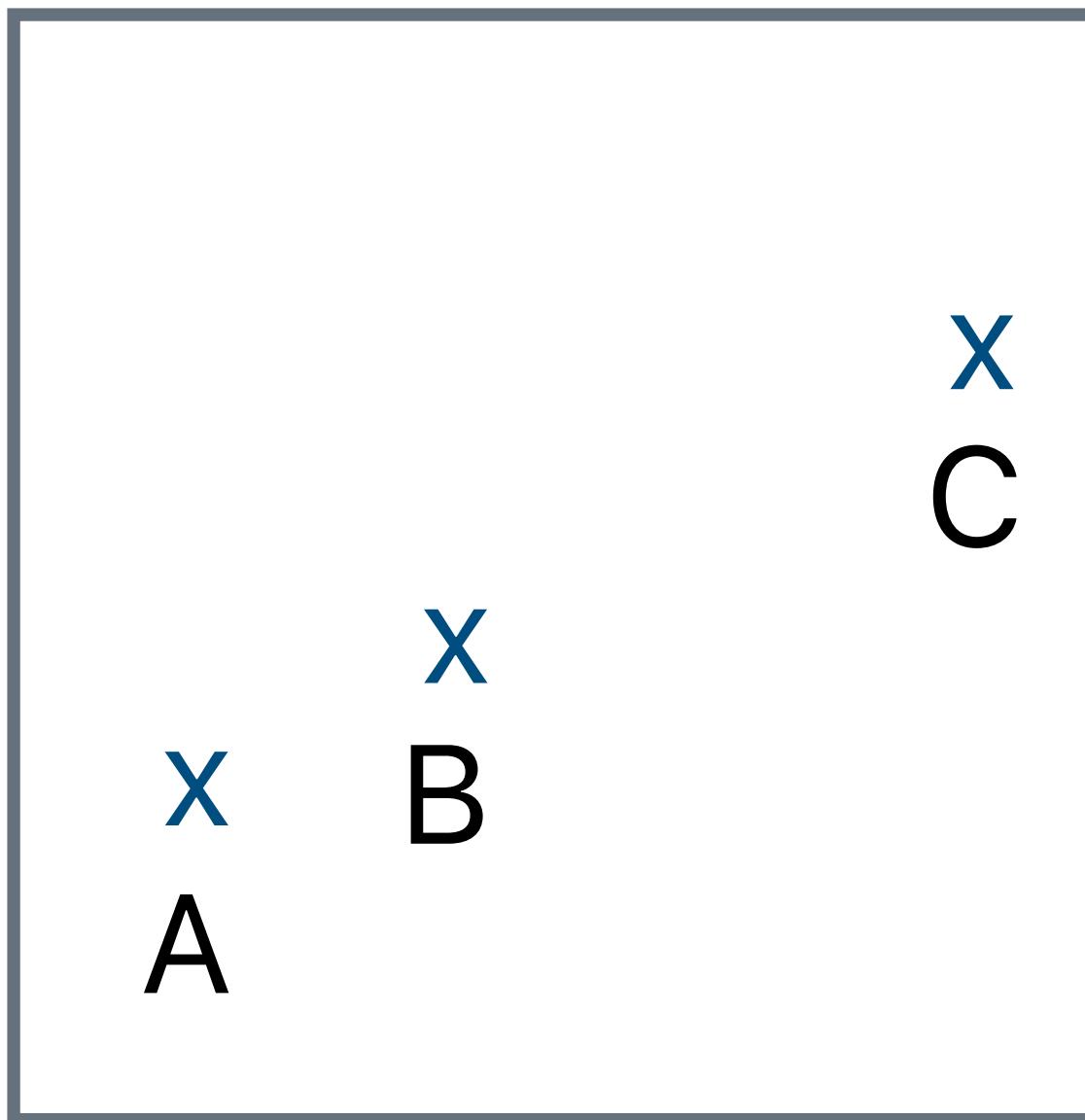
Study of signs and how cultures use them.

Anything that stands for something other than itself.



"Metal painted red"?
or
"Hit the brakes!"

Jacques Bertin (1918 – 2010)
French cartographer



What do these signs signify?

1. A, B, C are distinguishable.
2. B is between A and C.
3. BC is twice as long as AB.

"Resemblance, order, and proportion are the three signfields in graphics."

—Bertin

Visual Variables

Also called visual *channels*.

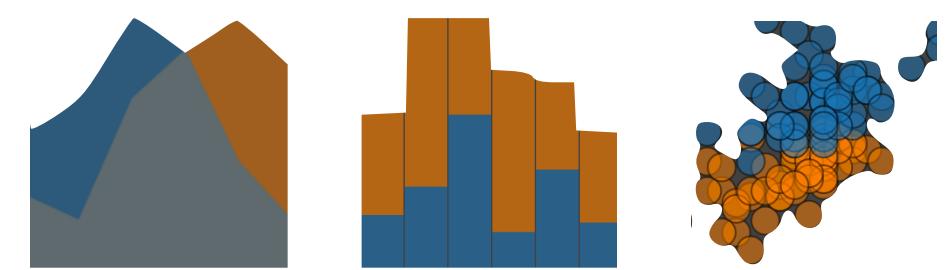
Used to encode data values as characteristics of marks.

* From 1967, so Bertin only accounted for visualizations that were printable on white paper.

LES VARIABLES DE L'IMAGE						
	POINTS	LIGNES	ZONES			
XY 2 DIMENSIONS DU PLAN	x	x	x			
Z TAILLE						
VALEUR						
LES VARIABLES DE SÉPARATION DES IMAGES						
GRAIN						
COULEUR						
ORIENTATION						
FORME						

Marks

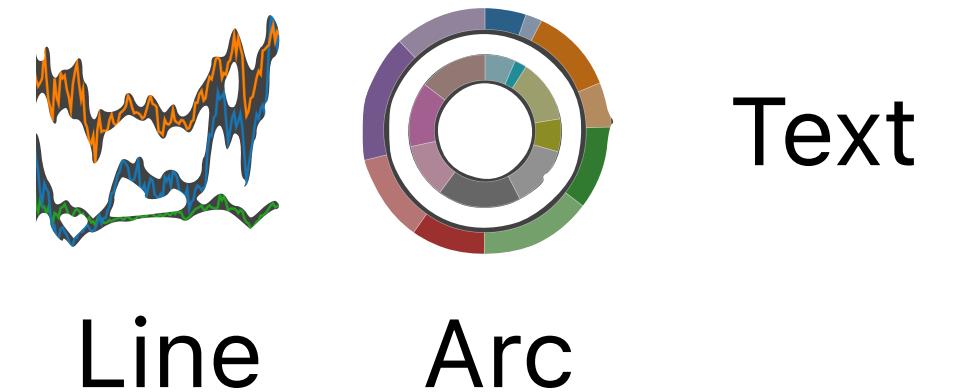
Basic graphical elements that represent data items.



Area Bar Point



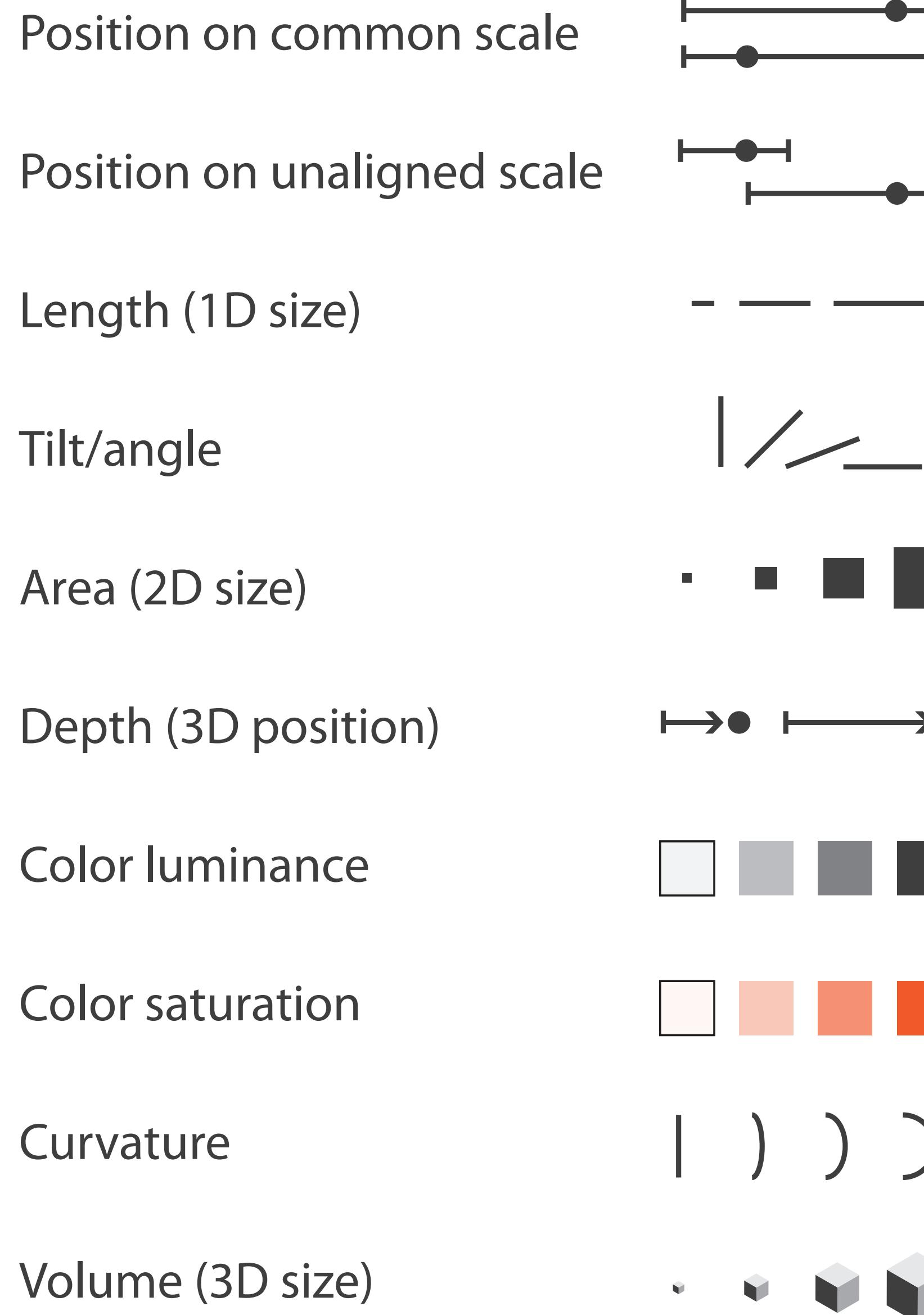
Text



Line Arc

Channels: Expressiveness Types and Effectiveness Ranks

→ Magnitude Channels: Ordered Attributes



→ Identity Channels: Categorical Attributes



Tamara Munzner, *Visualization Analysis and Design* (2014).

Channels: Expressiveness Types and Effectiveness Ranks

→ Magnitude Channels: Ordered Attributes

Position on common scale



Position on unaligned scale

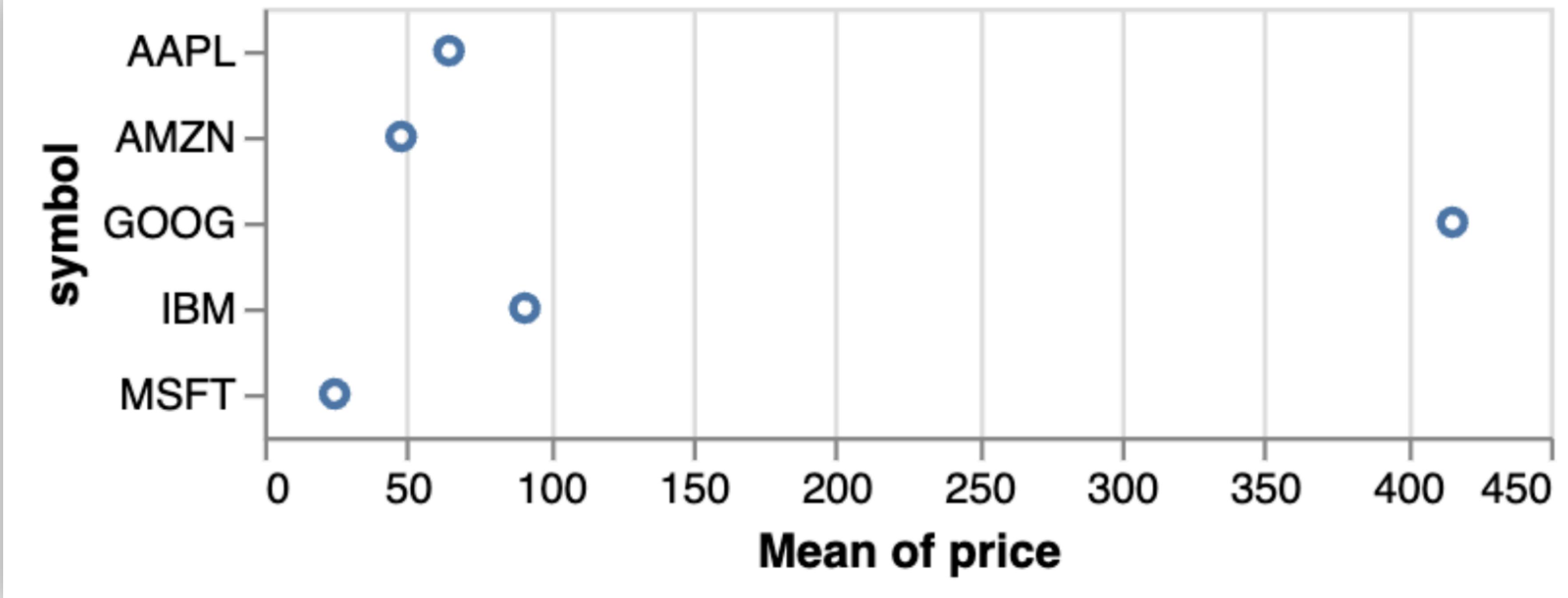
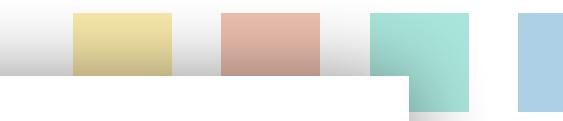


→ Identity Channels: Categorical Attributes

Spatial region



Color hue



Perceive dot positions on common x-axis scale

Tamara Munzner, *Visualization*

Analysis and Design (2014).

Channels: Expressiveness Types and Effectiveness Ranks

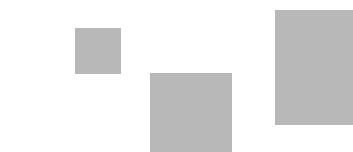
→ Magnitude Channels: Ordered Attributes

Position on common scale



→ Identity Channels: Categorical Attributes

Spatial region



Color hue



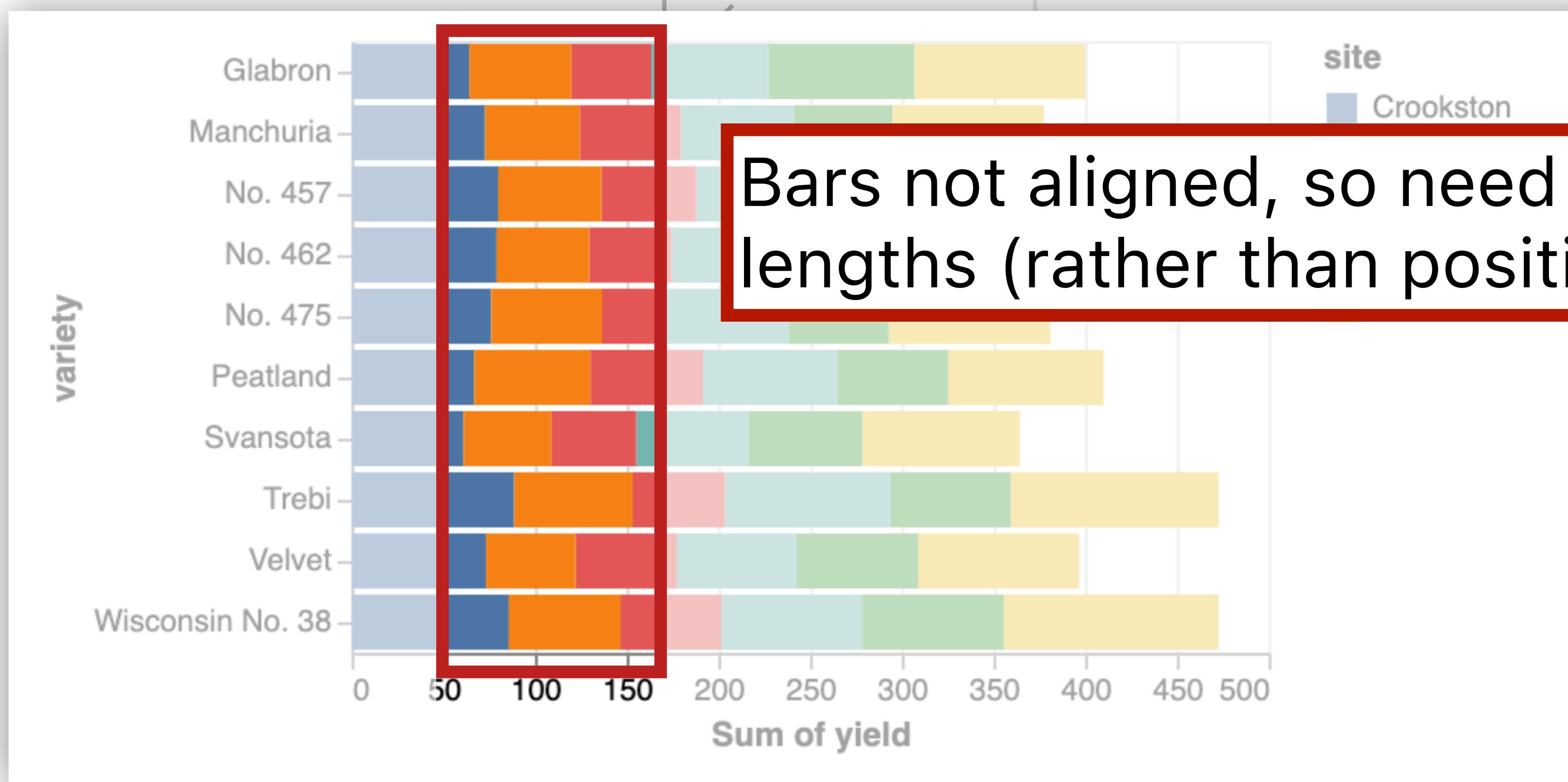
Motion



Length (1D size)



Most



Visualization
design (2014).

Channels: Expressiveness Types and Effectiveness Ranks

→ Magnitude Channels: Ordered Attributes

Position on common scale



Most ↑

Position on unaligned scale



Most

Length (1D size)



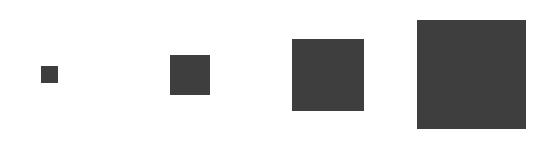
Most

Tilt/angle



Most

Area (2D size)



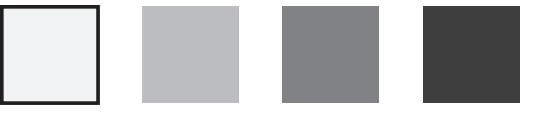
Most

Depth (3D position)



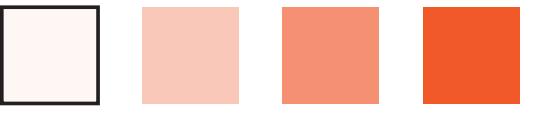
Most

Color luminance



Most

Color saturation



Most

Curvature



Most

Volume (3D size)



Most

→ Identity Channels: Categorical Attributes

Most effective to least effective

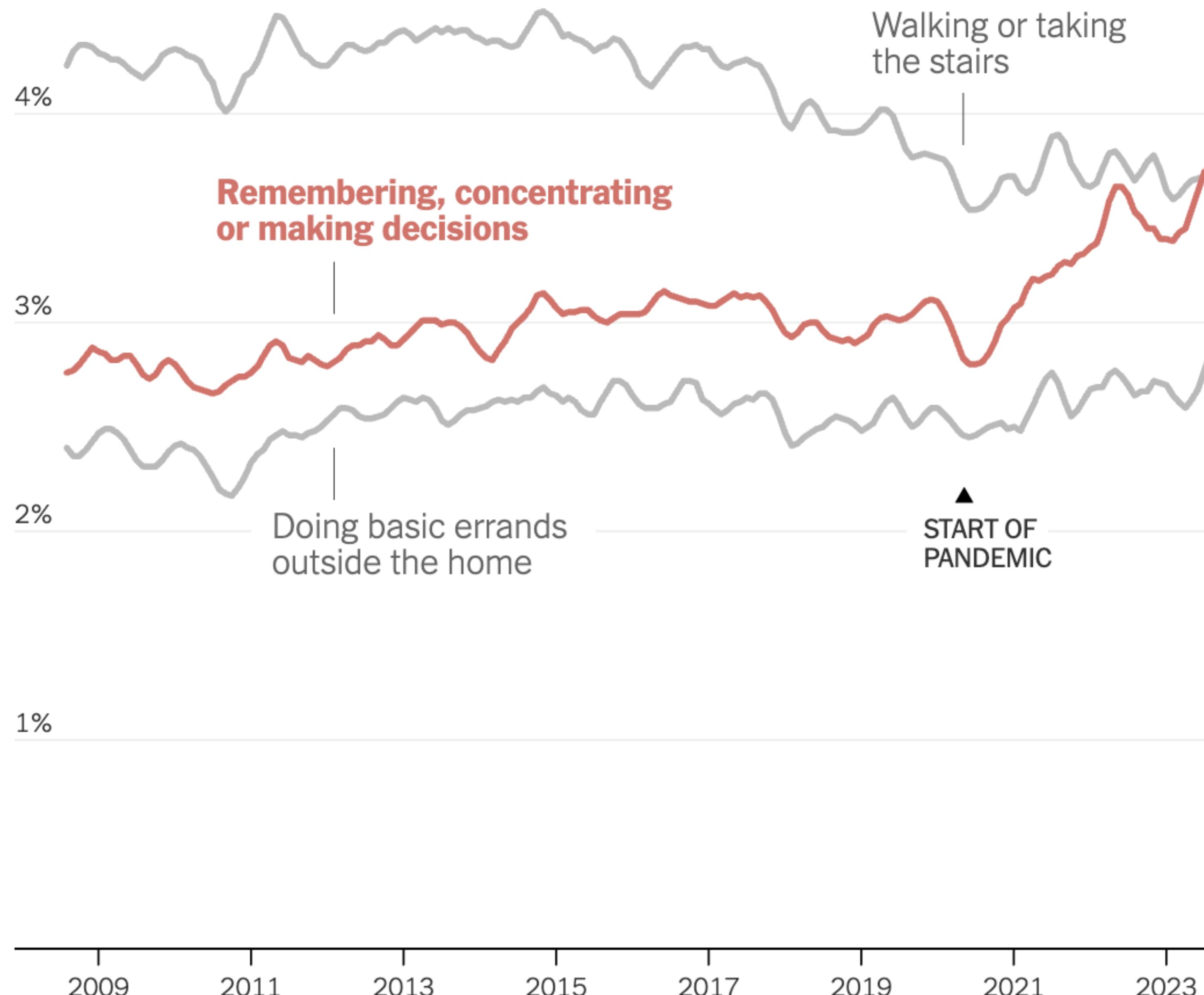
Top of scale = easiest for people to make accurate comparisons

Tamara Munzner, *Visualization Analysis and Design* (2014).

Name that ~~chart~~!

Visual Encoding!

Percent of working-age people who said they had “serious difficulty” with ...



Mark: line

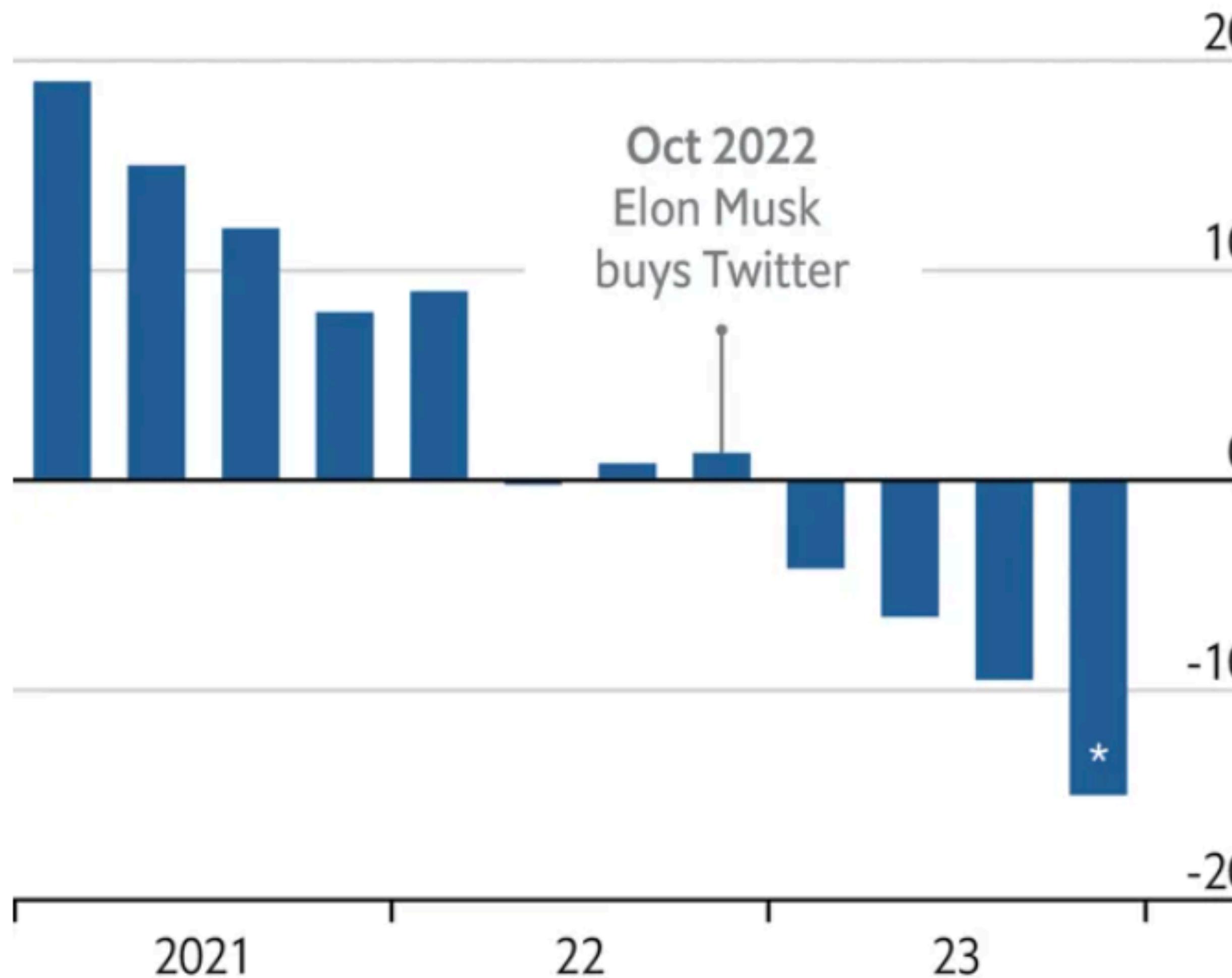
X-axis: date (Q-interval)

Y-axis: percent (Q-ratio)

What about color?

Drop off

Estimated monthly active Twitter/X users
% change on a year earlier



*To December 5th

Source: Sensor Tower

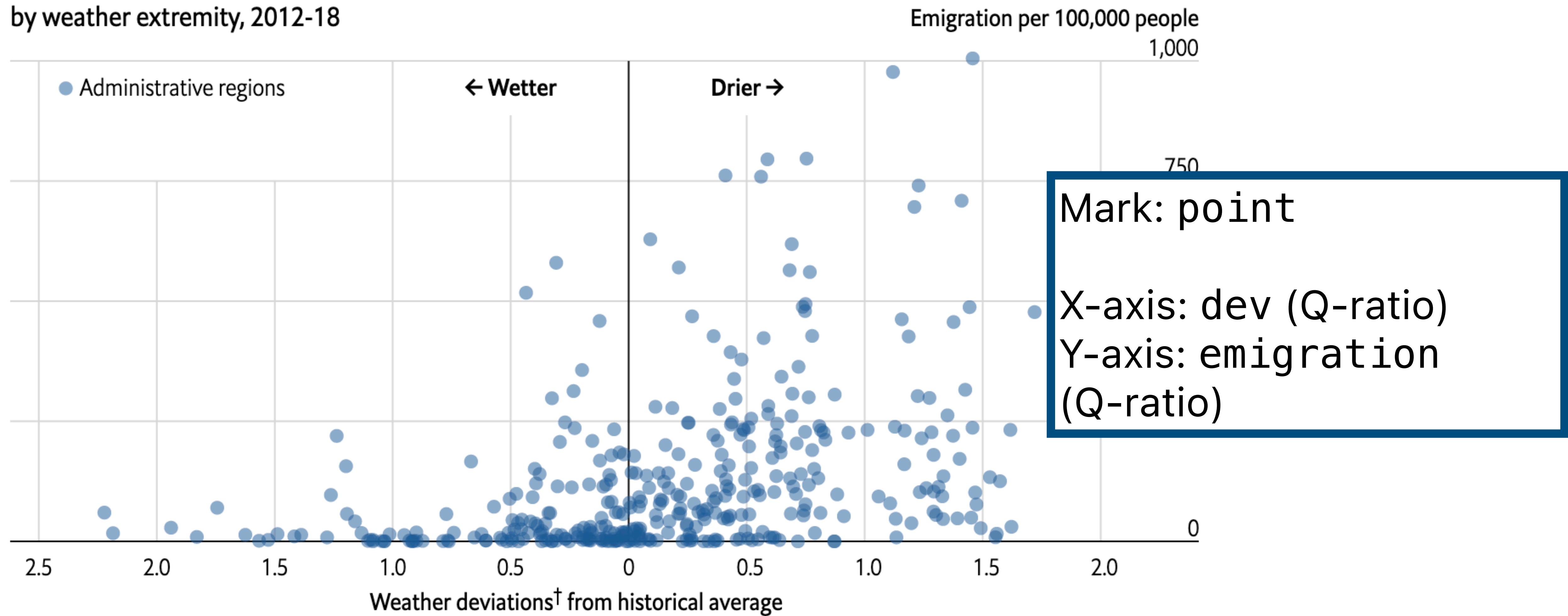
<https://www.economist.com/graphic-detail/2023/12/20/has-twitter-now-x-become-more-right-wing> 51

Mark: bar

X-axis: date (Q-interval)
Y-axis: percent (Q-ratio)

Spotting a trend

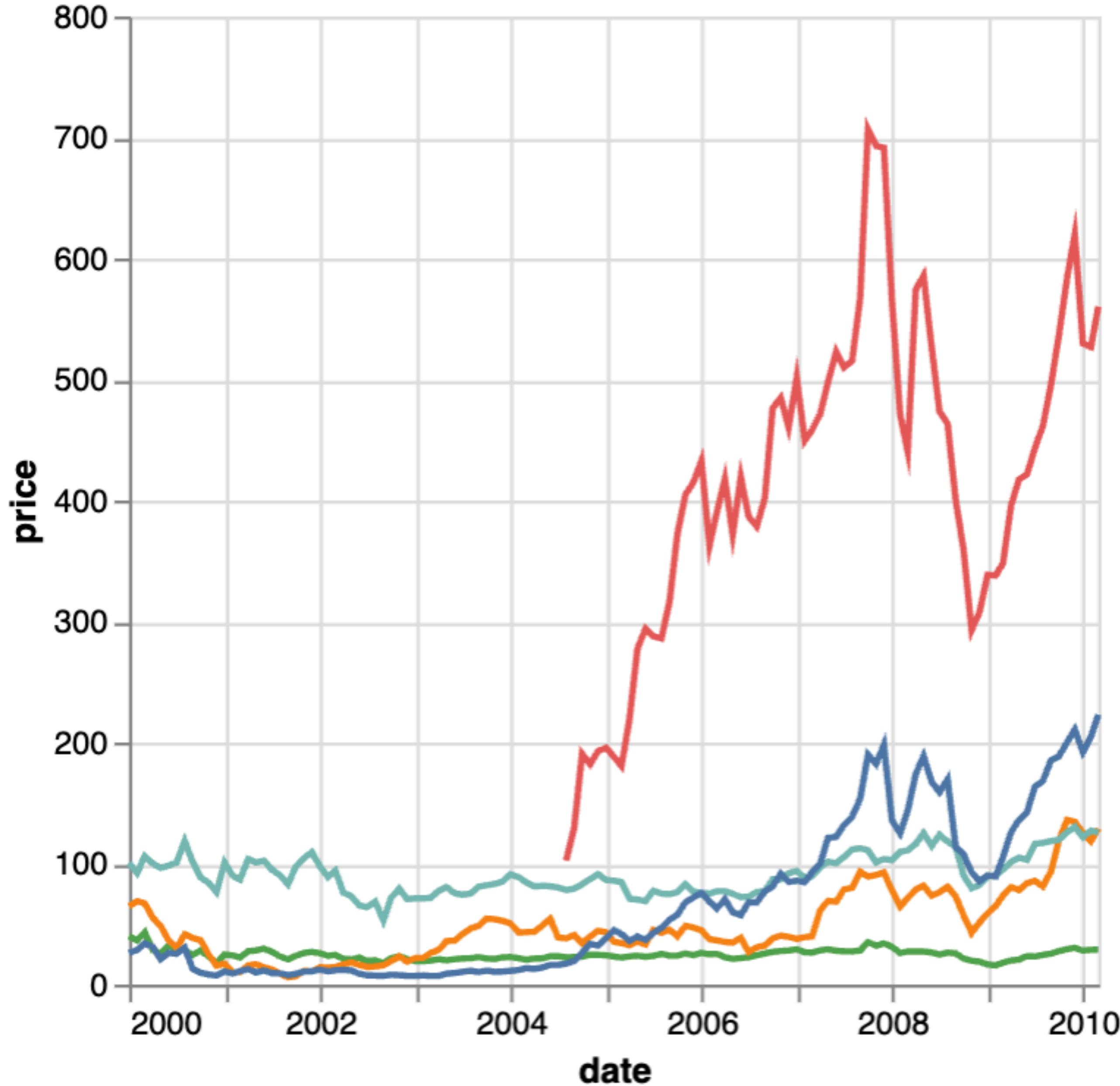
Emigration from the Northern Triangle* to United States,
by weather extremity, 2012-18



*El Salvador, Guatemala and Honduras

†Using the Standardised Precipitation-Evapotranspiration Index three-month average

Source: "Dry growing seasons predicted Central American migration to the US from 2012 to 2018", by A. Linke et al., 2023



symbol

- AAPL
- AMZN
- GOOG
- IBM
- MSFT

Mark: line

X-axis: date (Q-interval)

Y-axis: price (Q-ratio)

Color: symbol (N)

Notice the parallel with
plotly express syntax!

```
px.line(  
    stocks_df,  
    x='date',  
    y='price',  
    color='symbol',  
)
```

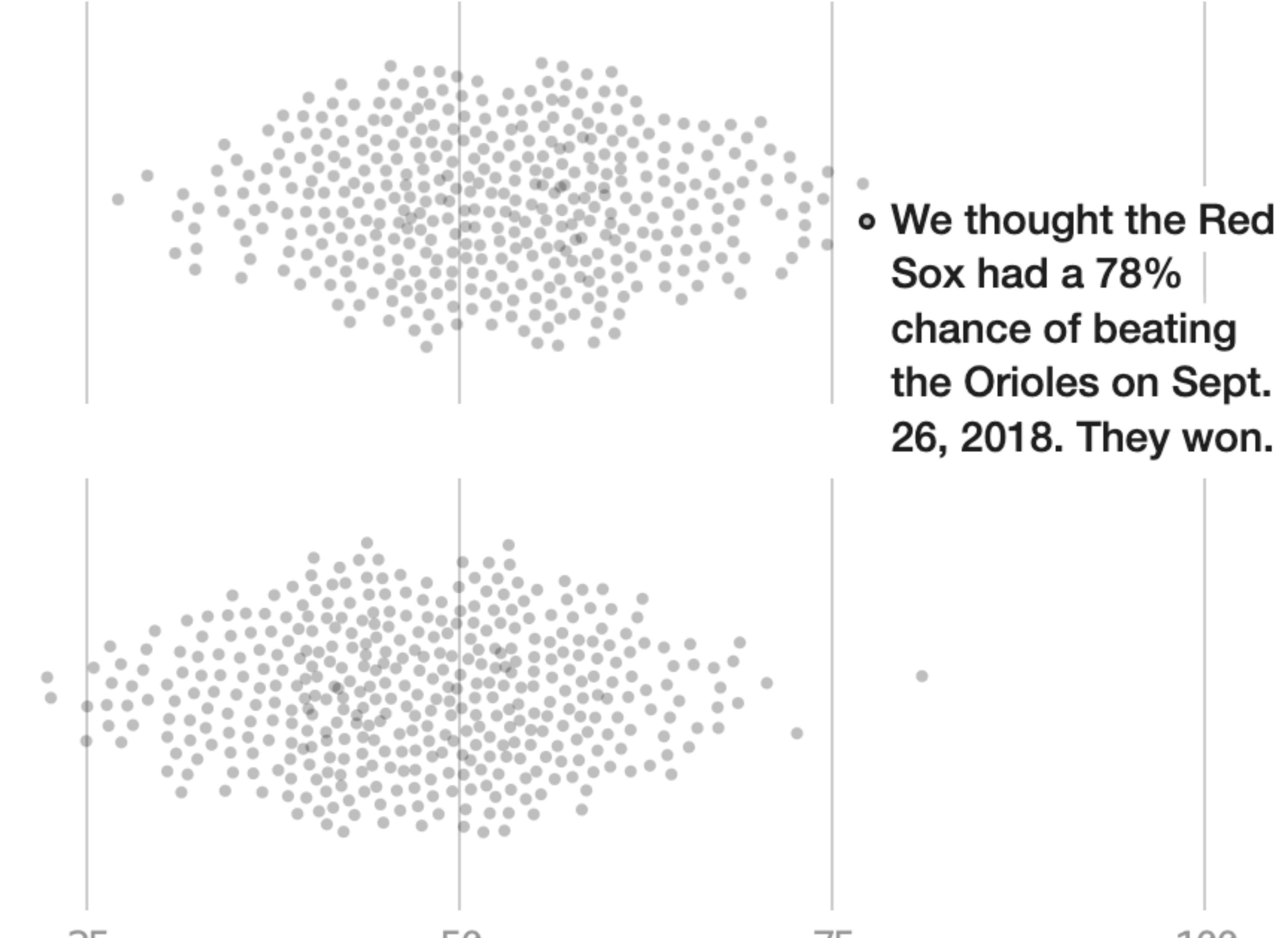
Actual win percentage

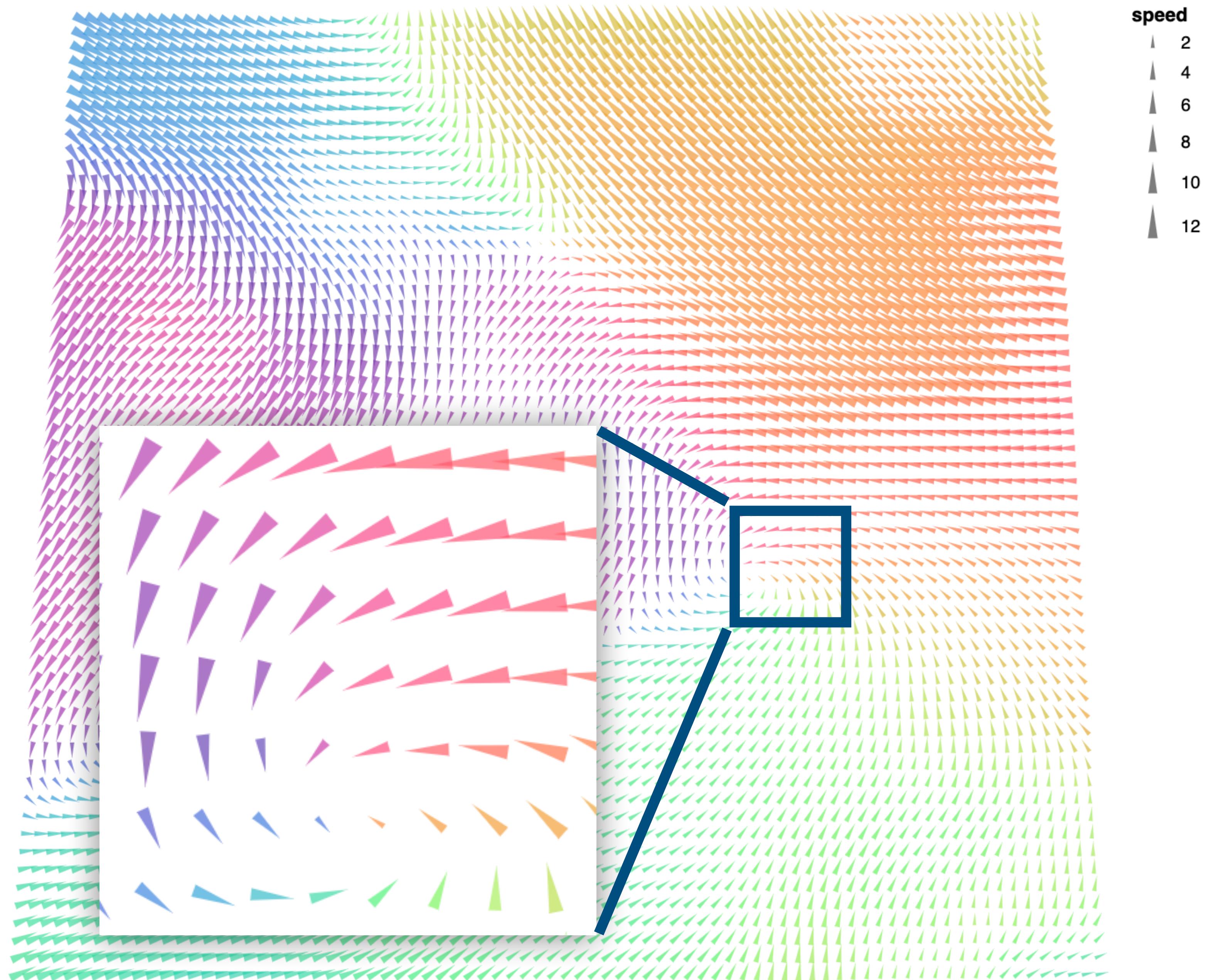
Team won
100%

Team lost
0%

Mark: point

X-axis: chance (Q-ratio)
Y-axis: ?? (nothing!)





https://vega.github.io/vega-lite/examples/point_angle_windvector.html

tryclassbuzz.com:
wind

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

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

Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes ; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. — Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Segur, de Fezensac, de Chambray et le journal inédit 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 sur Minsk et Mohilow et qui rejoignirent vers Orscha et Witebsk, avaient toujours marché avec l'armée.

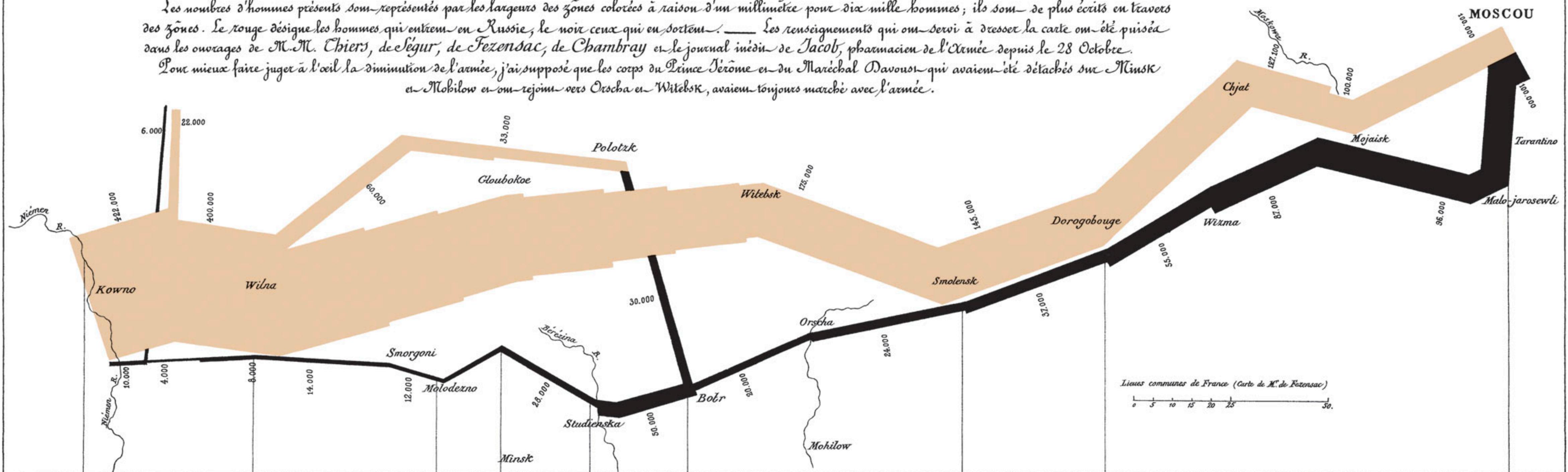
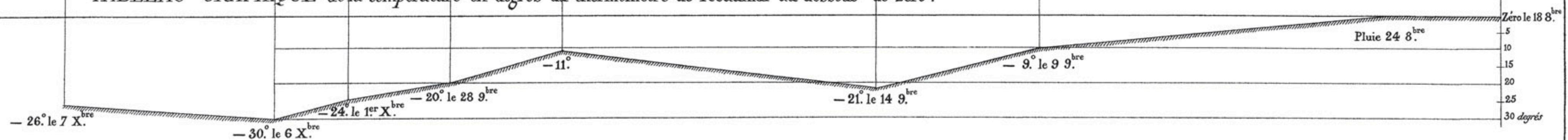


TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.

Les Cosaques passent au galop
le Niémen gelé.



Autog. par Regnier, 8. Pas. S^e Marie St^e Gain à Paris.

Imp. Lith. Regnier et Dourdet.

tryclassbuzz.com:
minard

Next time: Visual Encoding & Design