

Narrative Visualization

DSC 106: Data Visualization

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UC San Diego

Announcements

Lab 7 due today.

Final Project Proposals due next Tuesday.

Lecture next Wed will be me and Ben critiquing past final projects.

FAQs:

1. Final Project Showcase is Monday, June 9. Sorry about the mixup last time.

Interactive Articles

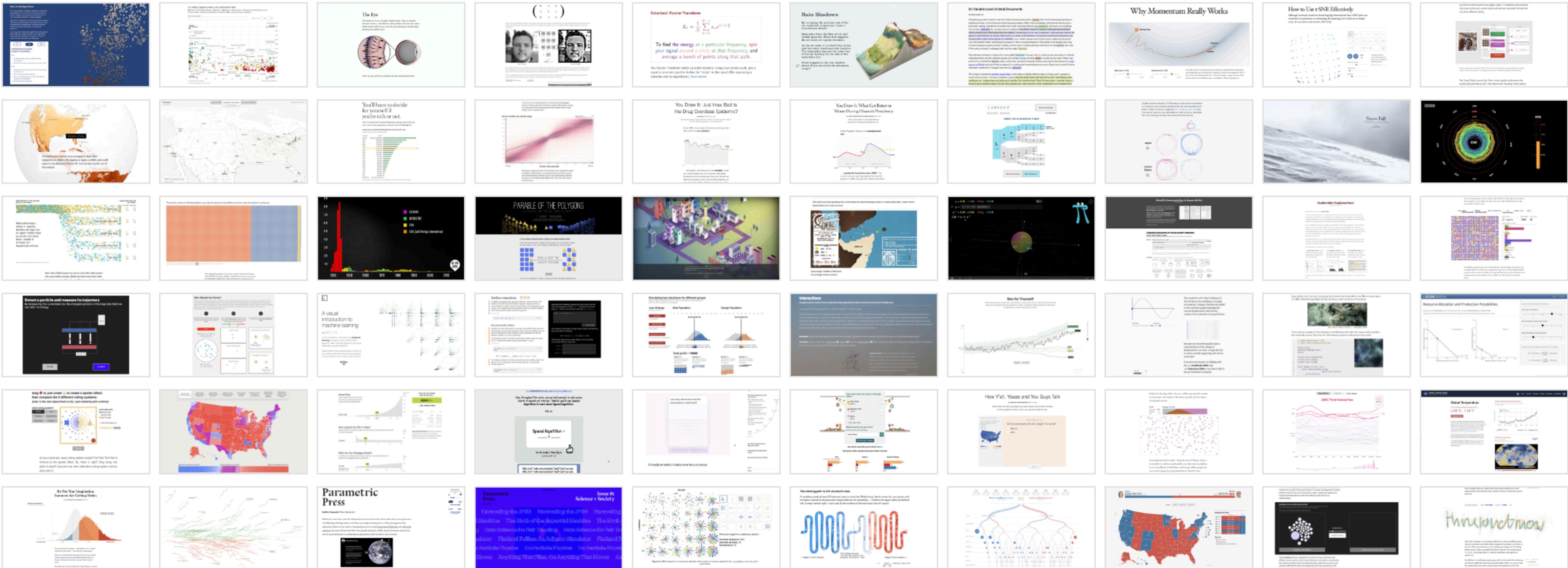


FIGURE 1: Exemplary Interactive Articles From Around The Web. Select an article for more information.

<https://distill.pub/2020/communicating-with-interactive-articles/>

- 4 affordances of the format:
 - Connecting people and data
 - Making systems playful
 - Promoting self reflection
 - Personalizing reading

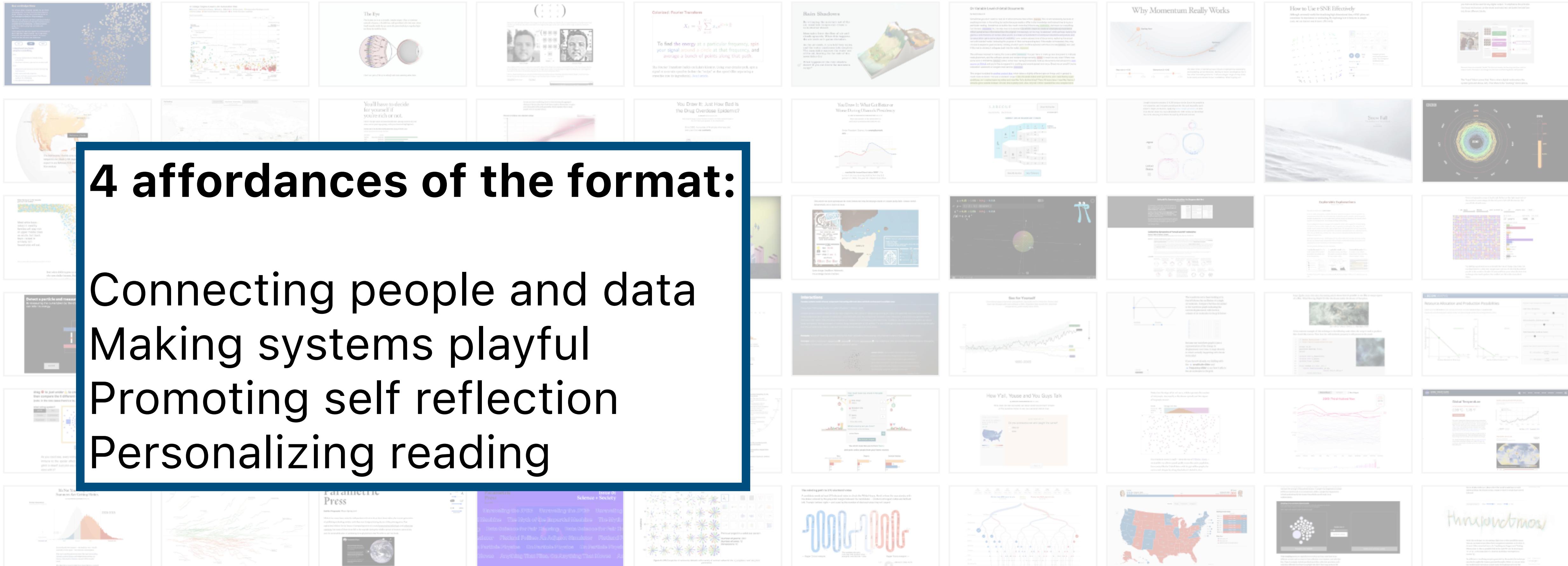


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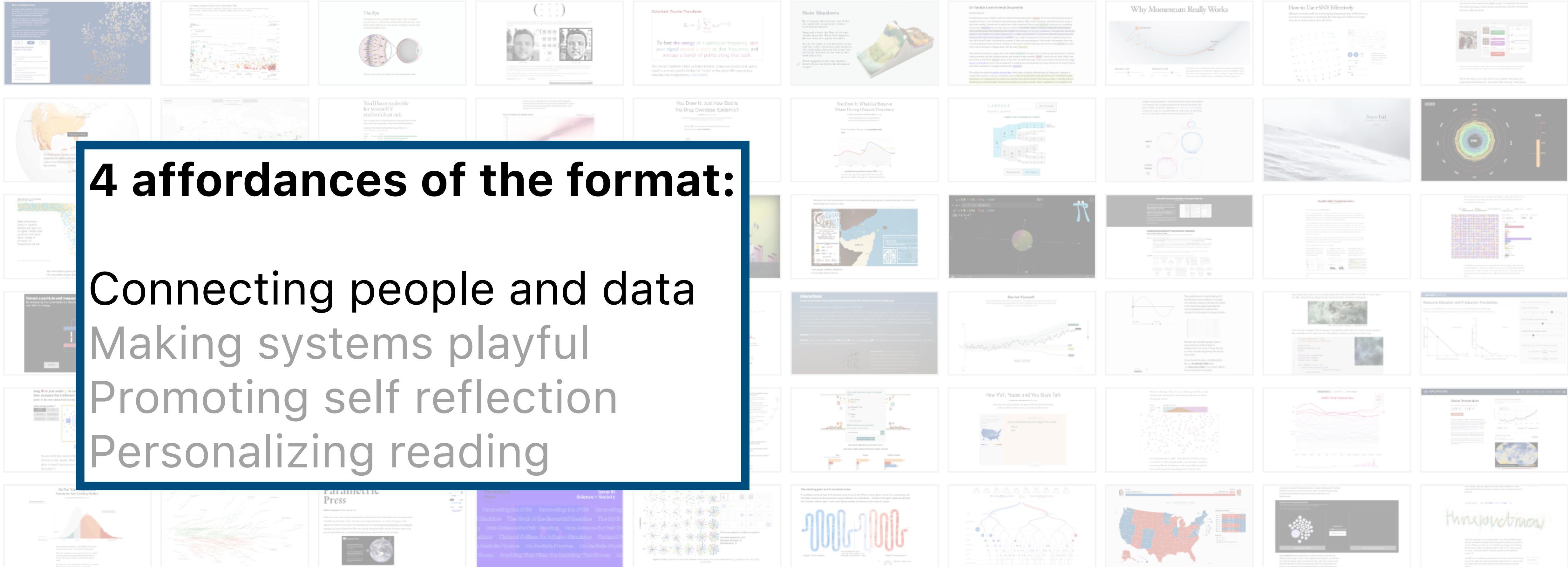
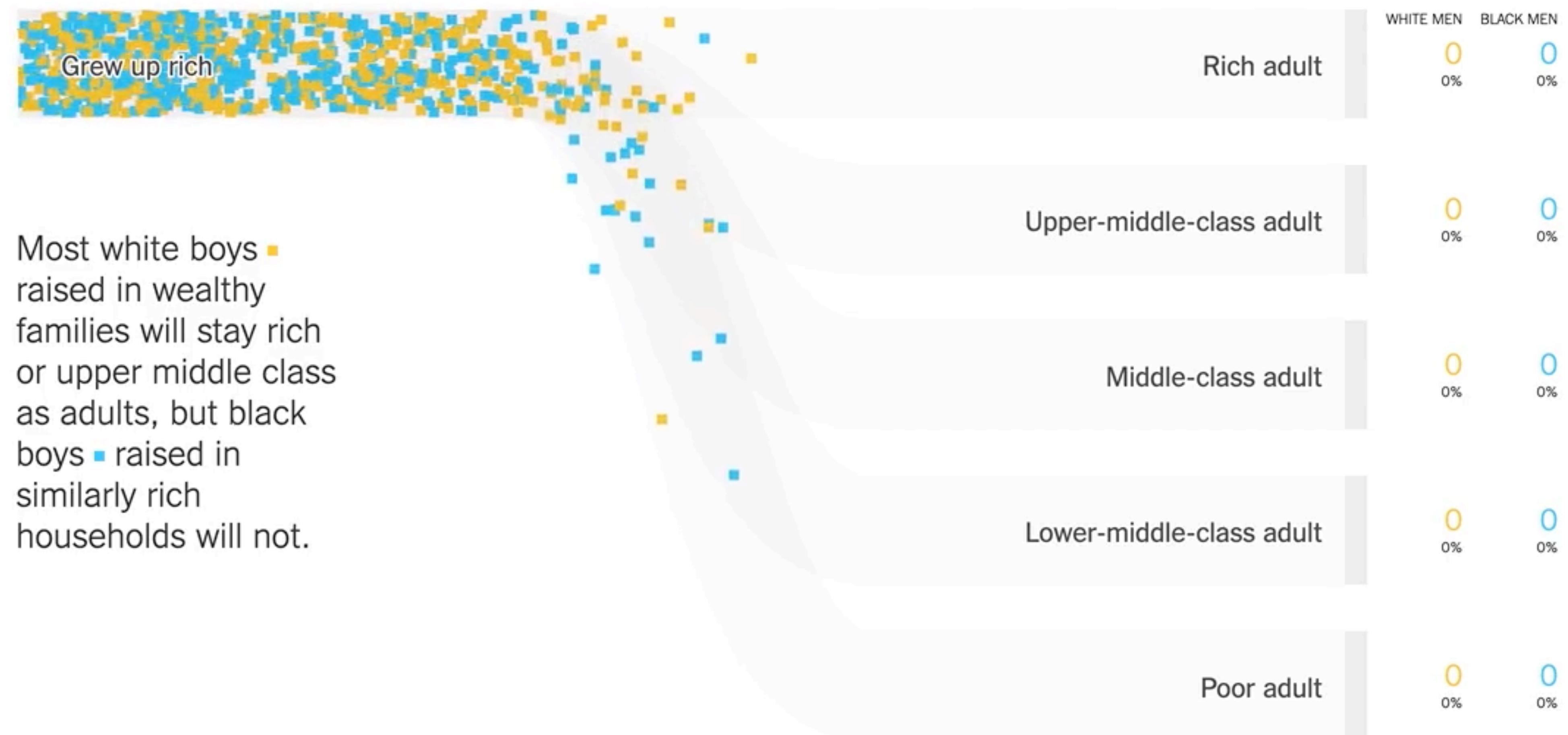


FIGURE 1: Exemplary Interactive Articles From Around The Web. Select an article for more information.

Follow the lives of 932 boys who grew up in rich families ...

...and see where they end up as adults:



Adult outcomes reflect household incomes in 2014 and 2015.

Even when children grow up next to each other with parents who earn similar incomes, black boys fare worse than white

Gun Deaths In America

By Ben Casselman, Matthew Conlen and
Reuben Fischer-Baum

CLICK to advance

1 2 3 4 5 6 7 8 9 10 11 12

| Explore the data for yourself »

<https://bit.ly/guns-538>

Respond: I like, I wish, What if?

tryclassbuzz.com

Code: guns

4 affordances of the format:

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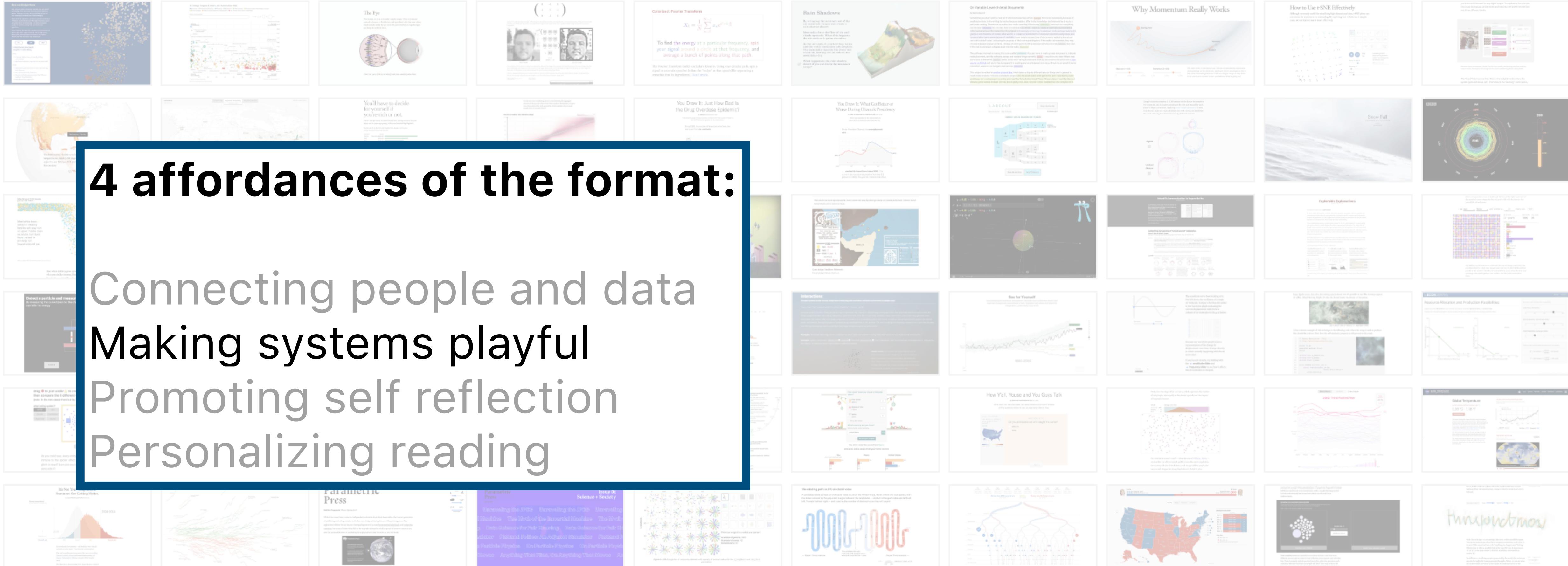
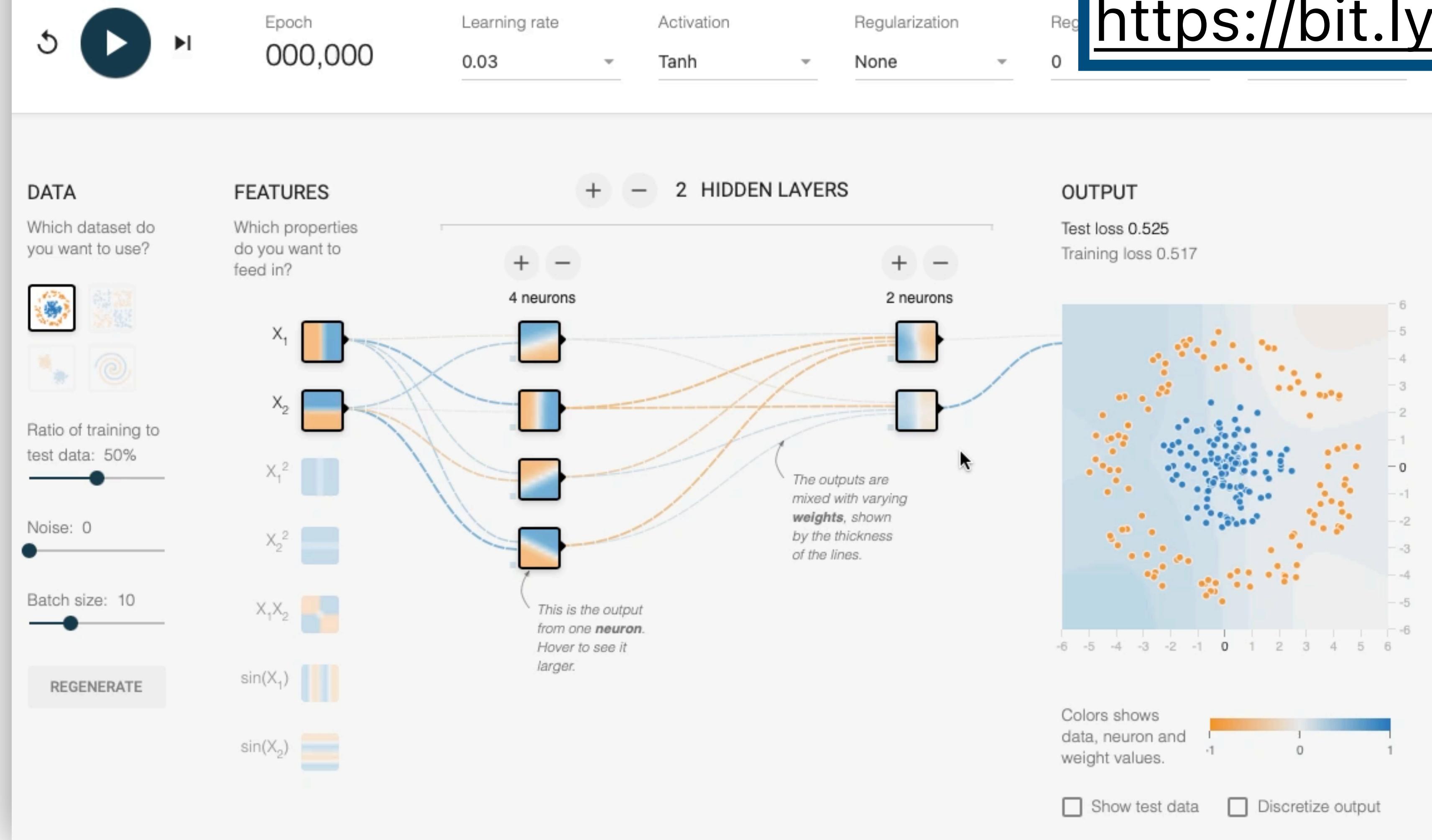


FIGURE 1: Exemplary Interactive Articles From Around The Web. Select an article for more information.

Tinker With a Neural Network Right Here in Your Browser.

Don't Worry, You Can't Break It. We Promise.

You Try:
<https://bit.ly/nn-play>



SPIN

Democrats: ??

Republicans: ??

Likely Democratic

Competitive

Likely Republican



4 affordances of the format:

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Personalizing reading

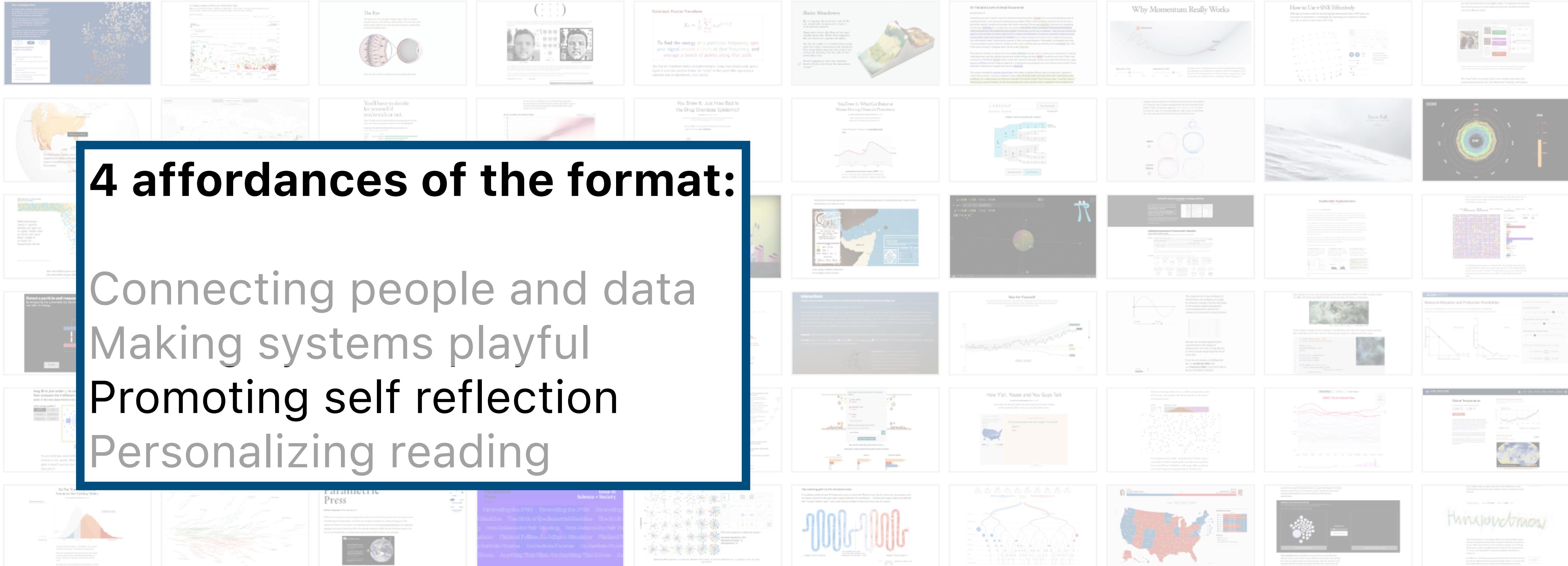
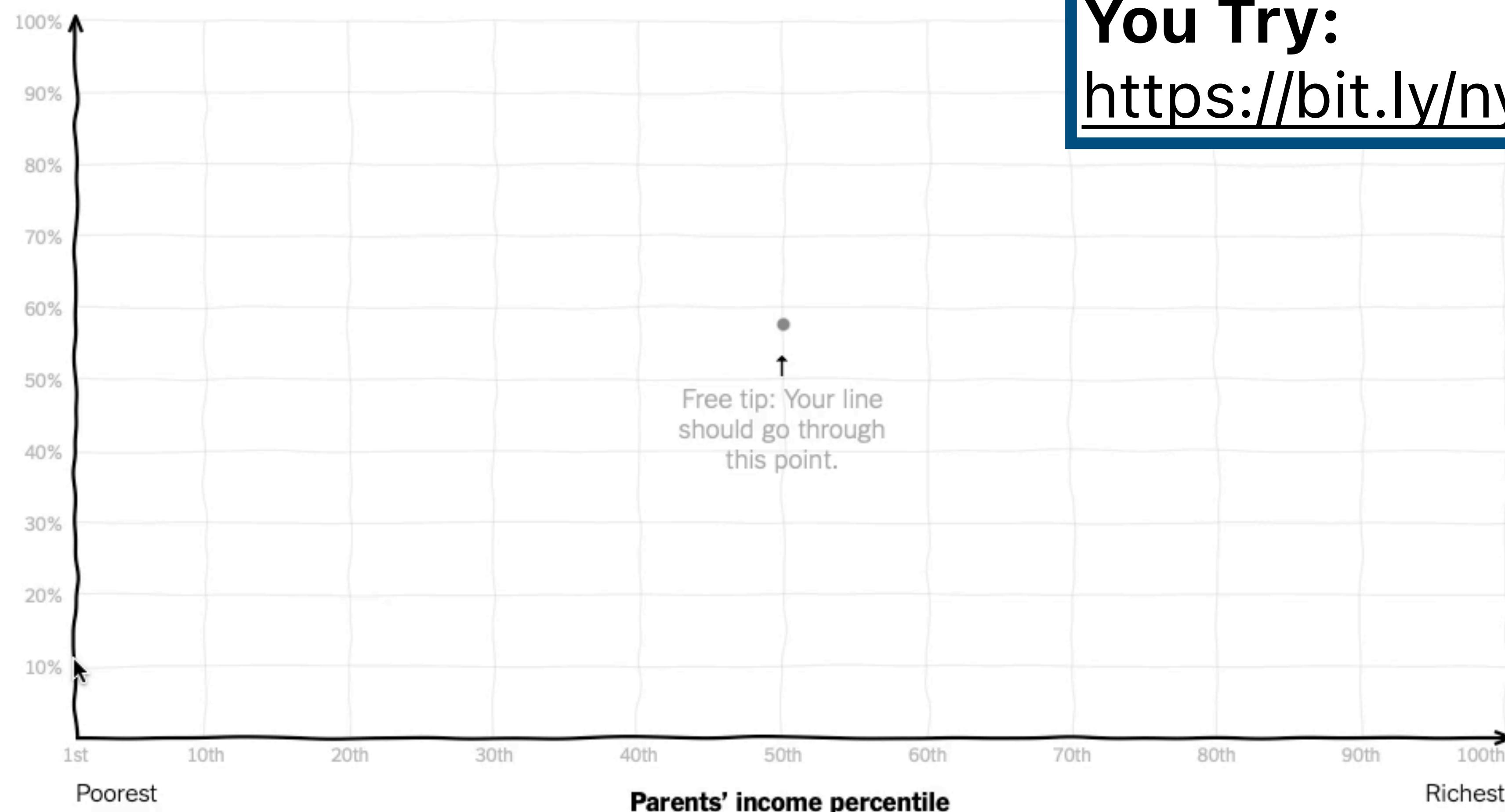


FIGURE 1: Exemplary Interactive Articles From Around The Web. Select an article for more information.

Draw your line on the chart below

Percent of children who attended college



You Try:
<https://bit.ly/nyt-college>

I'm done

Start over

A screenshot of a web-based game interface. At the top center is a portrait of Zooey Deschanel with the caption "ACTRESS" below it. Below the portrait is a search bar containing "ZOOEY" followed by a phonetic spelling "ZUH-EYE" and a speaker icon. Underneath the search bar is a link labeled "Phonetic Spelling". The main search area has a blue border and contains the letter "D" in a large font. To the right of this input field is a button labeled "I Think I've Got It". Below the input field are two links: "Show Me Another" and "Skip To Results". To the right of the "I Think I've Got It" button is a text "12 NAMES LEFT" with a cursor arrow pointing towards it. On the left side of the screen, there is a vertical blue sidebar with the letter "D" at the top and the text "YOUR PATH" below it. At the bottom of the screen are two more "Show Me Another" and "Skip To Results" buttons.

You Try:
<https://bit.ly/pudding-gy>

4 affordances of the format:

Connecting people and data
Making systems playful
Promoting self reflection
Personalizing reading

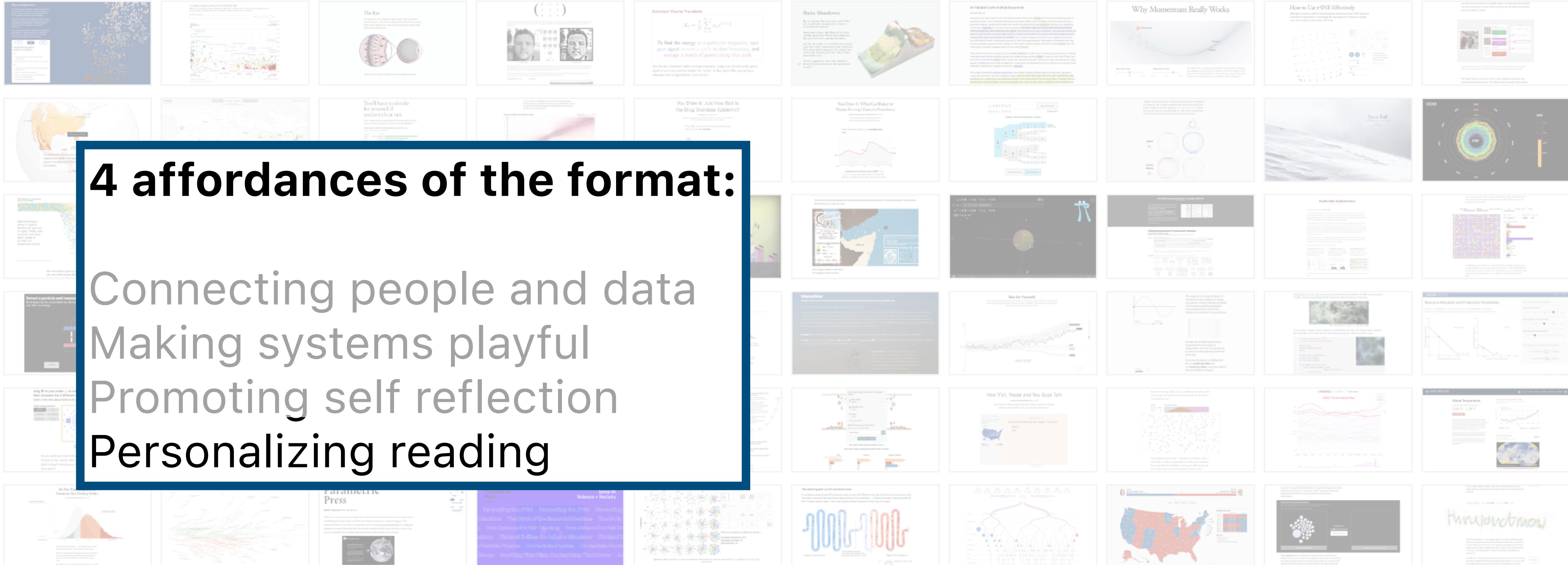


FIGURE 1: Exemplary Interactive Articles From Around The Web. Select an article for more information.

Originally published in 2018

How Much Hotter Is Your Hometown Than When You Were Born?

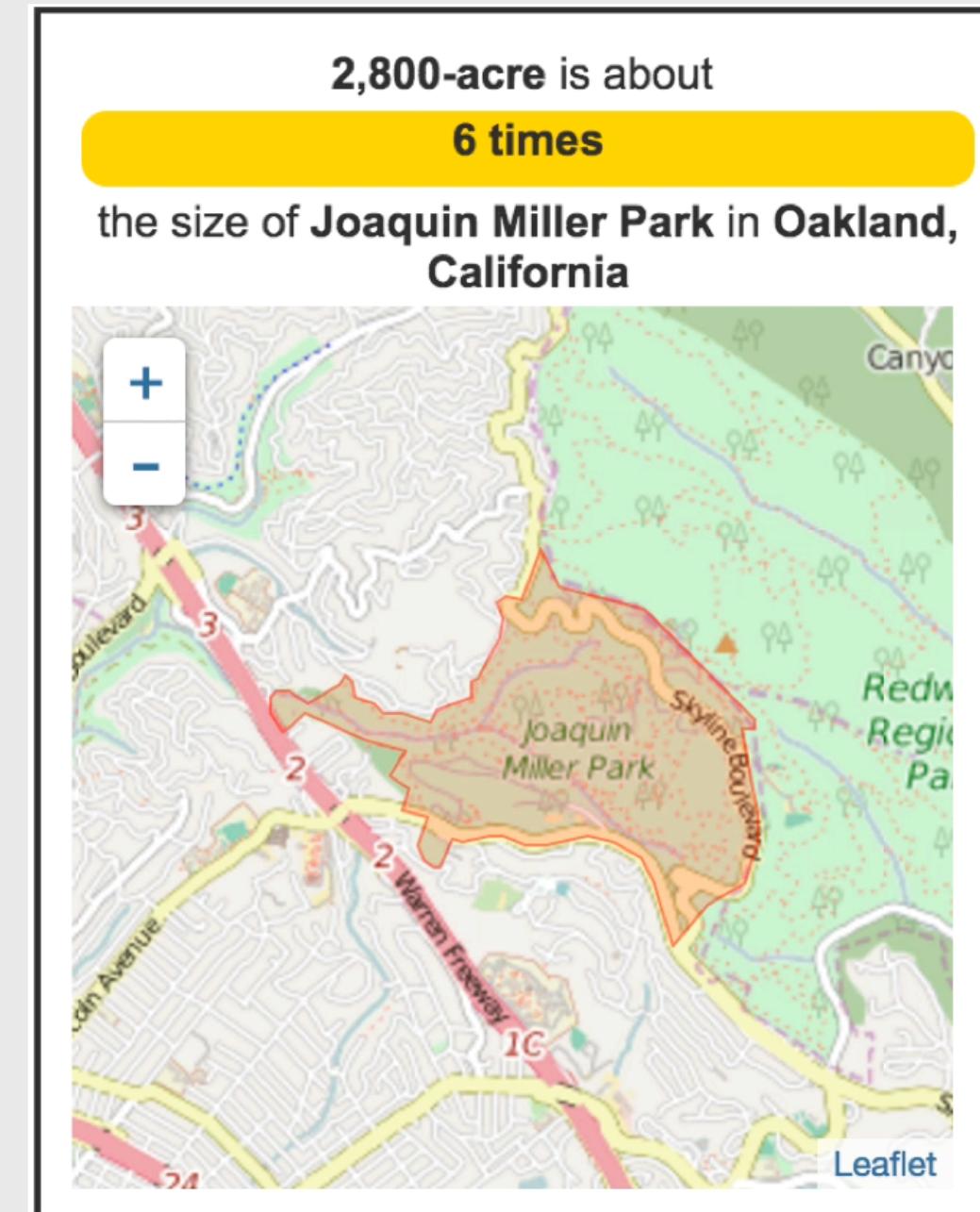
As the world warms because of human-induced climate change, most of us can expect to see more days when temperatures hit 90 degrees Fahrenheit (32 degrees Celsius) or higher. See how your hometown has changed so far and how much hotter it may get.

Your hometown

Birth year

Please enter your information to continue.

You Try:
<https://bit.ly/nyt-hot>



ATLAS OF ME



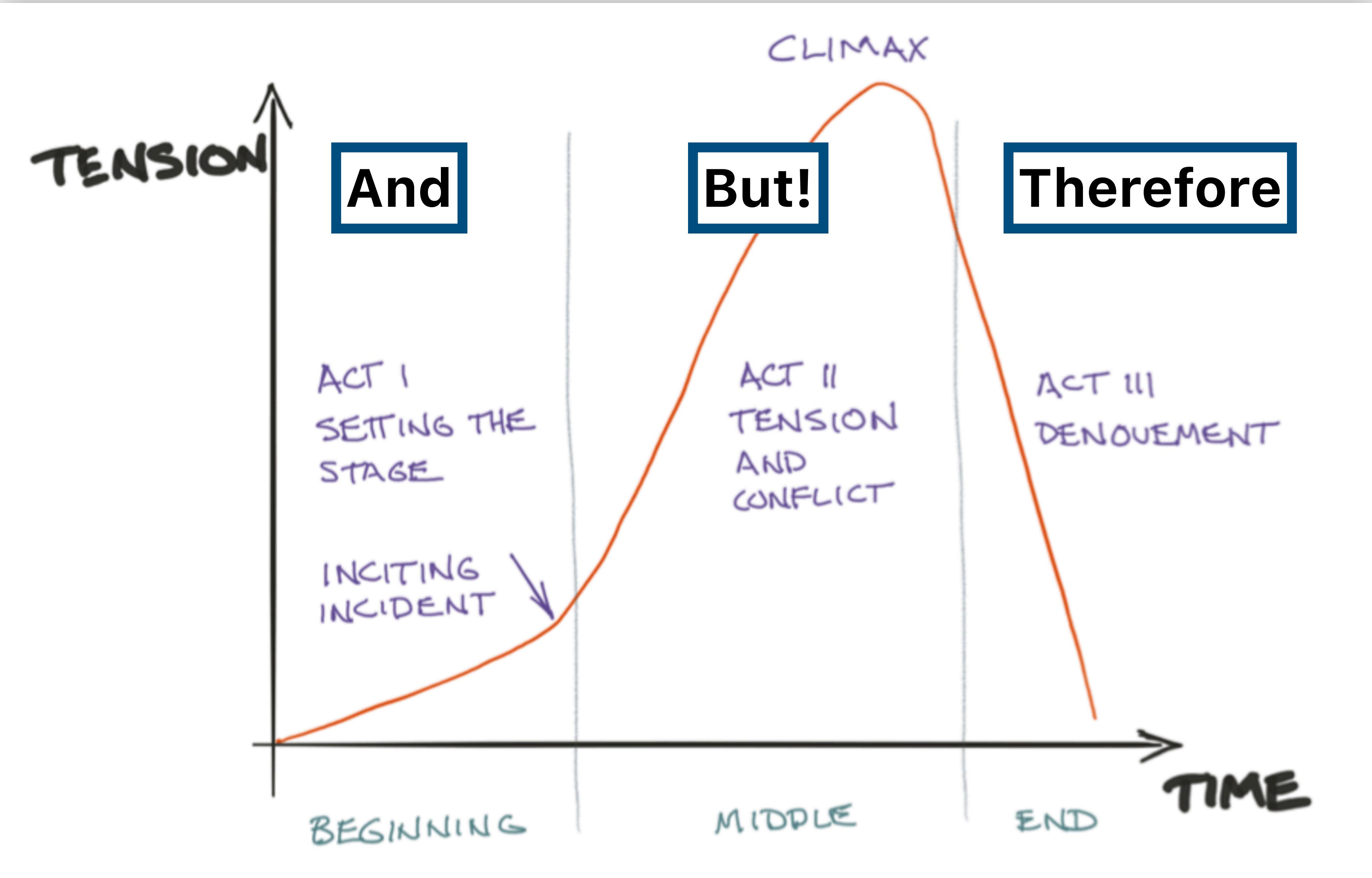
On-demand personalized maps for unfamiliar distances, areas, and locations.

Created by Yea-Seul Kim, Francis Nguyen, and Jessica Hullman, University of Washington

Narrative Visualization

Aka: Telling a story using data

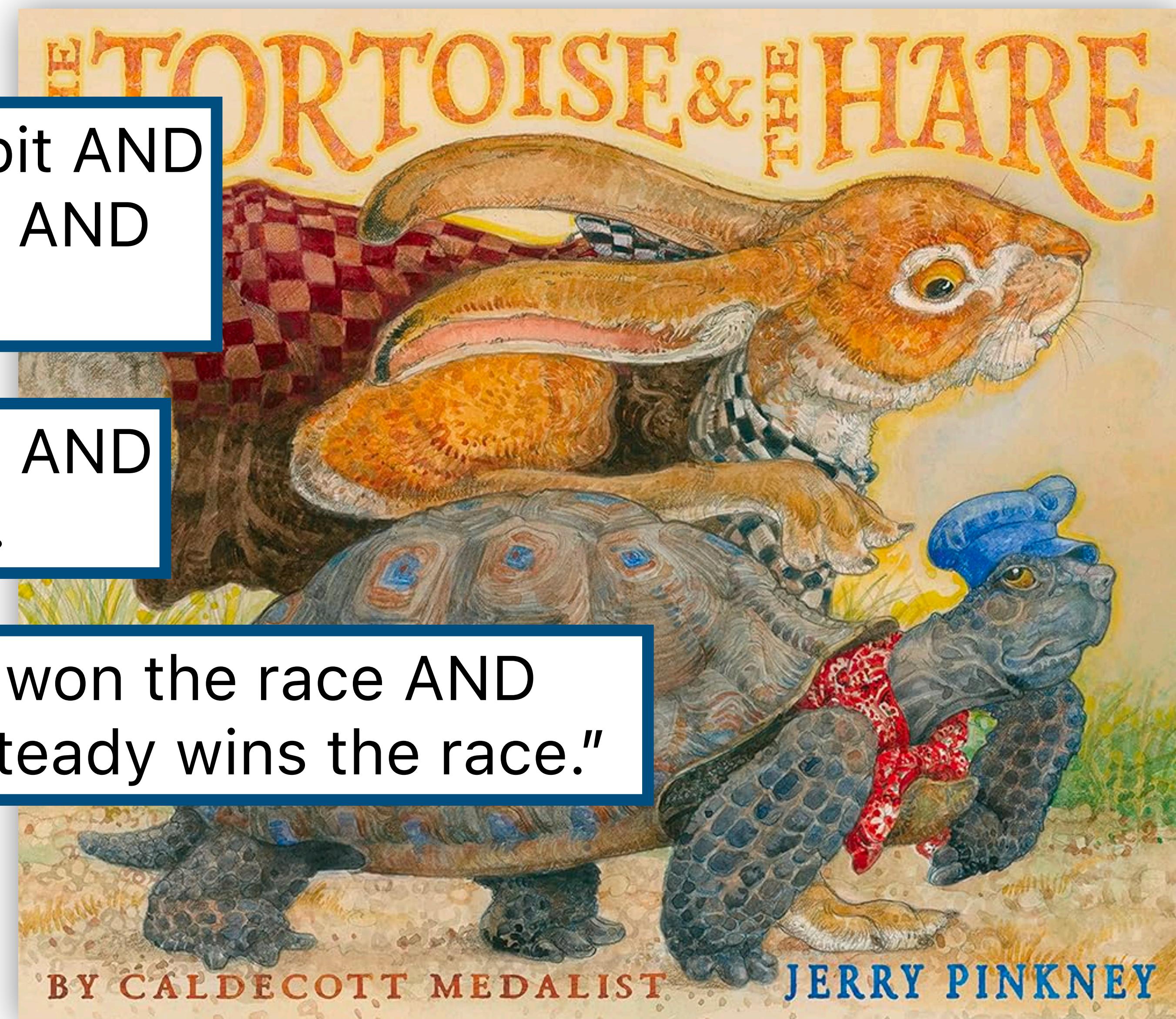
You'll make one for your final project!



There was a boastful rabbit AND
There was a slow tortoise AND
They decided to race...

BUT the rabbit fell asleep AND
The tortoise plodded on...

THEREFORE the tortoise won the race AND
The moral is: "Slow and steady wins the race."



Gun Deaths In America

By Ben Casselman, Matthew Conlen and
Reuben Fischer-Baum

CLICK to advance

1 2 3 4 5 6 7 8 9 10 11 12 | Explore the data

**How does this visualization use
and-but-therefore?**

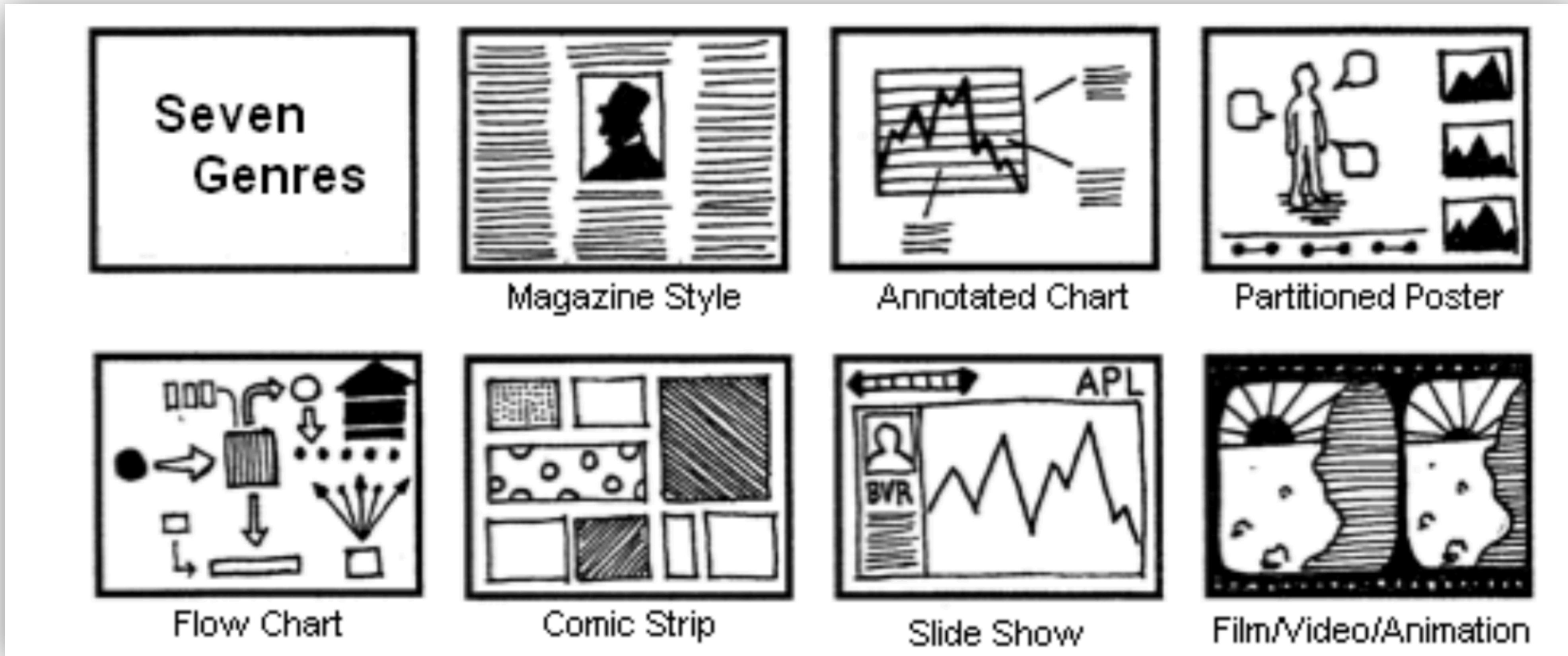
<https://bit.ly/guns-538>

tryclassbuzz.com
Code: **gun2**

Observed Narrative Devices

Case Studies

Narrative Visualization Genres





Magazine Style

The Economist

Topics ▾ Current edition More ▾

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Search

even more sharply in Germany than in Italy, which is in recession, note economists at Goldman Sachs, a bank. Yet Germany's service sector appears to be growing strongly, as does that of the euro zone as a whole.

Production lines
Purchasing managers' indices*

Manufacturing

Year	Euro area	United States	China
2017	~58	~56	~52
2018	~55	~55	~50
2019	~48	~52	~48

Services

Year	Euro area	United States	China
2017	~58	~56	~52
2018	~55	~55	~50
2019	~52	~55	~50

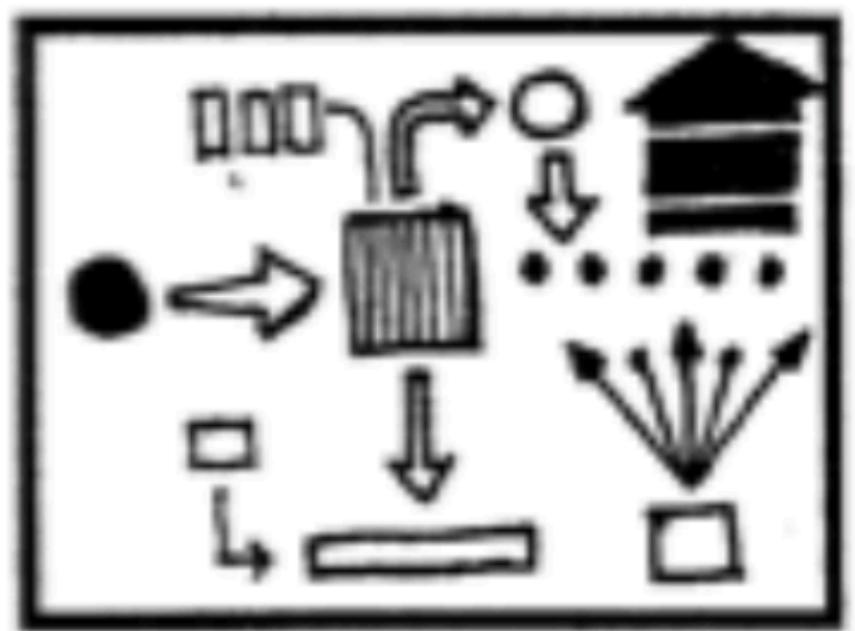
Sources: IHS Markit; Caixin *Based on surveys of executives. A reading above/below 50 indicates an expansion/contraction compared with the previous month

The Economist

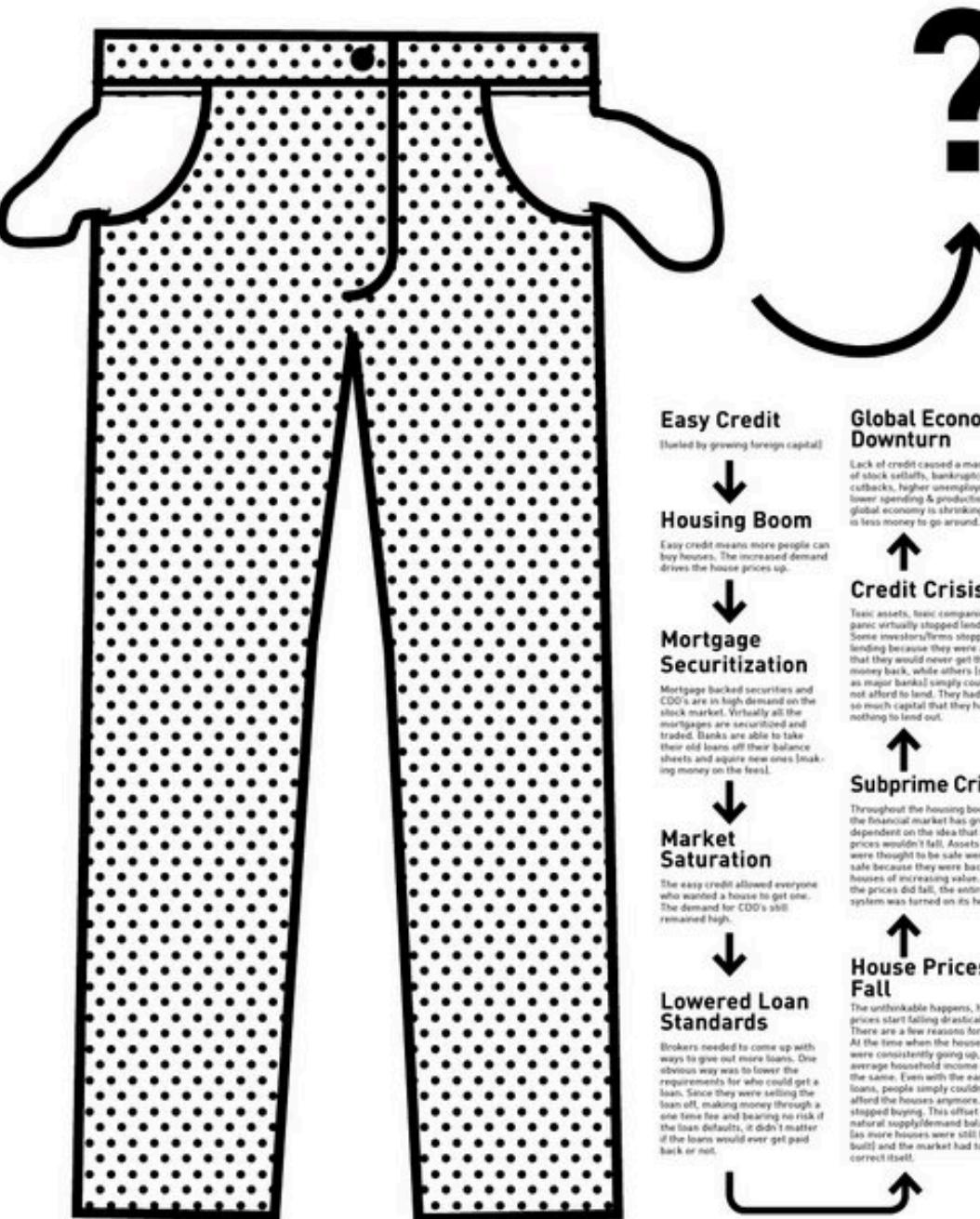
Service industries are less volatile than manufacturing, make up a bigger slice of rich-world GDP and, by their nature, trade less. That they remain strong largely reflects relatively buoyant labour markets and consumers (German unemployment is only 3.1%). One exception has been Britain, where survey data released on April 1st and 3rd appear to show growth in manufacturing at its strongest in over a year and services shrinking. Both findings are Brexit-related. The British economy is suffering from falling confidence, while manufacturing appears so strong only because firms are stockpiling in case Britain soon crashes out of the EU without a deal.

In the 2000s some economists speculated that the growing weight of

WHERE DID ALL THE MONEY GO?

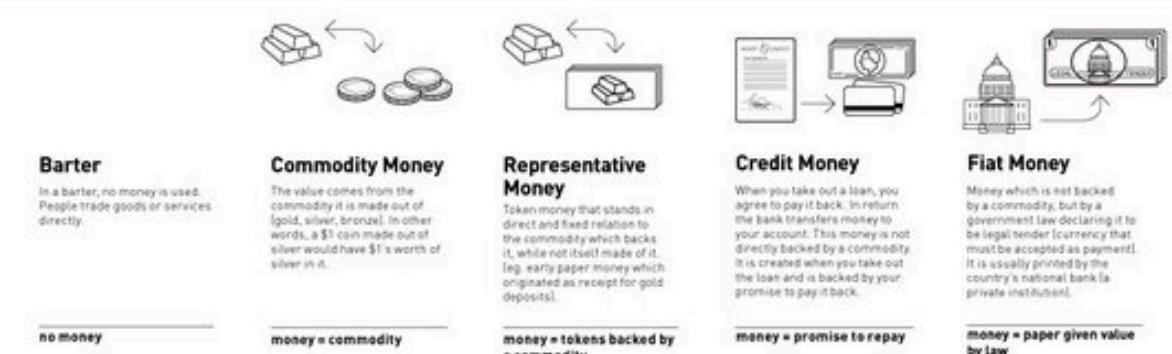


Flow Chart



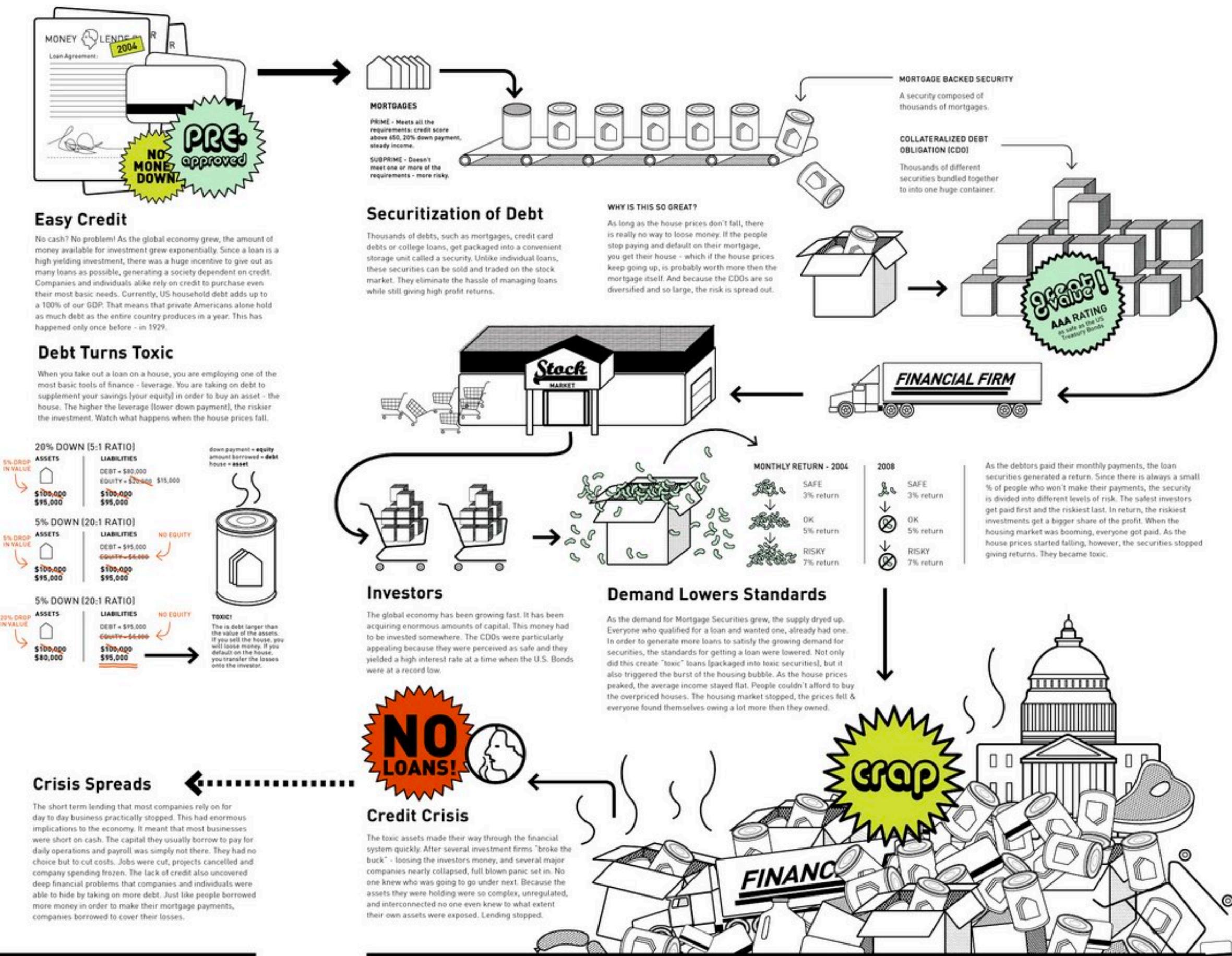
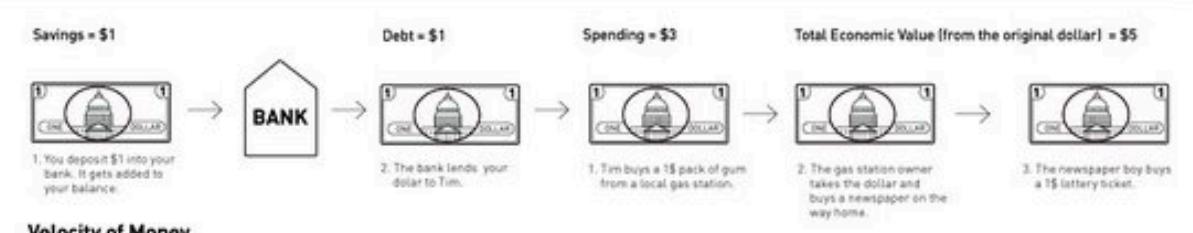
What is money?

Money can be anything. Rare & valuable resources have been used historically because they are easy to control, but anything that people collectively agree on can be used as money. There are four general functions money fulfills: medium of exchange, unit of account, store of value & standard of deferred payment. Money needs to have a perceived value. This is an overview of the different forms of money and where their value comes from.

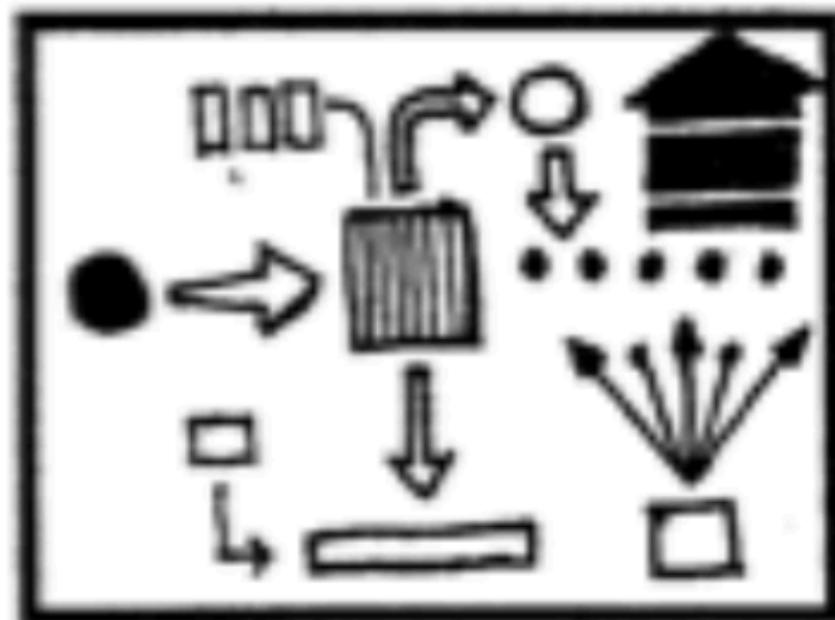


Money Supply

The Money Supply is the amount of available money in the economy. It fluctuates with the market. In times of economic growth, the money supply is high. In a recession, the money supply is low. Lending and spending are two major factors that influence the money supply.



755



Flow Chart



Partitioned Poster



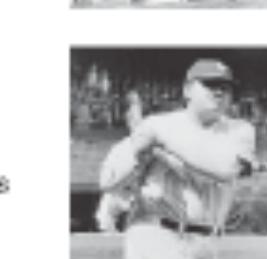
Steroids or Not, the Pursuit Is On

Barry Bonds is taking aim at the career home run record. He needs only six more to tie Babe Ruth and 47 to equal Hank Aaron.

Lines are cumulative home runs.



Hank Aaron
755 home runs
23 seasons



Babe Ruth
714 home runs
22 seasons



Barry Bonds
708 home runs
20 seasons

Bonds takes lead
Home runs after 16 seasons
Bonds 567
Aaron 554
Ruth 516



Aaron
Actual homers slightly outpace projected homers for five seasons.

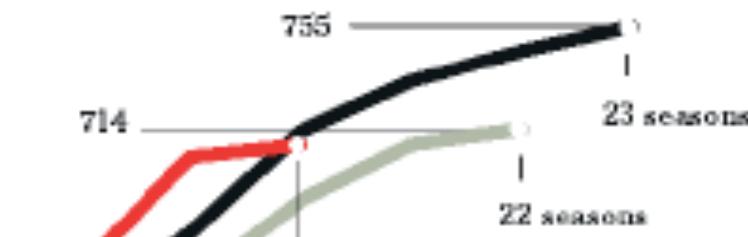


Ruth
Averaged 46.4 homers a season from age 30 to 34. Averaged 42.5 for next four seasons.



Bonds
From age 35 to 39, he averaged 14 more homers a season than projected.

Note: Ages as of July 1 of each season.

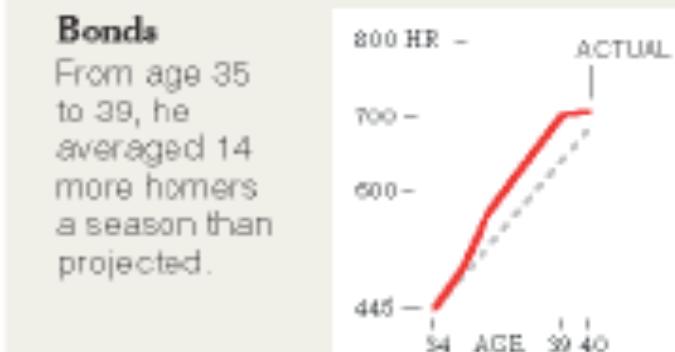
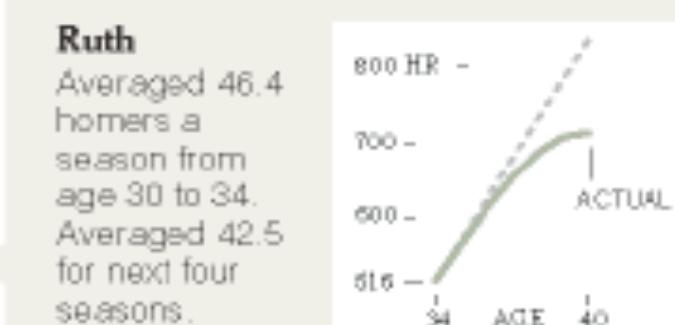
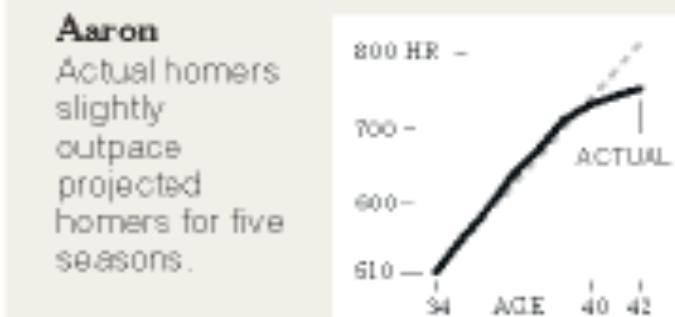


23 seasons
22 seasons
20 seasons
Bonds was injured last season. He played 14 games and hit 5 homers.

Homer Pace After Age 34

If the accusations are correct, Bonds was 34 in his first season on steroids. Here are projected home run paces for each player after age 34.

— PROJECTED PACE BASED ON AVERAGE OF PREVIOUS FIVE SEASONS

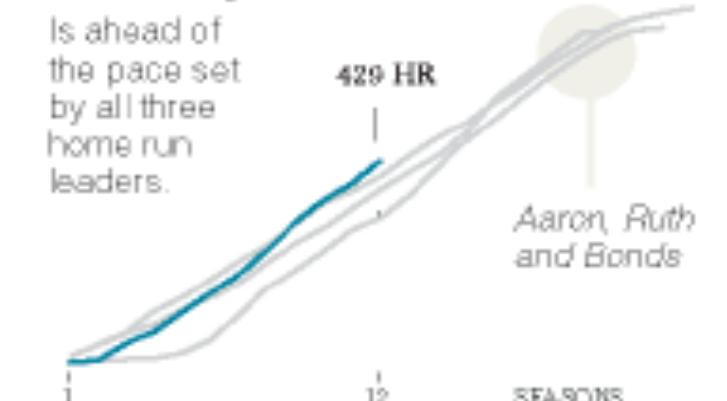


Note: Ages as of July 1 of each season.

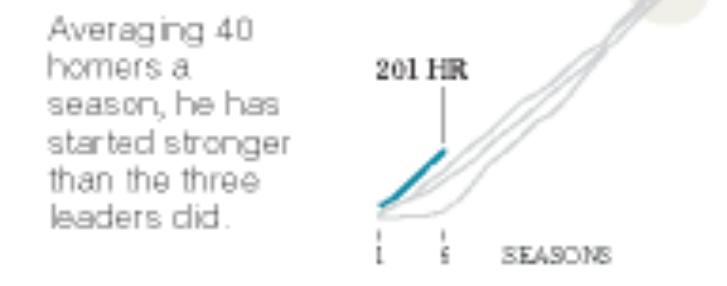
Others Taking Aim



Alex Rodriguez



Albert Pujols



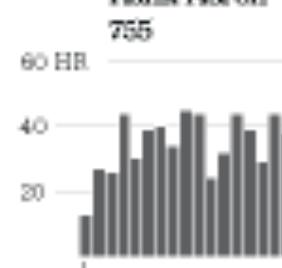
Ken Griffey Jr.



Differing Paths to the Top of the Charts

The top seven players on the career home run list, along with a look at Griffey (12th), Rodriguez (37th) and Pujols (tied 257th).

Hank Aaron



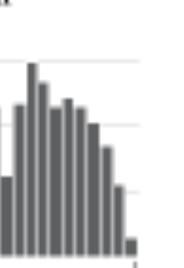
15 times hit 30 or more (M.L. most).

Babe Ruth



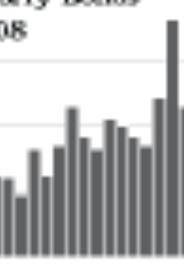
Hit only 20 over first five seasons.

Barry Bonds



Averaged 52 from 2000 to 2004.

Willie Mays



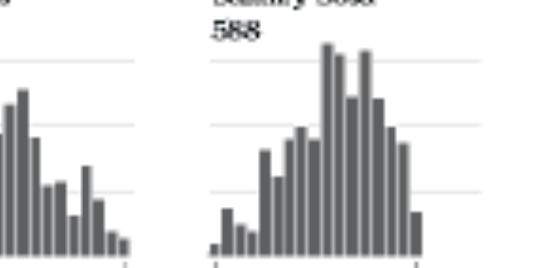
No one hit more from 1950-69.

Sammy Sosa



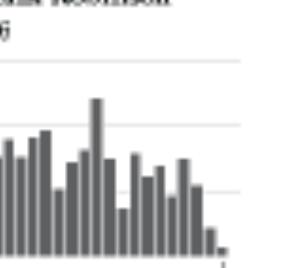
Three 60-homer seasons is record.

Frank Robinson



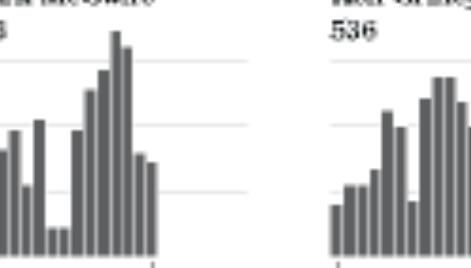
Triple Crown in '66 (49, 122, .316).

Mark McGwire



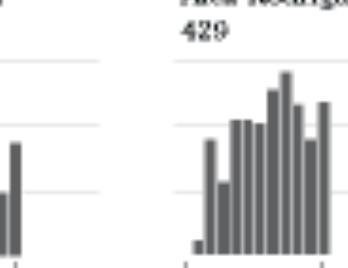
First to hit 70 in a season.

Ken Griffey Jr.



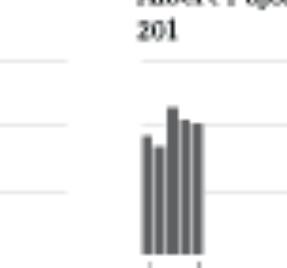
Only McGwire had more in the 90's.

Alex Rodriguez



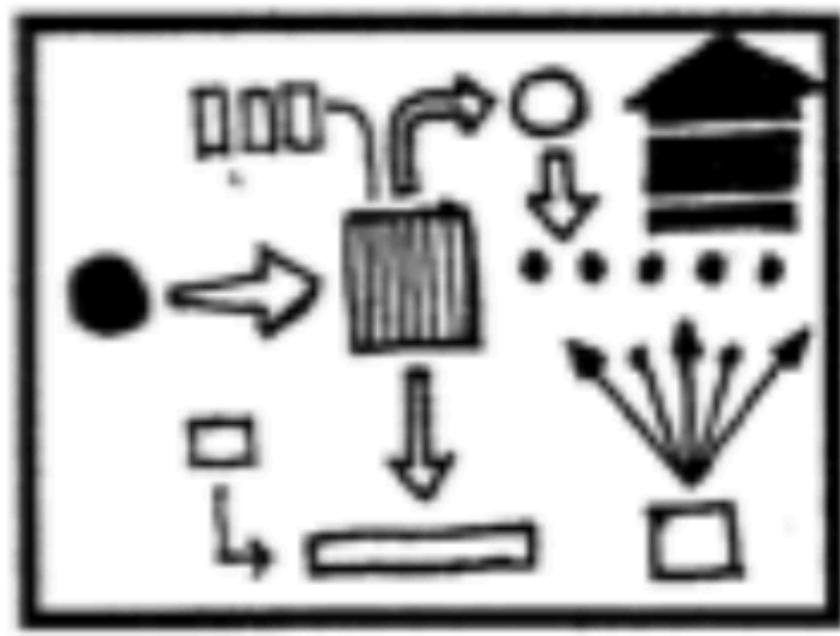
Youngest to reach 400 homers.

Albert Pujols



Second most ever in first five seasons.

ANDREW COX AND JOE WOOD/The New York Times



Flow Chart



Partitioned Poster

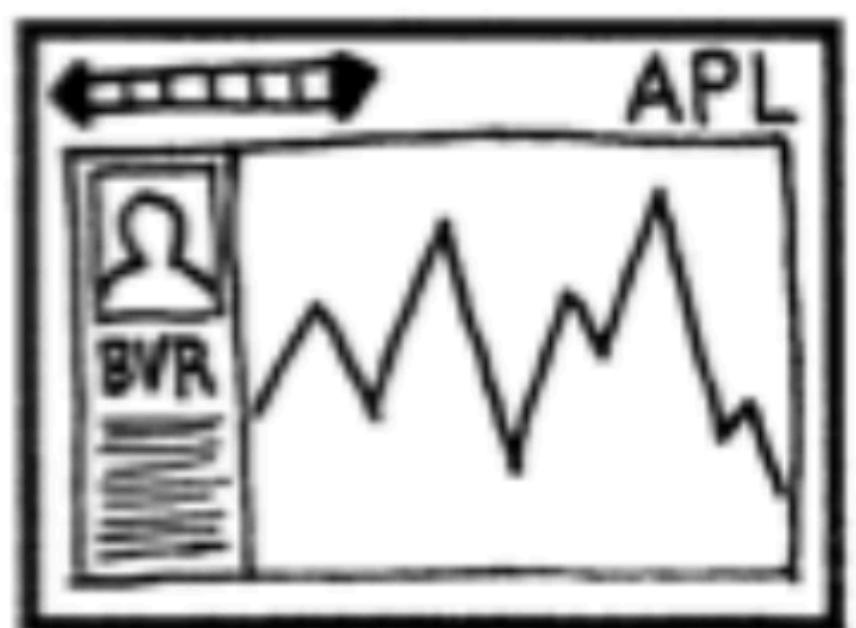


Published: February 2, 2010

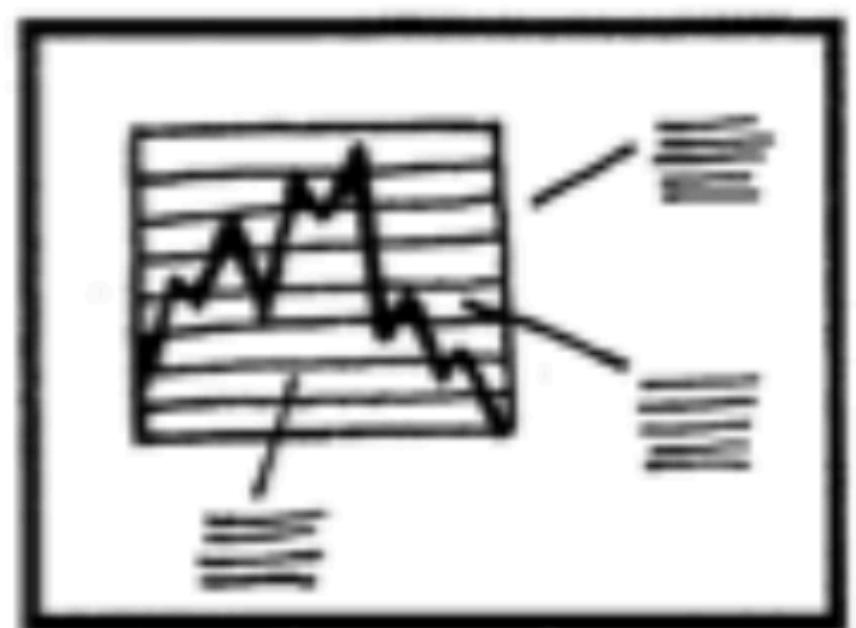
Budget Forecasts, Compared With Reality

Just two years ago, surpluses were predicted by 2012. How accurate have past White House budget forecasts been?

1 | 2 | 3 | 4 | 5 | 6 | NEXT ►



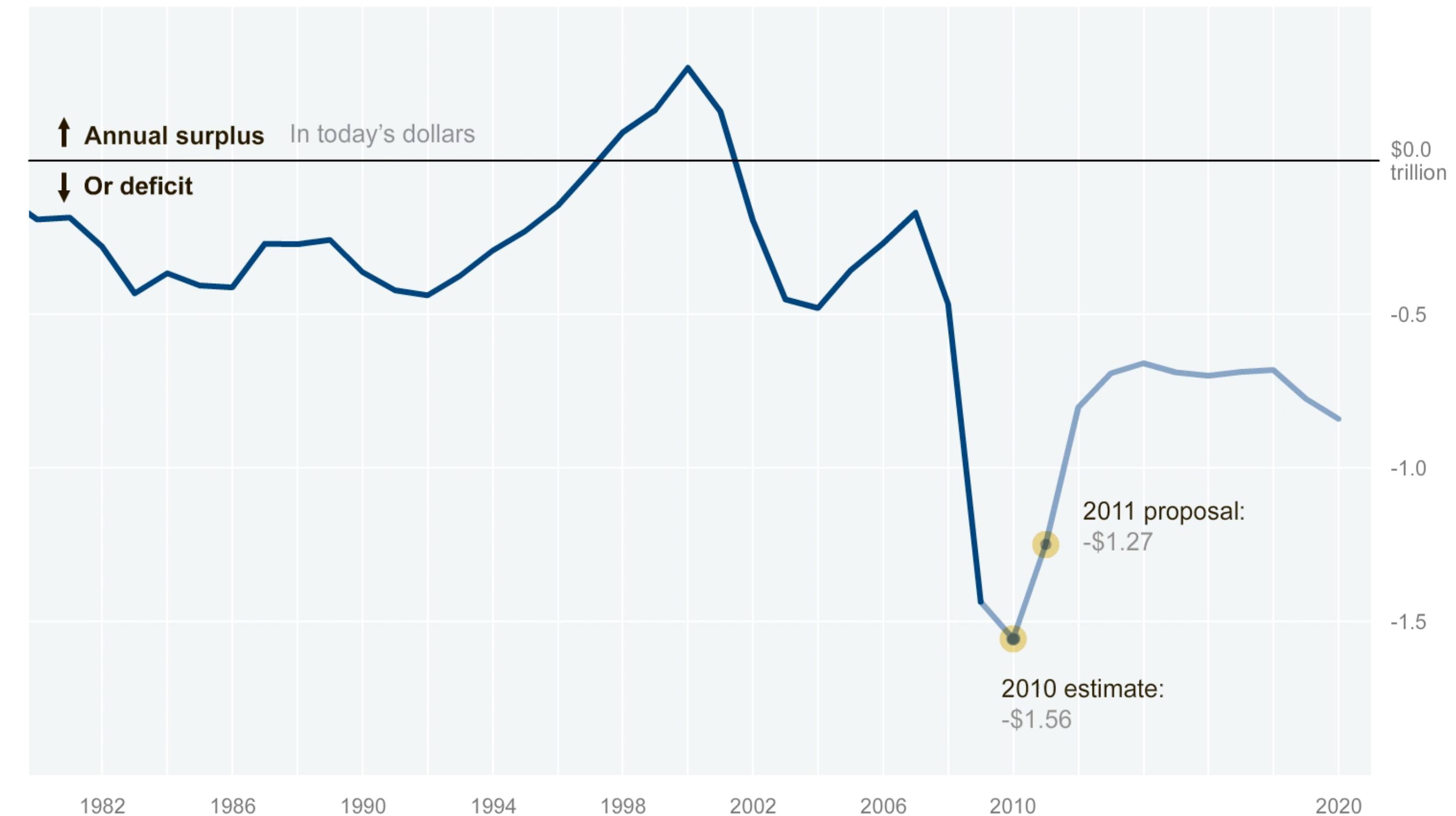
Slide Show



Annotated Chart

Falling short

President Obama's budget proposal estimates a deficit of \$1.6 trillion for the current fiscal year and \$1.3 trillion in 2011.



By AMANDA COX | Send Feedback

Source: Office of Management and Budget



TWITTER

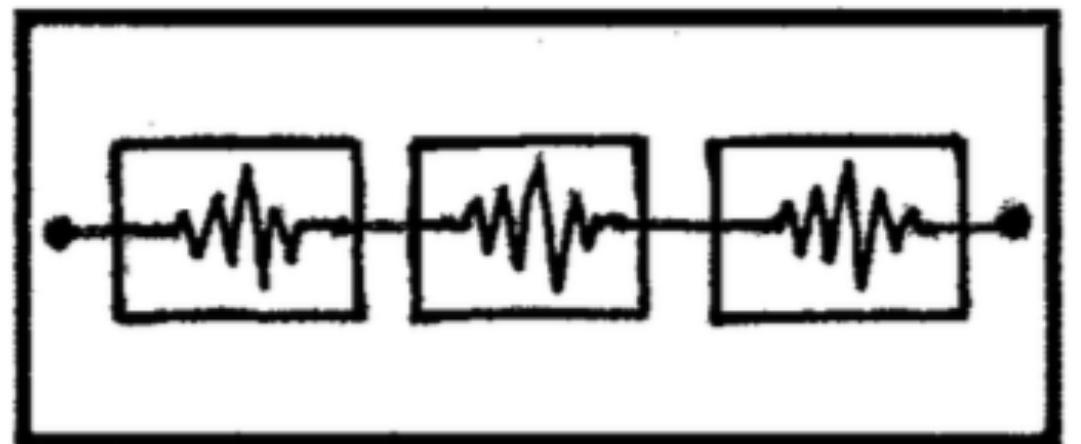


LINKEDIN

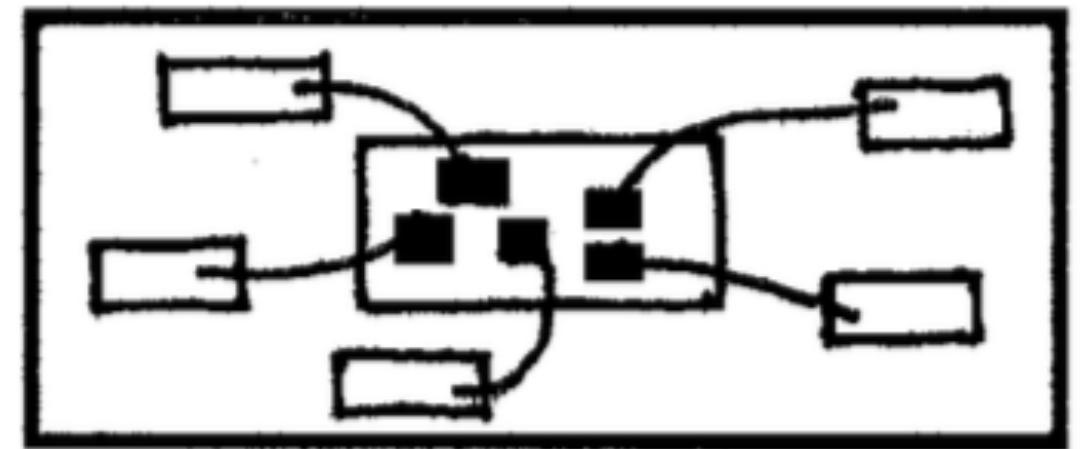


SHARE

Interactive Slideshow



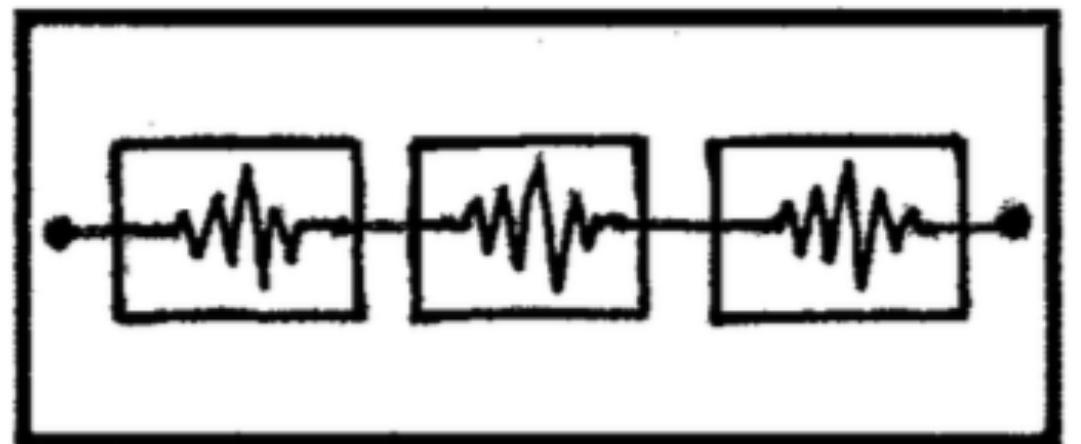
Drill-Down



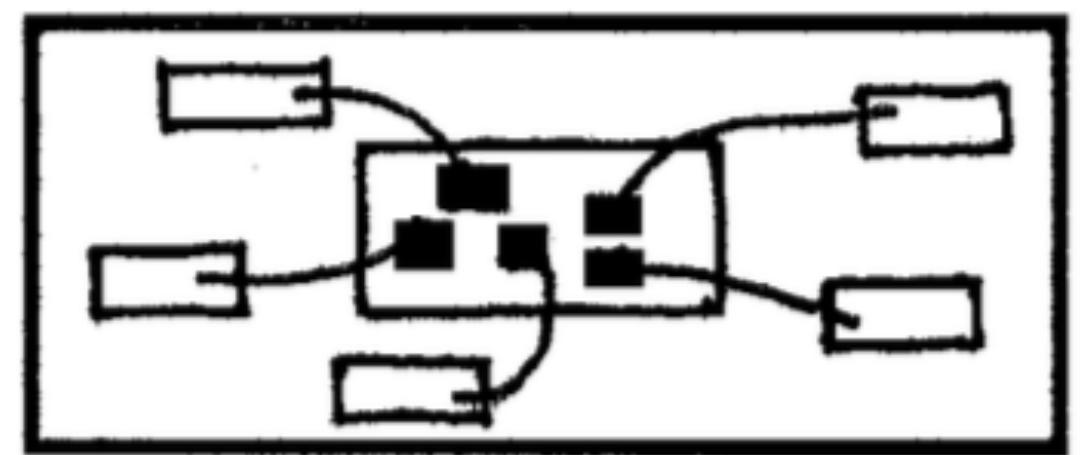
Author-Driven

Reader-Driven

Interactive Slideshow



Drill-Down



Author-Driven

Reader-Driven

On the Map: Five Major North Korean Prison Camps

North Korea has operated political prison camps for more than 50 years, twice as long as the Gulag in the former Soviet Union. People suspected of opposing the government are forced to do slave labor in the camps, which hold an estimated 200,000 prisoners. North Korea's government says the camps don't exist, but high-resolution satellite images show otherwise.

RELATED

- Article: On the Diplomatic Back Burner
- Google Earth: North Korea Uncovered

Click on the  map markers below for more information on each site.

Now Viewing:  Overview  Up Close: Camp 15



Learn more about five major prison camps at right, or take a closer look at life in Camp 15.

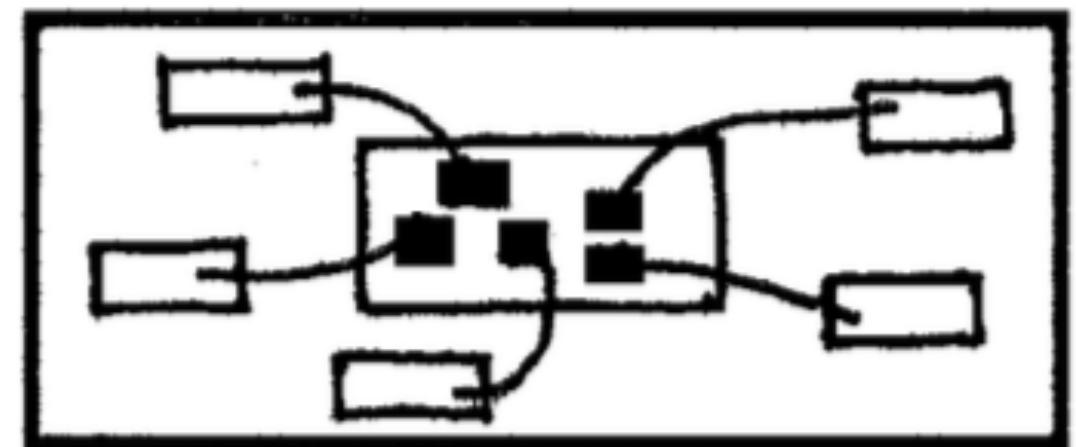
Scale varies in this perspective.
Distances from Pyongyang: 120 miles to Seoul, 427 miles to Vladivostok

CHINA RUSSIA NORTH KOREA SOUTH KOREA

Vladivostok Chongjin Hyesan Wonsan Kaesong Incheon Seoul Pyongyang Sinuiju Dandong

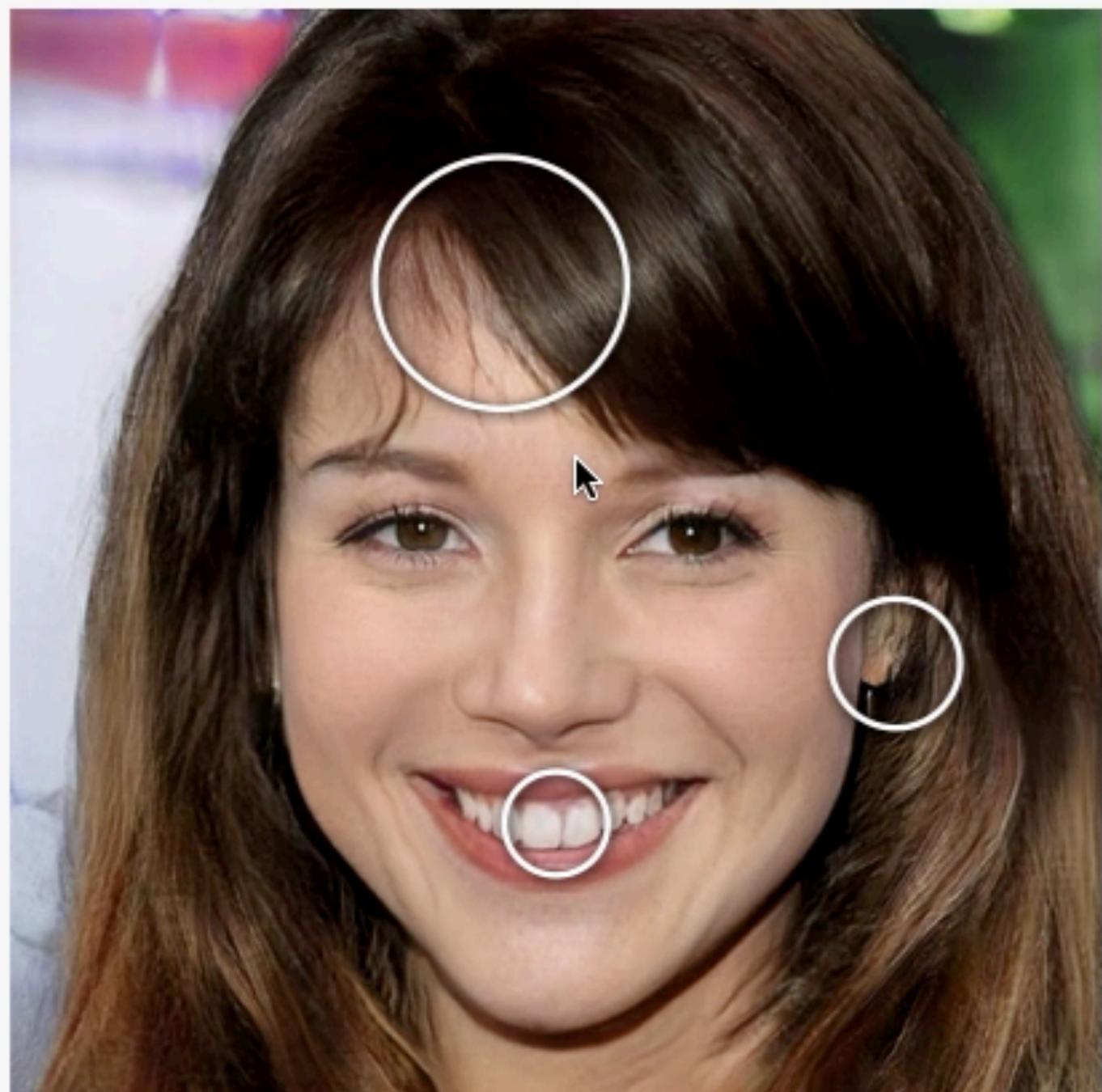
LOCATOR

Drill-Down



What gives away a machine-generated image?

Interactivity on illustrations can help people get more context around certain objects that may not have clear and separable boundaries.



Select region for more information.



FIGURE 7: Choose between 1 of 4 machine-generated images and brush over the circle callouts to display a short message about each region. Generated images from [128, 129].

The Universal Approximation Theorem in 3 levels of detail.

Readers come with different backgrounds. What if our content could be tailored to their level of knowledge about certain topics?

ILLUSTRATIVE PRECISE

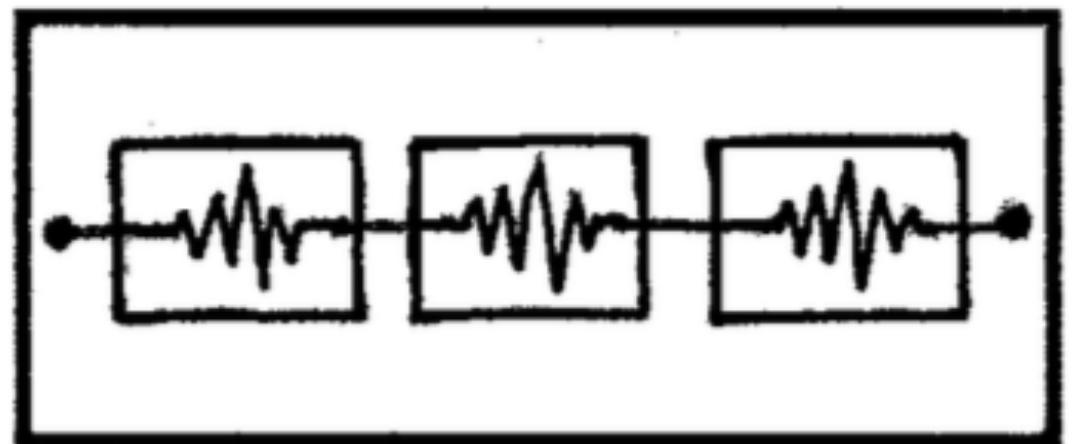
Neural networks can approximate any function that exists. However, we do not have a guaranteed way to obtain such a neural network for every function.

FIGURE 9: Drag the slider to display the theorem's statement in increasing levels of detail.

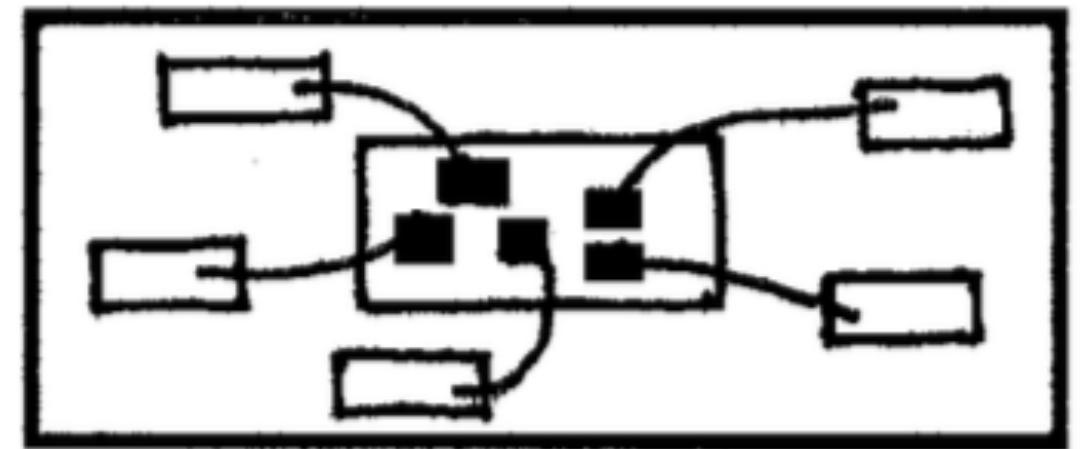
PREVIEWING CONTENT

Details-on-demand can also be used as a method for previewing content without committing to another interaction or change of view. For example, when hovering over a hyperlink on Wikipedia a preview card is shown that can contain an image and brief description: this

Interactive Slideshow



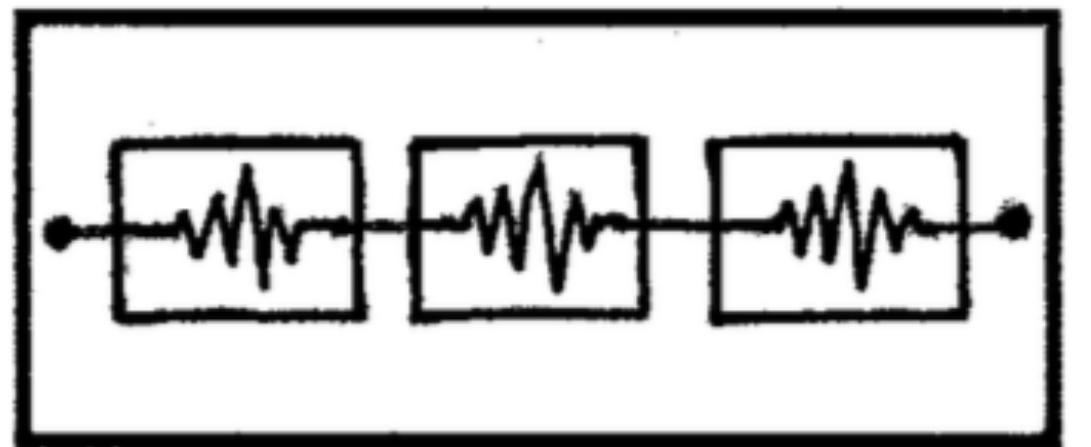
Drill-Down



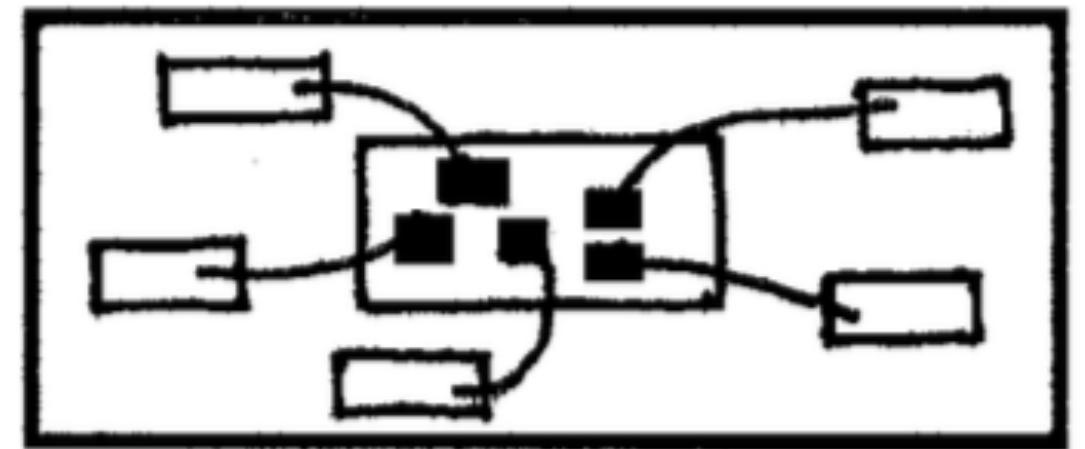
Author-Driven

Reader-Driven

Interactive Slideshow



Drill-Down



Author-Driven

Reader-Driven

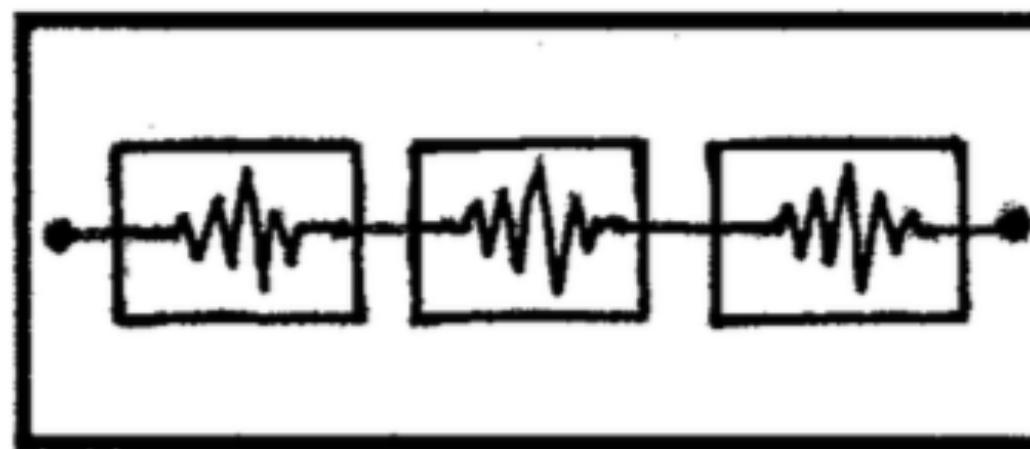
Copenhagen: Emissions, Treaties and Impacts

At the Copenhagen climate conference, discussions are likely to cover emissions levels, the legacy of the Kyoto Protocol and the risks of inaction on global warming. Explore each issue in the tabs below.

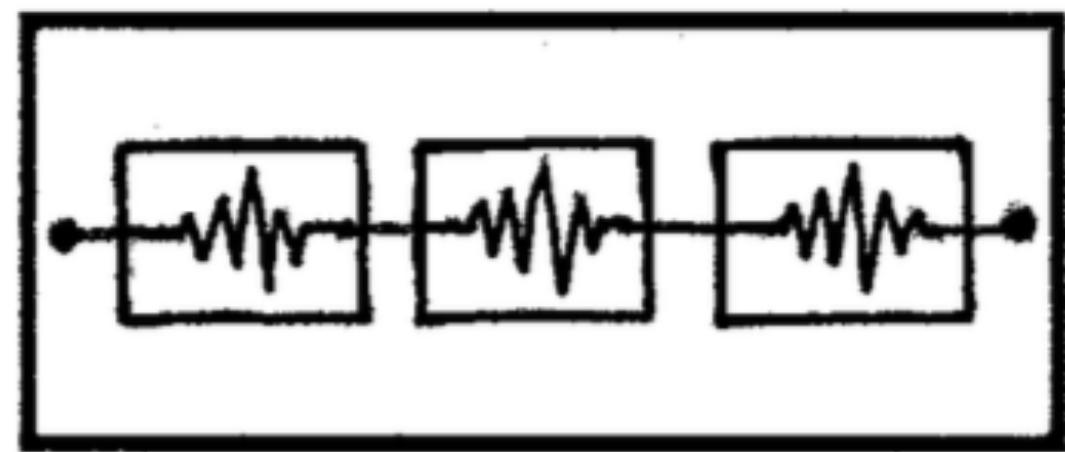
Stepper

Global Emissions	Lessons From Kyoto	Possible Impact
<p>1 2 3 4 5 6 7 8 9 10 11 NEXT ►</p> <p>Almost every country in the world signed and ratified the protocol. The treaty's aim was to provide a starting point for reducing global carbon dioxide emissions.</p> <p>Countries that ratified Kyoto</p> 		

Interactive Slideshow



Interactive Slideshow



R2
D3

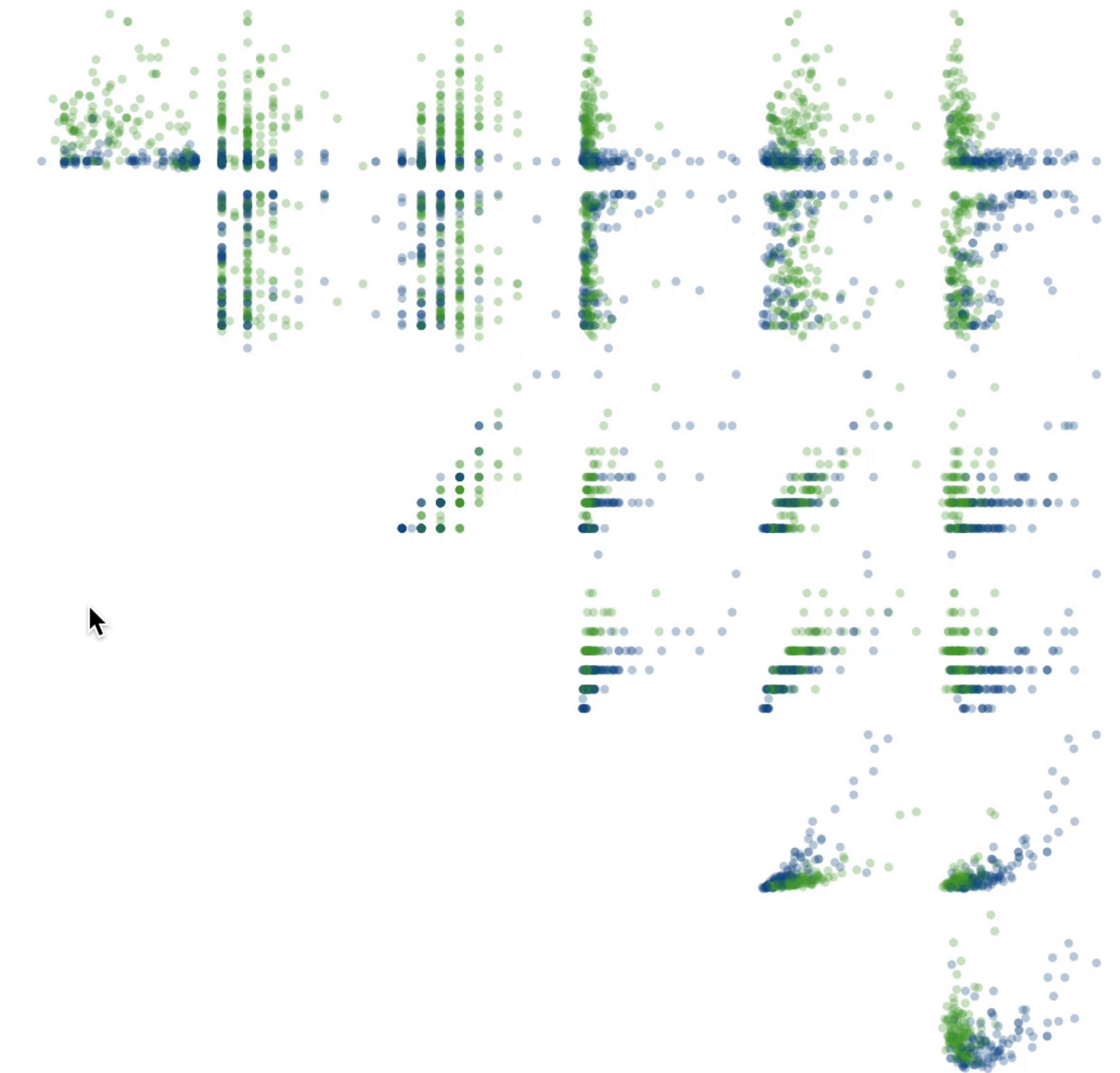
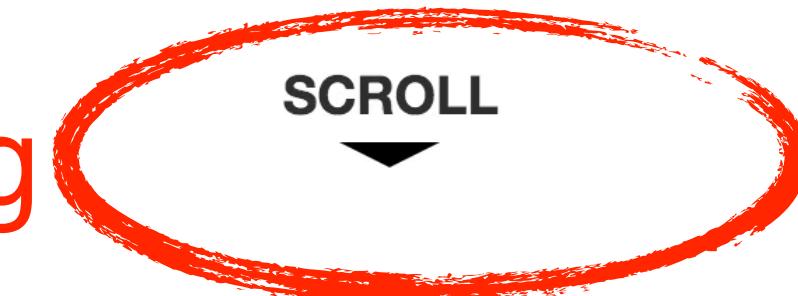
A visual
introduction to
machine learning

English

In machine learning, computers apply **statistical learning** techniques to automatically identify patterns in data. These techniques can be used to make highly accurate predictions.

Keep scrolling. Using a data set about homes, we will create a machine learning model to distinguish homes in New York from homes in San Francisco.

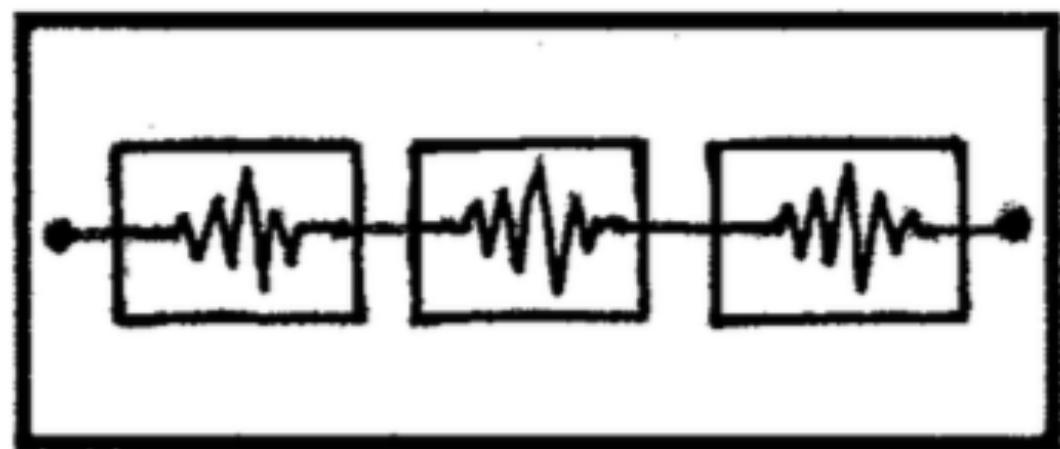
“Scrolly”-telling



Discrete vs. Continuous Steps

A source of debate among practitioners!

Interactive Slideshow



You will make one for Lab 8!

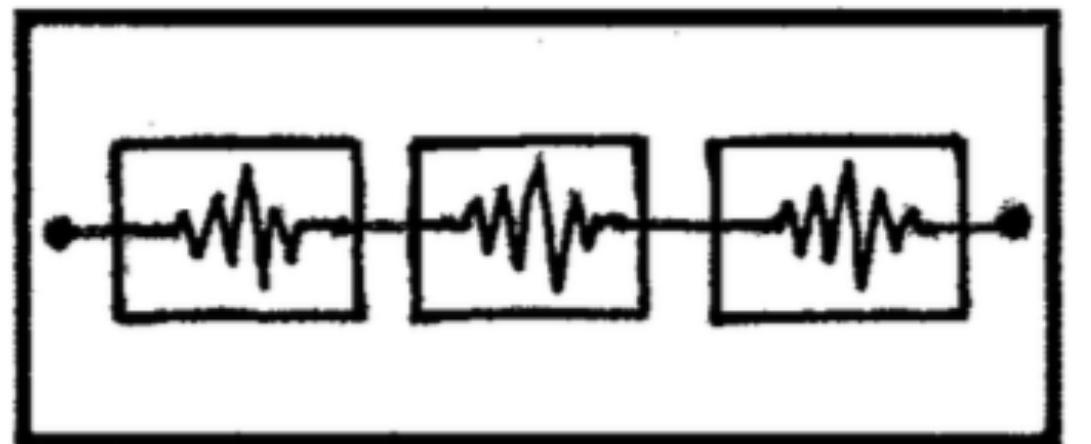
Discrete

- ✓ Simple & familiar.
- ✗ But less engaging?

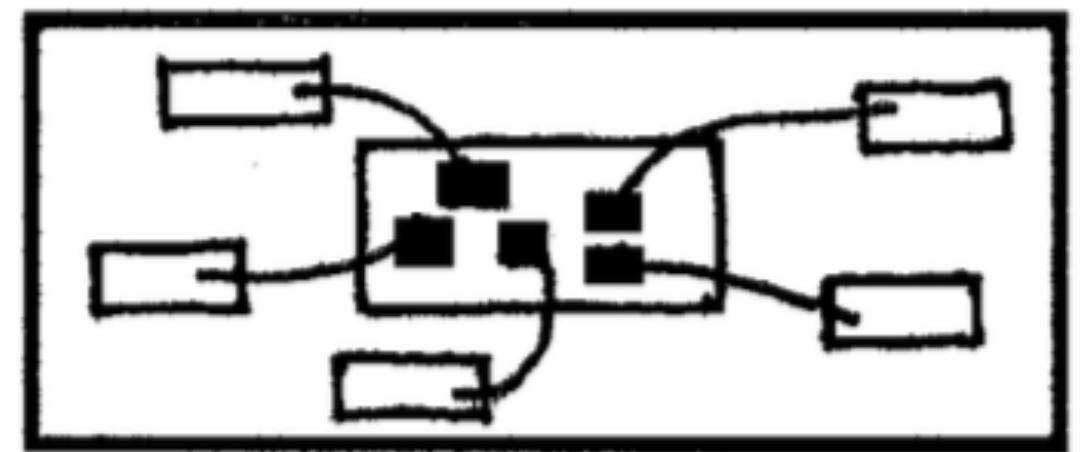
Continuous

- ✓ Less “activation energy” required.
- ✓ More fluid/direct: parameterized by scroll position = rapid, incremental experience.
- ✗ But, difficult to implement properly.
Can result in “*scrolljacking*.”

Interactive Slideshow



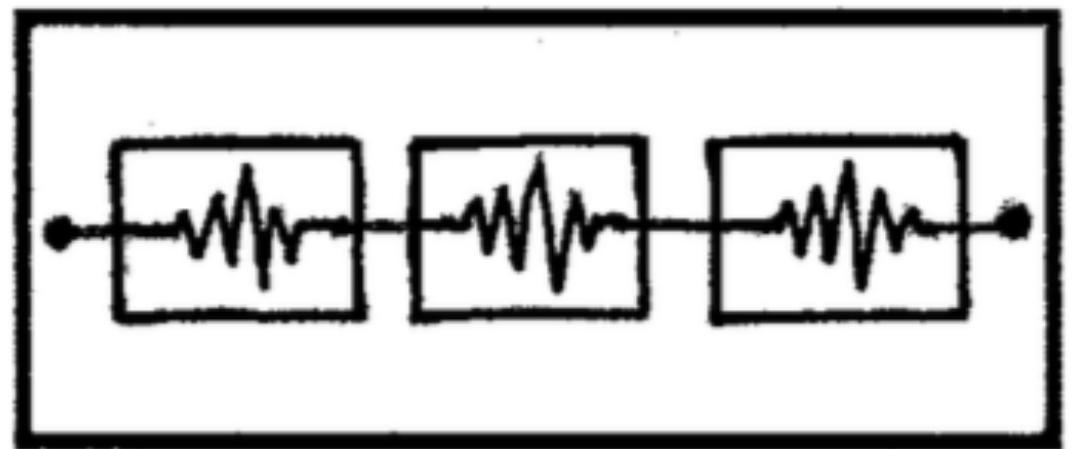
Drill-Down



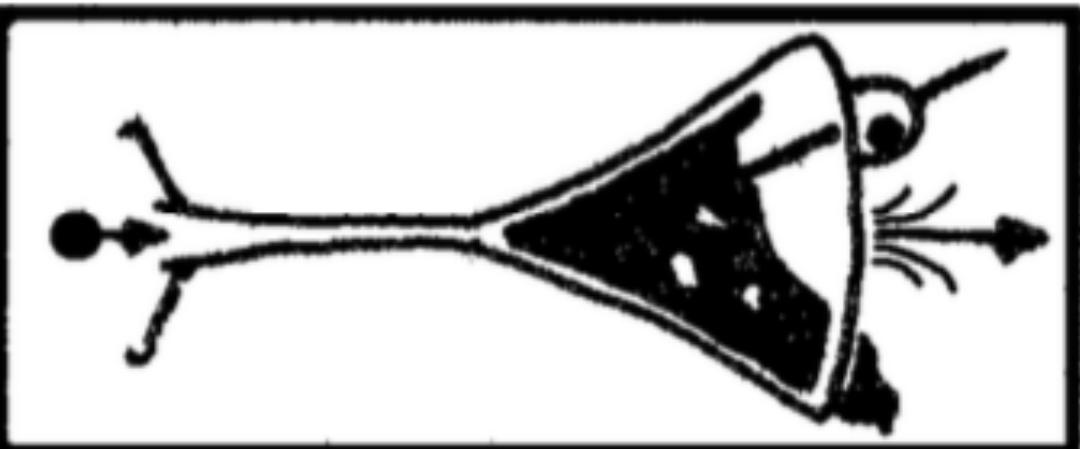
Author-Driven

Reader-Driven

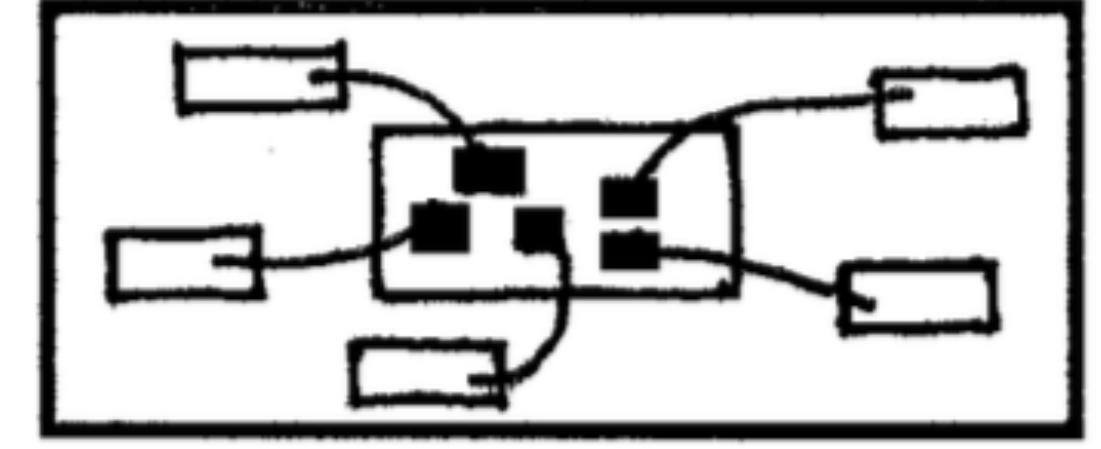
Interactive Slideshow



Martini Glass



Drill-Down



Author-Driven



Reader-Driven

Kernel Density Estimation

By: [Matthew Conlen](#)



What do **matrices** mean to you?

Why do we need a way to represent an array of rows and columns of numbers, and to execute computations and operations between them?

$$\begin{bmatrix} 1 & 2 \\ -2 & 0 \end{bmatrix} \begin{bmatrix} 1 \\ 2 \end{bmatrix} = \begin{bmatrix} 3 \\ 2 \end{bmatrix}$$

In school, you may recall reluctantly performing drill after drills of matrix-vector multiplications mechanically. You may even have been taught to memorize several inane formulas.

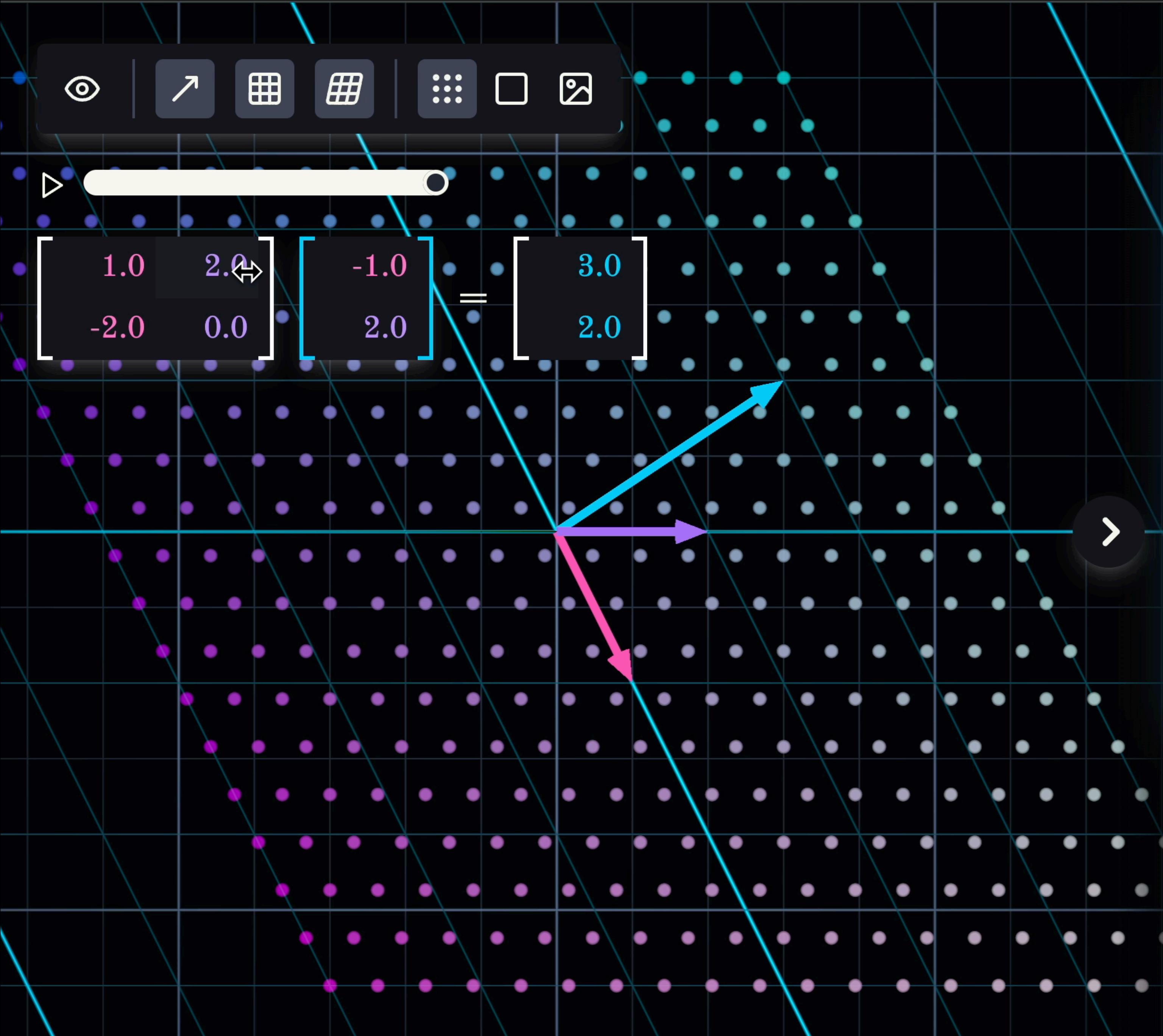


$$\begin{bmatrix} a & b \\ c & d \end{bmatrix} \begin{bmatrix} x \\ y \end{bmatrix} = x \begin{bmatrix} a \\ c \end{bmatrix} + y \begin{bmatrix} b \\ d \end{bmatrix}$$
$$= \begin{bmatrix} ax + by \\ cx + dy \end{bmatrix}$$

RECAP

- Any vector can be expressed as the addition of scaled basis vectors, i.e. a **linear combination of basis vectors**.
- A matrix can be viewed as a way to **package information about a linear transformation**. The columns of a matrix represent where the new basis vectors land after the transformation.
- Matrix-vector multiplication is a way to compute where a given vector lands after the transformation defined by a matrix.

With our understanding so far, try to tinker about and figure out what kinds of transformations are possible with matrices!



Takeaways

What's your and, but, therefore?

Storytelling	<p>The project tells a compelling story. It follows the and-but-therefore structure and also incorporates elements of surprise, personalization, or emotion. (+3 points)</p>	<p>The project tells a story – it follows the and-but-therefore structure. (+2 points)</p>	<p>The project does not tell a story (e.g. it doesn't follow the and-but-therefore structure or something similar). (+1 point)</p>
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We will grade you on storytelling for your final projects!