

Week 5: *Visualizing Information*

🏛️ EMSE 4575: Exploratory Data Analysis

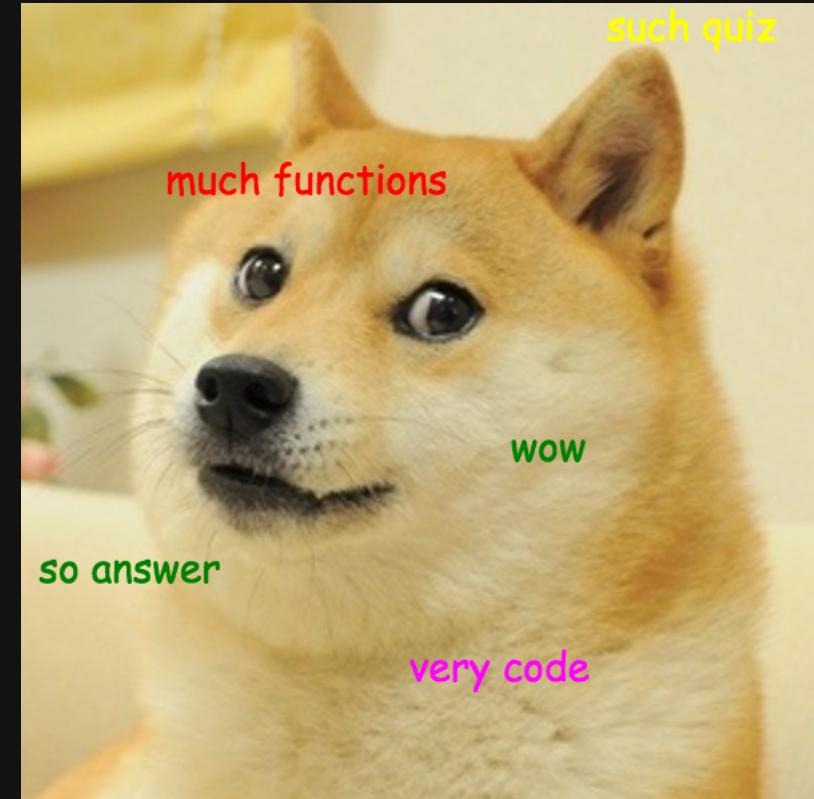
👤 John Paul Helveston

📅 February 10, 2021

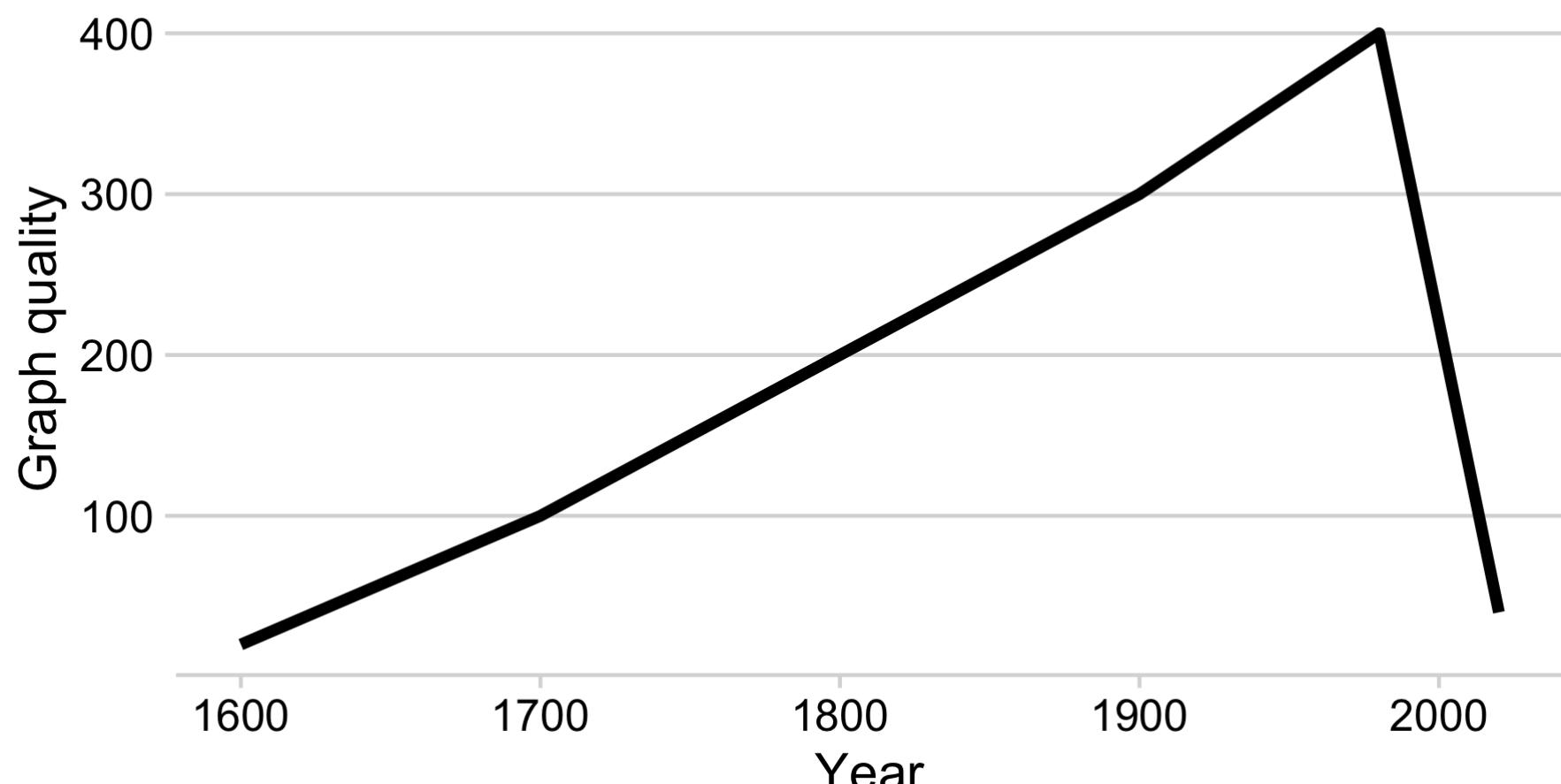
Quiz 1

Link is on the [schedule](#)

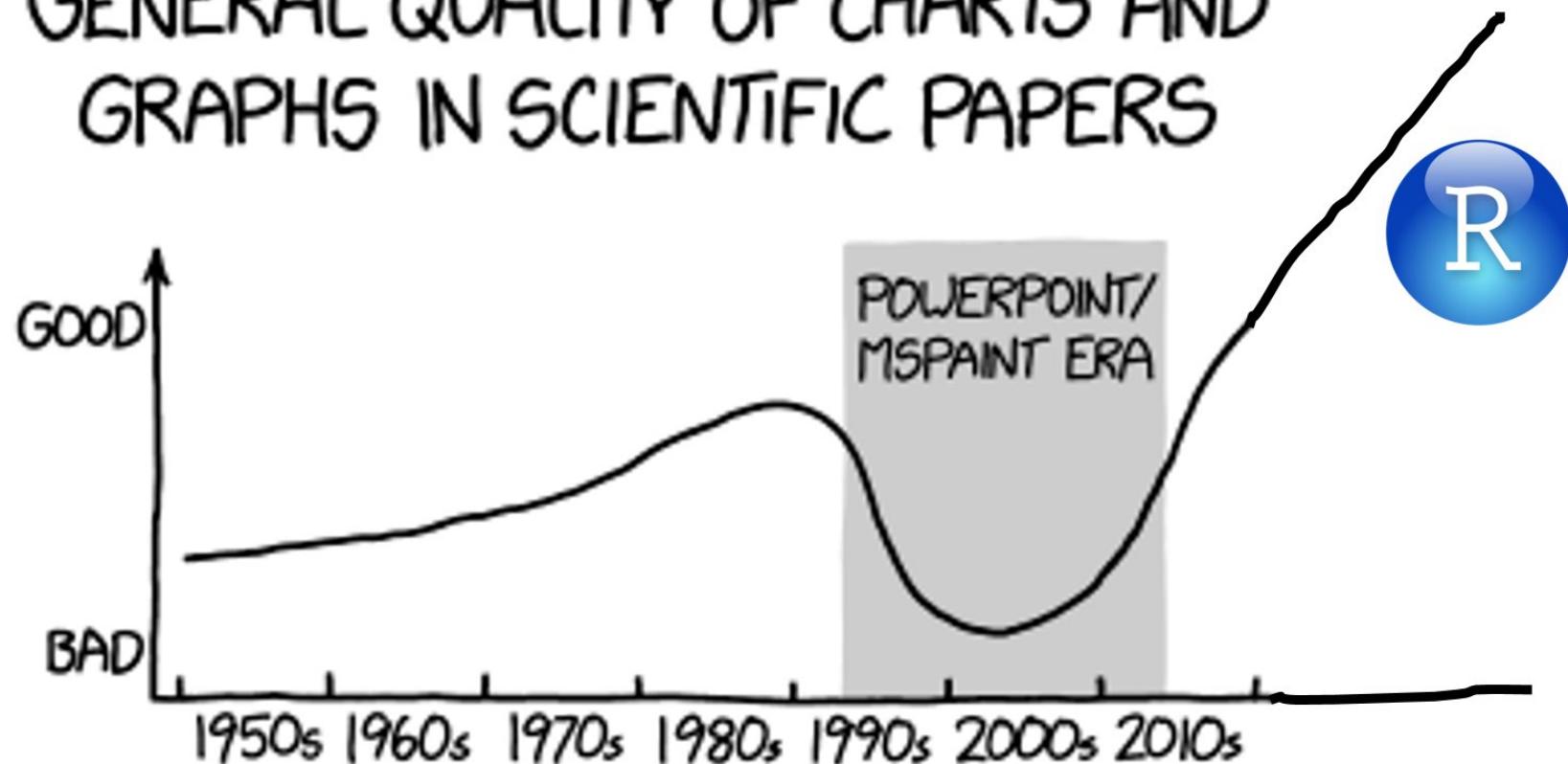
10 : 00



Graphing quality over time



GENERAL QUALITY OF CHARTS AND GRAPHS IN SCIENTIFIC PAPERS



From [here](#)

*"Having word processing software
doesn't make us great writers."*

– Stephen Few

We don't write paragraphs like this

People sometimes do this [use poor graphic choices] because they've seen similar charts in newspapers or on the web and they're naively following a bad example. People who know better sometimes do this because they care more about the visual impact than the clarity of communication. If we wanted to tell the truth in a way people can easily understand, this is not an effective approach.

Image from Few (2012, pg. 227)

So don't make graphs like this

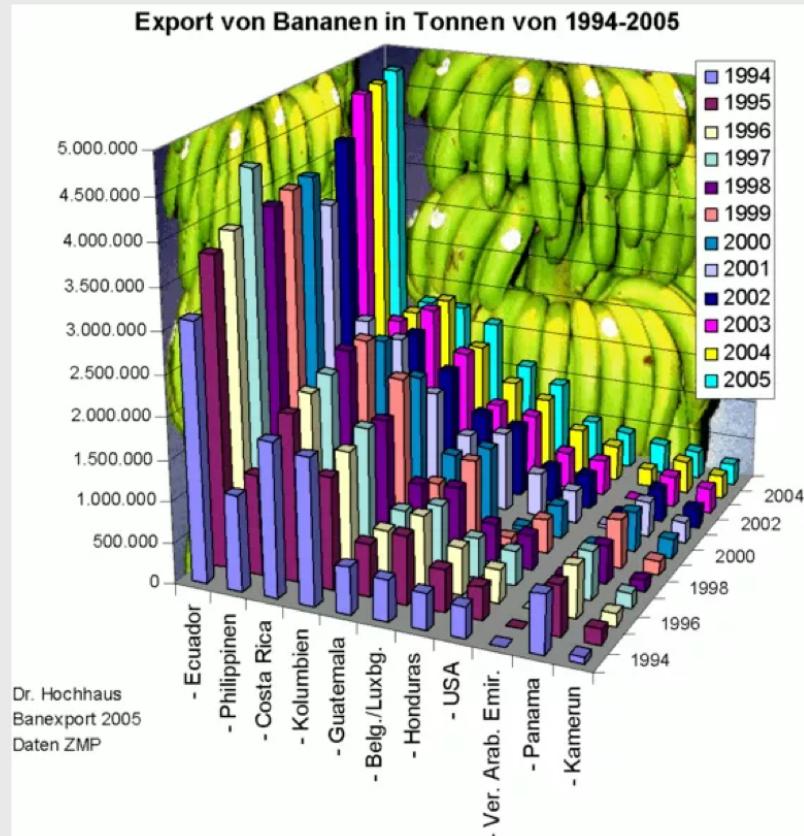


Image from excelcharts.com

Week 5: *Visualizing Information*

1. The Human Visual-Memory System

2. The Psychology of Data Viz

BREAK

3. 10 Data Viz Best Practices

4. Making a (good) ggplot

Week 5: *Visualizing Information*

1. The Human Visual-Memory System

2. The Psychology of Data Viz

BREAK

3. 10 Data Viz Best Practices

4. Making a (good) ggplot

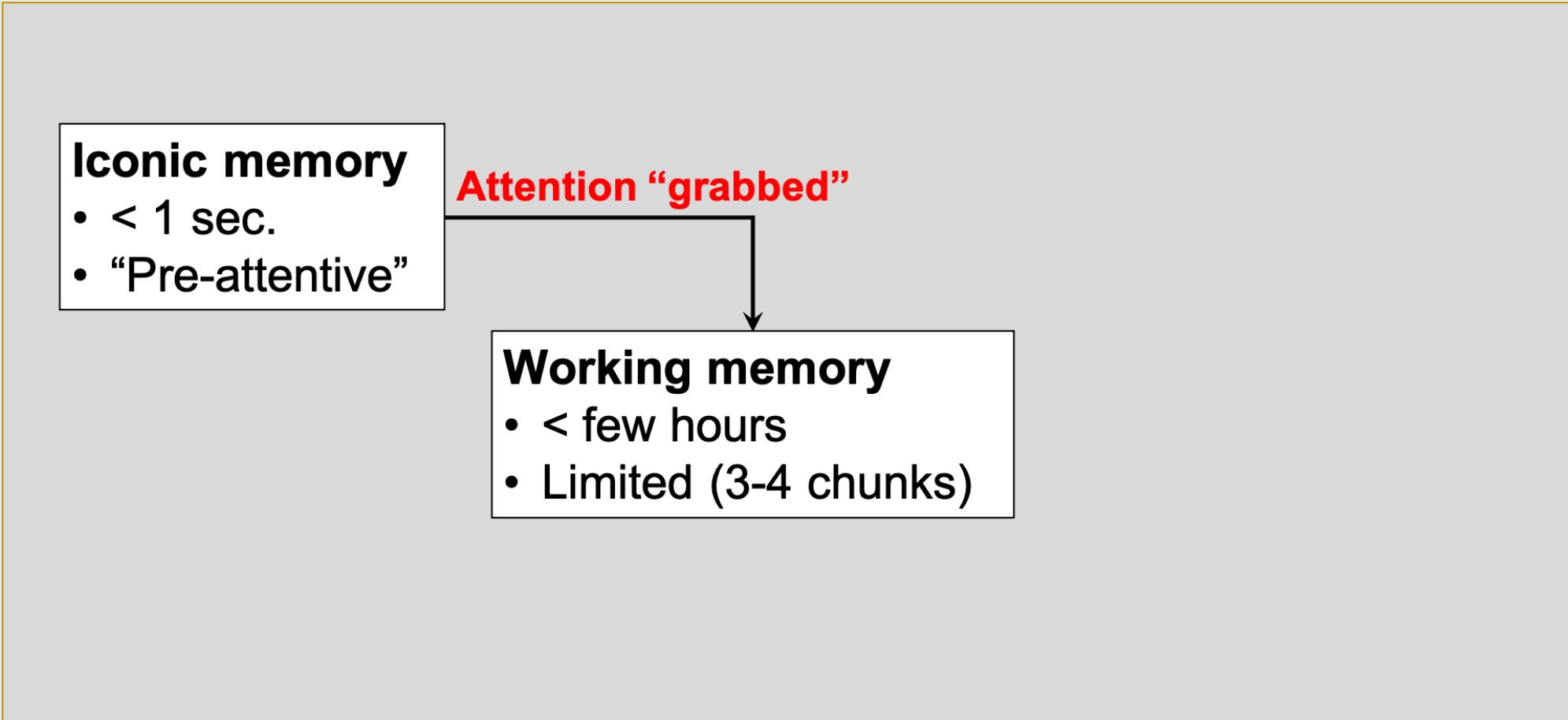
Good visualizations optimize for
the human visual-memory system

A (very) simplified model of the visual-memory system

Iconic memory

- < 1 sec.
- “Pre-attentive”

A (very) simplified model of the visual-memory system



A (very) simplified model of the visual-memory system

Effective charts focus on this

Iconic memory

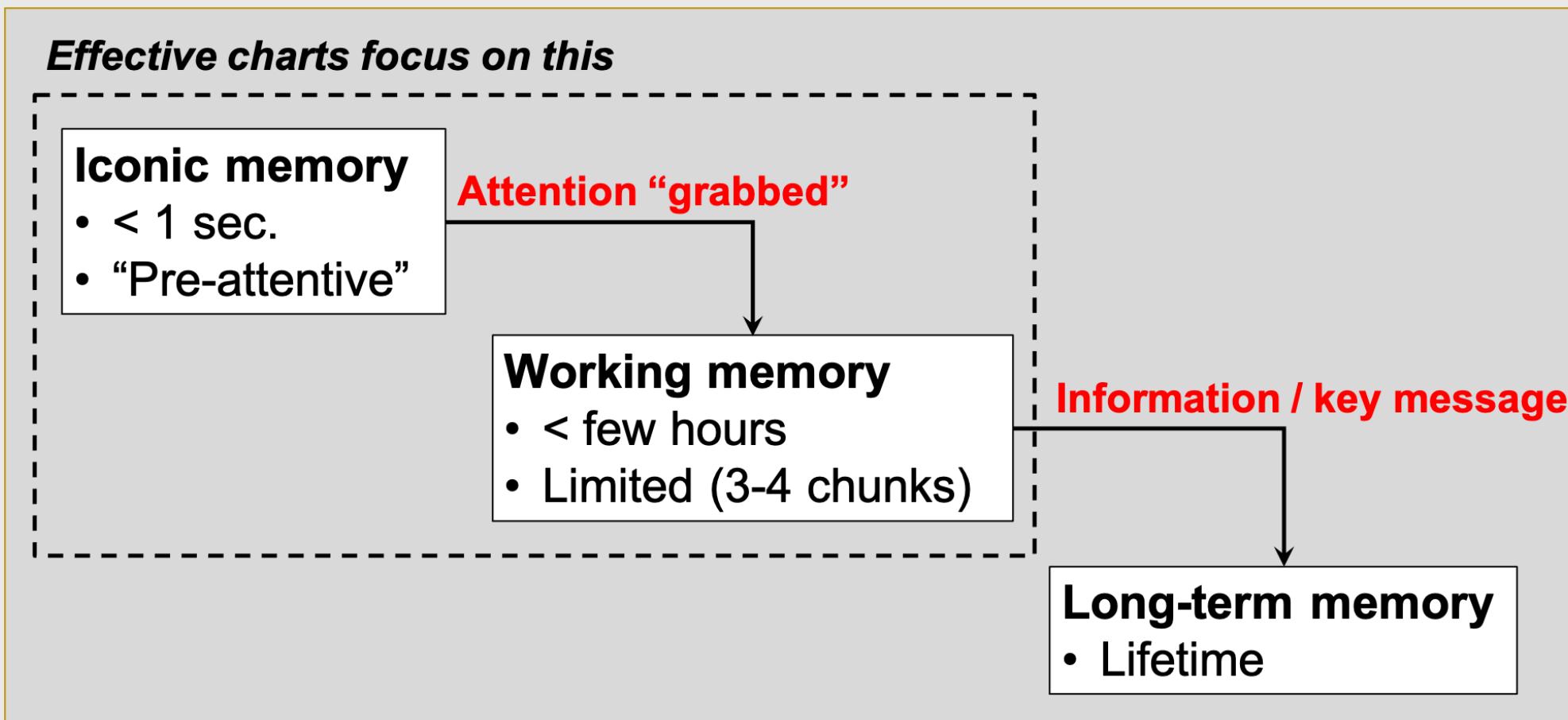
- < 1 sec.
- “Pre-attentive”

Attention “grabbed”

Working memory

- < few hours
- Limited (3-4 chunks)

A (very) simplified model of the visual-memory system



Two objectives of effective charts:

1. Grab & direct attention (iconic memory)
2. Reduce processing demands (working memory)

The power of pre-attentive processing

Count all the "5"'s

821134907856412043612
304589640981709812734
123450986124790812734
029860192837401489363
123479827961203459816
234009816256908127634
123459087162342015237
123894789237498230192

The power of pre-attentive processing

Count all the "5"'s

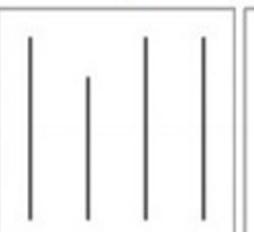
8211349078**5**6412043612
304**5**89640981709812734
1234**5**0986124790812734
029860192837401489363
1234798279612034**5**9816
2340098162**5**6908127634
1234**5**908716234201**5**237
123894789237498230192

Form

Orientation



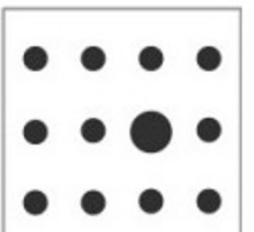
Line Length



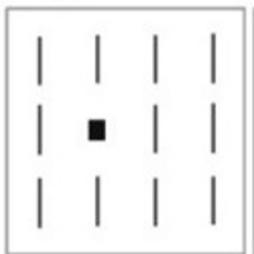
Line Width



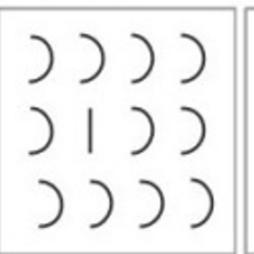
Size



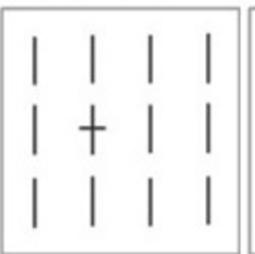
Shape



Curvature



Added Marks

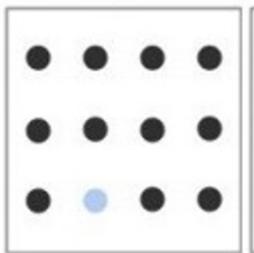


Enclosure

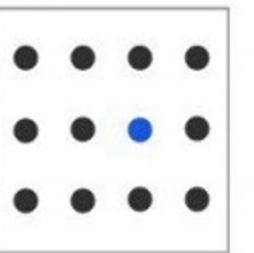


Color

Intensity

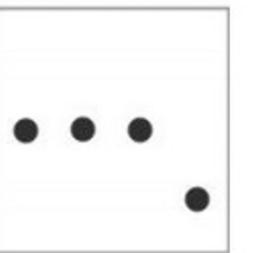


Hue

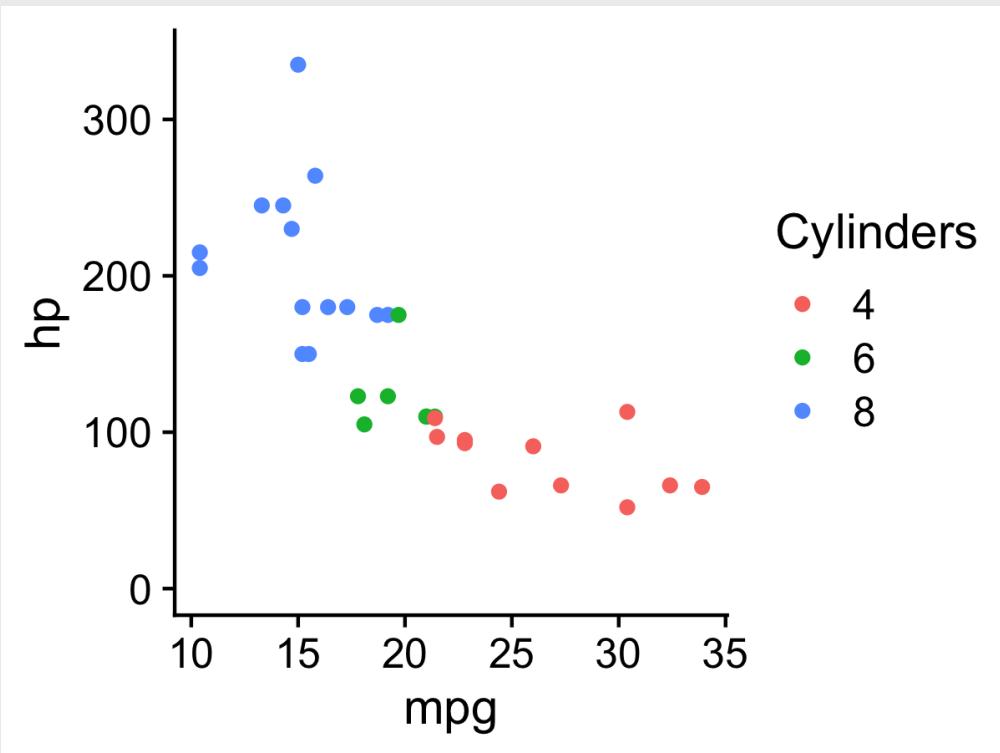


Spatial Position

2-D Position



Pre-attentive attributes



Form

Orientation



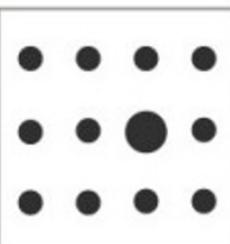
Line Length



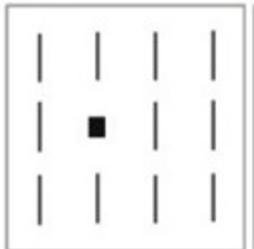
Line Width



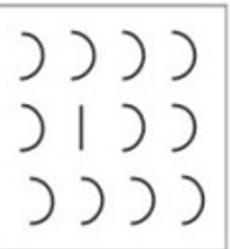
Size



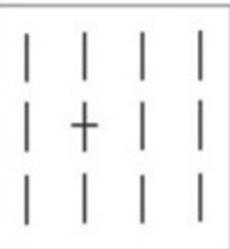
Shape



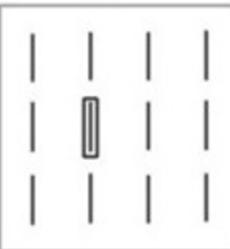
Curvature



Added Marks

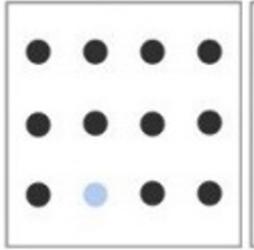


Enclosure

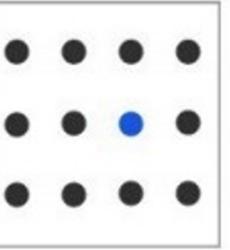


Color

Intensity

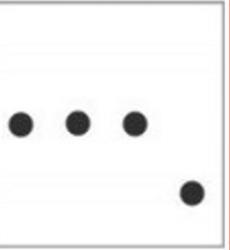


Hue



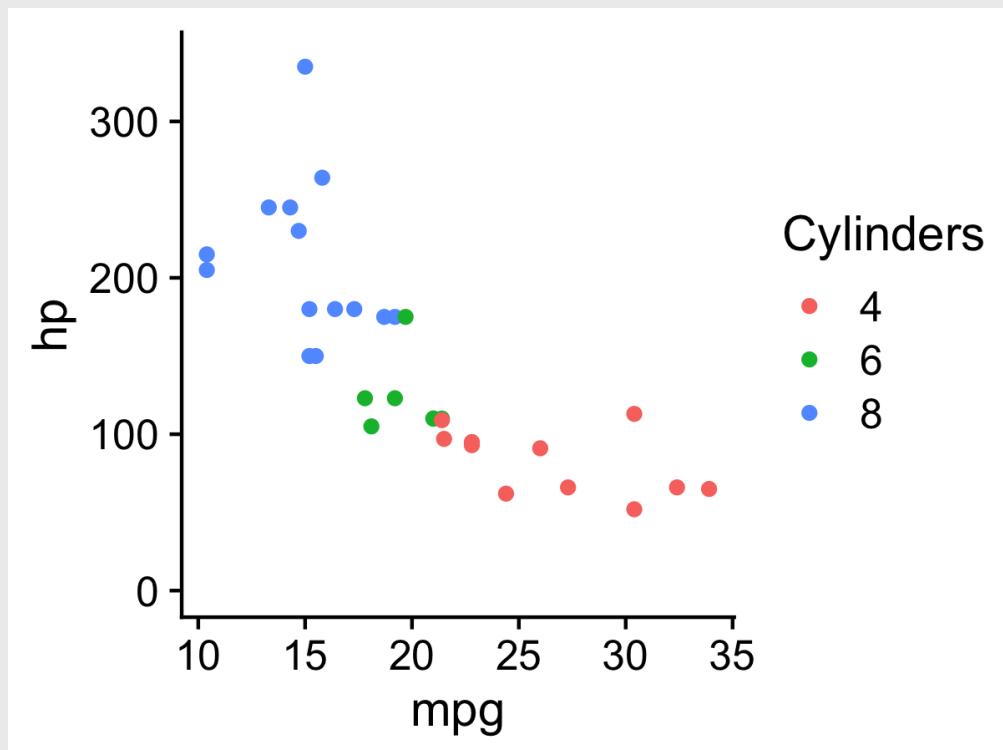
Spatial Position

2-D Position



Pre-attentive attributes

Numerical (ratio) data

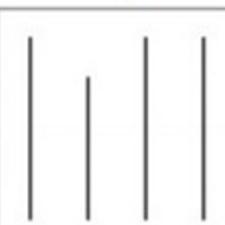


Form

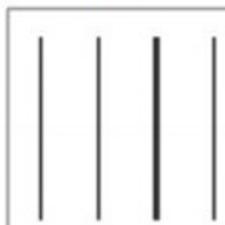
Orientation



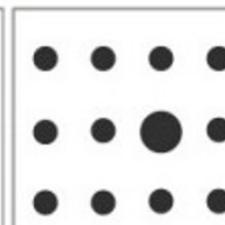
Line Length



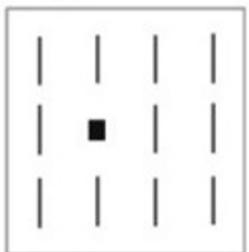
Line Width



Size



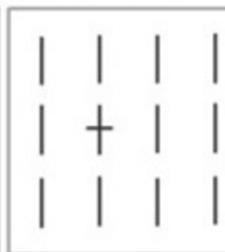
Shape



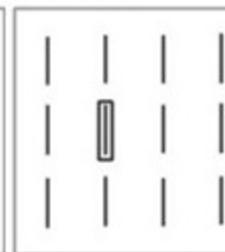
Curvature



Added Marks

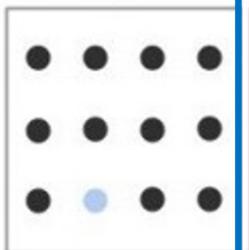


Enclosure

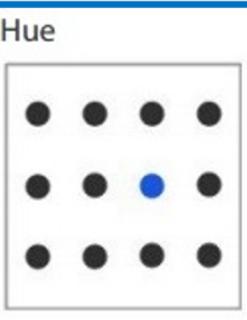


Color

Intensity

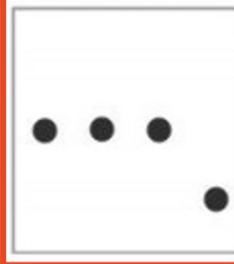


Hue



Spatial Position

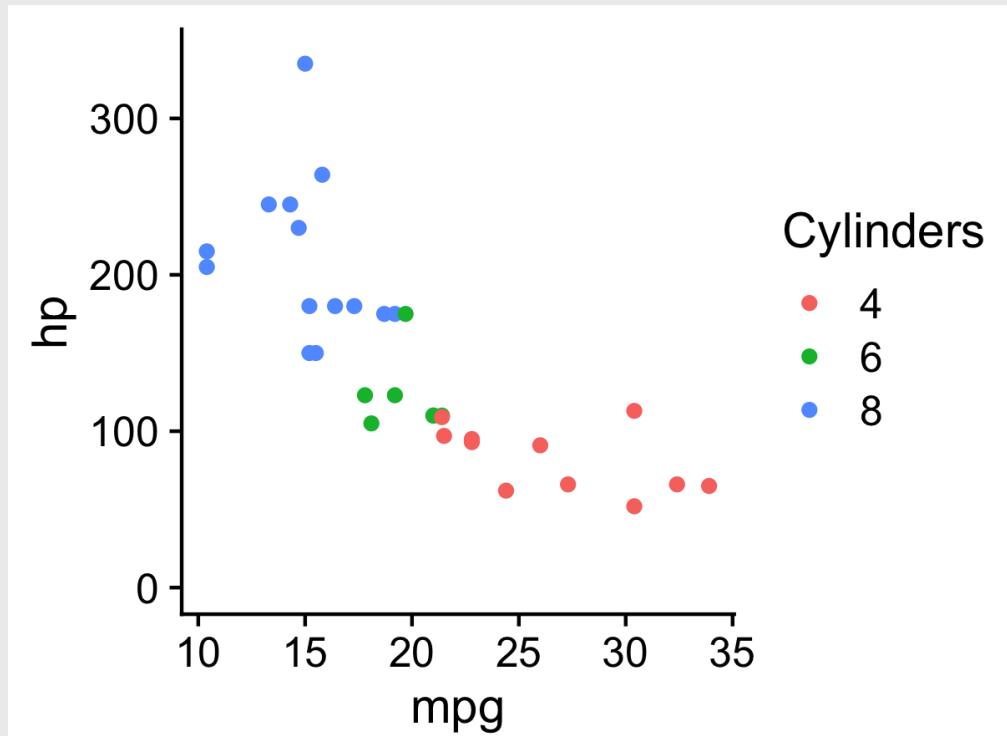
2-D Position



Pre-attentive attributes

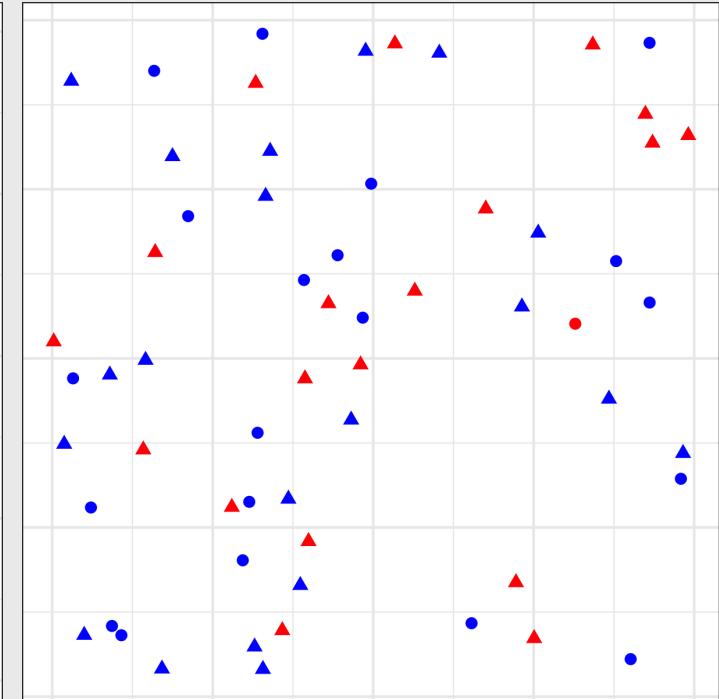
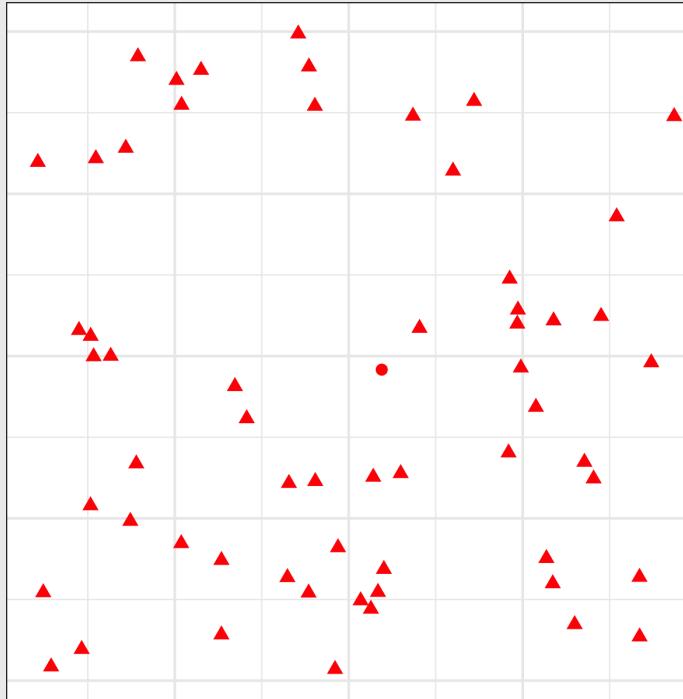
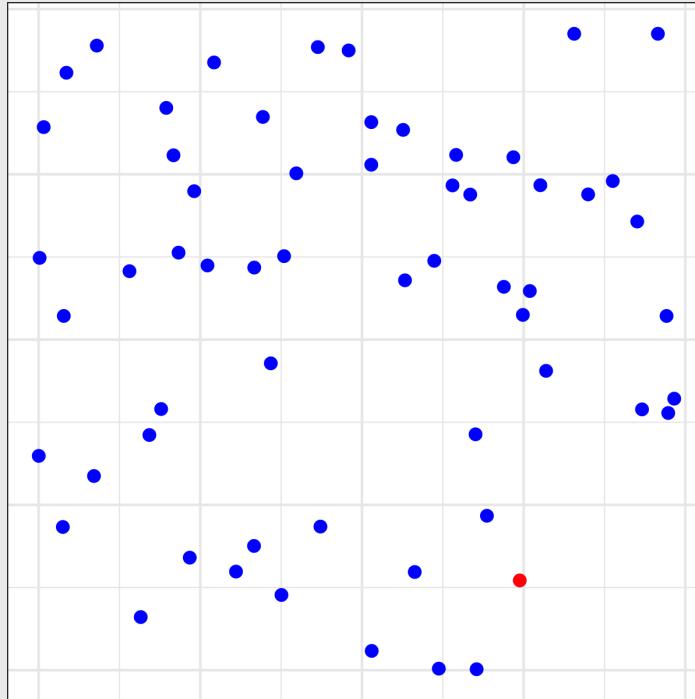
Numerical (ratio) data

Categorical (ordinal) data



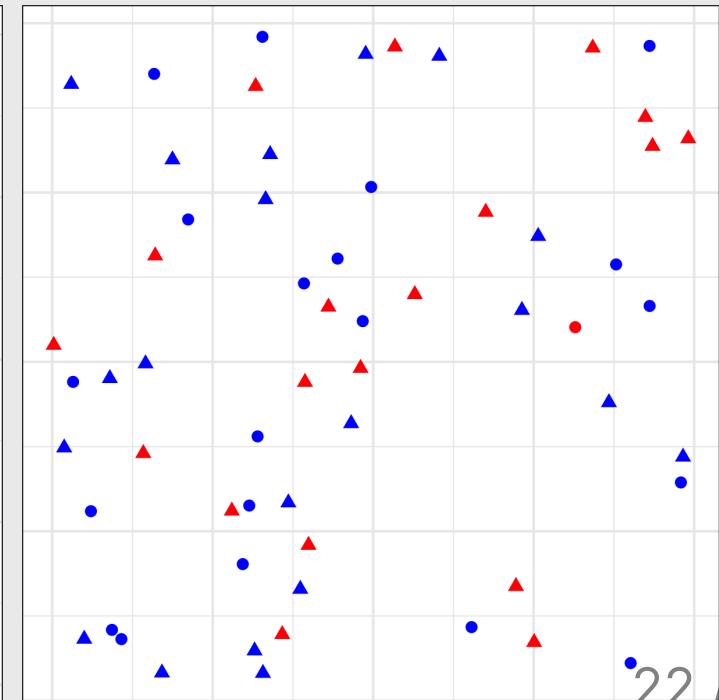
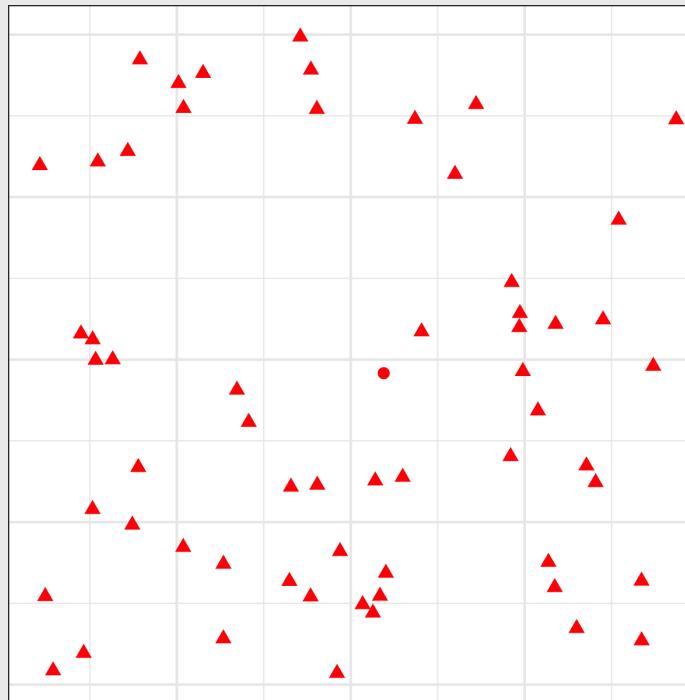
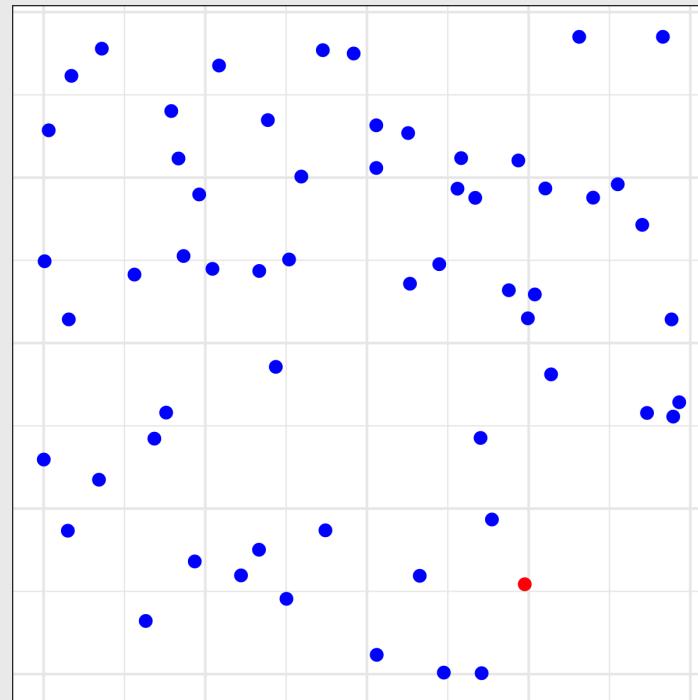
Not all pre-attentive attributes are equal

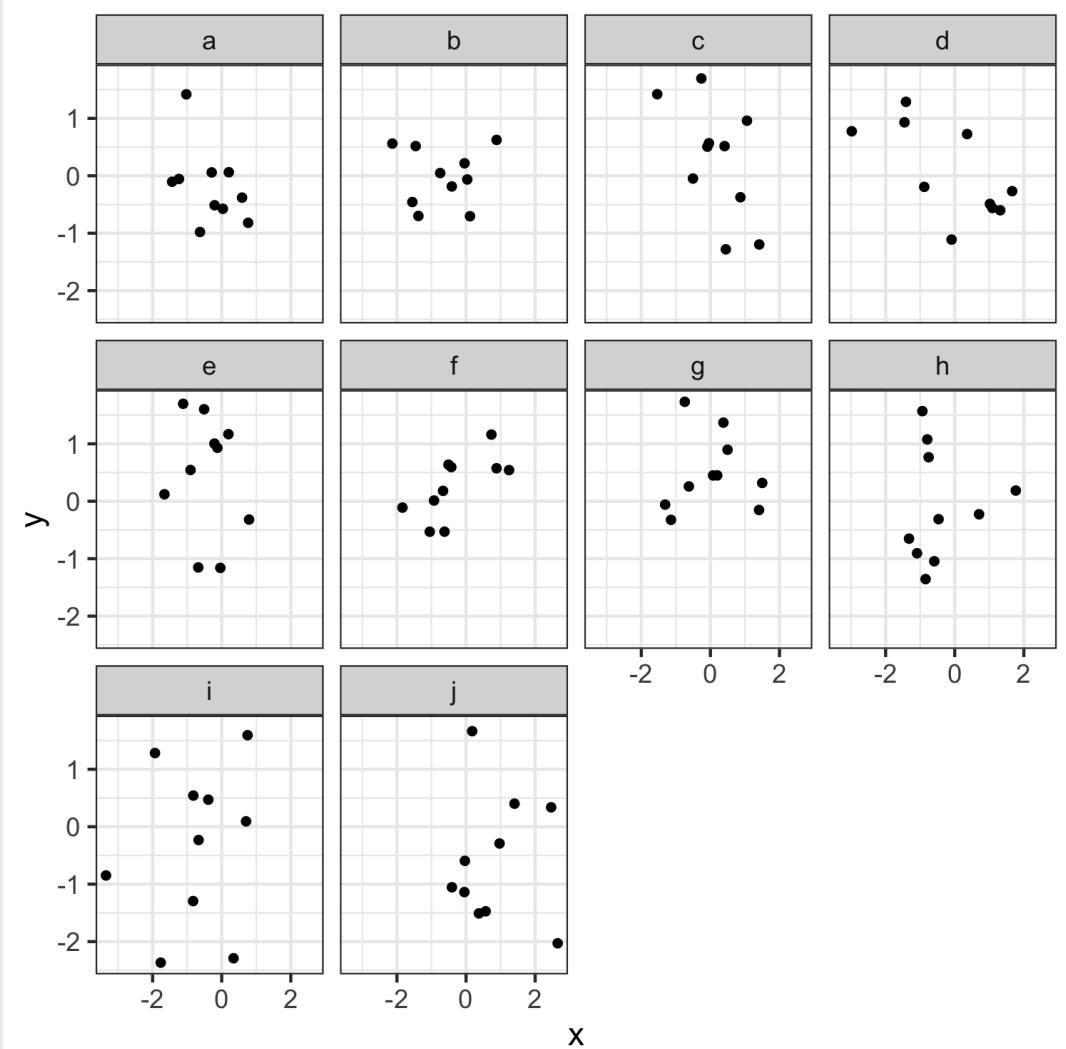
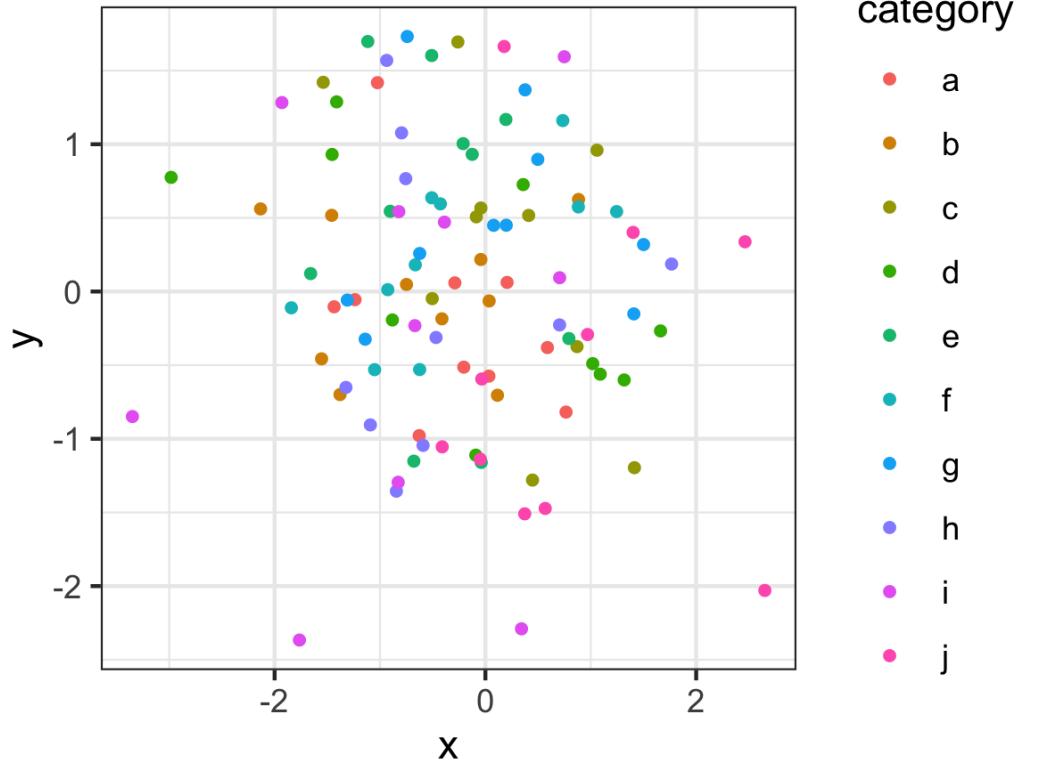
Where is the red dot?

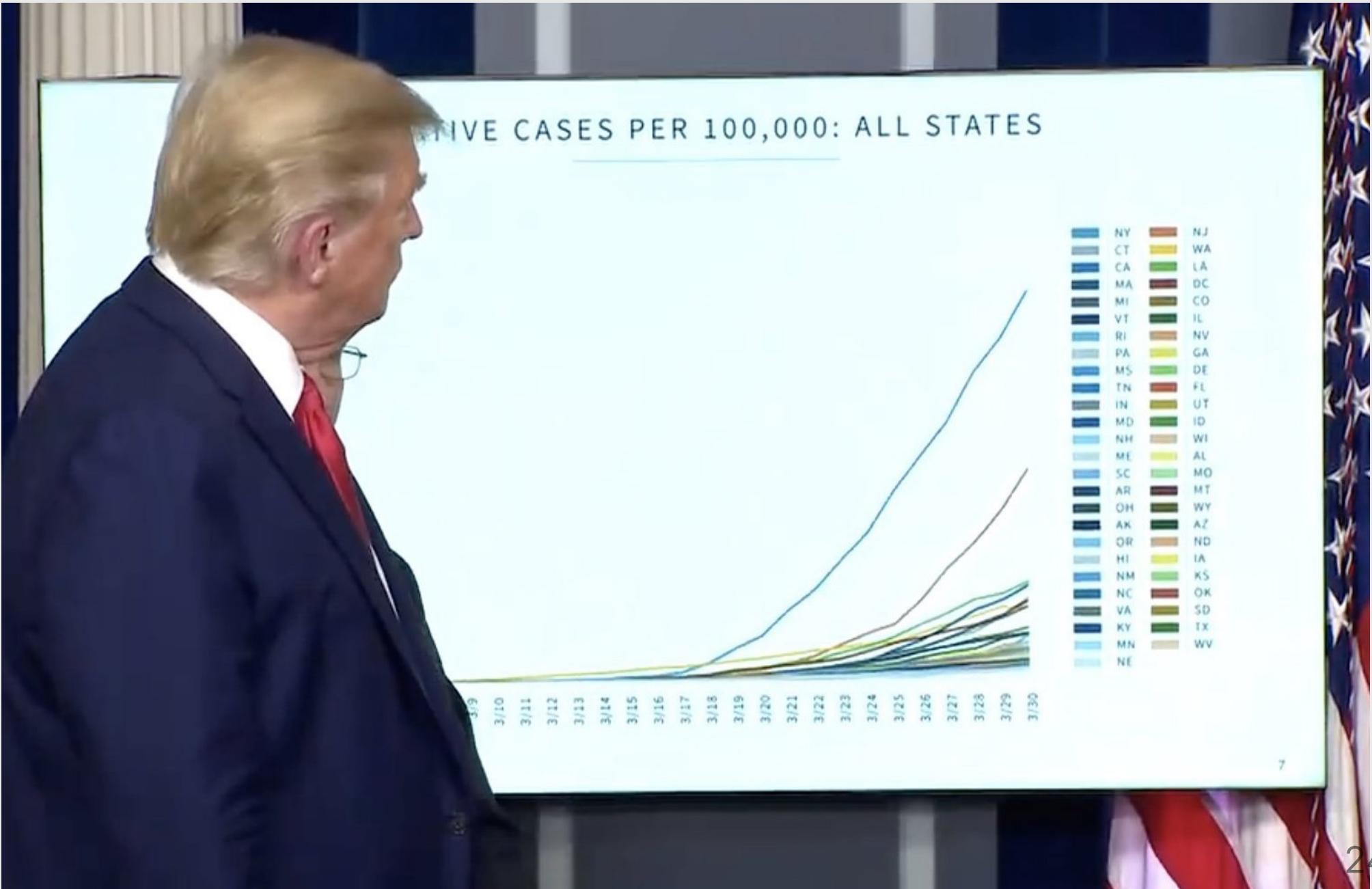


For categorical data:

1. Hue (color) > shape
2. Less is more (stay in working memory!)







Week 5: *Visualizing Information*

1. The Human Visual-Memory System

2. The Psychology of Data Viz

BREAK

3. 10 Data Viz Best Practices

4. Making a (good) ggplot

Much of the content in this section is from
John Rauser's [talk](#) on YouTube

(Always cite your sources)

Graphical Perception and Graphical Methods for Analyzing Scientific Data

William S. Cleveland and Robert McGill

Graphs provide powerful tools both for analyzing scientific data and for communicating quantitative information. The computer graphics revolution, which began in the 1960's and has intensified during the past several years, stimulated the invention of graphical meth-

mation from graphs; theory and experimental data are then used to order the tasks on the basis of accuracy. The ordering has an important application: data should be encoded so that the visual decoding involves tasks as high in the ordering as possible, that is, tasks per-

Summary. Graphical perception is the visual decoding of the quantitative and qualitative information encoded on graphs. Recent investigations have uncovered basic principles of human graphical perception that have important implications for the display of data. The computer graphics revolution has stimulated the invention of many graphical methods for analyzing and presenting scientific data, such as box plots, two-tiered error bars, scatterplot smoothing, dot charts, and graphing on a log base 2 scale.

ods: types of graphs and types of quantitative information to be shown on graphs (1-4). One purpose of this article is to describe and illustrate several of these new methods.

What has been missing, until recently, in this period of rapid graphical invention and deployment is the study of graphs and the human visual system. When a graph is constructed, quantitative and categorical information is encoded, chiefly through position, shape, size, symbols, and color. When a person looks at a graph, the information is visually decoded by the person's visual sys-

tem with greater accuracy. This is illustrated by several examples in which some much-used graphical forms are presented, set aside, and replaced by new methods.

Elementary Tasks for the Graphical Perception of Quantitative Information

The first step is to identify elementary graphical-perception tasks that are used to visually extract quantitative information from a graph. (By "quantitative information" we mean numerical values

al field that comes without apparent mental effort. We also perform cognitive tasks such as reading scale information, but much of the power of graphs—and what distinguishes them from tables—comes from the ability of our preattentive visual system to detect geometric patterns and assess magnitudes. We have examined preattentive processes rather than cognition.

We have studied the elementary graphical-perception tasks theoretically, borrowing ideas from the more general field of visual perception (7, 8), and experimentally by having subjects judge graphical elements (1, 5). The next two sections illustrate the methodology with a few examples.

Study of Graphical Perception: Theory

Figure 2 provides an illustration of theoretical reasoning that borrows some ideas from the field of computational vision (8). Suppose that the goal is to judge the ratio, r , of the slope of line segment BC to the slope of line segment AB in each of the three panels. Our visual system tells us that r is greater than 1 in each panel, which is correct. Our visual system also tells us that r is closer to 1 in the two rectangular panels than in the square panel; that is, the slope of BC appears closer to the slope of AB in the two rectangular panels than in the square panel. This, however, is incorrect; r is the same in all three panels.

The reason for the distortion in judging Fig. 2 is that our visual system is geared to judging angle rather than slope. In their work on computational theories of vision in artificial intelligence, Marr (8) and Stevens (9) have investigated how people judge the slant and tilt (10) of the surfaces of three-dimensional objects. They argue that we judge slant and tilt as

Cleveland, W. S., & McGill, R. (1985). Graphical perception and graphical methods for analyzing scientific data. *Science, New Series*, 229(4716), 828-833.

Cleveland's operations of pattern perception:

1. Estimation

2. Assembly

3. Detection

Cleveland's operations of pattern perception:

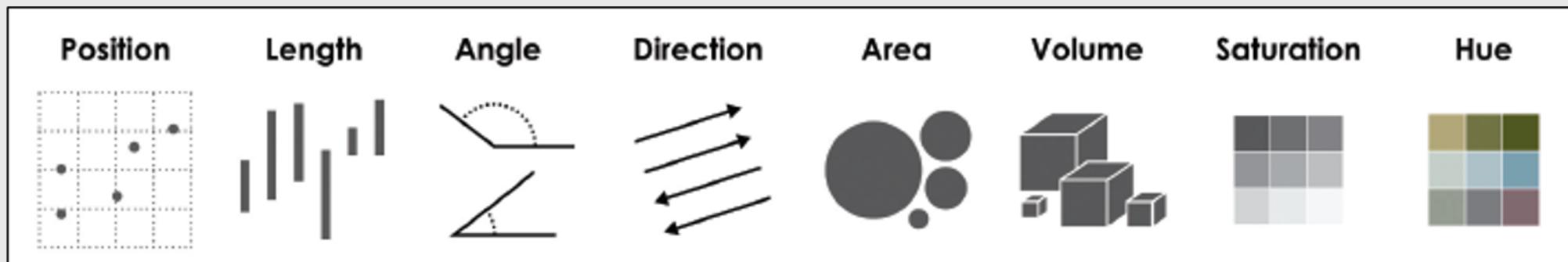
1. **Estimation** ----->

2. Assembly

3. Detection

- **Discrimination** (X equal to Y?)
- **Ranking** (X greater than Y?)
- **Ratioing** (X double Y?)

Estimation: Hierarchy for *numerical* data



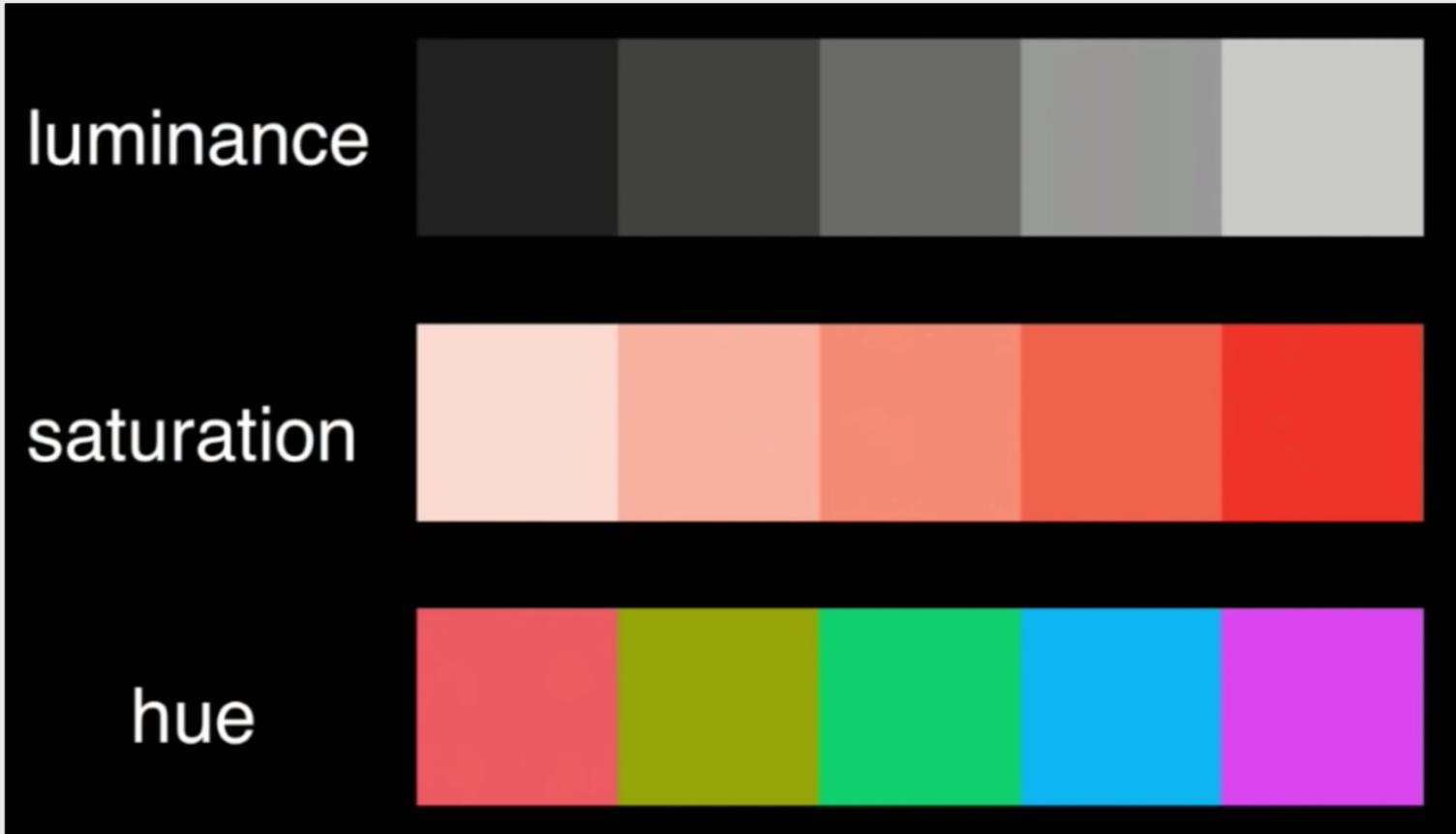
More Accurate

Less Accurate

Example: Life expectancy in countries in Asia

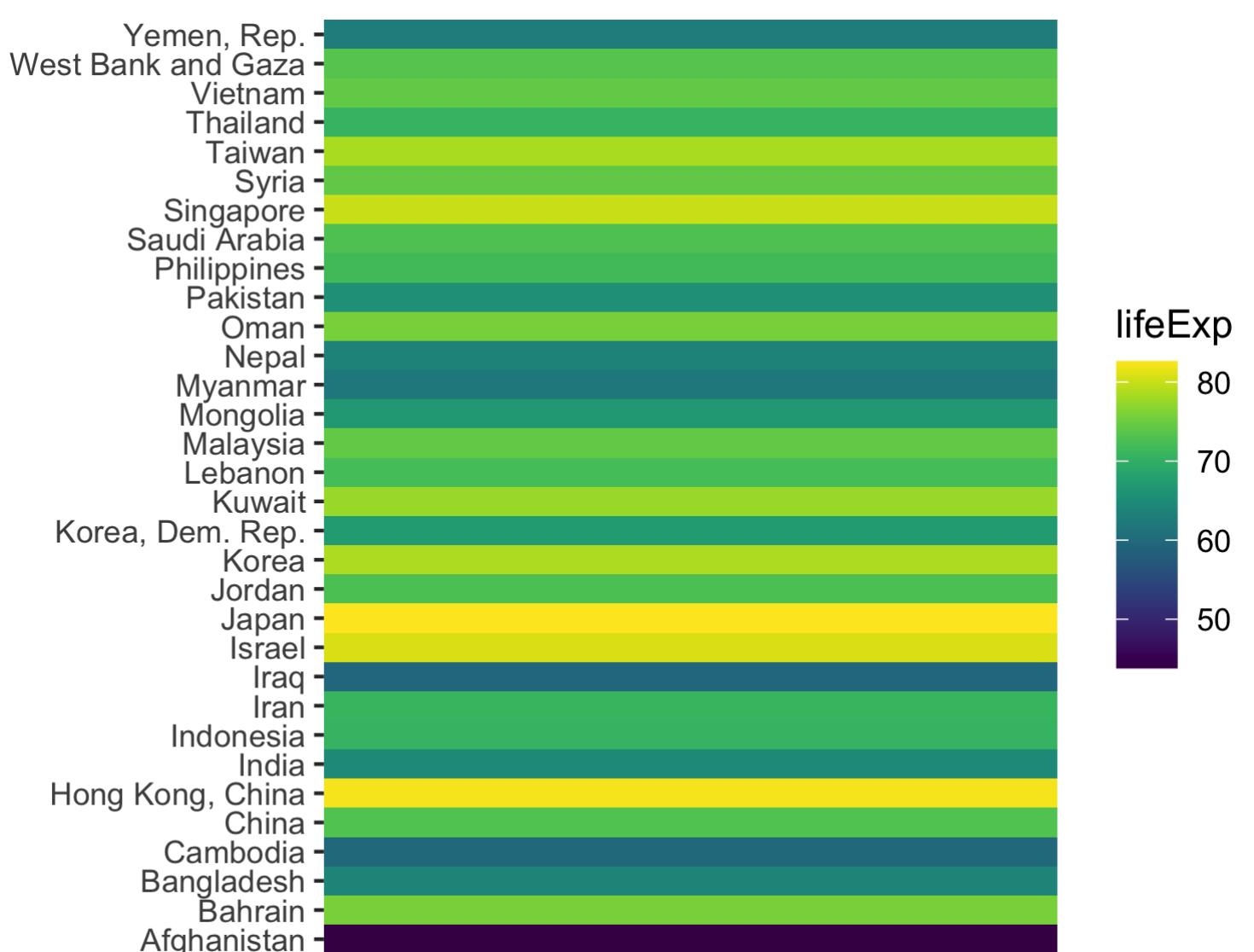
```
#>      country lifeExp
#> 1    Afghanistan 43.828
#> 2        Iraq 59.545
#> 3    Cambodia 59.723
#> 4    Myanmar 62.069
#> 5  Yemen, Rep. 62.698
#> 6        Nepal 63.785
#> 7  Bangladesh 64.062
#> 8        India 64.698
#> 9        Pakistan 65.483
#> 10       Mongolia 66.803
#> 11  Korea, Dem. Rep. 67.297
#> 12       Thailand 70.616
#> 13       Indonesia 70.650
#> 14        Iran 70.964
#> 15    Philippines 71.688
#> 16        Lebanon 71.993
#> 17        Jordan 72.535
#> 18  Saudi Arabia 72.777
#> 19        China 72.961
```

1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. **Color hue**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. **Color hue**

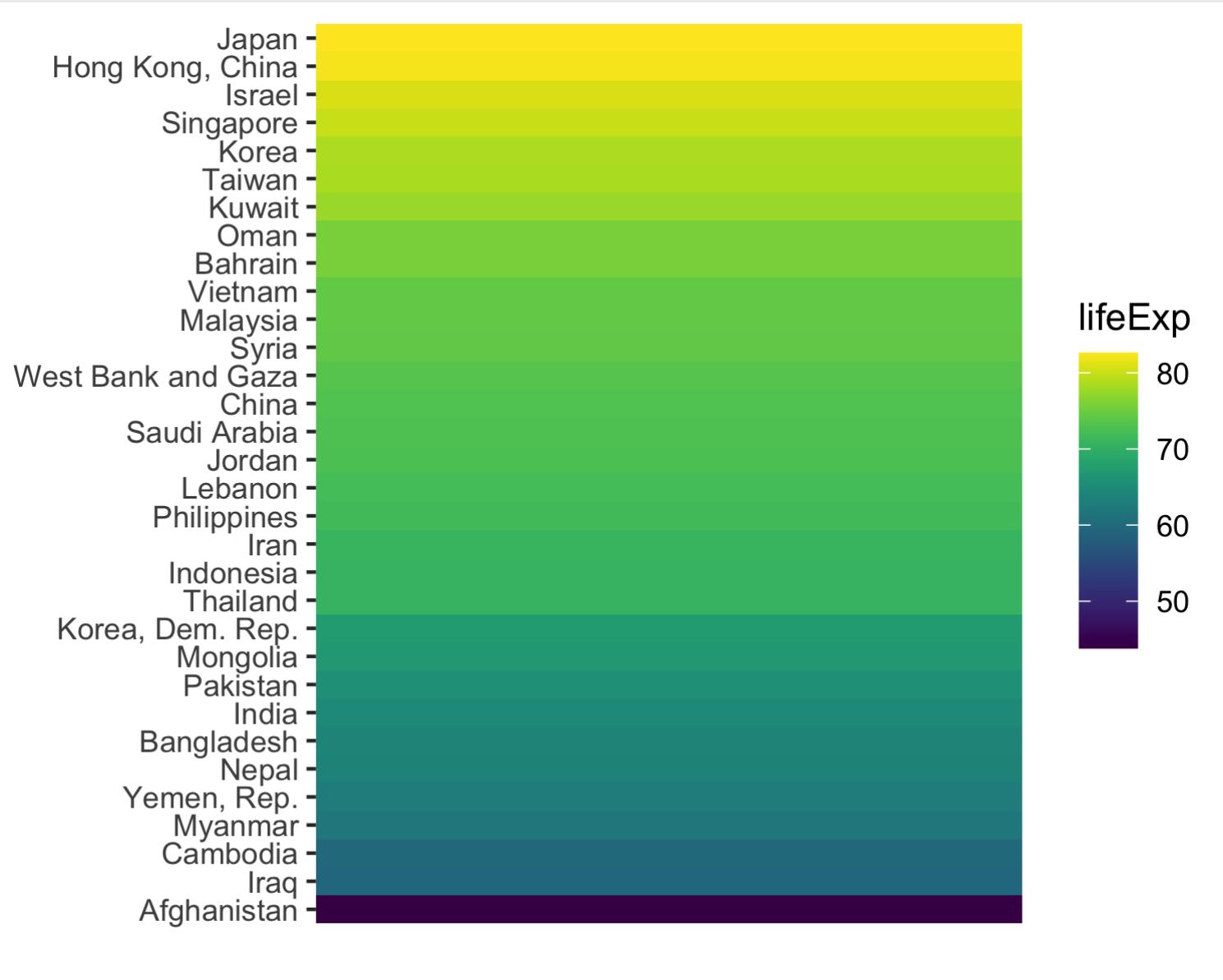
- / **Discriminate**
- / **Rank**
- **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. **Color hue**

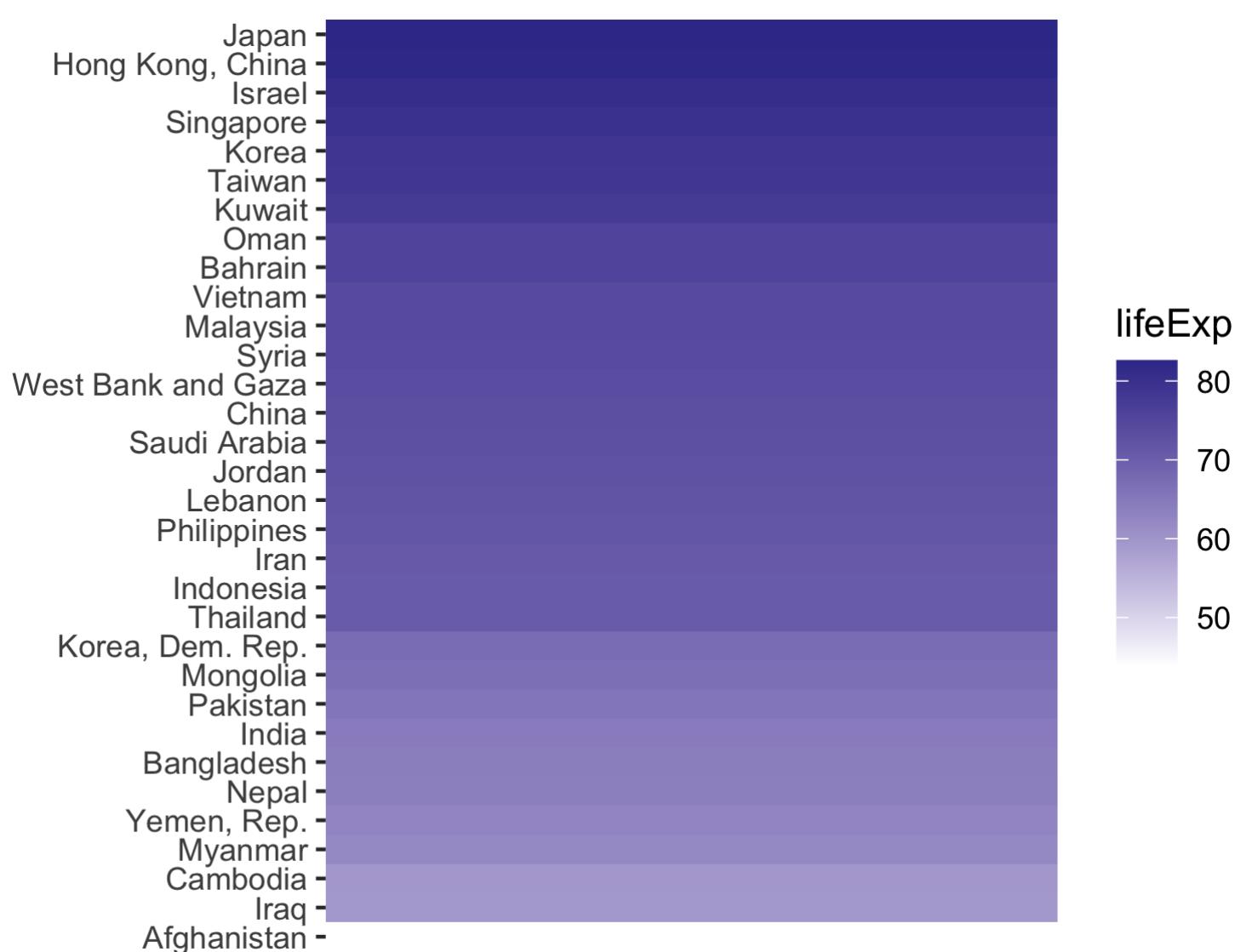
Sorting helps a bit...

- ✓ / ✗ **Discriminate**
- ✓ / ✗ **Rank**
- ✗ **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. **Color saturation**
7. Color hue

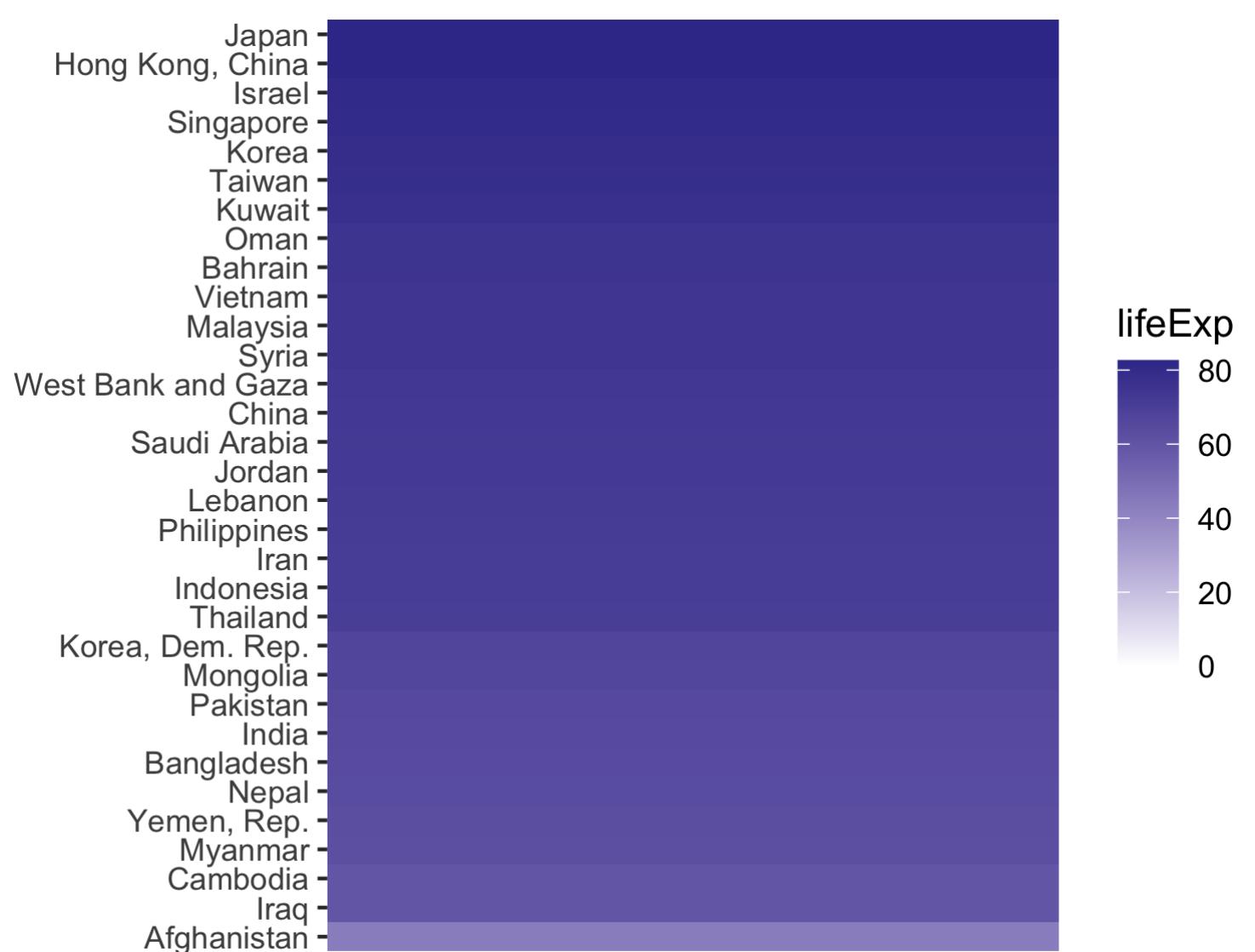
- / **Discriminate**
- / **Rank**
- **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. **Color saturation**
7. Color hue

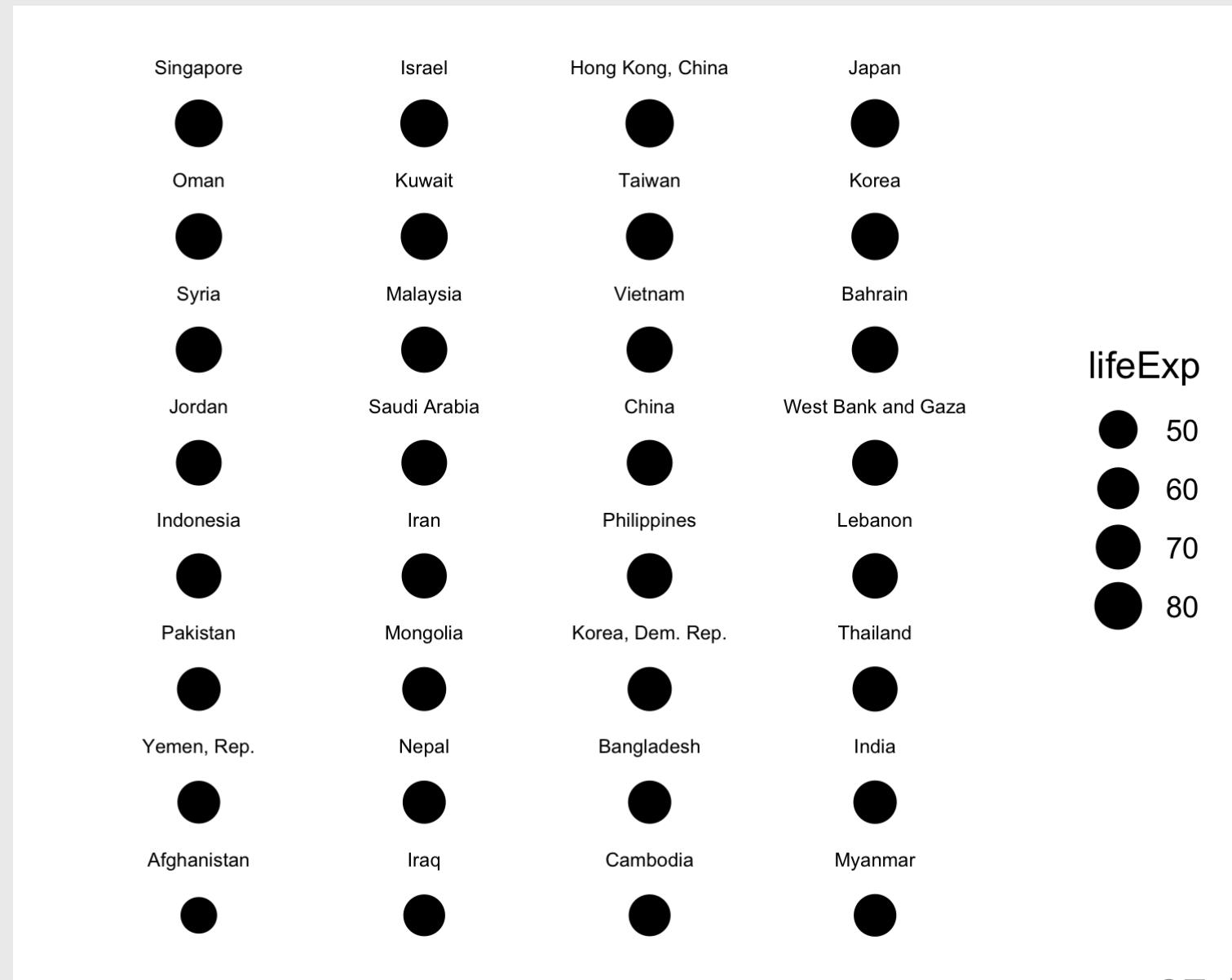
Align to 0 scale:

- / **Discriminate**
- / **Rank**
- / **Ratio**



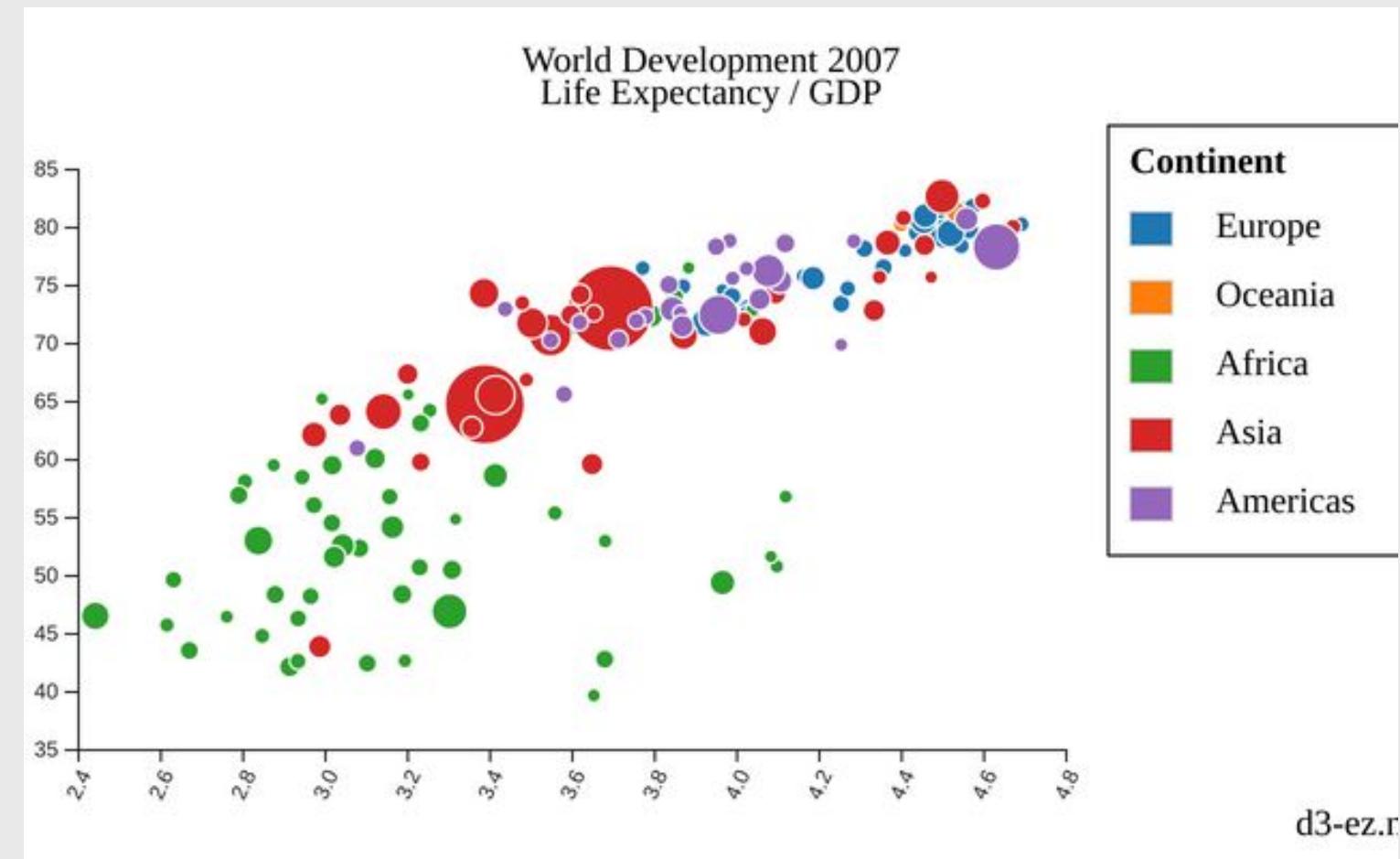
1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. **Area**
6. Color saturation
7. Color hue

- / **Discriminate**
- / **Rank**
- / **Ratio**



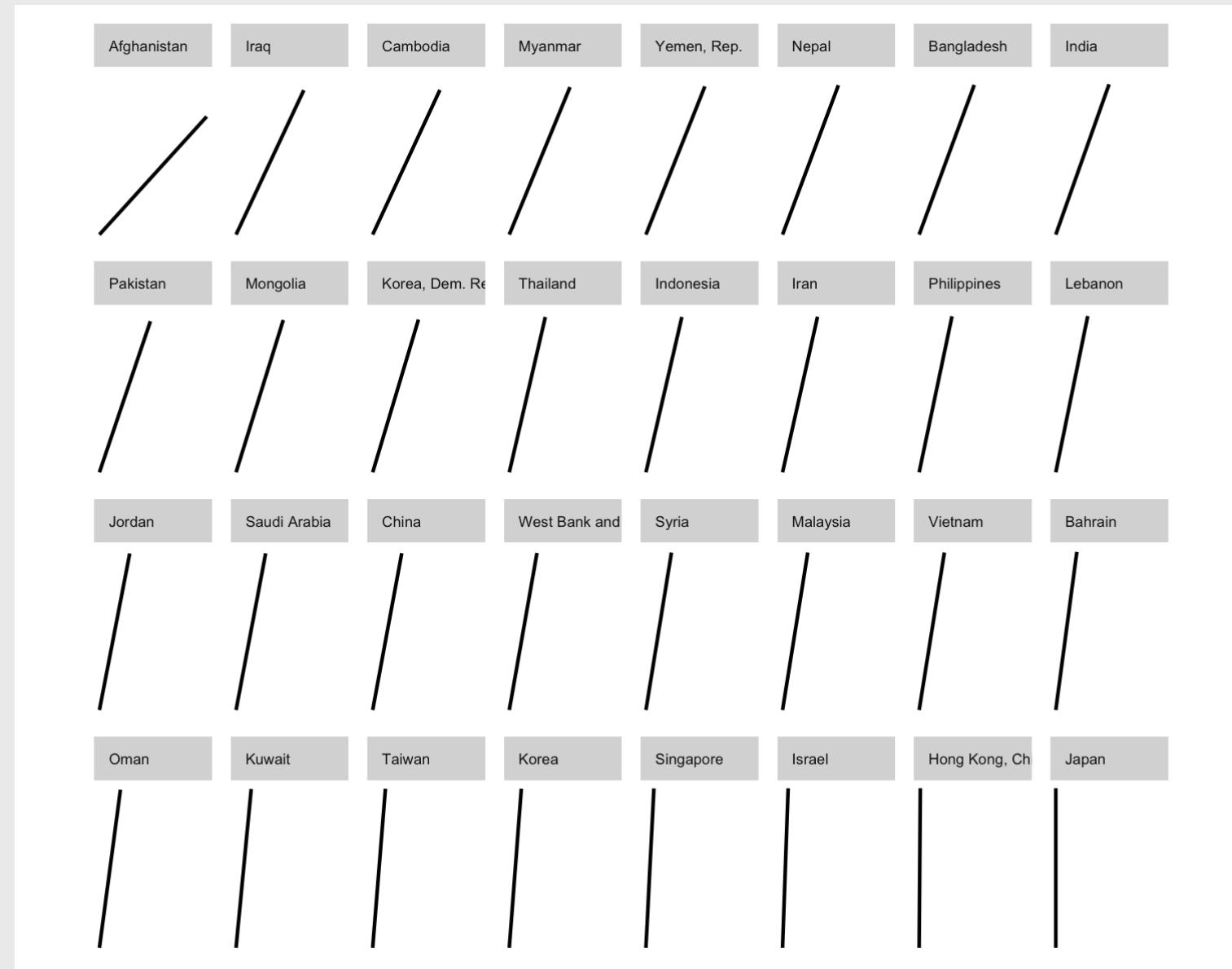
1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. **Area**
6. Color saturation
7. Color hue

Area works okay for "bubble" charts

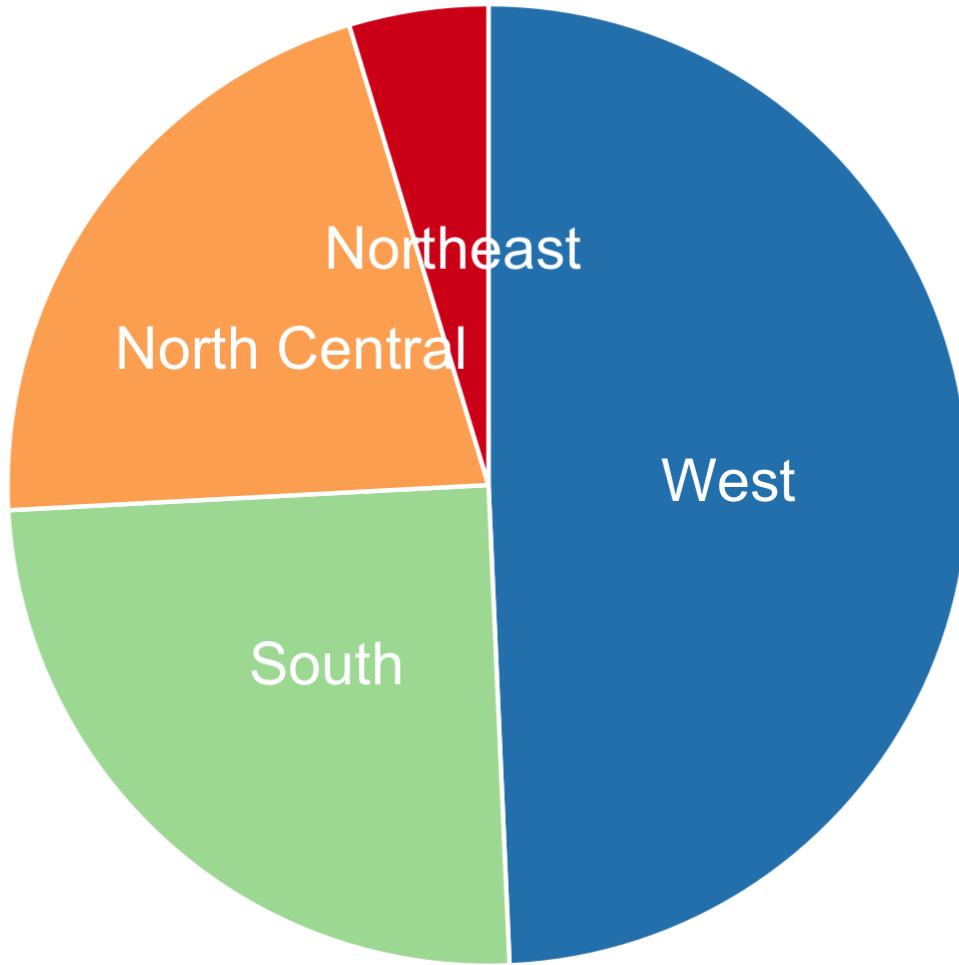


1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. **Angle**
5. Area
6. Color saturation
7. Color hue

- / **Discriminate**
- **Rank**
- / **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. **Angle**
5. Area
6. Color saturation
7. Color hue



1. Position on a common scale
2. Position on non-aligned scales
3. **Length**
4. Angle
5. Area
6. Color saturation
7. Color hue

- / **Discriminate**
- / **Rank**
- **Ratio**



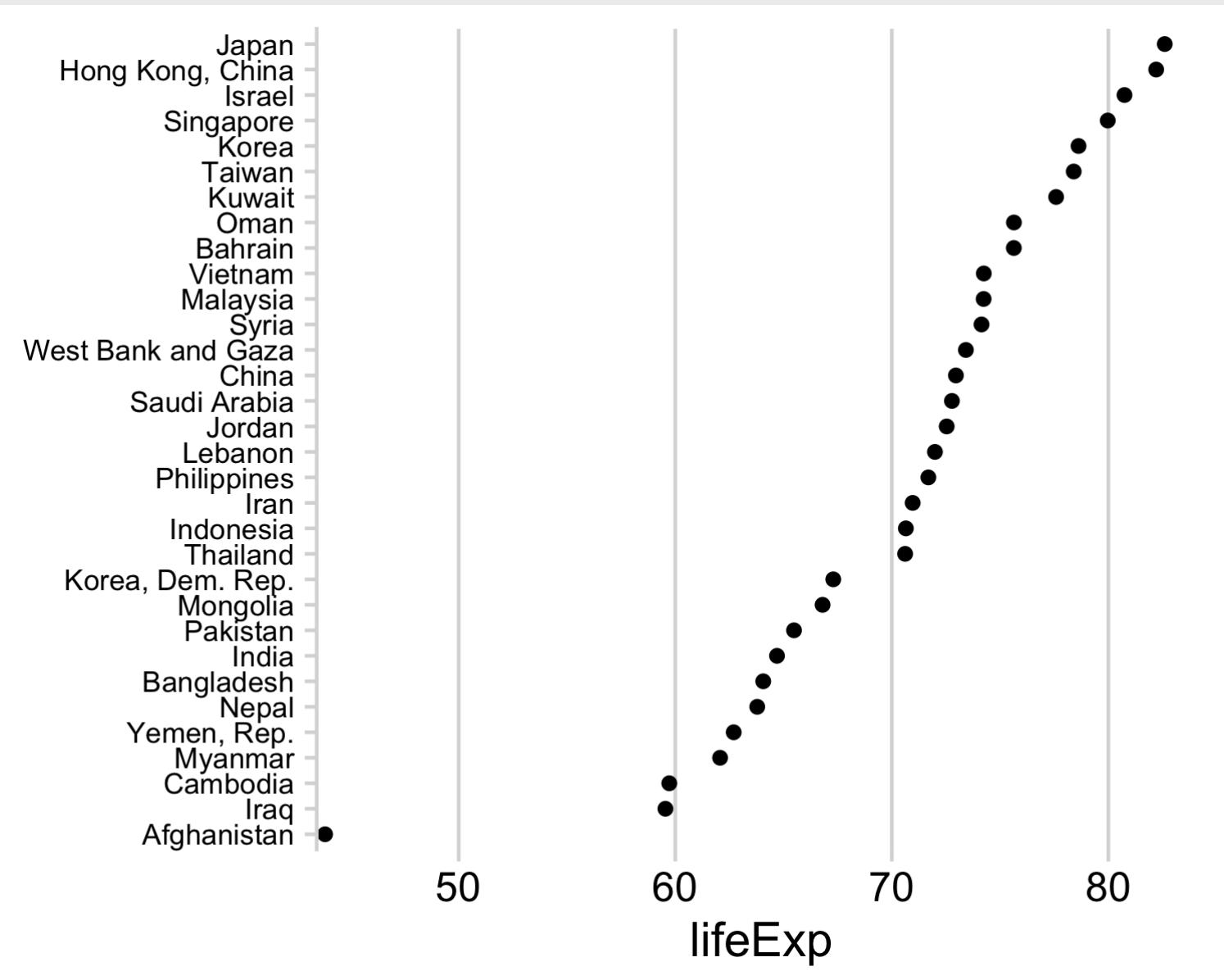
1. Position on a common scale
2. **Position on non-aligned scales**
3. Length
4. Angle
5. Area
6. Color saturation
7. Color hue



- / **Discriminate**
- / **Rank**
- **Ratio**

1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. Color hue

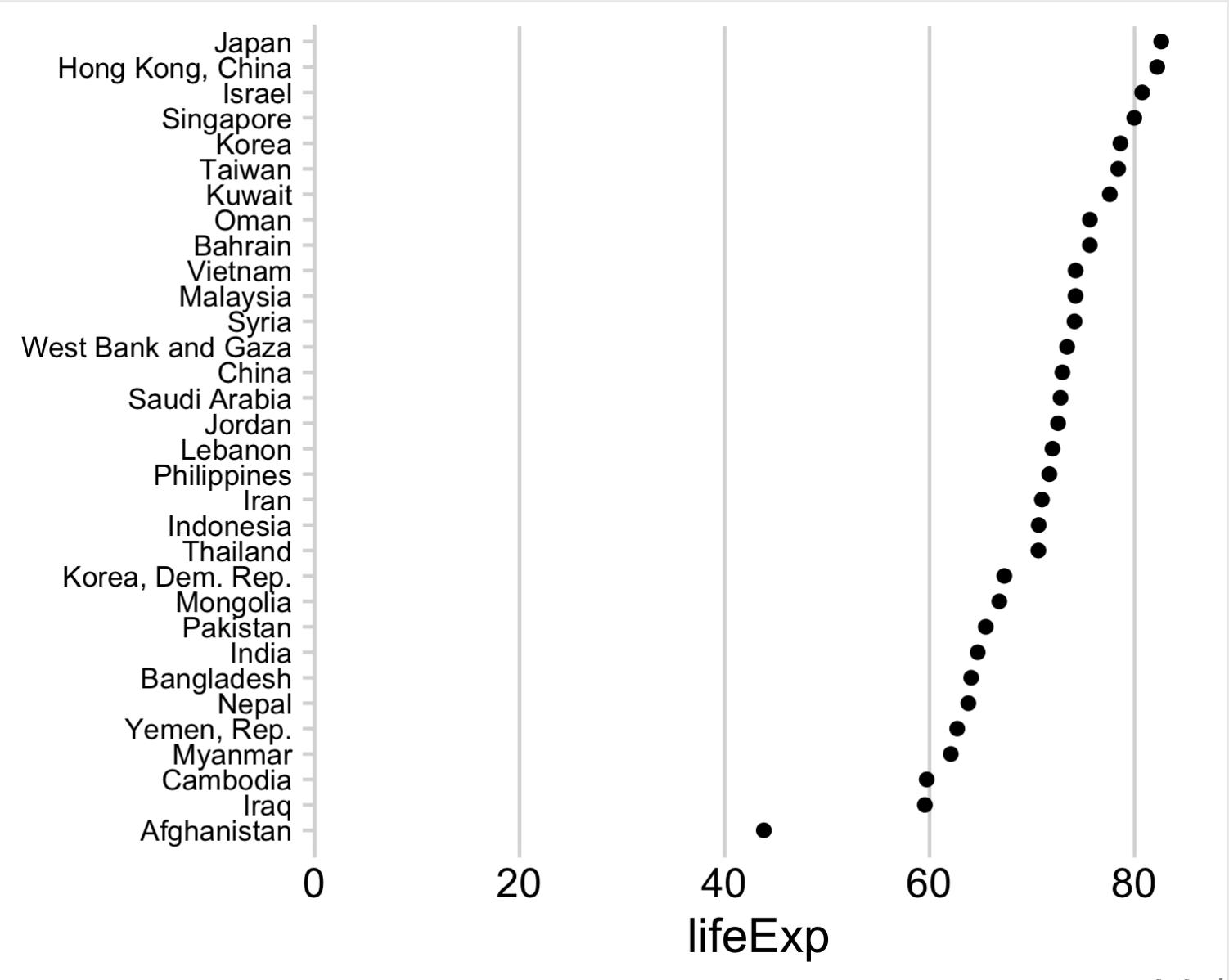
- **Discriminate**
- **Rank**
- **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. Color hue

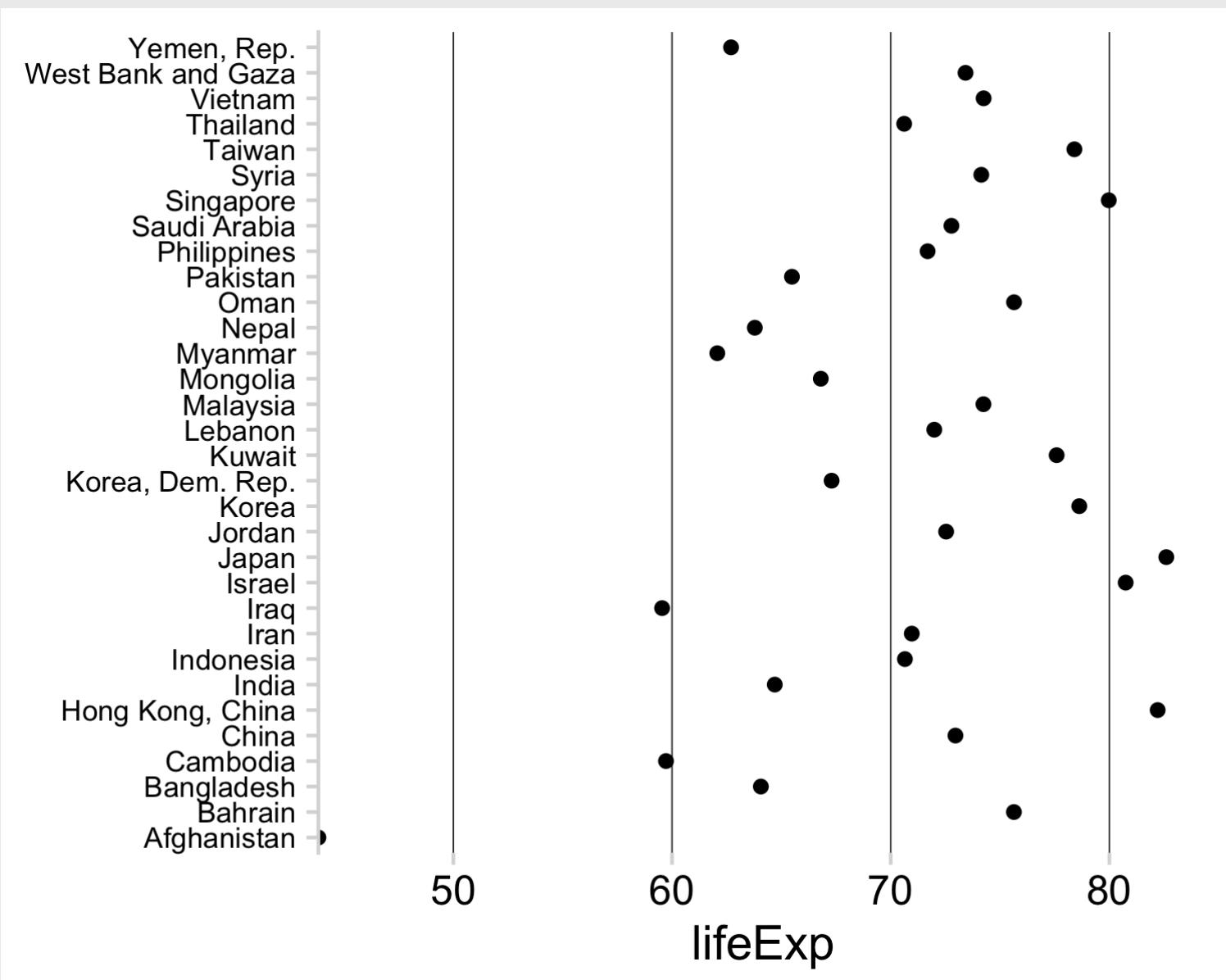
No need to scale to 0:

- Lowers resolution
- Isn't needed for accurate ratioing



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. Color hue

Sorting still matters!



Cleveland's operations of pattern perception:

1. Estimation

2. Assembly

3. Detection

Cleveland's operations of pattern perception:

1. Estimation

2. **Assembly** -----> **The grouping of graphical elements**

3. Detection

Assembly: Gestalt Psychology

The whole has a reality that is entirely separate from the parts



WWF

Reification

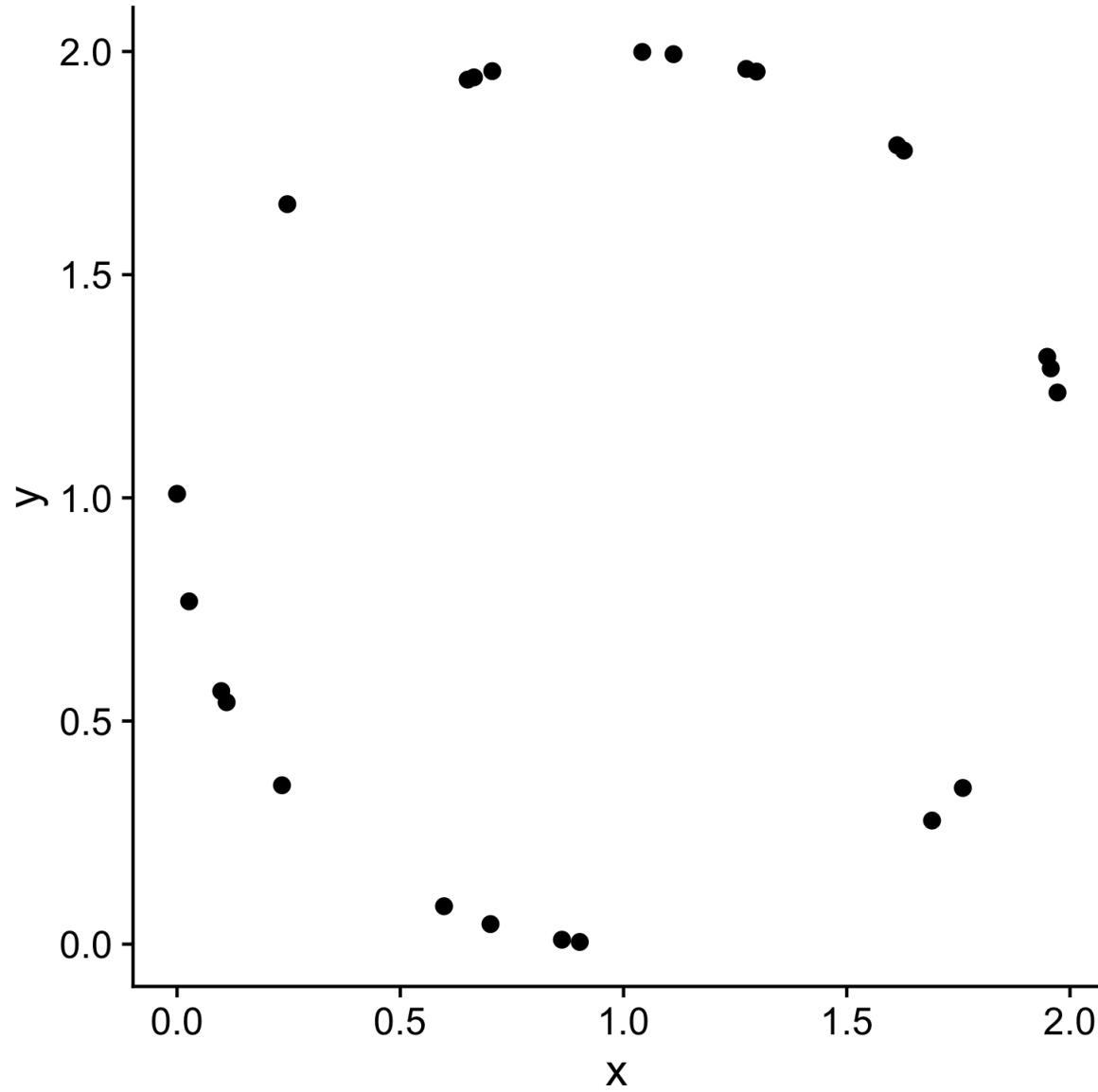


Emergence



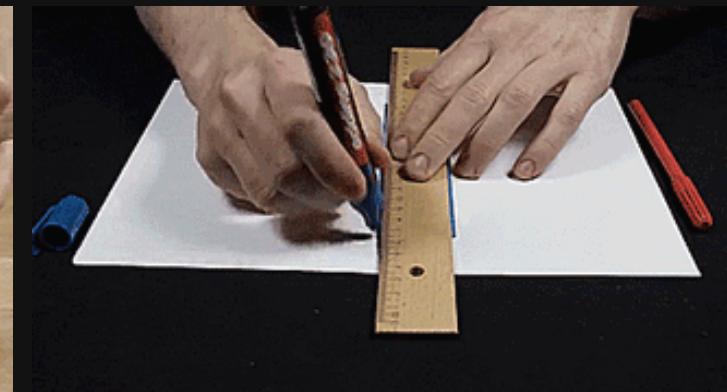
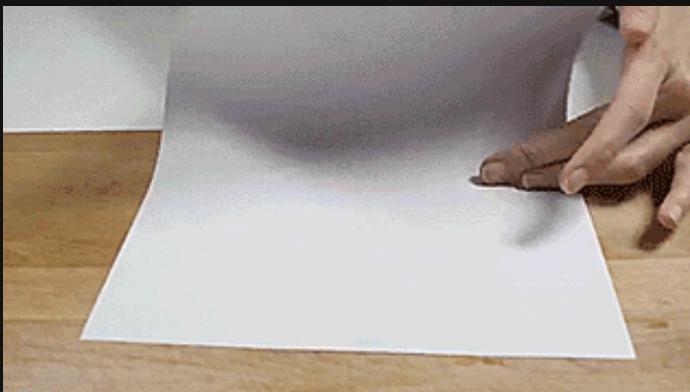
Law of Closure

Our minds fill in
the missing
information



Prägnanz

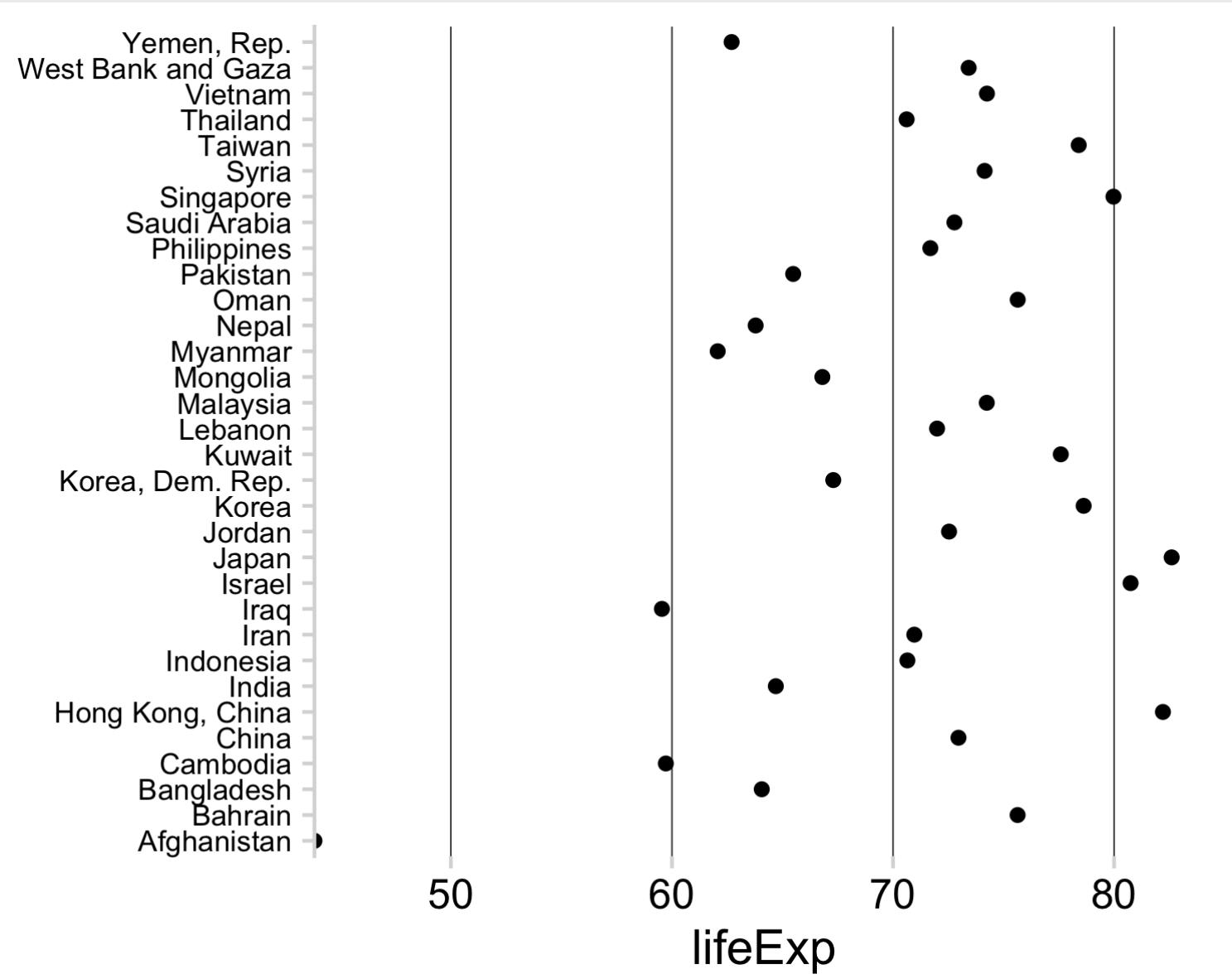
We strongly prefer to interpret stimuli as regular, simple, and orderly



Prägnanz

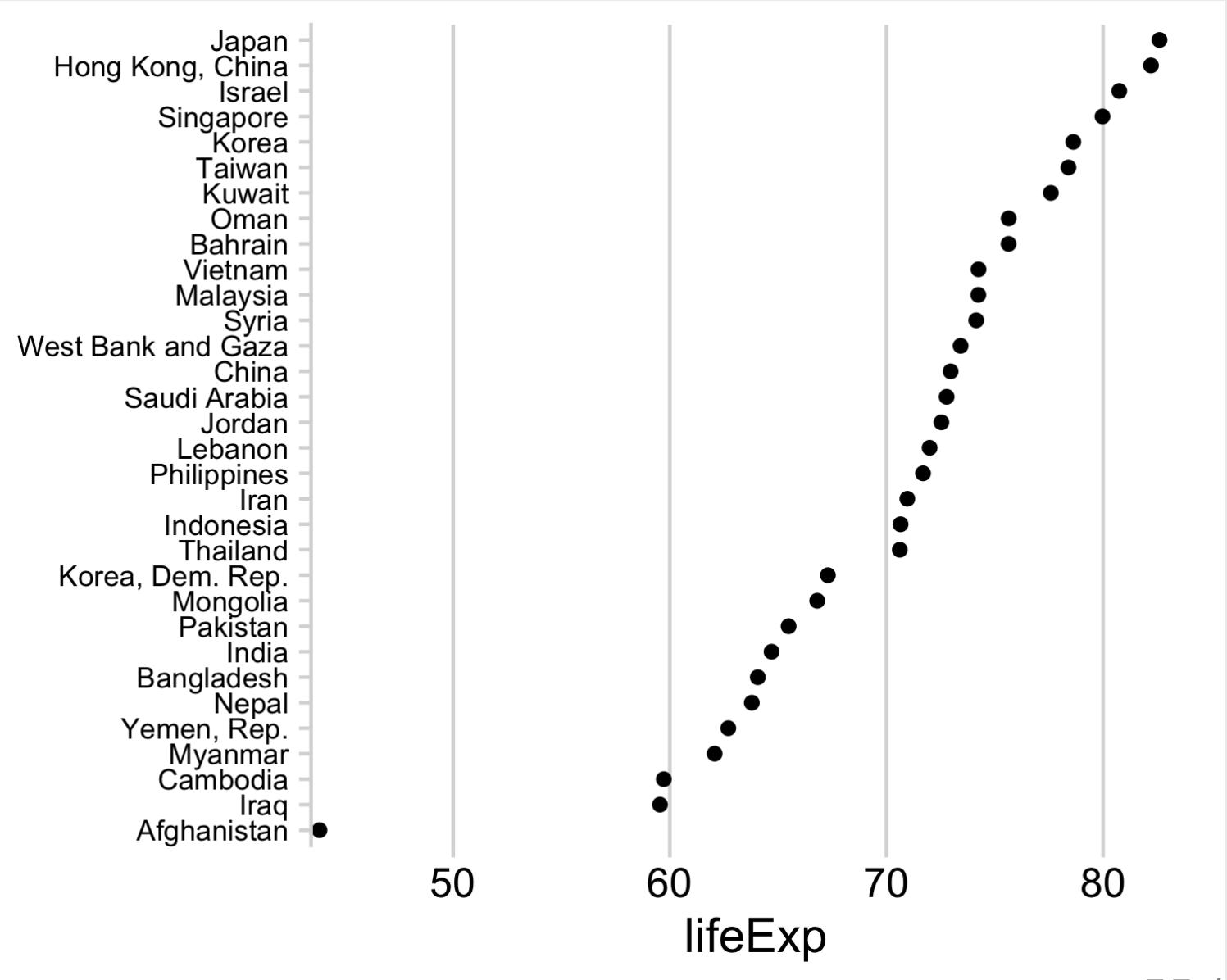
This should cause
you cognitive pain

It's the graphical
equivalent of this:



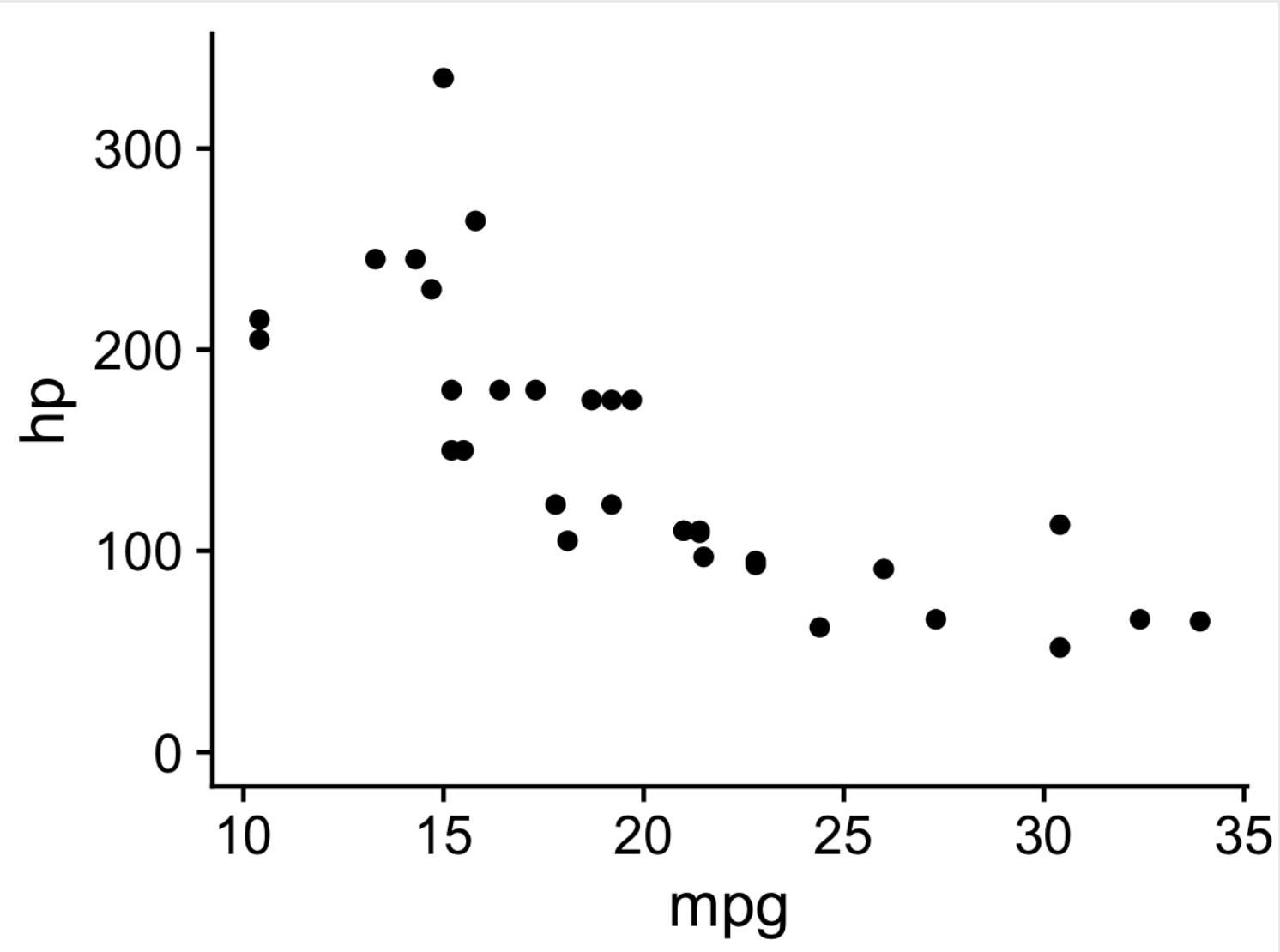
Prägnanz

This makes our
brains happy



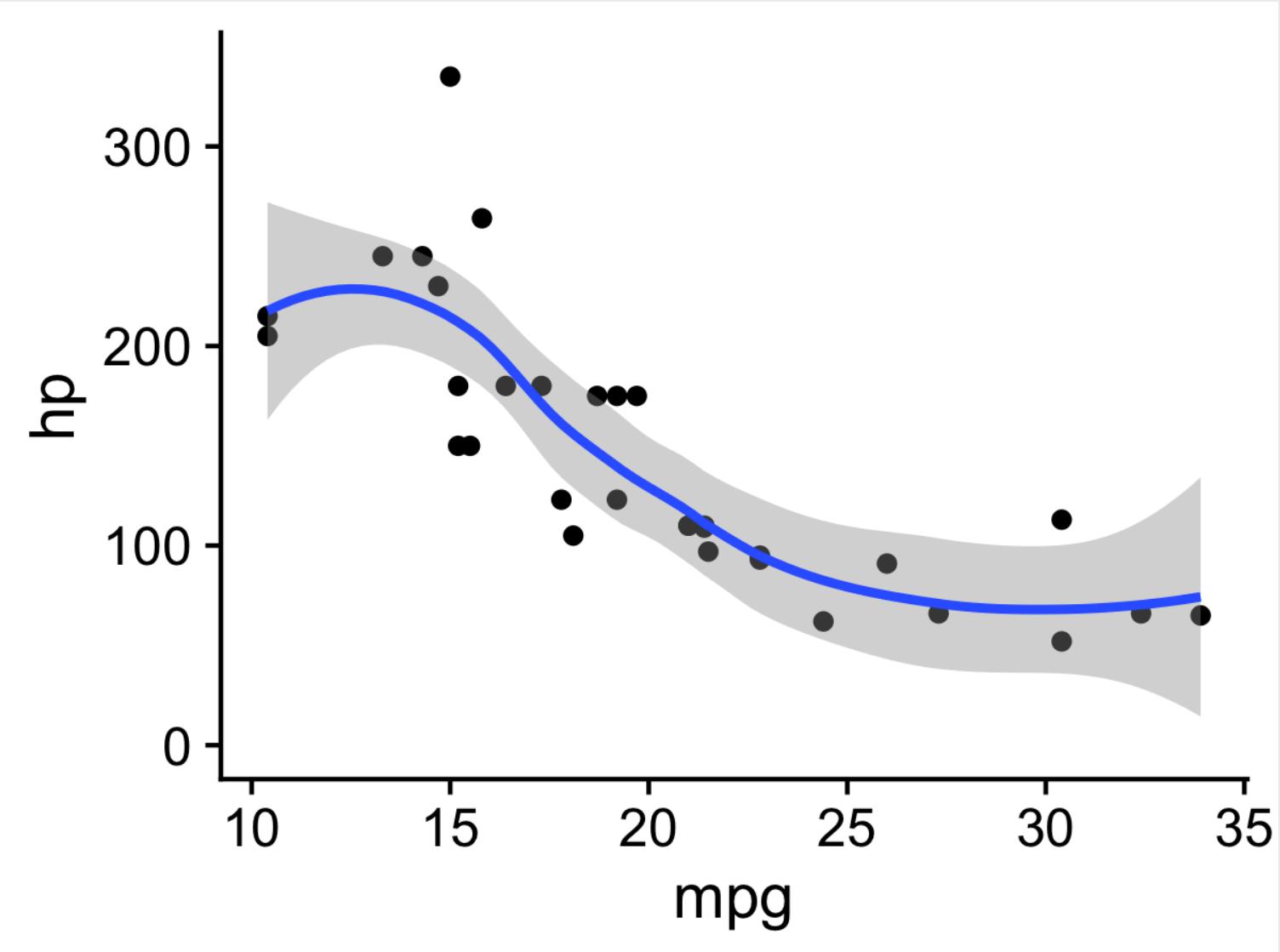
Law of Continuity

We will group together objects that follow an established direction



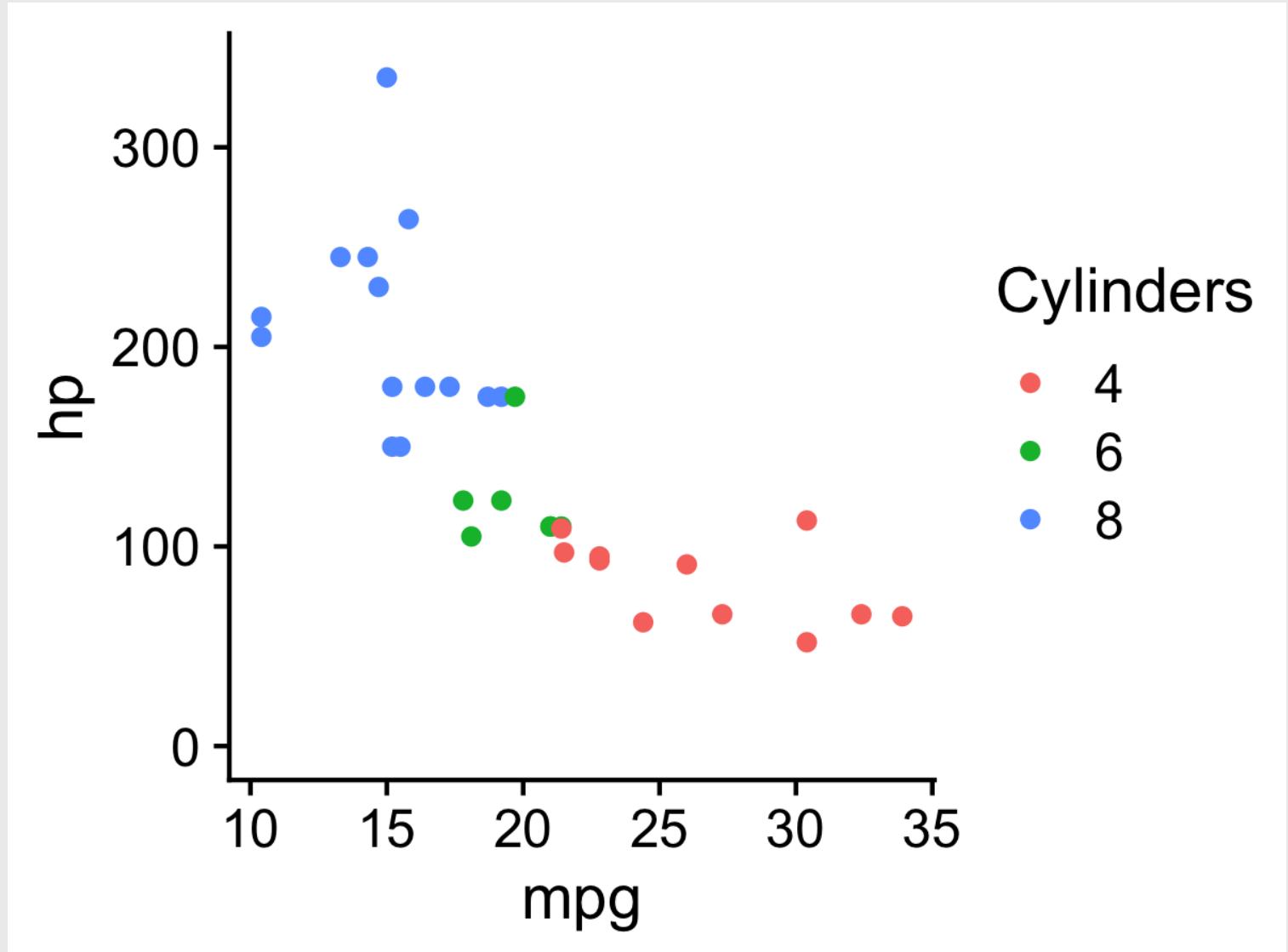
Law of Continuity

We will group together objects that follow an established direction



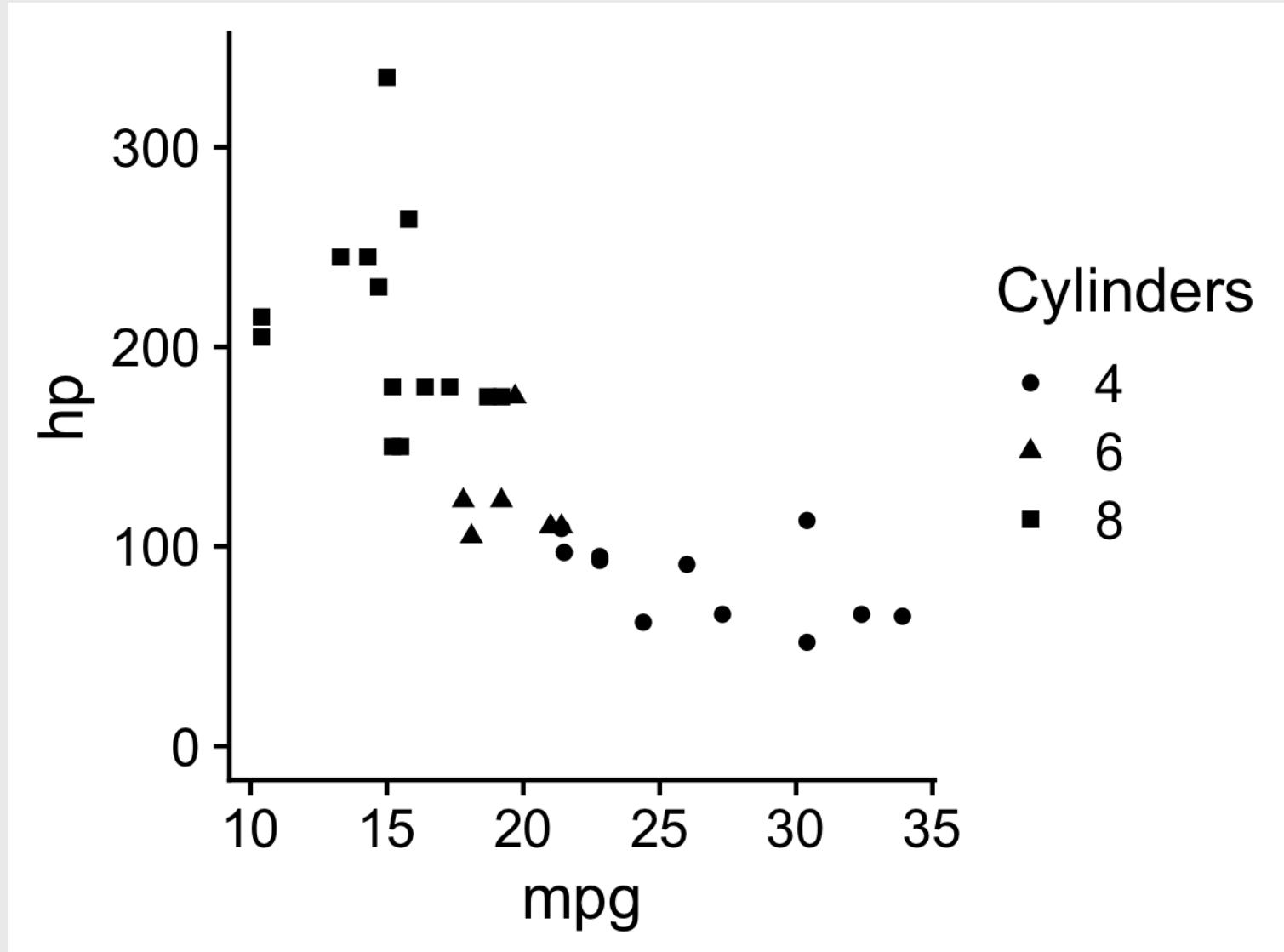
Law of Similarity

We see elements
that are *physically
similar* as part of the
same object



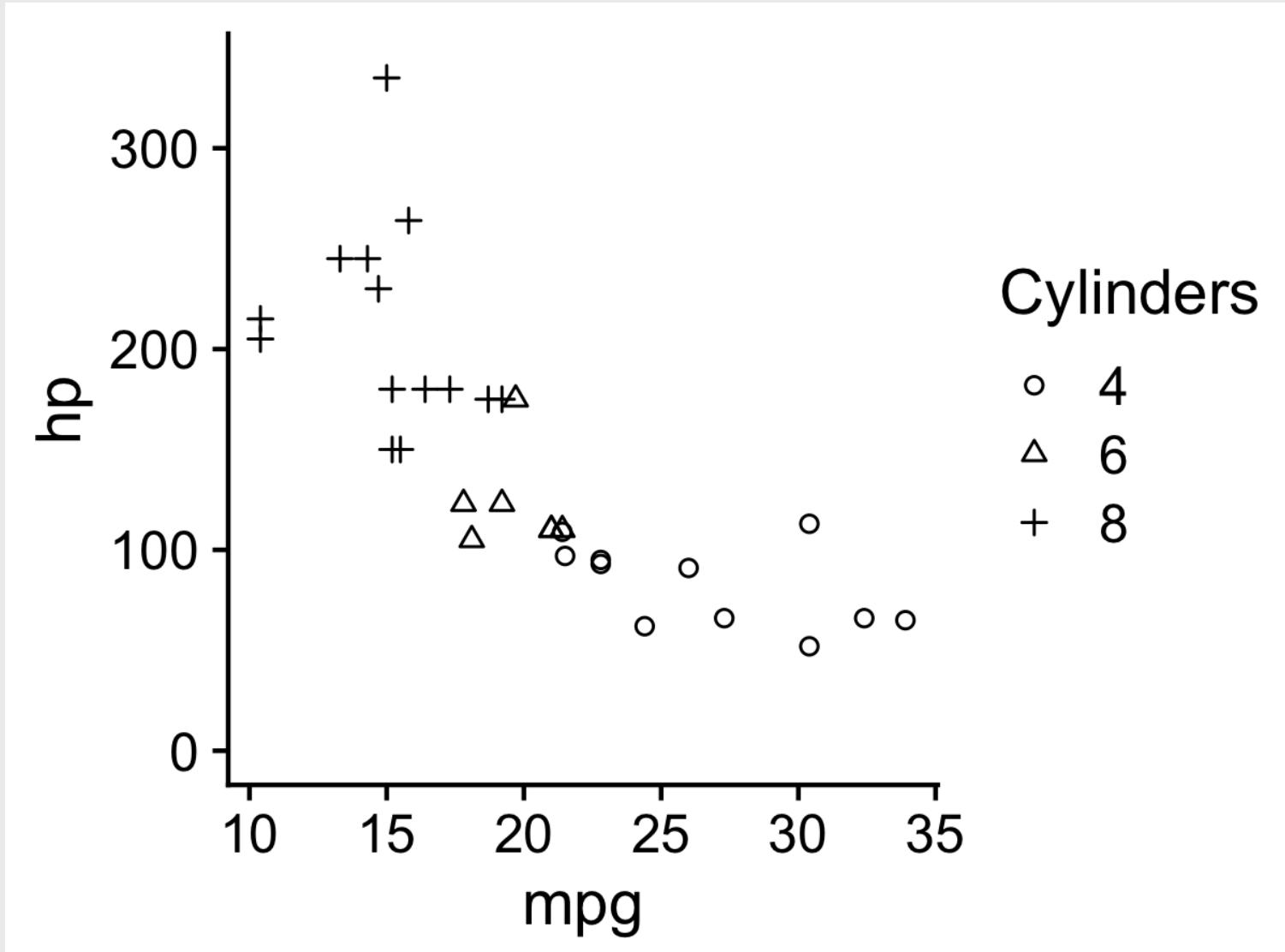
Law of Similarity

We see elements
that are *physically
similar* as part of the
same object



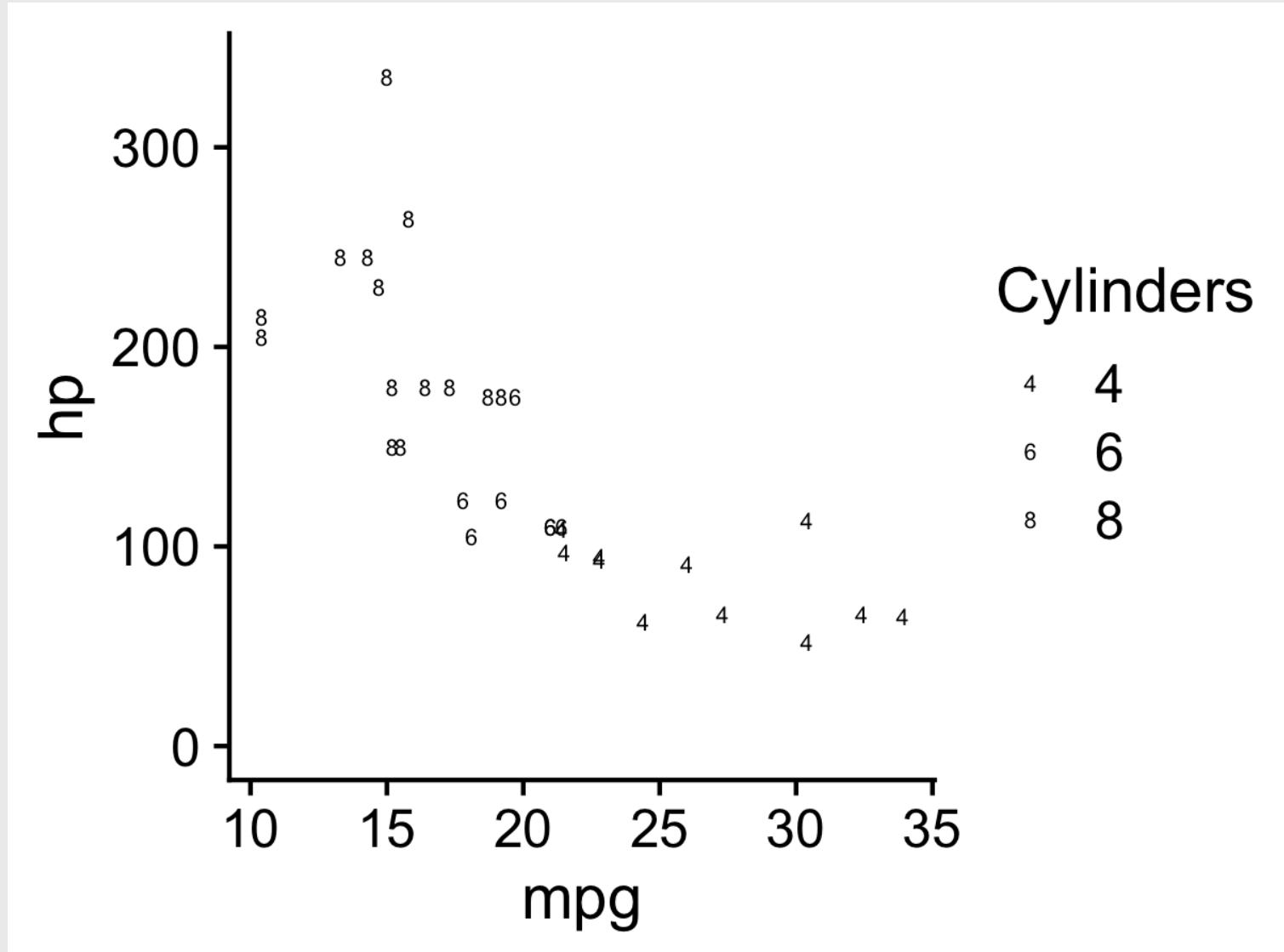
Law of Similarity

We see elements
that are *physically
similar* as part of the
same object



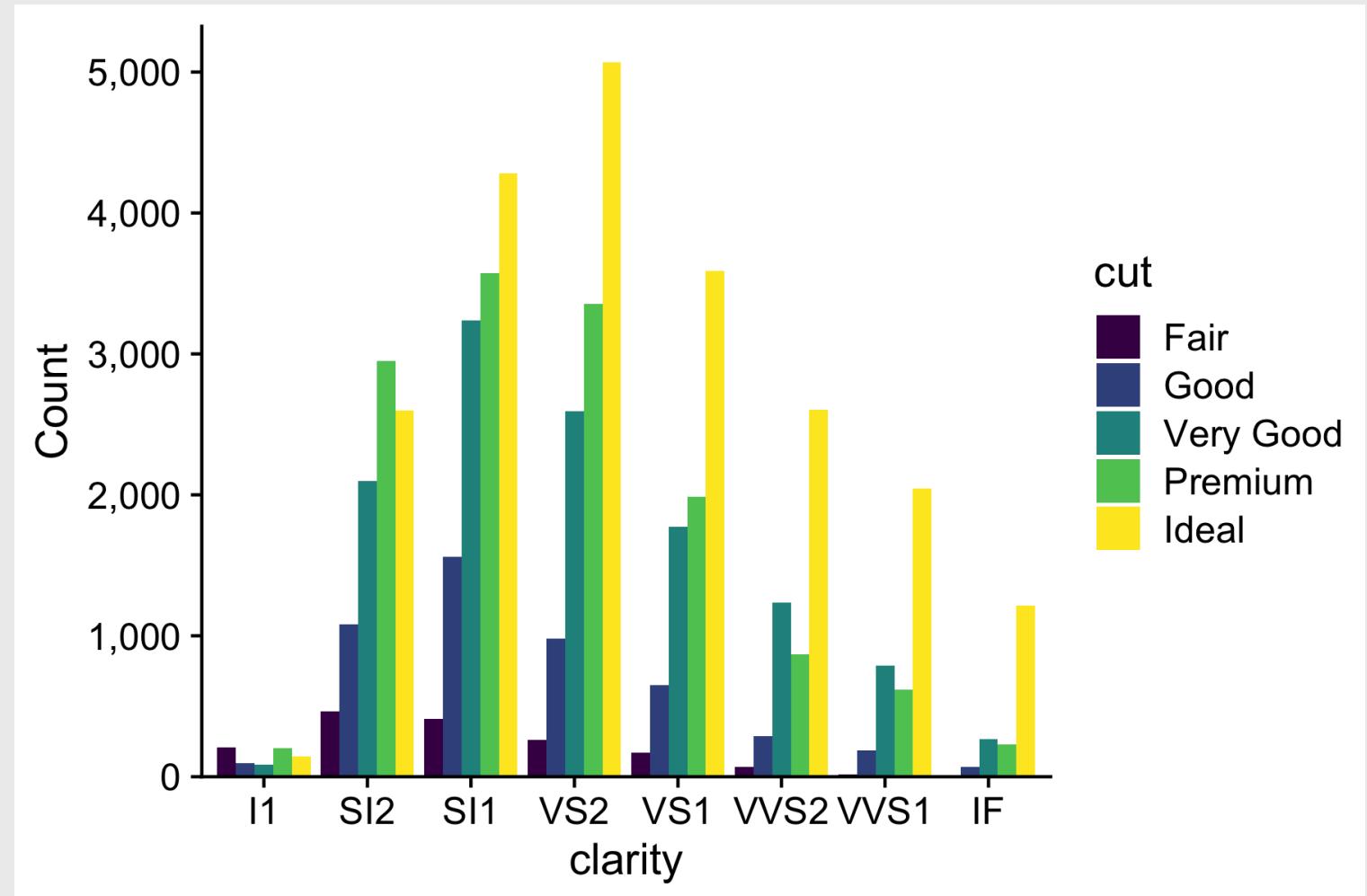
Law of Similarity

We see elements
that are *physically
similar* as part of the
same object



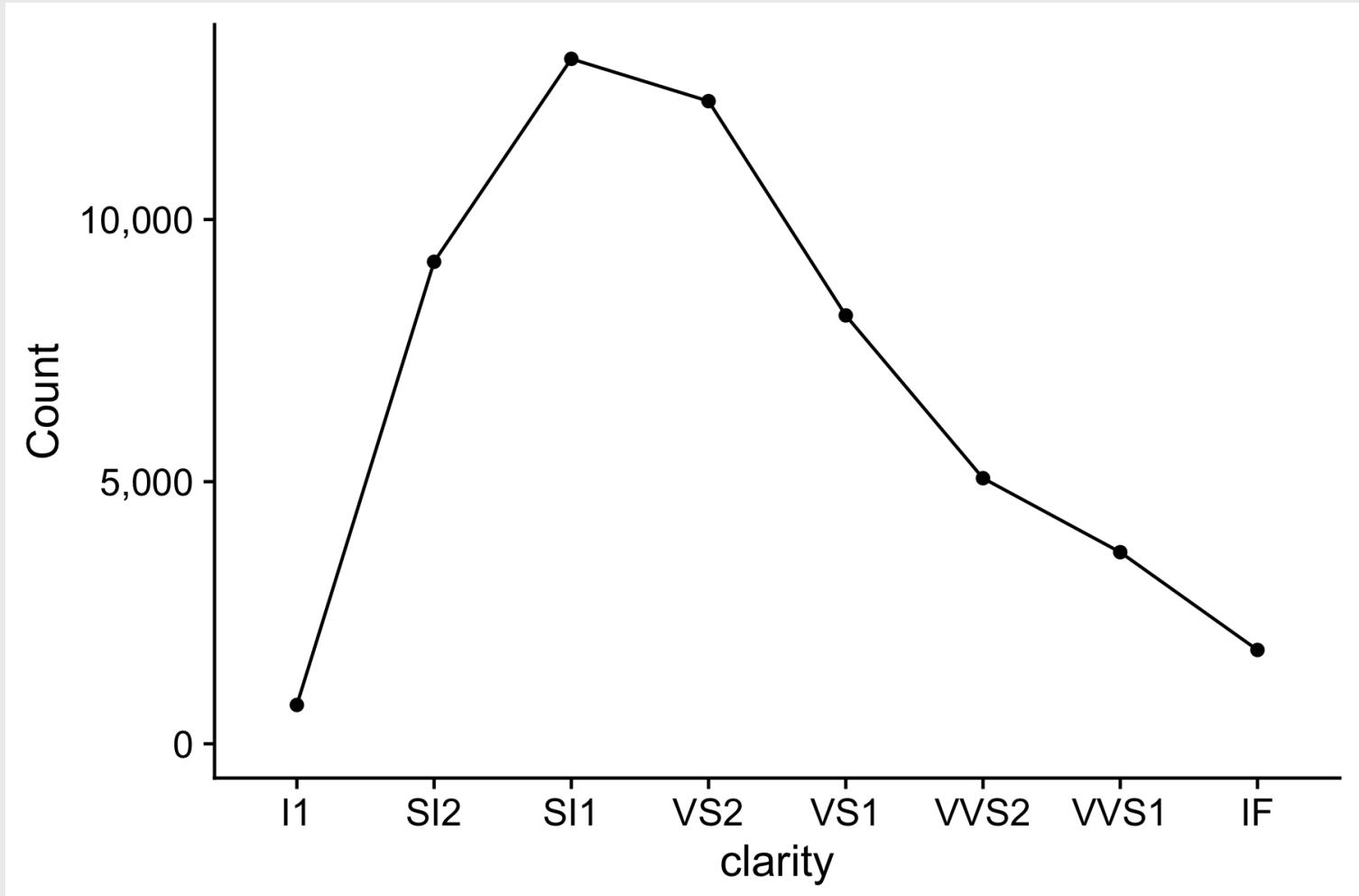
Law of Proximity

We tend to see elements that are *physically near* each other as part of the same object



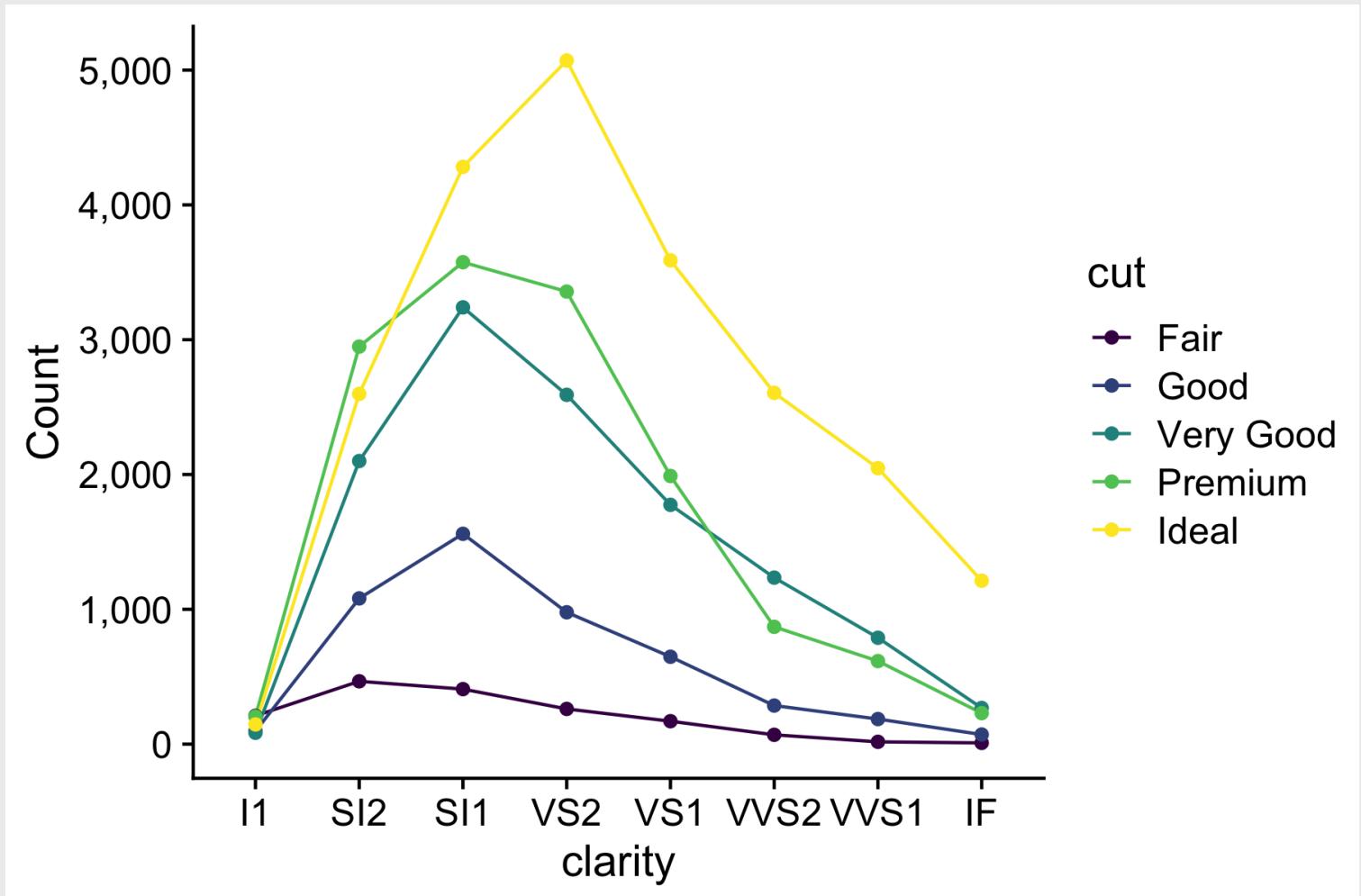
Law of Proximity

We tend to see elements that are *physically near* each other as part of the same object



Law of Proximity

We tend to see elements that are *physically near* each other as part of the same object



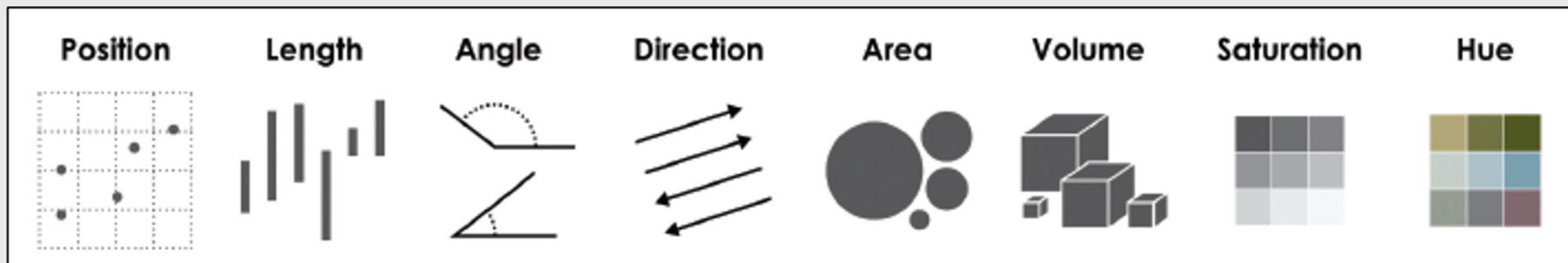
Cleveland's operations of pattern perception:

1. Estimation

2. Assembly

3. Detection

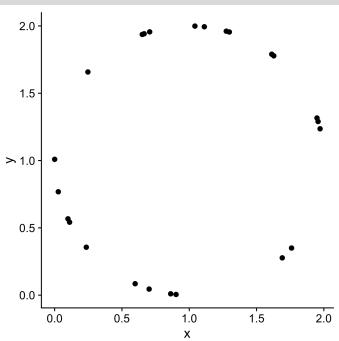
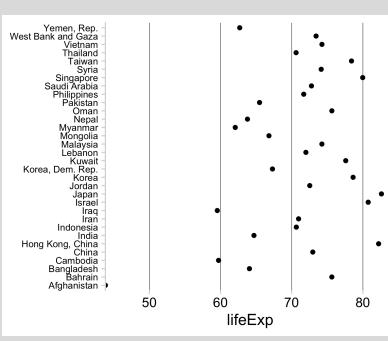
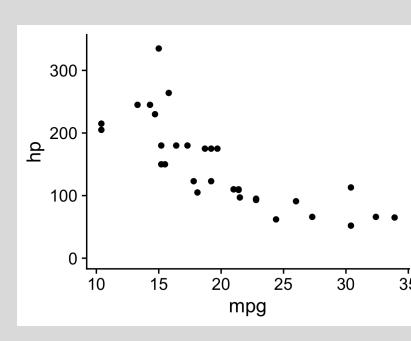
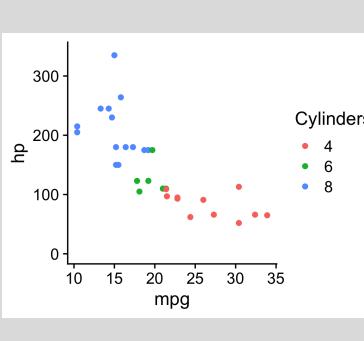
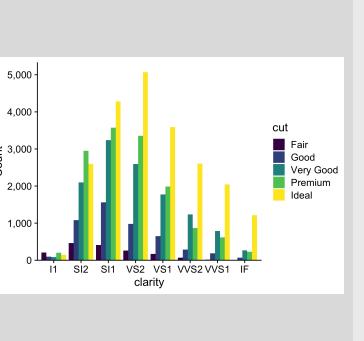
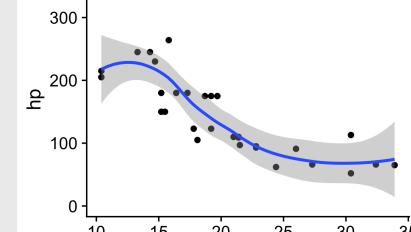
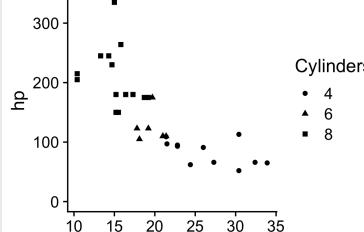
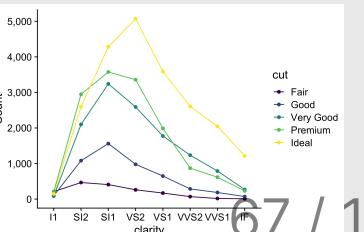
Estimation: Hierarchy for *numerical* data



More Accurate

Less Accurate

Assembly: Gestalt Psychology

Law of Closure	Prägnanz	Law of Continuity	Law of Similarity	Law of Proximity
Fill in the missing information	We like regular, simple, and orderly	Group together objects with established direction	Physically <i>similar</i> = same object	Physically <i>near</i> = same object
				
				67 / 146

Cleveland's operations of pattern perception:

1. Estimation

2. Assembly

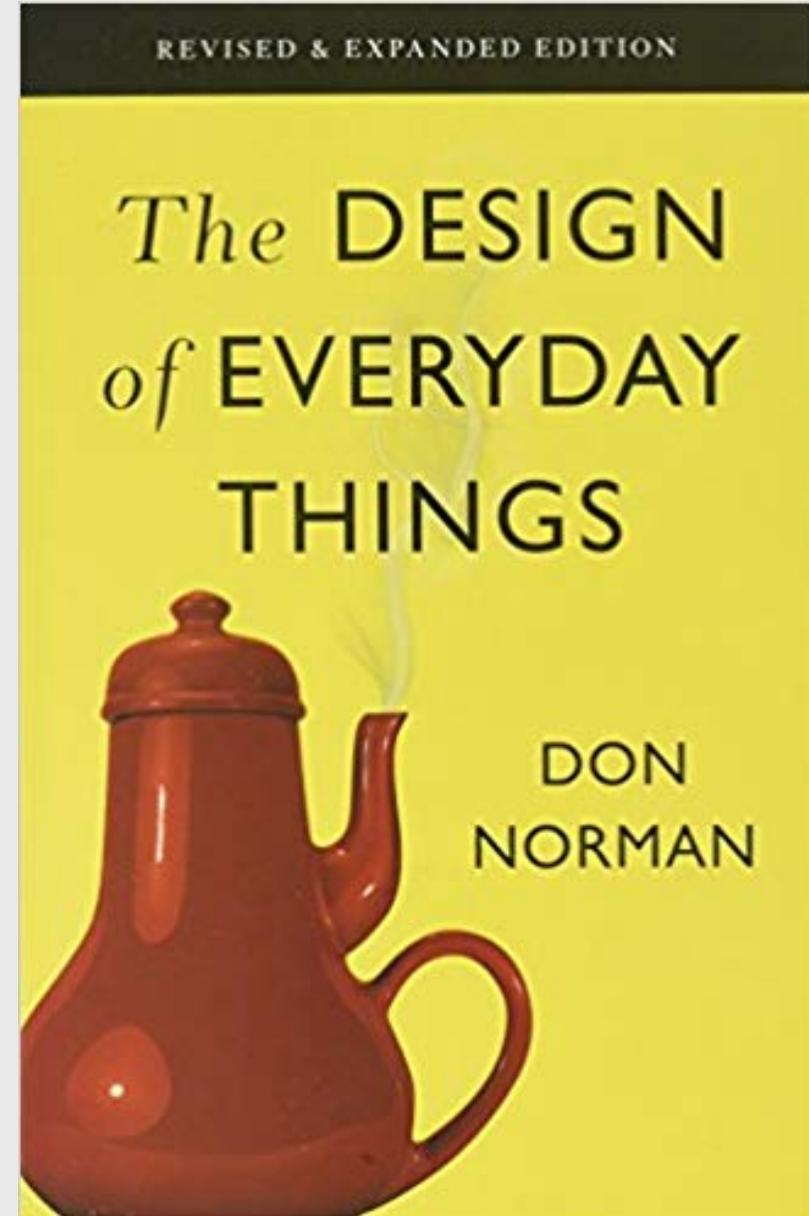
3. Detection ----->

**Recognizing that a geometric object
encodes a physical value**



Norman door (n.):

1. A door where the design tells you to do the opposite of what you're actually supposed to do.
2. A door that gives the wrong signal and needs a sign to correct it.

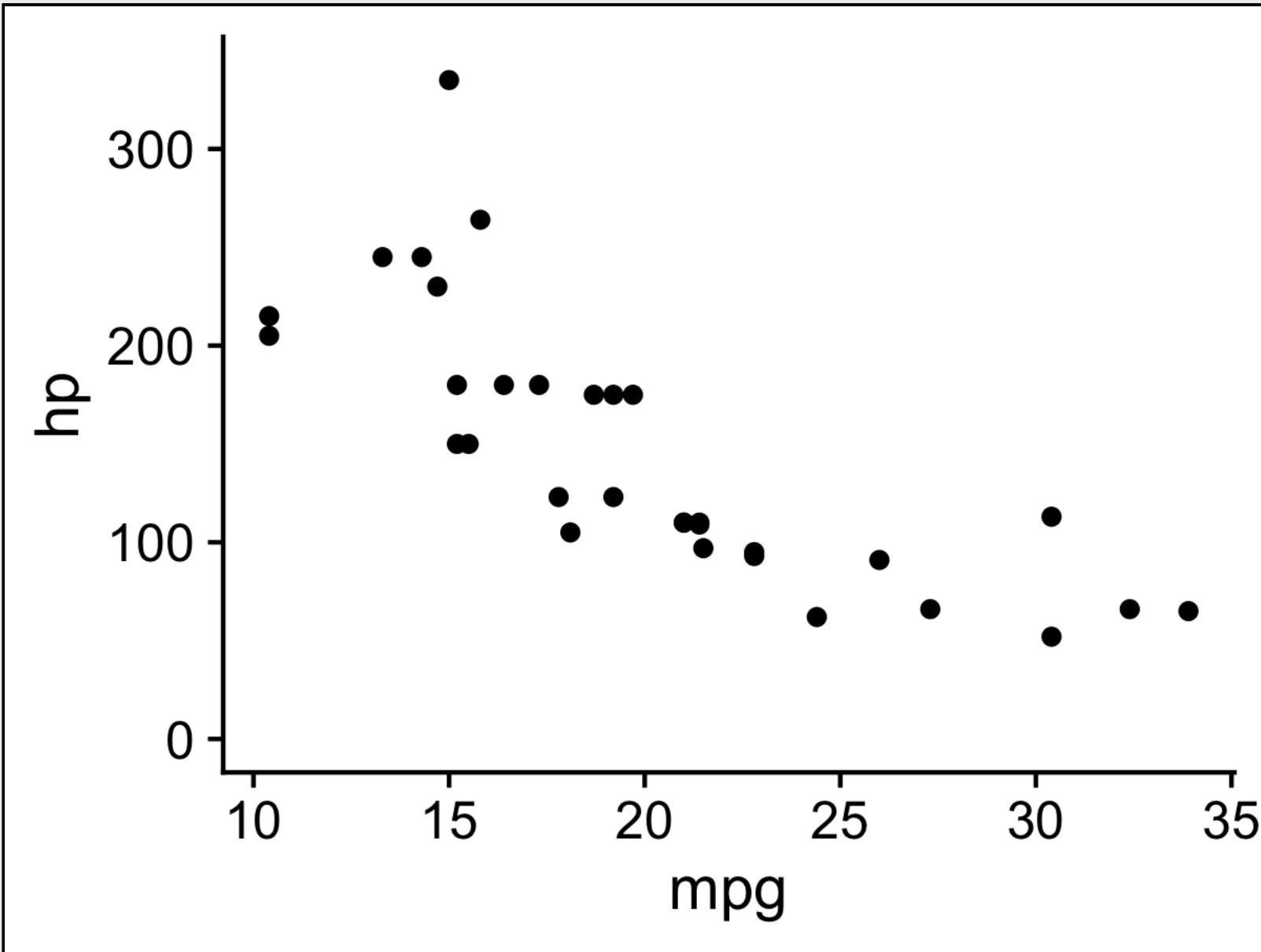


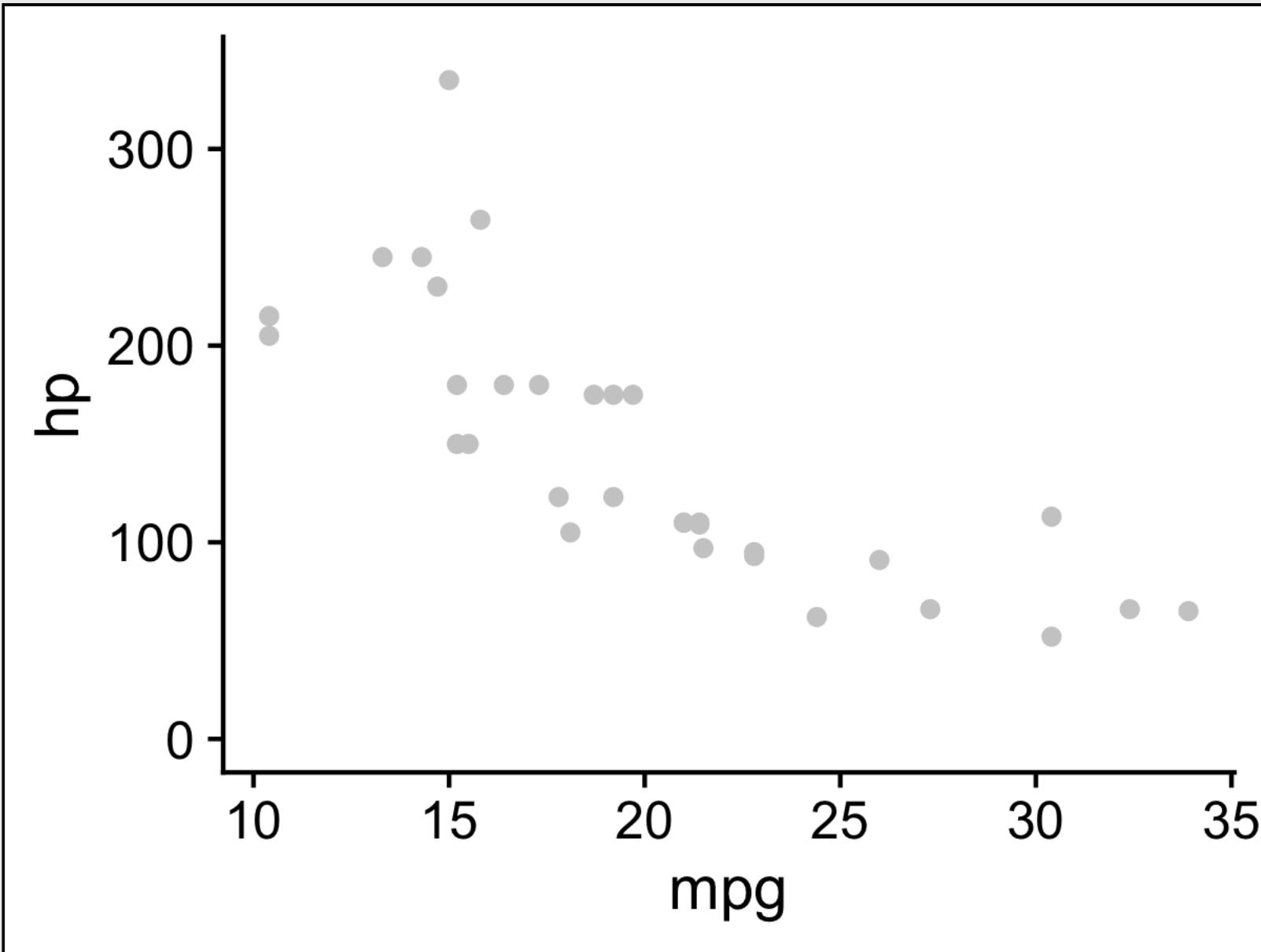
Norman door

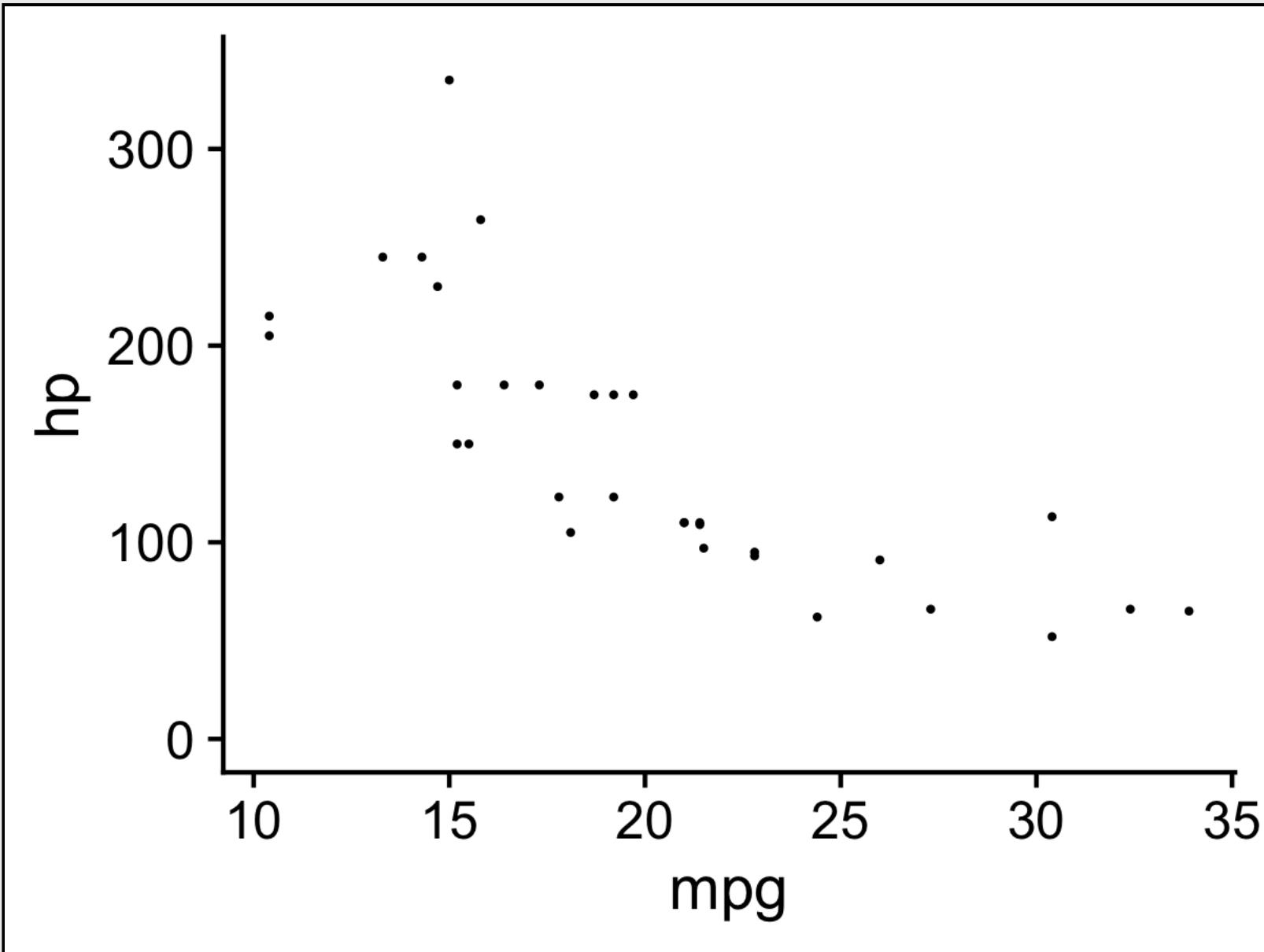


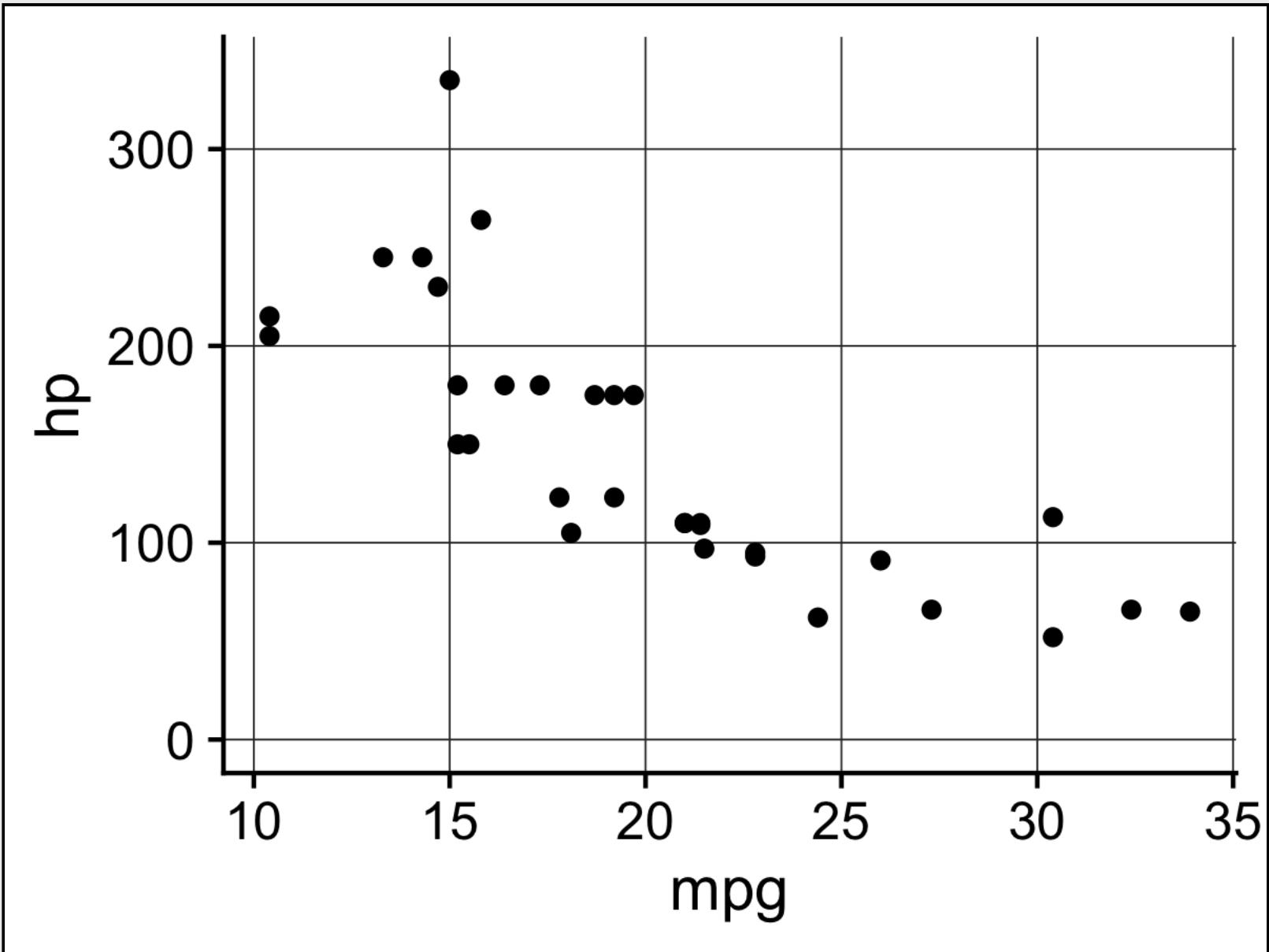
Non-Norman door

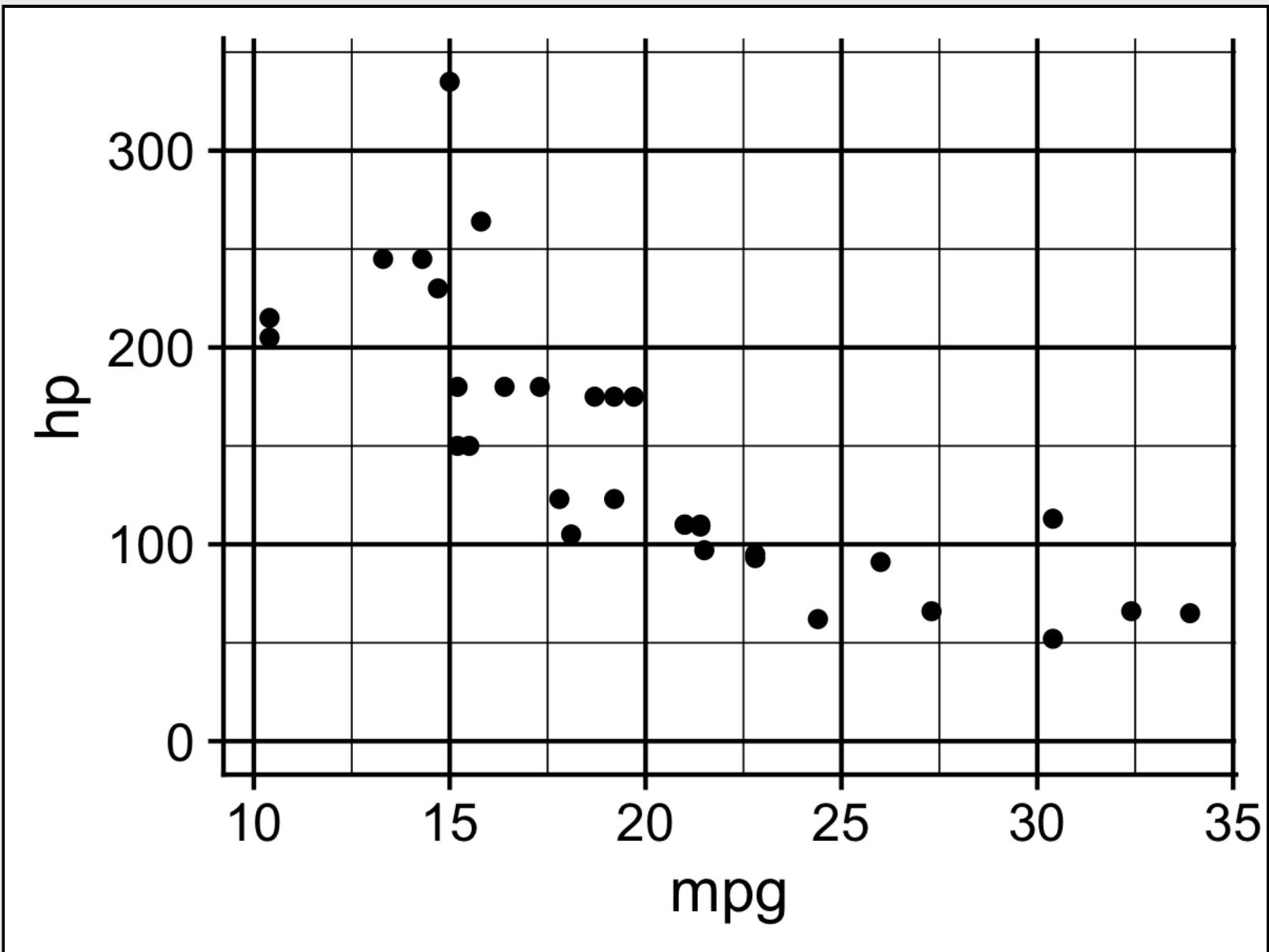


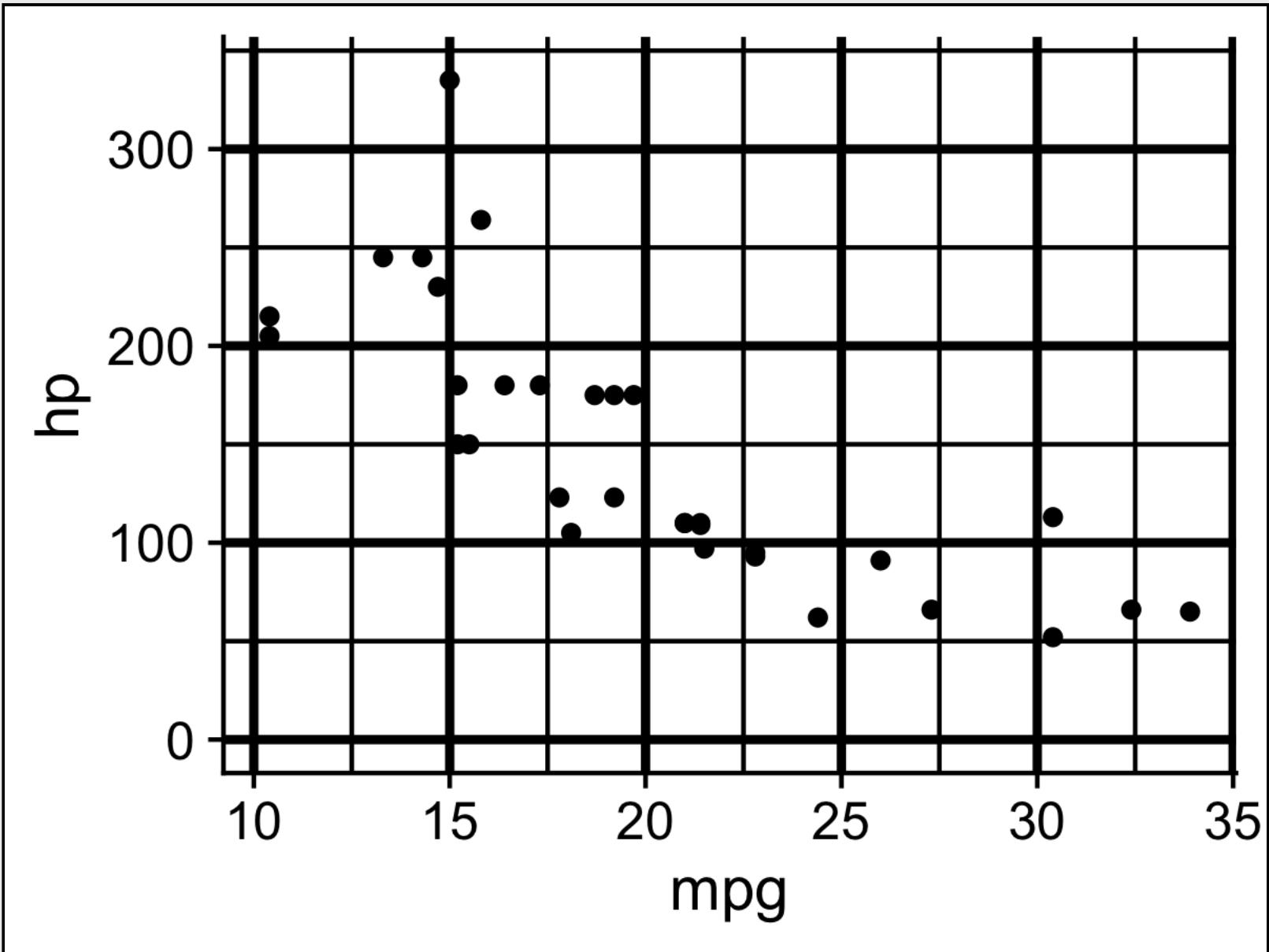




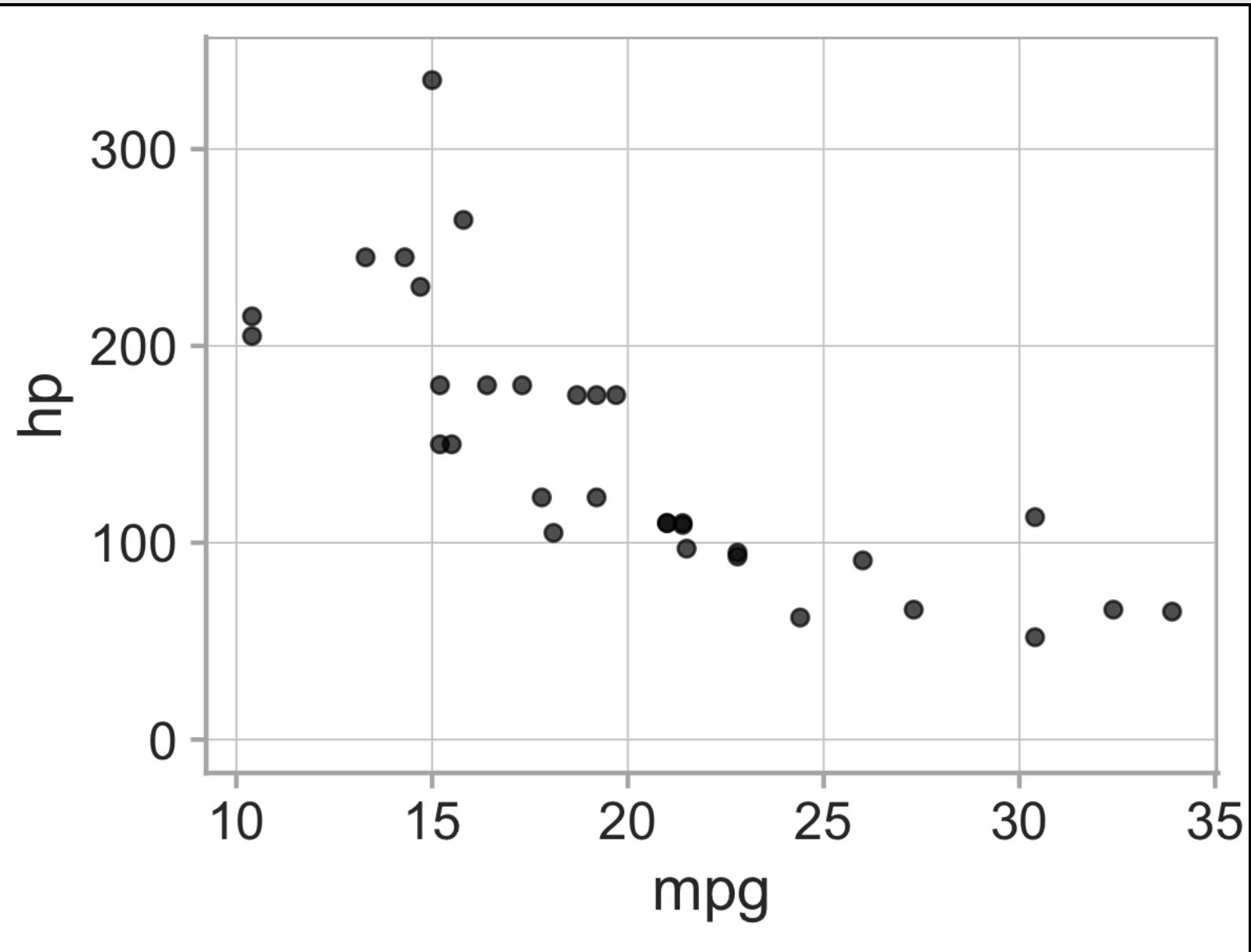








The white circles you see at the intersections is called the "**Hermann Grid illusion**"



Break!

Stand up, Move around, Stretch!

05 : 00

Week 5: *Visualizing Information*

1. The Human Visual-Memory System

2. The Psychology of Data Viz

BREAK

3. 10 Data Viz Best Practices

4. Making a (good) ggplot

10 Data Viz Best Practices

1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

*most of the time

10 Data Viz Best Practices

1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

*most of the time

"Erase non-data ink."

— Ed Tufte

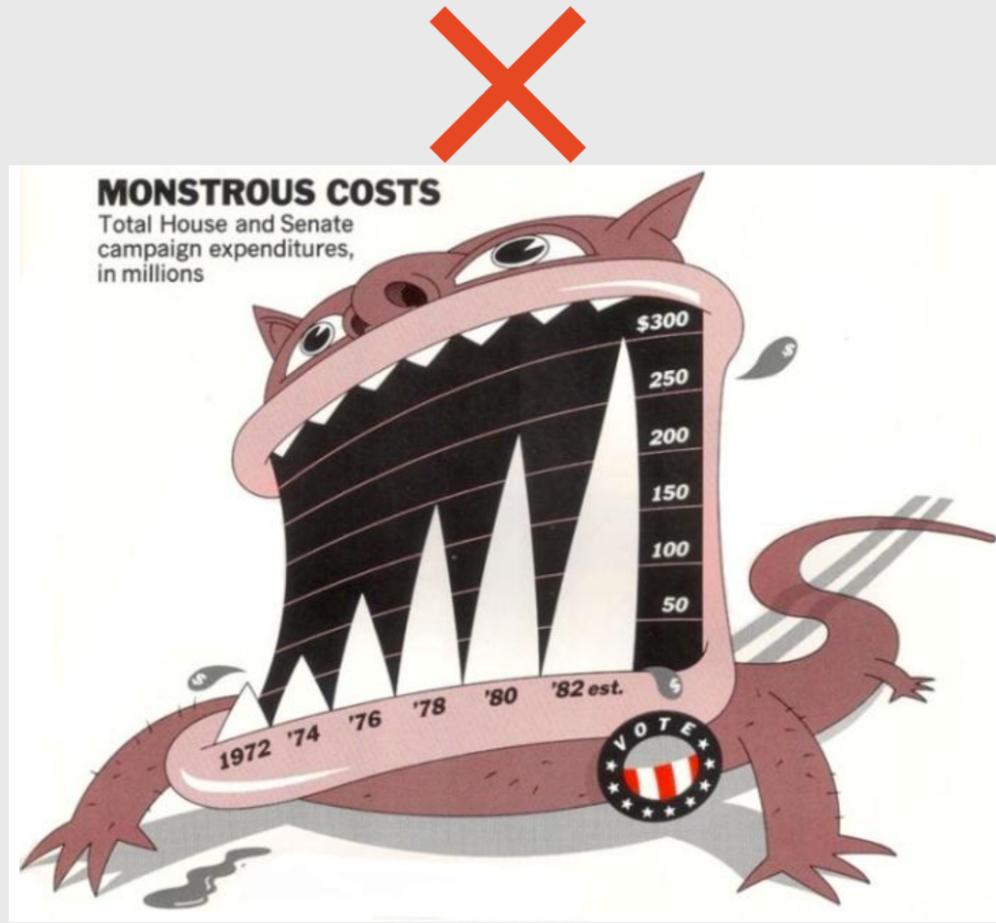
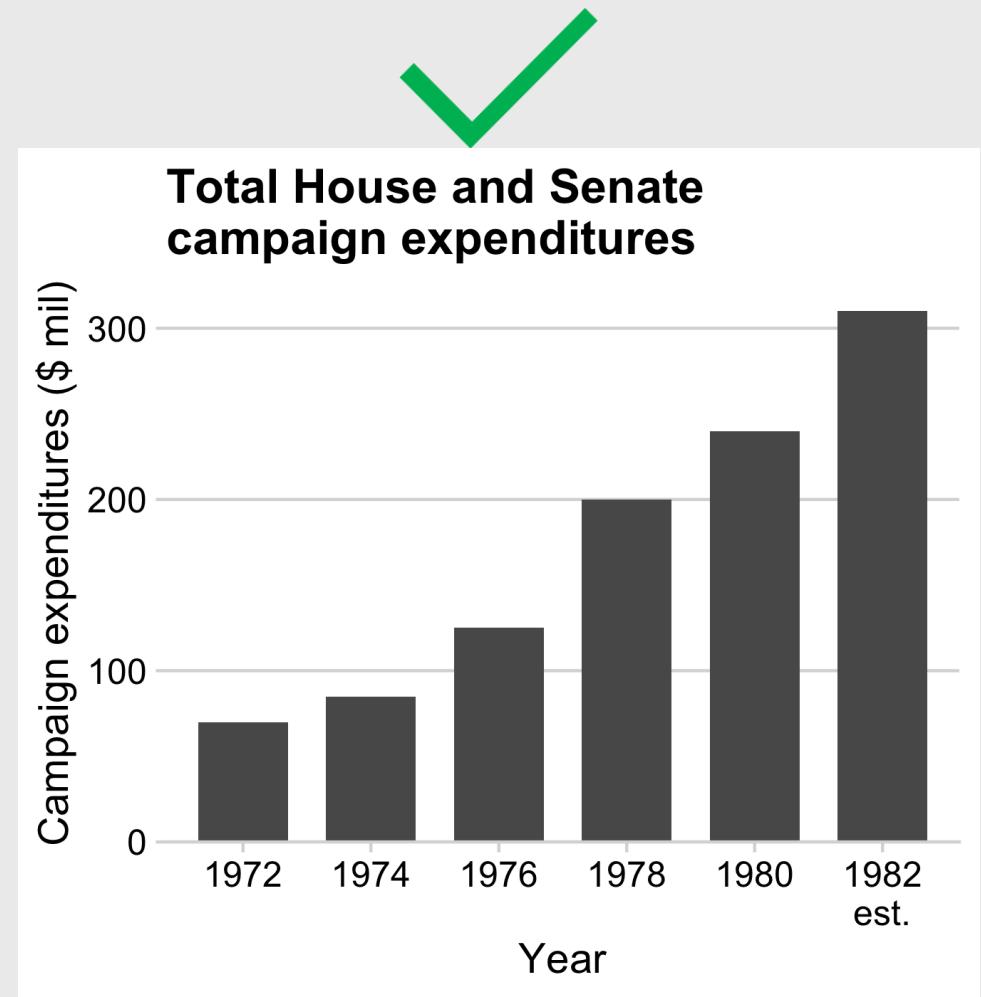


Figure 1.6: 'Monstrous Costs' by Nigel Holmes, in Healy, 2018



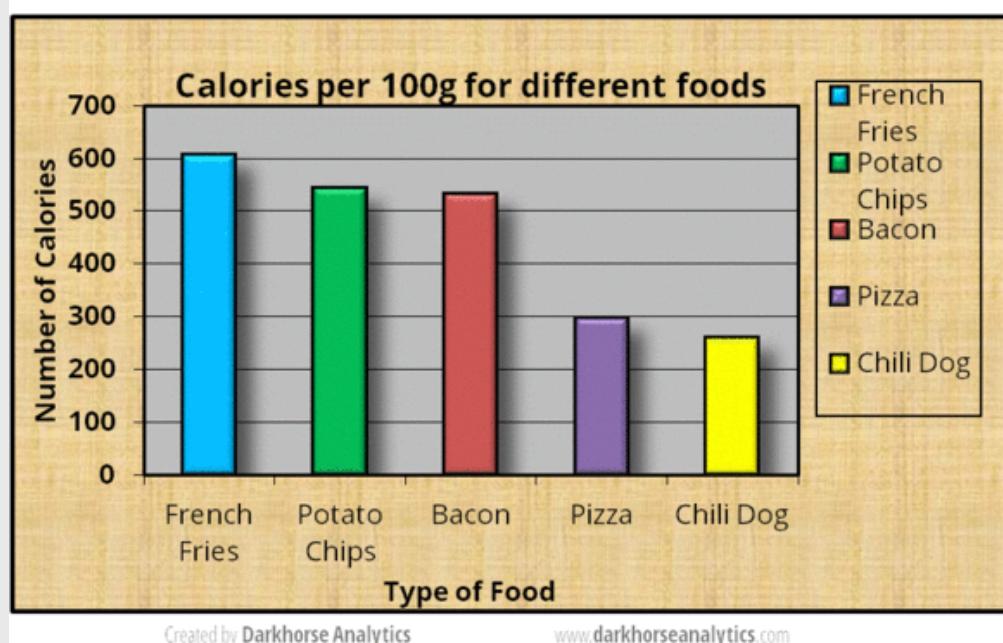
Remove
to improve
(the **data-ink** ratio)

Created by Darkhorse Analytics

www.darkhorseanalytics.com

Figure 24.1: From Data Looks Better Naked by Darkhorse Analytics

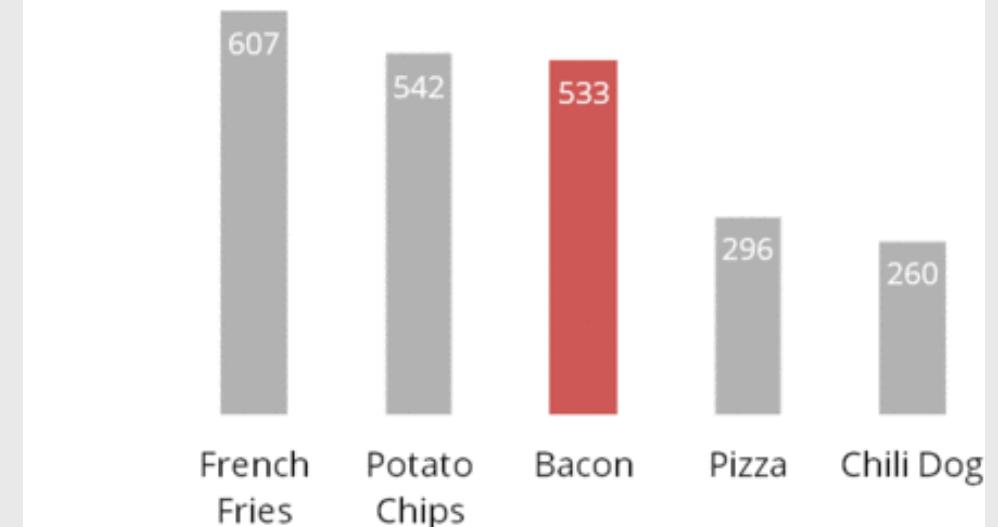
Before



After



Calories per 100g



Created by Darkhorse Analytics

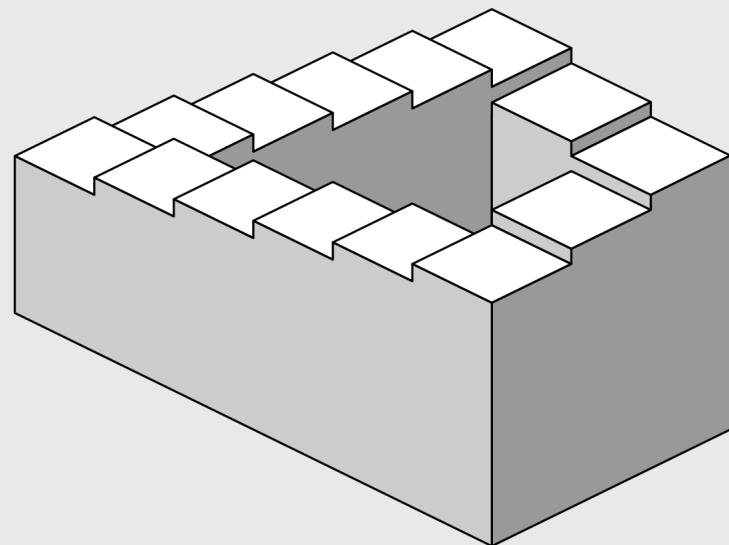
www.darkhorseanalytics.com

10 Data Viz Best Practices

1. Remove chart chunk
2. **Don't make 3D plots***
3. Don't lie
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

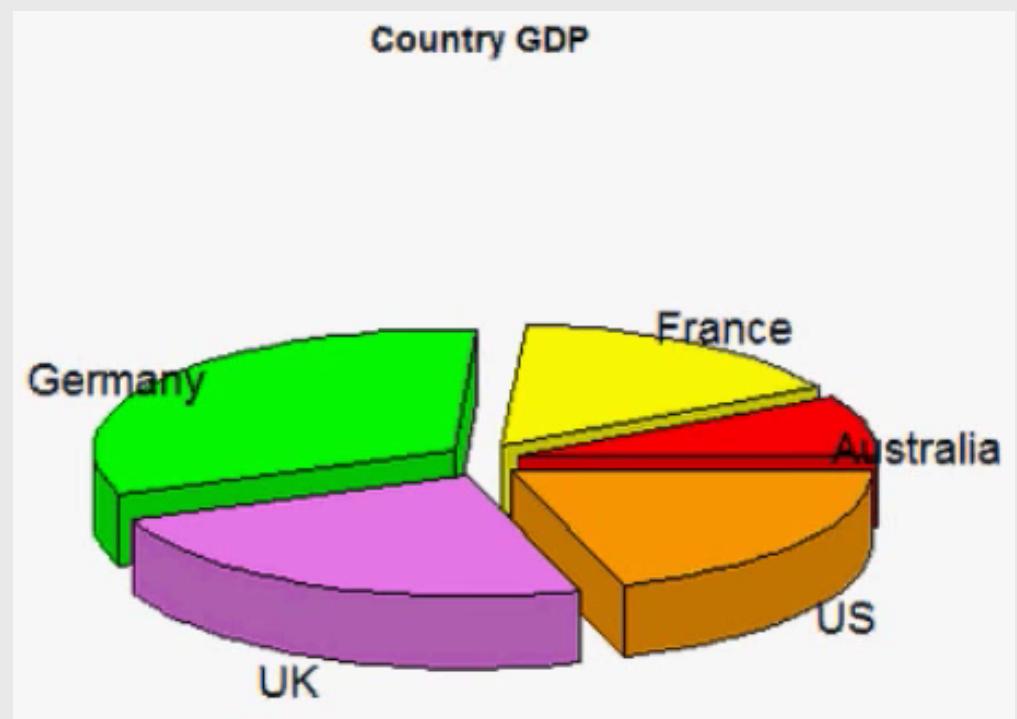
*most of the time

Humans aren't good at distinguishing 3D space

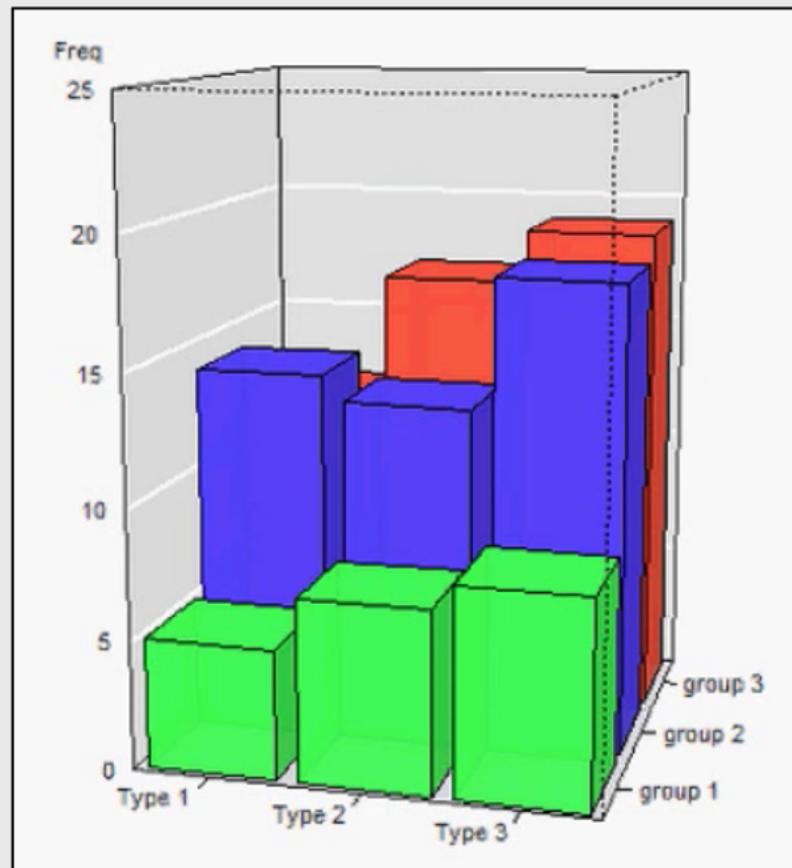


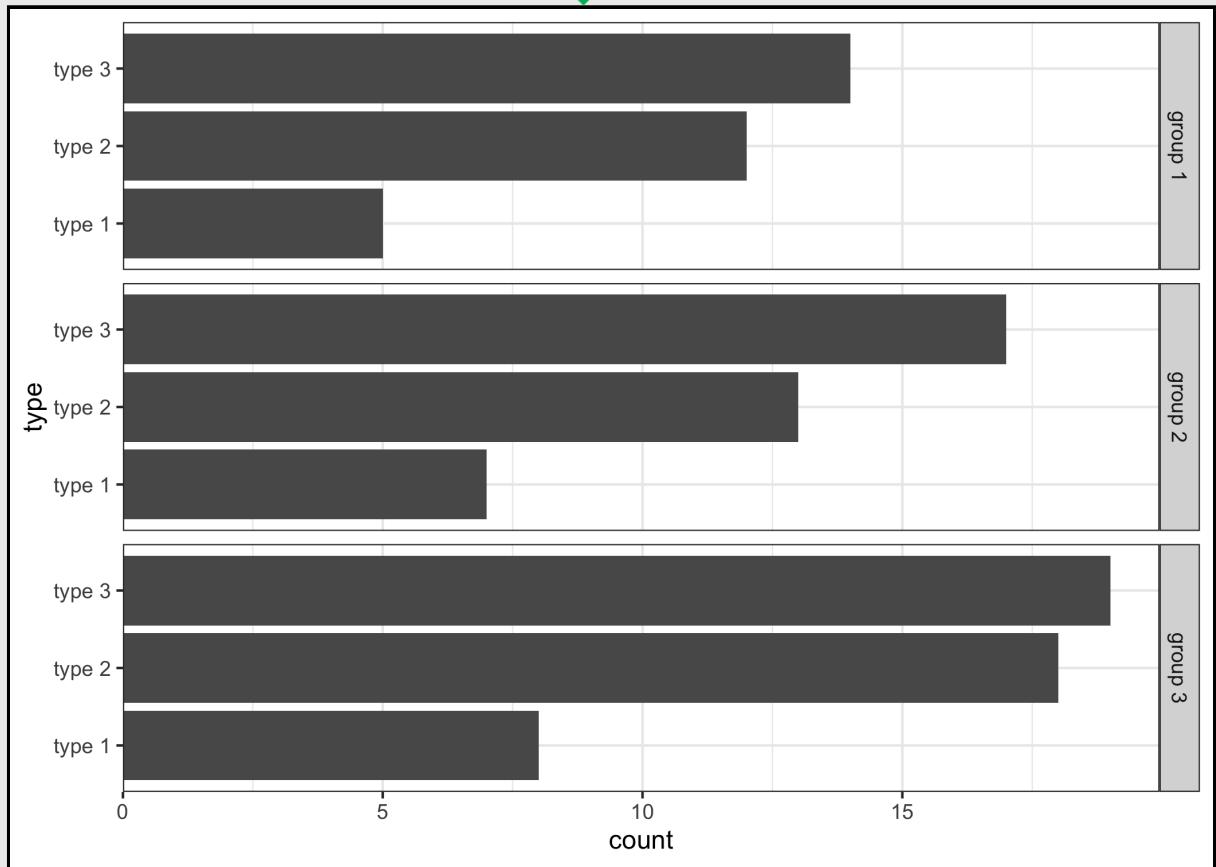
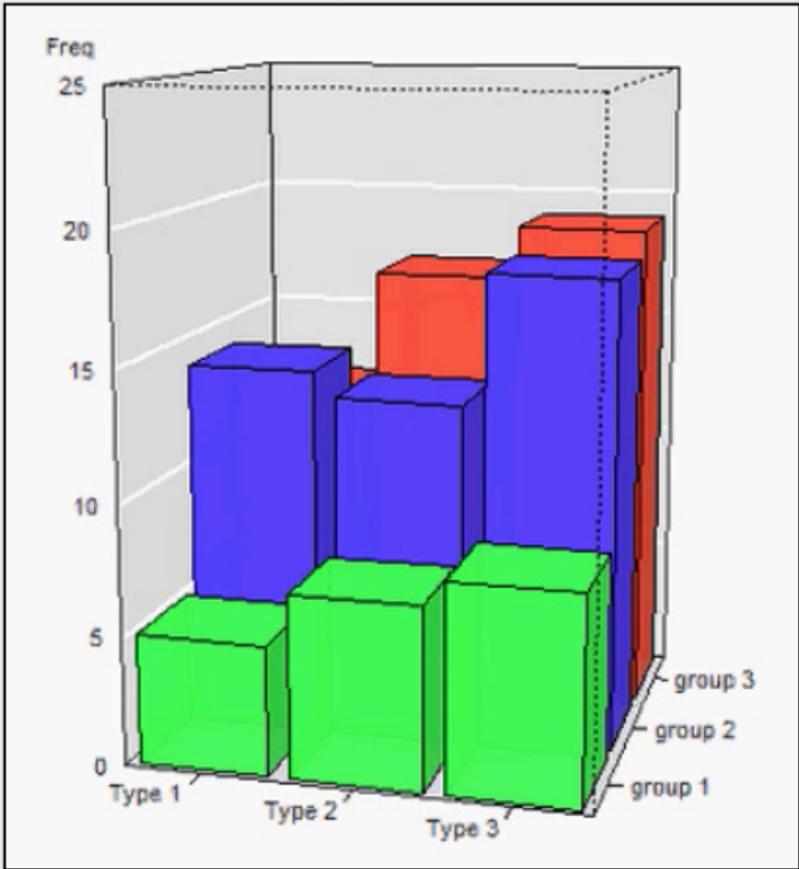
Penrose Stairs, made famous by
M.C. Escher (1898-1972)

Ink proportions !=
true proportions

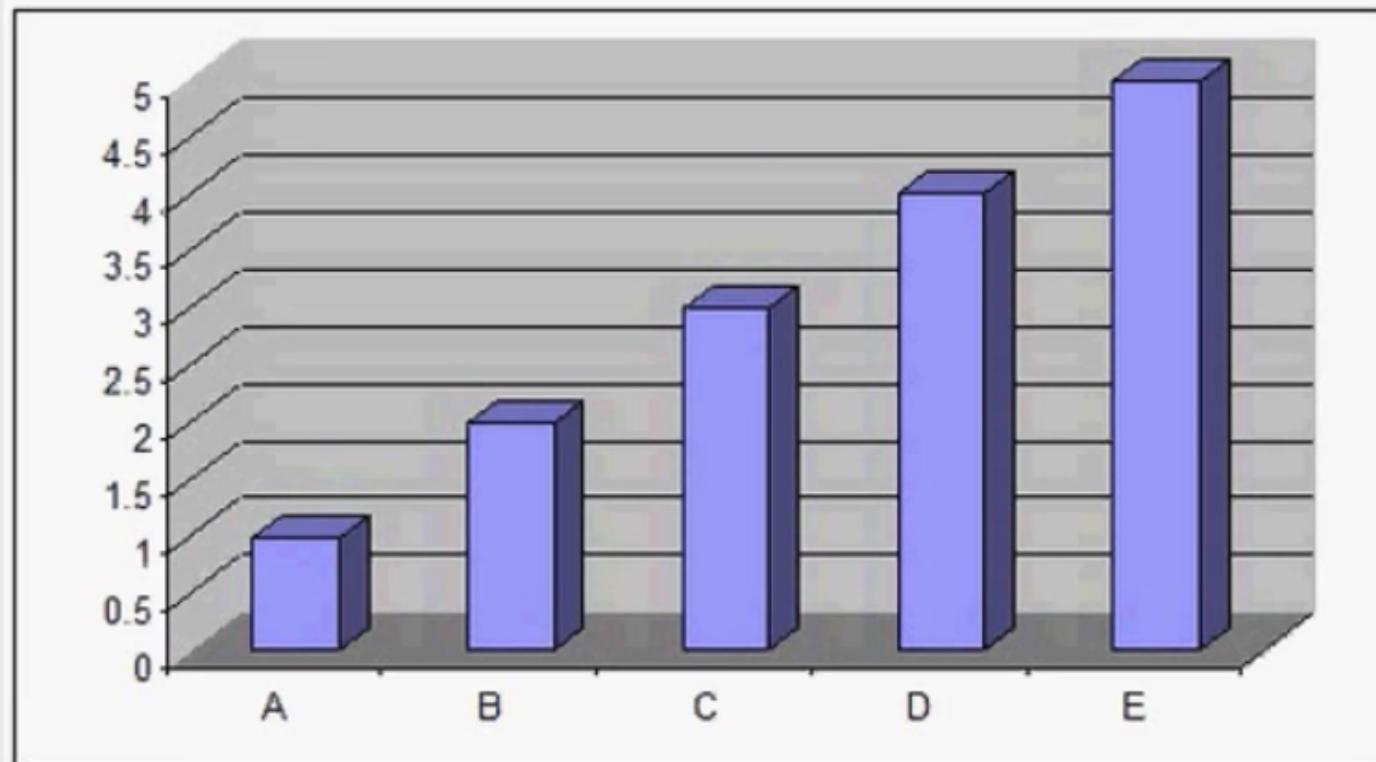


Occlusion: geoms are obscured

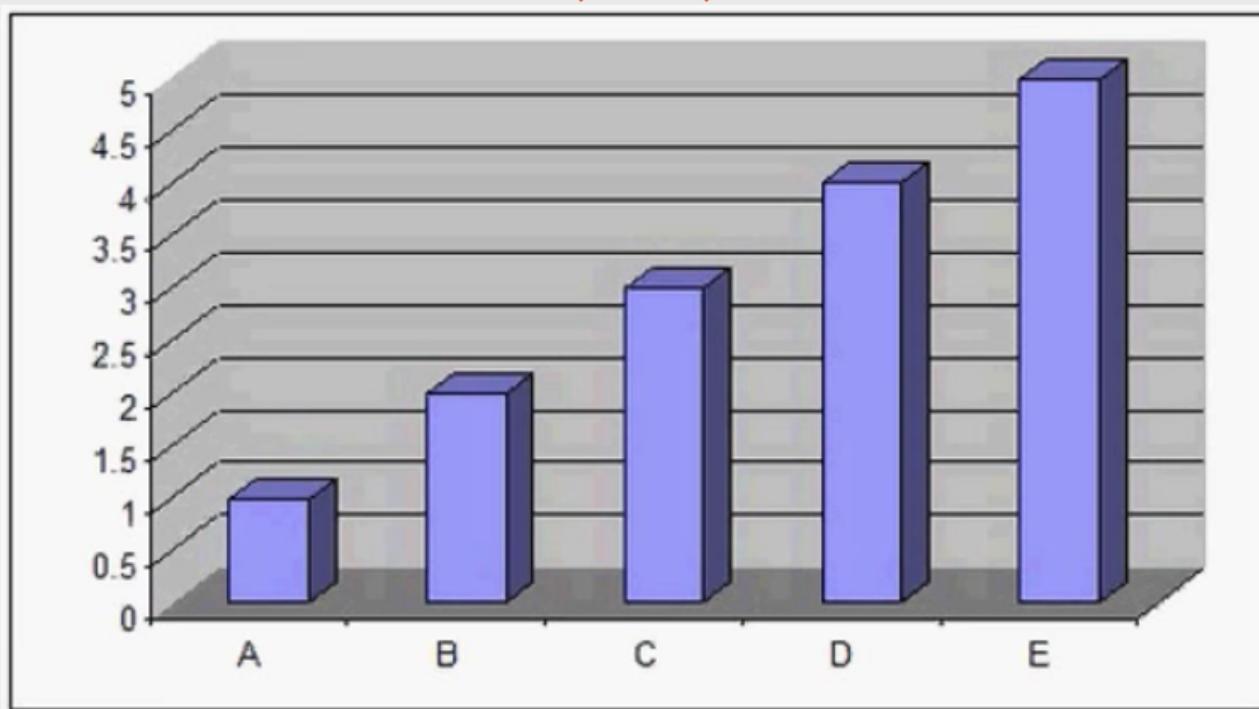




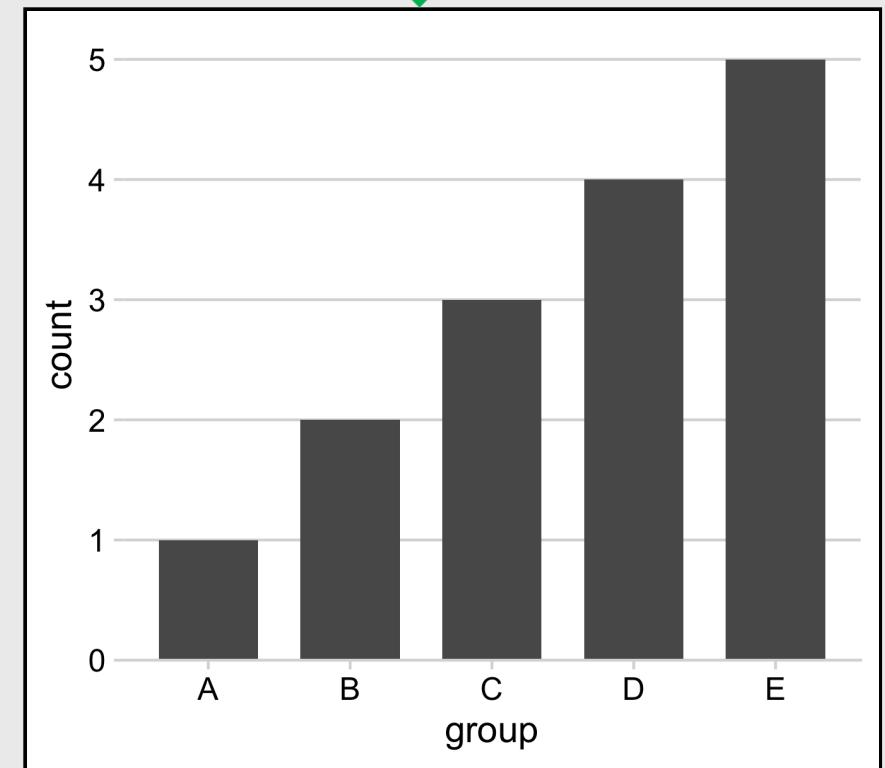
The third dimension distracts from the data
(this is what Tufte calls "chart junk")



✗



✓



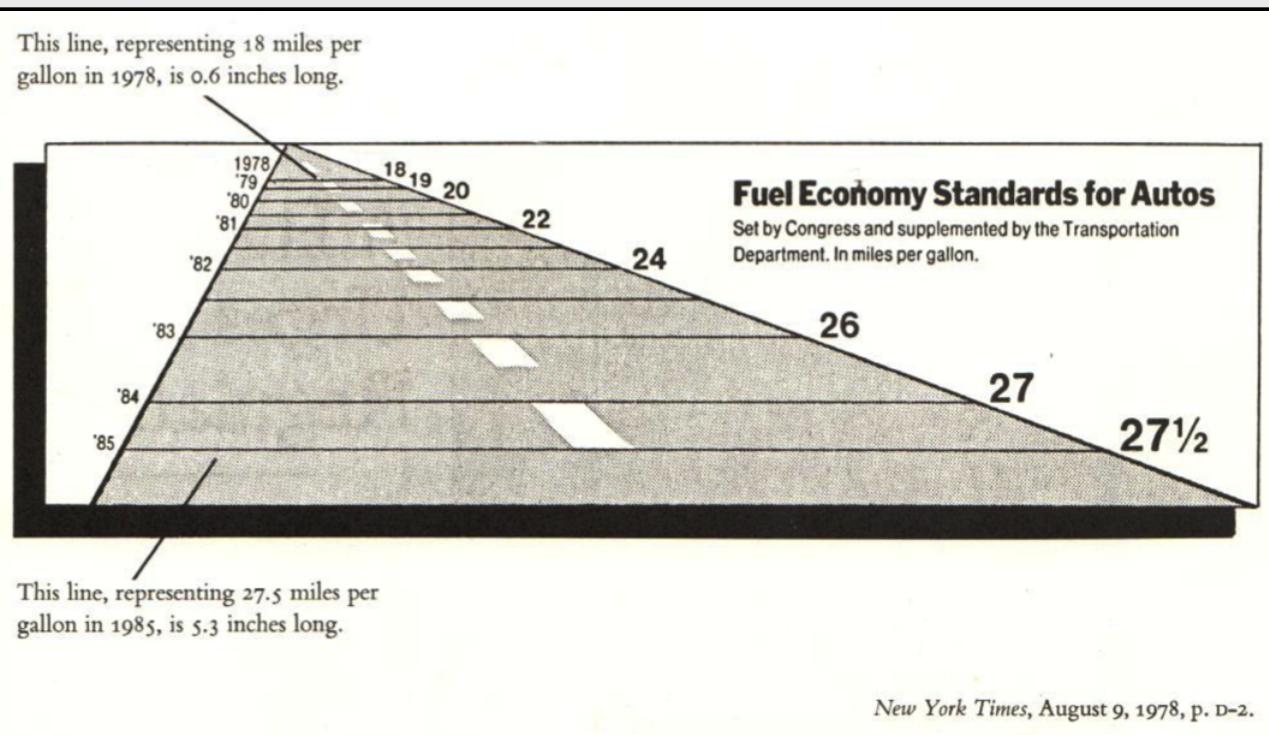
10 Data Viz Best Practices

1. Remove chart chunk
2. Don't make 3D plots*
3. **Don't lie**
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

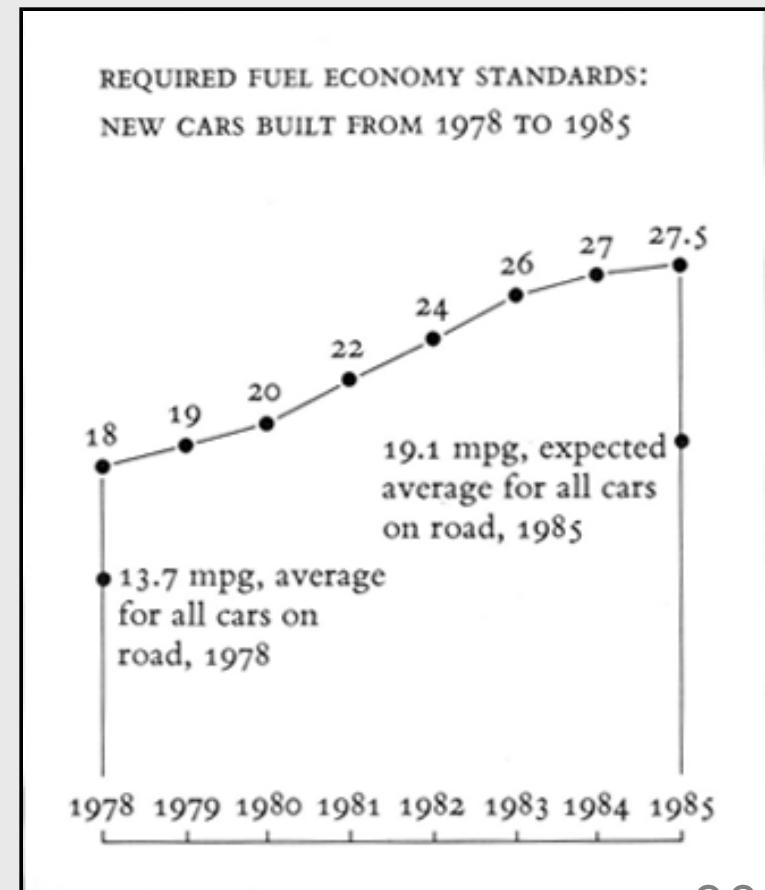
*most of the time

$$\text{"Lie Factor"} = \frac{\text{Size of effect in graphic}}{\text{Size of effect in data}}$$

$$\text{"Lie Factor"} = \frac{\text{Size of effect in graphic}}{\text{Size of effect in data}} = \frac{\frac{5.3 - 0.6}{0.6}}{\frac{27.5 - 18}{18}} = \frac{7.83}{0.53} = 14.8$$



Edward Tufte (2001) "The Visual Display of Quantitative Information", 2nd Edition, pg. 57-58.



Bar charts should always start at 0

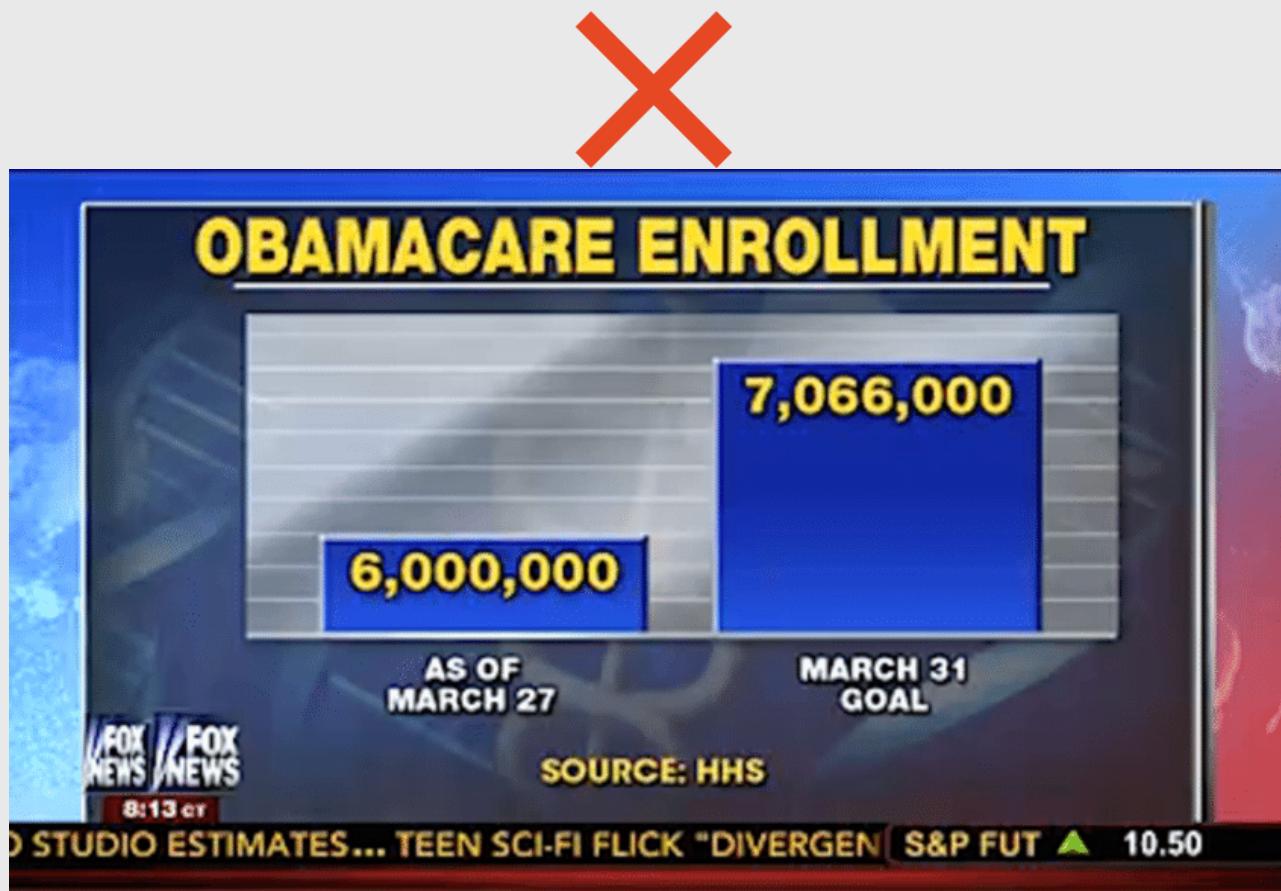
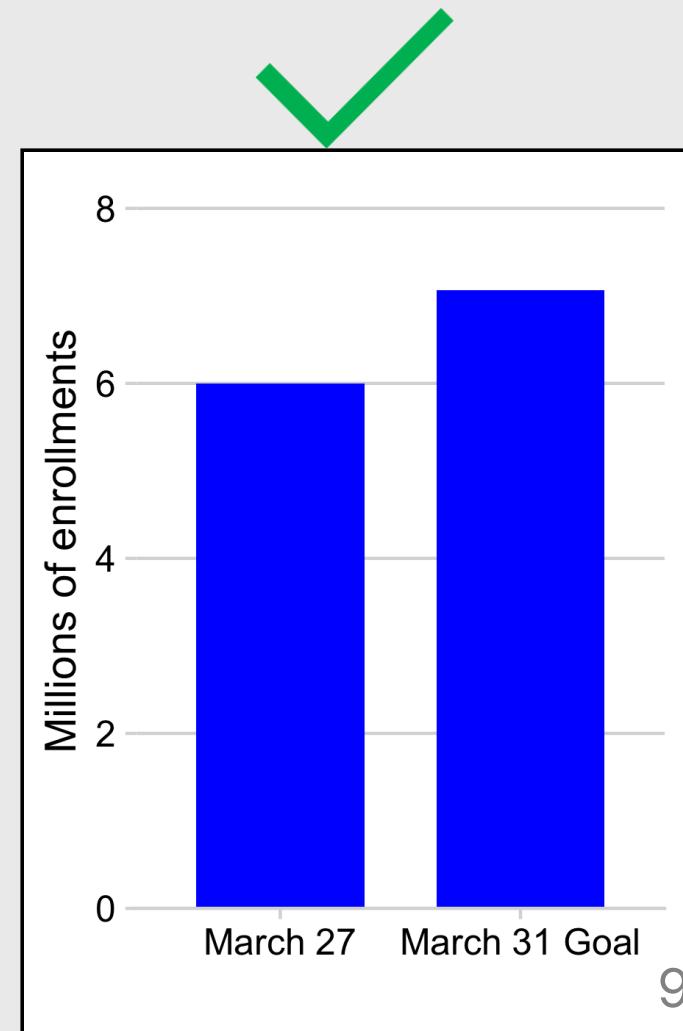


Image from <http://livingqlikview.com/the-9-worst-data-visualizations-ever-created/>



Don't cherry-pick your data

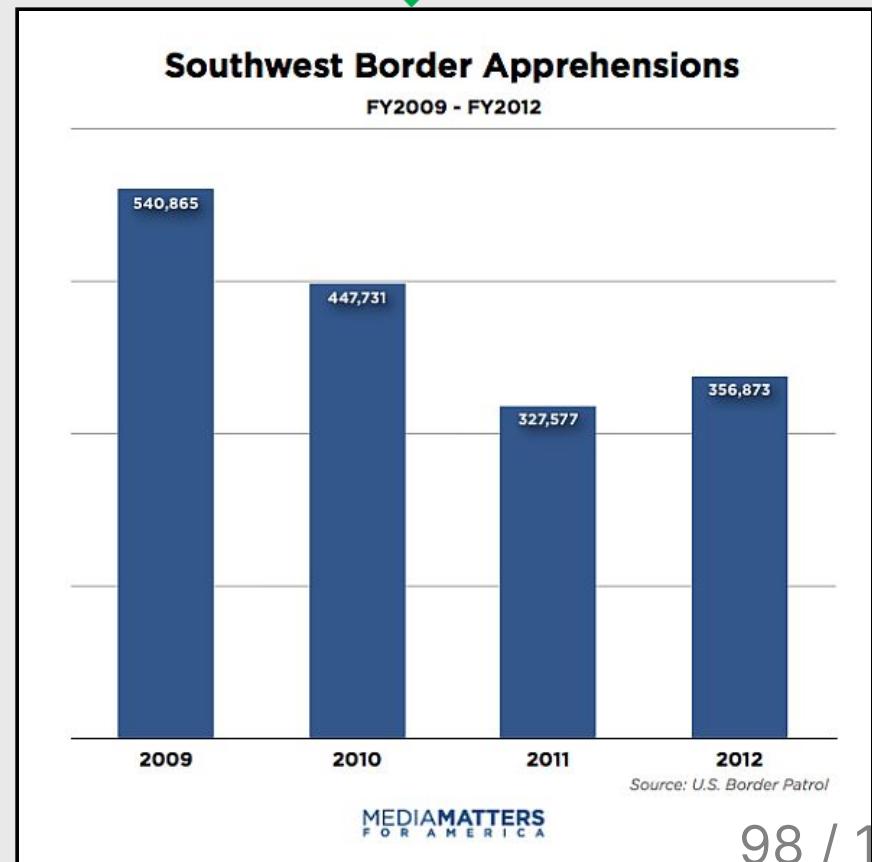
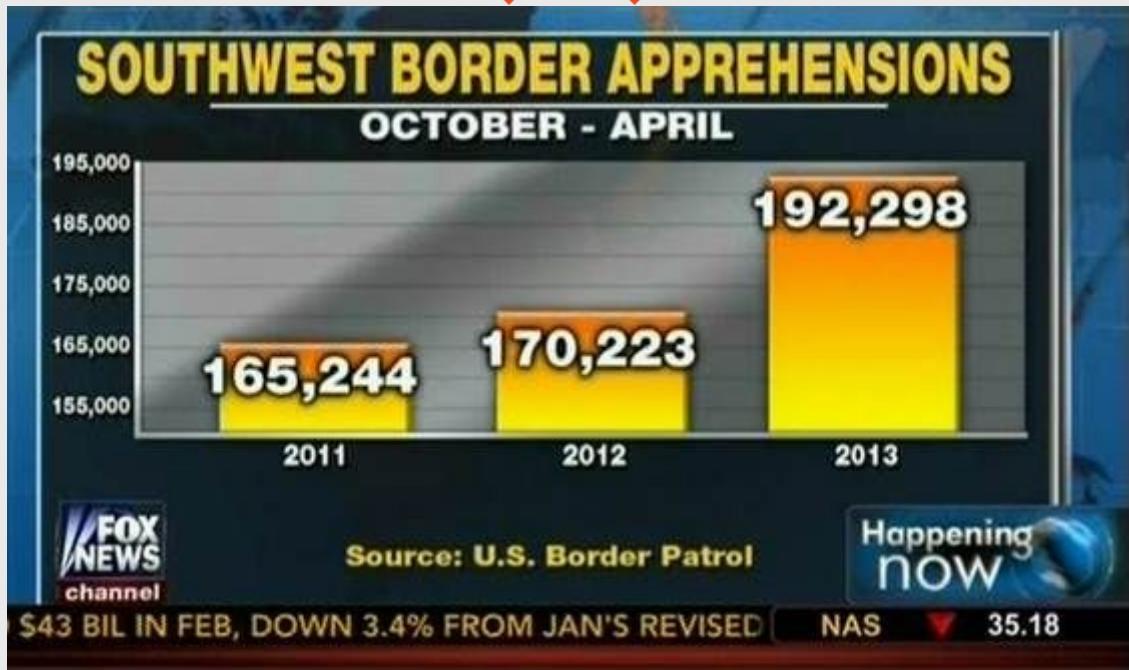


Image from <https://www.mediamatters.org/fox-news/fox-news-newest-dishonest-chart-immigration-enforcement>

Make sure your chart makes sense

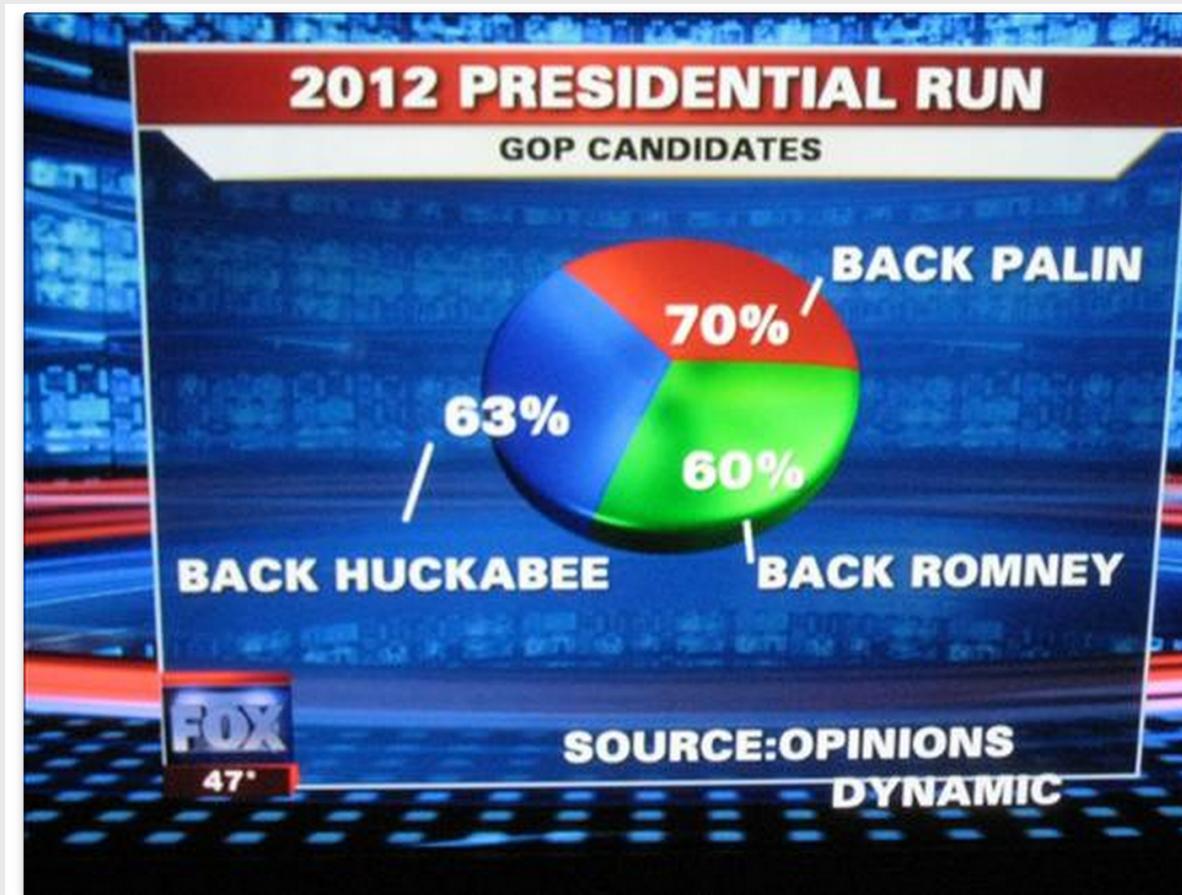
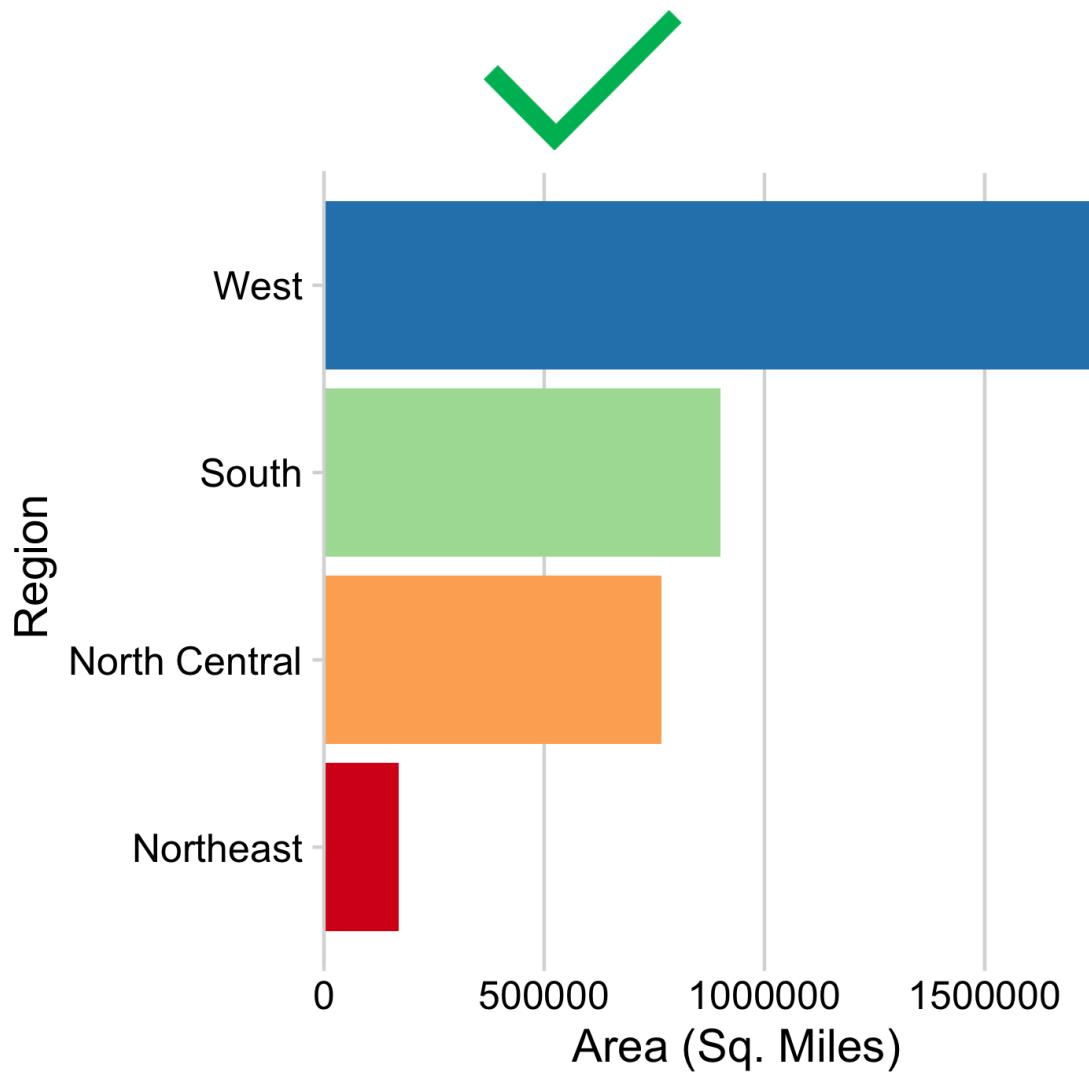
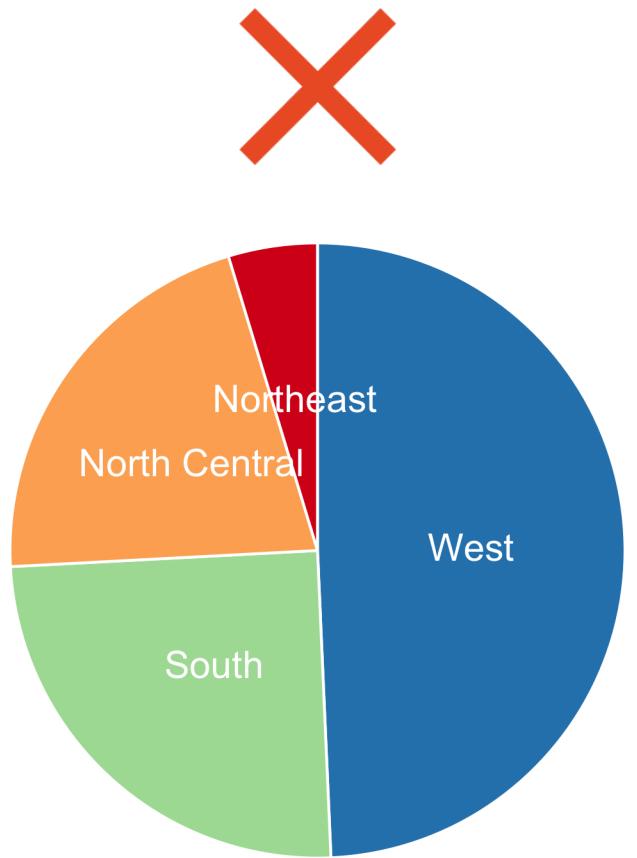


Image from <http://livingqlikview.com/the-9-worst-data-visualizations-ever-created/>

10 Data Viz Best Practices

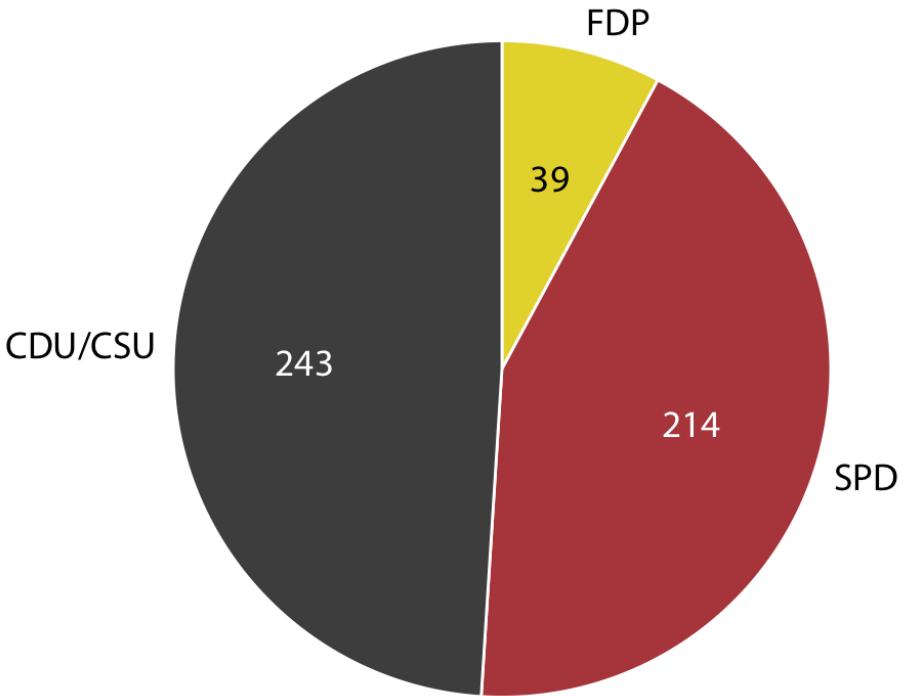
1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. **Don't use pie charts for proportions***
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

*most of the time

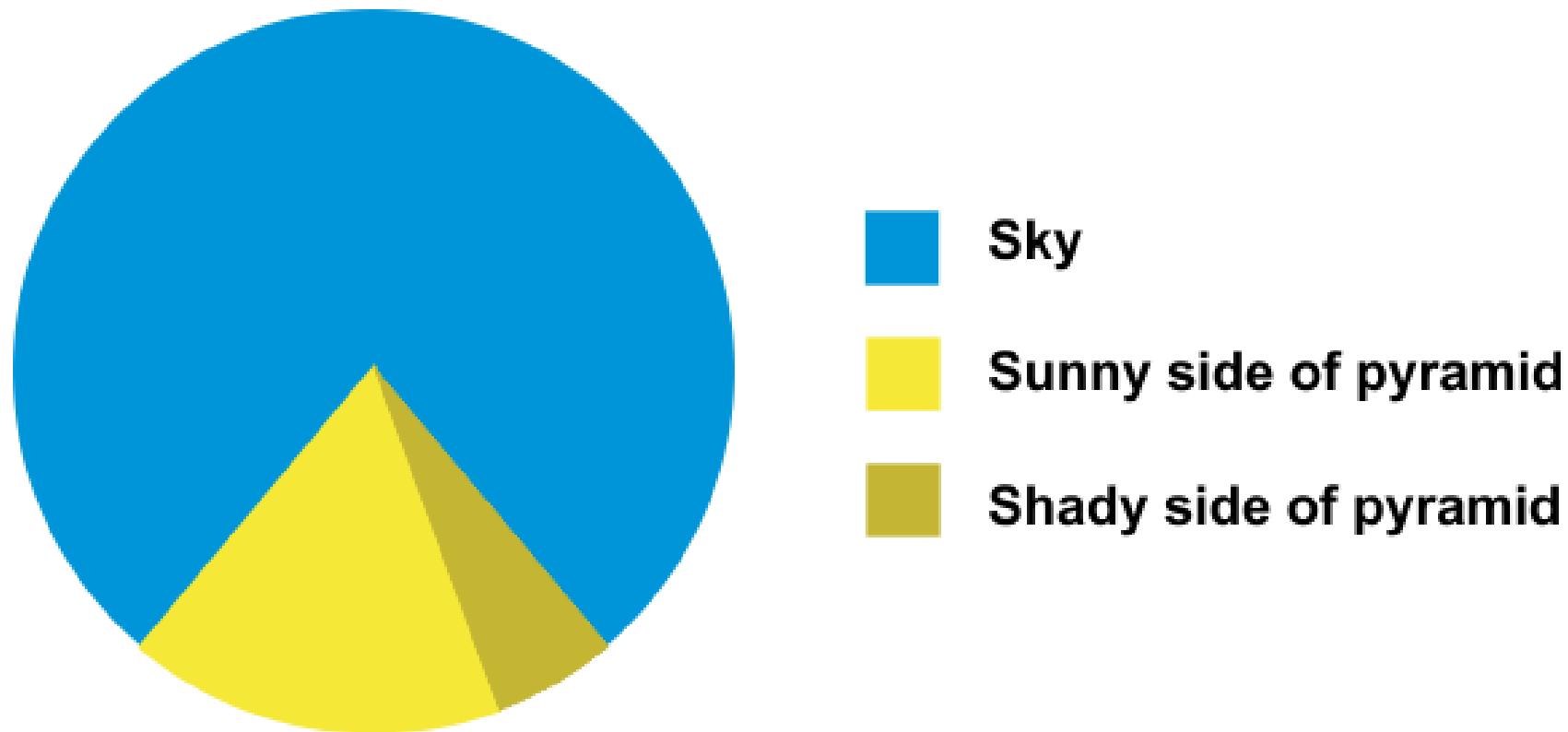


Exceptions:

- Small data
- Simple fractions
- If sum of parts matters



Best pie chart of all time

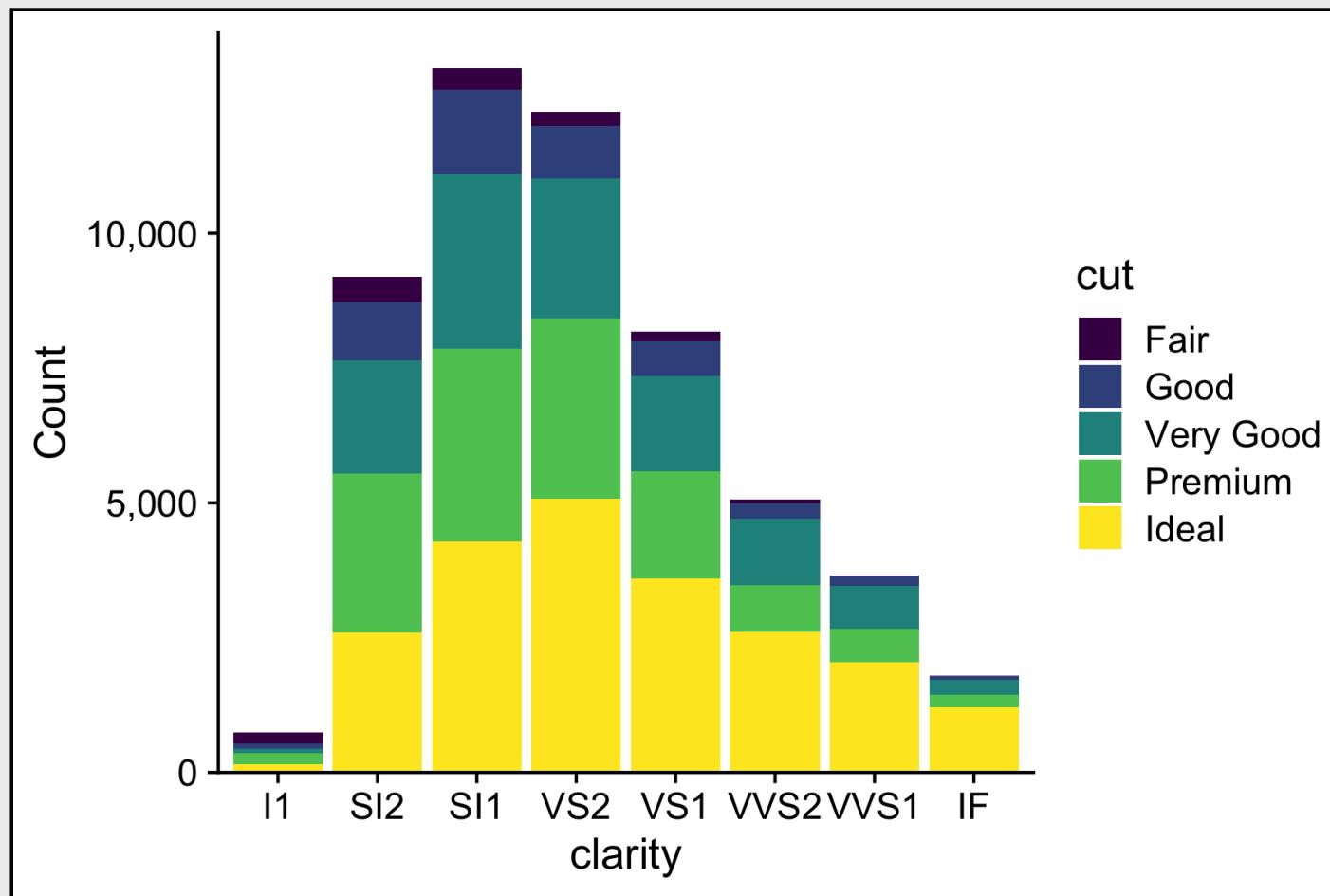


10 Data Viz Best Practices

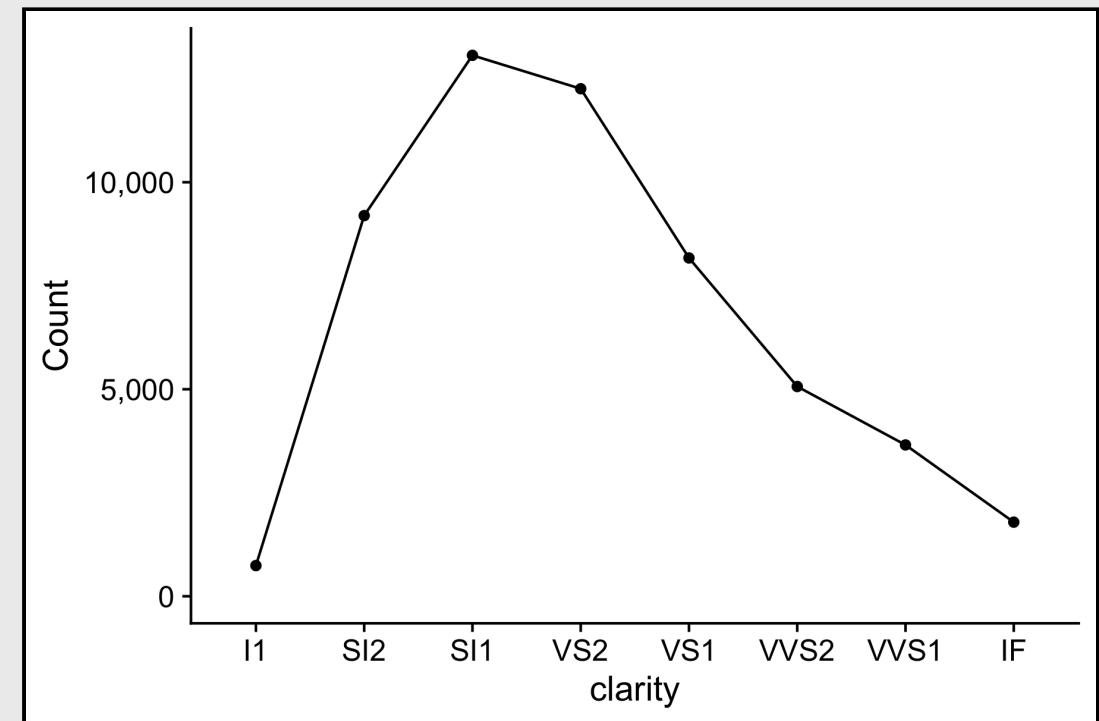
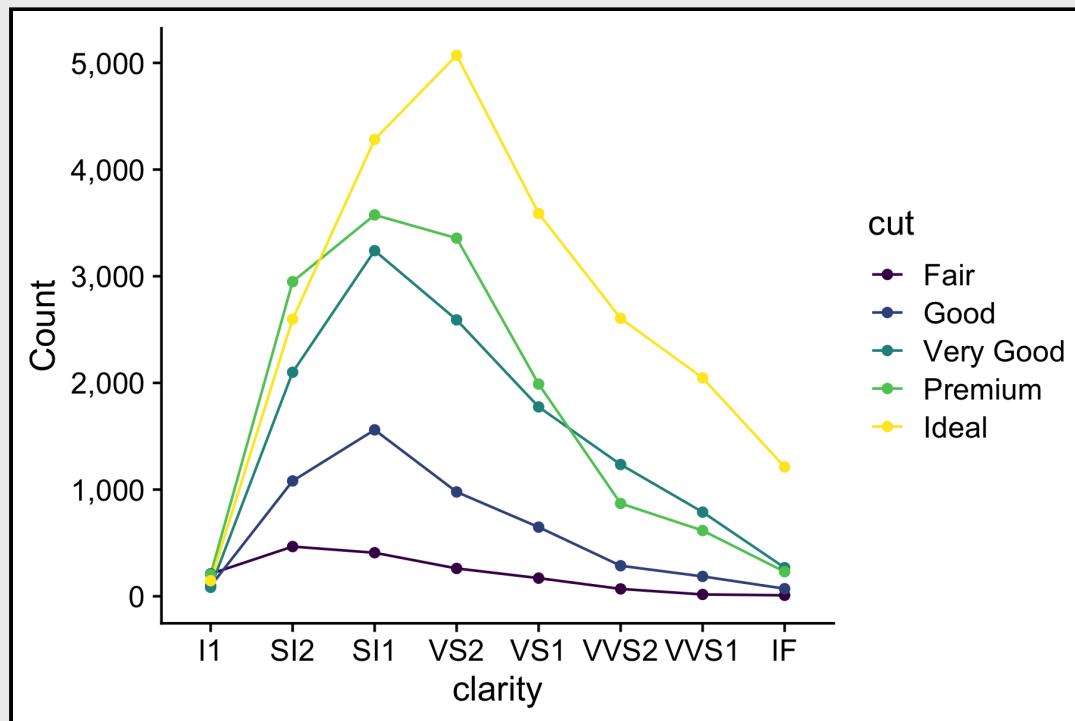
1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. Don't use pie charts for proportions*
5. **Don't stack bars***
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

*most of the time

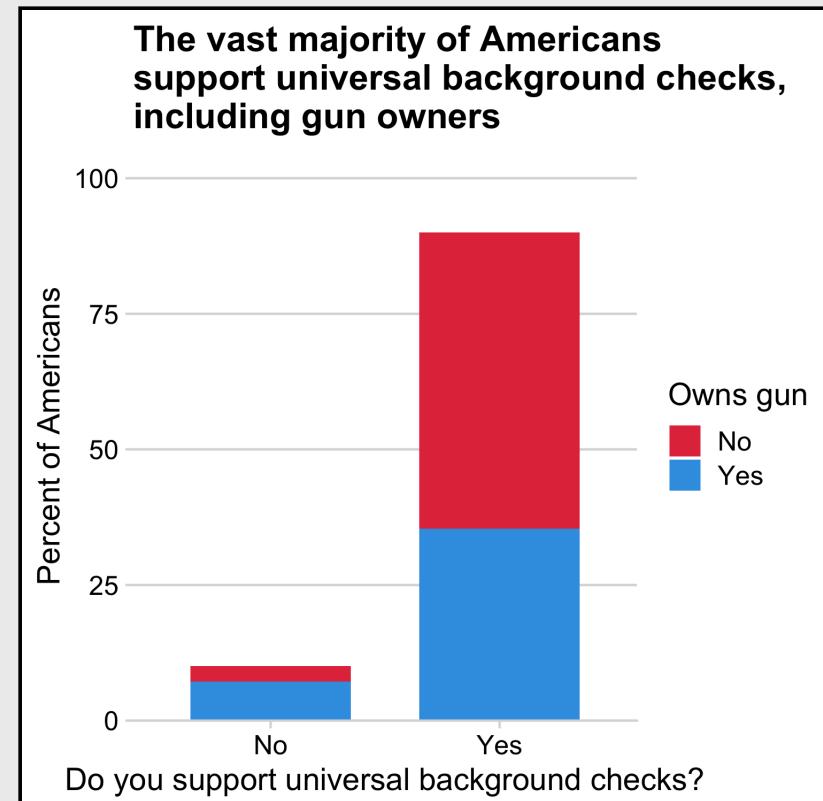
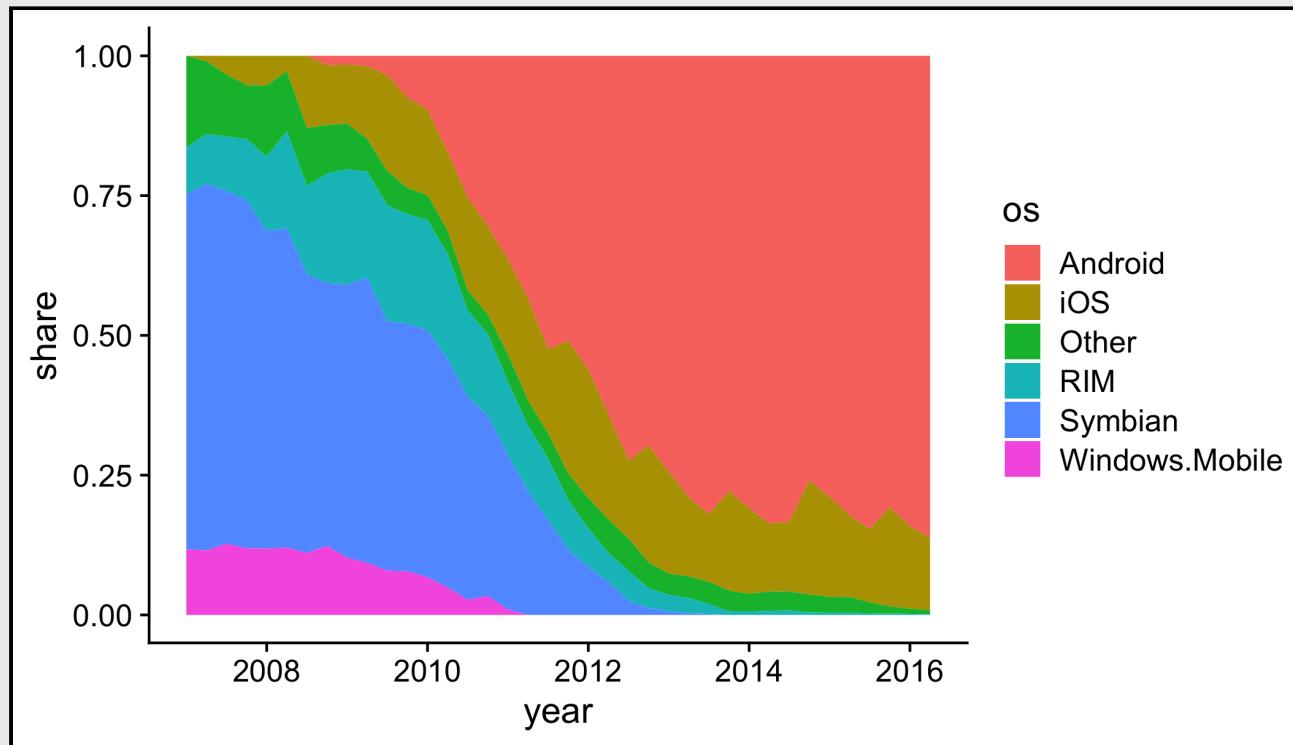
Stacked bars are rarely a good idea



"Parallel coordinates" plot usually works better



Exception: When you care about the *total* more than the categories

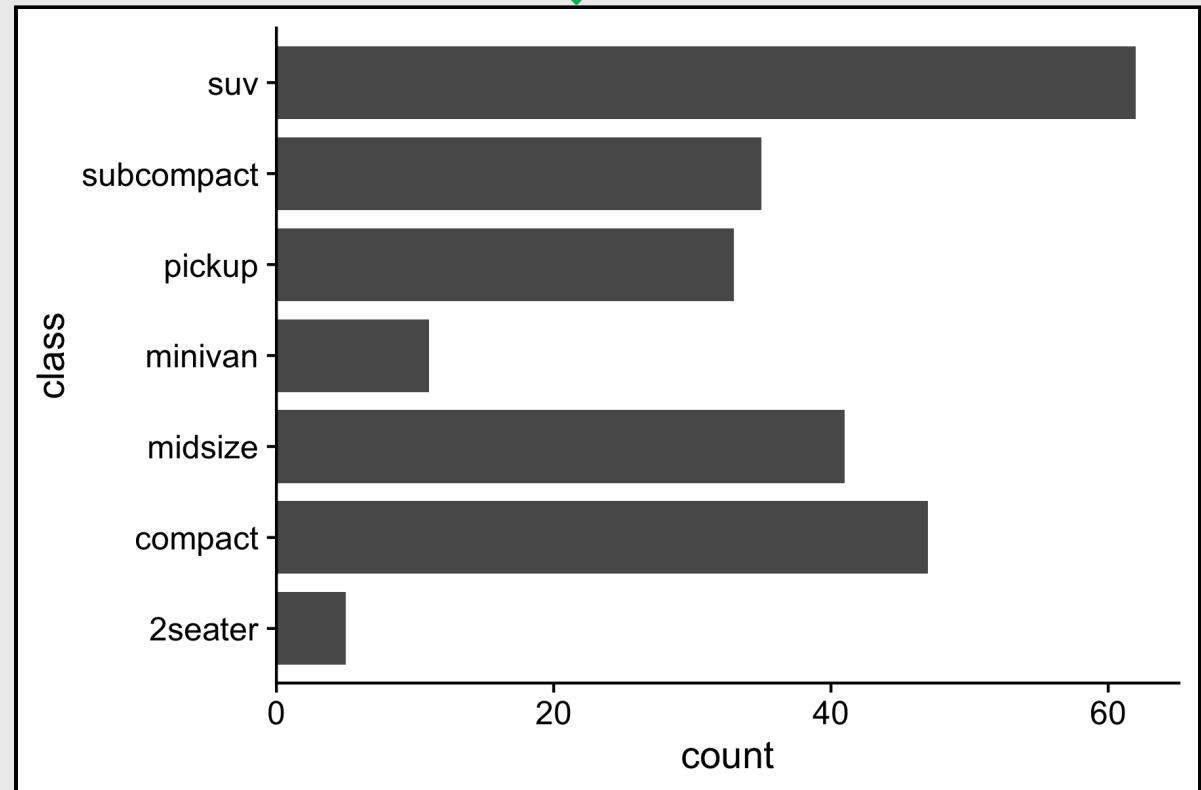
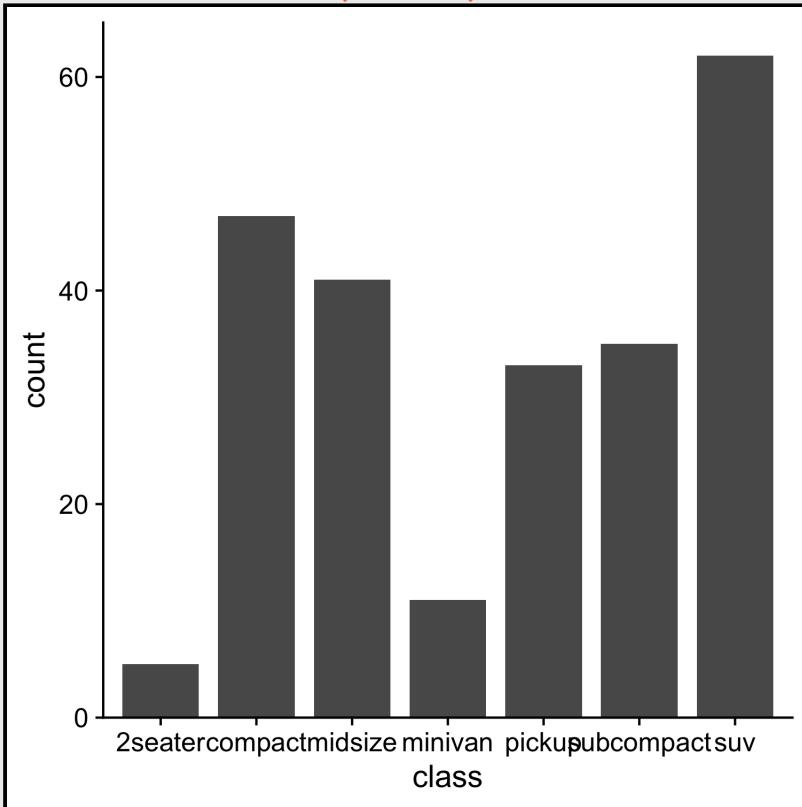


10 Data Viz Best Practices

1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

*most of the time

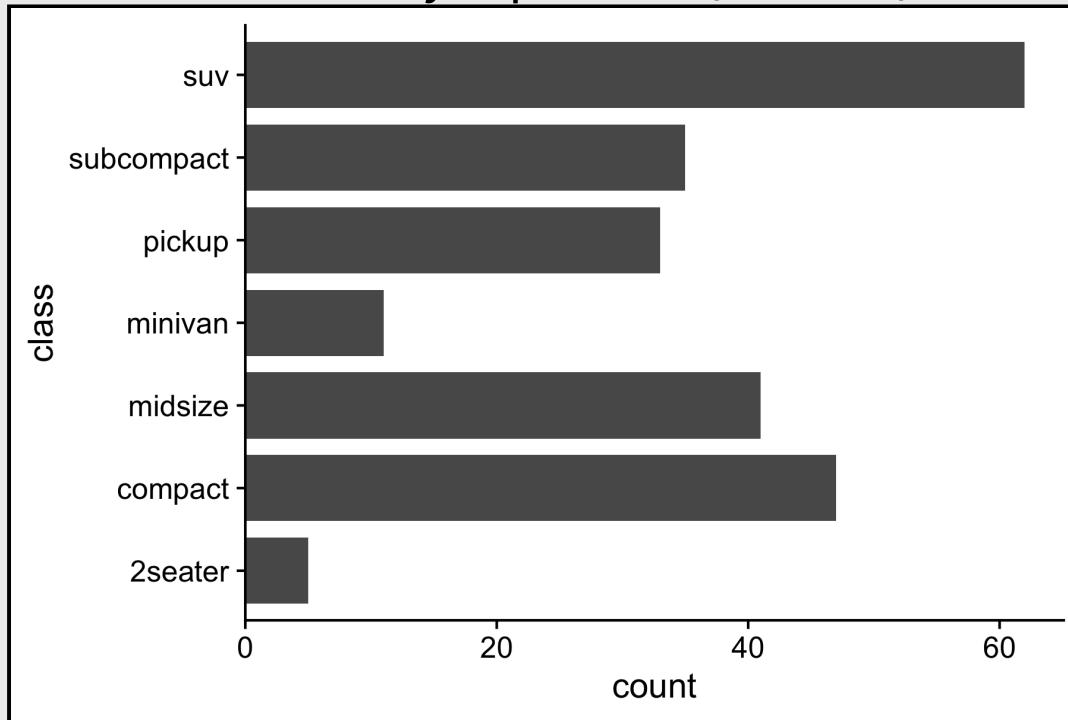
Rotate axes if you can't read them



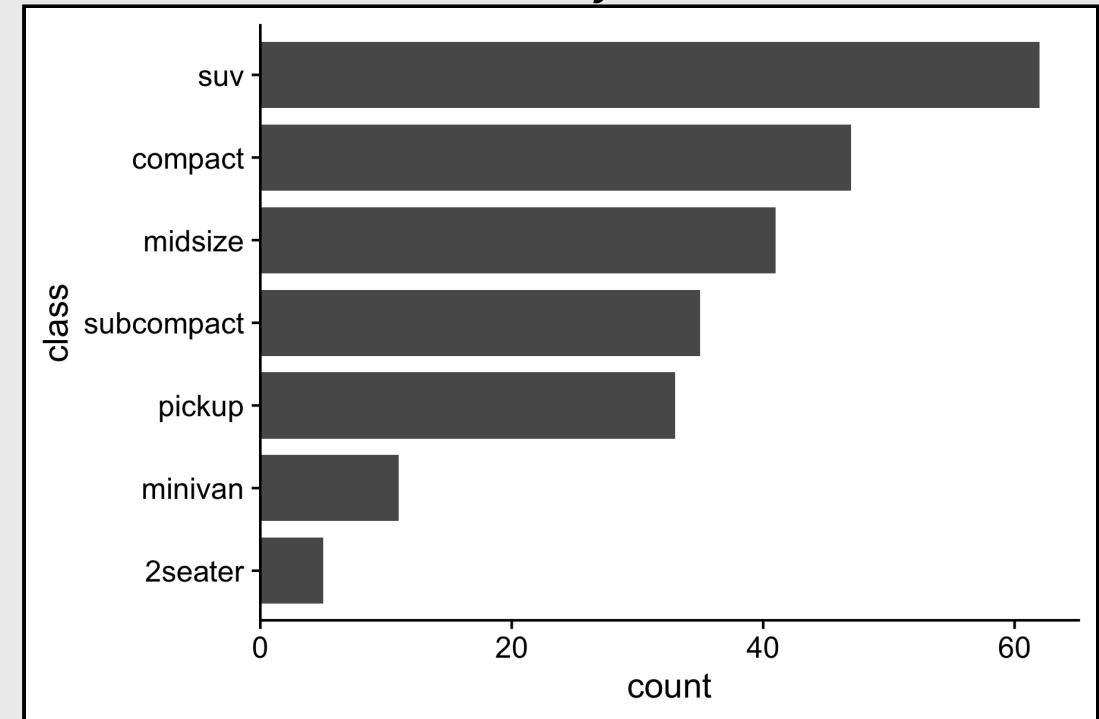
Default order is almost always wrong



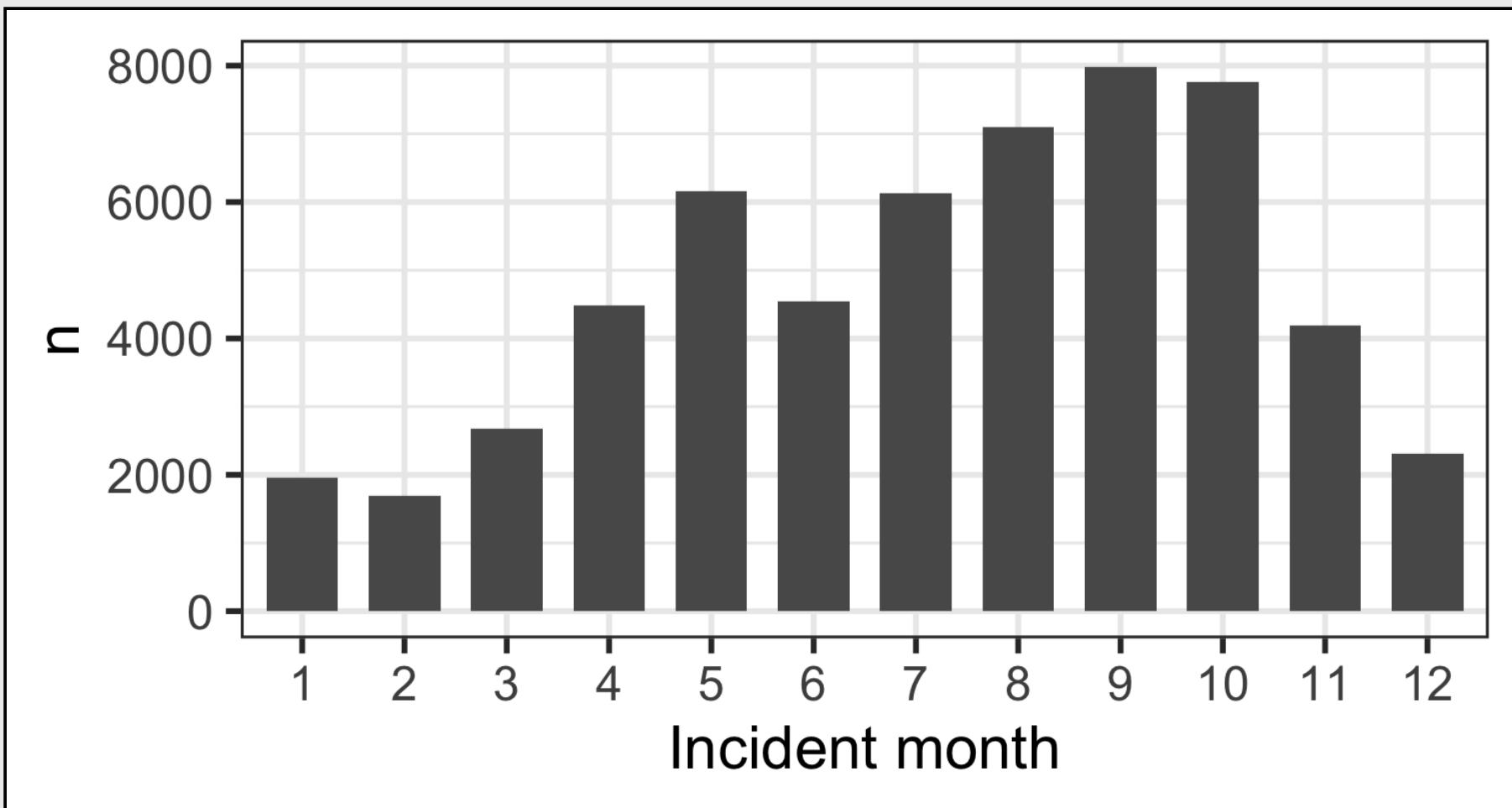
Ordered by alphabet (default)



Ordered by count



Exception: Ordinal variables

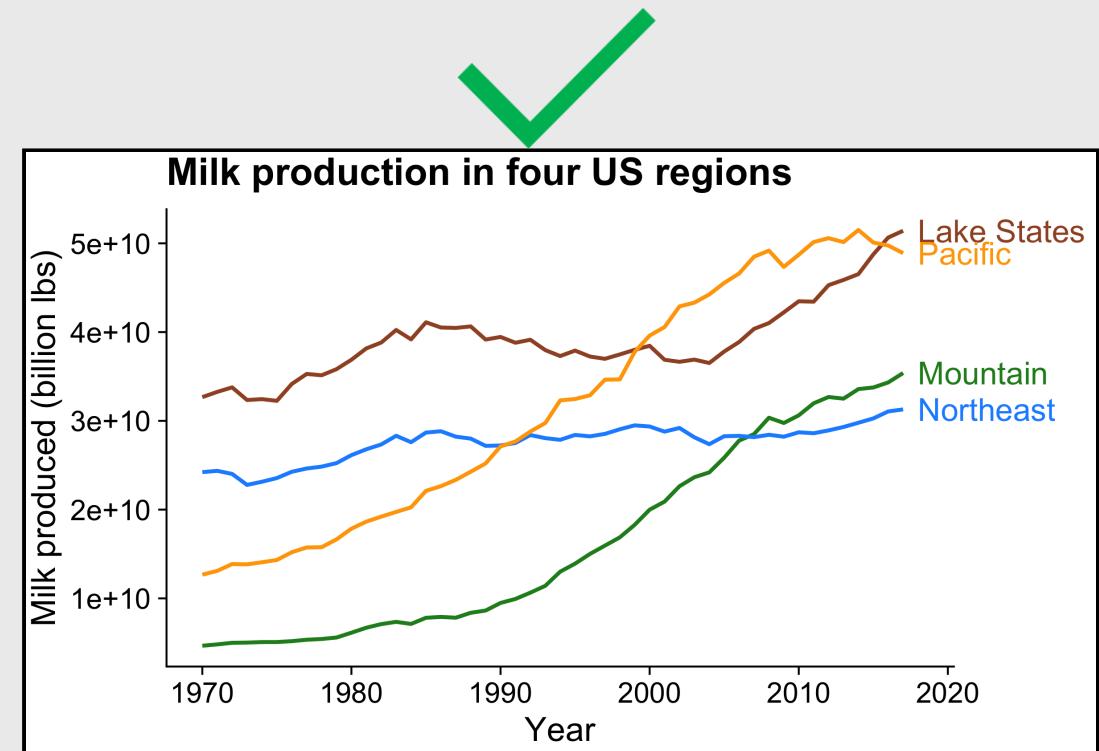
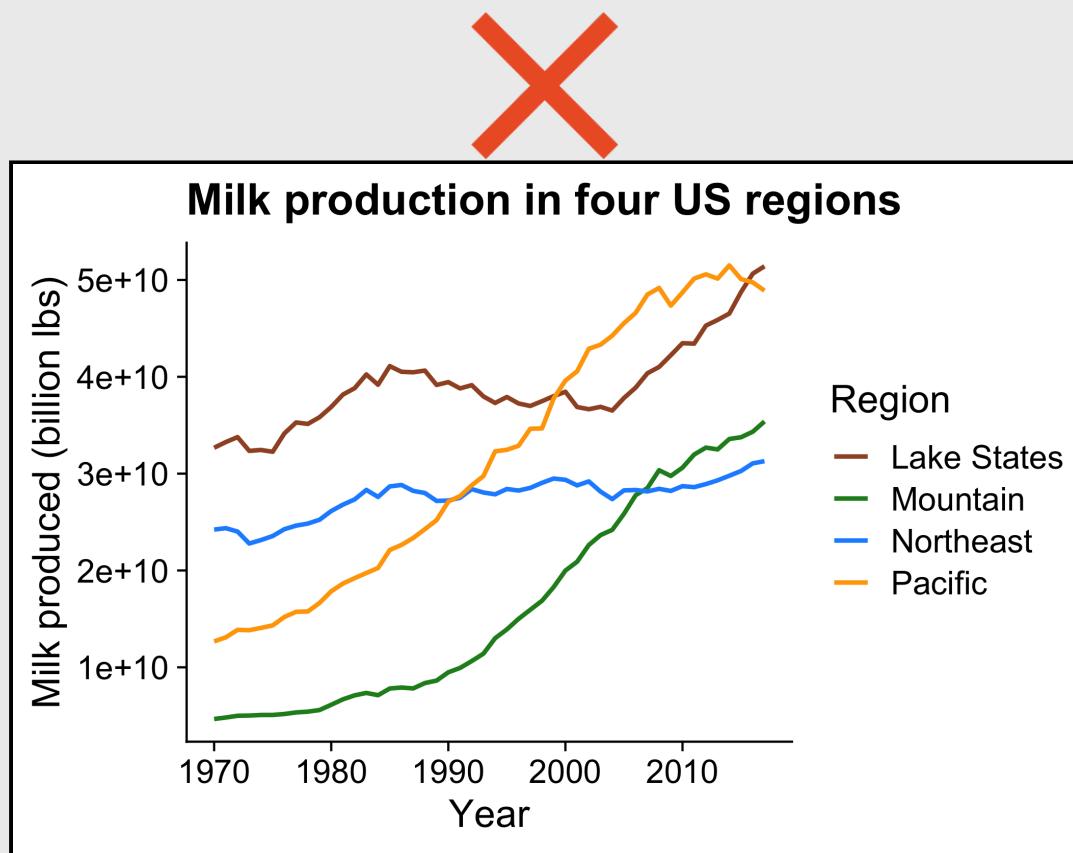


10 Data Viz Best Practices

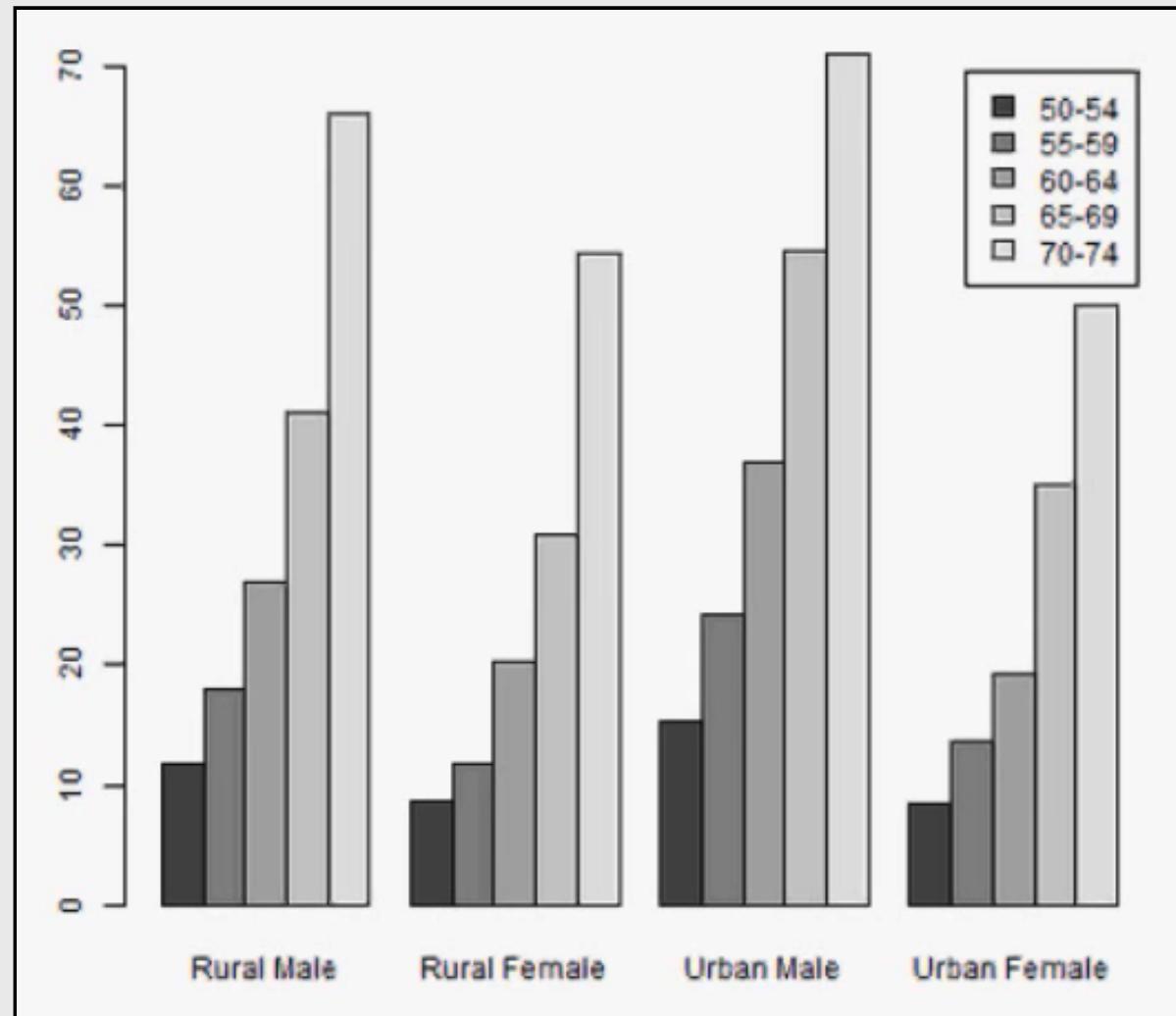
1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

*most of the time

Directly label geoms



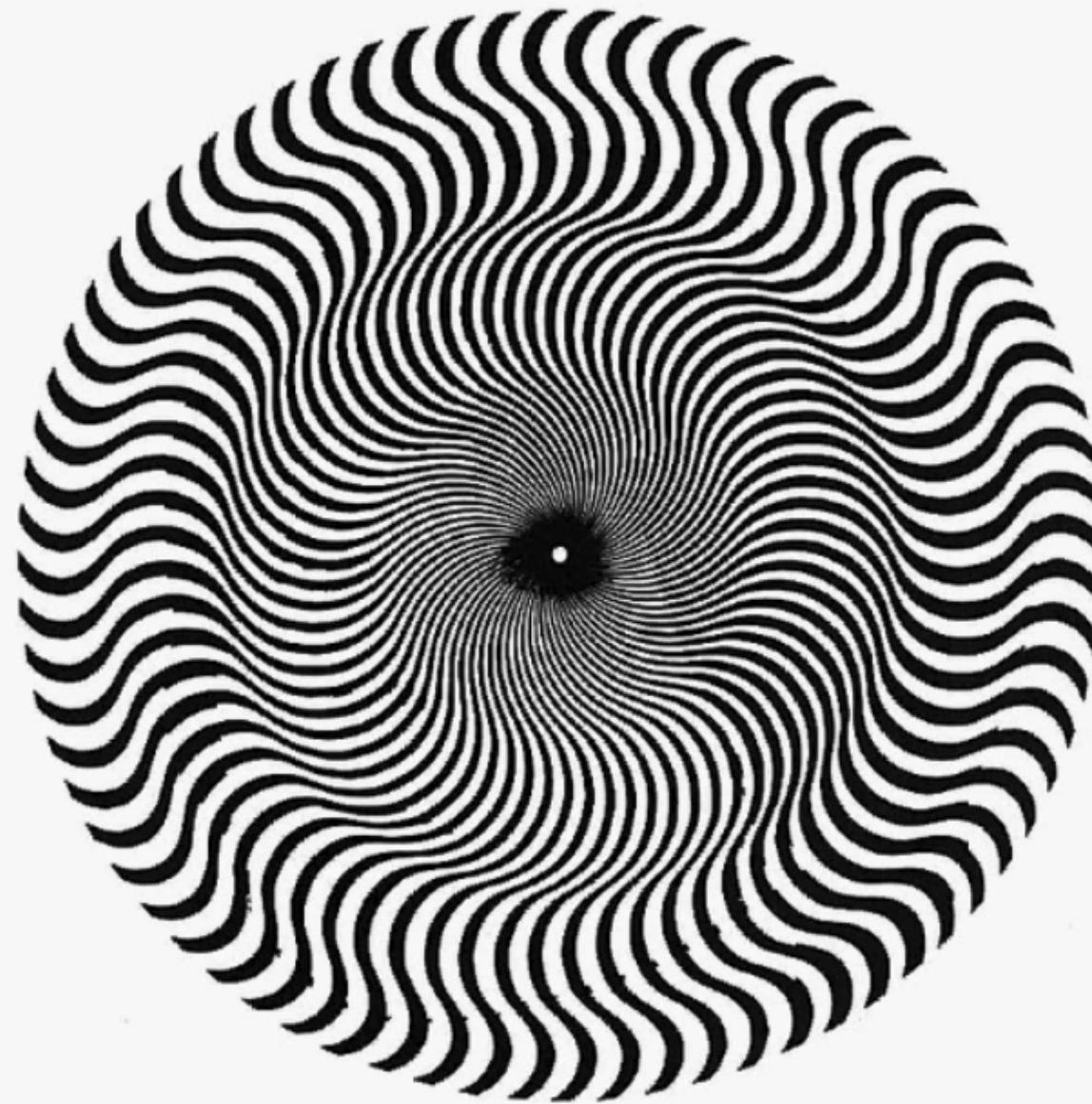
Exception: When you have repeated categories

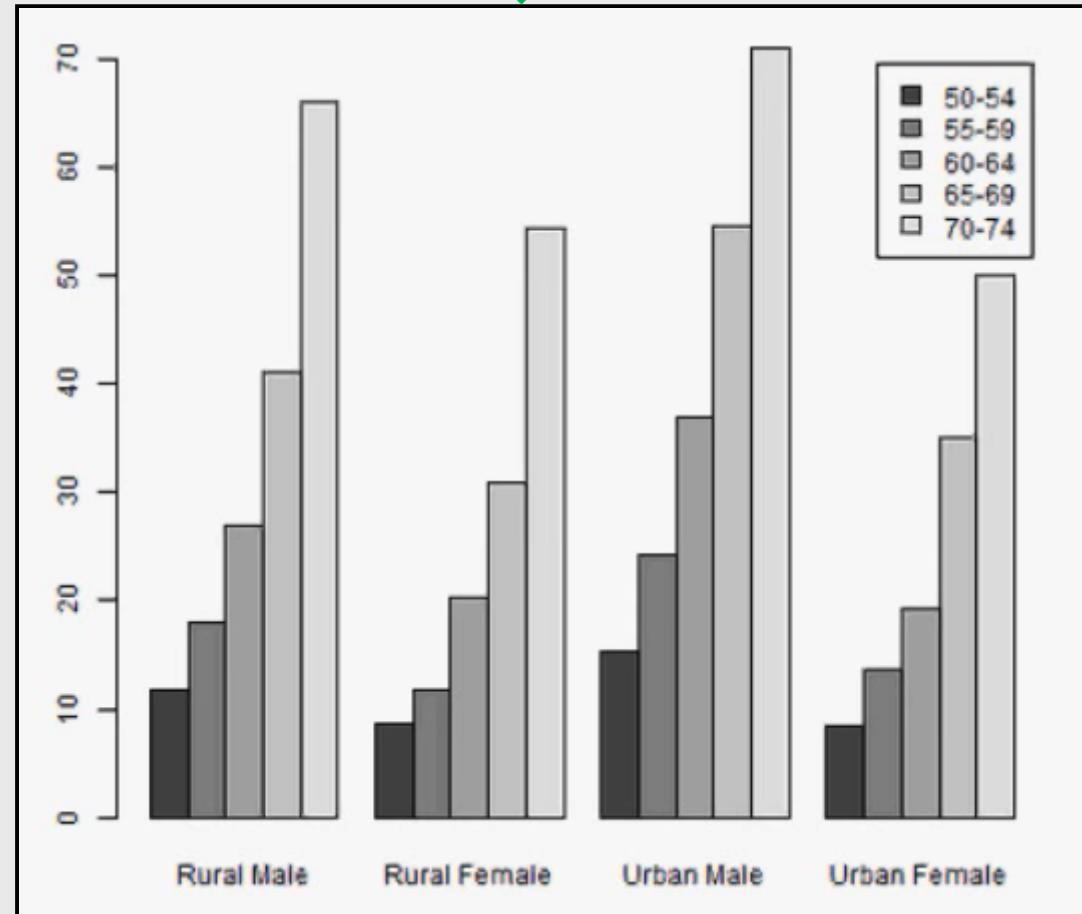
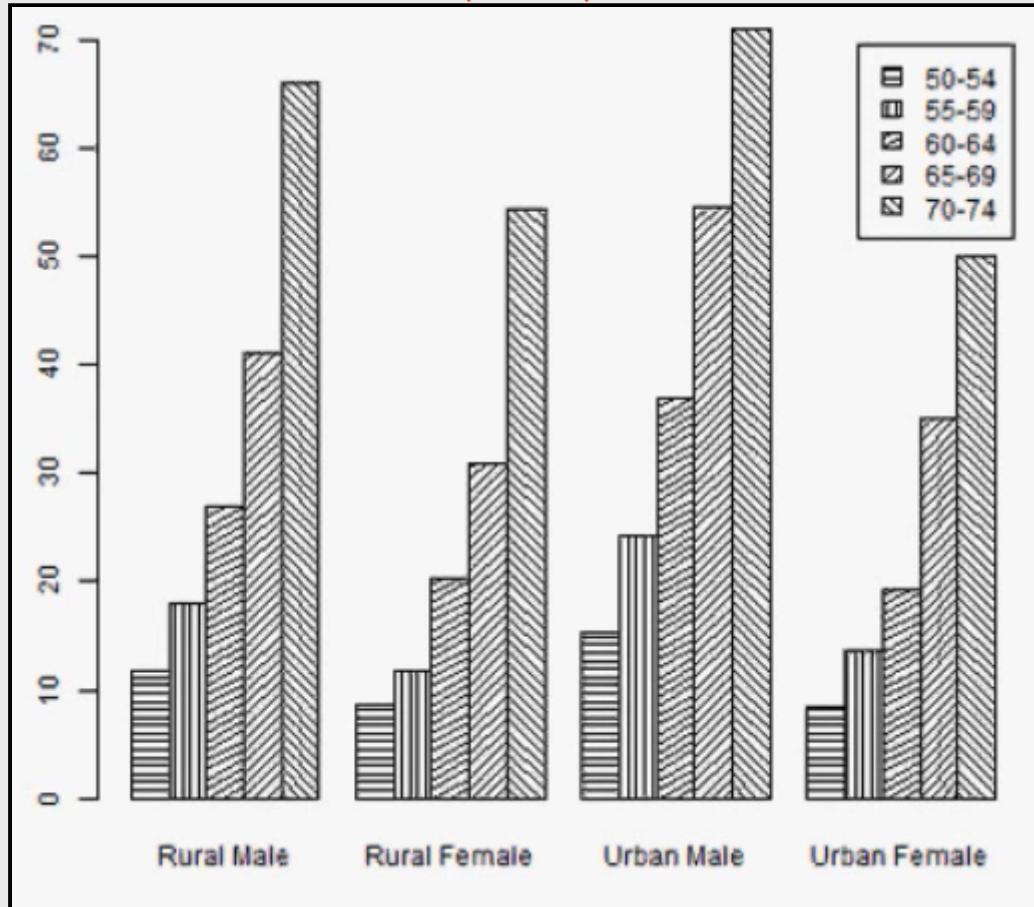


10 Data Viz Best Practices

1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. **Don't use pattern fills**
9. Don't use red & green together
10. Consider tables for small data sets

*most of the time



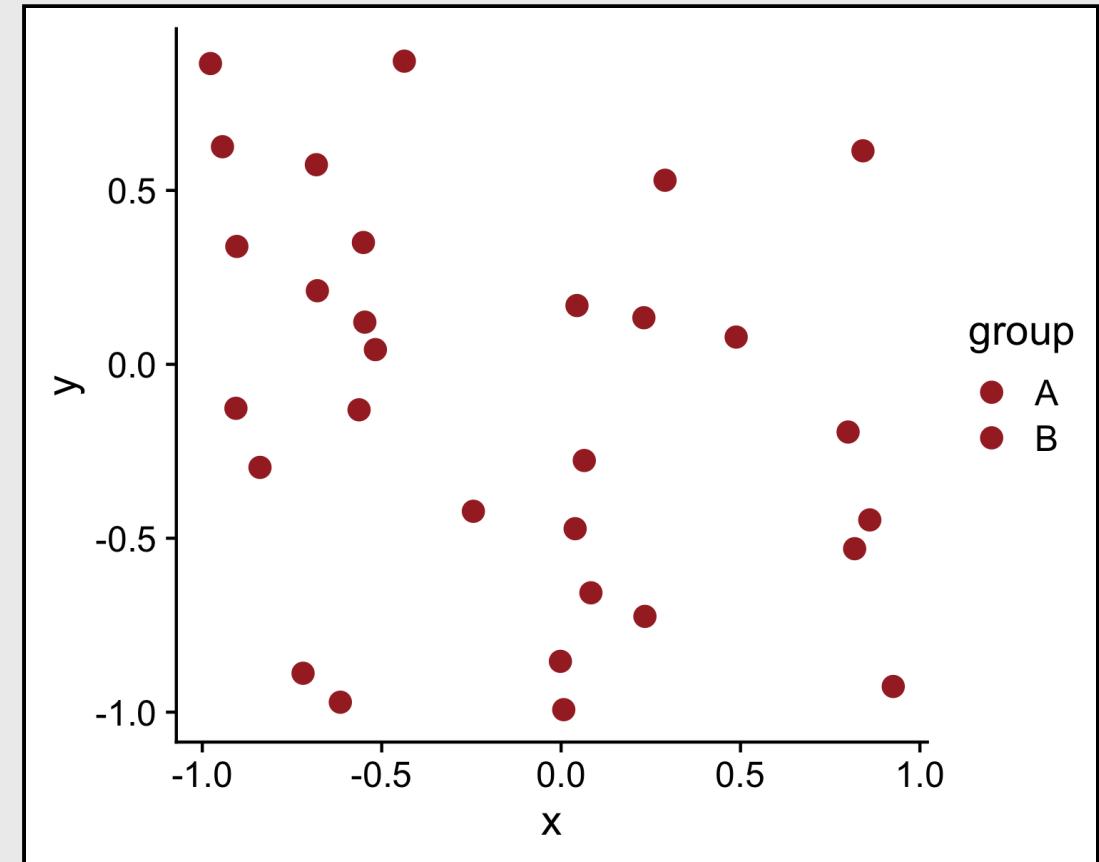
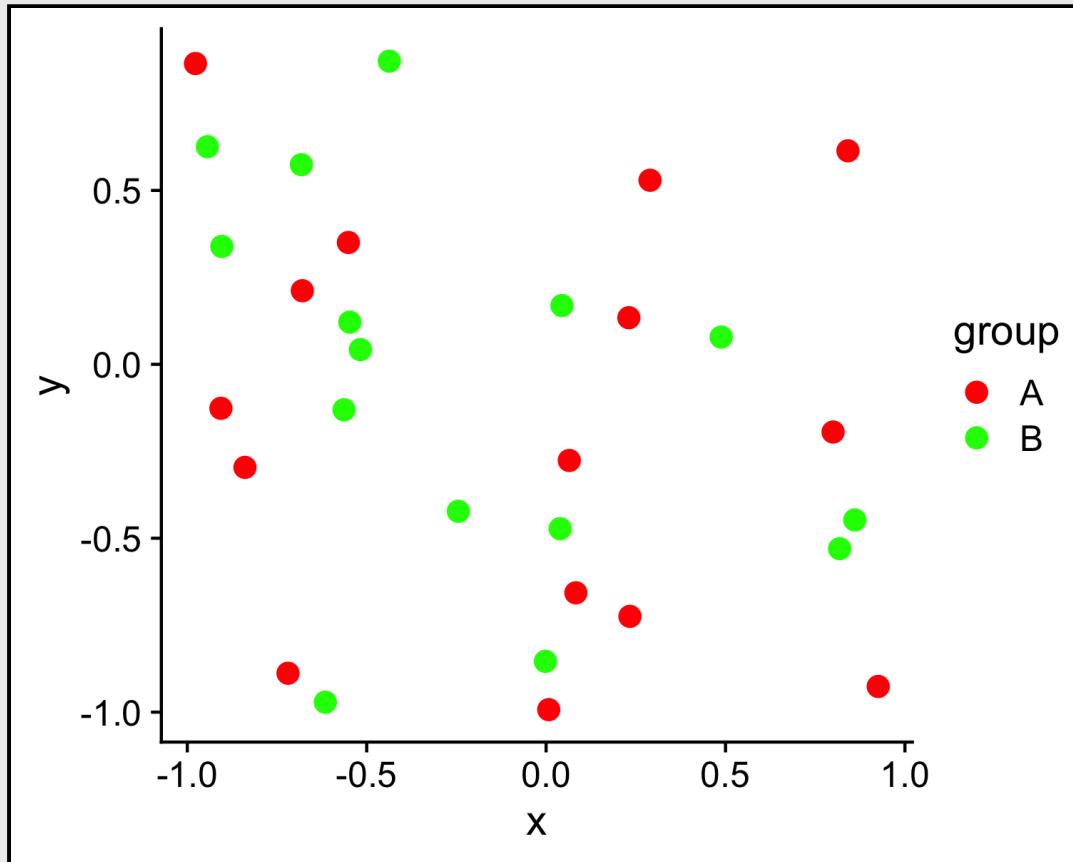


10 Data Viz Best Practices

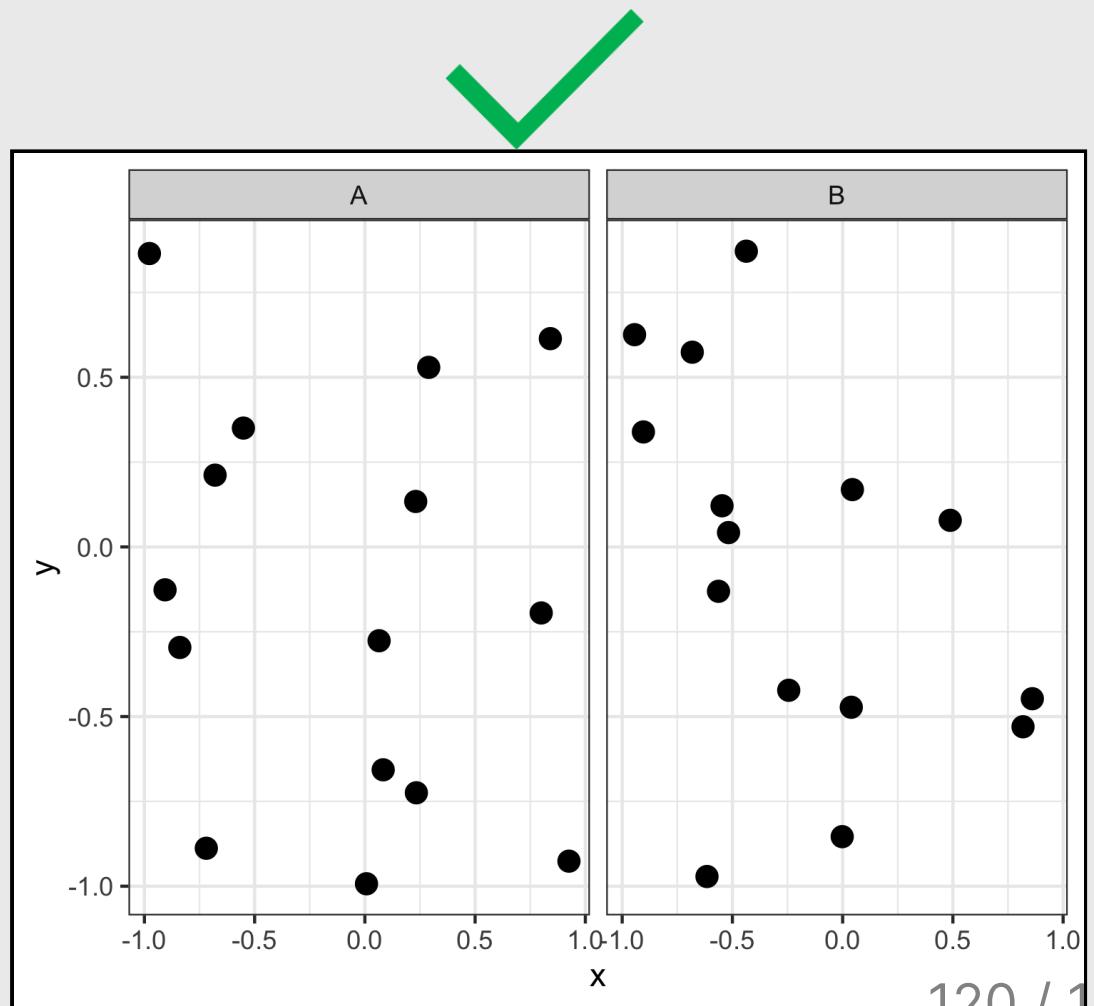
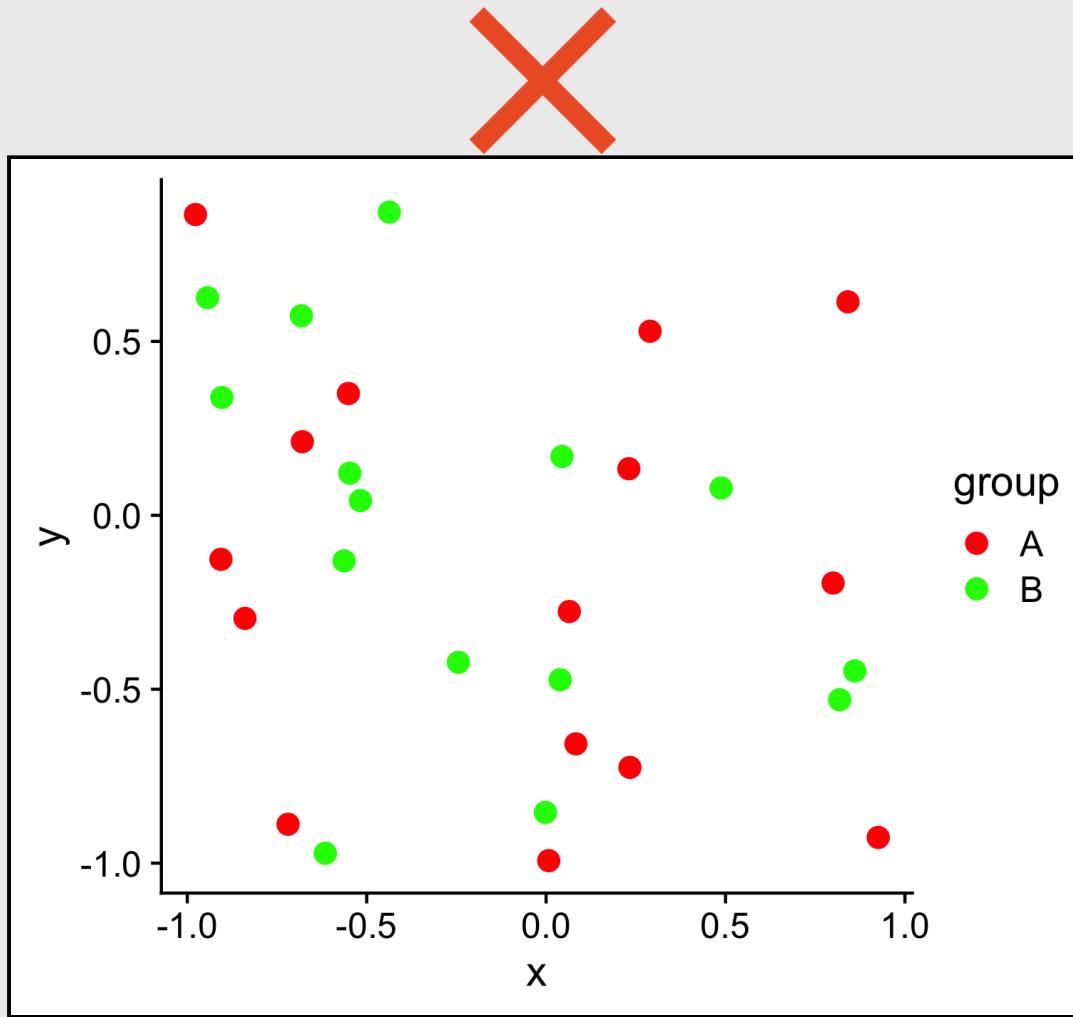
1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. **Don't use red & green together**
10. Consider tables for small data sets

*most of the time

10% of males and 1% of females are color blind



Facets can be used to avoid color altogether



10 Data Viz Best Practices

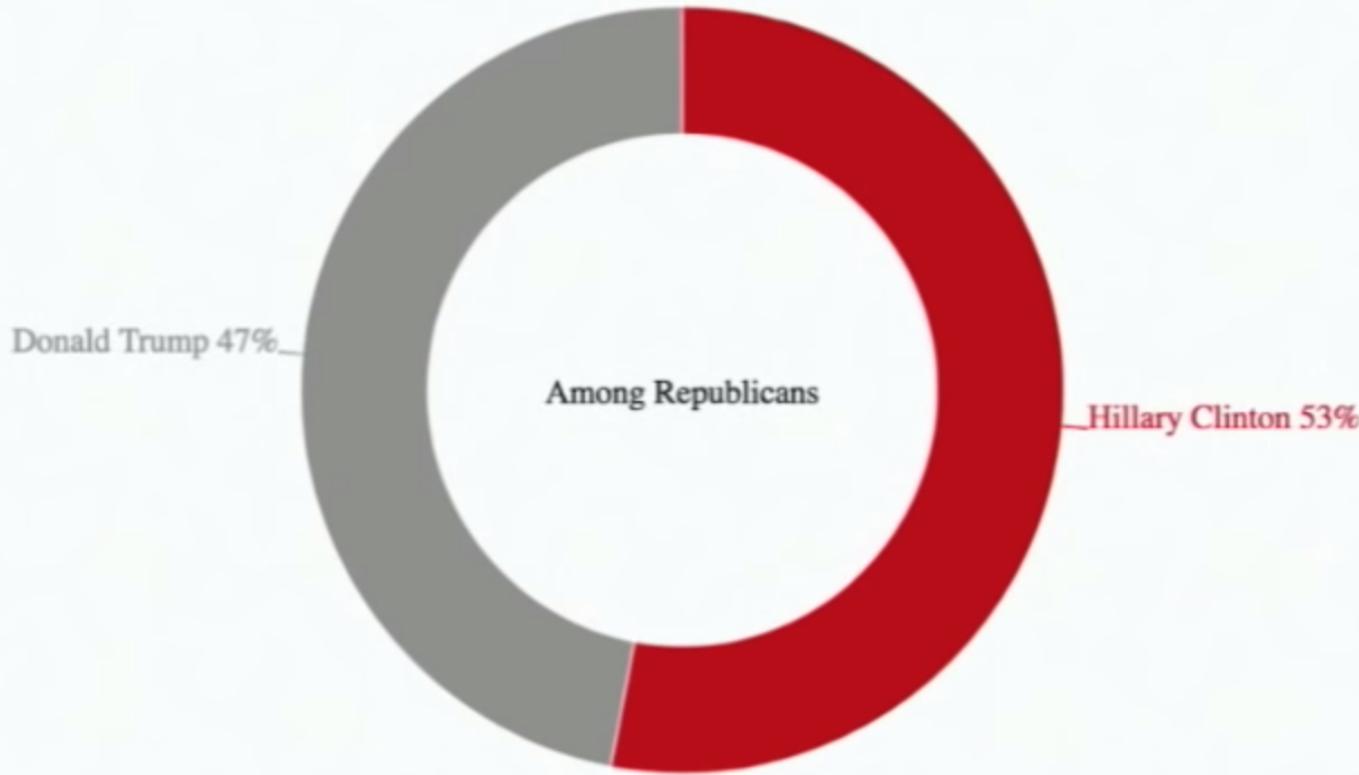
1. Remove chart chunk
2. Don't make 3D plots*
3. Don't lie
4. Don't use pie charts for proportions*
5. Don't stack bars*
6. Rotate and sort categorical axes*
7. Eliminate legends & directly label geoms*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

*most of the time

Who do you think did a better job in tonight's debate?

Among Republicans

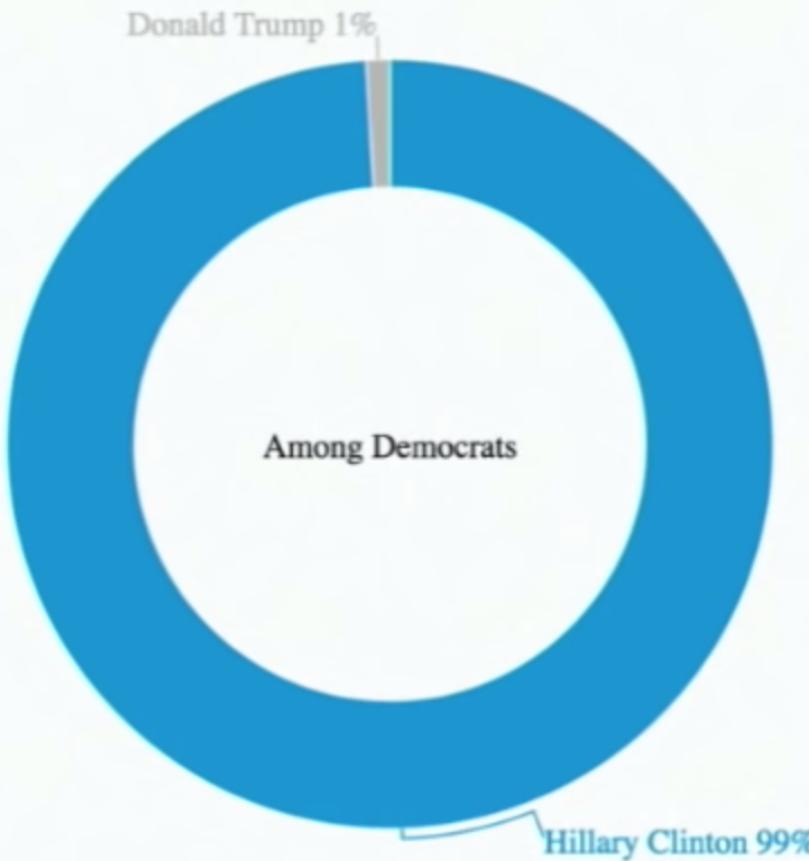
Among Democrats



Who do you think did a better job in tonight's debate?

Among Republicans

Among Democrats



Who do you think did a better job in tonight's debate?

	Clinton	Trump
Among Democrats	99%	1%
Among Republicans	53%	47%

References:

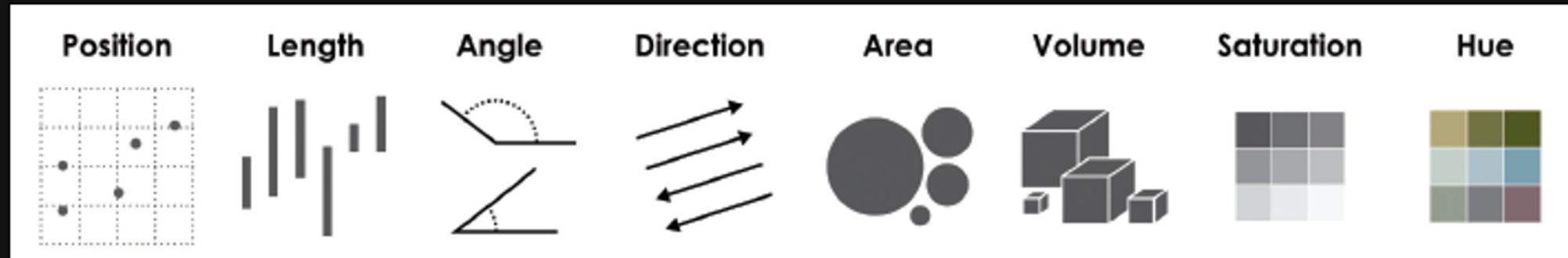
- Data Viz "Cheat Sheet"
- Data Viz Reference Page

10:00

Your turn - go [here](#)

For your "bad" visualization:

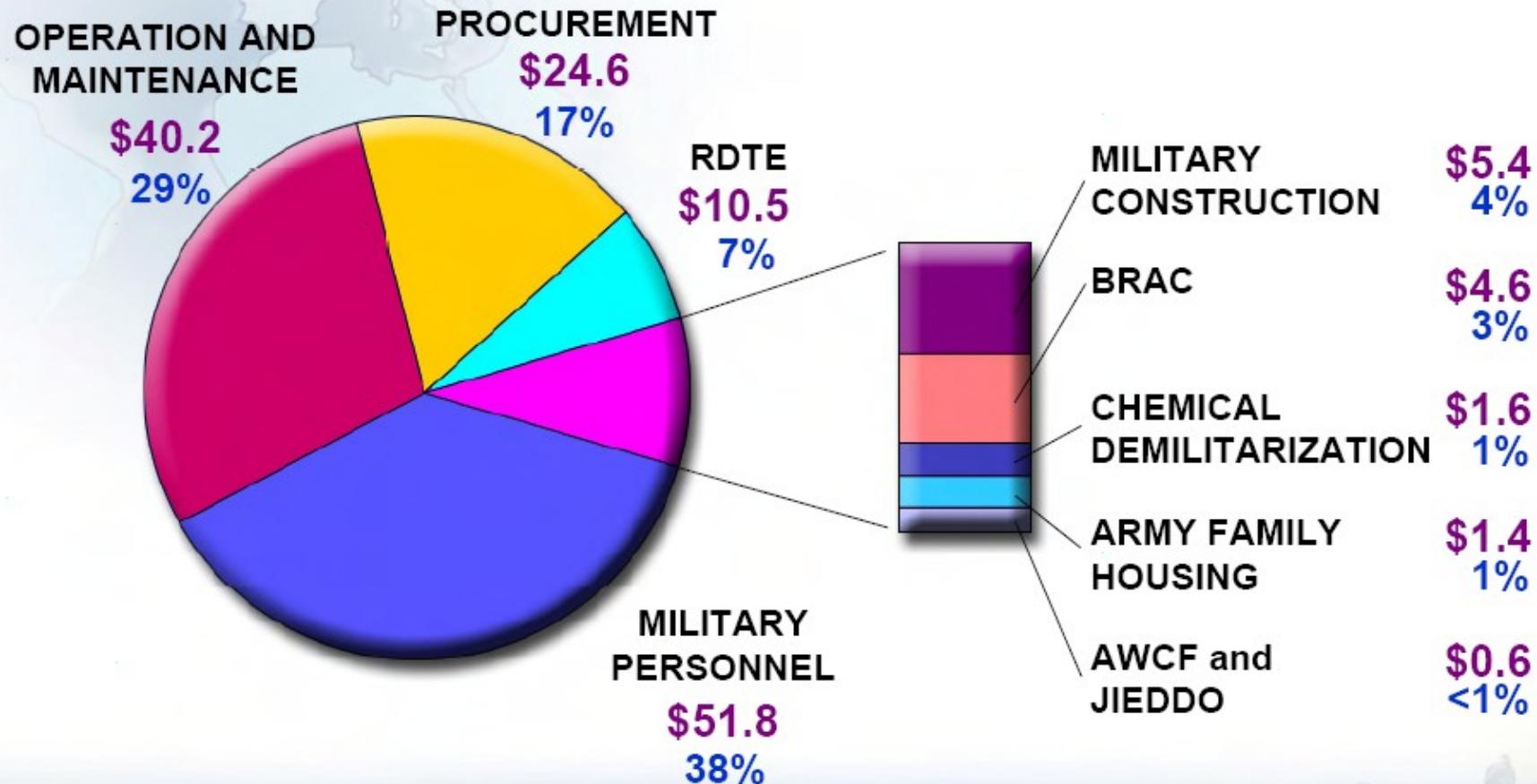
- 1) Identify where the graphic falls on Cleveland's pattern recognition hierarchy

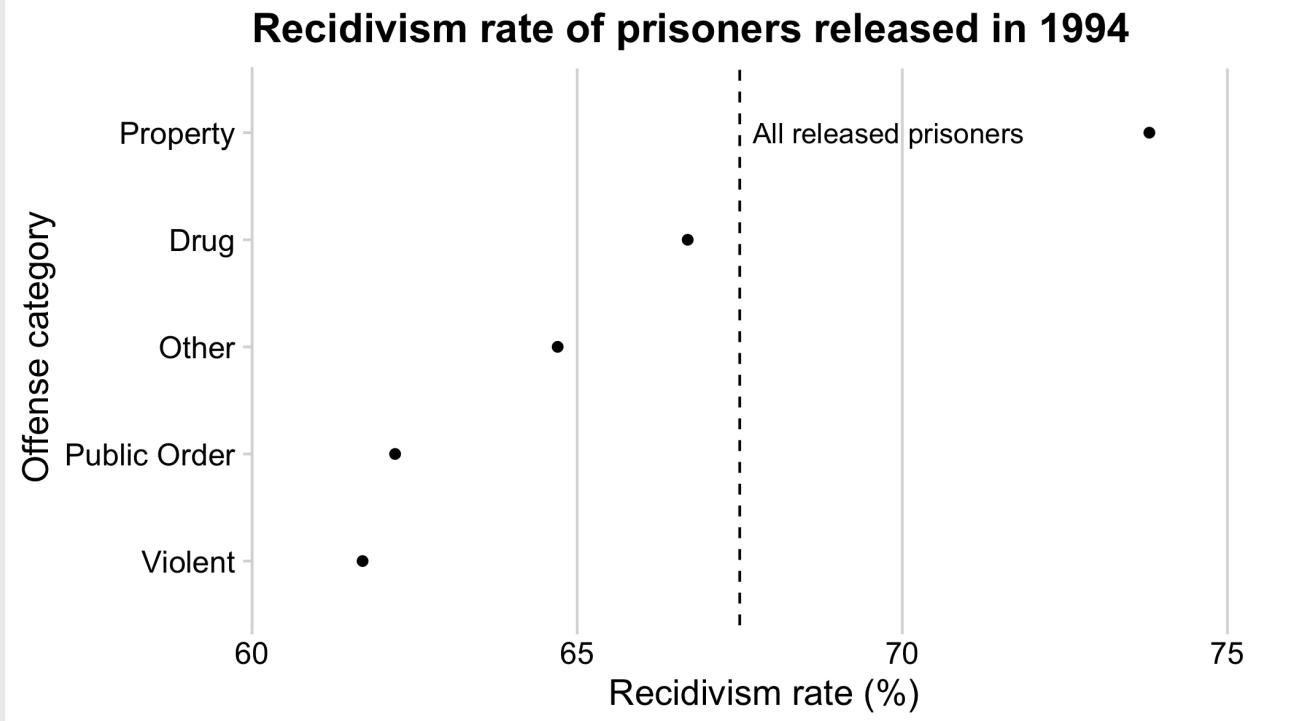
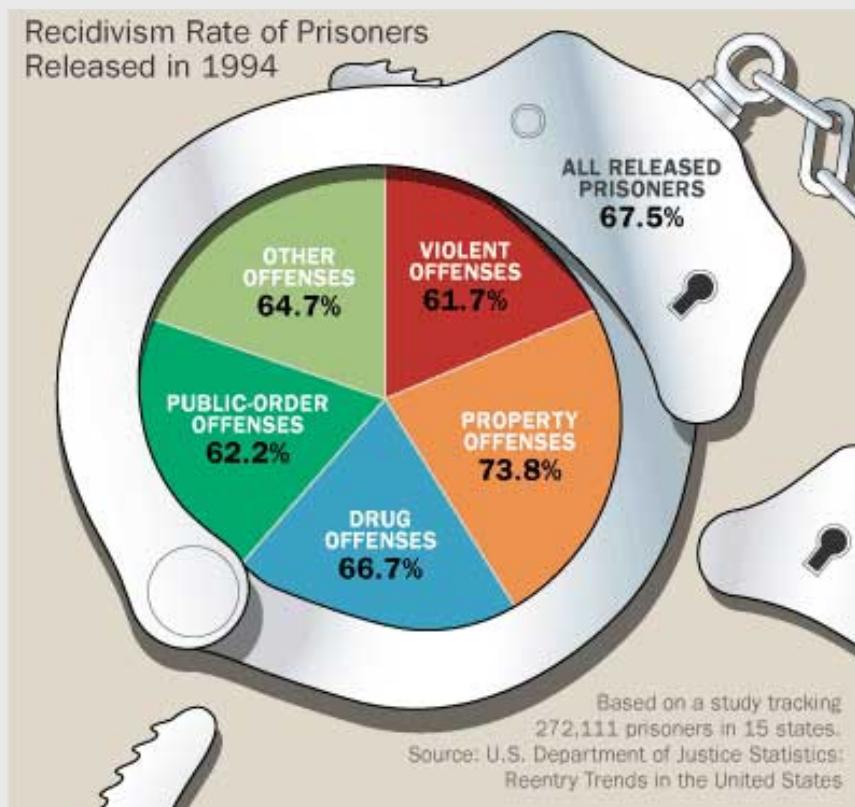


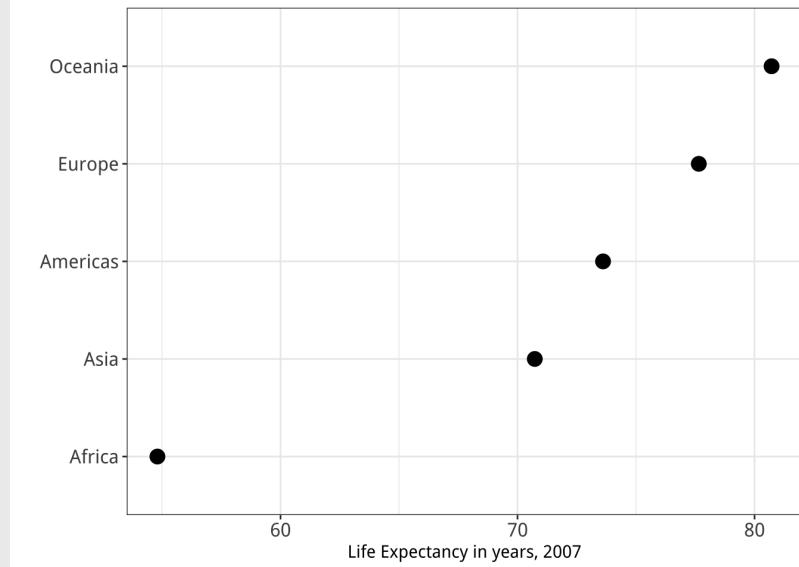
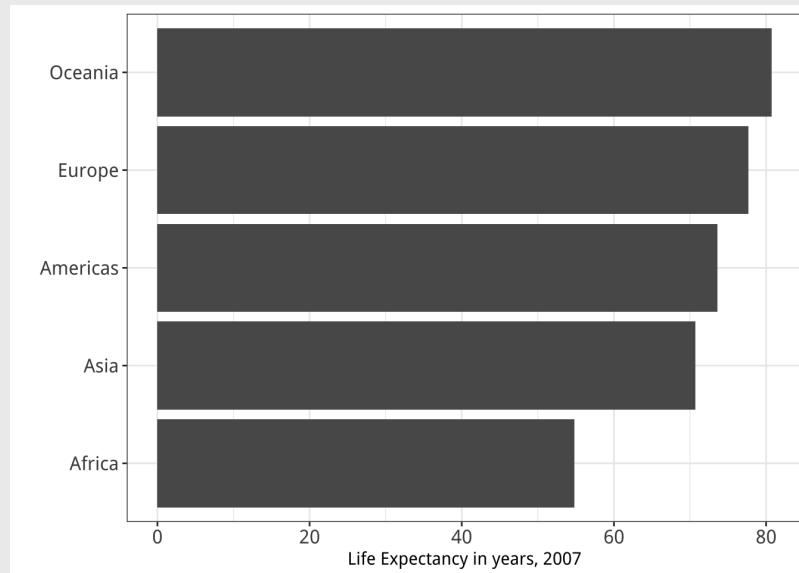
- 2) Any design rules that are broken
- 3) Suggest at least two improvements



FY09 Obligation Authority

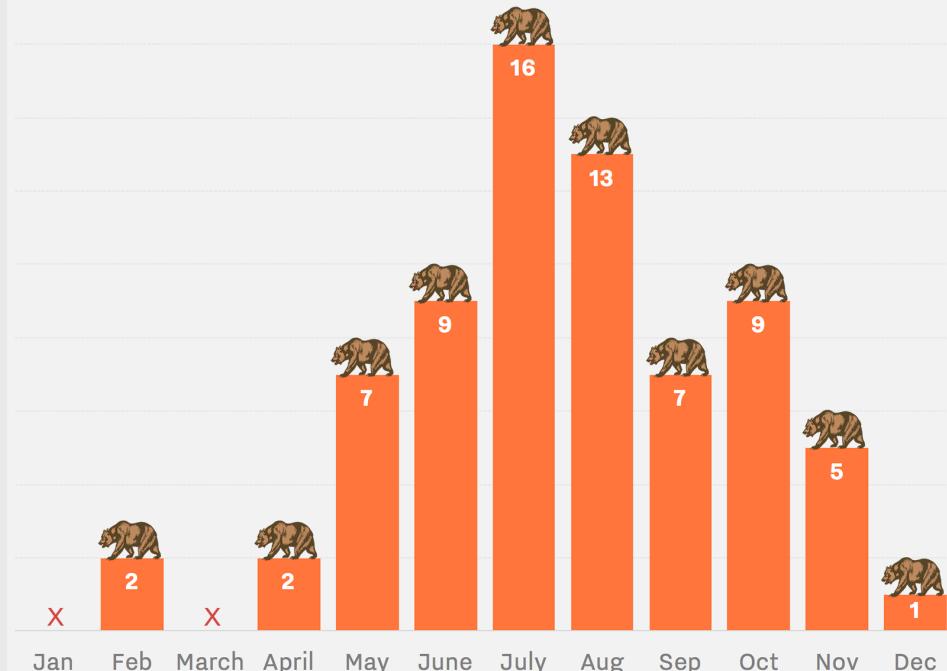






Most fatal bear attacks occur in July and August

Total fatal bear attacks (grizzly, black, and polar), 1900 to present



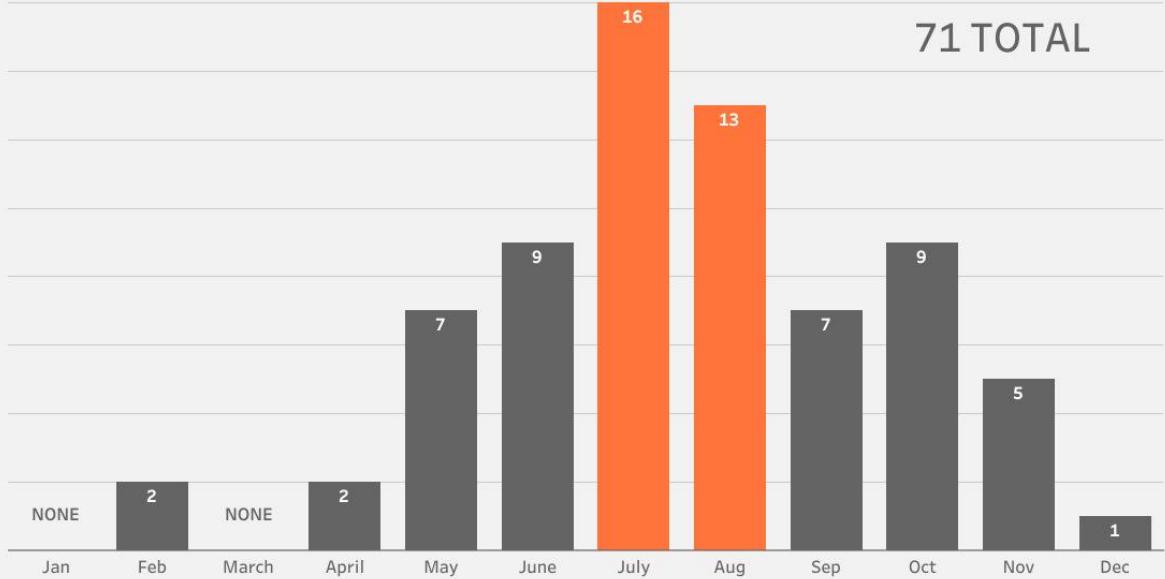
Source: News archives, Wikipedia

Vox

BEAR ATTACKS IN U.S. PARKS & WILDERNESS AREAS

Most fatal bear attacks occur in July and August

Total fatal bear attacks by grizzly, black and polar bears from 1900 to present



Source: News archives, Wikipedia (as of 10/2016)

Created by Jeffrey A. Shaffer | MakeoverMonday 2019WK21

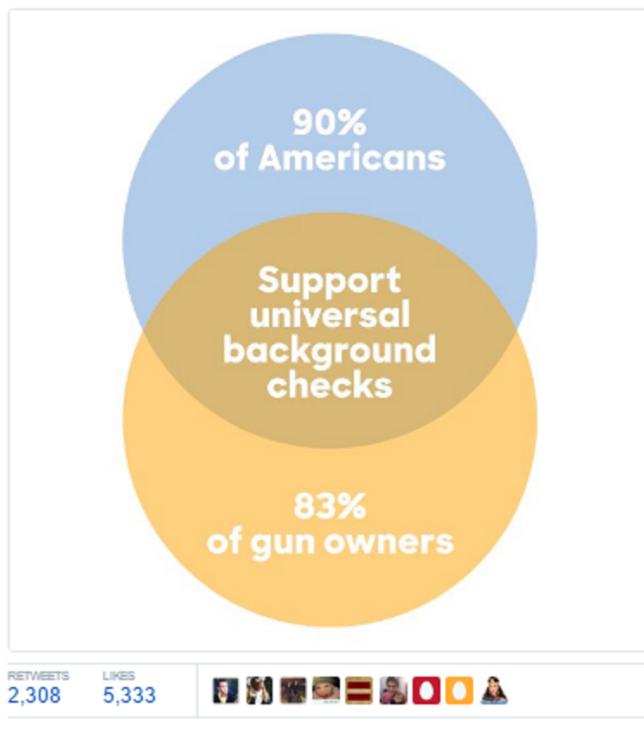


Dear Congress,

Let's get this done.

Thanks,

The vast majority of Americans

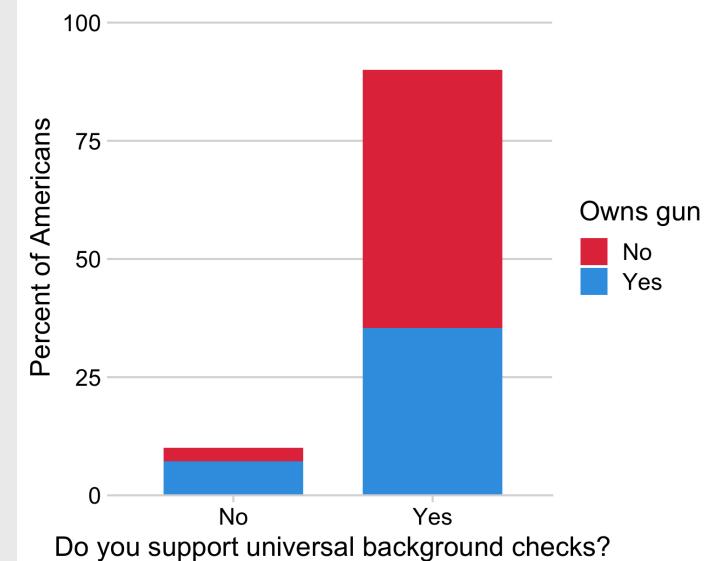


Follow

People who know
how to make
Venn Diagrams

Hillary's graphic
design staff

The vast majority of Americans support universal background checks, including gun owners



Week 5: *Visualizing Information*

1. The Human Visual-Memory System

2. The Psychology of Data Viz

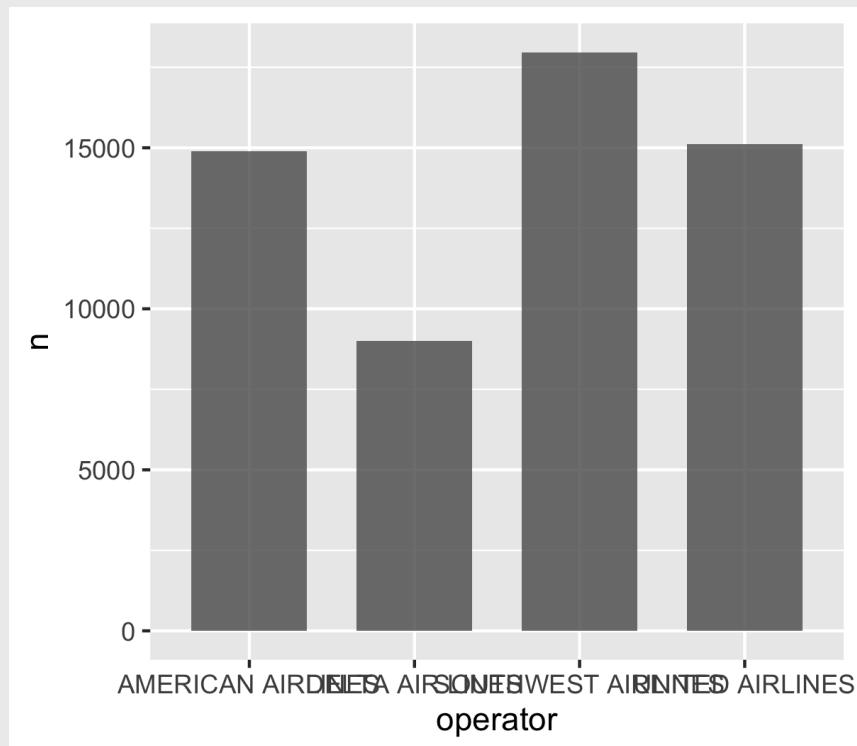
BREAK

3. 10 Data Viz Best Practices

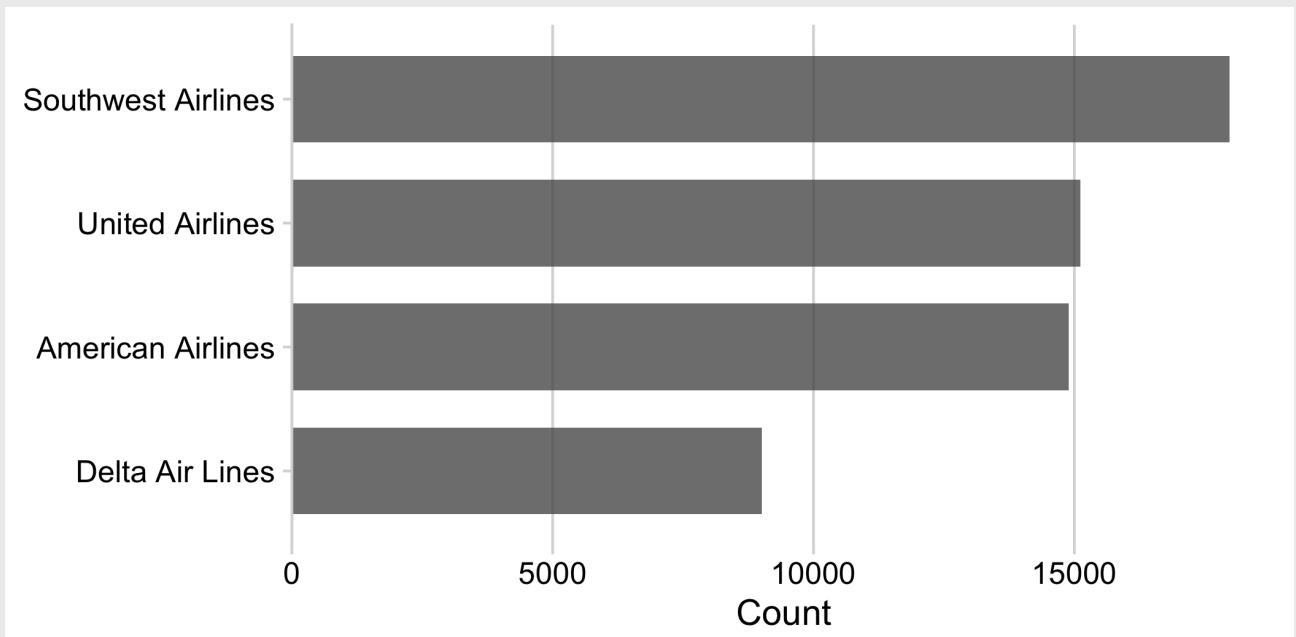
4. Making a (good) ggplot

Making a (good) ggplot

Before:



After:



Making a (good) ggplot

1. Format data frame
2. Add geoms
3. Flip coordinates?
4. Reorder factors?
5. Adjust scales
6. Adjust theme
7. Annotate

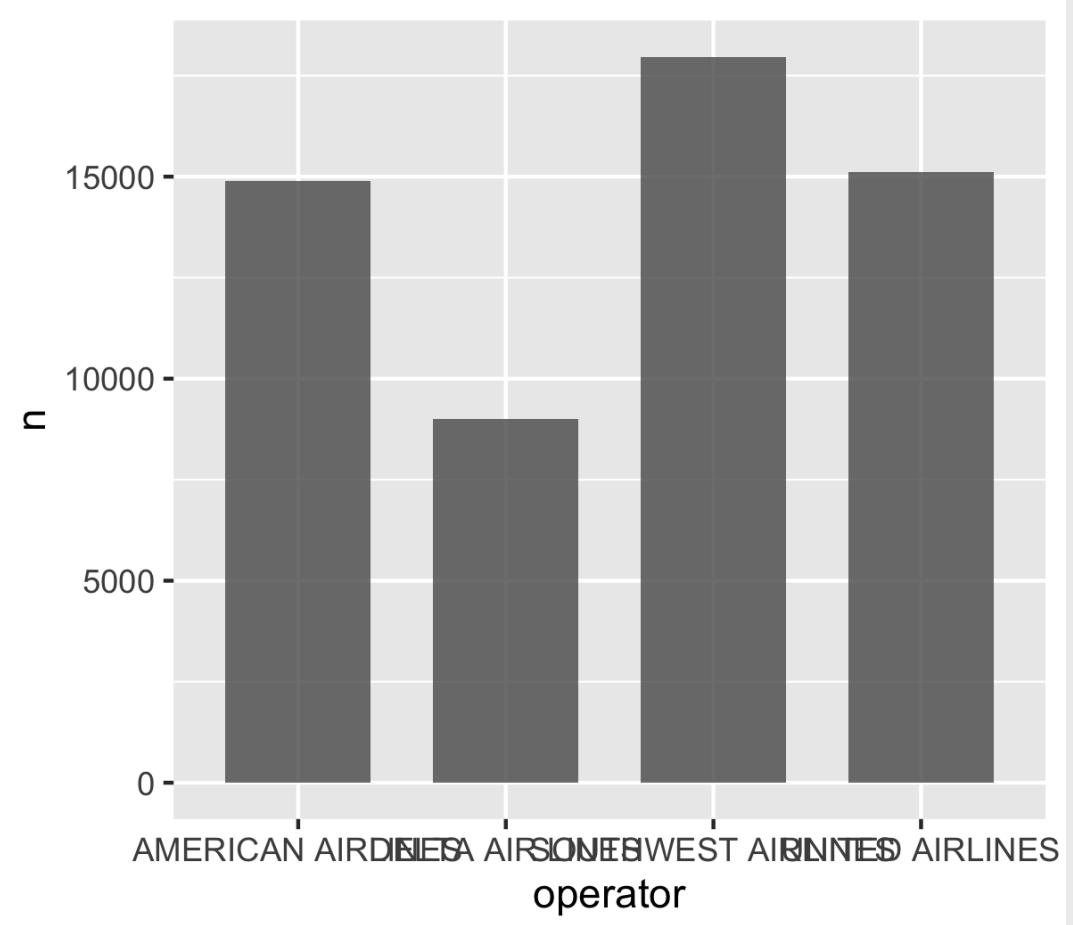
1) Format data frame

```
# Format the data frame  
wildlife_impacts %>%  
  count(operator)
```

```
#> # A tibble: 4 x 2  
#>   operator          n  
#>   <chr>        <int>  
#> 1 AMERICAN AIRLINES 14887  
#> 2 DELTA AIR LINES   9005  
#> 3 SOUTHWEST AIRLINES 17970  
#> 4 UNITED AIRLINES   15116
```

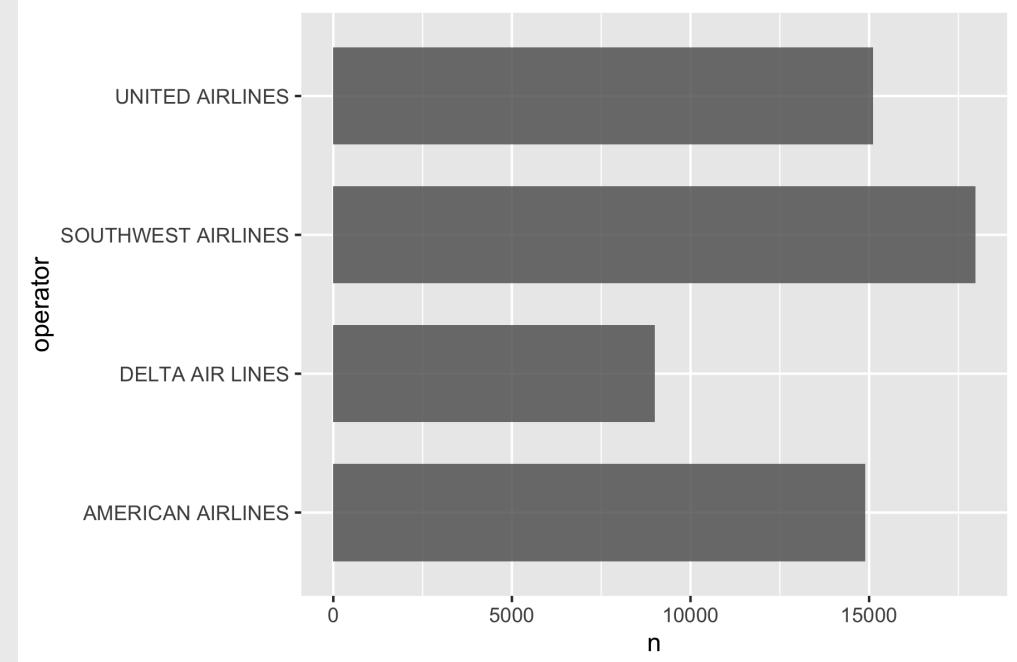
2) Add geoms

```
# Format the data frame  
wildlife_impacts %>%  
  count(operator) %>%  
  
# Add geoms  
ggplot() +  
  geom_col(aes(x = operator, y = n),  
           width = 0.7, alpha = 0.8)
```



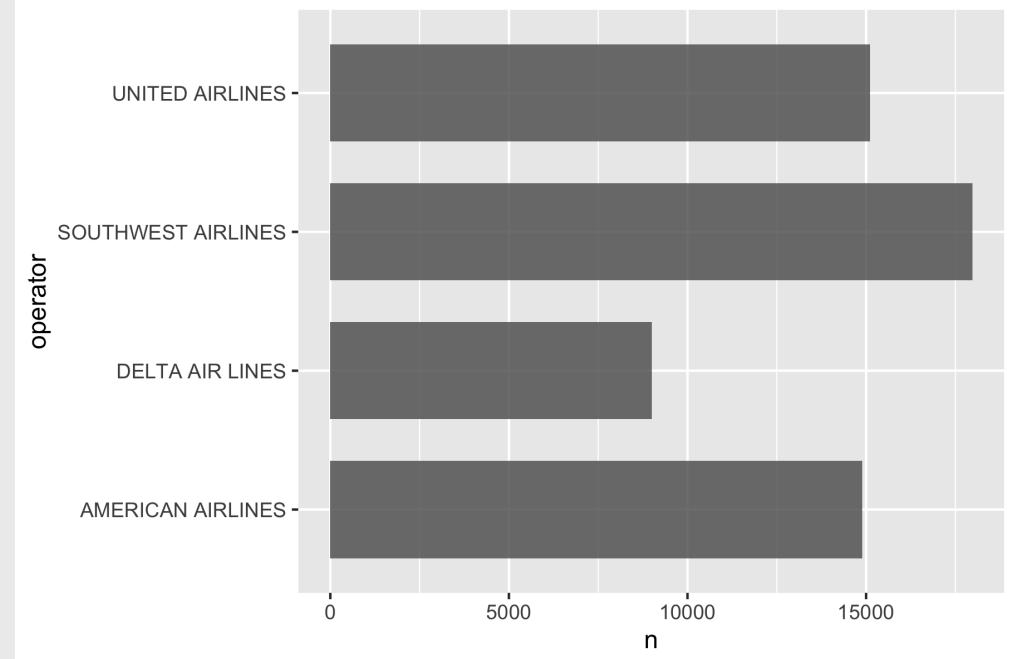
3) Flip coordinates - can you read the labels?

```
# Format the data frame  
wildlife_impacts %>%  
  count(operator) %>%  
  
# Add geoms  
ggplot() +  
  geom_col(aes(x = operator, y = n),  
           width = 0.7, alpha = 0.8) +  
  
# Flip coordinates  
coord_flip()
```



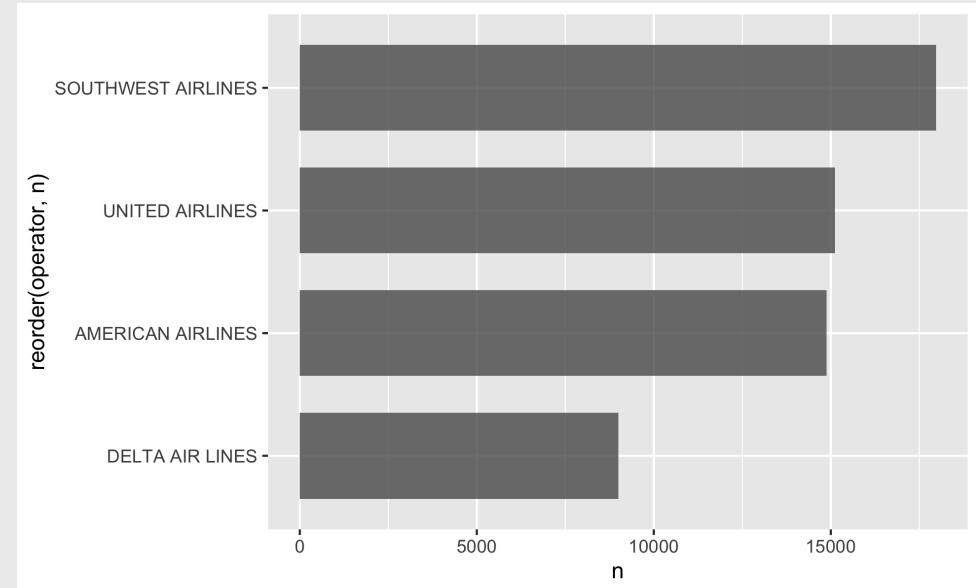
3) Flip coordinates - can you read the labels?

```
# Format the data frame  
wildlife_impacts %>%  
  count(operator) %>%  
  
# Add geoms  
ggplot() +  
  geom_col(aes(x = n, y = operator),  
           width = 0.7, alpha = 0.8)
```



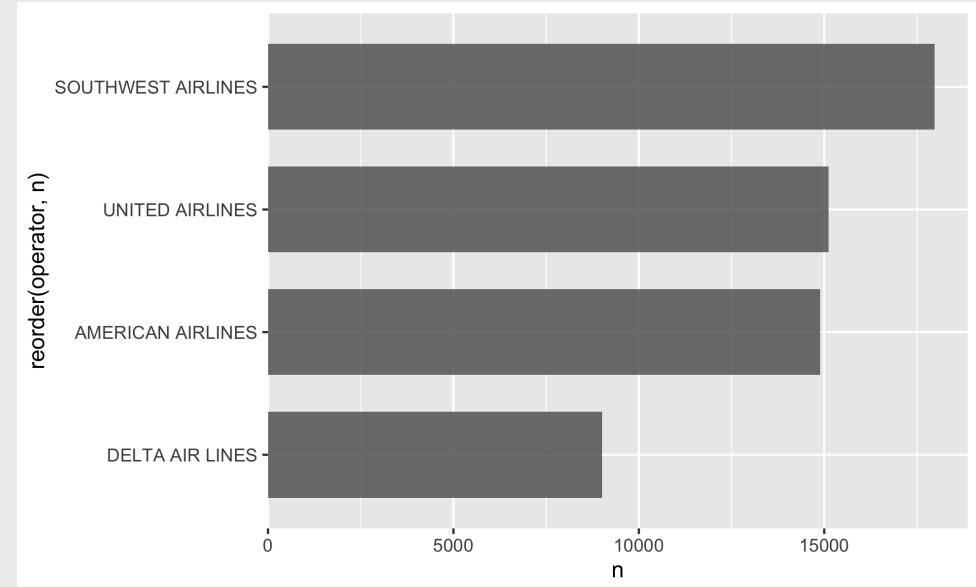
4) Reorder factors with `reorder()`

```
# Format the data frame  
wildlife_impacts %>%  
  count(operator) %>%  
  
# Add geoms  
ggplot() +  
  geom_col(aes(x = n, y = reorder(operator, n)),  
           width = 0.7, alpha = 0.8)
```



5) Adjust scales

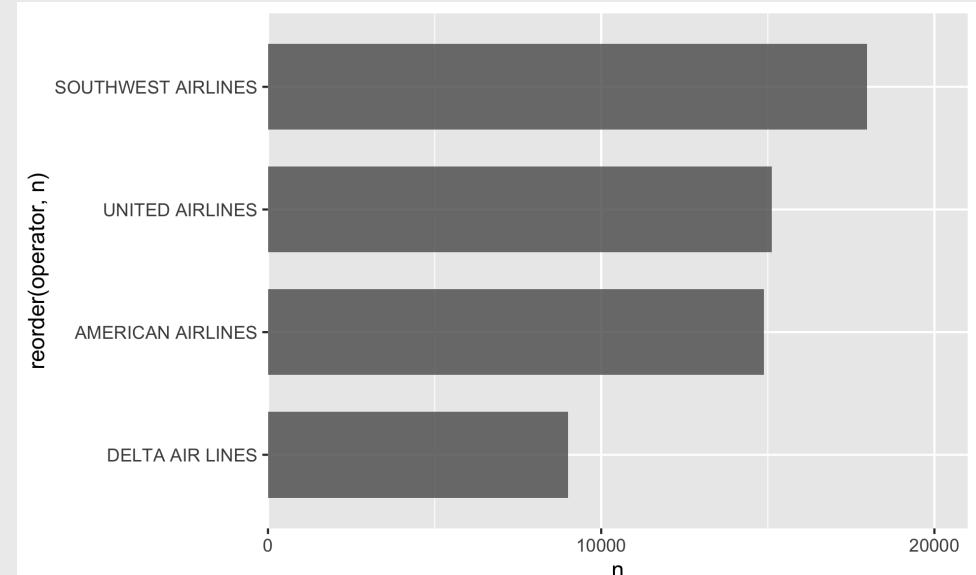
```
# Format the data frame  
wildlife_impacts %>%  
  count(operator) %>%  
  
# Add geoms  
ggplot() +  
  geom_col(aes(x = n, y = reorder(operator, n)),  
           width = 0.7, alpha = 0.8) +  
  
# Adjust x axis scale  
  scale_x_continuous(  
    expand = expansion(mult = c(0, 0.05)))
```



5) Adjust scales - customize break points (if you want)

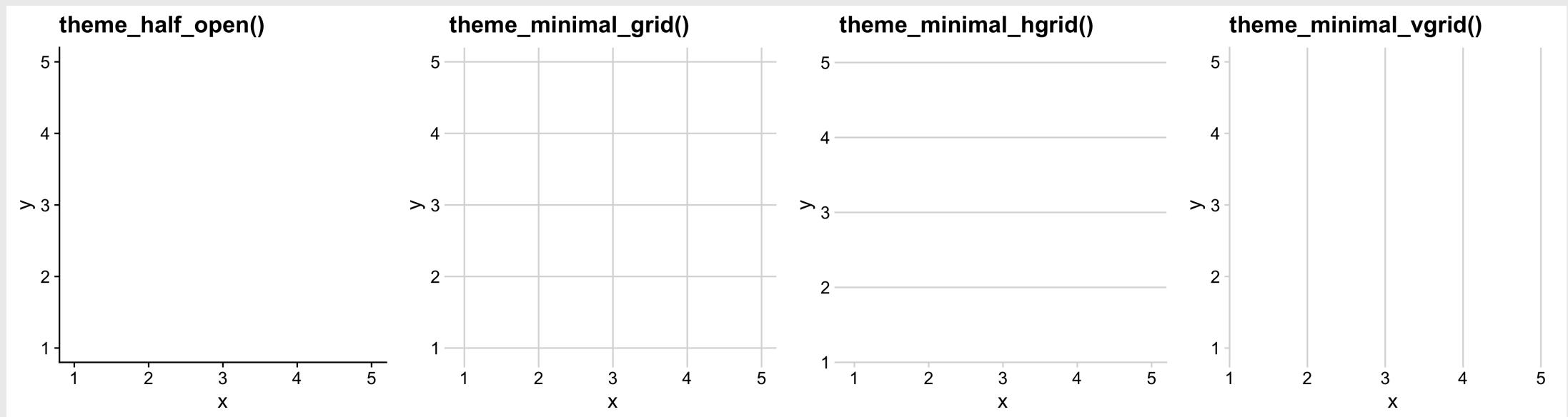
```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%

# Add geoms
ggplot() +
  geom_col(aes(x = n, y = reorder(operator, n)),
           width = 0.7, alpha = 0.8) +
  # Adjust x axis scale
  scale_x_continuous(
    expand = expansion(mult = c(0, 0.05)),
    breaks = c(0, 10000, 20000),
    limits = c(0, 20000))
```



6) Adjust theme

Four `cowplot` themes you should know

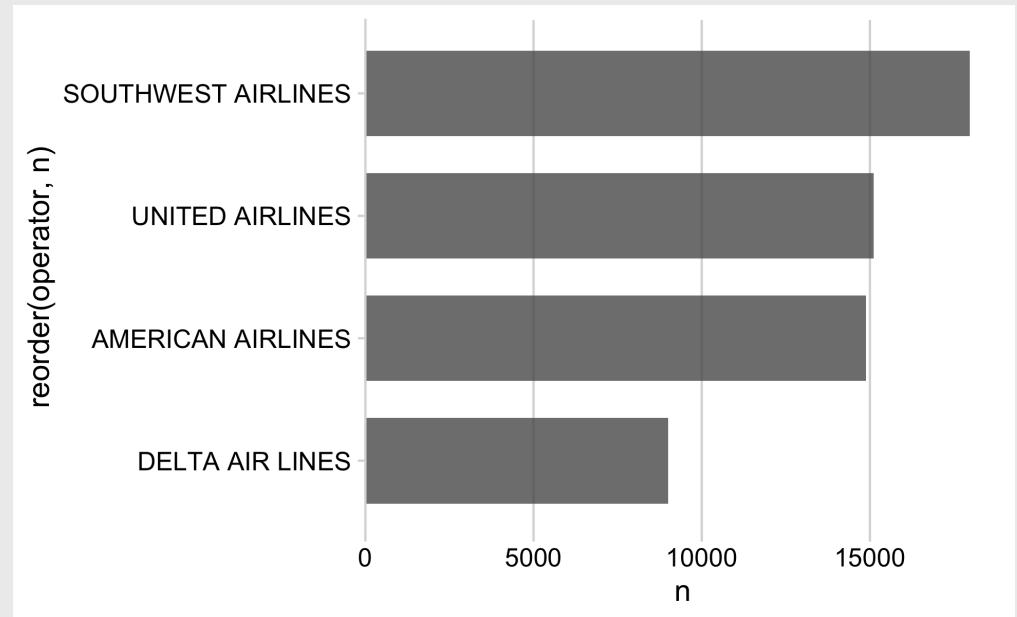


6) Adjust theme

For horizontal bars, add only vertical grid

```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%

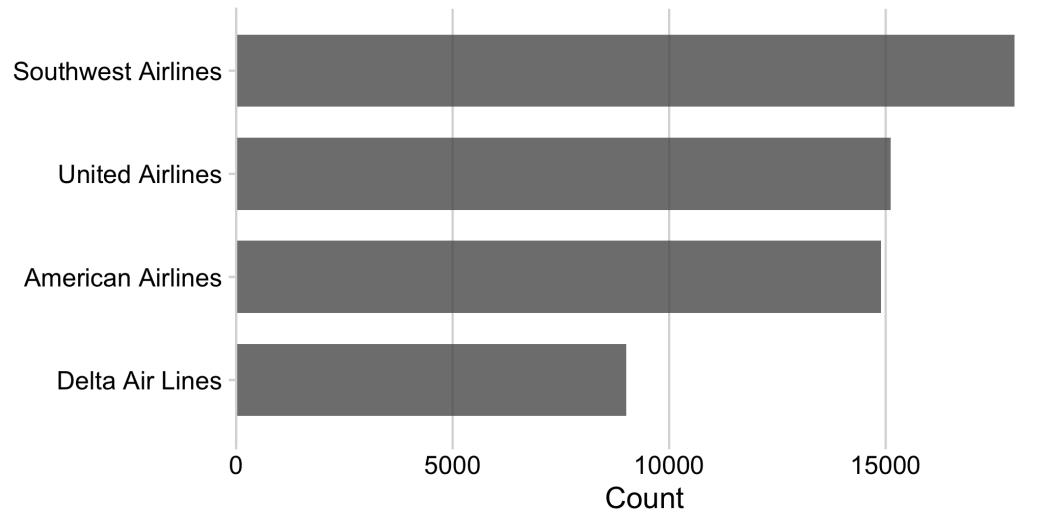
# Add geoms
ggplot() +
  geom_col(aes(x = n, y = reorder(operator, n),
               width = 0.7, alpha = 0.8)) +
  # Adjust x axis scale
  scale_x_continuous(
    expand = expansion(mult = c(0, 0.05))) +
  # Adjust theme
  theme_minimal_vgrid()
```



7) Annotate

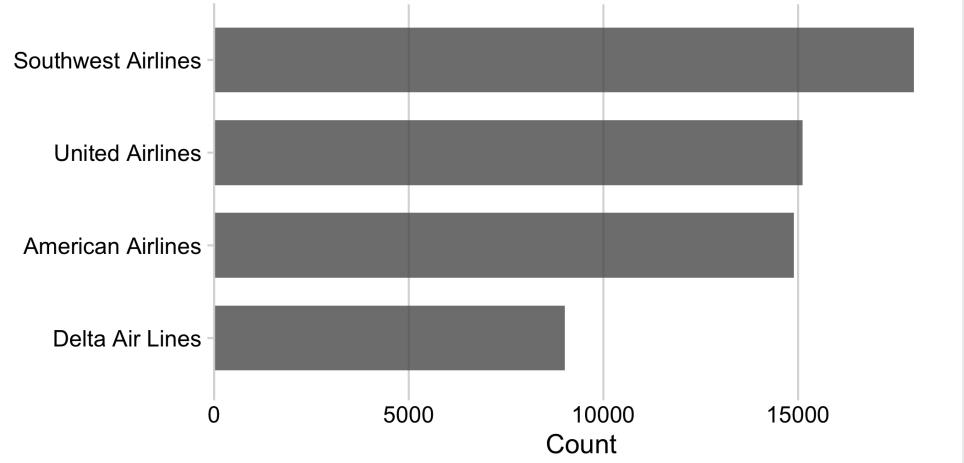
```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%
  mutate(operator = str_to_title(operator)) %>%

# Add geoms
ggplot() +
  geom_col(aes(x = n, y = reorder(operator, n),
               width = 0.7, alpha = 0.8)) +
  scale_x_continuous(
    expand = expansion(mult = c(0, 0.05))) +
  theme_minimal_vgrid() +
  labs(
    x = 'Count',
    y = NULL)
```



Finished product

```
wildlife_impacts %>%
  count(operator) %>%
  mutate(operator = str_to_title(operator)) %>%
  ggplot() +
  geom_col(aes(x = n, y = reorder(operator, n)),
            width = 0.7, alpha = 0.8) +
  scale_x_continuous(
    expand = expansion(mult = c(0, 0.05))) +
  theme_minimal_vgrid() +
  labs(
    x = 'Count',
    y = NULL)
```



15:00

Your turn

Use the `gapminder.csv` data to create the following plot, following these steps:

1. Format data frame
2. Add geoms
3. Flip coordinates?
4. Reorder factors?
5. Adjust scales
6. Adjust theme
7. Annotate

