

DATA VISUALIZATION

→ Assignment

9/10 +

Name: C. Jaya Saravathi
VTUNO: 21890
Slot No: S4L6
Course Code: I0212CS214

Assignment

Explain how human perceptual Processing models and Gestalt principles influence the effectiveness of data visualization. Discuss with suitable examples how visualization designers can minimize information overload and maximize information clarity using concepts such as Gibson's Affordance theory, data abstraction, and appropriate dataset representation.

Introduction: Data Visualization is one of the most powerful tools in modern communication because it transforms raw data into meaningful, interpretable patterns. Its effectiveness depends on how well it aligns with human perception and cognition. By applying the perceptual processing models and principles we can create a clear, intuitive and user friendly visualization that reduce the confusion and enhance understanding.

Human Perceptual Processing models in visualization:

Human perceptual models explain how people quickly interpret visual data by recognizing patterns, colors, shapes and contrasts faster than text.

* pre-attentive processing: The brain instantly notices features like colors, size or orientation. Example:- a red bar in chart of blue bars always attracts attention.

* working memory limits: Since, human can only process few chunks of information at once (7 ± 2 rule) visualization should summarize data.

Gesalt principles and Data Visualization:

Gesalt psychology explains how humans naturally perceive and group. These principles are essential in visualization design because they help determine how users interpret graphs, charts or dashboards.

(i) Proximity: Elements that are close together are perceived as belonging to the same group.

(ii) **Similarity:** Objects with similar shapes, color or sizes are seen as part of the same category.

(iii) **Continuity:** The human eye prefers continuous lines and curves line chart are effective because viewers naturally follow trends along a smooth path naturally.

(iv) **Closure:** Humans tend to fill in gaps to perceive a complete shape.

(v) **Figure - Ground:** People distinguish between foreground (focus) and background (context). Designers use this by ensuring important data stands out from grid lines or background elements.

Minimizing Information overload and maximizing clarity:-

1. **Gibson's Affordance Theory:** Gibson's Affordance Theory suggests that objects have inherent properties that indicate their possible uses. In visualization this translates to intuitive design where the user instantly understands how to interact with or interpret the chart.

2. **Data Abstraction:** Raw data is often too large and complex for direct visualization. Data abstraction helps by reducing complexity while preserving meaning.

3. **Appropriate Dataset Representation:** Choosing the right representation for the dataset is crucial. The wrong visualization may confuse the audience, even if the data is accurate.

* Time-series data → Best shown with line charts.

* Categorical comparison → Pie charts are less effective than Bar charts.

* Spatial data → Maps provide the clearest representation of the Data.

es, color on sizes are

tinuous lines and
vers naturally
lly.

perceive a complete

foreground (focus)
by ensuring
background

clarity:-

Theory
Indicates
to intuitive
to

l the

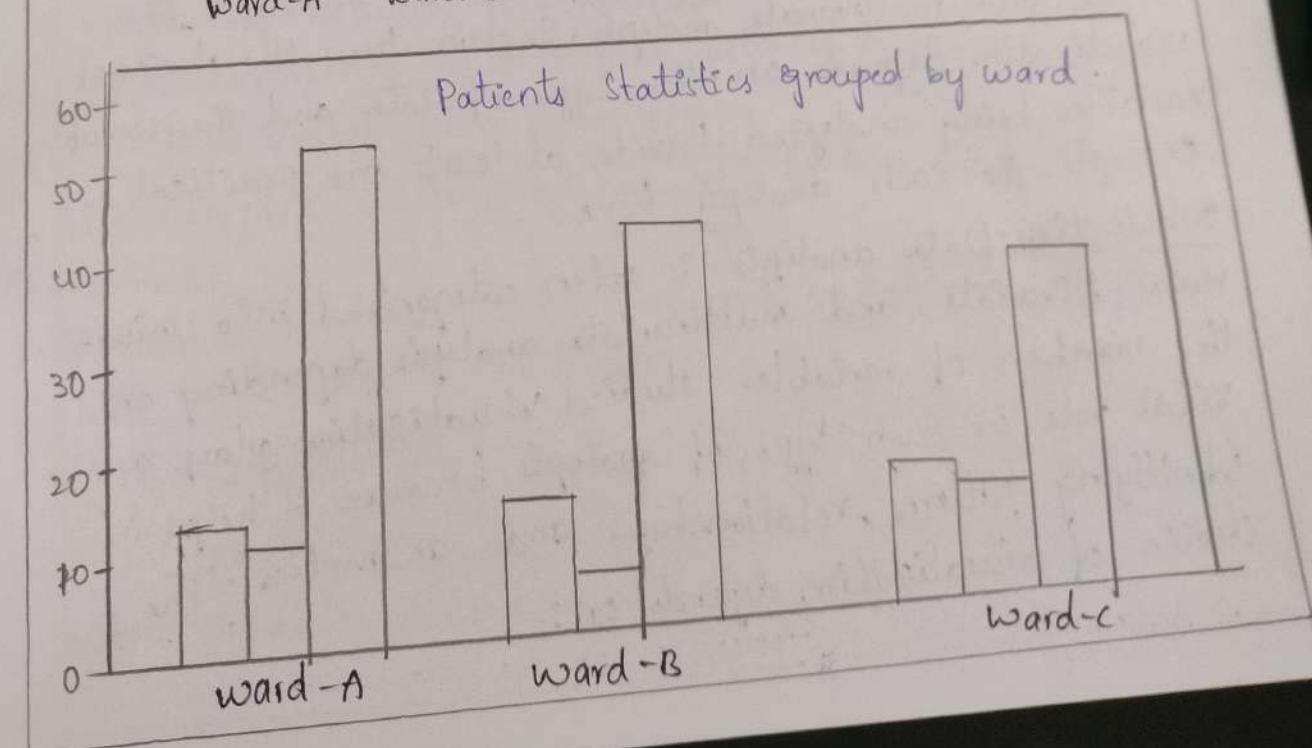
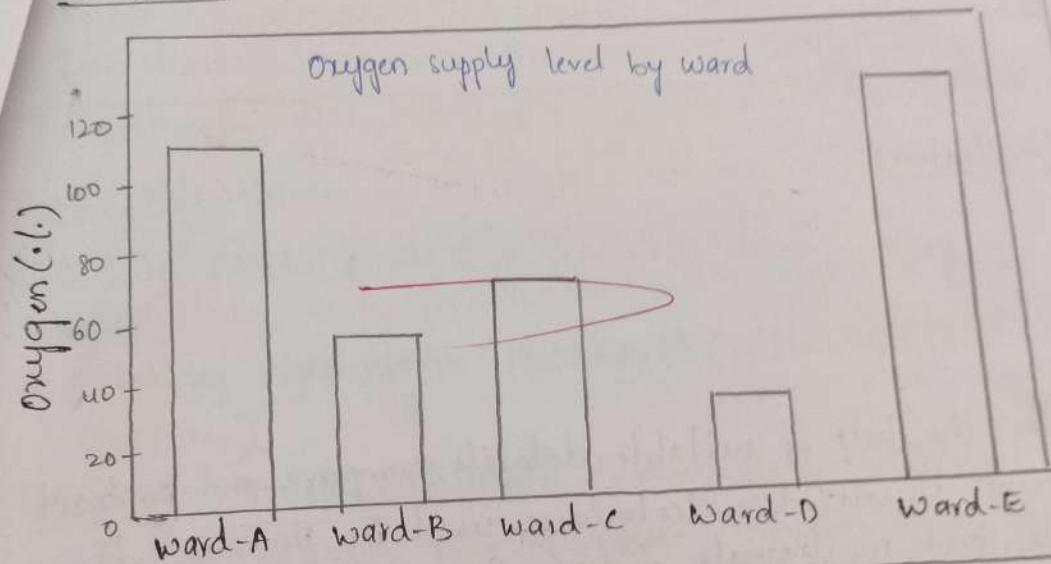
y

ht
ion

Critical Examples:

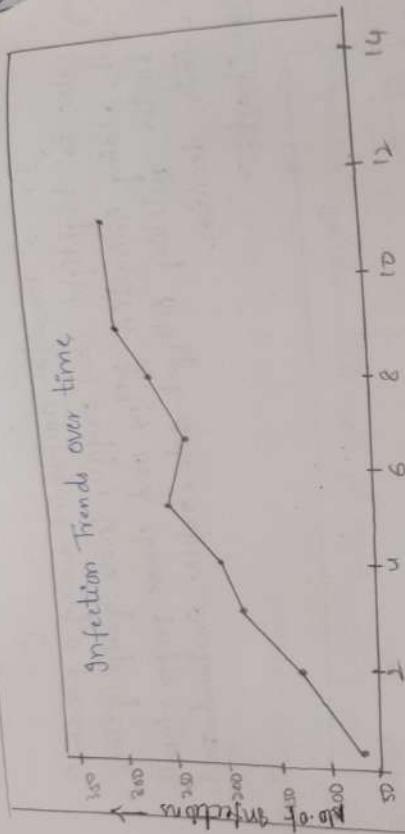
In a hospital dashboard during a pandemic, using color to highlight low oxygen levels grouping state by ward, adding interactive filters and choose proper visuals helps doctor quickly interpret data, reduce overload and make faster decision.

Bar chart:



Nature of data
Number of objective
Objective

bivariate
variable
one variable
one variable



Conclusion: Therefore the effectiveness of visualization depends on how humans perceive information, using perceptual models, Gestalt principles, affordance theory, data abstraction and proper dataset representation helps reduce overload and improve clarity.

- ② With the help of suitable datasets, compare and contrast different visualization techniques used in univariate, bivariate, and multivariate analysis. Explain how the choice of visualization depends on the type of data and the no. of variables being analyzed. Provide at least one practical example for each analysis type.

Introduction: Data analysis is often categorized into univariate, bivariate, and multivariate analysis depending on the number of variables studied. Visualization plays a vital role in each type of analysis because it helps in identifying patterns, relationships and anomalies. The choice of visualization depends on:-

Nature of data:- Categorical vs Continuous

2. Number of variables: One, two or more than two

3. Objective of analysis: distribution, comparison or correlation ship.

* Univariate Analysis: Univariate analysis involves analyzing a single variable at a time to understand its distribution, central tendency and spread.

Suitable visualization Techniques:

* Bar chart:- Used when the variable is categorical

* Pie chart:- Used when the variable is partitioned into the form of sectors.

Examples:-

1. Indian Census (male and female) Categorized by bar chart.

2. Monthly Expenditure (Pie chart) (Variables: food, savings)

Bivariate Analysis: Bivariate Analysis deals with the relationship between two variables. The aim is to identify correlation trends, difference between them.

Suitable visualization Techniques:-

(i) Scatter plot with Fit line: Used for two continuous variable.

(ii) Side by side Box Plot: Used one variable is categorical and the other is continuous.

(iii) Grouped Bar chart: Used for two continuous variables.

Multivariate Analysis: Multivariate Analysis involves three or more variables simultaneously to uncover complex relationships.

Suitable visualization Techniques:

- * Heat Map:- Used for showing correlation matrices among multiple continuous variables.
- * Bubble Chart:- Similar to a scatter plot but with a third variable represented by bubble size or color.
- * Pair Plot:- Displays scatterplot for all pairs of variables in a dataset.
- * 3D plots:- Used when analyzing multiple dimensions simultaneously.

~~X~~ Conclusion: Therefore, Univariate, Bivariate and Multivariate visualization serve different purposes distribution relation, chart type based on datatype and helps raw data into insights, supporting better decisions.