

“Visual” #Thanksgiving

Ma, Yan (yam14)
Liu, Jiayu (jil146)
Li, Yiran (yil129)
Zhang, Shujun (shz53)

Scenario



**Sam took a business trip
to China on Thanksgiving**

What he missed?

Scenario

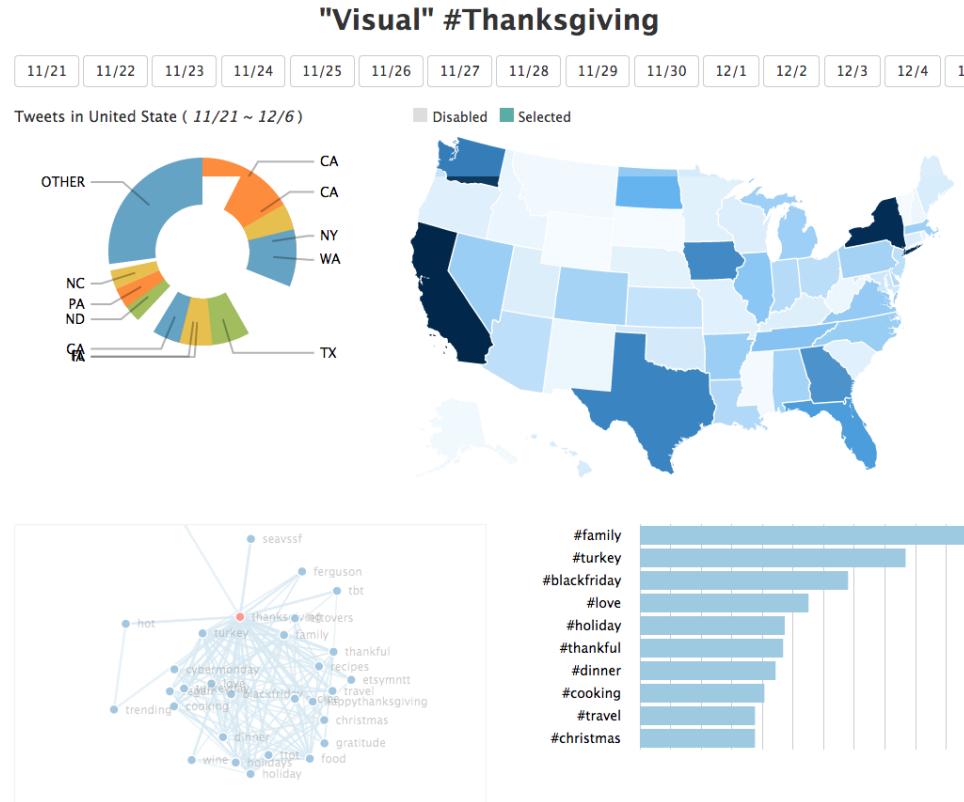


http://src.house.sina.com.cn/imp/imp/deal/00/05/f/c5b3a997ddafa381355e6b809a2_p1_mk1.jpg
<http://kevy.com/blog/2013/11/4-marketing-lessons-from-the-thanksgiving-table>

<http://www.macxdvd.com/mac-dvd-video-converter-how-to/article-image/zxh-thanksgiving-111401.jpg>

What we can do?

- Track what Americans, living in different states, talked about Thanksgiving on Twitter.
- Tracing duration: November 21st – December 6th.



Layouts

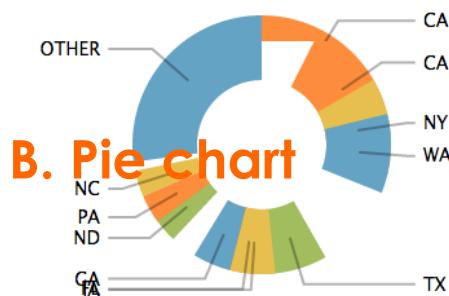
C. Calendar Buttons

"Visual" #Thanksgiving



Tweets in United State (11/21 ~ 12/6)

■ Disabled ■ Selected

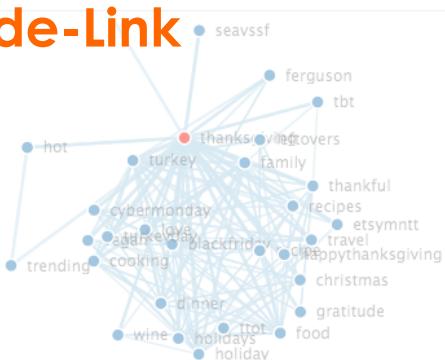


B. Pie chart

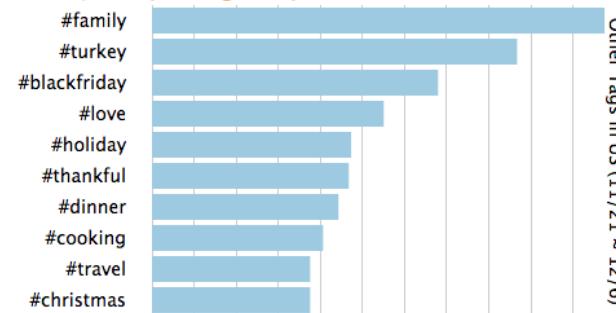


A. Geographical map

D. Node-Link

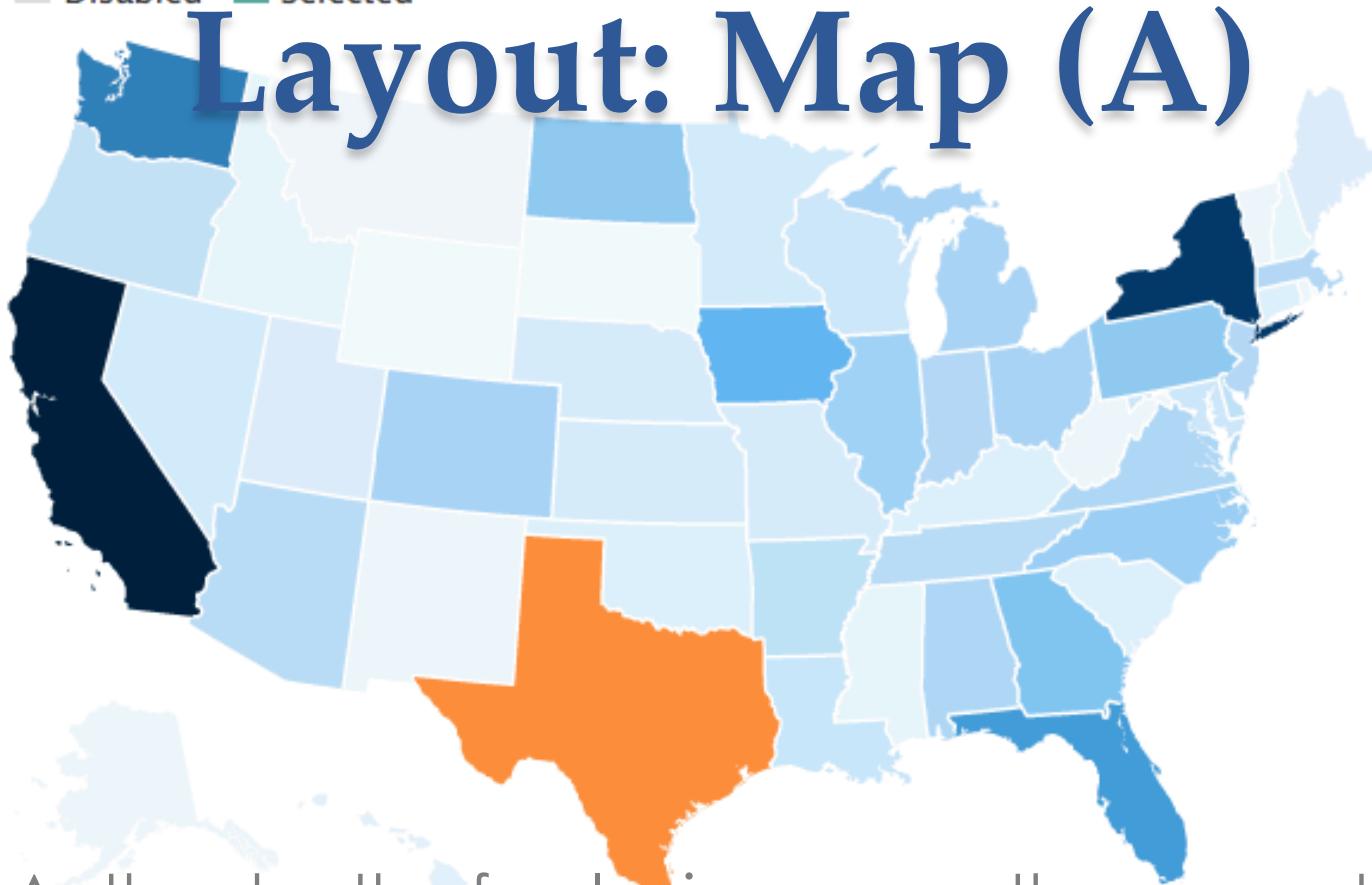


E. Bar Chart



Outline IAGS III 03 (11/21 - 12/0)

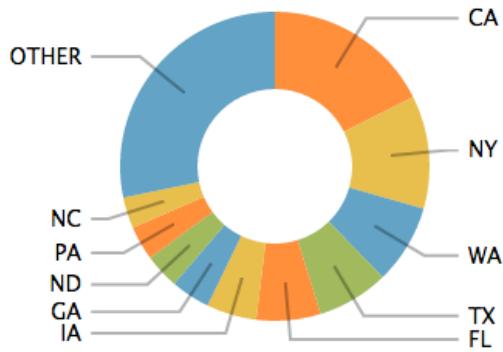
Disabled Selected



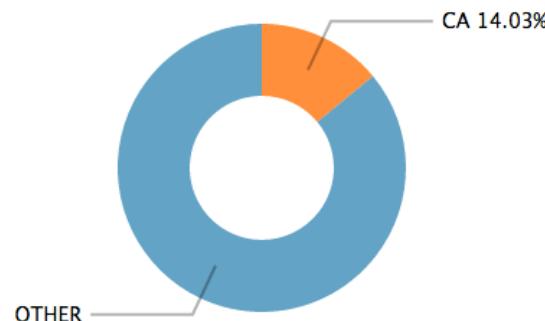
- As the depth of color increases, the amount of targeted Tweets increases.
- Each state can be selected. (**Blue** -> **Orange**)

Layout: Pie Chart (B)

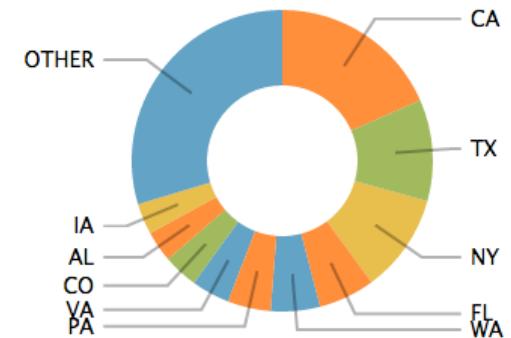
Tweets in United State (11/21 ~ 12/6)



Tweets in California (11/21 ~ 12/6)



Tweets in United State (11/24)



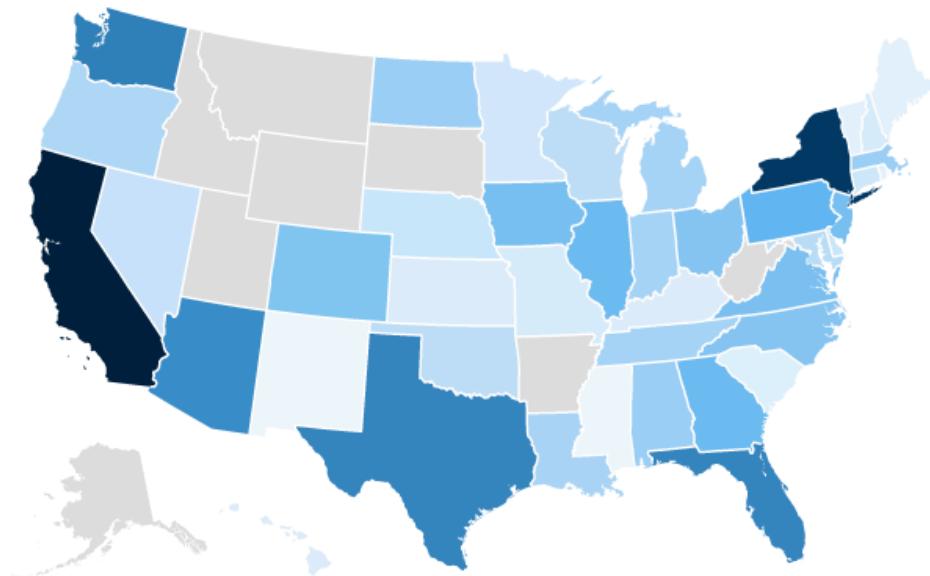
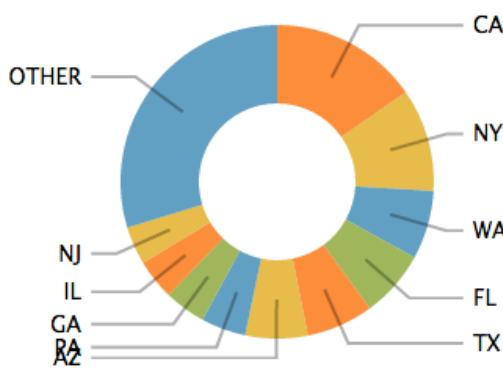
- Although it can not be selected, it can reflect the changes from other layouts.
- The pie chart shows the comparison of Tweets' amounts.

Layout: Calendar (C)

11/21 11/22 11/23 11/24 11/25 11/26 11/27 11/28 11/29 11/30 12/1 12/2 12/3 12/4 12/5

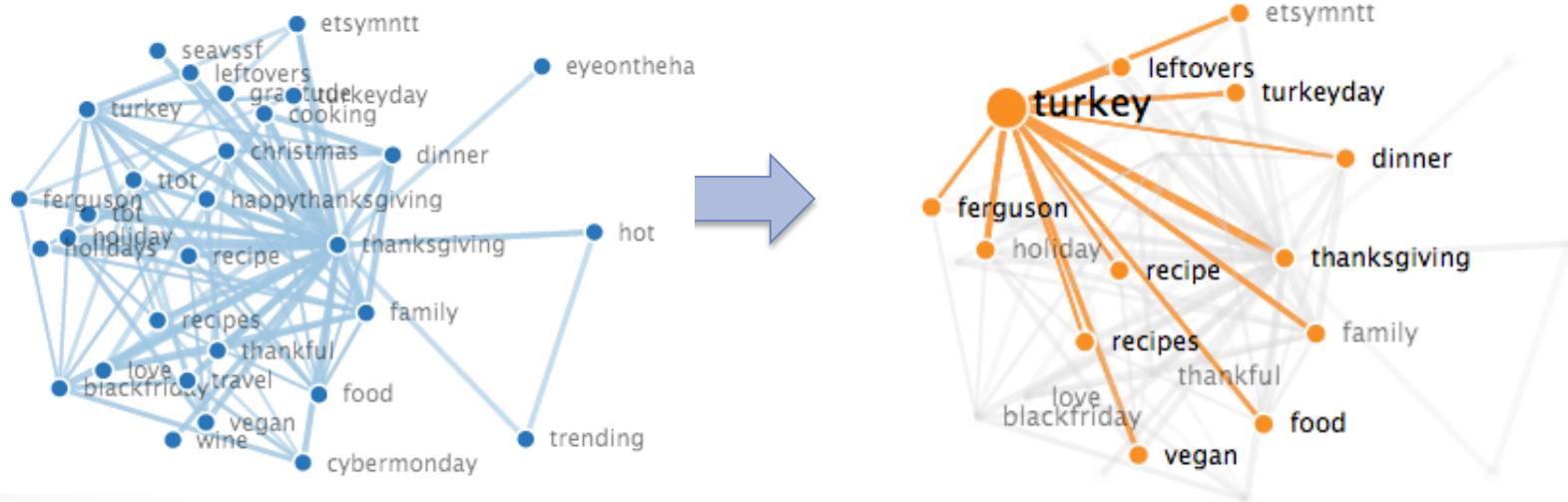
Tweets in United State (11/26)

Disabled Selected



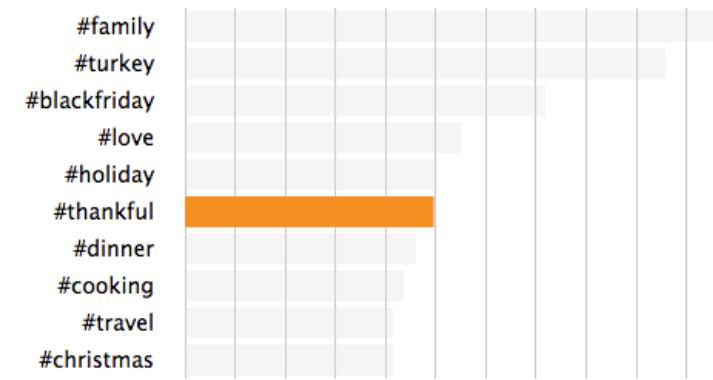
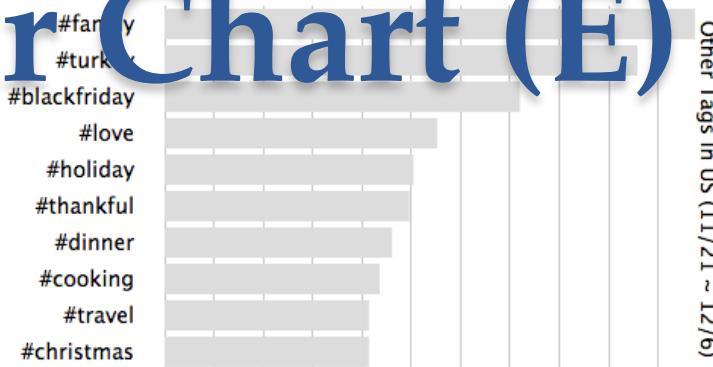
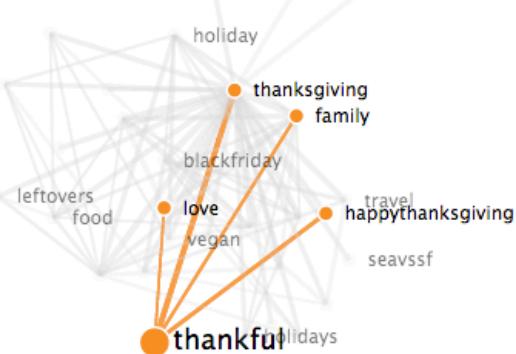
- If a date is clicked, the other layouts will change.

Layout: Node-Link (D)



- The 30 most popular hash tags.
- If select one hash tag like “turkey”, the related ones will be highlighted (**Blue** → **Orange**).

Layout: Bar Chart (E)



- The 10 most popular hash tags.
 - Bars can be selected. And other layouts will change accordingly.

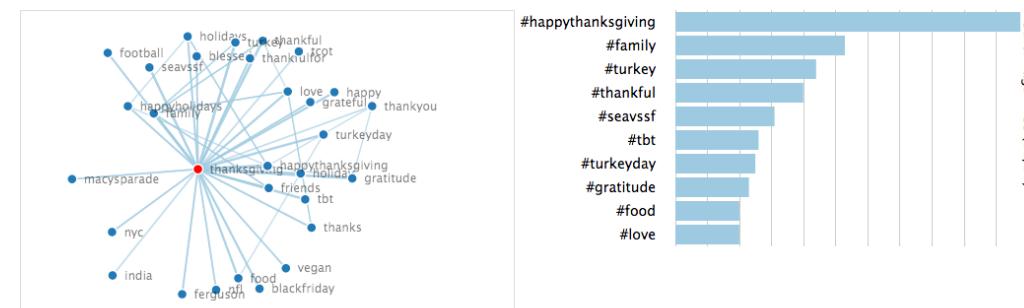
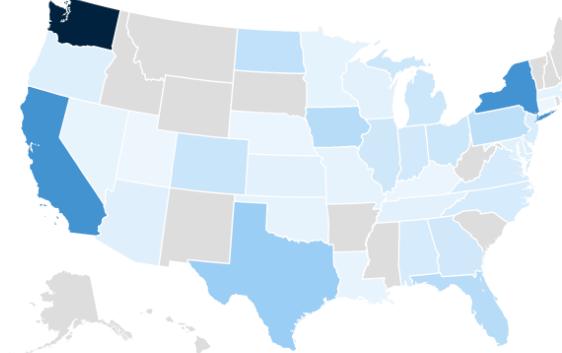
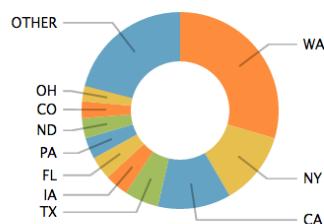
Interactions

- Plot 1: Sam want to know what people talked about on Twitter on the Thanksgiving day.
- Action: Click on “11/27” in the Calendar row.



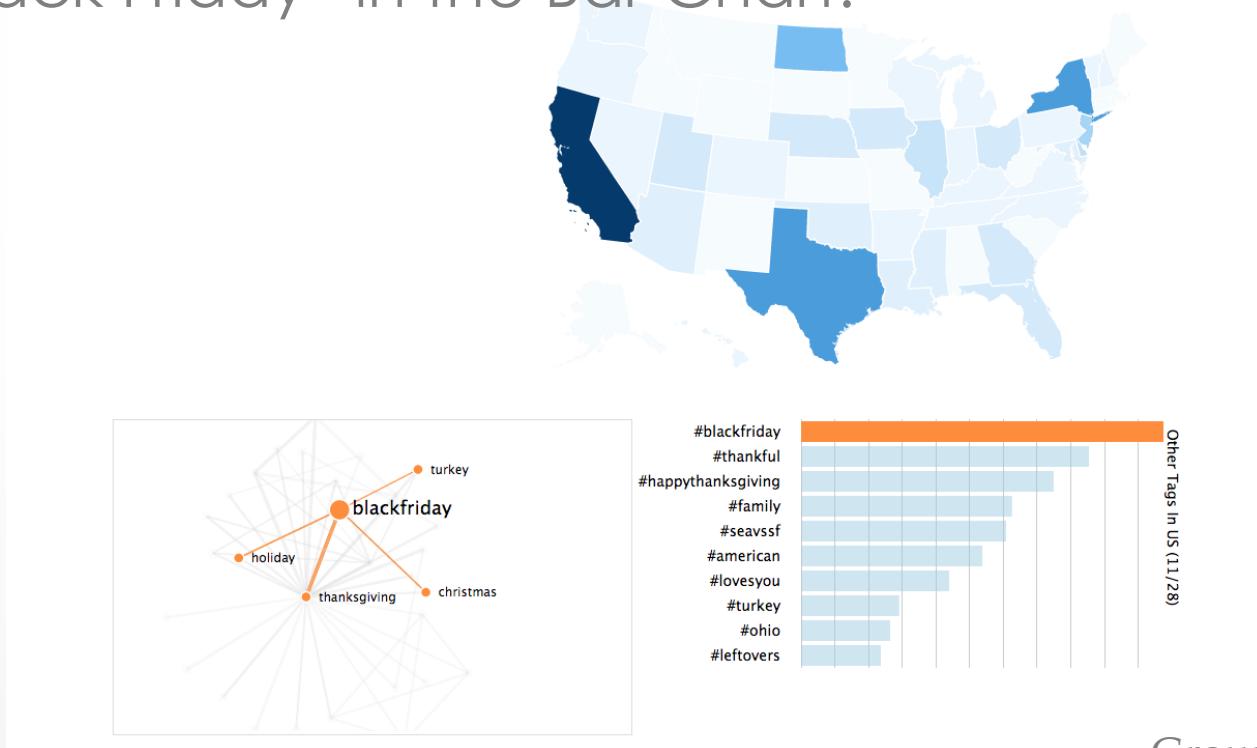
Tweets in United State (11/27)

■ Disabled ■ Selected



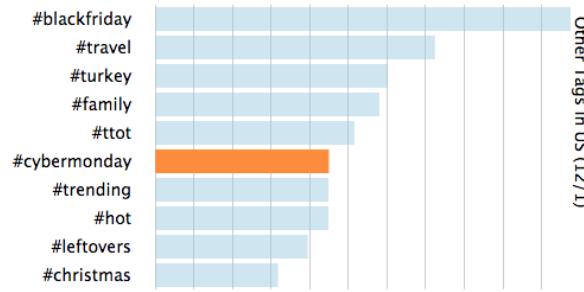
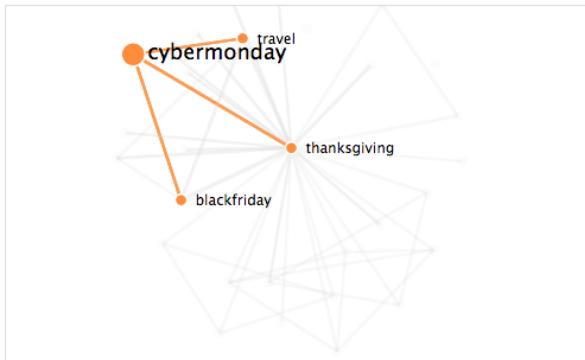
Interactions

- Plot 2: Sam also wants to find the situation on Black Friday.
- Action: Select “11/28” for Black Friday, and click on “#black Friday” in the Bar Chart.



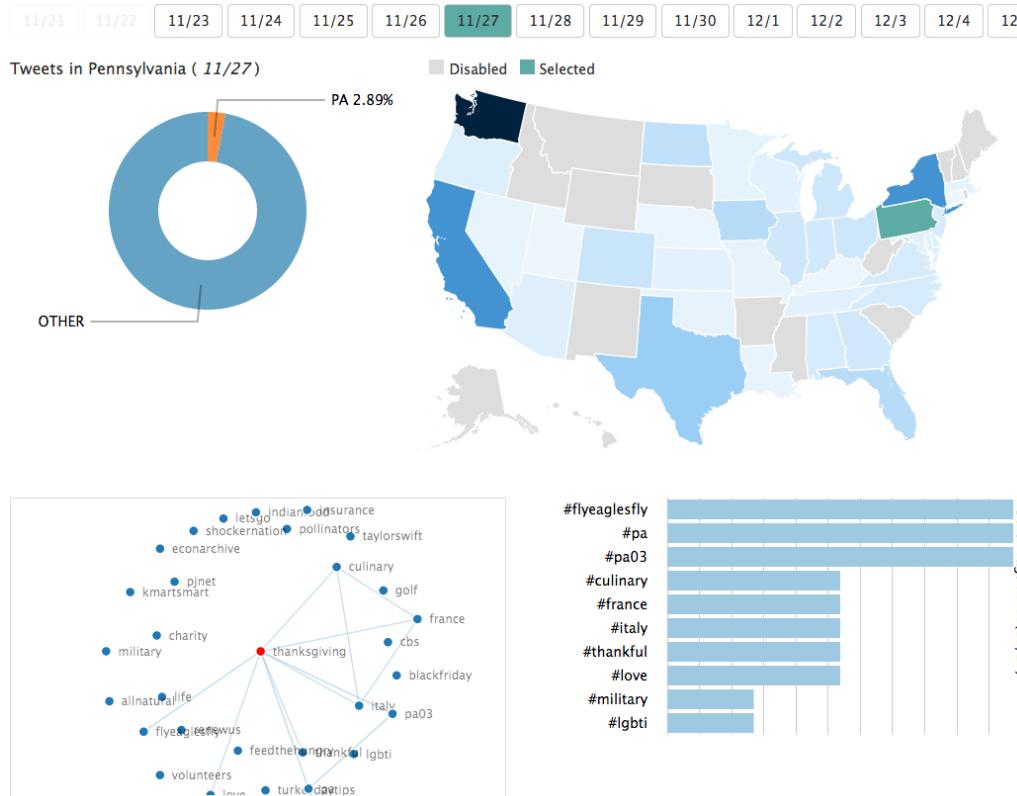
Interactions

- Plot 3: Black Friday reminds Sam of shopping some gifts for his families. But he already missed Black Friday. So he wants to know which state's residents talked about Cyber Monday most. Is there any other information related Cyber Monday?
- Action: Click on “12/1” for Cyber Monday, click “Cyber Monday” in Bar Chart, and find related highlighted nodes.



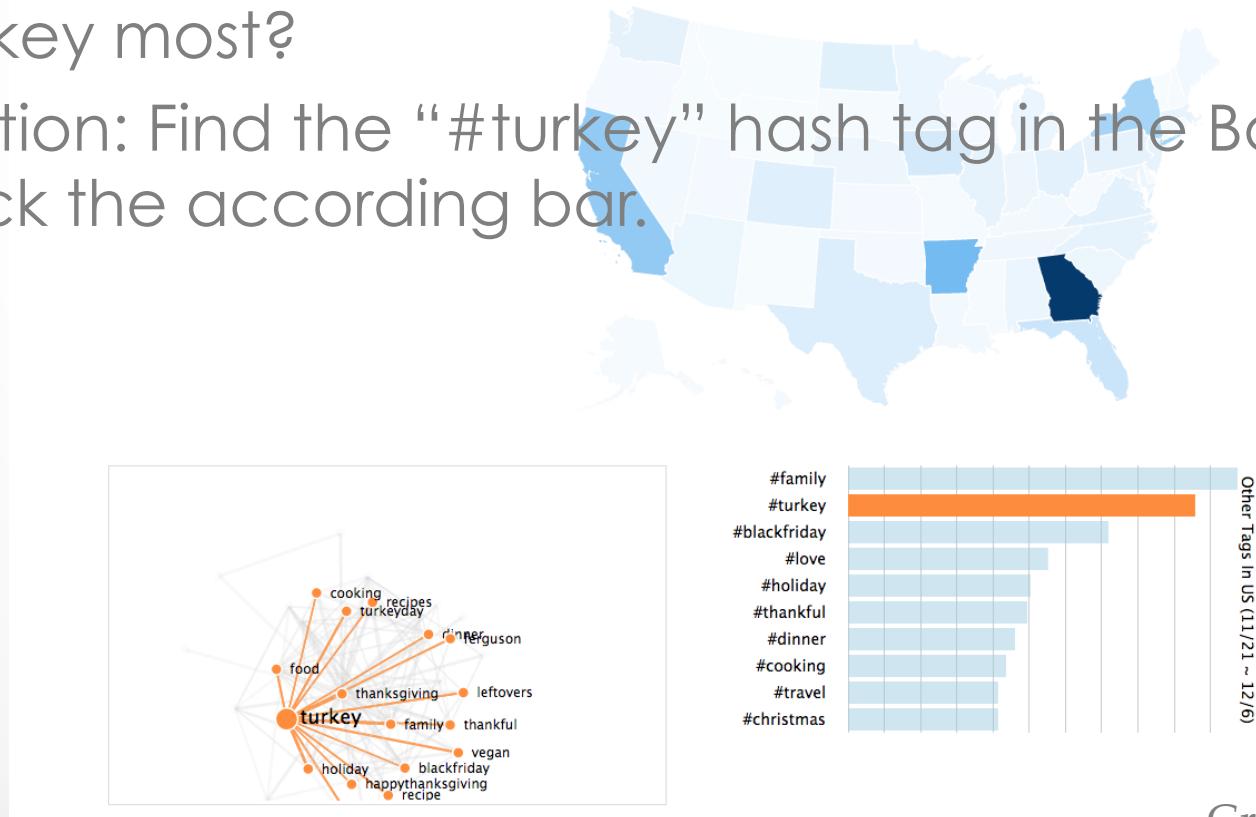
Interactions

- Plot 4: Sam comes from Pittsburgh, PA. So he also want to the situation in Pitt.
- Action: Click on the state of PA in the Map.



Interactions

- Plot 5: Sam has a favorite food: turkey. So he wants to find out the popularity of turkey around the United States. Which state's residents talked about turkey most?
- Action: Find the “#turkey” hash tag in the Bar Chart, click the according bar.





● <http://img.wallba.com/Public/Upload/Image/jieribizi/ThanksgivingDay2/8/2011210121645500.jpg>

● Group-JIL146

About

- Advantages:
- Quick reaction
- 5 options to reveal deeper connections
- All the layouts are interactive

About

- Disadvantages:
- No search function
- Not so intuitive, need users to explore

References

- [1] Adamic, L., Buyukkokten, O., & Adar, E. A social network caught in the web. *First Monday*, 8(6), 2003.
- [2] França, U., Sayama, H., McSwiggen, C., Daneshvar, R., & Bar-Yam, Y. 2014. Visualizing the "Heartbeat" of a City with Tweets. *arXiv preprint arXiv: 1411.0722*. November 2014.
- [3] Fisher, D., & Dourish, P. Social and temporal structures in everyday collaboration. *Proceedings of the SIGCHI conference on Human factors in computing systems*. ACM. April 2004, 551-558.
- [4] Heer, J., & Boyd, D. Vizster: Visualizing online social networks. In *Information Visualization, 2005. INFOVIS 2005. IEEE Symposium*. IEEE. October 2005, 32-39.
- [5] Marcus, A., Bernstein, M. S., Badar, O., Karger, D. R., Madden, S., & Miller, R. C. Processing and visualizing the data in tweets. *ACM SIGMOD Record*, 40(4), 2012, 21-27.
- [6] Newmann, M. E. J. Co-authorship networks and patterns of scientific collaboration, *PANS*, 101: 5200-5205, 2004.

Thank you