

Визуализация данных как искусство

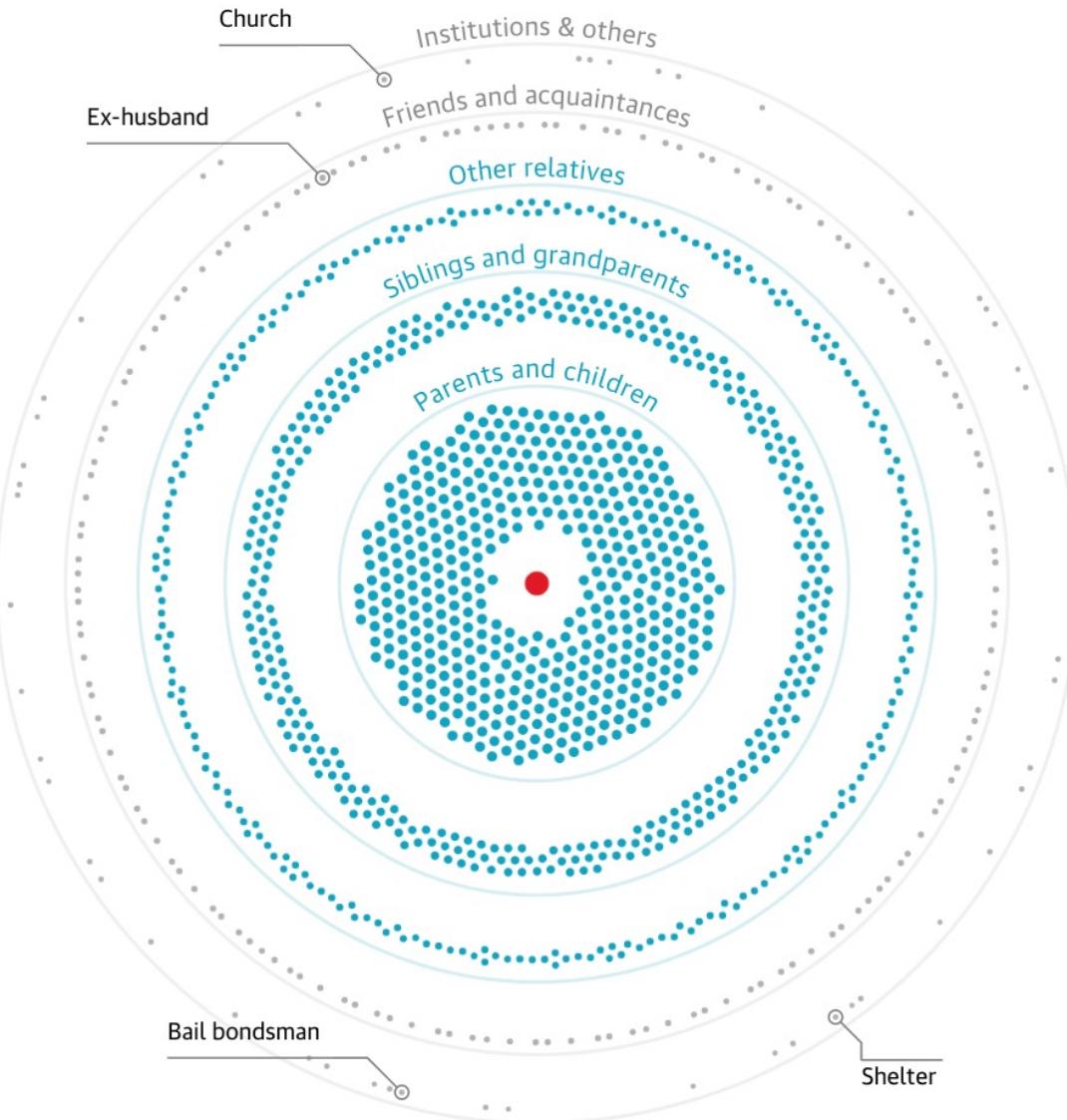
Алексей Смагин | ВШЭ 2021

3 способа сделать визуализацию более интересной

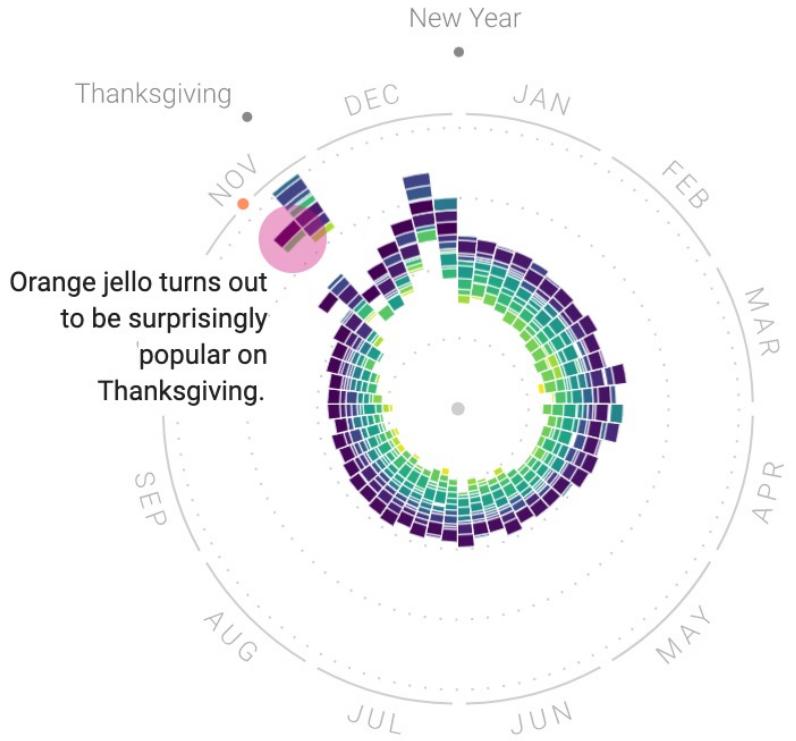
1. Нестандартные виды графиков
2. Визуальные метафоры
3. Иллюстрации, фото, необычная техника

Нестандартные графики

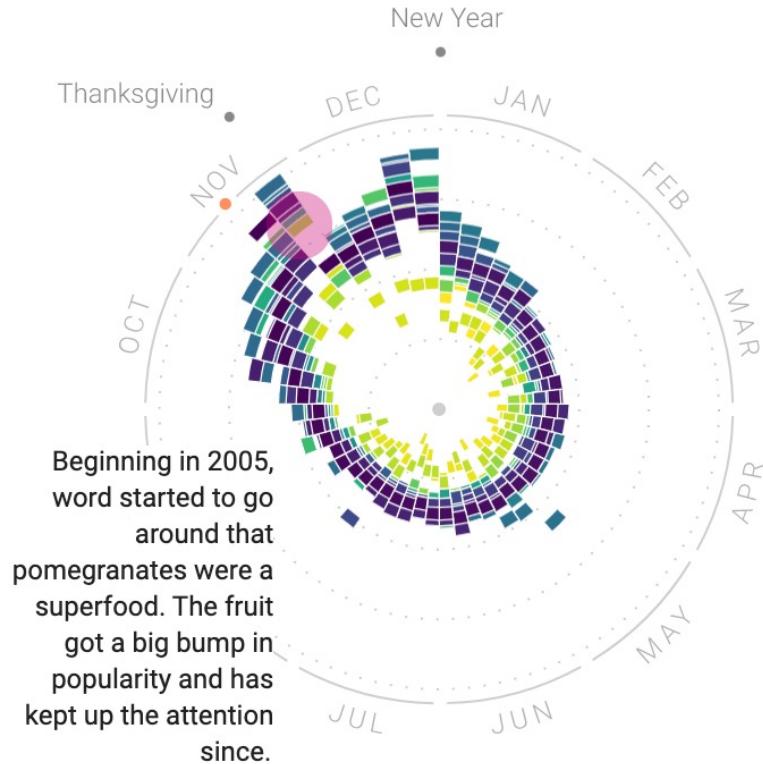
The people and institutions who receive homeless travelers



<https://www.theguardian.com/us-news/ng-interactive/2017/dec/20/bussed-out-america-moves-homeless-people-country-study>



ORANGE

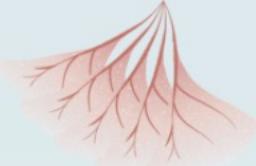


POMEGRANATE

snakes
Arabic - 2015



a snake biting you
English - 2019



a green snake
French - 2019



a white snake
Japanese - 2015



a coral snake
Portuguese 2019



a snake
Russian - 2019



snakes
Spanish - 2019



The number of petals represents the search interest increase since the previous year.

POPULATION**321,261**

Key 1 line = 100,000

Year 2019

Source Stadt Mannheim

GDP PER CAPITA**50,794 USD**

Key 1 line = 3000 USD

Year 2018

Source OECD Stats

1. <https://stats.oecd.org/Index....>
2. <https://data.oecd.org/conve...>
3. <https://data.oecd.org/conve...>

% MIGRANTS**25.8%**

Key 1 line = 1%

Year 2019

Source Stadt Mannheim

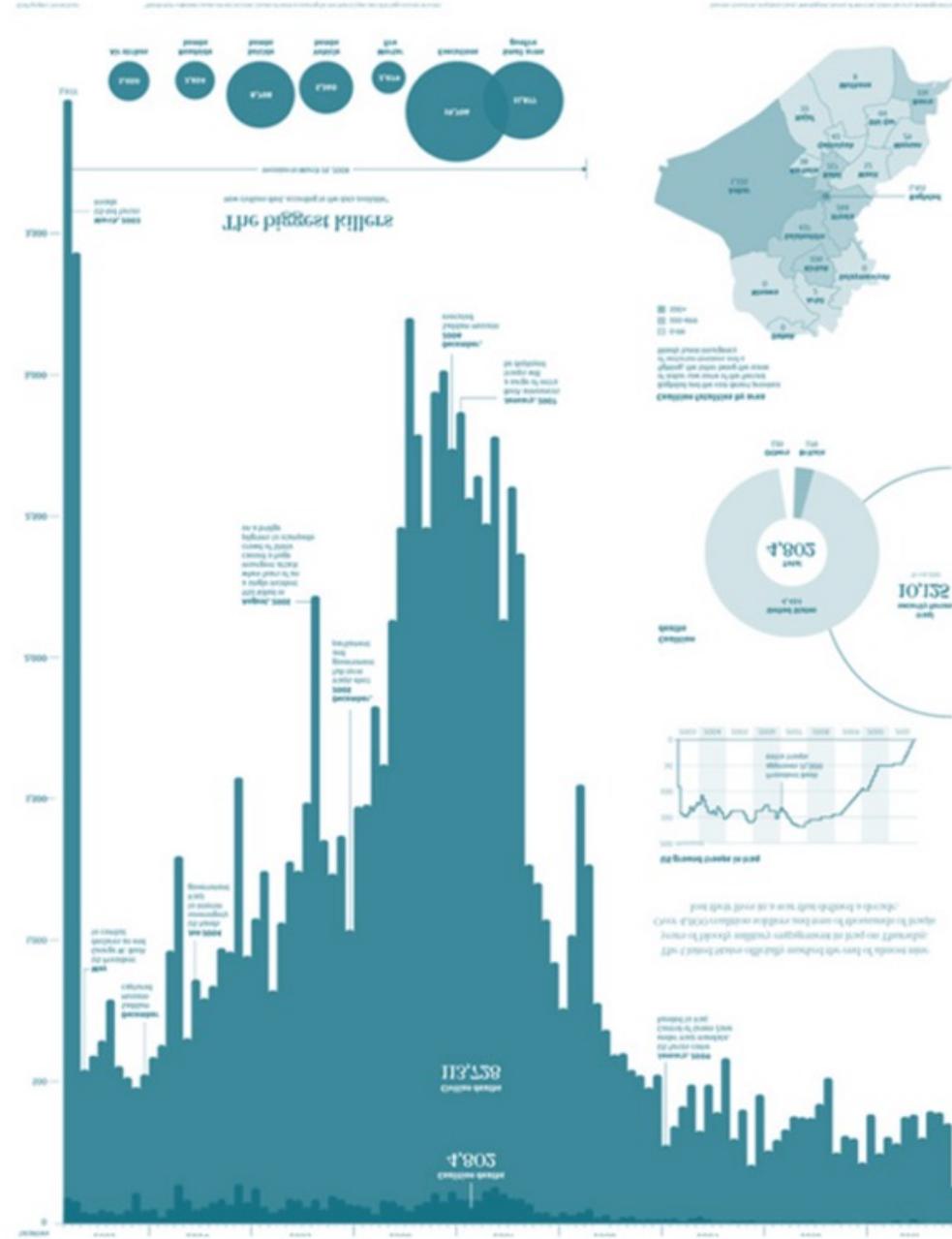
Notes % foreign nationals

(сомнительно)

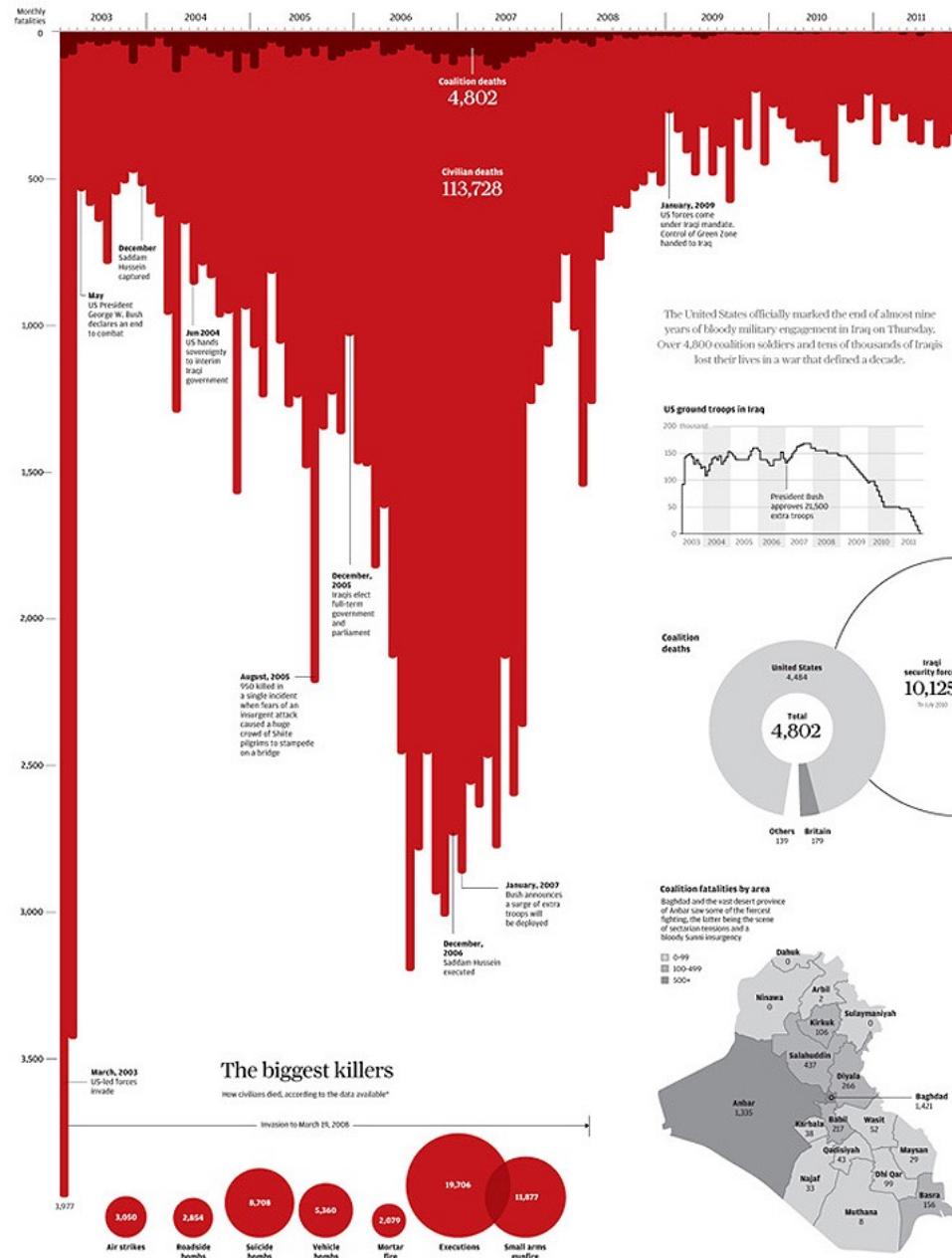
<https://mayorsdialoguedataviz.odidata.org/>

Визуальные метафоры

Iraq: Deaths on the decline

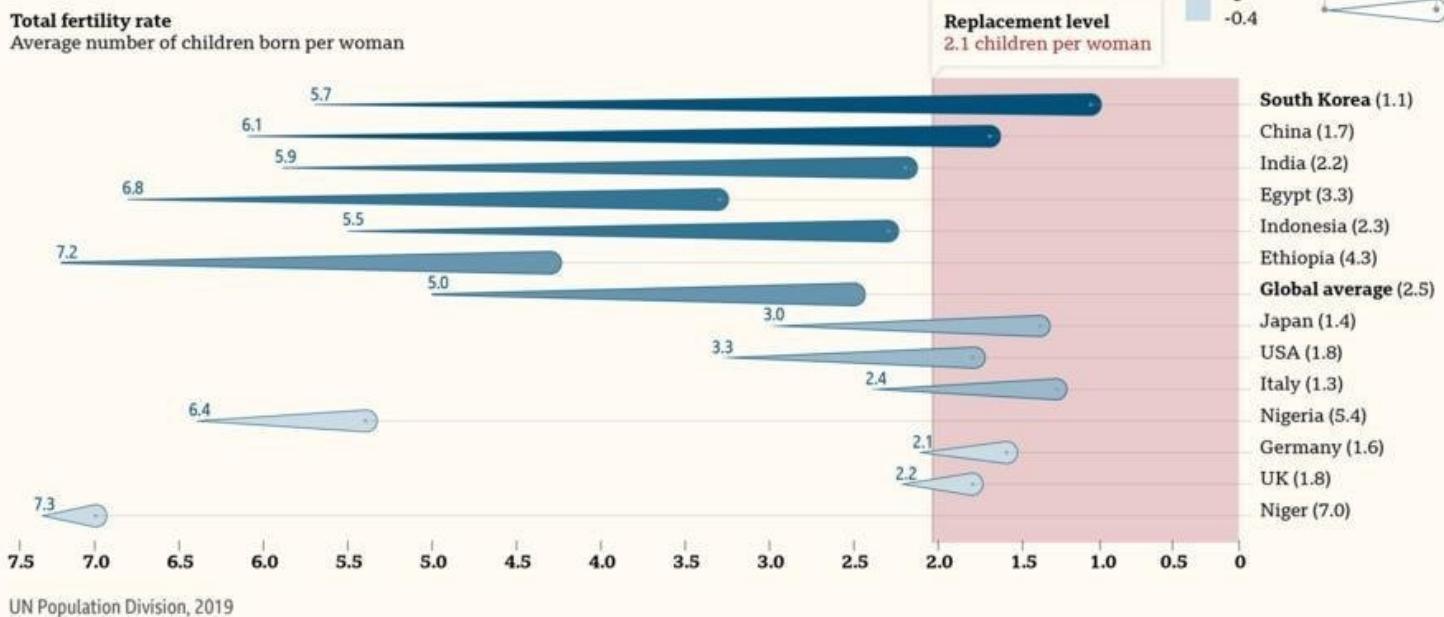
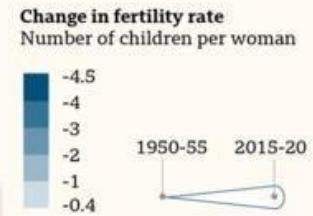


Iraq's bloody toll



The world's smallest families

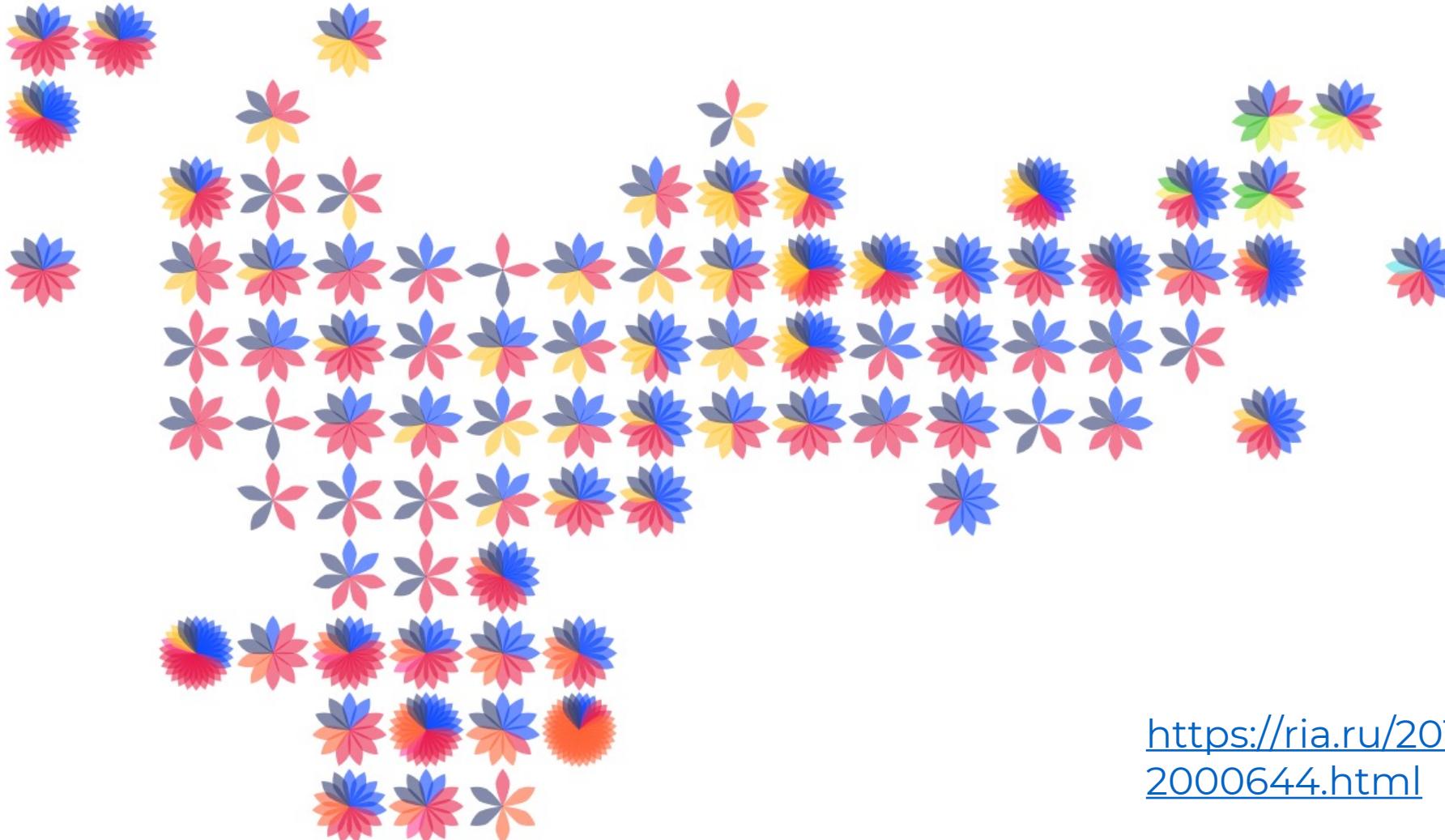
South Korea has the lowest fertility rate in the world. Women have an average of just 1.1 children each.



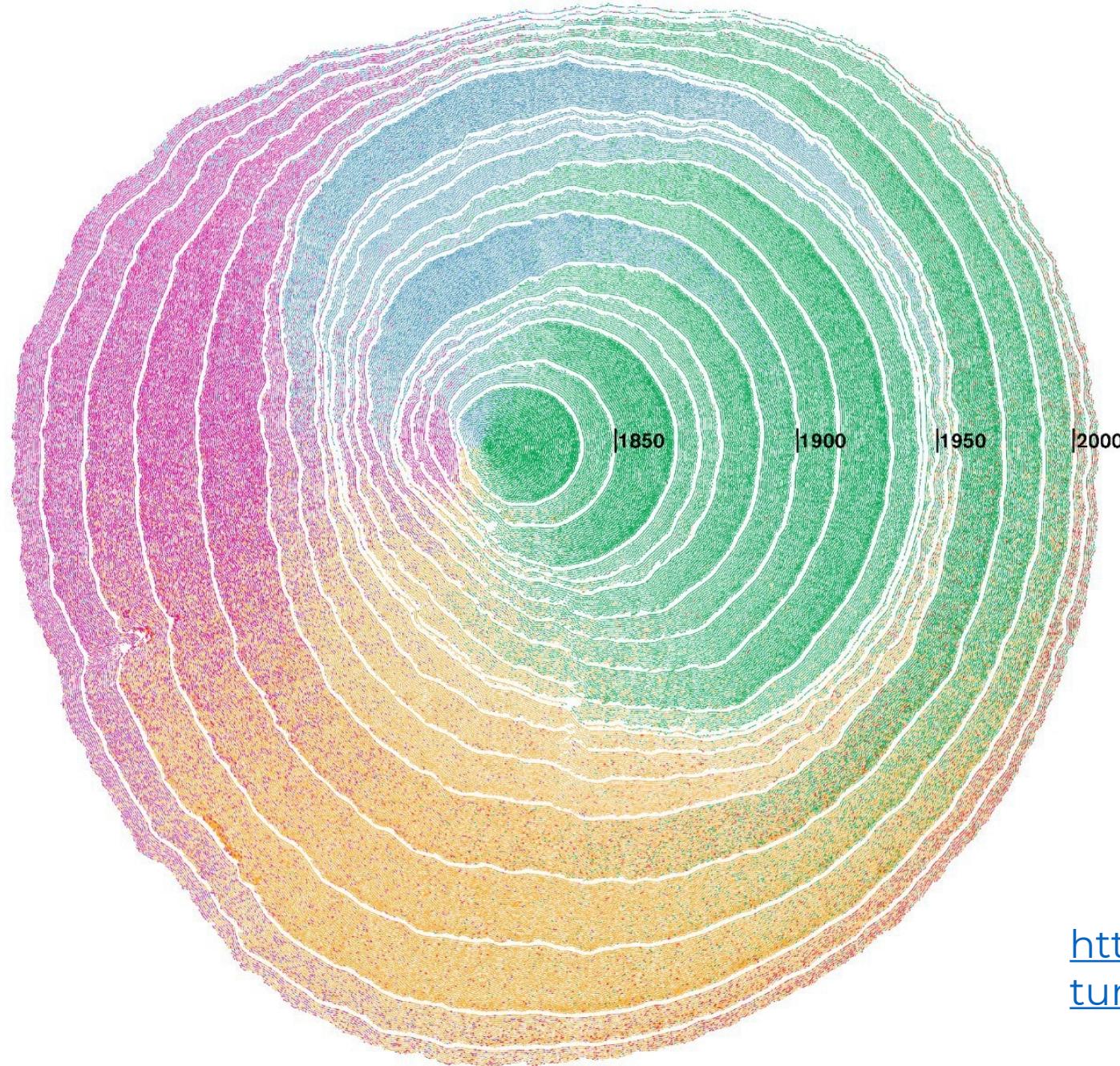
<https://www.bbc.com/worklife/article/20191010-south-koreas-population-paradox>

Цветы нации

Какие народы живут в России

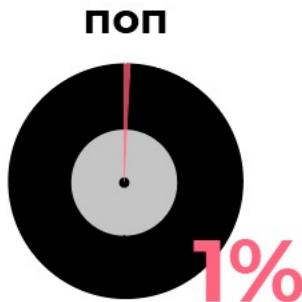
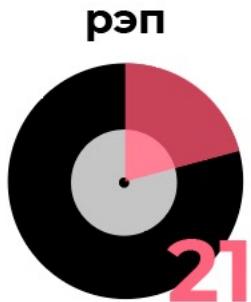


[https://ria.ru/20181102/153
2000644.html](https://ria.ru/20181102/1532000644.html)



<https://web.northeastern.edu/naturalizing-immigration-dataviz/>

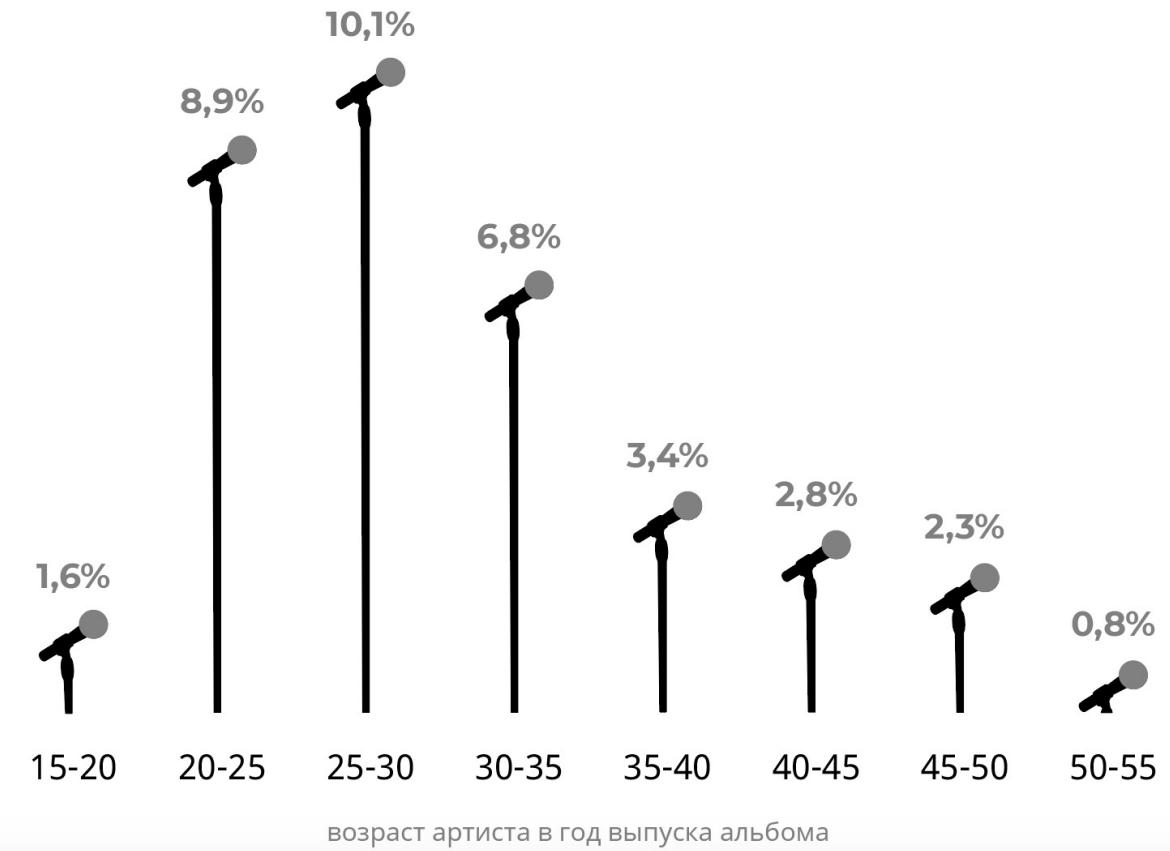
Доля песен с матом в зависимости от жанра



48% популярных исполнителей используют мат хотя бы в одной песне

5% их песен содержат мат

Процент песен с матом в альбомах в зависимости от возраста артиста

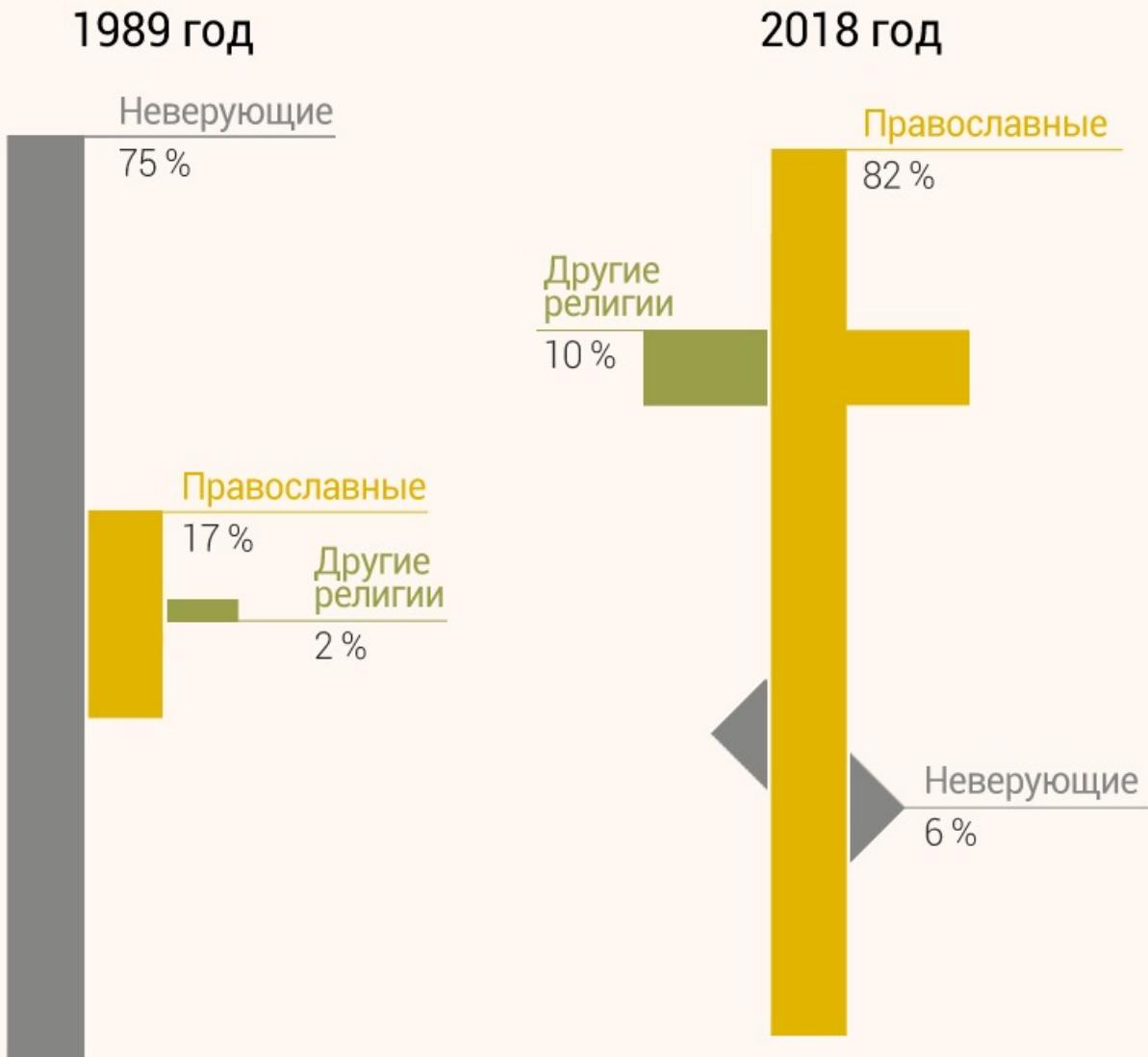


FREEDO'S HOME

Каждое пятно в чашке – пост из блога

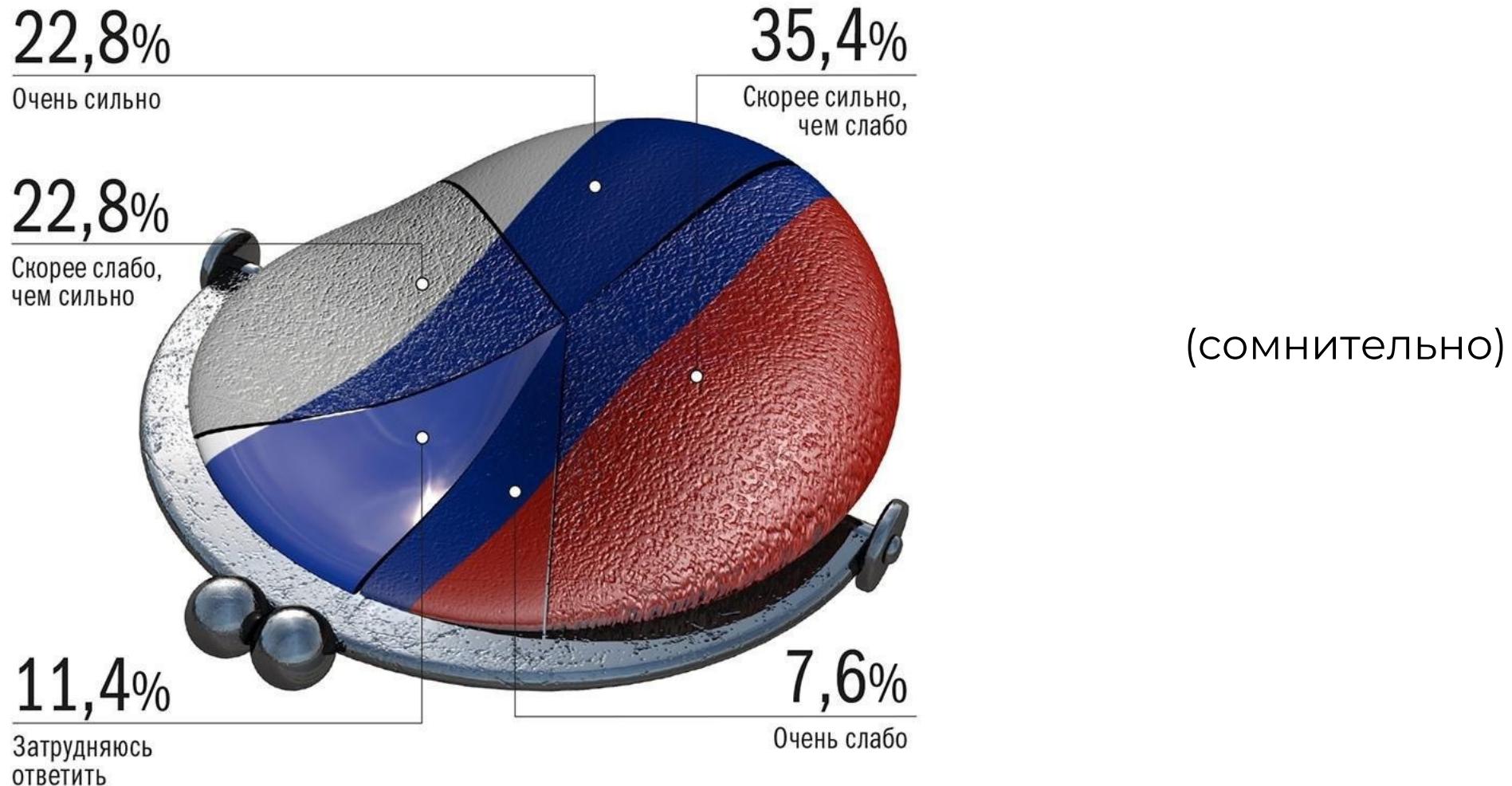


К какому вероисповеданию вы себя относите?



(сомнительно)

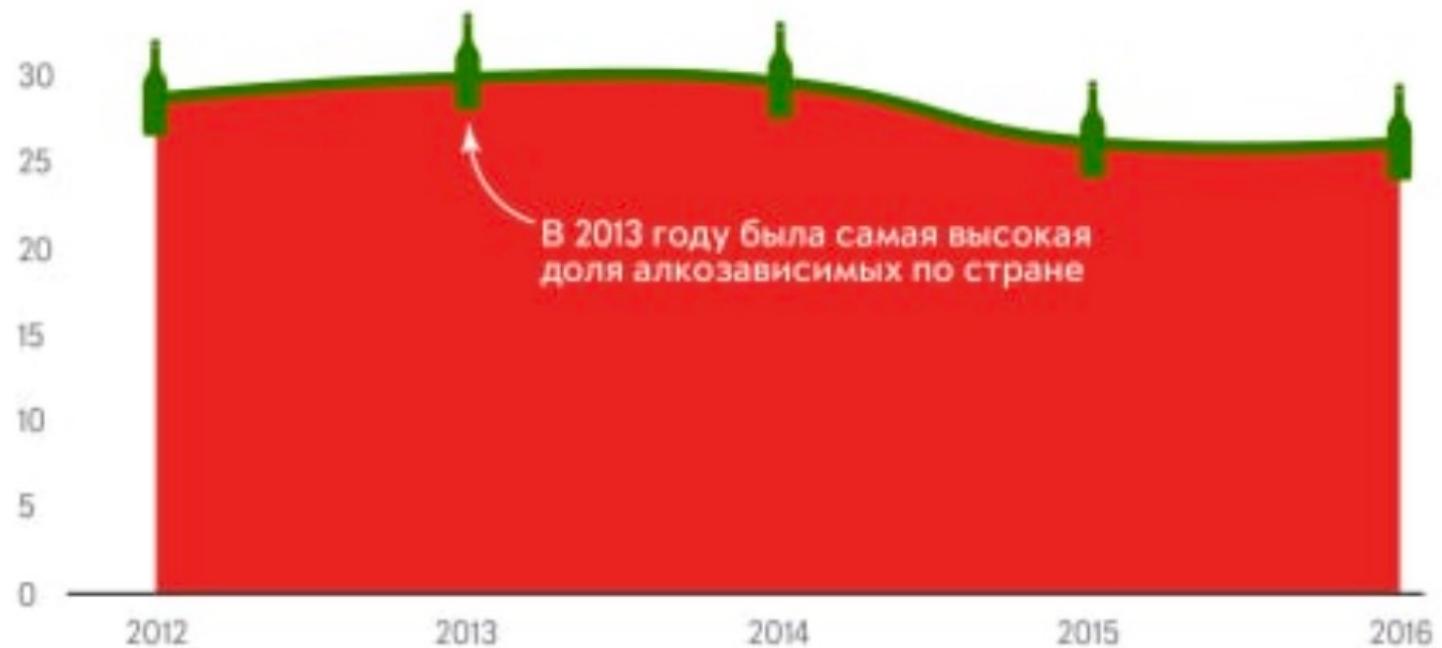
КАК ВЫ ДУМАЕТЕ, РОССИЯ СИЛЬНО ИЛИ СЛАБО ПОСТРАДАЕТ
ИЗ-ЗА МИРОВОГО ЭКОНОМИЧЕСКОГО КРИЗИСА, СВЯЗАННОГО
С ЭПИДЕМИЕЙ КОРОНАВИРУСА? (ОТ 79% РОССИЯН, ЗНАЮЩИХ О КРИЗИСЕ)



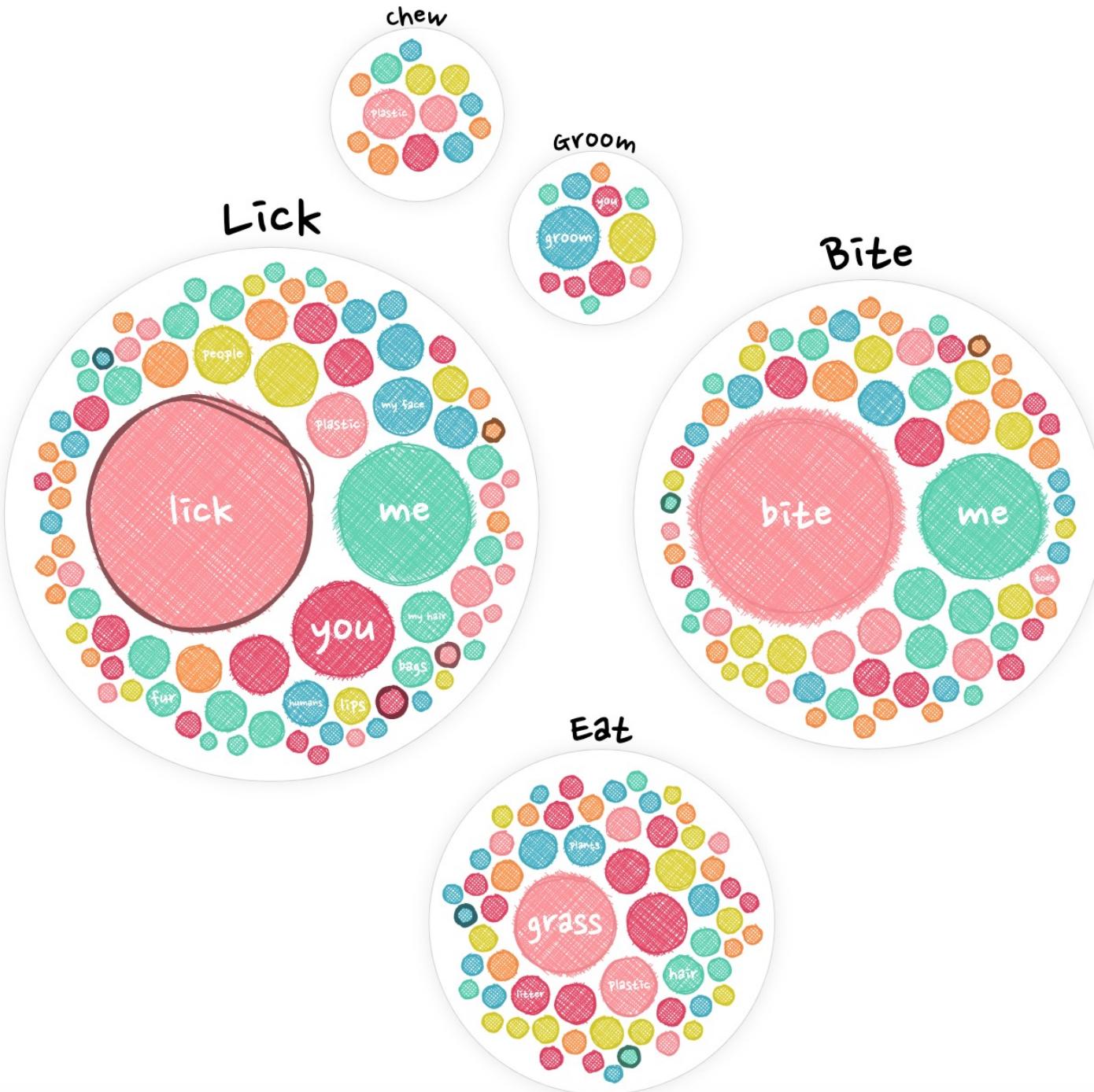
Источник: **ФОМ**

Как изменилась доля зависимых от алкоголя людей в России за пять лет

В 2015 и 2016 годах доля больных алкоголизмом пошла на спад



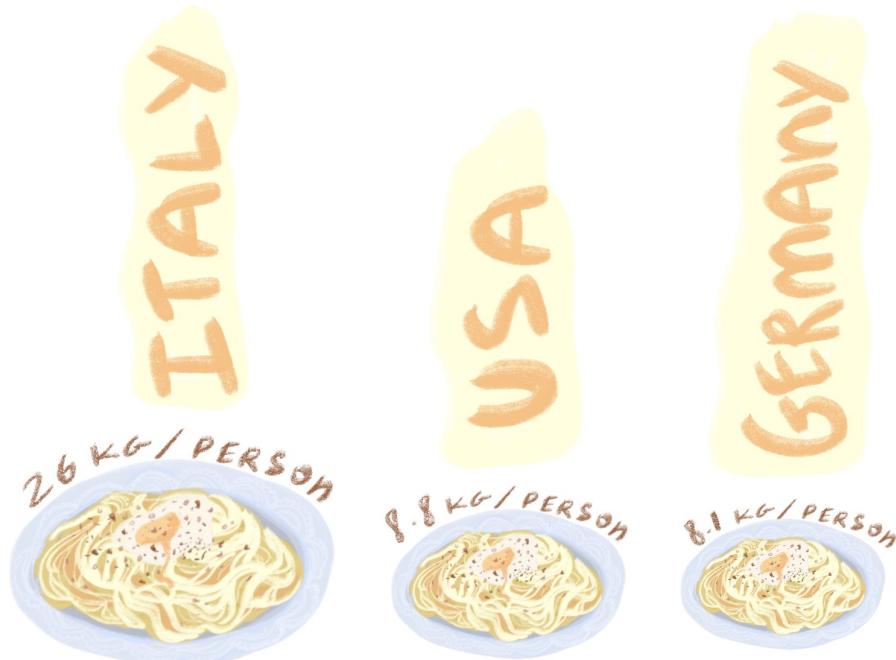
Стилизация



<https://whydocatsanddogs.com/>

Top 3 countries

PASTA CONSUMPTION *2012

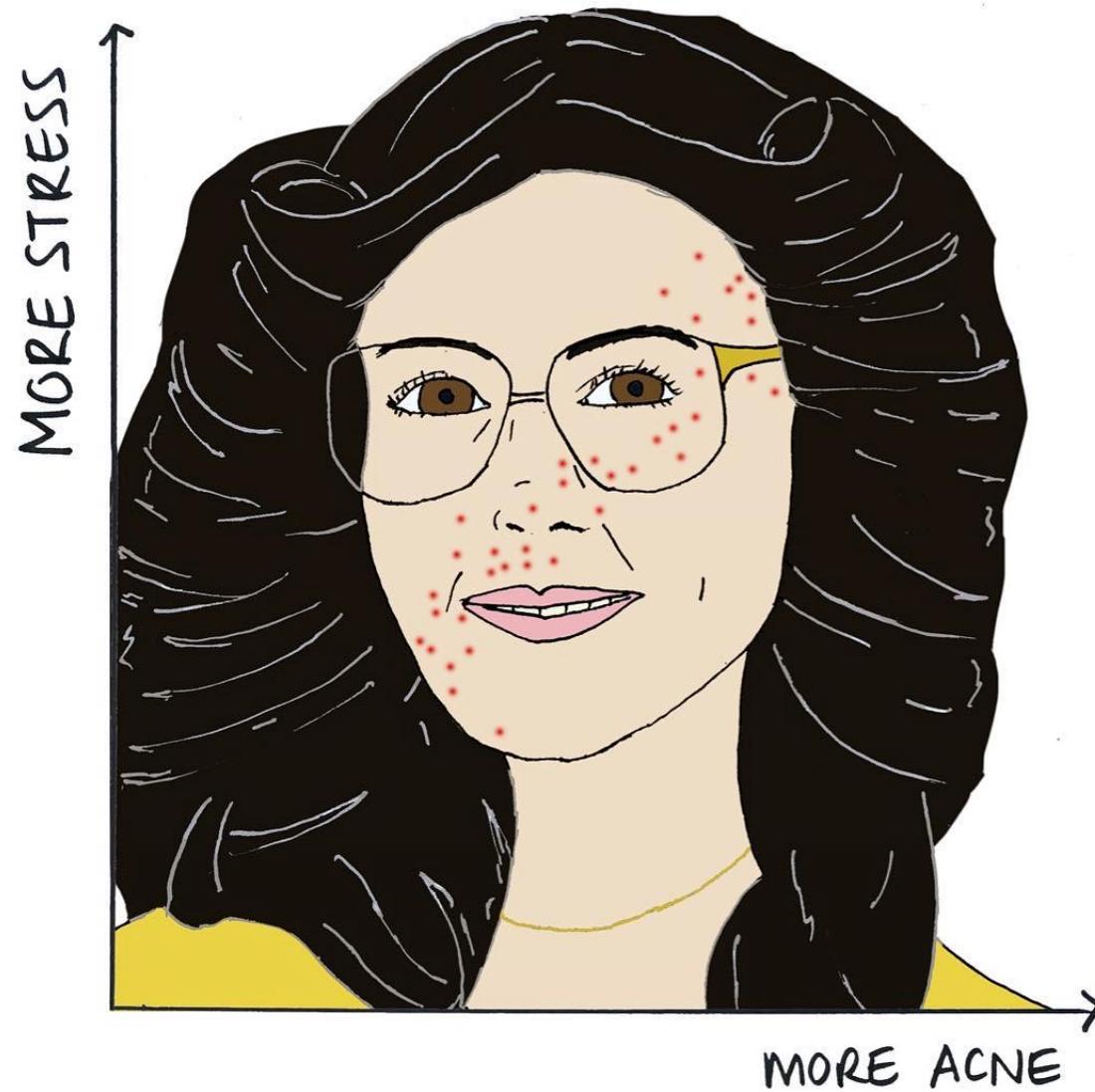


Размеры тарелок не совпадают с числами (и это плохо)

Mona Chalabi

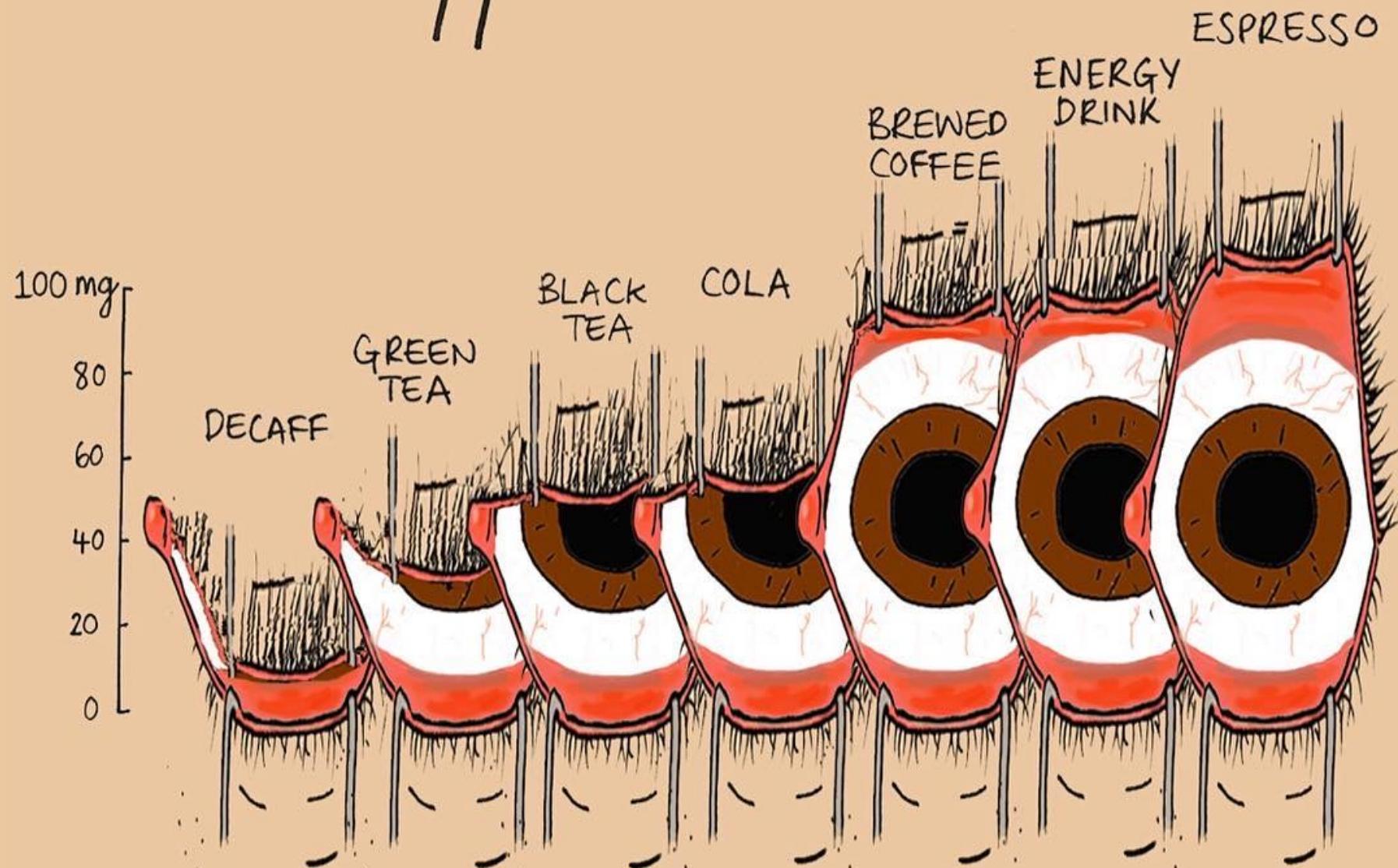
instagram.com/monachalabi

Breakout!

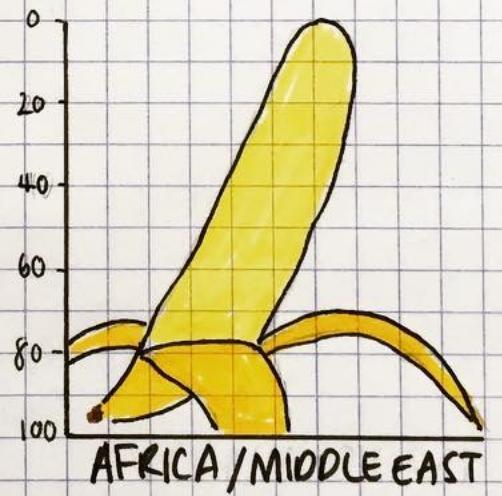
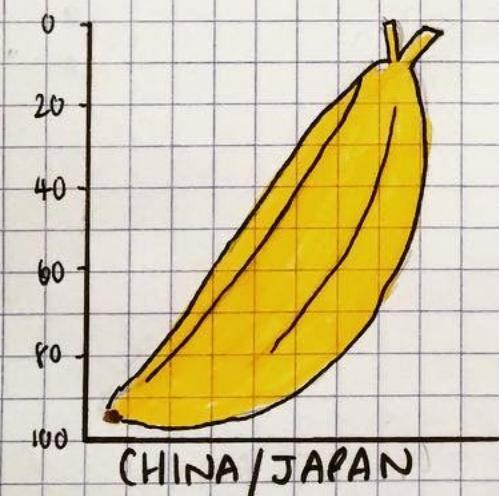
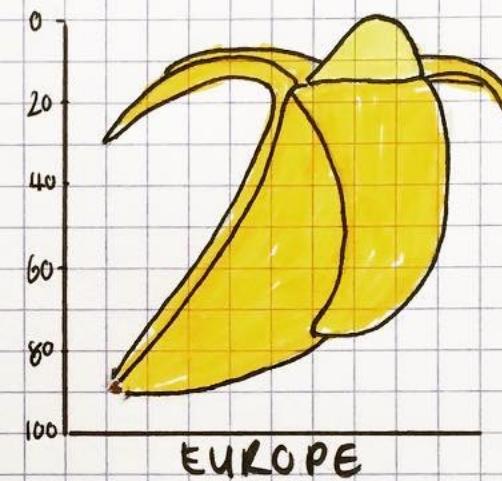
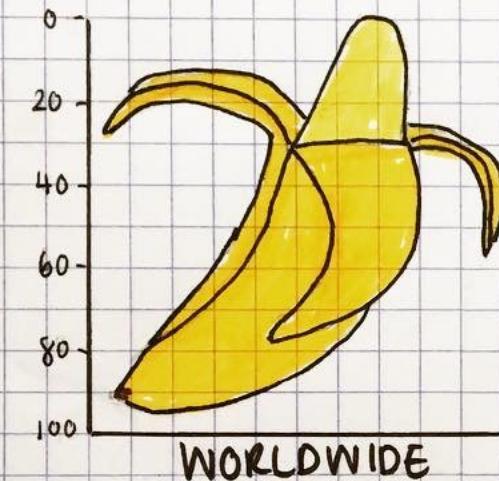


* POSITIVE CORRELATION BASED ON 144 FEMALES

Caffeine Content

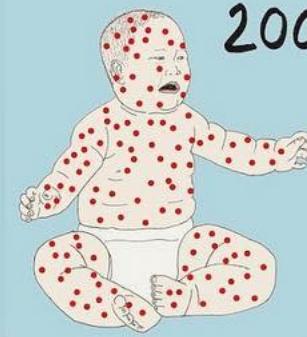


Male Circumcision Rates

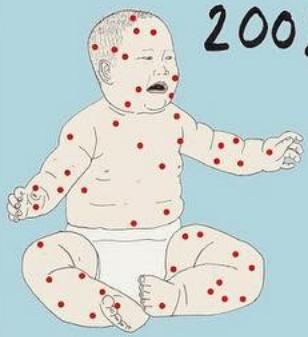


● = 1 x case
of measles

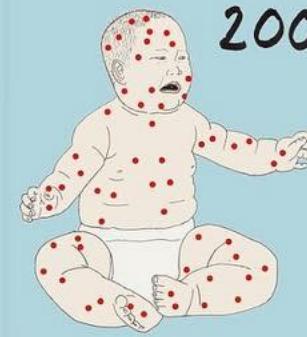
2001



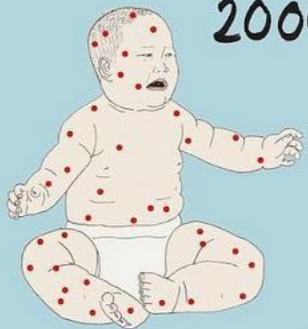
2002



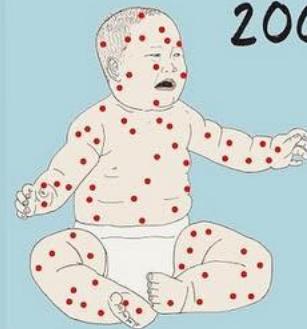
2003



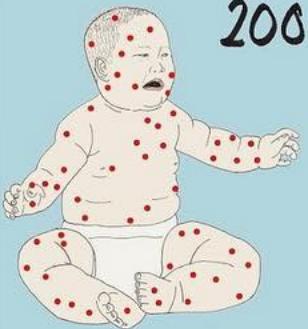
2004



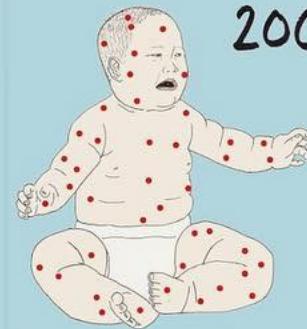
2005



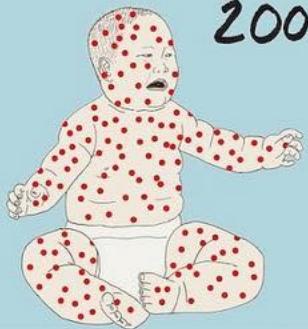
2006



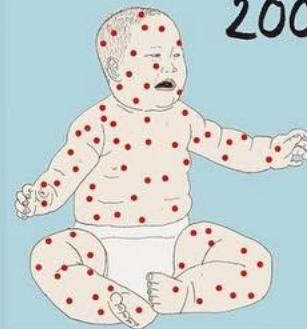
2007



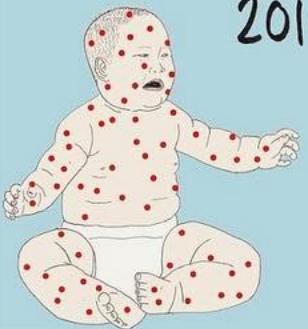
2008



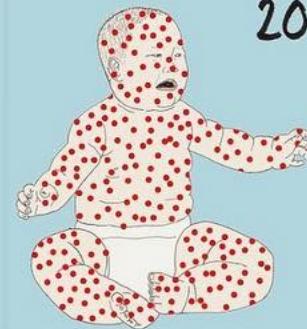
2009



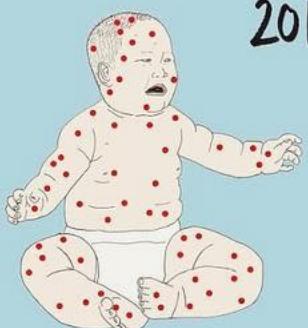
2010



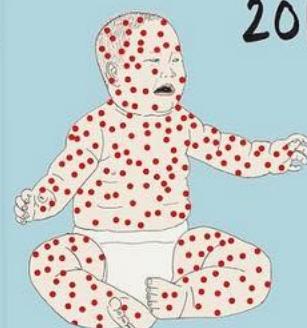
2011



2012



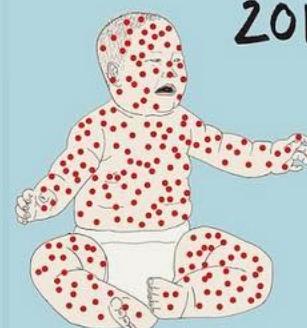
2013



2014



2015



Winter Weight Gain

Food Intake (Kcal)

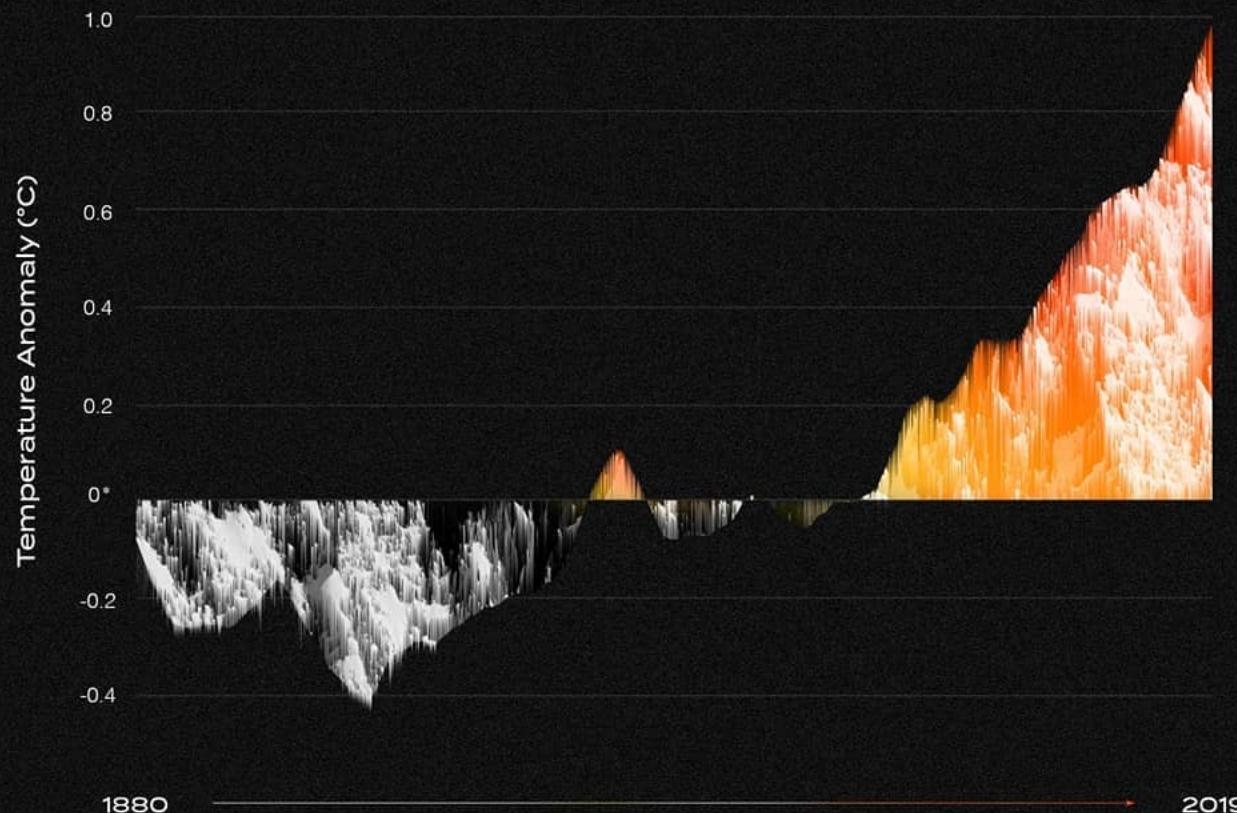


Gabrielle Merite

instagram.com/gab.md

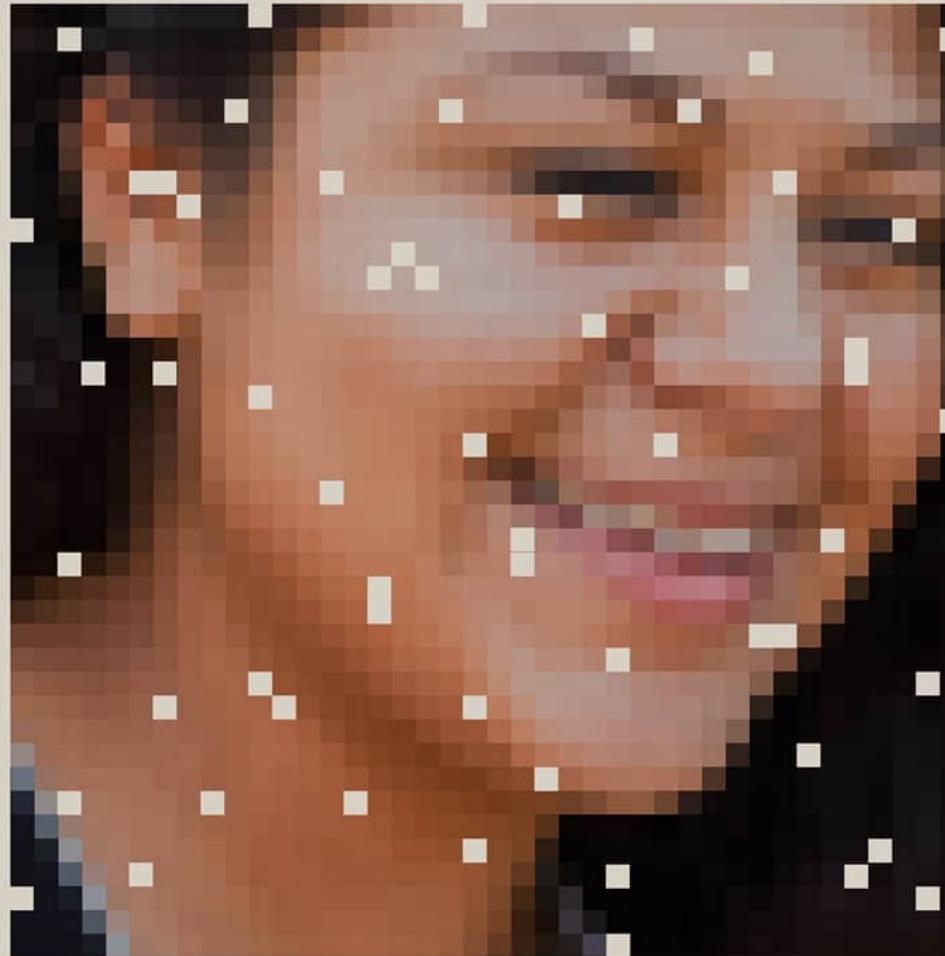
OUR WORLD IS ON FIRE

Global World Temperature Index



*1951-1980 as a baseline period

According to new projections by the Urban Institute,
Latinos & Latinas could be undercounted by as much as 3.57%
in the 2020 Census. That'd be 2.216,200 million of people.



this is what 4% missing looks like.

2020? MENTAL BURDEN

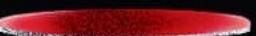




2019

The US Supreme Court upheld California's foie gras ban.

2017



the U.S. Court of Appeals for the Ninth Circuit reversed the decision. The opponents appealed.

2015



U.S. District Judge Stephen V. Wilson enjoined the California Attorney General from enforcing it.

2010

The law took effect.

2004



The ban was signed into law by Gov. Arnold Schwarzenegger.

Couple in Data

instagram.com/coupleindata

физикализация
данных



11

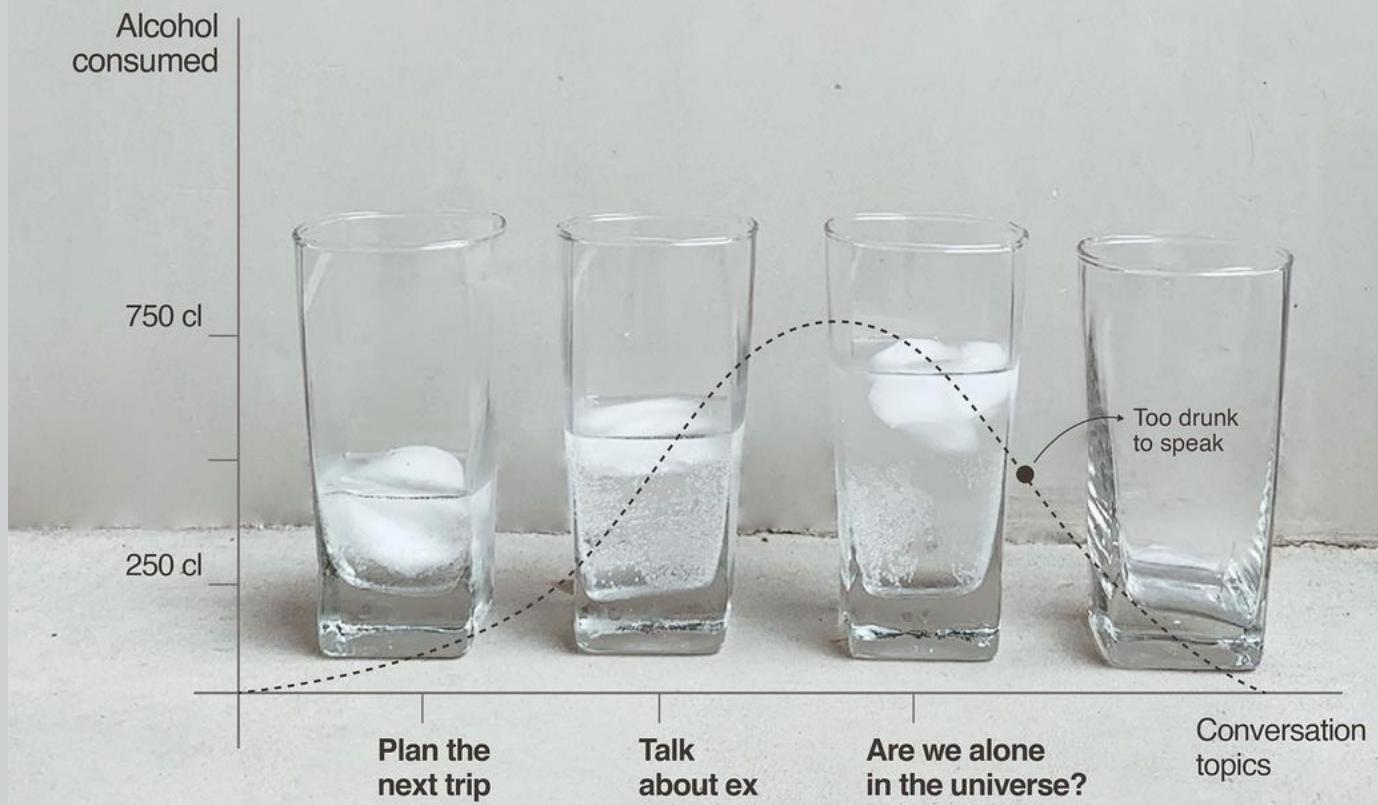
Survivors
plants

2

Deaths
plants

2,9 YEARS
garden life expectancy

Our drinks night curve



Source: Studying the behaviour of Couple in data 2020

Weight gain reasons (In quarantine)

He

50%
Fridge
assault

20%
Delivery
meals

30%
Boring
meetings



She

35%
Fridge
assault

15%
Delivery
meals

50%
Boring
meetings



ТИКТОКИ!

<https://www.tiktok.com/@hannahvictoria101/>

<https://www.tiktok.com/@humphreytalks/>

[https://www.tiktok.com/@mona_chalabi/ + \(2\)](https://www.tiktok.com/@mona_chalabi/)

<https://www.tiktok.com/@zlatazgz/>

<https://www.tiktok.com/@tenna65/>

Dear Data

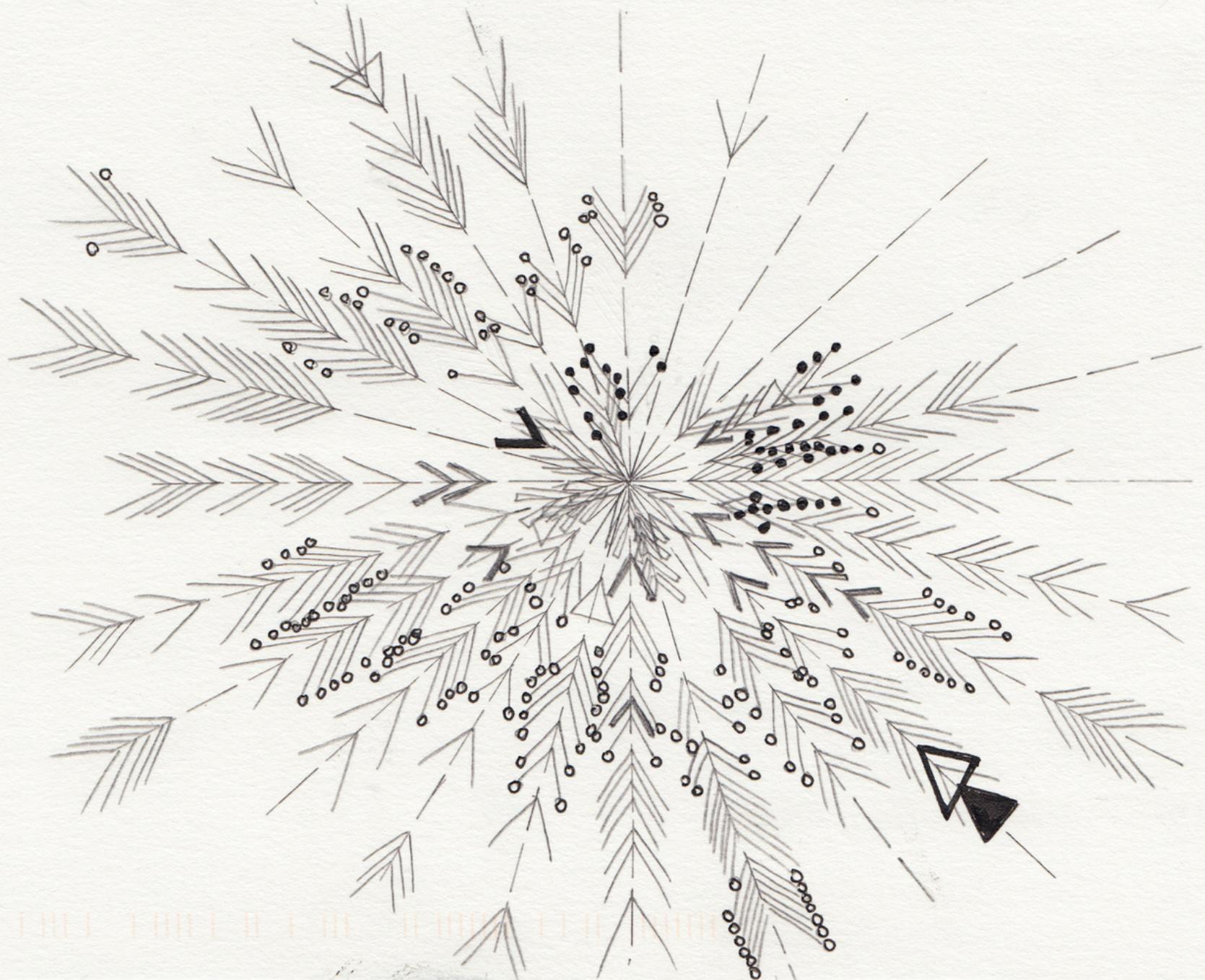
GIORGIA Stefanie



<https://www.youtube.com/watch?v=iqaVe1MCTIA>



dear-data.com/by-week

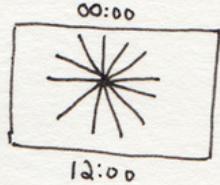


THE THREE BIRDS HAD FLOWN AWAY

DEAR DATA : WEEK 01:

A WEEK OF CLOCKS

LEGEND



→ EACH LINE = ONE HOUR OF THE DAY, MOVING CLOCKWISE



SEGMENT
Each line ON HOUR LINE =
ONE DAY. ~~WEEK~~ BEGINS IN CENTRE + MOVES OUTWARD

AN INSTANCE OF CLOCK-WATCHING IS INDICATED BY A SYMBOL:

PHONE

LAPTOP

TABLET

HUSBAND's PHONE

WATCH



TOTAL
INSTANCES

151

84

10

3

11

CAR

MICROWAVE

FRIEND'S

OVEN

CHURCH

CLOCK

SYMBOL

TOTAL
INSTANCES

22

1

1

1

1

FROM:
S. POSAVEC

LONDON

UK

RIDER CUP
SCOTLAND 2014

Royal Mail

15/08/2014

15-08-2014
54007997



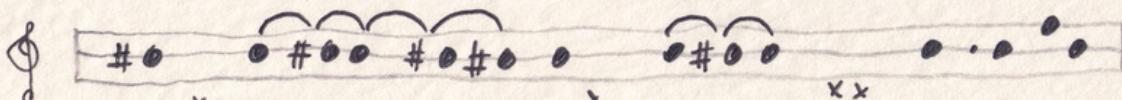
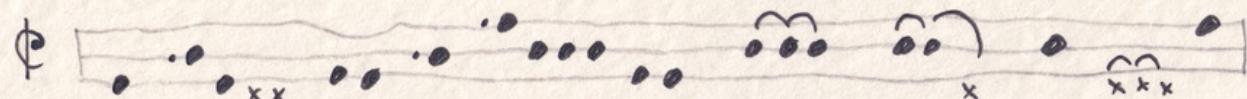
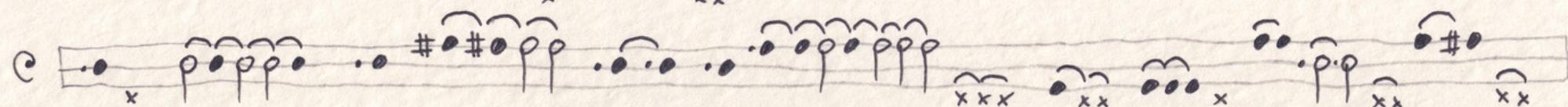
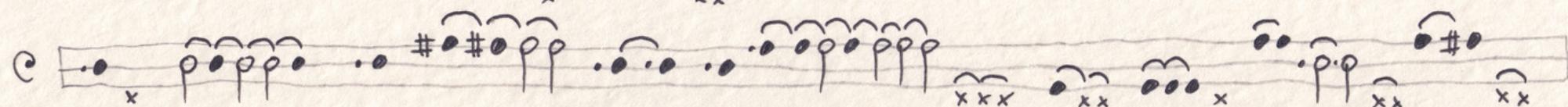
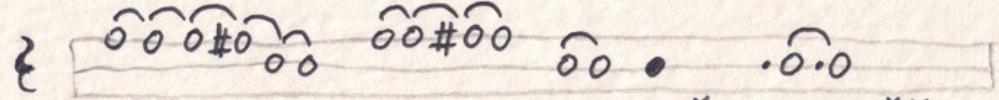
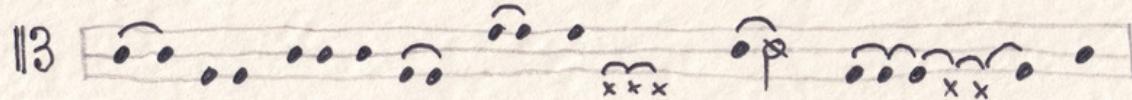
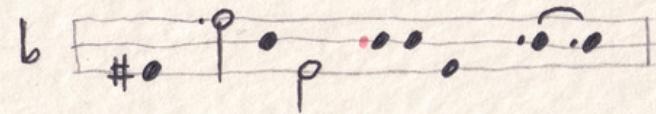
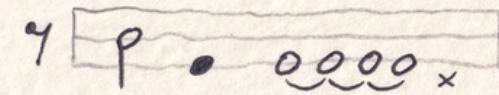
GIORGIA LUPI

11249 BROOKLYN, NY
USA

BY AIR MAIL
par avion

Royal Mail®

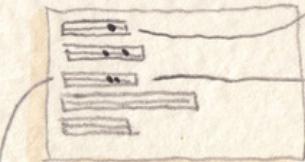
1124985282



DEAR DATA

WEEK OF: MUSICAL COMPLAINTS

HOW TO READ IT:



Each "Note" is a single complaint I said.
(i.e. every single time I expressed dissatisfaction or annoyance about a situation or particular thing)

Each "Score" represents a typology of things I complained about, featuring complaints in chronological order.

SCORES:

- 4 - ME AS A PERSON (e.g. "I am so... ugly / obsessive...")
- 4 - ME AT WORK (e.g. "I should've done...")
- 5 - WORK (e.g. "this project isn't going well!")
- 6 - TECHNOLOGY (e.g. "the scanner is not working!")
- 13 - SERVICE/FOOD (e.g. "OMG the waiter is so slow!")
- 8 - SOMEBODY (e.g. "He's really a jerk...")
- C - COLD (e.g. "I am freezing! The A.C. is crazy!")
- 8 - HOW I FEEL (e.g. "...so tired!!", "so bored!!")
- 8 - BOYFRIEND (e.g. "You're snoring! You haven't....")
- 8 - OTHER (e.g. "I spent 1 hour waiting for...")

POSITIONS OF NOTES:

- | | | |
|---|-------|--|
| 1 | • | → ACTUAL need to complain |
| 2 | • | → average " " " |
| 3 | • | → NO REAL " " " |
| 4 | --x-- | → MISSED COMPLAINTS: thought of complaining but didn't do! |

FROM:
GIORGIA LUPI
DEAR DATA



NY - USA

SEND TO:

STEFANIE POSAVEC

LONDON

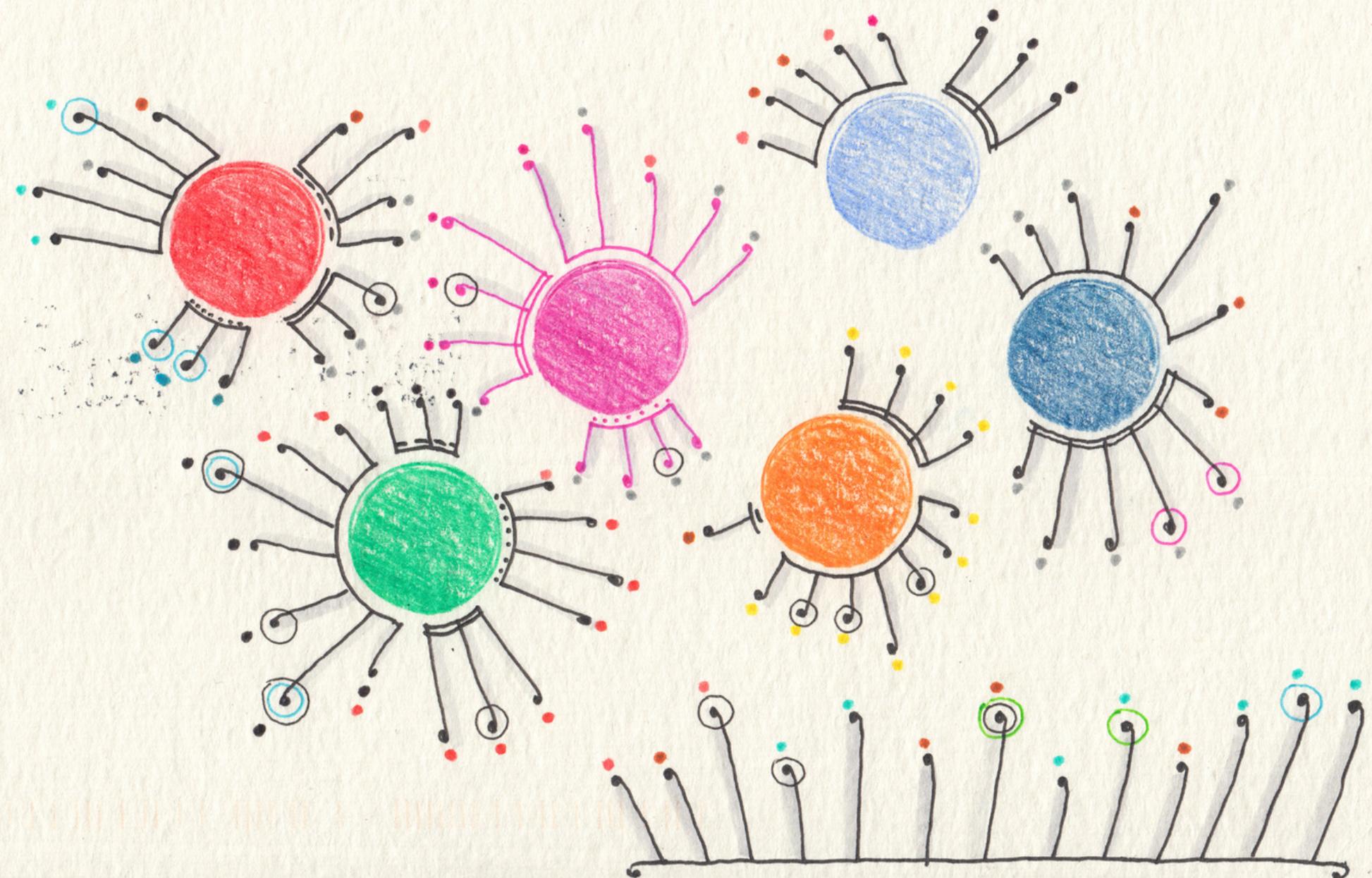
- UK -

ENGLAND

ATTRIBUTES

- to boyfriend
- to friend, family
- to stranger
- in english (all the others were in ITA)
- via txt/email (digital life)
- #○ adding Emphases
- close in time (same situation)
- to Stefanie ☺
- about s.thing related to DEAR DATA

**DELIVERED BY
HAND (SPECIAL NYC
DELIVERY!)**



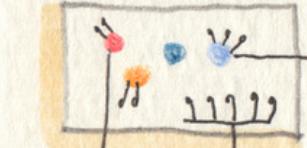
"DEAR DATA
WEEK 39: BEAUTY!"

NEW YORK NY USA

FROM:
G. LUPE

09 JUN 2015 PM

HOW TO READ IT:



CATEGORIES

- a person
- stranger

- me
- boyfriend
- friend

- objects/animals

- a puppy
- a plant

- my ... HEM...
teddy bear

- my city

- in general
- skyline

- sunset
- other

This week I tracked everything that inspired a sense of "BEAUTY" to me.

Every colored circle is a category of things with specification. Every line is a singular entry.

This category at the bottom are all the DRESSES I found Beautiful ☺

- Dear Data!
- your postcards
- my postcards
- our Eyeo slides

- colors
- color palette in real life
(Objects close by)
- digital color palettes

- other
- a sentence/word/concept
- music

lines length: level of engagement

- beautiful!
- woah!
- wooooooh!

WHY?

- cute!
- elegant!
- perfect!
- absorbing!
- particular
- detailed
- inspired love
- just beautiful!

OTHER NOTES:

- sent to you!
- I bought it!
- I was tipsy
- I was
- else said I was beautiful

BROOKLYN - NY
USA

SEND TO:

STEFANIE POSAVEC

LONDON

- UK -

ENGLAND

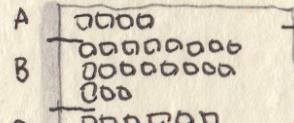




66 Dear Data

WEEK 50: iPhone Survey

HOW TO READ IT:

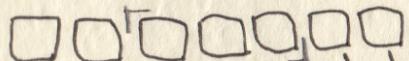


This week I surveyed my iPhone.
As you can tell (☺) every element
represent an APP I have on my phone,
the icon should resemble the actual
Icon.

APP POSITIONING

- (A) the 4 apps I have on my Dock
- (B) apps on the main screen / space
- (C) apps on the second screen (swipe right)

CATEGORIES



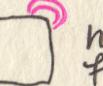
apps within a category, macro folder

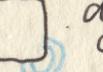
apps that float in the screen, not in a folder

apps attributes:

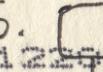
1. How often do I use it?

- regularly
- daily
- hourly
- almost never
- never used

2.  have been used for Dear Data tracking

3.  designed by a friend

4.  notification appeared while drawing the postcard

5.  I deleted it and downloaded it back into the past

NEW YORK

FROM:
GIORGIA LUPI

25 AUG 2015

BROOKLYN
NY - USA



SEND To:

STEFANIE POSAVEC

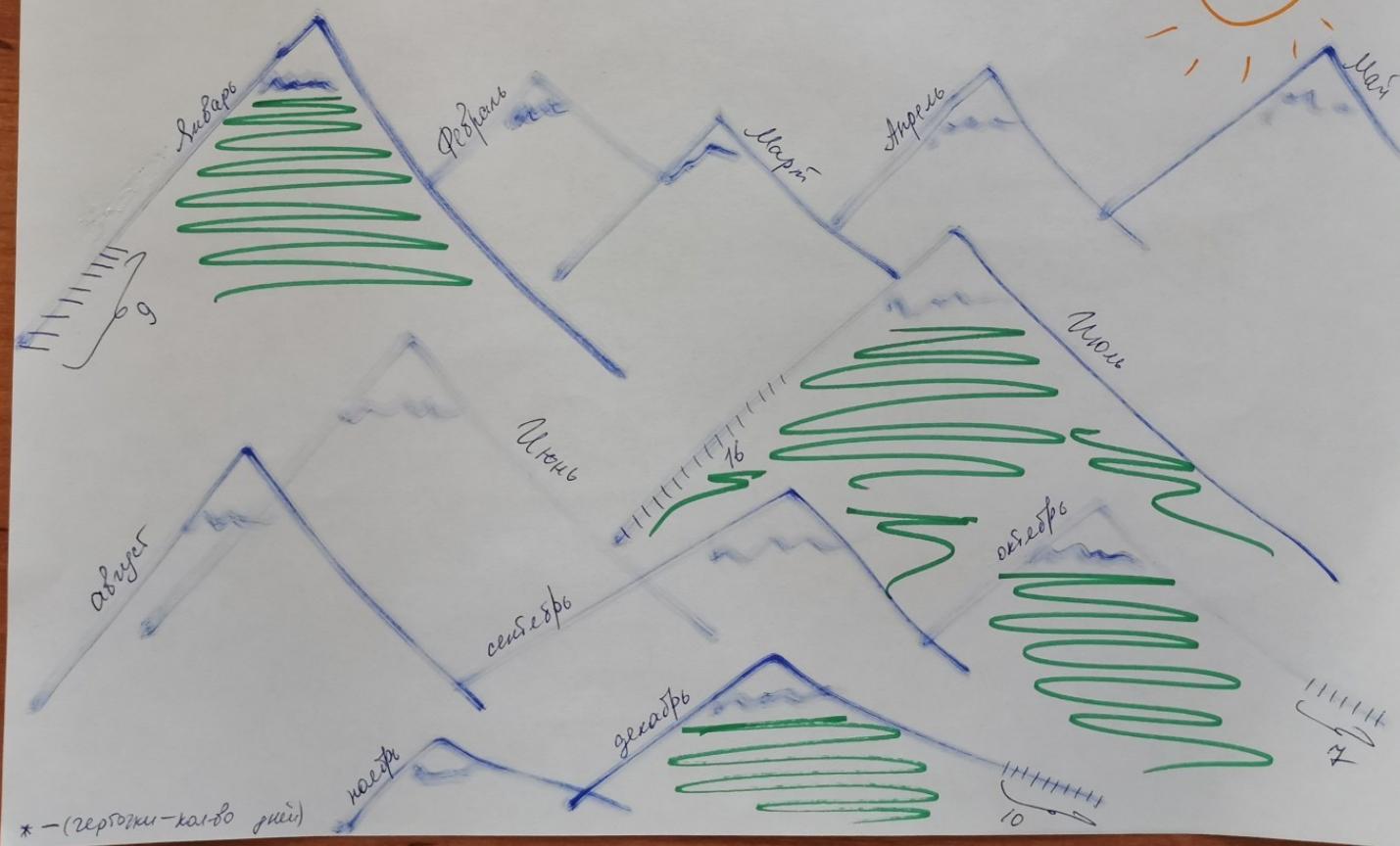
LONDON SE24 9JD

- U. K. -

ENGLAND

Работы студентов БЖУР'17

СКОЛЬКО ДНЕЙ В ГОДУ (2019)
Я ПРОВЕЛА ВО ВЛАДИКАВКАЗЕ



 - АМ

 - РН

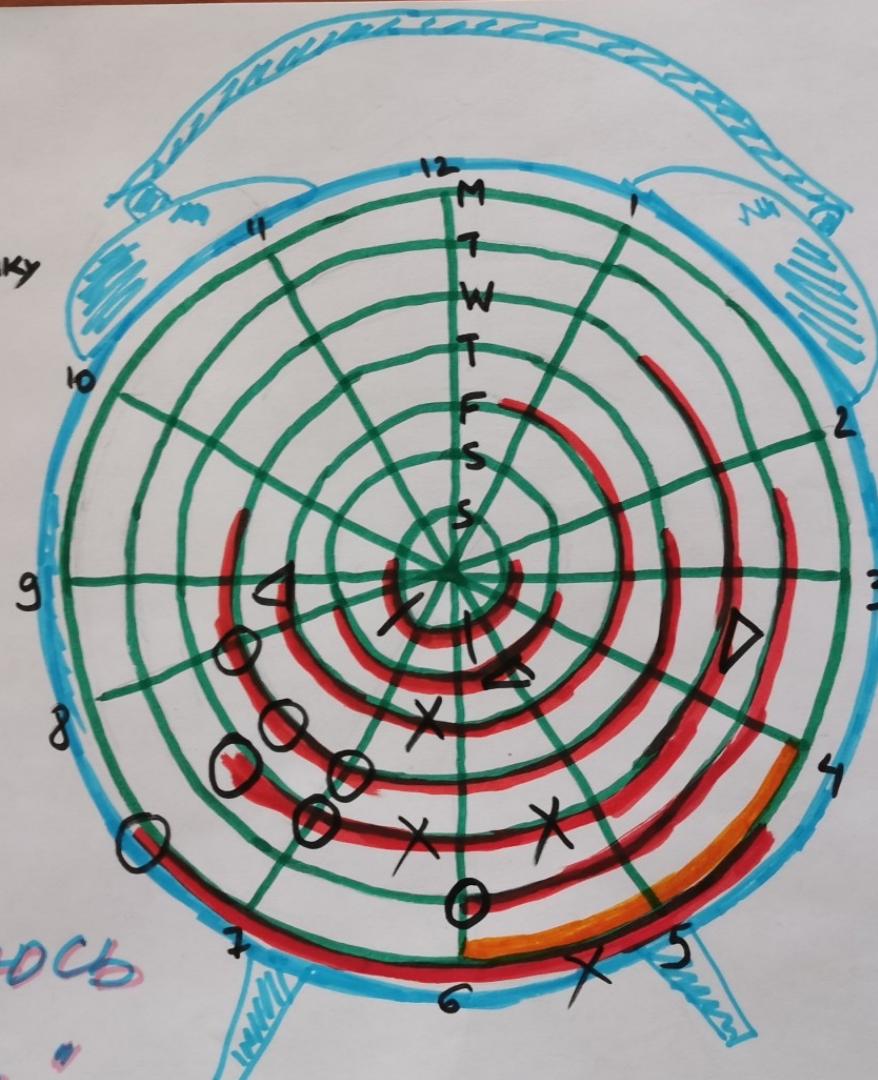
○ - проснулась
по будильнику

△ - приснился
кошмар

Х - шумела
соседка

1 - тревожный
сон

„СКОЛЬКО
РАЗ Я
ПРОСЫПАЮСЬ
ЗА НОЧЬ“
я не таблетках



МОЙ ГОД

2019 🎵

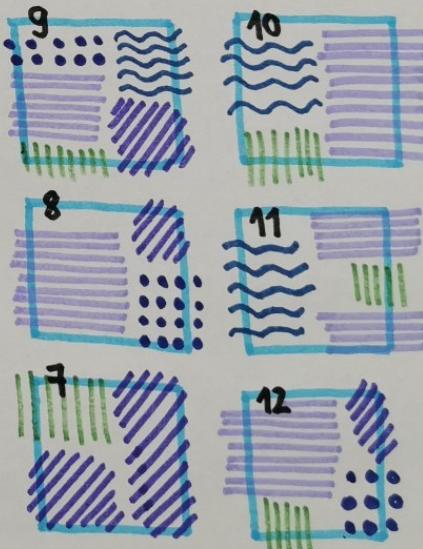
119

67 ЧАСОВ

ТОП5

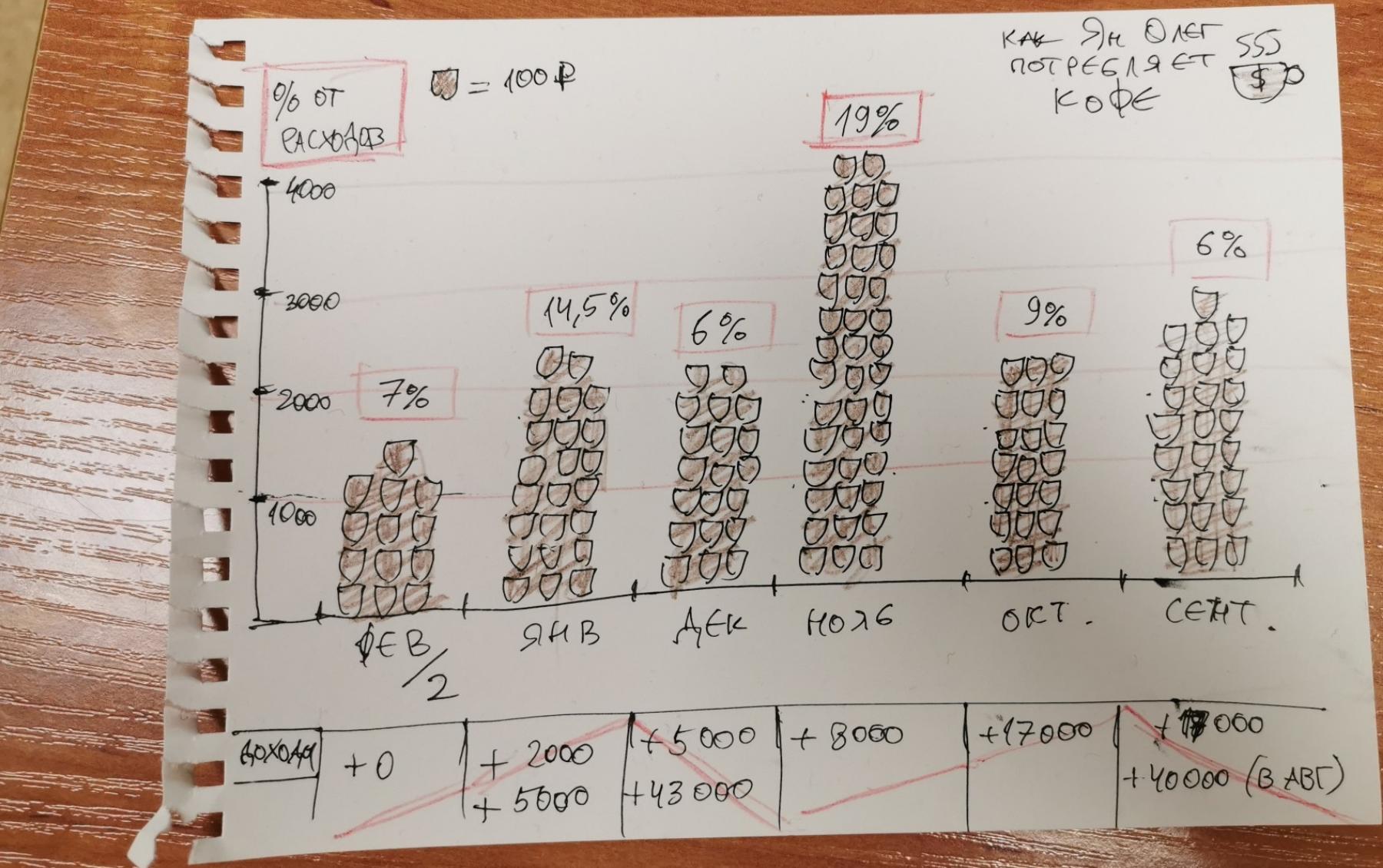
- 1 Taylor Swift 304
- 2 Ariana Grande 204
- 3 Ed Sheeran 204
- 4 Lana del Rey ... 154
- 5 ЕГОР КРИД .. 104

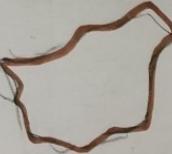
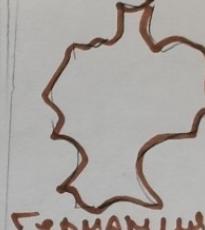
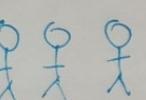
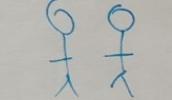
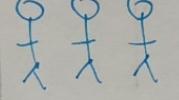
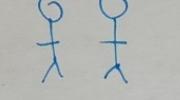
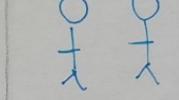
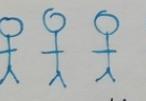
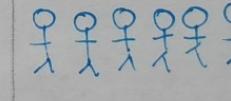
ПО
МЕ
СЯ
ЧАМ



APPLE MUSIC

- 5 ЧАСОВ
- Taylor Swift
- ▨ Ed Sheeran
- ::: Ariana Grande
- |||| Egor Krid
- ~~~~ Lana del Rey



| | | | | | | |
|---|---|--|---|---|---|---|
|  |  |  |  |  |  |  |
| ТАЙЛАНД | Венгрия | Турция | Греция | Польша | Грузия | Германия |
|  |  |  |  |  |  |  |
| 4 | 11 | 2 | 5 | 1 | 4 | 7 |
| * | * | * | * | * | * | * |
|  |  |  |  |  |  |  |
| Португалия | Румыния | Бельгия | Словакия | Австрия | Испания | Литва |
|  |  |  |  |  |  |  |
| 4 | 1 | 5 | 0 | 1 | 30 | 5 |
| * | * | * | * | * | * | * |