

Data Visualization

ARL DSI 2019

Megan Ozeran, University of Illinois
Eileen Daly-Boas, University of Rochester





Data to Viz

Was there a chart you really liked? (Why?)

A chart you really disliked? (Why?)

A chart you hope to create today?



Review the Walls

1. Each group starts at one wall and each person looks at a different sheet. (leave them on the wall)
2. Then, move clockwise to the next wall, and decide which question or visualization or dataset matches your first sheet.
3. Then, one more move to find the last piece.
4. When you're finished, regroup by question.



Review the Walls

Reflect with your group and report back. Some things to consider:

- Did it matter where you started the process?
- Did you agree with the visualization choices?
- Did the questions and visualization “match up”?

1. Data Collection





Reflection as survey -taker

What did you think about the survey?

Any questions you really liked?

Questions you didn't like?

(go.illinois.edu/DSI-survey)



Planning to analyze

Any questions for which you're especially interested to see the results?

Questions you don't care about?

Questions you would have included?

go.illinois.edu/DSI-data

2. Data Cleaning





What is data cleaning?

The process of preparing your data for analysis



OpenRefine

- Free
- Open source
- Powerful

Launch OpenRefine

Break time!



3. Data Analysis



Quantitative vs. Qualitative



Qualitative coding

“How do you organize your books at home?”

1. Get familiar with the responses
2. Create “codes” for the responses
(code: an essence capturing word or short phrase)
1. Categorize your codes into broader themes

4. Data Visualization





Visualizing, Questioning, Understanding

- What questions do we have for this data?
- Are there trends we can identify?
- Are there relationships we can identify?
- How can a visualization help us understand the group?
- How can a visualization help us ask better questions?



Tableau Public

Handout: go.illinois.edu/DSI-handout

Data: go.illinois.edu/DSI-data-clean

Open Tableau Public

Connect to text: **ARL-DSI-2019-data-generating-survey
Cleaned.csv**

Tableau Data Source Layout

The screenshot displays the Tableau Data Source Layout interface. On the left, the 'Connections' pane shows 'ARL-DSI-2019-d... Fully Cleaned' as a Text file. Below it, the 'Files' section includes a checkbox for 'Use Data Interpreter' and a note about cleaning the Text file workbook. The 'New Union' button is also visible. The main area shows the data source 'ARL-DSI-2019-data-generatin...'. The data grid is displayed with columns: Timestamp, library emp..., How many t..., How many ..., How do you..., Do you con..., Did you hav..., How many ..., Do you exer..., and first concert. The grid shows data for various dates and times, with values for library employees, counts, and survey responses.

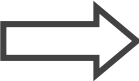
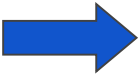
Data Grid

Timestamp	library emp...	How many t...	How many ...	How do you...	Do you con...	Did you hav...	How many ...	Do you exer...	first concert
6/14/2019 11...	14	25	20	randomly	Yes	Yes, all wisdo...	1-5	Both	1985
6/14/2019 12...	35	12	50	Electronically	Yes	Yes, all wisdo...	1-5	Both	1987
6/14/2019 12...	13	12	15	Genre and aut...	No	Yes, all wisdo...	1-5	Both	1984
6/14/2019 12...	40	7	30	By author	Yes	No	1-5	Both	1977
6/14/2019 12...	33	18	12	Books by frie...	No	Yes, 2 wisdom...	1-5	Both	1970
7/2/2019 2:2...	7	18	15	Alphabetically	No	Yes, 2 wisdom...	1-5	Both	1995
7/2/2019 2:2...	35	3	30	Subject	No	Yes, all wisdo...	1-5	I don't exercise	1974

4. Data Visualization



Data Grid names



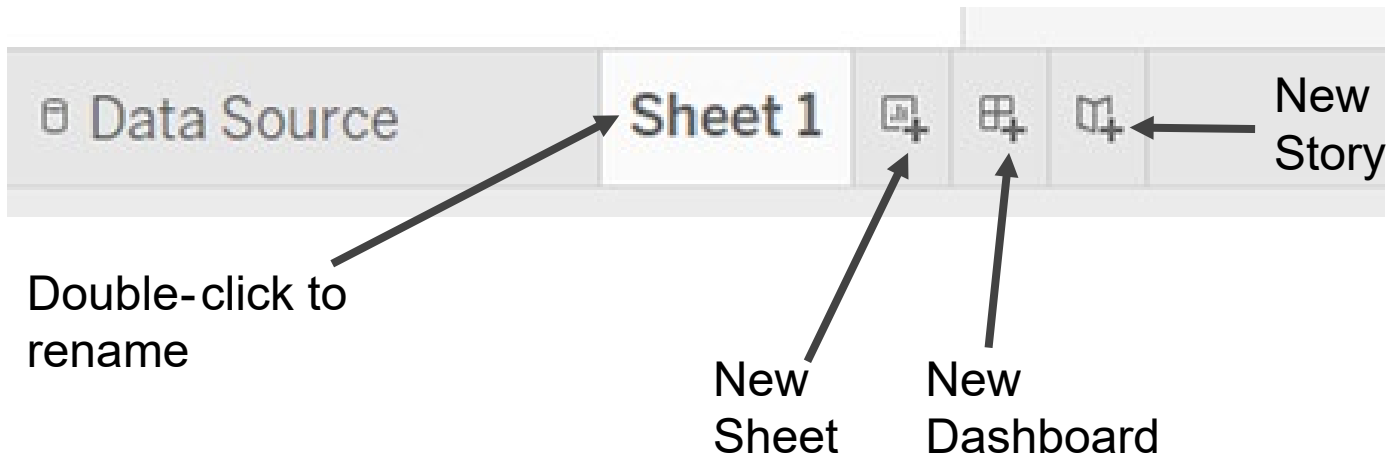
#	Abc	Abc	Abc
ARL-DSI-2019-dat...	ARL-DSI-2019-dat...	ARL-DSI-2019-dat...	ARL-DSI-2019-dat...
How many ...	How do you...	Do you con...	Did you hav...

 Data Type

 Field Name



Sheet and Dashboard Tabs





Worksheets - Layout

Take a few moments to familiarize yourself with the layout.

Good habits start now: When you open a worksheet or dashboard or story, name it.



Exploratory Visualizations

Dimensions and Measures

- Dimensions - descriptions, qualitative fields that can't be aggregated, usually row and column headings
- Measures - measurements, quantitative fields that can be aggregated, used for values or plotting

Mnemonic: Dimensions are descriptions, Measures are math



Visualizing data

- Guided hands-on
- If you're familiar with Tableau, assist your neighbor.
- Our goal: exploring, not racing. There's no prize for finishing first!



Hands-on Guided Exploration

Ask questions

Take your time

Consult the handout



Independent exploration

Create a new worksheet, and add it to your dashboard. Try a different visualization!



Discussion

How do you imagine using these new digital scholarship skills?

Who at your institution could help with this type of digital scholarship work?

Other questions or comments?