

Process Book

"Facebook Visualizations"



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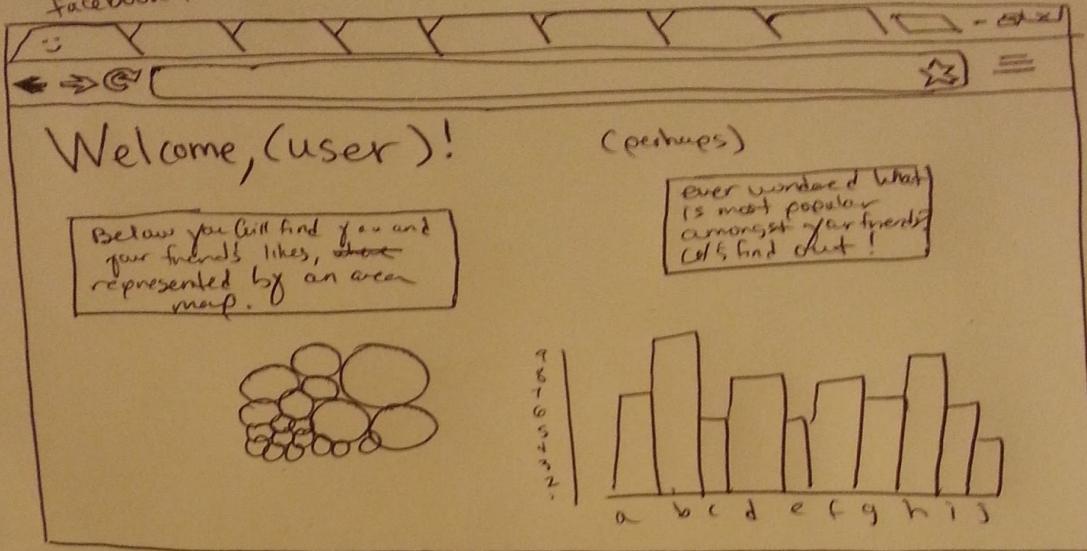
Goal: To help users efficiently understand how much they have in common with their friends, represented by the visual representation of 'likes'.

Step 1: Create ideas for the visual representation of the data that we intend to collect. Ideas included hierarchies (User -> friends -> categories -> likes) in the form of bubble charts and line graphs. Initial sketches were made (image included below).

Visualizing Facebook likes

The idea is to visually represent the likes of the people on your facebook friend's list.

Possible Page Layout



interesting metrics

- TOP ten likes
- # of your mutual likes
- # of your friend's mutual likes

Could it be more beneficial to not use all the data? Could we just streamline interesting metrics?

interesting ways to represent this

- interactive bar charts (size issues)
- pie charts (size issues)
- shape population (crowding issues?)

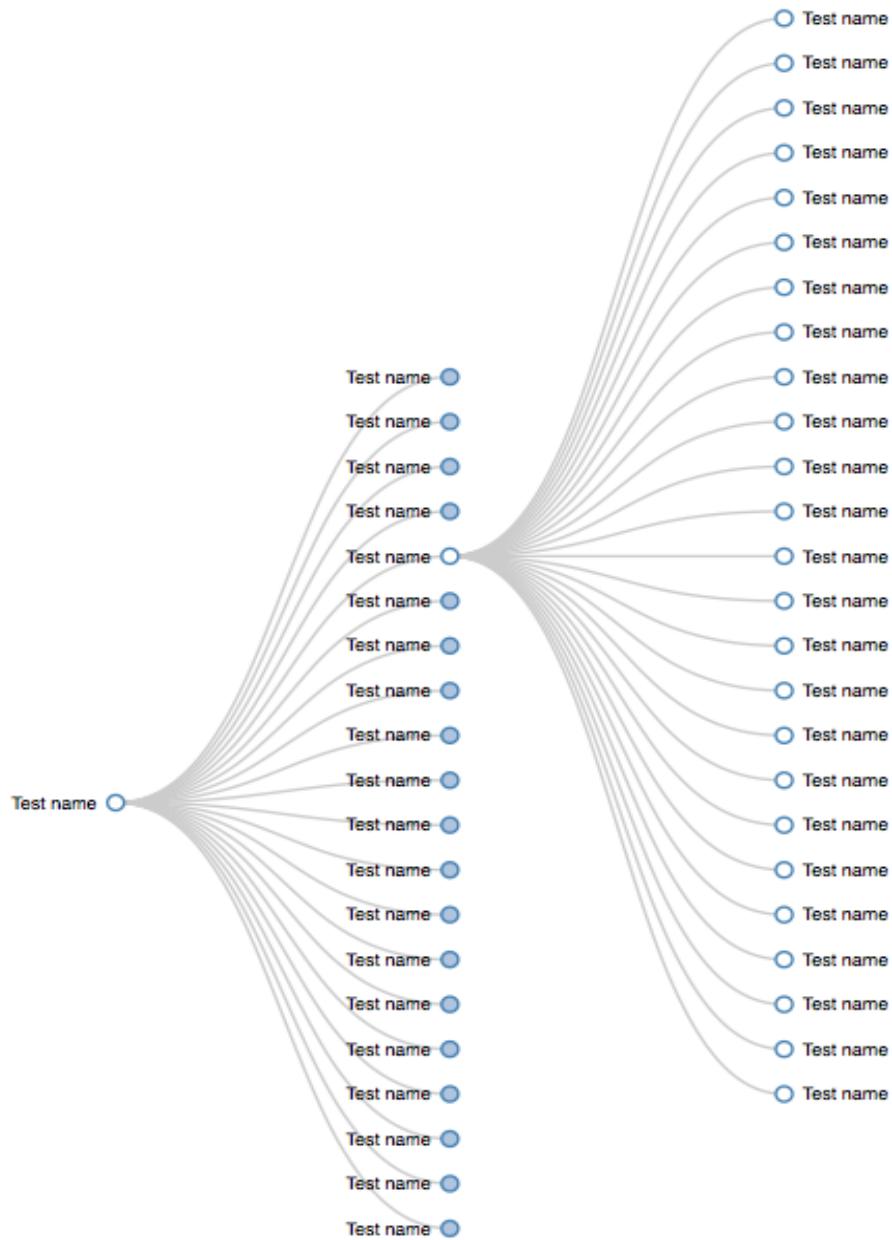
Step 2: Data acquisition was handled by calling the facebook API and using jquery and javascript to collect the specific 'like' information that we

were going to represent. The data was originally paginated but after lots of effort we were able to successfully get the data into a usable form. (*In regards to the deliverables for Milestone 1, our data is returned as a JSON object but because we do not need a static copy of this data we do not saveToFile. The only way to view this data is to open the developer tools and check out the console logs.*)

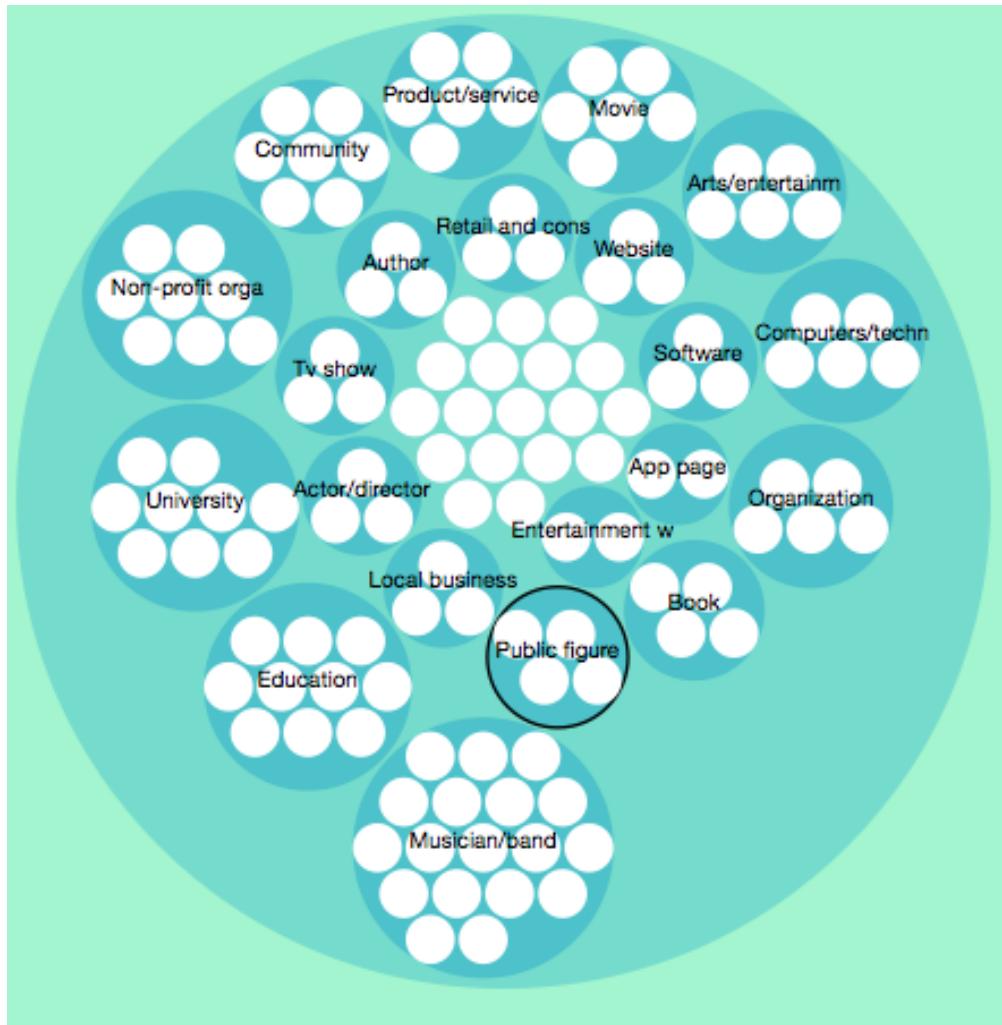
Step 3: This is when we began playing with different visualizations and seeing which models we could modify to meet our goals.

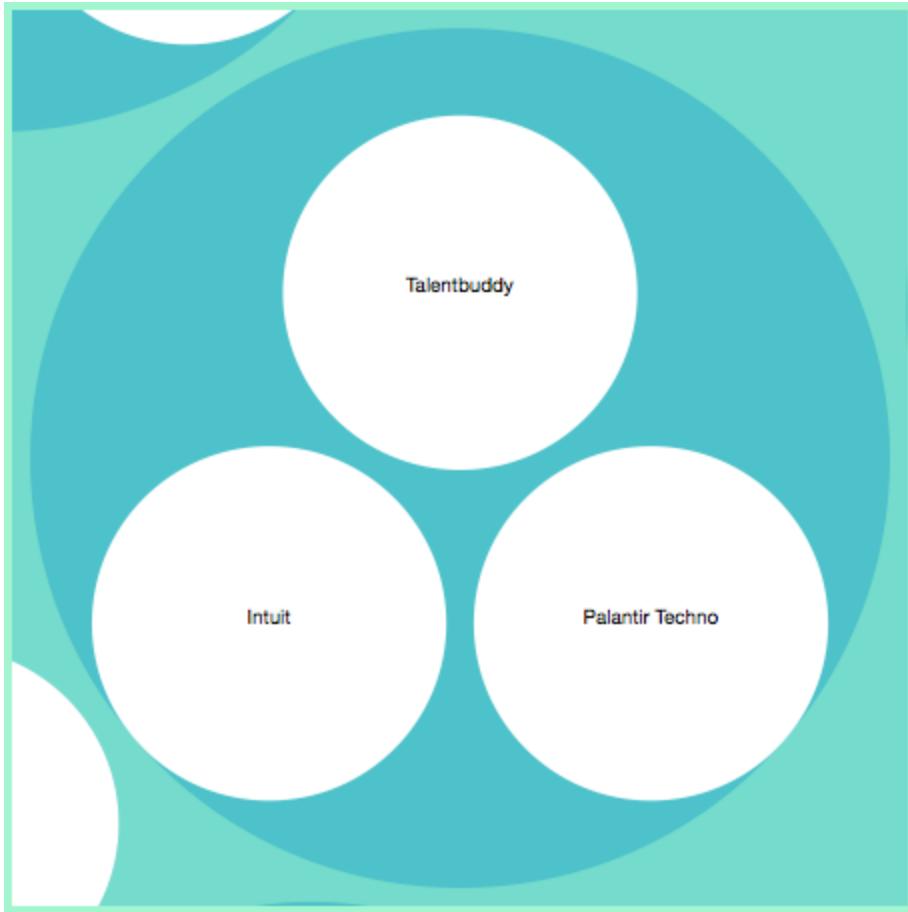
Collapsible Tree trial:

The data is organized in a tree like format. Every user has a list of friends, every friend likes several pages. It seems that Collapsible Tree (<http://bl.ocks.org/mbostock/4339083>) would be a good idea for a potential visualization. Some concerns. What happens if we have a lot of friends? The visualization becomes hard to read. What happens if we have a lot of friends' likes open at the same time? The visualization became very messy very quickly. That is why we decided to instead show only one's friend likes at a time and collapse the rest of the friends. This can be seen in the image below. The test data were organized in a format of User -> Friend -> Like.

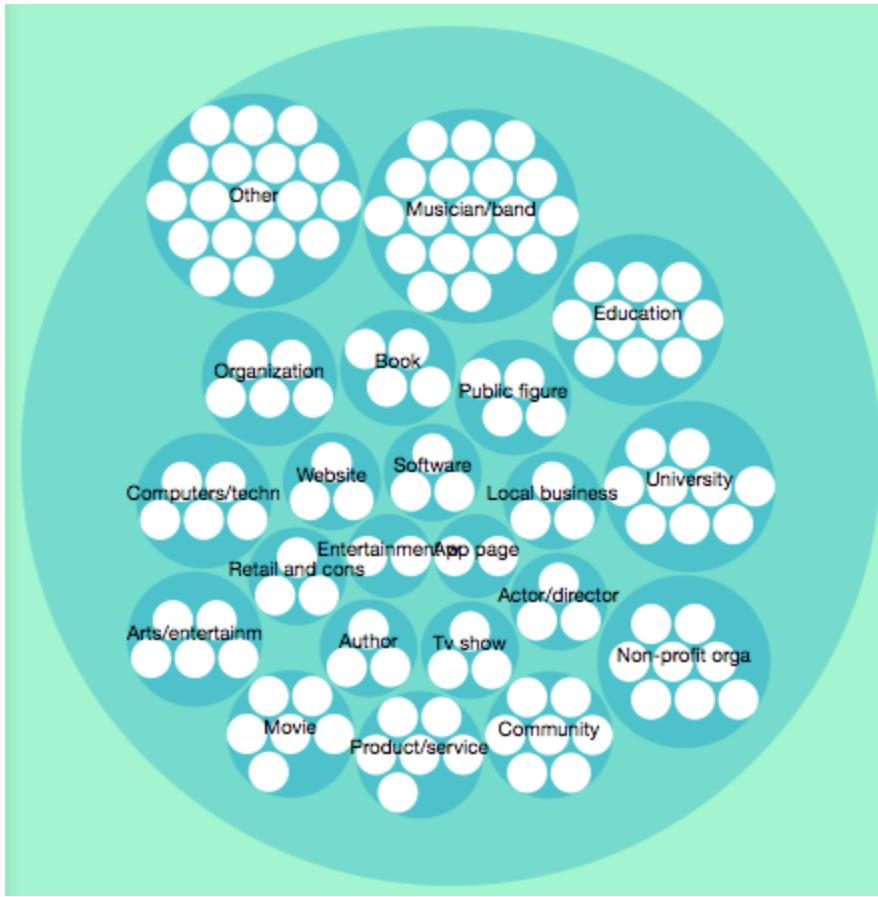


The visualization did not look particularly appealing aesthetically and at the same time it did not summarize very well the likes of our friends.

Bubbles Trial:



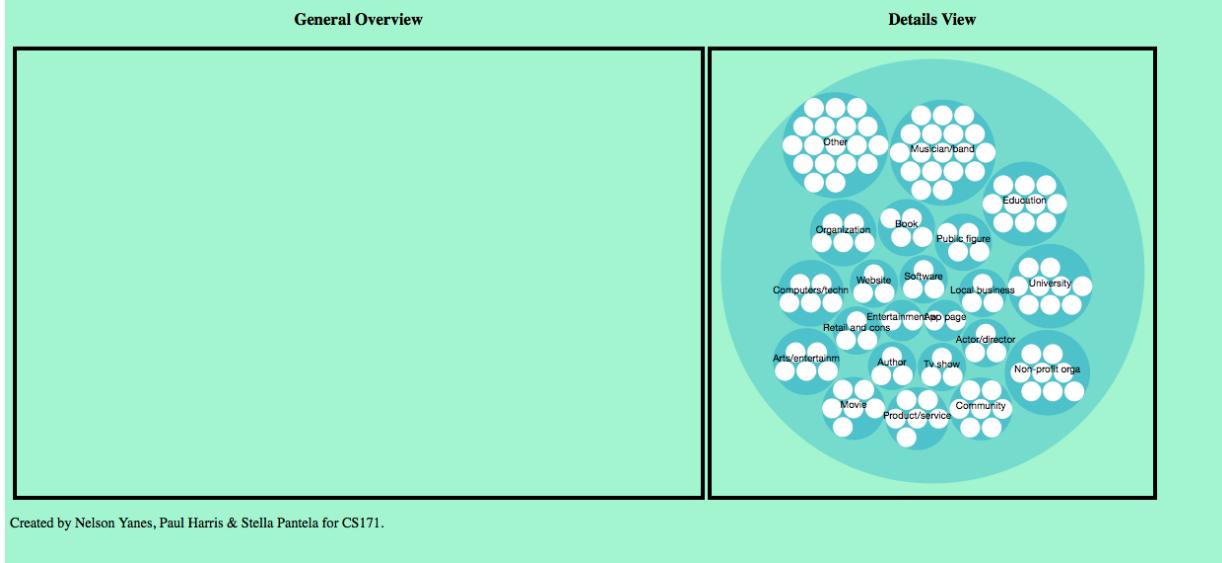
Originally we were getting many white circles isolated from the rest of the graph and not belonging to a greater category circle. These circles belonged to categories with only one element. To make the visualization more concise we grouped them together into a category called Other and filtered out the Categories with just one element. The result can be seen in the next figure.



Putting it together and making a story

After thinking about our data and the principles of the class we realized it would be awesome to actually be able ot tell a story of some sort. That is why we chose to switch to a general and a details view. We have marked both in our new design and integrated the bubbles view in the details view. The general view will be coming soon and will show all our friends. The more likes a friend has the bigger their bubble. Then once we click on a friend we see the details view. You can see our current views in the Figure below.

Facebook Network Preferences Visualization



and the black version which looks better

