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In *The Value of Visualization*, Wijk states that “Interaction is generally considered as ‘good’. One could advocate the opposite: Interaction should be avoided, and well for two reasons.”[[1]](#footnote-1)

The first reason he mentions about avoidance of interaction in visualization is interaction will make visualization more subjective so that the insight came from the visualization might be misleading. The second reason is that interaction will increase the cost. Interaction brings more buttons and options. Users may need more time to get familiar with these controllers. They also need more time to think about their insights after interact with the visualization.

It is eye-opening to consider interaction in this point of view. In my opinion, interaction is always an effective part in visualization, because it would increase the interestingness. However, after I read the paper, I find that interestingness is not the purpose to produce a visualization. The basic goal for visualization is causing insights. While user think about their original insights, bunch of buttons or menus would distract them from their ideas. Similarly, as Wijk states in the paper, they may also need time to figure out how each option works. On the other hand, big data is a popular term. It is not practical to visualize huge amount of data on one stable graph. Therefore, it is hard to make a precise and powerful visualization totally without interaction. The better solution, in my opinion, is to make the interaction as clear and simple as possible. In this situation, users do not need lots of time to figure out how to play with the buttons and they also will be less distracted by these buttons.

1. Wijk, J. V. (n.d.). The Value of Visualization. *IEEE Visualization 2005 - (VIS'05)*. doi:10.1109/vis.2005.102 [↑](#footnote-ref-1)