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In conclusion part of *The Value of Information Visualization*, Fekete, Wijk, Stasko and North believe that “it is up to the community of InfoVis researchers and practitioners to create techniques and systems that clearly illustrate the value of the field. When someone has an InfoVis system that they use in meaningful and important ways, this person likely will not need to be convinced of the value of InfoVis.[[1]](#footnote-1)”

InfoVis systems appear to be most useful when a person simply does not know what questions to ask about the data or when the person wants to ask better, more meaningful questions[[2]](#footnote-2).

This paper talks about how to determine the value of information visualization. In my opinion, the value of visualization is judged by users, because users or audiences are the ones who read or use it. There may be some standard metrics to determine whether a visualization is effective or not, but if a user does not know how to use it, it still becomes a useless one. In terms of users, a good visualization will strengthen what users already know, let them answer at once the question asked and show them several insights, leading to the enlightening moments when they feel they understand the dataset or find something they never thought before.

1. Fekete, J., Wijk, J. J., Stasko, J. T., & North, C. (2008). The Value of Information Visualization. *Lecture Notes in Computer Science Information Visualization,* 1-18. doi:10.1007/978-3-540-70956-5\_1 [↑](#footnote-ref-1)
2. Fekete, J., Wijk, J. J., Stasko, J. T., & North, C. (2008). The Value of Information Visualization. *Lecture Notes in Computer Science Information Visualization,* 1-18. doi:10.1007/978-3-540-70956-5\_1 [↑](#footnote-ref-2)