Web Data Visualization

Yasmin AlNoamany

L&S 88-2

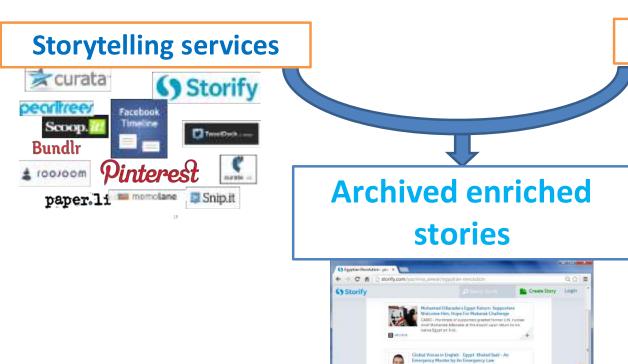
University of California, Berkeley



All what you need to know about me

Ph.D. in Computer Science





es California Mary Help Ding Jose Tools Aft Terre Princy of 2002 Draft





What I currently do

- Postdoc in Software & Data Curation
- BIDS Data Science Fellow



- Information Visualization
- Web Science
- Web Archiving
- Reproducibility and Data Management







Berkeley Research Data Management

















Today

- Course overview
- Course goals
- Resources
- Introductions
- Today's lecture

Course Overview

Waitlist

- There are 25 registered and 10 on waitlist
 - Wow!
- It is highly likely that all who want to take can be accommodated
 - people are still shopping around for classes

Class format

- Each lecture will be:
 - announcements
 - a lecture
 - a demo/activity/discussion

- Experts from around the campus and from industry
- Structure thus slightly tentative

Administrivia

- Important Info
 - Announcements, lecture notes, syllabus, schedule, useful links on bCourses
- Communication:
 - posting grades
 - submitting assignments on bCourses, we may shift to Github later
- Bring a laptop to the class. You can borrow one for the semester from the library if you don't have your own.

Grading

- Participation and attendance 10%
- Class activity 15%
- Assignments 40%
- Final project 35%
- Possible extra credit

Participation

- Discussions in class
- Questions for required reading
 - written questions on reading
 - two for longer draft book chapters
 - one for shorter papers
 - due 12:00pm Tuesdays
 - Starting next week!
- Due before class: submit questions/comments on the readings of the previous week

Attendance

- Tell me in advance if you know you'll miss class
- Question credit still possible if submitted in advance

Class activity

- Bring a laptop to the class
- In-class design exercises
- This won't be every week!

Assignments

- 5 assignments plus assignment 0!
- Assignment 1 will posted directly after the lecture

Semester Project

- Teams of 2 or 3 people
- Grading
 - Milestones 15 %
 - Milestone 1 (dataset and task definitions) 4 %
 - Milestone 3 (project proposal) 7 %
 - Milestone 4 (project status update) 4 %
 - Demo and Presentation 10 %
 - Paper 10 %
- Presentations
 - Last weeks of class

There will be no final examination in this course!

Class policy

- You can use existing code, consult with others, etc.
 - but you MUST document / reference where you adapted the code, advice, etc. of others. Give credit where credit is due!
 - use without attribution is plagiarism!
- Assignments are due at beginning of class:
 - upload code, report, data files, etc. to bCourses

Academic Integrity

 Any evidence of cheating or plagiarism will result in a 0 grade for the assignment/exam, and the incident will be submitted to the department for further review

Seeking Help

- Course site is your first reference
- Come to office hours
 - Tuesdays 3:00-4:00pm, starting next week
 - Or by appointment
- Email me at yasminal@berkeley.edu
 - Put "LS 88-002 WDV" in the subject of your email

Collaboration

- Discuss all questions with each other
- Submit homework individually (unless something else is mentioned), but feel free to discuss
- Project will be teams of 2 or 3
- The Limits of collaboration
 - Don't share solutions with each other (except project partners)
 - Copying solutions will result in failing the course

We Want You to Succeed!

 If you are feeling overwhelmed, visit our office hours and talk with me

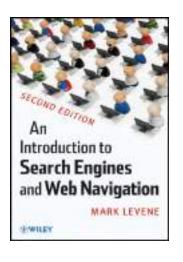
Course topics

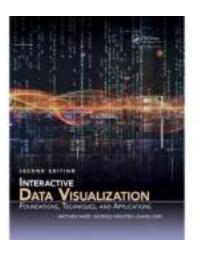
- Intro to the Web
- Intro to Web mining
- Types and formats of Web data
- Scrapping Web data
- Systems and toolkits for visualization
- Getting insight from Web data
 - Web content mining
 - Mining and visualizing social networks
 - Mining and visualizing Web usage
- Designing effective visualization
- What should we avoid in visualization

Course goals

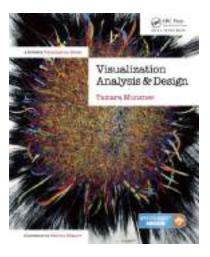
- Explain how the Web works and how it is used
- Differentiate among the different types of Web data
- Collect, preprocess, and analyze Web data
- Extract data from social network APIs
- Analyze and visualize social network data
- Design and implement different visualization techniques
- Critique existing visualization and suggest improvements
- Use different visualization tools (e.g., R and D3) to generate static and interactive visualizations

Resources









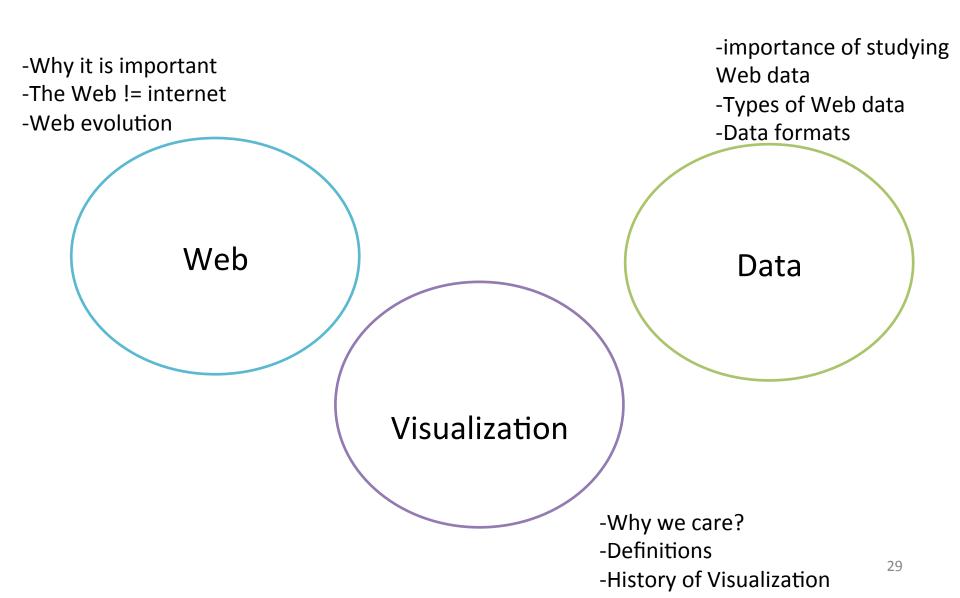
- Textbooks: chapters are posted on the readings section
- Papers: links posted on course page

Introductions

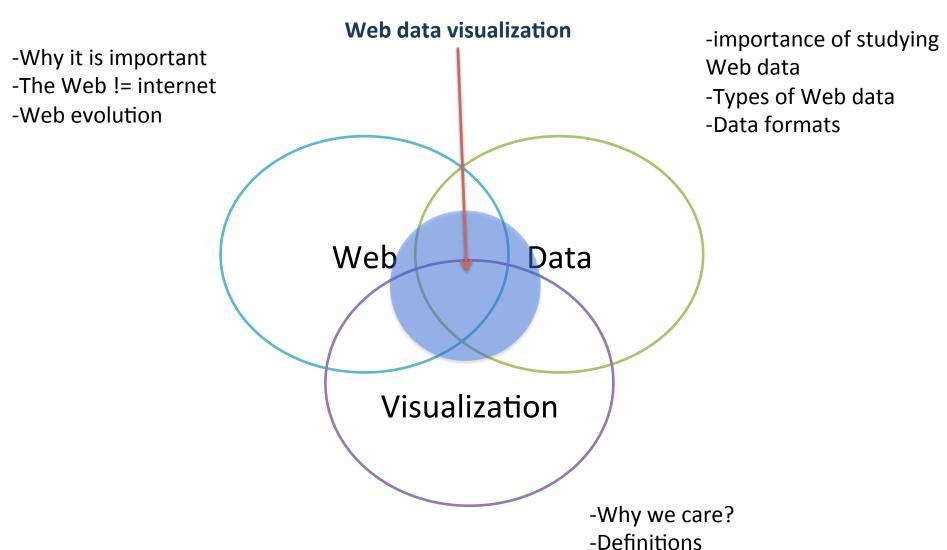
- Name
- Major
- Something interesting about yourself

Today's lecture

Intro to Web Data Visualization



Intro to Web Data Visualization



-History of Visualization

Resources

- (Required) History of the Web article
- (Required) Evolution of the World Wide article
- (Required) Ch 1 of Visualization Analysis and Design by Tamara Munzner – till section 1.5
- Ch 1 of Computational and Inferential Thinking:
 The Foundations of Data Science
- Architecture of the World Wide Web, Volume One, W3C Recommendation
- The Value of Visualization video

Why we study the Web

How we communicate



How we shop



Our understanding



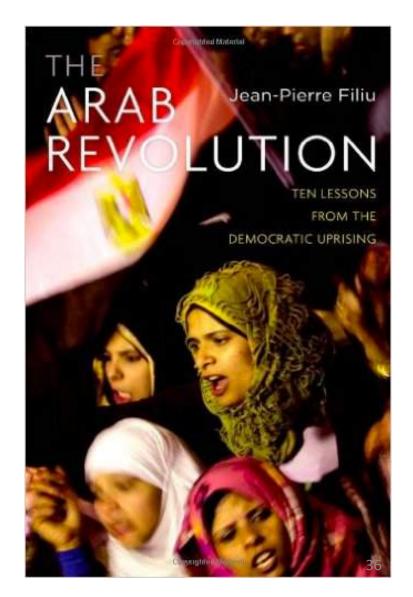
Every non-hyperbolic tweet is from iPhone (his staff).

Every hyperbolic tweet is from Android (from him).



Politics - Revolutions





Not only us!

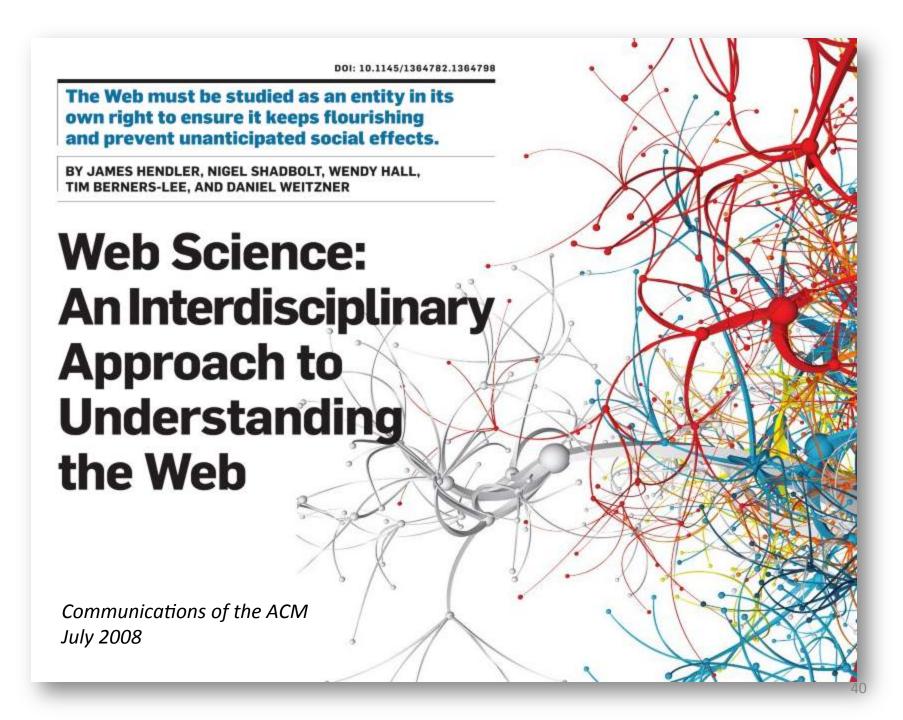


History of the Web



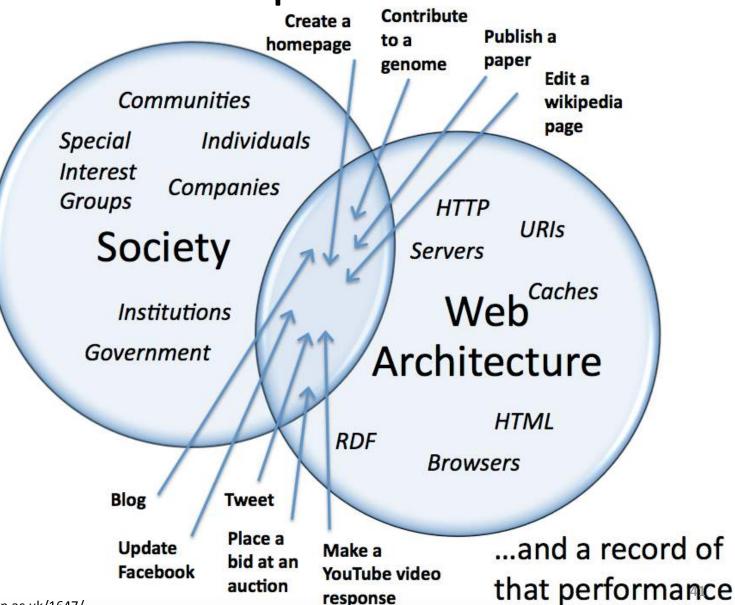
Web Science

Web Science is the interdisciplinary study of the Web as an entity and phenomenon. It includes studies of the Web's properties, protocols, algorithms, and societal effects.



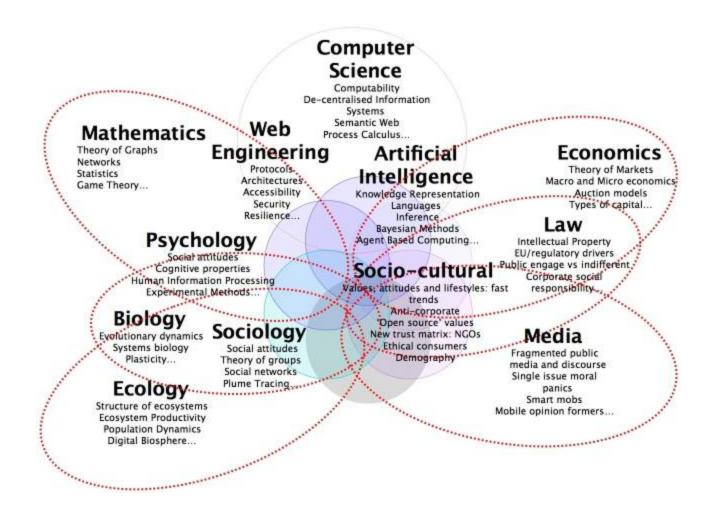
The Web is a performance...

space represents the activity of individuals (potentially acting in concert) who create interlinked resources that both reflect and reinforce the interlinkedness of society and social (economic, legal, personal) interaction.

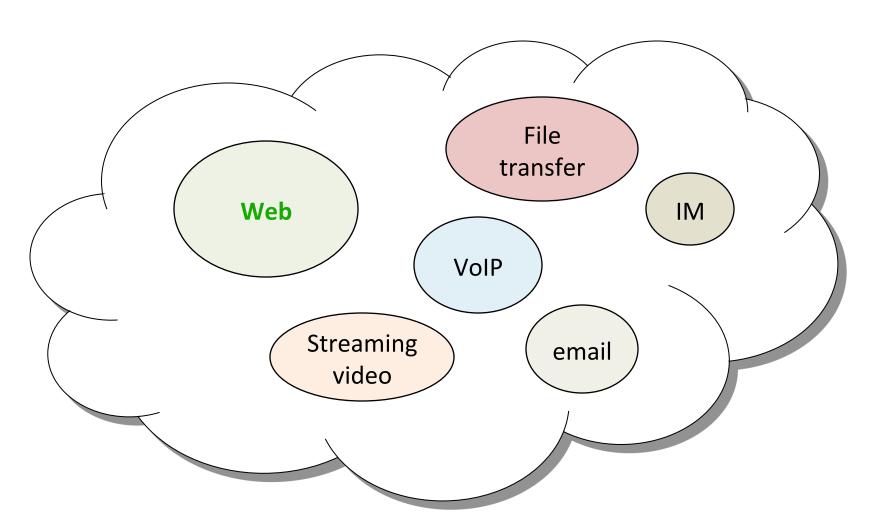


Source: http://edshare.soton.ac.uk/1647/

Web Science is Interdisciplinary



Internet != Web

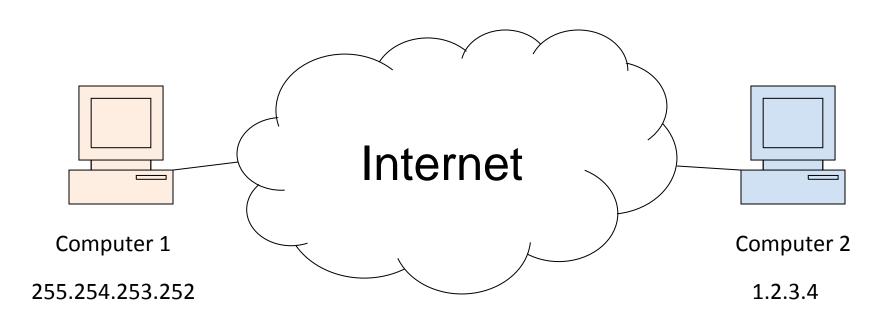


The Internet

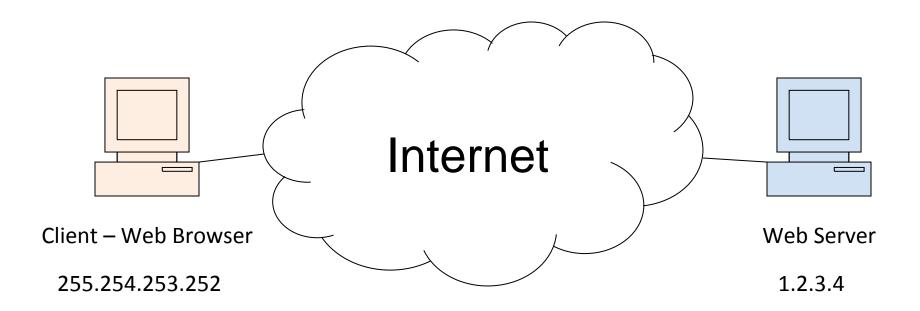


"The **Internet** is a global system of interconnected <u>computer networks</u> that use the standard <u>Internet Protocol Suite</u> (TCP/IP) to serve billions of users worldwide."

http://en.wikipedia.org/wiki/Internet

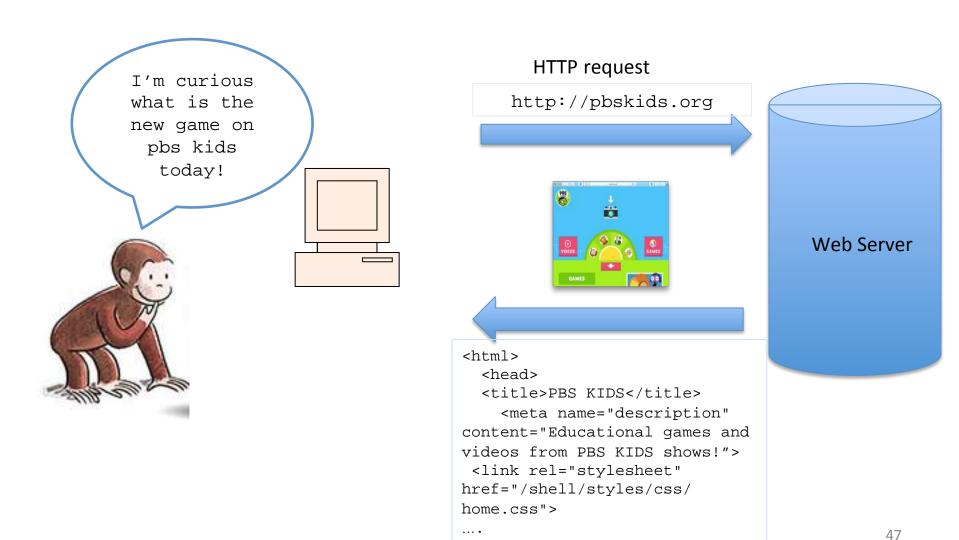


The Web

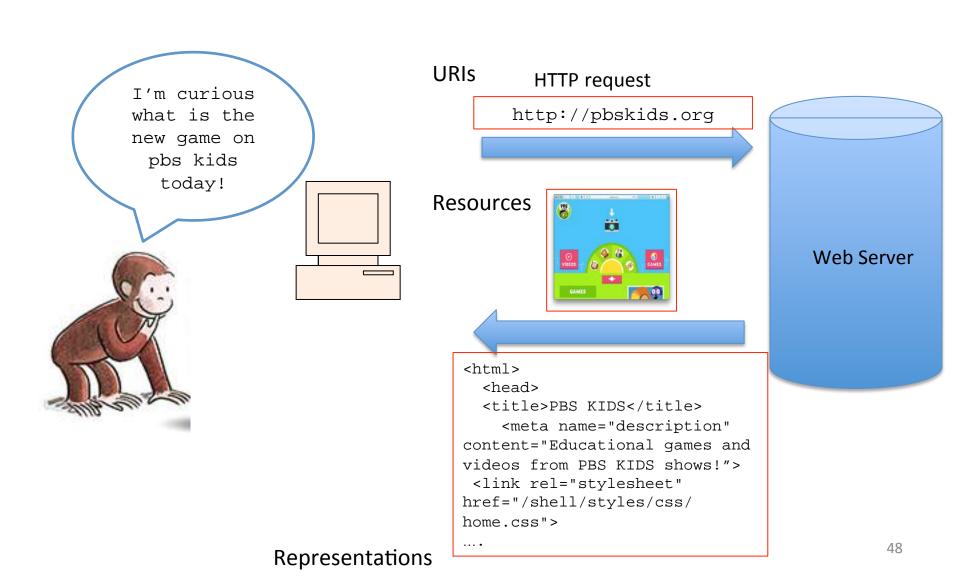


World Wide Web: The system of interlinked hypertext documents accessed over the Internet using the HTTP protocol.

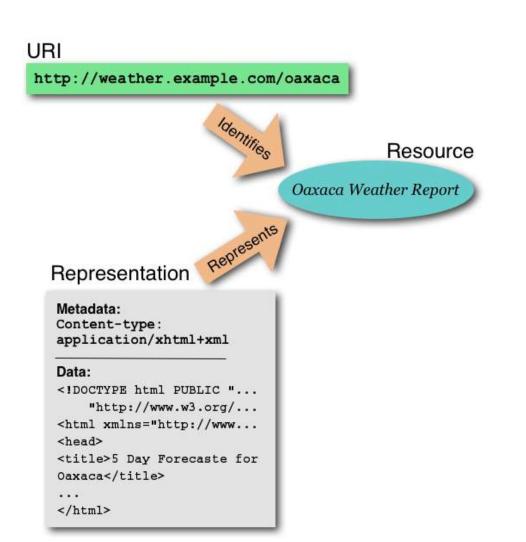
How the Web works



How the Web works

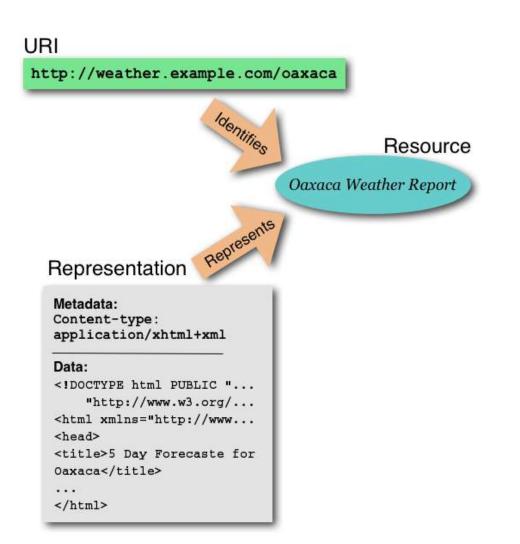


Web Definition



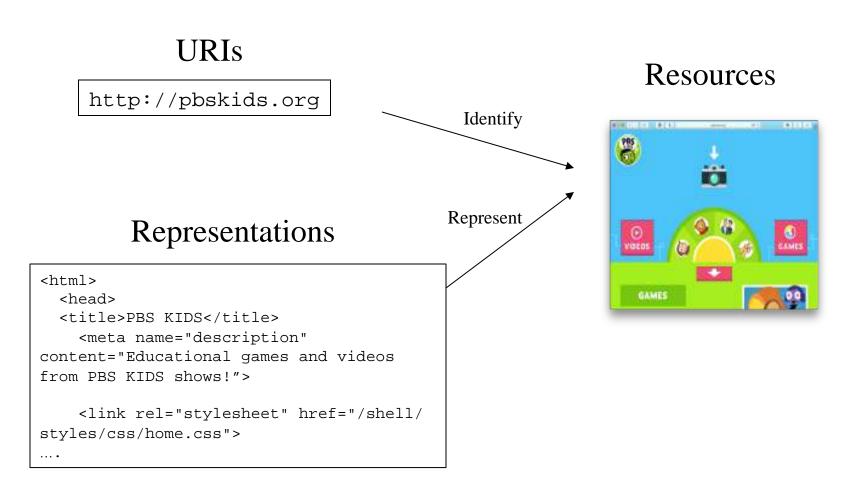
"The World Wide Web (WWW, or simply **Web**) is an information space in which the items of interest, referred to as resources, are identified by global identifiers called **Uniform Resource** Identifiers (*URI*)."

URIs, Resources, and Representations

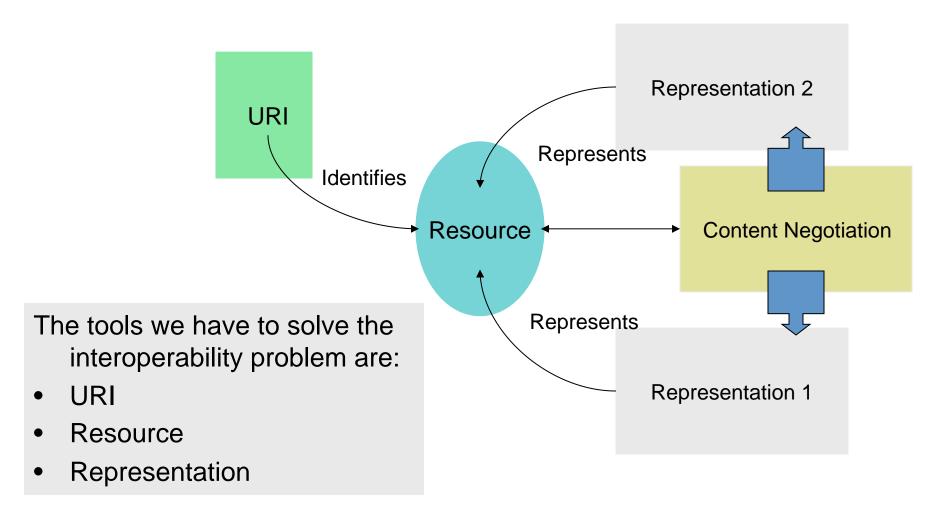


- URIs *identify* Resources
- Representations represent
 Resources
- When URIs are dereferenced, they return representations (not resources)
- Different representations may be returned for the same URI (e.g., English vs. French version)

Remember Three Things



W3C Web Architecture



Request methods

GET

 The GET method requests a representation of the specified resource.

HEAD

 The HEAD method asks for a response identical to that of a GET request, but without the response body.

POST

 The POST method requests that the server accept the entity enclosed in the request as a new subordinate of the web resource identified by the URI.

Response Codes

- 1xx: Informational Request received, continuing process
- 2xx: Success The action was successfully received, understood, and accepted
- 3xx: Redirection Further action must be taken in order to complete the request
- 4xx: Client Error The request contains bad syntax or cannot be fulfilled
- 5xx: Server Error The server failed to fulfill an apparently valid request

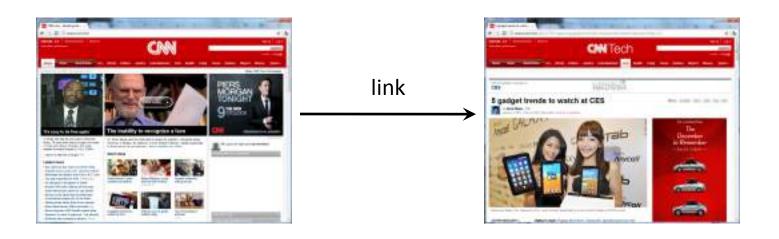
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For more information about principles, constraints, good practice in dealing with the WWW, check out the W3C Recommendations:

http://www.w3.org/TR/webarch/

How is the Web structured?



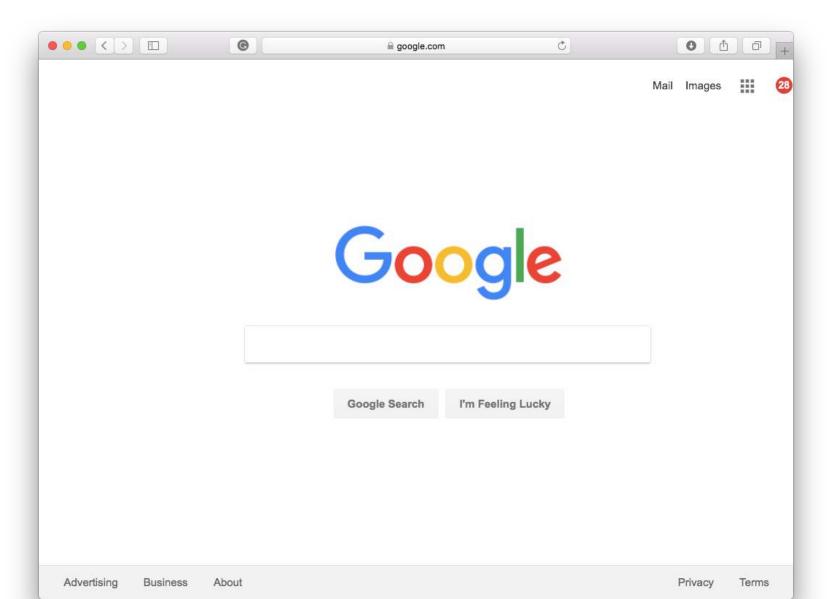


Graph Theory: Pages are nodes & links are directed edges

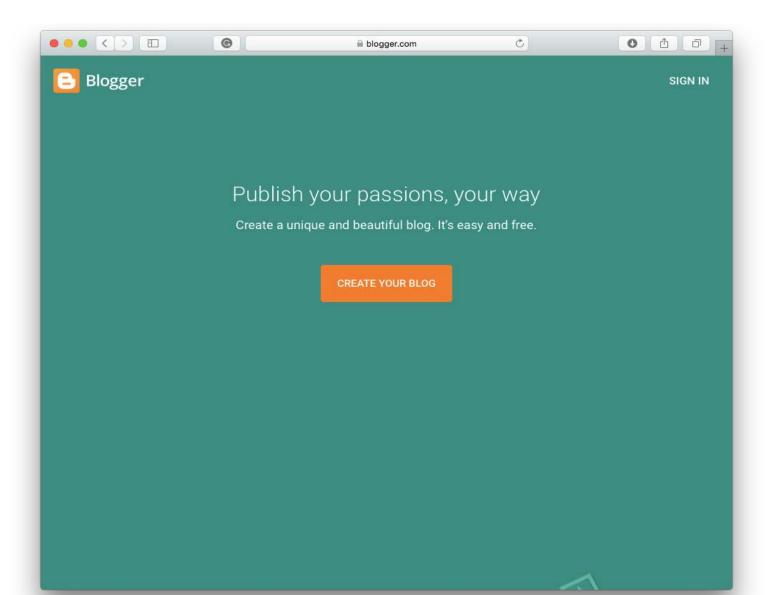
The Evolution of the Web

Web 1.0 \rightarrow Web 2.0 \rightarrow Web 3.0

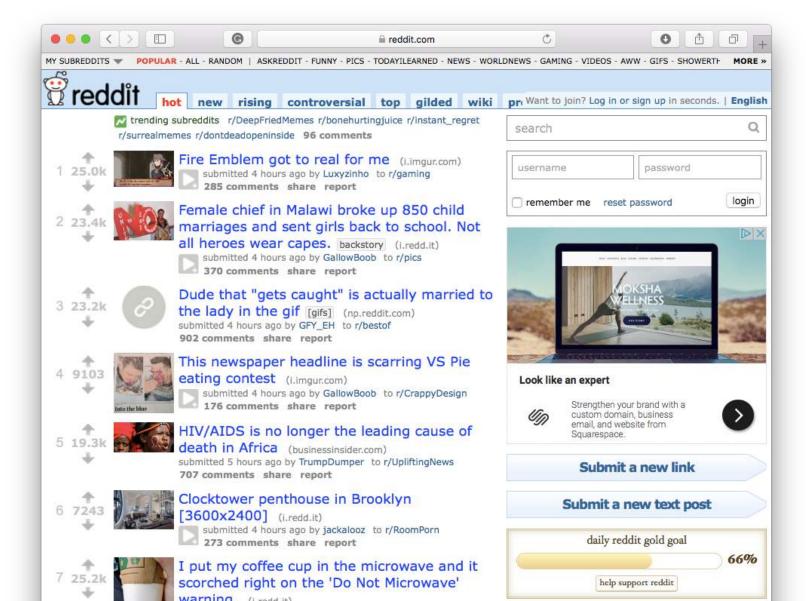
Read → Read-Write → Semantics



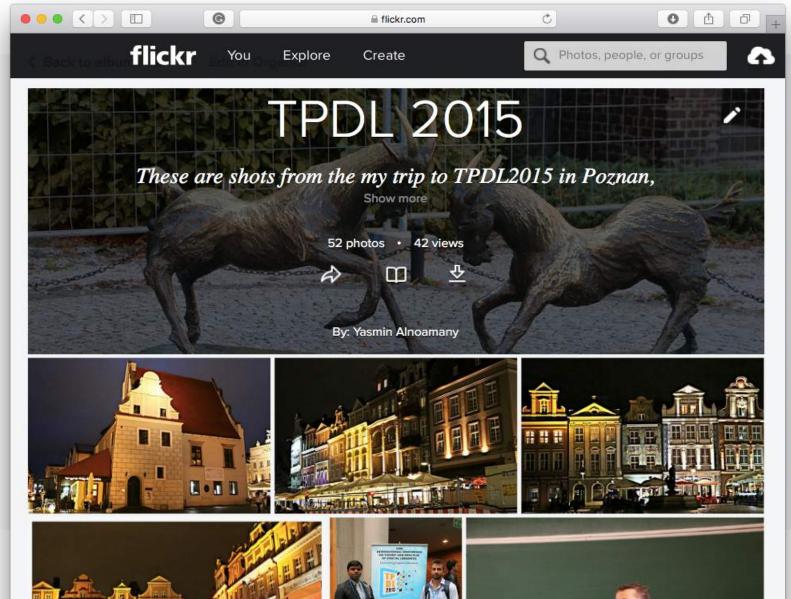








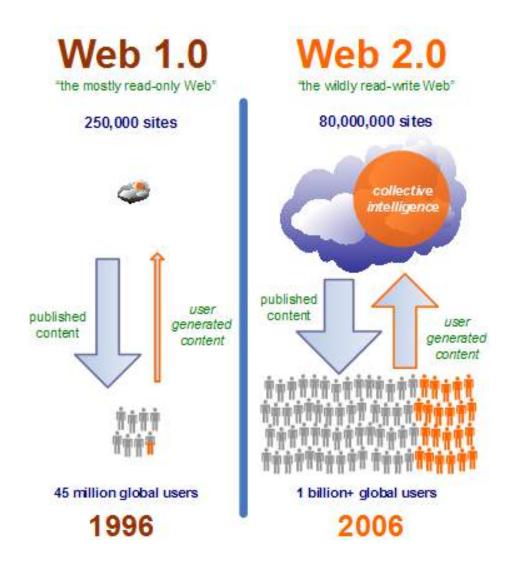








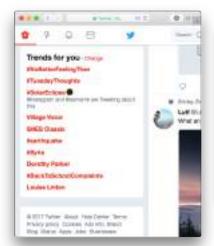
Web 1.0 versus Web 2.0



 From interlinks between documents to interlinks between things



Examples of web data





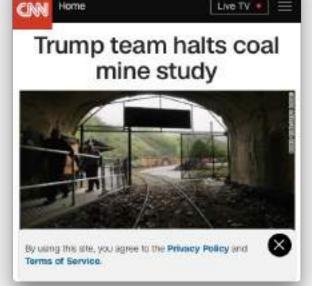
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CONTRACTOR



Web data format

- Delimited Text
 - tabbed delimited
 - comma delimited (CSV)
- Extensible Markup Language (XML)
 - looks a bit like HTML
 - user-defined tags to identify data
- JavaScript Object Notation (JSON)
 - collection of name/value pairs
 - smaller than XML
 - easier to parse

Source: Visualize This, Ch2

Examples

Table

Date	temp
20090101	26
20090102	34
20090103	27

CSV

```
Date, temp
20090101,26
20090102,34
20090103,27
```

JSON

XML

```
<weather _data>
  <observation>
   <date>20090101</date>
    <max_temp>26</max_temp>
  </observation>
  <observation>
    <date>20090102</date>
    <max_temp>34</max_temp>
  </observation>
  <observation>
   <date>20090103</date>
    <max temp>27</max temp>
  </observation>
</weather data>
```

How to convert between data formats?

- Mr. Data Converter
 - http://shancarter.github.io/mr-data-converter/
 - developed by a graphics editor at The New York Times
 - input: CSV or tab-delimited data
 - output: HTML table, JSON, MySQL, Python, PHP, XML, ...
- Other tools
 - Data format converter: http://www.convertcsv.com/xmlto-csv.htm
 - search Google for "csv to json", "csv to xml", "xml to json"

More About Web Science

Video: Nigel Shadbolt on Web Science (2008)
 http://webscience.org/professor-nigel-shadbolt-explains-web-science/

 Slides: "What is Web Science?" by Carr, Pope, Hall, Shadbolt (2008)
 http://www.slideshare.net/lescarr/what-is-web-science

Visualization

"A picture is worth a thousand words"



Example

LISTEN UP, TEAM. THIS ISN'T JUST A FRIENDLY GAME OF SOFTBALL BETWEEN FACULTY AND GRAD STUDENTS.

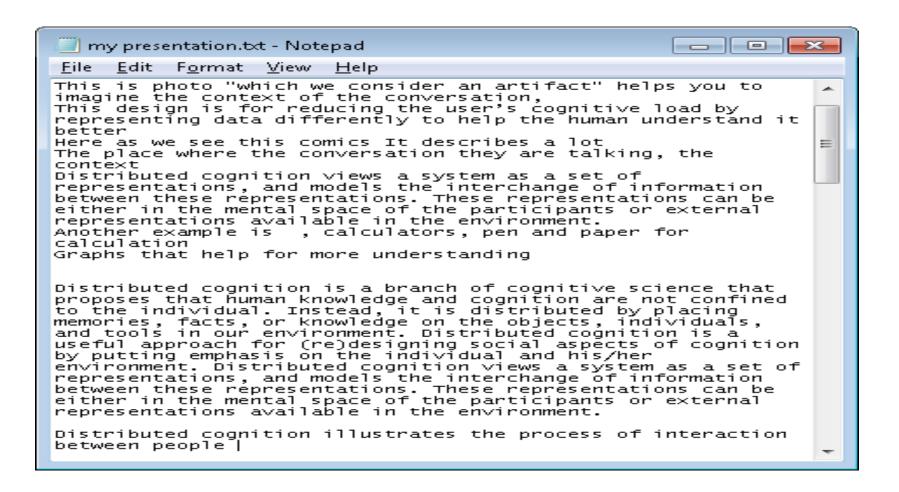






WWW.PHDCOMICS.COM

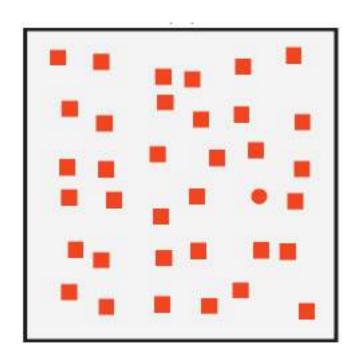
Example



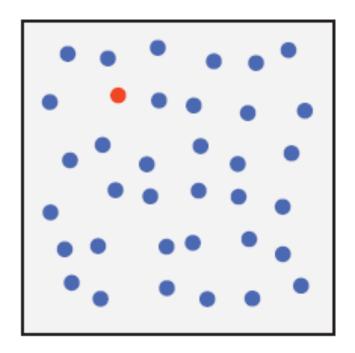
How Many 3s?

How Many 3s?

Can you find the red dot?



Can you find the red dot?



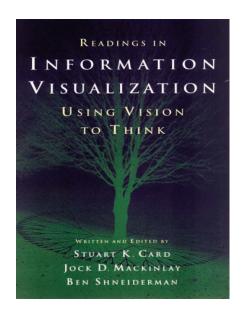
Visualization Definition

"The use of computer-supported, interactive, visual representations of abstract data to amplify cognition and generate insight." [Card, Mackinlay, & Shneiderman 1999]

"... finding the artificial memory that best supports our natural means of perception." [Bertin 1967]

"The purpose of visualization is insight, not pictures." [Ben Shneiderman]

"Computer-based visualization systems provide visual representations of datasets designed to help people carry out tasks more effectively." [Munzner 2014]



Why human in the loop?

- Computer-based visualization systems provide visual representations of datasets designed to help people carry out tasks more effectively
 - Visualization is suitable when there is a need to augment human capabilities rather than replace people with computational decision-making methods
 - don't need vis when fully automatic solution exists and is trusted
 - Humans must validate and verify results before deployment of an algorithm
 - many analysis problems ill-specified
 - don't know exactly what questions to ask in advance

Why computer in the loop?

- Computer-based visualization systems provide visual representations of datasets designed to help people carry out tasks more effectively
 - beyond human patience: scale to large datasets, support interactivity
 - Time limit
 - Datasets can be dynamic

Why depend on vision?

- Computer-based visualization systems provide visual representations of datasets designed to help people carry out tasks more effectively
 - human visual system is high-bandwidth channel to brain
 - overview possible due to background processing
 - subjective experience of seeing everything simultaneously
 - significant processing occurs in parallel and preattentively

Why use an external representation?

- Computer-based visualization systems provide visual representations of datasets designed to help people carry out tasks more effectively
 - Visualization allows people to offload internal cognition and memory usage to the perceptual system, using carefully designed images as a form of external representations
 - external representation: replace cognition with perception

Why show the data in detail?

- Seeing the dataset structure in detail is better than seeing only a brief summary of it
- Statistical characterization of datasets is a very powerful approach, but has the intrinsic limitation of losing information through summarization

Why show the data in detail?

Set I	
х	у
10	8.04
8	6.95
13	7.58
9	8.81
11	8.33
14	9.96
6	7.24
4	4.26
12	10.84
7	4.82
5	5.68
9	7.5
10	3.75

Set II		
X	у	
10	9.14	
8	8.14	
13	8.74	
9	8.77	
11	9.26	
14	8.1	
6	6.13	
6 4	3.1	
12	9.13	
7	7.26	
5	4.74	
9	7.5	
10	3.75	

Set III	
X	у
10	7.46
8	6.77
13	12.74
9	7.11
11	7.81
14	8.84
6	6.08
4	5.39
12	8.15
7	6.42
5	5.73
9	7.5
10	3.75

Set IV		
Х	у	
8	6.58	
8	5.76	
8	7.71	
8	8.84	
8	8.47	
8	7.04	
8	5.25	
19	12.5	
8	5.56	
8	7.91	
8	6.89	
9	7.5	
10	3.75	

Mean Variance

Anscombe's Quartet: Raw Data

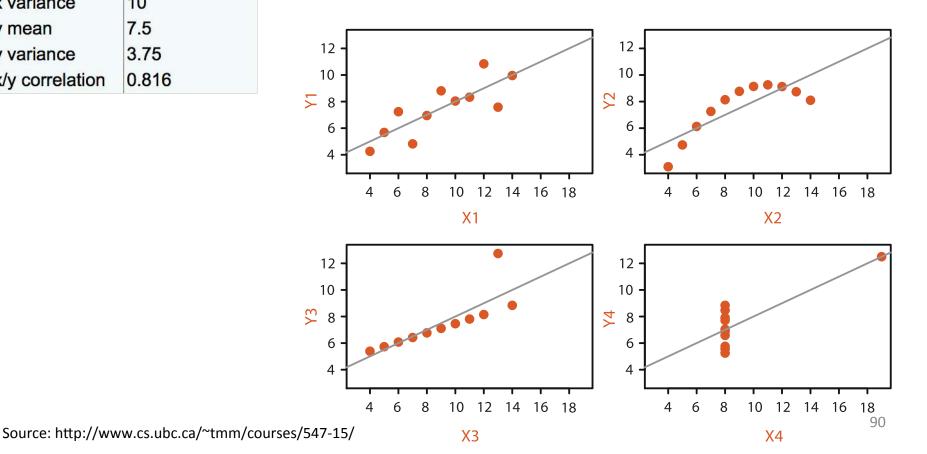
Why show the data in detail?

Anscombe's Quartet

Identical statistics	
x mean	9
x variance	10
y mean	7.5
y variance	3.75
x/y correlation	0.816

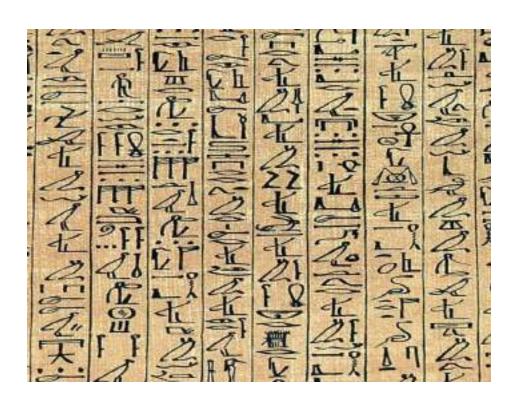
summaries lose information

- confirm expected and find unexpected patterns
- assess validity of statistical model



Is Visualization New?

Egyptian Paintings



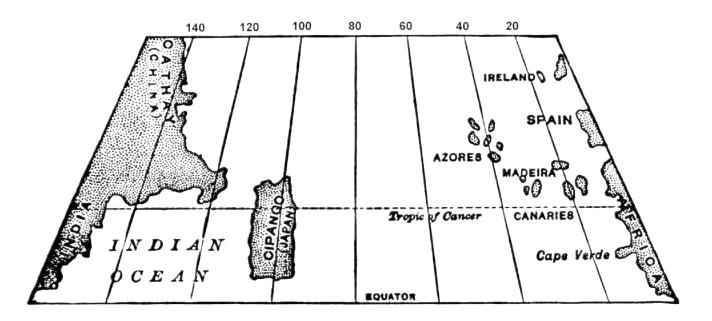
Is Visualization New?

- Egyptian Paintings
- Cave guys, hunting



Is Visualization New?

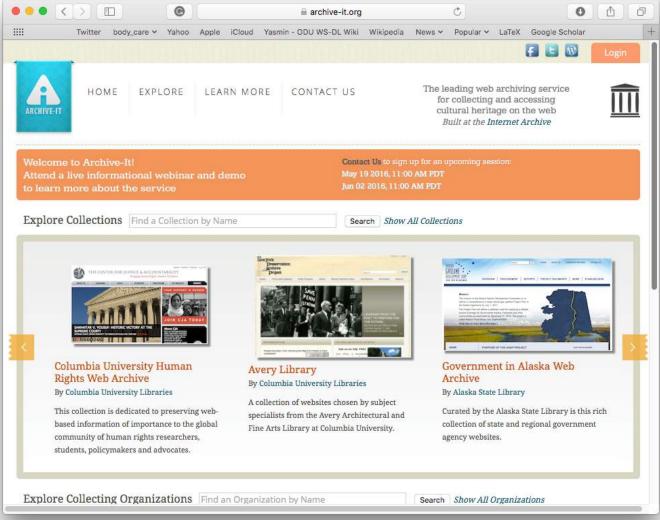
- Egyptian Paintings
- Cave guys, prehistory, hunting
- Directions and maps



Why Web Data Visualization?

Understanding the past

Archive-It, a subscription-based service, hosts curated web collections

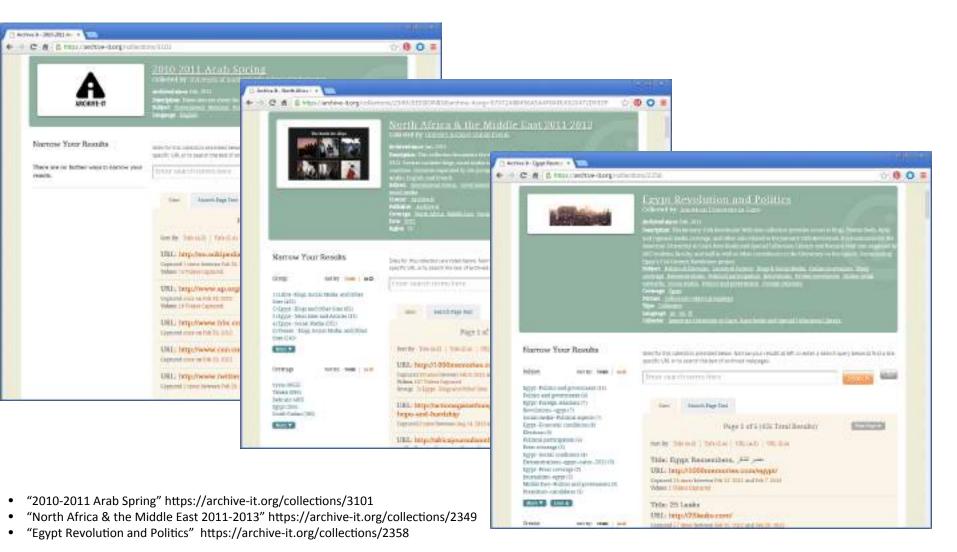


> 3,500 collections

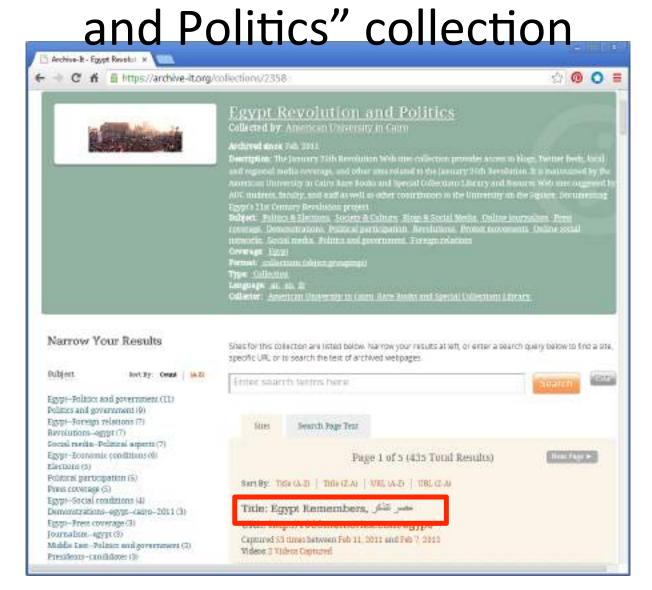
~340 institutions

> 10B archived pages

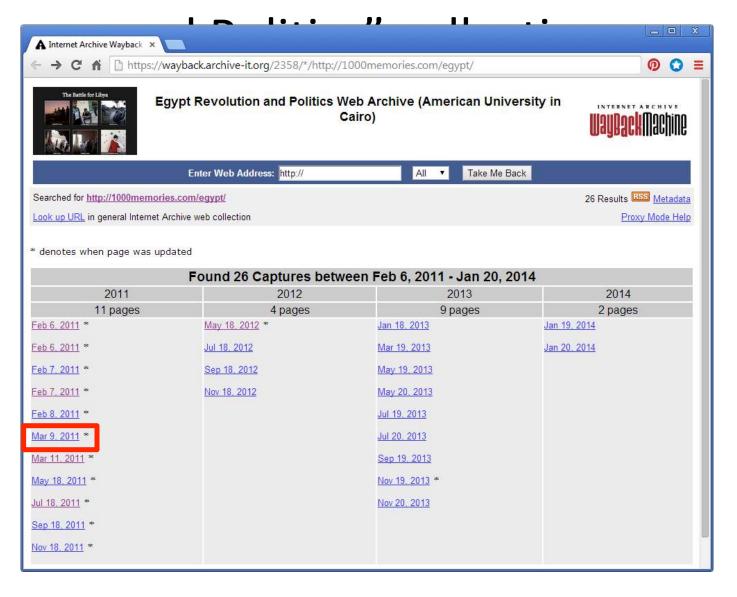
There is more than one collection about the Egyptian Revolution



Current browsing and searching services for the "Egypt Revolution



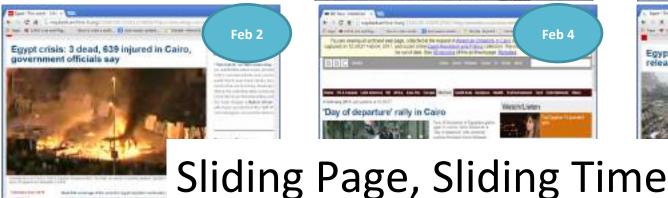
Current browsing and searching services for the "Egypt Revolution



Current browsing and searching services for the "Egypt Revolution and Politics" collection







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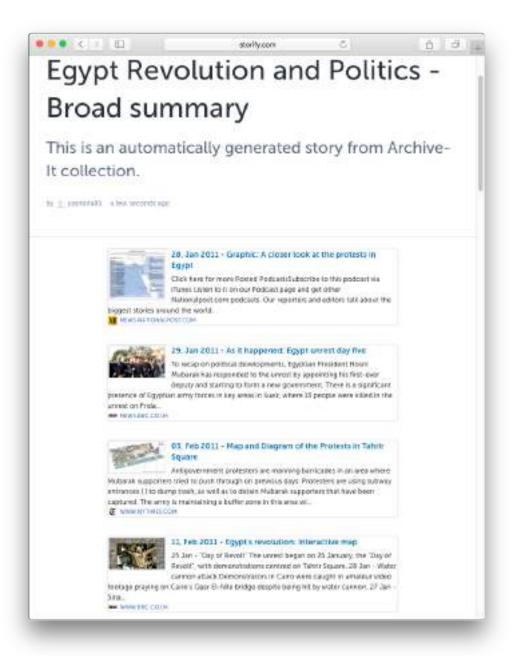




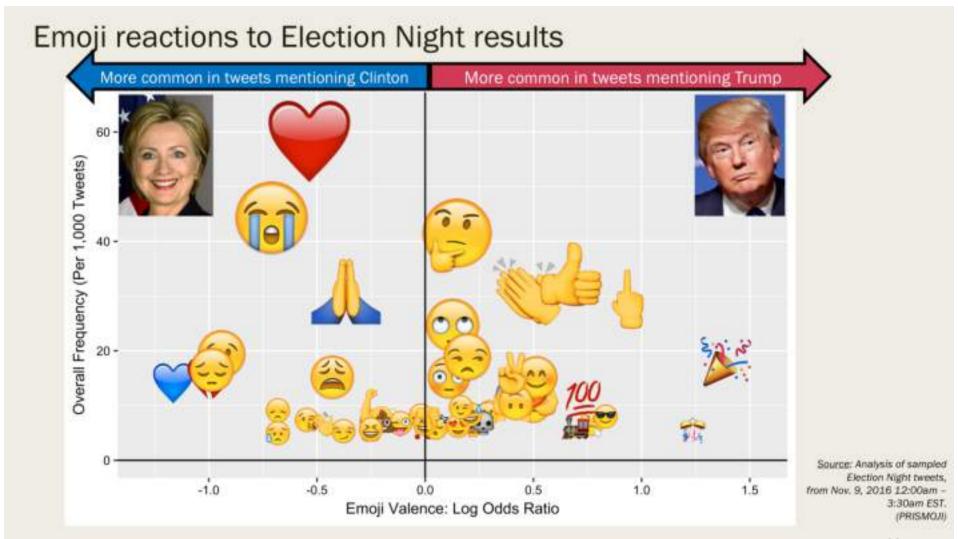








The top emojis of Election Day 2016



Word clouds for three selected emojis the , the , and the in tweets after midnight

The divided emoji states of America



congratulations

president

usa america well won
like great congrats

good done people
thankwill
mikepence

Yeah wow @reaDonaldTrump you real worked hard AWESOME JOB!! THANK YOU!!





I'm not scared let's just get these four years over with. Fuck trump, fuck the people who voted him and the people who didn't vote at all

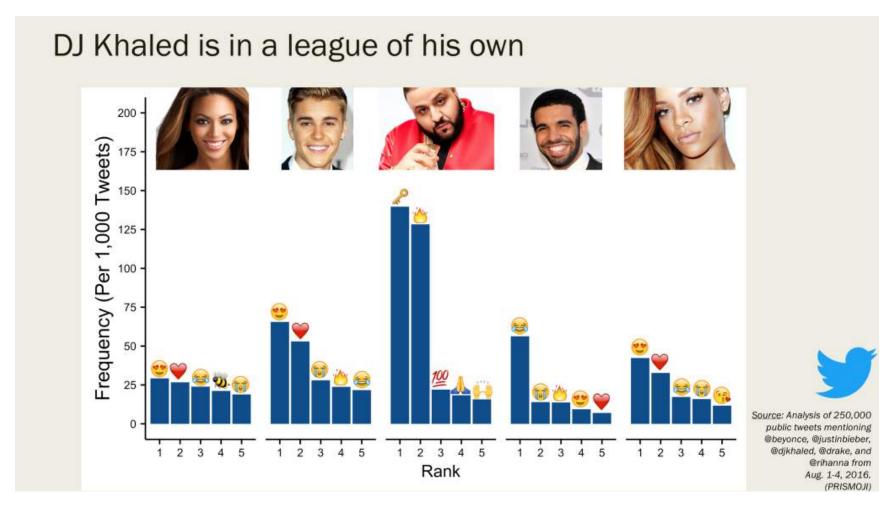




How can I go to work in the morning knowing the people I work with voted for trump. \$\infty\$ I just can't.

Source: Analysis of sampled Election Night tweets, from Nov. 9, 2016 12:00am – 3:30am EST, Word clouds shown for tweets mentioning Hillary Clinton or Donald Trump as well as the given emoji above. Randomly selected tweet shown for each emoji.

Humans may have a common emoji language of #fanlove



David Robinson: "I saw a hypothesis about Donald Trump's twitter account that simply begged to be investigated with data."

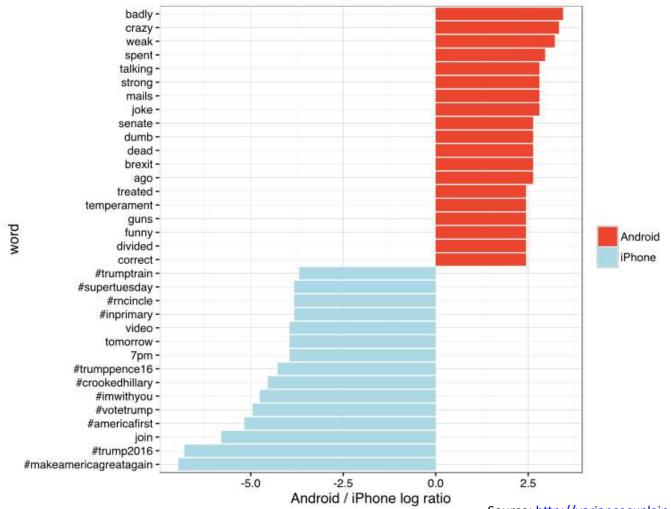


Every non-hyperbolic tweet is from iPhone (his staff).

Every hyperbolic tweet is from Android (from him).



Text analysis of Trump's tweets confirms he writes only the (angrier) Android half



Next Time

- Assignment 1 due
- Questions/comments on readings of Week 1
- Topics
 - Types of Web data
 - Getting data from the Web
 - Introduction to Web APIs
 - Retrieve data from different APIs
- Readings
 - (Required) Visualize This, Chapter 2: Handling Data
 - (Required) Web Mining: Accomplishments & Future Directions
 - Data Preparation for Mining World Wide Web Browsing Patterns
 - Can I text mine from databases or websites?

Assignment 1 Data Exploration and Analysis