Varieties of information visualization

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Psych 6135

http://euclid.psych.yorku.ca/www/psy6135
So many types

There are so many kinds of charts, diagrams, graphs, maps
What are their features?
What tasks are they good for? – Accuracy or speed of judgment? Memorability?
Topics

• Statistical data graphs
  ▪ 1D: dotplot, boxplot, violin plot
  ▪ 1.5D: time-series plot, density plot, bar chart, pie chart
  ▪ 2D: scatterplot, ridgeline plot
  ▪ 3D: contour plot, 3D scatterplot, surface plot

• Thematic maps
  ▪ Choropleth map
  ▪ Anamorphic map
  ▪ Flow maps

• Network & tree visualization

• Animation & interactive graphics
Data graphs
The same data can be shown in different forms, for different purposes.

One might argue that this infographic has greater impact in showing the relative size of GDP.

One might argue that this statistical graph makes comparisons easier.
What number do you give to a probability phrase?

Boxplots summarize the important characteristics of a univariate data distribution:

- center (median)
- spread (IQR)
- shape (symmetric? skewed?)
- outliers?

This example overlays the boxplot with a jittered dotplot, so we can also see the individual observations.

This visualization made the longlist for the 2015 Kantar Information is beautiful award. Data & R code: https://github.com/zonination/perceptions
Another possible 1D display is a **density estimate**—a statistically smoothed histogram.

For comparing a set of them, a ridgeline plot stacks them vertically to create the impression of a mountain range.

As in the boxplot version, this uses:

- a progressive scale of colors
- transparent colors to handle overlap

Q: What features stand out here?

**Software note**: These figures are drawn with R, using ggplot2 and the ggridges package. See: https://cran.r-project.org/web/packages/ggridges/vignettes/introduction.html
1D: Text bar charts

- Text can be analyzed as data also, most often in frequency counts.
- This chart uses a novel design to compare the most frequent words by Biden (2021) & Trump 2017) in their inaugural addresses.
- The contrast is striking!

From: https://www.reddit.com/r/dataisbeautiful/comments/l7k0f0/us_inauguration_address_word_frequency_biden_vs/
1.5D: Time series line graphs

William Playfair (1786), *The Commercial and Political Atlas*, invented the time series line graph as a way to show data on England’s trade with other countries.

One curve for imports, one for exports.

The *balance of trade* could be seen as the difference between the curves.

Trade with Germany was consistently in favor of England.

With North America, the balance changed back and forth over time.

Economic ‘history’ could now be visualized and explained.
Psychology: Distances between curves

What Playfair didn’t know is that judgments of distance between curves are biased. We tend to see the perpendicular distance rather than the vertical distance.

Plotting balance of trade directly

where did this spike come from?
Things get messy when there are many series to be compared

To be fair, this was designed as **timeline of history**—a visual story of economics. It was Playfair’s last graph.

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Playfair, W. (1824) *Chronology of Public Events and Remarkable Occurrences*. 
Another solution for multiple time series is to chart the ranks of observations and connect them with lines to show changes in relative position.

Slopes of lines reflect change in rank
Red bars try to show the numbers

From: *Statistical Atlas of the United States* (1880)
Who voted for Rob Ford in the 2014 Toronto mayoral election?

These simple scatterplots by data journalist Patrick Cain use simple enhancements:
• Color, for candidate (Chow, Ford, Tory)
• Overall regression line

How to compare salaries of men & women in different occupations?

The NYT chose to plot median salaries for women against those for men, in different occupational groups.

The 45° line represents wage parity.
Other lines show 10, 20, 30% less for women.

Alberto Cairo, *The Truthful Art*, Fig 9.19, from:
This graph, from fivethirtyeight.com was designed to show how some presidential candidates had shifted positions before the 2016 election.

The axes are a score on social and economic policy, but they rotate the axes by 45° to create zones related to political thought.

This info graphic is eye-catching and self-explanatory:
- colored/labeled zones
- interpretive labels on axes
- arrows showing movement to extremes
Scatterplots: Annotations enhance perception

Data from the US draft lottery, 1970

- Birth dates were drawn at random to assign a “draft priority value” (1=bad)
- Can you see any pattern or trend?

This is an example of data with a weak signal and a lot of noise

Me (May 7): 127 → priority = 35
Drawing a smooth curve shows a systematic decrease toward the end of the year.

- The smooth curve is fit by loess, a form of non-parametric regression.

Visual explanation:
Another form of smoothing is to make one variable discrete & show a graphical summary – here a boxplot.

The decrease in later months becomes apparent.

Perception: the boxplots form the foreground; the jittered points show the data.
A scatterplot matrix shows the bivariate relation between all pairs of variables. Seeing these all together is more useful than a collection of separate plots.

How does occupational prestige depend on %women, education and income?

The individual plots are enhanced with linear regression lines and non-parametric smooths to show non-linearity.

This figure uses scatterplotMatrix() in the car package. There are many options.
Density plots are often more useful for showing the shapes of distributions:
- women: bimodal
- income: highly skewed

A data ellipse gives a visual summary of the direction and strength of the relationship.

Again, graphical annotation provides aids for interpretation.
Larger data sets

Scatterplot matrices hold up well with a larger number of variables

Where to live in NYC?

This SPM shows 12 variables on ~ 60 neighborhoods

The data ellipses provide a visual summary

This remarkable chart shows survival on the *Titanic*, by Class for passengers and Gender and Age.

It was drawn by G. Bron, a graphic artist, and published in *The Sphere*, one month after the *Titanic* sank.

It uses back-to-back bar charts, with area ~ frequency

See our web page: http://datavis.ca/papers/titanic/
Categorical data: Mosaic plots

Similar to a grouped bar chart
Shows a frequency table with tiles, area ~ frequency

```
> data(HairEyeColor)
> HEC <- margin.table(HairEyeColor, 1:2)
> HEC

   Eye
Hair   Brown  Blue Hazel Green
Black   68   20    15     5
Brown  119   84    54    29
Red    26   17    14    14
Blond   7   94    10    16

> chisq.test(HEC)

   Pearson's Chi-squared test

data:  HEC
X-squared = 140, df = 9, p-value < 2e-16
```

How to understand the association between hair color and eye color?
Mosaic plots

Shade each tile in relation to the contribution to the Pearson $\chi^2$ statistic

$$\chi^2 = \sum r_{ij}^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

> round(residuals(chisq.test(HEC)),2)

<table>
<thead>
<tr>
<th>Hair</th>
<th>Brown</th>
<th>Blue</th>
<th>Hazel</th>
<th>Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>4.40</td>
<td>-3.07</td>
<td>-0.48</td>
<td>-1.95</td>
</tr>
<tr>
<td>Brown</td>
<td>1.23</td>
<td>-1.95</td>
<td>1.35</td>
<td>-0.35</td>
</tr>
<tr>
<td>Red</td>
<td>-0.07</td>
<td>-1.73</td>
<td>0.85</td>
<td>2.28</td>
</tr>
<tr>
<td>Blond</td>
<td>-5.85</td>
<td>7.05</td>
<td>-2.23</td>
<td>0.61</td>
</tr>
</tbody>
</table>

Mosaic plots extend readily to 3-way + tables
They are intimately connected with loglinear models

Discrete Data Analysis with R
Visualization and Modeling Techniques for Categorical and Count Data

Tools in Statistical Science

24
Parallel sets use parallel coordinate axes to show the relations among categorical variables.

The frequencies of one variable (Class) are sub-divided according to the joint frequencies in the next (Sex) and shown by the width of the connecting line.

The ParSets application is interactive:

- categories can be reordered (a, b)
- categories can be grouped (c, d)

From: Kosera et al. (2006), [https://kosara.net/papers/2006/Kosara_TVCG_2006.pdf](https://kosara.net/papers/2006/Kosara_TVCG_2006.pdf)
Sankey diagram

Pantheon, by Valerio Pellegrini
Visualizing the 100 most influential figures in History (Wikipedia visits)

Columns show occupation, country of origin and gender
Flow lines link individuals to the column variables, width ~ influence
Multiple dimensions of the most influential people in history

From: http://visualoop.com/blog/83382/pantheon-by-valerio-pellegrini
Generalized pairs plots from the `gpairs` package handle both categorical (C) and quantitative (Q) variables in sensible ways.

<table>
<thead>
<tr>
<th>x</th>
<th>y</th>
<th>plot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q</td>
<td>Q</td>
<td>scatterplot</td>
</tr>
<tr>
<td>C</td>
<td>Q</td>
<td>boxplot</td>
</tr>
<tr>
<td>Q</td>
<td>C</td>
<td>barcode</td>
</tr>
<tr>
<td>C</td>
<td>C</td>
<td>mosaic</td>
</tr>
</tbody>
</table>

```
library(gpairs)
data(Arthritis)
gpairs(Arthritis[, c(5, 2:5)], ...)
```
3D: Iso-contour maps

Early attempts to show 3D data used contours of equal value on a map. The data was actually very thin; the contours the result of imaginative smoothing.

Francis Galton, *Isochronic chart of travel time*, 1881
3D: Bivariate density estimation

John Snow’s map of cholera deaths in London, 1854

Modern statistical techniques can compute contours of constant density
Italian demographer Luigi Perozzo (1880) develops the first true 3D diagram showing the population of Sweden over years and age groups as a 3D surface.

Census counts for a given year are shown by the red lines.
Survival of a given age are shown by black lines.
Cohorts are shown by lines down & to the right.
These 3 variables are primary in demography.

A mystery here: what caused the decline at the upper right?
How does occupational prestige depend on income & education?
This plot shows the data and a fitted multiple regression surface, connecting the points to the regression plane.

It is hard to see in a static view, but easier when the plot is rotated dynamically.

This plot is produced in R, using the car and rgl packages.

```r
data("Duncan", package="car")
scatter3d(prestige ~ income + education, data=Duncan, id.n=2)
movie3d(spin3d(c(0,1,0), rpm=6), duration=6, movie="duncan-reg3d")
```
Thematic maps use a wide variety of techniques to display quantitative or qualitative variables on the geographic framework of a map.

Once the domain of cartographers, these ideas are now being developed as an area of geospatial visualization and geospatial statistical methods.

From: Slocum et al., *Thematic cartography and geographical visualization*, Fig 4.3
Basic types of thematic maps

Most are direct mappings of numbers to visual variables

Isopleth maps combine some analysis with display

From: Slocum et al., *Thematic cartography and geographical visualization*, Fig 4.9
Thematic maps: Theory

Alan MacEachern (1979) classifies point, line and area symbols on thematic maps according to whether they depict quantitative or qualitative phenomena, in the physical or cultural domain.

Theories, ideas, and methods have advanced considerably since this time.

Balbi & Guerry (1829)

- First thematic maps of crime data
- First comparative maps (“small multiples”)
- Crime against persons inversely related to crime against property
- Education: *France obscure* & *France éclairée*
- N. of France highest in education & also property crime
Anamorphic maps

- **Anamorph**: Deforming a spatial size or shape to show a quantitative variable

- Émile Cheysson used this to show the decrease in travel time from Paris to anywhere in France over 200 years

*Album de Statistique Graphique, 1888, plate 8*
Choropleth maps are misleading because size (area) of units dominates perception. This is particularly true for maps of the US & Canada. Not so for France (why?)

Montana looks bigger than Washington

Note use of labels for small NE states

fivethirtyeighth.com election predictions, Oct. 13, 2017
A _tilegram_ uses hexagonal tiles to make area proportional to a given variable

Here, the size of each state is made ~ number of electoral college votes

Now, it is easy to see the impact of states

Take-away: _Area doesn’t vote; People do!_

fivethirtyeight.com election predictions, Oct. 13, 2017
Worldmapper: The world in cartograms

How to visualize social, economic, disease, ... data for geographic units?

worldmapper.com: **cartograms: area ~ variable of interest** (700+ maps)
Worldmapper: Carbon emissions

These pages are well-designed according to data vis. Ideas: high impact graph + interpretive details & explanation

Carbon Emissions 2000

Carbon dioxide causes roughly 60% of the 'enhanced greenhouse effect' or global warming resulting from certain gases emitted by human activities. In 2000 there were almost 23 billion tonnes of carbon dioxide emitted worldwide. Of this, 28% came from North American territories; 0.09% came from Central African territories.

Emissions of carbon dioxide vary hugely between places, due to differences in lifestyle and ways of producing energy. Whilst people living in 66 territories emitted less than 1 tonne per person in 2000; more than 10 tonnes per person were emitted by people living in the highest polluting 21 territories that year.

Territory size shows the proportion of carbon dioxide emissions in 2000 that were directly from mines.

“... if the world does not learn now to show respect to nature, what kind of future will the new generations have?...”

Rigoberta Menchú Tum, 1992

Map 215

www.worldmapper.org © copyright 2005 University of Sheffield and Mark Newman (University of Michigan)
Deaths from cholera in 2004. Territory size ∼ proportion of worldwide deaths

Cholera deaths result from severe dehydration caused by diarrhoea. This is treatable: in 2004 the number of cholera deaths was only 2.5% of the number of cholera cases that year. Distributions of cholera cases and deaths differ due to differing availability of treatments.

In 1962, in Papua New Guinea, 36% of cholera cases, which was 464 people, died. In 2004, in the Central African Republic, 15% of cholera cases, which was 48 people, died.

In contrast, there were 73 territories where nobody died from cholera, because of good sanitation, clean water and available treatment. These territories have no area on this map.

"The cholera outbreak has continued ... water provided by the tankers is not enough and they try to boost their supply from the wells, which are not covered. The rain washes faeces and other pollutants into the wells ..." Pierre Kahazi, 2004

Linguistics: Food dialect maps—visualizing how people speak

In the *Cambridge Online Survey of World Englishes*, Bert Vaux and Marius L. Jøhndal surveyed 11,500 people to study the ways people use English words.

NC State Univ. student Joshua Katz turned the US data into shaded kernel density maps.

Take the survey: [http://www.tekstlab.uio.no/cambridge_survey](http://www.tekstlab.uio.no/cambridge_survey)

Programming in R: [http://blog.revolutionanalytics.com/2013/06/r-and-language.html](http://blog.revolutionanalytics.com/2013/06/r-and-language.html)
Linguistics: Food dialect maps—visualizing how people speak 

crawfish, crawfish, crawdad?

A $k$-nearest neighbor kernel density estimate over $(x,y)$ locations gives a smoothed & interpretable display of the choice probabilities.

Regional differences are quite apparent.

The use of color combines discrete categories with intensity to give a meaningful display
Contour maps ignore region boundaries and estimate constant contours of a phenomenon over geographical space. This is a form of geo-smoothing.

From: https://medium.com/two-n/an-alternative-to-choropleth-contour-density-maps-in-d3-js-93e1fdbdc4e
Flow maps show movement or change in a geographic framework.

The master work is this image by Charles Joseph Minard (1869).

- Marey (1878): “defies the pen of the historian in its brutal eloquence”
- Tufte (1983): “the best statistical graphic ever produced”
Effect of US civil war on cotton trade

Before

After

Note the deformation of the map to accommodate the data
In a graphic tribute to C. J. Minard and W. E. B. Du Bois, Raymond Andrews & Howard Wainer tell the story of the migration of blacks from the southern US after freedom from slavery.

Once the domain of mathematicians & computer scientists, graph theory and network visualization turn out to have surprising & interesting applications.

Animated demo by Martin Granjean showing transport of passengers from/to world airports.

It illustrates the difference between geography & force-directed layout to focus on volume & connections.

From: http://www.martingrandjean.ch/connected-world-air-traffic-network/
See more: https://flowingdata.com/2016/05/31/air-transportation-network/
How do I get from Chigwell to Charing Cross?
How much will it cost?

This route map shows the connections and fare zones.

The first one was designed by Henry Beck in 1931.

The modern version is zoomable and available on your phone.

See: https://tfl.gov.uk/maps/track
Network visualization: Shakespeare tragedies

A new form of literary criticism?

Martin Grandjean looked at the structure of Shakespeare tragedies through character interactions.

Each circle (node) represents a character, and an edge represents two characters who appeared in the same scene.

The structural characteristics of the graphs have meaningful interpretations.

From: [https://flowingdata.com/2015/12/30/shakespeare-tragedies-as-network-graphs/](https://flowingdata.com/2015/12/30/shakespeare-tragedies-as-network-graphs/)
Various tasks can be used to assess the relations among words/concepts in our semantic memory. The data can be used to calculate measures of similarity, and be shown in network or other diagrams.

**Verbal fluency task**: Say/write all the names of [animals, countries, …] you can in 1 minute.

**Similarity ratings**: For each pair, indicate how similar they are.

From: Wulff et al. (2018), Structural differences in the semantic networks of younger and older adults.
Do younger and older adults differ on measures calculated from their network diagrams?

\(<k>\) : Average “degree” # of connections

\(C\) : average local clustering

\(L\) : average path length in network

\(\Delta()\) : young – old difference

IMHO, this graph tries to do too much.

The fluency data is most important to their argument.

\(\Delta L\) & \(\Delta <k>\) show consistent differences between young & old
Love, Actually: Interactive app

Interactions among characters in Love, Actually

Data:

Interactive Shiny app: https://dgrtwo.shinyapps.io/love-actually-network/
Johnathan Stray & Julian Burgess analyzed > 11,000 documents for SIGACT (“significant action”) reports from the 2006 Iraqi civil war made available by WikiLeaks. Each report is a dot. Each dot is labelled by the three most “characteristic” words in that report. Documents that are “similar” have edges drawn between them, width ~ similarity. The graph-drawing algorithm placed similar nodes together.

From: http://jonathanstray.com/a-full-text-visualization-of-the-iraq-war-logs
Certain themes became clear, and could be studied in rich detail. The underlying methods use “term frequency–inverse document frequency” measures of text-mining.

Murder cluster. All contain the word “corpse”

![Murder cluster](http://jonathanstray.com/wp-content/uploads/2010/12/Murders.png)

Torture-abduction cluster

Perry Stephenson explores the connections among the top 50 R users on Twitter

The rtweet package provides access to Twitter info

```r
library(rtweet)
followers <- get_followers("datavisFriendly")
```

From: https://perrystephenson.me/2018/09/29/the-r-twitter-network/
Tree-based Visualization

Branching patterns
History as a tree
Treemaps

Ramon Llull, 1298, Tree of Philosophy of Love
Trees are natural, organic visual metaphors for branching processes and space-filling designs.

Ramon Llull’s tree of science, showing roots and branches of knowledge

Charles Darwin’s first visual sketch of the evolution of species
History as a Tree:


- The entire history of Europe in one diagram
- space-filling design: resolution ~ time^2
- natural metaphors for roots, branches

History as a Tree

- Branches for countries & domains of thought
- Leaves for all the details

- linear horizontal scale → area ~ time^2
Treemaps

Where has my hard disk space gone?
Treemaps display hierarchical data as a set of nested rectangles.

Each node (leaf) has an area ~ size (file space)

The construction makes efficient use of space

Nesting shows relative size at multiple levels
Treemaps: Google Newsmap

They turn out to be useful in a wide range of applications

Google NewsMap shows top news stories with

- **Size ~ popularity**
- **Color:** domain—world news, sports, national, ...
- **Shades:** recency

**Interactivity:** Hover, click to show details
The Visual Thesaurus, from Thinkmap was the first application to make word meanings visual and interactive.

They used a radial layout to show the various related senses of given focus word.

This application was incisive in promoting ideas of interaction with tree-based data: query, zoom, tool-tips, ...

This fig from Manuel Lima, *The Book of Trees*, p. 127
Animation & Interactive Graphics

Origins: Visualizing motion
Animated graphics
Dynamically updated graphics
Linking views
Interactive application development frameworks
In the late 1800s, a popular quasi-scientific question was: Does a horse, in a trot, cantor or gallop ever have all four feet off the ground? This came to be called the Hypothesis of Unsupported Transit.

Eadweard Muybridge solved the problem by automating multiple photographs.
E.-J. Marey: A science of visualizing motion

- Physiology: How to make internal physiological processes subject to visual analysis?
  - Invented many graphic recording devices (heart rate, blood pressure, muscle contraction, etc.)
  - “Every kind of observation can be expressed by graphs”

Marey’s sphygmograph, recording a visual trace of arterial blood pressure
Marey pioneered the study of human and animal motion photographically.

The photographic gun, allowing recording of 12 frames/sec. at intervals of 1/720 of a second.
Animated graphics, like movies are just a series of frames strung together in a sequence.

The data for this animation come from human figures in motion-capture suits dancing the Charleston.

The Carnegie-Mellon Graphics Lab maintains a Motion Capture Database, [http://mocap.cs.cmu.edu/](http://mocap.cs.cmu.edu/)

Statistical concepts can often be illustrated in a dynamic plot of some process.

This example illustrates the idea of least squares fitting of a regression line.

As the slope of the line is varied, the right panel shows the residual sum of squares.

This plot was done using the animate package in R.
Animated graphics

Hans Rosling captivated audiences with dynamic graphics showing changes over time in world health data.

**Video:** Hans Rosling, “The best stats you’ve ever seen,”
https://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve EVER_seen
The Gapminder “moving bubble chart” was the vehicle.

- Choose \((x, y)\) variables
- Choose bubble size variable
- Animate this over time

Liberating the X axis from time opened new vistas for data exploration

Software made this available as a general tool
You don’t need a weatherman to know which way the wind is blowing. The wind map app, http://hint.fm/wind/, is one of a growing number of R-based applications that harvests data from web sources, and presents a visualization.
Animation: Interpolated views

Animation can also be used to show the difference between two views, using interpolated transitions: Current = $\alpha$ view$_1$ + (1 - $\alpha$) view$_2$

This image showed Rep vs. Dem votes in the 2016 US election, contrasting shading by area vs. shading by population.

Land doesn’t vote; people do

[Image: Karim Douieb/Jetpack.ai]

https://www.fastcompany.com/90572489/u-s-election-maps-are-wildly-misleading-so-this-designer-fixed-them
This example links a **dendrogram** to a **grand tour** and **map** of the USArrests data to visualize a classification in 5 dimensions.

The grand tour animates a series of 2D projections of the 5D data.

The image is recorded as a GIF.

Interactive application frameworks

Locating neighborhood diversity in the American metropolis

Select a metropolitan area

Dallas-Fort Worth

Span Parameter

0.1

0.3

0.9

Download CSV for active metro (2010)

Use the Explore metros tab to explore neighborhood diversity for your chosen metropolitan area in 2010. The red line on the scatterplot represents a locally-weighted estimate of how diversity varies in the metropolitan area by distance from its urban core or cores. Click and drag on the scatterplot to highlight the corresponding Census tracts on the map below, and click on a Census tract on the map to generate a chart of race and ethnicity counts.

Click the Compare over time tab to examine how locally-weighted estimates of neighborhood diversity by distance from the urban core has varied between the 1990, 2000, and 2010 Censuses, and view maps of these shifts over time. To learn more about the project, click the About tab.

Application author: Kyle Walker, Texas Christian University

shiny for R makes it easy to create interactive applications

https://walkerke.shinyapps.io/neighborhood_diversity/
There is now a large collection of shiny applications, [https://shiny.rstudio.com/gallery/](https://shiny.rstudio.com/gallery/).

These integrate other interactive web software: d3, Leaflet, Google Charts, ...

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**Interactive visualizations**

Shiny is designed for fully interactive visualization, using JavaScript libraries like d3, Leaflet, and Google Charts.

- SuperZip example
- Bus dashboard
- Movie explorer
Summary

• The topics here were largely about data graphs, for analysis & presentation. Mainly not Info-graphics
  ▪ Quantitative data: different forms for 1D, 1.5D, 2D, 3+D data
  ▪ Categorical data: often best shown as areas ~ frequency (bar plots, mosaic plots)

• Thematic maps: visualizing spatially varying data
  ▪ Raw data with different visual encodings
  ▪ Spatial statistical models provide some smoothings

• Networks/trees: visualizing connections

• Animation: show changes over time or space

• Interaction: allow the viewer to explore the data