Note the new resources

Review the new optional resources (cheat codes!) for Assignments 9 and 10 on Zulip: #lectures, #assign-09-census-1, and #assign-10-census-2.



New Languages / Complex Types

A Samuel Pottinger Stat 198: IDSV Mar 10, 2025

Context Setting



Visualization as Narrative Visualization as Dialogue

Today

> Charts without names: Using dimensions, measures, and encodings to read a graphic.

More tips for complexity: Movements and levels

Group activity: Homework 11 in class!

Complex data: what non-CSV data inputs might look like.

Advice for maps: using the first perspective to navigate maps.

Charts without names - Marey



Charts without names - Felton







Charts without names -Minard



Aures. per Regnier, 1. Pas. 5" Here's S. One & Paris.

Charts without names - NYT



Charts without names - Fathom



Charts without names



Instead of thinking in chart names, think in encodings.

What are the dimensions and measures?

How can I map those to encoding devices?

Today

Charts without names: Using dimensions, measures, and encodings to read a graphic.

> More tips for complexity: Movements and levels

Group activity: Homework 11 in class!

Complex data: what non-CSV data inputs might look like.

Advice for maps: using the first perspective to navigate maps.

Movements



Podcast Anthropology

Levels



<u>Global Plastics</u> <u>Tool</u>

Movements: Reuse visual motifs or graphical representations across multiple plots to create a story between them. (Jonathan Harris)

Levels: Start with very simple graphics but, as the user spends more time interacting, add in more sophistication (<u>Ben Fry</u>)

Today

Charts without names: Using dimensions, measures, and encodings to read a graphic.

More tips for complexity: Movements and levels

> Group activity: Homework 11 in class!

Complex data: what non-CSV data inputs might look like.

Advice for maps: using the first perspective to navigate maps.

Dear Data

Draw (by hand with a pen, no code) your last five years and your next five years.





Today

Charts without names: Using dimensions, measures, and encodings to read a graphic.

More tips for complexity: Movements and levels

Group activity: Homework 11 in class!

> Complex data: what non-CSV data inputs might look like.

Advice for maps: using the first perspective to navigate maps.

Text formats



We will do some work with GeoJSON

Name	Age	Friends
John Doe	25	Jane Doe, Jack Smith
Jane Doe	27	John Doe, Mary Sue



We will do some work with GeoJSON

```
JSON
```

```
Ł
 "people": [
    Ł
     "age" : 25,
     "name": "John Doe",
     "friends": ["Jane Doe", "Jack Smith"]
   ζ,
    Ł
     "age" : 27,
     "name": "Jane Doe",
     "friends": ["John Doe", "Mary Sue"]
    ξ
ξ
```

We will do some work with GeoJSON

GeoJSON



Binary formats



Today

Charts without names: Using dimensions, measures, and encodings to read a graphic.

More tips for complexity: Movements and levels

Group activity: Homework 11 in class!

Complex data: what non-CSV data inputs might look like.

> Advice for maps: using the first perspective to navigate maps.

What makes maps hard - technically



It is not uncommon to encounter geospatial datasets in the many gigabytes lots of formats

The "basemap" is also often very large.



What makes maps hard - from design



You almost always lose your best encoding device right away to vertical and horizontal position in space.

The basemap itself often includes substantial visual elements that an occlude the glyphs on top.

Mapbox, OSM

Applying our advice - preattentive features



Keep a focus on things that will pop: shape, form, color.



Applying our advice - valuable encoding devices

Consider area for depicting small details

Consider color for things where there are very large differences.



Applying our advice - quantitative color scales

Focus on contrast against background to create strong figure / ground.



Applying our advice - keep channels clear



Teaser for the next lecture -

If we narrow our focus by understanding the user and their tasks, maybe not all of the data are relevant?

There's more advice on networks. See the reading!

Citations

B. Adhikari, "Marey's train schedule," University of Missouri Saint Louis, 2021. Available: <u>https://badriadhikari.github.io/data-viz-workshop-2021/minards/</u>

N. Felton, "2012 Annual Report," Feltron, 2013. Available: https://feltron.com/FAR12.html.

J. Cheng, "Analyzing Minard's Visualization Of Napoleon's 1812 March," ThoughtBot, 2014. Available: <u>https://thoughtbot.com/blog/analyzing-minards-visualization-of-napoleons-1812-march</u>

A. Wu, L. Gamio, R. Gebeloff, E. Shao, and M. Bender, "Key to Trump's Win: Heavy Losses for Harris Across the Map," New York Times Company, 2024. Available: <u>https://www.nytimes.com/interactive/2024/11/19/us/politics/voter-turnout-election-trump-harris.html</u>

Fathom Information Design, "Connected China," Thomson Reuters. Available: https://fathom.info/china/

D. Ling, "Introduction to Statistics Using LibreOffice.org Calc, Apache OpenOffice.org Calc, and Gnumeric," Comfsm, Available: <u>http://www.comfsm.fm/~dleeling/statistics/text5.html</u>

Fathom Information Design, "No Ceilings", The Clinton Foundation and The Bill and Melinda Gates Foundation. Available: <u>https://noceilings.org/</u>

A. Pottinger, "Podcast Anthropology," Gleap, 2025. Available: <u>http://podcastanthropology.com/</u>

B. Fry, "Audience & Context," Eyeo, 2015. Available: <u>https://vimeo.com/133608686?embedded=true&source=vimeo_logo&owner=8053320</u>

Citations

Geojson.io, "Geojson.io," Mapbox. Available: https://geojson.io/

A. Pottinger, L. Connor, B. Guzder-Williams, M. Weltman-Fahs, and T. Bowles. "Climate-Driven Doubling of U.S. Maize Loss Probability," Preprint, 2024. Available: <u>https://ag-adaptation-study.pub</u>

A. Pottinger, "SF AirBnB Analysis," Towards Data Science, Available: <u>https://gleap.org/content/airbnb</u>

A. Pottinger, "California Crop Shift Simulation," University of California, 2024. Available: "https://crop-shift-sampottinger3-2860.replit.app/

A. Pottinger, "Food Sim SF," Gleap, 2024. Available: <u>https://foodsimsf.com/</u>

S. Kamvar and J. Harris, "We Feel Fine and Searching the Emotional Web," Proceedings of the fourth ACM international conference on Web search and data mining, 2011. Available: <u>https://www.wefeelfine.org/wefeelfine.pdf</u>

A. Pottinger, "TED Visualization," Gleap, 2012. Available: <u>https://gleap.org/content/ted_visualization</u>

© ⊕ \$ ② CC BY-NC-SA 4.0