

Contents

Preface	xv
Why a New Book?	xv
Existing Books	xvi
Audience	xvii
Who's Who	xviii
Structure: What's in This Book	xviii
What's Not in This Book	xx
Acknowledgments	xx
1 What's Vis, and Why Do It?	1
1.1 The Big Picture	1
1.2 Why Have a Human in the Loop?	2
1.3 Why Have a Computer in the Loop?	4
1.4 Why Use an External Representation?	6
1.5 Why Depend on Vision?	6
1.6 Why Show the Data in Detail?	7
1.7 Why Use Interactivity?	9
1.8 Why Is the Vis Idiom Design Space Huge?	10
1.9 Why Focus on Tasks?	11
1.10 Why Focus on Effectiveness?	11
1.11 Why Are Most Designs Ineffective?	12
1.12 Why Is Validation Difficult?	14
1.13 Why Are There Resource Limitations?	14
1.14 Why Analyze?	16
1.15 Further Reading	18
2 What: Data Abstraction	20
2.1 The Big Picture	21
2.2 Why Do Data Semantics and Types Matter?	21
2.3 Data Types	23
2.4 Dataset Types	24
2.4.1 Tables	25
2.4.2 Networks and Trees	26
2.4.2.1 Trees	27

2.4.3	Fields	27
2.4.3.1	Spatial Fields	28
2.4.3.2	Grid Types	29
2.4.4	Geometry	29
2.4.5	Other Combinations	30
2.4.6	Dataset Availability	31
2.5	Attribute Types	31
2.5.1	Categorical	32
2.5.2	Ordered: Ordinal and Quantitative	32
2.5.2.1	Sequential versus Diverging	33
2.5.2.2	Cyclic	33
2.5.3	Hierarchical Attributes	33
2.6	Semantics	34
2.6.1	Key versus Value Semantics	34
2.6.1.1	Flat Tables	34
2.6.1.2	Multidimensional Tables	36
2.6.1.3	Fields	37
2.6.1.4	Scalar Fields	37
2.6.1.5	Vector Fields	37
2.6.1.6	Tensor Fields	38
2.6.1.7	Field Semantics	38
2.6.2	Temporal Semantics	38
2.6.2.1	Time-Varying Data	39
2.7	Further Reading	40
3	Why: Task Abstraction	42
3.1	The Big Picture	43
3.2	Why Analyze Tasks Abstractly?	43
3.3	Who: Designer or User	44
3.4	Actions	45
3.4.1	Analyze	45
3.4.1.1	Discover	47
3.4.1.2	Present	47
3.4.1.3	Enjoy	48
3.4.2	Produce	49
3.4.2.1	Annotate	49
3.4.2.2	Record	49
3.4.2.3	Derive	50
3.4.3	Search	53
3.4.3.1	Lookup	53
3.4.3.2	Locate	53
3.4.3.3	Browse	53
3.4.3.4	Explore	54

3.4.4	Query	54
3.4.4.1	Identify	54
3.4.4.2	Compare	55
3.4.4.3	Summarize	55
3.5	Targets	55
3.6	How: A Preview	57
3.7	Analyzing and Deriving: Examples	59
3.7.1	Comparing Two Idioms	59
3.7.2	Deriving One Attribute	60
3.7.3	Deriving Many New Attributes	62
3.8	Further Reading	64
4	Analysis: Four Levels for Validation	66
4.1	The Big Picture	67
4.2	Why Validate?	67
4.3	Four Levels of Design	67
4.3.1	Domain Situation	69
4.3.2	Task and Data Abstraction	70
4.3.3	Visual Encoding and Interaction Idiom	71
4.3.4	Algorithm	72
4.4	Angles of Attack	73
4.5	Threats to Validity	74
4.6	Validation Approaches	75
4.6.1	Domain Validation	77
4.6.2	Abstraction Validation	78
4.6.3	Idiom Validation	78
4.6.4	Algorithm Validation	80
4.6.5	Mismatches	81
4.7	Validation Examples	81
4.7.1	Genealogical Graphs	81
4.7.2	MatrixExplorer	83
4.7.3	Flow Maps	85
4.7.4	LiveRAC	87
4.7.5	LinLog	89
4.7.6	Sizing the Horizon	90
4.8	Further Reading	91
5	Marks and Channels	94
5.1	The Big Picture	95
5.2	Why Marks and Channels?	95
5.3	Defining Marks and Channels	95
5.3.1	Channel Types	99
5.3.2	Mark Types	99

5.4	Using Marks and Channels	99
5.4.1	Expressiveness and Effectiveness	100
5.4.2	Channel Rankings	101
5.5	Channel Effectiveness	103
5.5.1	Accuracy	103
5.5.2	Discriminability	106
5.5.3	Separability	106
5.5.4	Popout	109
5.5.5	Grouping	111
5.6	Relative versus Absolute Judgements	112
5.7	Further Reading	114
6	Rules of Thumb	116
6.1	The Big Picture	117
6.2	Why and When to Follow Rules of Thumb?	117
6.3	No Unjustified 3D	117
6.3.1	The Power of the Plane	118
6.3.2	The Disparity of Depth	118
6.3.3	Occlusion Hides Information	120
6.3.4	Perspective Distortion Dangers	121
6.3.5	Other Depth Cues	123
6.3.6	Tilted Text Isn't Legible	124
6.3.7	Benefits of 3D: Shape Perception	124
6.3.8	Justification and Alternatives	125
	Example: Cluster–Calendar Time-Series Vis	125
	Example: Layer-Oriented Time-Series Vis	128
6.3.9	Empirical Evidence	129
6.4	No Unjustified 2D	131
6.5	Eyes Beat Memory	131
6.5.1	Memory and Attention	132
6.5.2	Animation versus Side-by-Side Views	132
6.5.3	Change Blindness	133
6.6	Resolution over Immersion	134
6.7	Overview First, Zoom and Filter, Details on Demand	135
6.8	Responsiveness Is Required	137
6.8.1	Visual Feedback	138
6.8.2	Latency and Interaction Design	138
6.8.3	Interactivity Costs	140
6.9	Get It Right in Black and White	140
6.10	Function First, Form Next	140
6.11	Further Reading	141

7	Arrange Tables	144
7.1	The Big Picture	145
7.2	Why Arrange?	145
7.3	Arrange by Keys and Values	145
7.4	Express: Quantitative Values	146
	Example: Scatterplots	146
7.5	Separate, Order, and Align: Categorical Regions	149
7.5.1	List Alignment: One Key	149
	Example: Bar Charts	150
	Example: Stacked Bar Charts	151
	Example: Streamgraphs	153
	Example: Dot and Line Charts	155
7.5.2	Matrix Alignment: Two Keys	157
	Example: Cluster Heatmaps	158
	Example: Scatterplot Matrix	160
7.5.3	Volumetric Grid: Three Keys	161
7.5.4	Recursive Subdivision: Multiple Keys	161
7.6	Spatial Axis Orientation	162
7.6.1	Rectilinear Layouts	162
7.6.2	Parallel Layouts	162
	Example: Parallel Coordinates	162
7.6.3	Radial Layouts	166
	Example: Radial Bar Charts	167
	Example: Pie Charts	168
7.7	Spatial Layout Density	171
7.7.1	Dense	172
	Example: Dense Software Overviews	172
7.7.2	Space-Filling	174
7.8	Further Reading	175
8	Arrange Spatial Data	178
8.1	The Big Picture	179
8.2	Why Use Given?	179
8.3	Geometry	180
8.3.1	Geographic Data	180
	Example: Choropleth Maps	181
8.3.2	Other Derived Geometry	182
8.4	Scalar Fields: One Value	182
8.4.1	Isocontours	183
	Example: Topographic Terrain Maps	183
	Example: Flexible Isosurfaces	185
8.4.2	Direct Volume Rendering	186
	Example: Multidimensional Transfer Functions	187

8.5	Vector Fields: Multiple Values	189
8.5.1	Flow Glyphs	191
8.5.2	Geometric Flow	191
	Example: Similarity-Clustered Streamlines	192
8.5.3	Texture Flow	193
8.5.4	Feature Flow	193
8.6	Tensor Fields: Many Values	194
	Example: Ellipsoid Tensor Glyphs	194
8.7	Further Reading	197
9	Arrange Networks and Trees	200
9.1	The Big Picture	201
9.2	Connection: Link Marks	201
	Example: Force-Directed Placement	204
	Example: sfdp	207
9.3	Matrix Views	208
	Example: Adjacency Matrix View	208
9.4	Costs and Benefits: Connection versus Matrix	209
9.5	Containment: Hierarchy Marks	213
	Example: Treemaps	213
	Example: GrouseFlocks	215
9.6	Further Reading	216
10	Map Color and Other Channels	218
10.1	The Big Picture	219
10.2	Color Theory	219
10.2.1	Color Vision	219
10.2.2	Color Spaces	220
10.2.3	Luminance, Saturation, and Hue	223
10.2.4	Transparency	225
10.3	Colormaps	225
10.3.1	Categorical Colormaps	226
10.3.2	Ordered Colormaps	229
10.3.3	Bivariate Colormaps	234
10.3.4	Colorblind-Safe Colormap Design	235
10.4	Other Channels	236
10.4.1	Size Channels	236
10.4.2	Angle Channel	237
10.4.3	Curvature Channel	238
10.4.4	Shape Channel	238
10.4.5	Motion Channels	238
10.4.6	Texture and Stippling	239
10.5	Further Reading	240

11 Manipulate View	242
11.1 The Big Picture	243
11.2 Why Change?	244
11.3 Change View over Time	244
Example: LineUp	246
Example: Animated Transitions	248
11.4 Select Elements	249
11.4.1 Selection Design Choices	250
11.4.2 Highlighting	251
Example: Context-Preserving Visual Links	253
11.4.3 Selection Outcomes	254
11.5 Navigate: Changing Viewpoint	254
11.5.1 Geometric Zooming	255
11.5.2 Semantic Zooming	255
11.5.3 Constrained Navigation	256
11.6 Navigate: Reducing Attributes	258
11.6.1 Slice	258
Example: HyperSlice	259
11.6.2 Cut	260
11.6.3 Project	261
11.7 Further Reading	261
12 Facet into Multiple Views	264
12.1 The Big Picture	265
12.2 Why Facet?	265
12.3 Juxtapose and Coordinate Views	267
12.3.1 Share Encoding: Same/Different	267
Example: Exploratory Data Visualizer (EDV)	268
12.3.2 Share Data: All, Subset, None	269
Example: Bird's-Eye Maps	270
Example: Multiform Overview–Detail Microarrays	271
Example: Cerebral	274
12.3.3 Share Navigation: Synchronize	276
12.3.4 Combinations	276
Example: Improvise	277
12.3.5 Juxtapose Views	278
12.4 Partition into Views	279
12.4.1 Regions, Glyphs, and Views	279
12.4.2 List Alignments	281
12.4.3 Matrix Alignments	282
Example: Trellis	282
12.4.4 Recursive Subdivision	285
12.5 Superimpose Layers	288

12.5.1	Visually Distinguishable Layers	289
12.5.2	Static Layers	289
	Example: Cartographic Layering	289
	Example: Superimposed Line Charts	290
	Example: Hierarchical Edge Bundles	292
12.5.3	Dynamic Layers	294
12.6	Further Reading	295
13	Reduce Items and Attributes	298
13.1	The Big Picture	299
13.2	Why Reduce?	299
13.3	Filter	300
13.3.1	Item Filtering	301
	Example: FilmFinder	301
13.3.2	Attribute Filtering	303
	Example: DOSFA	304
13.4	Aggregate	305
13.4.1	Item Aggregation	305
	Example: Histograms	306
	Example: Continuous Scatterplots	307
	Example: Boxplot Charts	308
	Example: SolarPlot	310
	Example: Hierarchical Parallel Coordinates	311
13.4.2	Spatial Aggregation	313
	Example: Geographically Weighted Boxplots	313
13.4.3	Attribute Aggregation: Dimensionality Reduction	315
	13.4.3.1 Why and When to Use DR?	316
	Example: Dimensionality Reduction for Document Collections	316
	13.4.3.2 How to Show DR Data?	319
13.5	Further Reading	320
14	Embed: Focus+Context	322
14.1	The Big Picture	323
14.2	Why Embed?	323
14.3	Elide	324
	Example: DOITrees Revisited	325
14.4	Superimpose	326
	Example: Toolglass and Magic Lenses	326
14.5	Distort	327
	Example: 3D Perspective	327
	Example: Fisheye Lens	328
	Example: Hyperbolic Geometry	329

Example: Stretch and Squish Navigation	331
Example: Nonlinear Magnification Fields	333
14.6 Costs and Benefits: Distortion	334
14.7 Further Reading	337
15 Analysis Case Studies	340
15.1 The Big Picture	341
15.2 Why Analyze Case Studies?	341
15.3 Graph-Theoretic Scagnostics	342
15.4 VisDB	347
15.5 Hierarchical Clustering Explorer	351
15.6 PivotGraph	355
15.7 InterRing	358
15.8 Constellation	360
15.9 Further Reading	366
Figure Credits	369
Bibliography	375
Idiom and System Examples Index	397
Concept Index	399