




Data Visualization Literacy


Katy Börner @katycns

Victor H. Yngve Distinguished Professor of
Intelligent Systems Engineering & Information Science
Director, Cyberinfrastructure for Network Science Center
School of Informatics, Computing, and Engineering
Indiana University Network Science Institute (IUNI)
Indiana University, Bloomington, IN, USA
+ 2018 Humboldt Fellow, TU Dresden, Germany



Keynote at IEEE VIS

Vancouver, Canada | October 22, 2019

Overview

Theoretical data visualization framework (DVL) meant to empower anyone to systematically render data into insights.

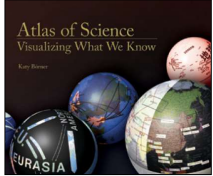
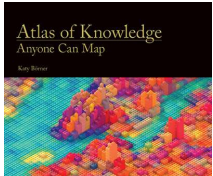
- Börner, Katy, Andreas Bueckle, and Michael Ginda. 2019. [Data visualization literacy: Definitions, conceptual frameworks, exercises, and assessments](#). *PNAS*, 116 (6) 1857-1864.
- Börner, Katy. 2015. [Atlas of Knowledge: Anyone Can Map](#). Cambridge, MA: The MIT Press.
- Börner, Katy. 2010. [Atlas of Science: Visualizing What We Know](#). Cambridge, MA: The MIT Press.

Scaling-Up: Increase global DVL via (in)formal education (AISL, <https://ivmooc.cns.iu.edu> & <https://visanalytics.cns.iu.edu>)


Opportunity: The Human BioMolecular Atlas Program (HuBMAP) (<https://hubmapconsortium.org>)

- Snyder, Michael P., et al. 2019. "Mapping the Human Body at Cellular Resolution -- The NIH Common Fund Human BioMolecular Atlas Program". *Nature*. 574, p. 187-192.

TONIGHT: Debut 15th iteration of the *Places & Spaces: Mapping Science* exhibit (<http://scimaps.org>).

Atlas of Forecasts



2

Data Visualization Literacy (DVL)

Data visualization literacy (ability to read, make, and explain data visualizations) requires:

- literacy (ability to read and write text in titles, axis labels, legends, etc.),
- visual literacy (ability to find, interpret, evaluate, use, and create images and visual media), and
- mathematical literacy (ability to formulate, employ, and interpret math in a variety of contexts).

Being able to “read and write” data visualizations is becoming as important as being able to read and write text. Understanding, measuring, and improving data and visualization literacy is important to strategically approach local and global issues.





Places & Spaces: Mapping Science Exhibit

1st Decade (2005-2014)

Maps



2nd Decade (2015-2024)

Macroscopes



100

MAPS
in large format, full color, and high resolution.

248

MAPMAKERS
from fields as disparate as art, urban planning, engineering, and the history of science.



43



MACROSCOPE MAKERS
including one whose job title is "Truth and Beauty Operator."

20

MACROSCOPES
for touching all kinds of data.

382

DISPLAY VENUES
from the Cannes Film Festival to the World Economic Forum.

354

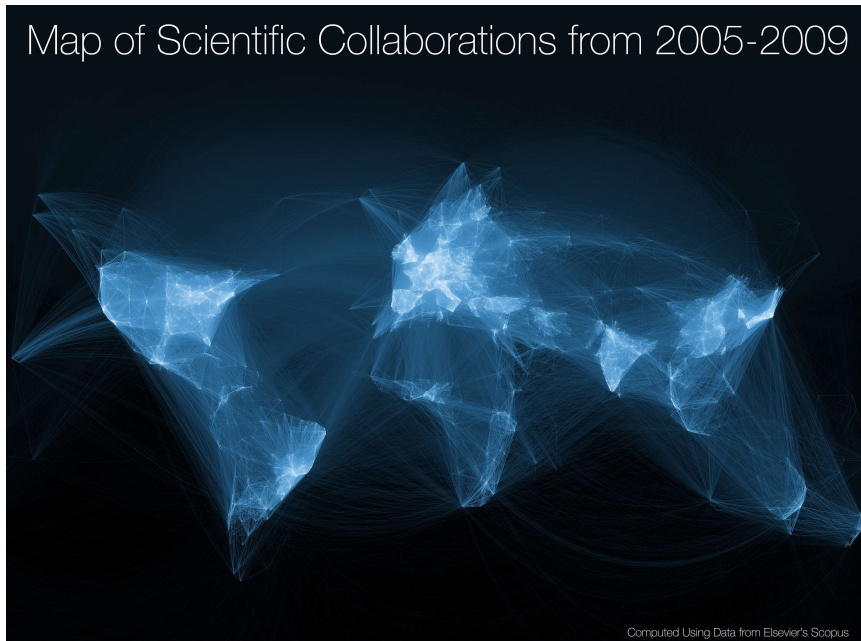


PRESS ITEMS
including articles in *Nature*, *Science*, *USA Today*, and *Wired*.

<http://scimaps.org>

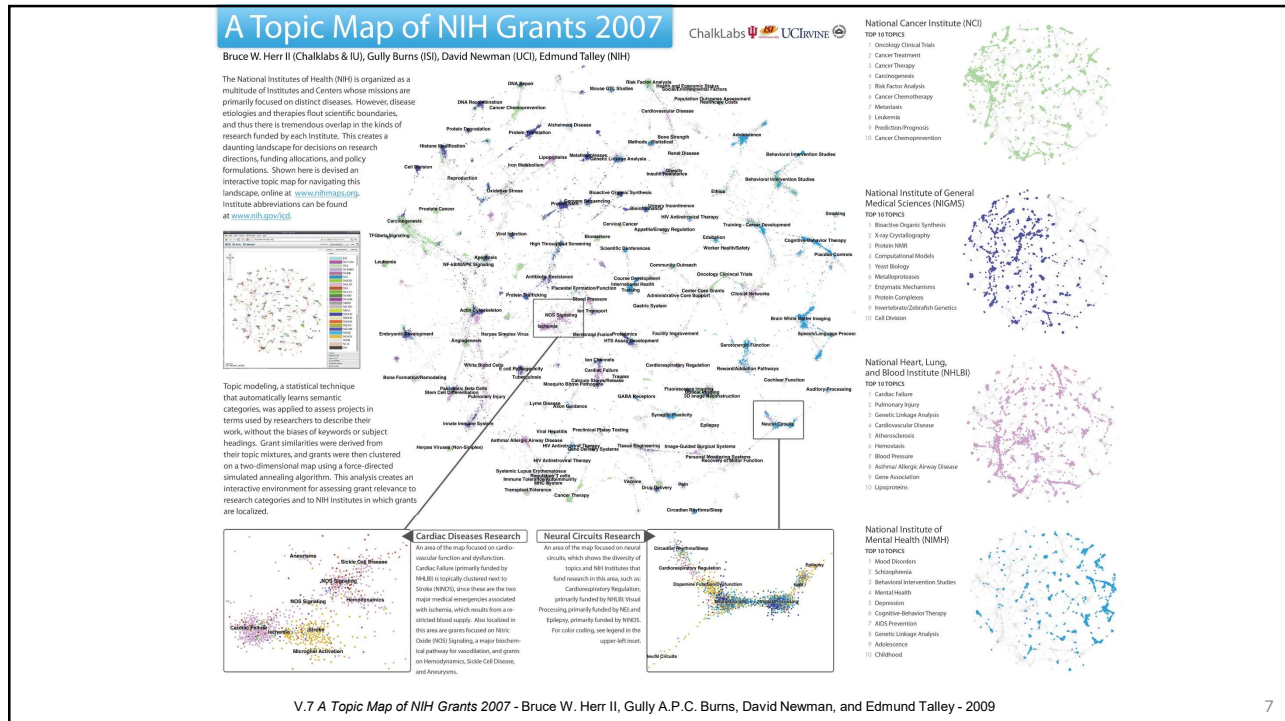


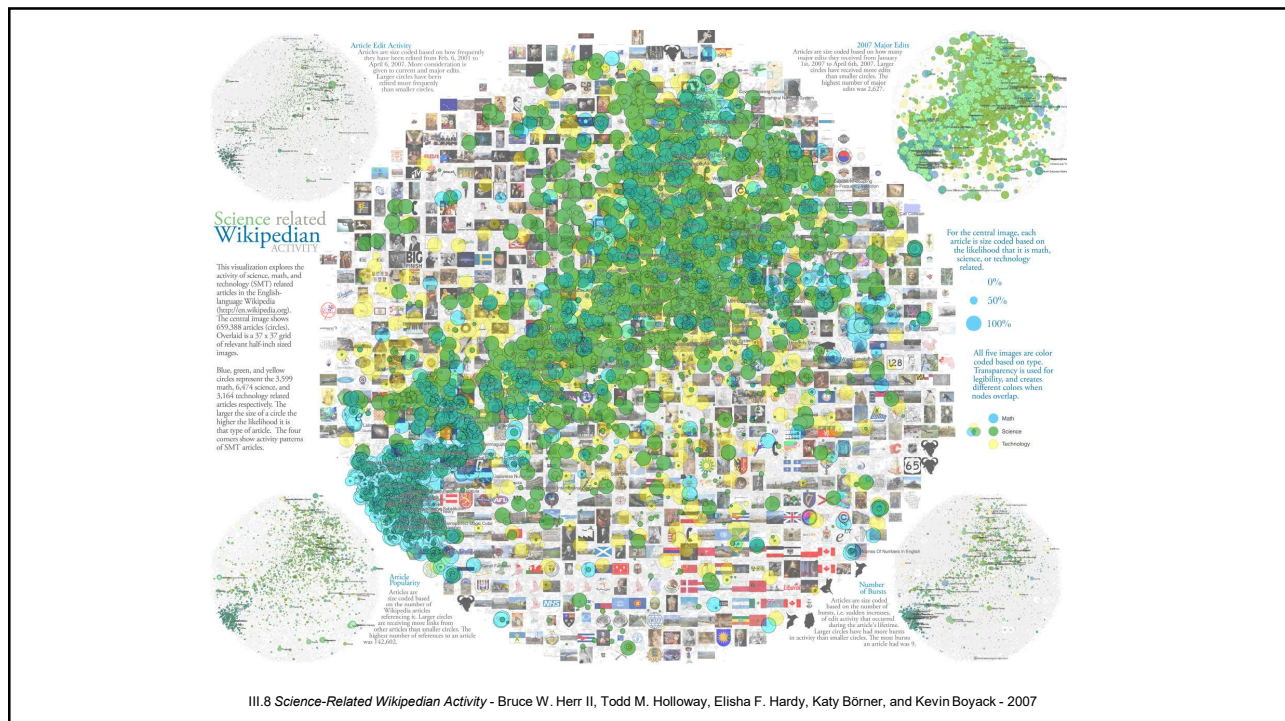
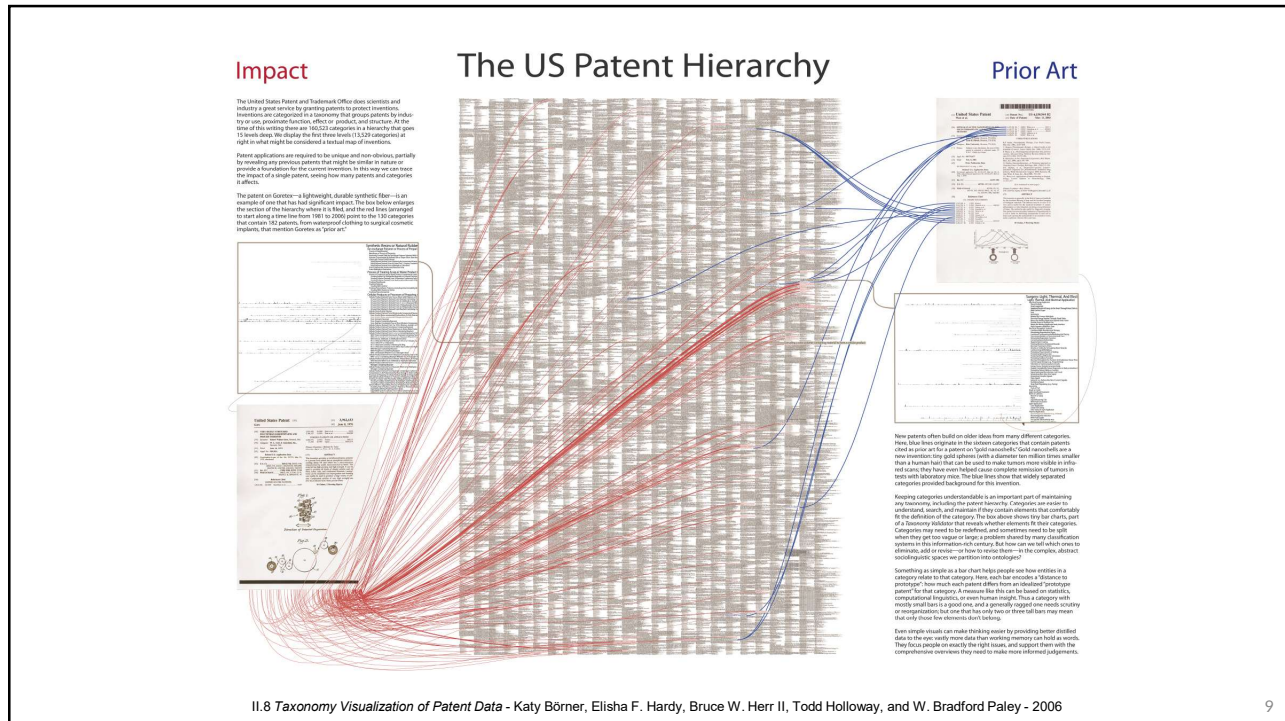
Map of Scientific Collaborations from 2005-2009

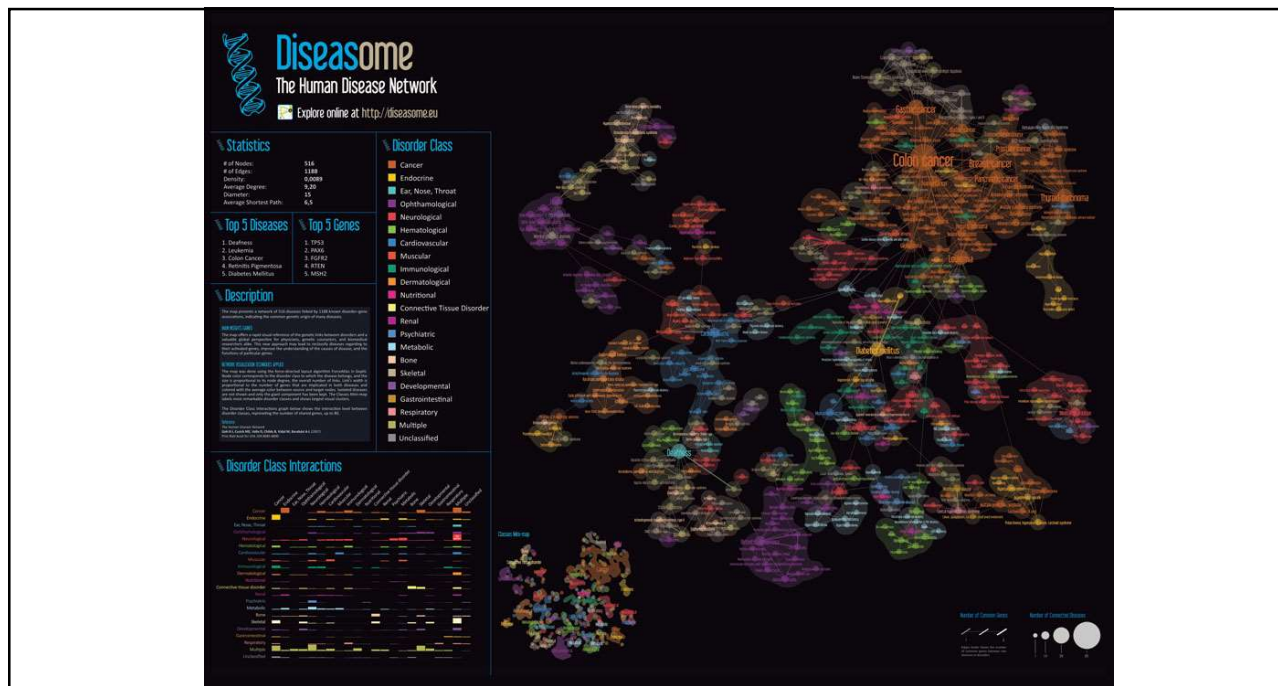


Computed Using Data from Elsevier's Scopus

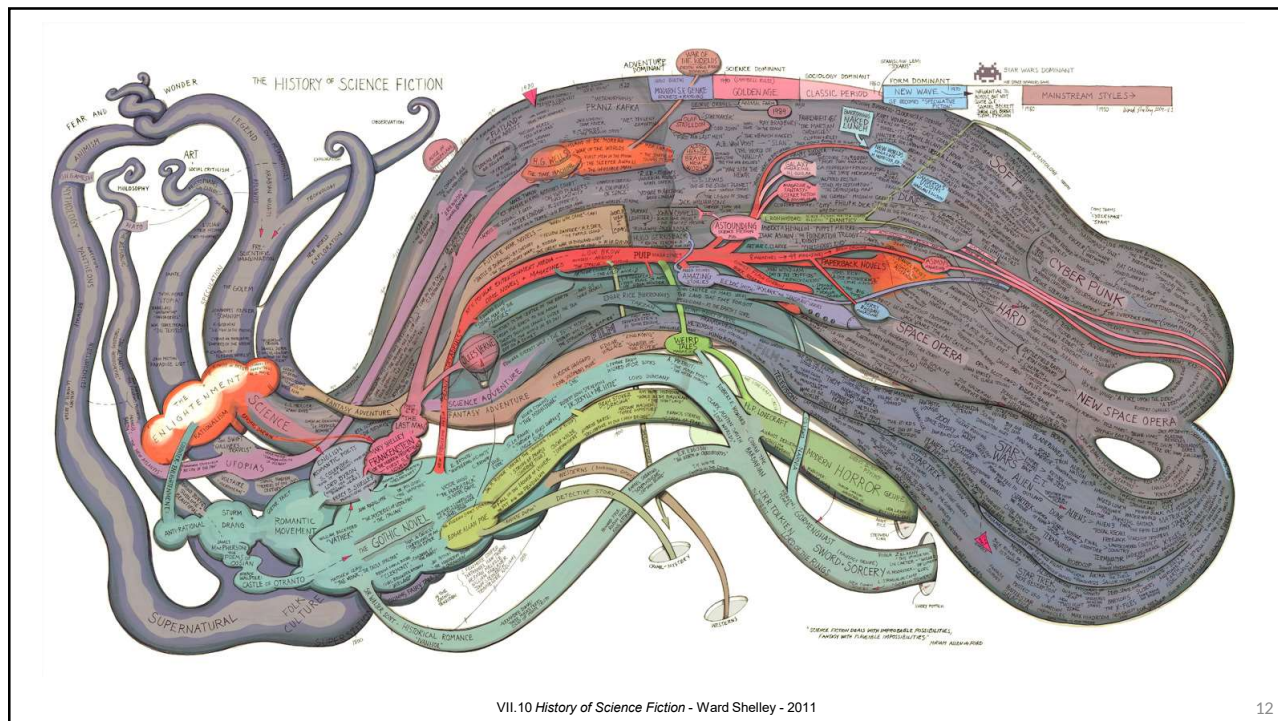
VII.6 Stream of Scientific Collaborations Between World Cities - Olivier H. Beauchesne - 2012





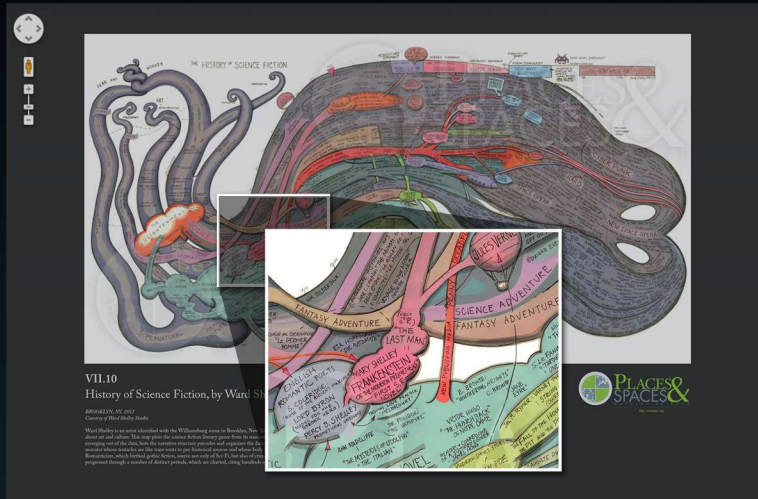


VI.3 Diseaseome: The Human Disease Network - Mathieu Bastian and Sébastien Heymann - 2009



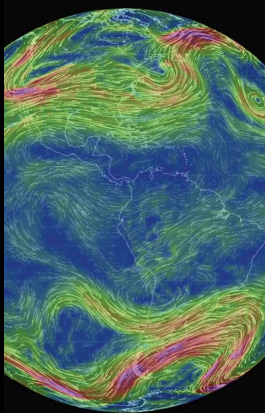
VII.10 History of Science Fiction - Ward Shelley - 2011

Check out our **Zoom Maps** online!



Visit scimaps.org and check out all our maps in stunning detail!

MACROSCOPES FOR INTERACTING WITH SCIENCE



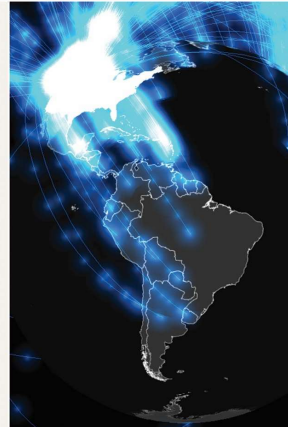
Earth

Weather on a worldwide scale



AcademyScope

Exploring the scientific landscape



Mapping Global Society

Local news from a global perspective



Charting Culture

2,600 years of human history in 5 minutes

» Play with Scale » Megaregions of the US

MORE INFO

PLACES & SPACES & MAPPING SCIENCE

THE MEGAREGIONS OF THE US

Explore the new geography of commuter connections in the US. Tap to identify regions. Tap and hold to see a single location's commuteshed.

Leaflet | Nelson & Rae CC BY 3.0

This is the Roanoke (Raleigh) megaregion.

Megaregions of the US –Garrett Dash Nelson and Alasdair Rae – 2016

» Make Sense of Science » Smelly Maps

MORE INFO

PLACES & SPACES & MAPPING SCIENCE

SMELLY MAPS

91.7% ANIMALS

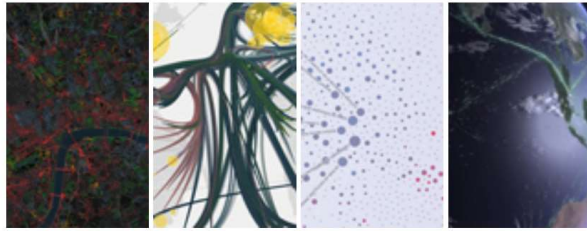
EMISSIONS NATURE FOOD ANIMALS WASTE

Leaflet | © OpenStreetMap contributors, Mapbox, Terms & Feedback, © CARTO

Smelly Maps – Daniele Quercia, Rossano Schifanella, and Luca Maria Aiello – 2015

Iteration XII (2016)

Macroscopes for Making Sense of Science



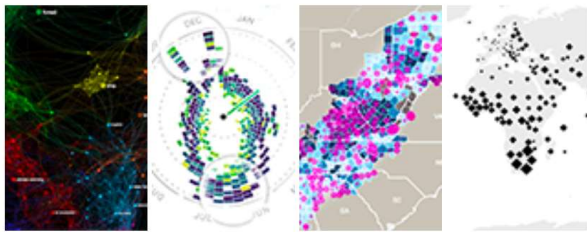
Iteration XIII (2017)

Macroscopes for Playing with Scale



Iteration XIV (2018)

Macroscopes for Ensuring our Well-being

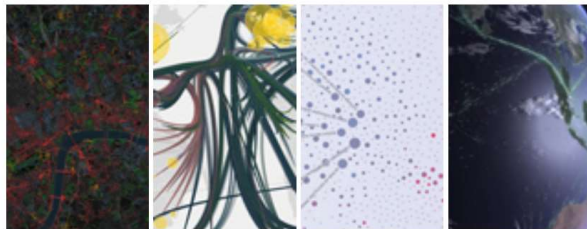


Stop by VISAP in South Foyer tonight at 6:30pm for a grand tour!

<https://visap.net>

Iteration XII (2016)

Macroscopes for Making Sense of Science



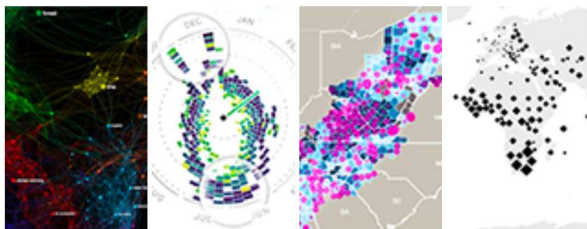
Iteration XIII (2017)

Macroscopes for Playing with Scale



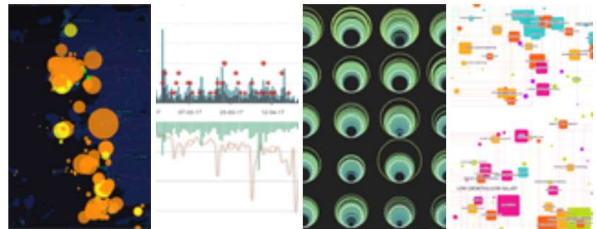
Iteration XIV (2018)

Macroscopes for Ensuring our Well-being



Iteration XV (2019)

Macroscopes for Tracking the Flow of Resources





Government, academic, and industry leaders discussed challenges and opportunities associated with using big data, visual analytics, and computational models in STI decision-making.

Conference slides, recordings, and report are available via <http://modsti.cns.iu.edu/report>




Modeling and Visualizing Science and Technology Developments
National Academy of Sciences Sackler Colloquium, December 4-5, 2017, Irvine, CA

Rankings and the Efficiency of Institutions
H. Eugene Stanley | Albert-László Barabási | Lada Adamic | Marta González | Kaye Husbands Fealing | Brian Uzzi | John V. Lombardi

Higher Education and the Science & Technology Job Market
Katy Börner | Wendy L. Martinez | Michael Richey | William Rouse | Stasa Milojevic | Rob Rubin | David Krakauer

Innovation Diffusion and Technology Adoption
William Rouse | Donna Cox | Jeff Alstott | Ben Shneiderman | Rahul C. Basole | Scott Stern | Cesar Hidalgo

Modeling Needs, Infrastructures, Standards
Paul Trunfio | Sallie Keller | Andrew L. Russell | Guru Madhavan | Azer Bestavros | Jason Owen-Smith

nasonline.org/Sackler-Visualizing-Science



The screenshot shows the website for the Arthur M. Sackler Colloquia. The main navigation bar includes 'Programs', 'Arthur M. Sackler Colloquia', 'Completed Colloquia', and 'Modeling and Visualizing Science and Technology Developments'. A sidebar on the left lists various program categories like 'Sackler Colloquia', 'Cultural Programs', and 'Science & Entertainment Exchange'. The main content area features the title 'Modeling and Visualizing Science and Technology Developments' with a date of 'December 4-5, 2017; Irvine, CA' and organizers 'Katy Börner, H. Eugene Stanley, William Rouse and Paul Trunfio'. An 'Overview' section describes the colloquium's focus on computational models and visualizations. A red-bordered box highlights the text: 'Videos of the talks are available on the Sackler YouTube Channel.' A link to 'https://www.pnas.org/modeling' is also present.

Acknowledgments

Exhibit Curators



The exhibit team: Lisel Record, Katy Börner, and Todd Theriault.

<http://scimaps.org>

Plus, we thank the more than 250 authors of the 100 maps and 16 interactive macrosopes.

Exhibit Advisory Board



Gary Berg-Cross
Cognitive psychologist (PhD, SUNY-Stony Brook), Potomac, MD, USA



André Skupin
Associate Professor of Geography at San Diego State University, California



Donna J. Cox, MFA, Ph.D.
Director of the Advanced Visualization Laboratory at the National Center for Supercomputing Applications, University of Illinois at Urbana-Champaign, IL, USA



Moritz Stefaner
Freelance designer on the crossroads of data visualization, information aesthetics, and user interface design in Germany



Bonnie DeVarco
Media X Distinguished Visiting Scholar at Stanford University, Palo Alto, CA, USA



Olga Subirós
Curator of Big Bang Data and Founder of Olga Subirós Studio in Barcelona, Spain



Peter A. Hook
Head of Digital and Scholarly Services and LawArXiv Administrator, Cornell Law Library, Ithaca, NY, USA



Stephen Uzzo
Vice President of Science and Technology for the New York Hall of Science



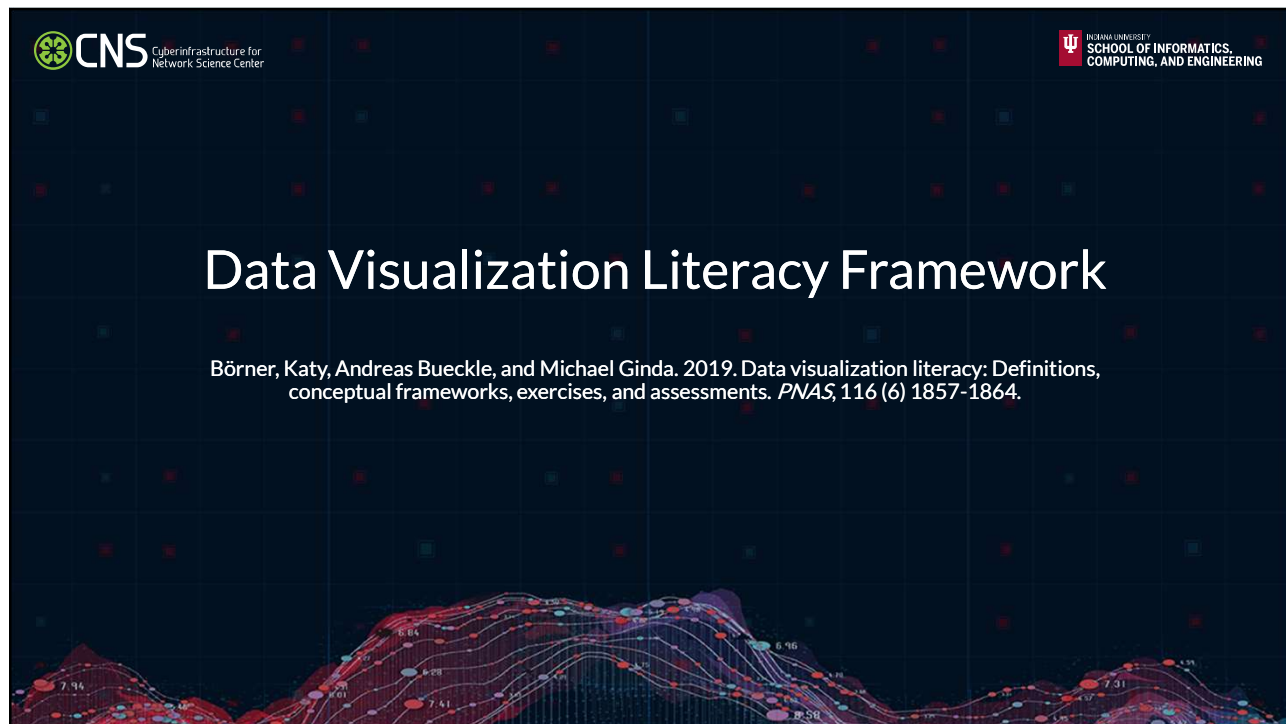
Francis Harvey
Professor of Visual Communication in Geography at the Leibnitz Institute for Regional Geography, Leipzig University, Germany



Benjamin Wiederkehr
Founding Partner and Managing Director of Interactive Things in Zürich, Switzerland



Lev Manovich
Professor, The Graduate Center, City University of New York, Director, Software Studies Initiative (big data, digital humanities, visualization)



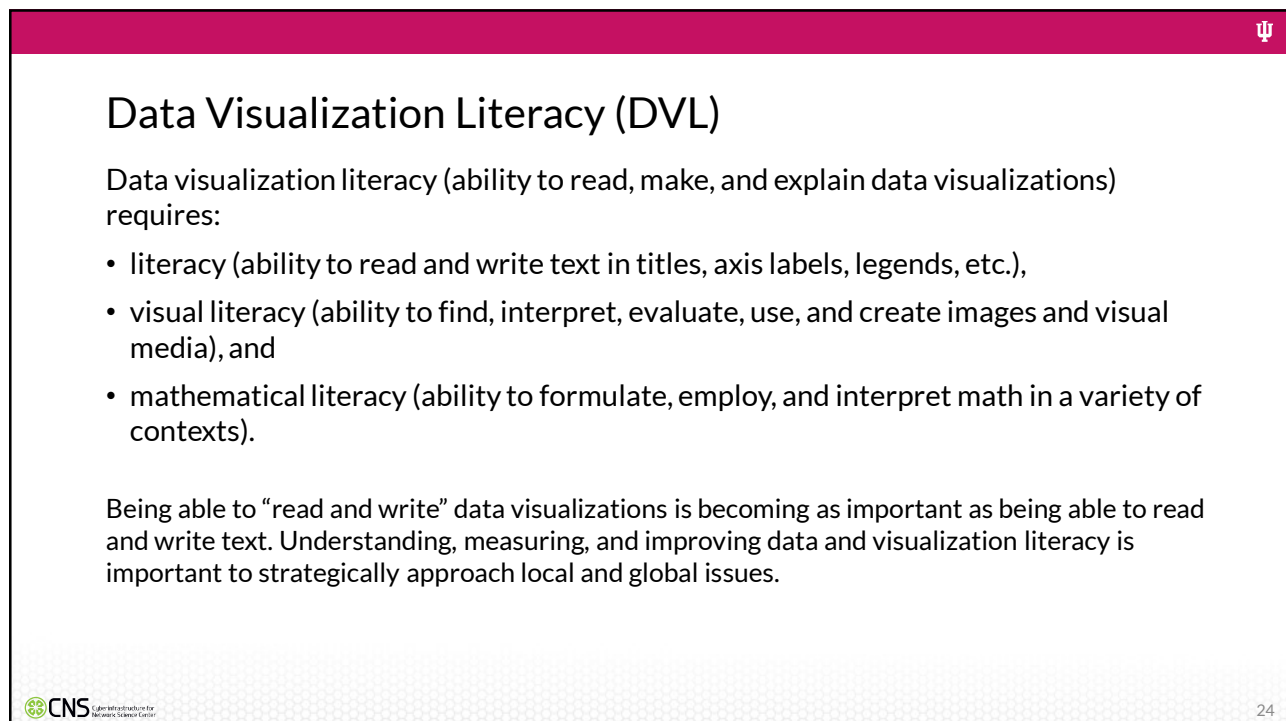
The slide features a dark blue background with a grid of small, colorful dots (red, green, blue) and a network of glowing lines and nodes at the bottom, resembling a data visualization. The text is centered and white.

CNS Cyberinfrastructure for Network Science Center

INDIANA UNIVERSITY
SCHOOL OF INFORMATICS,
COMPUTING, AND ENGINEERING

Data Visualization Literacy Framework

Börner, Katy, Andreas Bueckle, and Michael Ginda. 2019. Data visualization literacy: Definitions, conceptual frameworks, exercises, and assessments. *PNAS*, 116 (6) 1857-1864.



The slide has a white background with a pink header bar on the right side containing a psi symbol. The text is black.

Data Visualization Literacy (DVL)

Data visualization literacy (ability to read, make, and explain data visualizations) requires:

- literacy (ability to read and write text in titles, axis labels, legends, etc.),
- visual literacy (ability to find, interpret, evaluate, use, and create images and visual media), and
- mathematical literacy (ability to formulate, employ, and interpret math in a variety of contexts).

Being able to “read and write” data visualizations is becoming as important as being able to read and write text. Understanding, measuring, and improving data and visualization literacy is important to strategically approach local and global issues.

CNS Cyberinfrastructure for Network Science Center

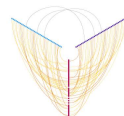
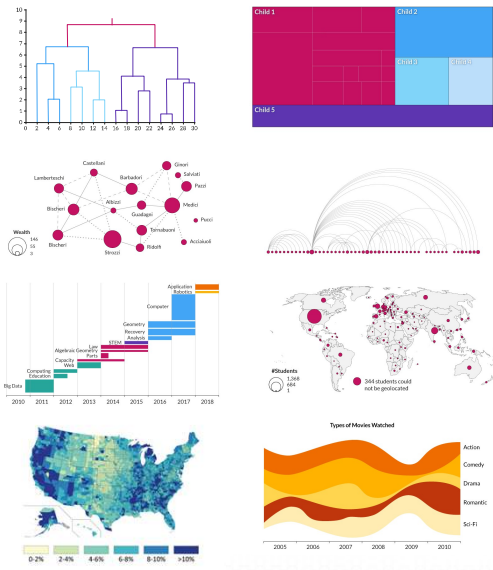
24



Visualization Frameworks

MANY frameworks and taxonomies have been proposed to

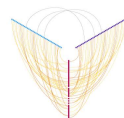
- help organize and manage the evolving zoo of 500+ different data visualization types,
- provide guidance when designing data visualizations, and
- facilitate teaching.



Existing Visualization Frameworks

Organize data visualizations by

- User insight needs
- User task types
- Data to be visualized
- Data transformations
- Visualization technique
- Visual mapping transformations
- Interaction techniques
- Deployment options
- and other features ...





DVL Framework: Desirable Properties

- Most existing frameworks focus on **READING**. We believe that much expertise is gained from also **CONSTRUCTING** data visualizations.
- Reading and constructing data visualizations needs to take human perception and cognition into account.
- Frameworks should build on and consolidate prior work in cartography, psychology, cognitive science, statistics, scientific visualization, data visualization, learning sciences, etc. in support of a de facto standard.
- Theoretically grounded + practically useful + easy to learn/use.
- Highly modular and extendable.



DVL Framework: Development Process

- The initial DVL-FW was developed via an extensive literature review.
- The resulting DVL-FW typology, process model, exercises, and assessments were then tested in the *Information Visualization* course taught for more than 17 years at Indiana University. More than 8,500 students enrolled in the IVMOOC version (<http://ivmooc.cns.iu.edu>) over the last six years.
- The FW was further refined using feedback gained from constructing and interpreting data visualizations for 100+ real-world client projects.
- Data on student engagement, performance, and feedback guided the continuous improvement of the DVL-FW typology, process model, and exercises for defining, teaching, and assessing DVL.
- The DVL-FW used in this course supports the systematic construction and interpretation of data visualizations.

Data Visualization Literacy Framework (DVL-FW)

Consists of two parts:

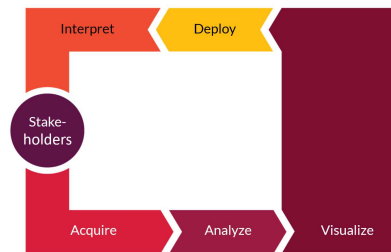
DVL Typology

Defines 7 types with 4-17 members each.

- | | | | | | | |
|---|--|--|---|---|--|--|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Insight Needs <ul style="list-style-type: none"> • categorize/cluster • order/ranks/sort • distributions (also outliers, gaps) • comparisons • trends (process and time) • geospatial • compositions (also of text) • correlations/relationships | Data Scales <ul style="list-style-type: none"> • nominal • ordinal • interval • ratio | Analyses <ul style="list-style-type: none"> • statistical • temporal • geospatial • topical • relational | Visualizations <ul style="list-style-type: none"> • table • chart • graph • map • tree • network | Graphic Symbols <ul style="list-style-type: none"> • geometric symbols • point • line • area • surface • volume • linguistic symbols • text • numerals • punctuation marks • pictorial symbols • images • icons • statistical glyphs | Graphic Variables <ul style="list-style-type: none"> • spatial • position • retinal • form • color • optics • motion | Interactions <ul style="list-style-type: none"> • zoom • search and locate • filter • details-on-demand • history • extract • link and brush • projection • distortion |

DVL Workflow Process

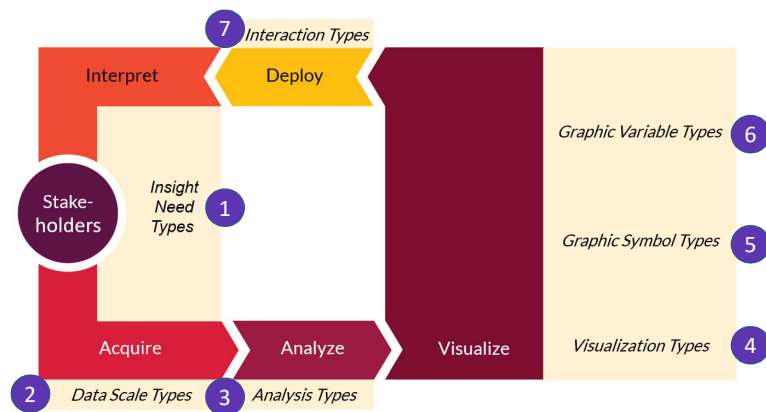
Defines 5 steps required to render data into insights.



Data Visualization Literacy Framework (DVL-FW)

Consists of two parts that are interlinked:

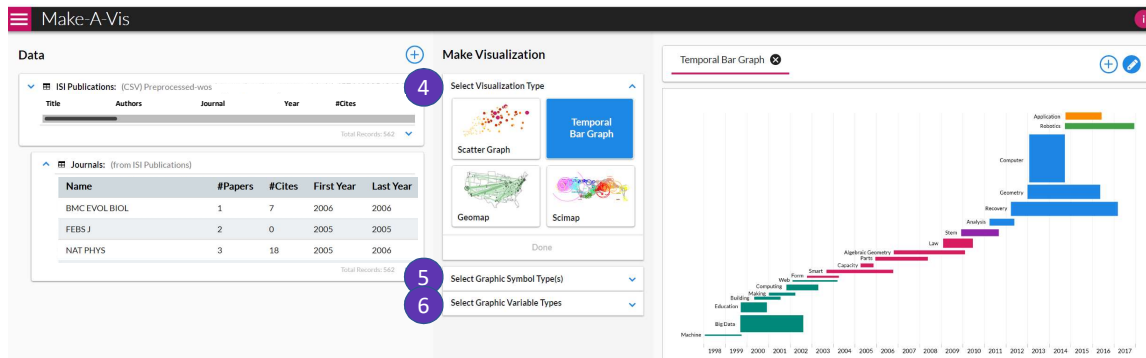
DVL Typology + DVL Workflow Process





Data Visualization Literacy Framework (DVL-FW)

Implemented in Make-A-Vis (MAV) to support learning via horizontal transfer, scaffolding, hands-on learning, etc.



Typology of the Data Visualization Literacy Framework

1

Insight Needs

- categorize/cluster
- order/rank/sort
- distributions (also outliers, gaps)
- comparisons
- trends (process and time)
- geospatial
- compositions (also of text)
- correlations/relationships

2

Data Scales

- nominal
- ordinal
- interval
- ratio

3

Analyses

- statistical
- temporal
- geospatial
- topical
- relational

4

Visualizations

- table
- chart
- graph
- map
- tree
- network

5

Graphic Symbols

- geometric symbols
 - point
 - line
 - area
 - surface
 - volume
- linguistic symbols
 - text
 - numerals
 - punctuation marks
- pictorial symbols
 - images
 - icons
 - statistical glyphs

6

Graphic Variables

- spatial
 - position
- retinal
 - form
 - color
 - optics
 - motion

7

Interactions

- zoom
- search and locate
- filter
- details-on-demand
- history
- extract
- link and brush
- projection
- distortion



Typology of the Data Visualization Literacy Framework

1

Insight Needs

- categorize/cluster
- order/rank/sort
- distributions (also outliers, gaps)
- comparisons
- trends (process and time)
- geospatial
- compositions (also of text)
- correlations/relationships

Data Scales

- nominal
- ordinal
- interval
- ratio

Analyses

- statistical
- temporal
- geospatial
- topical
- relational

Visualizations

- table
- chart
- graph
- map
- tree
- network

Graphic Symbols

- geometric symbols
 - point
 - line
 - area
 - surface
 - volume
- linguistic symbols
 - text
 - numerals
 - punctuation marks
- pictorial symbols
 - images
 - icons
 - statistical glyphs

Graphic Variables

- spatial
 - position
- retinal
 - form
 - color
 - optics
 - motion

Interactions

- zoom
- search and locate
- filter
- details-on-demand
- history
- extract
- link and brush
- projection
- distortion

Börner, Katy. 2015. *Atlas of Knowledge: Anyone Can Map*. Cambridge, MA: The MIT Press. 26-27.



| Bertin, 1967 | Wehrend & Lewis, 1996 | Few, 2004 | Yau, 2011 | Rendgen & Wiedemann, 2012 | Frankel, 2012 | Tool: Many Eyes | Tool: Chart Chooser | Börner, 2014 |
|--------------|-----------------------|--------------------------------|--------------------|---------------------------|----------------------|----------------------------------|---------------------|-------------------------------------|
| selection | categorize | | | category | | | | categorize/cluster |
| order | rank | ranking | | | | | table | order/rank/sort |
| | distribution | distribution | | | | | distribution | distributions (also outliers, gaps) |
| | compare | nominal comparison & deviation | differences | | compare and contrast | compare data values | comparison | comparisons |
| | | time series | patterns over time | time | process and time | track rises and falls over time | trend | trends (process and time) |
| | | geospatial | spatial relations | location | | generate maps | | geospatial |
| quantity | | part-to-whole | proportions | | form and structure | see parts of whole, analyze text | composition | compositions (also of text) |
| association | correlate | correlation | relationships | hierarchy | | relations between data points | relationship | correlations/relationships |



Typology of the Data Visualization Literacy Framework

2

Insight Needs

- categorize/cluster
- order/rank/sort
- distributions (also outliers, gaps)
- comparisons
- trends (process and time)
- geospatial
- compositions (also of text)
- correlations/relationships

Data Scales

- nominal
- ordinal
- interval
- ratio

Analyses

- statistical
- temporal
- geospatial
- topical
- relational

Visualizations

- table
- chart
- graph
- map
- tree
- network

Graphic Symbols

- geometric symbols
 - point
 - line
 - area
 - surface
 - volume
- linguistic symbols
 - text
 - numerals
 - punctuation marks
- pictorial symbols
 - images
 - icons
 - statistical glyphs

Graphic Variables

- spatial
 - position
- retinal
 - form
 - color
 - optics
 - motion

Interactions

- zoom
- search and locate
- filter
- details-on-demand
- history
- extract
- link and brush
- projection
- distortion

Börner, Katy. 2015. *Atlas of Knowledge: Anyone Can Map*. Cambridge, MA: The MIT Press. 28-29.

Data Scale Types

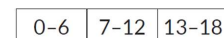
Nominal: A categorical scale, also called a nominal or category scale, is **qualitative**. Categories are assumed to be non-overlapping.



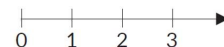
Ordinal: An ordinal scale, also called sequence or ordered, is **quantitative**. It rank-orders values representing categories based on some intrinsic ranking, but not at measurable intervals.



Interval: An interval scale, also called a value scale, is a **quantitative** numerical scale of measurement where the distance between any two adjacent values (or intervals) is equal, but the zero point is arbitrary.



Ratio: A ratio scale, also called a proportional scale, is a **quantitative** numerical scale. It represents values organized as an ordered sequence, with meaningful uniform spacing, and a true zero point.





Data Scale Types - Examples

Nominal: Words or numbers constituting the “categorical” names and descriptions of people, places, things, or events.

Ordinal: Days of the week, degree of satisfaction and preference rating scores (e.g., using a Likert scale), or rankings such as low, medium, high.

Interval: Temperature in degrees or time in hours. Spatial variables such as latitude and longitude are interval.

Ratio: Physical measures such as height, weight, (reaction) time, or intensity of light; number of published papers, co-authors, citations.

| Data Scale Types | | | | |
|---|--|---|--|---|
| Stevens, 1946 <i>Scales of Measurement</i> | Bertin, 1967 <i>Level of Organization of the Components</i> | Harris, 1996 <i>Classification of Scales</i> | Munzner, 2011 <i>Visualization Principles</i> | Börner, 2014 <i>Data Scale Types</i> |
| nominal | quantitative | category | categorical/nominal | nominal |
| ordinal | ordered | sequence | ordinal | ordinal |
| interval | quantitative | quantitative | quantitative | interval |
| ratio | quantitative | quantitative | quantitative | ratio |



Data Scale Types - Examples

Nominal: Words or numbers constituting the “categorical” names and descriptions of people, places, things, or events.

Qualitative

Ordinal: Days of the week, degree of satisfaction and preference rating scores (e.g., using a Likert scale), or rankings such as low, medium, high.







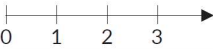
Quantitative

Interval: Temperature in degrees or time in hours. Spatial variables such as latitude and longitude are interval.

Ratio: Physical measures such as height, weight, (reaction) time, or intensity of light; number of published papers, co-authors, citations.

Data Scale Types - Mathematical Operations

This table shows the logical mathematical operations permissible, the measure of central tendency, and examples for the different data scale types.

| Data Scale Types | Logical Mathematical Operations | | | | Measure of Central Tendency | Examples | | | |
|------------------|---------------------------------|-------|-----|-----|-----------------------------|--|-----|------|-------|
| | = ≠ | < > | + - | × ÷ | | | | | |
| Nominal | y | | | | mode |    | | | |
| Ordinal | y | y | | | median |    | | | |
| Interval | y | y | y | | arithmetic mean | <table border="1" style="display: inline-table;"><tr><td>0-6</td><td>7-12</td><td>13-18</td></tr></table> | 0-6 | 7-12 | 13-18 |
| 0-6 | 7-12 | 13-18 | | | | | | | |
| Ratio | y | y | y | y | geometric mean |  | | | |

Qualitative

Quantitative

Typology of the Data Visualization Literacy Framework

3

Insight Needs

- categorize/cluster
- order/rank/sort
- distributions (also outliers, gaps)
- comparisons
- trends (process and time)
- geospatial
- compositions (also of text)
- correlations/relationships

Data Scales

- nominal
- ordinal
- interval
- ratio

Analyses

- statistical
- temporal
- geospatial
- topical
- relational

Visualizations

- table
- chart
- graph
- map
- tree
- network

Graphic Symbols

- geometric symbols
 - point
 - line
 - area
 - surface
 - volume
- linguistic symbols
 - text
 - numerals
 - punctuation marks
- pictorial symbols
 - images
 - icons
 - statistical glyphs

Graphic Variables

- spatial
 - position
- retinal
 - form
 - color
 - optics
 - motion

Interactions

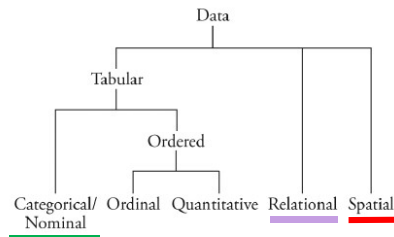
- zoom
- search and locate
- filter
- details-on-demand
- history
- extract
- link and brush
- projection
- distortion

Börner, Katy. 2015. *Atlas of Knowledge: Anyone Can Map*. Cambridge, MA: The MIT Press. 25.

Analysis Types

- When: Temporal Data Analysis + Statistical
- Where: Geospatial Data Analysis
- What: Topical Data Analysis
- With Whom: Network Analysis

Data Hierarchy by Tamara Munzner distinguishes tabular, relational, and spatial data.



Typology of the Data Visualization Literacy Framework

4

Insight Needs

- categorize/cluster
- order/rank/sort
- distributions (also outliers, gaps)
- comparisons
- trends (process and time)
- geospatial
- compositions (also of text)
- correlations/relationships

Data Scales

- nominal
- ordinal
- interval
- ratio

Analyses

- statistical
- temporal
- geospatial
- topical
- relational

Visualizations

- table
- chart
- graph
- map
- tree
- network

Graphic Symbols

- geometric symbols
 - point
 - line
 - area
 - surface
 - volume
- linguistic symbols
 - text
 - numerals
 - punctuation marks
- pictorial symbols
 - images
 - icons
 - statistical glyphs

Graphic Variables

- spatial
 - position
- retinal
 - form
 - color
 - optics
 - motion


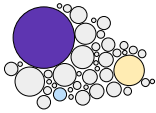
Interactions

- zoom
- search and locate
- filter
- details-on-demand
- history
- extract
- link and brush
- projection
- distortion

Börner, Katy. 2015. *Atlas of Knowledge: Anyone Can Map*. Cambridge, MA: The MIT Press. 30-31.

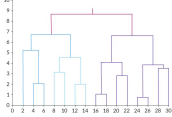
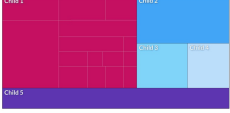
Visualization Types

Chart

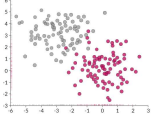
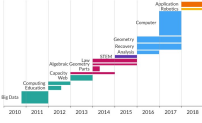
Pie Chart *Bubble Chart*

Tree

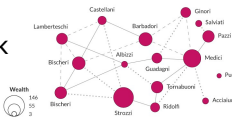

Dendrogram *Tree Map*

Graph


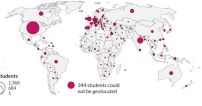
Scatter Graph *Temporal Bar Graph*

Network





Force-Directed Network Layout *Bimodal Network Layout*

Map

Choropleth Map *Proportional Symbol Map*

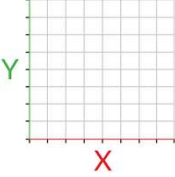

43

Visualize: Reference Systems


Table
columns by rows

| | |
|-----|--------|
| | column |
| row | cell |

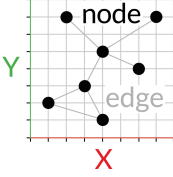
Graph
x-y coordinates



Map
latitude/longitude




Network
local similarity



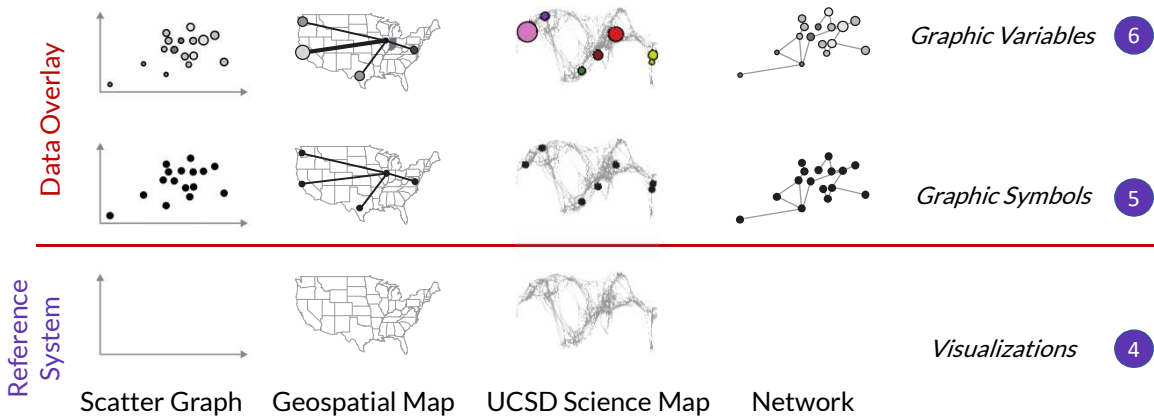
4

Visualization Types

- table
- chart
- graph
- map
- network layout


44

Visualize: Reference Systems, Graphic Symbols and Variables



Typology of the Data Visualization Literacy Framework

5

| Insight Needs | Data Scales | Analyses | Visualizations | Graphic Symbols | Graphic Variables | Interactions |
|---|---|--|---|--|---|--|
| <ul style="list-style-type: none"> • categorize/cluster • order/rank/sort • distributions (also outliers, gaps) • comparisons • trends (process and time) • geospatial • compositions (also of text) • correlations/relationships | <ul style="list-style-type: none"> • nominal • ordinal • interval • ratio | <ul style="list-style-type: none"> • statistical • temporal • geospatial • topical • relational | <ul style="list-style-type: none"> • table • chart • graph • map • tree • network | <ul style="list-style-type: none"> • geometric symbols <ul style="list-style-type: none"> point line area surface volume • linguistic symbols <ul style="list-style-type: none"> text numerals punctuation marks • pictorial symbols <ul style="list-style-type: none"> images icons statistical glyphs | <ul style="list-style-type: none"> • spatial <ul style="list-style-type: none"> position • retinal <ul style="list-style-type: none"> form color optics motion | <ul style="list-style-type: none"> • zoom • search and locate • filter • details-on-demand • history • extract • link and brush • projection • distortion |

Börner, Katy. 2015. *Atlas of Knowledge: Anyone Can Map*. Cambridge, MA: The MIT Press. 32-33.

Typology of the Data Visualization Literacy Framework

Insight Needs

- categorize/cluster
- order/rank/sort
- distributions (also outliers, gaps)
- comparisons
- trends (process and time)
- geospatial
- compositions (also of text)
- correlations/relationships

Data Scales

- nominal
- ordinal
- interval
- ratio

Analyses

- statistical
- temporal
- geospatial
- topical
- relational

Visualizations

- table
- chart
- graph
- map
- tree
- network

Graphic Symbols

- geometric symbols
 - point
 - line
 - area
 - surface
 - volume
- linguistic symbols
 - text
 - numerals
 - punctuation marks
- pictorial symbols
 - images
 - icons
 - statistical glyphs

6

Graphic Variables

- spatial
 - position
- retinal
 - form
 - color
 - optics
 - motion

Interactions

- zoom
- search and locate
- filter
- details-on-demand
- history
- extract
- link and brush
- projection
- distortion

Börner, Katy. 2015. *Atlas of Knowledge: Anyone Can Map*. Cambridge, MA: The MIT Press. 34-35.

Graphic Variable Types

Position: x, y; possibly z

Quantitative

Form:

- Size
- Shape
- Rotation (Orientation)

Quantitative

Qualitative

Quantitative

Color:

- Value (Lightness)
- Hue (Tint)
- Saturation (Intensity)



Quantitative



Qualitative



Quantitative

Optics: Blur, Transparency, Shading, Stereoscopic Depth

Texture: Spacing, Granularity, Pattern, Orientation, Gradient

Motion: Speed, Velocity, Rhythm

Graphic Variable Types

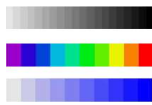
Position: x, y; possibly z

Form:

- Size
- Shape
- Rotation (Orientation)

Color:

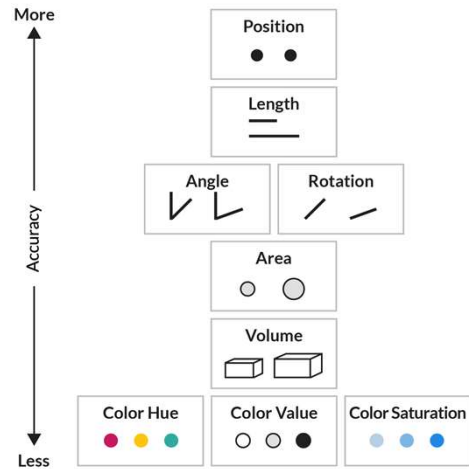
- Value (Lightness)
- Hue (Tint)
- Saturation (Intensity)



Optics: Blur, Transparency, Shading, Stereoscopic Depth

Texture: Spacing, Granularity, Pattern, Orientation, Gradient

Motion: Speed, Velocity, Rhythm



Graphic Symbol Types

| | | Geometric Symbols | | Linguistic Symbols | Pictorial Symbols | |
|---------|-------------|-------------------|------|--------------------|-------------------|--|
| | | Point | Line | | | |
| Spatial | Position | X Y | | | | |
| | Form | Size | | | Text Text Text | |
| Retinal | Shape | | | Text Text Text | | |
| | Value | | | Text Text Text | | |
| | Hue | | | Text Text Text | | |
| | Saturation | | | Text Text Text | | |
| Texture | Granularity | | | | | |
| | Pattern | | | | | |
| Motion | Optics | Blur | | Text Text Text | | |
| | Speed | | | | | |

See *Atlas of Knowledge* pages 36-39 for complete table.

Qualitative

Also called:
Categorical Attributes
Identity Channels

Quantitative

Also called:
Ordered Attributes
Magnitude Channels

Graphic Variable Types Versus Graphic Symbol Types

| | | Geometric Symbols | | | | Linguistic Symbols | | | Pictorial Symbols |
|----------------|---------------|-------------------|------|------|---------|--------------------|-----------------------------------|-----------------------------------|-------------------|
| | | Point | Line | Area | Surface | Volume | Text, Numerals, Punctuation Marks | Images, Icons, Statistical Graphs | |
| Spatial | Location | | | | | | | | |
| Color | Hue | | | | | | | | |
| | Shape | | | | | | | | |
| | Rotation | | | | | | | | |
| | Gradient | | | | | | | | |
| Texture | Spacing | | | | | | | | |
| | Granularity | | | | | | | | |
| Optics | Blur | | | | | | | | |
| | Transparency | | | | | | | | |
| | Shading | | | | | | | | |
| | Shadows/Depth | | | | | | | | |
| Motion | Speed | | | | | | | | |
| | Velocity | | | | | | | | |
| Other | Rotation | | | | | | | | |
| | Shifting | | | | | | | | |

See *Atlas of Knowledge* pages 36-39 for complete table.

Typology of the Data Visualization Literacy Framework

Insight Needs

- categorize/cluster
- order/rank/sort
- distributions (also outliers, gaps)
- comparisons
- trends (process and time)
- geospatial
- compositions (also of text)
- correlations/relationships

Data Scales

- nominal
- ordinal
- interval
- ratio

Analyses

- statistical
- temporal
- geospatial
- topical
- relational

Visualizations

- table
- chart
- graph
- map
- tree
- network

Graphic Symbols

- geometric symbols
 - point
 - line
 - area
 - surface
 - volume
- linguistic symbols
 - text
 - numerals
 - punctuation marks
- pictorial symbols
 - images
 - icons
 - statistical glyphs

Graphic Variables

- spatial
 - position
- retinal
 - form
 - color
 - optics
 - motion

7

Interactions

- zoom
- search and locate
- filter
- details-on-demand
- history
- extract
- link and brush
- projection
- distortion

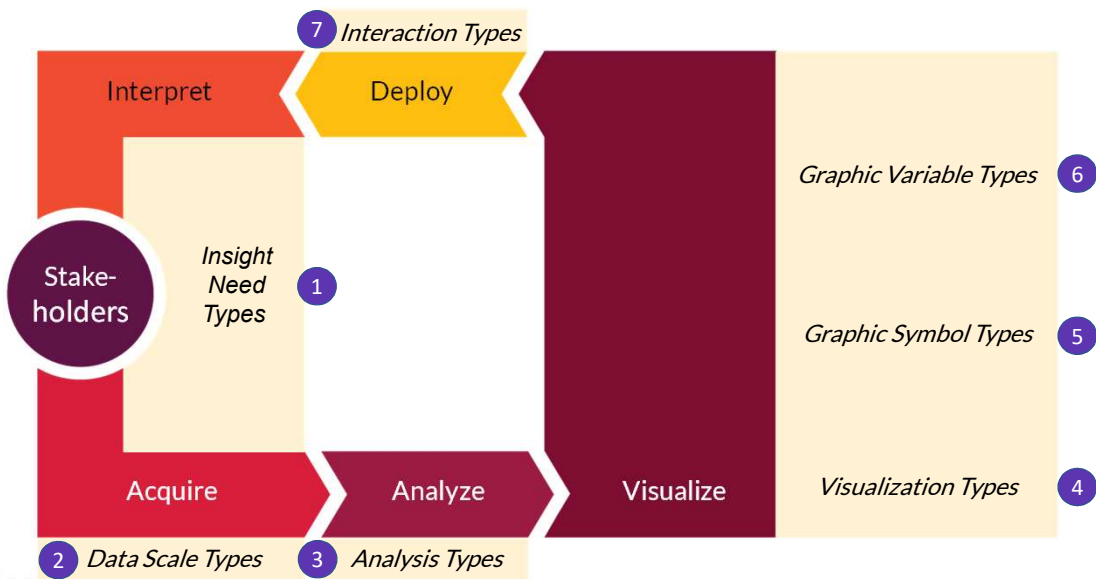
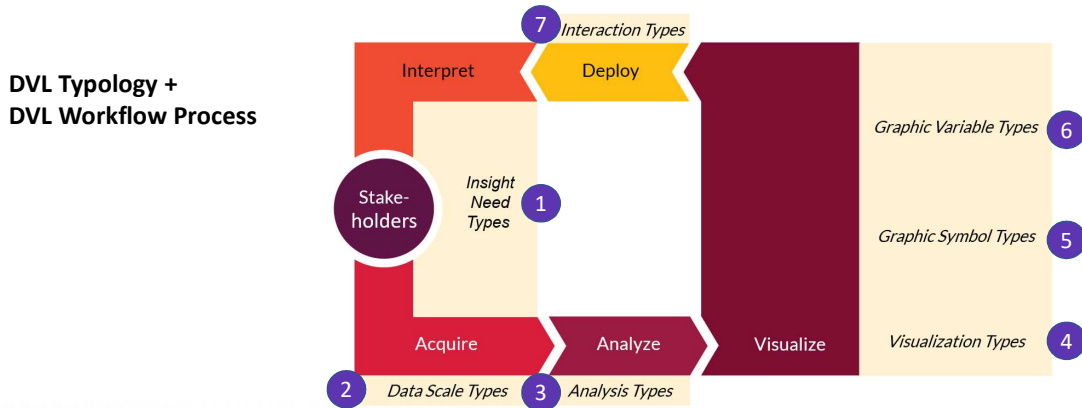
Börner, Katy. 2015. *Atlas of Knowledge: Anyone Can Map*. Cambridge, MA: The MIT Press. 26, 68-69.

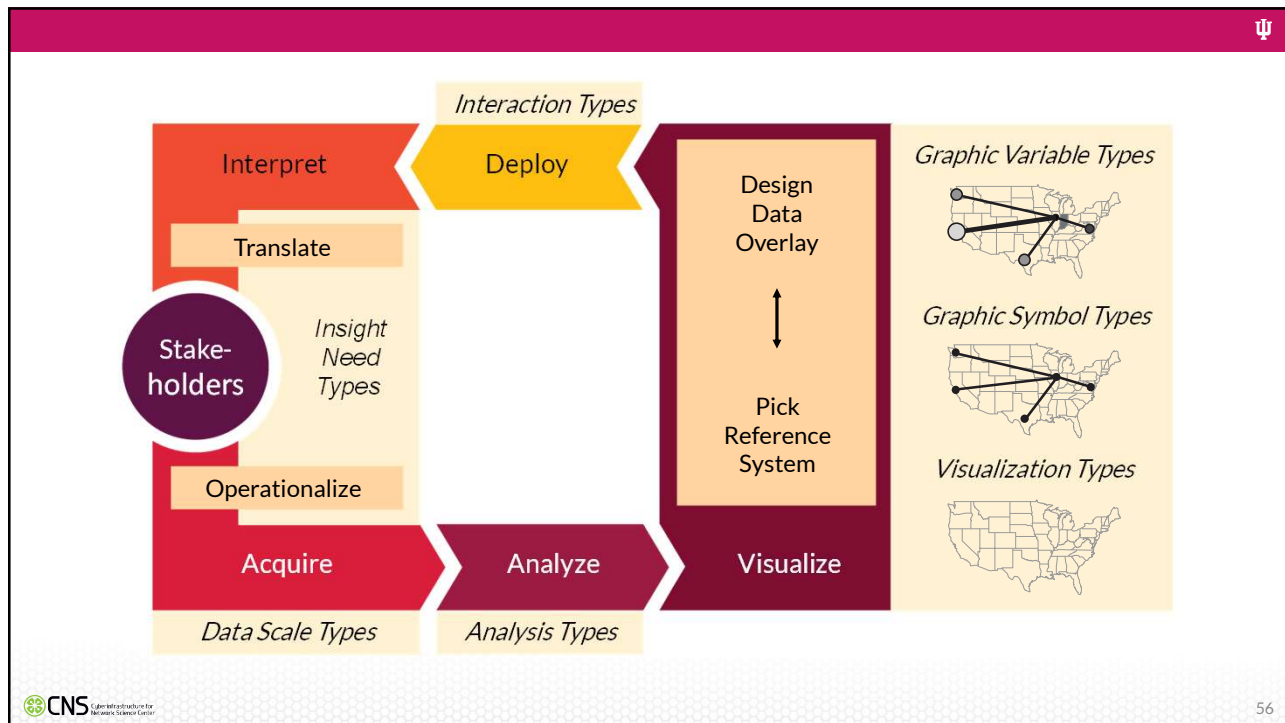
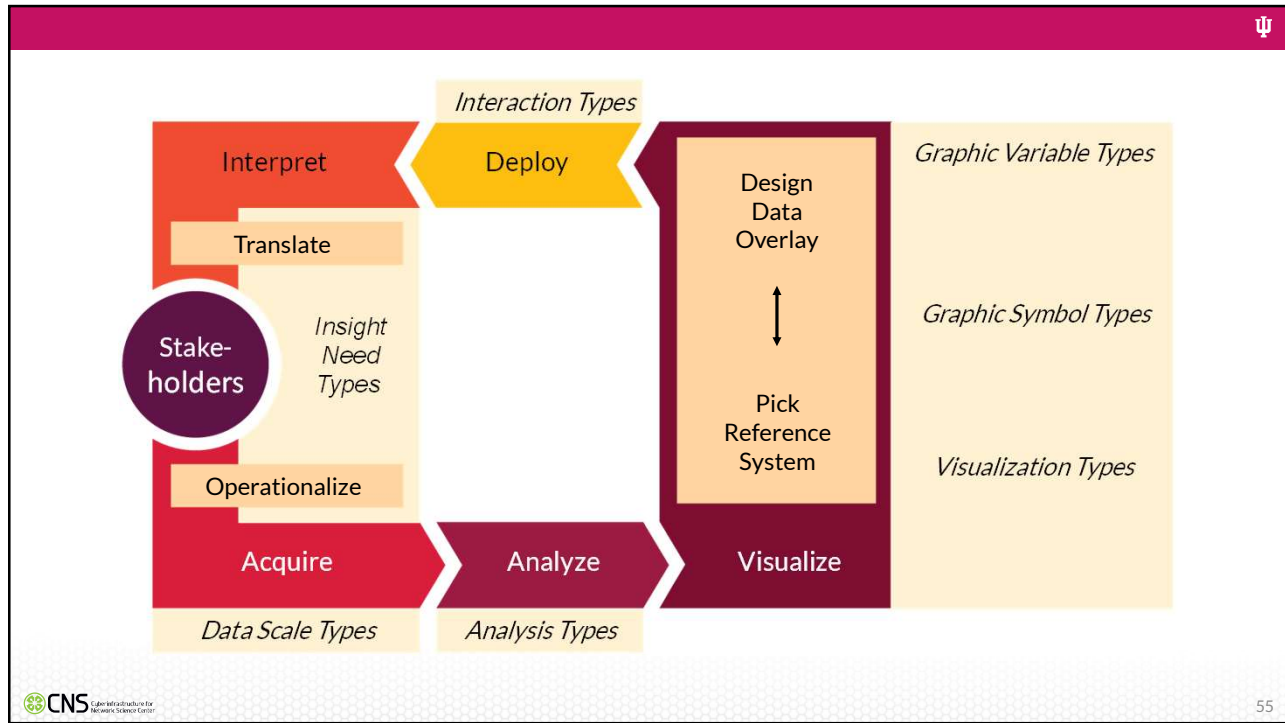
CNS Cyber Infrastructure for the National Science Center

52

Data Visualization Literacy Framework (DVL-FW)

Consists of two parts that are interlinked:






Scaling Up: Teaching Data Visualization Literacy

MAV in Science Museums
Information Visualization MOOC (IVMOOC) + Visual Analytics Certificate (VAC)

xMacroscopes in Science Museums



Existing 'Run' exhibit experience

Beam break records height

Pressure plate records weight


Beam break records time

...Macroscope at exhibit exit

Visitors manipulate data

Creating visualizations

Data collected & fed to ...



Data Visualization Literacy: Research and Tools that Advance Public Understanding of Scientific Data.
NSF AISL #1713567

58

DATA TABLE

| | Age | Height (Inches) | Time (seconds) | Opponent | Shoes | Zip |
|--|-----|-----------------|----------------|----------|-------|-------|
| | 2 | 32 | .5 | Visitor | Paws | 47401 |
| | 7 | 6 | 136 | Visitor | Paws | 47402 |

Find and Select Your Data Record

Sort by **Age**

HOME

SCATTER GRAPH

MAP

Data Visualization Literacy
NSF AISL #1713567

59

E583 | Z637 | Information Visualization MOOC
OVERVIEW INSTRUCTORS POLICIES SCHEDULE READINGS FAQ CONTACT REGISTER

E583 | Z637 | Information Visualization MOOC

This graduate level course provides an overview of the state of the art in information visualization. The course teaches visualization theory and the process of producing effective and actionable visualizations that take the needs of users into account. Students apply the visualization knowledge and skills that they gain in the course by working in teams on real-world client projects.

SELF-PACED

Among other topics, the course covers:

- Stakeholder needs acquisition & project specification
- Data mining algorithms and visualization tools
- Temporal, geospatial, topical, and network visualization techniques

REGISTER FOR THE COURSE

Data Visualization Literacy

In the information age, being able to create and interpret data visualizations is as important as being able to read and write text. This course introduces a theoretical visualization framework to define, measure, and advance student ability in data visualization literacy, discussed in part two in the *Atlas of Knowledge*, published by The MIT Press. The framework is used to organize course content and exams; support the design of effective workflows; to guide visual design, i.e., the mapping of data variables to graphic valuable types and graphic symbol types; and to effectively communicate using proper terminology.

<https://ivmoo.cns.iu.edu>

[OVERVIEW](#) | [INSTRUCTORS](#) | [POLICIES](#) | [SCHEDULE](#) | [READINGS](#) | [FAQ](#) | [CONTACT](#) | [REGISTER](#)

Client Projects

Visualizing the Evolution of Website Design

With over 25 years of history, the web itself has become a significant cultural artifact. We are exploring how website design has changed over time, and how these changes reflect changes.

[Read more...](#)

Visualizing Research Silos in Ecological Interaction datasets

Project overview: GloBI visualizes and summarizes ecological datasets to improve research.

[Read more...](#)

ChaCha Menopause queries

The ChaCha menopause query data is the foundation for building intervention modules to improve people's knowledge and problem solving skills related to menopause. For this project.

[Read more...](#)

Text-Mining of User-Generated Queries on Menstrual Pain

Project overview: Text-mining user-generated queries on menstrual pain to identify common themes.

[Read more...](#)

BioSimmer

BioSim is a participatory simulation where young students (grades K-3) enact the roles of ants and biological systems through the assistance of electronically-enhanced e-puppets. It is.

[Read more...](#)

<https://ivmooc.cns.iu.edu/clients.html>

CNS Cyberinfrastructure for Network Science Center

SCHOOL OF INFORMATICS, COMPUTING, AND ENGINEERING

Visual Analytics Certificate

Advance your skills in one of the most in demand careers through this six-week (3 CEUs) online course focused on understanding and creating data visualizations that translate complex data into actionable insights.

DOWNLOAD FLYER
REGISTER FOR JAN 20-MAR 1, 2020

Learn from Experts

Connect with industry professionals and leading researchers.

Evolve Yourself

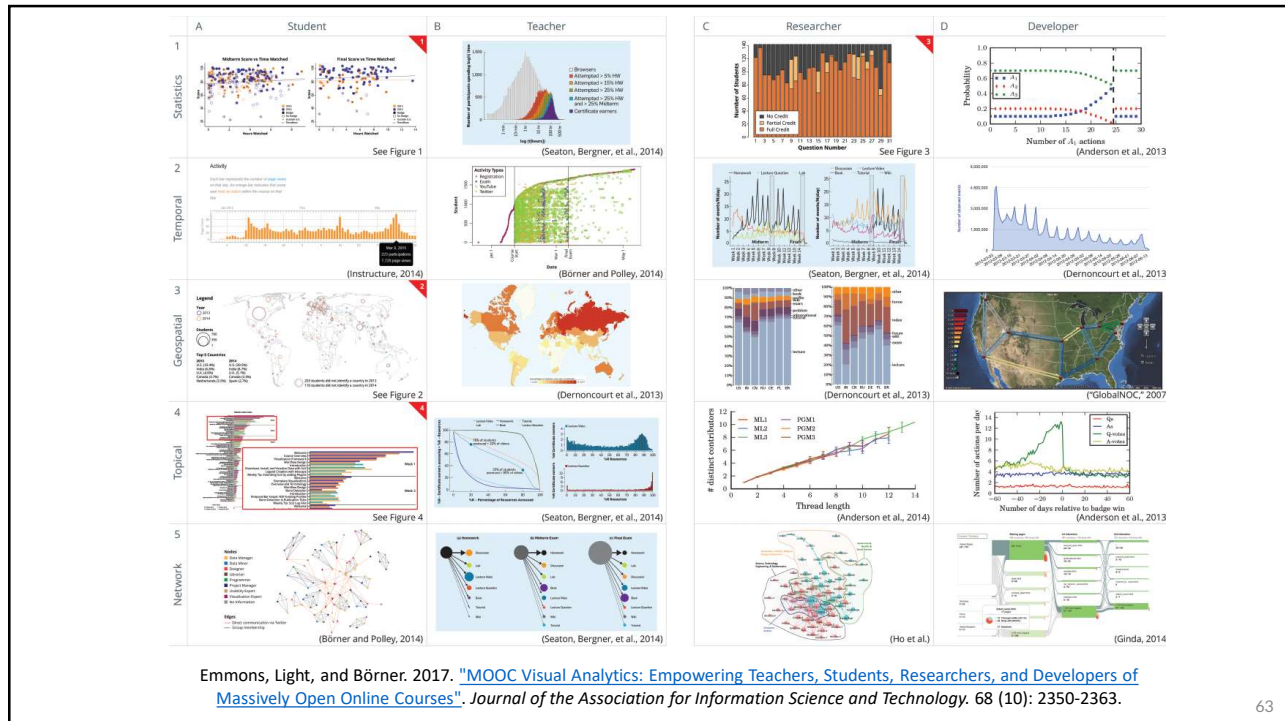
Gain forever knowledge and skill-up in powerful data visualization tools.

Make a Difference

Embrace data-driven decision-making in your personal and professional life.

<https://visanalytics.cns.iu.edu>

Cyberinfrastructure for Network Science Center
62



NSF RAISE: C-Accel Pilot - Track B1: Analytics-Driven Accessible Pathways To Impacts-Validated Education (ADAPTIVE)

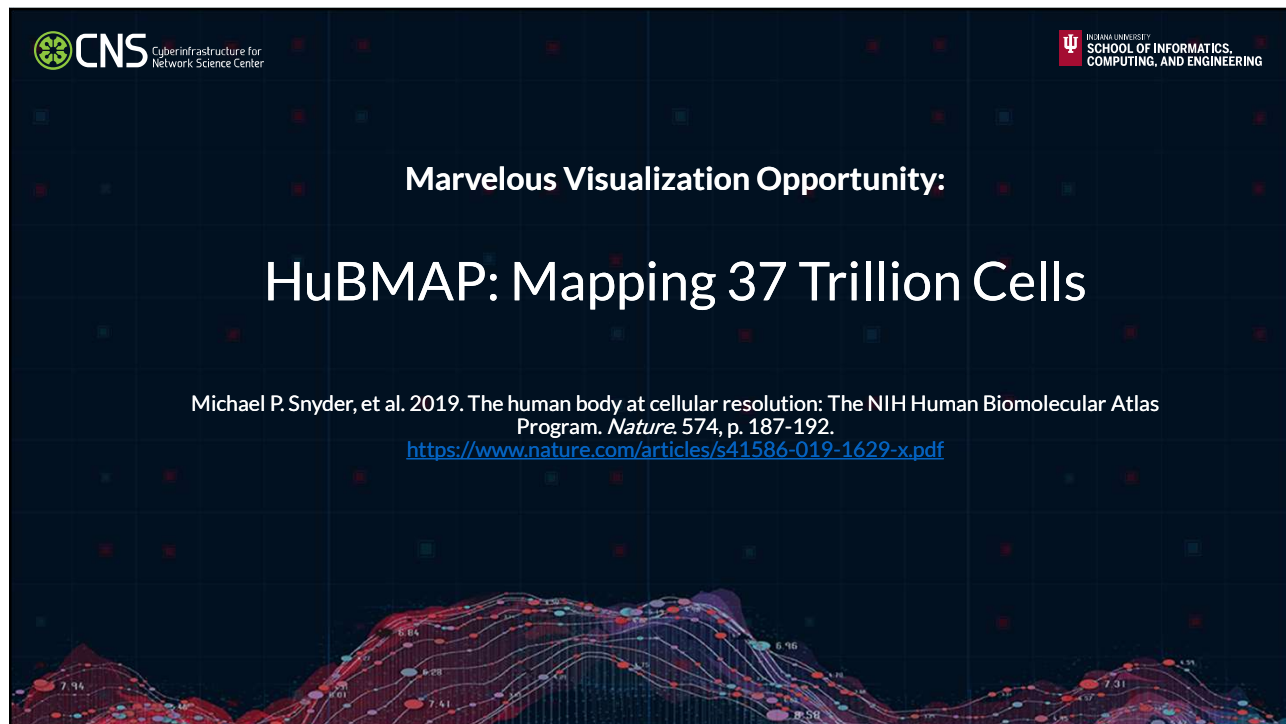
Goal: Development of data-driven tools to support the tens of millions of US workers whose jobs are being transformed by Artificial Intelligence (AI) and automation.

The project will demonstrate how labor market and course syllabi data, learning analytics, and insights on transferability of learned skills can be combined and visualized in novel ways to support a learner's decision-making about, sustained engagement in, and application to their job of professional skills acquired through education and job-related training.



Team B-6656: Katy Börner, Indiana University, Ariel Anbar, Arizona State University, Kemi Jona, Northeastern University, Martin Storksdieck and Heather Fischer, Oregon State University





CNS Cyberinfrastructure for Network Science Center

INDIANA UNIVERSITY
SCHOOL OF INFORMATICS,
COMPUTING, AND ENGINEERING

Marvelous Visualization Opportunity:

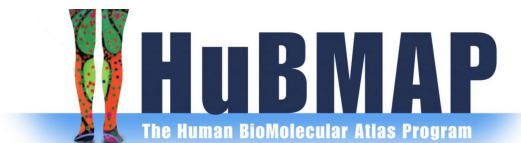
HuBMAP: Mapping 37 Trillion Cells

Michael P. Snyder, et al. 2019. The human body at cellular resolution: The NIH Human Biomolecular Atlas Program. *Nature*. 574, p. 187-192.
<https://www.nature.com/articles/s41586-019-1629-x.pdf>

HuBMAP

Vision

Catalyze the development of an open, global framework for comprehensively mapping the human body at cellular resolution.



<https://commonfund.nih.gov/HuBMAP>

Goals

1. Accelerate the development of the next generation of tools and techniques for constructing high resolution spatial tissue maps
2. Generate foundational 3D tissue maps
3. Establish an open data platform
4. Coordinate and collaborate with other funding agencies, programs, and the biomedical research community
5. Support projects that demonstrate the value of the resources developed by the program

**The Human Body at Cellular Resolution:
The NIH Human Biomolecular Atlas Program.**
Snyder et al. *Nature*. 574, p. 187-192.

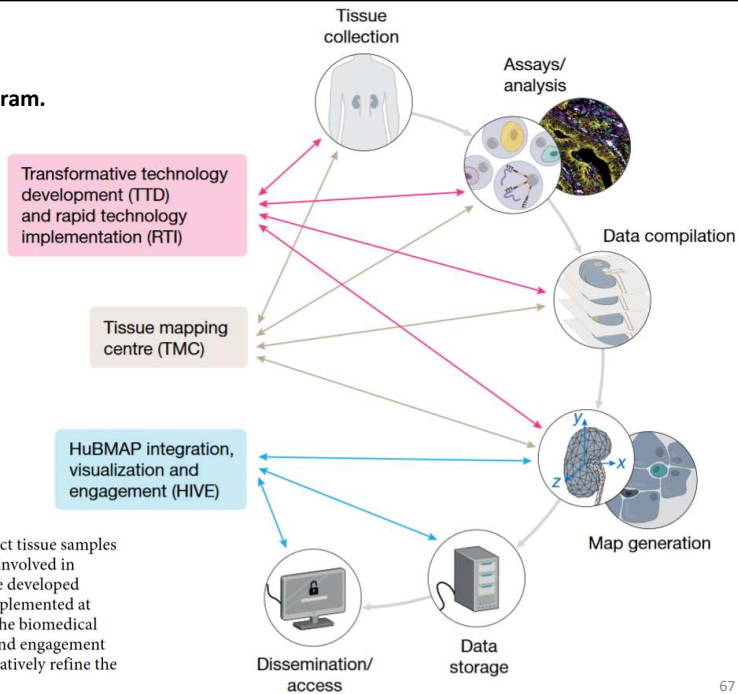


Fig. 1 | The HubMAP consortium. The TMCs will collect tissue samples and generate spatially resolved, single-cell data. Groups involved in TTD and RTI initiatives will develop emerging and more developed technologies, respectively; in later years, these will be implemented at scale. Data from all groups will be rendered useable for the biomedical community by the HuBMAP integration, visualization and engagement (HIVE) teams. The groups will collaborate closely to iteratively refine the atlas as it is gradually realized.

67

**The Human Body at Cellular Resolution:
The NIH Human Biomolecular Atlas Program.**
Snyder et al. *Nature*. 574, p. 187-192.

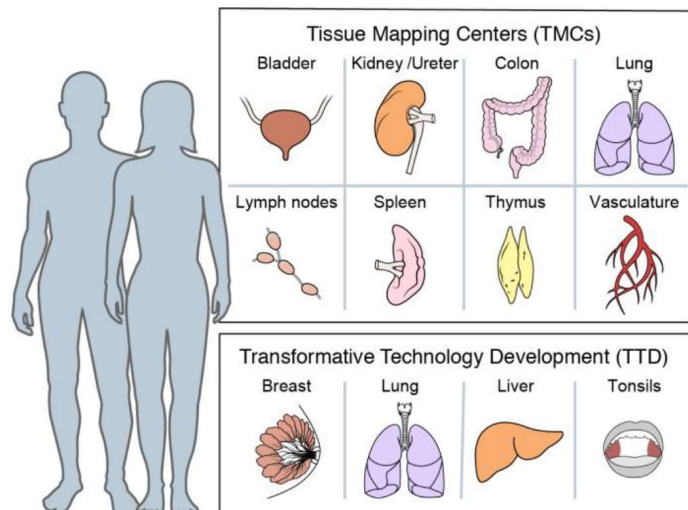


Fig. 2 | Key tissues and organs initially analysed by the consortium. Using innovative, production-grade ('shovel ready') technologies, HuBMAP TMCs will generate data for single-cell, three-dimensional maps of various human tissues. In parallel, TTD projects (and later RTI projects) will refine assays and analysis tools on a largely distinct set of human tissues. Samples from individuals of both sexes and different ages will be studied. The range of tissues will be expanded throughout the program.

68

The Human Body at Cellular Resolution: The NIH Human Biomolecular Atlas Program.
 Snyder et al. *Nature*. 574, p. 187-192.

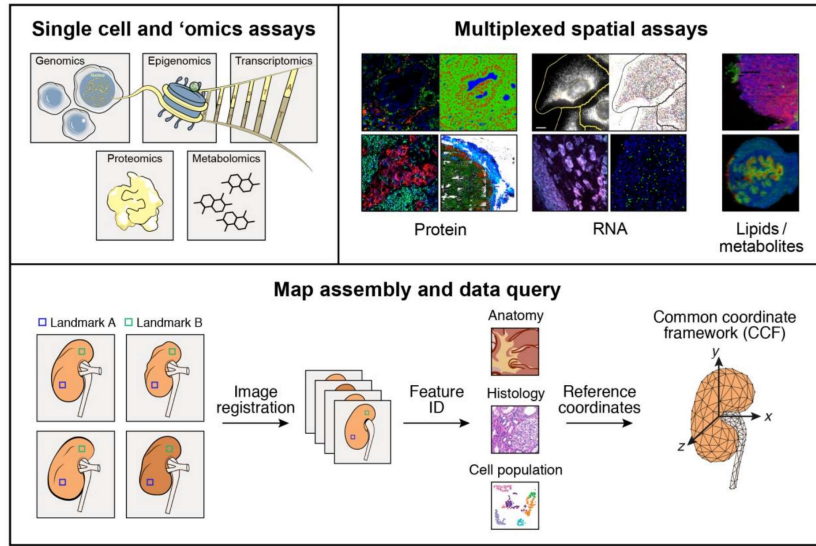


Fig. 3 | Map generation and assembly across cellular and spatial scales. HuBMAP aims to produce an atlas in which users can refer to a histological slide from a specific part of an organ and, in any given cell, understand its contents on multiple 'omic levels—genomic, epigenomic, transcriptomic, proteomic, and/or metabolomic. To achieve these ends, centres will apply a combination of imaging, 'omics and mass spectrometry

techniques to specimens collected in a reproducible manner from specific sites in the body. These data will be then be integrated to arrive at a high-resolution, high-content three-dimensional map for any given tissue. To ensure inter-individual differences will not be confounded with collection heterogeneity, a robust CCF will be developed.

Acknowledgments



<https://hubmapconsortium.org>

Plus, **patients** that agreed to volunteer healthy tissue and to use their data openly.



TC-Harvard Team lead by Nils Gehlenborg




MC-IU HIVE Team at IU

INDIANA UNIVERSITY BLOOMINGTON
Q

Interdisciplinary Training in Complex Networks and Systems

RESOURCES / TWITTER

THE PROGRAM
RESEARCH
HOW TO APPLY
STUDENTS
COLLOQUIA
NEWS



The program

Understanding complex networked systems is key to solving some of the most vexing problems confronting humankind, from discovering how dynamic brain connections give rise to thoughts and behaviors, to detecting and preventing the spread of misinformation or unhealthy behaviors across a population. Graduate training, however, typically occurs in one of two dimensions: experimental and observational methods in a specific area such as biology and sociology, or in general methodologies such as machine learning and data science.

<https://cns-nrt.indiana.edu>

Share
 Tweet
 Email



CNS NRT

References

Börner, Katy, Chen, Chaomei, and Boyack, Kevin. (2003). **Visualizing Knowledge Domains**. In Blaise Cronin (Ed.), *ARIST*, Medford, NJ: Information Today, Volume 37, Chapter 5, pp. 179-255. <http://ivl.slis.indiana.edu/km/pub/2003-borner-arist.pdf>

Shiffrin, Richard M. and Börner, Katy (Eds.) (2004). **Mapping Knowledge Domains**. *Proceedings of the National Academy of Sciences of the United States of America*, 101(Suppl_1). http://www.pnas.org/content/vol101/suppl_1

Börner, Katy (2010) **Atlas of Science: Visualizing What We Know**. The MIT Press. <http://scimaps.org/atlas>

Scharnhorst, Andrea, Börner, Katy, van den Besselaar, Peter (2012) **Models of Science Dynamics**. Springer Verlag.

Katy Börner, Michael Conlon, Jon Corson-Rikert, Cornell, Ying Ding (2012) **VIVO: A Semantic Approach to Scholarly Networking and Discovery**. Morgan & Claypool.

Katy Börner and David E Polley (2014) **Visual Insights: A Practical Guide to Making Sense of Data**. The MIT Press.

Börner, Katy (2015) **Atlas of Knowledge: Anyone Can Map**. The MIT Press. <http://scimaps.org/atlas2>

