Gaining Key Insights from Big Data

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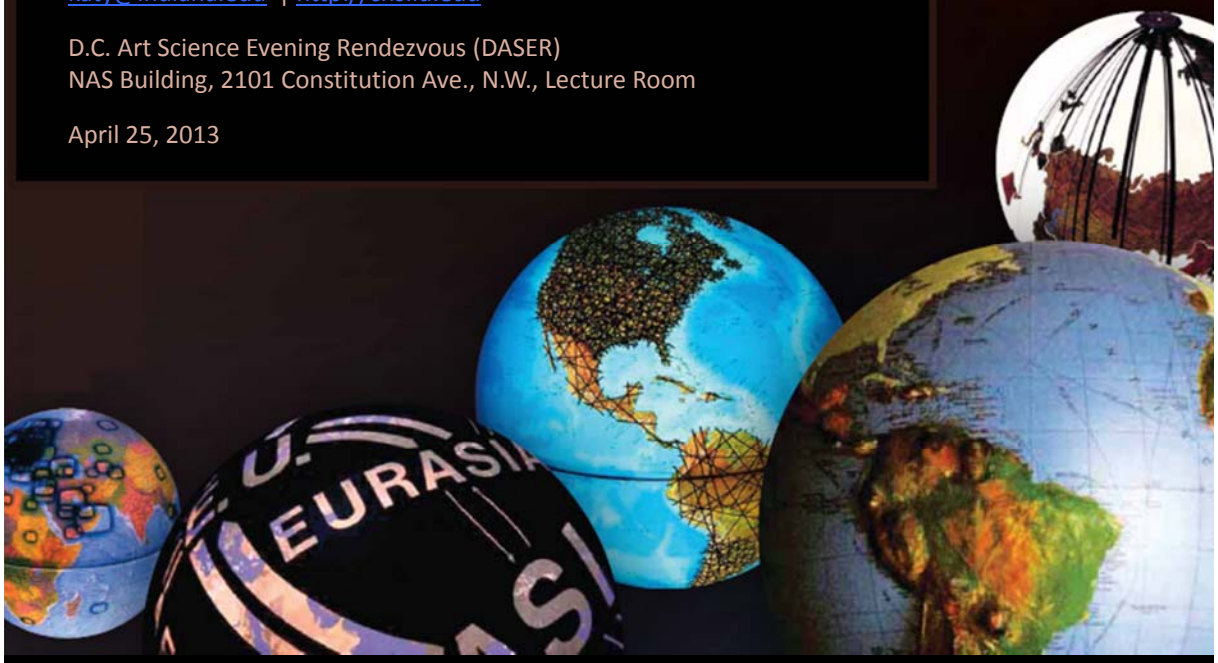
katy@indiana.edu | http://cns.iu.edu

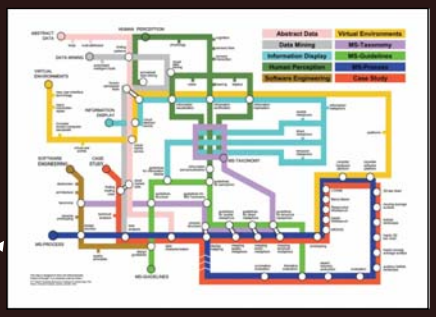
D.C. Art Science Evening Rendezvous (DASER)
NAS Building, 2101 Constitution Ave., N.W., Lecture Room

April 25, 2013



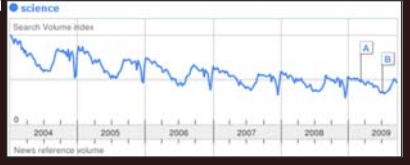
Terra bytes of data

Descriptive & Predictive Models



Find your way

Find collaborators, friends



Identify trends

Places & Spaces: Mapping Science
scimaps.org

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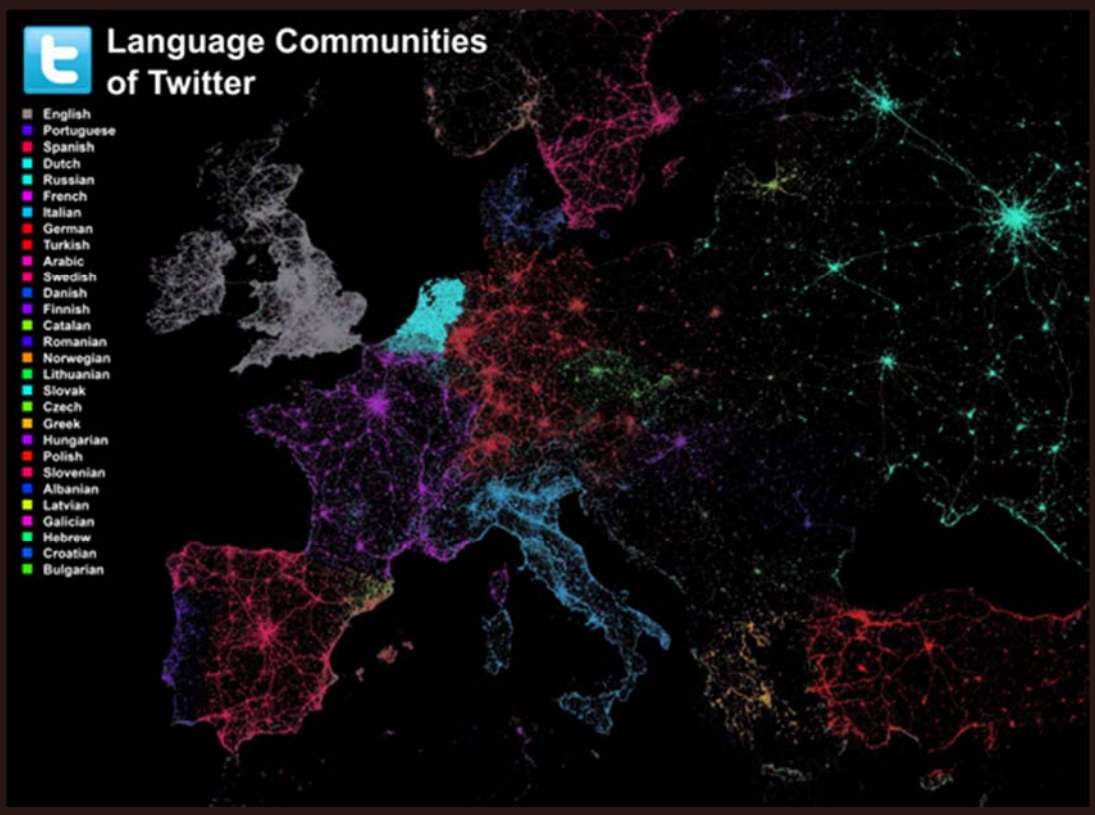
scimaps.org



Eric Fischer. 2012. Language Communities of Twitter.

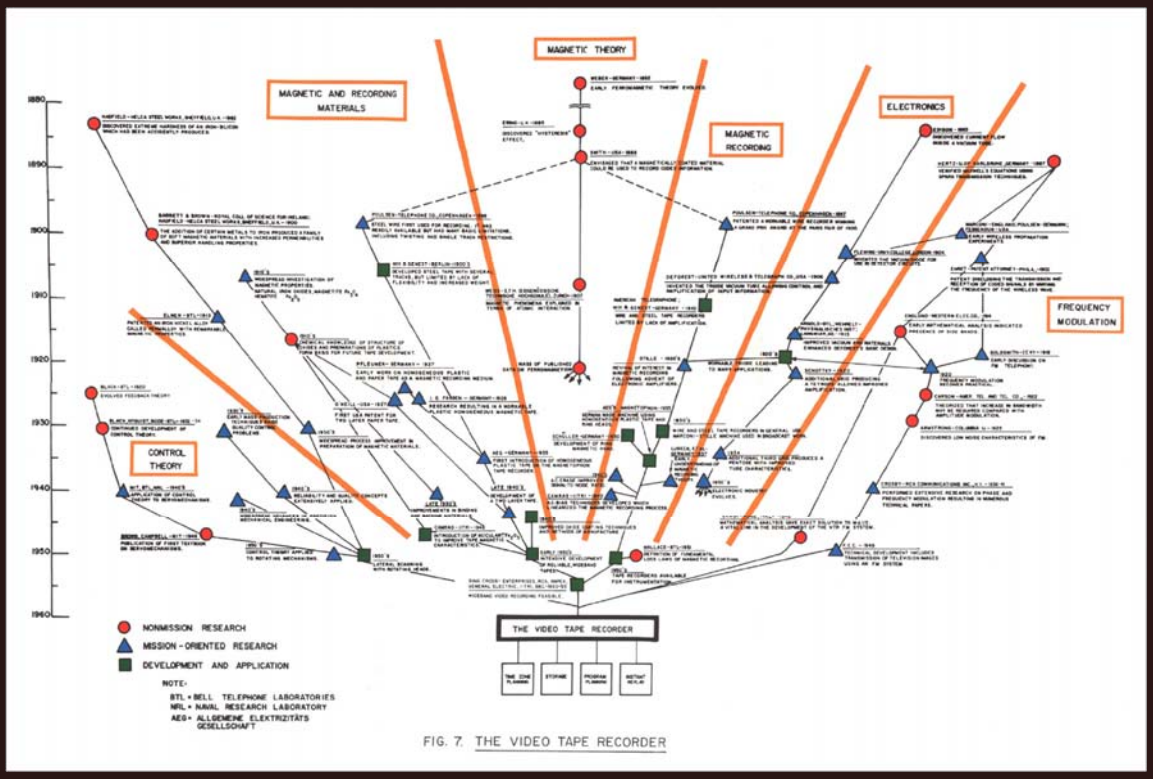
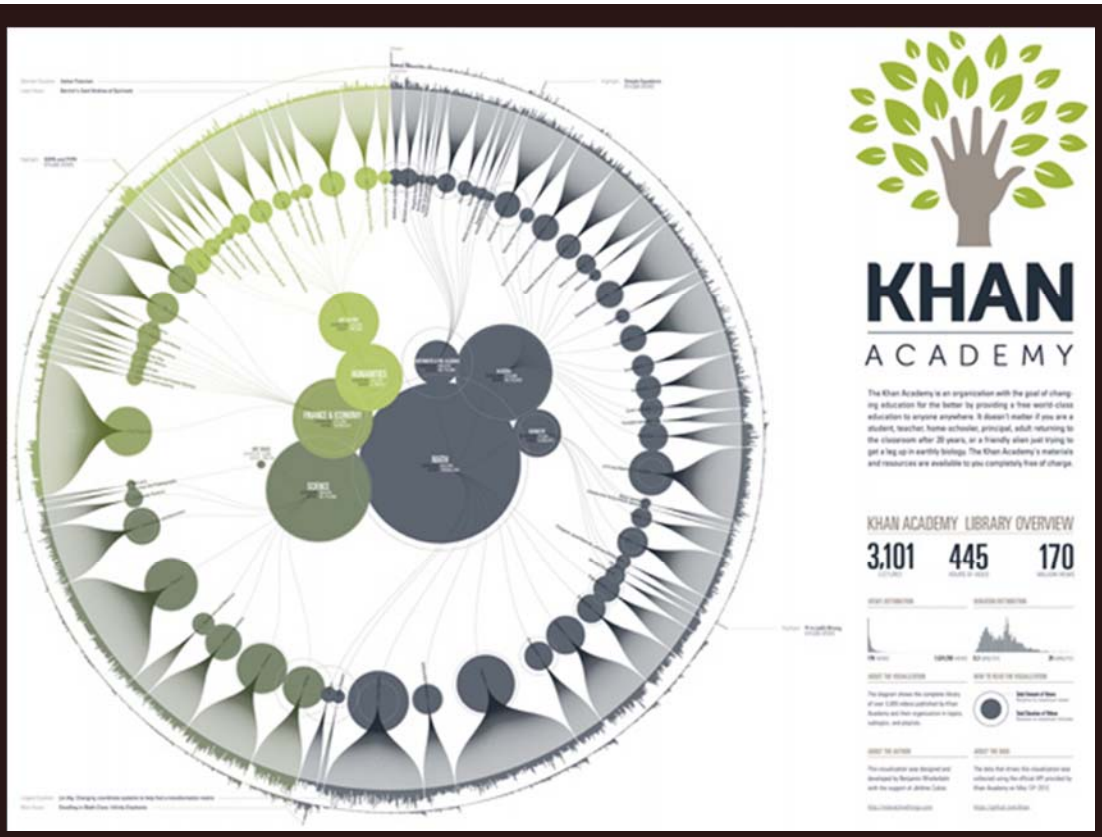
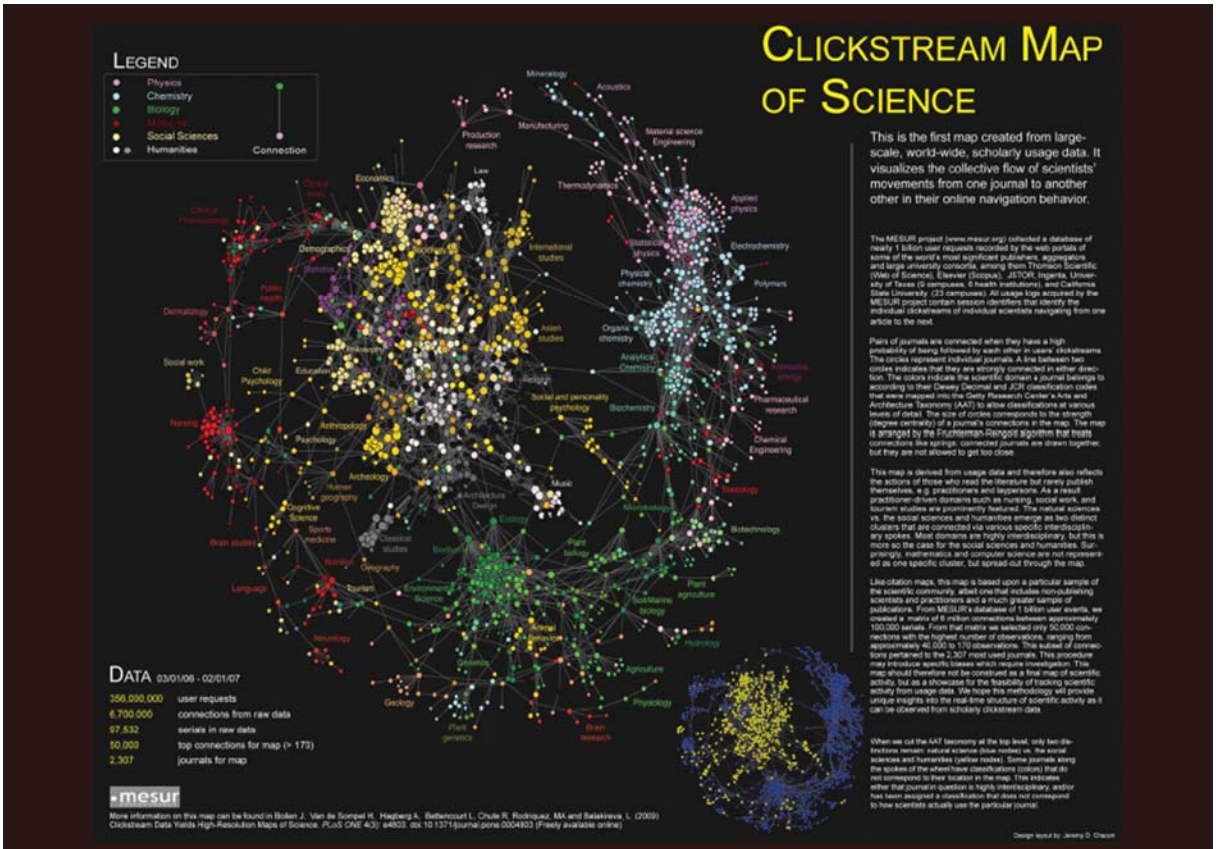


FIG. 7. THE VIDEO TAPE RECORDER

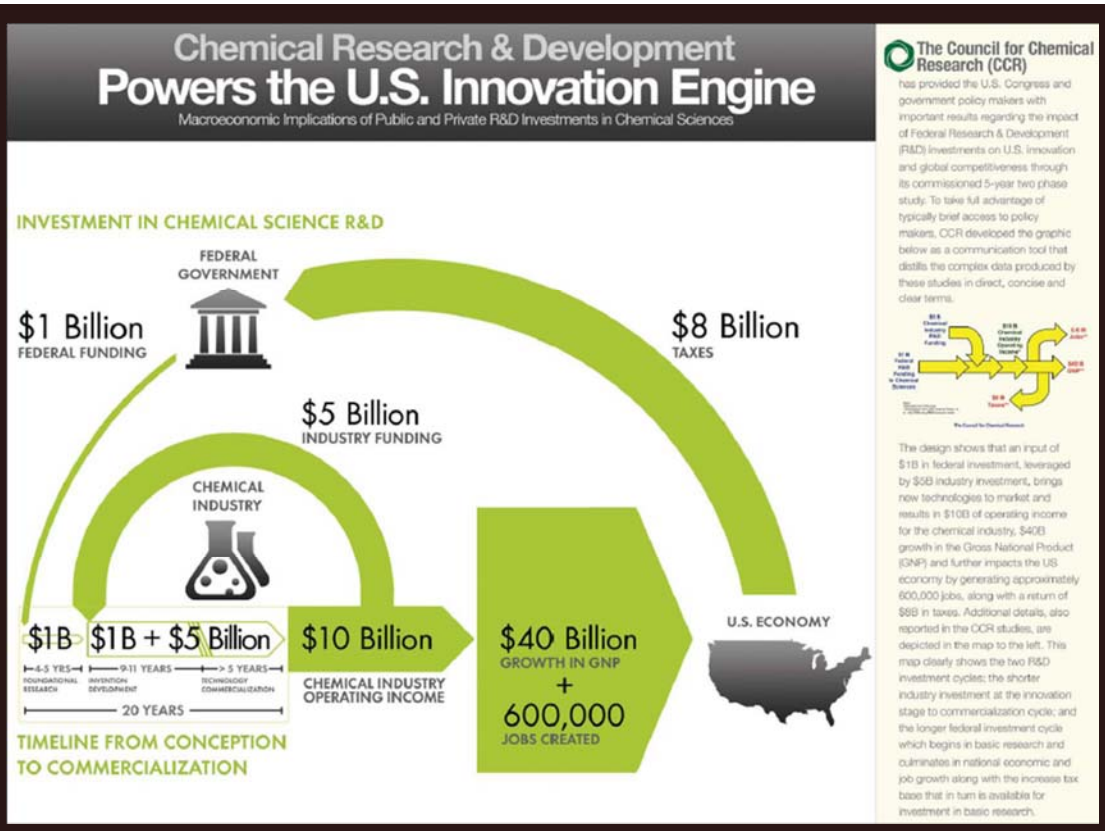
G. Benn and Francis Narin. 1968. Tracing of Key Events in the Development of the Video Tape Recorder



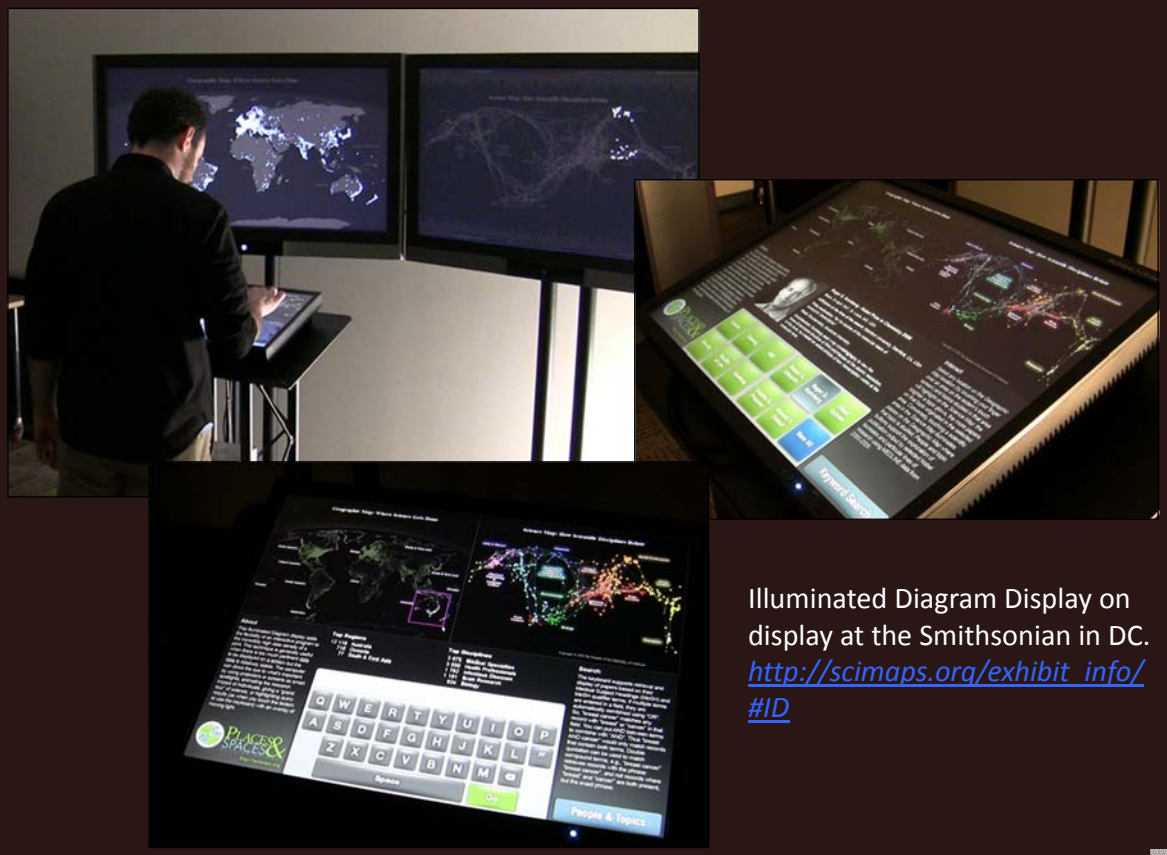
Benjamin Wiederkehr and Jérôme Cukier. 2012. Khan Academy Library Overview.



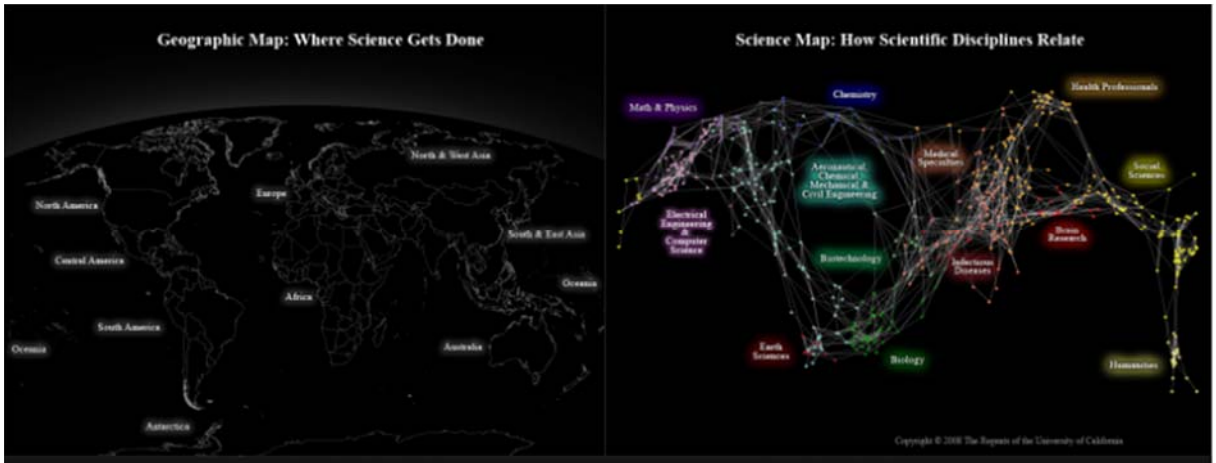
Bollen, Johan, Herbert Van de Sompel, Aric Hagberg, Luis M.A. Bettencourt, Ryan Chute, Marko A. Rodriquez, Lyudmila Balakireva. 2008. A Clickstream Map of Science.



Council for Chemical Research. 2009. Chemical R&D Powers the U.S. Innovation Engine. Washington, DC. Courtesy of the Council for Chemical Research.



Illuminated Diagram Display on display at the Smithsonian in DC. http://scimaps.org/exhibit_info/#ID



About

This Illuminated Diagram display adds the flexibility of an interactive program to the incredibly high data density of a print. This technique is generally useful when there is too much pertinent data to be displayed on a screen but the data is relatively stable. The computer can direct the eye to what's important by using projectors or screens as smart spotlights, animating the research impact of individuals, giving a "grand tour" of science, or highlighting query results (as when you touch the lectern or use the keyboard) with an overlay of moving light.

PLACES & SPACES
http://scimaps.org

Top Five Continents

North America - 4,000 records
South & East Asia - 3,589
Australia - 2,431
Africa - 2,208
South America - 1,562

Top Five Scientific Disciplines

Math & Physics - 4,000 records
Health Professionals - 3,589
Social Sciences - 2,431
Aeronautical, Chemical, Mechanical & Civil Engineering - 2,208
Humanities - 1,562

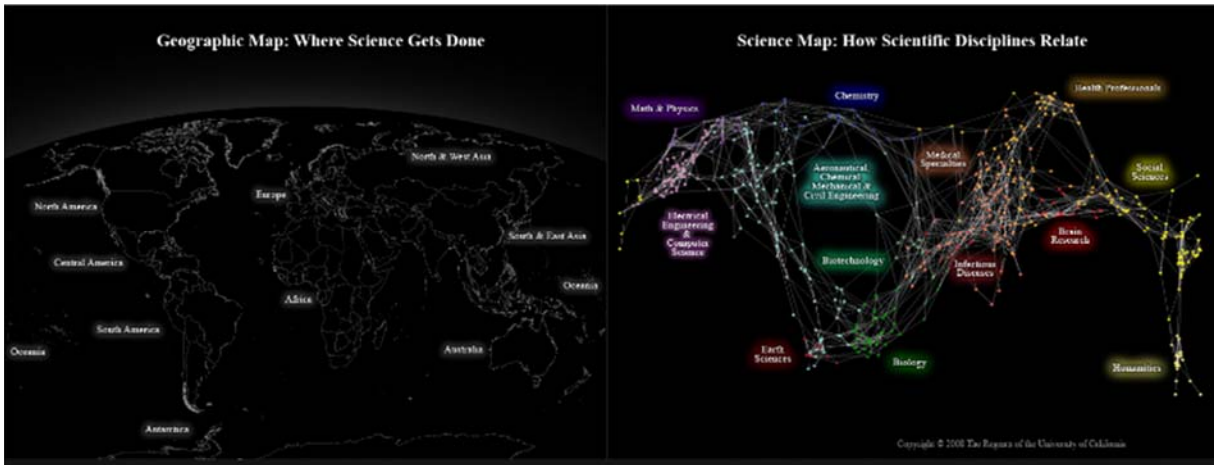
Input your search query here.

Q W E R T Y U I O P
A S D F G H J K L "
Z X C V B N M ⌫
Space Go

Search

The keyboard supports retrieval and display of papers based on their Medical Subject Headings (MeSH) and MeSH qualifier terms. If multiple terms are entered in a field, they are automatically combined using "OR". So, "breast cancer" matches any record with "breast" or "cancer" in that field. You can put AND between terms to combine with "AND". Thus "breast AND cancer" would only match records that contain both terms. Double quotation can be used to match compound terms, e.g., "breast cancer" retrieves records with the phrase "breast cancer", and not records where "breast" and "cancer" are both present, but the exact phrase.

People & Topics



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PLACES & SPACES
http://scimaps.org

Elinor Ostrom - Nobel Prize in Economic Sciences 2009

Born: 7 August 1933, New York, NY, USA

Affiliation at the time of the award: Indiana University, Bloomington, IN, USA; Arizona State University, Tempe, AZ, USA

Prize motivation: "for her analysis of economic governance, especially the commons"

Field: Economic governance

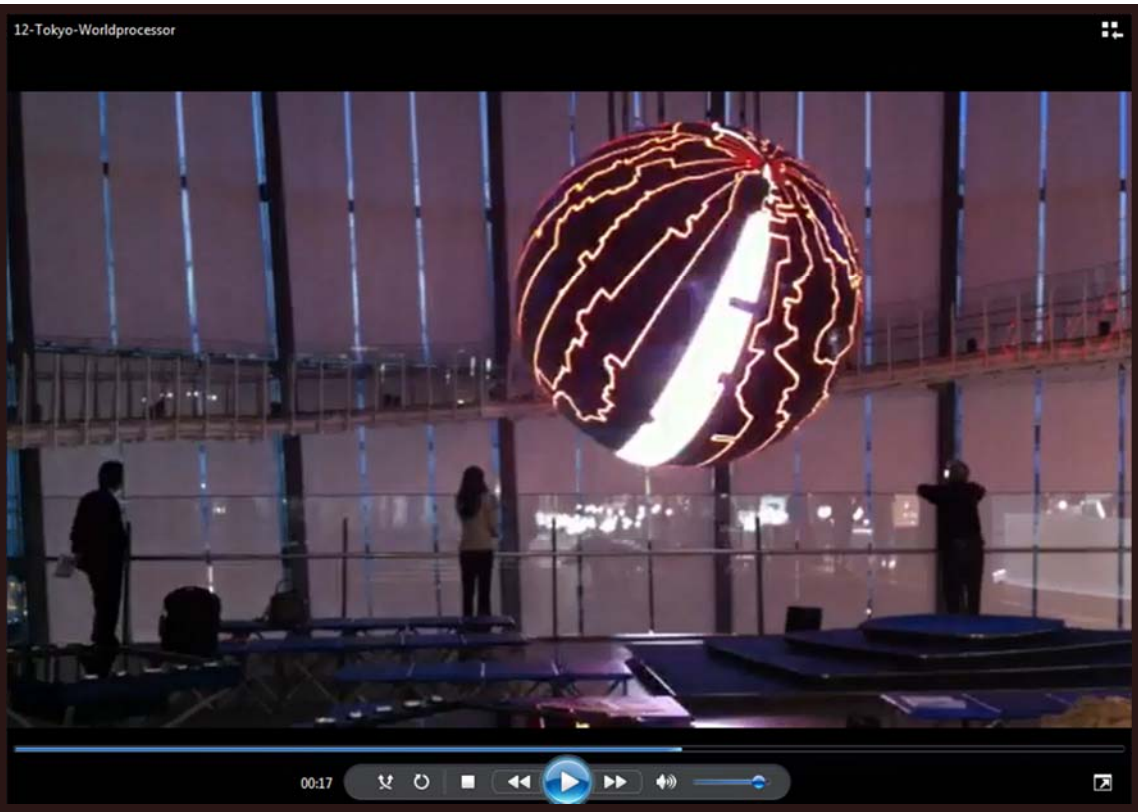
Contribution: Challenged the conventional wisdom by demonstrating how local property can be successfully managed by local commons without any regulation by central authorities or privatization.

Cancer | Cloning | HIV | Robert G. Edwards | Roger D. Kornberg | Elinor Ostrom
Obesity | Quality of Life | Smoking | Stanley B. Prusiner | Ahmed H. Zewail | View All

Interact

Select any location on the *Geographic Map* location (by brushing your finger over an area on the lectern's touch screen) and topics studied in that area will highlight on the *Science Map*: the brighter a topic glows, the more papers on that topic originated in the selected area. Converstely, touching a scientific area in the *Science Map* illuminates places on the *Geographic Map* where that topic is studied. People and topic buttons support the exploration of publication output by selected Noble laureates and particular lines of research using MEDLINE data from 2000-2009.

Keyword Search



Ingo Gunther's Worldprocessor globe design on display at the Giant Geo Cosmos OLED Display at the Museum of Emerging Science and Innovation in Tokyo, Japan

Science Maps in “Expedition Zukunft” science train visiting 62 cities in 7 months 12 coaches, 300 m long Opening was on April 23rd, 2009 by German Chancellor Merkel
http://www.expedition-zukunft.de

Debut of 5th Iteration of Mapping Science Exhibit at MEDIA X was on May 18, 2009 at Wallenberg Hall, Stanford University, *http://mediax.stanford.edu*, *http://scaleindependentthought.typepad.com/photos/scimaps*

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scimaps.org/contact

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Anyone Can Cook

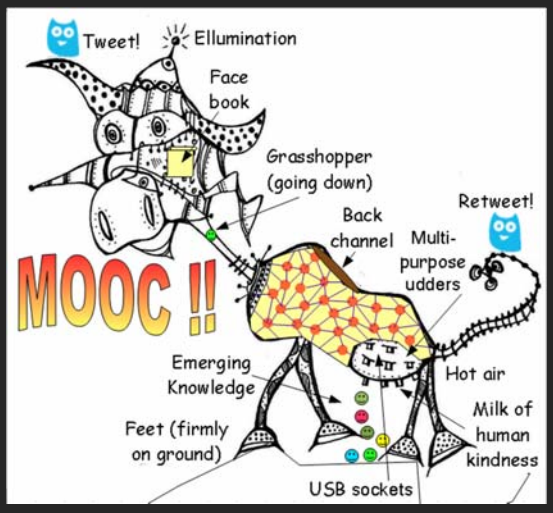
&

Anyone Can Map

MOOCs

In 2012, Google hosted three massive open online courses (MOOCs) collectively reaching over 400,000 registrants.

By the end of 2013 more than 250 courses will be run using the Google, Coursera, Udacity, EdX, and other platforms.



Information Visualization MOOC

INDIANA UNIVERSITY CNS

Overview

This course provides an overview about the state of the art in information visualization. It teaches the process of producing effective visualizations that take the needs of users into account.

Among other topics, the course covers:

- Data analysis algorithms that enable extraction of patterns and trends in data
- Major temporal, geospatial, topical, and network visualization techniques
- Discussions of systems that drive research and development.

Please watch the introduction video to get better acquainted with the course.

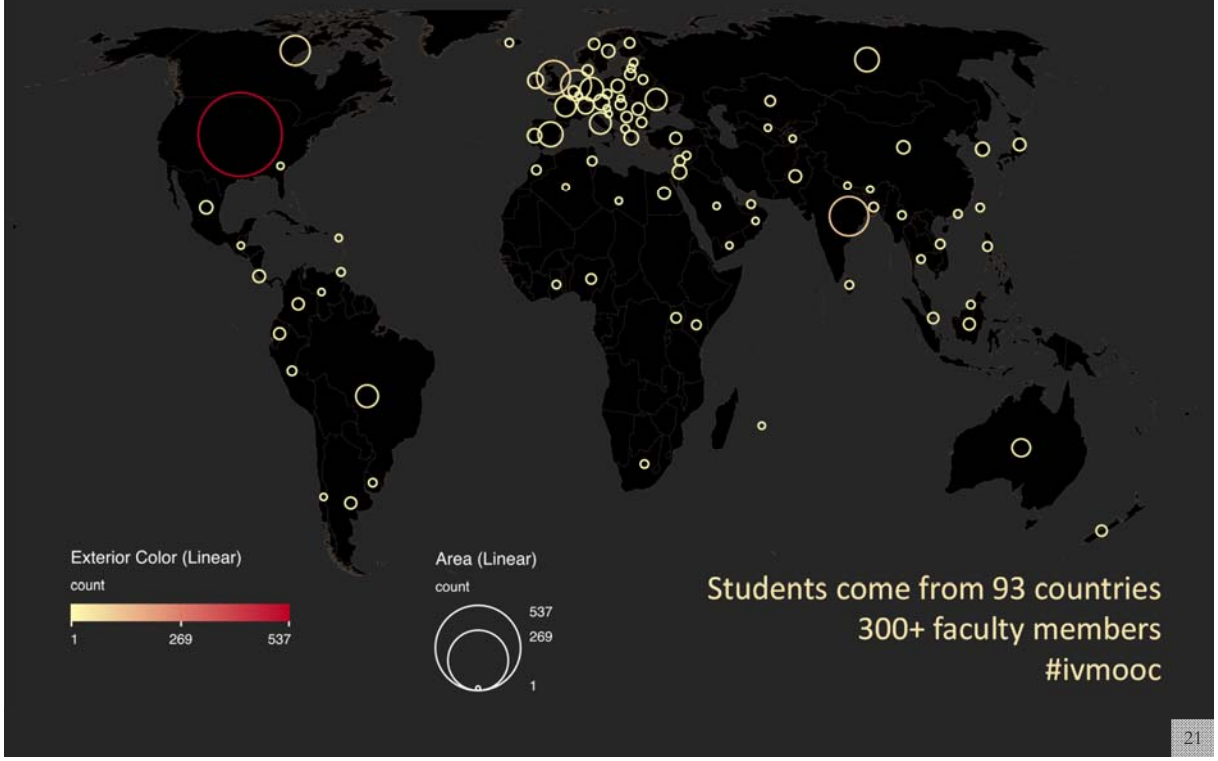
Everybody who registers gains free access to the Scholarly Database (26 million paper, patent, and grant records) and the Sci2 Tool (100+ algorithms and tools).

Katy Börner, Ph.D.
Indiana University

Go To The Course

ivmooc.cns.iu.edu

The Information Visualization MOOC
ivmooc.cns.iu.edu



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Instructors

Katy Börner – Theory Parts
Instructor, Professor at SLIS

David E. Polley – Hands-on Parts
CNS Staff, Research Assistant with MIS/MLS
Teaches & Tests Sci2 Tool

Scott B. Weingart – Client Work
Assistant Instructor, SLIS PhD student

Course Schedule

- **Session 1** – Workflow design and visualization framework
- **Session 2** – "When:" Temporal Data
- **Session 3** – "Where:" Geospatial Data
- **Session 4** – "What:" Topical Data

Mid-Term

Students work in teams with clients.

- **Session 5** – "With Whom:" Trees
- **Session 6** – "With Whom:" Networks
- **Session 7** – Dynamic Visualizations and Deployment

Final Exam

Grading

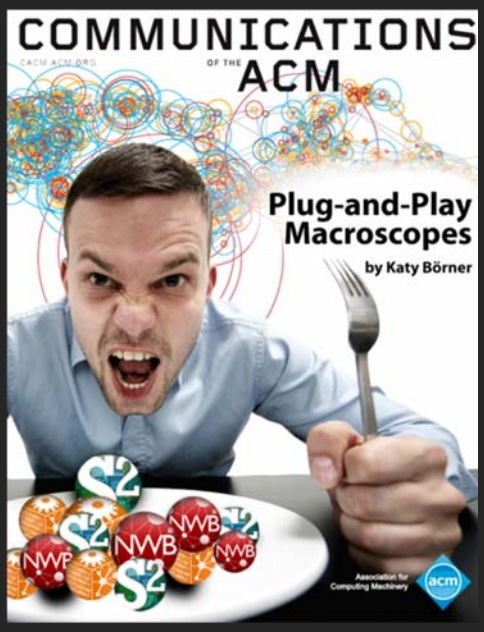
All students are asked to create a personal profile to support working in teams.

Final grade is based on Midterm (**30%**), Final (**40%**), Client Project (**30%**).

- Weekly self-assessments are not graded.
- Homework is graded automatically.
- Midterm and Final test materials from theory and hands-on sessions are graded automatically.
- Client work is peer-reviewed via online forum.

All students that receive more than **80%** of all available points get an official certificate/badge.

Plug-and-Play Macroscopes
cishell.org



Börner, Katy. (March 2011). Plug-and-Play Macroscopes. *Communications of the ACM, 54(3), 60-69.* http://www.scivee.tv/node/27704

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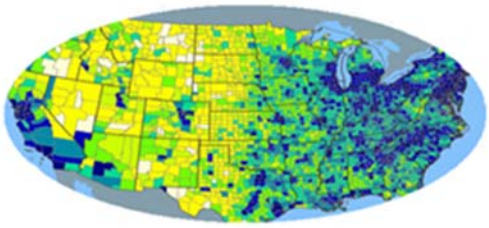
Different Levels of Abstraction/Analysis

Macro/Global
Population Level



Meso/Local
Group Level

Micro
Individual Level

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Type of Analysis vs. Level of Analysis

	Micro/Individual (1-100 records)	***Meso/Local (101–10,000 records)***	***Macro/Global (10,000 < records)***
Statistical Analysis/Profiling	Individual person and their expertise profiles	Larger labs, centers, universities, research domains, or states	All of NSF, all of USA, all of science.
Temporal Analysis (When)	Funding portfolio of one individual	Mapping topic bursts in 20 years of *PNAS*	113 years of physics research
Geospatial Analysis (Where)	Career trajectory of one individual	Mapping a state's intellectual landscape	*PNAS* publications
Topical Analysis (What)	Base knowledge from which one grant draws.	Knowledge flows in chemistry research	VxOrd/Topic maps of NIH funding
Network Analysis (With Whom?)	NSF Co-PI network of one individual	Co-author network	NIH's core competency

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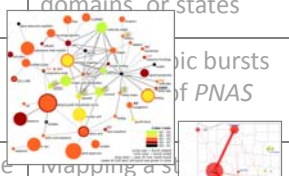
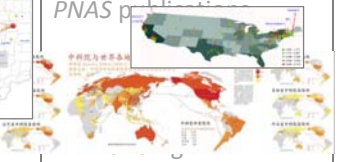
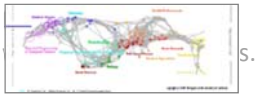
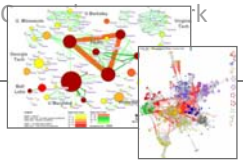
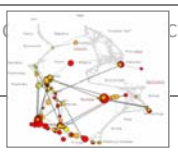
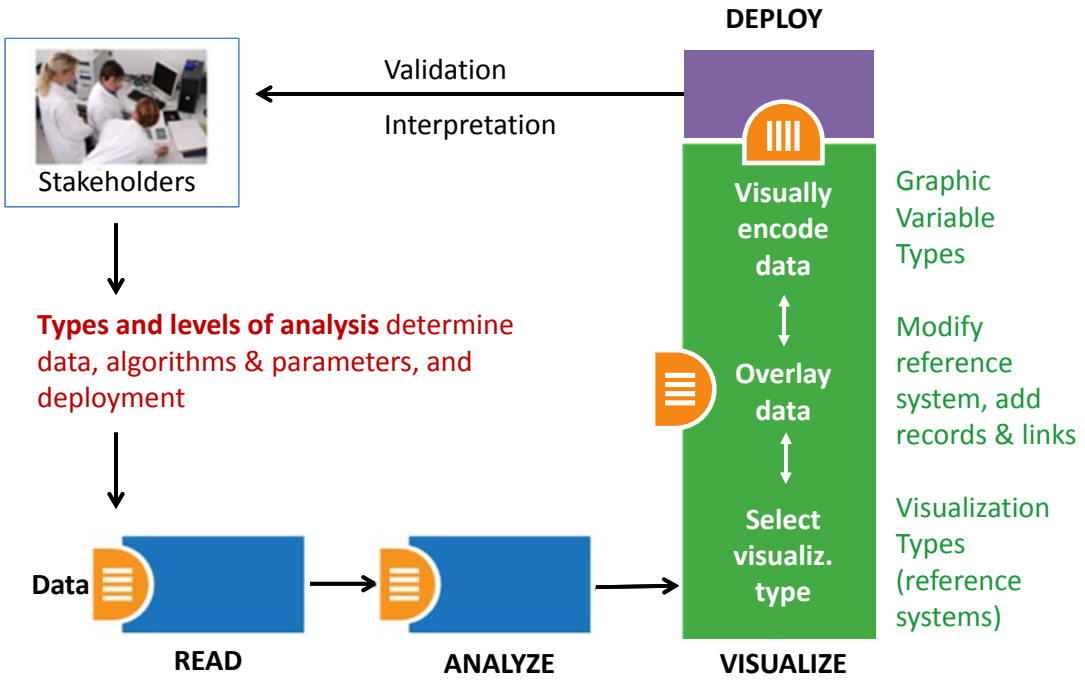


Needs-Driven Workflow Design



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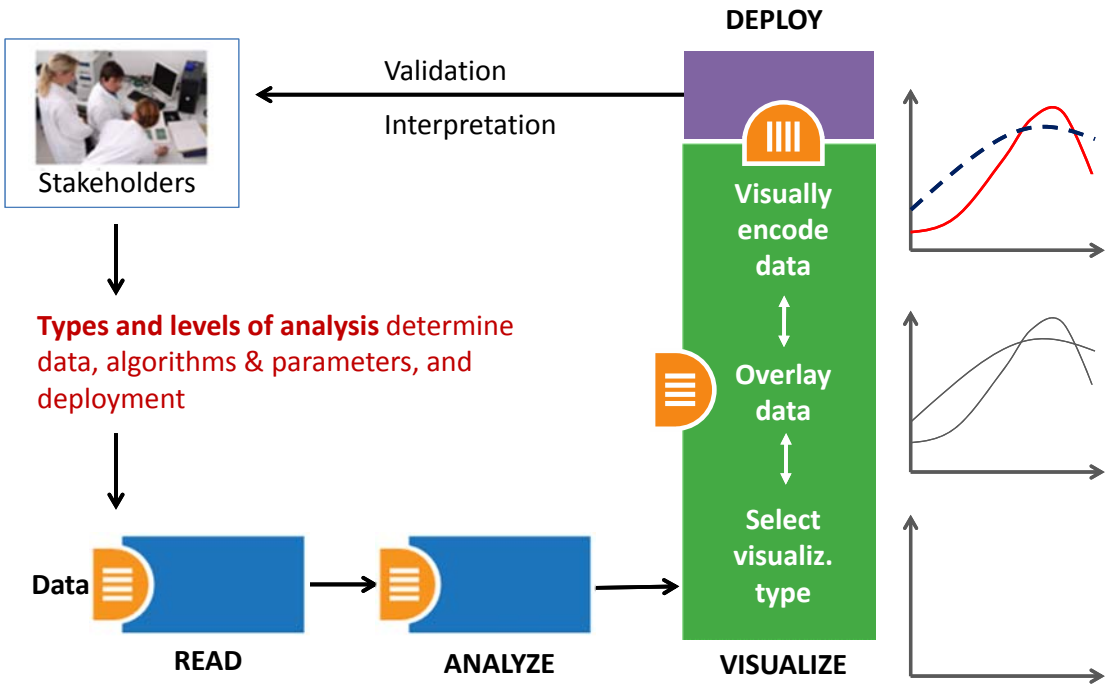

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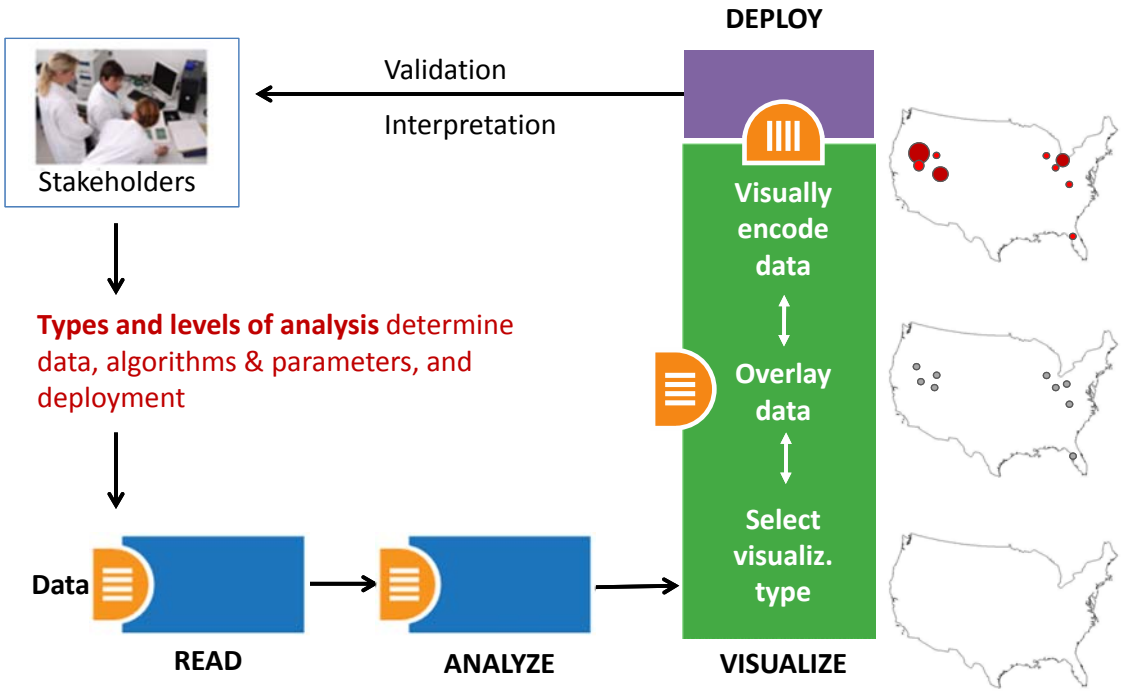
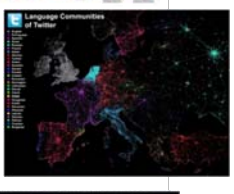


Visualization Types vs. Data Overlays

Visualization Type	Chart	Table	Graph	Geospatial Map	Network Graph
Modify / **visually encode** base map.					
Place and **visually encode** records/nodes.					
Place and **visually encode** links.					

Plus, add a title, labels, legend, explanatory text, and author info.

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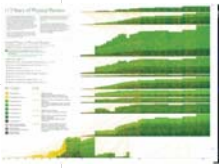
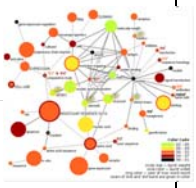
Place and **visually encode** records/nodes.			 		
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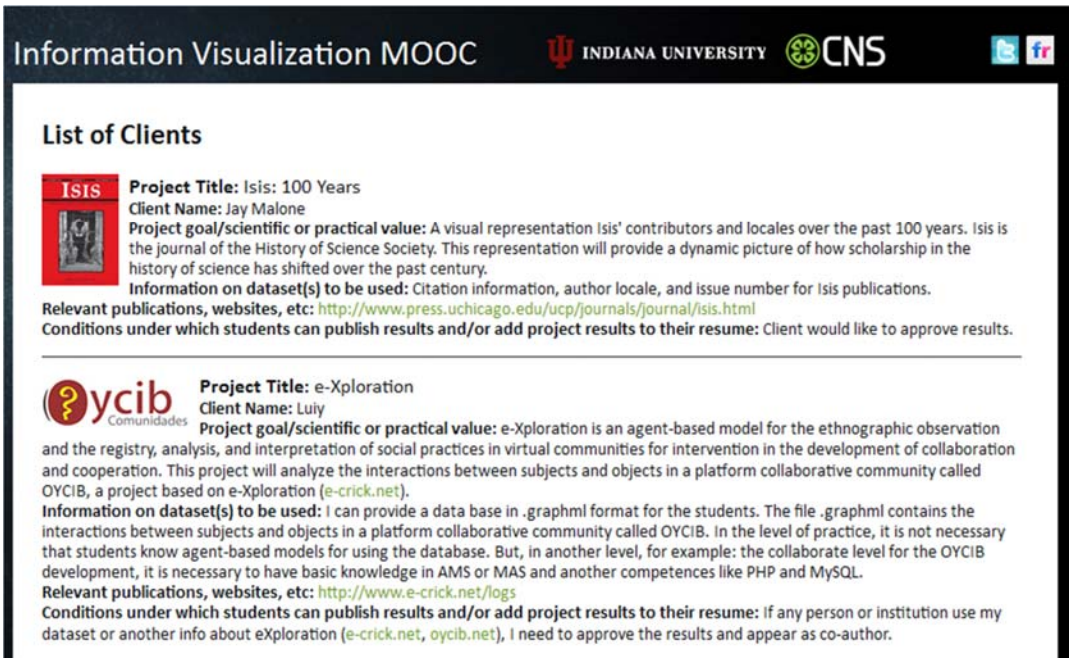
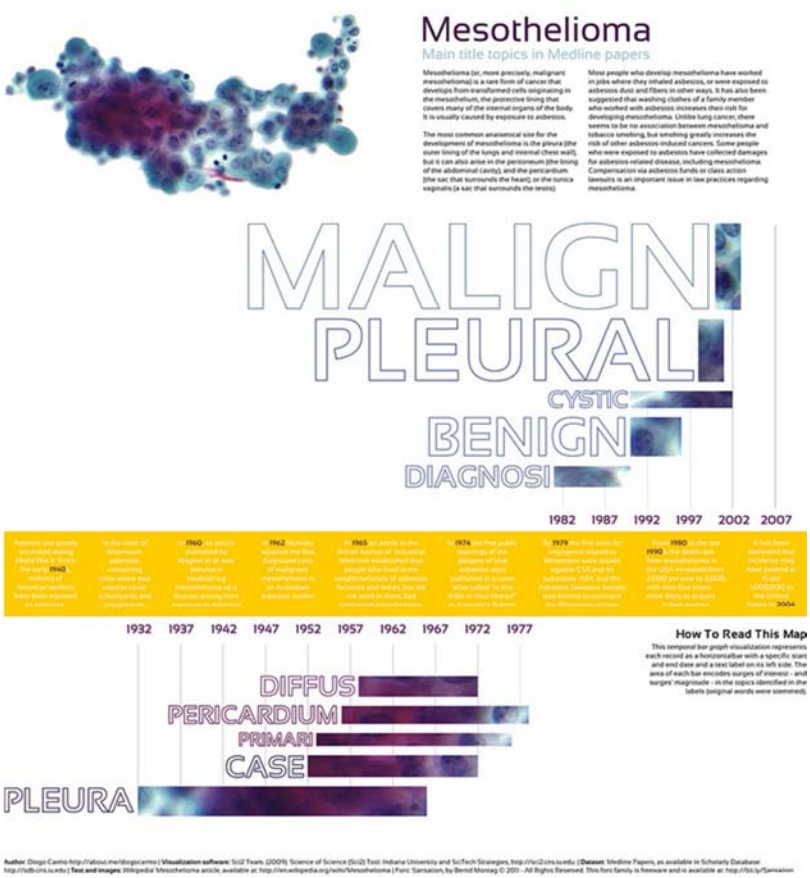
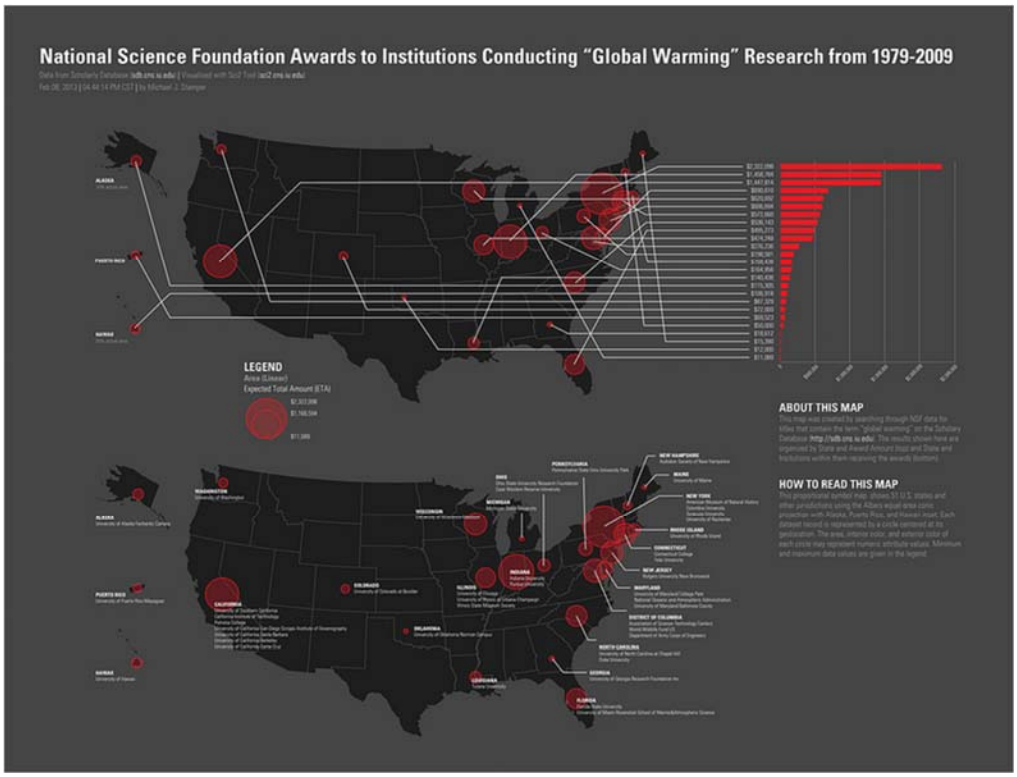
Clients



http://ivmooc.cns.iu.edu/ivmooc_clientprojects.html

Diogo Carmo





mjstamper_ivmooc

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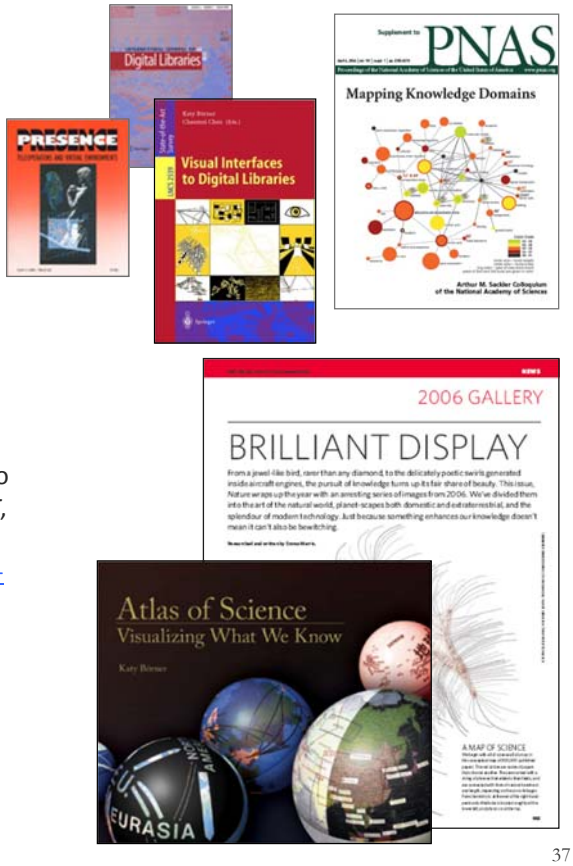

Acknowledgments

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Visualizations used in the course come from the Places & Spaces: Mapping Science exhibit, online at http://scimaps.org, and from the *Atlas of Science: Visualizing What We Know*, MIT Press (2010).

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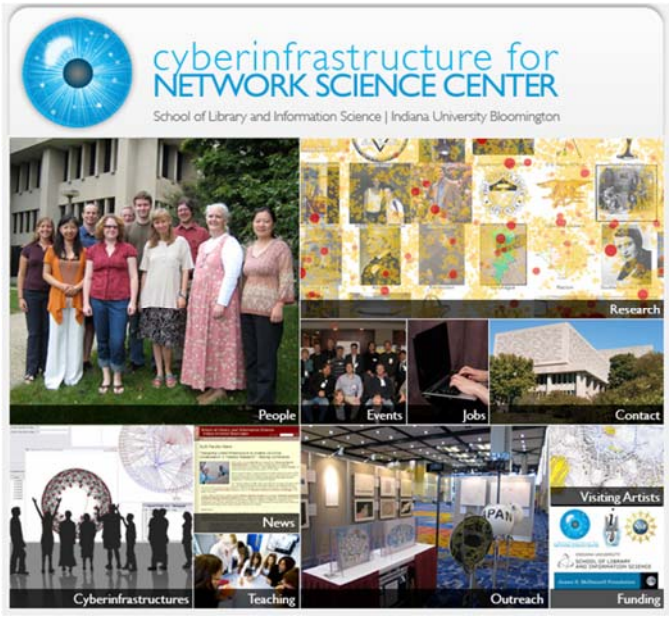

All papers, maps, tools, talks, press are linked from http://cns.iu.edu

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Mapping Science Exhibit Facebook: http://www.facebook.com/mappingscience