



Modeling and Visualizing Complex Unifiable Systems

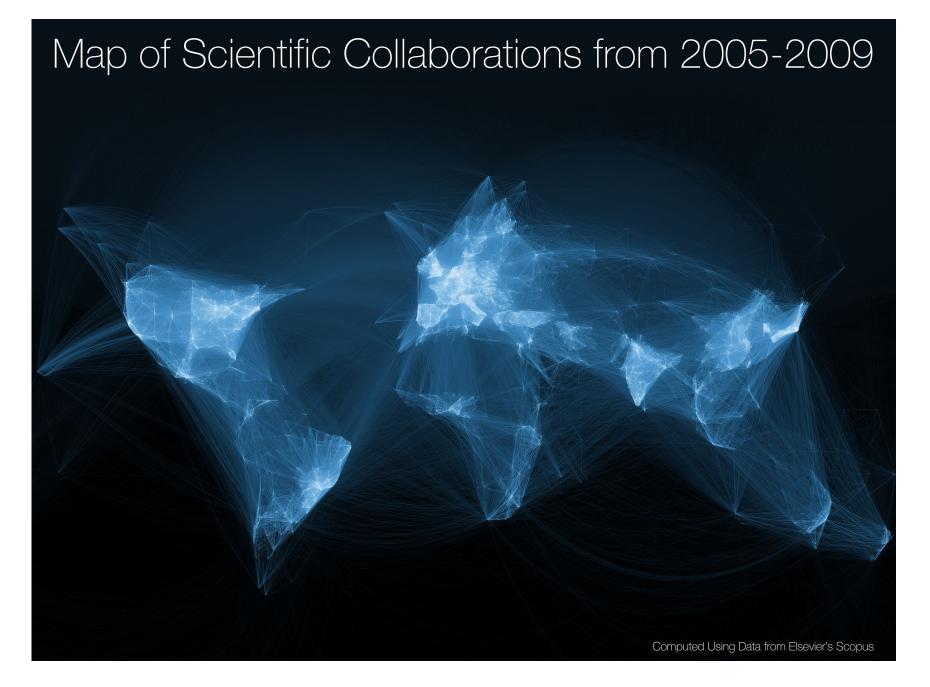
Katy Börner @katycns

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

Forum on Complex Unifiable Systems: A Virtual Convocation National Academy of Engineering

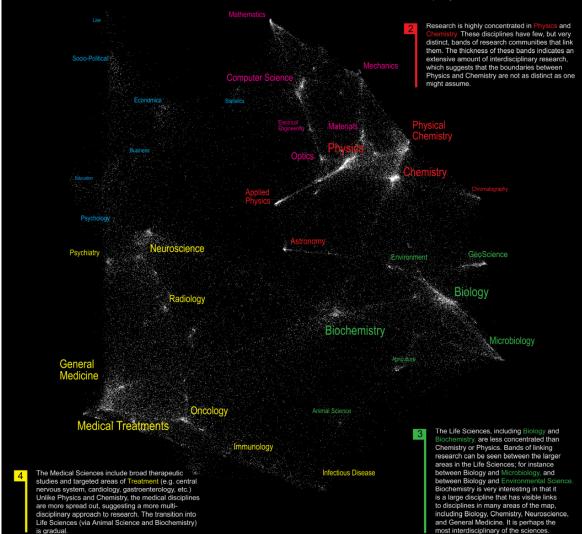
April 28, 2020





The Structure of Science

The Social Sciences are the smallest and most diffuse of all the sciences. Psychology serves as the link between Medical Sciences (Psychiatry) and the Social Sciences. Statistics serves as the link with Computer Science and Mathematics. Mathematics is our starting point, the purest of all sciences. It lies at the outer edge of the map. Computer Science, Electrical Engineering, and Optics are applied sciences that draw upon knowledge in Mathematics and Physics. These three disciplines provide a good example of a linear progression from one pure science (Mathematics) to another (Physics) through multiple disciplines. Although applied, these disciplines are highly concentrated with distinct bands of research communities that link them. Bands indicate interdisciplinary research.



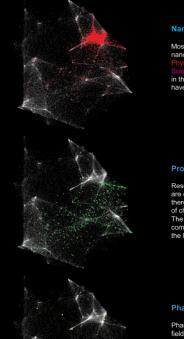
We are all familiar with traditional maps that show the relationships between countries, provinces, states, and cities. Similar relationships exist between the various disciplines and research topics in science. This allows us to map the structure of science.

One of the first maps of science was developed at the Institute for Scientific Information over 30 years ago. It identified 41 areas of science from the citation patterns in 17,000 scientific papers? That early map was intriguing, but it didn't cover enough of science to accurately define its structure.

Things are different today. We have enormous computing power and advanced visualization software that make mapping of the structure of science possible. This galaxy-like map of science (left) was generated at Sandia National Laboratories using an advanced graph layout routine (VxOrd) from the citation patterns in 800,000 scientific papers published in 2002. Each dot in the galaxy represents one of the 96,000 research communities active in science in 2002. A research community is a group of papers (9 on average) that are written on the same research topic in a given year. Over time, communities can be born, continue, split, merge, or die.

The map of science can be used as a tool for science strategy. This is the terrain in which organizations and institutions locate their scientific capabilities. Additional information about the scientific and economic impact of each research community allows policy makers to decide which areas to explore, explort, explort, abandon, or ignore.

We also envision the map as an educational tool. For children, the theoretical relationship between areas of science can be replaced with a concrete map showing how math, physics, chemistry, biology and social studies interact. For advanced students, areas of interest can be located and neighboring areas can be explored.



Nanotechnology

Most research communities in nanotechnology are concentrated in Physics, Chemistry, and Materials Science. However, many disciplines in the Life and Medical Sciences also have nanotechnology applications.

Proteomics

Research communities in proteomics are centered in Biochemistry. In addition, there is a heavy focus in the tools section of chemistry, such as Chromatography. The balance of the proteomics communities are widely dispersed among the Life and Medical Sciences.

Pharmacogenomics

Pharmacogenomics is a relatively new field with most of its activity in Medicine It also has many communities in Biochemistry and two communities in the Social Sciences.

Impact

inited States Patent

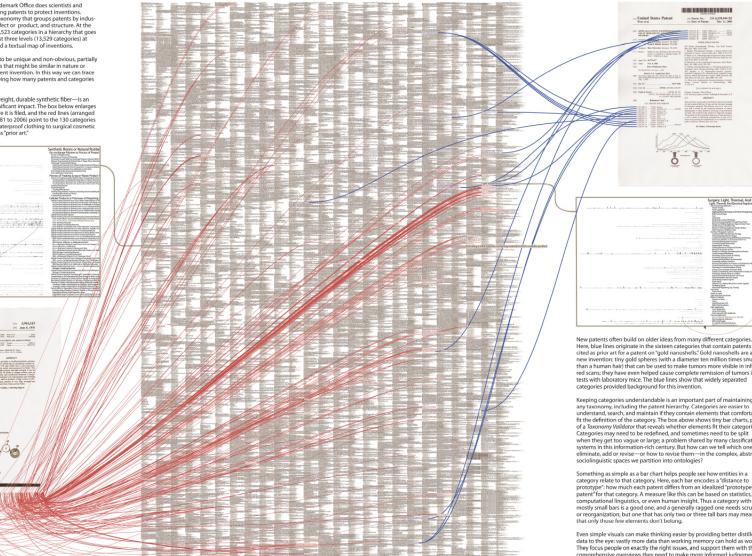
The United States Patent and Trademark Office does scientists and industry a great service by granting patents to protect inventions. Inventions are categorized in a taxonomy that groups patents by industry or use, proximate function, effect or product, and structure. At the time of this writing there are 160,523 categories in a hierarchy that goes 15 levels deep. We display the first three levels (13,529 categories) at right in what might be considered a textual map of inventions.

Patent applications are required to be unique and non-obvious, partially by revealing any previous patents that might be similar in nature or provide a foundation for the current invention. In this way we can trace the impact of a single patent, seeing how many patents and categories it affects.

The patent on Goretex—a lightweight, durable synthetic fiber—is an example of one that has had significant impact. The box below enlarges the section of the hierarchy where it is filed, and the red lines (arranged to start along a time line from 1981 to 2006) point to the 130 categories that contain 182 patents, from waterproof clothing to surgical cosmetic implants, that mention Goretex as "prior art."

The US Patent Hierarchy

Prior Art



New patents often build on older ideas from many different categories Here, blue lines originate in the sixteen categories that contain patents cited as prior art for a patent on "gold nanoshells." Gold nanoshells are a new invention: tiny gold spheres (with a diameter ten million times smaller than a human hair) that can be used to make tumors more visible in infrared scans; they have even helped cause complete remission of tumors in tests with laboratory mice. The blue lines show that widely separated categories provided background for this invention.

Keeping categories understandable is an important part of maintaining any taxonomy, including the patent hierarchy. Categories are easier to understand, search, and maintain if they contain elements that comfortably fit the definition of the category. The box above shows tiny bar charts, part of a Taxonomy Validator that reveals whether elements fit their categories. Categories may need to be redefined, and sometimes need to be split when they get too vague or large; a problem shared by many classification systems in this information-rich century. But how can we tell which ones to eliminate, add or revise—or how to revise them—in the complex, abstract

Something as simple as a bar chart helps people see how entities in a category relate to that category. Here, each bar encodes a "distance to prototype": how much each patent differs from an idealized "prototype patent" for that category. A measure like this can be based on statistics, computational linguistics, or even human insight. Thus a category with mostly small bars is a good one, and a generally ragged one needs scrutiny or reorganization; but one that has only two or three tall bars may mean that only those few elements don't belong.

Even simple visuals can make thinking easier by providing better distilled data to the eye: vastly more data than working memory can hold as words. They focus people on exactly the right issues, and support them with the comprehensive overviews they need to make more informed judgements.

A Topic Map of NIH Grants 2007

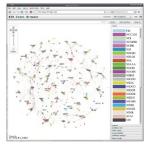
ical pathway for vasodilation, and grants

on Hemodynamics, Sickle Cell Disease,

and Aneurysms.

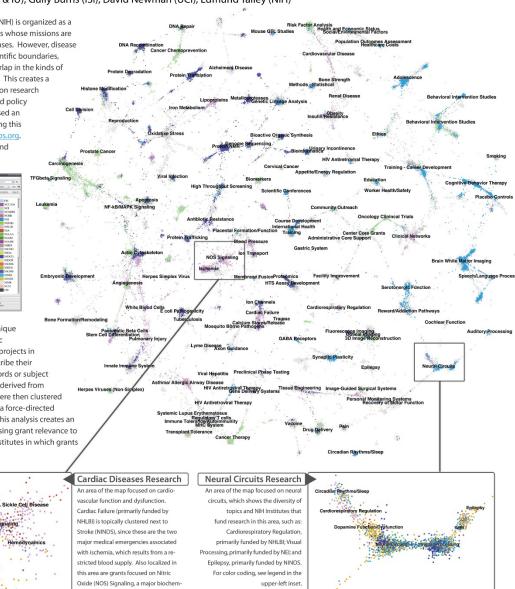
Bruce W. Herr II (Chalklabs & IU), Gully Burns (ISI), David Newman (UCI), Edmund Talley (NIH)

The National Institutes of Health (NIH) is organized as a multitude of Institutes and Centers whose missions are primarily focused on distinct diseases. However, disease etiologies and therapies flout scientific boundaries, and thus there is tremendous overlap in the kinds of research funded by each Institute. This creates a daunting landscape for decisions on research directions, funding allocations, and policy formulations. Shown here is devised an interactive topic map for navigating this landscape, online at www.nihmaps.org. Institute abbreviations can be found at www.nih.gov/icd.

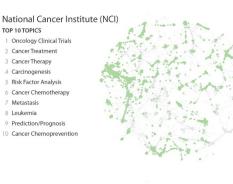


Topic modeling, a statistical technique that automatically learns semantic categories, was applied to assess projects in terms used by researchers to describe their work, without the biases of keywords or subject headings. Grant similarities were derived from their topic mixtures, and grants were then clustered on a two-dimensional map using a force-directed simulated annealing algorithm. This analysis creates an interactive environment for assessing grant relevance to research categories and to NIH Institutes in which grants are localized.

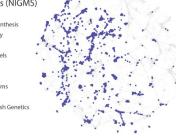
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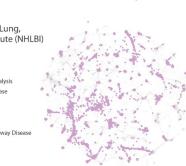
ChalkLabs Ψ Clinvine 🎱



National Institute of General Medical Sciences (NIGMS) TOP 10 TOPICS Bioactive Organic Synthesis 2 X-ray Crystallography Protein NMR 4 Computational Model Yeast Biology 6 Metalloproteases 7 Enzymatic Mechanisms 8 Protein Complexes 9 Invertebrate/Zebrafish Genetics 10 Cell Division



National Heart, Lung, and Blood Institute (NHLBI) TOP 10 TOPICS Cardiac Failure 2 Pulmonary Injury 3 Genetic Linkage Analysis 4 Cardiovascular Disease 5 Atherosclerosis 6 Hemostasis 7 Blood Pressure 8 Asthma/ Allergic Airway Disease 9 Gene Association 10 Lipoproteins



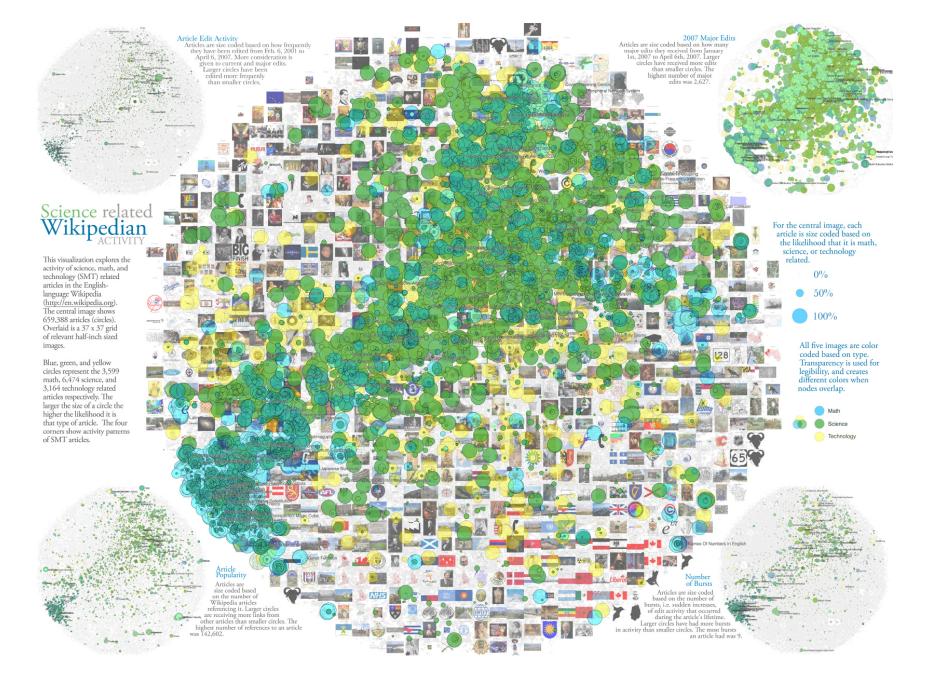
National Institute of Mental Health (NIMH) TOP 10 TOPICS Mood Disorders 2 Schizophrenia 3 Behavioral Intervention Stud 4 Mental Health 5 Depression 6 Cognitive-Behavior Therapy 7 AIDS Prevention 8 Genetic Linkage Analysis

9 Adolescence

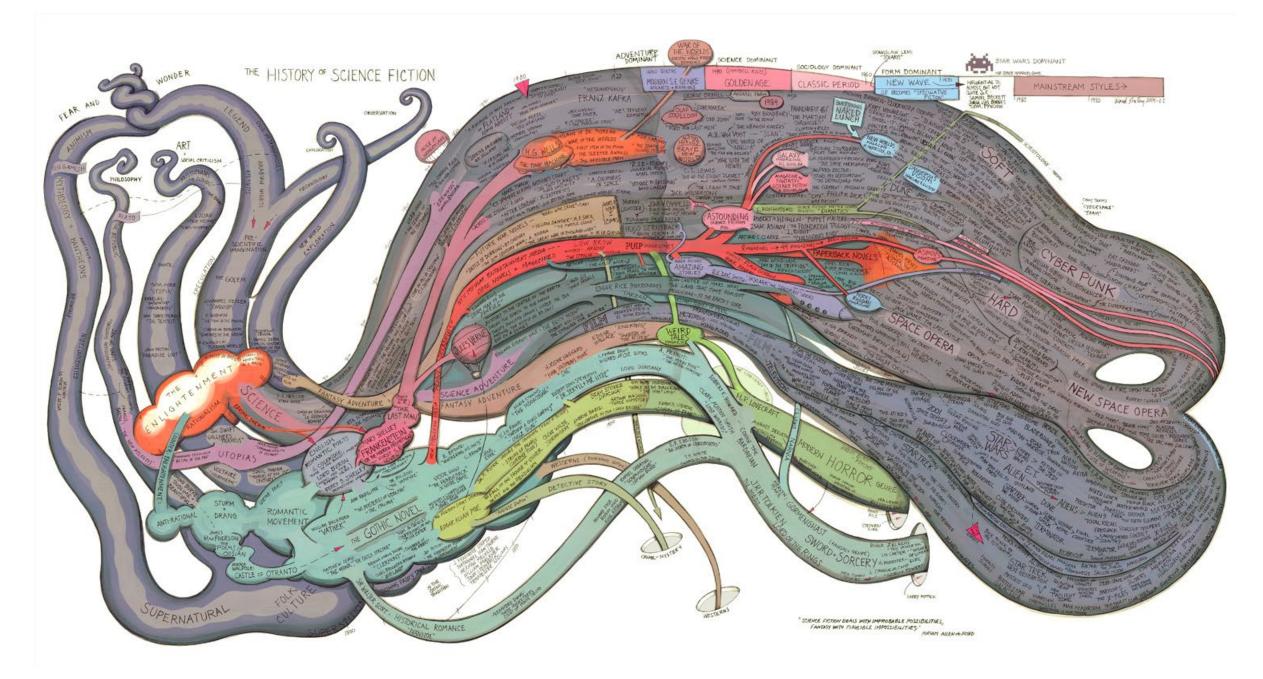
10 Childhood



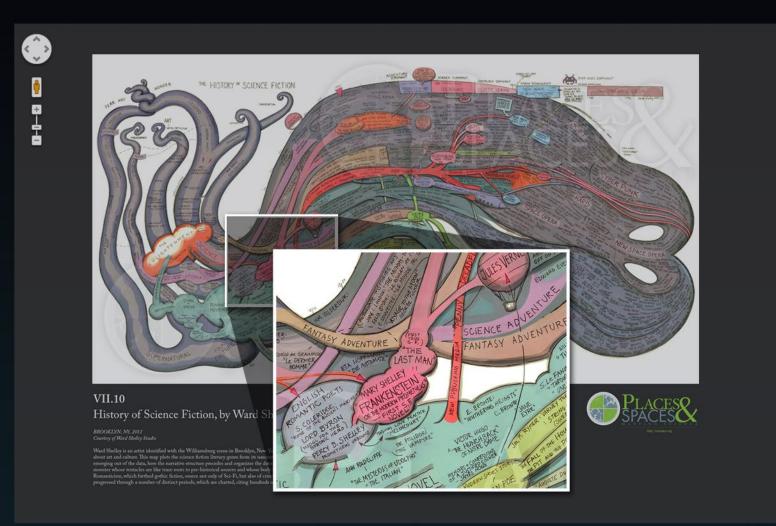
Al Circui



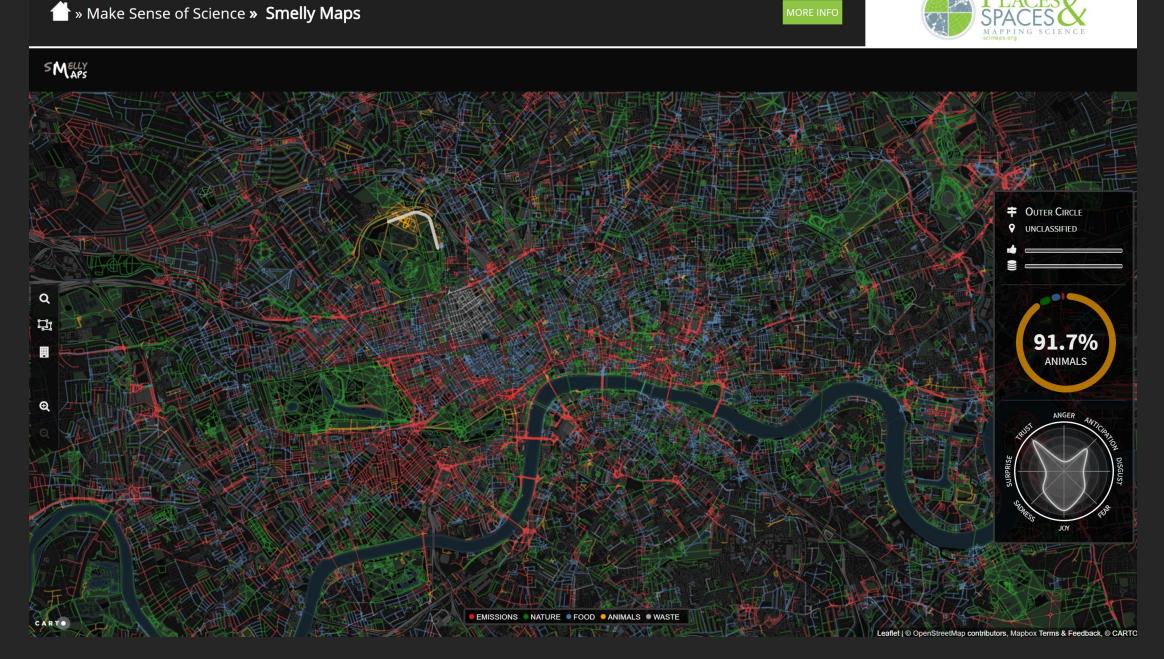
III.8 Science-Related Wikipedian Activity - Bruce W. Herr II, Todd M. Holloway, Elisha F. Hardy, Katy Börner, and Kevin Boyack - 2007



Check out our Zoom Maps online!



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



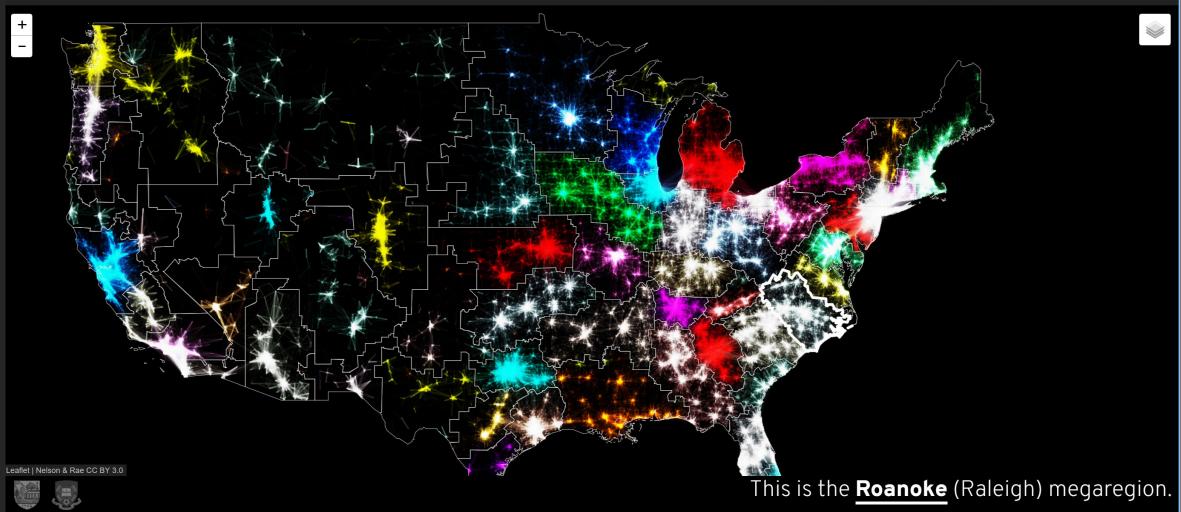
Smelly Maps – Daniele Quercia, Rossano Schifanella, and Luca Maria Aiello – 2015

MORE INFO



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.



Iteration XII (2016)

Macroscopes for Making Sense of Science

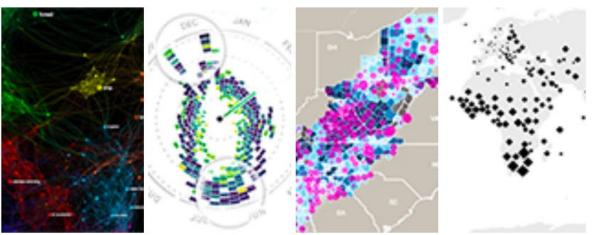


Iteration XIII (2017) Macroscopes for Playing with Scale



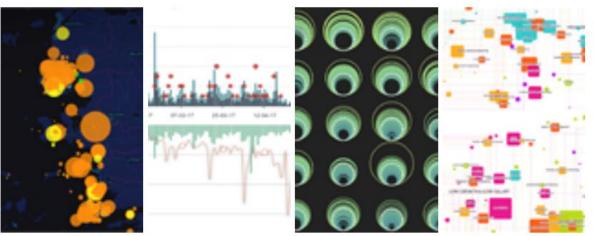
Iteration XIV (2018)

Macroscopes for Ensuring our Well-being



Iteration XV (2019)

Macroscopes for Tracking the Flow of Resources



http://scimaps.org



101st Annual Meeting of the Association of American Geographers, Denver, CO. April 5th - 9th, 2005 (First showing of Places & Spaces)



University of Miami, Miami, FL. September 4 - December 11, 2014.



Duke University, Durham, NC. January 12 - April 10, 2015



http://scimaps.org





The David J. Sencer CDC Museum, Atlanta, GA. January 25 - June 17, 2016.



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 at 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







Proceedings of the National Academy of Sciences of the United States of America

Advanced Search

O

Arthur M. Sackler Colloquium on Modeling and Visualizing Science and Technology Developments

Twin-Win Model: A human-centered approach to research success

Ben Shneiderman

PNAS

PNAS December 11, 2018 115 (50) 12590-12594; first published December 10, 2018. https://doi.org/10.1073/pnas.1802918115

Solution Forecasting innovations in science, technology, and education

FROM THE COVER

Katy Börner, William B. Rouse, Paul Trunfio, and H. Eugene Stanley PNAS December 11, 2018 115 (50) 12573-12581; first published December 10, 2018. https://doi.org/10.1073/pnas.1818750115

How science and technology developments impact employment and education

Wendy Martinez

PNAS December 11, 2018 115 (50) 12624-12629; first published December 10, 2018. https://doi.org/10.1073/pnas.1803216115

Scientific prize network predicts who pushes the boundaries of science

Yifang Ma and Brian Uzzi PNAS December 11, 2018 115 (50) 12608-12615; first published December 10, 2018. https://doi.org/10.1073/pnas.1800485115

The role of industry-specific, occupation-specific, and location-specific knowledge in the growth and survival of new firms

C. Jara-Figueroa, Bogang Jun, Edward L. Glaeser, and Cesar A. Hidalgo PNAS December 11, 2018 115 (50) 12646-12653; first published December 10, 2018. https://doi.org/10.1073/pnas.1800475115



Skill Discrepancies Between Research, Education, and Jobs Reveal the Critical Need to Supply Soft Skills for the Data Economy

Study the **(mis)match** and **temporal dynamics** of S&T progress, education and workforce development options, and job requirements.

Challenges:

- Rapid change of STEM knowledge
- Increase in tools, AI, robotics
- Social skills (project management, team leadership) become ever more important
- Increasing team size

Börner, Katy, Olga Scrivner, Mike Gallant, Shutian Ma, Xiaozhong Liu, Keith Chewning, Lingfei Wue, and James A. Evans. 2018. "Skill Discrepancies Between Research, Education, and Jobs Reveal the Critical Need to Supply Soft Skills for the Data Economy." *PNAS* 115(50): 12630-12637.

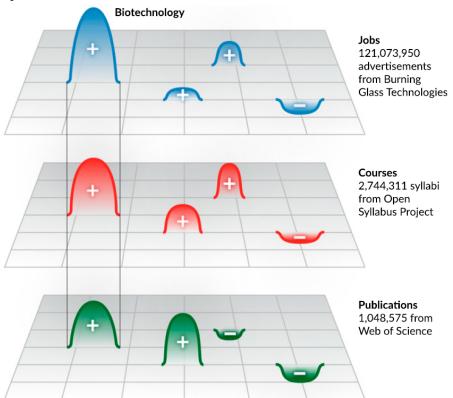


Fig. 1. The interplay of job market demands, educational course offerings, and progress in S&T as captured in publications. Color-coded mountains (+) and valleys (–) indicate different skill clusters. For example, skills related to Biotechnology might be mentioned frequently in job descriptions and taught in many courses, but they may not be as prevalent in academic publications. In other words, there are papers that mention these skills, but labor demand and commercial activity might be outstripping publication activity in this area. The numbers of jobs, courses, and publications that have skills associated and are used in this study are given on the right.



Stakeholders and Insight Needs

- **Students:** What jobs will exist in 1-4 years? What program/learning trajectory is best to get/keep my dream job?
- **Teachers:** What course updates are needed? What balance of timely and timeless knowledge (to get a job vs. learn how to learn) should I teach? How to innovate in teaching and maintain job security or tenure?
- Universities: What programs should be created? What is my competition doing? How do I tailor programs to fit local needs?
- Science Funders: How can S&T investments improve short- and long-term prosperity? Where will advances in knowledge also yield advances in skills and technology?
- **Employers:** What skills are needed next year and in 5 and 10 years? Which institutions produce the right talent? What skills does my competition list in job advertisements?
- Economic Developers: What critical skills are needed to improve business retention, expansion, and recruitment in a region?

What is the ROI of my time, money, compassion?



Urgency

- **35% of UK jobs, and 30% in London**, are at high risk from automation over the coming 20 years. <u>https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/uk-futures/london-futures-agiletown.pdf</u>
- The aerospace industry and NASA have a disproportionately large percentage of workers aged 50 and older compared to the national average, and up to half of the current workforce will be eligible for retirement within the coming five years. Astronautics AIAA (2012) Recruiting, retaining, and developing a world-class aerospace workforce. https://www.aiaa.org/uploadedFiles/Issues_and_Advocacy/Education_and_Workforce/Aerospace%20Workforce%20030112.pdf
- The rise of artificial intelligence will lead to the displacement of **millions of blue-collar as well as white-collar jobs** in the coming decade. Beyer D (2016) The future of machine intelligence: Perspectives from leading practitioners ; Brynjolfsson E, McAfee A (2014) The second machine age: Work, progress, and prosperity in a time of brilliant technologies; Ford M (2015) Rise of the Robots: Technology and the Threat of a Jobless Future.
- COVID-19 economic freeze could cost 47 million jobs and send the unemployment rate past 32%, according to St. Louis Fed projections.



NSF RAISE: C-Accel Pilot: 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), automation, COVID-19, and other developments.

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.

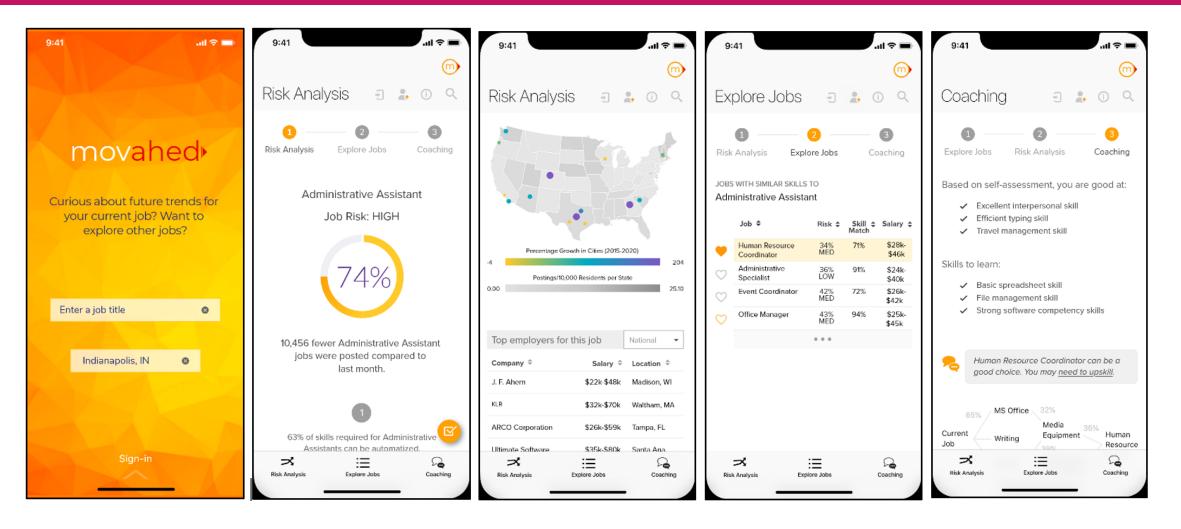


Team B-6656: Katy Börner, Indiana University, Ariel Anbar, Arizona State University, Kemi Jona, Northeastern University, Martin Storksdieck and Heather Fischer, Oregon State University





https://www.nsf.gov/od/oia/convergence-accelerator/



Develop and deploy **socio-technical systems** that encourage US workers to explore the **evolving landscape of new jobs** and re/up-skilling opportunities—to not only recover from current risks/crisis but to leap forward into more resilient and more desirable futures.







Data Visualization Literacy

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

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.

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



Data Visualization Literacy Framework (DVL-FW)

Consists of two parts:

DVL Typology Defines 7 types with 4-17 members each.

| 1 | 2 | 3 | 4 | |
|--|-----------------------------|---------------------------------|----------------|------|
| Insight Needs | Data Scales | Analyses | Visualizations | Gra |
| categorize/cluster | nominal | statistical | • table | • ge |

temporal

geospatial

relational

topical

chart

• map

tree

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

aphic Symbols geometric symbols point graph line area surface network volume linguistic symbols text numerals punctuation marks pictorial symbols

> images icons statistical glyphs

5

 retinal form color optics motion

6

spatial

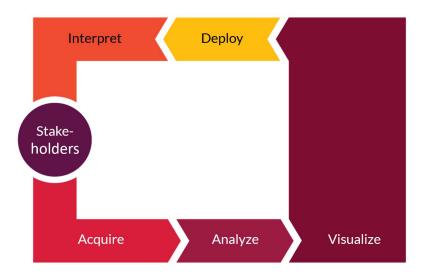
position

Graphic Variables Interactions • zoom search and locate filter details-on-demand history extract link and brush projection distortion

7

DVL Workflow Process

Defines 5 steps required to render data into insights.





Typology of the Data Visualization Literacy Framework

Insight Needs

1

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

Data Scales

2

- nominal ordinal
- interval
- ratio
 - topical
 - relational

3

Analyses

statistical

temporal

4

Visualizations

- table chart
- geospatial 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



spatial

retinal

form

color

optics

motion

Graphic Variables

position

7

Interactions

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

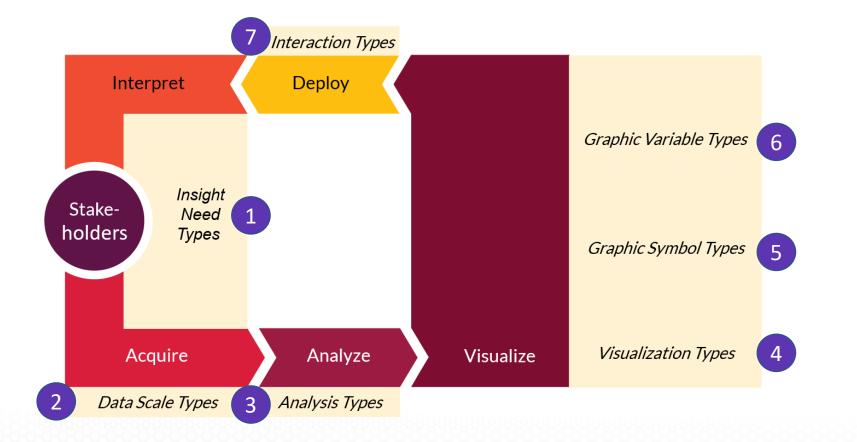
Börner, Katy. 2015. Atlas of Knowledge: Anyone Can Map. Cambridge, MA: The MIT Press. 25.



Data Visualization Literacy Framework (DVL-FW)

Consists of two parts that are interlinked:

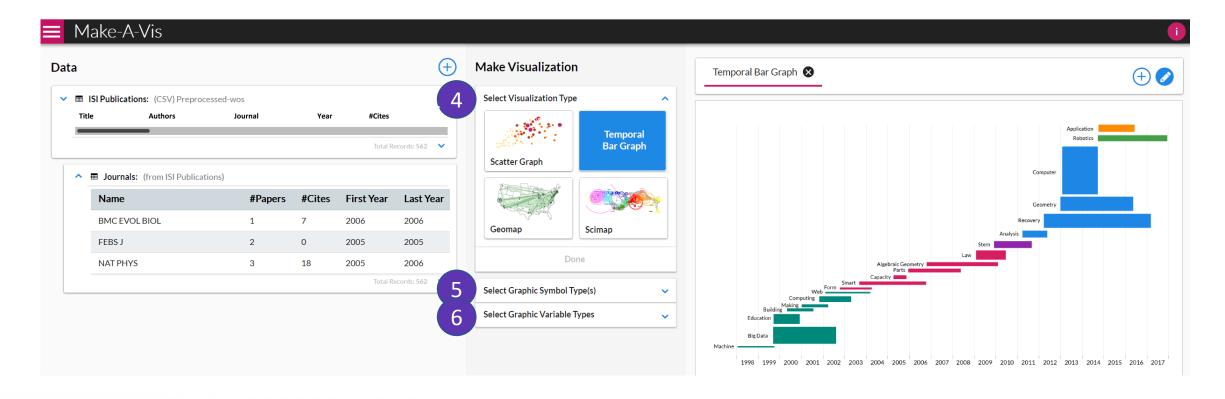
DVL Typology + DVL Workflow Process





Data Visualization Literacy Framework (DVL-FW)

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



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Graphic Variable Types

Position: x, y; possibly z

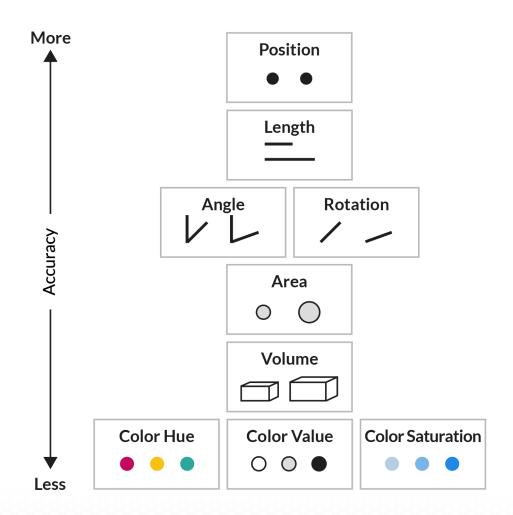
Form:

- 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





Ψ

Graphic Symbol Types

| | | | Geometri | c Symbols | Linguistic | Pictorial | |
|---------|---------------|-------------|-------------|-----------|---|---|--|
| | | Point | | Line | Symbols | Symbols | |
| Spatial | Position | X Y | y - • x | y - x | y - Text | | |
| | Form | Size | • • • | | Text Text Text | 0 0 | |
| | | Shape | | | Text Text <i>Text</i> | | |
| | Color | Value | | | Text Text Text | * * * | |
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| | Motion | Speed | •• •• | | ⑦▶ ⑦→ ⑦→ | (·) → (·) → (·) → | |

Graphic Variable Types

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



Also called:

Categorical Attributes Identity Channels

Quantitative

Also called: Ordered Attributes Magnitude Channels

Graphic Variable Types Versus Graphic Symbol Types

| | | | | | Commutair 5 | | | | |
|-----------|--------------------|--|--|-------------------------------|--|---|---|---|--|
| | | ŀ | Point | Line | Geometric Symbols Area | Surface | Volume | Linguistic Symbols Text, Numerals, Punctuation Marks | Pictorial Symbols Images, Icons, Statistical Glyphs |
| Spatial | x y z | quantitative quantitative quantitative | | | | | | 7 - Text | |
| | Size | quantitative | NA (Not Applicable) | | • • • • • | See Elevation Map. page 55 | See Stepped Relief Map. pages 53-54 | See Proportional Symbol Map, page 54 | See Heights of the Principal Mountains page 67 |
| | Shape | qualitative | NA | | • • • • | | • • • • | Text Text Text Text Text | C See also Life in Los Angeles, page 32 |
| | Rotation | quantitative | NA | /// | | > | | 10 ⁴ Text | 🛔 (alive) 🗰 (dead) |
| 3 | Curvature | quantitative | NA | ((((| ▷ D D O | • • • • • • | | Text Text Text Text | |
| Retinal | Angle | quantitative | NA | VVVLL | ▷ D D O | | Some table cells are left blank to encourage future exploration of combinations. | Text Text Text Text And | $\odot \odot \odot \odot \odot \odot$ |
| | Closure | quantitative | NA | (CCCO) | ▷ D D O | | | x of of of o x x +t +t +t + x | 0000000 |
| | Value | quantitative | ••••••• | | | | | Text Text Text Text Text | * * * * * |
| Color | Hue | qualitative | •••••• | | 18m | | | Text Text Text Text Text | 🛊 (alive) 🌲 (dead) |
| | Saturation | quantitative | • • • • • • • • • | | | | | Text Text Text Text Text | (deep water) (deep water) |
| | Spacing | quantitative | | | | | | $\begin{bmatrix} 7 & 7 \\ 7 $ | |
| | Granularity | quantitative | | | III III III III III III III III III II | | | | |
| Terreture | Pattern | qualitative | $\mathbb{N} \boxplus \boxplus \amalg \mathbb{Z}$ | | | | XX III XX III III | 7979777 7979797 7979797 7979797 7979797 7979797 | XX 🔤 🎞 🔛 |
| | Orientation | quantitative | NA | | 21 XX | | | | See Field Vectors at Random Positions, page 51 |
| | Gradient | quantitative quantitative | !!!! <i>/</i> ™///\.//\.//\. | / \ / \\ / \\ / \\ / \\ | ⅲⅲ | | Ⅲ ‴‴ ⊼ ⊼ ⊼ | 11111 /IIII /IIII /IIII /IIII /IIII | ⅲ /// // / // // |
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| | Stereoscopic Depth | quantitative | Point in foreground background | Line in foreground background | Area in foreground background | Surface in foreground background | Volume in foreground background | Text in foreground background | Icons in foreground background |
| | Speed | quantitative | •• •• •• •• | ← | ■ → ■ → ■ → | da da an | | | |
| | Rhythm | quantitative | ··· 、 | | н ң ја на ` а | and and the second s | | ⑦ + ⑦, ⑦ +⑦ *⑦ | 0.0.0 |
| | | | Blinking point slow fast | Blinking line slow fast | Blinking area slowfast | Blinking surface slow fast | Blinking volume slow fast | Blinking text slow fast | Blinking icons slow fast |

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





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