



## **Data Visualization Best Practices**

#### Katy Börner @katycns

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Seed Networks Computational Biology Meeting Virtual Event

April 6, 2021



# Human Reference Atlas: Anatomical Structures, Cell Types & Biomarkers

Katy Börner | @katycns Victor H. Yngve Distinguished Professor of Intelligent Systems Engineering & Information Science Luddy School of Informatics, Computing, and Engineering Indiana University, Bloomington, IN



Seed Networks 2020 Annual Meeting *Virtual Event* 

November 18, 2020

An atlas is an oversized, bound book of maps.

It has descriptive text, an index, possibly other data visualizations.



## An human cell atlas

might show a landscape of all cells, or

Maps of cells per tissue type/anatomical structure.

Article | Published: 25 March 2020

Construction of a human cell landscape at single-cell level

Xiaoping Han 🗠, Ziming Zhou, [...] Guoji Guo 🖂

Nature581, 303–309(2020)Cite this article55kAccesses32Citations409AltmetricMetrics



## A human reference atlas might use human anatomy as a '<u>basemap</u>,' or an abstract space.

Weber, Griffin M, Yingnan Ju, and Katy Börner. 2020. <u>"Considerations for Using</u> the Vasculature as a Coordinate System to Map All the Cells in the Human Body". Frontiers in Cardiovascular Medicine 7 (29): doi: 10.3389/fcvm.2020.00029.



https://bodyworlds.com



Weber, 1978

# ASCT+B tables are used to construct a **human reference atlas** across 16 consortia. Register at WG <u>Expert Registration</u> to receive invites/info.



# CCF Registration User Interface (RUI) v1.0.0

## **2020 Flashback**

### **New Features:**

- Organ carousel with 4 reference organs
- Support for tissue extraction sites
- Expanded ontology •
- Semantic annotation via collision detection & manual annotation
- Support for non-HuBMAP usage



## CCF Exploration User Interface (EUI)

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### 2020 Flashback



#### https://portal.hubmapconsortium.org/ccf-eui

	HuBMAP	RBK	KPMP	SPARC	LungMAP	HTAN	HCA	GUDMAP	Gut Cell Atlas	BICCN	Allen Brain	TCGA	Wellcome	MRC	H2020	GTEx	Total
Kidney	1	1	1	0	0	0	1	1	0	0	0	1	1	1	0	1	9
Liver	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	3
Spleen	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	4
Heart	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	4
Lung	1	0	0	1	1	1	1	0	0	0	0	1	1	1	1	1	10
L intestine/Colon	1	0	0	1	0	1	1	0	1	0	0	1	0	0	0	1	7
S intestine	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
Bladder	1	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	5
Ureters	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Thymus	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2
Lymph nodes	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2
mediastinal lymph node	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Eye	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	3
Brain	0	0	0	0	0	0	1	0	0	1	1	1	0	0	1	1	6
Brain stem	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Cerebellum	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	3
Spinal cord	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	2
Pancreas	0	0	0	0	0	1	1	0	0	0	0	1	0	0	1	1	5
Breast	0	0	0	0	0	1	1	0	0	0	0	1	1	0	0	1	5
Skin	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	3
Pediatric systems	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	2
Ovaries	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	2
Testes	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	2
Cervix	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
Uterus	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	5
Blood	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2
Bone	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Placenta	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Decidua	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Embryo	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
esophagus	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	3
hematopoietic system	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	2
immune system bulk	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Stomach	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	3
Thyroid	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	2
Prostate	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	3
Adrenal gland	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	3
Totals	11	1	1	7	1	6	21	4	1	2	2	20	7	5	4	21	114

Table compiled for, during, and after the NIH-HCA Joint Meeting in March 2020, https://hubmapconsortium.org/nihhca2020

# VH Massive Open Online Course (VHMOOC) 2020 Flashback

### Goals

- Communicate tissue data acquisition and analysis,
- Demonstrate single-cell analysis and CCF mapping techniques, and
- Introduce major features of the HuBMAP portal.

### Learning modules come with

- Videos (incl. interviews, tool demos)
- Hands-on exercises
- Self-quizzes



Meet the Instructors

#### Course Introduction

INDIANA UNIVERSITY

This 10h course introduces the HuBMAP project which aims to create an open, global reference atlas of the human body at the cellular level. Among others, the course describes the compilation and coverage of HuBMAP data, demonstrates new single-cell analysis and mapping techniques, and introduces major features of the HuBMAP portal. Delivered entirely online, all coursework can be completed

Delivered entirely online, all coursework can be completed asynchronously to fit busy schedules. If you have questions or experience issues during registration, please email cnscntr@indiana.edu.

#### Learning Outcomes

- Theoretical and practical understanding of different single-cell tissue analysis techniques.
- Expertise in single-cell data harmonization used to federate data from different individuals analyzed using different technologies in diverse labs.
- Hands-on skills in the design and usage of semantic ontologies that describe human anatomy, cell types, and biomarkers (e.g., marker genes or proteins).
- Knowledge on the design and usage of a semantically annotated three-dimensional reference system for the healthy human body.
   An understanding of how the HuBMAP reference atlas might be used to understand human health but also to diagnose and treat disease.

#### Module Topics Include

- HuBMAP Overview: Project Goals, Setup, and Ambitions
- Tissue Data Acquisition and Analysis
   Biamolecular Data Harmonization
- Biomolecular Data Harmonization
- Ontology, 3D Reference Objects, and User Interfaces
   HuBMAP Portal Design and Usage



Audience: Biomedical student and professionals interested in single cell tissue analysis and visualization

Andreas Bueckle, PhD Candidate in Information Science, performing research on information visualization, specifically virtual and augmented reality.

Katy Börner, Victor H. Yngv

Distinguished Professor of

Engineering and Information

Network Science Center at

Indiana University

research scientist

Science. Founding Director of the Cyberinfrastructure for

Ellen M. Quardokus, staff in

the Chemistry Department and

Cyberinfrastructure for Network

Science Center, SICE with

microscopy, anatomy, and

expertise in molecular biology

interdisciplinary communication

https://expand.iu.edu/browse/sice/cns/ courses/hubmap-visible-human-mooc





# **Data Visualization Best Practices**

6.2

## Overview

Mapping Science: An Exhibit

Data Visualization Literacy Framework

**Empower Yourself!** 







# Mapping Science Exhibit http://scimaps.org

6.2



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.

# Places & Spaces: Mapping Science Exhibit

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1st Decade (2005-2014)

### Maps

Iteratio The Powe	n I (2005 r of Maps	)		Iteratio The Power	n II (200 r of Refere	)6) nce System	s
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Iteration III (2007) The Power of Forecasts

Iteration V (2009)

Iteration VI (2010) Science Maps for Scholars

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Iteration VII (2011) Science Maps as Visual Interfaces to Digital Libraries

aries Science Maps for Kids

Iteration IV (2008)

Science Maps for Economic Decision Makers

22

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Iteration IX (2013) Science Maps Showing Trend

nds ai	nd Dynami	ics	Iteratio The Futur	n X (201 e of Science	4) Mapping	
Ħ			200	Ker -		8
	144		CT2			

2<sup>nd</sup> Decade (2015-2024)

## Macroscopes

Iteration XI (2015) Macroscopes for Interacting with Science



Iteration XIII (2017) Macroscopes for Playing with Scale



Iteration XII (2016) Macroscopes for Making Sense of Science



Iteration XIV (2018) Macroscopes for Ensuring our Well-being



http://scimaps.org

## 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.



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.







### 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.

licroglial Activation





ChalkLabs  $\Psi$  Clinvine 🎱

National Institute of General Medical Sciences (NIGMS) TOP 10 TOPICS 1 Bioactive Organic Synthesis 2 X-ray Crystallography 3 Protein NMR 4 Computational Models 5 Yeast Biology 6 Metalloproteases 7 Enzymatic Mechanisms 8 Protein Complexes 9 Invertebrate/Zebrafish Genetics 10 Cell Division



National Institute of Mental Health (NIMH) TOP 10TOPICS 1 Mood Disorders 2 Schizophrenia 3 Behavioral Intervention Studies 4 Mental Health 5 Depression 6 Cognitive-Behavior Therapy 7 AIDS Prevention 8 Genetic Linkage Analysis

9 Adolescence

10 Childhood



Al Circui

## 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, exploit, 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.

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.



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



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



# Check out our Zoom Maps online!



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

## (i) MACROSCOPES FOR INTERACTING WITH SCIENCE





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.





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



## Iteration XV (2019)

Macroscopes for Tracking the Flow of Resources



December 11, 2018 | vol. 115 | no. 50 | pp. 12537-12828

Cyanobacterial genes and growth Nitemin D and fish development Malaria drug-resistance mutations

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

### Modeling and visualizing science and technology developments

<u>Atlas of Forecasts</u> Modeling and Mapping Desirable Futures

Katy Börner



https://mitpress.mit.edu/books/atlas-forecasts

https://www.pnas.org/modeling

ology Developments

Arthur M. Sackler Colloquium on Modeling and Visualizing Science and Tech

## 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 macroscopes.

#### **Exhibit Advisory Board**



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



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



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



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



#### Lev Manovich



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



#### Moritz Stefaner

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



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



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





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# 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.

# 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.



## **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 (<u>http://ivmooc.cns.iu.edu</u>) 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.



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## 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
<ul> <li>categorize/cluster</li> </ul>	<ul> <li>nominal</li> </ul>	<ul> <li>statistical</li> </ul>	• table	• g

topical

 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 table point temporal chart geospatial graph • map relational tree network
  - line retinal area surface volume linguistic symbols text numerals punctuation marks pictorial symbols images icons statistical glyphs

5

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

6

spatial

form

color

optics

motion

position

7

#### **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







CNS Cyberinfrastructure for Network Science Center









# Audience Poll

How much time (out of project total) do you spent on

- Data acquisition?
- Data cleaning?
- Data analysis?
- Data visualization?
- Data interpretation?

# 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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#### **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
- ratio
- interval geospatial
  - io
- relational

topical

3

Analyses

statistical

temporal

• tree • network

chart

graph

map

4



- geometric symbols point line
  - area surface volume

5

Graphic Symbols

- linguistic symbols text
- numerals punctuation marks
- pictorial symbols images icons statistical glyphs





spatial

retinal

form

color

optics

motion

6

**Graphic Variables** 

position

#### Interactions

7

- 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.



#### **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 Analyses

- nominal
- ordinal
- interval
  - ratio
- topicalrelational

temporal

- Analyses Visualizationsstatisticaltable
  - table • chart
- geospatial graph
  - map
  - tree
    - network

Graphic Symbols

- geometric symbols
- point line area surface volume
- linguistic symbols text numerals
- punctuation markspictorial symbols images

### icons statistical glyphs

Graphic Variables • spatial

position

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motion

- Interactions
- zoom
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- details-on-demand
- history
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- 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



#### Insight Needs

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

#### Analyses Data Scales

 nominal statistical

ordinal

ratio

- interval
  - topical

#### relational

temporal

geospatial

**Graphic Symbols** 

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

### **Graphic Variables**

position

spatial

retinal

form

color

optics

motion

zoom

Interactions

- 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.





### Visualizations

- table
- chart graph
- map
- tree
  - network

## Visualization Types

Chart

Graph

Мар





Bubble Chart

Pie Chart



Scatter Graph



Choropleth Map

Algebraic Geometry Algebraic Geometry Capacity Parts Capacity Capaci

Temporal Bar Graph



Proportional Symbol Map



Tree



Tree Map



## Visualize: Reference Systems





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## Visualize: Reference Systems, Graphic Symbols and Variables





#### 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 Analyses

- nominal
- ordinal
- interval
  - ratio
- relational

topical

statistical

network

### Visualizations

- table
- temporal • chart geospatial
  - graph
  - map
    - tree

### **Graphic Symbols** geometric symbols point line area surface volume

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 linguistic symbols text numerals punctuation marks pictorial symbols

statistical glyphs

images icons

**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. 32-33.



Visualizations

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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





### **Graphic Symbol Types**

			Geometri	c Symbols	Linguistic	Pictorial		
			Point	Line	Symbols	Symbols		
Spatial	Position	X Y	y - • · · · · · · · · · · · · · · · · · ·	y- x	y - Text			
	r L	Size	• • •		Text Text Text			
	Fo	Shape			Text Text <i>Text</i>			
		Value			Text Text Text	* * *		
	Color	Hue	• • • • • •		Text Text Text	🛊 (alive) 🛊 (dead)		
Retinal		Saturation	• • • • •		Text Text Text			
	ture	Granularity			77777777         7777777         777777           77777777         777777         777777           7777777         777777         77777           7777777         777777         77777	с с с с с с с с с с с с с с с с с с с		
	Tex	Pattern			$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	7     7     7     **     **     0<		
	Optics	Blur	• • • • • •		Text Text Text	😳 🔮 🔮		
	Motion	Speed	•• •• •		⑦▶ ⑦→ ⑦→	(·) ► (·) ► (·) ►		

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



Also called:

**Categorical Attributes Identity Channels** 

### Quantitative

Also called: Ordered Attributes Magnitude Channels

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#### 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 Glyphs			
Spatial	_	x L	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 Nountains page 67	
		Shape	qualitative	NA		• • • •		• • • •	Text Text Text Text	See also Life in Los Angeles, page 32	
	e a	Rotation	quantitative	NA	///		>\		101 Text	(alive) (dead)	
	ĩ.	Curvature	quantitative	NA	( ( ( (	▶ D D O O			Text Text Text	• • • • • •	
Retinal		Angle	quantitative	NA	VVVLL	P D D O		Some table cells are left blank to encourage future exploration of combinations.	Text Text Text Text 1247 1247	$\odot \odot \odot \odot \odot \odot$	
		Closure	quantitative	NA	(CCCO	P D D O			A AT AT AF AF		
	_	Hue	qualitative	••••••					Text Text Text Text Text	* * * * *	
	8	Saturation	quantitative	•••••		Man			Text Text Text Text	🛔 (alive) 🌲 (dead)	
				• • • • • • • • •					Text Text Text Text Text	(shallow water) (deep water)	
		Spacing	quantitative						7         7		
		Granularity	o citative								
	Texture	Pattern	quantitative						177777         83555         11111         XXXXX         17171		
		Gradient	quantitative	NA				iii ⊗i iii ⊗i ⊗i		See Field Vectors at Random Positions, page 51	
		Blur	quantitative	!!!!! /!!!\ /!!\. //\\. //\\. //\\.	/     /     /     /	······································	<u>;;;;</u> ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		IIII ///// //// ////		
Retinal		Transparency	quantitative	••••					Text Text Text Text Text	9 <b>9 9 9 9</b>	
	Optics	Shading	quantitative	• • • • • • • • • • • •					Text Text Text Text Text		
		Stereoscopic Depth	quantitative				Surfara in		Text Text Text Text		
		Speed	quantitative	foreground background	foreground background	foreground background	foreground background	foreground background	foreground background	foreground background	
	uo	Velocity	quantitative								
	Mot	Rhythm	quantitative	Blinking point		Blinking area	Blinking surface	Blinking valume	Blinking text	Blinking icons	
				slow fast	slow fast	slow fast	slow fast	slow fast	skow fast	slow fast	

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





# Empower Yourself and Others! 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.



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US Employers which have sent students include The Boeing Company, Eli Lilly, DOE, CDC, NSWC Crane.

FAQS

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