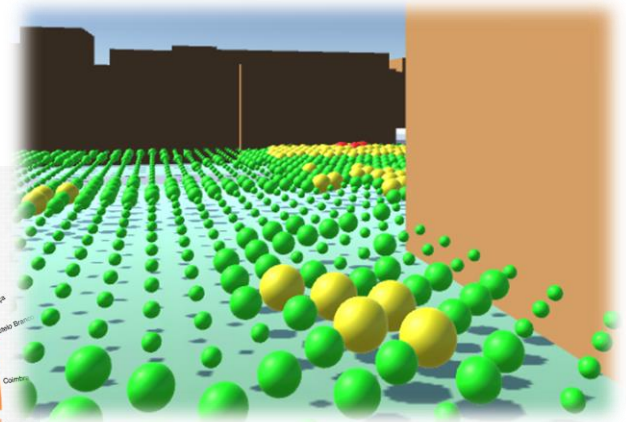
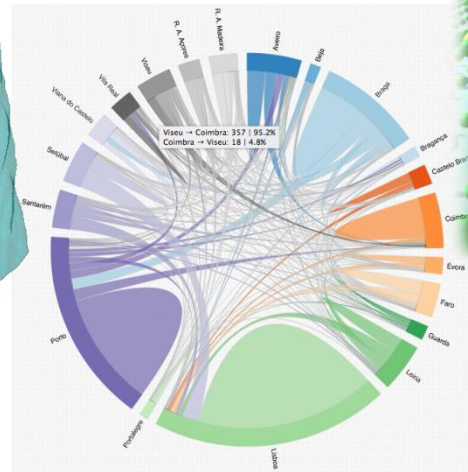
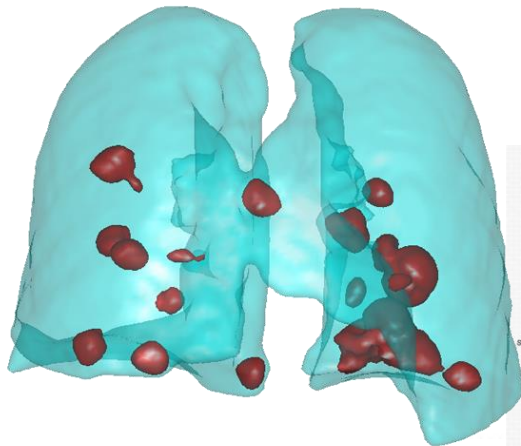


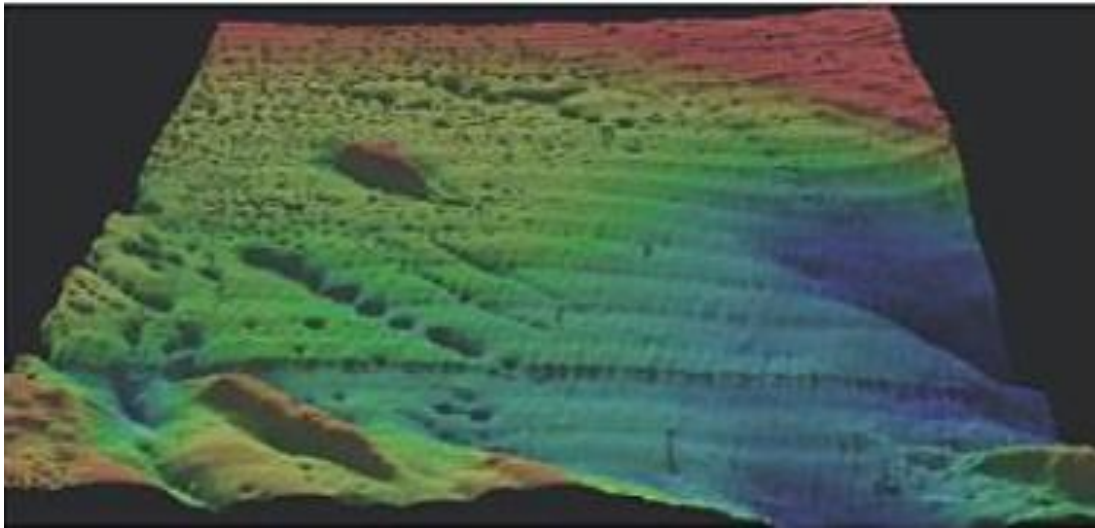


# An Introduction to Data and Information Visualization

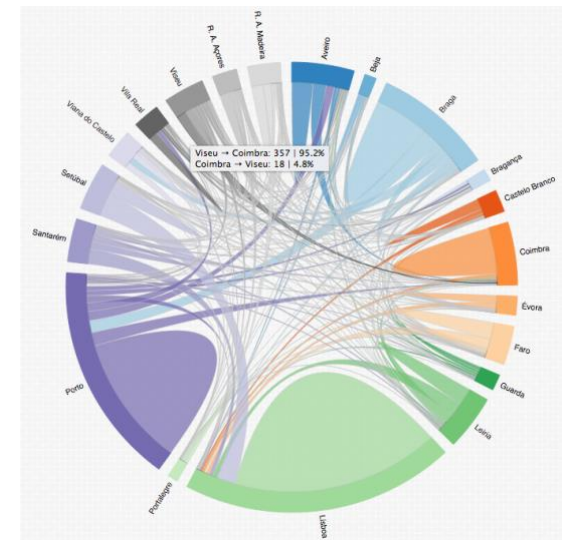


# What is Visualization?

Is the process of exploring, transforming and **representing data** as images to **gain insight into phenomena**



Passamoquoddy Bay  
( $10^6$  measures)  
(Ware 2019)



Portuguese Higher Education  
(data from 120 000 candidates)

# Why and how to represent data visually?

- The human visual system is a most powerful pattern seeker

“seeing is understanding...”

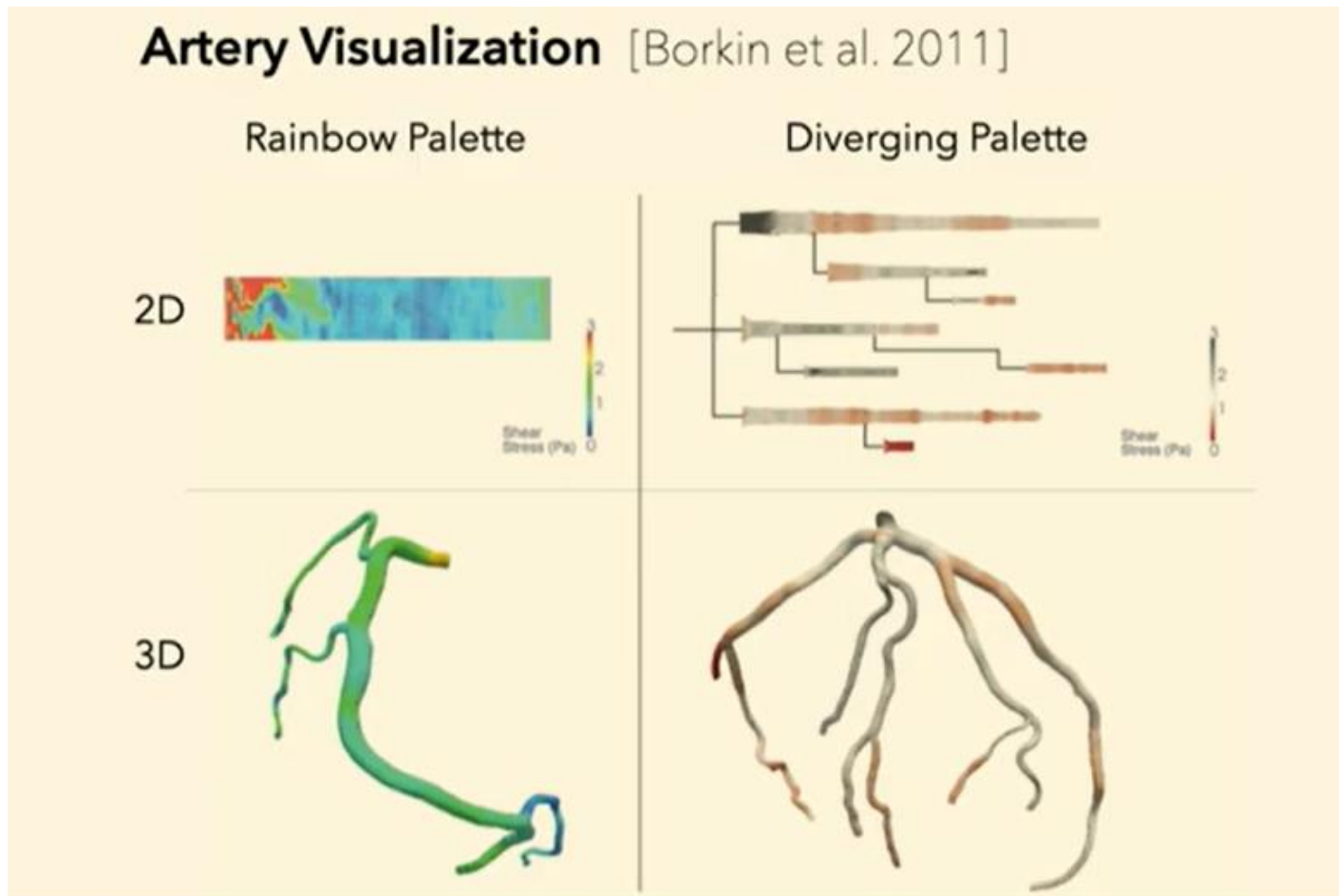
- We easily see patterns displayed in certain ways

but not in others ...

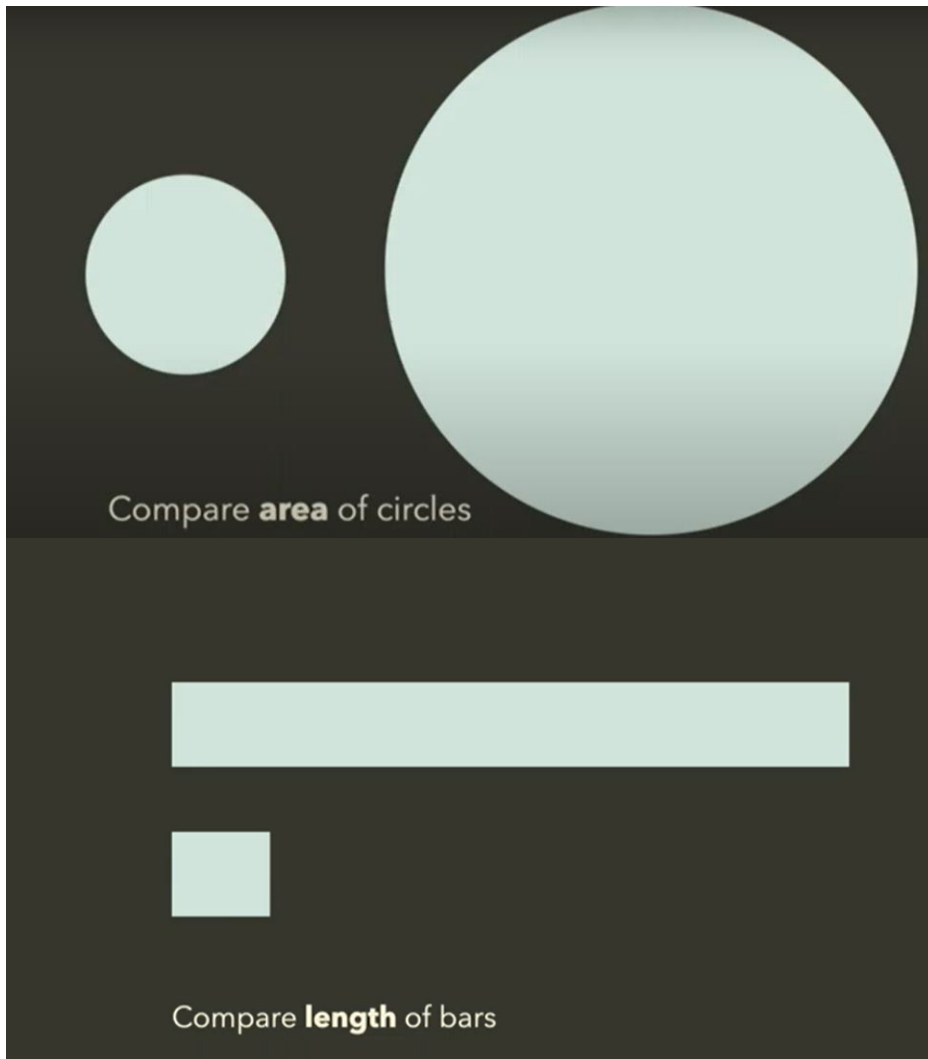


Some visual encodings are better than others...

Visualization is not just “intellectual curiosity, but potentially saves lives, depending on the decisions...” (Heer, 2023)



Some visual encodings are better than others...



How many times is the largest circle larger?

How many times is the largest rectangle larger?

(Heer, 2023)

[Jeff Heer on Augmenting Data Scientists: The Promise and Peril of AI-Assisted Analysis \(youtube.com\)](https://www.youtube.com/watch?v=...)

An exercise in preattentive processing: how many “3”?

69704259347493  
58728294954642  
44396854634235  
6658789376

(Nussbaumer Knaflic, 2015)

The best encodings depend on the user's tasks...

69704259**3**47493  
58728294954642  
44**3**968546**3**42**3**5  
6658789**3**76

C. Nussbaumer Knaflic, Storytelling with Data ,Talks at Google, 2015  
<https://www.youtube.com/watch?v=8EMW7io4rSI>



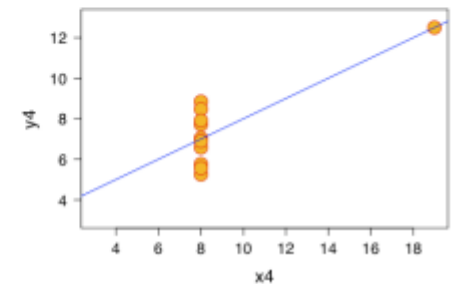
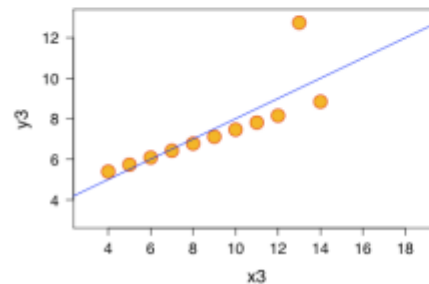
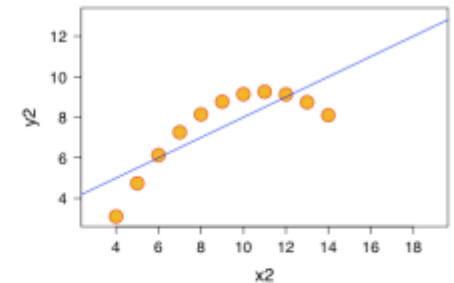
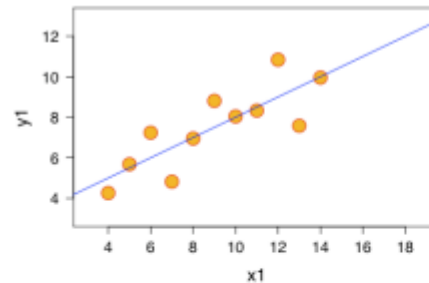
# Why show the data in detail? and not only aggregated parameters

Visualization helps in situations where seeing the dataset structure in detail is better than seeing only a brief summary of it (losing information). (Munzner, 2014)

**Ascombe quartet:** data sets with same simple statistical properties (Tufté, 1983)

Anscombe's Quartet: Raw Data

	I		II		III		IV	
	x	y	x	y	x	y	x	y
	10.0	8.04	10.0	9.14	10.0	7.46	8.0	6.58
	8.0	6.95	8.0	8.14	8.0	6.77	8.0	5.76
	13.0	7.58	13.0	8.74	13.0	12.74	8.0	7.71
	9.0	8.81	9.0	8.77	9.0	7.11	8.0	8.84
	11.0	8.33	11.0	9.26	11.0	7.81	8.0	8.47
	14.0	9.96	14.0	8.10	14.0	8.84	8.0	7.04
	6.0	7.24	6.0	6.13	6.0	6.08	8.0	5.25
	4.0	4.26	4.0	3.10	4.0	5.39	19.0	12.50
	12.0	10.84	12.0	9.13	12.0	8.15	8.0	5.56
	7.0	4.82	7.0	7.26	7.0	6.42	8.0	7.91
	5.0	5.68	5.0	4.74	5.0	5.73	8.0	6.89
mean	9.0	7.5	9.0	7.5	9.0	7.5	9.0	7.5
var.	10.0	3.75	10.0	3.75	10.0	3.75	10.0	3.75
corr.	0.816		0.816		0.816		0.816	





# Outline of the lectures:

## **Data and Information Visualization: Introduction**



### **Information Visualization:**

- Creating a visualization
- Data characteristics
- Representation
- Presentation
- Interaction
- Evaluation

### **Computer graphics:**

- Interactive graphics systems; Primitives and attributes
- Geometric transformations and projections
- Visualization pipeline, visibility, illumination and surface rendering, geometric transformations and projections

Definition

Objectives

History

Applications

Model

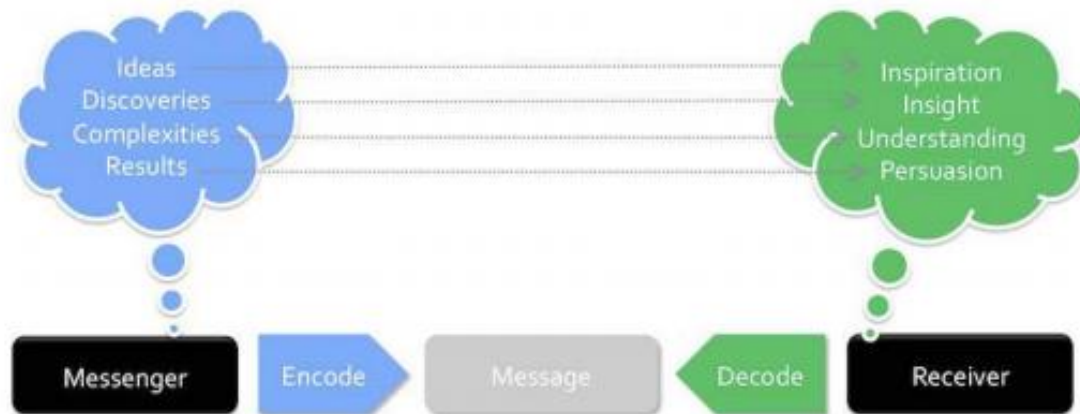
How to obtain and evaluate a Visualization?

# Definition

- Visualization is the process of exploring, transforming and representing data as images (or other sensorial forms) to gain insight into phenomena
- There are several expressions used to designate different areas of Visualization:
  - Scientific Visualization
  - Data Visualization
  - Information Visualization
- The differences among these areas are not completely clear
- Industry uses Data Visualization ...

## Definition (yet another)

- “The representation and presentation of data that exploits our visual perception abilities in order to amplify cognition” *(Kirk, 2012)*

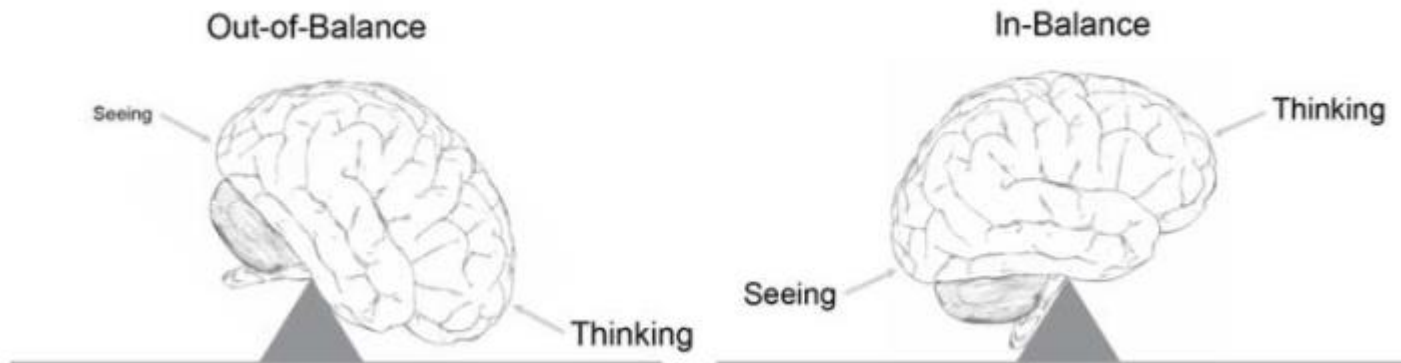


*(Kirk, 2012)*

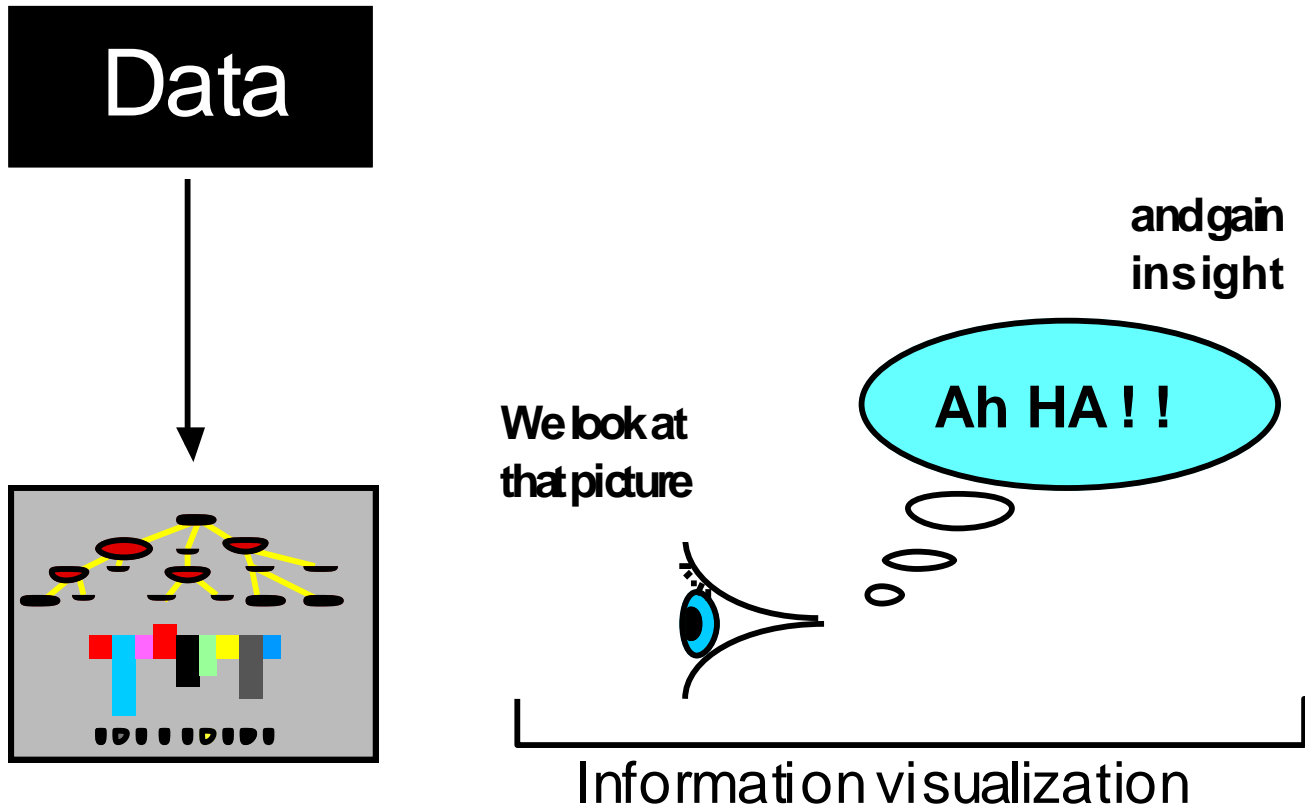
- Visualization is different from Computer Graphics and Image Processing since:
  - 1- it deals mainly with **multi-dimensional data**  
(  $\geq$  3D, time varying)
  - 2- **data transformation** is fundamental  
(may be changed to increase insight)
  - 3- it is essentially **interactive**,  
(including the user in the process of data creation,  
transformation and visualization)
- However, there is some overlap:
  - The output of a visualization process is images
  - In general uses much CG

## Visualization benefits

- Helps us think
- Reduces load on working memory
- Offloads cognition
- Uses the power of human perception



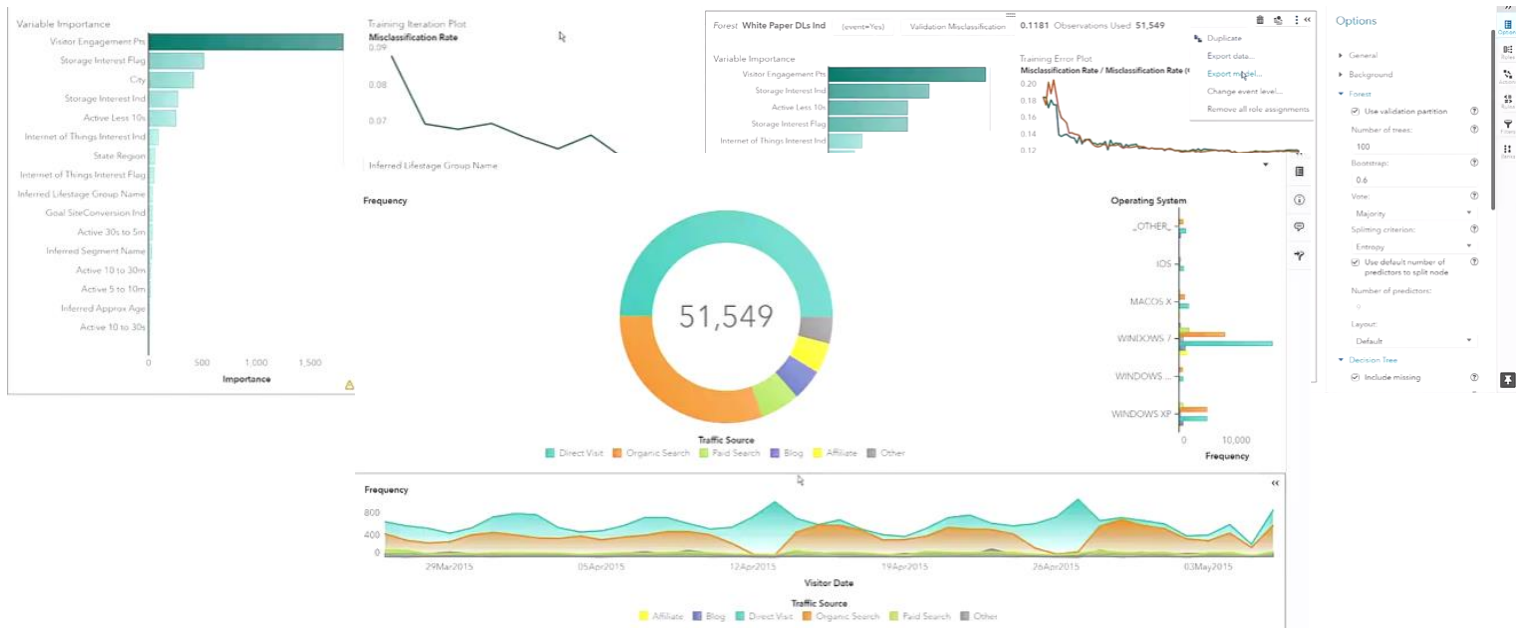
<https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/data-visualization-for-human-perception>



The process of information visualization: graphically encoded data is viewed in order to form a mental model of that data (Spence, 2007)



# Visualization, Visual Data Mining, and related fields



# Visualization and Visual Data Mining

- Visualization is a field of Computing focused on how to **visually explore, transform and represent large amounts of data to gain insight into phenomena**
- **Visual representations take advantage of the human eye's broad bandwidth** pathway into the mind
- **Visual Data Mining uses visualization** in decision support to facilitate data exploration and understanding; it involves
  - Selecting data,
  - Transforming,
  - Representing visually

# Visualization and Visual Data Mining

- Visualization as a scientific field is the process of **exploring, transforming and representing data as images** (or other sensorial forms) **to gain insight into phenomena**
- Visual data mining techniques are of high value in **exploratory data analysis** ([Keim, 2002](#))
- Specially when **little is known about the data** and the exploration **goals are vague**
- Since the **user is directly involved**, shifting and adjusting the exploration goals is automatically done if necessary

- **Main advantages** of visual over automatic data mining techniques (statistics or machine learning):
  - can easily deal with highly inhomogeneous and noisy data
  - is intuitive and requires no understanding of complex mathematical or statistical algorithms or parameters.
- Visual data exploration techniques provide a much higher degree of confidence in the findings of the exploration.
- This makes them indispensable in conjunction with automatic exploration techniques.

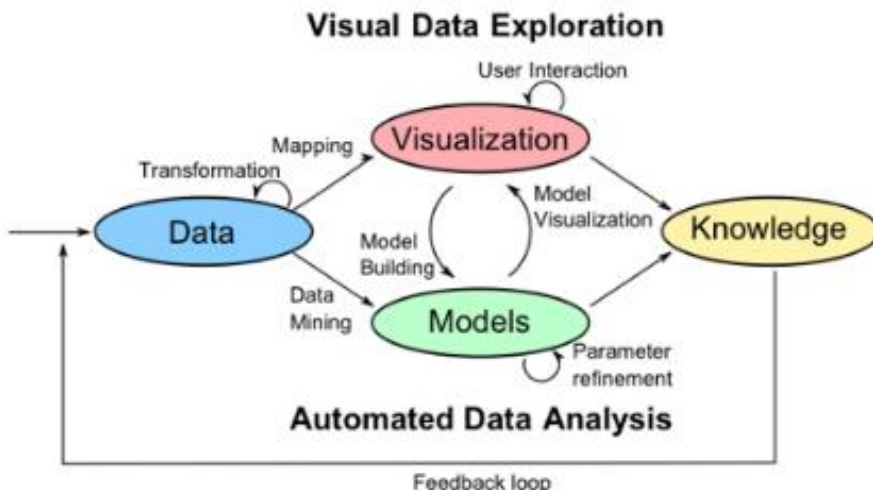
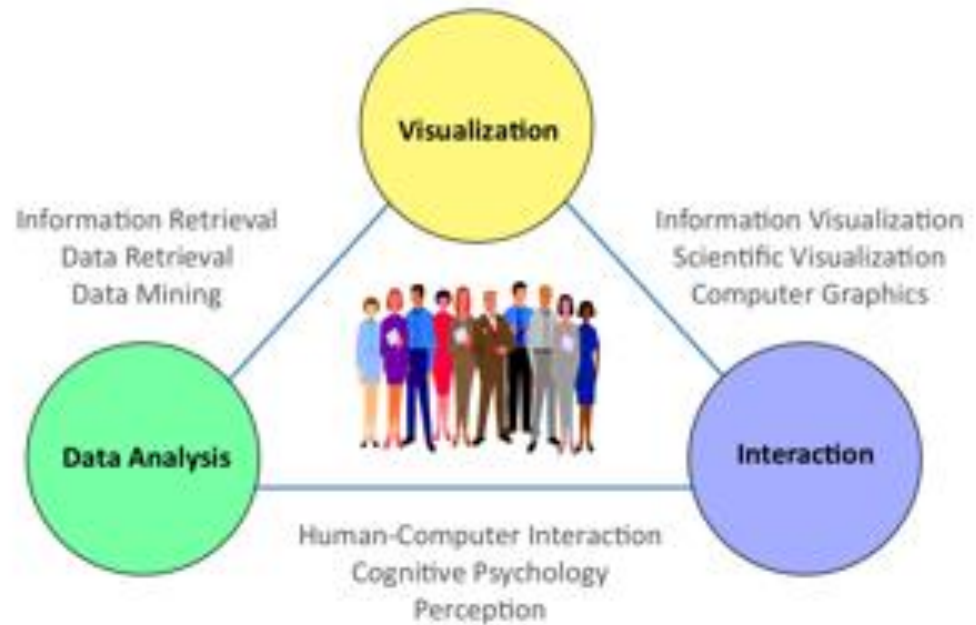
# Visual Analytics

The **science of analytical reasoning supported by interactive visual interfaces.**

“Detect the expected and discover the unexpected”

[Illuminating the Path - The Research and Development Agenda for Visual Analytics](#)

(Thomas and Cook, 2006)

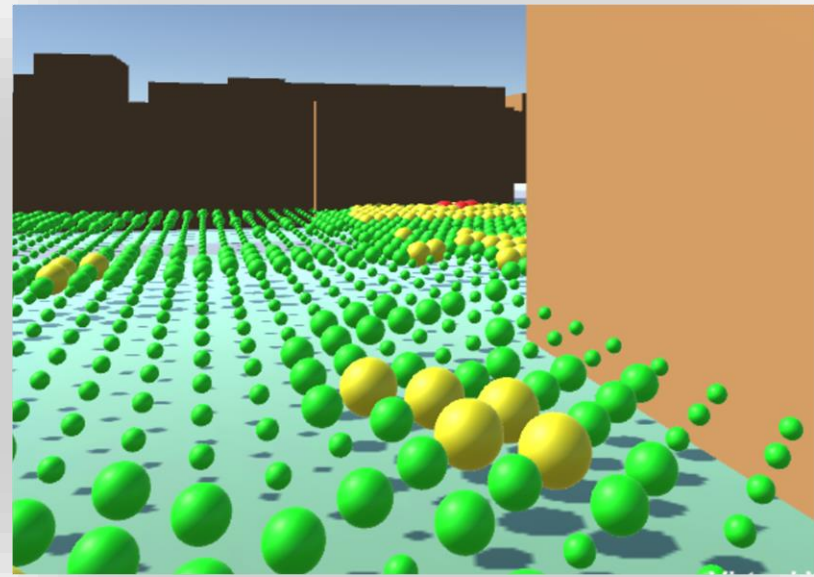


“The Visual Analytics Process **combines automatic and visual analysis methods** with a tight coupling through **human interaction** in order to gain knowledge from data.”

<http://www.visual-analytics.eu/faq/>

# Situated Visualization

Examples in industry and pollution awareness combining Visualization & Augmented Reality





# Immersive Visual Analytics



(Skarbez et al., 2019)

<https://www.frontiersin.org/articles/10.3389/frobt.2019.00082/full>

[Visualization Meets Immersive Computing](#)



# Visualization and Machine Learning

- Information Visualization and Visual Data Mining **leverage the human visual system to provide insight** and understanding of unorganized data
- Machine Learning and Visualization **share a focus on data** and information
- **The main difference is the role of the user** in the data exploration and modeling:
  - Machine Learning -> has as ultimate goal to get read of the user
  - Information Visualization -> allows the user to discover patterns and adjust models (Keim et al., 2012)

[http://drops.dagstuhl.de/opus/volltexte/2012/3506/pdf/dagrep\\_v002\\_i002\\_p058\\_s12081.pdf](http://drops.dagstuhl.de/opus/volltexte/2012/3506/pdf/dagrep_v002_i002_p058_s12081.pdf)

# Interviews with Netflix Data Scientists:

How important is Visualization in your job?

- One of the most critical aspects of being a data scientist is to visualize what you are actually trying to make sense of

...

- it is impossible to build a model unless I understand what the data means
- You may do some boxplots, scatterplots, trend analysis ...
- Domain scientists play a very important role



So if somebody gives me a data set which has a million rows and 10,000 columns.


<https://classroom.udacity.com/courses/ud404/lessons/9239573934/concepts/92387205290923>

## When are Visualization solutions most appropriate?

- to analyze data when people **don't know exactly what questions** they need to ask in advance
- for long-term use, where a **human intends to stay in the loop indefinitely** (e.g. in scientific discovery, medical diagnosis)
- for long-term use to **monitor a system**, so that people can take action if they spot unreasonable behavior (e.g. in stock market)
- for transitional use where the goal is to “**work itself out of a job**”, by helping the designers of future purely computational solutions, etc.

# Visualization in the Data Science Process

Information Visualization may be useful in several stages:

- Exploring the data
- Selecting the automatic models to use
- Monitoring the performance of the models
- Detecting when they need to be updated
- Explaining the models  XAI – Explainable AI:  
recent active trend in AI
- Analyzing the results ...

## Brief history

- The usefulness of graphical representations of large amounts of data has been recognized long ago:

XVIII e XIX centuries- use of graphics in statistics and science:

W. Playfair, C. J. Minard

XX century- J. Bertin, E. Tufte

- The use of the computer made Visualization a more practicable discipline:

1987 - Identification of Visualization as an autonomous discipline

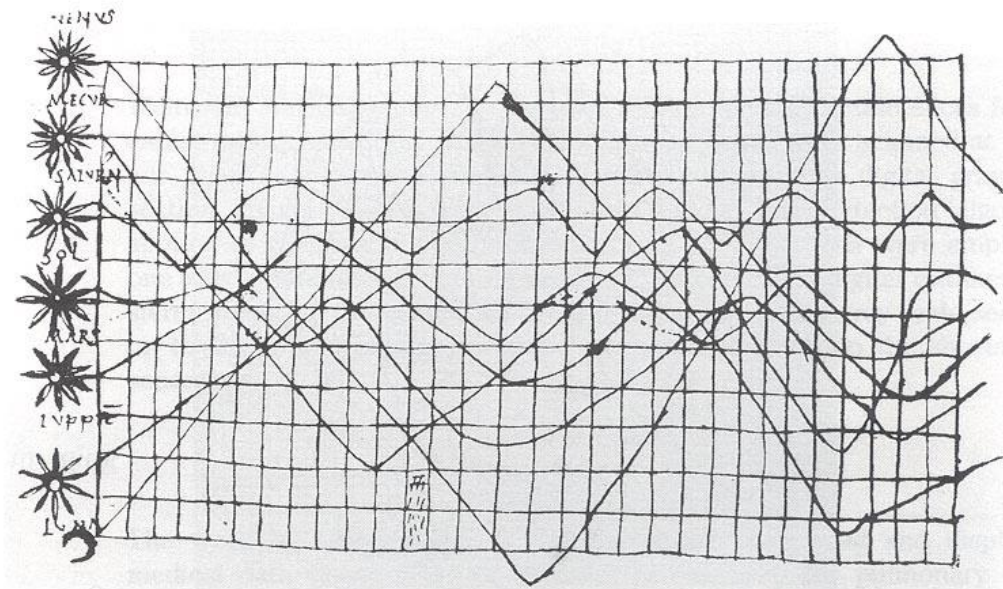
*Visualization in Scientific Computing*  
(McCormick, de Fanti and Brown – 1987)

# Brief history

- Plenty of Visualization examples of the “pre-computer age”:
  - Inclination of planetary orbits – Xth century
  - Import/ export (Playfair) – XVIIIth century
  - Magnetic declination (Halley) – XVIIIth century
  - Russia campaign of Napoleon (Minard) –XIXth century
  - Cholera out-brake in London (Dr. Snow) – XIXth century

# “Pre-computer” Visualization:

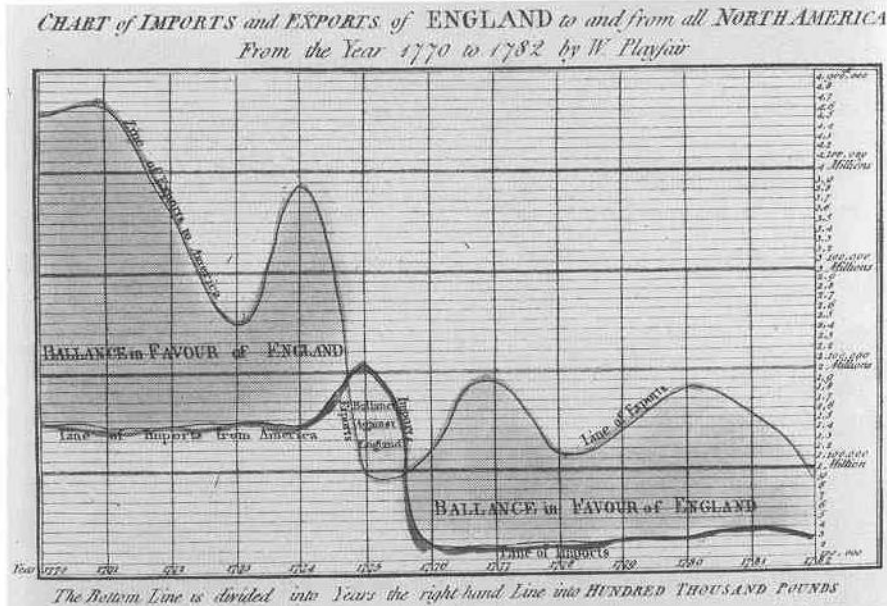
One of the oldest known Visualizations



*Inclination of orbits along the time - Xth century (Tufte, 1983)*

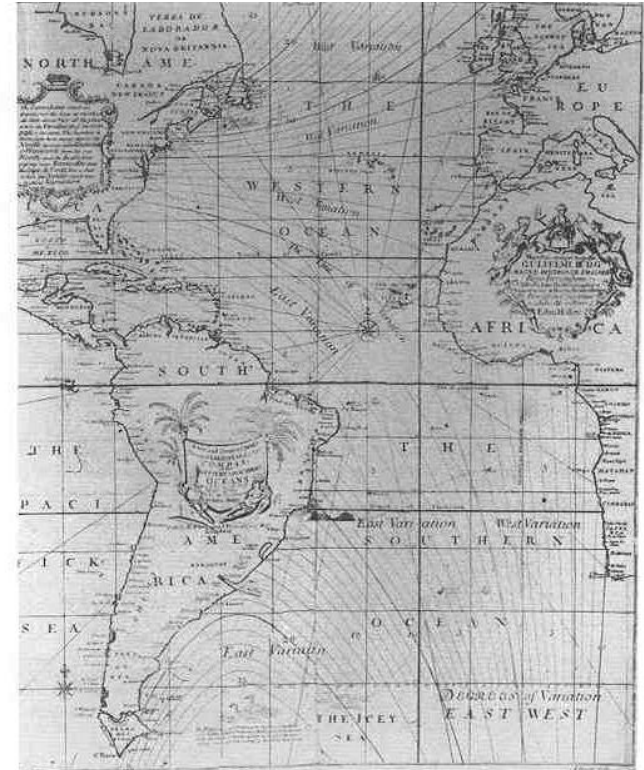


One of the first Visualizations used in “business”



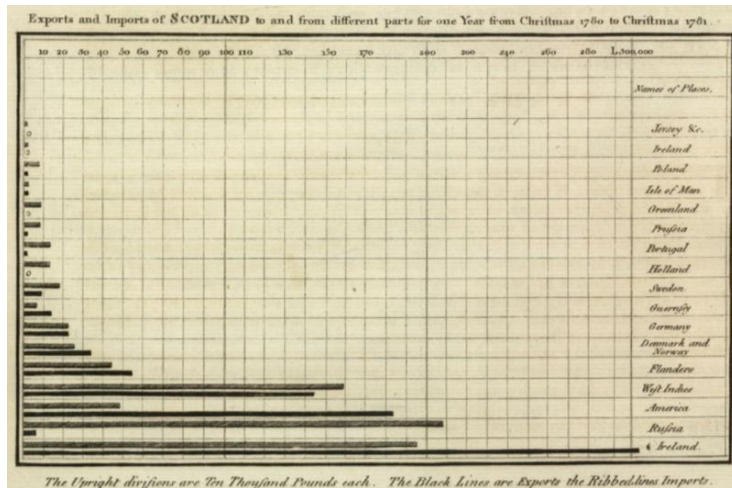
*Import/export during the period from 1770 to 1782  
by William Playfair (Tufte, 1983)*

One of the first visualizations using contours (isolines)



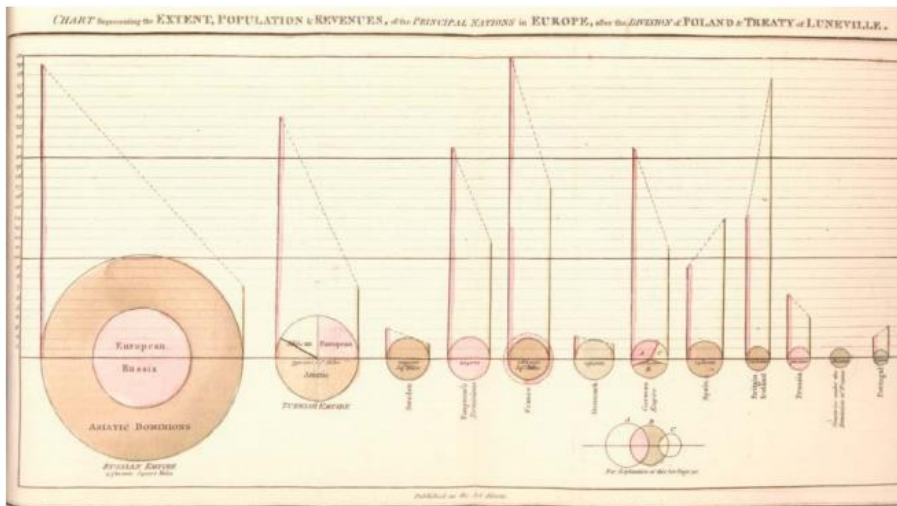
*Magnetic declination 1701  
Edmund Halley (Tufte, 1983)*

# “Ancestors” of simple representations of univariate data

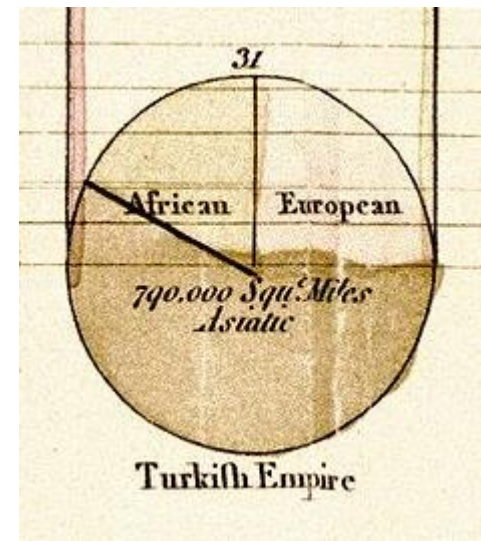


Exports and Imports of Scotland to and from different parts for one Year from Christmas 1760 to Christmas 1761  
W. Playfair's *The Commercial and Political Atlas*, 1871

[https://en.wikipedia.org/wiki/William\\_Playfair](https://en.wikipedia.org/wiki/William_Playfair)

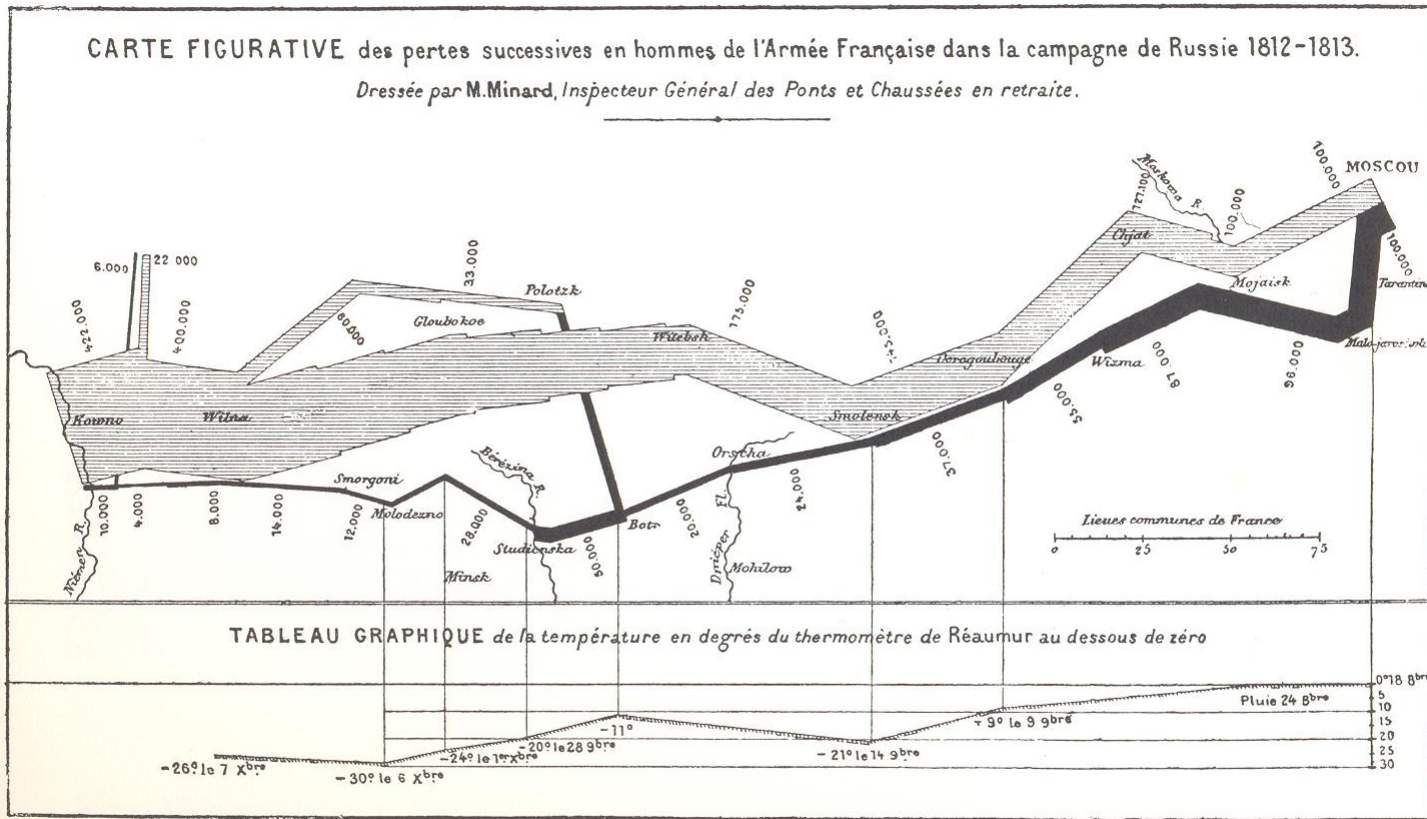


W. Playfair, *Statistical Breviary*, 1801



# Multidimensional Visualization

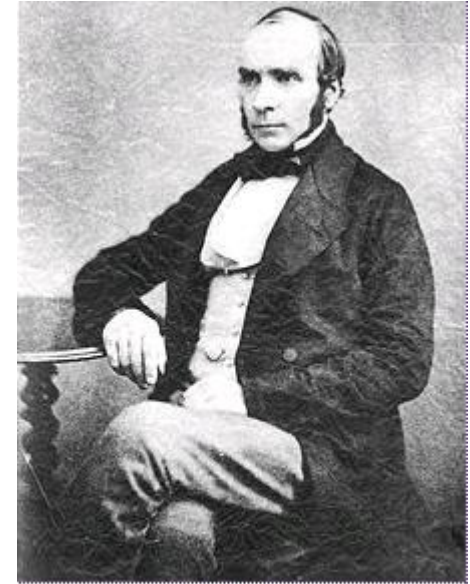
6 dimensions: place (2), n. of men and direction of the army, date, temperature



Russia campaign of Napoleon 1812 by Charles Minard (Tufte, 1983)



# Visualization in scientific discovery



Dr. John Snow



*Discovering the cause of the London cholera outbreak, 1853-54*  
([Wikipedia](#))

# Data and Information Visualization

- In general:

**Data (scientific) Visualization (DV)** - Data having an inherent spatial structure

(e.g., CAT, MR, geophysical, meteorological, fluid dynamics data)

**Information Visualization (IV)** – “Abstract” data not having an inherent spatial structure (tabular data)

(e.g., stock exchange , S/W, Web usage patterns, text)

- These designations may be misleading; both DV and IV start with (raw) data and allow to extract information
- Borders between these areas are not well defined ...

# IEEE Visualization: evolution of names in a major conference ....

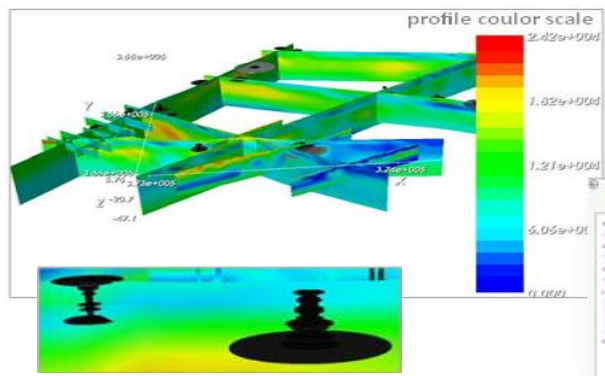
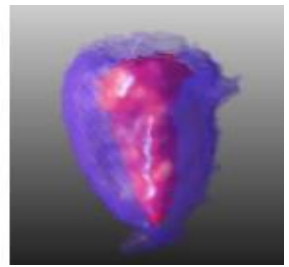
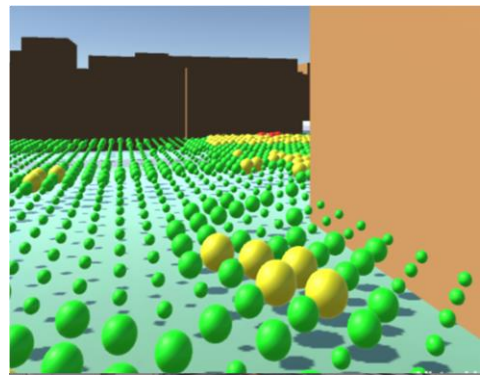
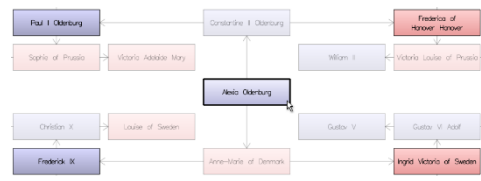
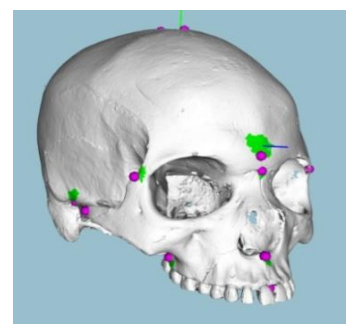
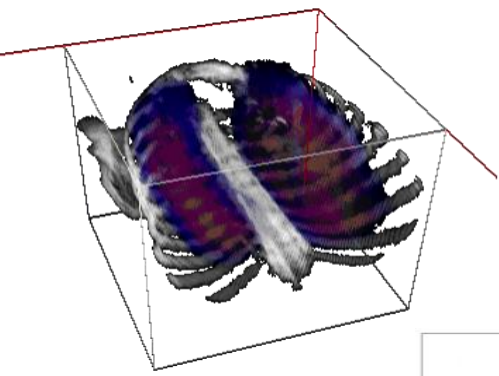
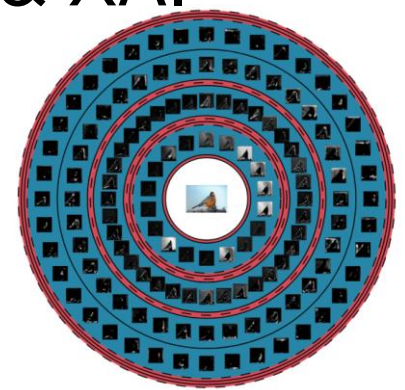
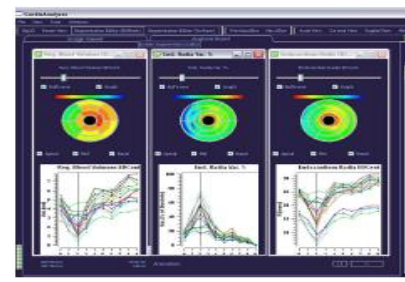
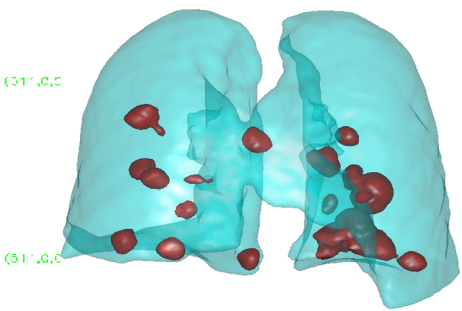
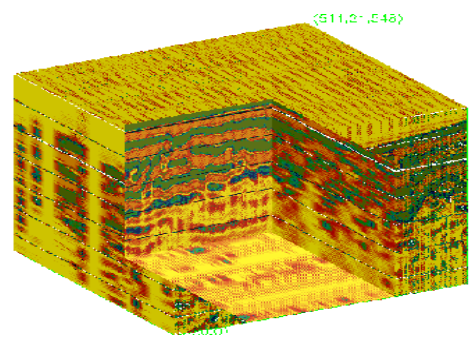
- Vis -> SciVis ~2015



T. Dang , H.N. Nguyen, and V. Pham, WordStream: Interactive Visualization for Topic Evolution EUROVIS 2019



# Our works: from Sci Vis to InfoVis to Sit Vis & XAI



1995

2024



# Applications of Scientific Visualization

- **Scientific Visualization** is currently used in many scientific areas:
  - Medicine
  - Meteorology, climatology, oceanography
  - Fluid dynamics
  - Cosmology
  - etc., etc.
- Let us see some examples ...
- Can you think of an area where data visualization cannot be applied?



# Medicine

(education)

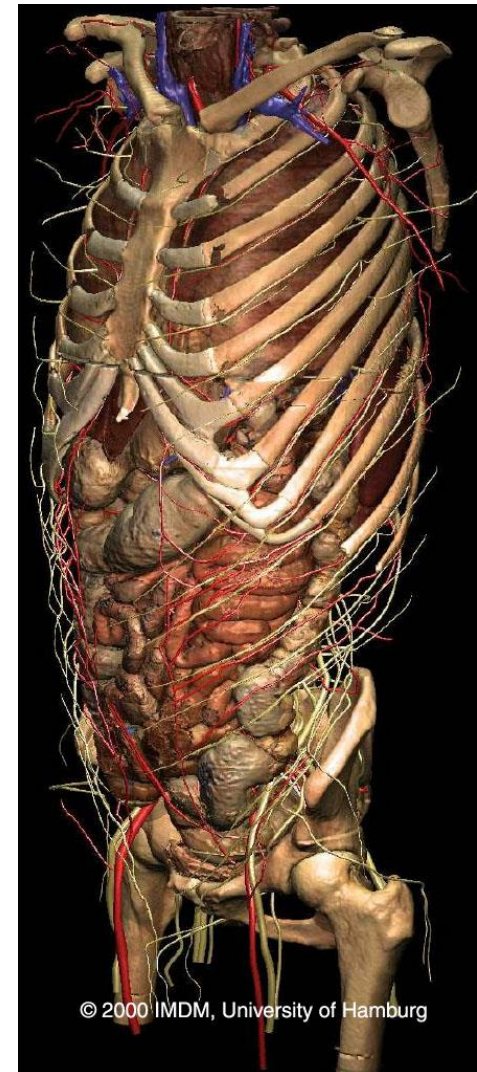
- Human anatomy
- using volume rendering
- VOXELman (University of Hamburg)
- Visible Human project (National Library of Medicine-USA)

<https://www.visiblebody.com/>

[http://www.voxel-man.de/3d-navigator/inner\\_organs/](http://www.voxel-man.de/3d-navigator/inner_organs/)

[http://www.nlm.nih.gov/research/visible/visible\\_human.html](http://www.nlm.nih.gov/research/visible/visible_human.html)

<https://www.nlm.nih.gov/research/visible/applications.html>

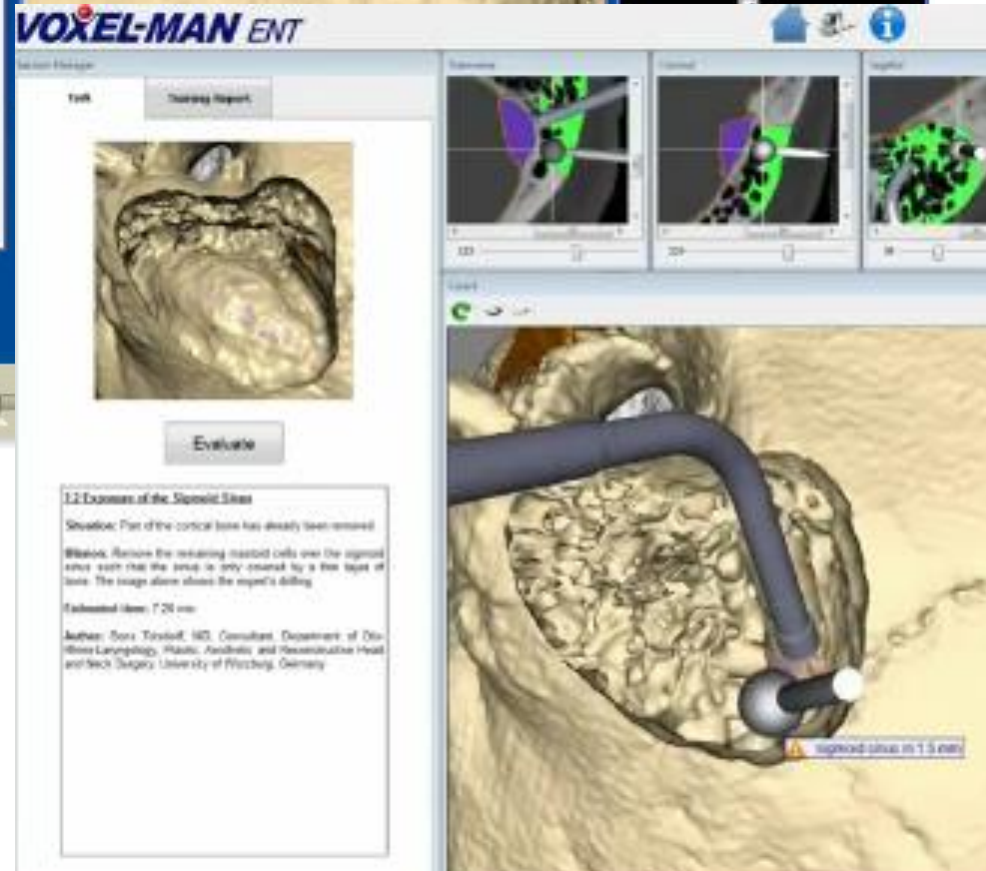
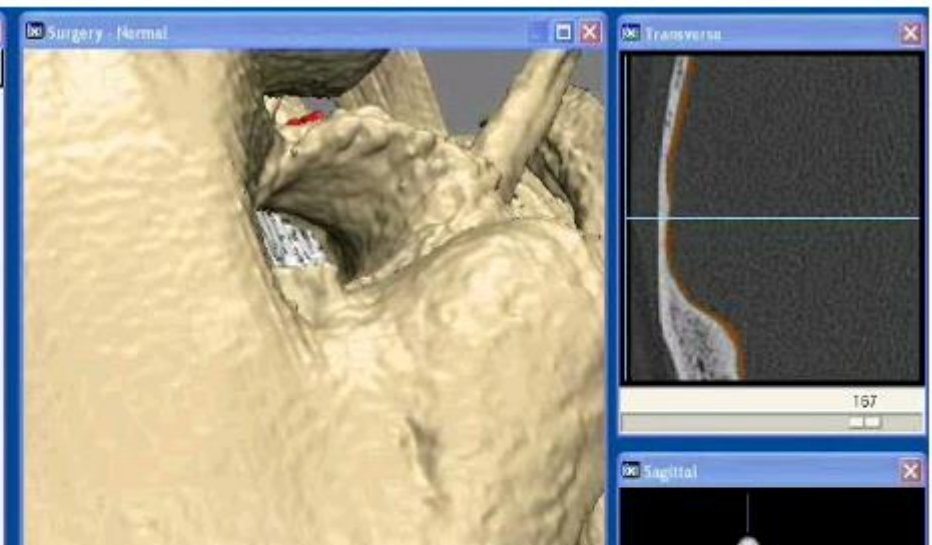
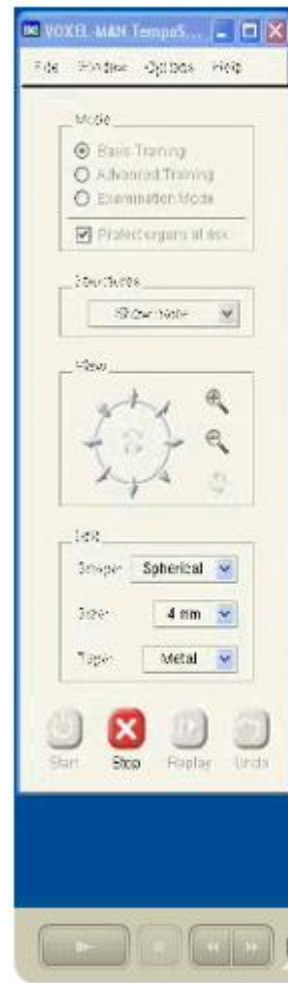


# Medicine

(e.g. surgery training)

VOXELman,  
University of Hamburg

- Temporal bone surgery
- Movement of the drill is controlled with a force feedback device



<https://www.voxel-man.com/simulators/tempo/>

<https://www.voxel-man.com/simulators/dental/>

Combining imaging from MRIs, CT scans and angiograms to create a three-dimensional model that physicians and patients can see and manipulate — just like a virtual reality game – Stanford Medicine



<https://medicalgiving.stanford.edu/news/virtual-reality-system-helps-surgeons-reassures-patients.html>

<https://www.statnews.com/2019/08/16/virtual-reality-improve-surgeon-training/>



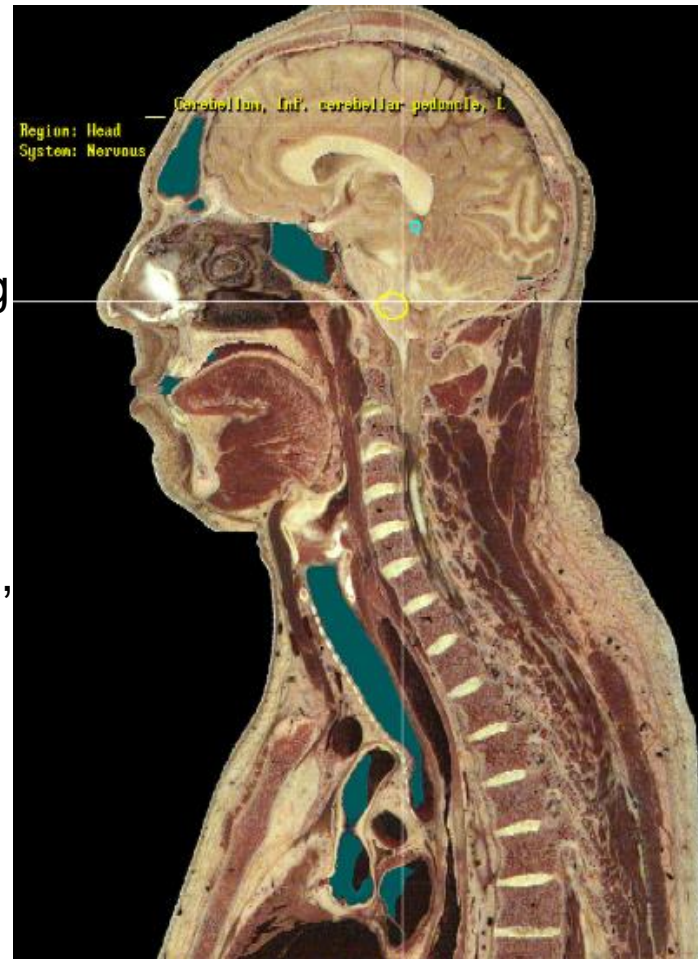
# An example of Scientific Visualization: The visible Human Project (1994,1995)

The data sets were designed to serve as  
(1) a reference for the study of human anatomy,  
(2) public-domain data for testing medical imaging algorithms,  
(3) a test bed and model for the construction of network-accessible image libraries.

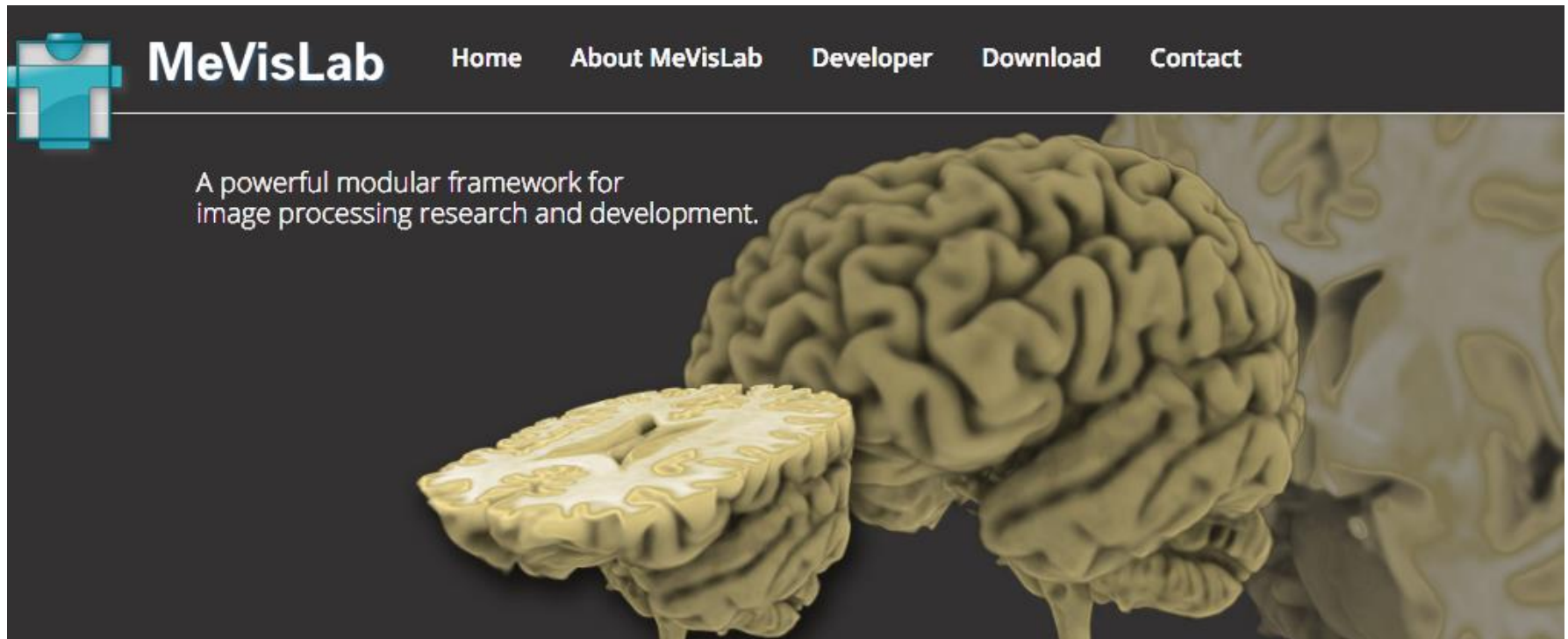
Have been applied to a wide range of educational, diagnostic, treatment planning, virtual reality, artistic, mathematical, and industrial uses.

About 4,000 licensees from 66 countries

**As of 2019, a license is no longer required to access the VHP datasets.**



# Medical Imaging



<https://www.mevislab.de/>

[http://www.nlm.nih.gov/research/visible/visible\\_human.html](http://www.nlm.nih.gov/research/visible/visible_human.html)

<https://www.nlm.nih.gov/research/visible/applications.html>

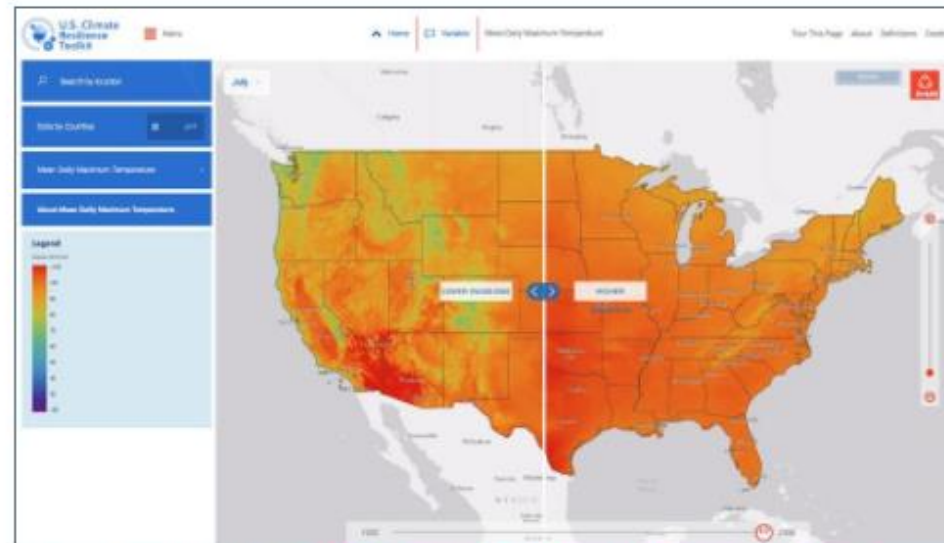
## Example in Climate research (by NOAA)

- The Climate Explorer offers graphs, maps, and data of observed and projected temperature, precipitation, and related climate variables for every county in the contiguous US

- The tool shows projected conditions for two possible futures:
  - one in which humans make a moderate attempt to reduce global emissions of heat-trapping gases,
  - one in which we go on conducting business as usual.



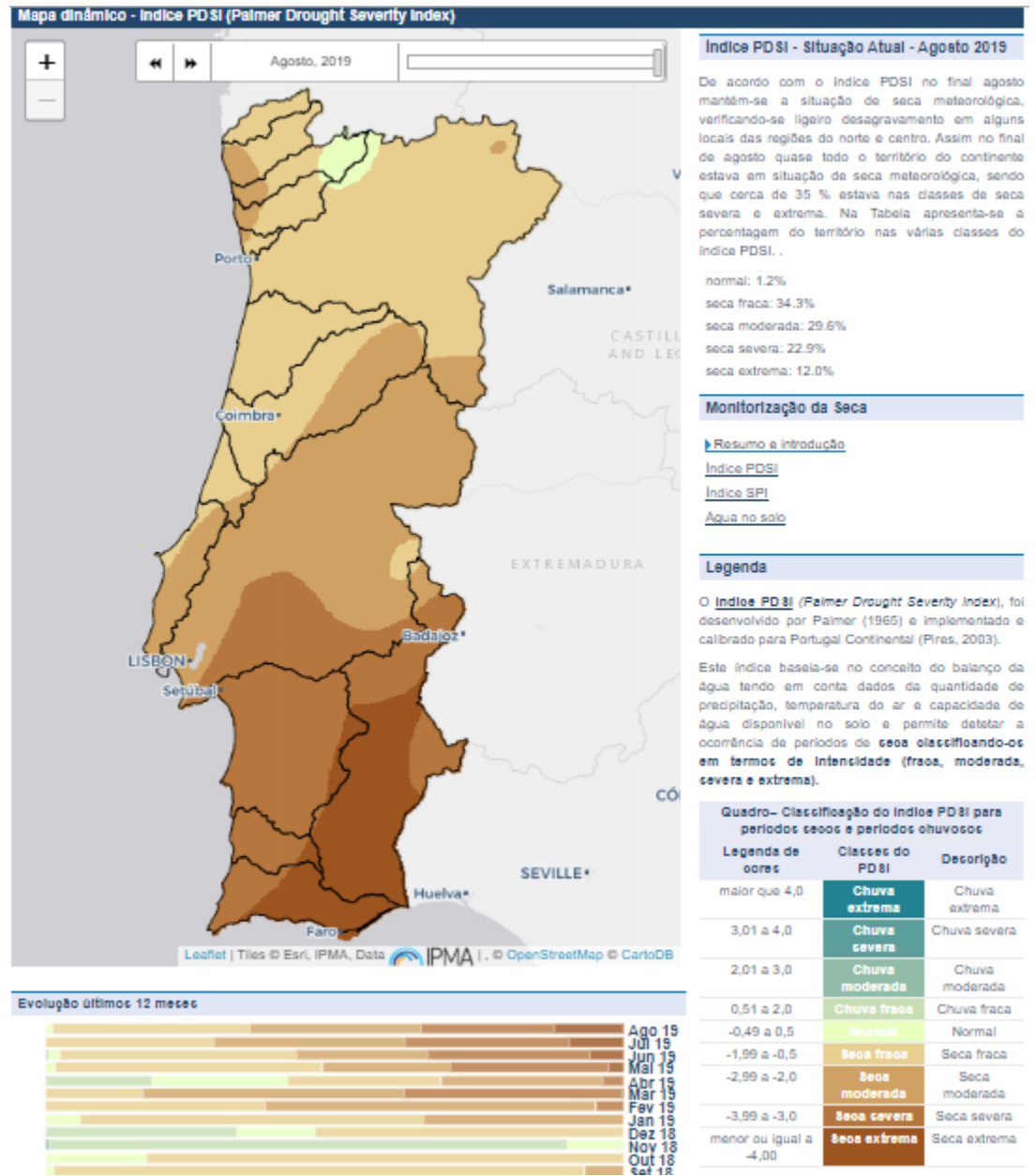
<https://www.climate.gov/maps-data/primer/visualizing-climate-data>



View by Variable interface. [View Maximum Daily Temperature variable in Climate Explorer.](#)

<https://toolkit.climate.gov/tools/climate-explorer>

# Example in Climate monitoring: Drought Severity Index (by IPMA)

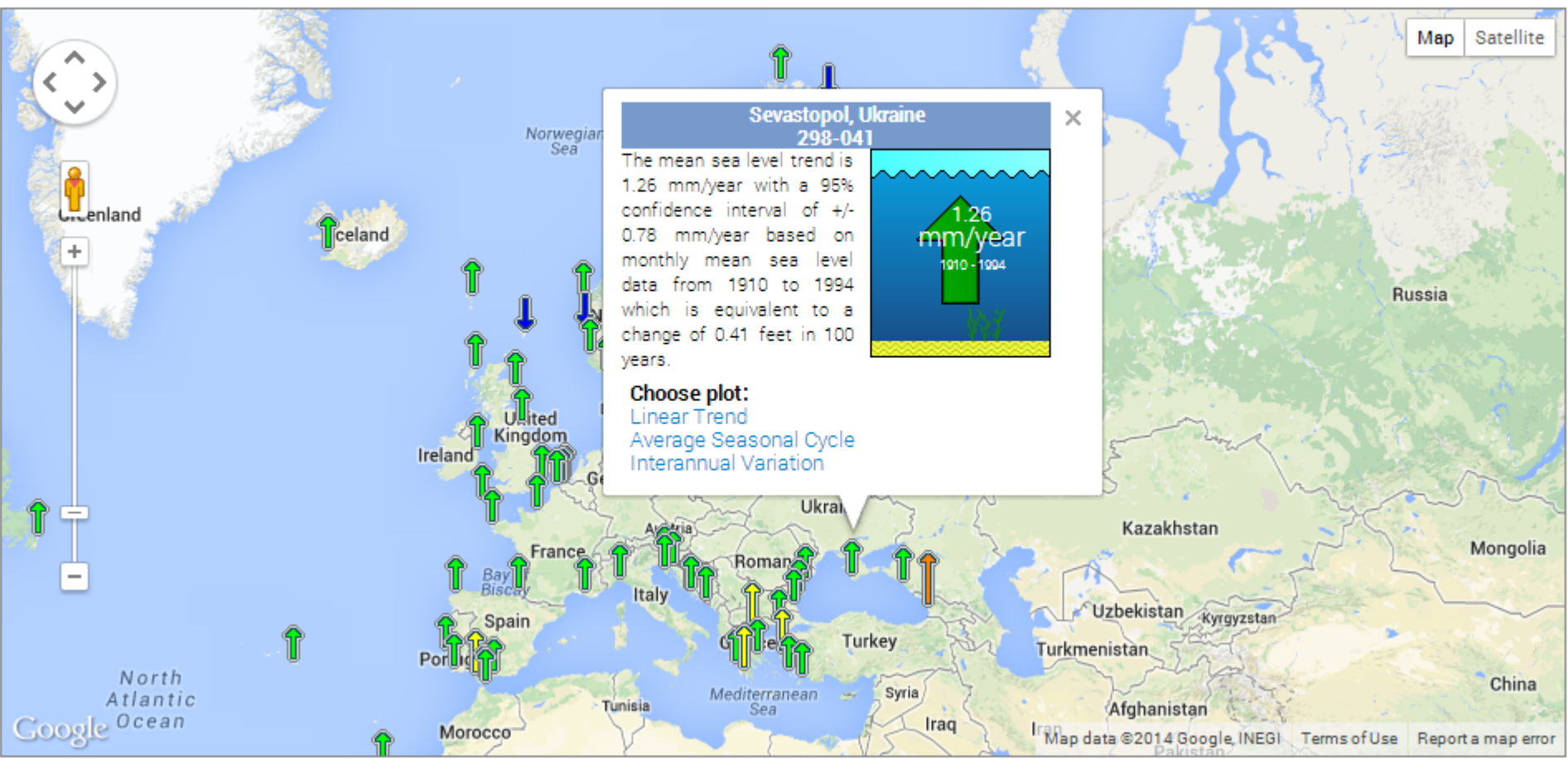




# Sea Level Trends

- East Coast
- West Coast
- Gulf Coast
- Alaska
- Hawaii
- Global

[View in Google Earth](#)



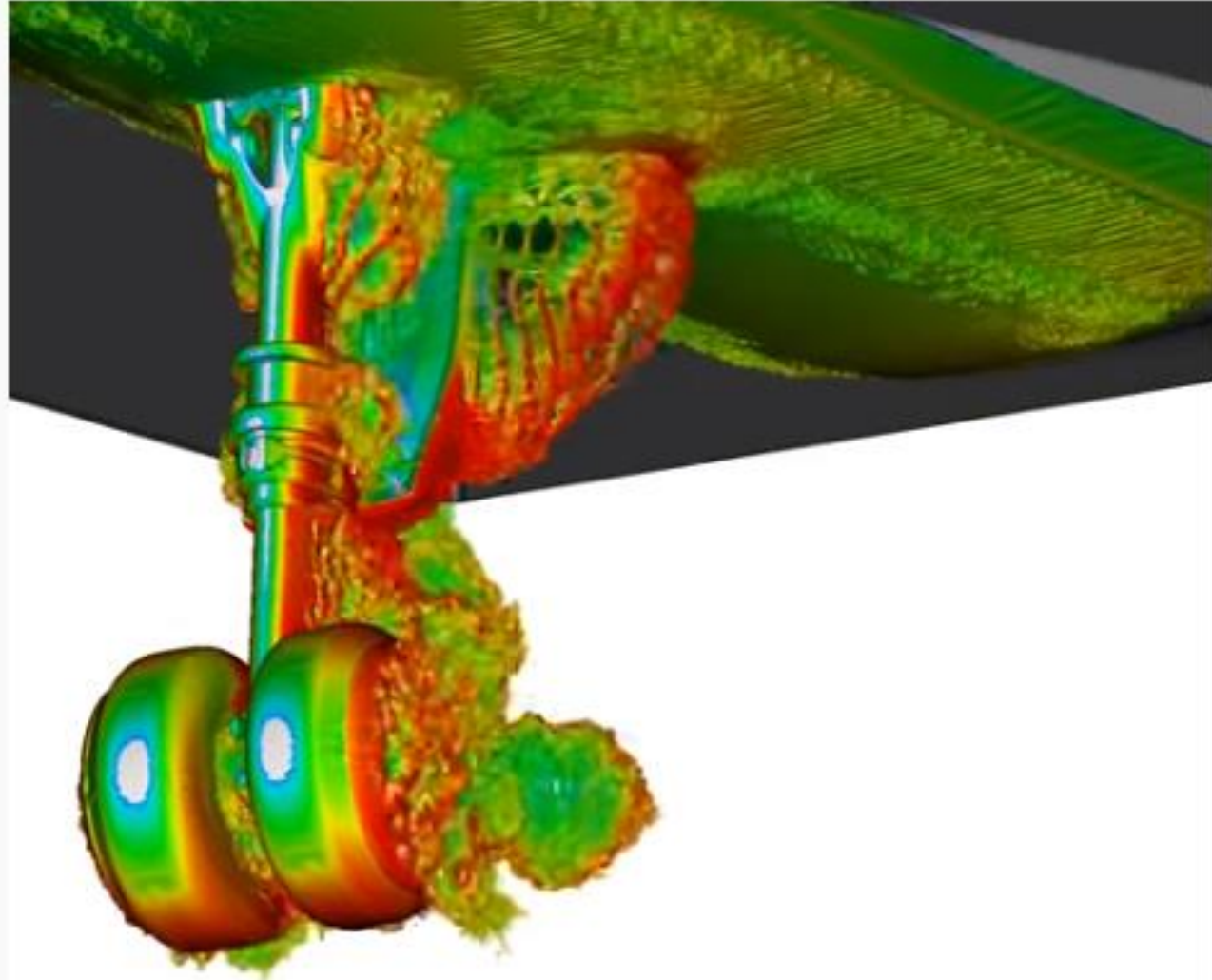
The map above illustrates regional trends in sea level, with arrows representing the direction and magnitude of change. Click on an arrow to access additional information about that station.

<https://tidesandcurrents.noaa.gov/sltrends/regionalcomparison.html?region=GNEATL>



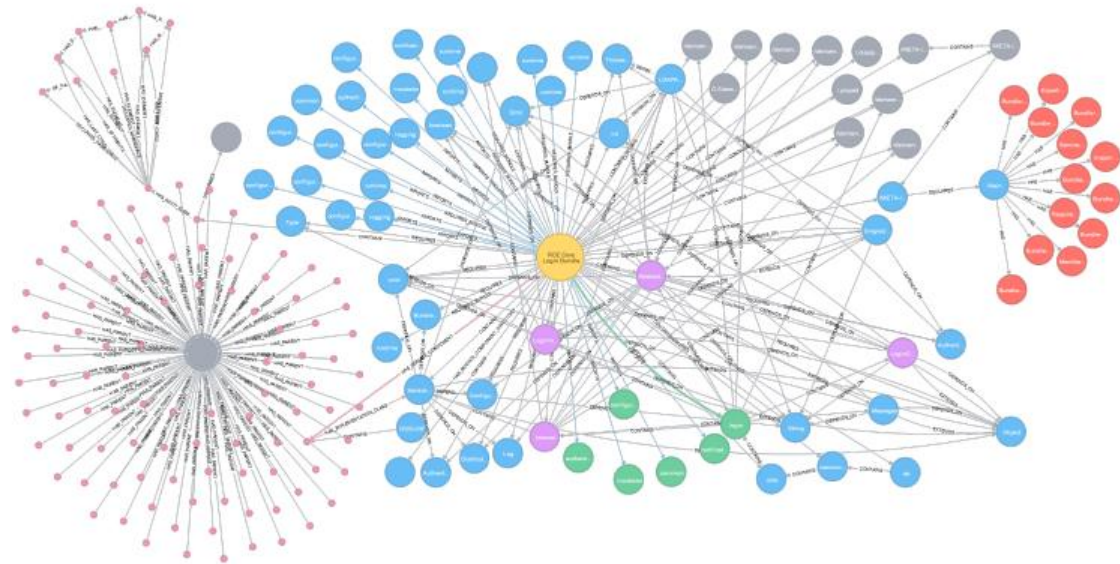
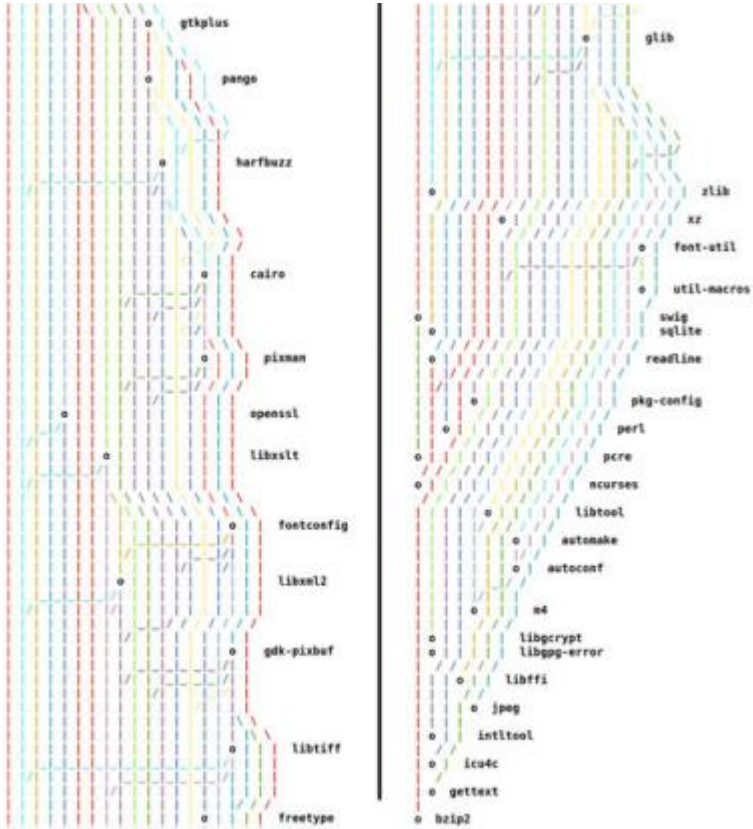
# Example of fluid mechanics visualization

NASA/Boeing CFD  
visualization of  
vortices responsible  
for the noise created  
by the 777's noise  
landing



<https://www.youtube.com/watch?v=F9EFx7aQuhw>

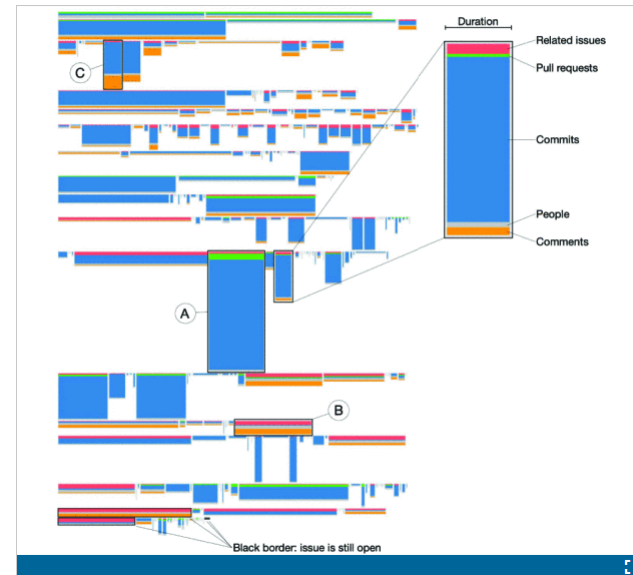
# Software visualization



<https://ieeexplore.ieee.org/document/8742198>

git-style package dependency graph of dia (also shown in Fig. 1). The freetype node has been duplicated to show alignment between the two halves.

<https://ieeexplore.ieee.org/document/8419271>



<https://ieeexplore.ieee.org/document/9604892>

# Algorithm visualization

- Beyond mathematical and empirical analyses of algorithms

<https://visualgo.net/en>

**Algorithm Visualizer**

Algorithm Visualizer is an interactive online platform that visualizes algorithms from code.

contributors **23** license **MIT**

Learning an algorithm gets much easier with visualizing it. Don't get what we mean? Check it out:

[algorithm-visualizer.org](https://algorithm-visualizer.org)

```
1 import { ArrayTracer, ChartTracer, LogTracer, Randomize } from 'algorithm-visualizer';
2
3 const chart = new ChartTracer();
4 const tracer = new ArrayTracer().chart(chart);
5 const tracer = new LogTracer();
6 const R = new Randomize.Array(100, 'create');
7 tracer.set(0).delay(0);
8
9
10
11 function partition(a, low, high) {
12   let i;
13   let j;
14   let a1;
15   while (high > low) {
16     i = low;
17     j = high;
18     while (i < j) {
19       tracer.select(a[i], a[j], a[low], a[high]);
20       while (a[i] < a[j]) {
21         tracer.select(i).delay(0);
22         tracer.select(j).delay(0);
23         tracer.swap(i, j);
24         i++;
25         j--;
26       }
27     }
28     tracer.swap(i, j);
29     tracer.select(a[i], a[j], a[low], a[high]);
30     tracer.select(i).delay(0);
31     tracer.select(j).delay(0);
32     i++;
33   }
34   return i;
35 }
36
37 R(1);
38 tracer.patch(1, 0).delay(0);
39 tracer.swap(1, 0);
40 partition(a, low, 0);
41 low = i + 1;
42 }
43
44 }
45
46 function quicksort(a) {
47   if (a.length <= 1) return a;
48   const pivot = a[0];
49   const less = [];
50   const more = [];
51   for (let i = 1; i < a.length; i++) {
52     if (a[i] < pivot) less.push(a[i]);
53     else more.push(a[i]);
54   }
55   return [...quicksort(less), pivot, ...quicksort(more)];
56 }
```

**Sorting** Training

array algorithm bubble select

**Bitmask** Training

bit manipulation set cs3233 array

**Hash Table** Training

open addressing linear quadratic

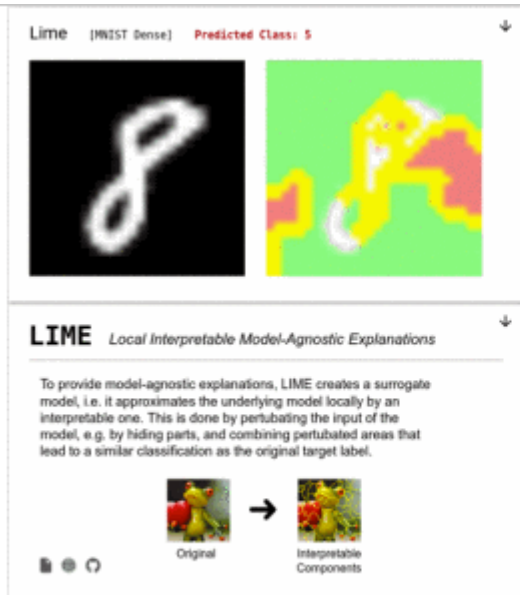
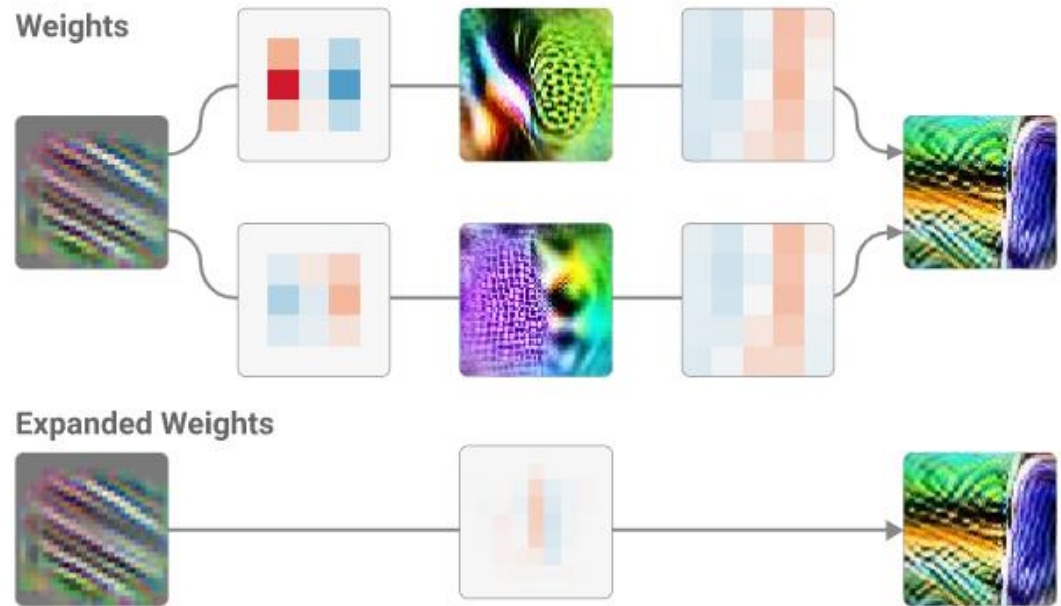
**Binary Search Tree** Training

adelson velskii landis set table avl

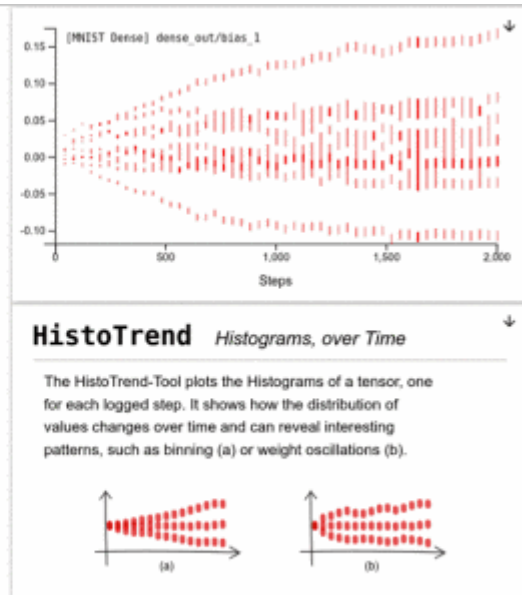
<https://algorithm-visualizer.org/>

# Machine Learning visualization

- To help understand the “inner workings” of neural networks and other AI methods



(a) LIME (high-abstraction explainer)



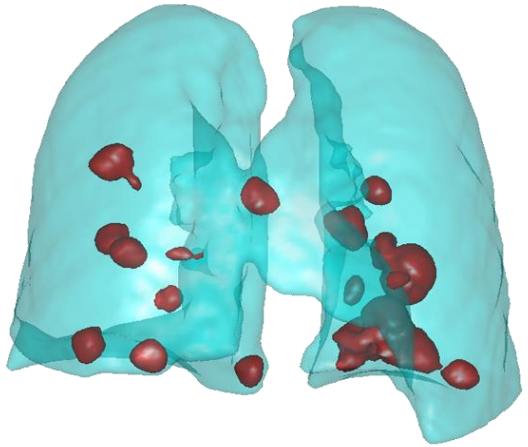
(b) HistoTrend (low-abstraction explainer)

<https://distill.pub/2020/circuits/visualizing-weights/>

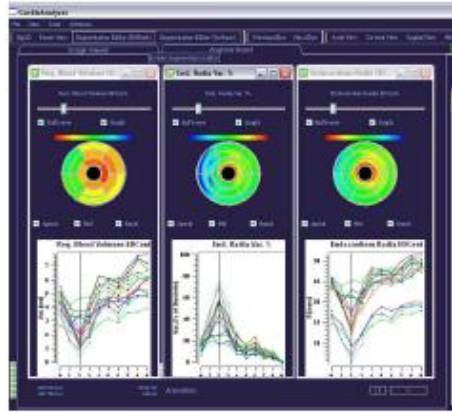
<https://ieeexplore.ieee.org/document/8807299>



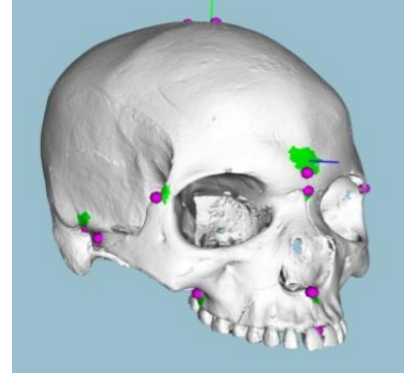
# Scientific Visualization (examples "made in UA")



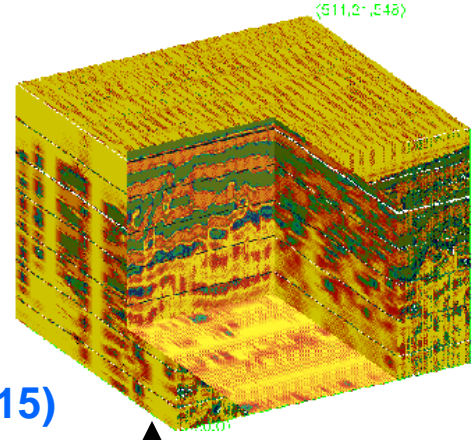
Tomography (2004) ↑



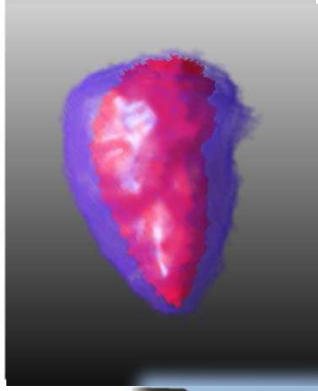
↑ Tomography (2011)



↑ Laser scanner (2015)

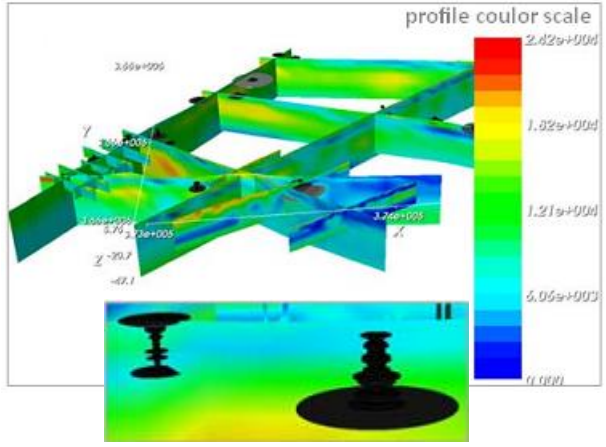
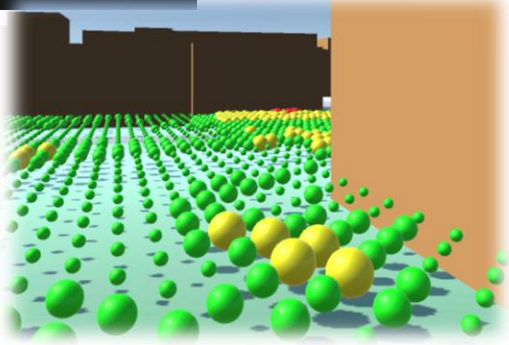


Ground ↑ Penetrating Radar (1999)



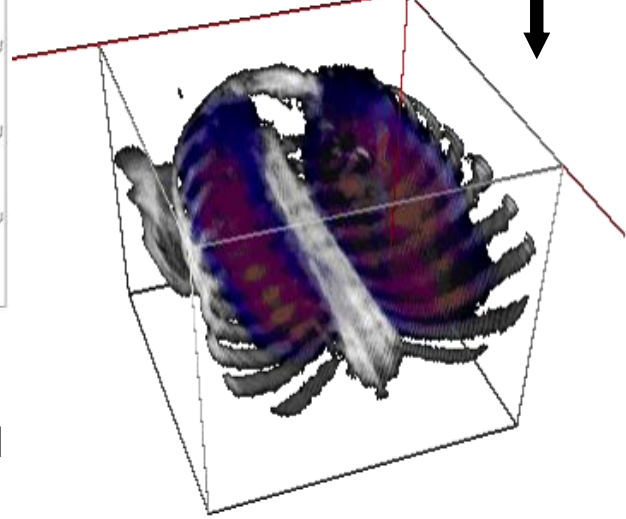
Tomography ← (2008)

Pollution (2022) ↓

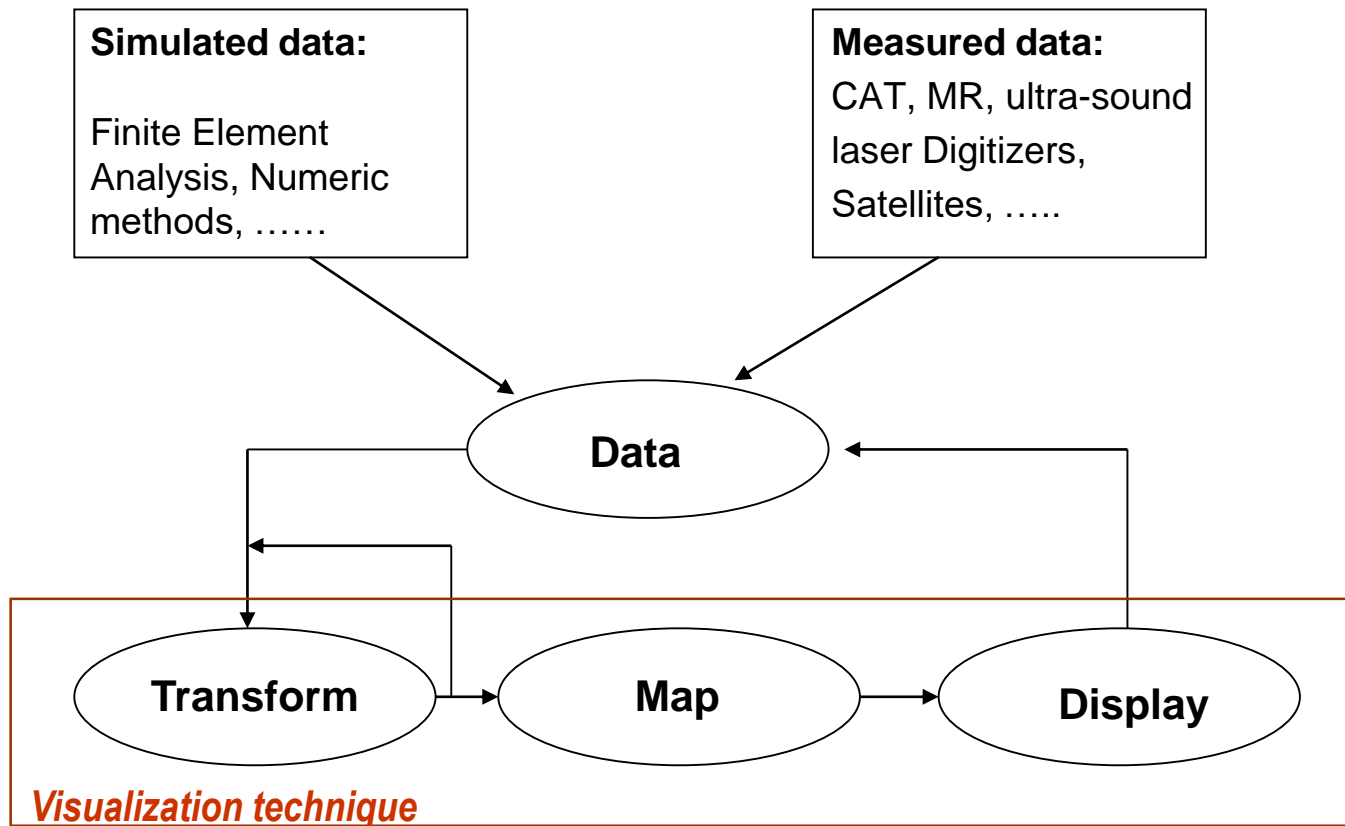


↑ Electrical and mechanical ground resistivity (2010)

Tomography and SPECT (1996) ↓



# Scientific Visualization reference model

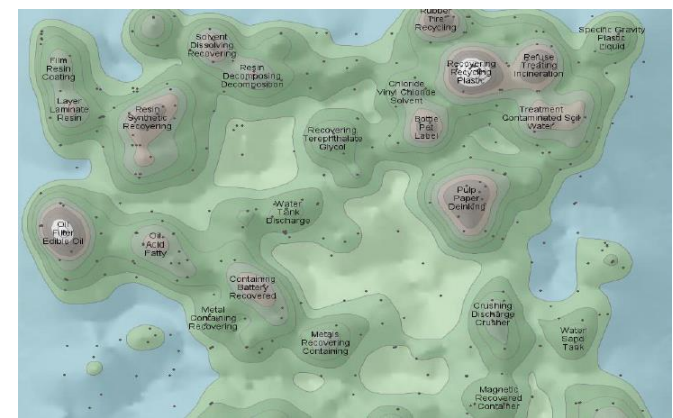


(adapted from Schroeder et al., 2006)

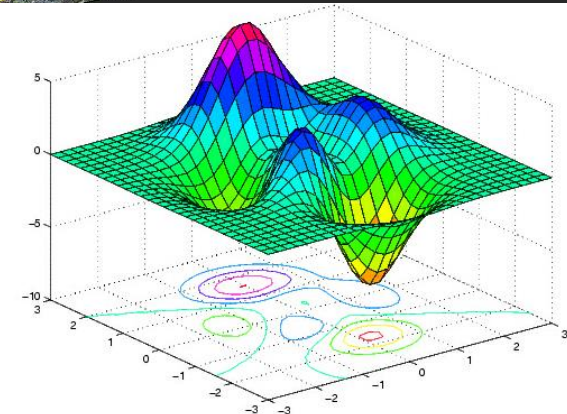
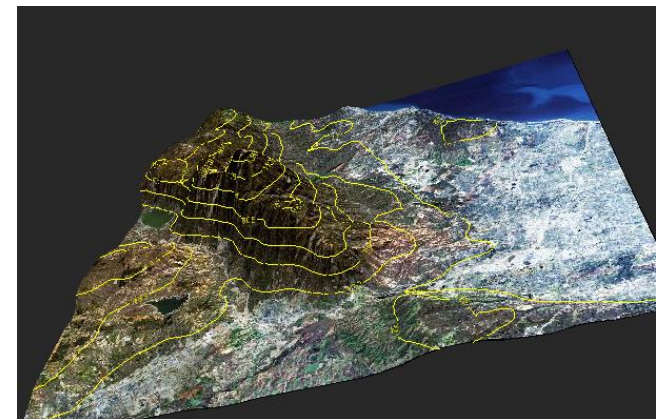
**Adequate data pre-processing is vital!**

In this course we will not address in detail this phase;  
we assume it is tackled in other courses

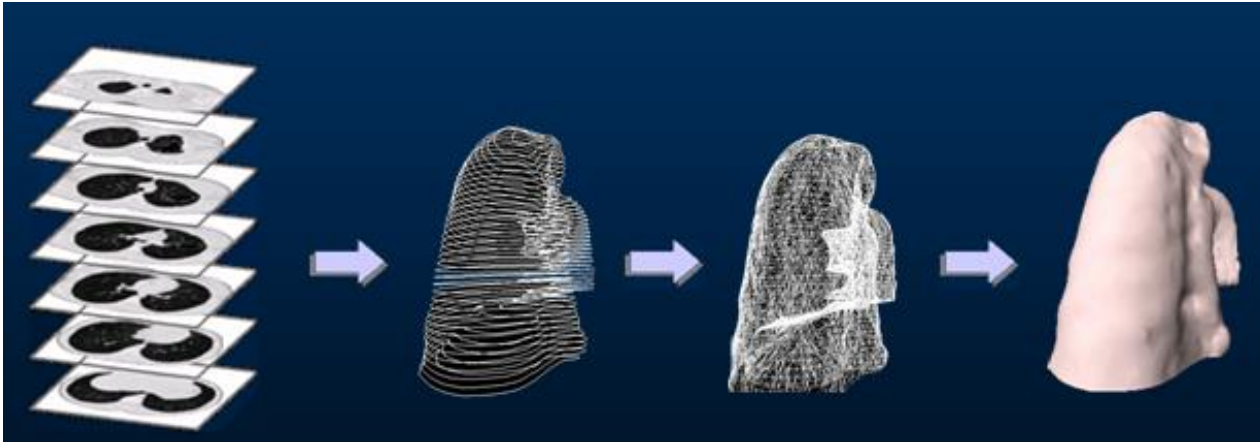
- The choice of the **right mapping is fundamental**, and is particularly difficult in InfoVis
- It's generally easier in Data Visualization, since the data are inherently spatial
- Consider terrain altitude data, sea depth or values of a function:
  - **different mappings** or abstract visualization objects can be used, e.g.
    - contours (iso-lines)
    - pseudo-color
    - three-dimensional surface



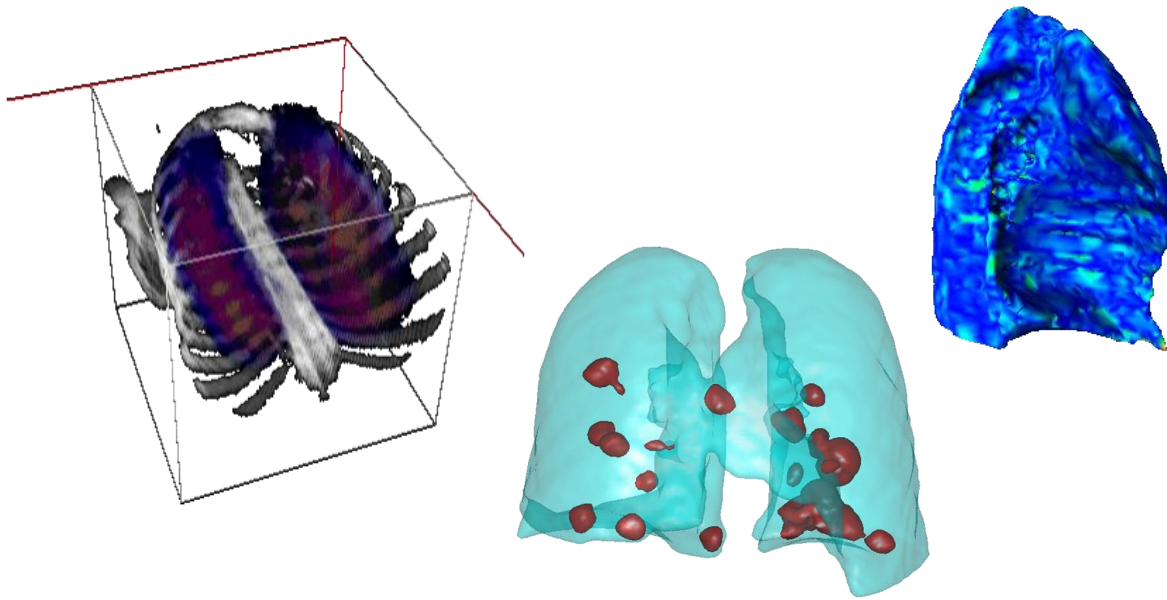
Patent landscape (*Cheng, 2003*)  
<http://www.ipo.gov.uk/informatic-recycleseparate.pdf>



- E.g. medical data visualization, visualizations tend to be “literal” and thus the mapping phase does not vary as much as in other applications



- however, there are some possibility of variation



- In Visualization of abstract data there is no “natural metaphor”
- Making the visual mapping process more difficult



- Visualization may be used with different purposes:

- personal exploration

for

- explorative analysis

- discussion with colleagues

- confirmative analysis

- presentation to other people

Classical examples for:

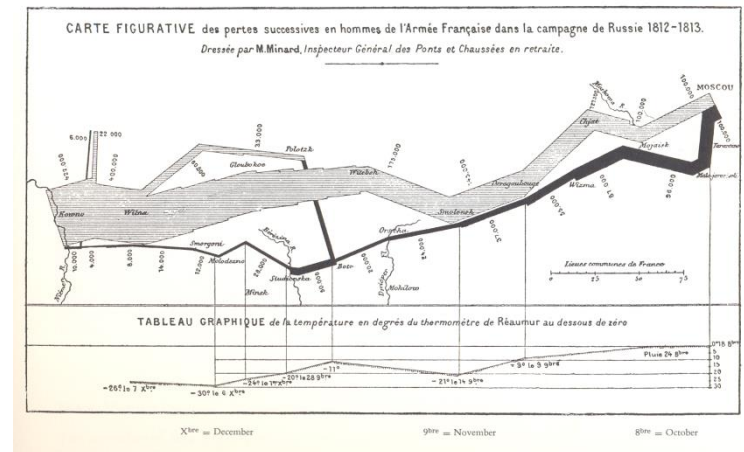
a) exploration

b) presentation

a)



b)



# Presentation example: World health

by Hans Rosling: 200 years of health/income – 120 000 values in 4 min



<https://www.youtube.com/watch?v=jbkSRLYSojo>

Whatever the purpose, a visualization:

- Should allow **offload internal cognition and memory** usage to the **perceptual system**, using **carefully designed images** as a form of external representations (external memory)
  
- To **support users' tasks**

To design simple visualizations or visual data mining applications:

- Need to **find what are the questions** users will ask!

## Example: how to select simple charts?

Max and Min temperatures along the month of February (in °C):

day	Max T	Min. T
1	15	7
2	14	8
3	13	6
4	13	6
5	12	6
6	13	7
7	13	7
8	14	8
9	15	5
10	12	5
11	13	6
12	12	7
13	11	8
14	11	8
15	12	8
16	12	9
17	13	9
18	14	9
19	14	8
20	13	8
21	13	8
22	12	7
23	12	7
24	11	7
25	11	6
26	11	7
27	13	6
28	14	6

Q1- What were the maximum and minimum values of MaxT?

Q2- What was the most frequent MaxT?

Q3- In how many days was that MaxT value attained?

Q4- How were the daily temperature ranges?

Q5 – What was the maximum temperature range?

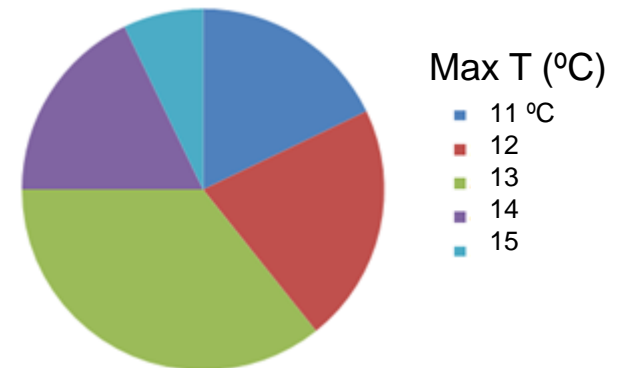
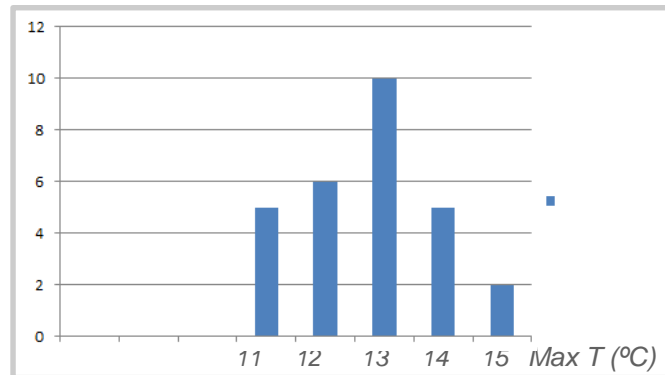
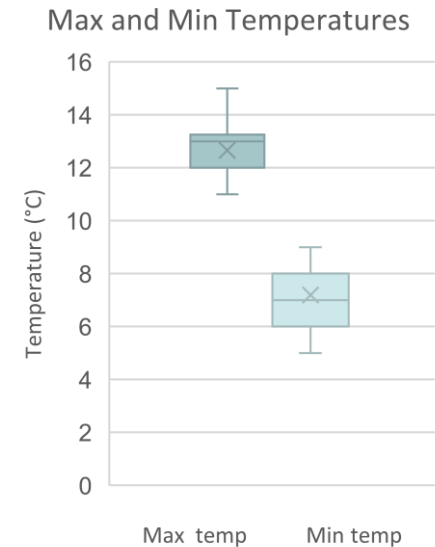
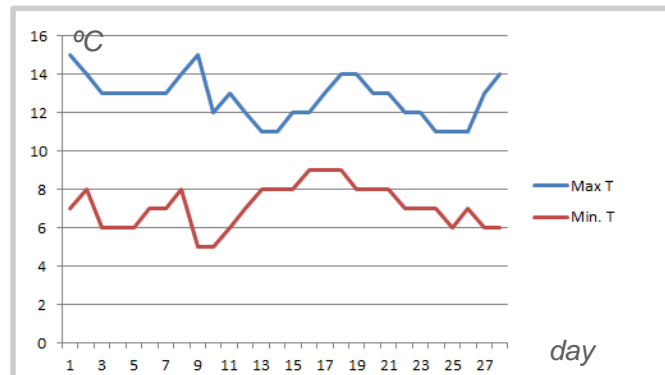
- What type of chart would you use to answer Q1?

- And the other questions?

# Example: how to select simple charts?

Temperatures along the month of February (in °C): a few possible charts

day	Max T	Min. T
1	15	7
2	14	8
3	13	6
4	13	6
5	12	6
6	13	7
7	13	7
8	14	8
9	15	5
10	12	5
11	13	6
12	12	7
13	11	8
14	11	8
15	12	8
16	12	9
17	13	9
18	14	9
19	14	8
20	13	8
21	13	8
22	12	7
23	12	7
24	11	7
25	11	6
26	11	7
27	13	6
28	14	6



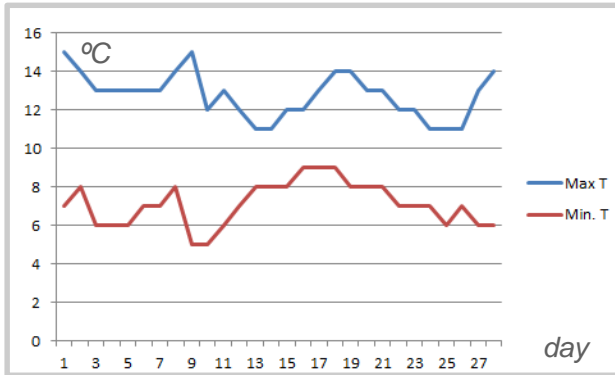
# Simple example

Temperatures along the month of February (in °C):

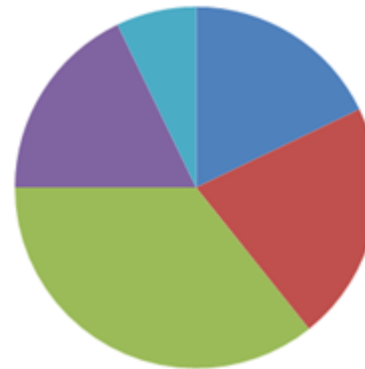
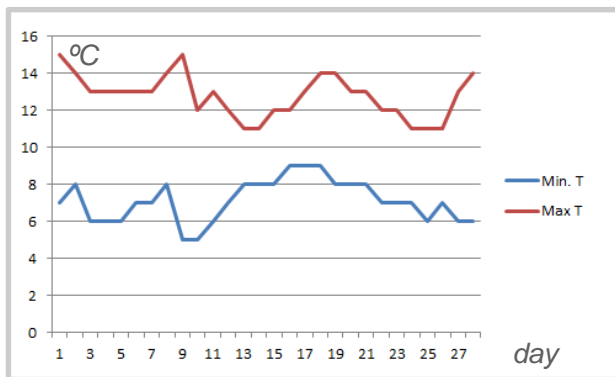
Anything “odd” about this chart?

What if the user is color-blind?

Test it using <https://www.color-blindness.com/coblis-color-blindness-simulator/>

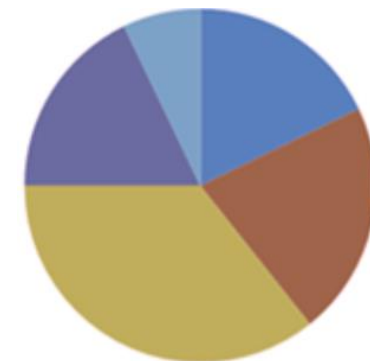


Would you prefer this one?



Max T (°C)

- 11 °C
- 12
- 13
- 14
- 15

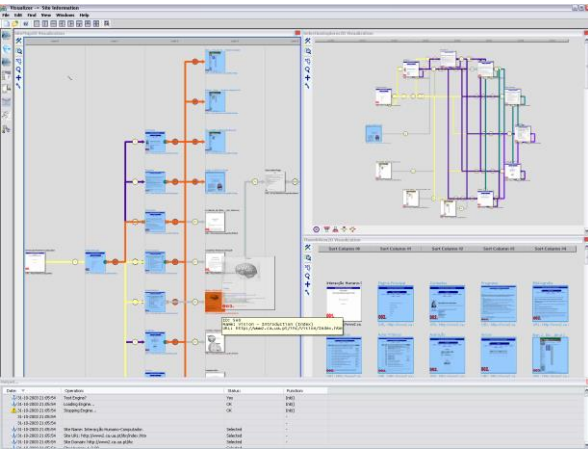


Max T (°C)

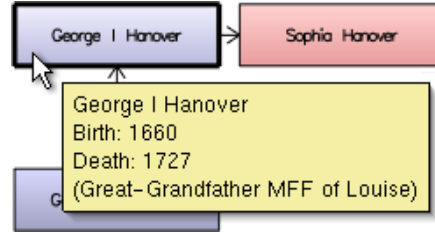
- 11 °C
- 12
- 13
- 14
- 15

Do not forget “cultural” aspects,  
nor individual differences!

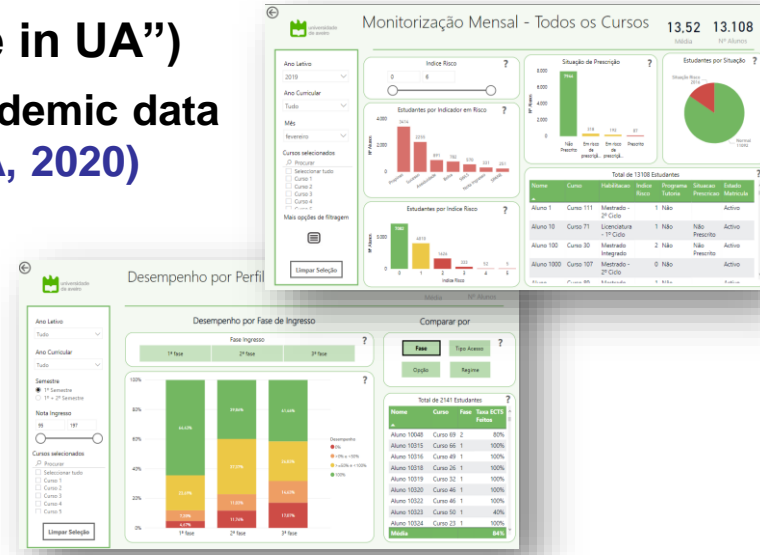
# Information Visualization (examples “made in UA”)



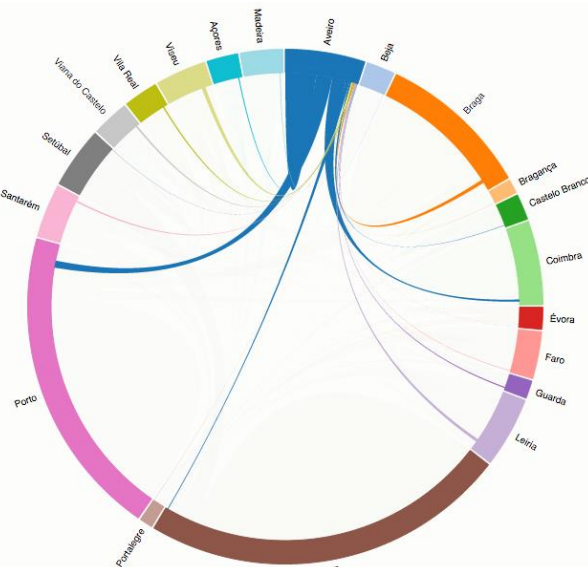
Web site usage  
(UA, 2004)



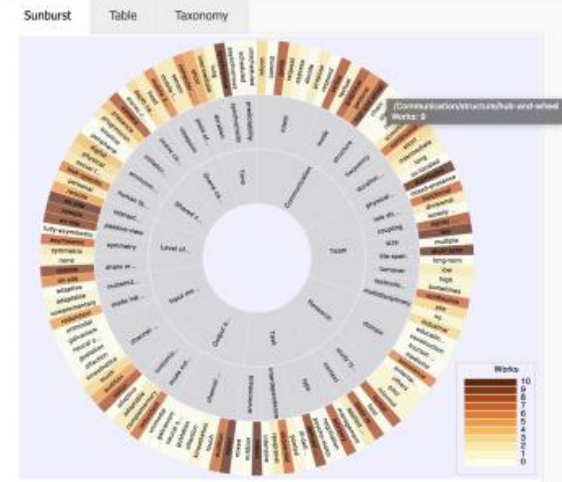
Academic data  
(UA, 2020)



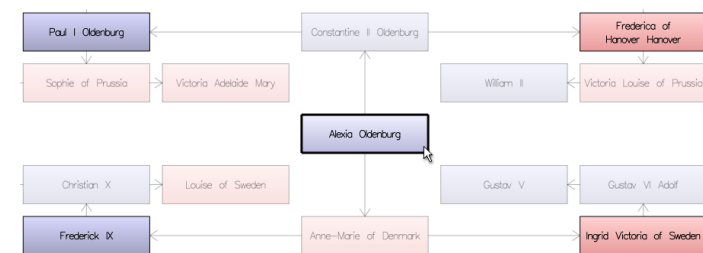
Student Migrations  
(UA, 2015)



Taxonomy Visualization  
(UA, 2021)

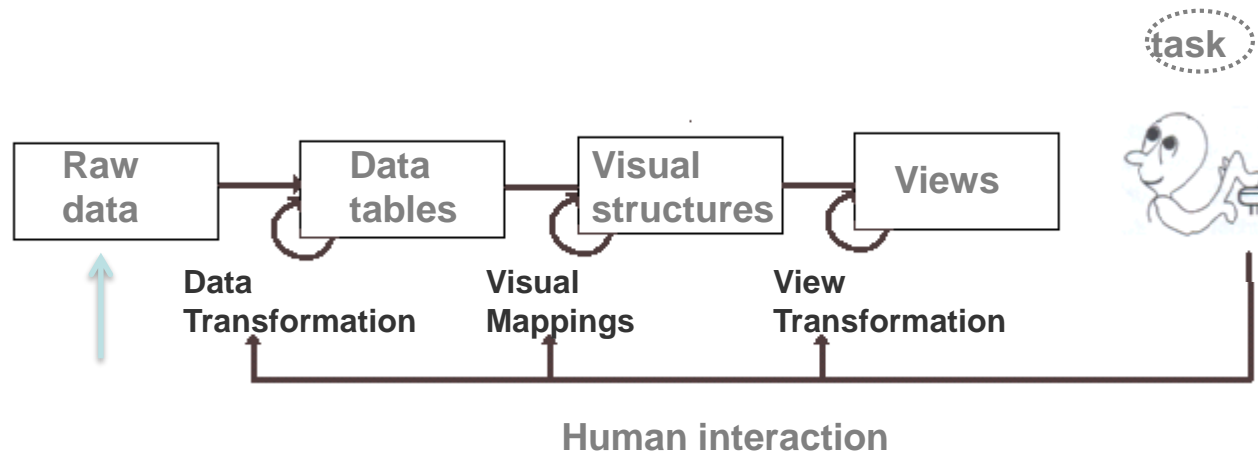


edigree trees  
(UA, 2011)



# Information Visualization Reference Model

This course focus on Information Visualization



Visualization can be described as the mapping of data to visual form supporting human interaction for visual sense making (Card et al., 1999)

Visualization is a **Human in the loop process!** -> which calls for specific **methods**



In a nut shell:  
Do you have a lot of data?

- Visualization may be the solution (or at least part of it)
- But:
  - How to produce a visualization?
  - And evaluate it?

**We will address these topics in the next lectures**

...



## Next sessions:

- Data characteristics
- Representations, presentation and interaction
- The process of developing a Visualization application
- Human characteristics fundamental for Visualization
- Evaluation
  - Important skills in the profile of “**Data Scientist**”

## InfoVis Books

- Spence, R., *Information Visualization, An Introduction*, Springer, 2014
- Munzner, T., *Visualization Analysis and Design*, A K Peters/CRC Press, 2014
- Kirk, A., *Data Visualisation: A Handbook for Data Driven Design*, 2nd. Ed., Sage, 2019
- Fisher, D., Meyer, M., *Making Data Visual: A Practical Guide to Using Visualization for Insight*, O'Reilly, 2018
- Ware, C., *Information Visualization, Perception to Design*, 3rd ed., Morgan Kaufmann, 2012
- Ward, M., Grinstein, G., Keim, D., *Interactive Data Visualization: Foundations, Techniques, and Applications*, 2nd ed., CRC Press, 2015
- Card, S., J. Mackinlay, B. Shneiderman, *Readings in Information Visualization: Using Vision to Think*, Academic Press, 1999
- Bederson, B. , B. Shneiderman, *The Craft of Information Visualization: Readings and Reflections*, Morgan Kaufmann, 2003
- Tufte, E., *The Visual Display of Quantitative Information*, Graphics Press, 1983
- Tufte, E., *Envisioning Information*, Graphics Press, 1990
- Friendly, M., ["Milestones in the history of thematic cartography, statistical graphics, and data visualization"](#), 2008

## Data Vis Books

- Ward, M. G. Grinstein and D. Keim, *Interactive Data Visualization: Foundations, Techniques, and Applications*, A K Peters/CRC Press , 2010
- Schroeder, W., K. Martin, B. Lorensen, *The Visualization Toolkit- An Object Oriented Approach to 3D Graphics*, 4th ed., Prentice Hall, 2006

## Interesting Talks

Michael Friendly: History of Visualizations

[Michael Friendly: History of Visualizations \(youtube.com\)](https://www.youtube.com/watch?v=GrVuvUs_V7c)

Jeff Heer on Augmenting Data Scientists: The Promise and Peril of AI-Assisted Analysis, Stanford Data Science

[https://www.youtube.com/watch?v=GrVuvUs\\_V7c](https://www.youtube.com/watch?v=GrVuvUs_V7c)



data visualization for data science



The ability to take data—to be able to **understand** it, to **process** it, to **extract value** from it, to **visualize** it, to **communicate** it—that’s going to be a hugely important skill in the next decades, ... because now we really do have essentially free and ubiquitous data. So the complimentary **scarce factor** is the ability to **understand** that data and **extract value** from it.

Hal Varian, Google’s Chief Economist  
*The McKinsey Quarterly*, Jan 2009

### Jeff Heer on Augmenting Data Scientists: The Promise and Peril of AI-Assisted Analysis

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BBC World Service  
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**Michael I. Jordan: An Alternative View on AI...**  
Stanford Data Science  
10K views • 1 year ago