

Übung zur Vorlesung

# Informationsvisualisierung

Emanuel von Zezschwitz  
Ludwig-Maximilians-Universität München  
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# Organisatorisches

- Informationen zu Vorlesung & Übung  
<http://www.medien.ifi.lmu.de/lehre/ws1213/iv/>
- Anmeldung über das neue Uniworx:  
<https://uniworx.ifi.lmu.de/?action=uniworxCourseWelcome&id=104>
- **Phase 1: Übungsblätter** - Verständnis- und Klausuraufgaben (**freiwillig**)
- **Phase 2: Projekt** (**freiwillig**)

# Weitere Informationen

- Informatiker Forum  
<http://www.die-informatiker.net/>
- Mimuc Twitter Account (inoffiziell)  
<http://twitter.com/mimuc>
- Medieninformatik LMU Facebook Gruppe (inoffiziell)  
<https://www.facebook.com/groups/36775131102/>

# Einbringung ins Studium

- **Master**

- **Modul:** WP16: Computergrafik 3 (für Master Medieninformatik)
- **ECTS-Credits:** 6
- **Note:** Teilnahme an Klausur

- **Diplom**

- **SWS:** 2 (Vorlesung) + 2 (Übung)
- **MM-Säule** (Butz)
- **Note:** Teilnahme an Klausur

# Klausur

- **Termin:** 5. Februar 10:00-12:00?
- **Closed Book**
- Probeklausur in den Übungen in der Woche vor der Klausur

# Visualization

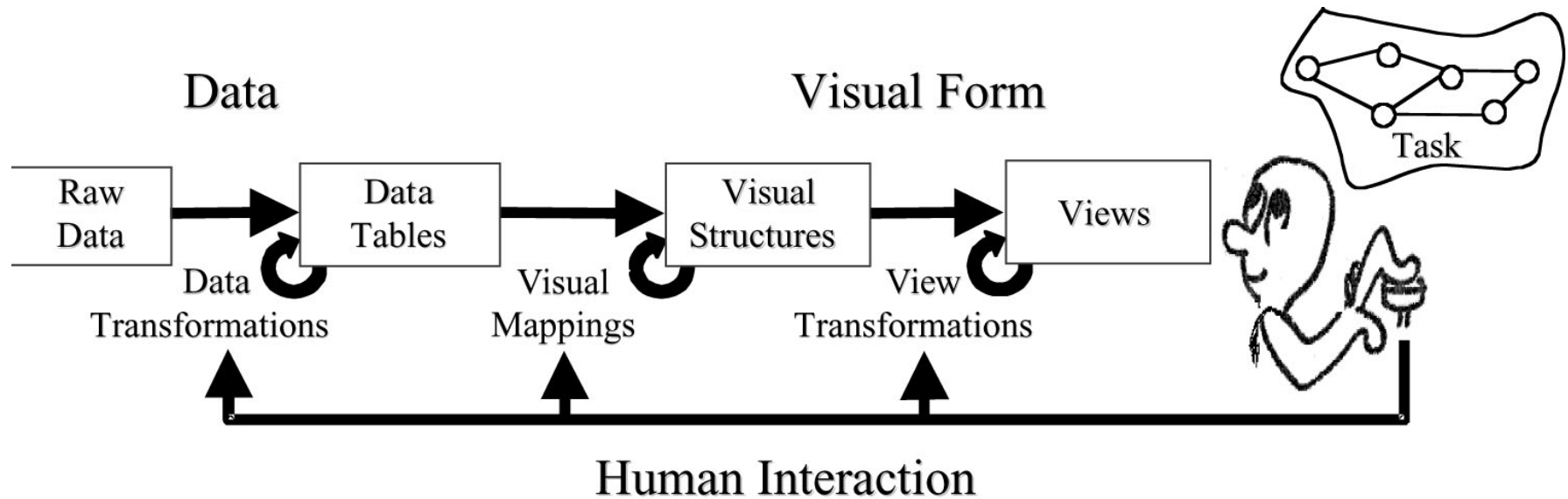


© <http://philip.greenspun.com/>

“Graphical excellence is that which gives to the viewer the **greatest number of ideas** in the **shortest time** with the **least ink** in the **smallest space**.”

Edward Tufte [1]

# InfoVis Reference Model



**Raw Data:** idiosyncratic formats

**Data Tables:** relations (cases by variables) + meta-data

**Visual Structures:** spatial substrates + marks + graphical properties

**Views:** graphical parameters (position, scaling, clipping, ...)

# Lie Factor

“The representation of numbers, as physically measured on the surface of the graphic itself, should be directly proportional to the quantities represented.”

Edward Tufte [1]



# Lie Factor

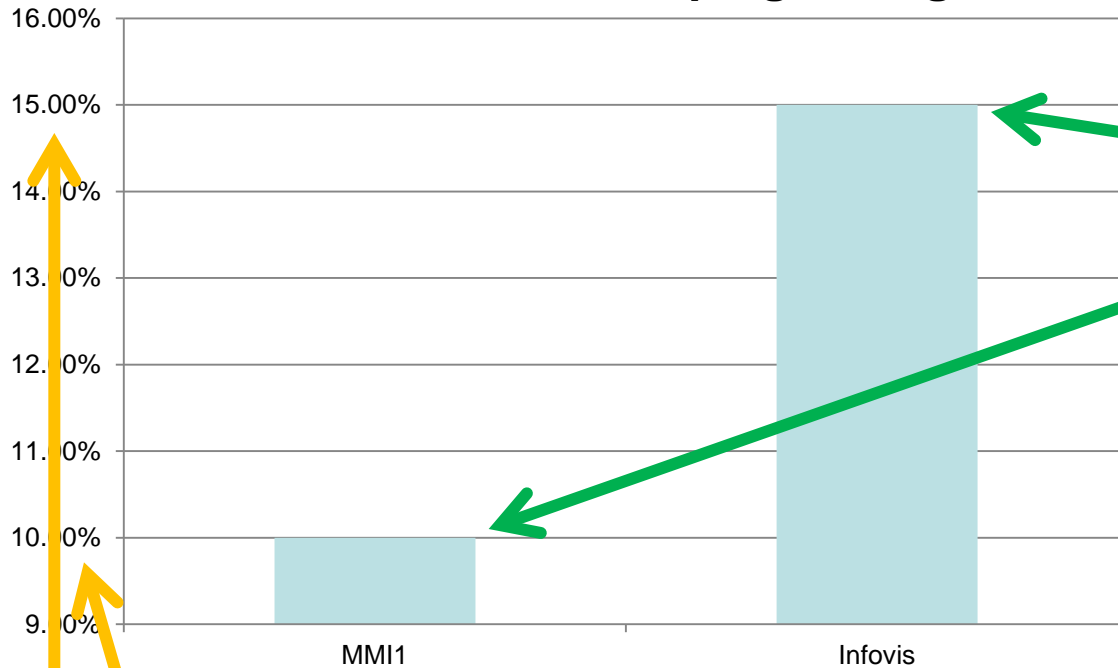
$$\textit{Lie Factor} = \frac{\text{size of effect shown in graphic}}{\text{size of effect in data}}$$

$$\textit{size of effect} = \frac{|\text{second value} - \text{first value}|}{\text{first value}}$$

should be close to 1

# Lie Factor

amount of students sleeping during lectures



*size of effect in graph*

$$\frac{|6-1|}{1} = 5$$

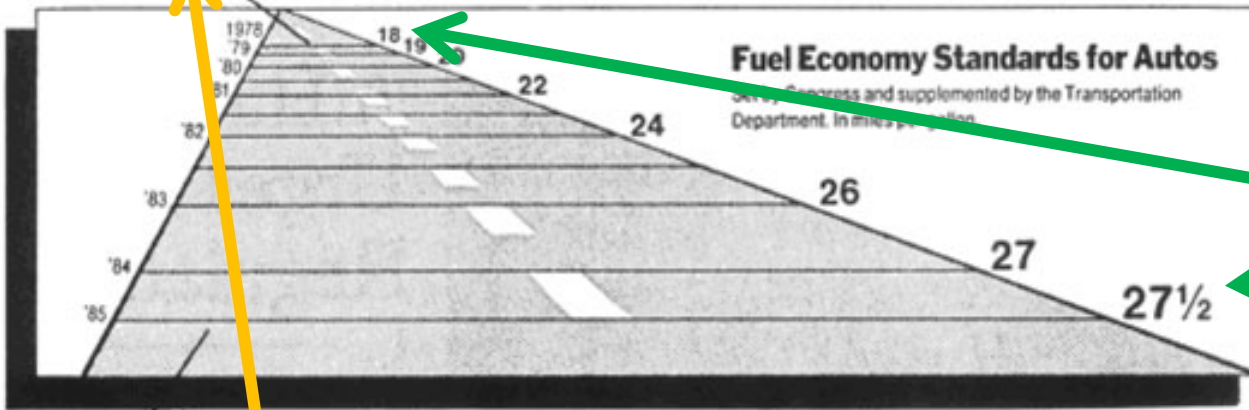
$$\frac{|15-10|}{10} = 0.5$$

*size of effect in data*

$$\text{Lie Factor} = \frac{5}{0.5} = 10$$

# Lie Factor

This line, representing 18 miles per gallon in 1978, is 0.6 inches long.



*size of effect in data*

$$\frac{|27.5 - 18|}{18} = 0.53$$

This line, representing 27.5 miles per gallon in 1985, is 5.3 inches long.

$$\frac{|5.3 - 0.6|}{0.6} = 7.83$$

*size of effect in graph*

$$\text{Lie Factor} = \frac{7.83}{0.53} = 14,8$$

# Lie Factor?



**MONSTROUS COSTS**  
Total House and Senate campaign expenditures, in millions

by Nigel Holmes [2]

# Data-Ink Ratio

“A large share of ink on a graphic should present data-information, the ink changing as the data change. Data-ink is the non-erasable core of a graphic, the non-redundant ink arranged in response to variation in the numbers represented.”

Edward Tufte [1]

# Data-Ink Ratio

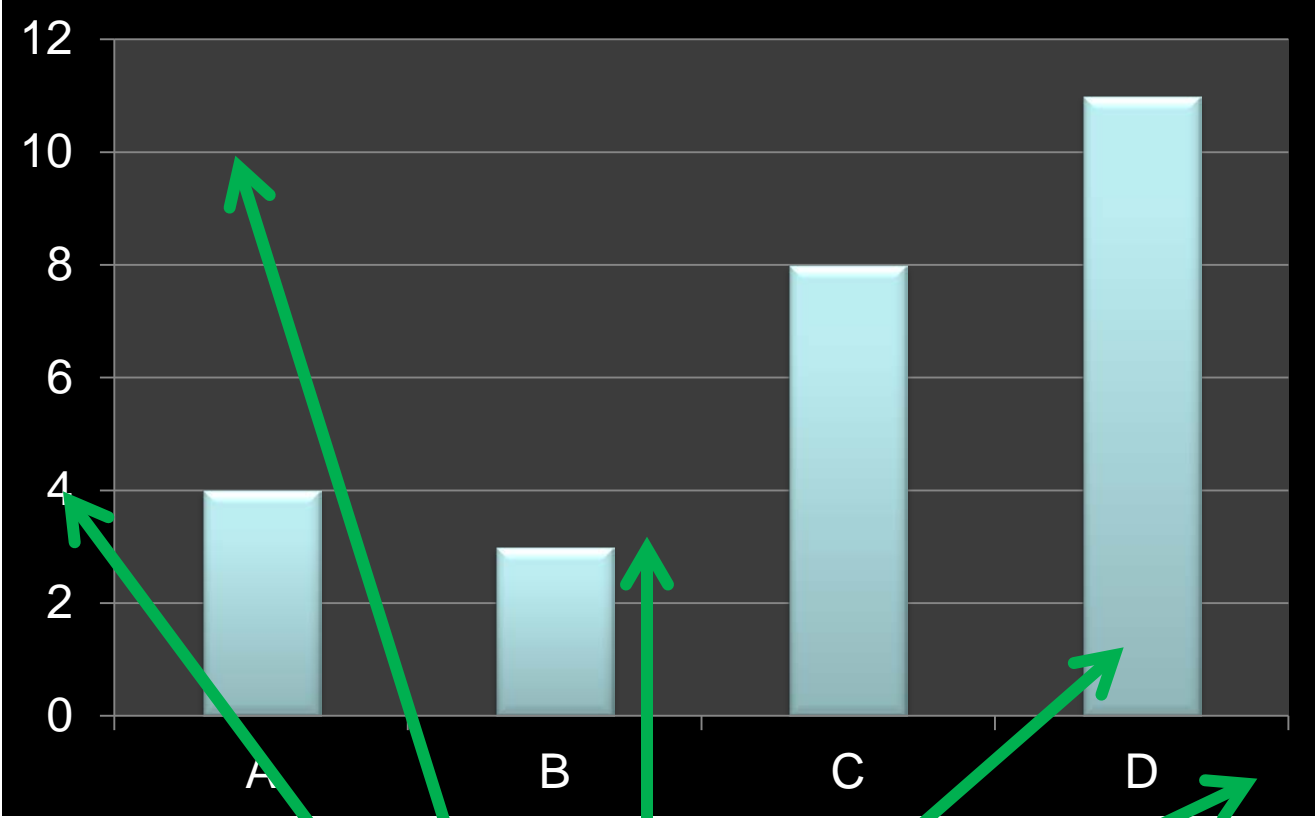
$$\textit{Data-ink ratio} = \frac{\text{Data-ink}}{\text{Total ink used in the graphic}}$$

should be close to 1

# 5 Data-Ink Principles by Tufte

1. above all else show data
2. maximize data-ink ratio
3. erase non-data-ink
4. erase redundant data-ink
5. revise and edit

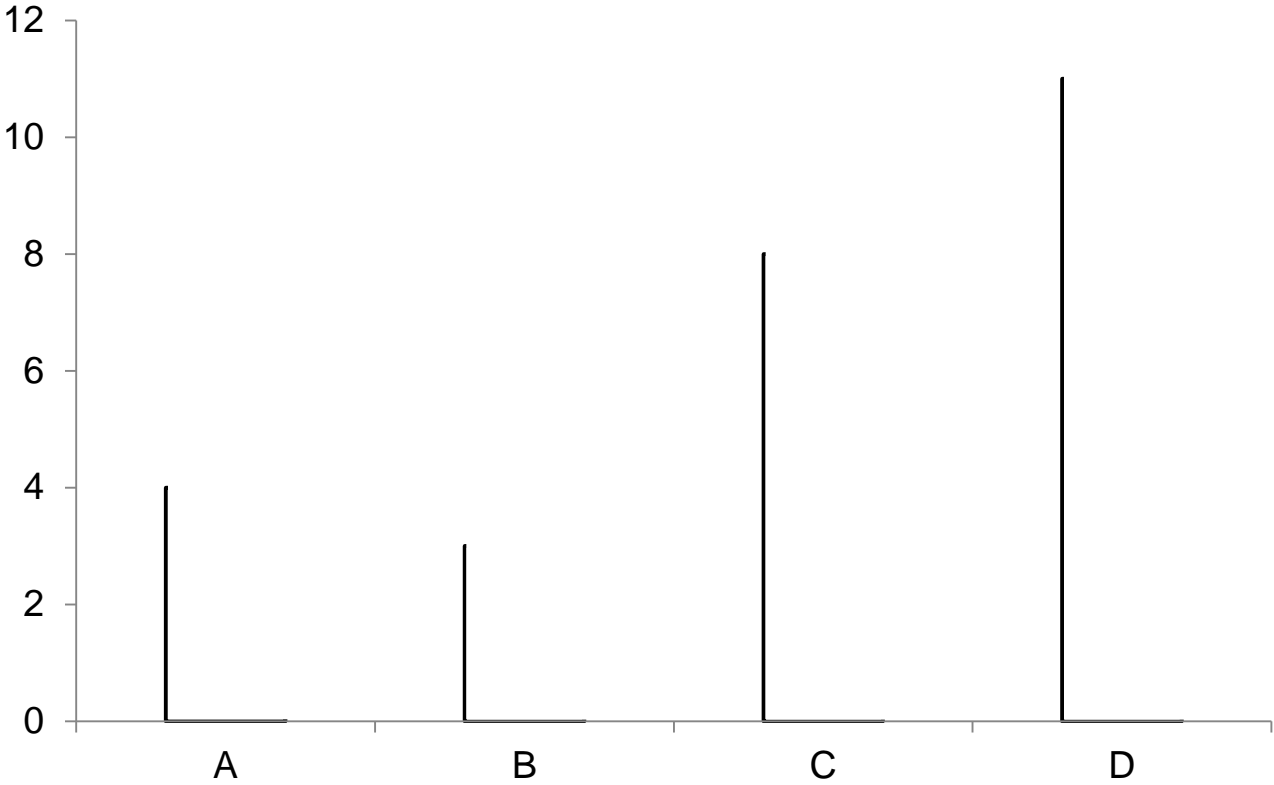
# Data-Ink Ratio



Is this data-ink?

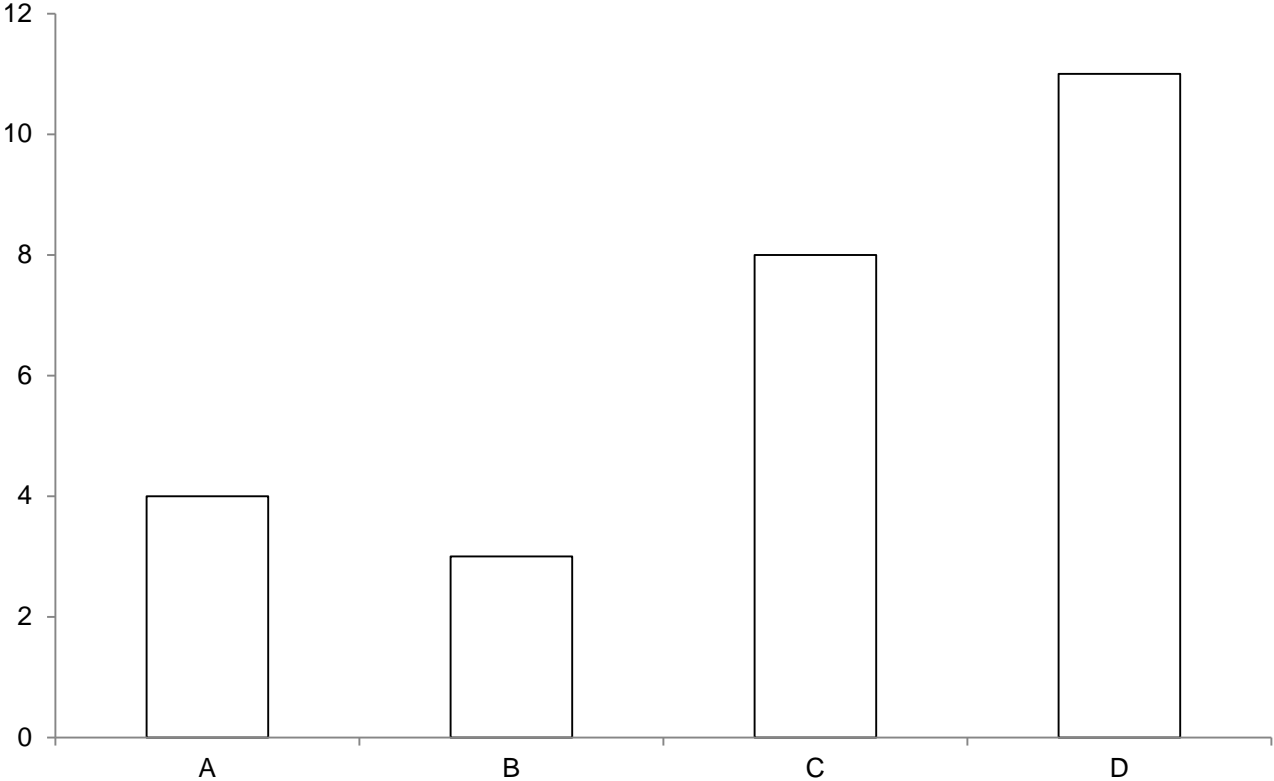


# Data-Ink Ratio

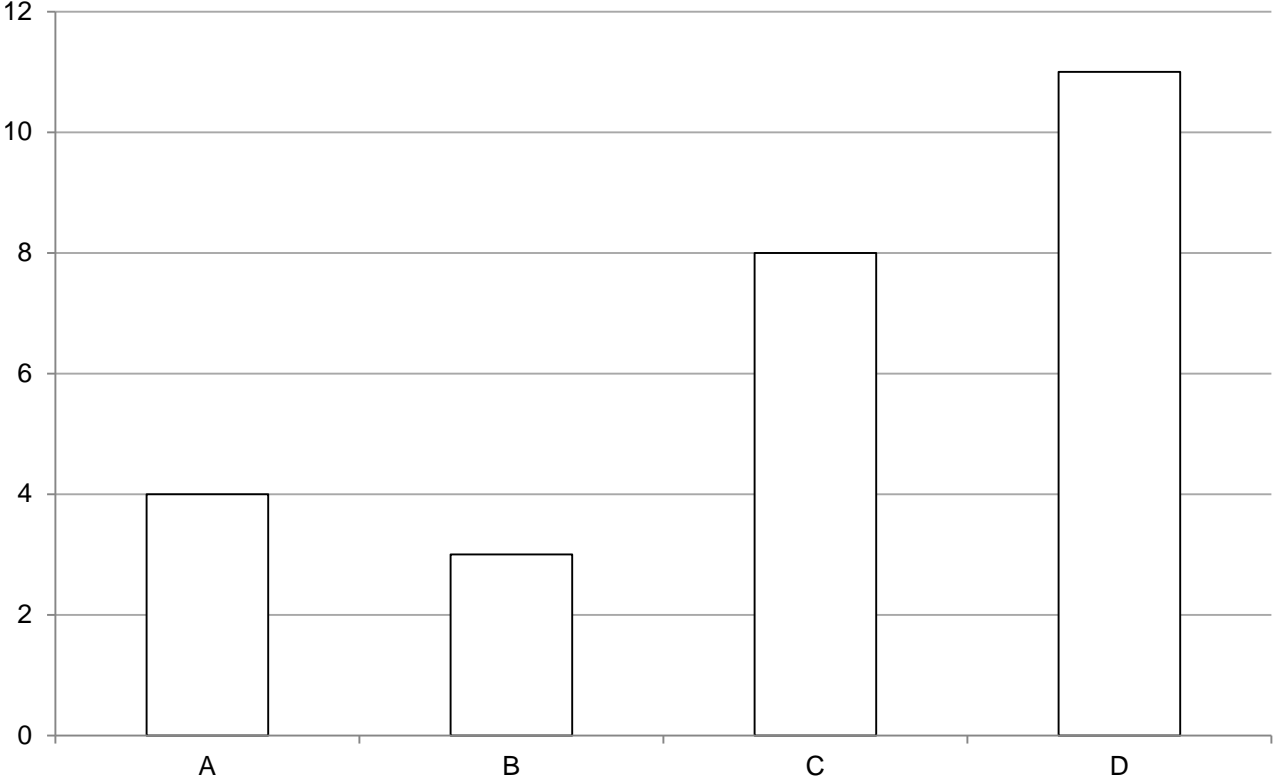


possible Tufte version

# Data-Ink Ratio



# Data-Ink Ratio



# Chartjunk

“Chartjunk promoters imagine that numbers and details are boring, dull, and tedious, requiring ornament to enliven. If the numbers are boring, then you've got the wrong numbers.”

Edward Tufte [1]

# Chartjunk – Different Opinions

“A good approach to information graphics includes an appeal to the reader, immediately followed by a true account of the story... I want to make room for enjoyment, delight, aesthetic appreciation and wit, and a friendly “you can understand this” approach.”

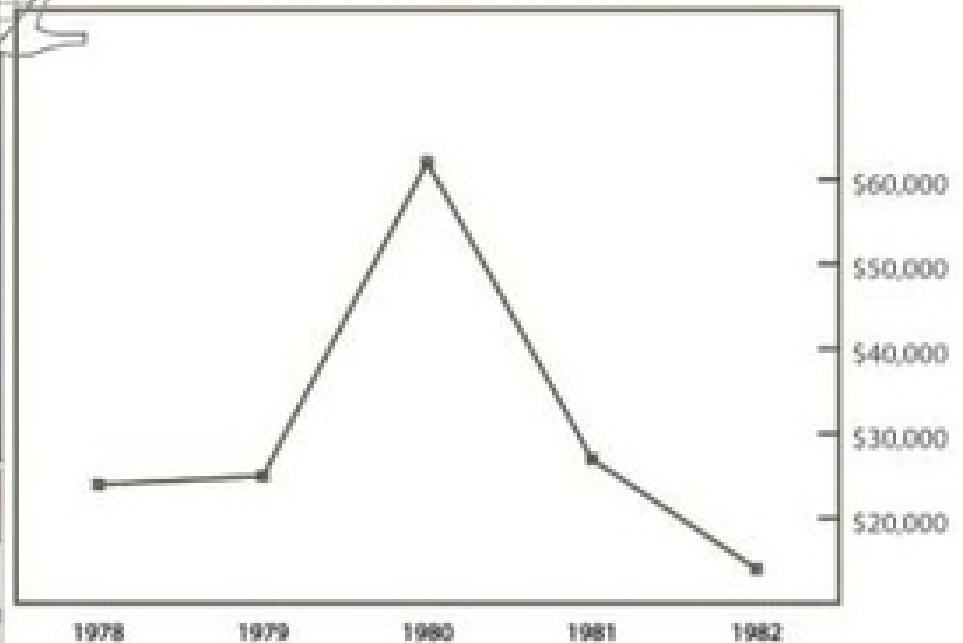
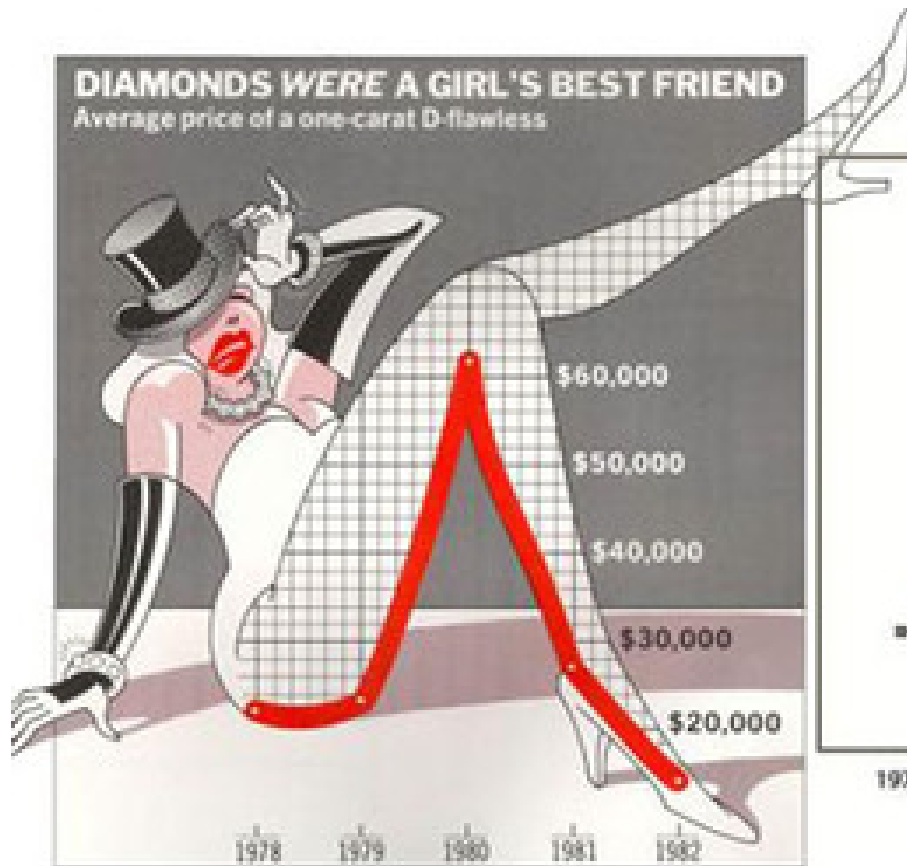
Nigel Holmes [2]

# Chartjunk

Nigel Holmes [2]  
(Design)

vs

Edward Tufte [1]  
(Minimalist)



Bateman et al. [2]

# Chartjunk – Pros and Cons

Nigel Holmes

vs

Edward Tufte

- can contain a message
- aesthetical
- better memorable
- ...

➤ Communicating data

- objective
- clear
- fast to perceive
- ...

➤ Data analysis

# Referenzen

1. Edward Tufte. The Visual Display of Quantitative Information. Second Edition, Graphics Press, USA, 1991.
2. Nigel Holmes. Designer's Guide to Creating Charts and Diagrams, Watson-Guptill Publications, 1984.
3. Scott Bateman, Regan L. Mandryk, Carl Gutwin, Aaron Genest, David McDine, and Christopher Brooks. 2010. Useful junk? the effects of visual embellishment on comprehension and memorability of charts. In Proc. Chi 2010.