Urban Computing

Dr. Mitra Baratchi

Leiden Institute of Advanced Computer Science - Leiden University

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Third Session: Urban Computing - Data visualization

Agenda for this session

- Part 1: Data visualization fundamentals
  - Perception
  - Data types
  - Visual mapping
- Part 2: Visualizing spatio-temporal data
  - Visualizing geo-spatial data
  - Visualizing spatio-temporal data

Part 1: Data visualization fundamentals

What is data visualization?

Data visualization

"Data graphics visually display measured quantities by means of the combined use of points, lines, a coordinate system, numbers, symbols, words, shading and color"
Edward R. Tufte

watch here

What is visualization

- We define visualization as the communication of information using graphical representations.
- Goals
  - Effective communications
  - Clarity
  - Integrity
  - Allowing engagement

Who do you visualize for?

Depends on the purpose:

- Exploratory data visualization
- Explanatory data visualization

Perception in Visualization

Perception is the process of recognizing, organizing, and interpreting sensory information.

- Attentive (controlled)
- Pre-attentive (uncontrolled)

Example: in the picture to be shown, count the number of threes and raise your hand when done.

How many numbers of 3 you see in this picture?

183748063803642941489443270652256588753477874541488903270754548017280875387124743224567237523102355321789986322457900888231806234358759923682456423298934235089121274565345899645804733258689745241989412312456007765097532234687320242389 1

How many numbers of 3 you see in this picture?

183748063803642941489443270652256588753477874541488903270754548017280875387124743224567237523102355321789986322457900888231806234358759923682456423298934235089121274565345899645804733258689745241989412312456007765097532234687320242389

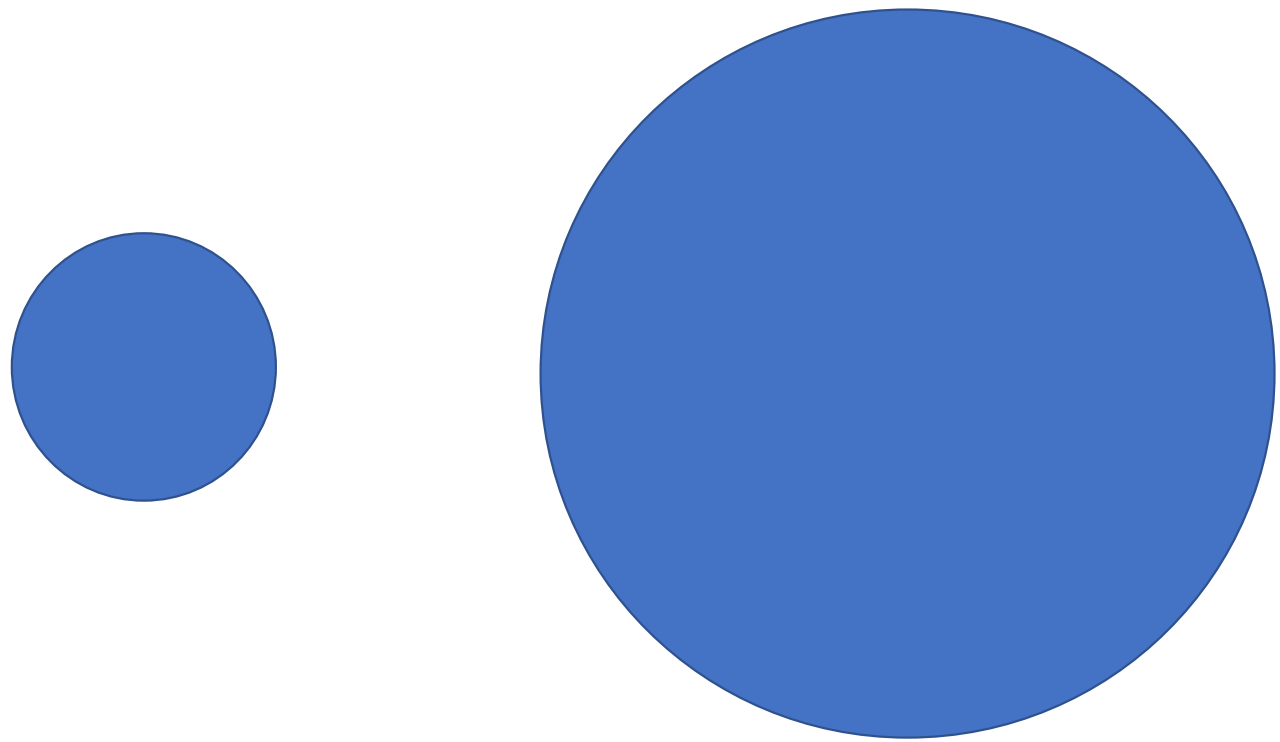
How many numbers of 3 you see in this picture?

183748063803642941489443270652256588753477874541488903270754548017280875387124743224567237523102355321789986322457900888231806234358759923682456423298934235089121274565345899645804733258689745241989412312456007765097532234687320242389**Answer: 28**

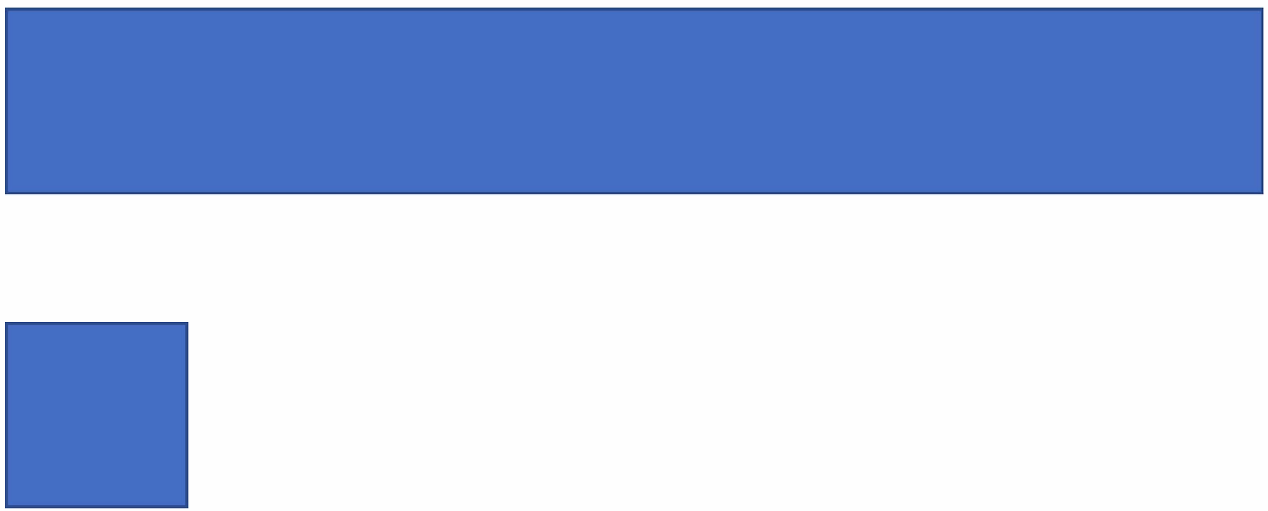
Sometimes perception issues are more complicated than that...

Example two: Try to guess the ratio between the bigger picture and the smaller shape ...

What is the ratio between the bigger and the smaller circle?



What is the ratio between the bigger and the smaller rectangle?



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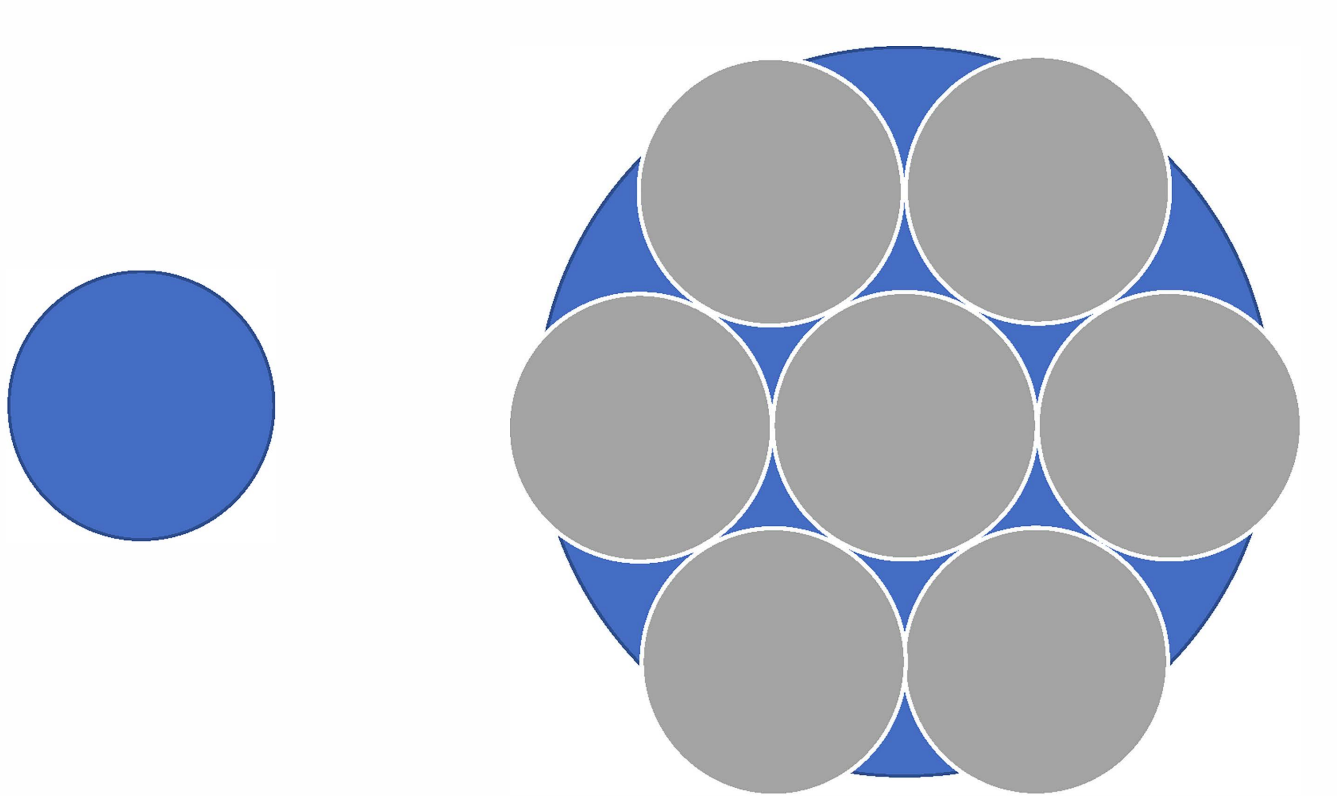


What is the ratio between the bigger and the smaller rectangle?

Visualization basics: Data

- Visualizing is about mapping data to the right visual attribute
- Data
  - Nominal
  - Ordinal
  - Quantitative
- What matters a lot is the operations we can apply on data. A good visual attribute helps us keep those operations.

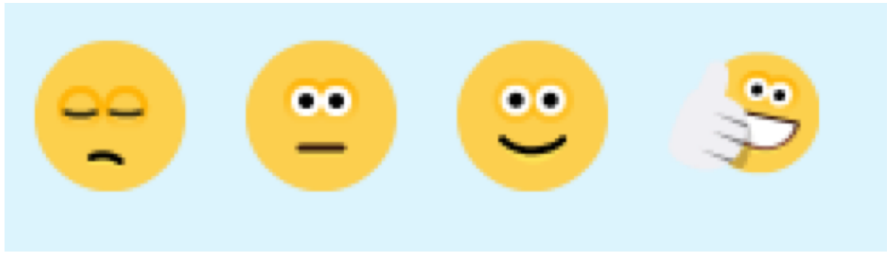
Nominal

- Categories
- Names

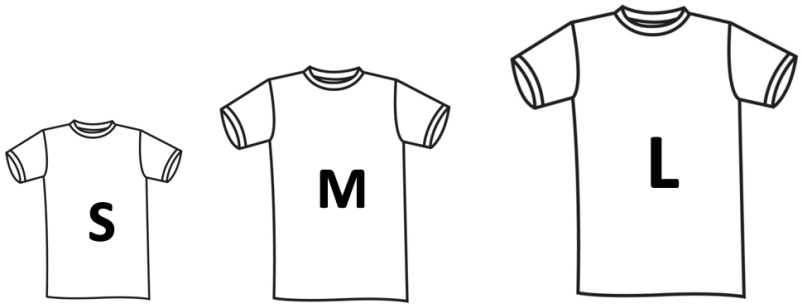
Mary
John
Jack

Ordinal

Categorical data type where the variables have natural, ordered categories and the distances between the categories is not known



Disagree Neutral Agree Strongly agree



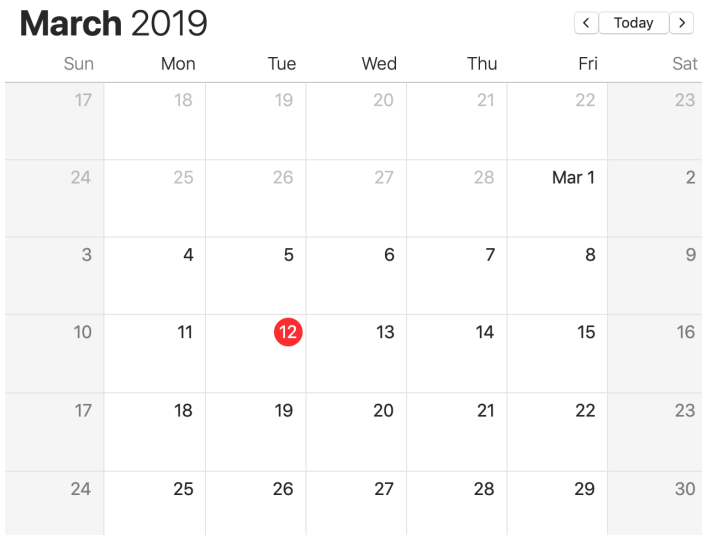
Freshman
Sophomore
Junior
Senior

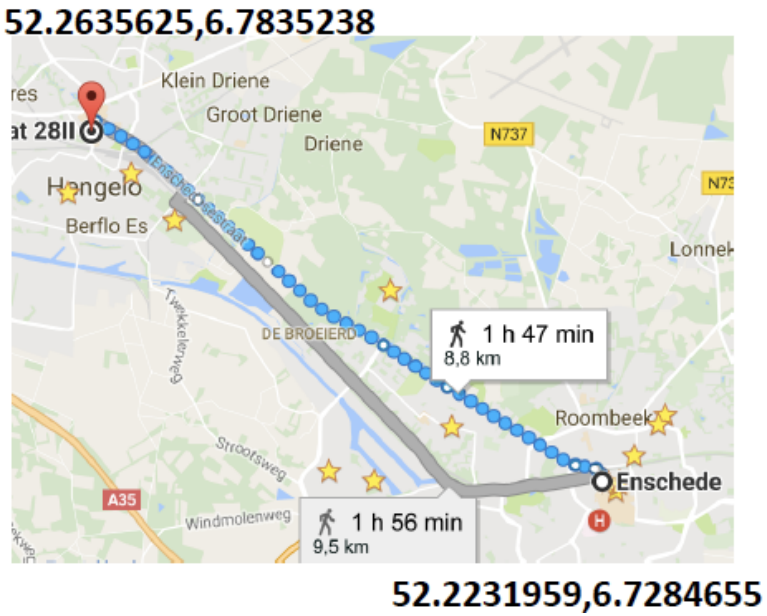
Quantitative

- Discrete $\{i \in \mathbb{N}\}$
- Continuous $\{i \in \mathbb{R}\}$

Quantitative continued

- Some distance metric can be defined
- You cannot divide them, ratios don't mean anything





Visual mapping

- How to map data to visual attributes such that operations are perceived visually ...

Visual mapping

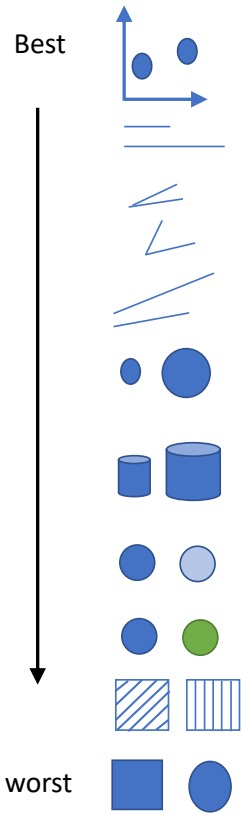
- How to map data to visual attributes such that operations are perceived visually ...
- What visual attributes you know?

Jacque Bertin

- Bertin presents the fundamentals of information encoding via graphic representations as a semiology (sign systems)
- **Visual encoding** is the process of mapping data into visual structures
- Bertin's graphical vocabulary:

Marks	Points, lines, areas
Positional	Two planar dimensions
Retinal	Size, value, texture, color, orientation, shape

Jock MacKinlay



Quantitative data

Position

Length

Angle

Slope

Area

Volume

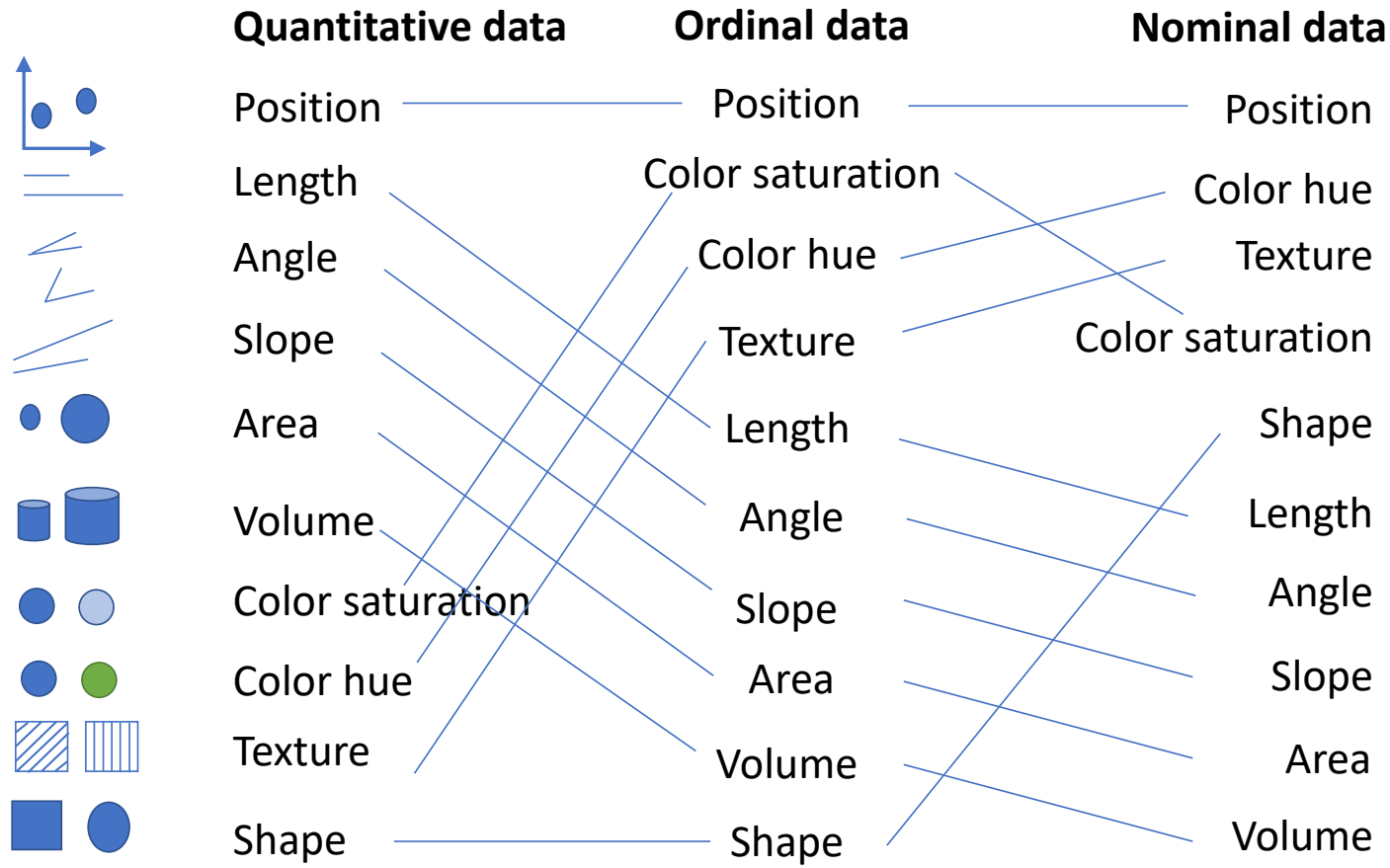
Color saturation

Color hue

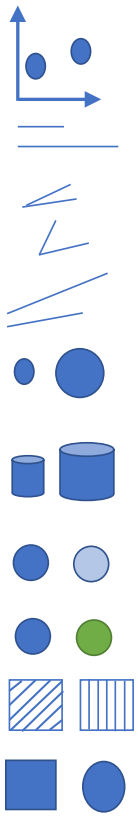
Texture

Shape

Jock MacKinlay



Visual mapping



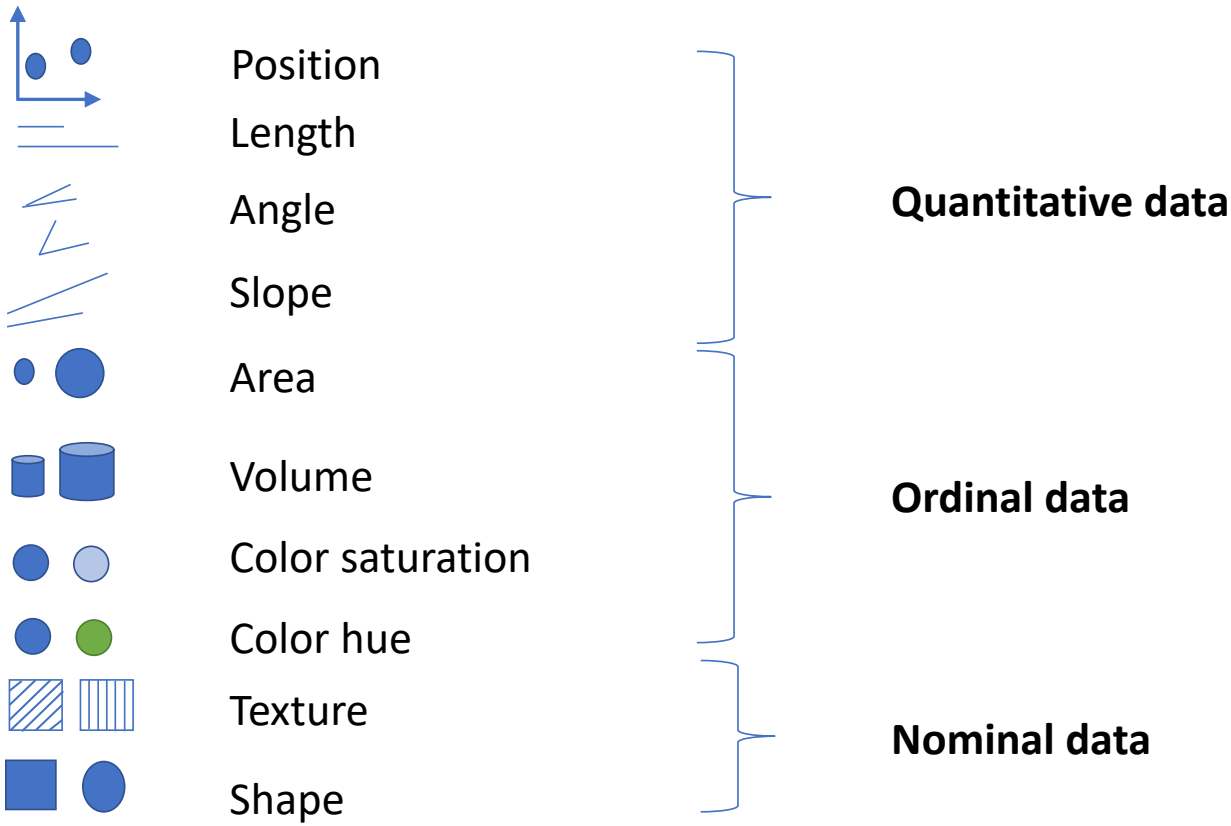
Position
Length
Angle
Slope
Area
Volume
Color saturation
Color hue
Texture
Shape

Quantitative data

Ordinal data

Nominal data

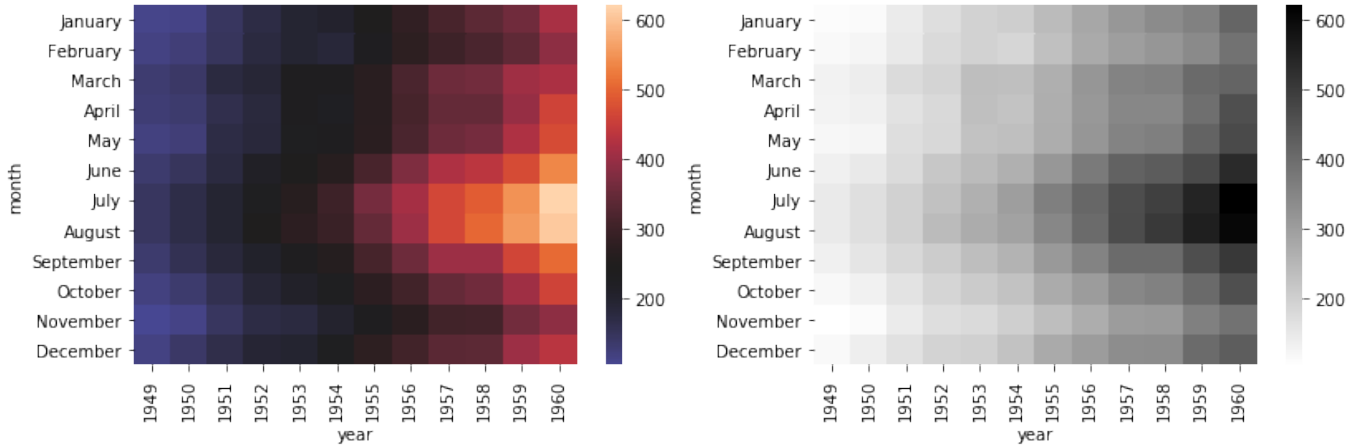
Visual mapping



Not only useful for visual designers but also for designing automatic visualization algorithms

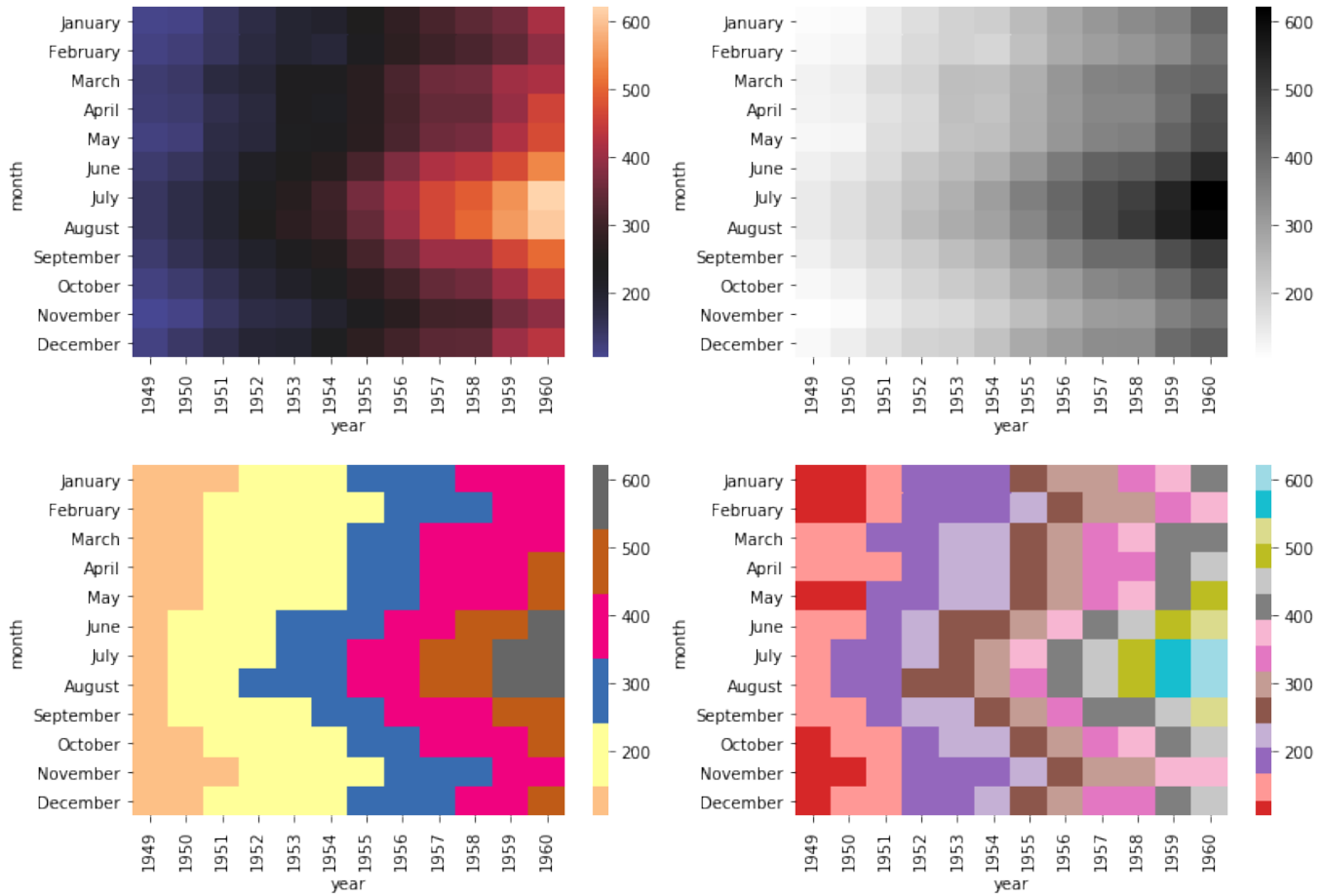
Example

Which one is more efficient?



Example

Which one is more efficient?



Part 2: Visualizing spatio-temporal data

Visualizing spatio-temporal data (closely related to cartography)

- Spatial data
- Temporal data

Visualizing geo-spatial data $\rightarrow$ Making maps (Cartography)

A bit of history

Wikimedia Commo

1

- Original map made by John Snow in 1854.
- Map of the deaths from cholera in London in 1663.
- Each bar represents one deceased person

[1] https://nl.wikipedia.org/wiki/John_Snow

A bit of history

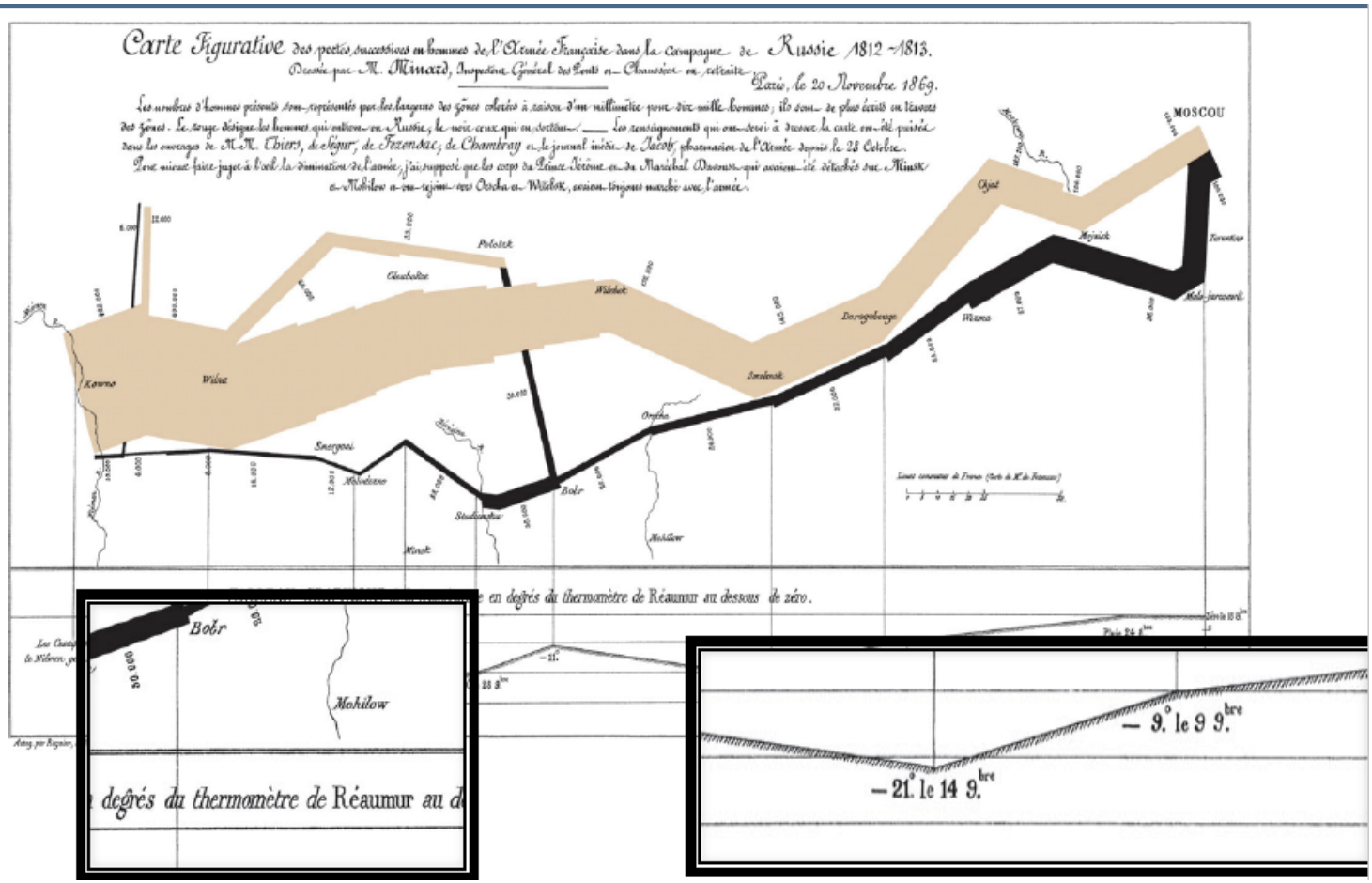


Figure: The map of Napoleon's Russian campaign

[2]

[2] source: https://en.wikipedia.org/wiki/Charles_Joseph_Minard

Visualization technique for geo-spatial data

- What is so difficult about making maps?

The orange effect

[3]

[3] Image source: www.profdrikageografia.blogspot.com/2010_12_01_archive.html

Projections

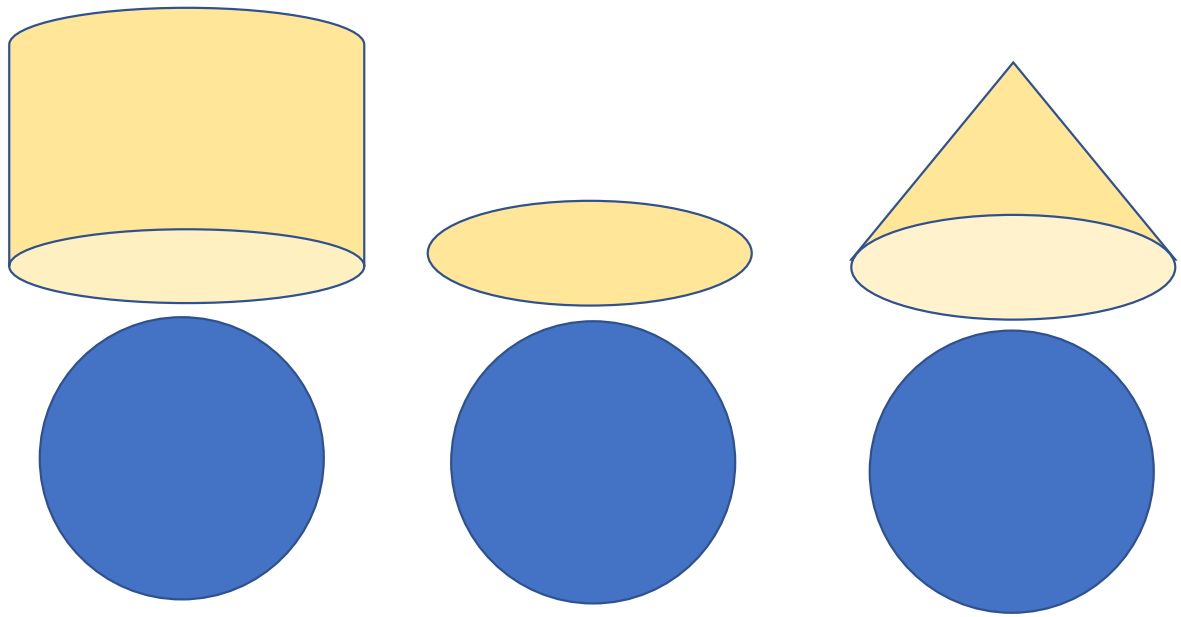


Figure: Methods of projection: Cylindrical, Circular, Cone

Map projection techniques

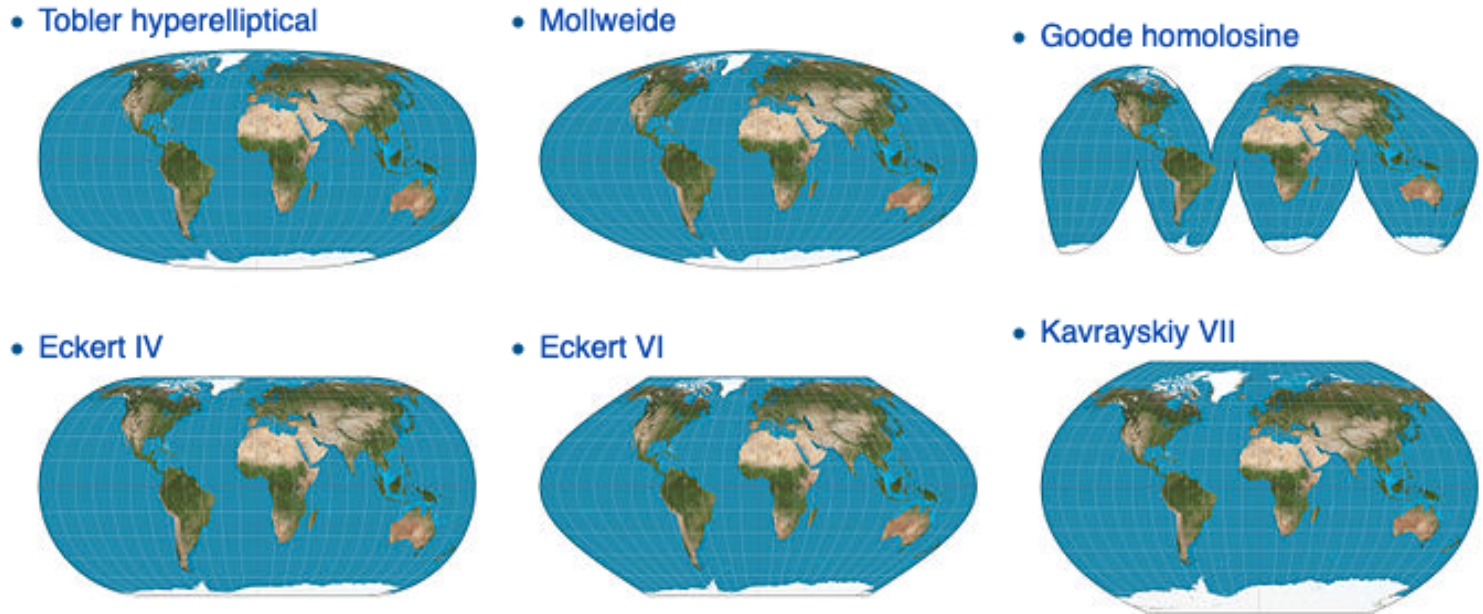


Figure: A number of pseudo-cylindrical map projection techniques

4 5

[4] https://en.wikipedia.org/wiki/Map_projection

[5] image credit Copyright ©[2011] [Daniel R. Strebe].

Attributes we would like to save in a projection

Attributes we would like to save in a projection

- Shape
- Area
- Angles
- Distance
- Direction

Attributes we would like to save in a projection

- Shape
- Area
- Angles
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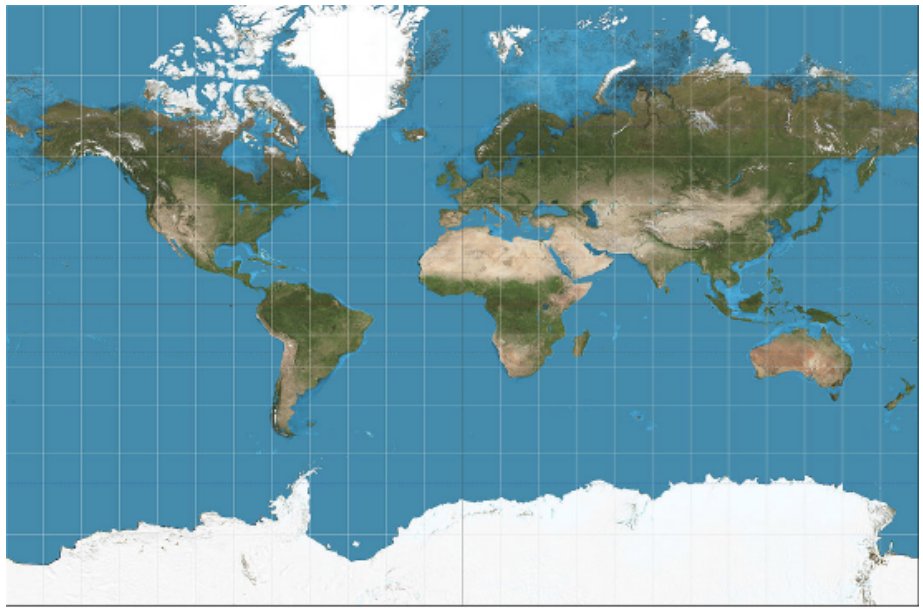
A projection can preserve one or two of these properties $\rightarrow$ At least three attributes will be sacrificed.

Merkator projection

Mercator projection is the de facto standard for Web mapping applications (Open street maps, Google maps, etc.)



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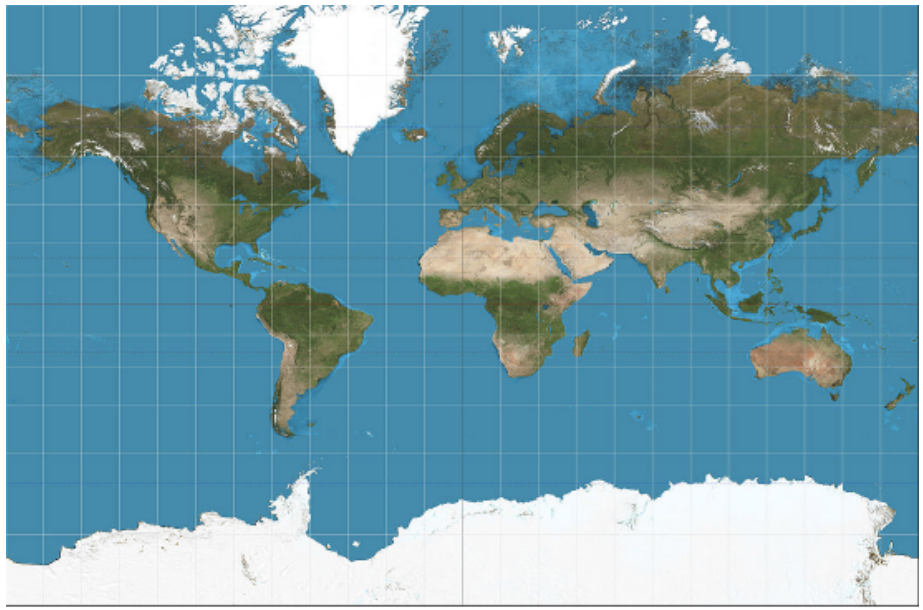
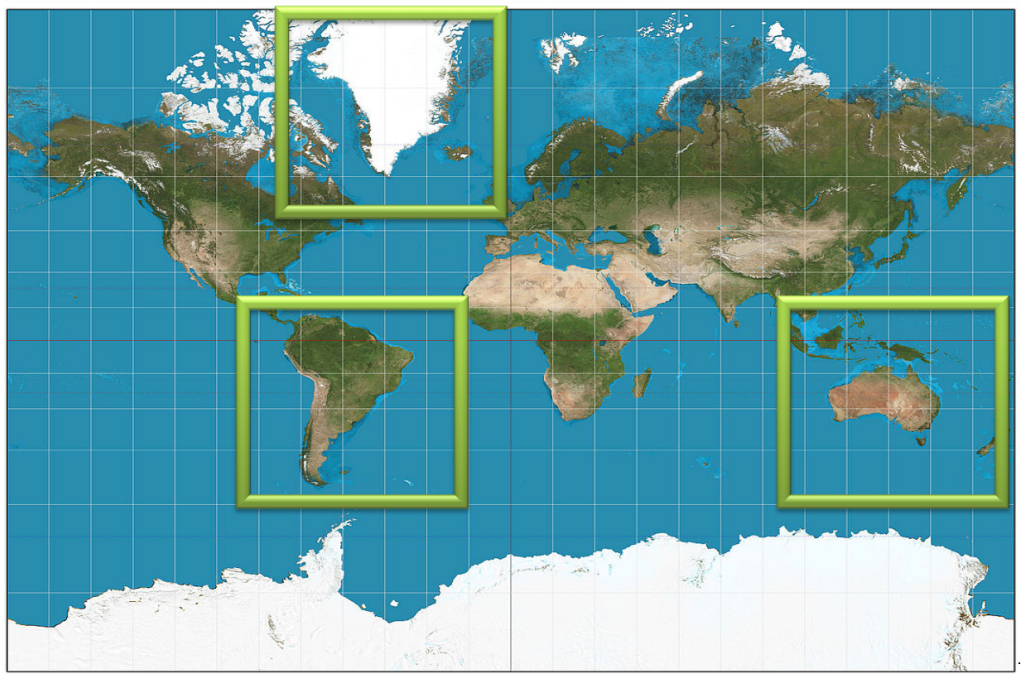
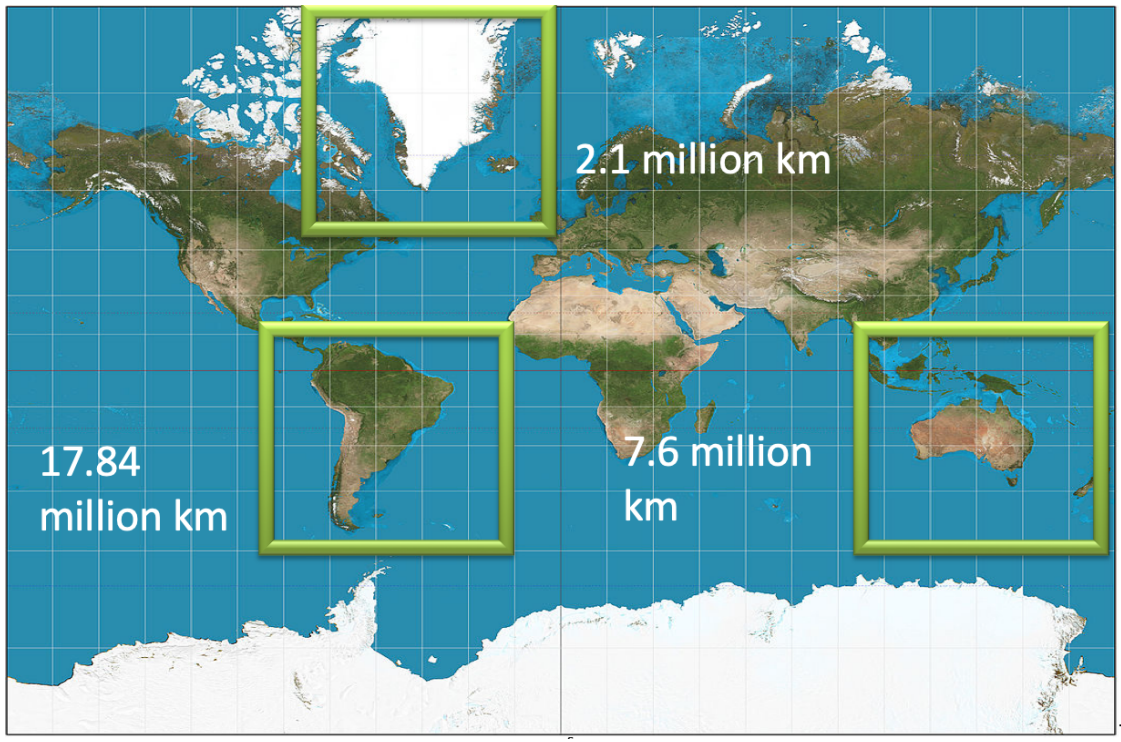


Everything near the equator is in the right size, the rest are not!

Merkator projection



Merkator projection



Which projection should you use?

[Cai16]

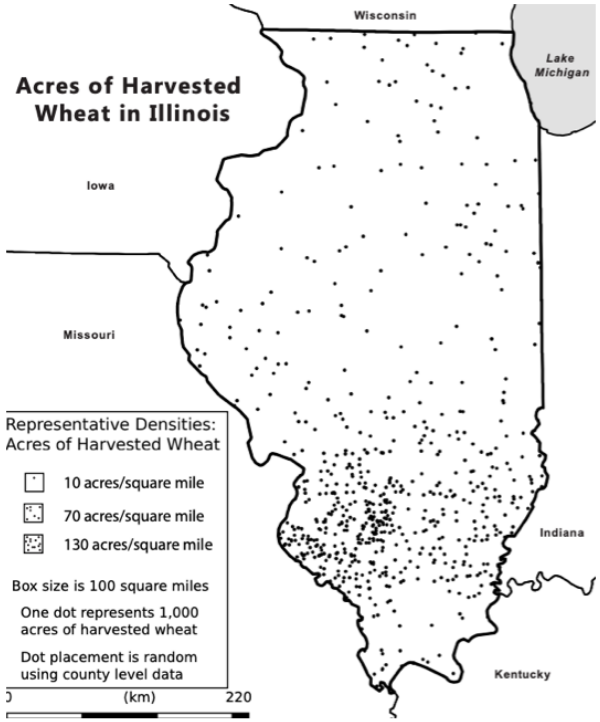
- Continental areas: Asia and North America
  - Albers equal-area
  - Lambert azimuthal
- Countries in mid-latitude
  - Albers equal-area
  - Lambert azimuthal
  - Cylindrical equal-area
- **Continental areas: Europe and Australia**
  - Albers equal-area
  - Lambert azimuthal
- Polar regions
  - Lambert azimuthal
- Continental areas: Africa and South America
  - Lambert azimuthal
  - Mollweide
  - Sinosoidal
- **Small countries**
  - Lambert equal area
  - Cylindrical equal area

Example

Given a dataset with phone call instances, how will you show it on a map?

Longitude	**Latitude**
52.168141	4.470163
52.168341	4.470133
52.168335	4.470236
52.168828	4.471694

Example



Problem with dotmaps: if we draw a dot for every instance there will a large degree of overlap. [6] [7]

[6] https://en.wikipedia.org/wiki/Dot_distribution_map

[7] image credit Copyright ©[2014] [Ziegenf2].

Visualizing area data

Thematic maps:

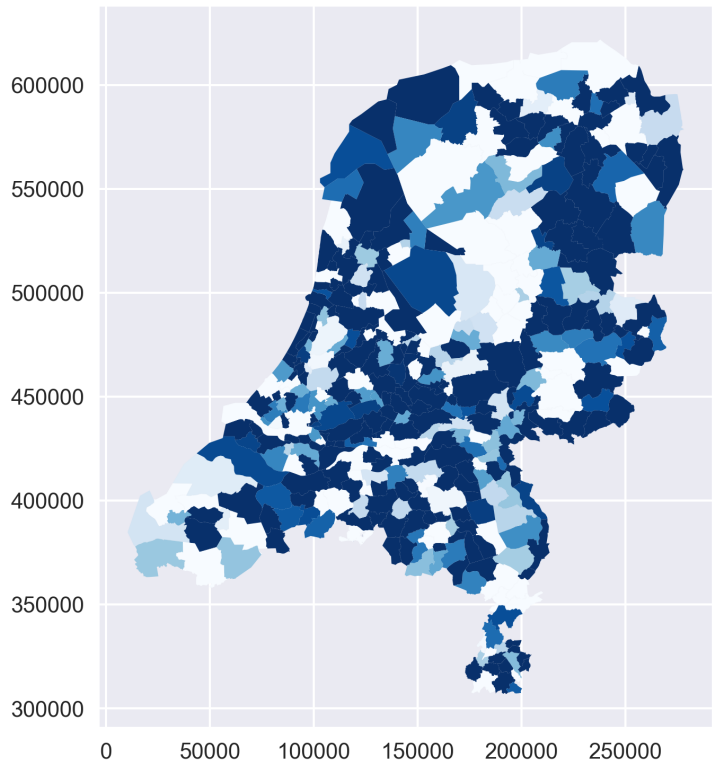


Figure: A choropleth map, colors mapped to numbers

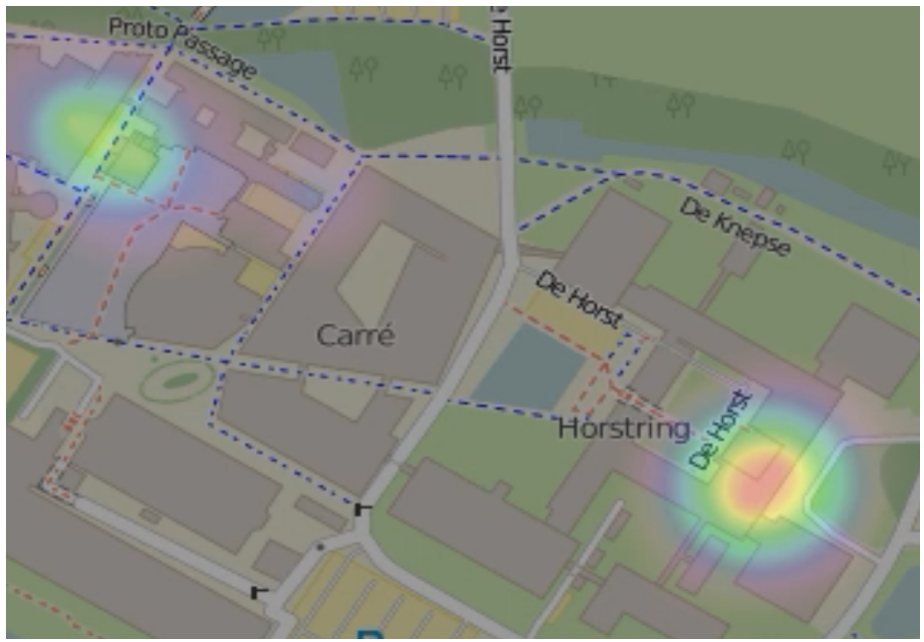
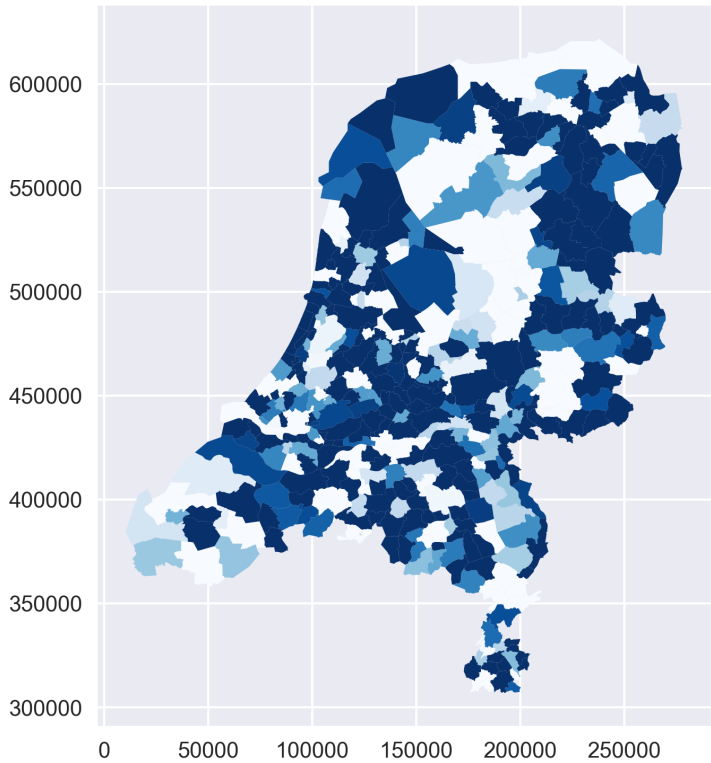


Figure: An isarithmic map showing the density of a variable

Choropleth maps (Area data)

A map which uses differences in shading, coloring, or the placing of symbols within predefined areas to indicate the average values of a particular quantity in those area

Choropleth maps (problems)



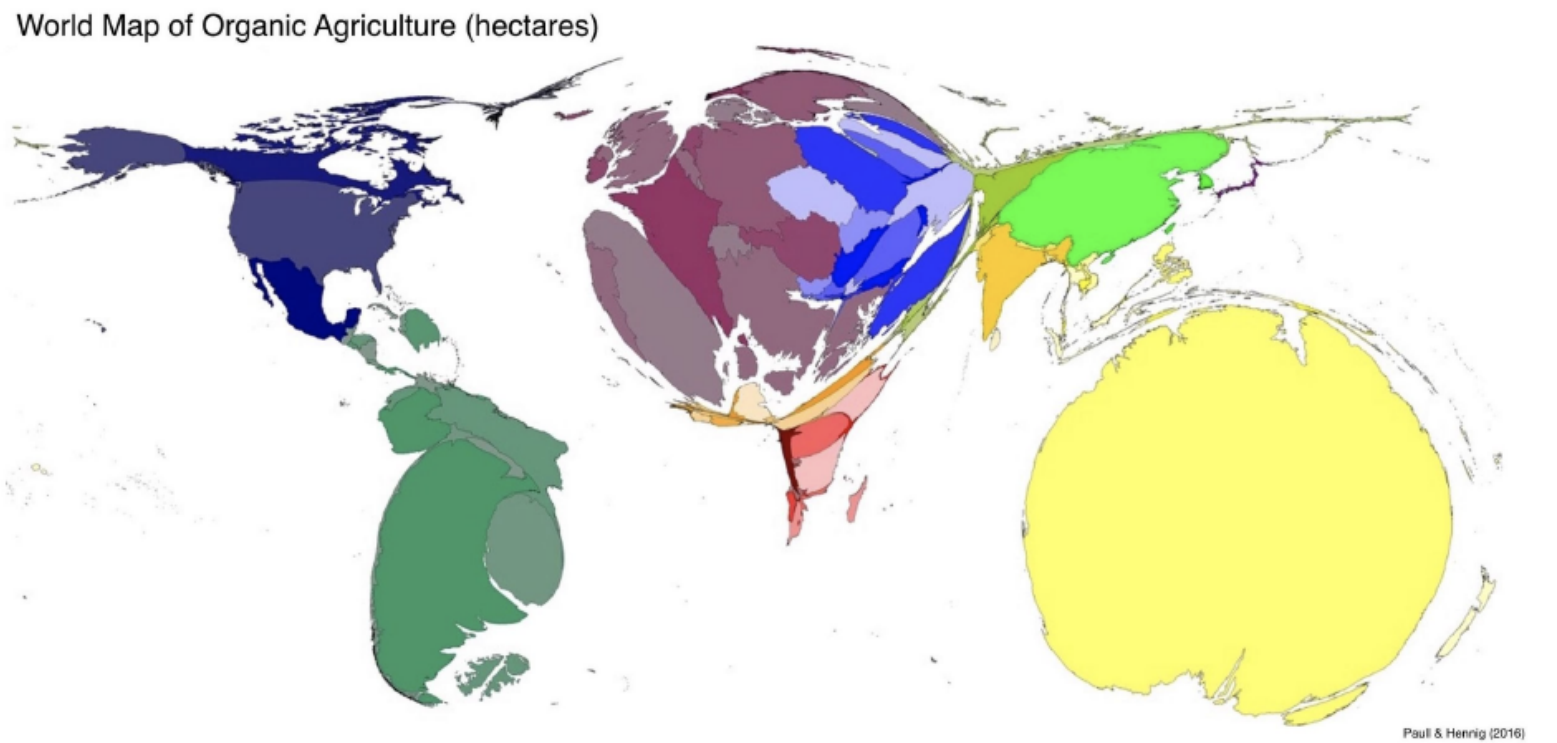
Problems with Choropleth maps

- Most interesting values are often concentrated in densely populated areas with small polygons. Less interesting values are spread over sparsely populated areas with large polygons.
- **Choropleth maps tend to highlight patterns in large areas, which may be of lower importance.**

Cartograms

Cartograms are generalizations of ordinary thematic maps that avoid the problems of choropleth maps by **distorting the geography** according to the displayed statistical value.

World map of organic agriculture (hectares)

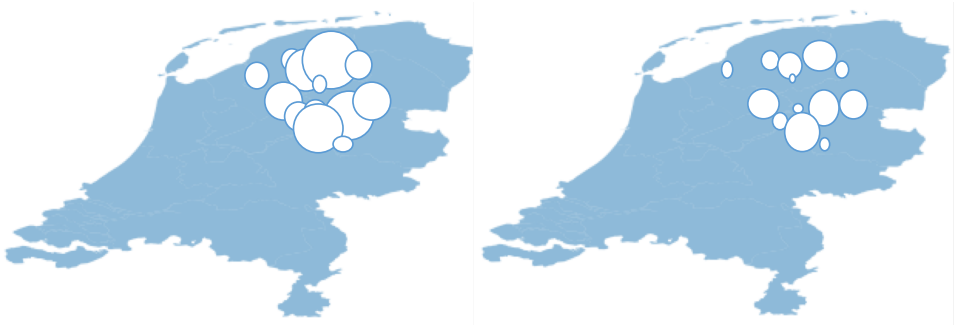


8 9

[8] image source: https://en.wikipedia.org/wiki/Cartogram

[9] mage credit Copyright ©[2016] [John Paull and Benjamin Hennig]

Comparing areas of different size requires normalization



- Same data will yield different visualization when normalized considering population densities
- Normalize data before visualizing!

Points to consider in maps (perception problems)

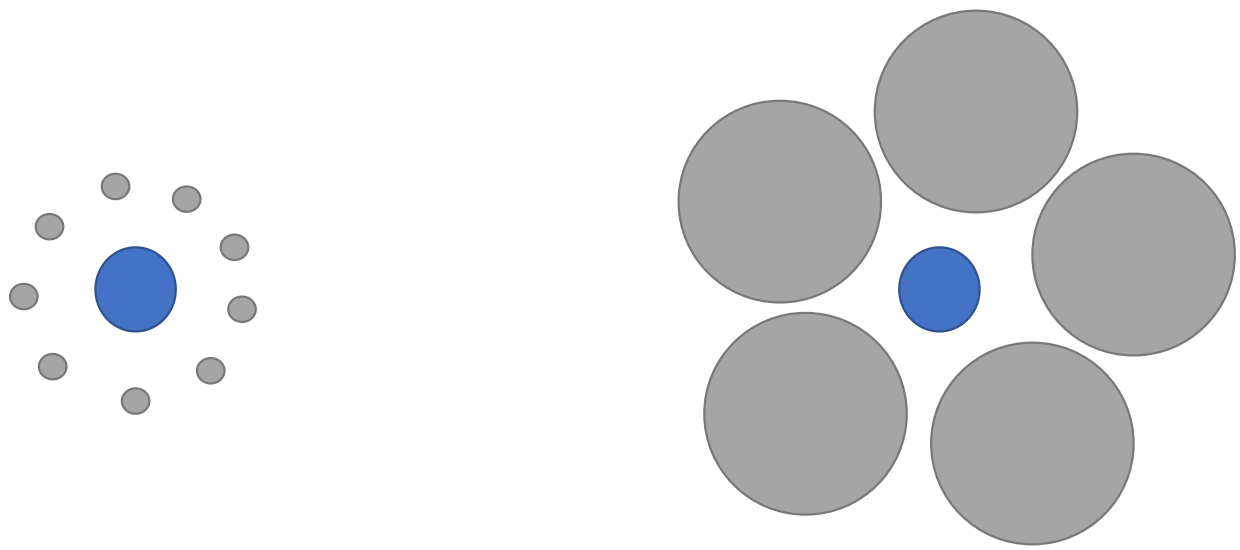


Figure: Ebbinghaus illusion

Points to consider in maps

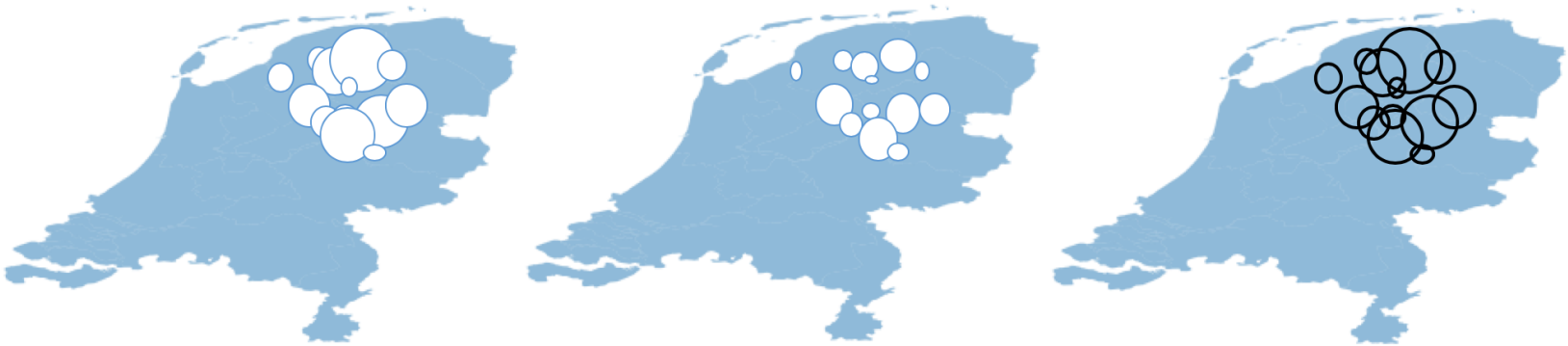
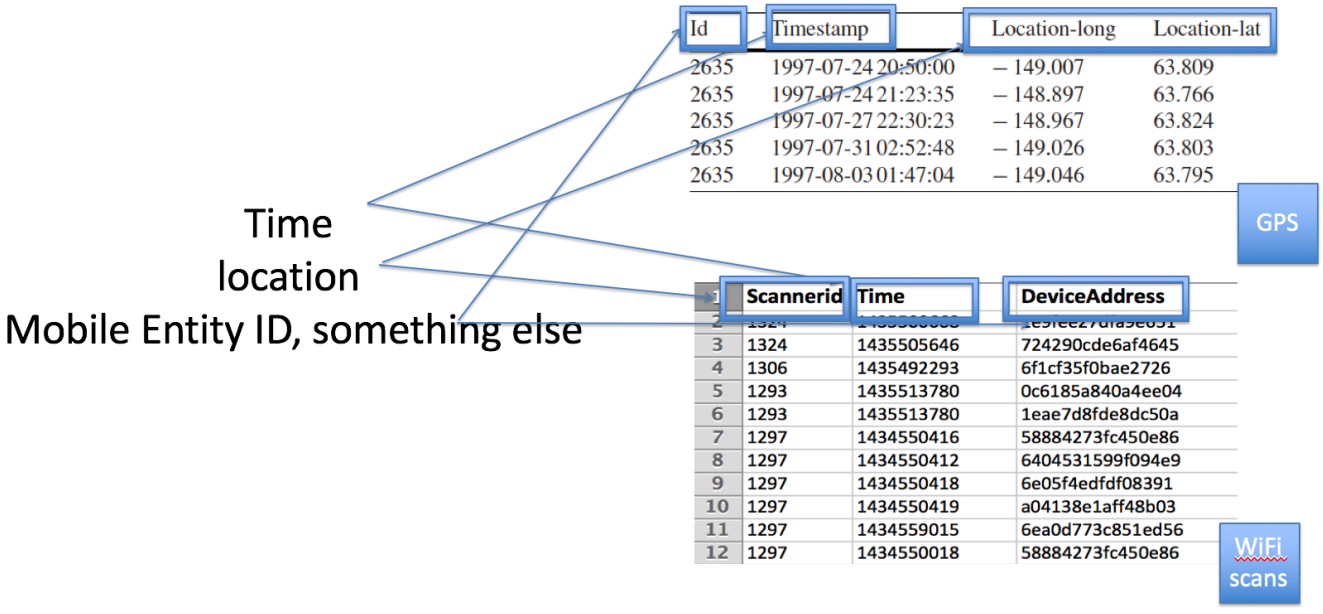


Figure: Overlapping points on maps, try to prevent the left image using normalization or transparent circles

Spatio-temporal data



Visualizing spatio-temporal data

- How do you visualize spatio-temporal data?

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- **You can create a movie out of data with time!**
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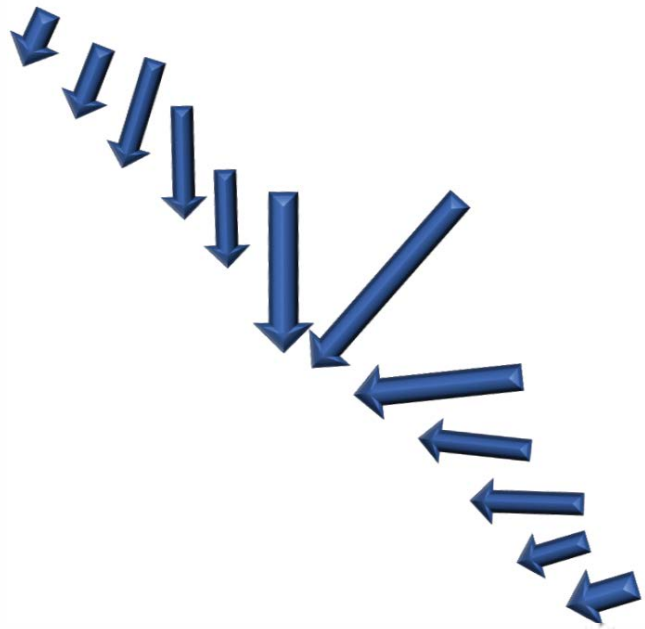
- Example of technique for visualizing temporal data:

Visualizing spatio-temporal data

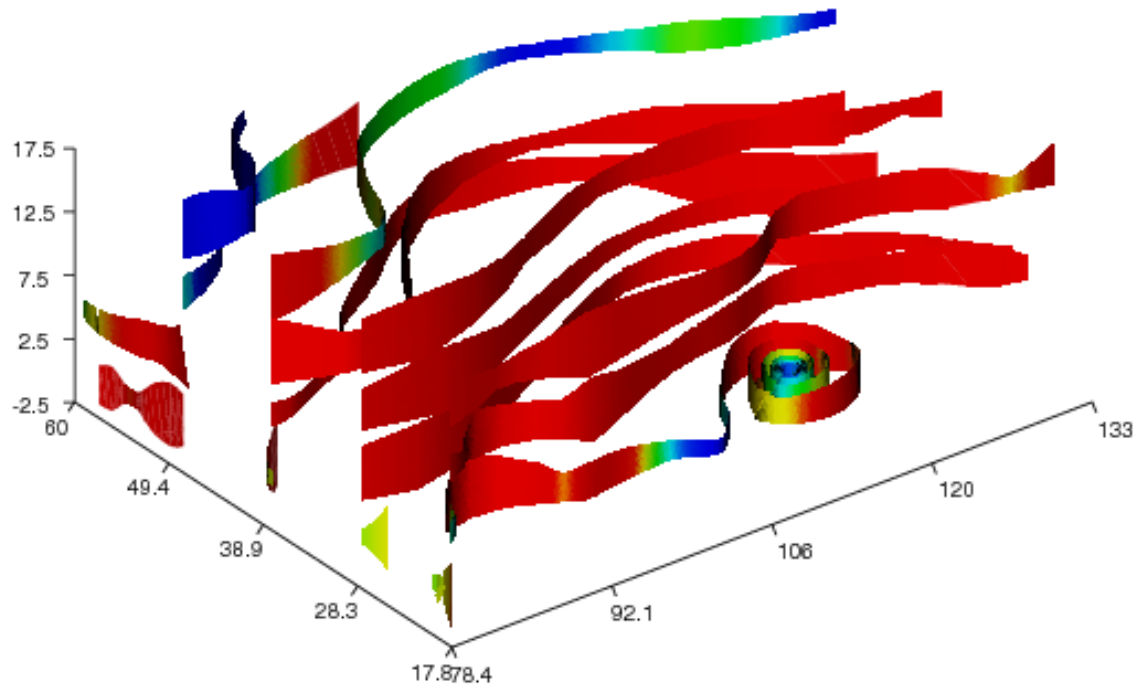
- How do you visualize spatio-temporal data?
- **You can create a movie out of data with time!**
  It is important to use techniques to allow focus on a specific phenomena in visualization
- Example of technique for visualizing temporal data:
  - Glyphs
  - Ribbons
  - Streaklines

Glyphs



Glyphs can have a direction and strength.

Ribbons

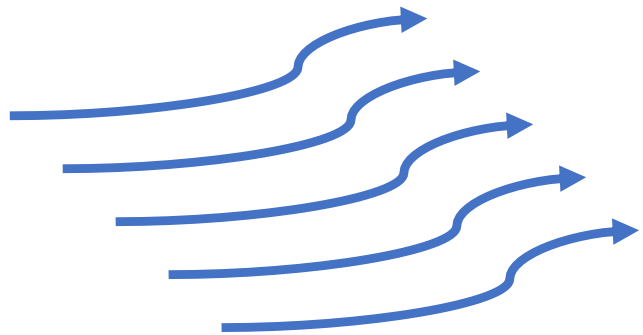


Flow data visualized using ribbons, vorticity can be mapped to twist.[10]

[10] image source:http://hplgit.github.io/scitools/doc/easyviz/easyviz.html

See here

Streaklines

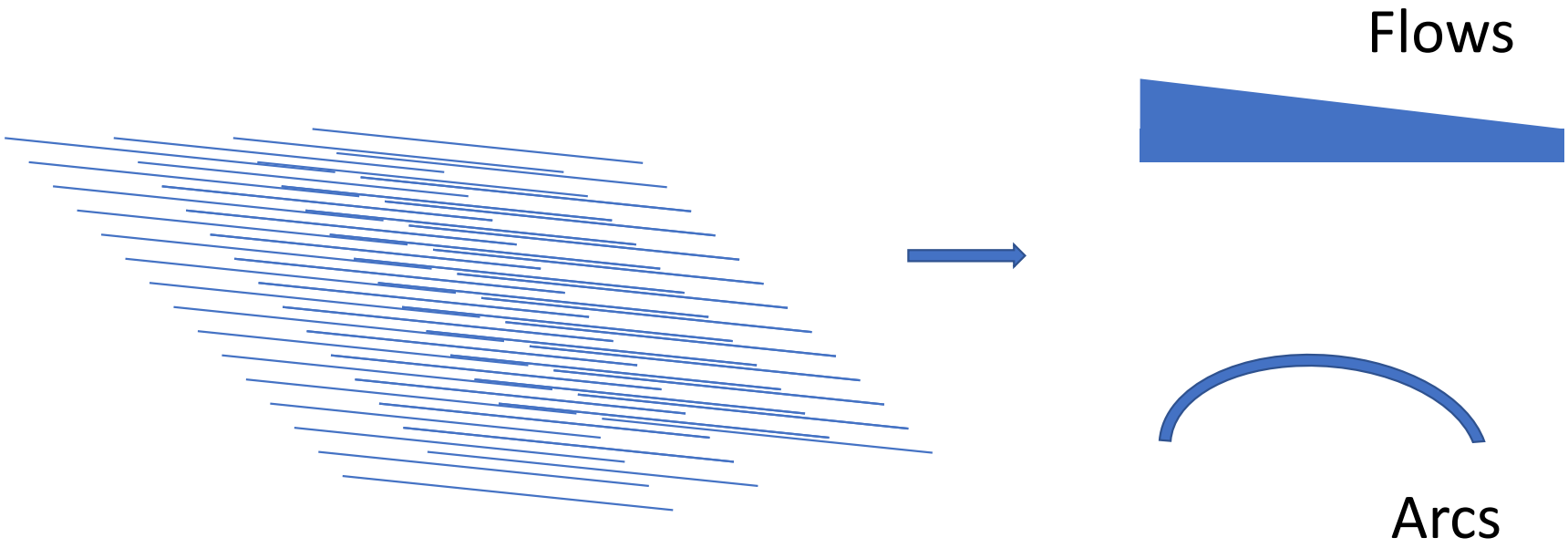


Points from a number of timestamps can be joined to form streaklines.

Visualizing flows on maps

How to deal with so many lines?

- Flow maps
- Arc maps



End of theory!

References I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Matthew O Ward, Georges Grinstein, and Daniel Keim, *Interactive data visualization: foundations, techniques, and applications*, AK Peters/CRC Press, 2011.