

Paul Rosen

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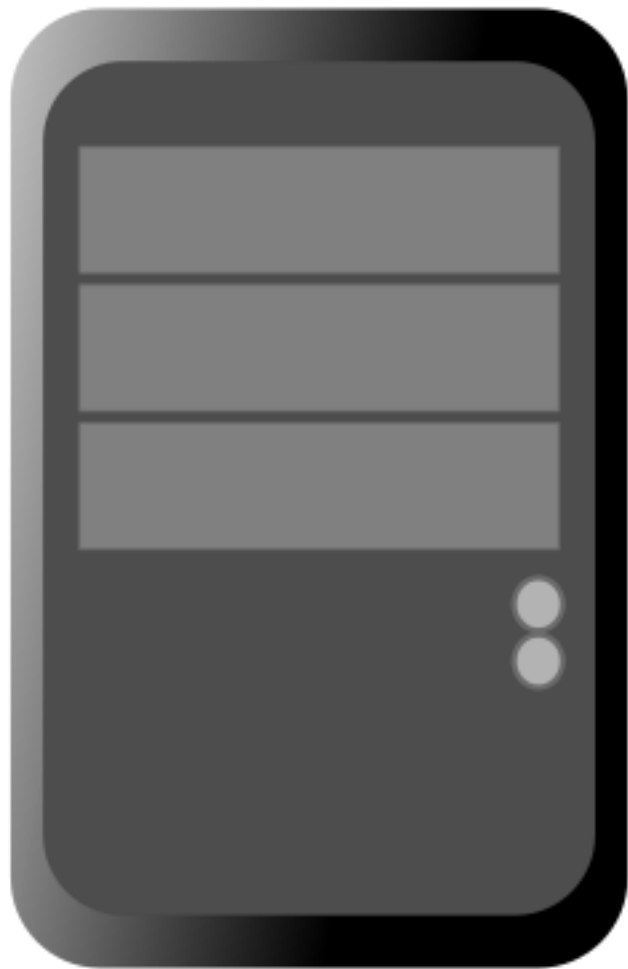
Visualization for Data Science

DS-4630 / CS-5630

Introduction to Perception

data

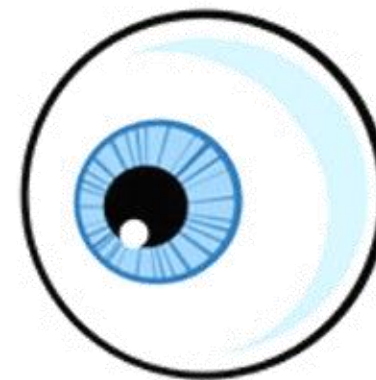
knowledge



(analysis—stats, ML, etc.)



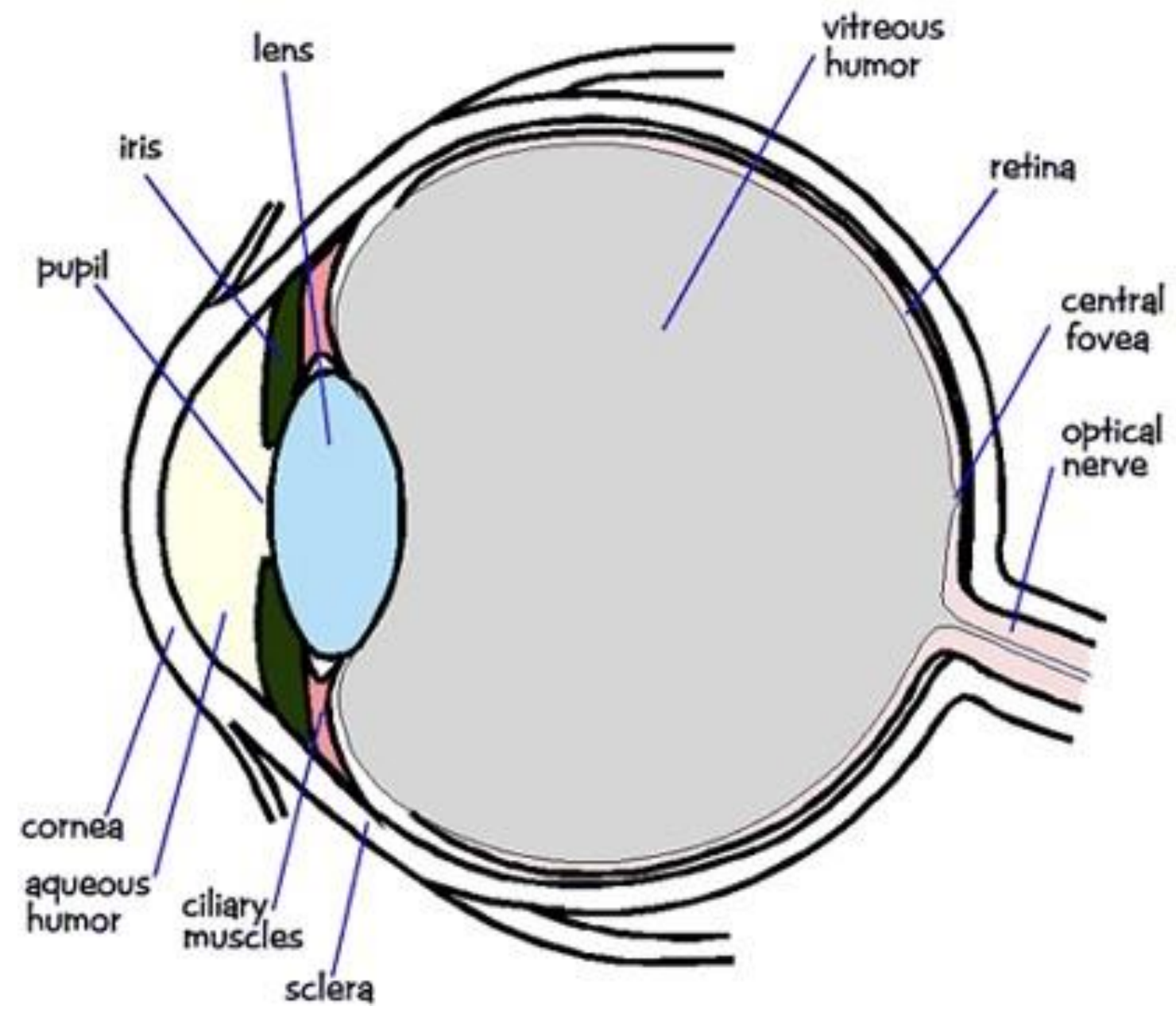
(visualization)

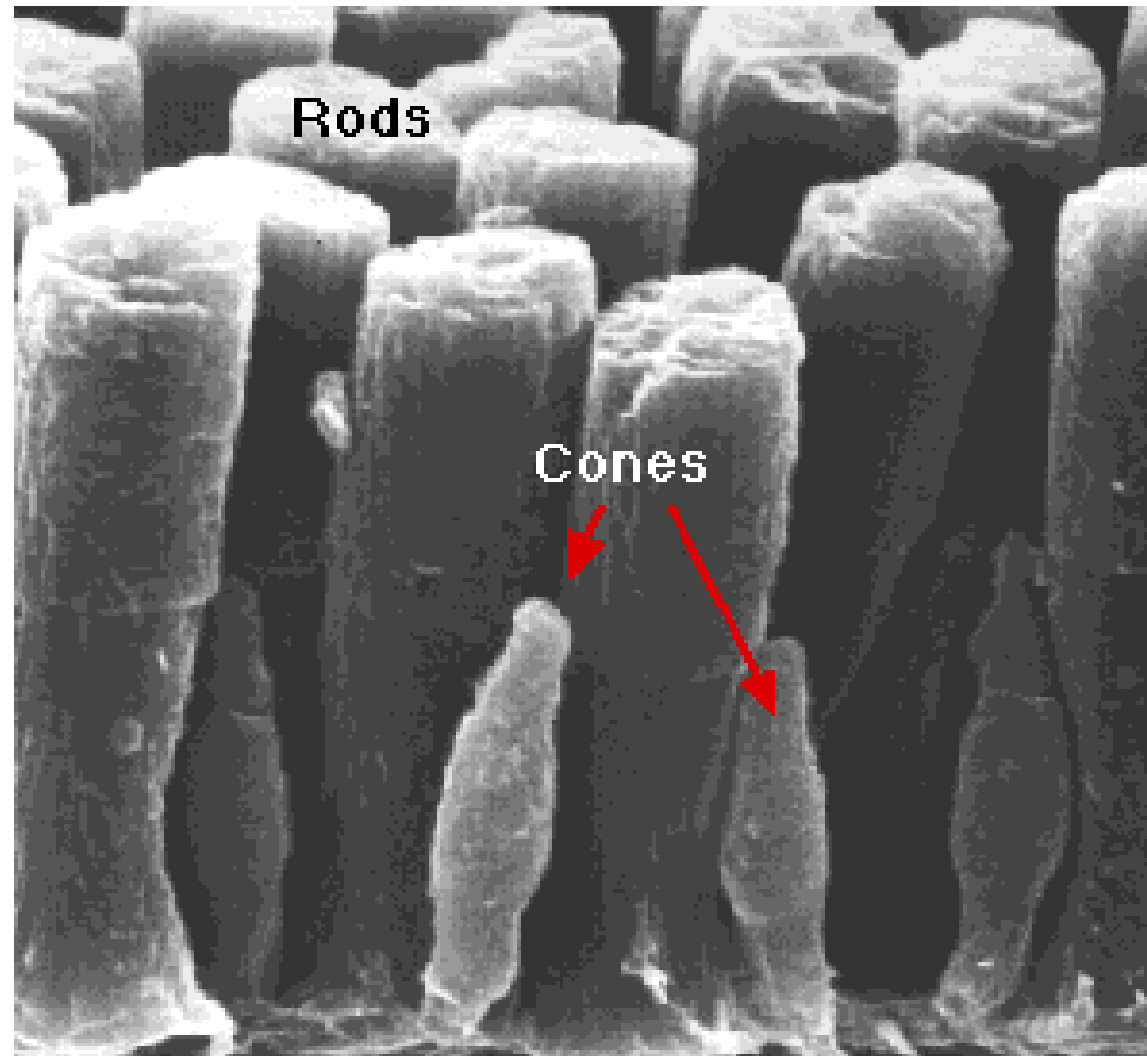


(perception)

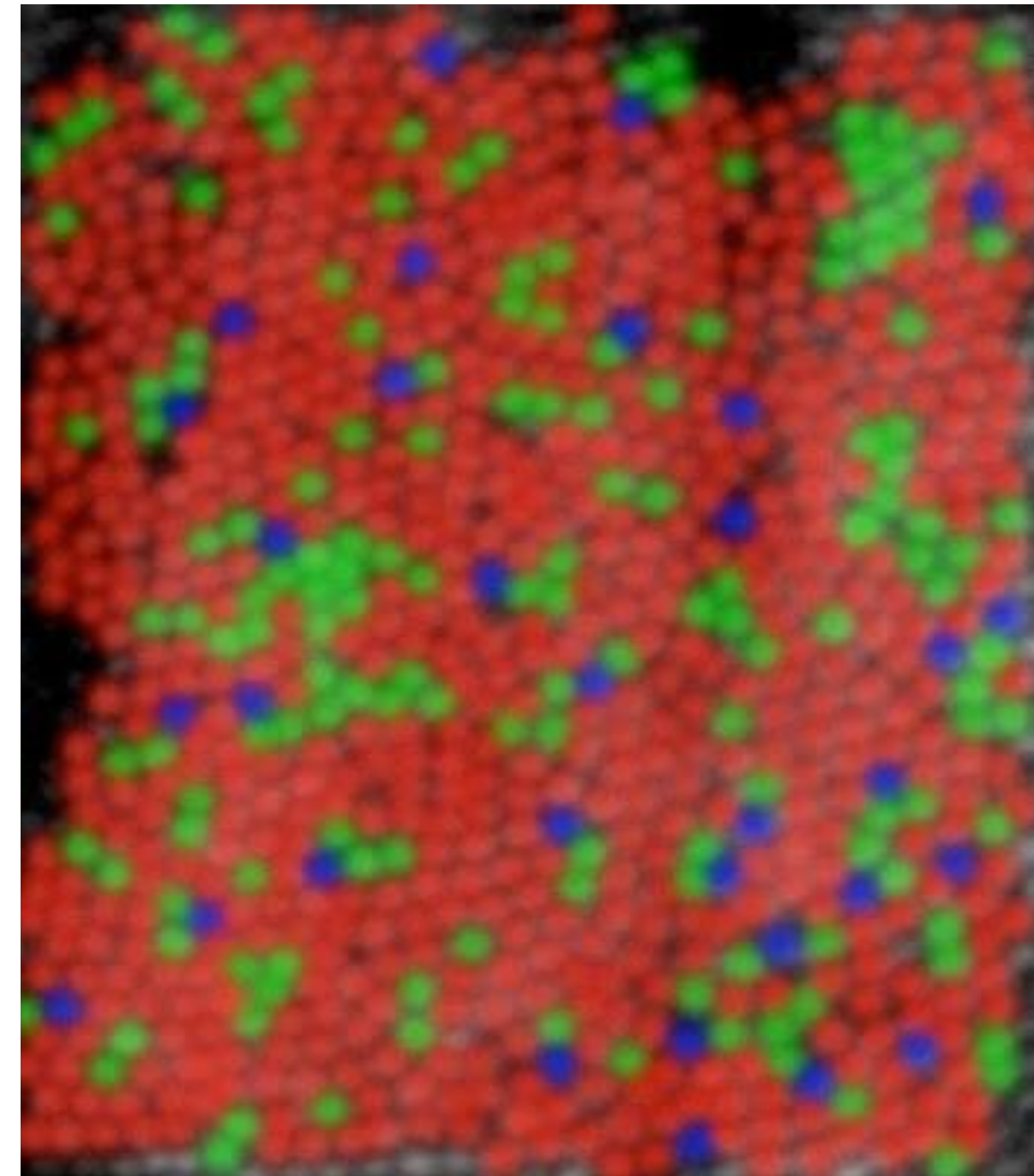


(cognition)



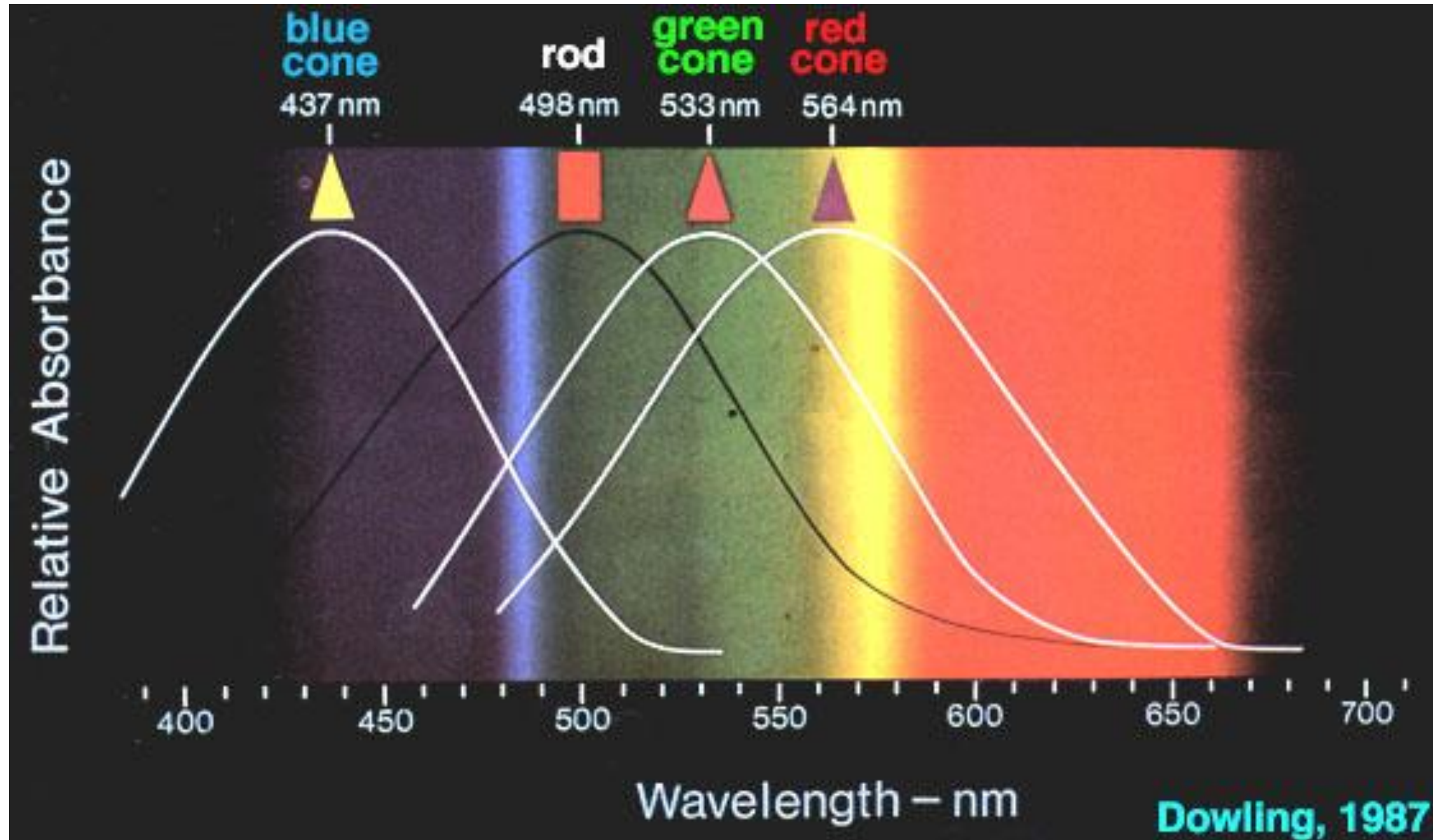


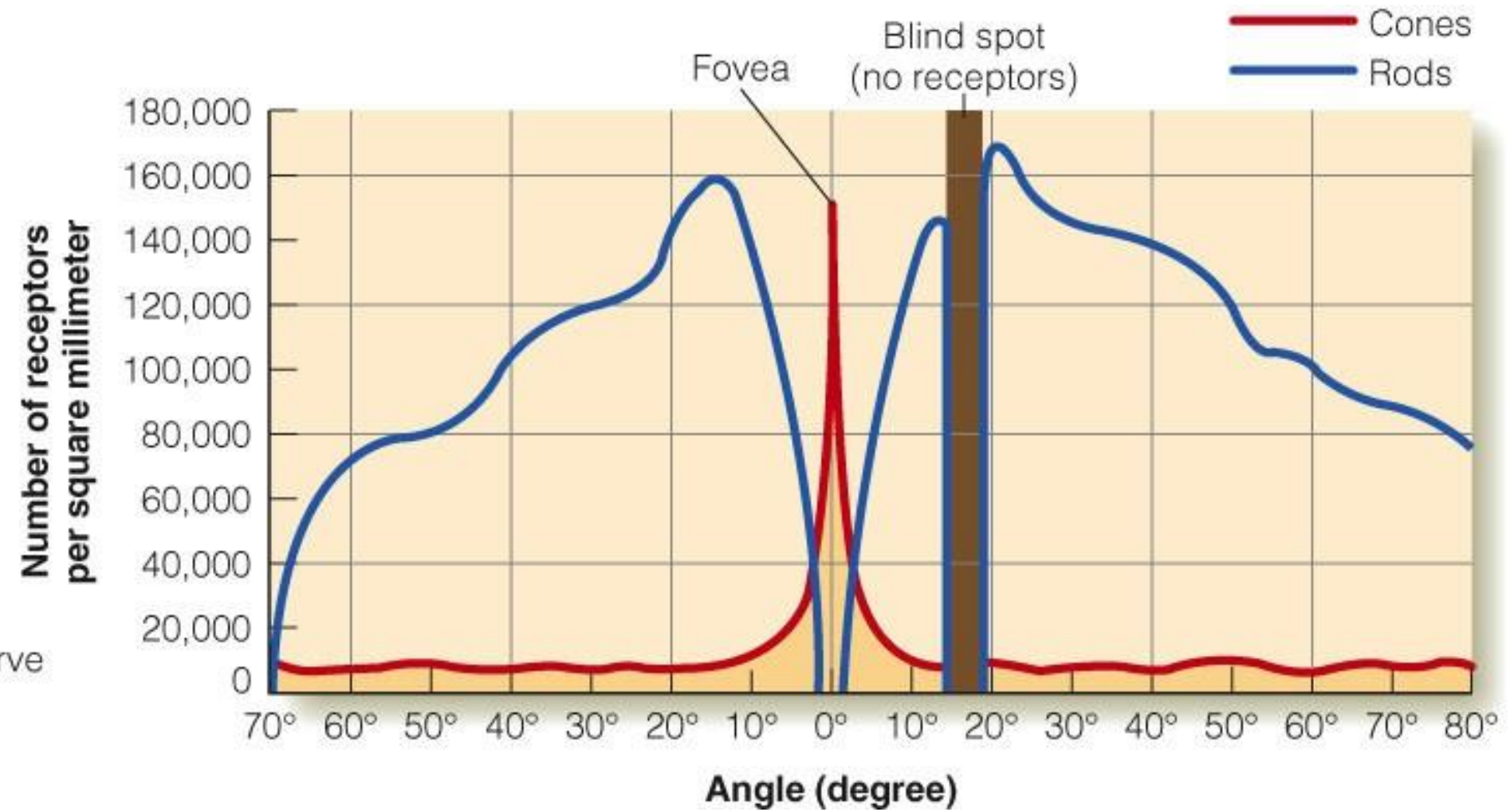
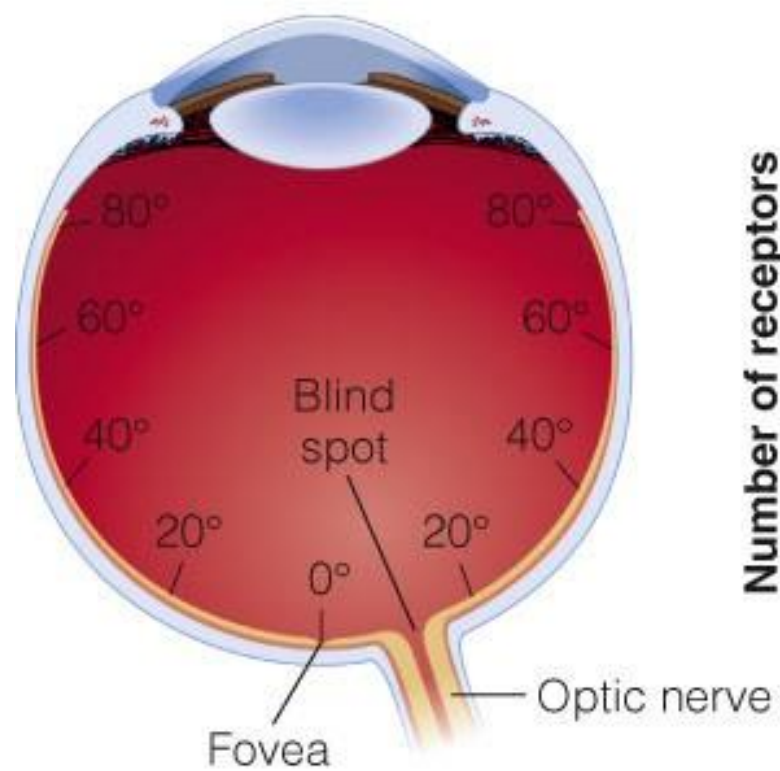
120 million rods

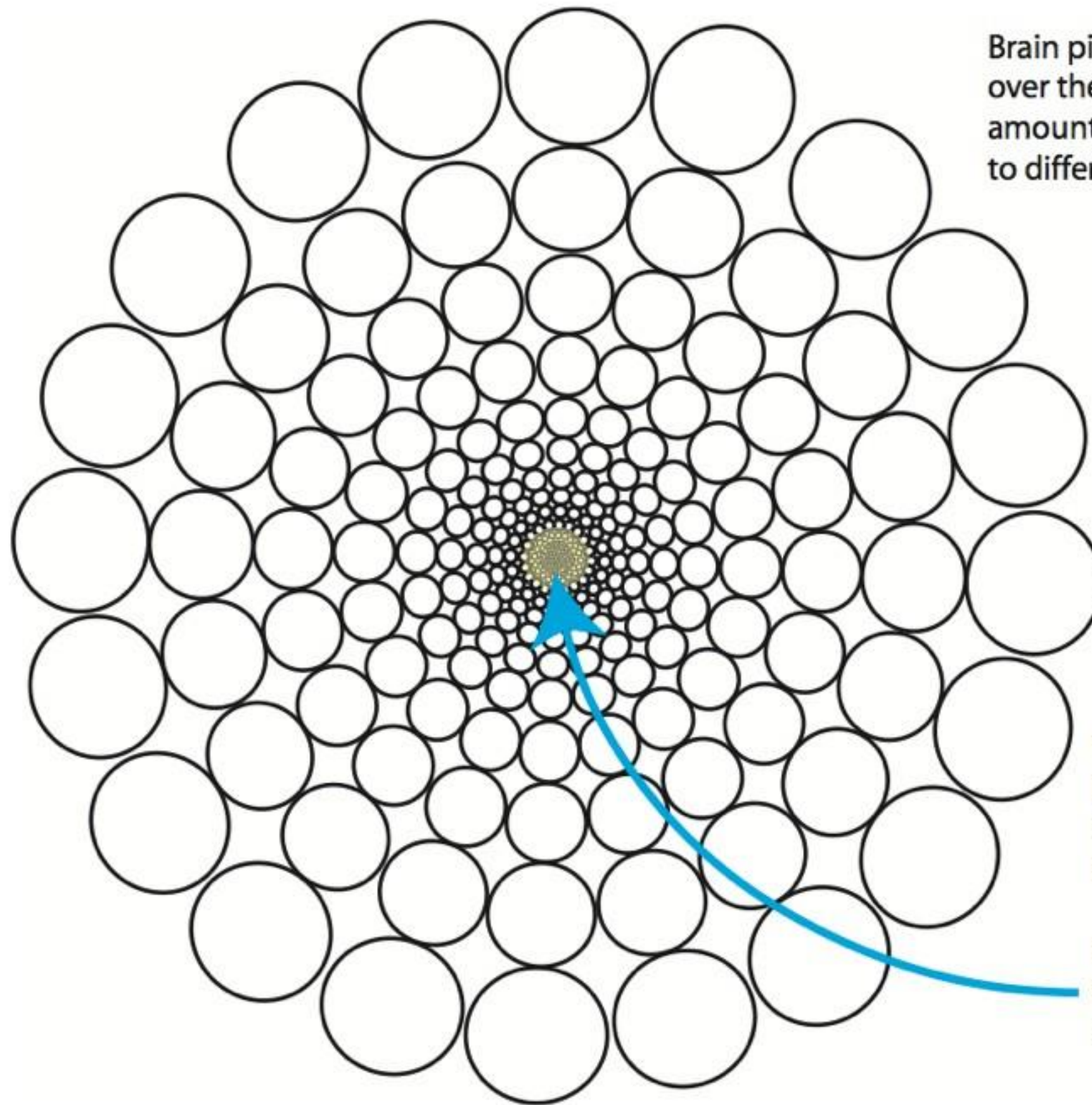


5-6 million cones

Cone Response







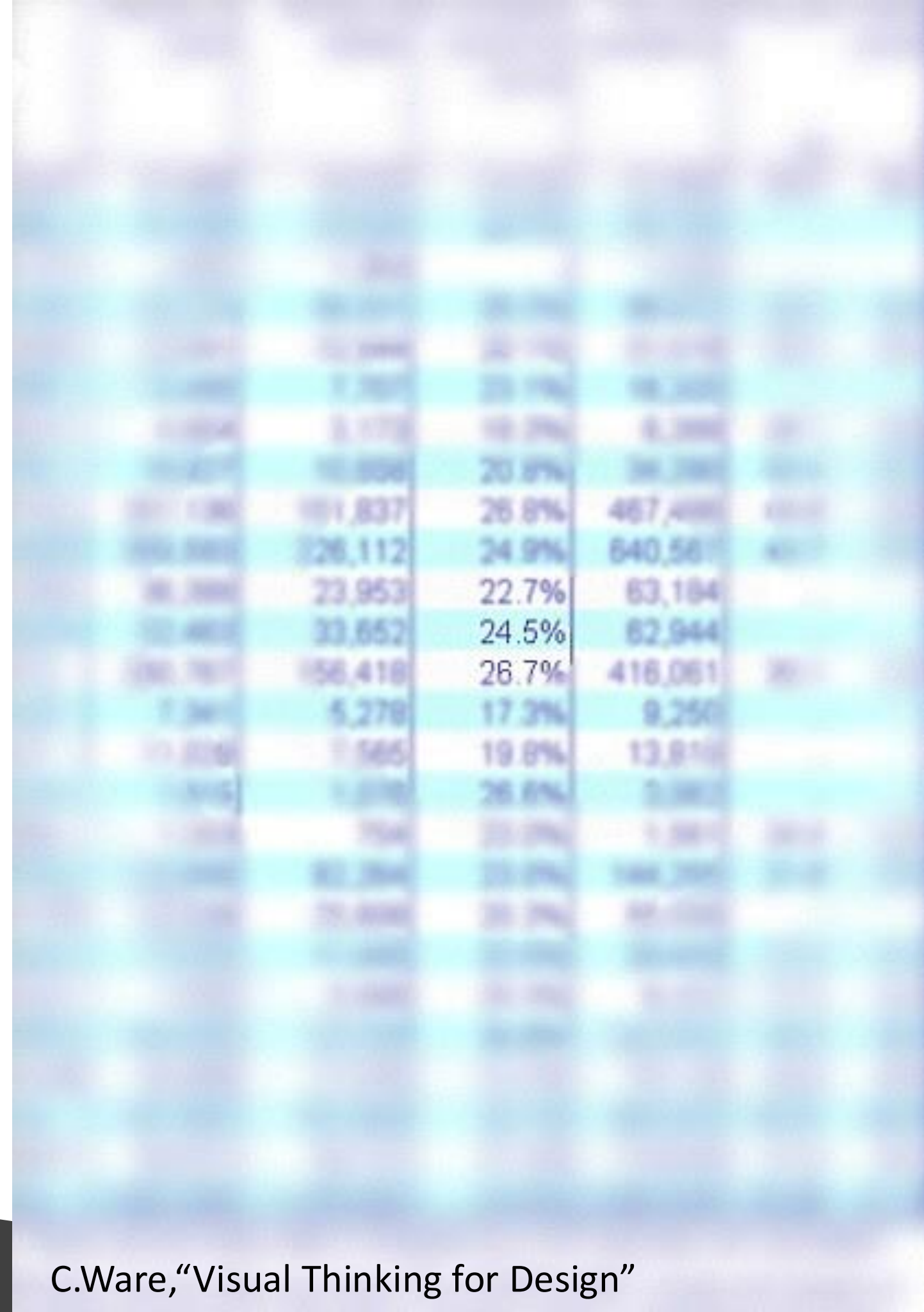
Brain pixels vary enormously in size over the visual field. This reflects differing amounts of neural processing power devoted to different regions of visual space.

At the edge of the visual field we can only barely see something the size of a fist at arm's length.

We can resolve about 100 points on the head of a pin held at arm's length in the very center of the visual field called the fovea.

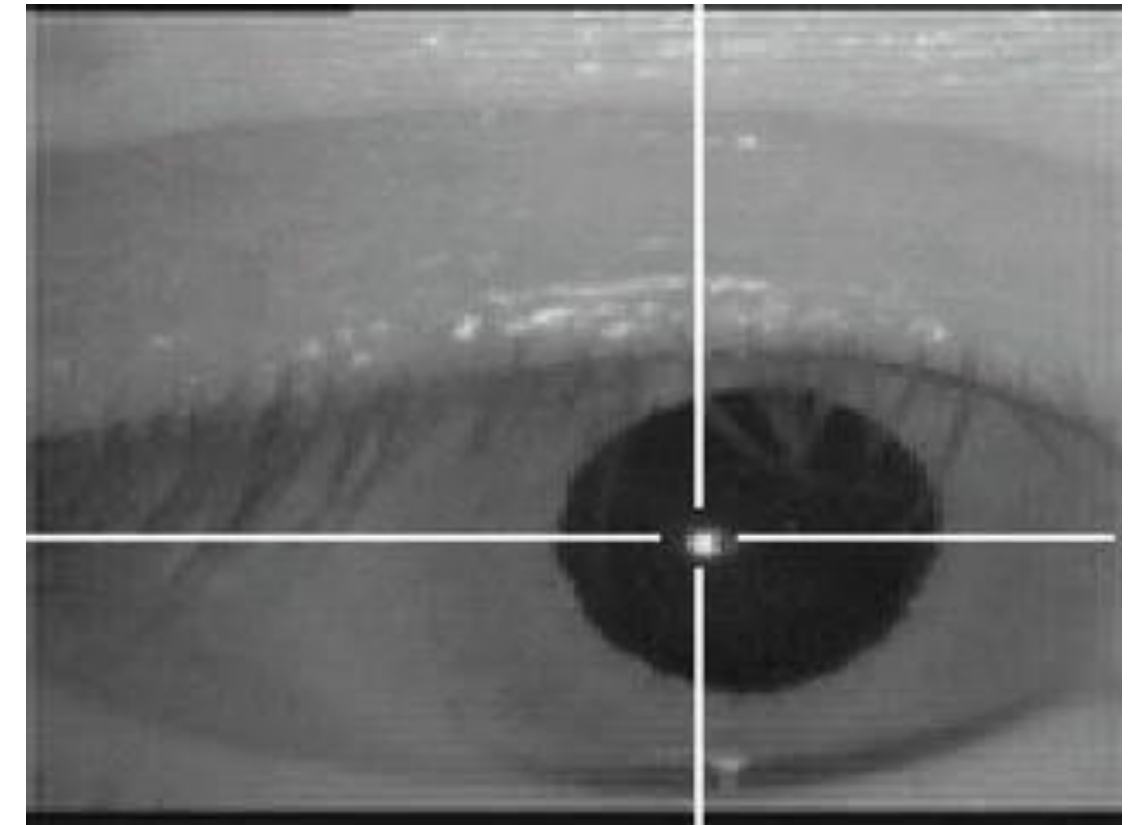
Over half of our visual processing power is concentrated in a slightly larger area called the parafovea.

Foveation is relatively easy to see. The key to recognizing the phenomenon is to stair at a single **word** on the printed page. Then, without moving your gaze, note the blurriness of the surrounding text.

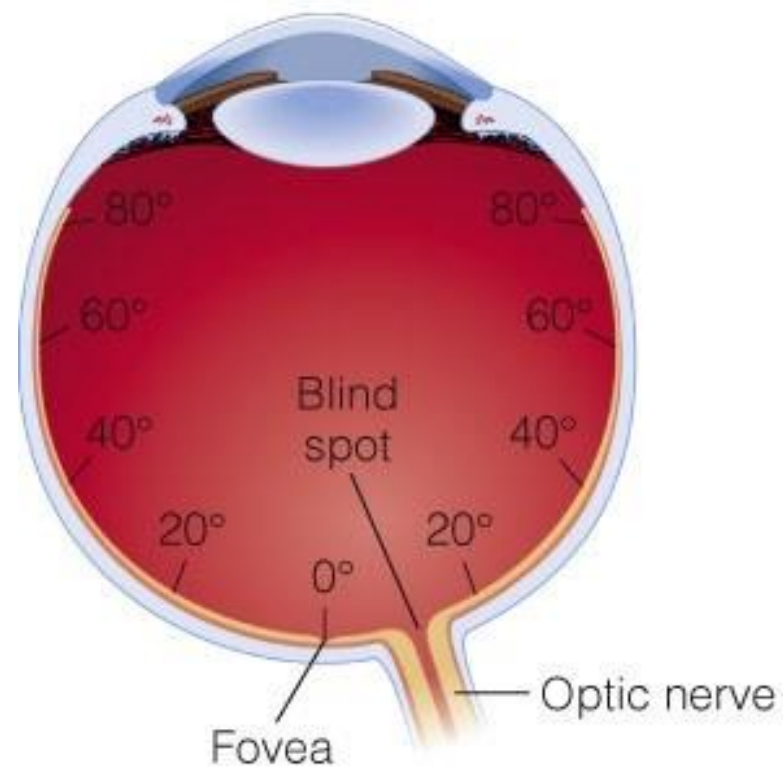


saccadic eye movements

- rapid involuntary eye movements
- moving: 20-100 ms
- fixations: 200-600 ms



Blind Spot

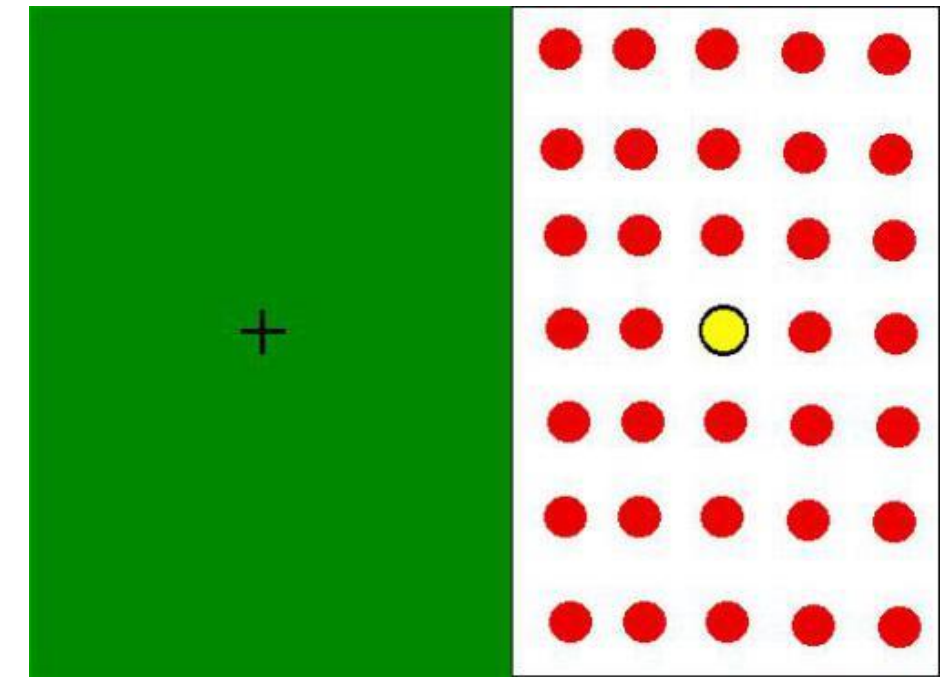
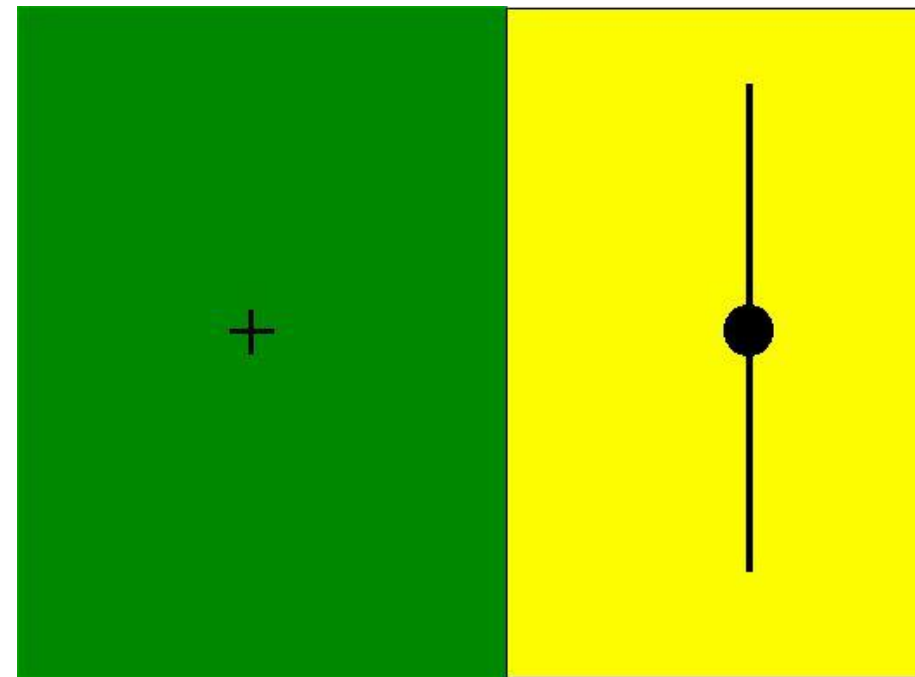
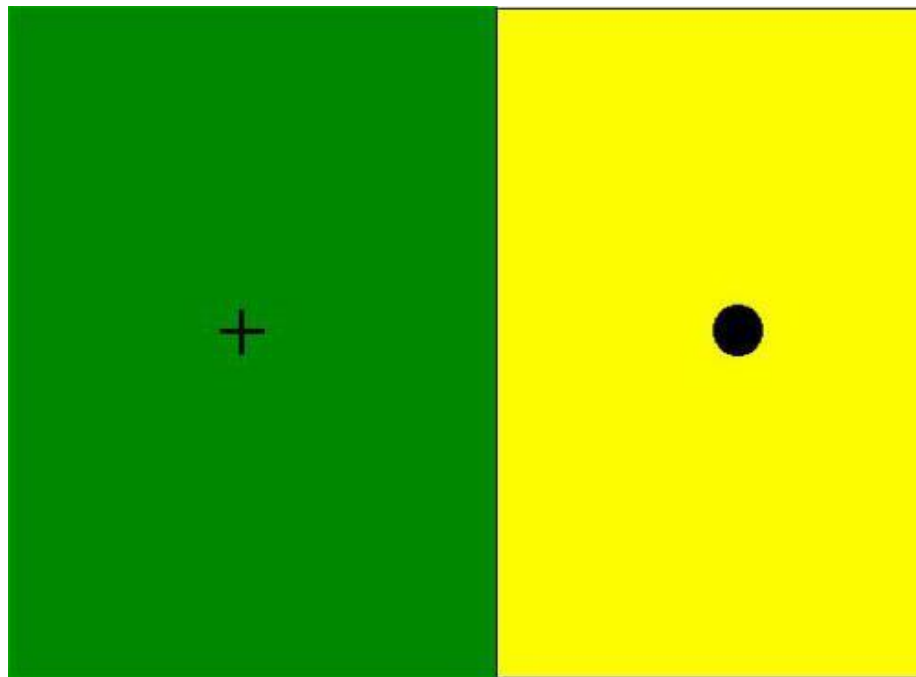


Close **left** eye

Stare at **+**

Move forward and backward until ● disappears

Blind Spot

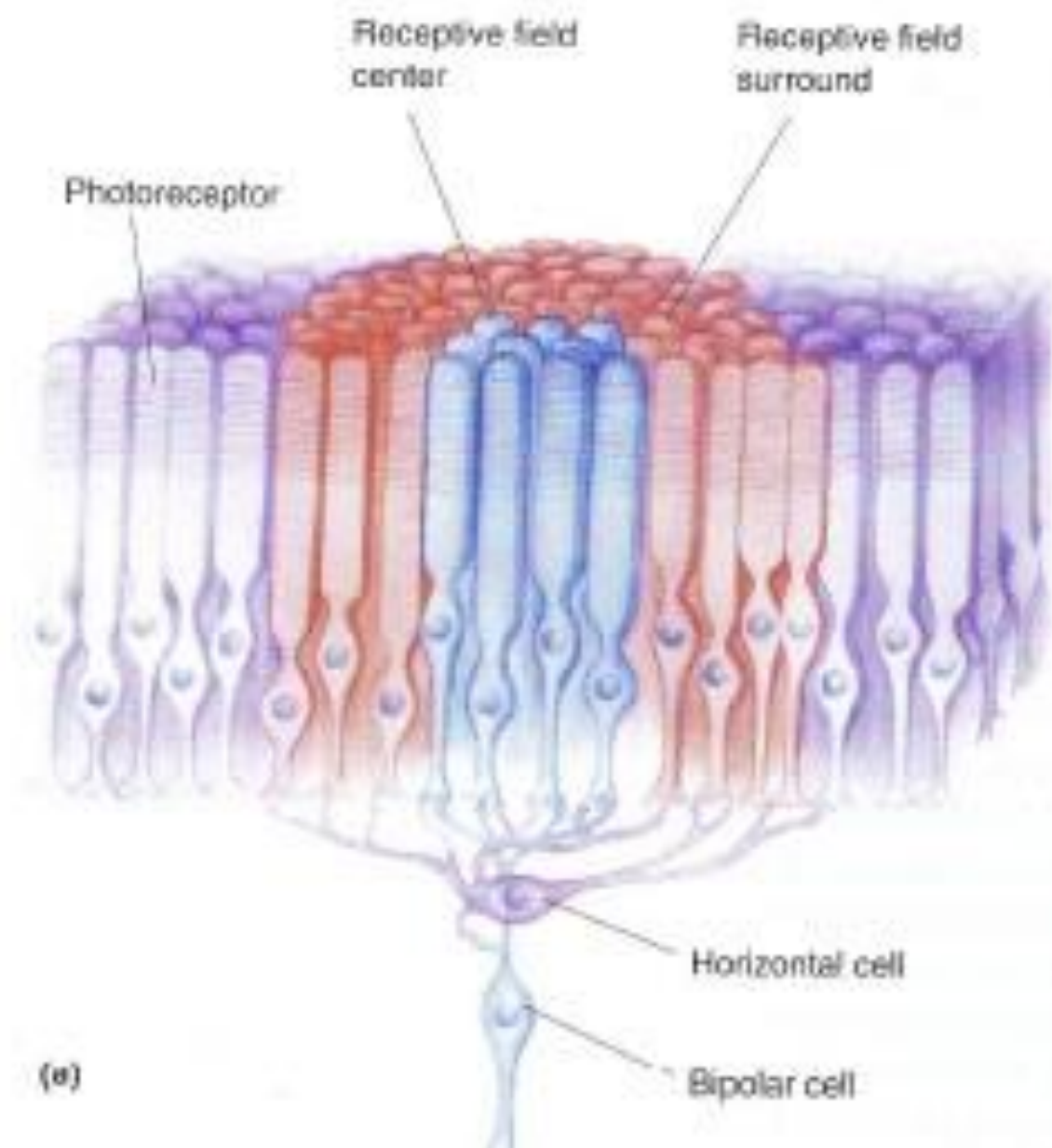


Takeaway

- Our vision at any given moment is relatively limited. Our brain “fills in the missing pieces” using a variety of evolved tools.
- **Be careful placing too much data on the screen. Crisp and clear visualizations will result in the best interpretation.**

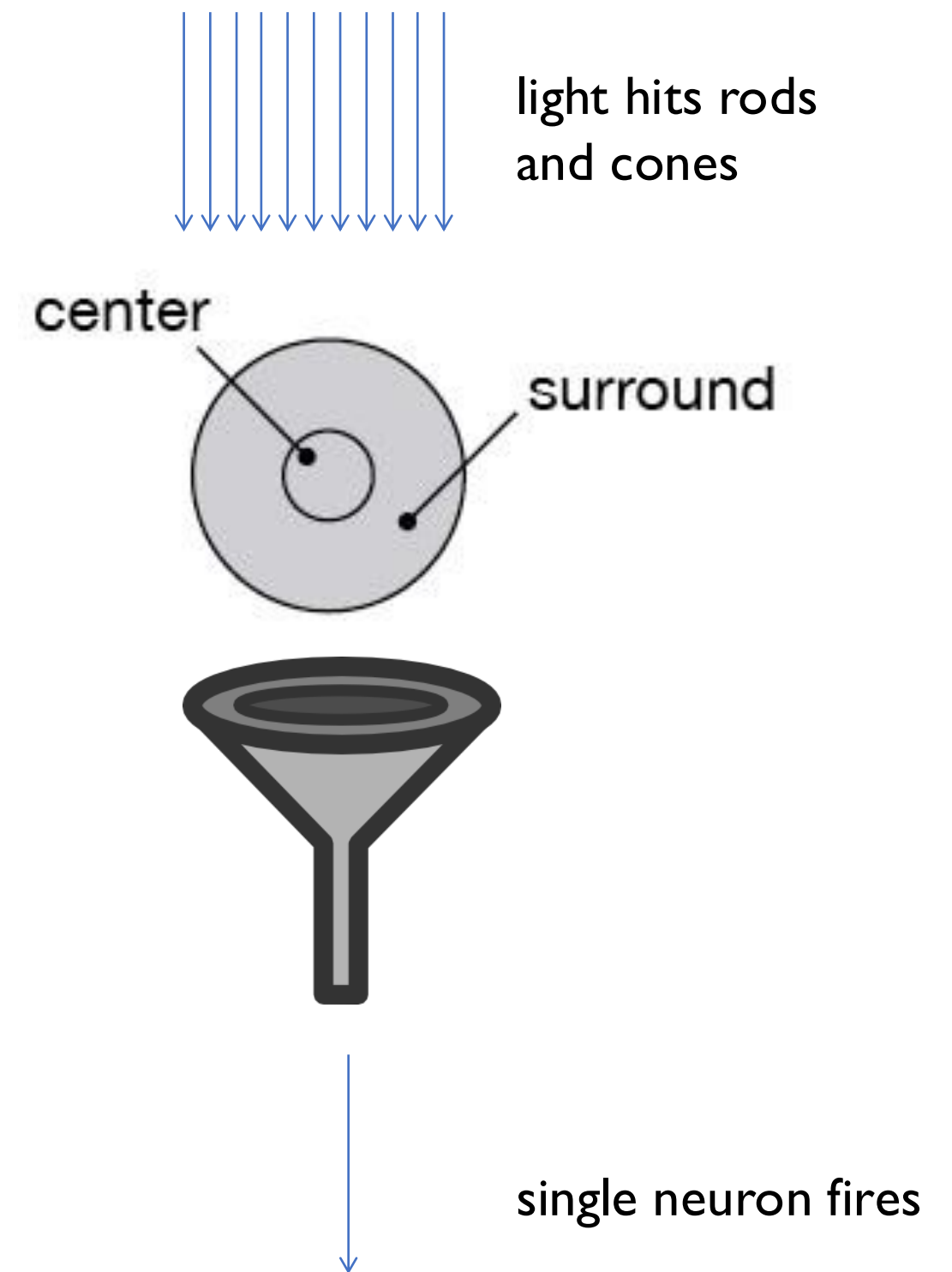
edge detection

receptive field



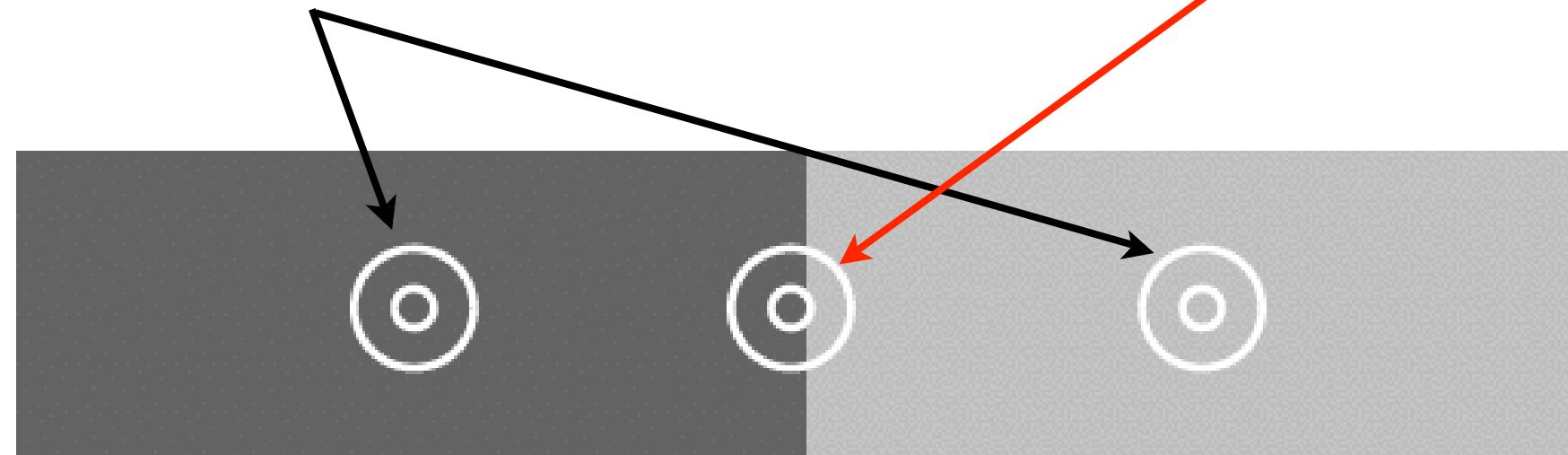
100M rods and cones

1M ganglion cells



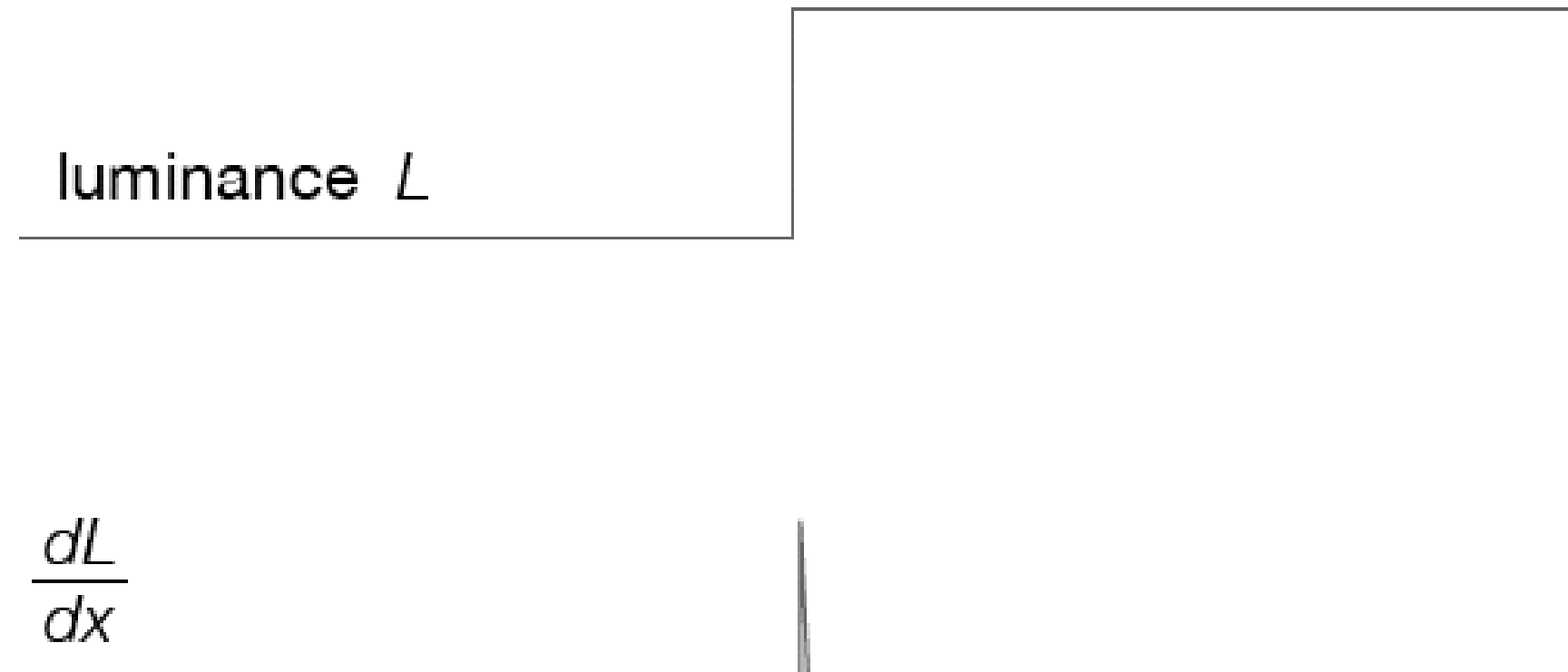
low activity
center and surrounds cancel

**activity increased
or decreased at edges**

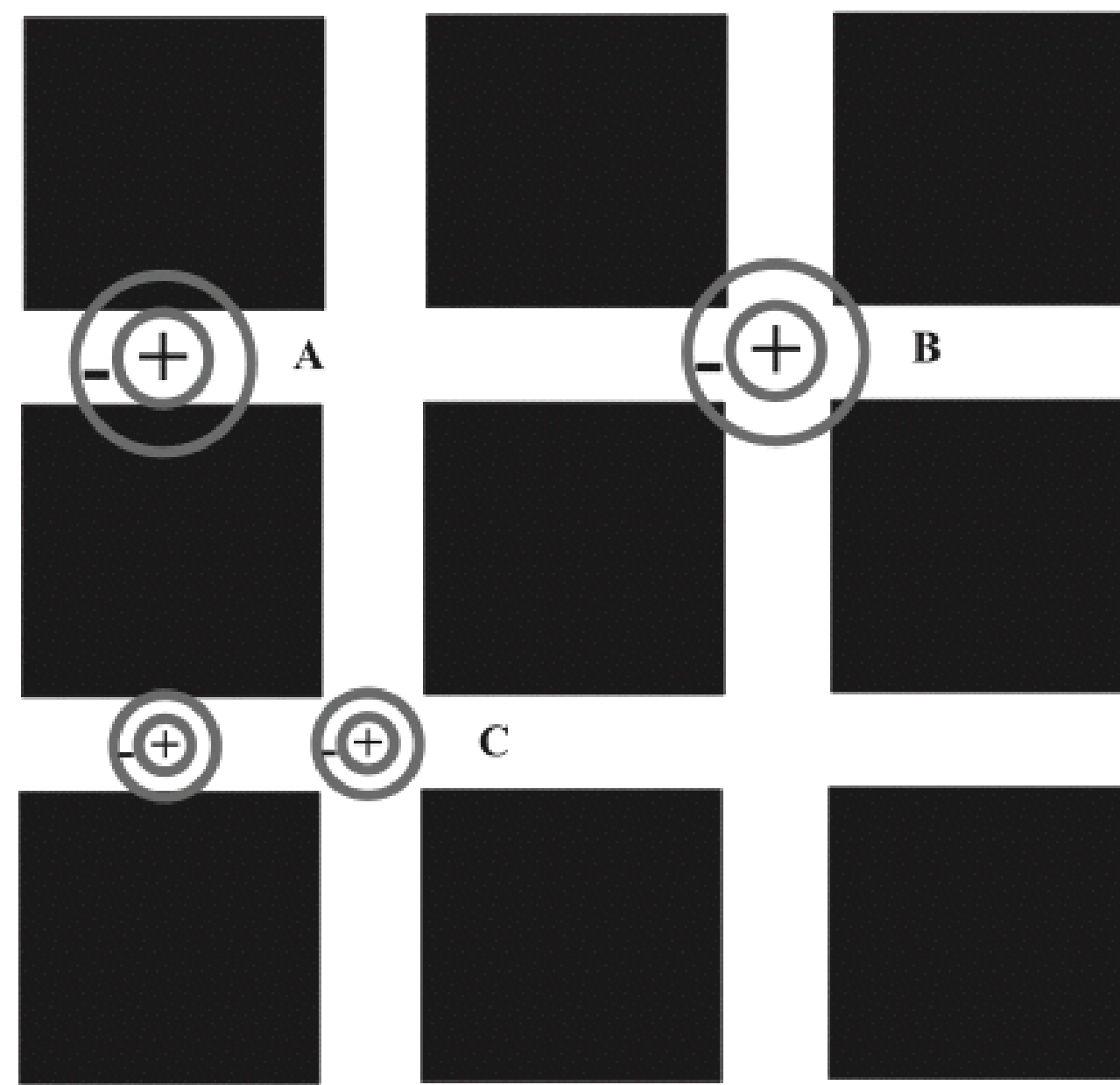


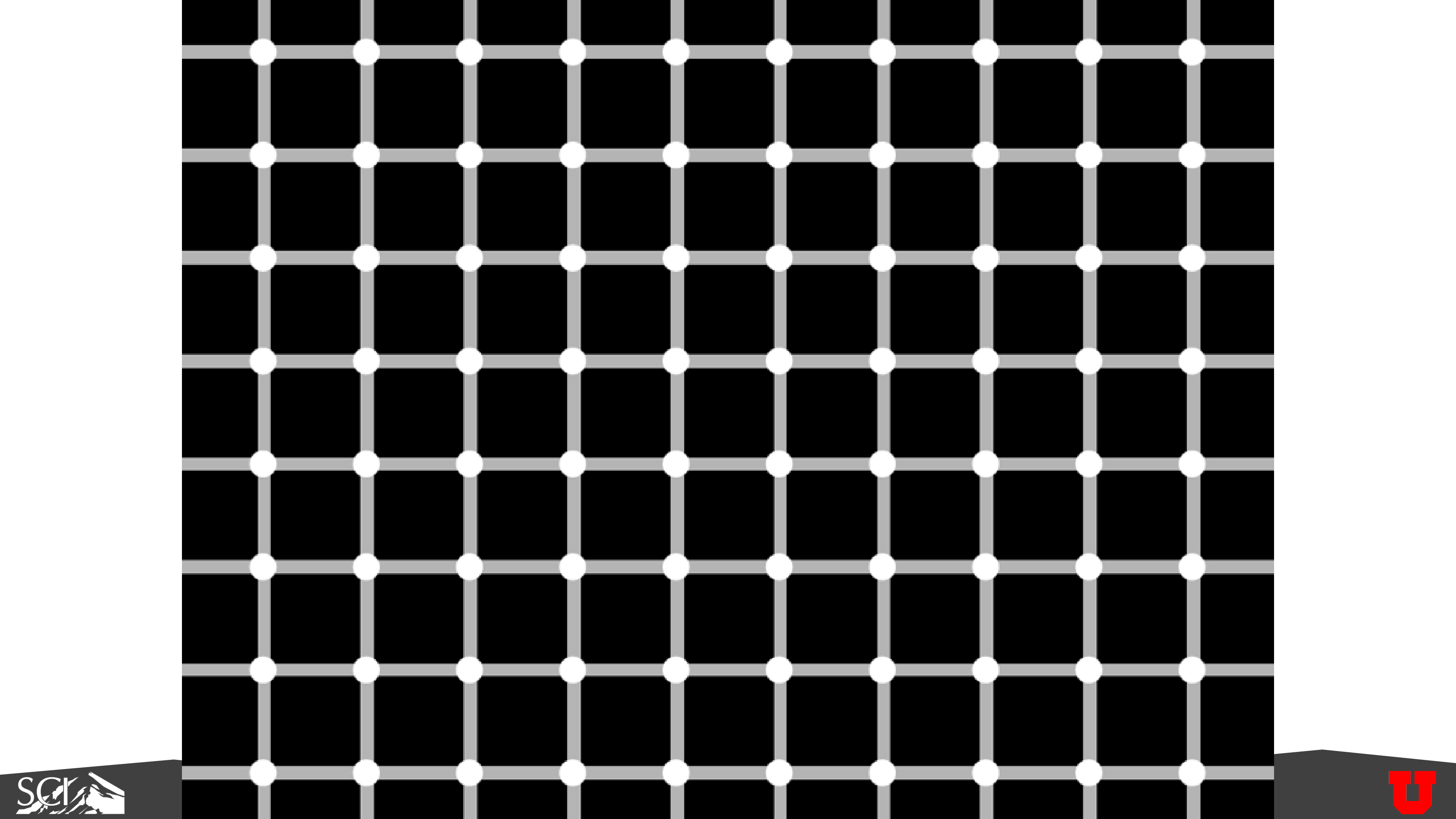
luminance L

$\frac{dL}{dx}$



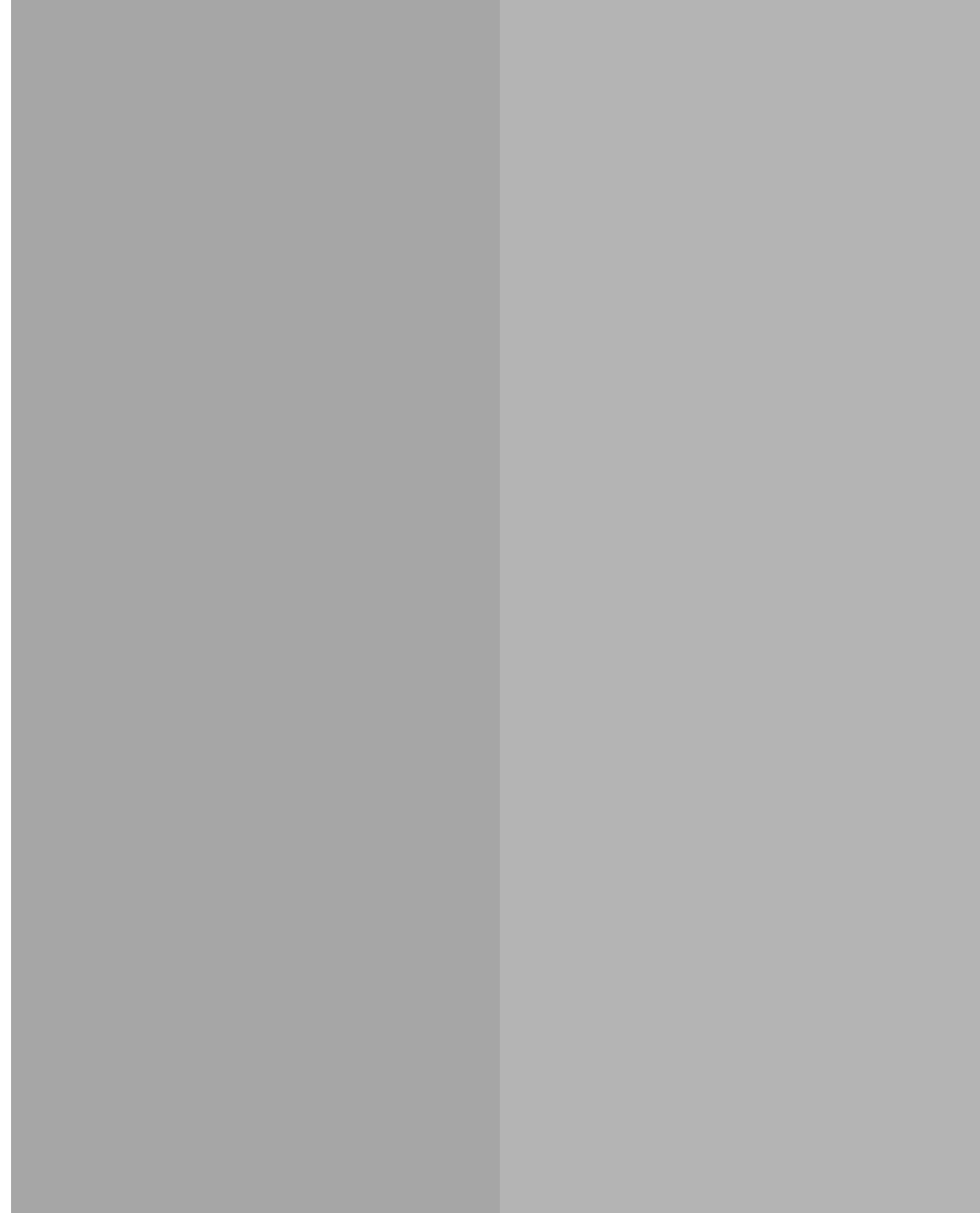
Hermann grid effect



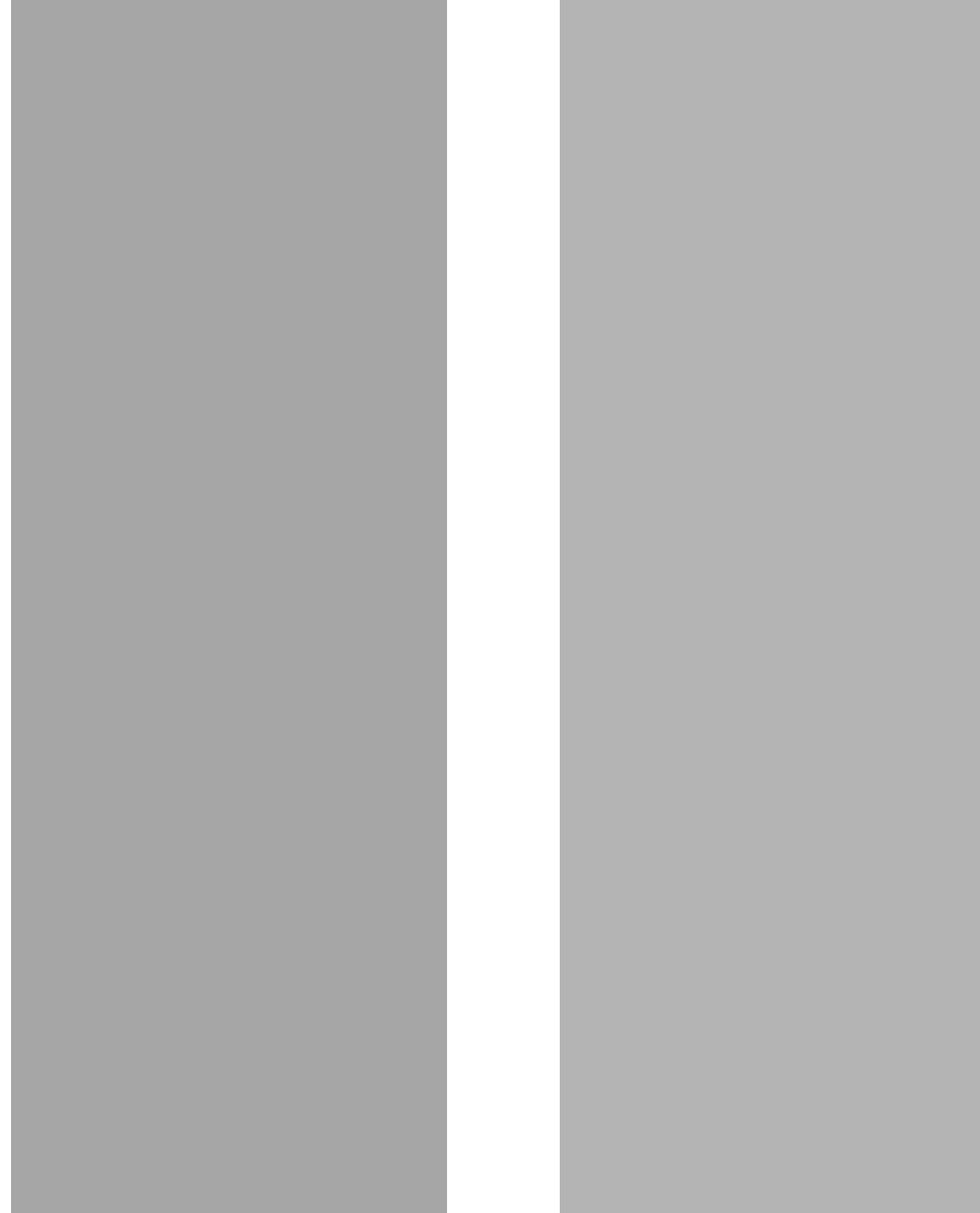


consequences of
edge extraction

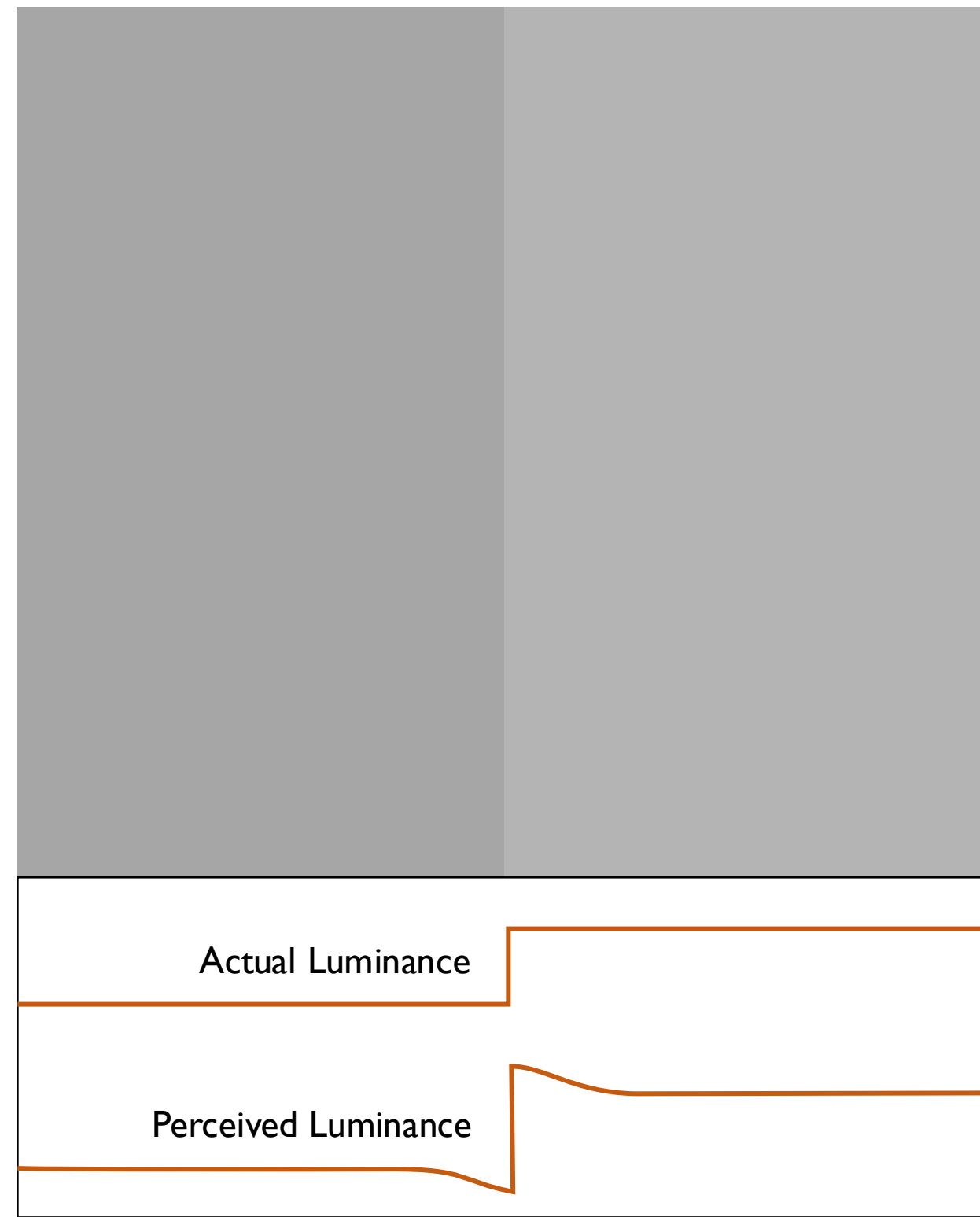
Cornsweet Illusion



Cornsweet Illusion



Cornsweet Illusion



Cornsweet Illusion



Mach Banding



Takeaway

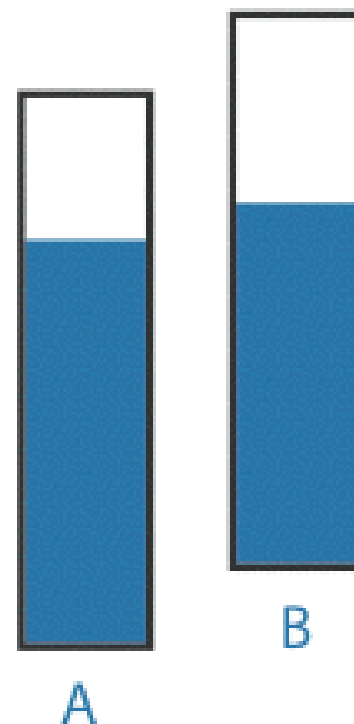
- Our visual system is attracted to edges and is sensitive to differences, not absolute values.
- **Maximize the contrast with the background if the outlines of shapes are important.**

WEBER'S LAW

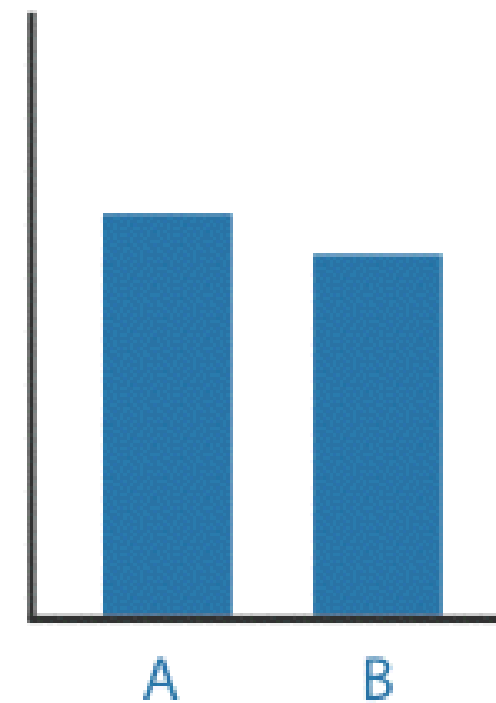
- we judge based on relative, not absolute, differences



Unframed
Unaligned



Framed
Unaligned

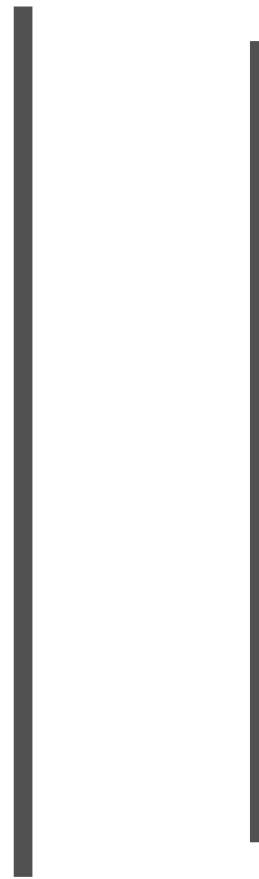


Unframed
Aligned

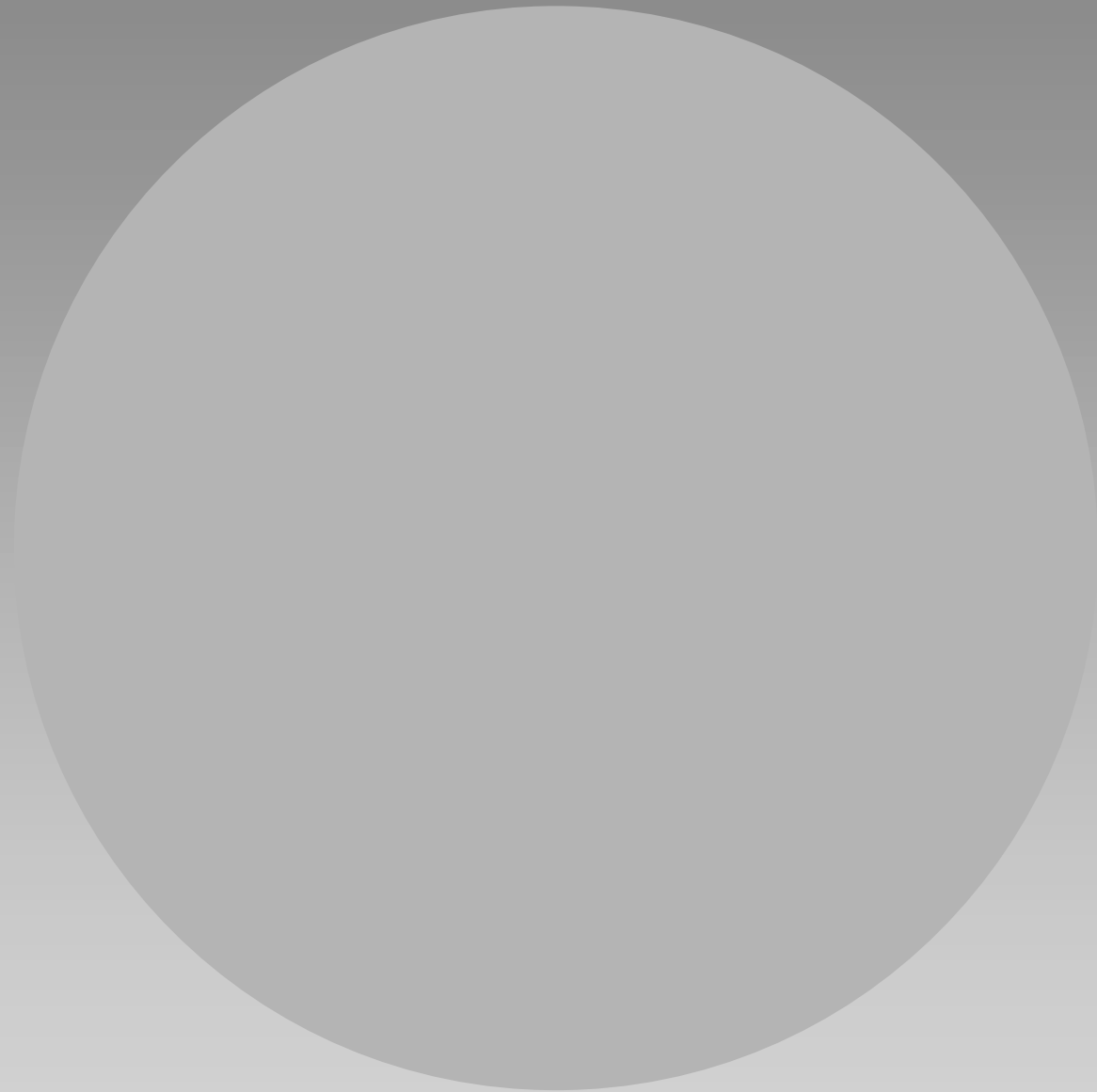
AXIS OF ALIGNMENT



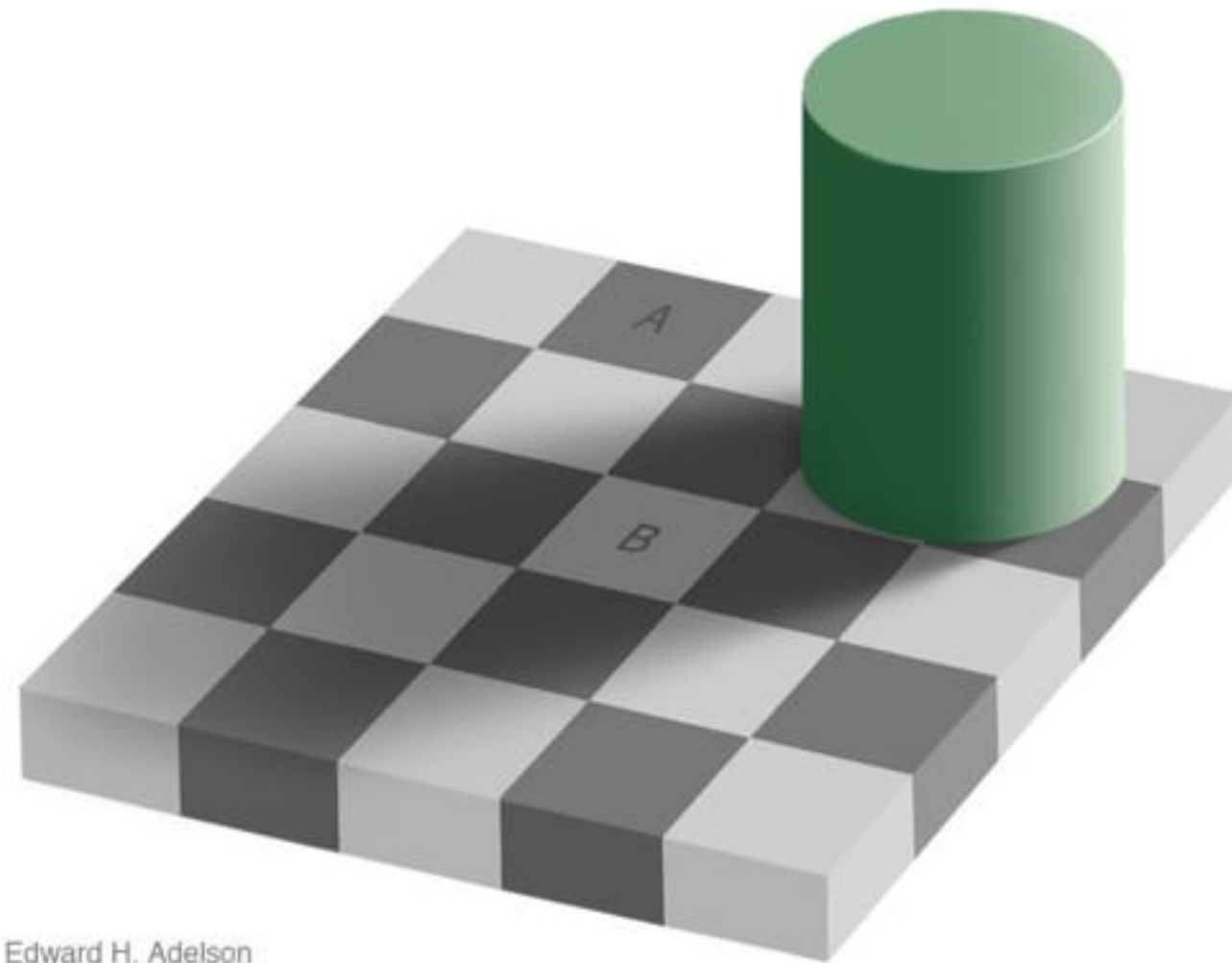
AXIS OF ALIGNMENT



simultaneous contrast

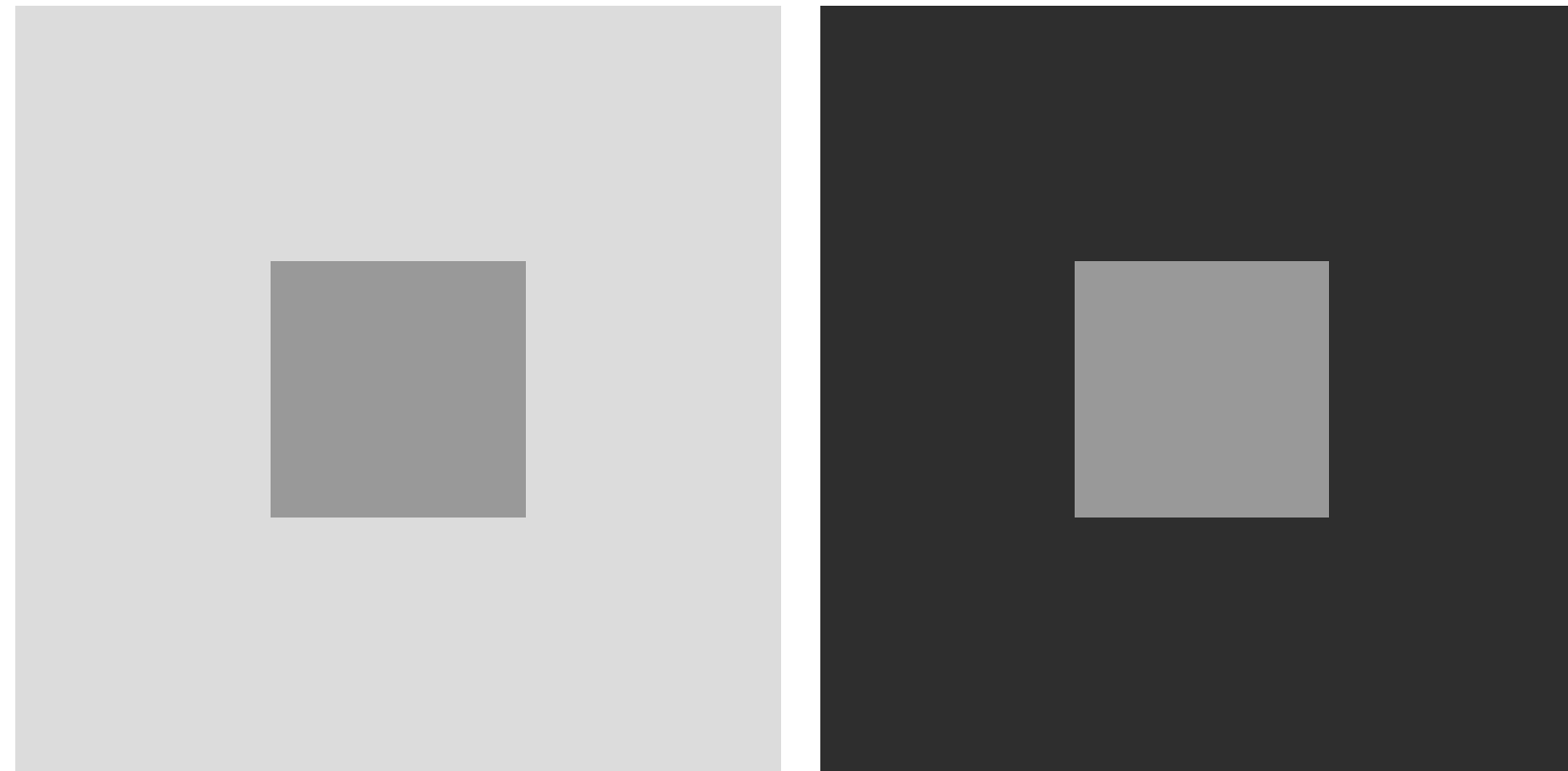


simultaneous contrast

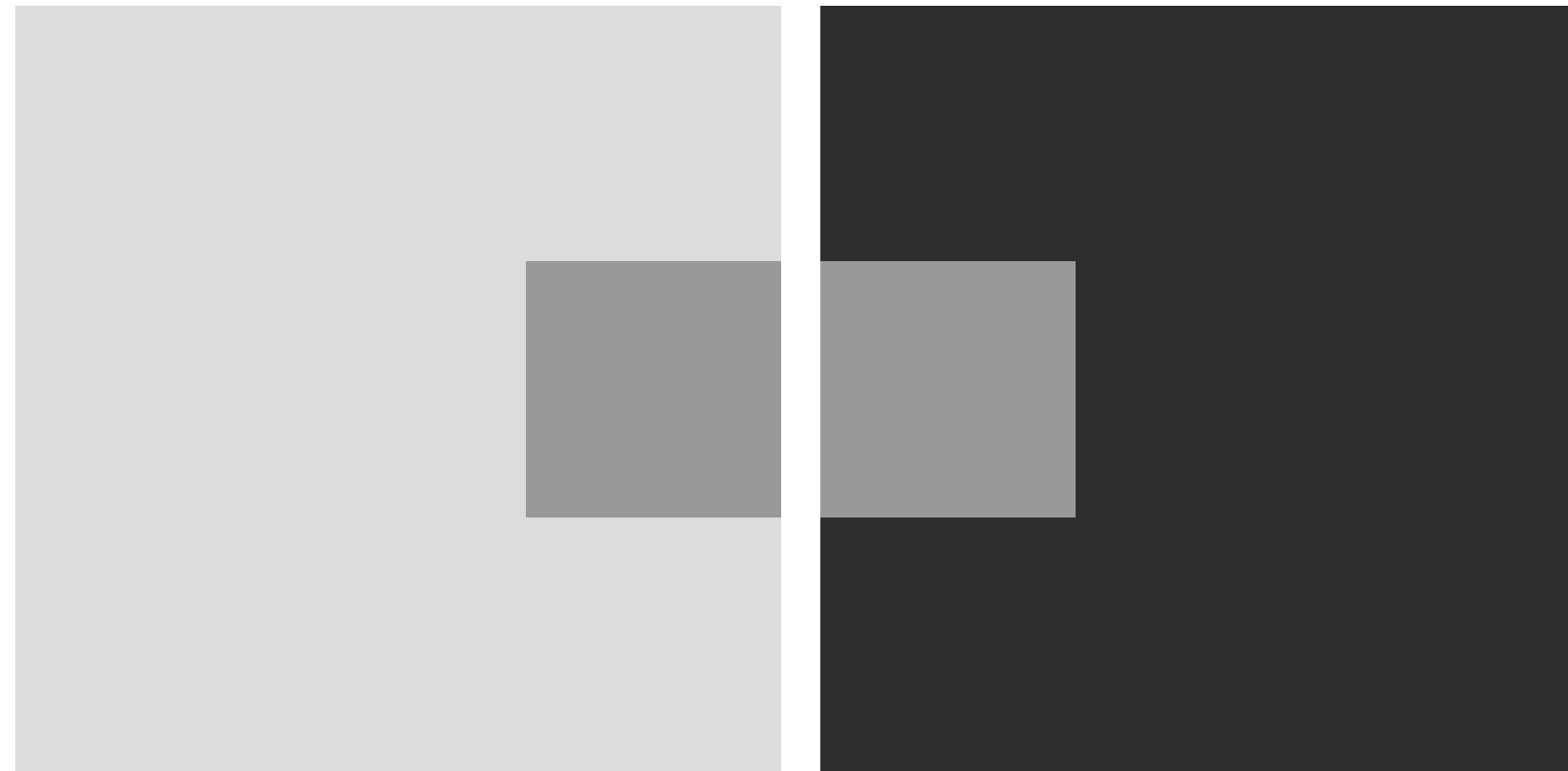


Edward H. Adelson

SIMULTANEOUS CONTRAST



SIMULTANEOUS CONTRAST



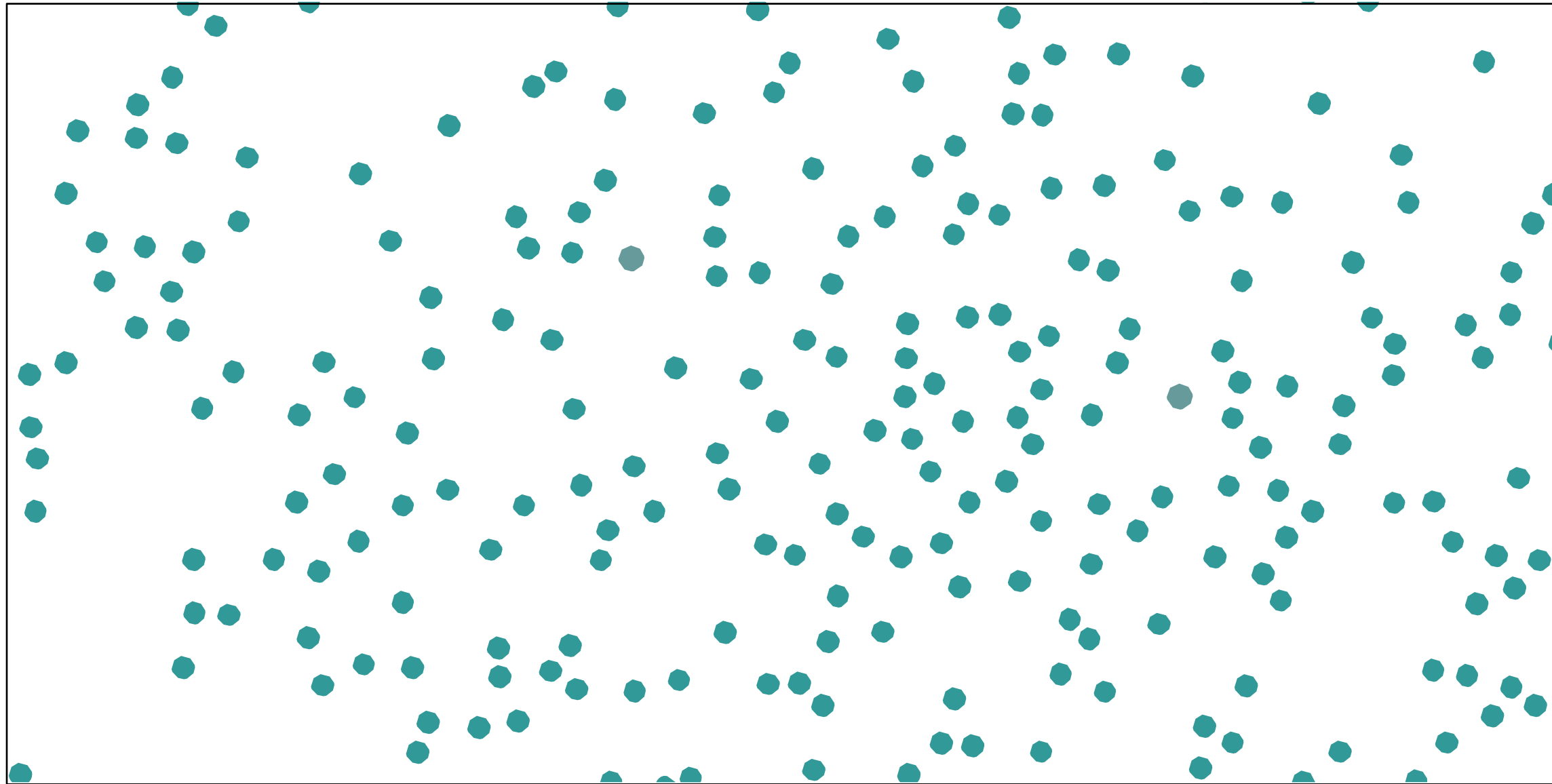
SIMULTANEOUS CONTRAST



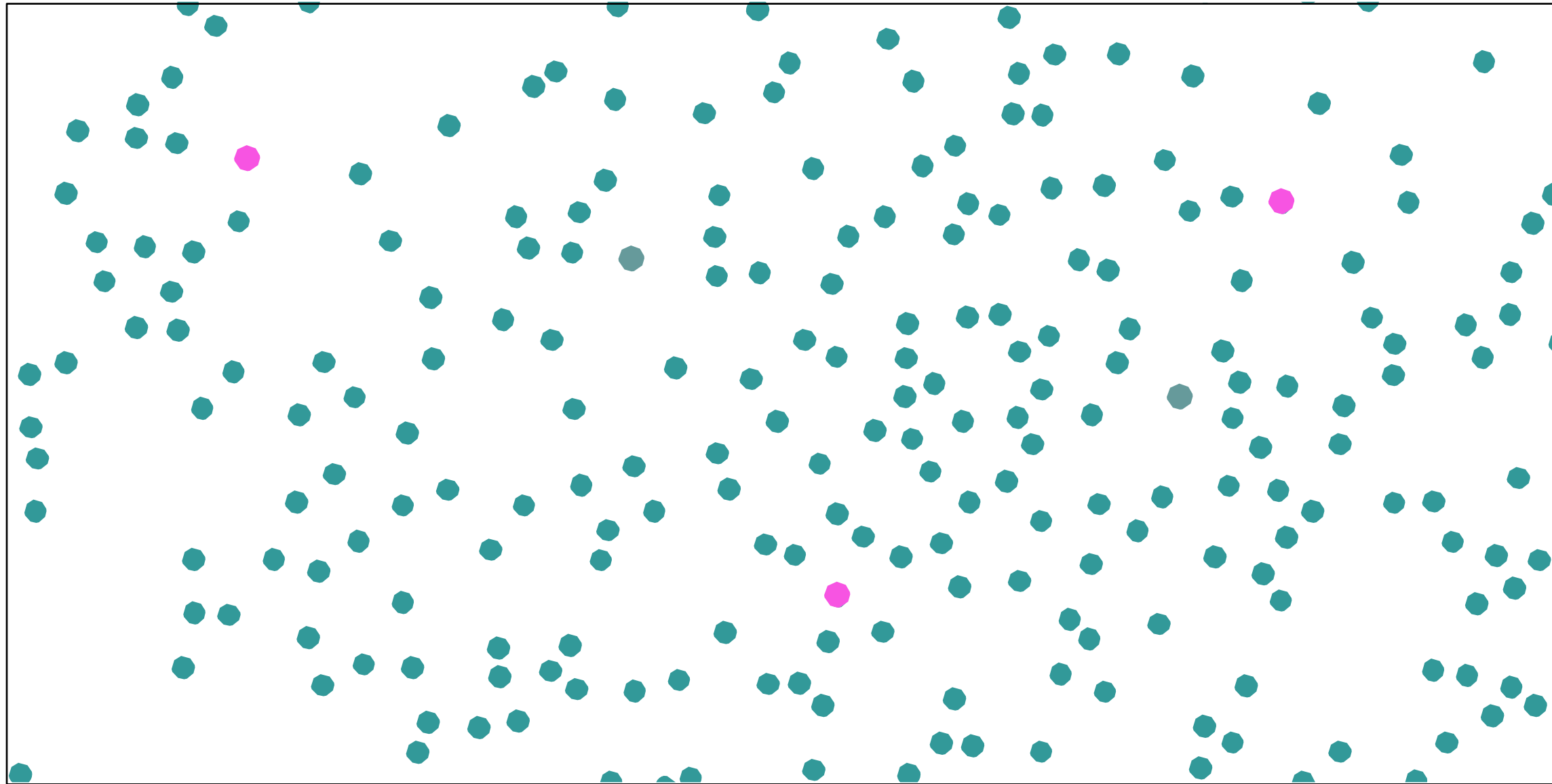
Takeaway

- We have a strong propensity to assume our judgments are absolute, when in fact they are generally relative to the local context.
- **Do your best to not place data in difficult contexts. Choose position and orientation of objects carefully.**

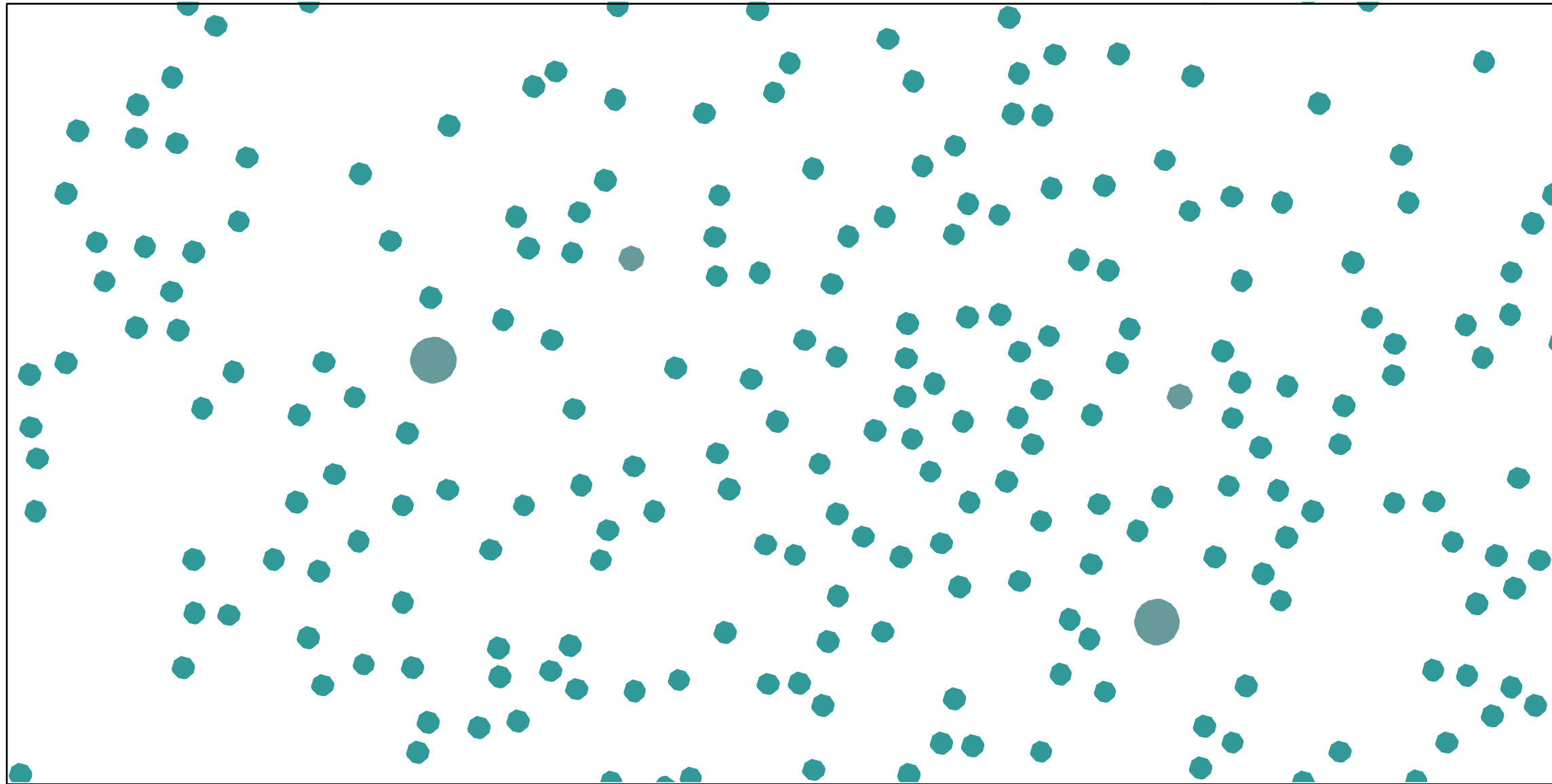
POPOUT



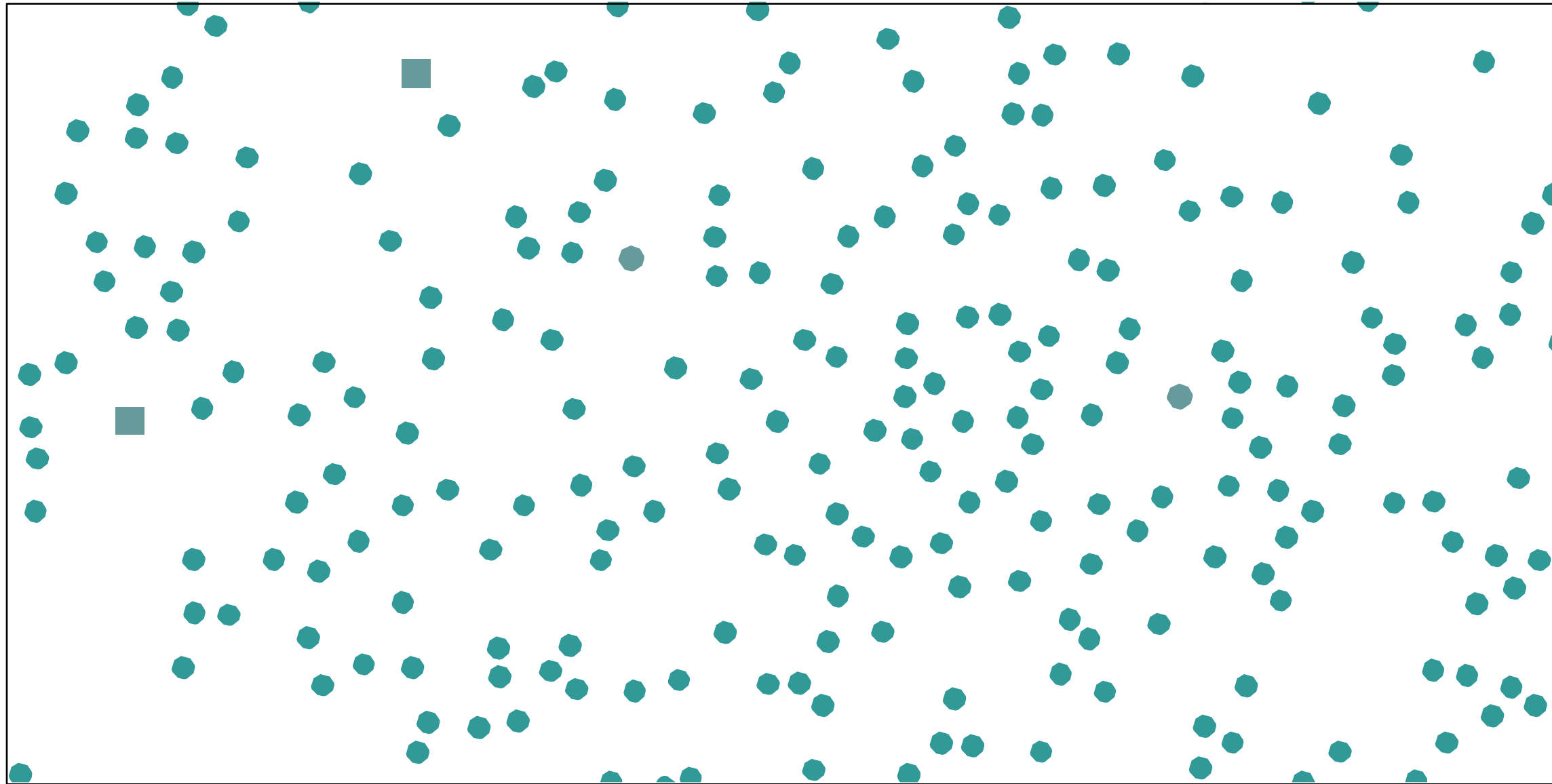
POPOUT



POPOUT



POPOUT

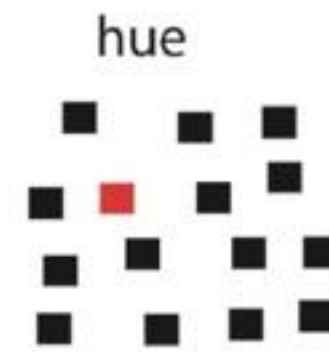


PRE-ATTENTIVE PROCESSING

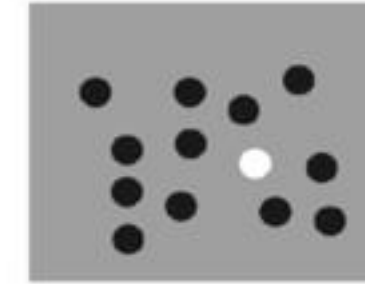
- requires attention, despite name
- very fast: <200 ms
- what matters most is contrast between features

BASIC POPOUT CHANNELS

Color



lightness



Elementary shape

size



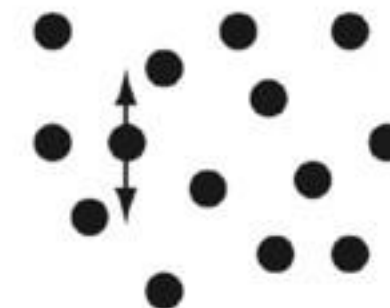
elongation



orientation



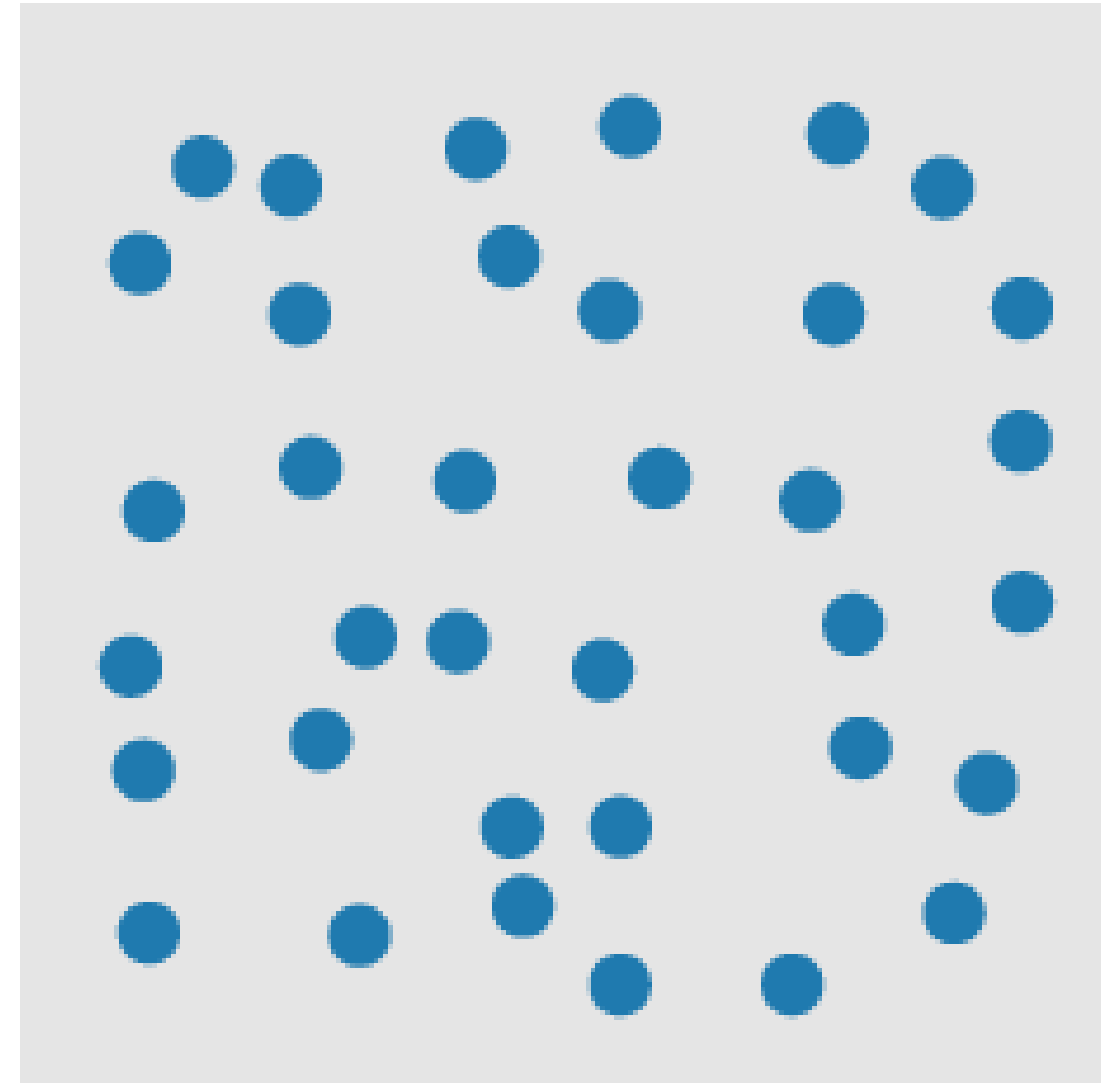
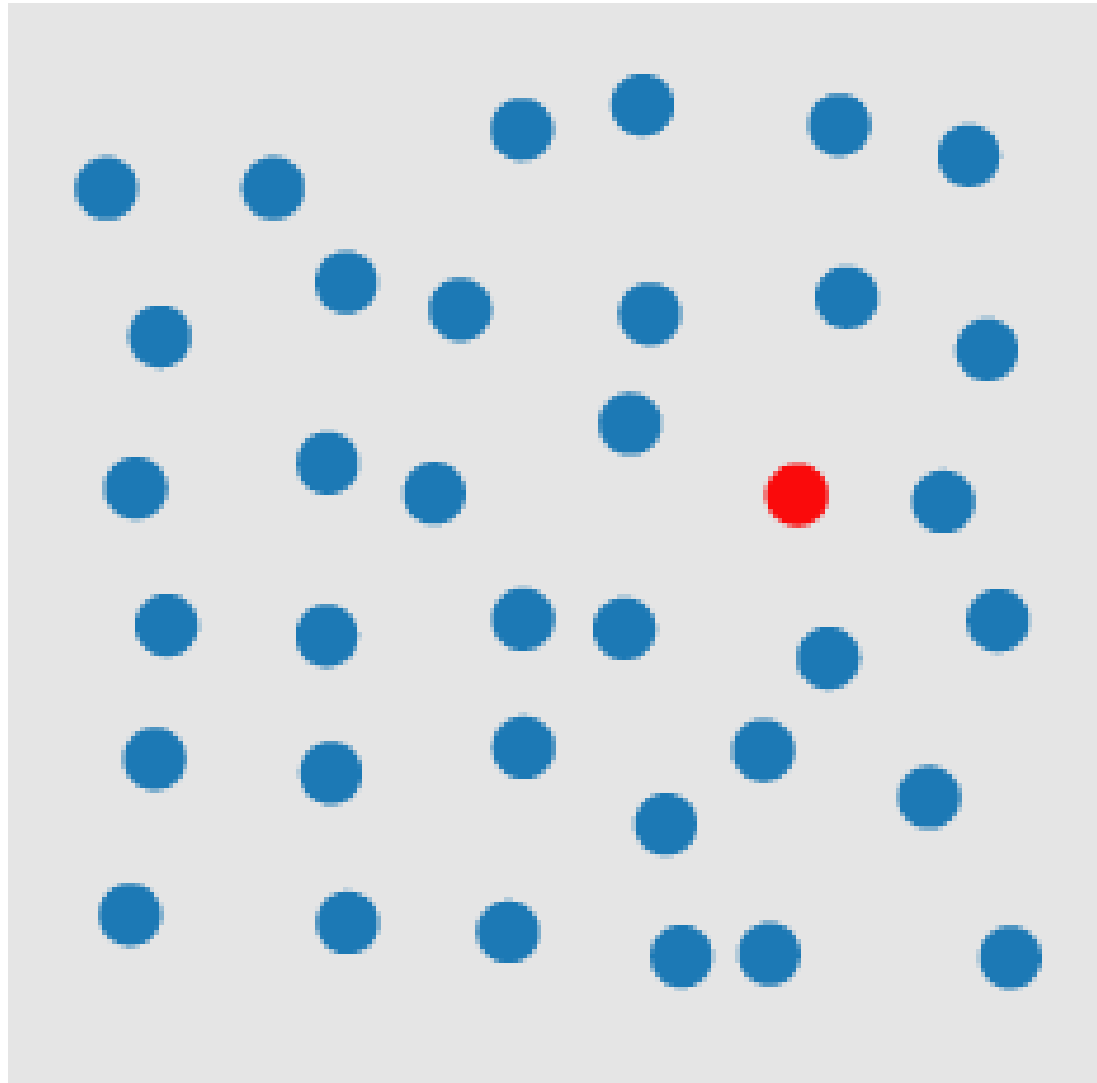
Motion



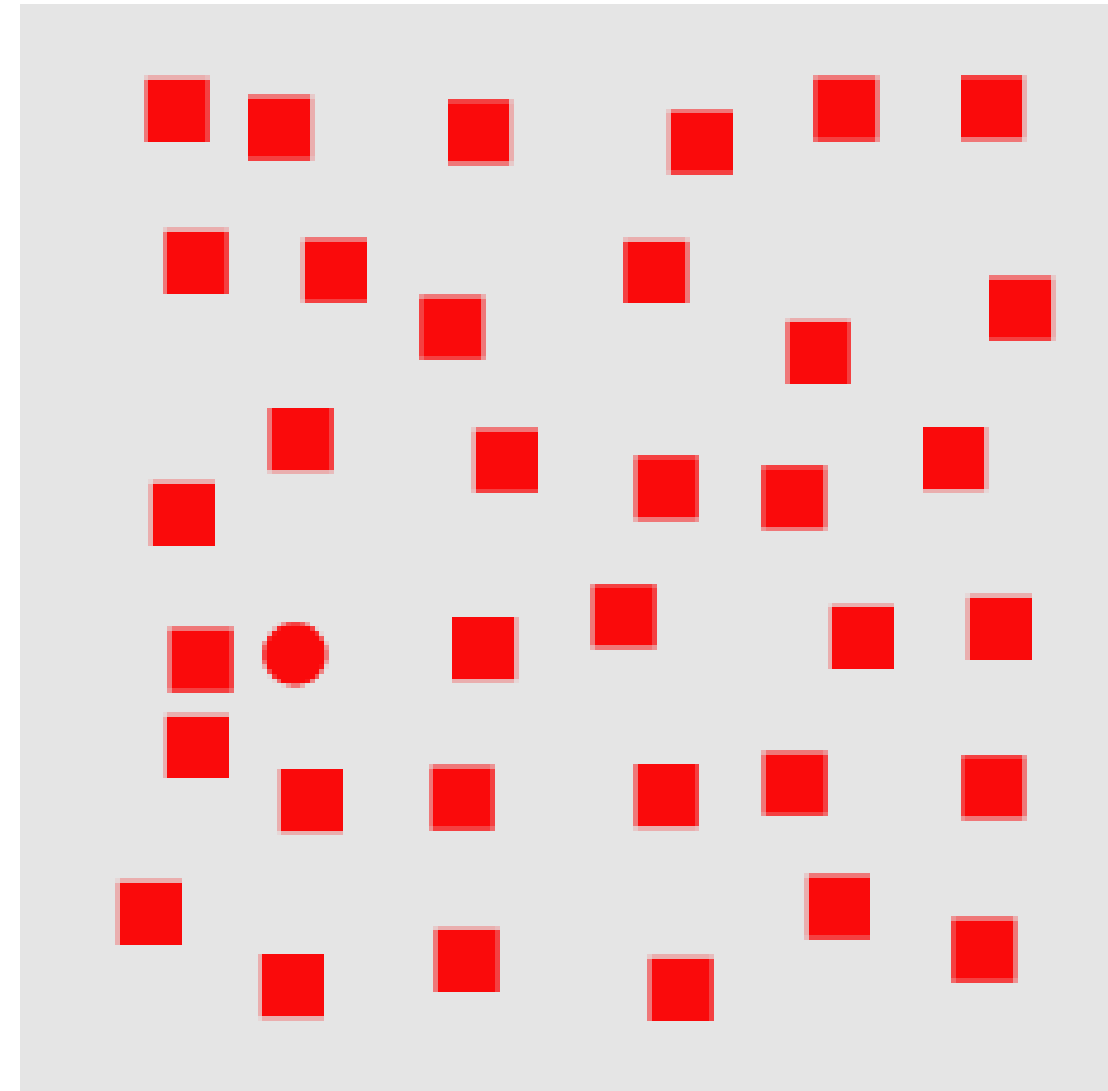
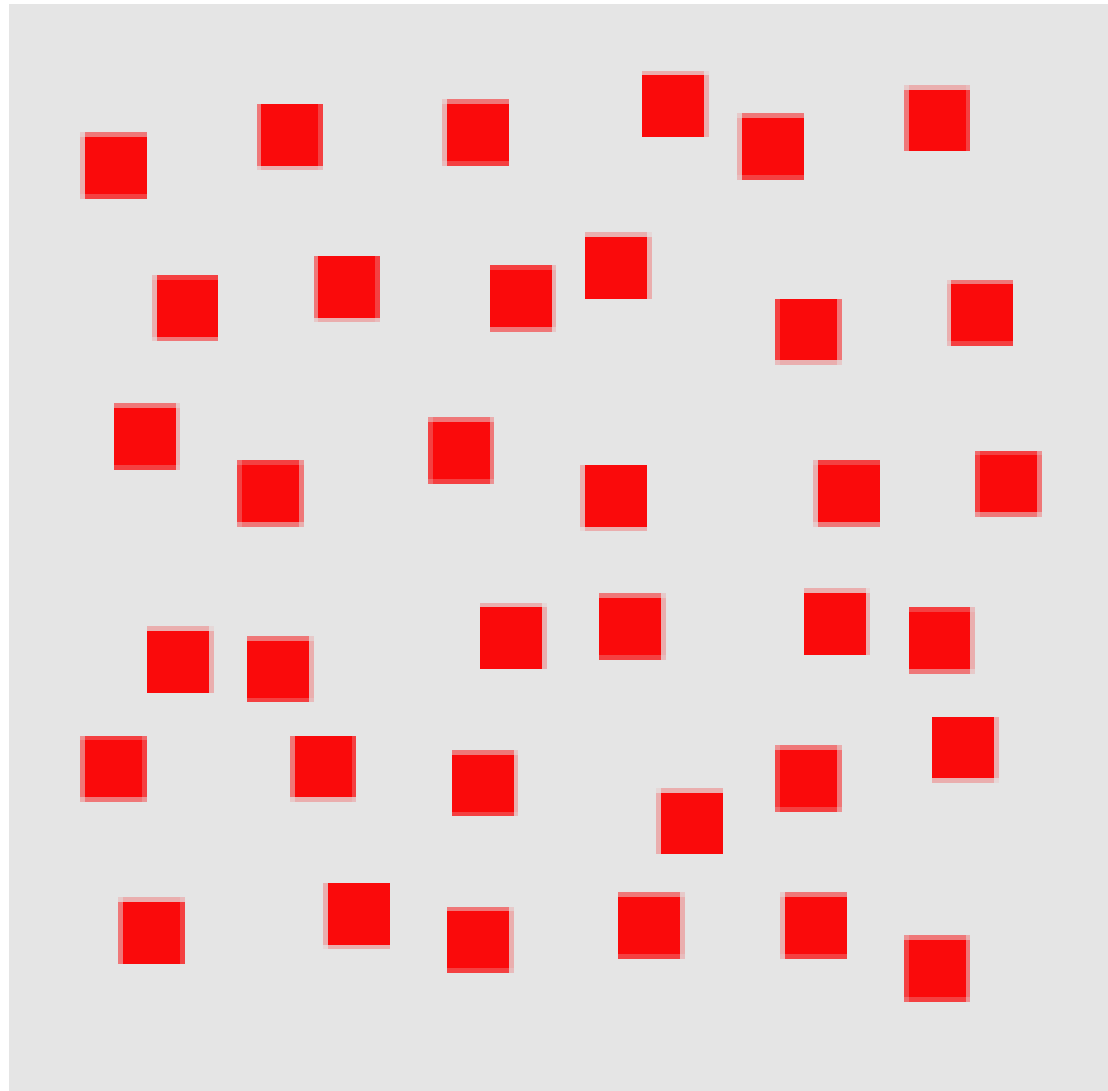
Spatial grouping



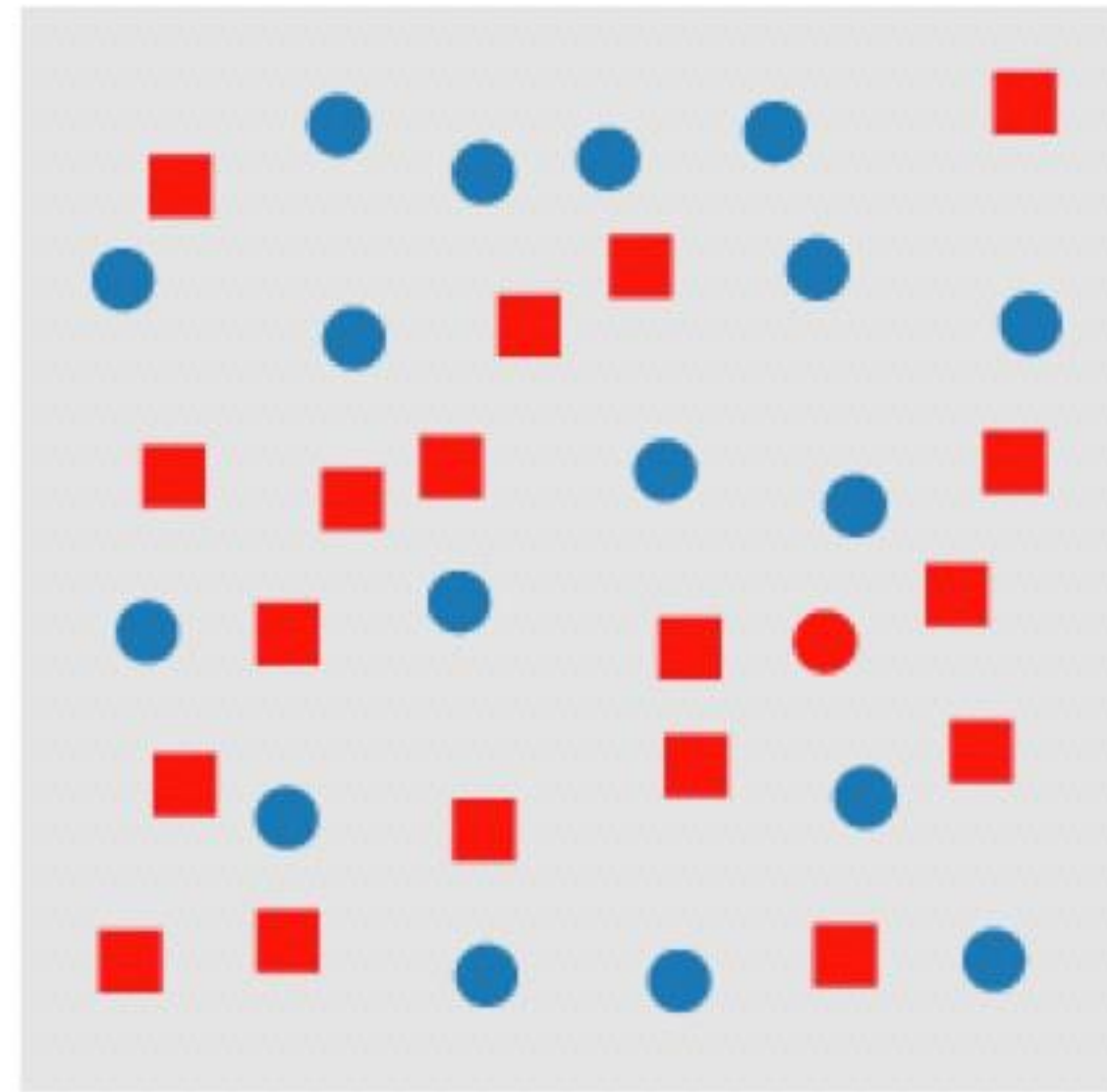
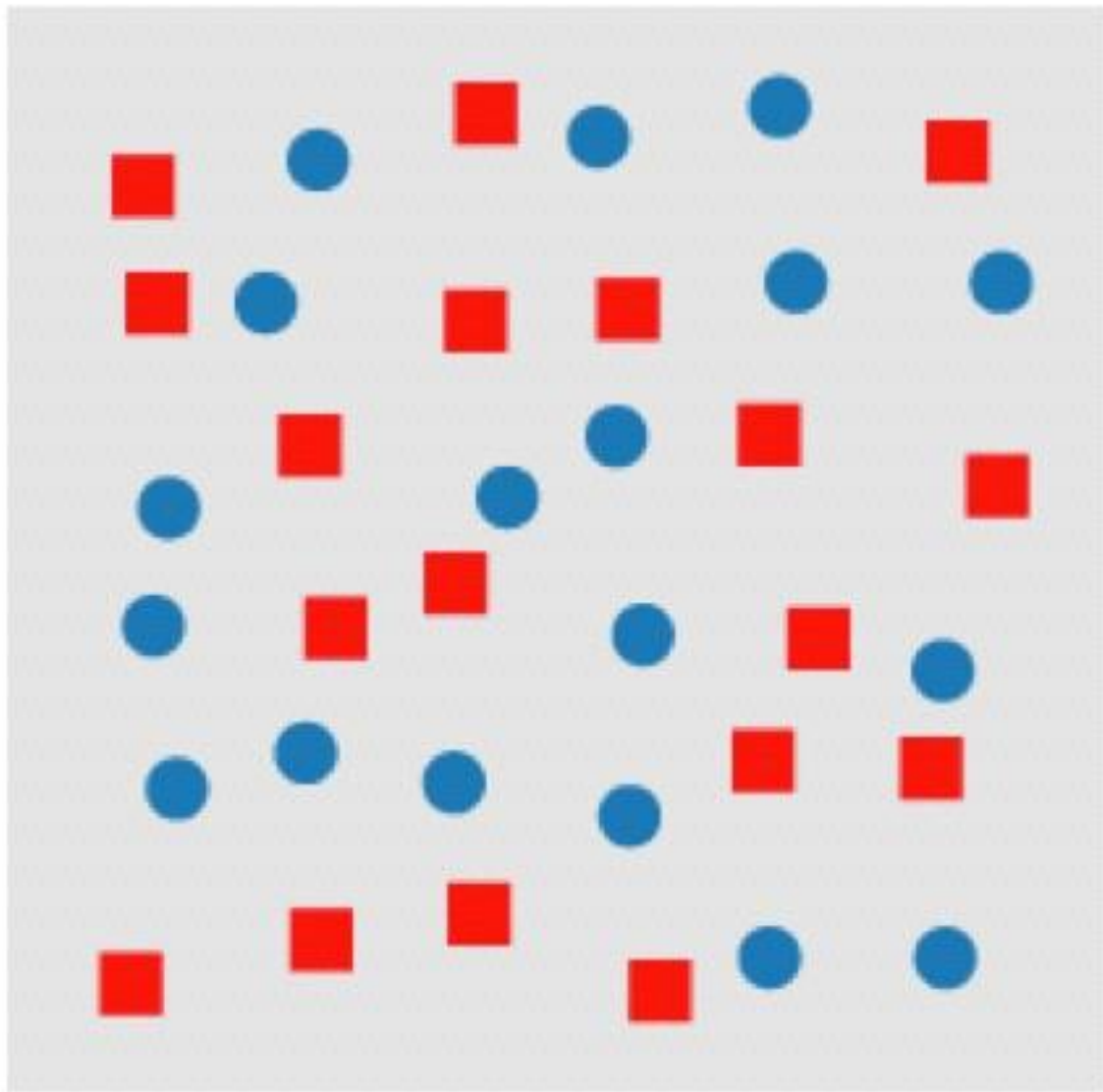
Pick the outlier



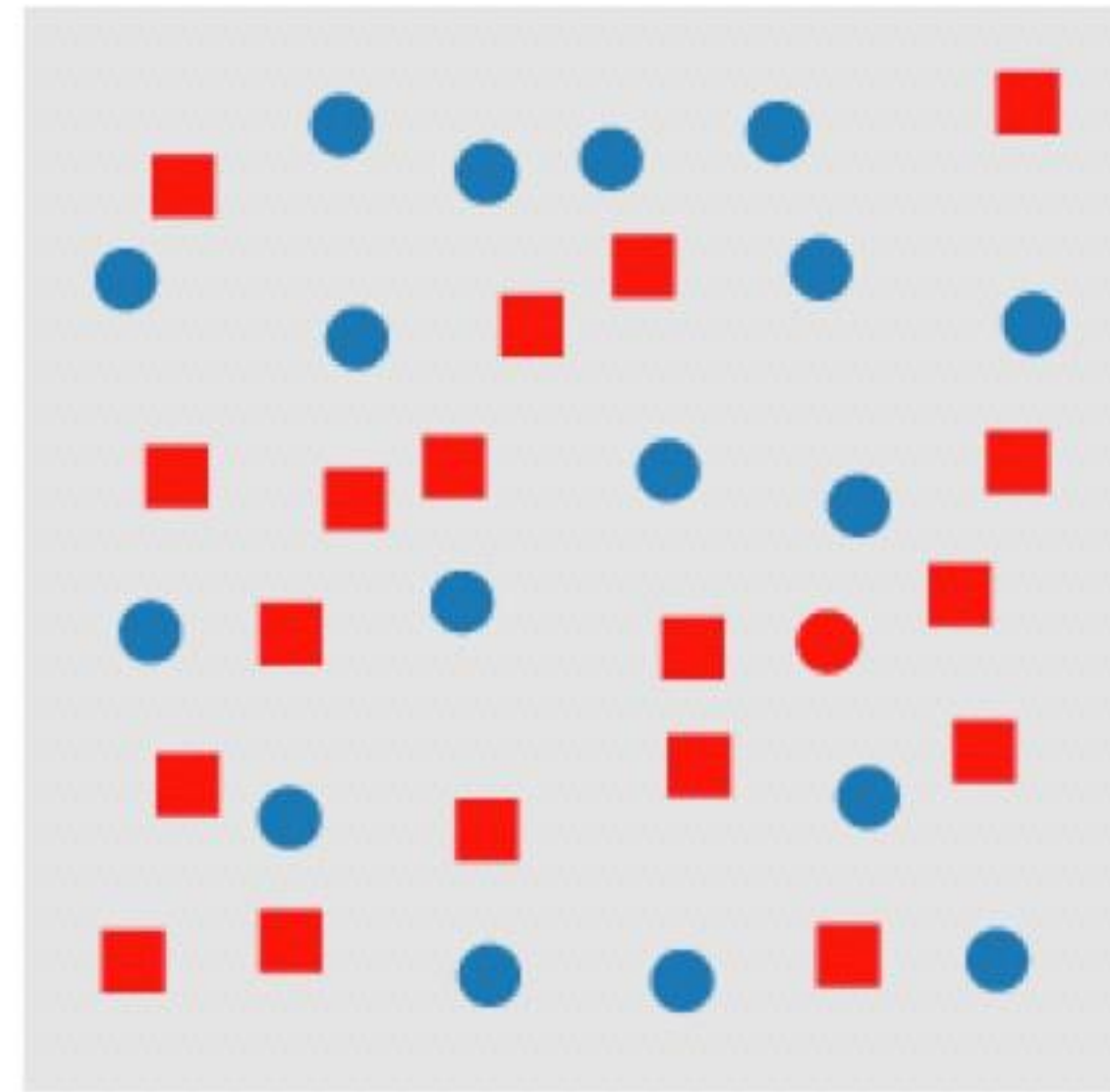
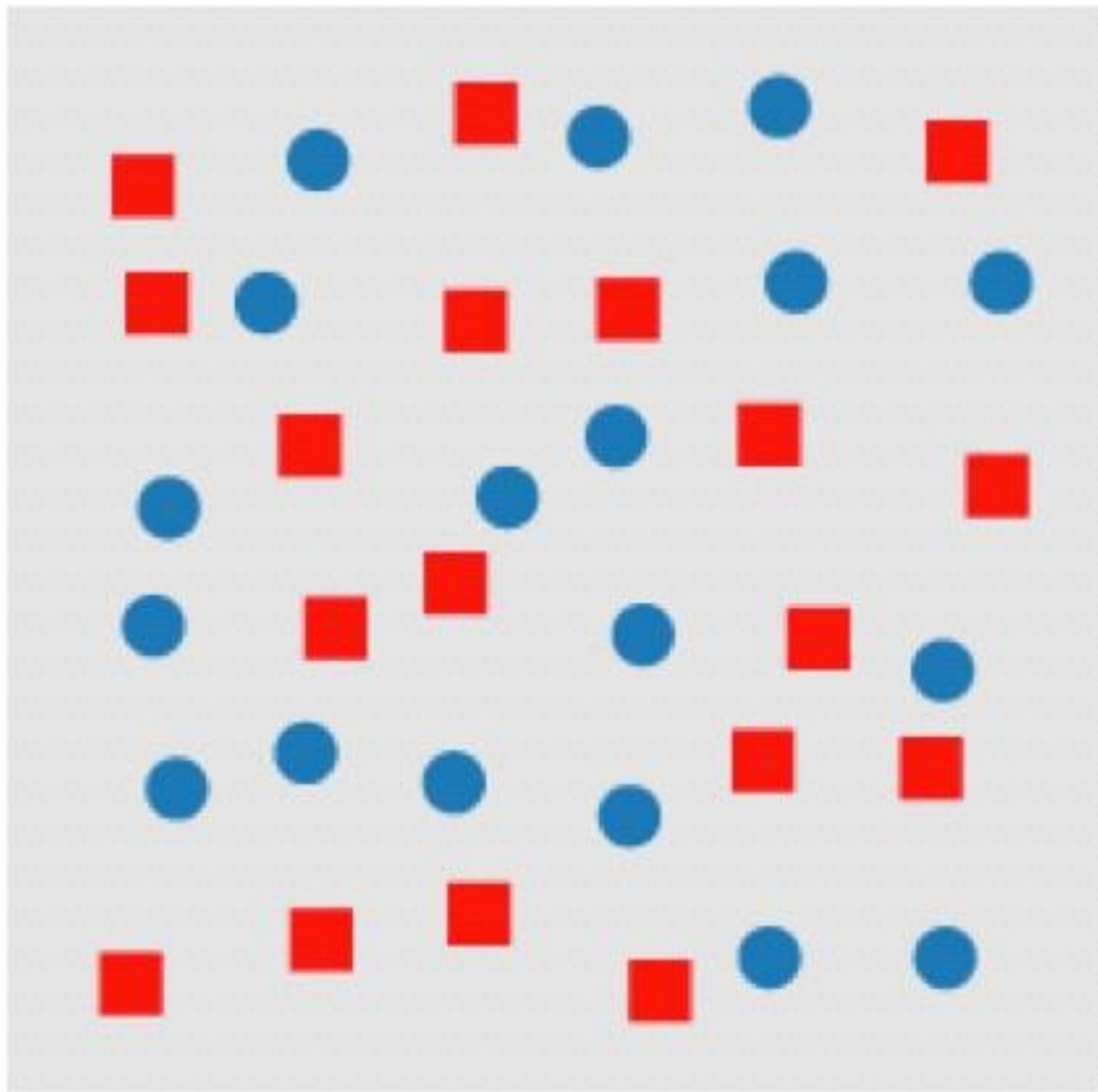
Pick the outlier



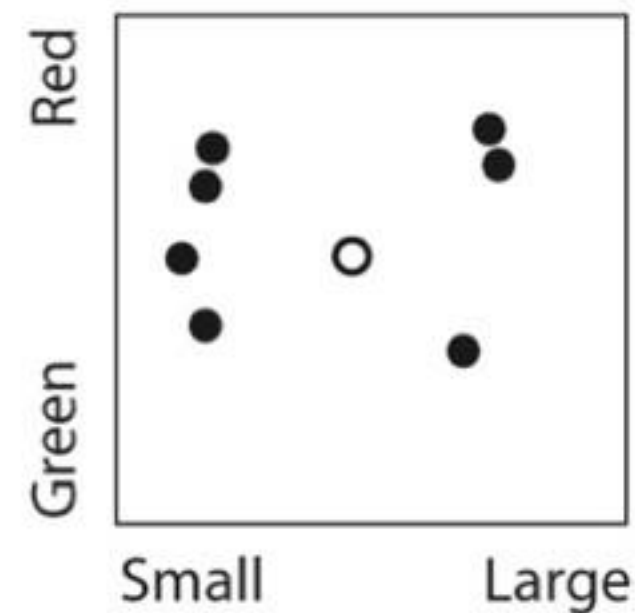
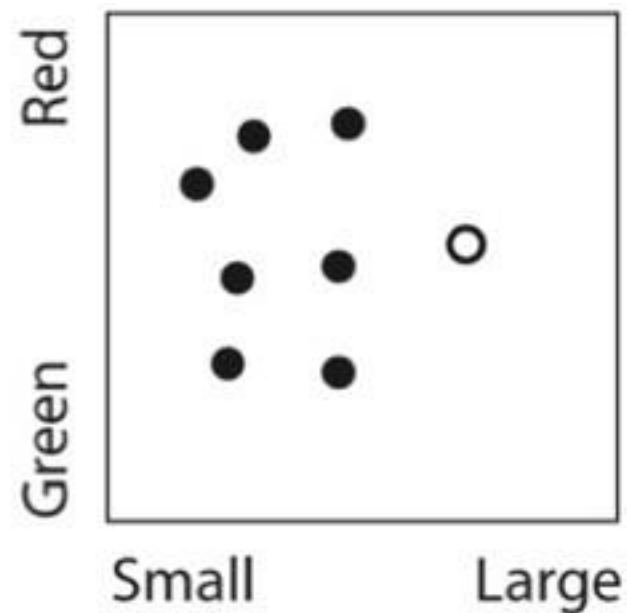
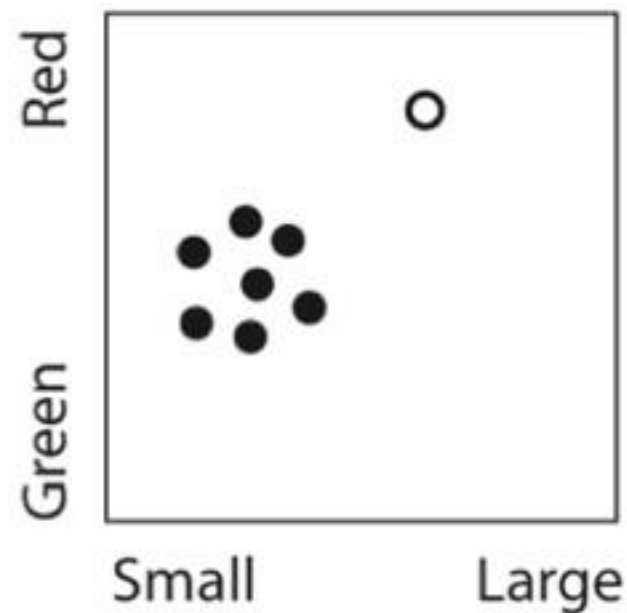
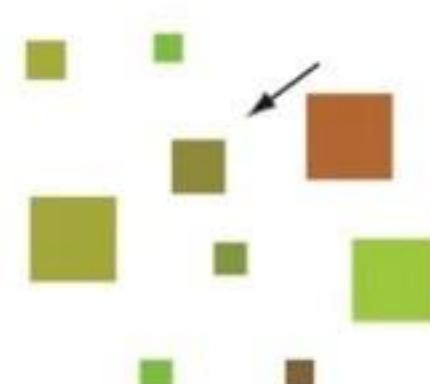
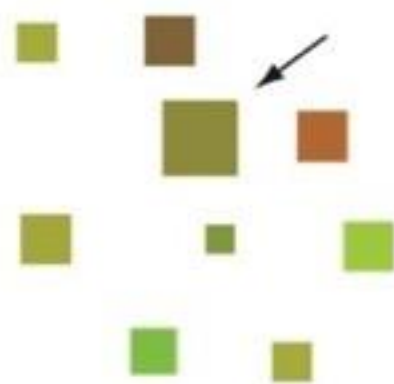
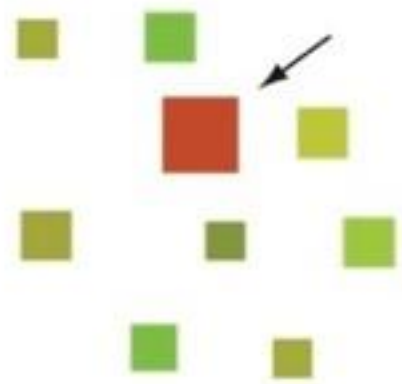
Pick the outlier



CONJUNCTION (or, why to use a single channel at a time)

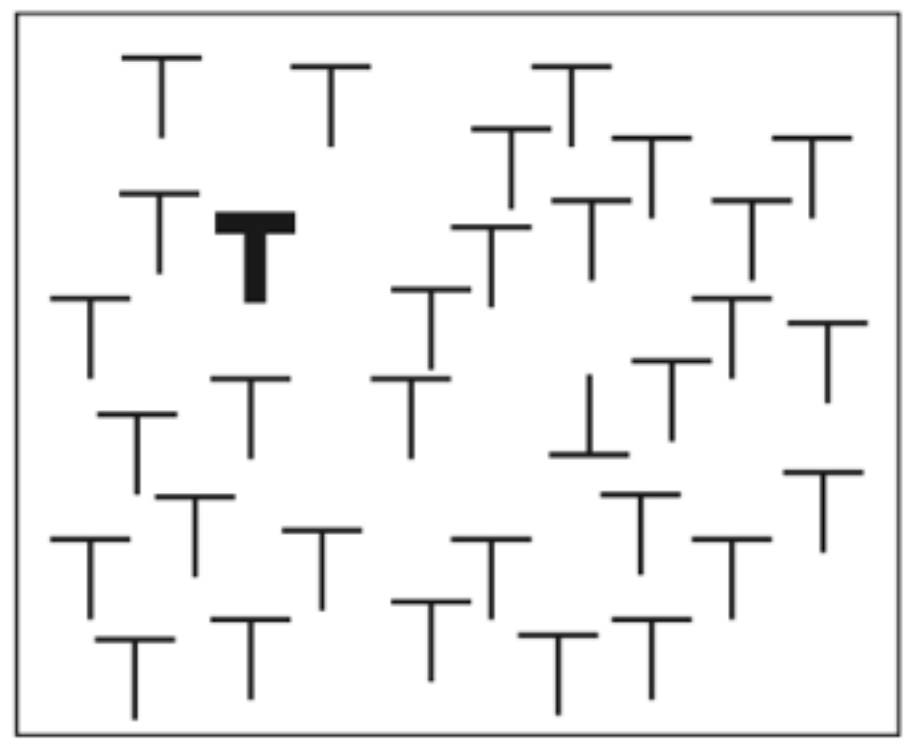


CONJUNCTION (or, why to use a single channel at a time)



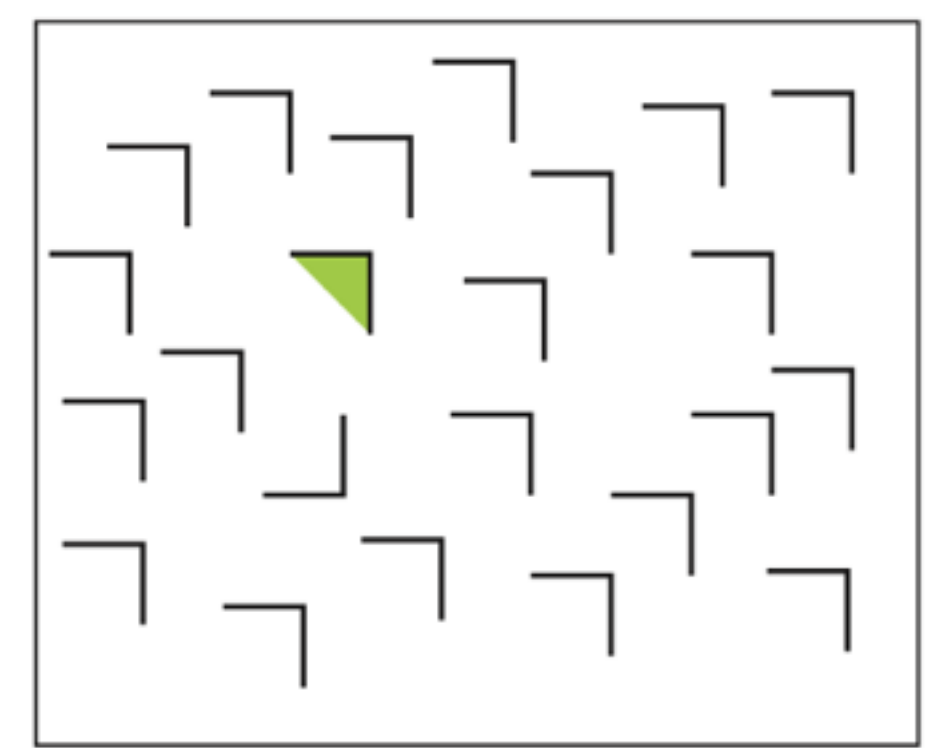
┐
difficult

T
easy



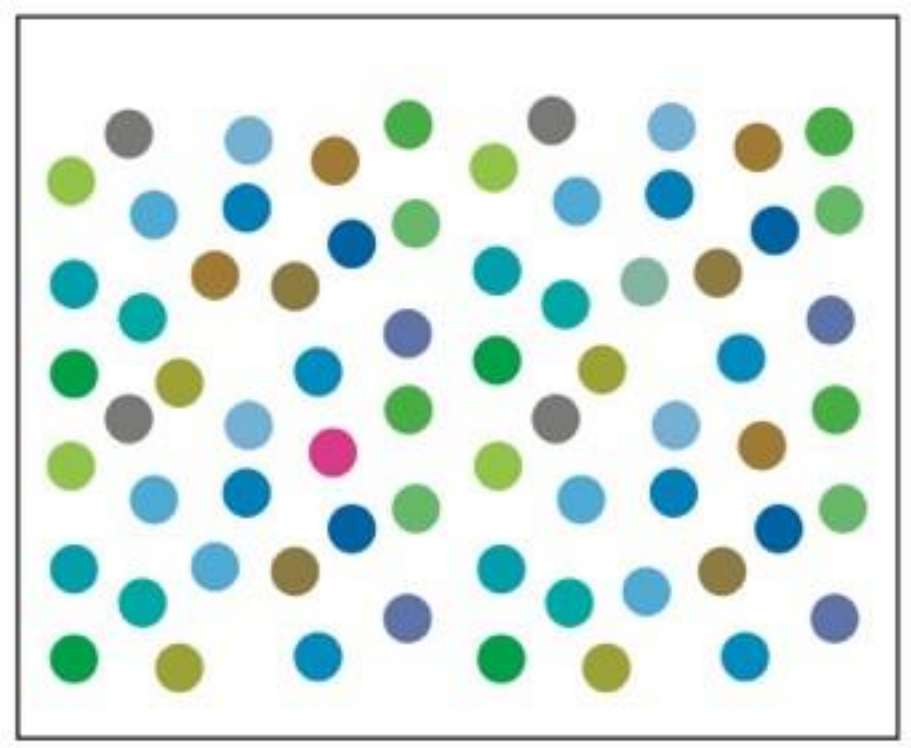
└
difficult

◀
easy



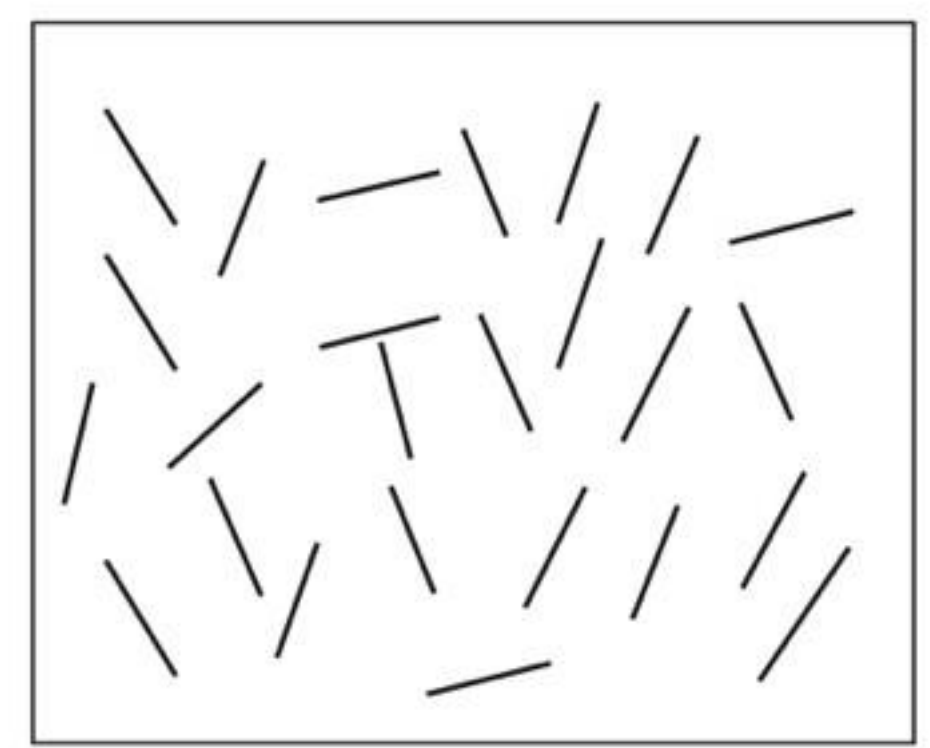
●
difficult

●
easy



／
difficult

└
easy

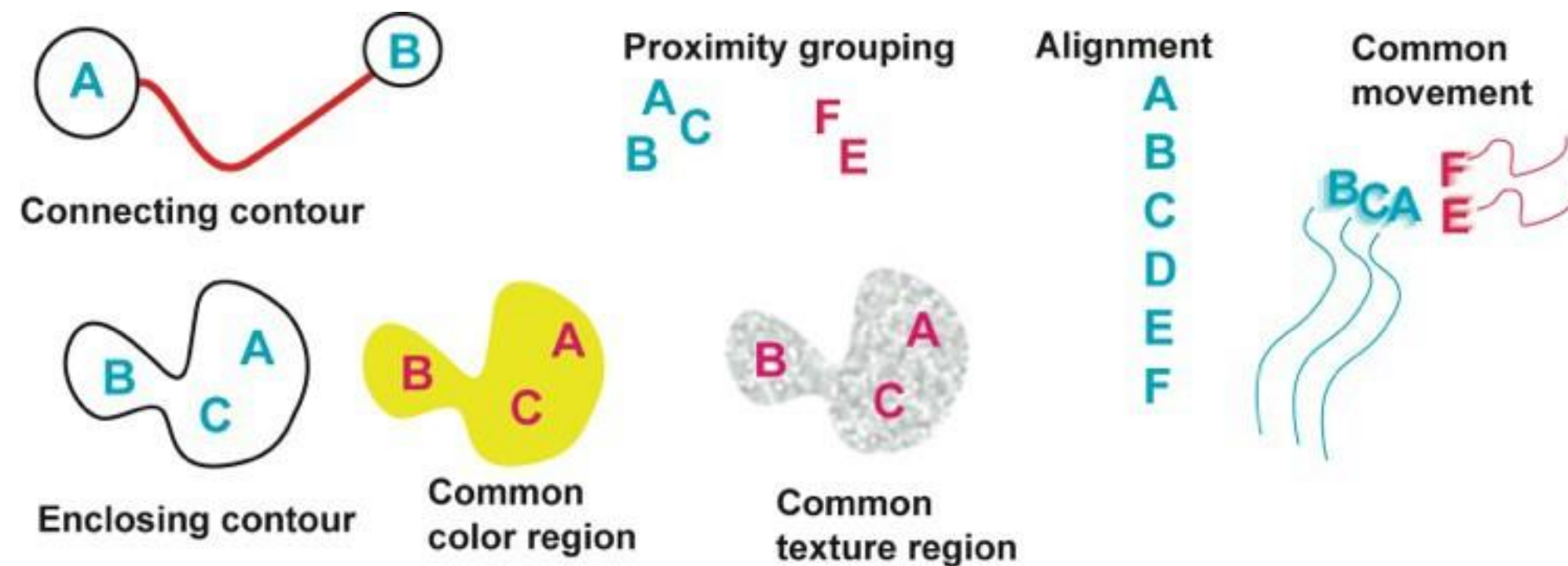


Takeaway

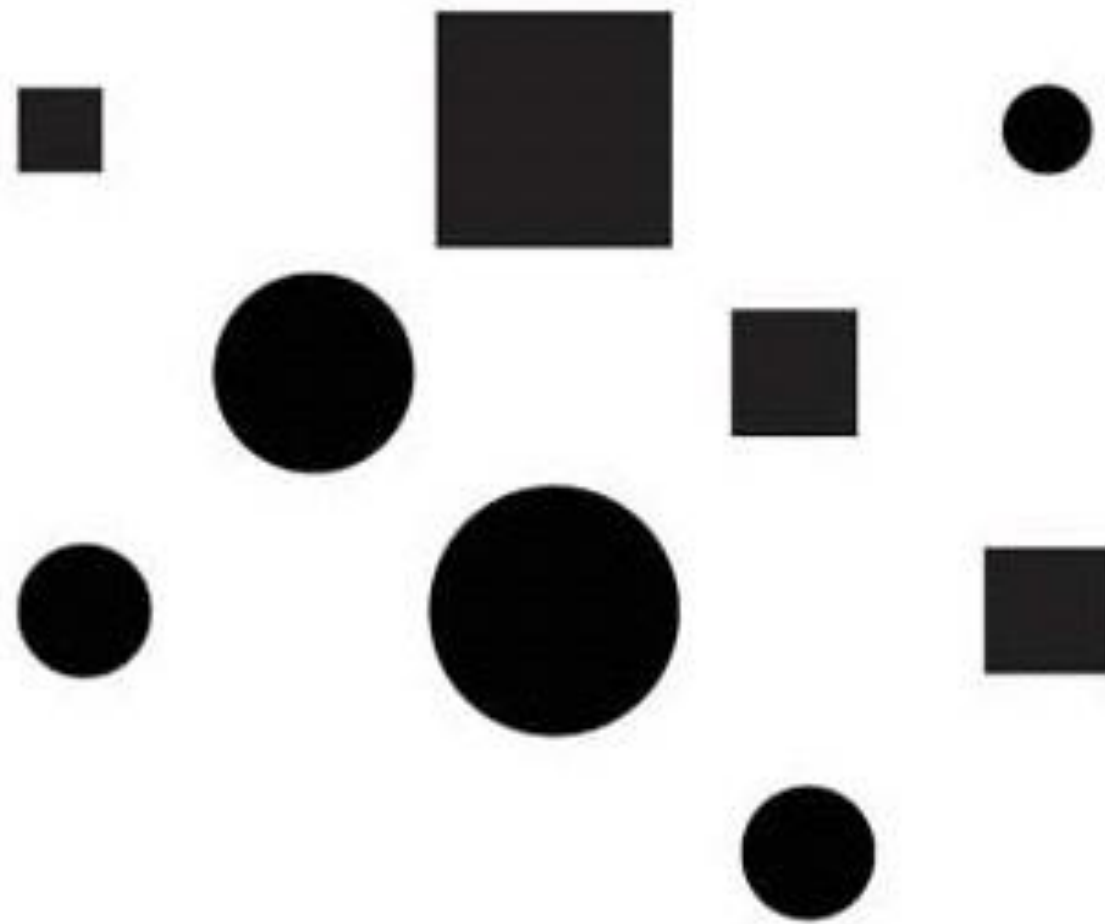
- We can easily see objects that are different in color and shape, or that are in motion.
- **Use color and shape sparingly to make the important information pop out.**

Gestalt principles

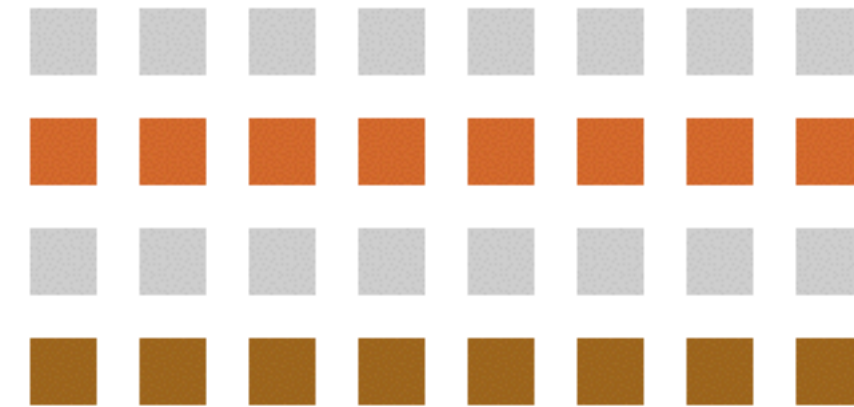
- German: “Gestalt” = form
- patterns transcend the visual stimuli that produced them



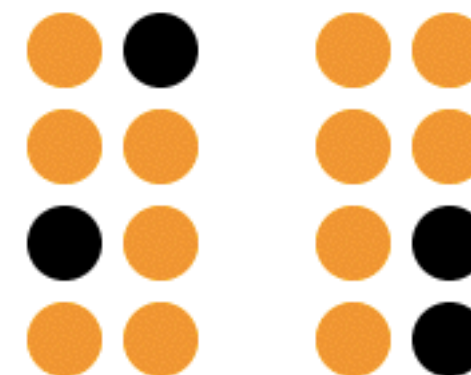
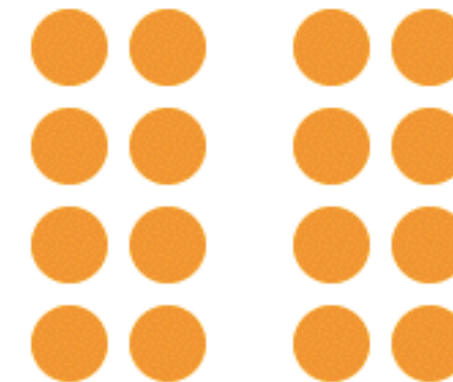
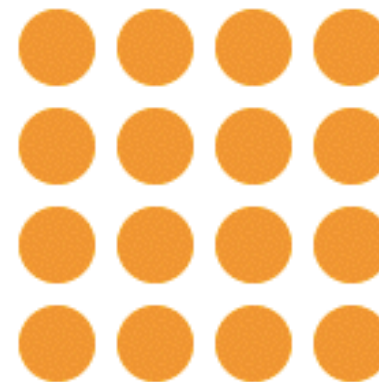
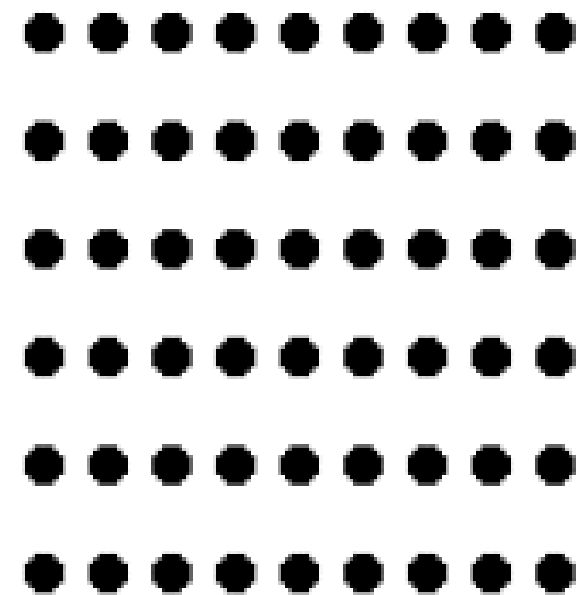
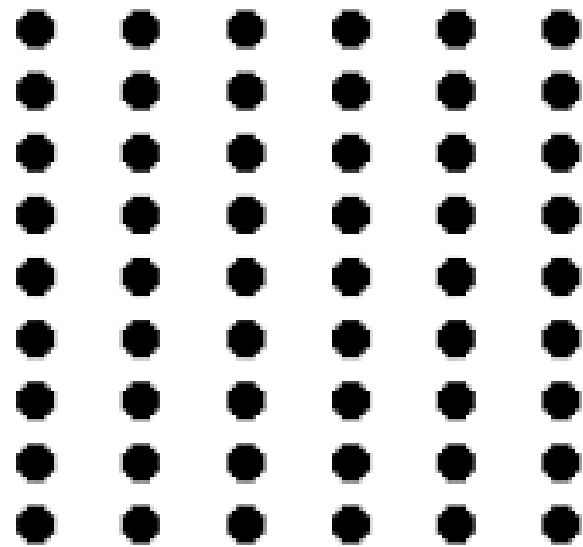
similarity



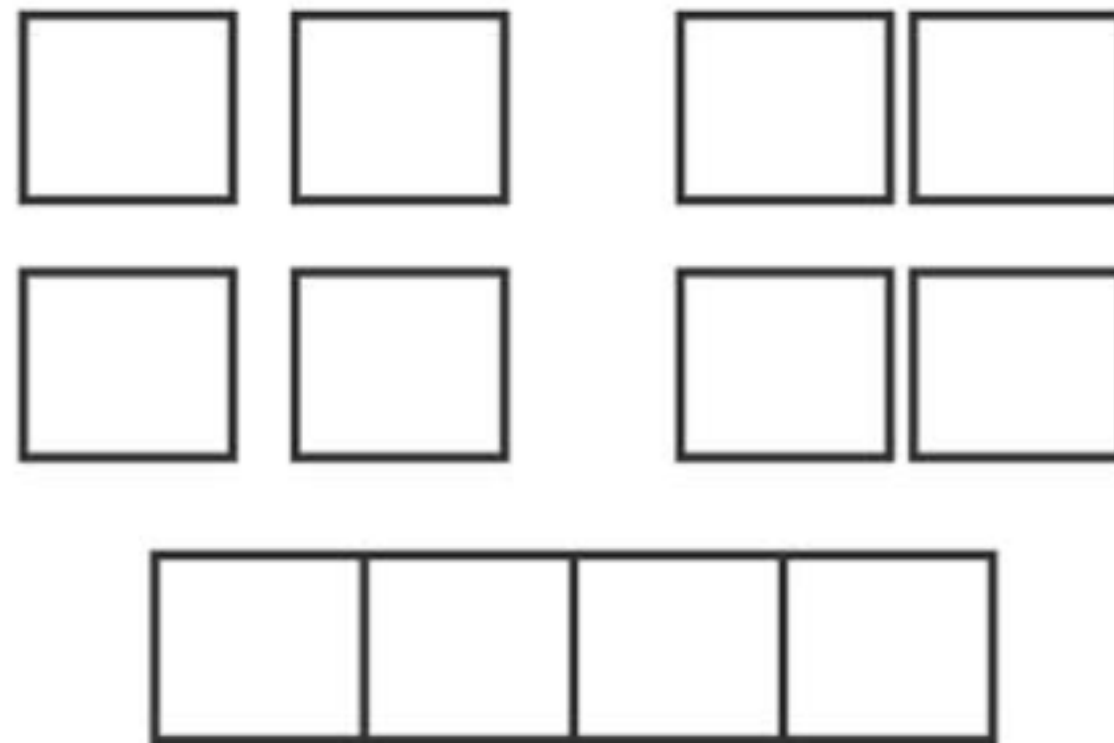
similarity



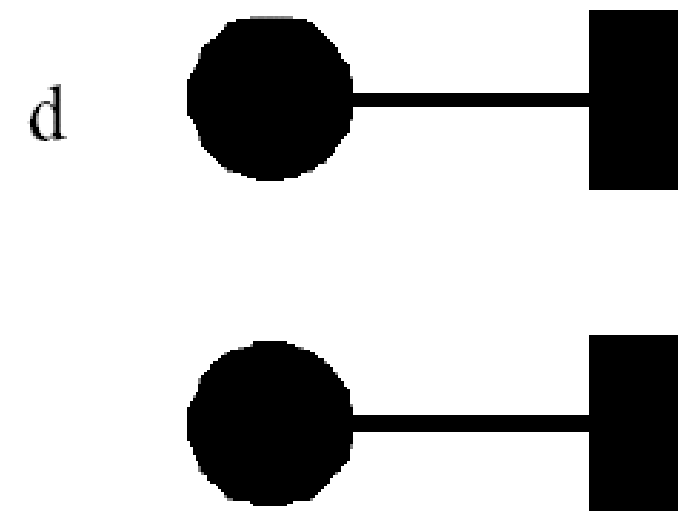
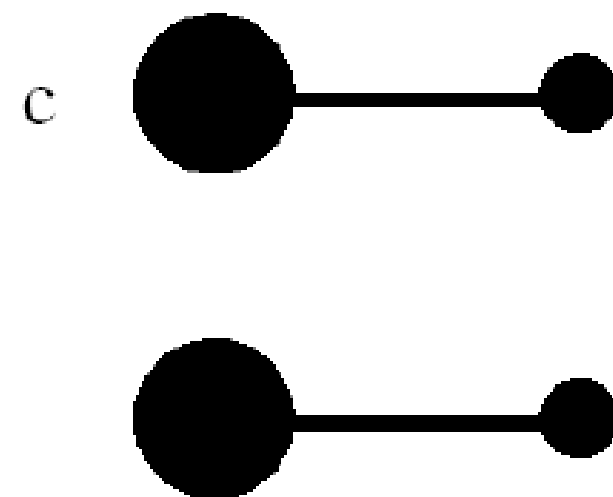
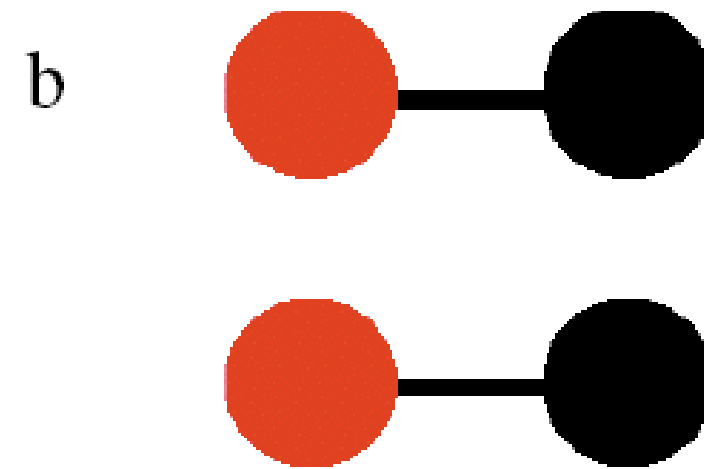
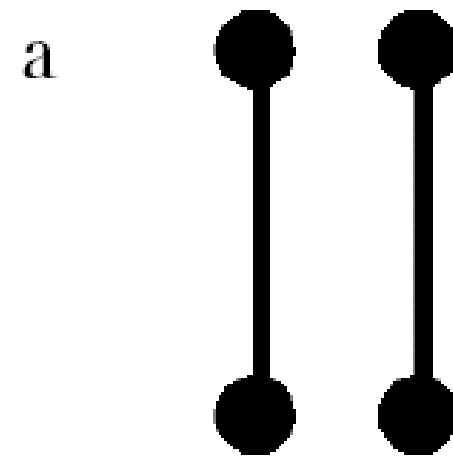
proximity



proximity

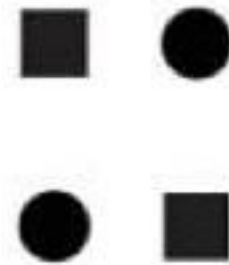


connectedness

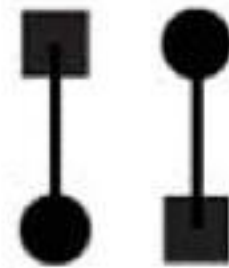


grouping

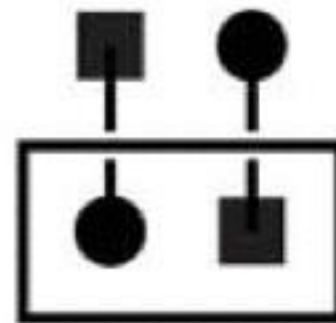
Similarity



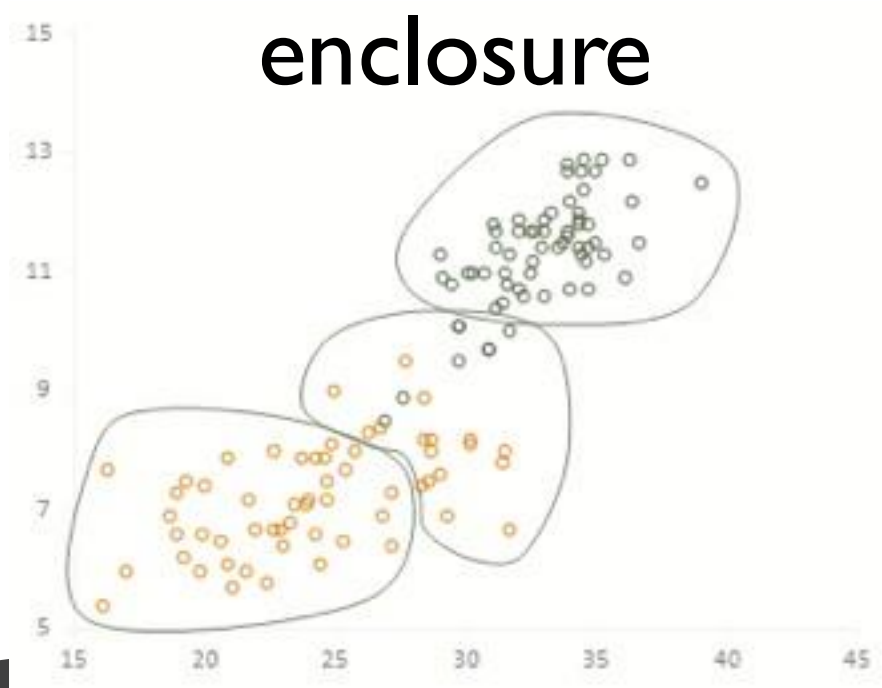
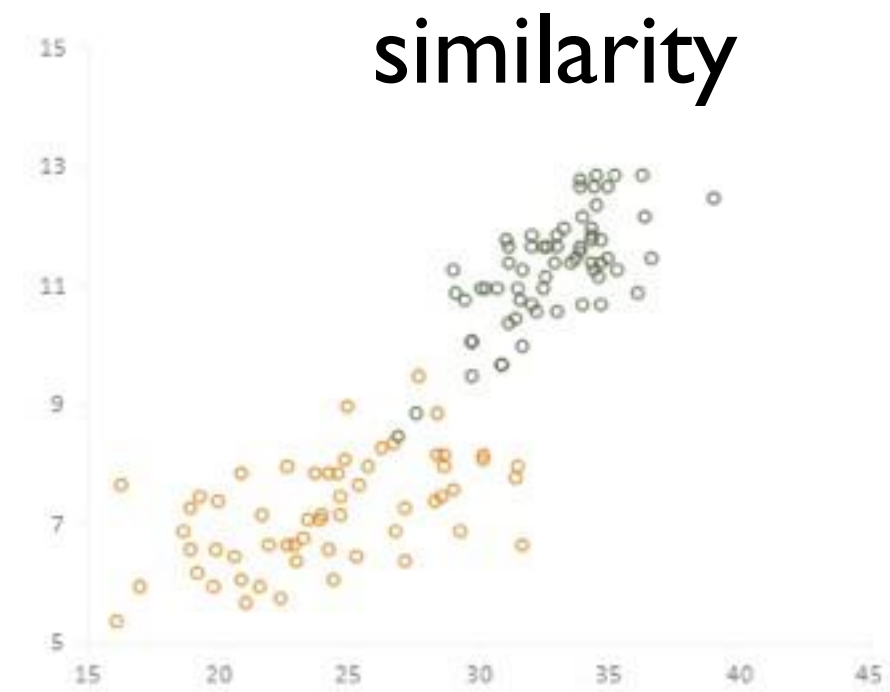
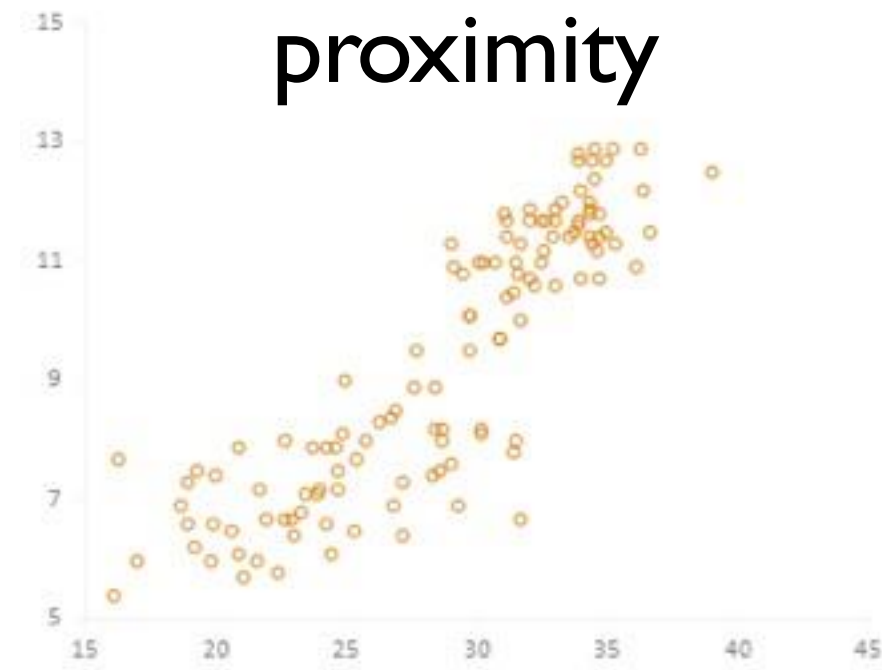
Connection



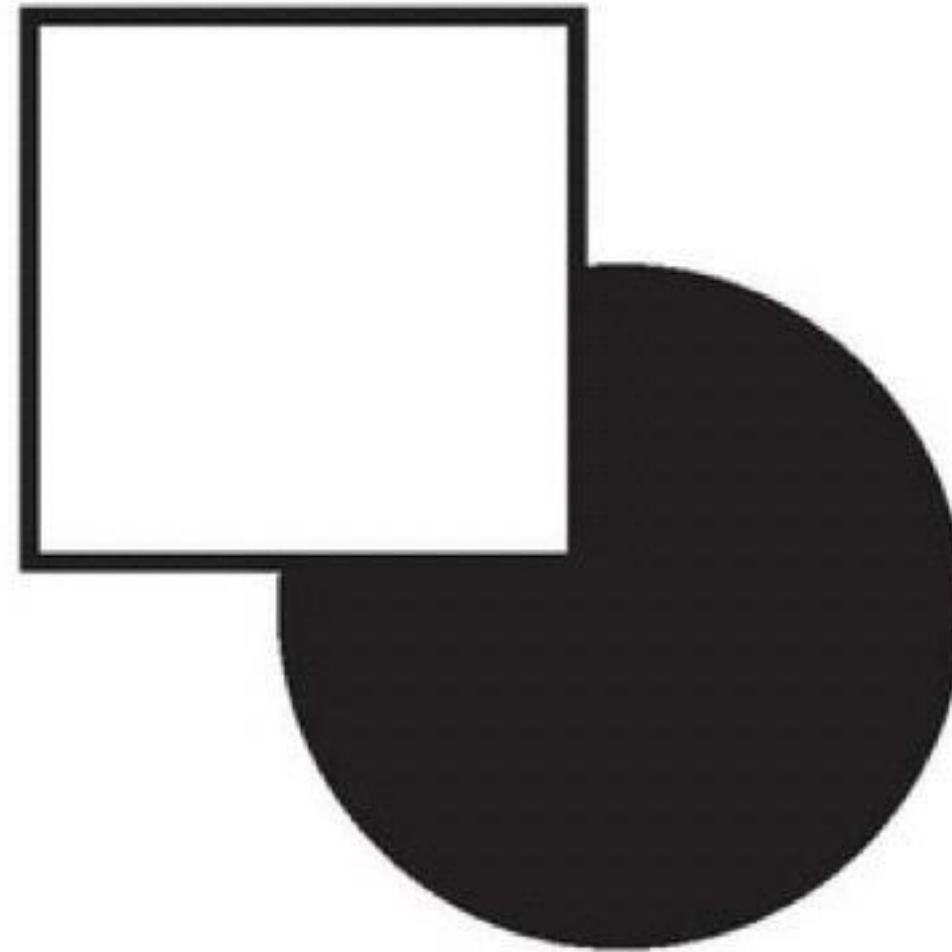
Enclosure



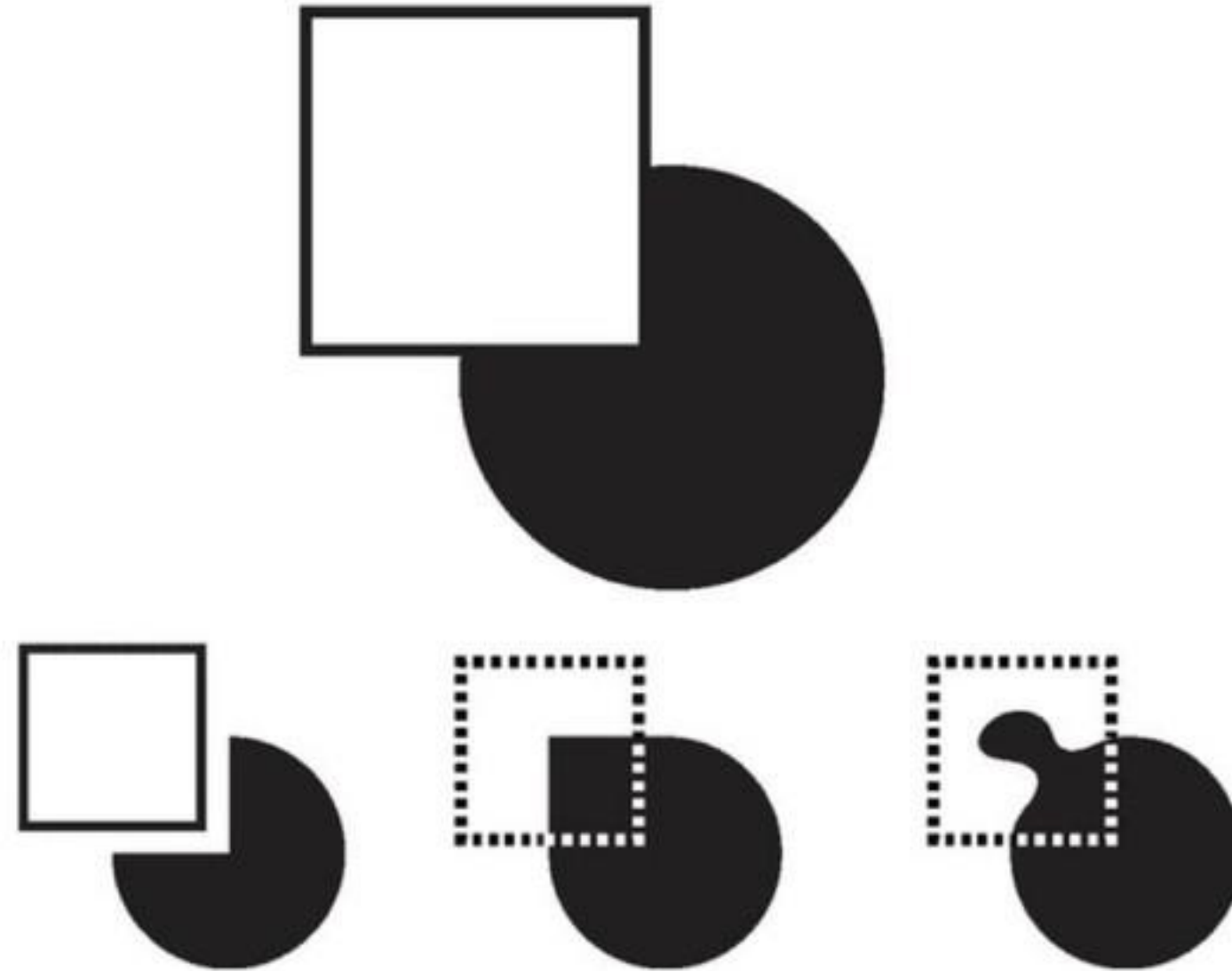
grouping



continuity



continuity



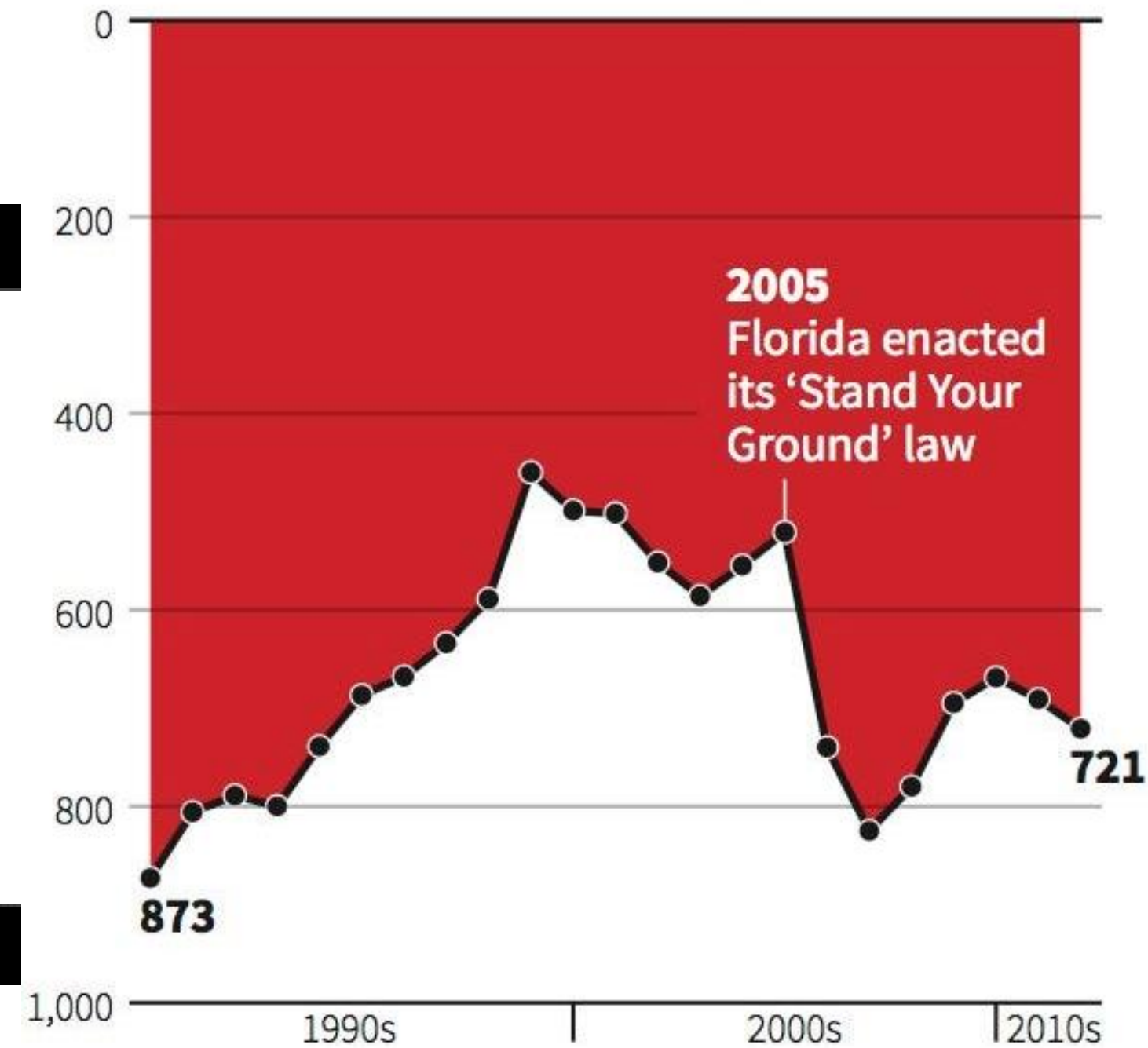
closure



figure / group

Gun deaths in Florida

Number of murders committed using firearms



Source: Florida Department of Law Enforcement

C. Chan 16/02/2014

REUTERS

common fate



Gestalt principles

- **similarity**: things that look like each other (size, color, shape) are related
- **proximity**: things that are visually close to each other are related
- **connection**: things that are visually connected are related
- **continuity**: we complete hidden objects into simple, familiar shapes
- **closure**: we see incomplete shapes as complete
- **figure / ground**: elements are perceived as either figures or background
- **common fate**: elements with the same moving direction are perceived as a unit

Takeaways

- Gestalt principles give us a conceptual understanding of the way our mind converts shapes into structured thought.
- **Using the Gestalt principles wisely will lead improve performance in interpretation of visualizations. Poor use may cause users to see things that aren't there...**

