

# Week 6: *Visualizing Information*

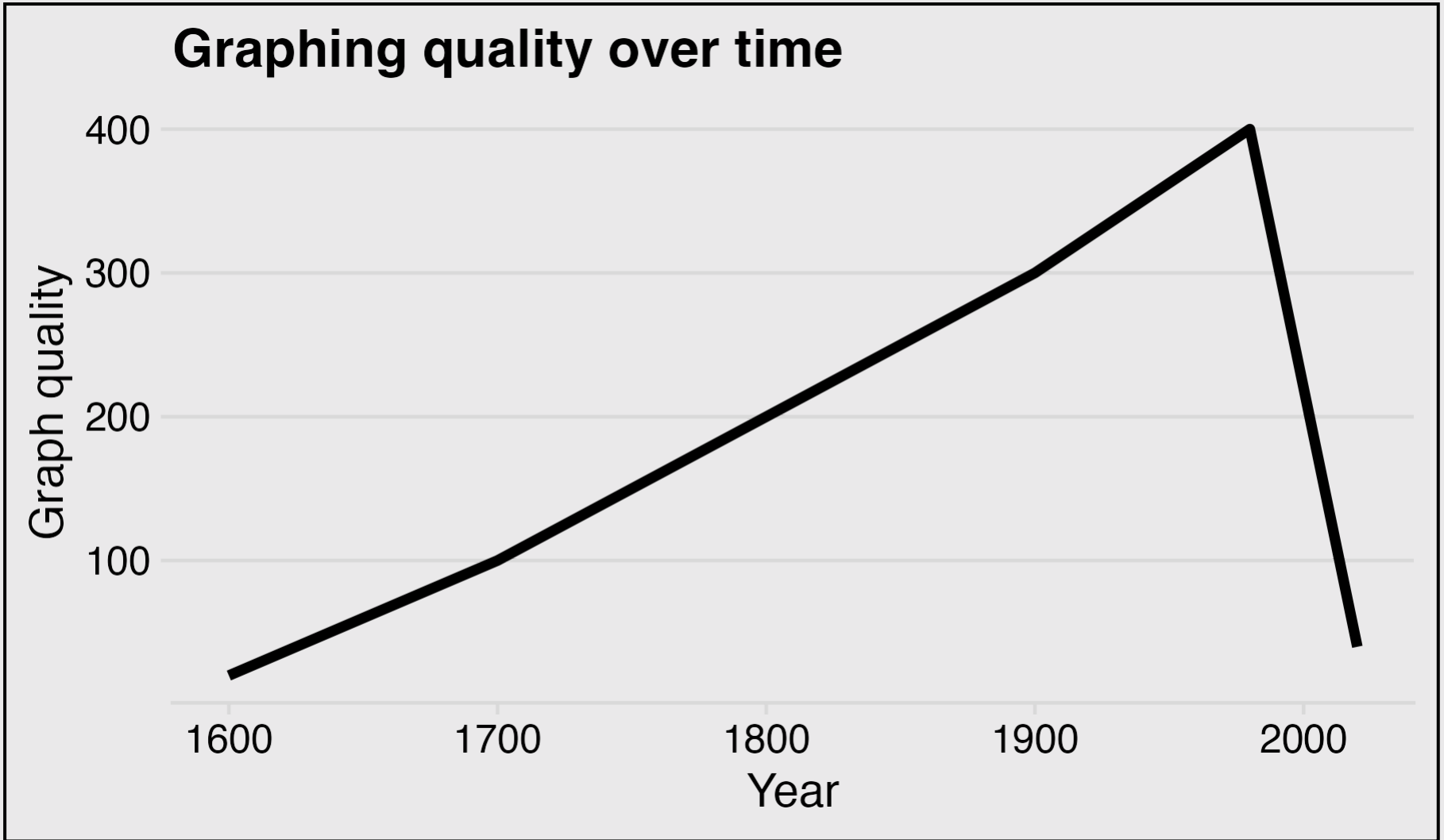
 EMSE 4572/6572: Exploratory Data Analysis

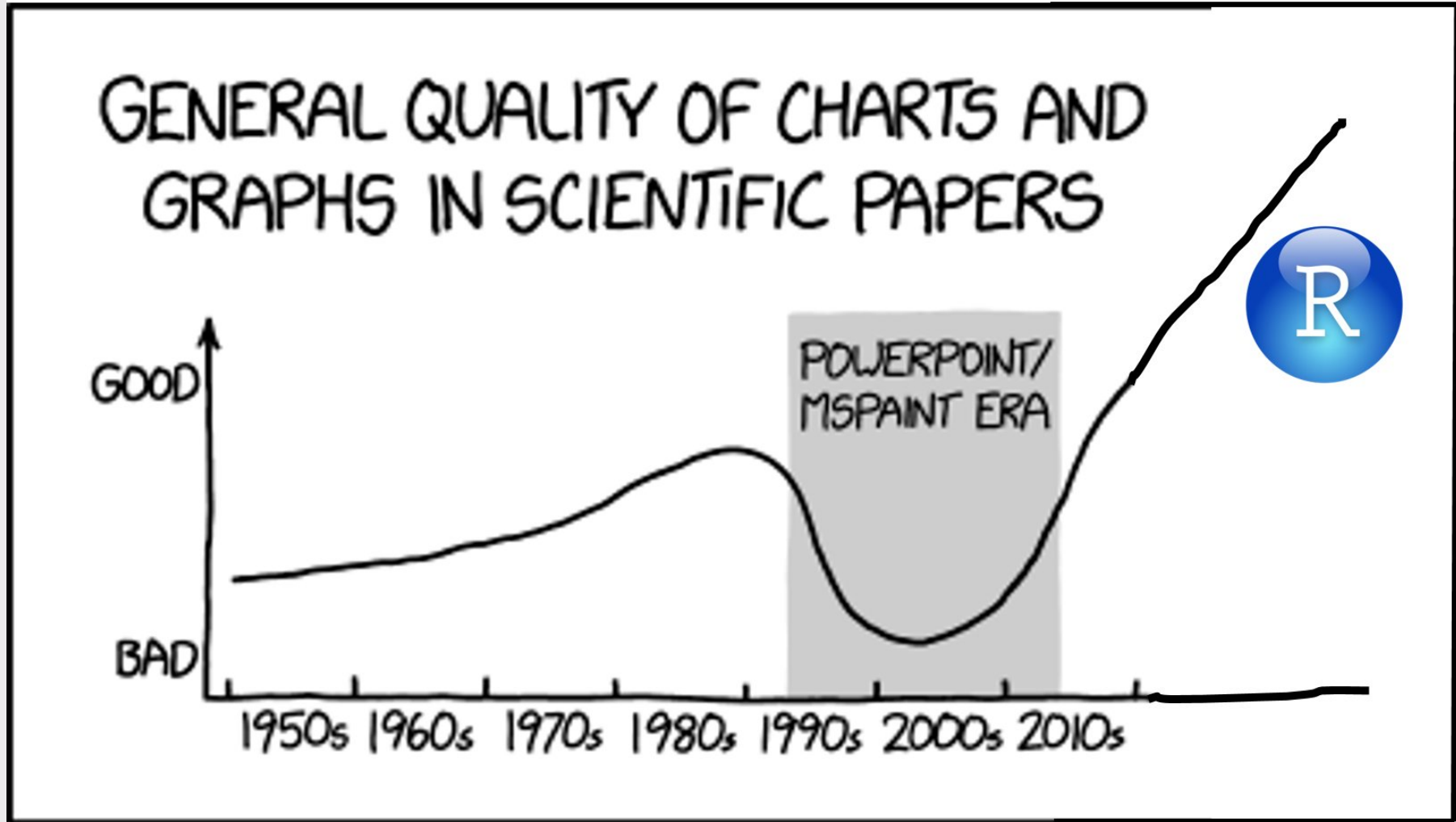
 John Paul Helveston

 October 04, 2023

## References:

- [Data Viz "Cheat Sheet"](#)
- [Data Viz Reference Page](#)





From [here](#)



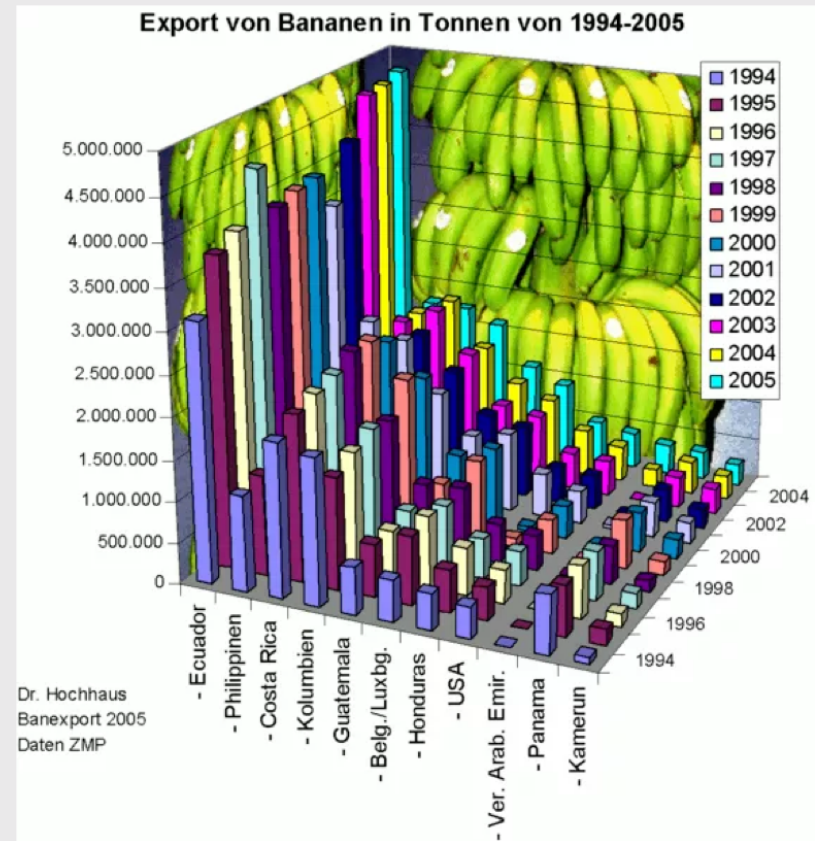
*"Having word processing software  
doesn't make us great writers."*

— Stephen Few

# We don't write paragraphs like this

# So don't make graphs like this

People **sometimes do this** [use poor graphic choices] **because** *they've seen similar charts in newspapers* or on the web and they're **naively following** a **bad example**. People **who** know better **sometimes do this because** they **care more** about **the visual impact** than the **clarity** of communication. *If we wanted* to tell the **truth** in a way **people** can **easily understand**, this is **not an effective approach**.



# Week 6: *Visualizing Information*

1. The Human Visual-Memory System

2. The Psychology of Data Viz

BREAK

3. 10 Data Viz Best Practices

4. Making a (good) ggplot

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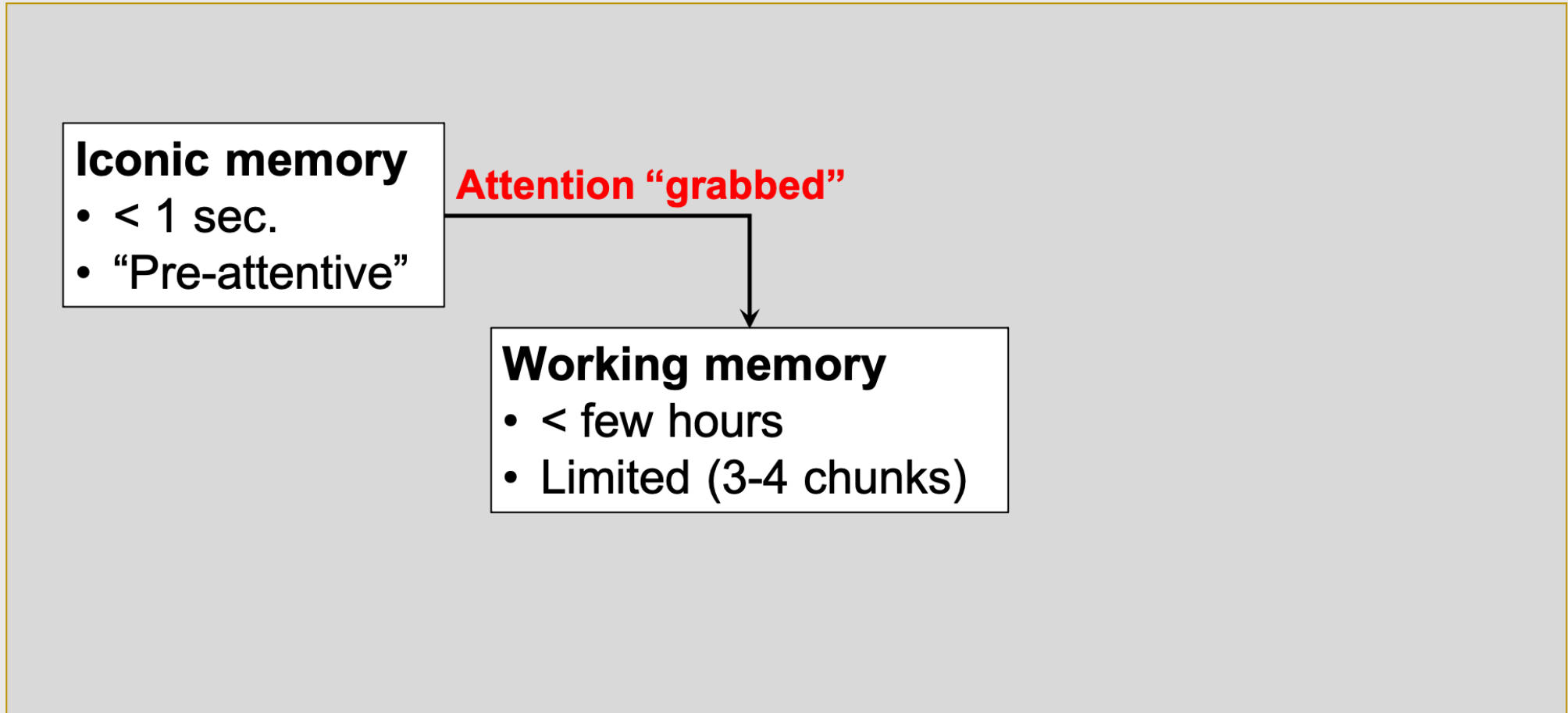
Good visualizations optimize for  
the human visual-memory system

# A (very) simplified model of the visual-memory system

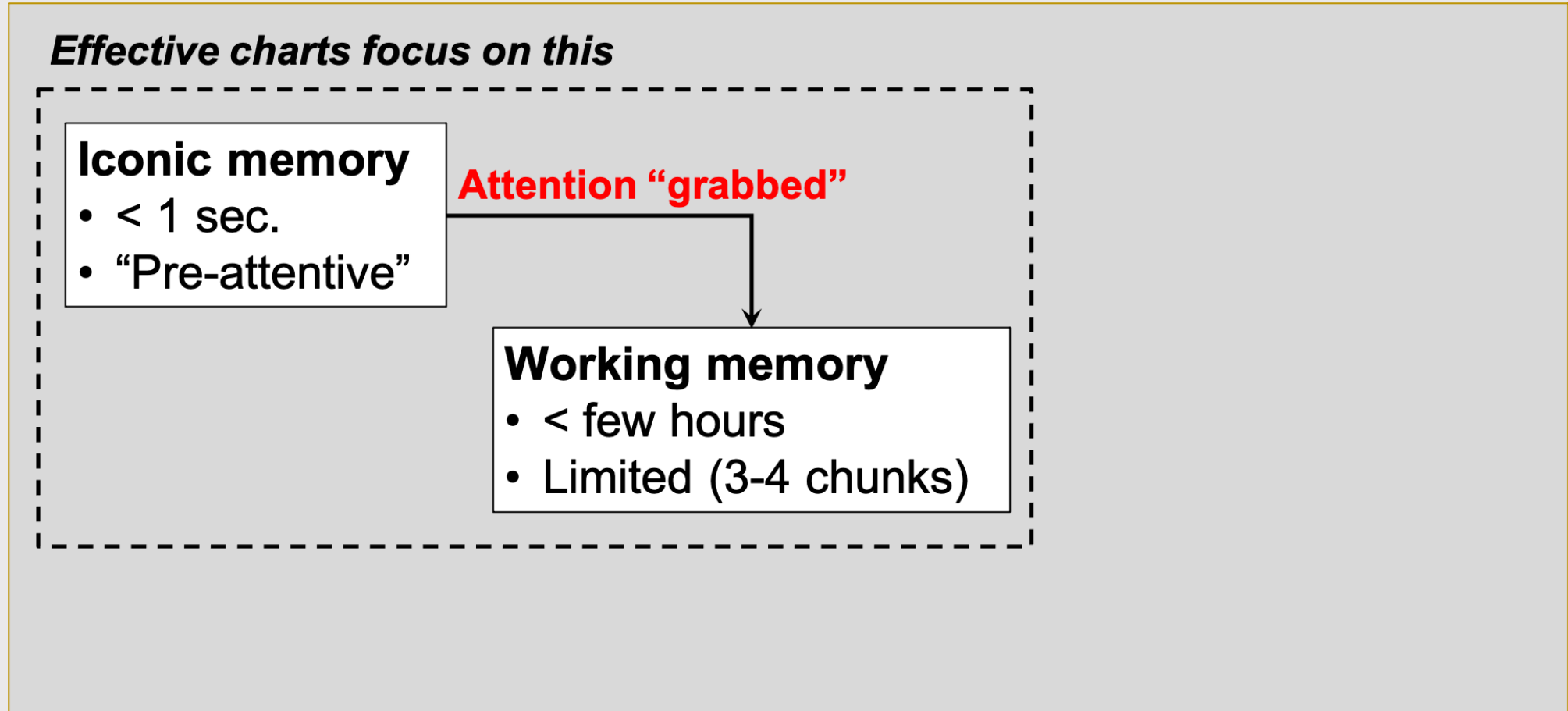
## **Iconic memory**

- < 1 sec.
- “Pre-attentive”

# A (very) simplified model of the visual-memory system

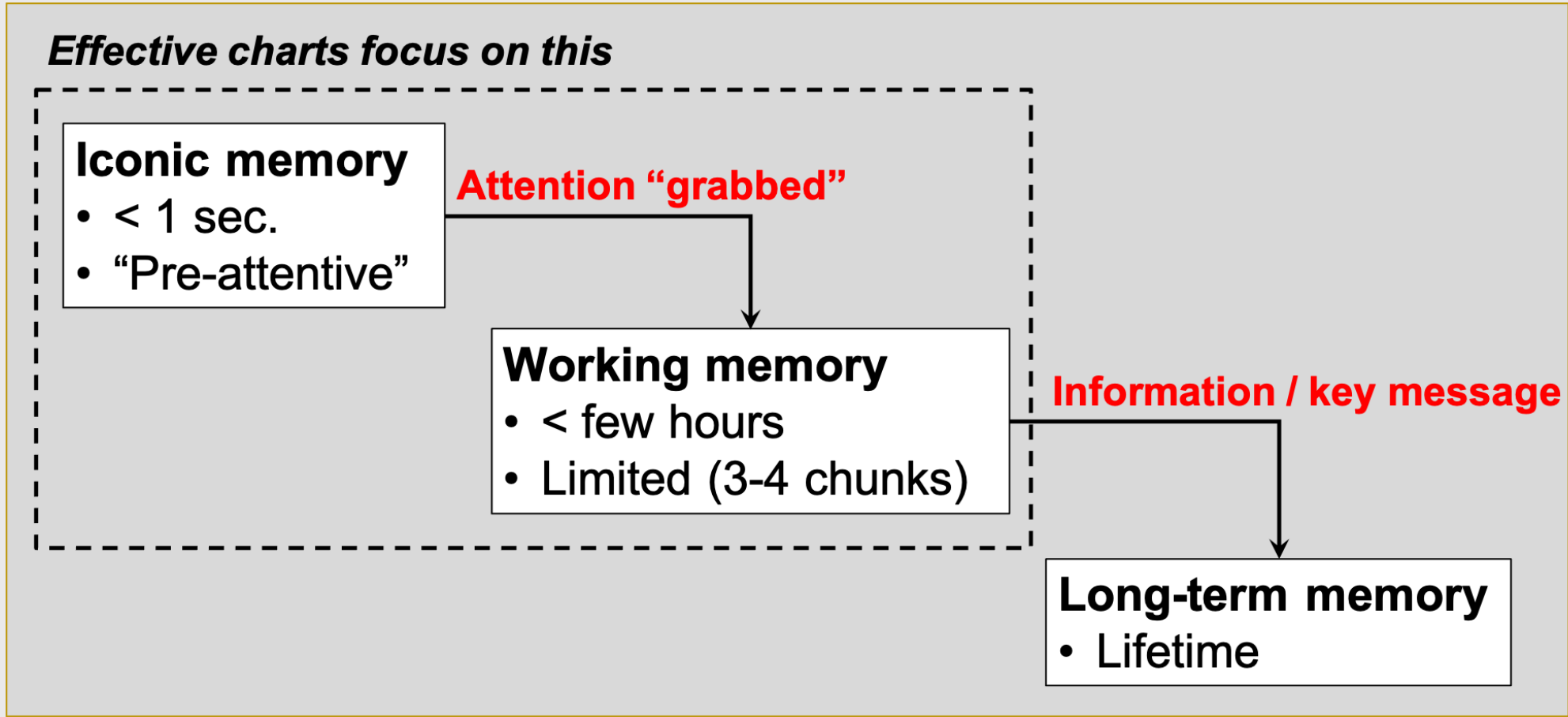


# A (very) simplified model of the visual-memory system





# A (very) simplified model of the visual-memory system



## Two objectives of effective charts:

1. Grab & direct attention (iconic memory)
2. Reduce processing demands (working memory)

# The power of pre-attentive processing

Count all the "5"s

821134907856412043612  
304589640981709812734  
123450986124790812734  
029860192837401489363  
123479827961203459816  
234009816256908127634  
123459087162342015237  
123894789237498230192

# The power of pre-attentive processing

Count all the "5"s

8211349078**5**6412043612  
304**5**89640981709812734  
1234**5**0986124790812734  
029860192837401489363  
1234798279612034**5**9816  
2340098162**5**6908127634  
1234**5**908716234201**5**237  
123894789237498230192

## Form

Orientation



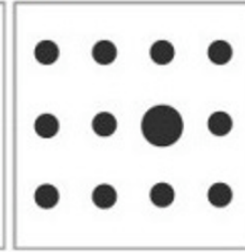
Line Length



Line Width



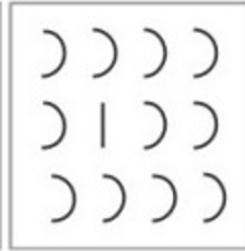
Size



Shape



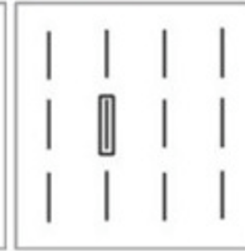
Curvature



Added Marks

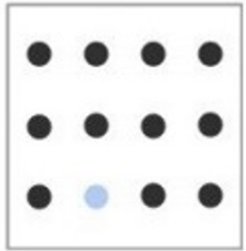


Enclosure

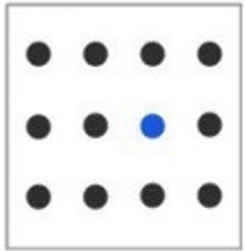


## Color

Intensity

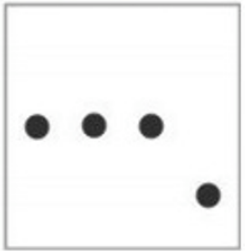


Hue

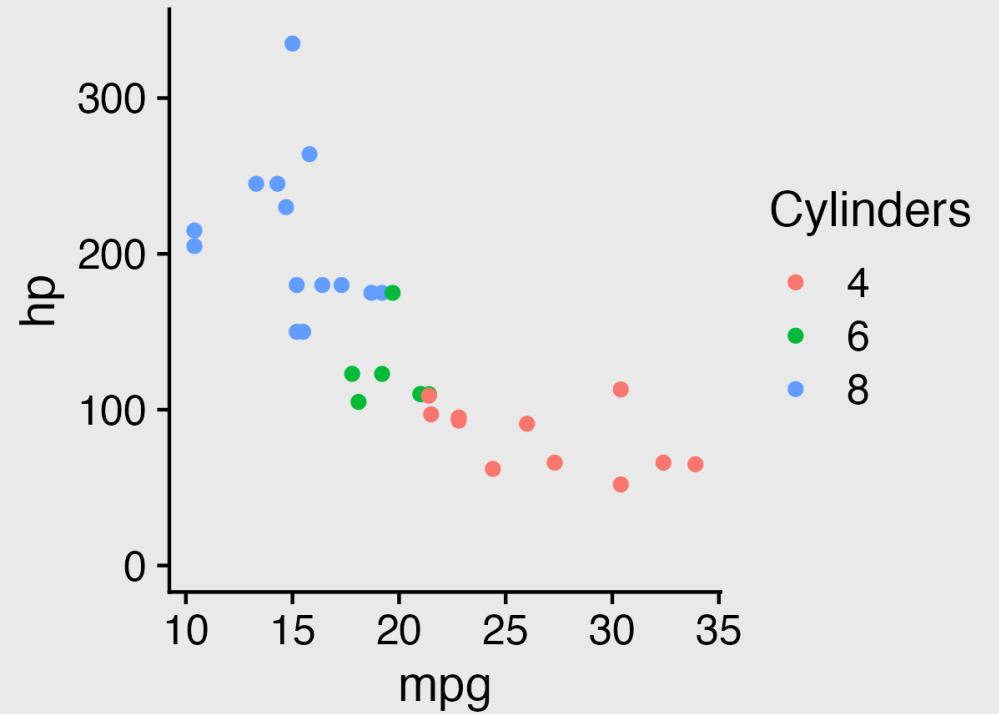


## Spatial Position

2-D Position



# Pre-attentive attributes



## Form

Orientation



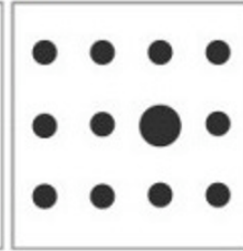
Line Length



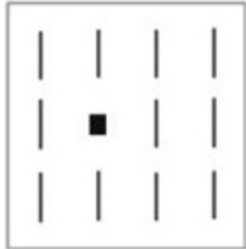
Line Width



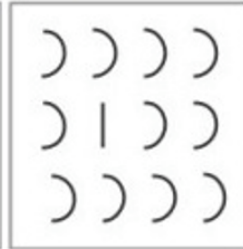
Size



Shape



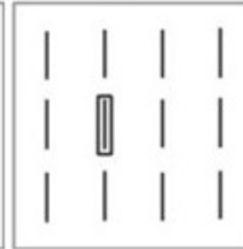
Curvature



Added Marks

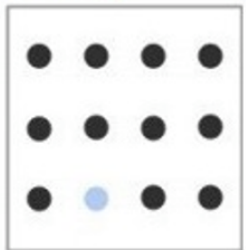


Enclosure

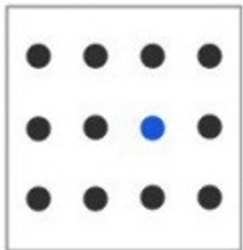


## Color

Intensity

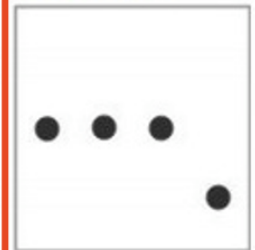


Hue



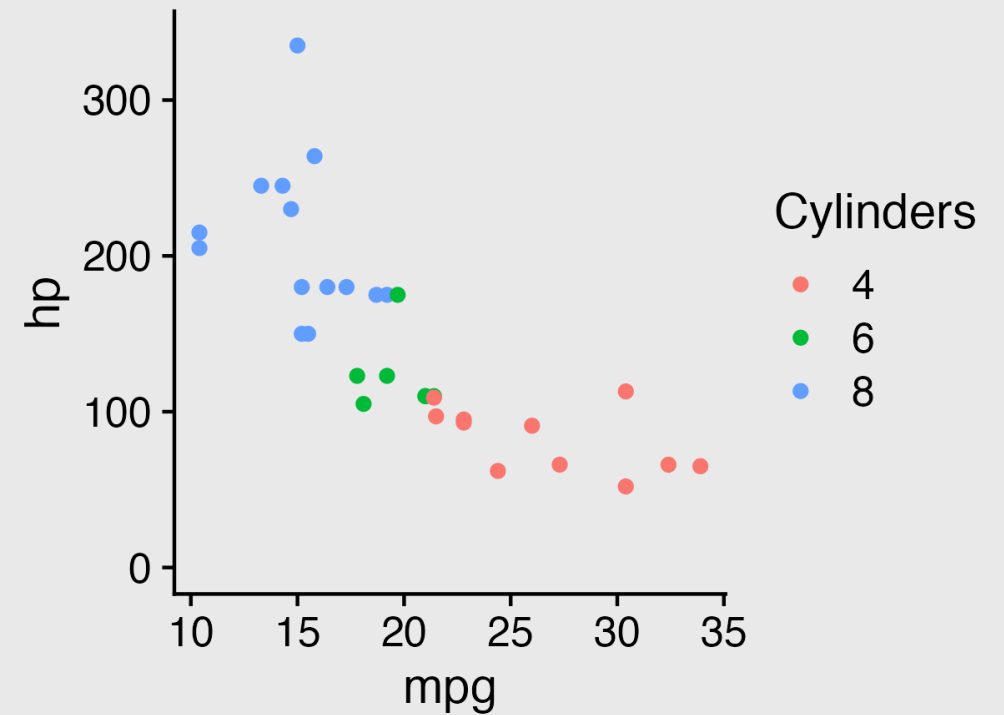
## Spatial Position

2-D Position



# Pre-attentive attributes

Numerical (ratio) data

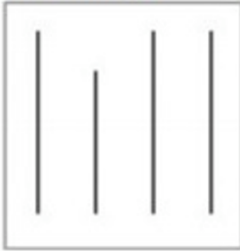


## Form

Orientation



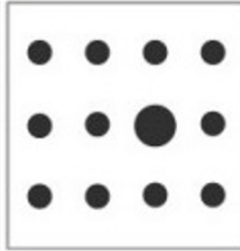
Line Length



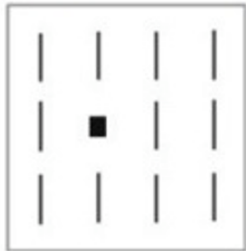
Line Width



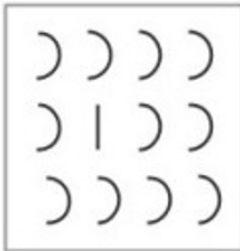
Size



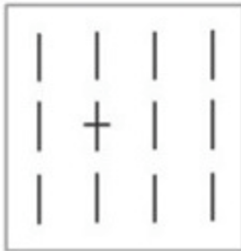
Shape



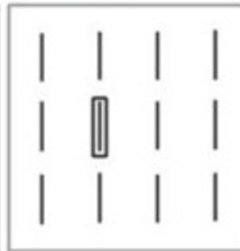
Curvature



Added Marks

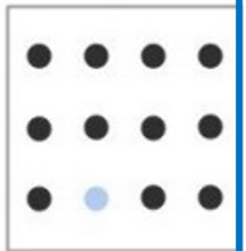


Enclosure

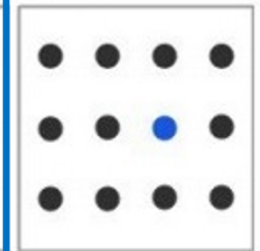


## Color

Intensity



Hue



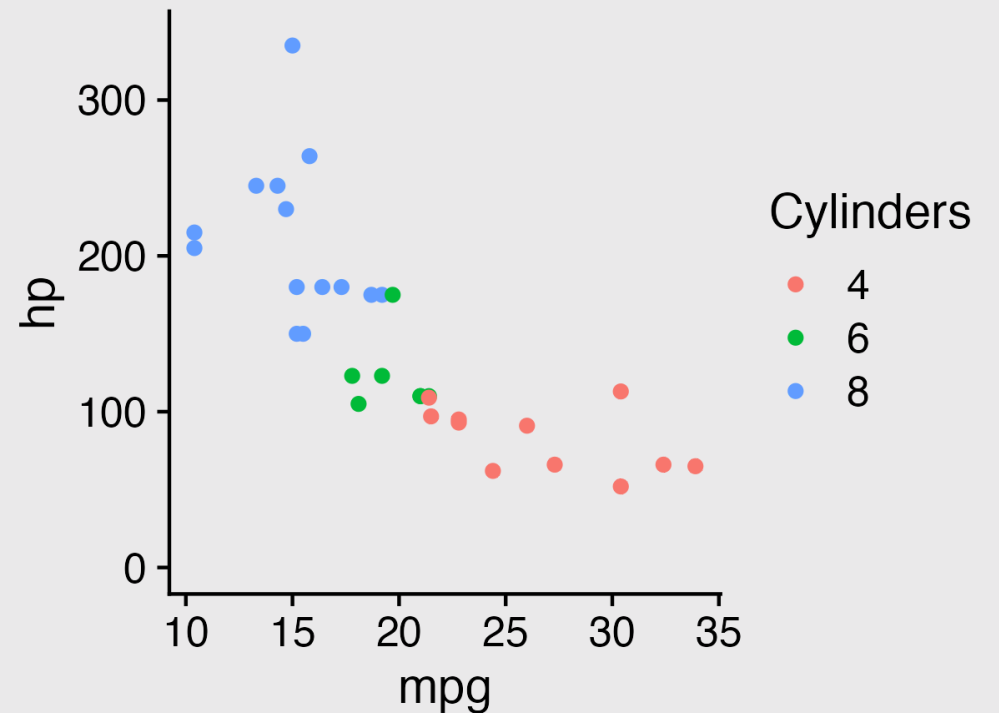
## Spatial Position

2-D Position



# Pre-attentive attributes

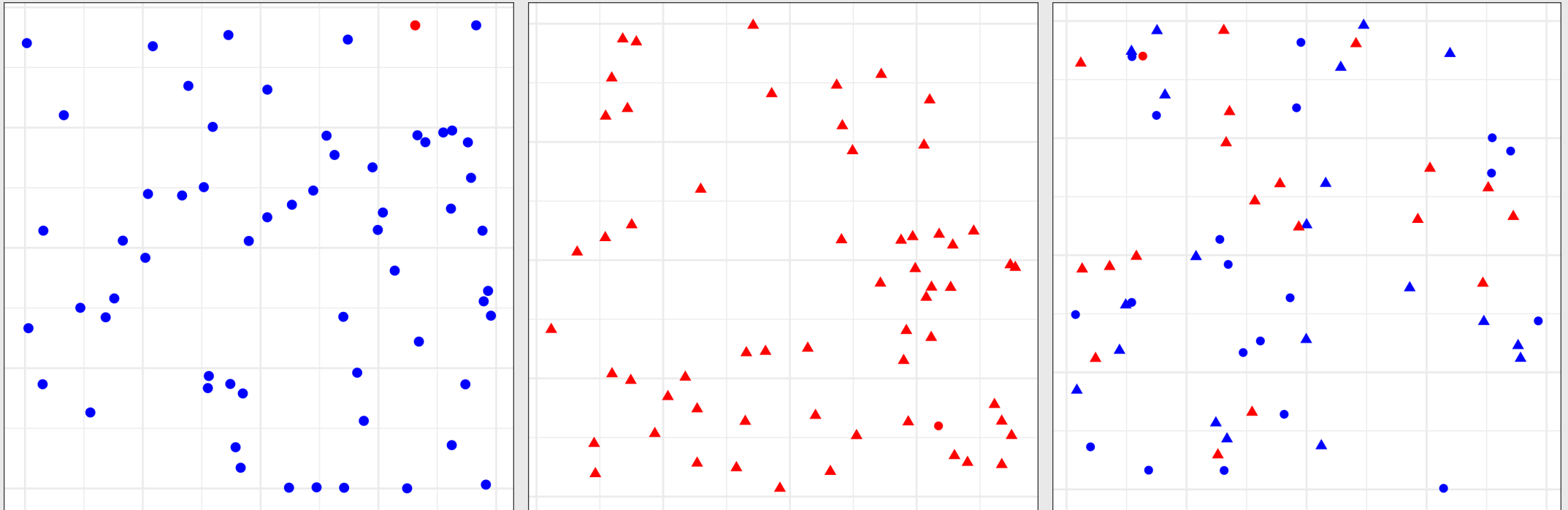
Numerical (ratio) data  
Categorical (ordinal) data



Not all pre-attentive attributes are equal

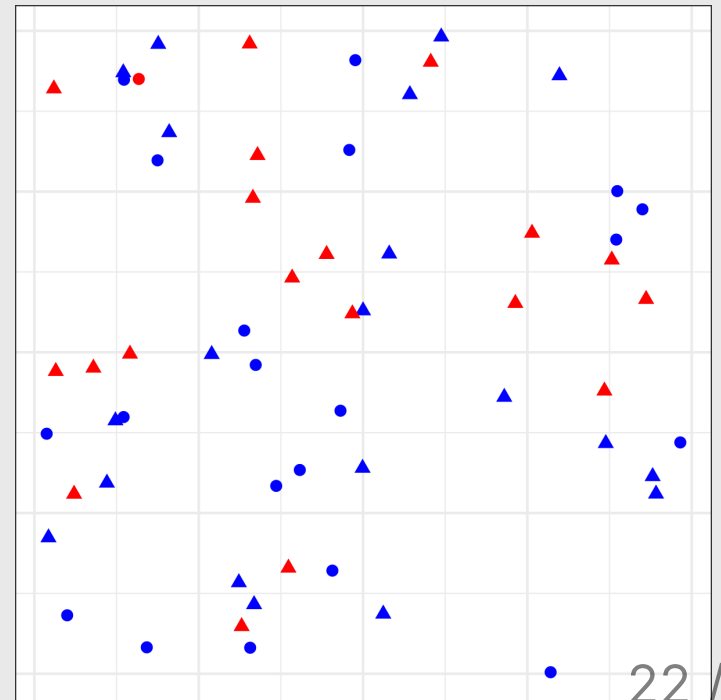
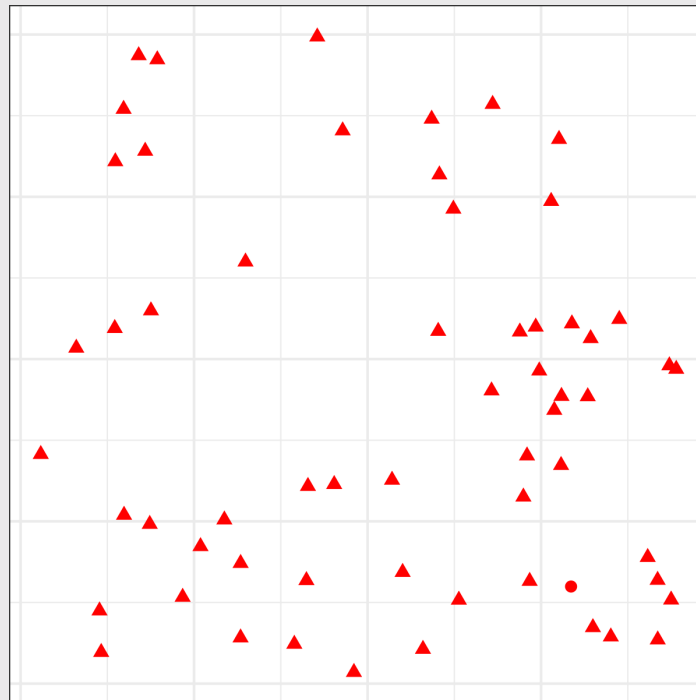
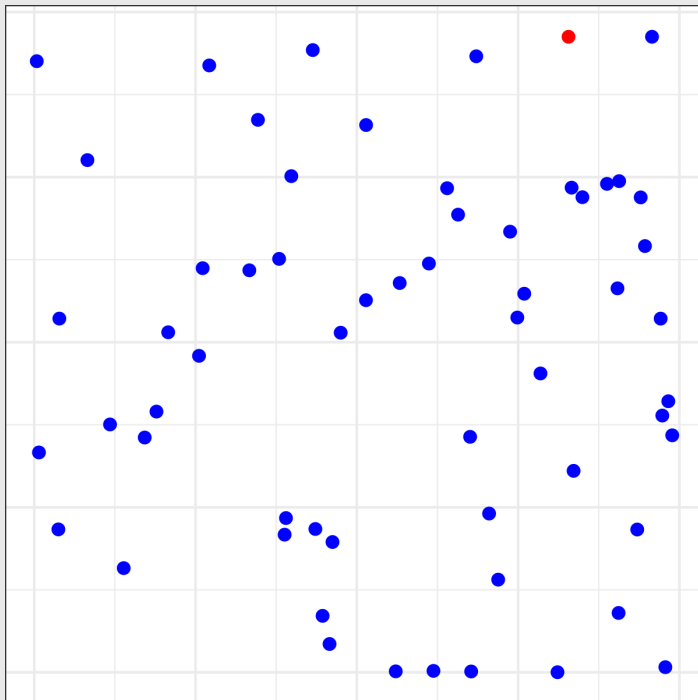


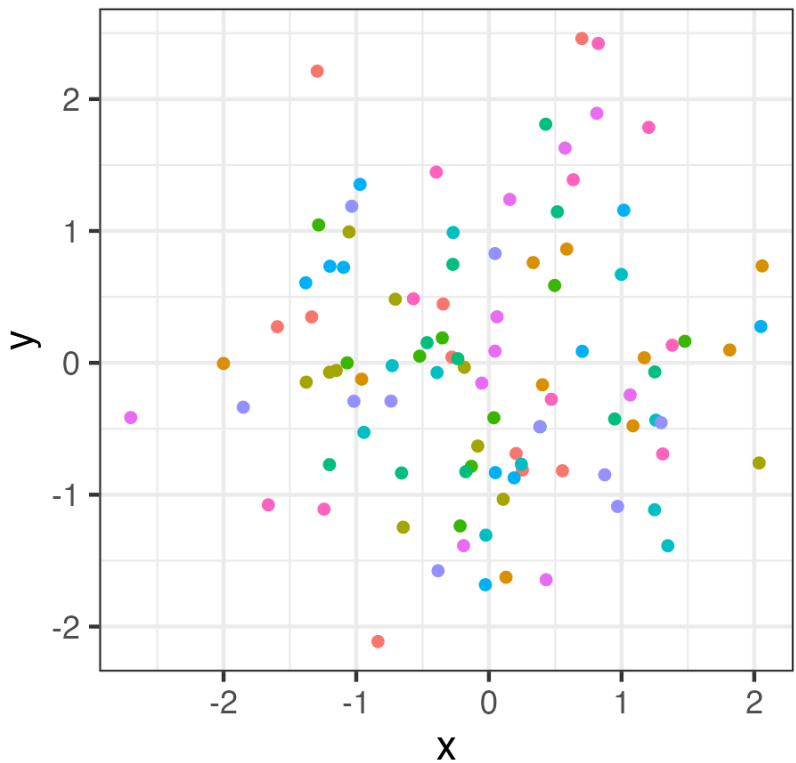
# Where is the red dot?



# For categorical data:

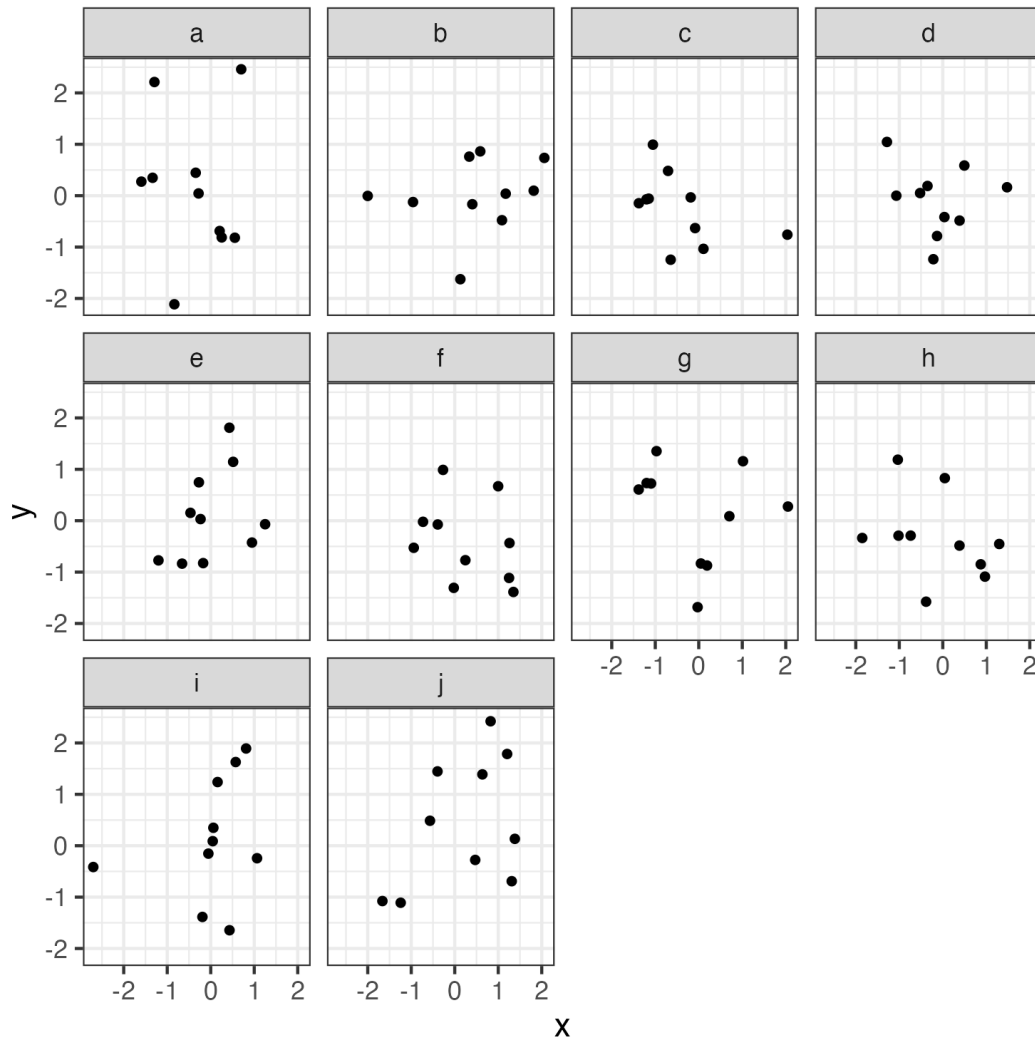
1. Hue (color) > shape
2. Less is more (stay in working memory!)



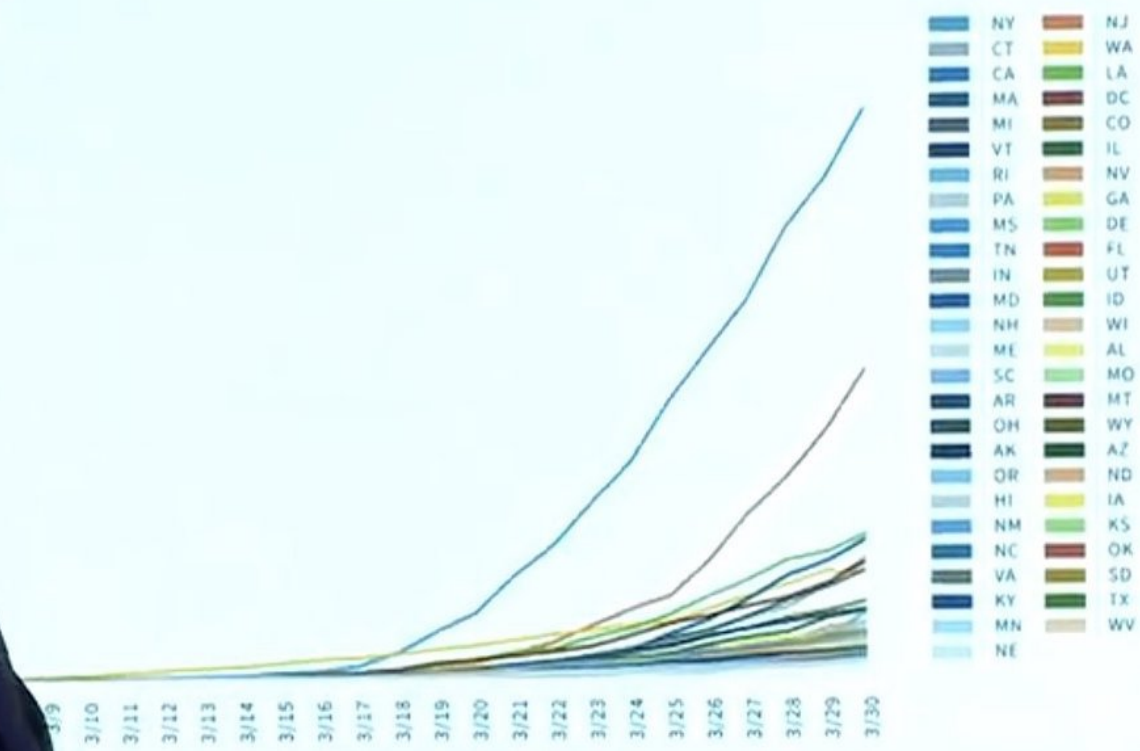


category

- a
- b
- c
- d
- e
- f
- g
- h
- i
- j



# FIVE CASES PER 100,000: ALL STATES



# Week 6: *Visualizing Information*

1. The Human Visual-Memory System

2. **The Psychology of Data Viz**

BREAK

3. 10 Data Viz Best Practices

4. Making a (good) ggplot

Much of the content in this section is from  
John Rauser's [talk](#) on YouTube

(Always cite your sources)

## Graphical Perception and Graphical Methods for Analyzing Scientific Data

William S. Cleveland and Robert McGill

Graphs provide powerful tools both for analyzing scientific data and for communicating quantitative information. The computer graphics revolution, which began in the 1960's and has intensified during the past several years, stimulated the invention of graphical meth-

ods: types of graphs and types of quantitative information to be shown on graphs (1-4). One purpose of this article is to describe and illustrate several of these new methods.

**Summary.** Graphical perception is the visual decoding of the quantitative and qualitative information encoded on graphs. Recent investigations have uncovered basic principles of human graphical perception that have important implications for the display of data. The computer graphics revolution has stimulated the invention of many graphical methods for analyzing and presenting scientific data, such as box plots, two-tiered error bars, scatterplot smoothing, dot charts, and graphing on a log base 2 scale.

ods: types of graphs and types of quantitative information to be shown on graphs (1-4). One purpose of this article is to describe and illustrate several of these new methods.

What has been missing, until recently, in this period of rapid graphical invention and deployment is the study of graphs and the human visual system. When a graph is constructed, quantitative and categorical information is encoded, chiefly through position, shape, size, symbols, and color. When a person looks at a graph, the information is visually decoded by the person's visual sys-

tem. This is illustrated by several examples in which some much-used graphical forms are presented, set aside, and replaced by new methods.

### Elementary Tasks for the Graphical Perception of Quantitative Information

The first step is to identify elementary graphical-perception tasks that are used to visually extract quantitative information from a graph. (By "quantitative information" we mean numerical values

al field that comes without apparent mental effort. We also perform cognitive tasks such as reading scale information, but much of the power of graphs—and what distinguishes them from tables—comes from the ability of our preattentive visual system to detect geometric patterns and assess magnitudes. We have examined preattentive processes rather than cognition.

We have studied the elementary graphical-perception tasks theoretically, borrowing ideas from the more general field of visual perception (7, 8), and experimentally by having subjects judge graphical elements (1, 5). The next two sections illustrate the methodology with a few examples.

### Study of Graphical Perception: Theory

Figure 2 provides an illustration of theoretical reasoning that borrows some ideas from the field of computational vision (8). Suppose that the goal is to judge the ratio,  $r$ , of the slope of line segment BC to the slope of line segment AB in each of the three panels. Our visual system tells us that  $r$  is greater than 1 in each panel, which is correct. Our visual system also tells us that  $r$  is closer to 1 in the two rectangular panels than in the square panel; that is, the slope of BC appears closer to the slope of AB in the two rectangular panels than in the square panel. This, however, is incorrect;  $r$  is the same in all three panels.

The reason for the distortion in judging Fig. 2 is that our visual system is geared to judging angle rather than slope. In their work on computational theories of vision in artificial intelligence, Marr (8) and Stevens (9) have investigated how people judge the slant and tilt (10) of the surfaces of three-dimensional objects. They argue that we judge slant and tilt as

Cleveland, W. S., & McGill, R. (1985). Graphical perception and graphical methods for analyzing scientific data. *Science, New Series*, 229(4716), 828-833.

# Cleveland's operations of pattern perception:

1. Estimation

2. Assembly

3. Detection



# Cleveland's operations of pattern perception:

1. **Estimation** ----->

2. Assembly

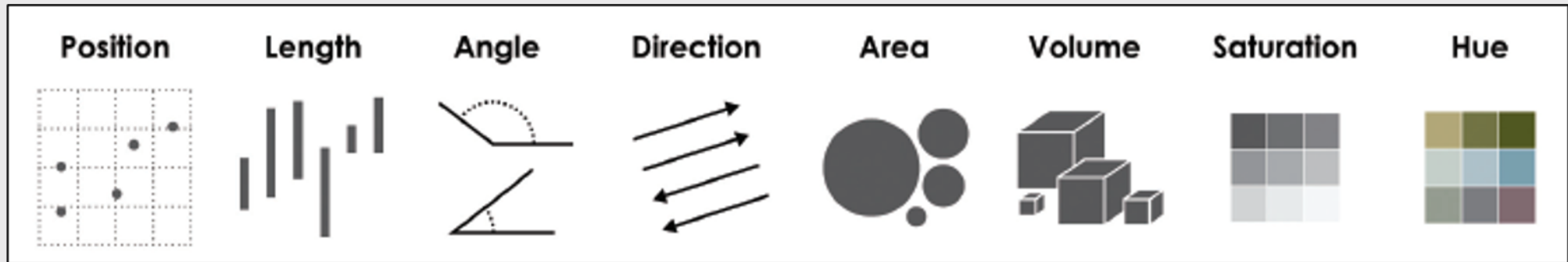
3. Detection

- **Discrimination** (X equal to Y?)

- **Ranking** (X greater than Y?)

- **Ratioing** (X double Y?)

# Estimation: Hierarchy for *numerical* data



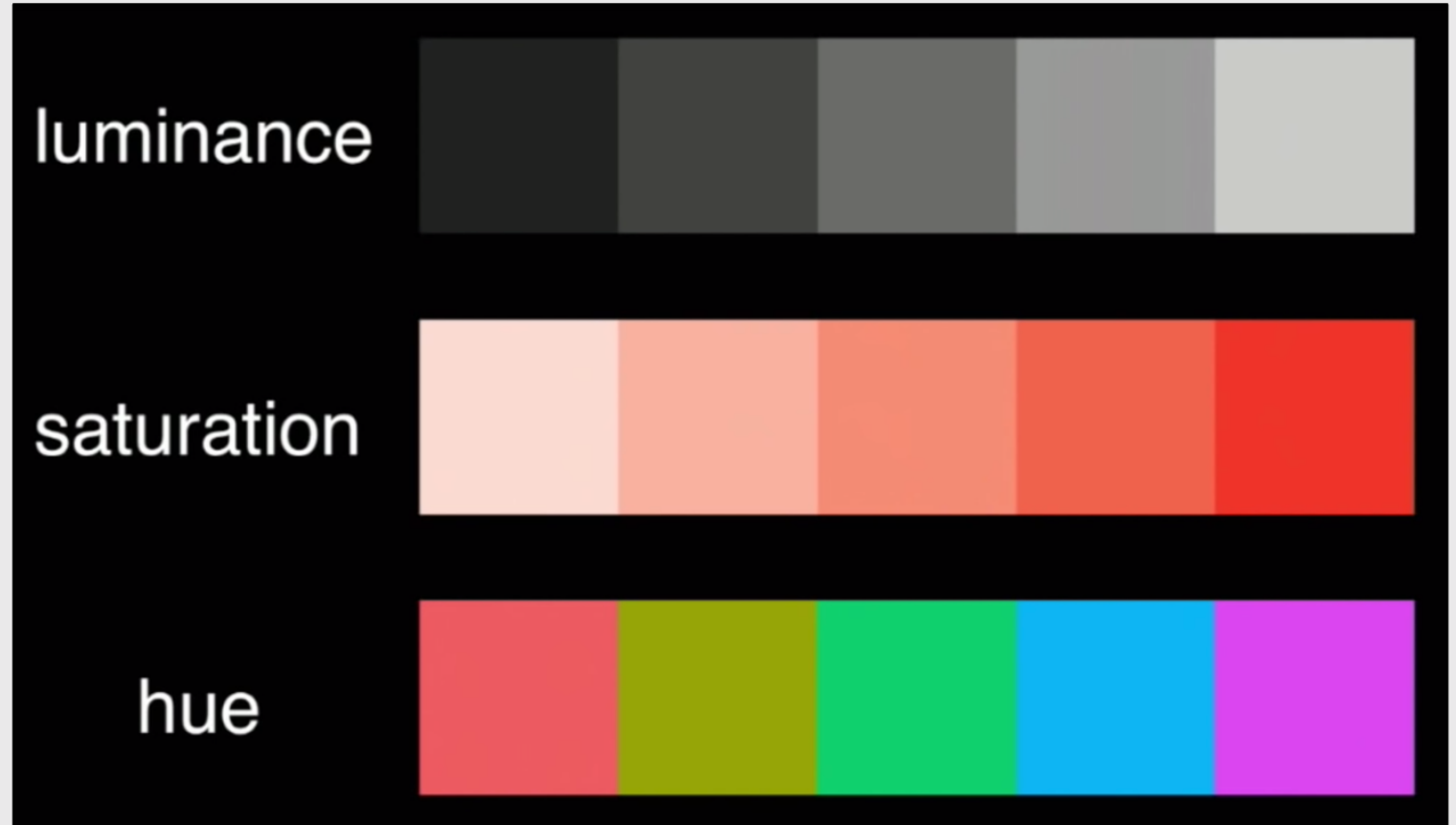
More Accurate

Less Accurate

# Example: Life expectancy in countries in Asia

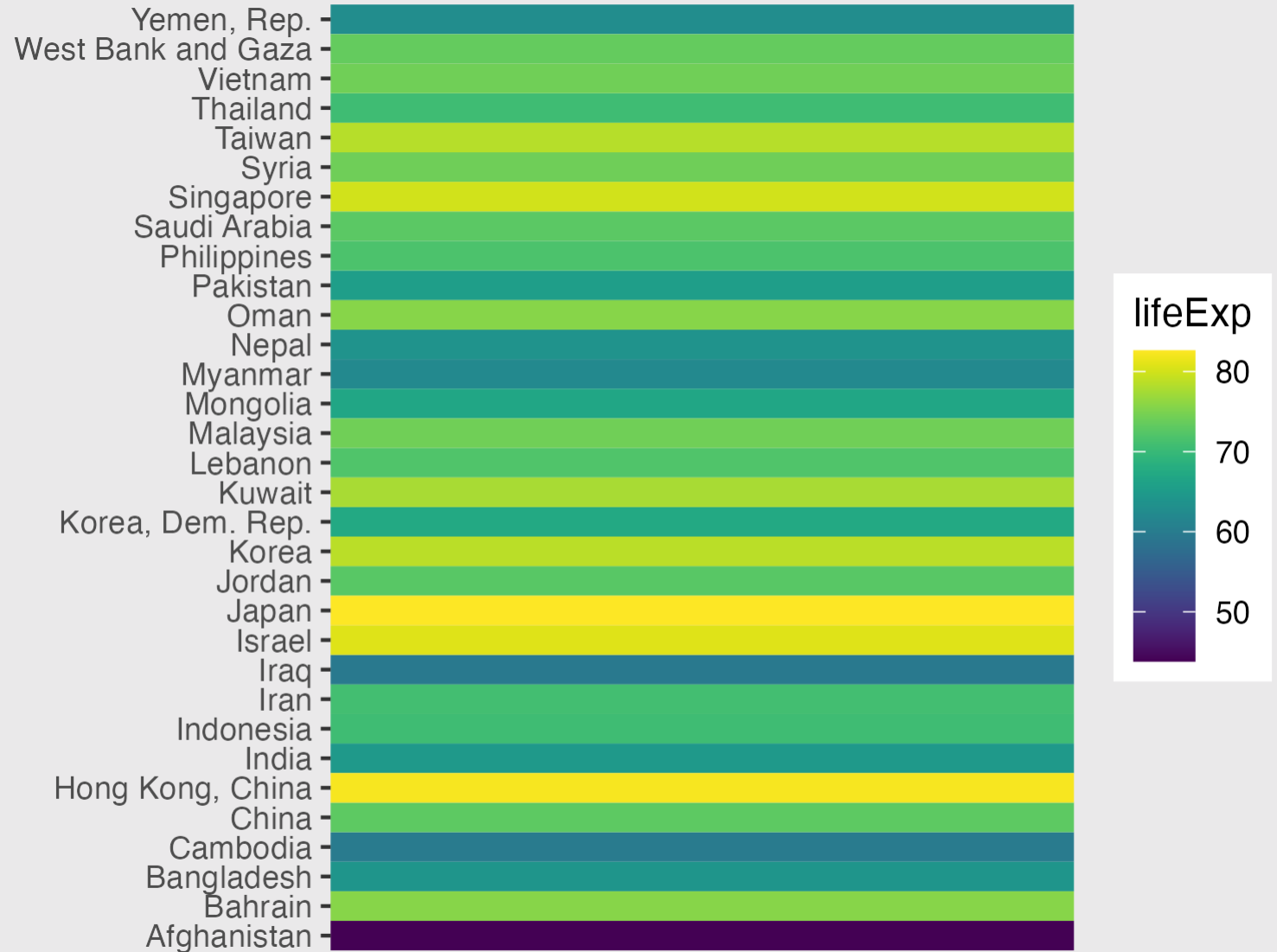
```
#>          country lifeExp
#> 1  Afghanistan  43.828
#> 2           Iraq  59.545
#> 3    Cambodia  59.723
#> 4     Myanmar  62.069
#> 5  Yemen, Rep.  62.698
#> 6         Nepal  63.785
#> 7  Bangladesh  64.062
#> 8         India  64.698
#> 9     Pakistan  65.483
#> 10    Mongolia  66.803
#> 11 Korea, Dem. Rep. 67.297
#> 12     Thailand  70.616
#> 13    Indonesia  70.650
#> 14         Iran  70.964
#> 15    Philippines  71.688
#> 16     Lebanon  71.993
#> 17         Jordan  72.535
#> 18    Saudi Arabia  72.777
#> 19         China  72.961
#> 20 West Bank and Gaza 73.422
```

1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. **Color hue**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. **Color hue**

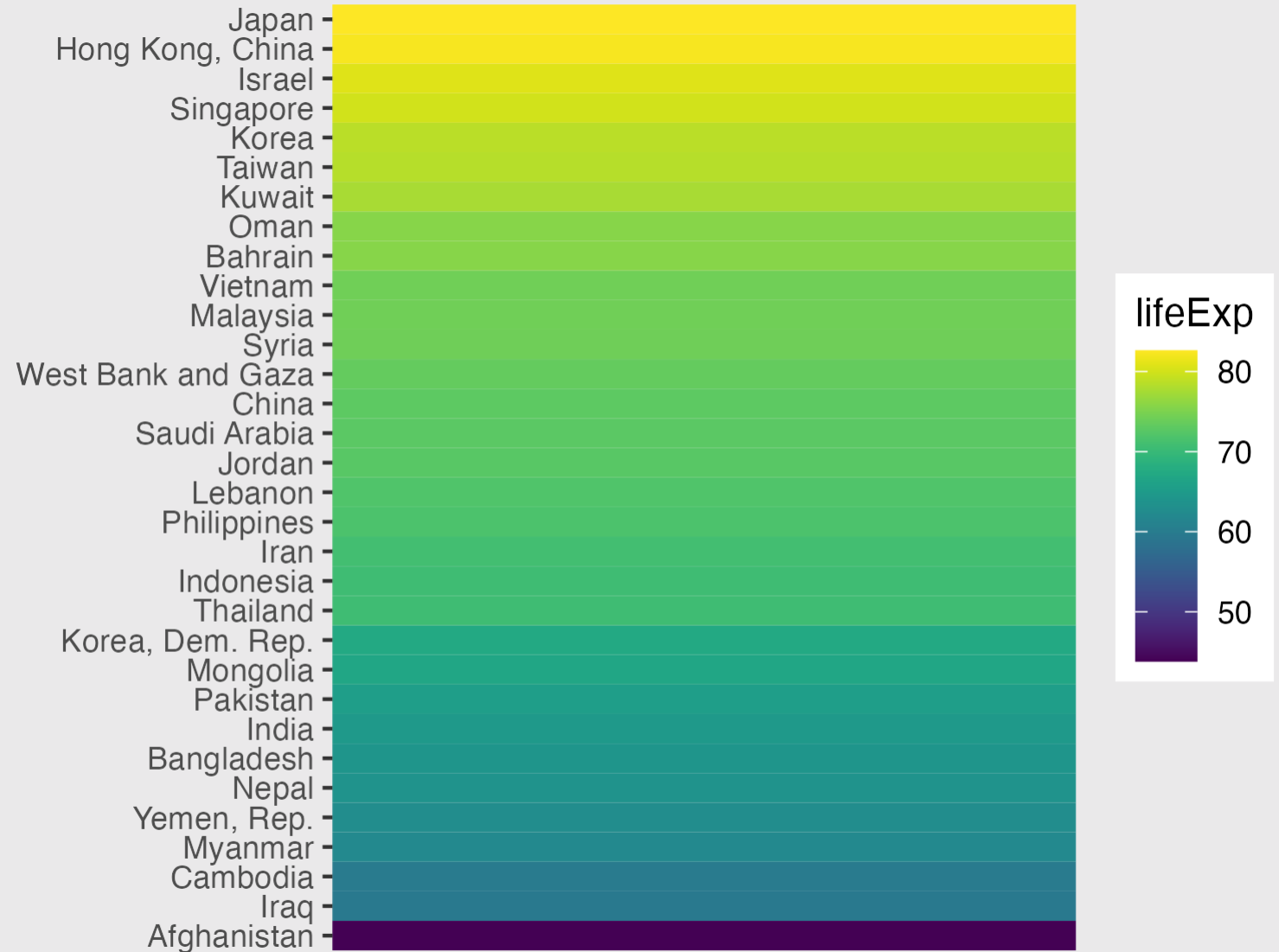
- /  **Discriminate**
- /  **Rank**
- **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. **Color hue**

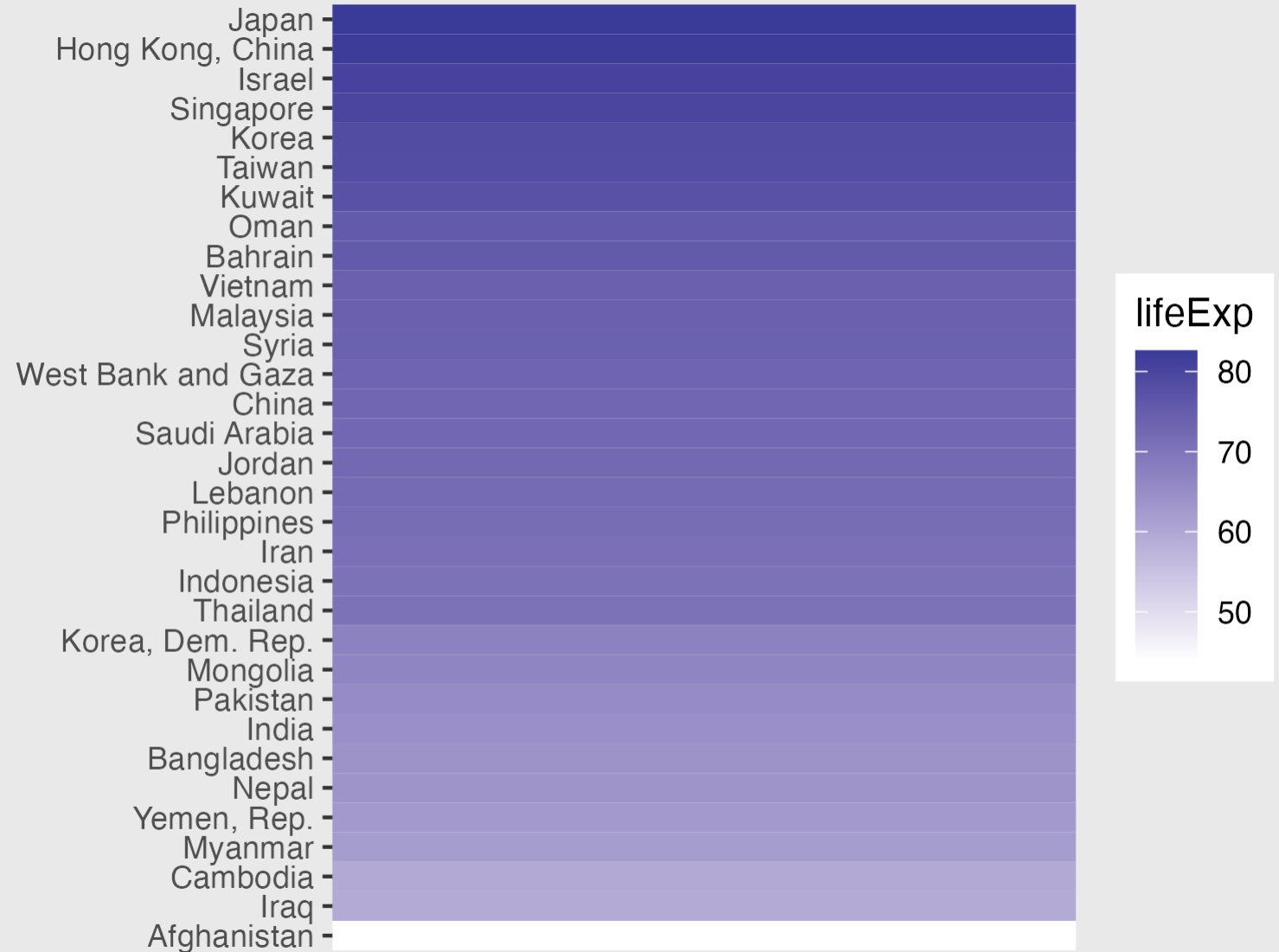
Sorting helps a bit...

- /  **Discriminate**
- /  **Rank**
- **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. **Color saturation**
7. Color hue

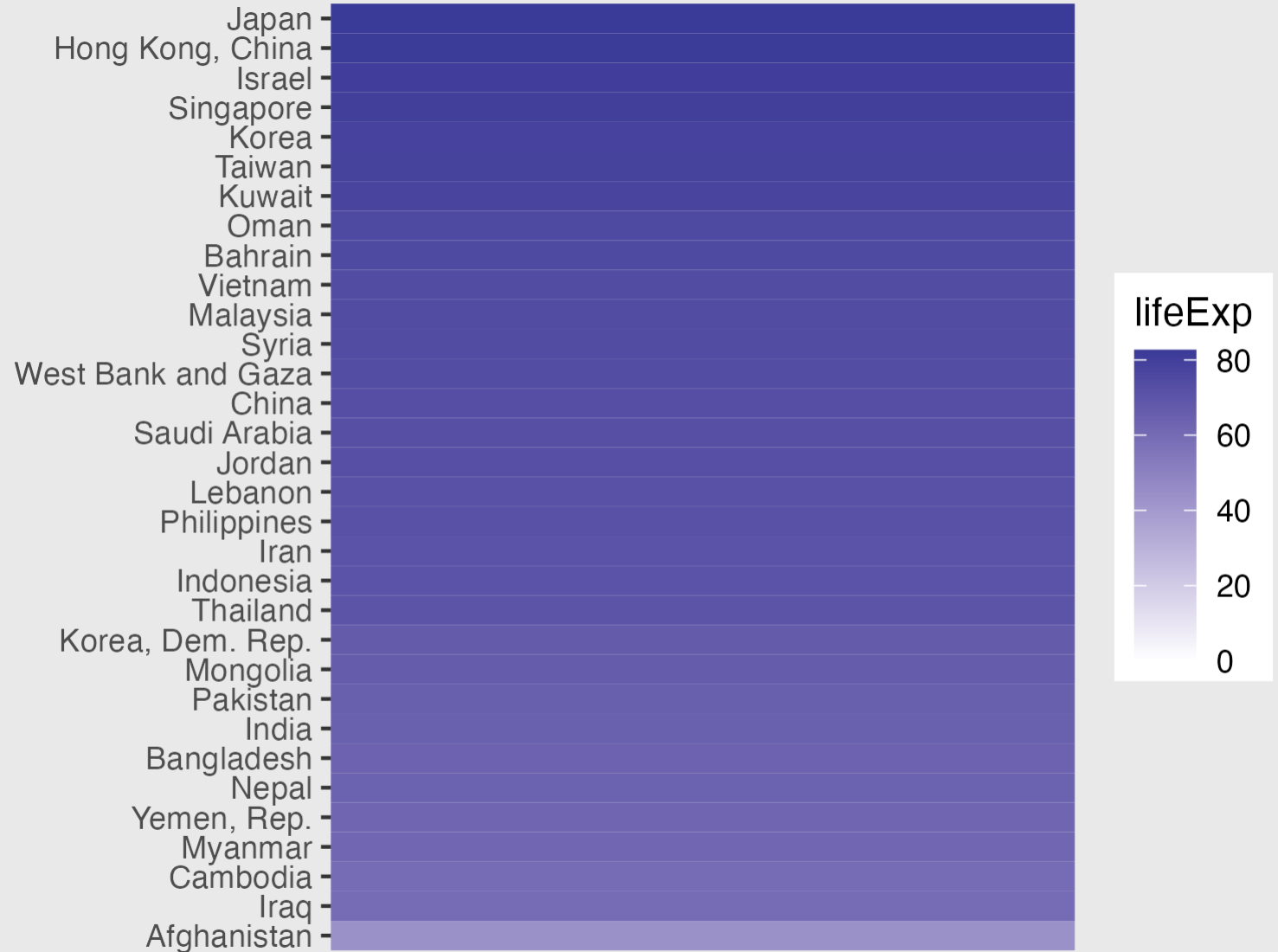
- /  **Discriminate**
- /  **Rank**
- **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. **Color saturation**
7. Color hue

Align to 0 scale:

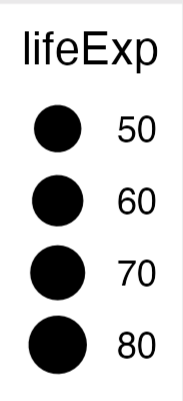
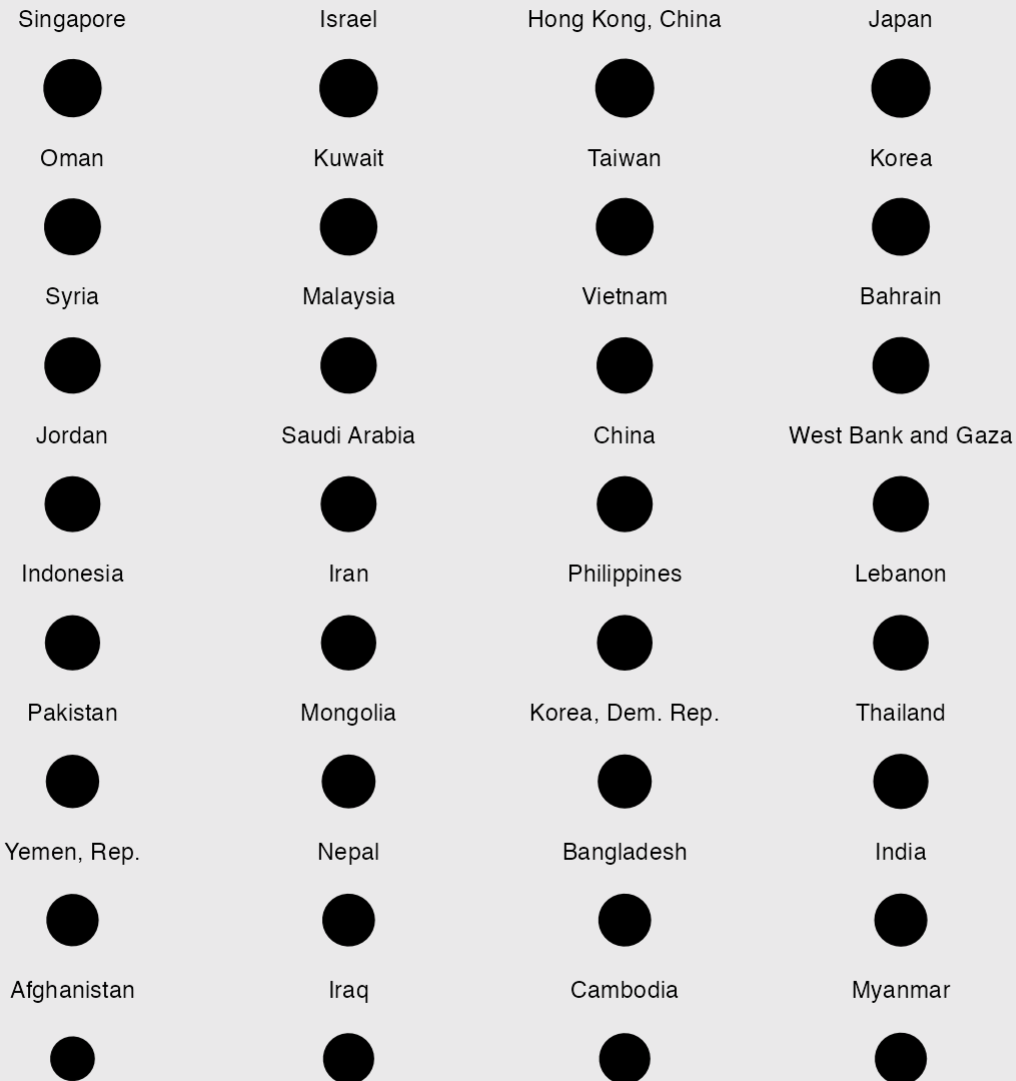
- /  **Discriminate**
- /  **Rank**
- /  **Ratio**





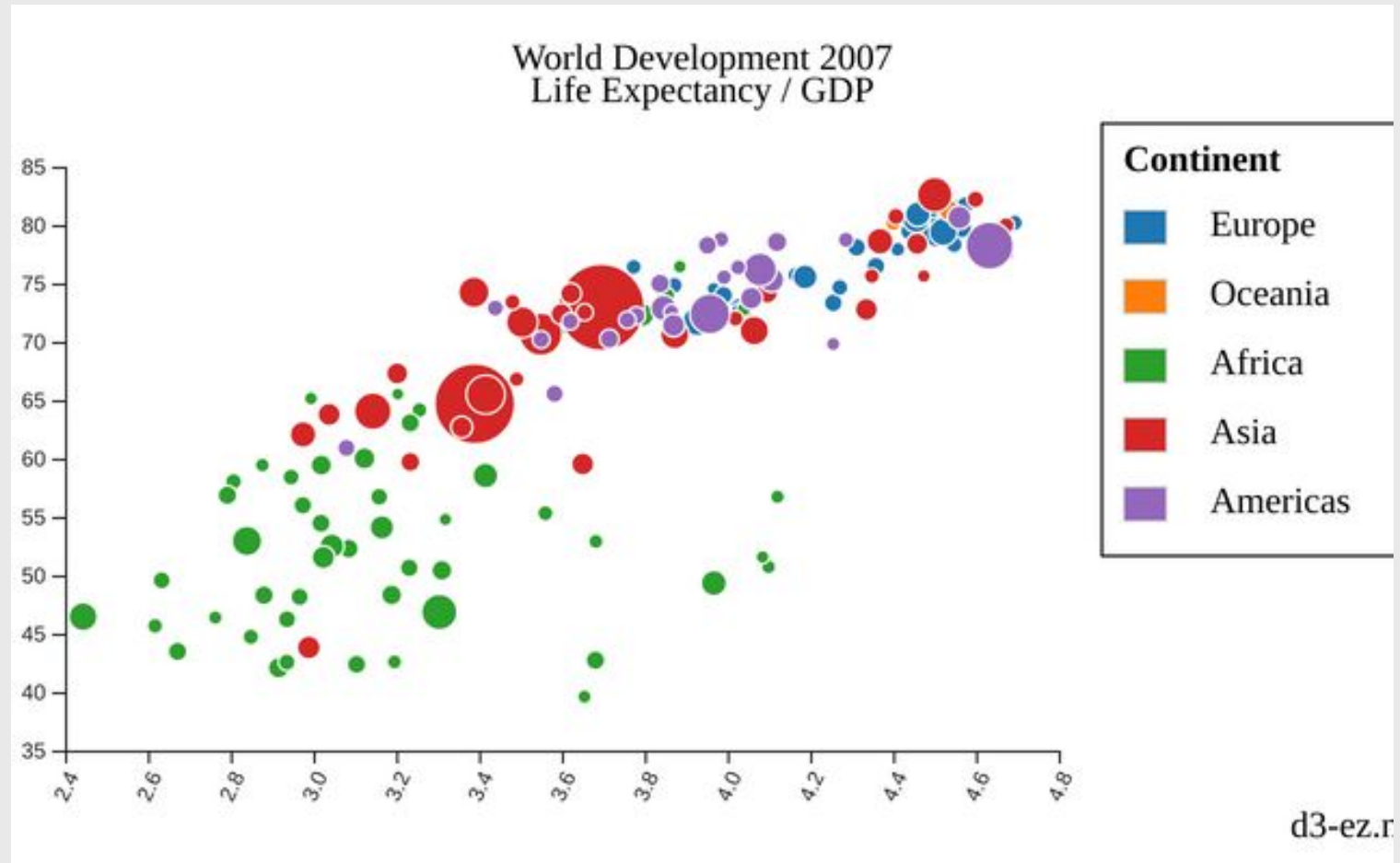
1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. **Area**
6. Color saturation
7. Color hue

- /  **Discriminate**
- /  **Rank**
- /  **Ratio**



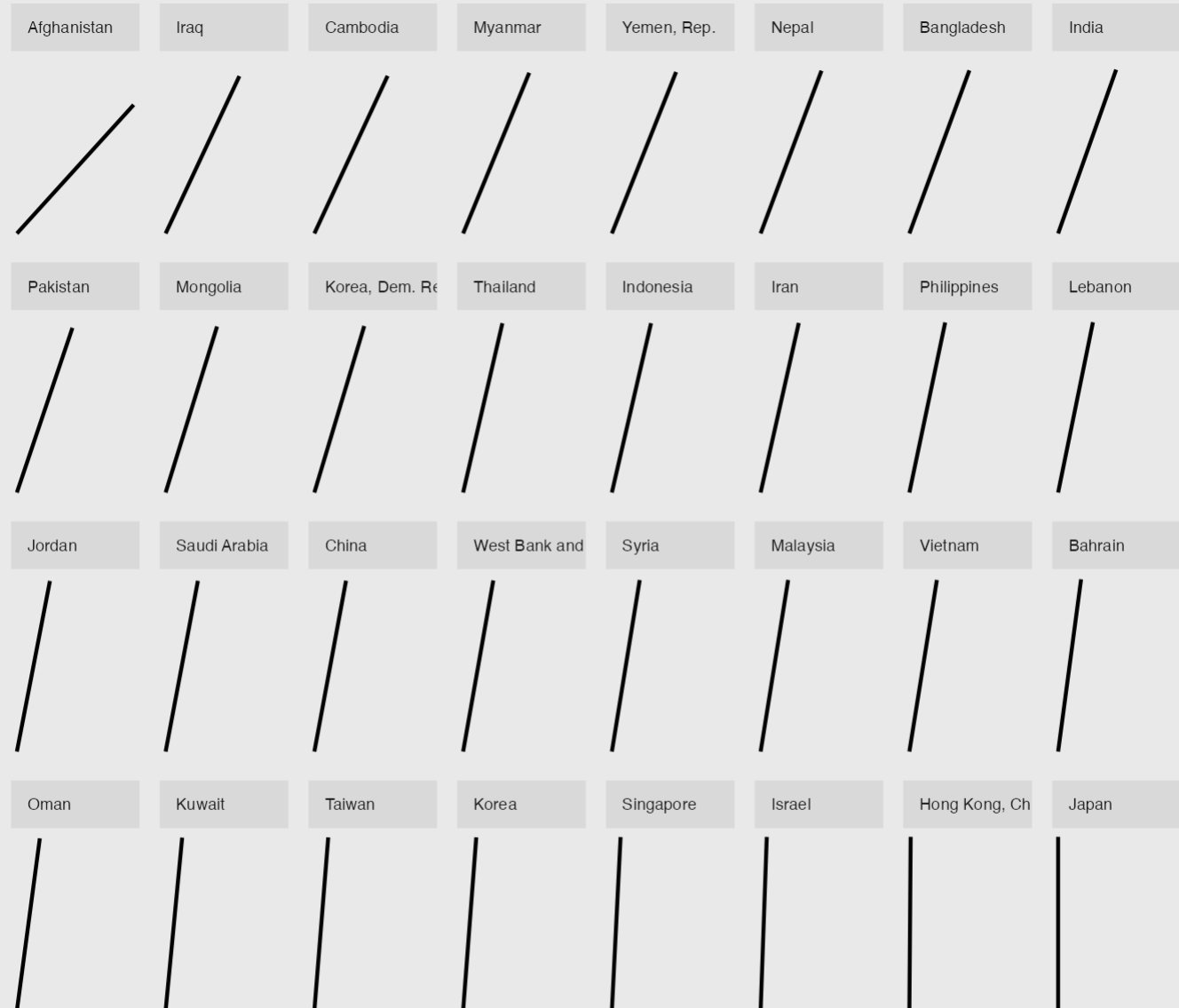
1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. Angle
5. **Area**
6. Color saturation
7. Color hue

## Area works okay for "bubble" charts

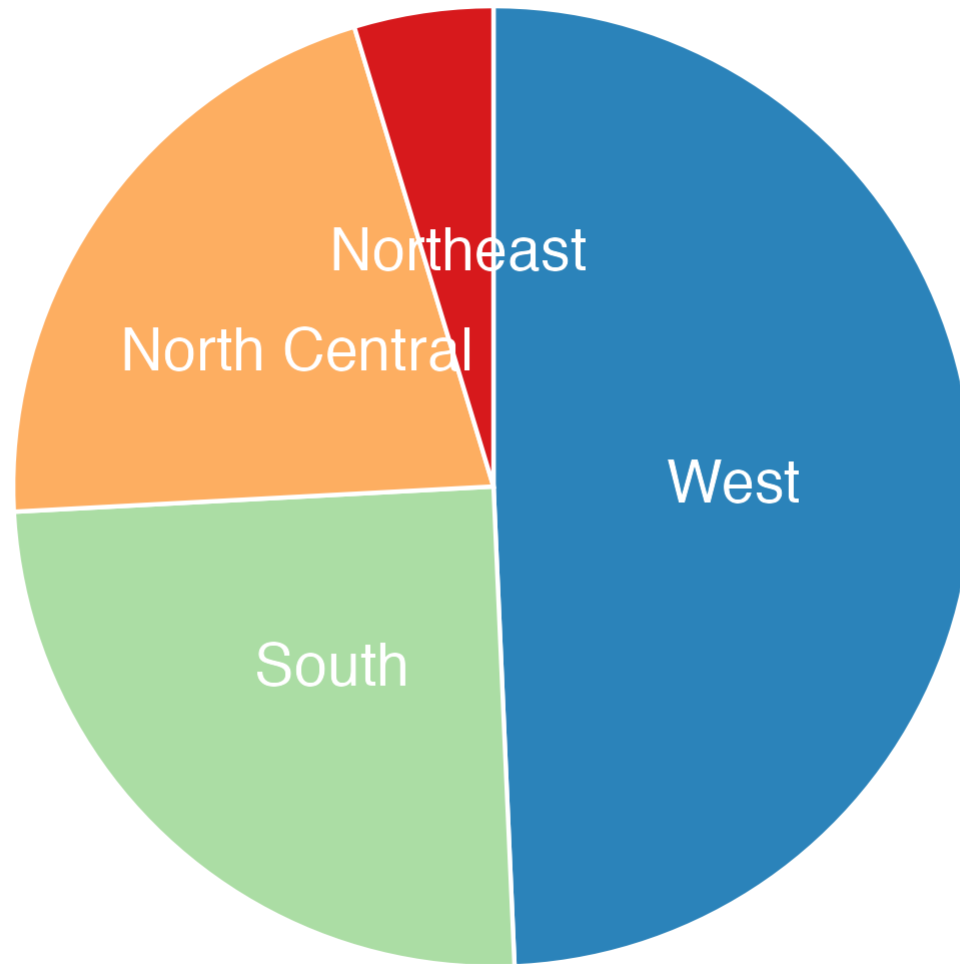


1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. **Angle**
5. Area
6. Color saturation
7. Color hue

- /  **Discriminate**
- **Rank**
- /  **Ratio**



1. Position on a common scale
2. Position on non-aligned scales
3. Length
4. **Angle**
5. Area
6. Color saturation
7. Color hue



1. Position on a common scale
2. Position on non-aligned scales
3. **Length**
4. Angle
5. Area
6. Color saturation
7. Color hue

- /  **Discriminate**
- /  **Rank**
- **Ratio**



1. Position on a common scale

2. **Position on non-aligned scales**

3. Length

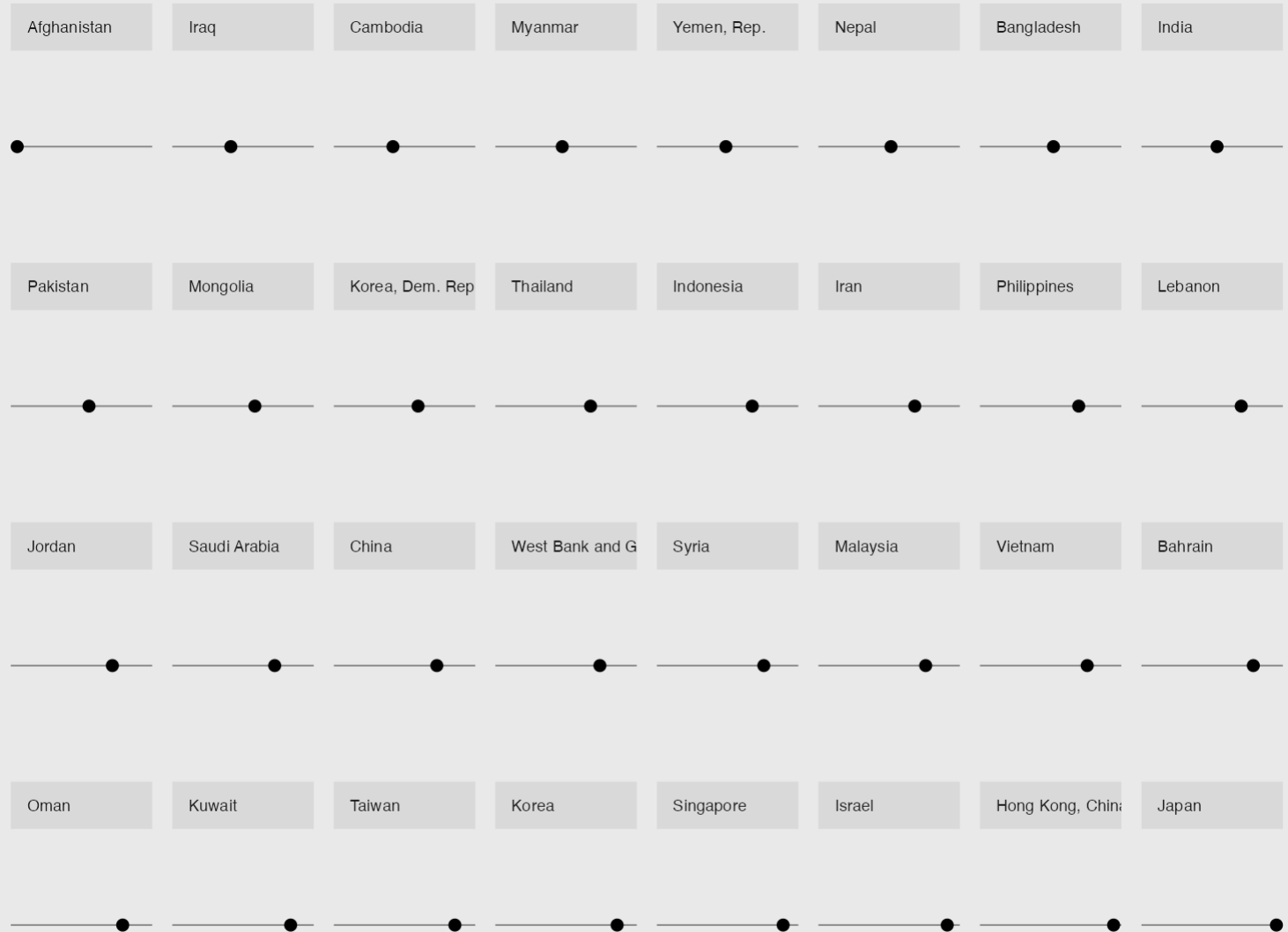
4. Angle

5. Area

6. Color saturation

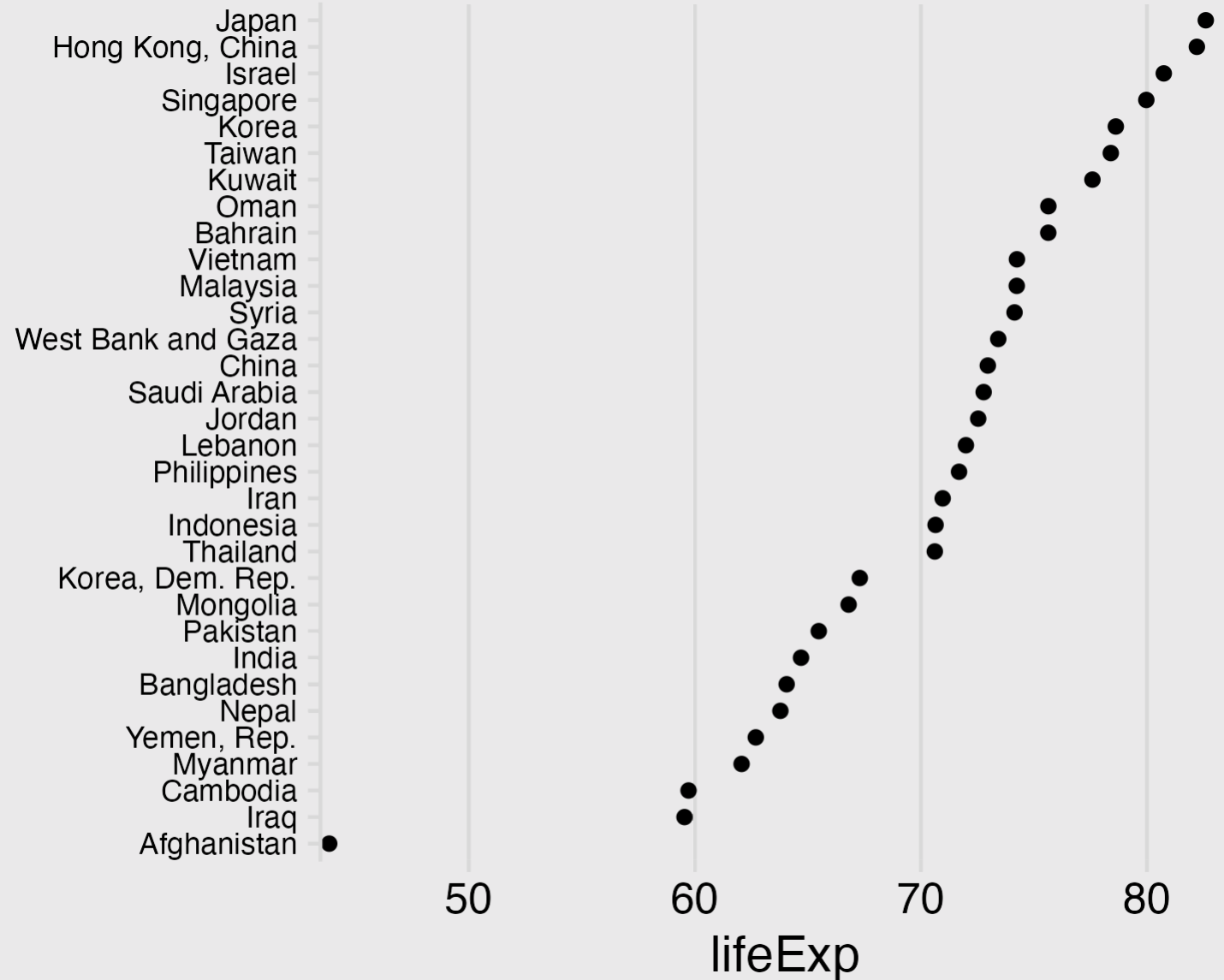
7. Color hue

- /  **Discriminate**
- /  **Rank**
- **Ratio**



1. **Position on a common scale**
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. Color hue

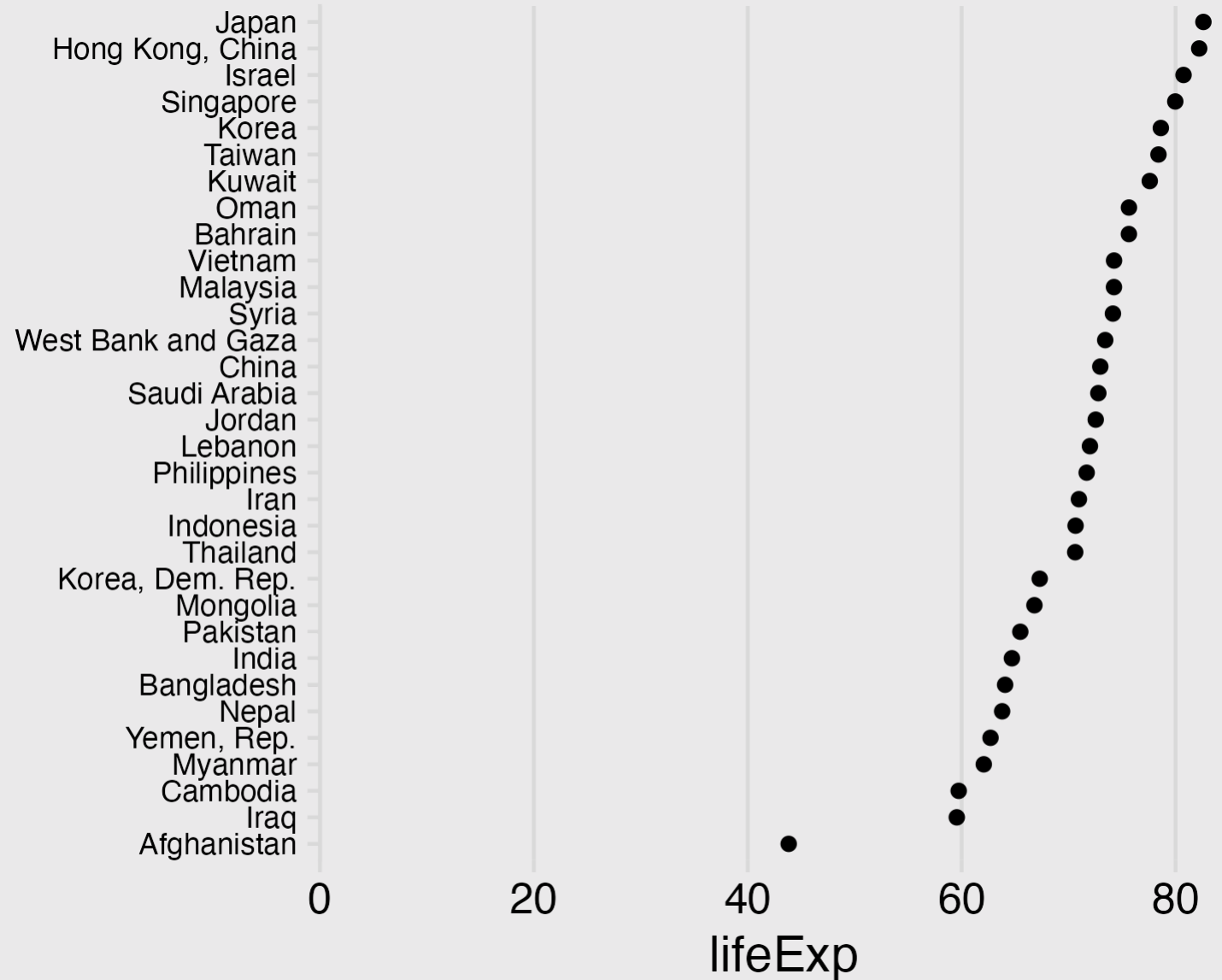
- **Discriminate**
- **Rank**
- **Ratio**



1. **Position on a common scale**
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. Color hue

**No need to scale to 0:**

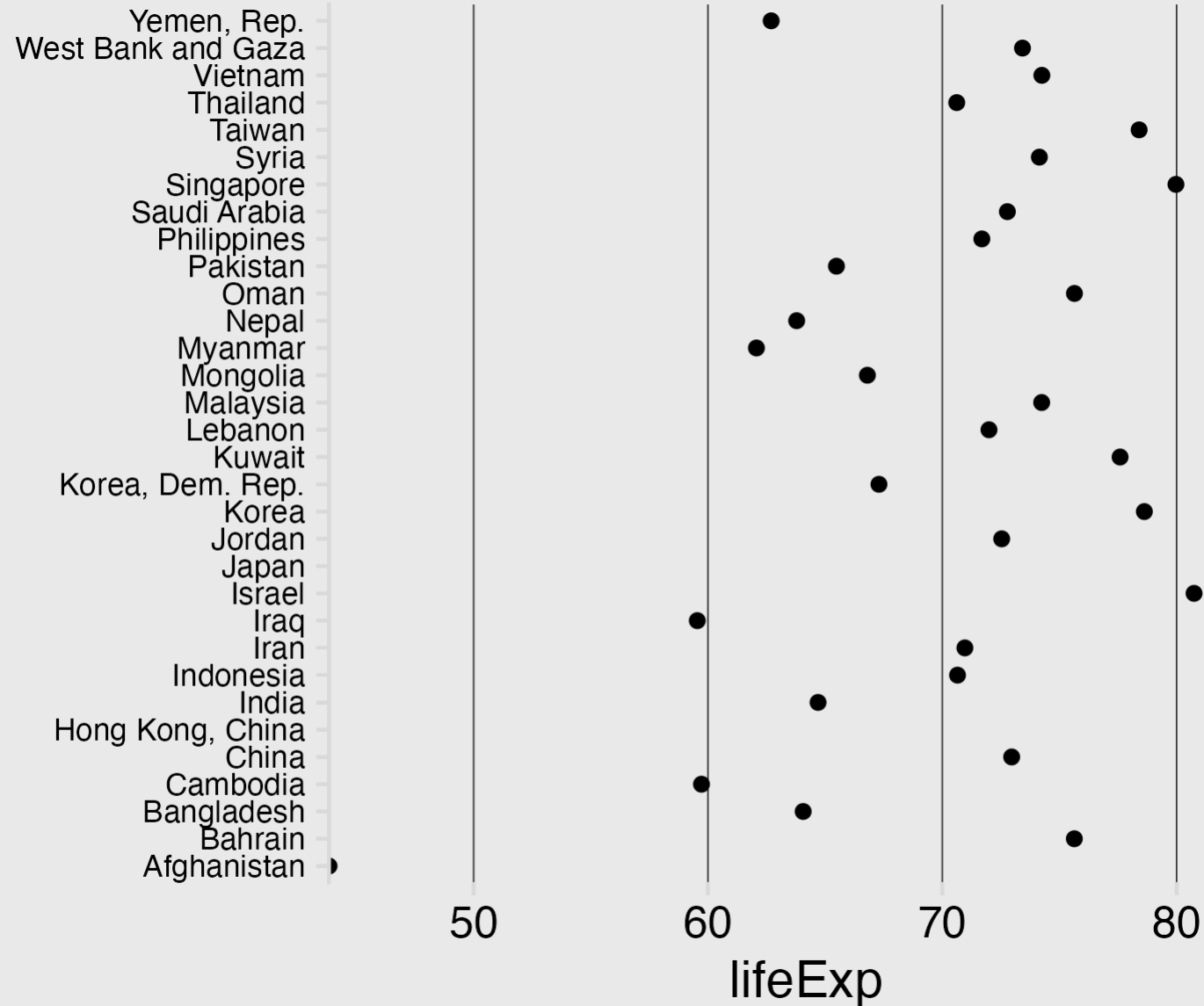
- Lowers resolution
- Isn't needed for accurate ratioing





1. **Position on a common scale**
2. Position on non-aligned scales
3. Length
4. Angle
5. Area
6. Color saturation
7. Color hue

**Sorting still matters!**



# Cleveland's operations of pattern perception:

1. Estimation

2. Assembly

3. Detection

# Cleveland's operations of pattern perception:

1. Estimation

2. **Assembly** -----> **The grouping of graphical elements**

3. Detection

# Assembly: Gestalt Psychology

The whole has a reality that is entirely separate from the parts



**WWF**

# Reification

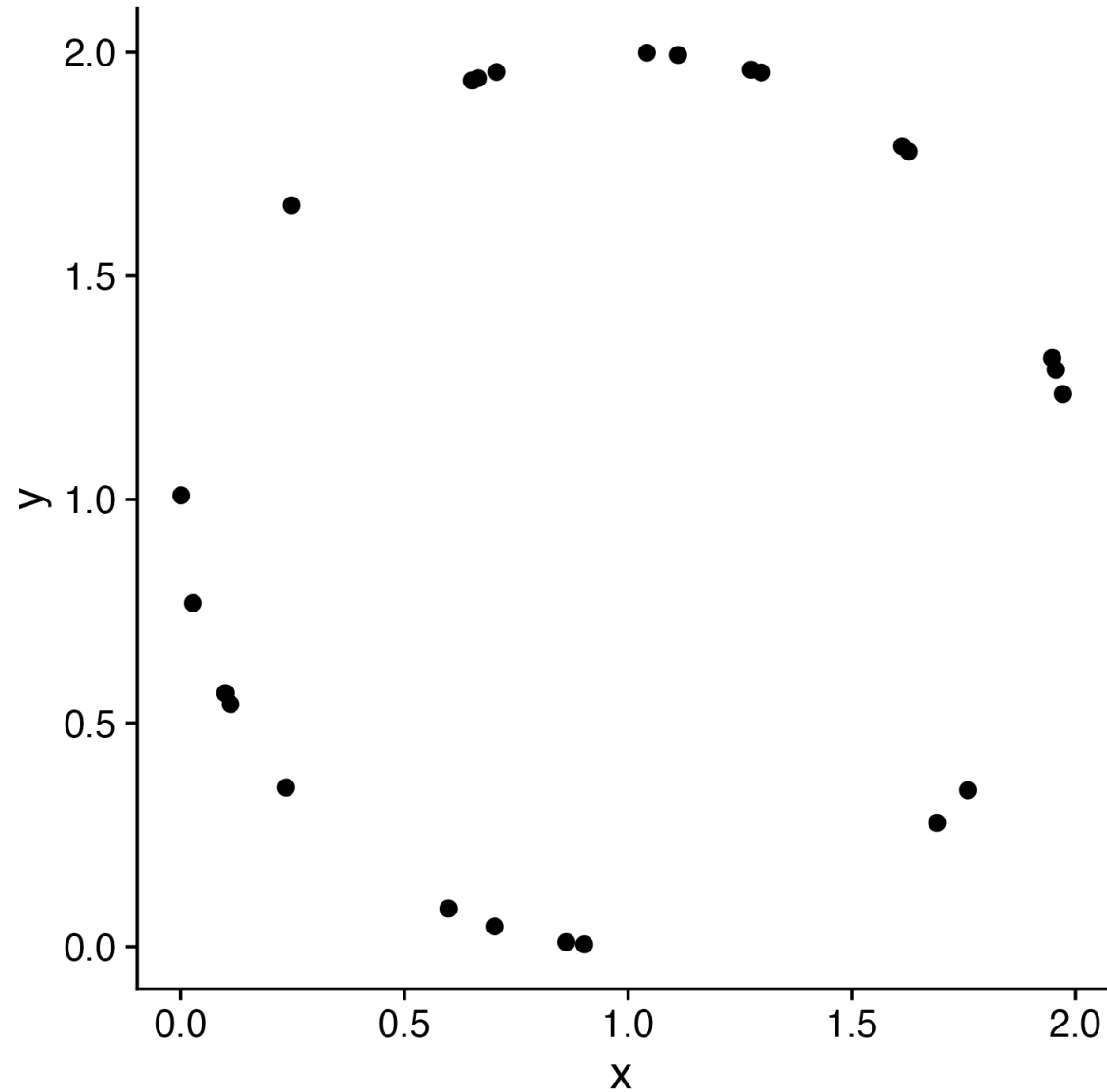


# Emergence



# Law of Closure

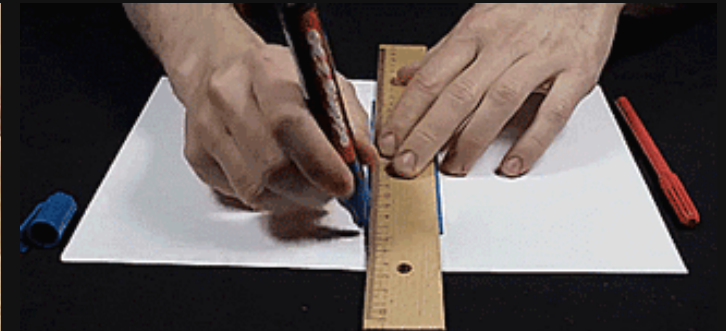
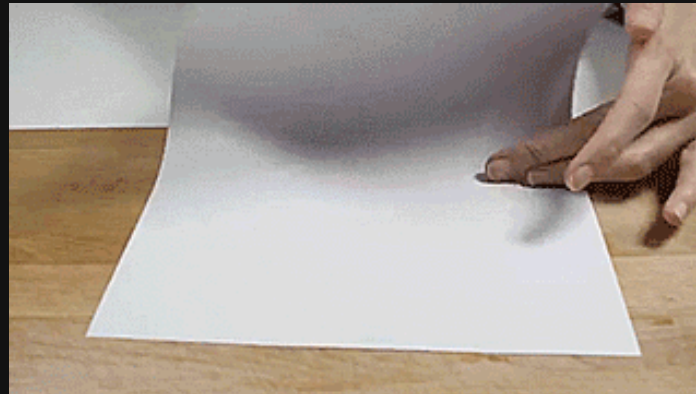
Our minds fill in the missing information





# Prägnanz

We strongly prefer to interpret stimuli as regular, simple, and orderly



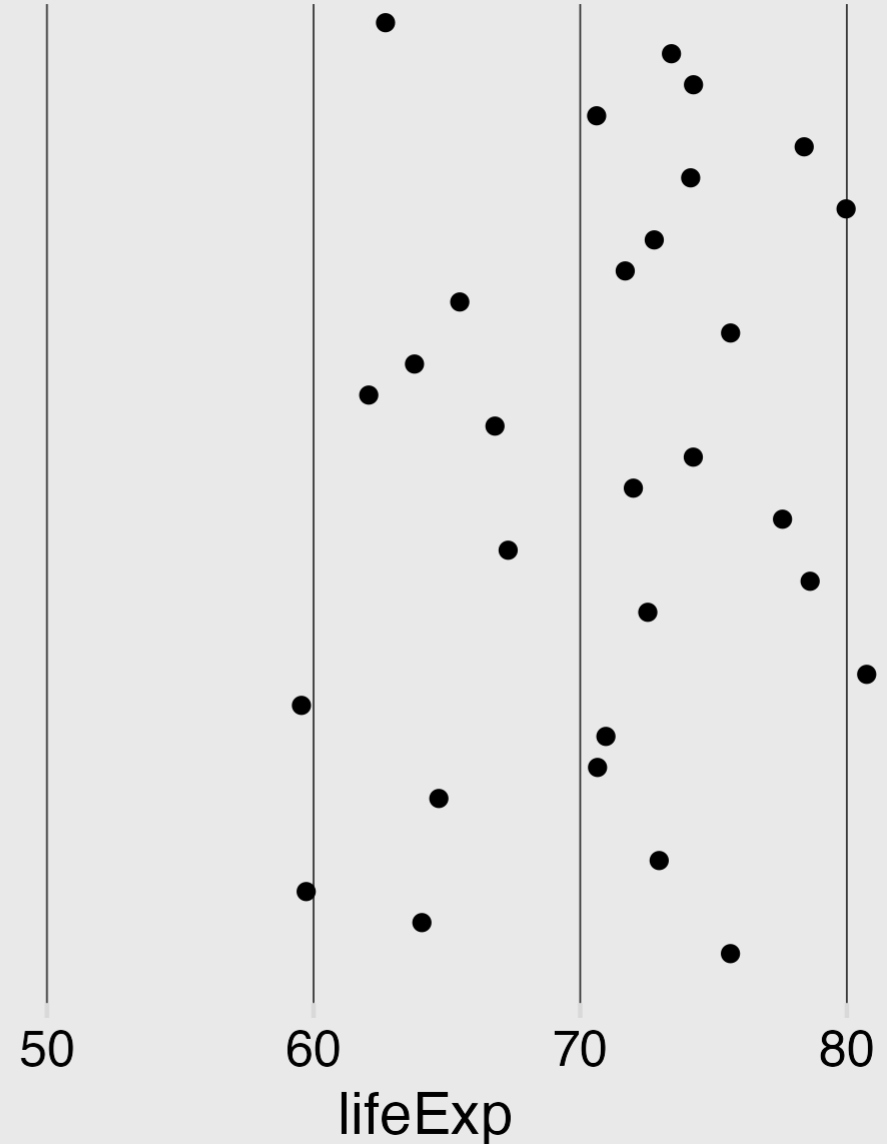
# Prägnanz

This should cause  
you cognitive pain

It's the graphical  
equivalent of this:

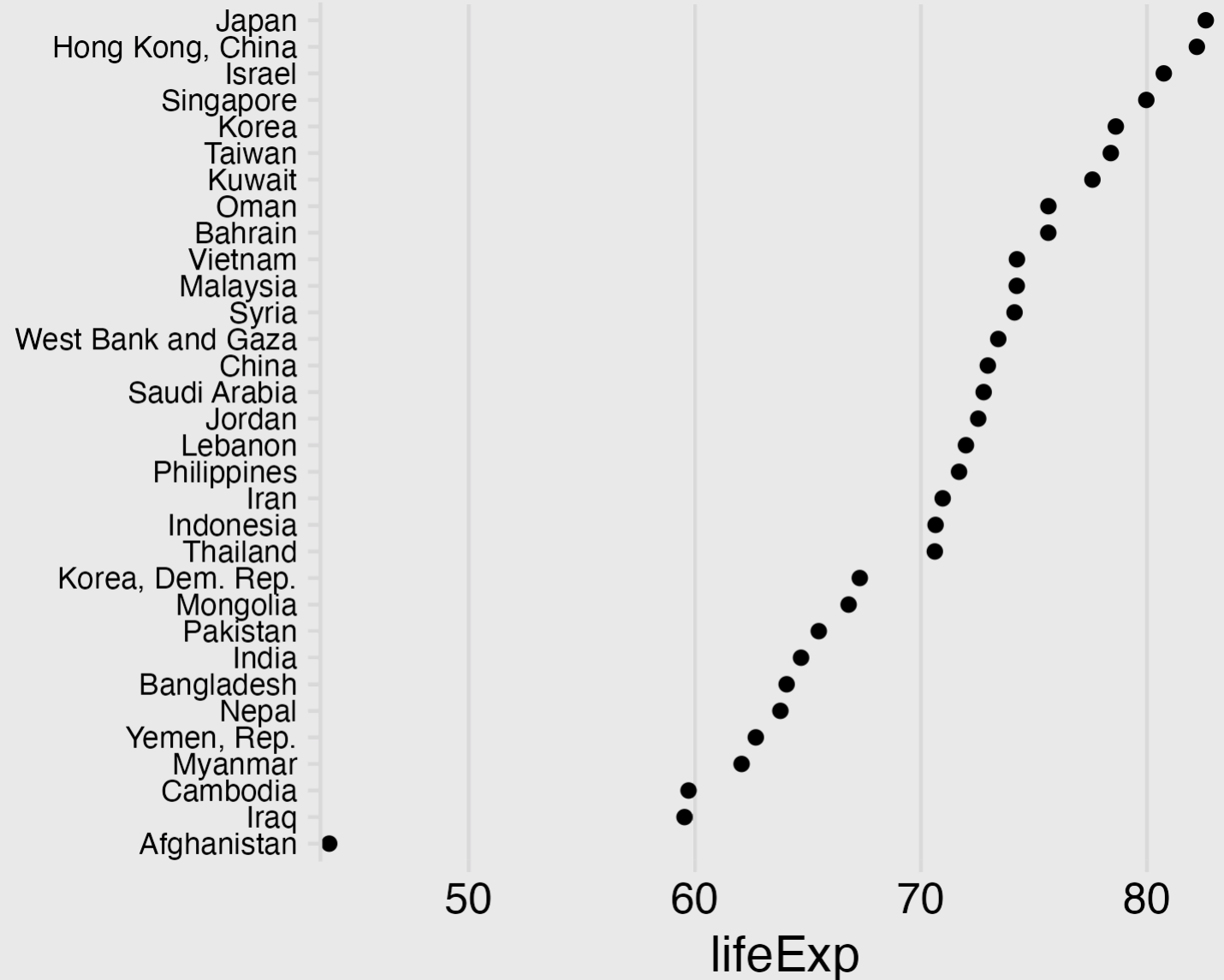


Yemen, Rep.  
West Bank and Gaza  
Vietnam  
Thailand  
Taiwan  
Syria  
Singapore  
Saudi Arabia  
Philippines  
Pakistan  
Oman  
Nepal  
Myanmar  
Mongolia  
Malaysia  
Lebanon  
Kuwait  
Korea, Dem. Rep.  
Korea  
Jordan  
Japan  
Israel  
Iraq  
Iran  
Indonesia  
India  
Hong Kong, China  
China  
Cambodia  
Bangladesh  
Bahrain  
Afghanistan



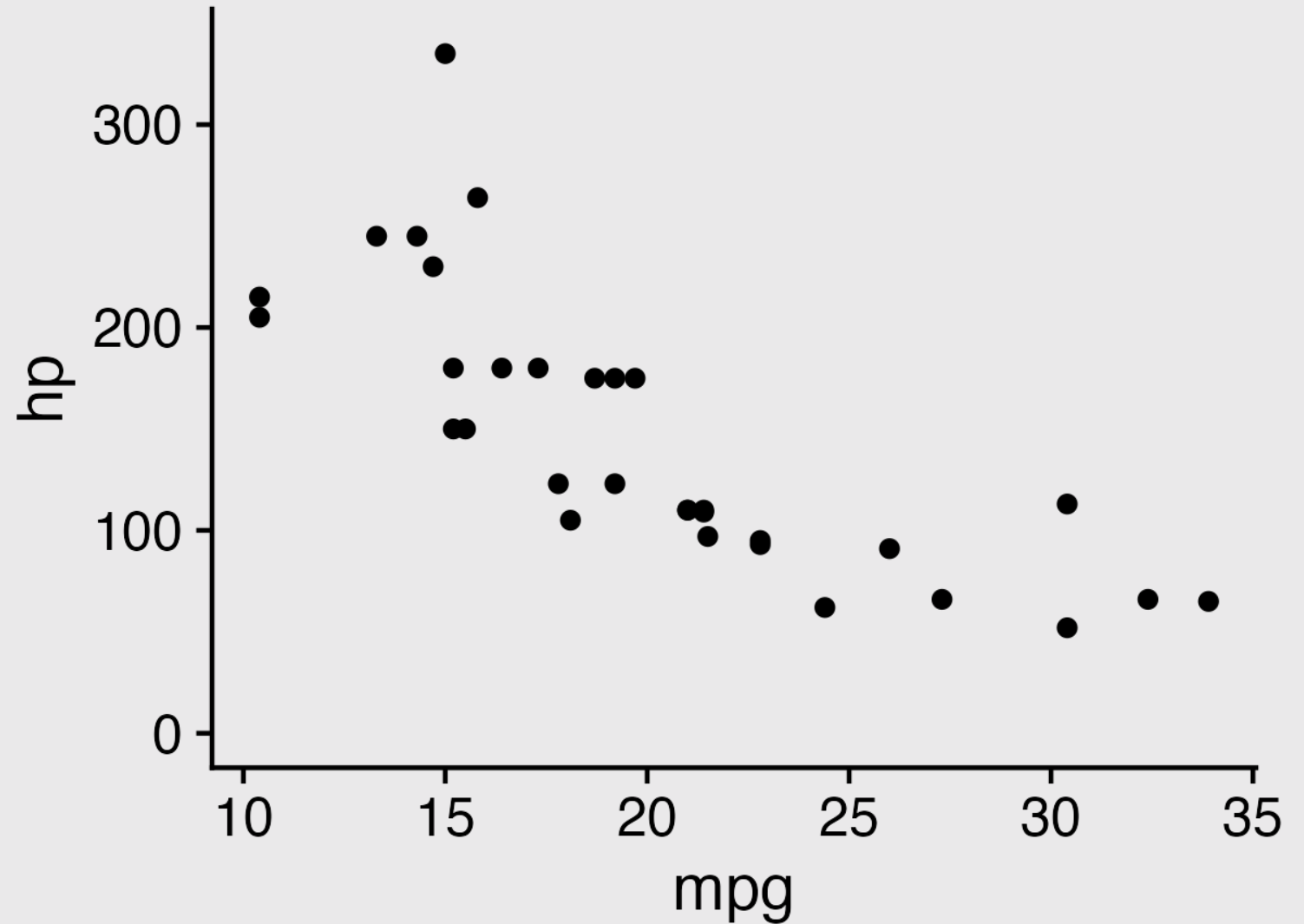
# Prägnanz

This makes our  
brains happy



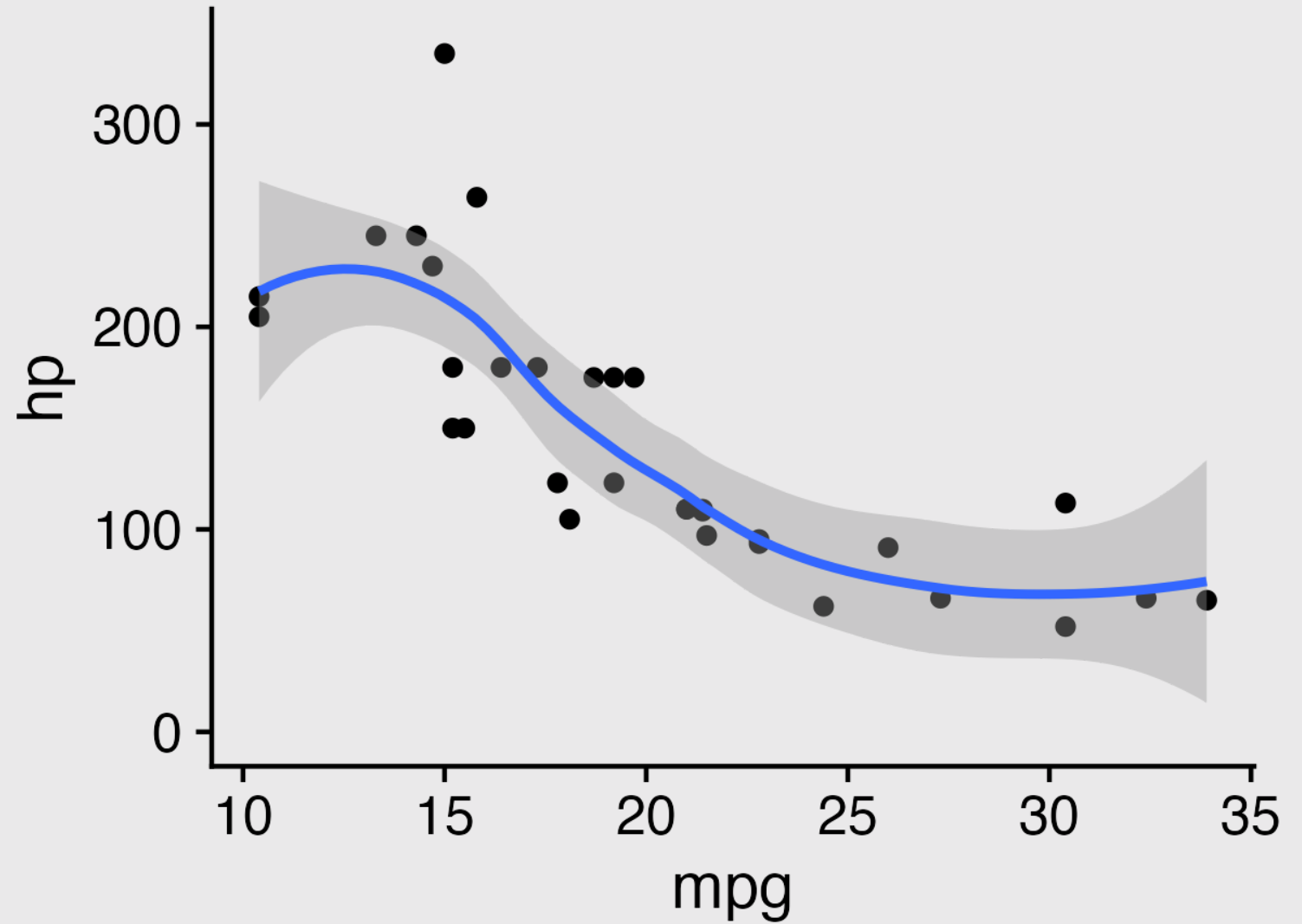
# Law of Continuity

We will group together objects that follow an established direction



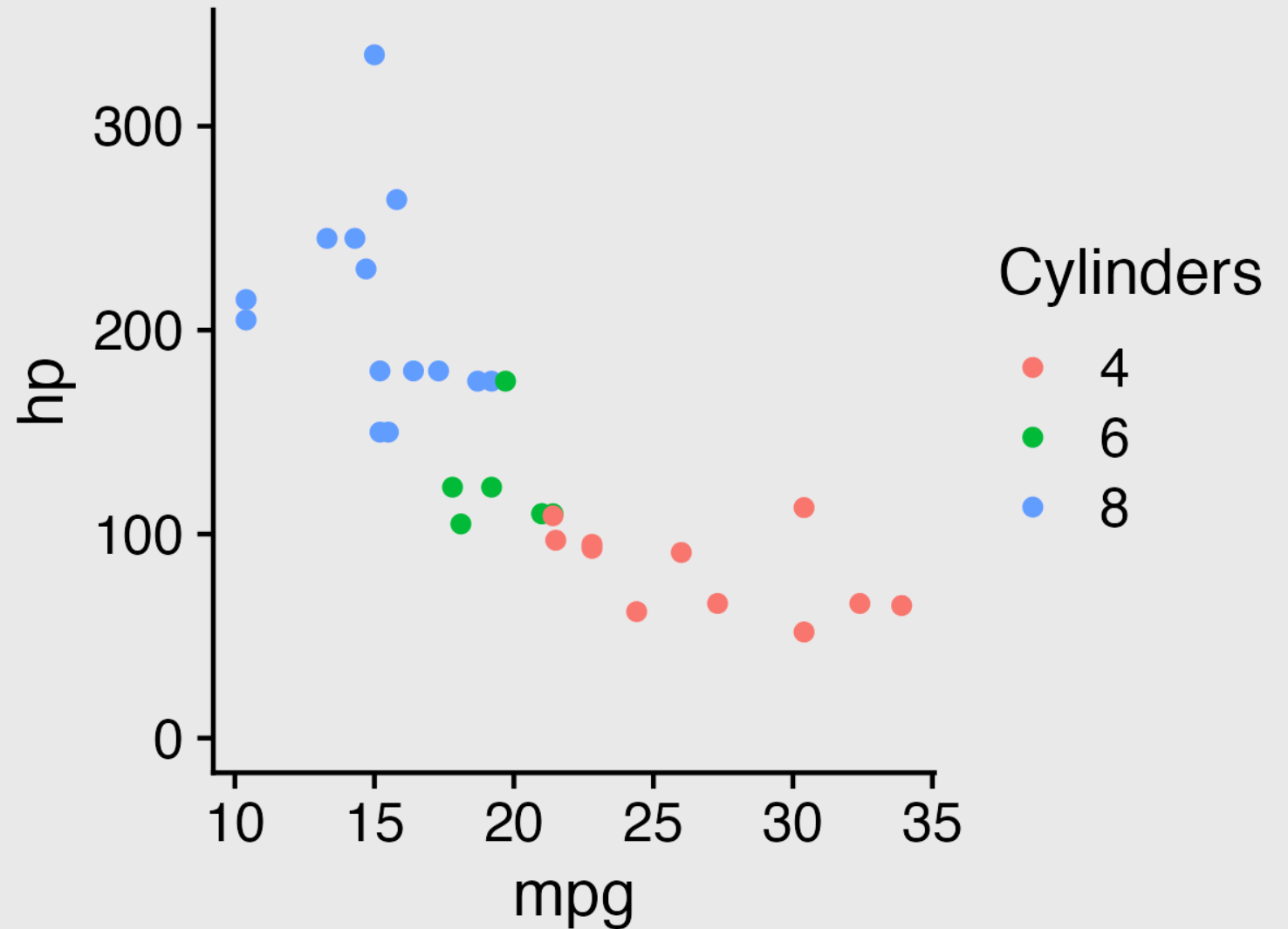
# Law of Continuity

We will group together objects that follow an established direction



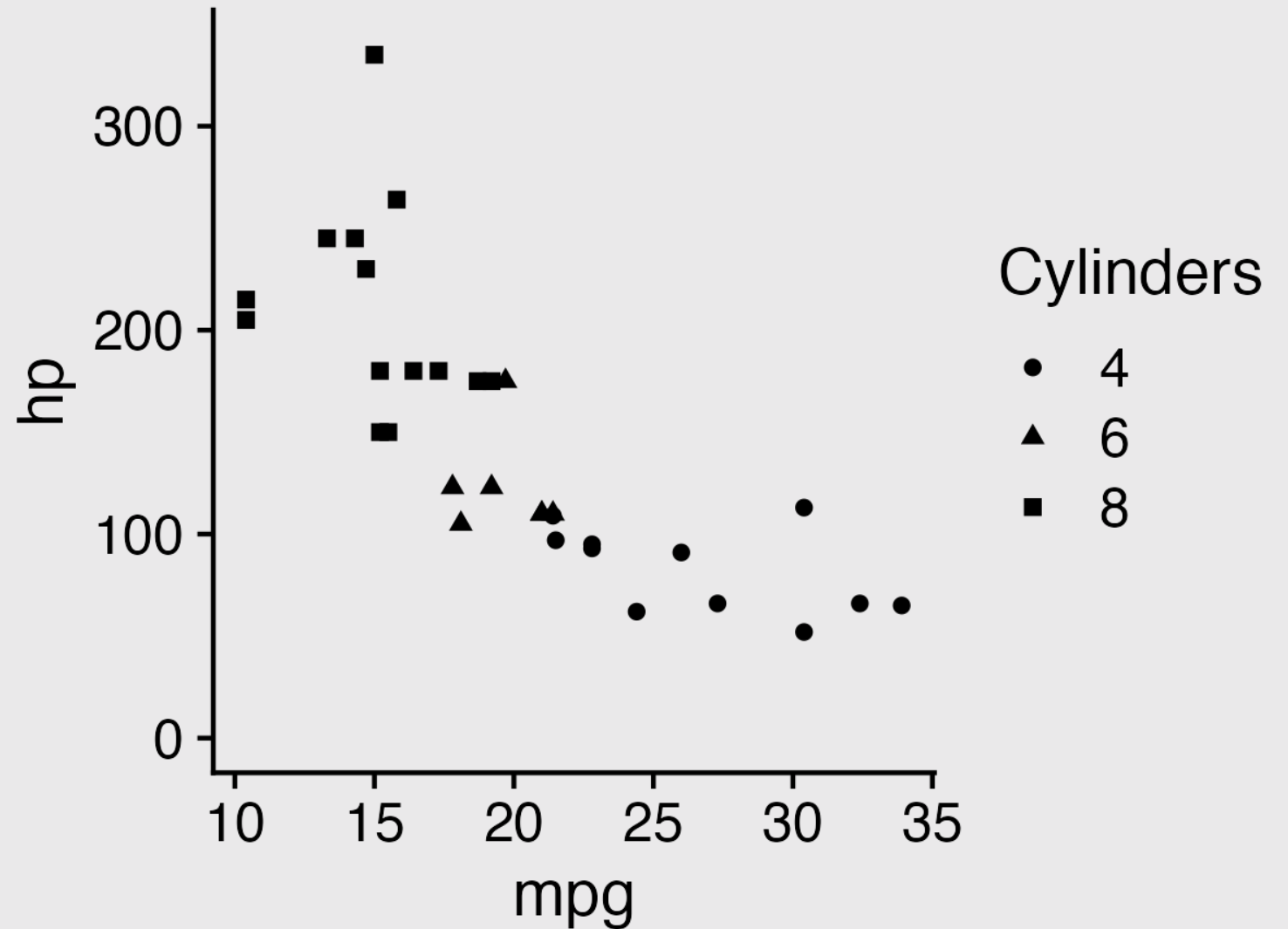
# Law of Similarity

We see elements that are *physically similar* as part of the same object



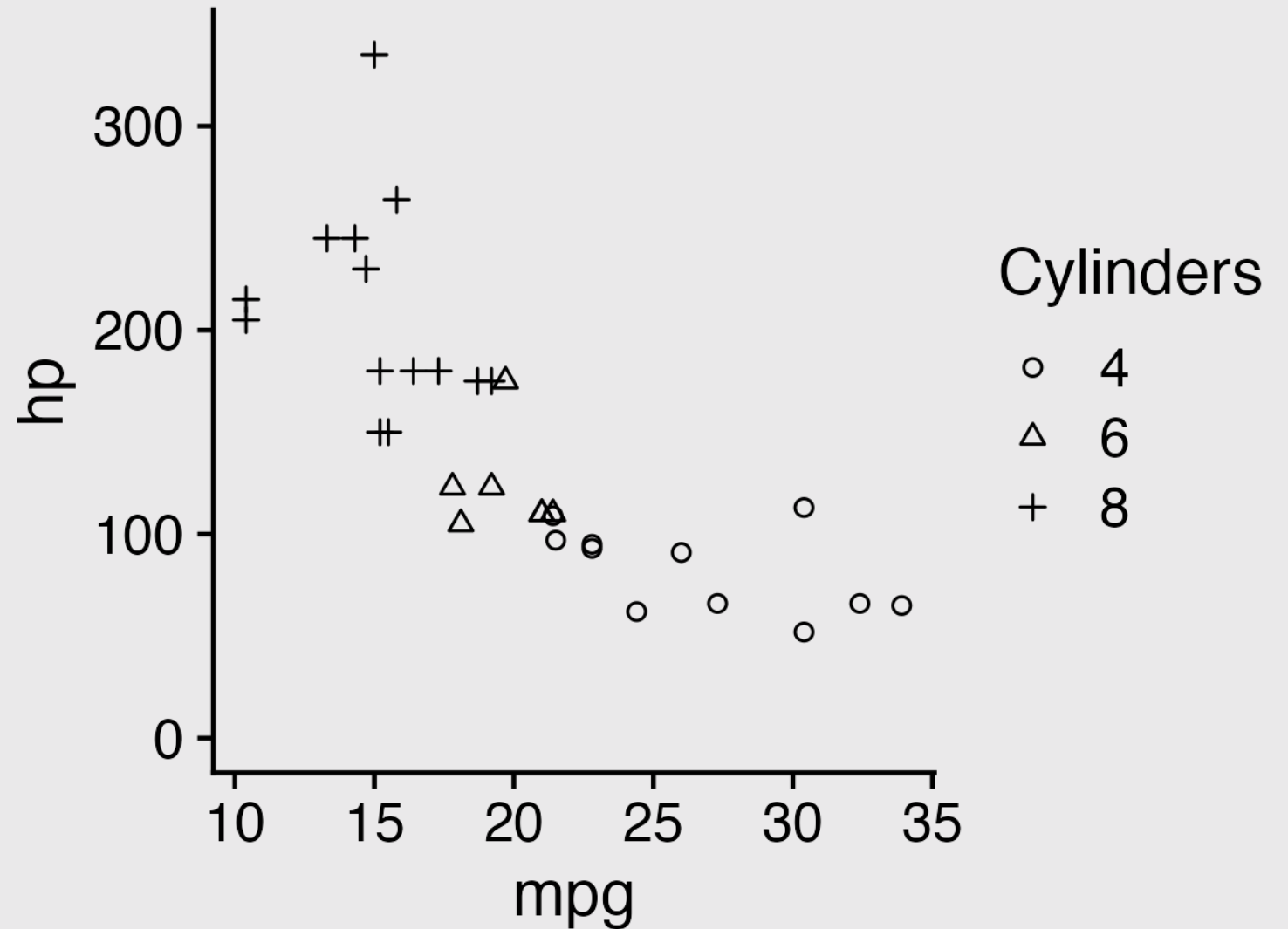
# Law of Similarity

We see elements that are *physically similar* as part of the same object



# Law of Similarity

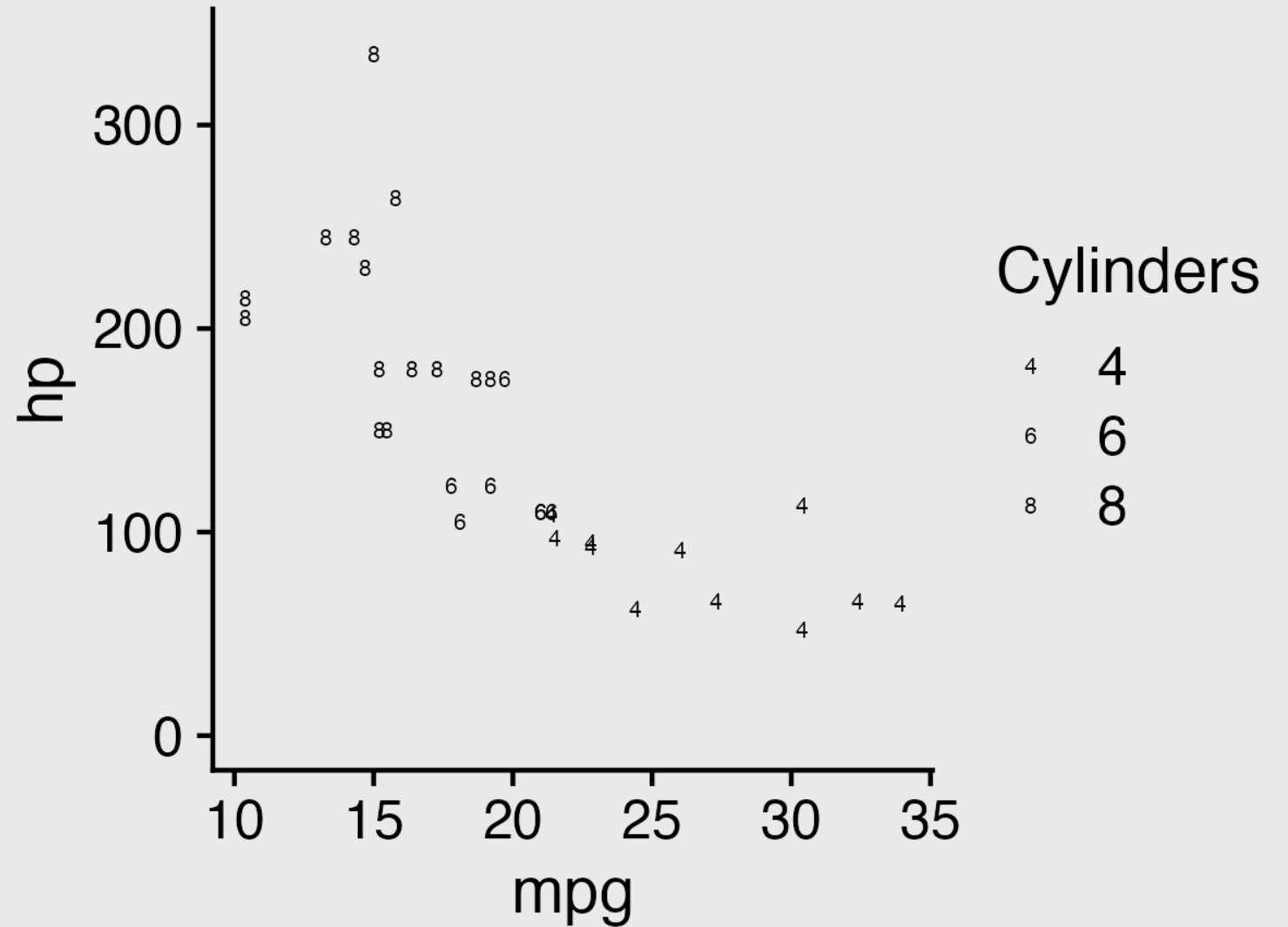
We see elements that are *physically similar* as part of the same object





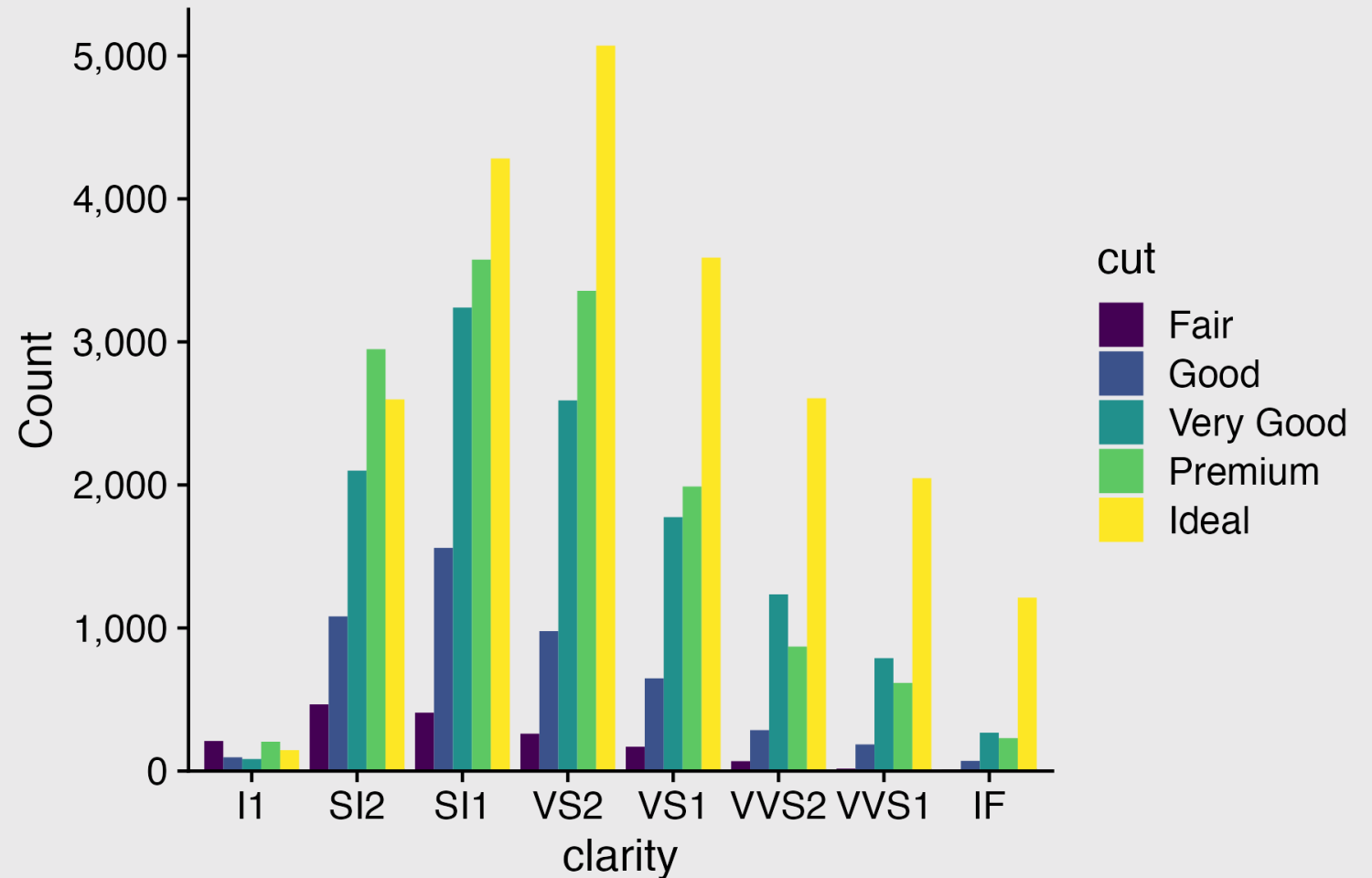
# Law of Similarity

We see elements that are *physically similar* as part of the same object



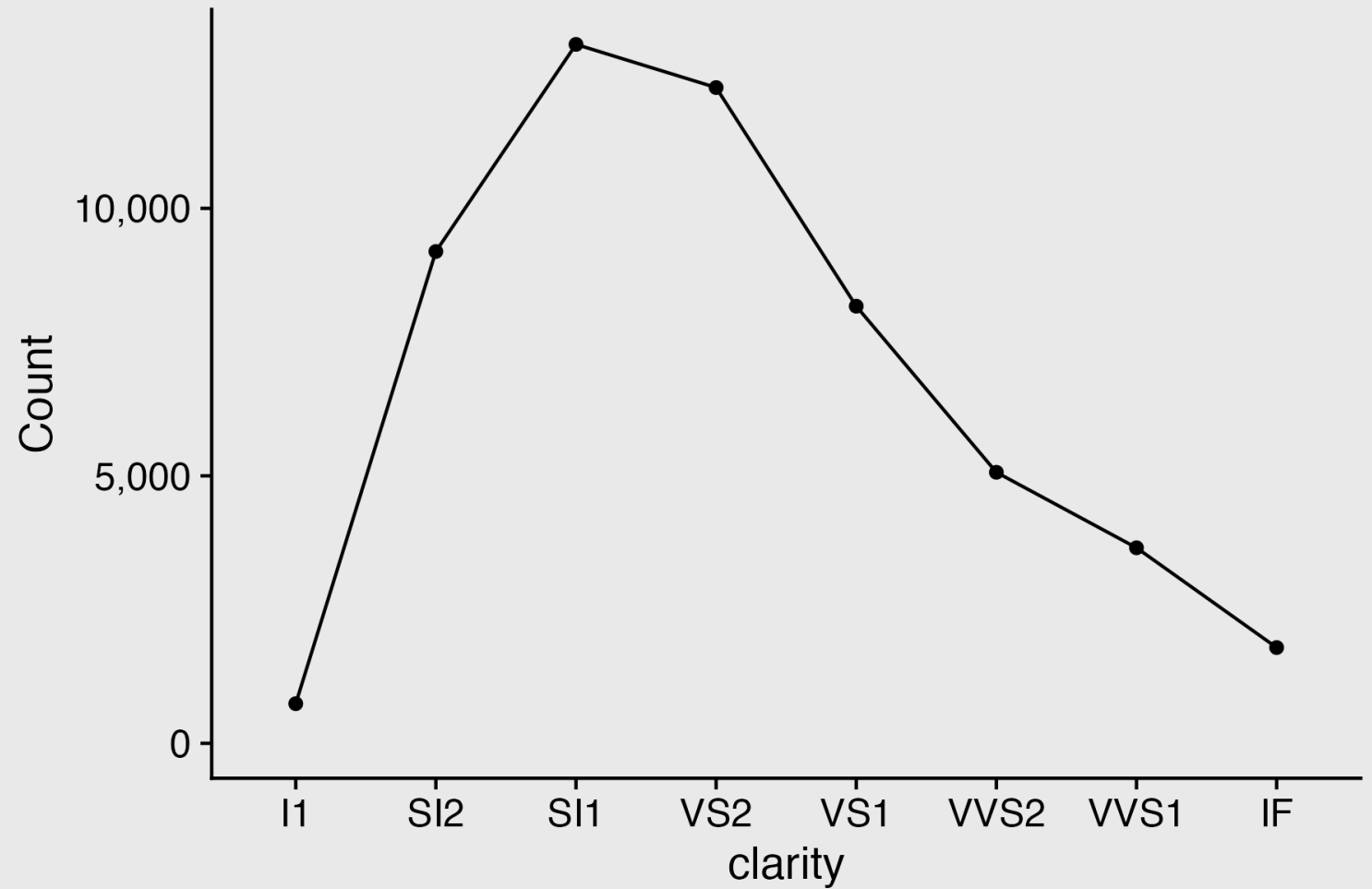
# Law of Proximity

We tend to see elements that are *physically near* each other as part of the same object



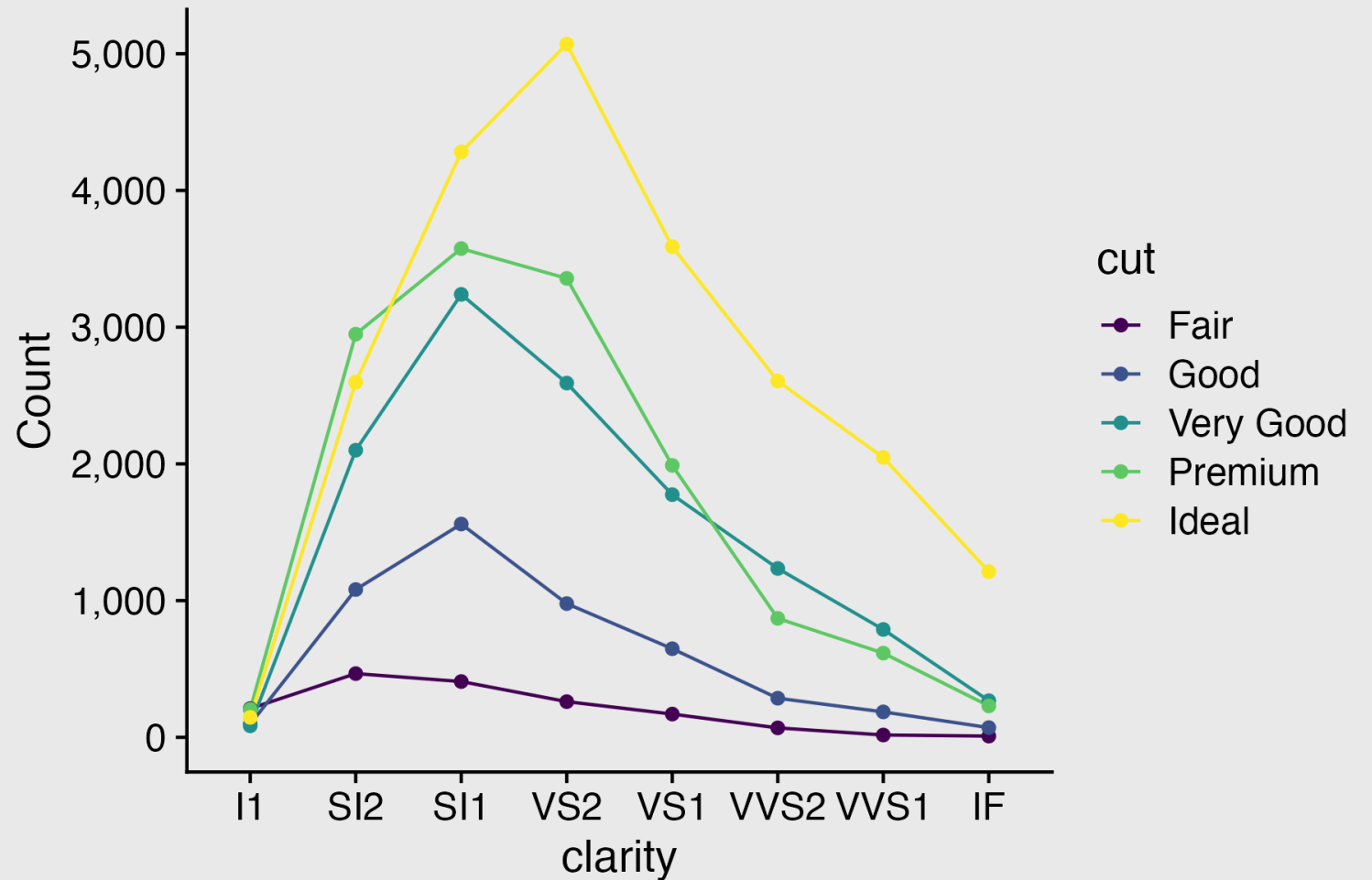
# Law of Proximity

We tend to see elements that are *physically near* each other as part of the same object



# Law of Proximity

We tend to see elements that are *physically near* each other as part of the same object



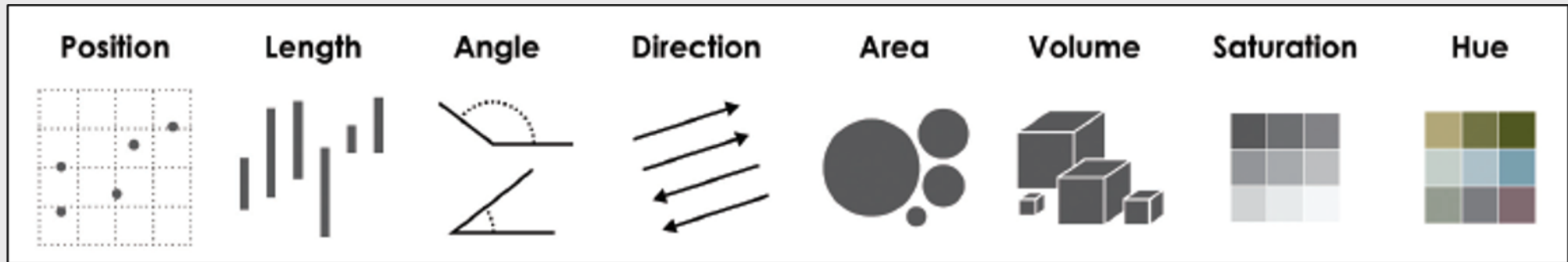
# Cleveland's operations of pattern perception:

1. Estimation

2. Assembly

3. Detection

# Estimation: Hierarchy for *numerical* data



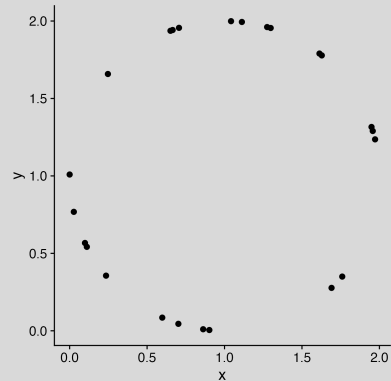
More Accurate

Less Accurate

# Assembly: Gestalt Psychology

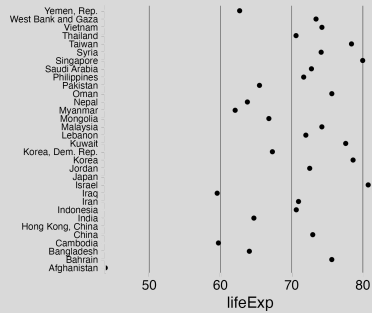
## Law of Closure

Fill in the missing information



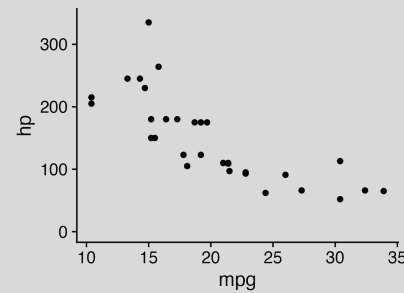
## Prägnanz

We like regular, simple, and orderly



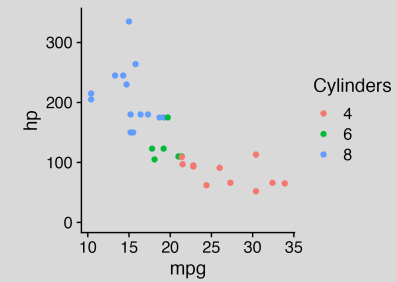
## Law of Continuity

Group together objects with established direction



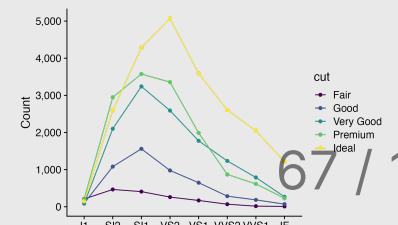
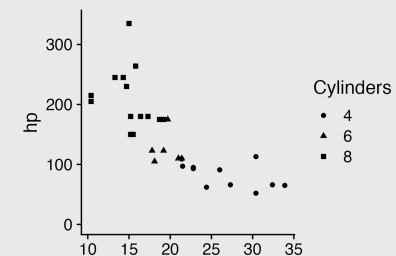
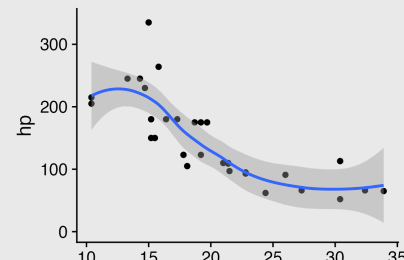
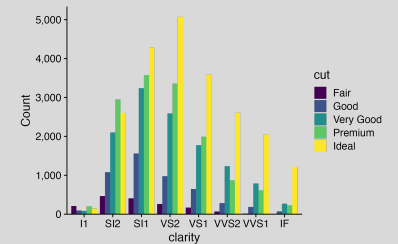
## Law of Similarity

Physically similar = same object



## Law of Proximity

Physically near = same object



# Cleveland's operations of pattern perception:

1. Estimation

2. Assembly

3. **Detection** ----->

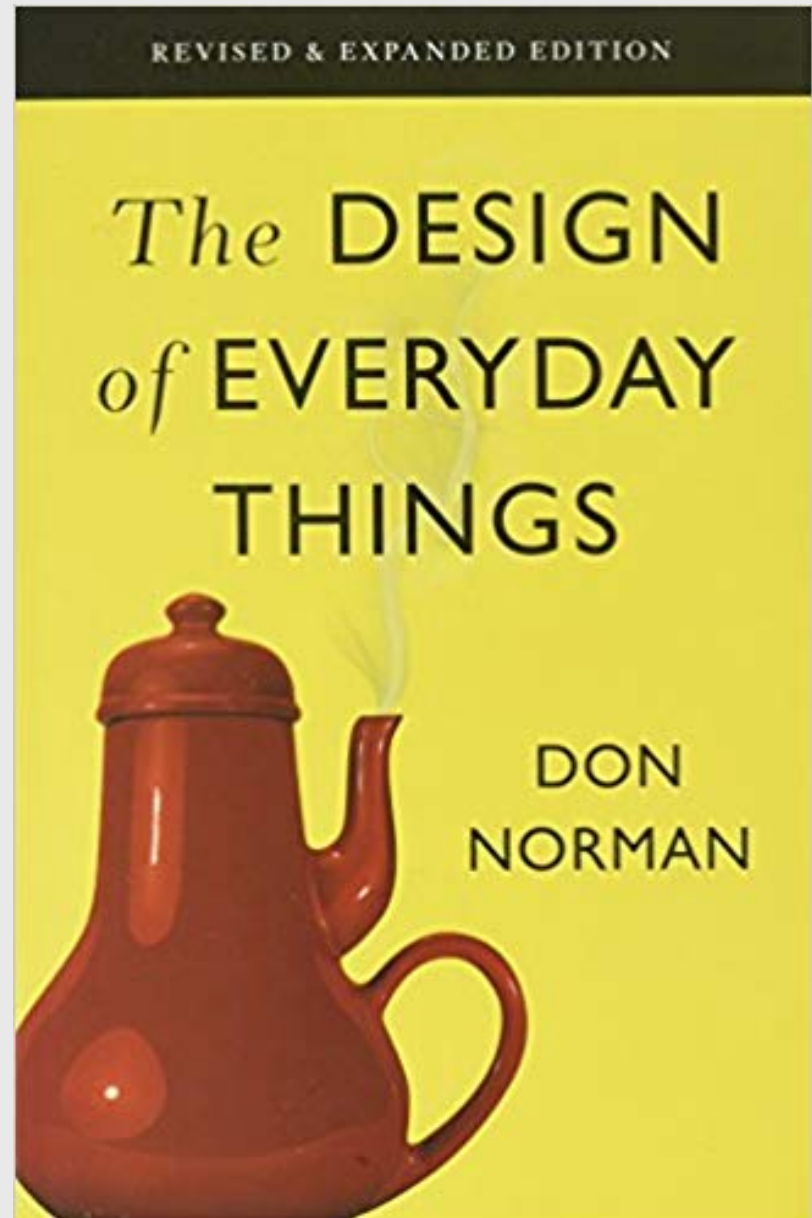
**Recognizing that a geometric object  
encodes a physical value**





# Norman door (n.):

1. A door where the design tells you to do the opposite of what you're actually supposed to do.
2. A door that gives the wrong signal and needs a sign to correct it.

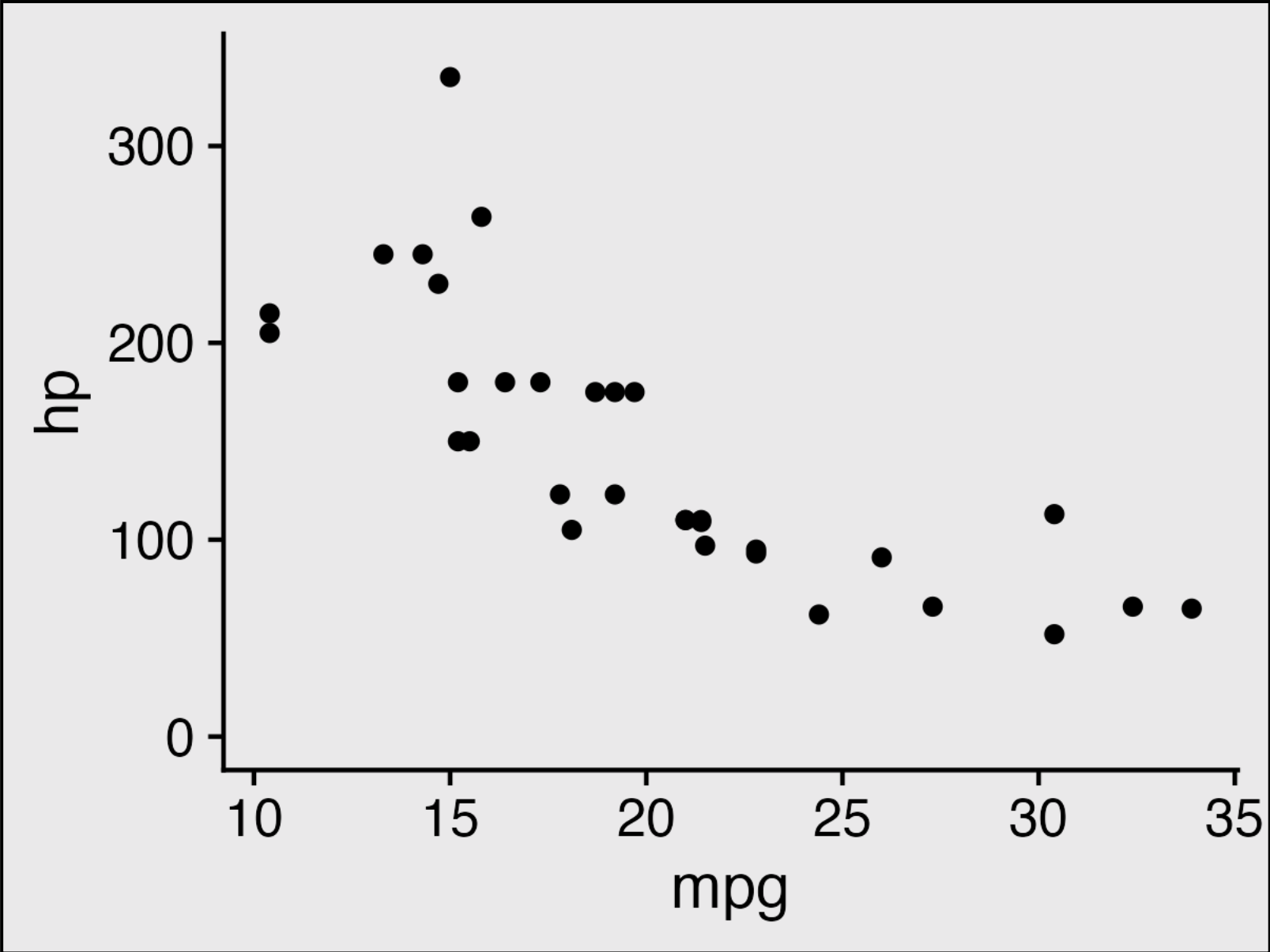


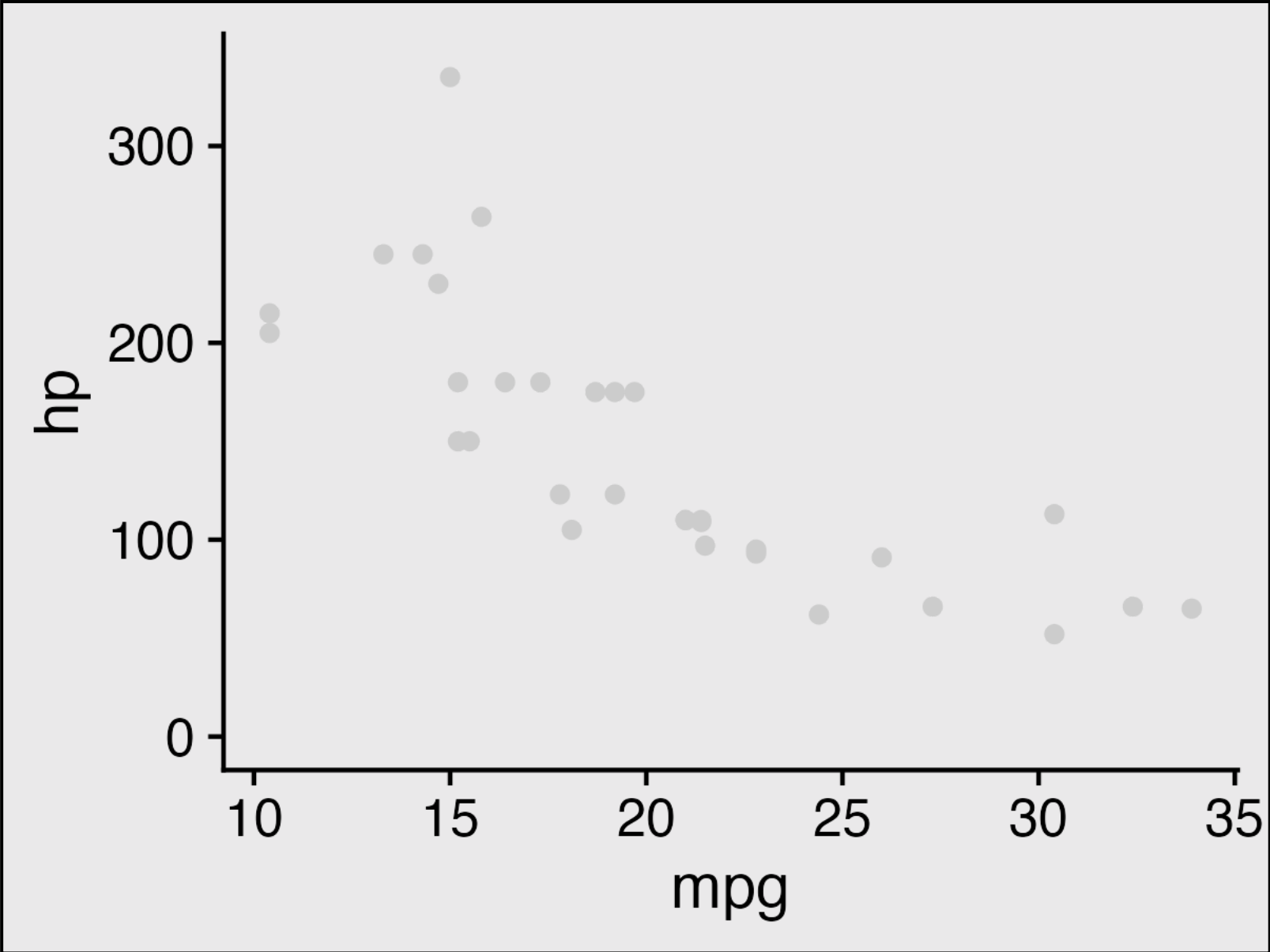
# Norman door

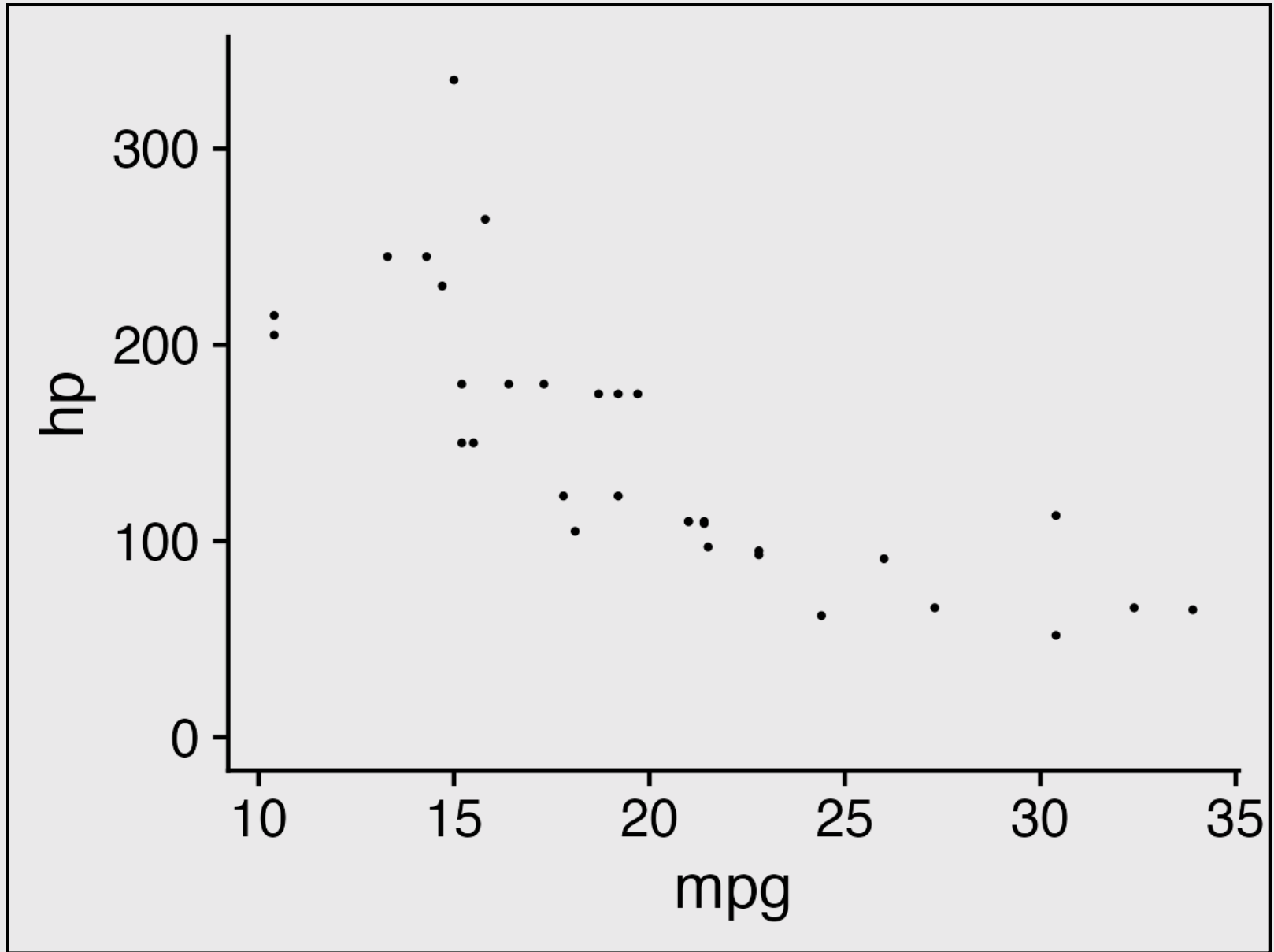


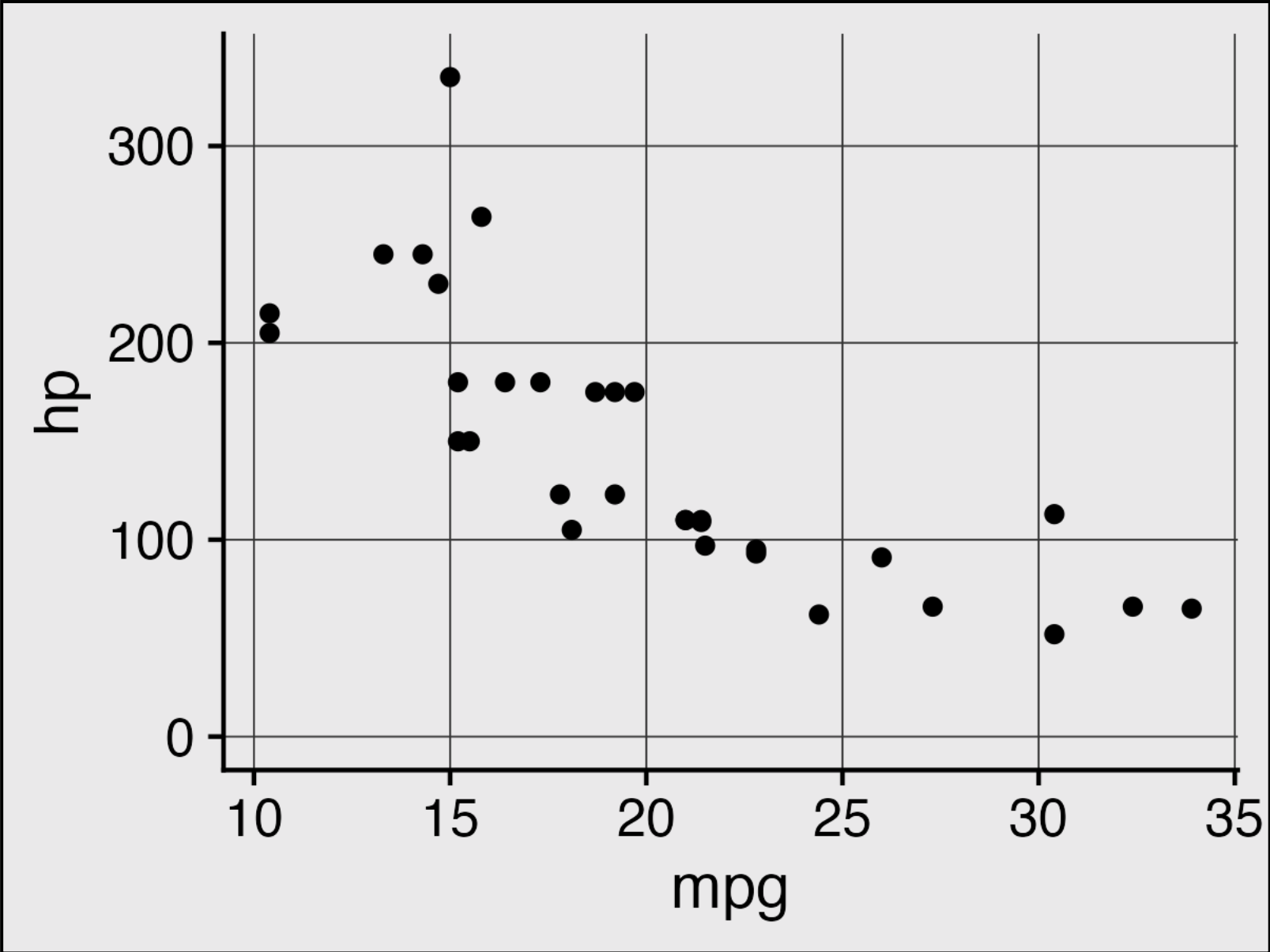
# Non-Norman door

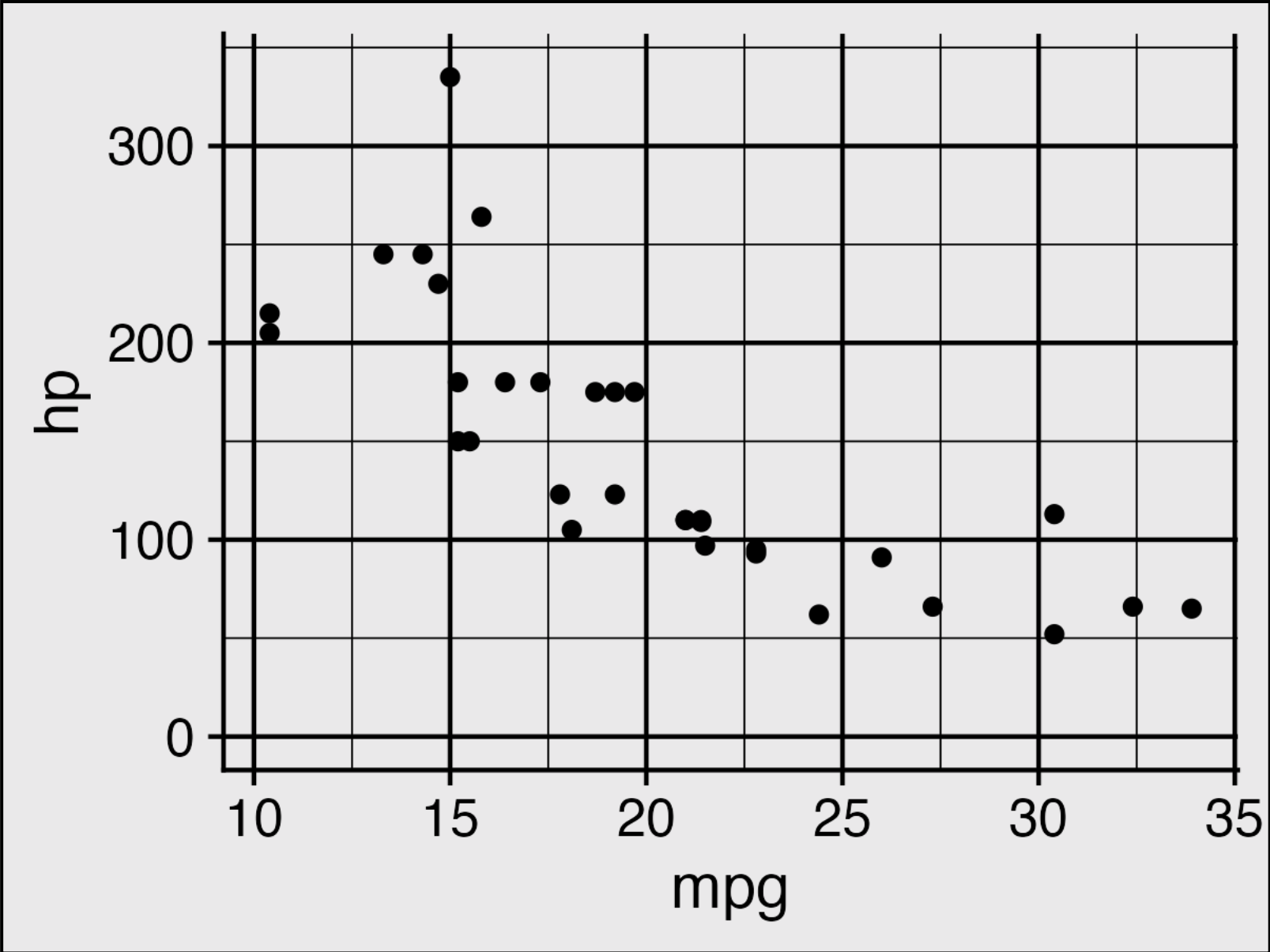




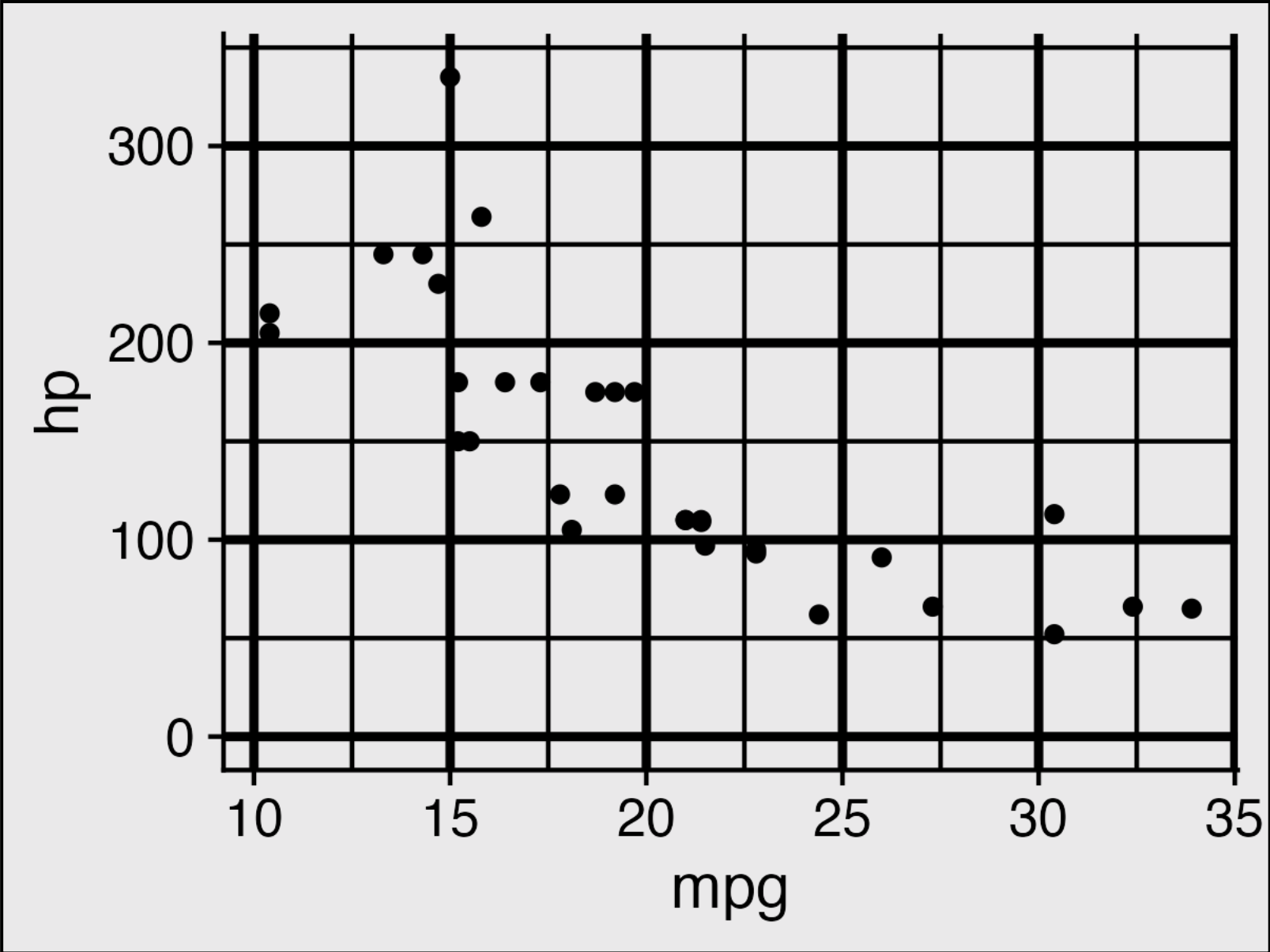




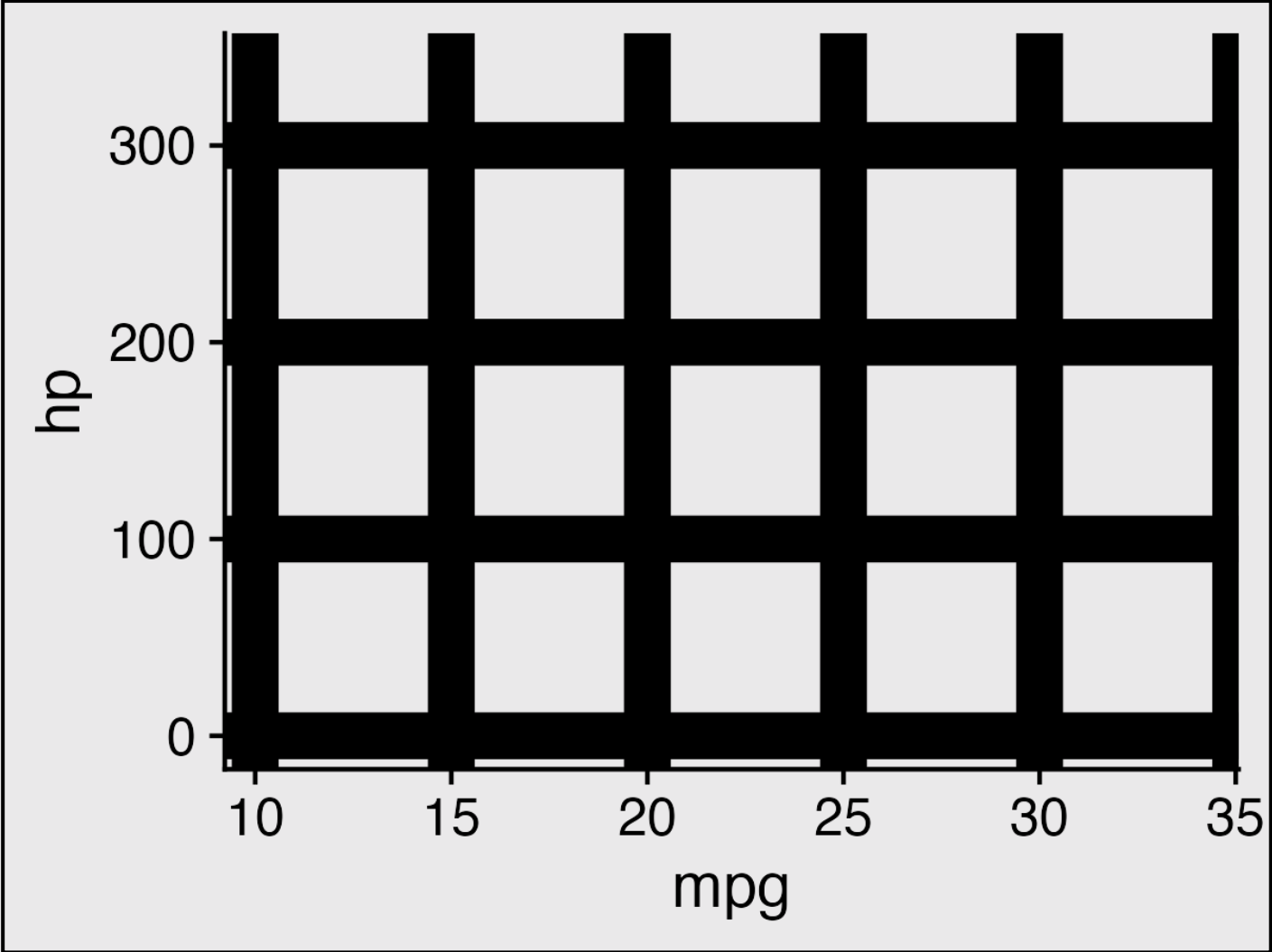


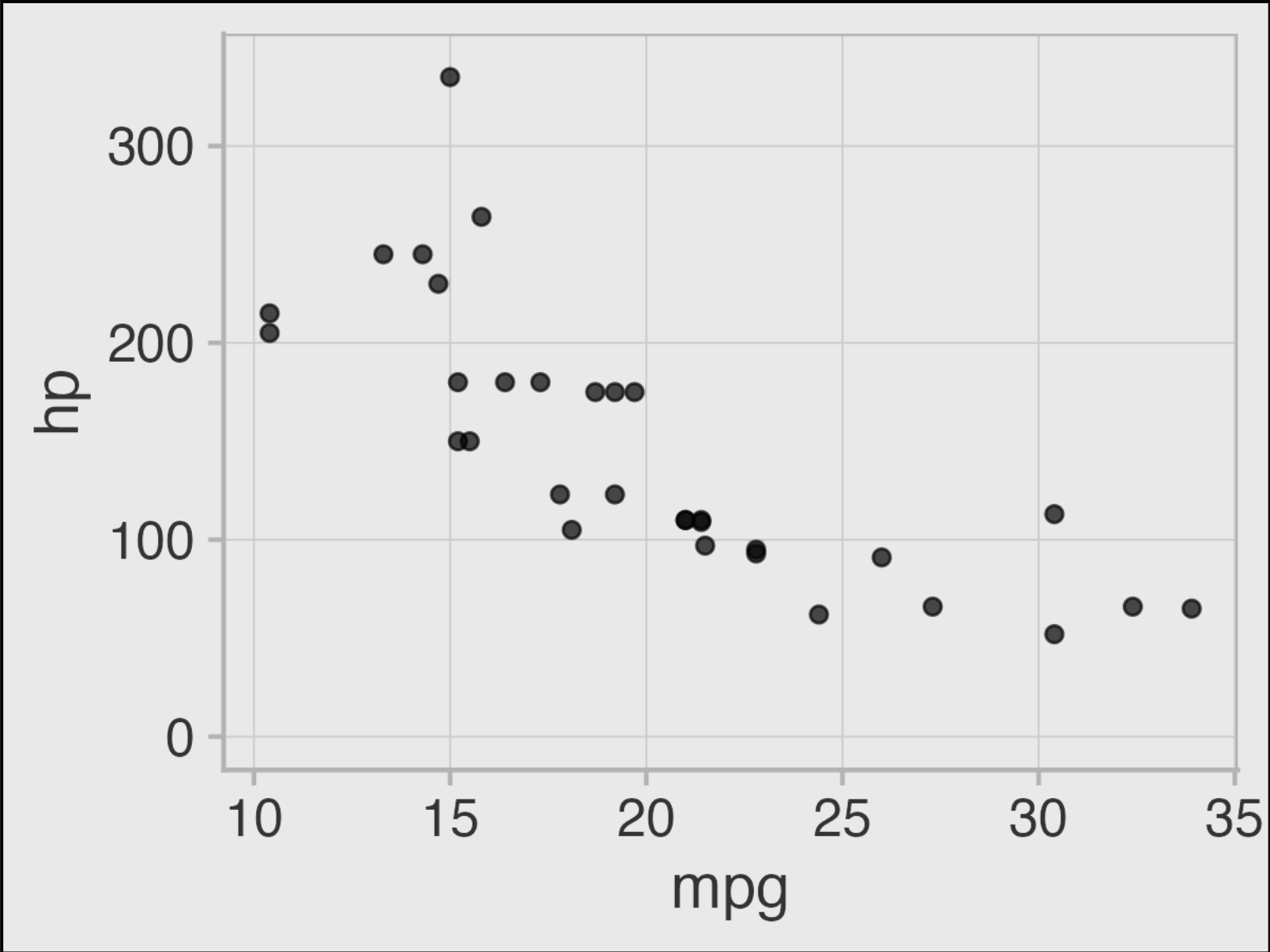






The white circles you see at the intersections is called the "**Hermann Grid illusion**"





# Break!

Stand up, Move around, Stretch!

05:00

# Week 6: *Visualizing Information*

1. The Human Visual-Memory System

2. The Psychology of Data Viz

BREAK

3. 10 Data Viz Best Practices

4. Making a (good) ggplot

# 10 Data Viz Best Practices

1. Remove chart chunk
2. Don't make 3D plots\*
3. Don't lie
4. Don't use pie charts for proportions\*
5. Don't stack bars\*
6. Rotate and sort categorical axes\*
7. Eliminate legends & directly label geoms\*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

\*most of the time

# 10 Data Viz Best Practices

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7. Eliminate legends & directly label geoms\*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

\*most of the time

*"Erase non-data ink."*

— Ed Tufte



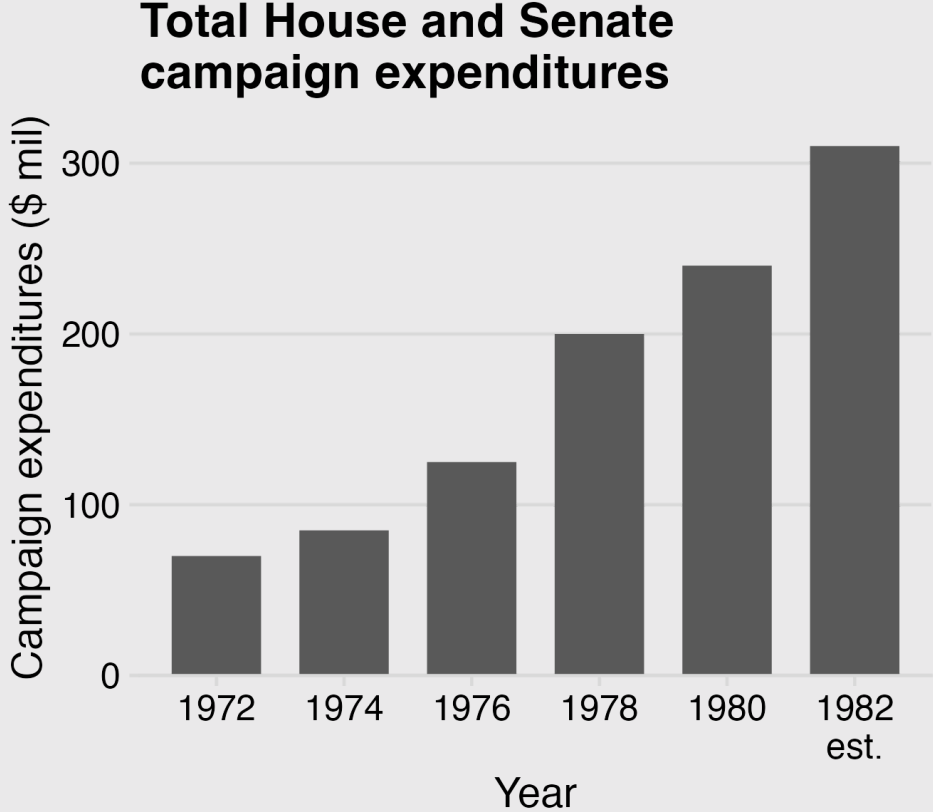


Figure 1.6: 'Monstrous Costs' by Nigel Holmes, in Healy, 2018

**Remove**  
to improve  
(the **data-ink** ratio)

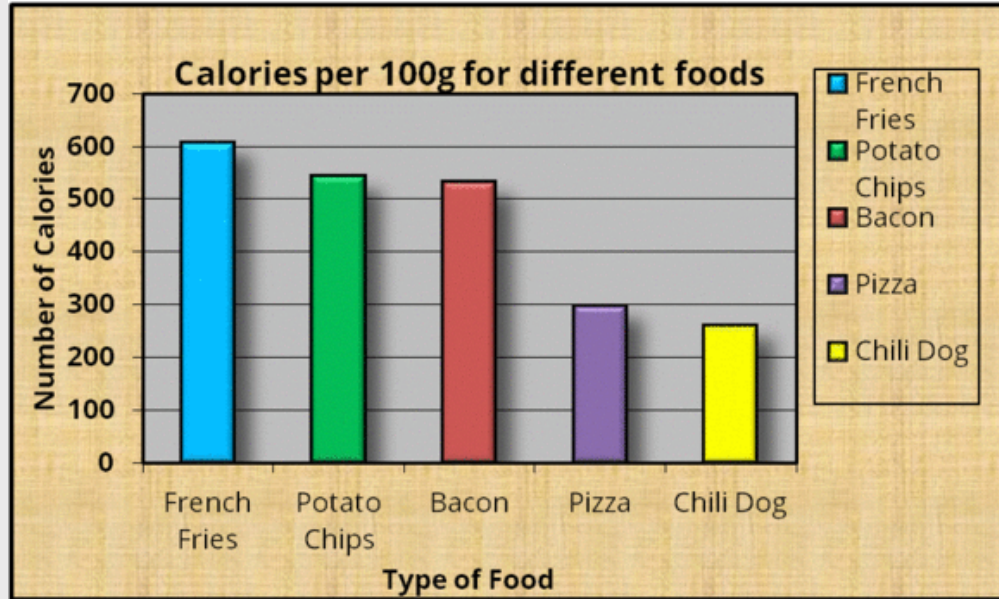
Created by Darkhorse Analytics

[www.darkhorseanalytics.com](http://www.darkhorseanalytics.com)

Figure 24.1: From Data Looks Better Naked by Darkhorse Analytics



Before

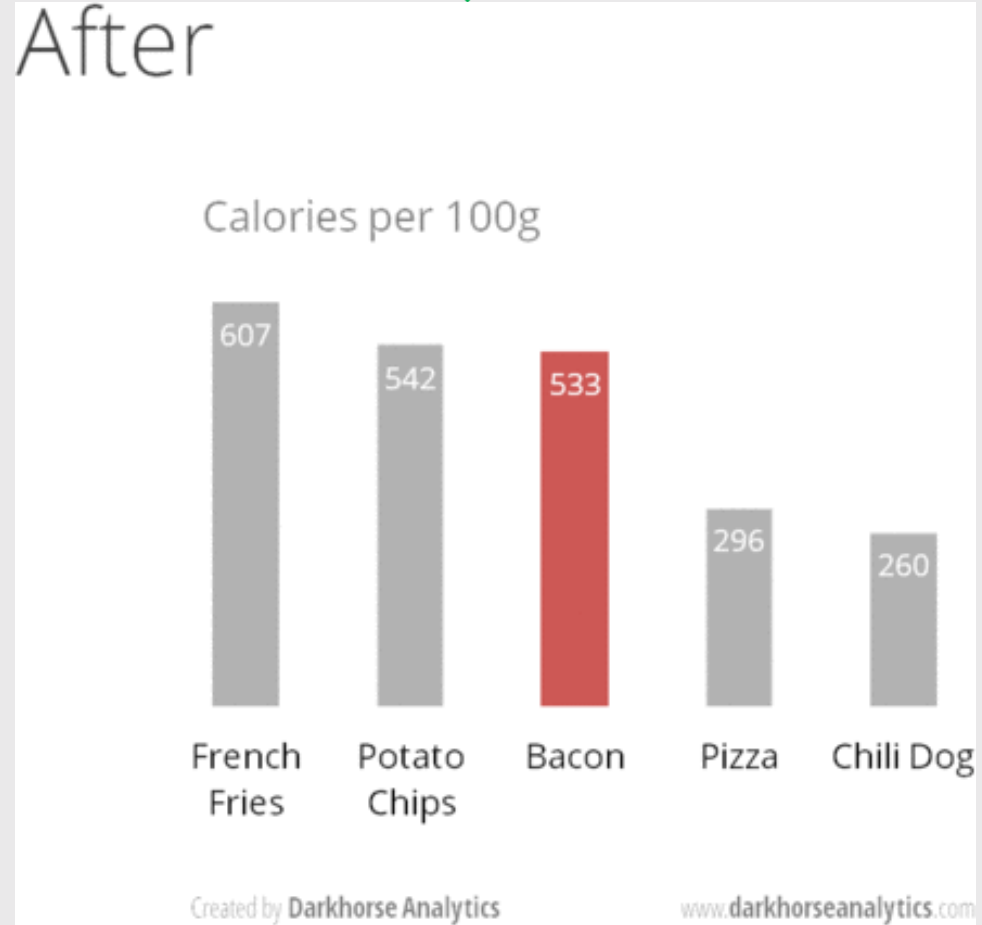


Created by Darkhorse Analytics

[www.darkhorseanalytics.com](http://www.darkhorseanalytics.com)



After



Created by Darkhorse Analytics

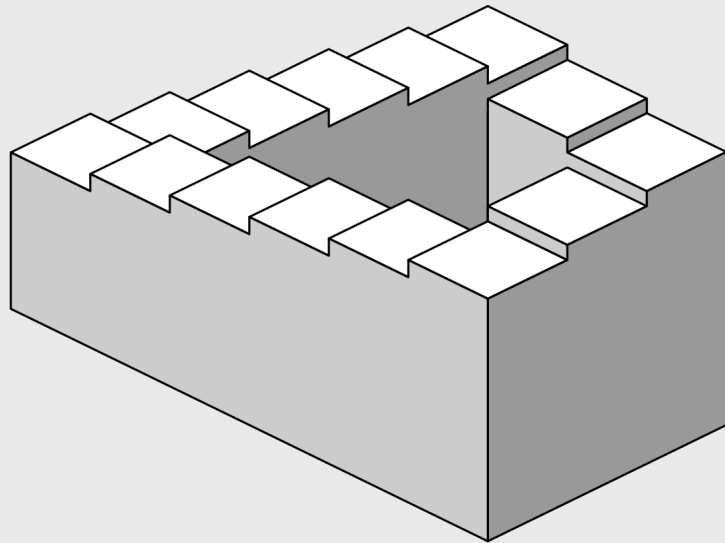
[www.darkhorseanalytics.com](http://www.darkhorseanalytics.com)

# 10 Data Viz Best Practices

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5. Don't stack bars\*
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7. Eliminate legends & directly label geoms\*
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9. Don't use red & green together
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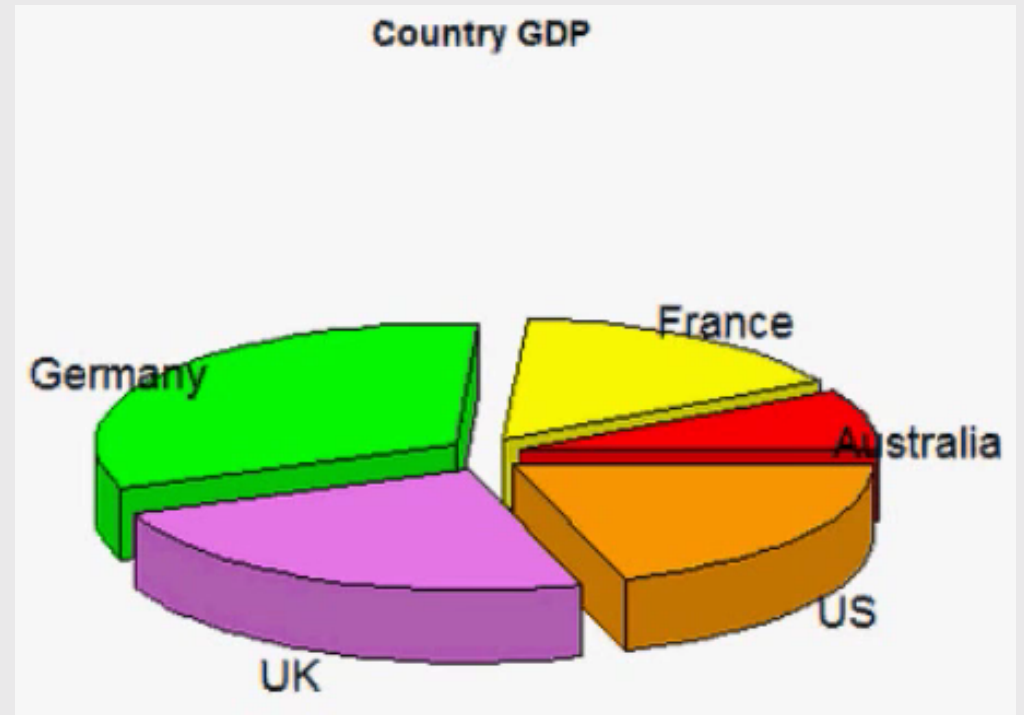
\*most of the time

Humans aren't good at distinguishing 3D space

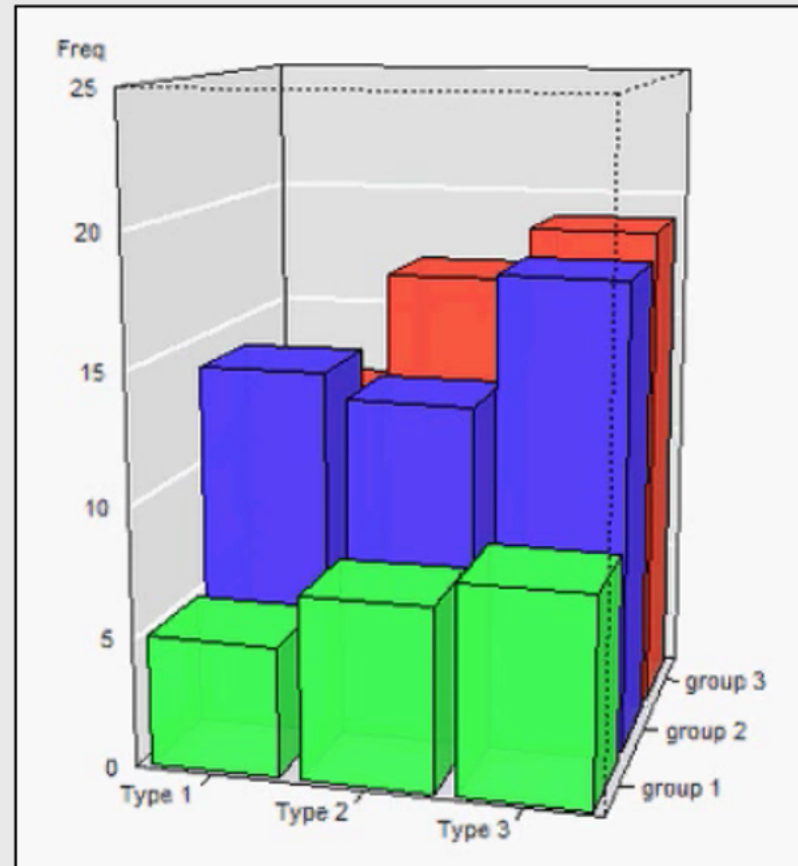


Penrose Stairs, made famous by M.C. Escher (1898-1972)

Ink proportions != true proportions



# Occlusion: geoms are obscured



# Multiple interpretations

Please never do this.

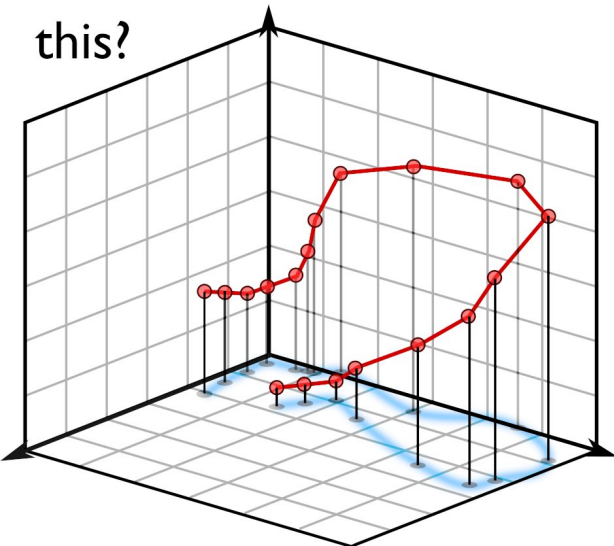


3D plots are ambiguous without a projection.

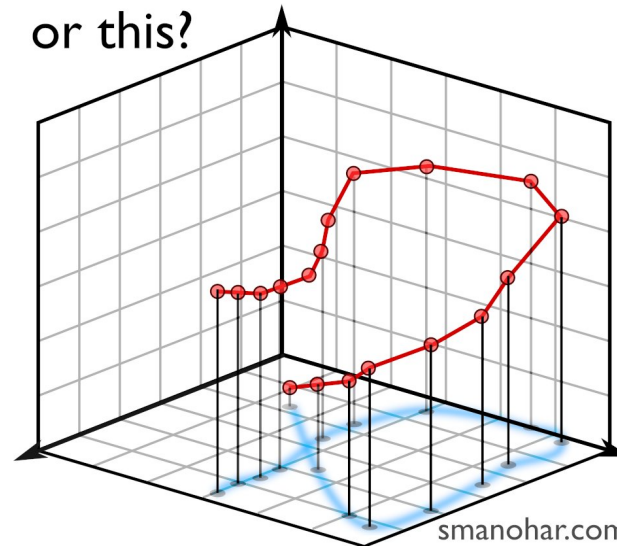
Each point has a whole line of possible 3D locations.

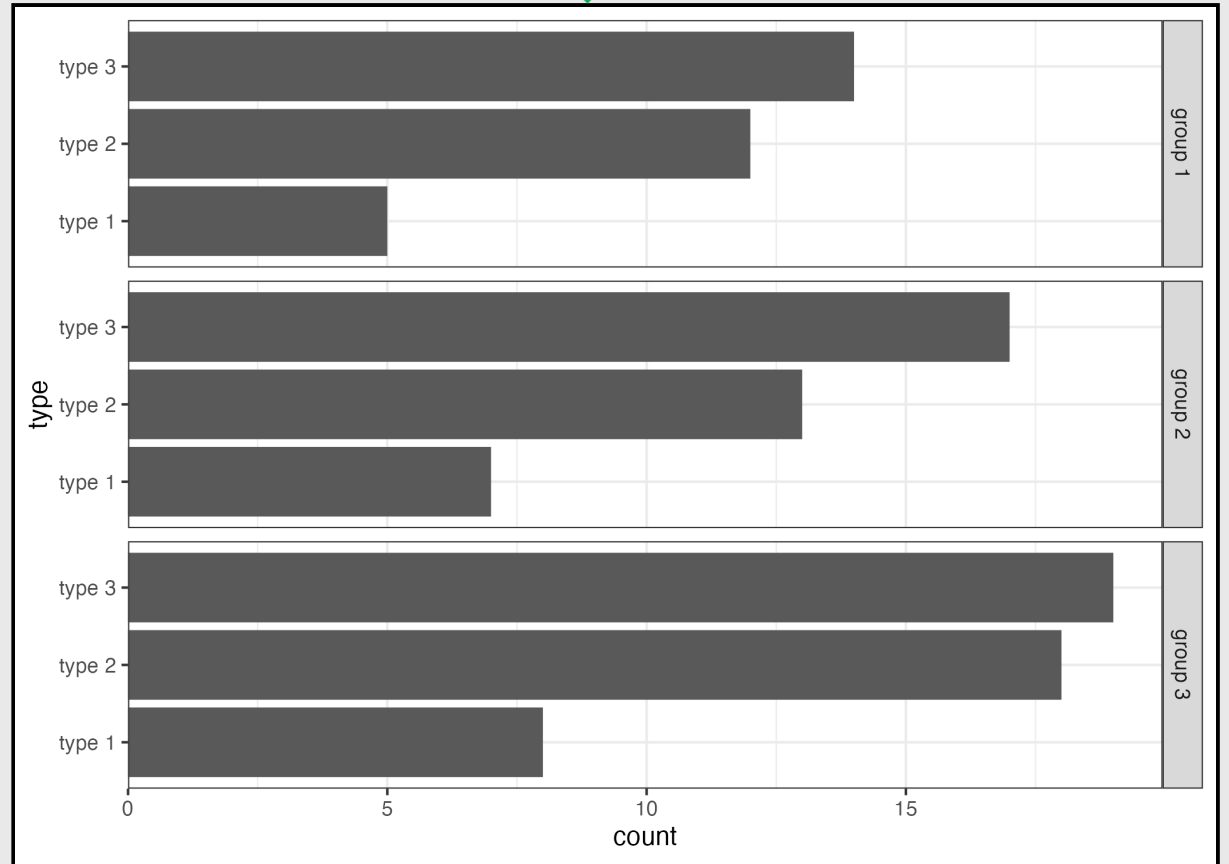
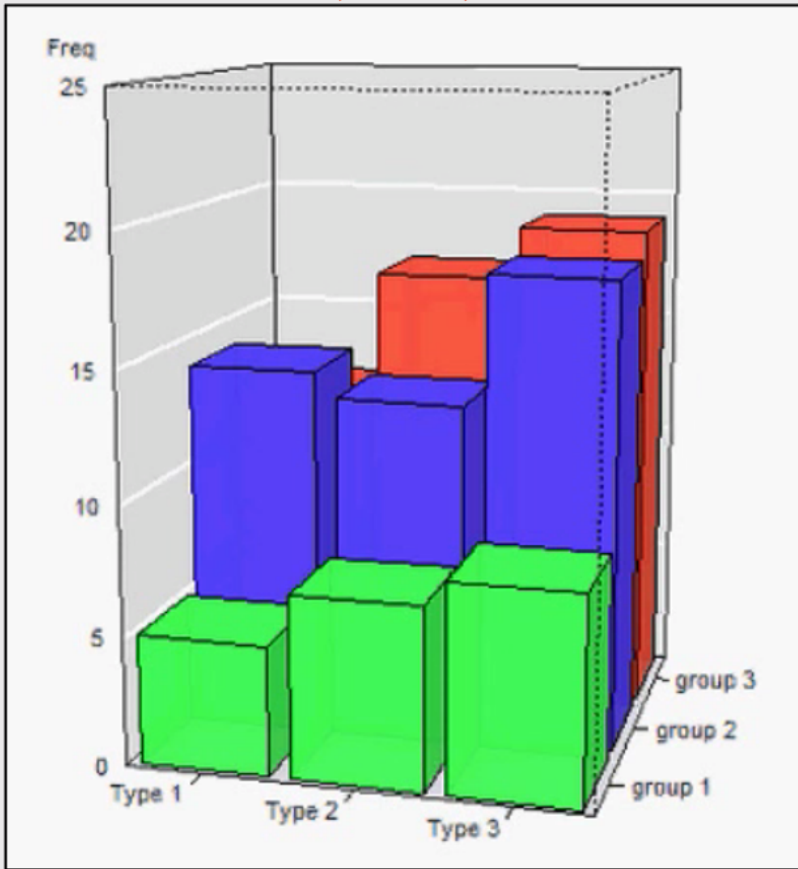
Do you mean...

this?



or this?

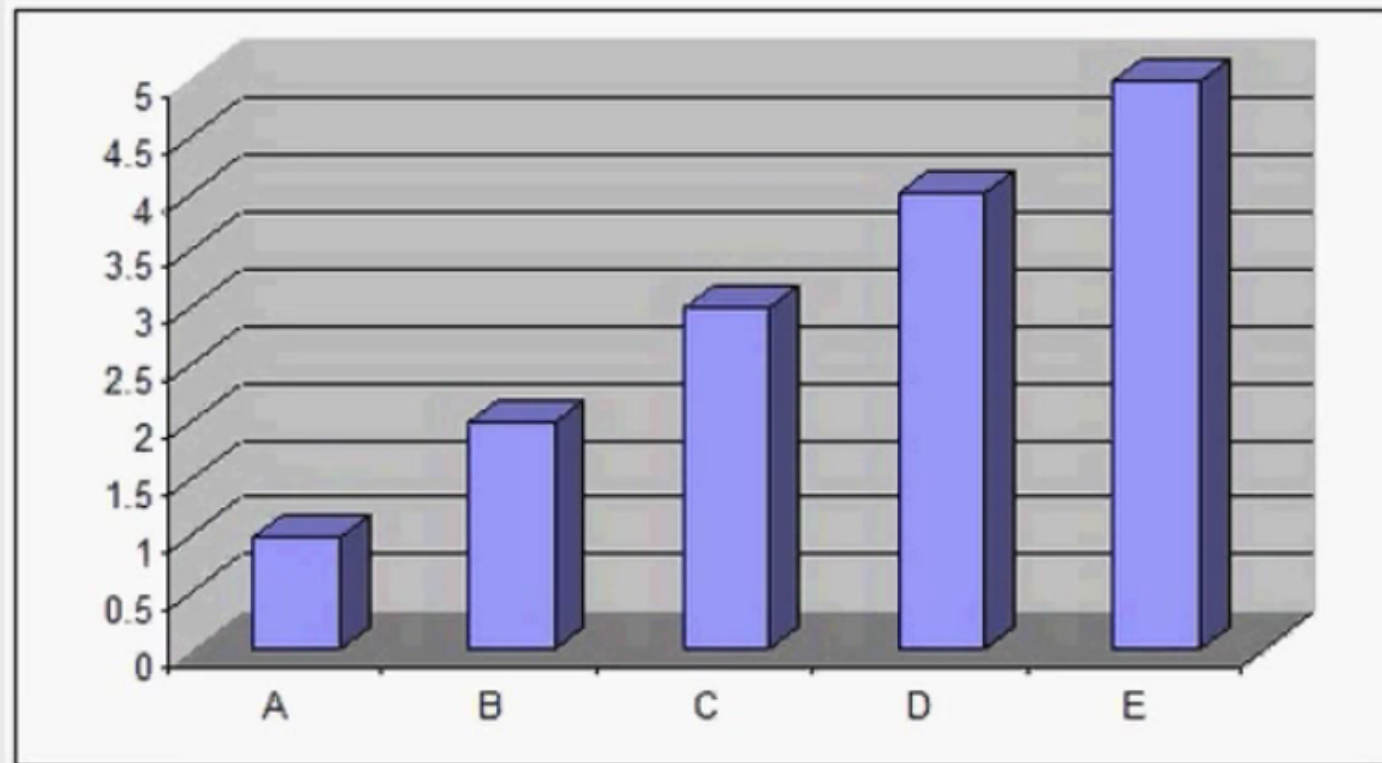


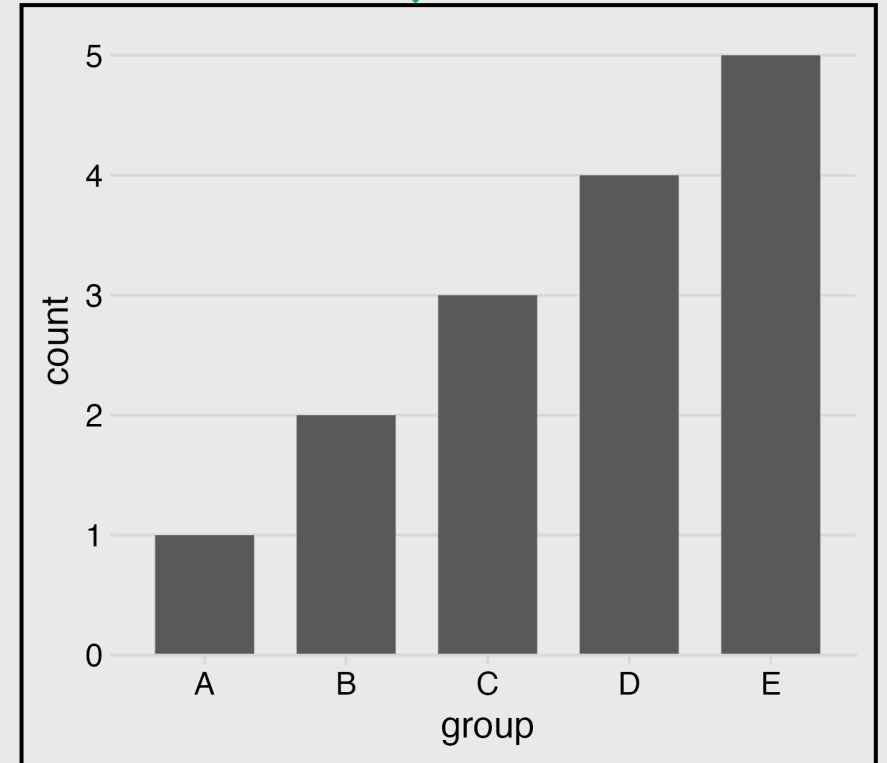
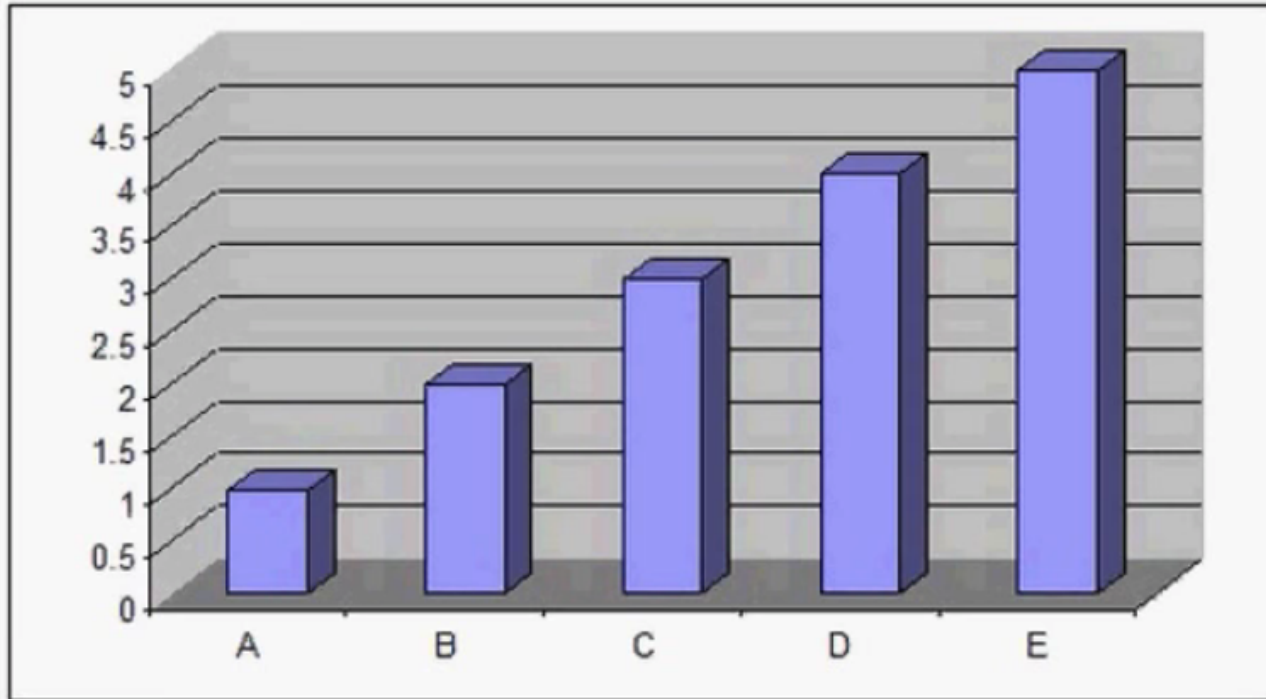




# The third dimension distracts from the data

(this is what Tufte calls "chart junk")





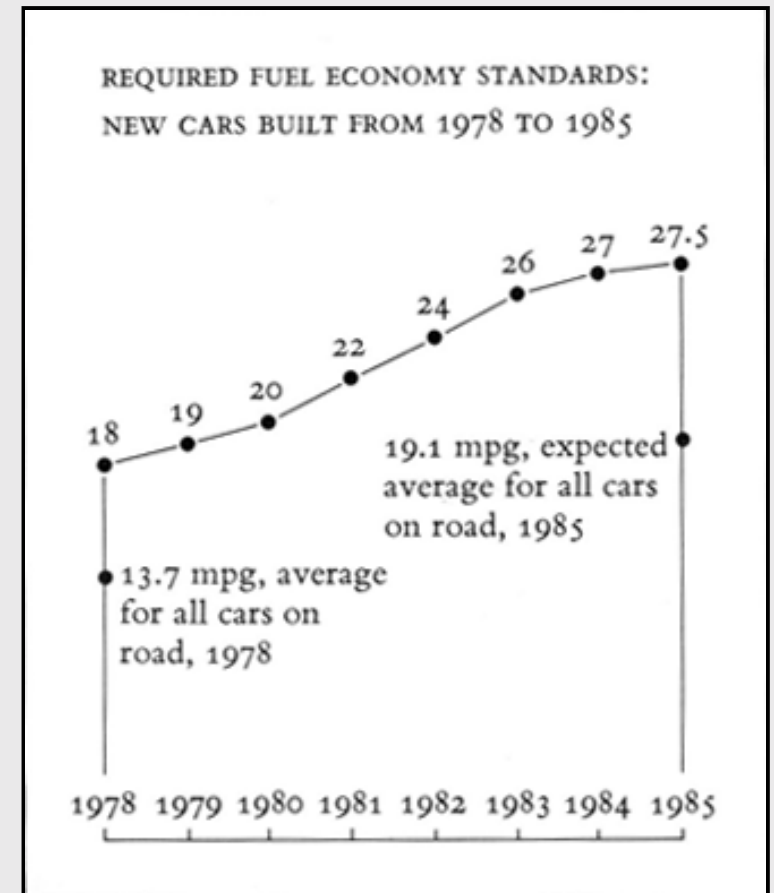
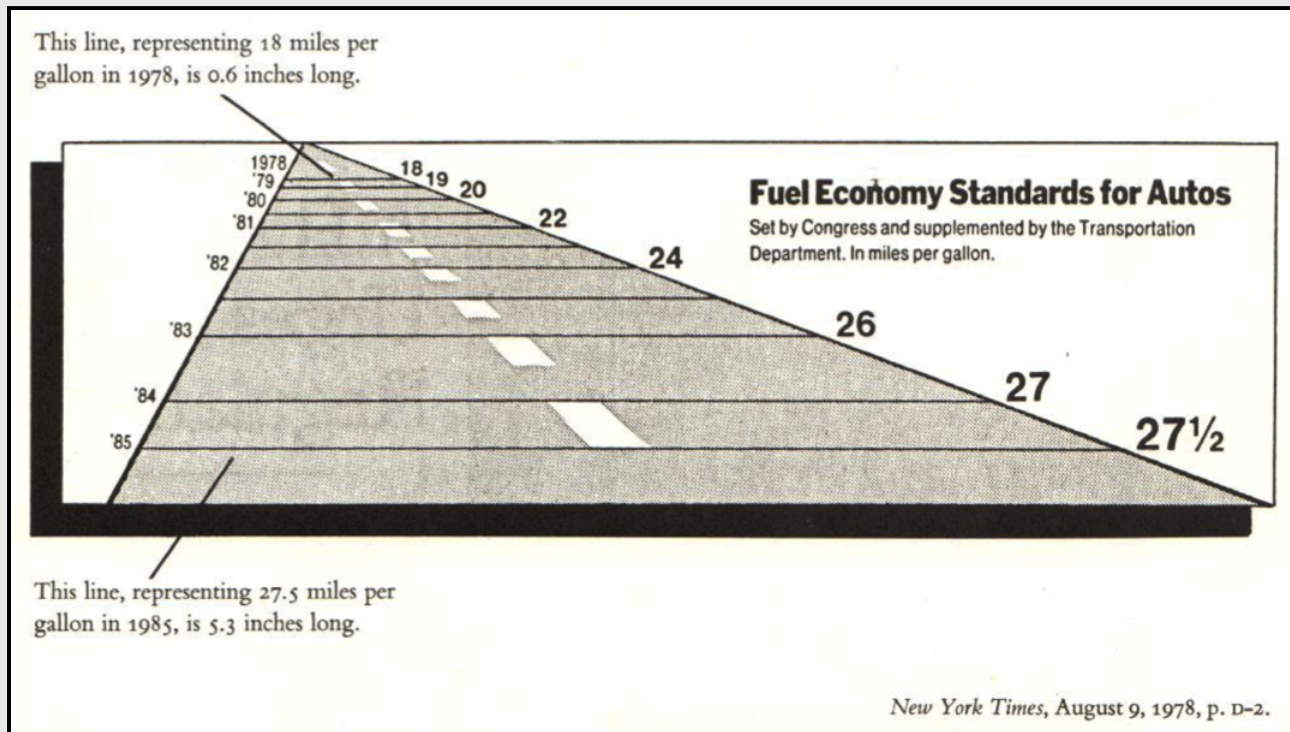
# 10 Data Viz Best Practices

1. Remove chart chunk
2. Don't make 3D plots\*
3. **Don't lie**
4. Don't use pie charts for proportions\*
5. Don't stack bars\*
6. Rotate and sort categorical axes\*
7. Eliminate legends & directly label geoms\*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

\*most of the time

$$\text{"Lie Factor"} = \frac{\text{Size of effect in graphic}}{\text{Size of effect in data}}$$

$$\text{"Lie Factor"} = \frac{\text{Size of effect in graphic}}{\text{Size of effect in data}} = \frac{\frac{5.3-0.6}{0.6}}{\frac{27.5-18}{18}} = \frac{7.83}{0.53} = 14.8$$



Edward Tufte (2001) "The Visual Display of Quantitative Information", 2nd Edition, pg. 57-58.

# Bar charts should always start at 0

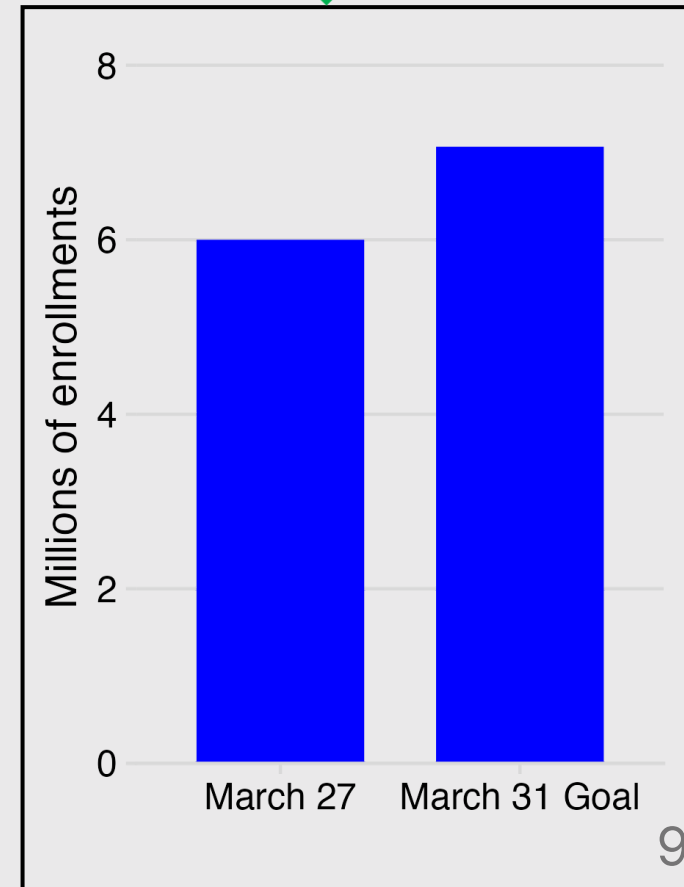
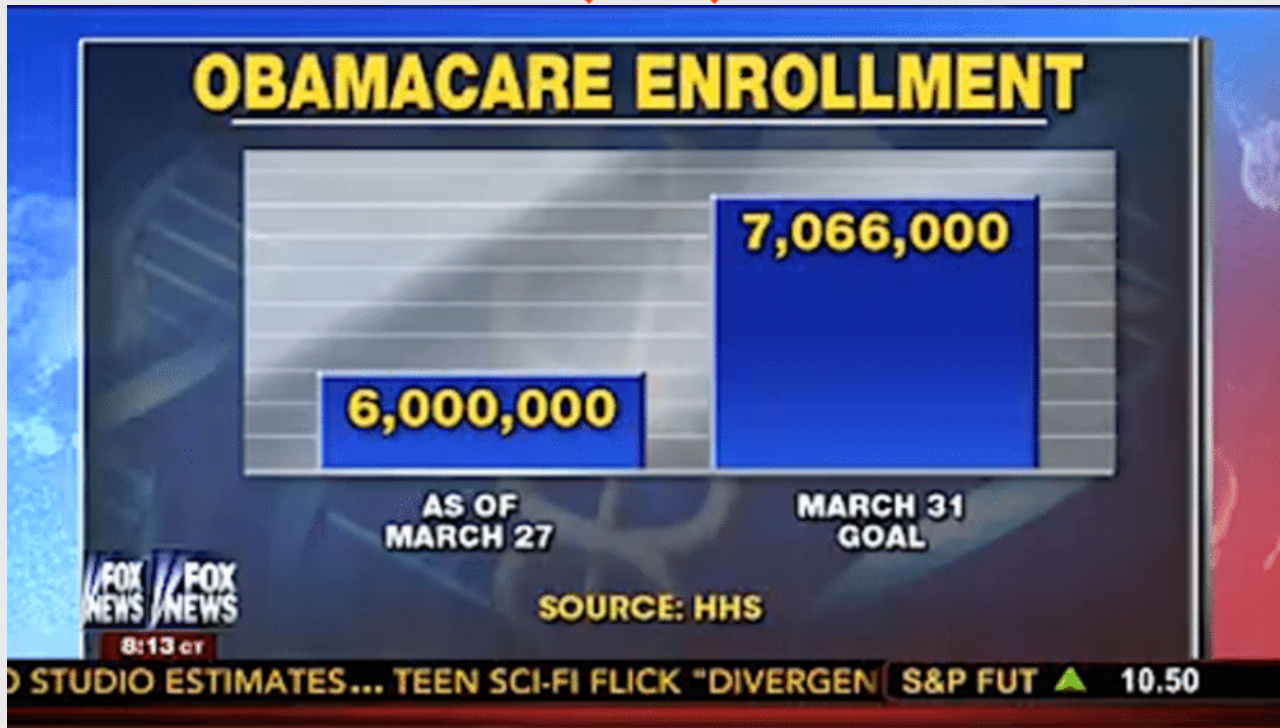


Image from <http://livingqlikview.com/the-9-worst-data-visualizations-ever-created/>



# Don't cherry-pick your data

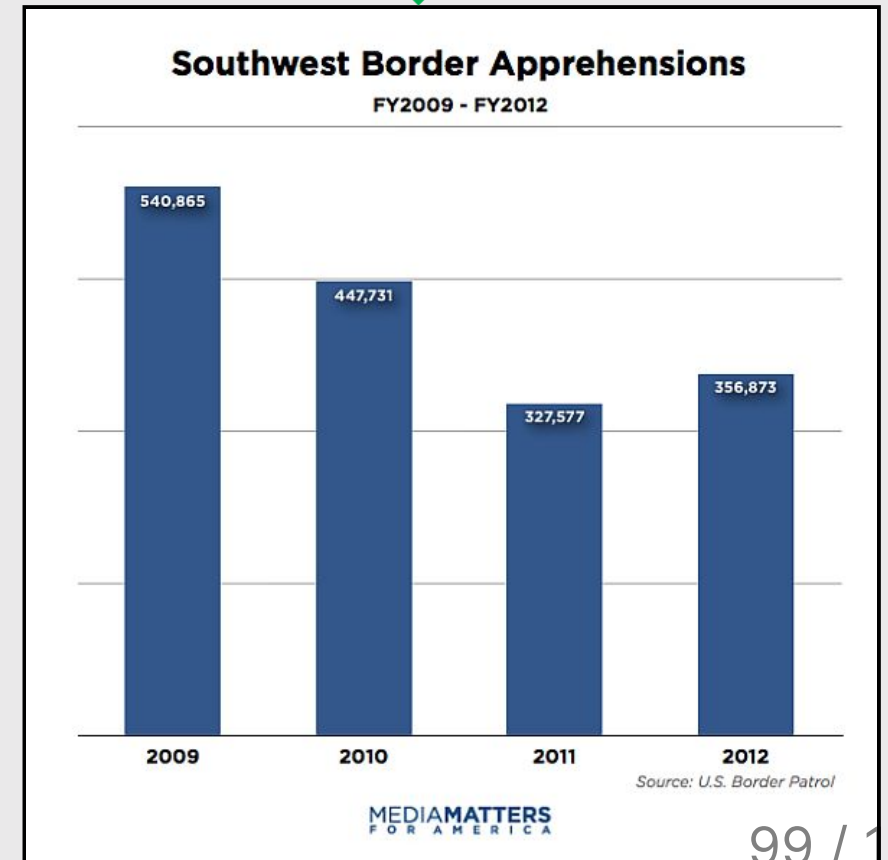
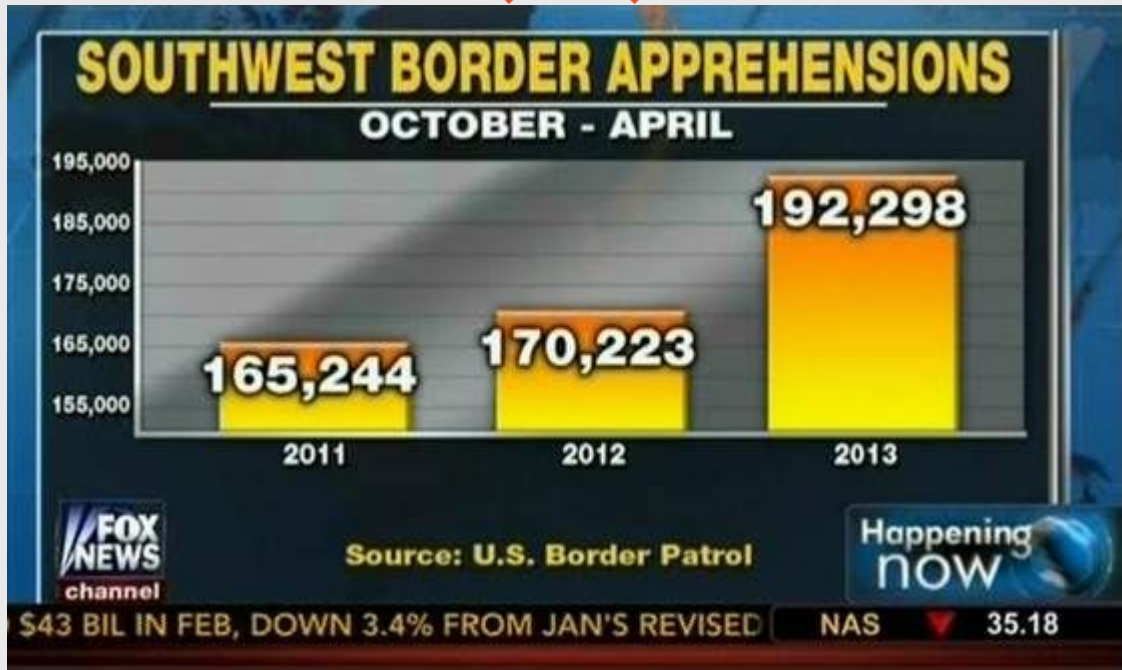
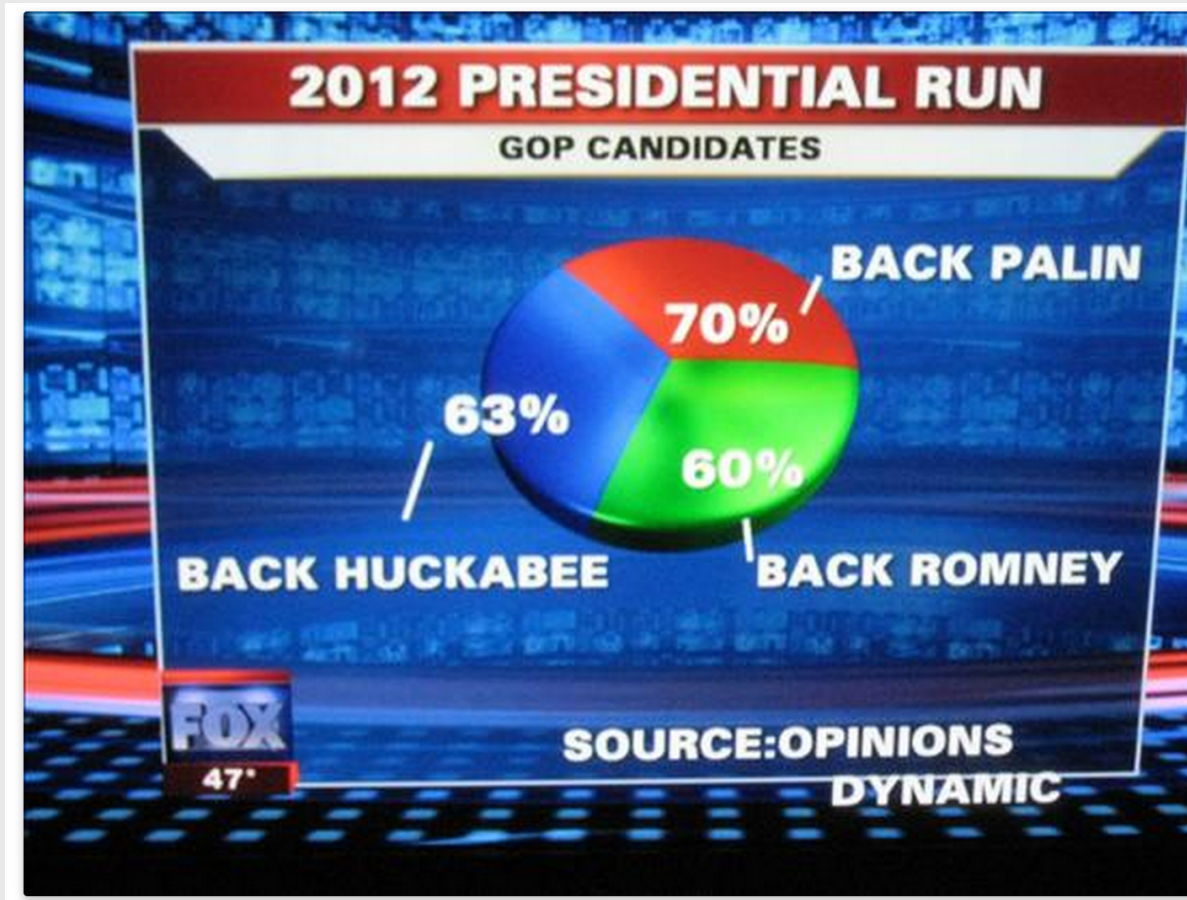


Image from <https://www.mediamatters.org/fox-news/fox-news-newest-dishonest-chart-immigration-enforcement>

# Make sure your chart makes sense

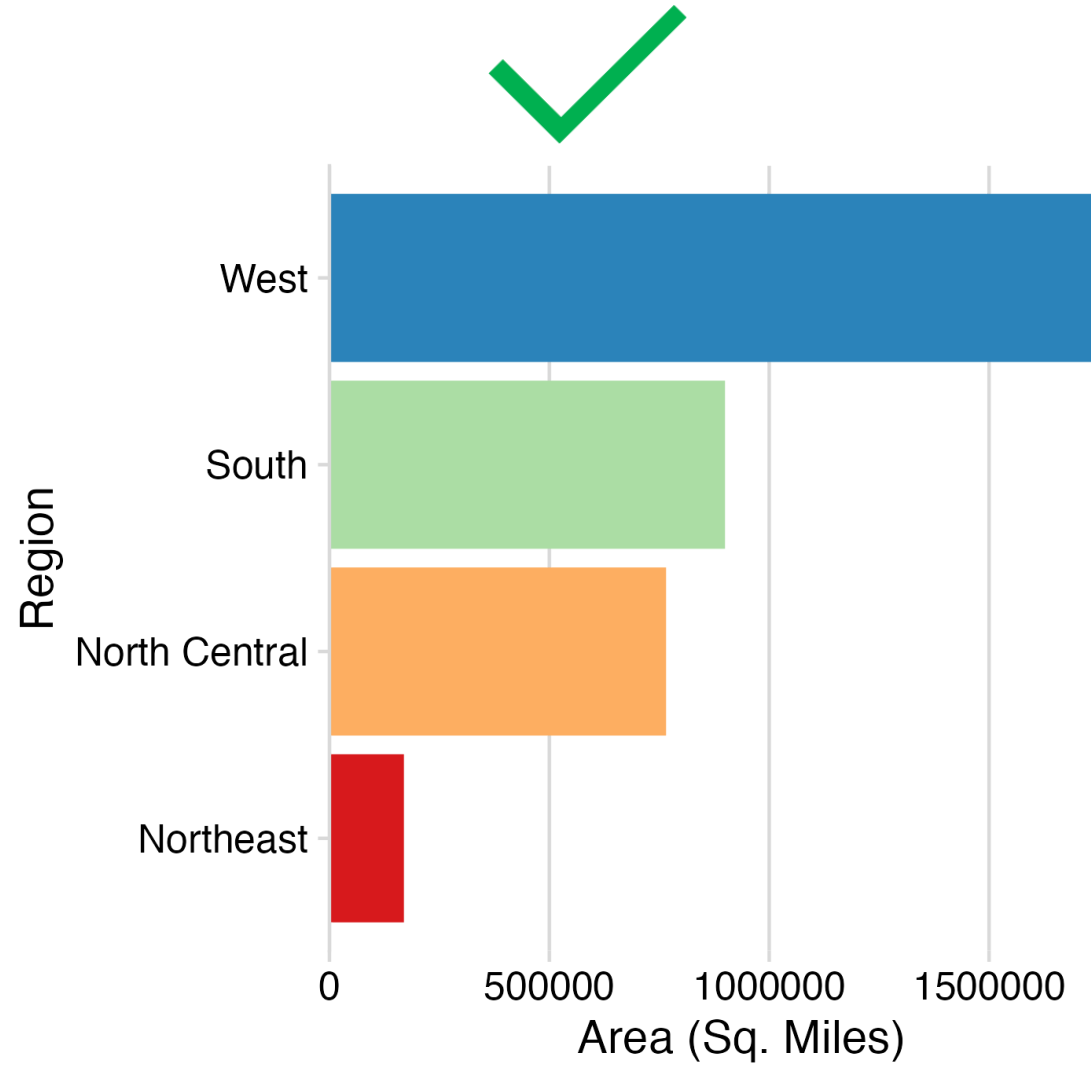
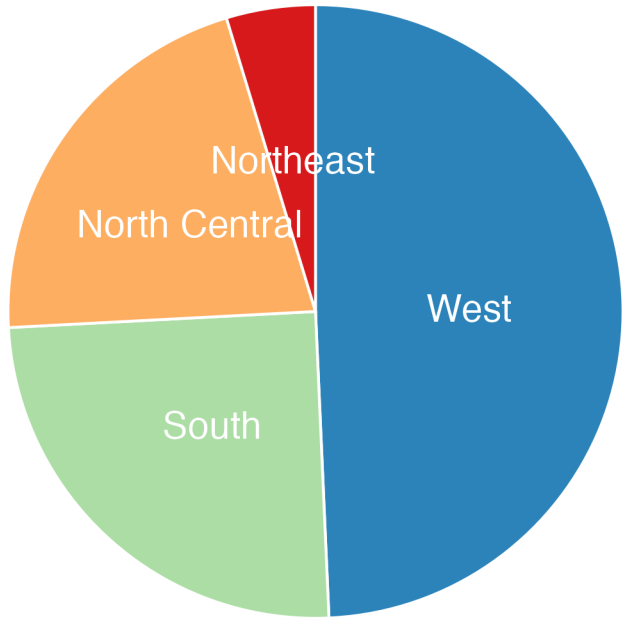




# 10 Data Viz Best Practices

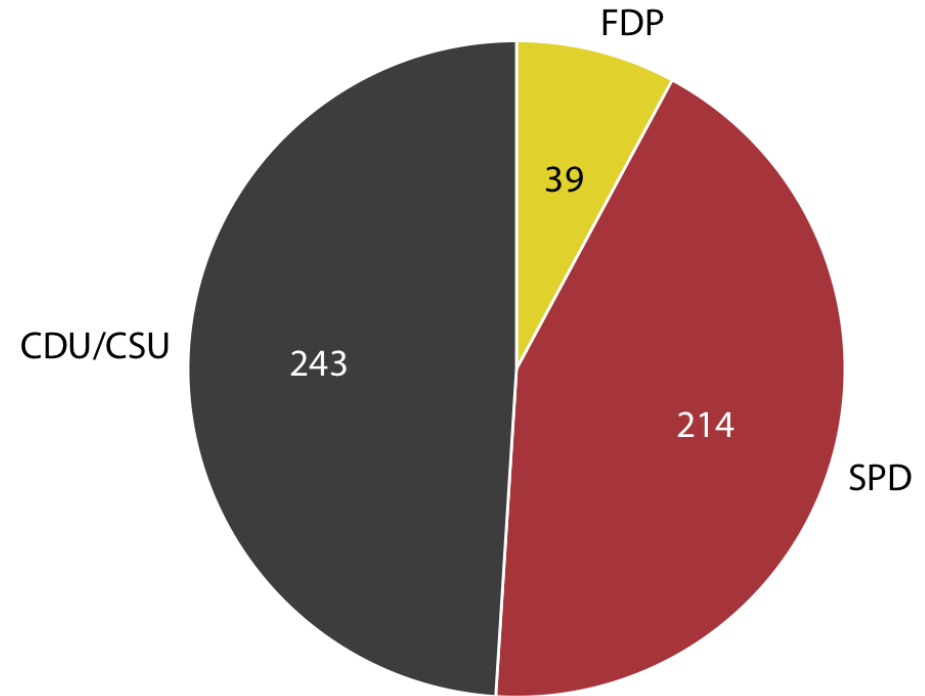
1. Remove chart chunk
2. Don't make 3D plots\*
3. Don't lie
4. Don't use pie charts for proportions\*
5. Don't stack bars\*
6. Rotate and sort categorical axes\*
7. Eliminate legends & directly label geoms\*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

\*most of the time

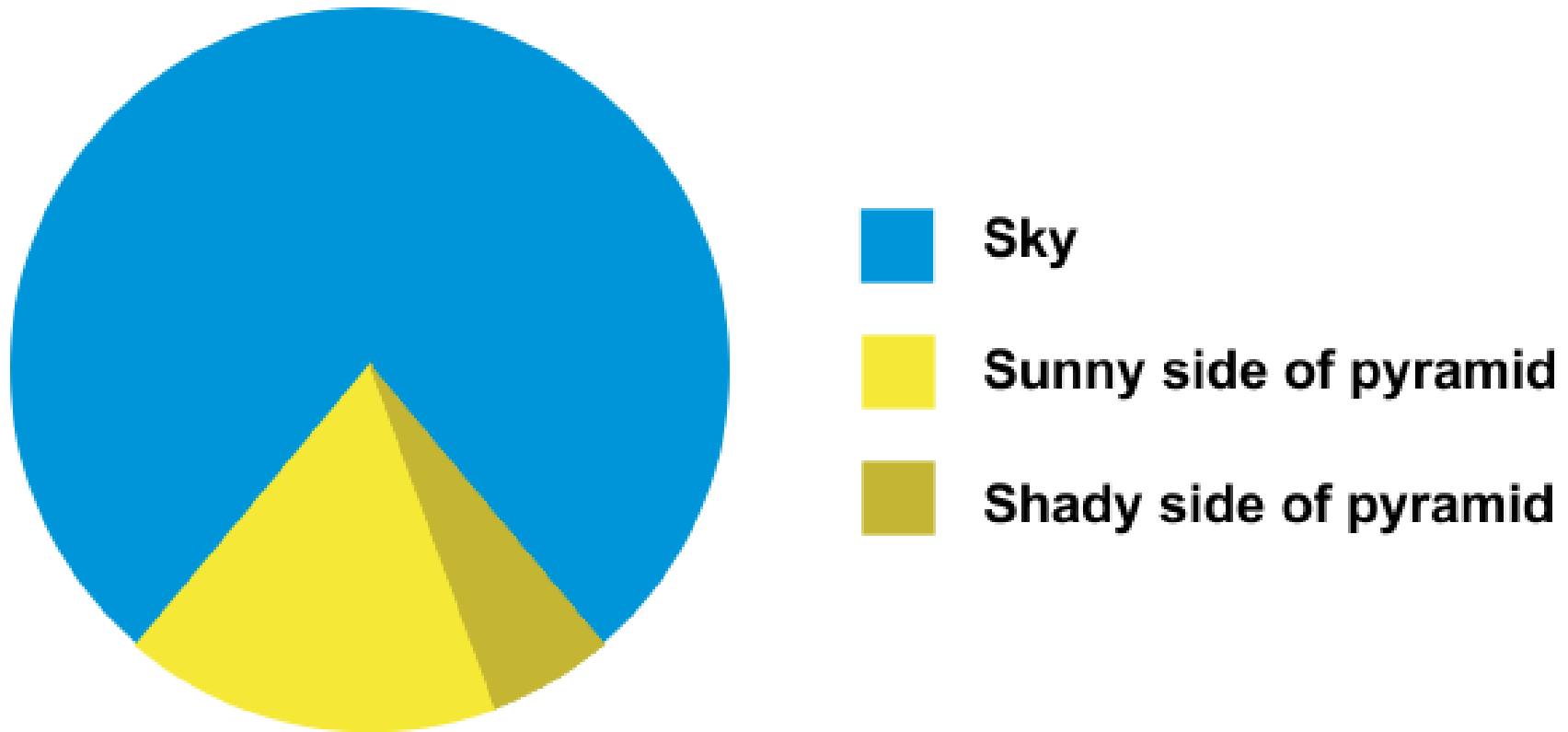


# Exceptions:

- Small data
- Simple fractions
- If sum of parts matters



# Best pie chart of all time

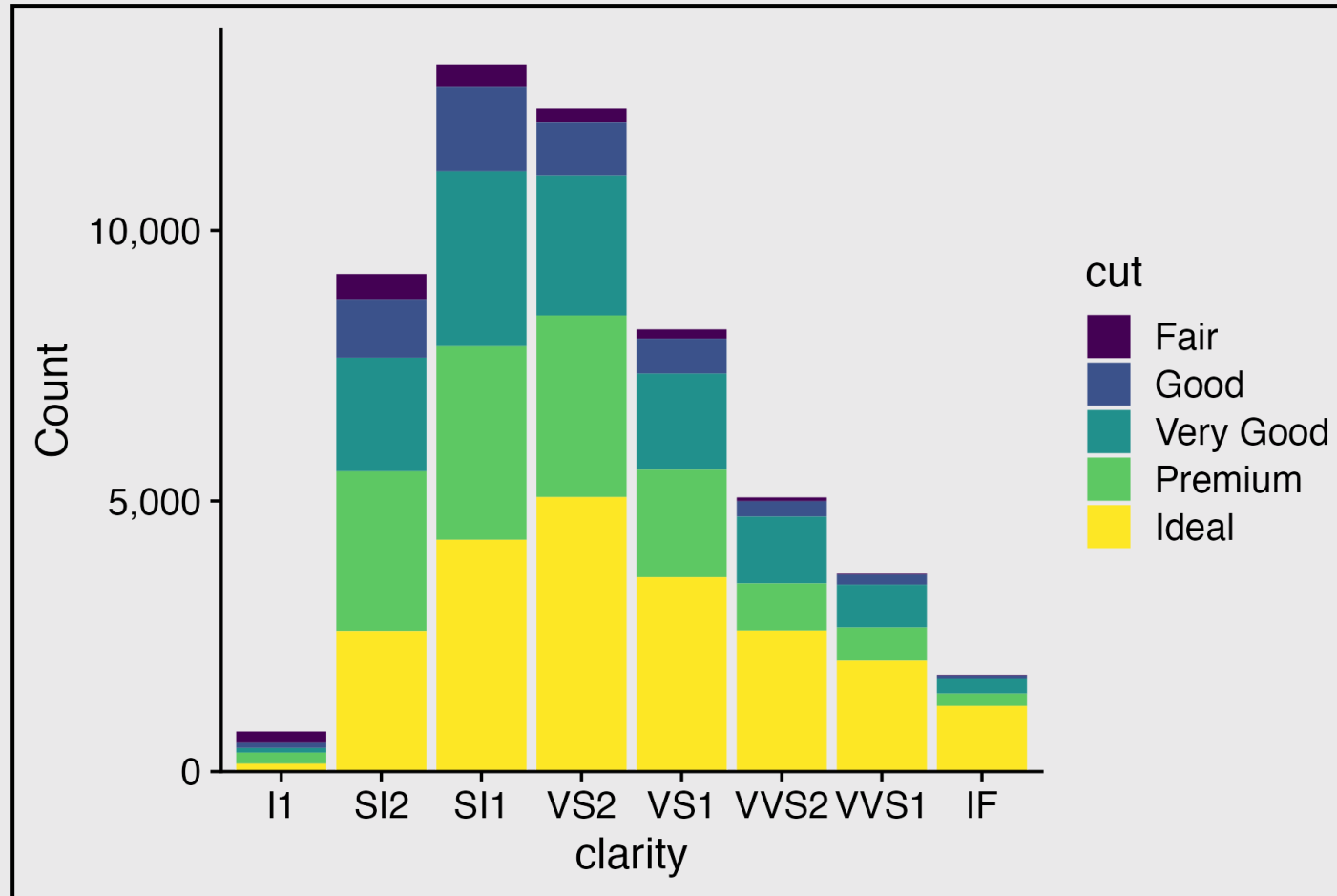


# 10 Data Viz Best Practices

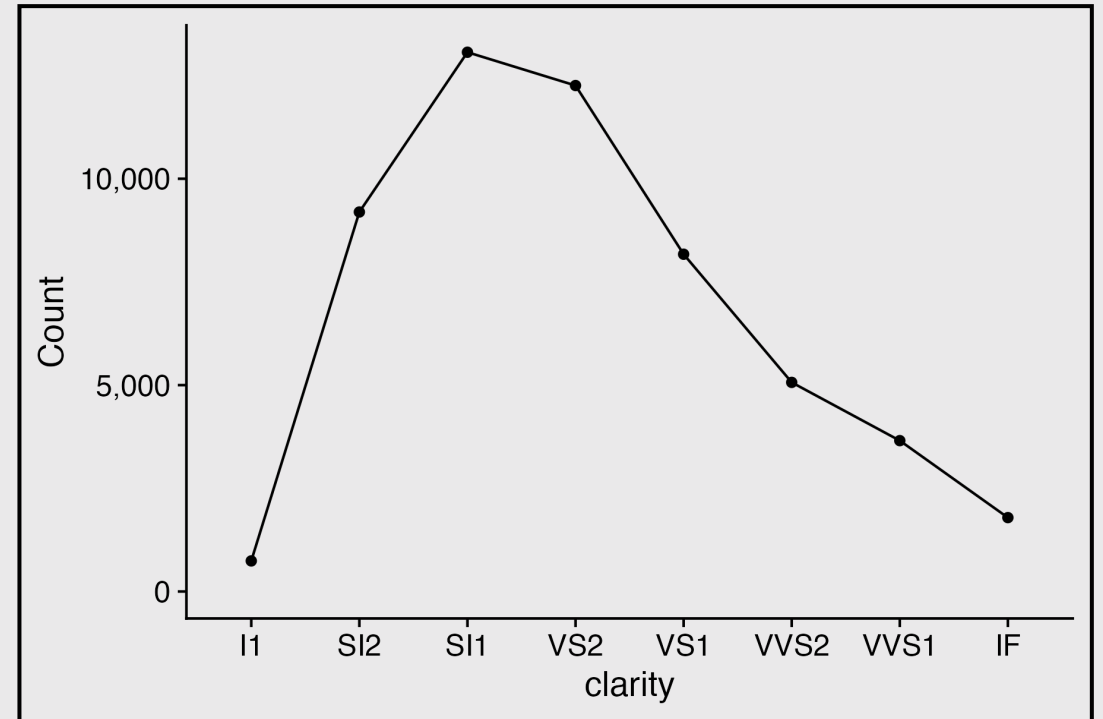
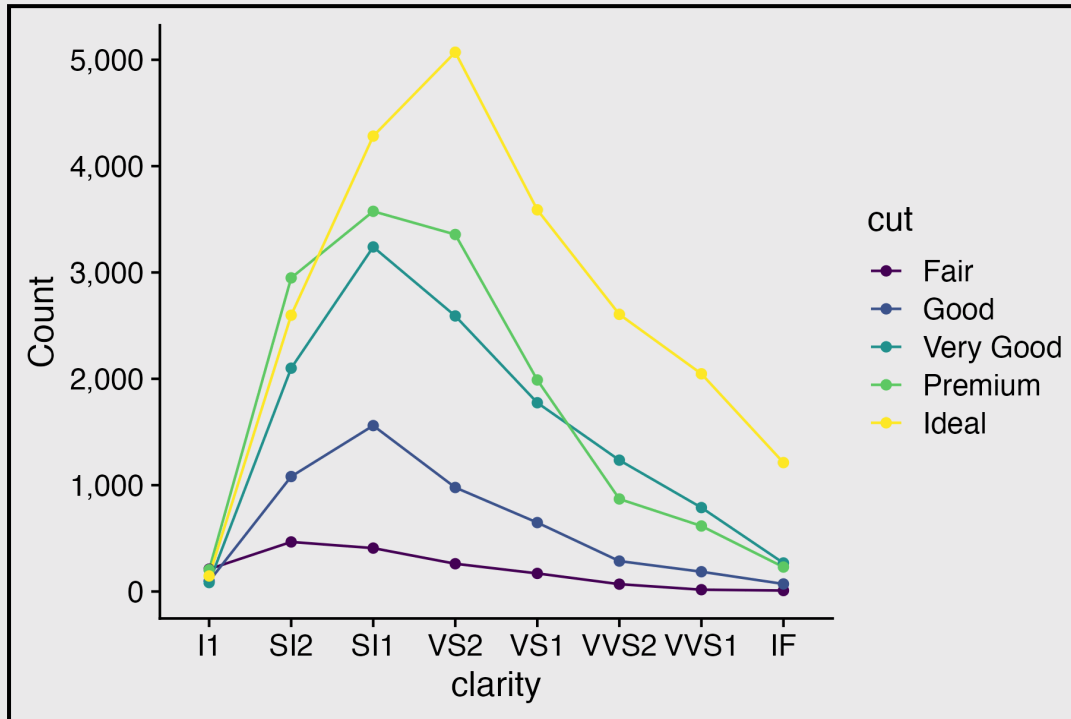
1. Remove chart chunk
2. Don't make 3D plots\*
3. Don't lie
4. Don't use pie charts for proportions\*
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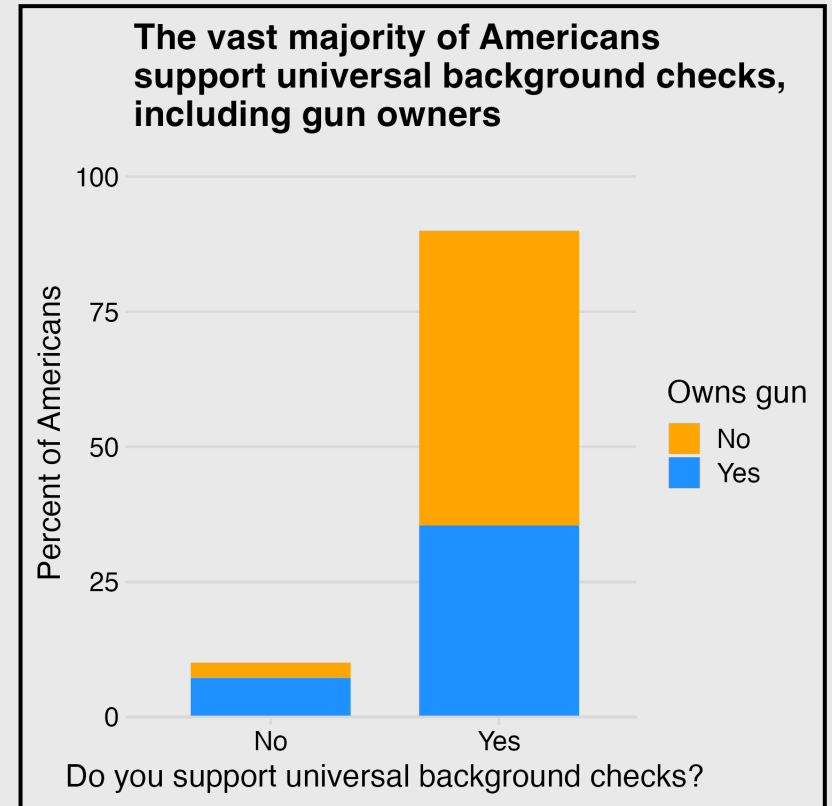
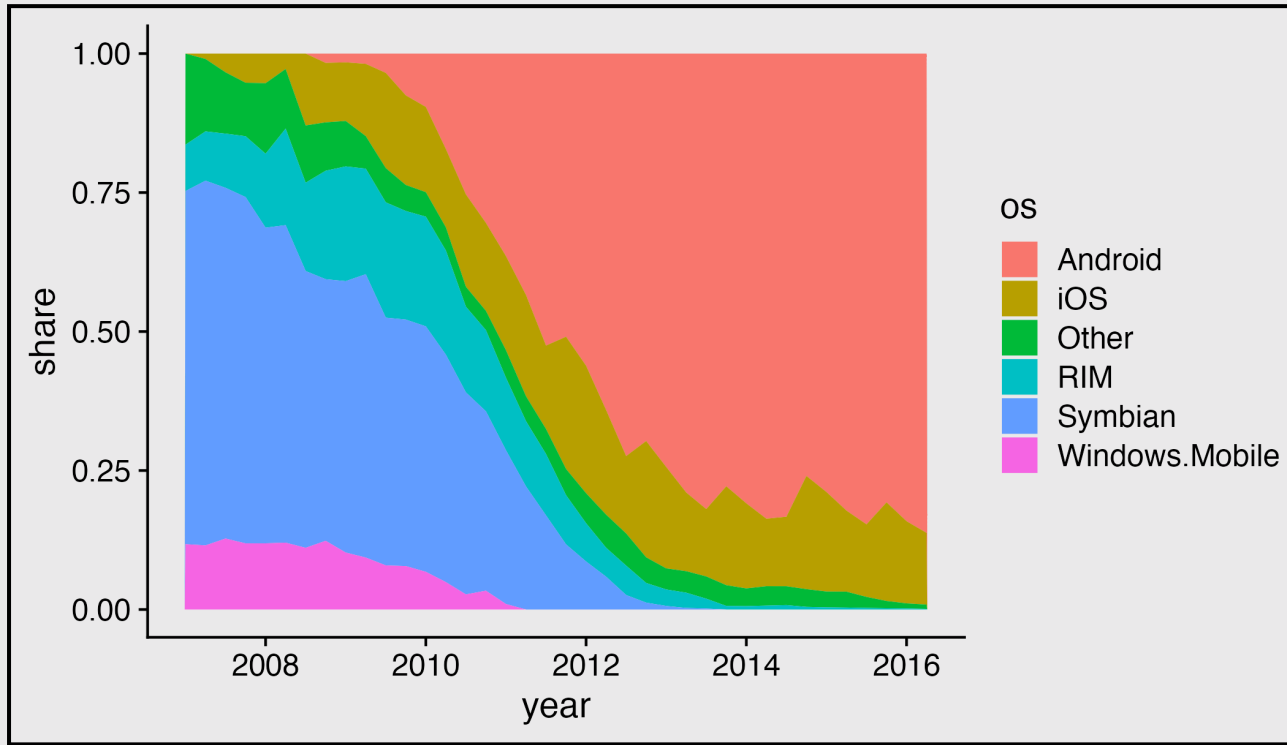
# Stacked bars are rarely a good idea



# "Parallel coordinates" plot usually works better



# Exception: When you care about the *total* more than the categories



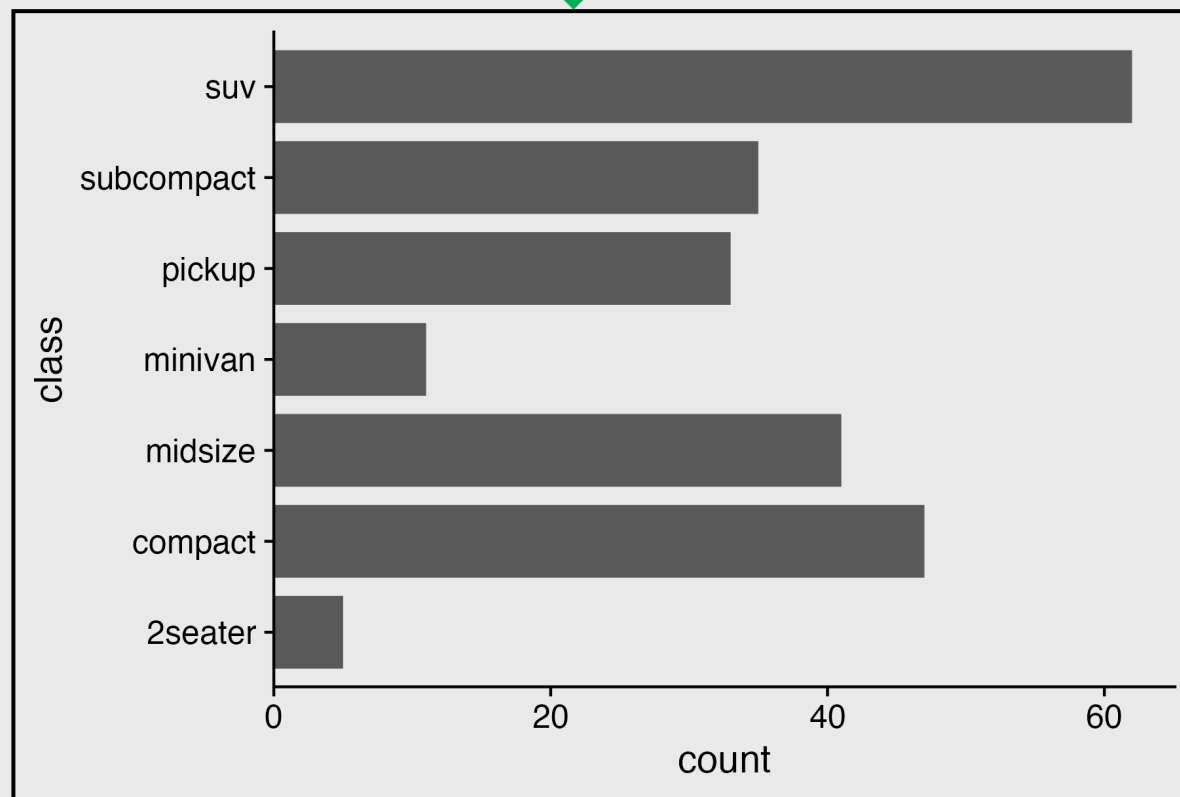
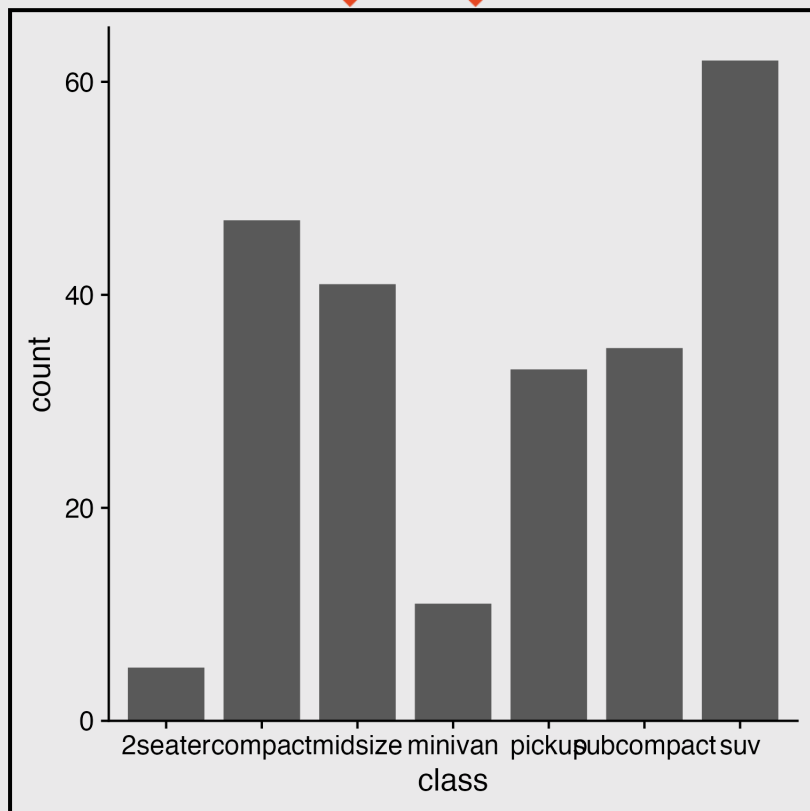


# 10 Data Viz Best Practices

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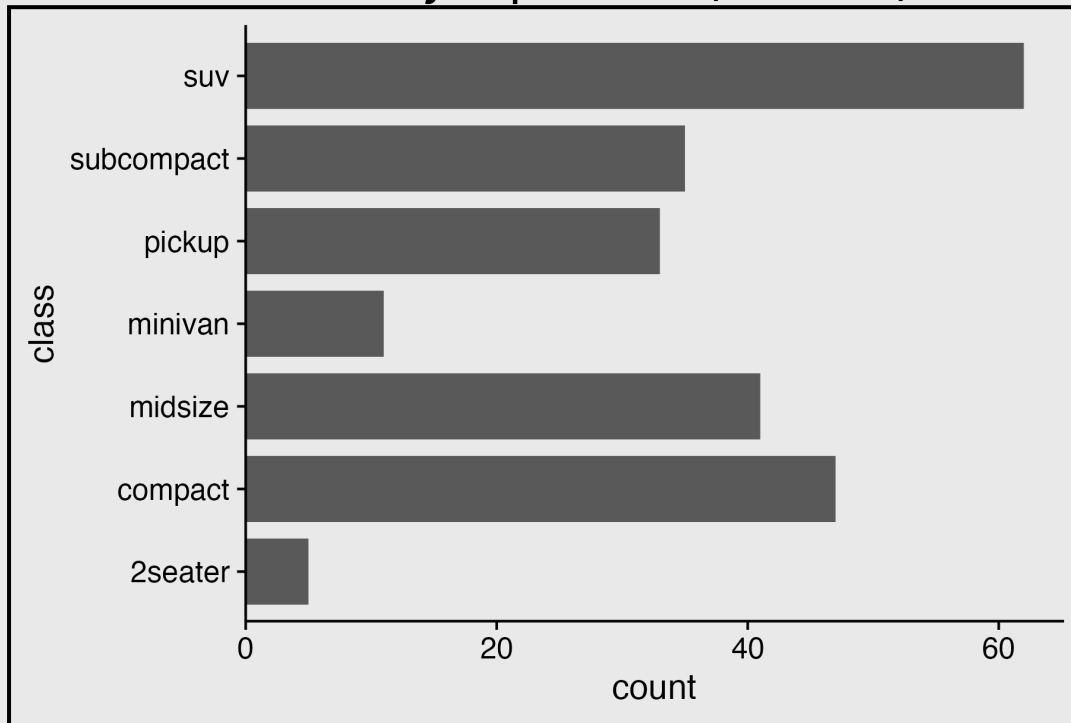
# Rotate axes if you can't read them



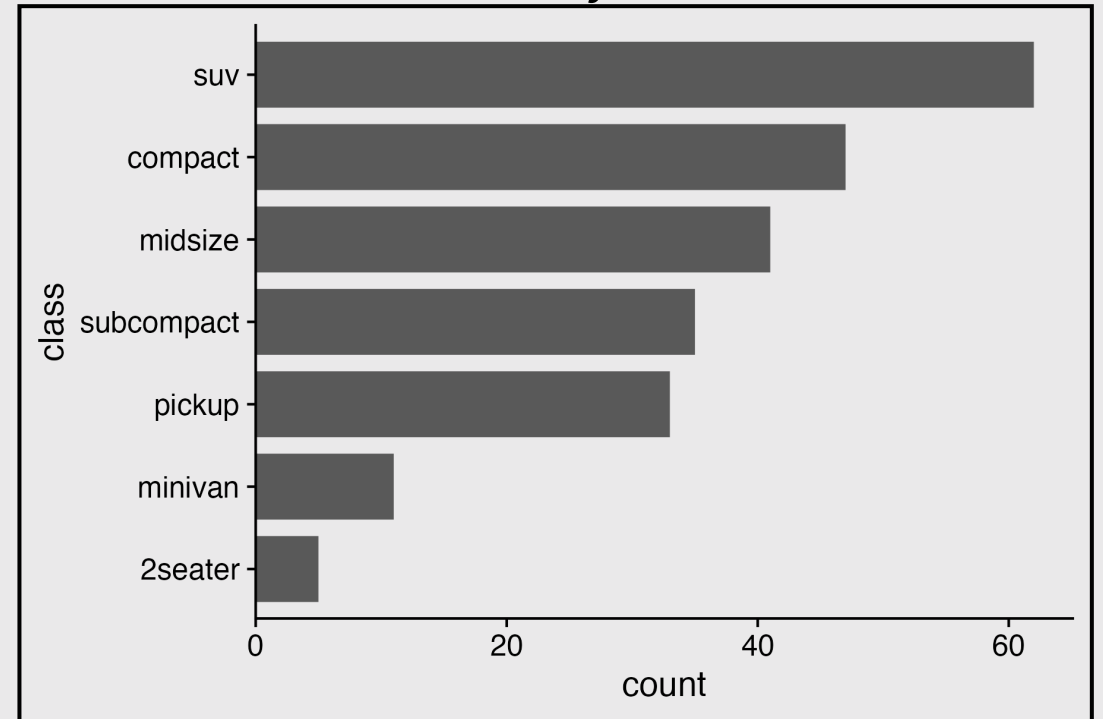
# Default order is almost always wrong



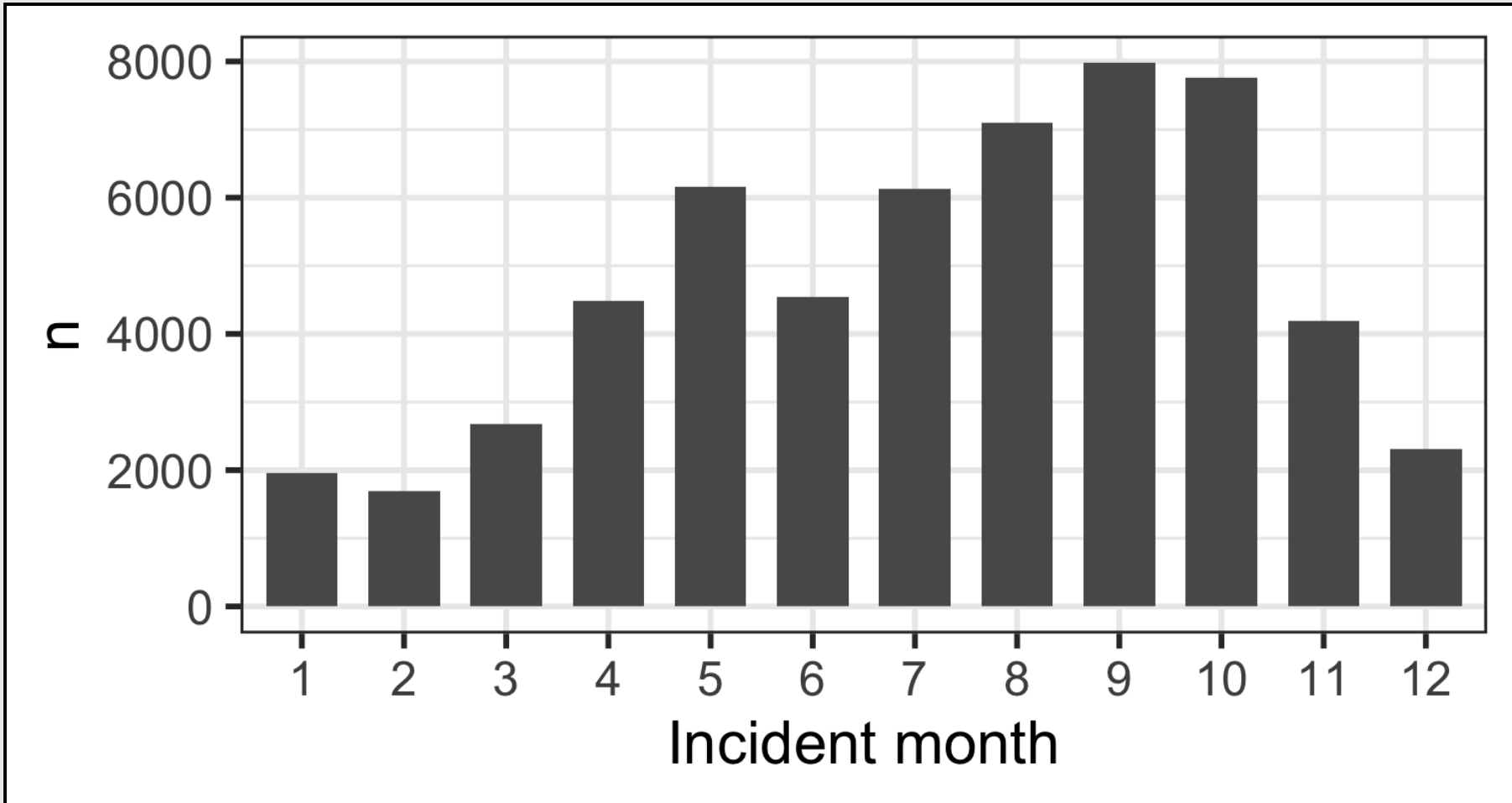
Ordered by alphabet (default)



Ordered by count



## Exception: Ordinal variables

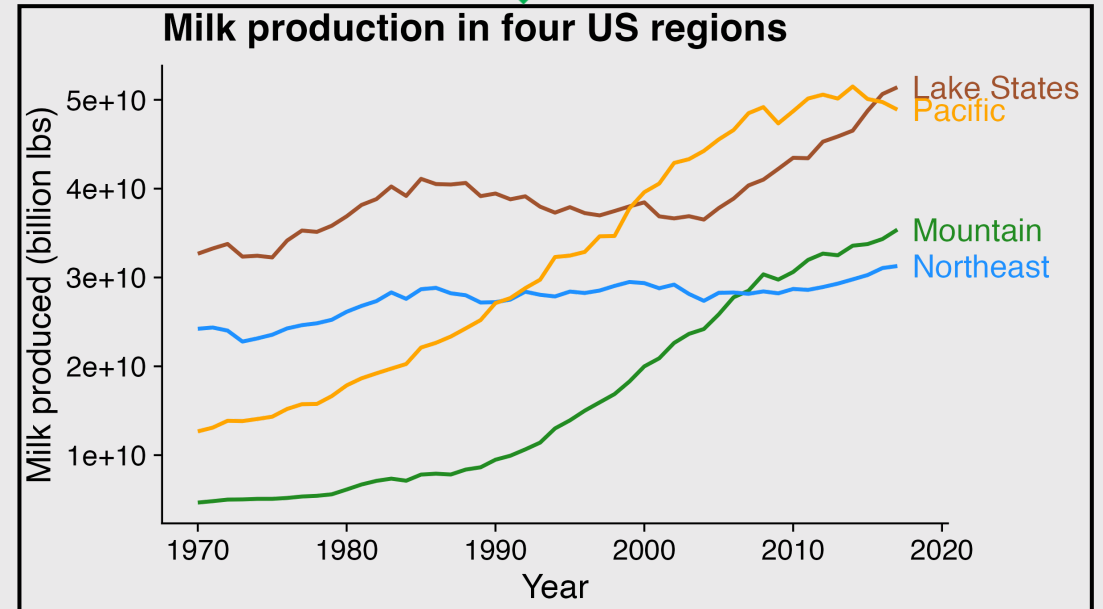
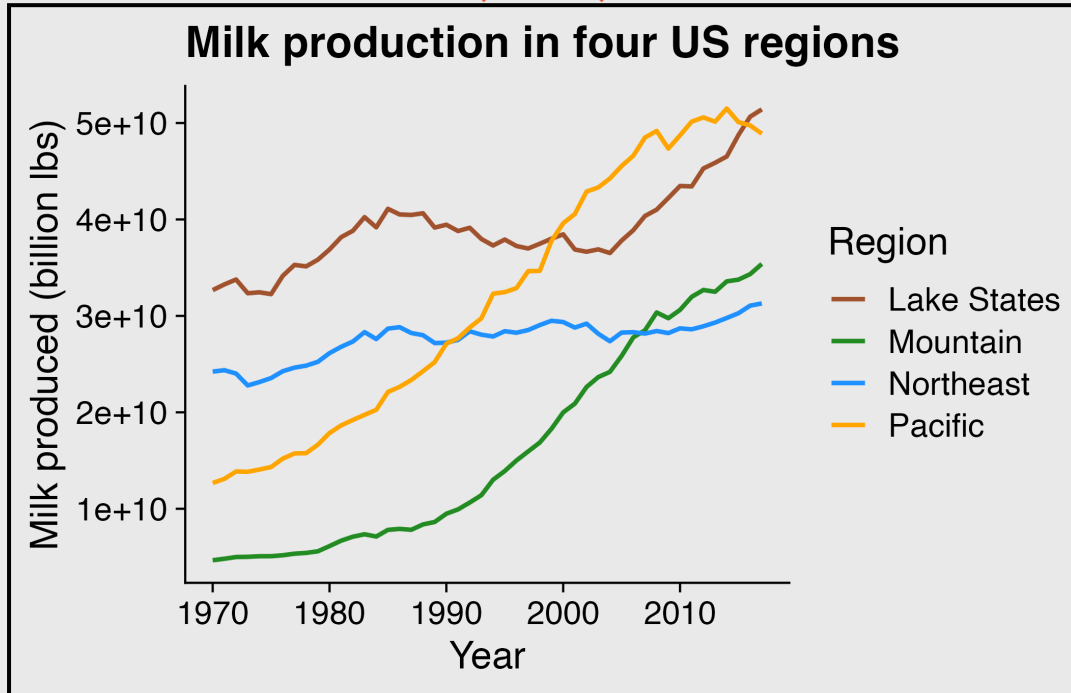


# 10 Data Viz Best Practices

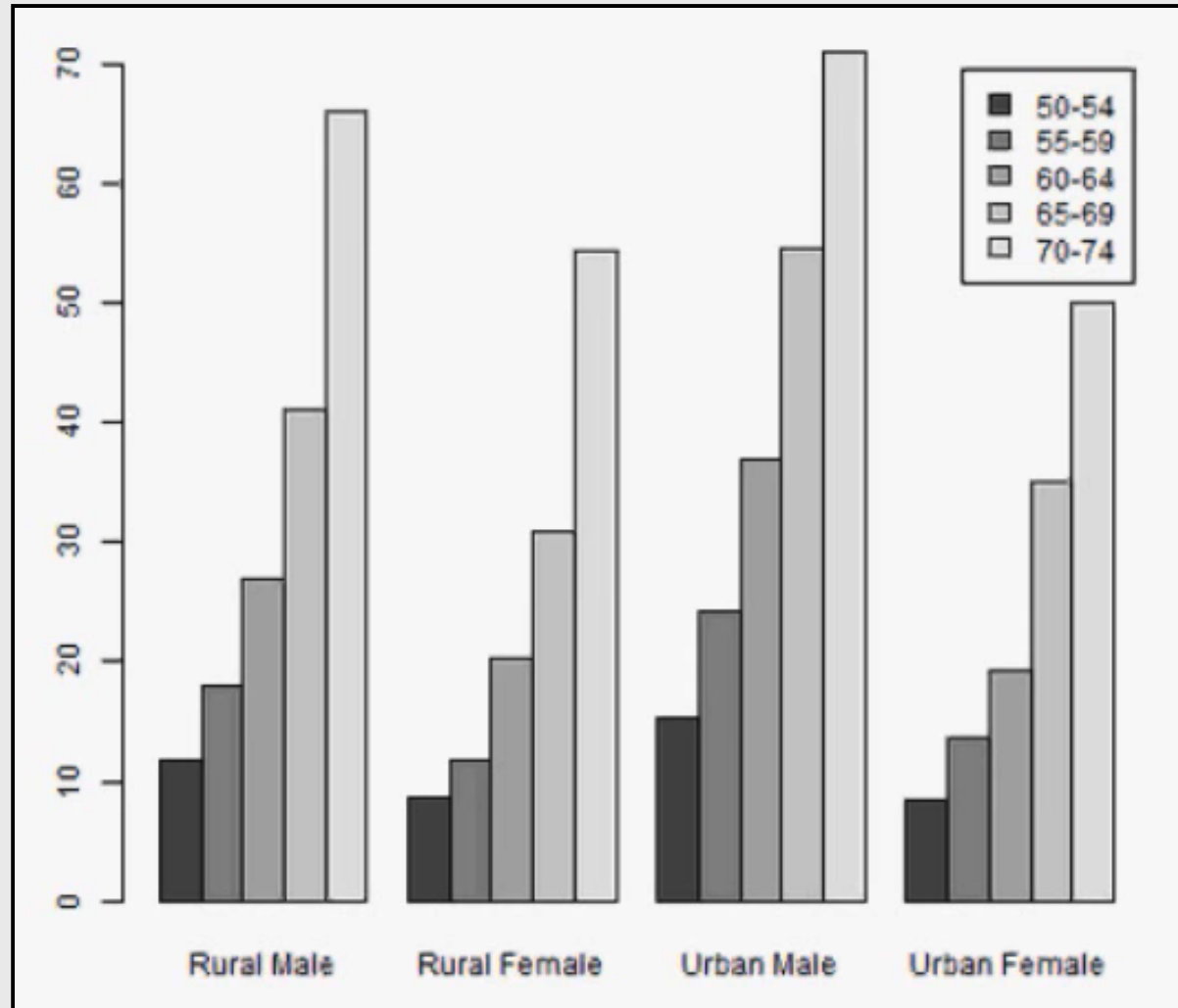
1. Remove chart chunk
2. Don't make 3D plots\*
3. Don't lie
4. Don't use pie charts for proportions\*
5. Don't stack bars\*
6. Rotate and sort categorical axes\*
7. Eliminate legends & directly label geoms\*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

\*most of the time

# Directly label geoms



# Exception: When you have repeated categories

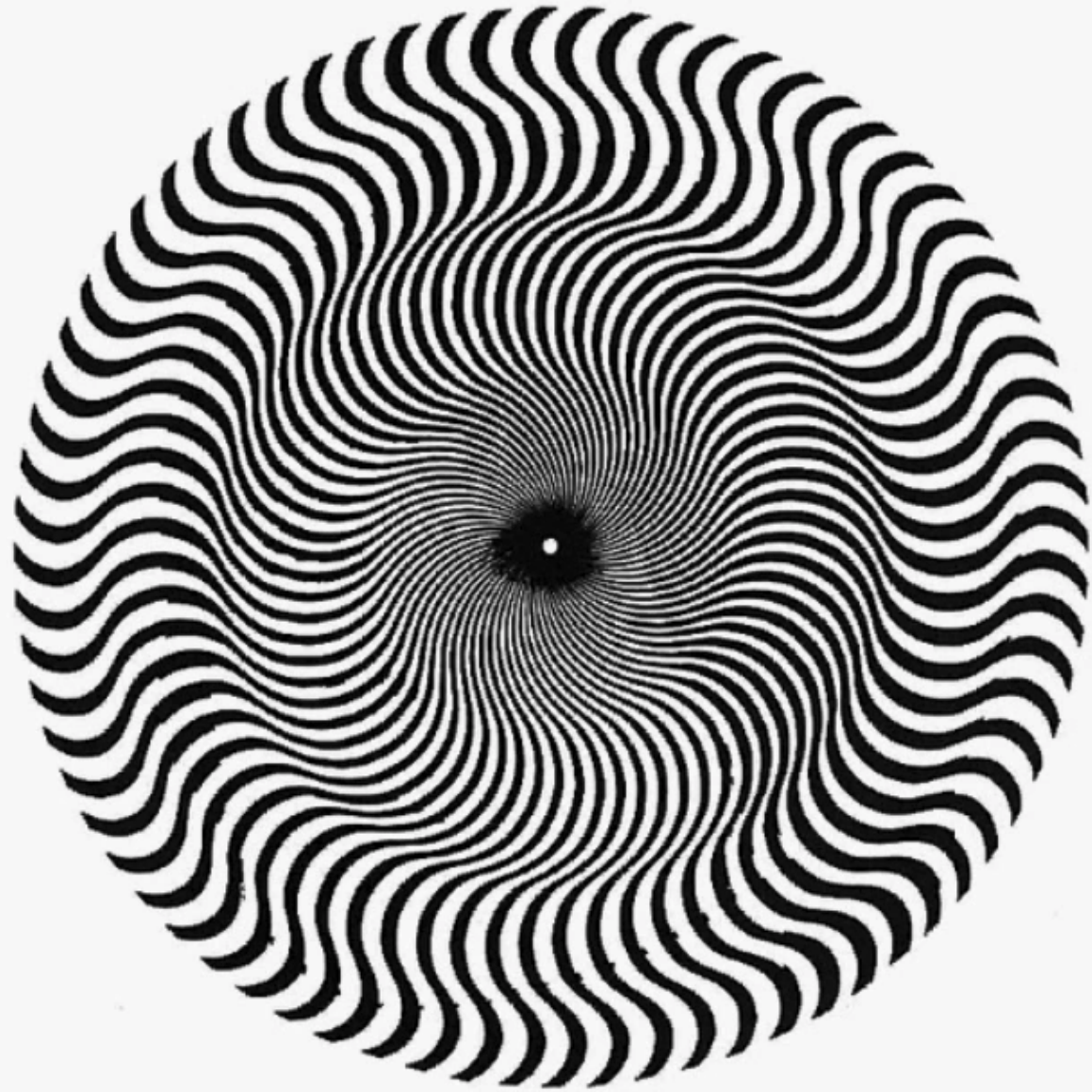


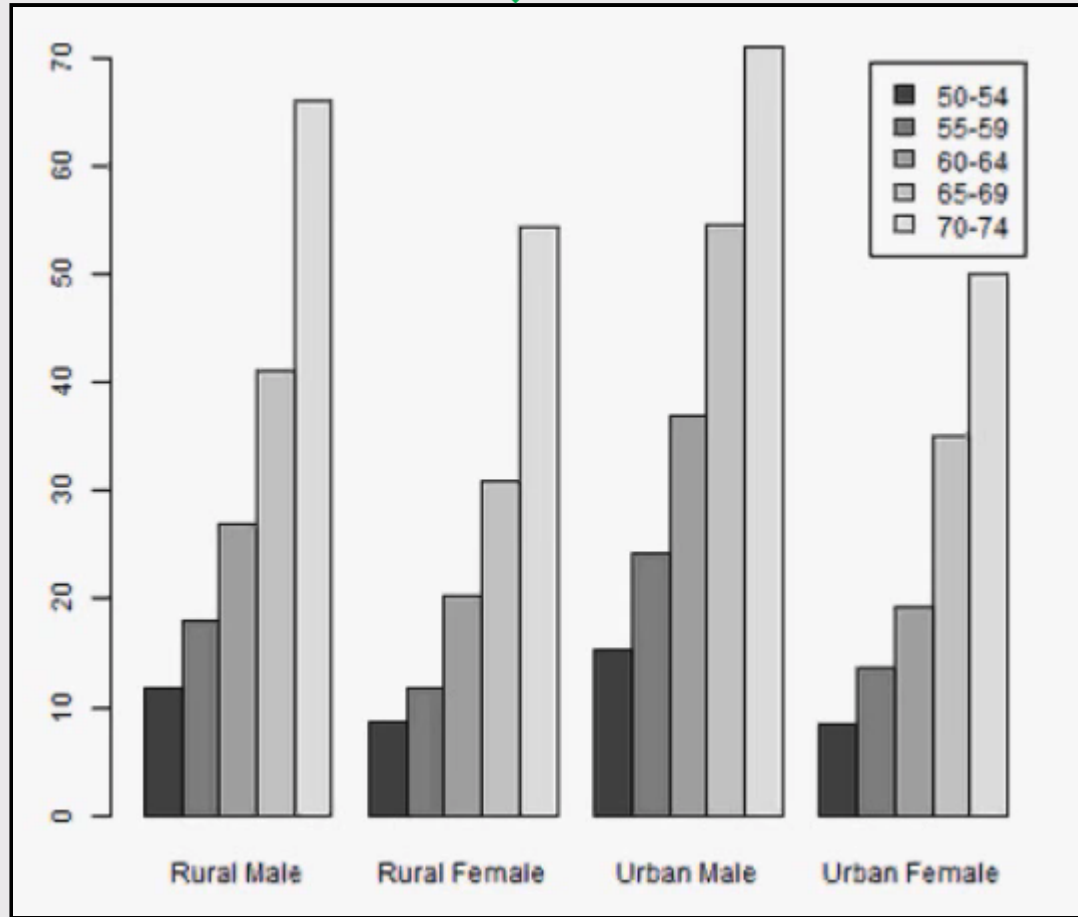
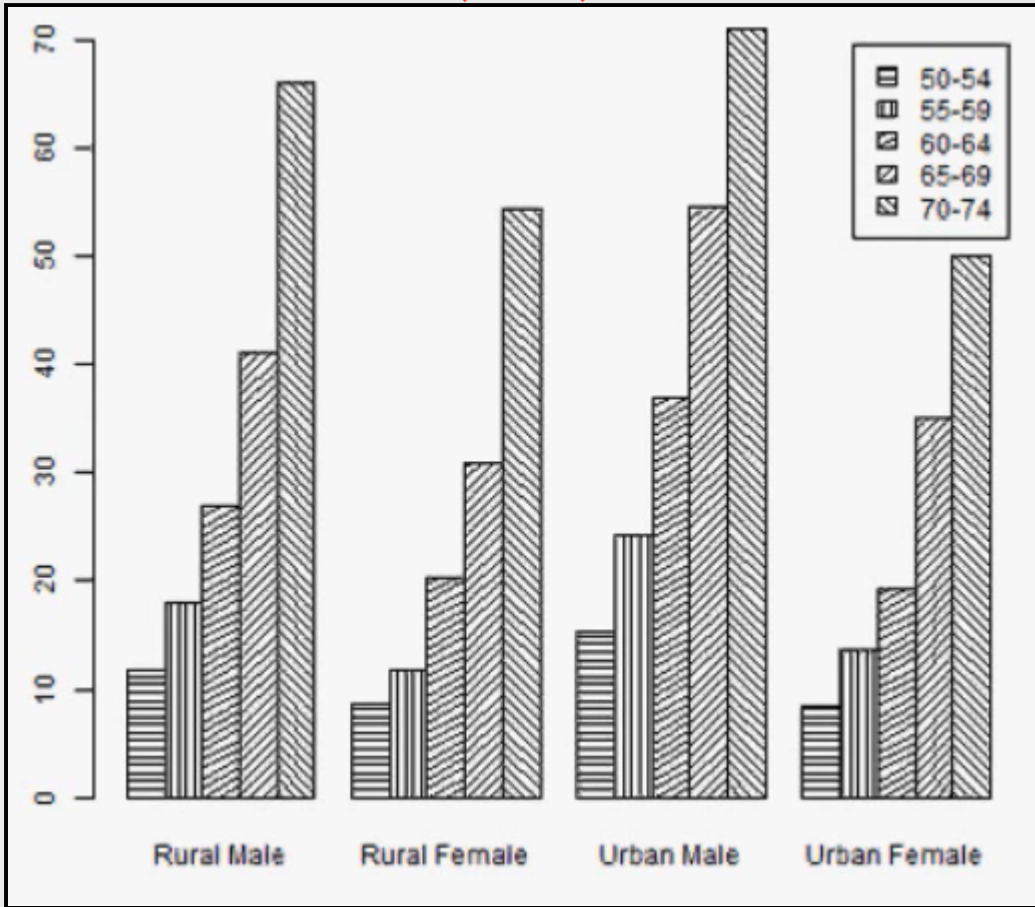
# 10 Data Viz Best Practices

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3. Don't lie
4. Don't use pie charts for proportions\*
5. Don't stack bars\*
6. Rotate and sort categorical axes\*
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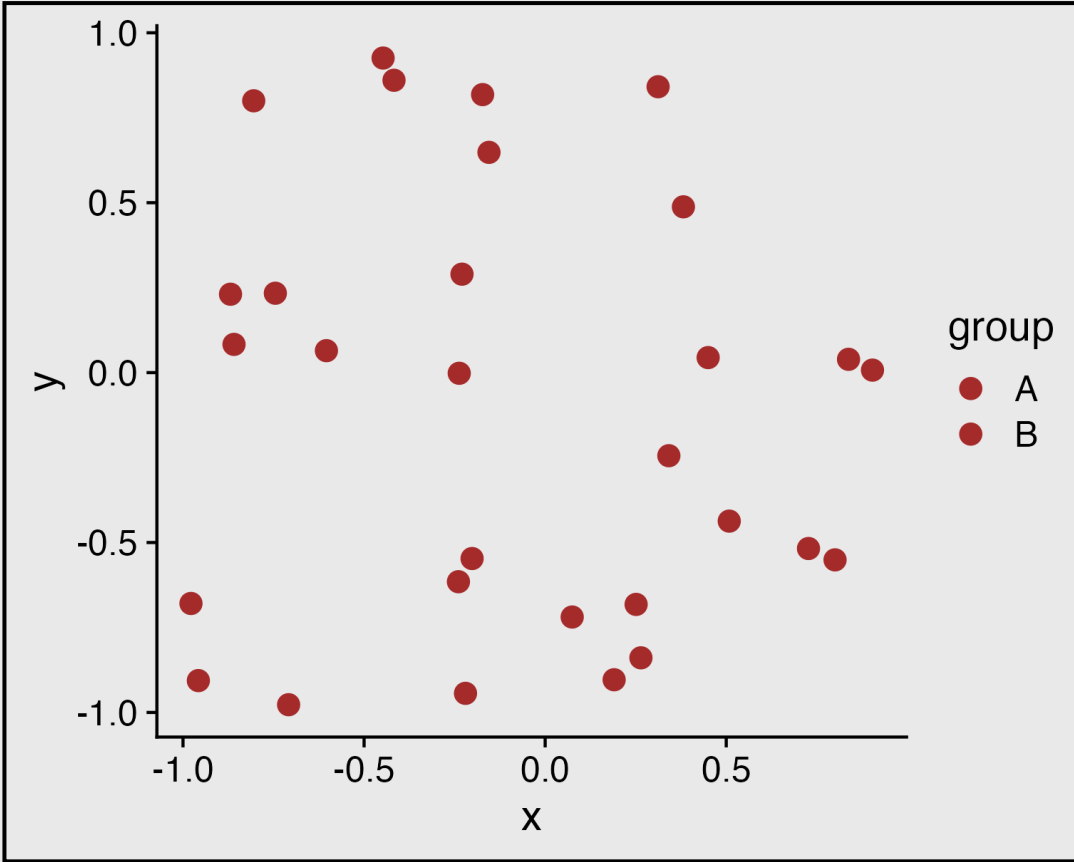
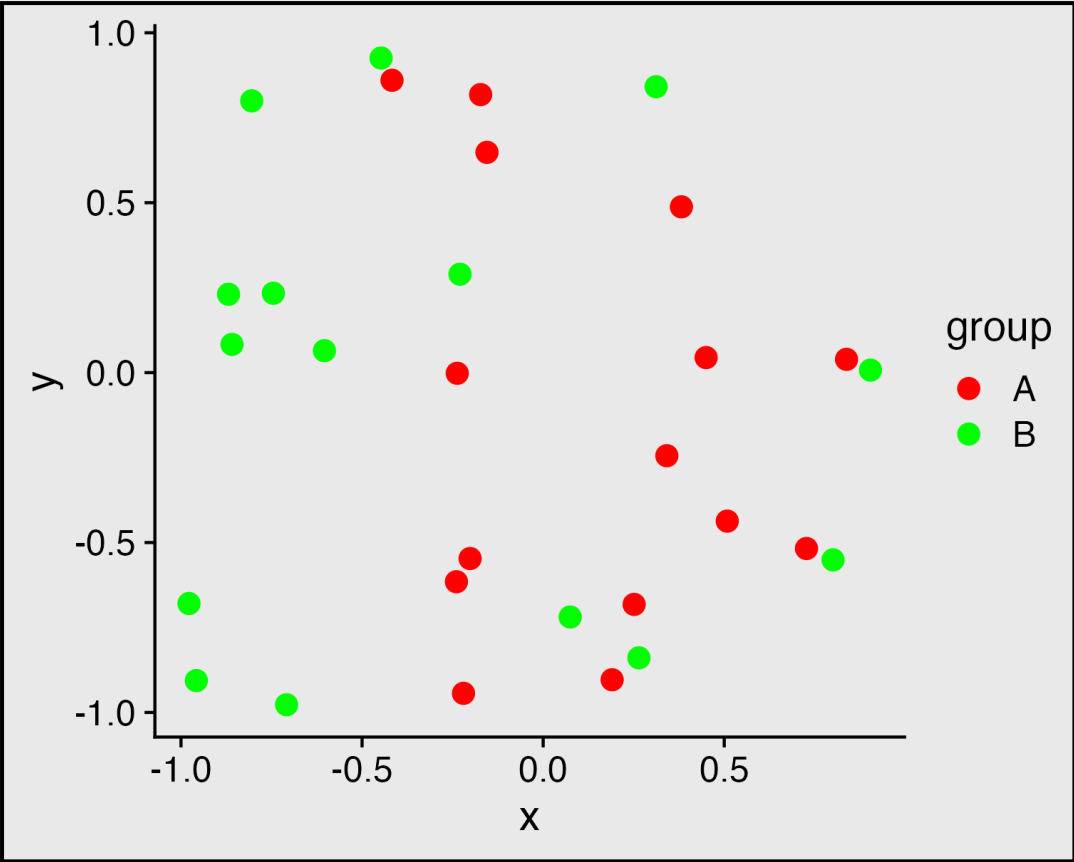


# 10 Data Viz Best Practices

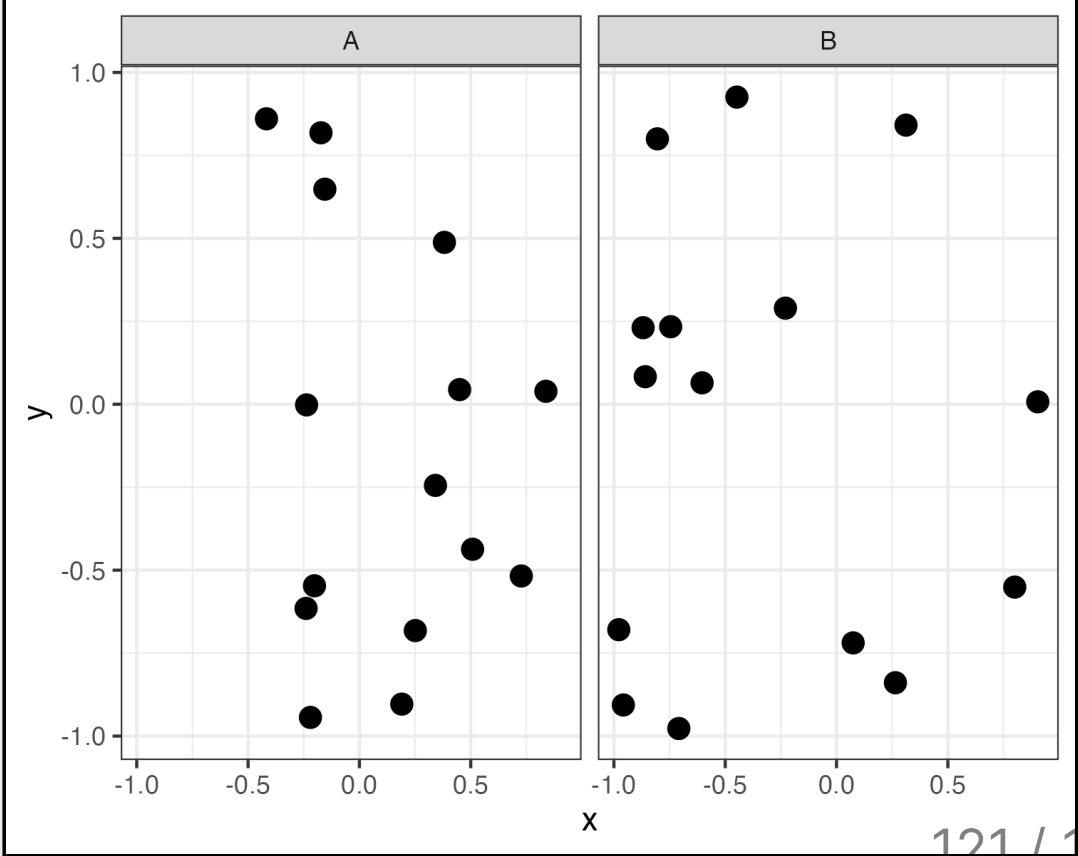
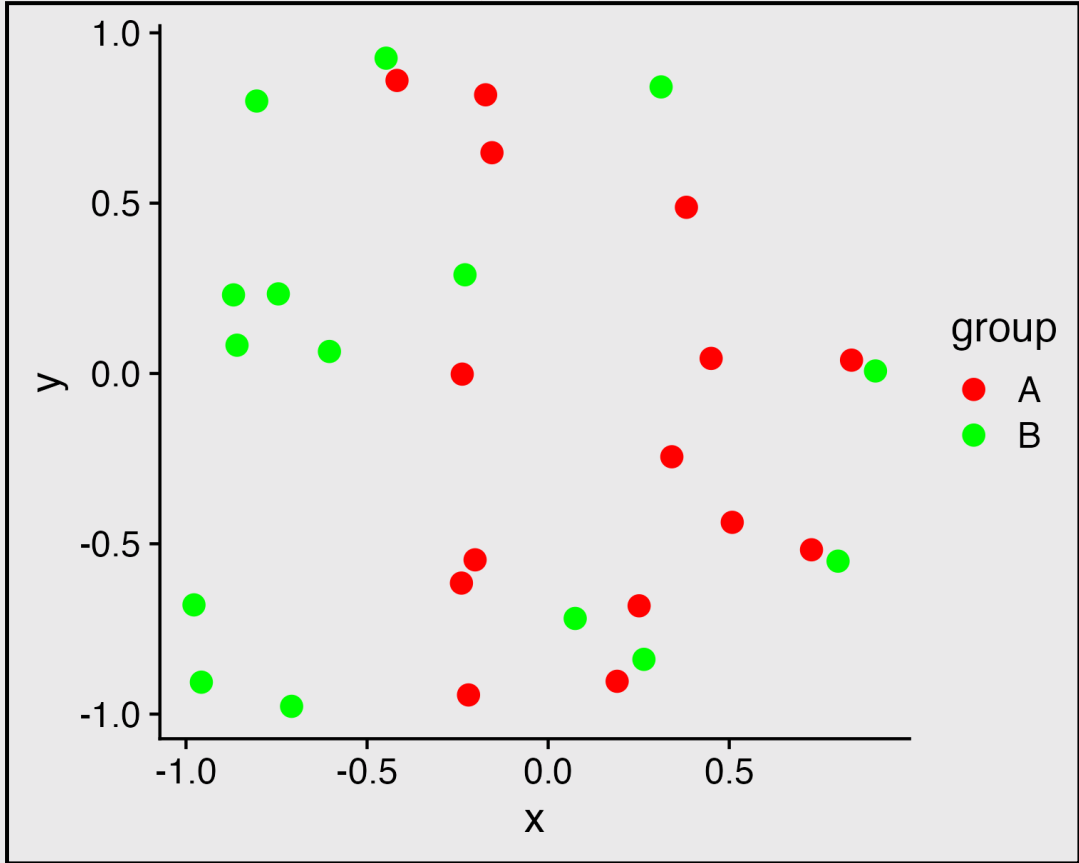
1. Remove chart chunk
2. Don't make 3D plots\*
3. Don't lie
4. Don't use pie charts for proportions\*
5. Don't stack bars\*
6. Rotate and sort categorical axes\*
7. Eliminate legends & directly label geoms\*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

\*most of the time

# 10% of males and 1% of females are color blind



# Facets can be used to avoid color altogether



# 10 Data Viz Best Practices

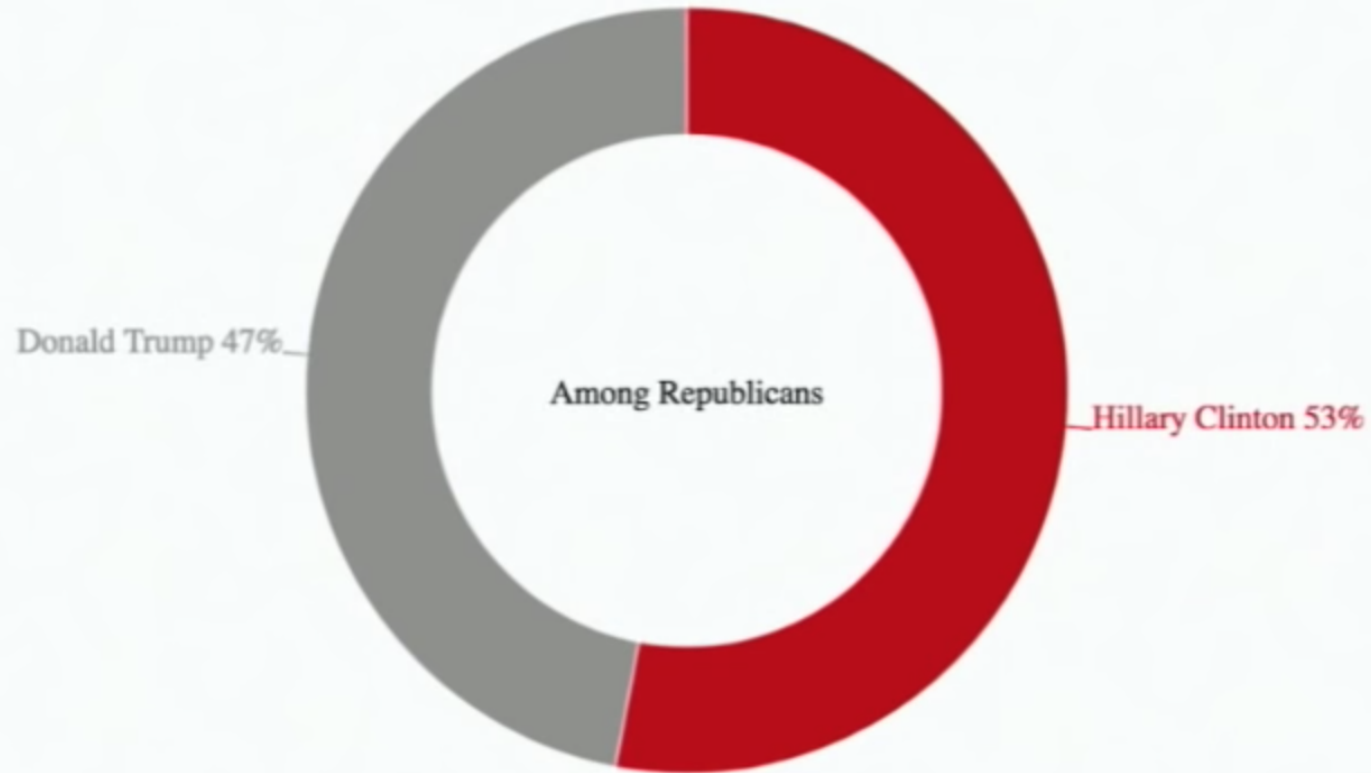
1. Remove chart chunk
2. Don't make 3D plots\*
3. Don't lie
4. Don't use pie charts for proportions\*
5. Don't stack bars\*
6. Rotate and sort categorical axes\*
7. Eliminate legends & directly label geoms\*
8. Don't use pattern fills
9. Don't use red & green together
10. Consider tables for small data sets

\*most of the time

# Who do you think did a better job in tonight's debate?

Among Republicans

Among Democrats



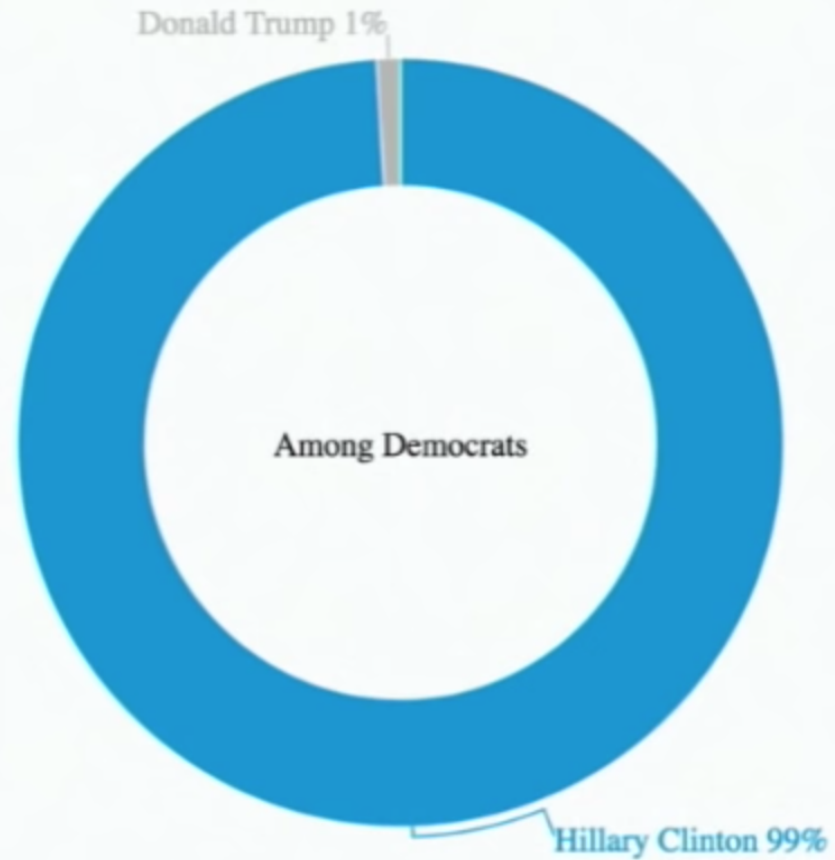
[Share](#)

POLITICO

# Who do you think did a better job in tonight's debate?

Among Republicans

Among Democrats



 Share

POLITICO

124 / 147



# Who do you think did a better job in tonight's debate?

	<b>Clinton</b>	<b>Trump</b>
Among Democrats	99%	1%
Among Republicans	53%	47%

## References:

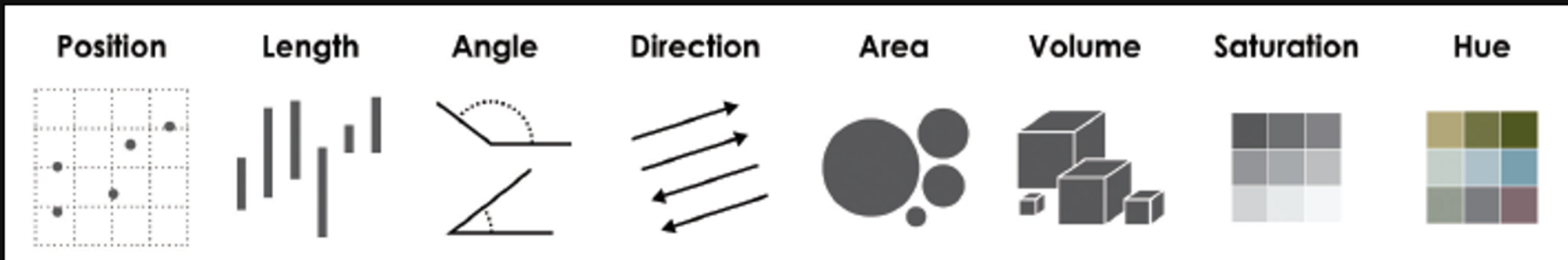
- [Data Viz "Cheat Sheet"](#)
- [Data Viz Reference Page](#)

# Your turn - go [here](#)

10:00

For your "bad" visualization:

1) Identify where the graphic falls on Cleveland's pattern recognition hierarchy

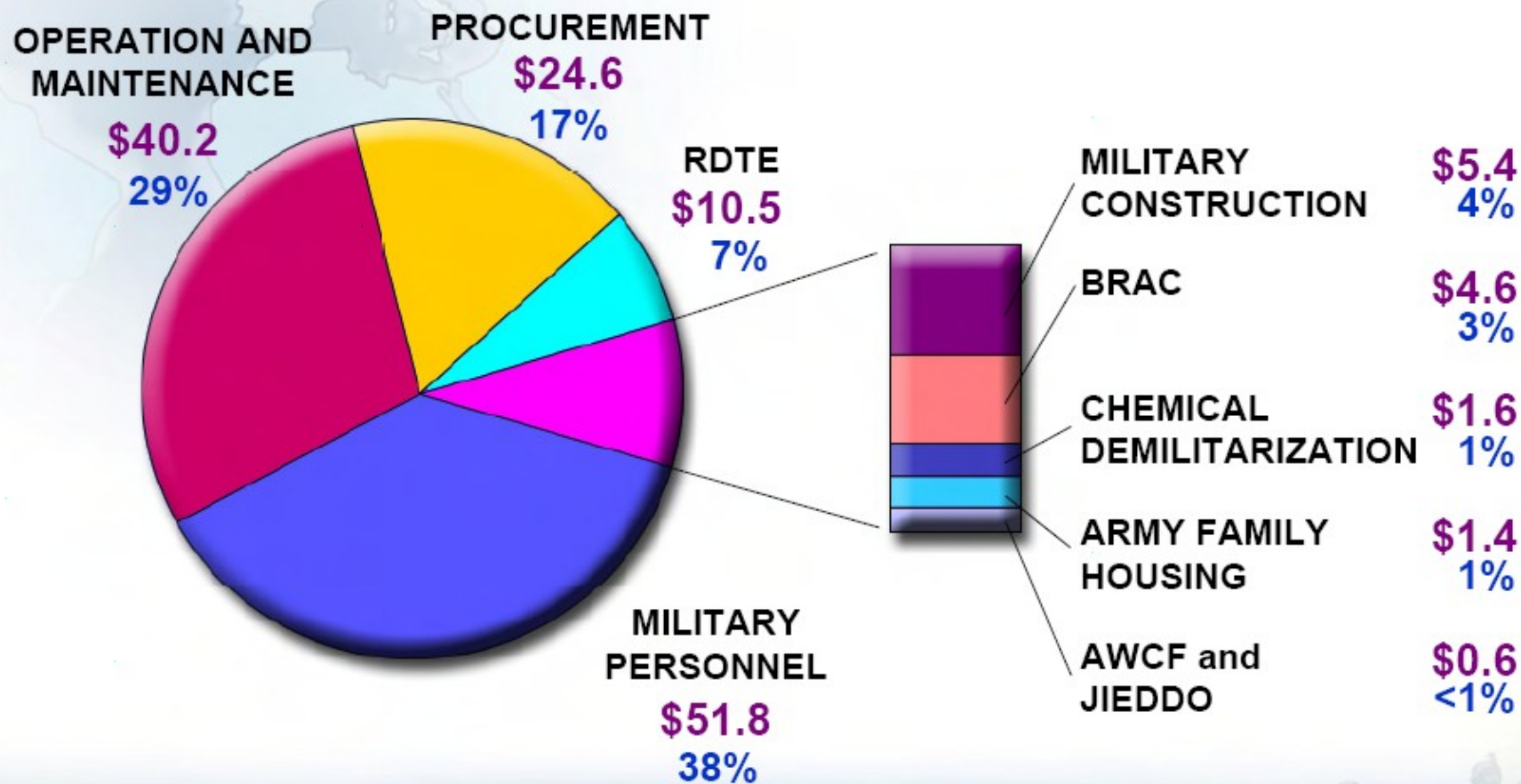


2) Any design rules that are broken

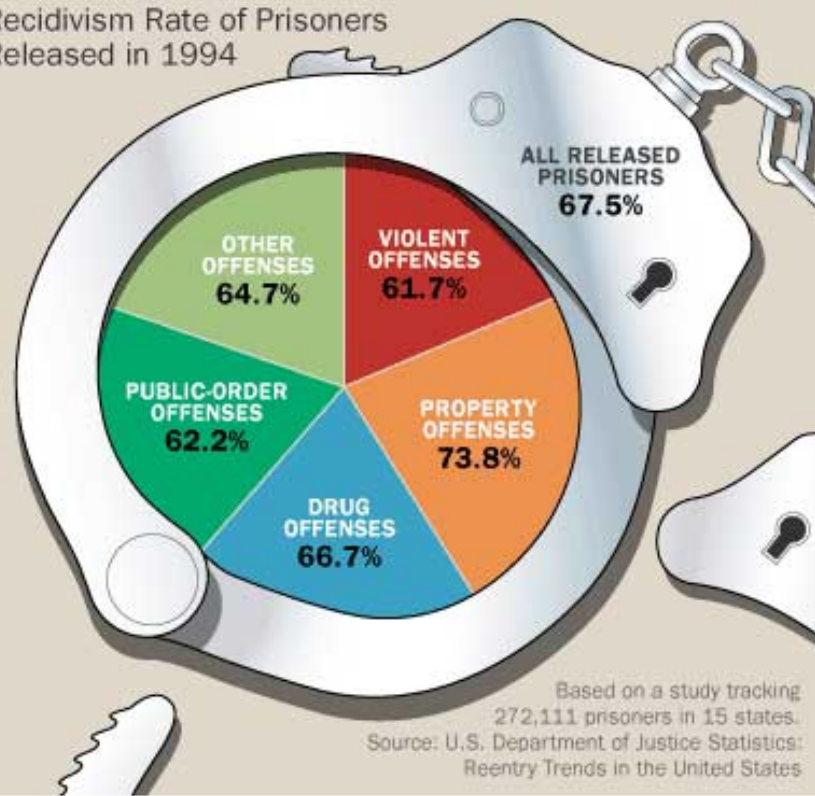
3) Suggest at least two improvements



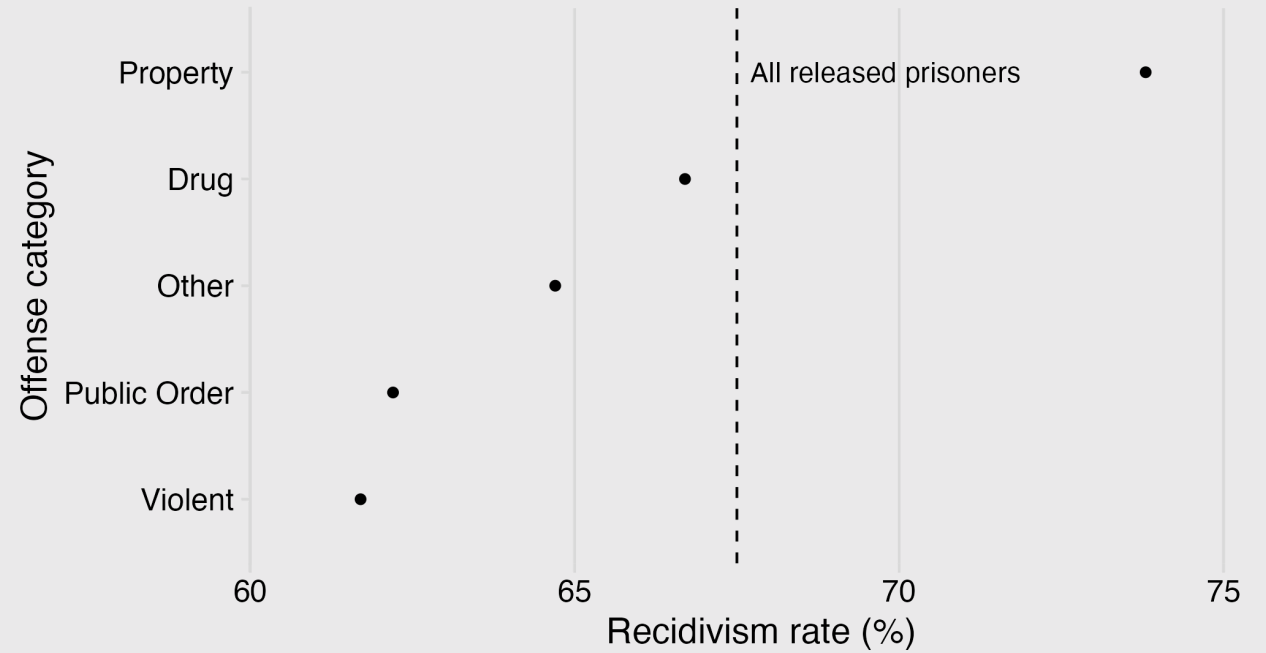
# FY09 Obligation Authority

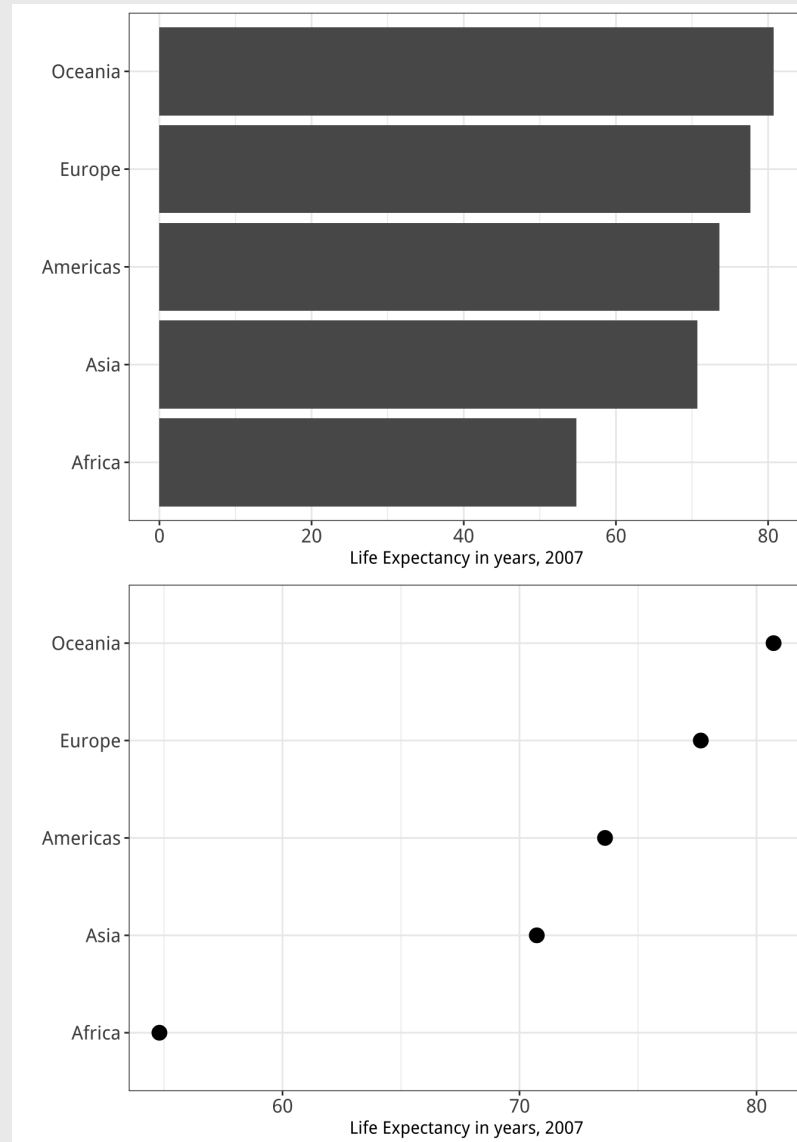
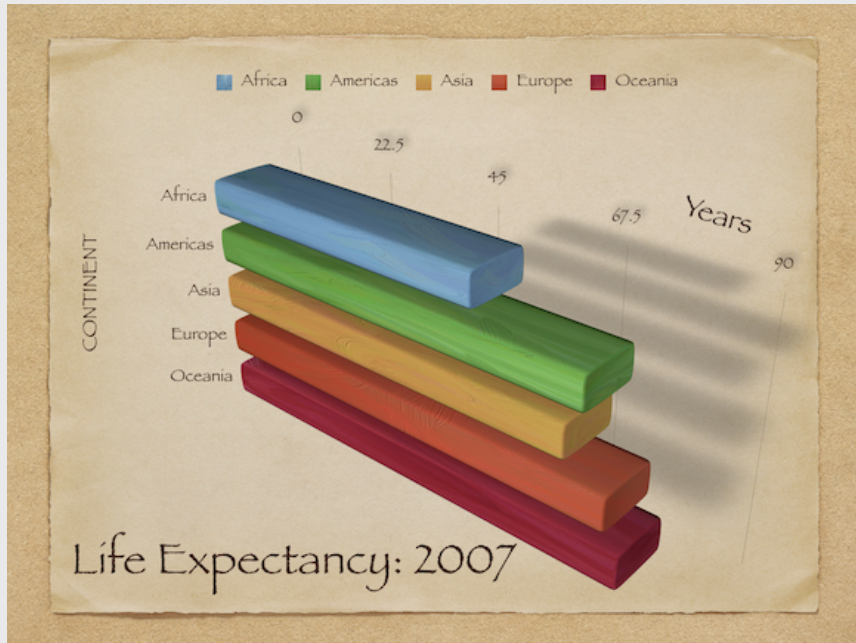


Recidivism Rate of Prisoners Released in 1994



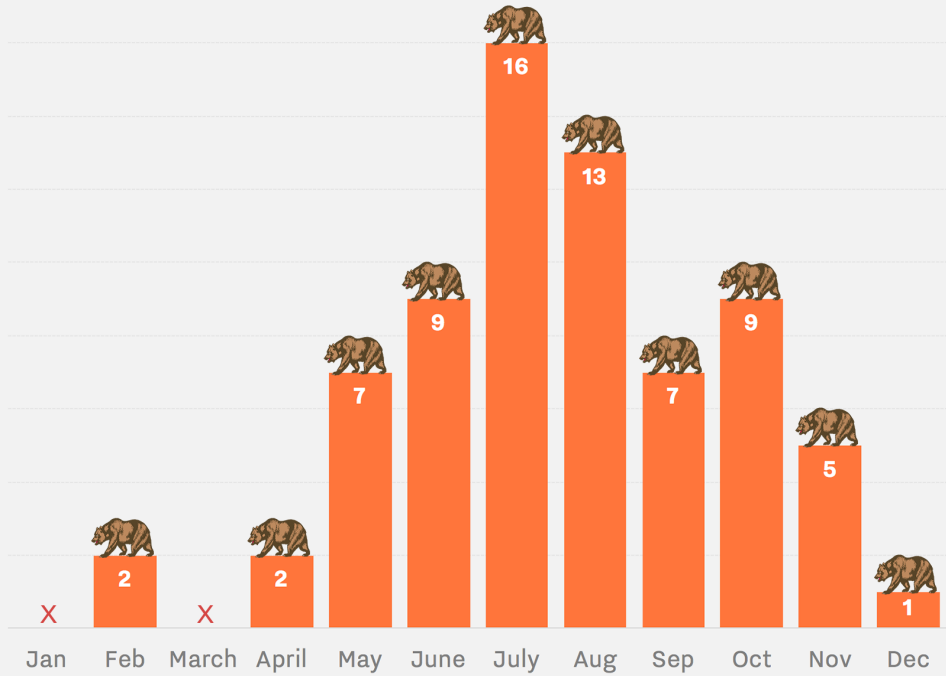
Recidivism rate of prisoners released in 1994





# Most fatal bear attacks occur in July and August

Total fatal bear attacks (grizzly, black, and polar), 1900 to present



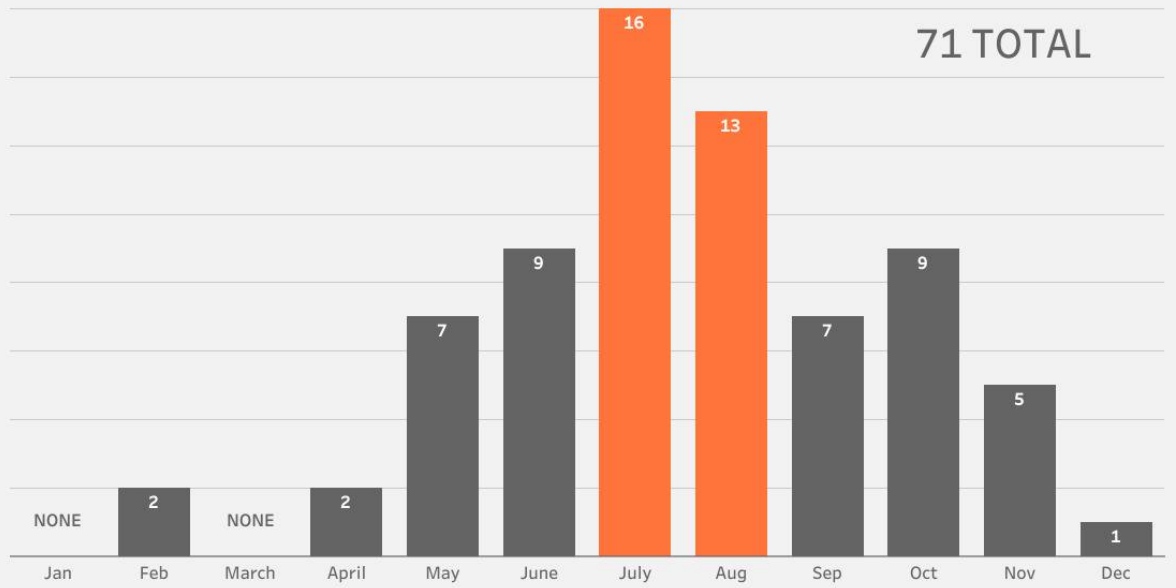
Source: News archives, Wikipedia



# BEAR ATTACKS IN U.S. PARKS & WILDERNESS AREAS

Most fatal bear attacks occur in July and August

Total fatal bear attacks by grizzly, black and polar bears from 1900 to present



Source: News archives, Wikipedia (as of 10/2016)

Created by Jeffrey A. Shaffer | MakeoverMonday 2019WK21

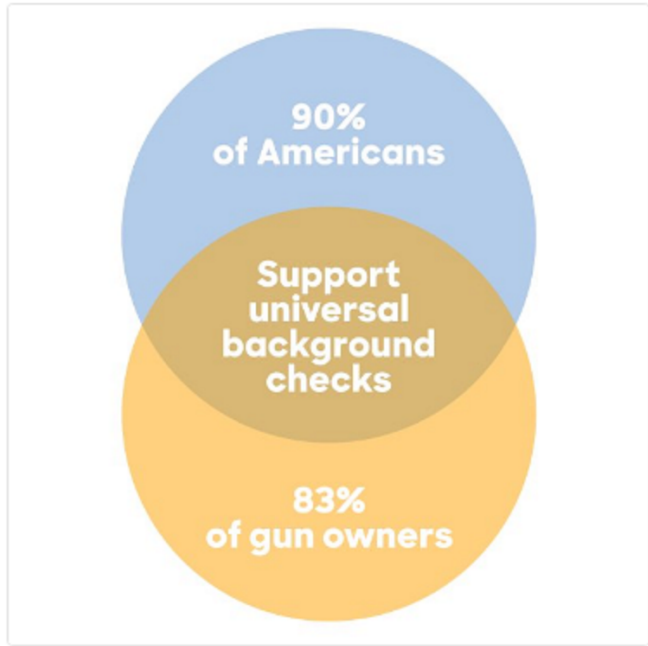


Hillary Clinton  
@HillaryClinton



Dear Congress,  
  
Let's get this done.  
  
Thanks,

The vast majority of Americans



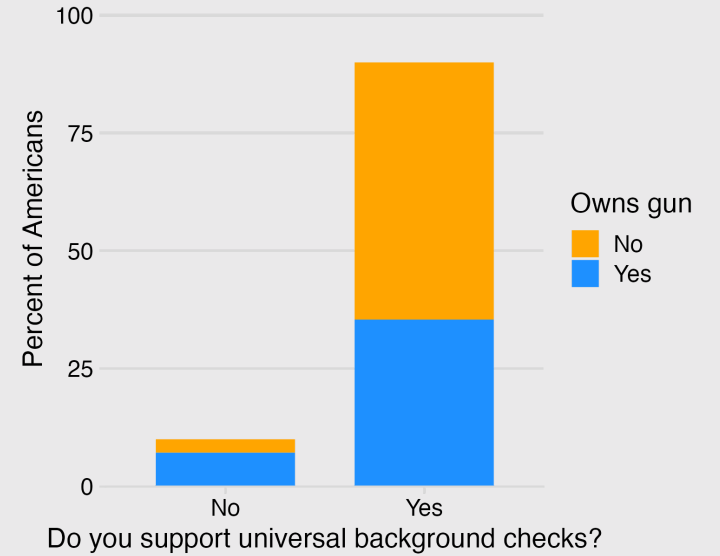
RETWEETS 2,308 LIKES 5,333



People who know how to make Venn Diagrams

Hillary's graphic design staff

The vast majority of Americans support universal background checks, including gun owners





# Week 6: *Visualizing Information*

1. The Human Visual-Memory System

2. The Psychology of Data Viz

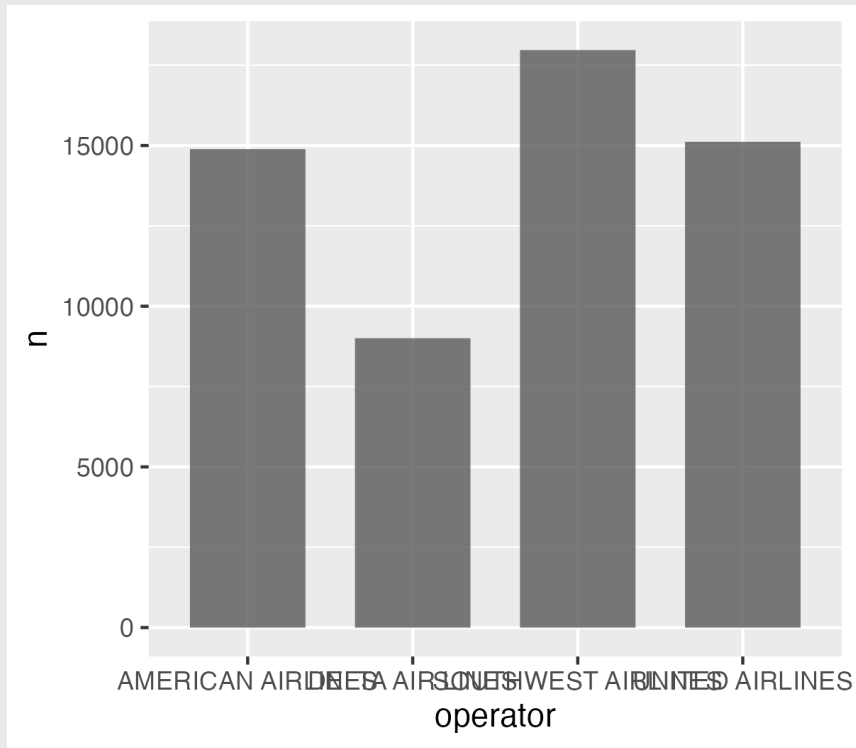
BREAK

3. 10 Data Viz Best Practices

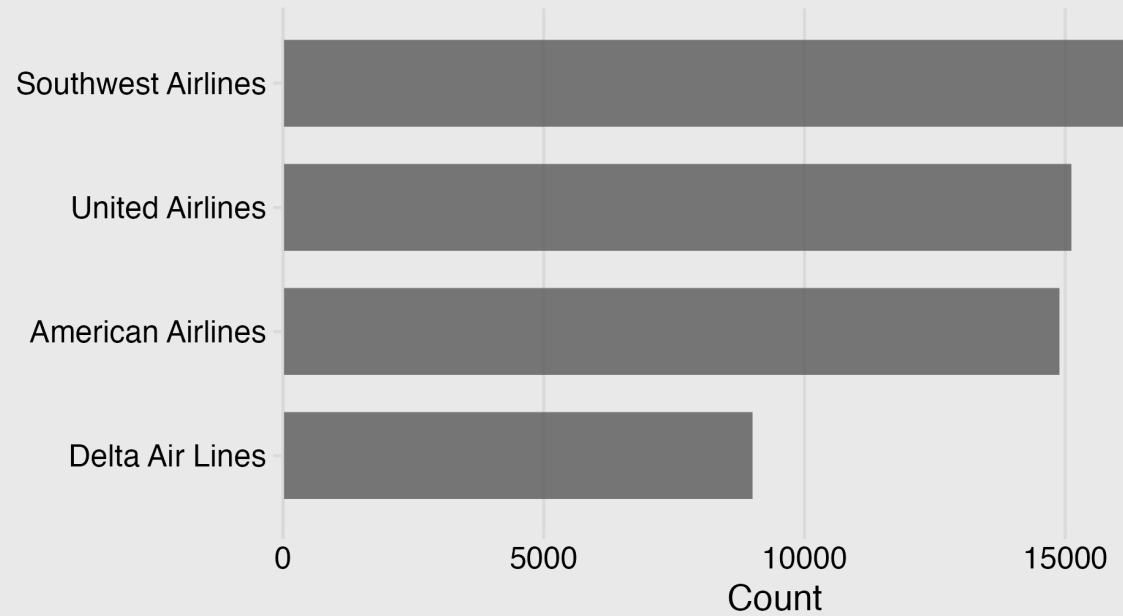
4. Making a (good) ggplot

# Making a (good) ggplot

Before:



After:



# Making a (good) ggplot

1. Format data frame
2. Add geoms
3. Flip coordinates?
4. Reorder factors?
5. Adjust scales
6. Adjust theme
7. Annotate

# 1) Format data frame

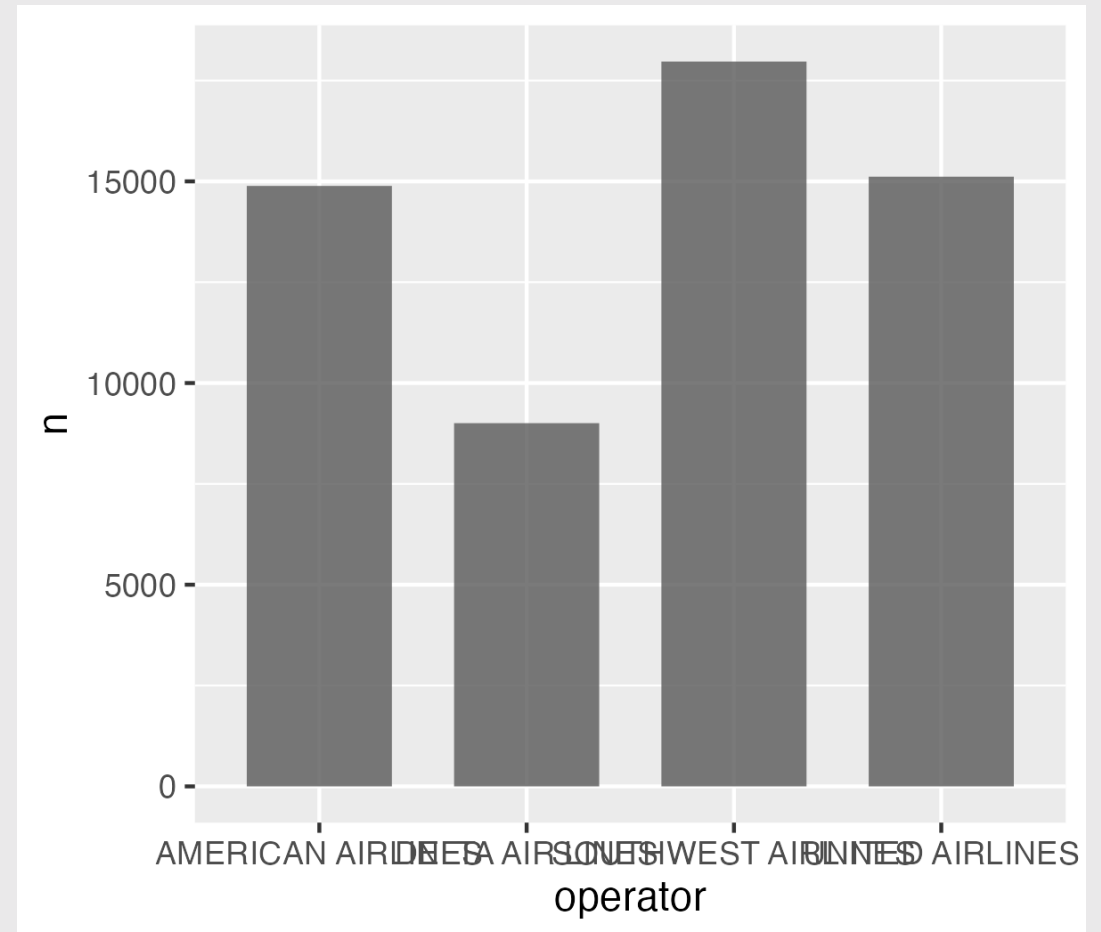
```
# Format the data frame
wildlife_impacts %>%
  count(operator)
```

```
#> # A tibble: 4 × 2
#>   operator          n
#>   <chr>          <int>
#> 1 AMERICAN AIRLINES 14887
#> 2 DELTA AIR LINES   9005
#> 3 SOUTHWEST AIRLINES 17970
#> 4 UNITED AIRLINES  15116
```

## 2) Add geoms

```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%

# Add geoms
ggplot() +
  geom_col(
    aes(x = operator, y = n),
    width = 0.7, alpha = 0.8)
```

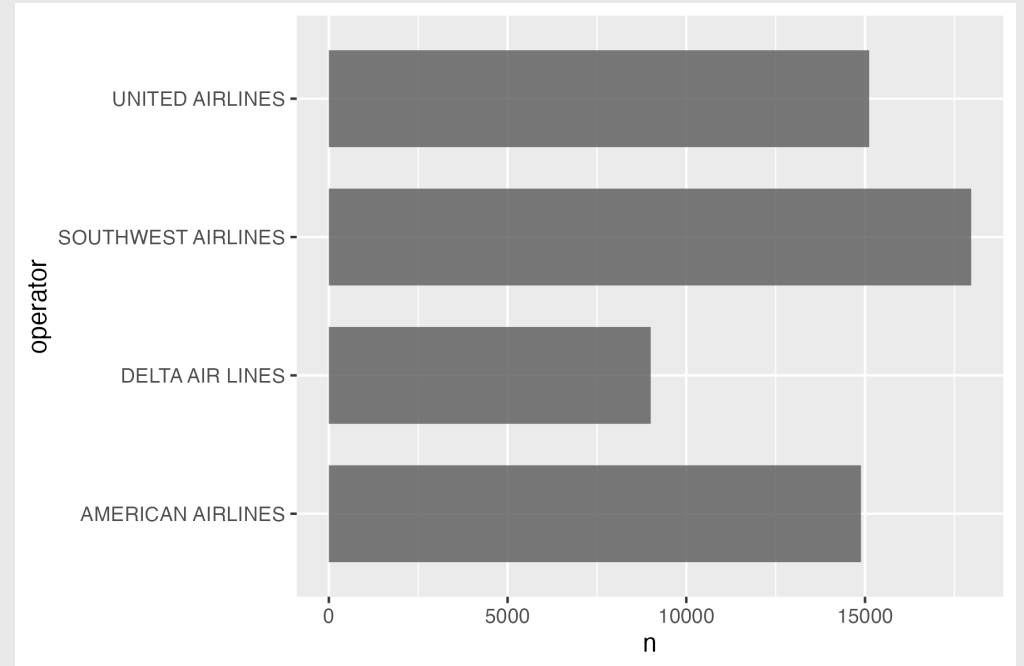


### 3) Flip coordinates - can you read the labels?

```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%

# Add geoms
ggplot() +
  geom_col(
    aes(x = operator, y = n),
    width = 0.7, alpha = 0.8) +

# Flip coordinates
coord_flip()
```



### 3) Flip coordinates - can you read the labels?

```
# Format the data frame
```

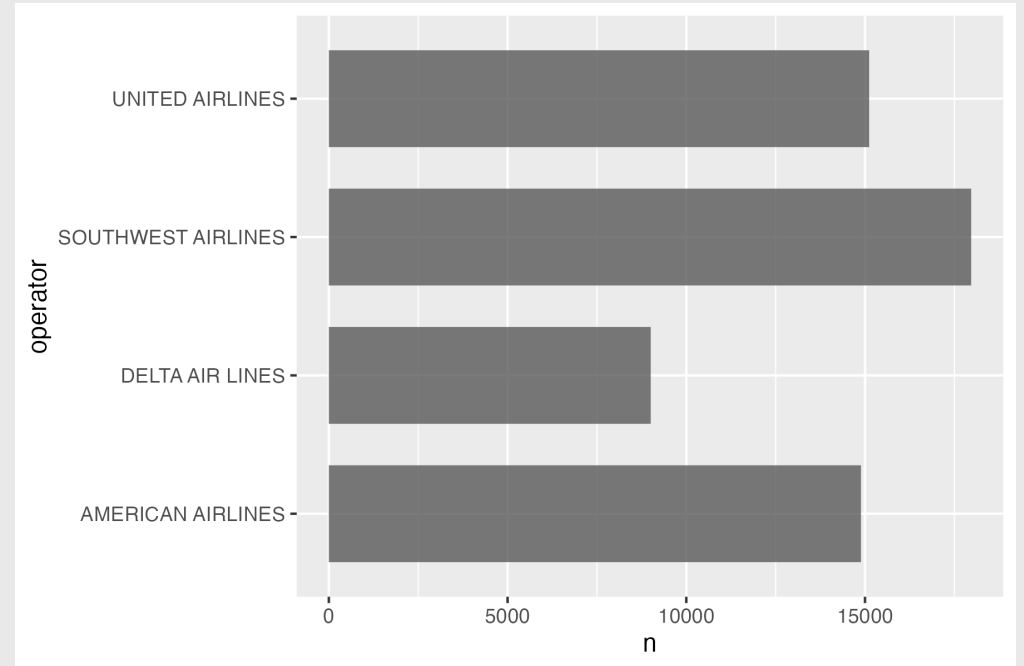
```
wildlife_impacts %>%  
  count(operator) %>%
```

```
# Add geoms
```

```
ggplot() +
```

```
  geom_col(
```

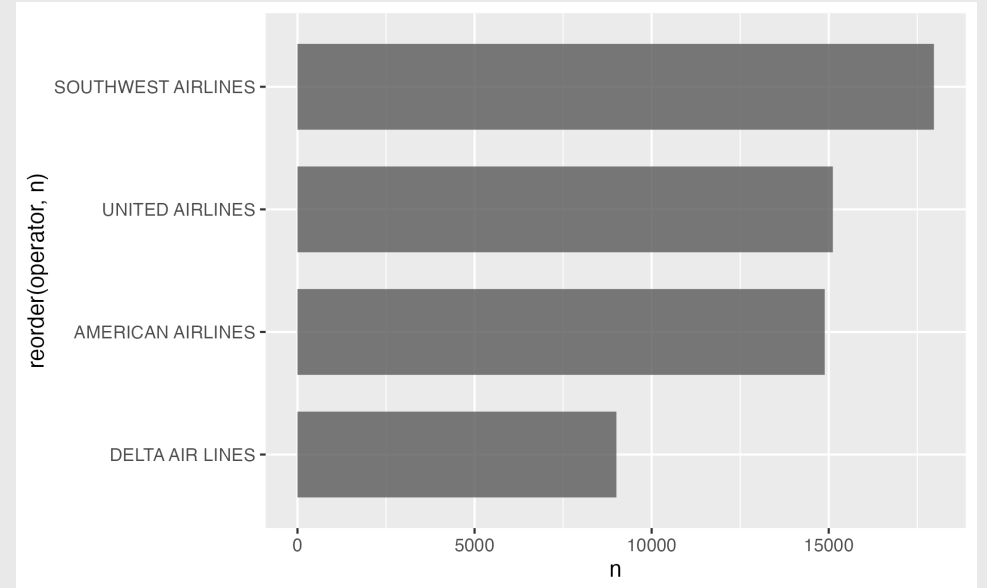
```
    aes(x = n, y = operator),  
    width = 0.7, alpha = 0.8)
```



## 4) Reorder factors with `reorder()`

```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%

# Add geoms
ggplot() +
  geom_col(
    aes(x = n, y = reorder(operator, n)),
    width = 0.7, alpha = 0.8)
```



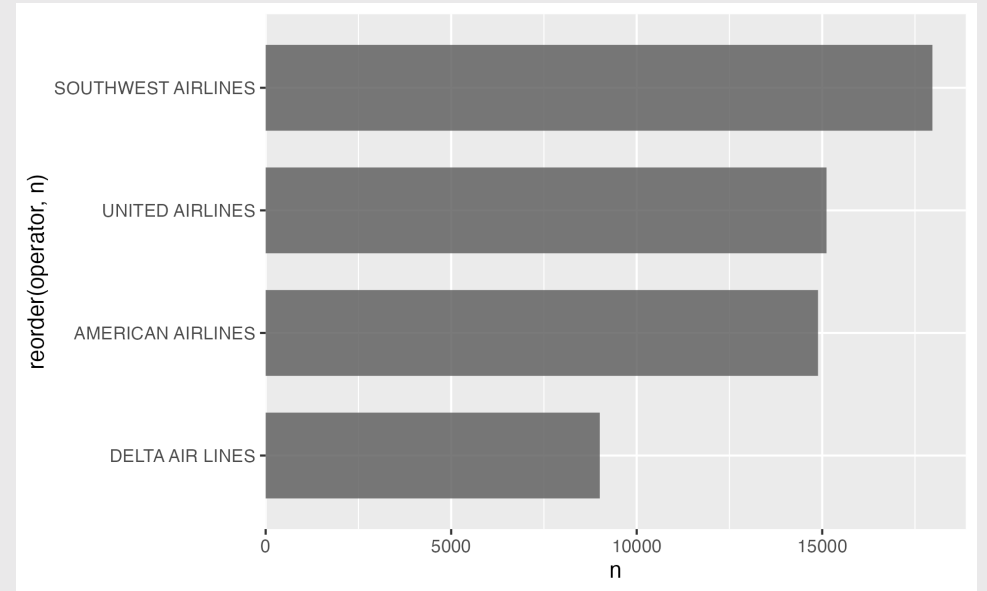


## 5) Adjust scales

```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%

# Add geoms
ggplot() +
  geom_col(
    aes(x = n, y = reorder(operator, n)),
    width = 0.7, alpha = 0.8) +

# Adjust x axis scale
scale_x_continuous(
  expand = expansion(mult = c(0, 0.05)))
```

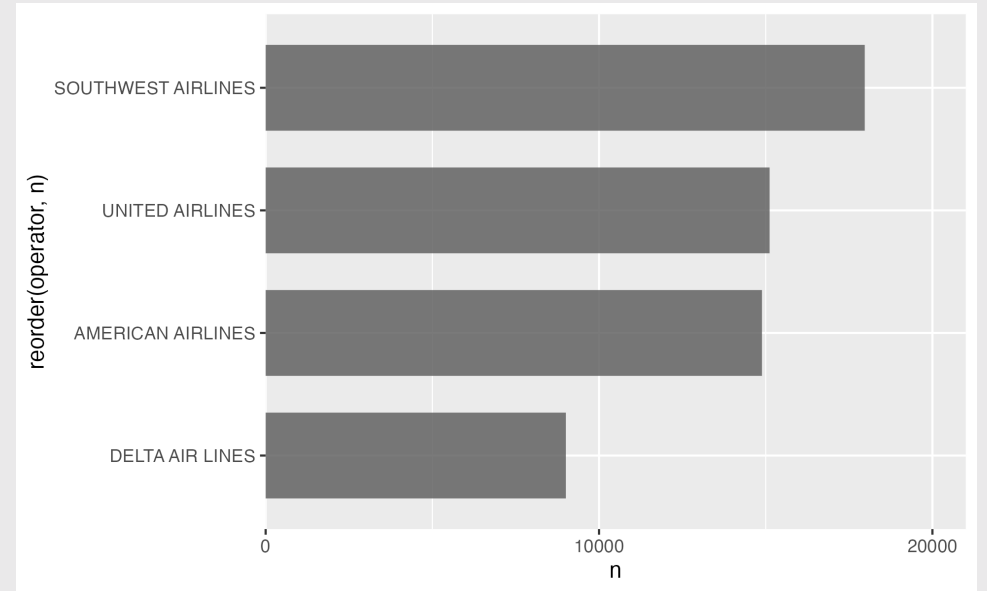


## 5) Adjust scales - customize break points (if you want)

```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%

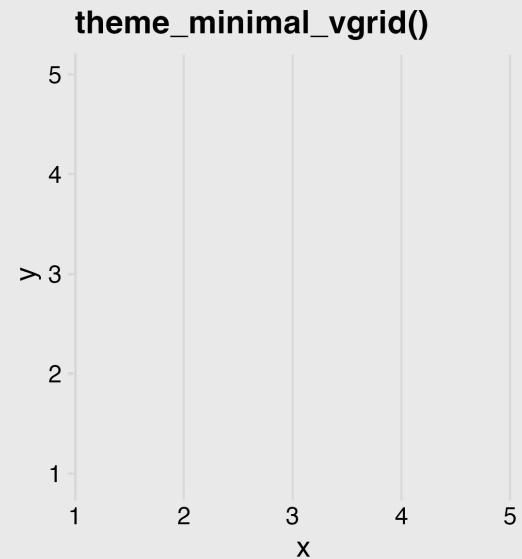
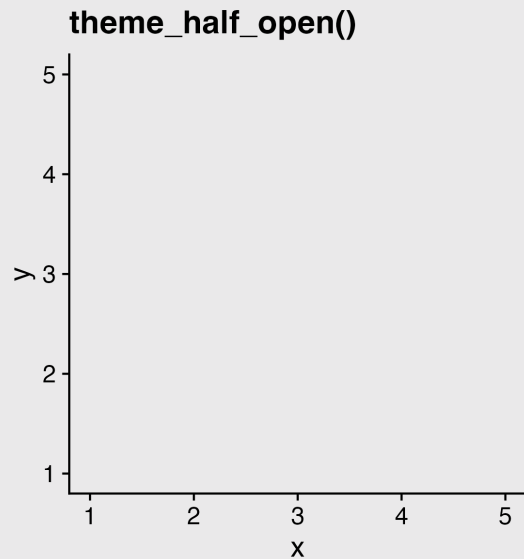
# Add geoms
ggplot() +
  geom_col(
    aes(x = n, y = reorder(operator, n)),
    width = 0.7, alpha = 0.8) +

# Adjust x axis scale
scale_x_continuous(
  expand = expansion(mult = c(0, 0.05)),
  breaks = c(0, 10000, 20000),
  limits = c(0, 20000))
```



## 6) Adjust theme

Four `cowplot` themes you should know



## 6) Adjust theme

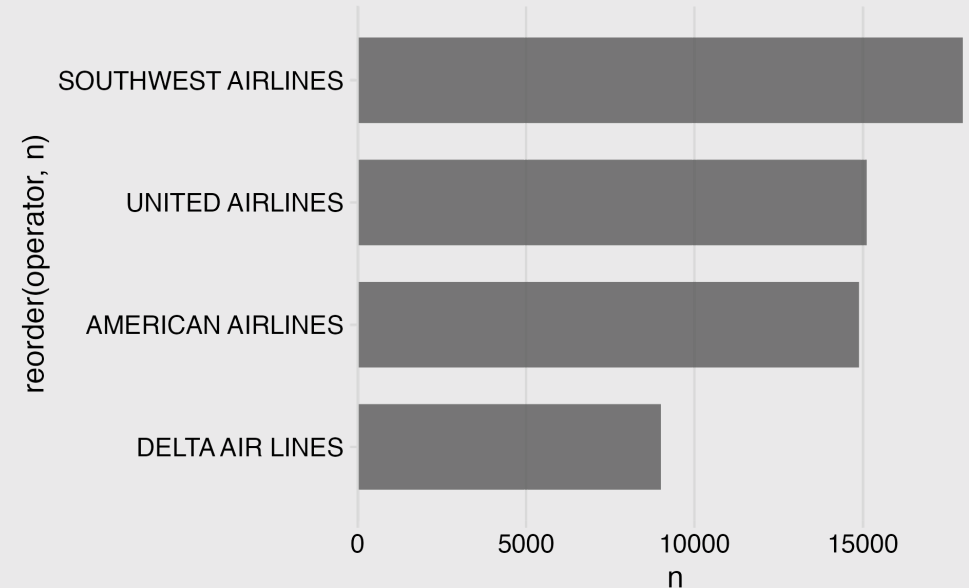
For horizontal bars, add only vertical grid

```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%

# Add geoms
ggplot() +
  geom_col(
    aes(x = n, y = reorder(operator, n)),
    width = 0.7, alpha = 0.8) +

# Adjust x axis scale
scale_x_continuous(
  expand = expansion(mult = c(0, 0.05))) +

# Adjust theme
theme_minimal_vgrid()
```



# 7) Annotate

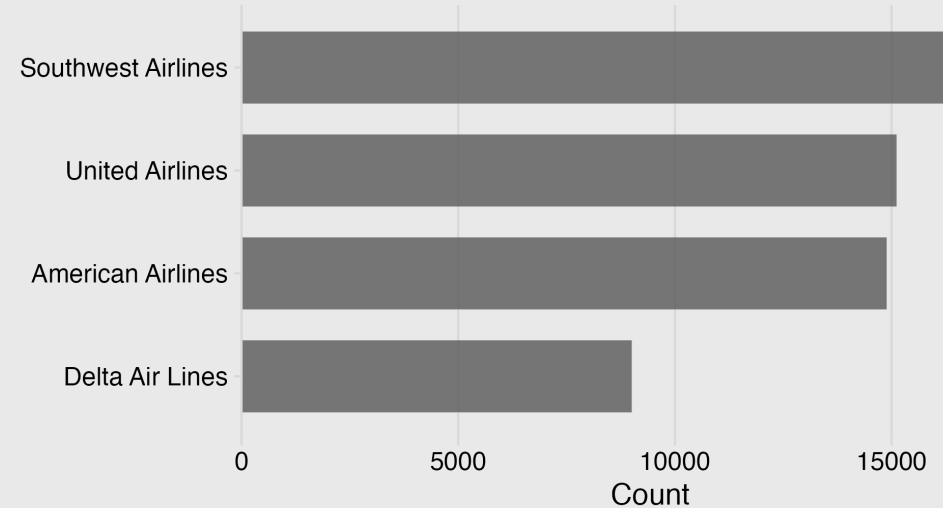
```
# Format the data frame
wildlife_impacts %>%
  count(operator) %>%
  mutate(operator = str_to_title(operator)) %>%

# Add geoms
ggplot() +
  geom_col(
    aes(x = n, y = reorder(operator, n)),
    width = 0.7, alpha = 0.8) +

# Adjust x axis scale
scale_x_continuous(
  expand = expansion(mult = c(0, 0.05))) +

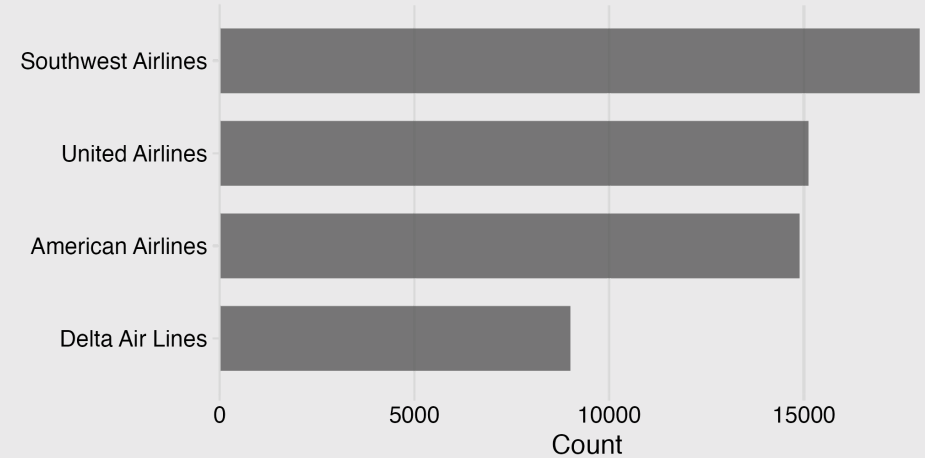
# Adjust theme
theme_minimal_vgrid() +

# Annotate
labs(
  x = 'Count',
  y = NULL)
```



# Finished product

```
wildlife_impacts %>%  
  count(operator) %>%  
  mutate(operator = str_to_title(operator)) %>%  
  ggplot() +  
  geom_col(  
    aes(x = n, y = reorder(operator, n)),  
    width = 0.7, alpha = 0.8) +  
  scale_x_continuous(  
    expand = expansion(mult = c(0, 0.05))) +  
  theme_minimal_vgrid() +  
  labs(  
    x = 'Count',  
    y = NULL)
```



# Your turn

15:00

Use the `gapminder.csv` data to create the following plot, following these steps:

1. Format data frame
2. Add geoms
3. Flip coordinates?
4. Reorder factors?
5. Adjust scales
6. Adjust theme
7. Annotate

