

# Text and Document Visualization 2



CS 7450 - Information Visualization  
October 31, 2012  
John Stasko

## Example Tasks & Goals

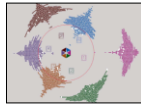


- Which documents contain text on topic XYZ?
- Which documents are of interest to me?
- Are there other documents that are similar to this one (so they are worthwhile)?
- How are different words used in a document or a document collection?
- What are the main themes and ideas in a document or a collection?
- Which documents have an angry tone?
- How are certain words or themes distributed through a document?
- Identify "hidden" messages or stories in this document collection.
- How does one set of documents differ from another set?
- Quickly gain an understanding of a document or collection in order to subsequently do XYZ.
- Find connections between documents.

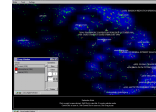
# This Week's Agenda



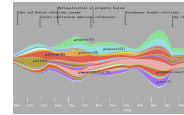
Visualization for IR  
Helping search



Visualizing text  
Showing words,  
phrases, and  
sentences



Visualizing document sets  
Words & sentences  
Analysis metrics  
Concepts & themes



Last Time

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## Related Topic - Sensemaking

Recall



- Sensemaking
  - Gaining a better understanding of the facts at hand in order to take some next steps
  - (Better definitions in VA lecture)
- InfoVis can help make a large document collection more understandable more rapidly

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# Today's Agenda



- Move to collections of documents
  - Still do words, phrases, sentences
  - Add
    - More context of documents
    - Document analysis metrics
    - Document meta-data
    - Document entities
    - Connections between documents
    - Documents concepts and themes

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# Various Document Metrics



- Goals?
- Different variables for literary analysis
  - Average word length
  - Syllables per word
  - Average sentence length
  - Percentage of nouns, verbs, adjectives
  - Frequencies of specific words
  - Hapax Legomena – number of words that occur once

Keim & Oelke  
VAST '07

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# Vis

Each block represents a contiguous set of words, eg, 10,000 words

Do partial overlap in blocks for a smoother appearance

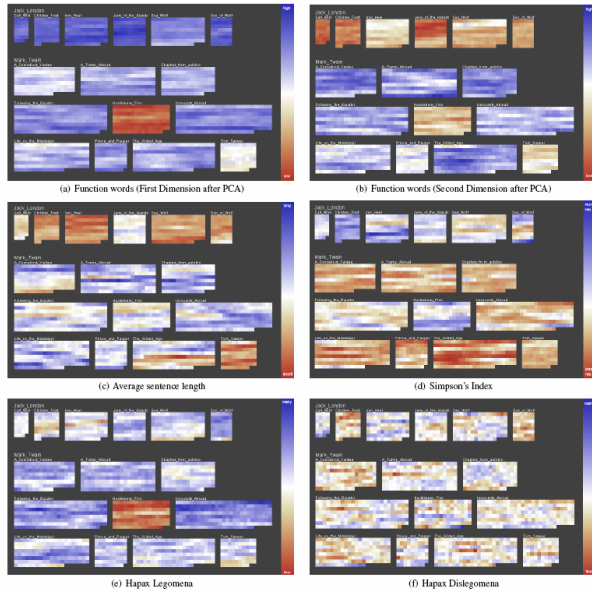


Figure 2: Fingerprints of books of Mark Twain and Jack London. Different measures for authorship attribution are tested. If a measure is able to discriminate between the two authors, the visualizations of the books that are written by the same author will equal each other more than the visualizations of books written by different authors. It can easily be seen that this is not true for every measure (e.g. Hapax Dislegomena). Furthermore, it is interesting to observe that the book *Huckleberry Finn* sticks out in a number of measures as if it is not written by Mark Twain.

# The Bible

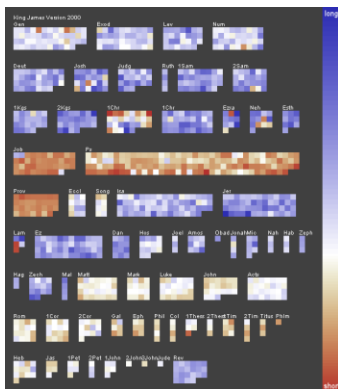


Figure 4: Visual Fingerprint of the Bible. Each pixel represents one chapter of the bible and color is mapped to the average verse length. Interesting characteristics such as the generally shorter verses of the poetry books, the inhomogeneity of the 1. Book of Chronicles or the difference between the Old Testament and the New Testament can be perceived.

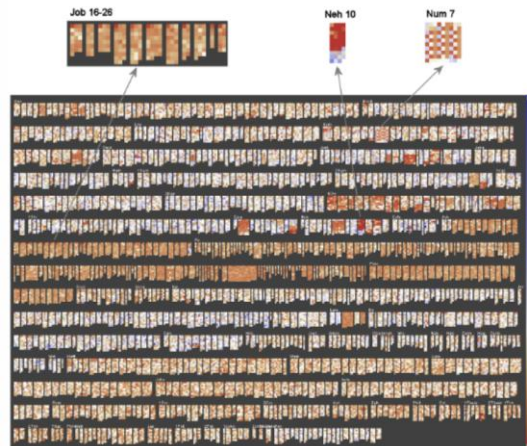


Figure 5: Visual Fingerprint of the Bible. More detailed view on the bible in which each pixel represents a single verse and verses are grouped to chapters. Color is again mapped to verse length. The detailed view reveals some interesting patterns that are camouflaged in the averaged version of fig. 4.

# Follow-On Work



- Focus on readability metrics of documents
- Multiple measures of readability
  - Provide quantitative measures
- Features used:
  - Word length
  - Vocabulary complexity
  - Nominal forms
  - Sentence length
  - Sentence structure complexity

Oelke & Keim  
VAST '10

# Visualization & Metrics



	Voc. Difficulty	Word Length	Nominal Forms	Sent. Length	Compl. Sent. Struc.
(a) The intention of TileBars [9] is to provide a compact but yet meaningful representation of Information Retrieval results, whereas the FeatureLens technique, presented in [5], was designed to explore interesting text patterns which are suggested by the system, find meaningful co-occurrences of them, and identify their temporal evolution.					
(b) This includes aspects like ensuring contextual coherency, avoiding unknown vocabulary and difficult grammatical structures.					

Figure 5: Two example sentences whose overall readability score is about the same. The detail view reveals the different reasons why the sentences are difficult to read.

Uses heatmap style vis (blue-readable, red-unreadable)

# Interface

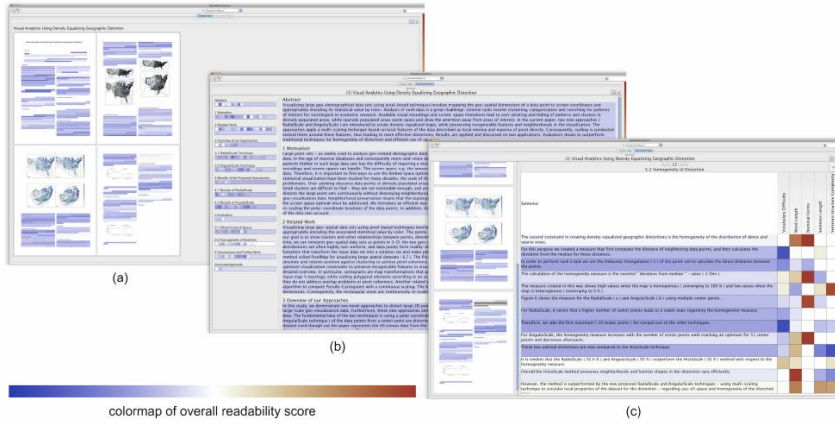


Figure 3: Screenshot of the VisRA tool on 3 different aggregation levels. (a) Corpus View (b) Block View (c) Detail View. To display single features, the colormap is generated as described in section 3.4 and figure 2.

# Their Paper (Before & After)

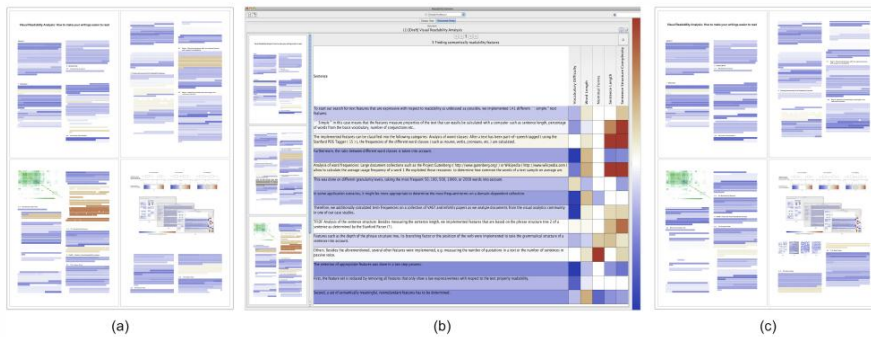


Figure 6: Revision of our own paper. (a) The first four pages of the paper as structure thumbnails before the revision. (b) Detail view for one of the sections. (c) Structure thumbnails of the same pages after the revision.

## Comment from the Talk



- In academic papers, you want your abstract to be really readable
- Would be cool to compare rejected papers to accepted papers

## Overviews of Documents

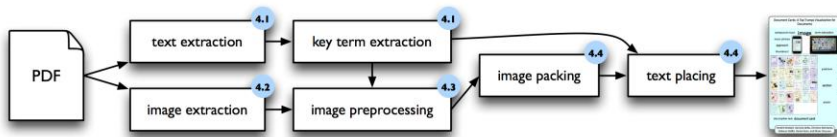


- Can we provide a quick browsing, overview UI, maybe especially useful for small screens?

# Document Cards



- Compact visual representation of a document
- Show key terms and important images



Strobelt et al  
*TVCG (InfoVis) '09*

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# Representation



Layout algorithm searches for empty space rectangles to put things

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# Interaction



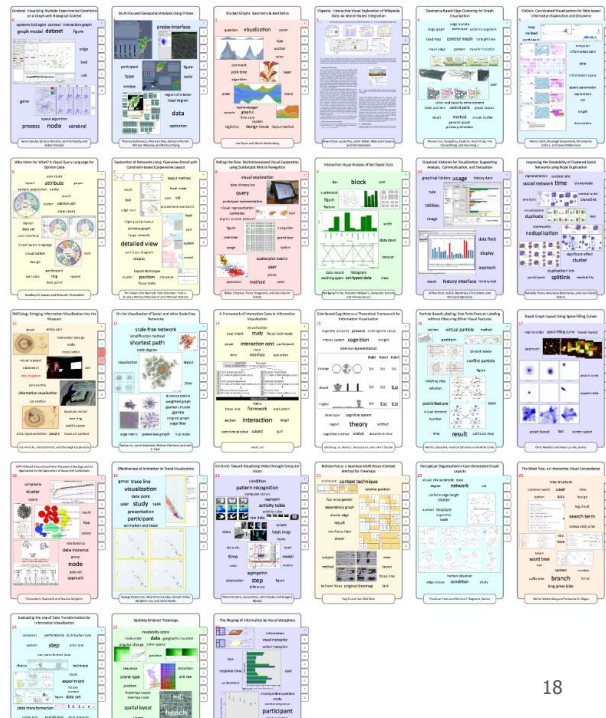
- Hover over non-image space shows abstract in tooltip
- Hover over image and see caption as tooltip
- Click on page number to get full page
- Click on image goes to page containing it
- Clicking on a term highlights it in overview and all tooltips

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InfoVis '08  
Proceedings



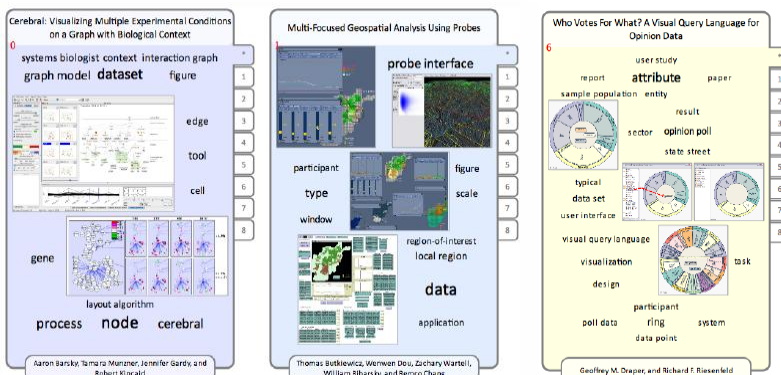
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## Video



### Zooming In



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## Bohemian Bookshelf

## Video



### Serendipitous browsing



Thudt et al  
CHI '12

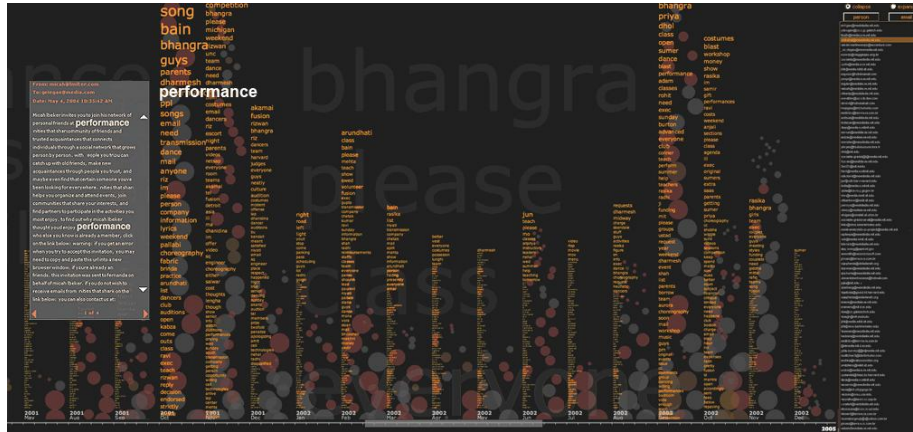
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# Themail

More to come on  
Social Visualization day



Collection of email

Viegas et al  
CHI '06

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# PaperLens



- Focus on academic papers
- Visualize doc metadata such as author, keywords, date, ...
- Multiple tightly-coupled views
- Analytics questions
- Effective in answering questions regarding:
  - Patterns such as frequency of authors and papers cited
  - Themes
  - Trends such as number of papers published in a topic area over time
  - Correlations between authors, topics and citations

Lee et al  
CHI '05 Short

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# PaperLens

Video



- a) Popularity of topic
- b) Selected authors
- c) Author list
- d) Degrees of separation of links
- e) Paper list
- f) Year-by-year top ten cited papers/ authors – can be sorted by topic

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# NetLens

Kang et al  
*Information Visualization '07*



Figure 1 NetLens has two symmetric windows. The left is for Content (papers) and the right for Actors (authors). Each side is further divided into panels; overview at the top, filters on the right, and lists at the bottom. Here, the Content side has two lists to reflect papers and their citations or references, and the lists on the Actor side show authors and their co-authors, respectively. The paper overview panel shows the distribution of papers (in logarithmic scale) over time, grouped by topics. Users can see which topics have their number of papers increase or decrease over 22 years. On the right side, the overview of the authors shows the distribution of countries of origin in logarithmic scale.

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## More Document Info



- Highlight entities within documents
  - People, places, organizations
- Document summaries
- Document similarity and clustering
- Document sentiment

## Jigsaw



- Targeting sense-making scenarios
- Variety of visualizations ranging from word-specific, to entity connections, to document clusters
- Primary focus is on entity-document and entity-entity connection
- Search capability coupled with interactive exploration

# Document View



The screenshot shows a 'Document View' window. At the top, a word cloud displays terms like 'analysis', 'information', 'interaction', and 'visualization'. Below it is a 'Doc List' on the left with document IDs. The main area shows the text of a selected document, with some words highlighted in red. Labels with arrows point to the word cloud (labeled 'Wordcloud overview'), the document list (labeled 'Doc List'), and the selected text (labeled 'Selected document's text with entities identified').

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# List View

Entities listed by type



The screenshot shows a 'List View' window with a hierarchical tree on the left. The tree lists various concepts like 'interaction', 'evaluation', 'insight', 'visual analytics', 'case study', 'cognition', 'color', 'navigation', 'animation', 'document', 'categorical query', 'filter', 'focus+context', 'hierarchy', 'intelligence analysis', 'metrics', 'perception', 'social', 'software visualization', 'text', 'theory', 'time series', 'treemap', 'aesthetics', 'awareness', 'biometrics', 'brushing', 'business', 'cluster', 'collaboration', 'data mining', 'database', 'education', 'filters', 'geographic', 'graph', 'hardware', and 'high-dimensional data'. On the right, there are four columns of entity lists for 'author', 'year', and 'conference'. Lines connect the concepts in the tree to the corresponding entities in the lists.

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# Document Cluster View

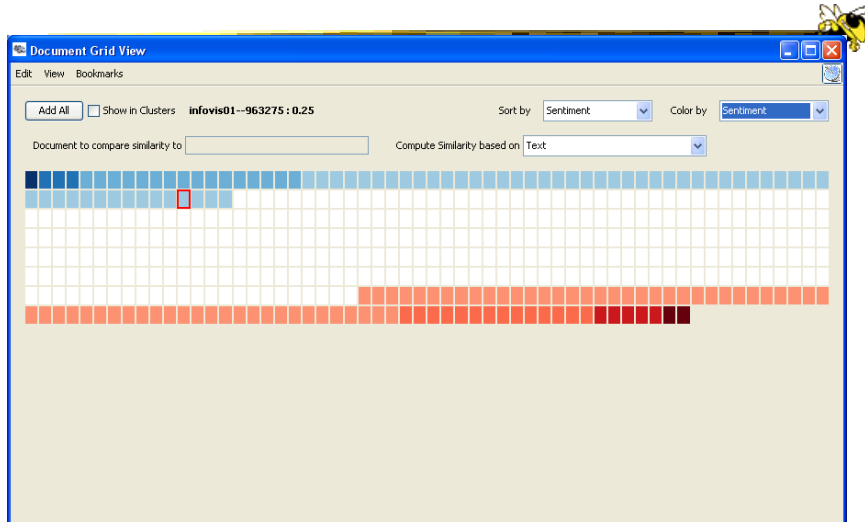


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# Document Grid View



Here showing sentiment analysis of docs

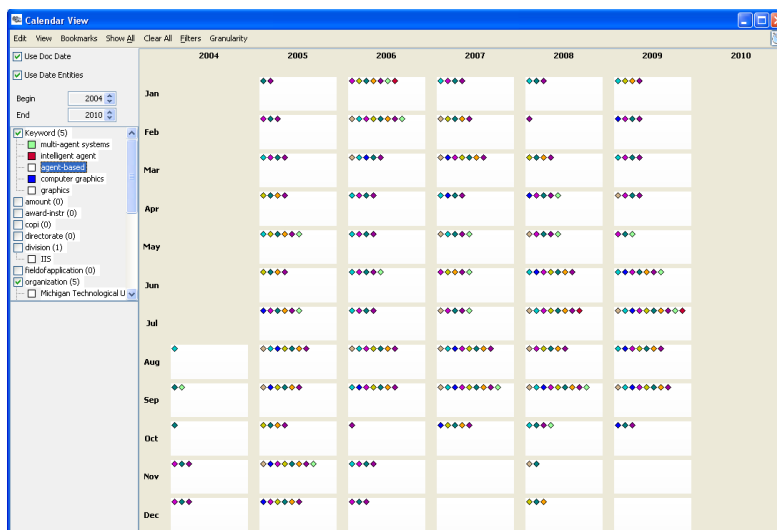
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# Calendar View

Temporal context  
of entities & docs



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Video

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# Jigsaw

- Much more to come on Visual Analytics day...

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# FacetAtlas



- Show entities and concepts and how they connect in a document collection
- Visualizes both local and global patterns
- Shows
  - Entities
  - Facets – classes of entities
  - Relations – connections between entities
  - Clusters – groups of similar entities in a facet

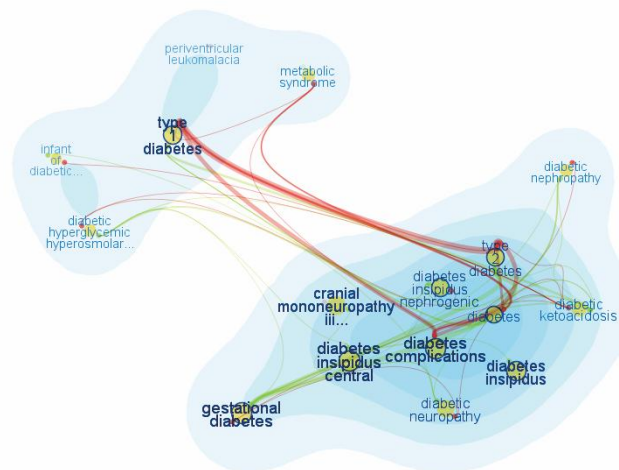
Cao et al  
*TVCG (InfoVis) '10*

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# Visualization



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## Up to Higher Level



- How do we present the contents, semantics, themes, etc of the documents
  - Someone may not have time to read them all
  - Someone just wants to understand them
- Who cares?
  - Researchers, fraud investigators, CIA, news reporters

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## Vector Space Analysis



- How does one compare the similarity of two documents?
- One model
  - Make list of each unique word in document
    - Throw out common words (a, an, the, ...)
    - Make different forms the same (bake, bakes, baked)
  - Store count of how many times each word appeared
  - Alphabetize, make into a vector

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# Vector Space Analysis



- Model (continued)
  - Want to see how closely two vectors go in same direction, inner product
  - Can get similarity of each document to every other one
  - Use a mass-spring layout algorithm to position representations of each document
- Some similarities to how search engines work

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# Wiggle



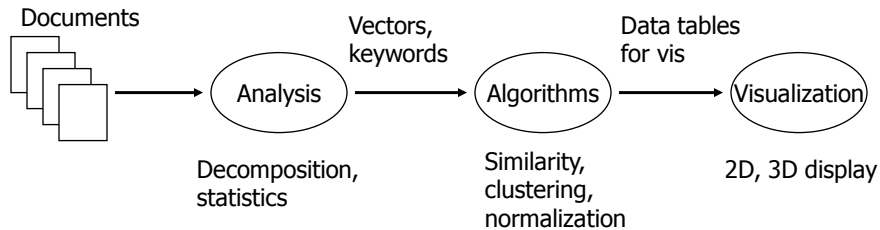
- Not all terms or words are equally useful
- Often apply TFIDF
  - Term frequency, inverse document frequency
- Weight of a word goes up if it appears often in a document, but not often in the collection

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# Process



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# Smart System



- Uses vector space model for documents
  - May break document into chapters and sections and deal with those as atoms
- Plot document atoms on circumference of circle
- Draw line between items if their similarity exceeds some threshold value

Salton et al  
*Science* '95

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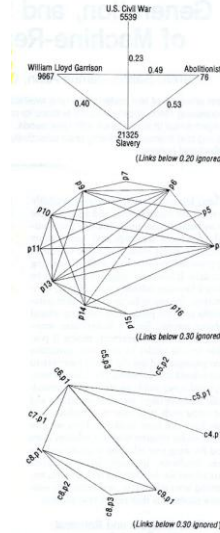
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# Text Relation Maps



- Label on line can indicate similarity value
- Items evenly spaced
- Doesn't give viewer idea of how big each section/document is



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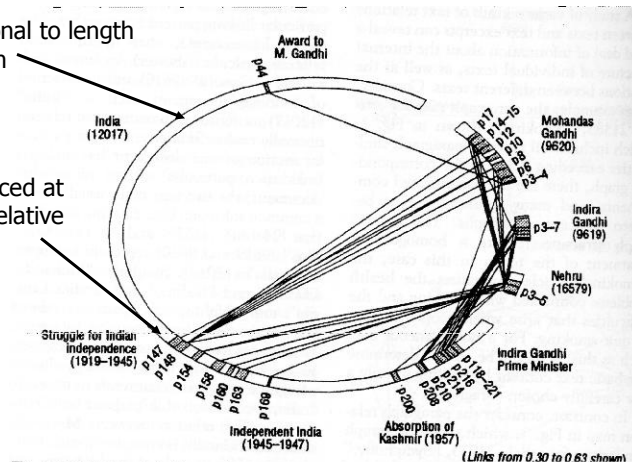
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# Improved Design



Proportional to length of section

Links placed at correct relative position



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# Text Themes



- Look for sets of regions in a document (or sets of documents) that all have common theme
  - Closely related to each other, but different from rest
- Need to run clustering process

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# Algorithm



- Recognize triangles in relation maps
  - Three with edges above threshold
- Make a new vector that is centroid of 3
- Triangles merged whenever centroid vectors are sufficiently similar

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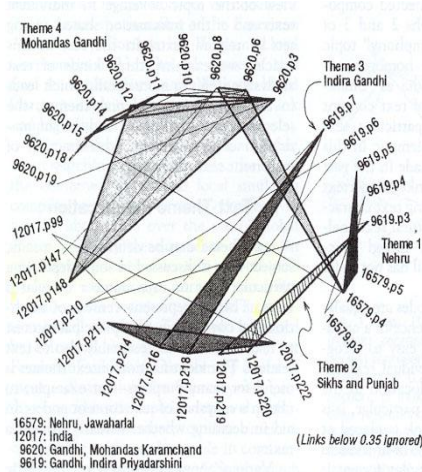
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# Text Theme Example



- Triangles shown
- Colored in to help presentation



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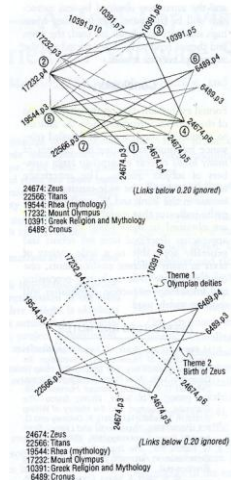
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# Skimming and Summarization



- Can use graph traversal to follow specific themes throughout collection
- Walk along connected edges



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# VIBE System



- Smaller sets of documents than whole library
- Example: Set of 100 documents retrieved from a web search
- Idea is to understand contents of documents relate to each other

Olsen et al  
*Info Process & Mgmt* '93

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# Focus



- Points of Interest
  - Terms or keywords that are of interest to user
  - Example: cooking, pies, apples
- Want to visualize a document collection where each document's relation to points of interest is show
- Also visualize how documents are similar or different

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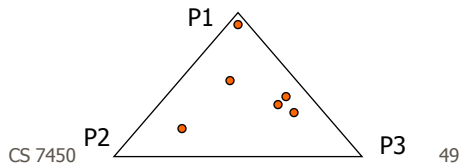


# Technique



- Represent points of interest as vertices on convex polygon
- Documents are small points inside the polygon
- How close a point is to a vertex represents how strong that term is within the document

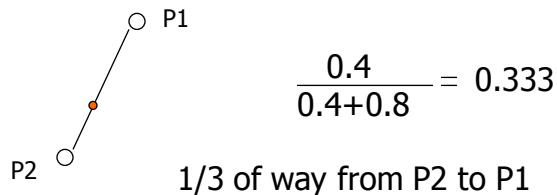
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# Algorithm



- Example: 3 POIs
- Document (P1, P2, P3) (0.4, 0.8, 0.2)
- Take first two



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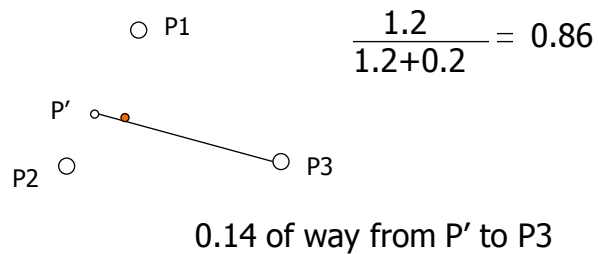
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# Algorithm



- Combine weight of first two 1.2 and make a new point, P'
- Do same thing for third point

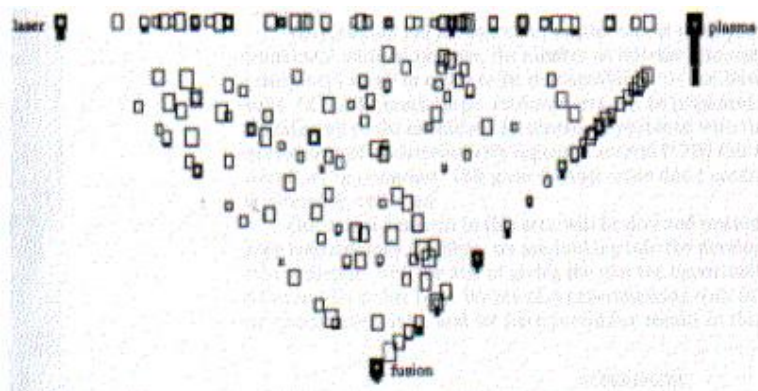


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# Sample Visualization



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## VIBE Pro's and Con's



- Effectively communications relationships
- Straightforward methodology and vis are easy to follow
- Can show relatively large collections
- Not showing much about a document
- Single items lose “detail” in the presentation
- Starts to break down with large number of terms

## Visualizing Documents



- VIBE presented documents with respect to a finite number of special terms
- How about generalizing this?
  - Show large set of documents
  - Any important terms within the set become key landmarks
  - Not restricted to convex polygon idea

## Basic Idea



- Break each document into its words
- Two documents are “similar” if they share many words
- Use mass-spring graph-like algorithm for clustering similar documents together and dissimilar documents far apart

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## Kohonen’s Feature Maps



- AKA Self-Organizing Maps
- Expresses complex, non-linear relationships between high dimensional data items into simple geometric relationships on a 2-d display
- Uses neural network techniques

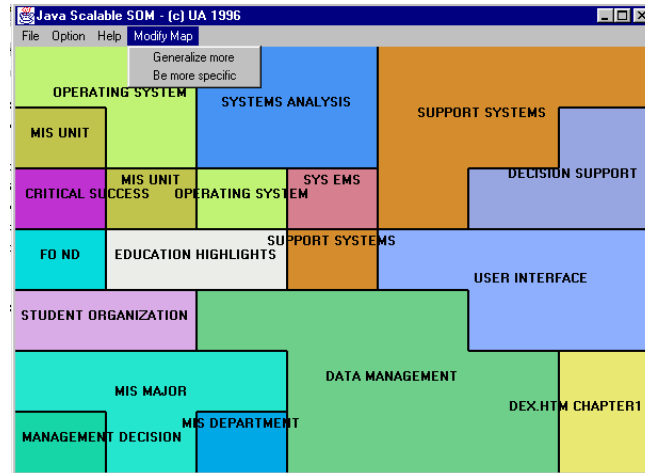
Lin  
Visualization '92

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# Map Display of SOM



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## Map Attributes



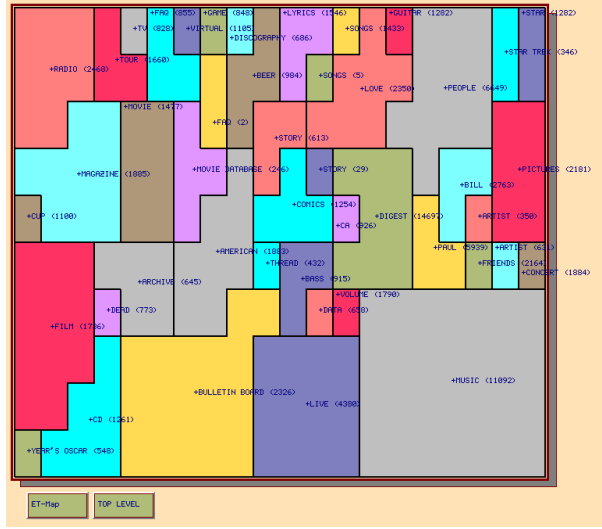
- Different, colored areas correspond to different concepts in collection
- Size of area corresponds to its relative importance in set
- Neighboring regions indicate commonalities in concepts
- Dots in regions can represent documents

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# More Maps

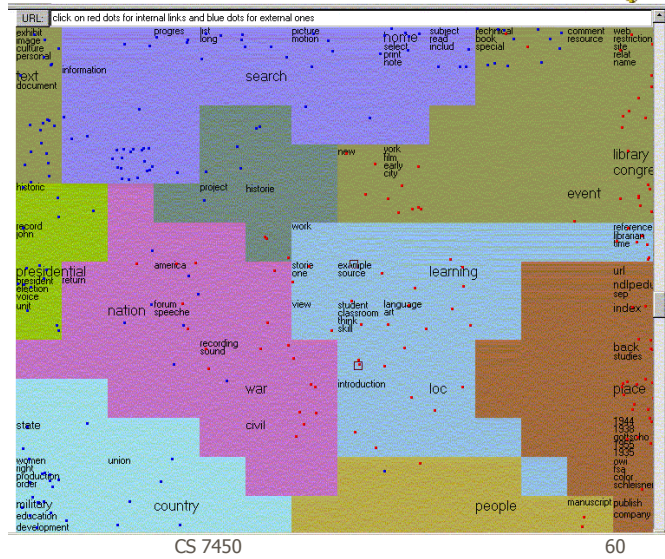


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# More Maps



Interactive demos

Xia Lin

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- Group has developed a number of visualization techniques for document collections
  - Galaxies
  - Themescapes
  - ThemeRiver
  - ...

Wise et al  
InfoVis '95

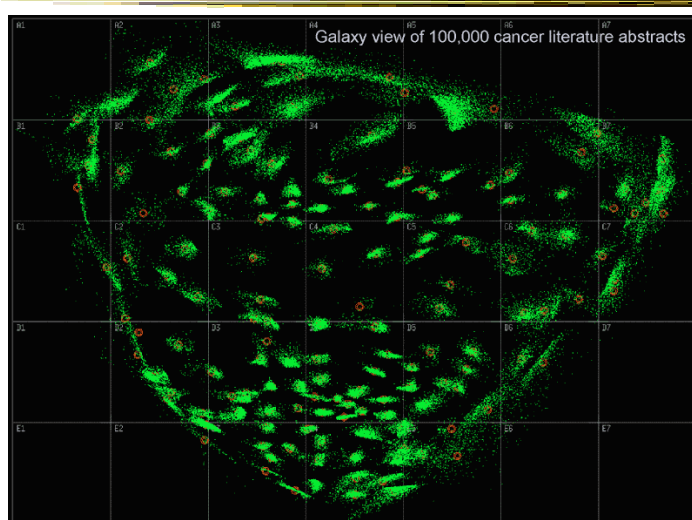
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## Galaxies

Presentation of documents where similar ones cluster together



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# Themescapes



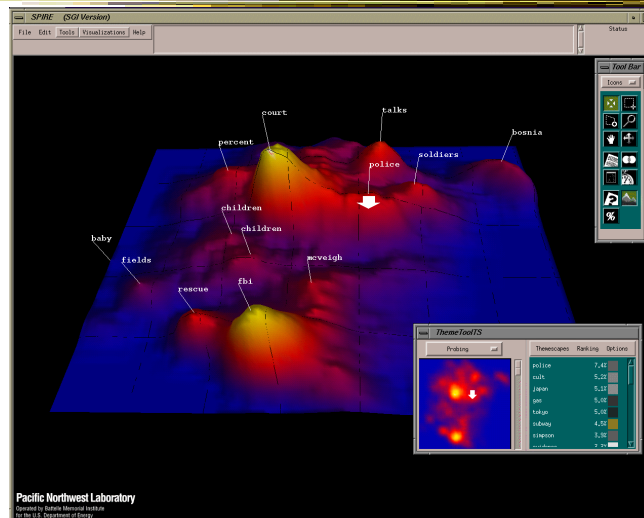
- Self-organizing maps didn't reflect density of regions all that well -- Can we improve?
- Use 3D representation, and have height represent density or number of documents in region

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# Themescape



Video

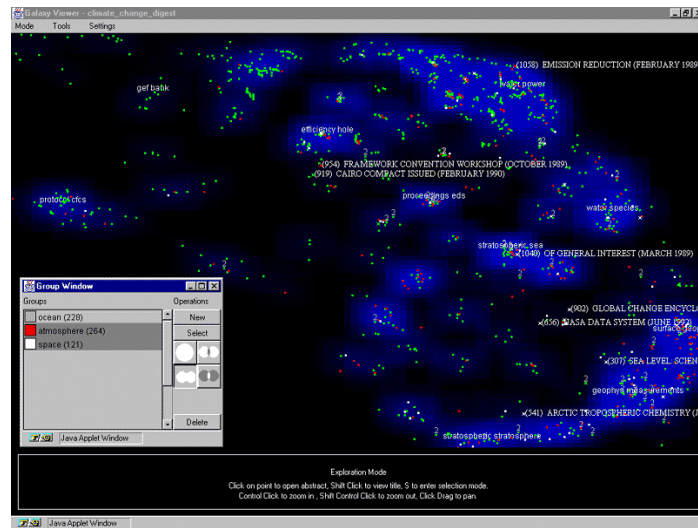
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# WebTheme



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## Related Topic



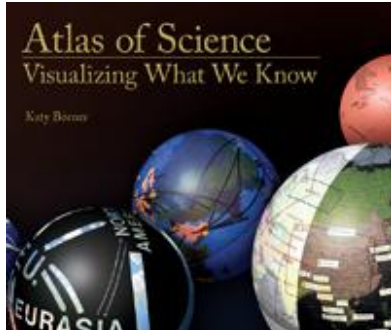
- Maps of Science
- Visualize the relationships of areas of science, emerging research disciplines, the impact of particular researchers or institutions, etc.
- Often use documents as the “input data”

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# Wonderful Book and Website



K. Börner



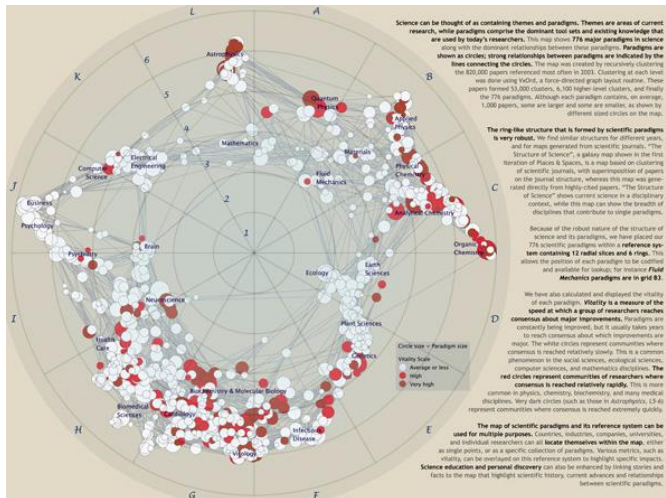
<http://scimaps.org>

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# Some Examples



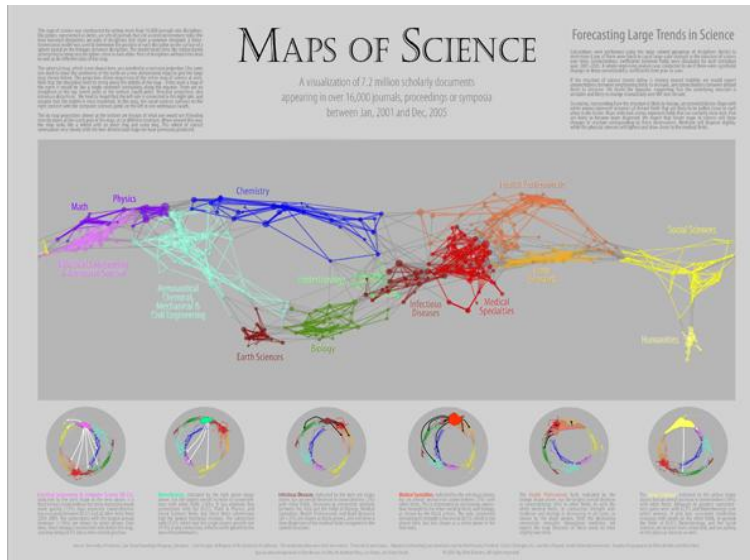
Boyack & Klavans

[http://scimaps.org/maps/map\\_of\\_scientific\\_pa\\_55/](http://scimaps.org/maps/map_of_scientific_pa_55/)

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Klavans & Boyack

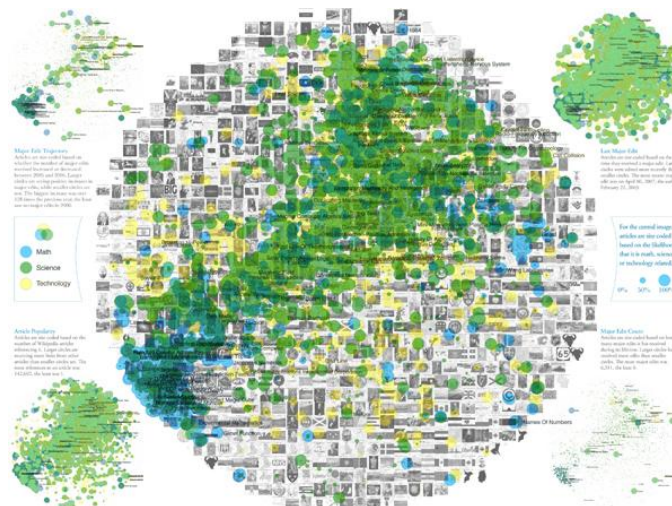
[http://scimaps.org/maps/map/maps\\_of\\_science\\_fore\\_50/](http://scimaps.org/maps/map/maps_of_science_fore_50/)

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### Science Related Wikipedia Activity



Allgood, Herr, Holloway & Boyack

[http://scimaps.org/maps/map/science\\_related\\_wiki\\_49/](http://scimaps.org/maps/map/science_related_wiki_49/)

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# Temporal Issues



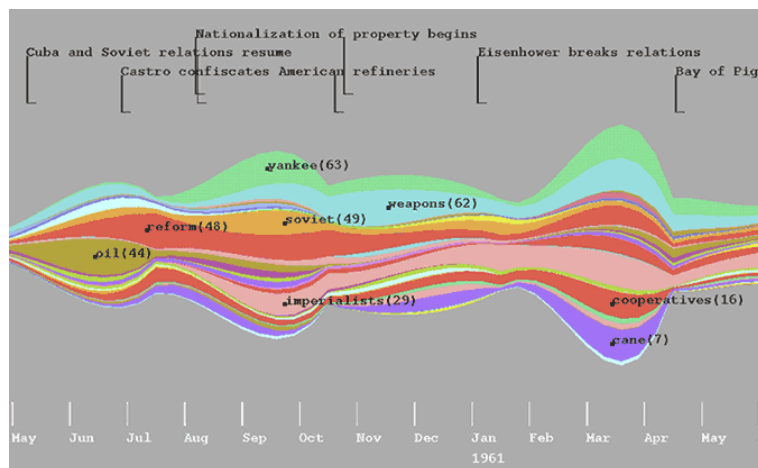
- Semantic map gives no indication of the chronology of documents
- Can we show themes and how they rise or fall over time?

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# ThemeRiver



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Havre, Hetzler, & Nowell  
InfoVis '00

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# Representation



- Time flows from left->right
- Each band/current is a topic or theme
- Width of band is “strength” of that topic in documents at that time

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# More Information



- What’s in the bands?
- Analysts may want to know about what each band is about

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# Topic Modeling



- Hot topic in text analysis and visualization
- Latent Dirichlet Allocation
- Unsupervised learning
- Produces “topics” evident throughout doc collection, each modeled by sets of words/terms
- Describes how each document contributes to each topic

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# TIARA



- Keeps basic ThemeRiver metaphor
- Embed word clouds into bands to tell more about what is in each
- Magnifier lens for getting more details
- Uses Latent Dirichlet Allocation to do text analysis and summarization

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Liu et al  
CIKM '09, KDD '10, VAST '10

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# Representation

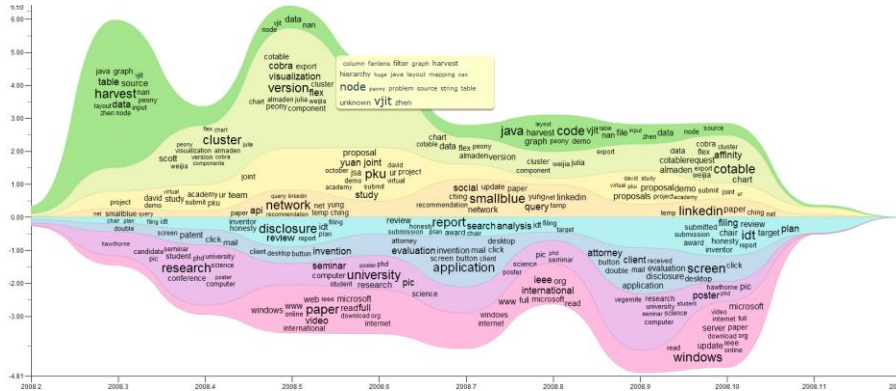
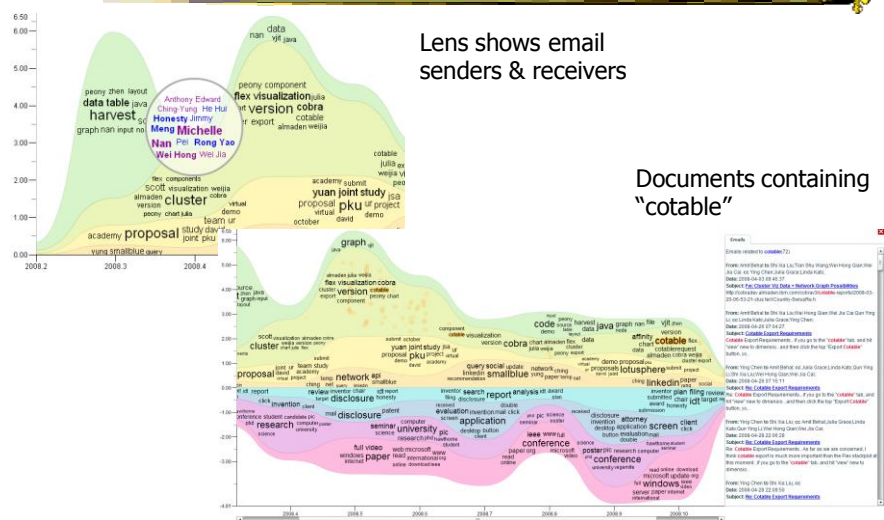


Figure 1. Annotated TIARA-created visual summary of 10,000 emails in the year of 2008. Here, the x-axis encodes the time dimension, the y-axis encodes the importance of each topic. Each layer represents a topic, which is described by a set of keywords. These topic keywords are distributed along the time, summarizing the topic content and the content evolution over time. The tool tip shows the aggregated content of the top-most topic (green one).

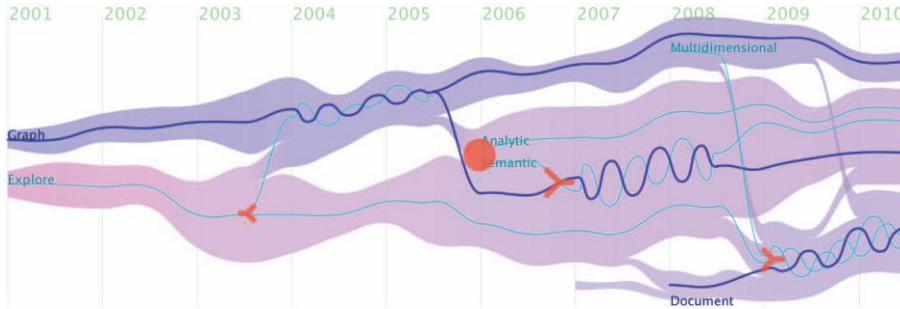
# Features



Lens shows email senders & receivers

Documents containing "cotable"

# TextFlow



Showing how topics merge and split

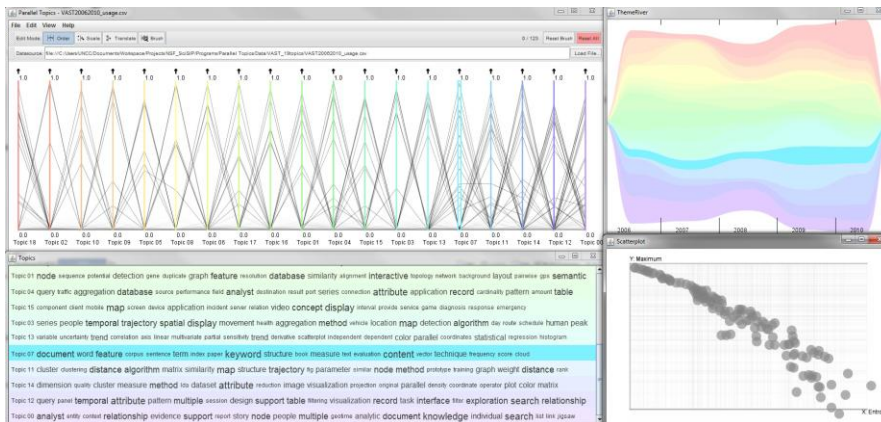
Cui et al  
TVCG (InfoVis) '11

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# ParallelTopics



Dou et al  
VAST '11

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## HW 6



- Visualize Amazon review collection
- Some nice ideas (see examples)
  
- What attributes can be shown?

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## HW 5



- Commercial tool evaluation
  - InfoZoom, Spotfire, Tableau
  
- Overall, pretty good
- Our observations

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# HW 7



- Draw a graph
  - 10-vertex abstract graph provided
  - You draw a node-link representation
  - Follow the directions!
- 
- Due Monday (no late ones)
  - Don't spend a lot of time

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# Upcoming



- Graphs & Networks 1
  - Reading  
Lee et al '06
- Graphs & Networks 2
  - Reading  
Perer & Shneiderman '06

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