Visual Analytics

CS 7450 - Information Visualization
November 28, 2016
John Stasko

Agenda

- Overview of what the term means and how it relates to information visualization
- Specific example, Jigsaw, helping investigative analysis
- Related systems
- Some example VA research projects

Acknowledgment

Slides looking like this provided courtesy of Jim Thomas

Before there was VA

- Growing concern from some that infovis was straying from practical, real world analysis problems
  - Is it helping people enough?
- Infovis typically not applied to massive data sets
- Infovis "competes" with other computational approaches to data analysis
  - Statistics, data mining, machine learning

Important Paper

- Shneiderman suggests combining computational analysis approaches such as data mining with infovis – Discovery tools
  - Too often viewed as competitors in past
  - Instead, can complement each other
- Each has something valuable to contribute

Shneiderman
Information Visualization '02

Issues

- Issues influencing the design of discovery tools:
  - Statistical Algorithms vs. Visual data presentation
  - Hypothesis testing vs. exploratory data analysis
- Pro's and Con's?

Differing Views

- Hypothesis testing
  - Advocates:
    By stating hypotheses up front, limit variables and sharpens thinking, more precise measurement
  - Critics:
    Too far from reality, initial hypotheses bias toward finding evidence to support it
- Exploratory Data Analysis
  - Advocates:
    Find the interesting things this way, we now have computational capabilities to do them
  - Skeptics:
    Not generalizable, everything is a special case, detecting statistical replationships does not infer cause and effect

Recommendations

- Integrate data mining and information visualization
- Allow users to specify what they are seeking
- Recognize that users are situated in a social context
- Respect human responsibility

Further Questions

- Are information visualizations helping with exploratory analysis enough?
- Are they attempting to accomplish the right goals?

Another Important Paper

- Information visualization systems inadequately supported decision making:
  - Limited Affordances
  - Predetermined Representations
  - Decline of Determinism in Decision-Making
- "Representational primacy" versus "Analytic primacy"
  - Telling the truth about your data versus providing analytically useful visualizations

Covered earlier this term

Amar & Stasko
InfoVis '04 Best Paper
TVCG '05

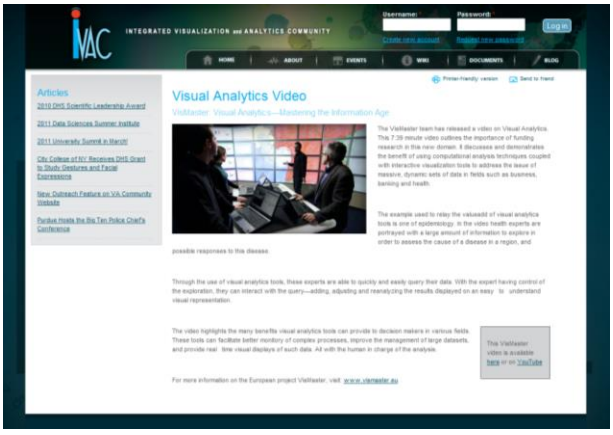
Task Level

- Don't just help "low-level" tasks
  - Find, filter, correlate, etc.
- Facilitate analytical thinking
  - Complex decision-making, especially under uncertainty
  - Learning a domain
  - Identifying the nature of trends
  - Predicting the future

More Motivation

- Increasing occurrences of situations and areas with large data needing better analysis
  - DNA, microarrays
  - 9/11 security
  - Business intelligence
  - …

Articulating the Motivation



Video

http://videotheque.inria.fr/videotheque/doc/635

Visual Analytics

- A new term for something that is familiar to all of us
- Informal description:
  - Using visual representations to help make decisions
  - Sounds like infovis, no?
  - Let's be more precise…

History

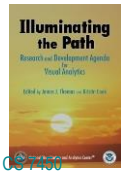
- 2003-04 Jim Thomas of PNNL, together with colleagues, develops notion of visual analytics
- Holds workshops at PNNL and at InfoVis '04 to help define a research agenda
- Agenda is formalized in book *Illuminating the Path*, shown on next slide

Visual Analytics Definition

Visual analytics is the science of analytical reasoning facilitated by interactive visual interfaces.

People use visual analytics tools and techniques to

- Synthesize information and derive insight from massive, dynamic, ambiguous, and often conflicting data
- Detect the expected and discover the unexpected
- Provide timely, defensible, and understandable assessments
- Communicate assessment effectively for action.



Thomas & Cook 2005

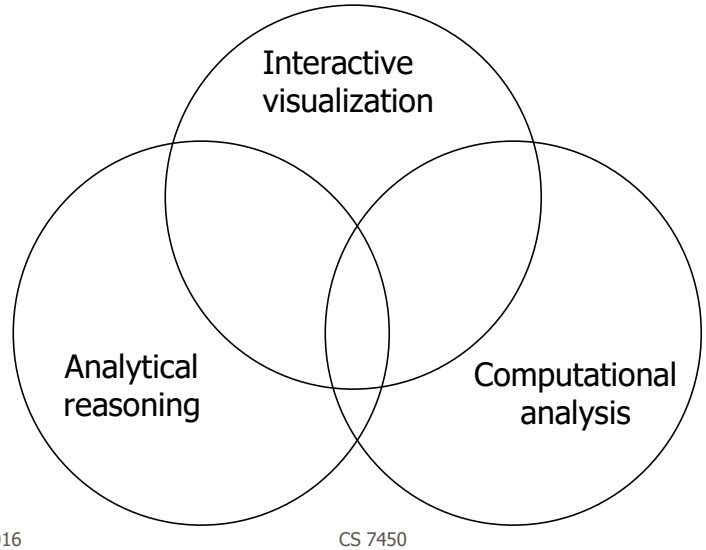
"The beginning of knowledge is the discovery of something we do not understand."
~Frank Herbert (1920 - 1986)

Visual Analytics

- Not really an "area" per se
  - More of an "umbrella" notion
- Combines multiple areas or disciplines

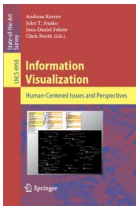
- Ultimately about using data to improve our knowledge and help make decisions

Main Components



Alternate Definition

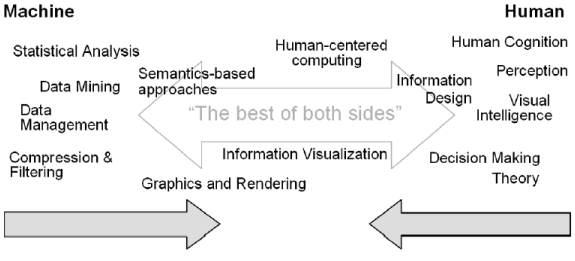
- Visual analytics combines automated analysis techniques with interactive visualizations for an effective understanding, reasoning and decision making on the basis of very large and complex data sets



Keim et al, chapter in *Information Visualization: Human-Centered Issues and Perspectives*, 2008

Synergy

- Combine strengths of both human and electronic data processing
  - Gives a semi-automated analytical process
  - Use strengths from each

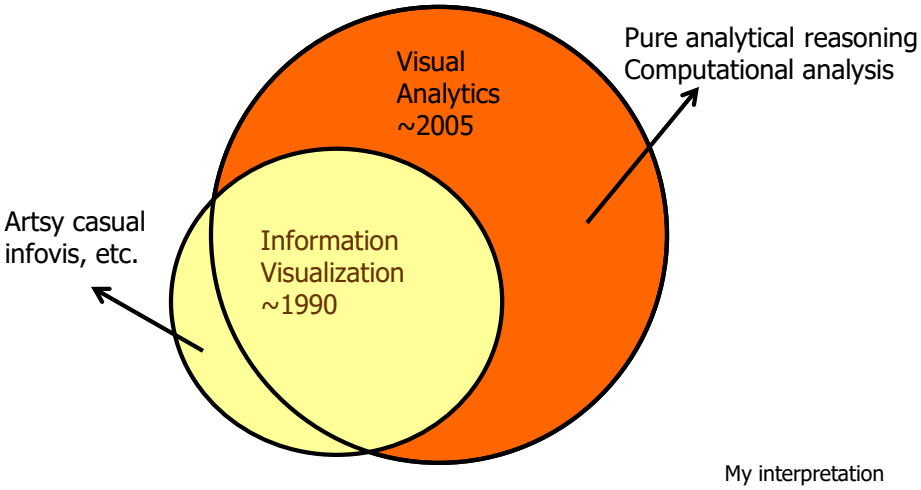


From Keim

InfoVis Comparison

- Clearly much overlap
- Perhaps fair to say that infovis hasn't always focused on analysis tasks so much and that it doesn't always include advanced data analysis algorithms
  - Not a criticism, just not focus
  - InfoVis has a more narrow scope
  - (Some of us actually do believe that infovis has/should include those topics)

Academic Context



My interpretation

Visual Analytics

- Encompassing, integrated approach to data analysis
  - Use computational algorithms where helpful
  - Use human-directed visual exploration where helpful
  - Not just "Apply A, then apply B" though
  - Integrate the two tightly

Domain Roots

- Dept. of Homeland Security supported founding VA research
- Area has thus been connected with security, intelligence, law enforcement
- Should be domain-independent, however, as other areas need VA too
  - Business, science, biology, legal, etc.

VA-related Research Topics

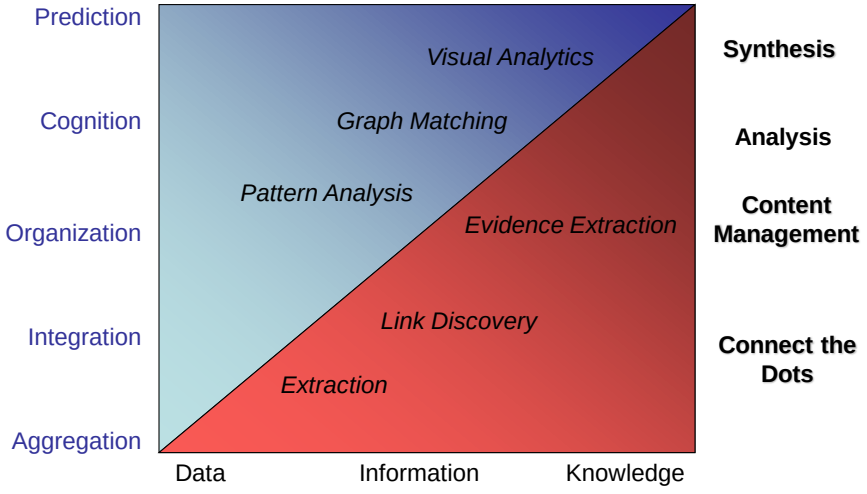
- Visualization
  - InfoVis, SciVis, GIS
- Data management
  - Databases, information retrieval, natural language
- Data Analysis
  - Knowledge discovery, data mining, statistics
- Cognitive Science
  - Analytical reasoning, decision-making, perception
- Human-computer interaction
  - User interfaces, design, usability, evaluation

Visual Analytics Partnership Disciplines

- **Statistics, data representation and statistical graphics**
- **Geospatial and Temporal Sciences**
- **Applied Mathematics**
- **Knowledge representation, management and discovery**
  - **Ontology, semantics, NLP, extraction, synthesis, …**
- **Cognitive and Perceptual Sciences**
- **Comunications: Capture, Illustrate and present a message**
- **Decision sciences**
- **Information and Scientific Visualization**

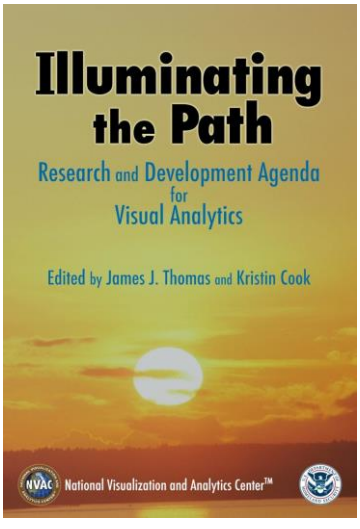
And far more than homeland security

Multiple Techniques Contribute to Threat Assessment



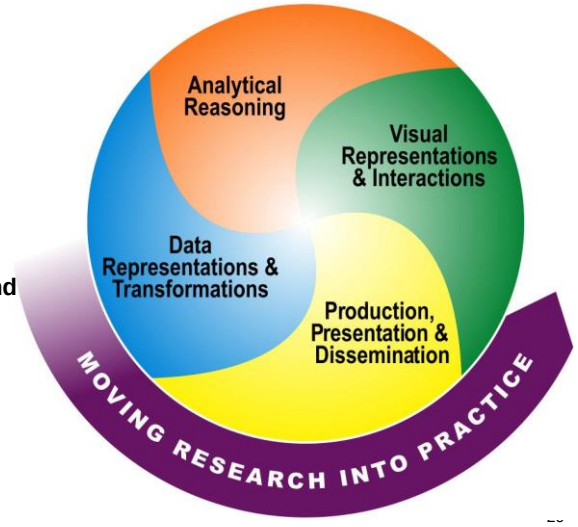
Research Agenda

- Available at http://nvac.pnl.gov/ in PDF form
- At IEEE Press in book form
- Special thanks to IEEE Technical Committee on Visualization and Graphics



Overview of the R&D Agenda

- Challenges
- Science of Analytical Reasoning
- Science of Visual Representations and Interactions
- Data Representations and Transformations
- Production, Presentation, and Dissemination
- Moving Research Into Practice
- Positioning for an Enduring Success

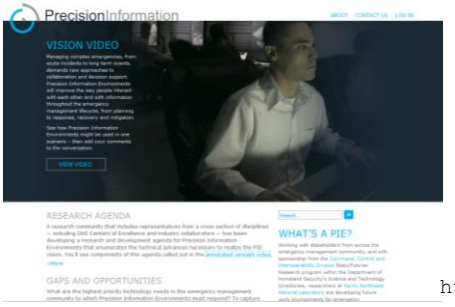


More History

- European Union has become very active in visual analytics area
  - VisMaster project

Vision of the Future

- PNNL Precision Info Environments (PIE) video
- Emergency response scenario



http://precisioninformation.org

Application Area

- Investigative & Intelligence Analysis
  - Gather information from various sources then analyze and reason about what you find and know
  - Analyze situations, understand the particulars, anticipate what may happen

Intelligence Process

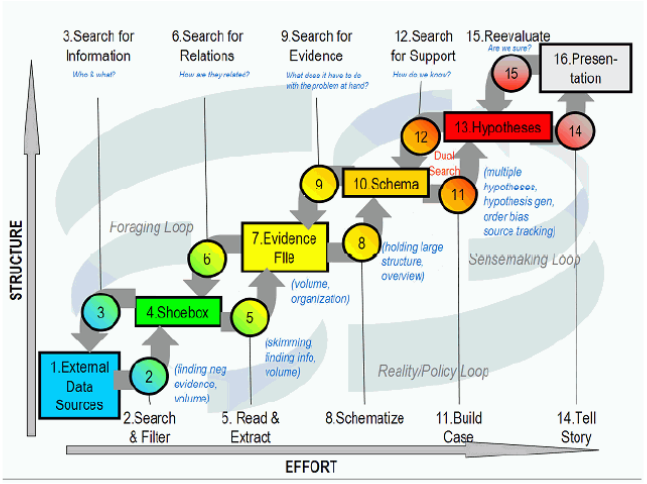
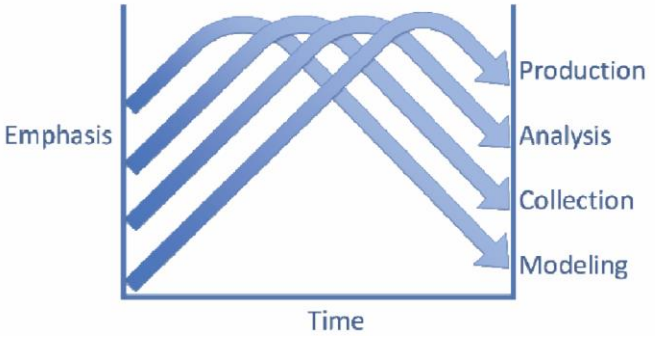


Figure 2.1. Notional model of sensemaking loop for intelligence analysis derived from CTA.

Pirolli & Card
Intl Conf Intelligence Analysis '05

Intelligence Process



Wheaton
In preparation

Pain Points

- Cost structure of scanning and selecting items for further attention
- Analysts' span of attention for evidence and hypotheses

Jigsaw

Stasko, Görg, Liu *Information Visualization* '08

Görg et al *TVCG* '13

Visualization for Investigative Analysis across Document Collections

- Law enforcement & intelligence community
- Fraud (finance, accounting, banking)
- Academic research
- Journalism & reporting
- Consumer research

"Putting the pieces together"

The Jigsaw Team

Carsten Görg
Zhicheng Liu
Youn-ah Kang
Jaeyeon Kihm
Jaegul Choo
Chad Stolper
Anand Sainath
Sakshi Pratap

and many others

Problem Addressed

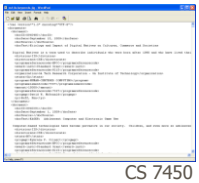
Analogy

Help "investigators" explore, analyze and understand large document collections

Articles & reports

Spreadsheets

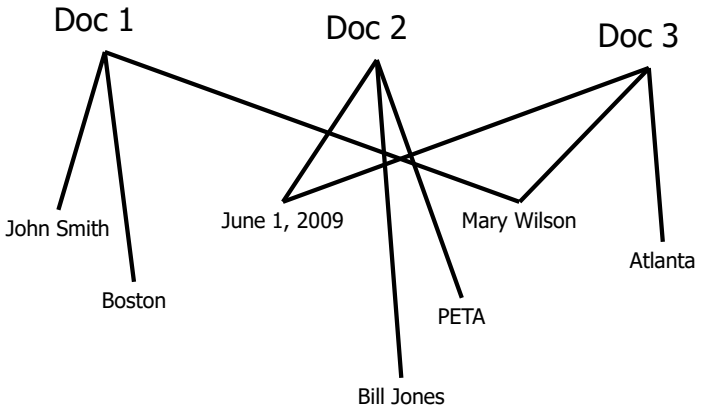
Blogs



XML documents

Our Focus

- Entities within the documents
  - Person, place, organization, phone number, date, license plate, etc.
- Thesis: A story/narrative/plot/threat within the documents will involve a set of entities in coordination



Entity Identification

- Must identify and extract entities from plain text documents
  - Crucial for our work
- Not our main research focus – We use tools from others

Sample Document

Report: 20040510-4_16
May 14 2004

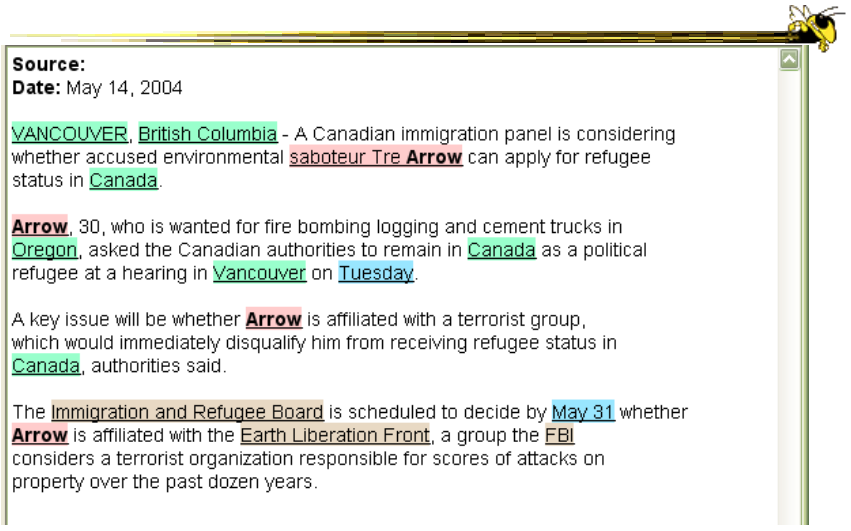
VANCOUVER, British Columbia - A Canadian immigration panel is considering whether accused environmental saboteur Tre Arrow can apply for refugee status in Canada.

Arrow, 30, who is wanted for fire bombing logging and cement trucks in Oregon, asked the Canadian authorities to remain in Canada as a political refugee at a hearing in Vancouver on Tuesday.

A key issue will be whether Arrow is affiliated with a terrorist group, which would immediately disqualify him from receiving refugee status in Canada, authorities said.

The Immigration and Refugee Board is scheduled to decide by May 31 whether Arrow is affiliated with the Earth Liberation Front, a group the FBI considers a terrorist organization responsible for scores of attacks on property over the past dozen years.

Entities Identified



Source:
Date: May 14, 2004

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Sample Document 2

Title: Proving Columbus was Wrong
Abstract: In this work, we show the world is really flat. To do this, we build a bunch of ships. Then we…
PI: Amerigo Vespucci
Co-PI: Vasco de Gama, Ponce de Leon
Organization: Northwest Central Univ.
Amount: 123,456
Program Mgr: Ephraim Glinert
Division: IIS
ProgramElementCode: 2860

Entities Already Identified

Title: Proving Columbus was Wrong
Abstract: In this work, we show the world is really flat. To do this, we build a bunch of ships. Then we…

PI: Amerigo Vespucci
Co-PI: Vasco de Gama, Ponce de Leon
Organization: Northwest Central Univ.
Amount: 123,456
Program Mgr: Ephraim Glinert
Division: IIS
ProgramElementCode: 2860

Entities

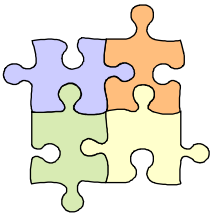
Connections

- Entities relate/connect to each other to make a larger "story"
- Connection definition:
  - Two entities are connected if they appear in a document together
  - The more documents they appear in together, the stronger the connection

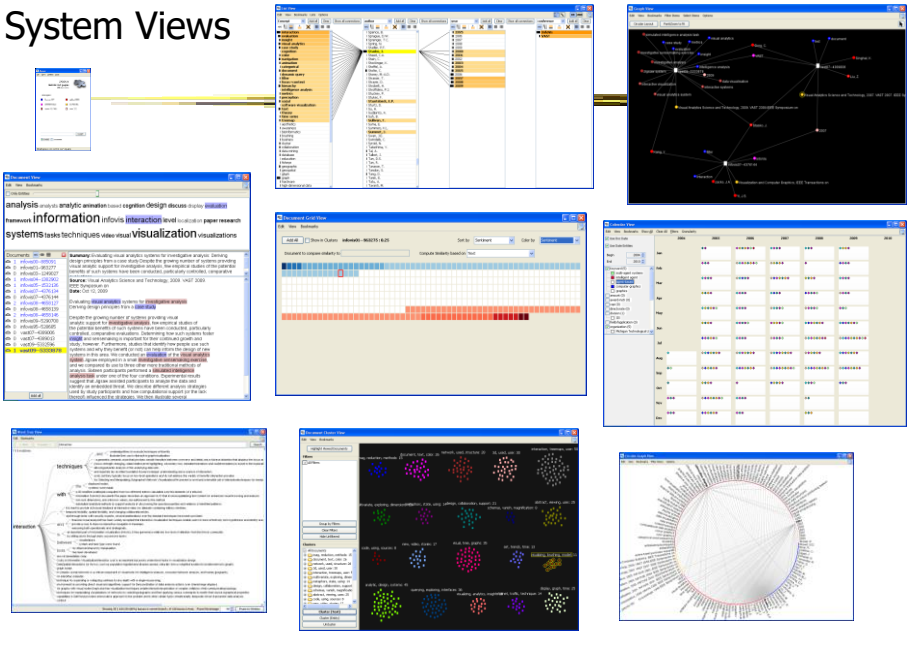
Jigsaw

"Putting the pieces together"

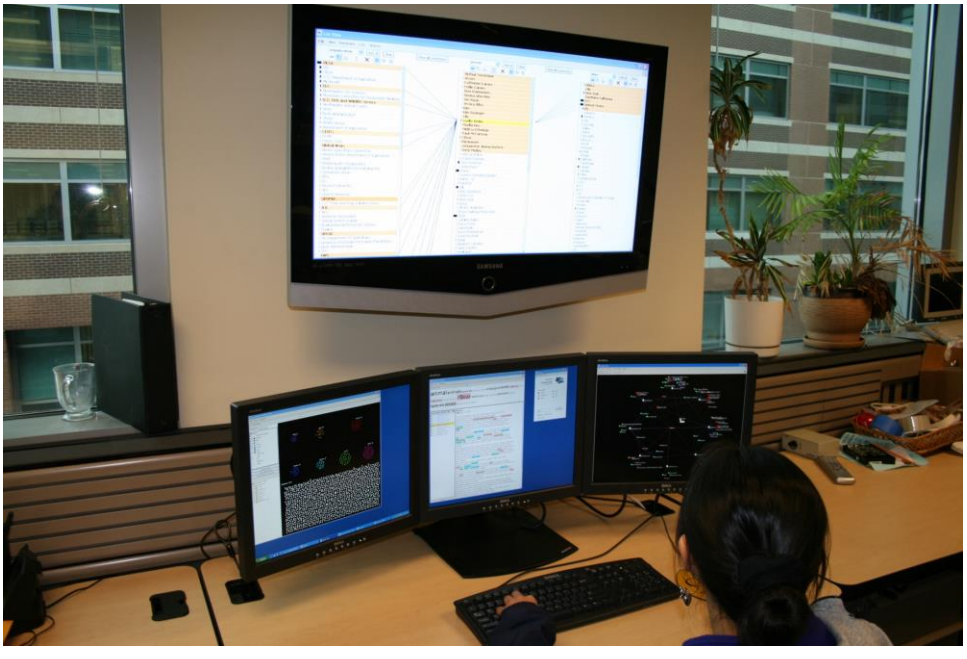
- Computational analysis of document text
  - Entity identification, document similarity, clustering, summarization, sentiment
- Multiple visualizations (views) of documents, analysis results, entities and their connections
- Views are highly interactive and coordinated

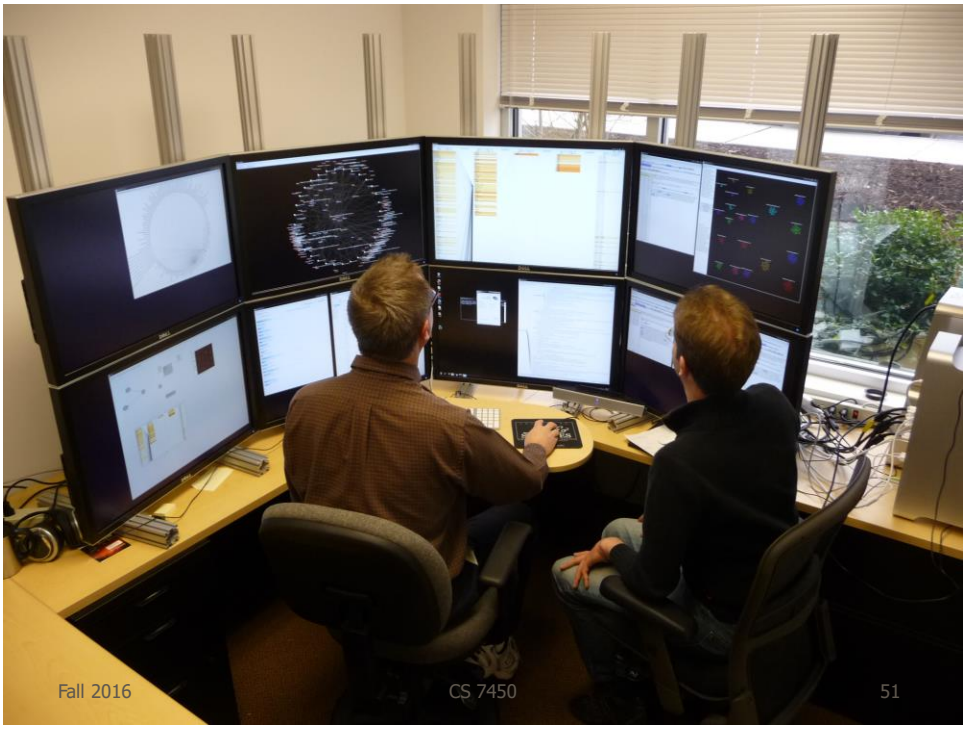


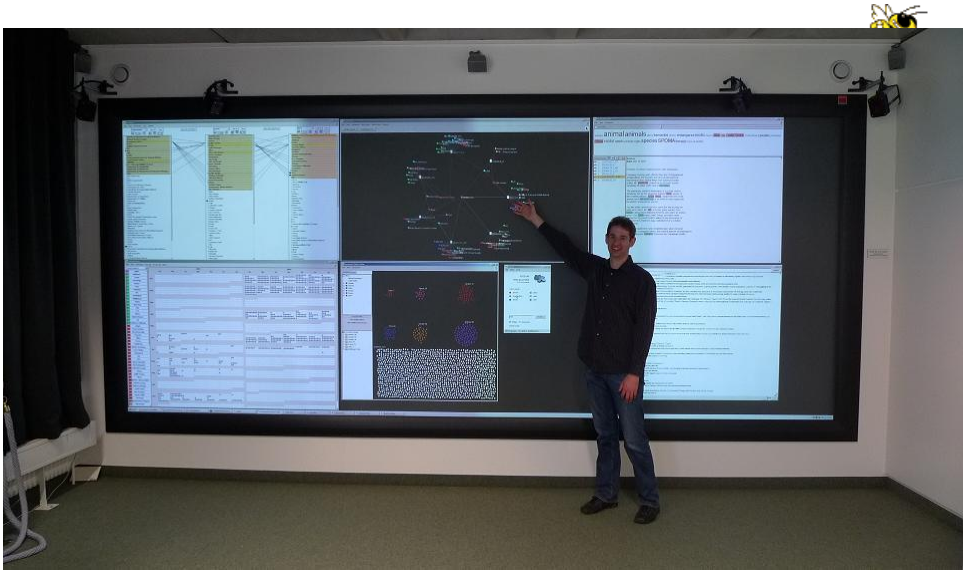
System Views



Pixels Help





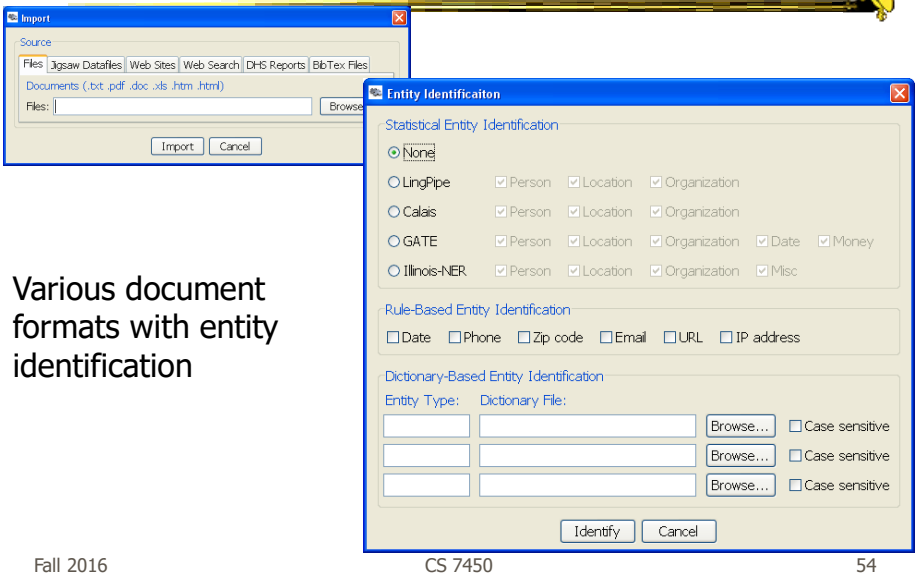


Input Data Formats

- Text, pdf, Word, html, Excel
- Jigsaw data file format
  - Our own xml

- DB?
  - Go to Excel
  - Go to text, transform to Jigsaw data file

Document Import



Various document formats with entity identification

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Scraped XML


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  <docText>FODAVA-Lead: Dimension Reduction and Data Reduction: Foundations for Visualization

   FODAVA-Lead:  Dimension Reduction and Data Reduction: Foundations for Visualization    The FODAVA (Foundations of
    Data Analysis and Visualization) Lead research team at the Georgia Institute of Technology provides unified
    expertise in the critical areas for providing leadership of the FODAVA effort, including machine learning and
    computational statistics, information visualization, massive-dataset algorithms and data structures, and
    optimization theory.  The team is focused on the fundamental theory and approaches to make breakthroughs in data
    representations and transformations.  The work is directed along the two main axes of scale reduction, data reductio
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Jigsaw Datafile Format

Computational Analyses

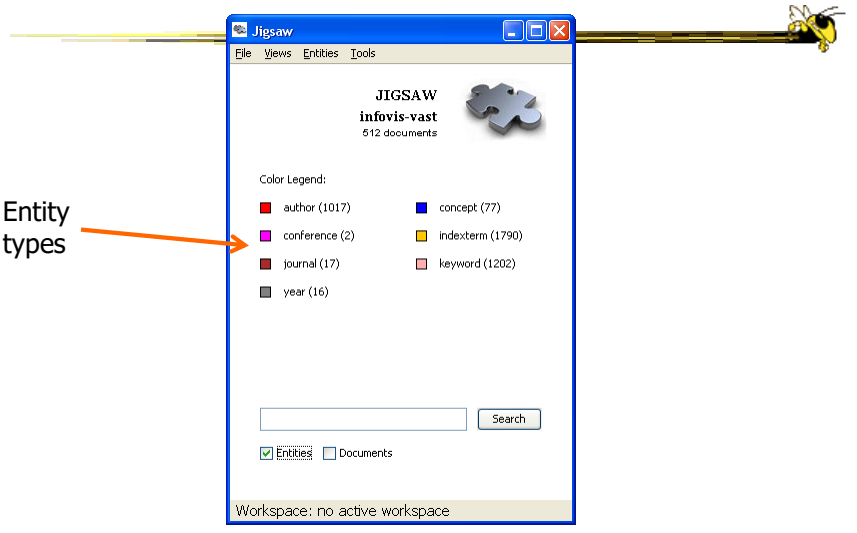
- Document summarization
- Document similarity
- Document clustering by content
  - Text or entities
- Sentiment analysis

Görg et al
TVCG `13

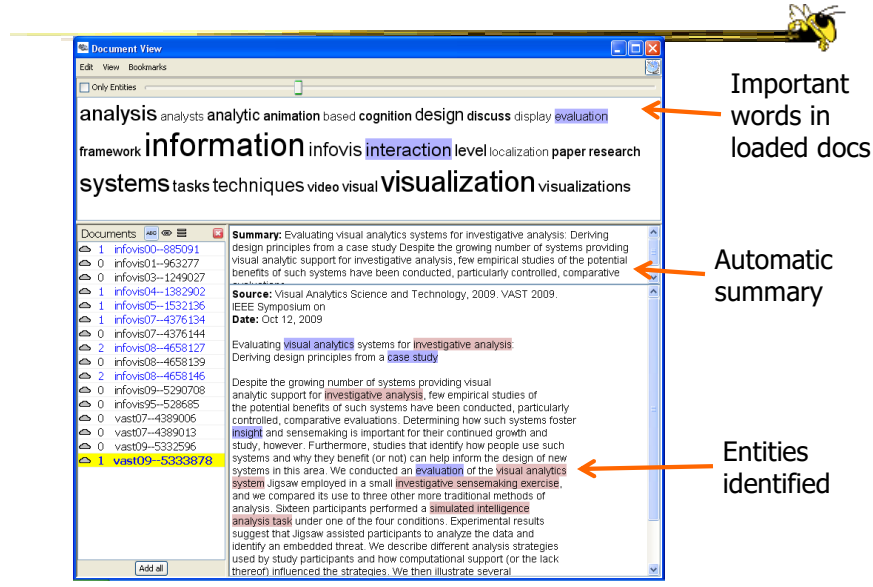
Demo

- Amazon Samsung TV reviews
- Entities
  - Built-in:
    - Author
    - Rating
  - Extracted from text:
    - Feature (audio, picture, stand, delivery, …)
    - Brand (Samsung, Sony, LG, Vizio, …)

Console

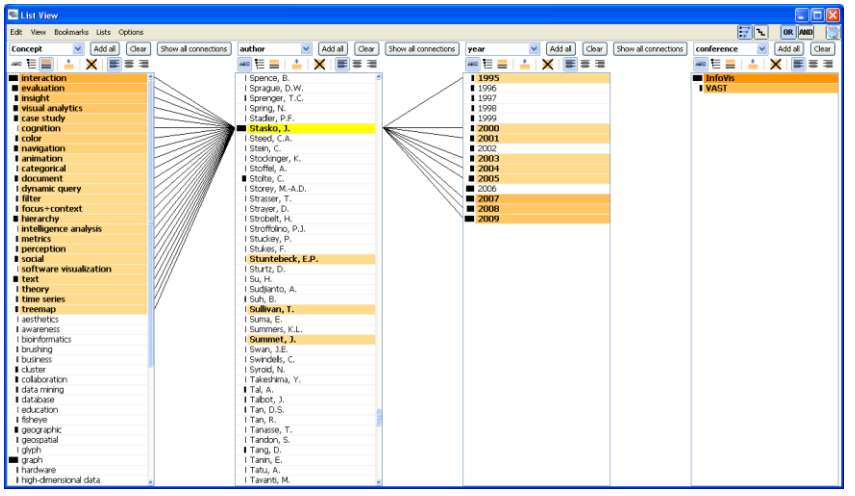


Document View



List View

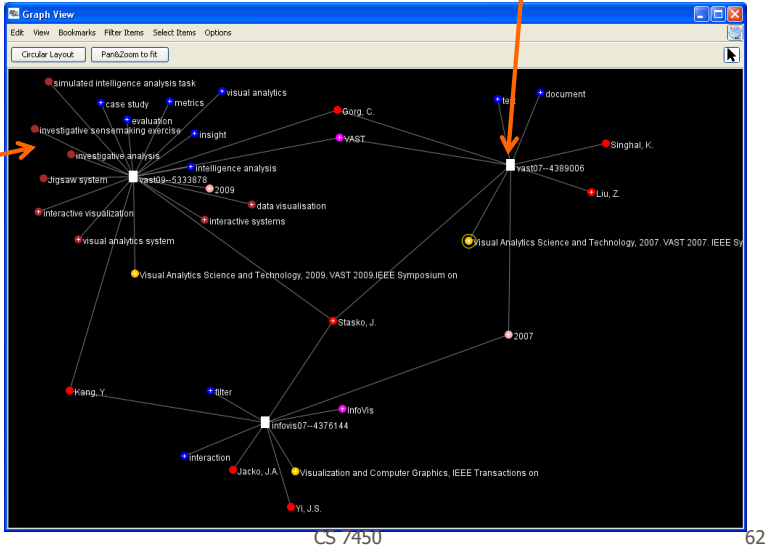
Lists of entities by type
Connections highlighted



Graph View

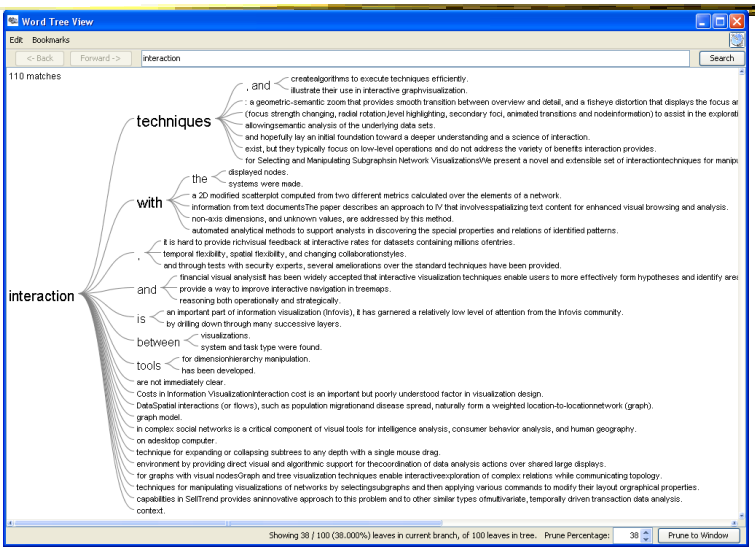
Document

Entities



WordTree View

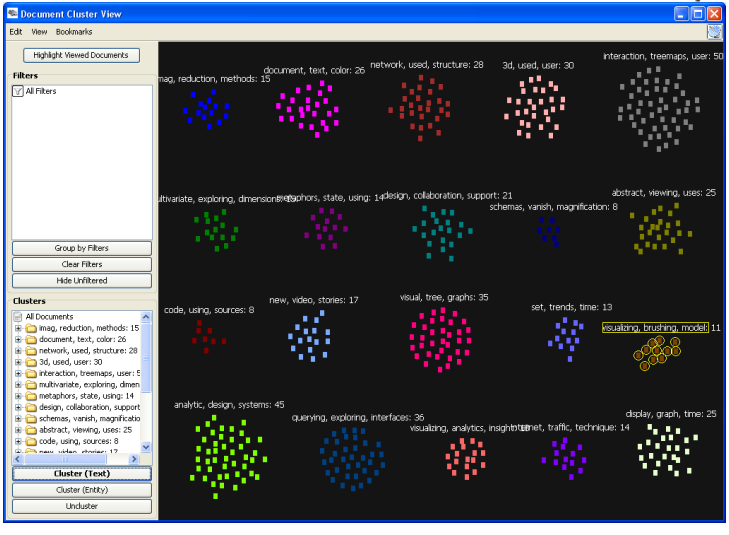
Context of a word in the collection



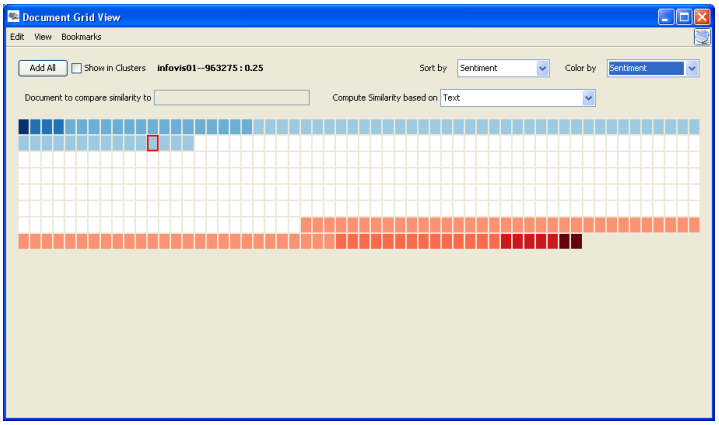
Document Cluster View

Clustered by document text or by entities

Summarized by three words



Document Grid View

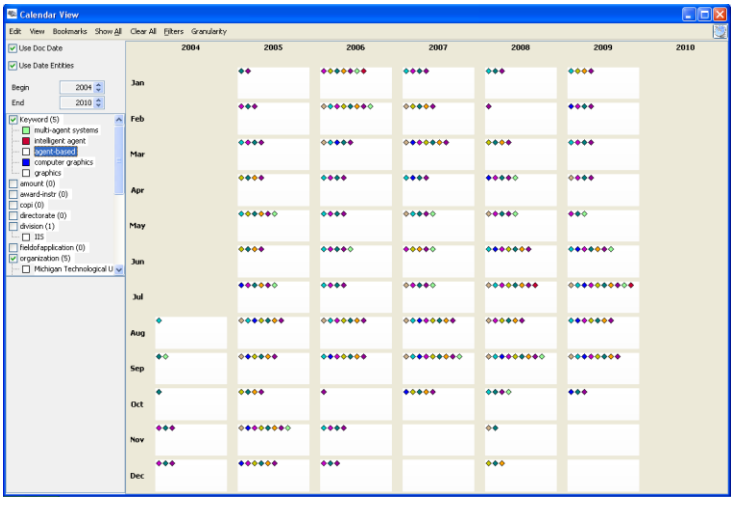


User controls order and color

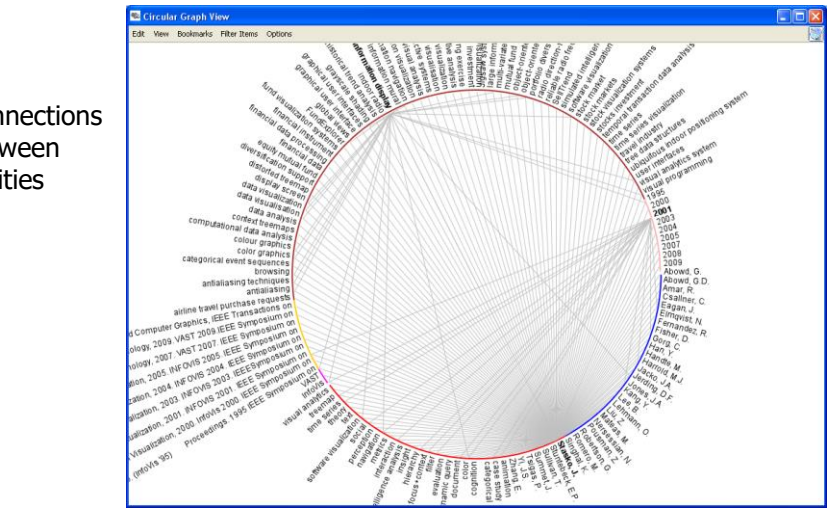
Sentiment analysis shown here

Calendar View

Showing connections between entities and dates

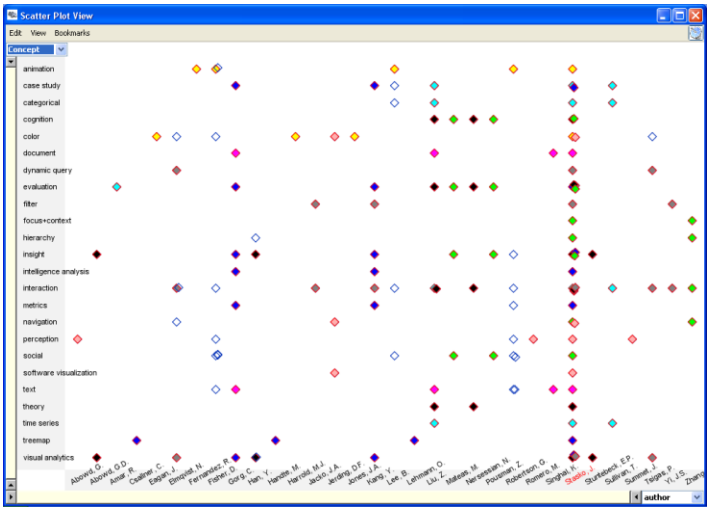


Circular Graph View



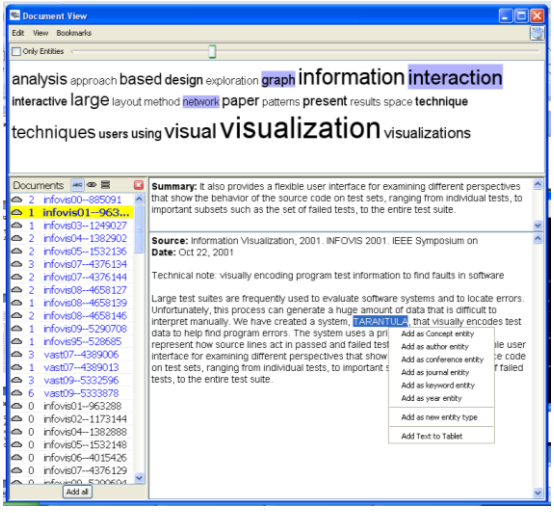
Connections between entities

Scatterplot View

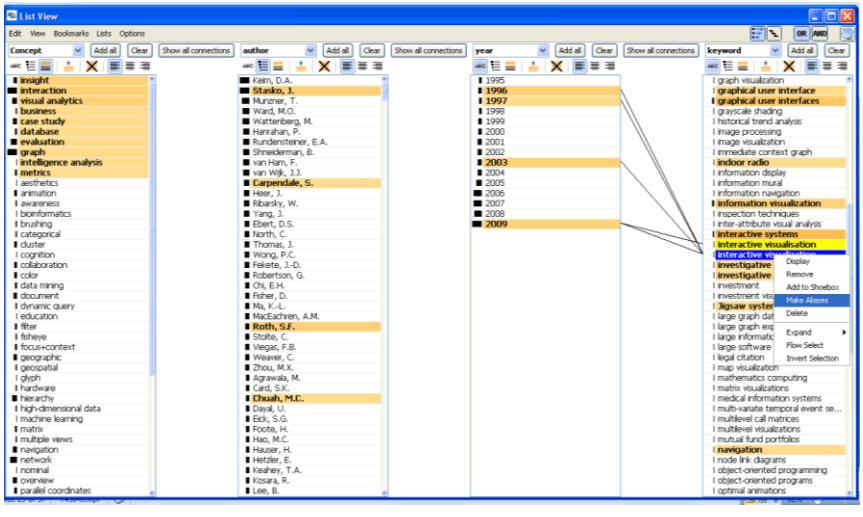


Documents containing pairs of entities

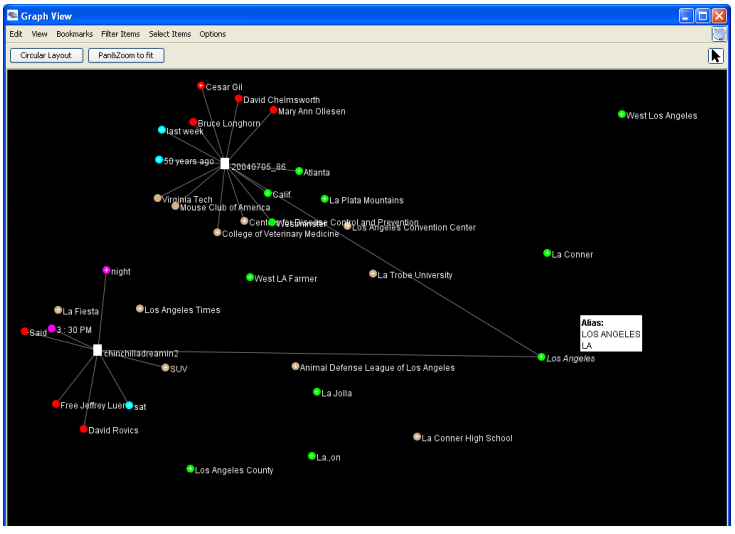
EI Correction



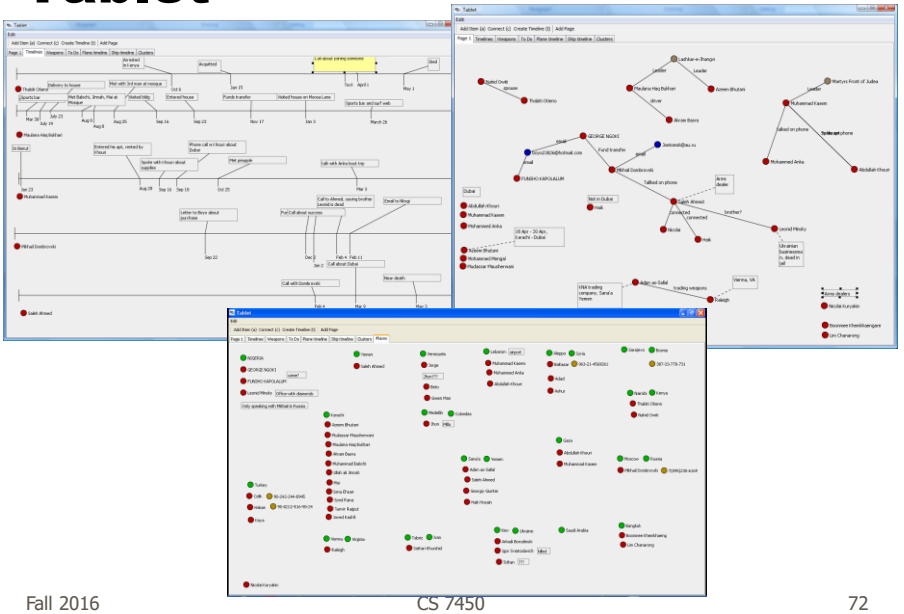
Entity Aliasing



Alias Representation

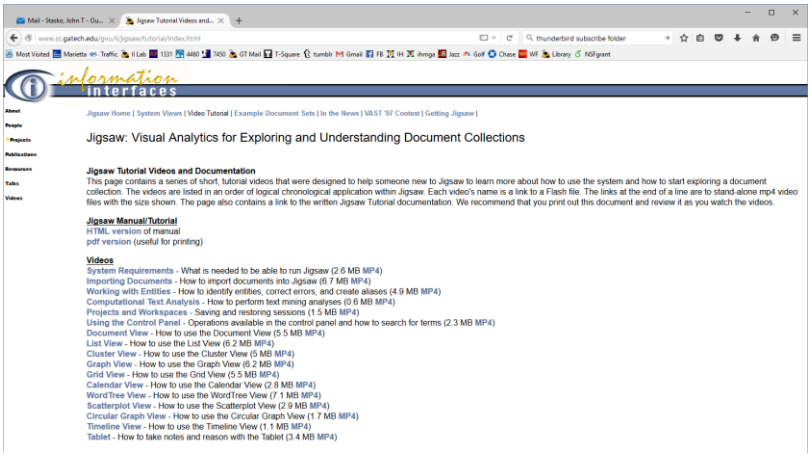


Tablet



http://www.cc.gatech.edu/gvu/ii/jigsaw/tutorial

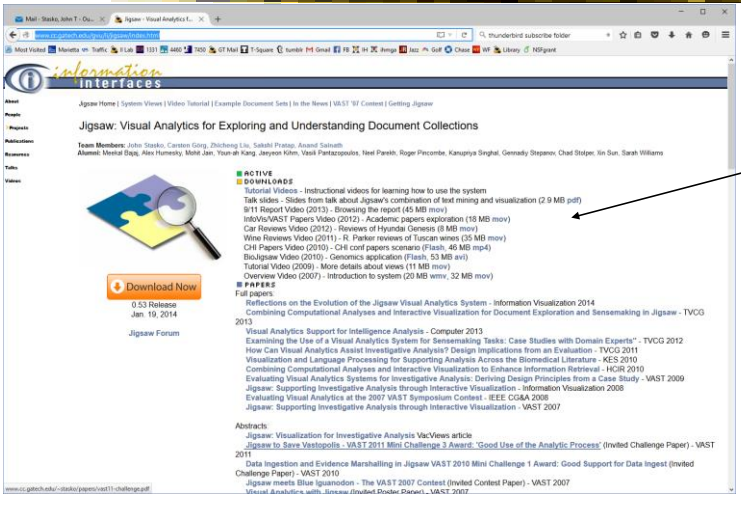
Help Using the System



Manual, how-to videos

http://www.cc.gatech.edu/gvu/ii/jigsaw

See Examples



Usage scenario videos

Application Domains

- Intelligence & law enforcement
  - Police cases
  - Won 2007 VAST Contest
  - Stasko et al, *Information Visualization* '08
- Academic papers, PubMed
  - All InfoVis & VAST papers
  - CHI papers
  - Görg et al, KES '10
- Investigative reporting
- Fraud
  - Finance, accounting, banking
- Grants
  - NSF CISE awards from 2000
- Topics on the web (medical condition)
  - Autism
- Consumer reviews
  - Amazon product reviews, edmunds.com, tripadvisor.com
  - Görg et al, HCIR '10
- Business Intelligence
  - Patents, press releases, corporate agreements, …
- Emails
  - White House logs
- Software
  - Source code repositories
  - Ruan et al, SoftVis '10

Potential Jigsaw Future Work

- Collaborative capabilities
- Improved evidence marshalling
- Present/browse investigation history
- Scalability upward
- Web document ingest
- Implement network algorithms
- DB import
- Wikipedia & Intellipedia
- Geospatial view
- Better timeline capabilities
- Reliability/uncertainty
- Other types of data
- Active crawling/RSS ingest
- Try it on display wall
- Deployment to real clients

Room to Improve

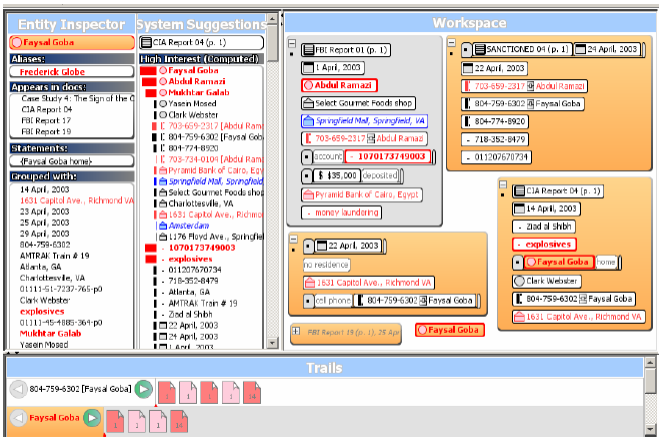
- What Jigsaw doesn't do so well now
  - The end-part of the Pirolli-Card model
    Helping the analyst take notes, organize evidence, generate hypotheses, etc.
    (The Tablet is a first step)
  - Sometimes called "evidence marshalling"
  - Others have focused more on that aspect…

PARC's Entity Workspace

- Tools for rapid ingest of entities from documents
- Can snap together entities into groups
- Can indicate level of interest in objects
- Four main view panels, with zooming UI

Bier, Card & Bodnar
VAST '08

PARC's Entity Workspace



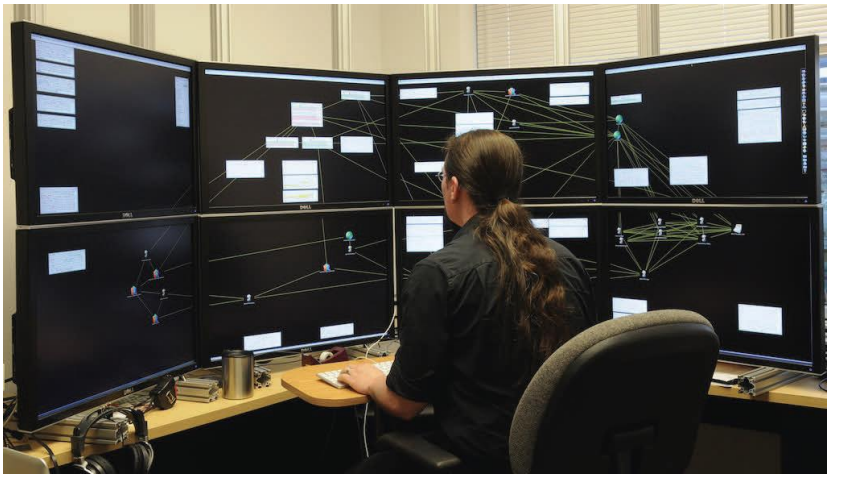
Video

VT's Analyst's Workspace

- Uses spatial affordances from a large display area for benefit in sensemaking
- Analysts move around and arrange items (documents, entities, search results) to externalize the thinking process
  - Like working with pieces of paper on a conference table, but with computational capabilities

Andrews & North
VAST `12

VT's Analyst's Workspace



Video

Related Area of Interest

- Sensemaking
- A general term that has been used in a number of different contexts
  - E.g., How large corporations make decisions
- To me, ultimately about people working with data and information to understand it better

Sensemaking

Nice definition:

"A motivated , continuous effort to understand connections (which can be among people, places, and events) in order to anticipate their trajectories and act effectively."

– Klein, Moon and Hoffman
IEEE Intelligent Systems '06

Alternate Definition

"The process of creating situation awareness in situations of uncertainty"

– D. Leedom, '01 SM Symp. Report

Situation awareness:
"It's knowing what's going on so you know what to do"

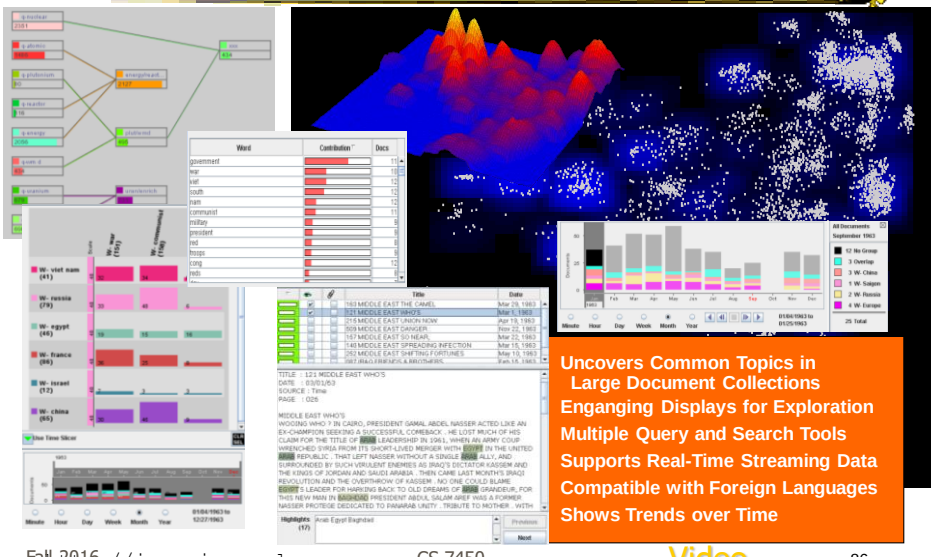
– B. McGuinness, quoting an Air Force pilot

Other VA Projects

- Just a few other nice examples of visual analytics…

IN-SPIRE™ Visual Document Analysis

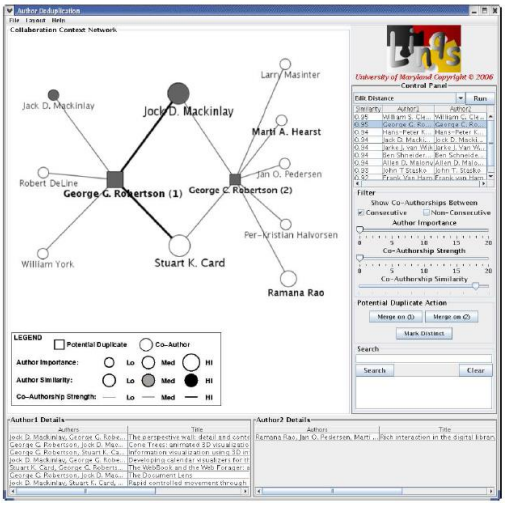
A "Thinking Aid" for advanced investigation of unstructured text



http://in-spire.pnl.gov

D-DUPE

Video



System for entity resolution in large networks such as bibliographic collections

System does computational analysis and provides suggestions and user can augment and correct

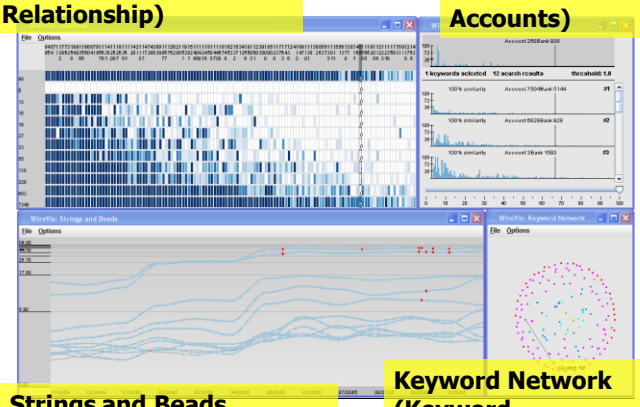
Bilgic et al
VAST '06

WireVis

Video

Heatmap View (Accounts to Keywords Relationship)

Search by Example (Find Similar Accounts)



Helping Bank of America examine wire transfers of money to detect money laundering and fraud

Look for certain temporal patterns and keywords in descriptions

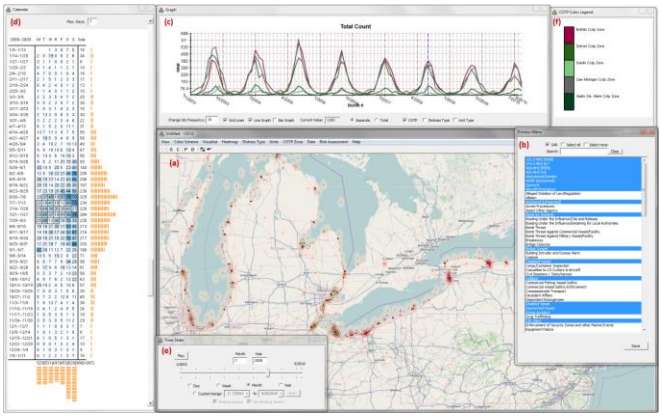
Strings and Beads (Relationships over Time)

Keyword Network (Keyword Relationships)

Chang et al
Information Visualization '08

Video

Coast Guard Search & Rescue



Shows stations, incidents, response times

Visualize historical data and support "what if" explorations

Calculate risk assessments and then communicate visually

Malik et al
VAST '11

Many Others

- A number of nice examples shown earlier on Graph & Network visualization day
  - Perer: Social Action
  - etc.

Other Courses to Take

- CSE 6242 (Prof. Chau)
  - Data and Visual Analytics
- CS 8803 Special Topics (Prof. Endert)
  - Visual Data Analysis

Learning Objectives

- Describe motivation behind visual analytics
- Discuss differences between "statistical" and human-centered data analysis processes, including strengths of each
- Explain visual analytics
  - Define the term
  - List its components
  - Explain the differences between it and information visualization
- Define sensemaking
- List and describe some visual analytics applications

Reading

- Keim et al, '08

Project Timeline

- Finish up system development this week and next
- Meet TAs/myself
- Prepare video
- Demo (20 minutes) next Thu-Fri 8th & 9th
  - Sign up on t-square
- Video showcase Fri 9th 2:50-5:40pm

Video Advice

- Use Camtasia
- Process
  - 1. Develop script (rehearse timing)
  - 2. Record script
  - 3. Capture video of demo to script
  - 4. Add effects

- You've seen examples all semester
  - eg, `http://www.cc.gatech.edu/gvu/ii/videos.html`

Video Advice

< 5 minutes

- Script
  - Introduce problem
  - Describe visualization & system
  - Walk through usage scenario

Exam

- Evaluating the learning objectives
  - Lectures and reading material
- Short answer questions
  - Draw visualization techniques
  - Explain concepts, +/-, differences, …
  - Identify technique and systems
  - Analyze and critique visualizations
  - Samples coming tonight or tomorrow morn

Upcoming

- Exam
- Evaluation in visualization