## **Information Visualization II**

UM Big Data Summer Institute 2019

Matthew Kay Assistant Professor School of Information & Computer Science and Engineering University of Michigan

#### Last time



Understanding the **effectiveness** of different visual channels / encodings.

Understanding where your viewer will look and what they want to do (tasks).

Visualizing as a reflex during analysis.

#### Systematic design via channel effectiveness



How well do these match, given the channel used?

#### Systematic design via channel effectiveness

Quantitative





#### What I want to do today

Talk about:

**Uncertainty visualization** 

Multivariate visualization (a bit)

Run through some examples (if time)

#### Uncertainty

### What happens when we ignore uncertainty?

A mixed-design ANOVA with sex of face (male, female) as a within-subjects factor and self-rated attractiveness (low, average, high) and oral contraceptive use (true, false) as between-subjects factors revealed a main effect of sex of face, F(1, 1276) = 1372, p < .001,  $\eta_p^2 = .52$ . This was qualified by interactions between sex of face and SRA, F(2, 1276) = 6.90, p = .001,  $\eta_p^2 = .011$ , and between sex of face and oral contraceptive use, F(1, 1276) = 5.02, p = .025,  $\eta_p^2 = .004$ . The predicted interaction among sex of face, SRA and oral contraceptive use was not significant, F(2, 1276) = 0.06, p = .94,  $\eta_p^2 < .001$ . All other main effects and interactions were non-significant and irrelevant to our hypotheses, all  $F \le 0.94$ ,  $p \ge .39$ ,  $\eta_p^2 \le .001$ .

A mixed-design ANOV- with sex of face (male, female) as a with roubjects factor and self-rated attractiveness (low overage, high) and oral contract prive use (true, false) as between-subjects factors revealed main effect of seven ace, F(1, 1276) = 1372, p < .001,  $\eta_p^2 = .52$ . This was qualified up interaction between sex of face and SRA, F(2, 1276) = 6.90, p = .001,  $\eta_p^2 = .011$ , and one seen sex of face and oral contraceptive use, F(1, 1276) = 5.02, p = .025,  $\eta_p^2 = .011$  and one redicted interaction among sex of face, SRA and oral contraceptive up to as not significant and irrelevant to our hypotheses, all  $F \le 0.90$ ,  $p \ge .39$ ,  $\eta_p^2 \le .001$ .

#### Alternatives...

Variable	Coefficient (Standard Error)
Constant	.41 (.93)
Countries	
Argentina	1.31 (.33)** <sup>B,M</sup>
Chile	.93 (.32)** <sup>B,M</sup>
Colombia	1.46 (.32)** <sup>B,M</sup>
Mexico	.07 (.32) <sup>A,CH,CO,V</sup>
Venezuela	.96 (.37)** <sup>B,M</sup>
Threat	
Retrospective egocentric economic perceptions	.20 (.13)
Prospective egocentric economic perceptions	.22 (.12)#
Retrospective sociotropic economic perceptions	21 (.12)#
Prospective sociotropic economic perceptions	32 (.12)*
Ideological distance from president	27 (.07)**
Ideology	23 ( 07)**
Individual Differences	.20 (.07)
Ane	00 ( 01)
Female	- 03 (21)
Education	13 (14)
Academic Sector	15 (.29)
Business Sector	31 (25)
Government Sector	- 10 (.27)
$B^2$	.15
Adjusted R <sup>2</sup>	.12
N	500

\*\*p < .01, \*p < .05, \*p < .10 (twotailed)

#### Alternatives...

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Threat		R
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2

[Jonathan P Kastellec and Eduardo L Leoni. 2007. Using Graphs Instead of Tables in Political Science. Perspectives on politics 5, 4: 755–771]

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0



2

 $2^{1.5} \times$ 

[Jonathan P Kastellec and Eduardo L Leoni. 2007. Using Graphs Instead of Tables in Political Science. Perspectives on politics 5, 4: 755–771]

#### How easy is it to ignore the uncertainty?

Variable	(Standard Error)	
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Prospective sociotropic economic perceptions	32 (.12)*	

Chile-Colombia-Mexico-Venezuela-Retrospective egocentric-Prospective egocentric-Retrospective sociotropic-Prospective sociotropic-Distance from president-





#### This contributes to **dichotomania**...

#### Dichotomania...

#### Predictions from last US presidential election

[http://wapo.st/2fCYvDW]

FiveThirtyEight: Trump's Chances

NYT Upshot: Trump's Chances

HuffPo Pollster: Trump's Chances

28%

15%

2%

### Predictions from last presidential election

#### [http://wapo.st/2fCYvDW]

#### FiveThirtyEight: Trump's Chances



NYT Upshot: Trump's Chances





#### HuffPo Pollster: Trump's Chances



20 cases in 1,000

286 cases in 1,000

150 cases in 1,000

#### People are very good at ignoring uncertainty...

#### People are very good at ignoring uncertainty...

**Especially** when we provide bad uncertainty representations

### **Icon arrays** in medical risk communication

[Figure from Fagerlin, Wang, Ubel. Reducing the influence of anecdotal reasoning on people's health care decisions: Is a picture worth a thousand statistics? Medical Decision Making 2005; 25:398–405]

Success Rate of Balloon Angioplasty





Successfully cured of angina

Not successfully cured of angina



Successfully cured
of angina

8



Frequency framing or discrete outcome visualization

# What is an icon array for a continuous distribution?

# What is an icon array for a continuous distribution?

An example scenario...



#### Do I have time to get a coffee?




























# Quantile dotplots

[Kay et al 2016, Fernandes et al 2018]

#### Better estimates, decisions with time

Variance decreases: Even worst performers improve

Good uncertainty displays are possible!

# (Sidebar — Uncertainty: what am I talking about?)

# For the purposes of the first half of this talk...

I am largely adopting a **Bayesian** view of uncertainty

Put another way: uncertainty is probability

#### **Epistemic uncertainty**



#### **Epistemic uncertainty**



#### **Aleatory uncertainty**



(End sidebar — Back to uncertainty vis) Other discrete outcome uncertainty visualizations...

# **Discrete outcome uncertainty visualization**

Success Rate of Balloon Angioplasty



Successfully cured of angina

•

Not successfully cured of angina



## Predictions from 2016 presidential election

[Justin H. Gross, Washington Post, <a href="http://wapo.st/2fCYvDW">http://wapo.st/2fCYvDW</a>]

FiveThirtyEight	NYT Upshot	HuffPo Pollster
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# Predictions from 2016 presidential election

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# FiveThirtyEight's 2018 House forecast

[https://projects.fivethirtyeight.com/2018-midterm-election-forecast/house/]



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Other discrete outcome uncertainty visualizations...

#### Hurricane error cones

[Cox, House, Lindell. Visualizing Uncertainty in Predicted Hurricane Tracks. International Journal for Uncertainty Quantification, 3(2), 143–156, 2013]



#### **Deterministic construal errors**

[Joslyn & LeClerc. Decisions With Uncertainty: The Glass Half Full. Current Directions in Psych. Science, 22(4), 2013]





#### Hurricane error cones

[Cox, House, Lindell. Visualizing Uncertainty in Predicted Hurricane Tracks. International Journal for Uncertainty Quantification, 3(2), 143–156, 2013]



#### Fit line uncertainty



# Fit line uncertainty



## Fit line uncertainty

Hypothetical outcome plots (HOPs)



[Hullman, Resnick, Adar. Hypothetical Outcome Plots Outperform Error Bars and Violin Plots for Inferences about Reliability of Variable Ordering. PloS One, 10(11). 2015]

#### Hurricane location

[Liu et al, Uncertainty Visualization by Representative Sampling..., 2016]



#### Hurricane location

[Liu et al, Uncertainty Visualization by Representative Sampling..., 2016]



Animation helps people experience uncertainty

This can be very powerful...

# Income of black boys from wealthy families

#### https://nyti.ms/2GGpFZw



Adult outcomes reflect household incomes in 2014 and 2015.

#### Plenty of options just for point estimates...











#### [Sidebar: distribution visualizations]












# Cartographic uncertainty

# Just map to another visual channel, right?

[Lucchesi & Wikle. Visualizing uncertainty in areal data with bivariate choropleth maps, map pixelation and glyph rotation. Stat, 292–302, 2017]



## Just map to another visual channel, right?

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# Just map to another visual channel, right?

[Lucchesi & Wikle. Visualizing uncertainty in areal data with bivariate choropleth maps, map pixelation and glyph rotation. Stat, 292–302, 2017]



Very abstract...

#### I'm not a map vis person...





y1	y2	уЗ	y4	y5	y6	у7	y1	y2	уЗ	у4	y5	y6	у7	
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#### More examples...



http://mjskay.github.io/tidybayes/

https://github.com/mjskay/uncertainty-examples

Let's step back from strictly probabilistic uncertainty



analysis data ------

Different choices for ... outlier removal



Different choices for ... outlier removal data transformation analysis data –







This is model/ specification uncertainty

#### Epistemic uncertainty

#### 

#### Aleatory uncertainty



#### **Epistemic uncertainty**



#### Aleatory uncertainty



#### **Ontological uncertainty**

How well does this describe reality?







# (pre-registration)


# (multiverse analysis) [Steegen, Tuerlinckz, Gelman, Vanpaemel 2014]



#### Religiosity (Study 2)

Social political attitudes





#### Voting preferences

		R1					R2					R3					
F1	F2	FB	F4	F5	F1	F2	FB	F4	F5	F1	F2	FB	F4	F5			
					Г					Г							
0	0	0	0.01	0	0.04	0.04	0.02	0.07	0.02	0.01	0.01	0	0.03	0.01	EC 1	ECL1	
0.11	0.14	0.01	0.08	0	0.38	0.6	0.19	0.38	0.16	0.22	0.37	0.07	0.2	0.05	EC 2		NMO
0.01	0.02	0	0 .03	0	0.03	0.05	0.01	0.08	0.03	0.01	0.02	0	0.04	0.01	EC 1	ECL2	
0.13	0.15	0.01	0.07	0	0.27	0.36	0.14	0.27	0.14	0.16	0.22	0.05	0.13	0.04	EC 2		
0.01	0.01	0	0	0.01	0.04	0.06	0.03	0.04	0.06	0.01	0.02	0.01	0.02	0.02	EC 1	ECL1	
0.05	0.03	0.01	0	0	0.19	0.22	0.08	0.09	0.12	0.08	0.09	0.03	0.03	0.03	EC 2		NMO
0.01	0.01	0	0	0.01	0.05	0.07	0.02	0.05	0.08	0.01	0.02	0.01	0.02	0.03	EC 1	ECL3	
0.08	0.04	0.01	0	0	0.22	0.25	0.06	0.14	0.15	0.11	0.11	0.02	0.04	0.04	EC 2		
0.11	0.13	0.03	0.08	0.02	0.05	0.09	0.05	0.07	0.08	0.04	0.06	0.02	0.05	0.03	EC 1	ECL1	
0.42	0.32	0.04	0.18	0	0.59	0.68	0.23	0.4	0.23	0.45	0.5	0.09	0.28	0.06	EC 2		
0.07	0.09	0.01	0.07	0.01	0.08	0.12	0.08	0.08	0.11	0.04	0.07	0.02	0.05	0.03	EC 1	ECL2	NMO:
0.28	0.28	0.02	0.18	0	0.47	0.54	0.16	0.37	0.19	0.31	0.38	0.05	0.25	0.04	EC 2		
0.08	0.1	0.02	0.04	0.01	0.11	0.14	80.0	0.14	0.19	0.06	0.09	0.03	0.07	0.06	EC 1	ECL3	
0.28	0.27	0.04	0.09	0	0.54	0.66	0.22	0.44	0.31	0.37	0.47	0.09	0.25	0.07	EC 2		

		RI					RZ					RЗ					
F1	F2	FB	F4	F5	F1	F2	FB	F4	F5	F1	F2	Fβ	F4	F5			
0	0	0	0	0	0.03	0.04	0.01	0.04	0.01	0.01	0.01	0	0.01	0	EC 1	ECL1	
0.07	0.1	0.01	0.06	0	0.19	0.33	0.09	0.35	0.14	0.1	0.18	0.03	0.17	0.04	EC 2		NM01
0.01	0.01	0	0 .01	0	0.03	0.04	0.01	0.05	0.01	0.01	0.01	0	0.02	0	EC 1	ECL2	
0.08	0.11	0.01	0.06	0	0.12	0.16	0.06	0.25	0.11	0.07	0.09	0.02	0.11	0.03	EC 2		
0.01	0.01	0	0	0.01	0.03	0.05	0.02	0.03	0.05	0.01	0.02	0	0.01	0.02	EC 1	ECL1	
0.03	0.02	0	0	0	0.07	0.09	0.03	0.05	0.06	0.03	0.04	0.01	0.02	0.01	EC 2		NM02
0.01	0.01	0	0	0.01	0.06	0.09	0.02	0.06	0.09	0.02	0.03	0.01	0.02	0.03	EC 1	ECL3	
0.08	0.05	0.02	0	0	0.16	0.19	0.04	0.1	0.1	0.08	0.08	0.02	0.03	0.03	EC 2		
0.08	0.17	0.02	0.06	0.01	0.03	0.08	0.02	0.04	0.04	0.02	0.07	0.01	0.03	0.01	EC 1	ECL1	
0.42	0.4	0.04	0.24	0.01	0.37	0.41	0.11	0.32	0.16	0.31	0.35	0.05	0.26	0.05	EC 2		
0.05	0.12	0.01	0.05	0.01	0.04	0.09	0.03	0.05	0.05	0.02	0.06	0.01	0.03	0.01	EC 1	ECL2	NM03
0.28	0.37	0.02	0.24	0.01	0.27	0.3	0.07	0.3	0.12	0.2	0.25	0.02	0.22	0.03	EC 2		
0.08	0.18	0.02	0.03	0.01	0.08	0.18	0.06	0.09	0.12	0.04	0.13	0.02	0.04	0.04	EC 1	ECL3	
0.37	0.44	0.07	0.14	0.01	0.48	0.56	0.19	0.41	0.27	0.37	0.47	0.09	0.26	0.08	EC 2		

Donation preferences

[Steegen, Tuerlinckz, Gelman, Vanpaemel. Increasing Transparency Through a Multiverse Analysis. Perspectives on Psychological Science, 2016]

## **Explorable Multiverse Analysis Reports**

[Dragicevic, Jansen, Sarma, Kay, and Chevalier. Increasing the Transparency of Research Papers with Explorable Multiverse Analyses. CHI 2019: <u>https://explorablemultiverse.github.io/]</u>



each condition. Error bars are 95% t-based CIs.

We focus our analysis on task completion times, reported in Figures 3 and 4. Dots indicate sample means, while error bars are 95% confidence intervals computed on log-transformed data [6] using the t-distribution method. Strictly speaking, all we can assert about each interval is

	r = 0.3	r = 0.5	r = 0.7	r = 0.9	Overall
	pcp-neg	scatterplot-pos	scatterplot-neg	scatterplot-neg	scatterplot-pos
os	scatterplot-pos	pcp-neg	scatterplot-pos	scatterplot-pos	pcp-neg
eg	scatterplot-neg	scatterplot-neg	pcp-neg	pcp-neg	scatterplot-neg
eg	stackedbar-neg	stackedbar-neg	stackedbar-neg	ordered line-pos	stackedbar-neg
oos	ordered line-pos	ordered line-pos	ordered line-pos	donut-neg	ordered line-pos
	donut-neg	donut-neg	donut-neg	ordered line-neg	donut-neg
neg	stackedarea-neg	stackedarea-neg	ordered line-neg	stackedbar-neg	stackedarea-neg
neg	ordered line-neg	ordered line-neg	stackedarea-neg	stackedline-neg	ordered line-neg
leg	stackedline-neg	stackedline-neg	stackedline-neg	stackedarea-neg	stackedline-neg





## **Explorable Multiverse Analysis Reports**

[Dragicevic, Jansen, Sarma, Kay, and Chevalier. Increasing the Transparency of Research Papers with Explorable Multiverse Analyses. CHI 2019: <u>https://explorablemultiverse.github.io/</u>]

We need better ways to acknowledge specification uncertainty and have a conversation about it through the literature

#### Okay, but back to elections...

#### **New York Times Election Needle**

[https://www.nytimes.com/interactive/2016/11/08/us/elections/trump-clinton-election-night-live.html]



#### The Fake Twitchy Hell Dials of the New York *Times*' Forecast Only Made Last Night Worse

By Jake Swearingen



Photo: rhyselsmore/Twitter

Around 9:30 last night, this tweet popped up on my timeline:

stop tweeting the fucking hell dial

- erictoral vote (@ericlimer) November 9, 2016



#### Alp Toker 🥝 @atoker

Looking for trends in *@nytimes*'s presidential forecast needle? Don't look too hard - the bounce is random jitter from your PC, not live data





Follow

 $\sim$ 

straight up: the NYT needle jitter is irresponsible design at best and unethical design at worst and you should stop looking at it

9:58 PM - 8 Nov 2016

509 Retweets 882 Likes

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Q 17 1J 509 0 882 Μ  $\sim$ 

Follow

But shouldn't anxiety be proportional to uncertainty?

#### Uncertainty visualization as a moral imperative

We should...

present well-calibrated uncertainty that cannot be ignored in ways people can actually understand

#### Multivariate visualization

#### Multivariate data

Examples of useful techniques for multivariate data:

1. Small multiples

2. Scatterplot matrices

3. Parallel coordinates

# **Small multiples**

Growth of Walmart





# Value of small multiples

**Reader-driven** comparison

Micro-macro readings, layering

High-level properties through ensemble coding

#### **Double use** of position channel



#### **SPLOM: Scatterplot matrix**

[https://bl.ocks.org/mbostock/4063663]

**Special case of small multiples** variable -> **column** (x position) variable -> **row** (y position)

Each panel: column variable -> x position row variable -> y position



#### SPLOMs don't scale well with many variables

Scatterplot is **best representation** for correlation...

	WrdMean	SntComp	OddWrds	MxdArit	Remndrs	MissNum	Gloves	Boots	Hatchts
WrdMean	A					. <b>.</b>	<b>:</b>		<b>*</b>
SntComp	<b>.</b>	$\mathbb{A}$		, M					Ņ.
OddWrds	, <b>*</b>		A			پې			÷.
MxdArit		÷.							
Remodrs	چې		٠ <b>ن</b> ېپ		A				
MissNum	. <b>.</b> .	, <b>M</b>		,	<b>,</b>	$\mathbb{A}$			
Gloves	. <b>.</b>						A		
Boots		×.						$\mathbb{A}$	Å.
Hatchts			***			<b>.</b>	. <b></b> .		A

#### SPLOMs don't scale well with many variables

Scatterplot is **best representation** for correlation...

But SPLOMs don't always scale

	WrdMean	SntComp	OddWrds	MxdArit	Remndrs	MissNum	Gloves	Boots	Hatchts
WrdMean	A		, ,	<b>.</b>		. <b></b>	<b>.</b>		<b>*</b>
SntComp	<b>.</b>	$\mathbb{A}$	, ,	,					<b>2</b>
OddWrds			A	<b>.</b>					<b>*</b>
MxdArit									
Remndrs	؞ کی ا	کی ا			A				
MissNum				, ,	, <b>*</b> ***	$\mathbb{A}$			
Gloves						ڹۜ	A	÷	
Boots	<b>.</b>	÷.	, și					A	À.
Hatchts			*	<b>.</b>		ŝ.			A

# **SPLOM** alternative: parallel coordinates

[https://bl.ocks.org/jasondavies/1341281]

Scales better But not best representation

Usually needs interactivity



# **SPLOM** alternative: parallel coordinates

[https://bl.ocks.org/jasondavies/1341281]

Scales better

But not best representation

Usually needs interactivity



#### Multivariate visualization

Small multiples help a lot (double position encoding!)

SPLOMs great for correlation

Parallel coordinates: trade effectiveness for scale

Other approaches: dimensionality reduction, then vis

#### Examples / exercises

## **Prediction and memory**

#### Draw your line on the chart below

#### Percent of children who attended college



[https://nyti.ms/2jX8zue]

#### **Small multiples versus animation**



#### [https://excelcharts.com/animation-small-multiples-growth-walmart-excel-edition/]

#### **Measles vaccination**



#### https://tinyurl.com/mjd5sv9

# What's wrong here?

This line, representing 18 miles per gallon in 1978, is 0.6 inches long.



This line, representing 27.5 miles per gallon in 1985, is 5.3 inches long.





[https://fivethirtyeight. com/features/science-isnt-

broken/]

#### **Evolution of bacteria**



https://vimeo.com/180908160

#### Hyberbolic trees

[https://youtu.be/fhbQy\_NCwWI]

#### **Document visualization: sentence length**



[Keim & Oelke '07]

[McGuffin, Simple Algorithms for Network Visualization: A Tutorial, 2012]



[McGuffin, Simple Algorithms for Network Visualization: A Tutorial, 2012]



[McGuffin, Simple Algorithms for Network Visualization: A Tutorial, 2012]







### Node linearization: Barycentric order





#### Node linearization: Barycentric order



#### Node linearization: Barycentric order


## (also node-link + matrix example: MatLink)

[McGuffin]



## **NodeTrix**: the other way around

Riche et al, <u>http://www.aviz.fr/Research/Nodetrix</u>, <u>https://www.youtube.com/watch?v=7G3MxyOcHKQ</u>



## **Small multiples**



A Field Guide to

## [http://graphics.wsj.com/elections/2016/field-guide-red-blue-america/]