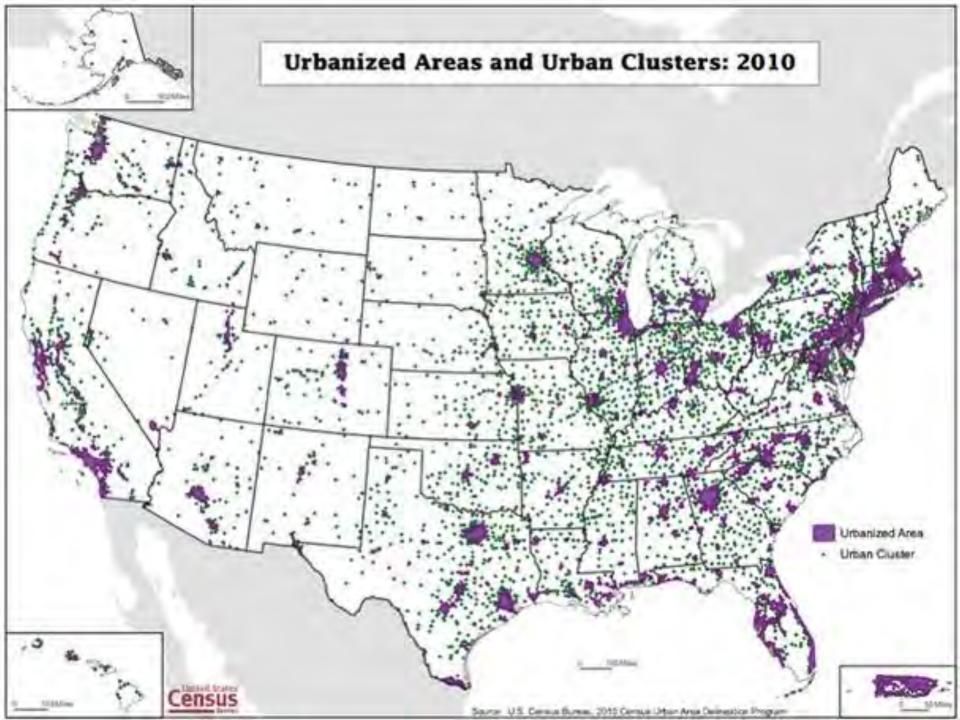
# **Geo Visualization**

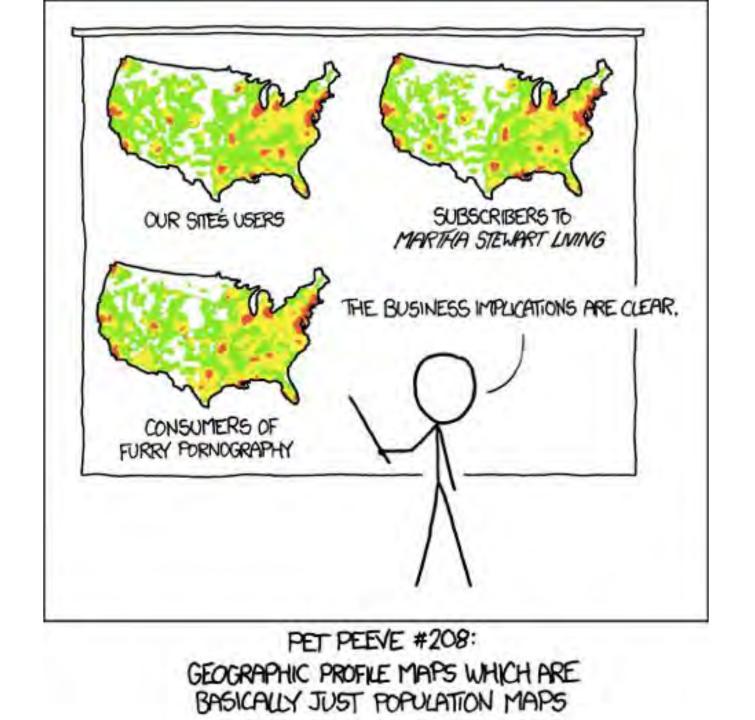
## ID 413: Information Graphics and Data Visualization Spring 2016

Venkatesh Rajamanickam (@venkatrajam) venkatra@iitb.ac.in http://info-design-lab.github.io/ID413-DataViz/

#### UNITED STATES ECONOMIC ACTIVITY, SPLIT IN HALF

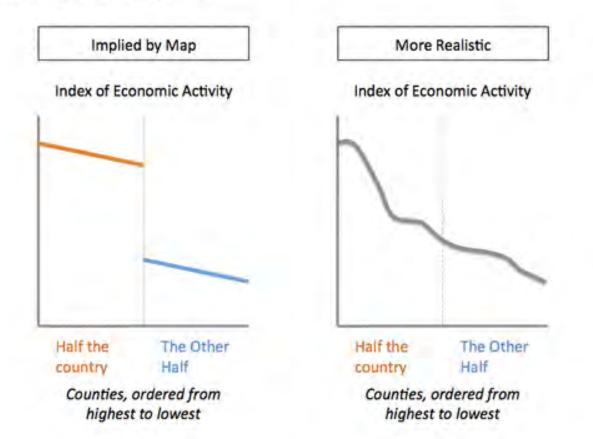
50% 50%



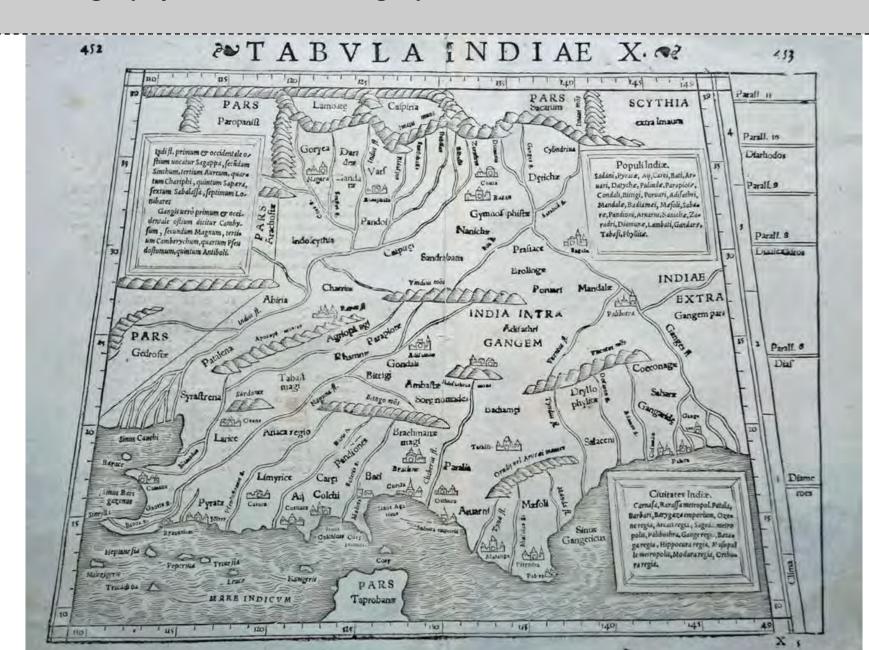


The map does not make false claims but it leads readers to the conclusion that the orange areas are much more important than the blue region (equal economic activity but much smaller area). The first problem is that the types of economic activities are vastly different between those regions, and this significant factor is ignored.

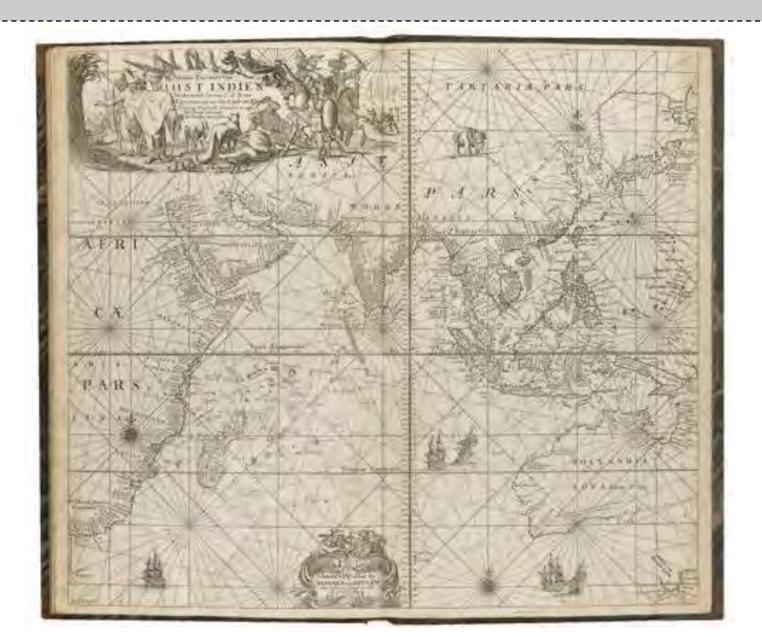
The second problem is that the designer <u>over-aggregated</u> the data. All counties (or zip codes) are classified into two groups ("split in half") when in fact, the level of economic activity at the level of counties (or zip codes) is a gradient. Imagine plotting the economic activity index by county, ordered from the highest to the lowest. Do we see a dramatic drop-off after counting out half the counties (i.e., the pattern shown on the left chart below)? Or are we more likely to see the pattern shown on the right? If you see a distribution like the one shown on the right, would you summarize that with just two segments?



#### Cartography - Münster's Geographia (1552)



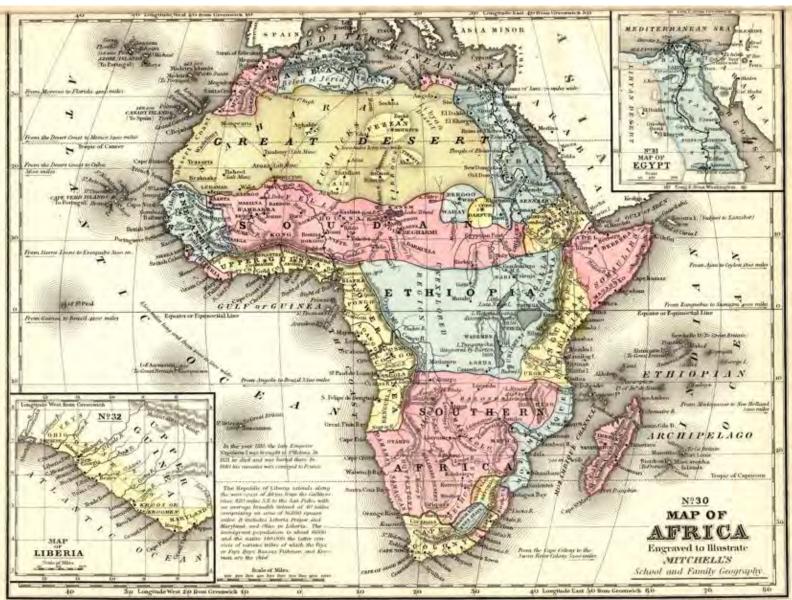
## Cartography - Johannes van Keulen (1679)



## Cartography - Daniël Stoopendaal (1702)



#### Cartography - S. Augustus Mitchell (1867)



Internal according to 3rd of Congress in the year 1858 by 5 Augustus Mitchell, in the Parks Office of the Parkst Doart of the Eastern District of Pennsylven

Brann by J M.Branny: Engrand by E.Trease

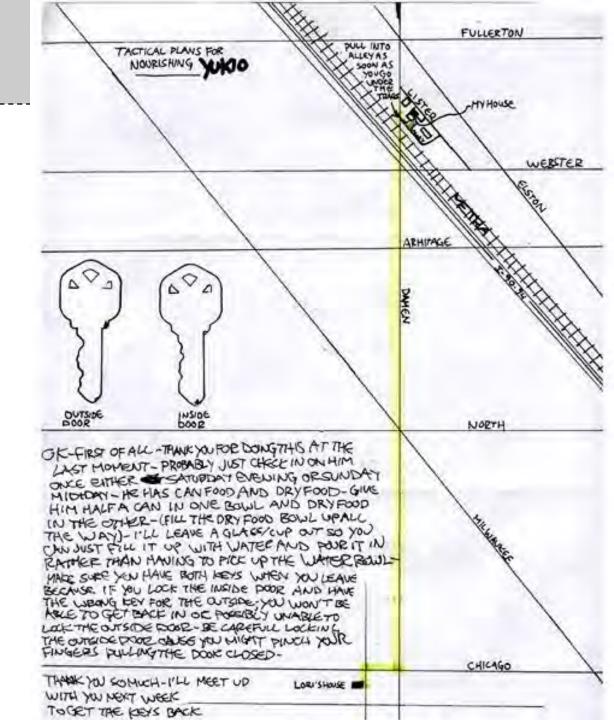
## Cartography – 20<sup>th</sup> Century physical



#### Cartography – 20<sup>th</sup> Century political







Mental map exercises

- Where am I in the city?
- $\circ$  From here to there
- What's around here?
- $\,\circ\,$  Where I went and what I did

What's so interesting about these maps?

Taking note of people's intuitive strategies – as landscape architects might use shortcuts taken by users or as park planners might in some cities after the snow.



- Individually tailored "Made for an audience of one"
- In a moment, ephemeral

# Directions

- Steps
- Intermediate goals
- Progressive disclosure

# Efficient

- Edited, only necessary information
- Shorthand notation to accompany verbal description

# **Rotate and distort**

- Orientation eg. seaside maps
- Geography
- Geometry eg. 'rectilinear correction'
- Scale
- Detail, 'granularity'

# Supportive

- Annotated
- Error detection, "If you reach the toll road, you've gone too far"

#### **Mental Cities** ASCENT FROM ASHNESS BRIDGE 1500 feet of ascent : 2 miles (4's from Keswick) BLEADERRY FELL when the fence lurns away to the left a beeline may be made for the summit over undulating and markhy around. It will be froms a little drier underfoot to continue ahead to Poulerhow has before turning left to the top. This is the best

1700 Four 1600 --cairos on rock knolls may be visited 1500 with little effort Dodd Mr. Mar rection. The falls & will not be seen his route avoids UNIESS THE DECK IS the roughnesses followed closely land of the ravine (but carefully) misses the view of the falls) Aim for 1006 looking shness the south-east Gill is well worth a visit. the falls being spectacular, but the last = half-mile to the summit of High Seat is LEDIOUS theep fold y wood Ashness 000 Bridge

the solitary tree to find the path. trutta SUPPRISE VIEW ess well-known than the one in Ashness Wood shness shats Gill

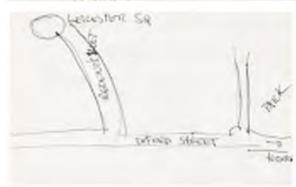
High Seat 4

TAXA. 1500 heather

Pouterhow

HICH SEAT

Chandra St. -Seekings Oded St. Chattyli monorgin back streate Glads 1000 (10) (at) alaha Traco Bits/Tubel Pot6 tauther is In. clacham. 6.8231 Brixto. Snackwell fourth Enixter,



#### Linear

This mental map demonstrates the importance of backbone walking routes. Broad and reasonably straight, Fleet Street provides the perfect spine from which roads jut off to the north and south. Names are in the right order, but not geographically. The level of detail and familiarity with the street names suggests that the person responsible has worked in this area for some years.

Lbbr

2

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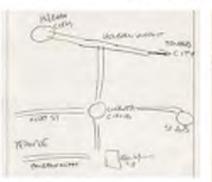
2

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office

3

3



Stick and ball This map is defined by destinations (drawn as circles and named) rather than the routes (drawn as parallellines and left unnamed). It is probably influenced by the Tube map, and emphasises the arrival rather than the journey.



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#### Human A-Z

Possibly the work of a professional. The level of detail is exceptional, with accomplished draftsmanship and a thorough understanding of geographical relationships. Note the number of important landmarks (to the author!)

#### The Image of the City – Kevin Lynch

12.25

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Image

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APT 11.

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Levin Lynch:

THE

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IMAGE

#### THE MAGE OF THE LITS Kevin Lynch

What does the city's form actually mean to the people who live there? What can the city planner do to make the city's image more wrolf and memorable to the city dweller? To asswer these questions. Mt. Lynch, supported by studies of Los Angeles, Boston, and Jersey City, formulates a new criterion — inegrability — and shows its potential value as a guide for the building and rebuilding of cities.

The wide scope of this study leads to an original and ustal method for the evaluation of city form. The architect, the planner, and certainly the city dweller will all want to send this book.

#### What the reviewers have said-

. Kevin Lynch has come up with a readable, tastiy organized, authoritative volume that may prove as unportant to city building as Camillo Sitte's The Art of Building Cittes." - Architectural Forum

"City planners and urban datigners everywhere will be taking account of his work for years to come . The inopartance of this book in the literature of urbanism is obvious . . . we have lacked a theory of the city's visual perception based on objective criteria. For some strange reason, in the period dating from the late 19th Continy in Germany and lasting until Lynch's efforts . . there was no experimentation in the matter of how cities are purceived. All of us can be grateful for the resumption of this line of thought. The impact of this volume should be enormous." - Lennard K. Eaton, *Progressive Architecture* 

> THE M.I.T. PRESS Cambridge, Massachusetts 02142

Mental maps used by Lynch to isolate distinct features of a city and deduce their impact on public experience

The Image of the City – Kevin Lynch

Imageability, or legibility, of a place

Five elements

- 1. Paths
- 2. Edges
- 3. Districts
- 4. Nodes
- 5. Landmarks

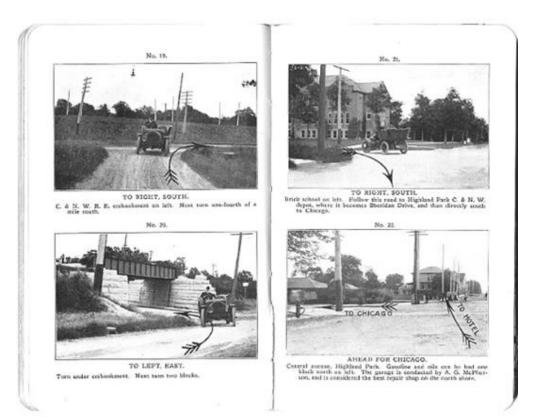
- routes
- other lines eg. shoreline
- realms
- foci, centres
- architectural, natural

#### Locate / Describe

Mapping – systematically locating things A map – representation of this

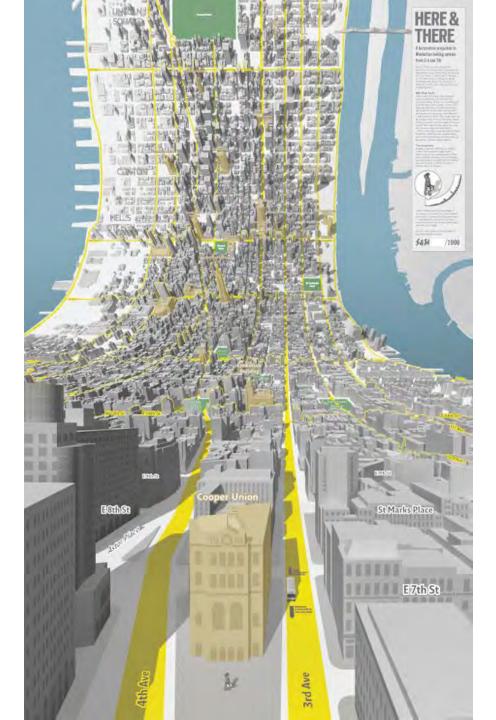
## J.W.Jones Jones-Live Map (1909)





# Andrew McNally II Photo-Auto Guide (c. 1907)

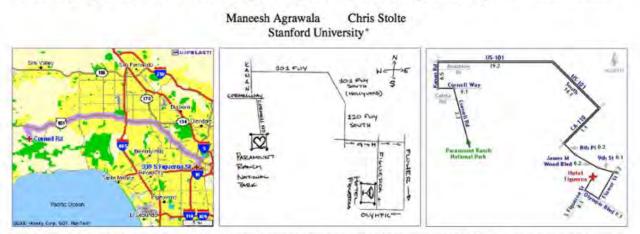




"A shift in perception is reflected in changing methods of mapping. Our knowledge of the world allows us to see it in different ways, and this manifests itself in new [graphic] representations."

Emmet Connolly Web developer, Google blog.thoughtwax.com

#### LineDrive



#### **Rendering Effective Route Maps: Improving Usability Through Generalization**

Figure 1: Three route maps for the same route rendered by (left) a standard computer-mapping system, (middle) a person, and (right) LincDrive, our route map rendering system. The standard computer-generated map is difficult to use because its large, constant scale factor causes the short roads to vanish and because it is cluttered with extraneous details such as city names, parks, and roads that are far away from the route. Both the handdrawn map and the LineDrive map exaggerate the lengths of the short roads to ensure their visibility while maintaining a simple, clean design that emphasizes the most essential information for following the route. Note that the handdrawn map our test of With are courted without seeing cither the standard computer-generated map or the LineDrive map. (Handdrawn map courtesy of Mia Trachinger.)

#### Abstract

Route maps, which depict a path from one location to another, have emerged as one of the most popular applications on the Web. Current computer-generated route maps, however, are often very difficult to use. In this paper we present a set of cartographic generalization techniques specifically designed to improve the usability of route maps. Our generalization techniques are based both on cognitive psychology research studying how route maps are used and on an analysis of the generalizations commonly found in handdrawn route maps. We describe algorithmic implementations of these generalization techniques within LineDrive, a real-time system for automatically designing and rendering route maps. Feedback from over 2200 users indicates that almost all believe LineDrive maps are preferable to using standard computer-generated route maps alone.

Keywords: Information Visualization, Non-Realistic Rendering, WWW Applications, Human Factors

#### 1 Introduction

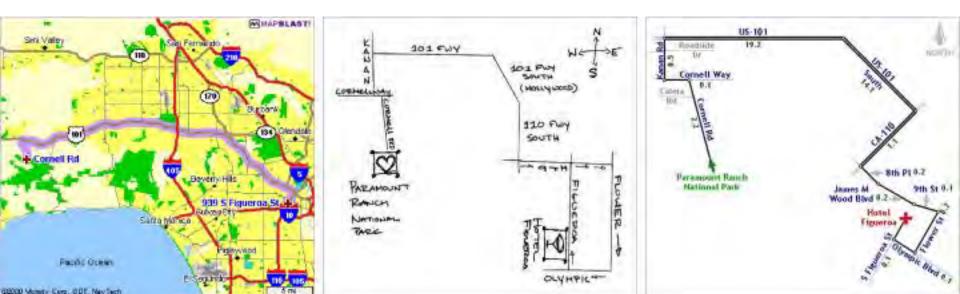
Route maps, which depict a path from one location to another, are one of the most common forms of graphic communication. Alclarity of the map and to emphasize the most important information [16, 21]. This type of generalization, performed either consciously or sub-consciously, is prevalent both in quickly sketched maps and in professionally designed route maps that appear in print advertisements, invitations, and subway schedules [25, 13].

Recently, route maps in the form of driving directions have become widely available through the Web. In contrast to handdesigned route maps, these computer-generated route maps are often more precise and contain more information. Yet these maps are more difficult to use. The main shortcoming of current systems for automatically generating route maps is that they do not distinguish between essential and extraneous information, and as a result, cannot apply the generalizations used in hand-designed maps to emphasize the information needed to follow the route.

Figure 1 shows several problems arising from the lack of differentiation between necessary and unnecessary information. The primary problem is that current computer-mapping systems maintain a constant scale factor for the entire map. For many routes, the lengths of roads can vary over several orders of magnitude, from tens of feet within a neighborhood to hundreds of miles along a highway. When a constant scale factor is used for these routes, it forces the shorter mads to shrink to a point and essentially vanish

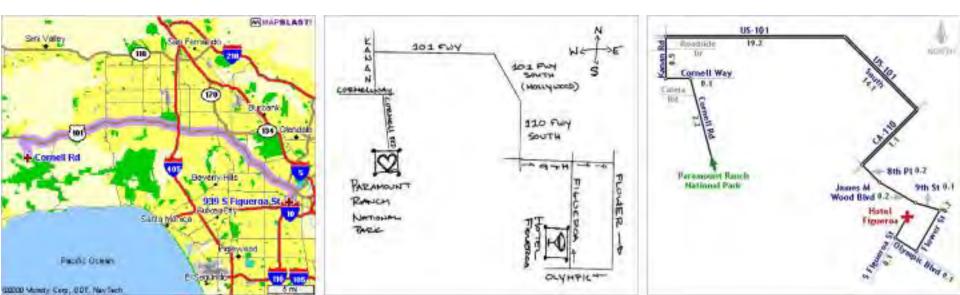
## LineDrive

- cartographic generalization techniques specifically designed to improve the usability of route maps
- The generalization techniques are based both on cognitive psychology research studying how route maps are used and on an analysis of the generalizations commonly found in handdrawn route maps
- They describe algorithmic implementations of these generalization techniques within LineDrive, a real-time system for automatically designing and rendering route maps



## LineDrive

- o straighten wiggly lines
- o snap turns to right angles
- expand regions with turns
- contract long straight roads
- label carefully
- o maintain overall orientation



# **Map Projections**



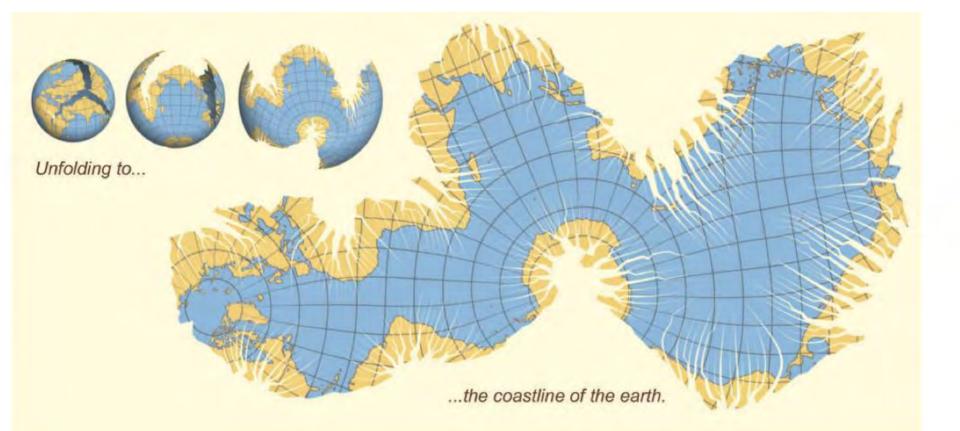




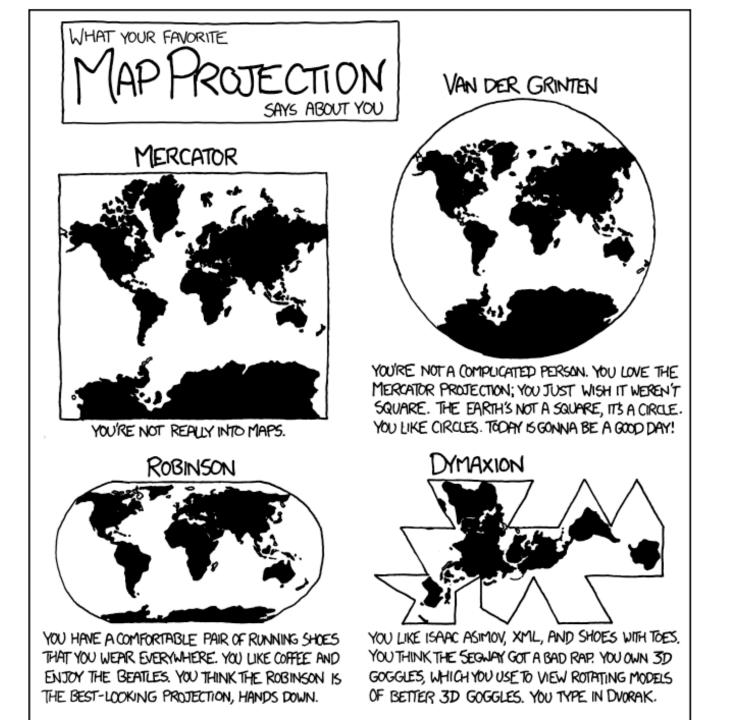




A sphere tears when you flatten it



# Many ways to tear it van Wijk 2008

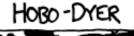




NATIONAL GEOGRAPHIC ADOPTED THE WINKEL-TRIPEL IN 1998, BUT YOU'VE BEEN A W-T FAN SINCE LOWG BEFORE "NAT GEO" SHOWED UP. YOU'RE WORRIED IT'S GETTING PLAYED OUT, AND ARE THINKING OF SWITCHING TO THE KAVRAYSKIY. YOU ONCE LEFT A PARTY IN DISGUST WHEN A GUEST SHOWED UP WEARING SHOES WITH TOES. YOUR FAVORITE MUSICAL GENRE IS "POST-".



THEY SAY MAPPING THE EARTH ON A 2D SURFACE IS LIKE FLATTENING AN ORANGE PEEL, WHICH SEEMS EASY ENOUGH TO YOU. YOU LIKE EASY SOLUTIONS. YOU THINK WE WOULDN'T HAVE SO MANY PROBLEMS IF WE'D JUST ELECT NORMAL PEOPLE TO CONGRESS INSTEAD OF POLITICIANS. YOU THINK AIRLINES SHOULD JUST BUY FOOD FROM THE RESTAURANTS NEAR THE GATES AND SERVE THAT ON BOARD. YOU CHANGE YOUR CAR'S OIL, BUT SECRETLY WONDER IF YOU REALLY NEED TO.





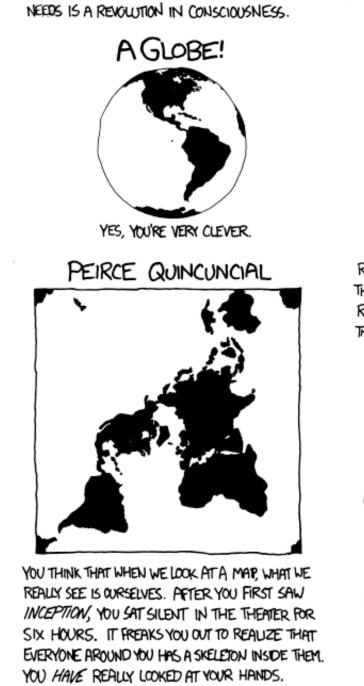
YOU WANT TO AVOID CULTURAL IMPERIALISM, BUT YOU'VE HEARD BAD THINGS ABOUT GALL-PETERS. YOU'RE CONFLICT-AVERSE AND BUY ORGANIC. YOU USE A RECENTLY-INVENTED SET OF GENDER-NEUTRAL PRONOUNS AND THINK THAT WHAT THE WORLD NEEDS IS A REVOLUTION IN CONSCIOUSNESS.





YOU THINK THIS ONE IS FINE. YOU LIKE HOW X AND Y MAP TO LATITUDE AND LONGITUDE. THE OTHER PROJECTIONS OVER COMPLICATE THINGS. YOU WANT ME TO STOP ASKING ABOUT MAPS SOYOU CAN ENDOY DINNER.

LATEDMON RUTTEDOV





REALLY? YOU KNOW THE WATERMAN? HAVE YOU SEEN THE 1909 (AHILL MAP IT'S BASED - ... YOU HAVE A FRAMED REPRODUCTION AT HOME?! WHOA. ... LISTEN, FORGET THESE QUESTIONS. ARE YOU DOING ANYTHING TONKITT?





I HATE YOU.

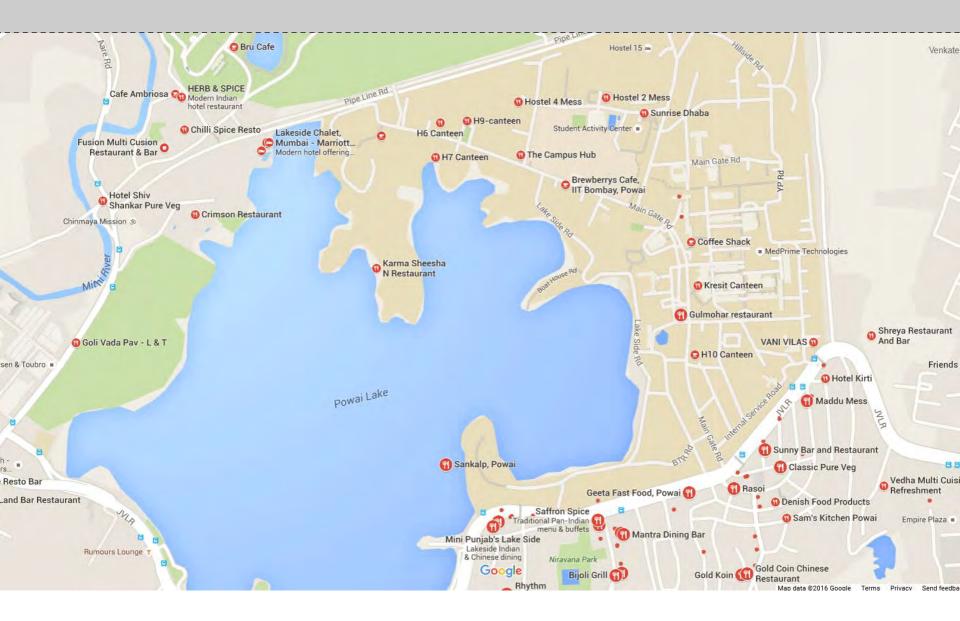
http://xkcd.c om/977/ **Projections Types** 

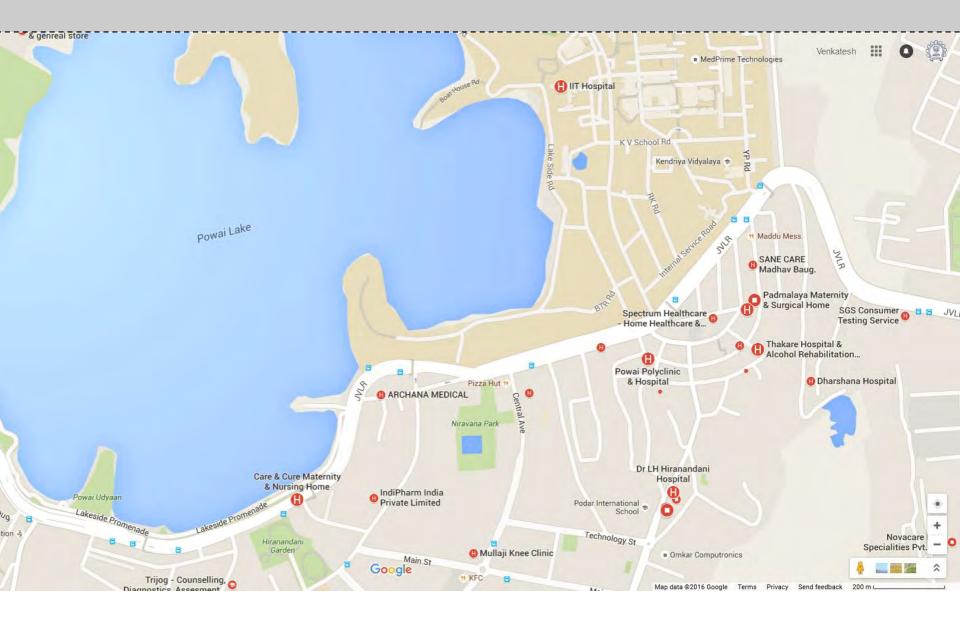
- Azimuthal: Preserves direction from a central point
- Authalic: Preserves area
- Conformal: Preserves angles / local shapes
- Others? Combinations?

### Encoding data on the Maps

Representing Spatial Position vs. Spatial Relationships

- Glyphs and Landmarks (discrete)
- Heatmaps / Isocurves (continuous)
- Choropleths
- o Cartograms
- Flow Maps
- Thematic Maps

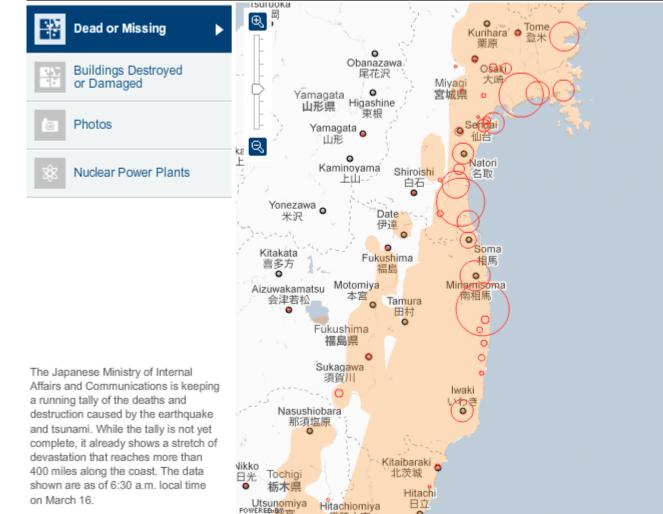




#### The New York Times | ASIA

#### Map of the Damage From the Japanese Earthquake

An interactive map and photographs of places in Japan that were damaged by the March 11 earthquake



#### Data as Points

data: ordered/ quantitative

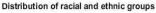
#### encoding: size

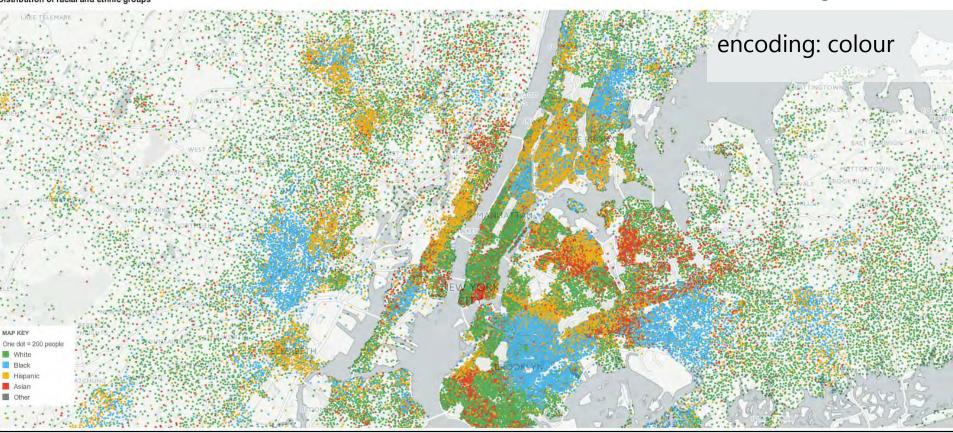
#### Che New York Cimes Mapping America: Every City, Every Block

Browse local data from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.

# Data as Points

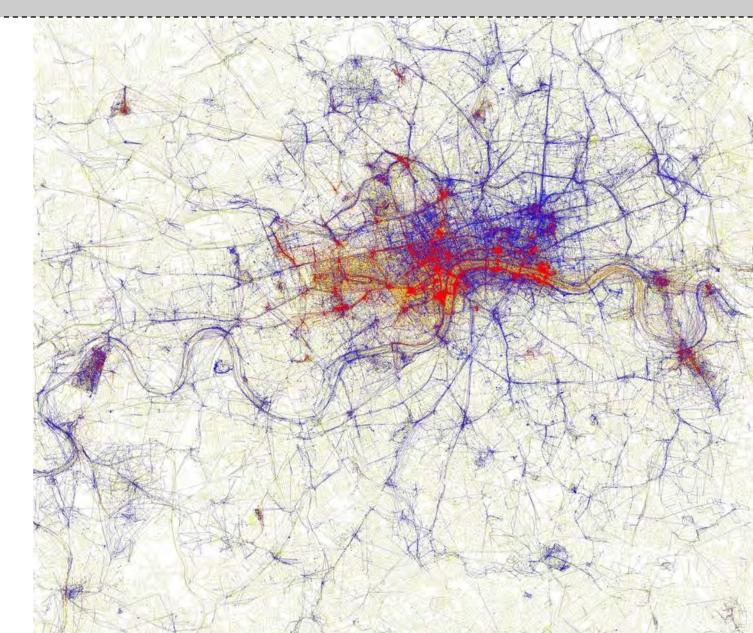
#### data: categorical

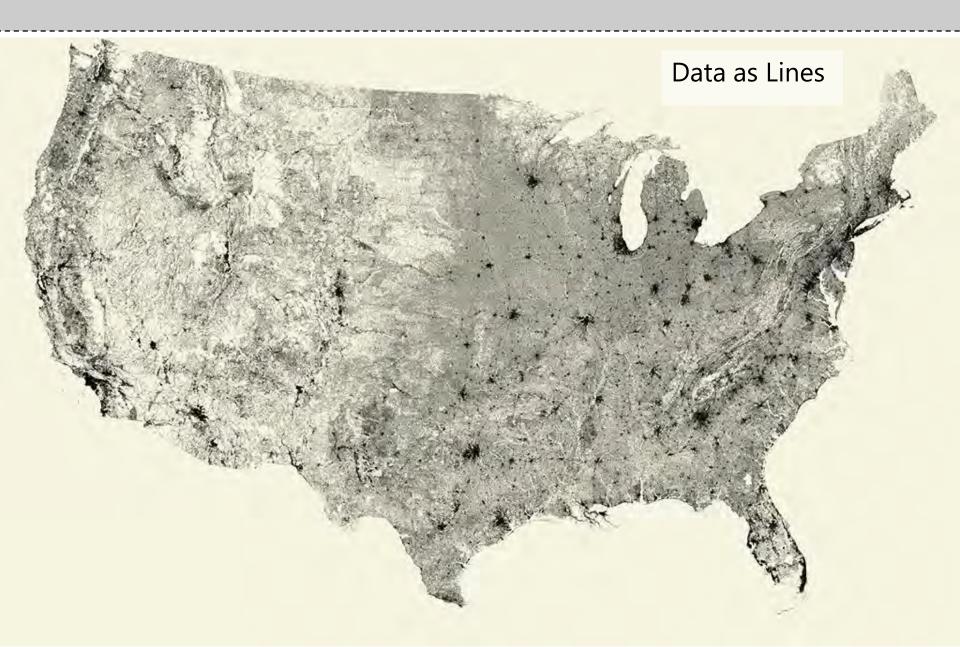




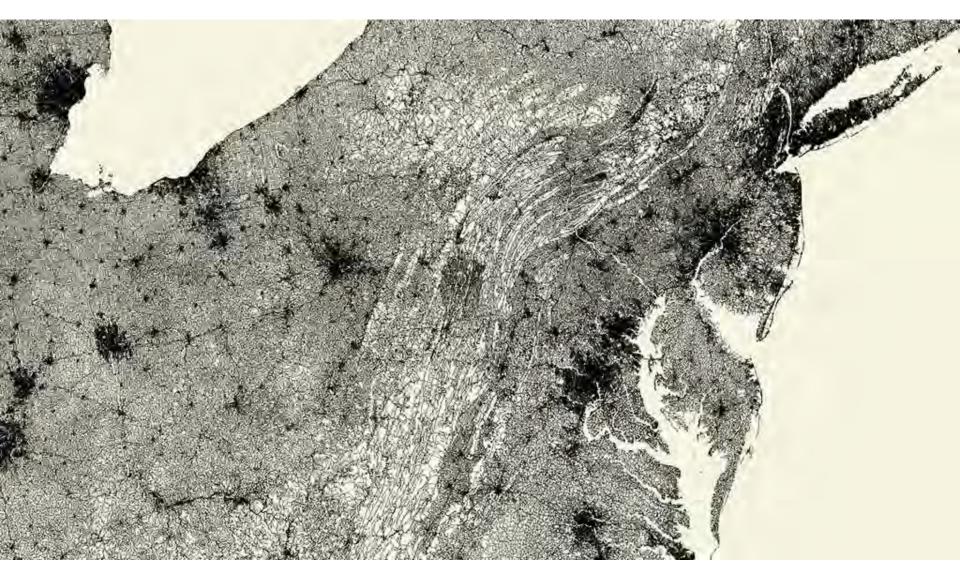




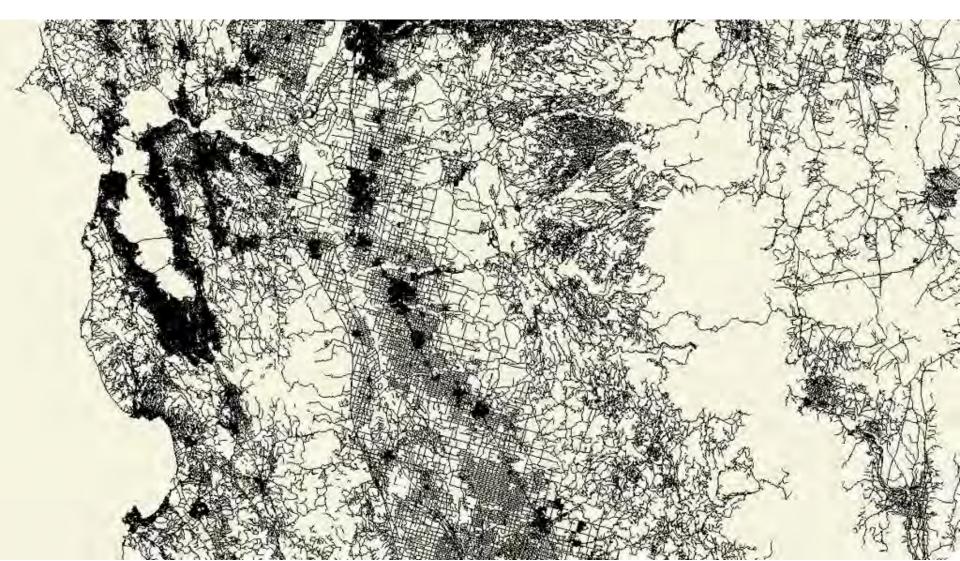




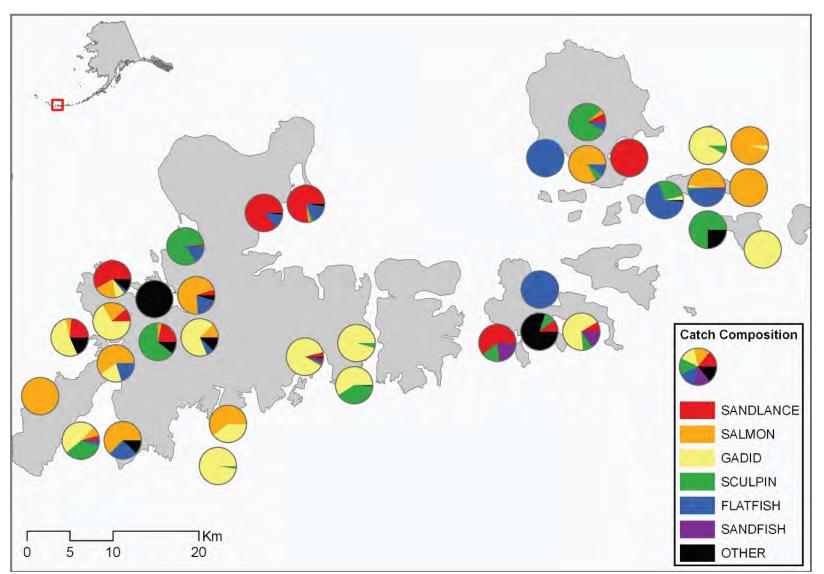
### Data as Lines



#### Data as Lines



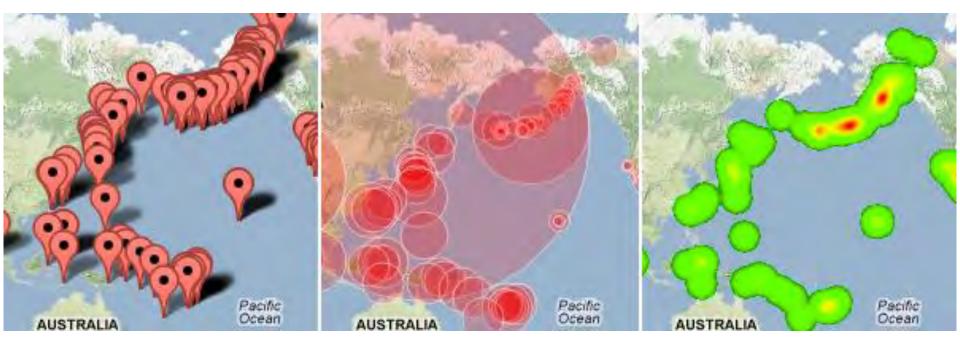
#### Data as Charts





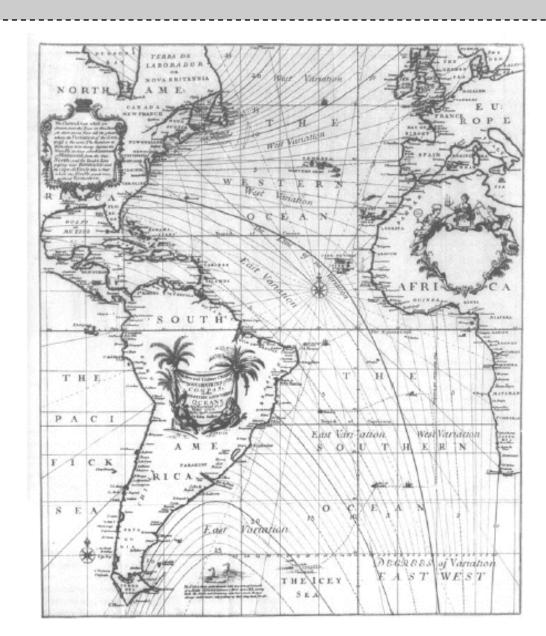
Data as Time

### Mapping Earthquake

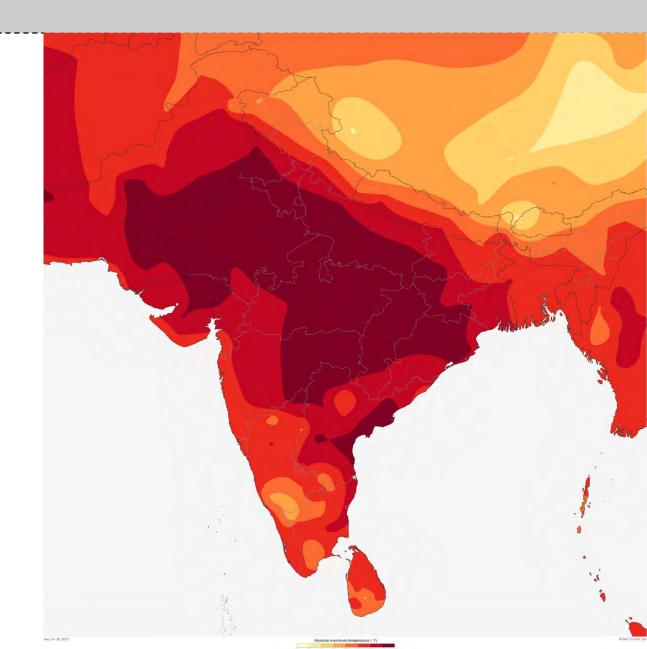


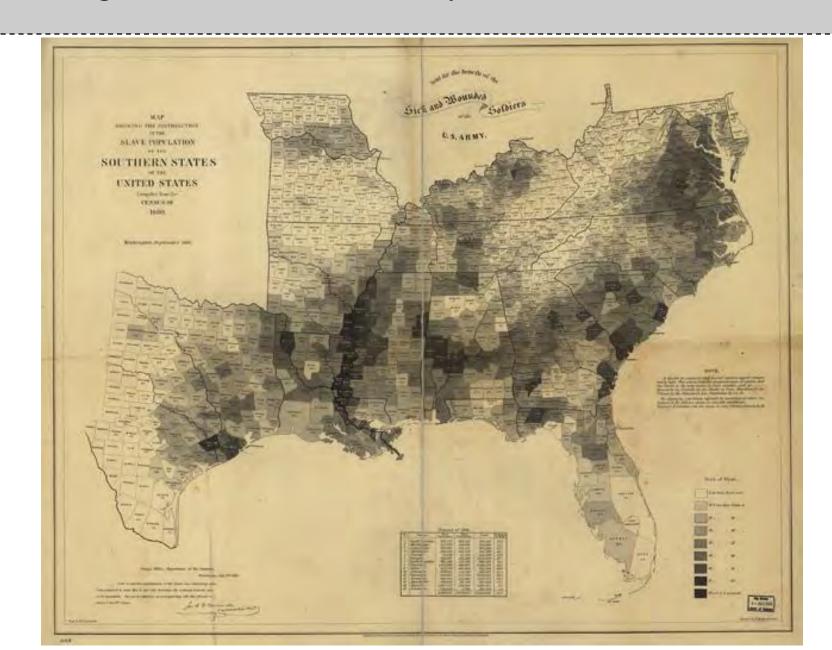
#### Isopleth

- Map which overlays continuous data using a third encoding channel
- e.g. lines of equal magnetic declination (first ever contour map by Edmond Halley, 1701)

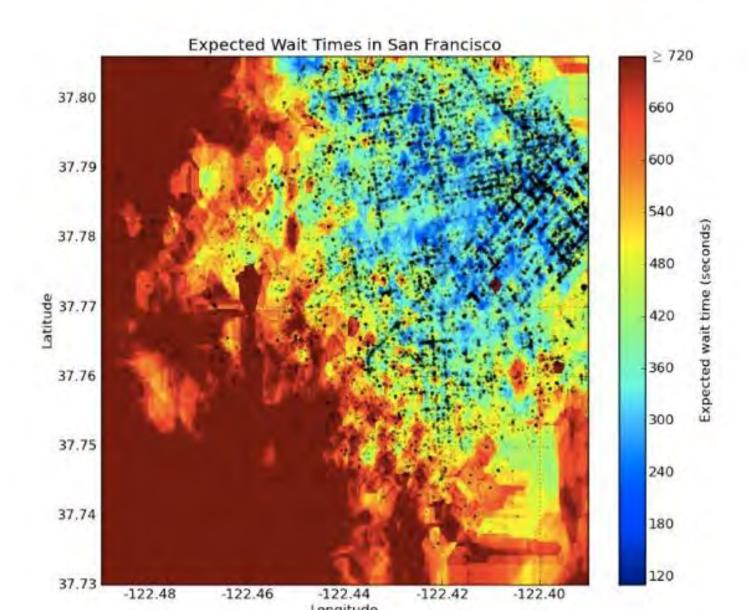


India Heat Wave: week of May 24-30, 2015





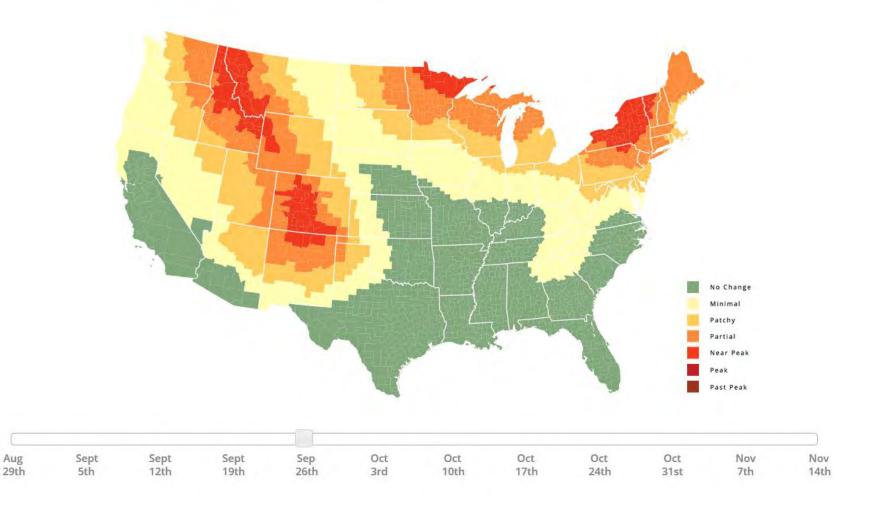
Uber wait times, SF

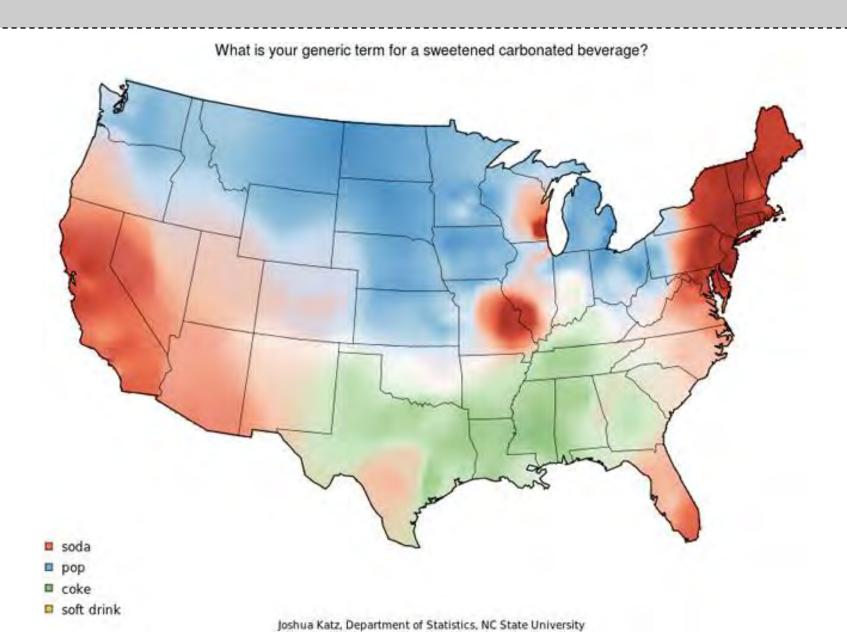


# Fall Foliage Prediction Map

THE

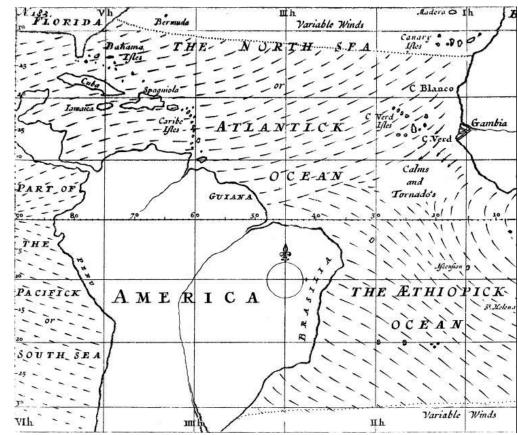
2015 EDITION



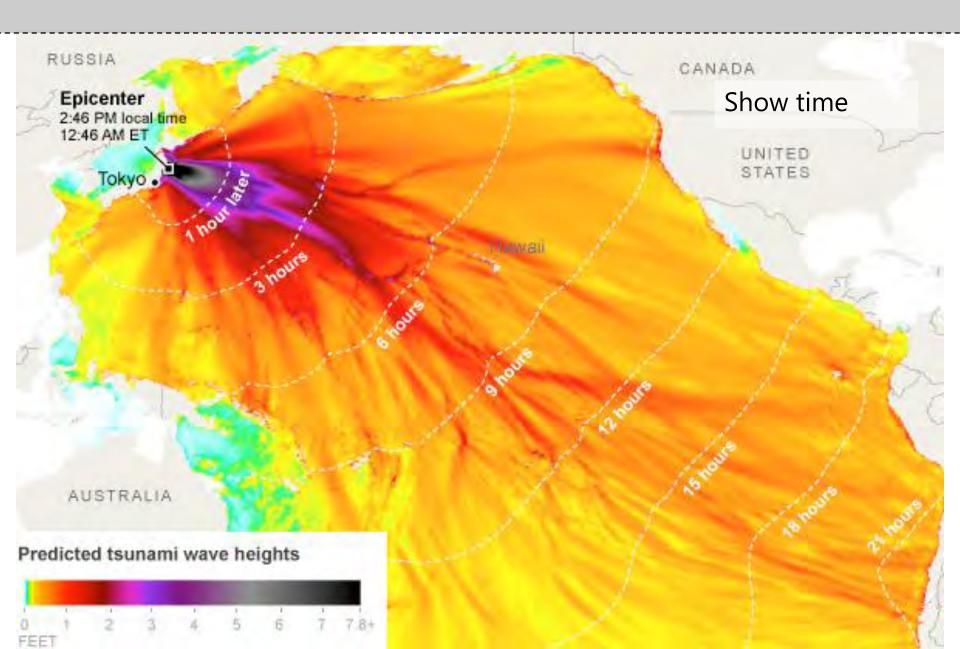


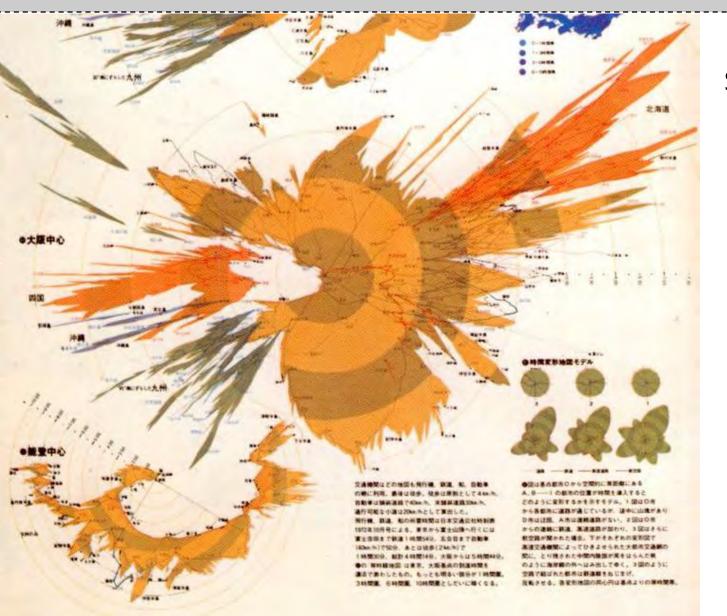
#### Isocurves

- Map which uses curves to encode direction data
- e.g. wind maps (first isocurve, Edmond Halley, 1686)





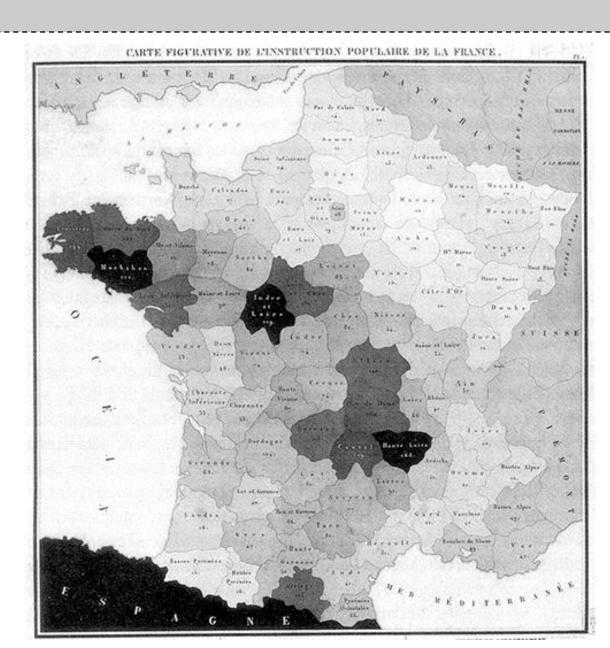




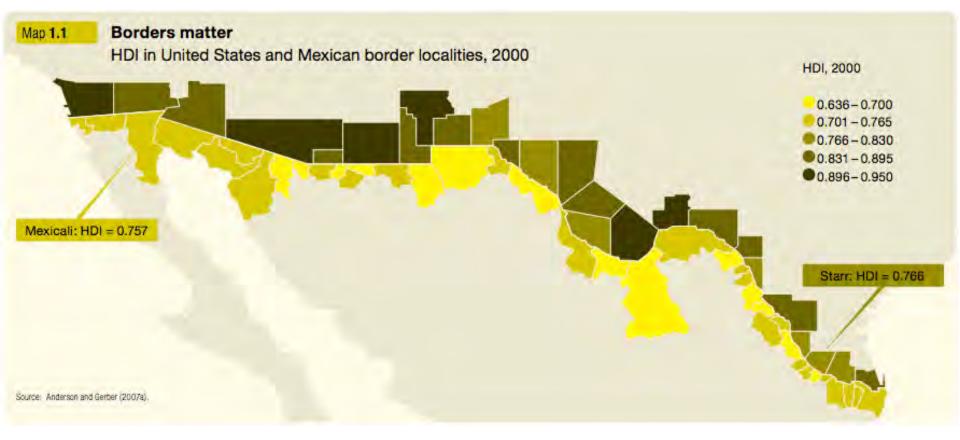
#### Show time

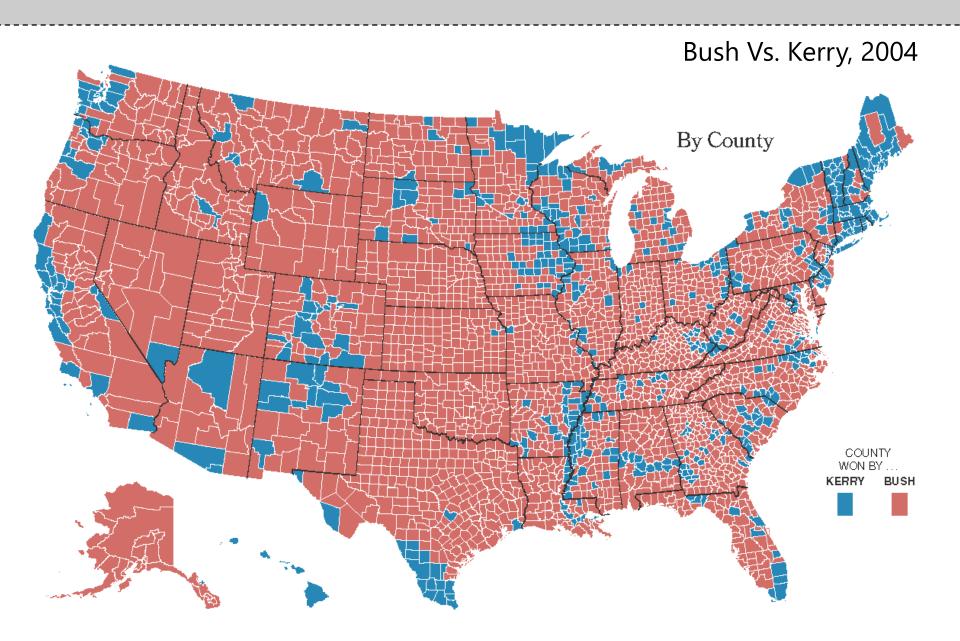
### Choropleths

- Map in which areas are shaded, coloured, or patterned relative to a data attribute value
- e.g. Illiteracy in France (first choropleth map, Charles Dupin, 1826)

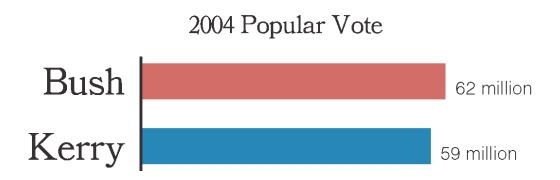


#### Show contrast



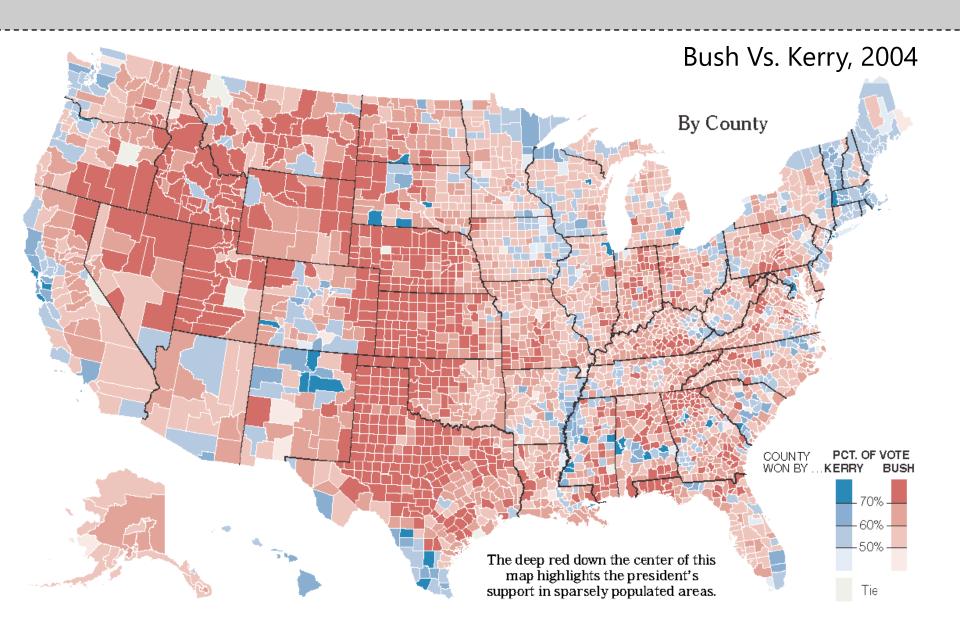


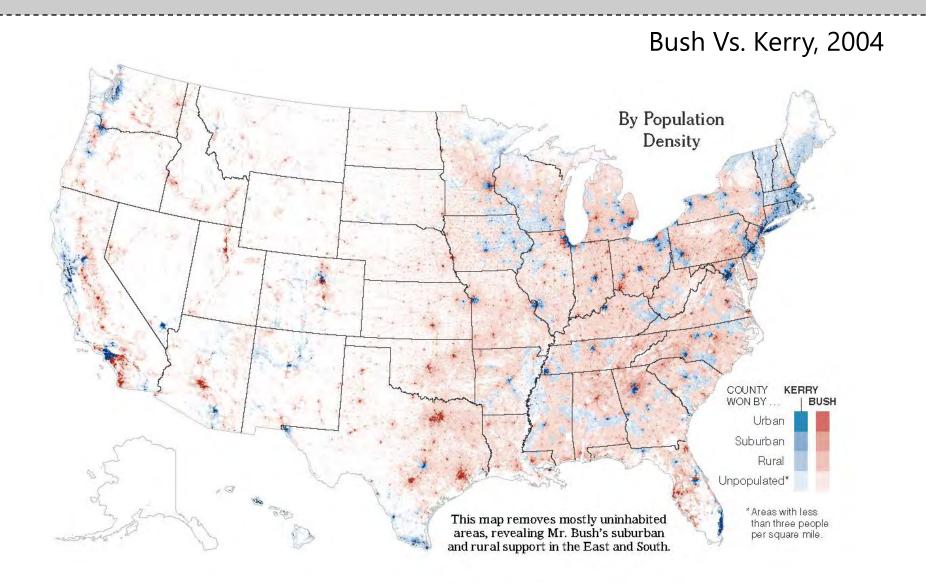
Bush Vs. Kerry, 2004



Amount of red and blue shown on map



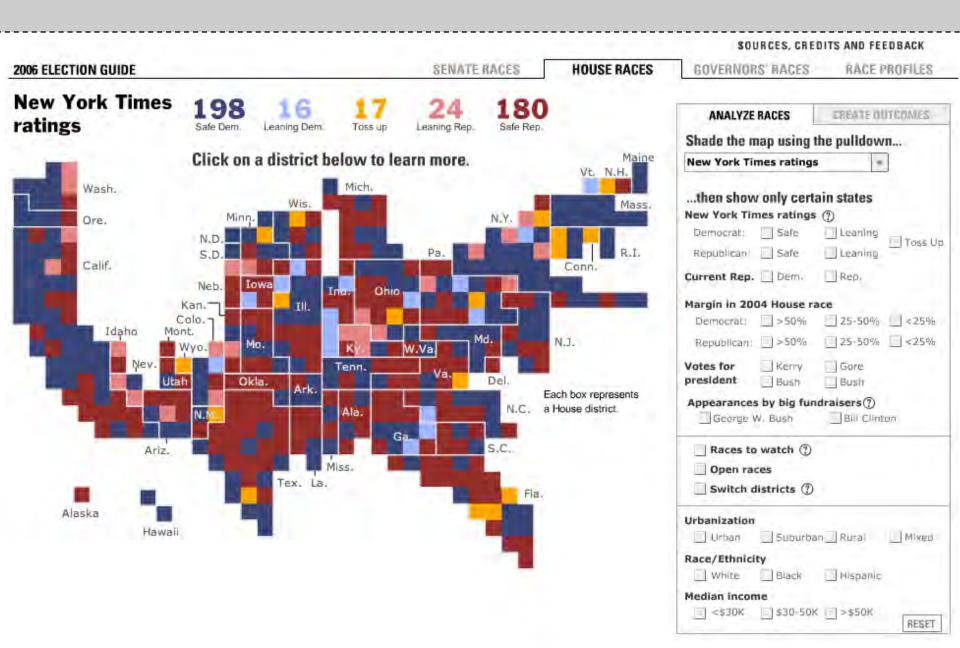




### Cartograms

- Map in which areas are scaled and distorted relative to a data attribute value
- e.g. Land Area
  (first cartogram, Emile
  Levasseur, 1868)

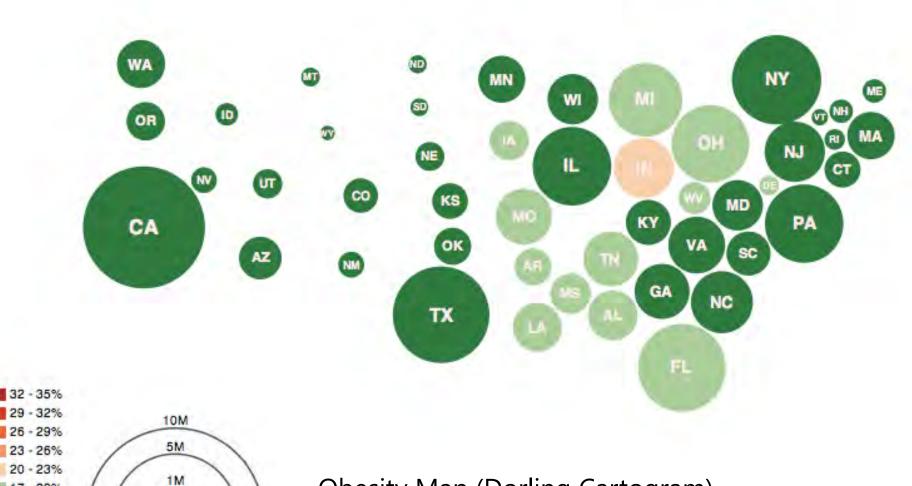




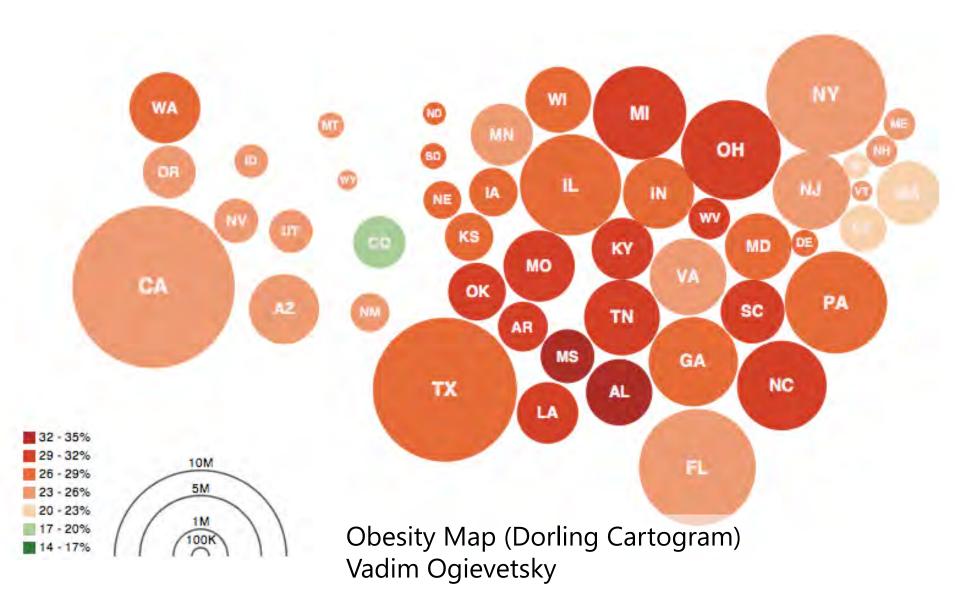
17 - 20%

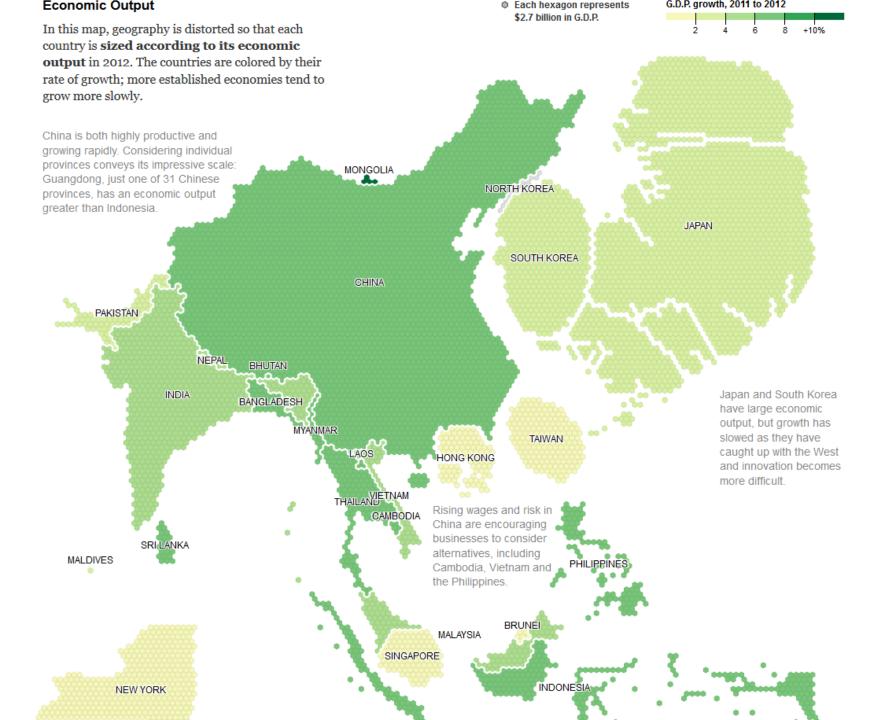
14 - 17%

100K



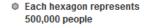
Obesity Map (Dorling Cartogram) Vadim Ogievetsky



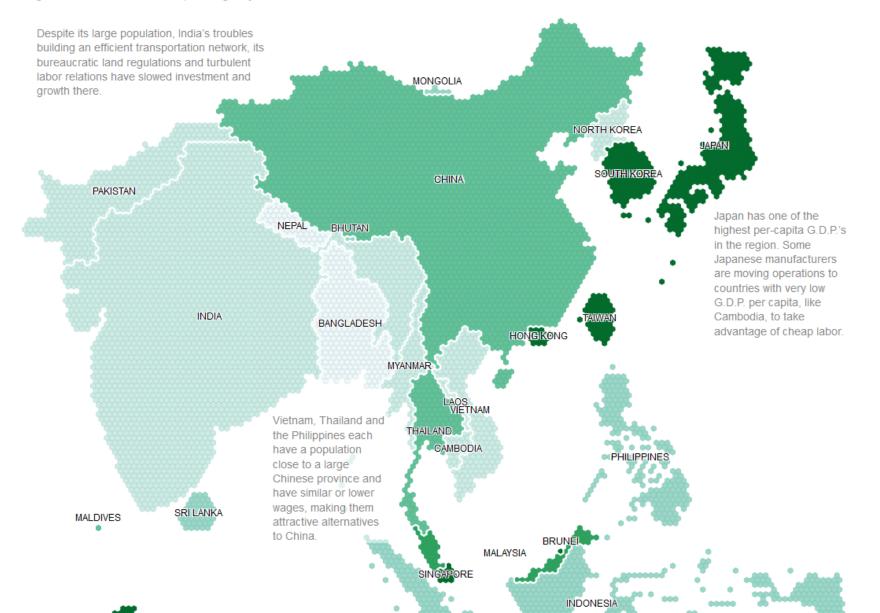


#### Population

**Sizing by population** instead gives an estimate of a country's economic potential, at least for labor-based manufacturing. The color here shows the economic output per capita: a measure of how effectively that potential has been realized, and a proxy for labor cost.

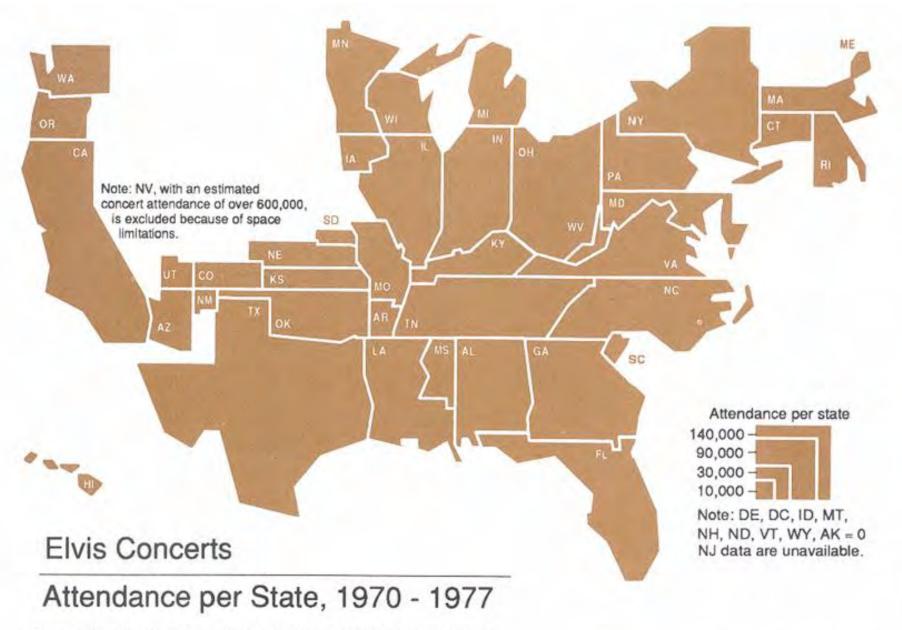






#### Figure 1.8 Airlines' view of the Green Bay United States. Airlines' View Maps can be scaled to units other than of the Saginaw distance. In this case, airline fares are United States used instead of miles or other linear from Atlanta, Georgia units. (Map copyright by the author.) Dubuque \* Grand Rapids Chicago Buffalo Minneapolis/ . Cleveland Seattle Detroit St.Paul Pittsburgh Boston Des Moines Indianapolis \* Philadelphia Salt Lake City - New York DC Lynchburg Denver Oakland Richmond St. Louis Kansas City San Francisco • Raleigh Ft. Smith Columbia \* Myrtle Beach Los Angeles Dallas/ Fort Worth Atlanta San Diego Tucson Charleston Austin El Paso Houston From Atlanta: Compiled from advertised one-way coach airfares 50 in the Atlanta/Journal Constitution from Atlanta to various American cities, American Airlines, Mop copyright Borden D. Dent, 1989 Dollars

September 24, 1987.

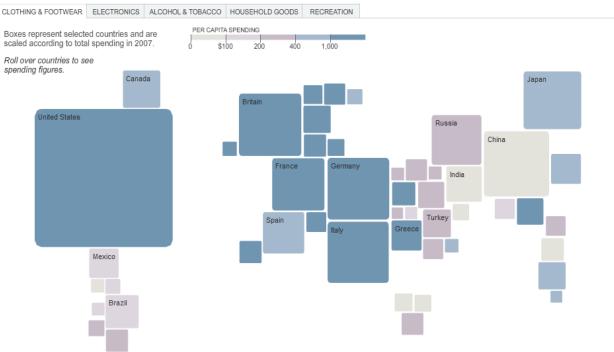


Source: Stanley, David E., with Frank Coffey. The Elvis Encyclopedia. Santa Monica, CA.: General Publishing Group, Inc , 1994.

#### September 4, 2008

# What Your Global Neighbors Are Buying

How people spend their discretionary income – the cash that goes to clothing, electronics, recreation, household goods, alcohol – depends a lot on where they live. People in Greece spend almost 13 times more money on clothing as they do on electronics. People living in Japan spend more on recreation than they do on clothing, electronics and household goods combined. Americans spend a lot of money on everything. <u>Related Article</u>

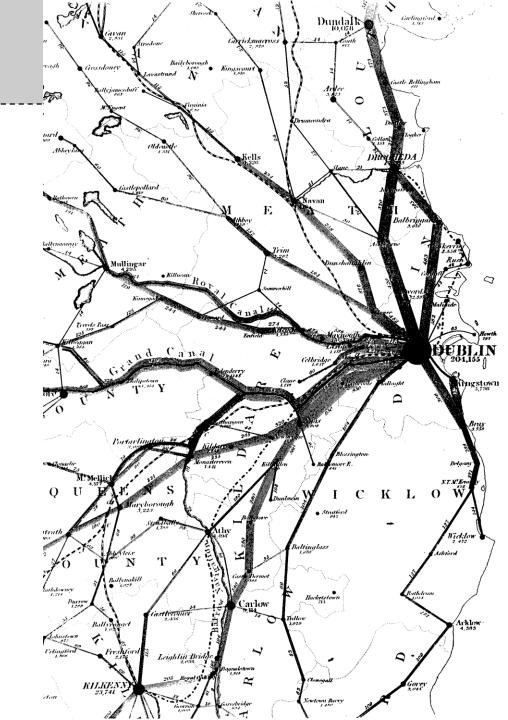


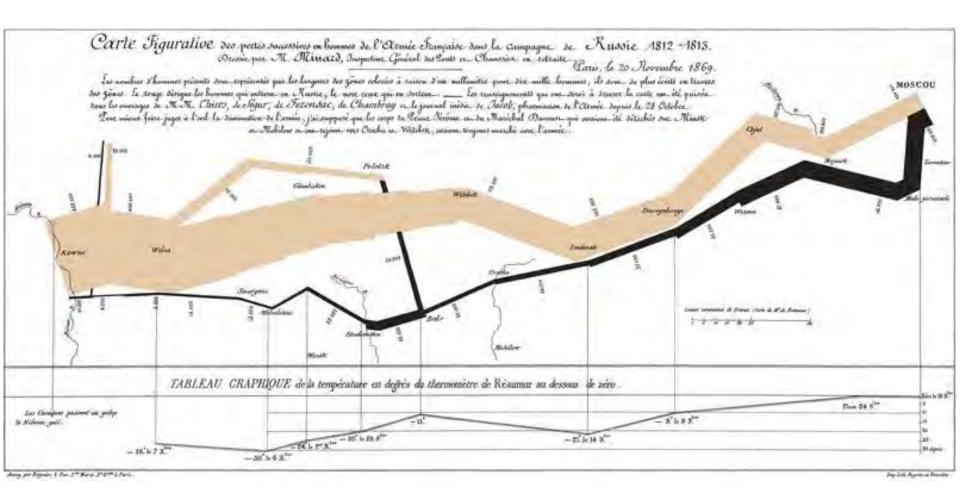
Includes new clothing and footwear as well as cleaning and repair. Excludes sports-related footwear

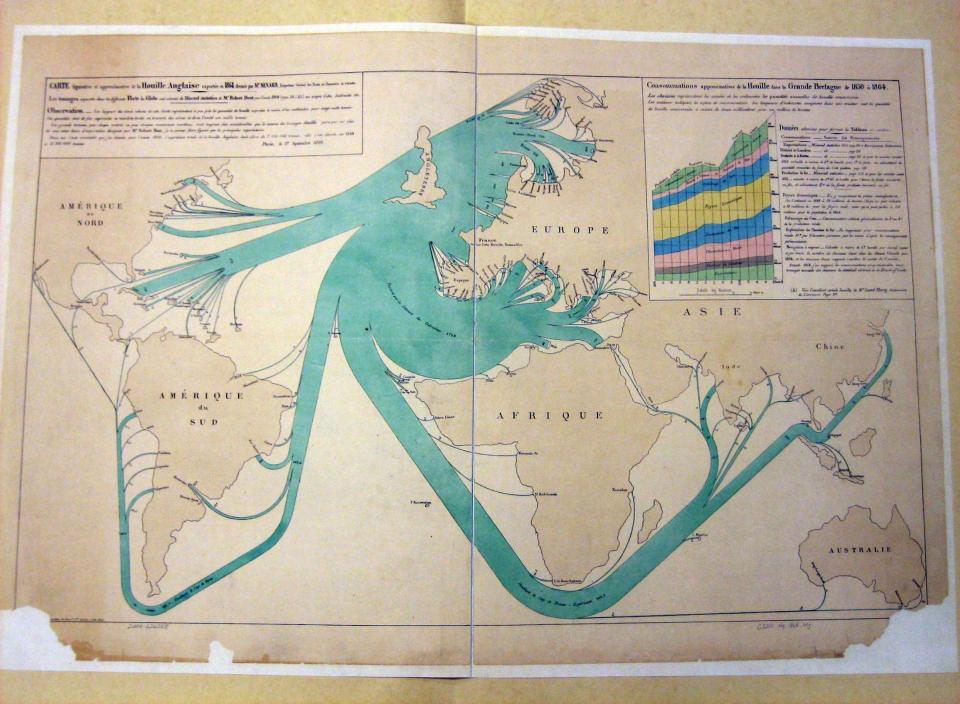
## **Encoding continuous data**

# Flow maps

- Transportation of passengers in Ireland 1837 print by Henry Drury Harness
- Map shows transportation by means of shaded lines, widths proportional to amount (passengers)



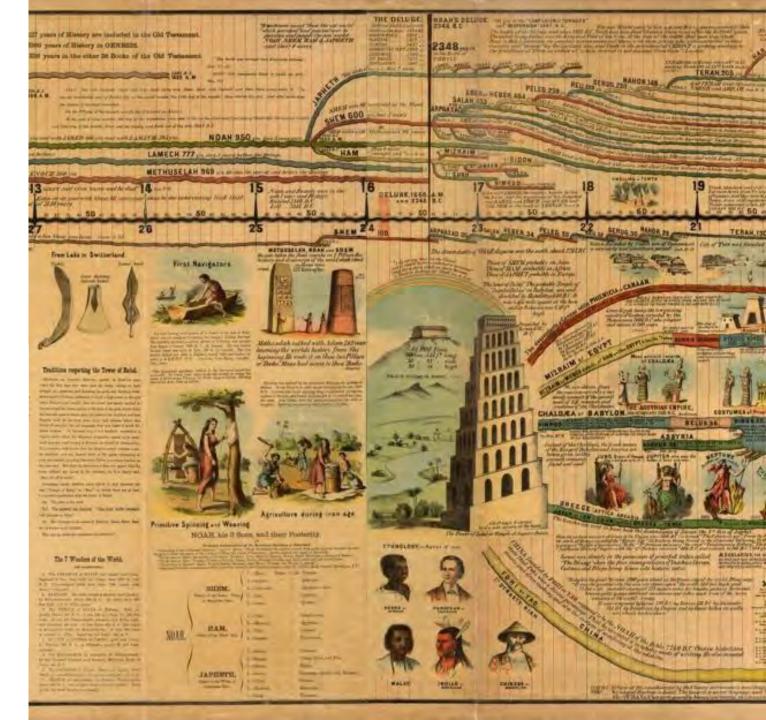




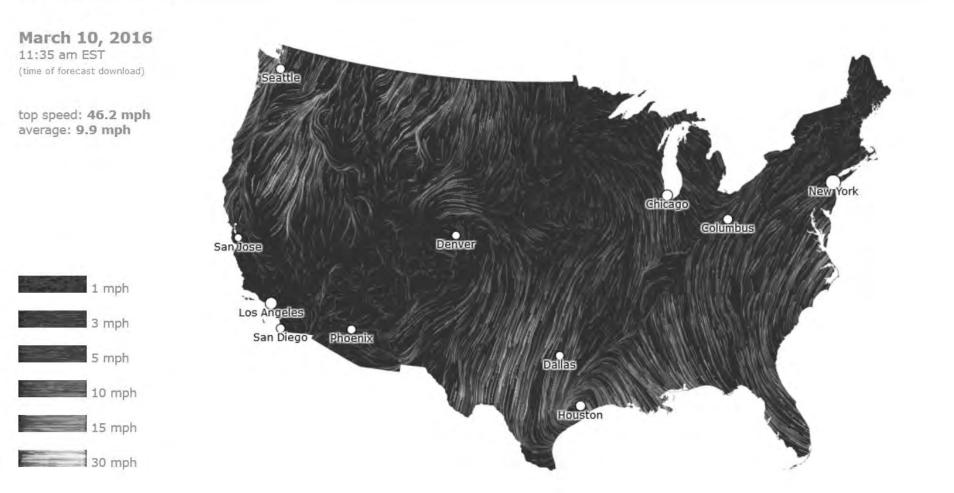


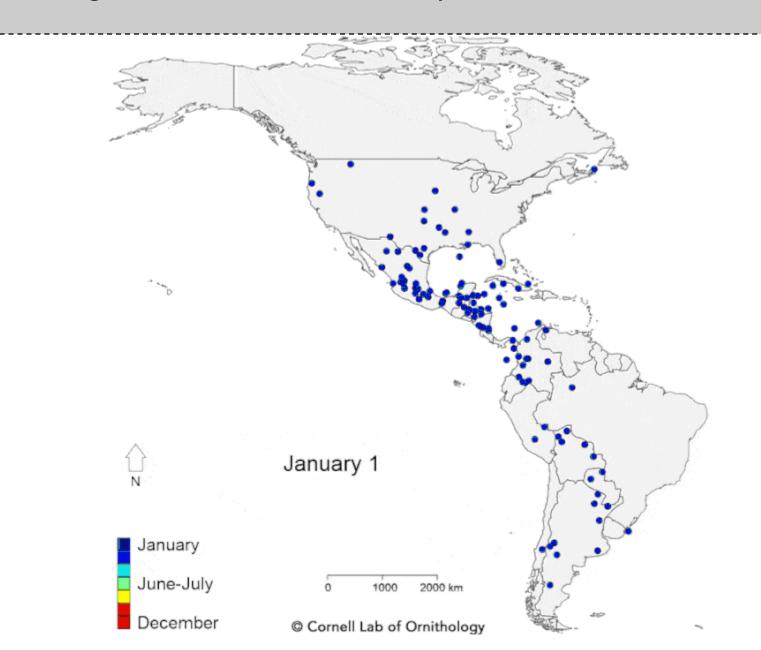
- A huge and impressive twenty three foot long chart showing 5,885 years of history, from 4004 B.C.. to 1881 A.D.
- First issued in 1871, Adams put out several editions in many formats.
- Rosenberg and Grafton in "Cartographies of Time" say that as a timeline, Adams Synchronological Chart "was nineteenth-century America's surpassing achievement in complexity and synthetic power."

#### Adams Synchronological Chart (detail)



# wind map

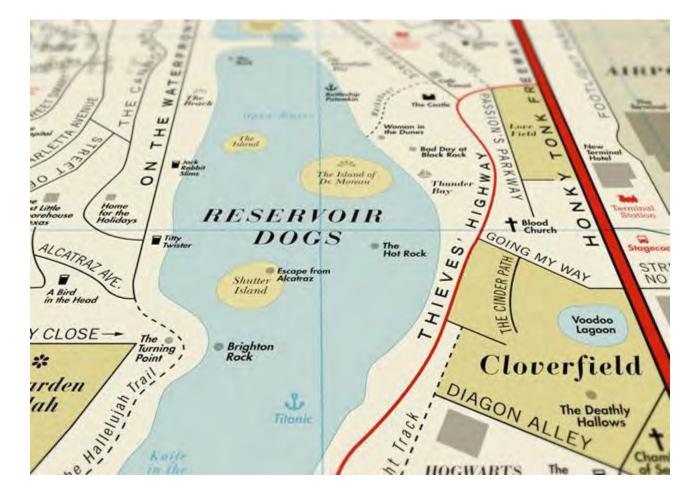






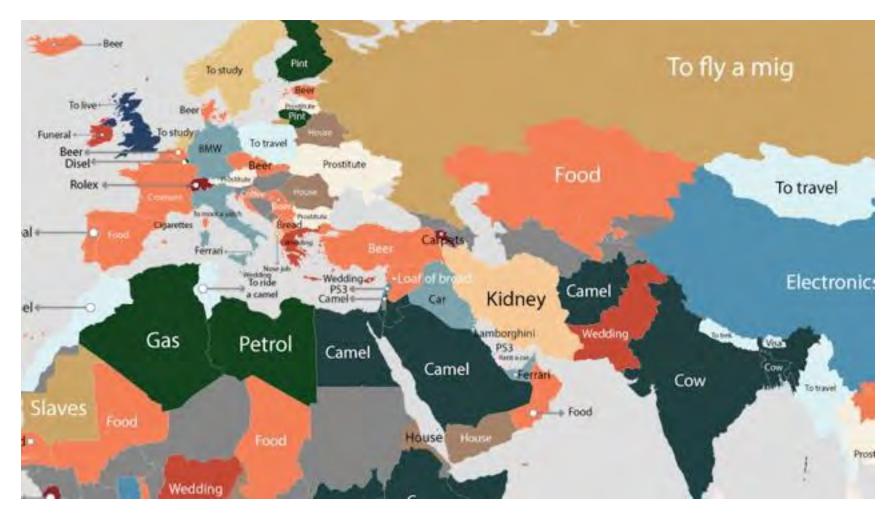
### **Thematic Maps**

- o Information representation that uses a map metaphor
- Might not encode any data



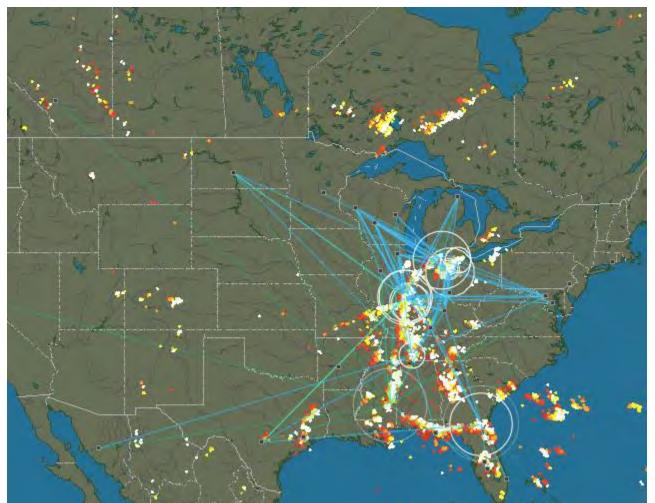
### Desire map of the world

 This map was compiled using Google's autocomplete results for "how much does a \* cost" for every country in the world



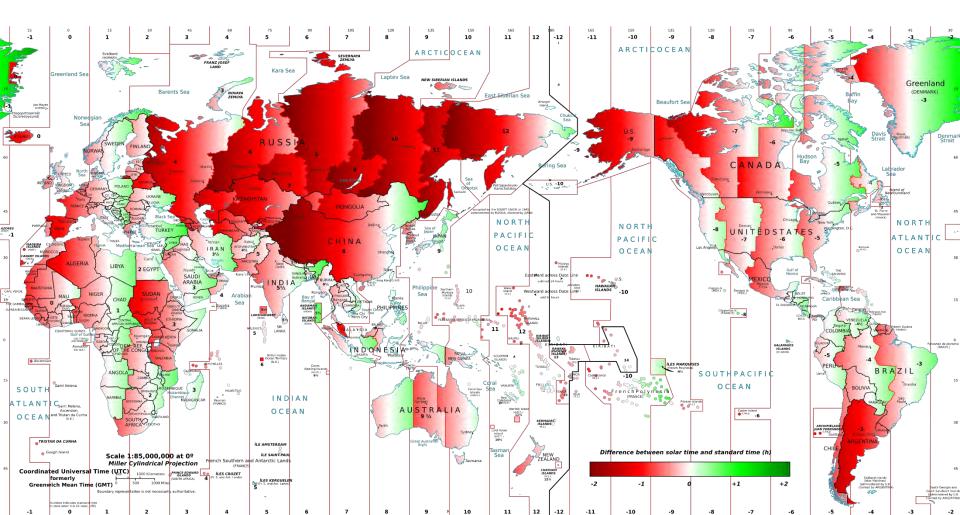
## Realtime map of lightning strikes

 The detection system is volunteer community effort. Anyone who wants to can buy a detection kit (for around 200 Euro) and hook it up to the Internet to provide strike data



### Realtime map of lightning strikes

 Stefano Maggiolo made a map of how much the time zones of the world vary from solar time. The darker the colour, the more the deviation



#### Realtime satellite map

 Skybox's constellation of micro-satellites is putting out the world's first commercial, high-resolution, HD video of Earth from space. Here you can see Mapbox Streets paired with this video from SkySat-1



