Übung zur Vorlesung
Informationsvisualisierung

Emanuel von Zezschwitz
Ludwig-Maximilians-Universität München
Wintersemester 2012/2013
Solution
Exercise 1
Exercise 1 - 1

„Are you against a third runway in Munich?“

- Yes: 55%
- No: 43%

- Yes: 50%
- No: 40%
Exercise 1 - 1

Lie Factor = \frac{3.194}{0.188} = 16.99

\[ \frac{|54.3 - 45.7|}{45.7} = 0.188 \]

\[ \frac{|151 - 36|}{36} = 3.194 \]
Exercise 1 - 1

Lie Factor = \frac{0.404}{0.188} = 2.15
Exercise 1 – 3a

Competitive Eating Records

<table>
<thead>
<tr>
<th>Food</th>
<th>Rate of Ingestion (kg/min)</th>
<th>Total Weight Ingested (kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baked Beans</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Gelatin Dessert</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Hot Dogs</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Cheesecake</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Hamburger</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Waffles</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Watermelon</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Peas</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>French Fries</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Cookie Monkeys</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Pork</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Rice Balls</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Tiramisu</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Asparagus</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Pork Ribs</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Pickle</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Birthday Cake</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Chicken Wings</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Butter</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Beef Tongue</td>
<td>1.4</td>
<td>0.9</td>
</tr>
</tbody>
</table>

© http://www.mediacosm.com/eating/#graph
Exercise 1 – 3a

Plot lines
What makes a prize-winning novel? As Julian Barnes wins the Booker Prize, Delayed Gratification's Johanna Kamradt charts the themes of this year's longlisters.
Exercise 1 – 3b
Exercise 1 – 3b

Notenverteilung
Medieninformatik Klausur
Exercise 1 – 3b
Exercise 1 – 3b

One step closer to graduation
Results of latest MI exam

Grades

Students

© Sarah T.
Exercise 1 – 3b
Exercise 1 – 3b
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Preattentive Perception

200 – 250 ms
Color pops out
Shape pops out
Flicker pops out
Conjunction does not pop out
Design and preattentive perception?
Examples

Wealth distribution in the UK
Examples
Movie Visualization
Examples
Crime in Atlanta
Examples
Obama versus Romney

© http://www.thespeakersgroup.com/blog/obama-romney-2012-convention-speech-word-clouds/
Examples
Obama versus Romney
Visualization and Perception
Visualization and Perception

used color palette

desaturated

Visualization and Perception

as perceived by a red-green color blind
(http://www.etre.com/tools/colourblindsimulator/)
Change Blindness
Example
Example
Theories

• Overwriting?

• First Impression?

• Nothing is Stored?

• Everything is Stored, Nothing is Compared?

• Feature Combination?

Further Reading: http://www.csc.ncsu.edu/faculty/healey/PP/index.html