

EVALUATION

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- ① insight
- ② low-level tasks
- ③ communicative (intended message → efficiently, correctly)

Why is it Good

- ① it provides insight
- ② it follows principles that Totte decrees
- ③ because you choose an appropriate mechanism for evaluation

MUNZNER'S MODEL IS INTERESTING FOR DEVELOPMENT PROCESS
- not just evaluation

DATA / Problem

Abstraction

Encoding / Design

Implemen

think about these for
route maps,

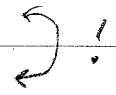
Evaluation : VALIDATION vs. THREATS

Tufte Corruption

- passive voice (avoid passive forms of "to be")

Beats up on large scale analysis

MDS, data mining, factor analysis



and he doesn't say why! (his own game - effects without cause)

Are bullets really evil?

Presentation is another whole type

Tufte as hypocrite

- doesn't explain assertions
- rests on authority
- repackages
- cherry picks

← does look at the positives of these things

Tufte - Fundamental Principles of Design

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Curious - Tufte's critique is the closest we get to "how to"

→ Good is what Tufte says is good! (reasoned as good via critique)

Emphasis - (at begin)

CITATIONS OF DATA

CREDIBILITY OF AUTHOR

TITLE (inform viewer of intent)

Legends

does not separate data from presentation

hang up on red vs. tan

Principle 1: Comparisons

Principle 2: Causality, Mechanism, Structure, Explanation

- not really. correlation not causality

in practice involves bringing more data to bear (Principle #3)

Principle 3: Multivariate Analysis

Principle 4: Integration

Why not?

Why?

He even calls them

"Evidence Presentations"

not Visualizations, or
comprehension tools, or ...

"Whatever it takes to explain something"

Principle 5: Documentation

→ Provenance (big topic in Vis!)

(credibility is a unique
issue to presentation)

Principle 6: Content

means something different to Tufte (who is about presentation)