



# INTERACTIVE AND ANIMATED VISUALIZATIONS



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Animation **does not always** improve a visualization. What insights can interactivity provide? That depends on the data, and on the visualization method.

## Examples:

- [The Clubs That Connect the World Cup](#), NY Times, 2014
- [Who Marries Whom](#), Bloomberg, 2016
- [Hipparcos Star Mapper](#), European Space Agency, 2016
- [The Internet of Things – a Primer](#), Information is Beautiful, 2016
- [The Genealogy and History of Popular Music Genres](#), Musicmap, 2016

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## Examples (continued):

- [Sequences Sunburst](#), Kerry Rodden, 2015
- [Health and Wealth of Nations](#), Gapminder Foundation
- [Mobius Transformations Revealed](#), Arnold D.N, Rogness, J, 2007
- [Visualizing the Riemann  \$\zeta\$  Function and Analytic Continuation](#), 3Blue1Brown, 2016
- [Small Arms and Ammunition – Imports and Exports](#), Google, 2012
- [The Evolution of the Web](#), Google, Hyperakt, Vizzuality, 2012
- [peoplemovin](#), Carlo Zapponi, 2012

# DISCUSSION

“There is always a danger that if certain types of visualization techniques take over, the kinds of questions that are particularly well-suited to providing data for these techniques will come to dominate the landscape, which will then affect data collection techniques, data availability, future interest, and so forth.” (P. Boily)

Even when done well, 85% of users don't bother with interactive viz (NY Times).

**Take-Away:** explore the data and try different methods