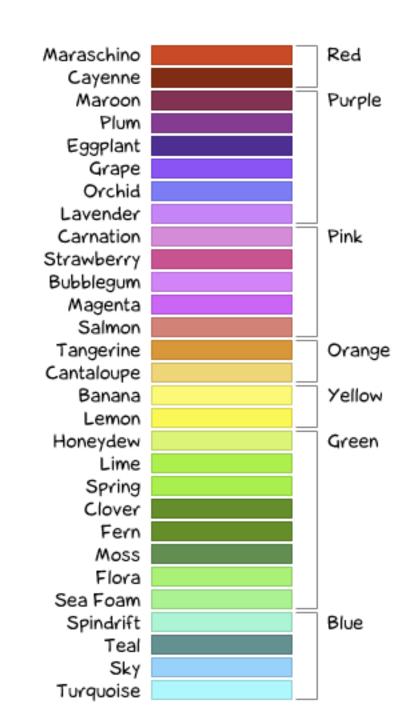
CS-5630 / CS-6630 Visualization Perception

Alexander Lex alex@sci.utah.edu



Color names if you're a girl...



Color names if you're a guy...

Doghouse Diaries
"We take no as an answer.

Administrativa

Homeworks 1

Grades are out!

HW 1 Stats

count 70.000000

mean 92.9

std 17.4

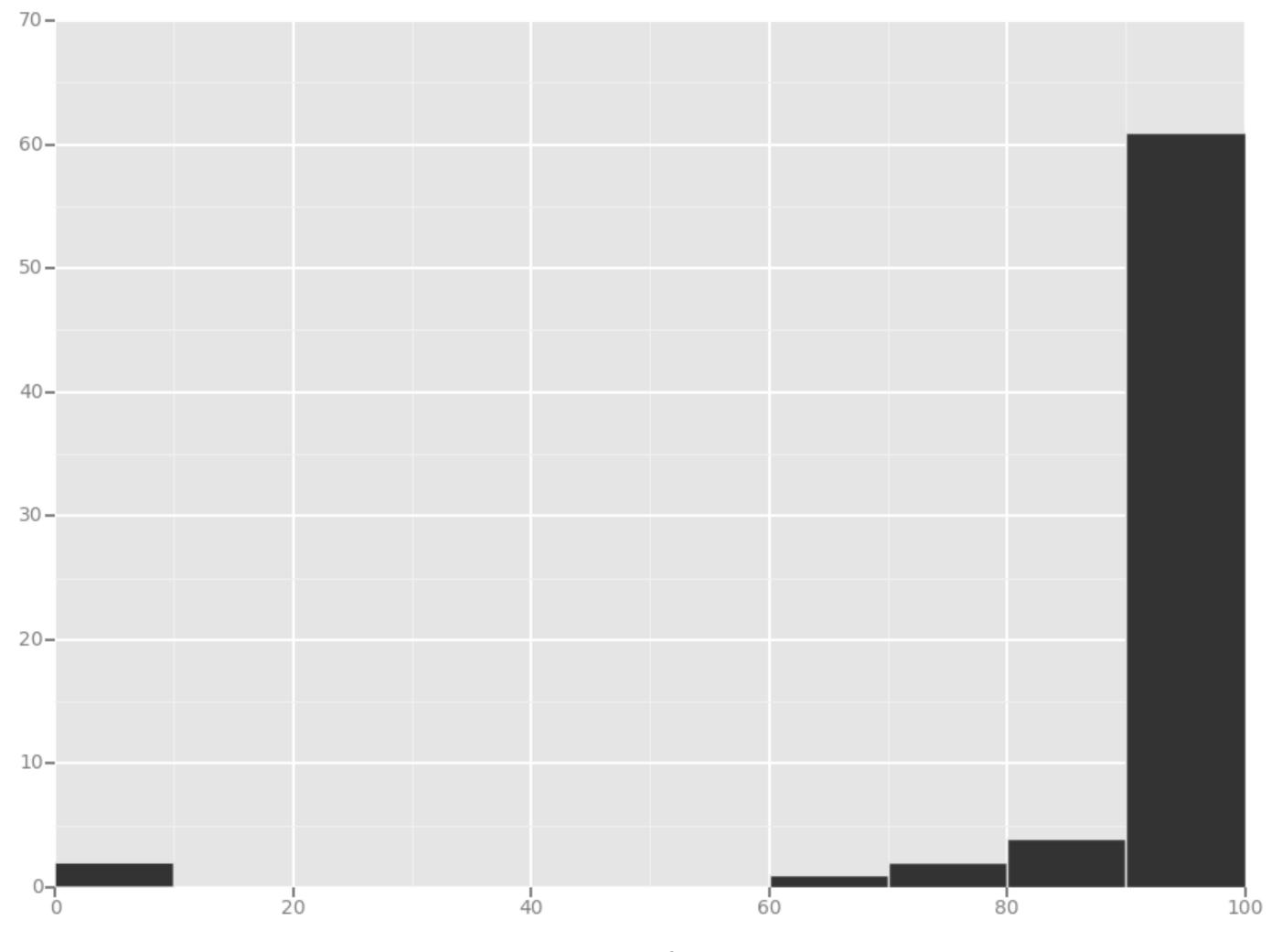
min 0.0

25% 95.0

50% 98.0

75% 100.0

max 100.0



Homework 1

Homework 3

Due Saturday!

Use lecture resources and recommended readings.

Ask on Canvas.

Go to office hours.

1994 FIFA World Cup USA Host USA Winner Brazil Silver Italy 180000 Silver Silve

Lab introducing homework, today 4-5 in Meldrum, Rm. 2760 at WEB

Exploring FIFA World Cup Statistics: CS-5630/6630 Homework 3



A quick recap of maps

Perception

Perception

Identification and interpretation of sensory information

From the physical stimulus to recognizing information

Shaped by learning, memory, expectation

Cognition

The processing of information, applying knowledge

Hear someone speak: Perception

Understand the language and the words: Cognition

Perception vs. Cognition

Perception

Eye, optical nerve, visual cortex

Basic perception

First processing

(edges, planes)

Not conscious

Reflexes

Cognition

Recognizing objects

Relations between objects

Conclusion drawing

Problem solving

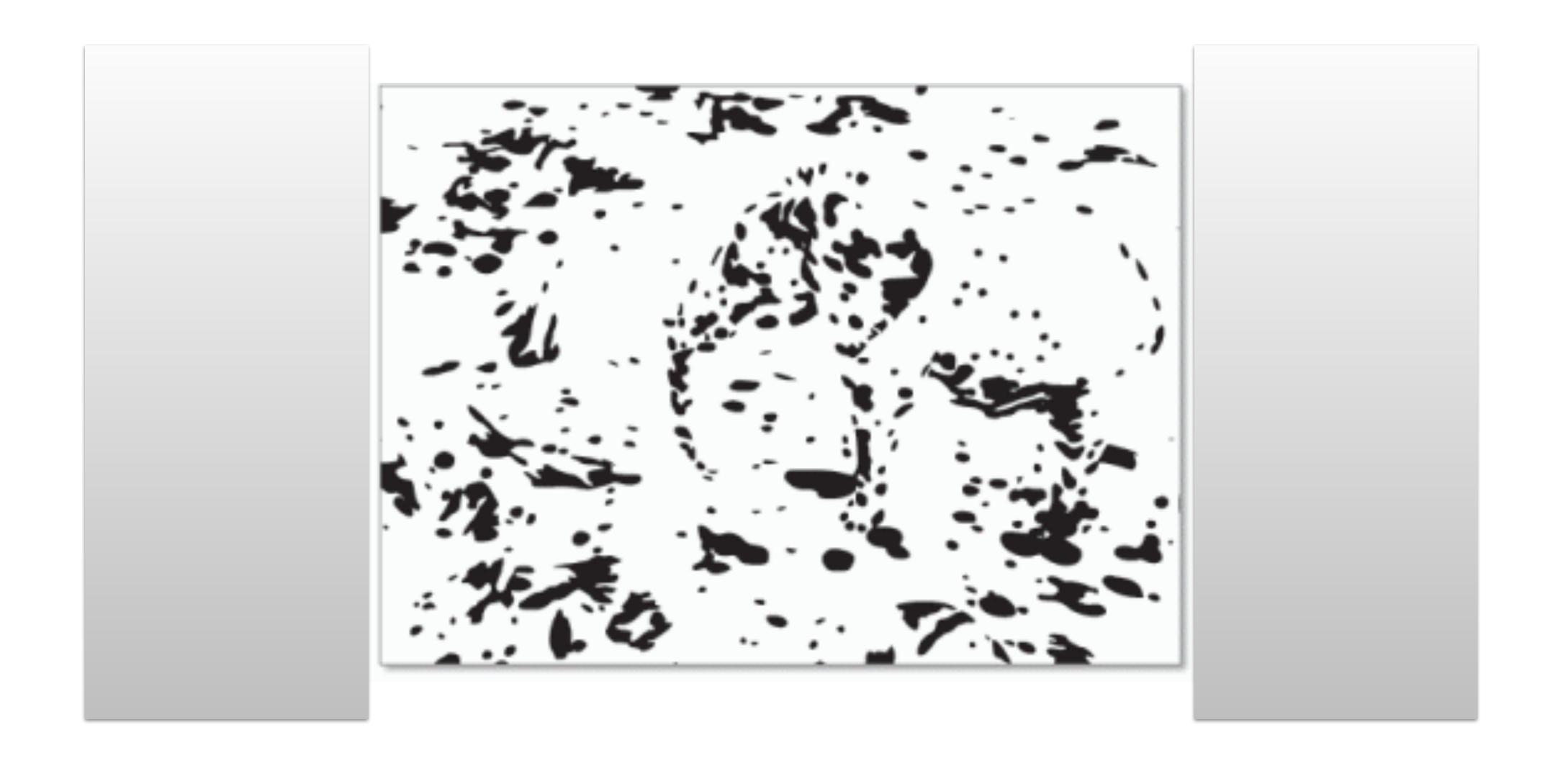
Learning, ...

YELLOW RED ORANGE BLUE WHITE BLUE WHITE YELLOW ORANGE BLUE GREEN BLUE BROWN YELLOW GREEN YELLOW PINK BLUE GREEN RED

Looking vs. Seeing



Emergence Images. perceptual hysteresis



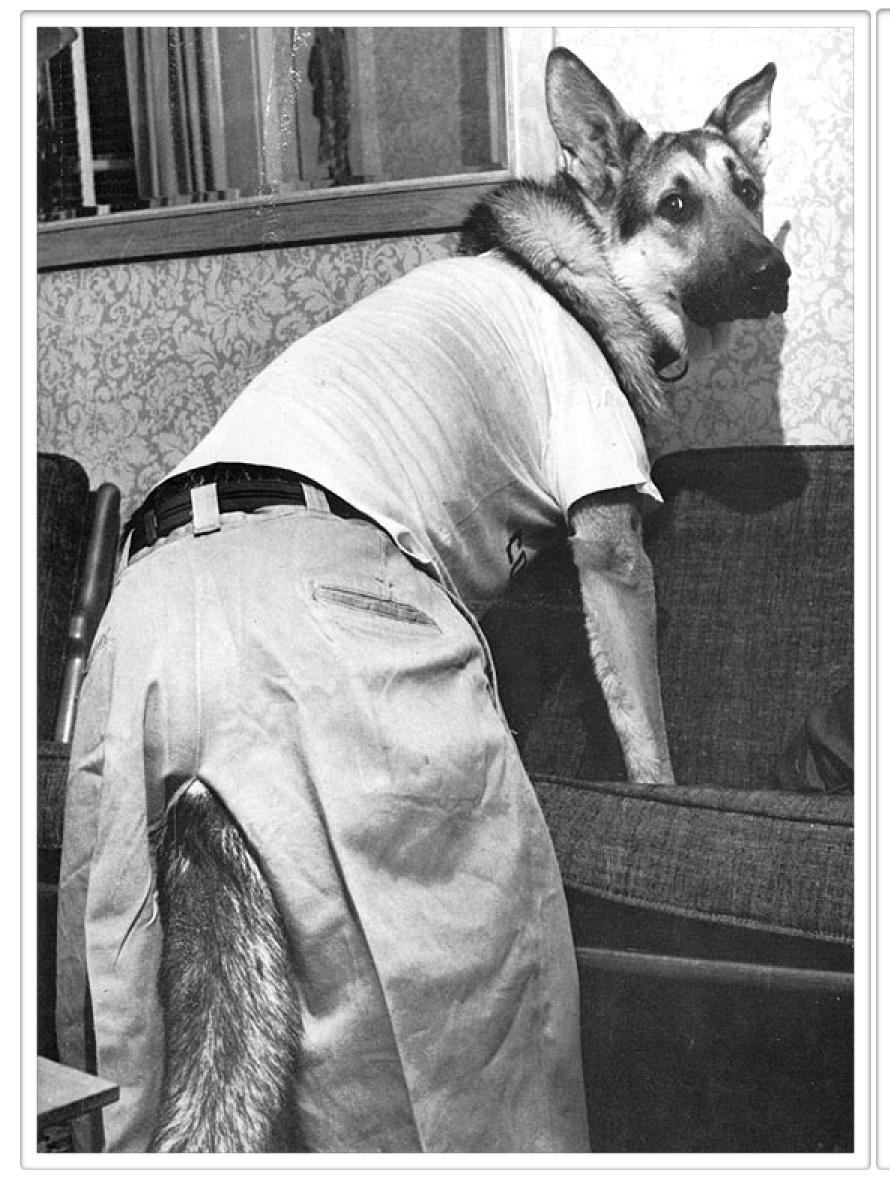
Looking only at patches doesn't work

http://graphics.stanford.edu/~niloy/research/emergence/emergence_image_siga_09.html





we rely on priors







Pareidolia



Faces in Things @FacesPics · Mar 9
These chairs have seen some terrible things pic.twitter.com/Gjlc9wuP47





Faces in Things @FacesPics · Feb 14

Deep in thought Deep Fryer pic.twitter.com/1Qyqjmslka



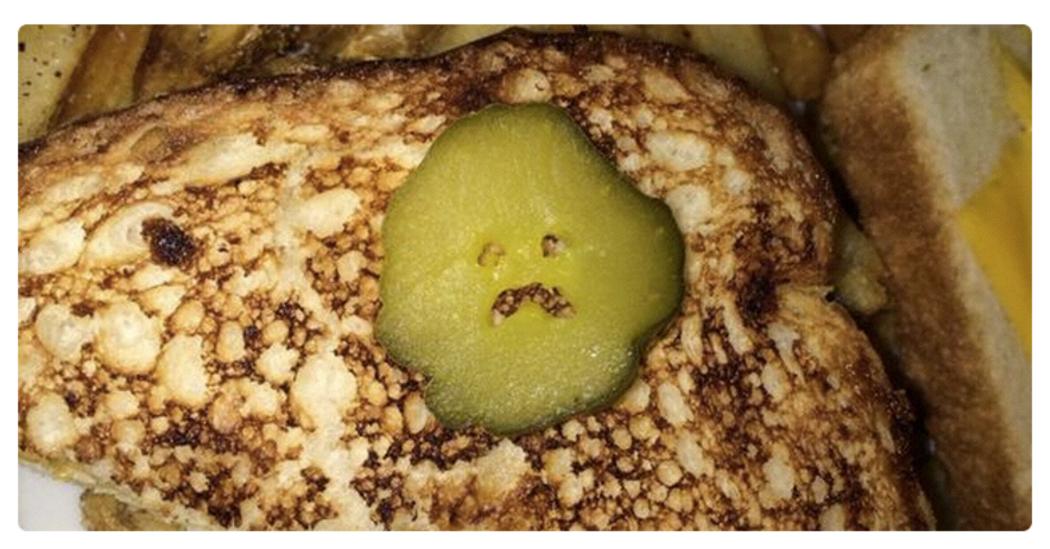


Faces in Things @FacesPics · Mar 22
Hey little guy! pic.twitter.com/nt2BgwZeTR





Faces in Things @FacesPics · Mar 10
A terrified pickle pic.twitter.com/Ffph1wzTyv

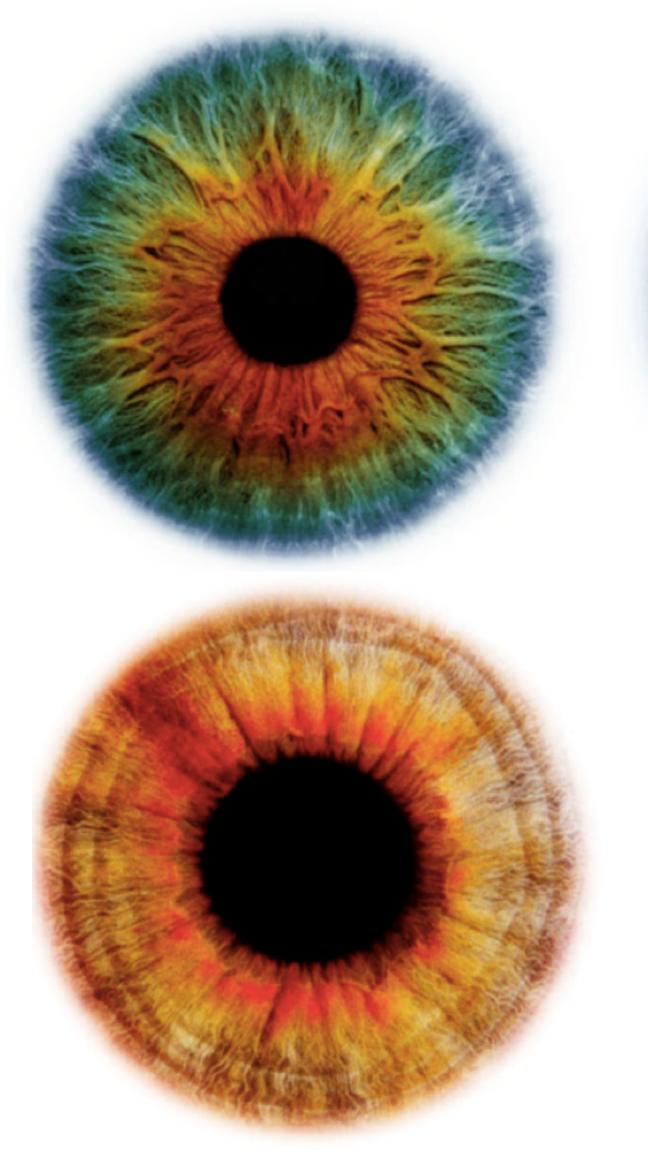


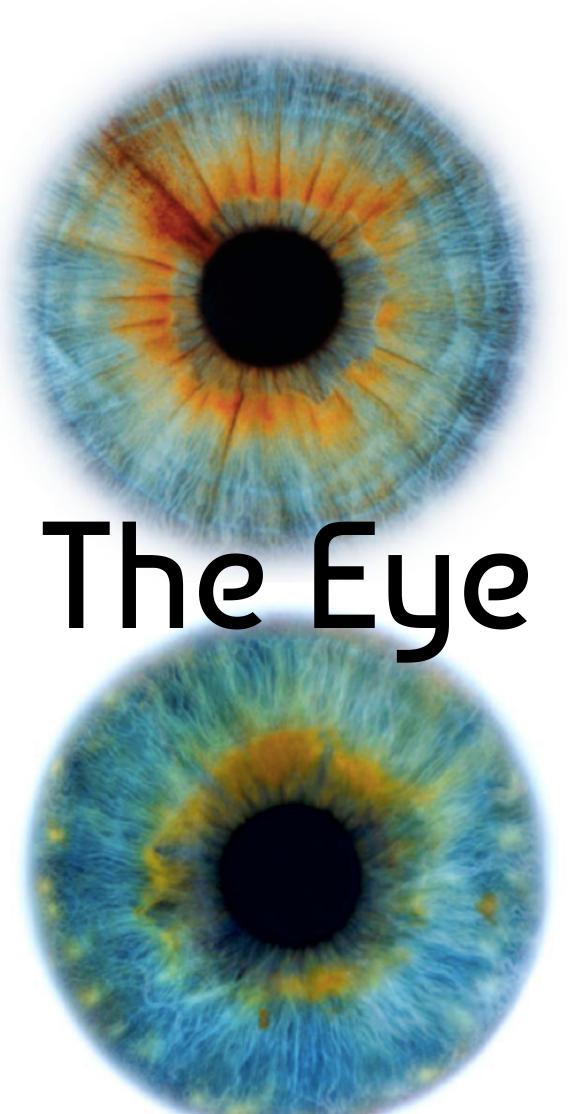
Take Home Point

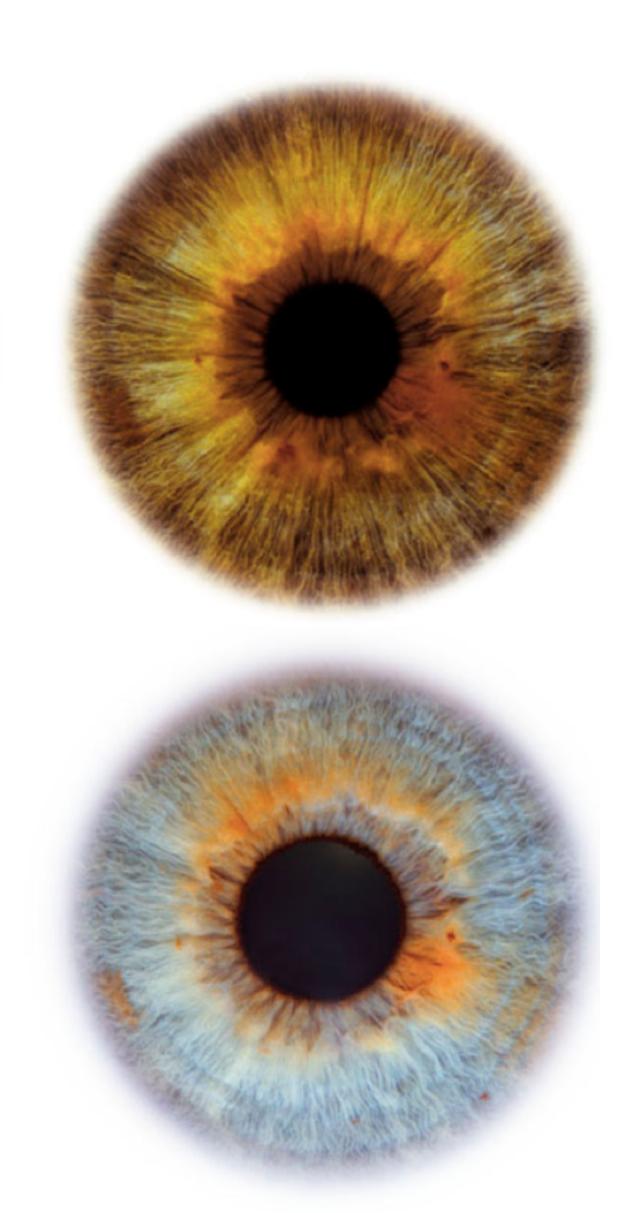
Vision is "constructed" top down from the input

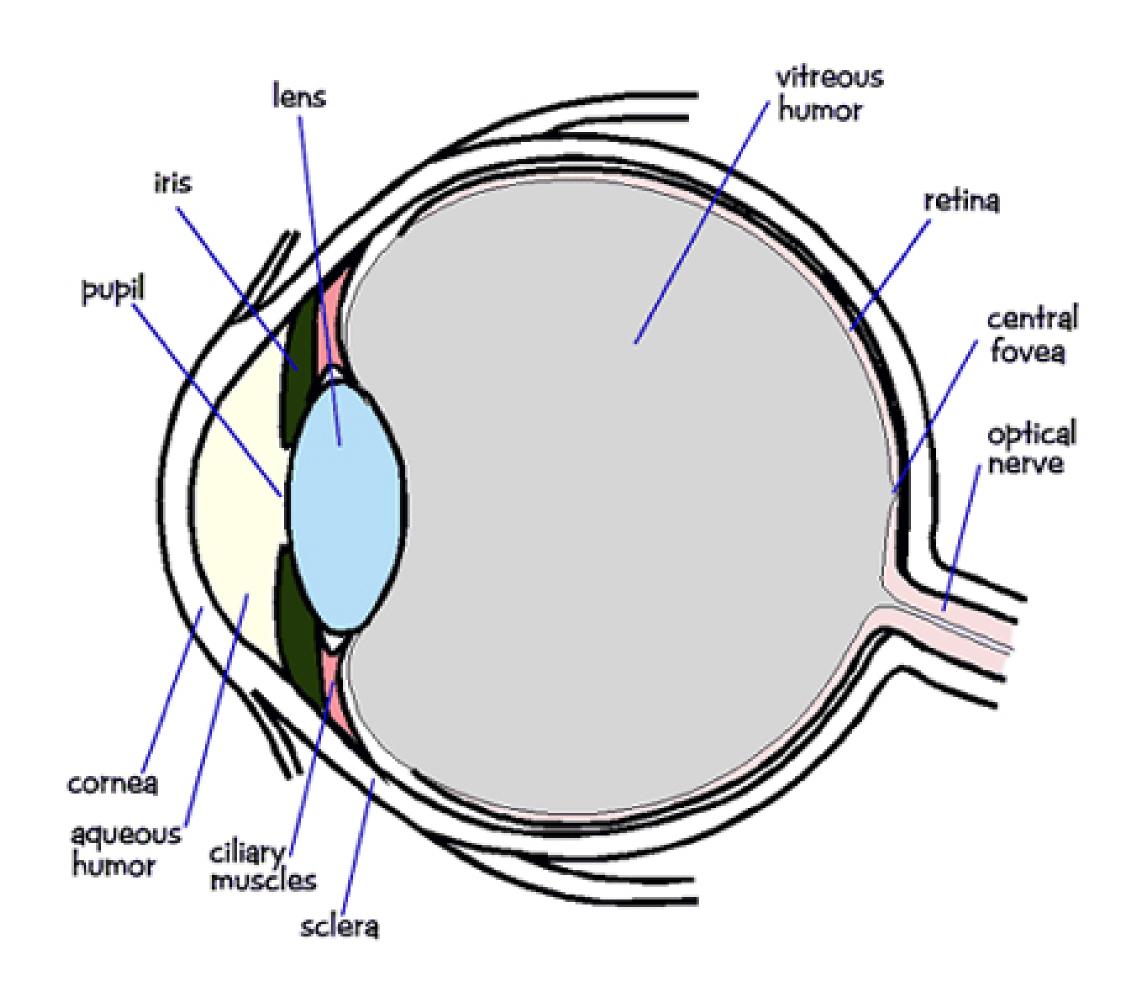
"What you see when you see a thing depends on what the thing is. What you see the thing as depends on what you know about what you are seeing."

Zenon Pylyshyn Canadian Cognitive Scientist and Philosopher









Human Visual System

5-6 mio cones

color vision

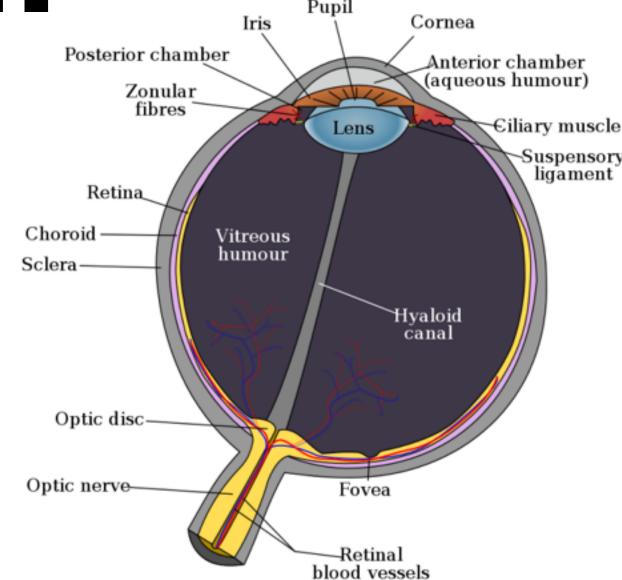
dense in the center

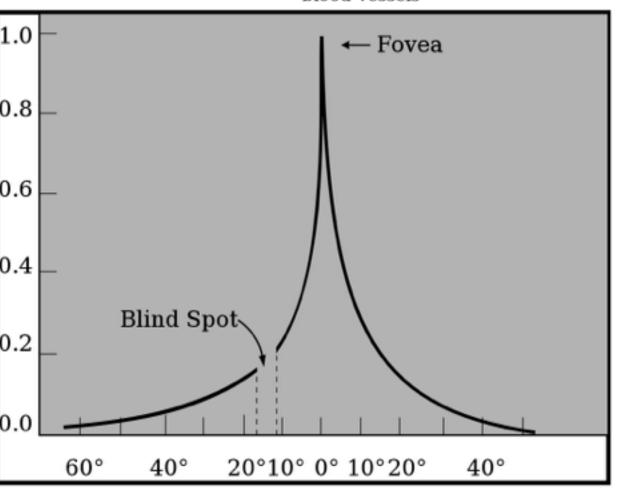
Fovea: 27 times the density

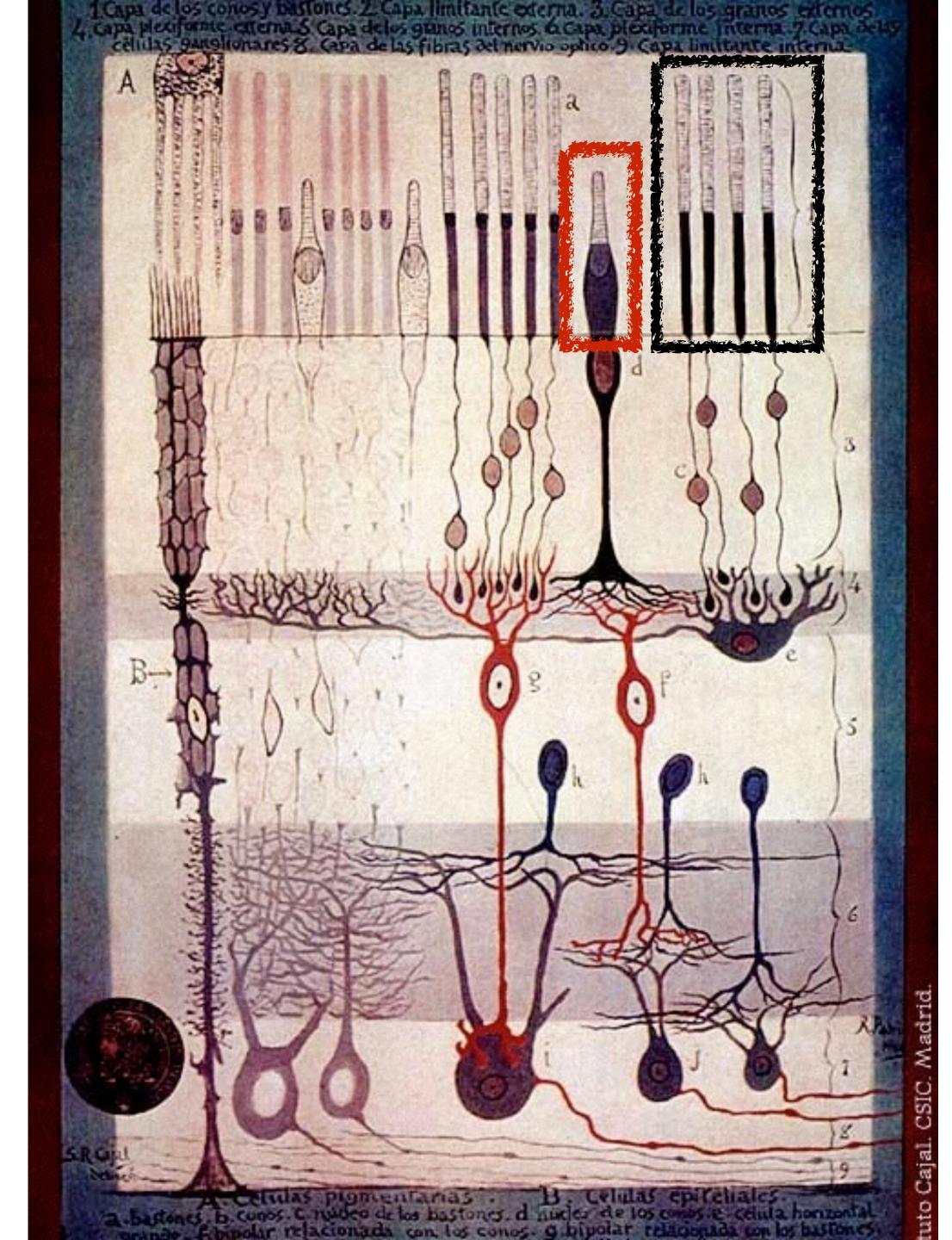
responsible for sharp central vision only cone cells

~120 mio rods

black/white





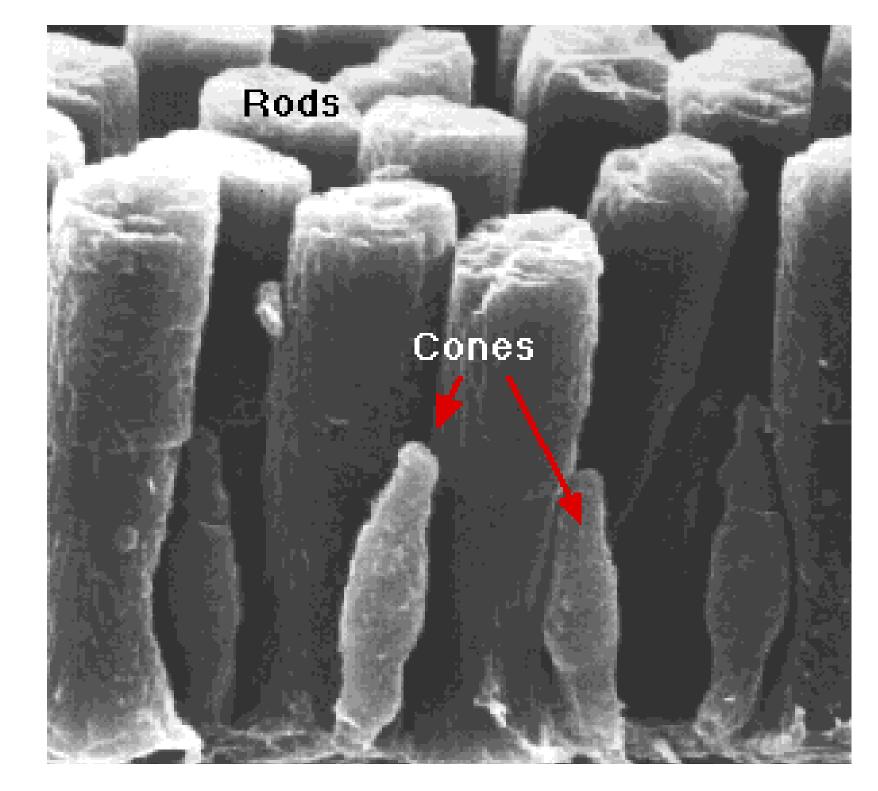


Rods - sensitive black and white

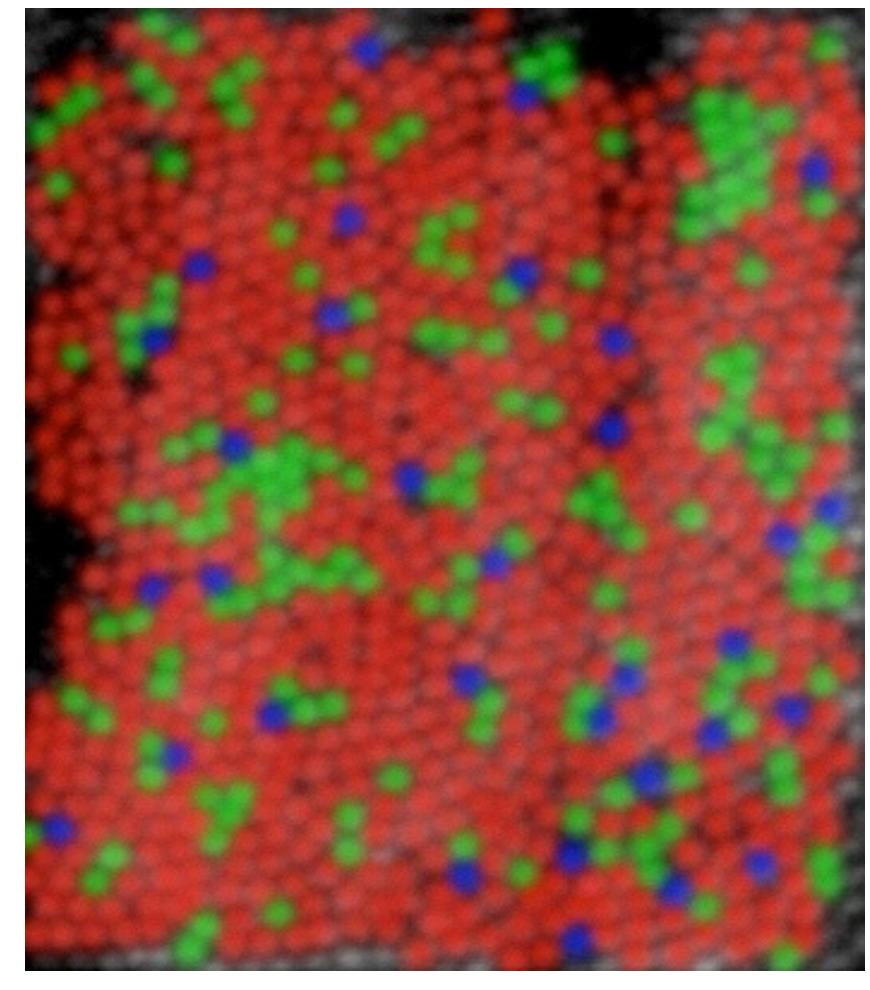
Cones - color vision

Ganglion Cells

"Structure of the Mammalian Retina" c. 1900 By Santiago Ramon y Cajal

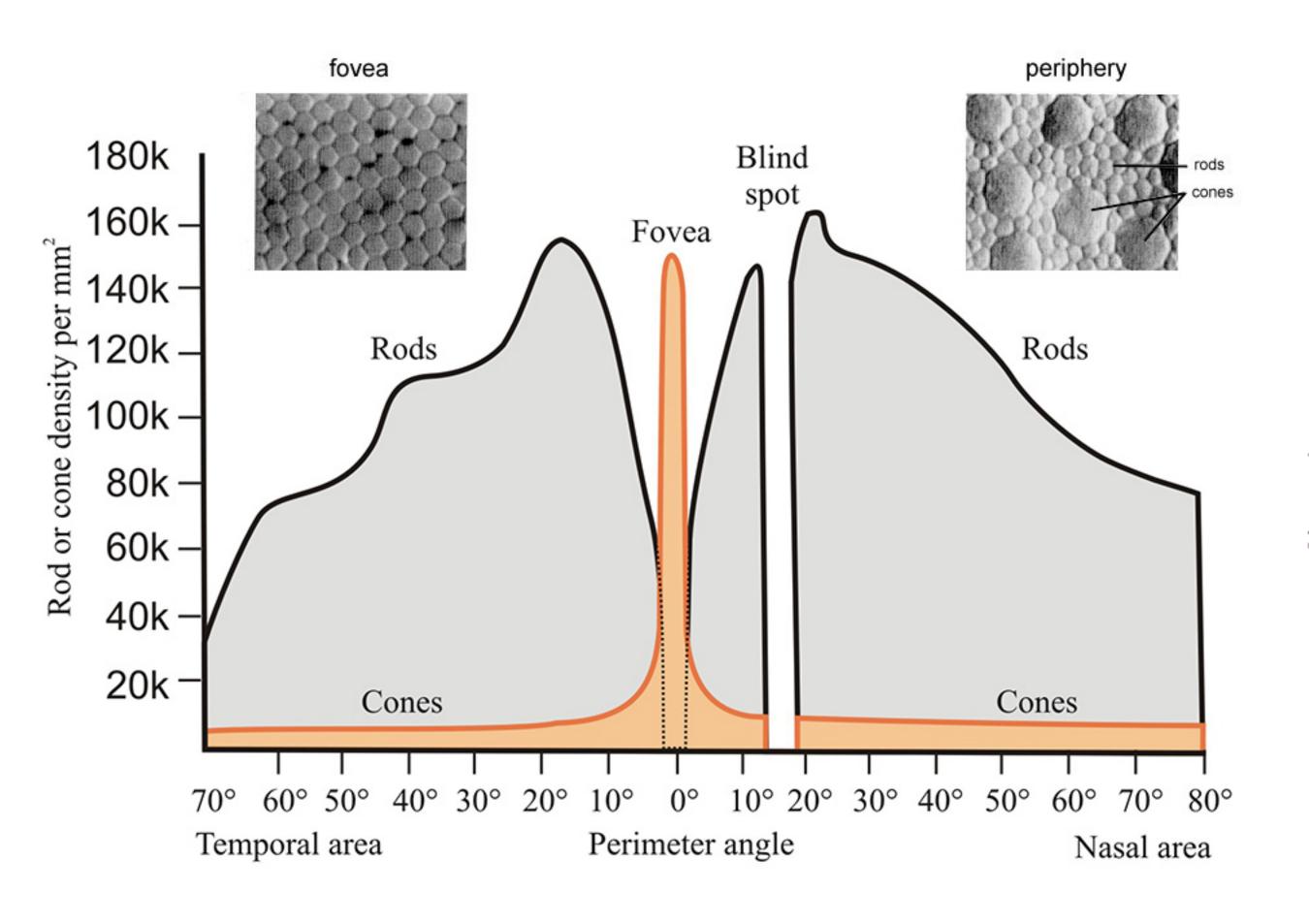


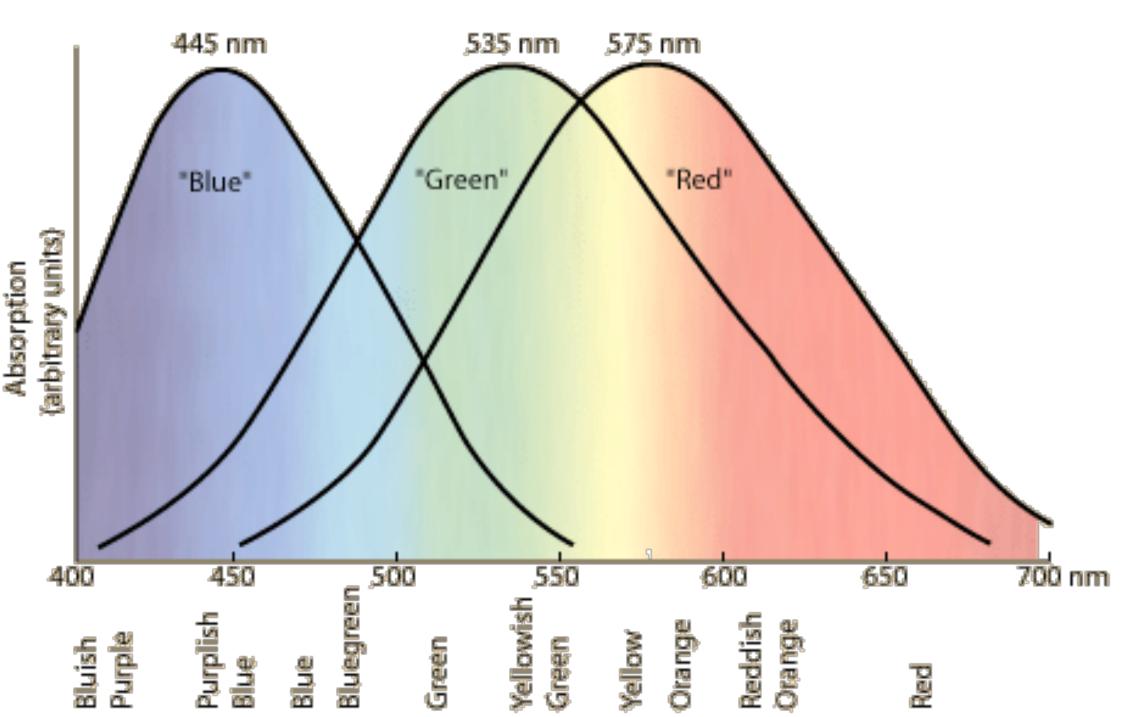
~120 million rods ~5-6 million cones

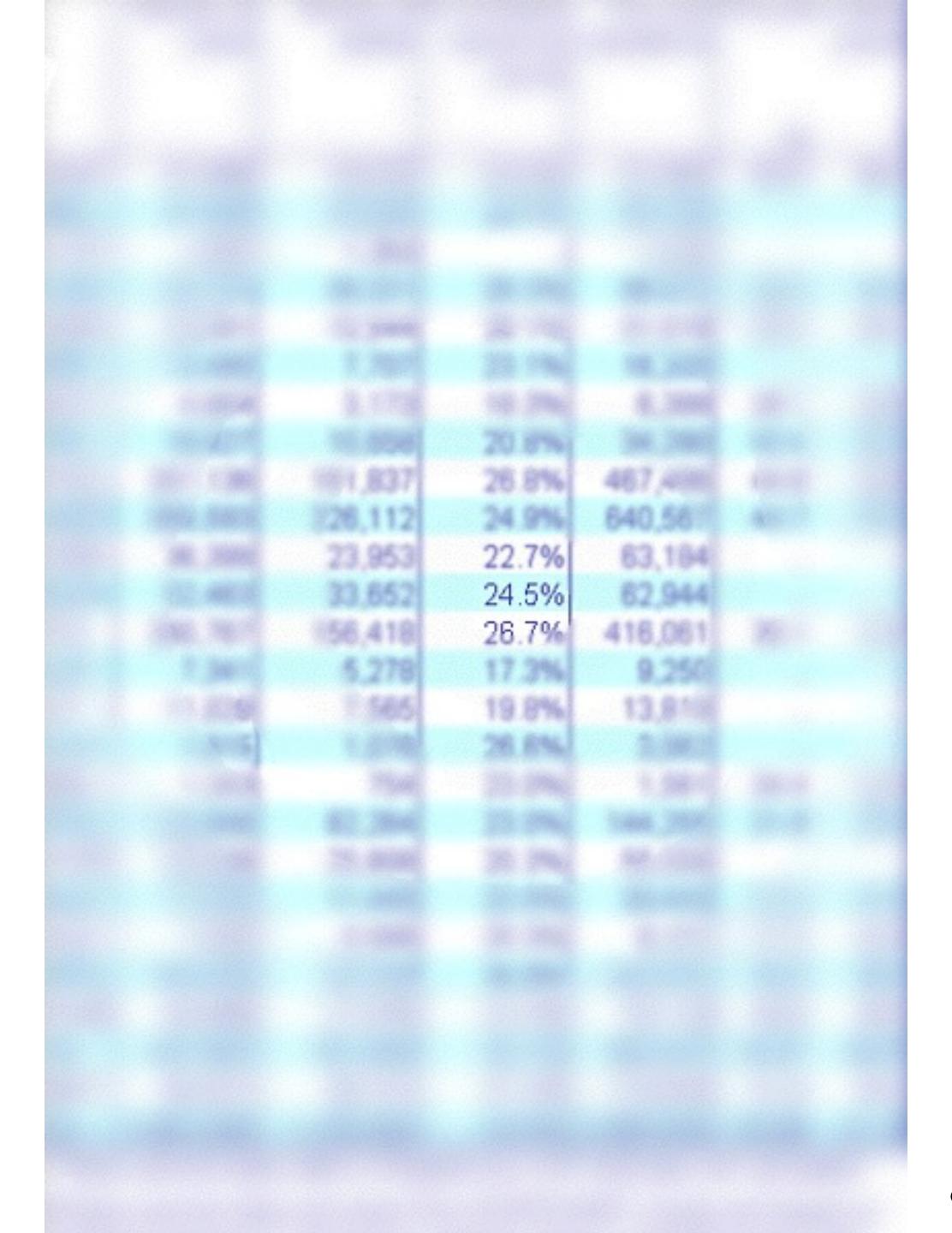


R 63% - G 31% - B 6%

Cone Response







Human Visual System

VIDEO!

Vision works as sequence of fixations and saccades

fixations: maintaining gaze on single location (200-600 ms)

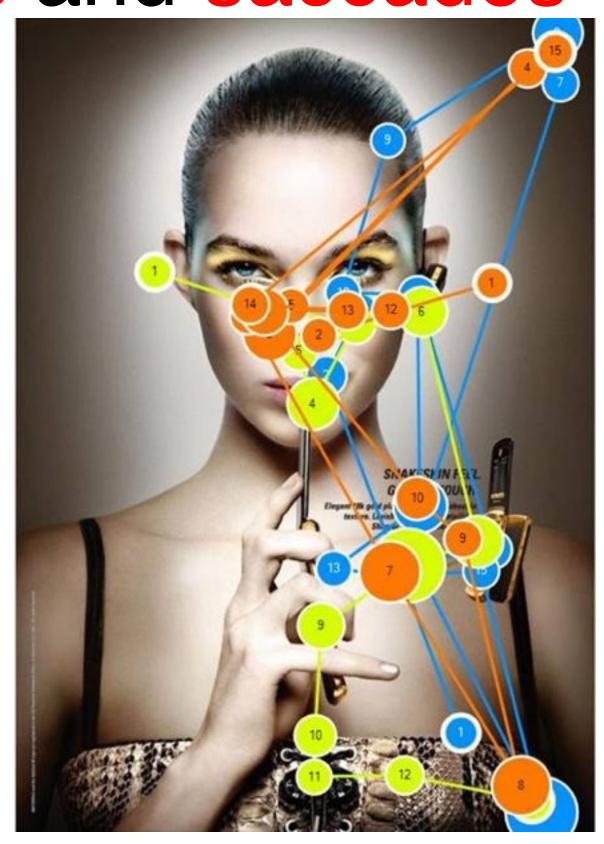
saccades: moving between different

locations (20-100 ms)

Vision not similar to a camera

More similar to a dynamic and ongoing construction project





Eye-tracking Experiment

Eye-tracking control computer

Visualization display

Infrared camera







Video!

Human Visual System

VIDEO!

No general purpose vision

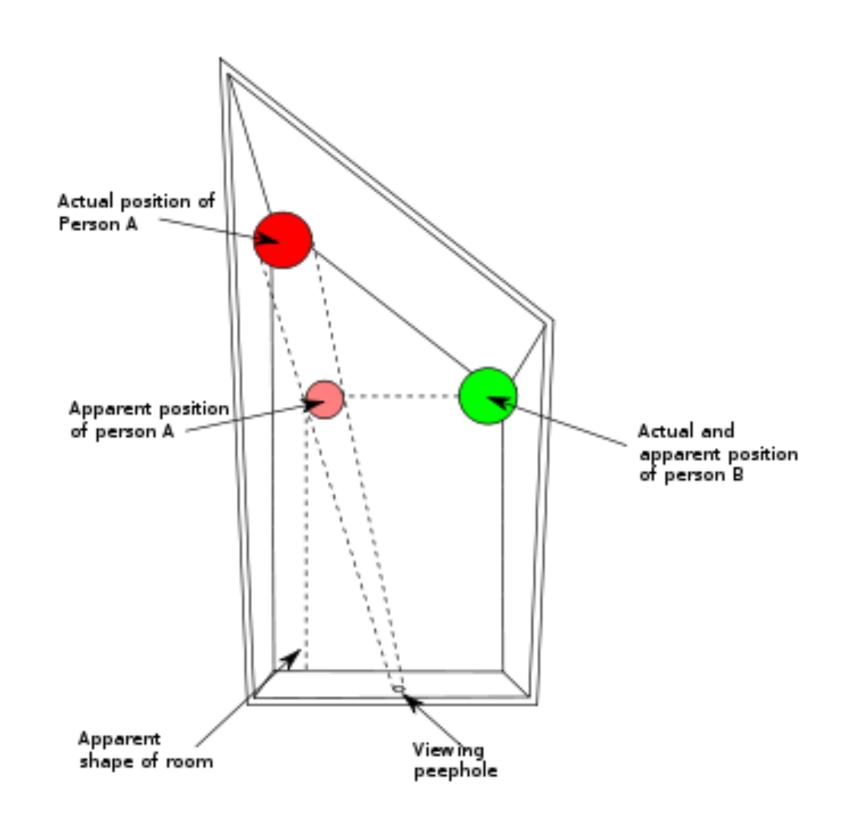
What we see depends on our goals and expectations

Relative judgments: strong

Absolute judgments: weak



Ames Room



Color

Color Basics

Visible part of the electromagnetic spectrum

390-750 nm

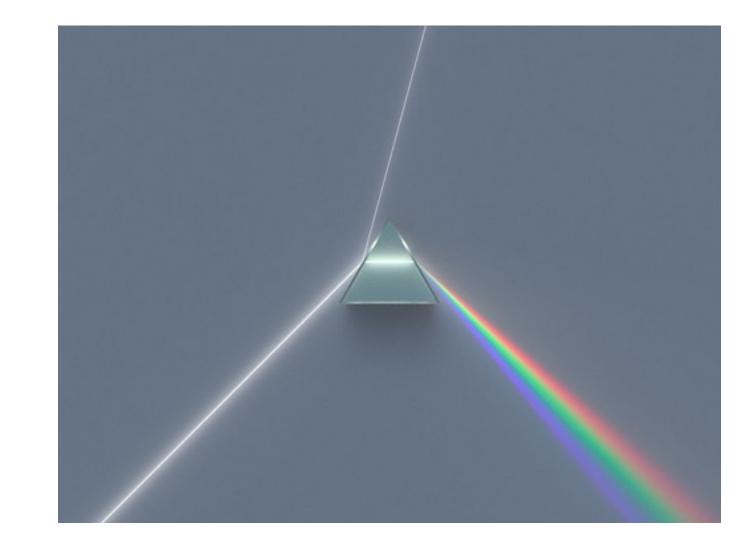
Spectral colors

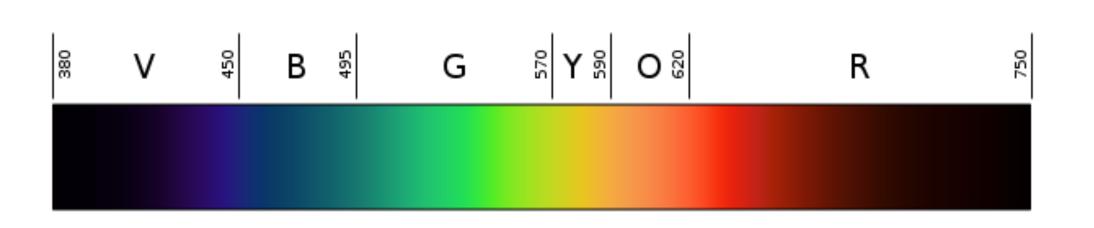
evoked by a single wavelength

Other colors: unsaturated colors

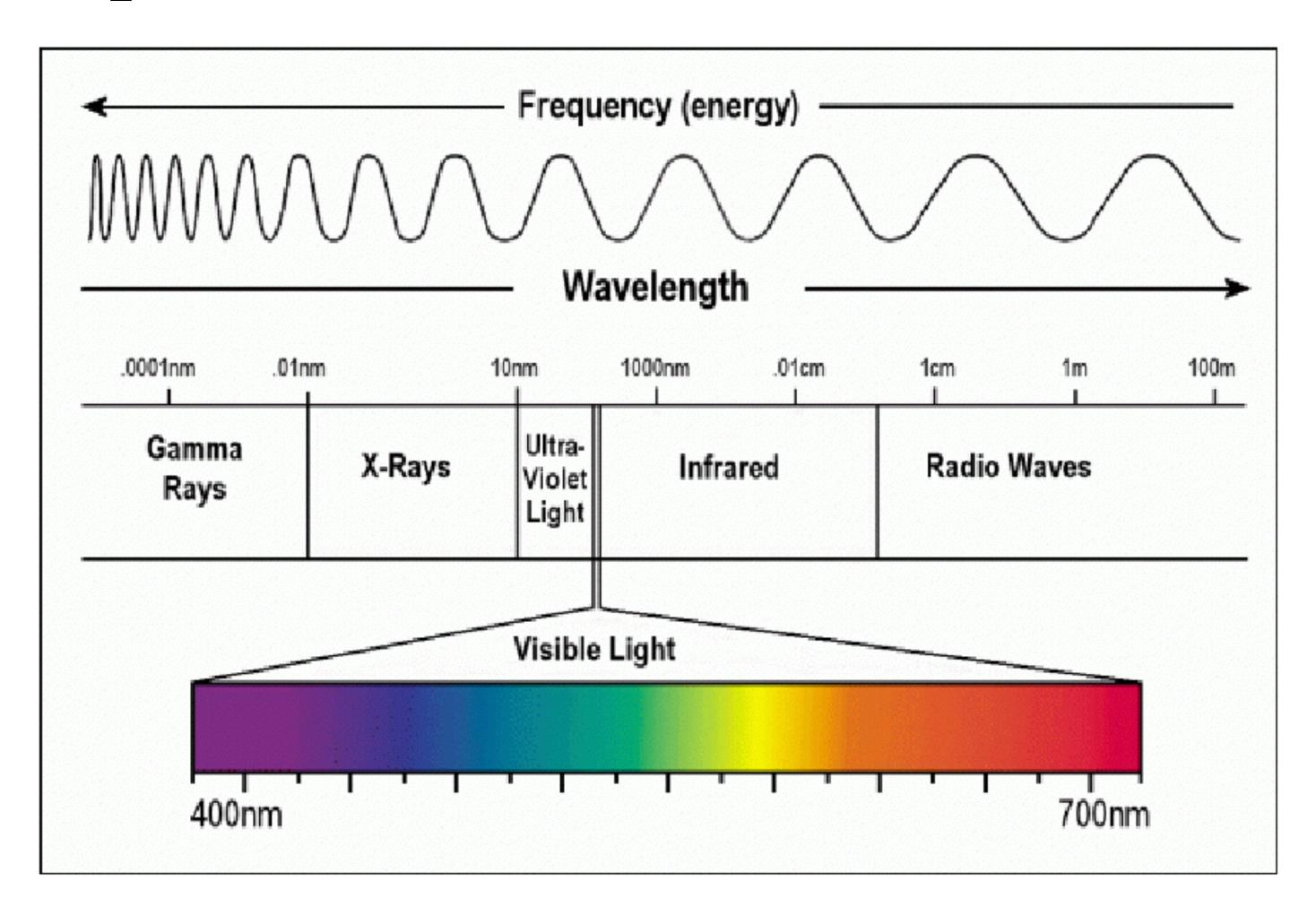
Gray scale (achromatic colors)

Mix of multiple wavelengths e.g. purple, magenta





Visible Spectrum



Dimensions of Color

Hue

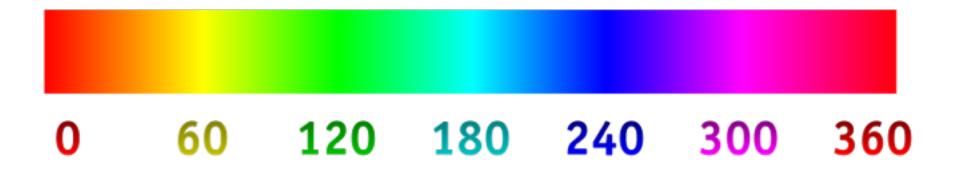
Saturation

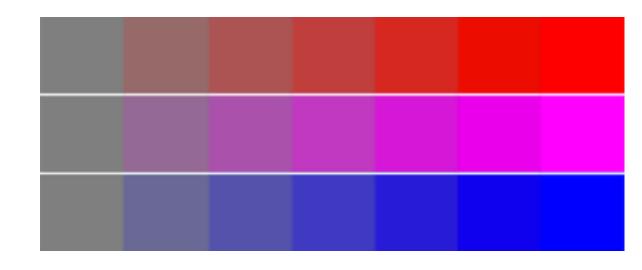
The purity of a color

Value (Luminance, Brightness)

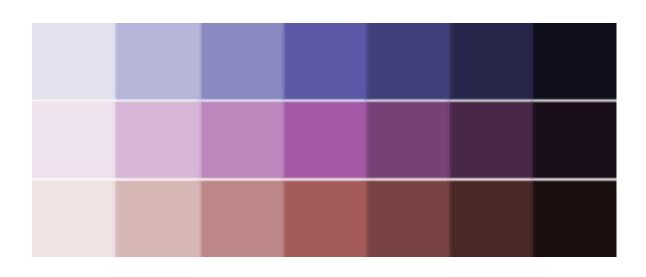
lightness or darkness of a color

high saturation colors have medium values





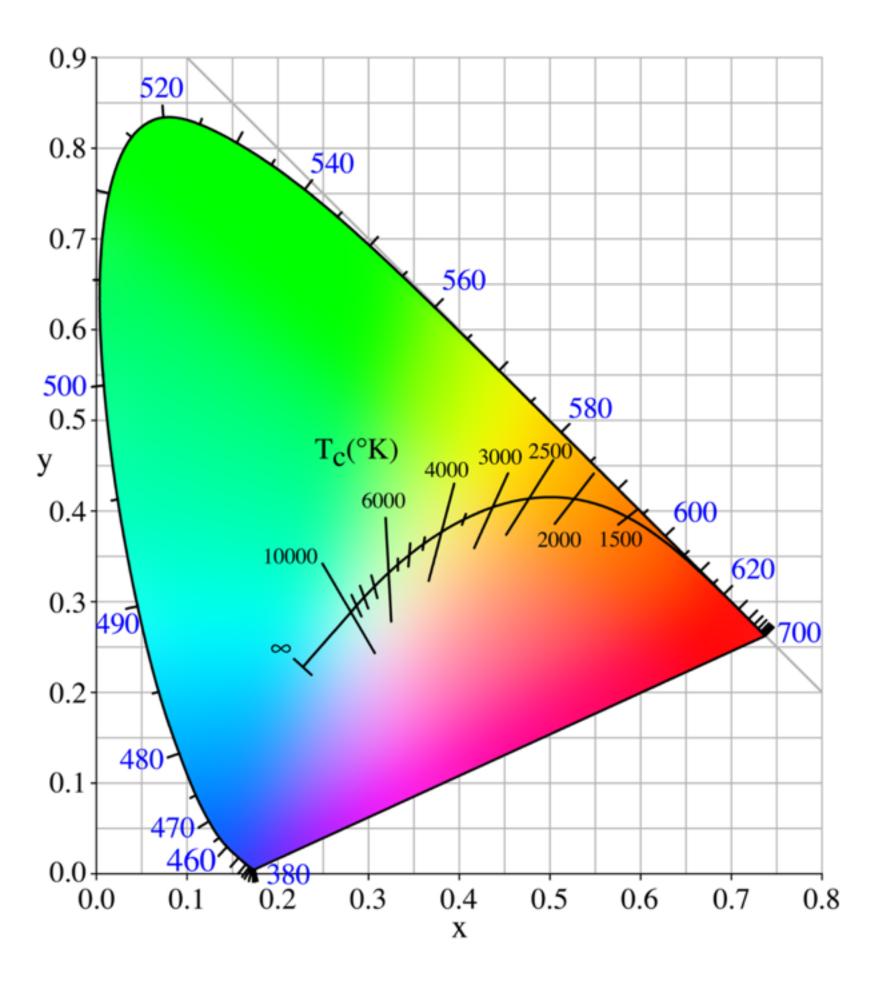
Different Saturation, medium Value



Different Values, low Saturation

CIE Color Model

Chromaticity Diagram
Specifies color by hue and saturation
Pure colors of visible spectrum along
the curve (wavelength)

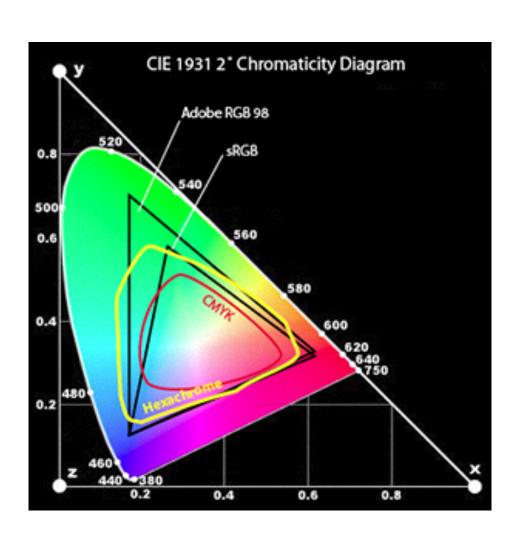


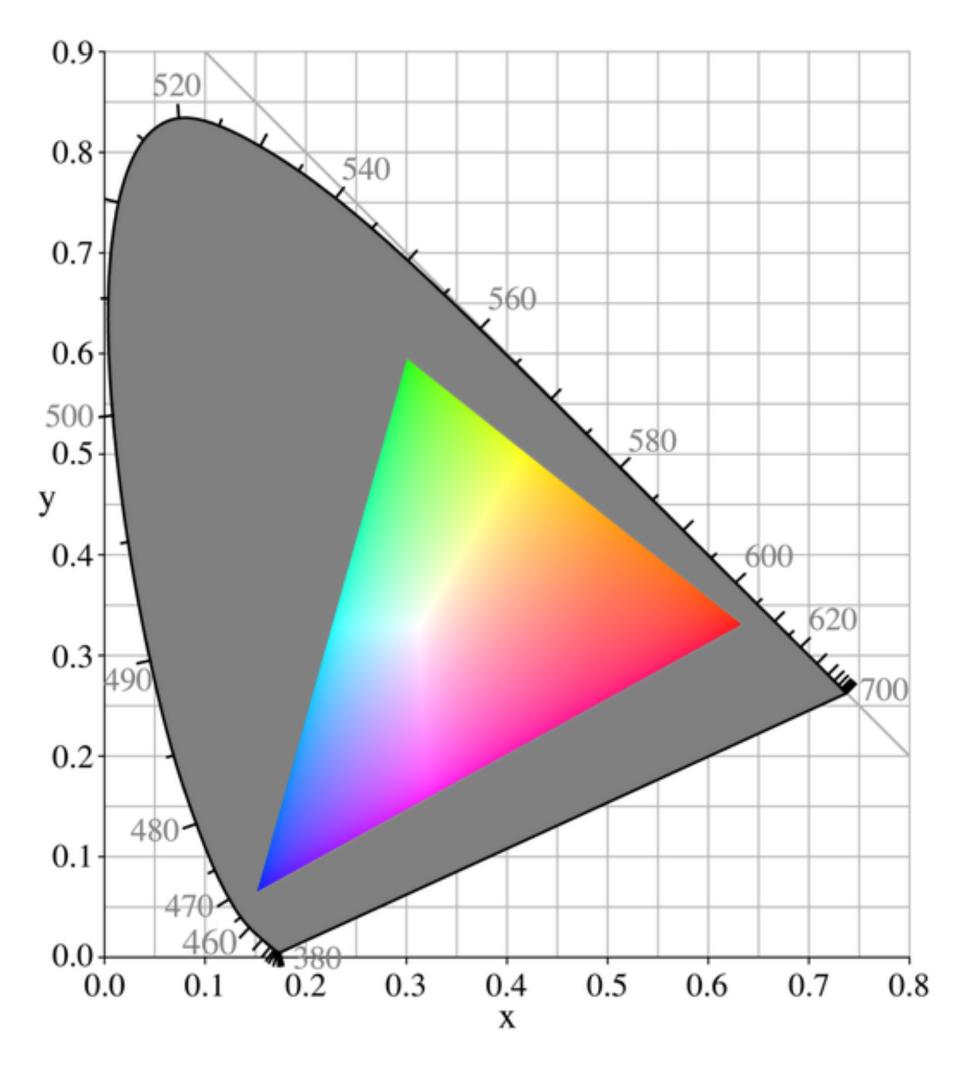
Gamut

Set of all colors that can be produced by a device

Area between the primary colors used can be shown

Primaries are arbitrary





Color Composition

Additive (e.g., RGB)

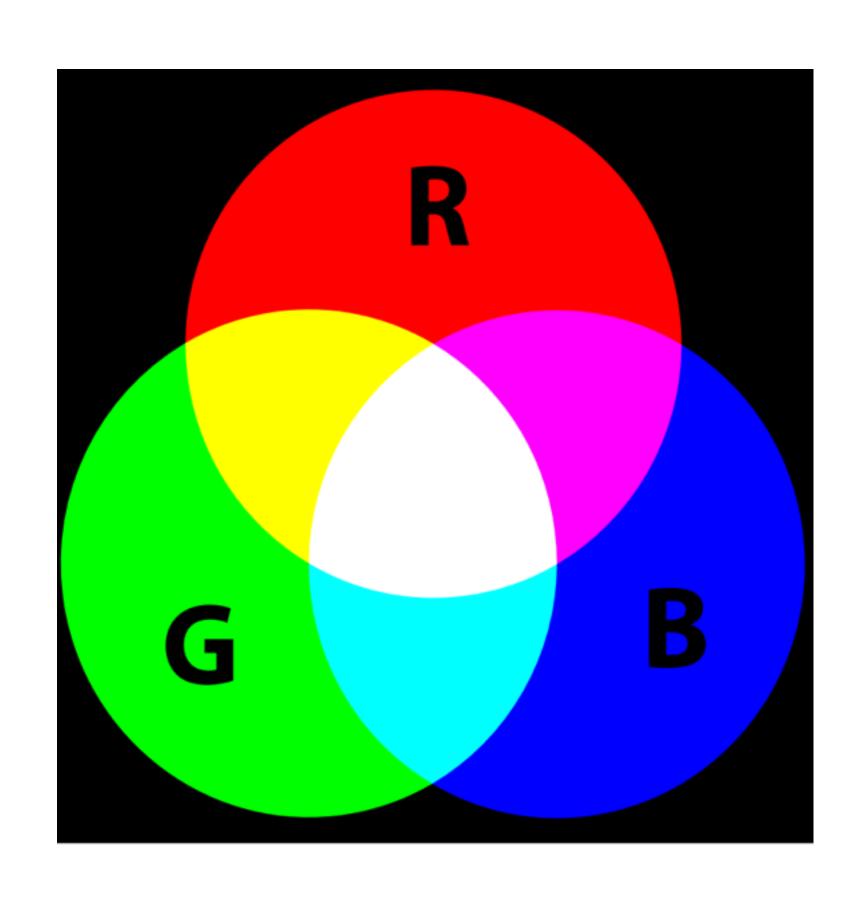
light

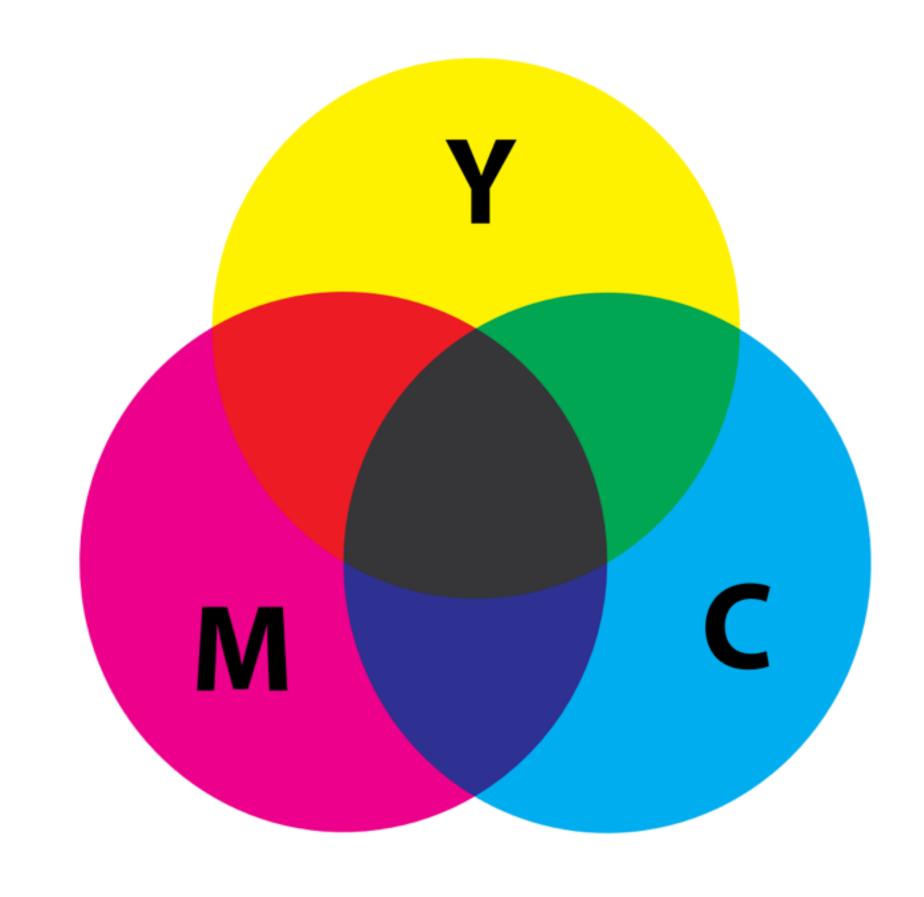
white: all three cones stimulated with same intensity, at high brightness

Subtractive

pigment (e.g., CMYK)

Additive / Subtractive Color

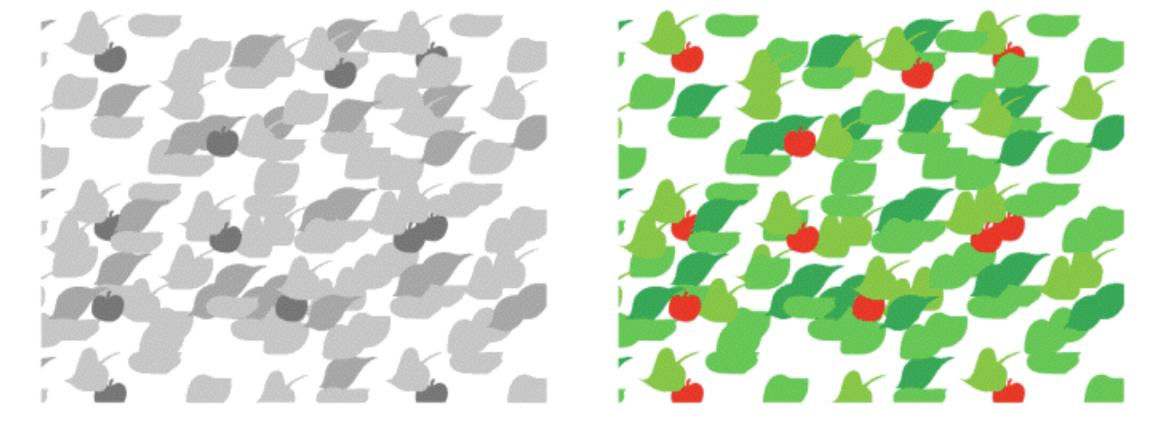




Add colors by adding light of certain wavelength

Subtract colors using pigments, inks by absorbing light

Color



Color vision is irrelevant to much of normal vision!

does not help to perceive layout of objects

how they are moving

what shape they are

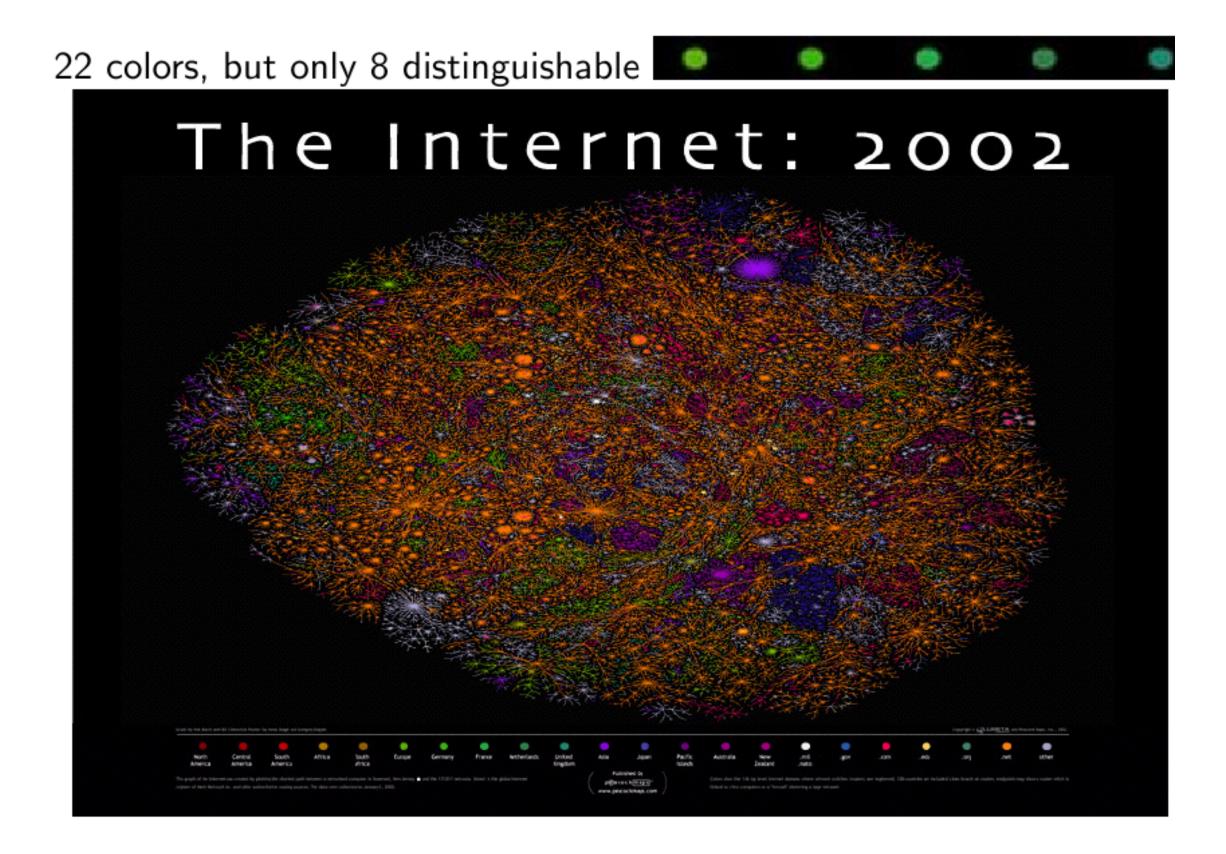
Color breaks camouflage

Tells about material properties (judging quality of food)

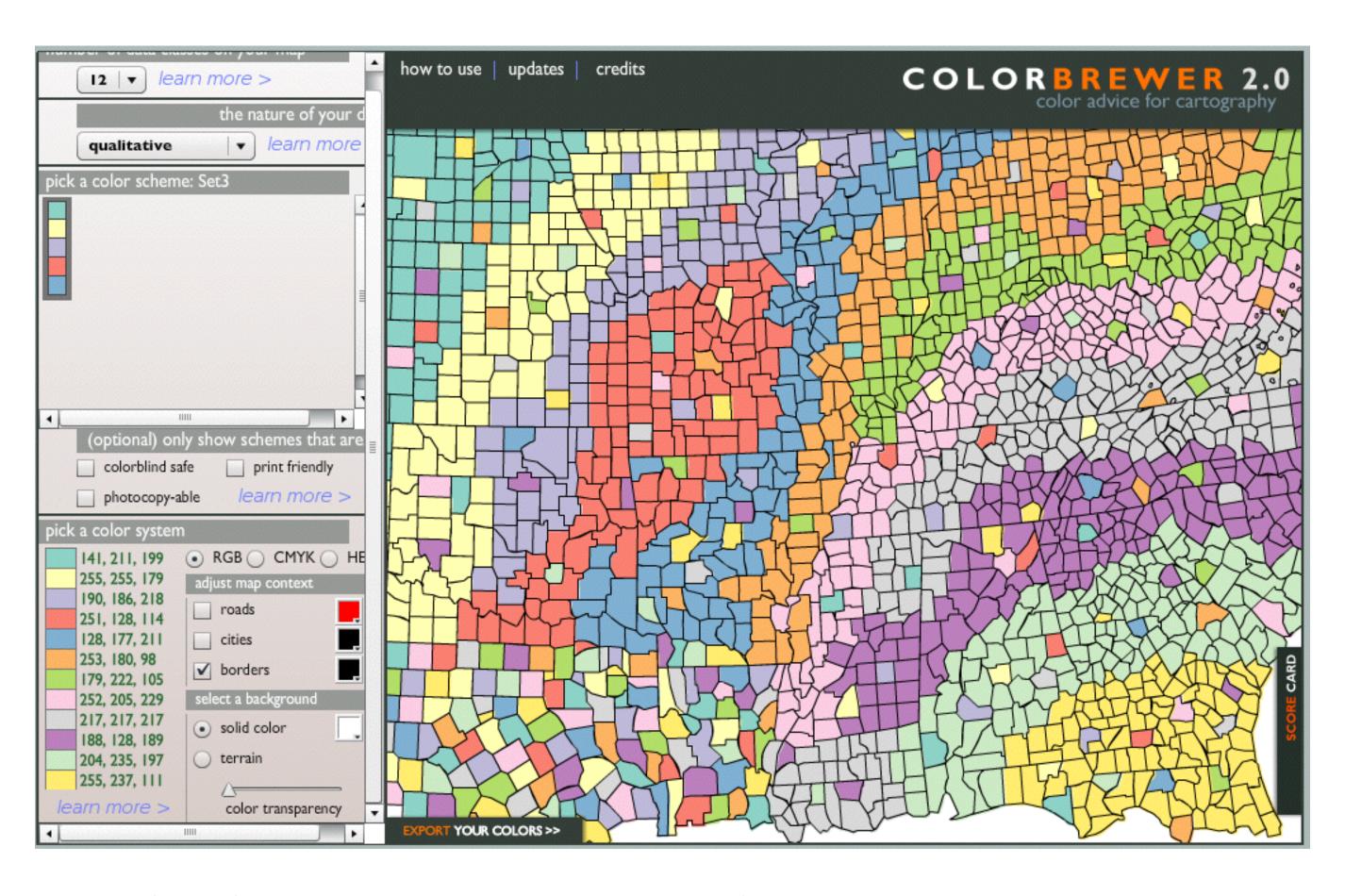
Qualitative Data Vis

Color labeling (nominal information coding)

recommended: about 6, no more than 10



Application: Labeling

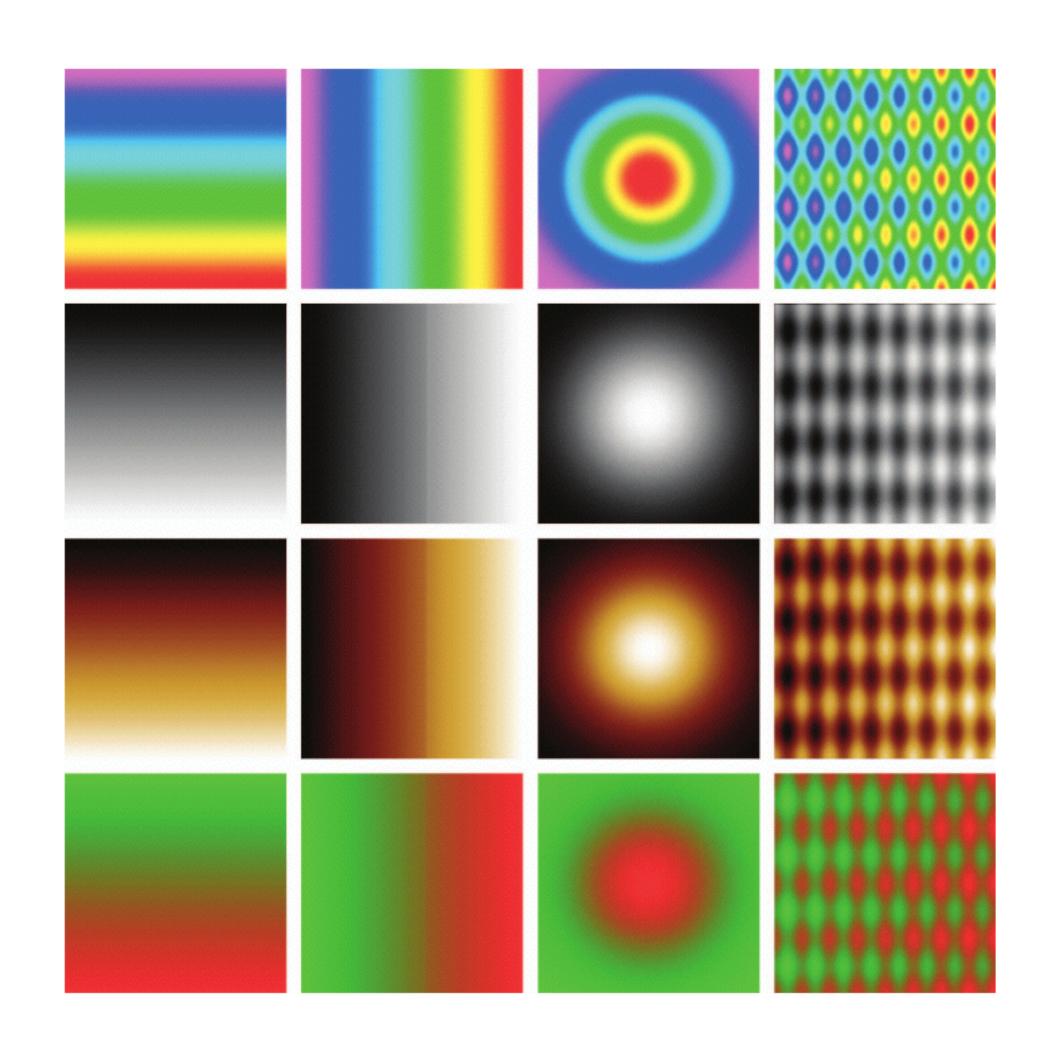


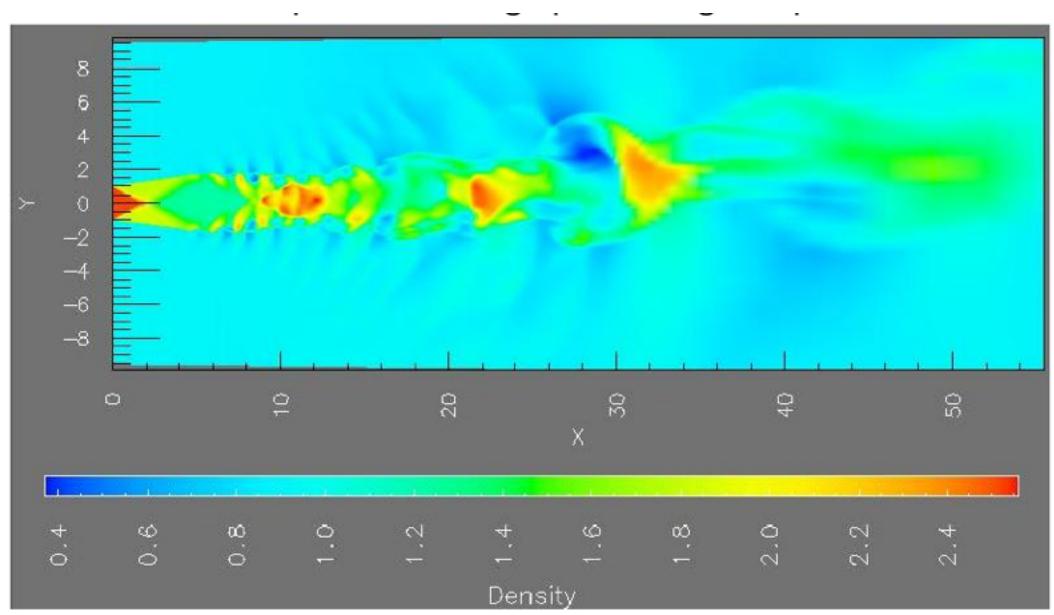
Carefully designed color scheme for 12 colors [colorbrewer]

Quantitative Data Vis

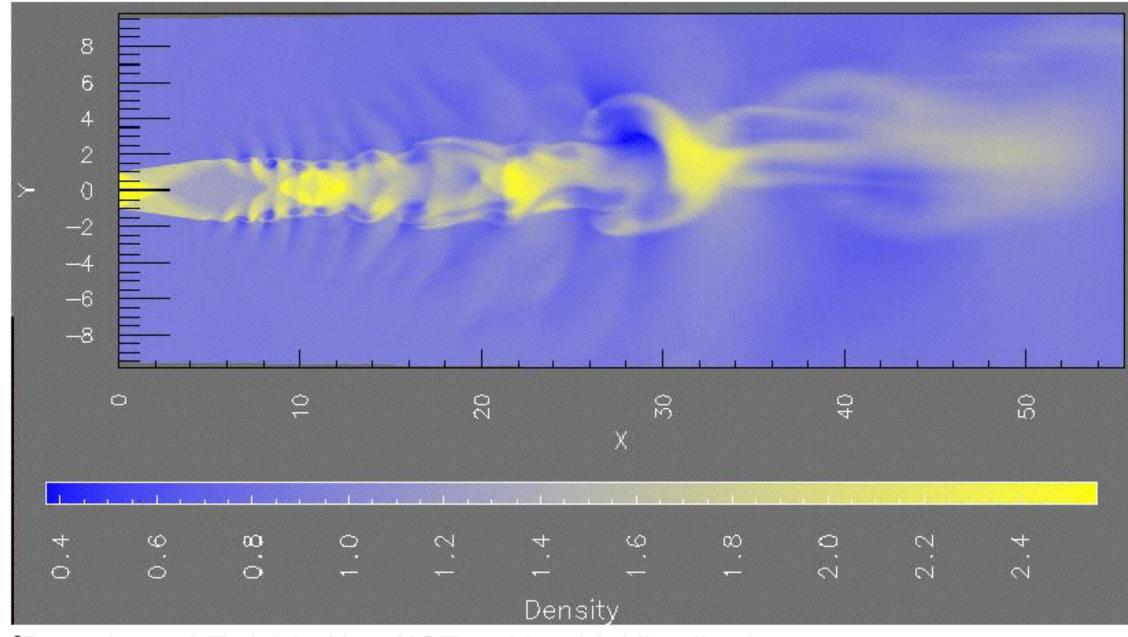
use value saturation works but not as good don't use hue!

Danger: rainbow color map



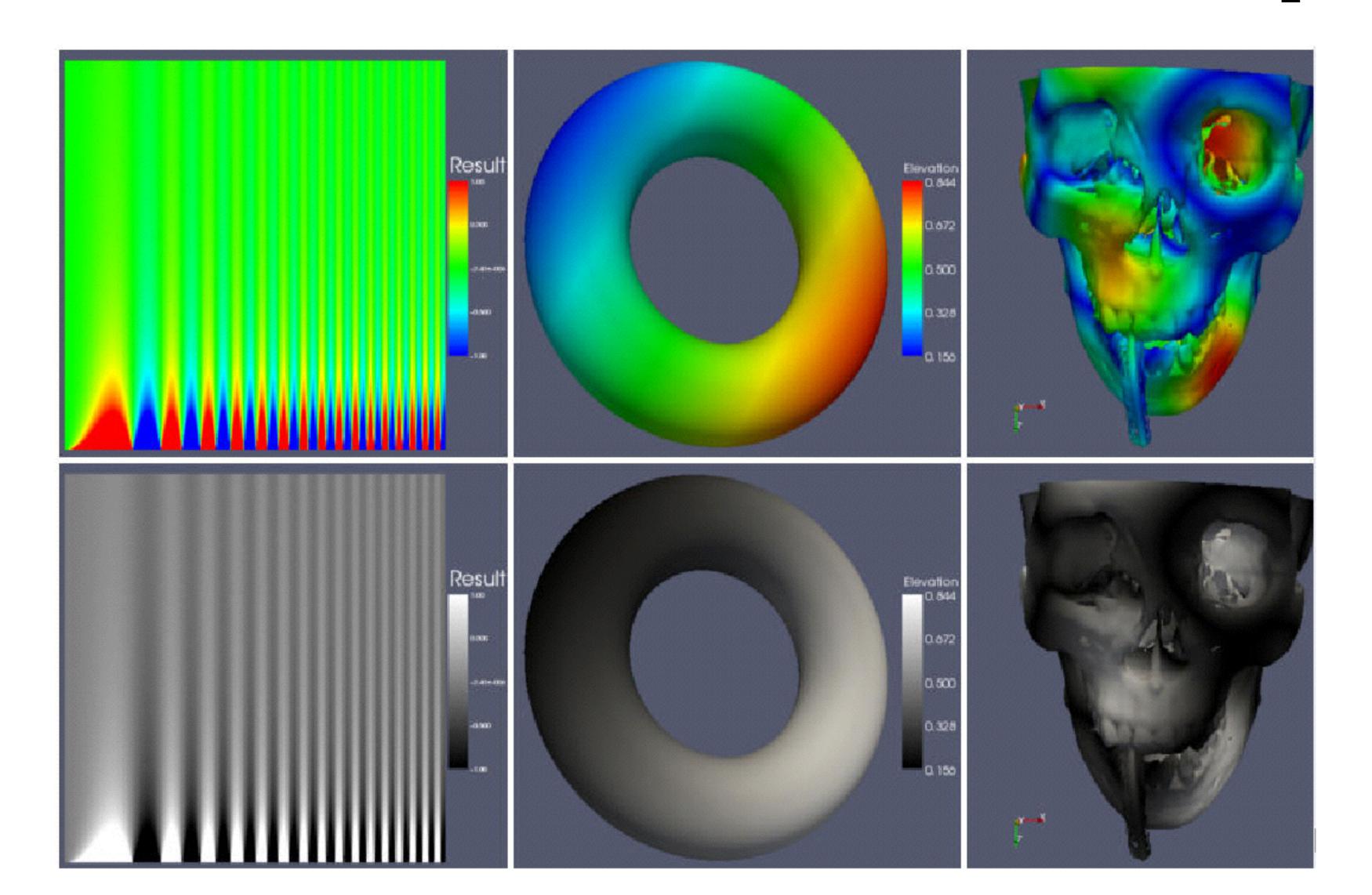


[Rogowitz and Treinish, Why Should Engineers and Scientists Be Worried About Color? http://www.research.ibm.com/people/I/Iloydt/color/color.HTM]

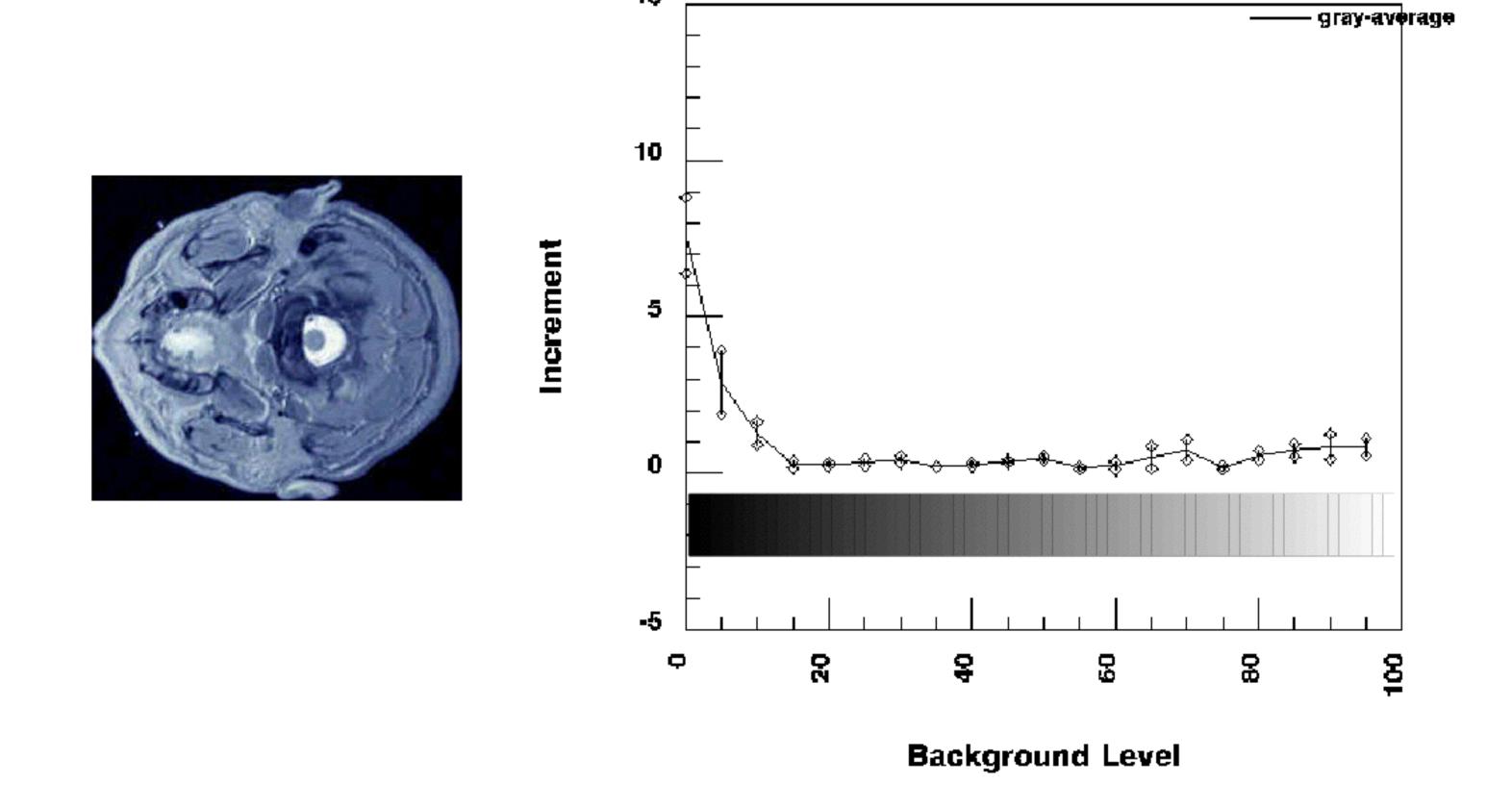


[Rogowitz and Treinish, How NOT to Lie with Visualization, www.research.ibm.com/dx/proceedings/pravda/truevis.htm]

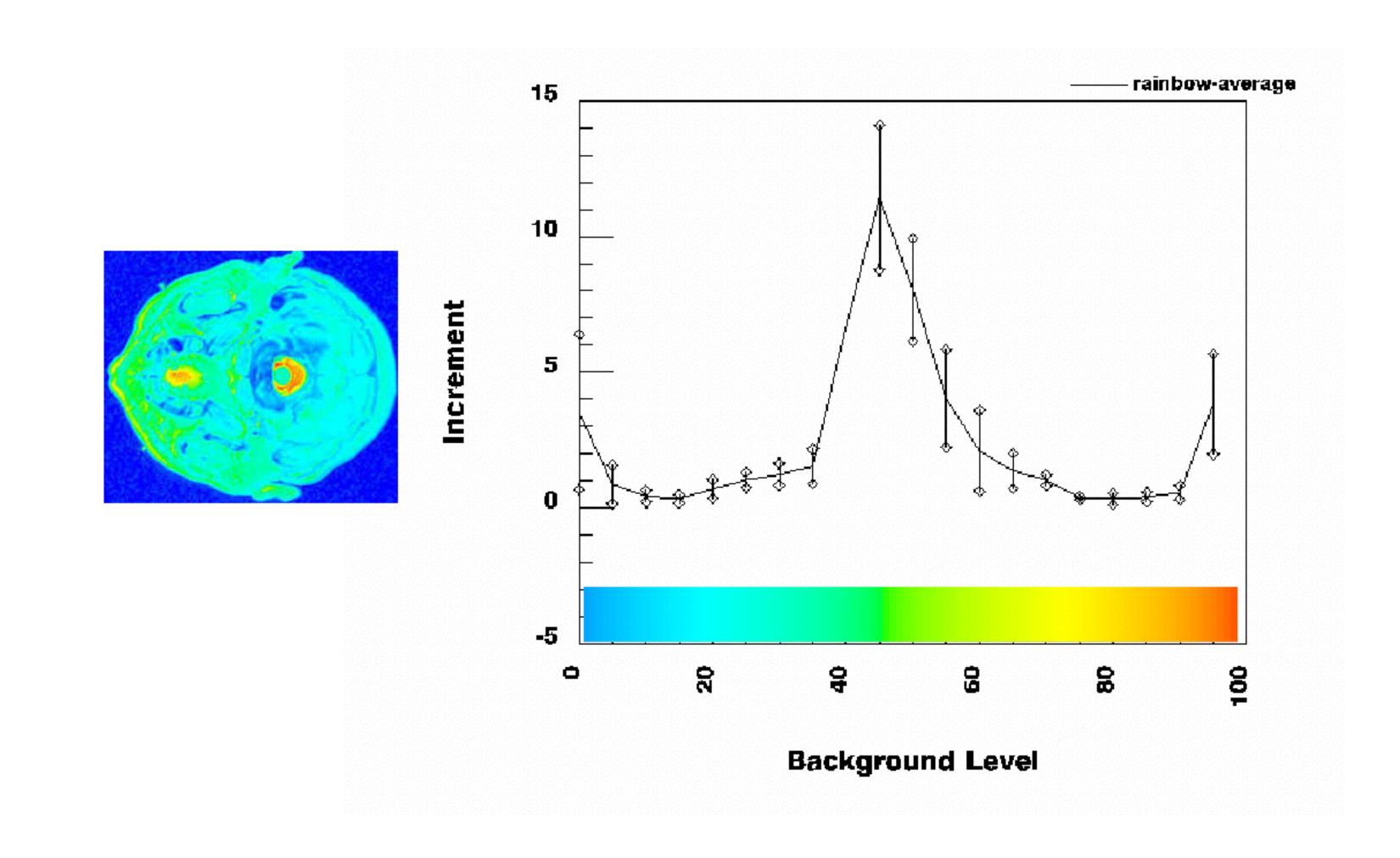
Rainbow vs. Value Color map



Increment Threshold Experiment: Luminance



Increment Threshold Experiment: Rainbow Color Scale

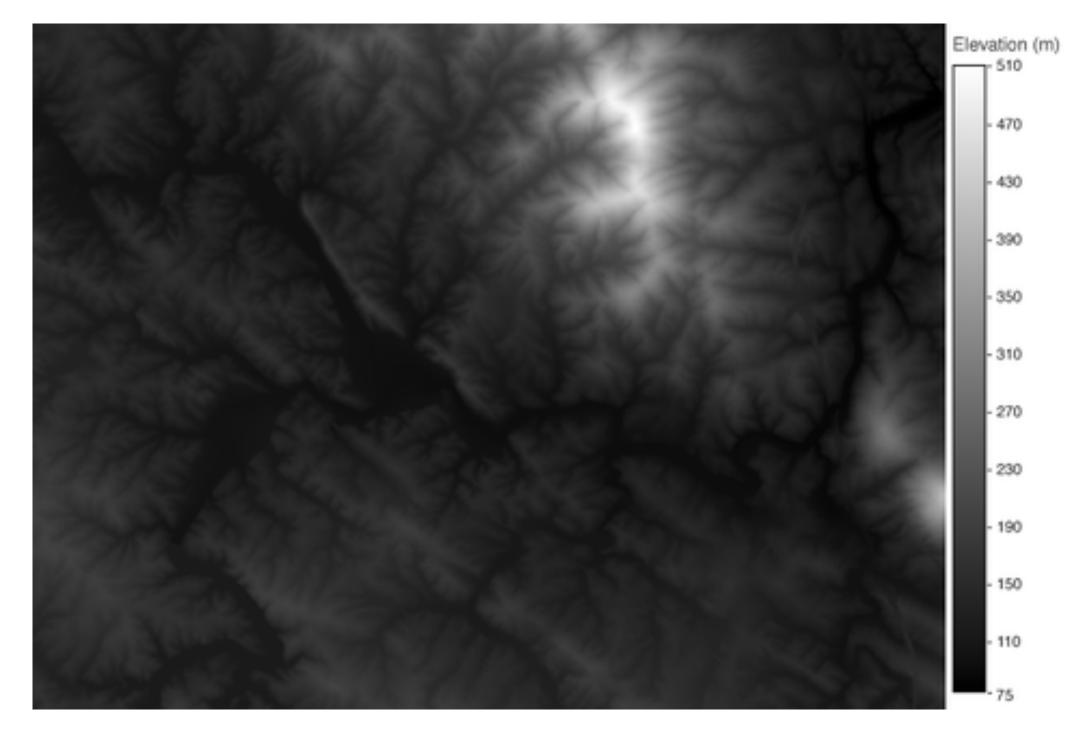


To bin or not to bin?

Study: what is faster? What is more accurate?

Example: Elevation

Continuous was faster
Binned was often more
accurate





Design Critique

Four Ways to Slice Obama's 2013 Budget Proposal

Explore every nook and cranny of President Obama's federal budget proposal.

All Spending Types of Spending Changes Department Totals

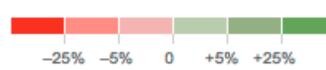
How \$3.7 Trillion Is Spent

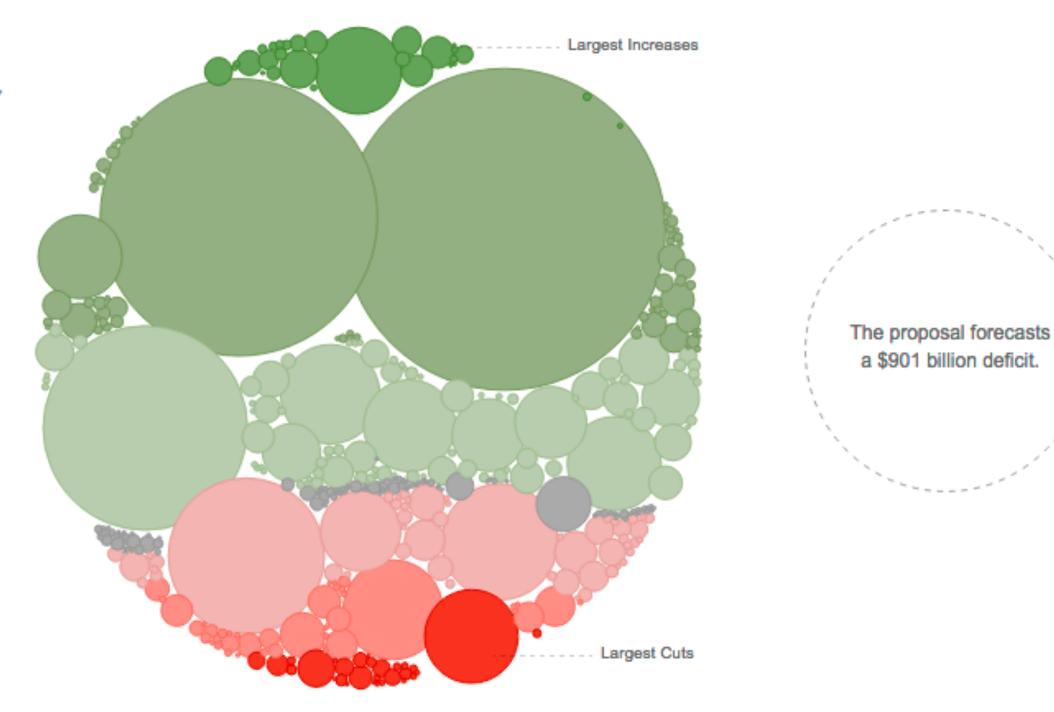
Mr. Obama's budget proposal includes \$3.7 trillion in spending in 2013, and forecasts a \$901 billion deficit.

Circles are sized according to the proposed spending.



Color shows amount of cut or increase from 2012.





Critique Document: http://goo.gl/ey7g6E

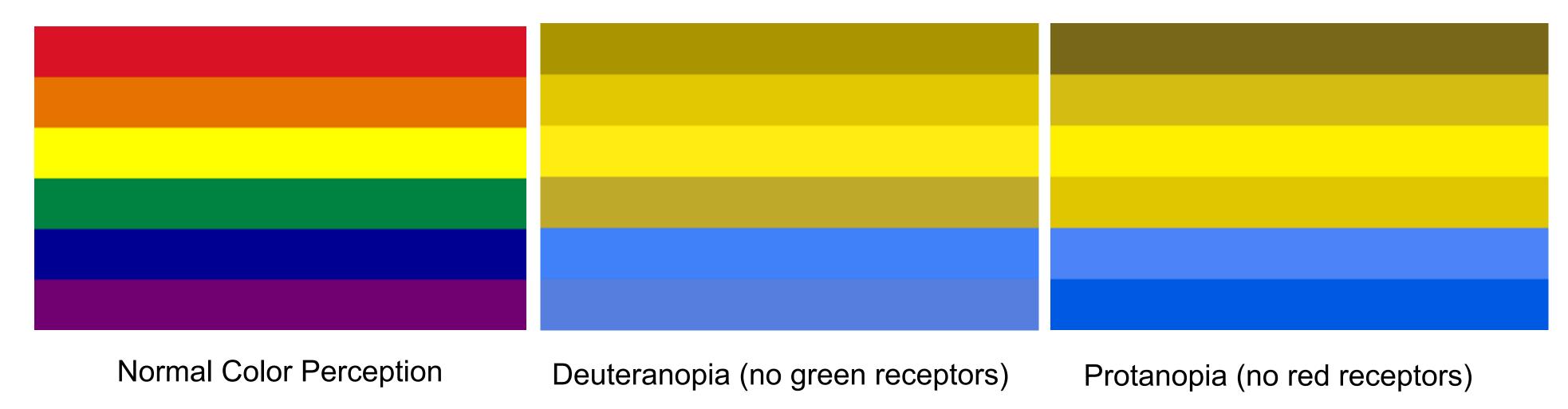
Source: http://goo.gl/gZf9D2

Color Blindness

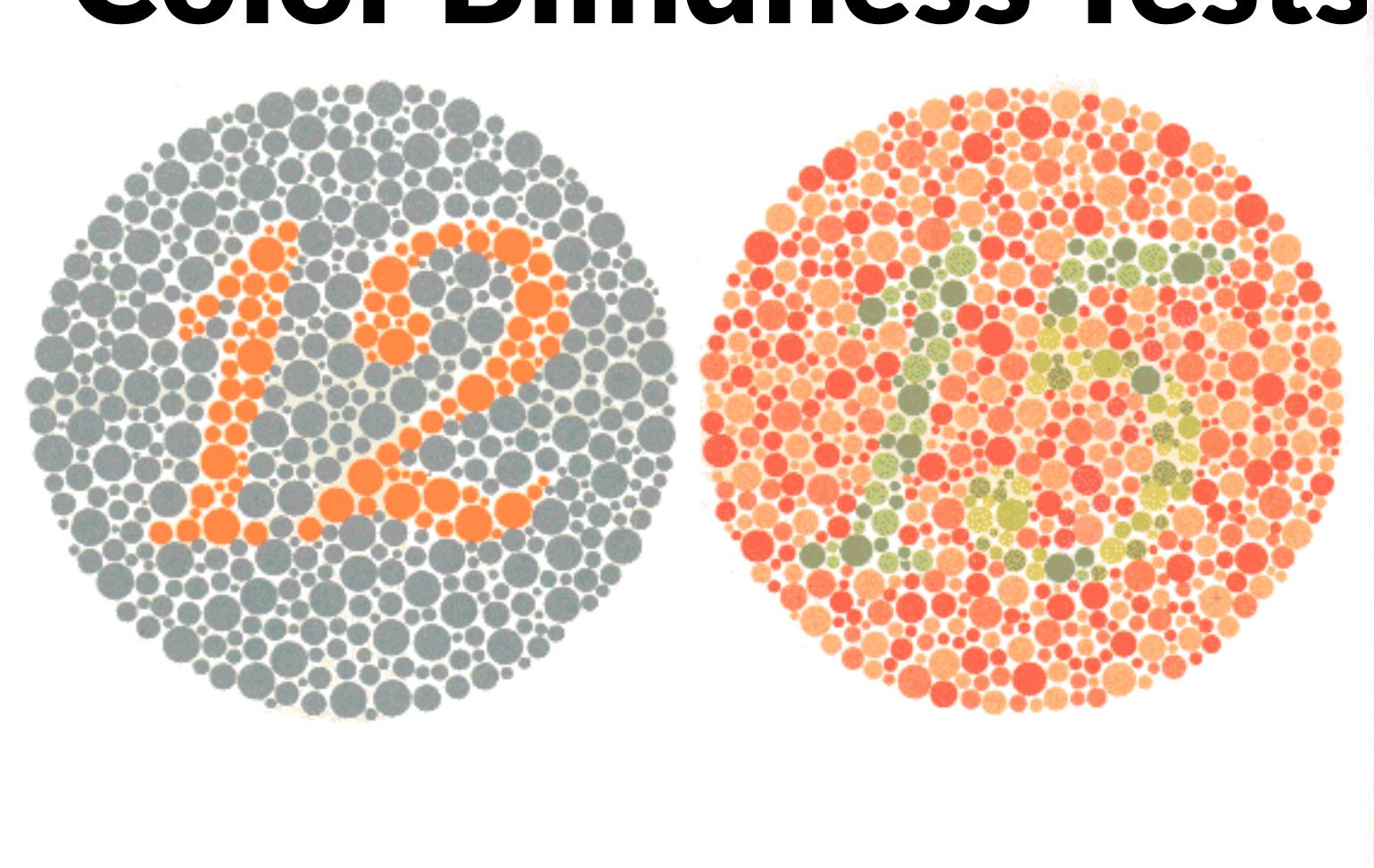
10% of males, 1% of females (probably due to X-chromosomal recessive inheritance)

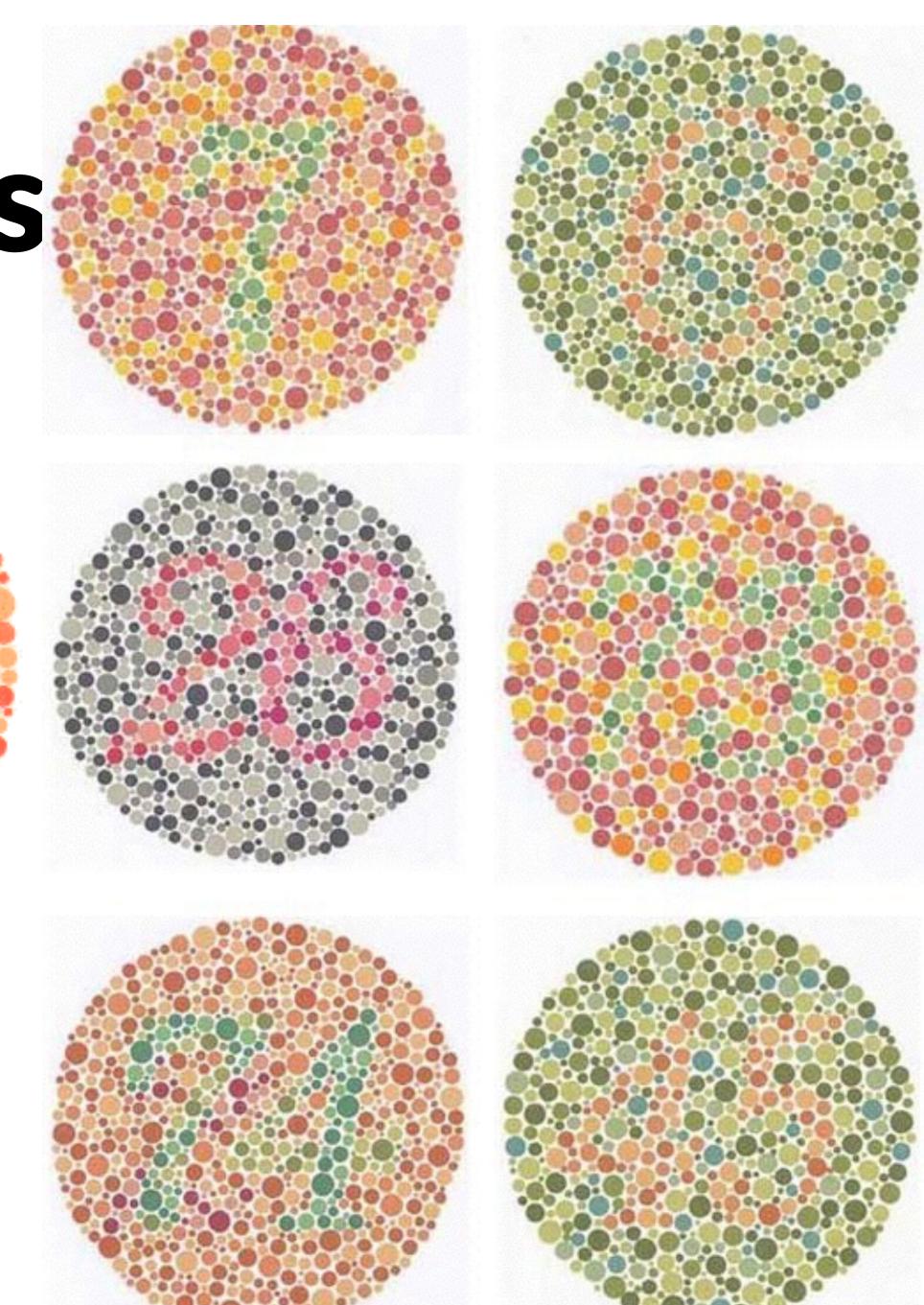
Most common: red-green weakness / blindness

Reason: lack of medium or long wavelength receptors, or altered spectral sensitivity (most common: green shift)

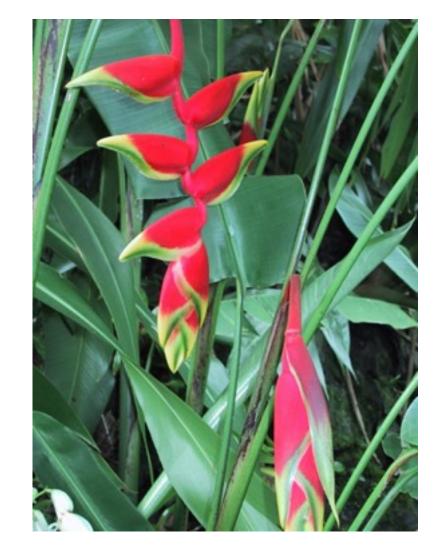


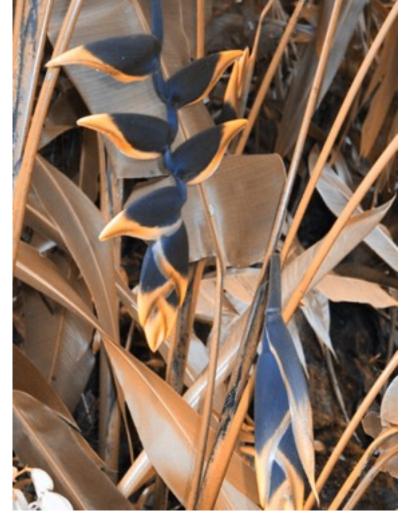
Color Blindness Tests

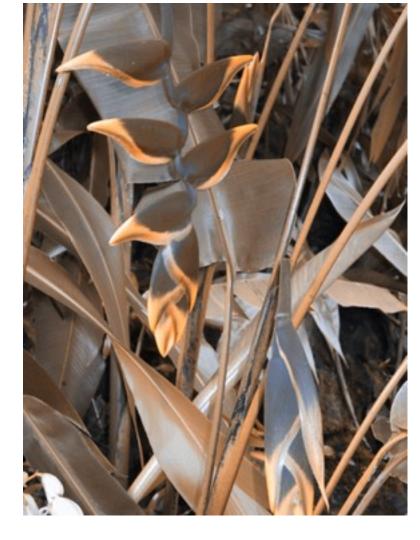




Color Blindness









Protanope

Deuteranope

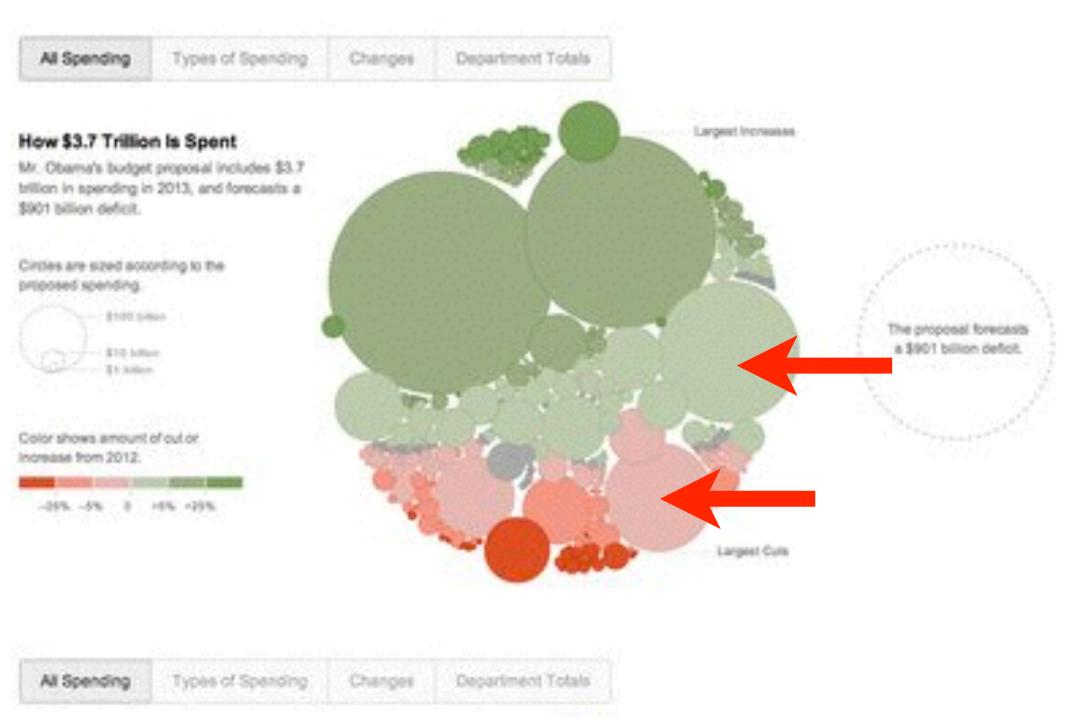
Tritanope

No L cones No M cones

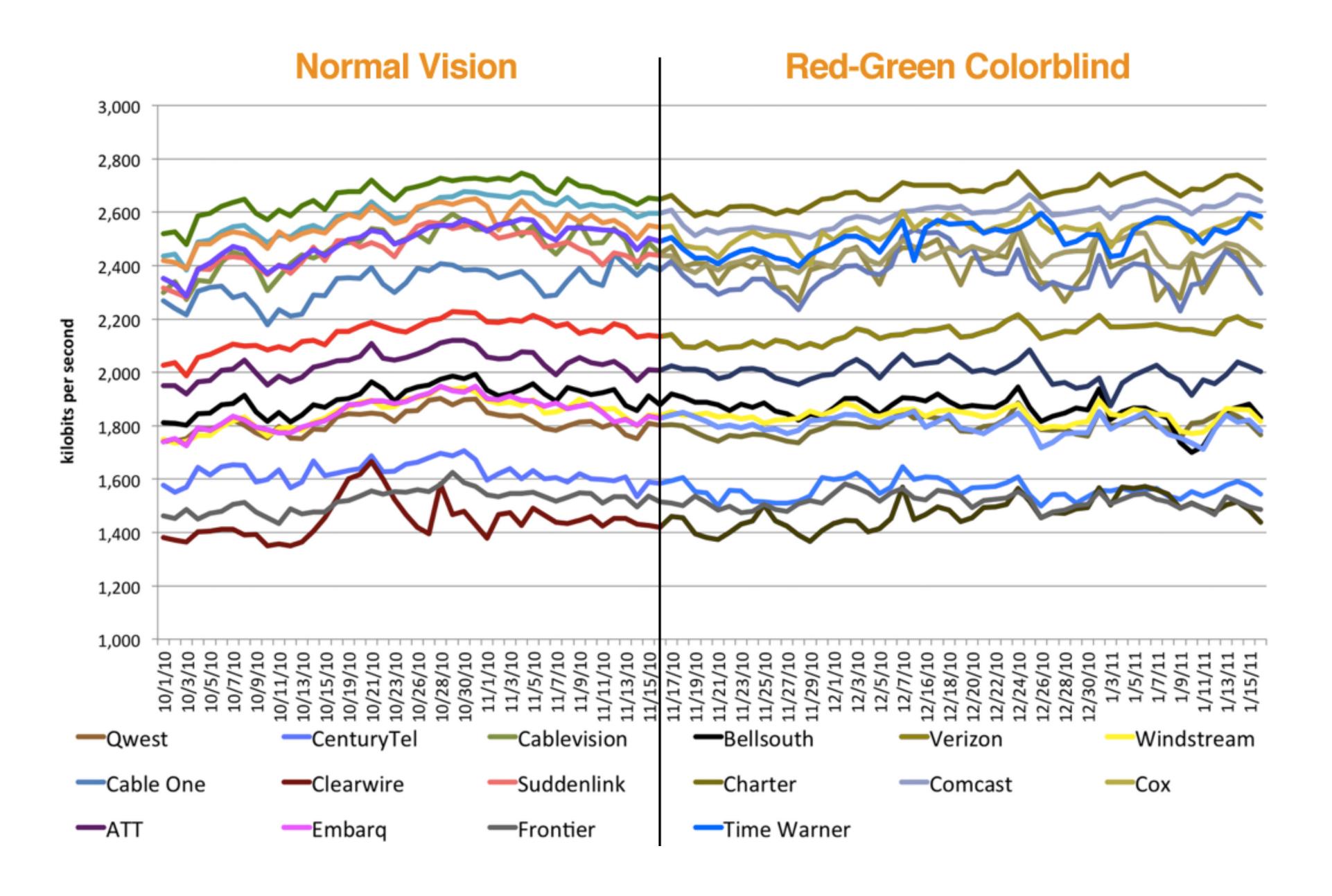
No S cones

Red / green deficiencies

Blue / Yellow deficiency





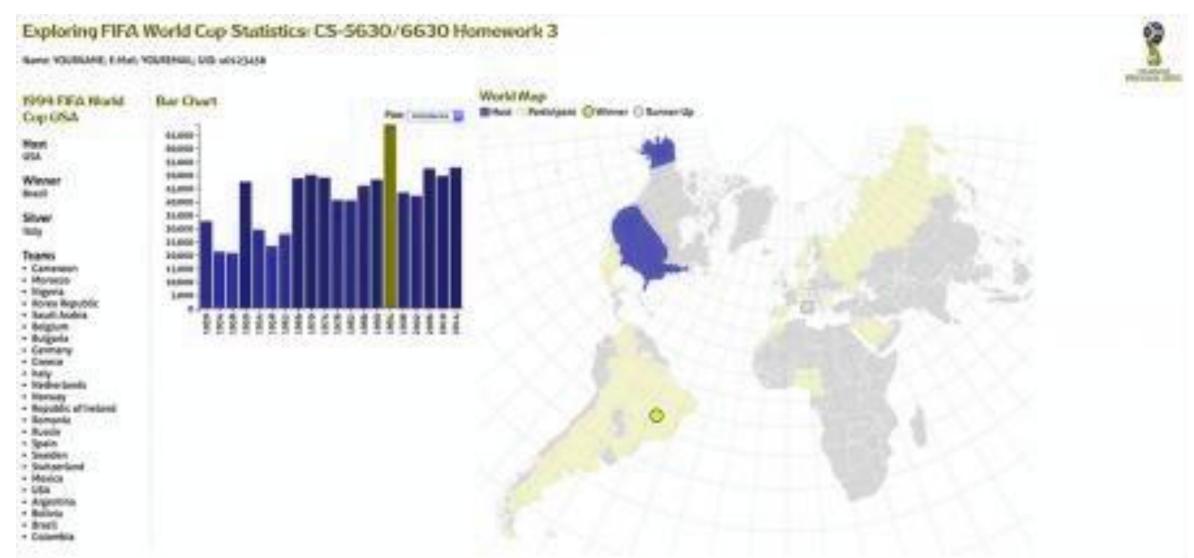


Simulate Color Vision Deficiencies

http://www.colorblindness.com/coblis-colorblindness-simulator/

http://www.vischeck.com/





Teams
- Cammany
- Morecio
- Mary
- Morecio
- Mary
- Morecio
- Morecio
- Morecio
- Morecio
- Spein
- Sunder
- Spein
- Sunder
- Spein
- Sunder
- Morecio
- Mor Red-Blind Blue Blind

Exploring FIFA World Cop Statistics: CS-5630/6630 Homework 3

Part Committe Miller C Participant College C Survey Up

Same YOURGARD, Editor, YOURSHALL, DISS workships

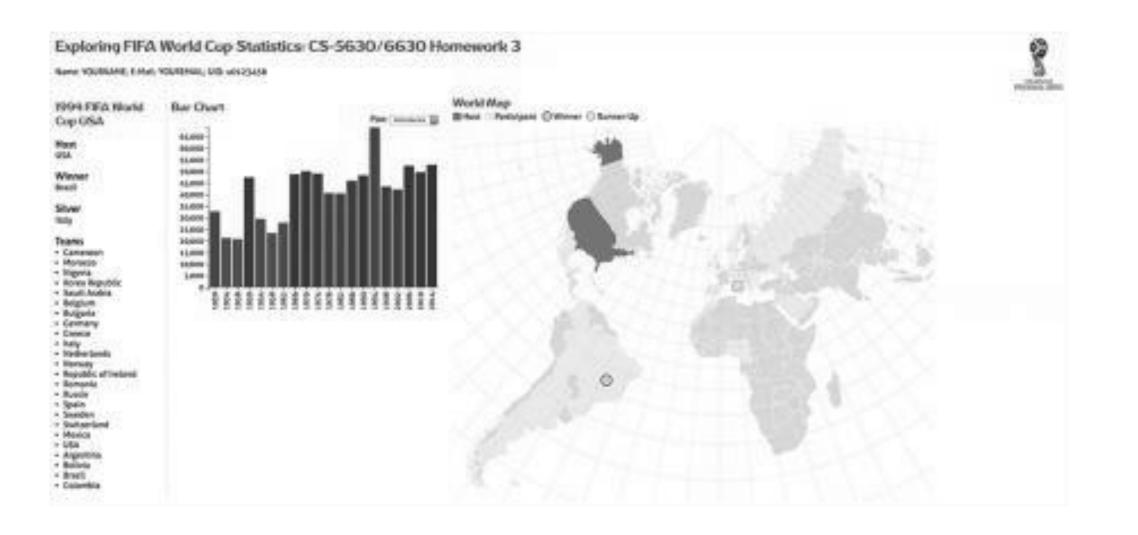
31.000

30,000 30,000 30,000 11,000 10,000

1994 FEA Horse

Cop OSA

fledy :



Monochromacy

Luminance, Brightness, Lightness

Luminance

measured amount of light (luminous intensity per area)

Brightness

perceived amount of light

Lightness

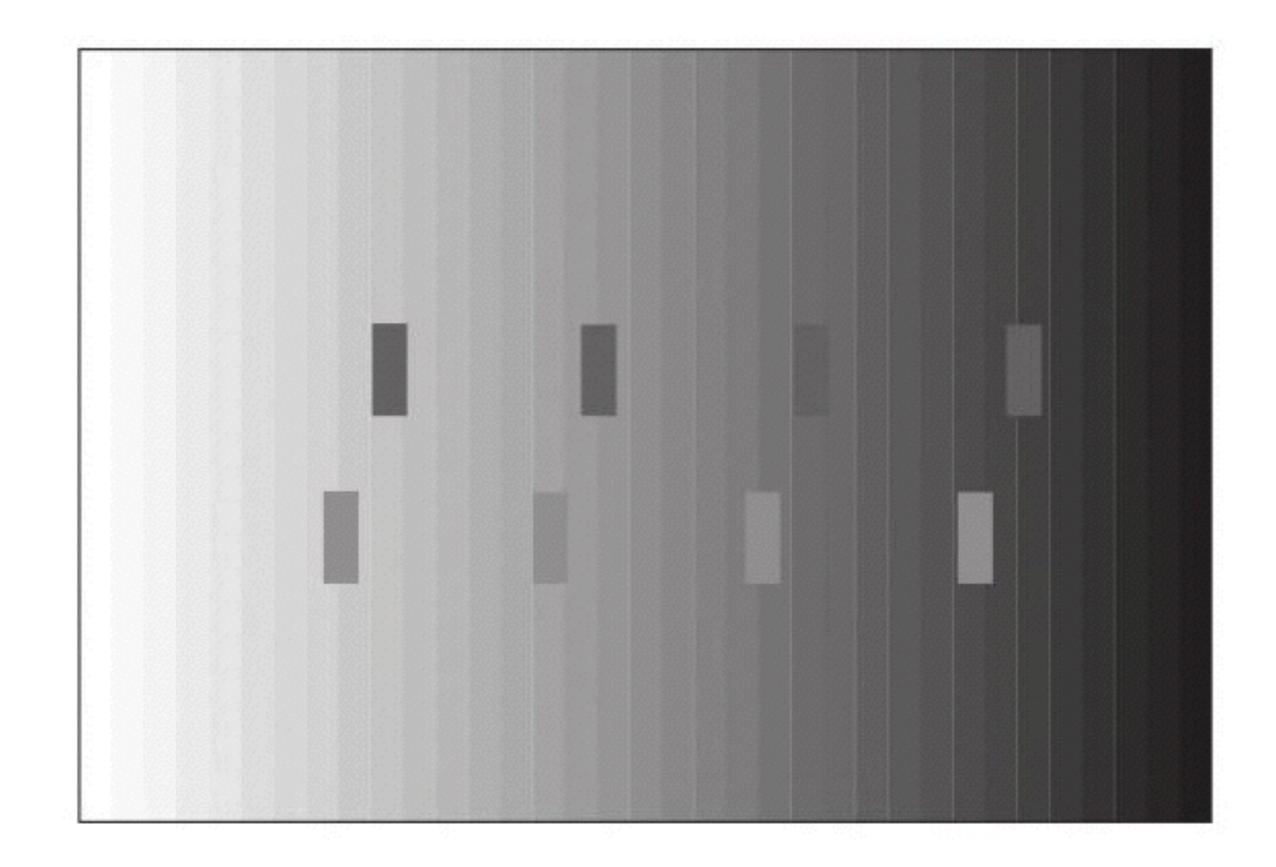
perceived reflectance of a surface

lightness of a color

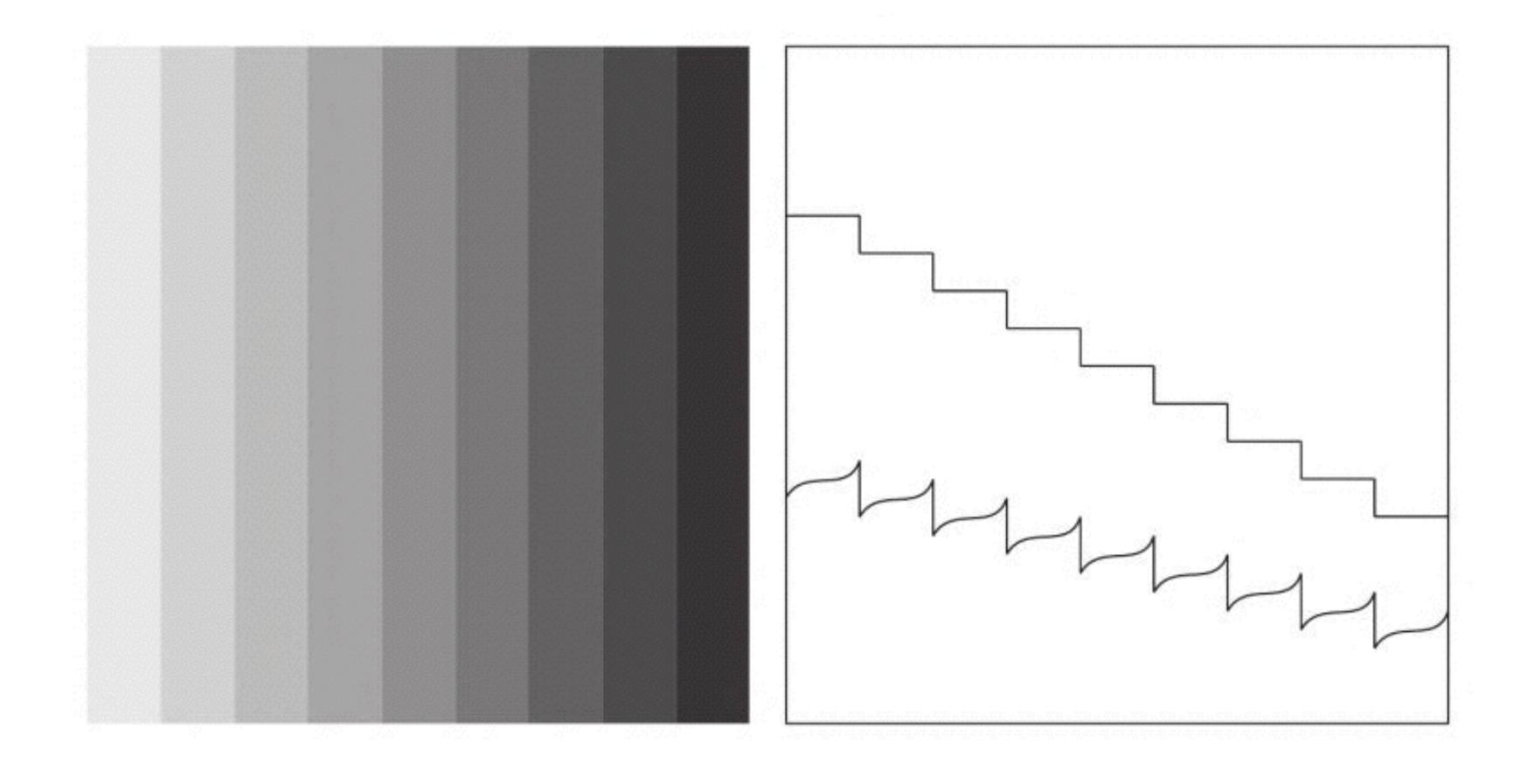
Simultaneous Brightness Contrast

The perceived brightness of an object is relative to it's

background



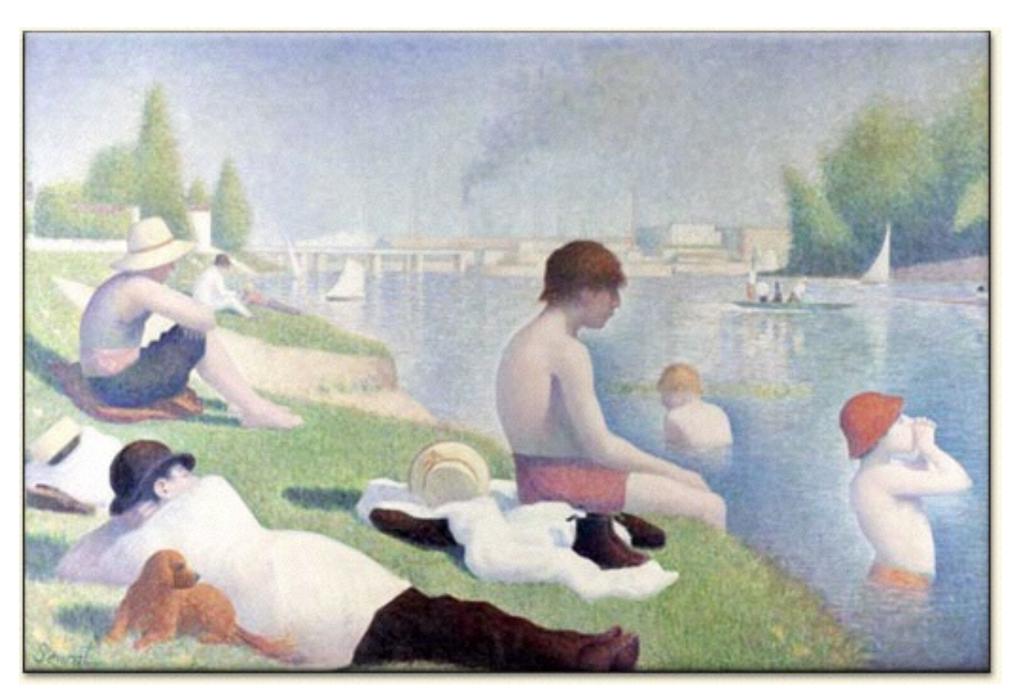
Chevreul Illusion



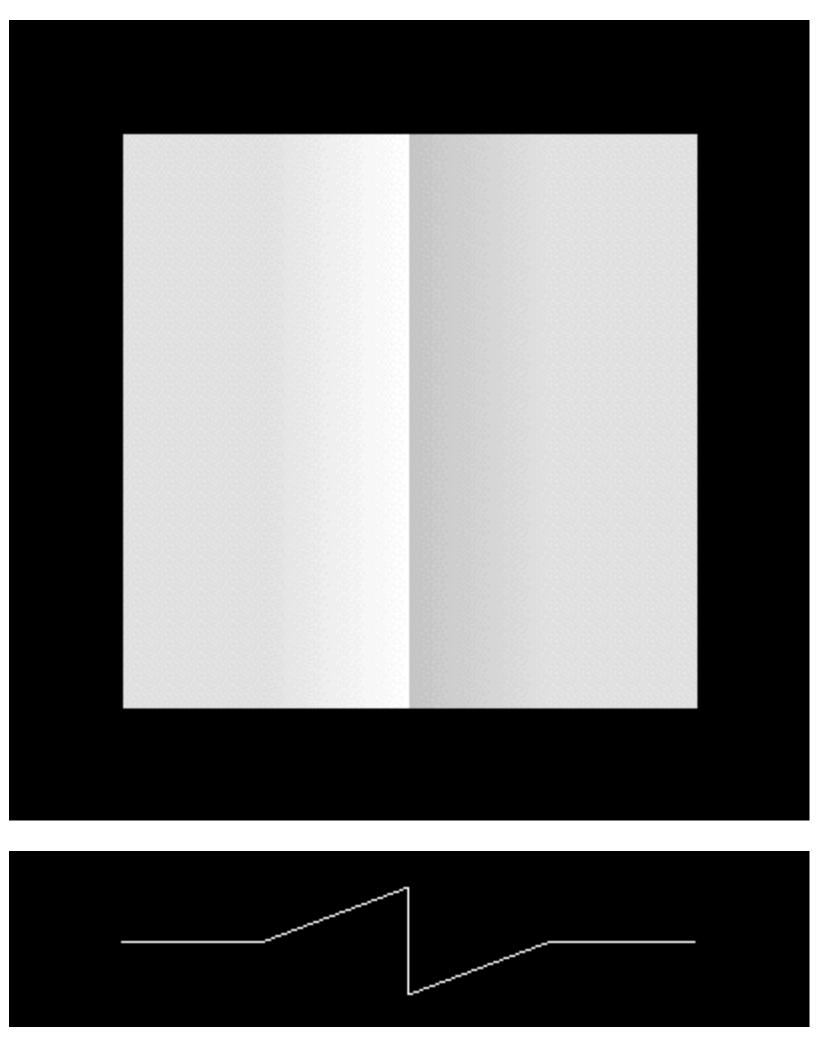
Edge Enhancement

Cornsweet effect

Make objects more distinct



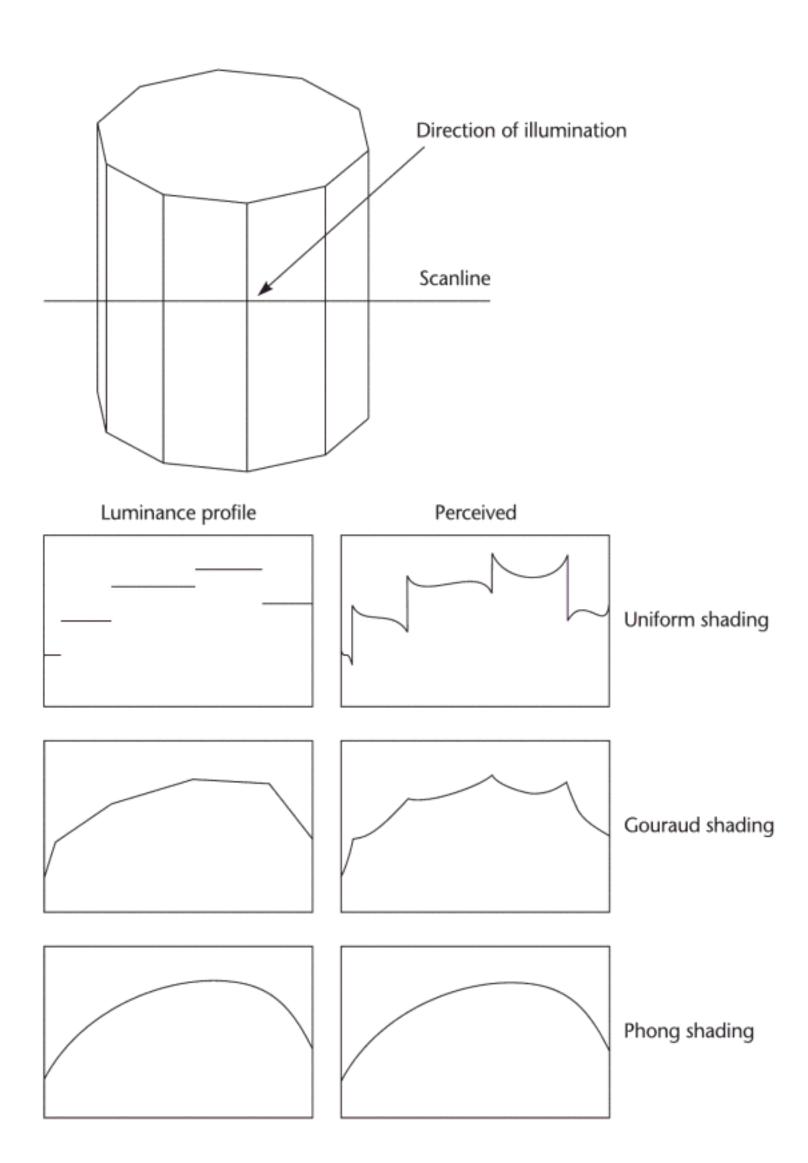
Seurat's Bathers

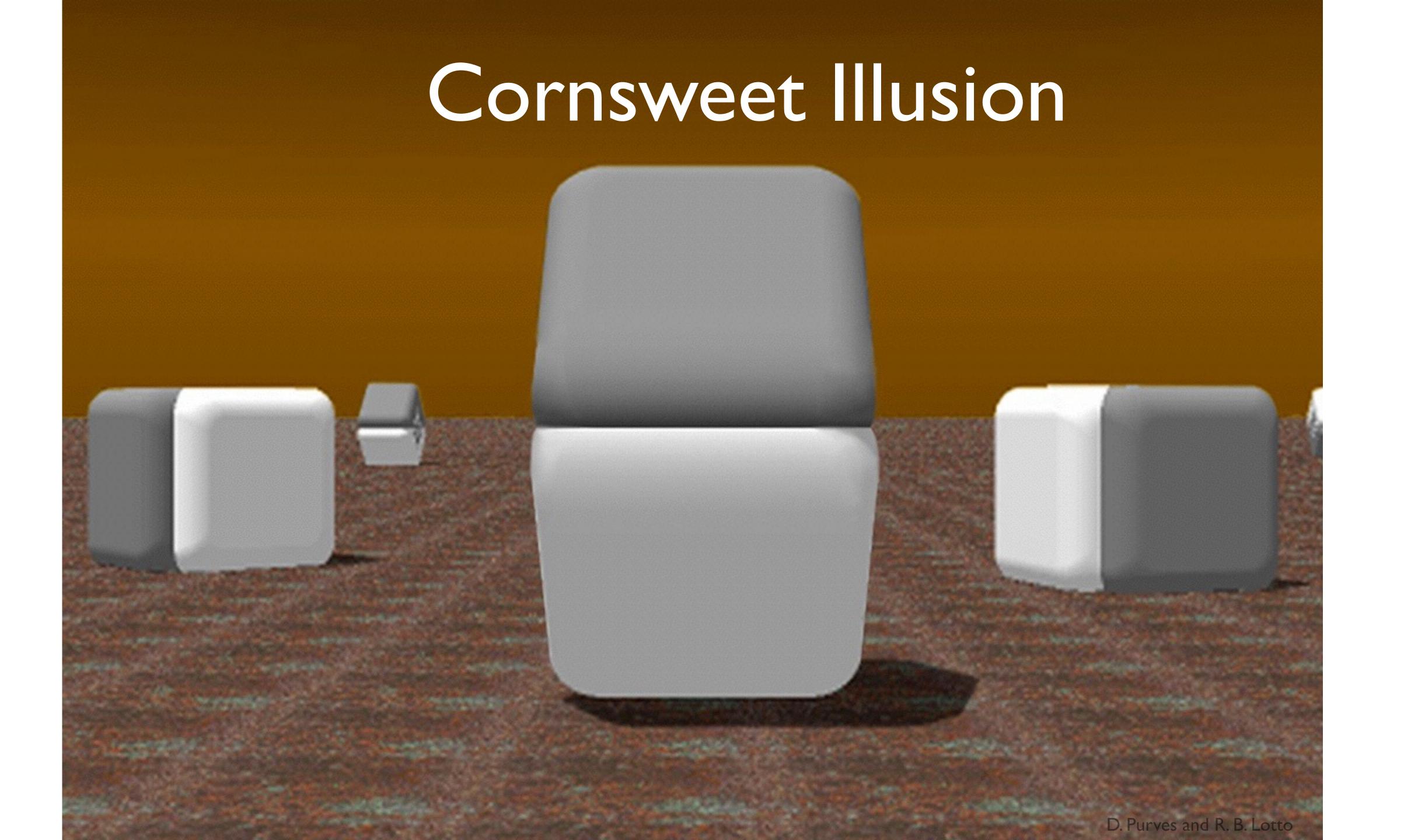


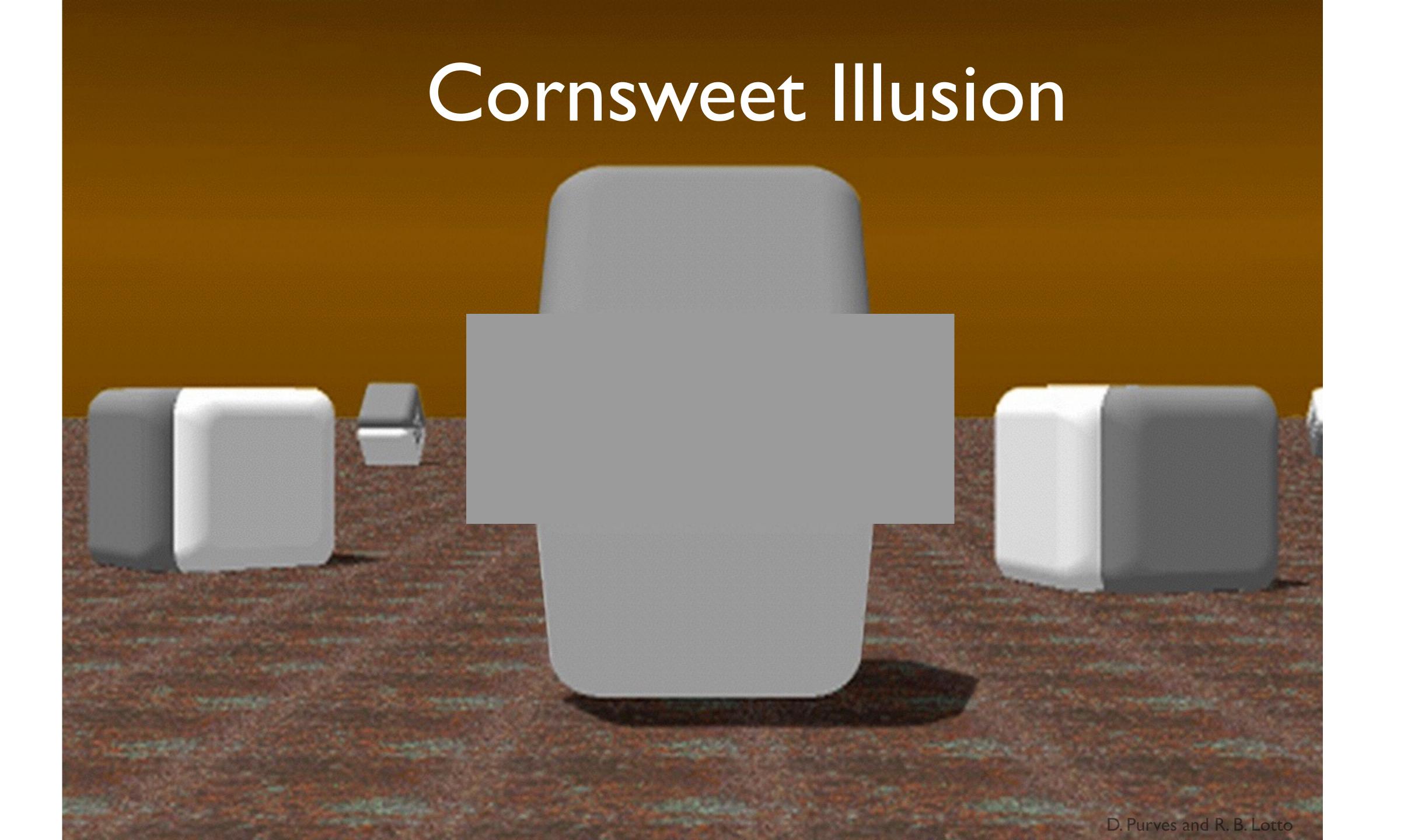
Why is this an issue?

Can result in large errors of judgment

Amplifies artifacts in computer graphics shading

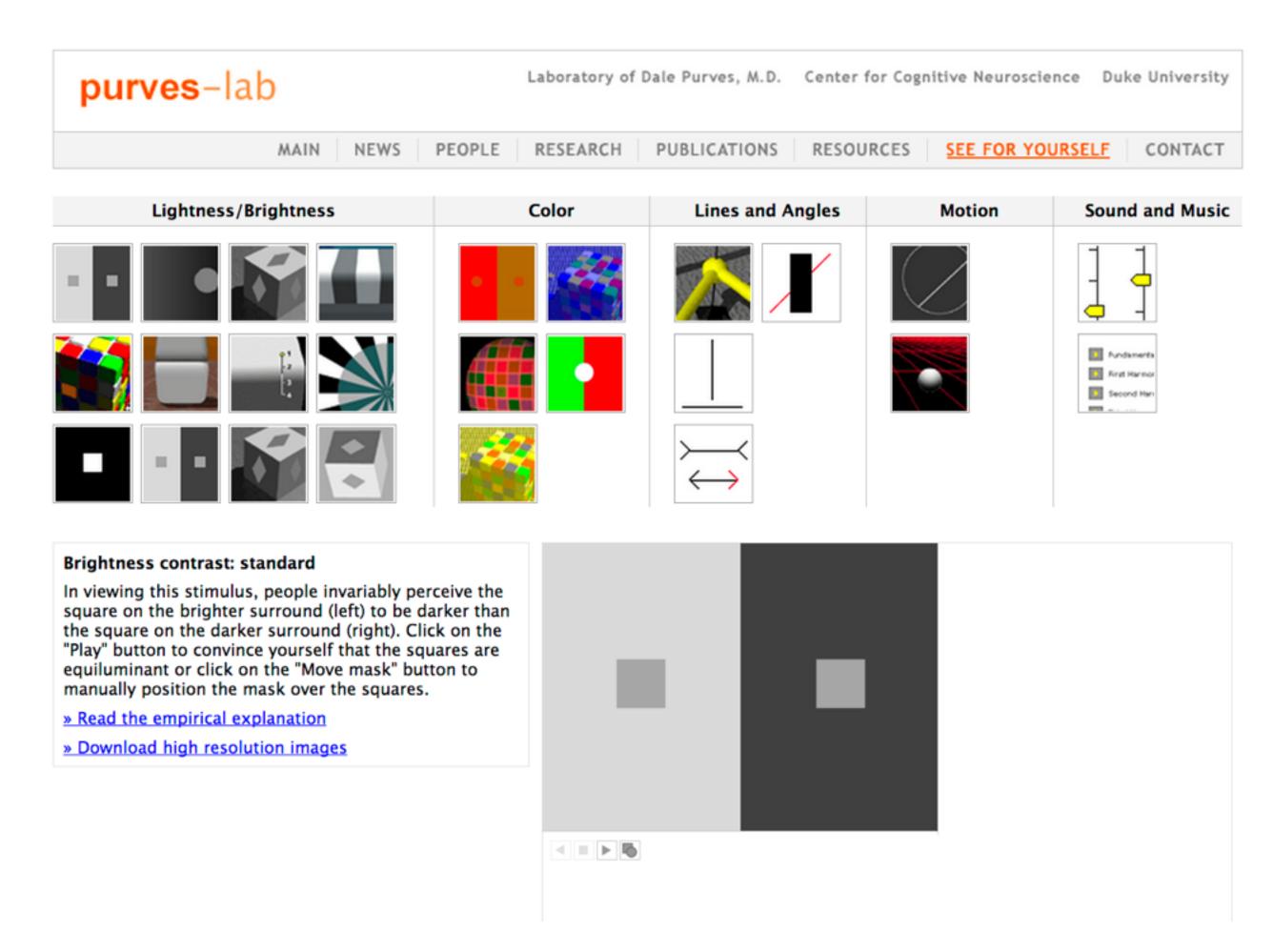






Demo

http://purveslab.net/see-for-yourself/



Preattentive Processing

Preattentive Processing

Properties detected by the low-level visual system

very rapid - 200-250 milliseconds

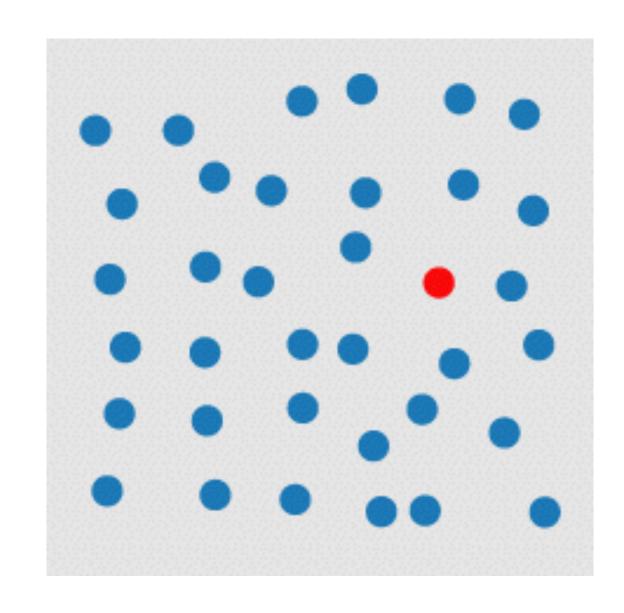
very accurate

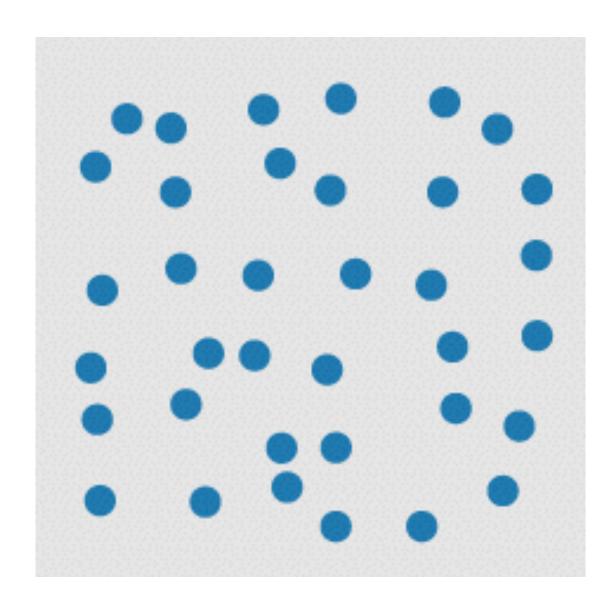
processed in parallel

happens before focused attention -> "pre"attentive attention is very important for cognition Independent of the number of distractors!

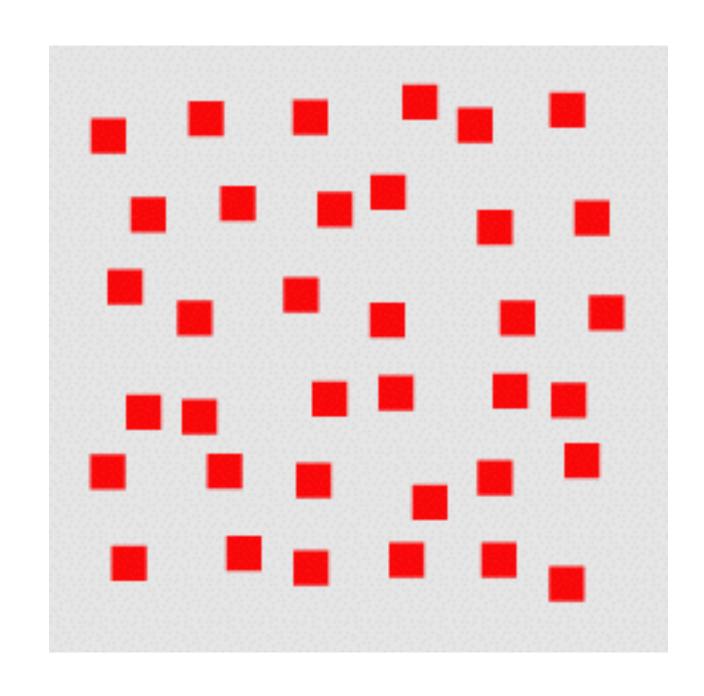
Opposite: sequential search (processed serially)

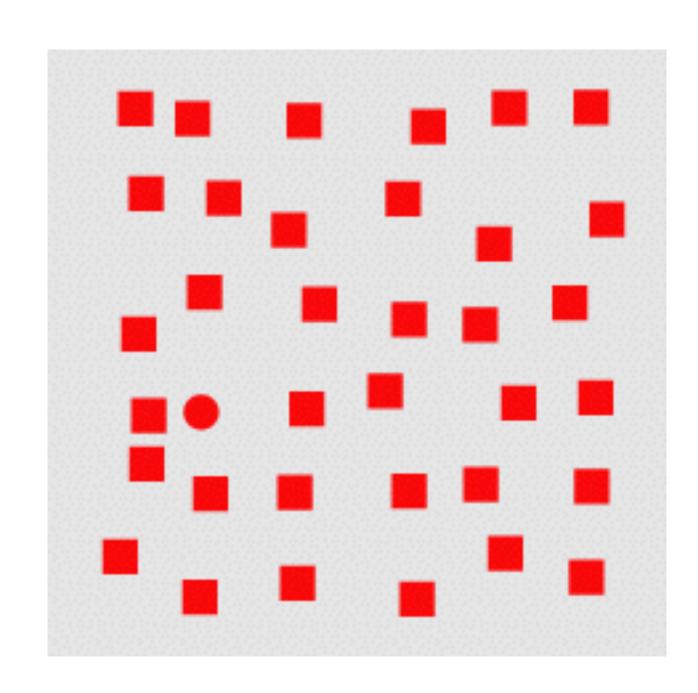
Difference in Hue

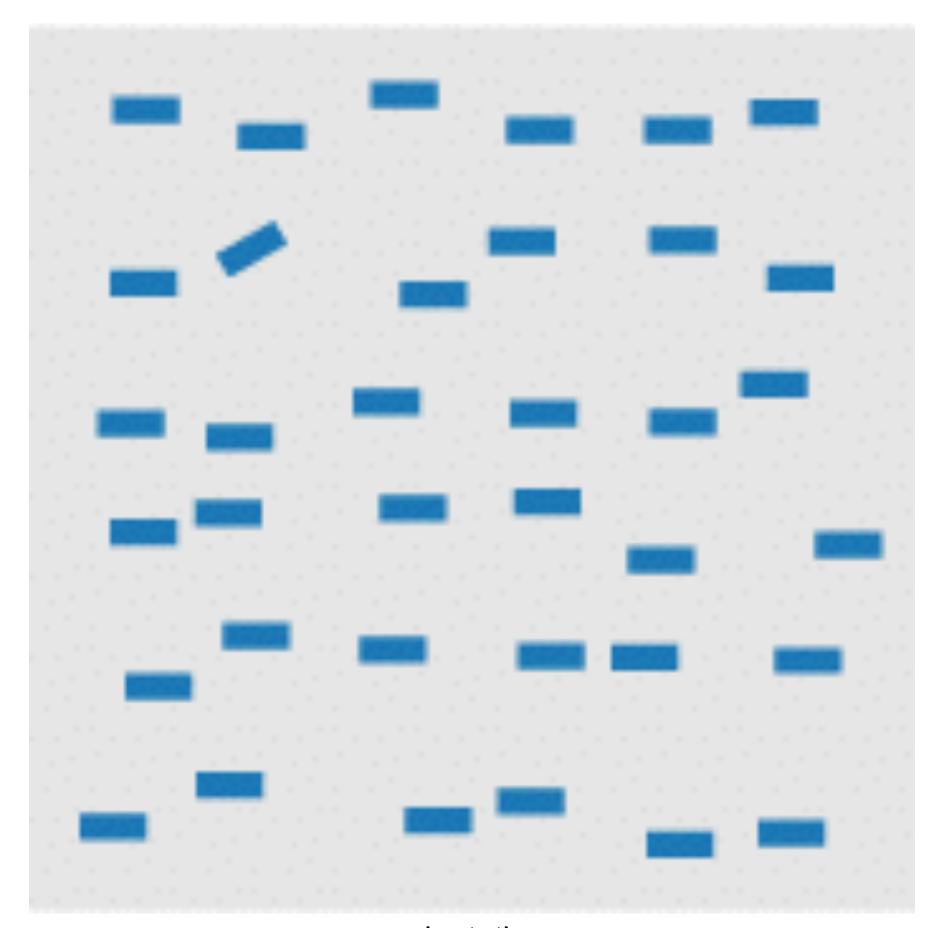




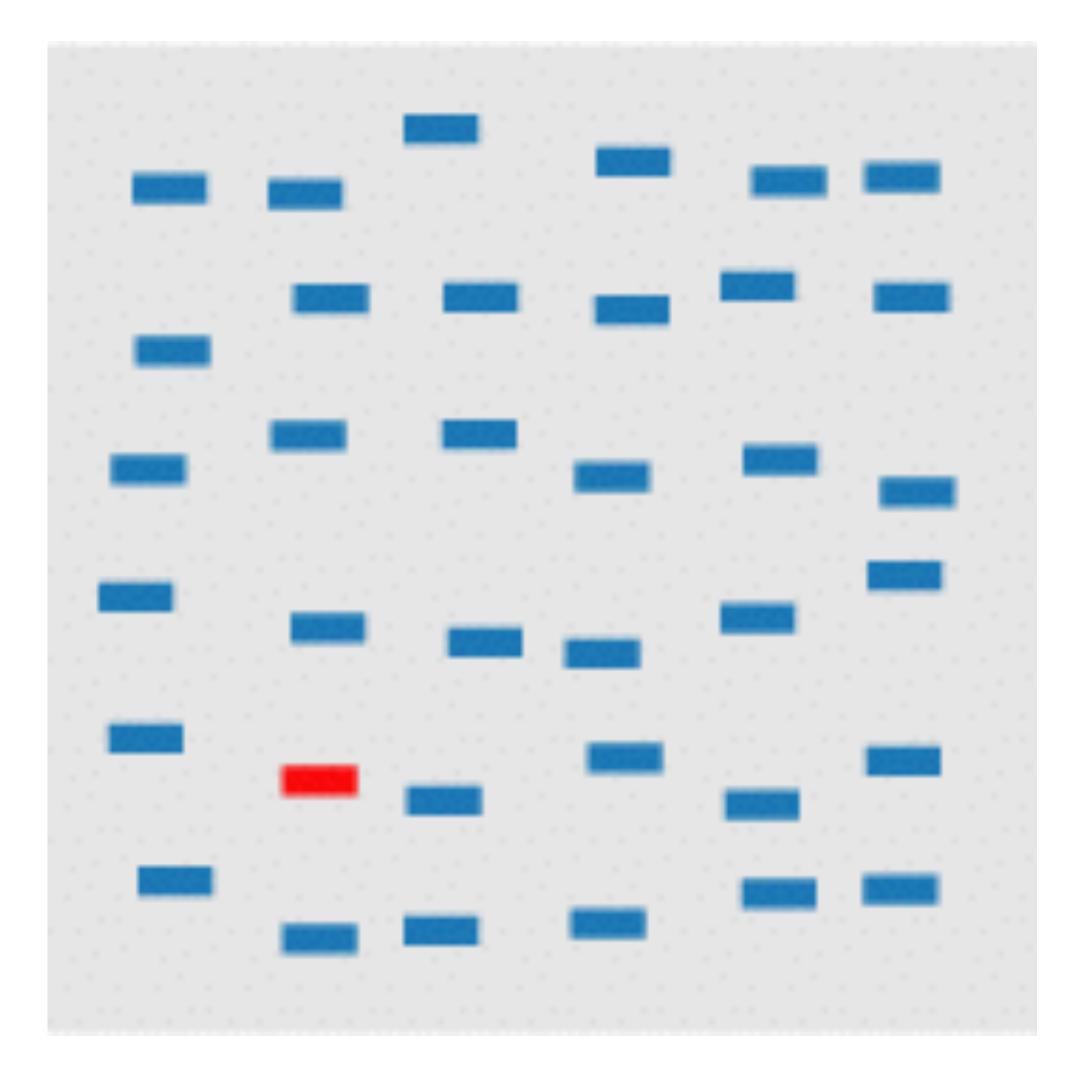
Difference in Curvature / Form



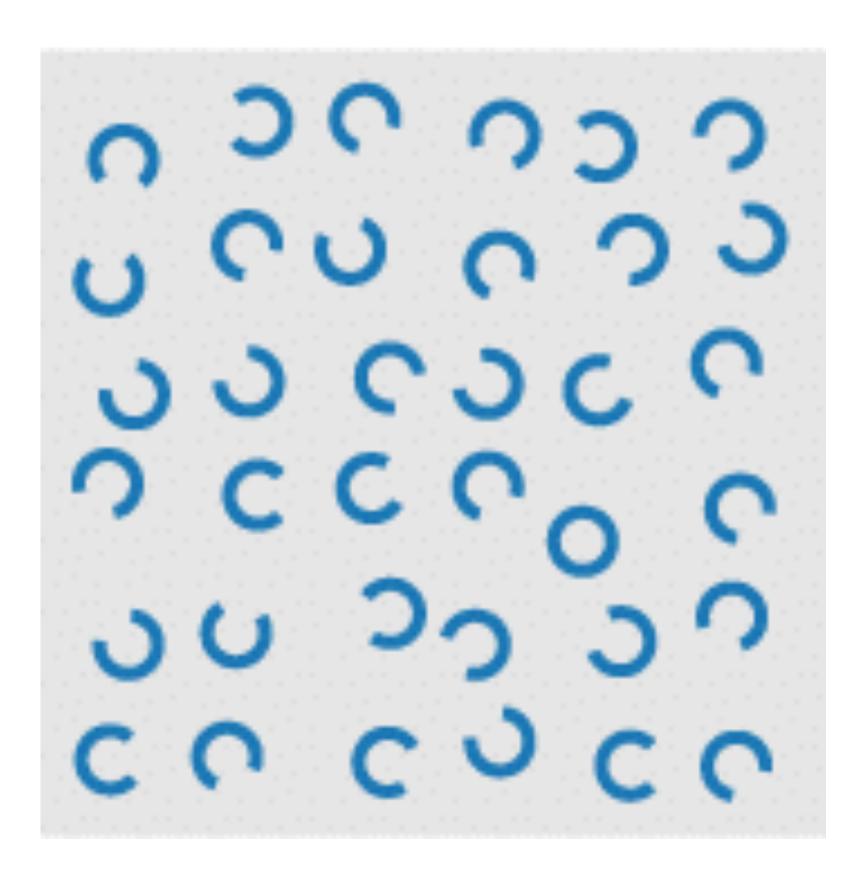




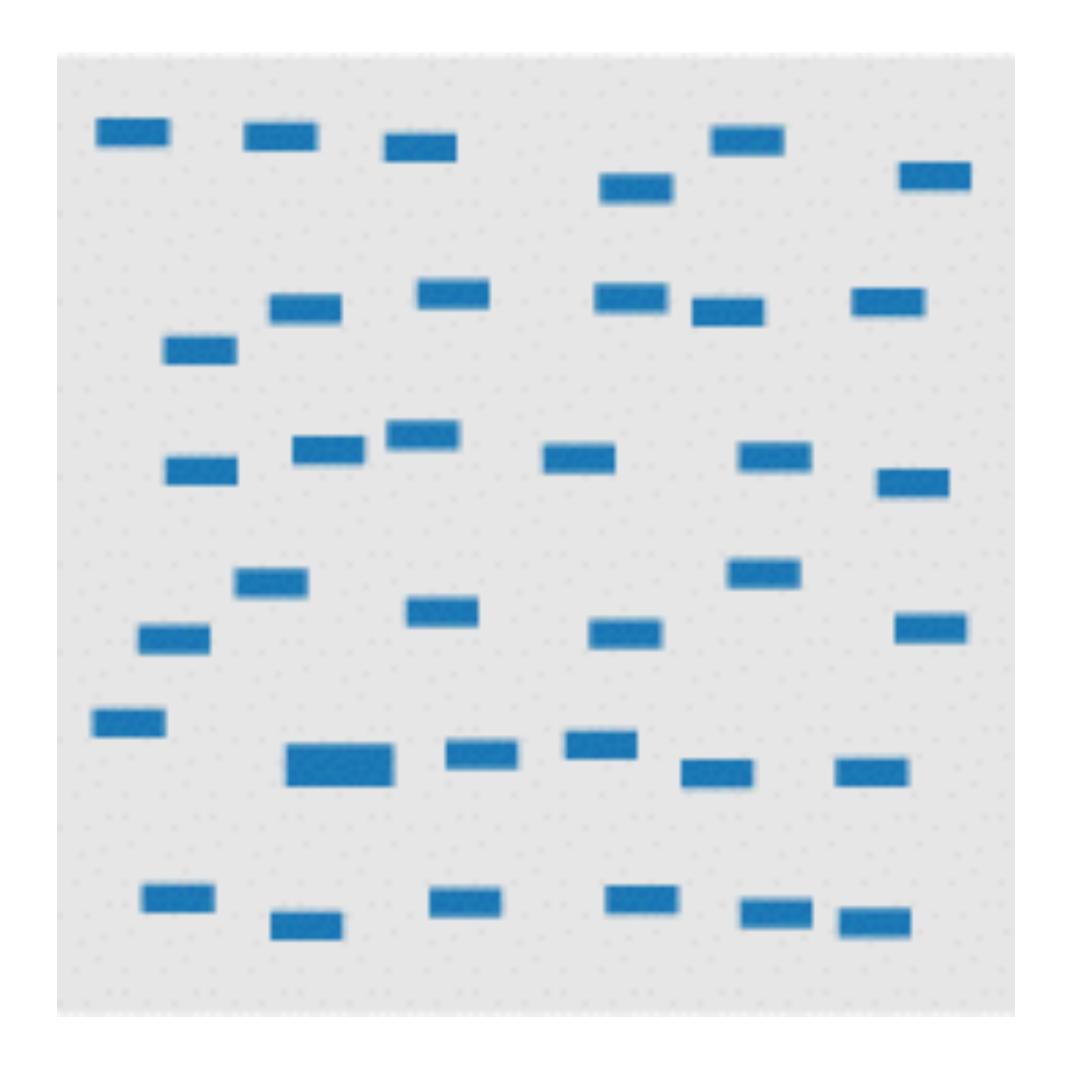
orientation

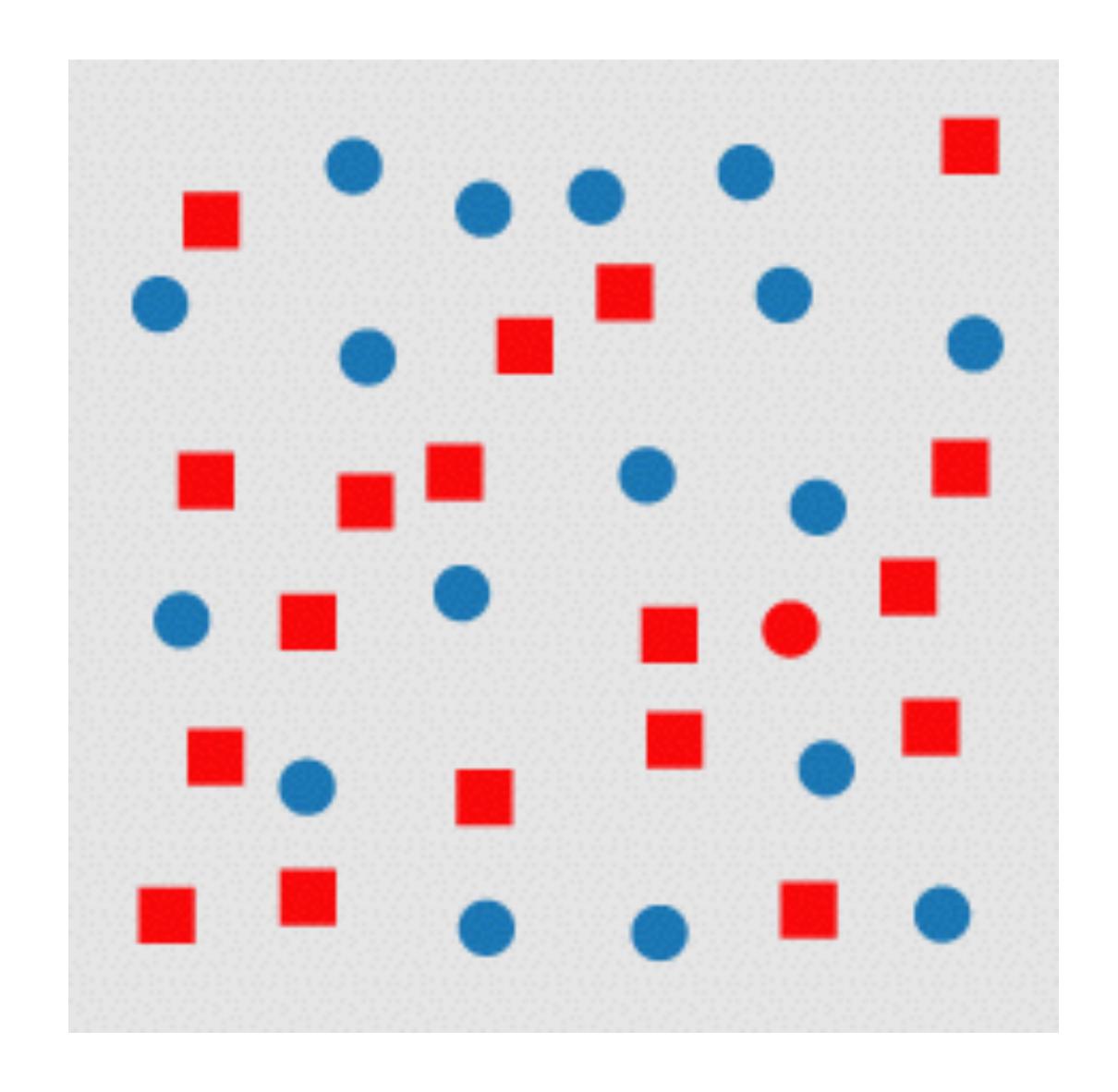


hue

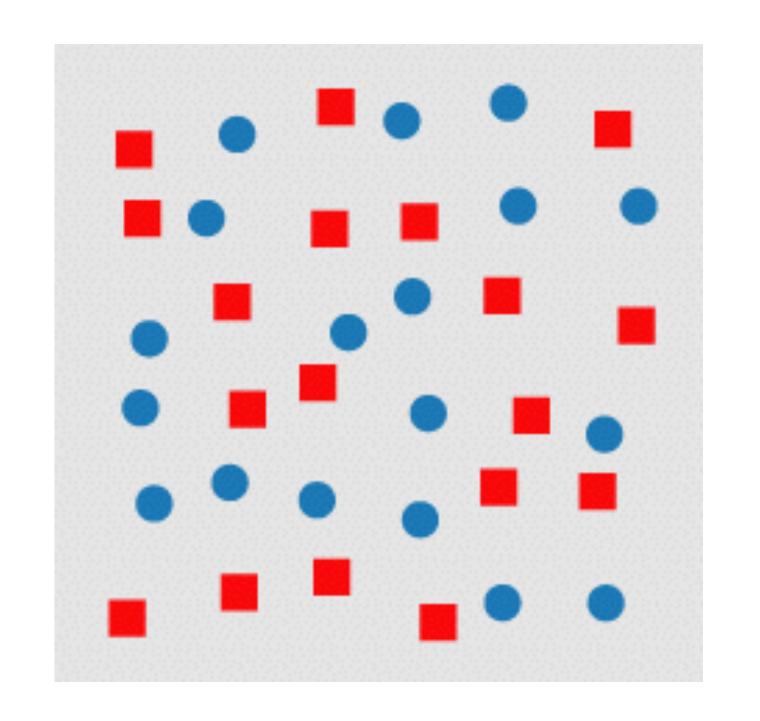


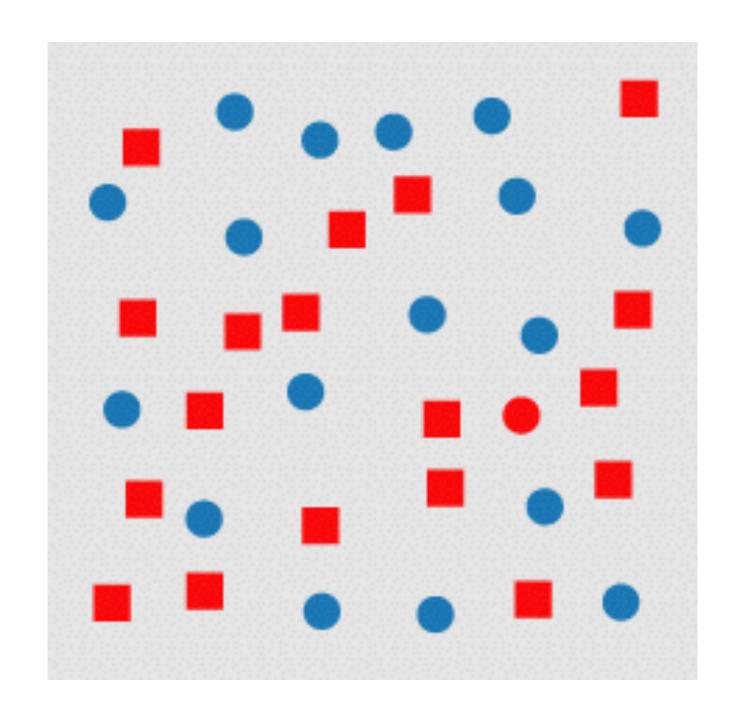
closure





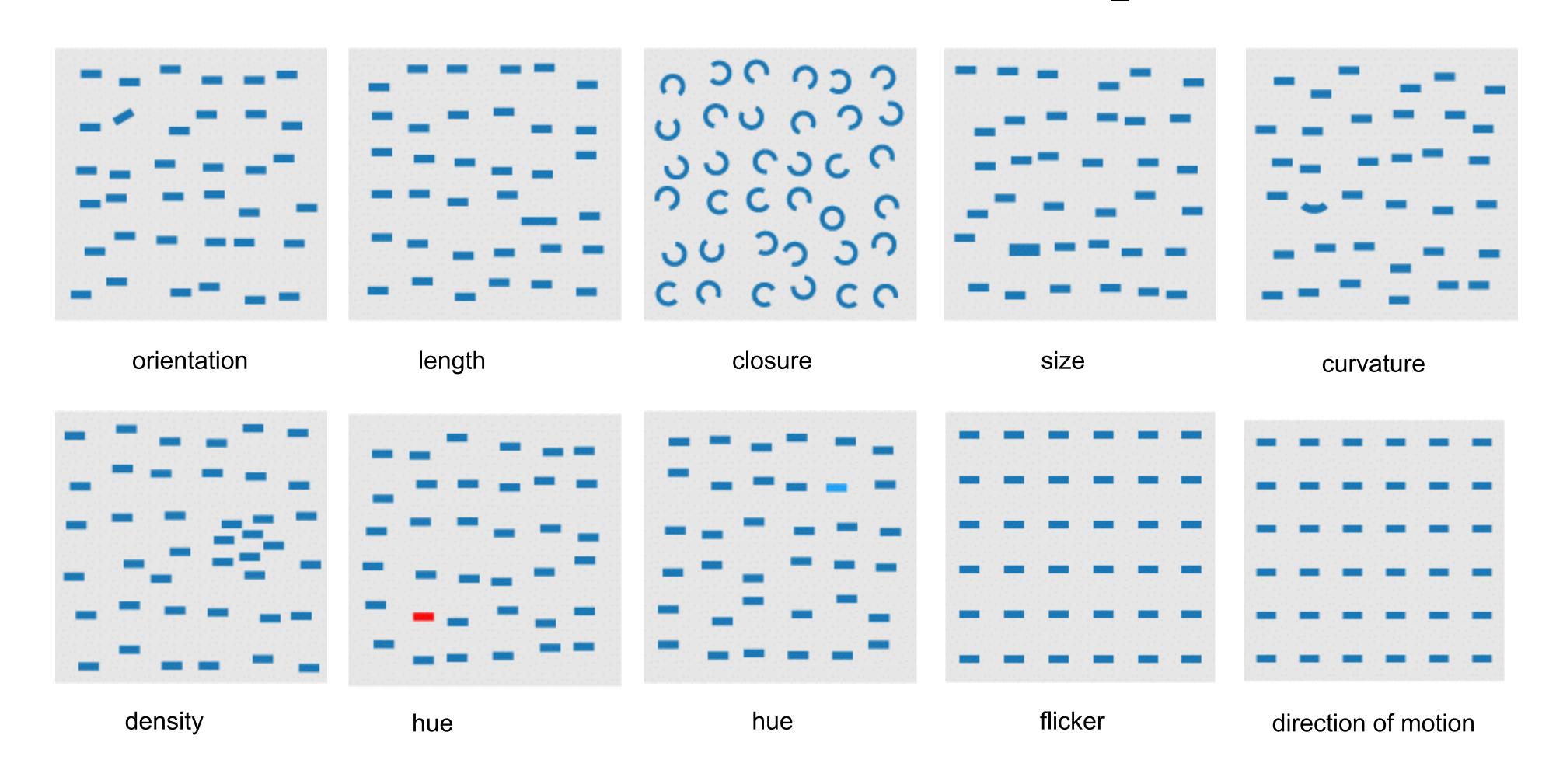
Not Valid for Combinations





Conjunction Targets – no unique visual property target: red, circle distractor objects have both properties

Some Preattentive Properties



Tasks

target detection

detect the presence or absence of a target

boundary detection

detect a texture boundary between two groups of elements, where all of the elements in each group have a common visual property

region tracking

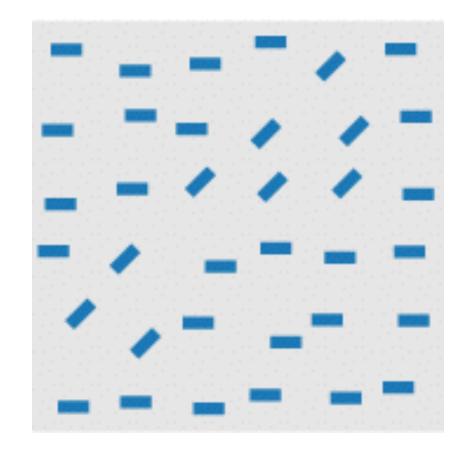
track one or more elements with a unique visual feature as they move in time and space

counting and estimation

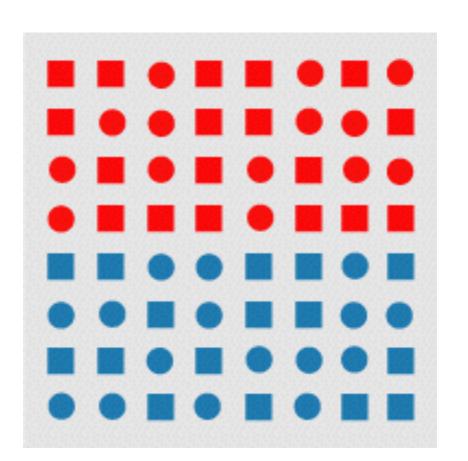
users count or estimate the number of elements with a unique visual feature.

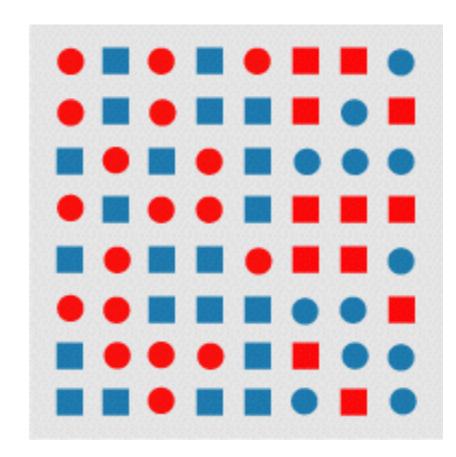
Tasks

Number Estimation

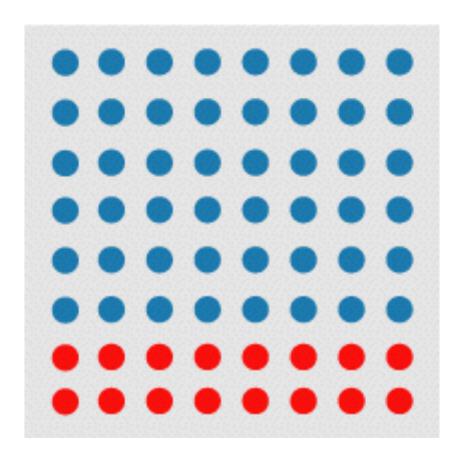


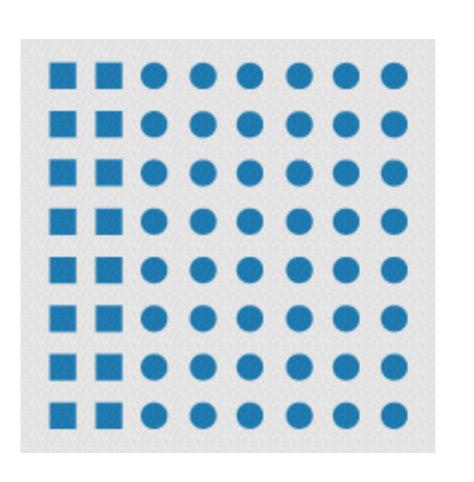
Boundary Detection

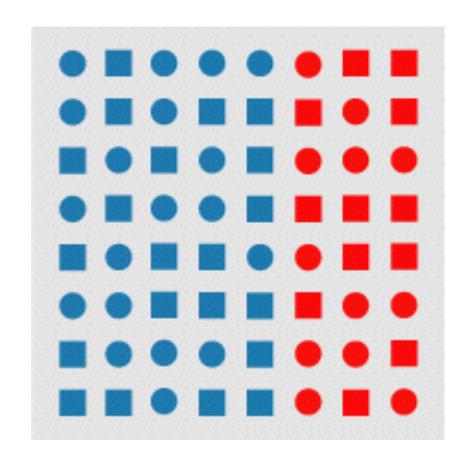


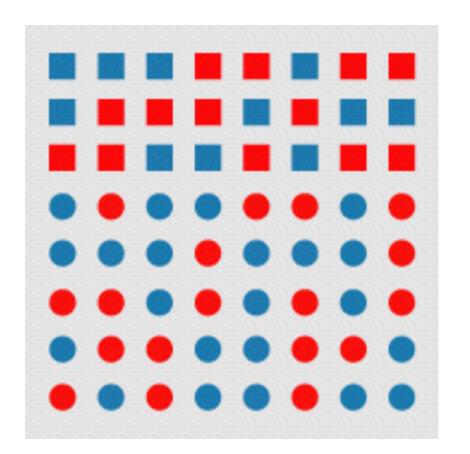


Hierarchy of Preattentive Features









Examples online!

Theories of Preattentive Processing

Not known for sure how it works

Several theories:

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

Preattentive Processing in Vis

Can be used to draw attention to areas of interest
Can be used to express similarity/group memberships
Visual features must be carefully designed
Conjunctions must be avoided

Examples are "Cues" (Focus and Context technique)

Change Blindness

Change Blindness

Details of an image cannot be remembered across separate scenes

except in areas with focused attention

Interruption (e.g. a blink, eye saccade or blank screen) amplifies this effect

Not failure of vision system

failure due to inappropriate attentional guidance







Ron Rensink 2002



Ron Rensink 2002



Change Blindness

Various theories about causes

Overwriting: Information that was not abstracted is lost

First Impression: Only initial view is abstracted

Nothing is Stored: Only abstract concepts are committed to memory

Everything is Stored, Nothing is Compared: We compare only when we are forced to

Feature Combination: scenes are combined as long as they make sense

Influencing factors

attention

expectation (knowing something will change)

semantic importance of changed object

low level object properties overlooked more easily

Attention Blindness



Transport for London

Other Videos

Take Home Points

To find meaning in what we see we must selectively pay attention to what is important

Low-level vision is driven by object features rather than a conscious effort where to look (e.g., pre-attentive processing)

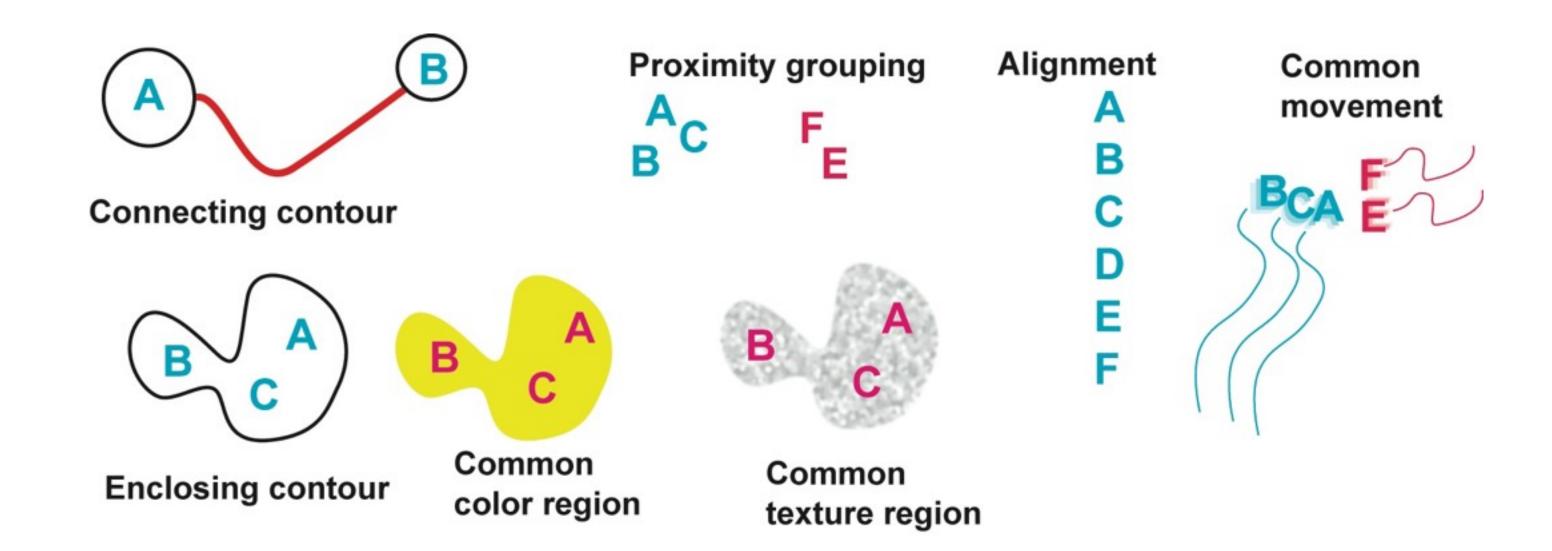
Attention is driven by preexisting knowledge, expectations, and goals stored in long-term memory

Gestalt Principles

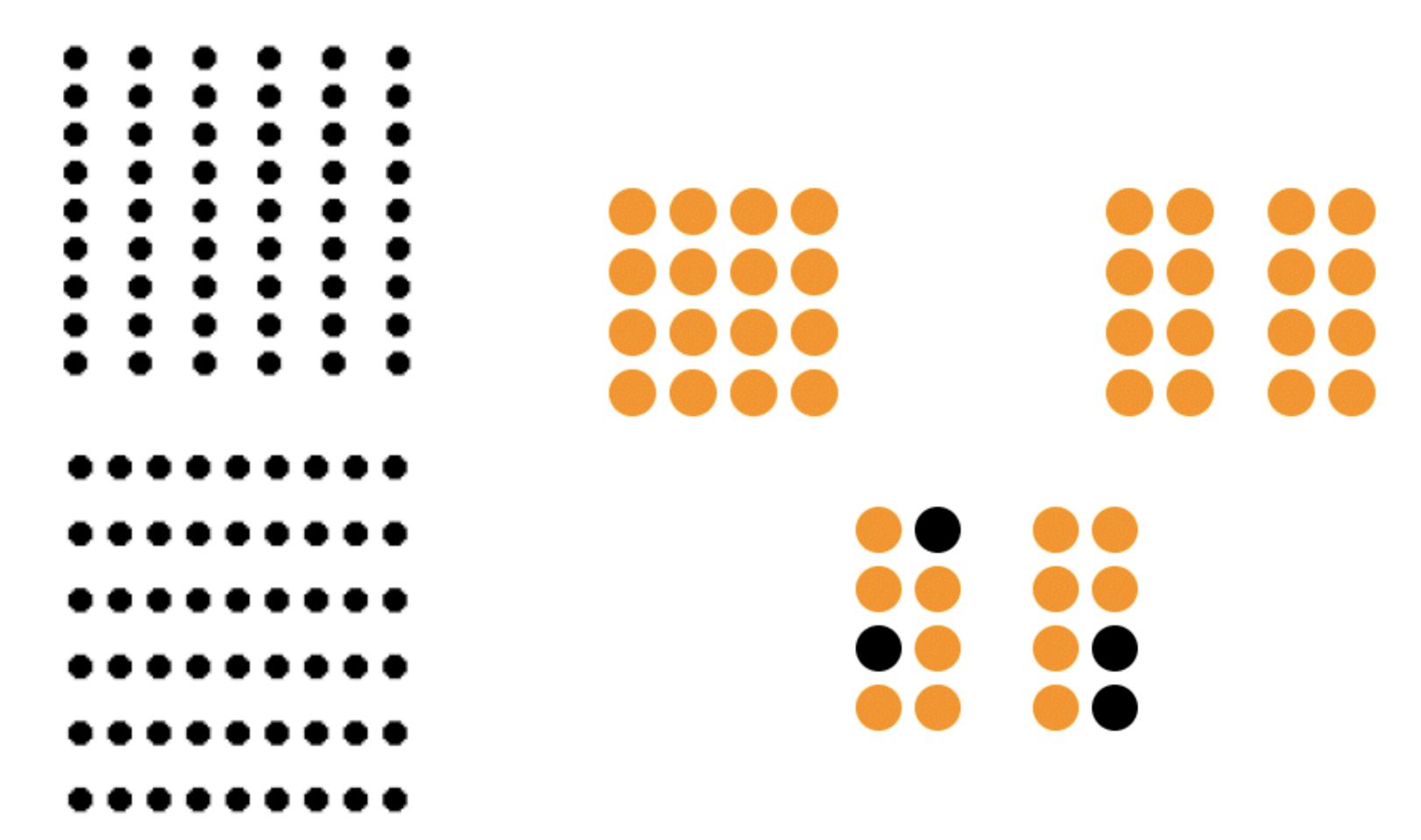
Wertheimer, 1923, and recent extensions

Gestalt Principles

Patterns that transcend the visual stimuli that produced them

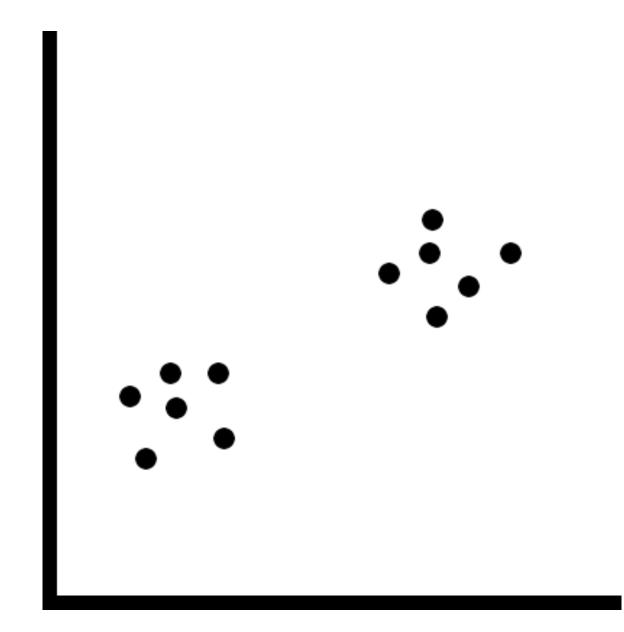


Proximity

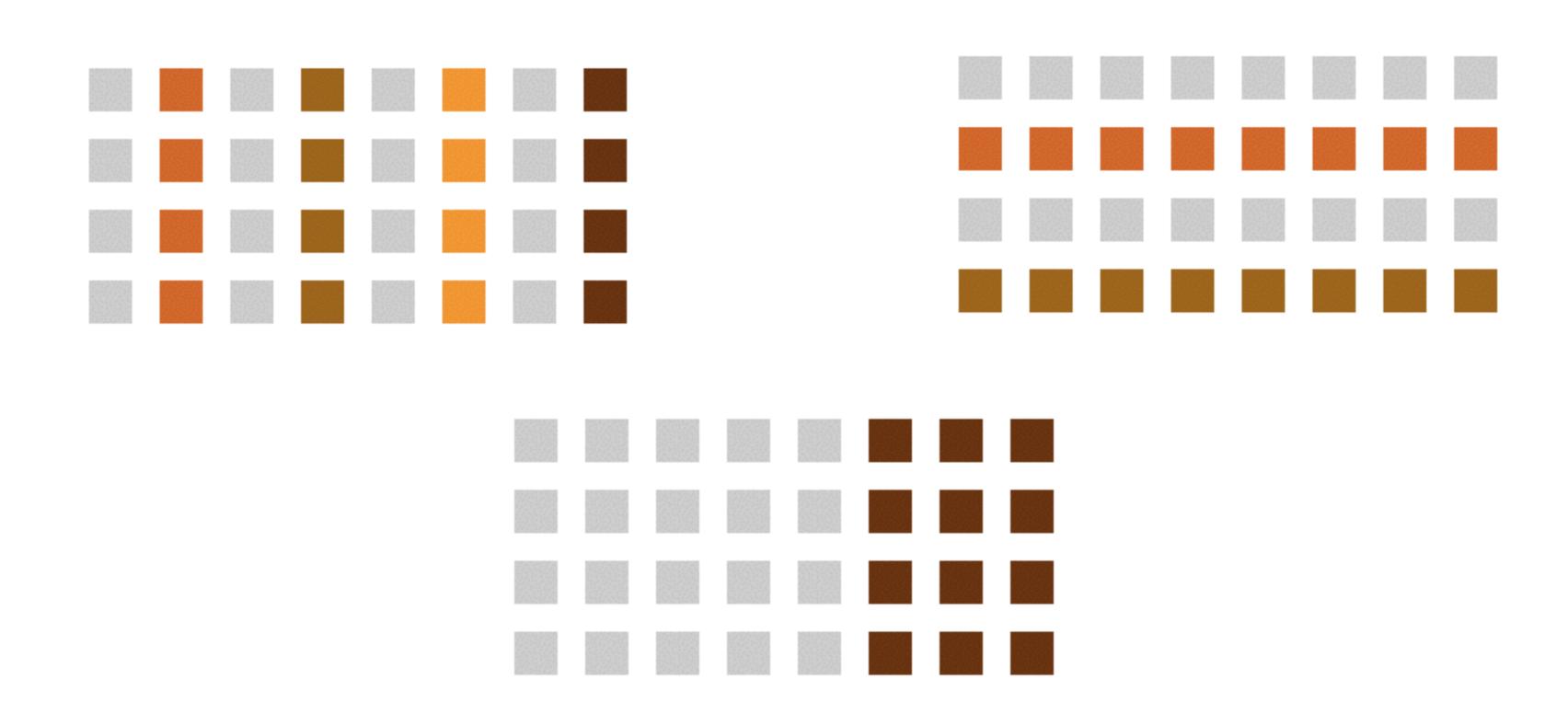


Proximity

Grouping/linking by placing entities in close proximity



Similarity

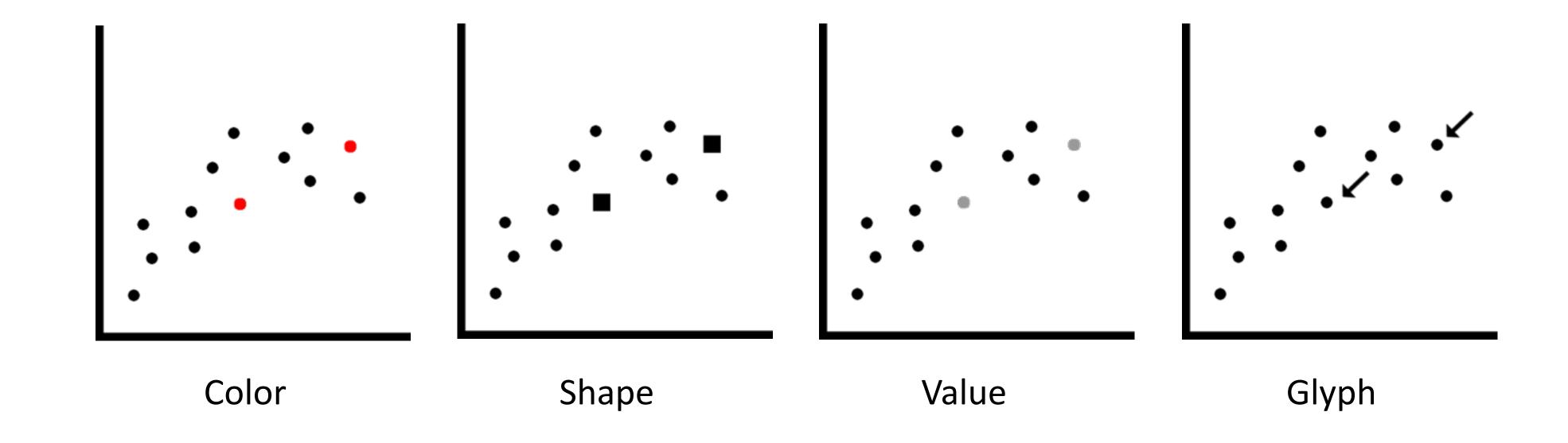


Similarity

Co-modulation of a channel

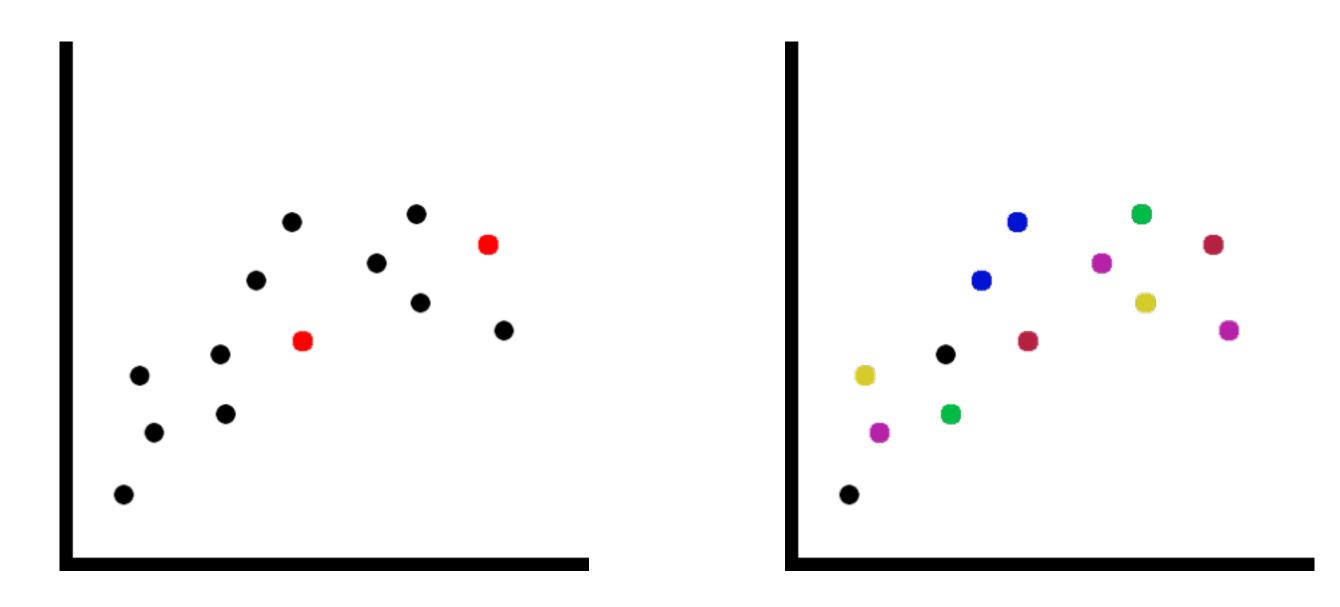
color, shape, size, value, orientation, texture, ...

Adding a glyph, label, frame, background



Color – Perception Issues (1/2)

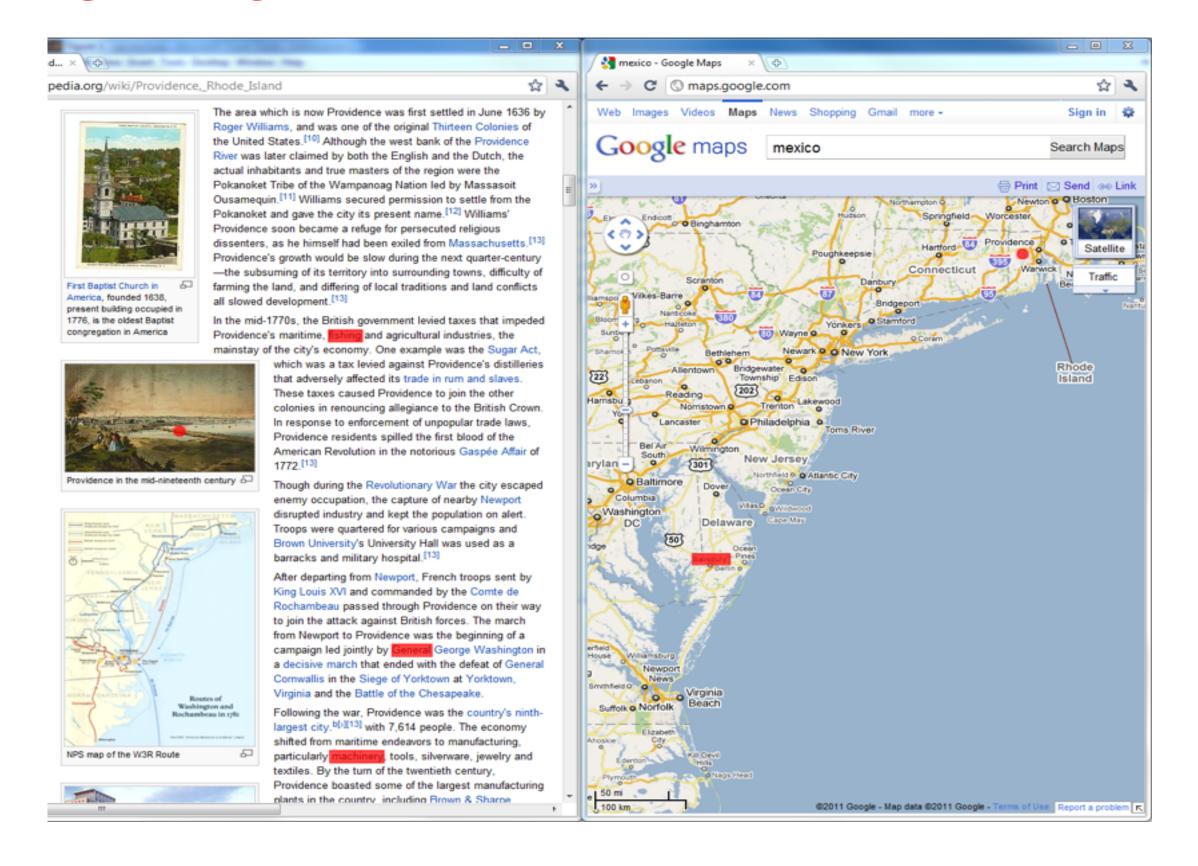
Preattentive properties: Very good for 1-2 simultaneous, serial search for more



Color - Perception Issues (2/2)

Slower in a cluttered environment

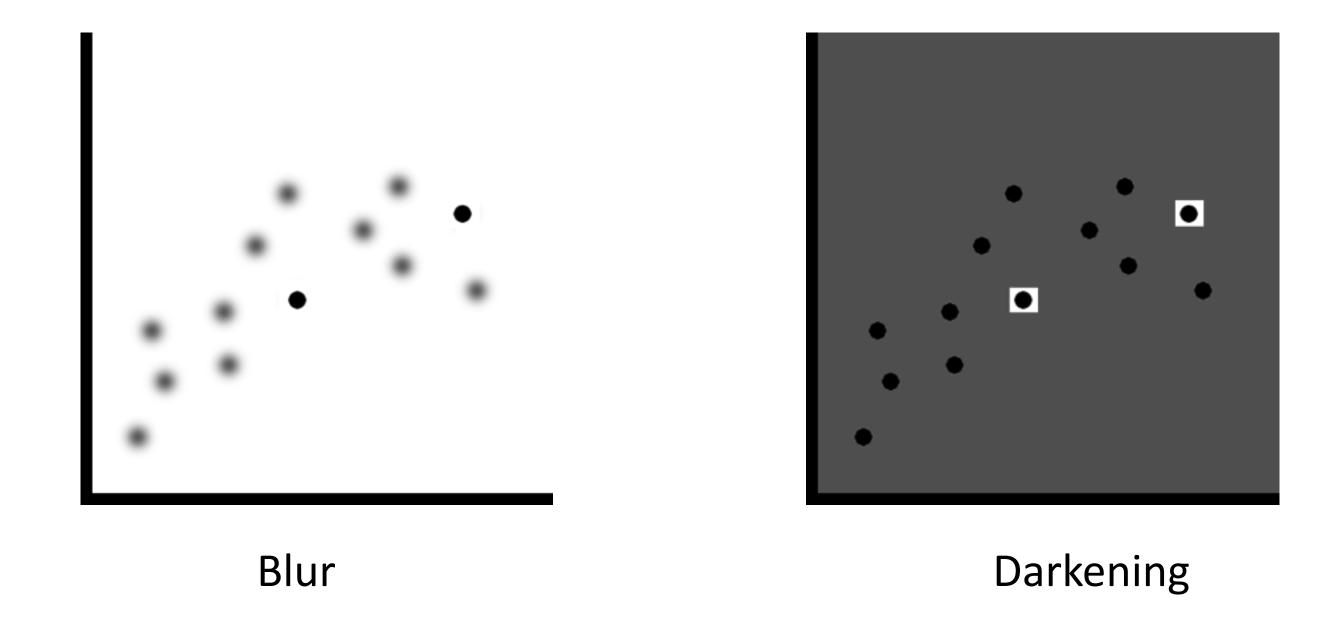
Size of colored object relevant.



Similarity

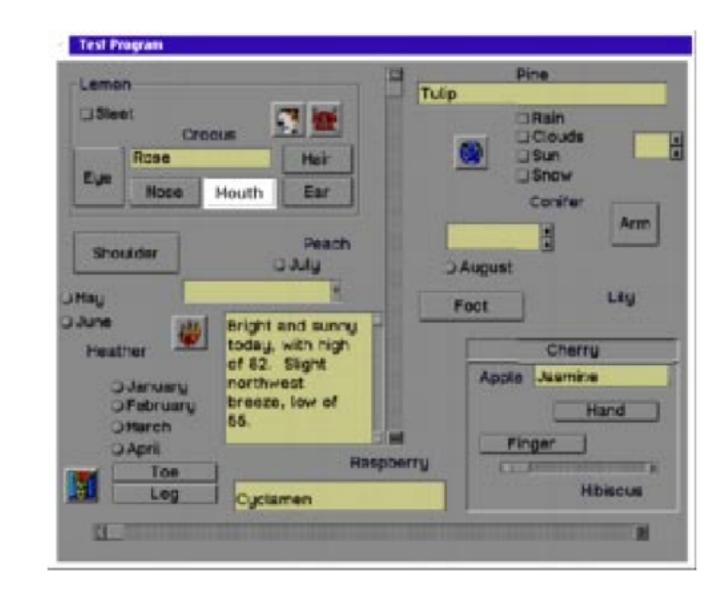
Modulate everything else

Blurring, darkening, desaturating, etc.

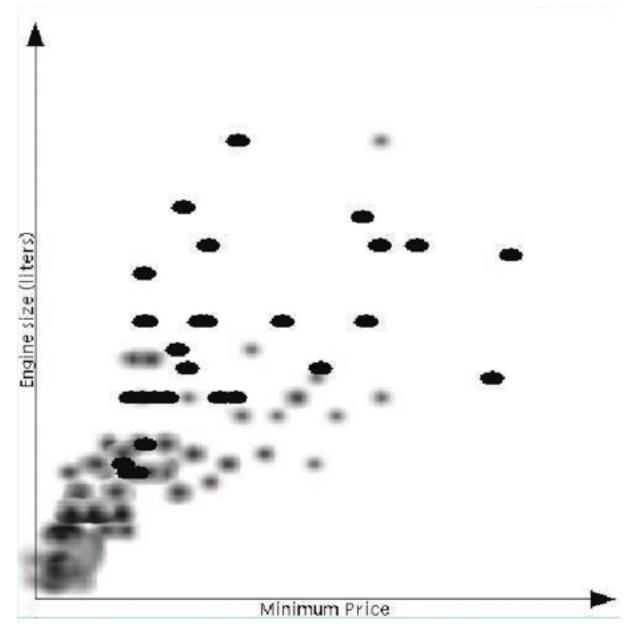


Modulating Everything Else: Reccomendation, Example

Don't use unless the sole objective is to guide attention toward one (set of) items

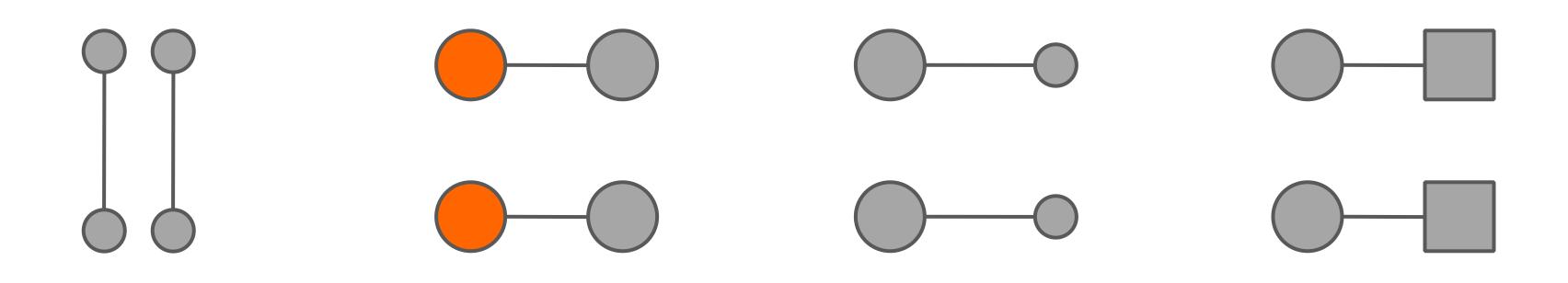


[Zhai et al., 1997]



[Kosara et al., 2002]

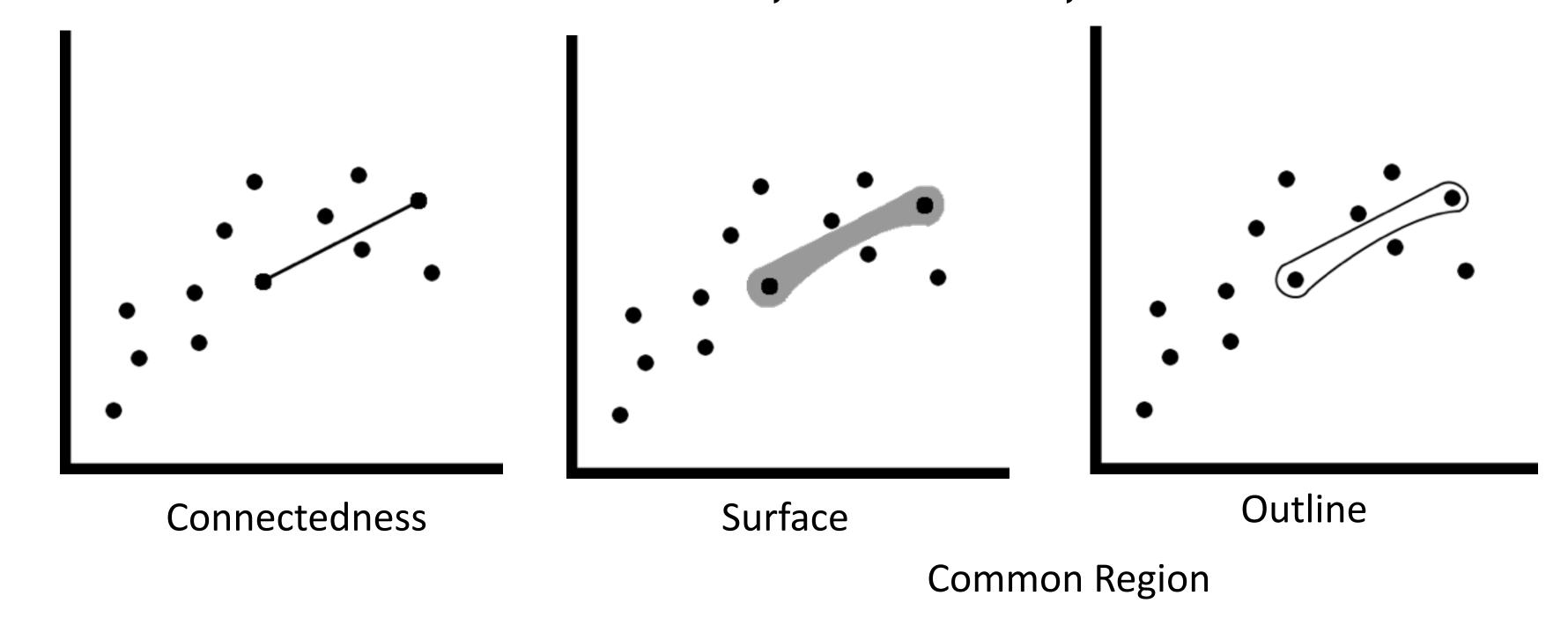
A Little Experiment...



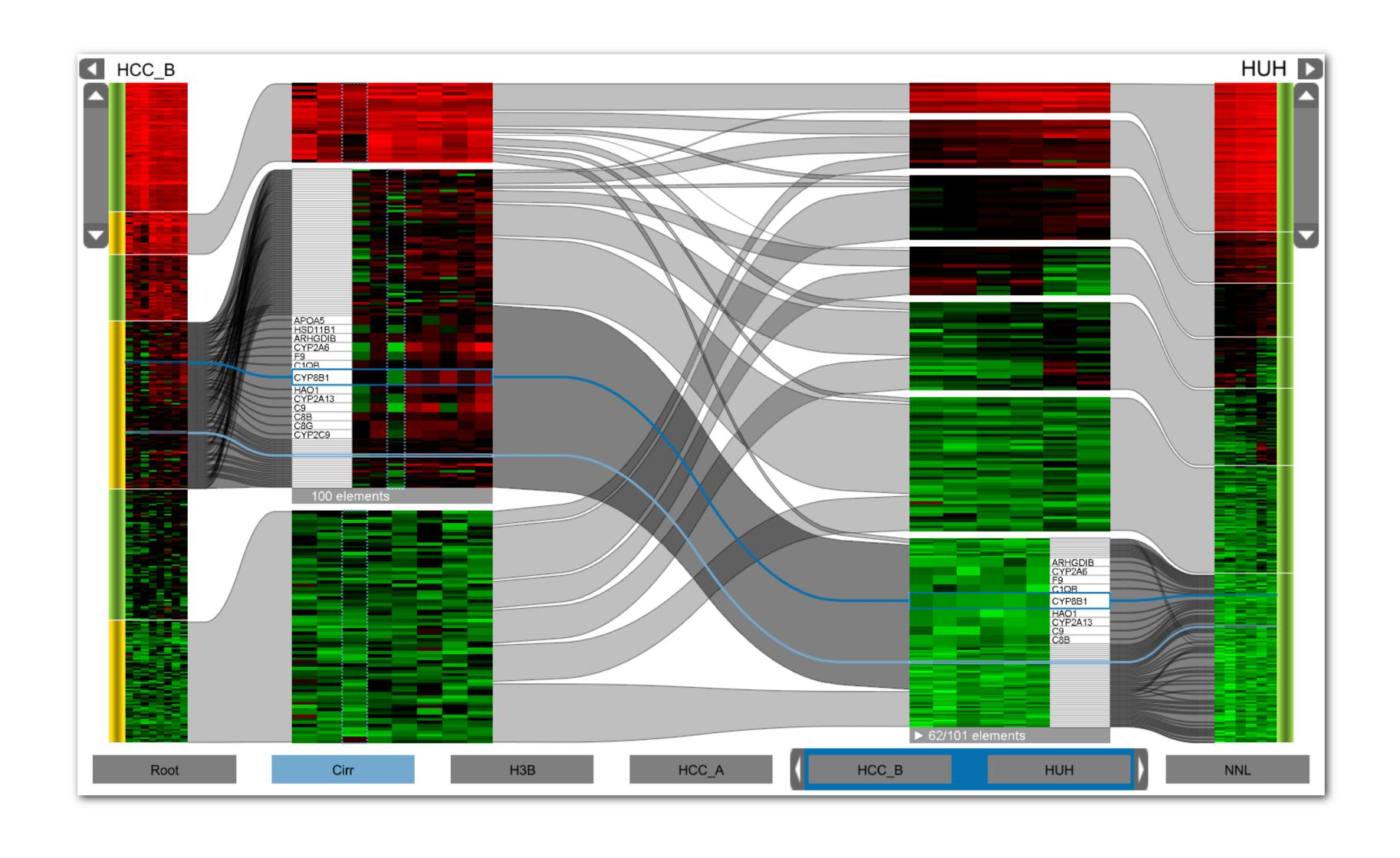
Proximity Color Size Shape

Connectedness and Common Region

Connected items with a line or curve Surround items with a outline, surface, volume



Connection



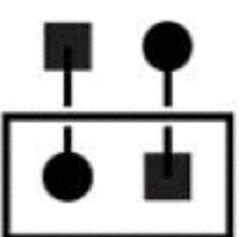
Enclosure

Similarity

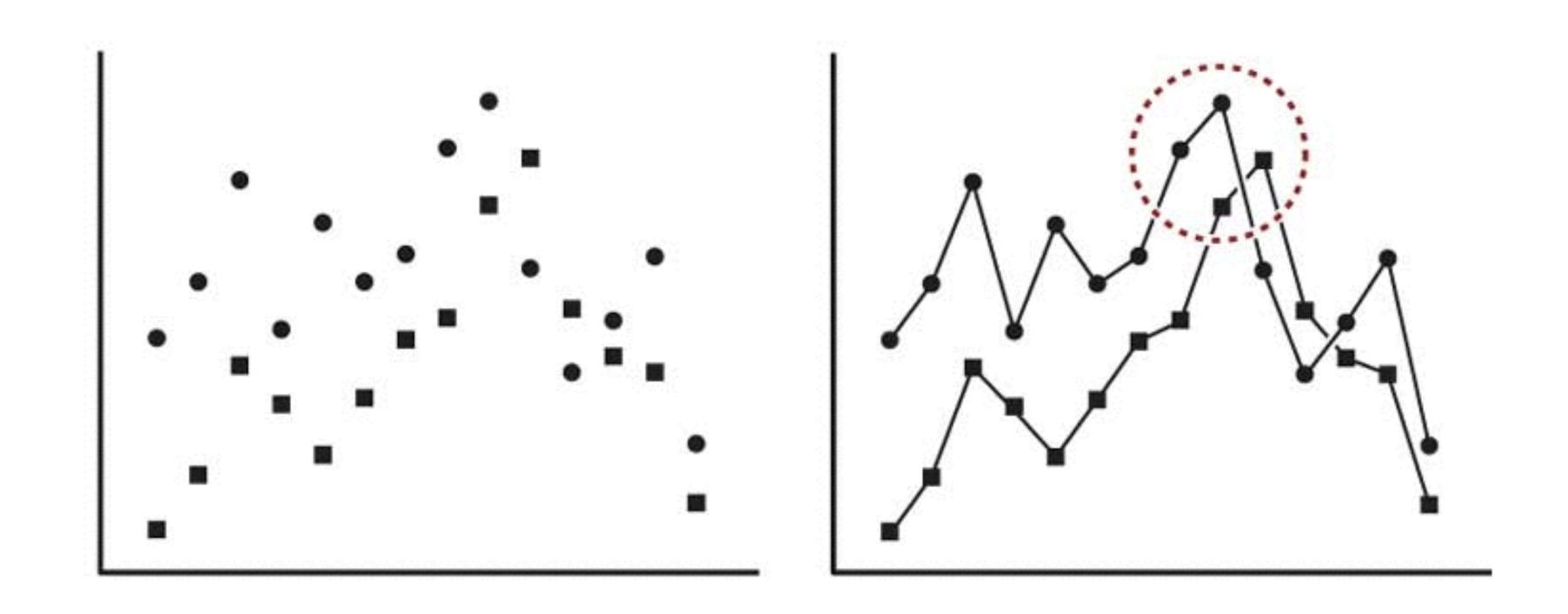
_ _

Connection

Enclosure



Enclosure



Connectedness Varieties

Bubble Sets

Line Sets

Kelp Diagrams

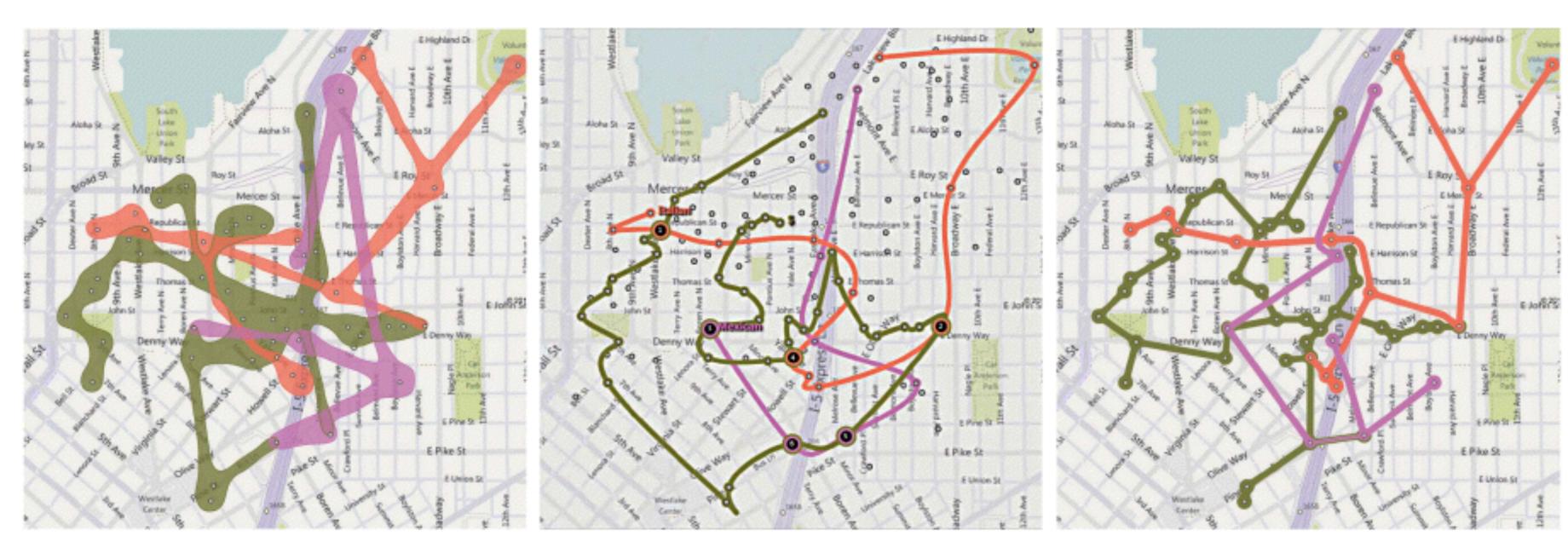
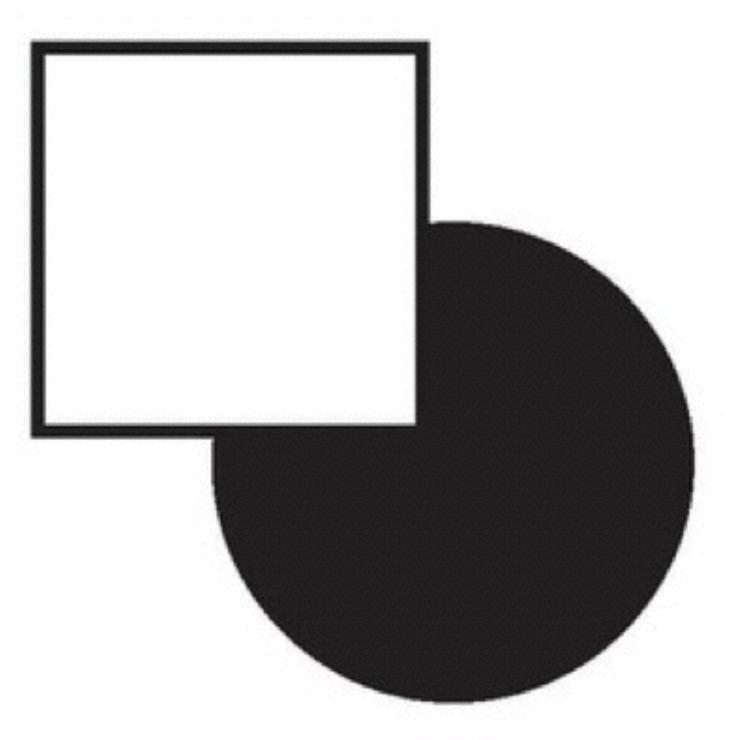


Image by [Dinkla et al., 2011]
Technique by [Collins et al., 2009]

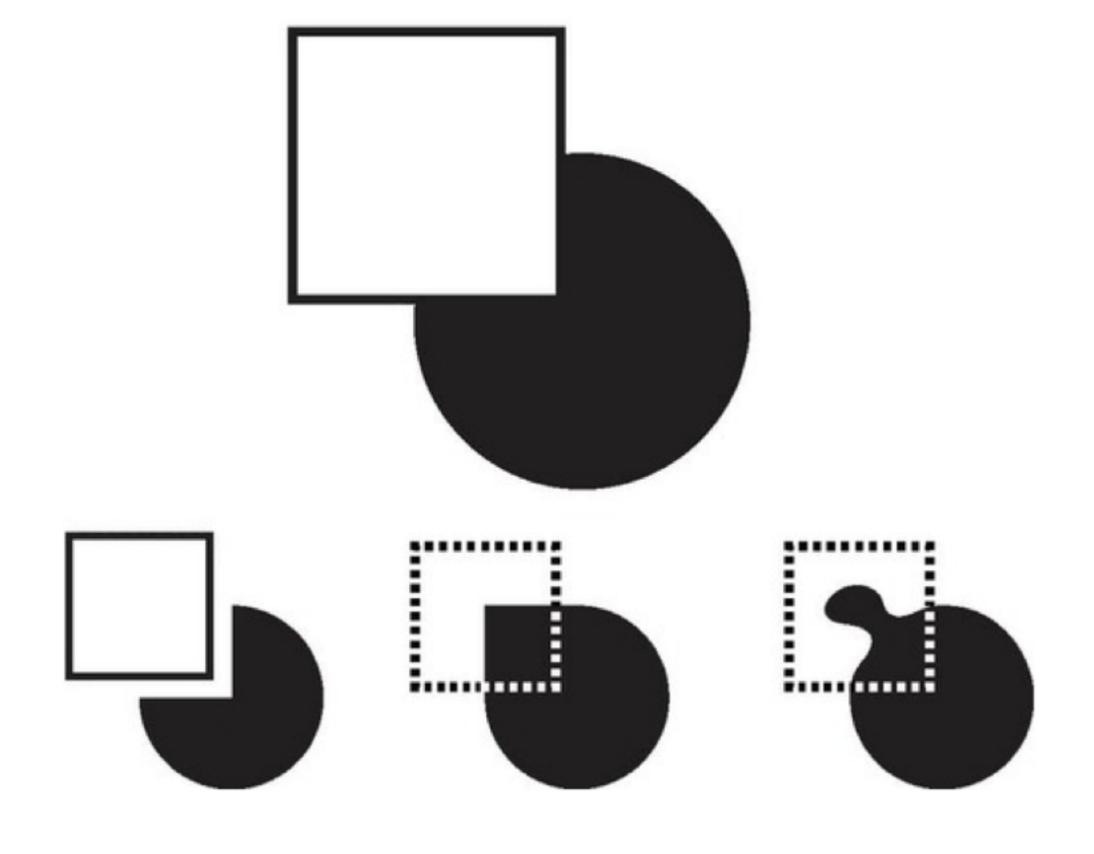
[Alper et al., 2011]

[Dinkla et al., 2012]

Continuity

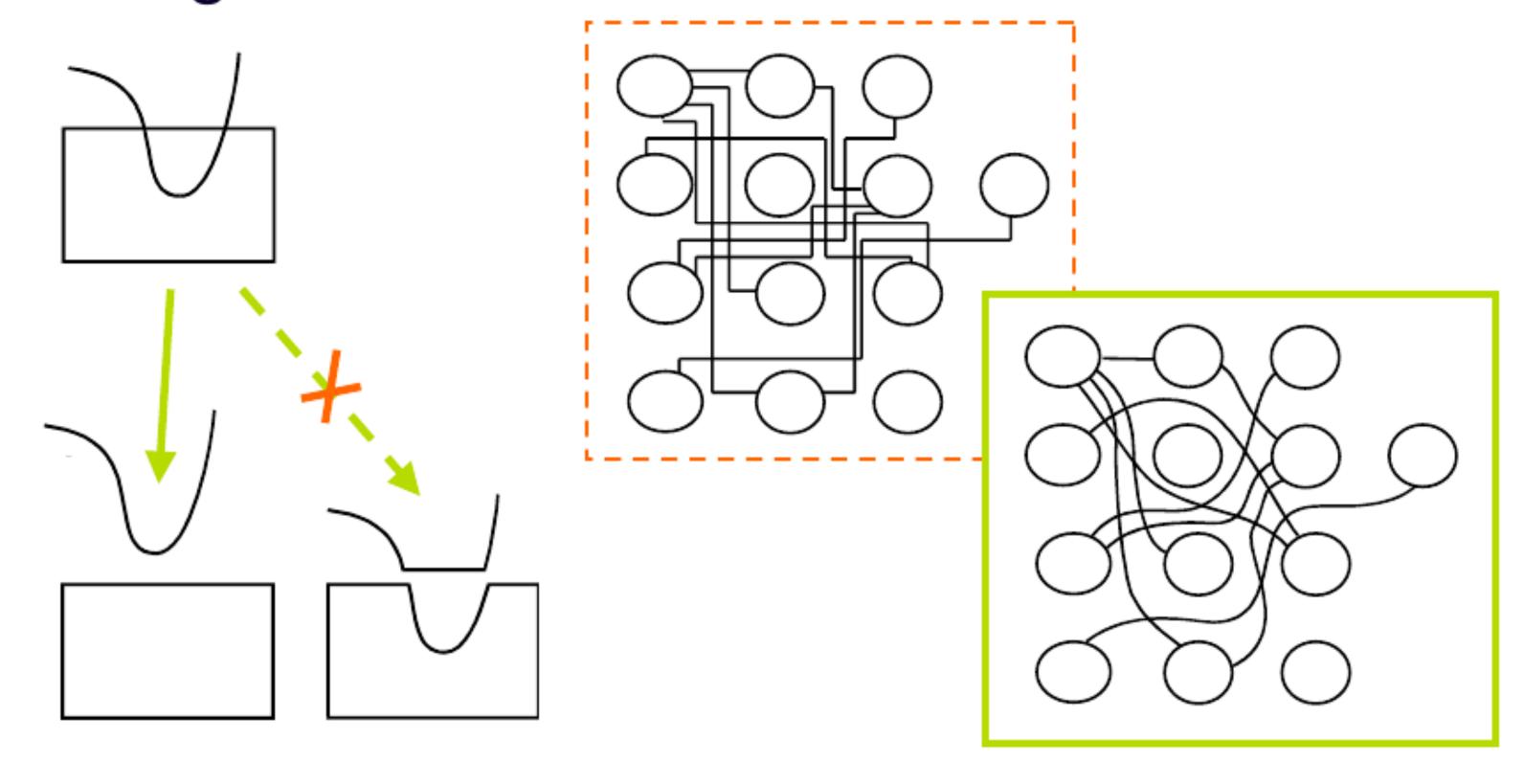


Continuity

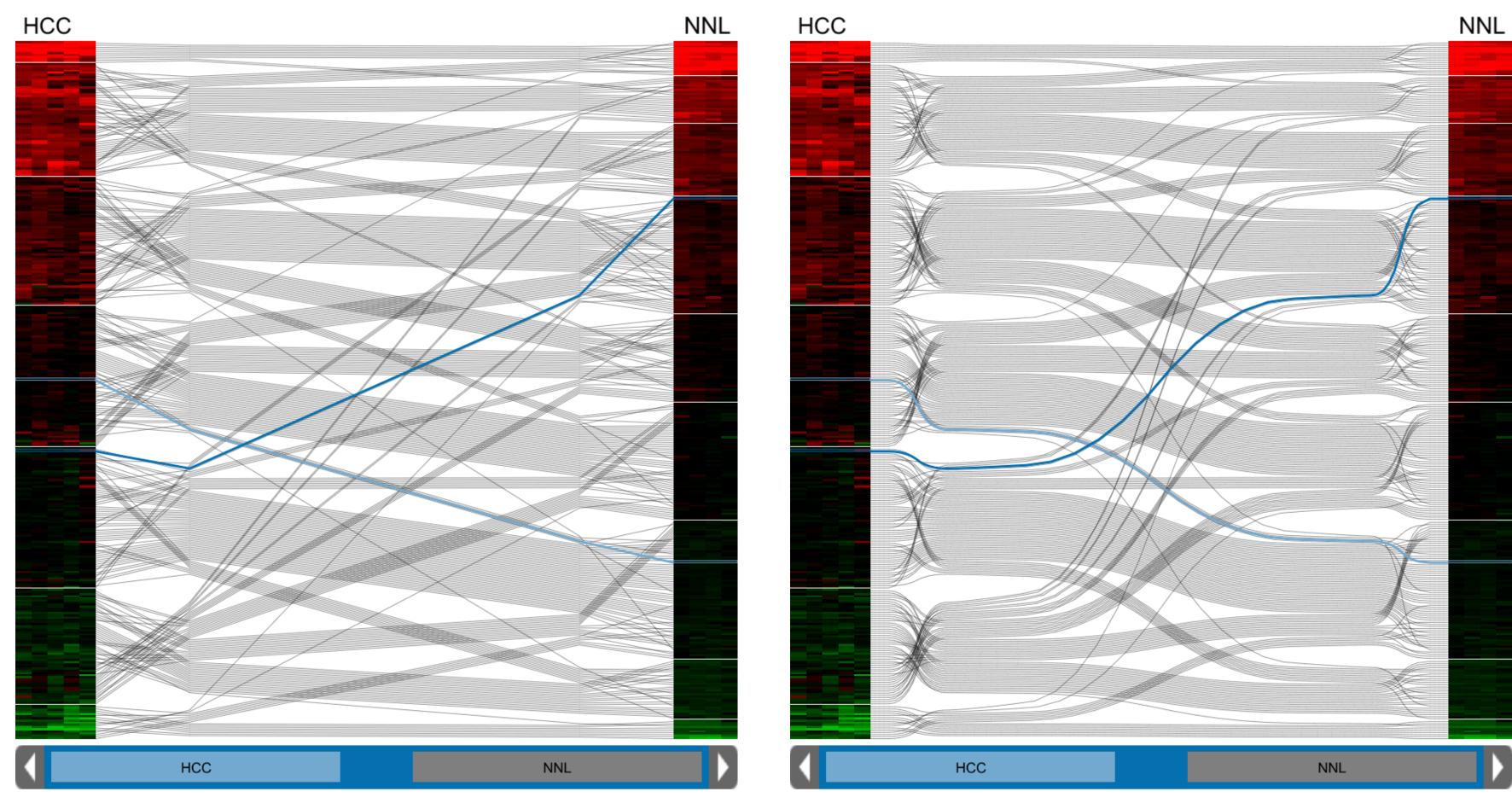


Continuity

Things: smooth & continuous



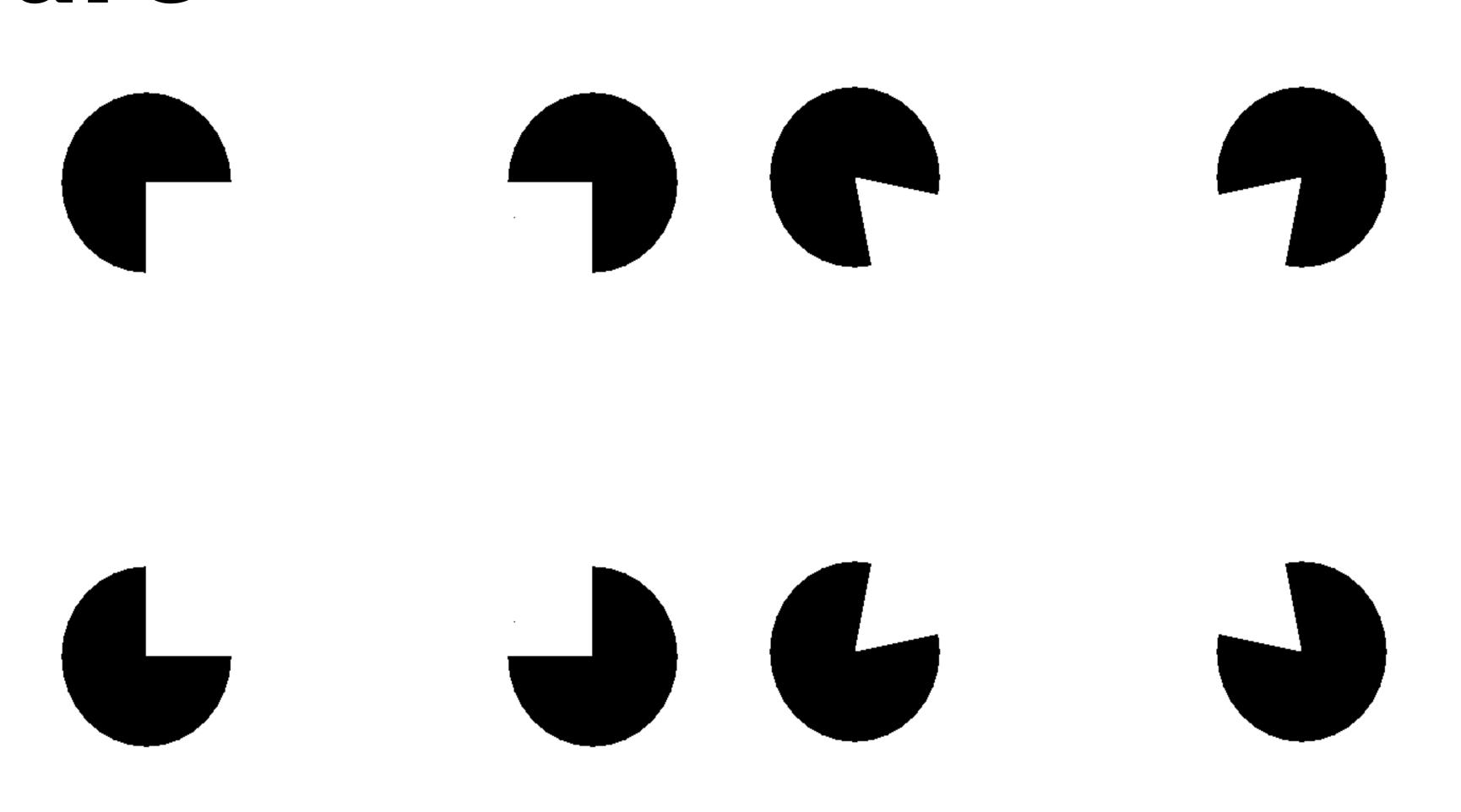
Continuity



Closure



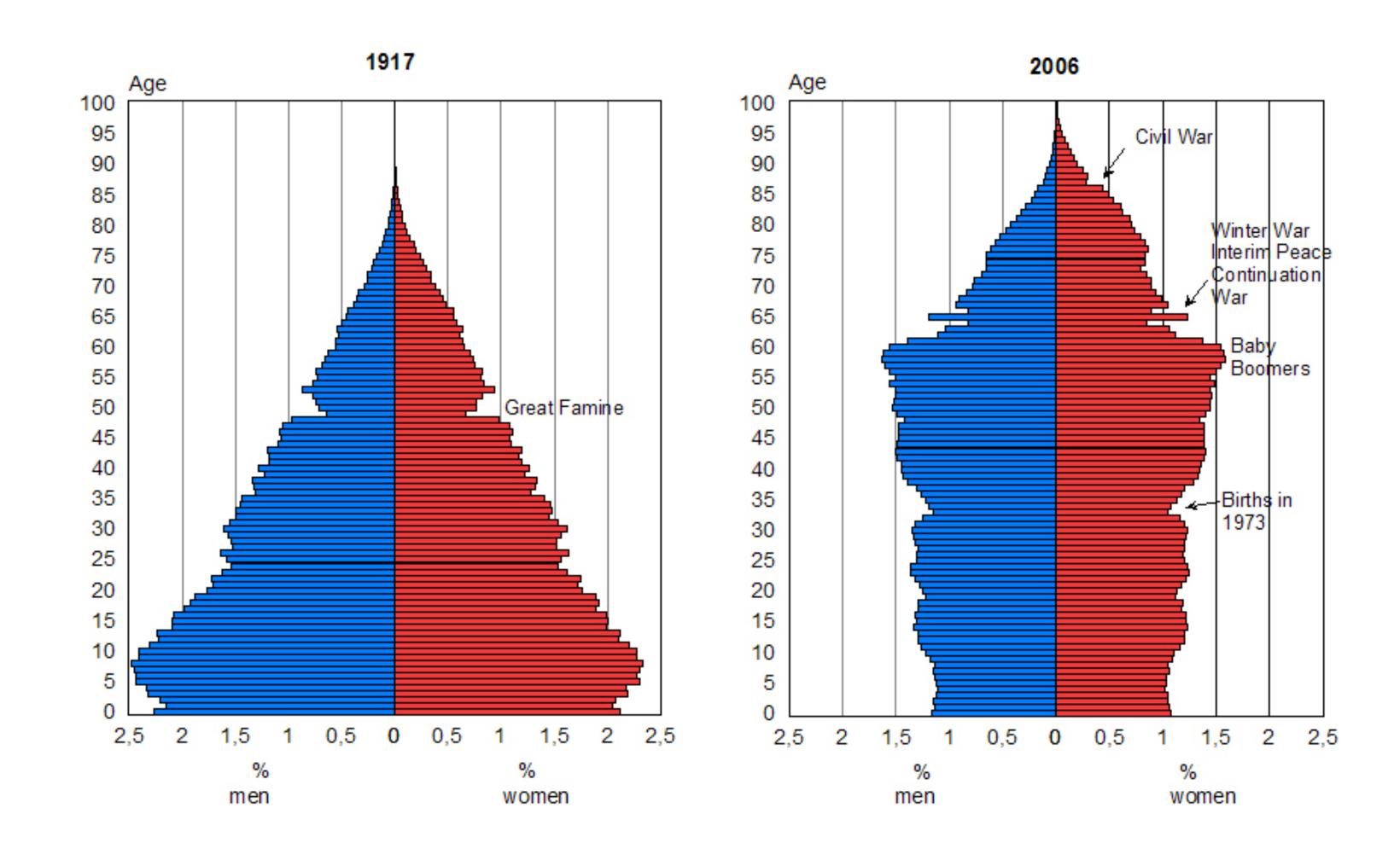
Closure



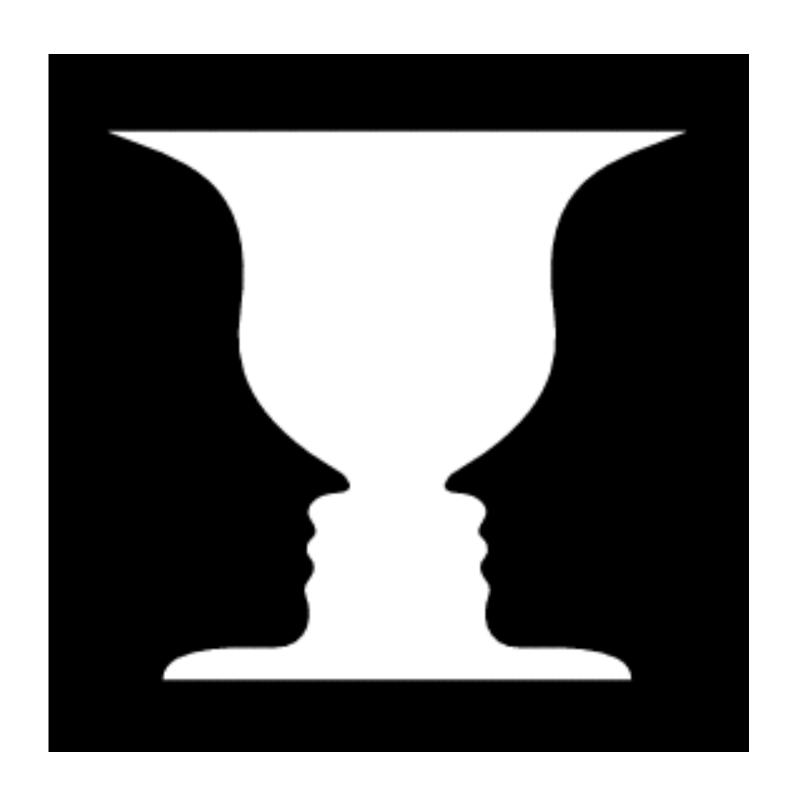
Symmetry

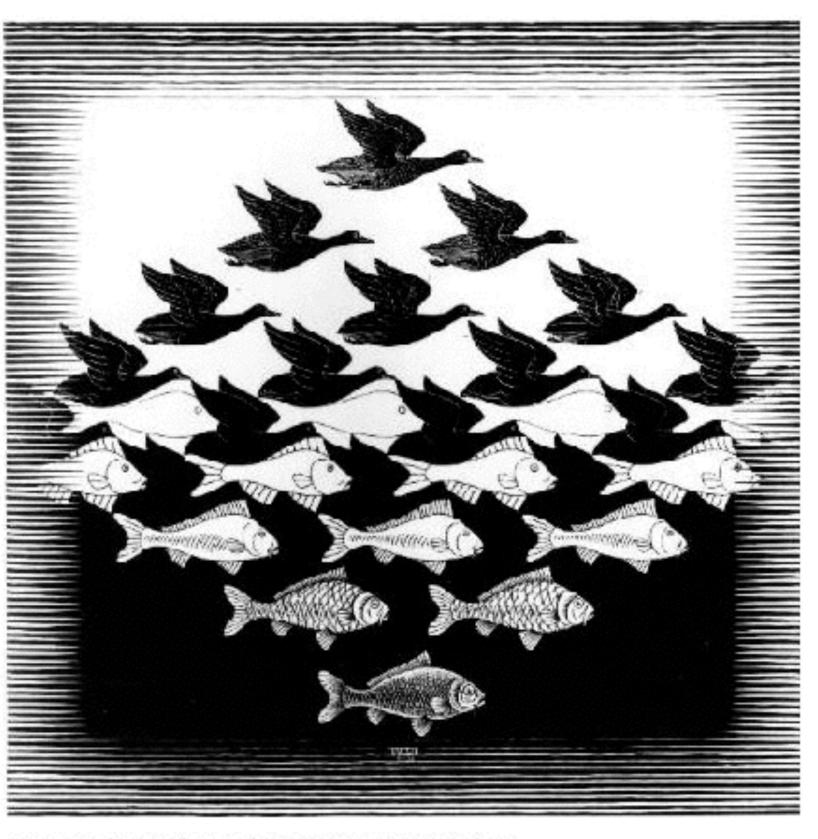
Things: symmetric figure? figure! figure!

Population Pyramid



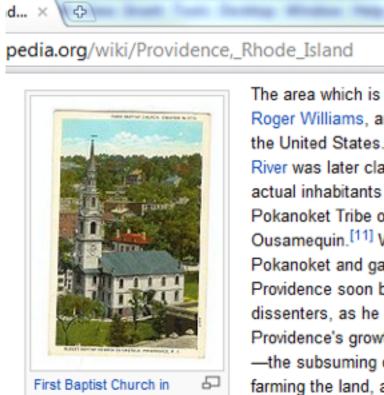
Figure/Ground





M.C. Escher: Sky and Water I 1938 woodcut

Applications in Uis



America, founded 1638, present building occupied in 1776, is the oldest Baptist congregation in America

The area which is now Providence was first settled in June 1636 by Roger Williams, and was one of the original Thirteen Colonies of the United States.[10] Although the west bank of the Providence River was later claimed by both the English and the Dutch, the actual inhabitants and true masters of the region were the Pokanoket Tribe of the Wampanoag Nation led by Massasoit Ousamequin.[11] Williams secured permission to settle from the Pokanoket and gave the city its present name. [12] Williams' Providence soon became a refuge for persecuted religious dissenters, as he himself had been exiled from Massachusetts.[13] Providence's growth would be slow during the next quarter-century —the subsuming of its territory into surrounding towns, difficulty of farming the land, and differing of local traditions and land conflicts all slowed development.[13]

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In the mid-1770s, the British government levied taxes that impeded Providence's maritime, fishing and agricultural industries, the mainstay of the city's economy. One example was the Sugar Act,

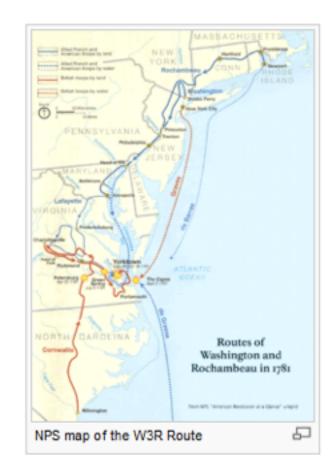
which was a tax levied against Providence's distilleries that adversely affected its trade in rum and slaves. These taxes caused Providence to join the other colonies in renouncing allegiance to the British Crown. In response to enforcement of unpopular trade laws, Providence residents spilled the first blood of the American Revolution in the notorious Gaspée Affair of 1772.[13]

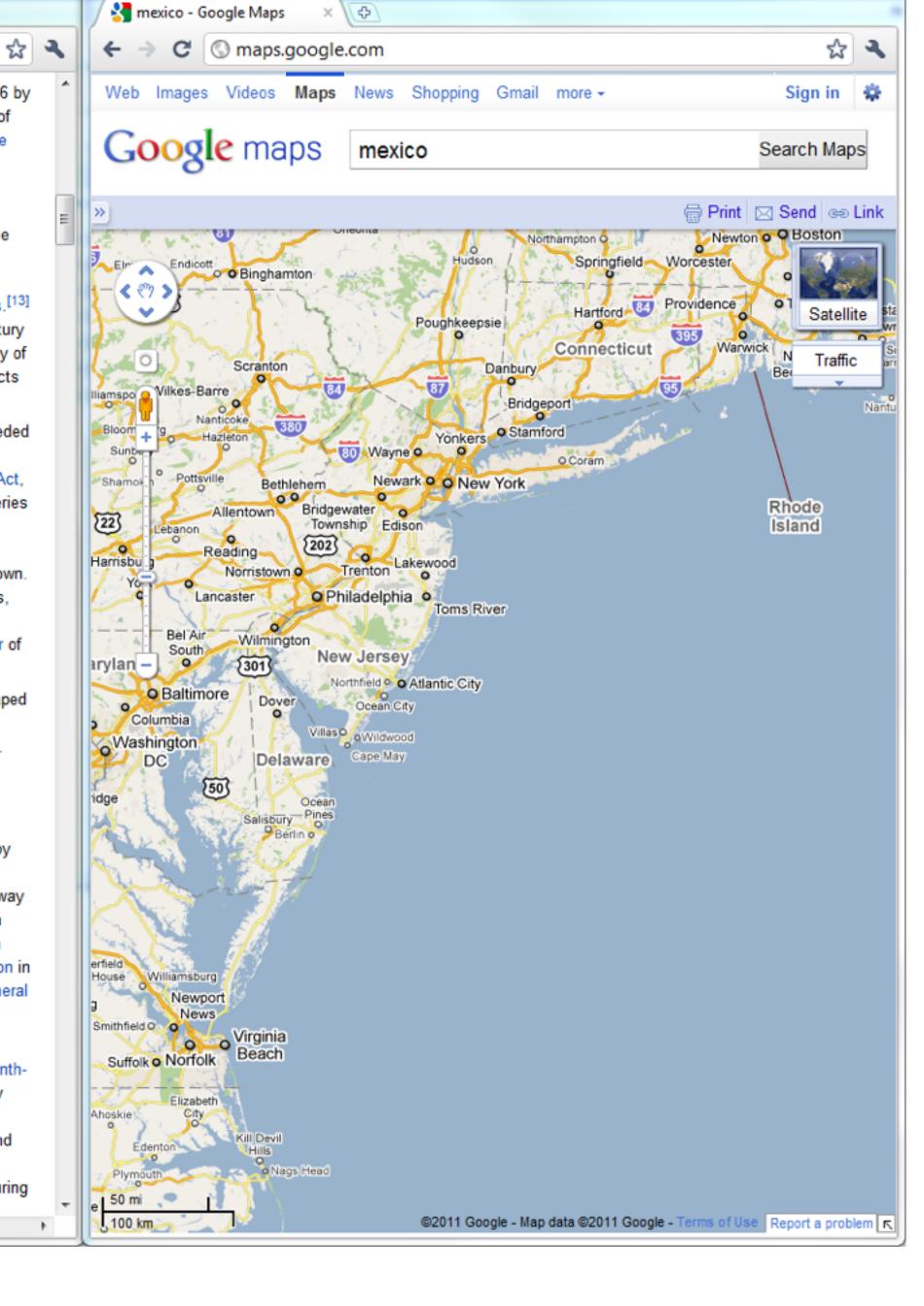
Though during the Revolutionary War the city escaped enemy occupation, the capture of nearby Newport disrupted industry and kept the population on alert. Troops were quartered for various campaigns and Brown University's University Hall was used as a barracks and military hospital.[13]

After departing from Newport, French troops sent by King Louis XVI and commanded by the Comte de Rochambeau passed through Providence on their way to join the attack against British forces. The march from Newport to Providence was the beginning of a campaign led jointly by General George Washington in a decisive march that ended with the defeat of General Cornwallis in the Siege of Yorktown at Yorktown, Virginia and the Battle of the Chesapeake.

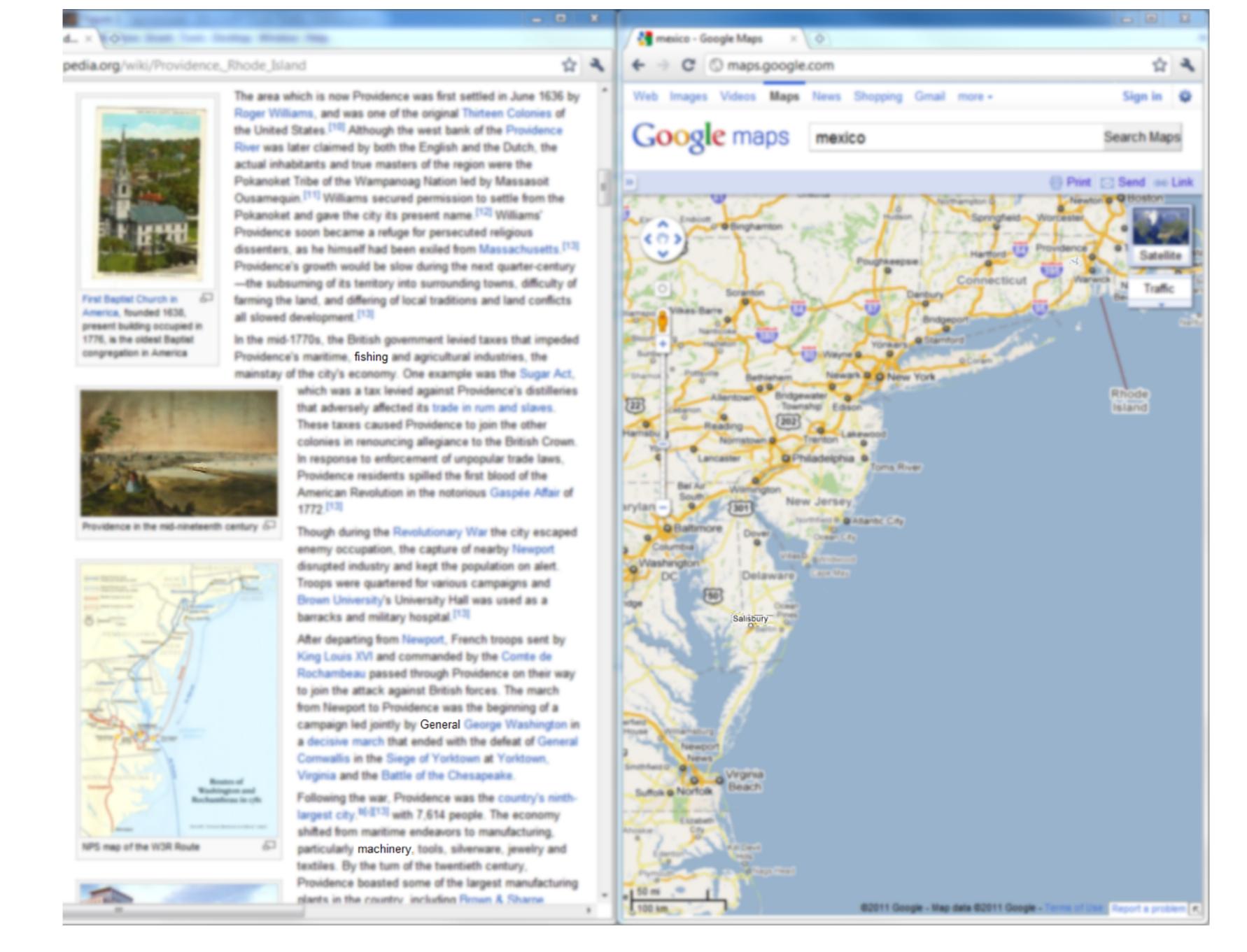
Following the war, Providence was the country's ninthlargest city. b[>][13] with 7,614 people. The economy shifted from maritime endeavors to manufacturing. particularly machinery, tools, silverware, jewelry and textiles. By the turn of the twentieth century, Providence boasted some of the largest manufacturing plants in the country including Brown & Sharpe

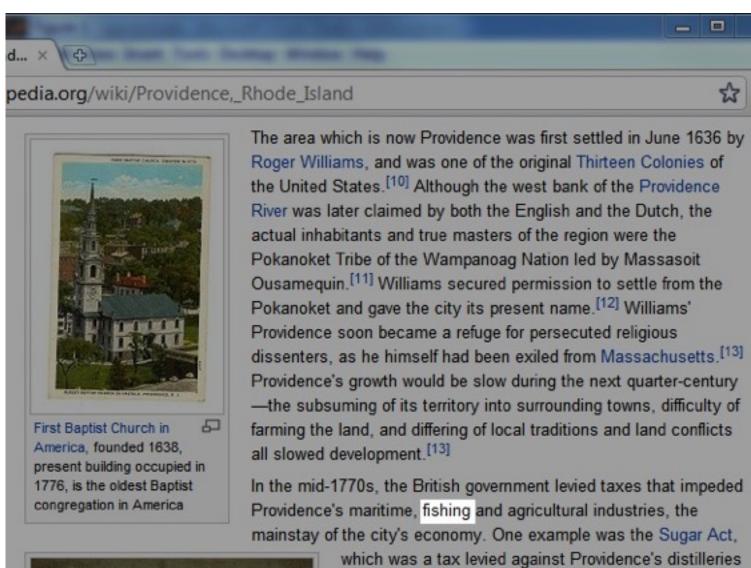






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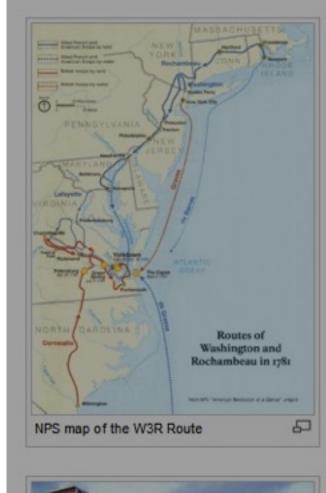
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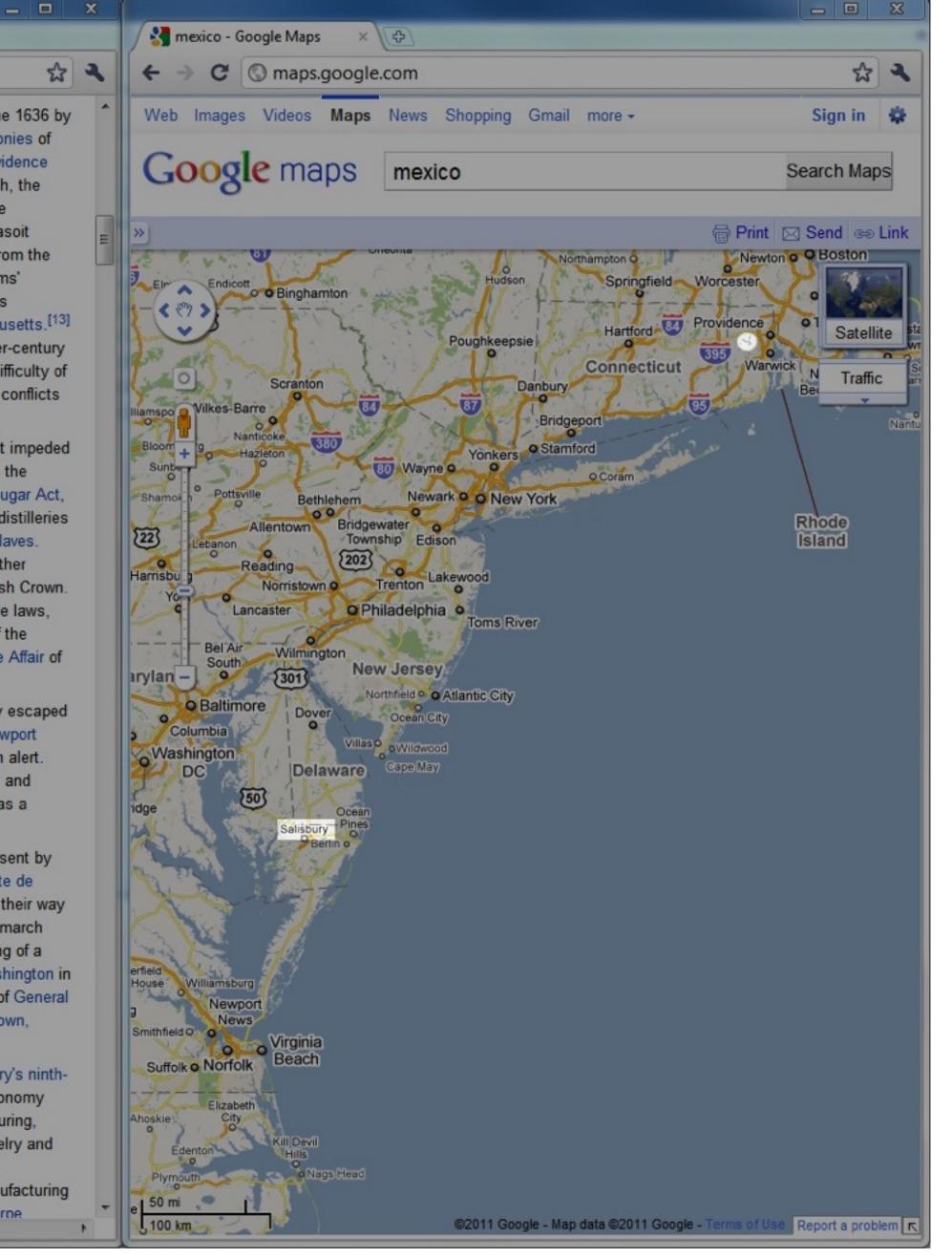
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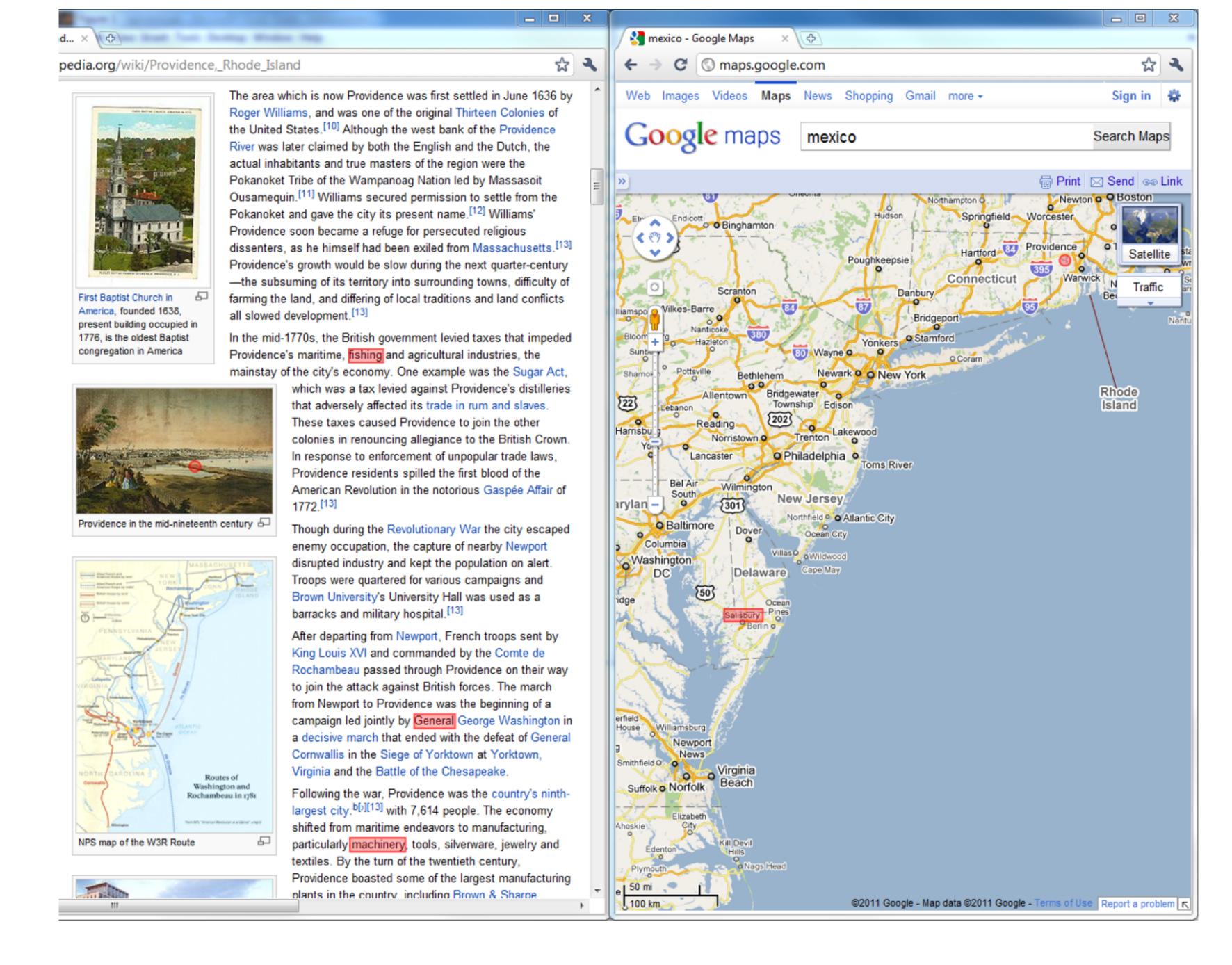
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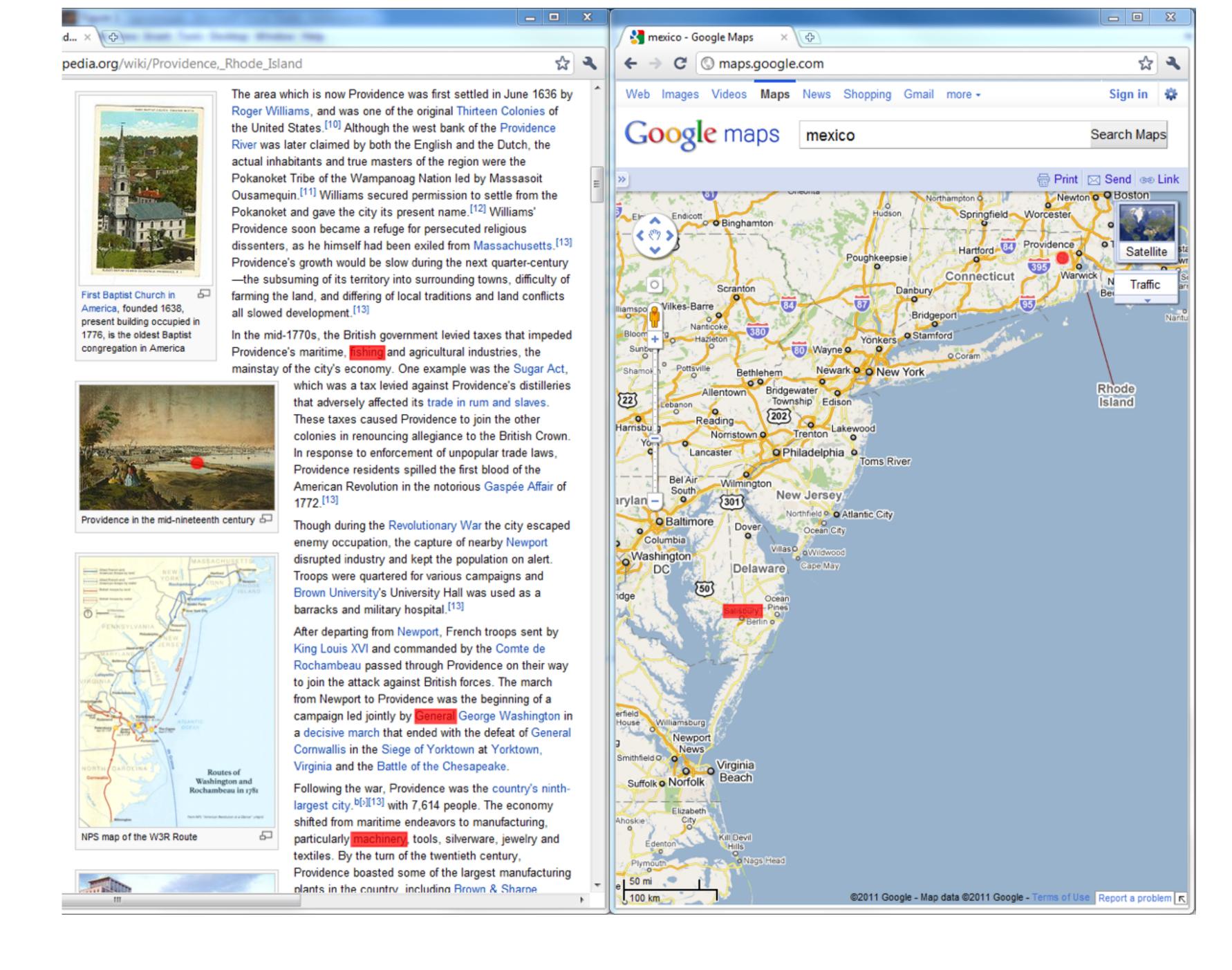


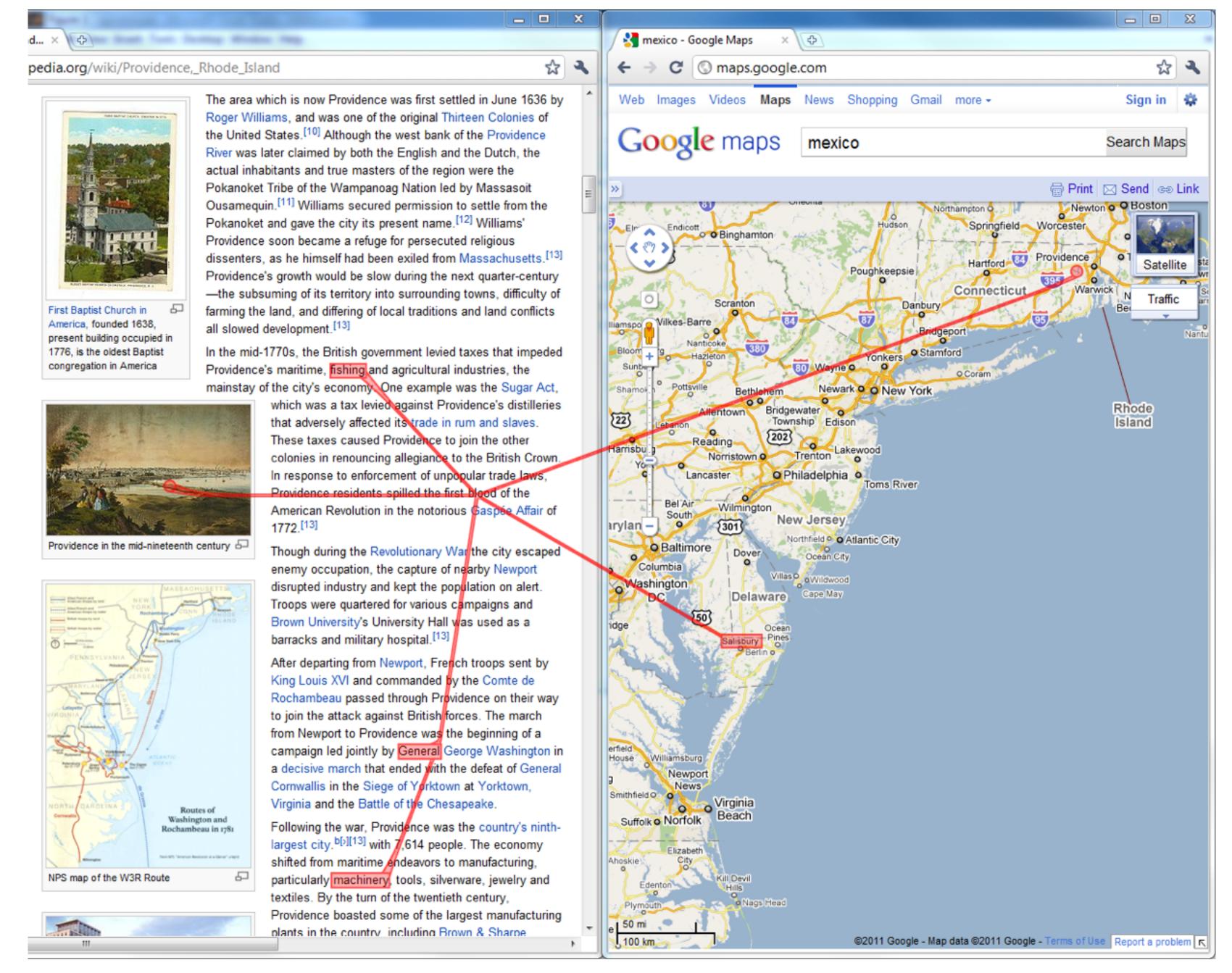
Providence in the mid-nineteenth century



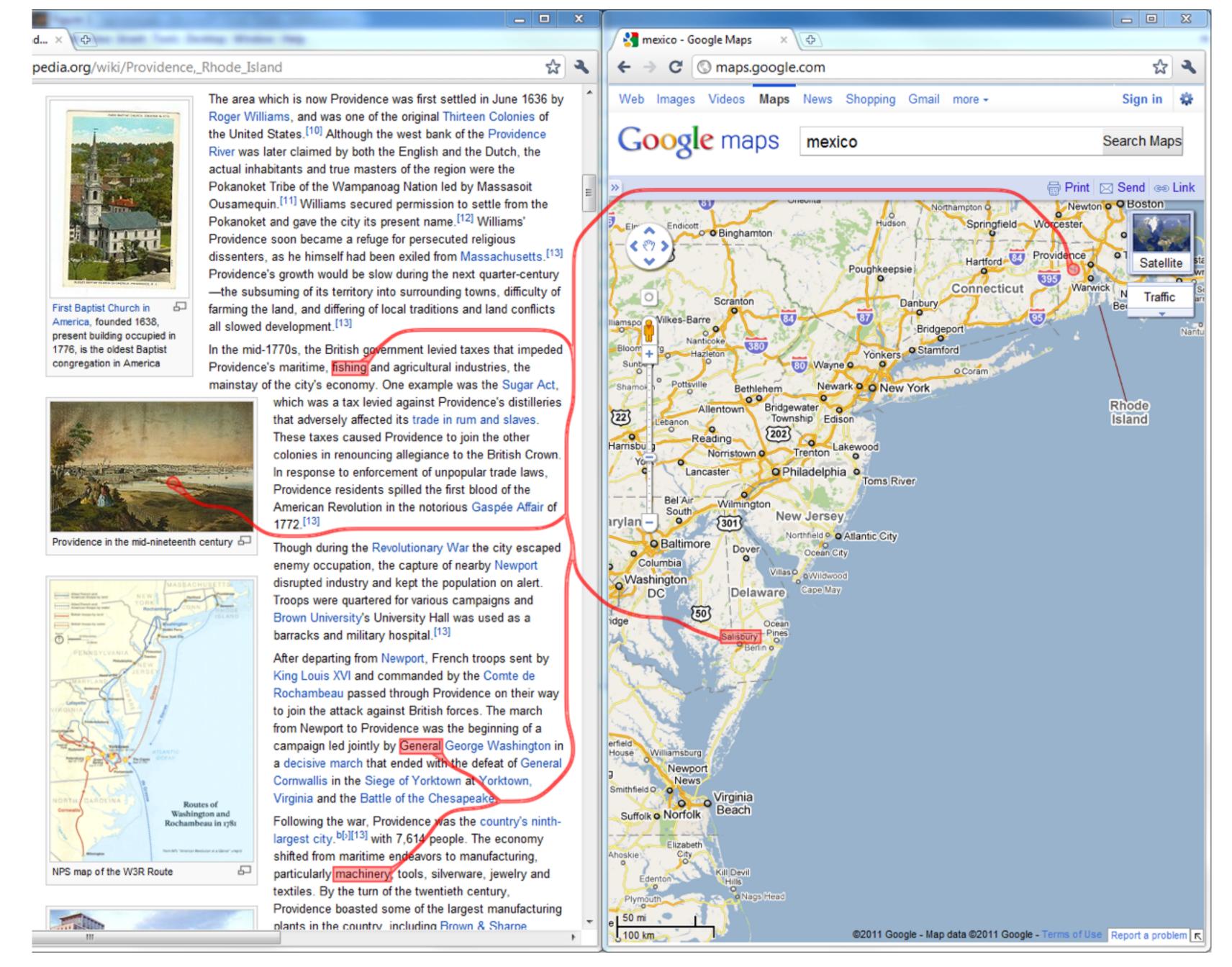








What is the problem?



Context-Preserving Visual Links

Takeaways

Knowing about Perception is important for Vis and UI design

How to choose your colors

How to show relationships

How to draw attention

How to minimize risk of overlooking