



UNIVERSITY OF TWENTE.

*Master Thesis Defense,  
28th of September 2022, Enschede*

# Developing a **recommender system** for suggesting *alternative* ways of data visualization

Presented by

**Iaroslav Boretskii**

Supervised by

Prof. dr. Menno-Jan Kraak, ITC (UT)

Reviewed by

Dr.-Ing. Holger Kumke, TUM



Cartography M.Sc.



# Outline

1. Motivation and Introduction
2. Objectives
3. Background
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion



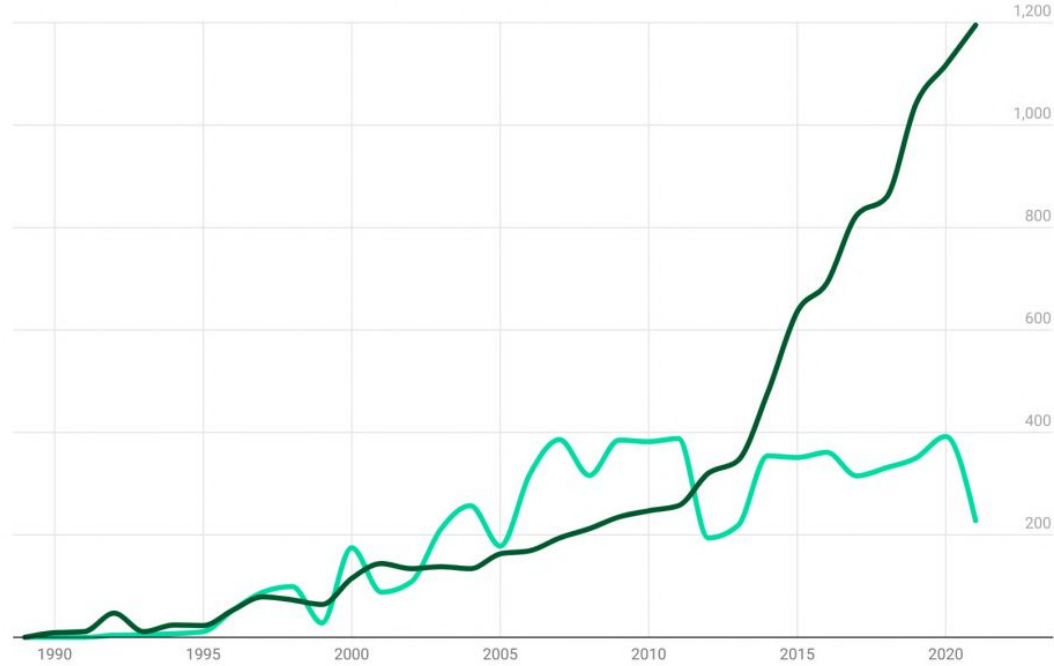
# Outline

1. Motivation and Introduction
2. Objectives
3. Background
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion



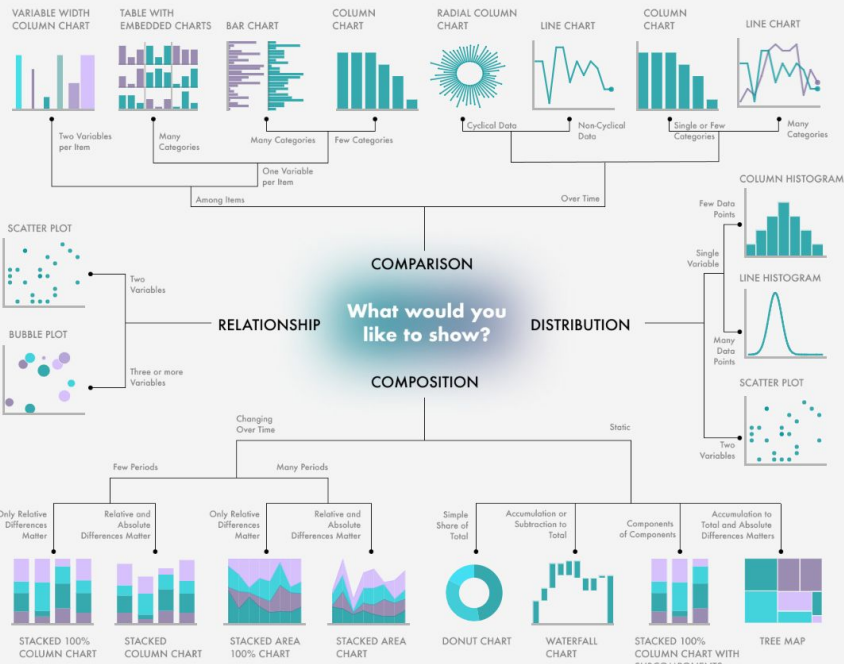
# Motivation and Introduction

**Data visualization vs. Information visualization  
mentioning in academic publications 1990-2022**



Source: [www.webofscience.com](http://www.webofscience.com) • Created with Datawrapper

*Absolute amount of publications mentioning data  
visualization and information visualization  
[Web of Science]*



## Chart Suggestion Guide

[Adedamola Ladipo]

## Distribution

Show values in a dataset and how often they occur. The shape (or 'skew') of a distribution can be a memorable way of highlighting the lack of uniformity or equality in the data.

### Example FT uses

Income distribution, population (age/sex) distribution, revealing inequality

### Histogram

The standard way to show a statistical distribution - keep the gaps between columns small to highlight the 'shape' of the data.

### Dot plot

A simple way of showing the change or range (min/max) of data across multiple categories.

### Dot strip plot

Good for showing individual values in a distribution, can be a problem when too many dots have the same value.

## Change over Time

Give emphasis to changing trends. These can be short (intra-day) movements or extended series traversing decades or centuries. Choosing the correct time period is important to provide suitable context for the reader.

### Example FT uses

Share price movements, economic time series, sectoral changes in a market

### Line

The standard way to show a changing time series. If data are irregular, consider markers to represent data points.

### Column

Columns work well for showing change over time - but usually best with only one series of data at a time.

### Column + line timeline

A good way of showing the relationship over time between an amount (columns) and a rate (line).

## Visual Vocabulary

[Financial Times]

Show Me



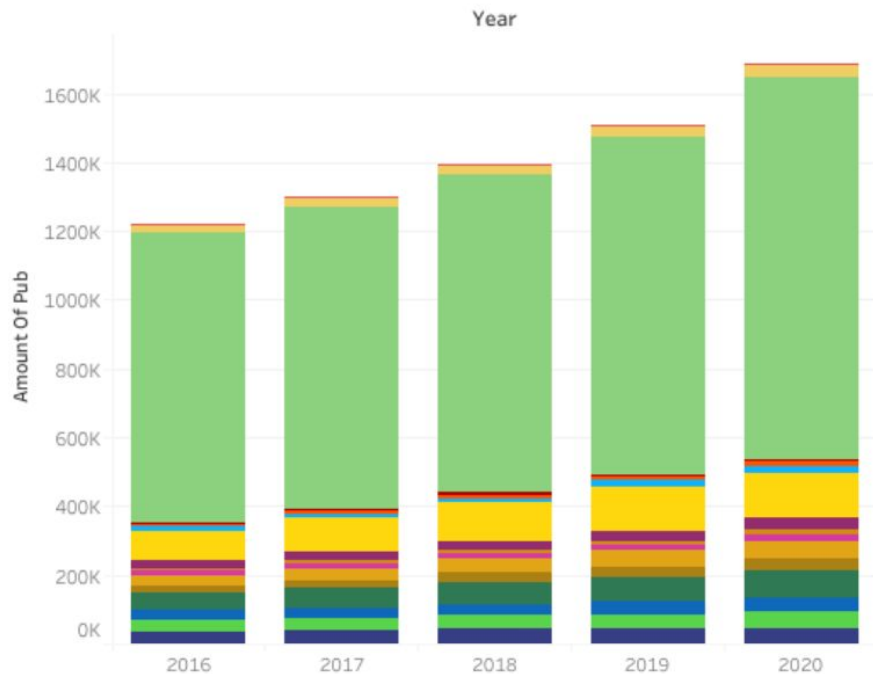
For stacked bars try

1 or more **Dimensions**

1 or more **Measures**

Show Me

[Tableau Software]



*Absolute amount of publications mentioning SDG-related topics (disaggregated by goal) for the period of 2016-2020*  
 [Jayabalasingham et. al, 2020]

# MAPPING FOR A SUSTAINABLE WORLD



*Mapping for a Sustainable World*  
 [Kraak, Roth, Ricker, Kagawa, Le Sourd, 2020]



# Outline

1. Motivation and Introduction
2. Objectives
3. Background
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion





## **Main Research Objective**

To implement a recommender system  
for suggesting multiple ways of data  
visualization (particularly for SDGs)



## Research Sub-Objectives (RSOs)

- A. Investigate the conceptual basis behind the data visualization and SDGs
- B. Investigate the methodologies of data visualization recommender systems
- C. Conceptualize the recommender system
- D. Define software and interface requirements for a system and design the prototype



# Outline

1. Motivation and Introduction
2. Objectives
3. Background      Data visualization,  
recommender systems, SDGs
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion

***What exactly are we going to recommend  
for SDGs with such a system?***



# What is data visualization?

**Data visualization**

**Visual Representation**

**Visualization**

**Graphics**

**Data Graphics**

**Infographics**

**the process** by which data are visualized, or presented, after the data cleaning process, and involves making choices about which data will be visualized, how data will be visualized, and what message will be shared with the target audience of the visualization

*(Chiasson & Gregory, 2014).*

any kind of visual representation of information designed to **enable communication**, analysis, discovery, exploration, etc

*(Cairo, 2016).*

**a display of measured quantities** by means of the combined use of points, lines, coordinates systems, colors, symbols, words and shadings

*(Tufte, 1987).*

**a visible artifact** on a more or less flat surface that was intentionally created to express an information

*(Engelhardt, 2002).*

**translation of numbers** in the form of a drawing, design or plan to explain or illustrate something

*(Lewi, 2008).*

**a field in communicative design** which based on a graphical representation of information, connections, numeric datasets and knowledge

*(Laptev, 2012).*

It is important to see aspects that are connected to data visualization as a concept, to behold its holistic nature; by doing so, it becomes possible to see the scope of future recommender system



# What data visualization deals with

Translation of

Data into

Correspond-(ence)-ingly

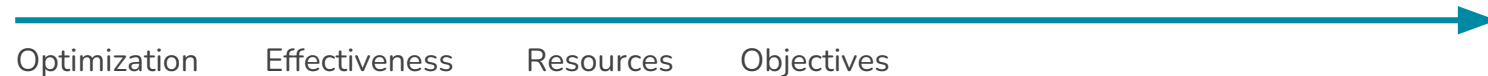
Appropriate-(ness) visual representation that might have a

Relevance to the users

# These aspects deals with

Translation	Data	Correspondence	Appropriateness	Relevance
Software	Data representation	Chart / Diagram types	Typefaces	Audience
Mediums	Data transformation	Visualization types	Colors	Feedback
Tutorials	Metadata	Map types	Layout principles	Message
Technologies	Data analysis	Stories from data	Use environment	Topic
...	...	...	...	...

## As a whole process





## SDGs

- **Aimed to** bring down the global inequalities in social, political, economical and ecological aspect
- **Described through** 17 goals and 231 indicators which are measured with respect to countries over time
- **Research** on the visualization, mapping and atlases of SDG is already here

3.1 Thematic Maps

A *thematic map* depicts the variation of one or sometimes several (see Section 3.7) geographic phenomena, mapping spatial and attribute information together. Meeting the SDGs requires thematic mapping of indicator data. Thematic maps enable geographic imagination and spatial thinking, and often represent abstract or statistical concepts that cannot be observed directly. Thematic maps primarily depict attribute information that is enumerated within polygonal geographic units (see Section 1.4). Enumerated attributes

typically are mapped at an ordinal or numerical scale. Enumeration or frequency can be represented as the number of points in a non-Euclidean space. Each attribute is represented by a variable map (see Section 1.4). Enumeration is primarily represented by a proportional symbol map.

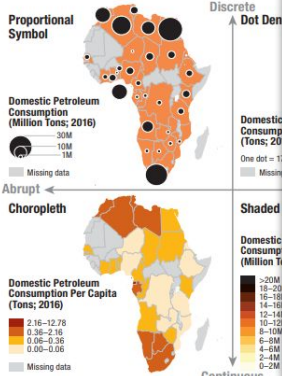
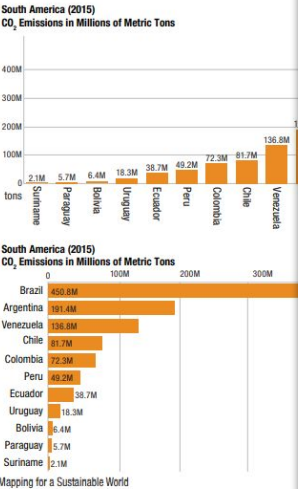


Figure 3.1-1: Thematic map types. The four maps depict indicator 12.2.2. Top-left: Proportional Symbol. Top-right: Dot density. Bottom-left: Choropleth. Bottom-right: Shaded.

3.11 Univariate Diagrams

A first category of diagrams depicts the distribution of a single attribute, described as *univariate*. For instance, a *bar chart* depicts the distribution of an attribute across different nominal categories, such as SDG regional groupings or individual countries. Accordingly, bar charts are useful for comparing a single indicator by geography to sort by high and low data values and clusters of similar values

within this range. A bar chart is visually similar to a nominal map legend and is integrated into nominal map legends and



3.4 Proportional Symbol Maps

A proportional symbol map is a thematic map that scales the sizes of point symbols by their attribute values (see Section 3.1). Proportional symbol maps represent quantitative, often unnormalized absolute values and can represent either individual-level data (e.g., cities) or enumerated data by placing the point symbol at the centroid of the polygon. They employ size as the visual variable, enabling numerical visual comparisons among symbols (see Section 2.9).

Proportional symbol maps are useful for mapping economic SDG indicators as they evoke a metaphor of discrete and abrupt phenomenon, such as sites of production and distribution. Because of the strength of the visual variable size, readers can quickly assess the distribution of absolute values among different countries without paying attention to the political borders themselves. Accordingly, proportional symbol maps overcome many of the issues with normalization, projection, and classification that afflict choropleth maps (see Section 3.3) and, therefore, may be useful beyond economic indicators as well. For instance, one major advantage over choropleth maps for mapping indicator datasets is that proportional symbols can exceed the boundaries of their enumeration units, keeping small countries and small island states visible on world maps (Figure 3.4-1). Notably, proportional symbol maps can be used with the Web Mercator projection without impacting map reading (Section 4.5).

Despite advantages, proportional symbol maps have several unique design

Figure 3.1-2: Choosing a map type.



challenges including symbol scaling and symbol overlap. Most charting software uses *mathematical scaling*, directly relating the area of the symbol to the attribute value. However, readers systematically underestimate proportional symbol (2D) symbols as they grow larger, with even more severe underestimation with proportional volume (3D) symbols (see Section 2.8). Therefore, mapping software often enables *perceptual scaling* to account for systematic underestimation. Proportional symbols can be classified to reduce visual complexity, a process described as *range*

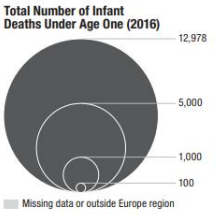
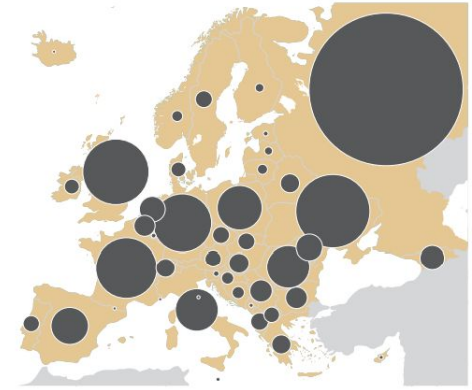


Figure 3.4-1 (Opposite side): Proportional symbol map. Indicator 3.2.1 (2016) on the total number of infant deaths under age one in the European region is depicted as a proportional symbol map using perceptual scaling for circular symbols. Because size is a numerically read visual variable, proportional symbol maps do not need to be classified. Symbol overlap is managed using a white symbol stroke with smaller symbols placed atop larger ones. Small countries by area such as Andorra, Luxembourg, Malta, Monaco, and San Marino remain visible on the map because the proportional symbols are allowed to exceed their political boundaries, an advantage of proportional symbol maps.

*grading* for proportional symbols with the resulting map called a *graduated symbol map*. Range grading is a common option on world maps or bivariate maps, shading the proportional symbols by a second attribute value, to limit the total number of unique symbols in the map (see Section 3.6). The more complex the symbol shape, the more difficult the reading of relative proportions; thus, the shapes of proportional symbols typically are constrained to simple circles, squares (both 2D), or rectangular bars (1D).

Second, proportional symbols commonly exceed their enumeration unit

boundaries and need to be re-symbolized or displaced to clarify their overlap (see Section 2.7). Two common strategies for managing overlap include the use of transparency or the use of an outer symbol stroke (the latter is used in Figure 3.4-1), with smaller symbols placed on top of larger ones; the two strategies should not be used together to maintain legibility. Alternatively, symbols can be displaced away from the centroid of the enumeration unit, with large displacements clarified with leader lines as with densely labeled regions.



Section 3.4: Proportional Symbol Maps 65

The boundaries and names shown and the designations used in this book do not imply official endorsement or acceptance by the United Nations.



# Recommender systems methodologies

- Data-Driven
- Expert Knowledge-Based
- Hybrid

*A survey on automatic infographics  
and visualization recommendations  
[Zhu et. al, 2020]*

# Data-driven methodologies:

using machine learning, artificial intelligence and natural language processing algorithms to generate data visualizations depending on the given prompts

## APPROACH

### STATEMENT

"More than 20% of smartphone users are social network users"



### TECHNOLOGY

Natural language analysis  
Visualization synthesis



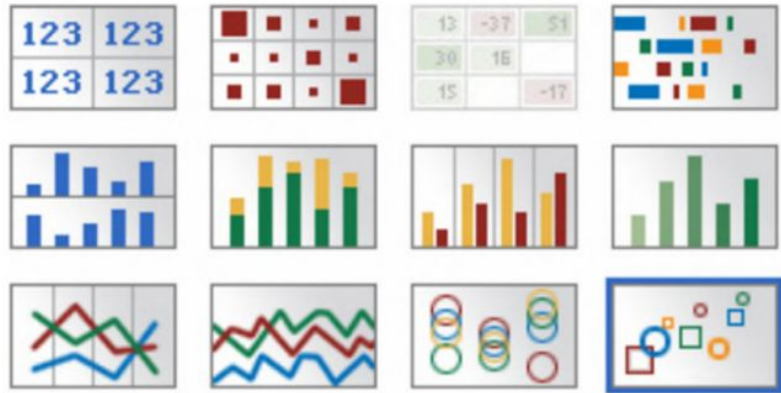
### INFOGRAPHICS



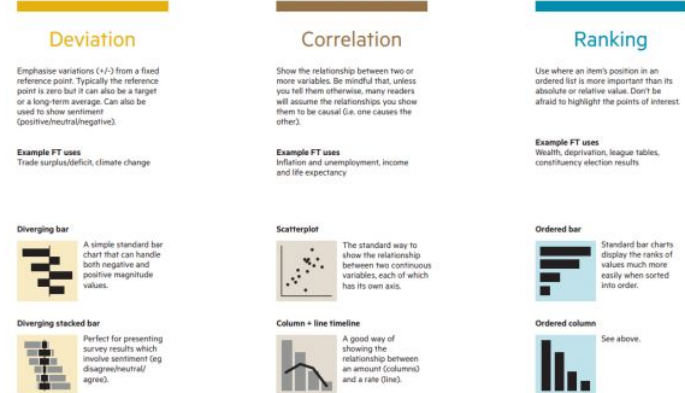
*Text-to-Viz automatic visualization schema explanation*  
[Cui et al. (2019)]

# Expert knowledge-based model:

using sets of defined rules and logical restrictions, forming a knowledge representation of the visual artifacts with corresponding characteristics



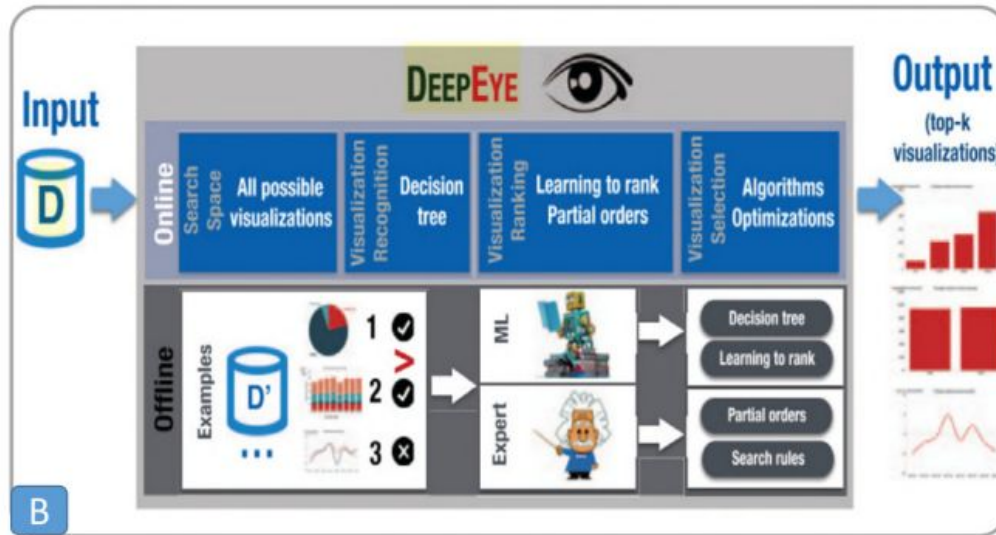
*ShowMe from Tableau  
[Mackinlay et al. (2007)]*



*A snippet from FT visual vocabulary  
[Financial Times (2021)]*

# Hybrid model:

combine both data-driven model and expert knowledge-based approach



*DeepEye methodological pipeline  
[Luo et al. (2018)]*





# Select expert knowledge-based approach

- The rules and methodologies for SDGs are already here
- Data-driven approaches are “black-boxed”, involving hard computational technologies and maintenance, time consuming to design the working algorithm
- Hybrid model can be implemented in a future research



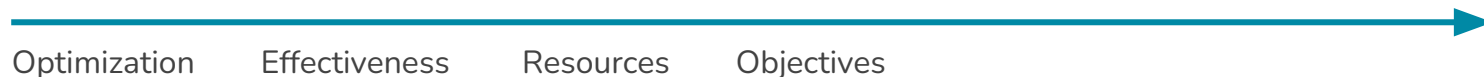
# Outline

1. Motivation and Introduction
2. Objectives
3. Background
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion

# Getting back to possible recommendations

Translation	Data	Correspondence	Appropriateness	Relevance
Software	Data representation	Chart / Diagram types	Typefaces	Audience
Mediums	Data transformation	Visualization types	Colors	Feedback
Tutorials	Metadata	Map types	Layout principles	Message
Technologies	Data analysis	Stories from data	Use environment	Topic
...	...	...	...	...

## As a whole process



# These are in the focus of the recommender system

Translation	Data	Correspondence	Appropriateness	Relevance
Software	Data representation	Chart / Diagram types	Typefaces	Audience
Mediums	<i>Data transformation</i>	Visualization types	Colors	Feedback
Tutorials	Metadata	Map types	Layout principles	Message
Technologies	Data analysis	Stories from data	Use environment	Topic
...	...	...	...	...

## As a whole process



**But why?**

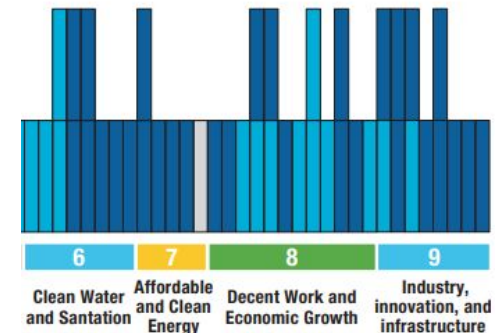
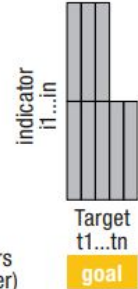
# SDGs, Goals and Indicators

## SUSTAINABLE DEVELOPMENT GOALS



### Indicator Tiers

- Tier I
- Tier II
- Tiering Pending
- \* indicates multiple tiers (shaded by highest tier)



*Mapping for a Sustainable World*  
 [Kraak, Roth, Ricker, Kagawa and Le Sourd (2020)]

# Attribute, Time and Location (ATL)

Attributes					Location				Time					
Goal	Target	Indicator	SeriesCode	SeriesDescription	GeoArea	GeoAreaName	Location	Units	2000	2001	2002	2003	...	2017
6	6.1	6.1.1	SH_H2O_SAFE	Proportion of popu	112	Belarus	ALLAREA	PERCE	80.62	80.81	80.99	81.17	...	94.52
6	6.1	6.1.1	SH_H2O_SAFE	Proportion of popu	100	Bulgaria	ALLAREA	PERCE	96.84	96.84	96.84	96.81	...	96.95
6	6.1	6.1.1	SH_H2O_SAFE	Proportion of popu	203	Czechia	ALLAREA	PERCE	96.32	96.32	96.44	96.55	...	97.88
6	6.1	6.1.1	SH_H2O_SAFE	Proportion of popu	348	Hungary	ALLAREA	PERCE	50.51	50.51	50.51	50.51	...	89.57
6	6.1	6.1.1	SH_H2O_SAFE	Proportion of popu	616	Poland	ALLAREA	PERCE					...	99.16
6	6.1	6.1.1	SH_H2O_SAFE	Proportion of popu	498	Republic of Mold	ALLAREA	PERCE	40.42	42.32	44.27	46.26	...	72.88
6	6.1	6.1.1	SH_H2O_SAFE	Proportion of popu	642	Romania	ALLAREA	PERCE	81.65	81.61	81.59	81.63	...	81.92

*Mapping for a Sustainable World*  
 [Kraak, Roth, Ricker, Kagawa and Le Sourd (2020)]

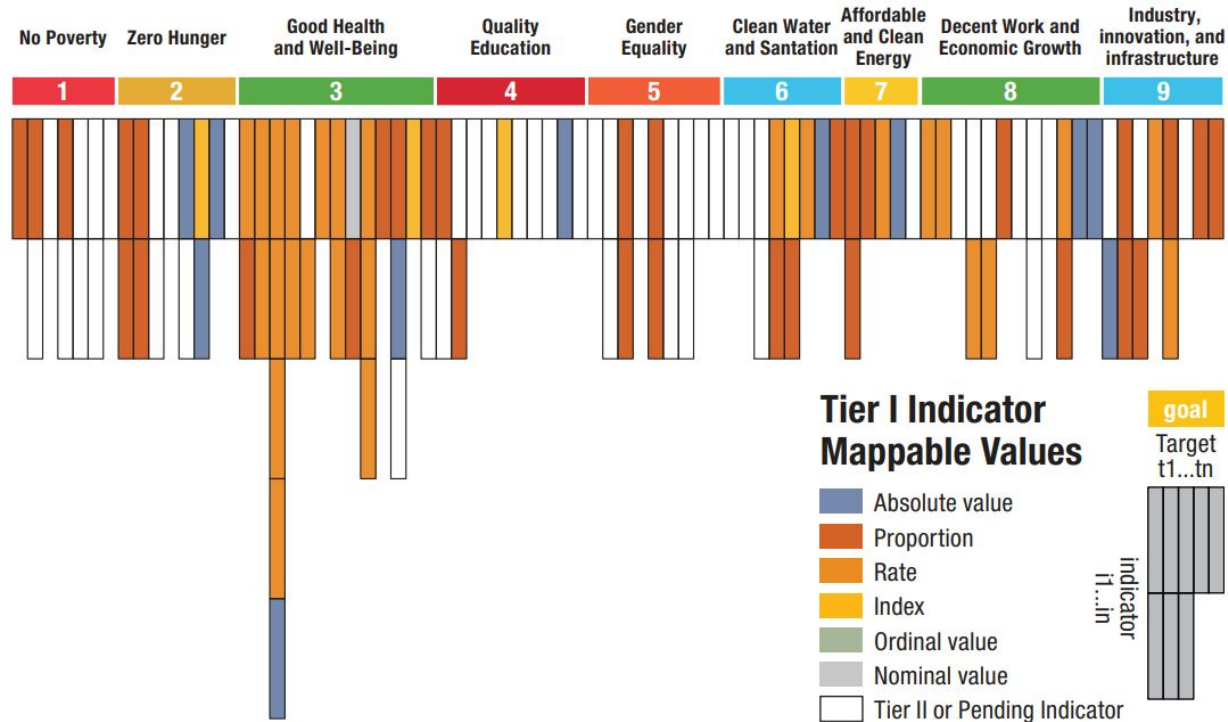
# Indicators & Levels of Measurement (LoM)

Level of Measurement	Absolute/Relative	Attributes	Mappable Values		Example
ratio	absolute (one value)	one attribute	absolute value		count X
	relative (calculated using two or more attributes)	one attribute	proportion	proportion of total population	% of total population
				other proportion	% of X, other than population
		two attributes	rate	rate per capita	count X per capita/ population
				change rate (per time unit)	% change or count X per time
				other rate	X per Y, other than population or time
many attributes	index (calculated)		formula		
interval			interval value		<i>not used for SDGs</i>
ordinal			ordinal value		level or rank
nominal			nominal value		presence/absense

Mapping for a Sustainable World  
[Kraak, Roth, Ricker, Kagawa and Le Sourd (2020)]

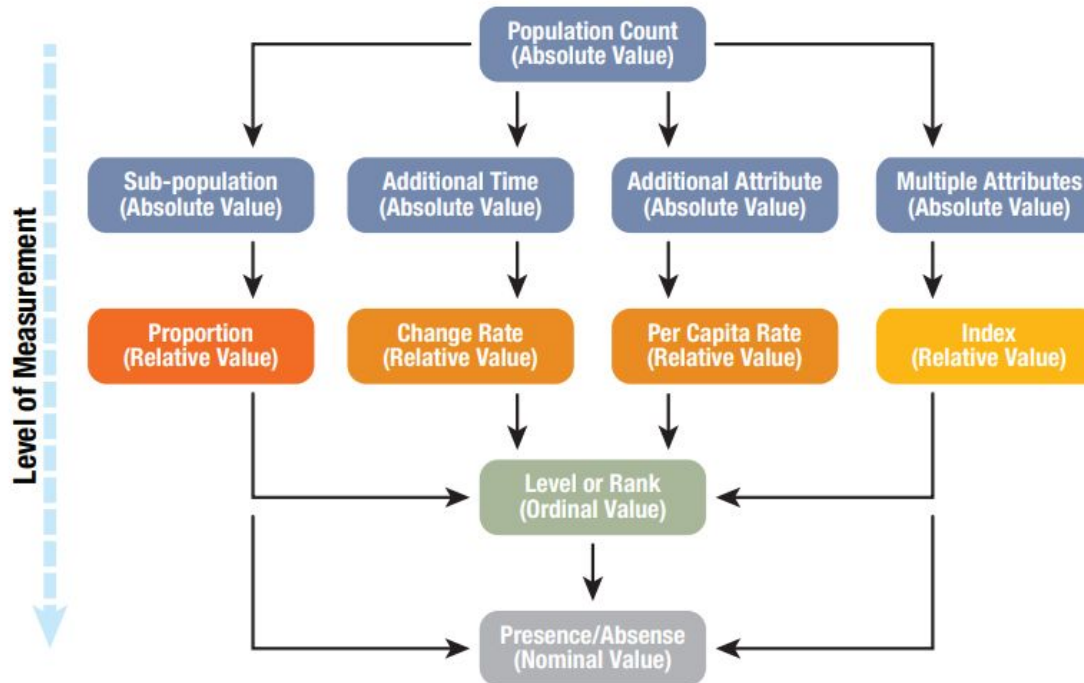


# Levels of Measurement



Mapping for a Sustainable World  
[Kraak, Roth, Ricker, Kagawa and Le Sourd (2020)]

# Data Transformation



*Mapping for a Sustainable World  
[Kraak, Roth, Ricker, Kagawa and Le Sourd (2020)]*



## General description

Thus, the recommender system should focus on the *Attribute, Time and Location (ATL) parameters* of the SDG indicator dataset.

Depending on the ATL configuration, different data visualization (and maps) types or methods can be recommended

Finally, the data transformation should be added in order *to see more alternative dataviz options for the same indicator*



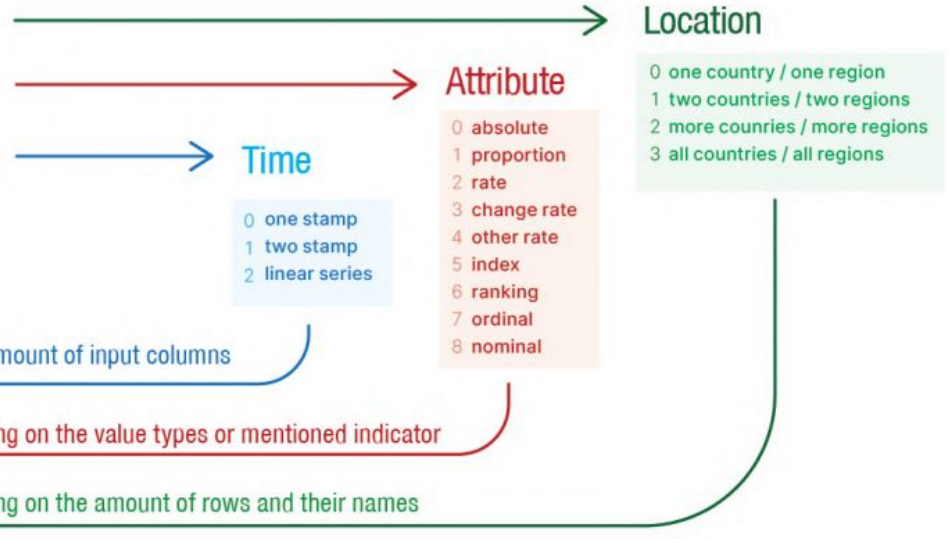
# Classification of ATL parameters

- **TIME:** one stamp, two stamps, time series
- **LOCATION:** one country, two countries, more countries, all countries (or regions)
- **ATTRIBUTE:** absolute, proportion, rate, change rate, other rate, index, ranking, ordinal, nominal

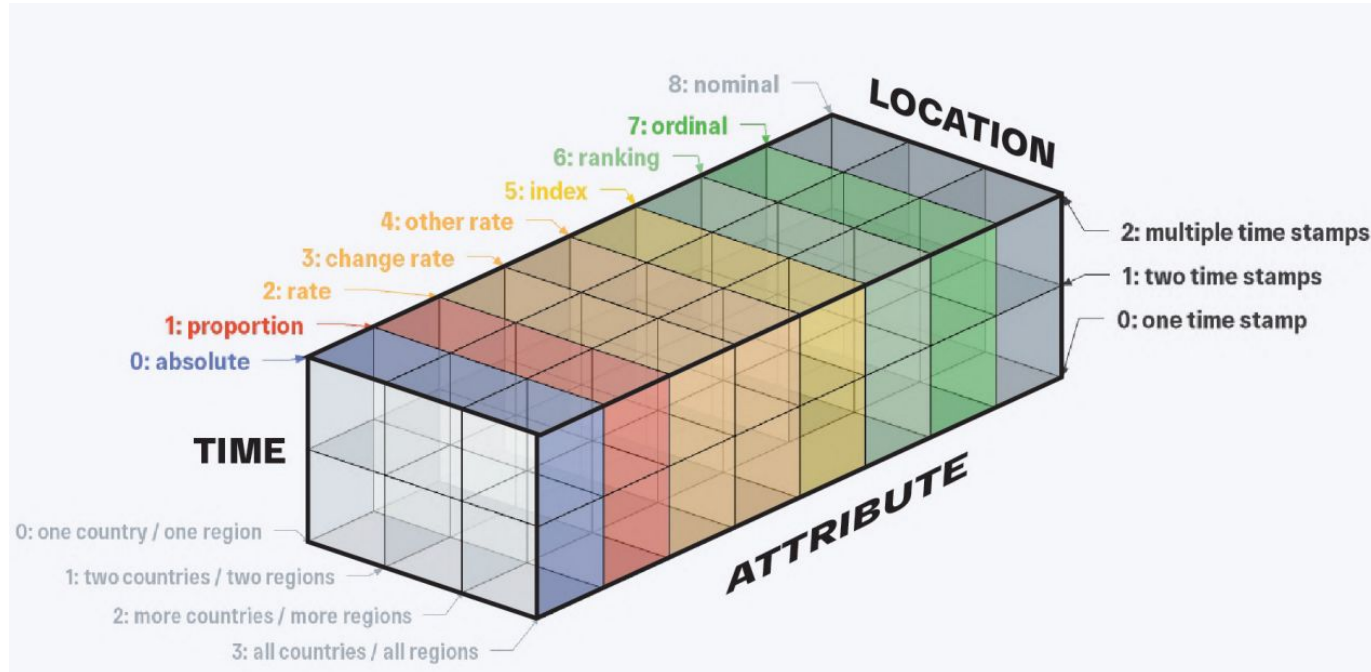
# Workflow of the recommender system

Location	2000	2001	2002	...
Germany	value	value	value	...
Indonesia	value	value	value	...
Kazakhstan	value	value	value	...
Australia	value	value	value	...
...	...	...	...	...

Formalize the (meta)input  
by the means of coordinates



# ATL Matrix

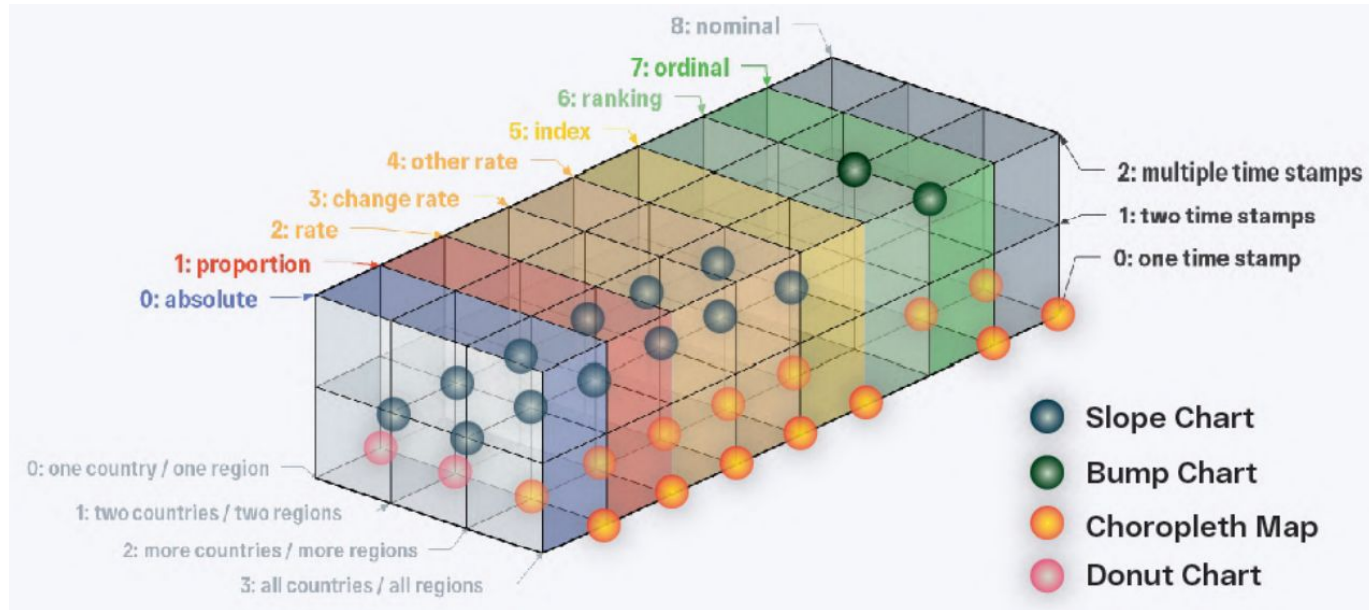




# ATL Matrix

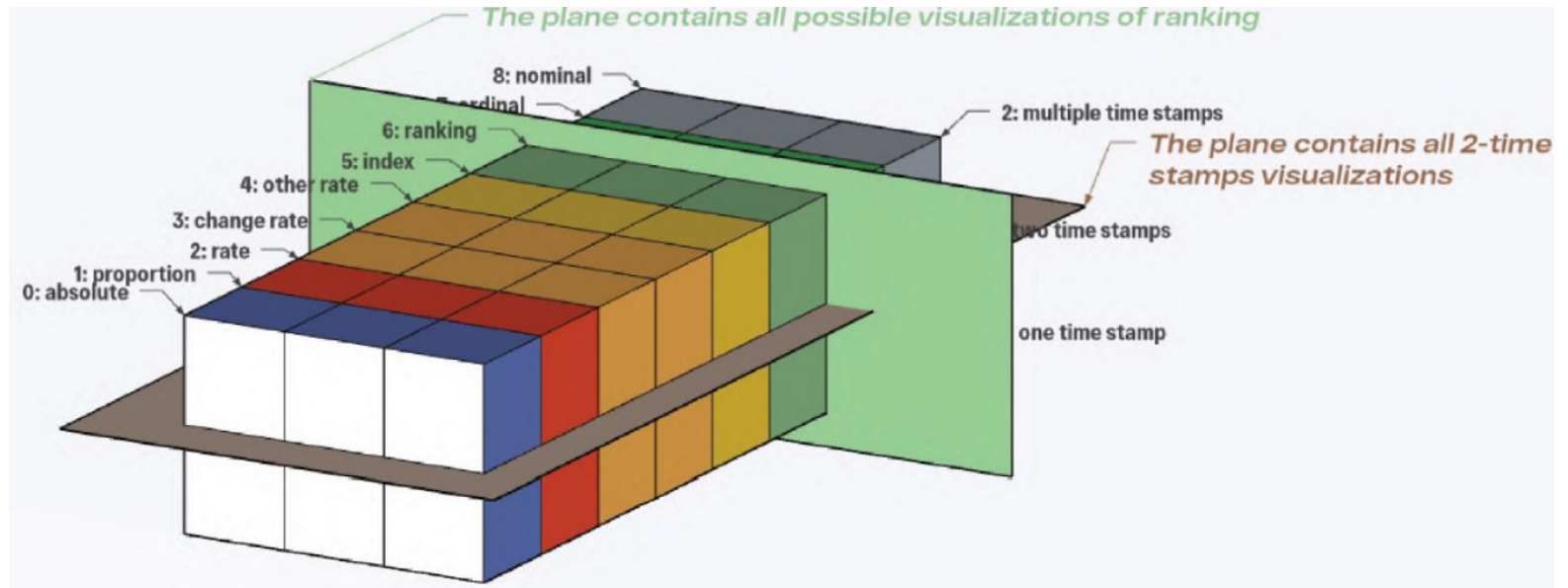
Following the recommendations from the data visualization textbooks, data visualization classification systems and also the reviewed chapters on diagrams and maps from *Mapping for a Sustainable World*, we can come up with a list of the data visualization types that can be located in the matrix

# ATL Matrix

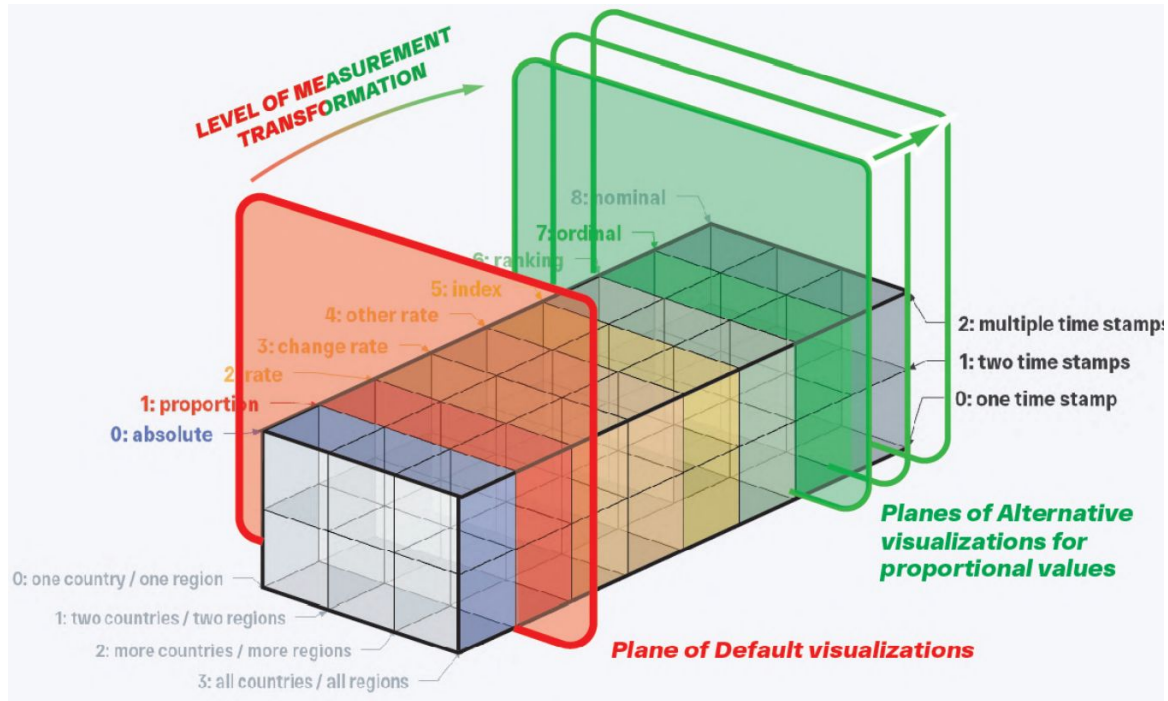




# ATL Matrix' Planes



# Data Transformation options in Matrix





# Outline

1. Motivation and Introduction
2. Objectives
3. Background
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion



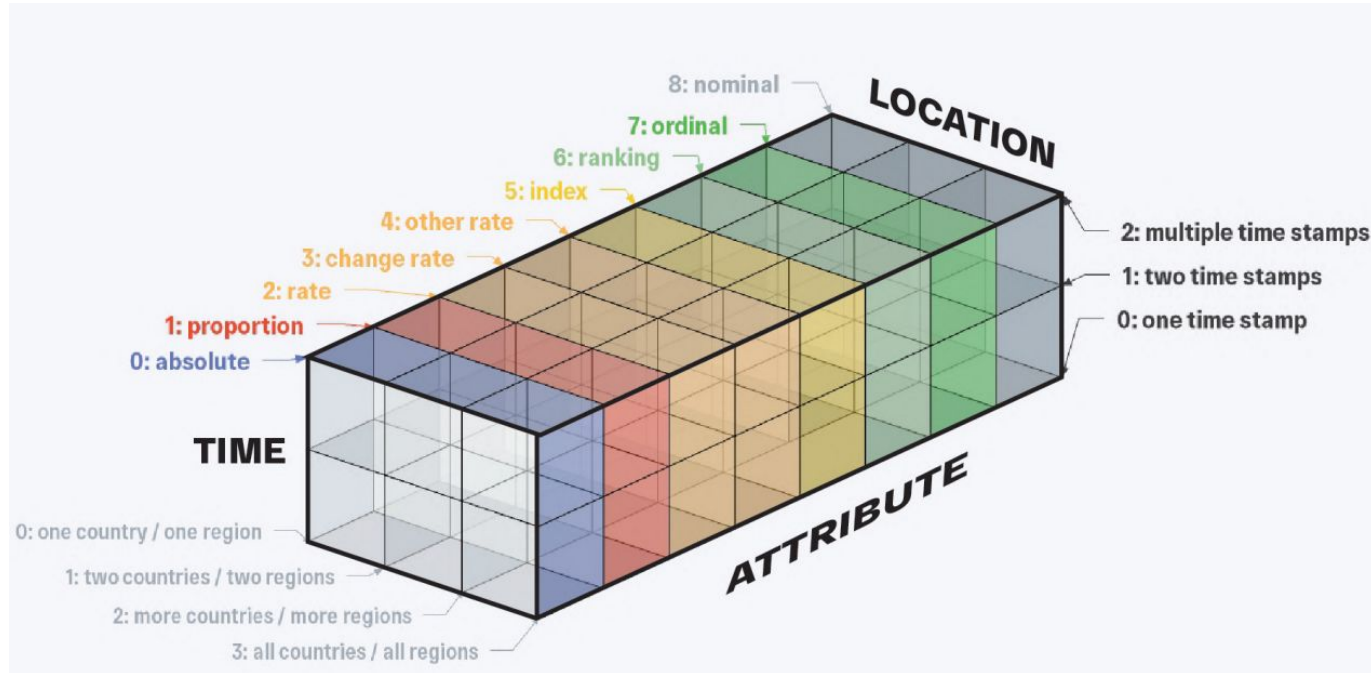
## Example 1: low level of ATL complexity

Germany and Poland with regards to their situation on indicator 5.5.2 (Proportion of women in senior and middle management positions) in 2018

Country	5.5.2_2018, %
Germany	28.58
Poland	39.52

How to visualize this?

# ATL Matrix



## Germany vs. Poland in 2018 for 5.5.2 indicator

1

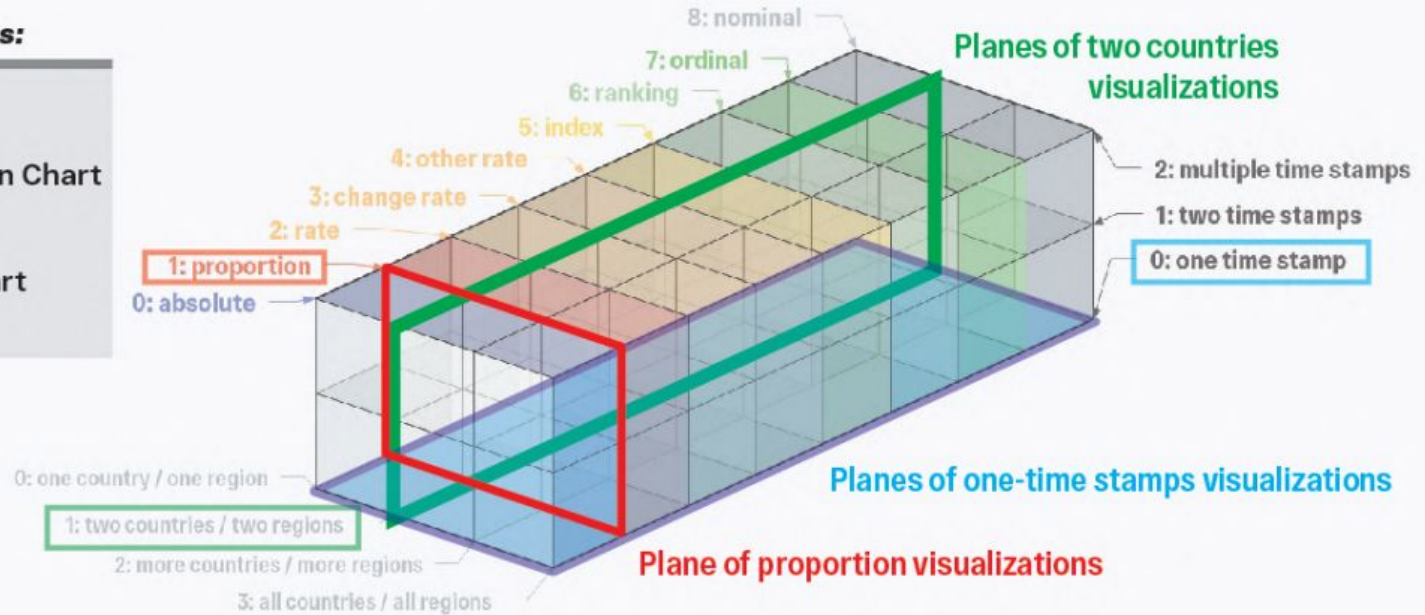
0

1

### Possible options:

Donut Chart  
Pie Chart  
Pictorial Fraction Chart  
Progress Bar  
Waffle Chart  
Solid Gauge Chart

.....



## Germany vs. Poland in 2018 for 5.5.2 indicator

1

0

1

### Proportion of women in senior and middle management positions in 2018

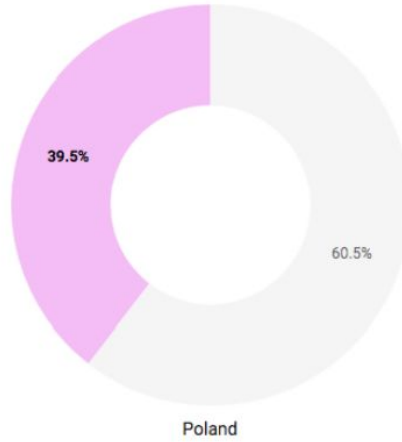
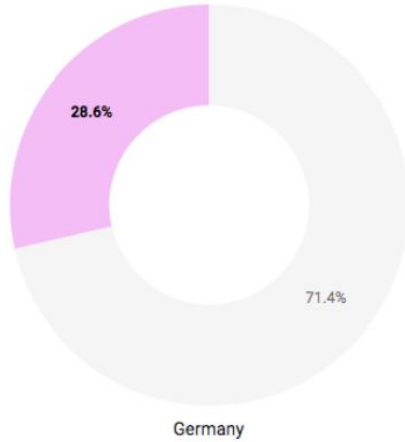


Chart: Iaroslav Boretskii, Cartography M.Sc., University of Twente | ITC • Source: <https://unstats.un.org/sdgs/dataportal/> • [Get the data](#) • Created with [Datawrapper](#)

3: all countries / all regions

### Proportion of women in senior and middle management positions in 2018

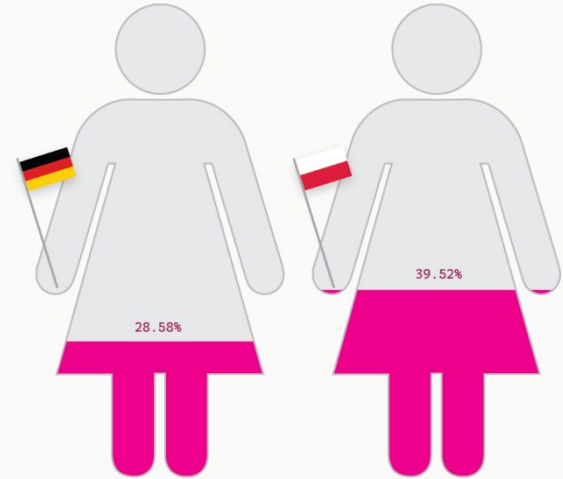


Chart: Iaroslav Boretskii,  
Cartography M.Sc., University of Twente | ITC

Source: <https://unstats.un.org/sdgs/dataportal/>



European Countries in 2018 for 5.5.2 indicator

1

0

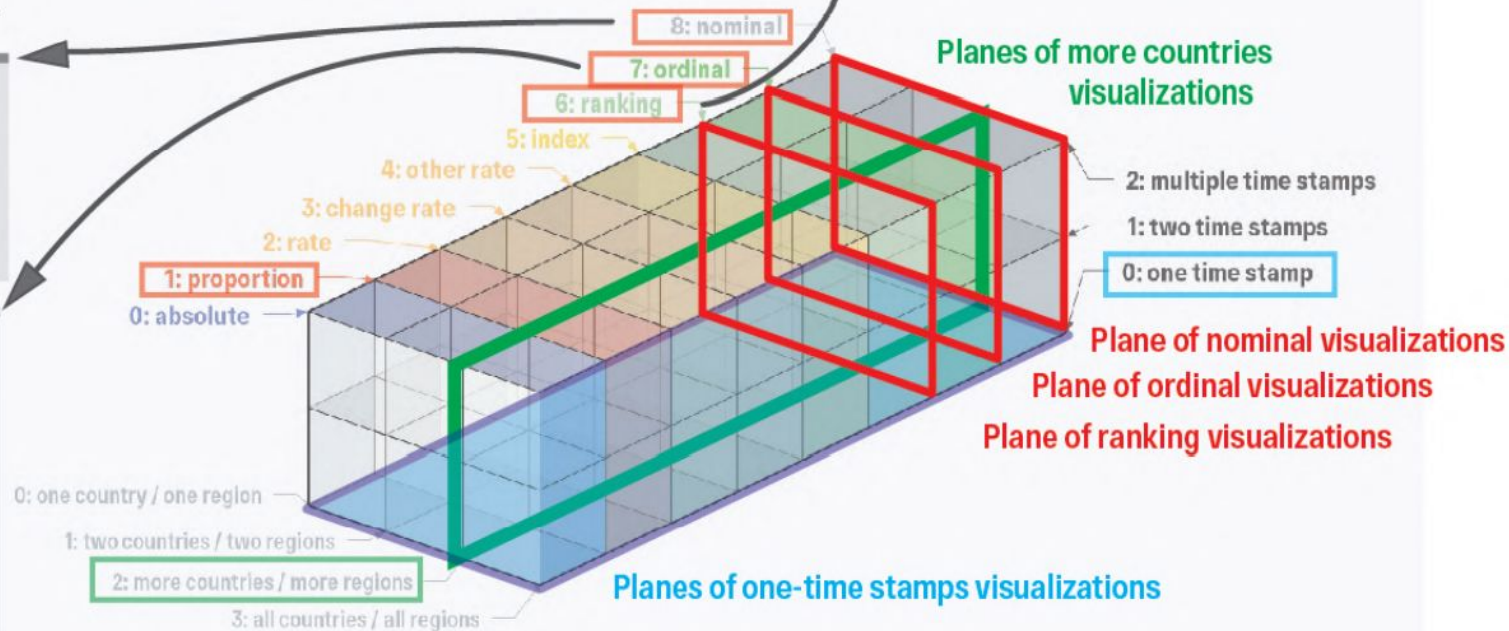
6 7 8

### Possible options:

- Choropleth map
- Hexagon map
- Dot Plot
- Symbol Plot
- ...

- Choropleth map
- Hexagon map
- Cartogram
- Dot Plot
- Tree Map
- Pyramid Chart
- Icon Count
- ...

- Rating list
- Rating table
- ...

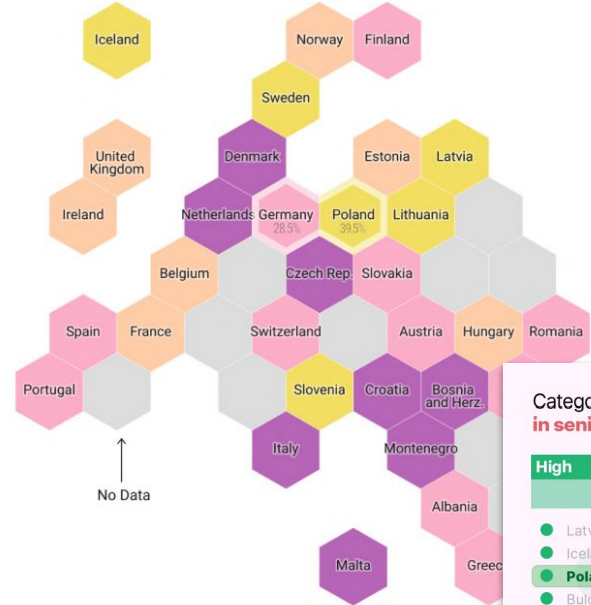




Categories of European Union countries for the proportion of women on the managerial positions (SDG indicator 5.5.2)

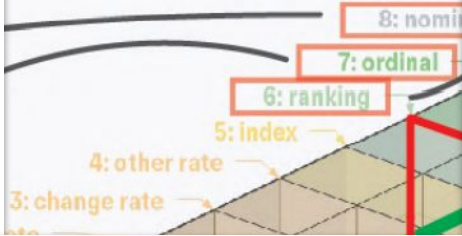
Germany still lose to Poland in a closing of gender gap

Bad Moderate Good Very Good



Map: Iaroslav Boretiskii, Cartography M.Sc., University of Twente | ITC • Source: <https://unstats.un.org/sdgs/dataportal/>

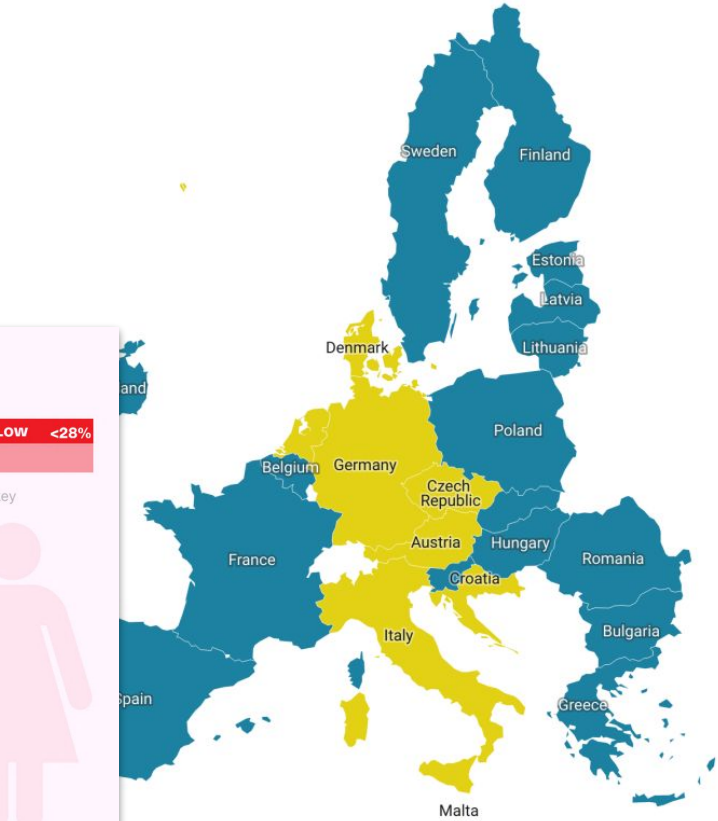
for 5.5.2 indicator  
678



Central EU countries needs to act to increase the share of women in senior and middle management up to 30%

Germany still lose to Poland in a closing of gender gap

No action is needed Requires action



Categories of European countries on proportion of women in senior and middle management positions in 2018

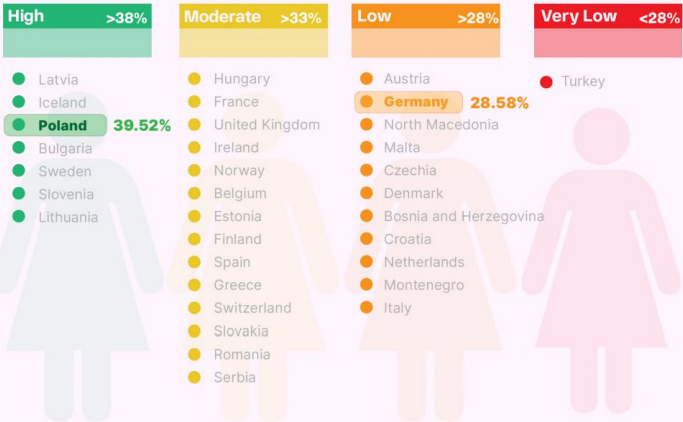


Chart: Iaroslav Boretiskii, Cartography M.Sc., University of Twente | ITC  
Source: <https://unstats.un.org/sdgs/dataportal/>



## **Example 2: higher level of ATL complexity**

Progress between 2005 and 2015 for Central and Southern Asia countries for two Goal 3 indicators: 3.4.2 Suicide mortality rate and 3.8.1 Coverage of essential health services

How to visualize this?

<b>Country</b>	<b>3.4.2-2005, per 100.000 inhabitants</b>	<b>3.4.2-2015, per 100.000 inhabitants</b>	<b>3.8.1-2005, index, 0 to 140</b>	<b>3.8.1-2015, index, 0 to 140</b>
Afghanistan	10.8	8.6	52	68
Bangladesh	13.8	10	60	92
Bhutan	11.8	12.4	78	118
India	17.1	13.7	35	52
Iran	15	18.6	108	140
Kazakhstan	68.2	39.3	60	74
Kyrgyzstan	21.7	16.1	53	68
Nepal	27	30.8	58	102
Pakistan	26	26.4	60	84
Sri Lanka	77.4	48.4	100	126
Tajikistan	5	5.4	46	67
Turkmenistan	25	9.4	59	69
Uzbekistan	13.9	12.7	56	72

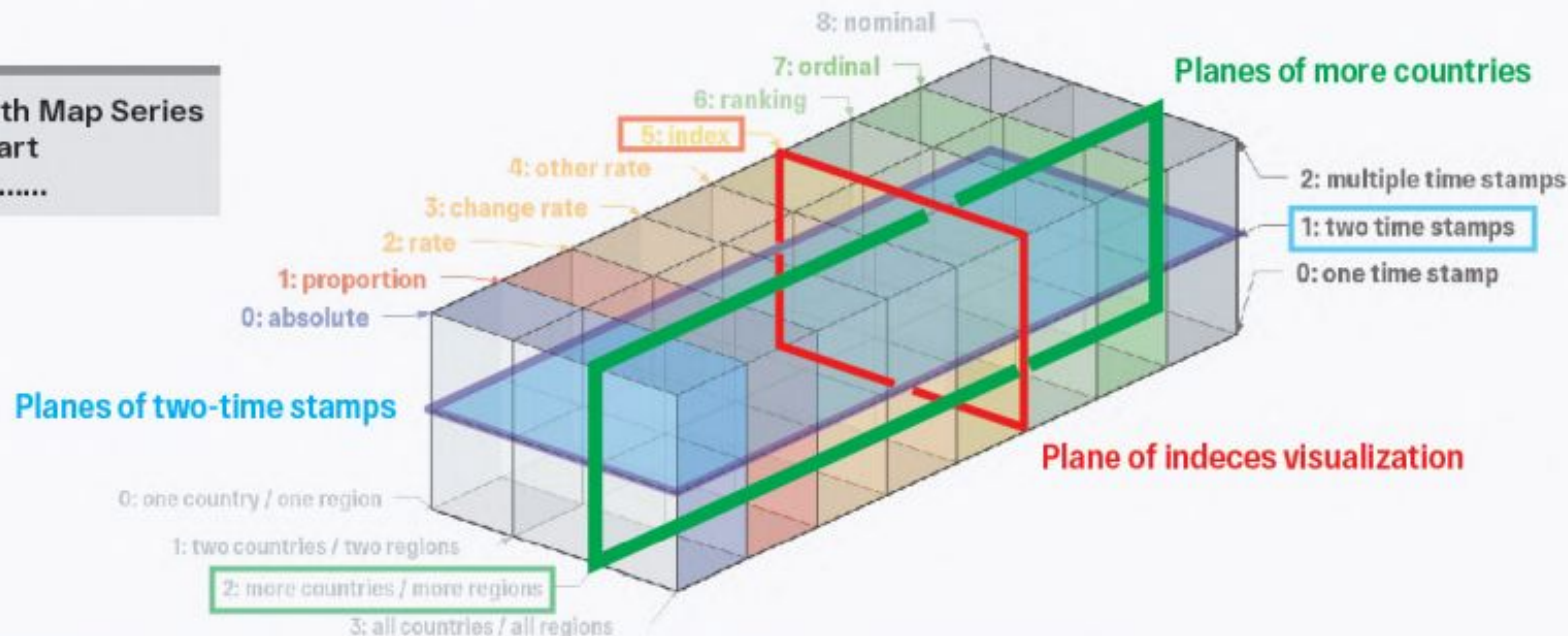
14 SE Asia countries between 2005 and 2015 for 3.8.1 indicator

2

1

5

- Choropleth Map Series
- Slope Chart
- .....



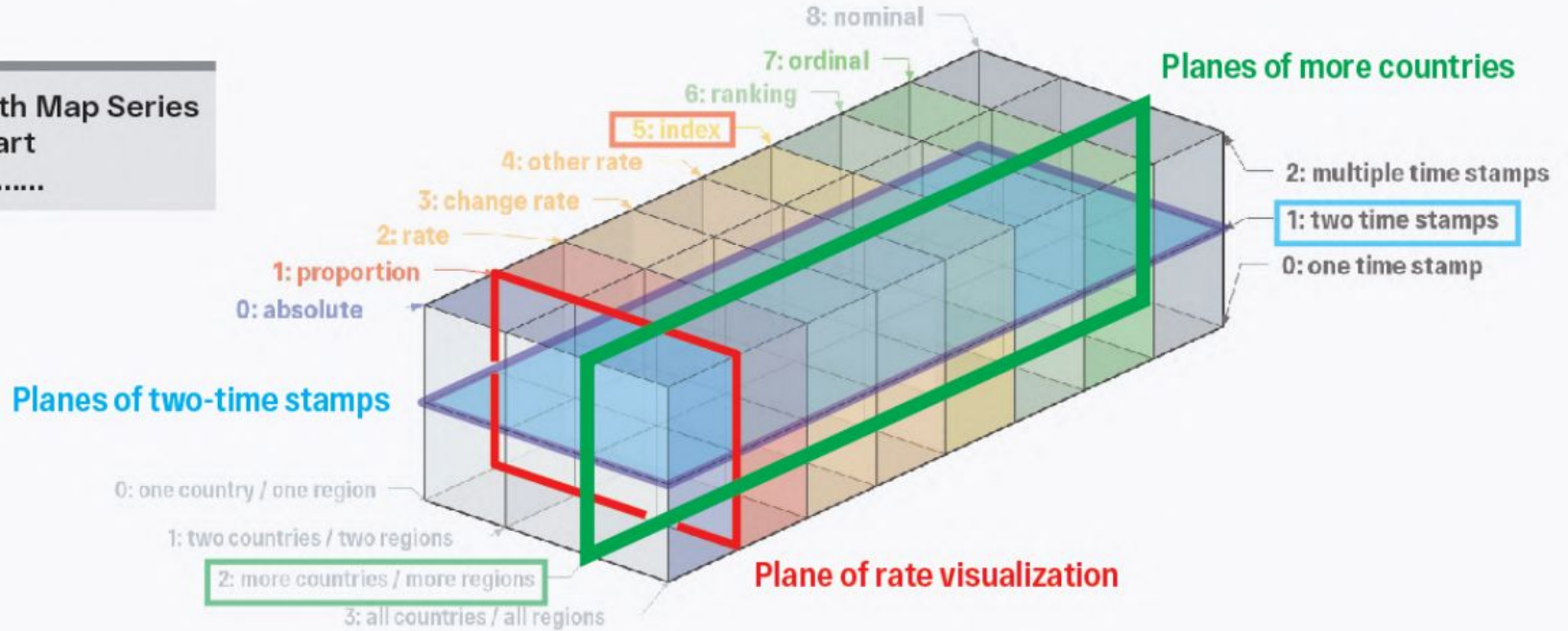
# 14 SE Asia countries between 2005 and 2015 for 3.4.2 indicator

2

1

2

- Choropleth Map Series
- Slope Chart
- .....





# 14 SE Asia countries between 2005 and 2015 for 3.4.2 indicator

2

1

2

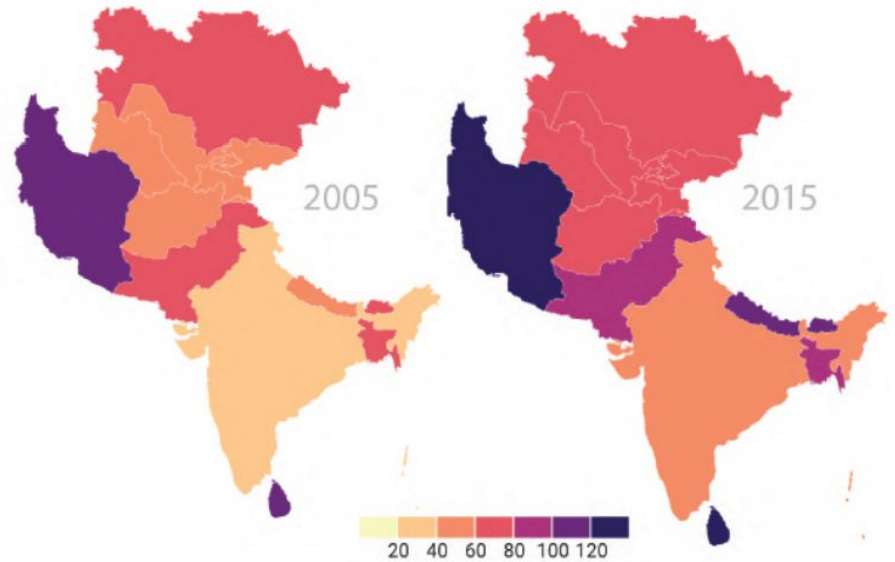
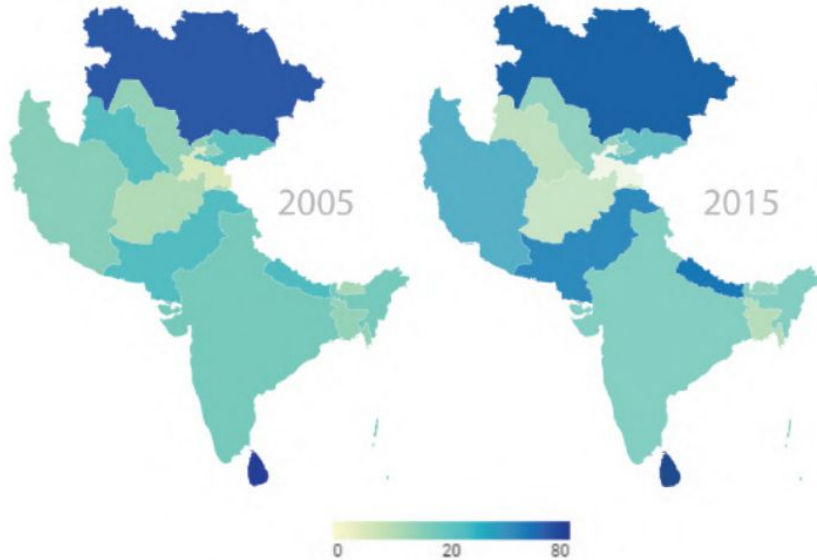
8: nominal

7: ordinal

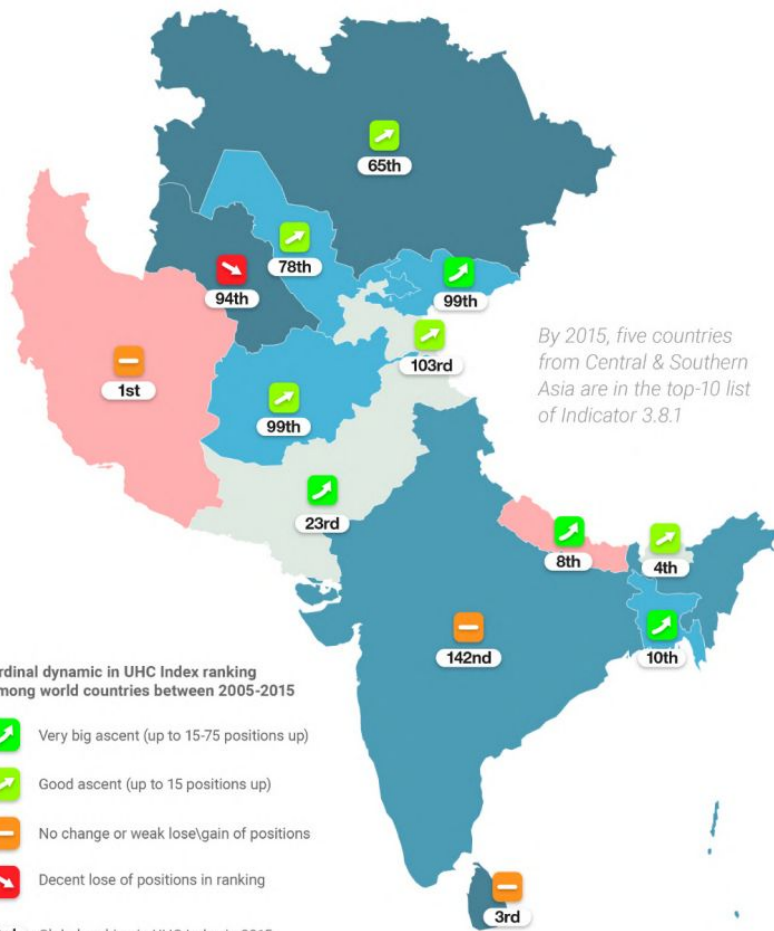
Planes of more countries

3.4.2 Suicide Rates per 100,000 inhabitants

3.8.1 UHC Index



<b>Country</b>	<b>3.4.2-2005, ordinal estimation</b>	<b>3.4.2-2015, ordinal estimation</b>	<b>3.4.2, ordinal progress</b>	<b>3.8.1-2005, ranking global</b>	<b>3.8.1-2015, ranking global</b>	<b>3.8.1, delta ranking</b>	<b>3.8.1, delta ranking ordinal</b>
Afghanistan	Moderate	Normal	Positive	110	99	11	Good ascent
Bangladesh	Moderate	Moderate	Positive	69	10	59	Great ascent
Bhutan	Moderate	Moderate	No Change	10	4	6	Good ascent
India	Moderate	Moderate	Positive	142	142	0	No change
Iran	Moderate	Moderate	Negative	1	1	0	No change
Kazakhstan	Extremely serious	Very serious	Very Positive	69	65	4	Good ascent
Kyrgyzstan	Serious	Moderate	Positive	107	99	8	Good ascent
Nepal	Serious	Very serious	Negative	80	8	72	Great ascent
Pakistan	Serious	Serious	No Change	69	23	46	Great ascent
Sri Lanka	Extremely serious	Very serious	Very Positive	2	3	-1	No change
Tajikistan	Normal	Normal	No Change	128	103	25	Good ascent
Turkmenistan	Serious	Normal	Very Positive	74	94	-20	Big drop
Uzbekistan	Moderate	Moderate	Positive	88	78	10	Good ascent







# Outline

1. Motivation and Introduction
2. Objectives
3. Background
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion



# Prototype

Link to the prototype:

<https://public.tableau.com/app/profile/iaroslav2247/viz/metadatavis-beta/MetaDataViz>



## Indicator

12.1

## Time

- ☐ (All)
- ☐ 0. One Stamp
- ☒ 1. Two Stamps
- ☐ 2. Multiple Stamps

## Location

- ☐ (All)
- ☐ 0. One Country / Region
- ☐ 1. Two Countries / Two Regions
- ☒ 2. More Countries / More Regions
- ☐ 3. All Countries / All Regions

Select manually the Available  
Data Transformation:

0. Absolute: 1-8
1. Proportion – 5. Index: 6-8
6. Ranking: 7-8
7. Ordinal: 8

## Alternative Attribute\*

(Multiple values)

SDG Indicator

Proportion of population living below the national poverty line, by sex and age

SDG Goal

1: No Poverty

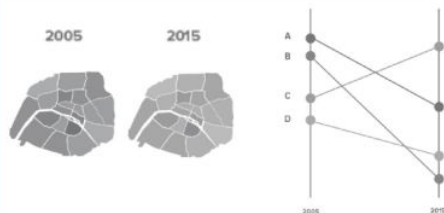
Original Mappable Value

1. Proportion

## Advised options

Choropleth Map Series

Slope Chart



## Alternative options

6. Ranking

7. Ordinal

8. Nominal

Rating Position Gain Over..

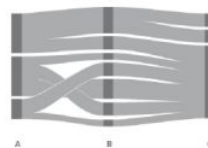
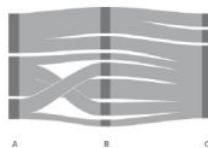
Alluvial Diagram

Choropleth Map Series

Alluvial Diagram

Choropleth Map Series

- 1 Australia ▲ +4
- 2 Ukraine ▲ +3
- 3 USA ▼ -2
- 4 Jamaica ▼ +11
- 5 Germany ▼ +15





# Back-End

# attribute Id Attribute	Abc attribute Attribute
0	0. Absolute
1	1. Proportion
2	2. Rate per Capita
3	3. Change Rate
4	4. Other Rate
5	5. Index
6	6. Ranking
7	7. Ordinal
8	8. Nominal

# breakdown/short Id Case	# breakdown/short Id Vis Type	# breakdown/short Id Attribute (Brea...	# breakdown/short Id Time	# breakdown/short Id Location
0	0	0	1	2
1	0	0	2	2
2	0	0	3	2

# location Id Location (Locat...	Abc location Location
0	0. One Country / Region
1	1. Two Countries / Two Regions
2	2. More Countries / More Regions
3	3. All Countries / All Regions



# time Id Time ...	Abc time Time
0	0. One Stamp
1	1. Two Stamps
2	2. Multiple Stamps

# sdgIndicators Id Sdgs	Abc sdgIndicators Indicator	# sdgIndicators Id Attribu...	Abc sdgIndicators description	Abc sdgIndicators key_measure	Abc sdgIndicators goal
0	1.2.1	1	Proportion of populat...	People	1: No Poverty
1	1.3.1	1	Proportion of populat...	People	1: No Poverty
2	1.5.1	1	Number of deaths, mi...	People	1: No Poverty
3	2.1.2	1	Prevalence of modera...	People	2: No Hunger
4	2.2.2	1	Prevalence of malnut...	People	2: No Hunger
5	2.c.1	5	Indicator of food pric...	Food Price	2: No Hunger
6	3.3.3	1	Malaria incidence per ...	People	3: Good Health

# vis/types Id Vis Type...	Abc vis/types Vis Type
0	Animated Choropleth ...
1	Bump Rating Chart
2	Choropleth Map
3	Choropleth Map Series
4	Horizontal Bar Chart
5	Pie chart



# Interface



## Indicator

16.10.2

## Time

- ☐ (All)
- ☐ 0. One Stamp
- ☐ 1. Two Stamps
- ☒ 2. Multiple Stamps

## Location

- ☐ (All)
- ☐ 0. One Country / Region
- ☐ 1. Two Countries / Two Regions
- ☒ 2. More Countries / More Regions
- ☐ 3. All Countries / All Regions

## Select manually the Available Data Transformation:

0. Absolute: 1-8
1. Proportion -- 5. Index: 6-8
6. Ranking: 7-8
7. Ordinal: 8

## Alternative Attribute\*

(Multiple values)

## SDG Indicator

Number of countries that adopt and implement constitutional, statutory and/or policy guarantees for public access to information

## SDG Goal

16: Peace, Justice & Institutions

Original Mappable Value

0. Absolute

## Advised options

Line Plot

Sorted Streamgraph

Here you can specify the complexity of your dataset to see the possible data visualization outputs

## Alternative options

### 1. Proportion

Animated Choropleth Map

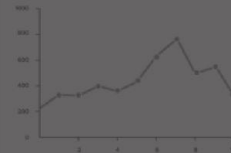
Choropleth Map Series

Line Plot



2005

2015



### 2. Rate per Capita

Animated Choropleth Map Choropleth Map Series



2005

2015





## Indicator

16.10.2

## Time

- ☐ (All)
- ☐ 0. One Stamp
- ☐ 1. Two Stamps
- ☒ 2. Multiple Stamps

## Location

- ☐ (All)
- ☐ 0. One Country / Region
- ☐ 1. Two Countries / Two Regions
- ☒ 2. More Countries / More Regions
- ☐ 3. All Countries / All Regions

## Select manually the Available Data Transformation:

- 0. Absolute: 1-8
- 1. Proportion – 5. Index: 6-8
- 6. Ranking: 7-8
- 7. Ordinal: 8

## Alternative Attribute\*

(Multiple values)

## SDG Indicator

Number of countries that adopt and implement constitutional, statutory and/or policy guarantees for public access to information

## SDG Goal

16: Peace, Justice & Institutions

Original Mappable Value

0. Absolute

Here is the short metadata section for a selected SDG indicator



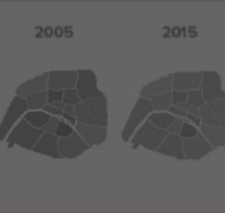
## Alternative options

### 1. Proportion

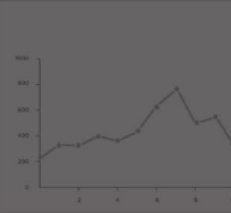
#### Animated Choropleth Map



#### Choropleth Map Series



#### Line Plot



### 2. Rate per Capita

#### Animated Choropleth Map







## Indicator

16.10.2

## Time

- ☐ (All)  
☐ 0. One Stamp  
☐ 1. Two Stamps  
☒ 2. Multiple Stamps

## Location

- ☐ (All)  
☐ 0. One Country / Region  
☐ 1. Two Countries / Two Regions  
☒ 2. More Countries / More Regions  
☐ 3. All Countries / All Regions

## Select manually the Available Data Transformation:

0. Absolute: 1-8  
1. Proportion – 5. Index: 6-8  
6. Ranking: 7-8  
7. Ordinal: 8

## Alternative Attribute\*

(Multiple values)

## SDG Indicator

Number of countries that adopt and implement constitutional, statutory and/or policy guarantees for public access to information

## SDG Goal

16: Peace, Justice & Institutions

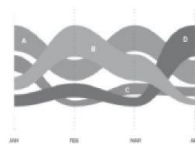
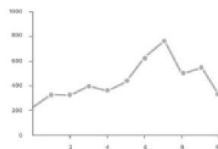
Original Mappable Value

0. Absolute

## Advised options

Line Plot

Sorted Streamgraph



## Alternative options

Here the originally advised options are presented with no data transformation involved

1. Proportion

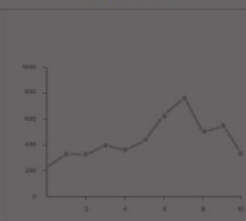
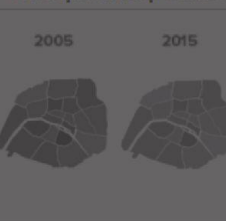
2. Rate per Capita

Animated Choropleth Map

Choropleth Map Series

Line Plot

Animated Choropleth Map Choropleth Map Series



**Indicator**

16.102

**Time**

☐ (All)

☐ 0. One Stamp

☐ 1. Two Stamps

☒ 2. Multiple Stamps

**Location**

☐ (All)

☐ 0. One Country / Region

☐ 1. Two Countries / Two Regions

☒ 2. More Countries / More Regions

☐ 3. All Countries / All Regions

SDG Indicator

**Number of countries that adopt and implement constitutional, statutory and/or policy guarantees for public access to information**

SDG Goal

**16: Peace, Justice & Institutions**

Original Mappable Value

**0. Absolute**

**Advised options**

☒ Line Plot ☐ Sorted Streamgraph

Here the alternative data visualization options are presented depending on your indicator and its original level of measurement

Select manually the Available Data Transformation:

0. Absolute: 1-8

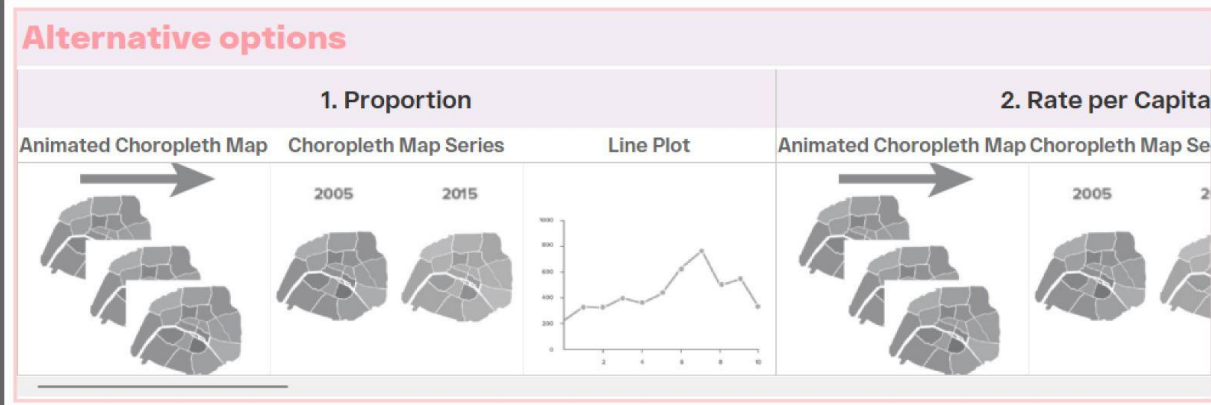
1. Proportion – 5. Index: 6-8

6. Ranking: 7-8

7. Ordinal: 8

**Alternative Attribute\***

(Multiple values)





# SDG MetaDataViz

Data Visualization Recommender System

## Indicator

12.1

## Time

☐ (All)

☐ 0. One Stamp

☒ 1. Two Stamps

☐ 2. Multiple Stamps

## Location

☐ (All)

☐ 0. One Country / Region

☐ 1. Two Countries / Two Regions

☒ 2. More Countries / More Regions

☐ 3. All Countries / All Regions

SDG Indicator

**Proportion of population living below the national poverty line, by sex and age**

SDG Goal

**1: No Poverty**

Original Mappable Value

**1. Proportion**

## Advised options

Choropleth Map Series

Slope Chart



Select manually the Available Data Transformation:

0. Absolute: 1-8

1. Proportion – 5. Index: 6-8

6. Ranking: 7-8

7. Ordinal: 8

## Alternative Attribute\*

(Multiple values)

## Alternative options

6. Ranking

7. Ordinal

8. Nominal

Rating Position Gain Over..

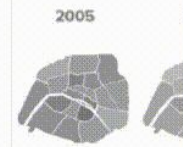
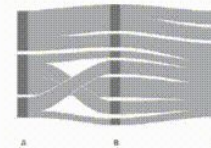
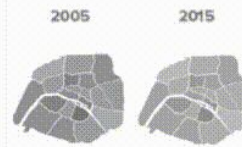
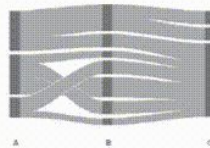
Alluvial Diagram

Choropleth Map Series

Alluvial Diagram

Choropleth Map Se

- 1 Australia ▲ +4
- 2 Ukraine ▲ +3
- 3 USA ▼ -2
- 4 Jamaica ▼ +11
- 5 Germany ▼ +15





# Outline

1. Motivation and Introduction
2. Objectives
3. Background
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion



# Results

Data visualization and SDG concepts were theoretically reviewed

Maps and diagrams were provided to demonstrate the data transformation effect

The system' concept was designed with connection to SDGs

The demonstrative prototype is available through Tableau Public



# Outline

1. Motivation and Introduction
2. Objectives
3. Background
4. Methodology
5. Validation
6. Prototype
7. Results
8. Conclusion

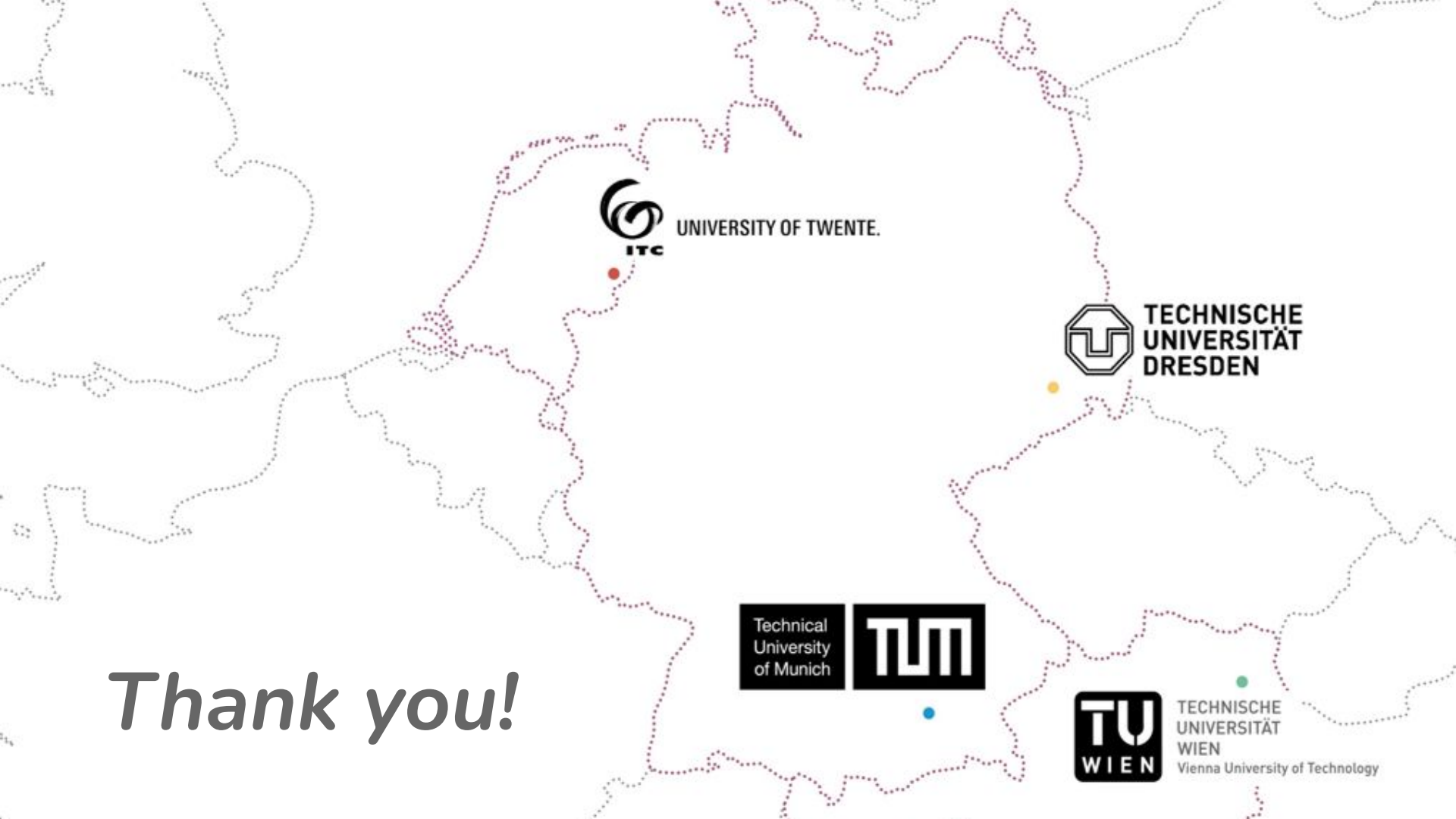


# Conclusions

**Data visualization:** wide concept, multiple interconnections

**Conceptualization:** not so straightforward to approach

**SDGs:** level of measurement transformation respectively  
“transforms the message”



UNIVERSITY OF TWENTE.



TECHNISCHE  
UNIVERSITÄT  
DRESDEN

Technical  
University  
of Munich



TECHNISCHE  
UNIVERSITÄT  
WIEN  
Vienna University of Technology

*Thank you!*