# COVID-19 ONLINE VISUALIZATION COLLECTION (COVIC)

VISION, CURRENT STATE, BENEFITS, RESEARCH QUESTIONS

January 16, 2021

Paul Kahn, p.kahn@neu.edu

### What Is the COVID-19 Online Visualization Collection (COVIC)

- Since early 2020, data visualization practitioners have created an astonishing number of "representations", all pointing at the same phenomenon: the COVID-19 pandemic and its effects throughout the world.
- A significant part of what appears online every day includes visualizations — images used to "explain" some aspect of the situation.

### **UPDATES: 2020 ELECTION RESULTS**

### Michigan's Wayne County Certifies Election Results After Brief GOP Refusal

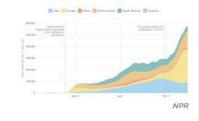
November 18, 2020 • The Republican members of the bipartisan Wayne County Board of Canvassers sought to block the certification of the state's most populous county — but they soon relented under withering criticism.



### GOATS AND SODA

### Coronavirus World Map: Tracking The Spread Of The Outbreak

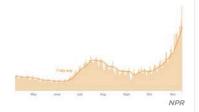
November 18, 2020 • A map of confirmed COVID-19 cases and deaths around the world. The respiratory disease has spread rapidly across six continents and has killed at least 1 million globally.



### SHOTS - HEALTH NEWS

# Coronavirus Is Surging: How Severe Is Your State's Outbreak?

November 18, 2020 • View NPR's maps and graphics to see where COVID-19 is hitting hardest in the U.S., which state outbreaks are growing and which are leveling off.



### What Is the COVID-19 Online Visualization Collection (COVIC)

- COVIC is an opportunistic collection of visualizations related to the COVID-19 pandemic.
- COVIC collects and classifies these representations, to make the collection available for future research.

### Coronavirus

# Pfizer to seek regulatory review for vaccine 'within days'

The company said its experimental coronavirus vaccine is safe and 95 percent effective.

By Carolyn Y. Johnson and Laurie McGinley

### New York City to close public schools and return to all-remote learning as virus cases rise

By Valerie Strauss . 1 hour ago

### LIVE UPDATES

Access to these updates is free

• 3:23PM

An outbreak at a group home and a frantic effort to Clorox wipe the virus away

• 2:56PM

New York City schools closing because of rising covid-19 rates

• 2:52PM

Dally Davis a baland found Madamala



(Jonathan Baran, Brian Monroe/The Washington Post)

#### Revie

### A covid-fighting tool is buried in your phone. Turn it on.

Millions of Americans now have access to free, anonymous coronavirus exposure notifications. Too bad so few people use them.

By Geoffrey A. Fowler

#### Voices from the Pandemic

### 'This is how we treat each other? This is who we are?'

Amber Elliott, a county health director in Missouri, says she is worried for her safety.



### Vision of COVIC

### We want COVIC to be

- a collection that defines and illustrates the range of visualization possibilities
- A collection that includes visualizations of both qualitative and quantitative information
- a problem space –
   how can visualization practice be used to address this problem?
- and a solution space –
   what techniques are being used at different times, in different languages, in different contexts?

### We want COVIC to provide

- a snapshot of information design practice
- a portrait of this moment of inflection accelerating the transition from print to online

### We want COVIC to preserve

- a broad multi-lingual, multi-cultural view of a global event
- A persistent record of ephemeral online visualization artifacts

### **COVIC Current State**

# Collecting Examples:

We've collected and catalogued over 2,000 articles containing visualizations related to the COVID-19 pandemic, published online between December 2019 to the present (January 2021).

### • Indexing Examples:

We have recorded metadata and a page image for each example.

# • Indexing Visualizations:

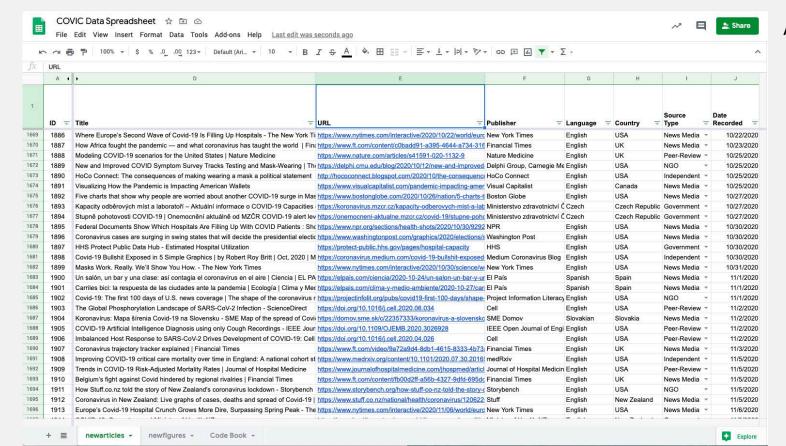
We are separately capturing and recording metadata for each visualization contained in each example.

Prototyping a research environment:

We have developed a minimum viable product (MVP) to browse, filter and search these images.

### **COVIC Metadata**

The complete COVIC collection of metadata is recorded in Google Sheets



### Article Metadata

### **COVIC Metadata**

The complete COVIC collection of metadata is recorded in Google Sheets

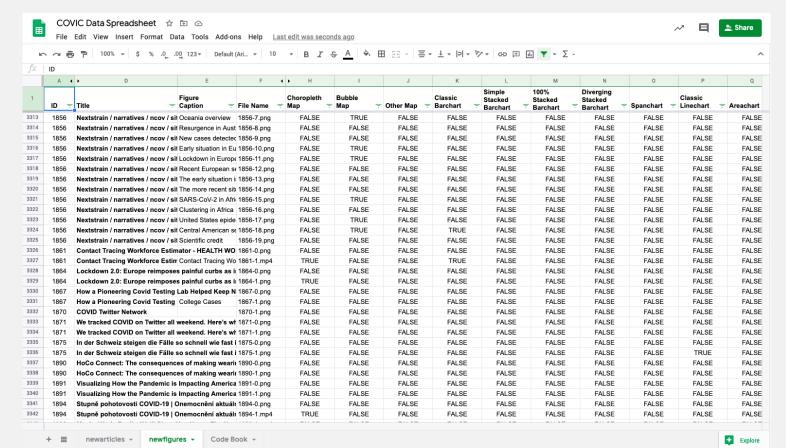
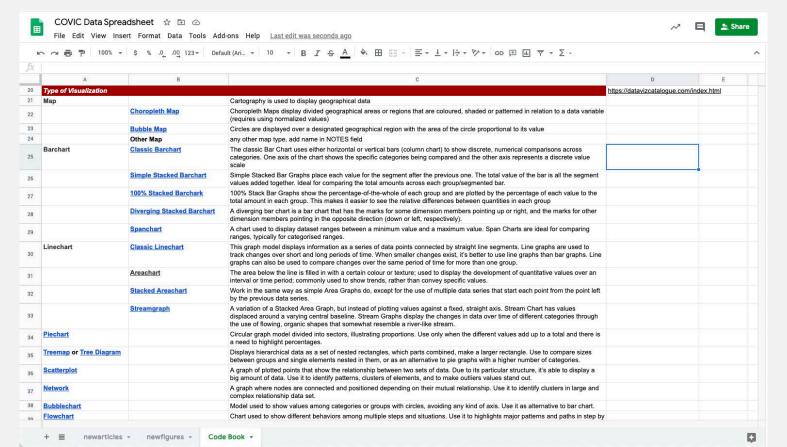


Figure Metadata

### **COVIC Metadata**

The complete COVIC collection of metadata is recorded in Google Sheets



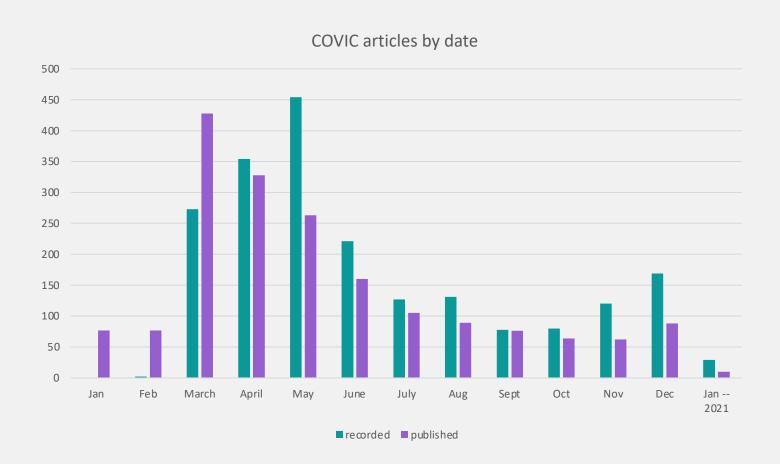
Code Book of Metadata definitions

# Preliminary Numbers: January 12, 2021 | Figures

- About 52% of all Page Images and individual figures are recorded
- About 4,400 Figures are recorded and entered in the spreadsheet
- Of the recorded Figures, more than 3,800 have been classified
- The average number of Figures per Article is 4.1
- The estimated number of page images and figures yet to be recorded is about 5,000

Total in COVIC		%
Articles TOTAL	2,054	
Articles missing intended message	191	9%
Articles with images recorded	1,073	
Articles without images recorded	981	48%
Page Images + Figures	5,274	
Page Images TOTAL	876	
Figures TOTAL	4,398	
Figures without metadata	646	15%
Average Figures per article	4.1	
Projected images to be recorded	5,002	

# Preliminary Numbers: January 12, 2021 | Articles by date recorded / published



# Preliminary Numbers: January 12, 2021 | Pages/Source Type

- About half of all the items are from News Media.
- Non-Governmental Organizations (NGO) includes universities and foundations
- Independent Media includes self-publishing, Medium publications, and pre-prints of journal articles
- Peer-Review Publications are scientific journals
- Government includes any government institution
- Commercial includes company blogs and website publications
- Social Media Posts include Twitter, Instagram, and Facebook

Source Type	Total	% of Total
News Media	1,094	53%
NGO	237	12%
Independent Media	209	10%
Peer-reviewed Publication	164	8%
Government	153	7%
Commercial	125	6%
Social Media Posts	71	3%
TOTAL ARTICLES	2,054	

### Most Common News Media Publications

- The New York Times, NPR and the Washington Post have published an extraordinary number of visualizations, many of which have been featured on their front/home page
- John Burn-Murdoch and others from the Financial Times have developed innovative techniques to present medical and nonmedical data
- The financial and business media (The Economist, Wall Street Journal, Bloomberg, Reuters)

News Media	# of articles
New York Times	189
Financial Times	113
The Economist	60
NPR	52
Wall Street Journal	48
Tages-Anzeiger	47
Washington Post	43
Bloomberg	38
Visual Capitalist	37
Reuters	33
Boston Globe	23
ВВС	20

# Preliminary Numbers: January 12, 2021 | Language and Country

- We have examples from 50 countries
- 81% of the items are in **English**.
- 70% are from **USA** and **UK**.

Country	#
USA	1,103
UK	371
Switzerland	73
China	63
France	59
Canada	46
Germany	38

Country	#
Italy	37
India	26
Japan	22
Spain	18
Singapore	17
Turkey	13
Brazil	12
Poland	9
South Africa	9
Sweden	8
New Zealand	8

# Preliminary Numbers : January 12, 2021 | Pages/Visual Techniques

- Include Data Update that refreshes on a regular basis (hourly, daily, weekly)
- Include **Video** at the article level
- Use the **Dashboard** format structured as a fixed-size tiled layout with no scrolling
- Use Scrollytelling (parallax scrolling) to control the movement and animation of separate elements in the foreground and background of the page

Source Type	Total	% of Total
Data Update	462	23%
Video	161	8%
Dashboard	151	7%
Scrollytelling	80	4%

# Preliminary Numbers : January 12, 2021 | Pages/Intended Message

Intended Messages	Total		
Communicate Current Medical State	1,045	Magnitude & Spread	811
		Supplies	234
Communicate Current Non-Medical State	733	Social	376
		Economic	310
		Environmental	47
Communicate Transmission and Infection	302		
Communicate Biomedical Research	193		
Flatten the Curve	130		
Data Viz advice, critique, and resources	123		
Future Model	121		
Historical	65		

# Preliminary Numbers : January 12, 2021 | Figures/Data Visualization Type

- There are more **Line charts** than **Bar charts**
- There are more **Other Charts** than **Maps**.
- There are more **Maps** than **Illustrations**.

LINE/AREA CHARTS	1,655	38%
BAR CHARTS	1,283	29%
ALL OTHER CHARTS	825	19%
MAPS	723	16%
ILLUSTRATION	497	11%

Data Visualization Type	#
Choropleth Map	400
Bubble Map	162
Other Map	161
Classic Bar chart	845
Simple Stacked Bar chart	163
100% Stacked Bar chart	92
Diverging Stacked Bar chart	87
Span chart	96
Classic Line chart	1,276
Area chart	250
Stacked Area chart	97
Stream graph	32
Pie chart	53
Treemap	55
Scatterplot	158
Network	52
Bubble chart	67
Flowchart	48
Heatmap	101
Radar	4
Scientific illustration	294
Instructional graphic	203
Other Chart	287

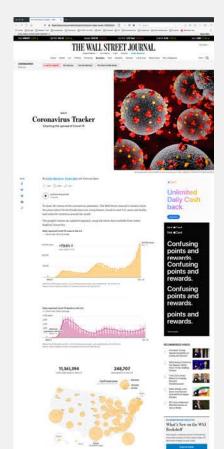
### Preliminary Numbers: January 12, 2021 | Figures/Interaction Techniques

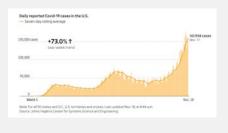
- Mouseover is commonly used to display additional information on maps, line, bar and pie charts
- Many visualizations present the same information for many countries, states or provinces as Small Multiples to aid comparison
- Filtering results is used to focus displays of long lists

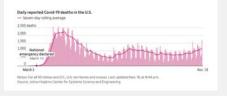
Technique	Total	% of Total
Mouseover	794	18%
Small Multiples	637	14%
Filtering	357	8%
Navigating (zooming/ panning /lens)	157	4%
Time-series animation	97	2%
Transition animation	92	2%
Brushing and linking	88	2%
Educational animation	63	1%

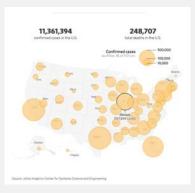
### Page Images and Figures

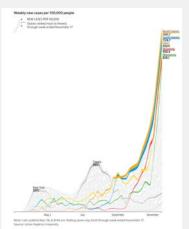
• We store page images and figures in PNG, JPG and GIF formats

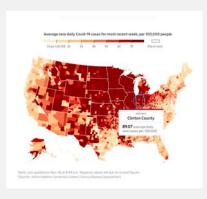


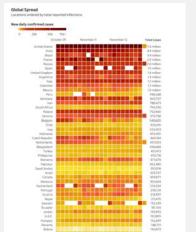












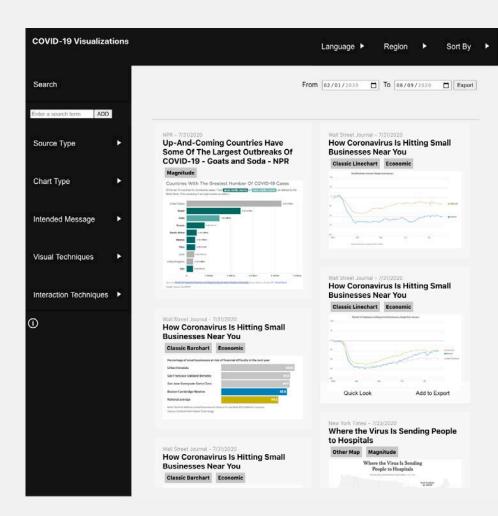
### Page Images and Figures

 We store animations for parallax scrolling, time series and other highly interactive visualizations in MP4 format



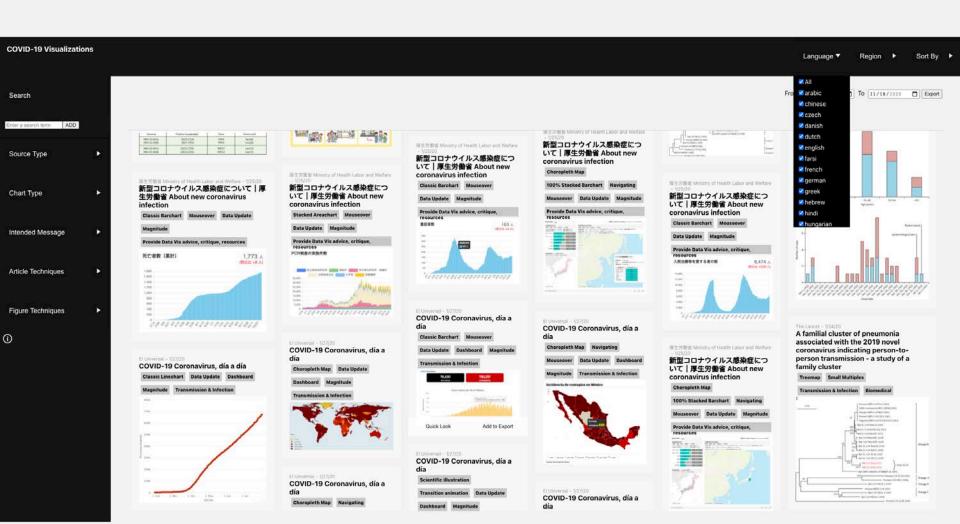
### **COVIC MVP Prototype**

- The COVIC MVP prototype is an application created with the Heroku app framework
- The app supports browsing, filtering and searching these images
- Images are loaded into the prototype as the metadata is completed



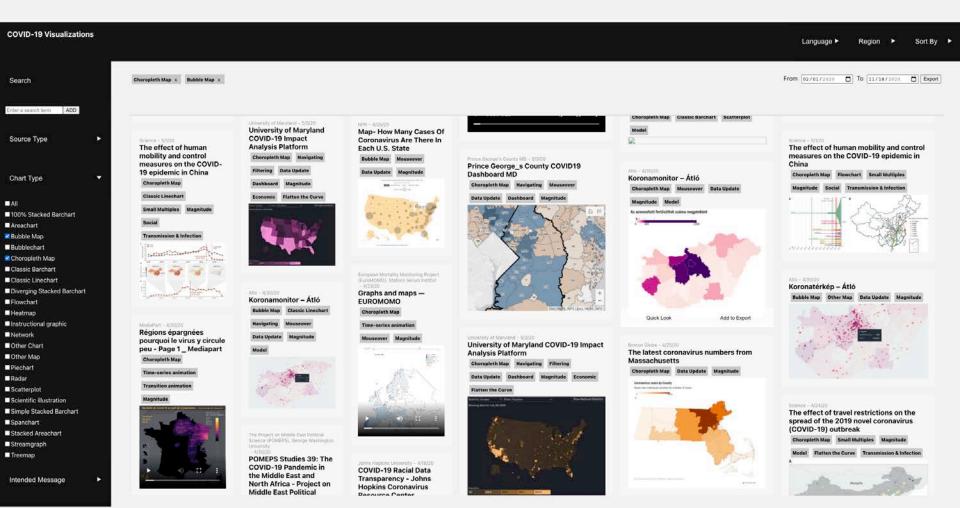
### **MVP** Prototype

# Displaying all languages



### **MVP** Prototype

### Filtering by Chart Types



### **Benefits of COVIC**

COVIC offers many benefits to the research community at large. We can view it as:

- A boundary object that joins visual design, journalism, public health, and public policy
- An unprecedented design research tool for students and faculty studying and practicing information design
- An illustration of how visualization topic and technique changes over time

- A proof of concept for how to create a research archive during an historic event
- A valuable data resource for Northeastern graduate students to support thesis development

### Visualization

- How do the visualizations about the same subject/event/story differ from one designer and publication to another? How do those differences reflect editorial style and communication goals?
- What types of visualization are used most frequent over the course of the pandemic? Does the most popular type change over time?
- What is the relationship between the type of data being represented, the choice of visualization technique, and the graphicacy of the intended audience?
- Where and why do new types of graphics emerge during the pandemic?

### Science, News Media and Government

- How does data flow from research studies to journal articles to stories in leading news outlets to social media posts? How do the visualizations 'evolve' from one context to another?
- How do the visualizations differ in the print and online presentations of the same stories from the same publisher?
- What are the comparative strengths and weaknesses of presenting visualizations as static graphics, video animation and scrollytelling animation?

### **Comparative Analysis**

- What are the strengths and weaknesses of the public health 'dashboards' that emerged during the pandemic?
- Do Governmental, NGO and Independent dashboards differ in design and content from News Media dashboards?
- How do color, size, position and level of interactivity influence the visual messaging?
- How do readers respond to the controls for interactive visualizations?

- What is the origin and history of the "flatten-thecurve" graphic? How did this chart with 3 lines influence the shut down the world economy?
- What are the predominant forms, tropes, and patterns of interactive visualizations that developed during the pandemic?
- What can we identify as best practices?
- Is there a style or styles we can associate with COVID-19 visualizations? How do these styles differ from visualizations of other topics or events?
- Does the COVIC collection demonstrate differences that could be attributed to national, regional or cultural styles?

- Do the subjects visualized differ by geographic area or political point of view?
- What did the movement and growth of visualizations related to COVID-19 on the front page of the NYTimes tell readers about the severity of the developing pandemic, during a period when the US President and other political leaders were in denial about the same subject?

What are the best methods for preserving and sharing 'interactive' visualizations? How can interactive visualizations be classified and analyzed? What can be learned by comparing different methods?

What are the challenges of creating an electronic archive of online visualizations, on the fly, during a global event?

Paul Kahn & Hugh Dubberly,
Information Design & Visualization Lecturers
Information Design Practitioners

- What is the most popular visualization type and why is this type used more than others?
- Is there any relationship between a specific graph type and the click-rate?
- Does the intended audience care about the accuracy of the data represented on COVID-19 graphs?
- Why do many designers prefer to use types of visualization (ex: choropleth maps, pie charts) that may convey misunderstanding of the data?

Yuke Li, Information Design & Visualization MFA student

- How to evaluate the usability/readability of diagram and graphs?
- What's the best form to present certain information?
- How to adjust the visualization to make them adapt to different groups of users?
- How to use interaction/animation to show the data clearly and avoid increasing the users' cognitive burden?

How can user research and testing be applied to make visualizations clearer and more concise to the user?

Zixuan Yang, Experience Design MFA student

### COVIC research team

### **Research Supervisor**

Paul Kahn, Lecturer

### **Dubberly Design Office**

Hugh Dubberly, Co-founder Matthew Siu, Software Development

# Center for Design, Northeastern University

Paolo Ciuccarelli, Director

# Co-Lab for Data Impact, Northeastern University

Pedro Cruz, Co-Director

### **Sponsorship**

Dubberly Design Office Center for Design, CAMD, Northeastern University

# Current and past members of the COVIC research team

### **Student Research Assistants**

### *Journalism*

- Alison Booth
- Jayden Khatib
- Matthew Wolfinger
- Mayra Parrilla Guerrero

### Information Design & Visualization

- Elizabeth Cory
- Yinan Dong
- Yuke Li
- Yuqing Liu

### Experience Design

Zixuan Yang

### COVIC thanks the people who helped make this possible

Northeastern Univ. Faculty and Students Christian Dicker, Dietmar Offenhuber, Ha Ta, Nik Brown, Ning Wang, Rachel Peterson, Siyue Tan

### **Our International Contributors**

Arushi Singh, Andreas Schneider, Andrew Tang, Andy Krackov, Antonio Solano, Aprisa Chrysantina, Attila Bátorfy, Bassel Abu Fakher, Ben Shneiderman, Catherine Plaisant, Chihiro Hosoe, David Bumbeishvili, David Serrault, Eric Reiss, Ewa Lenk, Hannes van Zyl, Irene Rietschel, Jack Lenk, Joep Paemen, Karim Chaibi, Kita Kaczmarek, Lewis Chou, Lily Diaz, Liuhuaying Yang, Lorenzo Scarpelli, M. Natsagbadam, Magga Dora Ragnarsdottir, Matteo Riva, Matthew Siu, Matthias Mueller-Prove, Max Spielmann, Megan Danielson, Nuno Correia, Rupesh Vyas, Sarah Callaghan, Sergelen Tsogt-Ochir, Susan Hazan, Tarun Deep Chhabra, Zeynep Ozturk, Zhengyan Yu