



Data Insights: New Ways to Visualize and Make Sense of Data (Paperback)

By Hunter Whitney

ELSEVIER SCIENCE TECHNOLOGY, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book. Data Insights: New Ways to Visualize and Make Sense of Data offers thought-provoking insights into how visualization can foster a clearer and more comprehensive understanding of data. The book offers perspectives from people with different backgrounds, including data scientists, statisticians, painters, and writers. It argues that all data is useless, or misleading, if we do not know what it means. Organized into seven chapters, the book explores some of the ways that data visualization and other emerging approaches can make data meaningful and therefore useful. It also discusses some fundamental ideas and basic questions in the data lifecycle; the process of interactions between people, data, and displays that lead to better questions and more useful answers; and the fundamentals, origins, and purposes of the basic building blocks that are used in data visualization. The reader is introduced to tried and true approaches to understanding users in the context of user interface design, how communications can get distorted, and how data visualization is related to thinking machines. Finally, the book looks at the future of data visualization by assessing its strengths and weaknesses. Case studies from...



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