

## Visualization – what for?



 General definition:
Visualization = utilizing computer graphics technology to enable insight into data

## Task categories:

- visualization for exploration / analysis
  - exploration: detecting the unexpected
  - analysis: confirming/rejecting hypotheses
  - interactive visual information drill-down
  - visualization as expert tool
- visualization for presentation
  - presentation: communication of findings to others
  - ranging between static and interactive graphics
  - includes visualization for "the masses"
  - special requirements wrt. comprehensibility, credibility



































