EVALUATION

1. Insight
2. Low-level tasks
3. Communicative (intended message - efficiently, correctly)

Why is it Good
1. It provides insight
2. It follows principles that Tutte decrees
3. Because you choose an appropriate mechanism for evaluation

Munzner’s model is interesting for development process
- not just evaluation

DATA/Problem
Abstraction
Encoding/Design
Implementation

Evaluation/Validation vs. Threats
Tuttle Corruption

- passive voice (avoid passive forms of "to be")

Beats up on large scale analysis

MOS, data mining, factor analysis

& and he doesn't say why! (his own game - effects without cause)

Are bullets really evil? [Presentation is another whole topic]

Tuttle as hypocrite

- doesn't explain assertions
- rests on authority
- repackages
- cherry picks

[does look at the position of these things]
Curious - Tufte's critique is the closest we get to "how to"
Good is what Tufte says is good! (reasoned as good via critique)

Emphasis - (at begin)
- Citations of Data
- Credibility of Author
- Title (inform viewer of intent)
- Legends

Principle 2: Comparisons

Principle 2: Causality, Mechanism, Structure, Explanation
- not really, correlation not causality
- in practice involves bringing more data to bear (Principle #3)

Principle 3: Multivariate Analysis

Principle 4: Integration [Why?]
- Why not?

"Whatever it takes to explain something"

Principle 5: Documentation
- Provenance (big topic in Vis!)

(credibility is a unique issue to presentation)

Principle 6: Content
- means something different to Tufte (who is about presentation)