

Dr. Jessica Witt

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Title: Designing Visualizations from a Vision Science Perspective

Abstract: Visualizing data means transforming quantitative information into visual variables. The goal is to harness the immense processing power of the brain's visual system to communicate or gain insights about the data. This talk will discuss how to empirically determine which visualizations are more effective than others and will describe some insights that have been gained through empirical studies on best techniques for visualizing data.