Keynote

Views on Visual Analytics

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Abstract
Visual analytics is both an exciting and a challenging area. In this talk some views on Visual Analytics are given, where these aspects reoccur. It starts with definition: What is it about? Some people find this difficult to understand; on the other hand, its wide scope opens many vistas. An attempt will be made to make this clear, for once and for all. Next, what is good visual analytics? Some examples will be given, and thoughts on how to evaluate. Evaluation is notoriously difficult in visualization, and for visual analytics this is even more so. Possible routes on how to proceed are discussed, based on results from the VisMaster coordinated action.

Biographical Note
Jarke van Wijk received a MSc degree in industrial design engineering in 1982 and a PhD degree in computer science in 1986, both from Delft University of Technology, both with honors. He worked at a software company and at the Netherlands Energy Research Foundation ECN before he joined the Technische Universiteit Eindhoven in 1998, where he became a full professor of visualization in 2001. His main research interests are information visualization, visual analytics, mathematical visualization, and flow visualizion, focusing on the development of new visual representations. He has co-authored more than 100 papers in the areas of visualization and computer graphics.

He has been paper cochair for IEEE Visualization (2003, 2004), IEEE InfoVis (2006, 2007), IEEE VAST 2009, IEEE Pacific Vis 2010, and he was general chair of IEEE InfoVis in 2008. He received the IEEE Visualization Technical Achievement Award in 2007 for his work on flow visualization, best paper awards at IEEE InfoVis 2003 and IEEE Visualization 2005, and the Henry Johns Award 2009 for his work on cartography.