TOWARDS ECOLOGICAL VALIDITY IN EVALUATING UNCERTAINTY

P Samuel QuinanSarah H. Creem-RegehrMiriah Meyer

ECOLOGICAL VALIDITY¹

¹ how closely the experimental setting matches the setting in which the results will be applied



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previous **design study** centered around improving the efficacy of visualizations in meteorological decisions

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determining how visualizations affect decisions is incredibly difficult

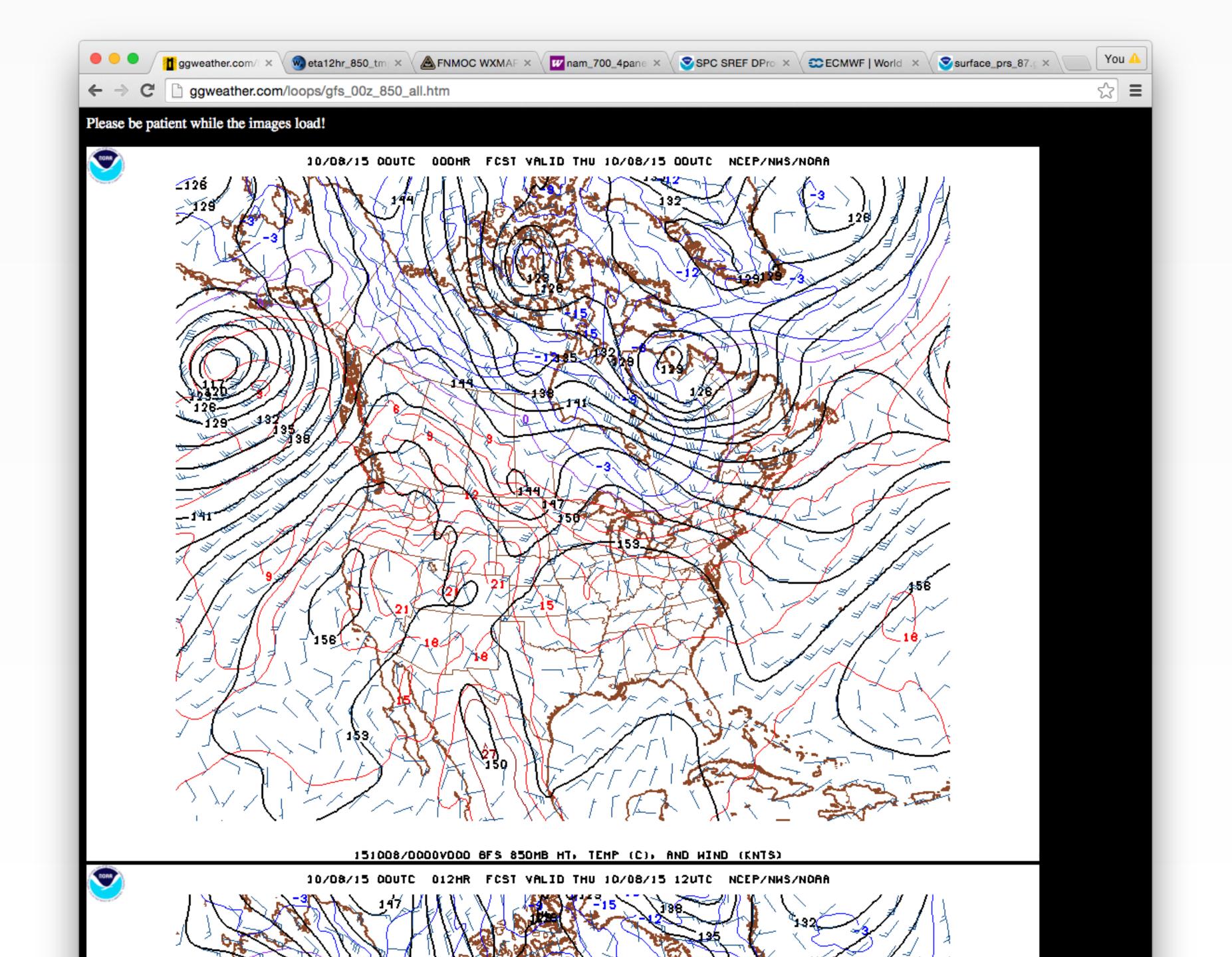
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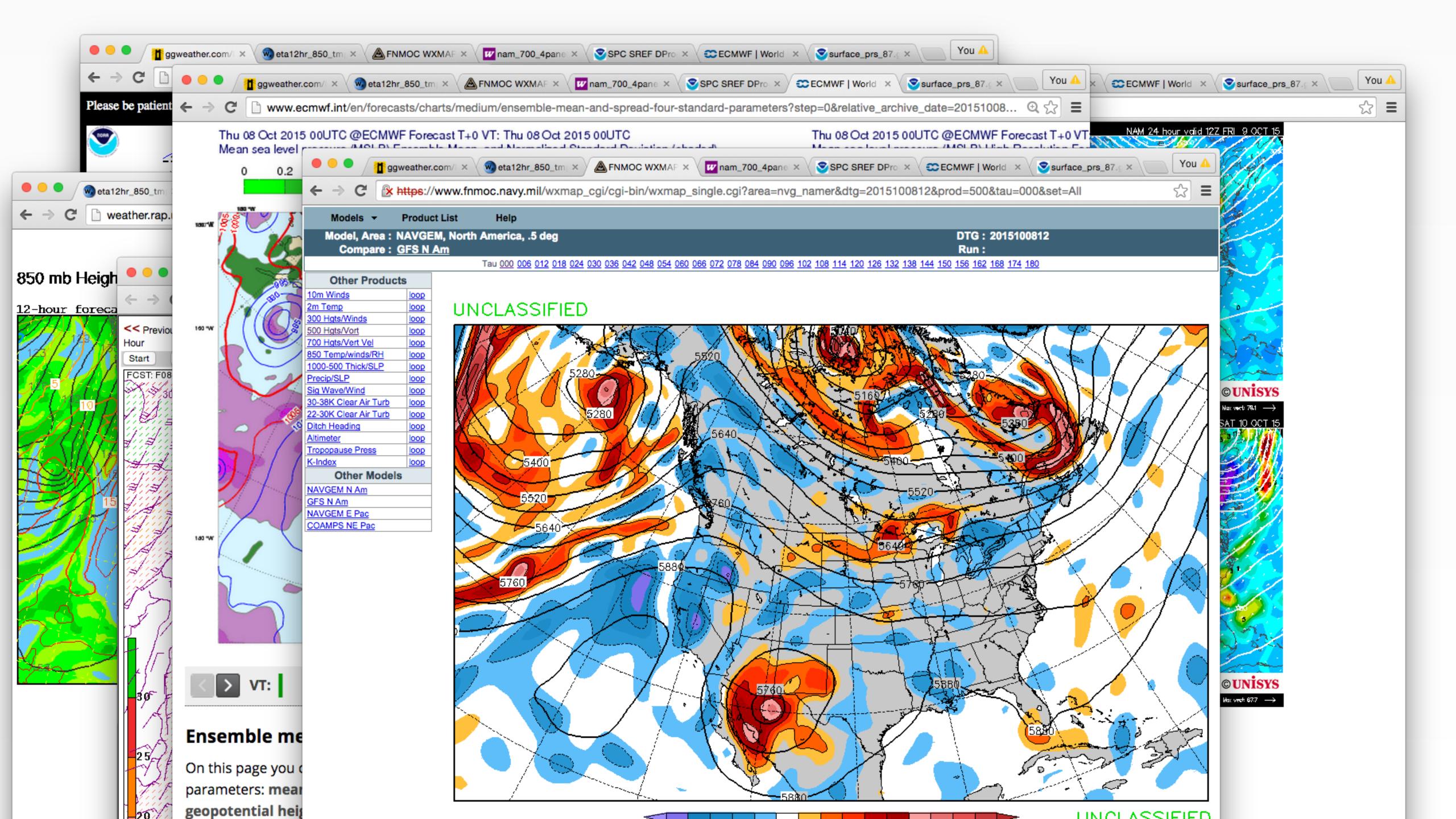
determining how visualizations affect decisions is incredibly difficult

decision-making contexts may require fundamentally different evaluations

previous design study centered around improving the efficacy of visualizations in meteorological decisions

THE FORECASTING PROCESS



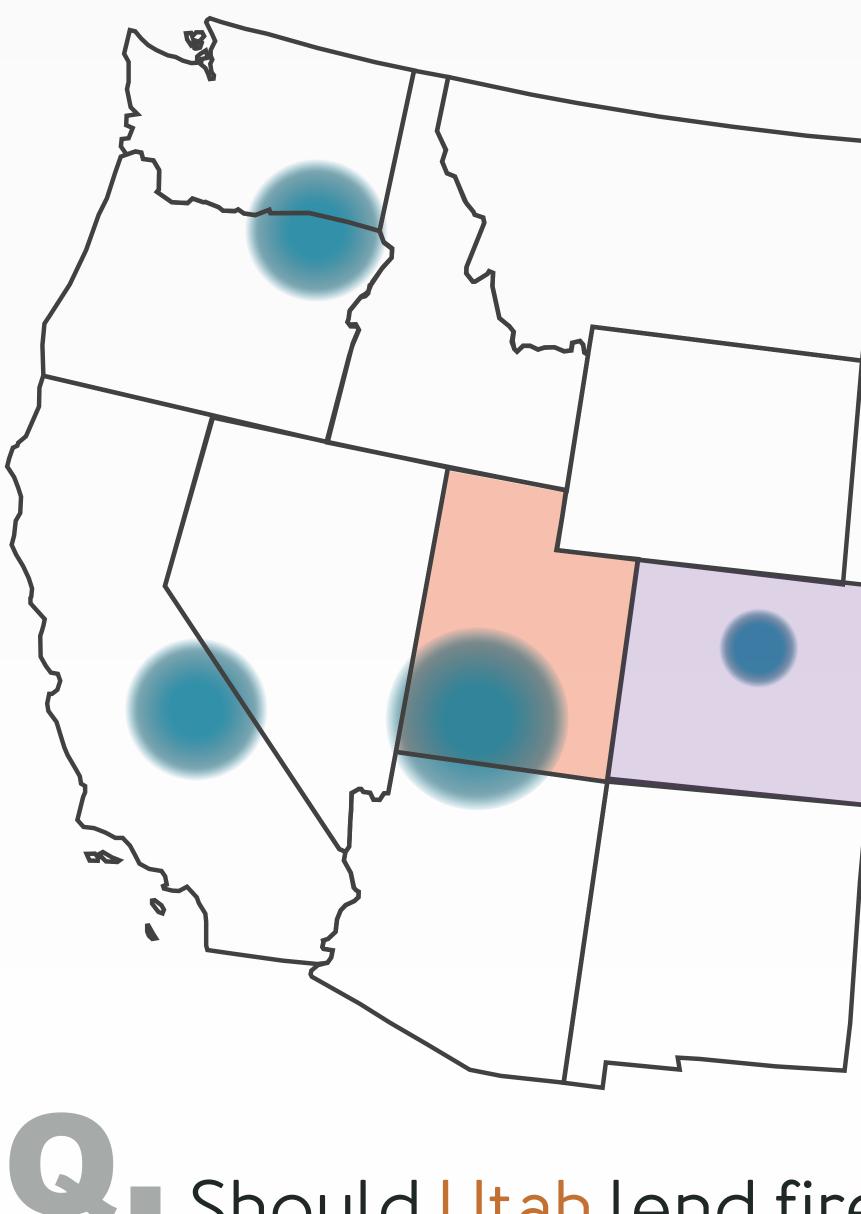


AGGREGATE MENTAL MODEL



⁴⁶ Thus, simply showing a complex visualization, expecting a user to extract the necessary information, and to be finished is an oversimplification of how complex visualizations are used. ⁹⁹

- Trafton and Hoffman, 2007



WILDFIRE POTENTIAL



Should Utah lend firefighting teams to Colorado?

The complexities of real-world decisions are difficult (if not impossible) to model in a controlled lab study.

THE CURRENT STATE OF VISUALIZATION EVALUATION

USER STUDIES

11

USER STUDIES

CASE STUDIES

USER STUDIES control

CASE STUDIES

→ realism

USER STUDIES

tell us why an effect exists, but relevance is questionable

CASE STUDIES

→ realism

USER STUDIES

tell us why an effect exists, but relevance is questionable

CASE STUDIESrealism

demonstrate that a relevant effect exists, but why remains unclear

DESIGNING FOR ECOLOGICAL VALIDITY

GOAL: to evaluate the effect of uncertainty visualizations on forecasting

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- five week, longitudinal study

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- added uncertainty visualizations, three of five weeks

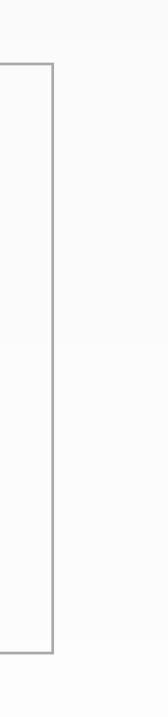
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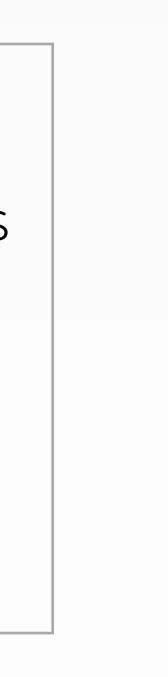
WEEK 1 baseline WEEK 2 WEEK 3 WEEK 4 WEEK 5 baseline



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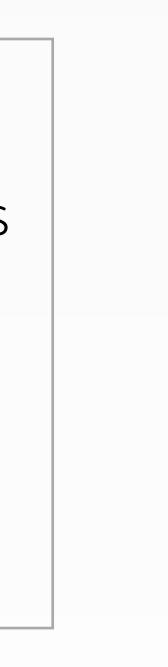
WEEK 1 baseline **WEEK 2** plume diagrams WEEK 3 WEEK 4 WEEK 5 baseline



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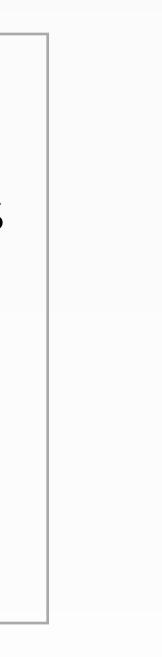
WEEK 1 baseline **WEEK 2** plume diagrams **WEEK 3** mean + std dev WEEK 4 WEEK 5 baseline



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GOAL: to evaluate the effect of uncertainty visualizations on forecasting

- five week, longitudinal study
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- added uncertainty visualizations, three of five weeks
- treated forecasting process like a black-box
- accuracy with vs. without additional uncertainty visualizations

WEEK 1 baseline **WEEK 2** plume diagrams **WEEK 3** mean + std dev **WEEK 4** spaghetti plots WEEK 5 baseline



DESIGN CHOICE 1 Working with Quasi-Experts

- senior, self-selected members of undergraduate forecasting club

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- publicly release daily 5-day forecasts, which are actually used

- not yet professionals...

- senior, self-selected members of undergraduate forecasting club

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- senior, self-selected members of undergraduate forecasting club
- publicly release daily 5-day forecasts, which are actually used
- not yet professionals...but also not professionals

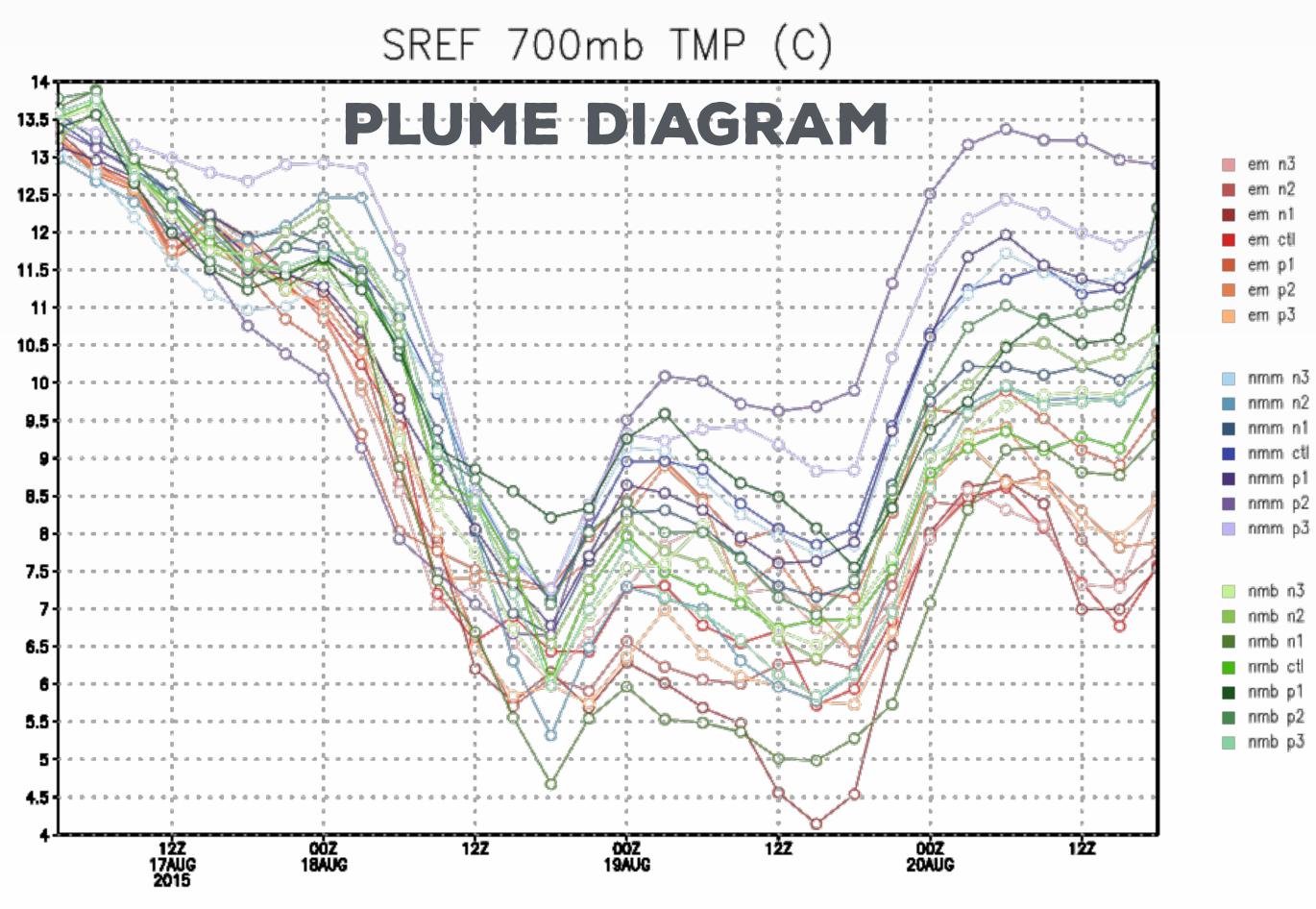
- no single model for how meteorologists forecast the weather

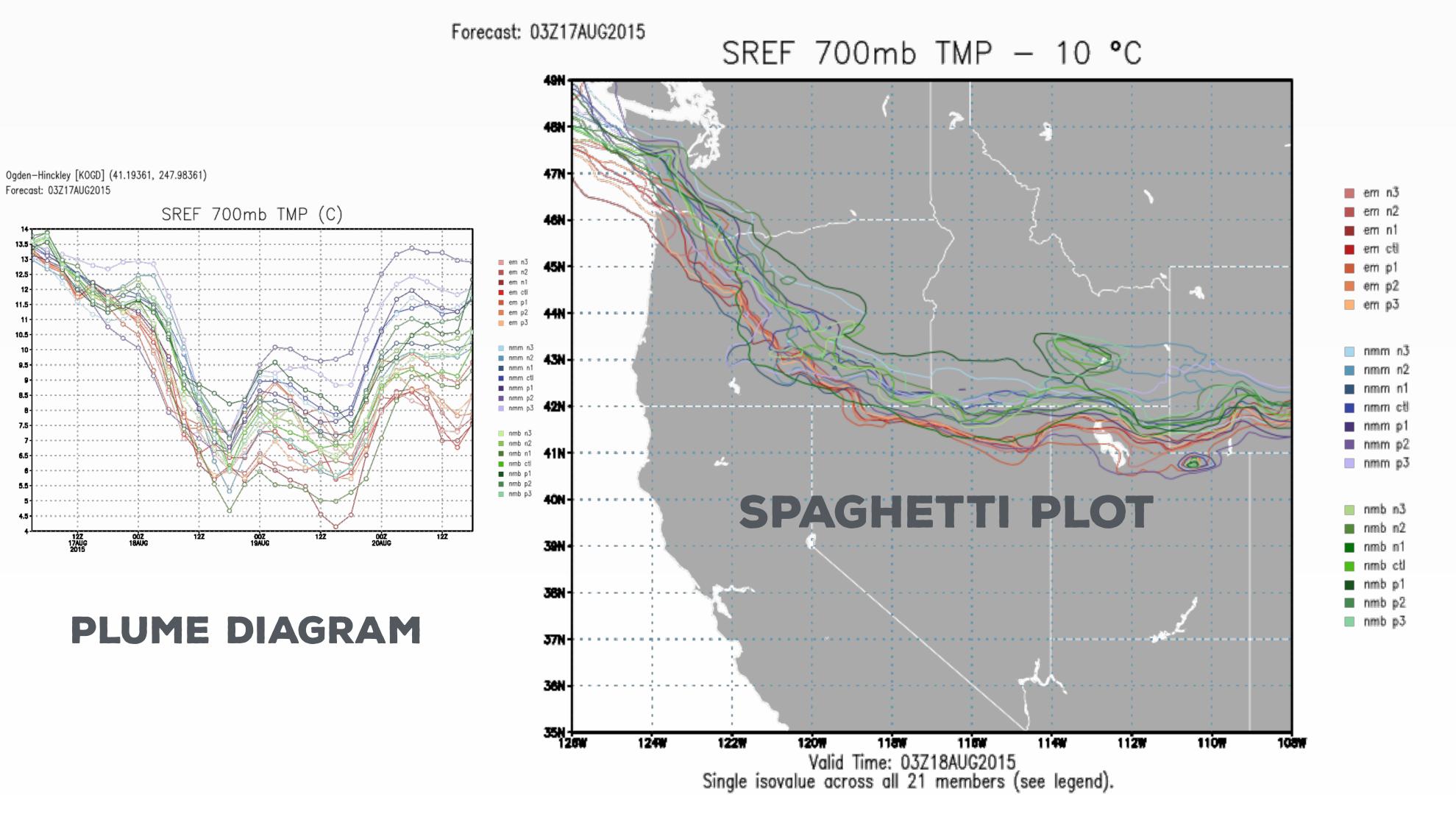
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- experimental control changes the decision-making context

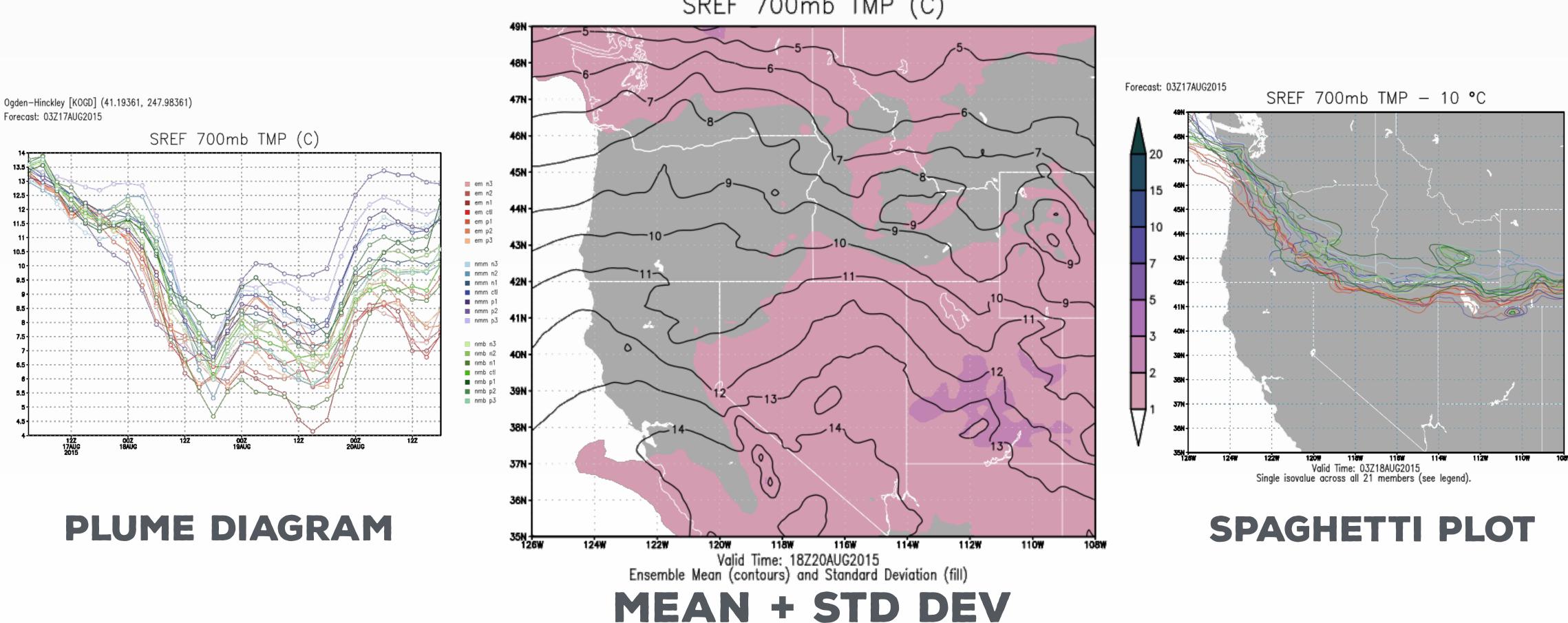
- no single model for how meteorologists forecast the weather
- experimental control changes the decision-making context
- reflects how a single visualization affects the forecasting process

Ogden-Hinckley [KOGD] (41.19361, 247.98361) Forecast: 03Z17AUG2015



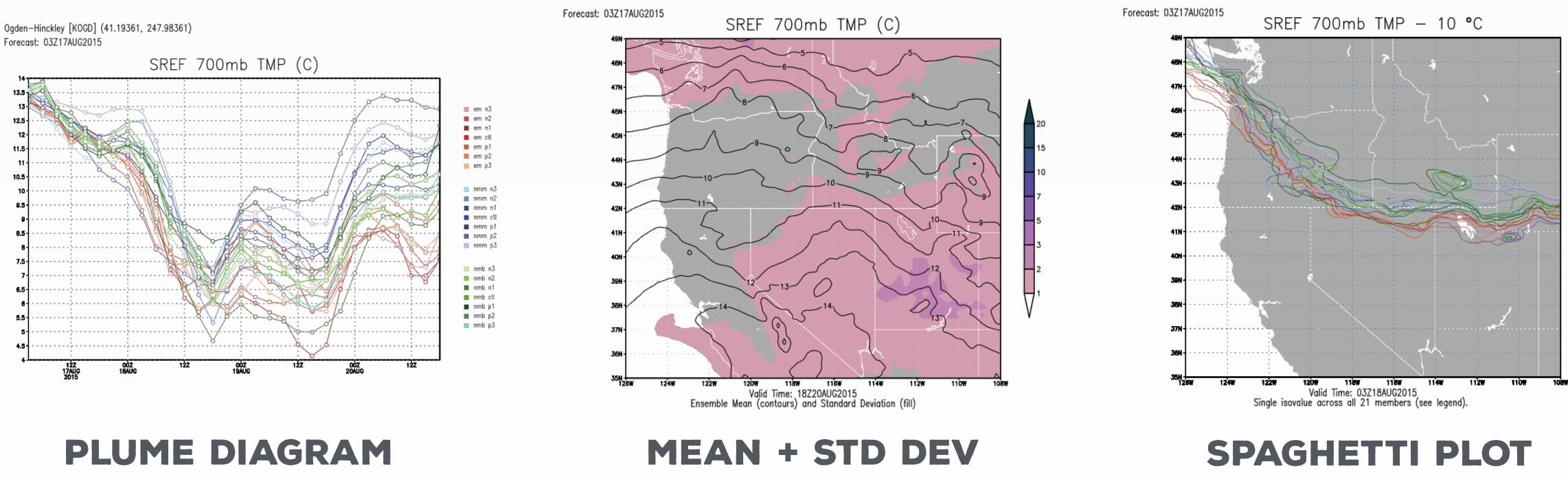


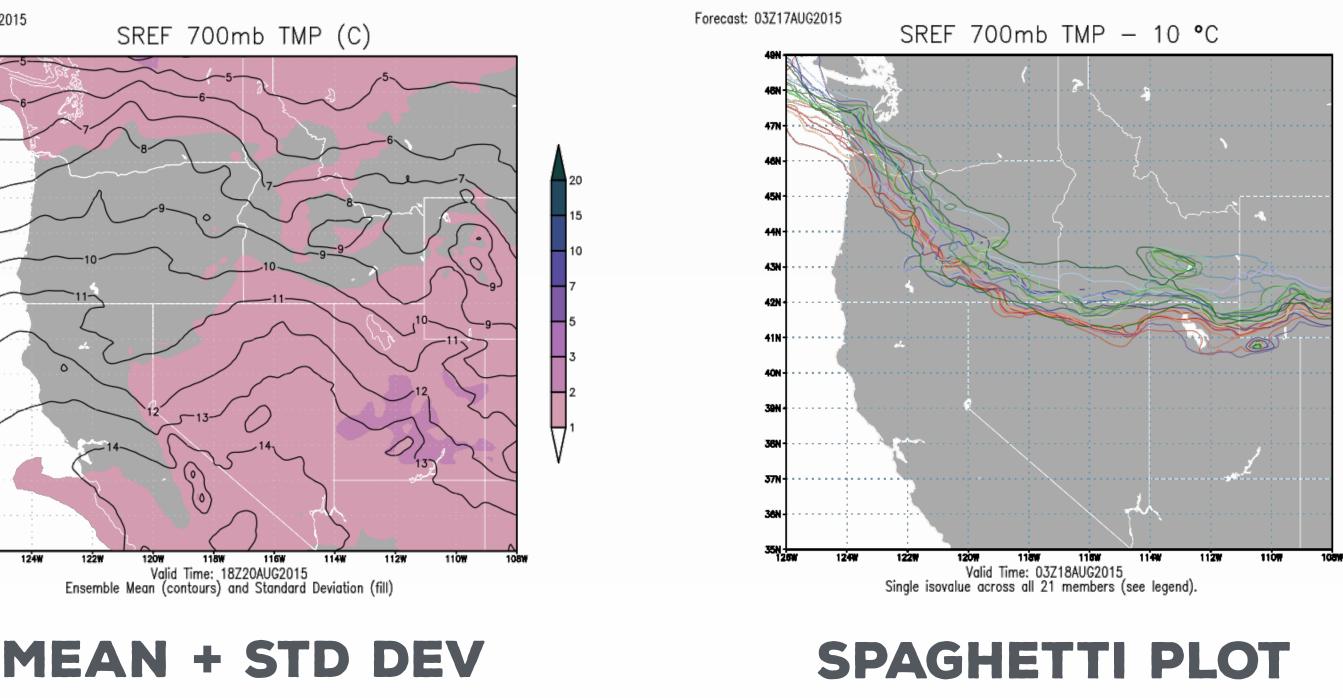
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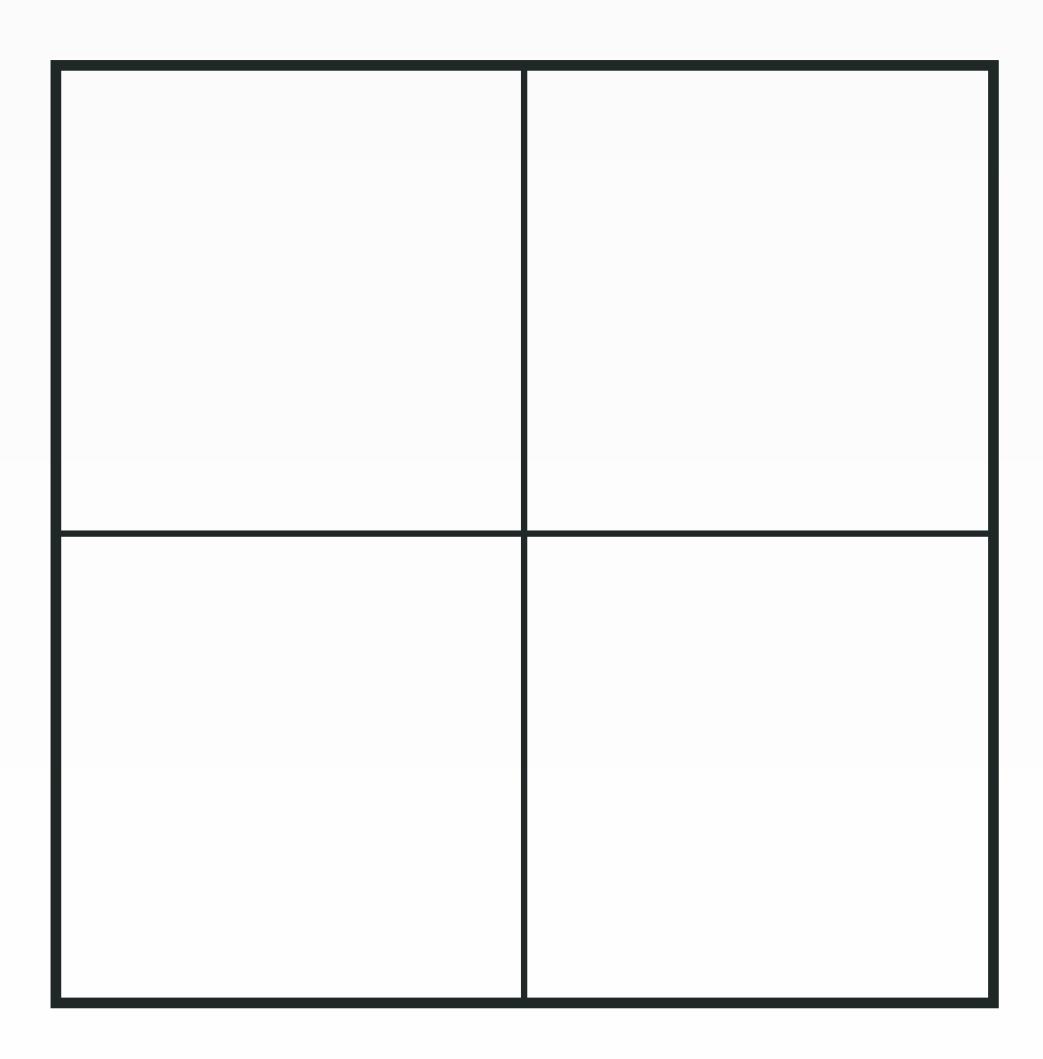
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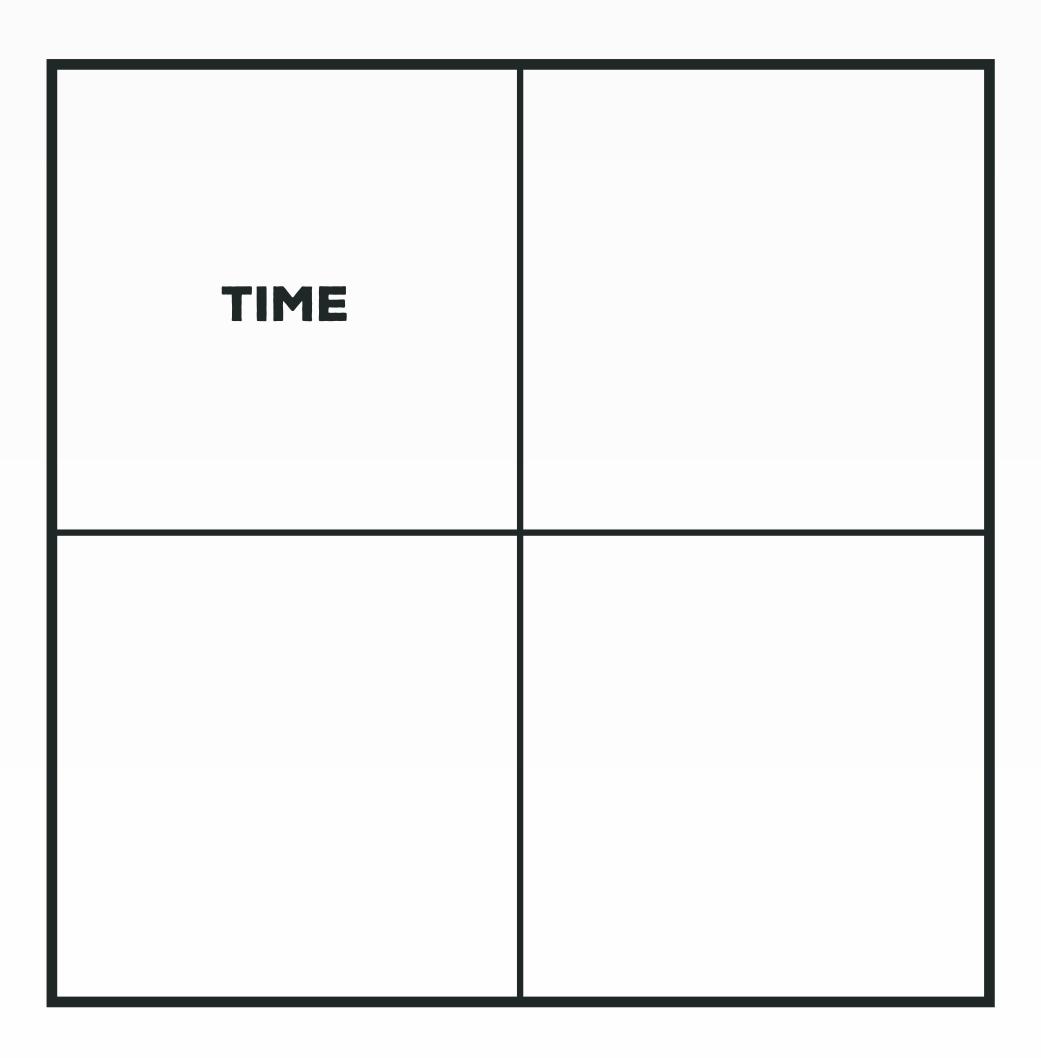
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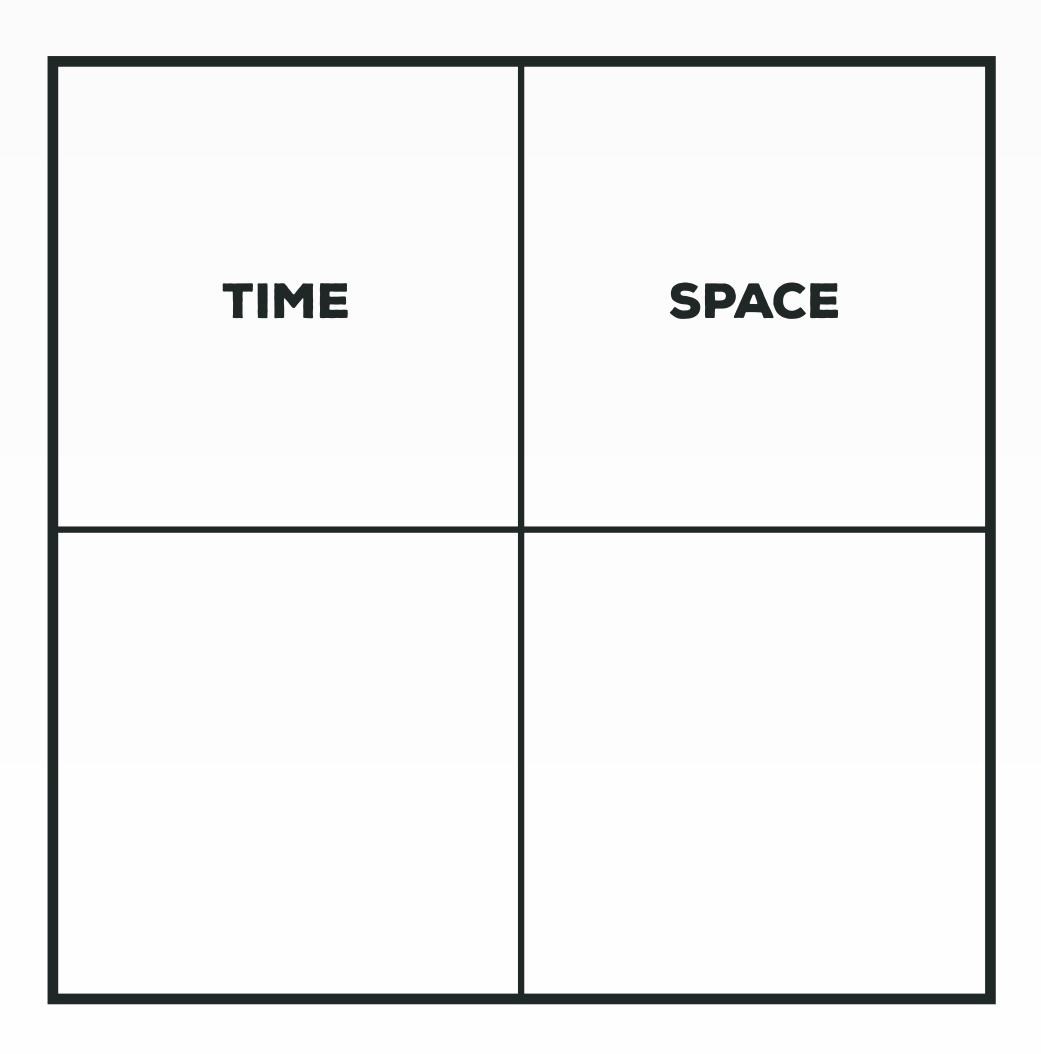


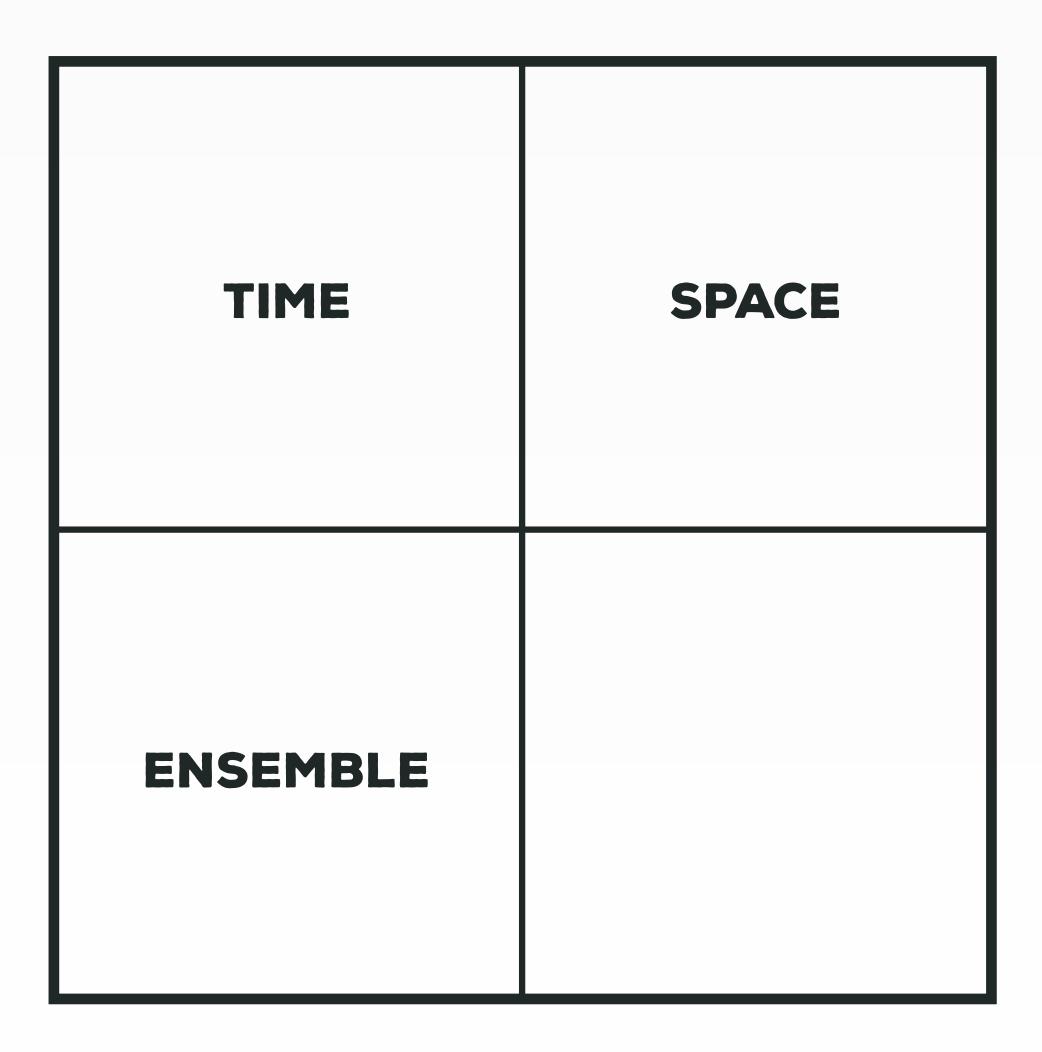


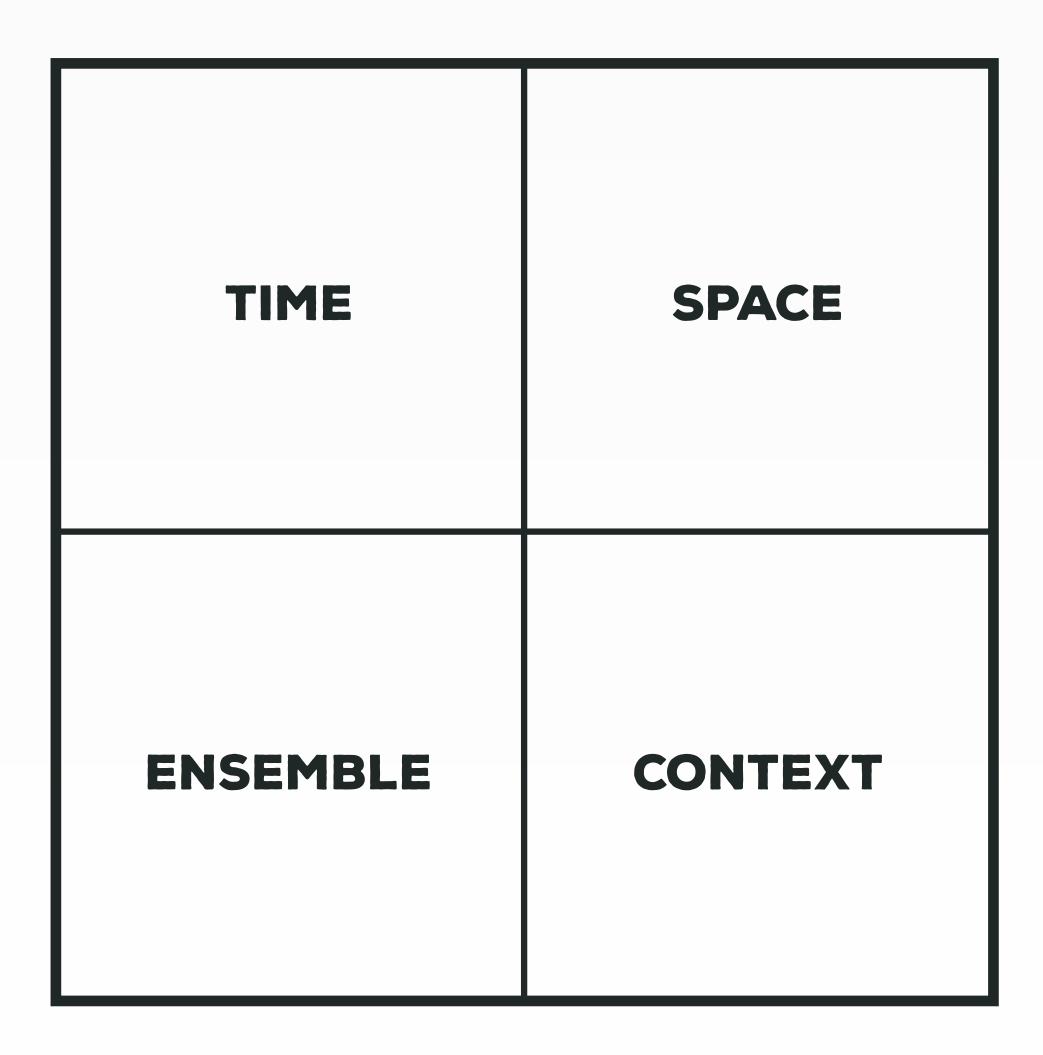
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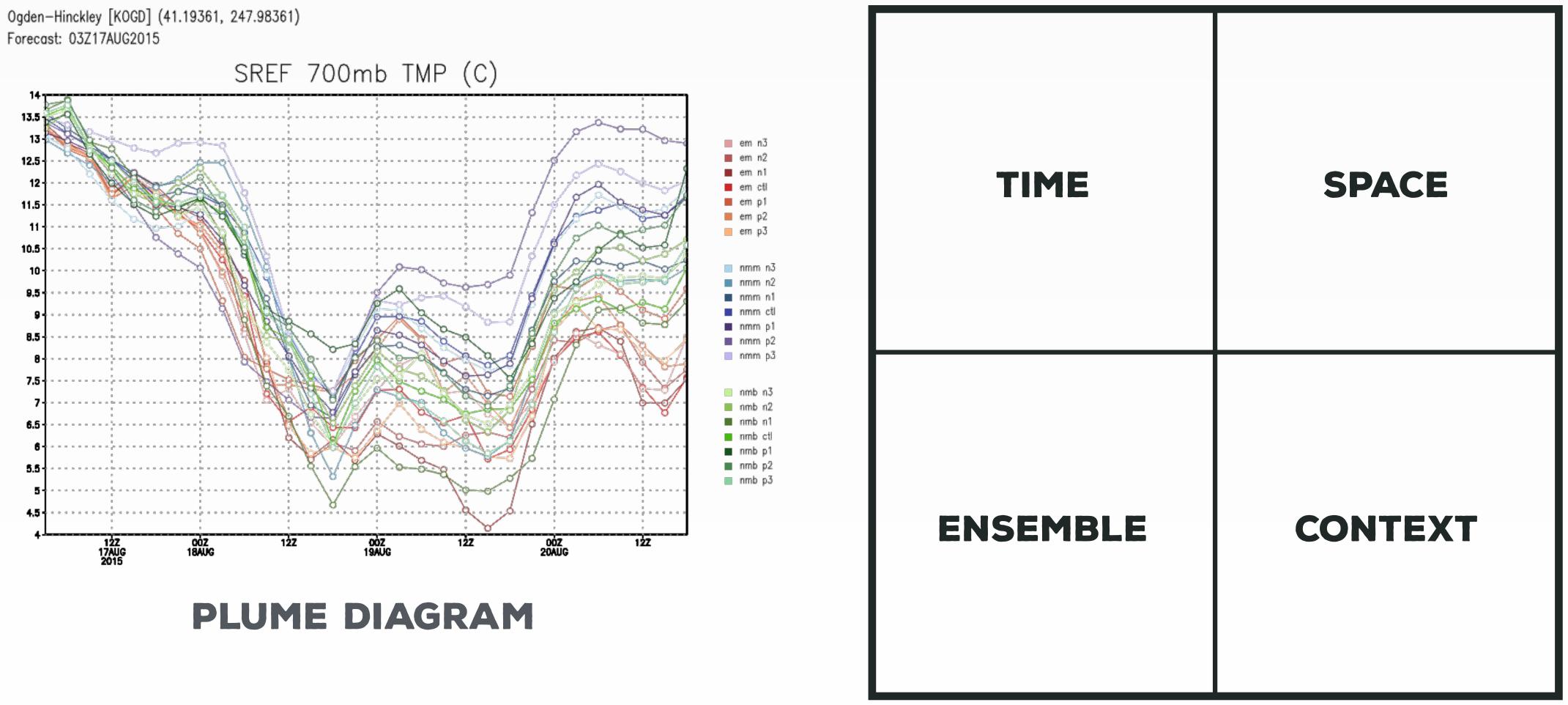




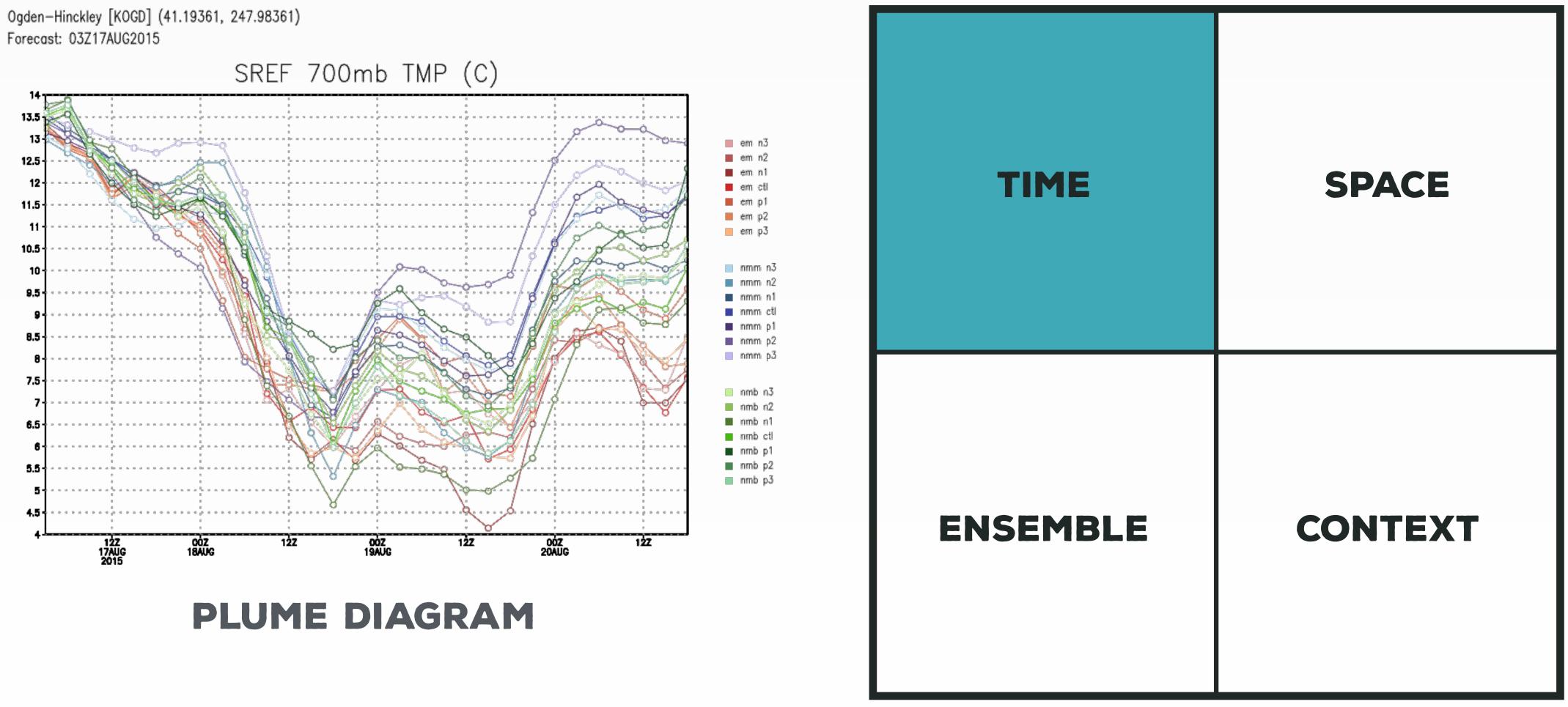




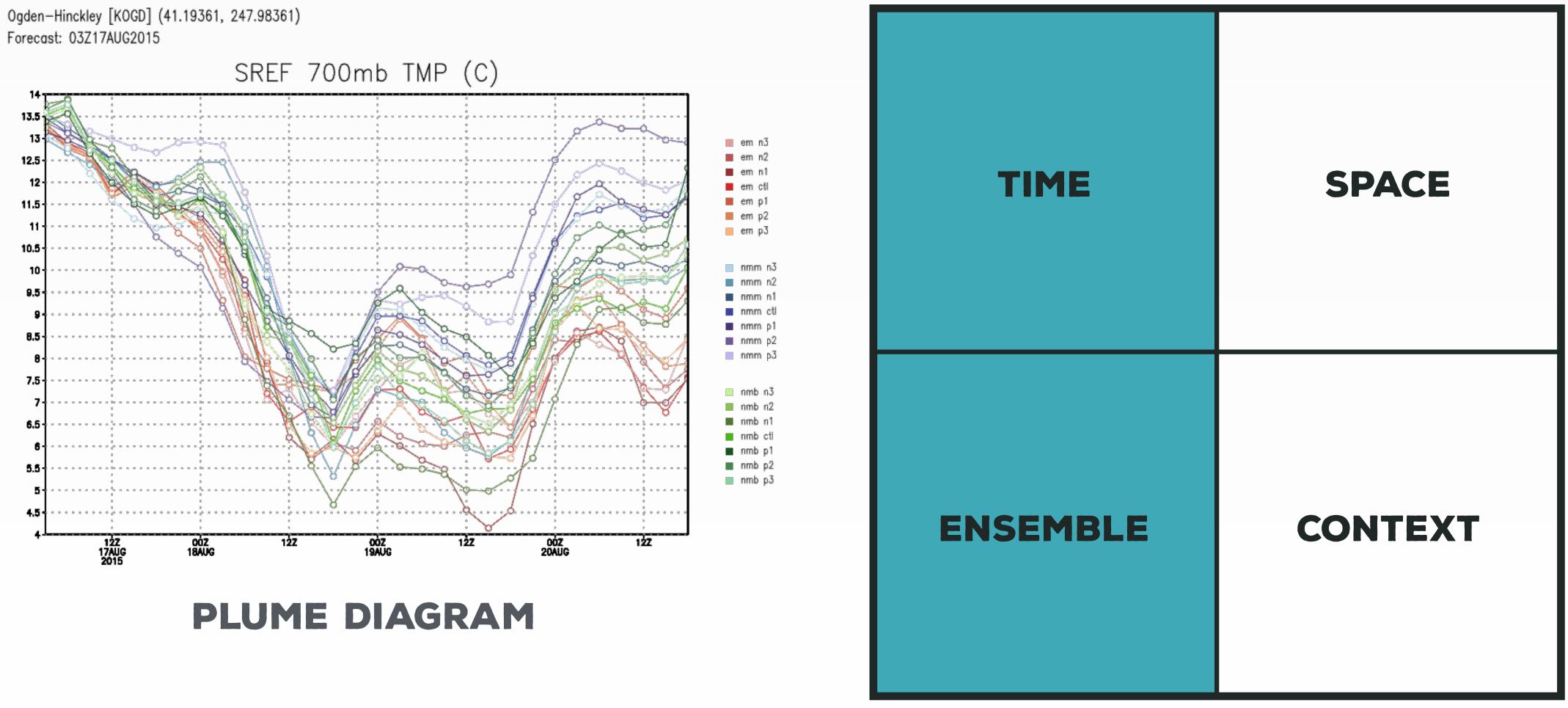
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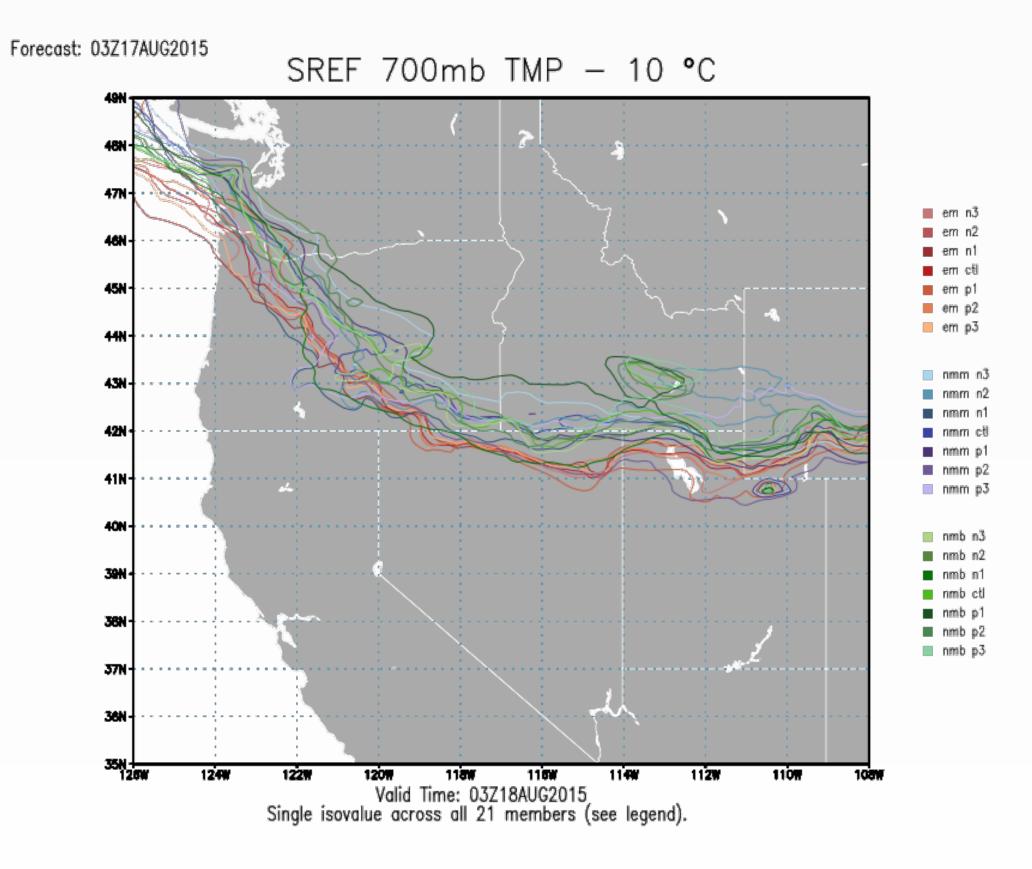


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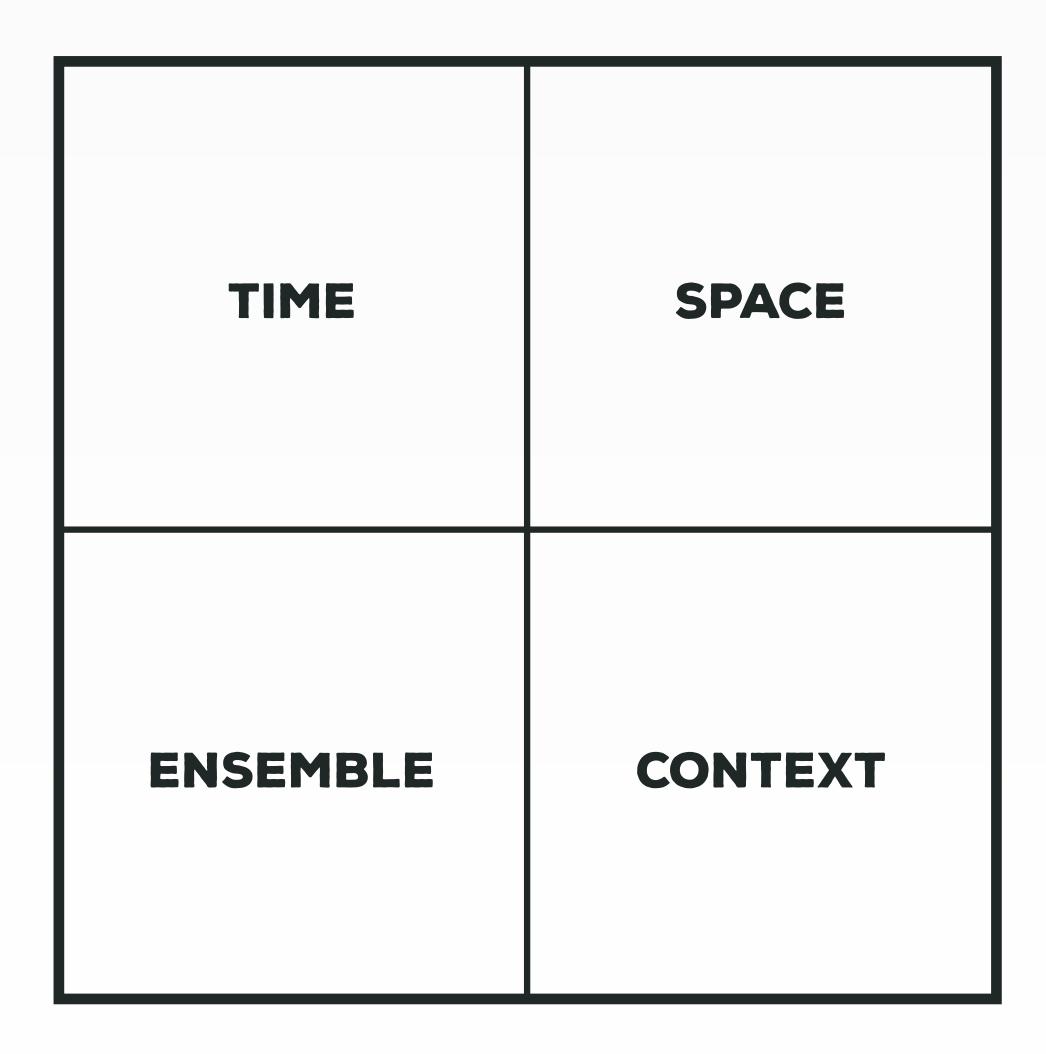


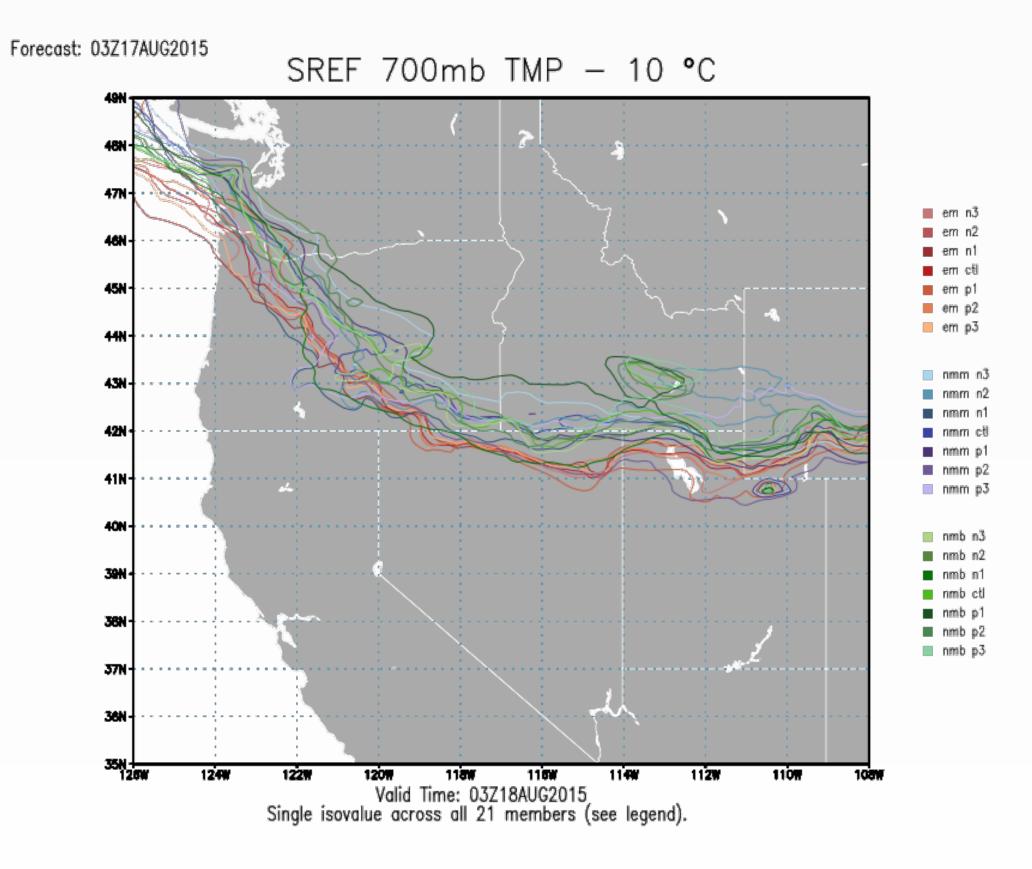
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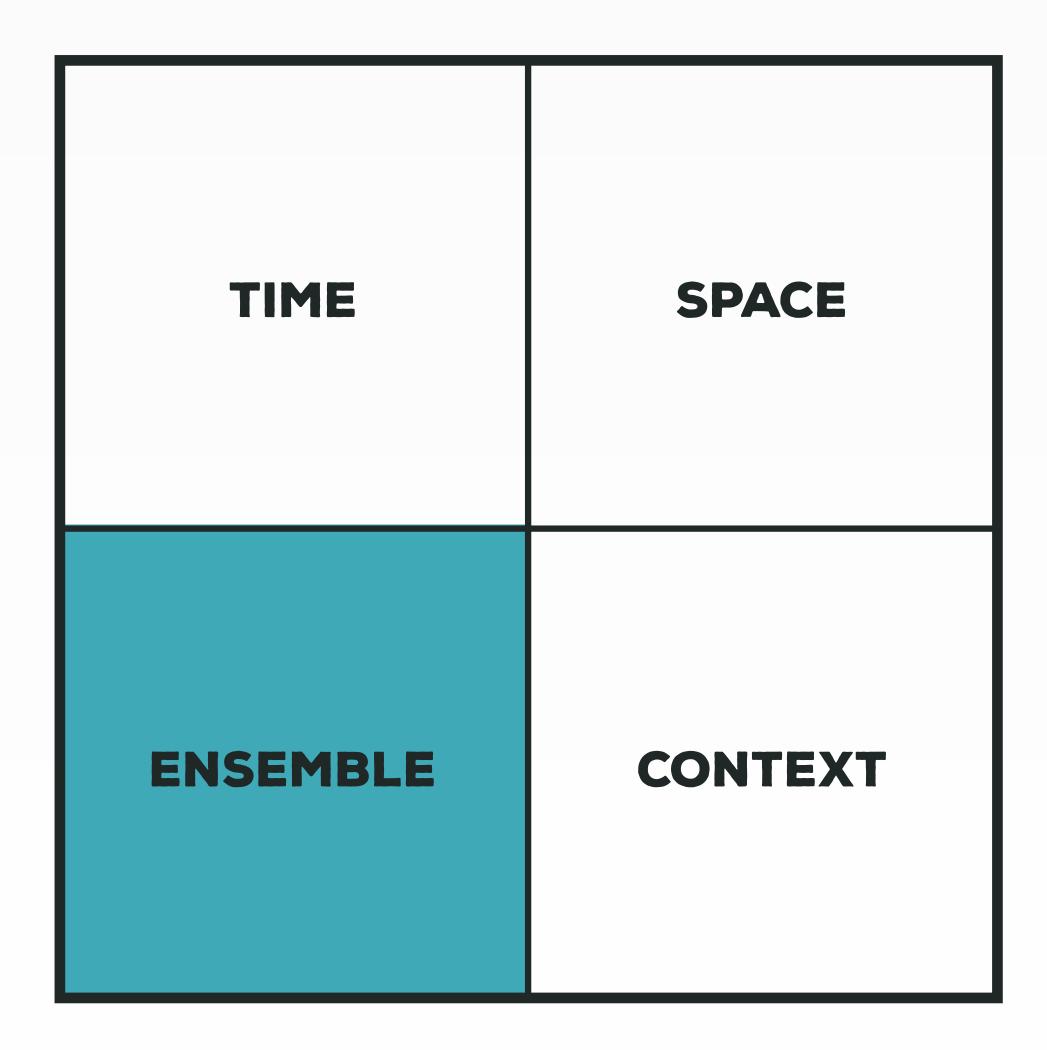


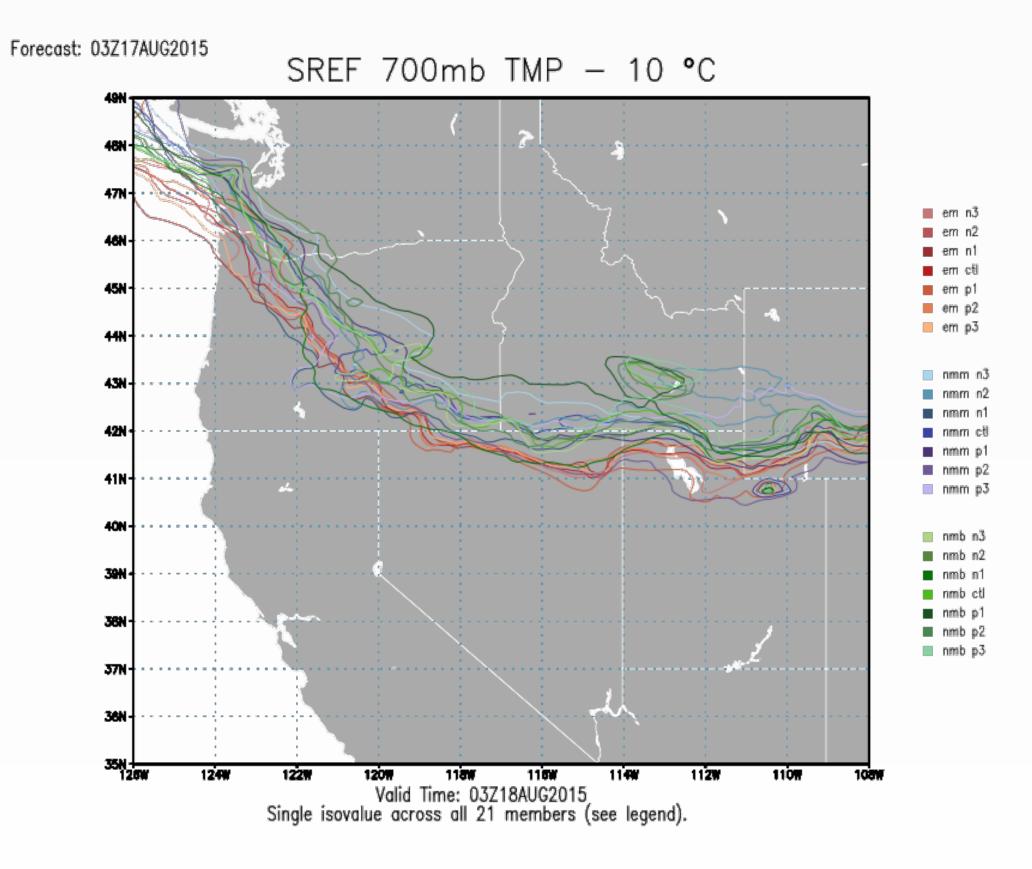
SPAGHETTI PLOT



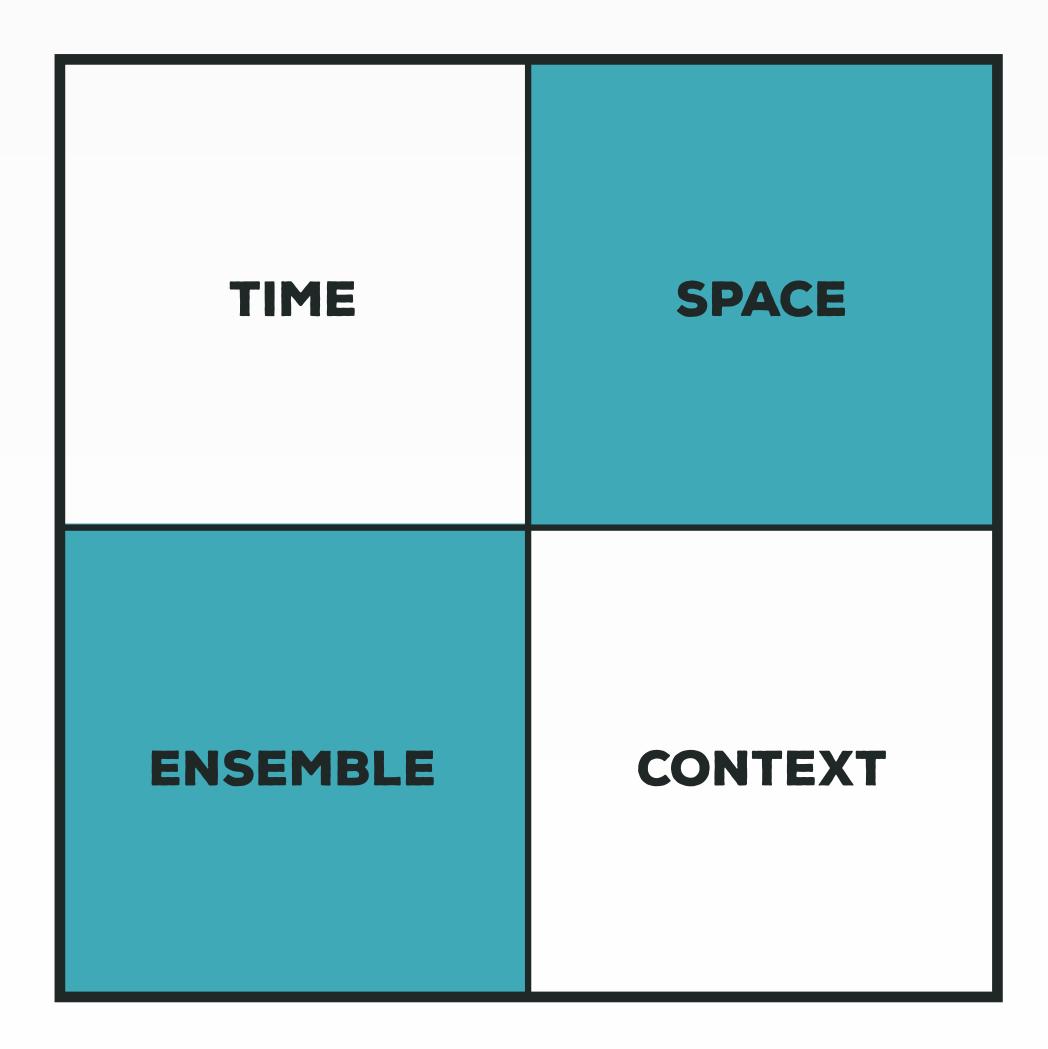


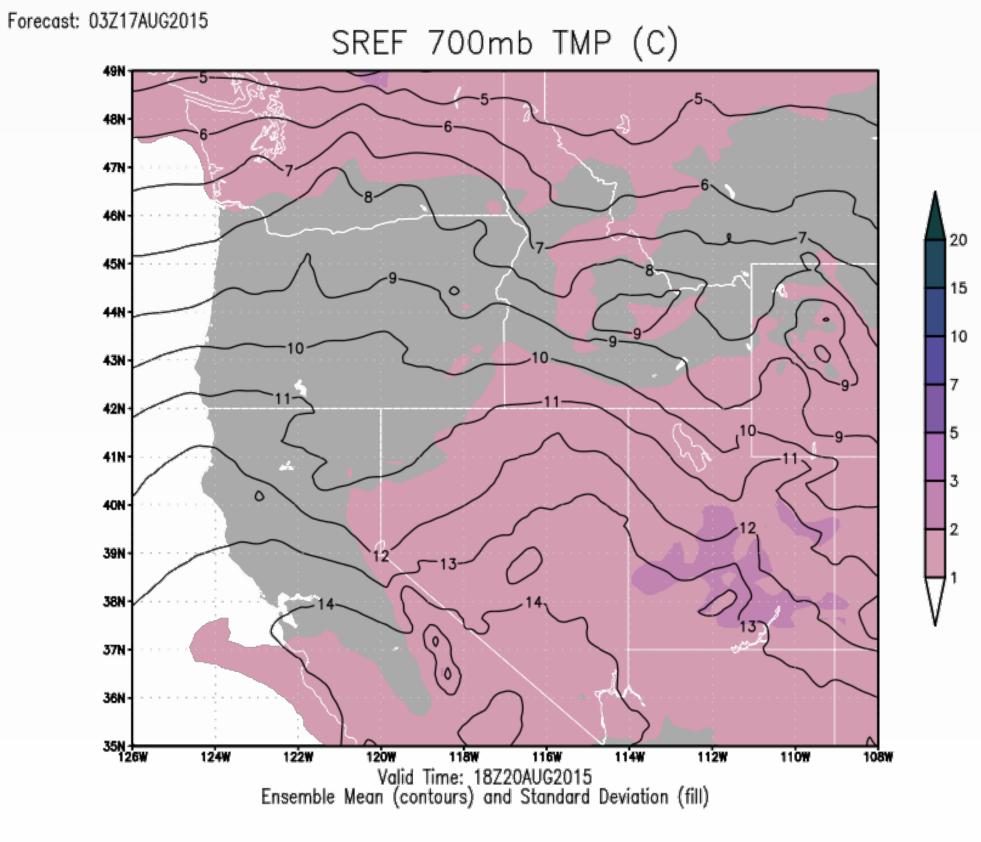
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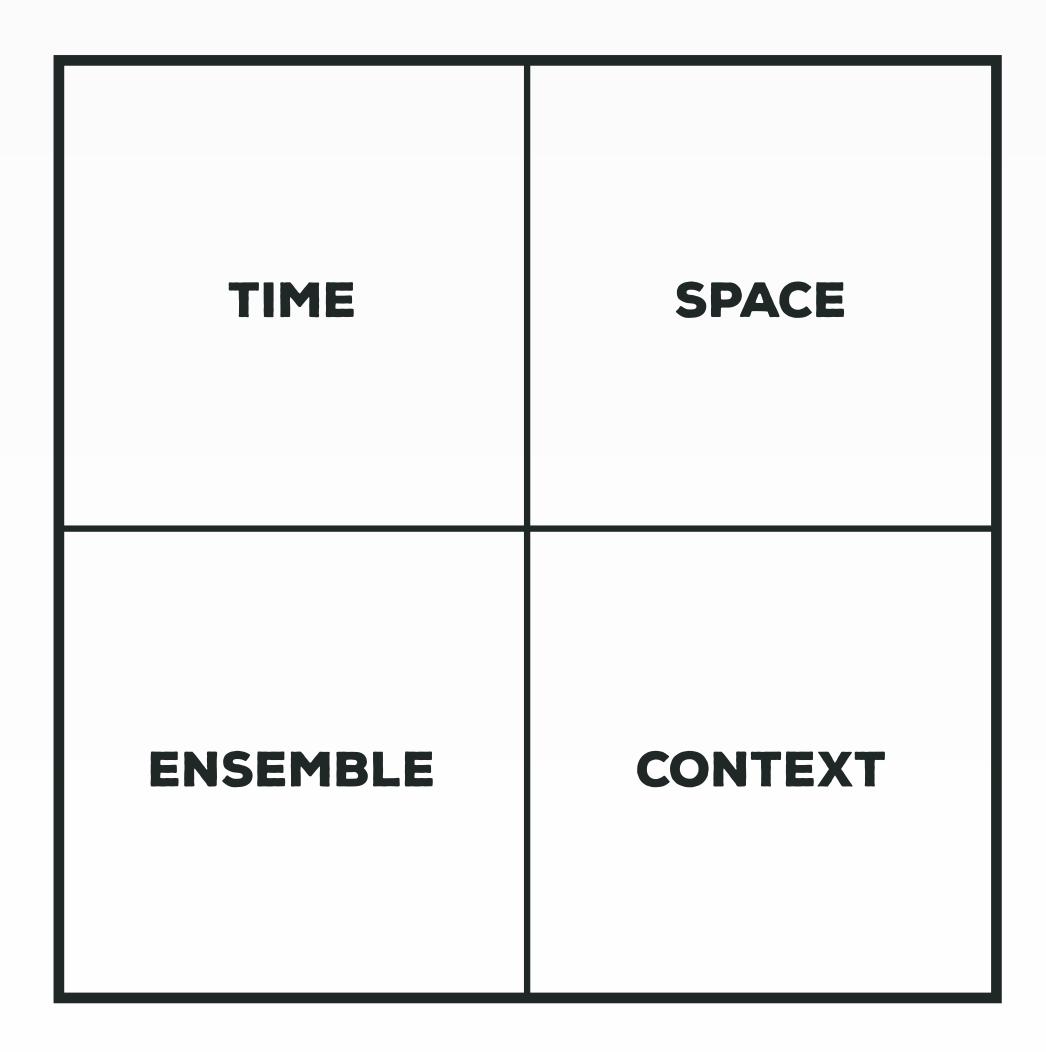


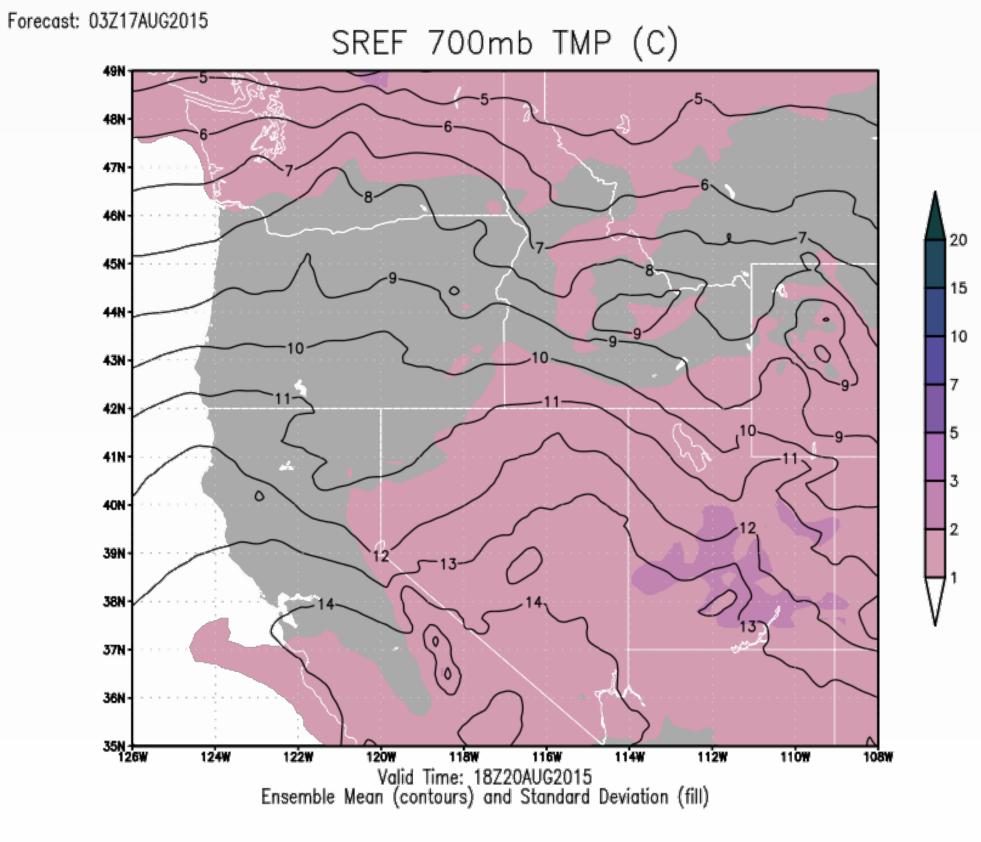
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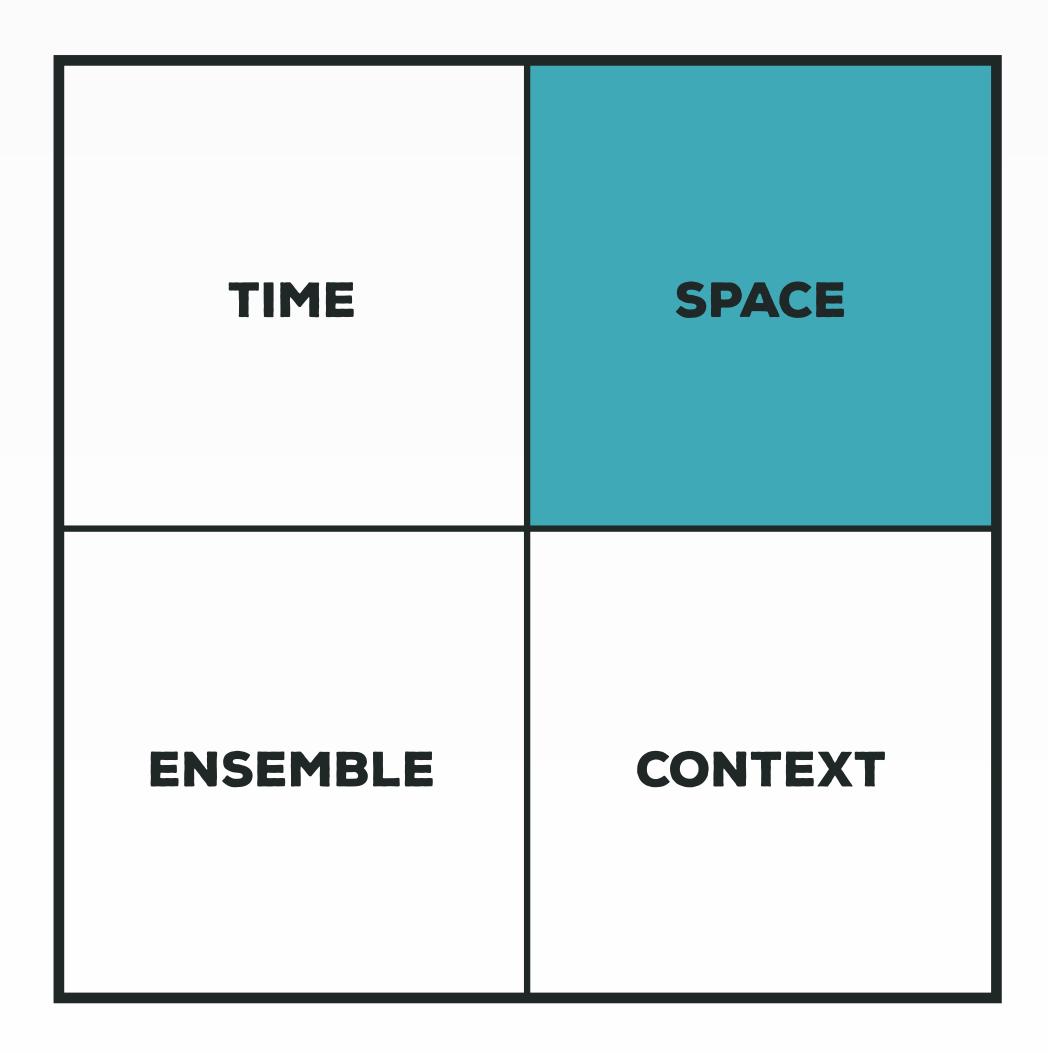


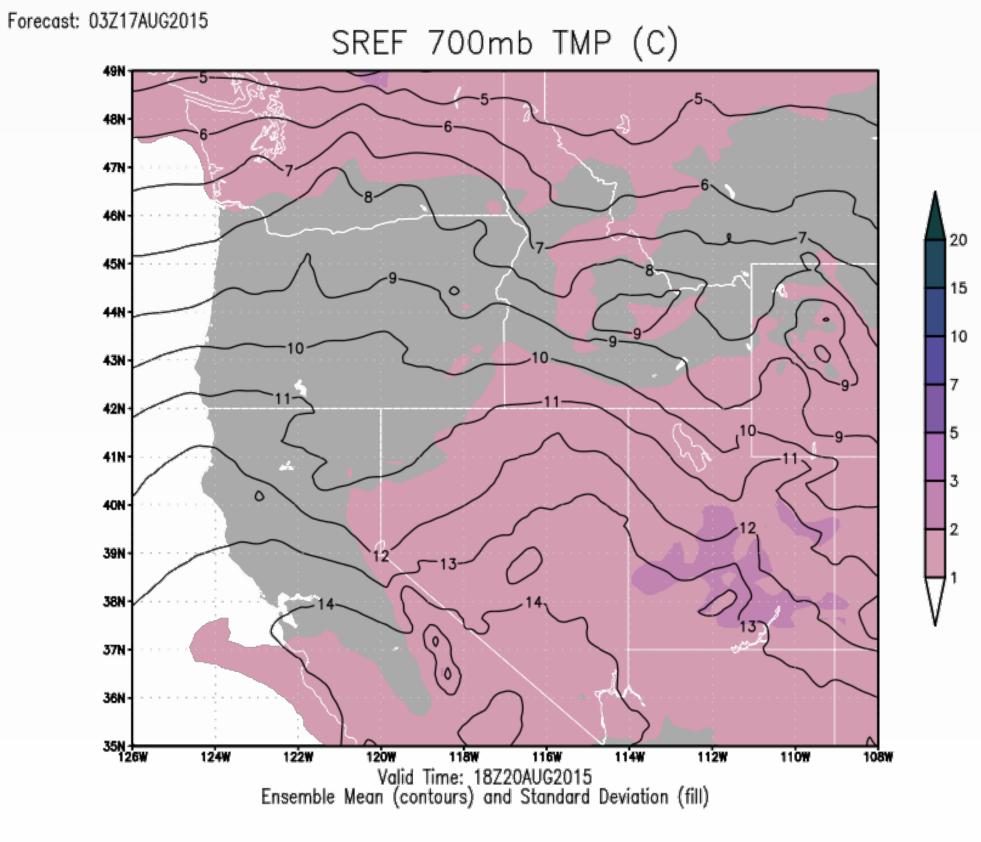
MEAN + STD DEV



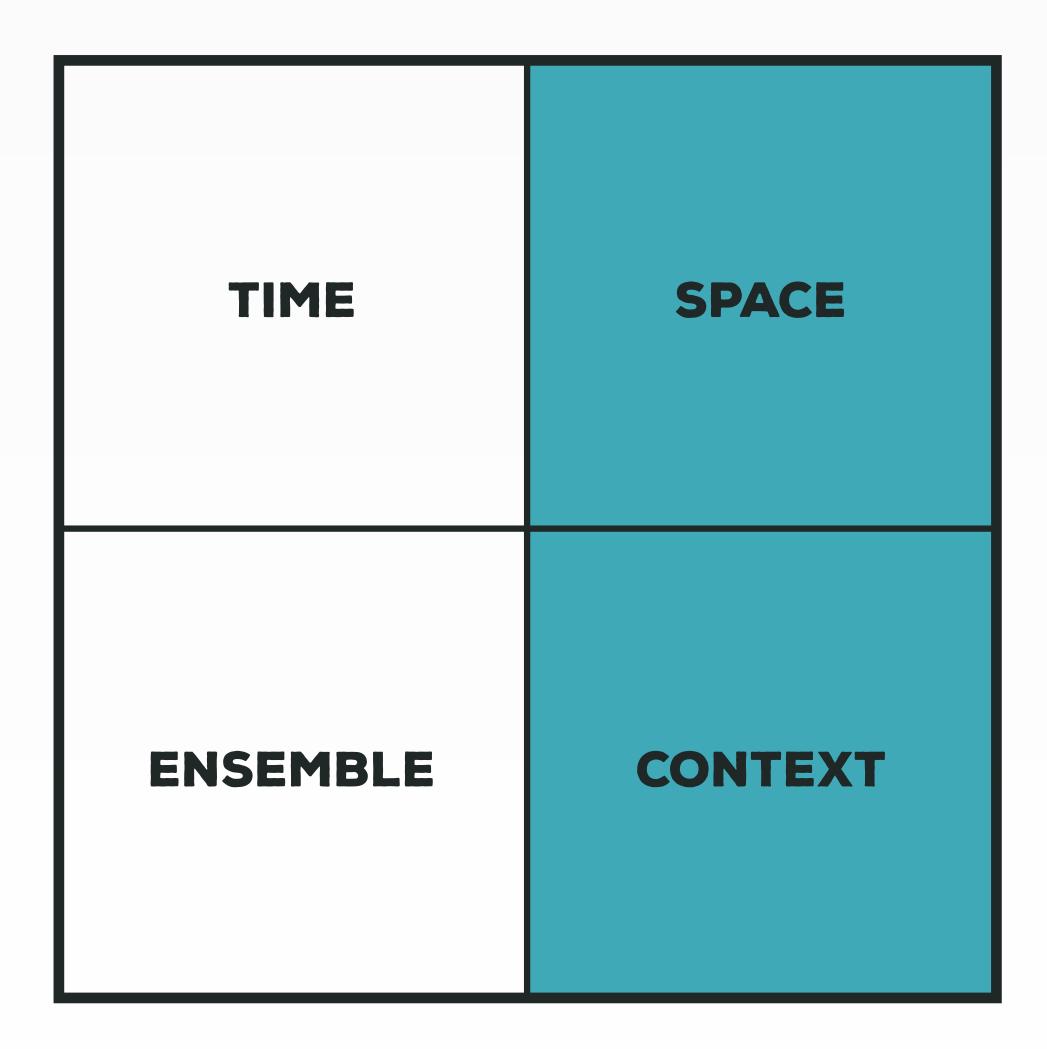


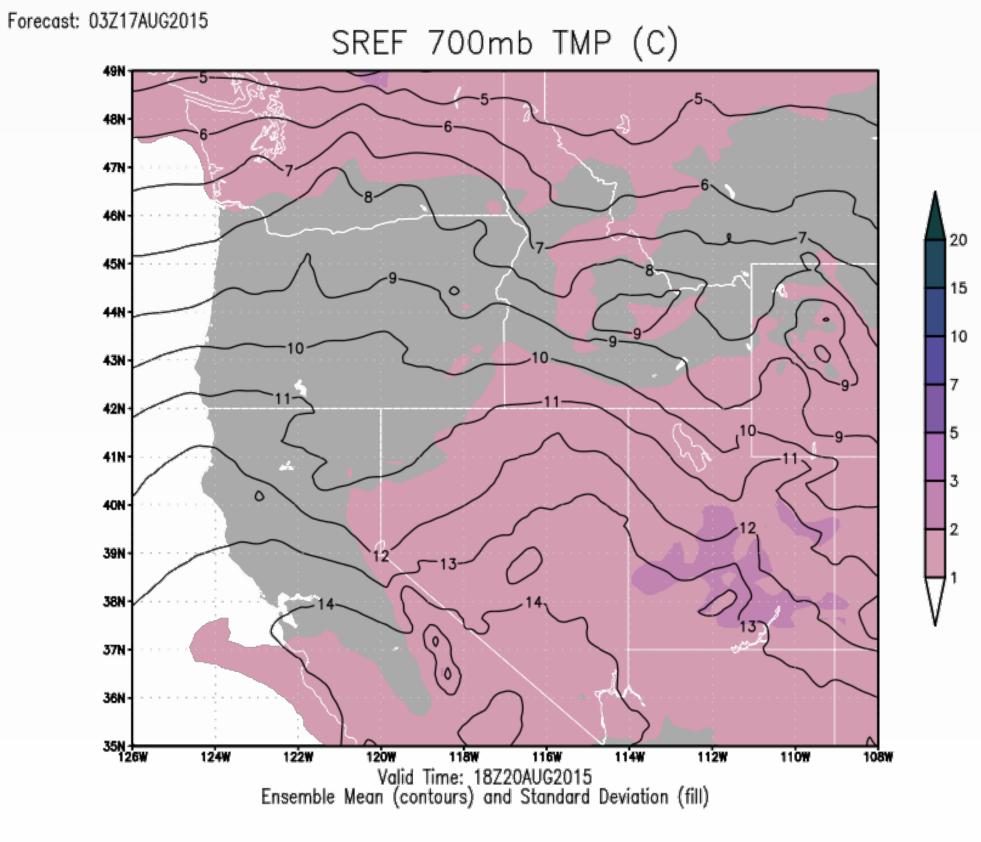
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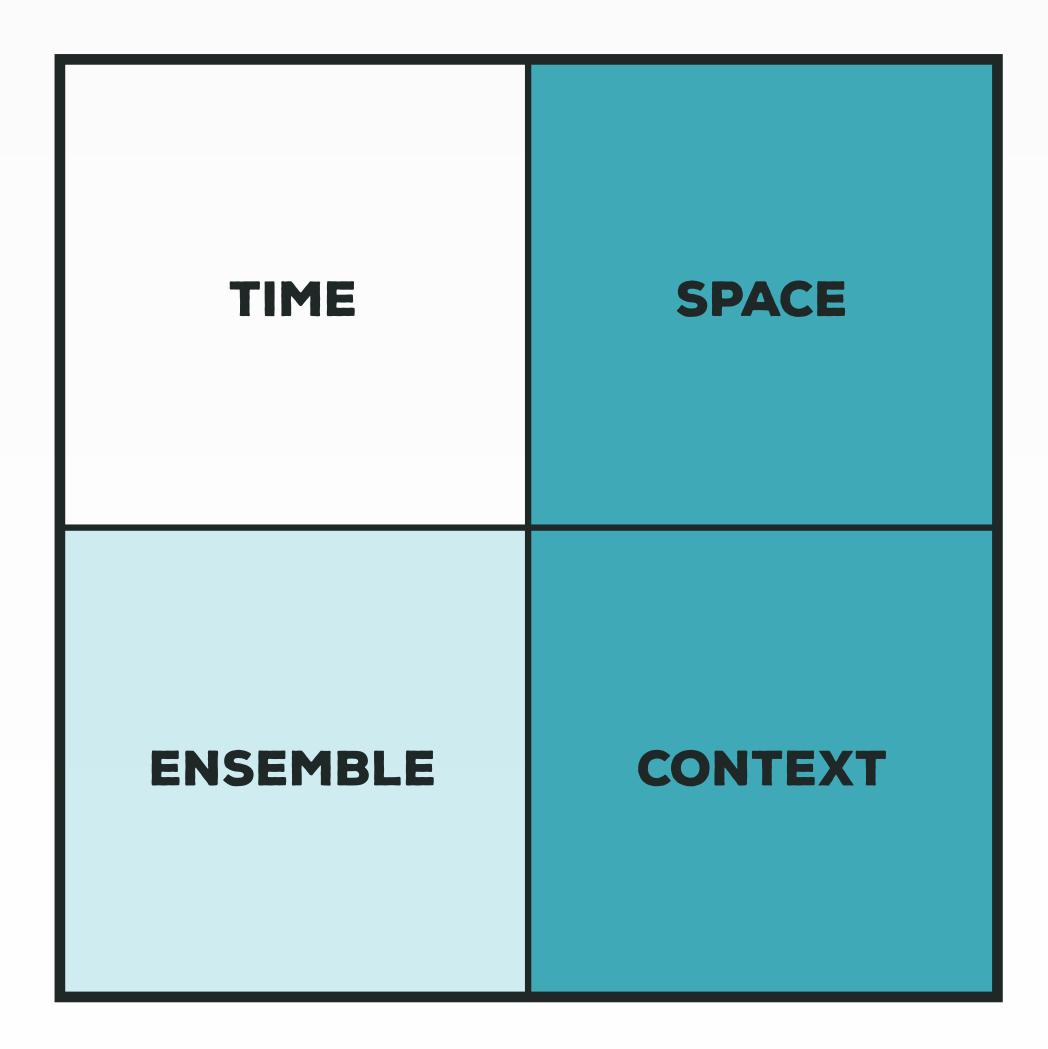


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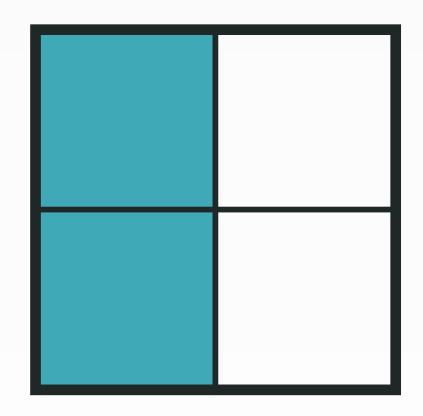




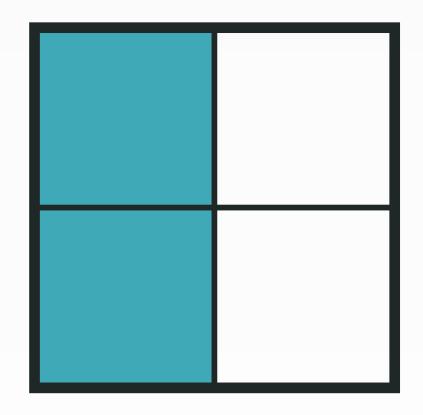
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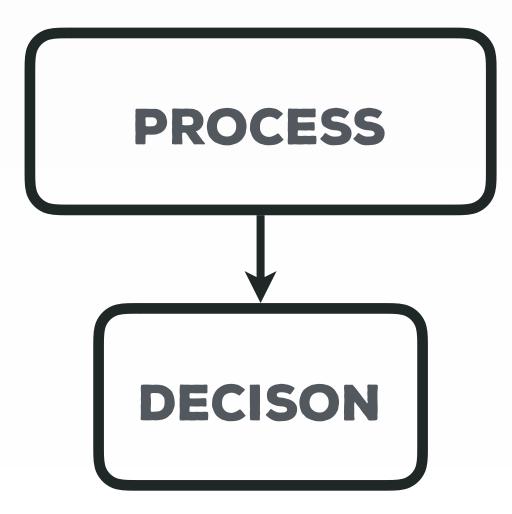
PLUME DIAGRAM MEAN + STD DEV SPAGHETTI PLOT



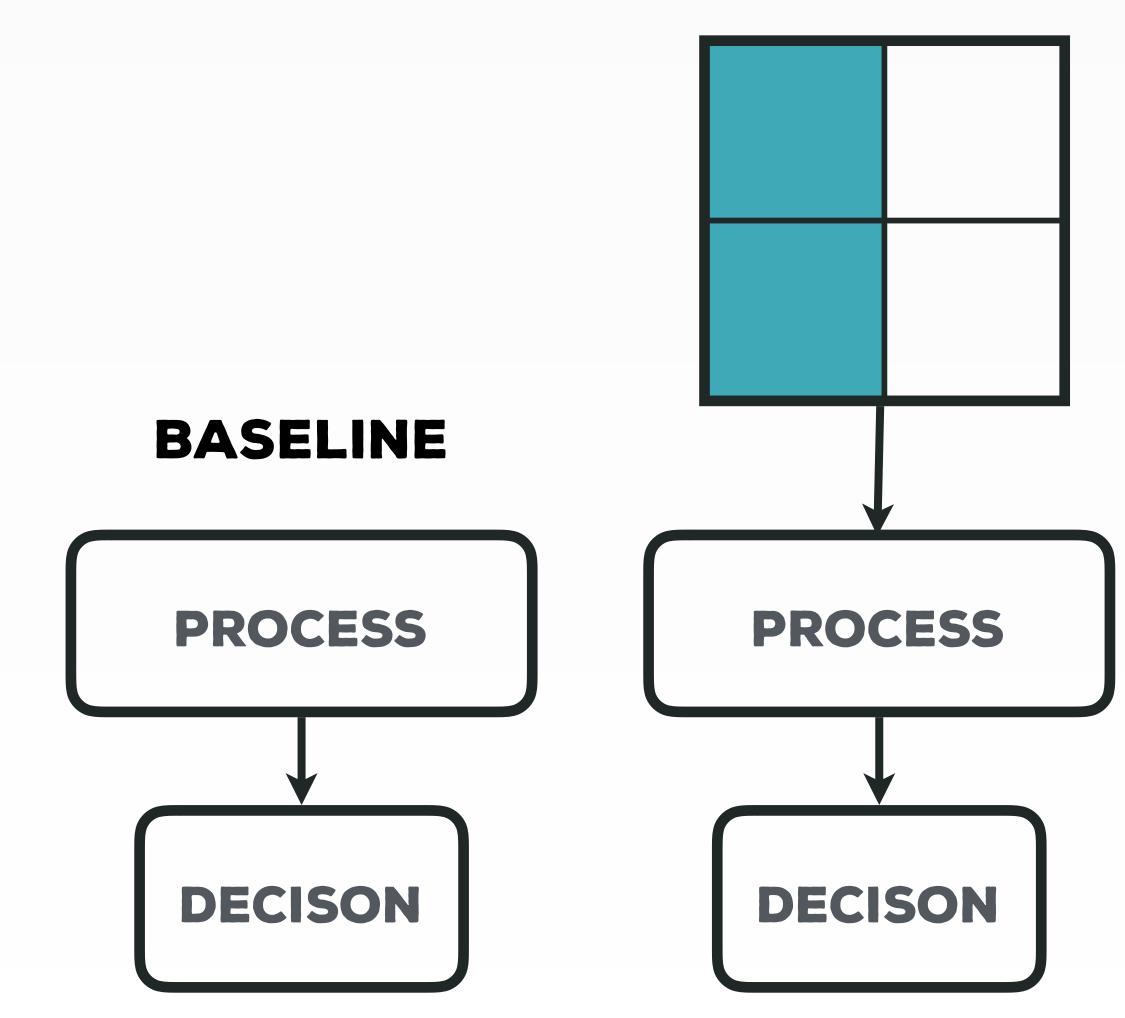
PLUME DIAGRAM MEAN + STD DEV SPAGHETTI PLOT

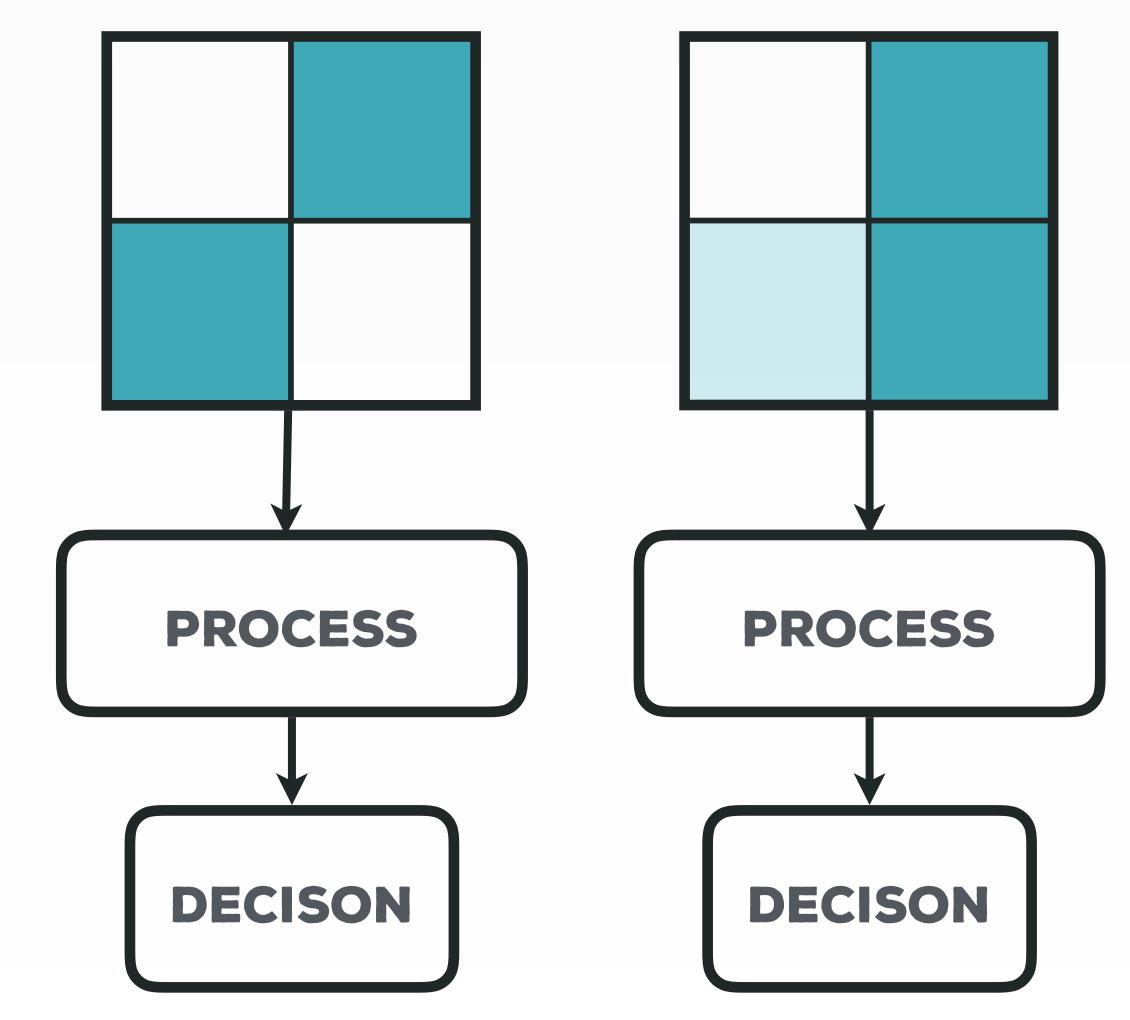


BASELINE



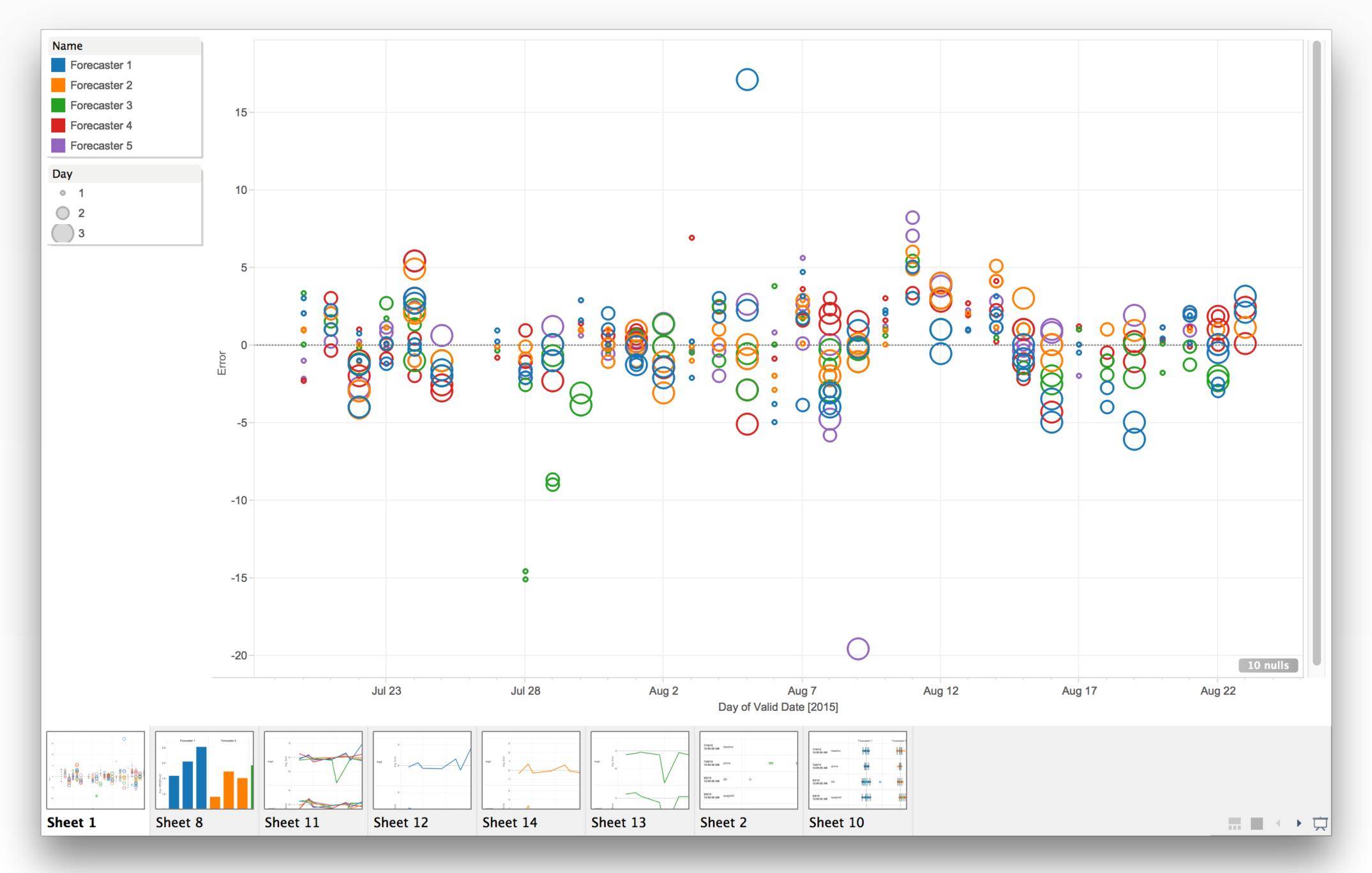
PLUME DIAGRAM MEAN + STD DEV SPAGHETTI PLOT

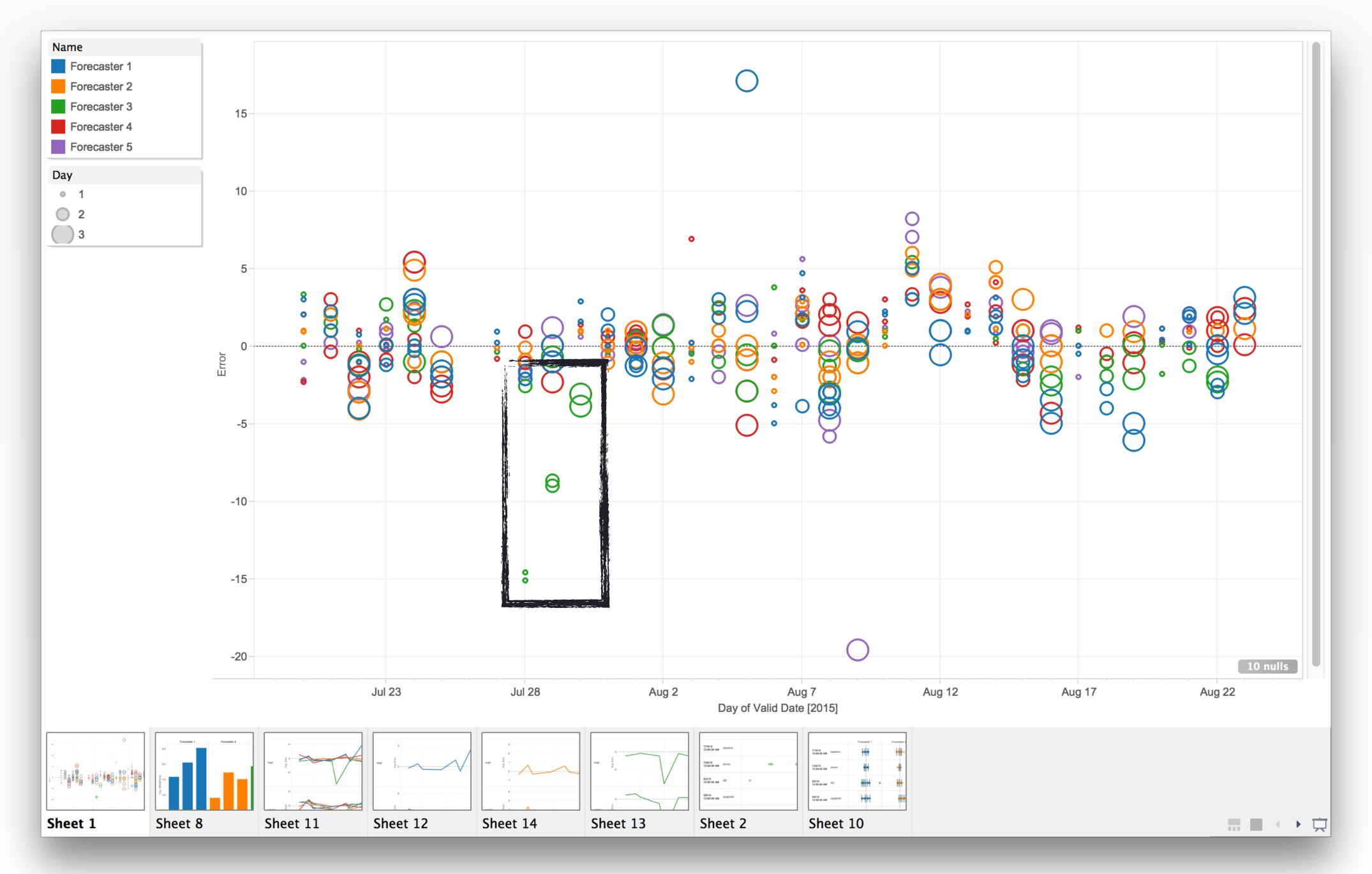


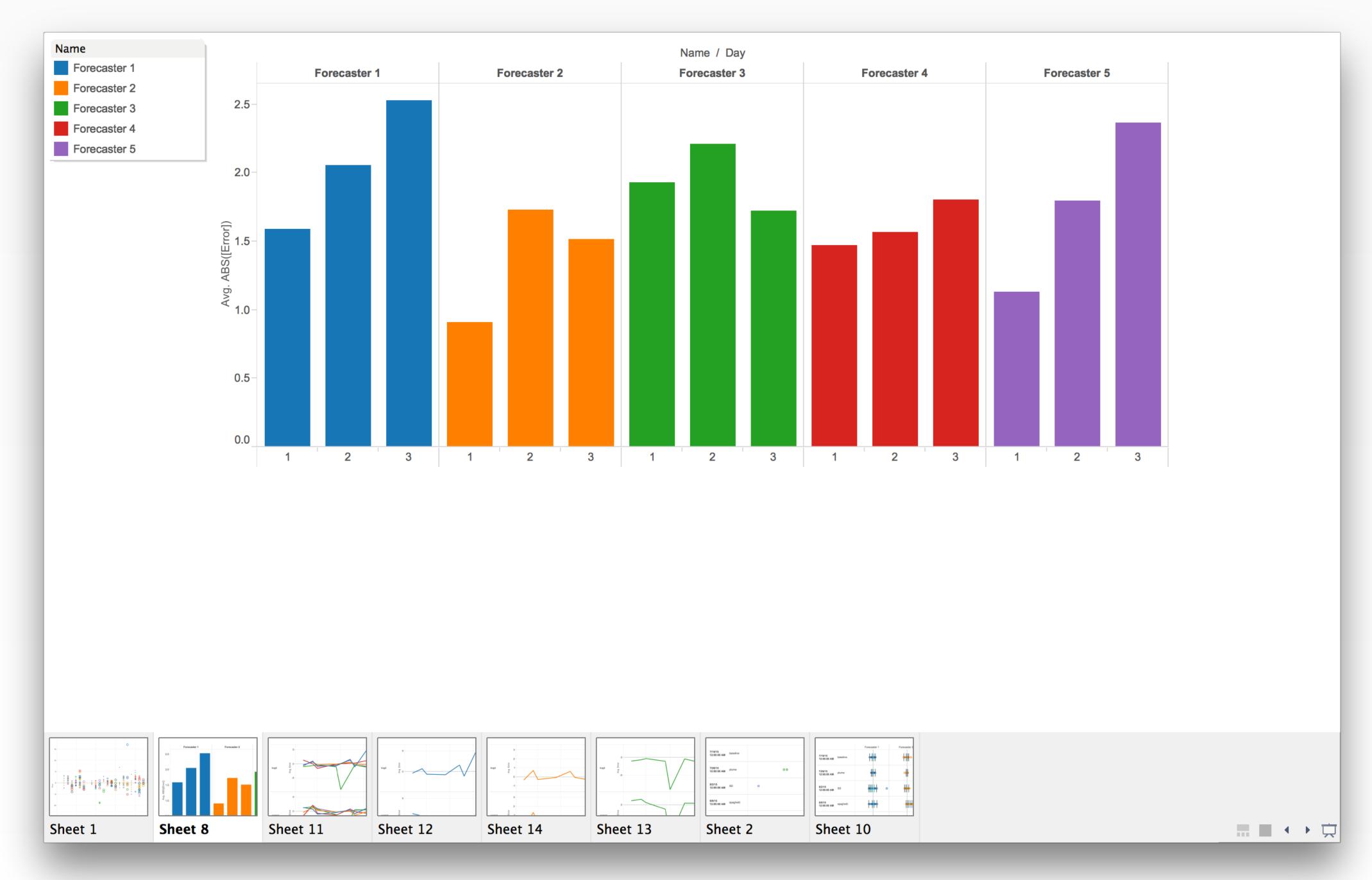


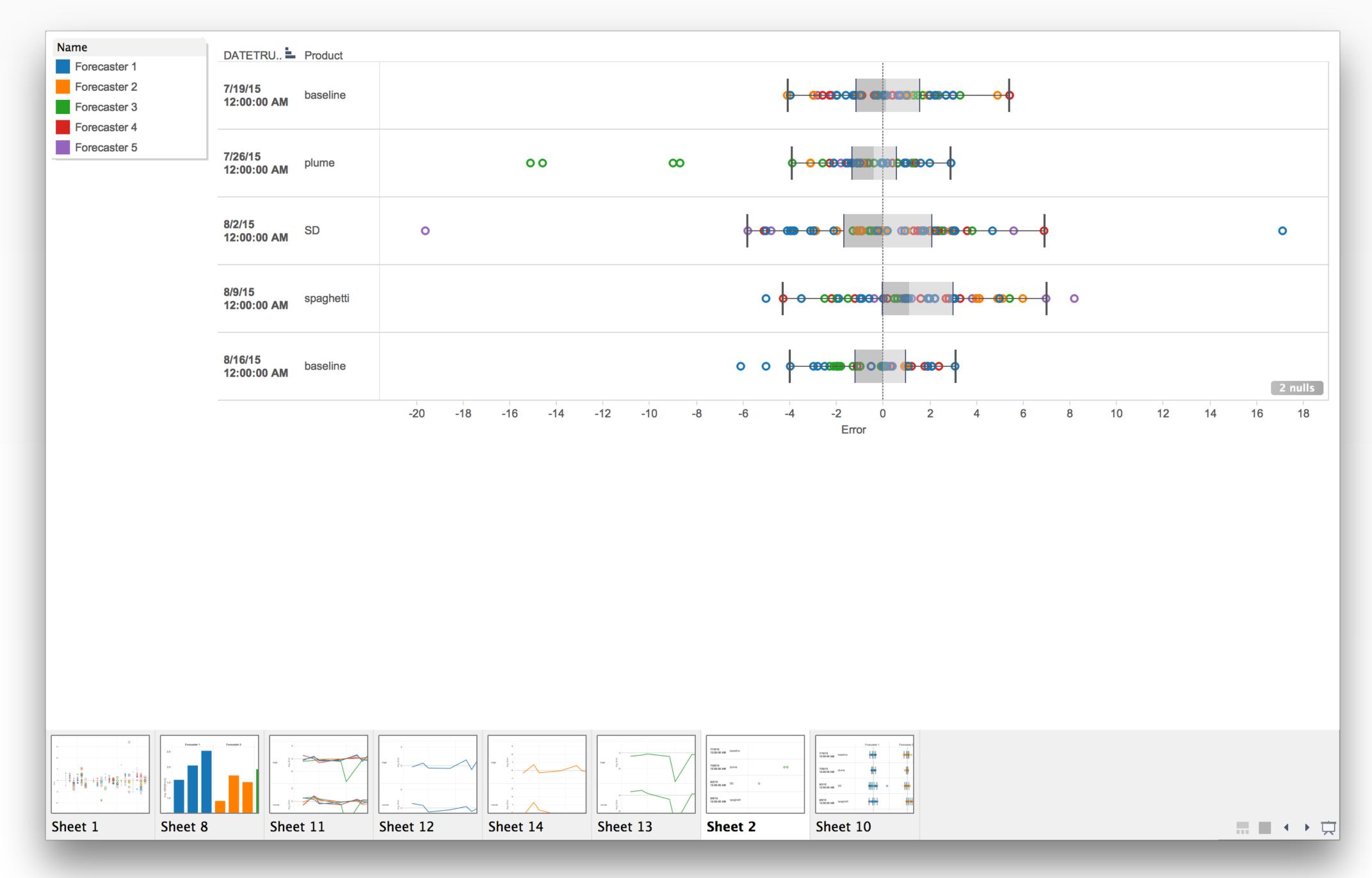


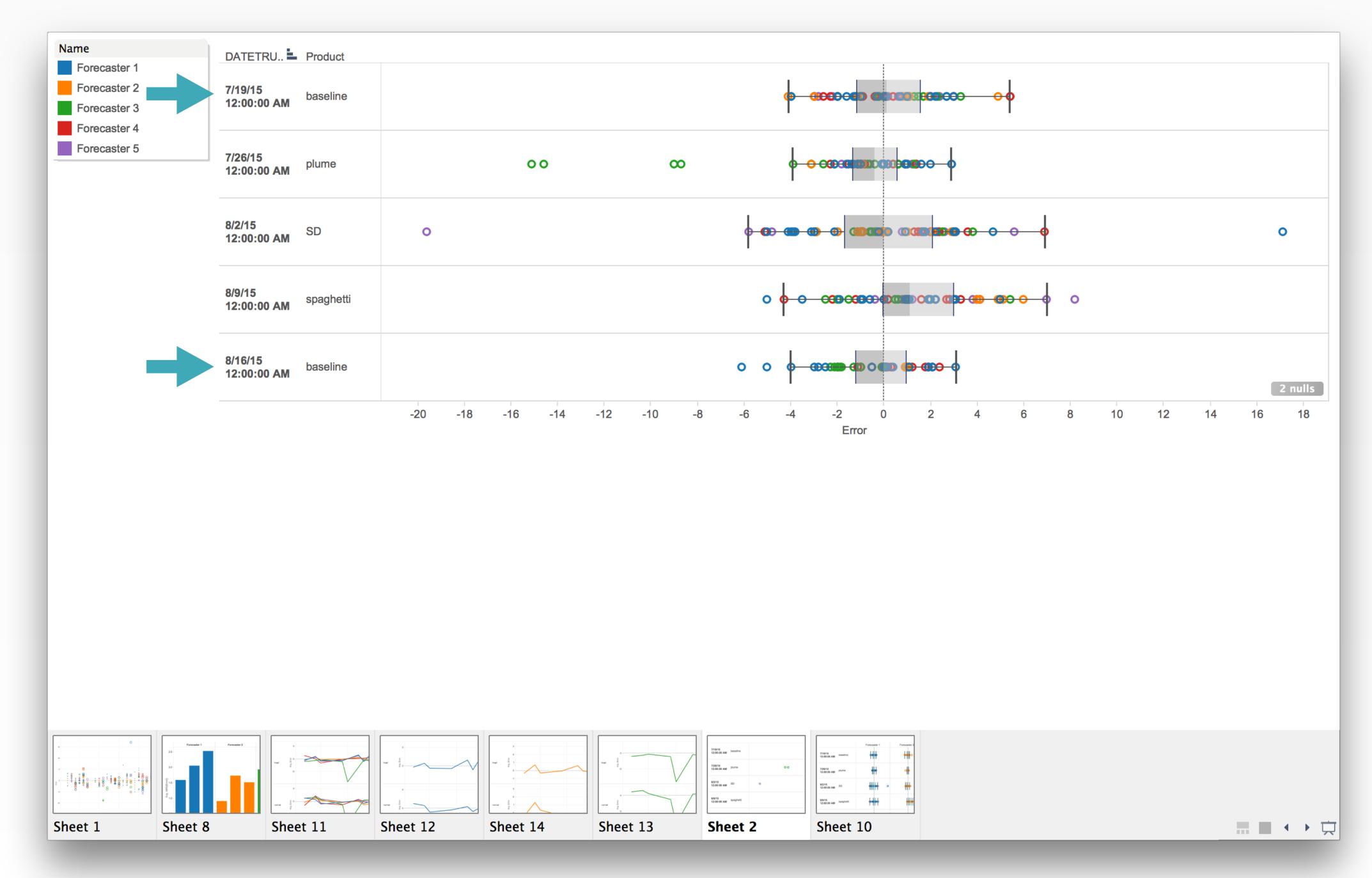
EARLY ANALYSIS

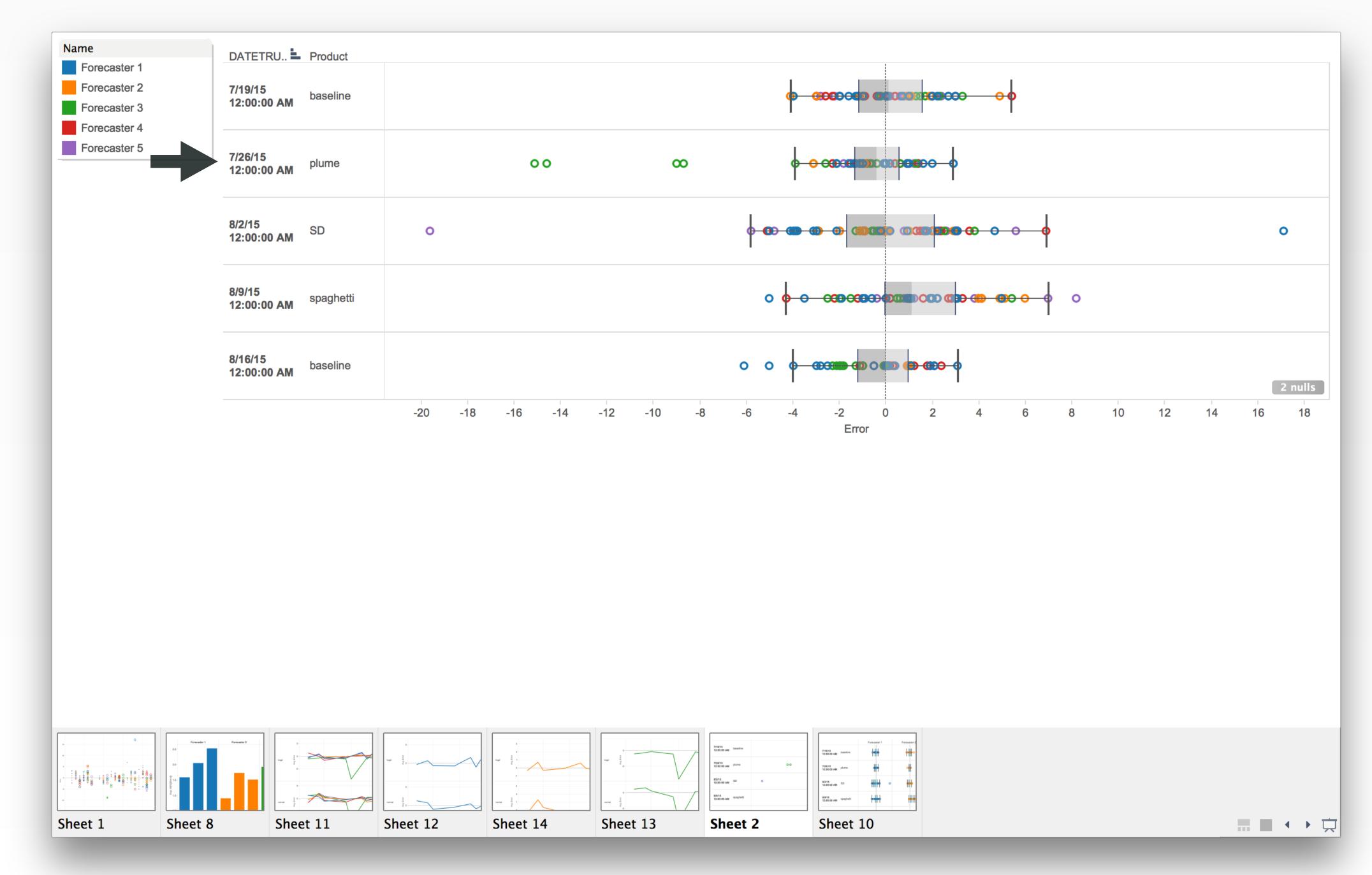


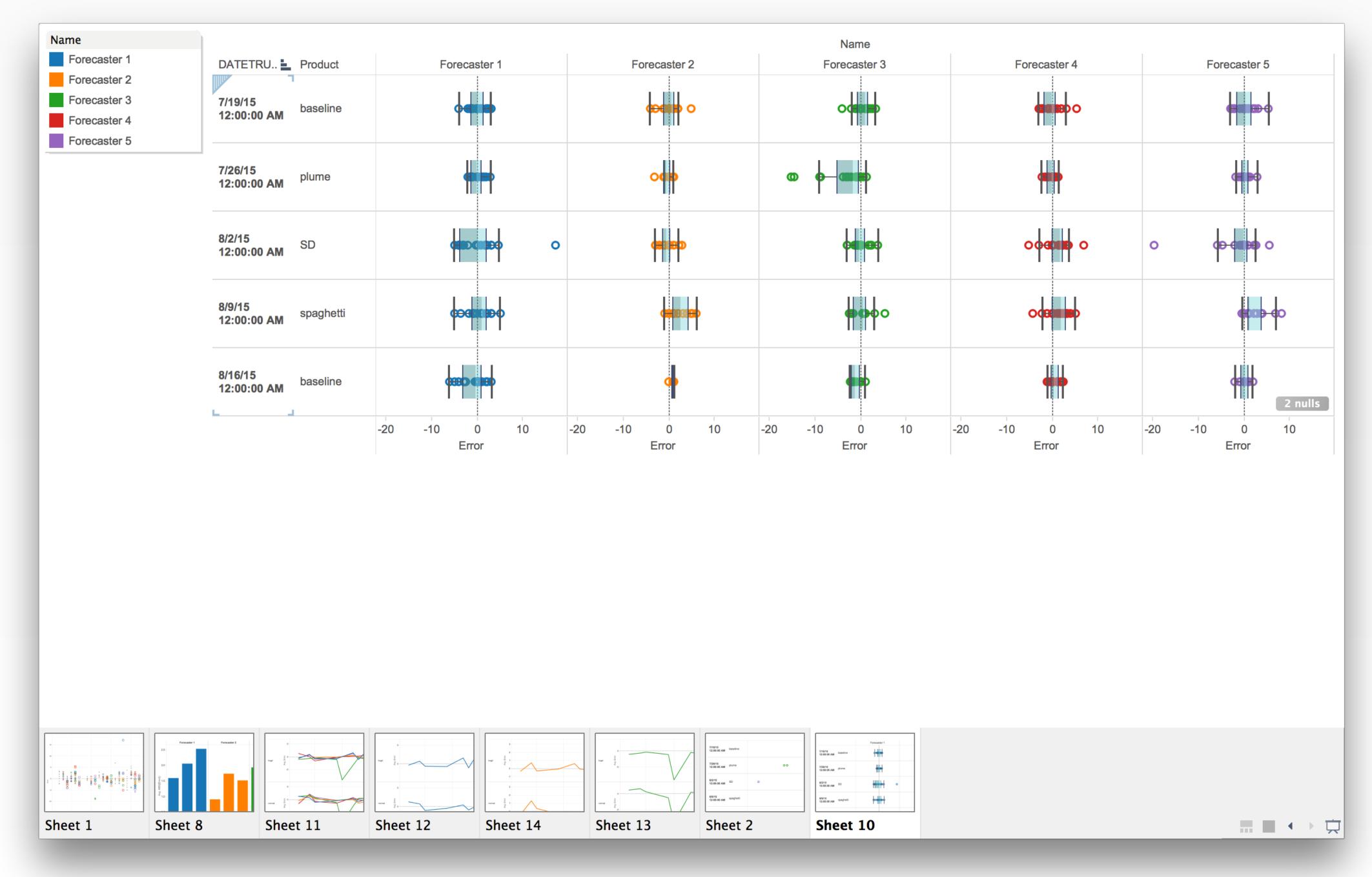


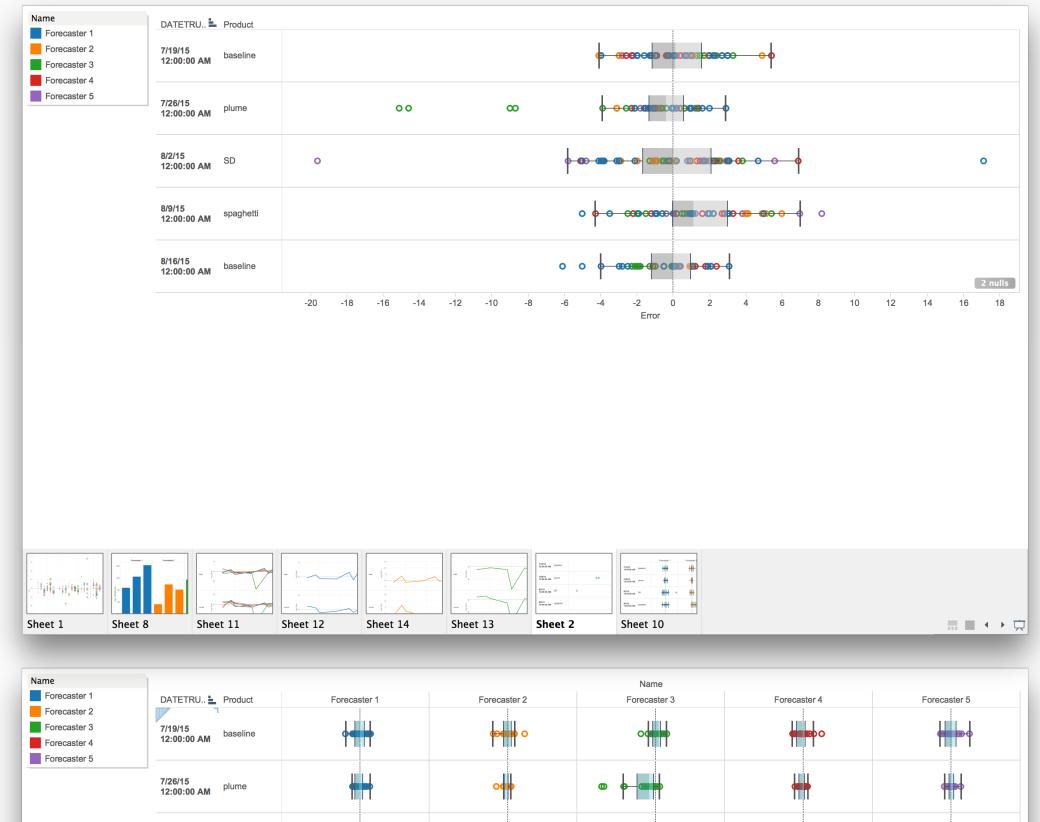














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 Sheet 12
 Sheet 14
 Sheet 13
 Sheet 2

Sheet 1

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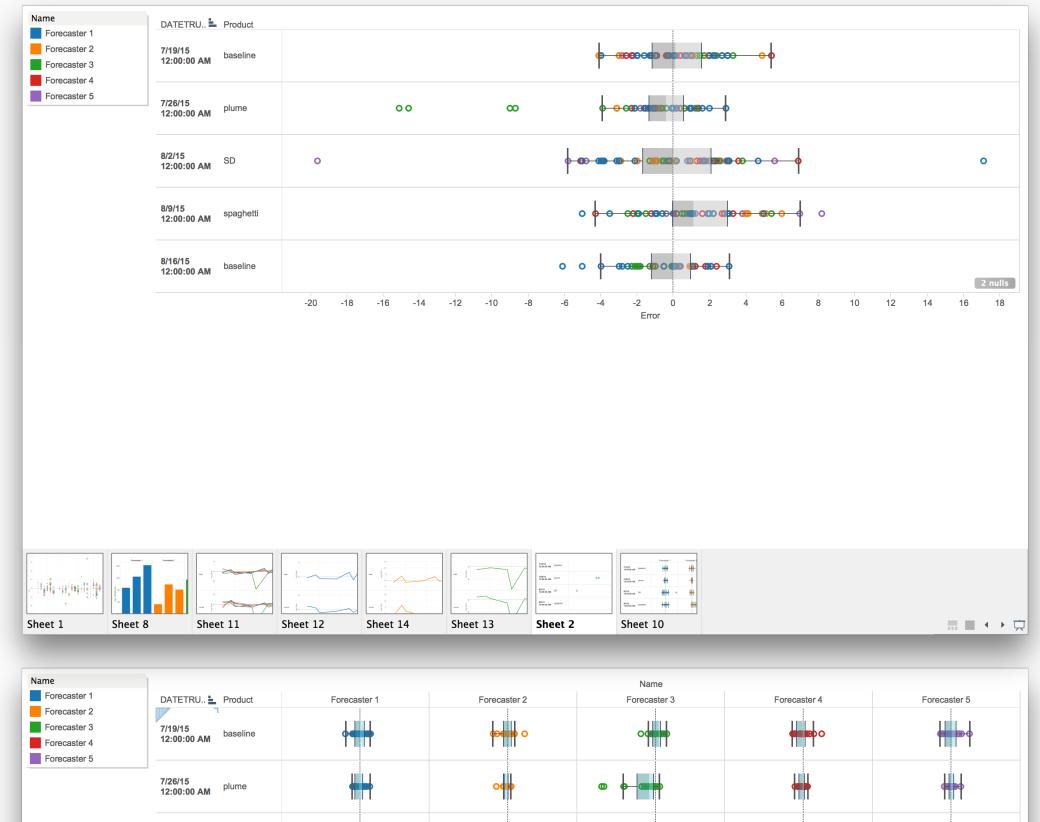
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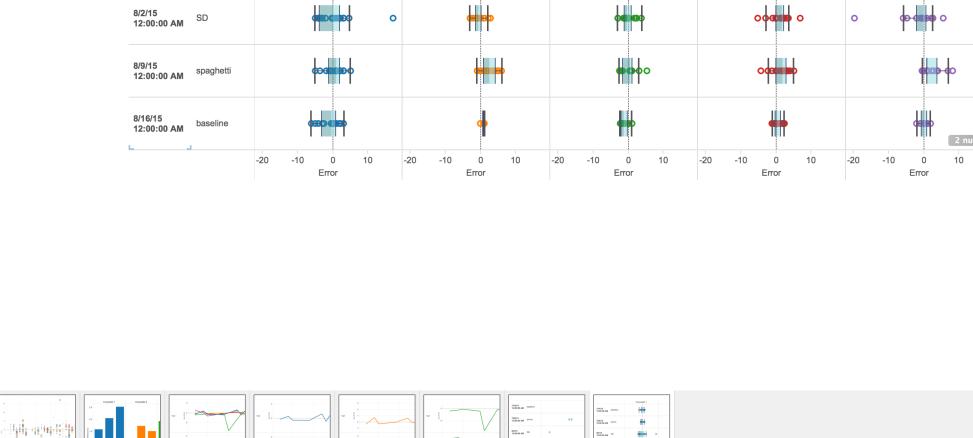
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Sheet 13 Sheet 2

Sheet 10

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Sheet 11 Sheet 12 Sheet 14

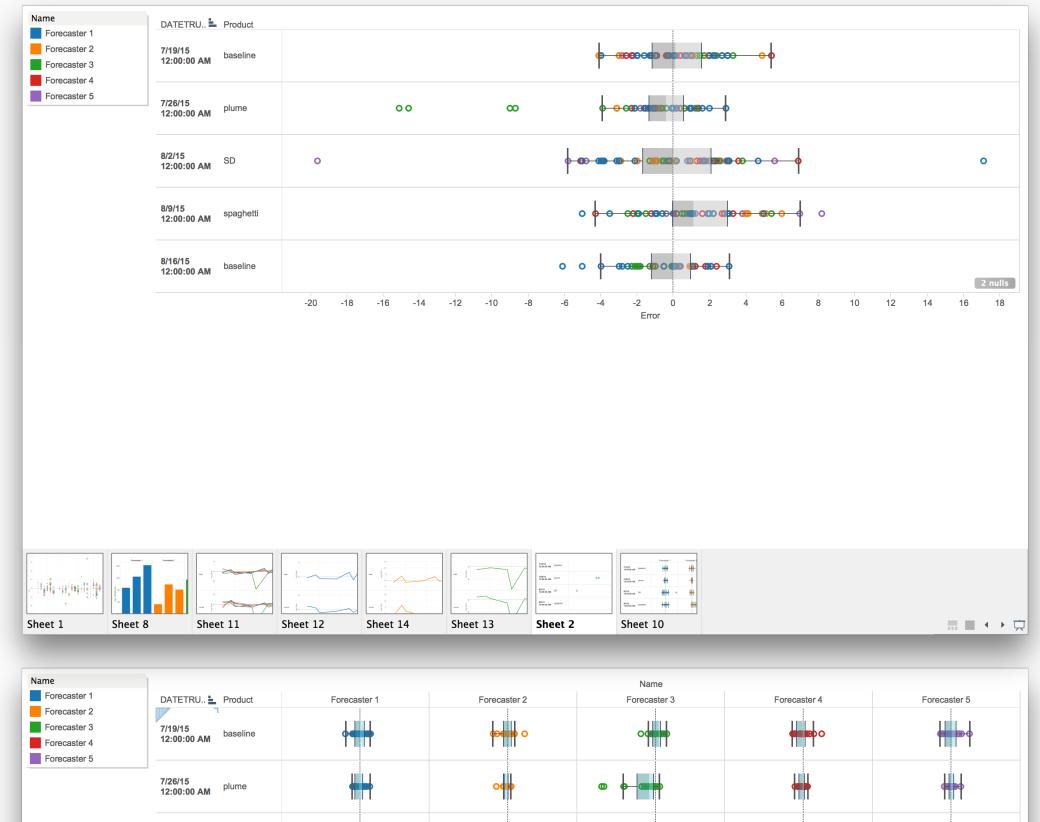
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- plume diagrams had statistically significant improvement over baseline







Sheet 13 Sheet 2

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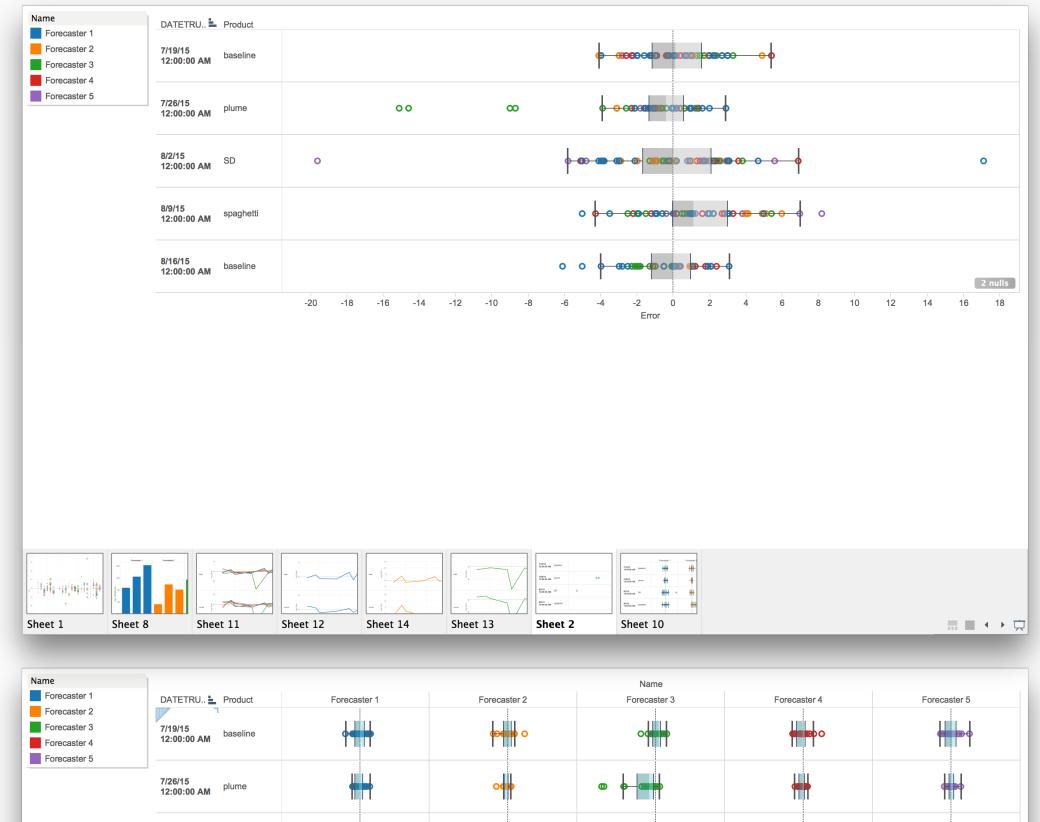
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- plume diagrams had statistically significant improvement over baseline
- are there more appropriate analysis methods?







Sheet 13 Sheet 2

Sheet 10

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Sheet 8

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2 nulls

- plume diagrams had statistically significant improvement over baseline
- are there more appropriate analysis methods?
- to what extent is this effect task dependent?





DISCUSSION POINTS



Does increased realism benefit other decision contexts?

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Alternative experimental designs?

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Alternative experimental designs?

Do we give up and go home?

Does increased realism benefit other decision contexts?

Alternative experimental designs?

Do we give up and go home?

Are there other ways to evaluate?

Does increased realism benefit other decision contexts?

Alternative experimental designs?

Do we give up and go home?

Are there other ways to evaluate?

For More Information http://goo.gl/S5ona9

Related Design Study Visually Comparing Weather Features In Forecasts WED 8:30 AM, GRAND

Special thanks to our Ute Weather participants and to Jim Steenburgh for his insightful feedback

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