

A picture paints a thousand words (not to mention data cells)

John McConnell, Founder, Analytical People

In this paper we will discuss how graphical visualisation can and does play a part in more vividly communication and illuminating the outputs from Research. Furthermore we'll look at how it can form part of the analytical process in-and-of-itself (through interactive visualisation tools). We'll discuss how the omnipresent PowerPoint fits into the picture. Is it enabling or constraining?

We'll look at some real research applications – including graphical tabs, interactive perceptual maps, visual clustering, flash-based decision trees and geo-spatial mapping. Explore the practicalities of using visualisation through the Research cycle, consider how we convey substantive meaning - as opposed to superficial style – and discuss state-of-the-art thinking, tools and methods.

We'll finish off by speculating on the future possibilities for Visual Analytics in Research.