

University of Konstanz
Data Analysis and Visualization Group



On Semantic Shifts and Circular Projections

May 05.05.2025

ELLIIT Focus Symposium
Raphael Buchmüller

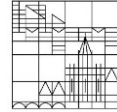
Data Analysis and Visualization Lab (DBVIS)

Prof. Dr. Daniel A. Keim

Web: vis.uni-konstanz.de



DBVIS Group



Universität
Konstanz



Research Overview

Topics

Language Models / Text

- Personalization
- LLM Impact
- Argumentation

Document Projections

- Circular Projection
- Projection Explanation / Interaction

Visualization

- Human-Centered
- Text Vis, Digital Humanities, Networks

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Supervision & Collaboration

- Daniel A. Keim (DBVis, University of Konstanz)
- Johannes Fuchs (DBVis, University of Konstanz)
- Frederik L. Dennig (DBVis, University of Konstanz)
- Miriam Butt (Computational Linguistics Lab, University of Konstanz)
- Rita Sevastjanova (IVIA, ETH Zürich)
- Mennatallah El-Assady (IVIA, ETH Zürich)
- Michael Behrisch (CGGroup, Utrecht University)
- Sara di Bartolomeo (ACG, TU Wien)
- Alessio Arleo (Visualization Cluster, Eindhoven University of Technology)
- Silvia Miksch (cVAST, TU Wien)

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Raphael Buchmüller, Astrik Jeitler and Daniel A. Keim

Strategies for Personalization through Active Learning and Visual Analytics

IEEE VIS Short (2025)

Raphael Buchmüller, Friedricke Körte and Daniel A. Keim

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs

2024 IEEE Visualization in Data Science, VDS 2024

Raphael Buchmüller; Mark-Matthias Zymla; Daniel A. Keim, Miriam Butt, Rita Sevastjanova

Exploration of Preference Models using Visual Analytics

MLVis: Machine Learning Methods in Visualisation for Big Data (2024)

Raphael Buchmüller, Mark-Matthias Zymla, Sara di Bartolomeo, Miriam Butt, Daniel Keim, Rita Sevastjanova and Mennatallah El-Assady

Argumentis: A Comprehensive Visual Analytics Application for Exploring Argumentation Perspectives

CHI 2025 (in submission)

Raphael Buchmüller, Bastian Jäckl, Michael Behrisch, Daniel A. Keim, Frederik L. Dennig

cPro: Circular Projections Using Gradient Descent

EuroVA: EuroVis Workshop on Visual Analytics (EuroVA 2024)

Raphael Buchmüller, Manuel Schmidt, Bastian Jäckl, Miriam Butt, Daniel A. Keim, and Frederik L. Dennig

Evaluating Circular Projections for Information Visualization

Eurovis Full (2025)

Raphael Buchmüller, Daniel A. Keim, Mennatallah El-Assady, Alessio Arleo and Johannes Fuchs

LEAPNet: Layered Exploration of Publication Networks

IEEE VIS 2025 Full

Raphael Buchmüller and Daniel A. Keim

GLANCE: Enhancing LLM Communication through Text Highlighting

Eurovis Full (2025)

Buchmüller, R., Fürst, D., Frings, A., Schlegel, U., & Keim, D. (2024)

Visual Bias Detection for Addressing Illegal Fishing Activities

2024 IEEE Visual Analytics Science and Technology VAST Challenge

Raphael Buchmüller, Friedricke Körte, ??, and Daniel A. Keim

NetworkRugs: A Novel Design to Visualize Temporal Network Patterns

Ongoing Work

Zymla, M.-M., Buchmüller, R., Butt, M., & Keim, D. A. (2024)

Deciphering Personal Argument Styles : A Comprehensive Approach to Analyzing Linguistic Properties of Argument Preferences

Robust Argumentation Machines: First International Conference, RATIO 2024

Plenz, Moritz, Raphael Buchmüller, and Alexander Bondarenko. (2023)

Argument Quality Prediction for Ranking Documents

CLEF (Working Notes)

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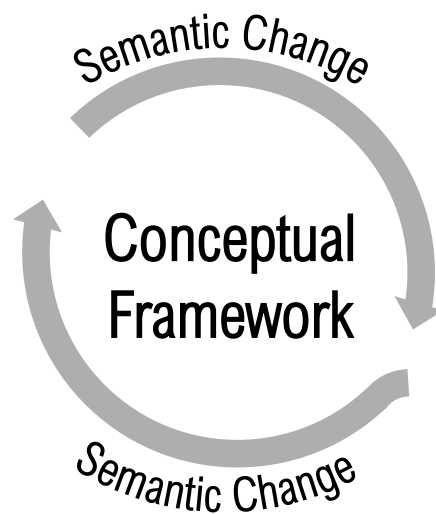
Part I

Semantic Shifts in Times of LLMs

Published at VDS 2024

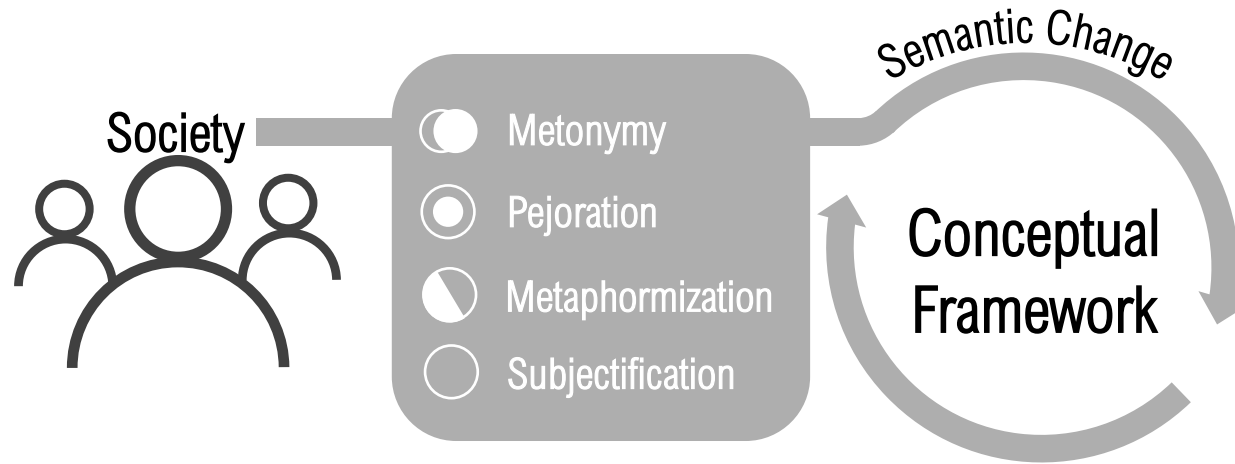
Human language is a constantly evolving phenomenon.

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.



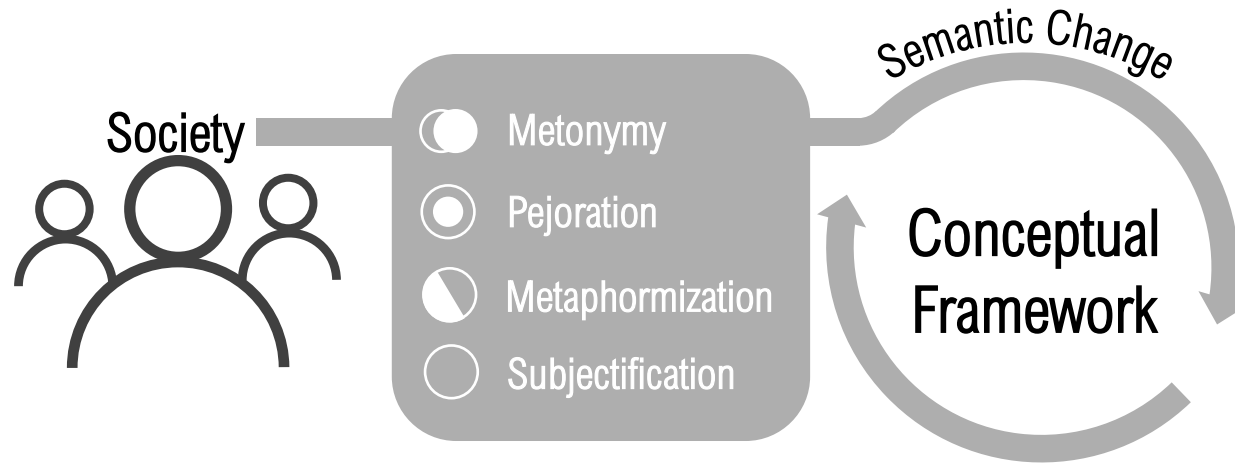
Semantic change is influenced by context, cognition, and society.

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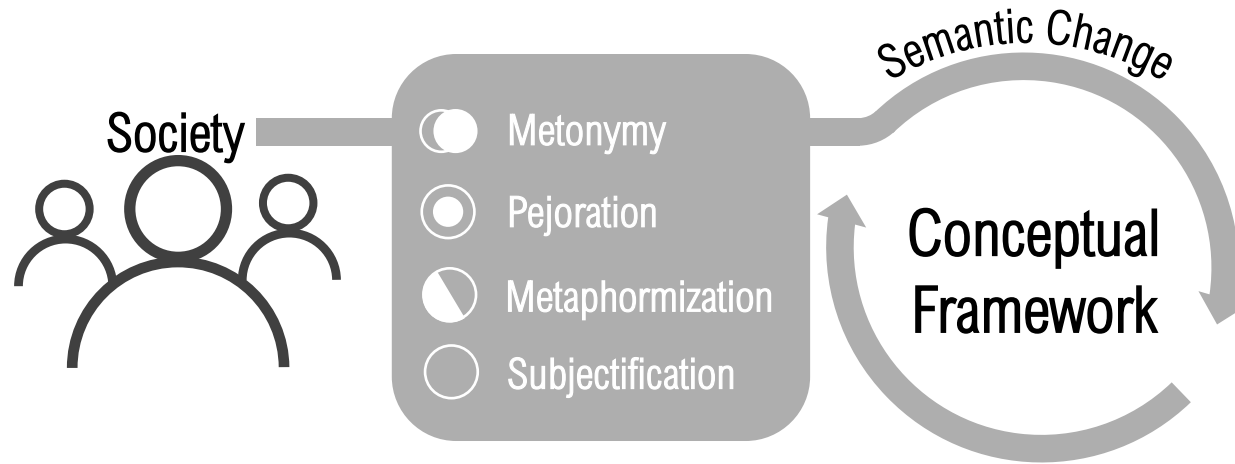
Metonymy

Meaning shift by using an associative link between two concepts

"Number 10" to represent the British Prime Minister, where the address stands for the officeholder

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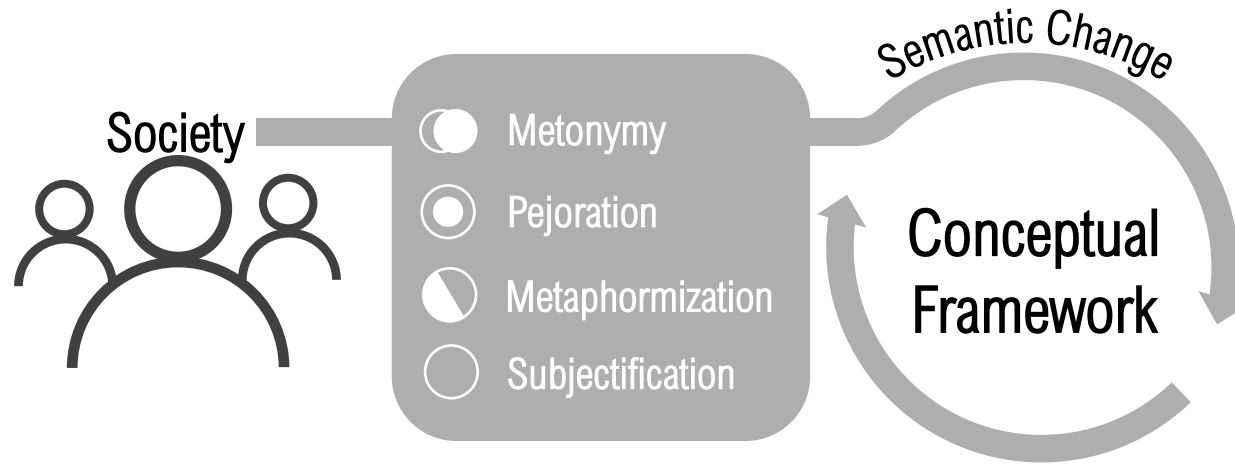
Pejoration

Meaning shift towards a more positive/negative connotation

""Silly" originally meant "blessed" but now means "foolish."

Semantic change is influenced by context, cognition, and society.

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.



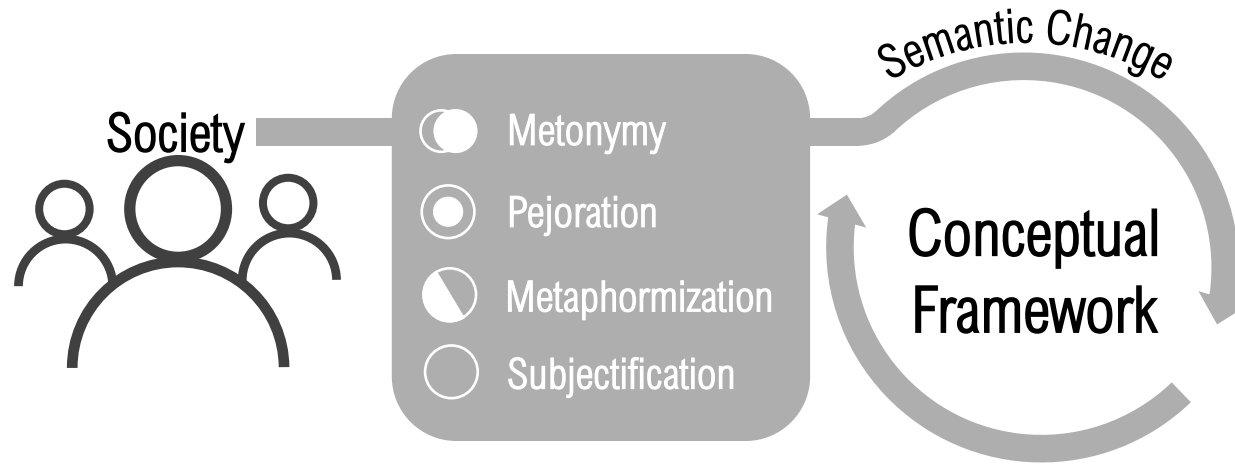
Metaphormization

Meaning shift by transferring meaning based on perceived similarities between two concepts.

*Calling an inept person a "doughnut,"
using the image of a doughnut to convey incompetence*

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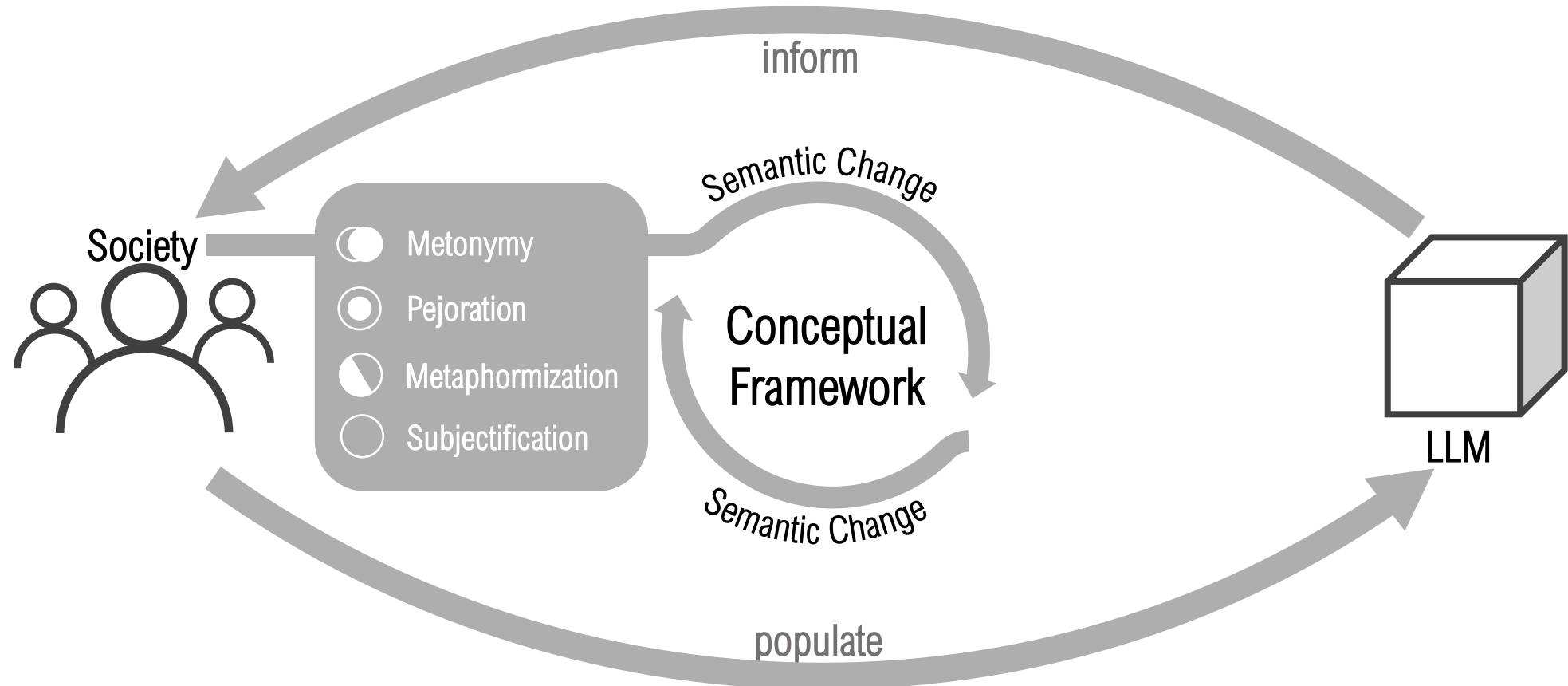
Subjectification

Meaning shift towards becoming more subjective, influenced by personal perspectives.

*"Very" originally meant "true"
but now functions as an intensifier*

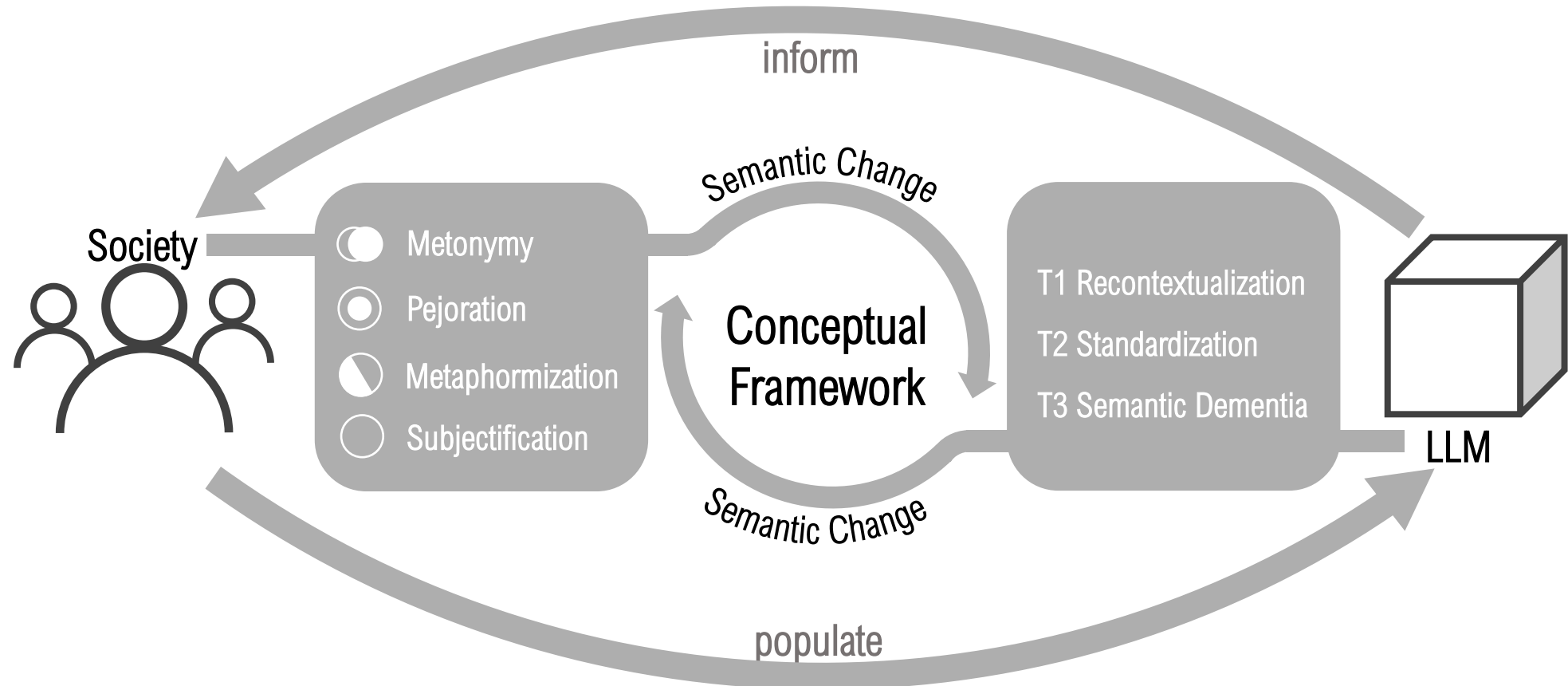
LLMs change the way we produce and process information.

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.



The increasing use and ongoing development of LLMs drives semantic change.

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.



T1 Recontextualization

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.

Definition

Large language models generate textual outputs that make learned forms of language accessible to diverse contexts.

Example

LLMs popularizing the term "delve" by reintroducing it into different contexts, increasing its use and meaning in new domains.

Occurrences

Drum [11], Radford et al. [46], Floridi and Chiriatti [12], Brown et al. [7]

T2 Standardization

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.

Definition

Standardization involves meaning shifts caused by LLMs imposing uniform language patterns, leading to linguistic convergence and a reduction in diversity.

Example

LLMs leading to the loss of regional dialects or unique linguistic expressions

Occurrences

Caines et al. [8], Bender and Koller [4], Prabhu and Birhane [45]

T3 Semantic Dementia

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.

Definition

Semantic Dementia refers to the gradual degradation of language quality due to LLMs propagating oversimplified, biased, or erroneous models, leading to inaccuracies in word meanings.

Example

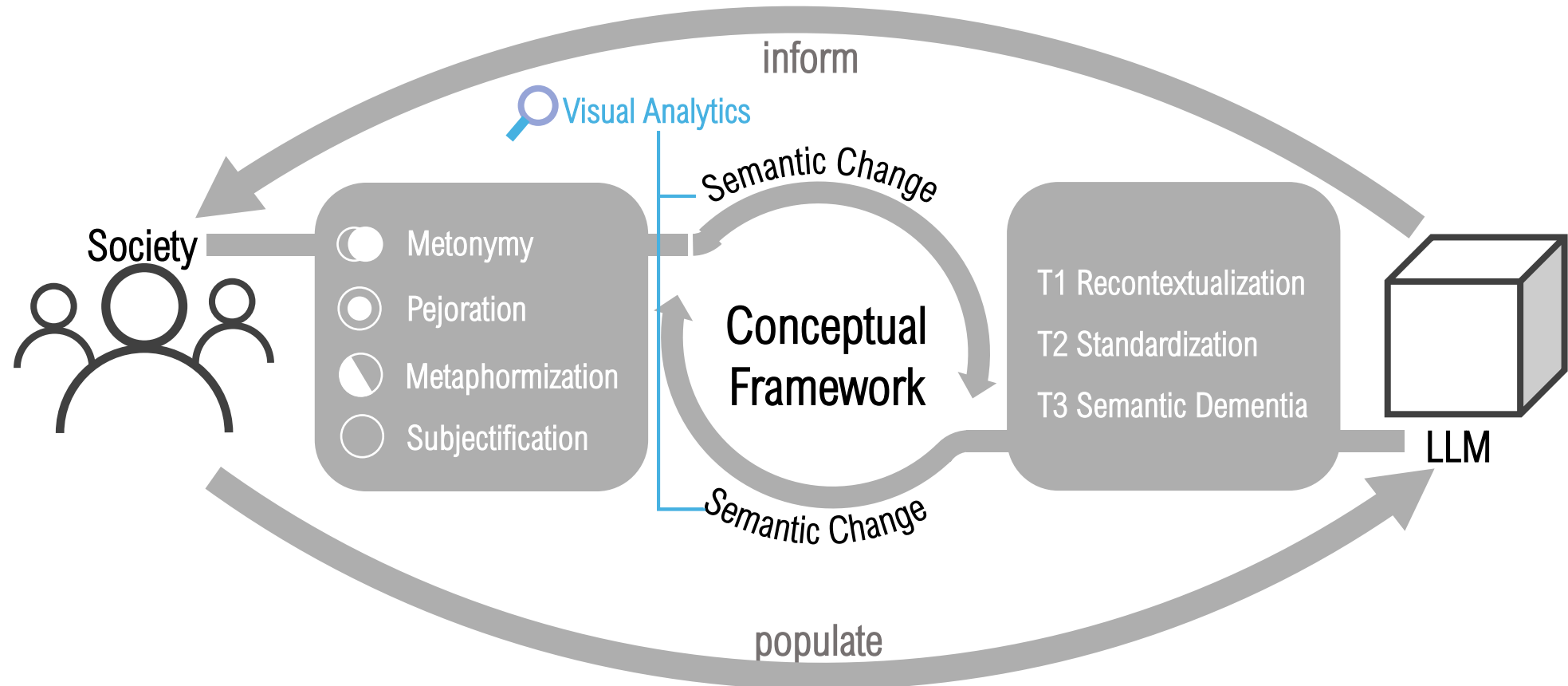
LLMs generating imprecise translations that erode nuanced terminology, as seen in studies of translation errors.

Occurrences

Prabhu and Birhane [45], Vincent and Hecht [53], Yao et al. [57]

VA needs to monitor current socio-linguistic changes.

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.



Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.

Author	Citation	Year	Corpus			Temporal Interval	Language							Detection Method		Visual Approach	Semantic Shift						Visualization																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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How can we detect and visualize Semantic Change?

Seeing the Shift: Keep an Eye on Semantic Changes in Times of LLMs – Buchmüller et al.

Detection

Dynamic word embeddings capture real-time shifts without artificial time bins, allowing continuous tracking of how meanings evolve.

Frequency-based methods help detect significant changes in word usage but don't provide deeper insights into meaning shifts.

Visualization

Embedding-based techniques (scatter plots, PCA, t-SNE) are the most effective for visualizing shifts in semantic relationships over time.

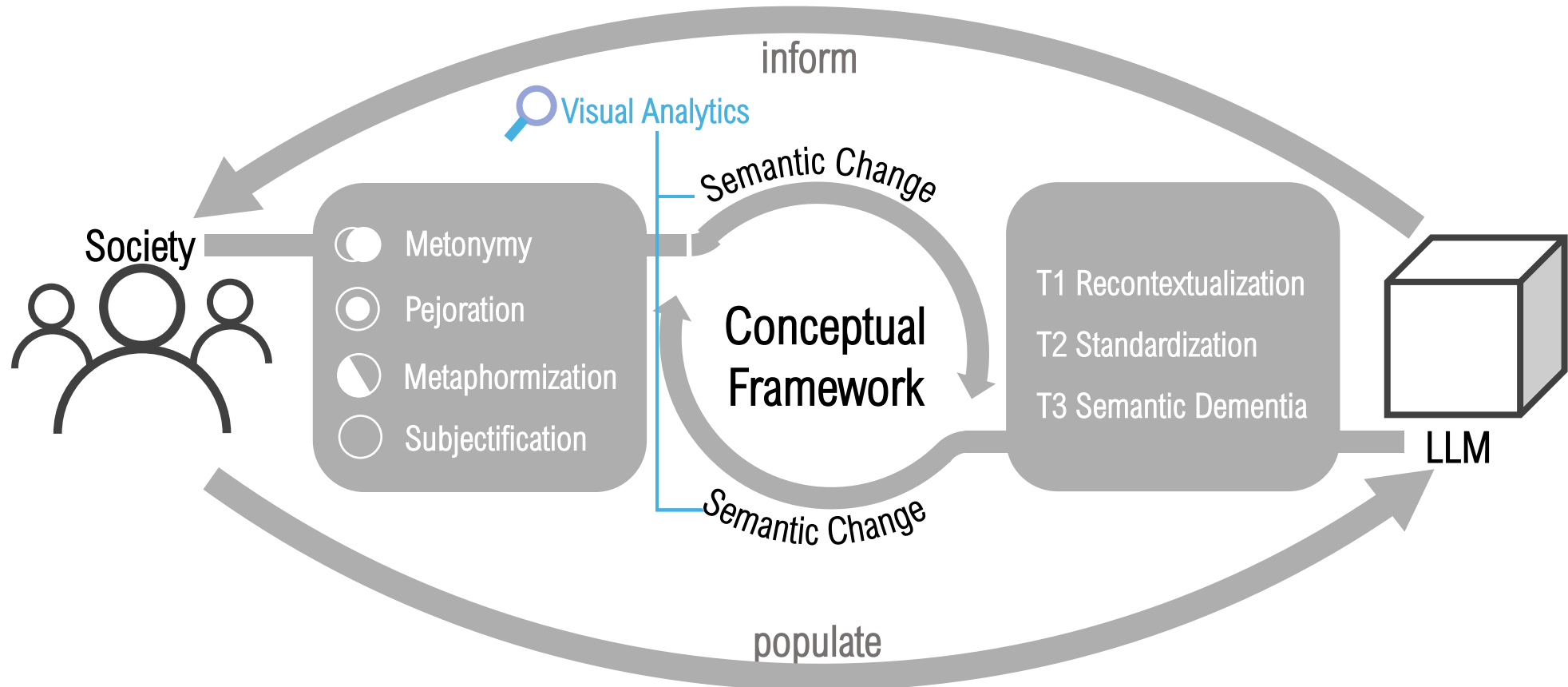
Context-based visualizations (heat maps, word clouds) highlight evolving word associations and usage environments.

Integration of multiple methods is necessary!

Seeing the Shift:

Keep an Eye on Semantic Changes in Times of LLMs

Raphael Buchmüller, Friederike Körte, Daniel Keim



The Role of VA and Interaction in LLM Research

ELLIIT - Questions and Discussion

VA for Creating the Model

Training, Fine-tuning & Alignment

VA for Explaining the Model

xAI & Behavioral Analysis (e.g. Fairness)

VA for Using the Model

AI4VA & VA4A

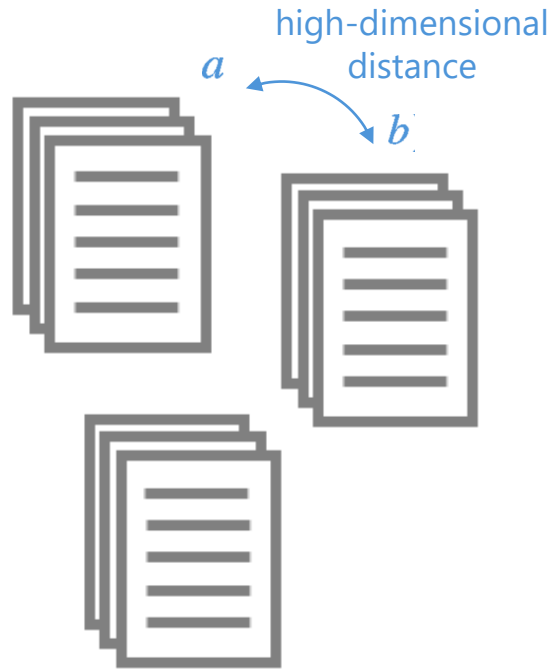
Part II

Circular Projection

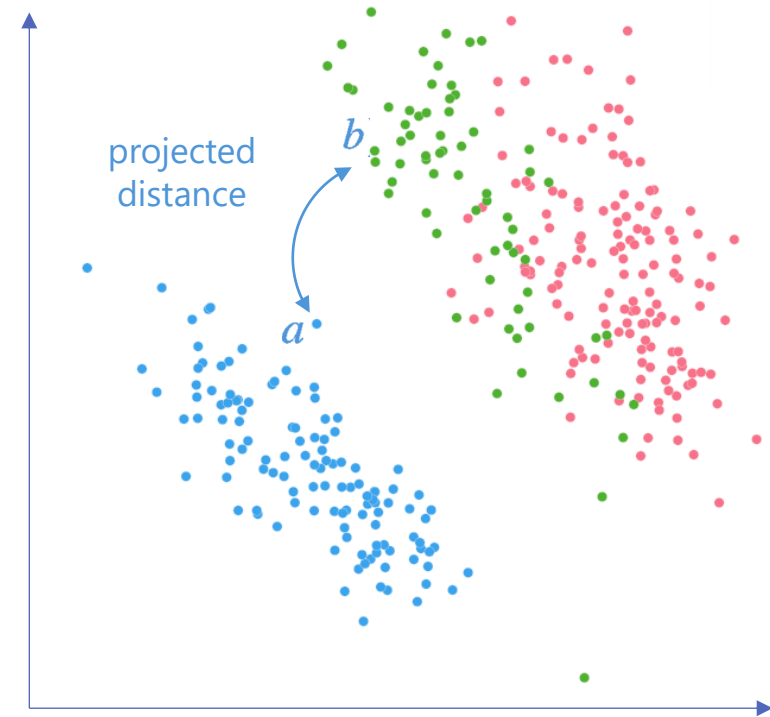
Published/Submitted Work

High-dimensional Data Projection

cPro: Circular Projections using Gradient Descent



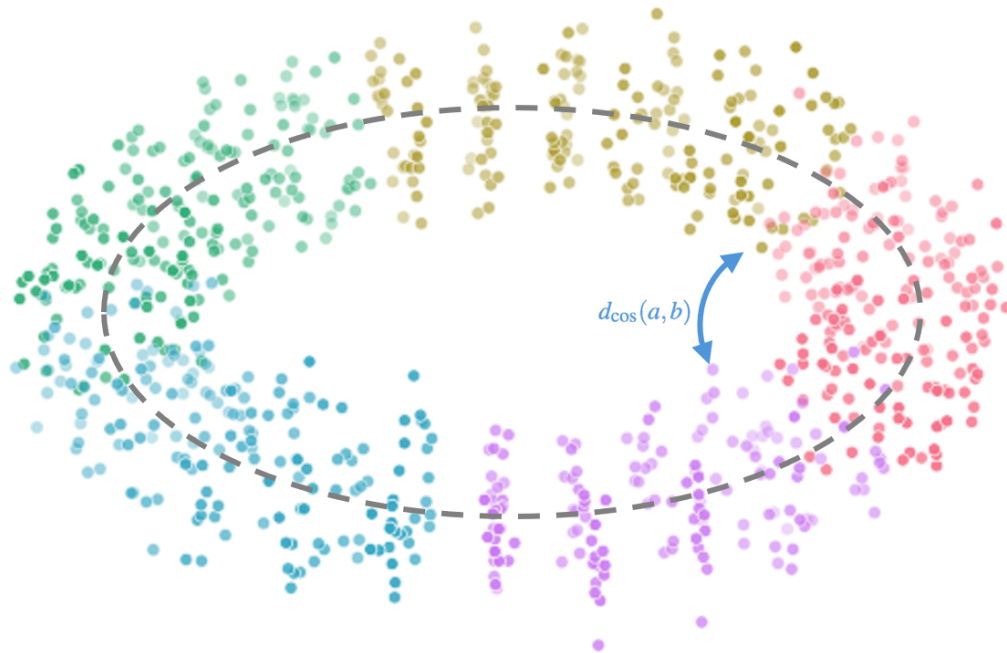
High-Dimensional Data



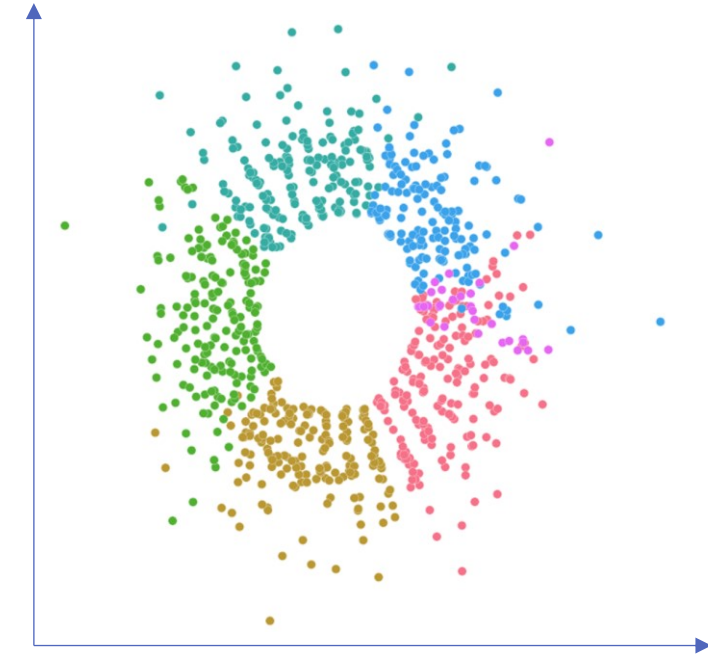
Projection on 2D Plane

High-dimensional Data Projection

cPro: Circular Projections using Gradient Descent



High-Dimensional Data



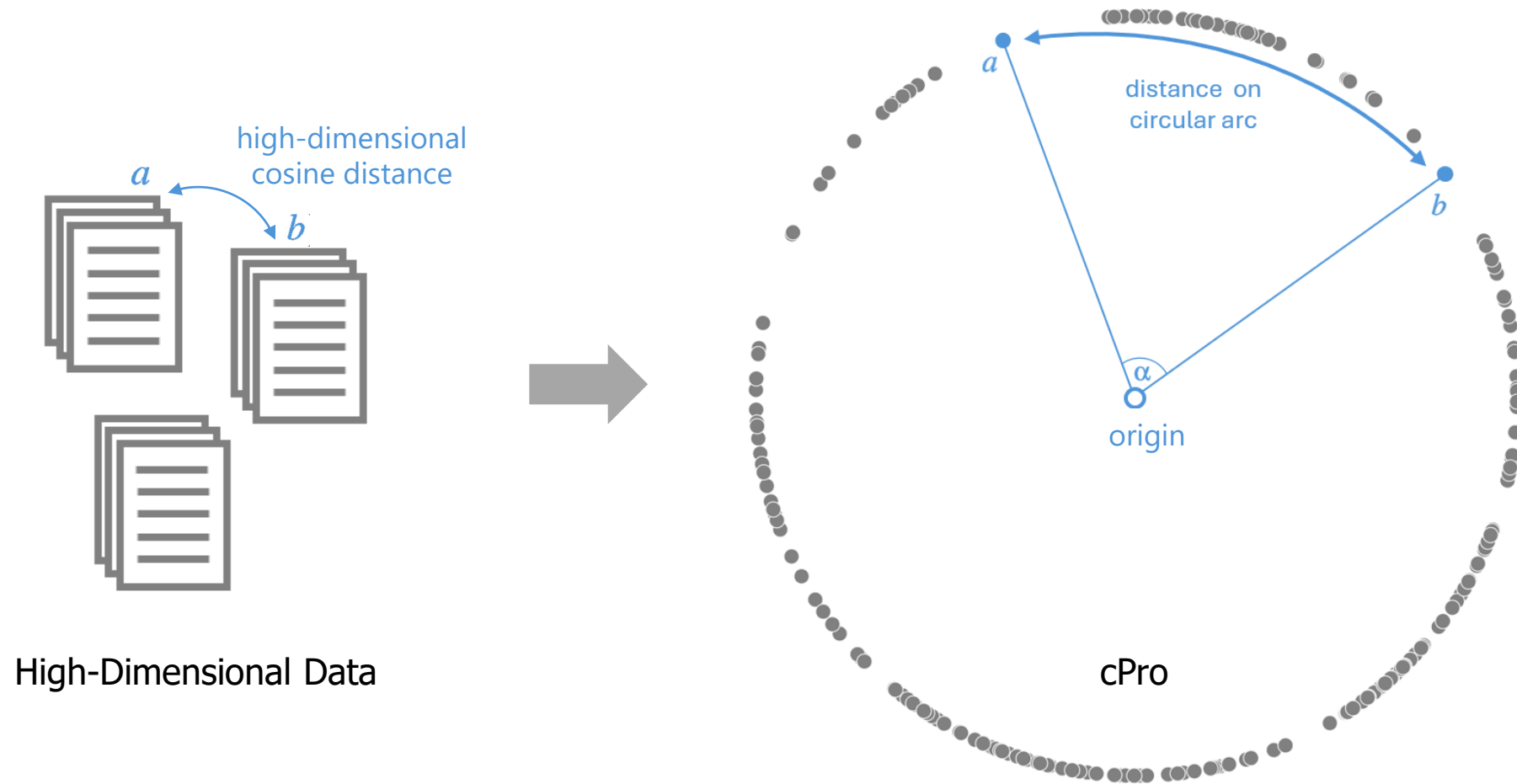
2D MDS



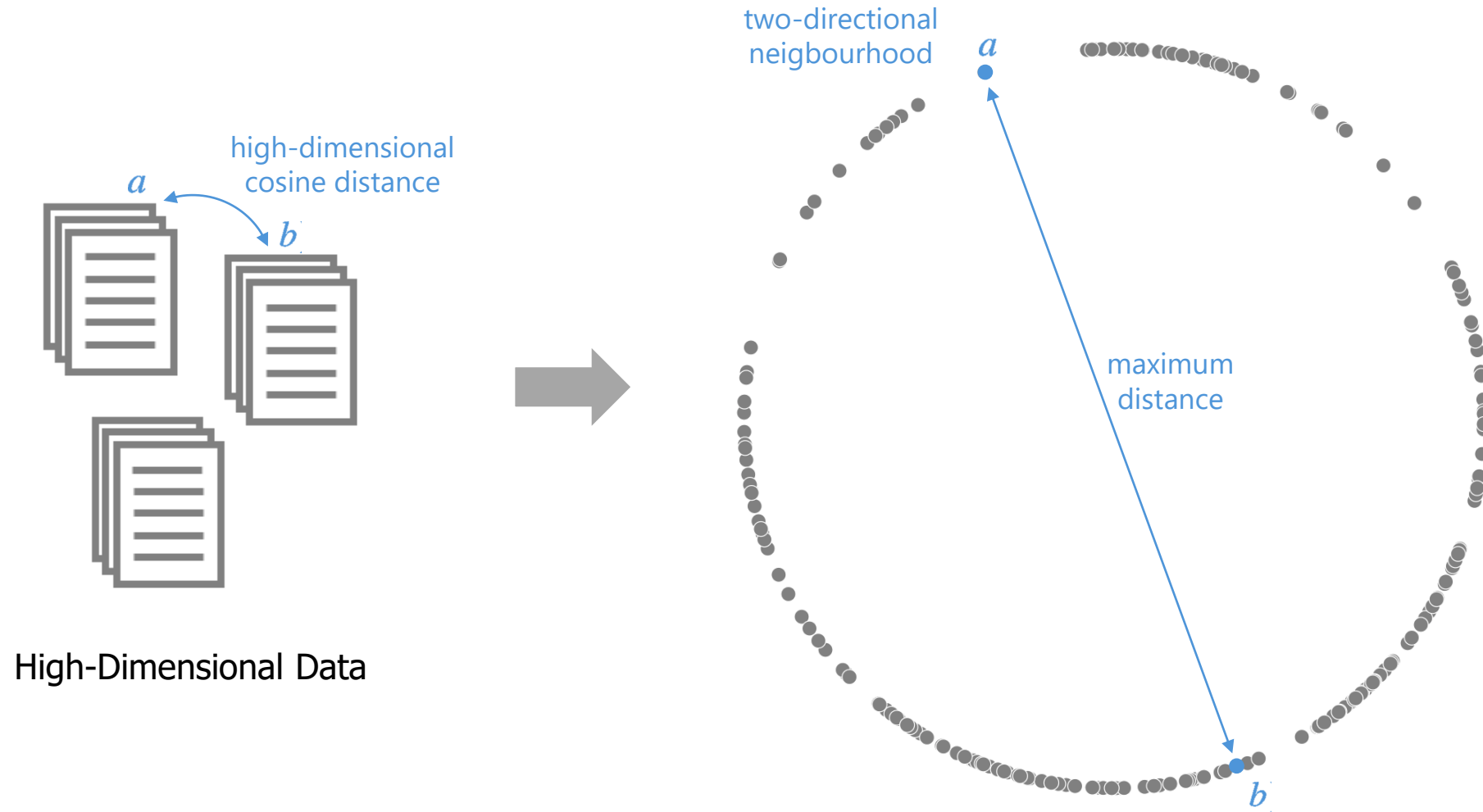
1D MDS

- limited to lines, planes and cubes
- fail to capture intrinsic, spherical topologies
- difficult layout enrichments

cPro: Circular Projections using Gradient Descent



cPro: Circular Projections using Gradient Descent

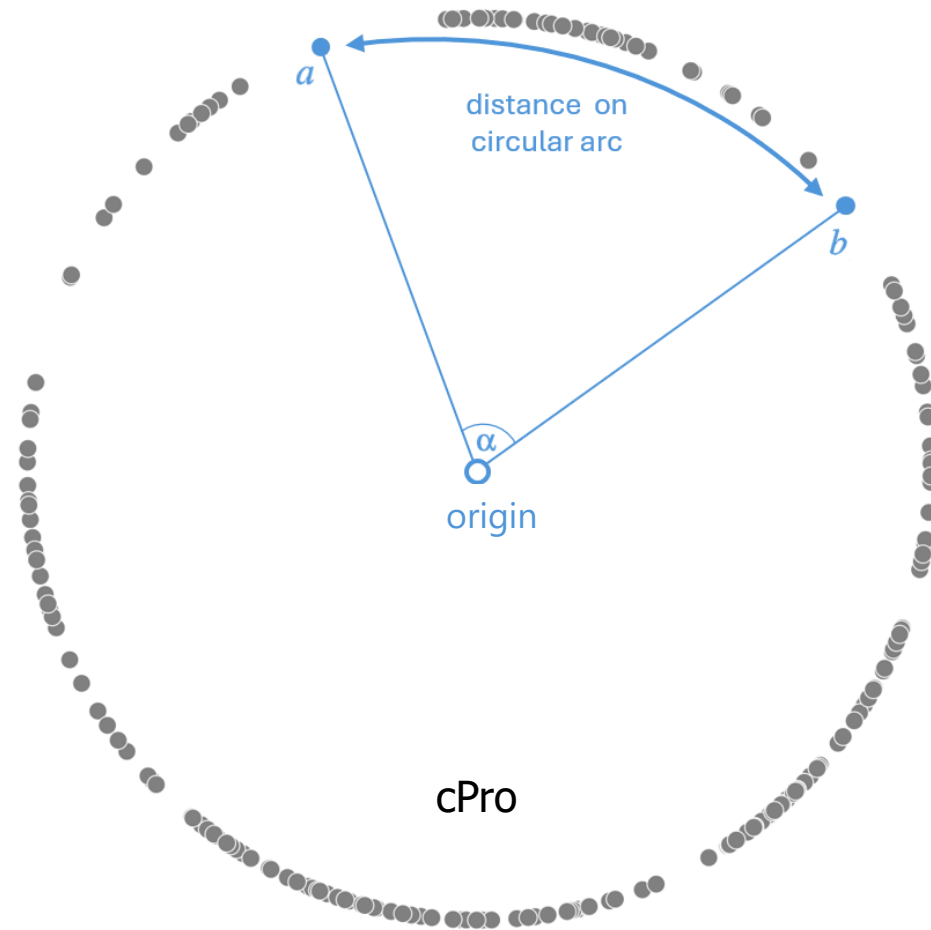


cPro: Circular Projections using Gradient Descent

Optimize Loss function

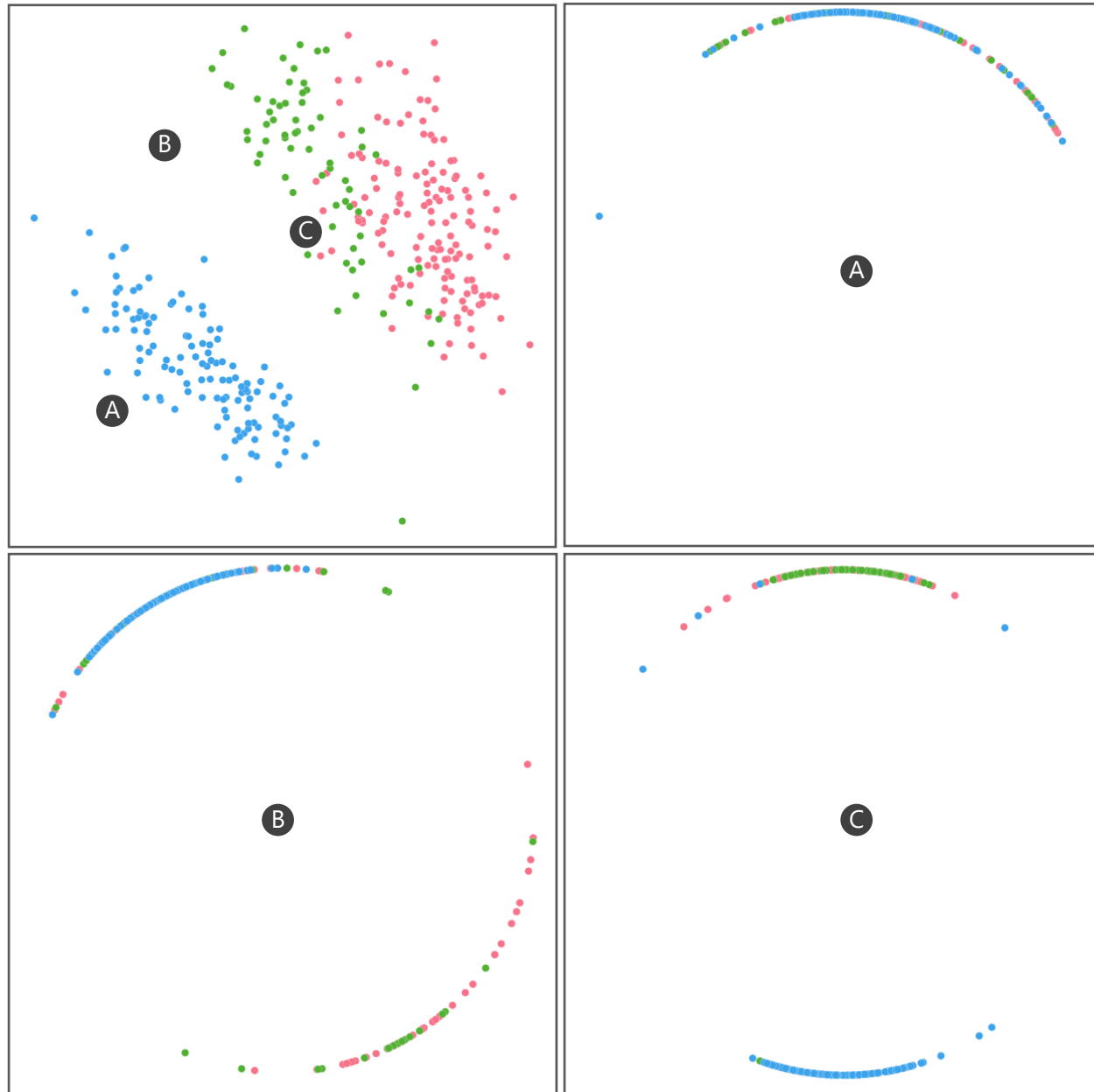
$$\mathcal{L}(M, P) := \frac{1}{|D|^2} \sum_{i=1}^{|D|} \sum_{j=1}^{|D|} |m_{i,j} - d_{\circ}(p_i, p_j)|$$

using Gradient Descent, Adam, PSO



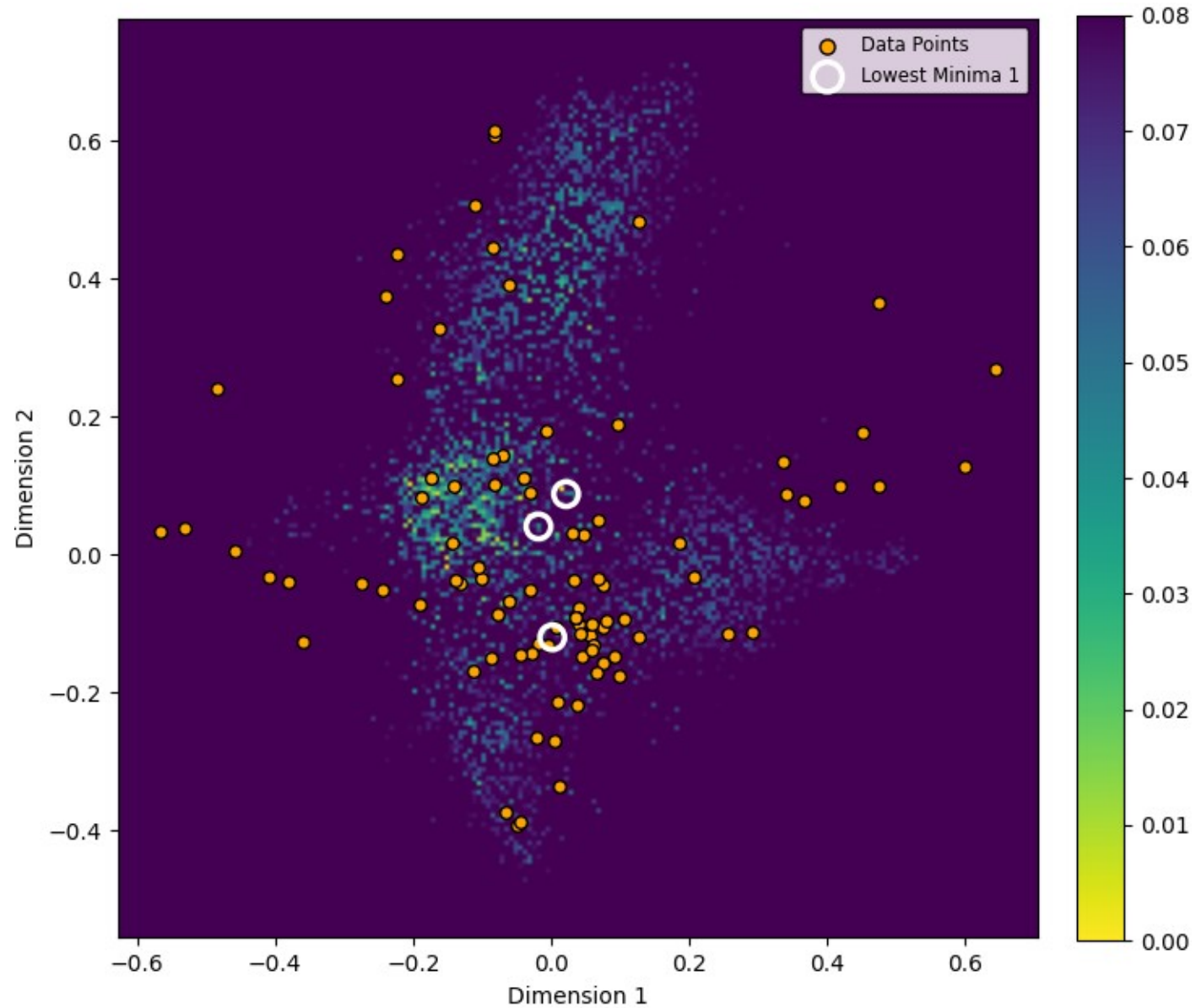
Finding the origin

cPro: Circular Projections using Gradient Descent



Finding the origin

cPro: Circular Projections using Gradient Descent



Quantitative Evaluation

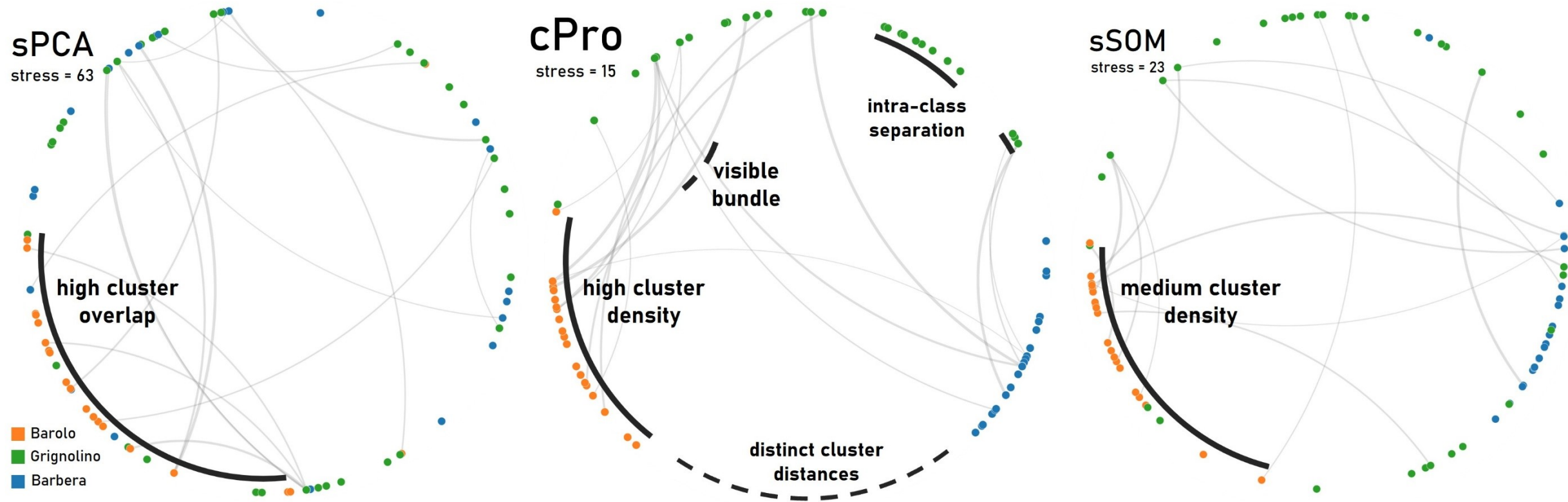
cPro: Circular Projections using Gradient Descent

Dataset	Metric	<i>cPro</i> Techniques				Related		2D MDPs				1D MDPs		
		DA	Adam	PSO	L-BFGS	sSOM	sPCA	IsoMap	MDS	PCA	t-SNE	UMAP	MDS	PCA
wine	Stress ↓	.23	.15	.18	.30	.23	.70	.24	.22	.20	.21	.23	.86	.89
	Correlation ↑	.89	.91	.88	.70	.58	.28	.86	.85	.87	.83	.84	.25	.33
	Silhouette Score ↑	.38	.40	.39	.33	-.10	-.3	.42	.41	.40	.39	.43	.24	.15
	Trustworthiness ↑	.76	.80	.79	.61	.58	.36	.77	.76	.78	.75	.76	.16	.14
	Continuity ↑	.71	.74	.72	.24	.62	.20	.73	.70	.73	.71	.73	.33	.34
	Distance Consistency ↑	.65	.69	.68	.10	.72	.26	.66	.65	.67	.66	.66	.28	.27
	Average Distance ↑	.58	.62	.61	.46	.44	.42	.20	.19	.63	.60	.61	.50	.51
	Neighborhood Hit ↑	.48	.52	.50	.39	.17	.16	.51	.50	.49	.48	.54	.44	.42
	Shepard Goodness ↑	.77	.80	.78	.75	.75	.24	.73	.78	.77	.71	.69	.20	.25
20 News	Stress ↓	.34	.26	.28	.32	.38	.50	.33	.31	.30	.29	.32	.87	.89
	Correlation ↑	.82	.88	.83	.72	.70	.37	.85	.84	.86	.83	.87	.16	.14
	Silhouette Score ↑	.22	.24	.23	-.20	.16	-.25	.26	.25	.24	.23	.25	.10	.11
	Trustworthiness ↑	.72	.76	.75	.63	.60	.58	.78	.74	.73	.72	.77	.26	.24
	Continuity ↑	.67	.71	.69	.56	.53	.54	.70	.69	.68	.73	.72	.32	.31
	Distance Consistency ↑	.61	.65	.63	.21	.72	.51	.64	.63	.62	.64	.66	.18	.17
	Average Distance ↑	.55	.59	.57	.46	.44	.43	.57	.56	.58	.57	.60	.12	.11
	Neighborhood Hit ↑	.45	.48	.47	.39	.37	.35	.50	.51	.49	.47	.50	.42	.21
	Shepard Goodness ↑	.74	.79	.75	.66	.63	.62	.77	.76	.75	.74	.78	.28	.17
protein	Stress ↓	.42	.33	.36	.47	.44	.46	.40	.38	.35	.36	.39	.87	.89
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	Silhouette Score ↑	.25	.28	.26	.21	-.18	-.12	.27	.26	.25	.24	.29	.22	.23
	Trustworthiness ↑	.72	.78	.74	.63	.60	.58	.76	.74	.75	.73	.77	.68	.66
	Continuity ↑	.67	.71	.69	.58	.56	.54	.73	.70	.68	.69	.72	.63	.61
	Distance Consistency ↑	.62	.66	.64	.28	.67	.50	.64	.63	.62	.63	.65	.58	.57
	Average Distance ↑	.54	.59	.57	.48	.45	.43	.57	.55	.56	.54	.58	.51	.52
	Neighborhood Hit ↑	.44	.48	.47	.39	.37	.35	.50	.49	.48	.46	.51	.42	.41
	Shepard Goodness ↑	.75	.80	.77	.67	.64	.62	.79	.78	.76	.74	.80	.69	.68

Table 3: Evaluation Results for all Optimization and Projection Techniques on the *wine*, *20 News* and *protein* datasets.

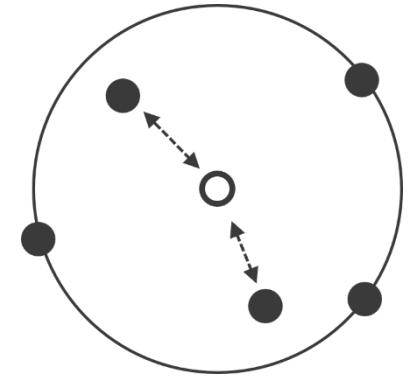
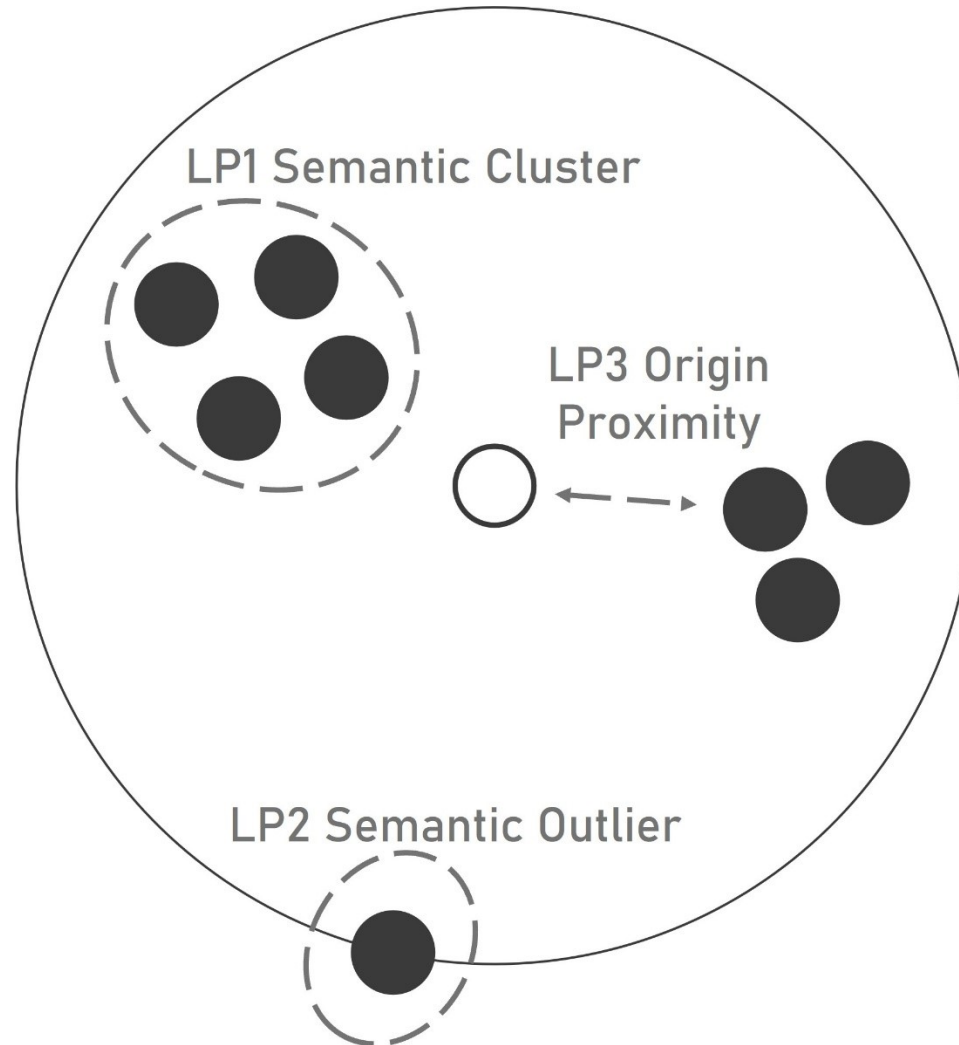
Quantitative Evaluation

cPro: Circular Projections using Gradient Descent



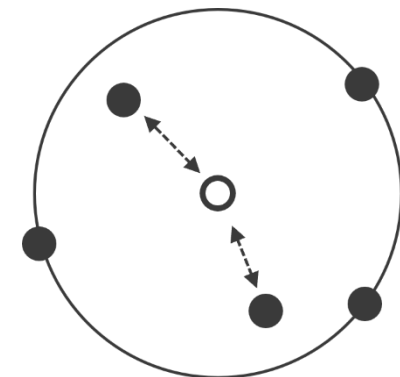
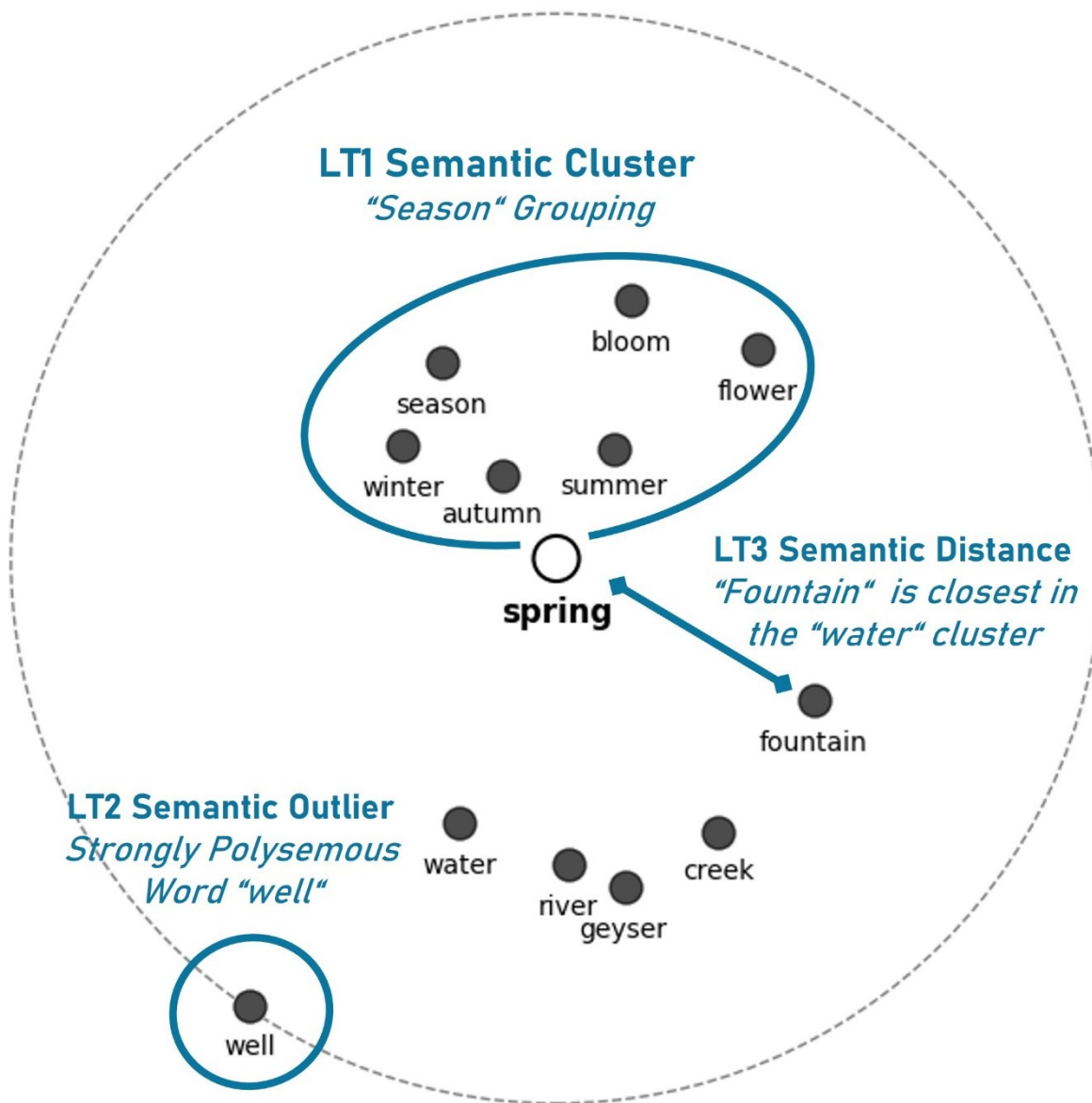
Visualization Design Extensions

Design Extension 1 – Origin Proximity

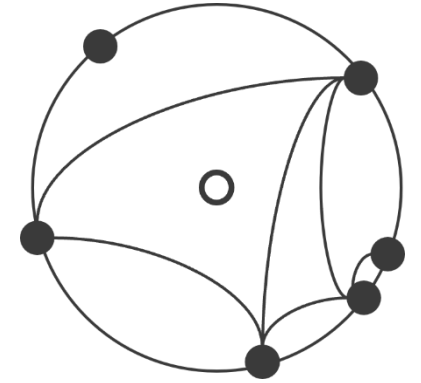
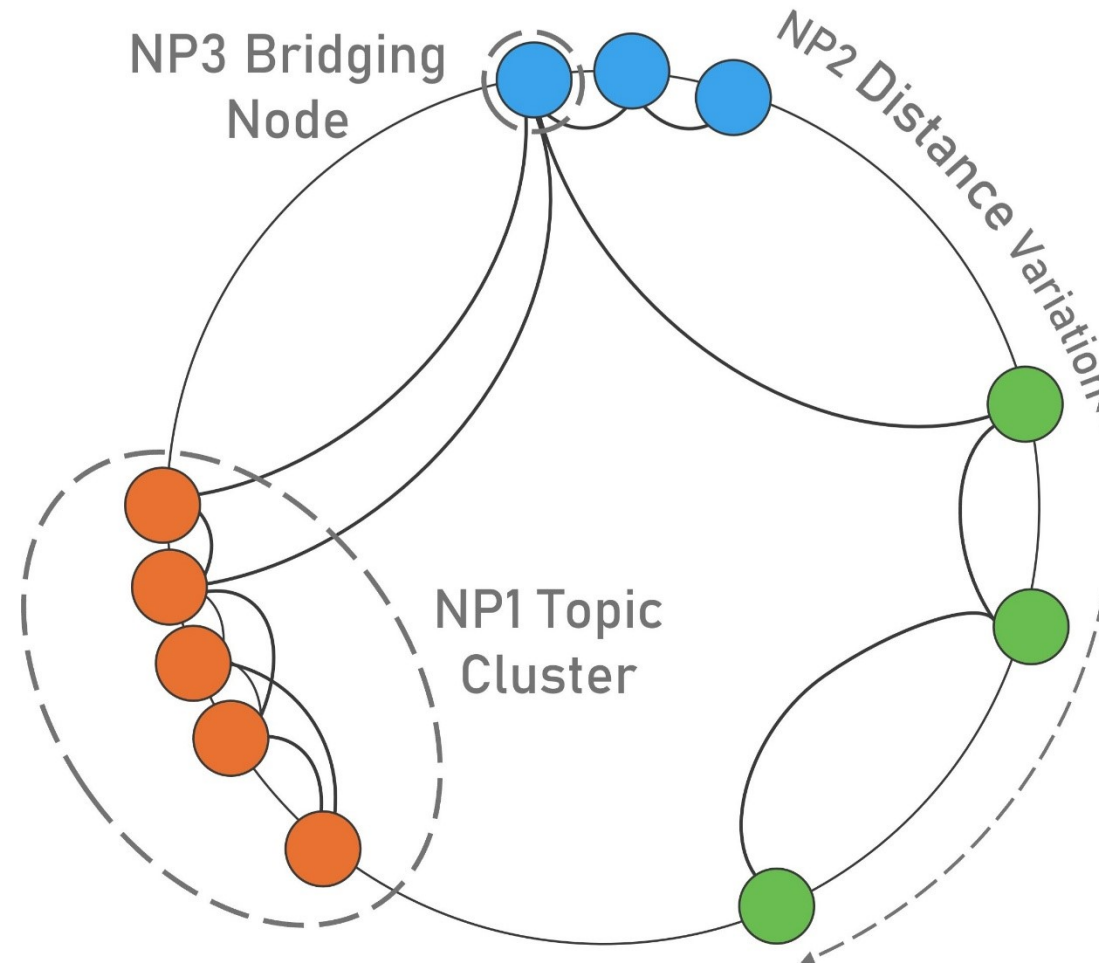


Word embeddings to find polysemous distribution on the term 'spring'

Use Case 1

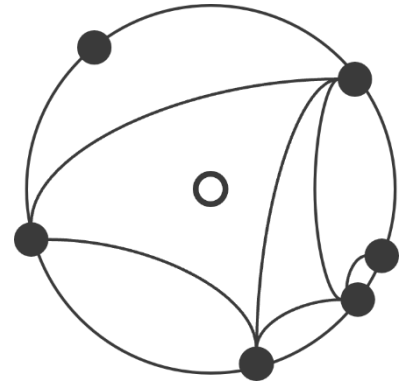
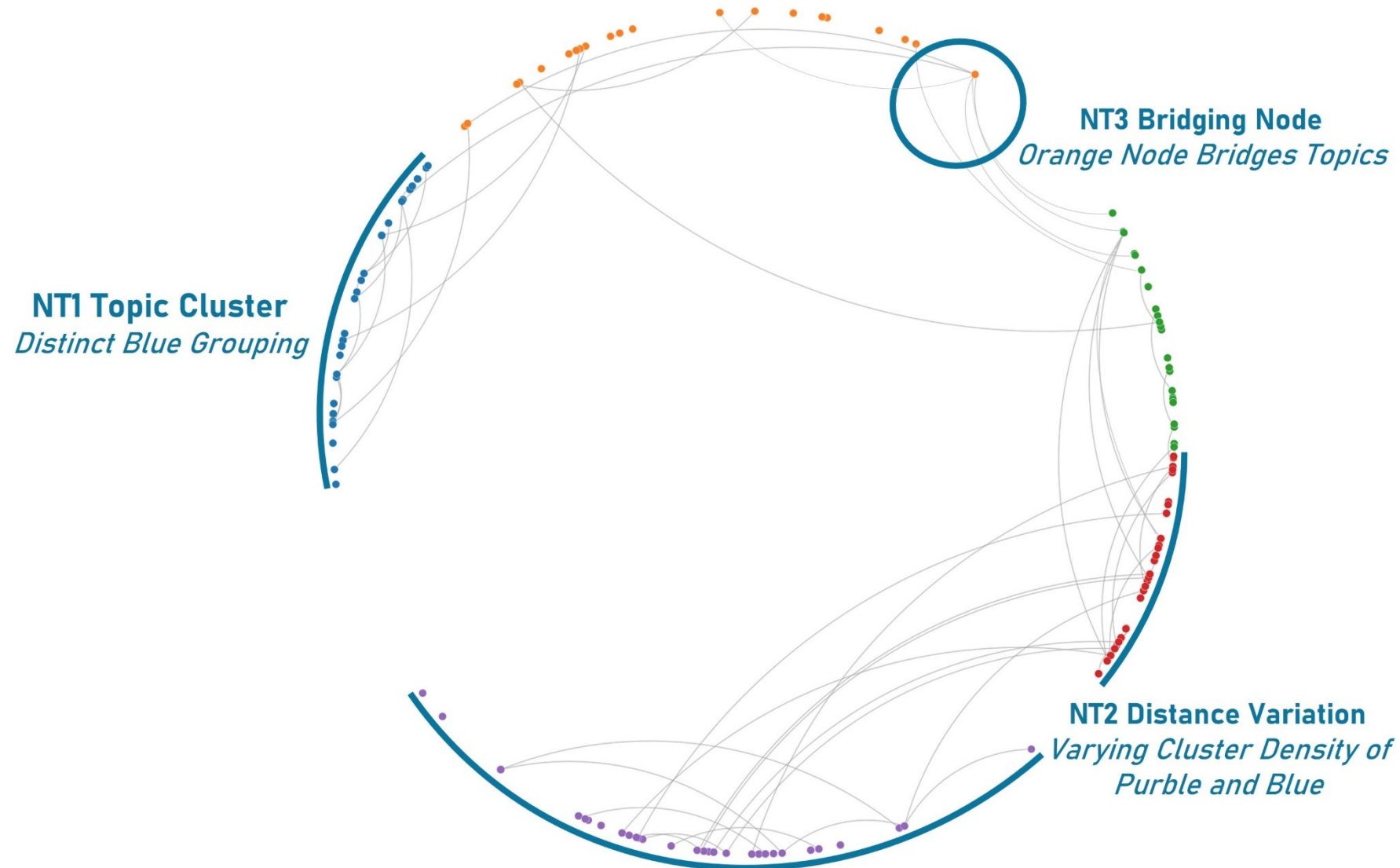


Design Extension 2 – Networks



Find Topical Clusters and Bridging Nodes in Network Projections

Use Case 2



Towards Enhanced & Novel Visualization Designs



<https://chatgpt.com/>



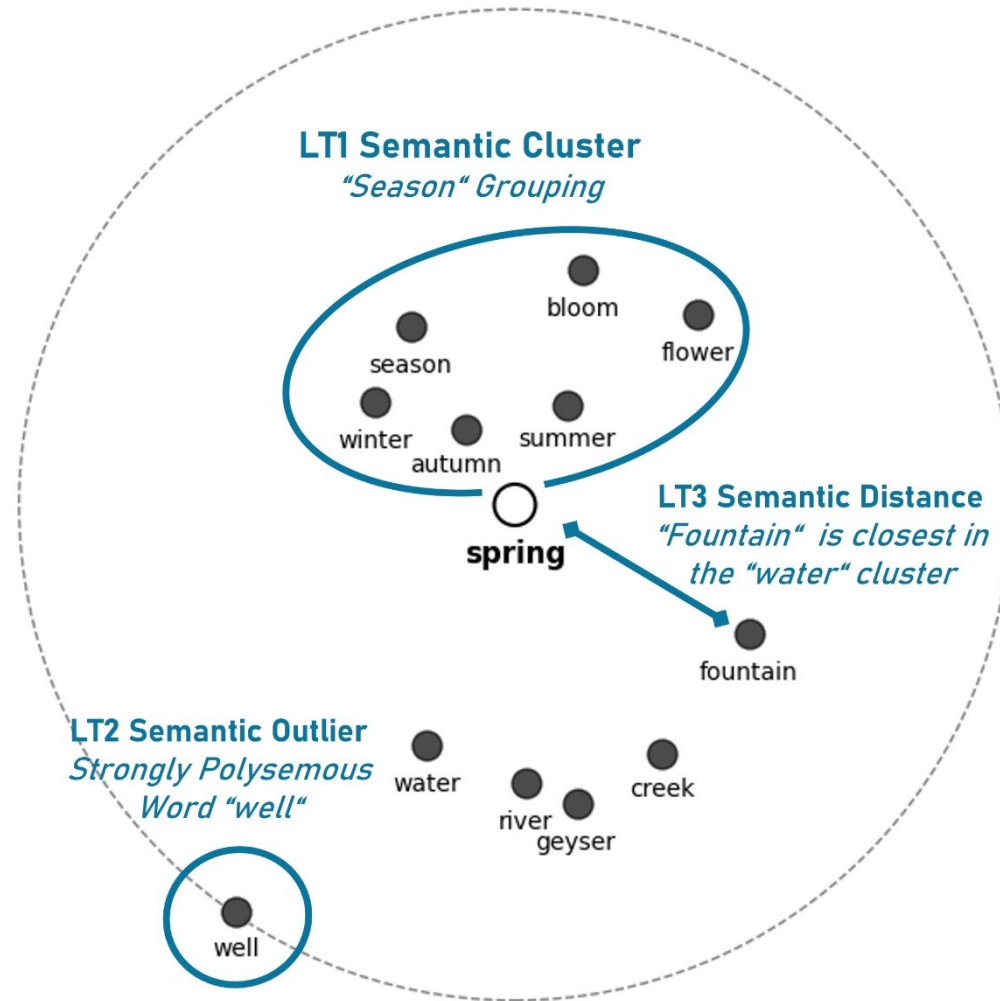
<https://observablehq.com/@d3/collapsible-tree>



El-Assady, Mennatallah, et al. "NEREx: Named-entity relationship exploration in multi-party conversations." *Computer Graphics Forum*. Vol. 36. No. 3. 2017.

Further Usage of cPro

ELLIIT - Questions and Discussion



Part III

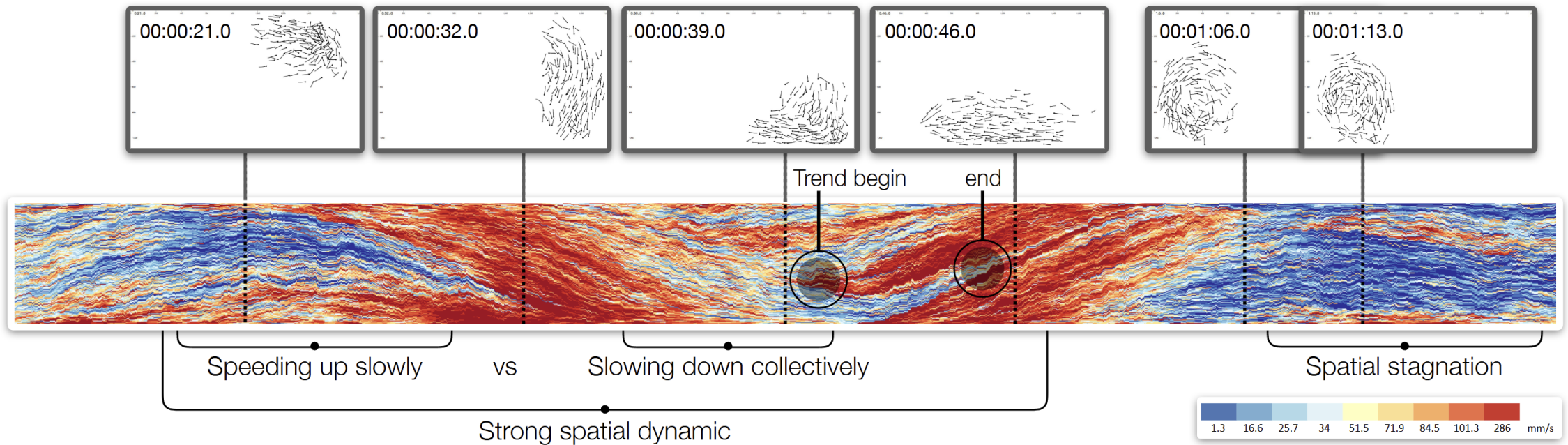
NetworkRugs: Visualizing Trends in Dynamic Networks

Current Work

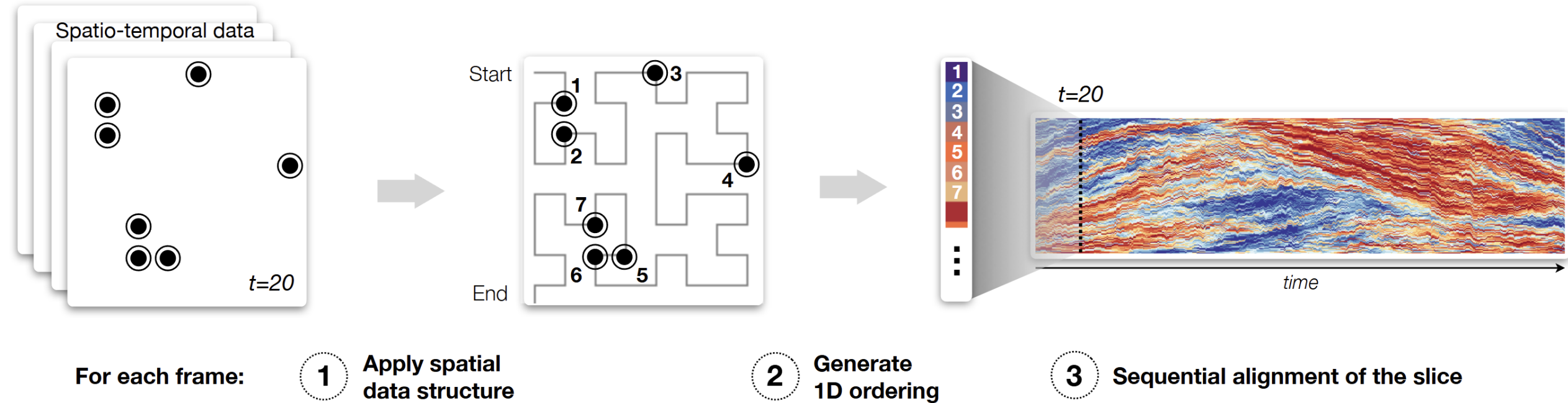
Related Work

MotionRugs: Visualizing Collective Trends in Space and Time

Juri Buchmüller, Dominik Jäckle, Eren Cakmak, Ulrik Brandes, Daniel A. Keim



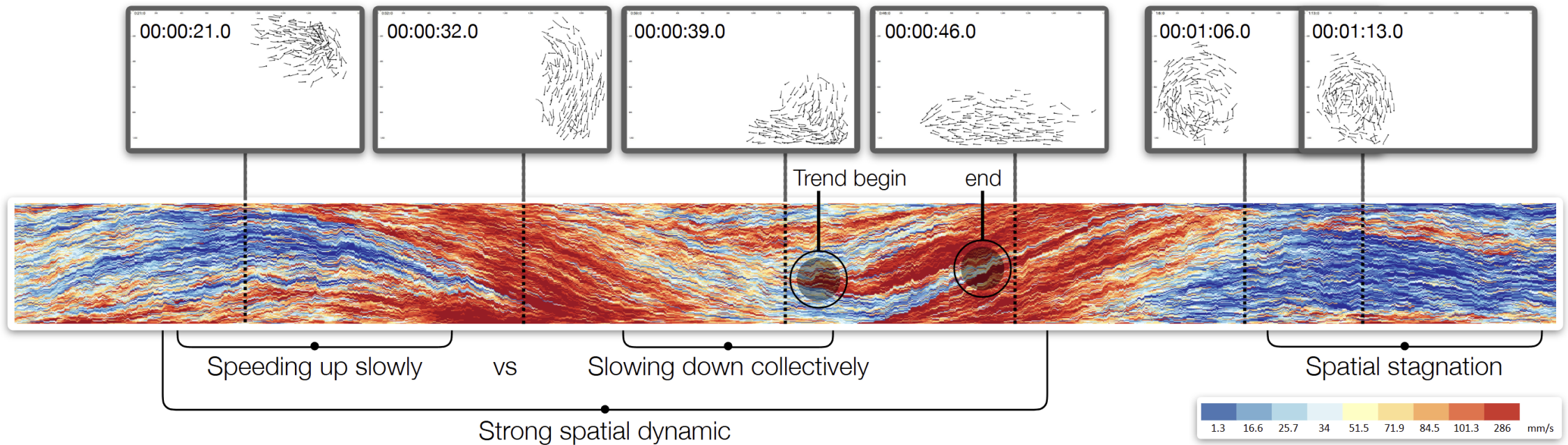
Related Work - MotionRugs



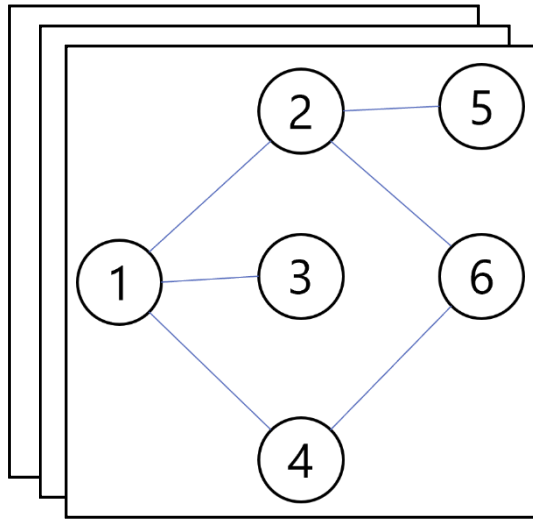
Related Work

MotionRugs: Visualizing Collective Trends in Space and Time

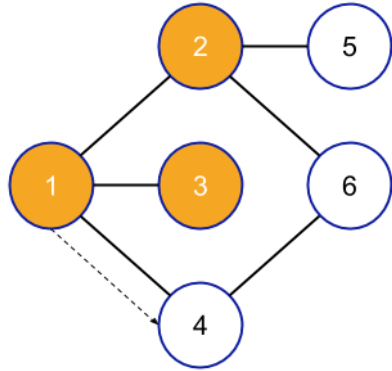
Juri Buchmüller, Dominik Jäckle, Eren Cakmak, Ulrik Brandes, Daniel A. Keim



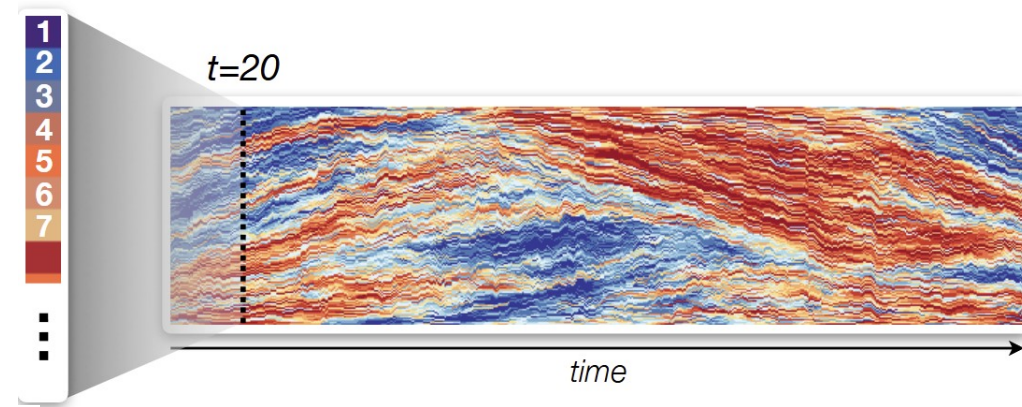
NetworkRugs



1 Apply dynamic network structure

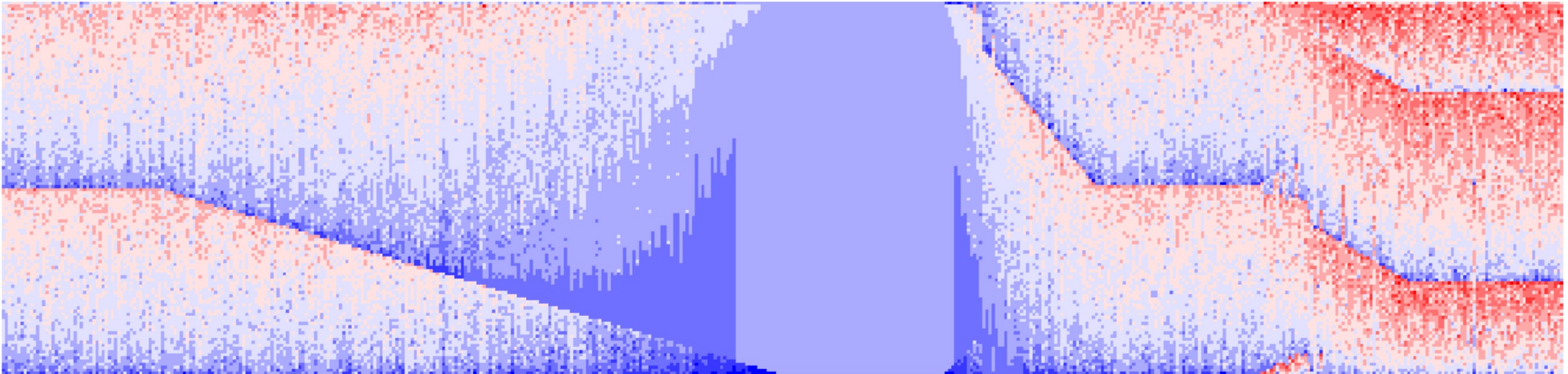


2 Generate 1D ordering

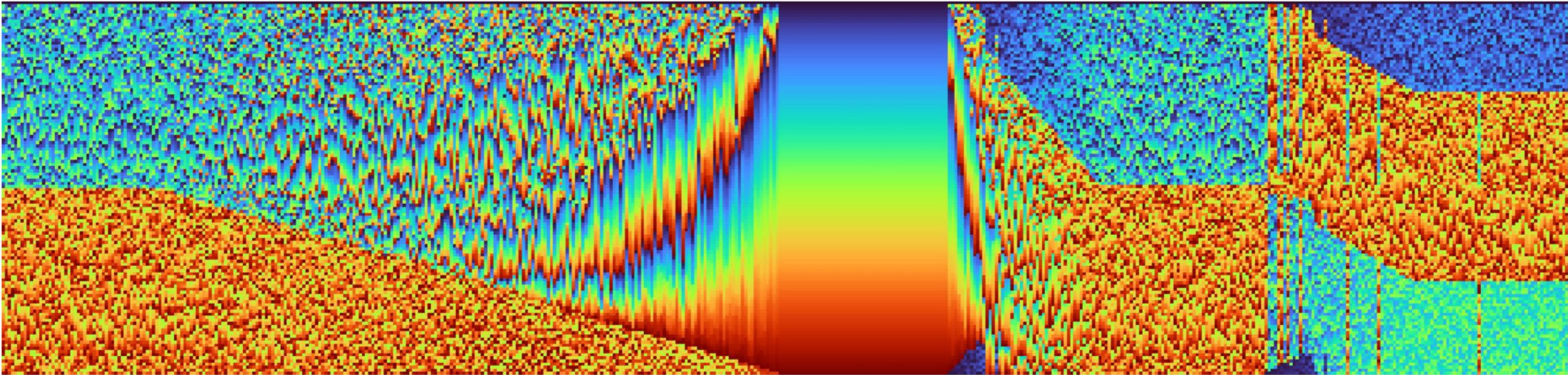


3 Sequential alignment of the slice

Colored by closeness centrality

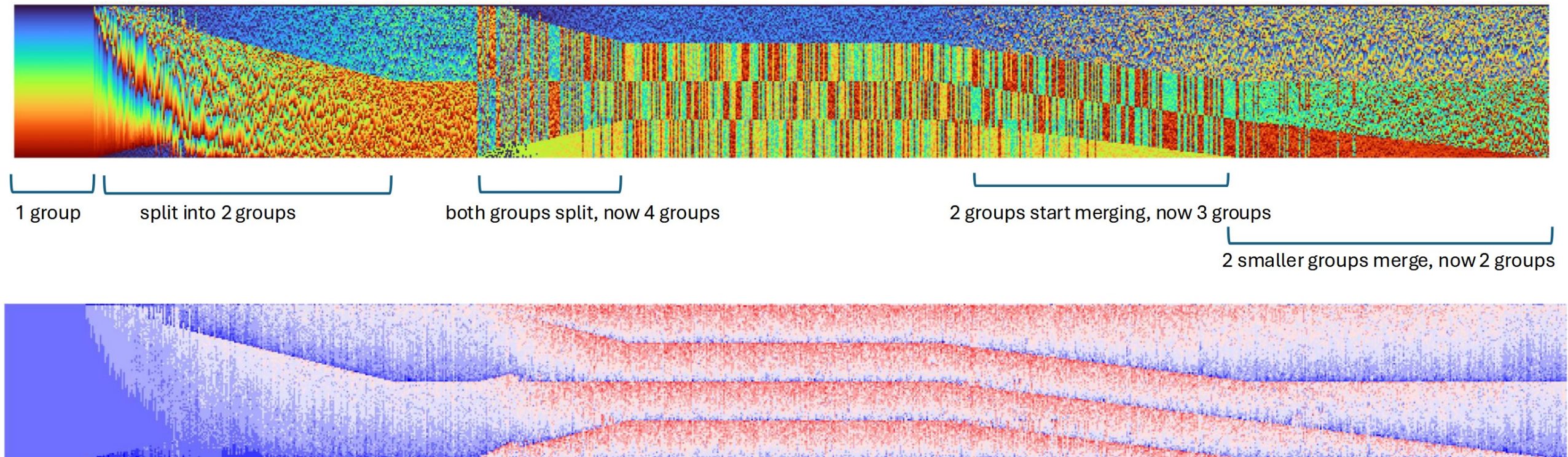


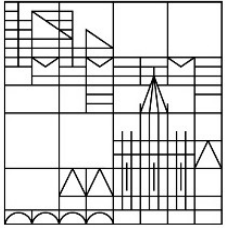
Colored by id



2 groups merge into 1 groups stagnation, 1 group split into 2 groups split of the “blue” group

NetworkRugs





University of Konstanz
Data Analysis and Visualization Group

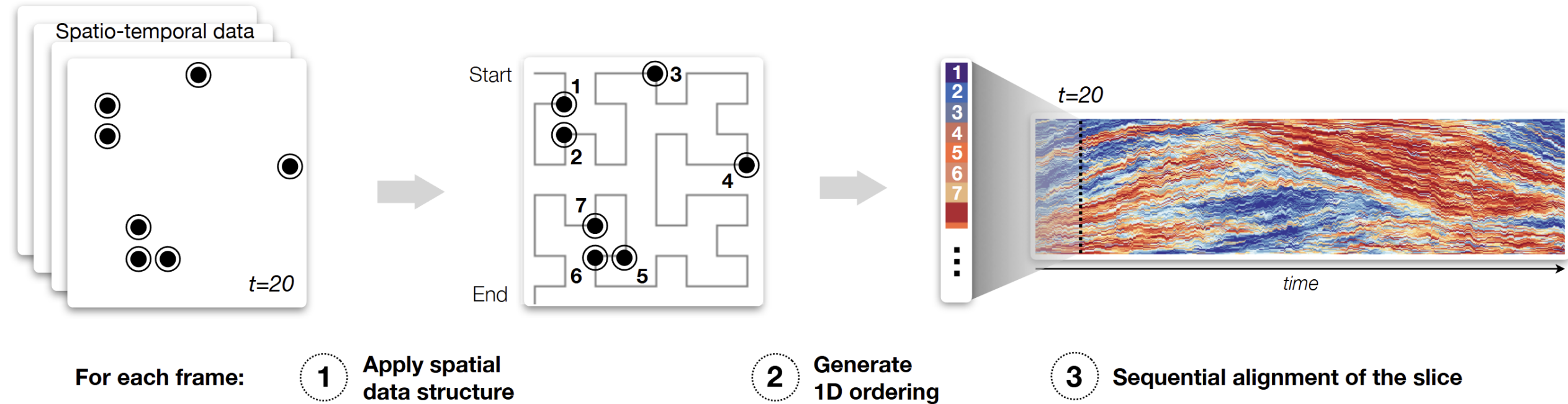


On Semantic Shifts and Circular Projections

January 05.05.2025

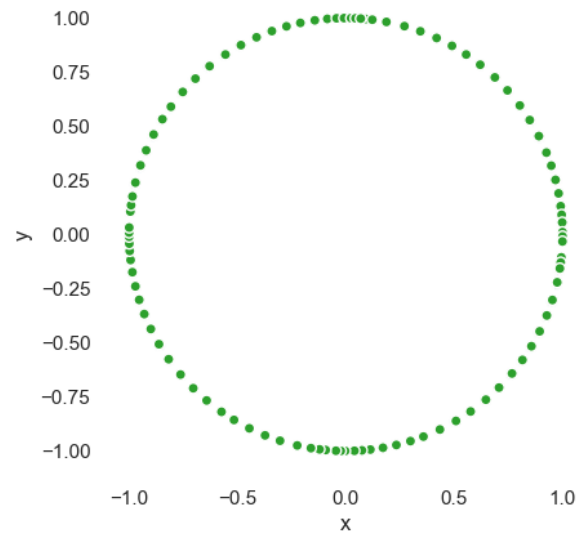
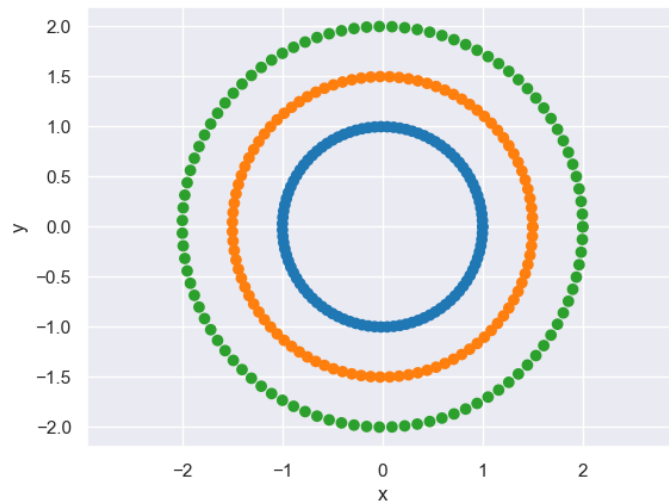
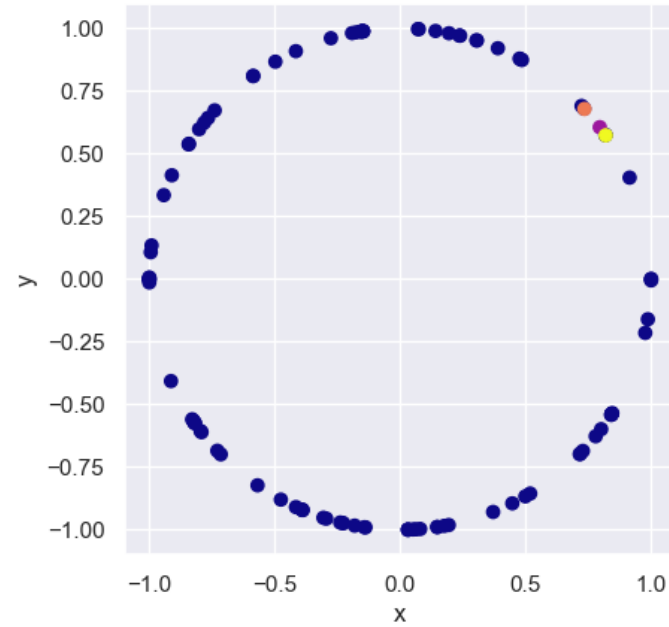
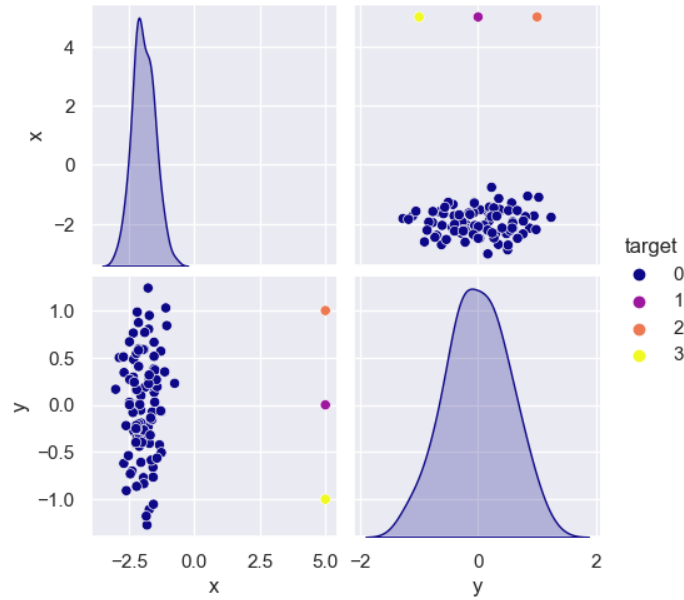
ELLIIT Focus Symposium
Raphael Buchmüller

Attachments



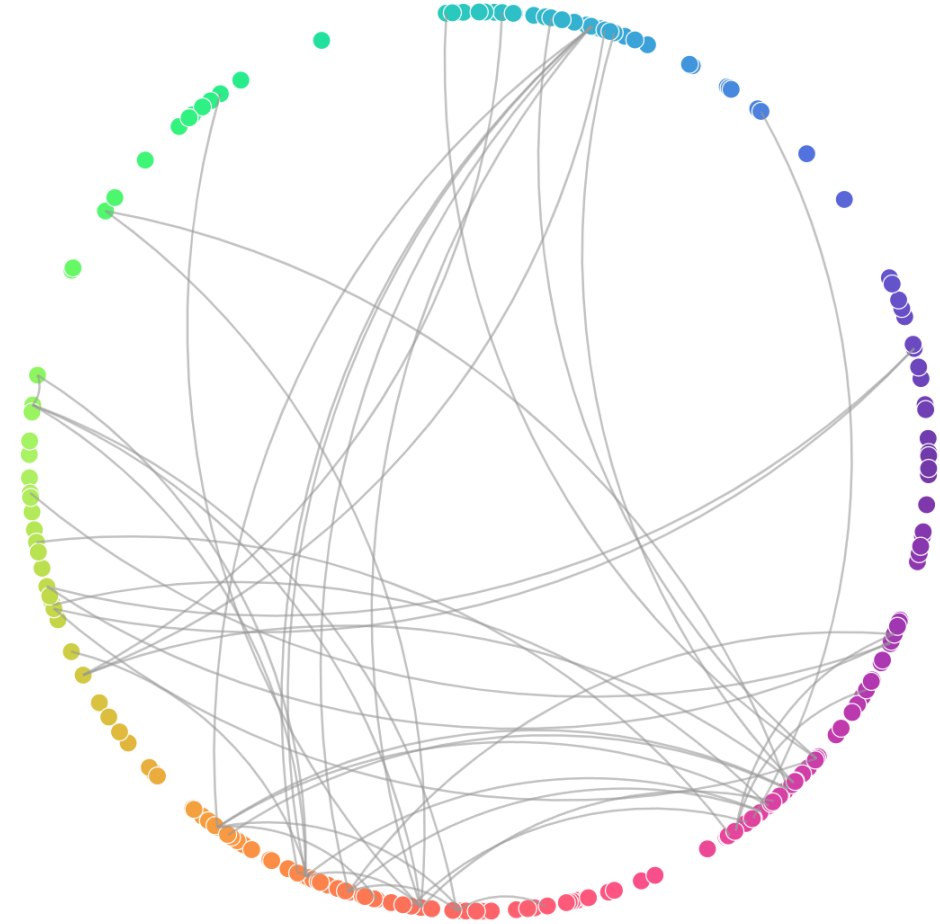
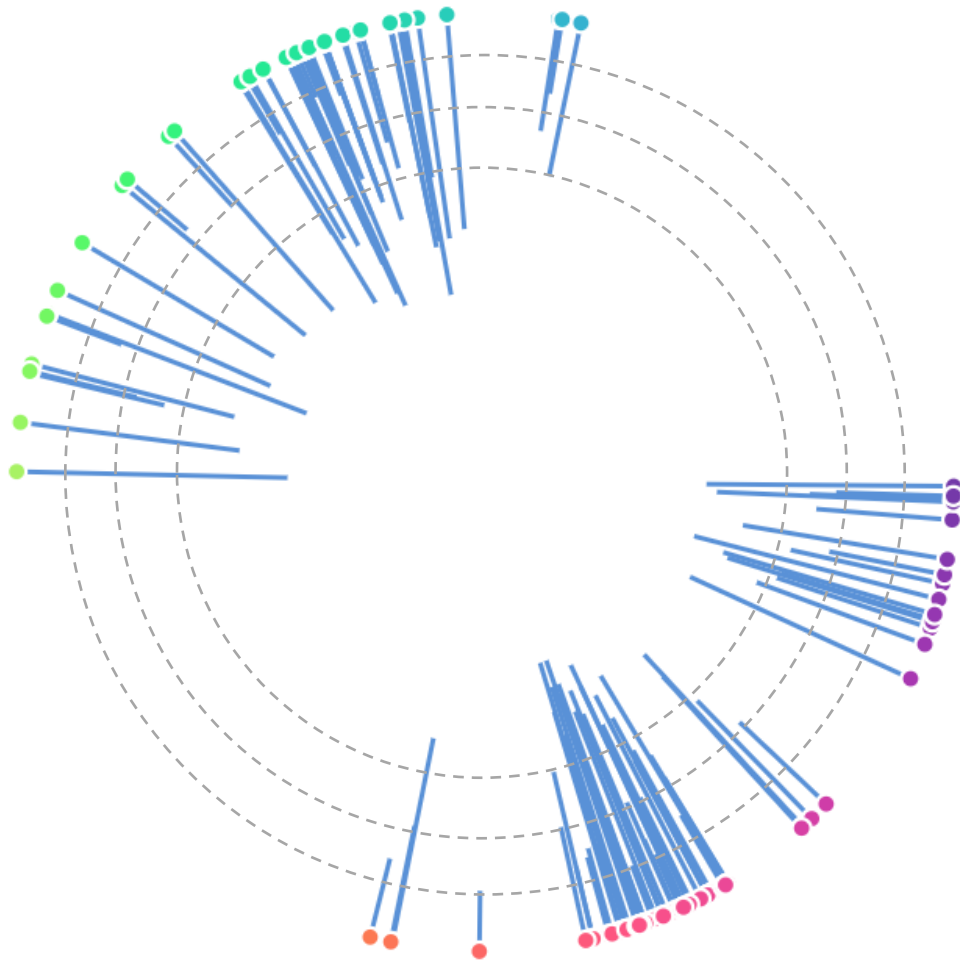
Limitations

cPro: Circular Projections using Gradient Descent



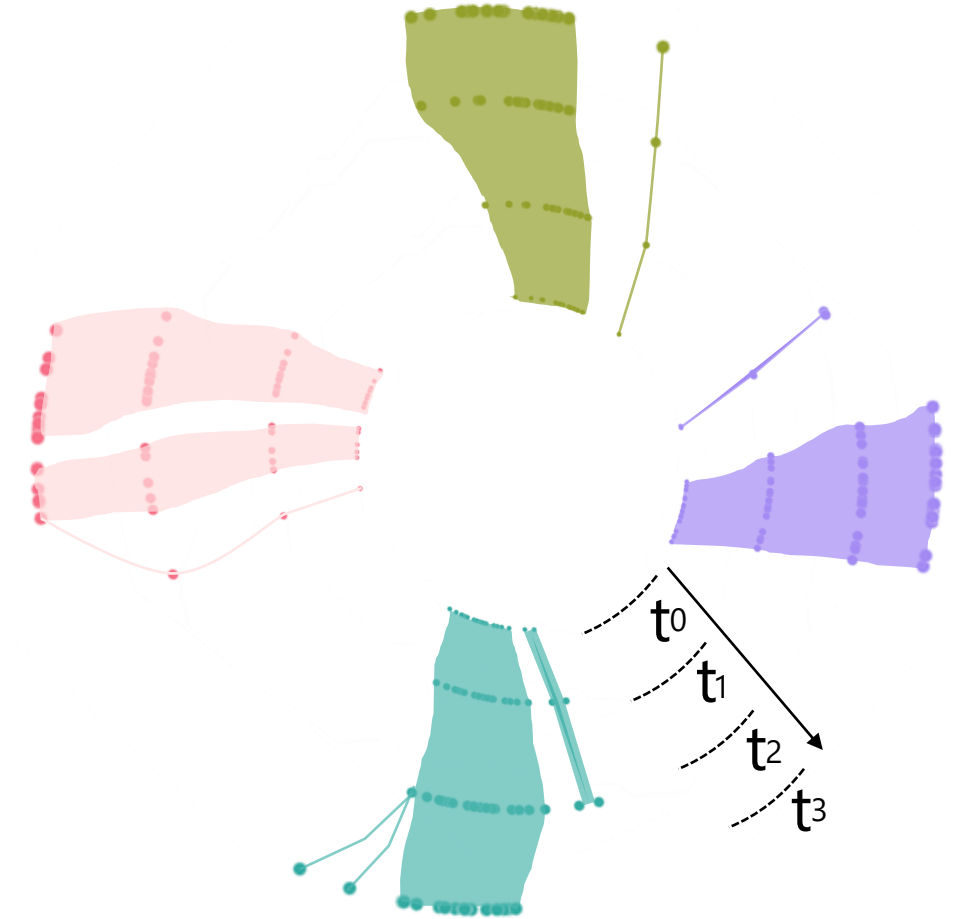
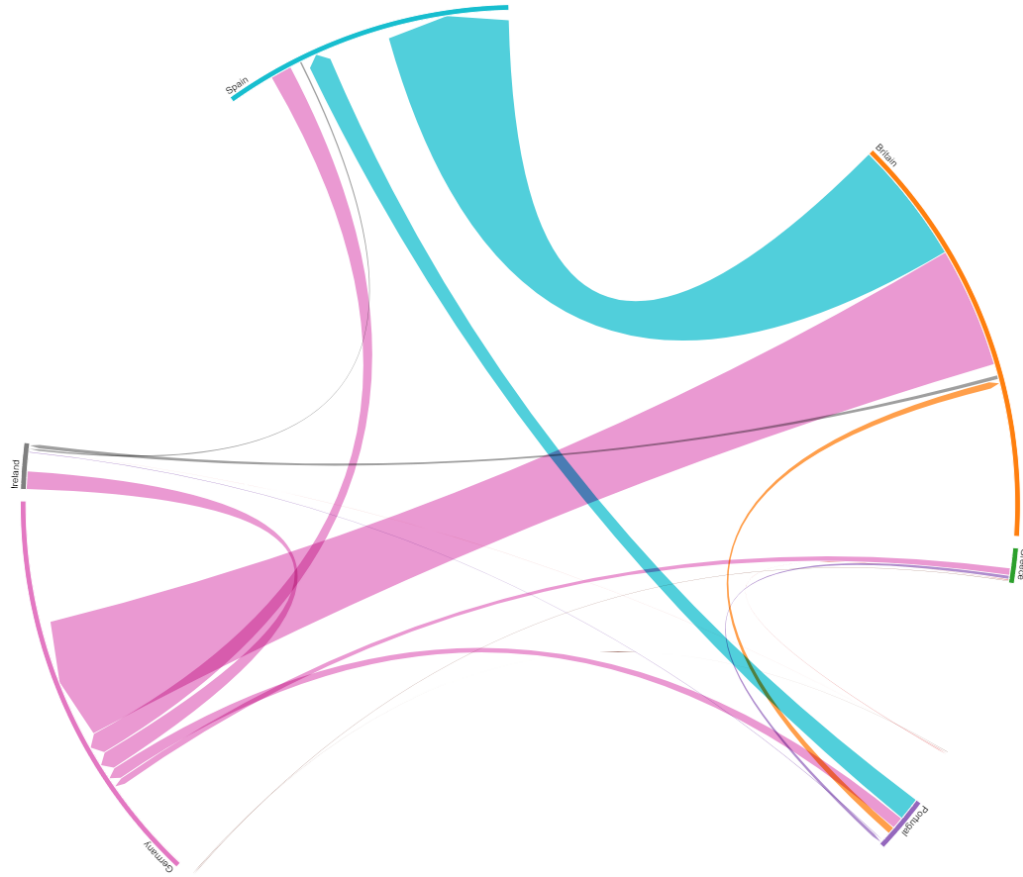
Towards Enhanced & Novel Visualization Designs

cPro: Circular Projections using Gradient Descent



Towards Enhanced & Novel Visualization Designs

cPro: Circular Projections using Gradient Descent



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cPro: Circular Projections using Gradient Descent



Towards Novel Visualization Designs

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