Abstract: Quality of visualization (QoV) has always been the main catalyst that motivates research and development in visualization. However, whenever we start to discuss QoV, the term becomes elusive. We often appear to have diffident emphases. In this talk, the speaker will examine the four schools of thoughts that were presented in an IEEE VisWeek 2012 panel, entitled "Quality of Visualization: The Bake Off". These four schools of thought are A for Algorithms and Automation; E for Empirical Studies and Experiments; M for Metrics and Measurements; and R for Real Users and Real World Applications. In the era of data deluge, the discussion on QoV is timely. It also signifies the scholarly transformation of the field of visualization towards a mature discipline.