Questions Data Processing, Week 4

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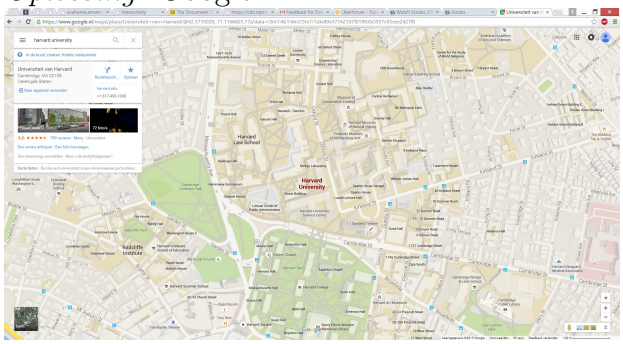
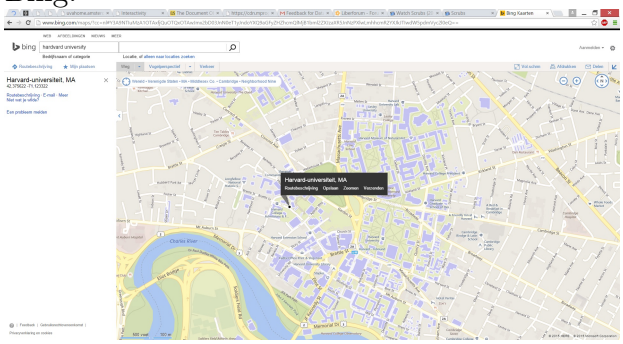
Opgave 1. *Patterns and colors are essential to maps. Compare a search for Harvard University on two interactive maps (e.g., Google Maps, Bing Maps, Yahoo! Maps, Apple Maps, map.harvard.edu). Answer the following questions, making references to concepts explained in Ware such as pattern recognition and properties of color. Please include screenshots of the examples you are comparing.*

1. *Which map promotes an easier visual search for buildings?*
2. *Which map more effectively visualizes routes from a random point A to point B?*
3. *Which map is an overall better visualization, and why?*

Oplossing. Google:



Bing:



1. The google map.
2. Both maps are pretty clear to find the routes.
3. The google map is an overall better visualisation. The buildings are very clear, the routes and it is clear where we can find the parks. It is

also much clearer on this map where the bigger streets around harvard are.

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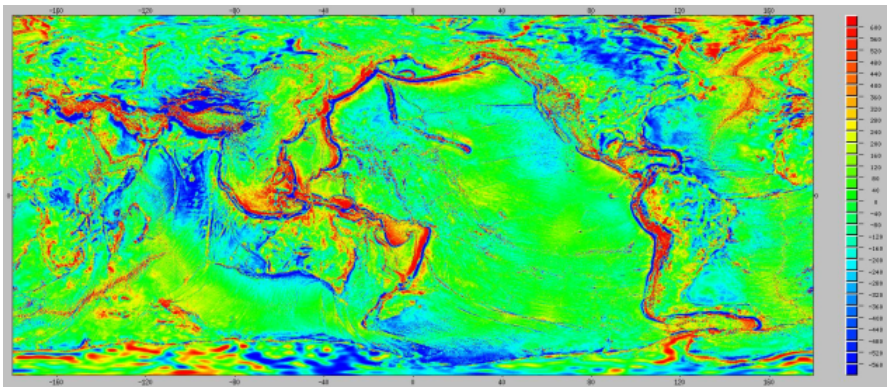
Opgave 2. *Find a rainbow color map visualization on the web. Please include a screenshot and link of the visualization.*

- *Briefly summarize its intended objective and audience. Does it fail to successfully convey information? If so, why? Is there a good reason for this specific visualization to use a rainbow color scheme?*
- *Propose an alternative color scheme to replace the rainbow color map*

Oplossing. Satellite altimeter derived free-air gravity map of te world:



https://mycarta.files.wordpress.com/2012/10/satgravcolour.png

1. The audience of this visualisation should be the group of people that are interrested in georaphy. But the map is not clear enough for them. It looks like there are big differences, although this is not true. The choice 'rainbow color scheme' is not logical in this case.
2. By using more shades of one color instead of all the rainbow colors, we can dodge the problem of the idea that there are big differences. In this case i would use different shades of brown.

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