**Write a short essay to discuss the following issue. Which one do you prefer to use between a**

**basic point map VS a marker cluster map? What are the advantages and disadvantages of each**

**type of map?**

The basic point map and the marker cluster map are both useful and intuitive geovisualization. I prefer one of them depending on the context because they have different strengths and weaknesses in different scenarios.

The basic point map is better when there are not too many location points and the users want to know the specific location of one specific place, otherwise, too many points on the canvas would make users feel overwhelmed especially for people with Trypophobia. However, the marker cluster map could save people when intensive points are represented, which simplifies the whole mapping and makes users feel comfortable. In addition, the clustering algorithm could help users detect patterns from the dataset, which support users to make insightful analysis.

In conclusion, the advantages of the basic point map are simple, clear, provide the specific location, and suitable for small dataset. The disadvantages of the basic point map are not suitable for large dataset and cannot display the patterns of the dataset. In contrast, the advantages of the maker cluster map is that suitable for large data and providing insightful pattern representation, which is complementary to the basic point map. And the disadvantages of the marker cluster map is that it’s hard to detect patter/form clusters with small amount of data.