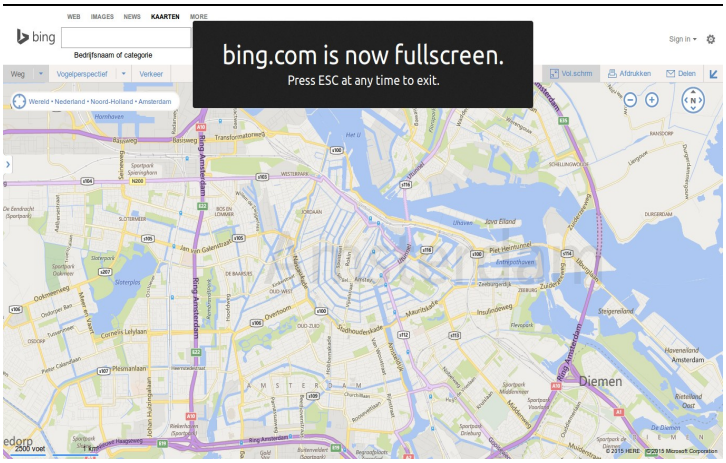
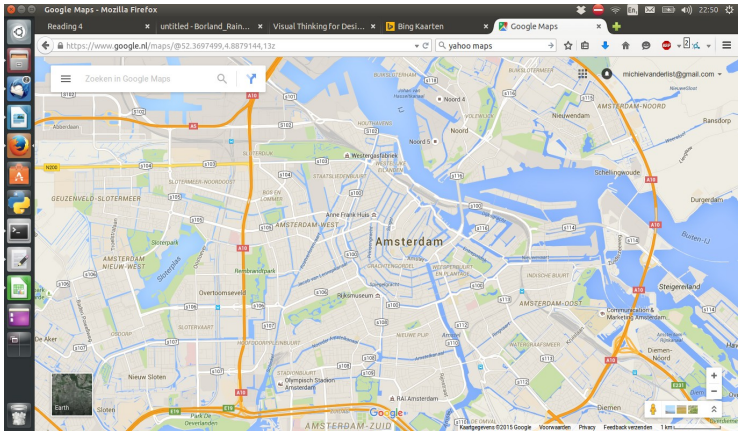
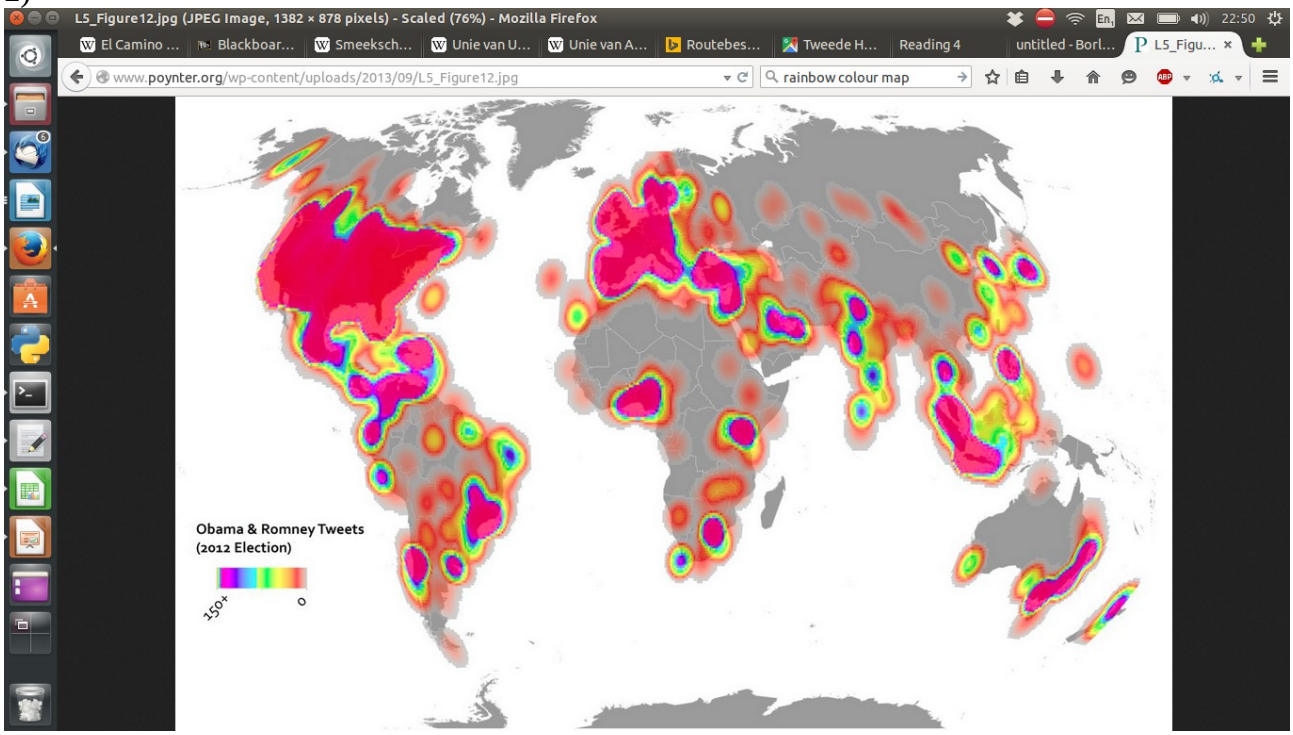




1)
As you zoom in, at a certain level Google maps will show you the contours of all buildings in a street. Microsoft's Bing maps lacks this feature (only does this with important buildings e.g. churches and museums), making Google's map overall more complete and more convenient to orientate on street level and finding individual buildings. Both maps do include tourist and local attractions such as museums, churches and restaurants.

Both maps have a route planner. The mayor difference between the two, is that Bing gives you visually only 1 route, whereas Google gives you several, clearly displaying the length in both kilometers and estimated time. Especially if you know a city this can be helpful as you might want to avoid some routes in rush hour for example.

Overall I would say that Google's map is the better out of the two for the reasons stated above. Microsoft's map is not bad at all and I prefer the pop up windows when clicking on specific aspects of a map for more information, for their simplistic design and dark background. Overall Google maps is way more complete, making it a better map for mixed purposes.

2)


As you can see, this is a map trying to show the amount of tweets about Obama and Romney at the time of the 2012 elections. In my opinion this map is a total failure. First take a look at the legend. What does 150 mean? 150 tweets per hour? Per square meter? There is no definition of that number. Besides this, the purple, meaning high density looks close, and is close in the color spectrum to red,

meaning low density. It would have been better if the bright colors – drawing a lot of attention – would mean a high density, wheres the brightest colors represent the center of the scale. In my opinion it would be better to pick one color, such as red or blue and match the density of the scale with the density of the color, giving a vague, light (do not confuse with bright) version of that color for low density and giving a darker tint the higher the density you want to represent