**Preview Questions**

1. What are data maps?
2. Why do we use data maps?

**Summary Notes**

* Only a picture can convey such a large volume of data in such a small space.
* Data can be thought of in many different ways at many different levels of analysis.
* Our attention is naturally drawn to the substantive content of maps rather than questions of methodology and technique.
* Maps do have flaws:
  + Visual impression of the data is entangled with the geographic boundaries, shapes, and areas.
  + Maps are based on suspect data sources.
* First geographic maps were drawn on clay tablets some 5,000 years ago.
* The combination of cartography and statistics didn’t come together until the 1600s.
* First economic time-series was plotted in 1786.
* One of the first data maps was Edmond Halley’s 1686 chart showing trade winds and monsoons on a world map.
* Compared to Halley’s data map, modern cartographic and photographic tools and techniques have increased the density of information over 5,000-fold.
* Visual patterns may be misleading because the human eye tends to pick out linear patterns even in random noise.

**Additional Questions of Interest**

1. None.