

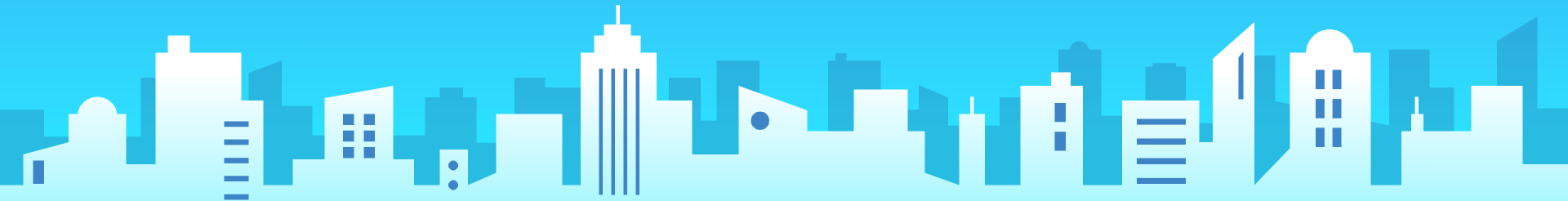
Sources of Spatial Data & Information

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Objectives for today:

1. What data goes into a livability index?
2. Where can you find this data?
3. How do you evaluate this data?

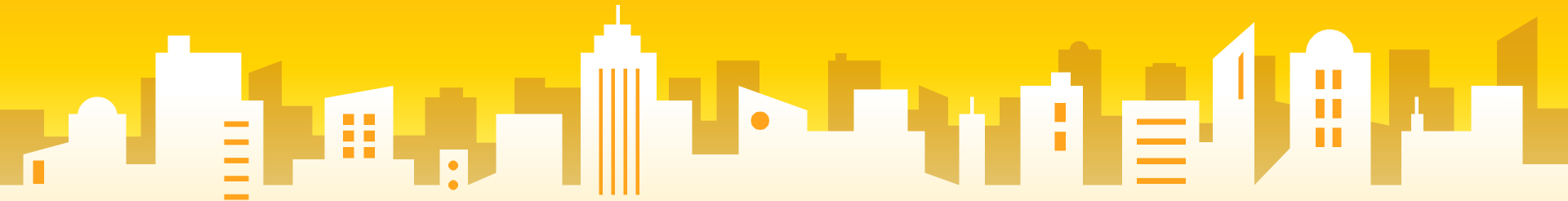
1. The Livability Index



What are some factors of Urban Livability?

Add a factor: go.uncg.edu/livabilitymindmap

2. Data Sources



PolicyMap

What is it?

A database that can be used to explore data from a variety of sources and topics through maps, tables, and reports.

Topics:

- Demographics
- Incomes & Spending
- Housing
- Quality of Life
- Economy
- Education
- Health

Sources:

- US Gov't Agencies & Bureaus
- Nonprofits
- Universities
- Nielsen
- Zillow

SimplyAnalytics

What is it?

A database that can be used to explore data from a variety of sources and topics through maps, tables, reports, and ranking. Has lots of business data!.

Topics:

- Demographics
- Housing
- Economy
- Education
- Health
- Vehicles & Transportation
- Market Segments
- Businesses
- Incomes & Spending
- Behavior & attitudes (psychographics)

Research Guides

What is it?

Collections of resources and helpful tools, databases, and websites. Can be course-specific, subject-specific, or topic-specific.

Topics:

- Economics
- Geography*
- Environment and Sustainability*
- Government Information
- Marketing, Entrepreneurship, Hospitality, and Tourism
- International and Global Studies
- Data 

3. Evaluating Sources



ABCD Method

- Authority
- Bias
- Currency
- Documentation

Authority

- Expertise and credibility of a source's creator and/or publisher.
- Authorities might:
 - Have academic subject expertise
 - Have journalistic experience
 - Hold (or have held) a public office
 - Have been present for a historic event

Bias

- The perspective or slant an information creator has about a topic.
- Does the author:
 - Try to persuade you to believe a specific viewpoint or buy something?
 - Acknowledge multiple perspectives may exist on their topic?
 - Present their individual experiences or opinions as objective fact?
 - Take care to address potential bias/skew in models & calculations?

Currency

- How current a source of information is relative to the topics it is covering.
- To establish currency:
 - Look for a date of publication or when it was last updated.
 - Ask yourself if any new developments or current events may have impacted the accuracy of older information.
 - Be careful of undated sources; it can be difficult to establish their currency.

Documentation

- The process by which information creators back up their arguments and assertions with evidence.
 - Look for citations in the form of a bibliography or works cited, or in-text citations or links.
 - Investigate whether the publication uses a fact-checking or peer-review process before publication.

Questions?

