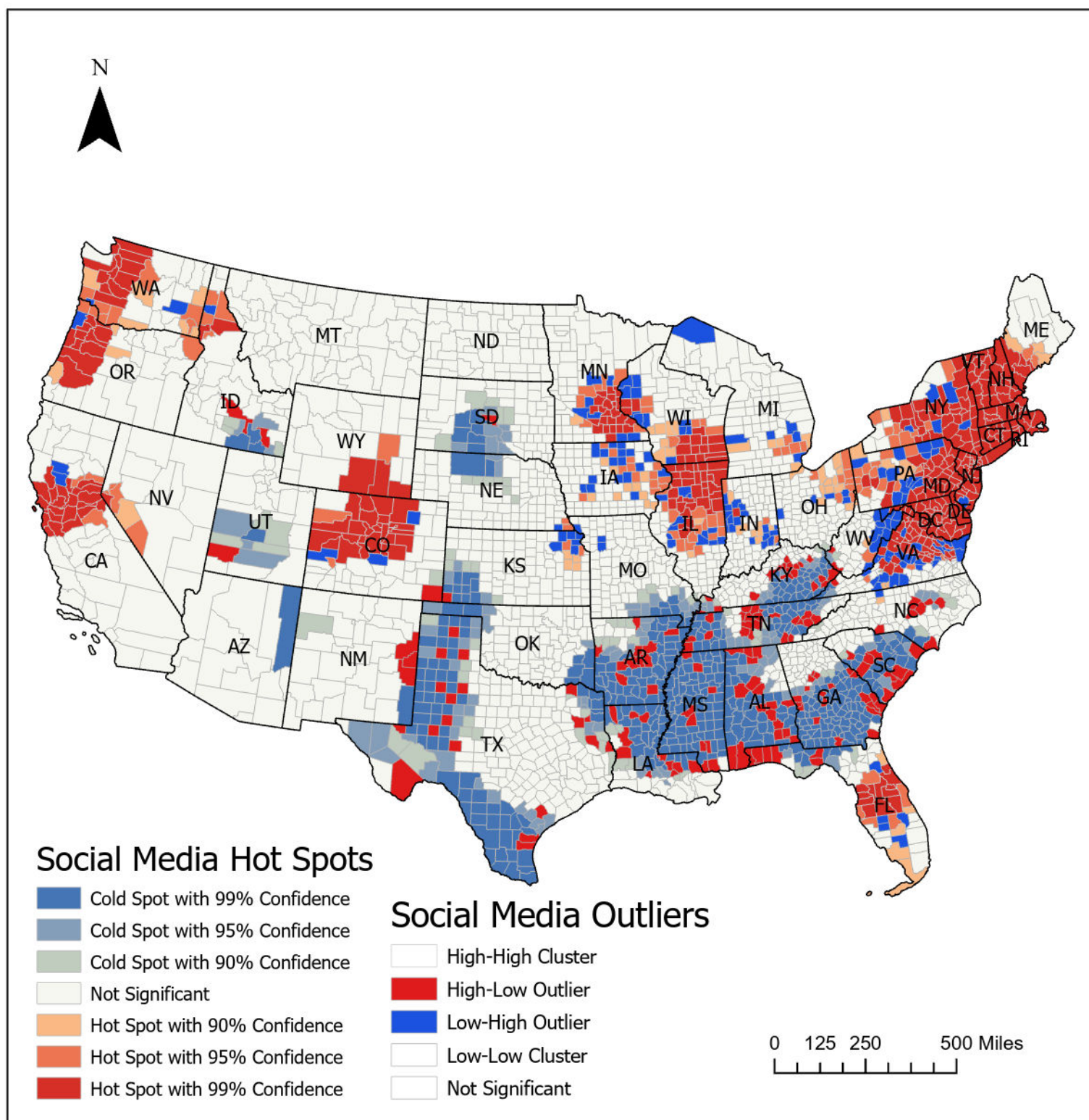


# Social Media Hot Spots & Outliers in the US

## By Isabel Heard



Optimized Outlier Analysis was used to create this map. It works by identifying clusters of high and low values, as well as spatial outliers. Bright red and blue illustrate the outliers. The shades of red and blue show hot and cold spots for social media use. The majority of high outlier areas are surrounded by cold spots. And the majority of low outlier areas are surrounded by hot spot areas.