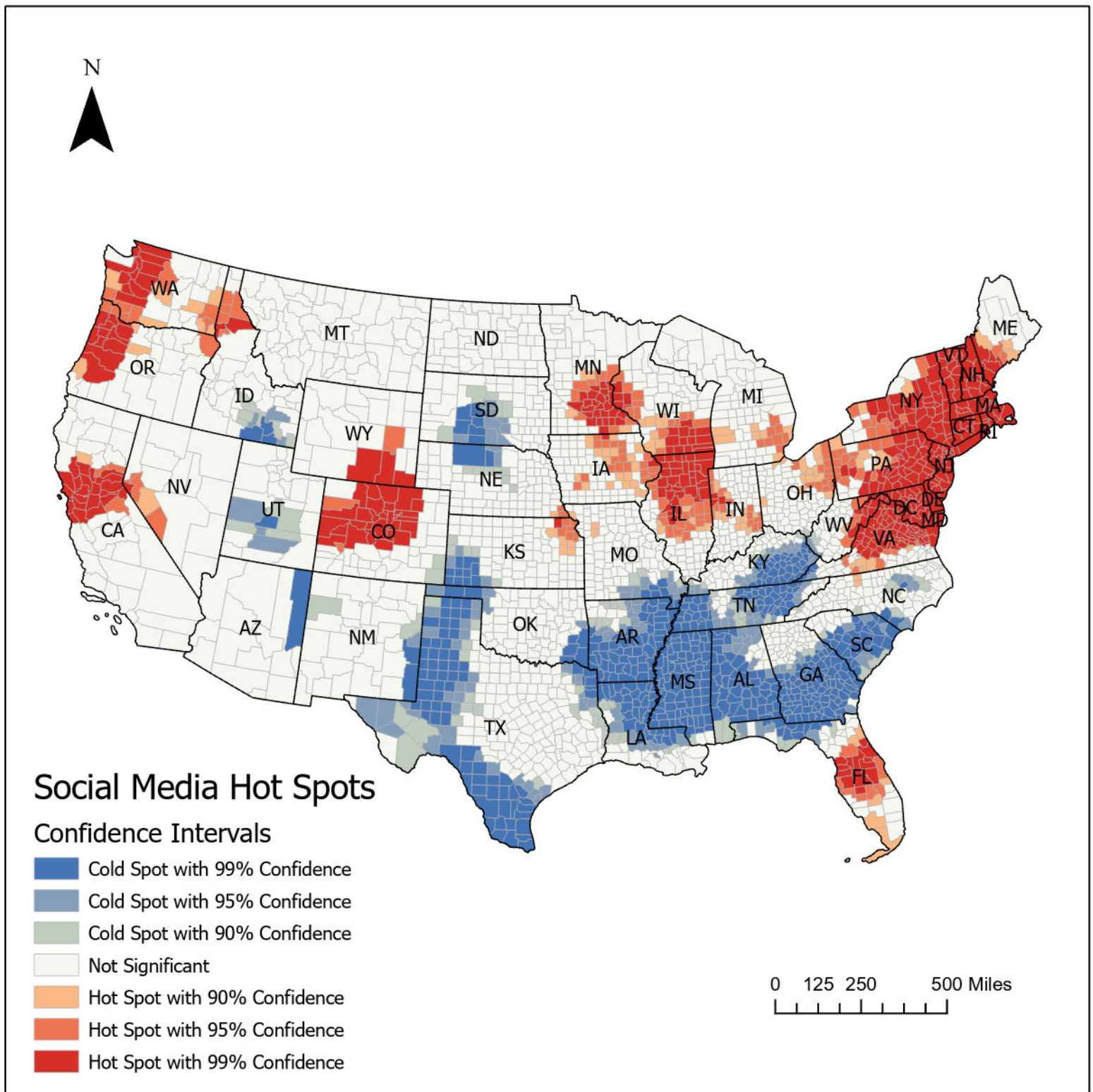


Social Media Hot Spots in the United States

By Isabel Heard



Optimized Hot Spot Analysis interrogates the data and finds the neighborhoods for you based on how dense or sparse your data is within your study area. The optimized tool defines a distance that is measured from the centroid of the target feature. States along the west coast, upper east coast, upper Midwest, Florida, and Colorado all have significantly high social media usage. States primarily in the South have significantly low social media usage.