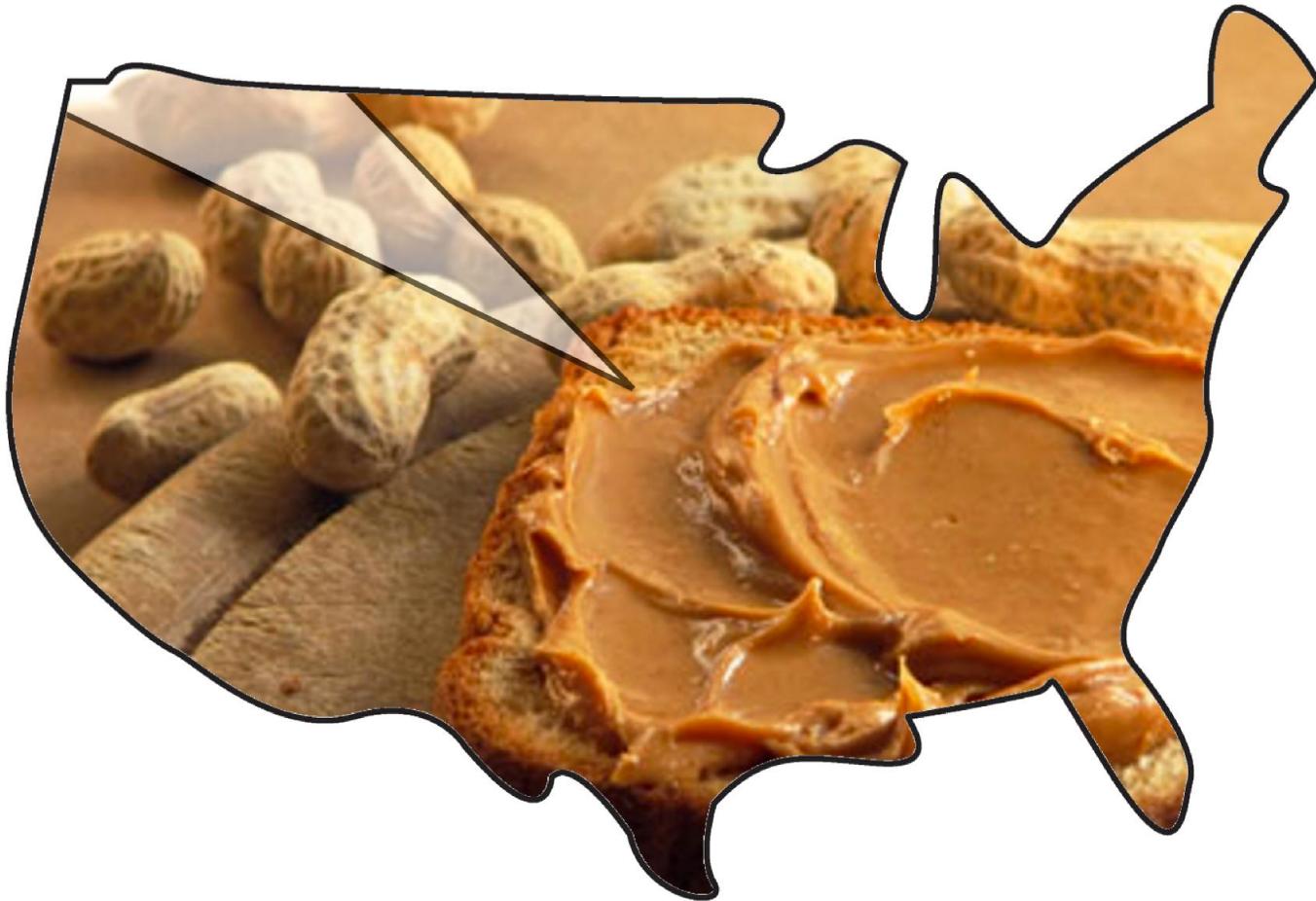


What makes a good (or bad) map?

JOUR 71003
Sisi Wei, @sisiwei

First, don't make maps that
should be charts.

90% of US Households Consume Peanut Butter



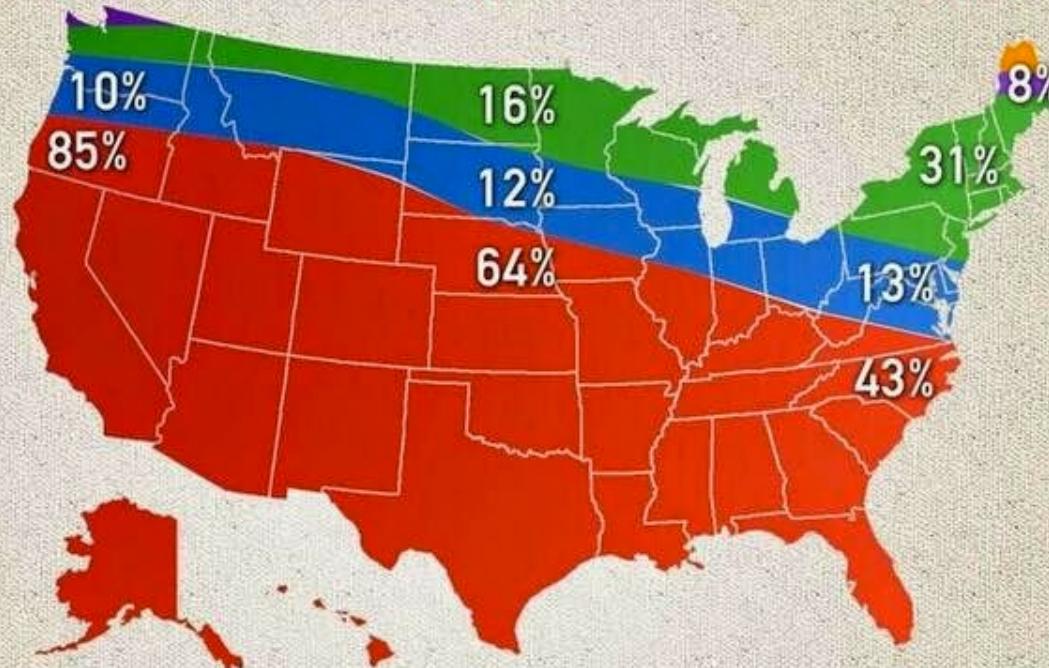
CHANGING FACE OF AMERICA

Percent of total U.S. population by race and ethnicity, 1960–2060

1960

2010

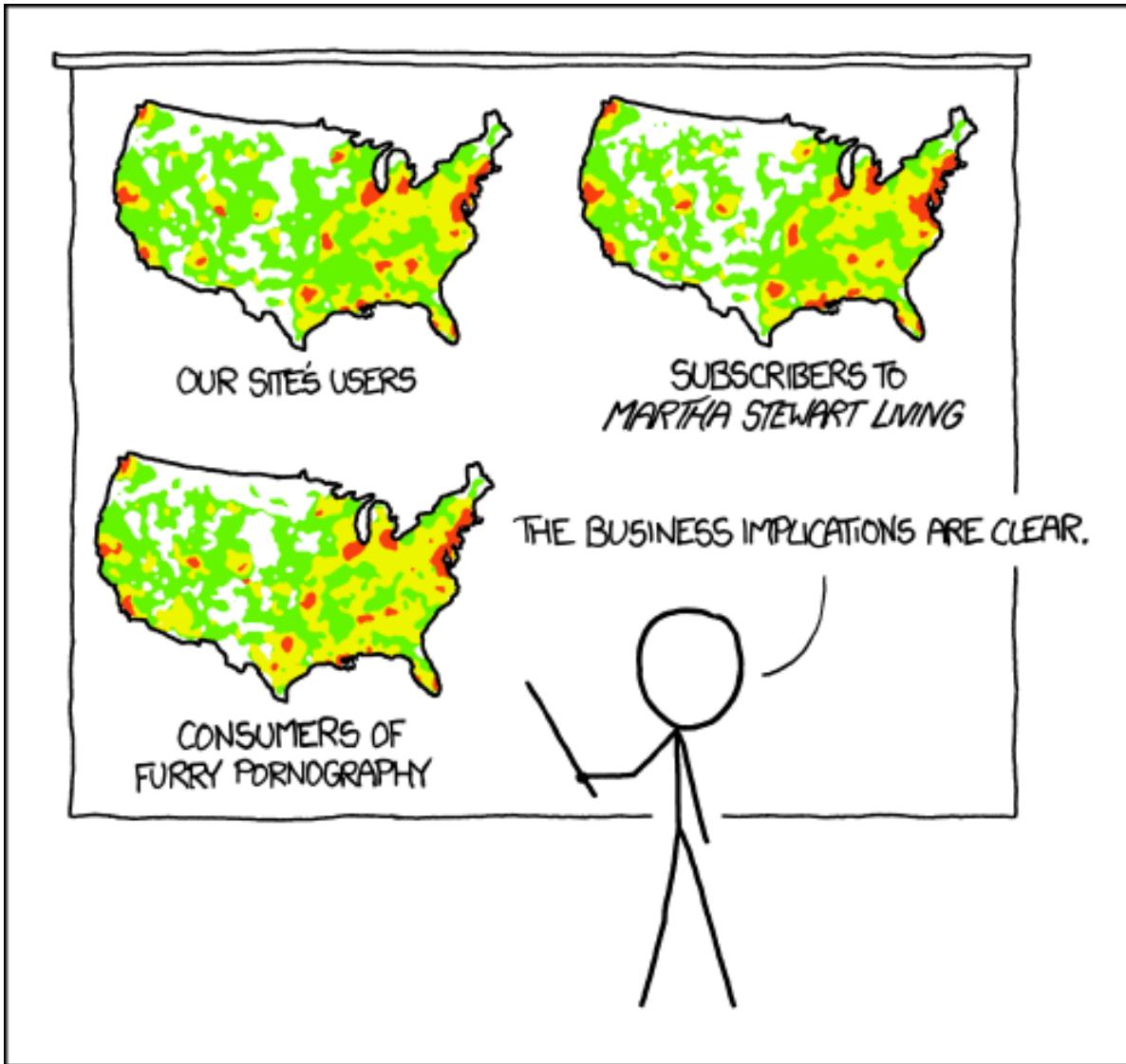
2060



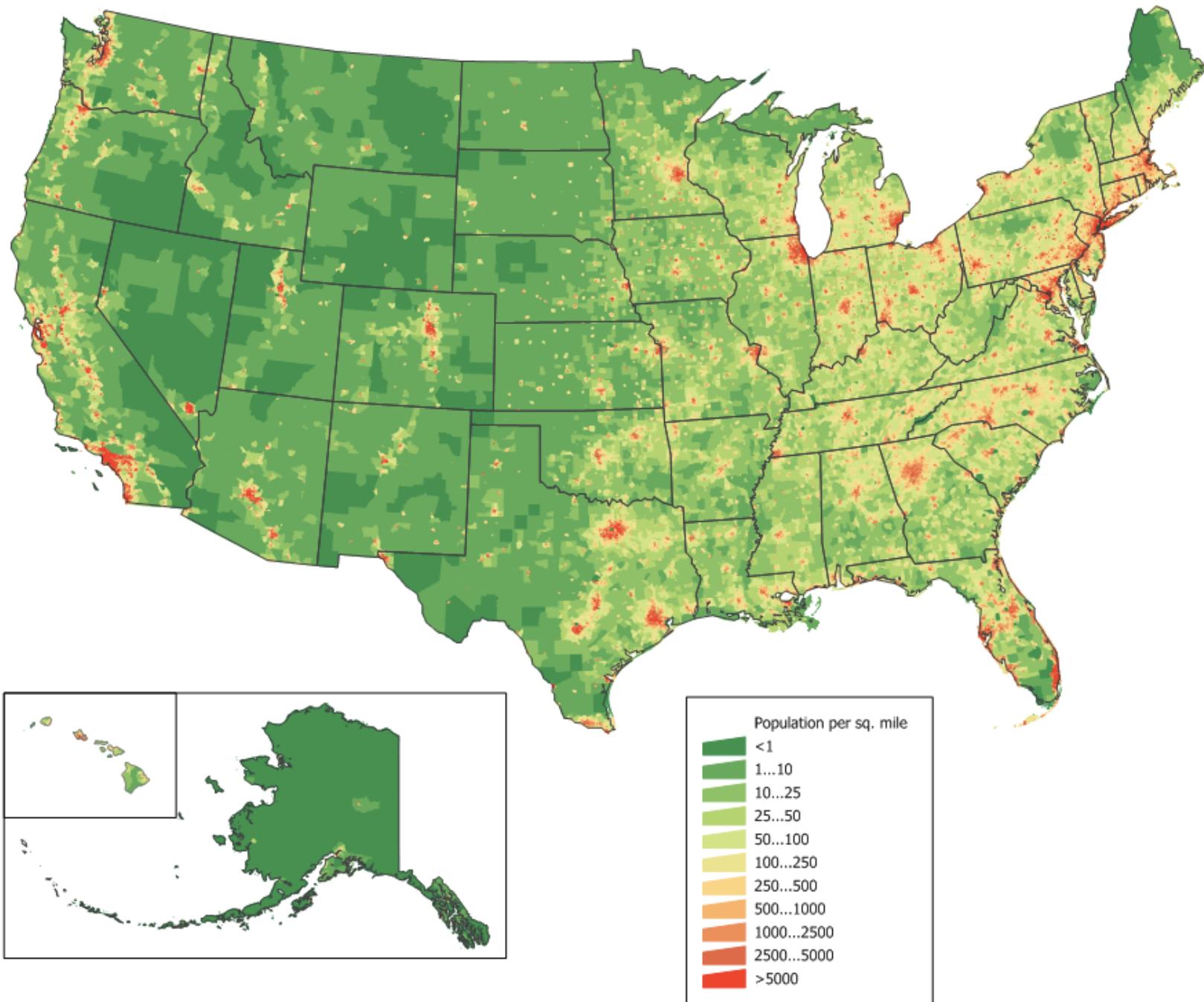
SOURCE: PEW RESEARCH CENTER

NIGHTLY NEWS
with BRIAN WILLIAMS

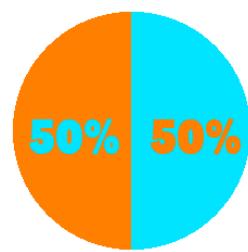
Second, don't make population maps and not call them population maps.



PET PEEVE #208:
GEOGRAPHIC PROFILE MAPS WHICH ARE
BASICALLY JUST POPULATION MAPS



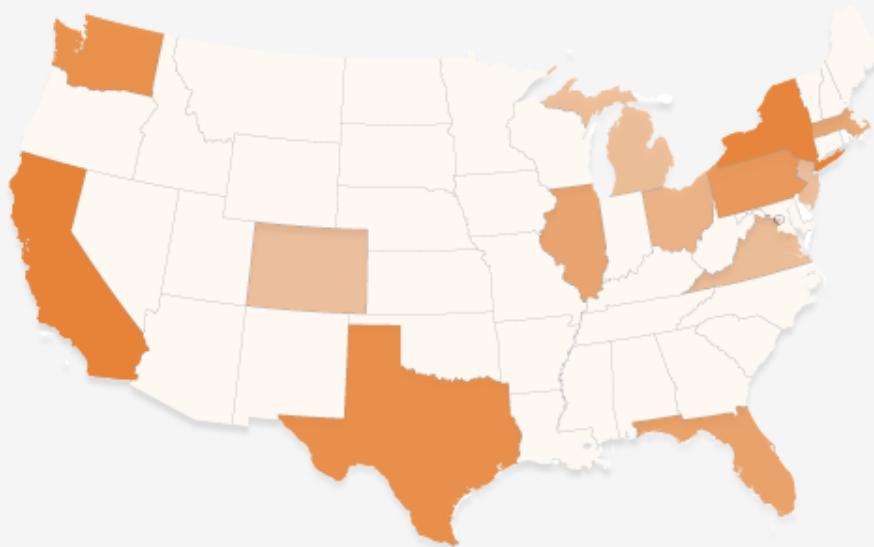
UNITED STATES ECONOMIC ACTIVITY, SPLIT IN HALF



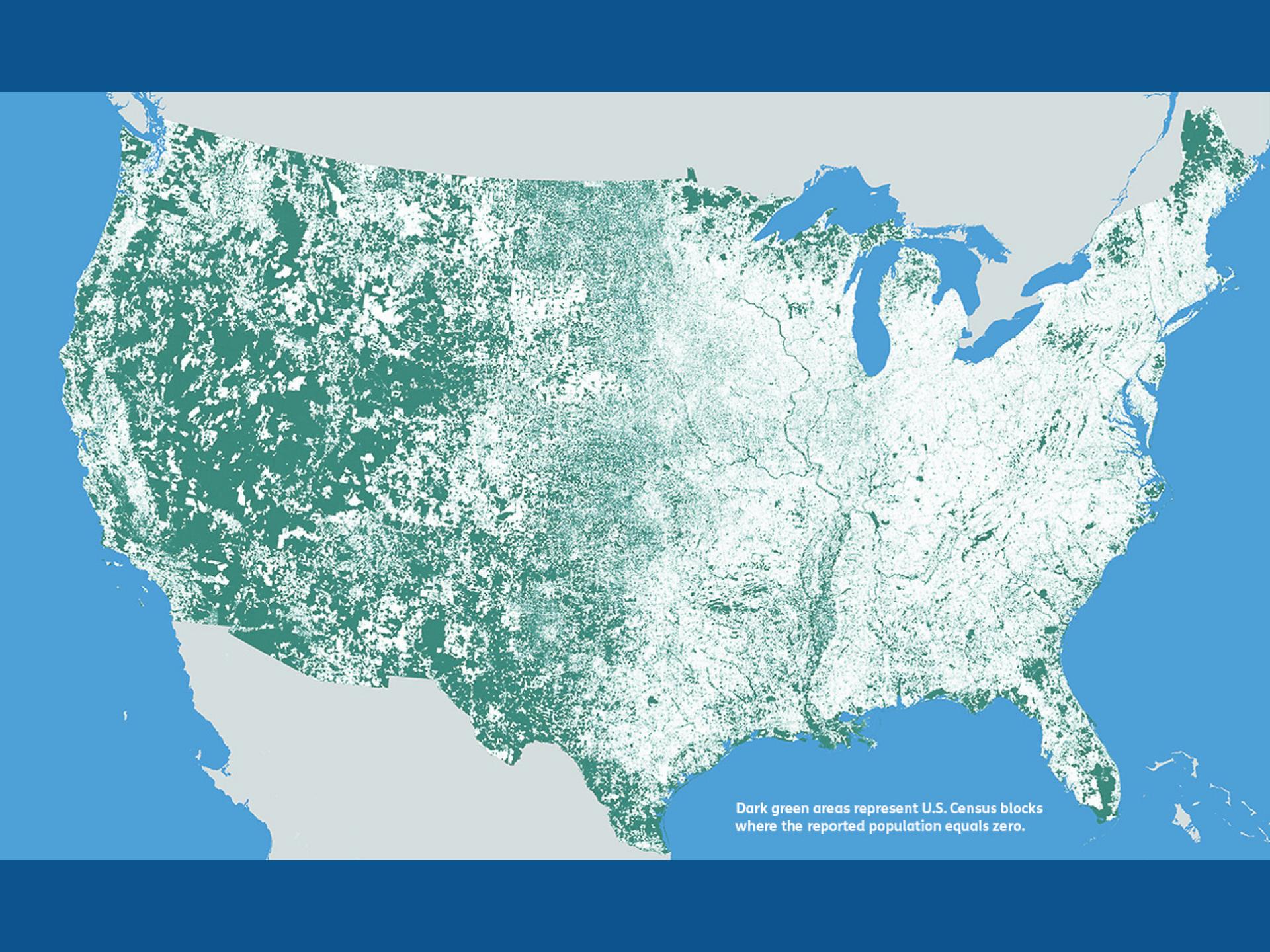
A. Tchintchoban

{ The U.S. Hiring Market }

Where do most U.S. developers live?



California	14.9%	Illinois	3.6%
New York	8.9%	Virginia	3.6%
Texas	5.4%	Ohio	3.2%
Washington	5.3%	Colorado	2.8%
Massachusetts	4.7%	Michigan	2.7%
Pennsylvania	4.5%	New Jersey	2.7%
Florida	4.0%		



Dark green areas represent U.S. Census blocks
where the reported population equals zero.

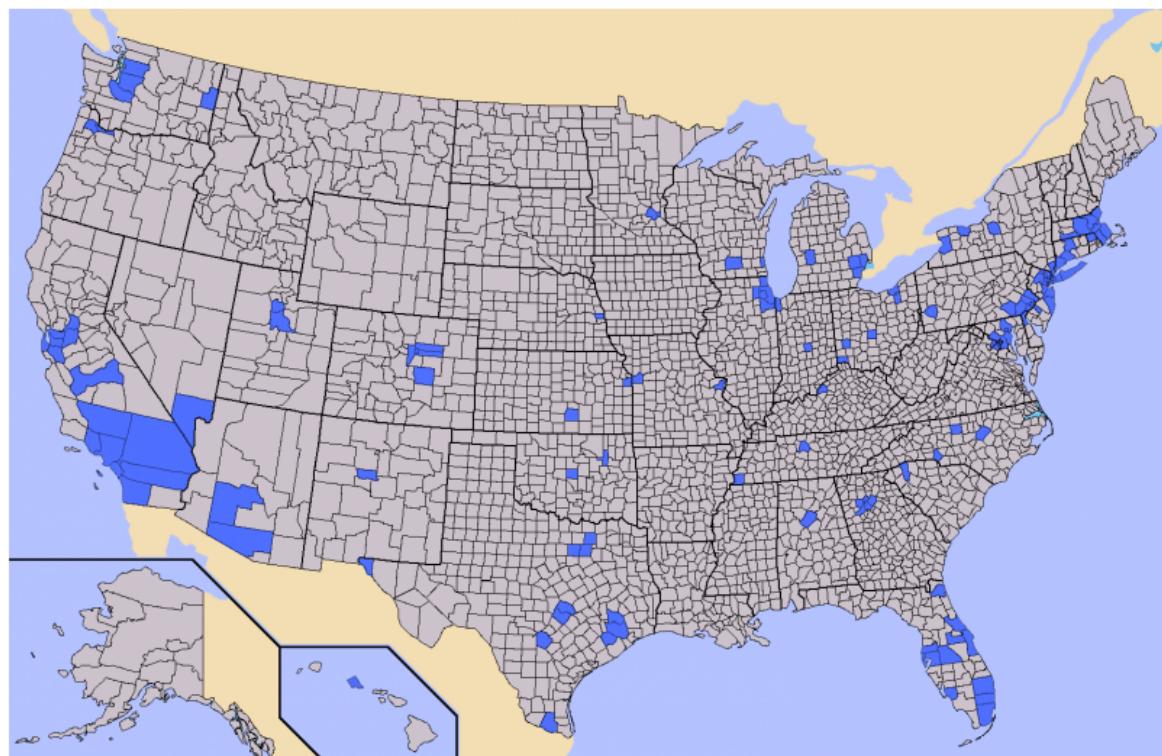
[POLITICS](#)

More: Demographics

Half Of The United States Lives In These Counties

■ WALTER HICKEY AND JOE WEISENTHAL

SEP. 4, 2013, 5:48 PM | 736,670 | 99



Your Money

NASDAQ Composite 4,539 +6.45 (+0.142%)

S&P 500 1,988 -3.97 (-0.199%)

NYSE Composite 10,947 -35.5 (-0.323%)

LinkedIn



Share 5,196

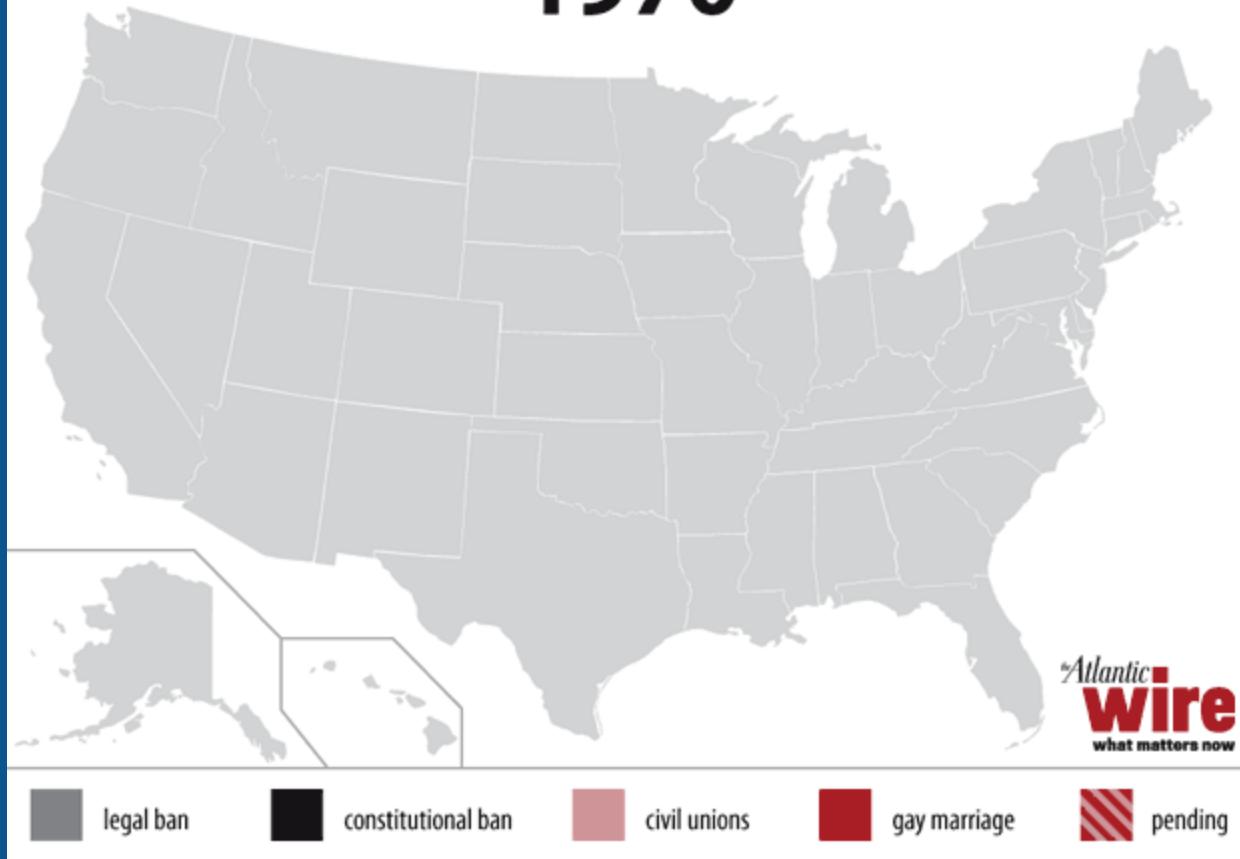
E-COMMERCE AND THE FUTURE OF RETAIL: 2014 [SLIDE DECK]



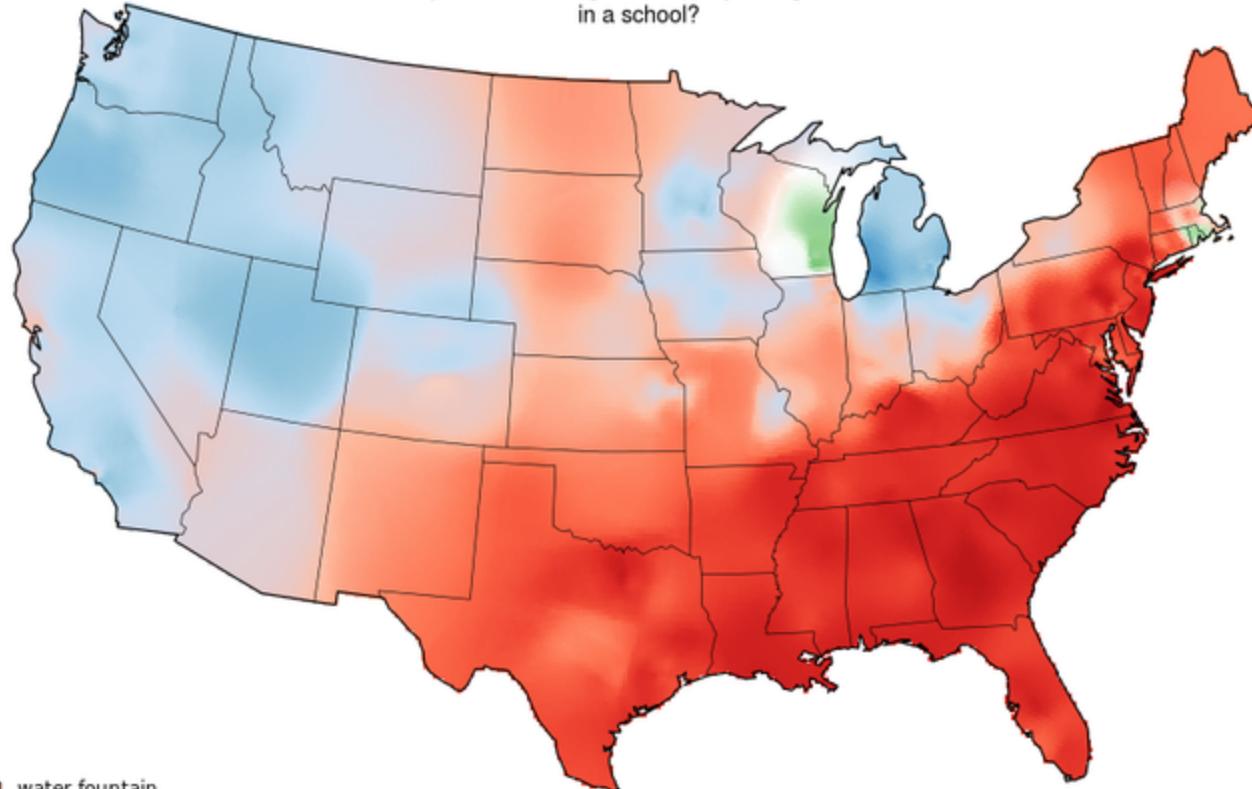
Social Media Engagement: The Surprising Facts About How Much Time People Spend On The Major Social Networks 1,170

Good maps are about
patterns, based on
geography

1970



What do you call the thing from which you might drink water
in a school?



- water fountain
- drinking fountain
- bubbler

Joshua Katz, Department of Statistics, NC State University

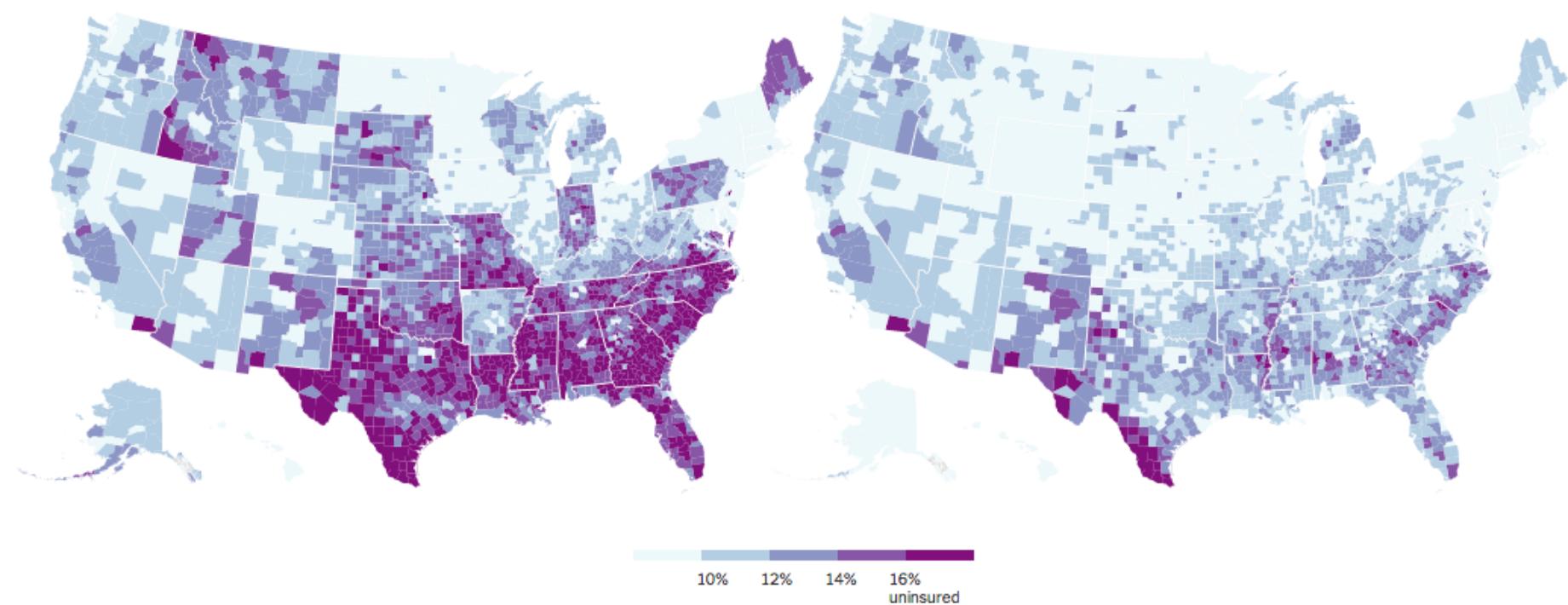
Who Would Have Health Insurance if Medicaid Expansion Weren't Optional

By KEVIN QUEALY and MARGOT SANGER-KATZ NOV. 3, 2014

A new data set suggests that more than three million people would have gained health insurance across 24 states if the Supreme Court had ruled differently.

Where the uninsured are

If every state expanded Medicaid



A TAXONOMY OF TRANSITIONS

racial / ethnic
self-identification
in chicago
in the year 2000

white ■
black ■
asian ■
hispanic ■
other ■

the black lines show
chicago's official
community areas.

each dot represents
twenty-five people.
here, hispanic is
exclusive of other
categories.

block-level data
from the U.S. census.

scale 1:200,000

The same data, aggregated by community
area and shown with solid colors.

