Visual/Data Literacy related to maps

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1. Cartography is visual
2. Maps are not neutral
3. More maps ≠ better maps
4. Solutions (finding our way)
Cartography is visual
or,
An extremely brief history

Section 1
6th Century BCE Babylonian Map of the World
12th Century CE
Cartographer: Al-Sharif al-Idrisi
Oriented with South up
16th Century

Mercator Map of the World

Age of Exploration maps become more scientific
19th Century

Government-funded mapping agencies and projects
Tokaido narabini Saigoku dochu ezu. 1.1687
Inuit Cartography (Greenland)

Decolonial Atlas
Maps are not neutral
HAVE YOU EVER WANTED TO BE THE CENTER OF ATTENTION SO BAD?

YOU CUT ASIA IN HALF?
THE AWAKENING

Look forward, women, always, study and work in the interest of law and progress and reform.

Women's rights are the right of every woman to equal rights and equal opportunities in life.

Now of the nation shall be made free, and the nation shall be made free of all strife.

They come from the land of the free, from the land of the free, from the land of the free.

Christ and the authors of glory, and the authors of fame.

The house of some seems clean, and some seem dirty.

Women, in women's work, shall never again be wronged.

Allen Seaton Miller.
Deutsche in Europa
Der deutsche Bevölkerungs- und Kulturanteil in den Staaten Europas

Cornell University – PJ Mode Collection of Persuasive Cartography.
More maps ≠ better maps
Unintentionally misleading maps happen ALL THE TIME
Colors matter

United States of Inequality
What does the wage gap look like in your state?

States with wage gap...
Less than 20%: [blue]
Between 20% and 25%: [red]
Between 25% and 30%: [tan]
More than 30%: [pink]

Dot pattern = states with pending equal-pay legislation
SANCTUARY POLICIES ACROSS THE U.S.

Fox News

Chicago Tribune. Map created by Jonathon Berlin
SECTION 4

Solutions
Mapbox Studio

Create custom base maps

Determine data for each zoom level

Experiment with color schemes

Gallery
Colorbrewer

Cartographically sound color schemes

Accessibility standards
UNLOCK THE POTENTIAL OF YOUR LOCATION DATA

CARTO is the platform for turning location data into business outcomes.
Further Reading

• How to Lie With Maps, Mark Monmonier
• Cartographic Fictions, Karen Piper
• Strange Maps, a blog by Frank Jacobs
• National Geographic-Roper Public Affairs 2006 Geographic Literacy Survey
• The Decolonial Atlas
• The Map Room, a blog by Jonathan Crowe
• Cartonerd, a blog by Kenneth Field
• Cornell University Persuasive Cartography – The PJ Mode Collection
Thank you!

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