

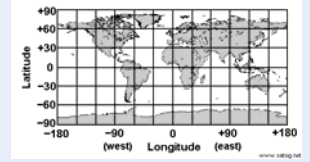
Maps in Tableau

Friday 26 Oct 2007
Polle Zellweger

Basics

Maps the earliest vis

Latitude = y axis
Longitude = x axis



Two notations:

Degrees/minutes/seconds
360 degrees 60' 60"

Decimal

360 degrees . minutes/60 + seconds/3600



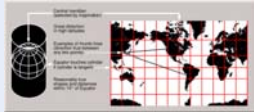
Projections

Earth is ~spherical => imperfect 2D representation

- can preserve angles, areas, distances, directions

Mercator projection 1569

- preserves angles, direction, shape



Gall-Peters projection 1973

- area-preserving cylindrical projection



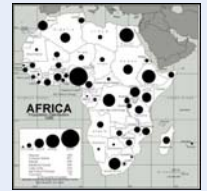
Thematic Mapping

Visualization with maps

- 2 major methods

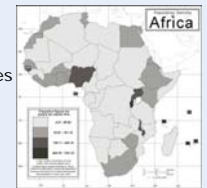
Proportional symbol maps

- place scaled symbols at map locations to symbolize data values



Chloropleth maps

- color areas to symbolize data values



Scale

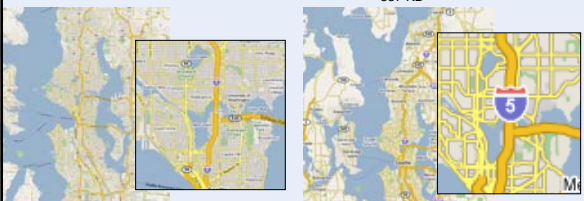
Overview + detail

Semantic zooming

- maps at a greater scale (zoomed out) show less detail
- maps at a lower scale (zoomed in) show more detail

Google map zoom level 5
2.6 MB

Google map zoom level 7
337 KB



Map Visualization Sites

Worldmapper

Gapminder

More world data

- OECD.org