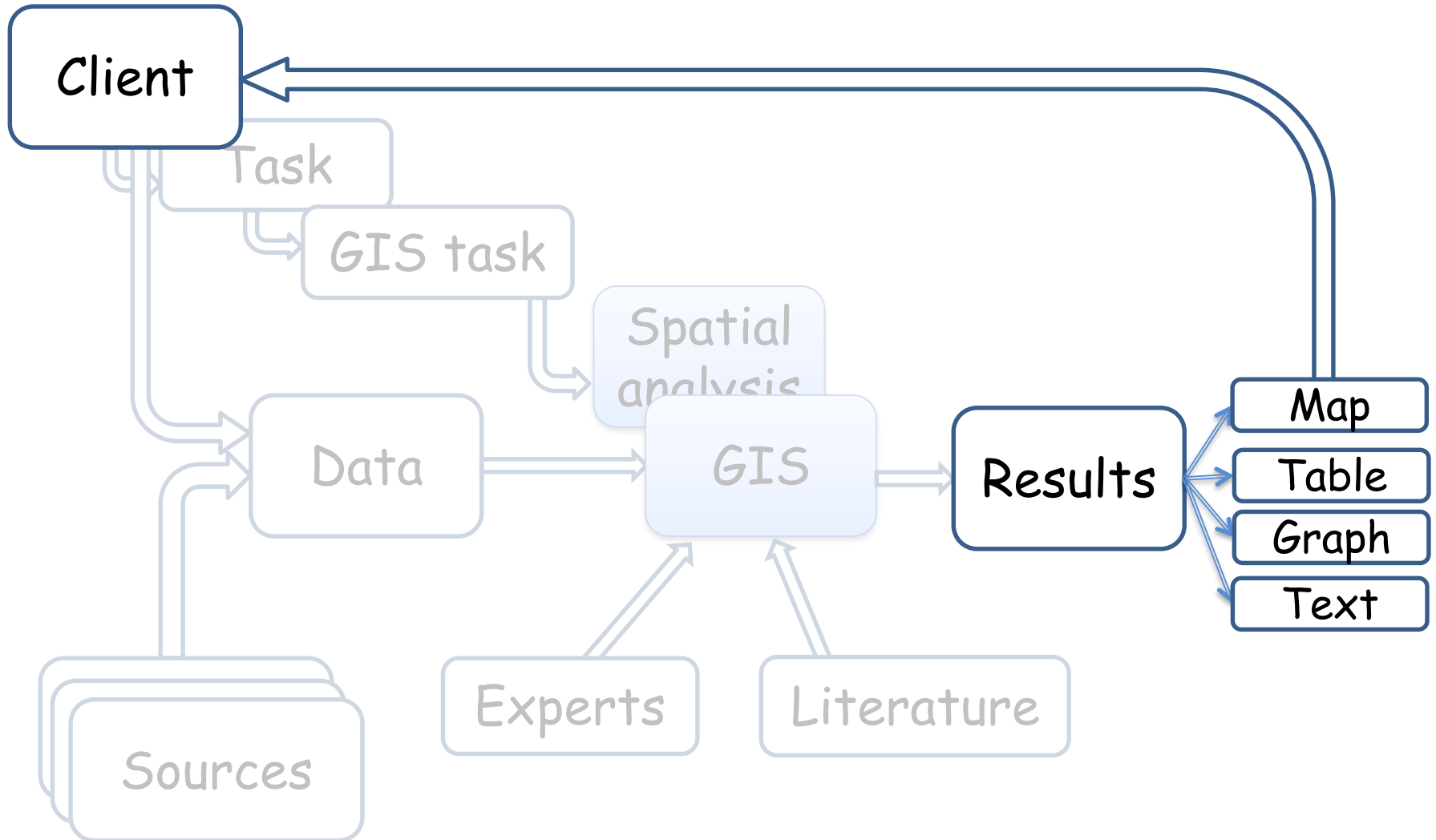


# Project Based GIS: Communicating with GIS

ENVIRON 761

Geospatial Applications for  
Conservation & Land Management

# Communicating with GIS



# Geospatial analysis results

- What are some questions that GIS can answer?
- What are some different ways to present these answers?
- What might shape how you present your results?

# Presenting results

## Two essential questions:

- *What are you communicating?*
  - Answering a specific question?
  - Providing a reference (e.g. campus map)
- *Who is your audience?*
  - *Novice vs. expert? Familiar with topic? Area?*
  - *Paper maps? Poster? Interactive display?*

# Rule #1: Know your message

- You did your geospatial analysis for a reason; *what is that reason?*
  - *Albertine Rift pipeline analysis...*
- If your analysis is answering a specific question, *what is that question?*
- If your analysis is providing a reference, *what feature or features are important?*

# Rule #2: Know your audience

- What attributes of your audience might dictate how you deliver your message?
- What media is most appropriate for your audience?
- How much time are they likely to spend on your output?

# Types of GIS output

- A single value...

On average, an elementary school in Durham County is **3.1 km** from the nearest high school



# Types of GIS output

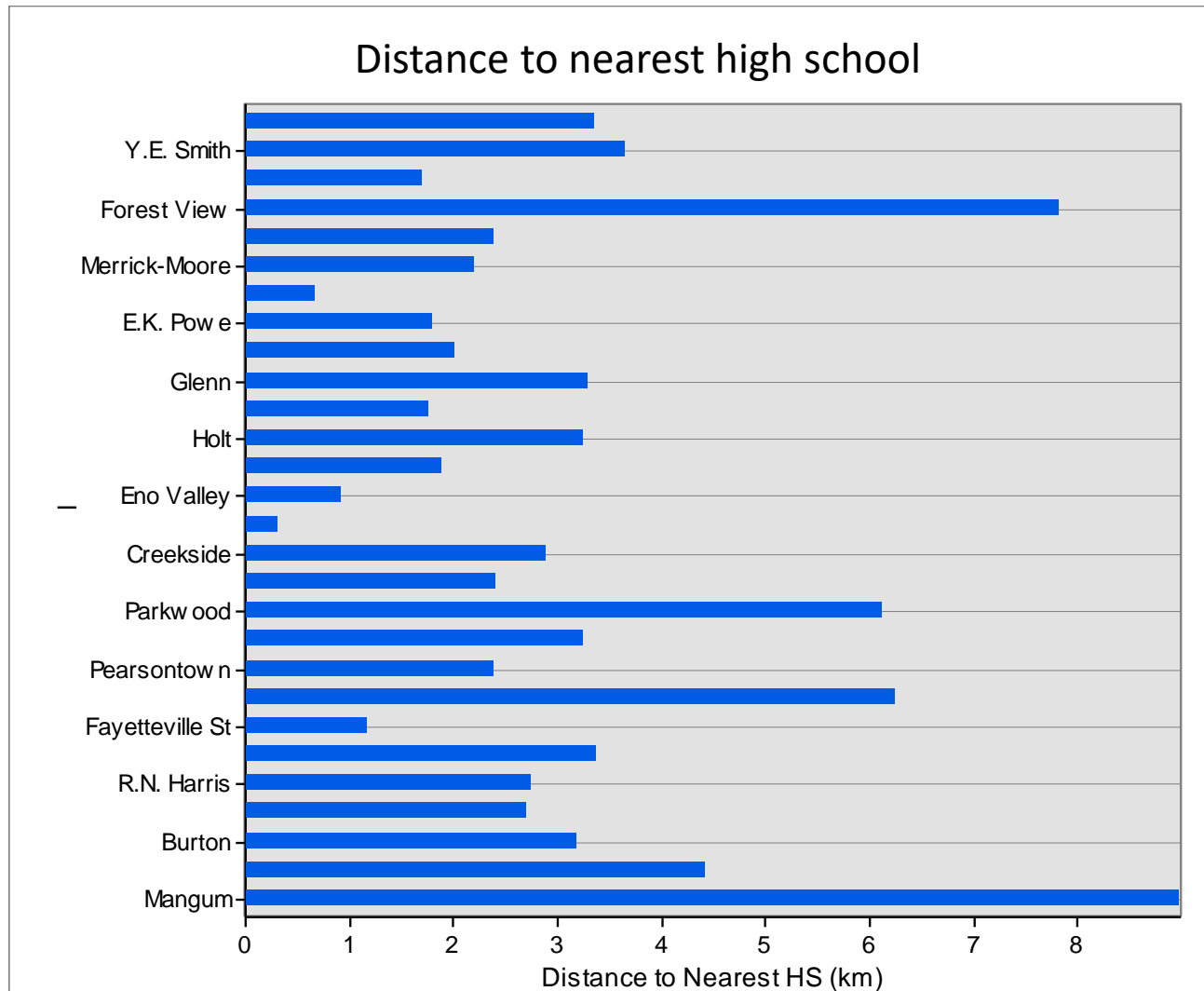
- Table

Durham County	
SCHOOL	Distance to Nearest HS (km)
Mangum	9
Little River	4.43
Burton	3.18
C.C. Spaulding	2.71
R.N. Harris	2.74
Hope Valley	3.38
Fayetteville St	1.18
Bethesda	6.25
Pearson town	2.39
Southwest	3.24
Parkwood	6.13
Oak Grove	2.42
Creekside	2.89
W.G. Pearson	0.32
Eno Valley	0.93
Easley	1.88
Holt	3.26



# Types of GIS output

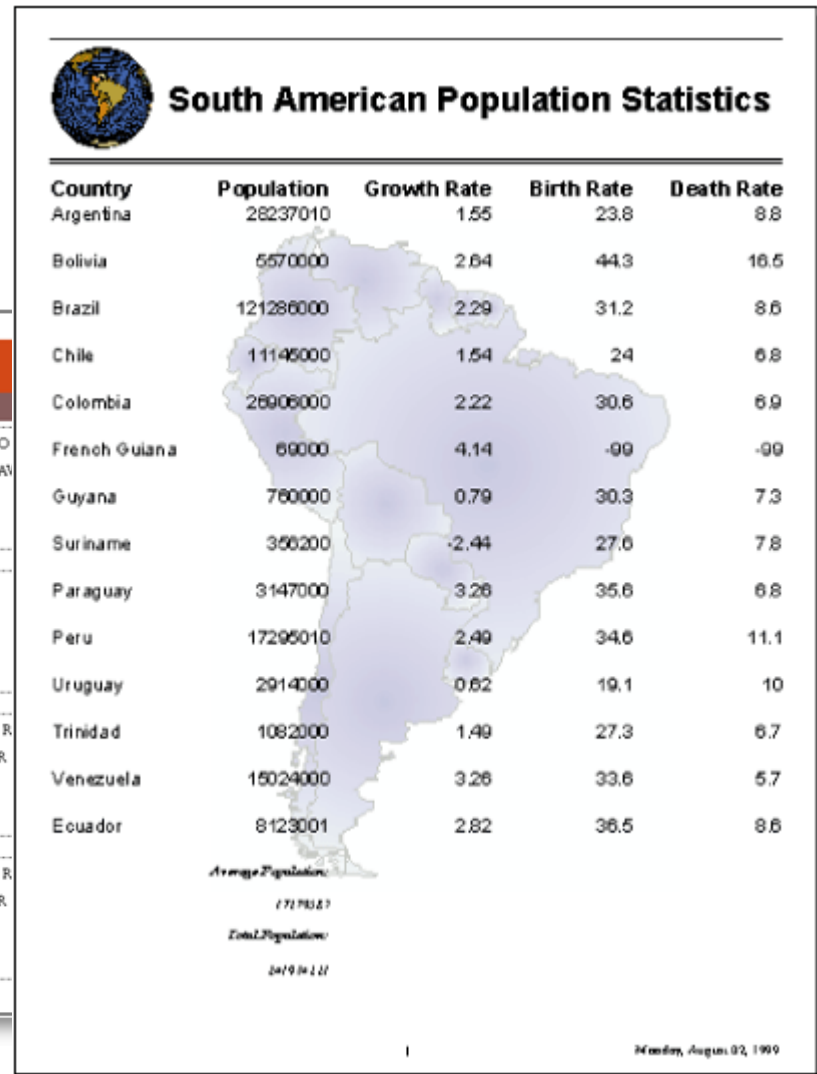
- Graph/chart



# Types of GIS output

- Formatted reports

Prospective Customers			
Mailing Labels			
NOLAN LA VERNE 8518 TANGLEWOOD TR Columbus, Ohio 30800	ABERCROMBIE JOHNNIE P O BOX 1821 Columbus, Ohio 26000	THIGPEN CATHERINE D 642 E4TH AVE Columbus, Ohio 26000	MOTLEY DONDERO 7212 WOODLAND AV Columbus, Ohio 26000
ABERCROMBIE JOHNNIE P O BOX 1821 Columbus, Ohio 26000	ABERCROMBIE JOHNNIE P O BOX 1821 Columbus, Ohio 26000	THIGPEN CATHERINE D 642 E4TH AVE Columbus, Ohio 26000	HUCKABEE LELIA 16716 GENEVA ST Columbus, Ohio 26000
ABERCROMBIE JOHNNIE P O BOX 1821 Columbus, Ohio 26000	THIGPEN CATHERINE D 642 E4TH AVE Columbus, Ohio 26000	AKERS H EDWARD & 17185 CATS DEN RD Columbus, Ohio 22000	HANSON MICHAEL R 17098 EASTVIEW DR Columbus, Ohio 22300
ABERCROMBIE JOHNNIE P O BOX 1821 Columbus, Ohio 26000	THIGPEN CATHERINE D 642 E4TH AVE Columbus, Ohio 26000	DUNAWAY ANTONIO 16668 CANTONSTREET Columbus, Ohio 26000	HANSON MICHAEL R 17098 EASTVIEW DR Columbus, Ohio 22300



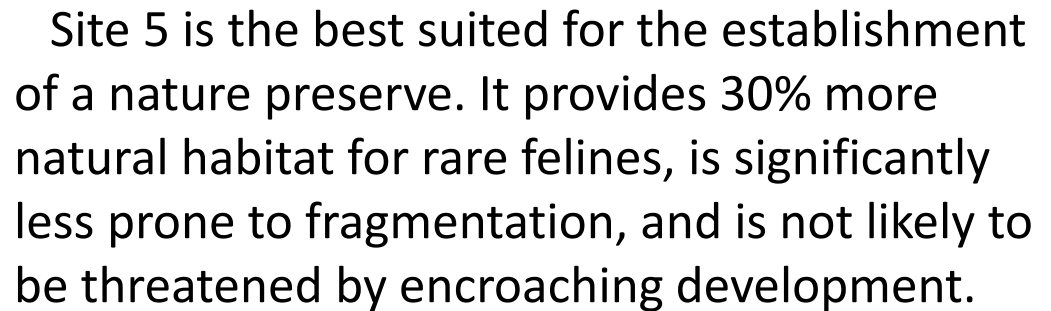
# Types of GIS output

- Text

- Paragraph

- Memo...

- Formal report...



Site 5 is the best suited for the establishment of a nature preserve. It provides 30% more natural habitat for rare felines, is significantly less prone to fragmentation, and is not likely to be threatened by encroaching development.

# Writing a memo

1. Write the heading segment.
2. Consider who the audience should be.
3. Introduce the problem/issue in the opening sentence.
4. Suggest ways to address the issue in the summary segment.
5. Support your course of action in the discussion segment.
6. Close the memo with a friendly ending; restate what actions you want the readers to take.

<http://www.wikihow.com/Write-a-Memo>

# Types of GIS output

- Map



# Types of GIS output

- Animation/Visualization

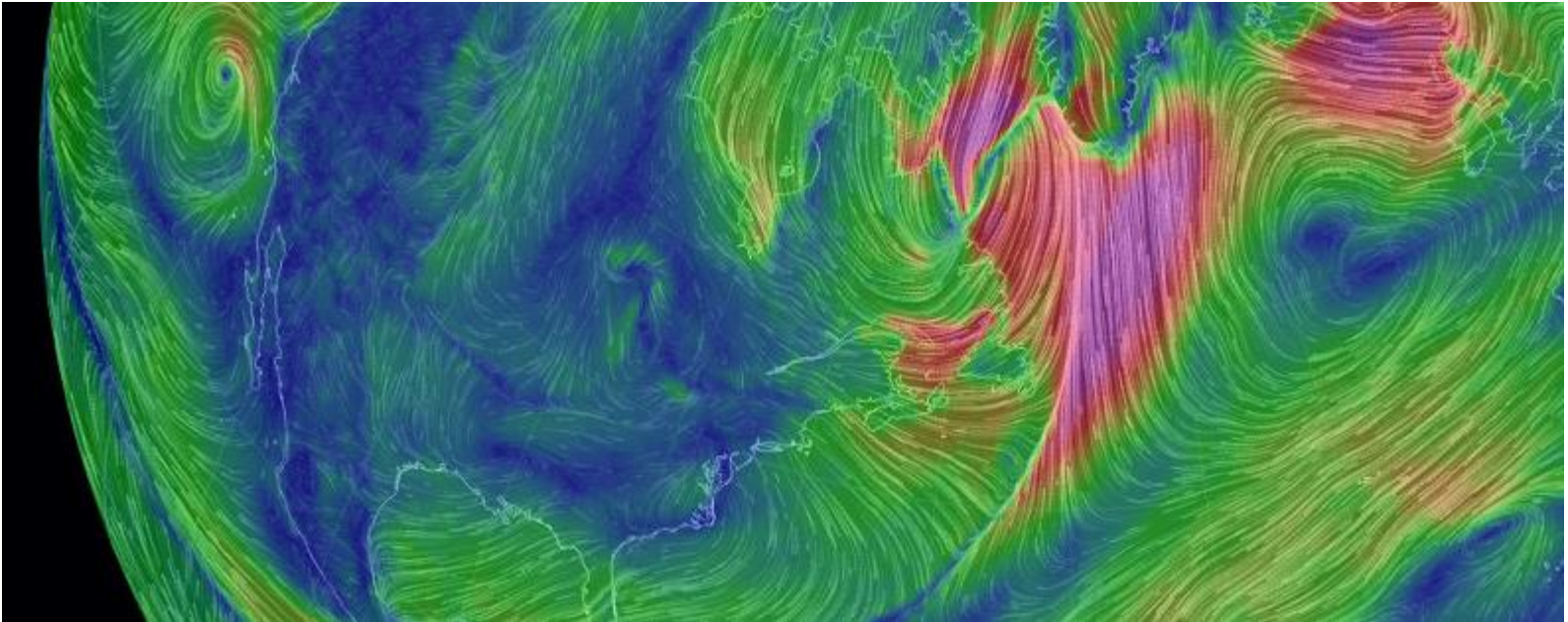


<https://earthengine.google.com/timelapse/>



# Types of GIS output

- Animation/Visualization



<http://earth.nullschool.net>

More info → <http://guides.library.duke.edu/datavis>

# Types of GIS output

- Interactive applications

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User: Guest Sign In

0 of 74

Title, Summary, or Description X

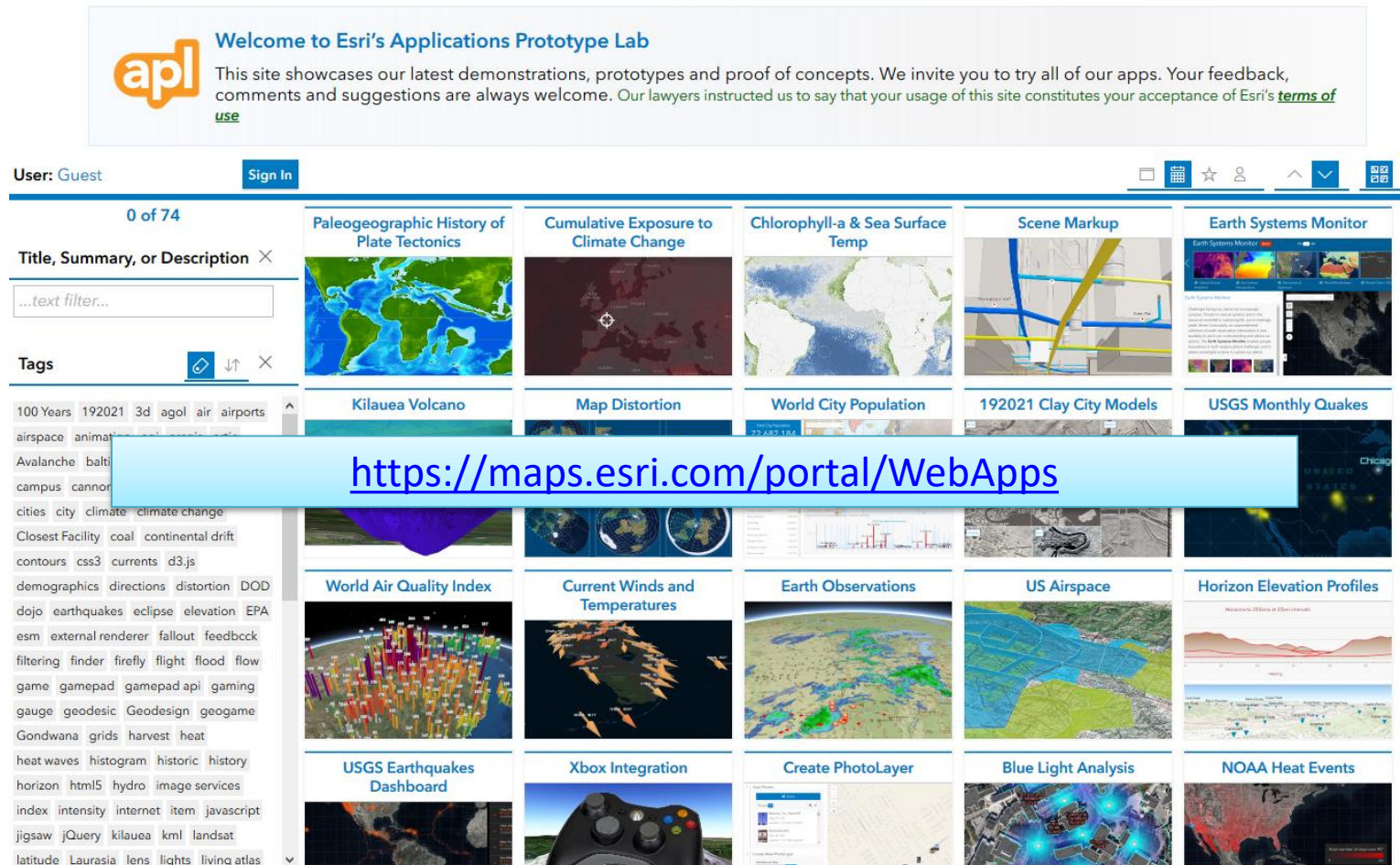
...text filter...

Tags

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<https://maps.esri.com/portal/WebApps>

Paleogeographic History of Plate Tectonics  
Cumulative Exposure to Climate Change  
Chlorophyll-a & Sea Surface Temp  
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World Air Quality Index  
Current Winds and Temperatures  
Earth Observations  
US Airspace  
Horizon Elevation Profiles  
USGS Earthquakes Dashboard  
Xbox Integration  
Create PhotoLayer  
Blue Light Analysis  
NOAA Heat Events





# Outputs: Summary

- Many options how to represent the results of geospatial analysis.
- Which one to choose depends on...

*...Your message*

*...Your audience*

