23 The Cartographic Exchange

Mapping in the Cloud

Peterson

Outline

- Importance of interaction
  - Relationship to a conversation
  - First map a result of interaction
- The Need for Speed
  - Speed of map display is the single most important attribute of the online map
  - Speed on mobile

- The medium of mapping
  - Stone, paper, computer
  - Marshall McLuhan – The medium is the message
    - Rear-view mirror approach
    - Subordinating ourselves to electronic environments
- Maintaining the map
  - Huge expense, even governments have failed
  - Commercial base map & ancillary layers
  - Need for competition

- Mobile maps
  - Increased resolution
    - iPad 2 with 2048 x 1536 pixels
  - Changing interface
    - Multi-finger zooming and panning
- Cartographic spaghetti
  - Thematic maps
  - Cartographic communication
  - Geographic information systems (science)
  - Cartographic visualization
    - Visual analytics
  - LBS

- 2020
- 2010
- 2000
- 1990
- 1980
- 1970
- 1960
- 1950
- 1940
- 1930
- 1920
- 1910
- 1900

Mashups

Visual Analytics

LBS

Visualization

Internet

GISc   Cartography

Multimedia
Cartography

Geospatial Analysis

GIS

Cartographic
Communication

Thematic cartography (1700s)