

Social Explorer

University of Maryland Libraries
GIS and Spatial Data Center

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GIS Services in the Libraries

- Workshops - 10 offerings available
 - Geospatial tools in R coming soon
- 1:1 consulting, collaboration
- Customized guest lectures/lab exercises
- Geospatial Researcher in Residence Program
- GIS lab in 4120 open for use during Library hours
- Access to free online tutorials and software trials
- See www.lib.umd.edu/gis for more information

Add'l Research Services

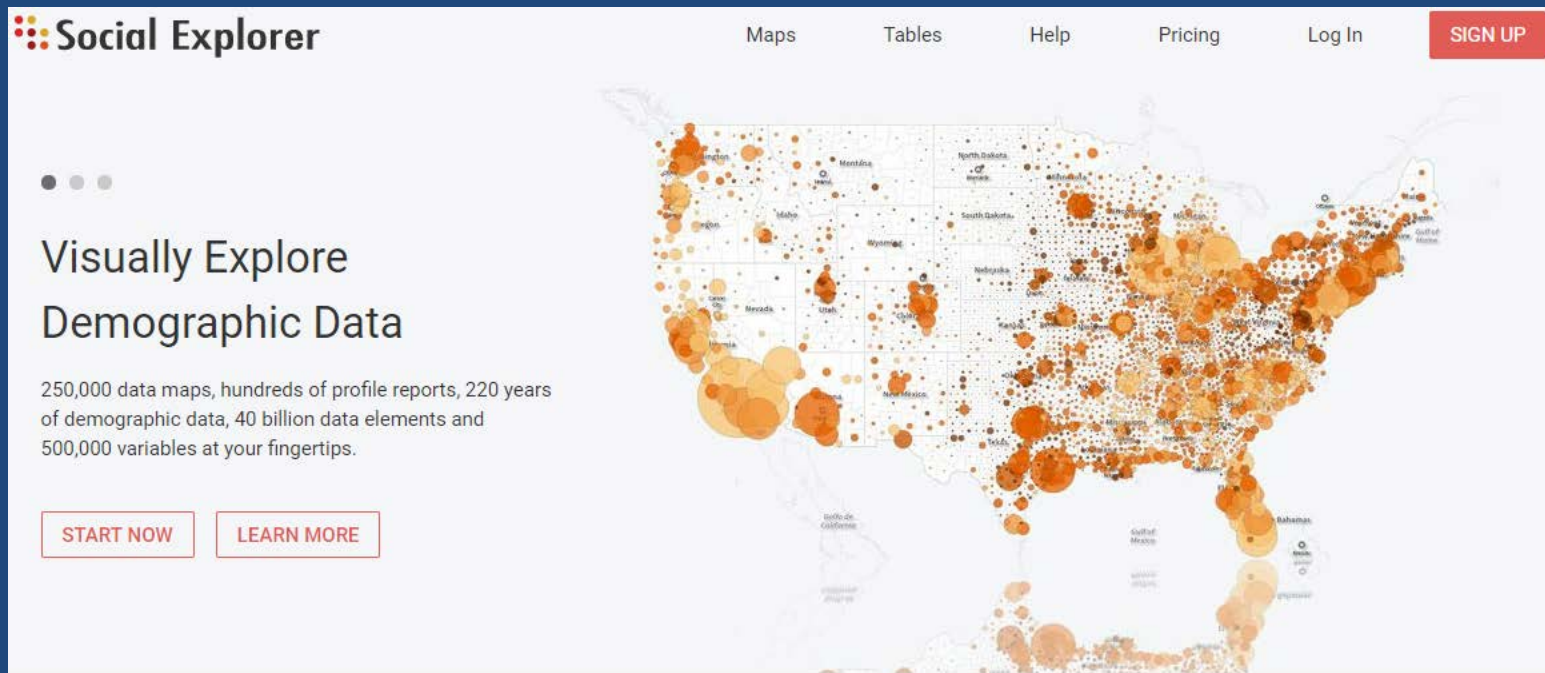
- Research Commons services:
- General research assistance
 - Proposals, ORAA requirements, presentations, etc.
- Data management
- Statistics consulting
- 3D scanning and printing; video editing
- Funding for open access publishing
- See www.lib.umd.edu/rc for more information

Workshop Outline

1. Introduction – What is Social Explorer?
2. Exercises at your own pace.
3. Questions and concerns throughout – feel free to ask questions at any time!

What is Social Explorer?

An online mapping interface that allows users to explore and visualize demographic data.



The screenshot shows the Social Explorer website interface. At the top left is the logo, which consists of a grid of colored dots followed by the text "Social Explorer". To the right of the logo is a navigation menu with links for "Maps", "Tables", "Help", "Pricing", and "Log In". A red "SIGN UP" button is located in the top right corner. The main content area features a large map of the United States with numerous orange and yellow bubbles of varying sizes representing demographic data points. On the left side of the page, there is a heading "Visually Explore Demographic Data" and a sub-heading "250,000 data maps, hundreds of profile reports, 220 years of demographic data, 40 billion data elements and 500,000 variables at your fingertips." Below this text are two buttons: "START NOW" and "LEARN MORE".

Social Explorer

Maps Tables Help Pricing Log In **SIGN UP**

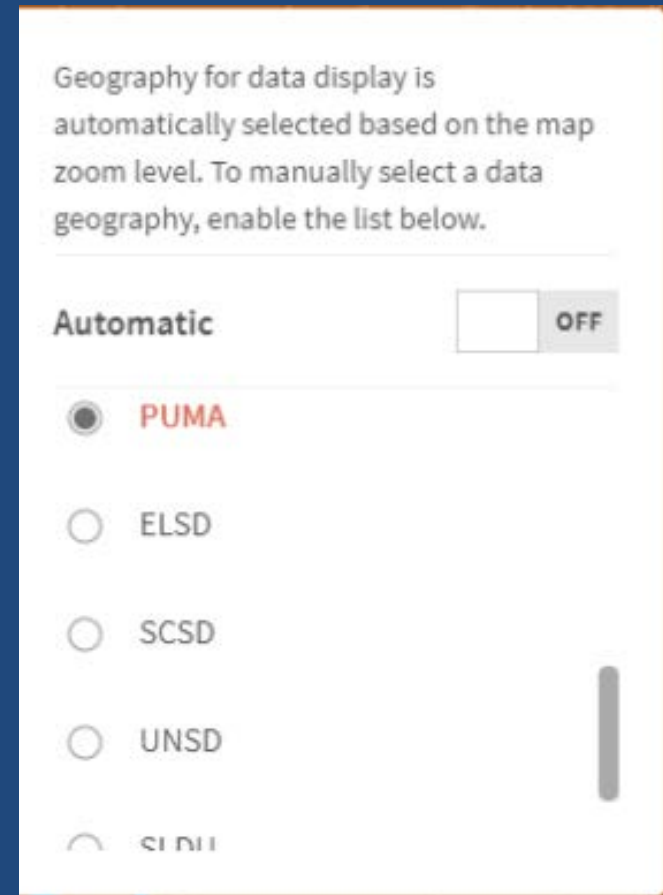
Visually Explore
Demographic Data

250,000 data maps, hundreds of profile reports, 220 years of demographic data, 40 billion data elements and 500,000 variables at your fingertips.

START NOW **LEARN MORE**

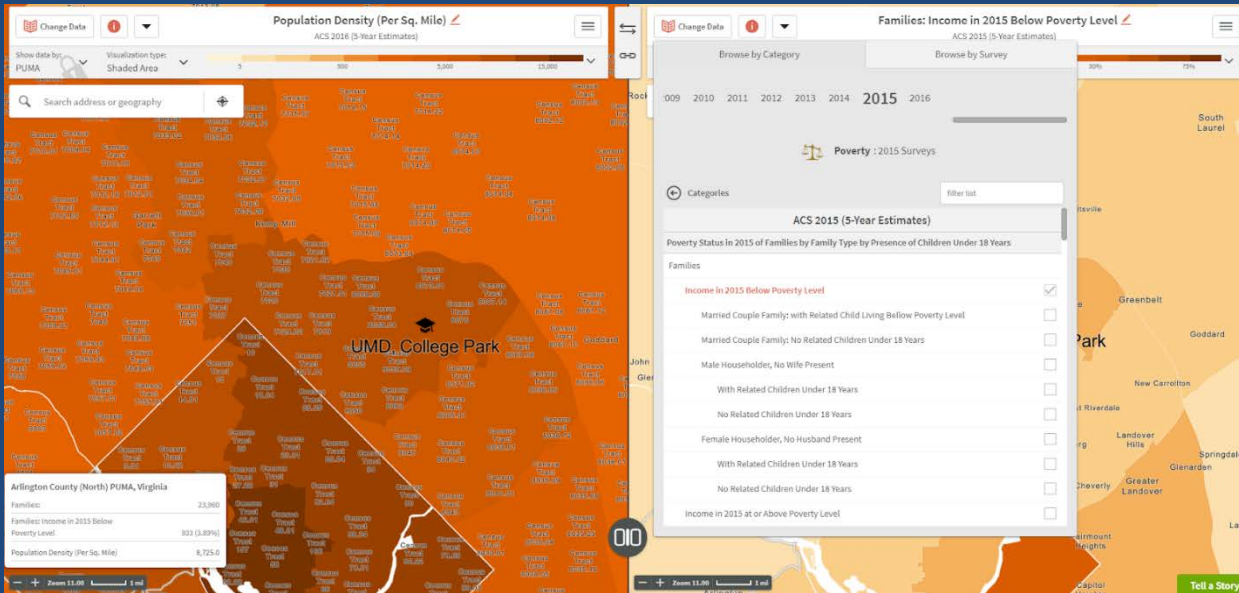
Make Maps Using Various Geographic Units

- Social Explorer offers multiple ways to view data. For Example:
 - PUMA : Public Use Microdata Area – a statistical area designed to have an optimal size of 100k residents, created by aggregating census tracts. PUMAs never cross state boundaries. Available in all the ACS estimates.
 - Census Tract : a statistical area designed to have an optimal size of 4,000 residents, with a general range of 1,200 to 8,000. Tracts never cross county boundaries. Available in the decennial census and ACS 5-year estimates.



Produce a Double Layout Map

Let's say that you wanted to compare census tracts with high incomes to those that have a high number of households living below the poverty line. You can create a second map and edit it independently from the first by clicking the round button in the lower center of the map screen.

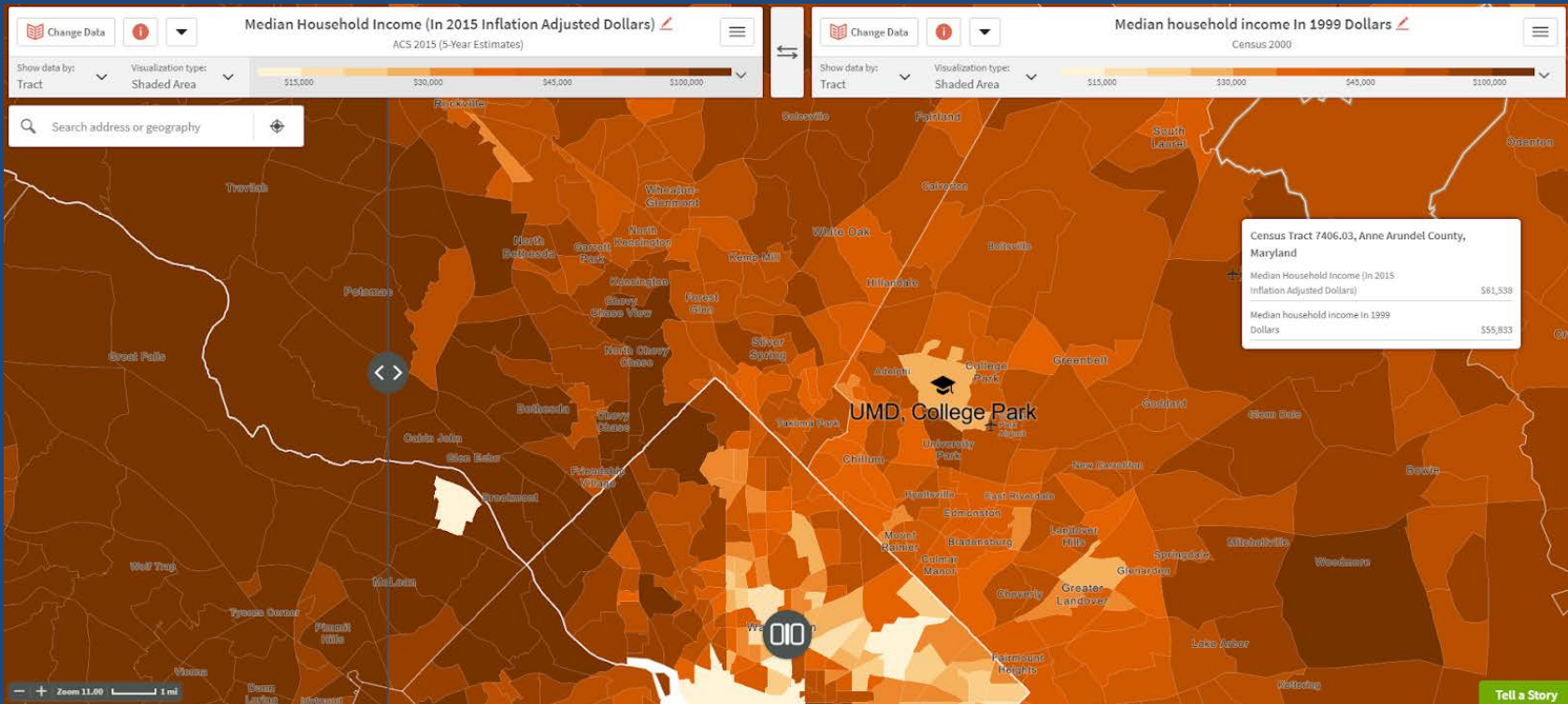


Export Your Map

When you are satisfied with your completed map, Social Explorer allows you to export it in a variety of formats. It will export whatever your current view shows, so position your map windows so that they show the same view at the same scale.

Historic Maps

- Social Explorer has access to data that in some cases goes as far back as 1790.

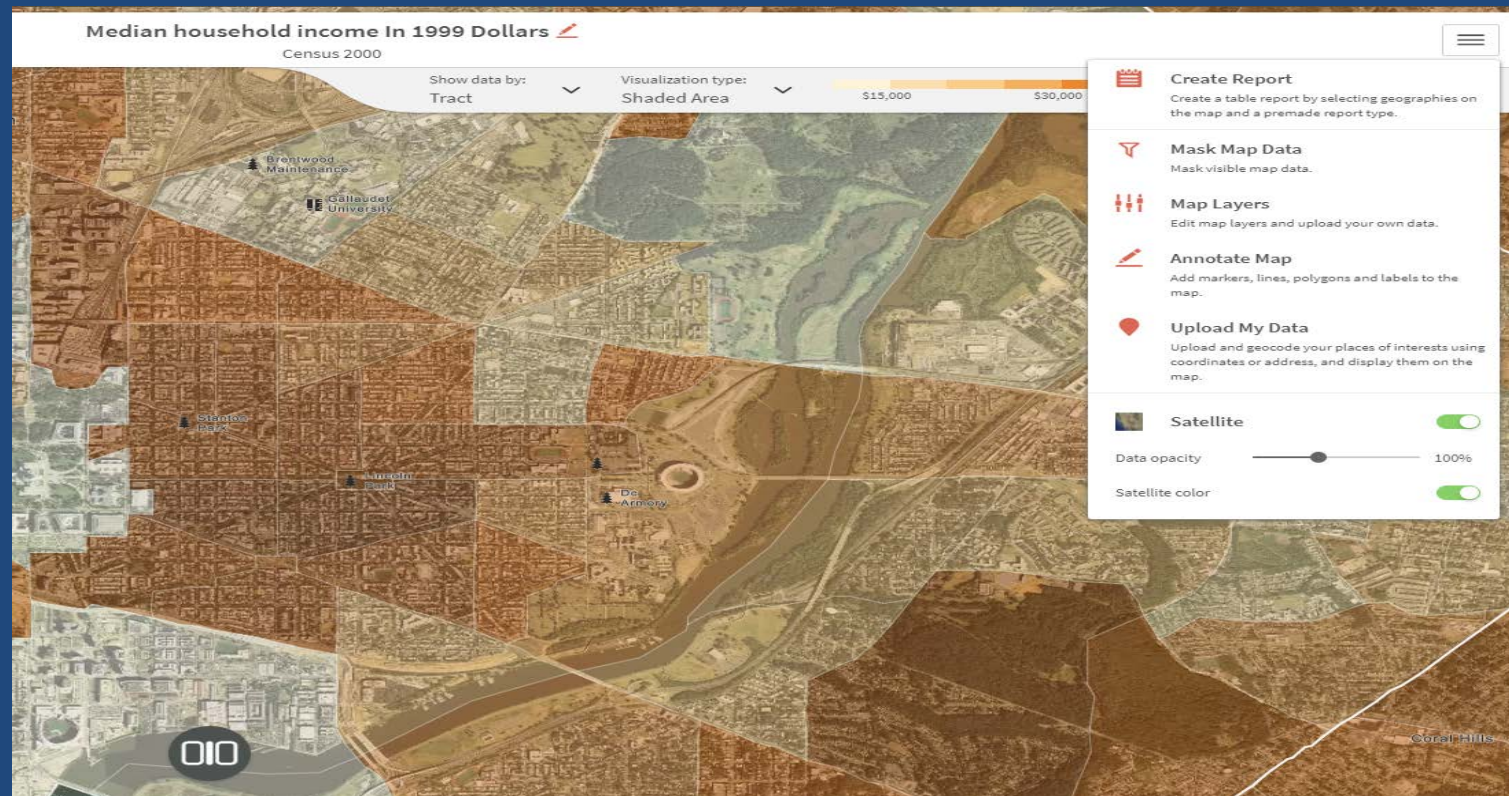


Create a Report

While Social Explorer is primarily a map-making tool, it can also be used to produce downloadable tables. You can access this feature without making a map.

Embedding Satellite Imagery

Social explorer allows you to enable satellite view to display the present day satellite imagery of the area you are viewing.



Selection Tools

- Selection tools are used to custom define geographic areas.
 - *Touching* mode will select every geography included in the shape, even if a single pixel is included in the shape you draw.
 - *Enclosed* mode will select only the geographies included in their entirety in the drawn shape. (Even if a single pixel is left outside the shape you draw, the geography will not be included in the selection.)
 - *Centroid* mode selects features whose geographic centroid falls within your selection. The geographic centroids are also displayed on the map as black dots for each feature so you can clearly see what will be included in your selection when done.

Let's Go!

ArcGIS Exercises

lib.umd.edu/gis/workshops