Animated map displays have caused quite the stir over the last twenty years. Initially, cartographers were thrilled to move beyond static depictions of geographic data. Subsequent research quickly dampened this excitement by repeatedly uncovering empirical evidence suggesting that animated displays were often inferior in terms of usability to their traditional static counterparts. However, recent cartographic research has responded suggesting that these negative results fail to account for cartographic design variables that are known to influence the usability of map displays.

This research examines the abilities of animated maps to depict change over time. More specifically, this paper demonstrates the ability of animated cartography to create a graphic narrative of the 2008 U.S. Presidential Election.

Kirk Goldsberry
Assistant Professor Geography Department Michigan State University

11.6.08 Thursday Buchanan 1930 3:30 - 4:45 pm