

# Using EarthTime to Tell Stories with Data

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**CREATE** Lab

Community Robotics, Education and Technology Empowerment



## **EarthTime, key elements:**

Map-based data stories

Spatial-temporal animation

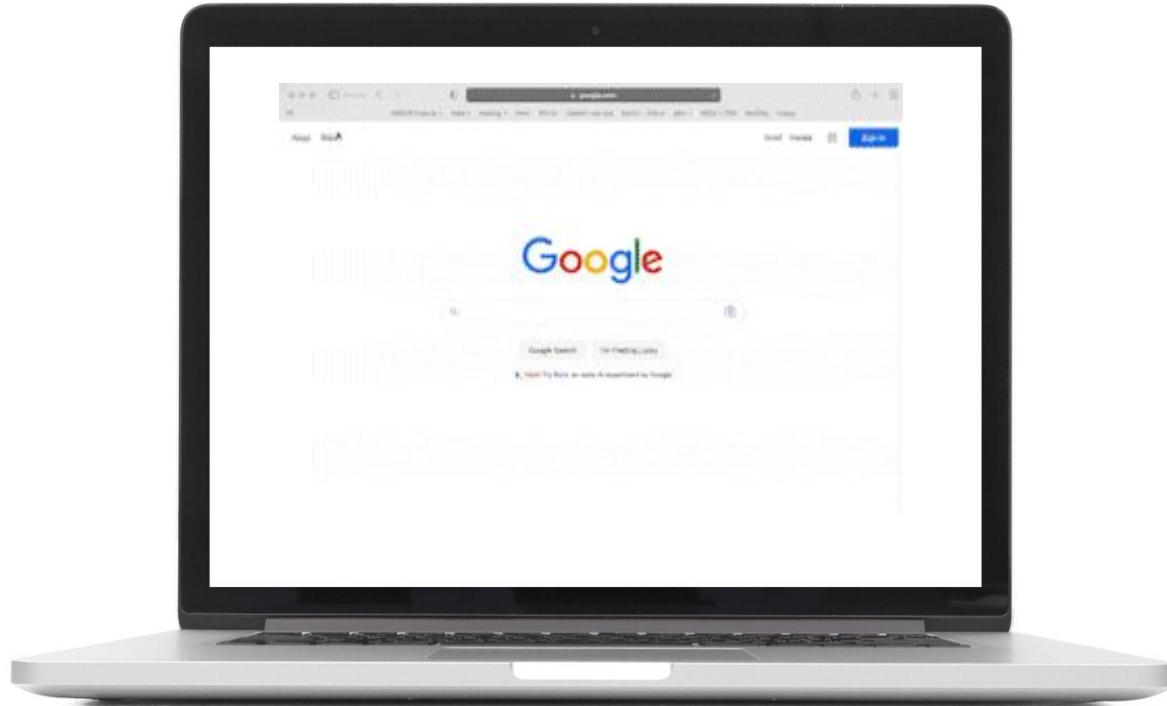
Intuitive visualization tropes

[www.earthtime.org](http://www.earthtime.org)

We all love Census/ACS data because it's so rich — statistically, geographically, etc.

<a href="#">B01001_002E</a>	Estimate!!Total:!!Male:	SEX BY AGE	not required	<a href="#">B01001_002EA</a> , <a href="#">B01001_002M</a> , <a href="#">B01001_002MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_003E</a>	Estimate!!Total:!!Male:!!Under 5 years	SEX BY AGE	not required	<a href="#">B01001_003EA</a> , <a href="#">B01001_003M</a> , <a href="#">B01001_003MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_004E</a>	Estimate!!Total:!!Male:!!5 to 9 years	SEX BY AGE	not required	<a href="#">B01001_004EA</a> , <a href="#">B01001_004M</a> , <a href="#">B01001_004MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_005E</a>	Estimate!!Total:!!Male:!!10 to 14 years	SEX BY AGE	not required	<a href="#">B01001_005EA</a> , <a href="#">B01001_005M</a> , <a href="#">B01001_005MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_006E</a>	Estimate!!Total:!!Male:!!15 to 17 years	SEX BY AGE	not required	<a href="#">B01001_006EA</a> , <a href="#">B01001_006M</a> , <a href="#">B01001_006MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_007E</a>	Estimate!!Total:!!Male:!!18 and 19 years	SEX BY AGE	not required	<a href="#">B01001_007EA</a> , <a href="#">B01001_007M</a> , <a href="#">B01001_007MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_008E</a>	Estimate!!Total:!!Male:!!20 years	SEX BY AGE	not required	<a href="#">B01001_008EA</a> , <a href="#">B01001_008M</a> , <a href="#">B01001_008MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_009E</a>	Estimate!!Total:!!Male:!!21 years	SEX BY AGE	not required	<a href="#">B01001_009EA</a> , <a href="#">B01001_009M</a> , <a href="#">B01001_009MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_010E</a>	Estimate!!Total:!!Male:!!22 to 24 years	SEX BY AGE	not required	<a href="#">B01001_010EA</a> , <a href="#">B01001_010M</a> , <a href="#">B01001_010MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_011E</a>	Estimate!!Total:!!Male:!!25 to 29 years	SEX BY AGE	not required	<a href="#">B01001_011EA</a> , <a href="#">B01001_011M</a> , <a href="#">B01001_011MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_012E</a>	Estimate!!Total:!!Male:!!30 to 34 years	SEX BY AGE	not required	<a href="#">B01001_012EA</a> , <a href="#">B01001_012M</a> , <a href="#">B01001_012MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_013E</a>	Estimate!!Total:!!Male:!!35 to 39 years	SEX BY AGE	not required	<a href="#">B01001_013EA</a> , <a href="#">B01001_013M</a> , <a href="#">B01001_013MA</a>	0	int	<a href="#">B01001</a>
<a href="#">B01001_014E</a>	Estimate!!Total:!!Male:!!40 to 44 years	SEX BY AGE	not required	<a href="#">B01001_014EA</a> , <a href="#">B01001_014M</a> , <a href="#">B01001_014MA</a>	0	int	<a href="#">B01001</a>

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## Things we hope you do take away from this...

- People love maps [to explore] maps
- Data can be richly detailed and still intuitive/navigable
- Default visualization practices aren't always good practices



## Things you should **not** take away from this...

- You should just use EarthTime to make your maps.  
(You can! It's free! But that's not the point.)
- *Never* use choropleths.