

GIS.....The What and the Where

Physical Entities

Rivers, Roads, Buildings, Towns...identify these as having locations

Familiar Applications

Google Earth, MapQuest, GPS ...predominately navigational

Other Spatial Related Entities

Pandemics, Economics, Law Enforcement...identify these as events....but they too have a spatial component

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80% of Data has a Spatial Component

Pandemic....spans geography, populations, time

Economics....bank failures impact communities far beyond the location of the parent corporation

Law Enforcement...crime analysis demands complex analysis of numerous variables as they relate to location

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Some of the Differentiators of GIS?

The ability to relate data in a spatial context enabling complex spatial analysis

The ability to perform predictive analysis

The ability to do “what if” analysis

The ability to evaluate information over time

Provide a defensible data source for decision making

Perceptual to Factual....a picture is worth a thousand words

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Key Considerations

Needs and Requirements...the who, the what, the how

Establish accurate data sources...understand data sharing can promote accuracy and reduce costs

Determine roles and responsibility...authors, editors, viewers

Rememberjust because you can doesn't mean you should. Evaluate the data and its uses.