

In/visibility and Difference: A Visual Methods Workshop – Berlin, 3-4 December 2015

Oliver O'Brien

Mapping Population, Mapping Difference: A Quantitative Approach

Abstract:

In this paper Oliver O'Brien presents recent quantitative mapping work at his lab, which aims to create geodemographic classifications for the United Kingdom based on national censuses and other information. This is about classifying a population and mapping its variations. He will discuss the main advantages and disadvantages of demographic mapping types, specifically choropleth maps, cartograms, dot density maps and dasymetric maps. He will also outline particular technique used widely in the lab, which combines two of these mapping types to concentrate the mapping on areas of genuine population. In addition, he will examine the ecological fallacy inherent in geodemographics and choropleth maps in general, and introduces some preliminary work on mapping uncertainty in two of the classifications, using texture and color saturation variations. Finally, the author will introduce some alternative geodemographic mapping where the lab team differentiates people by non-traditional characteristics such as their social media activity.