

GARP 0317: Cookbook 17 October 2012

Now what? (Part 2)

Overview

From Monday:

1. Assess Yourself!
2. Something cool: *Storytelling with Maps*
3. Something cool: *LocalData*
4. Something cool: *Hestia*
5. Data for Westfield State University
6. Data for Westfield and Beyond
7. Now What?!!



Today:

1. (Add) Content from ArcGIS Online
2. Better Web Mapping Applications
3. From MS Excel to ArcMap via ArcGIS Online
4. Now What?!!

I need your own assessment of your work using the two rubrics!

- Be sure to total your points!
- Be sure to include the name of your peer-reviewer!
- Be sure to date and sign each rubric!

1) (Add) Content from ArcGIS Online

1.1) Maps, Applications, and Tools

There is plenty of content available on ArcGIS Online: maps, applications, and tools.

1. Login to ArcGIS Online and search for content.
2. Search for *Massachusetts*. You'll see your own digital legacy!
3. Search for *weather*.
4. Search for *census data*.
5. Search for *Grateful Dead*.

You will find any map, application, service or tool that anybody (including you!) created on ArcGIS Online and made public

→ Be aware of your digital legacy!

USGS Stream Gauges and Weather Stations

<http://www.arcgis.com/home/item.html?id=ede6b2f850b74d7bb1181befeade9>

USA Weather Warnings

<http://bit.ly/TsAgFM>

USA Weather Stations

<http://www.arcgis.com/home/item.html?id=7a02bf800a7f4ead84b94ac860f6844c>

More Information

- Using search
http://resources.arcgis.com/en/help/arcgisonline/#/Using_search/010q000000n000000/

1.2) Search for layers to add to your map

1. Open an ArcGIS Online map.
2. Click Add – Search for Layers
3. Search for weather, crime, etc.
4. Switch back to Contents view and edit the layer as needed.

More Information

- About adding data layers
<http://resources.arcgis.com/en/help/arcgisonline/index.html#//010q0000009v000000>

2) (Better) Web Mapping Applications

This goes back on how to best share your work!

2.1) Share as a link

- Link to the simple map viewer – works great on all devices, browsers, and operating systems with limited capabilities.
- Link to the ArcGIS Explorer Online map viewer. This gives you advanced features such as dashboards, but requires the (free) Microsoft Silverlight browser plug-in = it does not work on iOS.
- More information:
http://resources.arcgis.com/en/help/main/10.1/#/Linking_to_web_maps/01w10000005m000000/

2.2) Share as embedded code

- Copy and paste the embed code after selecting size and features. This works great, but tends to work better on large computer screens as opposed to smaller smartphone displays. In addition, different browsers on different operating systems display the embedded map differently.
- Tips: small size (less than 500 x 400), limit features, and test!
- More information:
http://resources.arcgis.com/en/help/main/10.1/#/Embedding_web_maps/01w100000063000000/

2.3) Share as Web Mapping Application









- Create a web site using one of the templates provided. This works well on all devices, browsers, and operating systems.
- More information:
http://resources.arcgis.com/en/help/main/10.1/#/Creating_applications_with_web_maps/01w100000005r000000/
- More information: <http://www.esri.com/news/arcuser/0612/files/clients.pdf>

Tips for Web Mapping Applications

1. Select an appropriate template – not just the first one!
2. At minimum your template has to have a sidebar for the legend, map description, and data credits.
3. The Simple Map Viewer template tends to work best on smaller smartphone and tablet displays.
4. Try a two-pane template! That way the user can keep your(original) map in one pane and modify the base map in the other pane.
5. Use a simple and non-distracting base map.
6. Configure your web mapping application!

Make a Web Application

Click a template's thumbnail to preview it or click its links to download it to your computer or publish it to the web.

Multiviewer Storytelling  Publish ▾ Simple Map Viewer	One Pane  Publish ▾ Social Media	Search maps  Publish ▾ Storytelling - Sidepanel	Side by Side Viewer  Publish ▾ Storytelling - Tabbed
 Publish ▾	 Publish ▾	 Publish ▾	 Publish ▾

1 2 3

More Information

- Sharing Web Maps
http://resources.arcgis.com/en/help/main/10.1/#/Sharing_web_maps/01w10000001t000000/

3) From MS Excel to ArcMap via ArcGIS Online

Okay – classic situation: you have a MS Excel spreadsheet with your data and location information, for example geographic coordinates or addresses and you want to map those data in ArcGIS – how do you do it?

Adding Layers from Files

http://resources.arcgis.com/en/help/arcgisonline/index.html#/Adding_layers_from_files/010q000000m6000000/

Watch the video if needed!

This is easy and you can even use drag and drop when using Google Chrome or Mozilla Firefox!

About CSV, TXT, and GPX files

http://resources.arcgis.com/en/help/arcgisonline/index.html#/About_CSV_TXT_and_GPX_files/010q0000008v000000/

Watch your field formatting!

3.1) The Basic Sequence

1. You create your MS Excel spreadsheet with your data and you include location information and you format your location fields as detailed above – easy! That location information can be latitude/longitude (in decimal degrees) or standard addresses.
2. You save your MS Excel file as a CSV or TXT file.
Of course, this also works when using Open Office or Google Docs.
3. You start a basic map in ArcGIS Online simply by selecting your basemap.
4. You select Add...Add Layer from File or simply drag and drop your file onto ArcGIS Online – amazing!
5. You make your map public and save it.
6. You go to My Content and now open the map in ArcGIS 10 for Desktop.
This downloads a small file called item.pkinfo.
7. Find the file and open in ArcMap by double-clicking on it.
Or, right-click and select Open with...

Now you have opened your web map locally using ArcMap! In the process a file geodatabase was created and what used to be your CSV or TXT files are now feature classes and ready for GIS analysis!

4) Now What?!!

On Monday I asked you to do several things:

1. Assess your own work using the two rubrics.
2. Explore some cool stuff.
3. Get your data finalized and uploaded.
4. What data do we need for Westfield?
5. What do we still need for our Web GIS?

Your data are critical – that's impacts everyone here!



4.1) What do we have!

- We have the online mapping tool = ArcGIS Online.
- We know how to use ArcGIS Online.
- We know how to create data.
- We have some data.

What's missing? What do we still need to learn, organize, get, create, or compile?

4.2) What do we (still) need!

Here are a few things I think we still need to figure-out:

1. How will this Web GIS 'look' on the WSU website: a bunch of links, embedded maps, a bunch of web applications, perhaps a dedicated Google website?
2. Design – how will we create a good design?
3. How do we deal with photos and videos?
4. What about data quality – are our data good enough (= authoritative) to share with the rest of the world?
5. What do we do if we find mistakes?
6. What do we do if some spatial, attribute, metadata, or photographs are missing?
7. Are we creating one Web GIS or 15?
8. Who updates the data and Web GIS?



4.3) What data do we (still) need?

We still need to create or compile additional data, especially for Westfield and region, for example:

- Locations where Owl Bucks are accepted
- Local restaurants (with star ratings and cost estimates from Yelp)
- Fast food 'restaurants'
- Retail stores (liquor stores, grocery stores, supermarkets, department stores, malls)
- Gas stations and convenience stores
- Pharmacies
- Clubs and bars
- Movie theaters and museums
- Sporting venues and concert venues
- Gyms
- Health food stores and Farmer's Markets
- Services (city hall, YMCA, haircuts, car service, hospital, etc.)

**What
Do You
Want?**



WHAT DO YOU NEED?