

(Notes for this online version: here are citations for the maps and posts referenced, in chronological order:

Los Angeles Times: <http://graphics.latimes.com/how-fast-is-lafd/>

Businessinsider: <http://www.businessinsider.com/22-maps-that-show-the-deepest-linguistic-conflicts-in-america-2013-6?op=1>

<http://fuckyeahcartography.tumblr.com/>

<http://www.reddit.com/r/mapporn>

http://www.reddit.com/r/MapPorn/comments/1dqh7d/after_seeing_a_recent_post_about_the_population/

<http://dailyotter.tumblr.com/post/61497349334/gif-one-sea-otter-grabbing-anothers-paw>

<http://www.theonion.com/articles/10-reasons-falling-for-shameless-click-bait-makes,33858/?ref=auto>

<http://mondediplo.com/IMG/arton5871.gif>

<http://mondediplo.com/maps/utopianafrica>

http://www.nytimes.com/interactive/2012/12/30/multimedia/2012-the-year-in-graphics.html?_r=0

<http://www.hint.fm/wind>

<http://www.newyorker.com/sandbox/business/subway.html>

<http://capitan-mas-ideas.blogspot.com/2012/08/pangea-politica.html>

<http://davesgeekyideas.com/2012/09/14/bay-area-rapid-transit-map-super-mario-kart-style/>

<http://imgur.com/7uRJeXj>

<http://www.telegraph.co.uk/history/9653497/British-have-invaded-nine-out-of-ten-countries-so-look-out-Luxembourg.html>

http://www.slate.com/articles/sports/slate_labs/2013/10/united_sports_of_america_map_if_each_state_could_have_only_one_sport_what.html

<http://maphugger.com/post/38323044556/laconic-history-of-the-world-2012-my-first>

<http://chapmangamo.tumblr.com/post/44392993483/ustvmap>

<http://kolla.se/2012/tavla/bidrag/ksi/417/#sid=417>

<http://travel.gc.ca/travelling/advisories>

<http://www.businessinsider.com/poll-how-americans-feel-about-the-states-2013-8>

PLANNING FOR REBLOGS / PANNING FOR REBLOGS:

CARTOGRAPHY AND VIRALITY

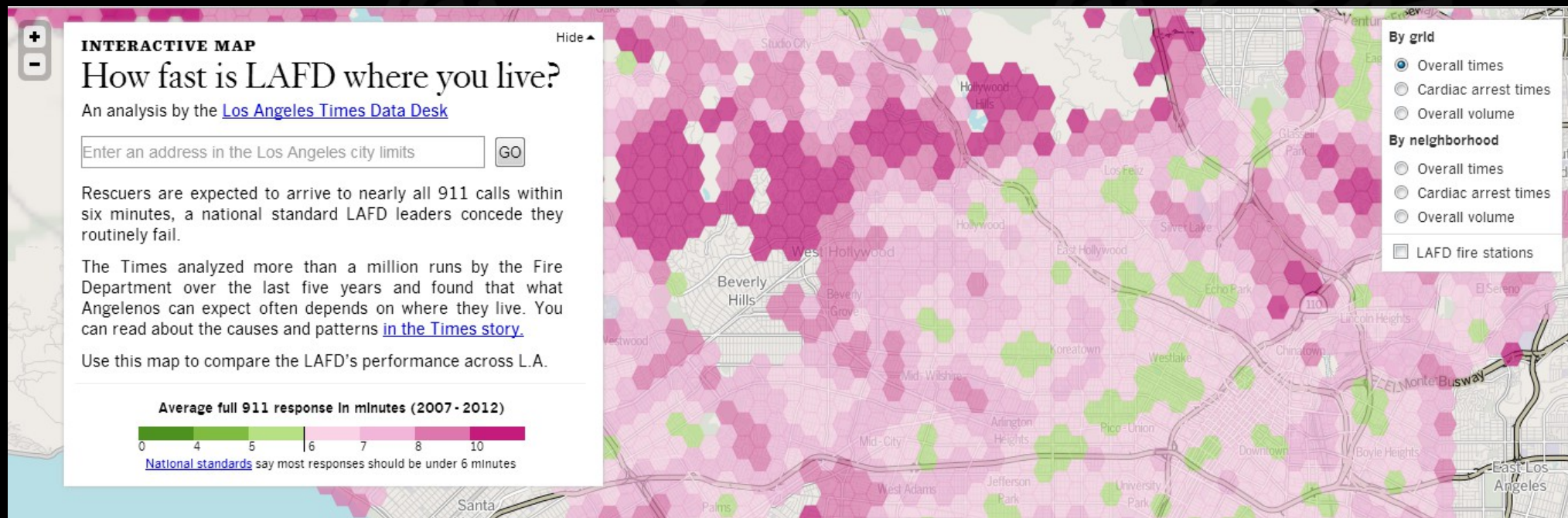
Marty Elmer - @maphugger



CARTOGRAPHY AND VIRALITY > THE LANDSCAPE

All hail the retweet.

Thanks to web 2.0, we've gone from making maps for a captive audience to making maps that try to capture an audience (share-driven).



CARTOGRAPHY AND VIRALITY > THE LANDSCAPE

And it's worked!

There are maps that have taken the internet by storm.

22 Maps That Show How Americans Speak English Totally Differently From Each Other

WALTER HICKEY | JUN. 5, 2013, 12:24 PM | 33,030,106 | 1319

Recommend 1.1m | Share | Tweet 13.9k +1 | 7.1k | EMAIL | + MORE

Everyone knows that Americans don't exactly agree on pronunciations.

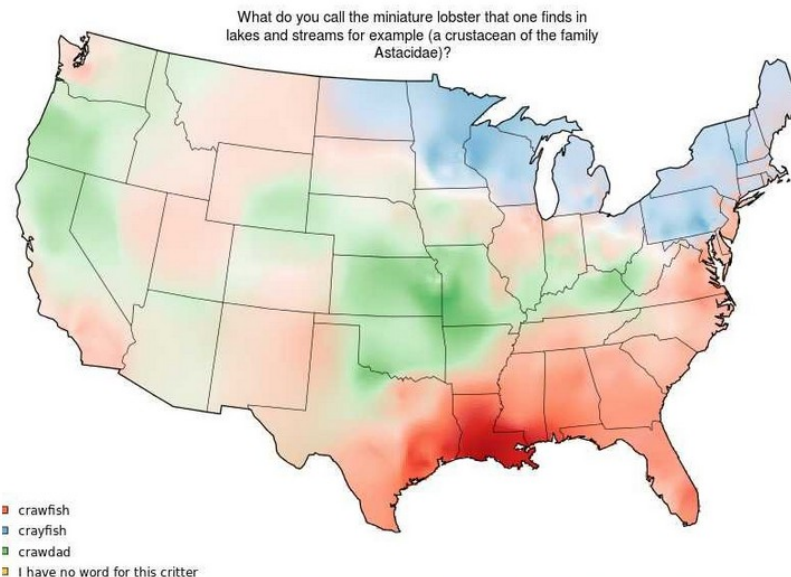
Regional accents are a major part of what makes American English so interesting as a dialect.

Joshua Katz, a Ph. D student in statistics at North Carolina State University, just published a group of awesome visualizations of Professor Bert Vaux and Scott Golder's linguistic survey that looked at how Americans pronounce words. (*via details on /r/Linguistics*)

His results were first published on *Abstract*, the N.C. State research blog.

Joshua gave us permission to publish some of the coolest maps from his collection.

[Click here to see the maps > »](#)



← (33m views,
1.1m likes,
13k tweets)

CARTOGRAPHY AND VIRALITY > THE LANDSCAPE

But:

We capital-C-Cartographers haven't been leading the charge.

(Like, half my reblogs come from here)→

↓ (100,000+ subscribers)

FUCK YEAH CARTOGRAPHY!

01. [SEARCH](#) [ABOUT](#) [ASK ME ANYTHING](#) [SUBMIT](#) [SUBSCRIBE](#) [ARCHIVE](#)
07. [RANDOM](#)



exploring interesting representations of space.

reddit **MAPPORN** [hot](#) [new](#) [rising](#) [controversial](#) [top](#) [gilded](#) [wiki](#) [omnitarian \(929\)](#) | [preferences](#) | [logout](#)

But, but, what if? Check out /r/ImaginaryMaps to find out!

1 [↑](#) 727 [↓](#) **I was just looking up some weather maps and this one really illustrated the effect of the Gulf Stream on Europe [1728x952]** [\(i.imgur.com\)](#)
submitted 13 hours ago by thenorwegianblue
86 comments share save hide report

2 [↑](#) 102 [↓](#) **Catholic population of Germany [771 x 1024]** [\(upload.wikimedia.org\)](#)
submitted 8 hours ago by GermanyMaps
29 comments share save hide report

3 [↑](#) 33 [↓](#) **Gun Ownership in the USA [1526x1195]** [\(i.imgur.com\)](#)
submitted 3 hours ago by Nambrk

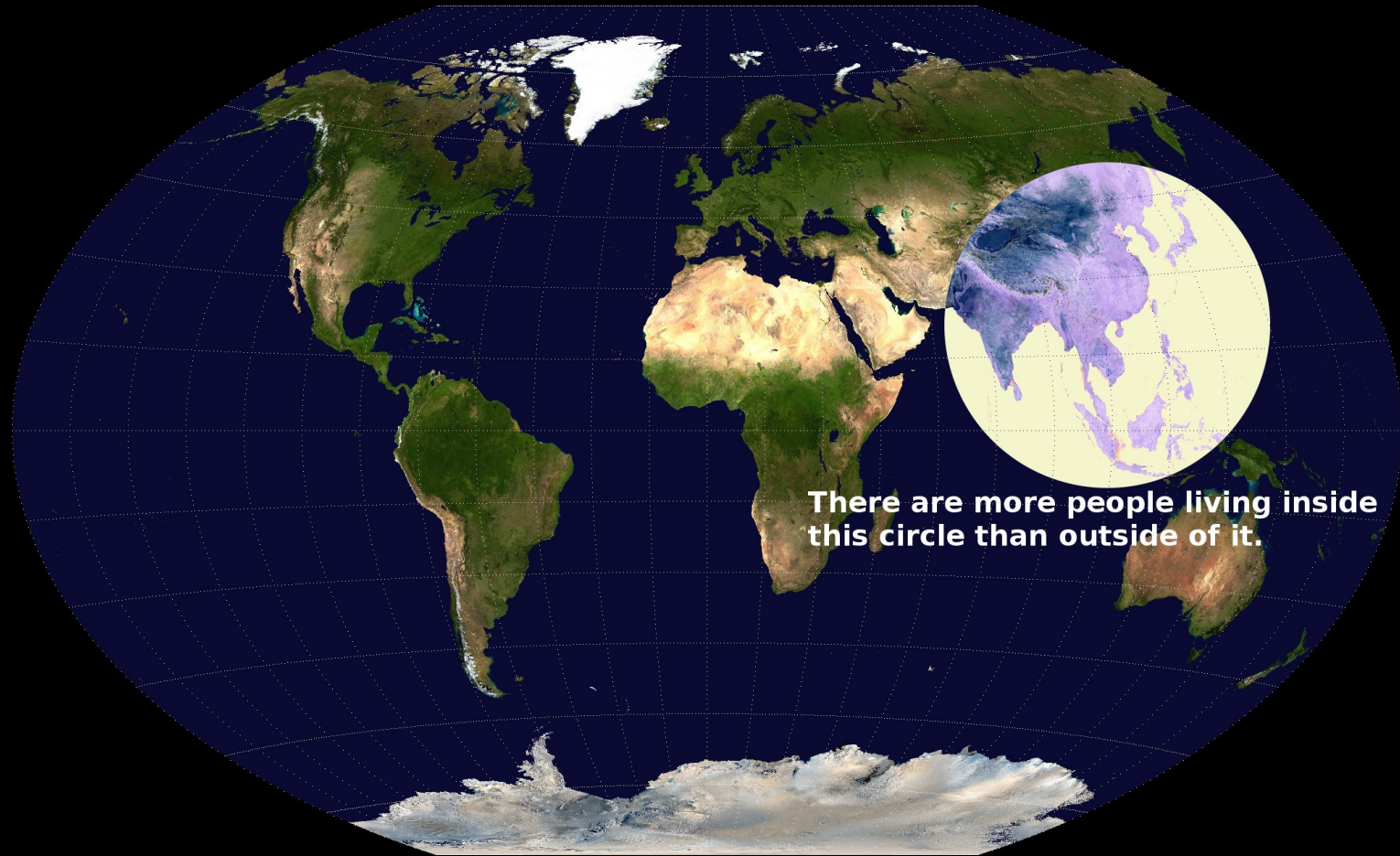
[Submit a new link](#)

[search reddit](#)

MapPorn
[unsubscribe](#) 107,645 Armchair Explorers
216 Armchair Explorers
☒ Show my flair on this subreddit. It looks like: omnitarian

[Submission Rules](#)

CARTOGRAPHY AND VIRALITY > THE LANDSCAPE



(Made by a Reddit user with an anthropology degree:
800k+ views and features on Gawker, WaPo, Slate...)

CARTOGRAPHY AND VIRALITY > THE LANDSCAPE

Success on the web is not a
Meritocracy (per se).

It's also not a lottery.

It's a matter of knowing your audience.

Stanford researchers crack the math behind successful Reddit submissions

By [Adrianne Jeffries](#) on September 2, 2013 10:28 am [Email](#)

DON'T MISS STORIES [FOLLOW THE VERGE](#) [g+](#) [Like](#) 180k [Follow](#) 298K followers



THE LATEST HEADLINES



Reddit user still
game of 'Civiliz
after 11 years, in
fiction and new



First-ever Disn
ride based on M
comics coming
Hong Kong

(maybe a
little too well)

Meet the internet Zeitgeist.



CARTOGRAPHY AND VIRALITY > THE LANDSCAPE

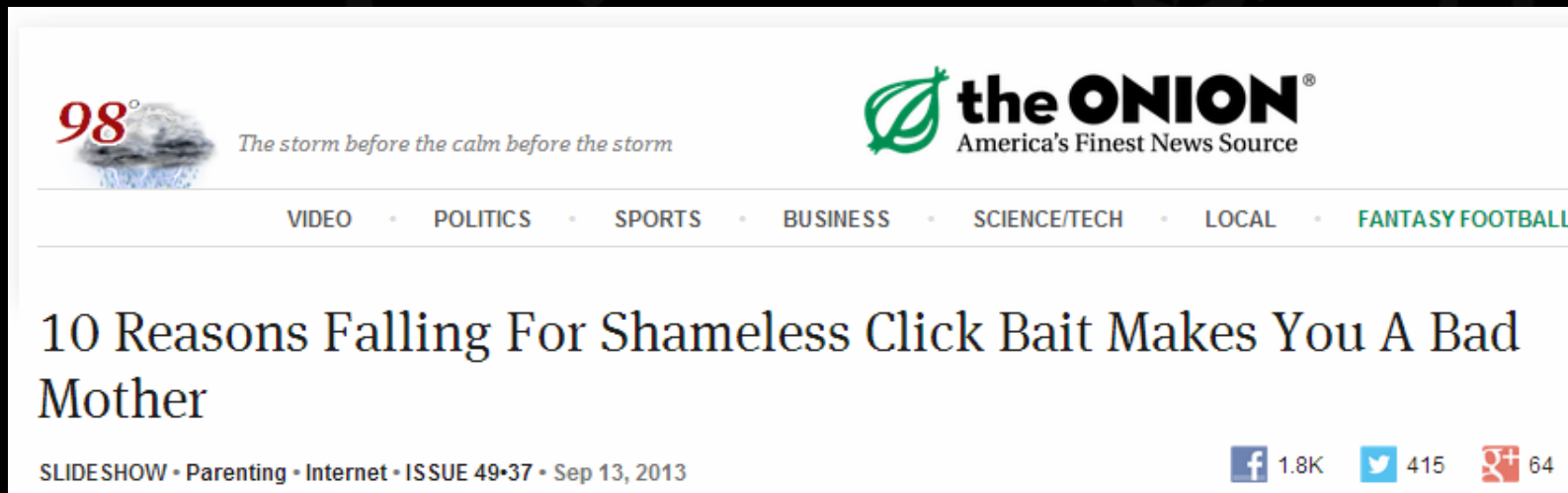
*“We Are Not A Community,
We Are A Stream.” -Sloane Leong*

*“Writers will no longer be writing for posterity,
but will be competing for the nebulous spotlight
of digital fame, which in these days comes in
the form of viral status and features a cat. Their
creativity will conform to fit the medium, which
emphasizes speed over patience and quantity
over quality. “ -Christine Truong*

The Attention Economy

There is loads and loads of content on the web, making readership a precious resource.

And to gain attention, you might need to tread into subtly manipulative territory.



The screenshot shows the top of a web page from 'the ONION', which is described as 'America's Finest News Source'. On the left, there is a logo for '98°' with the tagline 'The storm before the calm before the storm'. A navigation bar contains links for VIDEO, POLITICS, SPORTS, BUSINESS, SCIENCE/TECH, LOCAL, and FANTASY FOOTBALL. The main headline reads '10 Reasons Falling For Shameless Click Bait Makes You A Bad Mother'. At the bottom left, it says 'SLIDESHOW • Parenting • Internet • ISSUE 49•37 • Sep 13, 2013'. At the bottom right, there are social media share counts: Facebook (1.8K), Twitter (415), and Google+ (64).

98° *The storm before the calm before the storm*

the ONION®
America's Finest News Source

VIDEO • POLITICS • SPORTS • BUSINESS • SCIENCE/TECH • LOCAL • FANTASY FOOTBALL

10 Reasons Falling For Shameless Click Bait Makes You A Bad Mother

SLIDESHOW • Parenting • Internet • ISSUE 49•37 • Sep 13, 2013

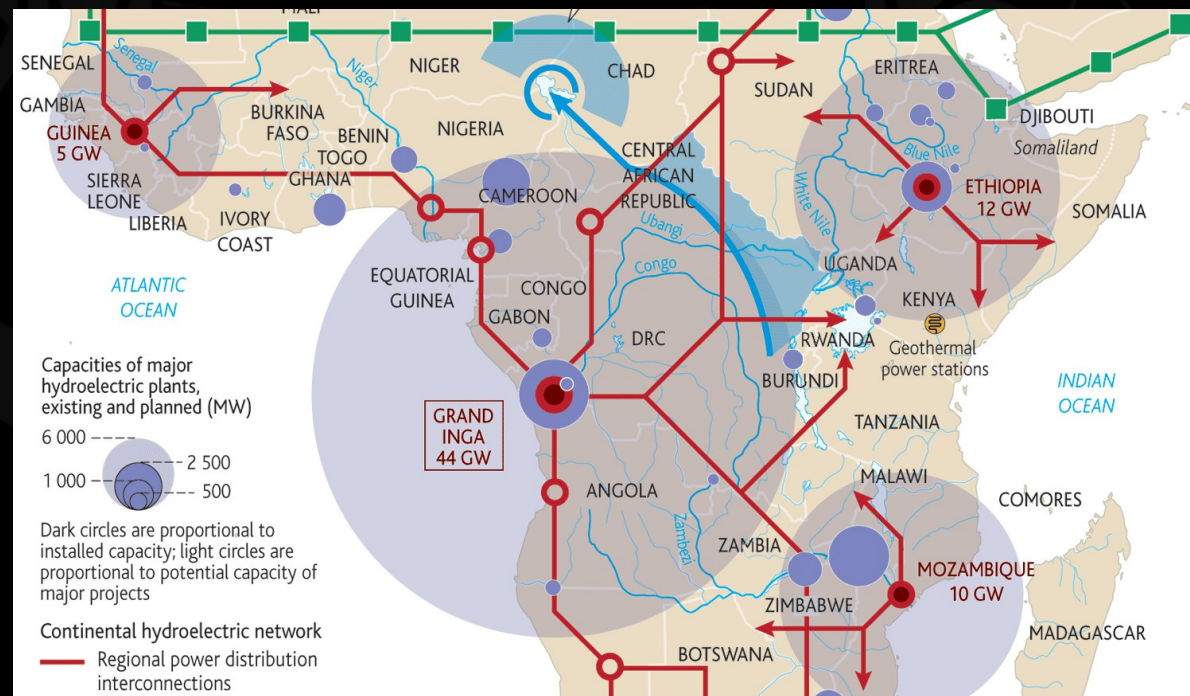
f 1.8K t 415 g+ 64

CARTOGRAPHY AND VIRALITY > THE LANDSCAPE

Are Cartographers prepared to start thinking like marketers?

Sound scary? Consider:

1. The fact that we already do



CARTOGRAPHY AND VIRALITY > THE LANDSCAPE

Are Cartographers prepared to start thinking like marketers?

Sound scary? Consider:

2. The fact that this is a valued skill



BACK STORY

Snow Fall: Avalanche at Tunnel Creek

The Graphics Department was one of several desks that came together to make this project. Early on, this larger group discussed the idea of creating a single story that combined video, photography, graphics and text. The project was collaboratively edited across the desks. Special effort was taken to blend the science behind the avalanche with the emotional impact of the story. *STEVE DUINES*

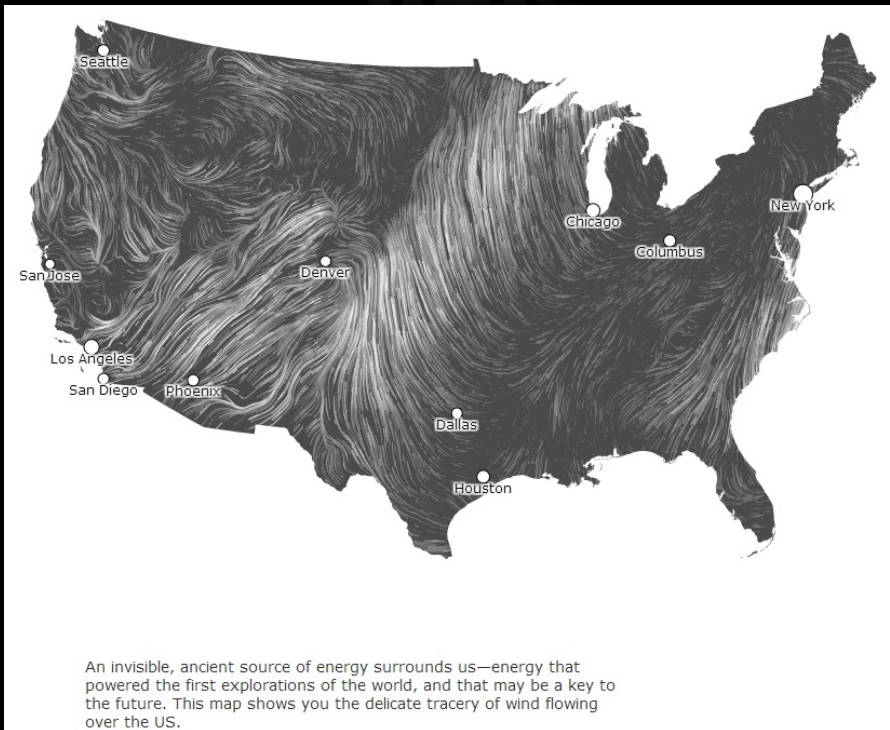


CARTOGRAPHY AND VIRALITY > THE LANDSCAPE

Are Cartographers prepared to start thinking like marketers?

Sound scary? Consider:

3. The awesome good that can come from it



THE NEW YORKER

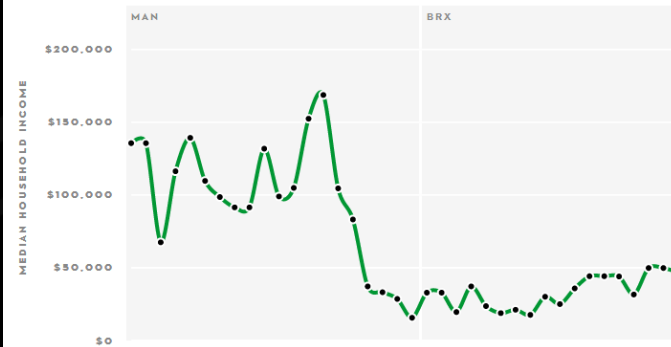
IDEA OF THE WEEK

INEQUALITY AND NEW YORK'S SUBWAY

New York City has a problem with income inequality. And it's getting worse—the top of the spectrum is gaining and the bottom is losing. Along individual subway lines, earnings range from poverty to considerable wealth. The interactive infographic here charts these shifts, using data on median household income, from the U.S. Census Bureau, for census tracts with subway stations.

CHOOSE A LINE, TAKE A RIDE

1 2 3 4 5 6 7 A C E B D F M N O R J Z G L



CARTOGRAPHY AND VIRALITY > VIRAL QUALITIES

(Very unscientific) Catalog of qualities common to viral maps

The big question: do these qualities conflict with what we value as capital-C-Cartographers?

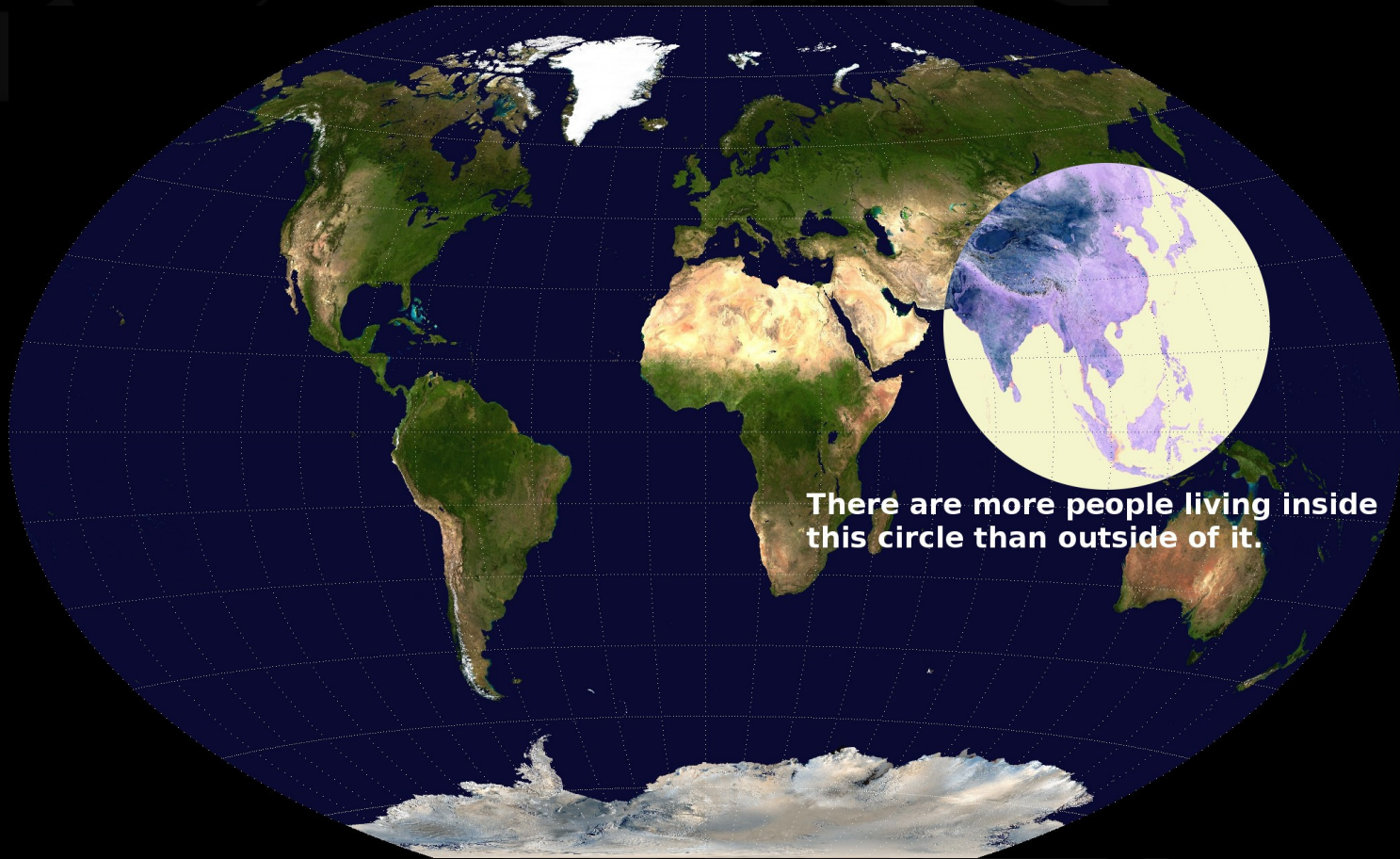
(I say: there's good and bad in each of them.)



CARTOGRAPHY AND VIRALITY > VIRAL QUALITIES

1. Grok-ability

Viral maps can often be fully understood within seconds.



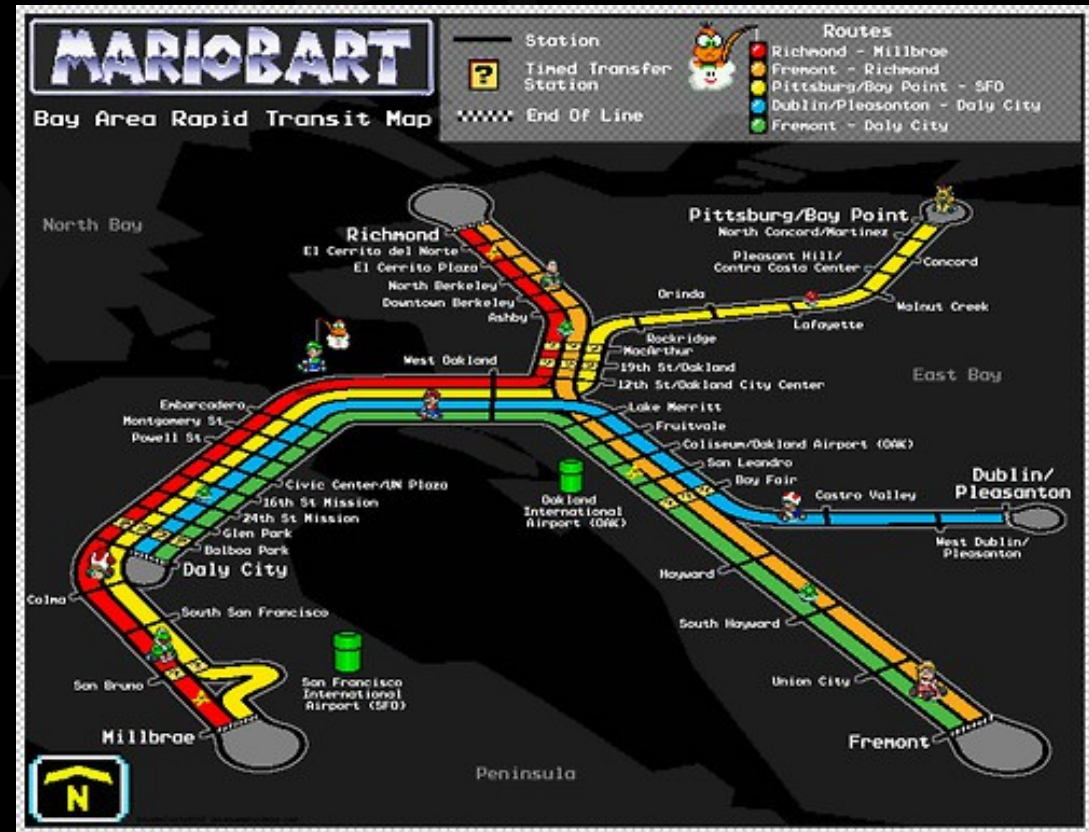
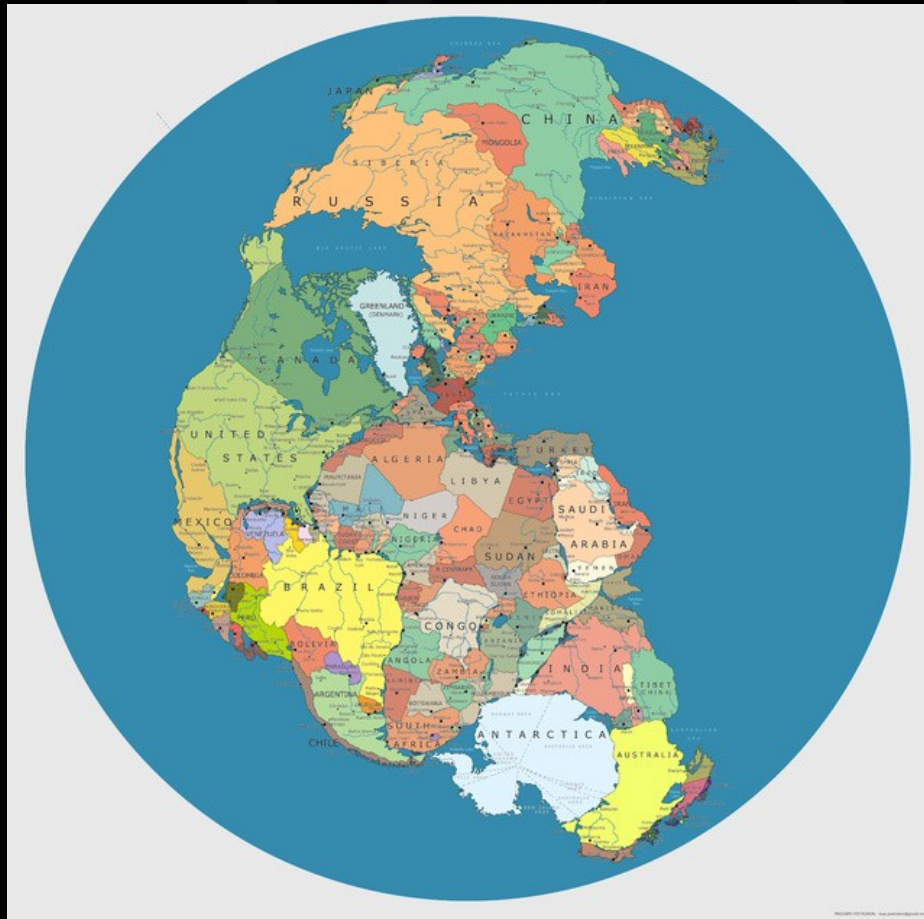
A good map should be easy to understand.



... but not at the expense of content

CARTOGRAPHY AND VIRALITY > VIRAL QUALITIES

2. Remix-ishness It's cool to see familiar things recontextualized.



It's efficient to trade on pre-existing ideas

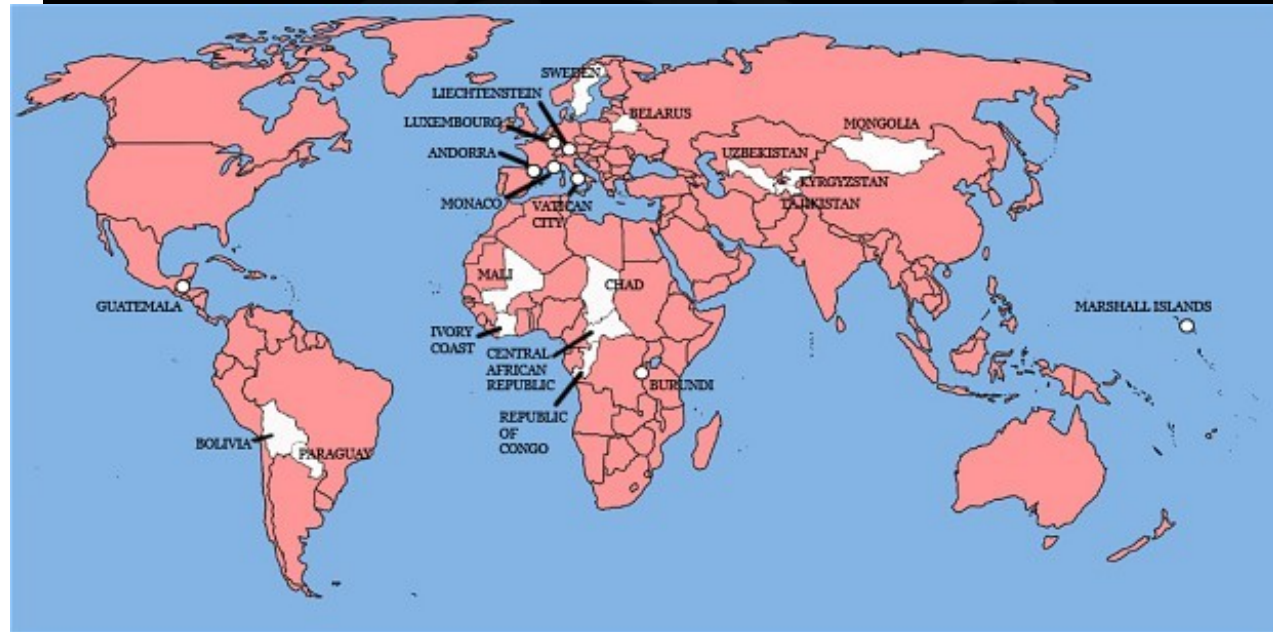
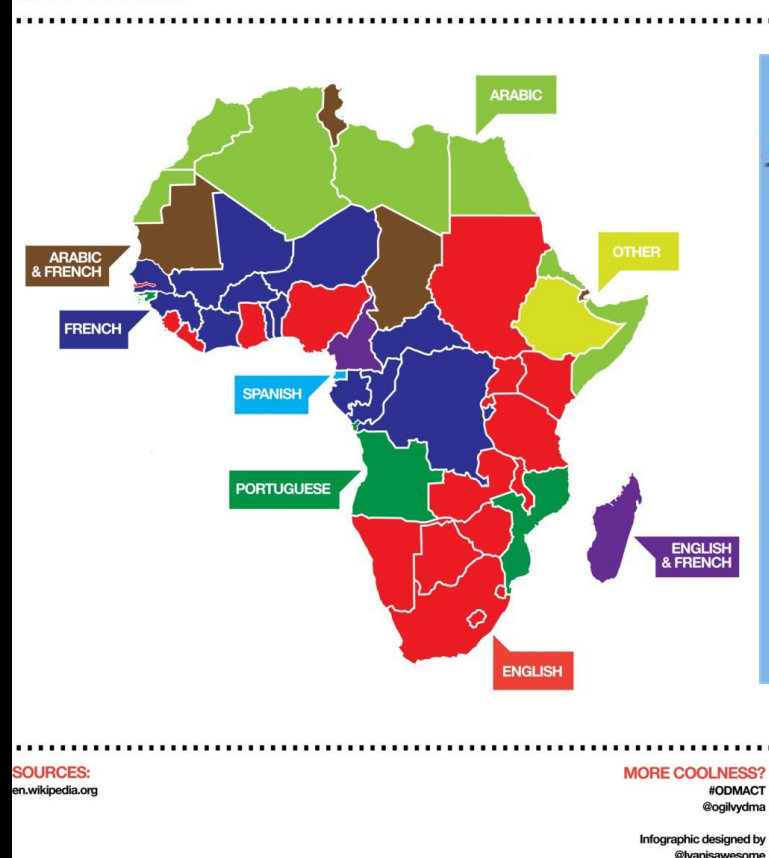


We all saw Ken's rant on tube maps

CARTOGRAPHY AND VIRALITY > VIRAL QUALITIES

3. Data Parcity Otherwise rich datasets are simplified into iconic 'snapshots'

Business Languages in Africa



Elegant
communication of info



Loss of intellectual
rigor

CARTOGRAPHY AND VIRALITY > VIRAL QUALITIES

4. Geoidentity “Ooh! I wonder what [the place you live in] will be!”



Can critically examine stereotypes

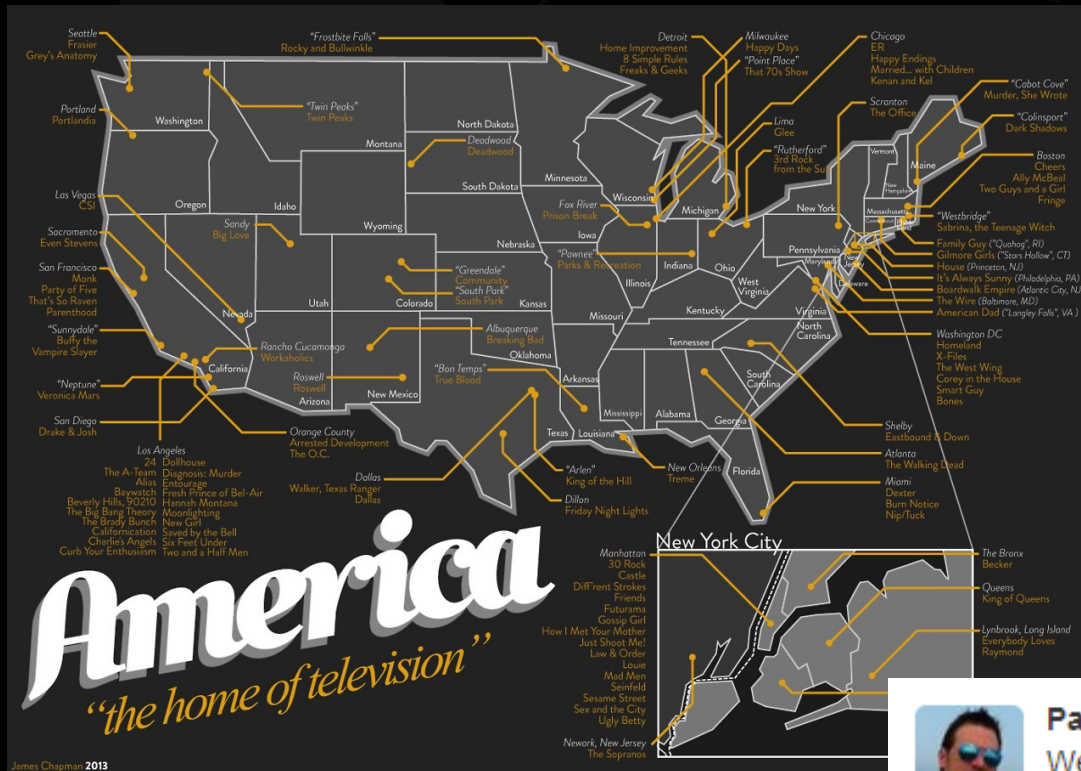


... but usually just reinforce them

CARTOGRAPHY AND VIRALITY > VIRAL QUALITIES

5. Cruft-iness

No need to tackle big issues. Heck, it might be better if you don't.



Pax Dickinson @paxdickinson

5 Jun

We got 55K concurrents during the Boston bombing. 62K+ for some maps of what name people use for soda and if they say y'all.

#ohinternet



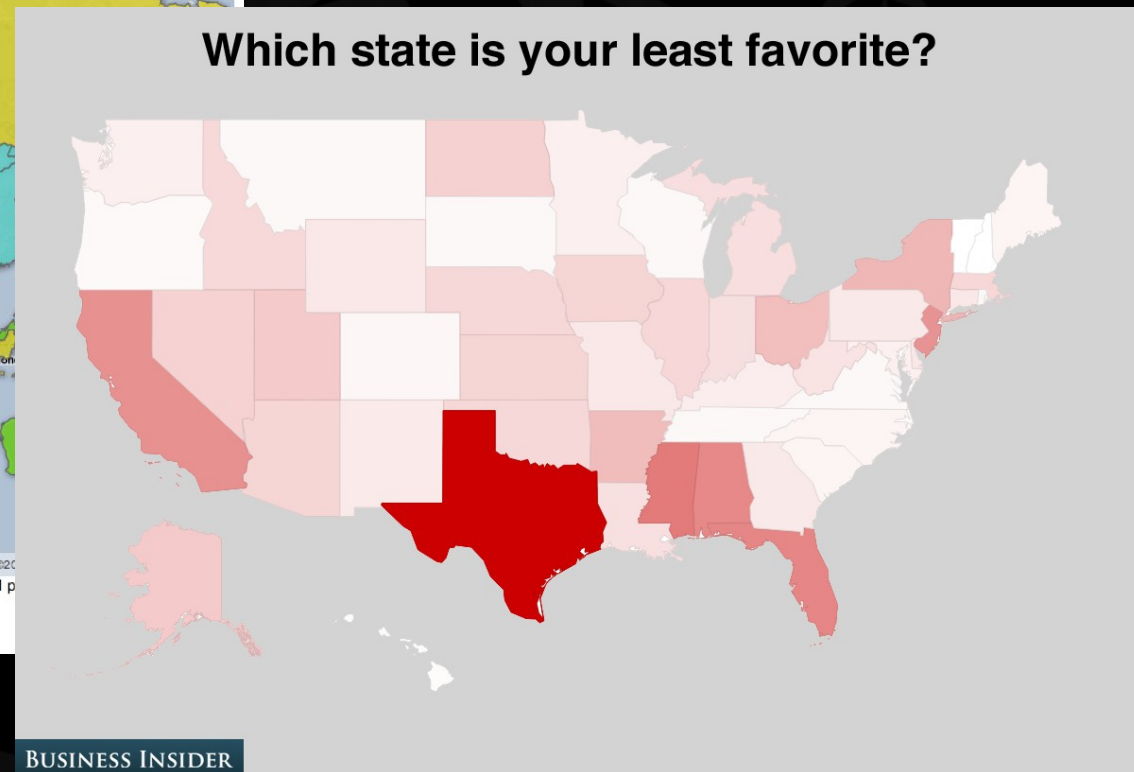
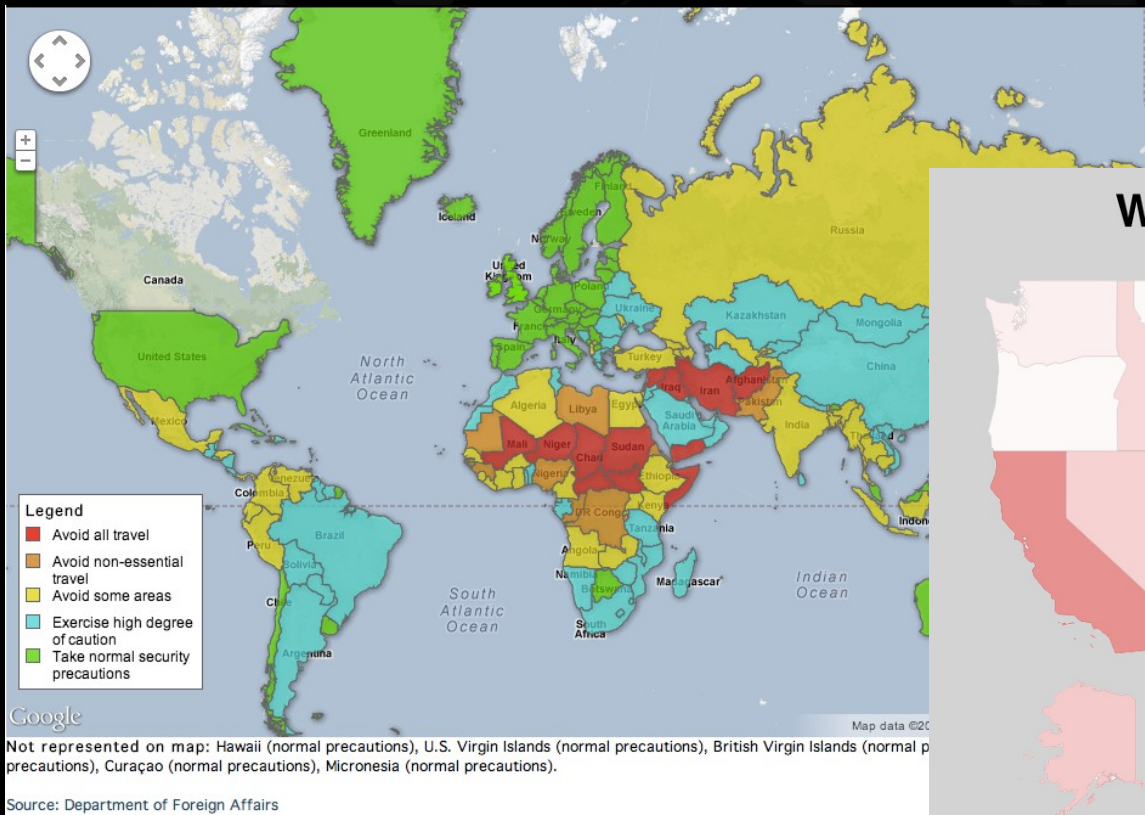
No rules on what can or can't be mapped



Aren't these maps kinda pointless?

CARTOGRAPHY AND VIRALITY > VIRAL QUALITIES

6. Flashiness “Style over substance” is *not* a trend.

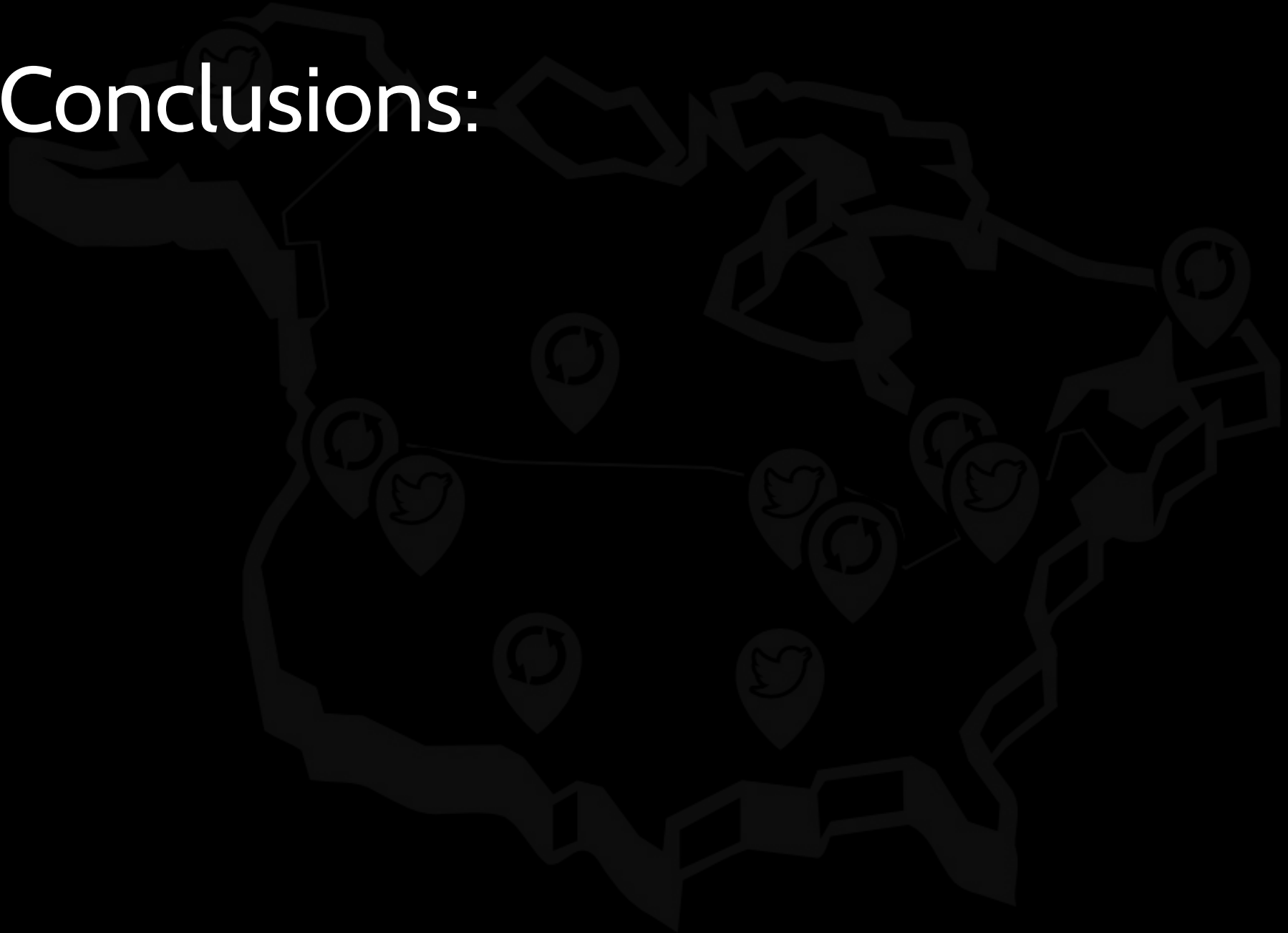


Well, that's a relief!



Good visual design isn't being rewarded.

Conclusions:



~~Conclusions.~~



~~Conclusions.~~

Lingering Questions:

Can we make viral-friendly maps while maintaining Cartographic rigor?

Can we/should we look past our carto-prejudice and judge viral maps on their own terms?

Is design-for-reblogs a cynical, manipulative practice, or is it like any other case where we design with audience in mind?