

Enhance your maps with ArcGIS web application templates

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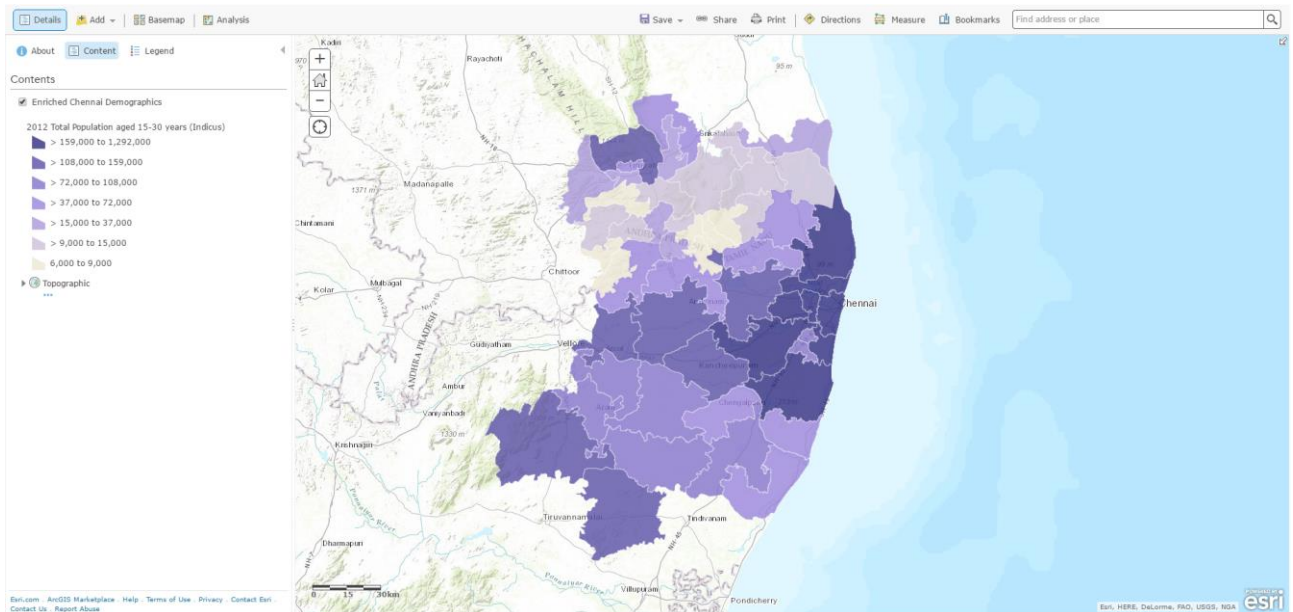


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“If a picture is worth a thousand words, then a map is worth a million. Because they are graphic representations and use symbolic language, often along with words, maps show spatial relationships and portray geographic information with great efficiency.” (Petersen, James F., et al., 2016)

Maps are an effective and efficient way to visualise information, and are a crucial tool for accurate decision-making. Demographic data relating to populations is usually available in tabular forms and spreadsheets. This type of data can be clearly understood and analysed if visualised on a dynamic mapping platform.

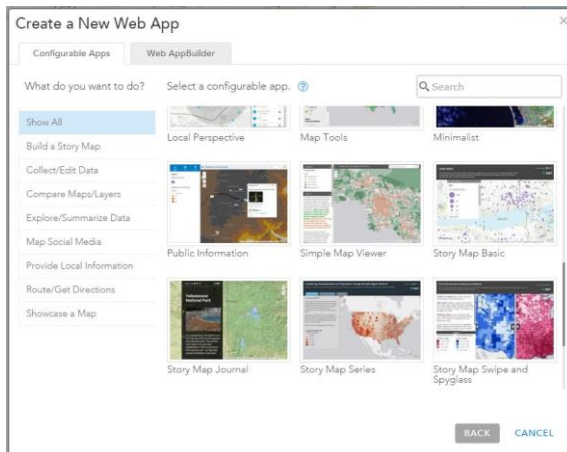


Above you'll find a screenshot of a web map created using ArcGIS technology, with gradations of colour representing the number of citizens aged between 15 and 30 years old. The darker the colour, the more people who fall within this specified range in that specific area.

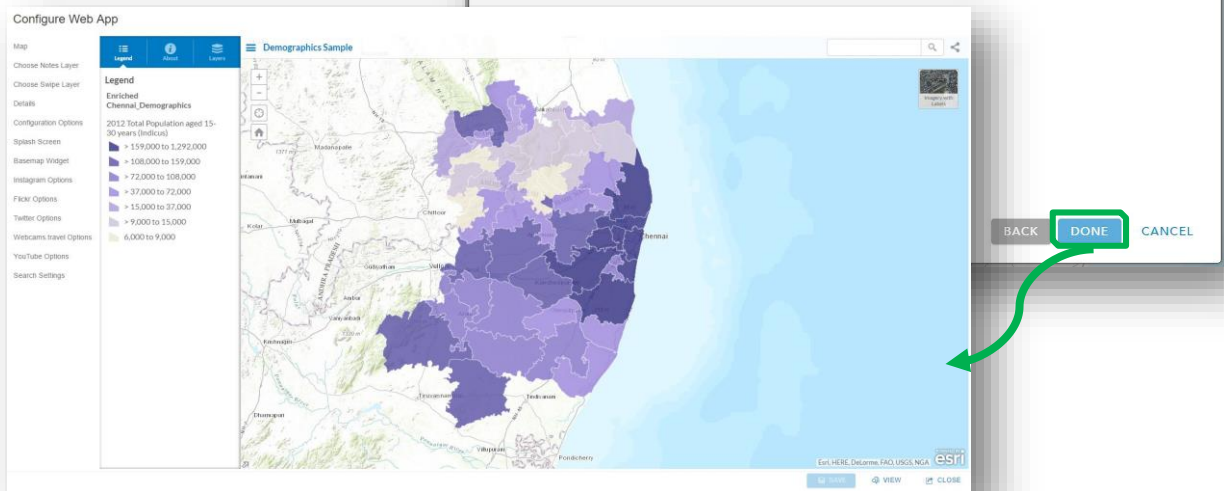
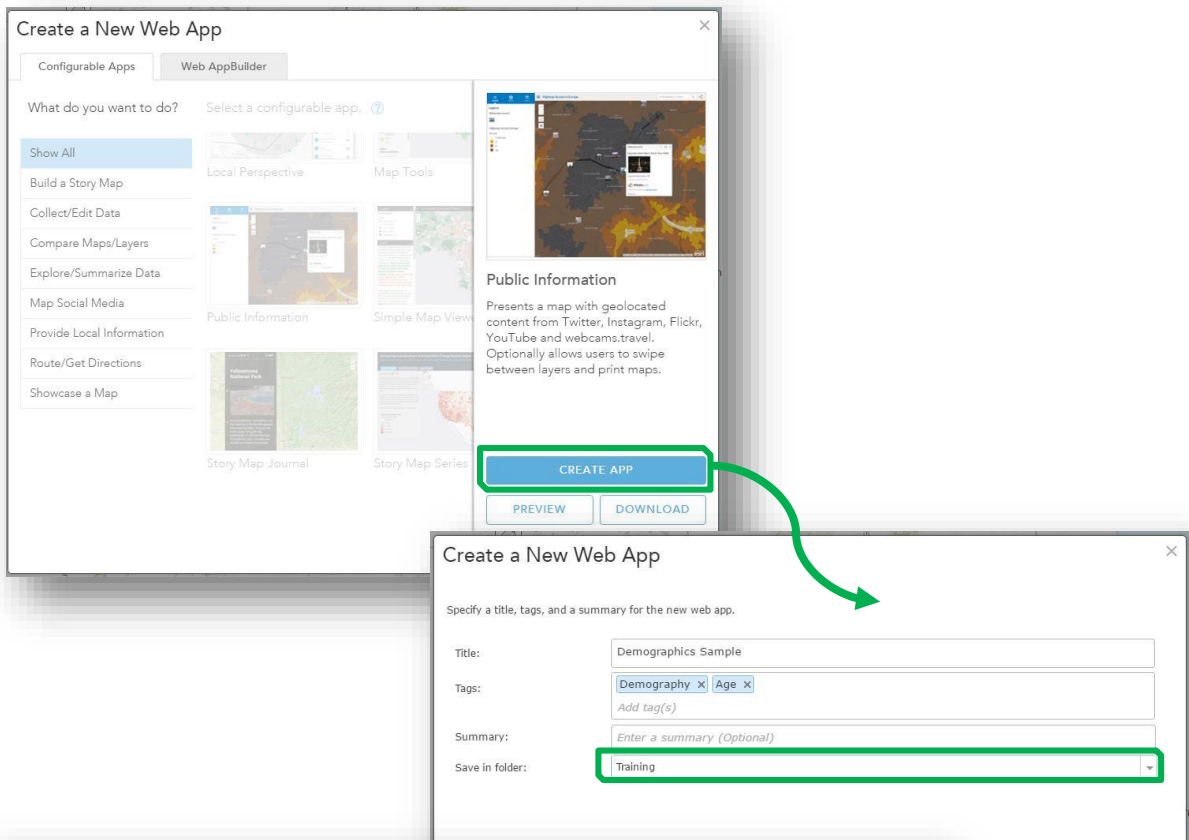
The map is visually appealing. It shares basic information. However, the data displayed would be more compelling and provide new insights if additional layers of information were added – social media content for example.

By mapping posts from popular social media platforms such as Facebook, Twitter, Instagram and YouTube, users can view the concentration of conversations around a particular topic. This can be easily done using a GIS web application either with Portal for ArcGIS or ArcGIS Online.

A web application can be created once a web map has been created and selected using Portal for ArcGIS or ArcGIS Online. The screenshot to the right shows a variety of GIS web application templates available via these products. For this tips and tricks exercise, the template we've chosen is the public information template.



This web application template can be easily configured by clicking 'create app'. Next, choose the folder where you would like to save the web application on Portal for ArcGIS or ArcGIS Online.



The public information template provides several social media application options which could be connected (e.g. Instagram, Twitter, YouTube, Flickr, and Webcams.travel). The social media application we've chosen is Twitter.

Please note: you need to sign in to your Twitter account before you can connect to the web application template.

Once signed in, click the settings tab to identify specific keywords you'd like to find on Twitter. For example, we used 'work' as the keyword. We used this keyword to find out what 15-30 year olds were saying about their work.

Once the configuration of your web application is complete, click 'close'.

