

Demographic Mapping with Simply Map & Policy Map

SimplyMap Exercise

Getting Started

- You can access SimplyMap via the library website: lib.berkeley.edu
- Under Databases search for Simply Map and click to open the link.



- You can create an account (which will allow you to save your work) or sign in as a guest. Note: You must be on an authenticated network in order to access SimplyMap. For more, see the [Connect from Off Campus](#) help page.

Creating a Map

- If this is your first time signing in or you are logging in as a guest, you should default to a project (tab) named “Map.” You can either get started directly with variables and locations, or get a walk through with the Map Wizard. **Click on Start Here** which will open the **Variables** menu.

Adding a new variable

- The variables are arranged into folders. Under the **Census Data** folder expand:
 - ◆ People and Households
 - ◆ Ancestry (using the + sign next to the folder)
 - ◆ Asian
- Select the **% Chinese Ancestry** variable by clicking on it once. In the bottom left corner a small pop-up will appear confirming your selection (but it disappears pretty quickly!)
 - ◆ Note that you can choose the variable year, add it to favorites, or read the item metadata by clicking on the **Actions** button to the right of the variable.
- Close the **Variables** menu by clicking the X in the corner. You should now see a map of the United States with % Chinese Ancestry, 2016 displayed by Counties.

Adding a location

- Open the **Locations** menu (under Variables on the left of the screen).

- In step 1, select **Find location by Counties**.
- In step 2, select California, then Alameda County.
 - ◆ Note: Sometimes there is a bit of lag time as the program pre-populates the list with the counties or cities.
- Click the button to **Use This Location**. You will again see a small pop-up appear in the bottom left corner confirming your selection, and it will again disappear pretty quickly.
- Close the **Locations** menu by clicking the X in the corner. You should now see a map of the Alameda County displaying % Chinese Ancestry, 2016 by Zip Codes.

Changing geometry

This is a pretty boring map. Will changing the unit of display make it more interesting? Let's find out:

- Near the bottom of the **Map Legend** you'll find controls that allow you to change the display unit and year of data.
- Try changing the display unit to Congressional Districts, Counties, and Census Tracts. What differences do you notice?
 - ◆ Feel free to zoom in and out on the map.
 - ◆ You'll notice that SimplyMap defaults to auto-selecting the "geo unit". When you manually change the display unit the program will automatically uncheck this box.
- End your explorations with the display unit set to Census Tracts.

Changing the data categories

- Click on the **Edit Legend** button at the bottom right of the Map Legend.
- You'll see that there are many ways you can adjust the display and data categories presented in the map.
- Change the classification method - This defaults to Quantiles (National). Change it to Quantiles (Local) and then click **Done**.
 - ◆ *This is now a much more interesting map! Why? **Hint: Look at the category breakdowns.***
- Experiment with different classification methods, # of categories, and color schemes.

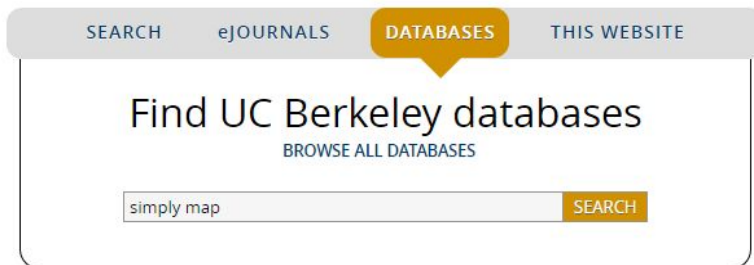
Other actions

- Click on the **Actions** menu in the top right corner. From here you can export a map image or shapefiles, as well as rename your map or share it with other SimplyMap users.
- Click on **Rename...**
- Change the map name to "Chinese ancestry" and click **Save**.
- Click on the **Actions** menu again, then select **Make Ranking from Map**.
- This will create a new project or tab called Chinese ancestry Ranking. It is a table that ranks the sub-locations within Alameda County based on the variable we were mapping.
 - ◆ You can change the location, variable, geometry, and number of rows.
 - ◆ You can also export this table to a spreadsheet.

Policy Map Exercise

Getting Started

- You can access PolicyMap via the library website: lib.berkeley.edu
- As you did for SimplyMap, under Databases search for Policy Map and click to open the link.



- PolicyMap has a unique user model. UC Berkeley has one shared account, which means that you can save your work to come back to it later, but it is shared with everyone else on campus who is using the platform.
- Note: You must be on an authenticated network in order to access PolicyMap. For more, see the [Connect from Off Campus](#) help page.

Creating a Map

- Data variables are organized under the tabs at the top of the map. Click to expand the **Demographics** menu.
- Mouse through:
 - ◆ Veterans
 - ◆ By service
 - ◆ War in Afghanistan or Iraq War (click here to add to map)
- Your map should now show the United States with percent of people who are war in Afghanistan &/or Iraq War vets, by county, 2010.

Exploring the Data

- In the legend, change the **Variable** from Percent to Number.
What differences do you notice in the data?
- Change it back to Percent.
- Change the geometric unit (“Shaded by”) to State.
Why are some of the options grayed out?
- Zoom in to Alameda County, CA by typing it into the location search bar.
- You can now change the geometric unit to Zip Code Tabulation Area.
- Click on one of the zip code areas to see the data for that area.

Exploring Point Data

We're now going to create a new map.

- Click to expand the **Housing** menu.
- Mouse through:
 - ◆ Number of Homeowners (under Housing Tenure)
 - ◆ All
- Click to expand the **Housing** menu again and select HUD Public Housing from the data points menu (under Federal Housing Data).
- Under the **Data Points** legend click **Filter points**.
- Mouse through:
 - ◆ % Disabled residents
 - ◆ Color Code All

Creating a Table

- In the top left corner click Tables.
- The table should automatically populate with your mapped data and data points, as well as the geographic location.
- View a table of the values by clicking on “See Values for Zip Code Tabulation Areas” (next to Homeownership Rate).
- Click on the down arrow icon to download the data table to a csv file.
- You can add additional geographic locations by searching and selecting from the Location bar.