

# **Graphic formats and genres (3)**

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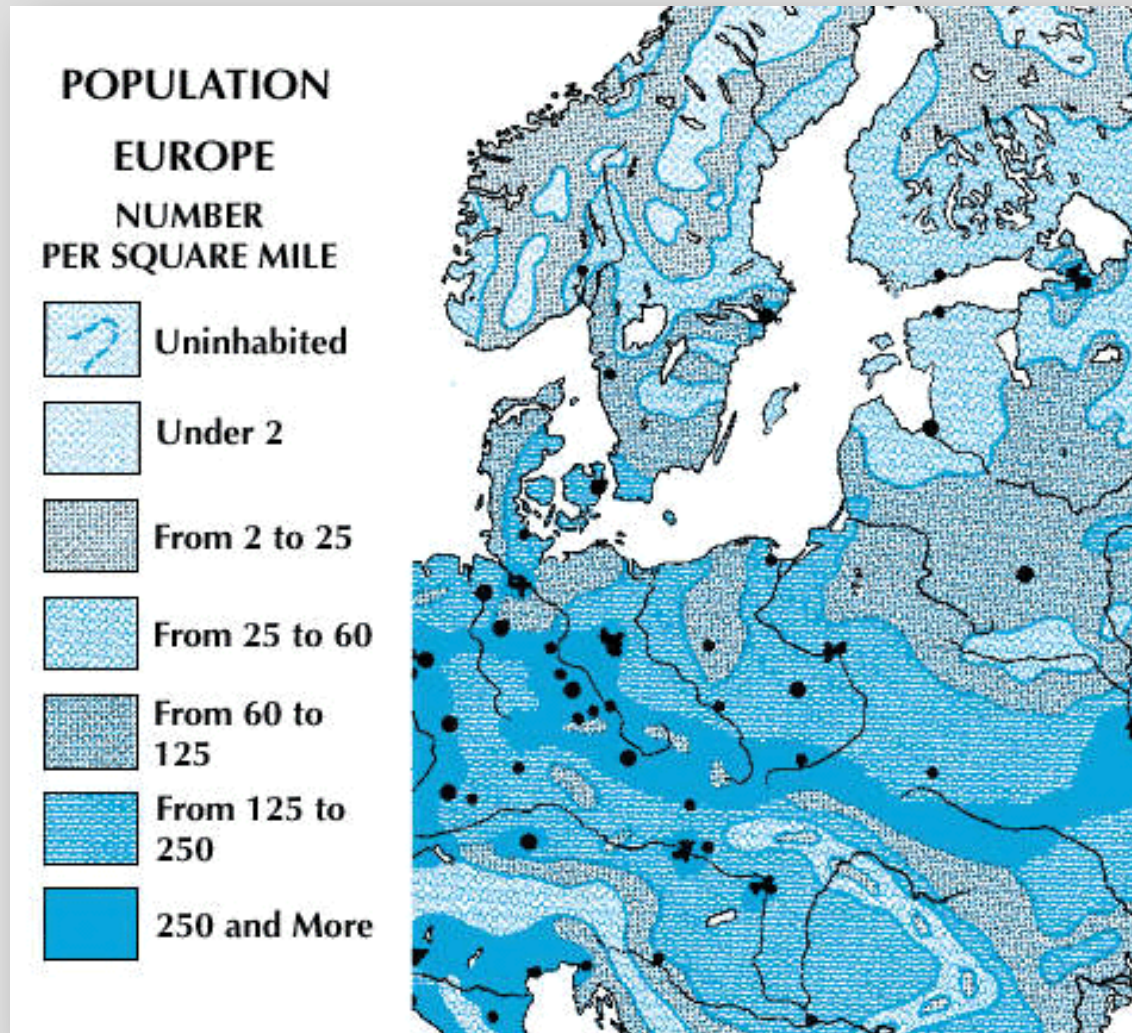
Department of Media, Media Lab

28 January, 2015

# 3 Functions of graphic representation

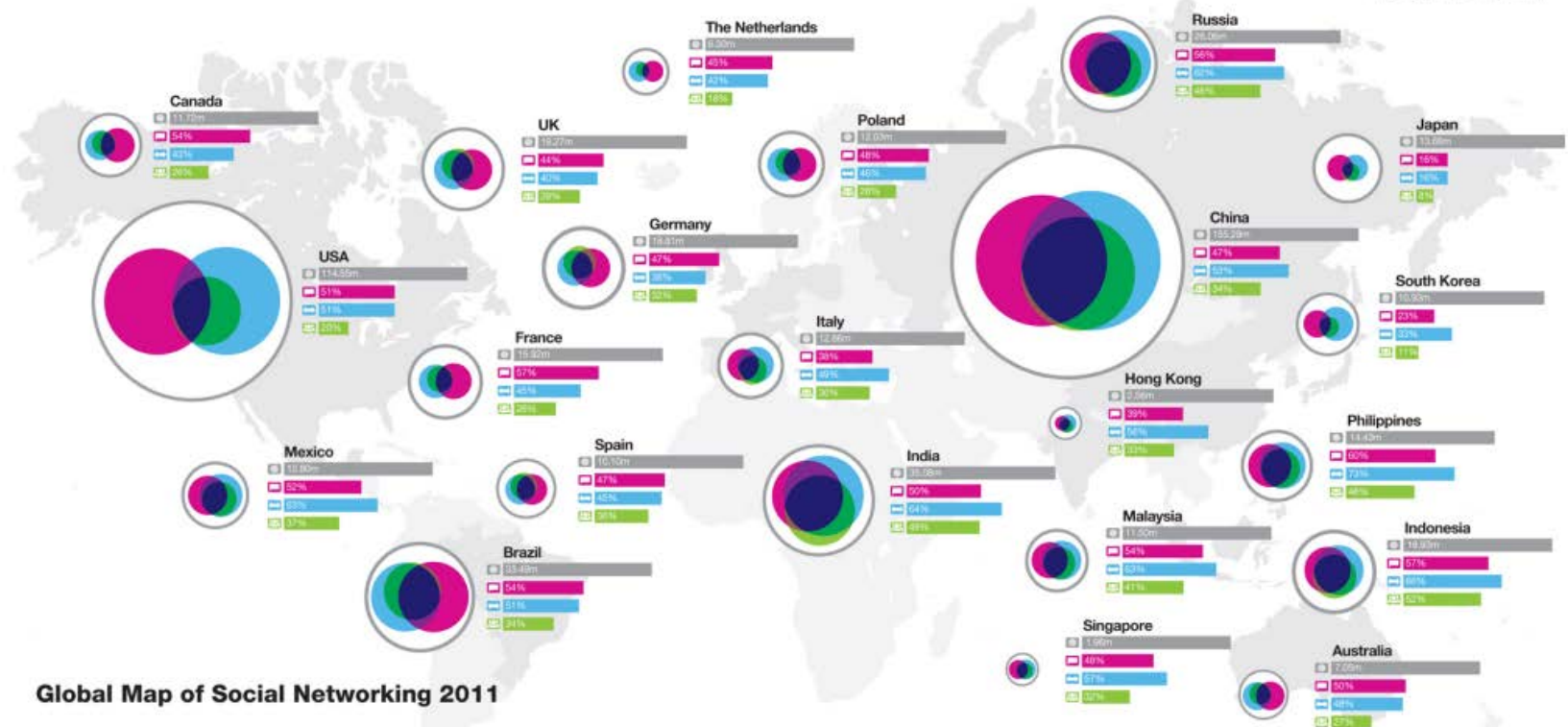
- To record information (which avoids the effort of memorization).
- To communicate information.
- To process information.

# Statistical maps



# Statistical maps

designed by rkard.andersen@gmail.com



## Global Map of Social Networking 2011

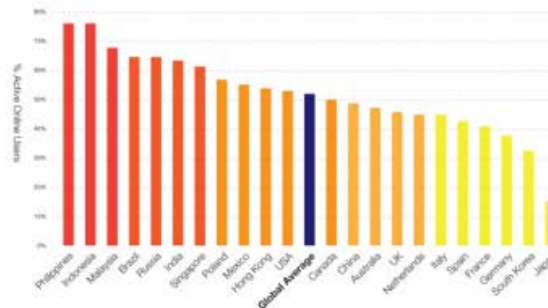
### About the Map

This shows the universe size of active social networkers for each market and then segments users into three behaviour types: Messengers, Groupers and Content Sharers. This behavioural data is based on a number of detailed questions we conduct into the way that consumers use social networks. Because social networking is now so big and touches every aspect of our internet experience, this detail is essential for the effective planning and implementation of marketing activity across social networks. This data reveals that users across the world are very different in how they utilise their network, with more focus on messaging and less on content sharing in established markets like the US and UK but more focus on content and groups in fast growing markets like Indonesia and China.

### Behaviour Types:



### Global Social Network Penetration



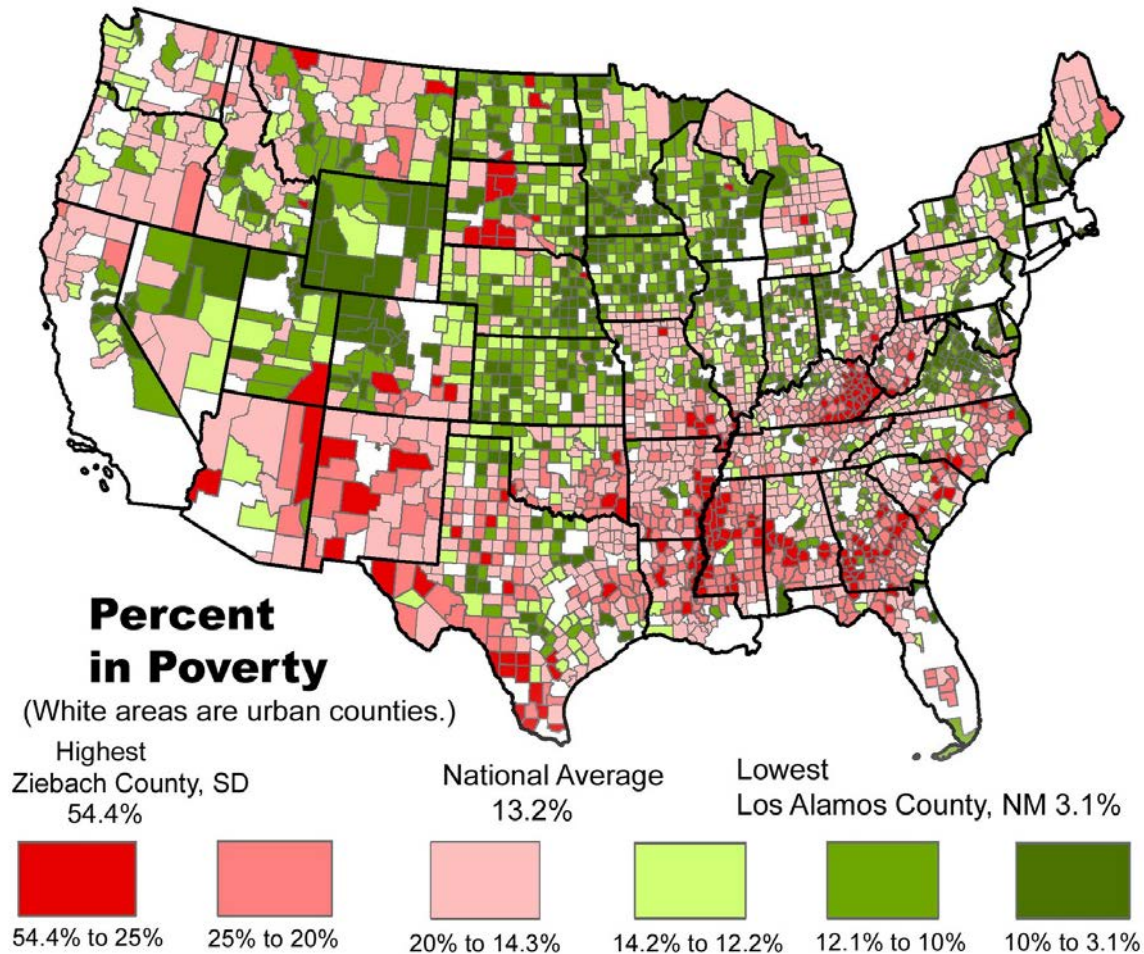
The most detailed study on the consumer adoption of the internet ever compiled.

PC // Mobile // Tablets // TV sets // Gaming  
100K+ surveys a year // 3 waves a year // 50 markets

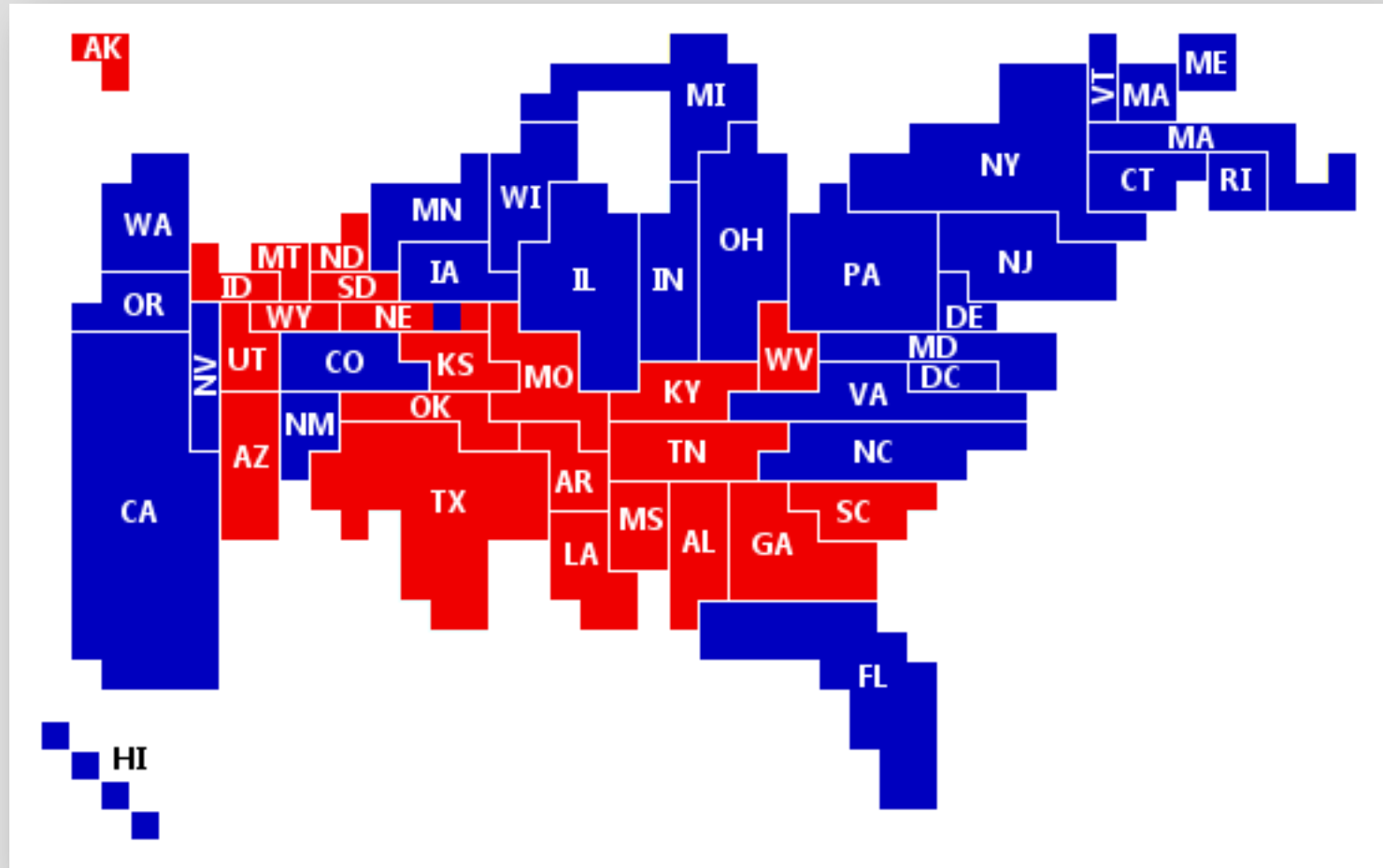
Find out more // [www.globalwebindex.net/](http://www.globalwebindex.net/)  
mail // [globalwebindex@trendstream.net](mailto:globalwebindex@trendstream.net)

# Choropleth maps

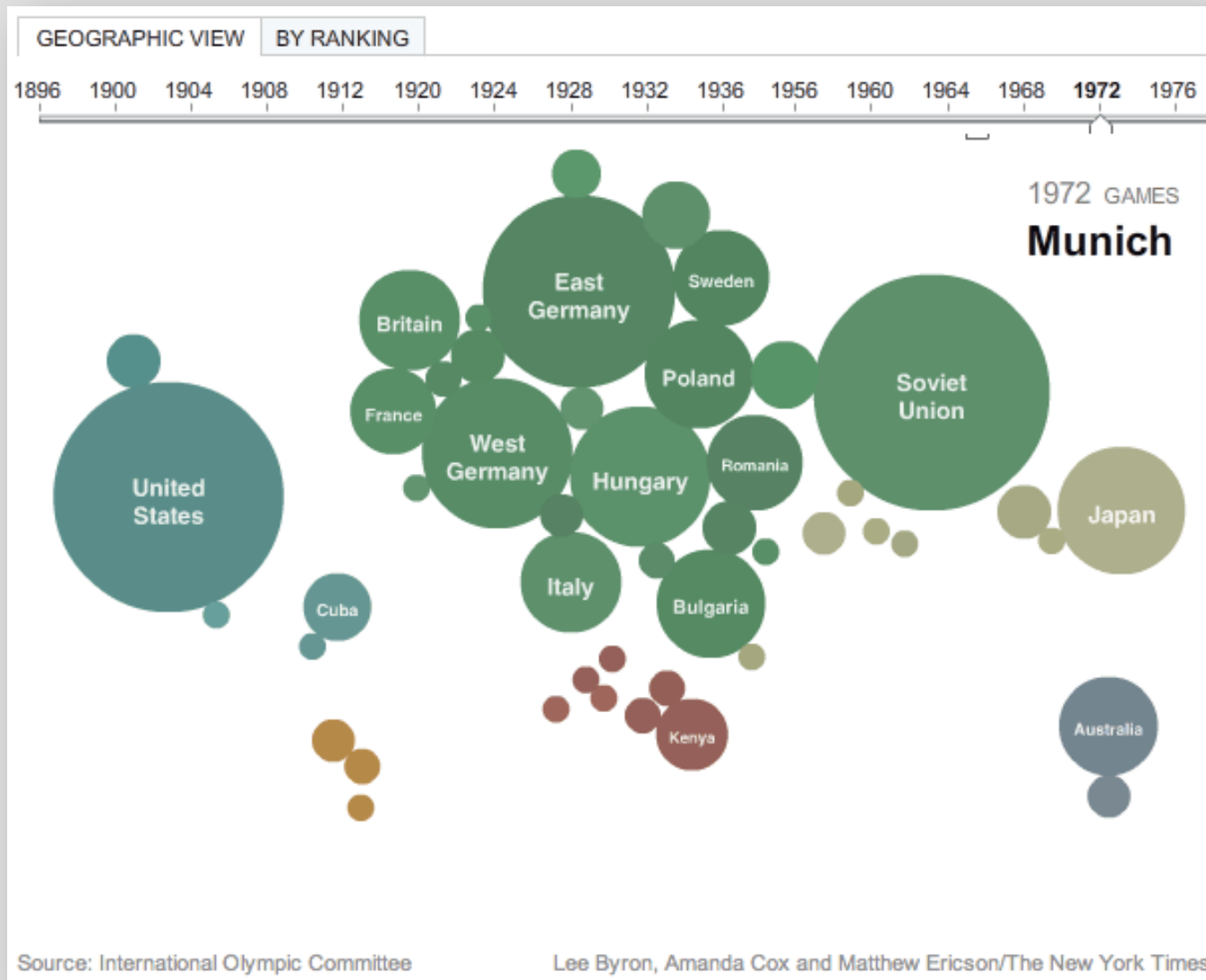
## Poverty in Rural America, 2008



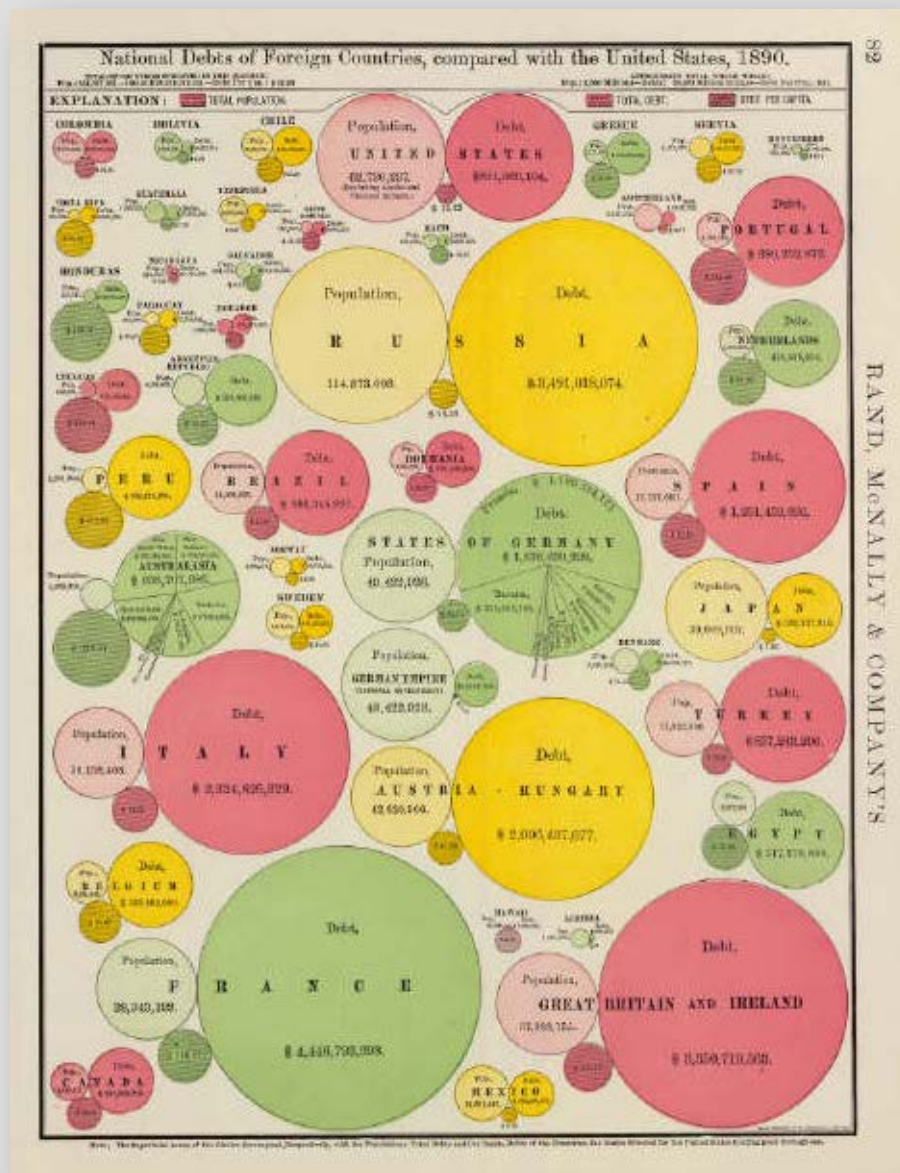
# Cartogram



# Cartogram



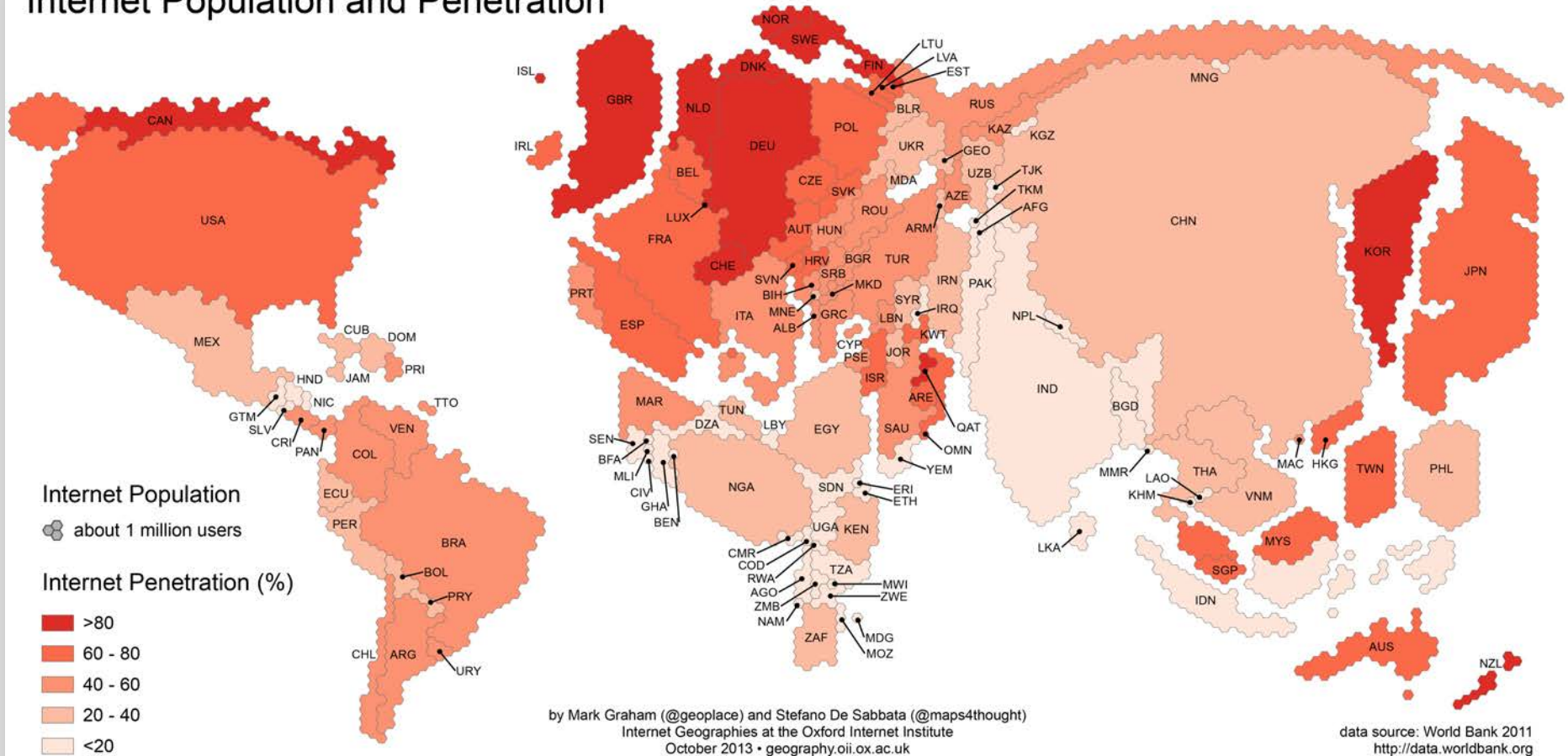
# Cartogram



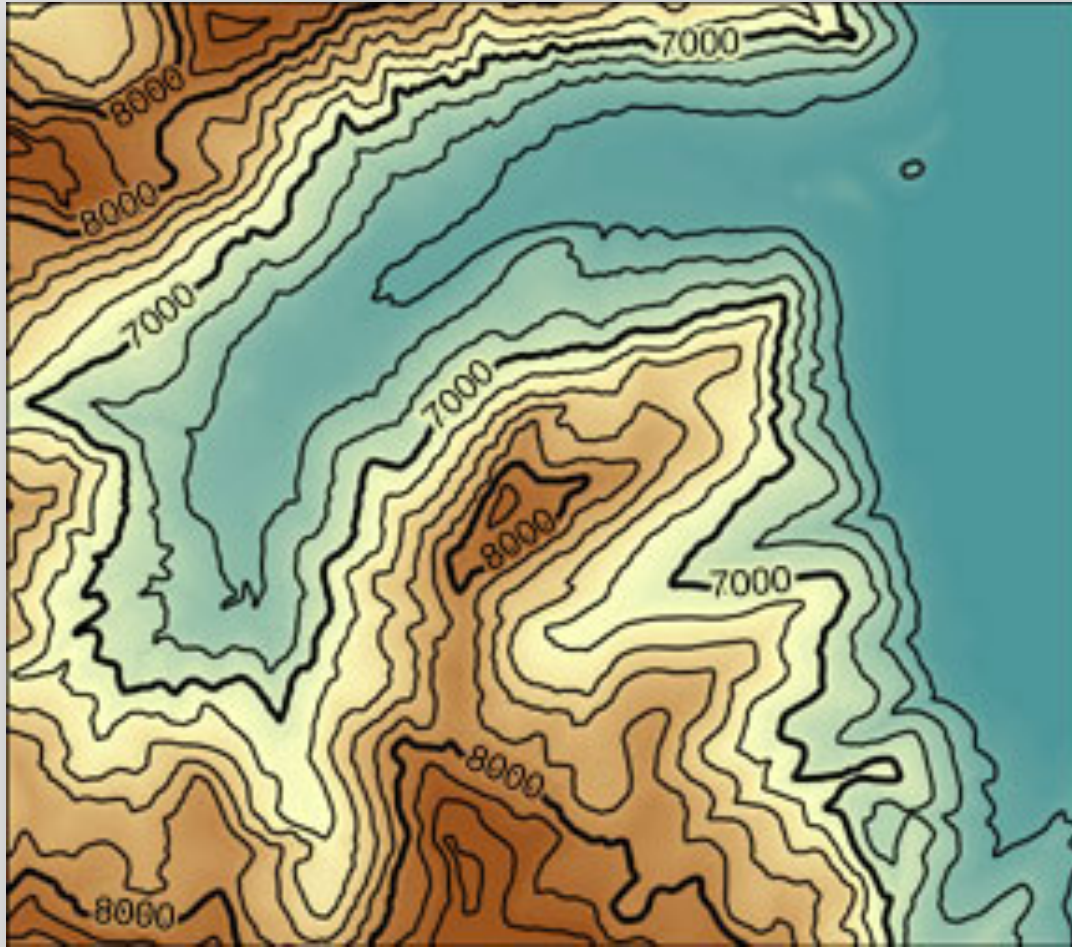


# Cartogram

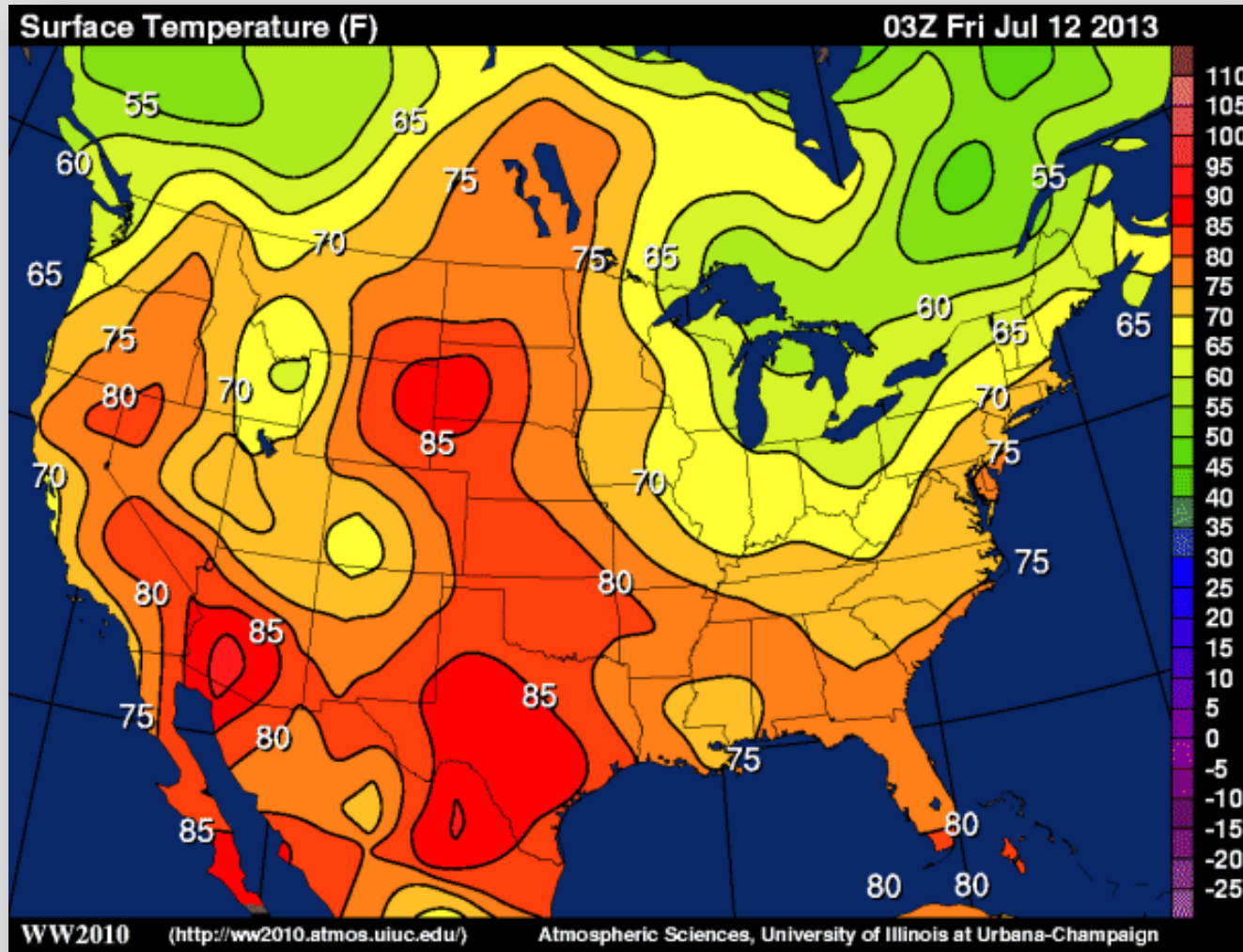
## Internet Population and Penetration



# Isogram maps

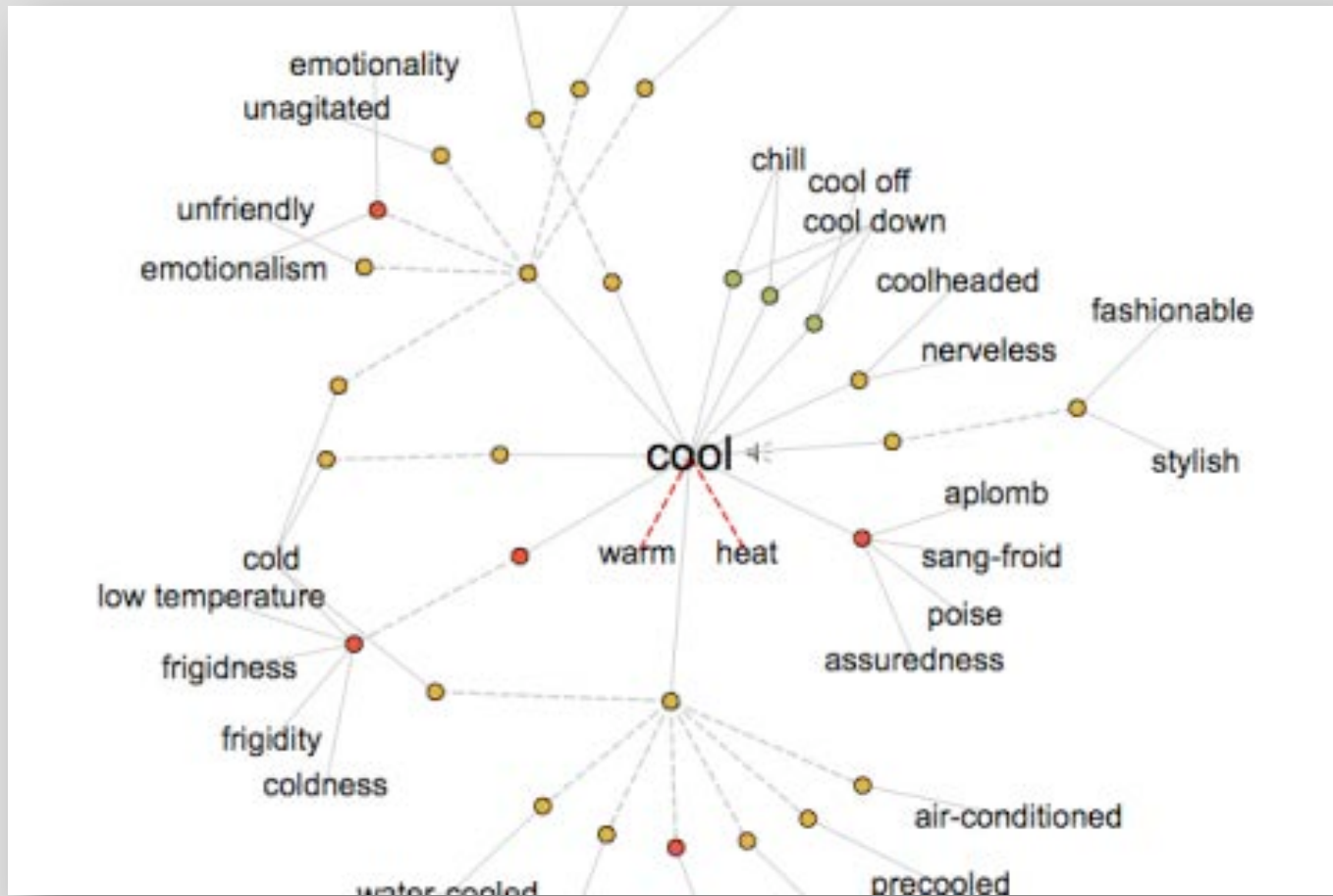


# Isogram maps





# Semantic maps





# Place maps

