

What is *Social Explorer*? www.socialexplorer.com

Social Explorer provides demographic information in an easily understood format: data maps. We have created hundreds of interactive data maps of the United States. Using them you may:

- Visually analyze and understand the demography of the U.S.
- Explore your own neighborhood
- Learn about the people living around you or anywhere in the United States

Social Explorer allows anyone using the WEB to create thematic maps (data maps) using several hundred variables from the 2000 Census, plus a limited selection from earlier censuses. Soon data back to 1910, where available will be added for Census Tracts, and data back to 1790 for counties. These maps are interactive, and one can identify the streets in the area. There is a "find" tool to allow you to find specific locations, including addresses. You can pan and zoom, look at specific areas, change the variables you are mapping and the like.

Using *Social Explorer* one also can create reports for any area or areas you chose from a wide array of variables. These reports also give you the context of your selected area including the United States, the state or states, and the county or counties your for your area. The report is then downloadable to EXCEL or it can be printed along with a map that identifies the selected area. We welcome your input.

Social Explorer also makes it possible to create or view slideshows of the maps that you have created. This is especially useful to view change over time, or to zoom in to a given area from a larger area. Soon registered users will be able to store and reuse their own slide shows, and export them as animated GIFs to their own software.

There is also a version that will work on a computer workstation and is locally installable which we plan to distribute. *Social Explorer* is still in beta release, and we are working to improve it. Major support for *Social Explorer* was provided by the National Science Foundation and the *New York Times*.

What People Are Saying About *Social Explorer*

World Changing "...they've done a fantastically thorough job. You can zoom all the way from the national level to ... the street you live on, and see all sorts of different data, from income to industry to gender to ethnicity to means of commuting to family structure. Want a map showing percent of foreign-born nationals who immigrated in the last five years? It's there. Want a map showing percentage of self-employed males? It's there. Percentage of housing where rent is between \$600 - \$800 per month or where heat is provided by solar power? It's there. Populations of Estonian ancestry? It's there."

O'Reilly Radar "The *Social Explorer* gives a map interface to the 2000 census data. It's beautiful and really interesting. . . When you chart the changing density of blacks and whites in NYC, you get a feel for the sudden post-war boom in projects in Queens and Kings."

Ishbadiddle "Another neat mapping tool . . . is the interactive 2000 Census Map over at Social Explorer. . . Now sure, you can look at maps of *boring* things like ancestry, education, immigration, etc., and make your fancy reports and such. But the most interesting thing about the map: it's a National Gaydar System. That's right, you can find out just where the (self-reported) gays and lesbians are, at least the ones in couples.

The Fifth Column "And you don't even have to know GIS to play with it, which is a bonus for those of us who don't even know what GIS stands for other than it makes all kinds of information maps impossible to understand."

Census 2000 Tracts - Population Density

The Find Tool:
Search for:
1. City or place
2. Locate an address

The Report Tool:
To make an area report, click on this button; a dialog will appear.
1. Choose a selection method from the dialog.
2. Select an area using the mouse. All selections, except the circle, require a double-click to end.
3. Choose the report you would like to produce for the selected area.
4. Once produced the report will print or can be downloaded to Excel

Population Density Legend:
 < 5 people per sq. mile
 5 to 50
 50 to 200
 200 to 500
 500 to 1,000
 1,000 to 3,000
 3,000 to 5,000
 5,000 to 7,000
 7,000 to 9,000
 9,000 to 15,000
 15,000 to 229,783

Census 2000 Tracts Legend:
 US Capital
 State Capital
 City Pop. 30K to 50K
 City Pop. 50K to 100K
 City Pop. 100K to 250K
 City Pop. 250K to 500K
 City Pop. Over 500K
 Place Pop Less than 30K
 State
 County
 Census Tract - thick outline
 Census Tract - thin outline
 Airport/Airfield

1
Navigation
Click to navigate
Back/Forward between maps
made during browsing.

3
Choose a map:
These dropdown lists
let you choose:
1. The data category
2. the variable
There are over 400 variables
available categorized into 20
groups.

5
Initial View:
Resets map coordinates to
show the first map viewed.
This is usually shows the
continental United States.

2
Mouse Tool:
Zoom-in: Click or draw
a rectangle on the map to
zoom in.
Zoom-out: Click on the
map to zoom out.
Pan: Drag the map to
position.

4
The Legend:
Displays information you will
need to read the map.
You may scroll the legend to
view all content.

6
Print Button:
Brings up a new browser
window and loads a map
with a legend that's better
formatted for printing.
Tip: Try landscape
orientation if the map is too
large to fit in portrait mode.