

Extending Geographic Information (E.G.I.): Getting Applied GIScience Applied

Tracy Daliberty - Delaware

Rob Edsall - ASU

Rick Lathrop – Rutgers

Brandon Plewe - BYU

Maribeth Price - SDSM

Andre Skupin - SDSU

David Stolarz – CUNY

Klaus Wolter – NOAA

Capturing the Public Imagination

Geo-rhetoric:

Getting the word out about what we know and what we don't know

Complexity in a simple message

What are the disconnects between intention and outcome?

Virtual globes and global change: Google Earth: Thematic maps, Reference Maps

Breaking out of the tyranny of geographic space – attribute space and temporal space

Web tools as a fundamental tool of positive change

Audio, supplemental information needed to

Emotion, affect create action: fear, humor,

Representation and affect: Intersection of affect and credibility

All politics is personal: to what extent can

Identifying differences between expert v. public

Driving Policy through University Collaboration.

Understanding the audience

Communicating Geographic Information to Support Effective Policymaking

Coercing biased decision makers

Operationalizing uncertainty to the public:

Downscale to the level of interest – scale uncertainty effects (global effects are more certain than local effects).

Communication of the importance of geo-thinking

Why not cartography?