

5. GEOGRAPHIC LOCATION MAP

Where people come from can be really useful information; however it isn't always easy to obtain. This simple and inexpensive technique encourages participants to provide their location data in a fun and visual way.

With thanks to Marianna Adams and the Isabella Stewart Gardner Museum for the original idea: <https://artmuseumteaching.com/tag/measurement/>.





We've included instructions below, and there's also a case study example at the end of the pack which uses real data from the Europlanet community to demonstrate how to successfully apply this technique.

WHAT DO I NEED?

- Pre-prepared large-scale map
- Sticker dots or markers

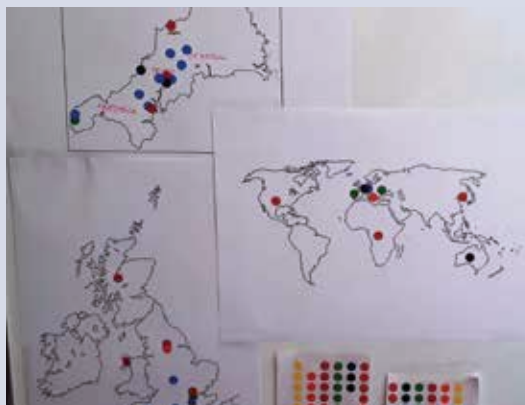
LET'S GET STARTED

Create a large map of the area relevant to your participants – this might be a neighbourhood, city, country, region, or even the world, depending on what you are doing! The important thing is that the map needs to be sufficiently detailed so that it's easy for participants to identify 'their' part within the map. Place the map securely in an accessible area of your event – perhaps at the entrance/exit, or near where food and drink is served. Give each person a small coloured sticker dot and invite them

Who:	 
What:	  
Data:	
Time:	    
Gain:	Location Data
GLOs:	

to place it on the map where they come from (see the case study example below for images of this tool in action). It becomes a fun, social activity and, for some reason, people like to find themselves on a map, so it encourages participation from those who wouldn't normally provide such information.

You could also repeat this technique for other similar events and compare the maps – are people from similar backgrounds attending each of your events, or are there differences?

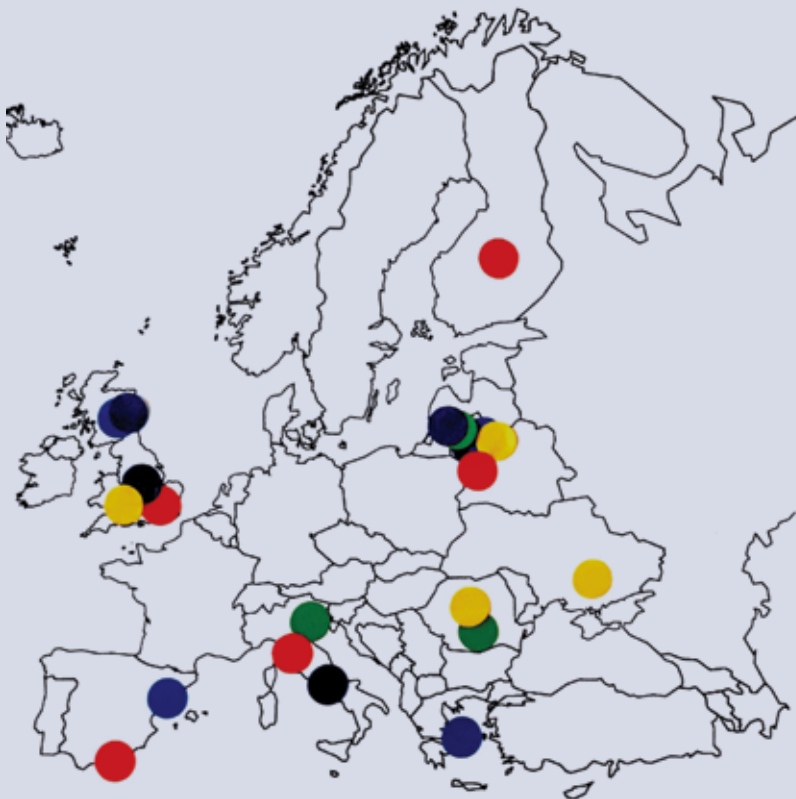


Credit: Cornwall Sea to Stars

OK, WHAT DO I DO WITH MY DATA NOW?

You now have a visual picture of the geographic distribution of your audience. You

can compare this to your intended audience and reflect its makeup: are you reaching the people you want to reach; are there any places which are over- or under-represented? A photograph of the distribution also provides a great visual display for any reporting associated with the event.



Where do you
come from?

Stick a dot on the map

Credit: Europlanet 202 RI