

Christiaan Adams

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Christiaan Adams is a mapping specialist with Google.org, the philanthropic arm of the internet search company, Google Inc. Google.org is working on projects in global development, public health, climate change and renewable energy.

Christiaan's background includes degrees from MIT in environmental engineering and policy, where his research produced an online mapping tool for public participation in environmental siting and decision making. Christiaan has a wide array of experience in geographic information systems (GIS), international development, environmental management and remediation technologies, U.S. and international environmental policy, public health education, visual design, marine robotics and outdoor leadership.

His current work is focused on helping Google.org teams and international partners to visualize and share their data through Google Earth and Google Maps, and on developing tools to improve online mapping and decision-making.

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Online mapping tools for data visualization, user engagement and contextual decision-making

Abstract:

Google Earth and Google Maps provide a wide array of tools for visualizing and sharing data, engaging and educating users, and enabling decision-making in an immersive multi-media environment. Their rich background data shows your data and messages in their global and local context.

We will show several cutting edge examples of how non-profits have used these tools to advance their missions. We will discuss the latest techniques and best practices for visualizing geographic data with online mapping tools, and making it accessible to a wide range of users to better inform their decision-making.