

Visualizing Agricultural Data via the Web

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This demonstration focuses on different ways that the National Agricultural Statistics Service (NASS) currently disseminates data via the Web, so that data customers can freely and effectively view and analyze NASS data using a web browser. Specifically, we demonstrate web-based solutions that enable viewing, analyzing, and dynamically interacting with summary data at the state and county level.

The demonstration presents concepts and technologies implemented on the NASS web site to enhance the ability to find data of interest, and see structure and patterns inherent in the data.

We display historical data through the use of animated maps and charts, as well as “sparklines” - a term proposed by Edward Tufte for “small, high resolution graphics embedded in a context of words, numbers, images”.

We also display current data using dynamic maps and charts, and make use of “small multiples”, galleries, and multivariate column views; all meant to give more context and power to the data customer.

While this demonstration focuses on Agricultural Data, the principles and methods can be applied to other sources of survey and census data.