Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

8 DECENT WORK AND ECONOMIC GROWTH

THE GLOBAL GOALS
For Sustainable Development

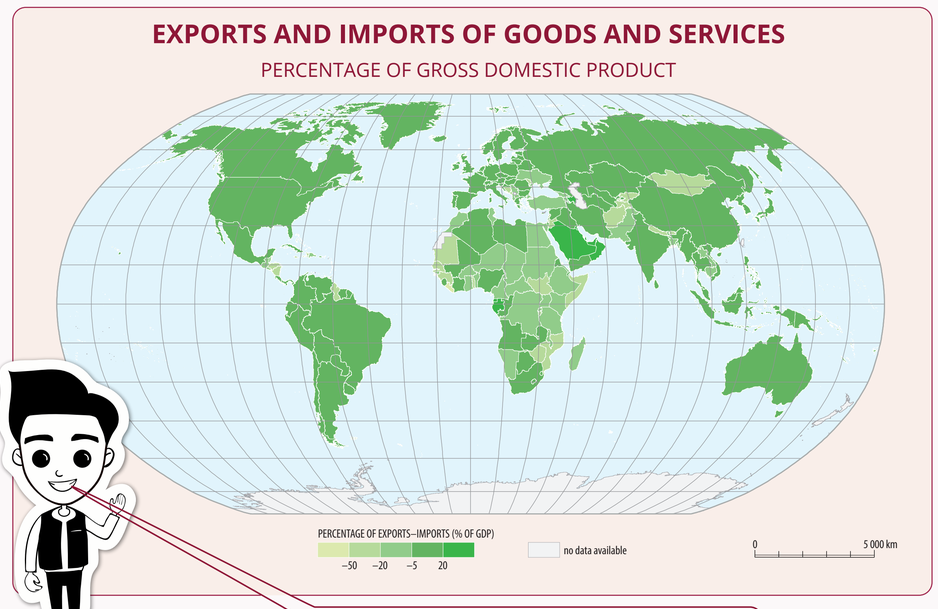
Target

By 2030, sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries.

Indicator

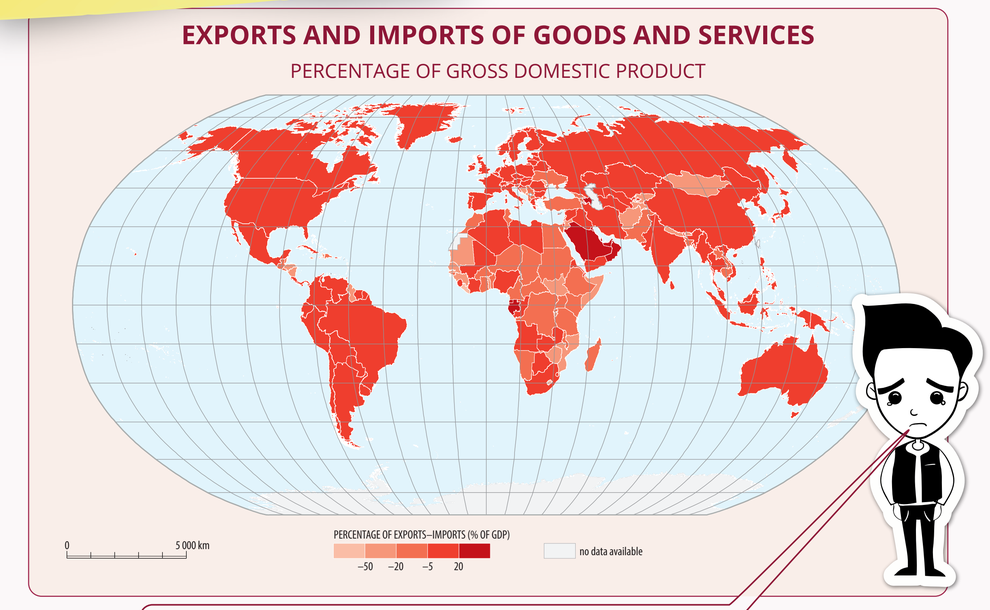
Gross Domestic Product (GDP) per capita.

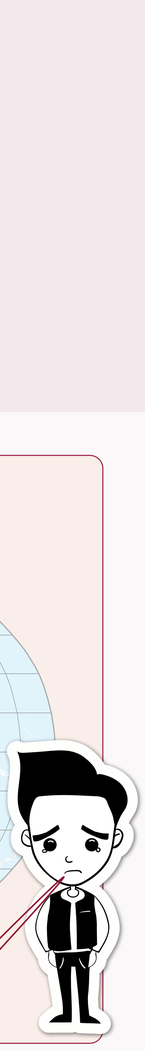
Map design is critical to allow the user perceive the correct message



Yippee, it is perfect!

Green is a positive and calming colour. And green is everywhere!
Most of the world appears in more saturated colours.
So probably there is not a big problem with the economy...

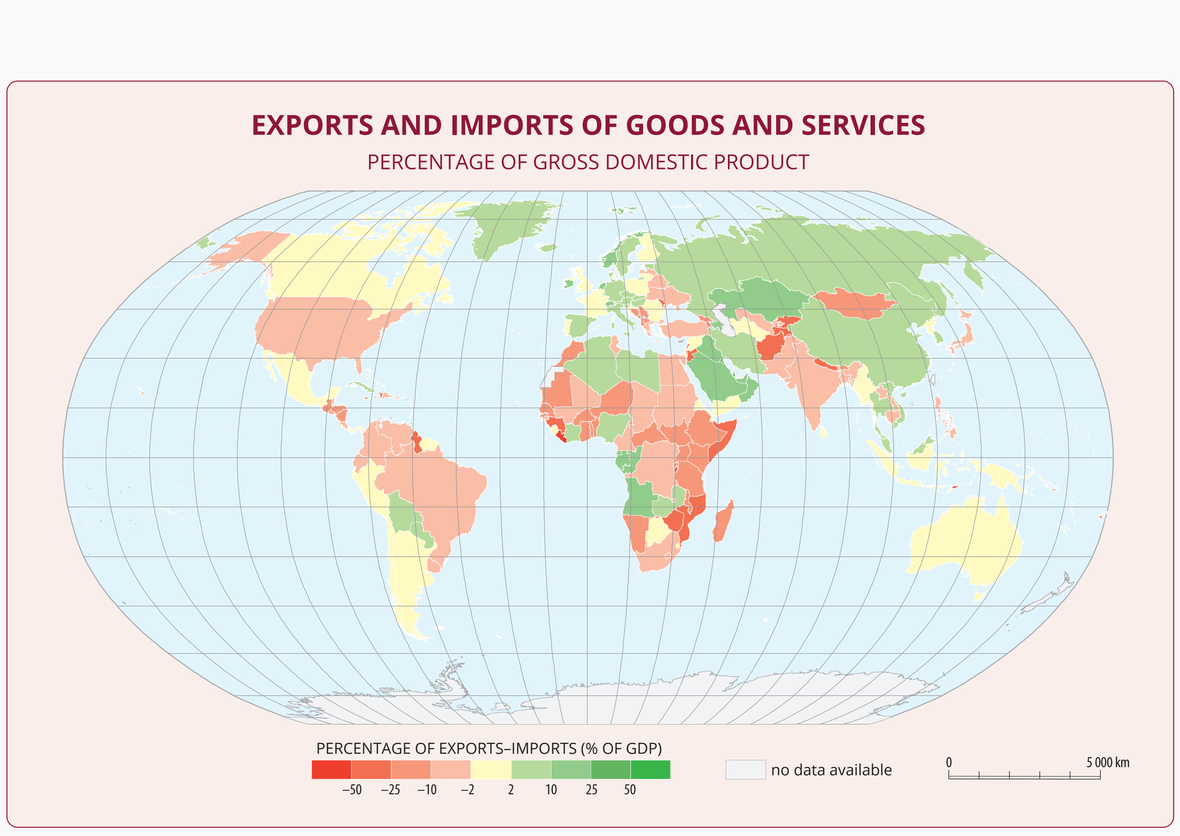




Oh, no, a horrific problem!

Red usually means there is a problem. And red is everywhere!
Most of the world appears in saturated colours.
So probably there is a huge problem with the economy globally...

WHERE IS THE TRUTH?



Variability in the world

This map presents values of exports minus values of imports. Both are represented as a percentage of annual GDP. They include the value of merchandise, freight, insurance, transport, travel, royalties, license fees, and other services, such as communication, construction, financial, information, business, personal, and government services and exclude compensation of employees and investment income (formerly called factor services) and transfer payments.

Negative values (red colour) mean more imports than exports, positive values (green colour) mean more exports than imports and values near zero (yellow colour) are in balance. However the combination red-green might cause problems for some. Southeast Asia and Oceania are in balance, Russia and Asia are mostly positive, Europe is mainly positive, Africa and the Indian subcontinent are mainly negative and North and South America are a mixture near balance.

GDP growth is the annual percentage growth rate of GDP at market prices based on constant local currency. Aggregates are based on constant 2005 U.S. dollars. GDP is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products. It is calculated without making deductions for depreciation of fabricated assets or depletion and degradation of natural resources.

A map is not just a picture

A map is a representation of the world; maps can **visualize a lot of data quickly and efficiently**. But they can also visualize a lot of data **innaccurately and misleadingly**. The methodology that was used to collect and parse that data is important, as is what methodology was used to make the map. In some ways, maps must always be a little inaccurate because they make generalizations. As Mark Monmonier writes in the fantastic book **How to Lie With Maps**, it is important to understand the meaning and manipulation of data presentation. People often assume maps are accurate. In the last 30 years, the use of **geographic information systems** (GIS) has exploded, and almost **everybody can make a map**. It is a good thing, but it means that many maps are made by people without any cartographic education. It results in **many inaccurate and incorrect maps**, because the creators don't fully understand what they are doing. Don't trust everything. There are a few things you can keep in mind to avoid being fooled by a map. The **source of the data** is the most important thing you should look for — Is it relevant? Is it recent? Can you find original data? Who is the **author**? Is it somebody with cartographic education? Can you find references? What is the **main aim** of the map? Certain things have to be **highlighted** and less important things removed. Is there some relevant information hidden? Is there **other information** in the form of graphs, tables, etc.? **Maps are an excellent way to present spatial data** — just think about them and be aware because maps can also manipulate.

Formed using contribution: Wiseman, A. When Maps Lie. Cited on-line 2016-01-31. Available from: http://www.citylab.com/design/2015/06/when-maps-lie/396761/

The objective of the ICA **Commission on Cognitive Issues in Geographic Information Visualization** is to promote the awareness of cognitive issues in cartography and geovisualization, developing human-centered cartographic theory and practice based on sound empirical findings on the use of cartographic displays for spatiotemporal inference and decision-making.

The objective of the ICA **Commission on Use, User, and Usability Issues** is to stress the importance the map user and promotes their involvement in the evaluation of cartographic products to improve their usability.

Graphic elements designed by Freepik.com.

Data and Information Source:
The World Bank Group
GDP growth (annual %). Cited on-line 2016-01-31. Available from: http://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG/countries?di splay=default
Imports of goods and services (% of GDP). Cited on-line 2016-01-31. Available from: http://data.worldbank.org/indicator/NE.EXP.GNFS.ZS?display=default

Boundaries on maps may seem definitive, but there are often different perspectives on their status and position. This poster series is compiled from many sources by cartographers from different countries. The ICA tries to be neutral in such matters and boundaries shown reflect those found on the ground, in existing maps, or recognized by the United Nations. The ICA acknowledges that there may be different opinions and interpretations.

ICACI

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