

# Cartographic Content on Twitter

Twitter has recently become an important channel of information. It is used by governments, politicians, sportsmen, artists and even scientists. Steven Hawking, one of the greatest scientists, has sent 286 tweets and has 20 500 followers. Famous Croatian scientist Igor Rudan joined Twitter in March 2016, has sent 16 tweets and has 16 followers so far. Many tweets include a picture or a video and most of them contain keywords, e.g. #cartography, which enables users to see all tweets with that keyword. In addition, most tweets contain links to texts with more information about the news referred to in those tweets.

We were interested in how much cartographers used Twitter and what kind of cartographic content can be found on Twitter. We quickly found eight active cartographers, among who Joseph Kerski, Keneth Field and Gretchen Peterson have more than 10 000 tweets (Tab. 1). However, data

Table 1 Cartographers active on Twitter  
 Tablica 1. Kartografi aktivni na Twitteru

Kartograf Cartographer	Tvitovi Tweets	Pratitelji Followers
Joseph Kerski	22 100	5279
Kenneth Field	20 000	2758
Gretchen Peterson	11 700	8297
Rob Kitchin	8568	4362
Jeremy Crampton	3646	1318
Robert E. Roth	1859	1408
Lorenz Hurni	523	204
Bojan Šavrič	263	262



Fig. 1 Tweet about the highest peak of Switzerland  
 Slika 1. Tvit o najvišem vrhu Švicarske



Fig. 2 Tweet by ICA on September 15, 2015  
 Slika 2. ICA-in tvit od 15. rujna 2015.



Fig. 3 Tweet by Ordnance Survey  
 Slika 3. Tvit Ordnance Surveya

# Kartografski sadržaji na Twitteru

U posljednjih nekoliko godina Twitter je postao jedan od važnih kanala širenja različitih informacija. Njime se služe vlade pojedinih zemalja, političari, sportaši, umjetnici, mnogi drugi pa i znanstvenici. Steven Hawking, jedan od najvećih znanstvenika, poslao je 286 tvitova i ima 20 500 pratitelja. Poznati hrvatski znanstvenik Igor Rudan pridružio se Twitteru u ožujku 2016. i do sada je poslao 16 tvitova i ima 16 pratitelja. U mnoge tvitove uključena je slika ili video, a većina sadrži ključne riječi, npr. #cartography, koje omogućuju uvid u sve tvitove s tom ključnom riječi. Osim toga većina tvitova sadrži i poveznicu na tekst s više informacija o navedenoj vijesti u tvitu.

Zanimalo nas je stoga u kojoj se mjeri kartografi služe Twitterom i kakvi se kartografski sadržaji nalaze na njemu. Letimičnom smo pretragom našli osam aktivnih kartografa među kojima Joseph Kerski, Keneth Field i Gretchen Peterson imaju više od 10 000 tvitova (tab. 1). Međutim, i podaci o kartografima, koji nisu aktivni na Twitteru, mogu se naći u tvitovima drugih autora. Među takve kartografe ubrajaju se Menno-Jan Kraak, Denis Wood, Mark S. Monmonier i mnogi drugi. Kartografi u svojim tvitovima komentiraju različita zbivanja u kartografiji. Na primjer, Keneth Field je u tvitu od 9. siječnja 2017. skrenuo pozornost na Forbesovu vijest da su kartograf i fotogrametar 15. najbrže rastuće radno mjesto u SAD-u.

Na Twitteru smo našli i profile šest profesionalnih kartografskih udruga (tab. 2). Švicarsko kartografsko društvo u svom tvitu od 31.pro-

Table 2 Professional cartographic associations

Tablica 2. Profesionalne kartografske udruge

Profesionalna kartografska udruga Professional Cartographic Association	Tvitovi Tweets	Pratitelji Followers
British Carto Soc. (British Cartographic Society)	2560	1898
NACIS (North American Cartographic Information Society)	1752	1957
CDN Cartographic Assn (The Canadian Cartographic Association)	1708	1346
Soc of Cartographers (Society of Cartographers)	836	1218
Swiss Society of Cartography	668	618
ICA (International Cartographic Association)	381	1033

Table 3 National geodetic-cartographic agencies

Tablica 3. Nacionalne geodetsko-kartografske agencije

Nacionalna geodetsko-kartografska agencija National Geodetic-Cartographic Agency	Tvitovi Tweets	Pratitelji Followers
Ordnance Survey (Britain's mapping agency)	34 300	42 400
USGS (United States Geological Survey)	13 500	612 000
IGN France	4406	6653
OSireland (Ordnance Survey Ireland)	1078	1678
Geoscience Australia	853	5392
Swisstopo (Bundesamt für Landestopographie)	512	1856
Ordnance Survey NI (Ordnance Survey of Northern Ireland)	507	923

Table 4 Cartographic journals

Tablica 4. Kartografski časopisi

Časopis Journal	Tvitovi Tweets	Pratitelji Followers
M@ppemonde	326	1460
Cartogr. Perspectives (Cartographic Perspectives)	187	690
Imago Mundi	109	287
Editor (The Cartographic Journal)	103	323
CaGIS (Cartography and Geographic Information Science)	27	218
Ljiljana (IMCoS Journal)	17	96

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Table 5 Universities and institutes  
 Tablica 5. Visoka kartografska učilišta

Visoko kartografsko učilište Universities and institutes	Tvitovi Tweets	Pratitelji Followers
UW Cart Lab (Cartography Lab University of Wisconsin-Madison)	572	832
VT Cartography (Virginia Tech Geography Department)	470	69
OSU Cartography (Oregon State University Carto Group)	143	565
Cartography TU Wien	99	203
kartographie_tud (Institut für Kartographie TU Dresden)	34	64
RMIT GIScience (Cartography and GIScience at RMIT Melbourne)	28	24

Table 6 Cartographic works  
 Tablica 6. Kartografska djela

Kartografsko djelo Cartographic work	Tvitovi Tweets	Pratitelji Followers
Google Maps	7443	3 320 000
The National Map	2876	5650
OpenStreetMap	1314	47 000
Times World Atlases	749	439
Schweizer Weltatlas	42	223

about cartographers not active on Twitter can be found in tweets by other authors. Some of those cartographers include Menno-Jan Kraak, Denis Wood, Mark S. Monmonier and many others. Cartographers use Twitter to comment on various happenings in cartography. For example, on January 9, 2017, Kenneth Field mentioned that cartographers and photogrameters were the 15th top developing job position in the USA, according to Forbes.

We also found profiles of six professional cartographic associations (Tab. 2). In a tweet from December 31, 2016, the Swiss Cartographic Society wrote about the dispute over the highest peak of Switzerland, while on September 15, 2016, ICA mentioned maps awarded at the International Map Exhibition within the scope of the International Cartographic Conference (Fig. 2).

Some geodetic-cartographic agencies (National Mapping Agency – NMA) have a profile on Twitter (Tab. 3). Ordnance Survey has a large number of tweets, while USGS has numerous followers. On January 15, 2017, Ordnance Survey warned its followers not to forget to take their maps on mobile devices when they go camping (Fig. 3).

Publishers and editors of some cartographic journal opened a profile of their journals on Twitter (Tab. 4), where they announce new issues and content (Fig. 4).

Some universities and institutes also have Twitter profiles (Tab. 5), on which they post various information on their activities (Fig. 5).

Some important cartographic works also have their Twitter profiles (Tab. 6).

A new edition of Schweizer Weltatlas is announced in a tweet in Fig. 6.

Names of associations, agencies, journals, universities and institutes in Tables 2 to 5 are listed as they are found on Twitter, with full names in parentheses. Numbers of tweets and followers in tables were obtained on February 2, 2017.

Nedjeljko Frančula ■



**Fig. 4** Tweet about issue no. 144 (2016).

**Slika 4.** Tvit o izlasku broja 144 iz 2016.



**Fig. 5** Tweet by T. Buckingham which was forwarded by UW Cart Lab on August 19, 2016.

**Slika 5.** Tvit T. Buckingham koji je UW Cart Lab proslijedio 19. kolovoza 2016.



**Fig. 6** Tweet announcing a new edition of the Swiss world atlas

**Slika 6.** Tvit s najavom novog izdanja Švicarskog atlasa svijeta

sinca 2016. skreće pozornost na neke nedoumice oko najvišeg vrha Švicarske (sl. 1), a ICA u tvitu od 15. rujna 2015. na karte nagrađene na Međunarodnoj izložbi karata održanoj uz Međunarodnu kartografsku konferenciju (sl. 2).

I neke geodetsko-kartografske agencije (National Mapping Agency – NMA) imaju svoje profile na Twitteru (tab. 3). Ordnance Survey se ističe velikim brojem tvitova, a USGS vrlo velikim brojem pratitelja. U tvitu od 15. siječnja 2017. Ordnance Survey upozorava svoje pratitelje da odlazeći na izlet ne zaborave ponijeti njihove karte na mobilnim uređajima (sl. 3).

Izdavači ili urednici nekih kartografskih časopisa oformili su na Twitteru profile svojih časopisa (tab. 4) u kojima najavljuju izlazak novih brojeva i skreću pozornost na njihov sadržaj (sl. 4).

I neka visoka kartografska učilišta imaju svoje profile na Twitteru (tab. 5) koji tvitovima pružaju svojim pratiteljima različite informacije o svojoj djelatnosti (sl. 5).

Na Twitteru postoje profili i za neka važna kartografska djela (tab. 6).

U tvitu na sl. 6 najavljuje se novo izdanje Schweizer Weltatlasa.

U tablicama 2. do 5. nazivi udruuga, agencija, časopisa i učilišta upisani su onako kako su navedeni na Twitteru, a u zagradi su dodani puni nazivi. Svi brojevi tvitova i pratitelja u tablicama dobiveni su pretraživanjem Twittera 2. veljače 2017.

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