

## **Title: How to Develop Successful Web Mapping Services and Internet GIS Applications for Your Research Projects**

Scheduled Duration - 2 hours

### Presenter

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Internet GIS and web mapping services have become more and more important for many research projects related to geospatial technologies. An effective, user friendly web mapping service can have a significant impact on project evaluation and community outreach. Nevertheless, selecting wrong web technologies and web mapping software packages may create potential problems and financial challenges for your projects. This webinar will provide an overview of current web mapping technologies and tools for various research project needs and make recommendations on appropriate tools and methods in developing web mapping services.

### Topics to be addressed in this Webinar

1. Overview of current web mapping technologies and Internet GIS applications available in both commercial and open source domains. Which software packages are more appropriate for your specific projects and you target users? What are the technical limitations and advantages in these software packages, APIs, and tools?
2. How to design an effective web mapping service from start to finish? (The important concepts of User-Center Design Methods and User Needs Analysis).
3. In-depth analysis of two case studies in Web Mapping Services.
4. How to evaluate the performance of your websites and web maps (by using web log analysis, user profile analysis, on-line analysis tools).
5. Future directions of Internet GIS and geospatial cyberinfrastructure (on how to add Mobile GIS and VGI into your web mapping projects).
6. Summary and discussions, Q&A, an opportunity for you to present your project proposals and ask for technical suggestions.

Who Should Participate: This two hour webinar is designed for researchers and GIS project developers who are interested in adopting web mapping technologies or Internet GIS tools (ArcGIS Servers, Google Map API, Google Earth KML, etc) in their applications and learn the key aspects/elements of web service development. This webinar is also appropriate for managers who will add a new mapping component or web map into their research project websites or online applications.

About the Presenter: Dr. Ming-Hsiang (Ming) Tsou is an Associate Professor in the Department of Geography, San Diego State University (<http://geography.sdsu.edu/People/Pages/tsou/index.html>). He is co-author of the book, *Internet GIS: distributed geographic information services for the Internet and wireless networks* and a member of the editorial board of *Annals of GIS* since 2008. His research interests are in Internet mapping and distributed GIS applications, mobile GIS and wireless communication, multimedia cartography and user interface design, and cyberinfrastructure with GRID computing technology. He has applied his research interests in applications such as wildfire mapping, environmental monitoring and management, habitat conservation, K-12 education, and homeland border security. Dr. Tsou was appointed by the National Academy of Science in 2006 to serve on the committee on "Research Priorities for the USGS Center of Excellence for Geospatial Information Science". He received the 2004 Outstanding Faculty Award at San Diego State University and the 2009 HI-TEC (education) innovative program award.