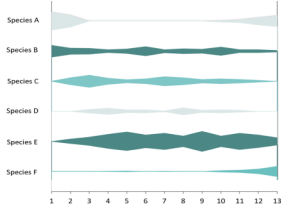
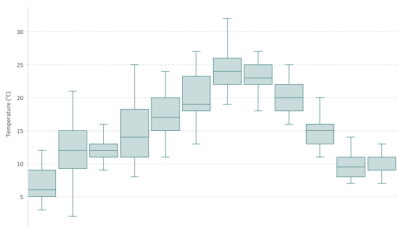
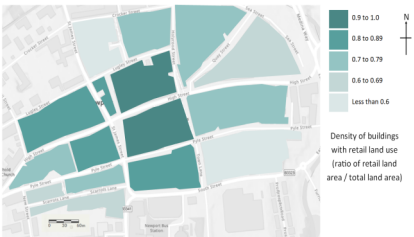
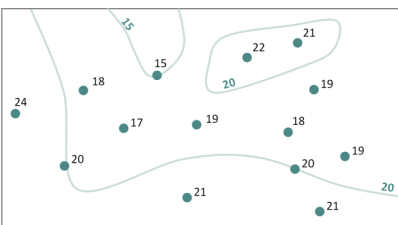
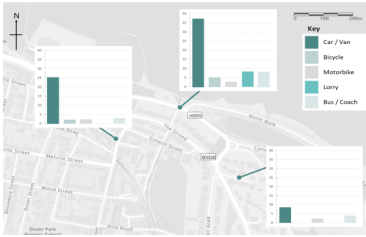


| Data presentation technique                                                                                       | Advantages (why we use them)                                                                                                                                                                                         | Disadvantages (potential problems)                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>Kite diagram</p>             | <p>Can be used to show numerous factors (abundance, species diversity, spread and distribution)</p> <p>Easily shows changes across a landscape</p>                                                                   | <p>If one species dominates it can be difficult to scale the graph appropriately</p> <p>It can be difficult to read exact values from the graph</p>                                                                   |
|  <p>Box and whisker plot</p>     | <p>Very easy to compare data sets in multiple ways (min. max values, range, mean)</p> <p>Works well with large data sets</p> <p>Accommodates outliers</p>                                                            | <p>Extreme outliers can skew the size of the boxes</p> <p>All of the data is a summary rather than a nuanced view of the whole set</p>                                                                                |
|  <p>Choropleth mapping</p>      | <p>Is useful for easily finding hotspots and trends within spatial data in a place</p> <p>Can be used with maps presented at any scale</p>                                                                           | <p>Boundaries between different densities can appear unnaturally abrupt</p> <p>Assumes that the whole of any sectioned area is uniform</p> <p>Sections of different sizes can distort the overall pattern of data</p> |
|  <p>Proportional shape map</p> | <p>Can be used for lots of different types of data (percentages, scores, measurements, tallies)</p> <p>Symbols can be combined with other presentation methods (such as pie charts) to show additional variables</p> | <p>Can be difficult to read exact values</p> <p>Unless transparent, shapes can easily overlap each other, cover up the map and make reading difficult</p> <p>Large ranges of data can be tricky to scale</p>          |
|  <p>Isoline map</p>            | <p>Easy to identify areas of high and low density (hotspots)</p> <p>Potential for interpolation predictions for places not measured or scored</p> <p>Work with lots of different data types</p>                      | <p>Only work with a high number of data points, otherwise they rely on assumptions</p> <p>Can be difficult to read if the lines appear close together or crowd an area of the map</p>                                 |
|  <p>Situated chart map</p>     | <p>Easy to understand any geographical context</p> <p>Patterns are quickly and easily recognised</p>                                                                                                                 | <p>Need to use a consistent scale across all graphs to allow comparison</p> <p>If too large, the graphs can block one's view of the map but if they are too small, they cannot be read</p>                            |