

## *Geography 151 – Introduction to GIS*

SUM for Intro Lecture, Tuesday 8/26

### **Starbucks**

Economic downturn, companies are facing difficult (geographic) decisions. How do you choose which Starbucks to close? Economic Geography, “where” is the key to Geography and “what” is the key to the geography of place ... Where would you not want to put a Starbucks? Why?

A Cup of Joe - Lewis Black on the Starbucks® at the end of the universe

[http://onegoodmove.org/1gm/1gmarchive/2006/05/a\\_cup\\_of\\_joe.html](http://onegoodmove.org/1gm/1gmarchive/2006/05/a_cup_of_joe.html)

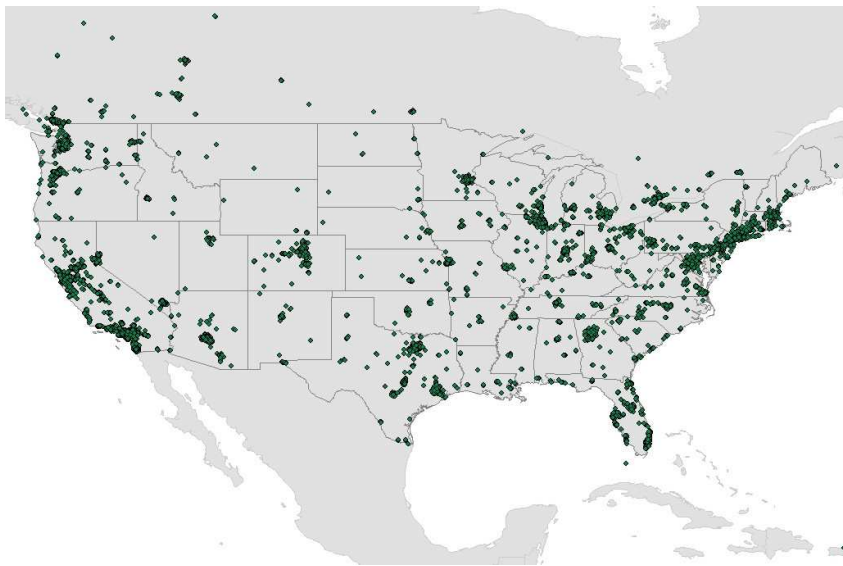
slate.com - Save Your Starbucks! - *Starbucks franchise is downsizing from a grande to a tall. The ubiquitous coffee retailer announced it's closing about 600 of its U.S. stores ...*

<http://www.slate.com/id/2195676/>

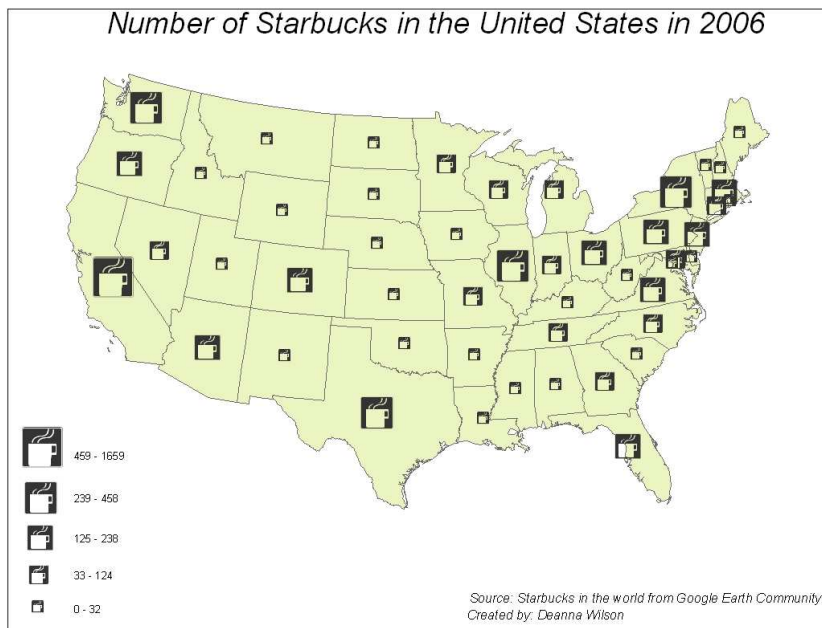
money.cnn.com - Wishing on a fallen Starbucks 4-30-2008

<http://money.cnn.com/2008/07/30/markets/thebuzz/>

US Starbucks;



Example of student map;



## Wal-Mart

Watch the animation, see the pattern? The dynamic growth / spread / infilling of points with time is fascinating, but there is a real pattern here. Why locate a Wal-Mart near another Wal-Mart? How far away should it be? How profitable should a 200,000+ sq. ft store be? These types of "why?" "where?" "when?" questions are what GIS is ideally suited to answer.

money.cnn.com - FORTUNE 500, 1. Wal-Mart Stores

<http://money.cnn.com/magazines/fortune/fortune500/2008/snapshots/2255.html>

FlowingData - *Watching the Growth of Walmart Across America*

<http://projects.flowingdata.com/walmart/>

Holmes 2008, Diffusion of Wal-Mart and Economies of Density January 2008.pdf

<http://www.econ.umn.edu/~holmes/data/WalMart/index.html>

- great example of sophisticated economic geography analysis; the graphics at the end summarize everything.

## Maps of Happiness

What can't you put on a map? Think about it. I use this "wellbeing" example for two reasons; 1) the maps use funky (ugly) colors and their map projections (shapes of the continents) are different. Makes a different impression, why? and 2) because it gets to a philosophically interesting question, "what is happiness?" ... and how do you put it on a map!

Wellbeing of Nations

[http://www.geostrategis.com/p\\_wellbeing.htm](http://www.geostrategis.com/p_wellbeing.htm)