

Invitation to help evaluate a cartographic interface designed to explore bicycling behavior

Hello,

You are invited to participate in the **evaluation of an interactive cartographic interface, *Metro DataView***. This interactive mapping application is publicly-available and owned by Strava. Strava is a social network for athletes that provides a platform for users of the application to record, analyze, and share their fitness-related activities. Metro is a small division of Strava that aggregates and anonymizes data recorded on the platform, and partners with, and licenses data to, a variety of organizations that are taking data-driven approaches to city planning. This research is being conducted by Drs. Jonathan Nelson and Alan MacEachren from Penn State's Geography Department to assess the usability and utility of the new application for representing and exploring aggregate patterns in large-scale bicycling behavior. While there are no immediate benefits to you for participating in this study, the potential long-term benefit of the research is that results may help to improve understanding of large scale bicycling behavior in urban centers. Currently this information is largely inaccessible to city planners, local advocacy groups, and researchers due to the increasing size and volume of movement data.

Participation entails the completion of a two-part activity in which you will first interact with the application at your convenience over the course of one week and complete a short essay task (estimated to take no longer than one hour to complete). Upon completion of this task, you will then be asked to complete a short follow-up survey (estimated to take no longer than 15 minutes to complete). More specifically, you will use the Metro DataView web application and respond to some prompts and questions about data it visualizes, the application itself, and your prior relevant experience with maps, information visualization, or social science research relevant to urban planning.

To be eligible, you must be at least 18 years of age and fall within at least one of the following groups:

- a) completion of coursework (or similar expertise) in the discipline(s) of geography, urban planning, transportation, or place-related policy making
- b) completion of coursework (or similar expertise) in data visualization, cartography, and/or human-computer interaction.

If you would like more information about participating, contact:

Dr. Jonathan Nelson

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OR

Dr. Alan MacEachren,

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If you are interested in participating in the study and responding to an invitation to participate remotely (from your own location using a web browser) please follow the link below:

<https://forms.gle/n3NySjCF1ArgceYK6>

Since this study is voluntary, you are under no obligation to participate and no record will be retained through which the identity of those who participate (or do not participate) can be determined.