SimplyMap vs ArcGIS

SimplyMap

A mapping application that enables you to develop interactive thematic maps and reports. It is designed so most users need less than ten minutes of training to use the program.

You will need to create a personal account within the Library’s subscription for SimplyMap. Start from the Library list of databases http://libguides.uta.edu/az.php and choose the letter S to find SimplyMap.

SimplyMap provides users the most current demographic, business, and marketing data available. Some of the demographic variables are population, age, race, income, ancestry, marital status, housing, employment, transportation, and families. Historical census data includes 1980, 1990, and 2000, plus current year census estimates and 5 year projections. Some of the business variables are detailed consumer expenditure, business and employee counts by industry, consumer price index, quality of life and consumer profiles, and market segments. Life stage variables range from apparel and appliances to fast food, pets, and travel. Health variables include diseases, doctor visits, death causes, and more. There is a six minute tutorial that is recommended to get the most out of using SimplyMap.

Note: the Library subscription to SimplyMap allows only 5 simultaneous users. Please log out when finished.

ArcGIS

A professional level mapping application that can take over twenty hours of training to use effectively. It works in layers that you can turn on and off to see how various data interacts.
ArcGIS Desktop is available on computers in campus OIT labs in the Architecture Building, Business Building, and University Hall. It is also available on the public computers in the three University Libraries.

For examples of what ArcGIS Desktop can do, visit the ESRI website at http://www.esri.com/software/arcgis/arcgis-for-desktop

To see examples of GIS interactive maps: http://www.esri.com/software/arcgis/take-a-look-at-web-maps


The difficult part of GIS is locating detailed data sources. The Library Guide for data sources http://libguides.uta.edu/gis

The newest application: Liquid Galaxy and GIS https://liquidgalaxy.endpoint.com/uses/gis_consulting