

### **Cartographic Communication and geographic Understanding**

The possibility of placing data in inappropriate or misleading contexts is a real danger.

Just as the meaning of statistics can be radically altered by judicious manipulation of their context, so too can the meaning of map data be changed according to the contextual information included. It is, therefore, essential that a cartographer have a broad background in a wide range of subjects to enable him or her to select appropriate contextual information against which the data mapped can be more readily comprehended.

This ability implies that the cartographer has a knowledge of factors behind distributional patterns and some understanding of their causal interconnections.

**Source:** Leonard Guelke, "Cartographic Communication and geographic Understanding," *Canadian Cartographer* 13 (1976): 107-22.