

Google Fusion Tables 2: Building Simple Maps

In this session, we'll learn how to make location maps in Fusion Tables.

Let's start with a simple file of nursing home locations in London called "nursing_homes_for_fusion"

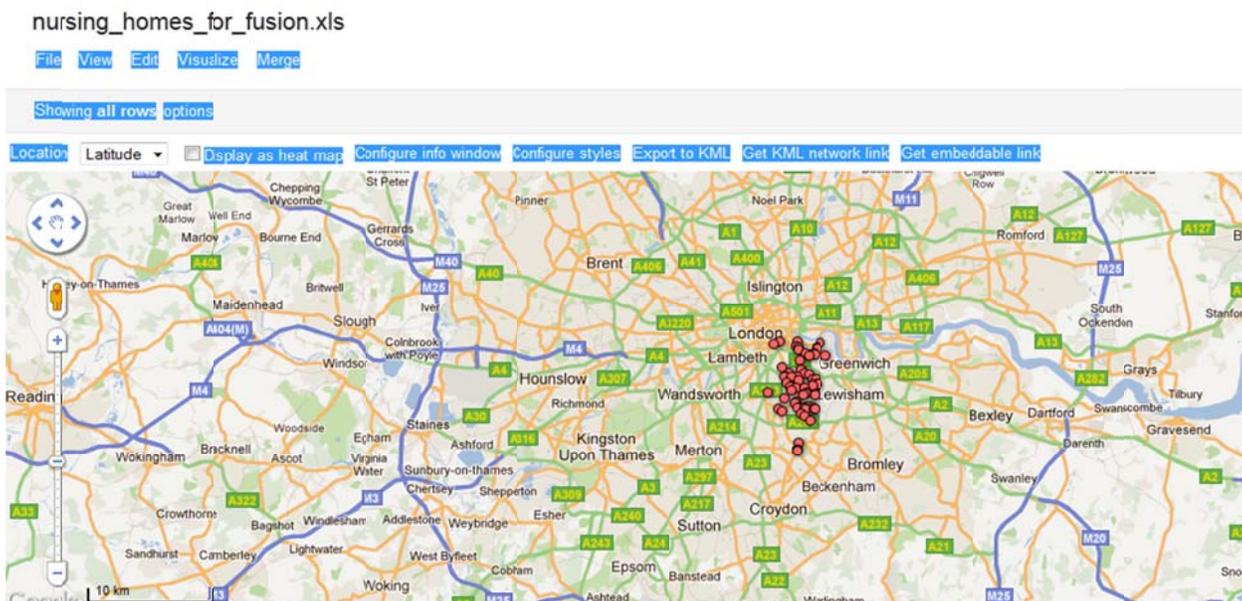
nursing_homes_for_fusion.xls

File View Edit Visualize Merge

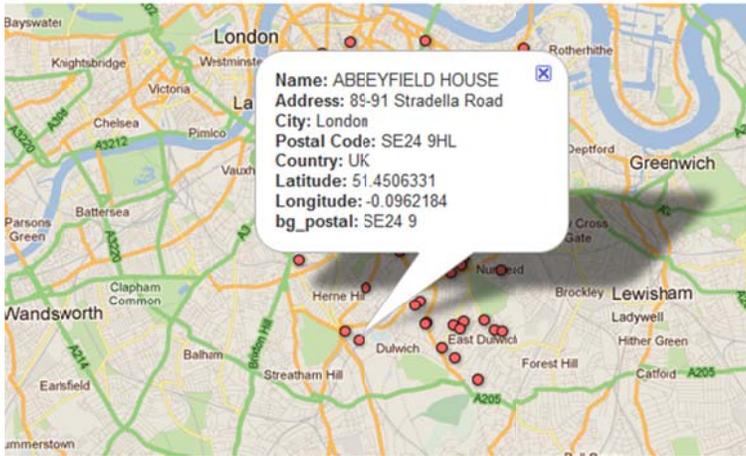
Showing all rows [options](#)

Name ▾	Address ▾	City ▾	Postal Code ▾	Country ▾	Latitude ▾	Longitude ▾
ENGLISH CHURCH HOUSING	2 Brunswick Park	London	SE5 7RH	UK	51.4749892	-0.0848992
St Andrews Nursing Home	64-66 Choumert Road	London	SE15 4AX	UK	51.4677463	-0.0707047
CHERRYCROFT CARE HOME	Dewar Street	London	SE15 4JP	UK	51.4646647	-0.0675957
SOUTHSIDE PARTNERSHIP	72 Glengarry Road	London	SE22 8QD	UK	51.4565146	-0.0808004
ASPINDEN WOOD CENTRE	1 Aspindeñ Road	London	SE16 2DR	UK	51.4918349	-0.0580841
BARRY HOUSE	261 Bary Road	London	SE22 0JT	UK	51.4492394	-0.0735312
BLUEGROVE RESIDENTIAL HOME	325 Southwark Park Road	London	SE16 2JN	UK	51.4925299	-0.0590145
CHOICE SUPPORT	137 Grove Lane	London	SE5 8BG	UK	51.4657312	-0.0848373
CHOICE SUPPORT	43 Glanarrig Road	London	SE22 8ND	UK	51.4579886	-0.0793892

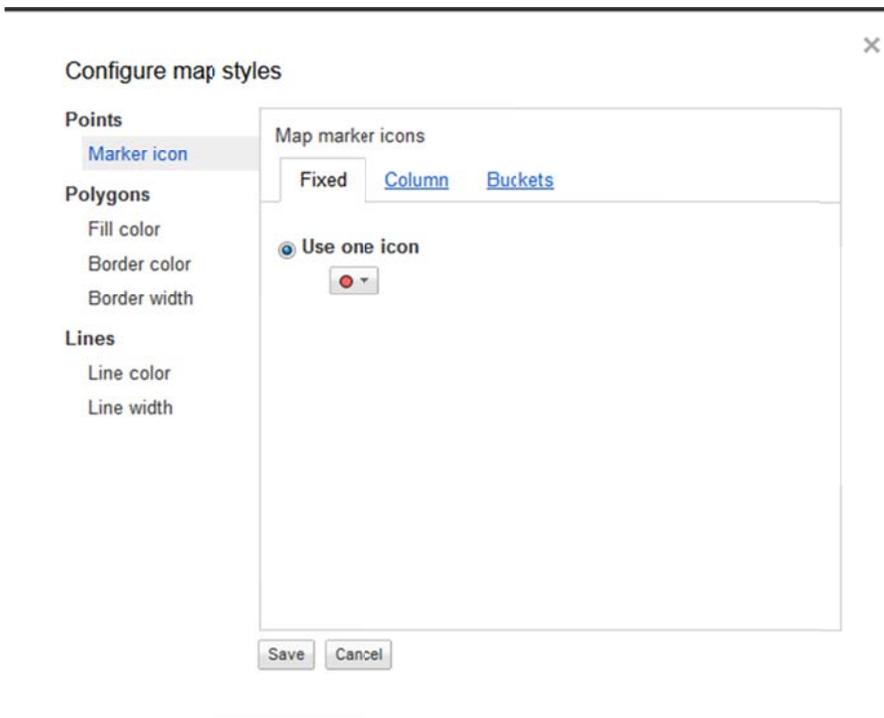
Because the file already contains latitude and longitude, it's easy for Google to put each location on a map. To do that, go to VISUALIZE | MAP make sure that it



You can zoom into the area with the points, to see the locations better using the zoom tool on the left. If you click on any dot on the map, you will see a pop-up box with all the information we know about each nursing home:



We have a little flexibility in the map. We can change the color of the icons by clicking CONFIGURE STYLES above the map:



Change it to the red teardrop shape:



You can choose from a variety of other markers, by including that information in a column in your tables. Here's a list of other icons you can use: <http://www.google.com/fusiontables/DataSource?snapid=99003>

Include the icon name in a separate field in your data and choose the COLUMNS tab when you CONFIGURE STYLES. Choose the column from the drop-down menu. I added a column to this data called "rec_lodging."

You also can adjust what information you get when you click on an icon on the map. To do that, click CONFIGURE INFO WINDOW:

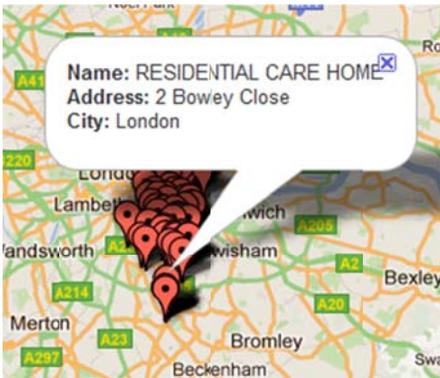
Configure info window contents

Automatic **Custom**

Select the columns to include in your map's info window.

<input checked="" type="checkbox"/> Name	<div class="googft-info-window" style="font-family: sans-serif">
<input checked="" type="checkbox"/> Address	Name: {Name}
<input checked="" type="checkbox"/> City	Address: {Address}
<input checked="" type="checkbox"/> Postal Code	City: {City}
<input checked="" type="checkbox"/> Country	Postal Code: {Postal Code}
<input checked="" type="checkbox"/> Latitude	Country: {Country}
<input checked="" type="checkbox"/> Longitude	Latitude: {Latitude}
<input checked="" type="checkbox"/> bg_postal	Longitude: {Longitude}
	bg_postal: {bg_postal}
	</div>

In this tab, you can choose what columns you want to show. Let's say we just want to show Name, address and City. So uncheck everything else. Then click SAVE at the bottom. Now you just see those three pieces of information when you click on an icon:

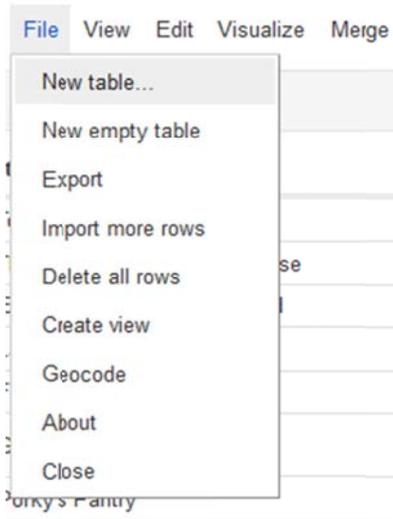


To edit the INFO BOX further, go to the CUSTOM tab and edit the html code. You can use this to add links or pictures to your pop-up boxes.

BUT WHAT ABOUT WHEN YOU DON'T HAVE LATITUDE AND LONGITUDE?

Most of the time, we don't get coordinates in our data, so we have to GEOCODE the data. GEOCODING is a mapping tool that finds X/Y coordinates based on an address. WARNING: Some mapping programs are better than others in certain geographies. Do some test maps for yourself before launching into a project.

Let's use the file called restaurants_tomap. Open the table. We don't have latitude and longitude, so we have to tell Fusion to GEOCODE our addresses. Go to FILE | GEOCODE



Shandos Sandwich Bar

Fusion will ask which column you want to use as the address – choose FULL ADDRESS:



Once Fusion is done geocoding, you can do a map.

Use this map to practice changing icons and the pop-up box information.

Jennifer LaFleur/ProPublica