

SUMMARY

Keywords: Policy Support Mapping, Geoinfographics, Visual Storytelling

Recently Korean local governments have strived to implement policy support mapping to enable data-driven evidence-based policy making. Although policy support mapping seeks to be a tool both for deriving policy evidence and for communicating policy information to the public, the latter mostly remains underachieved. This study aims to provide a method for developing geoinfographics, an integration of the infographics approach with policy support mapping, in order to stimulate the use of policy support mapping in the arena of policy communication.

For this study, we first examined existing concepts of policy support mapping and surveyed foreign and Korean projects of developing maps in support of policy making and fulfillment. Next, we conducted a questionnaire survey with experts and practitioners who had experiences with policy support mapping. Then, a methodological framework for developing geoinfographics was formulated, and its feasibility was demonstrated through the creation of example geoinfographics. We finally made a set of proposals for applying geoinfographics to the practical business of policy support mapping in a government setting.

Through the study, the concept of policy support mapping was formally defined as a series of activities and associated results of collecting, fusing, analyzing, and visualizing location-based information to aid various steps of government

policies. The method of geoinfographics re-processes the raw outcomes from policy support mapping by extracting key messages, restructuring the contents and visual representations of the outcomes, and adding user interactions to the final products. The employment of geoinfographics is expected to bring in the power of visual storytelling to policy support mapping. As a result, complex information hidden in the results of policy support mapping could be made transparent to ordinary people without any knowledge of map reading. This would help the public better understand and experience with policy information.

To apply the geoinfographics approach to the real practice of governments' policy support mapping, associated stakeholders need to make efforts to develop formal business manuals recommending the use of geoinfographics; establish standardized systems for the collection, integration, and management of location-based information; and create institutional environments for regular training and education to improve the capabilities of policy practitioners in visual communication.