

“Why Data Quality Matters —Now More Than Ever”

Joseph J. Kerski PhD, GISP

2:30 p.m.

Monday, April 18, 2016

AGS Library, 3rd floor east wing

Cloud-based data services and maps make it easy for anyone to obtain vast amounts of data in a short amount of time. In an environment where such a wide variety and volume of geospatial and other data is available, is data quality still of concern?

Join geographer and educator **Joseph Kerski** as he makes the case that data quality considerations matter now more than ever. Through examples such as “Be critical of the data—especially when it's your own!”, we will explore real-world examples that illustrate the necessity of understanding the benefits but also the challenges in successfully navigating our geodata-saturated world.



SPONSORED BY: UWM GIS Council
Geography Department
Urban Planning Department



Joseph J. Kerski, PhD GISP serves as Education Industry Curriculum Development Manager on the Esri Education Team in Denver, Colorado. Prior to joining Esri, Joseph worked at the US Geological Survey and at the US Census Bureau.