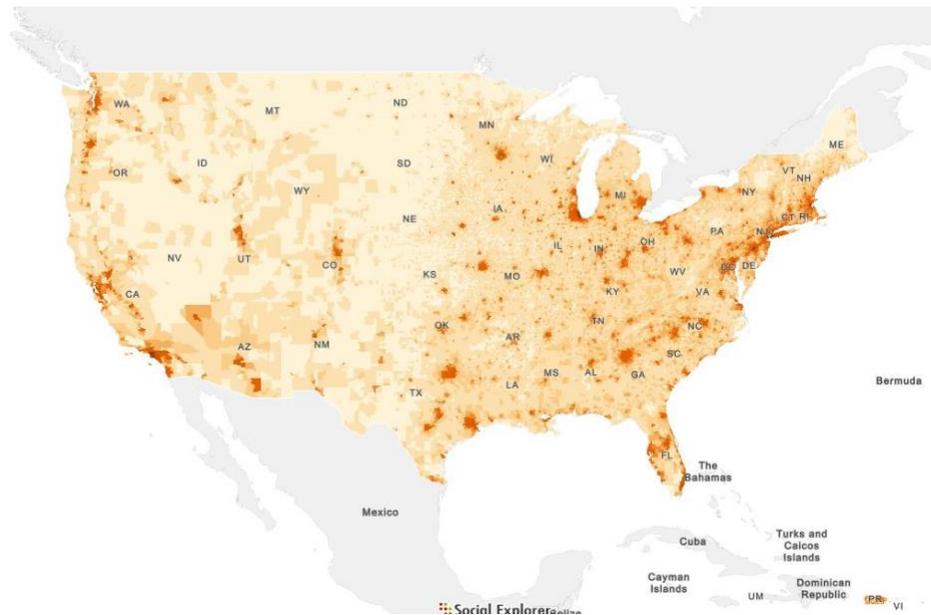


Social Explorer Instructions Fall 2020

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Social Explorer Database

Table of Contents

Create an Account in Social Explorer

Reports

- How to add data sets to a table
- Adding geographies
- Add data sets (variables) to your table
- Save reports
- Share reports

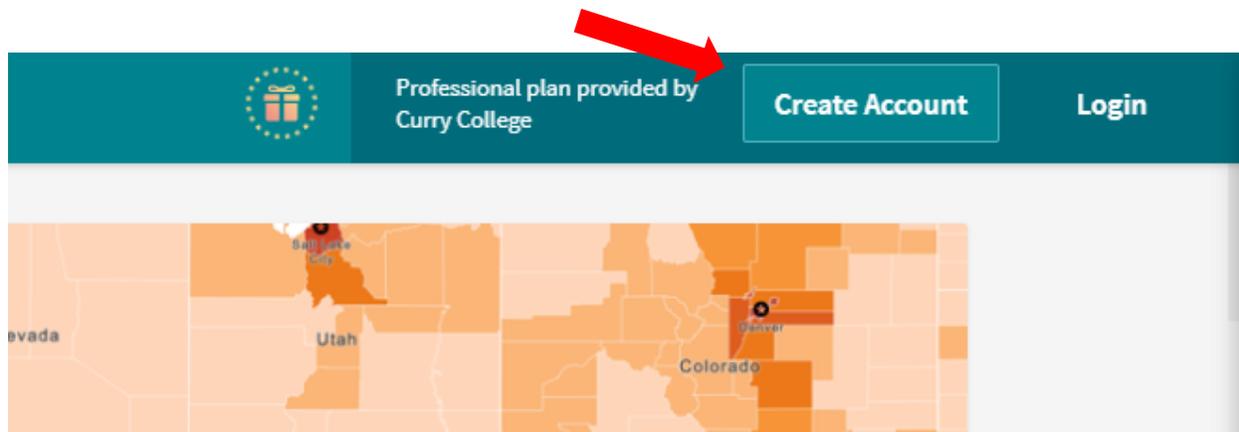
Maps

- Create a map from United States (default map)
- Create a side-by-side map
- Create a swipe map

How to Create an Account

1. Sign into the portal, click on the Library tab, and then the “Databases A-Z Link.”
2. Click on the “S” and then “Social Explorer” link.
3. At the top of the page, click on the “Create an Account” blue button at the top of the page.
4. Use your Curry College email address to create your Social Explorer account. Click Continue. An email confirmation 6-code will be emailed to you.
5. Enter a 6-digit confirmation code
6. Type in a password. After you have set up and account, log into your account.

Once you have an account, you’ll be able to login each time with your email and password. All your maps, reports and stories will be saved in your account.



Reports

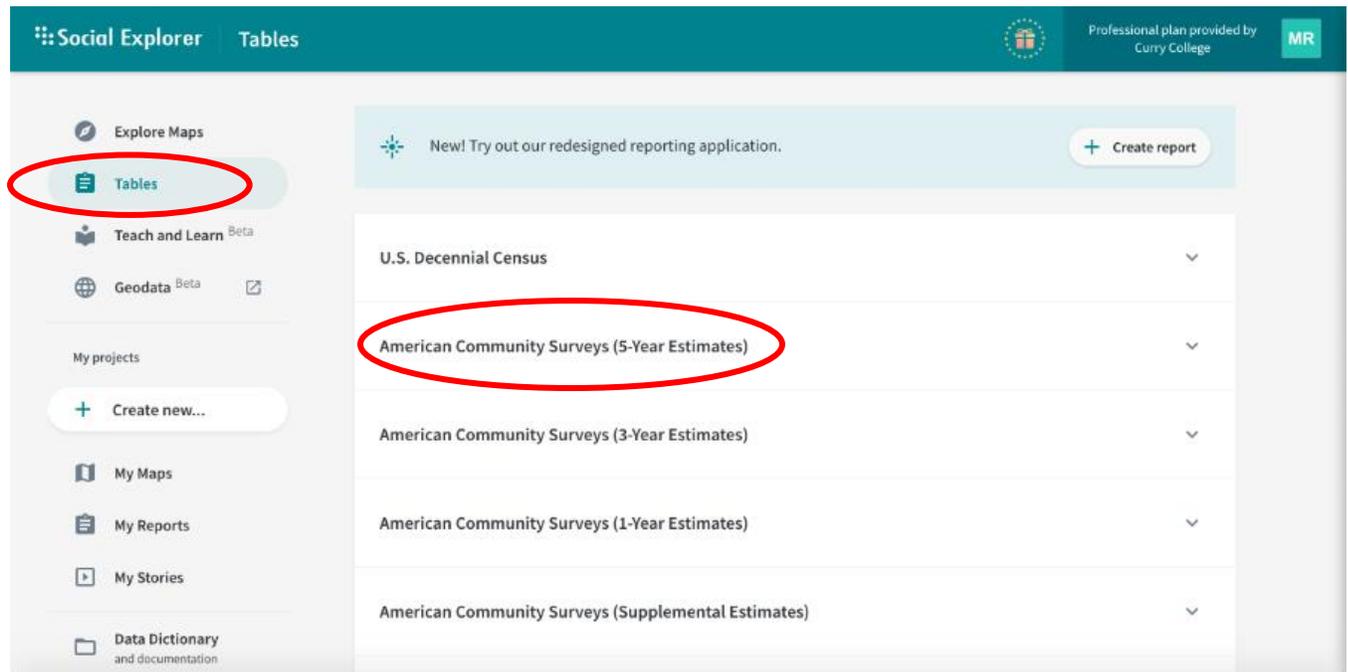
Social Explorer creates data indicators from a wide variety of sources such as the U.S. Census, American Community Survey (ACS), Eurostat, FBI and UCR crime data, and many other data sets or variables.

How to Add Data Sets to a Table

To begin, log into your **mycurry portal**, choose the 'Levin Library' from the top menu, click on "Databases A-Z" link, then click on S, and Social Explorer.

Log into your Social Explorer account with your curry email and password.

On the upper left menu, click on the Tables link.



There's an alphabetical list of data sets (variables). Click on American Community Survey (5-year estimates).

There is a list of American Community Survey 5-Year Estimates (ACS)

The first ACS listed is American Community Survey 5-Year Estimates (ACS) 2014-2018. Click on **Begin Report** link on the right-hand side of the webpage.

Adding Geographies

You can add geographies from the list of geographic types in the top drop-down menu. Choose “8605-digit ZIP code Tabulation Area.”

Next, choose ‘Select a 3-Digit Zip Code Tabulation area from the drop-down menu. Choose ZCTA3 021 for Hyde Park, Boston.

[X Create report](#)

ACS 2018 (5-Year Estimates)

[Choose survey/year](#) ▶ [Geographies](#) ▶ [Tables](#) ▶ [Results](#)

[List Geographies](#) **FIPS Codes**

Select a geographic type: [\(Show all geographies\)](#)

860 5-digit ZIP Code Tabulation Area 

Select a 3-Digit ZIP Code Tabulation Area:

ZCTA3 021 

Select one or more geographic areas and click 'add':

All 5-digit zip code tabulation areas

Next, choose **02136** from the ZCTA 021 list. Click on the 'Add' button, and then click on 'Proceed to Tables' button when you have finished selecting all the geographies that you're interested in.

[×](#) Create report

Select one or more geographic areas and click 'add':

ZCTA5 02129
ZCTA5 02130
ZCTA5 02131
ZCTA5 02132
ZCTA5 02134
ZCTA5 02135
ZCTA5 02136 
ZCTA5 02138
ZCTA5 02139

Add ▾ Remove ▲

Current Geography Selections:

===== 5-digit ZIP Code Tabulation Area - 860 =====
ZCTA5 02136

Proceed to Tables ▶

Add Data Sets (Variables) to your table

You can add variables such as race/ethnic makeup with a specific geography, such as a zip code. There's a drop-down list of variables to highlight. Select **A04001 or Latino by Race** and click 'Add'.

[×](#) Create report

Select a dataset:

Social Explorer Tables: ACS 2018 (5-Year Estimates) ▾

Select one or more tables and click 'add':

C01001A. Age (Detailed Version) - Cumulative (Less)
C01001B. Age (Detailed Version) - Cumulative (More)
B01001. Age (Short Version)
A01002B. Age for Male Population (Short Version)
A01002A. Age for Female Population (Short Version)
A01004. Median Age by Sex
A03001. Race
A04001. Hispanic or Latino by Race
B04001. Hispanic or Latino by Race (Collapsed Version)
A04002. Hispanic or Latino by Specific Origin
A03002. Asian by Specific Origin (Asian with One Asian Category for Selected Groups)
A10008. Households by Household Type
A10025. Housing Units by Household Type (Including Living Alone) and Age of Householder

Abbreviations: **AIAN** - American Indian and Alaska Native; **NHPI** - Native Hawaiian and Other Pacific Islander

Add ▾ Remove ▲

Repeat the above step by adding these variables: **A14001 Household Income** (In 2018 Inflation Adjusted Dollars) and A14007 for **Median Household Income By Race** (In 2014 Inflation Adjusted Dollars). There will now be three items listed in your table.

Click 'Show results' button to generate this table.

× Create report

A14002A. Household Income in the Past 12 Months (In 2018 Inflation-Adjusted Dollars) (Additional Version) - Cumulative (Less)
A14002B. Household Income in the Past 12 Months (In 2018 Inflation-Adjusted Dollars) (Additional Version) - Cumulative (More)
A14003B. Household Income in the Past 12 Months (In 2018 Inflation-Adjusted Dollars) (Renter-Occupied Housing Units)
A10026. Housing Units by Housing Costs as a Percentage of Household Income in the Past 12 Months
A14006. Median Household Income (In 2018 Inflation Adjusted Dollars)
A14007. Median Household Income by Race (In 2018 Inflation Adjusted Dollars)
A14008. Average Household Income (In 2018 Inflation Adjusted Dollars)
A14009. Average Household Income by Race (In 2018 Inflation Adjusted Dollars)

Abbreviations: **AIAN** - American Indian and Alaska Native; **NHPI** - Native Hawaiian and Other Pacific Islander

Add ▼ **Remove** ▲

Current Table Selections:

===== Social Explorer Tables: ACS 2018 (5-Year Estimates) =====
A04001. Hispanic or Latino by Race
A14001. Household Income (In 2018 Inflation Adjusted Dollars)
A14007. Median Household Income by Race (In 2018 Inflation Adjusted Dollars)

Show results ▶

Here's a table that's generated.

Statistics ZCTA5 02136

SE:A04001. Hispanic or Latino by Race

Total Population	34,223	
Not Hispanic or Latino:	24,945	72.9%
White Alone	8,695	25.4%
Black or African American Alone	14,586	42.6%
American Indian and Alaska Native Alone	20	0.1%
Asian Alone	614	1.8%

Save Reports

Once you have the table completed and you want to save your report to your account, click on the 'Save As' button on the top right corner of the webpage. Type the title of the report; you may add a description as well. Click on the 'Save' button to save this report.

Save report

Title
Urban ZCTA and Census Tracts Data Analysis Lab

Description
For Chocolate Cities assignment

Save

Share Reports

To share a report, click on the 'Share' icon. A URL will be generated. You can copy and paste your URL into an email or into a presentation.

The screenshot shows the Social Explorer interface. At the top right, there is a 'Share' icon (a square with a right-pointing arrow) and a 'SAVE AS...' button, both circled in red. A white dialog box titled 'Share report:' is centered on the screen, containing the text 'Link to share:' followed by the URL 'https://www.socialexplorer.com/tables/ACS2018_5yr/R12615871', which is also circled in red. The background interface includes a header with 'Create report', a main title 'ACS 2018 (5-Year Esti...', and navigation options 'Choose survey/year' and 'Geographies'. Below the title are tabs for 'Report', 'Excel', and 'Data Download'. There are also settings for 'Adjust \$ values for inflation to: None', 'Tables per page: 10 tables', and 'Geos per page: 5 items'. At the bottom, a table of statistics is visible for 'ZCTAS 02136'.

Statistics	ZCTAS 02136	
SE:A04001. Hispanic or Latino by Race		
Total Population	34,223	
Not Hispanic or Latino:	24,945	72.9%
White Alone	8,695	25.4%
Black or African American Alone	14,586	42.6%
American Indian and Alaska Native Alone	20	0.1%
Asian Alone	614	1.8%

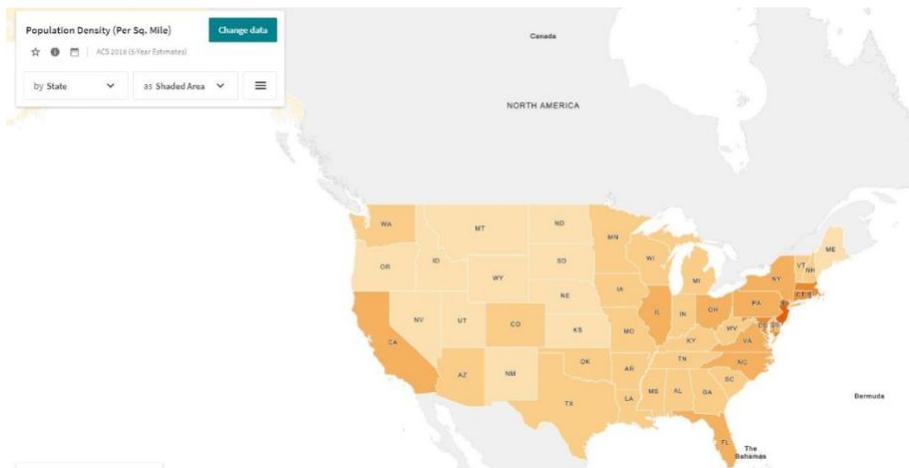
Maps

Create a Map

On the left menu, click on “+ **Create New**” button. Next, name the map. Choose which map you want to use.

Hit “Create”.

The default map in Social Explorer is a map of the United States with its data points the Population Density-Sq. Mile (ACS 2018 5-Year Report). This map automatically appears when you click on the explore button.



Default; Visualized by state

Hover over each state with your mouse, the population density will appear.

Options: You can change the geography level to county, county subdivision, metropolitan statistical area (MSA), and census tract.

Functionality of Maps

Zoom (+ -) with the zoom tool on the bottom right hand side of the screen. You can also use the slider option.

Search box: Search for a specific place by typing a search. The maps will render quickly to locate that place.

Change Data Button: (blue button in the top dialog box)



The **“Show All Years”** link will show each year available for each data source.

Example of visualizing data in maps: Black Population in the United States-2017

The **US Census shows all years** going all the way back to 1790, the first census. You can look at all the historic information for that year. Select a year in the census (ex. 1980) and it will show all the data options for that year. If you scroll down in the dialog box, you’ll see information for that year, but it may not be available for other years. The list of options are census indicators.

For example:

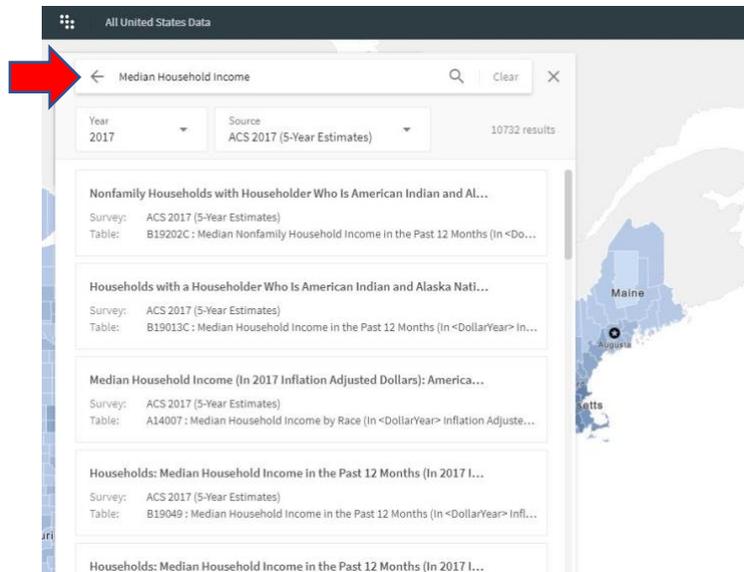
All of the data about race-2017

Date source: AC5 5-year estimates, 2017 supplemental estimates, and 2017 1-year estimates. Filter lists in order to search for specific variables.

Another example of a data set: income variable. The way that the census places people in variable income brackets most people visualize median income per household (size of household etc.).

Data Point

Ex: Median Household
Income, ACS 2017
(5-Year Estimates)



All the data is instantly rendered on the map, no data needs to be downloaded.

Options to change data

In dialog box: show all years **or** show fewer years

You can change the geography levels from county to state, and back to county. Other possible geography variables: county subdivision, census tract block, 5 digit zip code tabulation area, census place, New England City and Town Area, and Congressional District.

Three **types of visualization**: **Shaded area**, **Bubbles**, and **Dot Density**. Note: Not all visualization types are available for all maps.

Shaded area: the most robust image for the entire country.

Legend (bottom left dialog box)

Change color palette (default) SE Orange or Social Explorer orange

New Palette: allows you to use other color palettes or flip colors.

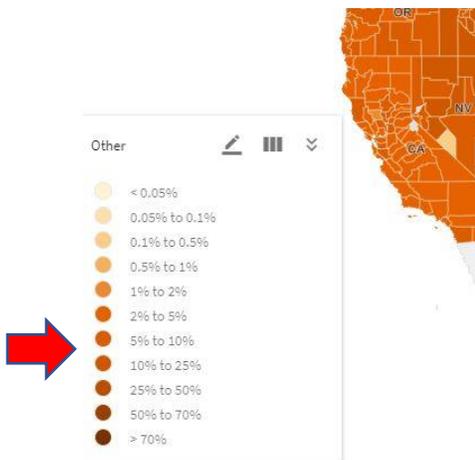
This is the **color palette** of all the color combinations you can choose from in Social Explorer.

Click on **+New Palette** button to change the color palette of your map.



Legend (bottom left) shows different view: What percentage of each variable. For example: <1% has a lightest color hue, 60-70% has the darker hue (unless color is flipped).

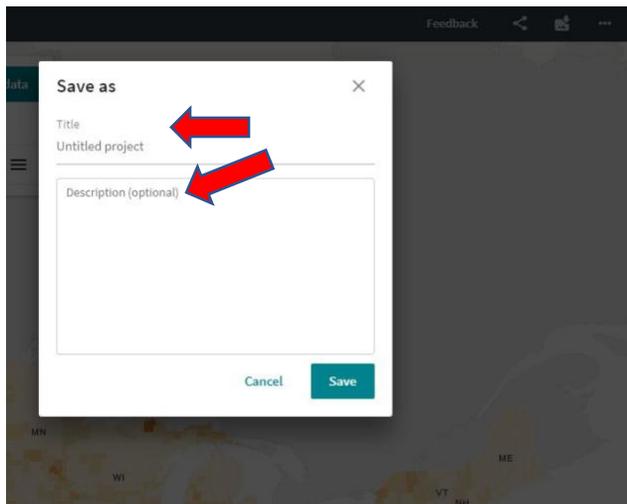
You can click on one of the variables. Example: 2% to 5%. One click will view one variable, click again to show all variables.



To collapse the legend, click on simple view.

Example of data visualization: If you choose to display the African American population, you can mouse over the map. The maps will show the percentage of Black or African American population or percent of the total population instead of a map of the raw number of Black or African American people in each county. Total numbers of people would look like a population density map.

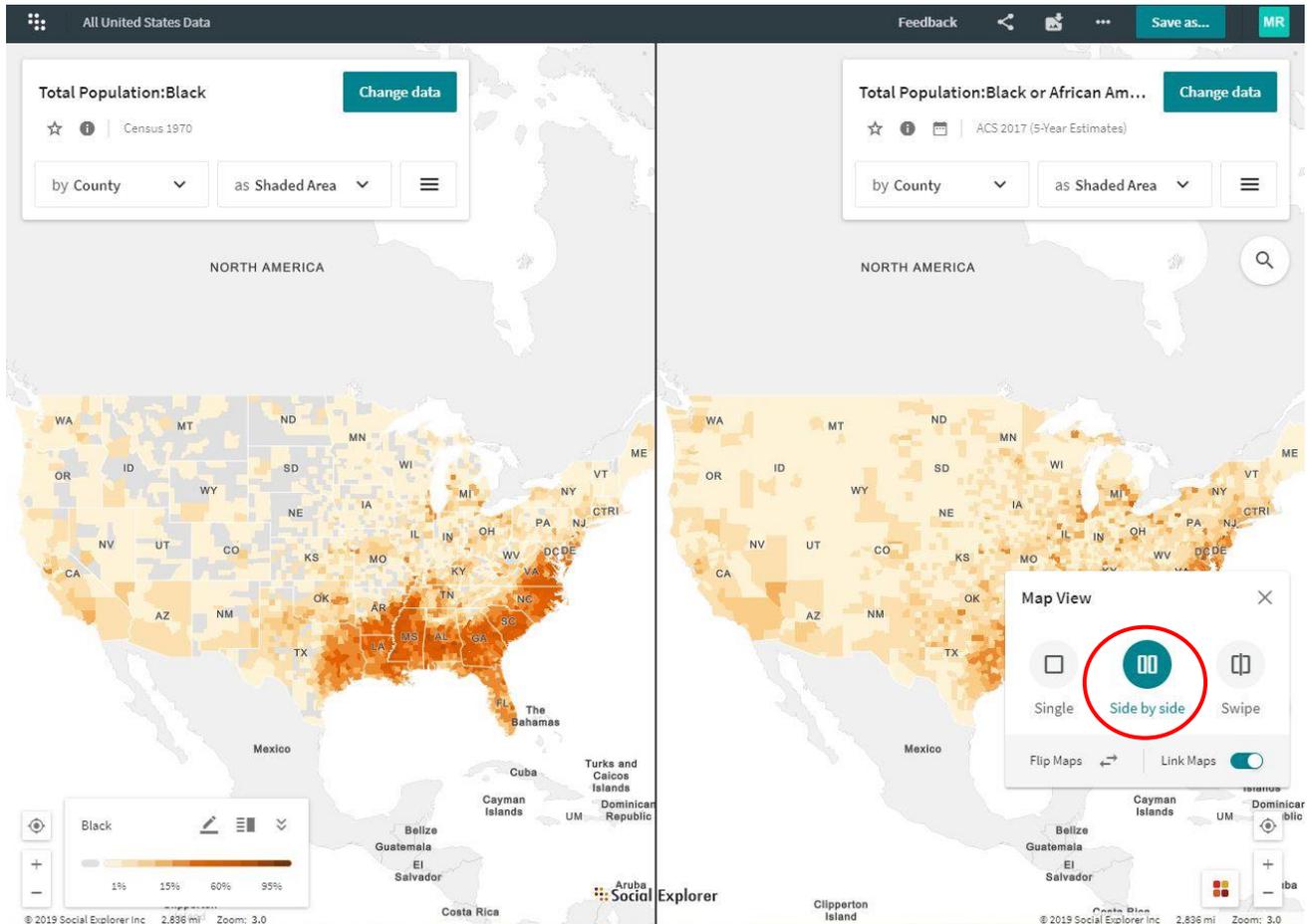
Save Maps: In the top menu, there is a “Save As” option. You can name (or edit) the title for each map as well as add a description.



Maps-Side by Side Option

Sources: Census 1970
Estimates)

ACS 2017 (5-Year



There are three options: **single**, **side by side** and **swipe**.

To get **side by side** maps, choose the “side by side” option by clicking on the map view icon. ‘side by side’ option.

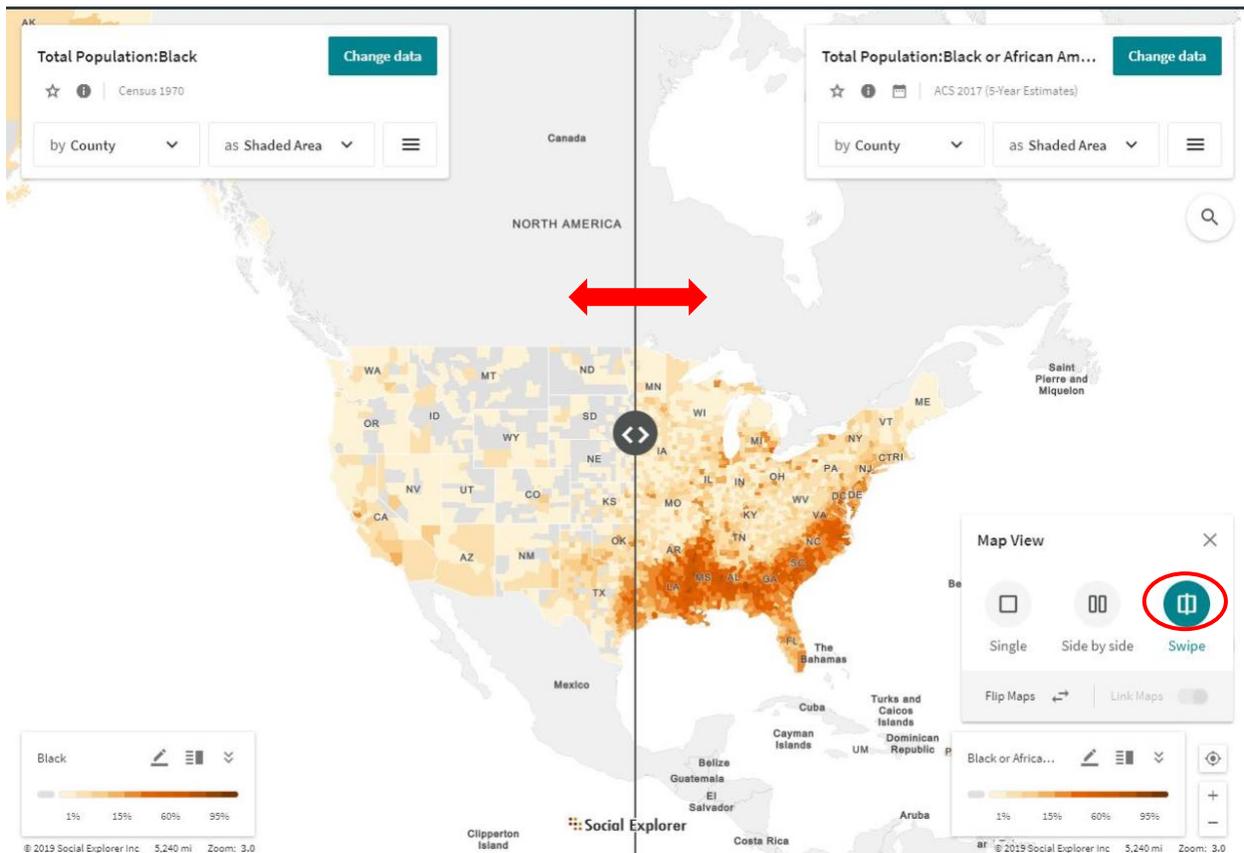
Two identical maps will render. You can change the information of one map. This feature is good for comparisons of two sets of data over time. **Note:** When I hover over a county on one map, it will be highlighted on the second map if I choose the ‘link maps’ toggle. Once you link maps, Social Explorer allows you to zoom in and out on both maps simultaneously.

The two maps above compare the 1970 Census of the Black population to the 2017 ACS (American Community Survey) 5-Year Estimates of the Black or African-American population.

Swipe Map option

Source: 1970 Census (Black Population)

ACS 2017 (Black or African American)



The ability to swipe between maps allow users to visualize demographic change over time by moving the dividing line between the two maps.

Example: Maps that compare US Census 1970 Black population from to 2017 (ACS 5-year Survey Estimates) of Black (African American) population. You can notice the differences by zooming in and swiping from left to right (and right to left) using the swipe option.

Users can systematically visualize demographic change, look for patterns and changes, etc.

There is the option to create a report from the current table selection topic.