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## **ABSTRACT**

**Why Geospatial Data Quality Matters Now More Than Ever.** The advent of Web GIS and open data portals have brought a volume and variety of geographic content to our fingertips. However, do we know where the content comes from? Join Geographer Joseph Kerski as we examine some of the ways to find and examine geospatial data, and some of the pitfalls in ignoring a rigorous assessment of that data.

## **BIO**

Joseph Kerski is a geographer with a focus on the use of Geographic Information Systems (GIS) in education. Joseph was the President of the National Council for Geographic Education and gave a TED Talk on "The Whys of Where". He holds 3 degrees in geography and has served as geographer in 4 sectors of society, including government (NOAA, US Census Bureau, USGS), academia (Penn State, Sinte Gleska University, University of Denver, others), private industry (as Education Manager for Esri), and nonprofit organizations (with roles in the National Council for Geographic Education, others). Joseph authored over 75 chapters and articles on GIS, education, and related topics, and visits 30 universities annually. He conducts professional development for educators. He has created nearly 5,000 videos, 750 lessons, 1,000 blog essays, and authored 7 books, including *Interpreting Our World*, *Essentials of the Environment*, *Spatial Mathematics*, *Tribal GIS*, *International Perspectives on Teaching and Learning*, and *the GIS Guide to Public Domain Data*.