

Living Maps

new data,
new uses,
new problems

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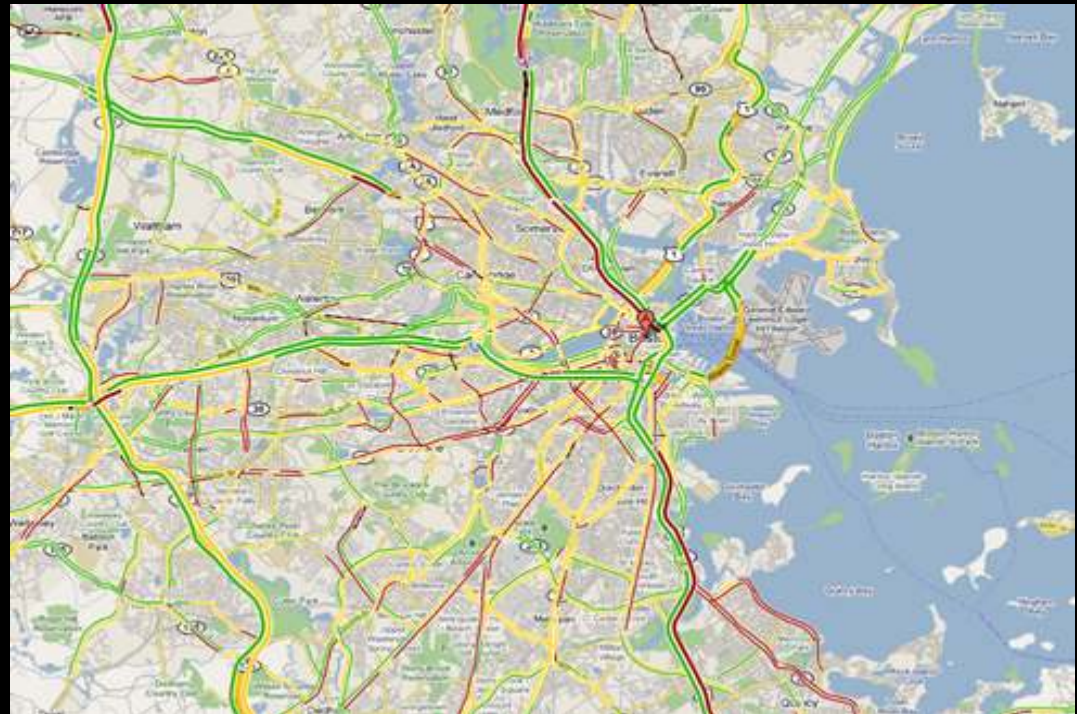
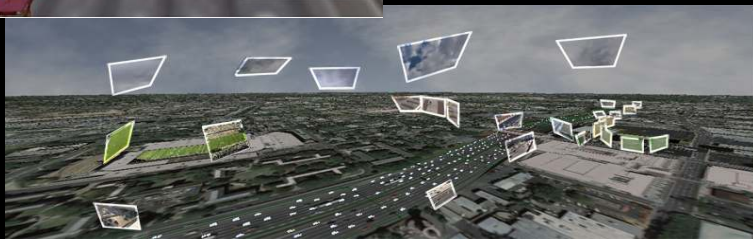
unrestricted



Transformation of classical information tools

- Bulk of new, heterogeneous digital data produced by, and available to actors from a large range of provenance (IT network operators, start-ups, end users, etc.)
- Geolocation data:
 - Maps "augmented" by human presence and activity
 - Maps' new dimensions:
 - Dynamic map: a new search engine
 - New, easy to use time-space representation (zooming)
 - Synchronized and distributed territory view
- Map becomes a reciprocal action frame for city dwellers

- **Living map** is a fusion of digital territory map and representation of dynamic localized flows, producing a new kind of visual information where places, people, activities, and time are mixed together

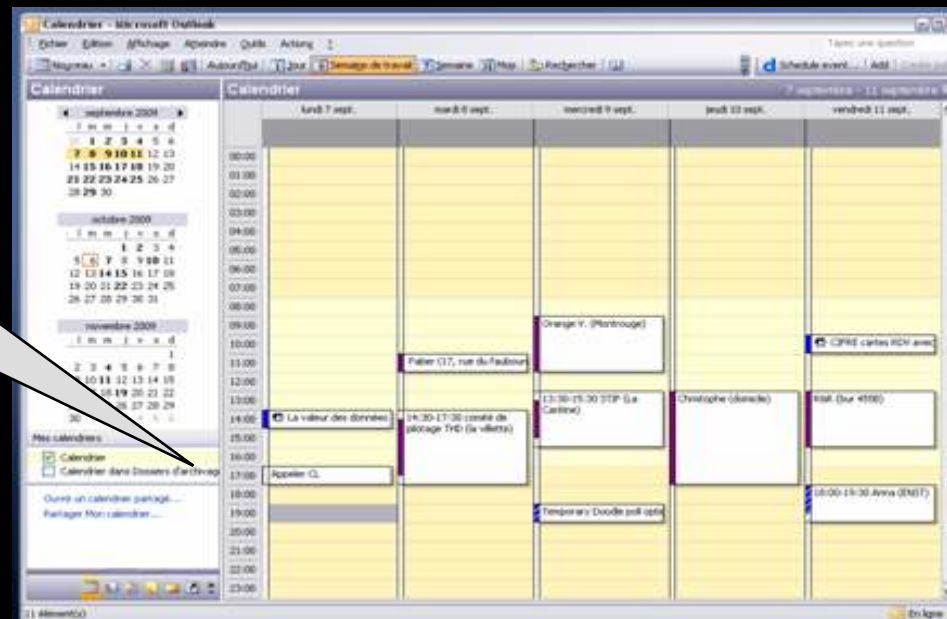




From rendezvous scheduling to map of opportunities?

- ICT and the over-rationalization of everyday life
- Costly coordination + Obligation = Inhibition?

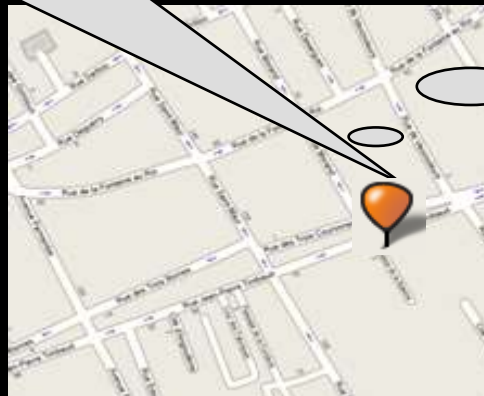
See you?



From rendezvous scheduling to map of opportunities?

- Light coordination of relational opportunism
- Technologically augmented serendipity (Ratti et al. 2006)

I'm here !



**You know it.
You can join me...**

New technological opportunity: contrasted reactions

- Computational Social Sciences vs. Big Brother (geo-slavery)
- Bruno Latour (*Paris: Invisible City*):

“Megalomaniacs confuse the map and the territory and think they can dominate all of Paris just because they do, indeed, have all of Paris before their eyes. Paranoiacs confuse the territory and the map and think they are dominated, observed, watched, just because a blind person absent-mindedly looks at some obscure signs in a four-by-eight meter room in a secret place”

UrbanMobs project

- Using mobile phone localization data to show urban dynamics

The logo for the UrbanMobs project, featuring the word "urbanmobs" in a lowercase, white, sans-serif font. The letter "o" in "mobs" is replaced by a stylized, glowing yellow and white circular graphic with a central dot and a larger outer ring, resembling a mobile phone or a data point.

Voluntary

Tribes = clusters, tastes or groups



Anonymous



Republic = one vote, one person

Buddies = personal network



Public disclosure

Automatic

Living maps: Cultural and socio-political issues

- Property of data
- Privacy
- Space segregation
- Reflexivity of the map and its perverse effects

Living maps: Cultural and socio-political issues

- Property of data
 - Republic map: automatic implementation
 - To consider those data as a common and public good
 - Segmentation map: user's opt-in, mass data needed to be useful
 - Open APIs, interoperability
 - Buddies map: users visible to others
 - Total user control needed

Living maps: Cultural and socio-political issues

- Privacy (Institutional vs. Interpersonal surveillance)
 - Republic map:
 - Large operators - legal and social control possible
 - Segmentation map:
 - Small segments, particular behaviors, commercial targeting – hard to control
 - Buddies map:
 - Lateral control problems

Living maps: Cultural and socio-political issues

- Social segregation of space (social homophily mechanism)
 - Segmentation maps in particular provide:
 - precise activity location and,
 - user typology in the city
 - It can reinforce segregation via:
 - place attractiveness differentiation (user choices) and,
 - customer demand driven space differentiation (commercial, leisure, city operators' offer)

Living maps: Cultural and socio-political issues



- Reflexivity of the map:
 - Insight to a large audience into spatial phenomena
 - Self-monitoring, feedback of our own activities in the city
 - Others as guides of our choice
- Mutual visibility and its perverse effects (unintended consequences of well-informed actions)
 - Sheep-like mass movements
 - Uncontrollable panic behaviors

How the living maps will impact on our lives?

