



WHAT IS GIS FOR THE GOOGLE GENERATION?

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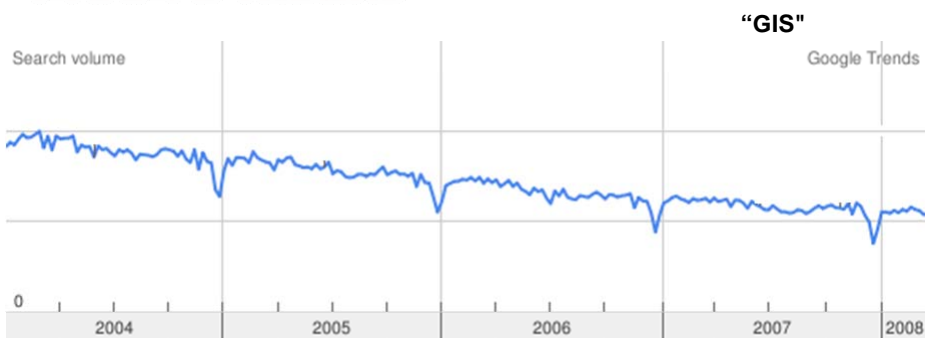
University College London



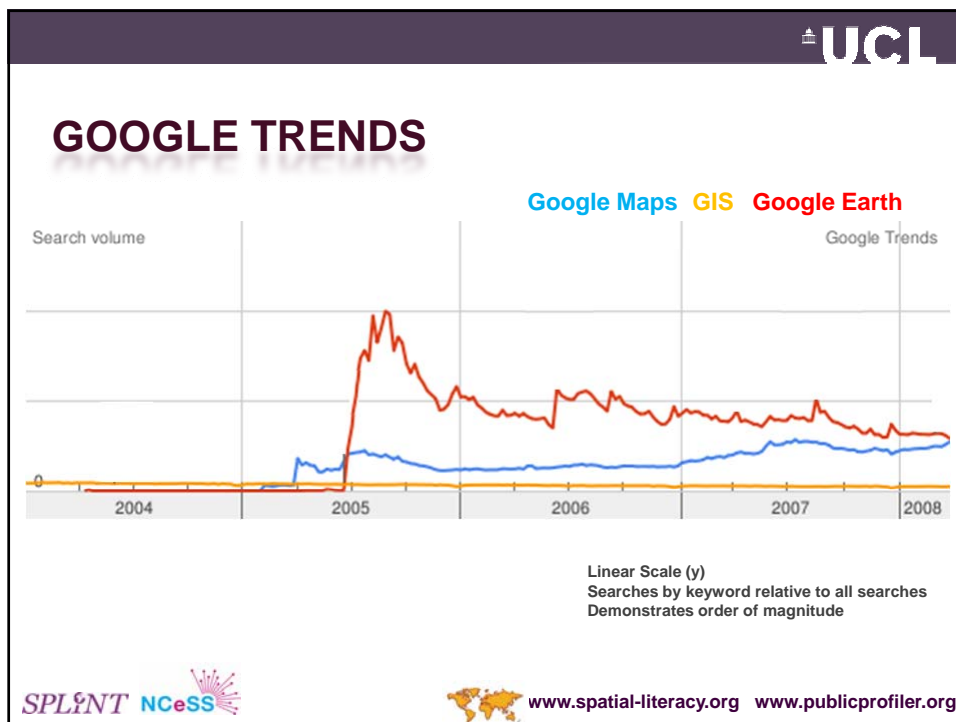
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GOOGLE TRENDS

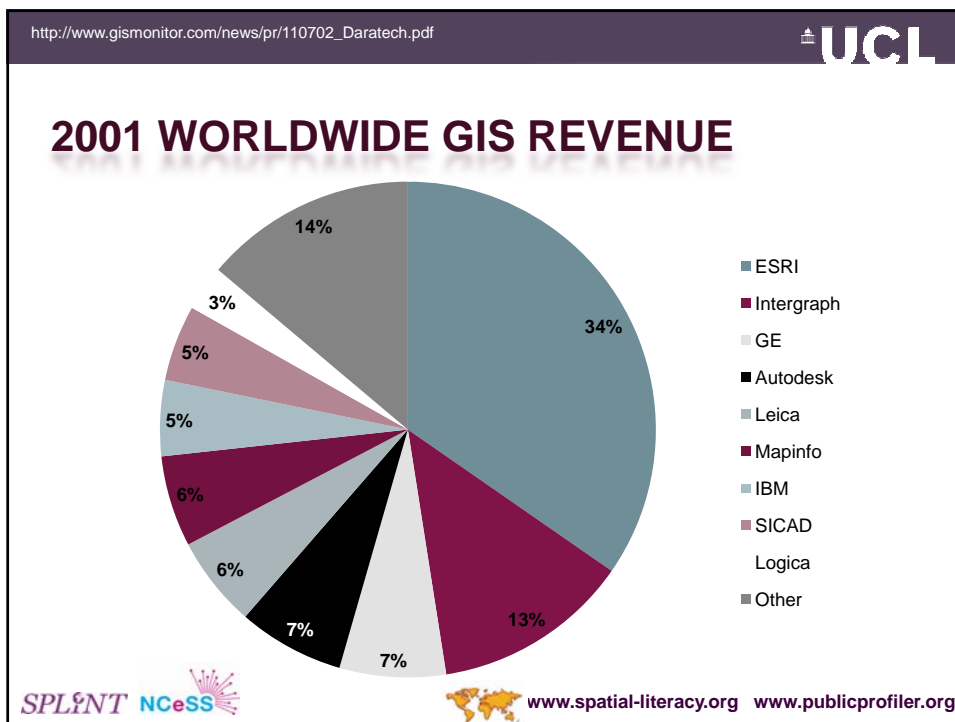


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NON GOOGLE GIS IS NOT DEAD!

- 14k People ESRI User Conference
 - Compared RGS – 1-1.5k
 - Compared AAG – 9k
- GIS needs to redefine the market – Science!
 - Google - Visualisation



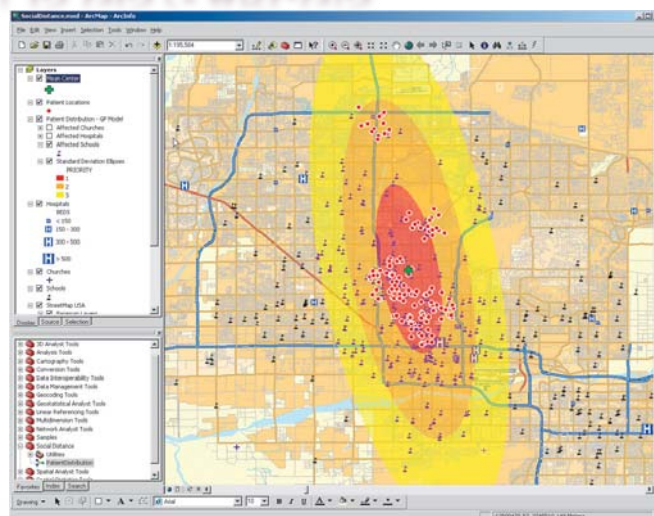
http://www.washingtontechnology.com/print/20_8/25991-1.html?topic=state

SIGNIFICANCE OF GIS

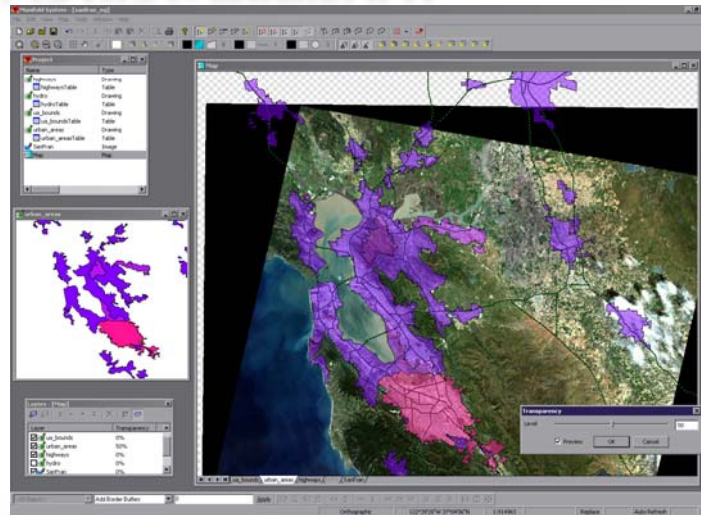
- Global Spending **\$1.8bn**
 - \$544 million was spent by U.S. federal, state and local government agencies (~30%)
 - ESRI has roughly 80 percent of the software market share in the US federal, state and local government (~\$435m)



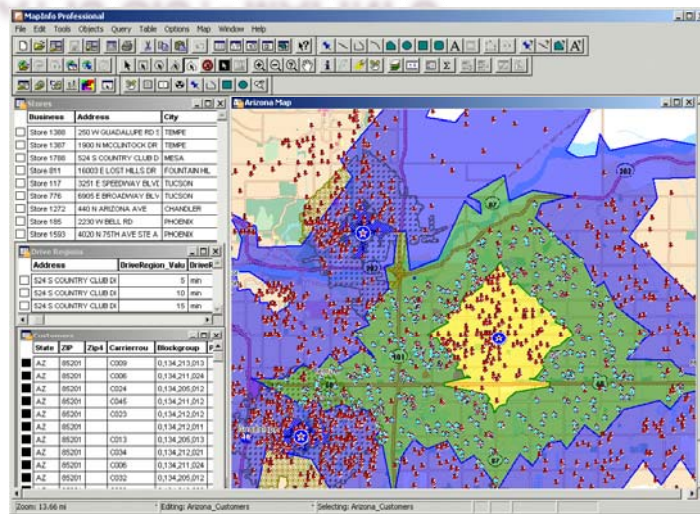
WHAT IS GIS?- ARCGIS



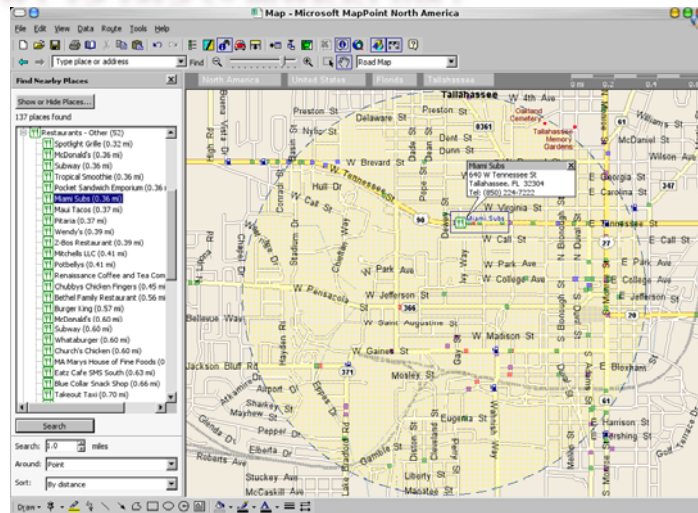
WHAT IS GIS?- MANIFOLD



WHAT IS GIS?- MAPINFO



WHAT IS GIS?- MAPPOINT



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WHAT IS GIS? – WEB GIS

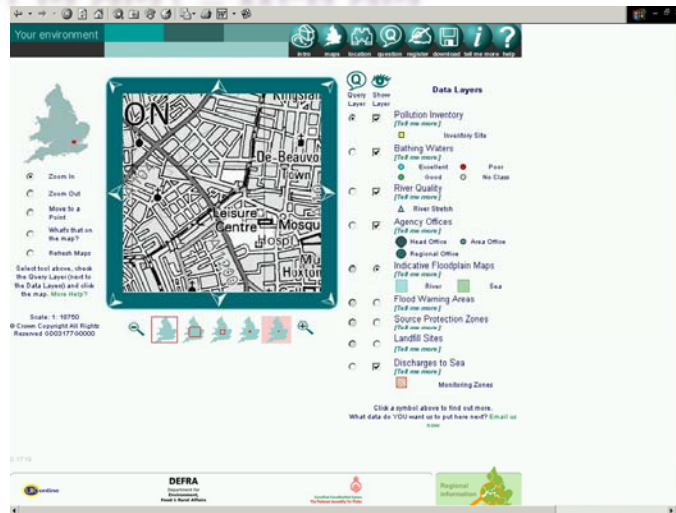


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WHAT IS GIS? – WEB GIS

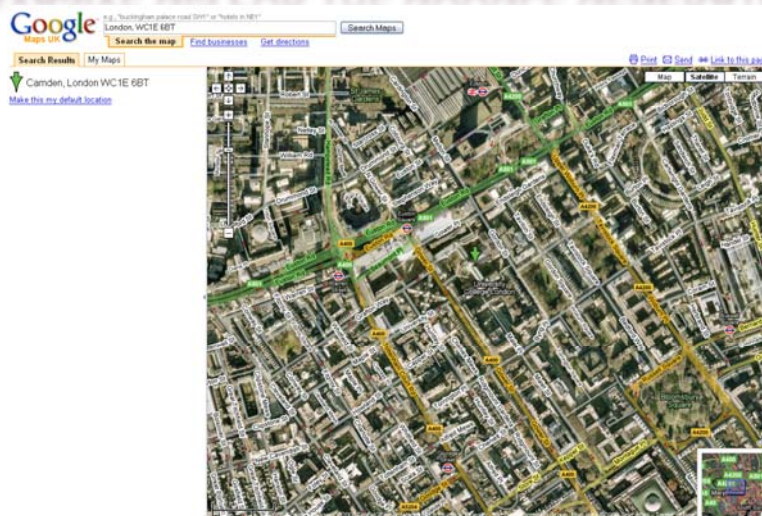


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PERVASIVE GIS FOR THE GOOGLE GENERATION?

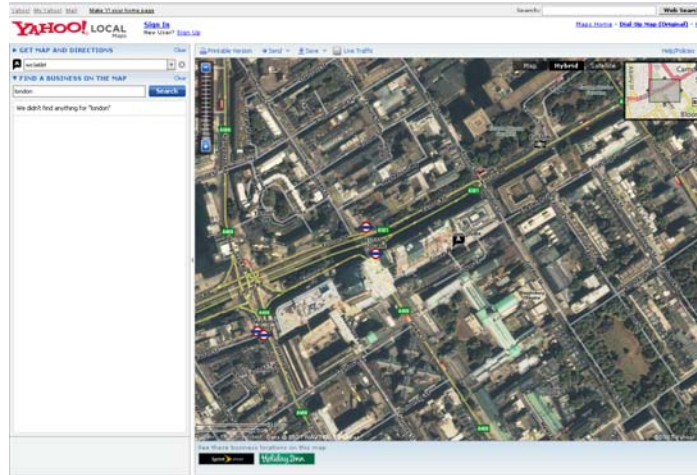


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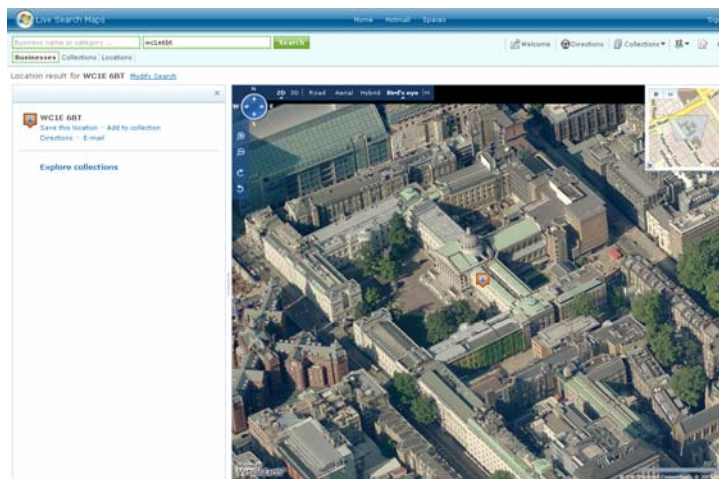


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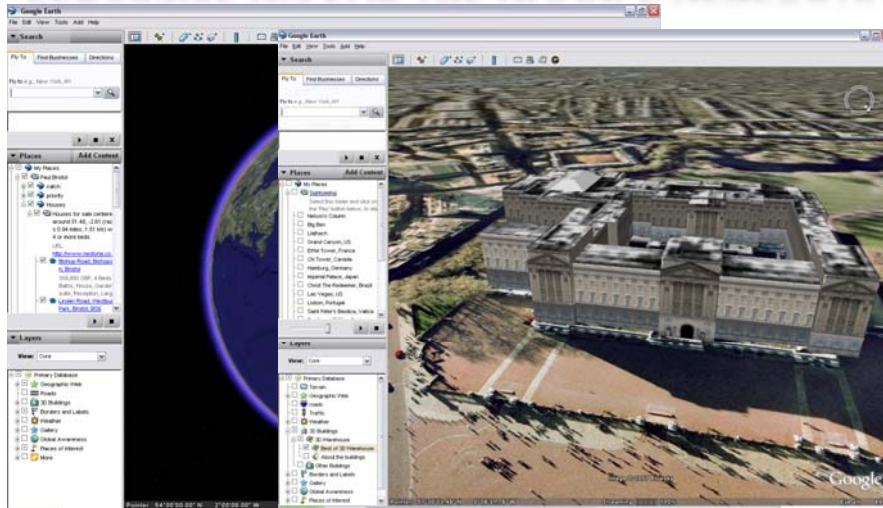
PERVASIVE GIS FOR THE GOOGLE GENERATION?



PERVASIVE GIS FOR THE GOOGLE GENERATION?



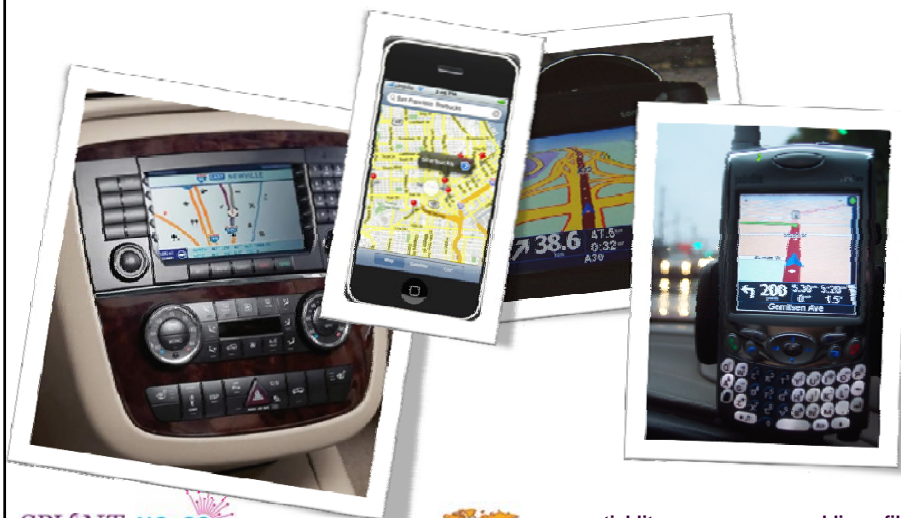
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<http://en.wikipedia.org/wiki/TomTom>

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http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html
 http://en.wikipedia.org/wiki/Web_2


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WEB 2.0





*In studying and/or promoting web-technology, the phrase Web 2.0 can refer to a **perceived** second generation of web-based communities and hosted services — such as social-networking sites, wikis, and folksonomies — which aim to facilitate creativity, *collaboration*, and *sharing* between users.*



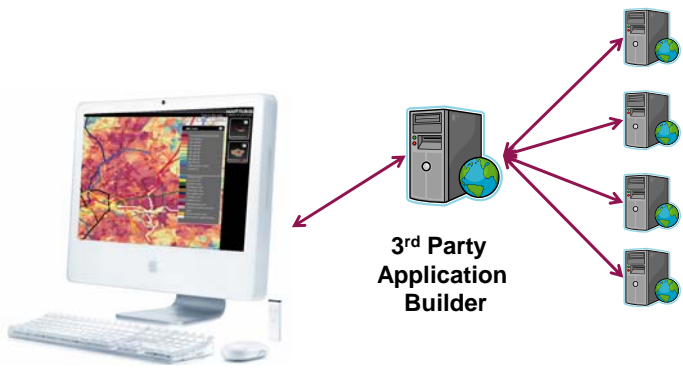




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BUILDING MASHUP SERVICES (WEB 2.0)



3rd Party Application Builder

Data :

- Open Formats
- Geo-RSS
- KML
- XML
- “Tiles”

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<http://googlesightseeing.com/2007/05/24/angelina-jolies-geocache-tattoo/> **UCL**

BRANGELINA (BRAD AND ANGELINA)



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<http://googlesightseeing.com/2007/05/24/angelina-jolies-geocache-tattoo/>



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NESTORIA

Property for sale in WC1

144 properties - 4,899 sq ft

Price: any Beds: any Date: any

14 of 144 Sort: **Relevance** Price Beds Date

- Swire Building, 34 Leinster Ln, Holborn** £750,000
3 Beds, Flat, Balcony, Garden, High Ceilings, Lift, Parking
Contemporary 4th floor warehouse style apartment on the building level.
- Whitbourne Street** £500,000
1 Bed, House, Detached
Unique single bed property currently planned as two self contained one
- Bernard Mansions, Bloomsbury, WC1** £448,000
1 Bed, 1 Bath, House, Freshly, Victorian, Reception
Over 400 years old on the first floor of this small late Victorian mansion
- Queen Court, Bloomsbury, WC1** £450,000
1 Bed, 1 Bath, Flat, Porter, Lift, Garage, Reception
Over 400 years old on the first floor of this small late Victorian mansion
- Ormonds Mansions, Bloomsbury, WC1** £1,100,000
2 Beds, 1 Bath, Flat, High Ceilings, Reception
Large bed bedroom flat on the first floor of this Edwardian mansion block.
- Russell Court, Woburn Place** £125,000
Studio, 1 Bath, Flat, Leasehold, Refurbished
Lease 90 years from 1975/76 see also last few photos of roof of water
- Russell Court, Woburn Place** £229,500
Studio, 1 Bath, Flat, Leasehold, Refurbished
Fourth floor of a new 4 storey building with 24 hour concierge and
- Bloomsbury Mansions, Holborn, WC1** £925,000
2 Beds, 2 Baths, Flat, Sauna, Porter, Gym, Purpose Built, Reception
The Anderton bed bedroom four floor flat located in one of Bloomsbury's
- Railford Square, Bloomsbury** £895,000

WC1 Information

Census	Census Data for WC1	WC1	London	UK
Age	Avg age	33	40.1	39
Govt	Avg income (net)	8.8	8.3	6.7
Health	Gender gap (female/male)	0.98	1.14	1.05
Parking	Population in good health	74.2%	71.0%	69%
Police	Home ownership	16.5%	17.2%	16.2%
	Unemployment	41.4%	8.5%	4.4%



OPENSTREETMAP - VOLUNTEERED GI - WIKIFICATION

OpenStreetMap

The Free Wiki World Map

OpenStreetMap is a free online map of the whole world. It is made by people like you.

OpenStreetMap allows you to view, edit and use geographical data in a collaborative way from anywhere on Earth.

OpenStreetMap's hosting is kindly supported by the UCL UK Centre and Research.

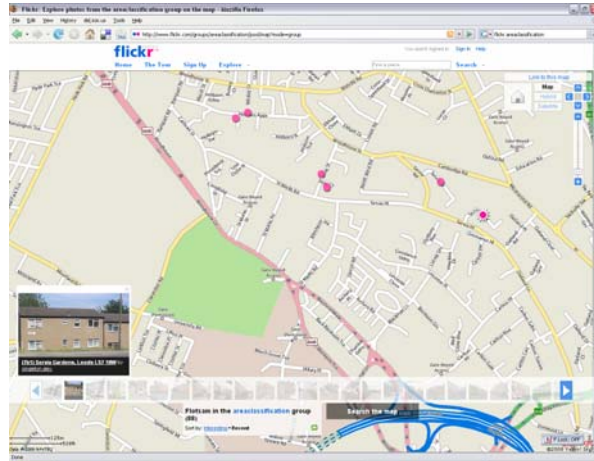
Help & Wiki
Users' stories
News blog
Shop
Map key

Search: Where am I?

Map & Download

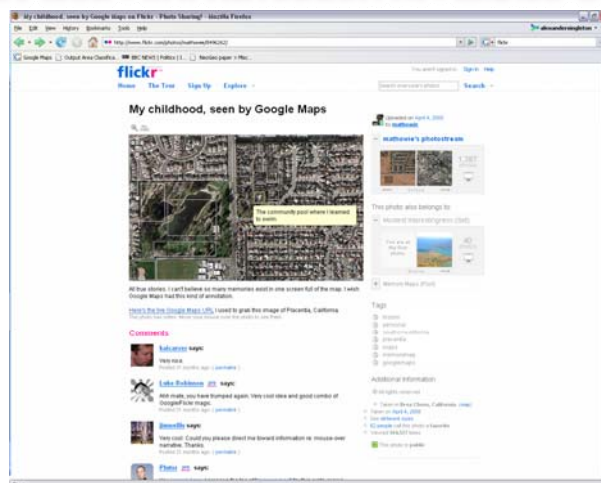


FLICKR- VOLUNTEERED GI - WIKIFICATION



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MEMORY MAP - VOLUNTEERED GI - WIKIFICATION



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What about...

RESEARCH?



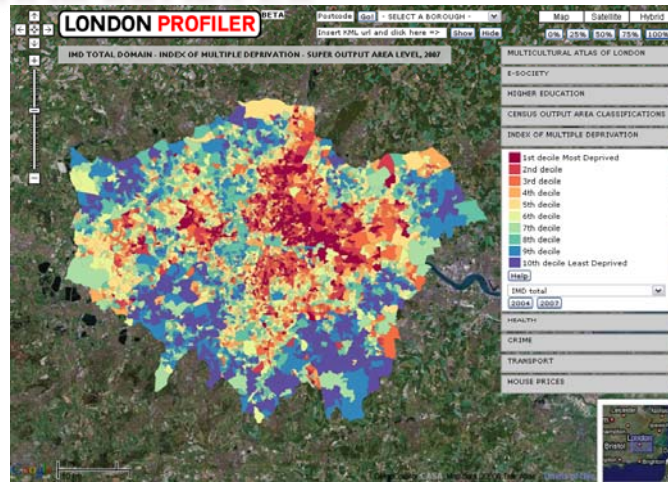
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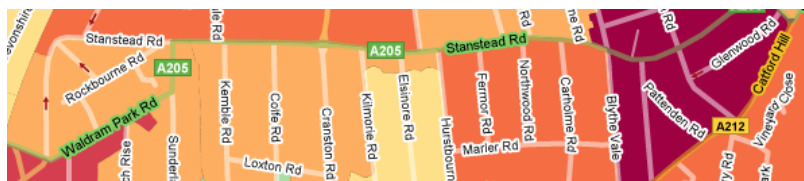
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LONDON PROFILER



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LONDON PROFILER – TRANSPARENCY



100%

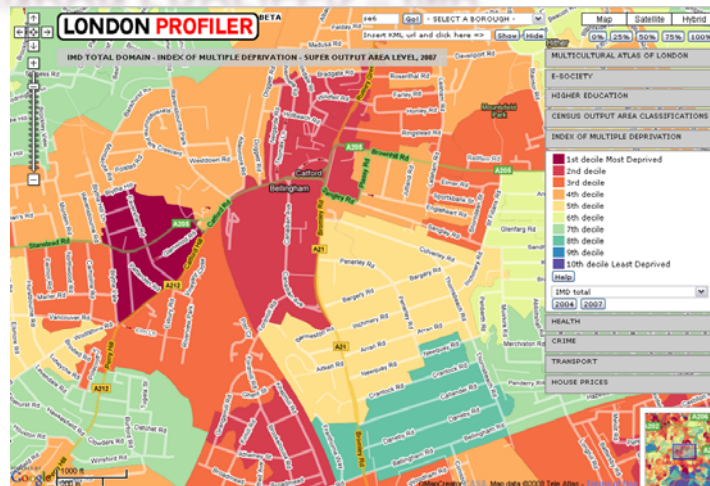


50%



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LONDON PROFILER – IMD

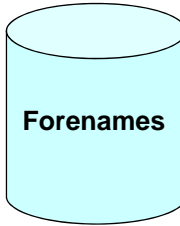


- 26 countries in America, Europe, Asia and Oceania
- Total population of 1 billion people (individual level data for 300 million people)
- 10.8 million unique surnames
- 6.5 million unique forenames
- Statistics at postcode level

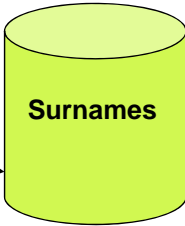
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ONOMAP

UK Electoral Roll



Forenames





Surnames

Pablo →
Juan ←
Rosa →
Marta →
...

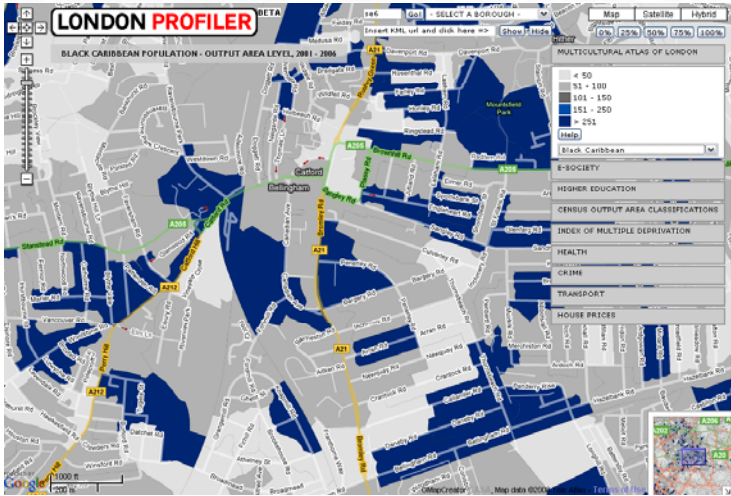
Mateos
Garcia
Pérez
...
Sánchez
Rodríguez



- Several iterations until self-contained cluster is exhausted
- Cluster assigned an Onomap Type



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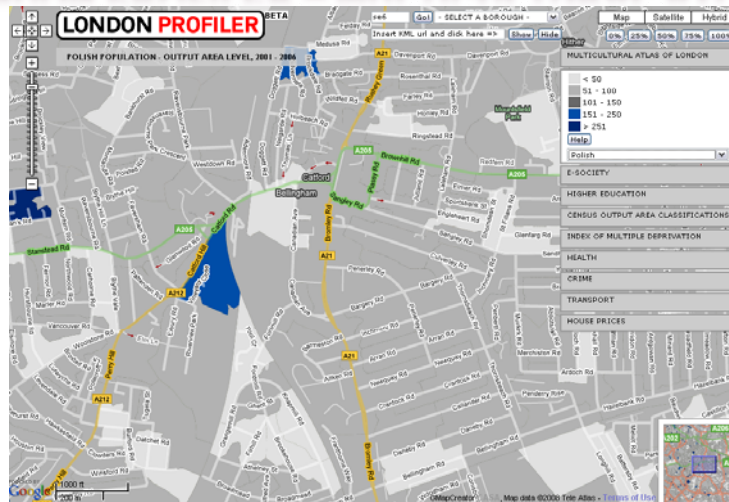
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LONDON PROFILER – MULTICULTURAL ATLAS





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LONDON PROFILER – MULTICULTURAL ATLAS

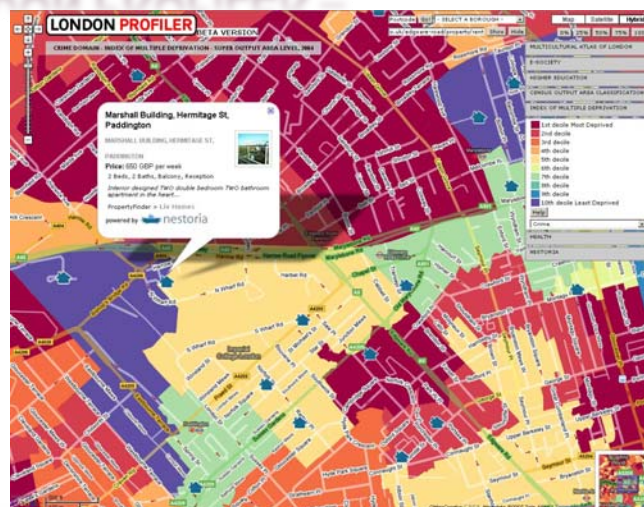


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MAPTUBE


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MAPTUBE
a place to put maps

Showing records 1 to 12 of 69


Mouse Prices

House Price Data
more information
 Viewed 771 times




London Tube Map

A map of the London Underground with geographically correct station positions taken from wikimedia.
more information
 Viewed 660 times




Dan Vickers' Output Area Classification (OAC)

Output Area Classification for England, Scotland and Wales
more information
 Viewed 480 times




Post Office Locations

The locations of post offices in England, Scotland and Wales. The data was obtained from the post office web site in October 2007.
more information
 Viewed 427 times




English Population



The percentage of the population in London who are English in origin.
more information
 Viewed 259 times




Postoffice Closures

Map of postoffice closures in Kent, the East Midlands and East Yorkshire, taken from www.thisismoney.co.uk. This is from the dataset that was accidentally published on the Postoffice



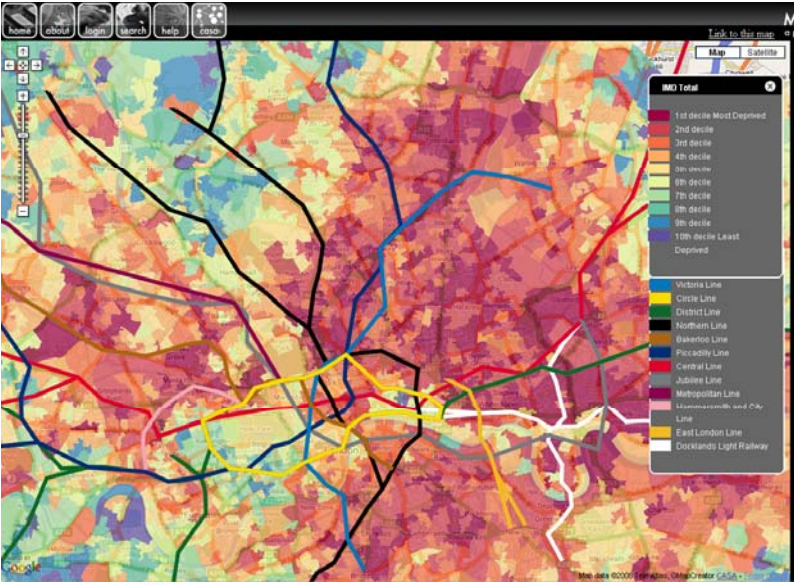

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MAPTUBE
a place to put maps



[Link to this map](#)




IMD 10 total

- 1st decile Most Deprived
- 2nd decile
- 3rd decile
- 4th decile
- 5th decile
- 6th decile
- 7th decile
- 8th decile
- 9th decile
- 10th decile Least Deprived

- Victoria Line
- Circle Line
- District Line
- Northern Line
- Bakerloo Line
- Piccadilly Line
- Central Line
- Jubilee Line
- Metropolitan Line
- Elizabeth and C2C Line
- East London Line
- Docklands Light Railway


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MAPTUBE

Select Multiple Layers
• Tiles
• Remotely Hosted

Fade Control

Close Legend

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RADIO 4 – CREDIT CRUNCH

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VISUALISATION

Fantasy Architecture



Real-time Render

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VISUALISATION

Virtual Places & Virtual Globes – Second Life



Embedded GI

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CONCLUSION: LIMITATIONS

- Global pin board
- Meta data?
- Google type technology – display / sharing
 - What about the science?