


Transforming Audiences 3 | University of Westminster | 1-2 September, 2011

Location-aware Interfaces in Hybrid Spaces

locational privacy control urban sociability

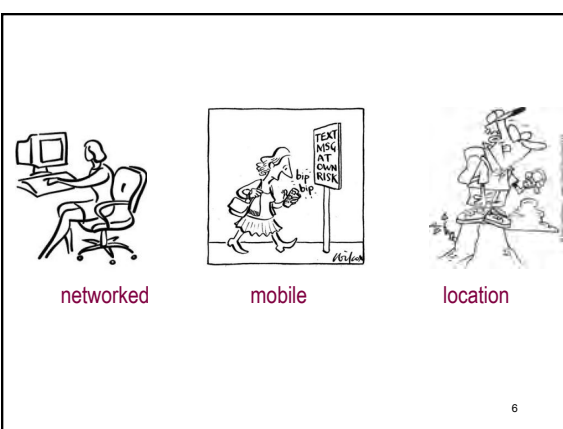
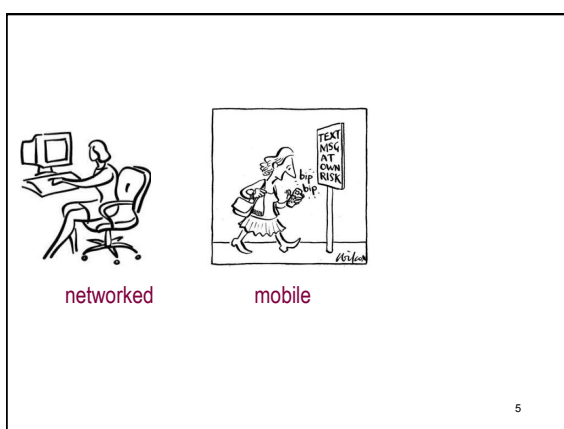


Adriana de Souza e Silva | Associate Professor | North Carolina State University¹

Amsterdam: Real Time (Hans Smayda, 2002)

Mobility

2



Net Locality



Net Locality

Shift in the way we interact with: the Internet / physical spaces



Location = organizational logic of networked interactions⁸

Network society (1990s)

Digital (networked) spaces used to be independent of physical spaces

(Mitchell, 1996; Negroponce, 1996; Rheingold, 2000; Donath, 1997; Serres, 1995; Wertheim, 1999)

Network society



Network model

- Myths of Cyberspace (Couclelis, 2007):
- Dissolution of cities (death of geography)
 - Reduced need for mobility
 - Social spaces ☒ virtual spaces



Network model

Telework (Castells, 2000) / connection speed (Kelly, 1999)



Rio de Janeiro, Downtown, 2009
12
(Castells, 2000; Couclelis, 2007; Kelly, 1999; Robins, 2000; Townsend, 2004; Morgan, 2004)

Network model

The Global City



The new mobilities paradigm

Mobilities, immobilities, moorings



Mobile Technologies

Physical vs. "Virtual" mobilities



Mobile Technologies

Disconnection from public spaces
Free from place
Death of public spaces
"absent presence"



Net Locality

The Internet is brought into public spaces



Net Locality

Location-based services



Net Locality

Location-based social networks, location-based mobile games

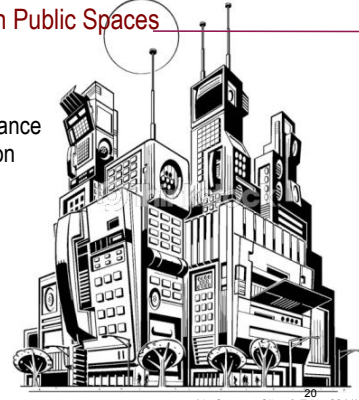


Loopt, Brightkite, Whirl, Foursquare, Gowalla, Botfighters, Mogi, City Sense, etc. etc.

19

Mobile Interfaces in Public Spaces

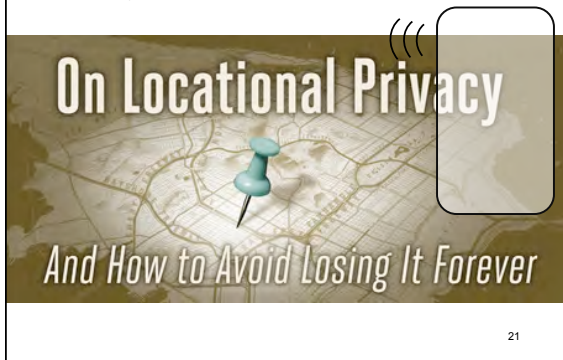
- Privacy / surveillance
- Power / exclusion
- Public spaces



(de Souza e Silva & Frith, 2011)

Net Locality: Privacy / Surveillance

Locational Privacy



21

Net Locality: Privacy / Surveillance

Governmental "top-down" surveillance



22

Net Locality: Privacy / Surveillance

Governmental "top-down" surveillance



23

Net Locality: Privacy / Surveillance

Corporate "top-down" surveillance

" Ah new message, wonder if it's Jane texting me back about that date, or Mum if she's landed ok, or Karl texting me the Arsenal Vs Liverpool score or.. "

" Aarrgh another bloody coupon. "



24

Net Locality: Privacy / Surveillance

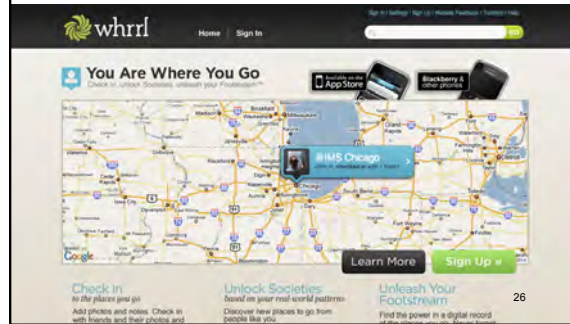
Collateral surveillance



(de Souza e Silva & Frith, 2010; Humphreys, 2010)

Net Locality: Privacy / Surveillance

Collateral surveillance



Net Locality: Privacy / Surveillance

Locational Privacy

Will people become more comfortable sharing their location?

Will the ability to broadcast locations influence how people understand locational privacy?

27

Net Locality: Privacy / Surveillance

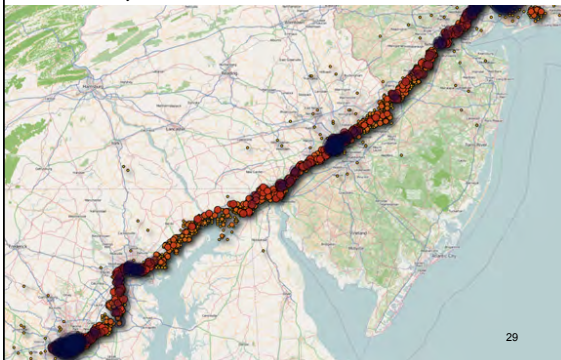
Locational Privacy

Location is not inherently private – it's contextual

28
(Solove, 2004; 2008)

Net Locality: Privacy / Surveillance

Locational Privacy



29

Net Locality: Power / Surveillance

Collateral surveillance / Power asymmetry



Mogi, Japan (2003)

30
(Licoppe & Inada, 2006; Licoppe & Guillot, 2006; Licoppe & Inada, 2009)

Net Locality: Power / Surveillance

Collateral surveillance / Power asymmetry



Net Locality: Power / Control

Will the ability to control digital information attached to location lead to increased over-filtered public spaces?



Net Locality: Power / Control

Does net locality lead to homogenous spaces, filtered to our individualized needs?



Net Locality: Public Spaces



Net Locality: Public Spaces

Commodification of location



Net Locality: Public Spaces

Presentation of self through location



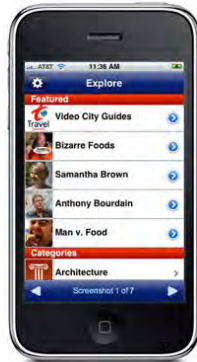
Net Locality: Public Spaces

Presentation of location

The potential to highlight and access dynamic aspects of a location via location-aware technologies



(Sociallight)



Net Locality: Public Spaces



Instead of public space being lost to the network, the network is being pulled into public space.

Thank you!