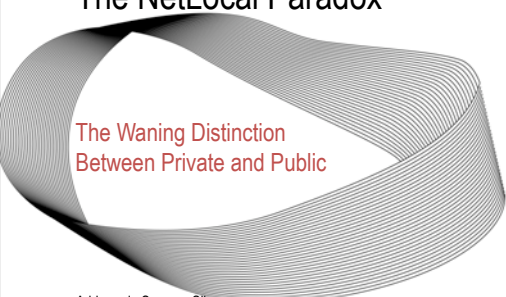


The NetLocal Paradox



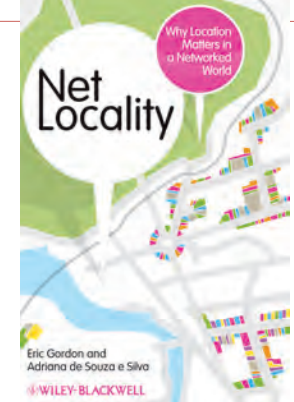
**The Waning Distinction
Between Private and Public**

Adriana de Souza e Silva
Associate Professor
IT University of Copenhagen

Eric Gordon
Associate Professor
Emerson College

NCA Urban Communication Foundation pre-conference : San Francisco: November 13, 2010

Coming April 2011



Net Locality

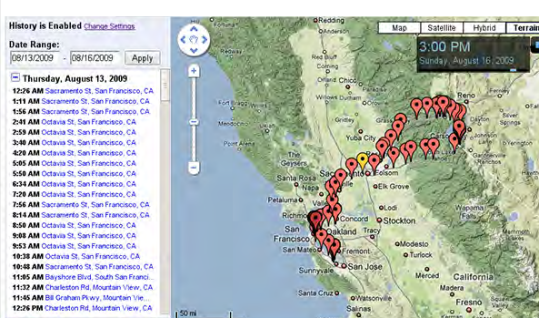
Why Location Matters in a Networked World

Eric Gordon and
Adriana de Souza e Silva

WILEY-BLACKWELL

Public vs. Private spaces

Private becomes public



History is Enabled [Change Settings](#)

Date Range: 08/13/2009 - 08/16/2009 [Apply](#)

Thursday, August 13, 2009

- 12:26 AM Sacramento St, San Francisco, CA
- 1:11 AM Sacramento St, San Francisco, CA
- 1:56 AM Sacramento St, San Francisco, CA
- 2:41 AM Octavia St, San Francisco, CA
- 2:59 AM Octavia St, San Francisco, CA
- 3:48 AM Octavia St, San Francisco, CA
- 4:29 AM Octavia St, San Francisco, CA
- 5:05 AM Octavia St, San Francisco, CA
- 5:58 AM Octavia St, San Francisco, CA
- 6:34 AM Octavia St, San Francisco, CA
- 7:29 AM Octavia St, San Francisco, CA
- 1:56 AM Sacramento St, San Francisco, CA
- 8:14 AM Sacramento St, San Francisco, CA
- 8:59 AM Octavia St, San Francisco, CA
- 9:08 AM Octavia St, San Francisco, CA
- 9:53 AM Octavia St, San Francisco, CA
- 10:38 AM Octavia St, San Francisco, CA
- 10:48 AM Sacramento St, San Francisco, CA
- 11:05 AM Bayshore Blvd, South San Francisco, CA
- 11:23 AM Charleston Rd, Mountain View, CA
- 11:45 AM Bill Graham Pkwy, Mountain View, CA
- 12:26 PM Charleston Rd, Mountain View, CA

Private becomes public

The public nature of location data



Street View [Help](#) [Traffic](#) [Map](#) [Sat](#)

Jones St / Pleasant St


Street View [Help](#) [Full-screen](#) [360](#)

SPEED LIMIT 45

Zoom Out

Private becomes public

The public nature of location data



AT&T 8:16 PM

Distance Name +

Me
I'm on Loopy!
in Mountain View, CA

Heather Nichols 10 mins ago
Getting ready for my swim meet tonight
6 mi NW @ Stanford University

Michael Queen 10 mins ago
Teasing it up!
6 mi NW @ Stanford Univ Golf Course

Patricia Thomp... 10 mins ago
Rigging it up on my DH bike!
20 mi NW in Pacifica, CA

Bruce Booth 10 mins ago
Mountain biking with the crew
27 mi NW @ The Presidio of San Francisco

Robert Strom 10 mins ago
Proud

Quivira Vineyards
20 reviews [Add a Comment!](#)

Private becomes public

Will people become more willing to share location information?

How is the public character of location influencing the way we understand privacy?

How will we be able to control with whom our location information is shared?

...It is all about control...

Public becomes private

Personalization of public spaces



Public becomes private

Over-filtered situation

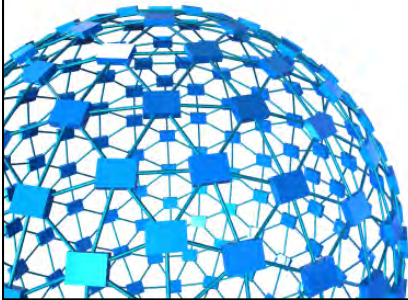


Will people have different (personal) perceptions of public spaces depending on the type of location-aware interface they use?

Will location-based technologies facilitate the encounter of the same?

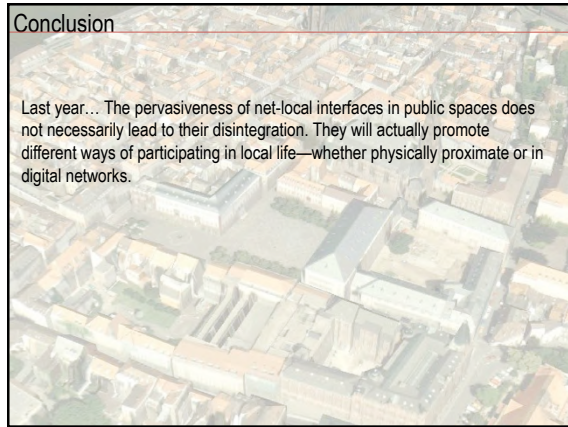
Conclusion: Power and control

- Organized around networks
- Constructed around the articulation between local/global (Castells, 2009)



Conclusion

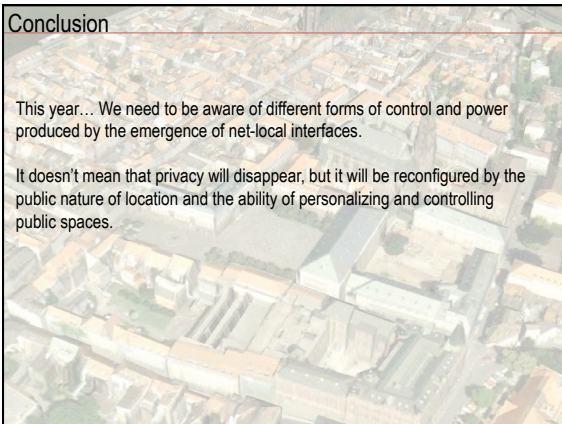
Last year... The pervasiveness of net-local interfaces in public spaces does not necessarily lead to their disintegration. They will actually promote different ways of participating in local life—whether physically proximate or in digital networks.



Conclusion

This year... We need to be aware of different forms of control and power produced by the emergence of net-local interfaces.

It doesn't mean that privacy will disappear, but it will be reconfigured by the public nature of location and the ability of personalizing and controlling public spaces.



Thank you!

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