

# Beyond Networks and Mobilities

Location-aware technologies as interfaces of net locality



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# Mobilities

# Location

## Net Locality

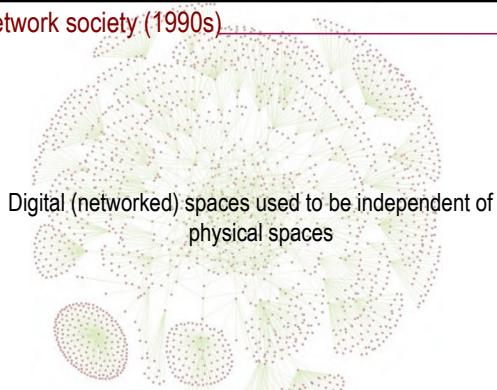


Shift in the way we interact with: the Internet / physical spaces



Location = organizational logic of networked interactions

## 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

(Castells, 2000; Couclelis, 2007; Kelly, 1999; Robins, 2000; Townsend, 2004; Morgan, 2004)

## Network model

The Global City



## The new mobilities paradigm (2000s)

Mobilities, immobilities, moorings



(Sheller & Urry, 2006)

## Mobile Technologies

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



(Puro, 2002; Plant, 2001; Geser, 2004; Wellman, 2002; Hampton, 2008, 2010; Gergen, 2002)

## Net Locality

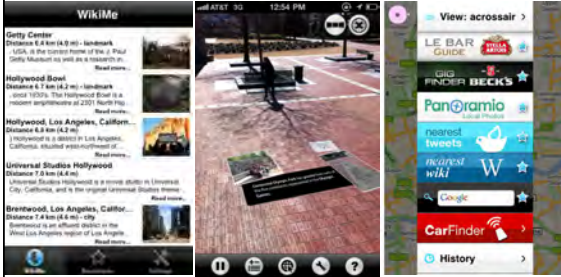
The Internet is brought into public spaces



(Gordon & de Souza e Silva, 2011)

## Net Locality

Location-based services



WikiMe, Argon, Geopedia, Yelp, Radar, Waze, Where, etc. etc.

## Net Locality

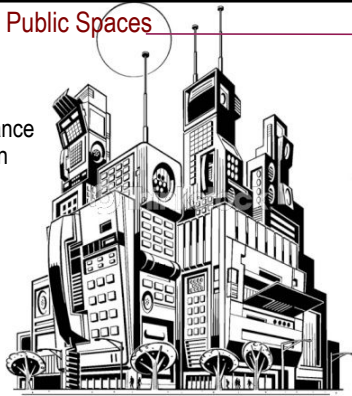
Location-based social networks, location-based mobile games



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

## Mobile Interfaces in Public Spaces

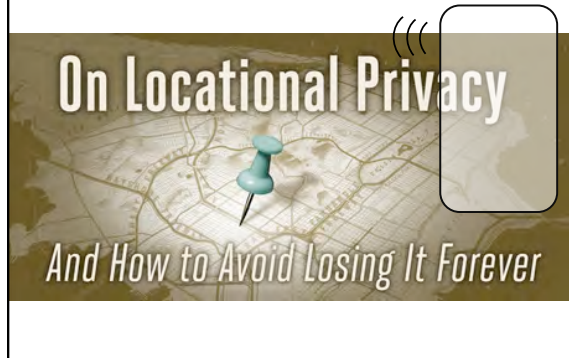
- Privacy / surveillance
- Power / exclusion
- Public spaces



(de Souza e Silva & Frith, 2011)

## Net Locality: Privacy / Surveillance

Locational Privacy



## Net Locality: Privacy / Surveillance

Governmental "top-down" surveillance



## Net Locality: Privacy / Surveillance

Governmental "top-down" surveillance





### 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. ”



### 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 the locational privacy?

### Net Locality: Privacy / Surveillance

Locational Privacy

Location is not inherently private – it's contextual

(Solove, 2004; 2008)

### Net Locality: Power / Surveillance

Collateral surveillance / Power asymmetry



Mogi, Japan (2003)

(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?

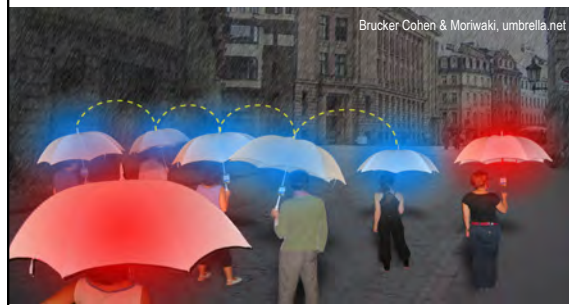


### Net Locality: Power / Control

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



### Net Locality: Public Spaces



### Net Locality: Public Spaces

Commodification of location (Shklovski et al., 2009)



### Net Locality: Public Spaces

Presentation of self through location



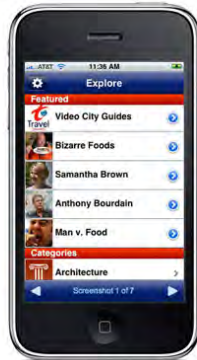
## Net Locality: Public Spaces

Presentation of location

The potential to highlight and access dynamic aspects of a location depending on the interface used to interact with that location



(Sociallight)



## Net Locality: Public Spaces



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

Thank you!