MAPs workshop

Introduction: Iconic and literal

Module One: Nina Wakeford and Katrina Jungnickel

Background: #73 Bus project at INCITE, University of Surrey. 4 Million people take the bus in london. #73 bus route major bus route with connections to and from the center of london ... a bus every 3 minutes ...

Kat's work.
*   think about place/technology/social relations – intersection
*   using bus route, blogging, interviews with local users of bus, different sorts of narration of city (drivers, conductors, passengers. Other people who travel near and around buses)
*   able to cross-reference all of those different narratives and create a new mapping of london
*   Tube map – iconic reference but not very literal – not very good geographically
*   Bus maps not a good way to think about world – maps city in a more literal overwhelming sense
*   But more rewarding. Unlike tube not descending into the nether world. Bus lets you see where you are going. You can link things up – know where things are visually.

Look at some of the stimulus that operates in the city of london? What leads to mapping of place?

Exercise #1. Mapping activity. Mapping is a social activity. Examine traditional maps of london bus routes – small section of bus route . At every single bus stop there is something that tells you where you are, where is bus going ..."Buses from this stop to Kings Cross Station and beyond ". Make different maps of London – alternate ways of plotting the route, different sorts of data, different reference points ... real data about london ...

Dynamic mapping – help link up time, things in space, personal space (calculations about when to have breakfast), very personal ...
▪   Stanley milgram (Eric P. obssession) ... maps of Paris all very different, personalized versions of daily life – orientations are not always the conventional directionality ... . Exerciese 2, if you were banished from Paris what route would you take ... similar paths but with small excursions into deeply personal memories ...
▪   Time mapping – start off at point A to get to Point B – what is best route? How long will it take

Maps are a means of broader communication – not just personal renderings of own version of space ...

Mapping is bureaucratic or political ... about helping and hindering making sense of place (relationships of place ... politics)

- Actual geography map – no map the state has to map school districts – each school district has its own map but no linkage to other zones. No contour lines. How to fit school districts together – cartography is discrete and not linked ... why would you keep zones discrete
- Only people who know the space are the ones that use it in a particular way (only bus drivers know where the school district ends – ie: where do you get children from) ...

Visualizing the unseen (are maps voyeuristic) ... everything from crime rates/boundaries, but also people's way of understanding space ... tell me other people's views (what are other people seeing – how does technology work for me) ... how do i find people that feel the same as i do, or the opposite.

- Invisible ink on site – take a photo of the space and have new information that has lingered in digital space
- Mapping WiFi zones along the bus route – might not be personal per se, but would allow very personalized experiences
  - What you do with the web is your own biz.

Getting Lost. How do i get lost? Is lost a good thing? What do you get from that kind of randonmness ... deliberately getting lost – all about getting somewhere ... Ways of mapping about articulating pleasure of being losts – joy of being immersed.

Maps are personal. How do i compile my own sense of mapping? How do you get more stuff out of the place? How do i share that? Would people want it?

- Persona of the navigator – get me from point A to B ...
- Persona of the agitator – find me the latest action
- Persona of concern citizen – tell me what's going on, how do help

Give me a history/sense of place – how to i know what is relevant ...give me the time line (give me the window into the past – tell me about the urban development, tell me the history) ...

- Disconnecting stuff – how do you connect up stuff/place/sounds – either broadcast from here to another place, or to history – whispers/secrets ... making a call to the place not the person (cell phone call to the place to the person)

Map my social space and network. Specialized model builders – find me other people that are doing the same kind of stuff that i am doing now. Find me other people in my social space

- Shared place/shared experience/shared desires ...
- Can only talk in certain places/moments

Magic/lay lines – how do we map sacred spaces/sacred sites .. PFM (pure f...ing magic – for explanation as to why it happens).

- Radio is magic ... it just appears and then goes away again
- A feel for space – rationalizing space. Trying to tell stories ...
- Folk stories about place and space ...

Who analyzes this material? Who makes it useful? Who compiles it? What happens with the material? How do you find an audience?

- How do you make information more broadly distributed?
- How do you find things that are useful, not just interesting to a limited circle of people
- How do audiences get constructed

make my own little map of things (mini-Finchley) ... where is the end of the line ... map the end/edge of the universe ... Mini-NASA probe –

- Taking trains to the end of the line
- Camera phones, take pictures along the line (connect them up)

What are the unintended consequences of mapping?

Maps are *very western/euro* – how do think about other ways of representing/presenting space. how do you navigate space without reference to western cartography

- australian aborigines or Indians who navigate through passages through social spaces (ie: passed from one family to the next).
- Songs as a way of getting to somewhere (songs about how to get to London)

Landmarks versus strict cartography ... how do you find things, navigate via them ...

- How might you superimpose some of that onto spaces
- Anticipation, desire, is there more stuff that i can care about, am interested in, is coming along soon.

SENSORY mapping. Not always about visual things – visually predicated cultural .... but what about sound, smell, taste ... (perhaps not taste). Sonic environment made explicit

- Mapping for blind people – how do you know where you are. Other cues re: place in the world
- Botanical mapping – plants, gardens

Is reading maps cultural? Hardly institutive ... 95% of the population don't know how to read.

- How do you know where you are on map?
- Are you interested in the map? or just in where you are going to? all about getting where you are going? Find lots of other ways of getting there – mechanisms of travel ...
- Like maps as art/representation/fiction?

Section 2. Eduardo S. Brondizio. Dept of Anthropology, Indiana University
"the social and physical construction of place in the amazonian frontier"

Less workshop, more data dump from the Amazon.
Not a typical presentation – not real research background – just illustrations of mapping from the data

Reconstruction in time and space of how farms are constructed.
Arrival of new colonists came with different ideas of place and what it means and how to interact with it
- Building not only physically environment but also building social environment.
Eager to adopt new technologies – will use it immediately if it is relevant or interesting. Literacy is no barrier to adoption of cell phone .... (Cell phones and local drivers help connect these regions up, help keep communication)

Formation of communities and landscapes – indigenous peoples and colonists
People bring ideal notions of land and landscape that they want to achieve (ie: reproduce the colonial center)
- Different views of productive land – when is a forest productive land? And what does that mean? What constitutes productivity?
- Legal, cognitive, economic, social ideas about places and relationships to place, through place and with place

Ethnographic research
- Of landscapes: How different households and communities build their landscapes
- Of commodity chains: how are you connected up to markets both close and far away ... how are you transformed by chains of economic relationships, are you inserted into economic environment

Historical maps – are a way into reconstructing arrival in a place, early migration, family stories
- How do you translate maps and use them in ethnographic interviews to gain insights into early history and use of land
- Use maps as ethnographic tool
    - ethical issues (who do you share data with and who has access to it?). give access to everyone
        - how do you negotiate consent – concerns about inspection
    - sensitivity to local interpretation (color composite – resemble real world, scale – capture human view, perspective, etc)
    - training researchers to work with maps and people
    - creating appropriate context to make sense of maps for interview subjects
        - regional introduction and context (color composition, land marks), immediate region (surroundings landmarks, neighbors), farm lot (multi-temporal, color composite and thematic classification)

- o Use of GPS in interview process. Using GPS to locate specificity of details of oral history.
- How do you construct local models of household development, household statues ... ie: who lives there, at what point does it separate into more nuclear families rather than extended households/units of production/.consumption
- Related conceptual models of households to larger mappings of space (relationship to history). Stratification/mapping of landscape that takes time of arrival into the account – mesh larger forces and local variation

How do you use maps (historical and contemporary) to chart out contemporary issues, ie: deforestation
- Macro-level relationships – colonization and migration, market demands, national economic indicators, credit policies, (100 hectare lots – fixed size of land parcels).
- Micro-level relationships – localized individual variation in response to larger socio-economic environment.
- What drives and informs local behavior?

Reconstruct time and space through use of maps – get changes in maps to talk about changes in maps over time ... what is the story for the changes that we see on the map?
- Fading in memory of landscape changes over quite short periodicity (around 3-5 years). Need to use various triggers to get stories ....

Materials collected use to interact with regional development – helps provide critique but also ways of interacting with development organizations and agencies
- interactive modeling and scenario building, agent-based modeling
- understanding inter-region variability

Formation of social networks – role of communication
- Kinship and social organization but also adoption of a lot of new technologies – cell phones, drivers and local transportation mechanisms.

Map is a window about insertion into global markets
Recognizing patterns on the landscape and thinking about what makes those patterns happen or appear

Maps can lie – what you see is not always what is there – how do you make sense of deforestation ....
- do secondary growth forests constitutes new forest work? Do not capture some local actions, similarly local acitivties are not represented on the larger scale map?

Research questions that arise out of thinking about mapping

How do you map intangible relationships? (who are the constituencies? Who is making the maps? Who are consuming them? What are the consequences of that)?

- National mapping agency in the UK ahs been mapping all physical attributes of the UK (within 25 cms) ... but the real value of that information is what isn't seen, what hasn't been mapped? How does physical attributes get made sense of? How do you find communities among physical attributes?
- How do you gather material for intangible relationships? How do you represent material? How do you share maps?

Who decides what is mapped and how it is evaluated, represented and shared? (Where is the power and where is the agency)?
- Dialog between mappers and mapped and audience? How is that organized?
- Aggregation of data – new technologies allow us to share materials in a new way and to different audiences. Does this have consequences for things like privacy? Trust? Etc?
- Some people, places, spaces don't want to be mapped! Aboriginal Australians don't share details; the military also keep details Australia

What are the unintended consequences of mapping?
- What is enabled? How do we keep things secret? Private? Or how do we share?

Technology connections:
What does technology enable in mapping?
- Sensory mapping?
- Technology allows you to track who produces data – you can have ownership of data back to 'original' mapper – technology allows great density of information about map. Which also leads to tremendous data-trail
- Aggregation of local/personal maps – would you want to share those – buddy-lists of maps (the UK Ordnance survey wants local maps as a way of making sense of photographic record) – is this blogging? Is this just the web? (do some maps become more popular than others? – some representations get more valued over othersw)
- Creates problems of data management? Noise-signal issue?
- Where do issues of the digital divide operate here?
- More robust technologies of mapping and sharing and editing and creating .... (GIS etc) – does rely on agreement about certain kinds of standards (who agrees about that? Who decides standards?)
- Who makes standards ....

Research relationships