

Understanding Volunteered Geographic Information (VGI): Or how to prevent wiki GIS from becoming wacky GIS?

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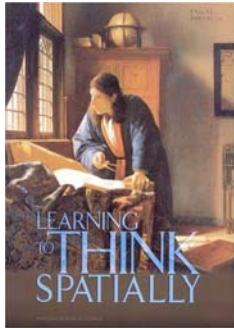


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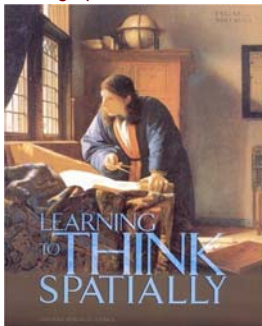
Jan. 20, 2006



Geospatial Education

"Spatial thinking must be recognized as a fundamental part of education and as an integrator and a facilitator for problem solving across the curriculum. With advances in computing technologies and the increasing availability of geospatial data, spatial thinking will play a significant role in the information-based economy of the twenty-first century."

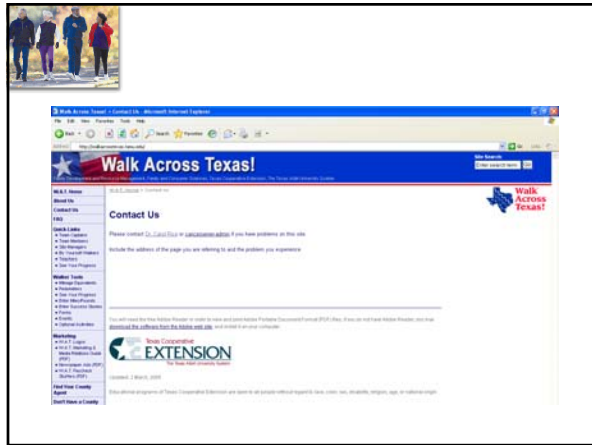
Geographers at work, then

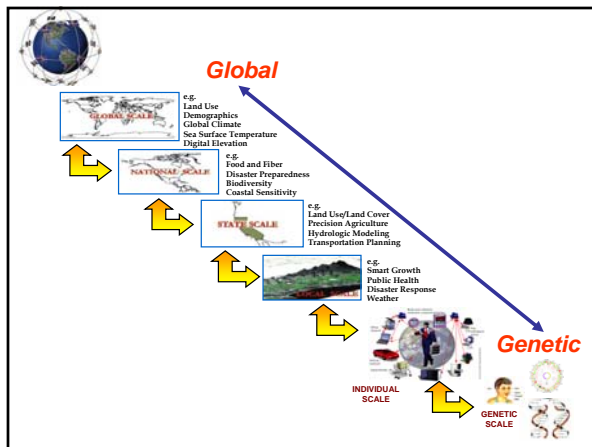


Geographers at work, now

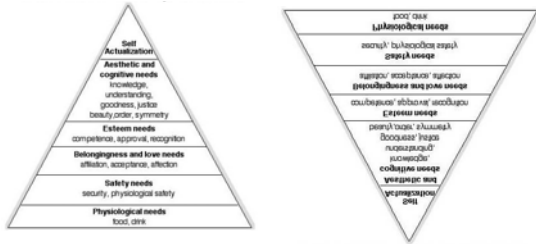


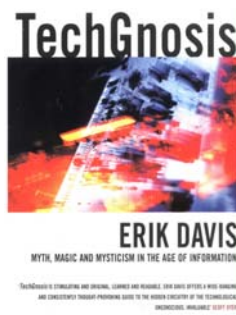
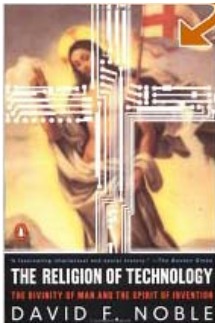






What motivates people to produce VGI?







Digital Maoism??

The Hazards of the New Online Collectivism.

by [Jaron Lanier](#).



**Mao as a geographer
(More precisely:
Geography Teacher!)**

“The most profound technologies are those that disappear. They weave themselves into the fabric of everyday life until they are indistinguishable from it (page 94).”

Weiser, M. (1991). [The computer for the twenty-first century](#). *Scientific American*, September, 94-10.

INT. J. GEOGRAPHICAL INFORMATION SCIENCE, 2001, VOL. 15, NO. 5, 387-390

Guest Editorial

GIS as media?

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Canadian Geographer 2003

A tetradic analysis of GIS and society using McLuhan's
law of the media

**Can/should
VGI be
approached
from the law
of media ?**

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The social implications of GIS have been debated over the past five years among scholars in several disciplines. GIS have been either conceived by

Let's implications involves also. SAC are not debated in social GIS and geographers services for also studies do. mfg@ucsb.edu/atlantia. Let's SAC's Forum contact your also

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Issue Date: December - 2005, Posted On: 12/1/2005
Google Verifies that GIS Is Media
POSITION
Google Verifies that GIS Is Media
BY NATT BALL
On 2005, the geospatial technology industry gained unprecedented exposure primarily due to the offerings of one company. Google launched Google Maps in February, offered free download of the Google Earth geographic exploration system in June, made the application programming interface (API) available for Google Maps in August and, in early November, opened up the Google Local feature on mobile devices that use the Java Brew programming language.
With its advertising-driven model, the number of viewers that use its site is the primary measure of Google's success. To maintain the number of viewers, Google will continue to innovate and enhance the site to maximize usability and offer features targeted to draw the masses.
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McLuhan's Law of the Media: The Structure of the Tetrad

<p>A. Enhancement (figure)</p> <p>The amplification of effects, focus on the practical. Creation of vortices of power; solution to previous problem.</p>		<p>D. Reversal (ground)</p> <p>The reverse of enhancement; the unexpected dissatisfaction. Pushed to its limits, the artifact flips on its user; creation of a new problem.</p>
<p>C. Retrieval (figure)</p> <p>The recovery of values and insight that was once eroded. The transition to ground to figure.</p>		<p>B. Obsolescence (ground)</p> <p>The erosion of formerly significant artifacts. The transition of figure to ground.</p>

The double-helix structure of social impacts of technological innovations

Positive Impacts ← → Negative Impacts

E ← → R
O ← → e

For volunteered geographic information (VGI), four questions can be asked from the tetradic perspective:

1. what specific practices and applications does VGI enhance and intensify?
2. what geospatial practices will VGI obsolesce?
3. what practices will VGI retrieve?
4. what will VGI reverse into when pushed beyond the limit?

Larger Context: Wikification as a major social/economic/cultural trend

- Scientific research
- Business practices
- Higher Education
- Politics
- Popular Culture
 - Reality TV, America Idol,

