Social data: invading privacy or creating better cities?

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“...in the old urban settlements, **they always did it the other way around**. First, you’d have a path and human activity, then some sheds along the path. Over the centuries, these sheds turned into buildings and streets. So **it starts with life** with people moving towards the river, towards wherever they’re going, and then next it’s the spaces that human life requires, and then the buildings were built in relation to these spaces. This way we have streets, formed by the feet, and town squares, based on what the eye can see. “

https://www.archdaily.com/879663/why-jan-gehl-the-champion-of-people-oriented-cities-doesnt-necessarily-dislike-skyscrapers

https://www.goodreads.com/book/show/8556291-cities-for-people

Image Landsat / Copernicus
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Google Earth

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“[...] it starts with life.”

- Jan Gehl

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City Making

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City Making

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"...if we want to create cities that are human-centered, we need to have data about the humans."

- *Lucinda Hartley*

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Social data

- *Has a geospatial component,*
- *Is derived from digital sources - not for the purpose of city making,*
- ***Place focused***
- *Sheds light into people's behaviours and lifestyle choices.*

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We know how to use this data to invade people's privacy, but can we shift its use towards making better cities?

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Social data: example

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Strengths

- Scalable
- Organically generated
- Reactive
- Live
- World wide
- Verifiable
- Accessible for people to be a part of it

Strengths: example

	Singapore	Nairobi
Population (millions)	5.868 (2018)	3.134 (2009) 4 (2017)
Density (people/sq. km)	8,274	4,850
GDP (billion USD)	323.9	74.95

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Strengths: example

Singapore - Chinatown

Nairobi - CBD

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Strengths: example

Singapore - Chinatown

Nairobi - CBD

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Strengths: example

Singapore - Chinatown

facebook places:	918
google places:	835

facebook top categories -

arts & entertainment:	147
art gallery:	50
dance & night club:	50

google top categories -

point of interest:	122
restaurant:	122
lodging:	79

Nairobi - CBD

facebook places:	7,388
google places:	709

facebook top categories -

shopping & retail:	1,035
clothing store:	418
tour agency:	412

google top categories -

point of interest:	69
lodging:	45
clothing store:	33

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Weaknesses

- Pseudo open
- Unknown availability
- Scarce in certain areas
- Created differently in different places
- Unknown biases
- Difficult to collate

Conclusions

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Conclusions

In Roma Norte, Ciudad de Mexico, Mexico (https://www.instagram.com/explore/locations/980742987/roma-norte/):

- https://www.instagram.com/p/BwQ4A3_nyNQ/
- https://www.instagram.com/p/BwQpGGHlWfE/
- https://www.instagram.com/p/BwQLFunlVTd/
- https://www.instagram.com/p/BwPdLShB_Wf/
- https://www.instagram.com/p/BwPfdZtgYhY/
- https://www.instagram.com/p/BwPREX7gY1u/

In Fitzroy, Victoria, Australia (https://www.instagram.com/p/BwOWb90n14f/):

- https://www.instagram.com/p/BwQWCQSqq2B/
- https://www.instagram.com/p/BwP_nHCgcVe/
- https://www.instagram.com/p/BwPDdPMg9xQ/
- https://www.instagram.com/p/BwOuDZ7laV3/
- https://www.instagram.com/p/BwOidJTlgmT/
- https://www.instagram.com/p/BwOWb90n14f/

¿Questions?

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