# Generative Mappings of New Data Publics

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## ABSTRACT

I argue for a vital relationship between current understanding of Big Data and how we might move toward new modes of mobile application design that draw on affective and generative "data sets". Toward this end, I look at the intersection of the Poetic City and the Data City, marking the generative mappings of new data publics. I look at an emerging generation of mobile app design that ask, What does it mean to know a city? And what does it mean to design for greater civic engagement? To discuss these questions, I look at projects that use the city as a living laboratory, including mobile apps, social media mapping, and various civic uses of Internet of Things (IoT) and surveillance technology. I chose these case studies for their appropriation of psychogeographic "small data" to map a city as they engage affective and immersive aspects of interaction and spatial design. These are post-Web technologies addressing the "everyware" of ubiquitous computing that affect the daily experience of the urban. IxD (interaction design) increasingly becomes urban interaction design (UxD)—describing the relation between user and mobile technology and the environment—wherein the "user" is resituated as "player" exploring the X-reality city of geolocated data.

## Categories and Subject Descriptors

Human Factors

## Keywords

Big Data, data publics, mobile locative design



## BIO

Beth Coleman is Associate Professor of Experimental Digital Media at the University of Waterloo, Ontario, Canada where she directs the City as Platform Lab and is an executive committee member of the Games Institute. Coleman's research addresses networked media technology and new data publics, focusing on Smart City, IoT, and Smart Citizen initiatives. Her research affiliations include Berkman Center for Internet & Society, Harvard University, expert consultant for the European Commission Digital Futures, and the New York Data & Society Institute. She is a founding member of the Microsoft Research Fellow Social Media Collective. Her book *Hello Avatar* is published by the MIT Press.