



Socializing Big Data: Mapping Culture & Governance in the Era of Smart Cities

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Bio: Matthew Zook is a Professor and Director of GIS Initiatives in the Geography department at the University of Kentucky in Lexington, KY. His interest centers on the impact of technology and innovation on human geography. For the past several years he has studied how the geoweb (particularly the practices surrounding user-generated data) and understanding where, when, and by whom geo-coded content is being created. He studies the interaction of code, space and place interact as people increasingly use of mobile, digital technologies to navigate through their everyday, lived geographies. Of special interest is the complex and often duplicitous manner that code and content can congeal and individualize our experiences in the hybrid, digitally augmented places that cities are becoming. His research blog floatingsheep.org is dedicated to mapping and analyzing user generated information about places to provide one glimpse of what the "internet" knows about particular places. He is the Director of the The DOLLY Project (Data On Local Life and You) is a repository of billions of geolocated tweets (and other social media) that allows for real-time research and analysis. He served as a Fulbright Scholar at Tartu University (Estonia) in 2013-14 and is currently the State Geographer for the Commonwealth of Kentucky (2015).

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