

PRODUCER, CONSUMER AND PROSUMER of GI

Piergiorgio Degli Esposti UNIBO

pg.degliestposti@unibo.it

AMFM GIS Italia Workshop 2014



Prosumer Literature

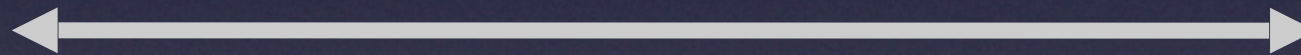
- 📌 Toffler “The Third Wave” 1980 **Introduced the term**
- 📌 Ritzer “McDonaldization” **putting consumer to work**
- 📌 Kotler “The Prosumer **Movement** : A New Challenge For Marketers”
- 📌 Fucks “Alienation and **Exploitation of the Prosumer**”
- 📌 Jenkins “Convergence Culture” **The Power of the fans**
- 📌 Lessig “Remix Culture” **copyright and ownership**
- 📌 Rifkin “ The Zero Marginal Cost Society” **prosumer capitalism**
- 📌 Botsman, Rogers “What’s Mine Is Yours: The Rise of Collaborative Consumption” **sharing economy and digital society**
- 📌 Goodchild / **geographical component technologically produced by ordinary users**

Hypothesis

PRODUCTION  **CONSUMPTION**

not opposites but part of the same logic unit

PROSUMER



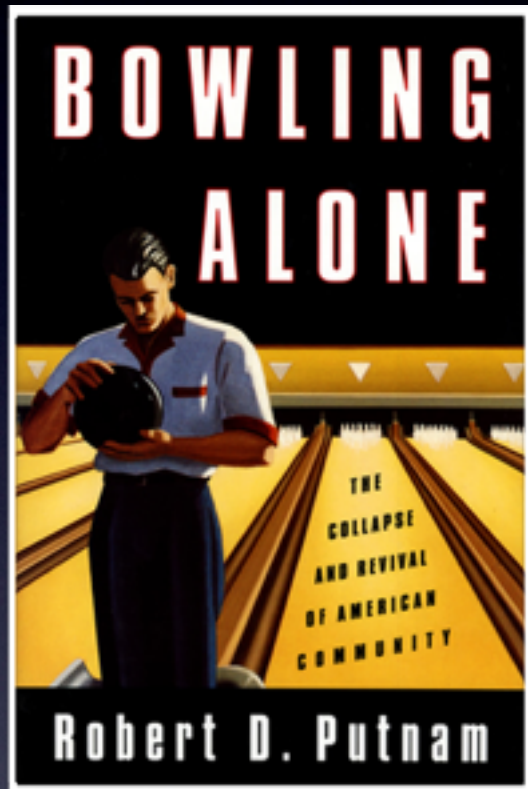
CONTRADICTION



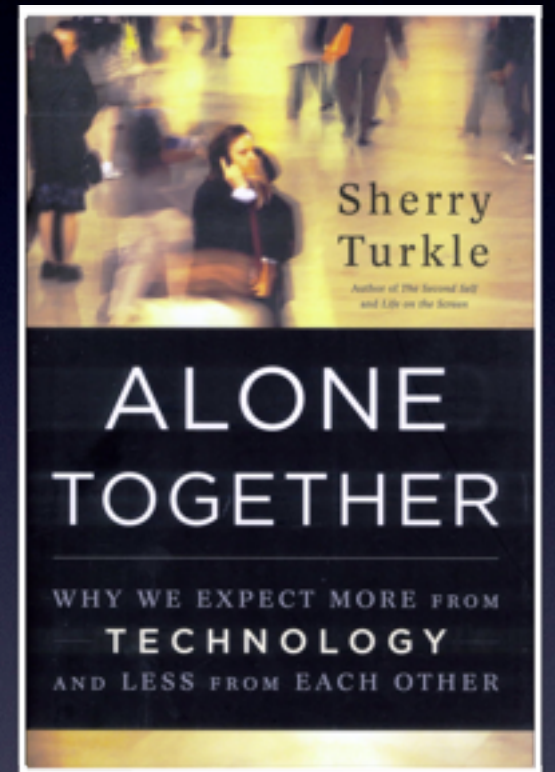
SUBJECT

OBJECT

The Web's “Triple Revolution”



- social networks
- the Internet
- mobile computing



“**networked individualism**” – noting that while computers and mobile technologies may limit our contact with those physically near us, they can also keep us connected with others online
new form of the Neighborhood.

Rainie and Wellman

Devices

GPS

Wearable Devices

Mobile Smart Phones

Fitness Bracelets

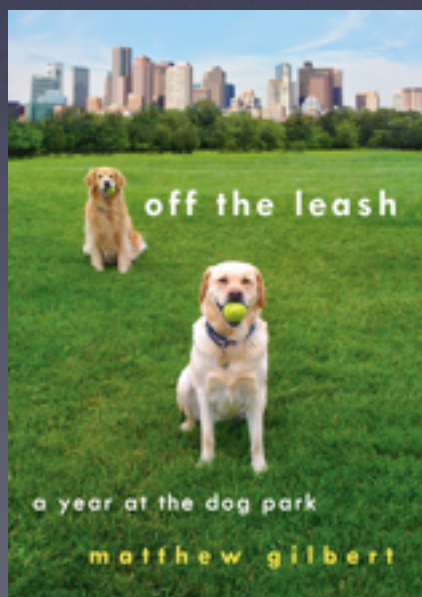
Action Cameras & CCTV

Surveillance Cameras

Apps

Cars & satellite alarms

Digital leashes



Consumption as Surveillance

Liquid Surveillance

“mechanism of social classification through information provided by consumers”

Bauman Lyon



- Panopticon - the few observe the many
- Sinopticon - The many observe the few

POST PANOPTICON

- Cryptopticon - you do know you are observed googlization
- Non opticon - you do not know you are observed



Dual nature of Geo Information Production

PRODUCTION

- Closed Source
- Induced
- Efficient

Into other Words
(Mc Donaldized)

OPEN SOURCE

- Participatory
- Effective
- Voluntary

Volunteered
Geography

Production

Private

Close

Exclusive



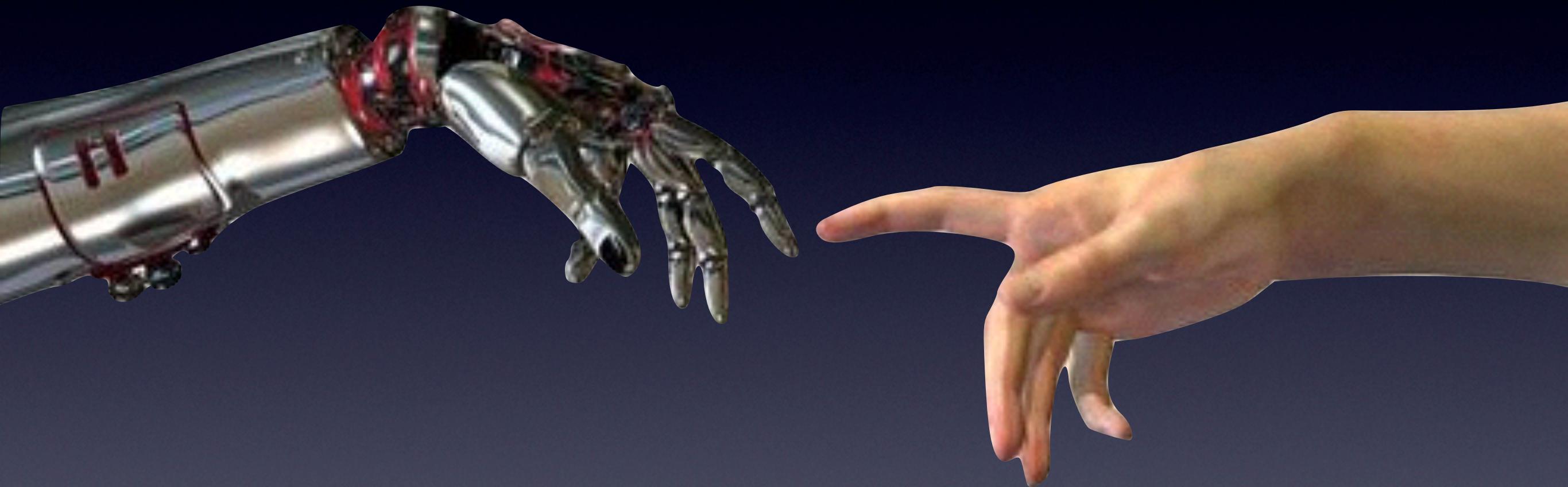
Consumption

Public

Open

Shared

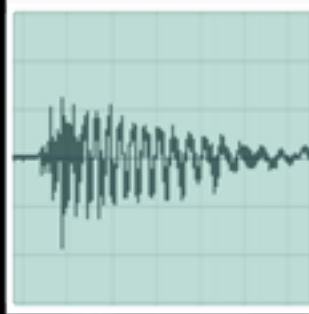
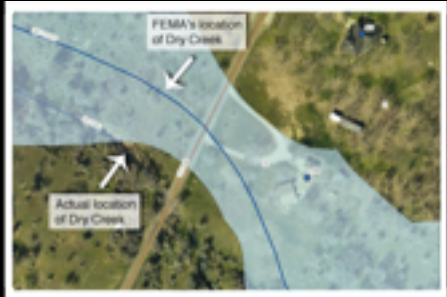
Prosuming Machines



Robots already prosume and, in the future, will possess a much greater capacity to prosume.

According to Actor Network Theory

Machines have acting capabilities and can be defined as Actant



Quakebot

LA QuakeBot

@earthquakesLA

I am a robot that tells you about earthquakes in Los Angeles as they happen. Built by @billsnitzer. Data is from the USGS. Get prepared: <http://amzn.to/PayjDo>
Los Angeles, CA
eqbot.com
Iscritto a maggio 2009

LA QuakeBot @earthquakesLA 1m
A 2.3 magnitude earthquake occurred 0.62mi SSE of La Habra, California. Details: eqbot.com/xZu Map: eqbot.com/xZd
← 4 ★ 2

LA QuakeBot @earthquakesLA 2m
A 1.3 magnitude earthquake occurred 1.86mi SE of East La Mirada, California. Details: eqbot.com/xZv Map: eqbot.com/xZJ
← 3 ★ 4

LA QuakeBot @earthquakesLA 5m
A 1.5 magnitude earthquake occurred 2.49mi NW of Fullerton, California. Details: eqbot.com/xZn Map: eqbot.com/xZh
← 5 ★ 6

LA QuakeBot @earthquakesLA 17m
A 1.6 magnitude earthquake occurred 1.24mi S of La Habra, California. Details: eqbot.com/xZS Map: eqbot.com/xZQ
← 11 ★ 9

LA QuakeBot @earthquakesLA 22m
A 2.1 magnitude earthquake occurred in Greater Los Angeles area, California. Details: eqbot.com/xZP Map: eqbot.com/xZM
← 13 ★ 7

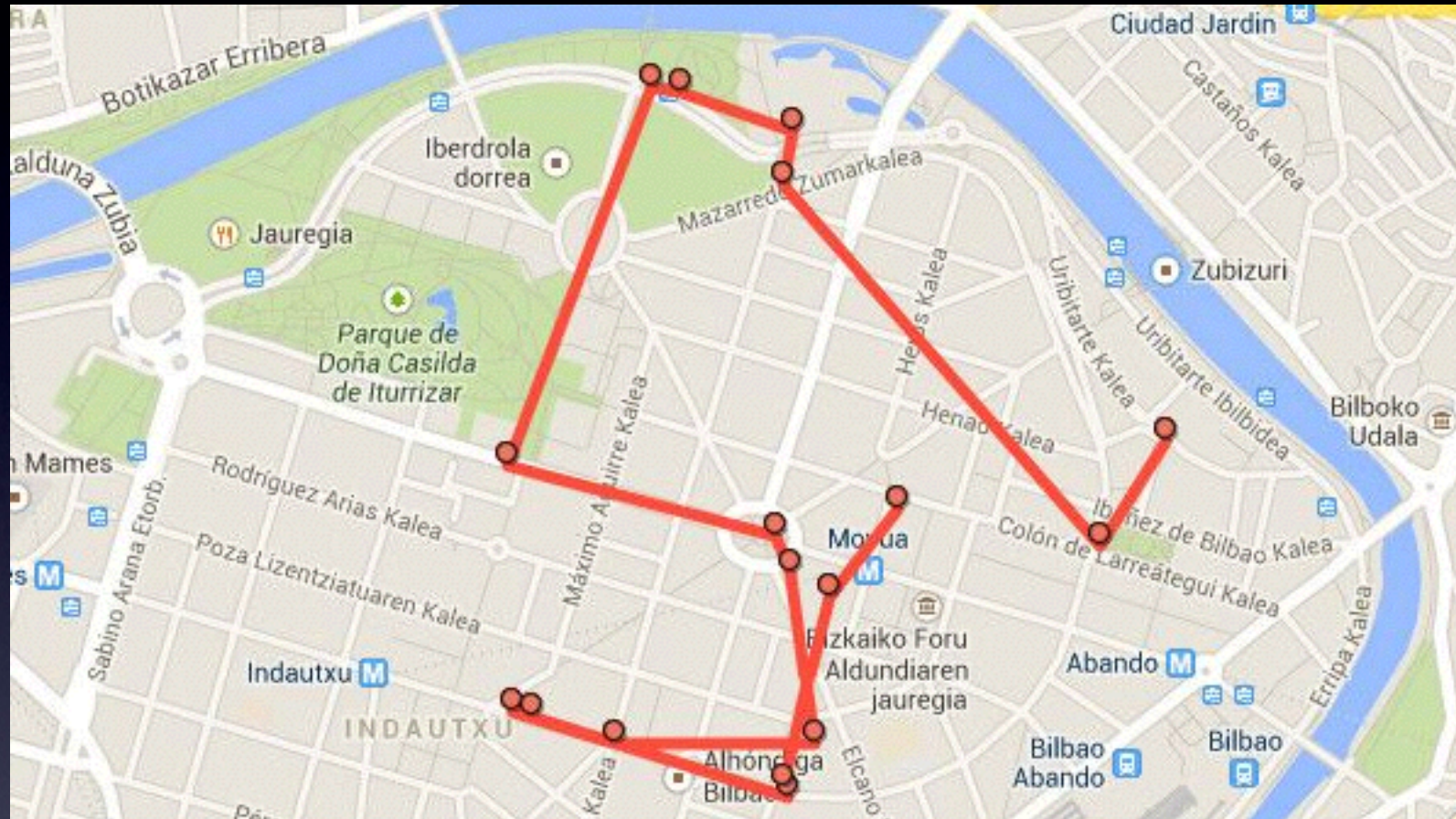
LA QuakeBot @earthquakesLA 23m
A 1.5 magnitude earthquake occurred 1.86mi WNW of Fullerton, California. Details: eqbot.com/xZ4 Map: eqbot.com/xZT
← 8 ★ 6

LA QuakeBot @earthquakesLA 27m
A 1.2 magnitude earthquake occurred in Southern California. Details: eqbot.com/xZX Map: eqbot.com/xZc
← 3 ★ 6

LA QuakeBot @earthquakesLA 27m
A 1.4 magnitude earthquake occurred 0.62mi SSE of La Habra, California. Details: eqbot.com/xZu Map: eqbot.com/xZd
← 4 ★ 2



Google Maps Surveillance



Proximity marketing may trace consumer mobility through space by locating their mobile phones and send special offers. This activity is partially dependent on the will of the consumer that allows brands to access his private information, partially forced in order to receive services as Google Maps is.

Geoservices Proliferation

making and supporting the use of GI, are worldwide proliferating



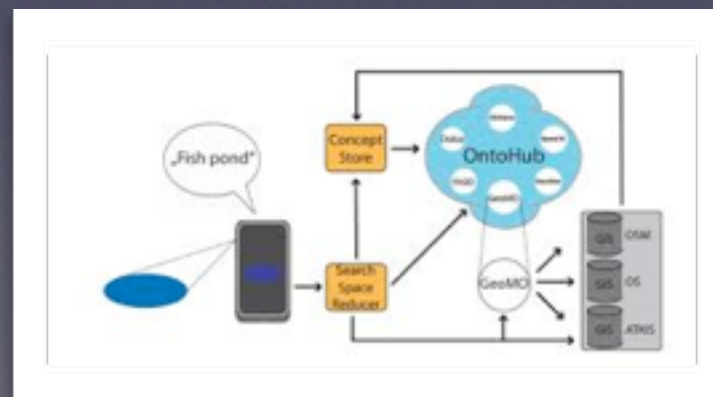
**A way to trigger
consumers
involvement**

**Technological frontier
to ensure the spatial
data infrastructure
functioning**



Validation and Geographic data management

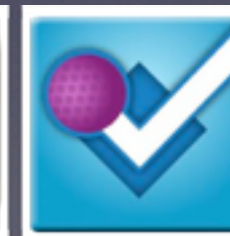
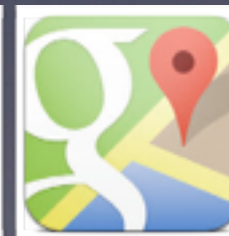
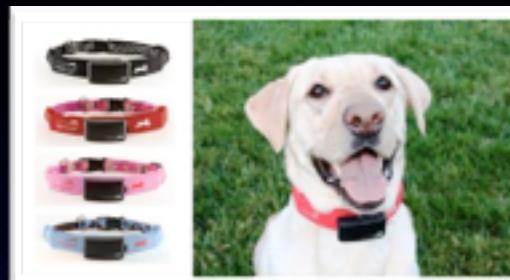
📌 Validation of the prosumers-made data

📌 Mapping of conceptual models and VGI data



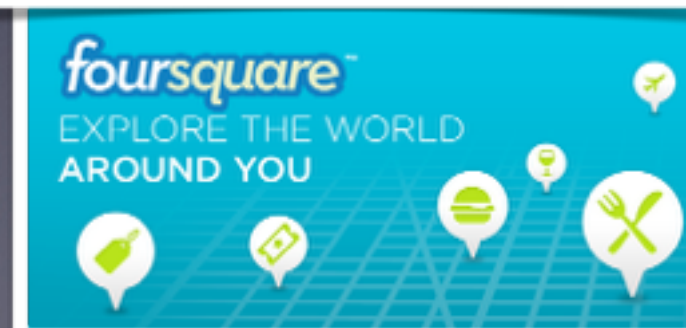
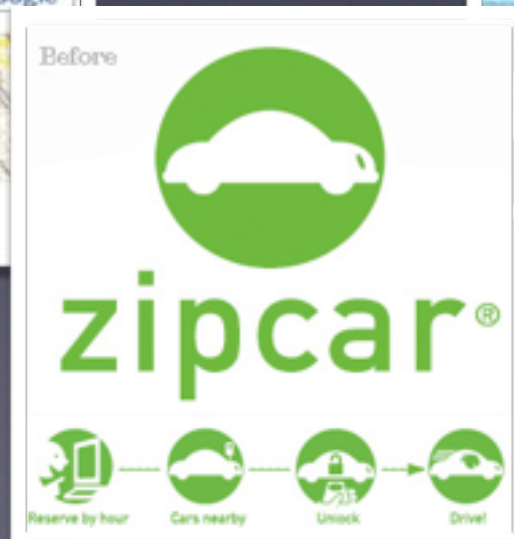
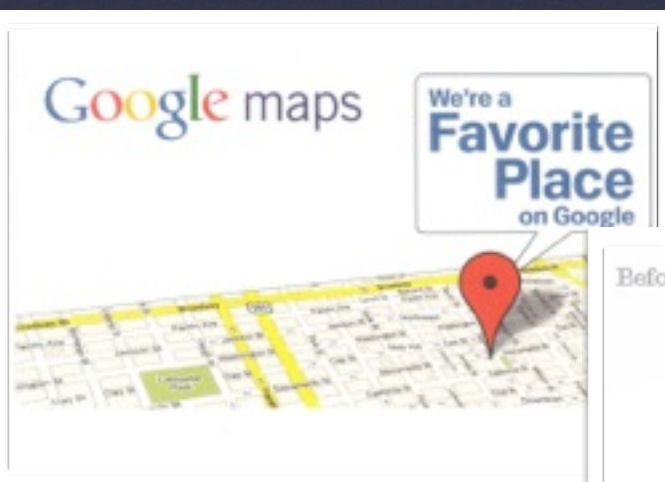
Big Data

-  Proximity
-  Connectivity
-  Belonging
-  Spatial Filtering
-  Etc...



Main Geo-Prosumerism Representations

-  Social and Political Participation
-  Marketing and Consumption construct
-  Territories Fruition Modality
-  Social Control Dynamics and Tools



תודה
Dankie Gracias
Спасибо شكرياً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Tänname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας Ευχαριστούμ 감사합니다
ඔබටත Bedankt Děkuje vám
ありがとうございます
Tack

Comments & Questions:



@pgde