PRODUCER, CONSUMER AND PROSUMER of GI

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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**

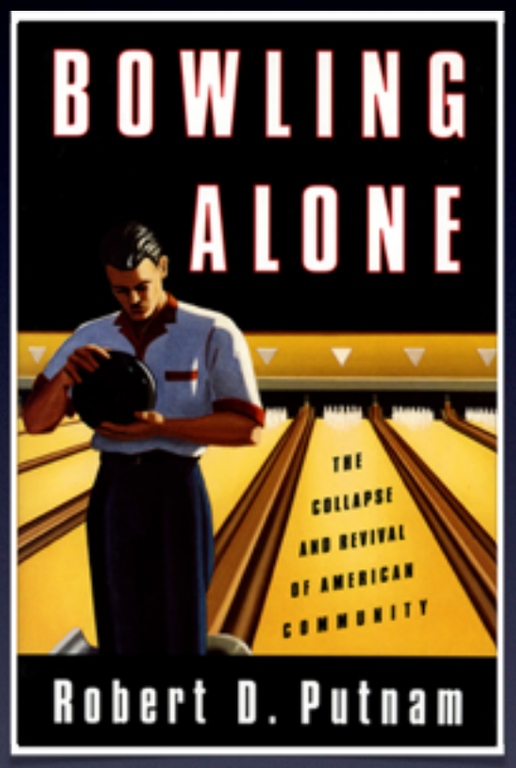
not opposites but part of the same logic unit

PROSUMER

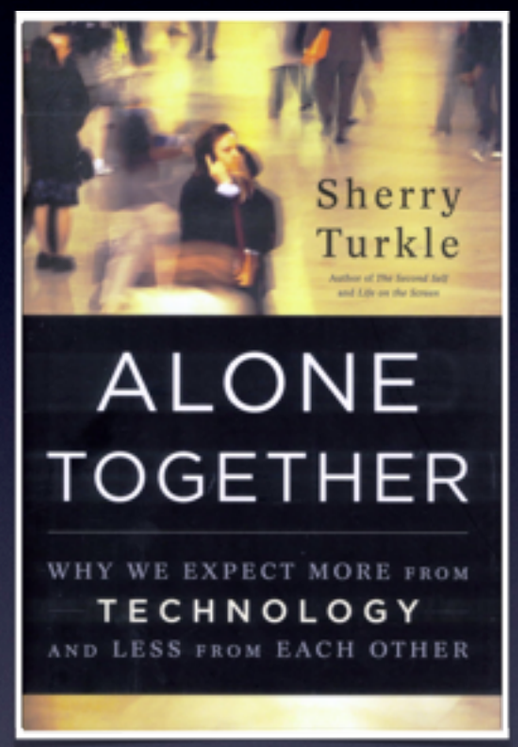
CONTRADICTION

SUBJECT **OBJECT**

The Web's "Triple Revolution"



- social networks
- the Internet
- mobile computing

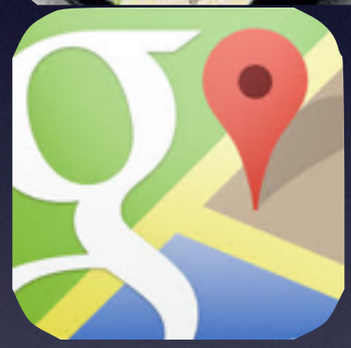


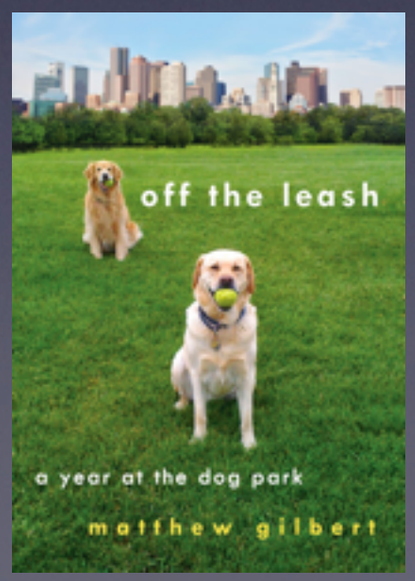
"**networked individualism**" – noting that while computers and mobile technologies may limit our contact with those physically near us, they can also keep us connected with others online new form of the Neighborhood.

Rainie and Wellman

Devices

- GPS
- Wearable Devices
- Mobile Smart Phones
- Fitness Bracelets
- Action Cameras & CCTV
- Surveillance Cameras
- Apps
- Cars & satellite allarms
- Digital leashes





Consumption as Surveillance

Liquid Surveillance

"mechanism of social classification trough 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

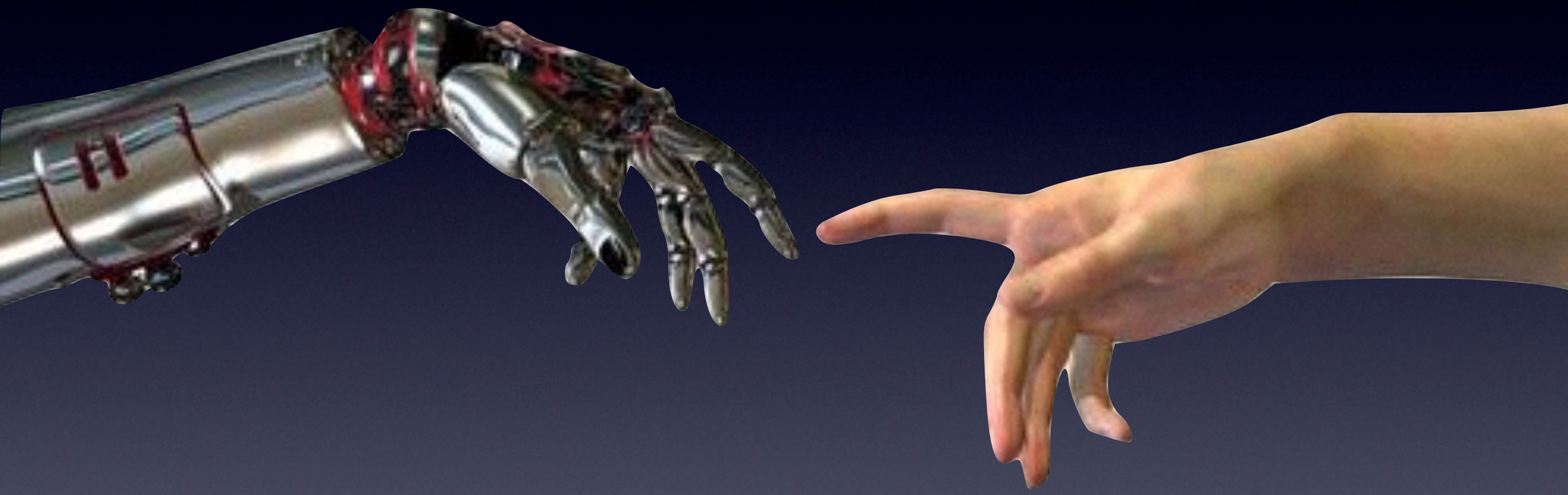
OPEN SOURCE

- Participatory
- Effective
- Voluntary

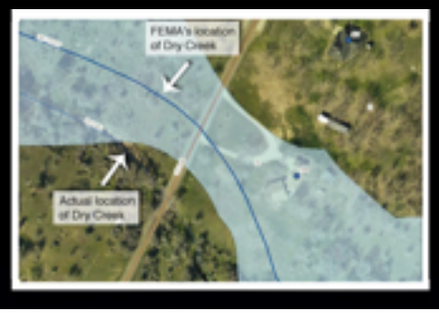
Into other Words (Mc Donaldized)

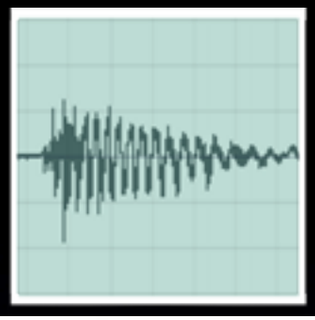
Volunteered Geography

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

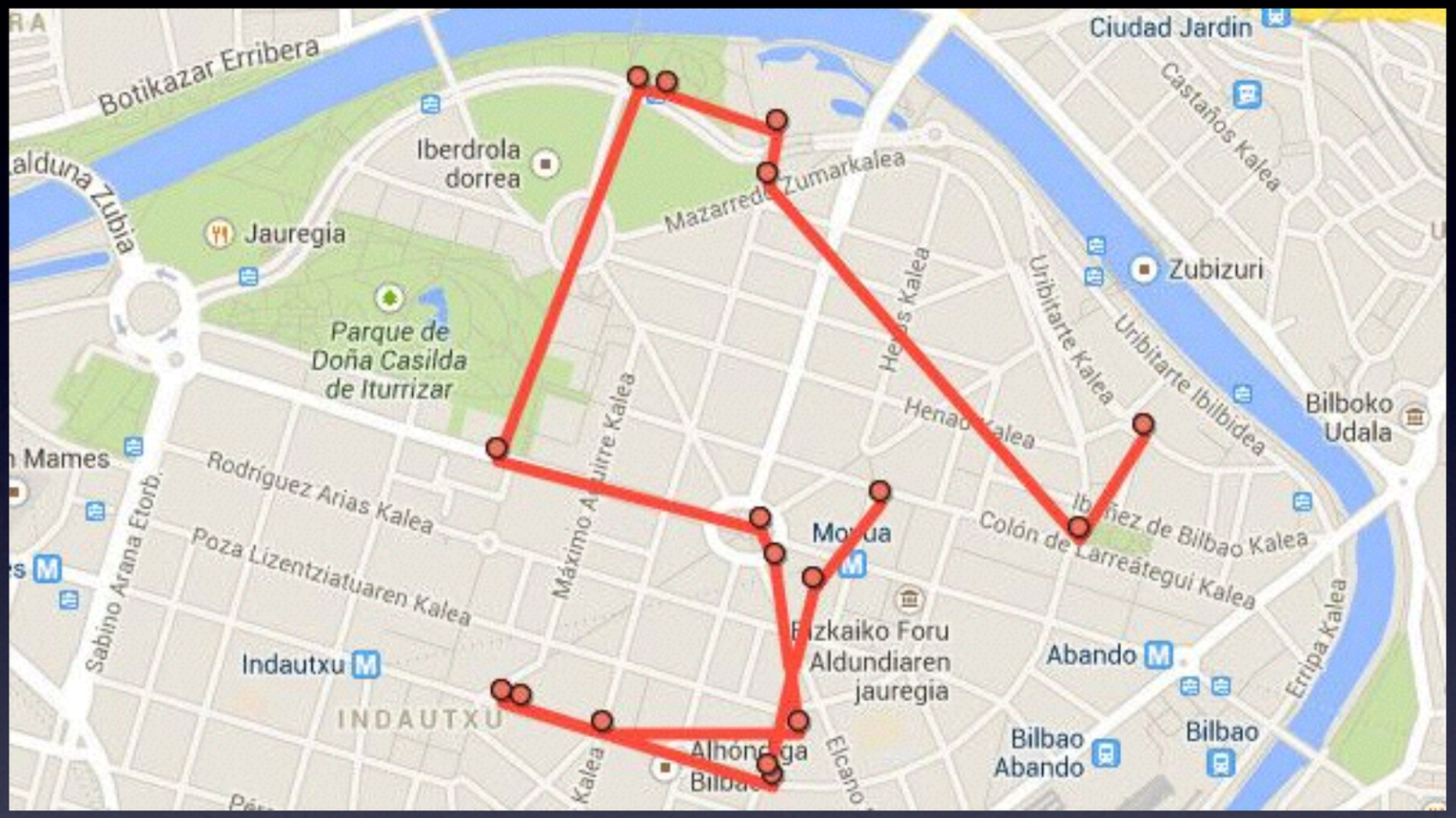
I am a robot that tells you about earthquakes in Los Angeles as they happen. Built by @billsnitzer. Data is from the USGS. Get prepared: http://amzn.to/PayjDo

Los Angeles, CA

eqbot.com

Iscritto a maggio 2009

Google Maps Surveillance



Proximity marketing may trace consumer mobility trough space by locating their mobiles phones and send special offers this activity is partially dependent by the will of the consumer that allows brands to access his private information, partially forced in orders to receive services as google map is

Geoservices Proliferation

making and supporting the use of GI, are worldwide proliferating

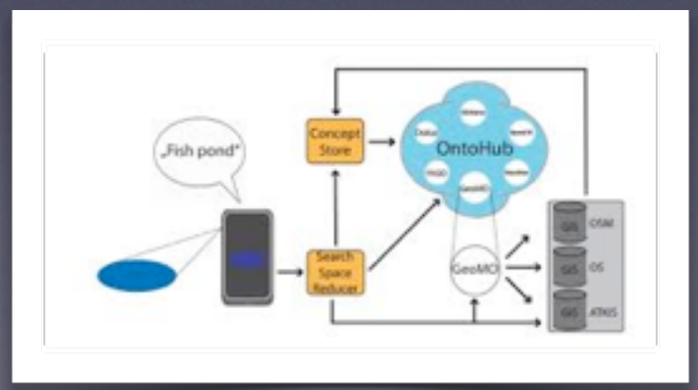
A way to trigger consumers involvement

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

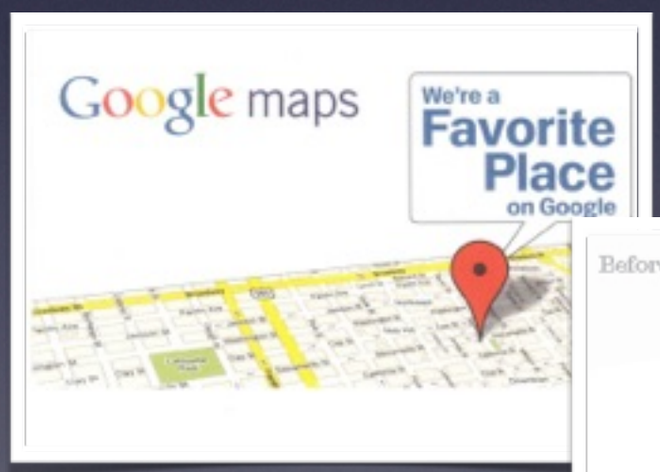


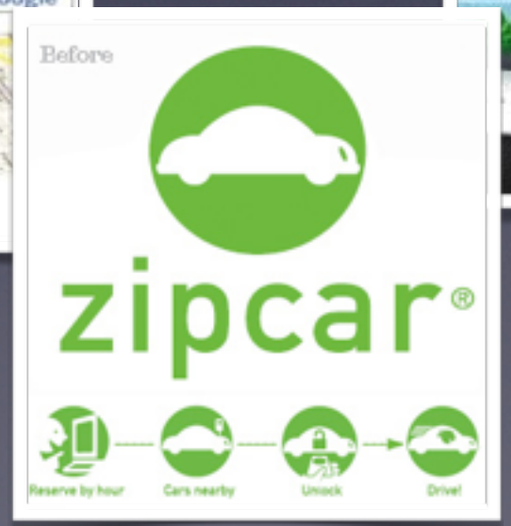
Big Data

- 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





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