WHAT IS GIS FOR THE GOOGLE GENERATION?

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GOOGLE TRENDS

“GIS”

Search volume

Google Trends

2004 2005 2006 2007 2008
NON GOOGLE GIS IS NOT DEAD!

• 14k People ESRI User Conference
  – Compared RGS – 1-1.5k
  – Compared AAG – 9k
• GIS needs to redefine the market – Science!
  Google - Visualisation


2001 WORLDWIDE GIS REVENUE

- ESRI
- Intergraph
- GE
- Autodesk
- Leica
- Mapinfo
- IBM
- SICAD
- Logica
- Other

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SIGNIFICANCE OF GIS

• Global Spending $1.8bn
  – $544 million was spent by U.S. federal, state and local government agencies (~30%)
  – ESRI has roughly 80 percent of the software market share in the US federal, state and local government (~$435m)

WHAT IS GIS?- ARCGIS
WHAT IS GIS? - MANIFOLD

WHAT IS GIS? - MAPINFO
WHAT IS GIS? – MAPPOINT

WHAT IS GIS? – WEB GIS
WHAT IS GIS? – WEB GIS

PERVASIVE GIS FOR THE GOOGLE GENERATION?
PERVASIVE GIS FOR THE GOOGLE GENERATION?

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PERVASIVE GIS FOR THE GOOGLE GENERATION?

http://en.wikipedia.org/wiki/TomTom
WEB 2.0

In studying and/or promoting web-technology, the phrase Web 2.0 can refer to a perceived second generation of web-based communities and hosted services — such as social-networking sites, wikis, and folksonomies — which aim to facilitate creativity, collaboration, and sharing between users.

BUILDING MASHUP SERVICES (WEB 2.0)

Data:
- Open Formats
  - Geo-RSS
  - KML
  - XML
  - "Tiles"

3rd Party Application Builder
What about...

RESEARCH?
• 26 countries in America, Europe, Asia and Oceania
• Total population of 1 billion people (individual level data for 300 million people)
• 10.8 million unique surnames
• 6.5 million unique forenames
• Statistics at postcode level
UK Electoral Roll

Forenames: Pablo, Juan, Rosa, Marta, ...

Surnames: Mateos, García, Pérez, Sánchez, Rodríguez

• Several iterations until self-contained cluster is exhausted
• Cluster assigned an Onomap Type

LONDON PROFILER – MULTICULTURAL ATLAS

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CONCLUSION: LIMITATIONS

• Global pin board
• Meta data?
• Google type technology – display / sharing
  – What about the science?