

Viktor BEDÓ

Imaging the Moving Community
How Locative Media Pertains to Social Software

Distance on street maps is usually measured in house blocks, bus stops or subway stations. Distance between people in social networks is mainly measured by the number of intermediate persons that gives the number of intermediate links (that can be weighted based on the number of common friends of two people for example). The city incorporates social and physical space, thus both approaches to distance and proximity apply. Yet visualizations of social networks and street maps live parallel lives. On the one hand adding street maps, localization features and mobile interfaces to social software and on the other hand the support of social features in collaborative mapping projects delineate the trend towards a medium that accounts for the city a both social and physical space and at the same time these efforts signalize the need for such a medium.

The presentation suggests that in order to create appropriate urban maps we have to rethink what these maps are good for, what the virtue of these maps is regarding to city life. The examination of this question will draw on experiences of the emerging field of locative media that aims to explore the intersection of the internet and physical space by taking an experimental approach towards mobile urban technology, social networks and as well as collaborative mapping.

Viktor BEDÓ is a PhD student at the Doctoral School in Philosophy, University of Pécs, Hungary. Between 2003 and 2006 he was Junior Research Fellow at the Institute for Philosophical Research of the Hungarian Academy of Sciences. In spring 2007 he was visiting fellow at the interdisciplinary research group “The World as a Picture” at the Berlin-Brandenburg Academy of Sciences and Humanities. Currently he is visiting fellow at the Hermann von Helmholtz Center, Humboldt-University, Berlin. Research interests: philosophy of communication, interactive maps as means of visual communication. Latest publications: “The Many Faces of Interactive Urban Maps”, in *Proceedings of ISEA2008*, Singapore: ISEA2008 Pte. Ltd, 2008; “Away from Street Level”, in Thielmann, Tristan (ed.), *Locative Media*, Bielefeld: Transcript, 2008, forthcoming; “A Visual Approach to Locative Urban Information”, in Marcus Foth (ed.), *Urban Informatics: Community Integration and Implementation*, Hershey, PA: Information Science Reference, IGI Global, 2009, forthcoming. E-mail: bedoviktor@gmail.com.

