ABSTRACT OF THE PLENARY SPEAKER

Maps as (Social) Media: Location-based Social Media and the Transformation of Maps and Cartography

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The explosive growth of location-based social media (LBSM) in recent years has not only created a big geospatial data deluge but also transformed the meaning of maps and cartographic practices in profound ways.

This talk presents a synoptic overview of the emerging concept of maps as media in general and as social media in particular. By linking LBSM research to McLuhan's laws of the media, a tetradic analysis will be conducted on the multiple impacts of LBSM on the new meaning of maps and cartographic practices.

Using empirical evidence from multiple domains, the analysis reveals the ontogenetic nature and processual view of maps and cartographic practices in the age of big data.

This talk will conclude by outlining both the opportunities and challenges of maps as media for cartographic research and education in the age of ubiquitous and mobile location-based social media.