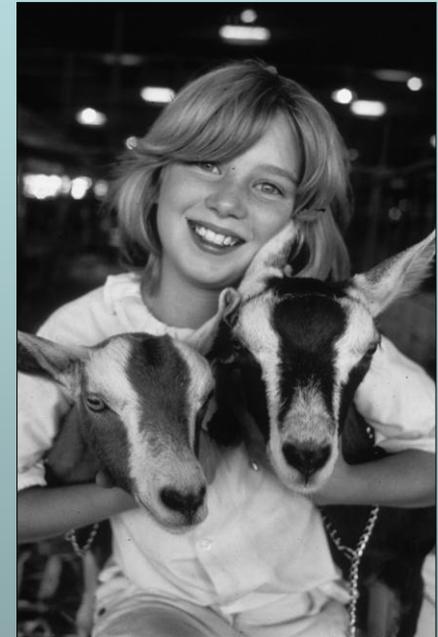


A Snapshot of the Built Environment

- Urban Situation
 - U.S. 80% urban
 - Even Missouri-ah is 70% urban



Next Few Minutes

- Overview
 - Geography
 - Data
 - Examples



Open (!) to Questions

Dichotomy

- Geography
 - Complex
 - Accuracy
 - Depends on user
 - New technology
 - GPS
 - Personal/private?
- Data
 - Old paradigm
 - Only constant is change



Geography

- Experts- out of my league
 - Geographers
 - Demographers
 - Data centers
- The rest of us
 - Librarians
 - iPhone users
 - Where 2.0
 - *Neogeography*



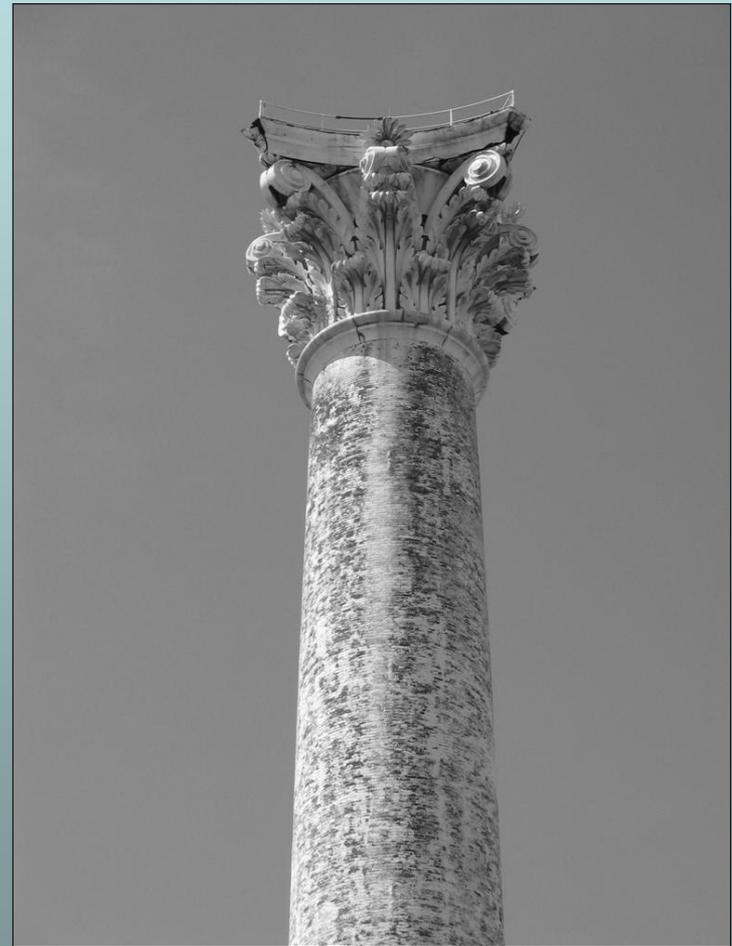
Data

- Less is more – NOT
 - Rolling survey
 - Demand for constant updates
 - Accuracy
 - Funding
 - Private v Public
 - Pay to play



More Data

- Census
 - Best over time
 - Changing definitions
 - Complex
 - Easy access
 - No health data
 - No crime data
 - And no religion too
 - My apologies to John Lennon



More Data

- Not your father's Census
 - Many data sources now include “geographic identifiers”
 - BLS
 - HUD
 - DOJ
 - DOD
 - EPA
 - DATA.gov
 - ETC...



More Geography

New sources (other than Census)

- Define your “accuracy”
- Radius and other non-linear measures
- More “allocation” required
- Point source or not
- Currency



Pay to Play

- Private providers
 - Claritas
 - Google
 - GeoLytics
- Quasi-governmental
 - Local and county
 - Agencies
 - Organizations
- Validity and reliability



More Pay to Play

- Software
 - Easy is the new hard
 - More demands
 - “Anyone” can make a map
- Updating
 - No one budgets for updates
 - No one budgets for historical preservation



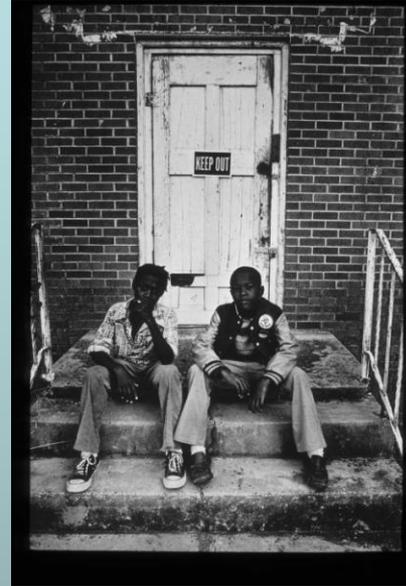
Urbanistas

- Mashups
 - New research questions
 - New services
 - New processes
 - New problems
 - Privacy
 - Vulnerability
 - Elitist



More Urbanistas

- Urban complexities
 - Inner cities
 - Ring suburbs
 - Exurbs
- Everybody (?) has:
 - GPS phone
 - Web site
 - Blog
 - Twitter



Examples

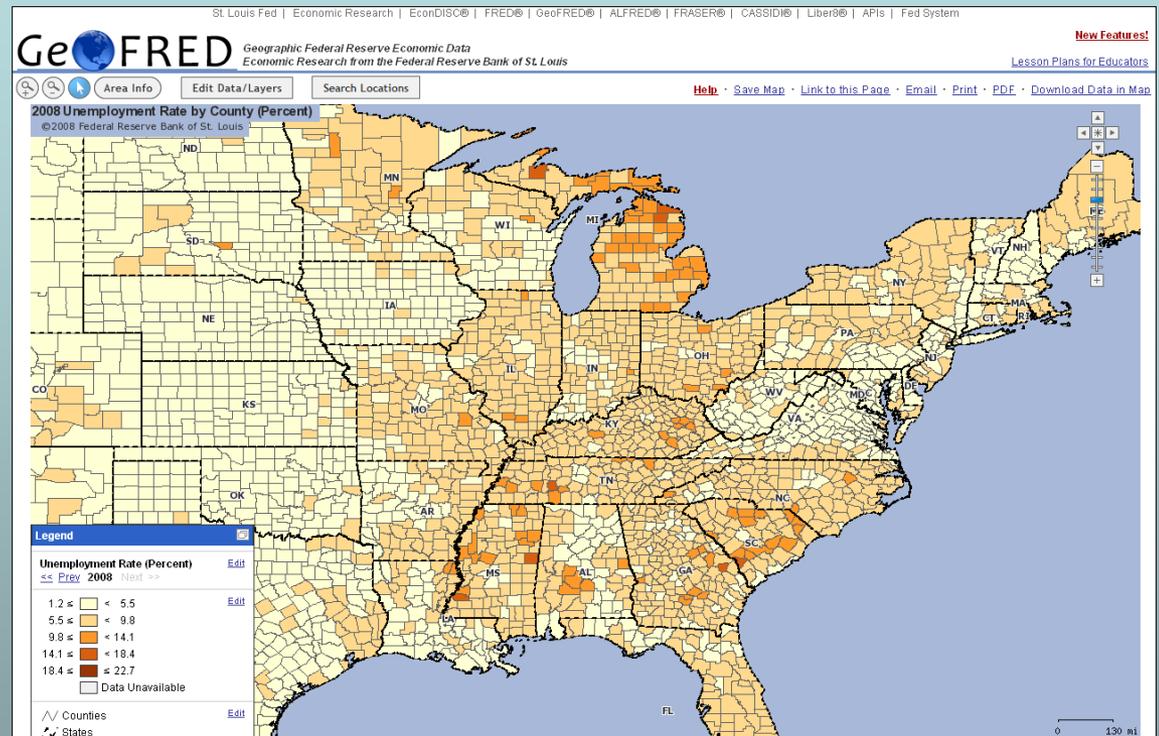
- Research
- Public good
- Entrepreneurial

The screenshot shows the DATA.GOV website homepage. At the top, the logo "DATA.GOV" is displayed in orange. Below it is a navigation menu with links for HOME, CATALOG, ABOUT, FAQ, CONTACT US, and SUGGEST OTHER DATASETS. The main content area is divided into two columns. The left column features the text "DISCOVER. PARTICIPATE. ENGAGE." and a search bar with dropdown menus for "All Categories" and "All Agencies". A "SEARCH" button is present, along with a link to "VIEW THE ENTIRE DATA CATALOG". The right column highlights a "FEATURED DATASET: ENERGY INFORMATION ADMINISTRATION Residential Energy Consumption Survey (RECS)", accompanied by a green graphic of a house with a lightbulb and leaves. Below this, there are links for "COMPLETE DATASET" and "CONSUMPTION PORTION OF DATASET". The bottom section of the page contains two columns of text: "Welcome to Data.gov" and "How to use Data.gov". The footer includes the DATA.GOV logo, links for Data Policy, Accessibility, Contact Info, and Privacy Policy, and the USA.gov logo.

DATA.gov – Brand new from Uncle Sam

Examples

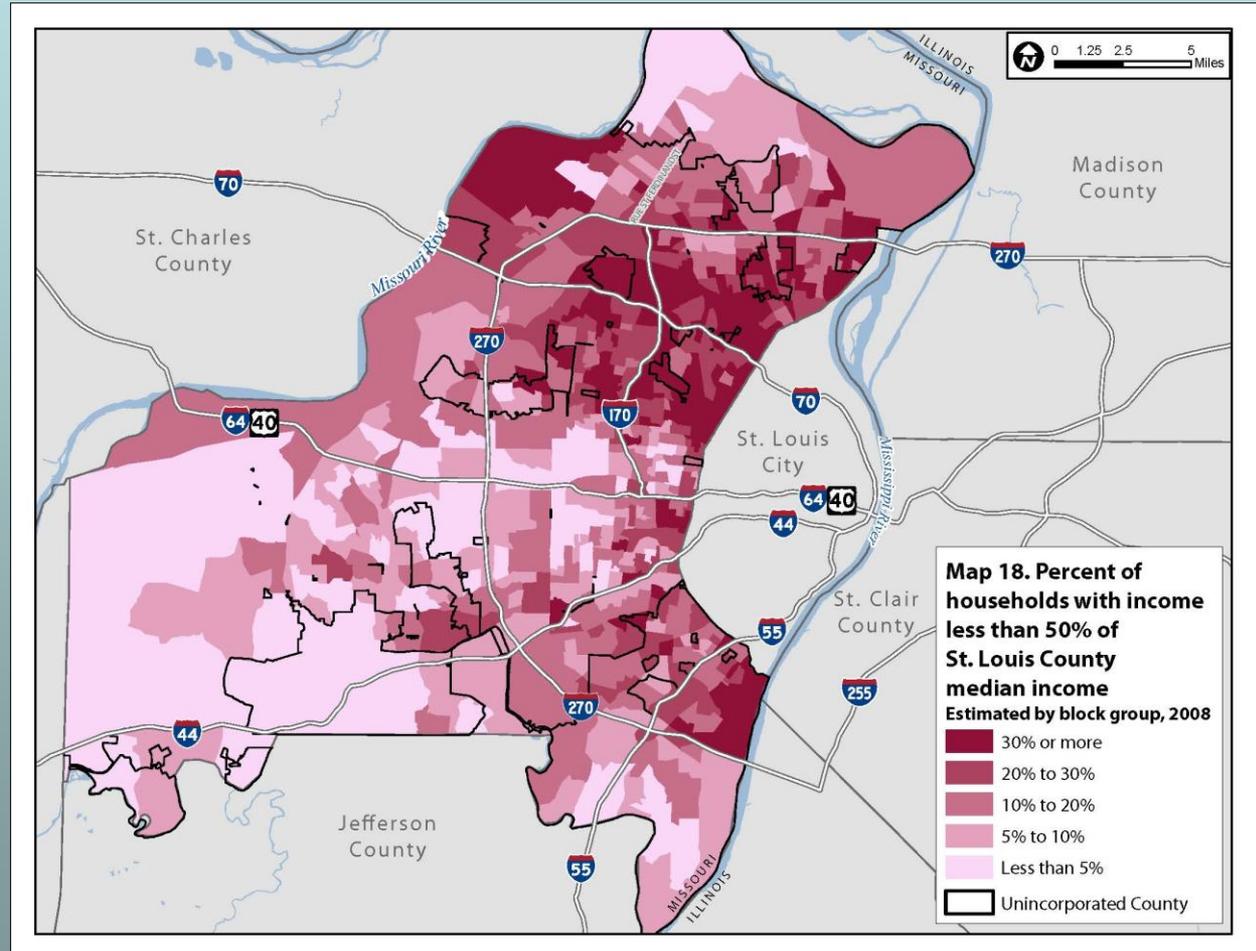
- Public good



GeoFred – The St. Louis Federal Reserve Bank

Examples

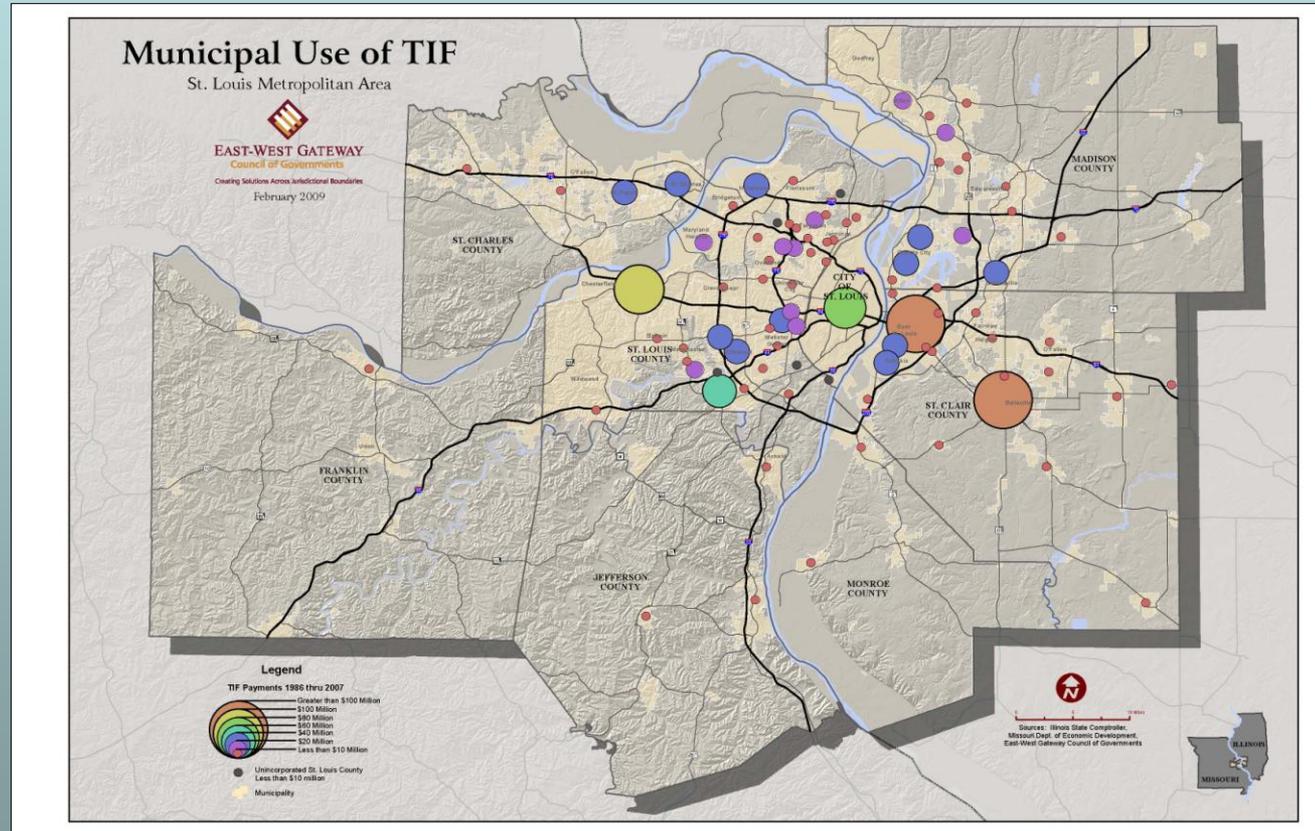
- Research



Saint Louis University - RegionWise – research study

Examples

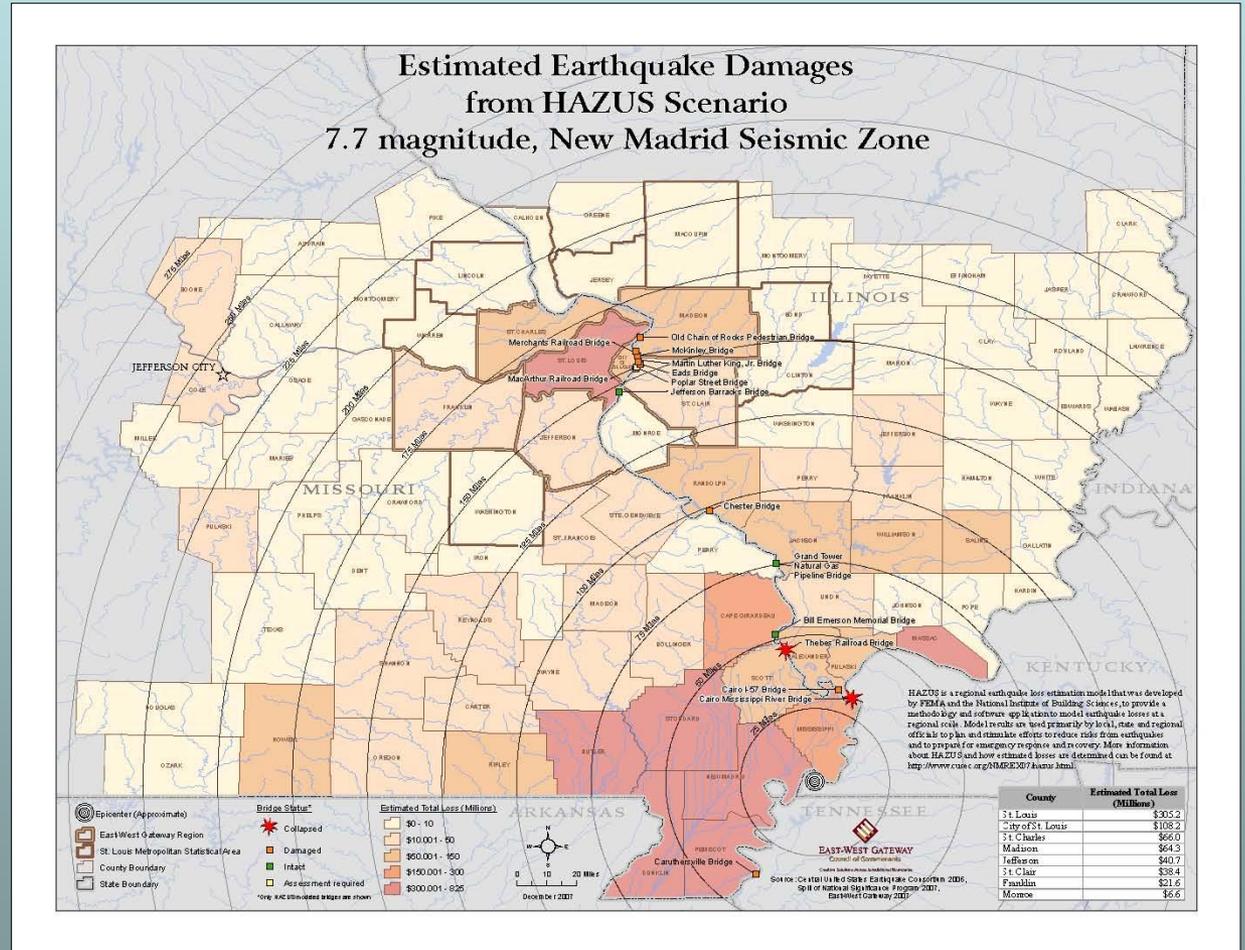
- Research



East-West Gateway Council of Governments – St. Louis

Examples

- Research



East-West Gateway Council of Governments – St. Louis

Examples

Entrepreneurial

My stomach is growling...

The screenshot shows a Google Maps search for "shakespeare pizza columbia". The search results on the left list five locations, each with a rating, address, phone number, and a brief description. The detailed view on the right for "Shakespeare's Pizza" (marked with a red pin 'A') shows a 4.5-star rating from 31 reviews, the address "225 S 9th St, Columbia, MO 65201", and phone number "(573) 449-2454". It includes a map of the location, a "Get directions" link, and a list of tabs for Overview, Details (4), Reviews (31), User Content (33), and Web Pages (83). The reviews section shows three reviews: a 4.5-star review from Mauricio R. (Nov 21, 2008) praising the pizza, a 5-star review from a TripAdvisor member (Feb 27, 2009) calling it the best pepperoni pizza around, and a 3.5-star review from another TripAdvisor member (Jan 17, 2009) noting the price and atmosphere.

Google Maps search for "shakespeare pizza columbia".

Search results:

- A Shakespeare's Pizza** - more info >
225 S 9th St, Columbia, MO - (573) 449-2454
★★★★☆ 31 reviews - Write a review
"Nestled into downtown **columbia Shakespeare's Pizza** is a favorite. They have excellent hand tossed NY style **pizza**. They completely met my taste with extra chesse ..." [dine.com](#)
- B Shakespeare's Pizza** - more info >
3304 Broadway Business Park Ct, Columbia, MO - (573) 447-1202
★☆☆☆☆ 1 review - Write a review
"to helping with giveaways and local fundraising, **Shakespeare's** has become an integral part of **Columbia**. The **pizza** parlor also reaches beyond city limits and ..." [insidecolumbia.net](#)
- C Shakespeare's Pizza** - more info >
3304 W Broadway Business Park Ct, Columbia, MO - (573) 447-1202
Unverified listing
[Write a review](#)
"**Shakespeare's Pizza** in **Columbia, MO, Missouri** - Local Business Information for **Shakespeare's Pizza** in **Columbia, Missouri** ..." [yellowbook.com](#)
- D Shakespeare Pizza** - more info >
Jesse Hall, Columbia, MO - (573) 882-7786
Unverified listing
[Write a review](#)
"Graduate students are very fraternal ... lunch frequently at Heidelberg or **Shakespeare Pizza**. The MAR 29, 2008 ..." [vault.com](#)
- E Shakespeare's Pizza** - more info >
3304 E Broadway, Columbia, MO - (573) 447-1202

Shakespeare's Pizza - more info >
★★★★☆ 31 reviews - Write a review
225 S 9th St
Columbia, MO 65201
(573) 449-2454
[shakespeares.com](#)
Get directions: [To here](#) - [From here](#)
[Edit](#)

Overview Details (4) Reviews (31) User Content (33) Web Pages (83)

★★★★☆ **Pizza** - Mauricio R. - Nov 21, 2008
Yeah, I have no idea how people say that this is 'great' **pizza**. I went during Mizzou's homecoming weekend in October 2008, and the place was packed. In fact, when we got there at ...
[More from Insiderpages.com >](#)

★★★★★ **The best pepperoni pizza around!** -
A TripAdvisor Member - Feb 27, 2009
Locally owned and operated, **Shakespeare's** was started by an English major many years ago and has been popular ever since. It is one of the few places in town where you can actually ...
[More from Tripadvisor.com >](#)

★★★☆☆ **Honestly, it's pretty bad** - A TripAdvisor Member - Jan 17, 2009
At its very best, **Shakespeare's** serves rather pricey but better than average **pizza** in an atmosphere of snarky college fun. It is rarely at its best, though. Take-out is the worst, ...
[More from Tripadvisor.com >](#)

Examples

Entrepreneurial

Our starting point this morning...

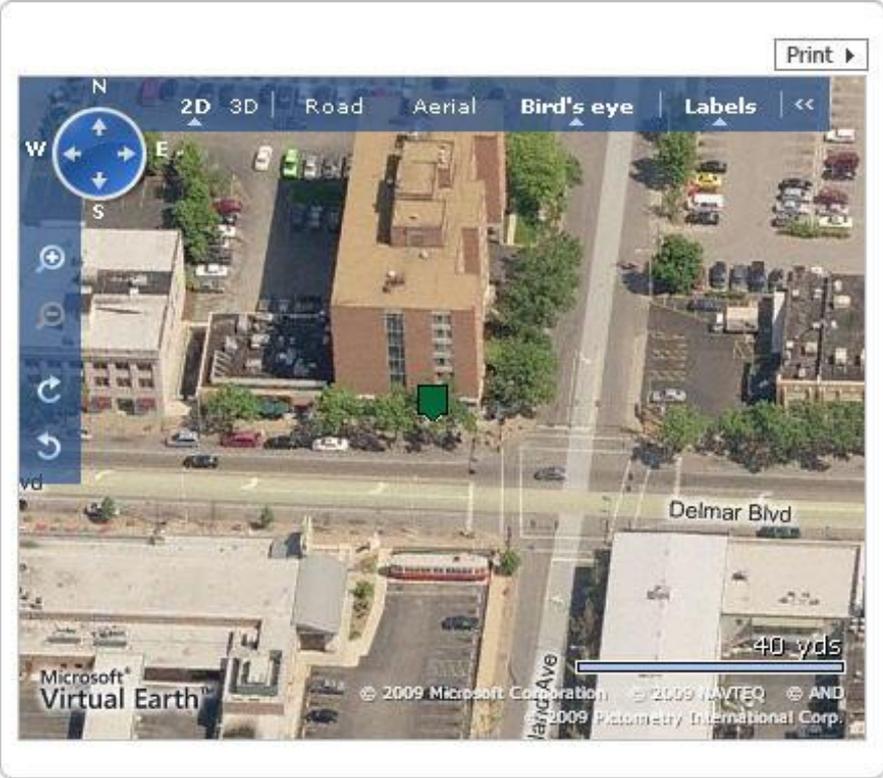
our stores

[<< back to search results](#)

Delmar Loop
6621 Delmar Blvd
University City, Missouri 63130
(314) 862-2664

- Wireless Hotspot Available

[Drive to store](#)
[Drive from store](#)
[Send to mobile](#)
[Invite a friend to meet here](#)
[Upcoming events near here](#)



Microsoft Virtual Earth
© 2009 Microsoft Corporation © 2009 NAVTEQ © AND © 2009 Pitometry International Corp.

Microsoft Virtual Earth

Where do we go from here?



Sources and Recommendations

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- Taleb, Nassim. 2007. The black swan : the impact of the highly improbable. New York : Random House.
- Ziliak, Stephen Thomas. 2008. The cult of statistical significance. Ann Arbor : University of Michigan.