

Web Map Mashups: Cartography of Insurgence?



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Spatial Knowledge and Information - Canada
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ew Questions

What are mashups?

How have they evolved?

Who is in control?

Have they gone "mainstream"?

Really, what are mashups?

Music Mashups

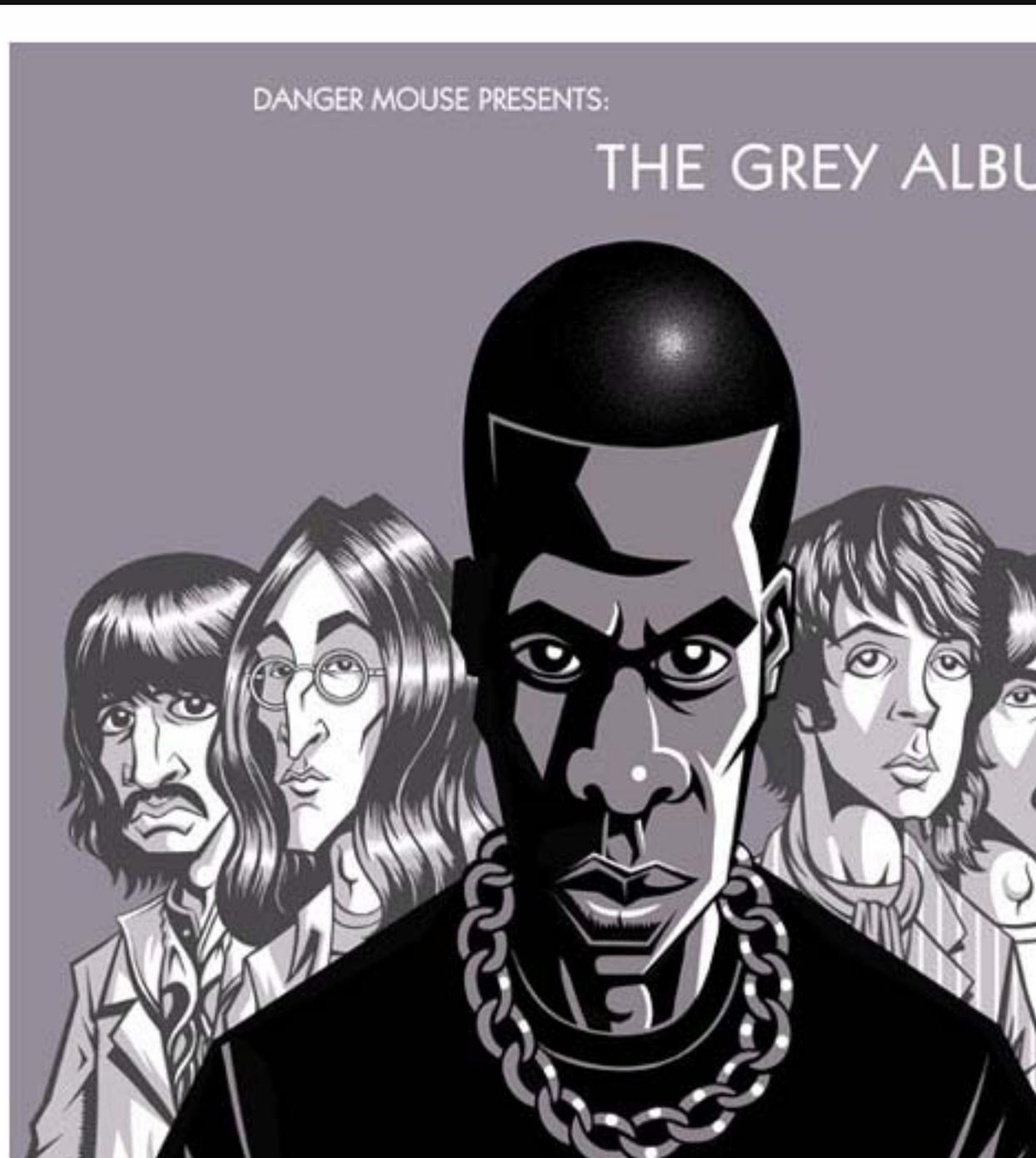
The Beatles'
White Album

+

Jay-Z's
Black Album

=

Danger Mouse's
The Grey Album
(2003)



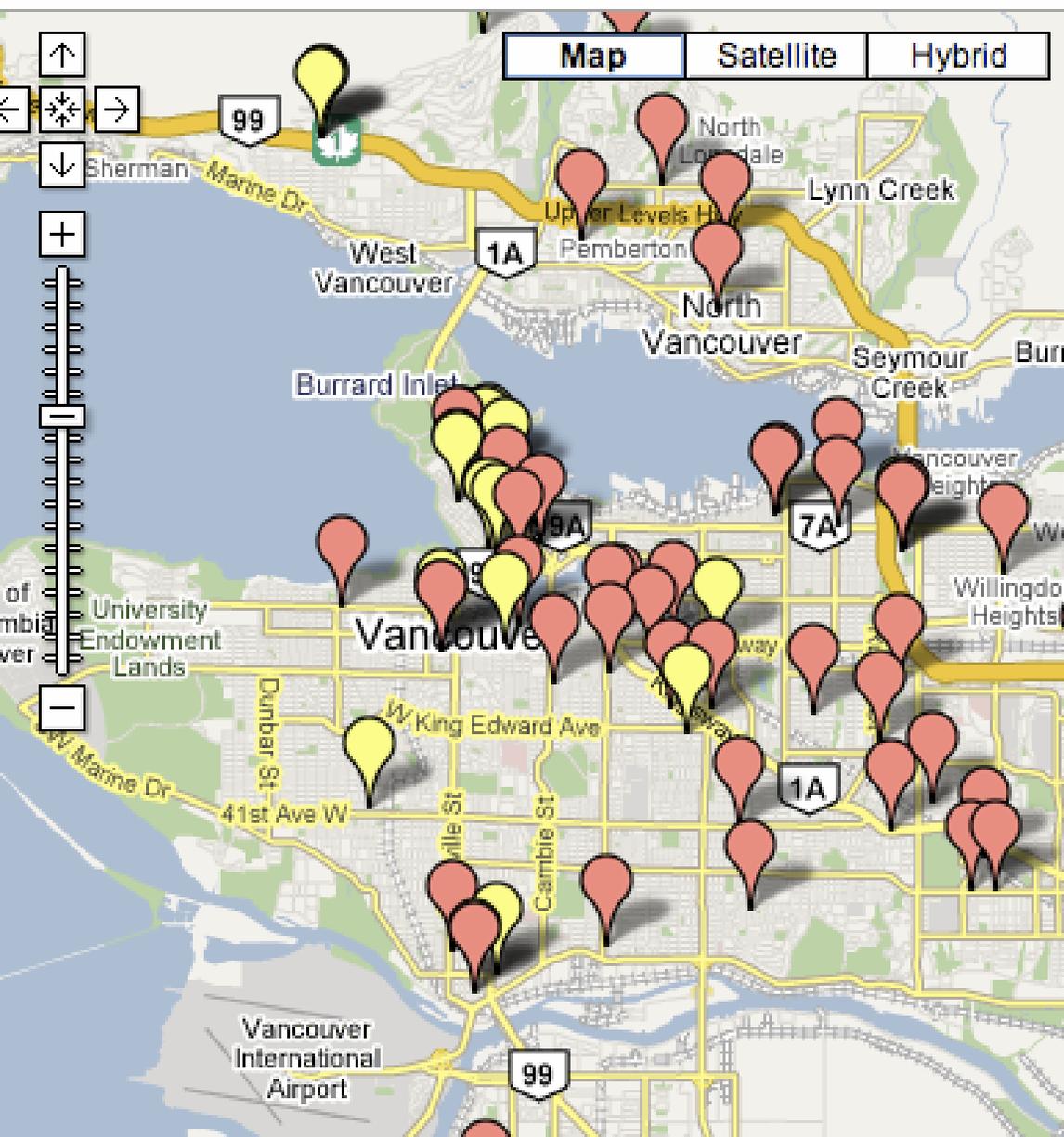
Using Maps (2005)

[For Rent](#)
[For Sale](#)
[Rooms](#)
[Sublets](#)

Powered by [craigslist](#)

City: Price:
[Show Filters](#) ^{New} [Refresh](#) [Link](#)

(this site is in no way affiliated with craigslist)



pics	price	bd	description	city
	\$820		Garden Level in Heritage House -	Vanco
	\$1200		Apartment by the beach -	White
	\$1000	2bd	2 BR Ground Floor Suite -	Vanco
	\$982	1bd	March 1st East Facing - 2nd Floor -	North
	\$1055	2bd	One bedroom with den Marpole Area -	Vanco
	\$750	1bd	Surrey Cloverdale 60th & 192nd approx 800 sq ft., plus private laundry -	Sur
	\$750	1bd	Ground Level Bsmt. Suite -	Miss
	\$775	2bd	2 bedroom suit -	New W
	\$950	1bd	Yaletown - 1 Bedroom With Fabulous View -	Vanco
	\$800		Spacious 1 BR main floor in brand new duplex -	Burr
	\$890	2bd	upper floor on Slokan & 22nd -	Vanco
	\$1100	3bd	3 BR + New Kitchen + New Appliances -	Sur
	\$1000	2bd	Large 2 Bedroom + Den Basement Suite Avail March 1 -	Burr
	\$1100	2bd	Clean, brigh, fully renovated -	Coqu
	\$1200	2bd	Large 2 bedroom - Main floor of House -	Vanco
	\$750	1bd	Furnished Bsmt suite -	Burr

Chicago Crime (2005)

CHICAGOCRIME.ORG AV
4200 N

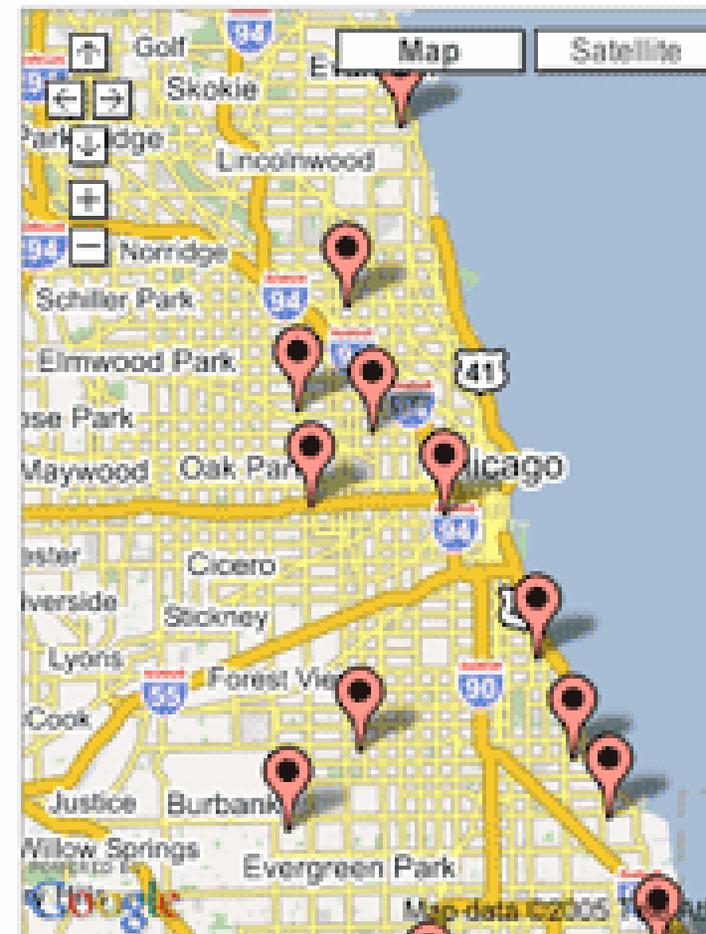
A freely browsable database of crimes reported in Chicago.

Browse by: [Crime type](#) · [Street](#) · [Date](#) · [Police district](#) · [ZIP code](#) · [Ward](#) · [Location](#) · [Route](#) · [City map](#)

Assault / Aggravated assault: P.O.: Handgun

Latest reported crimes

-  FEB. 11 [HM176428](#)
8:21 p.m. 700 block S. Springfield Ave. [Park property](#)
-  FEB. 9 [HM172424](#)
5:35 p.m. 6500 block S. Richmond St. [Street](#)
-  FEB. 5 [HM164862](#)
12:30 p.m. 3000 block W. Grace St. [Sidewalk](#)
-  JAN. 14 [HM124890](#)
7 p.m. 8100 block S. Kingston Ave. [Apartment](#)
-  JAN. 1 [HM100432](#)
3:35 a.m. 8200 block S. Scottsdale Ave. [Street](#)
-  JAN. 1 [HM100059](#)
12:07 a.m. 12100 block S. Laflin St. [Residence](#)
-  DEC. 30 [HL817088](#)
10:10 a.m. 4600 block S. Ellis Ave. [Street](#)
-  DEC. 23 [HL805022](#)
12:50 a.m. 11200 block S. Avenue M [Street](#)
-  DEC. 21 [HL802555](#)
7 p.m. 4000 block W. Taylor St. [Street](#)



snups vs. Traditional Media

outsider cartography:

Maps of things not traditionally mapped

Liberating data not usually available to the public

Putting control in the hands of the end user

dependencies:

Must rely on others for the web resources

Must rely on others' cartographic choices

Must rely on others for data

DIVING Uses of Mashups (teaser)

Political mashups:

OnNYTurf

(resisting redevelopment in NYC)

Tunisian Prison Map

(documenting sites and stories from secret prisons)

Unintended consequences of publishing data:

Greenpeace GMO map

(France forced shutdown of GMO farm mashup that used publicly available data)

New Orleans crime map

(police didn't approve of mapping public data)

Corporate mashups:

Nike's "Just Map It"

HBO's The Sopranos

Government outsourcing of services:

Google Transit

(from VGI transit mashups to transit

Search Engine Competition for Mashups

Case 1: Release of APIs

Google, Yahoo and Microsoft (2005)

Case 2:

KML in Google Maps (not just Google Earth) (2006)

Support for GeoRSS:

MS Virtual Earth (2006)

Yahoo Maps (2006)

Google Maps (2007)

Case 3: Moving mashups onto search engines' servers

Yahoo Pipes (2007)

Microsoft Popfly (2007)

Google MyMaps / Mapplets (2007)

Yahoo! Pipes (2007)

The screenshot shows the Yahoo! Pipes web interface in a browser window titled "Pipes: editing 'craigslist / zillow mashup'". The address bar shows the URL `http://pipes.yahoo.com/pipes/pipe.edit?_id=8ne6mC_P3BG7sc`. The page header includes the "pipes" logo, the pipe name "craigslist / zillow mashup", and buttons for "Pipe Loaded" and "Run Pipe...". Below the header are navigation options: "Layout", "Expand All", "Collapse All", "Back to My Pipes", and "New".

The main workspace is divided into a left sidebar and a central canvas. The sidebar contains a "Sources" list with items like "Fetch CSV", "Feed Auto-Discover", "Fetch Feed", "Fetch Data", "Fetch Page", "Fetch Site Feed", "Flickr", "Google Base", "Item Builder", "Yahoo! Local", and "Yahoo! Search". Below "Sources" are categories: "User inputs", "Operators", "Url", "String", "Date", "Location", "Number", "Favorites", "My pipes", and "Deprecated".

The central canvas displays a flowchart of pipe components connected by blue lines:

- Enter Real Estate Feed (url)**: A configuration window with fields for Name (urlinput1), Prompt (Enter Real Estate Feed), Position (number), Default (http://sfbay.craigslist.org/search/rfs?q), and Debug (url).
- Fetch Feed**: A component with a "URL" input field containing "url [wired]".
- Location Extractor**: A component that receives input from the "Fetch Feed" component.
- Private String**: A component with a "Private string" field containing "text".
- Loop**: A component with the text "For each [] in input feed".
- URL Builder**: A component nested within the "Loop", with a "Base" field containing "http://www.zillow.i" and "Path elements" and "Query parameters" sections.

Yahoo! Pipes (2007)

Pipes: craigslist / zillow mashup

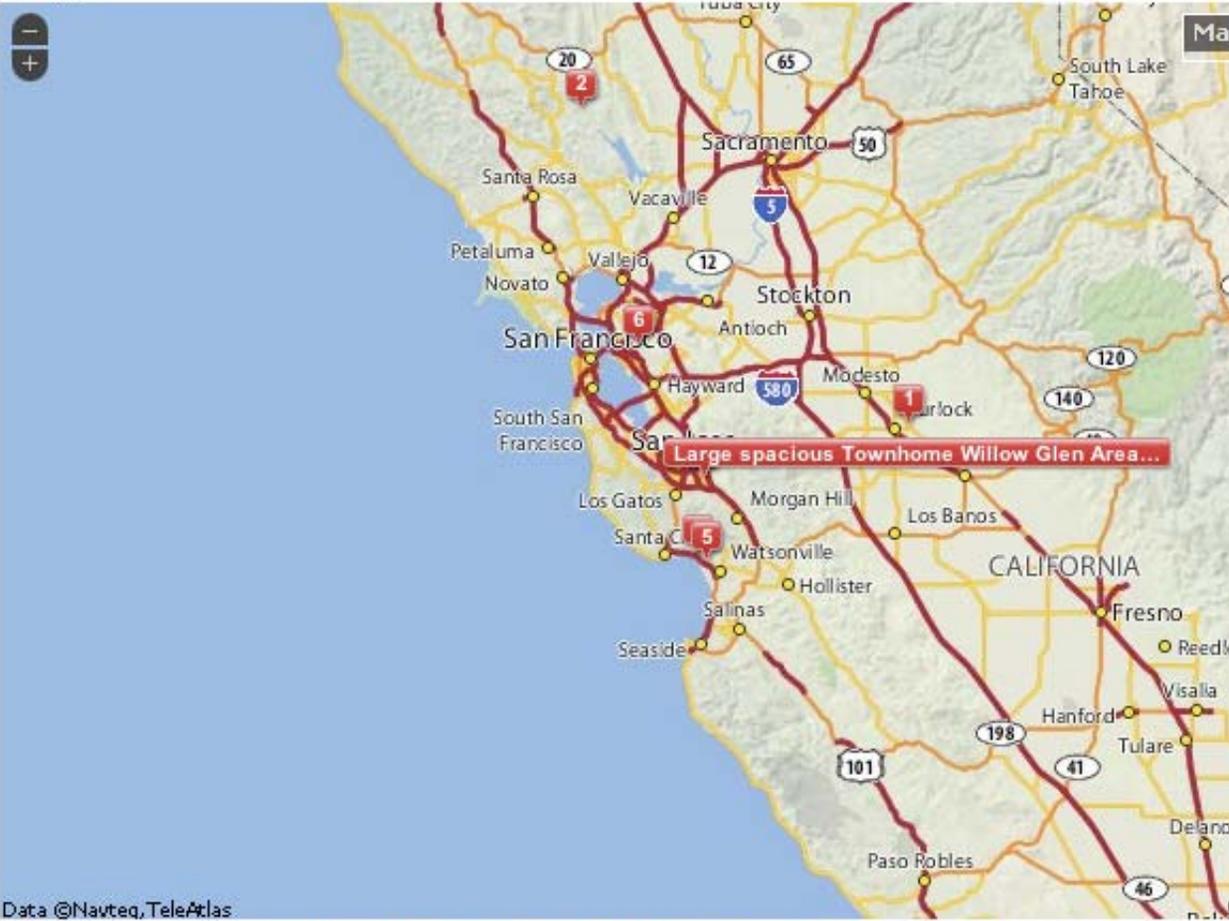
http://pipes.yahoo.com/pipes/pipe.info?id=8ne6mC_P3BG7so

View Source Clone

Enter Real Estate Feed Run Pipe

MY YAHOO! Google Get results by Email or Phone More options

Map List



Large spacious Townhome Willow Glen Area...

San Francisco Stockton Modesto San Jose Los Gatos Morgan Hill Los Banos Santa Clara Watsonville Hollister Salinas Hanford Tulare Fresno

CALIFORNIA

Data ©Navteq, TeleAtlas

3. Large spacious Townhome Willow Glen Area (willow glen / cambrian) \$499950
Zillow Estimate: \$547,000

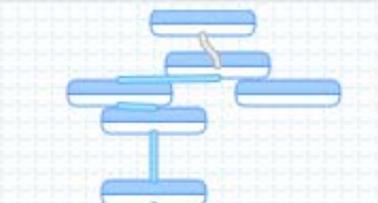
Properties
Published on **11/16/07**
940 runs
16 clones

Bookmark / Share

Tags (3)
craigslist
realestate
zillow

Sources (3)
craigslist.org
sfbay.craigslist.org
zillow.com

Modules (10)
fetchdata
fetch
regex
filter
rename
urlbuilder
geotag
urlinput
loop
privatetesting



hoo! Pipes (2007)



Author:
Vadim

Properties

Published on **01/02/08**
109 runs
1 clones

Bookmark / Share

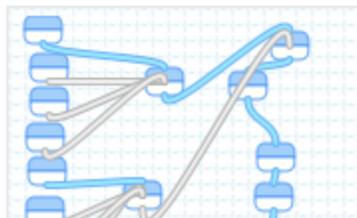


Sources (13) [more +](#)

- [yahoo.com](#)
- [nytimes.com](#)
- [msn.com](#)
- [rss.cnn.com](#)
- [msnbc.msn.com](#)
- [usatoday.com](#)
- [rssfeeds.usatoday.com](#)
- [thecaucus.blogs.nytimes.com](#)
- [shortcuts.yahoo.com](#)
- [well.blogs.nytimes.com](#)

Modules (6)

- [sort](#)
- [filter](#)
- [uniq](#)
- [union](#)
- [geotag](#)
- [subpipe](#)



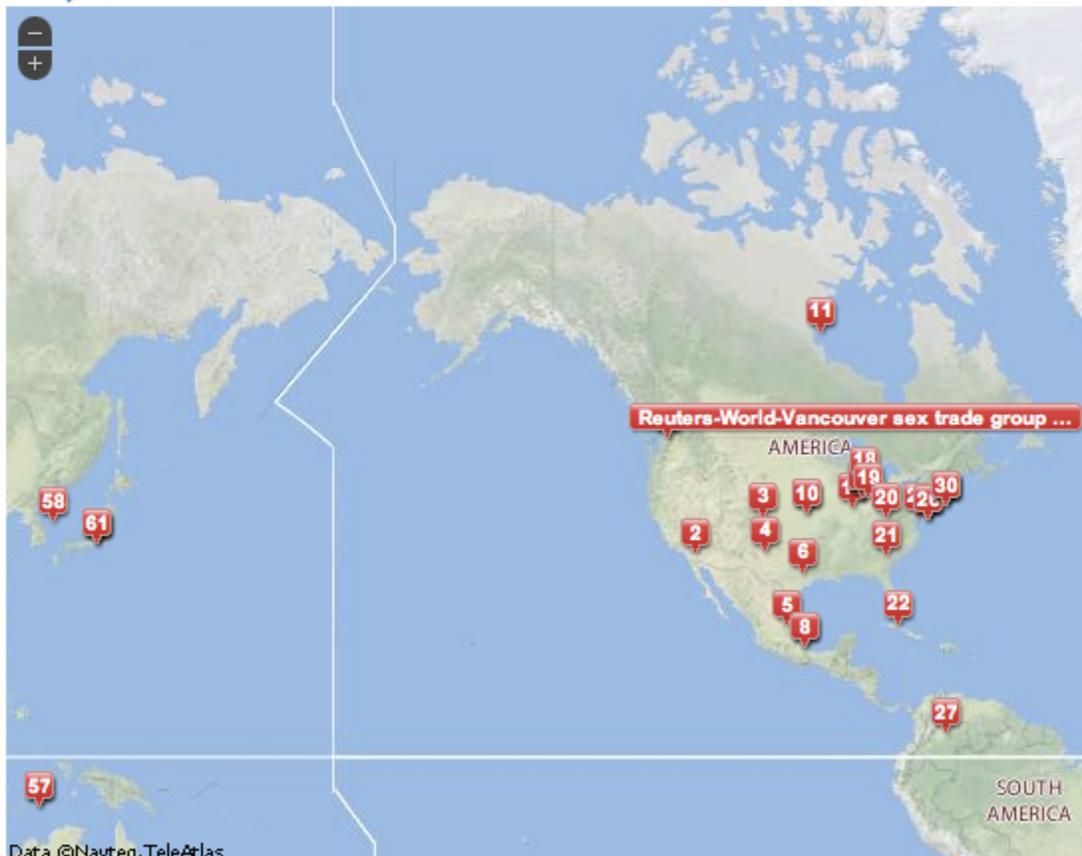
Many news -> GeoRSS

Pipe Web Address: http://pipes.yahoo.com/pipes/pipe.info?_id=aa745b17e423386e6fcf9a37f1c064ca

[☆](#) [View Source](#) [Clone](#)

[+ MY YAHOO!](#) [+ Google](#) [🔔 Get results by Email or Phone](#) [📡 More options ▶](#)

Map List



Data ©Navteq, TeleAtlas

1. Reuters-World-Vancouver sex trade group wins co-op status

VANCOUVER, British Columbia (Reuters) - A group of Canadian sex trade workers hoping to open a brothel in time for the 2010 Olympics in Vancouver said on Friday they have won approval to do so themselves.

Yahoo! Pipes (2007)

The screenshot displays the Yahoo! Pipes editor interface for a pipe named "Many news -> GeoRSS". The browser address bar shows the URL `http://pipes.yahoo.com/pipes/pipe.edit?id=aa745b17e423`. The interface includes a sidebar with source categories and a main workspace with a flowchart of pipe components.

Sources:

- Fetch CSV
- Feed Auto-Discover
- Fetch Feed
- Fetch Data
- Fetch Page
- Fetch Site Feed
- Flickr
- Google Base
- Item Builder
- Yahoo! Local
- Yahoo! Search

Categories:

- User Inputs
- Operators
- Url
- String
- Date
- Location
- Number
- Favorites
- My pipes
- Deprecated

Flowchart Components:

- Union:** A central component receiving multiple inputs from the sources.
- Filter:** Configured to "Permit items that match all of the following" rules. One rule is "item.geo:lat" contains "text".
- Sort:** Configured to "Sort by" "item.pubDate" in "descending" order.
- Unique:** Two unique filter components: "Filter non-unique items based on item.y:title" and "Filter non-unique items based on item.description".
- Location Extractor:** The final component in the visible flow.

Yahoo! Pipes (2007)

The screenshot displays the Yahoo! Pipes web interface for editing a pipe titled "Copy of Copy of Many news -> GeoRSS". The browser address bar shows the URL `http://pipes.yahoo.com/pipes/pipe.edit?id=1d65b45409cd`. The interface includes a top navigation bar with buttons for "Pipe Cloned", "Run Pipe...", "Back to My Pipes", "New", "Save", and "Save a copy". A left sidebar contains a "Sources" section and a "Filter" module description. The main workspace features a vertical toolbar with various operators such as "Count", "Filter", "Location Extractor", "Loop", "Regex", "Rename", "Reverse", "Sort", "Split", "Sub-element", "Tail", "Truncate", "Union", "Unique", and "Web Service".

The pipeline consists of the following modules connected in sequence:

- Union**: The top-most module in the pipeline.
- Filter**: A filter module with the configuration: "Permit items that match all of the following". It contains one rule: "item.geo:lat" contains "text".
- Sort**: A sort module configured to "Sort by item.pubDate in descending order".
- Unique**: A unique module configured to "Filter non-unique items based on item.y:title".
- Unique**: A second unique module configured to "Filter non-unique items based on item.description".
- Location Extractor**: The bottom-most module in the pipeline.

The "Filter" module description in the sidebar reads: "This module filters the input source, including or excluding fields, that match a set of defined rules. After connecting an input source, the Title".

Who! Pipes (2007)



Author:
Alan McConchie
([Edit picture](#) | [name](#))

Properties

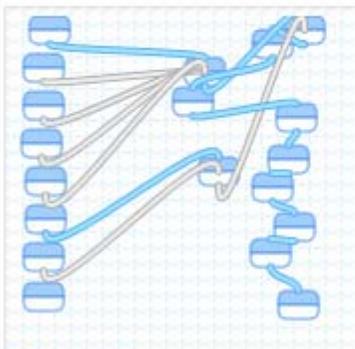
Not published
0 runs
0 clones

Bookmark / Share



Tags (0)

[add new tag](#)



[Edit Source](#)

Britney GeoRSS Feed

[Click to add description](#)

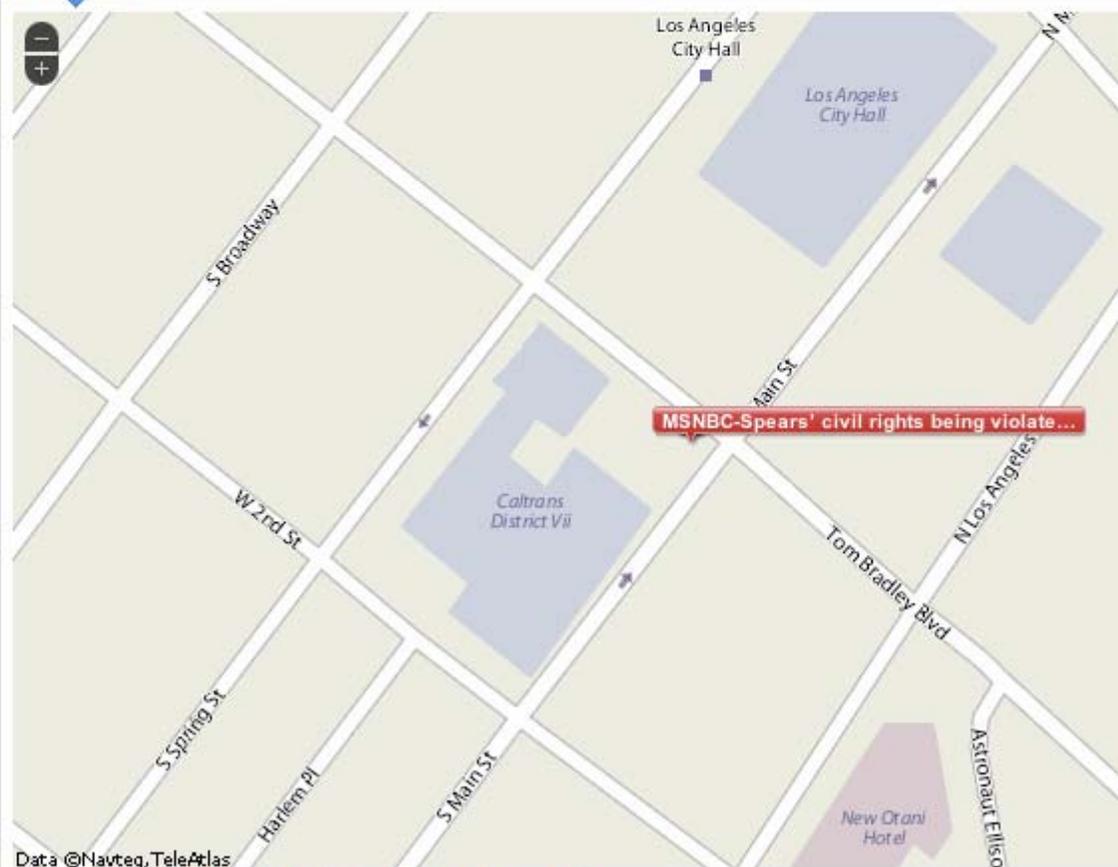
Pipe Web Address: <http://pipes.yahoo.com/britneyfeed/4132ba10f31dd5b8599ea7cf1c8de66a> ([edit](#))

[★](#) [Edit Source](#) [Delete](#) [Publish](#) [Clone](#)

[+ MY YAHOO!](#) [+ Google](#) [📧 Get results by Email or Phone](#) [📡 More options ▶](#)

Map

List



Data ©Navteq,TeleAtlas

1. MSNBC-Spears' civil rights being violated?

Who! Pipes

It has been said that Unix is not an operating system as much as it is a way of thinking. In *The UNIX Programming Environment*, Kernighan and Pike write that at the heart of the Unix philosophy "is the idea that the power of a system comes more from the relationships among programs than from the programs themselves."

Tim O'Reilly

From "Pipes and Filters for the Internet"

on radar.oreilly.com

February 7, 2000

Google MyMaps and Mapplets (2007)

The image shows a screenshot of the Google Maps website from 2007. At the top left is the Google Maps logo. A search bar contains the text "britney spears". To the right of the search bar is a dropdown menu for "Restrict results to:" set to "User-created content". Below the search bar are buttons for "Search the map", "Find businesses", and "Get directions".

On the left side, there are tabs for "Search Results" and "My Maps". Below these is a section for "User-created content" showing search results 1-10 of about 98 for "britney spears". The results list several user-created maps:

- Britney Spears** - [more info](#) »
Britney Spears'old LA home - not the Malibu residence of Britney and Kevin Federline. 7515 Mulholland Drive, Beverly Hills, Los Angeles CA 90028 ...
[Untitled Map](#) - [bbs.keyhole.com](#)
- Britney Spears** - [more info](#) »
[maps.google.com](#) Stars Homes [more info](#) »
...
[My Saved Places](#) - [maps.google.com](#)
- Britney Spears** - [more info](#) »
[Stars Homes](#) - [maps.google.com](#)
- Britney Spears** - [more info](#) »
Summit Cir, Beverly Hills, CA 90210 ...
[Hollywood Hills](#) - [maps.google.com](#)
- Britney Spears** - [more info](#) »
Los Angeles, CA 90046 ...
[Famous California Houses](#) - [maps.google.com](#)

The main map area shows a map of Los Angeles and surrounding areas. Several blue location pins are placed on the map, labeled with letters: B, A, G, F, and H. The map includes navigation controls on the left (directional arrows, zoom in/out, and a vertical zoom slider) and map style controls at the top right (Traffic, Map, Satellite). Major highways like I-5, I-10, I-405, and SR-101 are visible.

Google MyMaps and Mapplets (2007)



e.g., "tango in Buenos Aires" or "skyscrapers near new york"

[Search Maps](#)

[Search the map](#)

[Find businesses](#)

[Get directions](#)

[Search Results](#)

[My Maps](#)

[View in Google Earth](#)



[Print](#)



[Send](#)



[Link](#)

[Save to My Maps](#)

Stars Homes

Views - Public

Created on Feb 8 - Updated 6 days ago

[dbinaz](#)

[Rate this map](#) - [Write a comment](#)

[Jennifer Garner and Ben Afflecks House](#)
Jennifer Garner and Ben Afflecks House

[Billy Crystal's House](#)

[J Lo and Marc Anthony](#)

[Britney Spears](#)

[Paparazzi Hangout](#)

[Gated Entrance](#)



Google MyMaps and Mapplets (2007)



e.g., "10 market st, san francisco" or "hotels near lax"

oil spill

Search Maps

Search the map

Find businesses

Get directions

Search Results

My Maps

View in Google Earth Print Send Link

Text View Map View

results 1 - 11 of about 451 for oil spill

Categories: [Non-classified Establishments](#),
[Environmental Conservation & Ecological Organizations](#)

User-created content for [oil spill](#) **New!**

[Oil Spill](#) - more info »

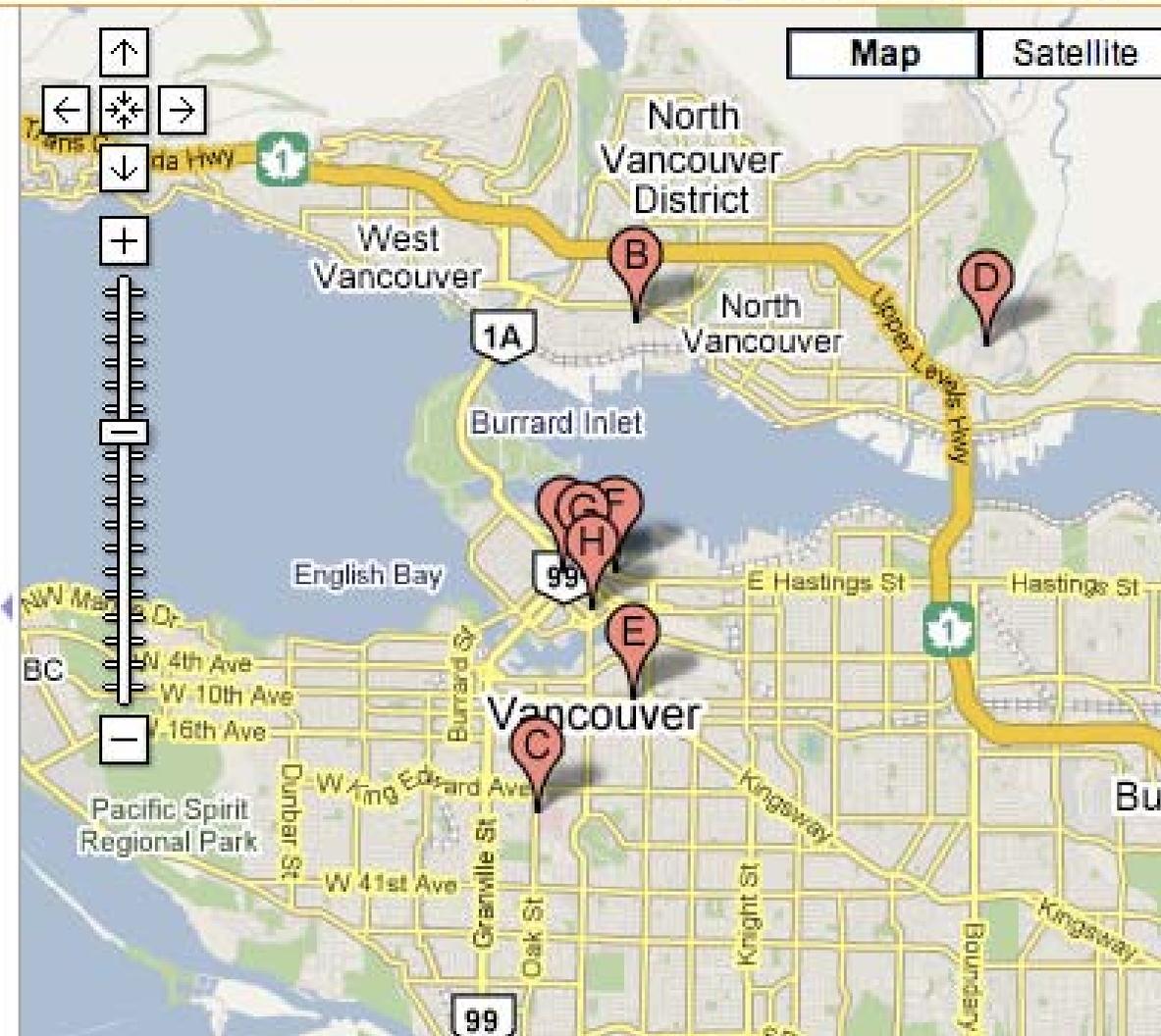
Burnaby (2007-07-24) Oil pipeline ruptured by excavator operator spilling 1400 barrels of crude oil. The fountain was reported to be 30 meters high, and oil ... Pipeline Rupture & Oil Spill ...

[Pipeline Rupture & Oil Spill](#) - maps.google.com

[Oil Spill](#) - more info »

[Burnaby B.C. Oil Spill Location](#) - maps.google.com

[More user-created content for oil spill »](#)



Google MyMaps and Mapplets (2007)

Google Maps e.g., "10 market st, san francisco" or "hotels near lax"

Search Maps [Show](#)

[Search the map](#) [Find businesses](#) [Get directions](#)

[Search Results](#) **My Maps**

[Create new map](#) - [Browse the directory](#)

Created by others

- Vancouver Sea Level Rising**
- [Position Finder](#)
- [Popular Places on Platial](#)

Featured content

Vancouver Sea Level Rising
by: Sierra Club BC

- [Vancouver Sea Level Rising](#)
- [Legend](#)
- [Potential Future Sea Level \(use slider to adjust transparency\)](#)
 - [Data](#)
- [Current Sea Level](#)
 - [Data](#)
- [Municipal Boundaries](#)
 - [Data](#)
- [Electoral District Boundaries](#)
 - [Data](#)

Map Satellite

Map navigation controls: Home, Previous, Next, Full Screen, Street View, Zoom In, Zoom Out, Map Scale.

What are mashups today?

Who ultimately owns and controls these mashups?

How to shift focus to back to relationships and reusability?

Is there a distinction between "mashup" and "neogeography" useful?

