

# Web Map Mashups: Cartography of Insurgence?



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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

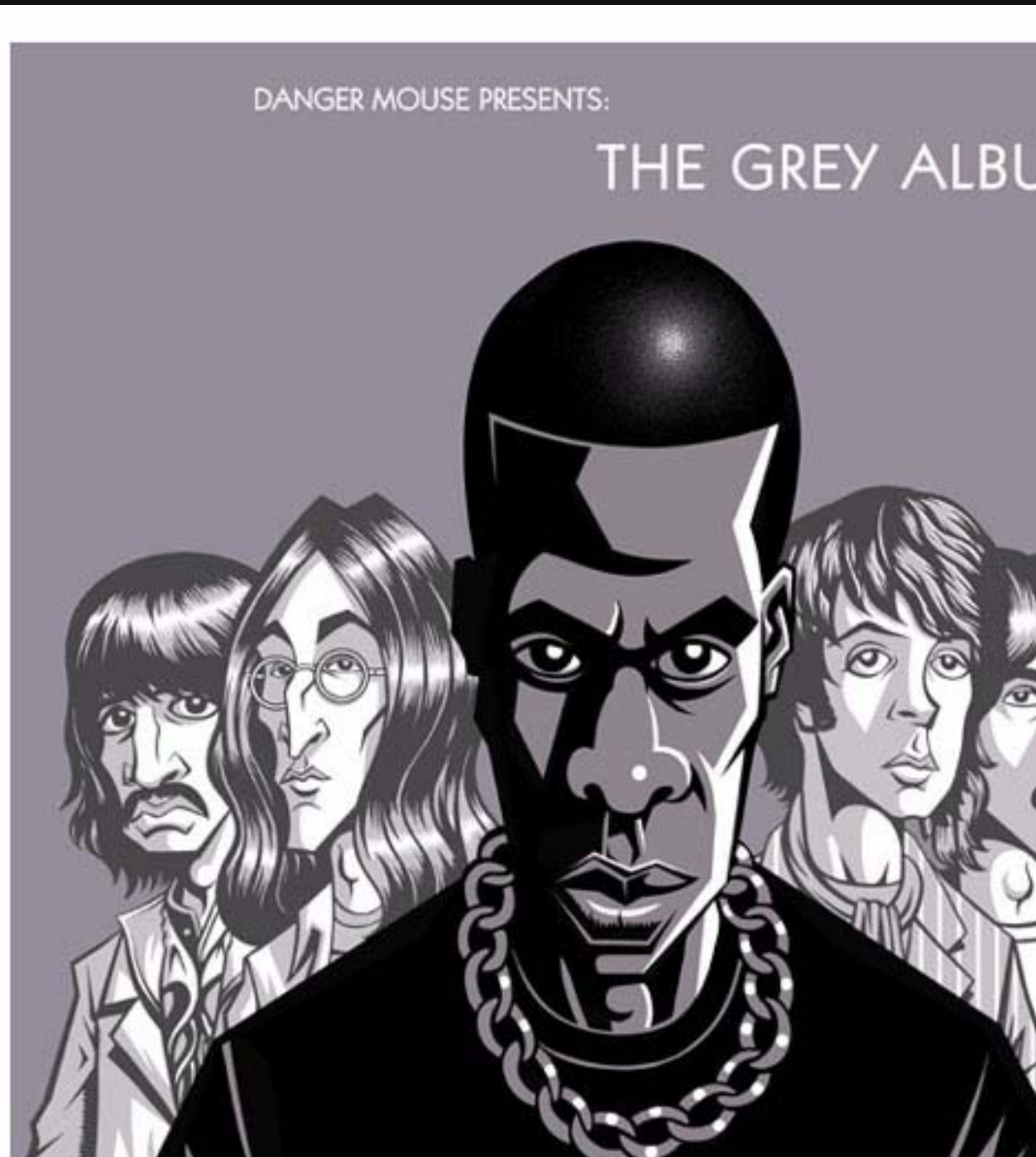
The Beatles'  
*White Album*

+

Jay-Z's  
*Black Album*

=

Danger Mouse's  
*The Grey Album*  
(2003)



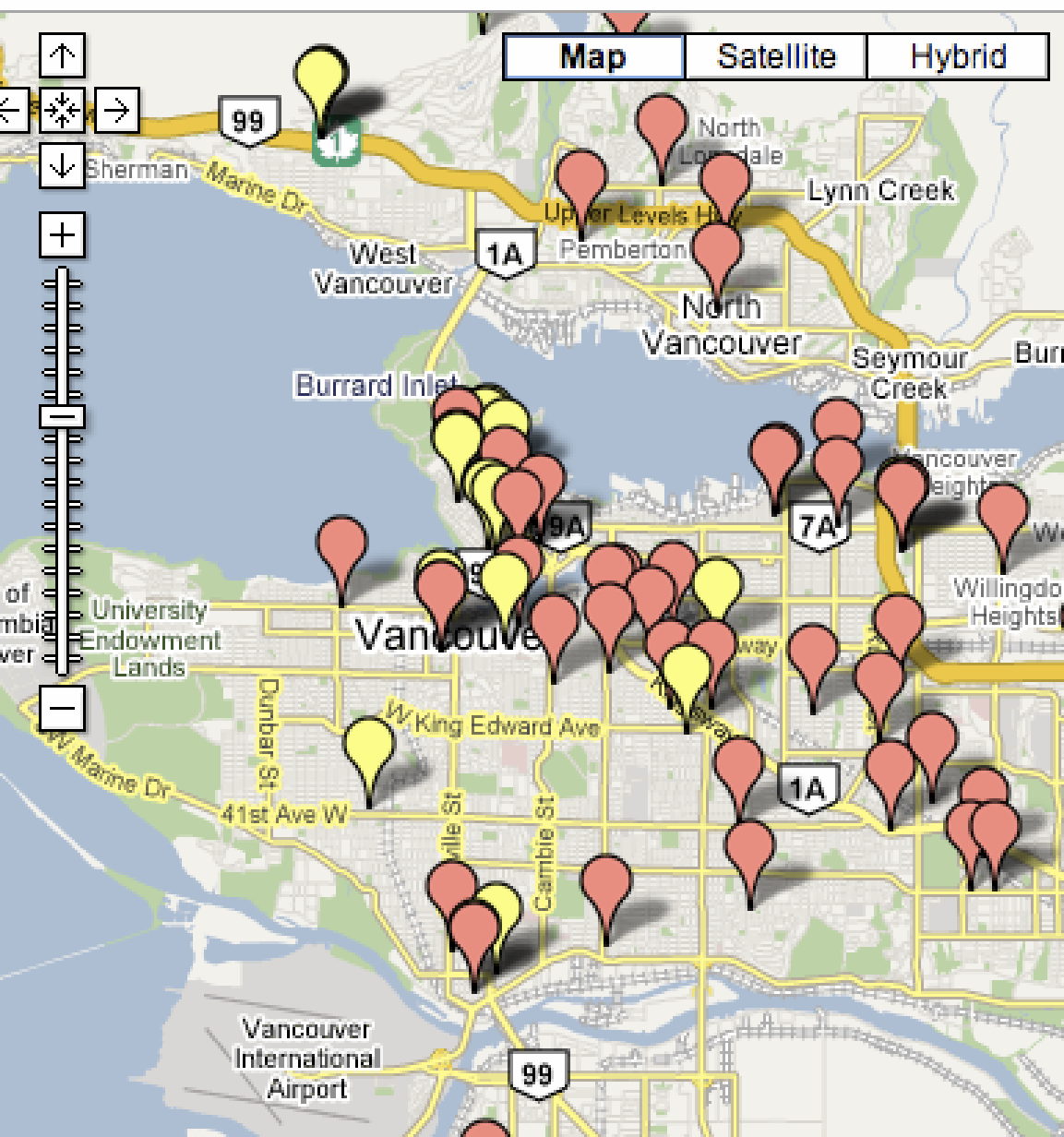
# Using Maps (2005)

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

Powered by [craigslist](#)

City:  Price:   
[Show Filters](#) <sup>New</sup> [Refresh](#) [Link](#)

(this site is in no way affiliated with craigslist)



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

# Chicago Crime (2005)










CHICAGOCRIME.ORG AV  
4200 N

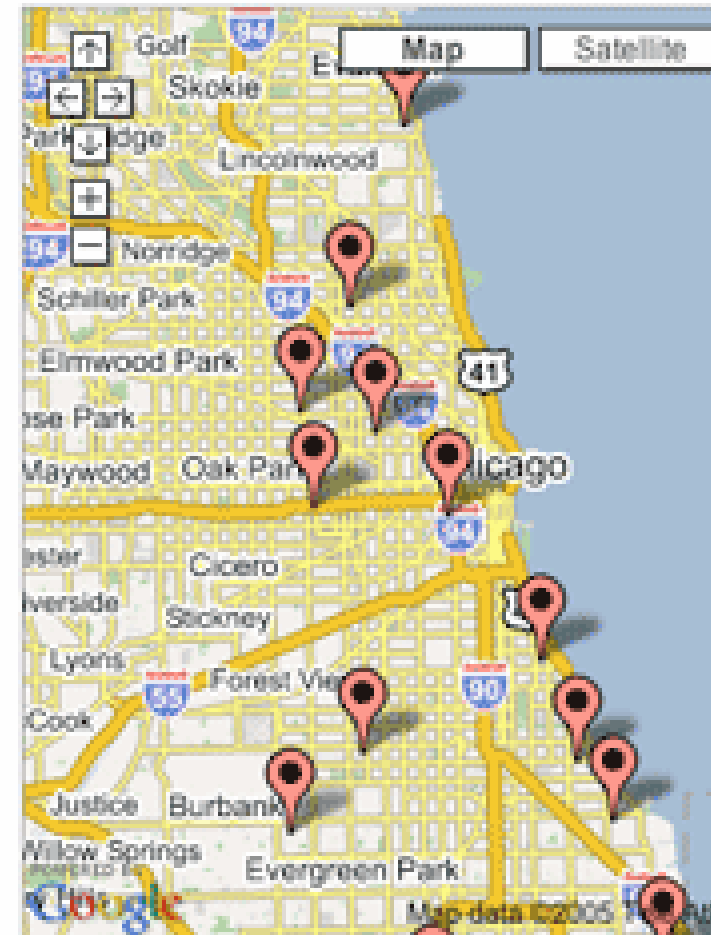
A freely browsable database of crimes reported in Chicago.

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)**



# Yoo! Pipes (2007)

The screenshot shows the Yahoo! Pipes editor interface for a pipe named 'craigslist / zillow mashup'. The browser address bar shows the URL: `http://pipes.yahoo.com/pipes/pipe.edit?id=8ne6mC_P3BG7sc`. The interface includes a sidebar with various source and operator categories, and a main workspace with a flowchart of connected 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

**User inputs:**

- Operator
- Url
- String
- Date
- Location
- Number
- Favorites
- My pipes
- Deprecated

**Flowchart Components:**

- Enter Real Estate Feed (url)**: Name: `urlinput1`, Prompt: `Enter Real Estate Feed`, Position: `number`, Default: `http://sfbay.craigslist.org/search/rfs?q`, Debug: `url`.
- Fetch Feed**: URL: `url [wired]`.
- Location Extractor**: Receives input from the Fetch Feed component.
- Private String**: This string will only be shown to the pipe owner. Private string: `text`.
- Loop**: For each `input` in input feed.
- URL Builder**: Base: `http://www.zillow.com`. Path elements: `input`.

# hoo! Pipes (2007)

Pipes: craigslist / zillow mashup

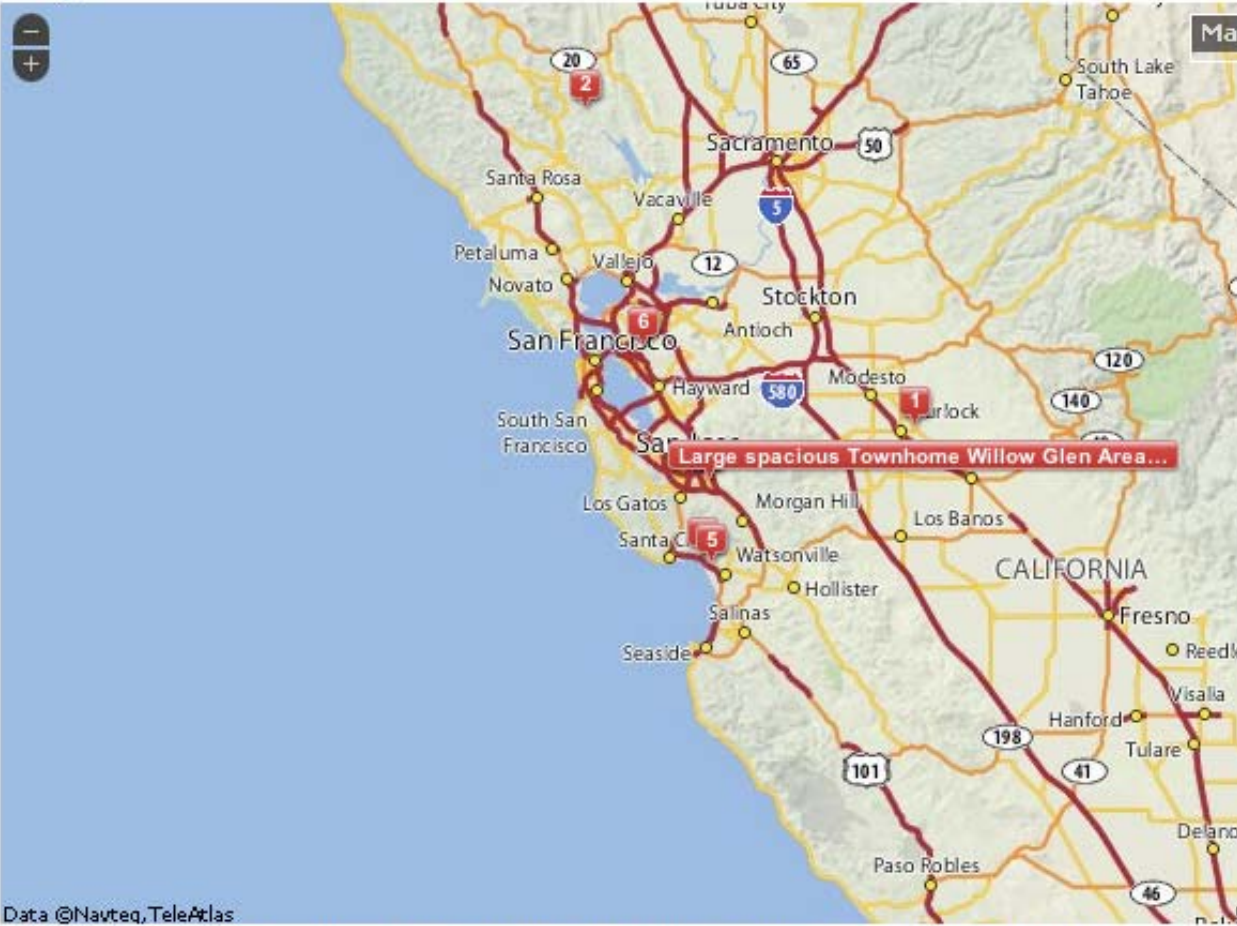
http://pipes.yahoo.com/pipes/pipe.info?id=8ne6mC\_P3BG7so

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...

3. Large spacious Townhome Willow Glen Area (willow glen / cambrian) \$499950  
Zillow Estimate: \$517,000

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](#)



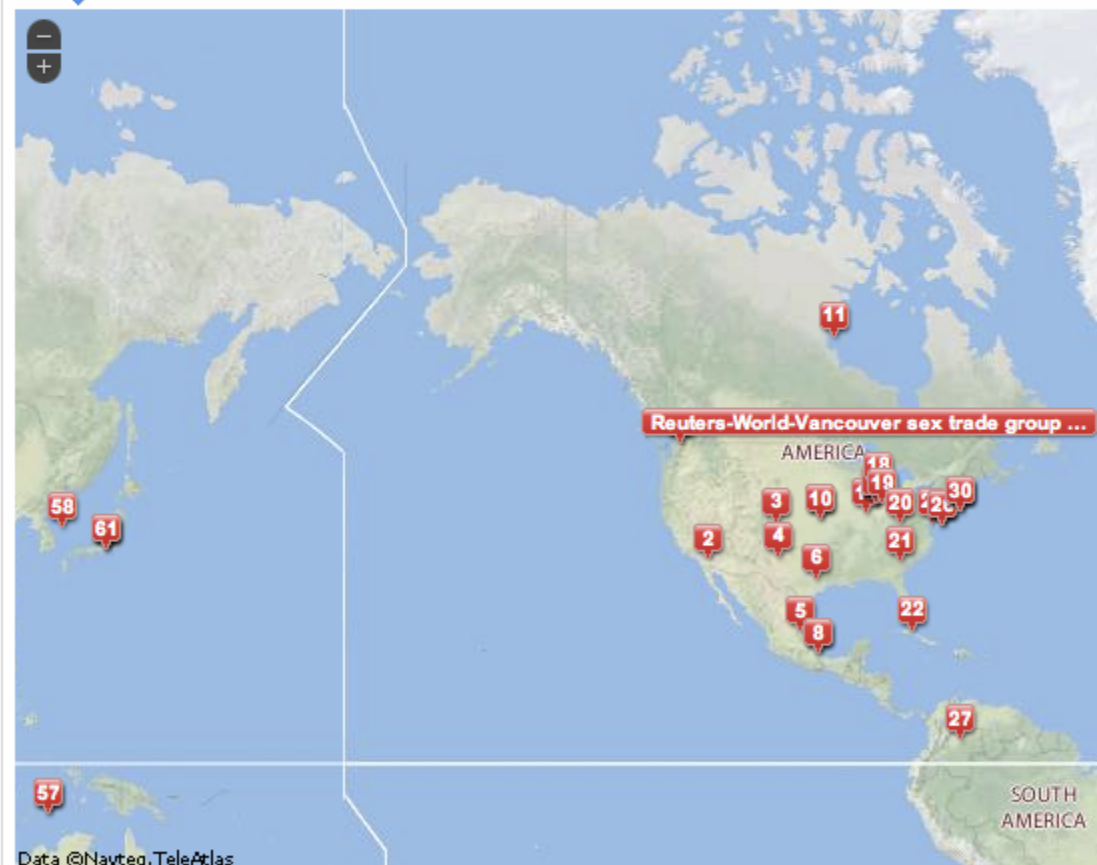
## Many news -> GeoRSS

Pipe Web Address: [http://pipes.yahoo.com/pipes/pipe.info?\\_id=aa745b17e423386e6fcf9a37f1c064ca](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 with "Permit" and "all" of the following rules:
  - Rule 1: `item.geo:lat` Contains `text`
- Sort:** Configured to sort by `item.pubDate` in descending order.
- Unique:** Filter non-unique items based on `item.y:title`.
- Unique:** Filter non-unique items based on `item.description`.
- Location Extractor:** The final component in the visible flow.

# Who! Pipes (2007)

The screenshot shows the Yahoo Pipes editor interface. The browser address bar displays the URL: `http://pipes.yahoo.com/pipes/pipe.edit?id=1d65b45409cd`. The page title is "Pipes: editing 'Copy of Copy of Many news -> GeoRSS'".

The interface includes a sidebar on the left with a menu of operators and filters:

- Sources**
- User Inputs**
- Operators**
  - Count
  - Filter
  - Location Extractor
  - Loop
  - Regex
  - Rename
  - Reverse
  - Sort
  - Split
  - Sub-element
  - Tail
  - Truncate
  - Union
  - Unique
  - Web Service
- Url**
- String**
- Date**
- Location**

The main workspace contains a workflow diagram with the following components:

- Union**: A blue box at the top, connected to the start of the pipeline.
- Filter**: A blue box with the configuration: "Permit items that match all of the following". Rules: `item.geo:lat` Contains `text`.
- Sort**: A blue box with the configuration: "Sort by `item.pubDate` in descending order".
- Unique**: A blue box with the configuration: "Filter non-unique items based on `item.y.title`".
- Unique**: A blue box with the configuration: "Filter non-unique items based on `item.description`".
- Location Extractor**: A blue box at the bottom of the visible pipeline.
- Filter**: A yellow box on the right side, partially overlapping the main workflow. Configuration: "Permit items that match any of the following". Rules: `item.description` Contains `britn`, `item.description` Contains `spea`, `item.title` Contains `britn`, `item.title` Contains `spea`.

Buttons at the top right include "Pipe Cloned", "Run Pipe...", "Back to My Pipes", "New", "Save", and "Save a copy".

**Filter**  
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](#)

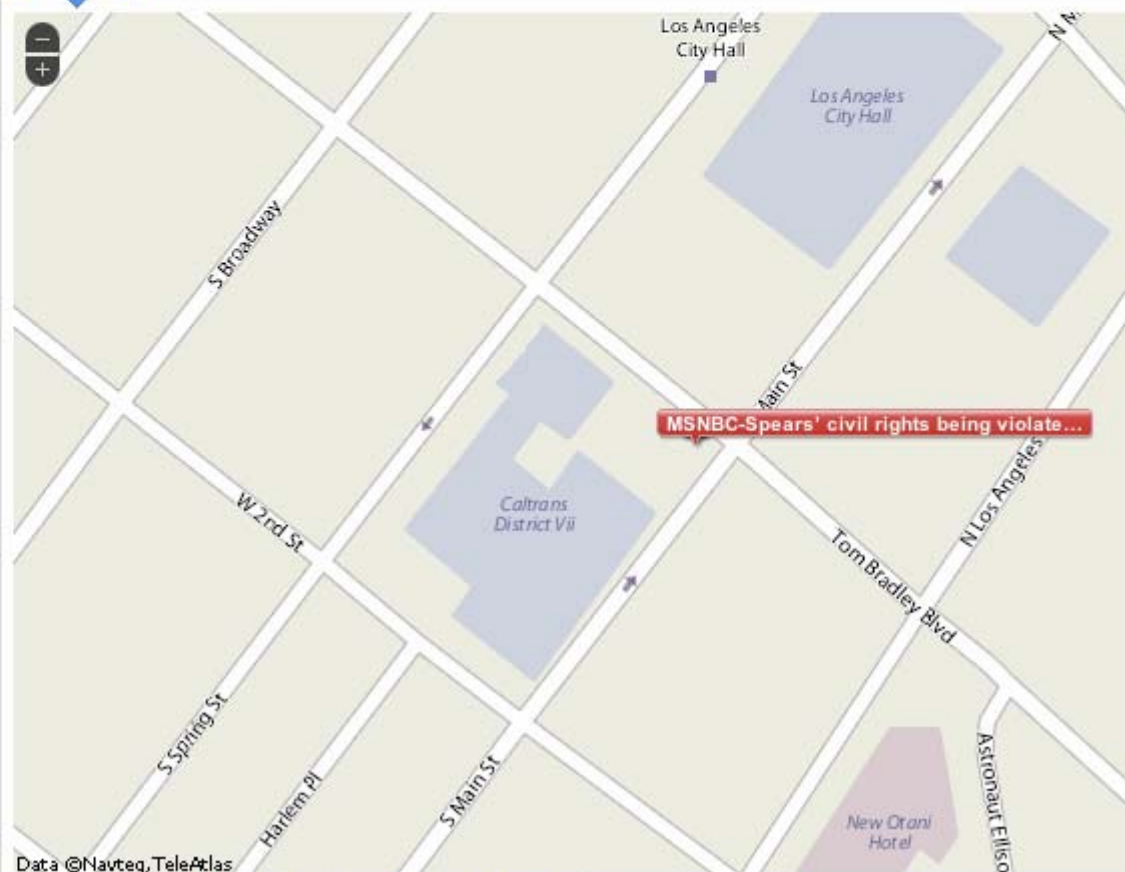
Pipe Web Address: <http://pipes.yahoo.com/britneyfeed/4132ba10f31dd5b8599ea7cf1c8de66a> ([edit](#))

[★](#) [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?

# noo! 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](http://radar.oreilly.com)

February 7, 2000

# Google MyMaps and Mapplets (2007)

The image shows a screenshot of the Google Maps interface 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, there are options for "Text View" and "Map View". The search results section is titled "User-created content" and shows "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: 'F' near Santa Monica, 'G' near Beverly Hills, 'A' near Burbank, and 'B' near Glendale. The map includes various landmarks, highways, and city names. On the right side of the map, there are buttons for "Traffic", "Map", and "Satellite".



# 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 »

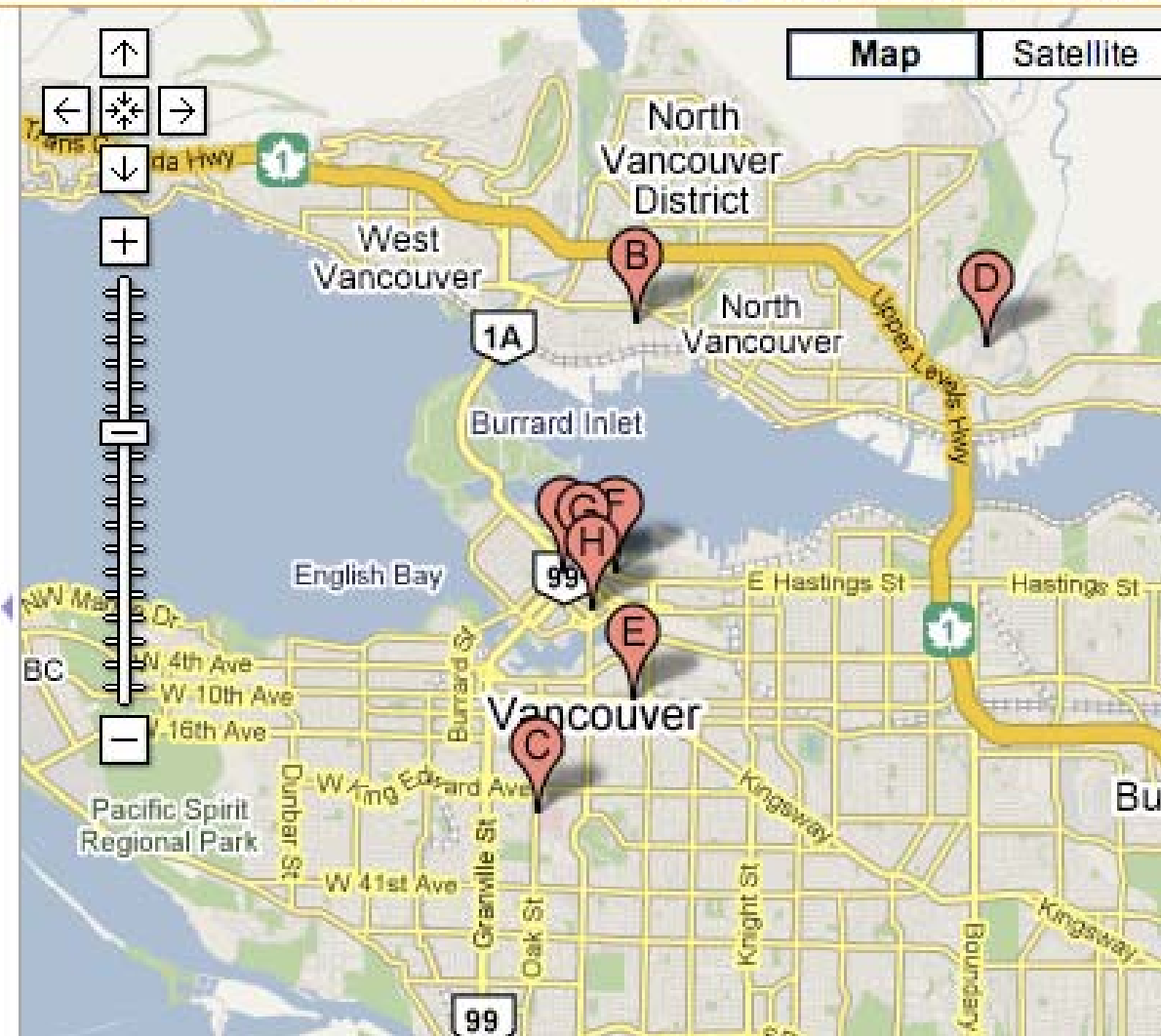
Burnaby (2007-07-24) Oil pipeline ruptured by excavator operator spilling 1400 barrels of crude oil. The fountain was reported to be 30 meters high, and oil ... Pipeline Rupture & Oil Spill ...

[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)

The image shows a screenshot of the Google Maps interface from 2007. At the top, the Google Maps logo is on the left, and a search bar contains the text "vancouver". To the right of the search bar are buttons for "Search Maps" and "Show". Below the search bar are three buttons: "Search the map", "Find businesses", and "Get directions".

On the left side, there is a sidebar with several sections:

- Search Results** and **My Maps** tabs.
- Buttons for "View in Google Earth", "Print", "Send", and "Link".
- Links for "Create new map" and "Browse the directory".
- A section "Created by others" with a list item: "Vancouver Sea Level Rising" (with a close button).
- Links for "Position Finder" and "Popular Places on Platial".
- A section "Featured content" with a heading "Vancouver Sea Level Rising" and "by: Sierra Club BC".
- A list of map layers with checkboxes and expand/collapse icons:
  - 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

The main map area shows a map of Vancouver, British Columbia, Canada. The map is overlaid with several colored lines representing sea level rise projections. A green arrow points to a specific location in the city. On the left side of the map, there is a vertical slider control for adjusting the transparency of the sea level rise overlays. At the top right of the map, there are buttons for "Map" and "Satellite".

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?

