Smartphone and Mobile Territories – Technical Knowledge Transformed into an Object Producing New Territorial Layers

An Experience in the City of Strasbourg

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REAL CORP 2018 Expanding Cities – Diminishing Space
4-6 April 2018 Vienna
Expanding Cities – Diminishing Space
Structure of Presentation

• Introduction/Context

• Methodology

• Analysis and results

• Conclusion
The phenomenon of Big Data
⇒ accompanies the evolution of the use of the smartphones
⇒ and enriches it. (Weiss and Indurkhya, computer science, 1998 and Diebold, statistics/econometrics, 2000)
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and Diebold, statistics/econometrics, 2000)

The Smartphones
⇒ objects producing urban layers
⇒ one of the individualized technical objects
⇒ build a new urban relationship. (Picon, 2014)
Our goal: to explore the links created by the smartphones by using the cartography of the city of Strasbourg and the principles of the Big Data phenomenon
Introduction/Context

The place of Strasbourg in its context

Road axis
The mash prioritizes the territory.

Railway axis
It is a discontinuous territory coverage.
Methodology

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Mobile territories

Flow elements
Methodology

The study is done

⇒ by sending screenshots of the applications in use in public space.
⇒ with the record of the daily journeys via "Open GPS Tracker" application.
⇒ during one week.
⇒ in a total of 70 journeys.
⇒ by correlating and by superimposing cartographically physical places frequented and digital activities carried out on each journey.
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Analysis and results

Correlation and by superimposing of physical places frequented and digital activities
## Analysis and results

<table>
<thead>
<tr>
<th>Number of Journey</th>
<th>Date</th>
<th>Distance (km)</th>
<th>Duration (h:mm:ss)</th>
<th>Average (km/h)</th>
<th>Frequented places</th>
<th>Period of time</th>
</tr>
</thead>
</table>
| #1                | 25/07/2017 (UTC+02:00)| 2.0           | 21.04.18           | 0.1            | District of “Haras”
(1), “République”
Square
(2), “Marché Gayot”
Square
(3) | 00:00:00-13:34:13 (1)
14:09:02-17:36:30 (2)
17:42:05-19:03:26 (3)
19:22:16-21:04:18 (1) |

**Correlation and by superimposing of physical places frequented and digital activities**
Analysis and results

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Correlation and by superimposing of physical places frequented and digital activities.
Analysis and results

The digital findings of this study: Applications

A

Facebook Messenger
Facebook

Snapchat
Google Maps
Instagram
Voyage Snep
Chrome
Crash Saga
Google Navigation

B

YouTube
Twitter
WhatsApp
LeBonCoin
Mobiletag
Citymapper
Shazam
Le Monde
Google Photos
Street View
Skype
Angry Birds

C
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MOBILE TERRITORIES OF STRASBOURG
The Mobile territories are parts of the big data phenomenon; composed and decoded frame by frame.
Conclusion

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• Our findings showed
  • the first public places are with possible interaction between the virtual spaces and traditional infrastructures.
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Conclusion

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  - the first public places are with possible interaction between the virtual spaces and traditional infrastructures.

- The technological knowledge
  - becomes a means of change in the relationships between the people leading to social innovation; the use of the smartphones is an example.

- The permanent connective intelligence
  - represents a valuation of the forms of mobile territories;
  - will certainly lead to a territorial innovation.
Thank you

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