



International workshop SPM2008 in Tartu, Estonia

Social Positioning Method (SPM) 2008. Mobile positioning data in geography and planning: data, analyses and applications

Organised by: Chair of Human Geography, University of Tartu and Positium LBS

The aim of the Social Positioning Method (SPM) 2008 workshop is to discuss the theoretical, methodological and practical aspects of mobile positioning based applications in geography and planning, and to share knowledge between academic, public and private institutions.

Objectives:

- To teach participants to handle mobile positioning related issues with theoretical and practical lessons on data management, analyses and real-time mapping;
- To develop new approaches for using mobile positioning in geography, planning, public administration and businesses, especially using mobility studies, population geography, mobility related sustainability studies and real-time mapping;
- To share know-how of mobile positioning applications between academic, public and private institutions and to start active networking;
- To discuss aspects of data security, privacy and surveillance.

The Social positioning method (SPM)—integrates the location coordinates of mobile phones (either real-time tracing or historic data) and the personal (social) features of phone holders for geographical analyses, LBS applications and urban planning. This method is developed in Positium LBS and the Chair of Human Geography of University of Tartu as a cooperative project of geographers, planners and IT experts since 2001.

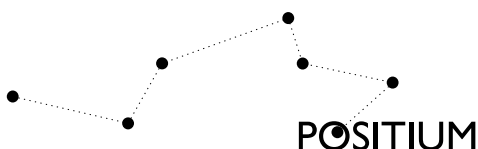
A number of study experiments and real-time positioning applications will be shared during the workshop from **Positium Barometer, MIT Sensible City Lab with “Live Rome” and Orange Lab**. The workshop will also feature invited well-known international keynote speakers.

The Following papers provide a short introduction to the topic from Estonia and elsewhere:

Ahas, R. Aasa, A., Roose, A., Mark, Ü., Silm, S. 2007. Mobile positioning as a new data source and method for tourism surveys: an Estonian Case Study. *Tourism Management* (*Published online 28.06.2007*). <http://www.sciencedirect.com/science/journal/02615177>

Reades J, Calabrese F, Sevtsuk A, Ratti C, 2007. Cellular census: Explorations in urban data collection. *IEEE Pervasive Computing* 6(3): 30-38.

Ahas, R., Mark, Ü. 2005. Location based services – new challenges for planning and public administration? *Futures*, 37(6): 547-561.





Target groups: Master- and PhD students, researchers and lecturers in disciplines of Geography, Economics, Public Administration, Architecture, Planning, GIS and IT Disciplines. Practicing specialists from ICT companies.

Activities: 1) paper submission round; 2) theoretical lectures; 3) practical studies with mobile tracking and seminars; 4) site visits to LBS companies in Estonia; 4) practical work and discussion of results in mobile positioning laboratory of University of Tartu; 5) student paper discussions.

Invited keynote speakers: Prof. G. Gartner Vienna TU, Austria; Prof. J. Jauhiainen Univ. of Oulu, Finland; Prof. Mei-Po Kwan, Ohio State University, USA; Prof C. Ratti, MIT, USA; Dr. T. Tammaru, University of Tartu, Estonia, Prof H. Timmermans, Eindhoven University of Technology, Holland; Dr. H.J. Tork Estonian Space Council; Prof. F. Witlox, Univ. of Gent, Belgium.

Language: English

Place: Tartu, Estonia.

University of Tartu has been last 375 years the Centre of Estonian Culture, Education and Science. Tartu lies in Southern Estonia, 185 km south from Tallinn... www.visitestonia.org

Time: 10-14 March 2008

Day	Planned activity (tentative)
9.03	Arrival
10.03	Welcome, introduction, theoretical and methodological framework.
11.03	Networks, databases, data collection and analysis; A-GPS and Galileo.
12.03	Excursion, field experiment with active and passive positioning.
13.03	Mapping human behaviour, space-time activities; mobile positioning and architecture; privacy and surveillance.
14.03	Presentation and discussion of practical works; real time space-management; outlines for summary report and publishing plans.

Participation fee: academic 200 EUR industries 400 EUR (covering seminar rooms, experiment techniques, coffee brakes and excursion). Expected accommodation costs in University Hostel starts from 25 EUR (in double room).

Ask more information and download registration form: spm2008@ut.ee
www.ut.ee/spm2008

Abstract (200 words) and registration form to spm2008@ut.ee , **submission date:** 1. December 2007.

Notice of acceptance: 15.12.2007

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