

Geographic Data Science – Lecture VII

Grouping Data over Space

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Today

- The need to group data
- Geodemographic analysis
- Non-spatial clustering
- Regionalization
- Examples "in the wild"

The need to group data

Everything should be made as simple as possible, but not simpler

Albert Einstein

The need to group data

- The world (and its problems) are **complex and multidimensional**
- **Univariate** analysis involves focusing **only one way** of measure the world
- Sometimes, world issues are best understood as **multivariate**:
 - Percentage of foreign-born Vs. *What is a neighborhood?*
 - Years of schooling Vs. *Human development*
 - Monthly income Vs. *Deprivation*

Grouping as simplifying

- Define a given number of categories based on many characteristics (multi-dimensional)
- Find the category where each observation *fits best*
- Reduce complexity, keep all the relevant information
- Produce easier-to-understand outputs

Geodemographic analysis

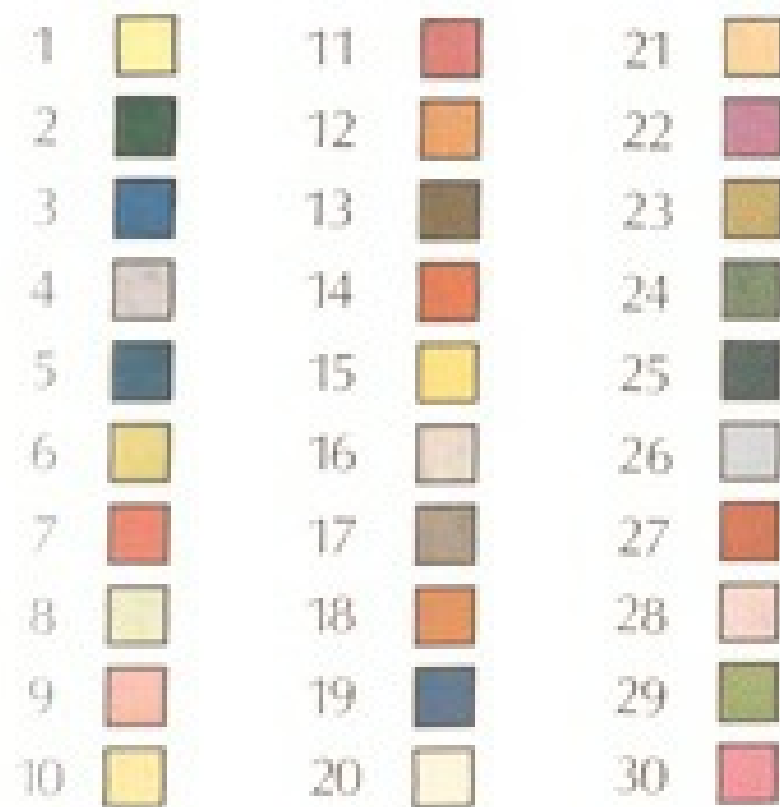
Geodemographic analysis

- Technique developed in 1970's attributed to Richard Webber
- Identify similar neighborhoods → Target urban deprivation funding
- Originated in the **Public Sector** (policy) and spread to the **Private sector** (marketing and business intelligence)

Source

COMMUNITY ANALYSIS BUREAU CLUSTER ANALYSIS

THIRTY CLUSTERS OF CENSUS TRACTS
BASED ON 46 VARIABLES



CDRC Maps

DATA CHOOSER

Classifications Retail

Select a map:

2011 Area Classif/n of OAs

[Download this data](#)

MAP OPTIONS

Layers: Land Labels

Toggle: Retail Centres

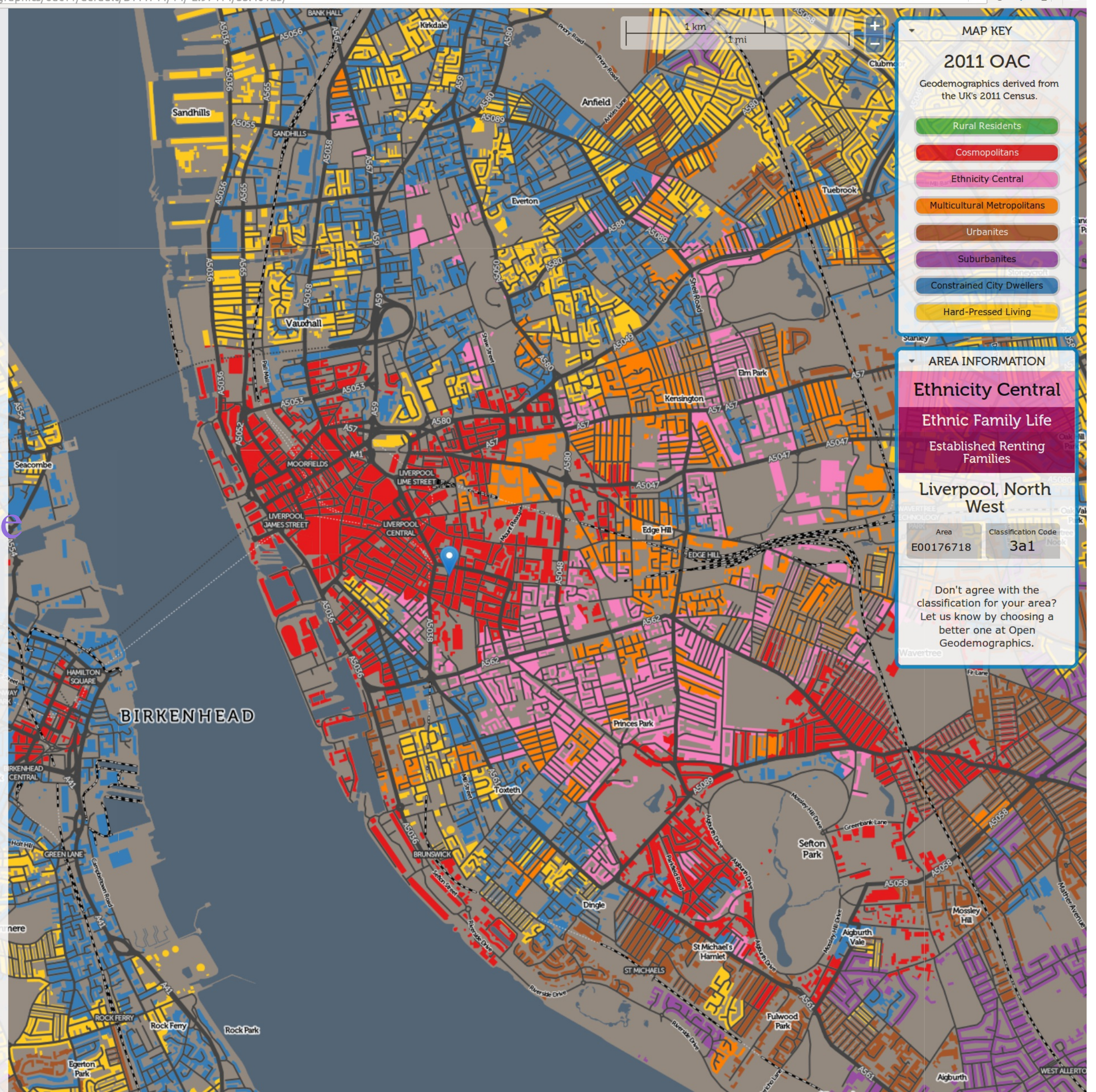
Download: retail centre locations

Postcode:

Source

[Like](#) [Share](#) [Tweet](#)

Important note: Classifications are an average across the local area, rather than for individual houses, therefore the colour coding on a building is not necessarily indicative of that building.



How do you segment/cluster observations over space?

- Statistical clustering
- Explicitly spatial clustering (regionalization)

Non-spatial clustering

Split a dataset into groups of observations that are similar within the group and dissimilar between groups, based on a series of attributes

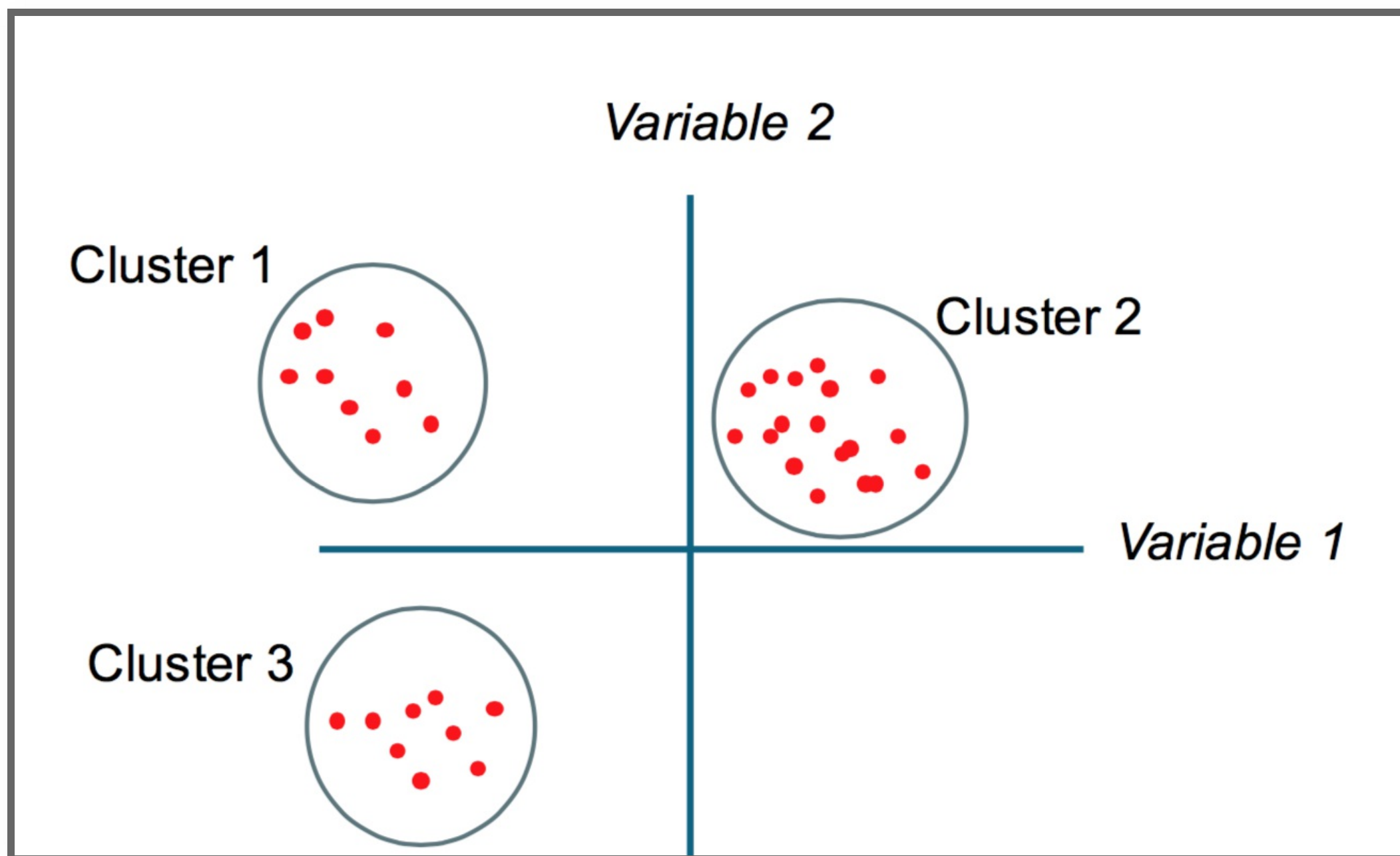
Machine learning

- The computer *learns* some of the properties of the dataset without the human specifying them

Unsupervised

- There is no a-priori structure imposed on the classification → before the analysis, no observations is in a category

Intuition






K-means [Source]

2. K Means Algorithm  

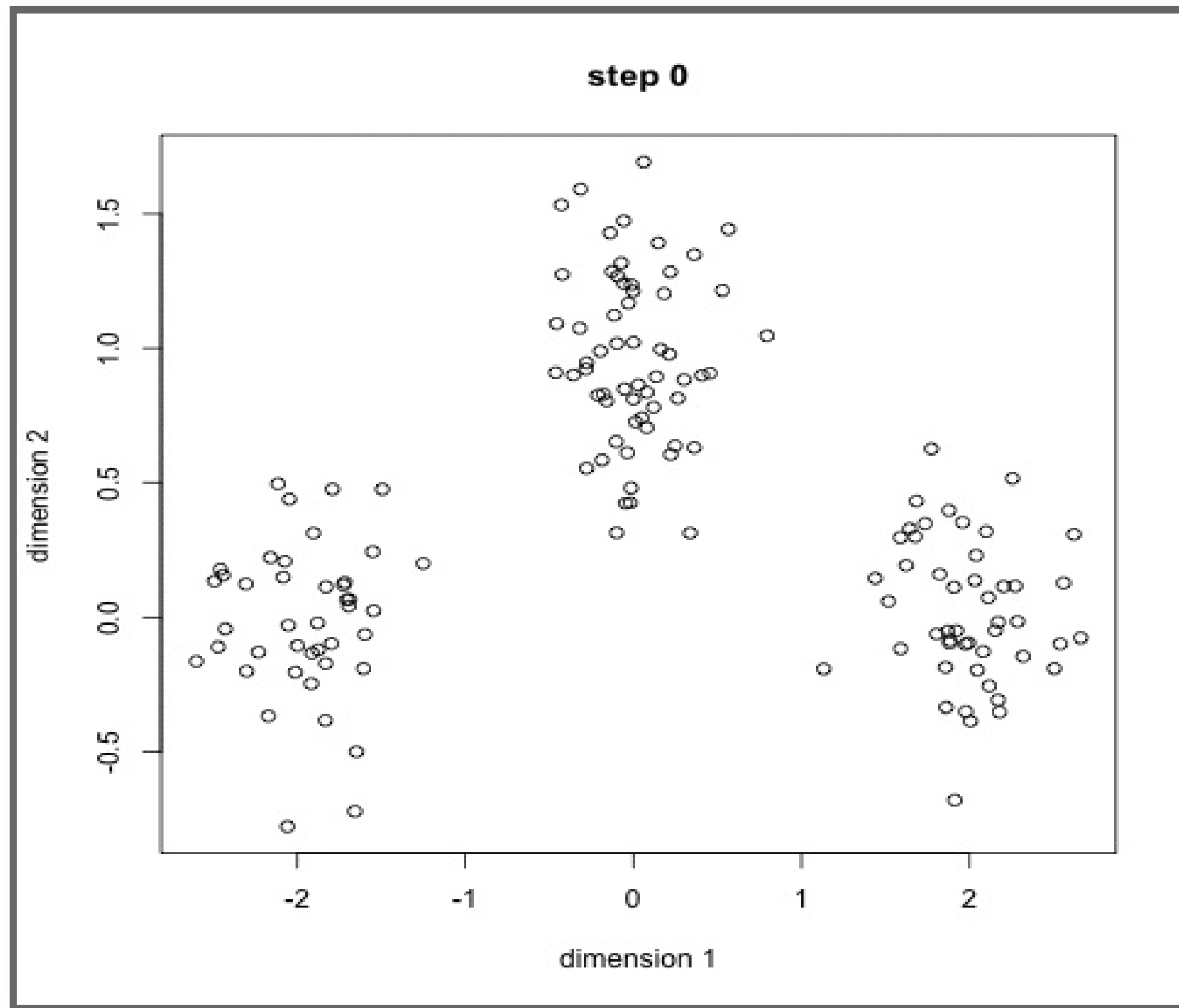
Your browser does not currently recognize any of the video formats available.

[Click here to visit our frequently asked questions about HTML5 video.](#)

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 YouTube 

K-means [Source]



More clustering...

- Hierarchical clustering
- Agglomerative clustering
- Spectral clustering
- Neural networks (e.g. Self-Organizing Maps)
- DBScan
- ...

Different properties, different best usecases

See [interesting comparison](#) table

Regionalization

Spatial Machine Learning

Aggregating basic spatial units (areas) into larger units (regions)

Regionalization

Split a dataset into groups of observations that are similar within the group and dissimilar between groups, based on a series of attributes...

...with the additional constraint observations need to be spatial neighbors

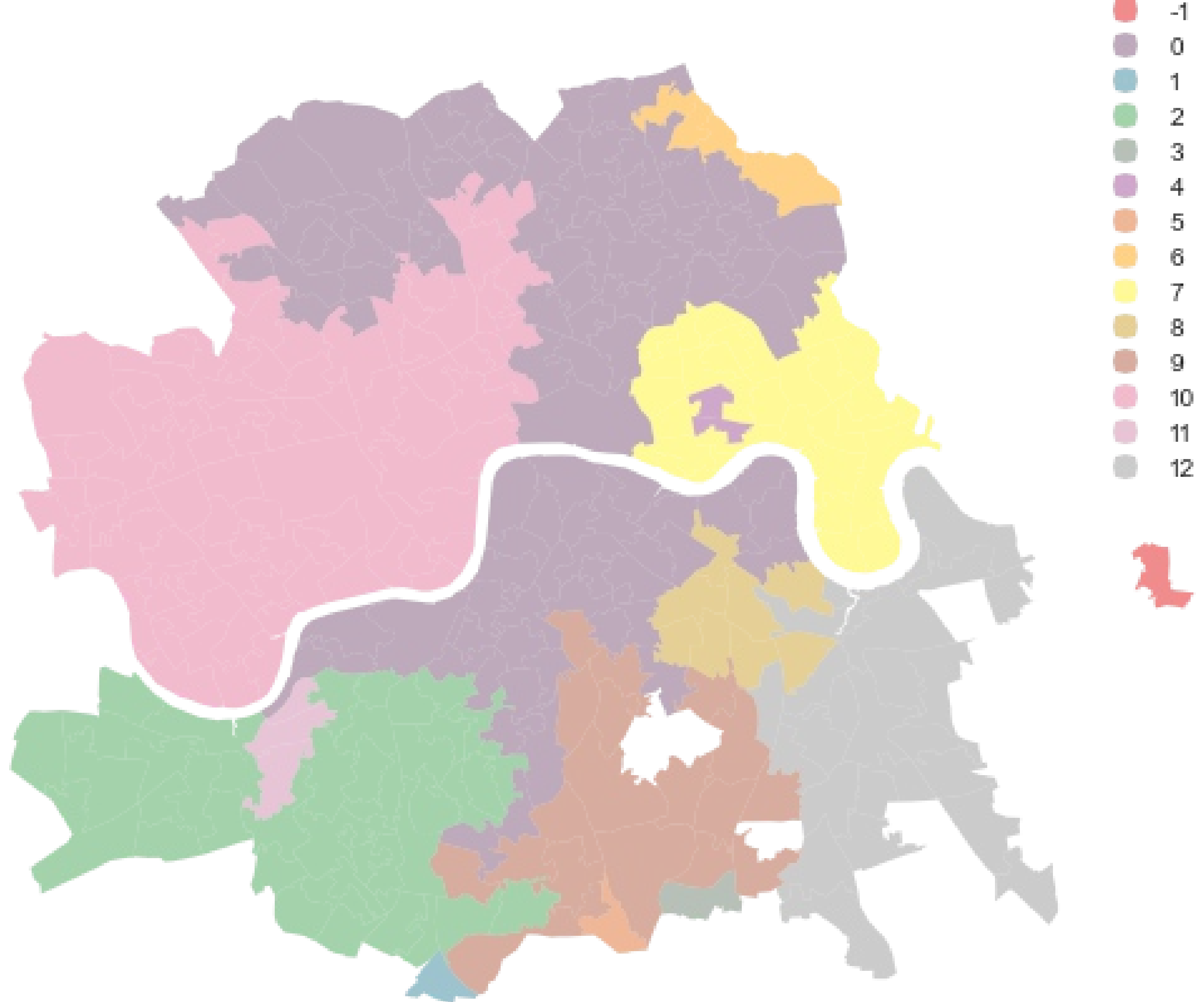
Regionalization

Duque et al. (2007)

Regionalization

- All the methods aggregate geographical areas into a predefined number of regions, while optimizing a particular aggregation criterion;
- The areas within a region must be geographically connected (the spatial contiguity constraint);
- The number of regions must be smaller than or equal to the number of areas;
- Each area must be assigned to one and only one region;
- Each region must contain at least one area.

Duque et al. (2007)



Algorithms

- Automated Zoning Procedure (AZP)
- Arisel
- Max-P
- ...

See [Duque et al. \(2007\)](#) for an excellent, though advanced, overview

Examples

Census geographies

Environment and Planning A 1995, volume 27, pages 425–446

Algorithms for reengineering 1991 Census geography

S Openshaw, L Rao†

School of Geography, University of Leeds, Leeds LS2 9JT, England

Received 22 April 1994; in revised form 6 October 1994

Find a Neighbourhood in London

What kind of neighbourhood are you looking for?

- Dining
- Artsy7
- Nightlife9
- Shopping15
- Loved by Londoners11
- Touristy14
- Great Transit13
- Museums & the Arts10
- Peace & Quiet7
- Along the River Thames5
- West End7

23 neighbourhoods match Dining. See all listings


AirBnb neighborhoods



Soho

Giving the green light to its red light reputation.

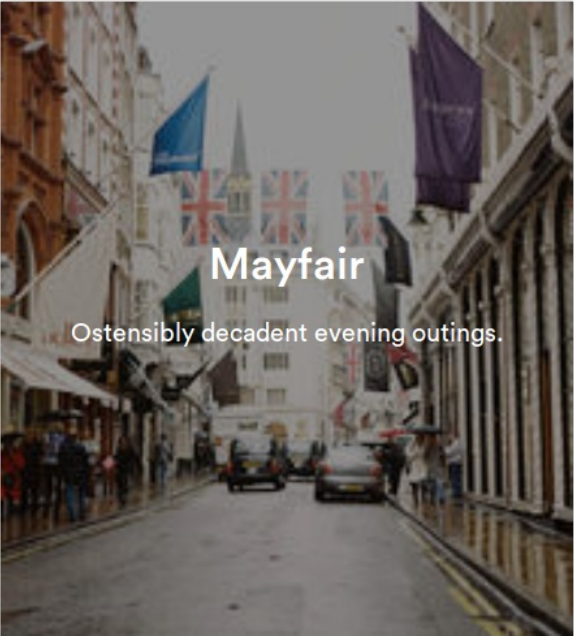
Eclectic • Open-minded • China Town • Lgbt Friendly



Whitechapel/Brick Lane

Gritty outside with gallant insides.


Buzzing • Curry • Arty • Graffiti



Mayfair

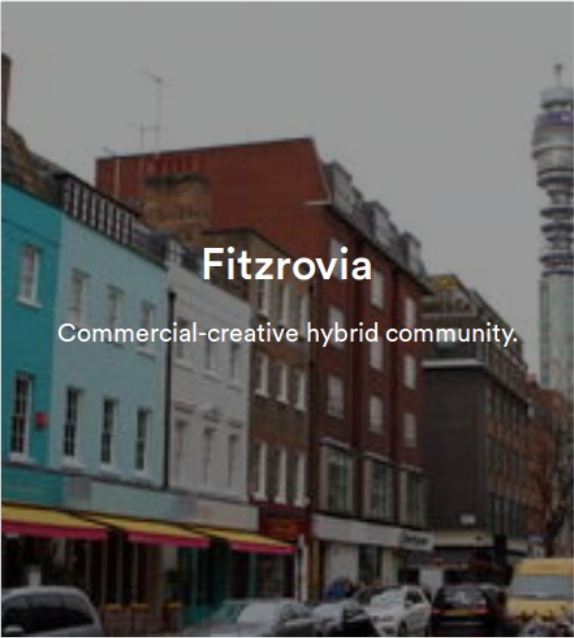
Ostensibly decadent evening outings.

Luxury Shopping • Ballrooms • Heart Of London • Fashionable



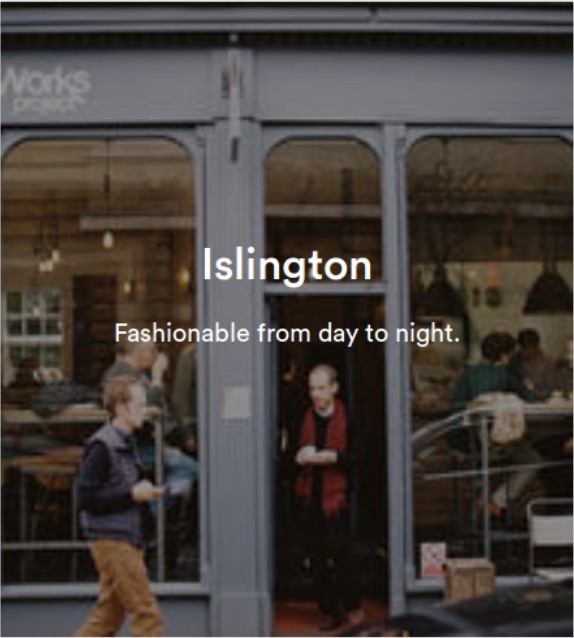
Chelsea

Bohemians turned businessmen.



Fitzrovia

Commercial-creative hybrid community.



Islington

Fashionable from day to night.



livehoods is a new way to understand a city, using social media.

Re-Imagining the City in the Age of Social Media

Livehoods offer a new way to conceptualize the dynamics, structure, and character of a city by analyzing the social media its residents generate. By looking at people's checkin patterns at places across the city, we create a mapping of the different dynamic areas that comprise it. Each Livehood tells a different story of the people and places that shape it.

> MORE

Using Machine-Learning to Study Cities

Our research hypothesis is that the character of an urban area is defined not just by the types of places found there, but also by the people that make it part of their daily life. To explore this idea, we use data from approximately 18 million check-ins collected from the location-based social network foursquare, and apply clustering algorithms to discover the different areas of the city.

> MORE

Livehoods

Current Maps



> New York City



> San Francisco



> Pittsburgh



> More Maps

News and Press

Livehood at ICWSM

Our work with Livehoods won the best paper award at ICWSM in Dublin this June! [Watch the video from our presentation.](#)

Livehoods on CBC Radio

Justin was on the CBC Radio program Spark talking with host Nora Young about the Livehoods Project. [Listen to the full interview.](#)

Livehoods in the Atlantic

Livehoods appeared as the Map of the Day on the Atlantic's Cities blog. [See their post about us.](#)

Wired Insider

Wired's Insider blog says Livehoods is "taking a big swing" at mining insights into "cultural habits and how societies flow."

[Read the full post.](#)

> MORE

Recent Tweets

@tiffehr

Best map/location mashup I've seen in quite some time: <http://livehoods.org/maps/nyc#> (Via <http://roomthily.tumblr.com>)

@Werner

Livehoods is a cool CMU research project to visualize cities through the use of social media (@foursquare in this case) <http://ww.ly/IJZ3We>

@tomcoates

The 'Related' tab on <http://livehoods.org> is the best. See which neighboring places people travel too. Algorithmic divination of commuting!

@brainpicker

Forget neighborhoods, it's about Livehoods — Carnegie Mellon maps the dynamic character of cities through social media <http://j.mp/HzmkoN>

@kellan

clearly i live on the wrong side of the bqe - <http://livehoods.org/maps/nyc>

> MORE

Subscribe to our newsletter

Find out more about Livehoods and get updates on future developments by subscribing to our mailing list.

EMAIL*

NAME

SUBSCRIBE

Recapitulation

- Some problems are truly highly dimensional and univariate representations are not appropriate
- **Clustering** can help reduce complexity by creating categories that retain statistical information but are easier to understand
- Two main types of clustering in this context:
 - Geo-demographic analysis
 - Regionalization



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