



Locating Digital Writing

(Re)Placing Scale in Networked Publics

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Earthrise (1968) by William Anders [Public Domain], via Wikimedia Commons

Scale and Zoom

“At one extreme a favorite armchair is a place, at the other extreme the whole earth” – Yi-Fu Tuan

Placing Aristotle's Rhetoric

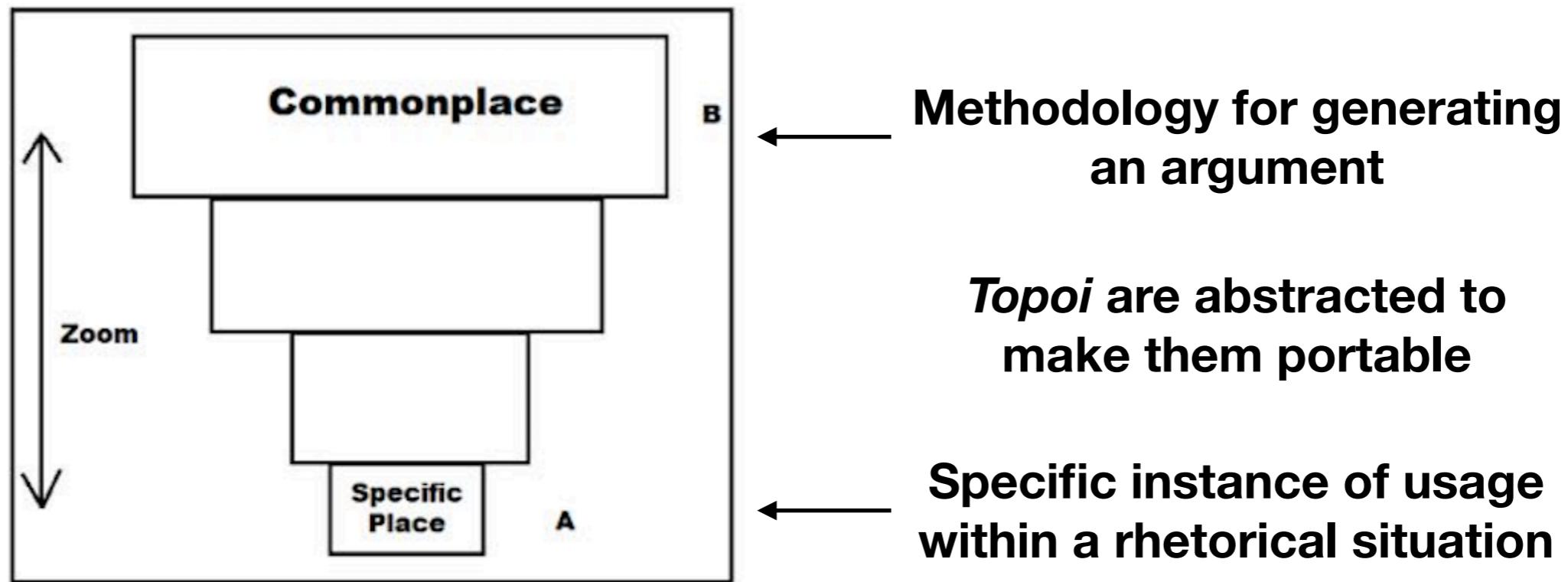


Illustration of the scalar relationship between common *topoi* and specific *topoi*

The Trouble with Scale

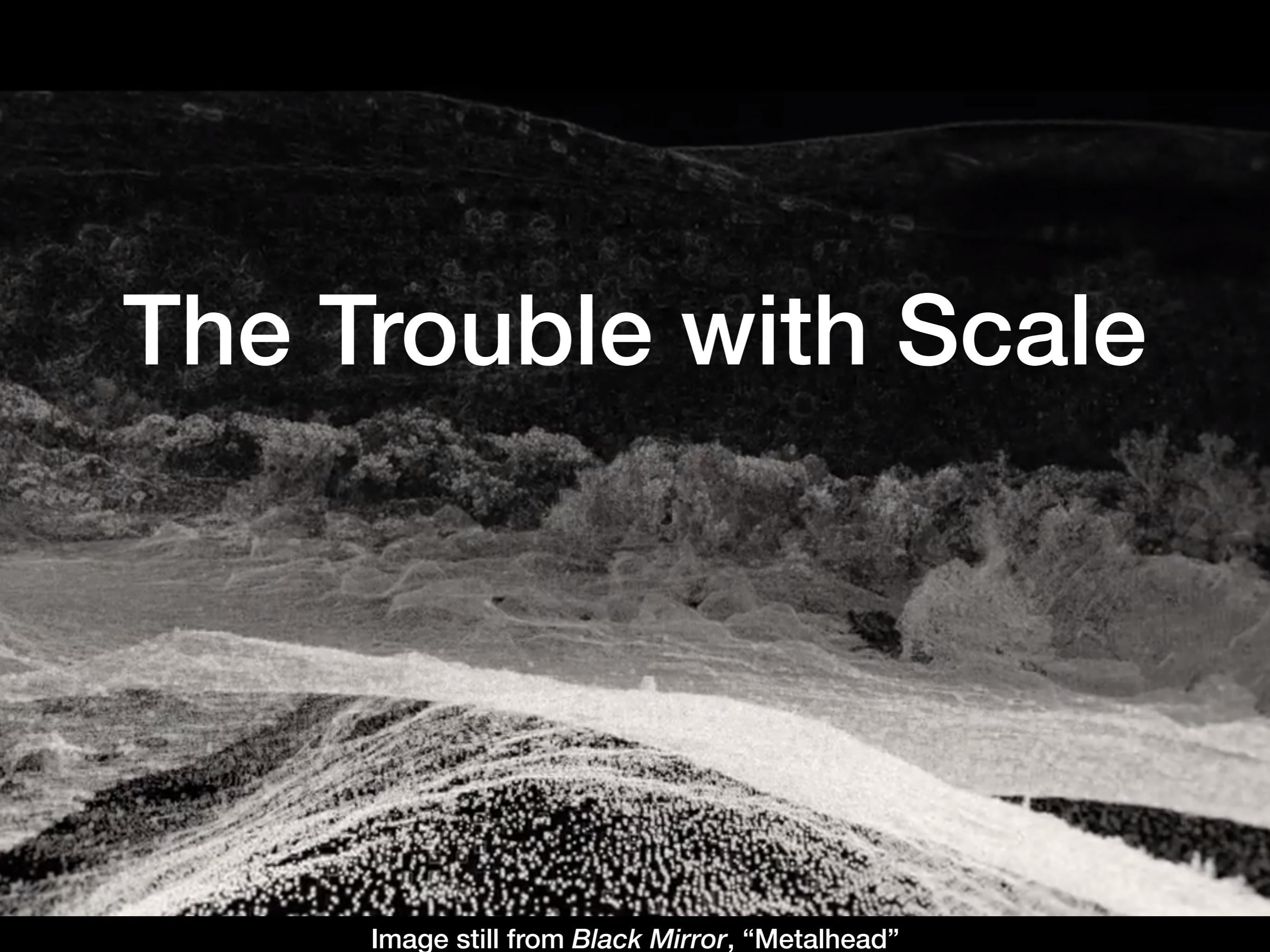


Image still from *Black Mirror*, “Metalhead”

“The emergent force of scale effects is confusing because they take the easy, daily equations of moral and political accounting and multiply them both by zero and infinity: the greater number of people engaged in modern forms of consumption then the less the relative responsibility of each but the worse the cumulative impact of their insignificance.”

— Timothy Clark

Scalar Derangement

Communicating Between Experts and Non-experts

Expert

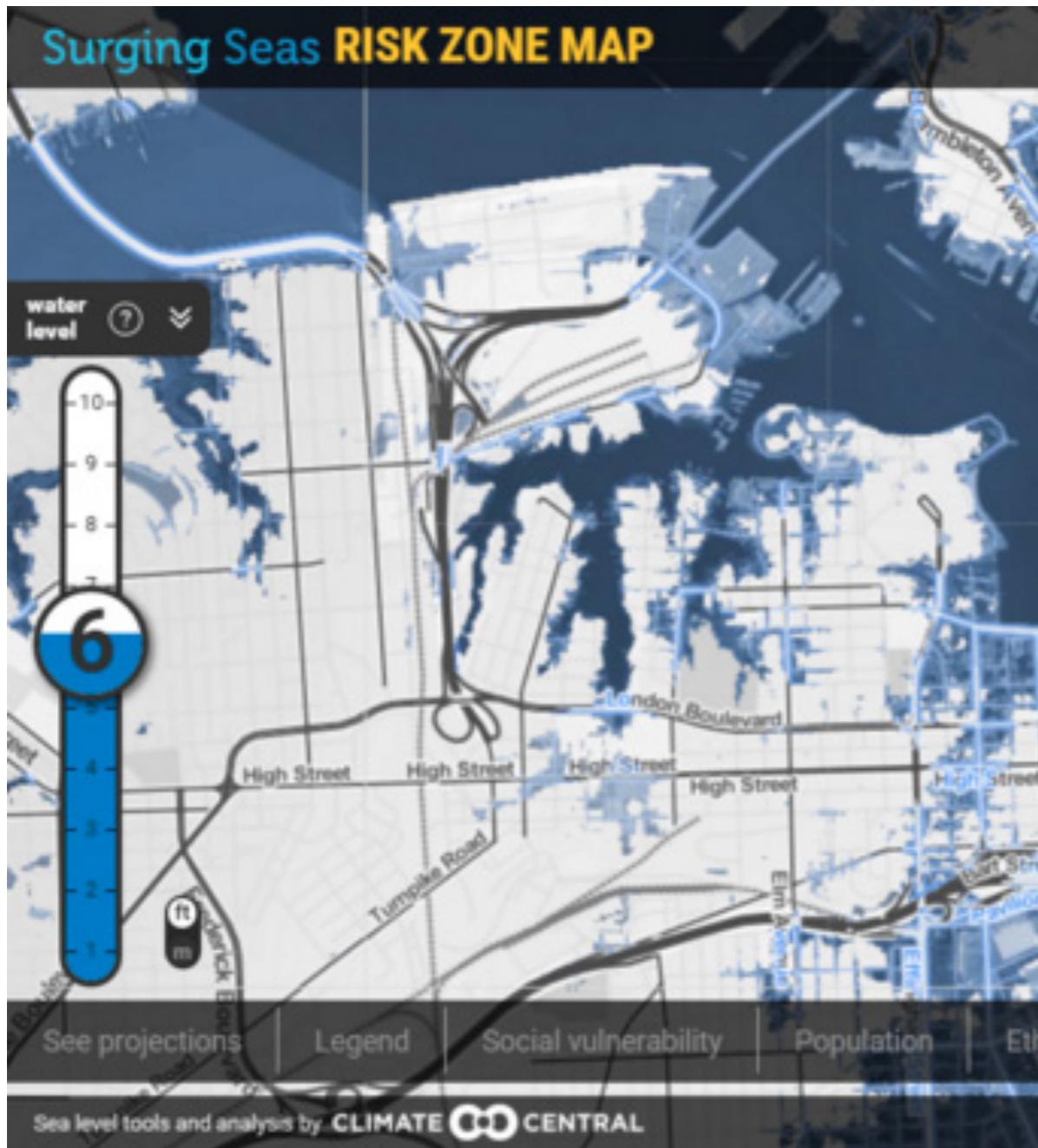
- Member of professional community
- Literacies attained by experience and education
- Interprets technical knowledge
- Circulates professional knowledge for publics/communities

Non-expert

- Member of publics/communities
- Literacies attained by community participation
- Interprets professional communication
- Circulates knowledge within public/community ecologies



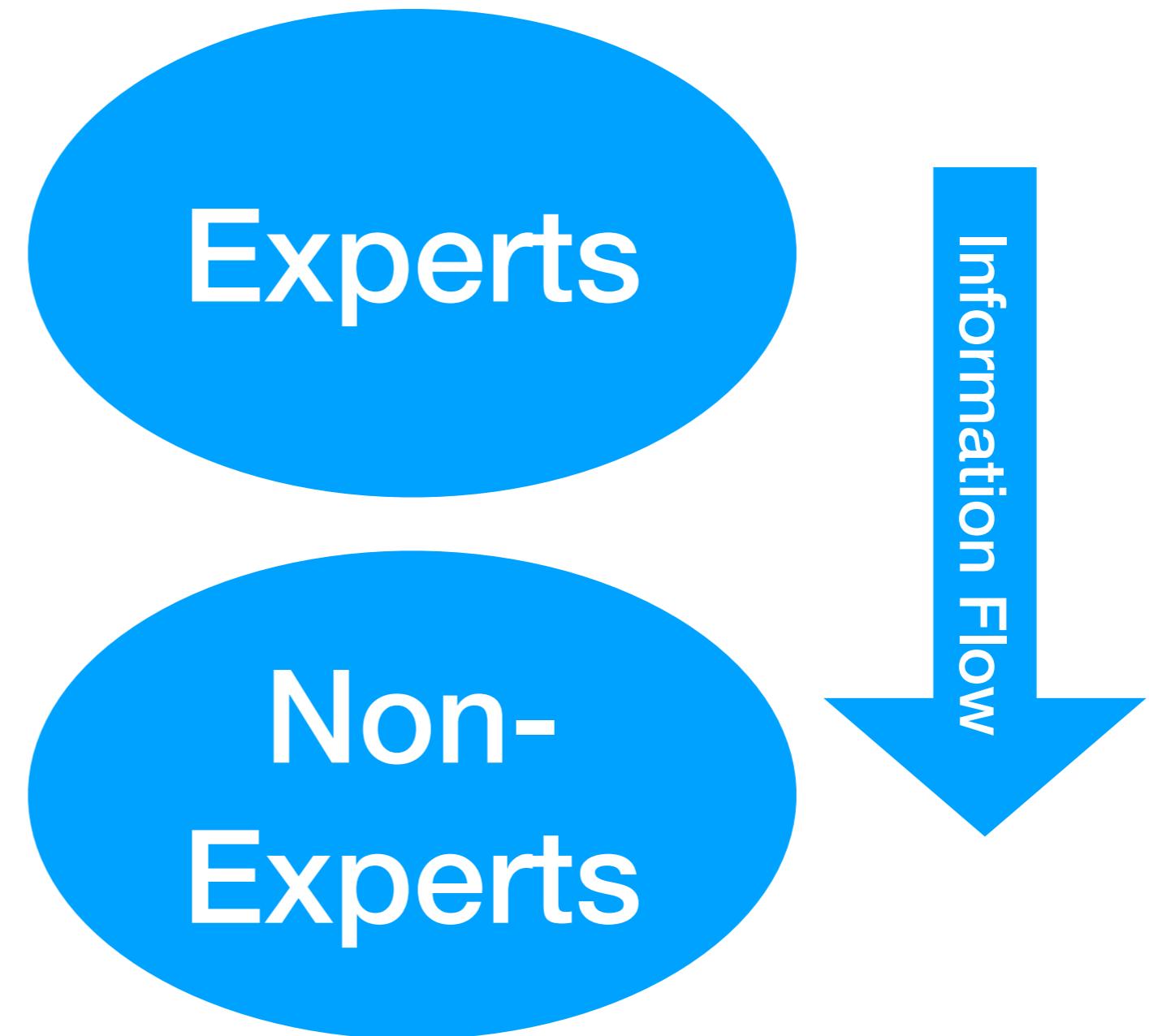
Geovisualization



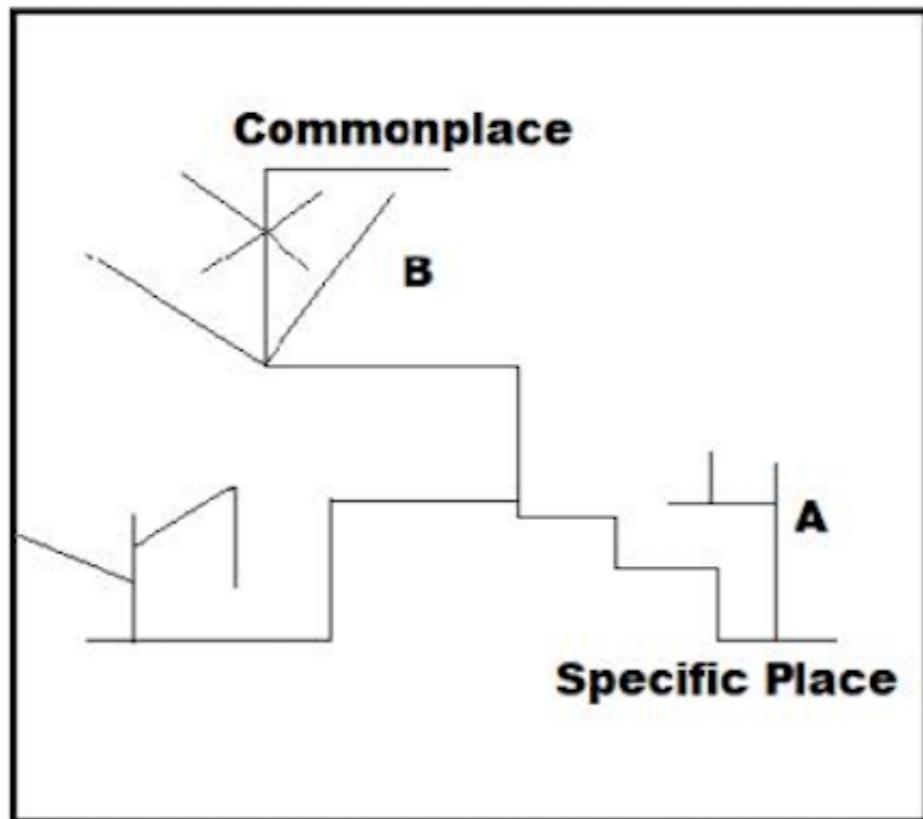
- Geovisualization can increase localized UX with sea-level rise
- These mapping approaches allow users to engage locally with large-scale climate data
- Commonplaces like “sea-level rise” zoom to specific sites of change

Problems with Top-Down Communication

- Scalar derangement
- Stratifies environmental inequalities
- Depreciates environmental citizenship

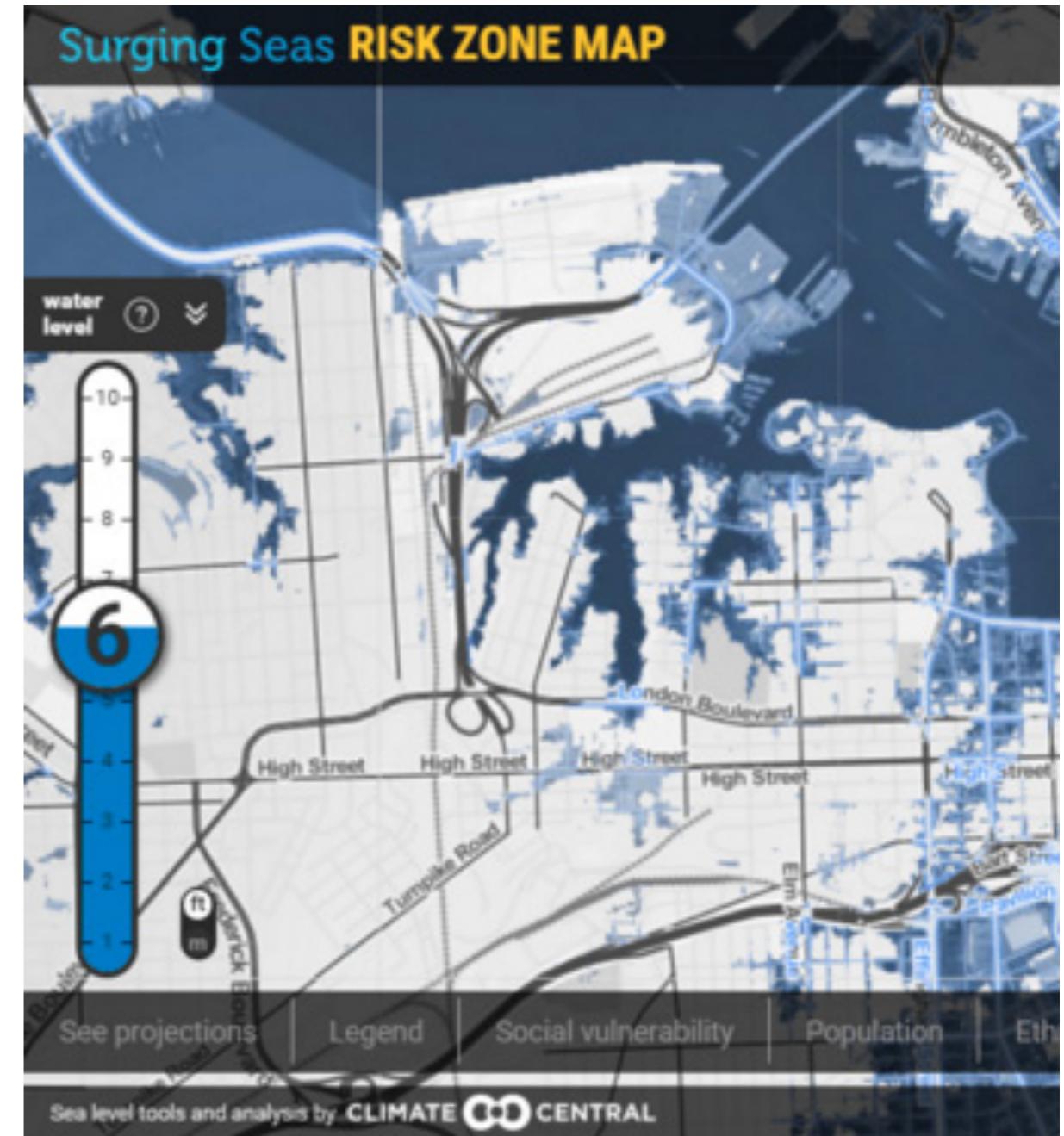


Networks



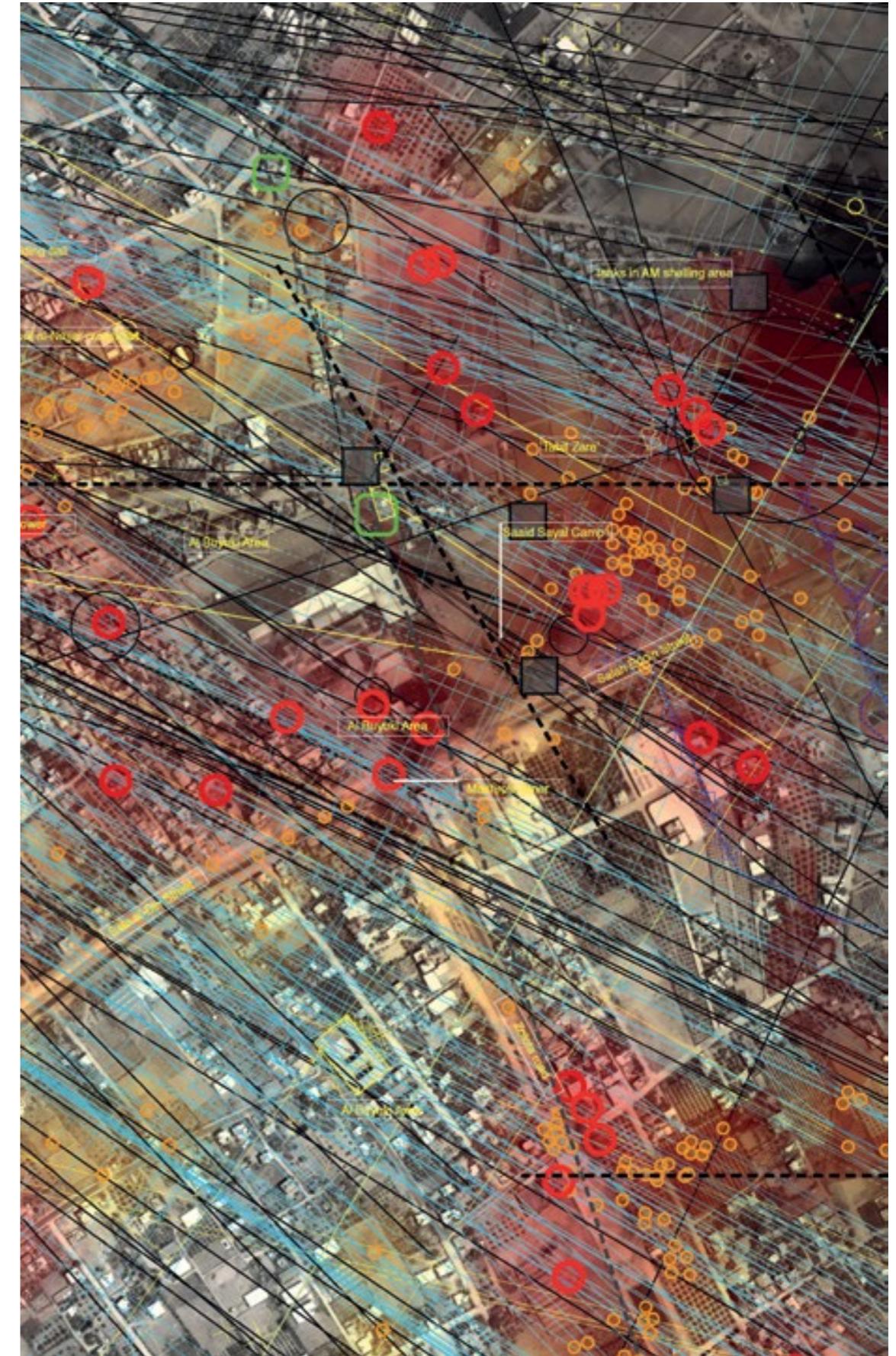
“... there is no Earth corresponding to the infinite horizon of the Global, but at the same time the Local is much too narrow, too shrunken, to accommodate the multiplicity of beings belonging to the terrestrial world.” — Bruno Latour

“...this illusion of unhindered movement limits reactions to the ecological crisis... there is no zoom, though there is a rich history of zoom effects.” — Bruno Latour



Decentralized Publics

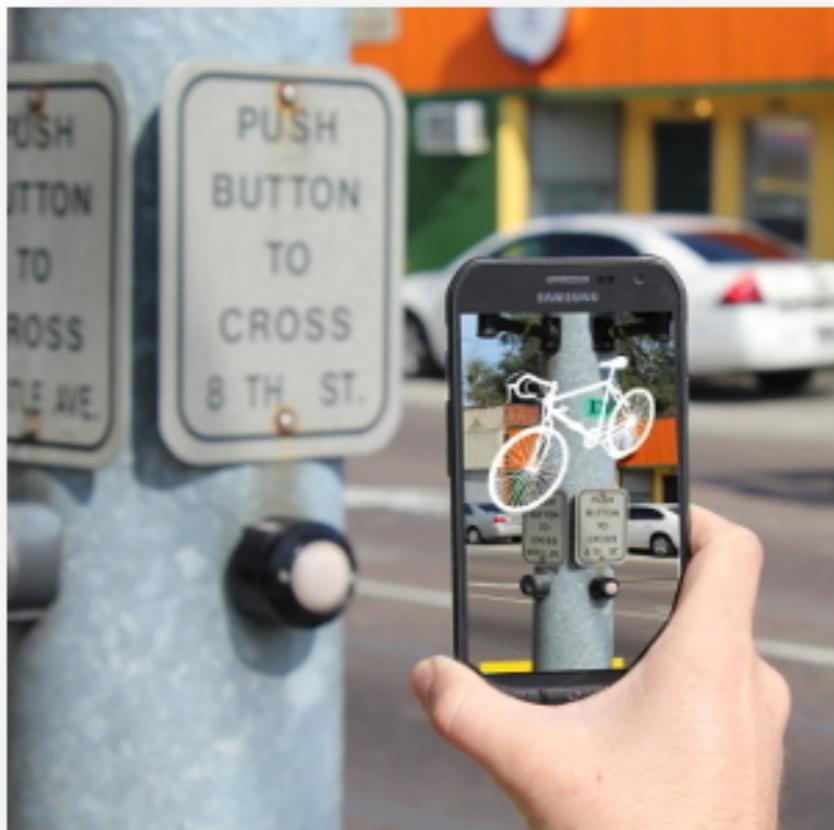
*How do we visualize
information across
decentralized publics?*





Placing Networked Publics

Recent Projects



Death Drive(r)s: Ghost Bike (Monu)mentality

The Death Drive(r)s ARC overlays digital "ghost bikes" at locations where a cyclist has been killed or seriously injured by a car in Jacksonville, FL. These augmented overlays work to (re)place the physical ghost bikes that once stood at these locations, thereby serving as haunting digital reminders of what Gregory Ulmer refers to as the "abject sacrifices" required to maintain petrocultural values.

Created by Madison Jones and Jacob Greene



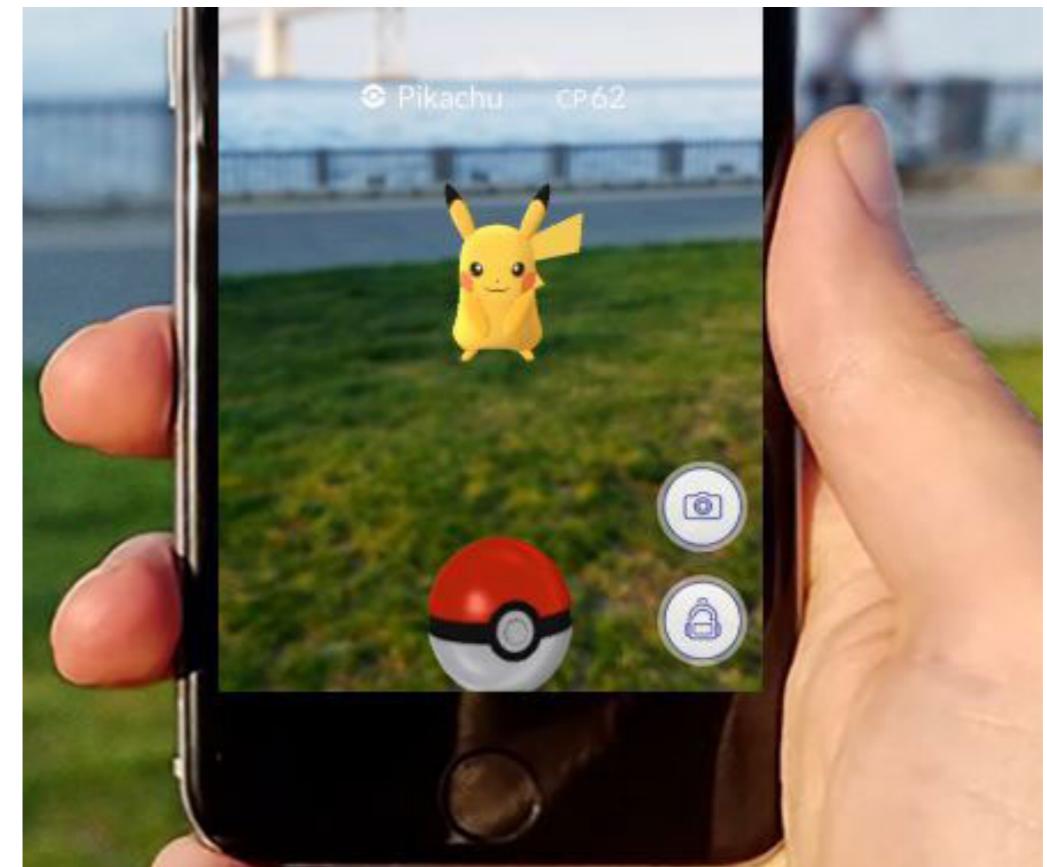
Articulating Detroit
Madison Jones
Jacob Greene

Articulate Detroit: Visualizing Environments

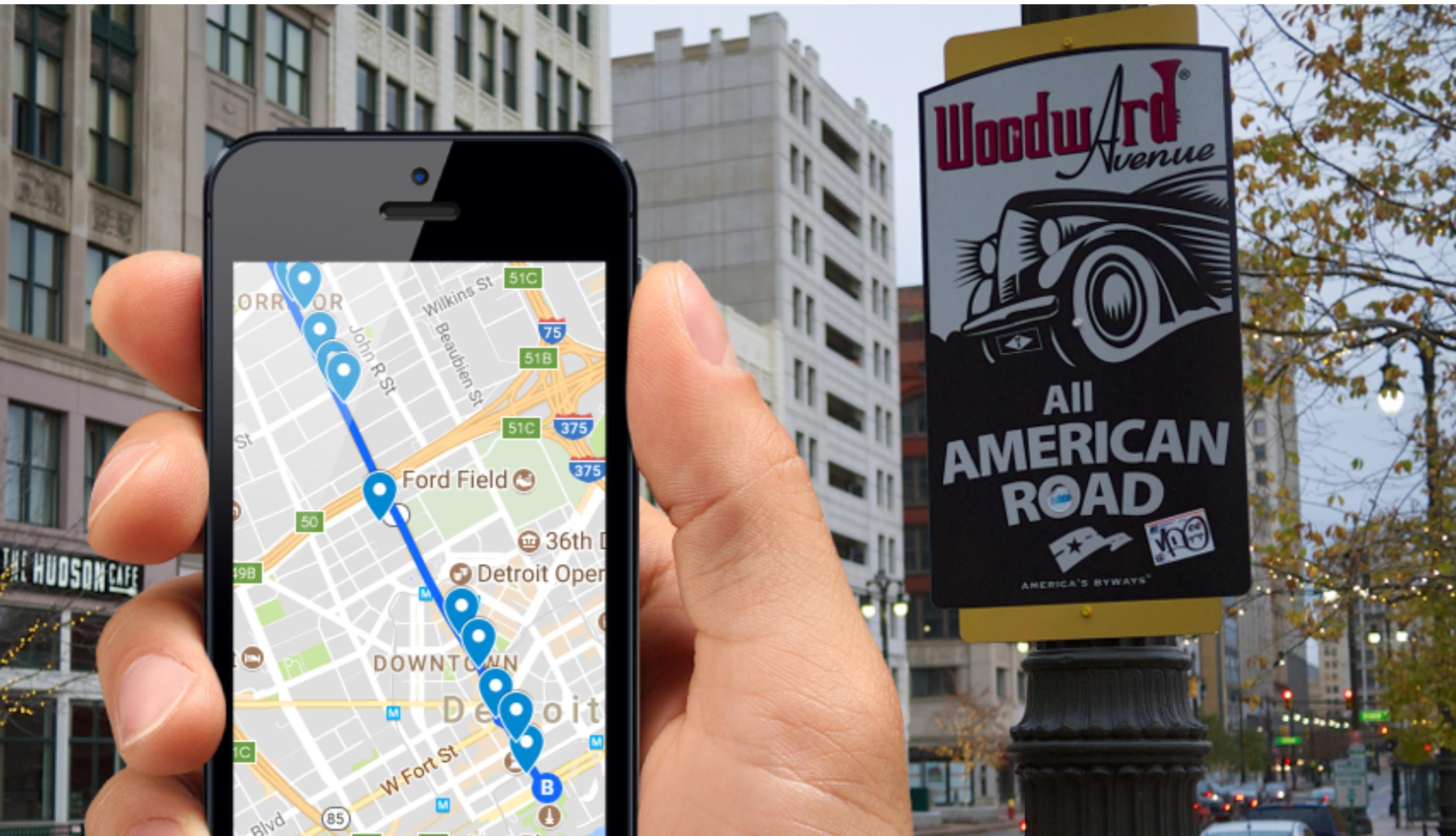
Articulate Detroit is an interactive mobile AR walking tour down Detroit's iconic

Locative Media

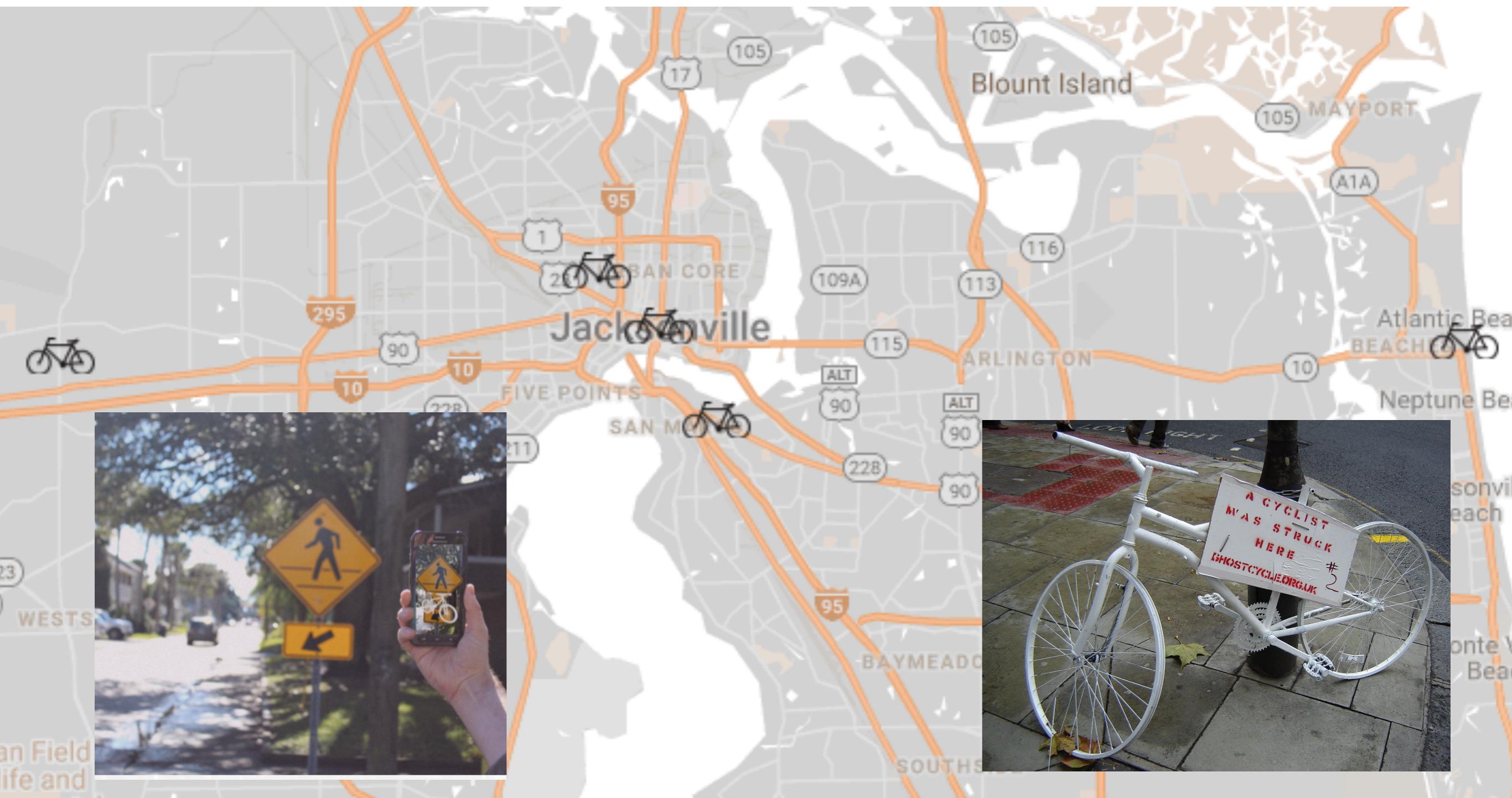
- Mobile media are increasingly part of how publics place information
- Mobile technologies like Augmented Reality (AR) and GIS mapping have become central to our sense of place



Localization



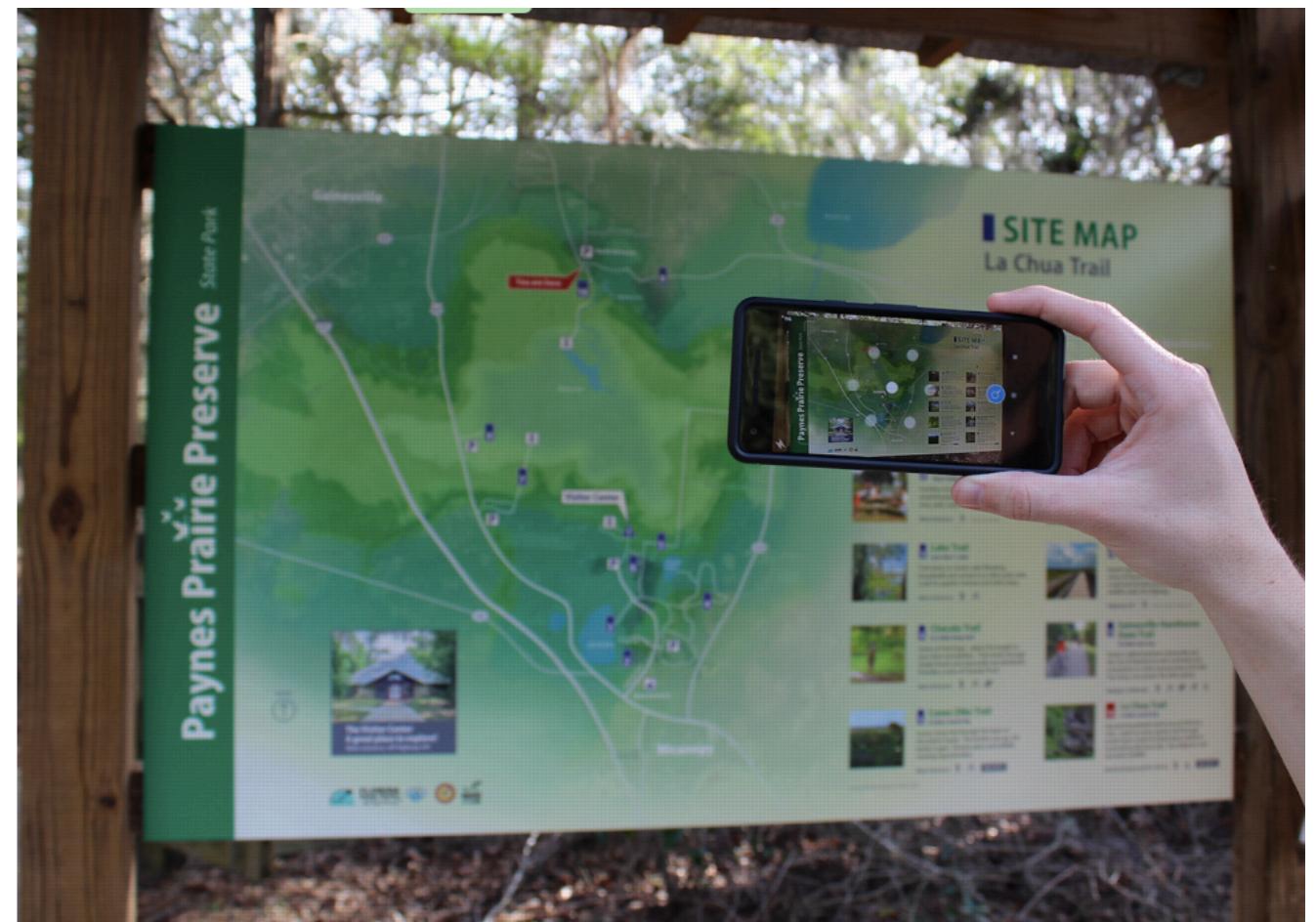
Ghost Bikes



EcoTour

An Augmented Reality Walking Tour of Payne's Prairie State Park

- Student video writing project and UX test
- Uses AR and mapping technology
- Visualizes the park's colonial history, ecological diversity, and environmental threats

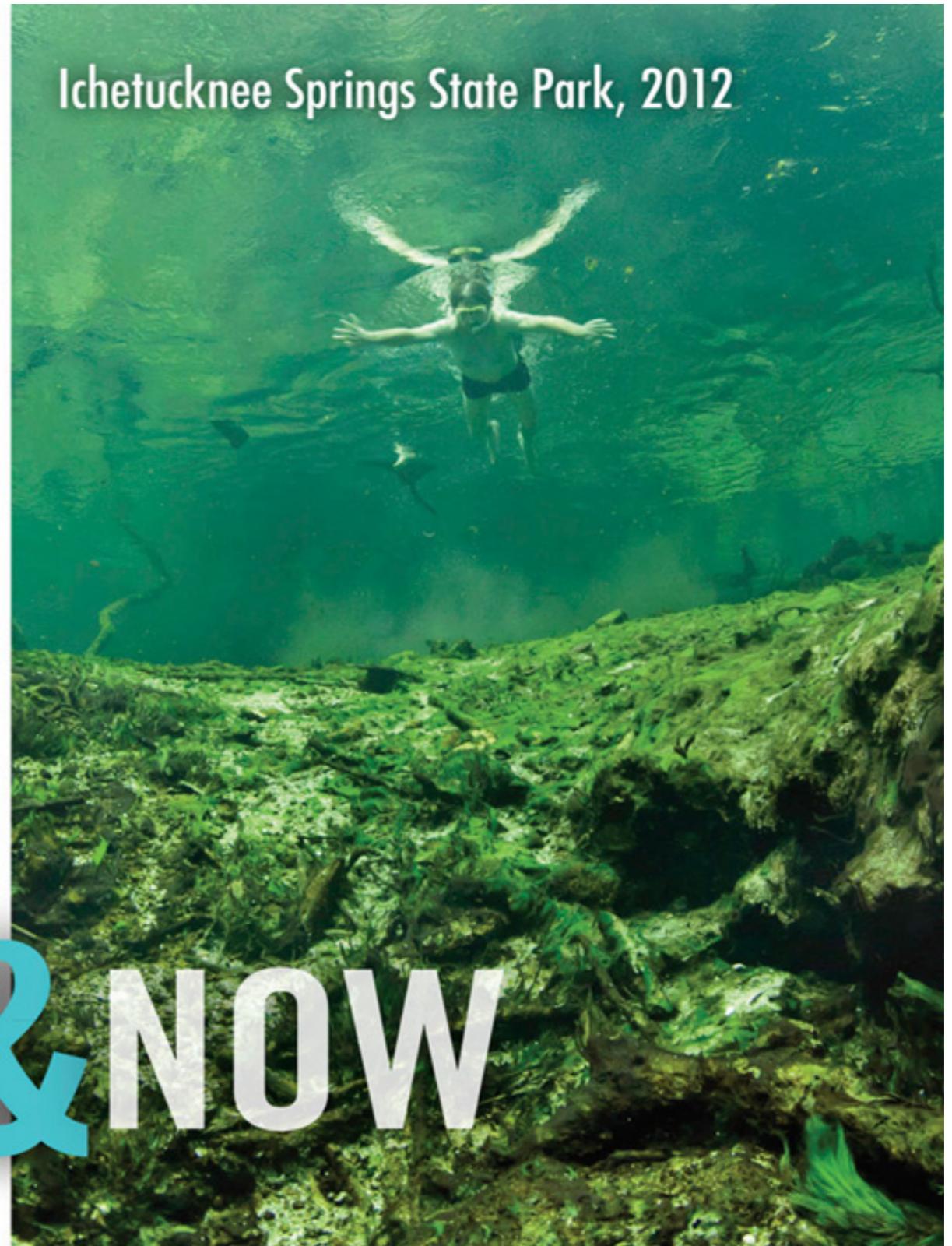
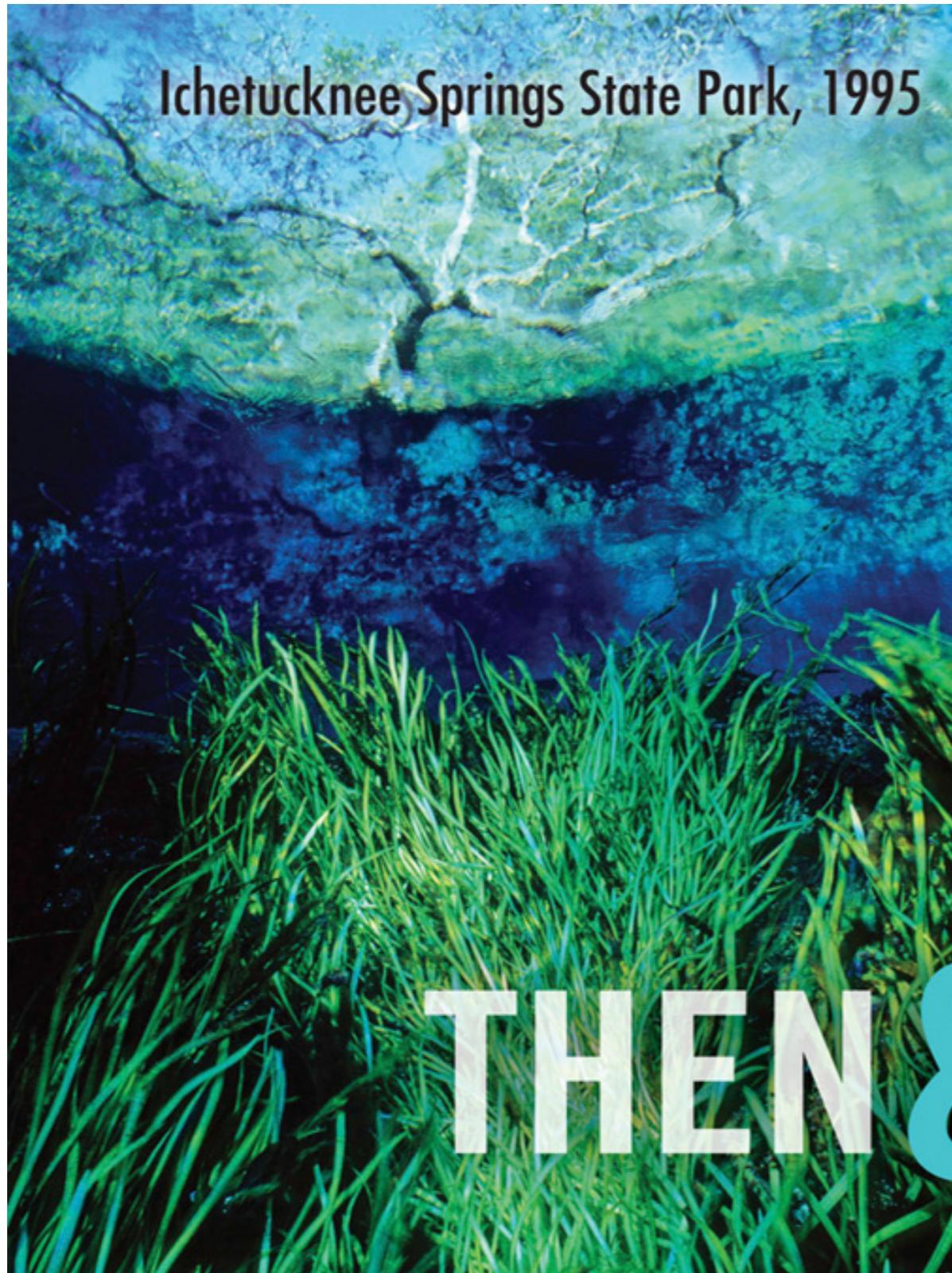


Funded by generous support from a Healthy Civic Campus & Community Grant from the Bob Graham Center for Public Service at the University of Florida.



“Payne’s Prairie Drone Footage” via EcoTour, ecotourapp.com

Visual Advocacy

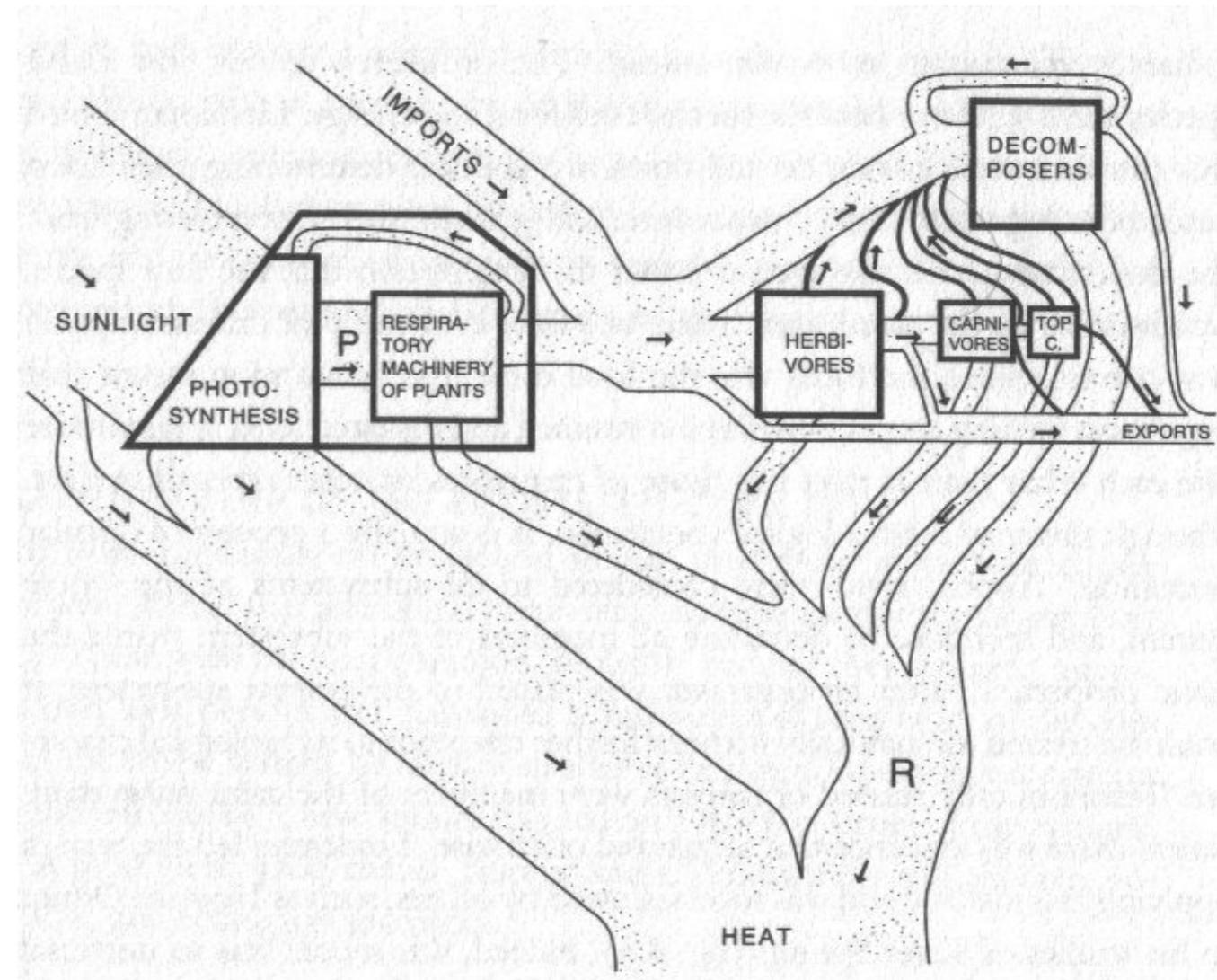


“Then & Now: Ichetucknee Springs” by John Moran: springseternalproject.org

Place: Rhetoric's Energy



Today, springs activists draw upon *enargeia* (vivid description) as they present the energized algal results of fertilizer runoff.



Howard T. Odum produced the first holistic trophic map of an ecosystem which became known as the Silver Springs model (1957).

(Left) “Take Action Now” by John Moran via Springs Eternal Project
 (Right) “Silver Springs Model” H.T. Odum, *Environment Power and Society*, Wiley Inter., 1971.

Localization UX Study



SPRINGS FLORIDA'S FRAGILE FOUNTAINS OF YOUTH ETERNAL

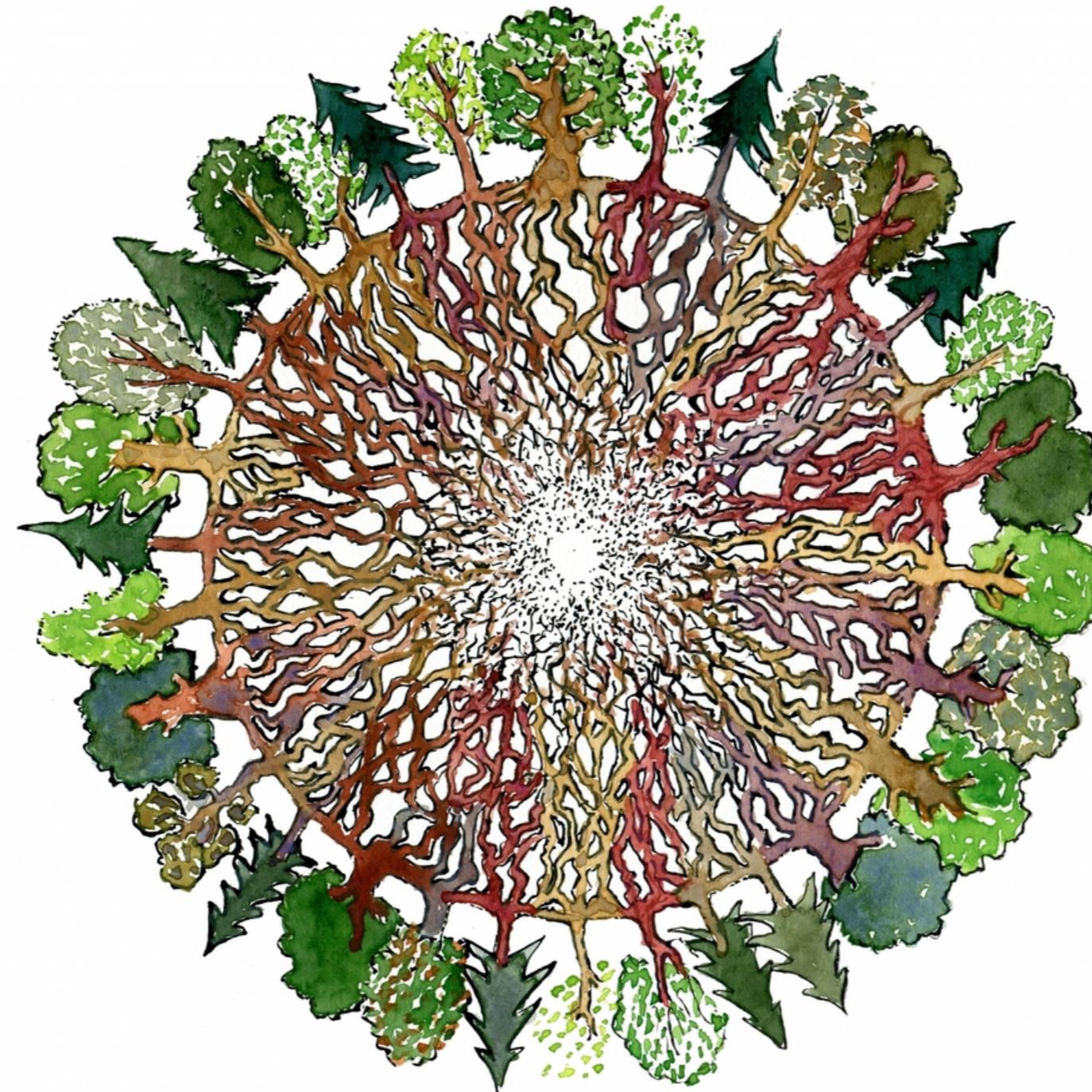
FEATURING THE PHOTOGRAPHY OF JOHN MORAN

AN EXHIBIT CREATED BY THE SPRINGS ETERNAL PROJECT IN COOPERATION WITH ALACHUA CONSERVATION TRUST
WITH THE SUPPORT OF THE LYDIA B. STOKES FOUNDATION, THE FELBURN FOUNDATION AND THE SOUTHWEST FLORIDA COMMUNITY FOUNDATION

“Springs Eternal Exhibit” by John Moran via Springs Eternal, springseternalproject.org

Roots and Branches

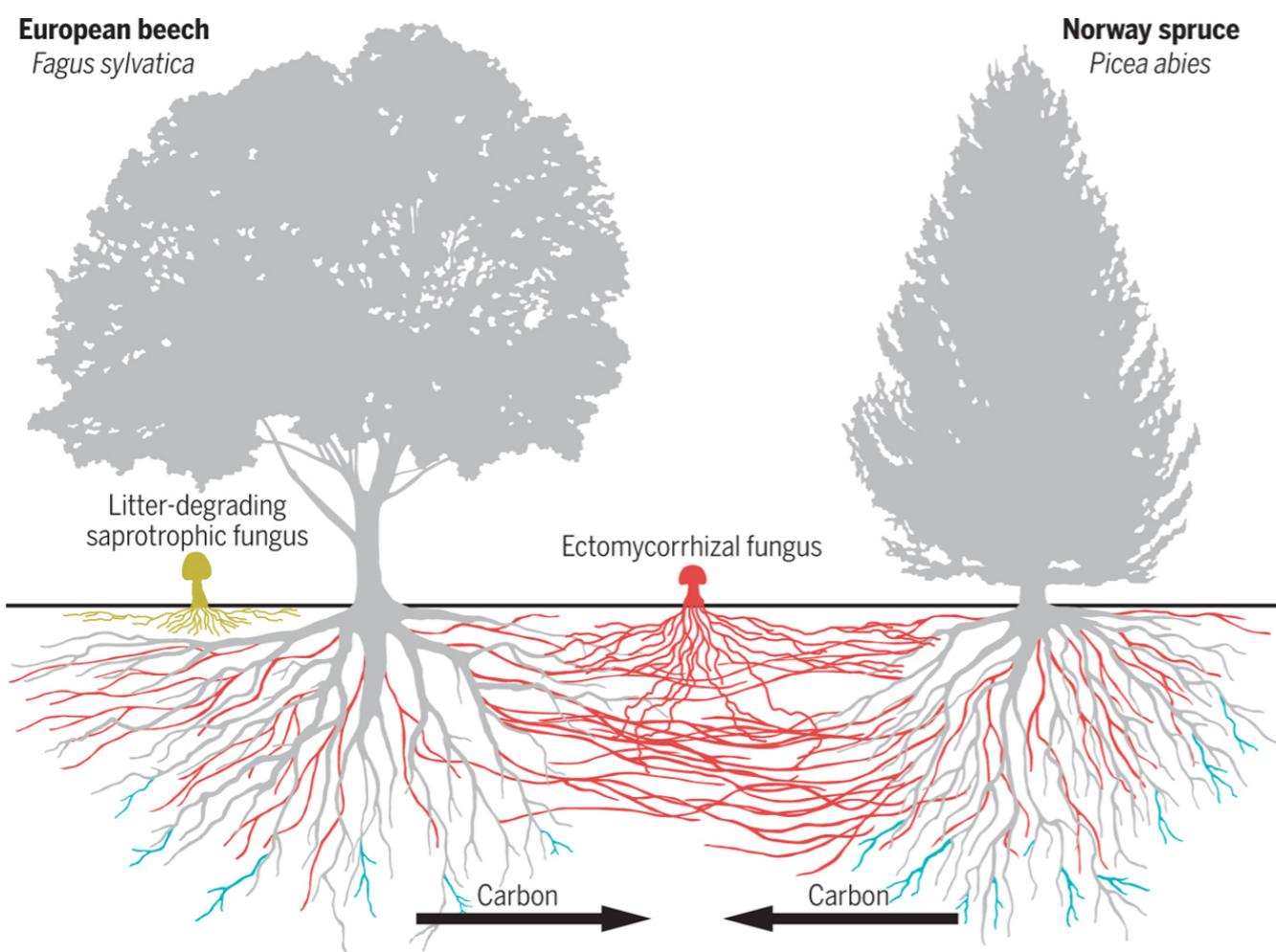
Toward More-than-Human Networks



“World’s Largest Social Network” by Frits Ahlefeldt via *The Hiking Artist*

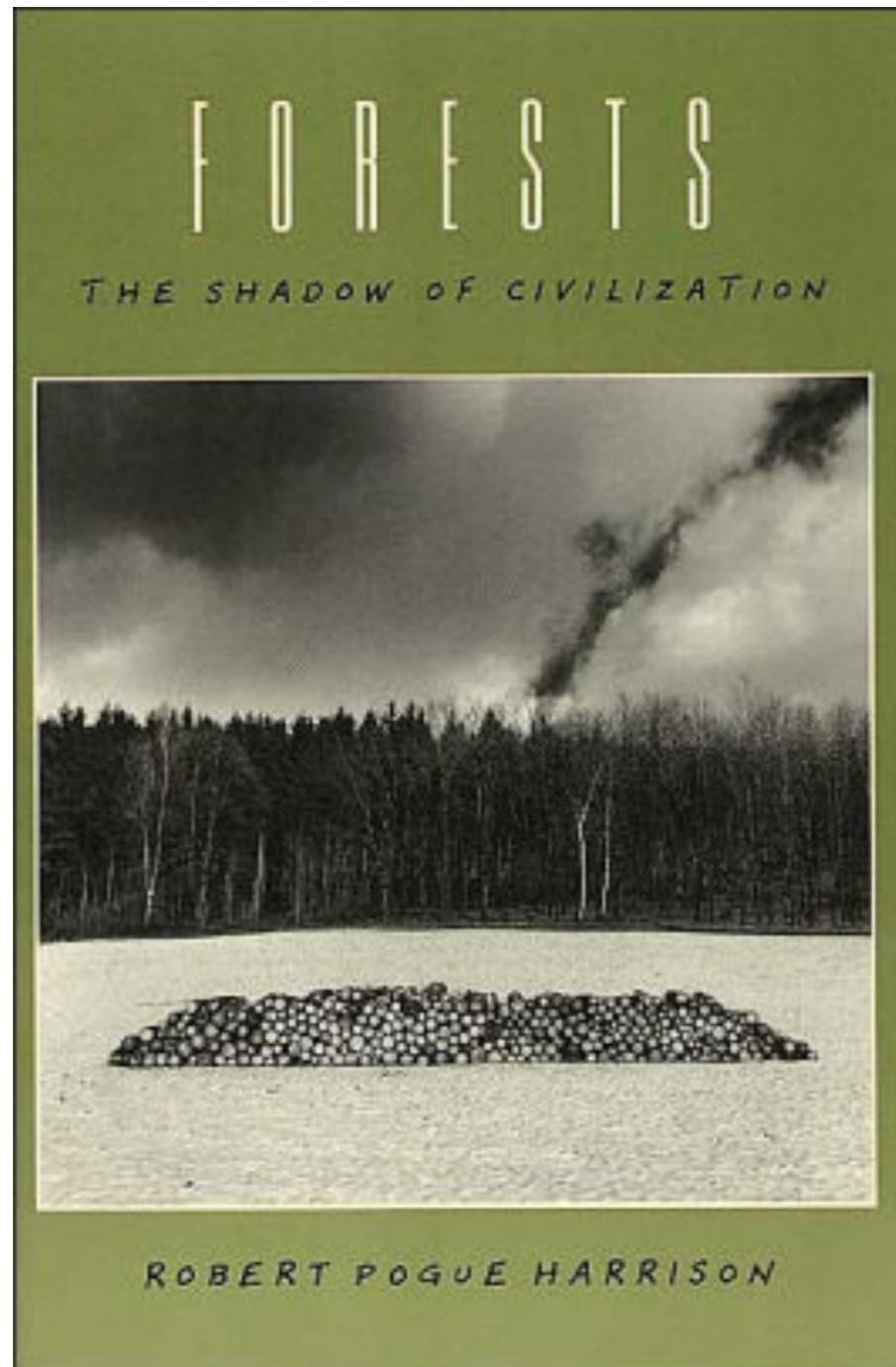
Sylvan Rhetorics

“Many people have a tree growing in their heads, but the brain itself is much more a grass than a tree.” — Deleuze & Guattari



- Sylvan rhetorics graft to the competitive, adaptive, and collaborative processes through which trees form forests (wood wide webs).
- Forests of rhetoric might better engage publics as composed of a wide range of actants.

“World’s Largest Social Network” by Michael Rothman via *Mother Earth News*
A Thousand Plateaus: Capitalism and Schizophrenia, U of Minnesota P, 1980, p. 36.



Out of the Shadow

Rhetoric and More-than-Human Publics

Buffalo: City of Trees

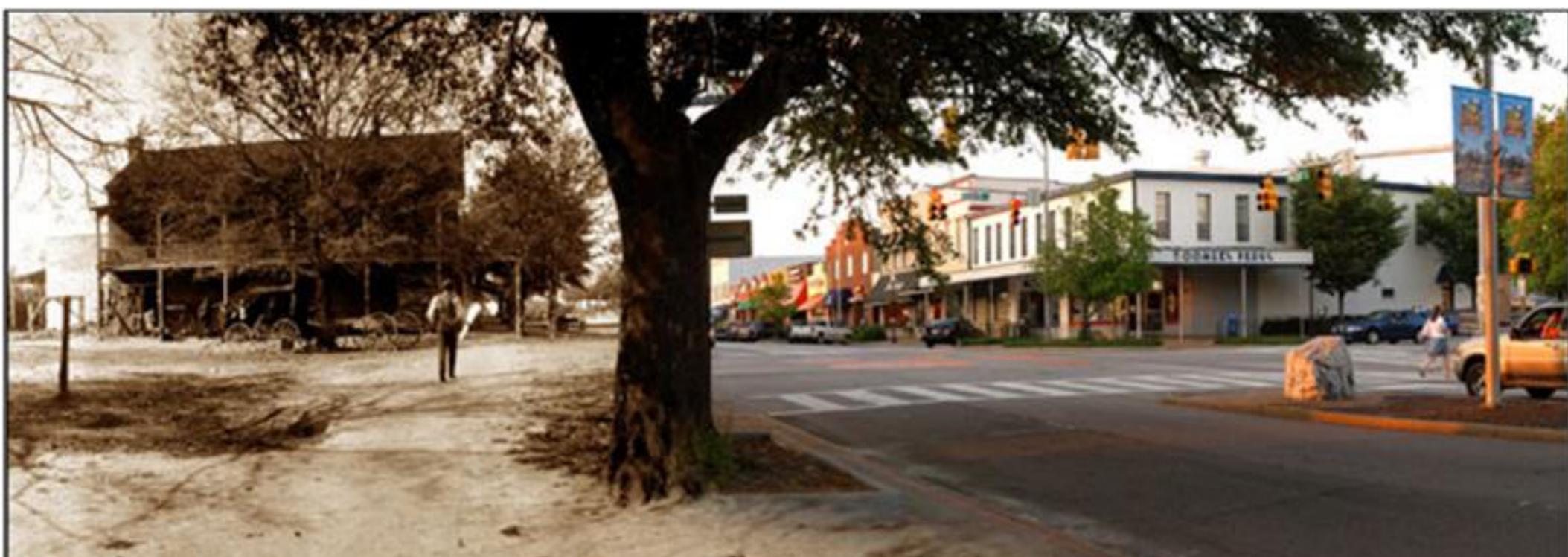


1939 Photograph of elm trees on Delaware Ave before the Dutch elm outbreak in the early 1950s, courtesy of The Buffalo History Museum



Google maps street view of Delaware Avenue today, courtesy of *The Public*

The Toomer's Oaks



Ecocide and Iconoclasm



"Toomer's Oaks Fire" via Auburn Alabama Downtown Web Camera, September 2016

Conclusion

- Large scale issues present problems for communication between experts and publics
- Defining place through topologies deranges environmental responsibility
- Networks uproot topological ways of thinking about place and publics
- Using emerging media and ecological methodologies, we can replace scale through writing networks.



An aerial satellite photograph showing a vast agricultural landscape. The terrain is characterized by numerous rectangular fields, some in shades of green and others in brown, indicating different crops or stages of cultivation. A winding river or stream cuts through the center of the image, its path marked by a lighter-colored, more reflective surface. In the upper left, there is a cluster of buildings and infrastructure, possibly a town or a large farm complex. The overall scene is a mix of natural landforms and human-made agricultural patterns.

Thank You!