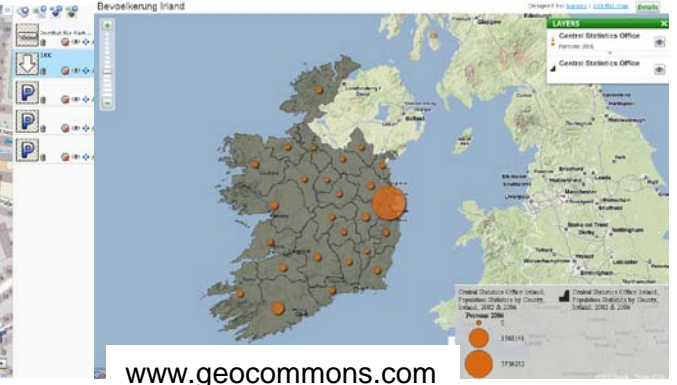# Map creation and cartographic communication in Web 2.0
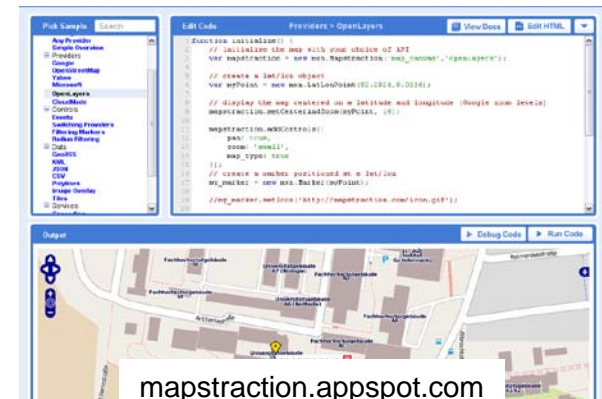
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Universität Osnabrück

maps.google.de

www.scribblemaps.com

www.geocommons.com

- Consequences for cartography?
- How to deal with it?
- Chances or risks?

mapstraction.appspot.com

1. Map creation - Webmapping

2. Cartographic Communication in Web 2.0

3. Further research tasks

Webmapping 1.0	Webmapping 2.0
producer-centric	user-centric
unidirectional publication (reception)	participation, collaboration
only reading	reading and generation
closed map applications	open maps
predefined content and map design	personalised maps (user defined content and map design)
→ user as an active consumer	**→ user as an active producer and consumer (prosumer)**

modified after Maguire 2007: GeoWeb 2.0 and Volunteered GI.

IGF

- Collaborative or personalised maps
- Map creation per API or webmapping applications with GUI

- Maps from everyone for everyone!

- Maps for everyday life → pragmatic approach

  → implications for the theory and praxis of cartography
  (invisible cartographer, pragmatics becomes more important)
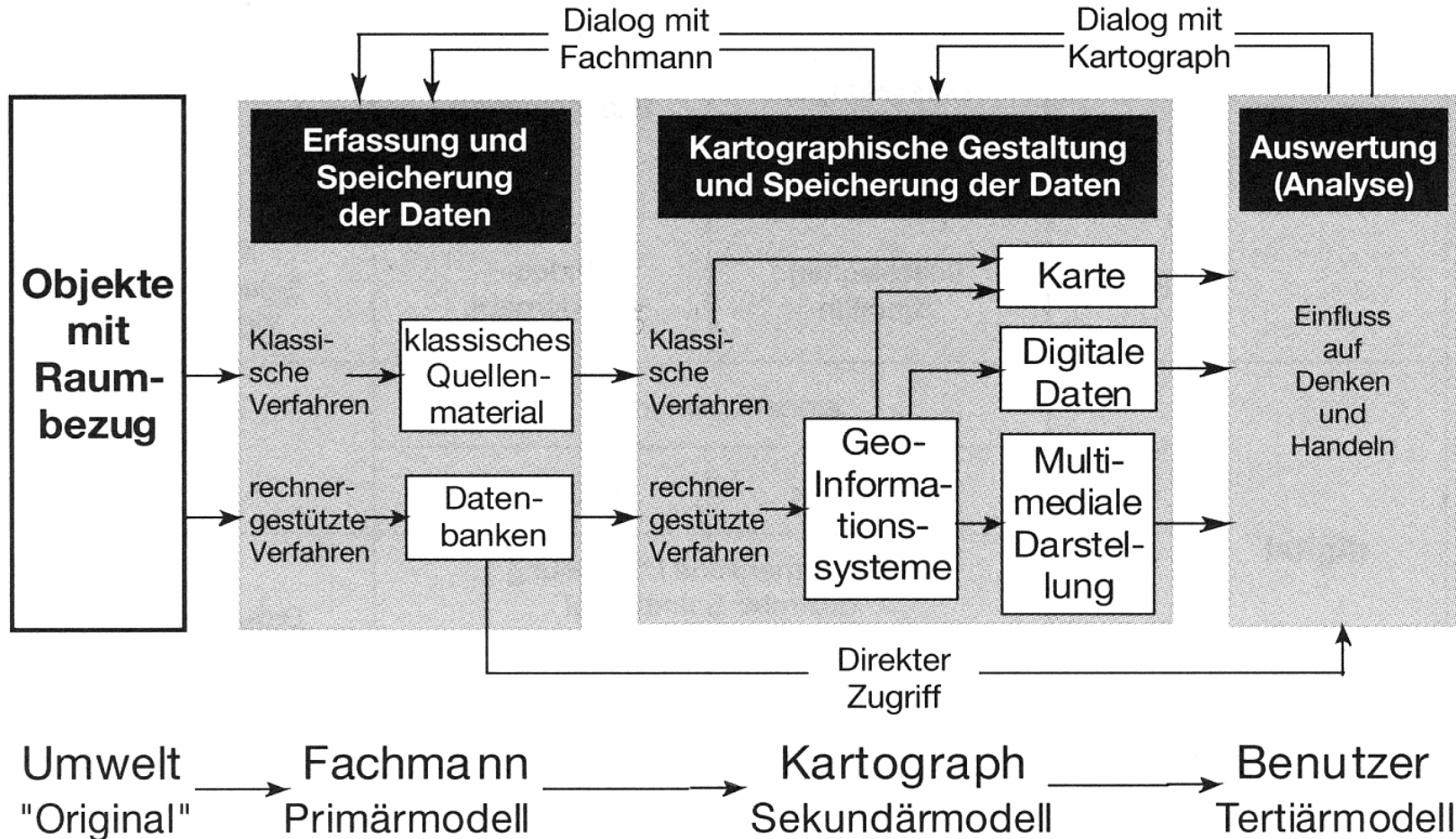
Hake / Grünreich / Meng 2002: Kartographie. p. 22.
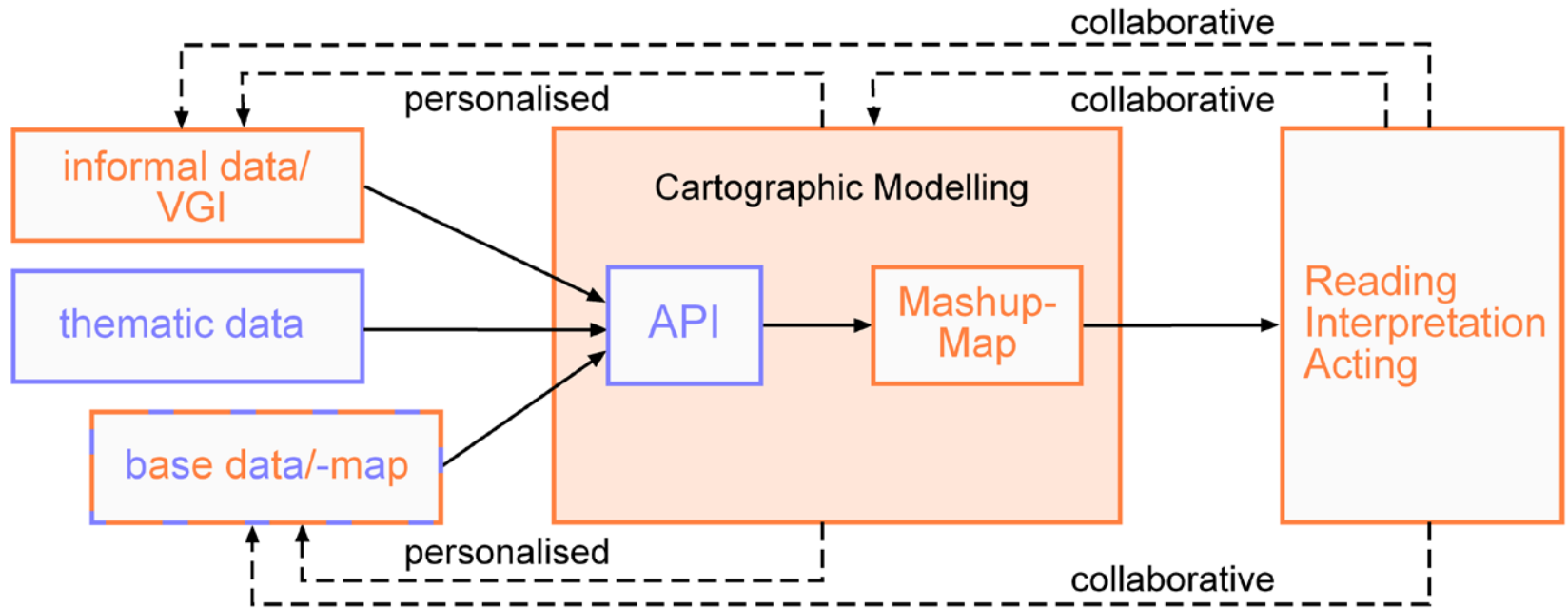
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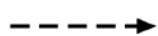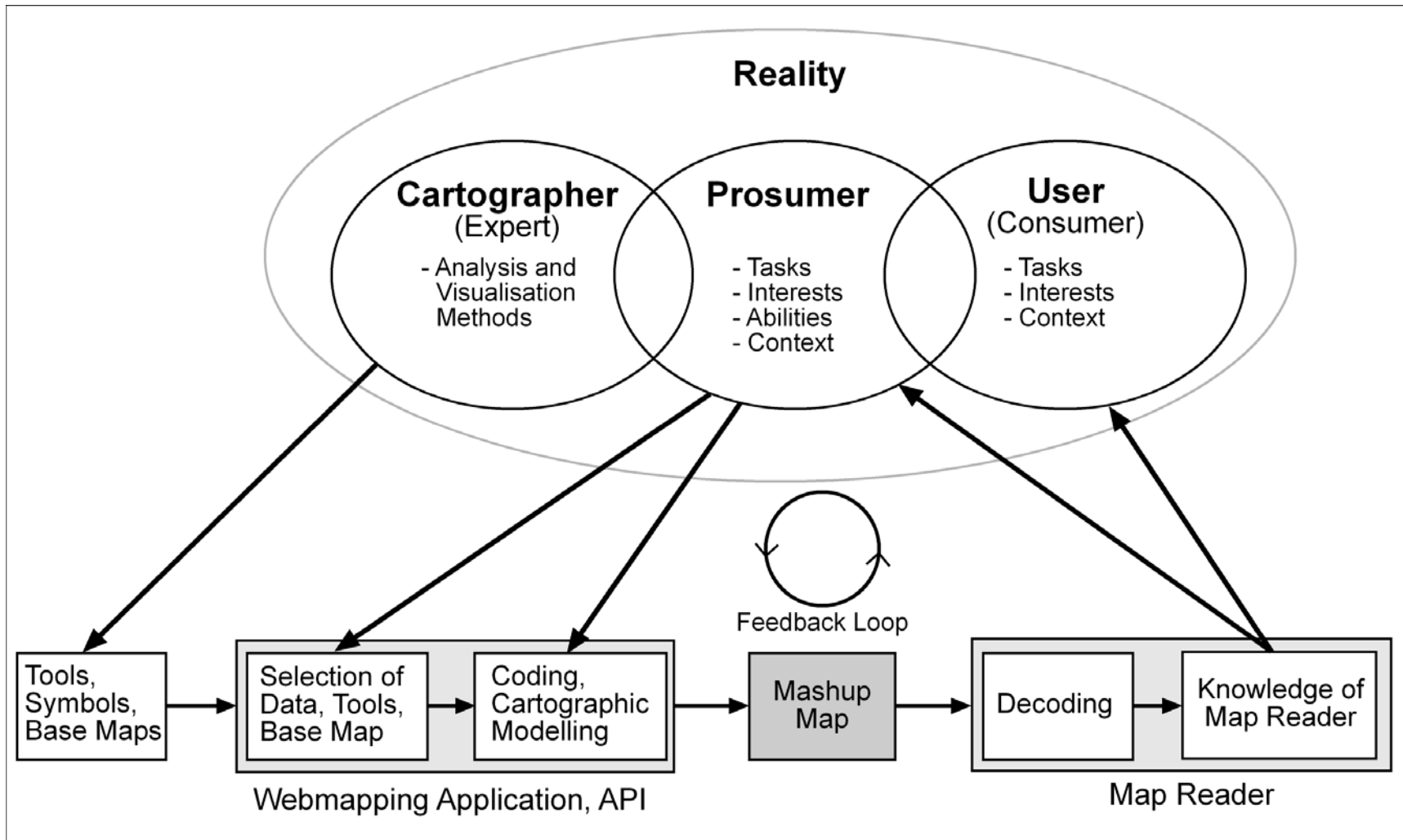

Hoffmann 2011.
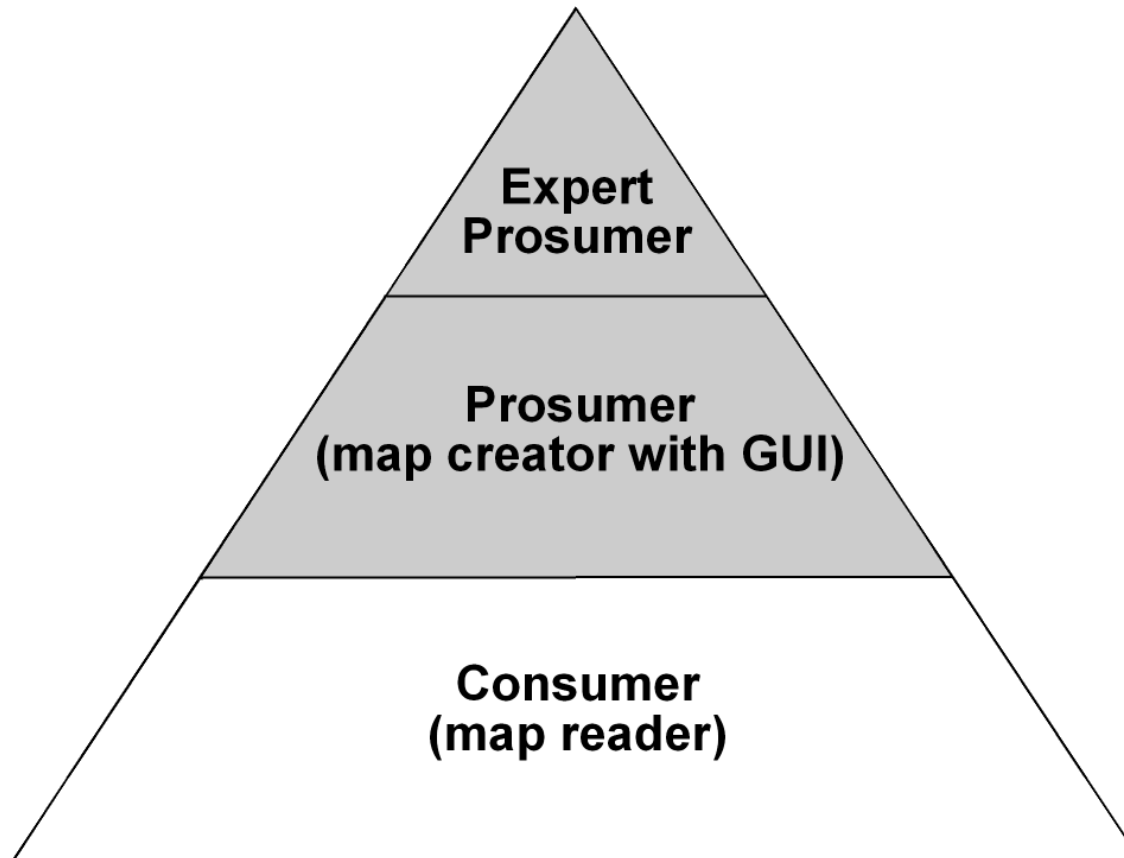
active participating users - Prosumers

passive participating users - Consumers

Based on Kolacny 1970.

New challenges for cartography in Web 2.0

- prosumer research (requirements, motivations, user behaviour, map purposes) with consideration of social and psychological aspects

- adequate tools for map creation, prosumer support

- map design, adequate symbols, need for new design principles?

- data management and integration in formal data (implies also quality, credibility, data privacy)

→ **Aim: utilise the potential of Webmapping 2.0**

Thank you for your attention!

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