Positioning
Spatial Computing – University of Minnesota
Content-based Positioning

Signal-based Positioning

flickr
Determining the location of a client’s device (e.g. for a mobile map, location-based service, scientific application)

**Signal-based Positioning**

Used when no signal-based position is available (e.g. location inference in online communities)

**Content-based Positioning**

Used when signal-based positioning is not useful for your needs (e.g. need “home” not “current” location)
Geotags in tweets generally come from signal-based positioning in smartphones.

Twitter API

Sentiment Analysis Algorithms

Figure 2. Mapping “Gross Community Happiness” in Greater London (best seen in colour).

(Quercia et al. 2012)
Only 1-3% of tweets are geotagged!
edchi edchi
wonderful afternoon at the 20th anni. of HCI at StanfordU. Terry Winograd toasted by many, inc. my ex and current boss: S.Card and L.Page.
21 Feb
Let's go Ravens!
Only 1-3% of tweets are geotagged!
The use of implicit and explicit geographic information contributed or consumed by Internet users to generate a position for these users (with or without their knowledge or consent).
We’ll cover the following content-based positioning-related topics:

1. **Geoparsing**: Extracting place names from natural language text

2. **“Home Locations”**: The dynamics of location fields in user profiles (and more)
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Attributions

Twitter location maps © OpenStreetMap contributors (www.openstreetmap.org/copyright)

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