


# Impact of Google Earth and Similar Technologies



Microsoft Virtual Earth  
OpenStreetMap  
Wikimapia

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# Accomplishments

- A visual browser for the globe
  - not more
- Good pictures
- Simple
  - stitched together
- Fast
- Placeholder for geotagging
- It's free to use!

# Accomplishments

- People use it
- Increased awareness of “spatial”
  - public, professionals
- New breed of geo-hackers
- increased spatial support
  - coordinates on photographs
- Huge opportunity for education

**KISS**

**Low quality OK**

**Empower Users**

# Speculation

- Impact on College enrollment in spatial/GIS
- Poor quality data has actually the potential to become useful
- Start low quality, improve iteratively may be a viable approach

# Missed Opportunities

- One size fits all
  - rural vs. metropolitan
- Simultaneous data diversity
  - resolutions, times presented next to each other
- Lack of accessible metadata
- Incompleteness of added semantics
  - e.g., restaurants
- No support to establish trust in data

# How to Deal with ...?

and possibly fund ...

- Volunteered data
  - Scalability of geotagging
  - Querying geotag content
- Location privacy

# Beyond Google Earth

## The micro/telescope on the Earth

- in real time
- now and historical
- what-if scenarios
- space-time “people who liked ...”



# Beyond Google Earth

- Human-oriented direction giving an other multi-modal spatial interactions
- Useful abstractions of the information about the Earth
- Multi-temporal delivery of spatial data
- Simulation-enhanced environments
- Space-time framework for Lifebits