

UCSB GEOGRAPHY COLLOQUIUM

January 19, 2012; 3:30—4:45; 1930 Buchanan

A Graduate Student Presentation by Grant McKenzie:

Adding Social Constraints to Location Based Services

Abstract:

Online social networks (OSN) have experienced substantial growth over the past few years. Contributions to these OSNs offer a rich source of contextual information capable of augmenting the existing location based service model. Taking into consideration the inherent uncertainty in these new sources of online communication, the data can be exploited to expose social constraints from which a predictive model of user activities may be generated.

Bio:

Grant McKenzie is a second year PhD student in the Department of Geography at the University of California, Santa Barbara. He holds a Master of Applied Science degree from the University of Melbourne (2008) and an Advanced Diploma in Geographic Information Science from the British Columbia Institute of Technology (2004). During his time in Melbourne, Grant was the recipient of the J H Mirams Memorial Research Scholarship and awarded a Google Doctoral Colloquium Award & Scholarship for promising research proposal at the 2007 Conference on Spatial Information Theory (COSIT 2007). Prior to starting his PhD, Grant was a founding member of the Seattle based start-up Spatial Development International and worked as a geospatial software developer for the Engineering Consulting firm CH2M Hill. Grant completed his Bachelor of Arts in Geography at the University of British Columbia in 2002.