

LOCATION DATA AND COMMUNITY

# WHY IS COMMUNITY ESSENTIAL TO LOCATION DATA?



@MegDoerr  
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GOOD OR BAD,

LOCATION DATA IS POWERFUL



Photo by Toby Melville /AFP/Getty Images





# LOCATION DATA TELLS ABOUT COMMUNITIES

- Location data implicates third parties
- Individual consent is not sufficient for collection/use of location data
  - Bystanders can't "opt out"
  - Ignores differential risk due to status hierarchies
  - A focus on individual consent undermines community power



WHAT IS A "LOCATION DATA COMMUNITY"?  
GIVEN THE PERVASIVENESS, PERSISTENCE, AND GRANULARITY  
OF LOCATION DATA, OUR DEFINITION MUST BE **BROAD**





# FEATURES OF LOCATION DATA COMMUNITIES

- May or may not be formally organized
- Community membership:
  - may be visible or invisible
  - may be chosen or imposed
- Often highly intersectional
  - May or may not include folks from a protected class or who have been stigmatized and/or marginalized





LOCATION DATA COMMUNITY

# EXAMPLES



Photo from Meg's neighbor



FOLKS WHO WHO SHARE AN "ATTRIBUTE" THAT  
IMPACTS THEIR LOCATION CHOICE OR  
PLACEMENT





Photo by Yan Berthemy on Unsplash



Photo from #StravaHeatMap



Photo by Lisanto 李奕良 on Unsplash



FOLKS WHO SHARE AN "IDENTITY" THAT  
IMPACTS THEIR LOCATION CHOICE OR  
PLACEMENT



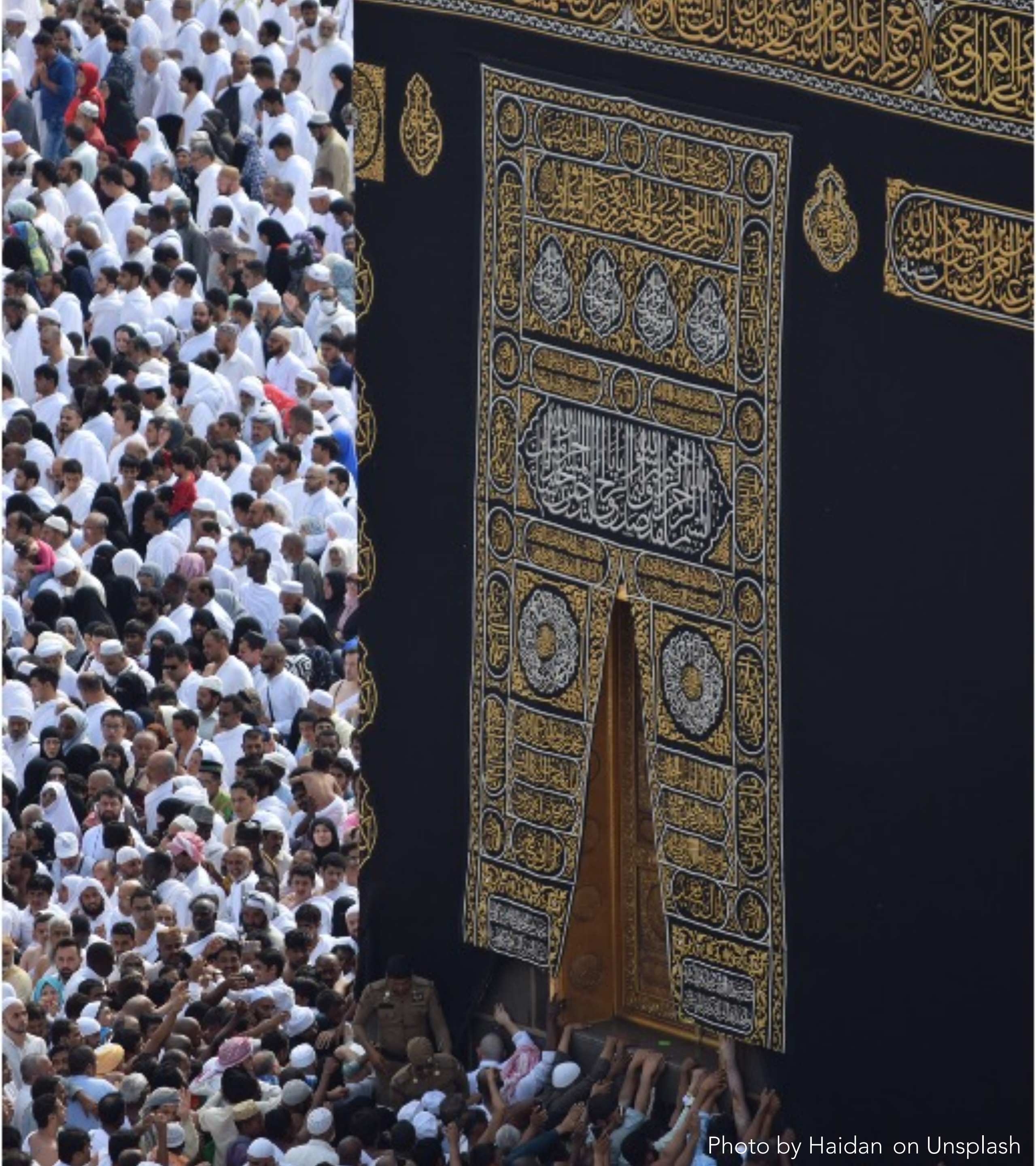


Photo by Haidan on Unsplash



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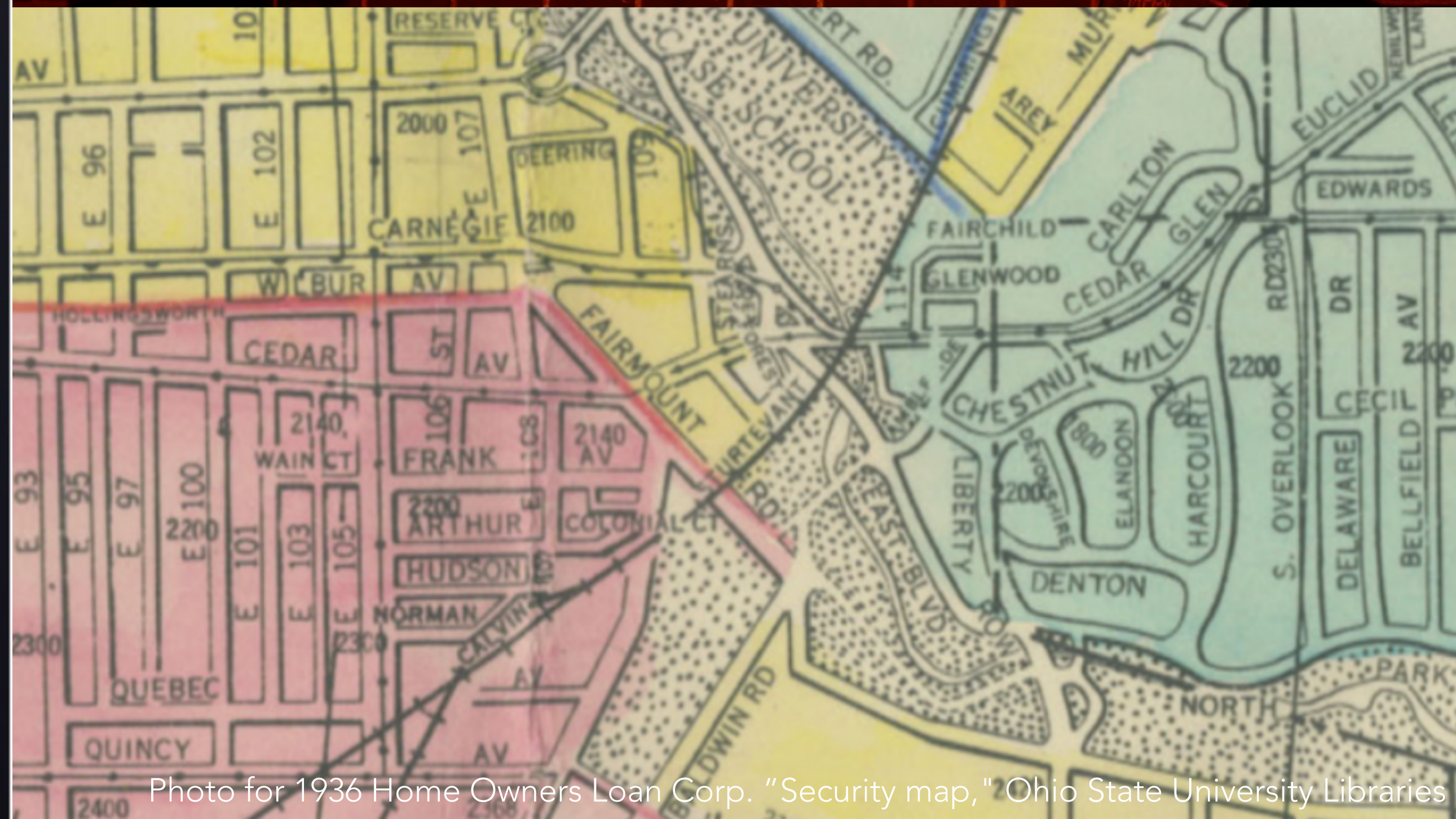


Photo for 1936 Home Owners Loan Corp. "Security map," Ohio State University Libraries



FOLKS WHO SHARE DIGITAL ATTRIBUTES/  
IDENTITIES THAT MAY IMPACT THEIR LOCATION  
CHOICE OR PLACEMENT



# After Uvalde, social media monitoring apps struggle to justify surveillance

*Critics say that mixed results have not vindicated potential privacy violations*

By [Corin Faife](#) | [@corintxt](#) | May 31, 2022, 1:56pm EDT



Photo by [Amelia Holowaty Krales](#) / The Verge

## Catholic Officials on Edge After Reports of Priests Using Grindr

A conservative Catholic media organization, The Pillar, has published several reports claiming the use of dating apps at several churches and the Vatican.



By [Liam Stack](#)

Published Aug. 20, 2021 Updated Oct. 14, 2021

## Your phone could reveal if you've had an abortion

Internet searches, visits to clinics and period-tracking apps leave digital trails

By [Geoffrey A. Fowler](#) and [Tatum Hunter](#)

Updated May 4, 2022 at 5:25 p.m. EDT | Published May 4, 2022 at 1:31 p.m. EDT





HOW DO WE ENGAGE LOCATION  
DATA COMMUNITIES?



# BUILDING SOCIAL LICENSE FOR LOCATION DATA COLLECTION/USE

- Dispense with the theater of anonymity/data neutrality
- Develop and test templates for meaningful bidirectional/multidirectional governance of location data collection and use
- Use these inputs to inform targeted, specific policy recommendations





# BUILDING THE SOCIAL LICENSE FOR LOCATION DATA

- Dispense with the theater of anonymity/data neutrality
- Develop and test templates for meaningful bidirectional/multidirectional governance of location data collection and use
- Use these inputs to inform targeted, specific policy recommendations









EXTRA SLIDES



# LOCATION DATA TELLS ABOUT COMMUNITIES

- Location data implicates third parties & bystanders can't "opt out"
- Individual consent is not sufficient for collection/use of location data
  - Ignores differential risk due to status hierarchies
  - Fractionation through a focus on individual consent undermines community power

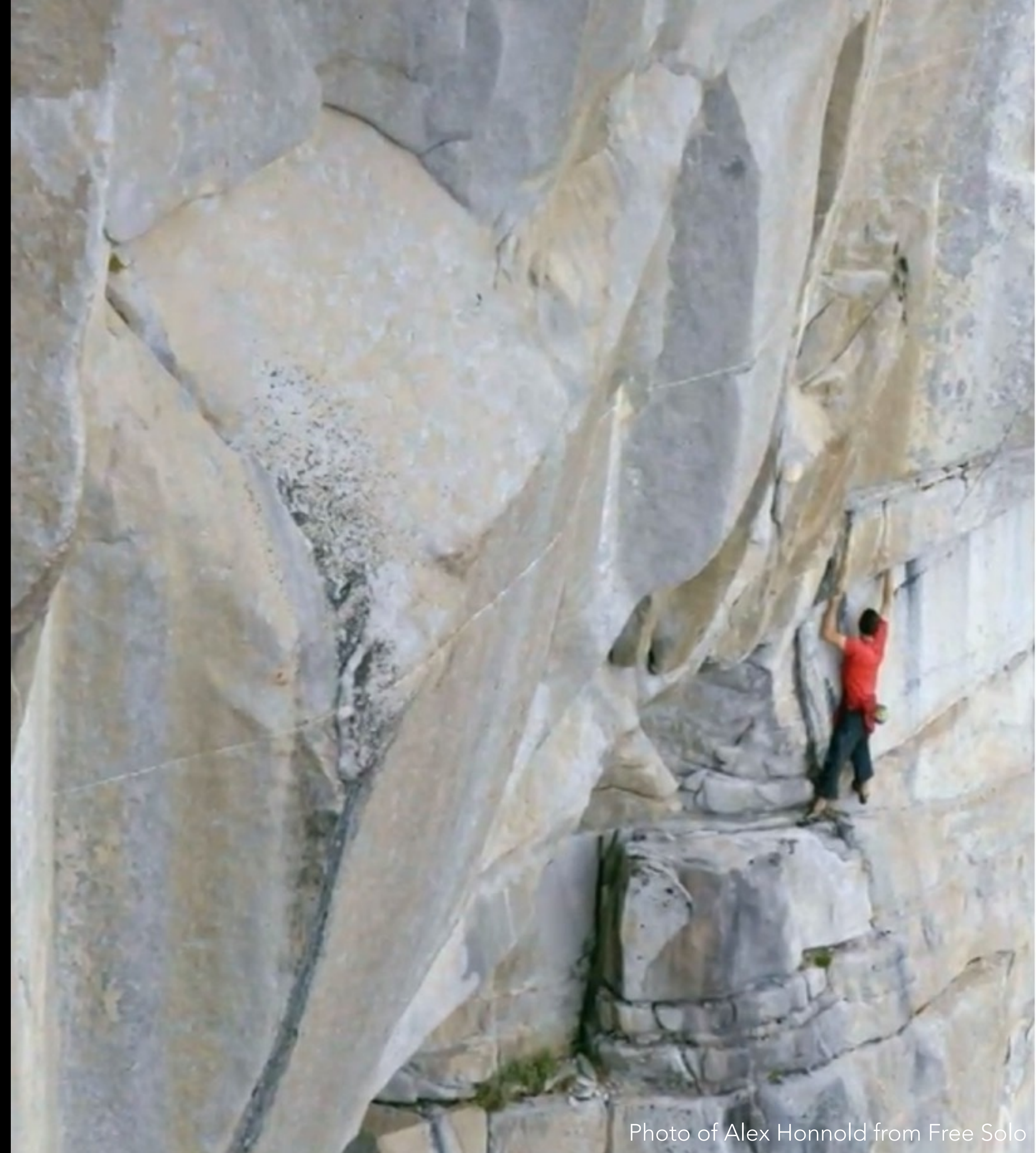


Photo of Alex Honnold from Free Solo