

Erasmus University Rotterdam, the Netherlands
CSC PhD 2015 Project Description

School/Department:	Erasmus Graduate School of Social Sciences and Humanities Woudestein Campus, Burg. Oudlaan 50, P.O. Box 1738, 3000 DR Rotterdam The Netherlands
Project Title:	Big Data for Urban Innovation: improving living conditions in the megacities of emerging markets This is a project in the e-URBAN graduate programme about urban big data of Erasmus University Rotterdam
Abstract:	<p>Big data' has been identified by a range of public and private actors as holding the key to economic growth, improved health care, better customer services, enhanced community engagement, higher quality of infrastructure and diverse other social and economic benefits. Cities, in particular, are seen as places where such data can come to its full and most advantageous usage, and – hence - across the globe 'smart cities' are emerging. Using sensor data of traffic flows, energy usage or weather conditions, the promise of such smart cities is - first - the bespoke and efficient management of the urban infrastructure, which is under continuous pressure to still increasing migration from rural to urban areas. Second, across the globe urban governments are opening up their own public data sets about, for instance, school inspection results, noise complaints, rat sightings, sports facilities and other quality of life indicators,. The city of New York, for instance, has recently opened more than 1100 data sets for everyone to access and use (https://data.cityofnewyork.us/data). Rotterdam, in comparison, currently offers 178 data sets to its citizens (http://rotterdamopendata.nl/dataset). Third, the inhabitants of cities produce a daily bulk of social media data through which they appreciate or criticize not only city government, but also the wealth of urban offer of leisure, commerce, events or culture. Likewise, health data are part of the urban data ecology as well, not only because health and medical centers are crucially located in cities, but also because cities have specific health issues.</p> <p>Megacities The smart solution may be especially relevant for the megacities in emerging markets. With the smart phone emerging as the key access</p>

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	<p>mechanism to online information, service and communication, specific mobile, app-based opportunities emerge that can address a variety of challenges that citizens in these megacities face. A bottom-up, fragmented and localized app-economy is quickly expanding, with varying levels of success. In this project we will analyse the nature of the emerging app-economy in the megacities, and look specifically if and how they position themselves as agents of change, and by which factors such change-position is motivated and facilitated. The data for the project will come from online research, interviews and observations, and the analysis of app-data.</p>
Requirements of candidate:	<p>Background: Social Sciences, Humanities or (equivalent of) Social Informatics</p> <p>Master degree: Yes IELTS Grade: 7.0 (<i>minimal 6.0 per component</i>) or TOEFL: 100 (<i>minimal 20 per component</i>)</p>
Supervisor information:	<p>Prof. Dr. Liesbet van Zoonen Email: vanzoonen@fsw.eur.nl http://www.egs3h.eur.nl/people/liesbeth-van-zoonen/ http://liesbetvanzoonen.wordpress.com</p> <p>Professor Van Zoonen leads the e-URBAN graduate programme, and is a distinguished international scholar in the social sciences. She has supervised over 20 PhD students and has a 90 % success rate. Her graduates have acquired influential university and corporate positions. Her expertise is in the wide field of cultural studies and political science. She is a much appreciated international speaker and government consultant. Students have assessed her as an energetic and inspiring teacher, who is able to set clear guidelines and make realistic work plans. She uses both quantitative and qualitative methodologies.</p> <p>The e-URBAN programme is part of the Erasmus Graduate School of Social Sciences and Humanities, which offers its students a full package of courses aimed at substantial, methodological and professional skills, and offers bespoke process supervision and support.</p>

	<p><u>Selection of publications</u></p> <p>Hirzalla, F., Van Zoonen, L. & J. de Ridder. 2011. "Internet Use and Political Participation: Reflections on the Mobilization/Normalization Controversy" <i>The Information Society</i>, Vol. 27, no. 1, pp.1-15.</p> <p>Hirzalla, F. & Van Zoonen, L. 2010. "Affective Political Marketing Online: Emotionality in the Youth Sites of Greenpeace and WWF", <i>International Journal of Learning and Media</i> vol. 2, no. 1, pp. 39-54.</p> <p>Kreek, M. de & L. van Zoonen (2013). Mapping an emerging field: local memory websites. Proceedings of the Community Informatics Research Network Conference, Prato, Italy. http://ccnr.infotech.monash.edu/conferences-workshops/prato2013papers.html</p> <p>Van Zoonen, L., Turner, G. & J. Harvey (2014). Confusion, control and comfort: premediating identity management in film and television. <i>Information, Communication and Society</i>, online first: http://dx.doi.org/10.1080/1369118X.2013.870592.</p> <p>Van Zoonen, L. (2013). From identity to identification: Fixating the fragmented self. <i>Media, Culture and Society</i> 35(1), p. 44-51</p> <p>Van Zoonen, L., Vis, F., & Mihelj, S. 2011, "YouTube interactions between agonism, antagonism and dialogue: Video responses to the anti-Islam film Fitna", <i>New Media and Society</i>, first published online June 16. doi:10.1177/1461444811405020. PDF</p> <p>Van Zoonen, L. 2002, "Gendering the internet. Claims, controversies and cultures", <i>European Journal of Communication</i>, vol. 17, no. 1, pp. 5-23.</p>
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