

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: App Culture and Leisure Experience This project is part of the e-URBAN graduate programme about urban big data
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><i>App culture and leisure experience</i> While we tend to think of app-software as global and neutral, apps, in fact, allow a highly localized practice that is particularly tailored to the specific culture and experiences of distinct cities. Thus, while for many cities historic apps exist that overlay current cityscapes with their historical predecessor, identifying lost buildings, roads and landmarks, cities also have their own unique apps that can only exist in that particular city. In this project we will focus both on these global, and on these local urban apps. On the basis of comparative research we will identify one or more</p>

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	<p>prototypical urban apps, and contrast them with the specific unique local varieties. The project is theoretically located in the debates about globalization and localization, and works with a variety of qualitative and query methodologies.</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.</p> <p>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.</p> <p>She uses both quantitative and qualitative methodologies.</p> <p>Co-supervisor: Professor Stijn Reijnders http://www.eshcc.eur.nl/english/personal/reijnders/</p> <p>Stijn Reijnders is an award winning professor of Cultural Heritage at the Erasmus University Rotterdam. He has specialized in media and heritage tourism, and has been identified as one of the main innovators in media studies, and tourism studies. His students find him a motivated, well informed and creative supervisor who is able to bring out the best in them.</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>

Selection of publications

Hirzalla, F., Van Zoonen, L. & J. de Ridder. 2011. "Internet Use and Political Participation: Reflections on the Mobilization/Normalization Controversy" *The Information Society*, Vol. 27, no. 1, pp.1-15.

Hirzalla, F. & Van Zoonen, L. 2010. "Affective Political Marketing Online: Emotionality in the Youth Sites of Greenpeace and WWF", *International Journal of Learning and Media* vol. 2, no. 1, pp. 39-54.

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>

Van Zoonen, L., Turner, G. & J. Harvey (2014). Confusion, control and comfort: premediating identity management in film and television. *Information, Communication and Society*, online first: <http://dx.doi.org/10.1080/1369118X.2013.870592>.

Van Zoonen, L. (2013). From identity to identification: Fixating the fragmented self. *Media, Culture and Society* 35(1), p. 44-51

Van Zoonen, L., Vis, F., & Mihelj, S. 2011, "YouTube interactions between agonism, antagonism and dialogue: Video responses to the anti-Islam film Fitna", *New Media and Society*, first published online June 16. doi:10.1177/1461444811405020. [PDF](#)

Van Zoonen, L. 2002, "Gendering the internet. Claims, controversies and cultures", *European Journal of Communication*, vol. 17, no. 1, pp. 5-23.