Attentional Social Media: Mapping the Spaces and Networks of the Fashion Industry

Speakers: **Professor Matthew Zook**
Department of Economic and Information Geography, University of Kentucky

Chair: **Dr Jamie Gillen**
Department of Geography, NUS

Date/Time: Friday, 3 March 2017, 3.30pm – 5.00pm

Place: Earth Lab, AS2-02-03, NUS

Abstract

This presentation is based on joint work with Dominic Power (University of Stockholm) and Ate Poorthuis (Singapore University of Technology and Design) and examines the spaces of the global fashion industry through its most fundamental attribute, the ability to gain attention. Utilizing a novel indicator of how fashion attention manifests -- social media -- we map the spatial contours of this key metric and examine the networks which bind this global industry. Paralleling what has been shown in other studies we find that the fashion industry attracts attention globally on social media but the geography of this attention is uneven across the industry, industry function and space. More novel is the ability of this research to examine subsets of the attentional dimension of the fashion industry -- attention to creatives, management and public relations -- and how these clusters of attention interconnected between places. As such, this work represents a strategy for future research within cultural economies to study not just the location of creativity but how attention to this creativity differentially extends across space, connecting certain cities and sub-locations of cities, while bypassing others. Such an analysis also represents a means to study the spatiality of demand -- particularly within cultural economies -- to help balance some of the productionist and supply side bias in economic geography.

About the Speaker

Matthew Zook is a Professor of Economic and Information Geography at the University of Kentucky in Lexington, KY. His interest centers on the impact of technology and innovation on human geography and spatial organization of the economy. For the past several years he has studied how the geoweb (particularly the practices surrounding user-generated data) and understanding where, when, and by whom geo-coded content is being created. He studies the interaction of code, space and place interact as people increasingly use of mobile, digital technologies to navigate through their everyday, lived geographies. His research blog floatingsheep.org is dedicated to mapping and analyzing user generated information about places to provide one glimpse of what the "internet" knows about particular places. He is the Director of the The DOLLY Project (Data On Local Life and You) is a repository of billions of geolocated tweets (and other social media) that allows for real-time research and analysis. He served as a Fulbright Scholar at Tartu University (Estonia) in 2013-14 and the State Geographer for the Commonwealth of Kentucky (2015) is is spending the 2016-17 academic year visiting the University of Auckland.

ADMISSION IS FREE – ALL ARE WELCOME

CONVENORS: Dr Karen Lai (karenlai@nus.edu.sg)   Dr Sin Harng Luh (geosinhl@nus.edu.sg)   Dr Winston Chow winstonchow@nus.edu.sg)
ENQUIRES: Sakinah – 65163559