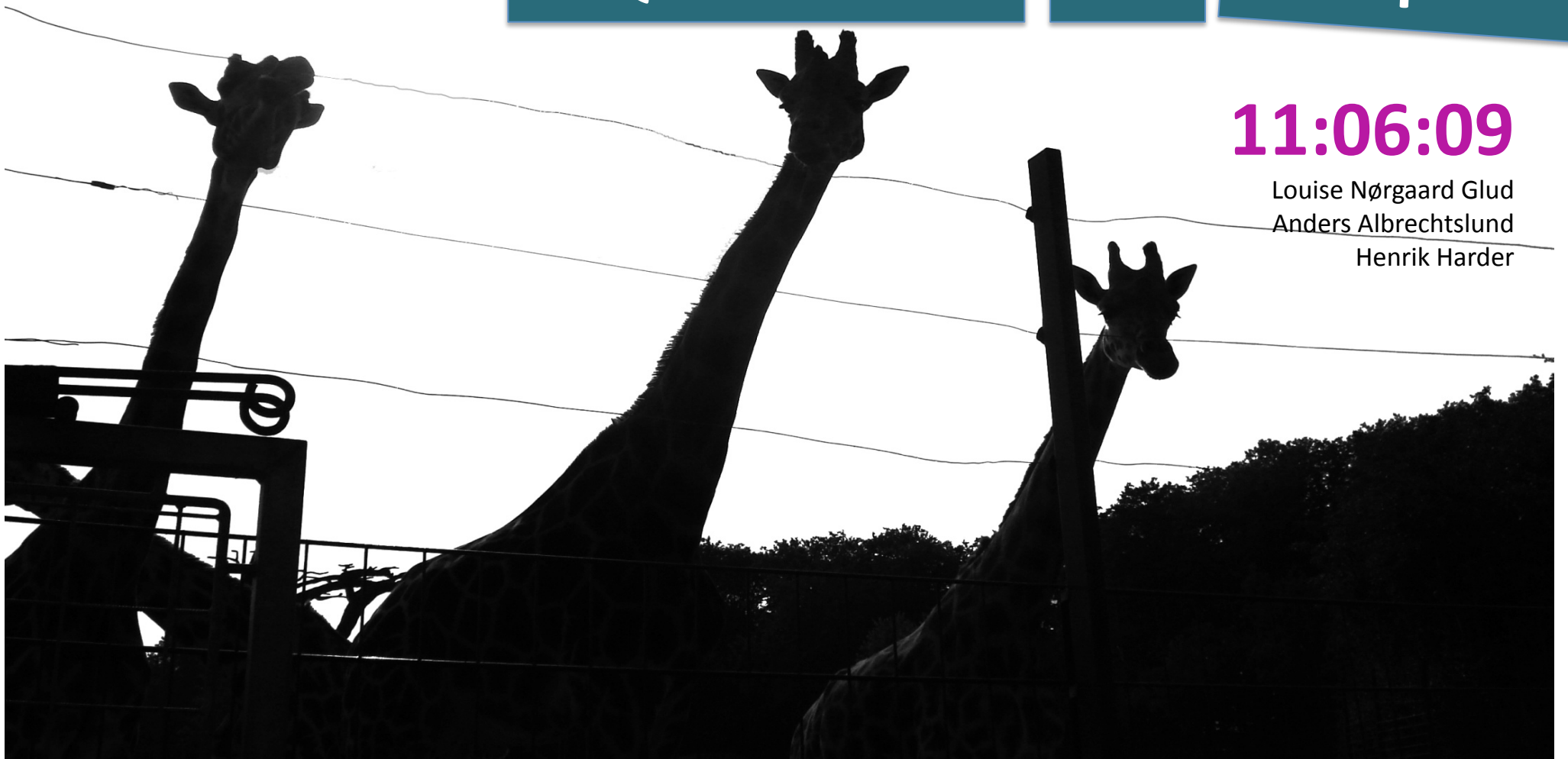


# The Persuasive Qualities of Maps

**11:06:09**

Louise Nørgaard Glud  
Anders Albrechtslund  
Henrik Harder



- 'Diverse Urban Spaces',  
Architecture and Design
- Aalborg Zoo

Overview  
THE PERSUASIVE QUALITIES OF  
MAPS

- The Zoo Case
- The SMS map
- The Persuasive Qualities of Maps

Case: Aalborg Zoo  
AUTUMN 2008



# 'Hit' & 'Shit'

TEACHING ANIMAL DIVERSITY



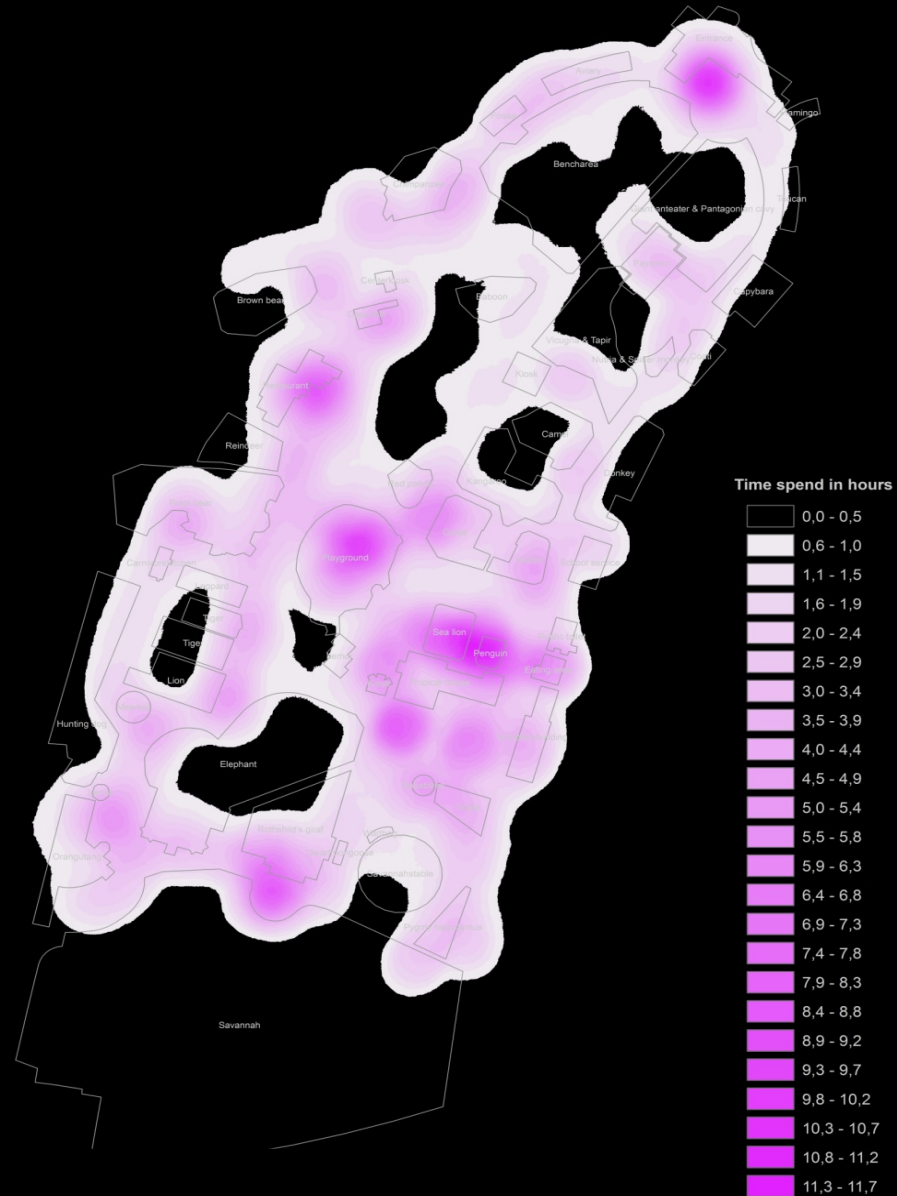
## 'Hit' & 'Shit'

DEVELOPING A STRATEGY

- How long ?
- When?
- Who ?
- Why?

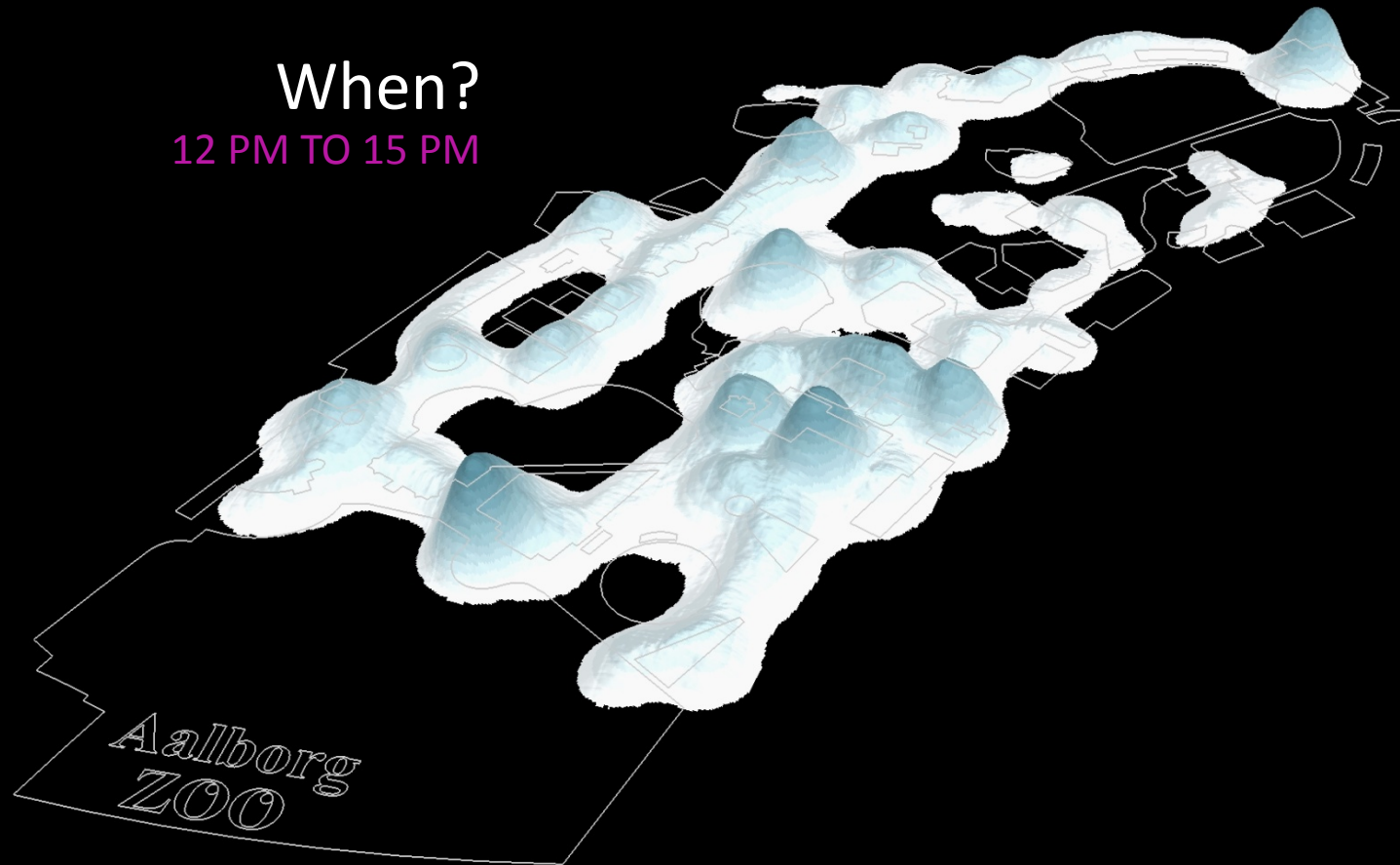
# How long?

ALL GUESTS ALL DAYS



When?

12 PM TO 15 PM





Who ?  
YOUNG PEOPLE



Why ?

CONNECTING EXPERIENCE  
TO PLACE

383  
Jeg leger på  
legepladsen...mor har  
GPSen imens står...jeg  
synes det er sjovt at klatre  
og rutsje... Og jeg føler  
glad... Mvh. Haja Jacobsen.

# The SMS Map

CONNECTING EXPERIENCE  
TO PLACE



## The Concept

CONSIDERING DIVERSE  
AGENCIES

- Actor-Network Theory (ANT), Bruno Latour
- Tool to trace theories of action

# The Concept

CONSIDERING DIVERSE AGENCIES



## The Concept

- Connect location and experience
  - Bridge the gap between qualitative and quantitative methods
- = SMS map

## Mapping as Experiment

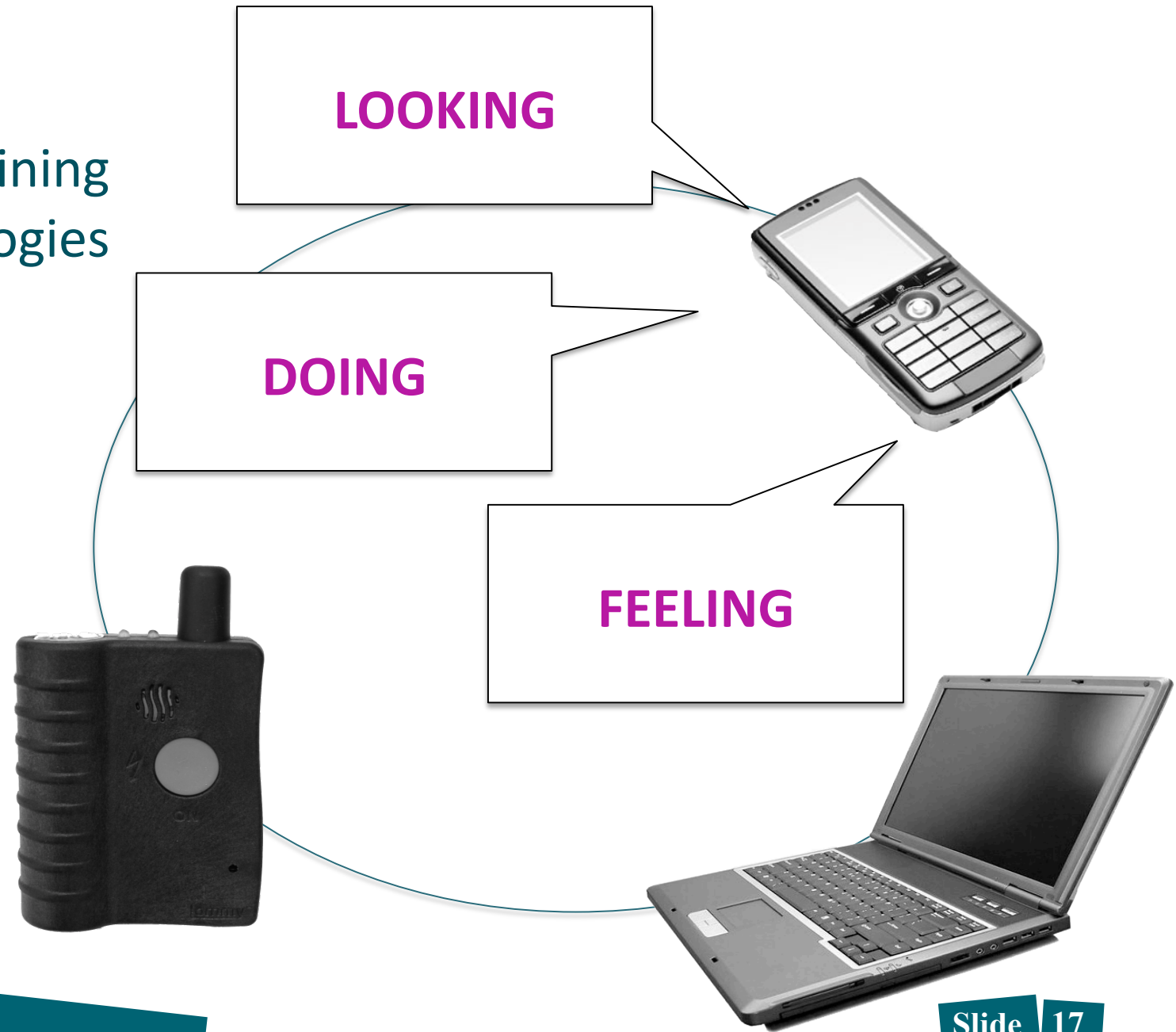


## Mapping as Experiment

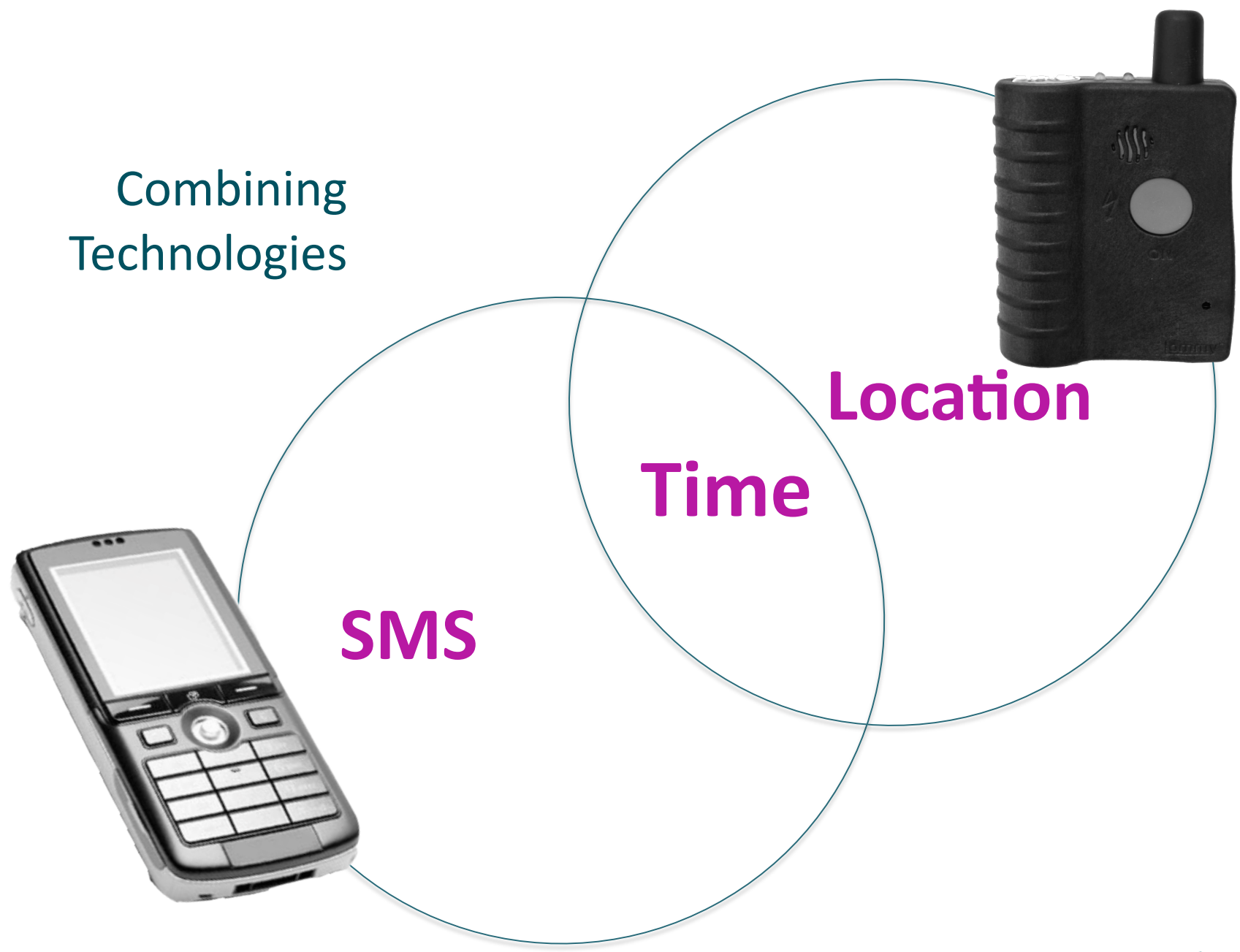
- Maps as actors
- Mapping as experiment



# Combining Technologies



# Combining Technologies



Google Earth

Fi Redger Vis Funktioner Titjæ Hjælp

Søg

Flv III Find virksomhed Kærselsvejledninger

Flv III f.eks. 1600 Pennsylvania Ave., 20006

Steder Titjæ indhold

- 994 Orangutang: interessant at se en syg én, at den ikke bare er
- 995 Ser indjærne, føler de har det godt, flot anlæg, de leder sig
- 996 Kigger på bavianer. En abe der fluser i vandet. Vi griner
- 997 Orangutanghuset sidder og ser på de flutte dyr. De er lyggesige
- 998 Ser på spring vand og smækker om hvad det er for et dyr
- 999 Ser på orangtanger
- 1000 Kigger på en langhalet dyr, og er meget fascineret
- www.detmangfoldigeburum.dk
- Zoo squares

Lag

- Prinser database
- Geografisk web
- Vej
- 3D-bygninger
- Gadevisning
- Grænser og etiketter
- Vej
- Galleri
- Global bevidsthed
- Interessante steder
- Mere
- Terræn

Det mangfoldige byrum / Diverse Urban Spaces  
<http://www.detmangfoldigeburum.dk>

57°02'20.34" N 0°53'49.91" E

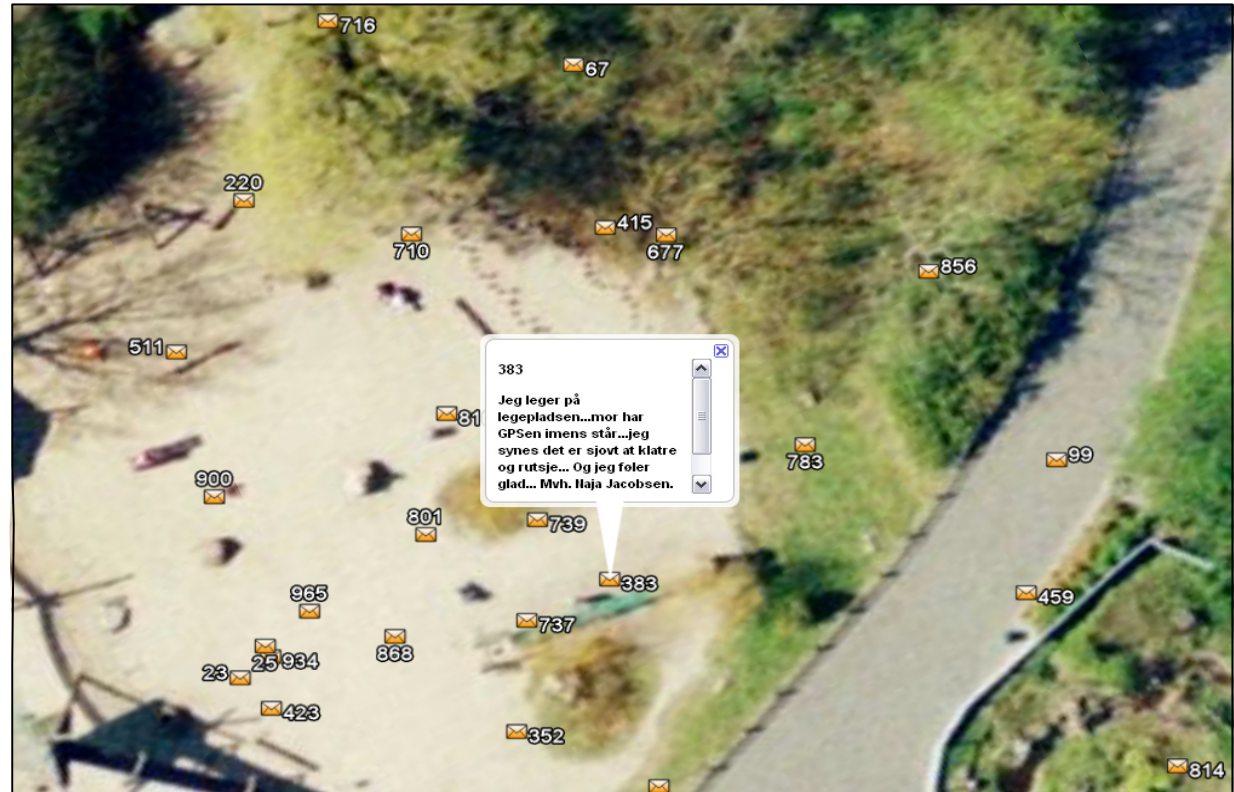
Copyright ©Diverse Urban Spaces: Harder, H., Trädisauskas, N., Kvist, A. Glud, L.N.

Slide 19

start All Mail Rems - Micro... Code - Google Earth... RE: DMB - Infrastruct... PW: DMB - Infrastruct... RE: DMB - Infrastruct... Code - Esti - Message... SN: Education - UREI... Google Earth Search Results

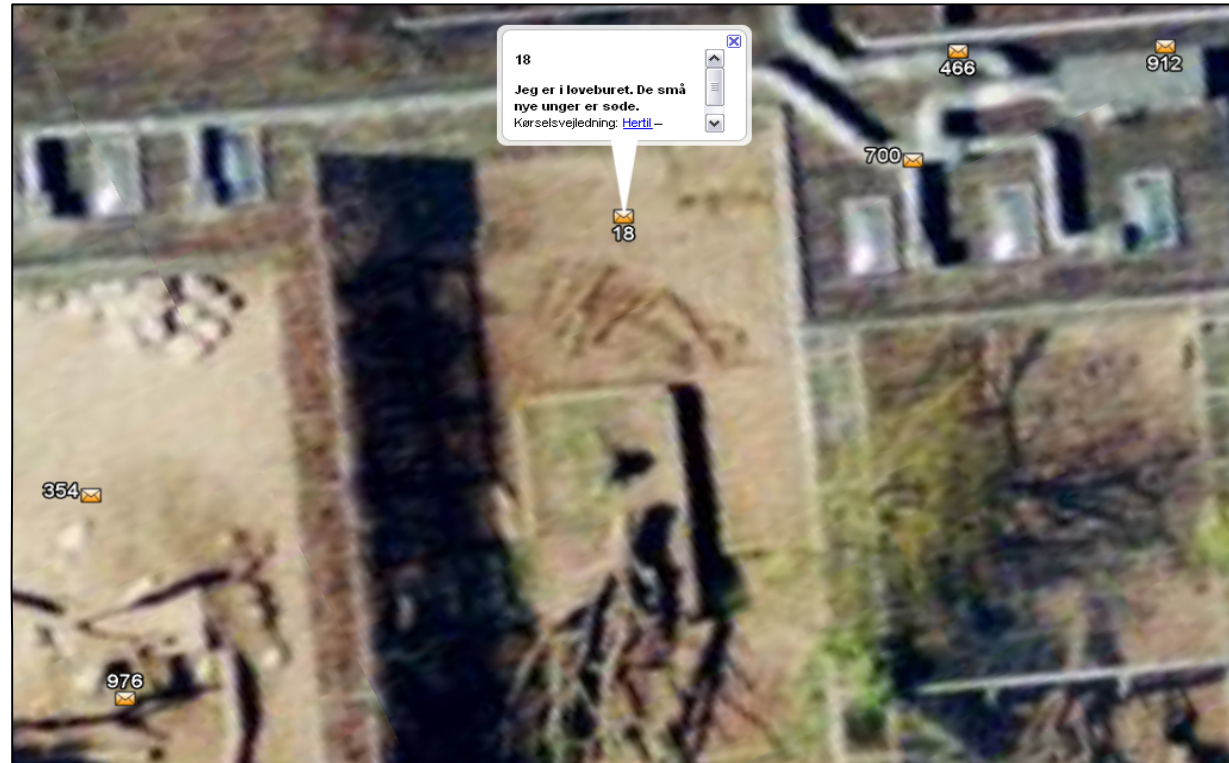
# The SMS Map

## THE PLAYGROUND



# The SMS Map

## THE LIONS CAGE



# Reintroducing Technologies

NEGOTIATIONS



# Reintroducing Technologies

## NEGOTIATIONS

- Roles of group members
- Survey experience
- Zoo experience

# Reintroducing Technologies

ROLES OF GROUP MEMBERS





# Reintroducing Technologies

THE EXPERIENCE



# Reintroducing Technologies

THE EXPERIENCE



# Reintroducing Technologies

TRACING THEORIES OF ACTION



## Maps as Persuasive Platforms



## Maps as Persuasive Platforms

- The persuasive designer as an actor
- Persuasive Platform

## The Persuasive Qualities of Maps





## The Persuasive Qualities of Maps

- Method & product
- Trace & visualize diversity in agency
- Persuasive Platform
- Study complex systems where actors are mobile and technologies converge



# FOR YOUR INFORMATION:

## WARNING!

Tigers spray to mark their territory. If you see one turn around and lift it's tail- please move out of the way.



*Asian Highlands*  
Keepers



# Thank You

LULLENG@HUM.AAU.DK