“Human Geography,” circa 2008

**Human Factors**
- Human Terrain Analysis
- Human Socio-Cultural Behavior
- Cultural GEOINT
- Socio-Cultural Dynamics
- Human Dimension Analysis
- Cultural Geography Modeling
- Foreign Culture Analysis
- Human Dimension
- Human Terrain Analysis
- Cultural GEOINT
- Foreign Culture Analysis
- Human Factors
- Foundation Based Operations
- Human Socio-Cultural Behavior
- Cultural Geography Modeling
- Human Dimension
Human Geography (HG): Why people do what they do and where they do it.

J. Rowland Illick
“Whole of Government” Approach to Human Geography

• “3-Ds” – Defense, *Diplomacy, and Development* – 2009 QDDR (*Department of State and USAID*)

• Leadership – inside and outside of government
  ➢ Worldwide Human Geography Data Working Group (*wwhgd.org*)

• A return to (human) geography

• Networks & Partnerships: *discover, coordinate, collaborate*

• Participatory mapping and citizen sensing; VGI

• “The government’s tools are our children’s toys”
  ➢ …information is merely the means to an end.
The new digital data landscape

**Global**
- Land Use
- Demographics
- Global Climate
- Sea Surface Temperature
- Digital Elevation
- Food and Fiber
- Disaster Preparedness
- Biodiversity
- Coastal Sensitivity

**National Scale**
- Land Use/Land Cover
- Precision Agriculture
- Hydrologic Modeling
- Transportation Planning

**State Scale**
- Smart Growth
- Public Health
- Disaster Response
- Weather

**Local Scale**
- Smart Growth
- Public Health
- Disaster Response
- Weather

**Individual Scale**
- Smart Growth
- Public Health
- Disaster Response
- Weather

**Genetic Scale**

Adapted, with permission, from Dan Sui, The Ohio State University
METHODS: Partnerships, participatory, community-based, local knowledge, ownership

Spatial Networks

GeoSHAPE

Imagery to the Crowd

Secondary CITIES

OFFICE OF THE GEOGRAPHER

Collaborative Mapping

OpenStreetMap

Remote volunteers trace satellite imagery

MapGive Mapathons

Participatory Mapping

Community volunteers add local detail such as neighborhoods, street names, and evacuation centers

Humanitarian organizations use mapped information to plan risk reduction and disaster response activities that save lives

Bottom up vs. Top Down

Sharing

GeoNode MapStory

Courtesy of Melinda Laituri
BUILDING A "SATELLITE" TO COLLECT HUMAN GEOGRAPHY DATA

• Priorities
• Gaps
• Scale
• Cost