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April 20, 2009

### **Zandbergen Chosen as University Libraries' Faculty Acknowledgement Award**

Associate Professor of Geography Paul Zandbergen will be honored as a recipient of the University Libraries Faculty Acknowledgement Award on April 29 at 2 p.m. in the Willard Room in Zimmerman Library. He will present a lecture, "Everybody is Watching Everybody: Privacy Implication of Geospatial Technologies."

Recent technological developments have made location information at the individual level widely available, which presents serious and poorly understood challenges to personal privacy. These developments include the widespread adoption of positioning technologies on mobile devices, the availability of very high-resolution imagery and address databases, and the ability to pull information together from multiple sources using free and easy-to-use software tools.

For example, with the adoption of GPS-enabled chips and other hybrid positioning systems the cell phone has emerged as a very powerful location-aware tracking device. While many users start to actively use this technology for applications like navigation and social networking, the implications for location privacy are far-reaching. The presentation will review these technological developments and discuss how they work, what their potential benefits are and how they affect personal privacy.

Paul Zandbergen is an associate professor in the Department of Geography at UNM. He obtained his Ph.D. in Resource Management and Environmental Studies at the University of British Columbia in Vancouver, Canada. He is a Geographic Information scientist with interests in both the fundamentals of GI Science as well as the applications of geospatial technologies to several fields, including water resources, spatial ecology, public health, and criminal justice.

His current research is focused on issues of scale, error and uncertainty in spatial analysis as well as on the robustness of spatial analytical techniques and the performance of positioning systems, including GPS and hybrid positioning. He is currently conducting a research project funded by the National Science Foundation on reverse geocoding techniques and their implication for location privacy.

The event is free and open to all. Each year University Libraries sponsors the Faculty Acknowledgement Series in order to recognize the contributions of faculty to their college or school and the UNM community.

Posted by scarr at April 20, 2009 03:24 PM

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