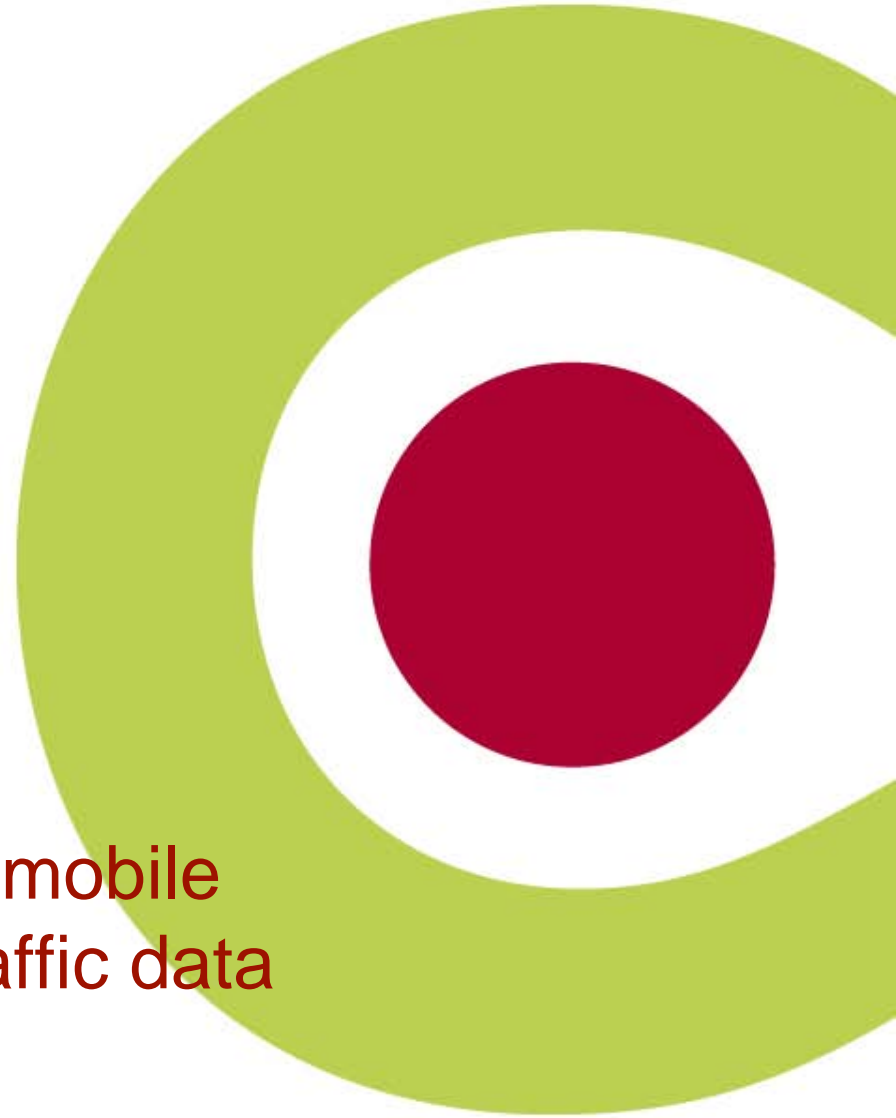


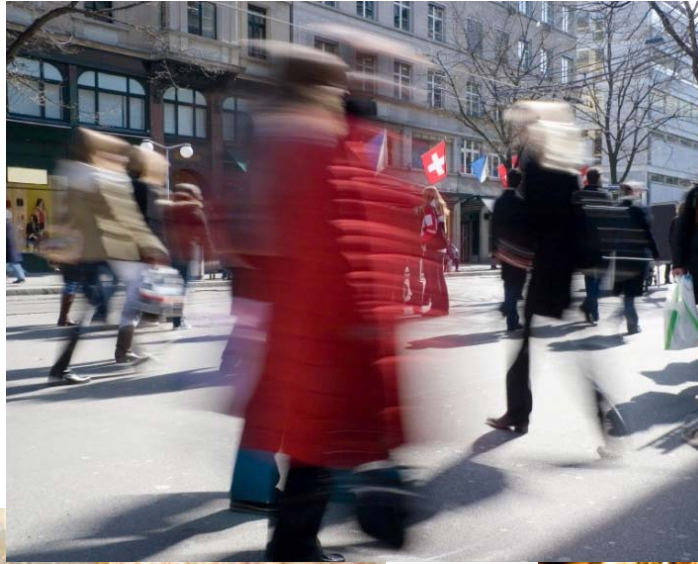


## Consider8

Considerate refinement of mobile communication network traffic data

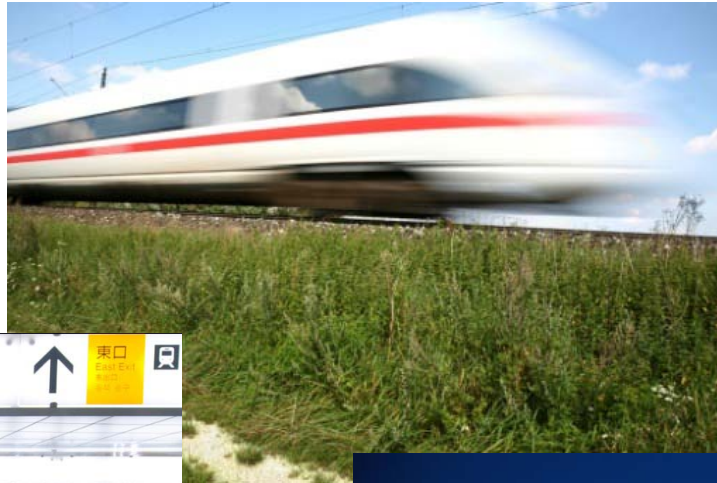


# Goal



Understanding the mobility of people

# Places and routes...



... and routes that are places

\*Quoted from Minnesota Public Radio, [minnesota.publicradio.org/display/web/2008/08/06/sun\\_country\\_airlines/](http://minnesota.publicradio.org/display/web/2008/08/06/sun_country_airlines/)

# Public applications



Infrastructure planning

\* Quoted from Stockholms Stad, [www.stockholm.se/Fristaende-webbplatser/Fackforvaltnings sajter/Exploateringskontoret/Ovriga-byggprojekt-i-innerstaden/Slussen/](http://www.stockholm.se/Fristaende-webbplatser/Fackforvaltnings sajter/Exploateringskontoret/Ovriga-byggprojekt-i-innerstaden/Slussen/)

# Commercial applications



Business development

\* Quoted from Kista Galleria, [www.kistagalleria.se/press/](http://www.kistagalleria.se/press/)

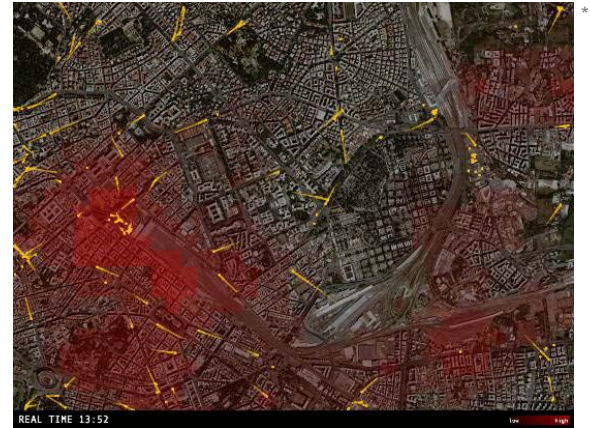
# Private applications



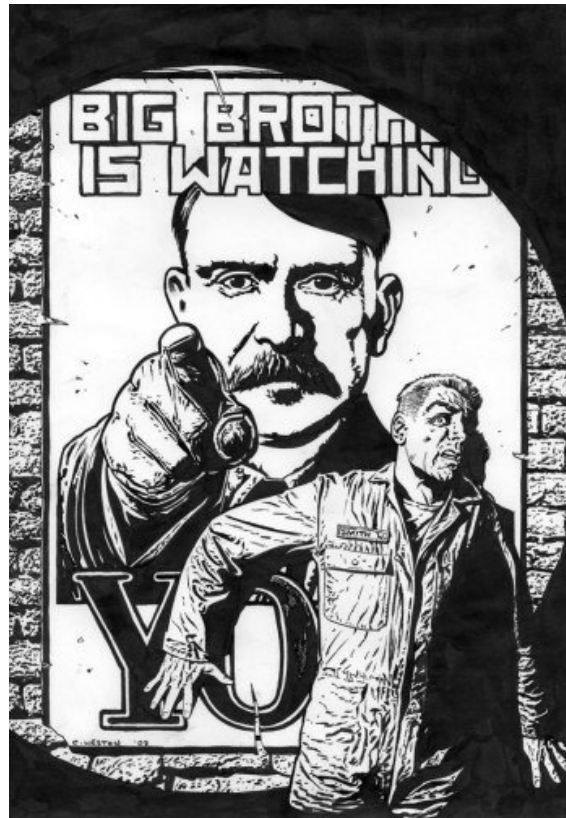
Motivation and recreation

# Three main issues

- Data collection
  - Data sources
  - Scalability and costs
- Analysis and data mining
  - From discrete positions to routes and places
- Ethics
  - Privacy (both individuals and groups)
  - Rights of ownership and use



\*Quoted from REAL TIME ROME, [senseable.mit.edu/realtimerome/sketches](http://senseable.mit.edu/realtimerome/sketches)



# Thank you!

[bylund@sics.se](mailto:bylund@sics.se), [www.sics.se/projects/consider8](http://www.sics.se/projects/consider8)