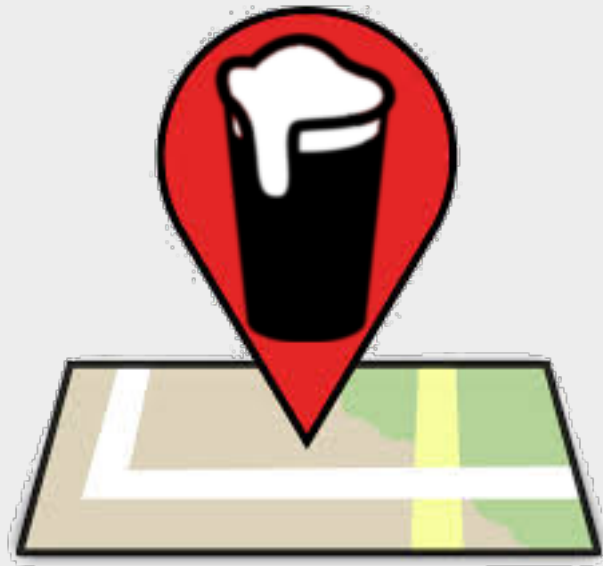


The Life of the Party:

# Impact of Social Mapping in OpenStreetMap



Desi Hristova, Giovanni Quattrone, Afra Mashhadi, Licia Capra

**University College London**

**Offline Social Contact =  
Online Contribution**



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The Free Wiki World Map

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examples: 'Alkmaar', 'Regent Street, Cambridge', 'CB2 5AQ', or 'post offices near Lunen' [more examples...](#) Where am I?

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## Changesets

Changesets within -71.09182,42.32871,-71.05976,42.3431

« Previous Page 1 Next »

**16505546** | June 11, 2013 06:10 | [Bryce C Nesbitt](#)  
Taginfo typo patrol. Rename obvious misspellings and tag confusion.

**16497033** | June 11, 2013 01:02 | [wheelmap\\_visitor](#)  
Modified via wheelmap.org

**16490274** | June 10, 2013 03:21 | [Runis](#)  
World continents in lithuanian language.

**16489059** | June 09, 2013 23:59 | [wambacher](#)  
fix short ways

**16487953** | June 09, 2013 21:48 | [wambacher](#)  
fix short ways

**16486557** | June 09, 2013 18:47 | [Davio](#)  
tag oneway=true is a discouraged alternative

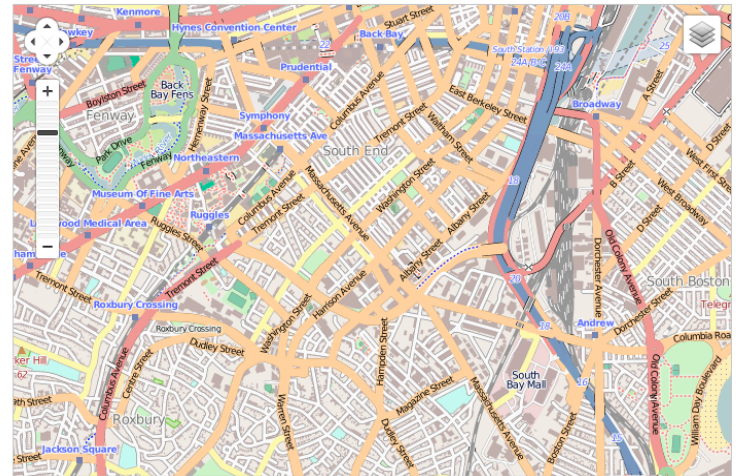
**16482953** | June 09, 2013 17:25 | [wheelmap\\_visitor](#)  
Modified via wheelmap.org

**16475067** | June 09, 2013 00:05 | [wambacher](#)  
fix short ways

**16472769** | June 08, 2013 18:46 | [riordabr](#)  
Rebuilding rural fairbanks

**16469934** | June 08, 2013 15:07 | [beweta](#)  
added/fixed streets and place names

**16469915** | June 08, 2013 16:28 | [wambacher](#)  
fix short ways





**KEEP  
CALM  
AND  
KEEP  
MAPPING**

# Mapping Parties

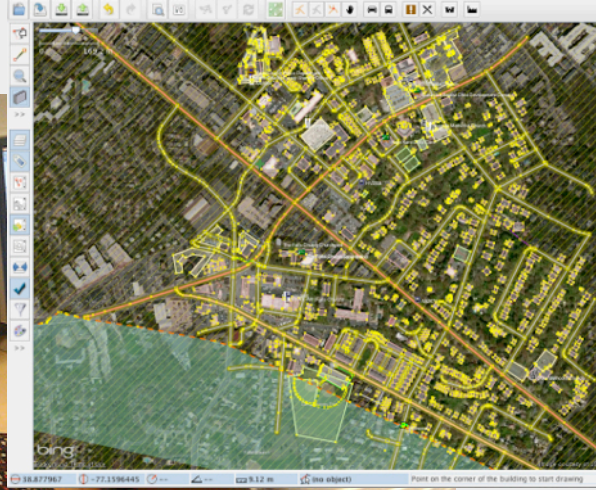
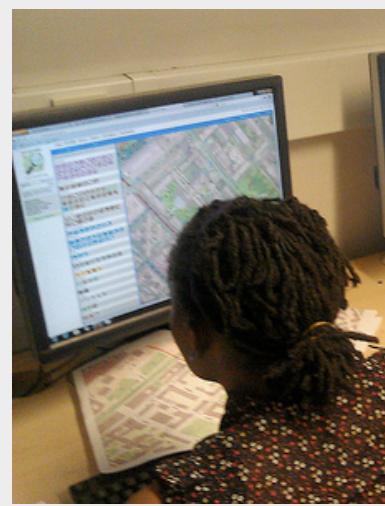
why?

- Elicit mapping contribution
- Engage new mappers locally
- Have fun
- Socialize



# Social Mapping Participation

## mapping parties



Mapping Party

“A big aspect of getting OpenStreetMap off the ground was the mapping parties: getting drunk and arguing with people”

- Steve Coast

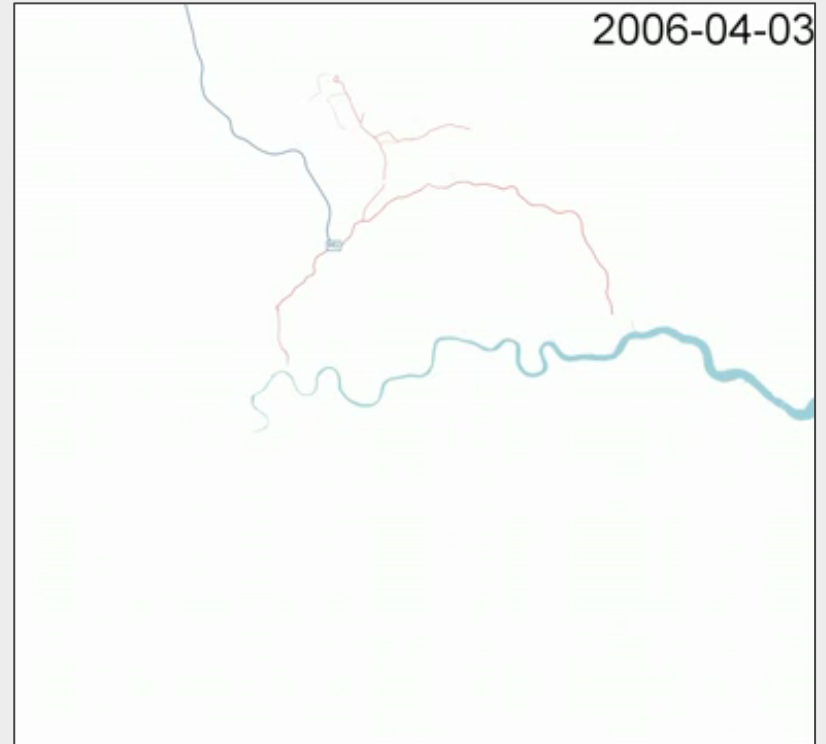
Founder of OpenStreetMap



# Our Dataset

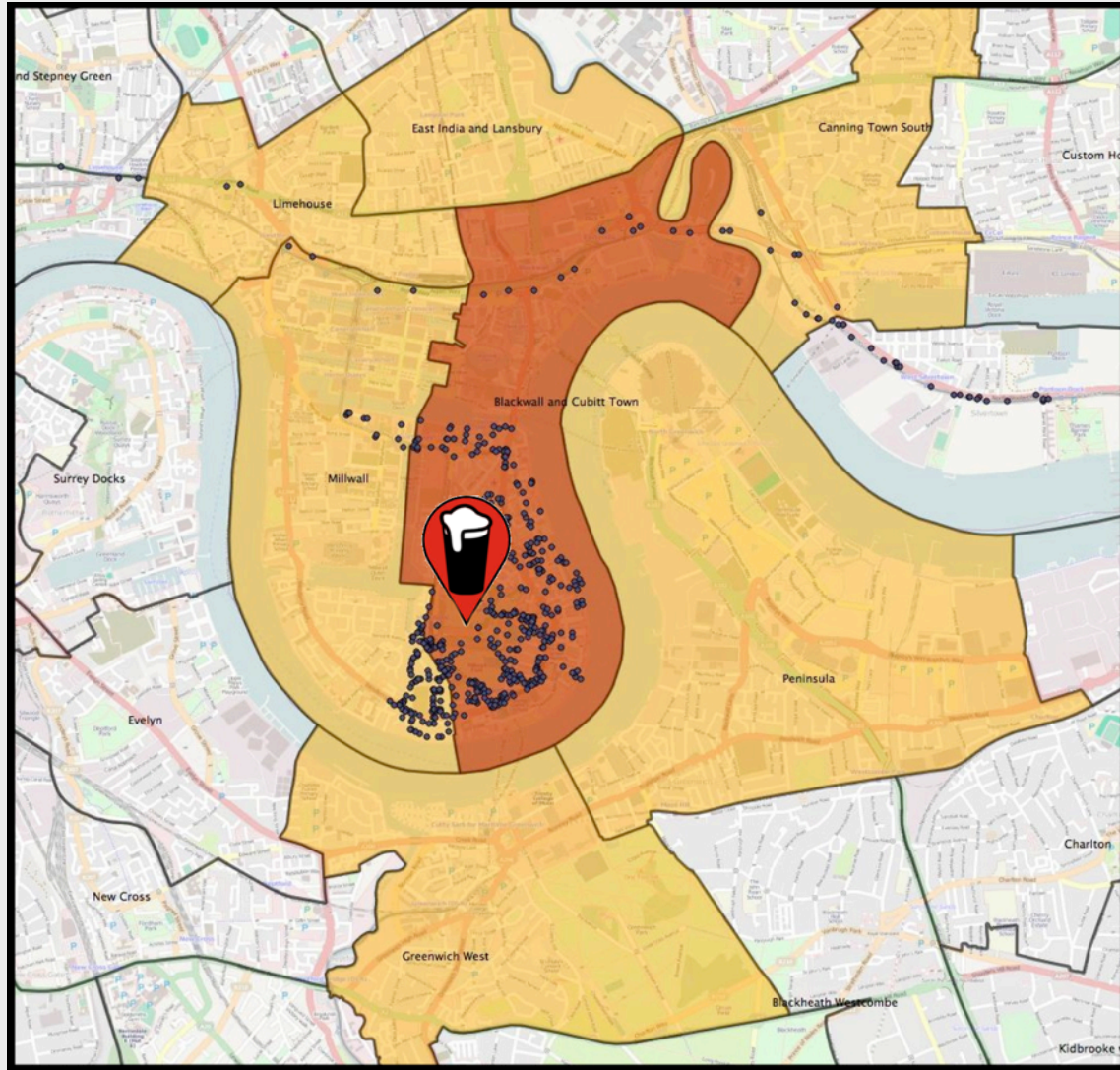
## details

- **Where:**
  - Greater London, UK
- **What:**
  - 2,459,705 edits
  - 94 events
- **Who:**
  - 2,736 users
- **When:**
  - January 2007 – June 2011



# Inferring Participation

## party area & time

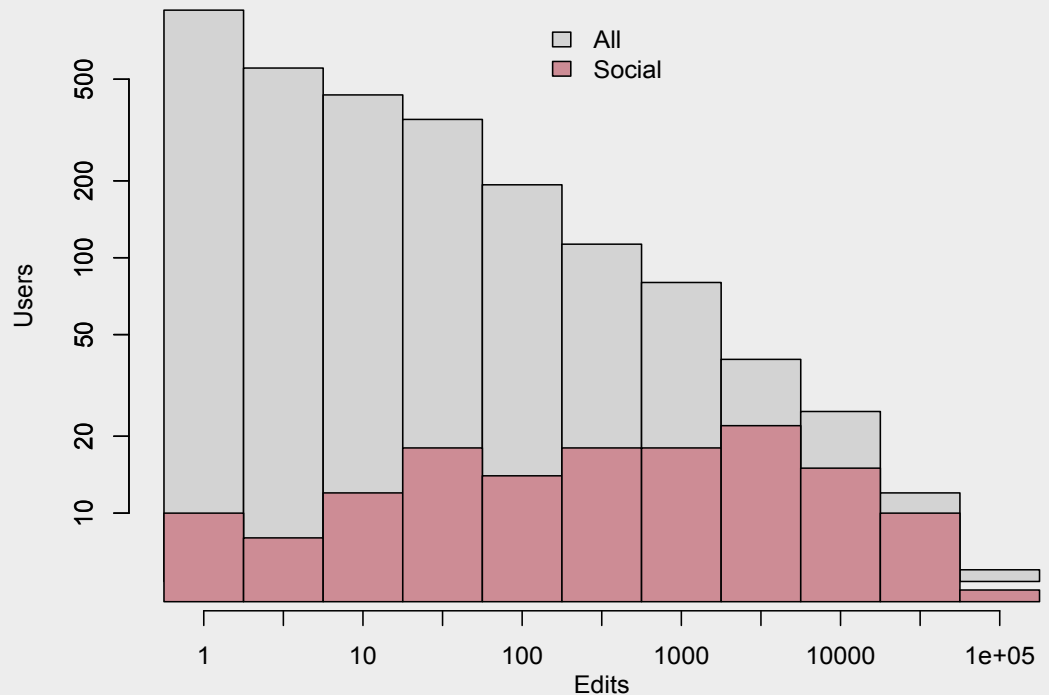


# Inferring Participation

## the participants

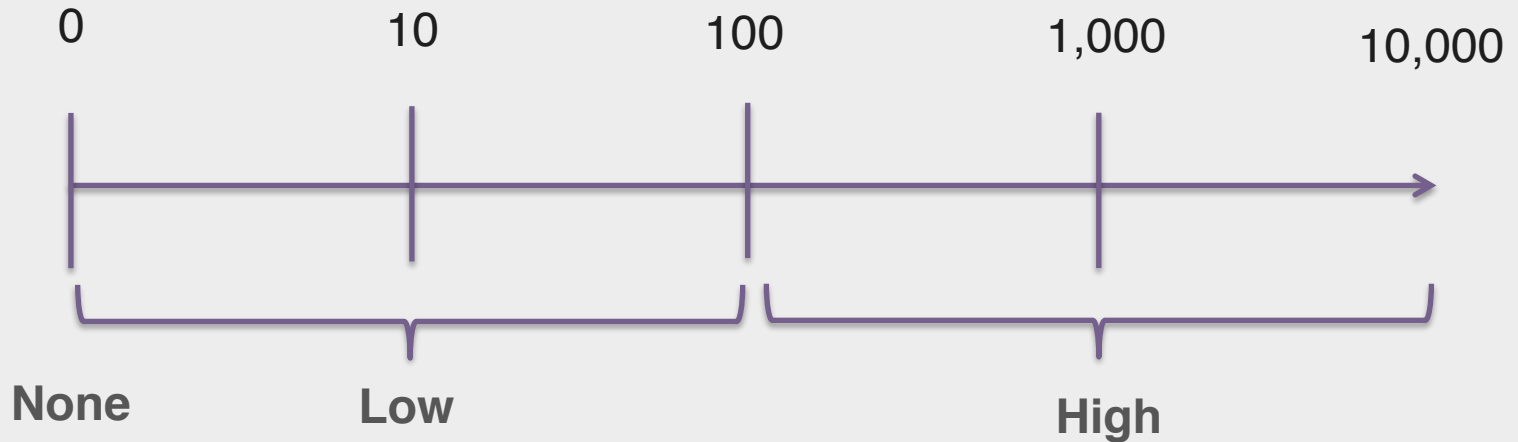
- 150 'Social Mappers'
- Heavy contributors
- Early adopters
- Long-lived

	# users	# edits	Total%
Non-social	2,586	736,537	30%
Social	150	1,723,168	70%



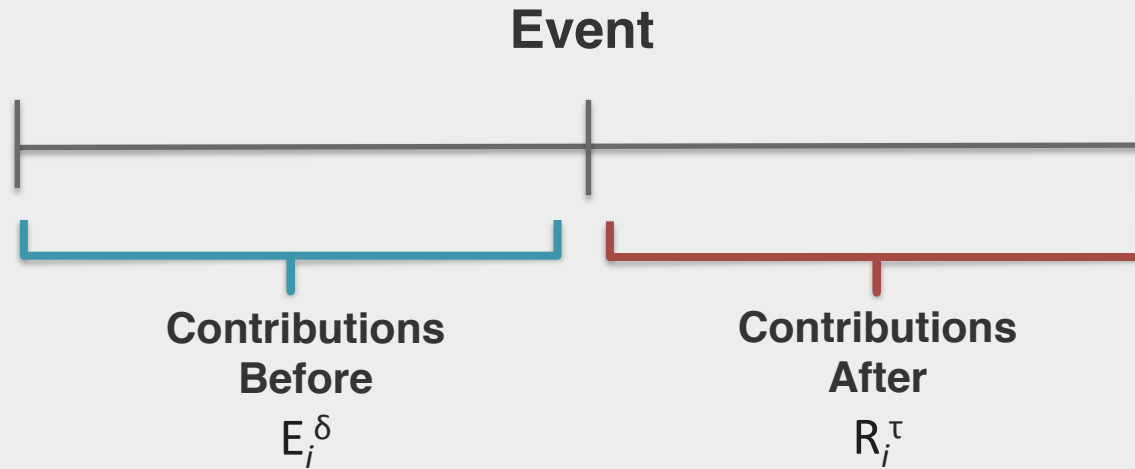
# Mapping Experience

number of edits & system life



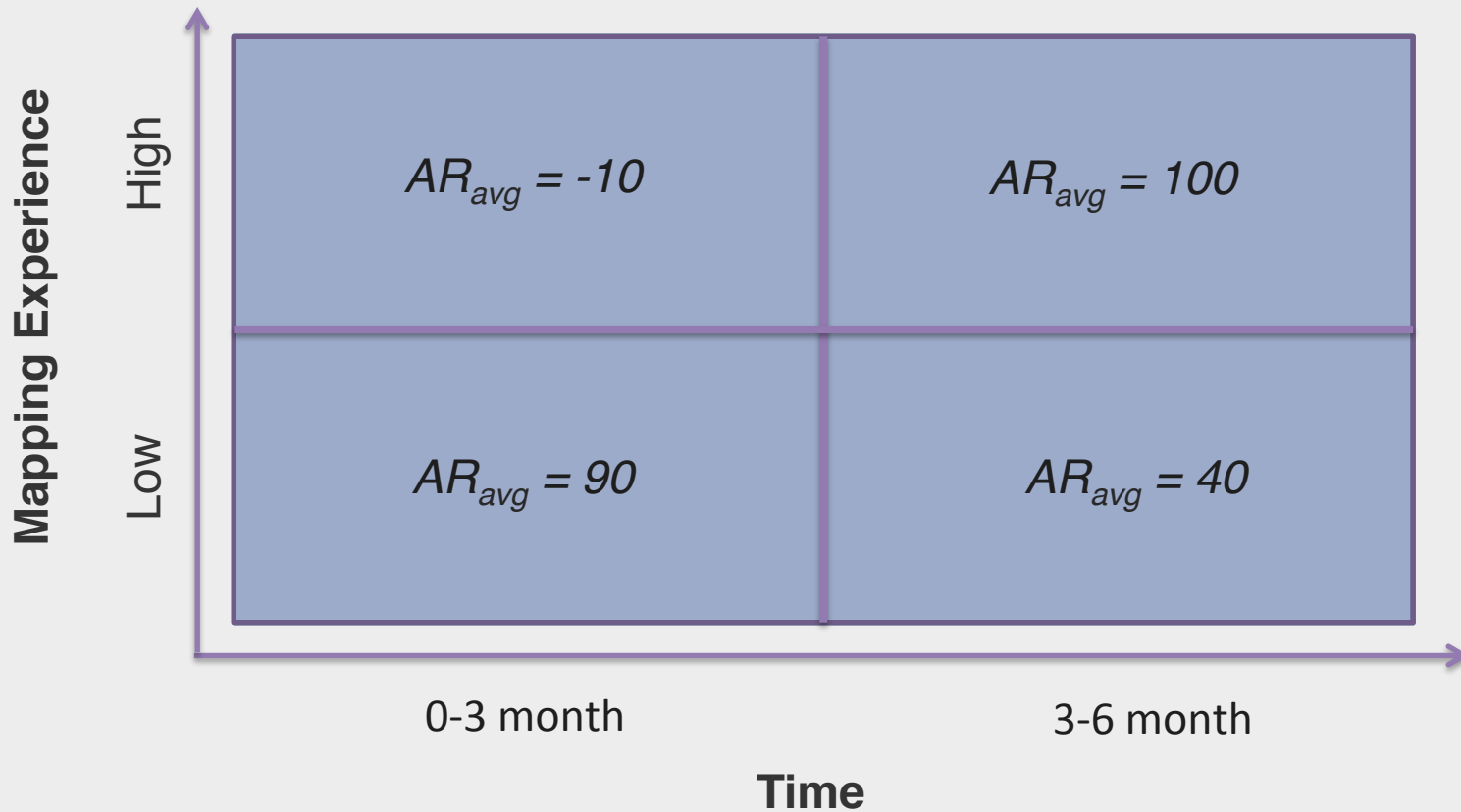
# Impact of Social Mapping

abnormal returns model



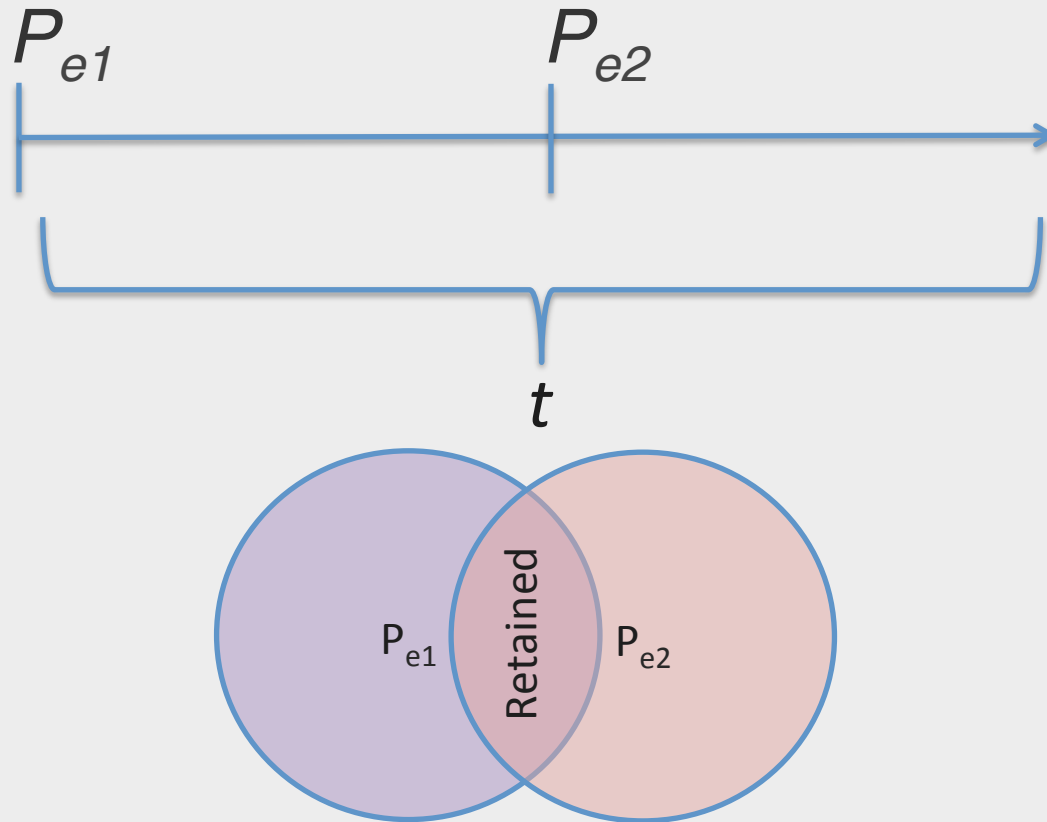
$$AR_i^{\delta\tau} = R_i^\tau - E_i^\delta$$

# Impact of Social Mapping after the party



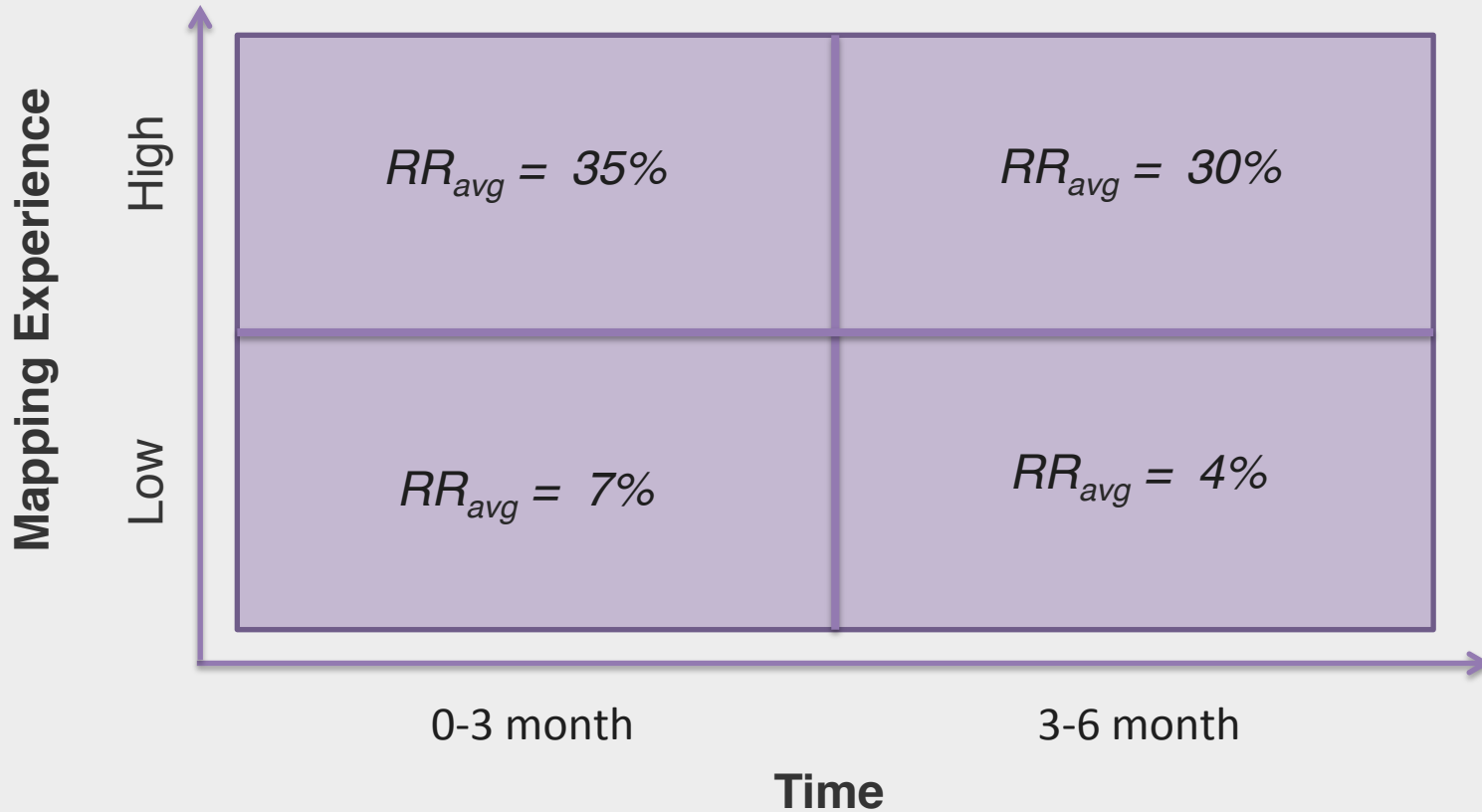
# Impact of Social Mapping

## retention ratio



# Impact of Social Mapping

who comes back?





# Impact of Social Mapping

## summary

- ✓ Cause participants to contribute more
- ✓ Higher impact on less experienced users
- ✓ Higher attendance from experienced users
- X Engage new users



# Impact of this work

- Identifying issue with retaining newcomers
- Pub meet-ups for the ‘socializing’
- Mapping parties for ‘engaging new users’



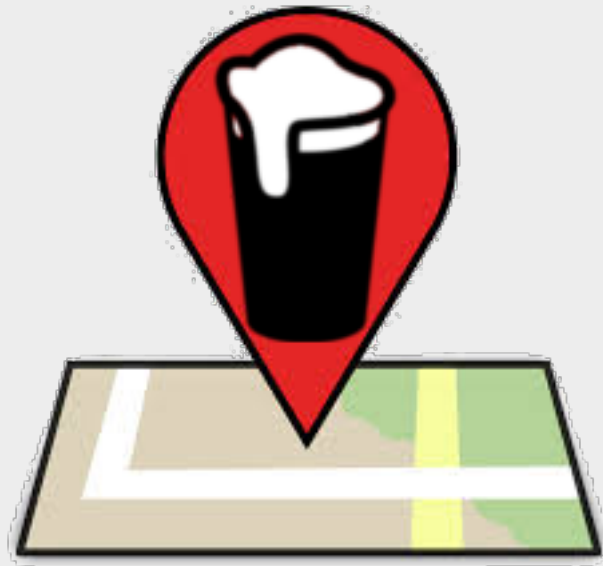
# Next?

## after this work

- Will diversified social events increase impact on less experienced users?
- Does social contact impact contribution in other online platforms?

The Life of the Party:

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**@desi\_hristova**