

Rutgers University, 33 Livingston Ave.  
New Brunswick, NJ 08901  
[will.b.payne@rutgers.edu](mailto:will.b.payne@rutgers.edu) | 848.932.2370  
[@willbpayne](#) | [willbpayne.com](http://willbpayne.com)

# Will B. Payne, Ph.D.

## ACADEMIC APPOINTMENTS

- 2020- **Assistant Professor, Geographic Information Science**  
Edward J. Bloustein School of Planning and Public Policy, Rutgers University  
**Concentrations:** Community Development and Housing, Transportation Policy and Planning, Urban Informatics (Co-Coordinator).  
**Affiliations:** Master of Public Informatics (MPI) Program, Department of Geography (Graduate Faculty), Ralph W. Voorhees Center for Civic Engagement, RUGIS/University Consortium for Geographic Information Science (UCGIS).

## EDUCATION

- 2014-2020 **Ph.D., Geography** (Designated Emphasis in New Media)  
University of California, Berkeley  
**Dissertation:** “Algorithmic Gentrification: Locating Value in Urban Information Systems”  
**Committee:** Michael Watts (Co-Chair, Geography), David O’Sullivan (Co-Chair, Geography, Victoria University of Wellington), Teresa Caldeira (City and Regional Planning), Paul Duguid (School of Information).  
**Certificates:** Global Urban Humanities, Teaching and Learning in Higher Education
- 2003-2007 **A.B. with High Honors in History and Literature**  
Harvard College

## PROFESSIONAL EXPERIENCE

- 2012-2014 **Director, Marketing** (formerly: Manager, Senior Manager)  
Ticketfly, San Francisco, CA  
Responsible for product marketing, brand advertising, public relations, social media, and content marketing for a venture capital-backed music technology startup, supervising three employees.
- 2007-2011 **Manager, Viewer Created Content** (formerly: Associate, Coordinator)  
Current TV, San Francisco, CA  
Created a national college filmmaker program at the Emmy Award-winning documentary cable and satellite television network and social news website founded by Vice President Al Gore. Promoted to co-manage Viewer Created Content, a user-generated short-form documentary and advertising program, producing content for web and television. Managed a national team of paid part-time outreach representatives, and executed online and experiential marketing campaigns.

## PUBLICATIONS (\* designates PhD student and postdoc co-authors)

### Journal Articles (Published)

- 2024 [1] Deitz, Shiloh,\* **Will B. Payne**, Eric Seymour, Kathe Newman, and Lauren Nolan.\* “Local Landscapes of Assisted Housing: Reconciling Overlapping and Imprecise Administrative Data for Research Purposes.” *Cityscape* 26, no. 1 (2024). <https://www.huduser.gov/portal/periodicals/cityscape/vol26num1/article16.html>
- [2] **Payne, Will B.** & Evangeline McGlynn. “Relational Reprojection Platform: Non-linear distance transformations of spatial data in R.” *Environment and Planning B: Urban Analytics and City Science* 51, no. 2 (2024), 546–552. DOI: [10.1177/23998083231215463](https://doi.org/10.1177/23998083231215463).
- 2023 [3] **Payne, Will B.**, Lauren Nolan,\* and Eric Seymour. “When a City isn’t a City: Aggregating Data from the Picture of Subsidized Households to the Municipal Scale for Research Purposes.” *Cityscape* 25, no. 3 (2023). <https://www.huduser.gov/portal/periodicals/cityscape/vol25num3/article10.html>.
- 2022 [4] Stehlin, John & **Will B. Payne**. “Disposable infrastructures: ‘Micromobility’ Platforms and the Political Economy of Transport Disruption in Austin, Texas.” *Urban Studies* 60, no. 2 (2022). DOI: [10.1177/00420980221091486](https://doi.org/10.1177/00420980221091486).
- 2021 [5] **Payne, Will B.** “Powering the Local Review Engine at Yelp and Google: Intensive and Extensive Approaches to Crowdsourcing Spatial Data.” *Regional Studies* 55, no. 12 (2021). DOI: [10.1080/00343404.2021.1910229](https://doi.org/10.1080/00343404.2021.1910229).
- [6] Stehlin, John & **Will B. Payne**. “Meso-scale Infrastructures and Uneven Development: Bicycle Sharing Systems in the United States as “Already-Splintered” Urbanism.” *Annals of the American Association of Geographers* 112, no. 4 (2021). DOI: [10.1080/24694452.2021.1956874](https://doi.org/10.1080/24694452.2021.1956874).
- 2020 [7] **Will Payne**, Sarah Knuth & Dillon Mahmoudi. “Urban Real Estate Technologies: Genealogies, Frontiers, & Critiques,” *Urban Geography*, 41, no. 8 (2020), 1033-1036. DOI: [10.1080/02723638.2020.1820678](https://doi.org/10.1080/02723638.2020.1820678)
- [8] **Payne, Will B.** & David O’Sullivan. “Exploding the Phone Book: Spatial Data Arbitrage in the 1990s Internet Boom.” *Annals of the American Association of Geographers* 110, no. 2 (2020): 391-398. DOI: [10.1080/24694452.2019.1656999](https://doi.org/10.1080/24694452.2019.1656999)
- 2017 [9] **Payne, Will B.** [“Welcome to the Polygon: Contested Digital Representations of Urban Neighborhoods,”](#) *Computational Culture*, Vol. 6: Geographies of Software (2017).
- 2016 [10] Co-authored with Thatcher et al. “Revisiting Critical GIS: Reflections from Friday Harbor,” *Environment and Planning A* 48, no. 5 (2016): 815–824. DOI: [10.1177/0308518X15622208](https://doi.org/10.1177/0308518X15622208)

### Journal Articles (Under Review)

- 2024 McGlynn, Evangeline & **Will B. Payne**. “The Relational Reprojection Platform: Counter-GIS experiments in distance interpolation.” In revision.

— **Payne, Will B.** “Review Bombing the Smart City: Contested Political Speech on Local Review Platforms.”

— **Payne, Will B.**, Emma Fraser, and Clancy Wilmott. “Digital Twin or Digital Kin: Misunderstandings and Myths about Urban Simulation, and Directions for Change.”

### Journal Articles (In Preparation)

Fraser, Emma, Clancy Wilmott, and **Will B. Payne**. “From the Urban Factory to the Metaverse: Understanding Datafication, Spatial Computing and Digital Twinning Practices.” In preparation after abstract accepted for special issue.

**Will B. Payne** & Alex Tarr. “Reassembling the Region: The Long View of Metropolitan Boston's Tech Landscape.”

**Payne, Will B.** & John Stehlin. “The Uses of Crowdsourcing in Platform Urbanism.”

Kushari, Triparnee\* & **Will B. Payne**. “Last-Mile Delivery Warehousing and Commercial Gentrification: 'Dark Stores' and their Impact in New York City.”

Virata, Nasha\* & **Will B. Payne**. “The Global ‘Urbans’ of Platform Urbanism.”

### Book Chapters

2020 **[11] Payne, Will B.** “Crowdsourcing Before the Smartphone: The Zagat Survey's Quantification of Everyday Life in 1980s New York” in *The Performance Complex: Competitions and Valuations in Everyday Life*, ed. David Stark (Oxford University Press, 2020). DOI: [10.1093/oso/9780198861669.001.0001](https://doi.org/10.1093/oso/9780198861669.001.0001)

— **[12] Payne, Will B.** “Piedmont-Oakland Border.” in *A People's Guide to the Bay Area*, eds. Rachel Brahinsky and Alex Tarr (University of California Press, 2020).

### Other Publications

2023 Seymour, Eric, **Will B. Payne**, Kathe Newman, Shiloh Deitz,\* and Lauren Nolan.\* “Rent Control in New Jersey: What Is It? Where Is It? How Does It Work?” (Research Report) Ralph W. Voorhees Center for Civic Engagement, Edward J. Bloustein School of Planning and Public Policy, Rutgers University.

2018 **Payne, Will B.** [“Crawling the City.”](#) *Logic*, Vol. 4: Scale (2018).

2015 John Elrick & **Will B. Payne**. [“Model City: Rule of Innovation.”](#) Essay for Robby Herbst's *New New Games* exhibit, Southern Exposure Gallery, San Francisco.

### Book Reviews

2018 **Payne, Will B.** “Location-based Social Media: Space, Time and Identity, by Leighton Evans and Michael Saker.” *Environment and Planning B: Urban Analytics and City Science* (2018). DOI: [10.1177/2399808318758073](https://doi.org/10.1177/2399808318758073)

—— **Payne, Will B.** [“Dubious Gastronomy: The Cultural Politics of Eating Asian in the USA, by Robert Ji-Song Ku.”](#) *Graduate Journal of Food Studies*, 7 (2018).

#### Media Interviews

2021 Mantle, Larry. [“NextDoor Promised Changes To Make Its App Less Discriminatory. Has The App’s Culture Improved?”](#) KPCC 89.3FM, March 16, 2021.

—— Heilweil, Rebecca. [“How the Covid-19 Pandemic Broke Nextdoor.”](#) *Recode*, February 9, 2021.

2020 Payne, Will B. [“Using Crowdsourcing Applications to Interpret and Build More Equitable Cities.”](#) *EJB Talks Podcast*. October 27, 2020.

—— Heilweil, Rebecca. [“The Messy Politics of Nextdoor.”](#) *Recode*, October 26, 2020.

2018 Charles, J. Brian. [“Are Smartphones Speeding Up Gentrification?”](#) *Governing*, August 1, 2018.

—— Parthasarathy, Padmini. [“Technology Takeover: How Does GPS Affect Our Spatial Memory?”](#) *North Gate Radio*, KALX 90.7FM, March 15, 2018.

#### **RESEARCH FUNDING (AWARDED)**

2023-2024 Co-Principal Investigator. “Investigation of Investor Residential Property Acquisition in New Jersey,” Robert Schalkenbach Foundation. (\$20,000; PI: Dr. Eric Seymour, Rutgers University).

2023 Co-Principal Investigator. “Digital Geographic Movements and Methods.” Connection Grant, Social Sciences and Humanities Research Council of Canada. (\$14,380 CAD; PI: Dr. Ryan Burns, University of Calgary).

2022-2024 Principal Investigator. “Prioritizing Hazard Mitigation Investments for Equitable and Efficient Adaptation of Coastal Residential Communities.” New Jersey Sea Grant Consortium Biennial Research Competition. (\$140,000)

2022-2023 Principal Investigator. “Alcohol Outlets, Neighborhood Characteristics and Gender-Based Violence: An Ecological Analysis of Maun, Botswana.” Rutgers Global International Collaborative Research Grant. (\$8,000)

2022 Co-Principal Investigator. “Connecting Experienced Racial Discrimination and Mental Health Outcomes to Place-based Structural Racism and Resilience Measures in the Wake of the COVID-19 Pandemic.” Healthy Communities Seed Grant Program, Edward J. Bloustein School of Planning and Public Policy, Rutgers University. (\$15,000; PI: Dr. Yen-Tyng Chen, Rutgers University)

2021-2024 Co-Principal Investigator. “State of New Jersey’s Affordable Rental Housing.” Robert Wood Johnson Foundation. (\$1,218,000; PI: Dr. Eric Seymour, Rutgers)

2021-2022 Co-Principal Investigator. “Energy Benchmarking Covered Building List.” New Jersey Board of Public Utilities. (\$173,908; PI: Dr. Clinton Andrews, Rutgers)

## RESEARCH EXPERIENCE

- 2020 Graduate Student Researcher, “Getting On The Map: The Impact of Online Listings on Business Performance” (PI: Dr. Abhishek Nagaraj, University of California).
- 2018-2019 Graduate Student Researcher, “Public-Private Partnerships in Flexible Mobility Technologies,” Science, Technology, and Society (STS) Program, National Science Foundation (PI: Dr. John Stehlin, University of California).

## FELLOWSHIPS, GRANTS, AND AWARDS

- 2023 Honorable Mention, Jerome Rose Teaching Award, Bloustein School, Rutgers University.
- 2020 Doctoral Completion Fellowship, University of California, Berkeley. (\$17,500)
- 2019 Global Urban Humanities Fellowship, Townsend Center for the Humanities, University of California, Berkeley. (\$18,000)
- 2017-2018 Equity and Inclusion Mapping Fellowship, UC Global Food Initiative, University of California Office of the President. (\$6000)
- Undergraduate Research Assistant Funding, Berkeley Center for New Media. (\$1500)
- 2016 Summer Research Fellowship, Berkeley Center for New Media. (\$1300)
- Honorable Mention, National Science Foundation Graduate Research Fellowship.
- 2007 Oliver-Dabney Prize for Senior Thesis of High Distinction, Harvard College.

## INVITED TALKS

- 2023 “What Makes a Business “Local”? Measuring the Changing Geographies of Urban Consumption,” Geography Awareness Week Colloquium, Department of Global Studies & Geography, Hofstra University.
- 2021 “A Portrait of Bergen County Today,” Board of Trustees Retreat, Russell Berrie Foundation (Virtual).
- 2019 “Gourmet Gentrification: Mapping Elite Tastes Along New York's Consumption Frontier, 1990-2015,” Nutrition and Food Studies Department, New York University.

## CONFERENCE ACTIVITY

### Conference Organizer

- 2023 Organizing Committee Member, Digital Geographic Movements and Methods Workshop, University of Calgary.

### Session Organizer

- 2024 “Methods On the Edge: Critical and Computational Urban Research” (colloquy), Urban Affairs Association (UAA) Annual Meeting, New York City.

- 2023 “Creativity & Cartographic Practice” (panel sessions), North American Cartographic Information Society (NACIS) Annual Meeting, Pittsburgh.
- “Experimental Digital Mapping // Back to the Future” (two paper sessions), American Association of Geographers (AAG) Annual Meeting, Denver.
- “Using Administrative Data to Better Understand the State of Affordable Rental Housing” (panel session), AAG Annual Meeting, Denver.
- 2021 “Politics and Identity in Digital Geographies” (two paper sessions), AAG Annual Meeting (virtual, postponed from 2020 meeting).
- 2019 “Digital Geographies Specialty Group Keynote Panel: Digital Geographies of Difference,” AAG Annual Meeting, Washington, D.C.
- “Messy Infrastructure, Digital Labor, and the Everyday City” (two paper sessions), AAG Annual Meeting, Washington, D.C.
- “Political Economies of Geolocation” (two paper sessions), AAG Annual Meeting, Washington, D.C.
- 2017 “Real Estate Technologies: Genealogies, Frontiers, & Critiques” (three paper sessions), AAG Annual Meeting, Boston.

#### Workshop Instructor

- 2023 “Cloud-Based Coding in the Classroom: Using Google Colab to Teach Urban Data Science,” Association of Collegiate Schools of Planning (ACSP) Annual Meeting, Chicago.
- “Immersive Digital Environments in Geographic Research,” Digital Geographic Movements and Methods Workshop, University of Calgary.
- “Cloud-Based Coding: Using Google Colab for Geospatial Education and Research,” UCGIS Symposium 2023, Yale University.

#### Presenter

- 2024 “Community-Led GIS Training in Low-Data Settings,” AAG Annual Meeting, Honolulu (virtual participation).
- 2023 “What Makes a Business “Local”? Measuring the Changing Geographies of Urban Consumption,” Gentrification: An International Dialogue, Boston University.
- “The Relational Reprojection Platform: Non-linear distance transformations of spatial data in R,” UCGIS Symposium 2023, Yale University.
- “Tenancy Protections in NJ: the Current State of Rent Control,” (presenting author Kathe Newman), ACSP Annual Meeting, Chicago.
- “Our House...in the Middle of the Street?,” (presenting author Shiloh Deitz) Urban Affairs Association (UAA) Annual Meeting, Nashville.
- “Patchwork Protections: The Variegated Nature of NJ Municipal Rent Control,” (presenting author Eric Seymour) UAA Annual Meeting, Nashville.

- “The Relational Reprojection Platform: What Is It Good For?,” (with Evangeline McGlynn), AAG Annual Meeting, Denver.
- “Reassembling the Region: The Long View of Metropolitan Boston's Tech Landscape,” (with Alex Tarr), UAA Annual Meeting, Nashville.
- 2022 “Beyond Advantage: How Silicon Valley Remade Massachusetts' (Sub)Urban Technology Landscape in its Own Image,” (with Alex Tarr), ACSP Annual Meeting, Toronto.
- “Beyond Advantage: How Silicon Valley Remade Massachusetts' Technology Landscape in its Own Image,” (presenting author Alex Tarr), Global Conference on Economic Geography, Dublin, Ireland.
- “The Uses of Crowdsourcing in Platform Urbanism,” (with John Stehlin), UAA Annual Meeting, Washington, D.C.
- “Analyzing Small Businesses' 'Catchment Areas' Over Time with Local Review Data,” AAG Annual Meeting, New York City (Virtual).
- 2021 “Using Local Review Data to Analyze Shifting 'Catchment Areas' of Gentrifying and Controversial Businesses,” ACSP Annual Meeting, Miami (Virtual).
- “Review Bombing the Smart City: Contested Political Speech on Local Review Platforms,” AAG Annual Meeting, Seattle (Virtual).
- 2020 “New Relational Approaches to Cartography: Pseudo-Spatial Workflows” (with Evangeline McGlynn), North American Cartographic Information Society (NACIS) Annual Meeting (Virtual).
- 2019 “Gourmet Gentrification: Mapping Elite Tastes Along New York's Consumption Frontier, 1990-2015,” Mapping (In)Justice Symposium, Fordham University.
- “Neither Pin Map nor Network Visualization: Liminal Mapping With Pseudo-Spatial Charts” (with Evangeline McGlynn), NACIS Annual Meeting, Tacoma.
- “Share Your World’: Mobilizing Free Labor in the Spatial Data Economy,” AAG Annual Meeting, Washington, D.C.
- “Meso-level’ Infrastructures and Uneven Development: Shared Mobility in the United States as “Already-Splintered” Urbanism” (with John Stehlin), AAG Annual Meeting, Washington, D.C.
- “Liminal Mapping with Pseudo-Spatial Charts,” (with Evangeline McGlynn), AAG Annual Meeting, Washington, D.C.
- 2018 “Indexing the City: Location-Based Services as Smart City Platforms,” AAG Annual Meeting, New Orleans.
- 2017 “The Zagat Survey as Class Strategy: Quantified Consumption and Urban Change in 1980s New York,” Future of Food Studies, Washington University in St. Louis.
- “Location-Based Services Avant La Lettre: The Zagat Survey and Quantified Lifestyles in 1980s New York,” AAG Annual Meeting, Boston.
- “The Zagat Survey, the Professional Class, and Quantified Lifestyles in 1980s New York,” “From Prizes to Prices” Workshop, University of Bologna, Italy.

- 2016 “The Rise and Fall of a ‘Worldian Language’: Amenity Symbols from ISOTYPE to OpenStreetMap,” NACIS Annual Meeting, Colorado Springs.
- “What’s in a (Neighborhood) Name? Location-Based Services and Contested Delineations of Place,” AAG Annual Meeting, San Francisco.
- Panelist
- 2024 “Methods On the Edge: Critical and Computational Urban Research,” UAA Annual Meeting, New York City.
- 2023 “Creativity & Cartographic Practice.” North American Cartographic Information Society (NACIS) Annual Meeting, Pittsburgh.
- “Using Administrative Data to Better Understand the State of Affordable Rental Housing,” AAG Annual Meeting, Denver.
- 2022 “Author meets Critics: Data Power, Radical Geographies of Control and Resistance.” AAG Annual Meeting, New York City (Virtual).
- 2021 “Smart Data to Illuminate Community Grand Challenges,” New Jersey Big Data Alliance (NJBDA) 2021 Symposium, Princeton University (Virtual).
- 2018 “My City is Smarter than Yours: Deconstructing the Buzzwords,” AAG Annual Meeting, New Orleans.

### Discussant

- 2021 “Land Use, Zoning, & Urban Development,” Krueckeberg Doctoral Conference. Bloustein School of Planning and Public Policy, Rutgers University (Virtual).
- 2018 “Platform Urbanism 4: Logistics, Mobilities, and Enactment,” AAG Annual Meeting, New Orleans.
- “Performances of Value” Workshop, University of Warwick (UK).
- 2017 “Real Estate Technologies: Genealogies, Frontiers, & Critiques,” AAG Annual Meeting, Boston.

### **CAMPUS & DEPARTMENTAL TALKS**

- 2023 “‘Share Your World’: Mobilizing Free Labor in the Spatial Data Economy,” 2023 Teach-In, Bloustein School of Planning and Public Policy, Rutgers University.
- 2020 Guest Lecture, “Fall Coastal Resilience Studio,” Bloustein School of Planning and Public Policy, Rutgers University.
- 2016-2018 Guest Lectures, “Research Methods in Environmental Design,” “Cartographic Representation,” “American Cultural Landscapes,” University of California, Berkeley.
- 2016 Exhibition Curation and Lecture, “Real Estate Maps: Development and Delusion,” Earth Sciences and Map Library, University of California, Berkeley.



## **TEACHING EXPERIENCE**

Bloustein School of Planning and Public Policy, Rutgers University

- 2022- 10:971:395 “Methods of Planning Analysis.” (Undergraduate)
- 2021- 34:970:591 “Intro to GIS.” (Graduate)
- 2020- 34:970:592 “Topics in GIS.” (Graduate)
- 2022- 34:970:595 “Command-Line GIS.” (Graduate)

Department of Geography, University of California, Berkeley

- 2017-2019 “Digital Worlds: Introduction to Geospatial Technologies.” (Undergraduate)
- 2015-2017 “California.” (Undergraduate)

## **STUDENT SUPERVISION**

Ph.D. Dissertations, Primary Advisor

- Ongoing Triparnee Kushari (Planning and Public Policy, Rutgers). Title: TBD.
- Ongoing Anastasia Virata (Planning and Public Policy, Rutgers). Title: TBD.

Ph.D. Dissertations, Committee Member

- 2022 Khai Nguyen (Geography, Rutgers). Title: “Succeeding in a Changing Climate: Adaptation and Resilience Planning for Cities, Industries, and Communities.”
- ABD Laura Geronimo (Planning and Public Policy, Rutgers). Title: “Facing Future Floods: Equitable Risk Reduction for Coastal Residential Communities.”
- ABD Nicole Milano (School of Public Health, Rutgers). Title: “Exploring Spatial Accessibility to Primary Care among Vulnerable Populations in New Jersey.”

## **DEPARTMENTAL & UNIVERSITY SERVICE**

- 2024 Faculty Evaluator, Dean’s Fellowships to Broaden Participation, School of Graduate Studies, Rutgers University.
- 2023 Award Committee Member, Susan Fainstein Award and Dr. Donald A. Krueckeberg Memorial Scholarship Fund, Bloustein School, Rutgers University.
- 2022- Coordinator, GIS Concentration, Master of Public Informatics (MPI) Program, Bloustein School.
- 2022- Co-Coordinator, Urban Informatics Concentration, Urban Planning and Policy Development Program, Bloustein School.
- 2022, 2023 Planning Committee Member, Bloustein Research Day, Bloustein School.
- 2021-2022 Faculty Search Committee Member (two positions), Urban Planning and Policy Development, Bloustein School.

2017-2019 Co-Organizer, New Media Working Group, University of California, Berkeley.

## **PROFESSIONAL SERVICE**

2023-2024 Member, Trend Scouting Foresight Community, American Planning Association

2023- Secretary/Treasurer, Digital Geographies Specialty Group, AAG.

2022- Member, Education Committee. UCGIS.

2021-2023 At-Large Board Member, Digital Geographies Specialty Group, AAG.

2021-2022 Member, Program Selection Committee on Best Practices in Data Analysis, AAG.

2021 “Equity Impacts of Differential Privacy in the 2020 Census,” New Jersey-Philadelphia Chapter of Scholars Strategy Network (SSN) Pitch Session to Congresswoman Bonnie Watson Coleman’s (NJ-12) Staff (Virtual).

—— Moderator (Virtual Expert Panel), “New Jersey Redistricting with Geographers: Mapping for Equity and Inclusion,” AAG.

2018-2019 Student Board Member, Digital Geographies Specialty Group, AAG.

Peer reviews for the *Annals of the American Association of Geographers*, *Big Data & Society*, *The Canadian Geographer*, *Cartographic Perspectives*, *Cartography and Geographic Information Science*, *Communication and Critical/Cultural Studies*, *Convergence*, *GeoJournal*, *The Geographical Journal*, *Journal of Location Based Services*, *Journal of Transport Geography*, *Political Geography*, *Progress in Planning*, *Transactions in GIS*, *Urban Geography*, and *Urban Transformations*.