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# 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.  
**Affiliations:** Master of Public Informatics 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

### Refereed Journal Articles

- 2022 Stehlin, John & **Will B. Payne**. “Ephemeral Infrastructures: ‘Micromobility’ Platforms and the Political Economy of Transport Disruption in Austin, Texas.” *Urban Studies* (in press).
- 2021 **Payne, Will B.** “Powering the Local Review Engine at Yelp and Google: Intensive and Extensive Approaches to Crowdsourcing Spatial Data.” *Regional Studies* (2021). DOI: [10.1080/00343404.2021.1910229](https://doi.org/10.1080/00343404.2021.1910229).
- 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* (2021). DOI: [10.1080/24694452.2021.1956874](https://doi.org/10.1080/24694452.2021.1956874).
- 2020 **Will Payne**, Sarah Knuth & Dillon Mahmoudi. “Urban Real Estate Technologies: Genealogies, Frontiers, & Critiques,” *Urban Geography*, 41:8 (2020), 1033-1036. DOI: [10.1080/02723638.2020.1820678](https://doi.org/10.1080/02723638.2020.1820678)
- **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 **Payne, Will B.** [“Welcome to the Polygon: Contested Digital Representations of Urban Neighborhoods.”](#) *Computational Culture*, Vol. 6: Geographies of Software (2017).
- 2016 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)

### Book Chapters

- 2020 **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)

### 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).

## Other Publications

- 2020 **Payne, Will B.** “Piedmont-Oakland Border.” in Rachel Brahinsky and Alex Tarr (eds.), [\*A People's Guide to the Bay Area\*](#). University of California Press, 2020.
- 2018 **Payne, Will B.** [“Crawling the City.”](#) *Logic*, Vol. 4: Scale (2018).
- 2015 **Payne, Will B.** & John Elrick. [“Model City: Rule of Innovation.”](#) Essay for Robby Herbst’s *New New Games* exhibit, Southern Exposure Gallery, San Francisco, CA.

## 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 AND EXPERIENCE

- 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)
- 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 University)
- 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

- 2019 Global Urban Humanities Fellowship, Townsend Center for the Humanities. (\$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

- 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,” Department of Nutrition and Food Studies, New York University.

## CONFERENCE ACTIVITY

### Session Organizer

- 2021 “Politics and Identity in Digital Geographies” (two sessions), American Association of Geographers (AAG) Annual Meeting, Denver (postponed from 2020 meeting).
- 2019 “Digital Geographies Specialty Group Keynote: Digital Geographies of Difference,” American Association of Geographers Annual Meeting, Washington, D.C.
- “Messy Infrastructure, Digital Labor, and the Everyday City” (two sessions), American Association of Geographers Annual Meeting, Washington, D.C.
- “Political Economies of Geolocation” (two sessions), American Association of Geographers Annual Meeting, Washington, D.C.
- 2017 “Real Estate Technologies: Genealogies, Frontiers, & Critiques” (three sessions), American Association of Geographers Annual Meeting, Boston.

### Presenter

- 2022 “The Uses of Crowdsourcing in Platform Urbanism,” (with John Stehlin), Urban Affairs Association (UAA) Annual Meeting, Washington, D.C.
- “Analyzing Small Businesses' 'Catchment Areas' Over Time with Local Review Data,” American Association of Geographers (AAG) Annual Meeting, New York City (Virtual).
- 2021 “Using Local Review Data to Analyze Shifting 'Catchment Areas' of Gentrifying and Controversial Businesses,” Association of Collegiate Schools of Planning (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 Conference, 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
- 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, New Orleans.
- Discussant
- 2021 “Land Use, Zoning, & Urban Development,” Krueckeberg Doctoral Conference. Edward J. Bloustein School of Planning and Public Policy, Rutgers University (Virtual).
- 2018 “Platform Urbanism 4: Logistics, Mobilities, and Enactment,” AAG New Orleans.
- “Performances of Value” Workshop, University of Warwick (UK).
- 2017 “Real Estate Technologies: Genealogies, Frontiers, & Critiques,” AAG Boston.

## **CAMPUS & DEPARTMENTAL TALKS**

2020 Guest Lecture, “Fall Coastal Resilience Studio,” Edward J. Bloustein School of Planning and Public Policy, Rutgers University.

## **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)

Department of Geography, University of California, Berkeley

2017-2019 “Digital Worlds: Introduction to Geospatial Technologies.” (TA and Lecturer)

2015-2017 “California.” (TA and Lecturer)

## **DEPARTMENTAL & UNIVERSITY SERVICE**

2022 Planning Committee Member, Bloustein Research Day, Edward J. Bloustein School of Planning and Public Policy.

2021-2022 Faculty Search Committee Member (two positions), Urban Planning and Policy Development, Edward J. Bloustein School of Planning and Public Policy.

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

## **PROFESSIONAL SERVICE**

2022- Member, Education Committee. University Consortium for Geographic Information Science (UCGIS).

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

2021- Member, Program Selection Committee on Best Practices and Advances in Data Analysis, American Association of Geographers (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 *Big Data & Society*, *The Canadian Geographer*, *Cartography and Geographic Information Science*, *Communication and Critical/Cultural Studies*, *Convergence*, *GeoJournal*, *The Geographical Journal*, *Journal of Location Based Services*, *Progress in Planning*, *Transactions in GIS*, and *Urban Transformations*.