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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 (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)

Refereed 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*. In press.
- [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)

Refereed Journal Articles (Under Review)

- 2024 **Payne, Will B.** “Review Bombing the Smart City: Contested Political Speech on Local Review Platforms.”

- McGlynn, Evangeline & **Will B. Payne**. “The Relational Reprojection Platform: Counter-GIS experiments in distance interpolation.”
- **Payne, Will B.**, Emma Fraser, and Clancy Wilmott. “Digital Twin or Digital Kin: Misunderstandings and Myths about Urban Simulation, and Directions for Change.”

Refereed 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**. “Last-Mile Delivery Warehousing and Commercial Gentrification: 'Dark Stores' and their Impact in New York City.”

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*, *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*.