

Will B. Payne, Ph.D.

Assistant Professor, Edward J. Bloustein School of Planning and Public Policy

Rutgers University, 33 Livingston Avenue, New Brunswick, NJ 08901

will.b.payne@rutgers.edu | 848.932.2370 | [@willbpayne](https://twitter.com/willbpayne) | willbpayne.com

ACADEMIC APPOINTMENTS

Assistant Professor, Geographic Information Science **2020-present**

Edward J. Bloustein School of Planning and Public Policy, Rutgers University

Concentrations: Community Development and Housing, Transportation Policy and Planning, Urban Informatics

Courses: Topics in GIS (34:970:592, Fall 2020, Spring 2021)

Affiliations: Department of Geography (Graduate Faculty), Ralph W. Voorhees Center for Civic Engagement, RUGIS/UCGIS.

EDUCATION

Ph.D., Geography (Designated Emphasis in New Media) **2014-2020**

University of California, Berkeley

Dissertation Title: "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).

Graduate Certificates: Global Urban Humanities, Teaching and Learning in Higher Education

A.B. with High Honors in History and Literature **2003-2007**

Harvard College

PROFESSIONAL EXPERIENCE

Director, Marketing (formerly: Manager, Senior Manager) **2012-2014**

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.

Manager, Marketing (formerly: Associate, Coordinator) **2007-2011**

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

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).

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., and 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)

Payne, Will B. "[Welcome to the Polygon: Contested Digital Representations of Urban Neighborhoods,](#)" *Computational Culture*, Vol. 6: Geographies of Software (2017).

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

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)

Manuscripts Under Review

Stehlin, John and Will B. Payne. "Meso-scale Infrastructures and Uneven Development: Bicycle Sharing Systems in the United States as "Already-Splintered" Urbanism." In revision.

Stehlin, John and Will B. Payne. "Ephemeral Infrastructures: 'Micromobility' Platforms and the Political Economy of Transport Disruption in Austin, Texas." In revision.

Book Reviews

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

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.

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

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

Media Interviews

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.

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.

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 EXPERIENCE

2020. Graduate Student Researcher, "Getting On The Map: The Impact of Online Listings on Business Performance" (PI: Dr. Abhishek Nagaraj, University of California, Berkeley).

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 Manchester/University of California, Berkeley).

FELLOWSHIPS

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)

2016. Summer Research Fellowship, Berkeley Center for New Media. (\$1300)

2016. Honorable Mention, National Science Foundation Graduate Research Fellowship.

GRANTS AND AWARDS

2019, 2018, 2017. Conference Grant, Berkeley Center for New Media. (\$875)

2018. Conference Grant, "Performances of Value" Workshop, Leverhulme Trust. (\$1250)

2017-2018. Undergraduate Research Assistant Funding, Berkeley Center for New Media. (\$1500)

2017, 2016. Conference Grant, Graduate Division, University of California, Berkeley. (\$900)

2017. Conference Grant, "From Prices to Prizes and Vice Versa" Workshop, University of Bologna, Italy, Leverhulme Trust. (\$2000)

2016, 2015. Student Travel Grant, North American Cartographic Information Society. (\$600)

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," American Association of Geographers (AAG) Annual Meeting, Denver (postponed from 2020 meeting due to COVID-19).

2019. "Digital Geographies Specialty Group Keynote Panel: Digital Geographies of Difference, American Association of Geographers Annual Meeting, Washington, D.C.

2019. "Messy Infrastructure, Digital Labor, and the Everyday City," American Association of Geographers Annual Meeting, Washington, D.C.

2019. "Political Economies of Geolocation," American Association of Geographers Annual Meeting, Washington, D.C.

2017. "Real Estate Technologies: Genealogies, Frontiers, & Critiques," American Association of Geographers Annual Meeting, Boston.

Presenter

2021. "Review Bombing the Smart City: Contested Political Speech on Local Review Platforms," American Association of Geographers (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.

2019. "Neither Pin Map nor Network Visualization: Liminal Mapping With Pseudo-Spatial Charts," (with Evangeline McGlynn) NACIS Annual Meeting, Tacoma.

2019. "'Share Your World': Mobilizing Free Labor in the Spatial Data Economy," AAG Annual Meeting, Washington, D.C.

2019. "'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.

2019. "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.

2017. "Location-Based Services Avant La Lettre: The Zagat Survey and Quantified Lifestyles in 1980s New York," AAG Annual Meeting, Boston.

2017. "The Zagat Survey, the Professional Class, and Quantified Lifestyles in 1980s New York," "From Prizes to Prices and Vice Versa" 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.

2016. "What's in a (Neighborhood) Name? Location-Based Services and Contested Delineations of Place," AAG Annual Meeting, San Francisco.

Panelist

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.

2018. "Performances of Value" Workshop, University of Warwick.

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.

2019, 2018, 2017. Guest Lecture, "Research Methods in Environmental Design," City & Regional Planning, University of California, Berkeley.

2017. Guest Lecture, "Cartographic Representation," University of California, Berkeley.

2016. Guest Lecture, "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.

2014, 2015. Presenter, "Count Me In: Walking and the City," College of Environmental Design, Berkeley Center for New Media, University of California, Berkeley.

TEACHING EXPERIENCE

Bloustein School of Planning and Public Policy, Rutgers University

Fall 2020, Spring 2021. "Topics in GIS."

Spring 2021. Supervised Doctoral Research (Independent Study).

Department of Geography, University of California, Berkeley

Fall 2019, Summer 2018. Lecturer, "Digital Worlds: Introduction to Geospatial Technologies."

Fall 2017. Graduate Student Instructor (TA), "Digital Worlds."

Summer 2015, 2016, 2017. Lecturer, "California."

Spring 2015. Graduate Student Instructor (TA), "California."

PROFESSIONAL SERVICE

2021-present. At-Large Board Member, Digital Geographies Specialty Group, Association of American Geographers.

2018-2019. Student Board Member, Digital Geographies Specialty Group, Association of American Geographers.

Peer reviews for *Big Data & Society*, *The Canadian Geographer*, *Cartography and Geographic Information Science*, *Communication and Critical/Cultural Studies*, *Convergence*, *GeoJournal*, *The Geographical Journal*, and *Journal of Location Based Services*.

DEPARTMENTAL & UNIVERSITY SERVICE

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

2017-2019. Graduate Student Representative, Berkeley Center for New Media.

2015-2018. Student Advisory Board, Global Urban Humanities Initiative, University of California, Berkeley.

2014-2016, Graduate Student Representative, Department of Geography, University of California, Berkeley.