

## Training Workshop for 2018 AfricaGeo, 17 – 18 September 2018, Emperor’s Palace

Title : Social Media, Big-Data and Geo - location  
Workshop Organizer / Presenter : Teboho Maphakisa  
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### 1. DESCRIPTION:

South Africa is known for its wealth of geospatial data, which forms the foundation of development. This data is critical for various sectors of the economy for planning and decision making; which reinforces the idea that everything is located somewhere. So whether we’re talking about mining, factories or warehouses or stores or rail lines or really anything, they all have a distinctive and unique location and that really comes out in a few different ways depending on the geospatial data manipulation processes deployed. Just a couple of quick concepts: proximity, how close something is to something else, that’s an important factor. That leads to a couple of other issues. Cost; how expensive it is to do business in a specific place, and revenues: what volume of business is it possible to do from a specific location, where to channel resources for a political campaign; are all elements with an opportunity to explore geospatial data analysis for decision making. This includes market analysis, site selection, where there’s demand and supply of products and real estate pricing. In addition, there are a number of real estate brokerages, consulting firms that assist many businesses and many clients with location decisions and that stems from the ability to analyse geospatial data.

### 2. RATIONALE:

#### Why is the topic current and important?

The use of social media and demography have been geospatially data-driven disciplines since birth. Data collection and the development of formal digital methods have sustained most of the major advances in our understanding of trends and population processes. The Web, social media and smartphones have had a sudden and unprecedented impact on our lives and have given researchers, authorities and politicians new data to study demographic behaviour based on geo-location and to make important decisions.

#### Why the workshop may attract a significant number of submissions of good quality?

No submissions

#### Why the workshop may attract a large number of attendees, in addition to the authors?

Social media, big – data and geo - location have become the driving factors behind decision making for governments, businesses and civil society.

- **Why the workshop differs from others; i.e. related workshops and conferences of similar topic?**

The study of mobile digital data - collection and geo-location is fairly new and presents many research opportunities for the geospatial community.

### **3. A SHORT BIOGRAPHY OF THE ORGANIZERS (UP TO 100 WORDS)**

Teboho Maphakisa is a highly adaptable and versatile Geomatics Professional at the Chief Directorate: National Geospatial Information office in Cape Town and is a member of the International Union for the Scientific Study of Population. He is part of notable youth and leadership development programmes including the Young African Leadership Initiative – Regional Leadership Centre (YALI-RLC, Cohort 3) and the 2017, 2018 Investing in African Mining Indaba Career Development Programme. In 2015 he was named one of the 200 Young South Africans by the Mail & Guardian.

Teboho holds a Bachelor of Science degree in Land Surveying from the University of KwaZulu-Natal and a Post Graduate Diploma in Management (specializing in Social Innovation & Entrepreneurship) from the University of Cape Town's Graduate School of Business.

### **4. NAMES OF POTENTIAL PARTICIPANTS, SUCH AS PROGRAM COMMITTEE MEMBERS AND INVITED SPEAKERS (INDICATION THAT SPEAKERS ACCEPTED TO PARTICIPATE IS A PLUS)**

The workshop is aimed at the younger generation of professionals ( $\pm 50$ ) in the geospatial community. Participants are expected to bring their own laptops with **R & R Studio** installed (freely available for download online).

### **5. PLANNED DURATION OF THE WORKSHOP INCLUDING:**

- **Duration of the workshop, and tentative schedule**
- **Preferred day of workshop**
- **Unique, creative and novel workshop formats are strongly encouraged**

A 180 minutes (4 x 45 minutes) workshop on any of the conference days.

### **6. FORMAT**

There will be a mix of lecture style presentations, hands - on guided exercises and short talks about ongoing research projects in this area.

### **7. A DESCRIPTION OF THE PUBLICITY AND PROMOTION PLAN**

Social Media advertising and direct communication with participants closer to the event

### **8. WORKSHOP POTENTIAL WEBSITE**

N/A

### **9. SIMILARITY TO PAST EVENTS**

A similar workshop was held in October 2017 at the University Of Cape Town; Graduate School of Business as a side meeting of the 2017 International Population Conference.