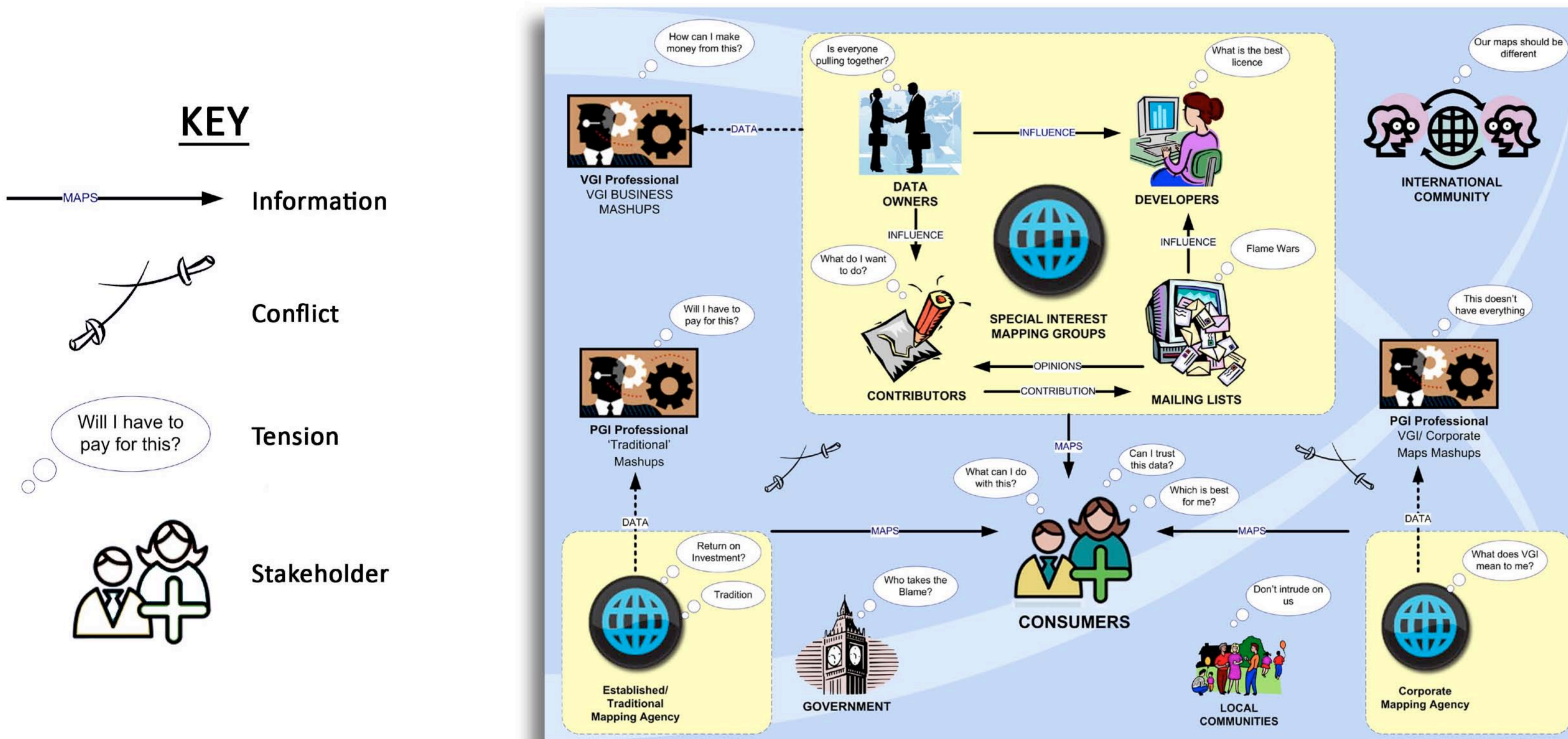


Who Creates VGI?

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Volunteered Geographic Information is the creation of data about the 'geography' of the world (streets, landmarks, boundaries, etc) by potentially untrained volunteers. Great potential has been shown for volunteered data to enrich the geo-applications (such as Online Maps, Satnavs and Smart Phone apps) which since 2005 have become increasingly prevalent. The Rich Picture below shows the relationships between stakeholders.



Special Interest Mapping Groups

- Enjoy freedom with data
- Producing something unique to their product
- 'Social Orientated' organisations where all members have a voice
- Work together towards a 'greater goal'
- Like benefiting others
- Strong bias towards the VGI map they are creating



Consumers

- Desire 'completeness' in data
- Choose map product to facilitate work activities
- Utilise end products of Traditional and Neogeographic products
- Apply personal requirements and specifications to all products
- All have unique requirements and preferences



Professionals

- Need data sets they use need to be 'complete' across their entire work area
- Motivation of using data is to increasing business position
- Either volunteer data focused or professional data focused
- Both groups (volunteer or professional data) affected by external influences
- VGI offers window into the 'mind to of the user'



Local Communities

- Enjoy freedom to 'do what they like' with data and their projects.
- Utilise the map their group produces
- Community focused
- Co-operate any agencies to achieve their projects goals
- No products developed for external parties

But the relationship with the user/ consumer and the information systems they are utilising is crucial to developing highly usable and enjoyable products. Understanding who produces and uses VGI (the stakeholders) is crucial to this process. This is the first academic study to look into who are the stakeholders in VGI production from a human factors perspective. 15 Respondents took part in semi structured interviews based on the multidimensional and unidimensional theories of value. These interviews were transcribed and analysed using NVivo 8, with salient positive and negative themes highlighted. The main characteristics of the stakeholders are presented below each stakeholder icon above.