

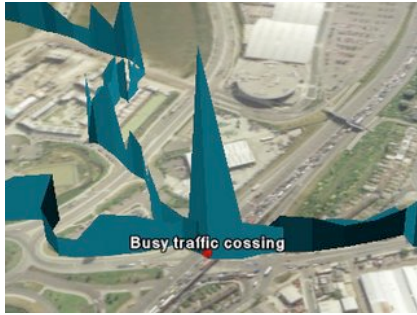
Technology

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Monday, July 10, 2006

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emotional mapping



Here's something I intend trying if I can get the chance - adding my emotional state to a map of London. Artist Christian Nold has combined a [Galvanic Skin Response](#) sensor with a GPS receiver. By connecting the crude measure of emotional arousal with the geographic data he can produce maps like the one on this post showing how people felt at different locations.

As well as doing it himself, Nold's been getting other people to contribute. You can explore what they've produced [via his site](#) where all the data can be loaded into [Google Earth](#). Alternatively just see the great video on [Nold's homepage](#).

My favourite feature is that people can write short tags to explain what they were doing at particular point. This is what makes the data potentially useful, rather than just interesting. The picture with this post shows a big jump in emotional arousal at a busy junction. Not a big surprise, but it makes me wonder why crossing the road, or being near traffic need be so stressful. [Another London map](#) showed a trough in arousal by a tag that said 'felt calm around here'.

Architects, engineers and others with an interest in the built environment could use this stuff to make our cities nicer places. I'd be interested in recording my emotional state during my 40 minute cycle-commute through central London, where would you wear yours?

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This sounds like quite a neat idea. I'd definitely be curious to see what it looked like for my daily drive into work (I'm in Melbourne, Australia).

It could also be interesting to see what happened if I drove out to the country through the city on a "day out" to some nice places.

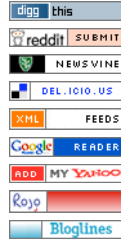
Julian

By Anonymous on [July 11, 2006 3:54 AM](#)

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