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**Ned Gulley's Blog. Resident buzzwords: synthetic biology, ambient displays, swarm robotics, wise crowds.**

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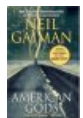
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- [Elvish](#) (6)
- [Essay](#) (8)
- [Guest](#) (15)
  - [Alan K](#) (4)
  - [Jay Cz](#) (6)
  - [Mike O](#) (1)
  - [St Frank](#) (3)
  - [Wendy G](#) (1)

- [Language](#) (12)
- [Maps](#) (12)
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- [Models](#) (3)
- [Semiotics](#) (3)
- [Stories](#) (20)
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- [August 2007](#) (7)
- [July 2007](#) (9)
- [June 2007](#) (9)
- [May 2007](#) (11)
- [April 2007](#) (8)
- [March 2007](#) (11)
- [February 2007](#) (10)
- [January 2007](#) (11)
- [December 2006](#) (11)
- [November 2006](#) (11)
- [October 2006](#) (11)
- [September 2006](#) (10)
- [August 2006](#) (9)
- [July 2006](#) (7)
- [June 2006](#) (11)
- [May 2006](#) (9)
- [April 2006](#) (5)
- [March 2006](#) (10)
- [February 2006](#) (11)
- [January 2006](#) (9)
- [December 2005](#) (8)
- [November 2005](#) (9)
- [October 2005](#) (11)
- [September 2005](#) (12)
- [August 2005](#) (11)
- [July 2005](#) (9)
- [June 2005](#) (10)
- [May 2005](#) (13)
- [April 2005](#) (10)
- [March 2005](#) (12)
- [February 2005](#) (12)
- [January 2005](#) (11)
- [December 2004](#) (7)
- [November 2004](#) (12)
- [October 2004](#) (8)
- [September 2004](#) (11)
- [August 2004](#) (12)
- [July 2004](#) (17)
- [June 2004](#) (15)
- [May 2004](#) (14)
- [April 2004](#) (12)
- [March 2004](#) (13)
- [February 2004](#) (10)
- [January 2004](#) (12)
- [December 2003](#) (11)
- [November 2003](#) (12)
- [October 2003](#) (11)
- [September 2003](#) (11)
- [August 2003](#) (11)
- [July 2003](#) (10)

- [June 2003](#) (8)
- [May 2003](#) (12)
- [April 2003](#) (10)
- [March 2003](#) (9)
- [February 2003](#) (10)
- [January 2003](#) (15)
- [December 2002](#) (11)
- [November 2002](#) (12)
- [October 2002](#) (11)
- [September 2002](#) (9)
- [August 2002](#) (16)
- [July 2002](#) (11)
- [June 2002](#) (18)
- [May 2002](#) (19)
- [April 2002](#) (15)
- [March 2002](#) (15)
- [February 2002](#) (20)
- [January 2002](#) (14)
- [December 2001](#) (13)
- [November 2001](#) (15)
- [October 2001](#) (15)
- [September 2001](#) (16)
- [August 2001](#) (21)
- [July 2001](#) (15)
- [June 2001](#) (21)
- [May 2001](#) (18)
- [April 2001](#) (22)
- [March 2001](#) (15)
- [February 2001](#) (31)
- [January 2001](#) (25)
- [December 2000](#) (27)
- [November 2000](#) (15)
- [October 2000](#) (5)
- [September 2000](#) (13)
- [August 2000](#) (20)
- [July 2000](#) (6)
- [June 2000](#) (1)
- [April 2000](#) (2)
- [March 2000](#) (1)
- [January 2000](#) (3)
- [November 1999](#) (2)
- [August 1999](#) (1)
- [June 1999](#) (1)
- [April 1999](#) (1)
- [March 1999](#) (1)
- [February 1999](#) (1)
- [January 1999](#) (2)
- [December 1998](#) (2)
- [November 1998](#) (2)
- [August 1998](#) (2)
- [June 1998](#) (2)
- [May 1998](#) (1)
- [April 1998](#) (1)
- [March 1998](#) (1)
- [February 1998](#) (1)
- [January 1998](#) (2)
- [December 1997](#) (2)
- [September 1997](#) (1)
- [August 1997](#) (1)
- [June 1997](#) (1)
- [May 1997](#) (1)
- [March 1997](#) (1)
- [January 1997](#) (1)
- [December 1996](#) (2)

- [November 1996](#) (2)
- [October 1996](#) (4)
- [September 1996](#) (2)
- [August 1996](#) (1)
- [July 1996](#) (3)
- [May 1996](#) (2)
- [April 1996](#) (4)

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### [Heat map mashups: how do you feel about the rent?](#)

Ned | [Maps](#) | Wednesday, July 25th, 2007

I happened to spot these items in the same week, and it seemed a fairly obvious leap to mash them even further. Item number one is a heat map of rent and room availability in San Francisco: [CraigStats](#). This is something that [Zillow](#) has been doing for a while, but CraigStats contains detailed information about renting (as opposed to buying with Zillow). So that's all relatively interesting, but not exactly new.

But then I came across item number two: the [BioMapping Project](#). What they're doing is measuring your galvanic skin response, which is to say how sweaty you are, along with your GPS coordinates, all while you're strolling around a neighborhood. It's more art than science, but the intriguing premise is that you can generate some sort of aggregate emotion map of a neighborhood. Where do people get stressed out? Where are they relaxed? Here's the data for the [San Francisco emotion map](#).

Now you can imagine throwing these two maps together and you might get a sense for how the rent correlates with the stress level. It's easy to guess that low-rent areas might give you the heebie-jeebies, but there might be some kind of bimodal distribution... I don't know about you, but super-wealthy areas give me the creeps. Throw in a [crime map](#) and an ambient display on the end of your GPS-enabled walking stick, and you've built yourself an automatic [Spidey-Sense](#). "On second thought, my dear, let us not stroll slowly through the [Tenderloin District](#). I sense there's mischief afoot."

(via [O'Reilly Radar](#))



## 2 Comments »

1. I like the ambient display idea! You could do some kind of low power van de Graaff to get the hairs on the back of your neck to stand up. A prosthesis for the naive!

*Comment by Mike* — July 26, 2007 @ [3:38 pm](#)

2. Prosthesis for the naive! That's excellent. Along with the electric tingler, it could include an anti-slackjaw chin strap for those just off the bus from Rhubarb Junction.

*Comment by Ned* — July 27, 2007 @ [12:50 am](#)

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