

“Moving in Data”: The Open Data Gaze and Data-Driven Urbanism in the Entrepreneurial City

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Globally speaking, data-driven urbanism is increasingly being operationalized in cities. As data becomes more readily available and important in contemporary economies, municipal governments are adopting new ways of managing and planning cities. By using urban data, cities can position themselves to be economically competitive, embedded in global networks, and increasingly connected to their citizens. Edmonton is a city that has reacted to these global trends and adopted smart city policies and data-driven processes. Implementing initiatives such as the *Smart City Strategy* (2017) and the *Open City Policy* (2015), and creating the Open Data Program – Edmonton has capitalized on this digital shift and positioned itself to use data and technology for a variety of purposes.

My research has explored how data-driven urbanism is understood and applied in Edmonton. Through studying data-driven urbanism in Edmonton I developed the theoretical concept: the open data gaze. The open data gaze describes the discourses, infrastructures and practices at work in Open Data Program, and how they work together to apply and expand the gaze. In this talk I will define and describe this open data gaze, including its development through a multi-method qualitative research study. The talk will briefly conclude with a discussion on the entrepreneurial nature of the open data gaze, and how ultimately the City of Edmonton uses the open data gaze as a form of municipal statecraft to facilitate economic growth in the city.

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