A digital platform devoted to the spatial history of advertising in modern Shanghai (1905-1949)

http://madspace.org/

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I. PROJECT HISTORY & RESEARCH FRAMEWORK

A digital companion to my PhD project aimed to conduct a genuine spatial and social history of advertising in modern Shanghai
Billboards round the Racecourse, *LIFE* Magazine, 1948
SKETCHES

Oriental Advertising, Proposed hoarding
SMC Central Office, 1923

APC, *Shell* signs overhanging
Rockhill & Ammerst Avenue, 1936

http://madspace.org/Sketches/?ID=46
http://madspace.org/Sketches/?ID=65
National Advertising Agency, Advertising on Rickshaw, 1927

Modern Publicity Company, Advertising Pillars at Omnibus Stops, 1932

http://madspace.org/Sketches/?ID=31

http://madspace.org/Sketches/?ID=70
MAPS (I)
Mapping advertising zones and distribution in Shanghai streets

Advertising zone in the French Concession (1926-1930)

Heat map of advertising spaces in Shanghai 1905-1943

http://madspace.org/cooked/Maps?ID=179

http://madspace.org/cooked/Maps?ID=155
MAPS (II)
Mapping advertising zones and distribution in the Shanghai press

Business sectors in the *Shenbao* 1914-1949

Distant zoning in *the Shenbao* (1914-1949)

http://madspace.org/cooked/Maps?ID=135

http://madspace.org/cooked/Maps?ID=125
MAPS (III)
Mapping advertising actors’ networks and itineraries

OAA’s national network (1924)

Millington’s global itinerary (1888-1982)

http://madspace.org/cooked/Maps?ID=192

http://madspace.org/cooked/Maps?ID=217
GRAPHS (I)
Counting advertising actors
and tracing circulations in Shanghai’s streets

Type of products advertised (1914-1949)

[Pie chart showing product categories]

Circulation of advertisers (1905-1943)

[Graph showing circulation over years]

http://madspace.org/cooked/Graphs?ID=144
http://madspace.org/cooked/Graphs?ID=283
GRAPHS (II)
Measuring advertising spaces and counting actors in the Shanghai press

Shenbao (SB) size page 1872-1949

Chinese/foreign advertisers, SB (1914-1949)

http://madspace.org/cooked/Graphs?ID=112
http://madspace.org/cooked/Graphs?ID=105
TIMELINES (I)
Building multi-layered event-based timelines with “La Ligne du temps”

http://madspace.org/cooked/Timelines?ID=106
TIMELINES (II)
Building multiscalar timelines with *Chronozoom*

[Image of multiscalar timelines with options for Shanghai local history, China national history, and World history]

[Link to resource: http://madspace.org/cooked/Timelines?ID=103]
TIMELINES (III)
Building rhizomatic timelines with XMind

http://madspace.org/cooked/Timelines?ID=107

http://madspace.org/cooked/Timelines?ID=105
TREES (I)

Mapping the galaxy of commodities (1905-1949)

http://madspace.org/cooked/Trees?ID=101
TREES (II)

SB cigarette *brandscape* (1914-1949)

1914

1924

1934

1941

1949
DIAGRAMS & DRAWINGS (I)

SB scale of visuality, 1914

http://madspace.org/cooked/Drawings?ID=116
Advertising rates & Tax policies in the press/streets
Seasonal effects on SB ads 1914-1949
II. STRUCTURE OF MADSPACE

Storing, organizing and connecting data
Welcome to MADSpace

MADSpace (Mapping ADverting Space) is the digital companion to a PhD project devoted to the spatial history of advertising in modern Shanghai (1905-1949). This platform stemmed from the frustration experienced as a PhD student in History, who is cutting her teeth in the digital age. Among the huge quantity of materials accumulated during the research process, only a small part will remain in the final printed dissertation. As for visual materials, which are the backbone of my documentation, they will inevitably be "altered", and a lot of information will then be lost through the process of "flattening" on the printed page.

As much as it is necessary, this process of drastic selection assumes that a PhD dissertation is a close work - both in the sense of definite and private publication. The book does not allow for preserving and recycling for further research the resources found or produced during the process of writing a dissertation. Moreover, other scholars may also find them valuable for their own research. The problem is that they just ignore their very existence.

I primarily use MADSpace as a comprehensive tool for collecting, organizing and making connections between heterogeneous materials. Playing on quotations and hyperlinks, this platform will eventually serve to deepen, to enrich and to expand the printed version of the dissertation. First designed as a global tool for a specific project, MADSpace will further engage in an endless process of accumulation of both primary materials (archives, photos, printed sources) and secondary resources (maps, tables, graphs, timelines, narratives). This platform is designed as a digital laboratory to reflect upon research experiences and to observe historical scholarship in the making. Its ultimate goal is to encourage sharing and collaboration.

For further information about the classification of materials and the terminology adopted, please see the "User's guide".

http://madspace.org/
5 main sections

- "RAW DATA" = Primary Sources
- "COOKED DATA" = Analytical Materials
- NARRATIVES = Essays, Papers...
- REFERENCES
- DATABASES
RAW DATA = Primary Sources

RAW DATA
- Archives
- Prints
- Press Ads
- Photos
- Sketches
- Source maps
- Videos

COOKED DATA
- Graphs
- Maps
- Trees
- Drawings
- Tables
- Timelines

NARRATIVES
- Phd dissertation
- Essays

REFERENCES
- Sources
- Glossaries

DATABASES
- Ad Agencies
- Advertisers
- Products
- Brands
COOKED DATA = Analytical materials

- Graphs
- Maps
- Trees
- Drawings
- Tables
- Timelines
NARRATIVES (work in progress...)
MULTIACTORIAL DATABASE = 4 related tables
III. DISCUSSION

Current potentials and limitations, future developments
CURRENT POTENTIALS

1) A *cumulative repository*: to store and organize primary and secondary materials

2) An *open laboratory*: to unveil each step of the research process, to document the choices made, in a spirit of rigor and transparency

3) A *public interface*: entirely accessible, open to sharing and collaboration
CURRENT LIMITATIONS

1) Lack of integration:
   • Internal disconnections
   • External disjunction (cumulative platform/analytical tools)
   -> Need for a more integrated/dynamic platform?

2) The issue of narration:
   • How to articulate a digital platform with a classical dissertation?
   • How to use digital tools to create new types of narratives?
FUTURE DEVELOPMENTS

1. Visualization/exploratory tools (Palladio)
   • To increase documentation awareness
   • To navigate across time/space, to modulate timespace scales/frames
   • To enable connections, selections, patterns recognition, to facilitate cross analysis (facet filters)
   • To make a strong argument
   • PB: external/separate, additional work

2. Structural/embedded tools (map and/or time-based?)
   • Mapping tools: Storymap, CartoDB, ArcGIS Online
   • Timeline: Nealtine (Omeka), Timeline JS, Timapper, 3DB, Tableau...
   • Combination?

3. Narrative tools
   • SUP Digital projects models (Enchanting the Desert, Grave Reform...)
   • Omeka (exhibitions based on visual items/records)
   • Scalar (pb end/footnotes)
   • VizStory (in progress)

4. Other suggestions?
DISCUSSION

• Is it a *platform* or a *project*? What is a platform?

• How/why a fully integrated platform? Is *integration* really THE solution? The only one? Is it even possible at the current state of technological development?

• New standards for digital dissertations and scholarship?
THANKS FOR YOUR ATTENTION !!!

ANY QUESTIONS, COMMENTS, SUGGESTIONS???

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