

Activating Public Wifi

Sharing out
opportunities to
connect across
the digital divide in
contemporary
New York City

Eddie Joe Antonio

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LINKNYC OVERVIEW
Final Review



PUBLIC WIFI

Formation | Public WiFi



LINKNYC OVERVIEW
Final Review

YouTube Shorts
#RemakeTheRunway

/ GunnarDeatherageDIY

Watch the Shorts

I'M NOT REALLY A TEEN
I JUST PLAY ONE IN YOUR LIFE

WAR

FART ZONE
ENTER AT YOUR OWN RISK

NO STUPID PEOPLE
BEYOND THIS POINT

Birthday SPECIAL SPECIAL

BABY

MARK
MARRIOTT MARQUIS

MARRIOTT MARQUIS

DO NOT ENTER
EXIT ONLY



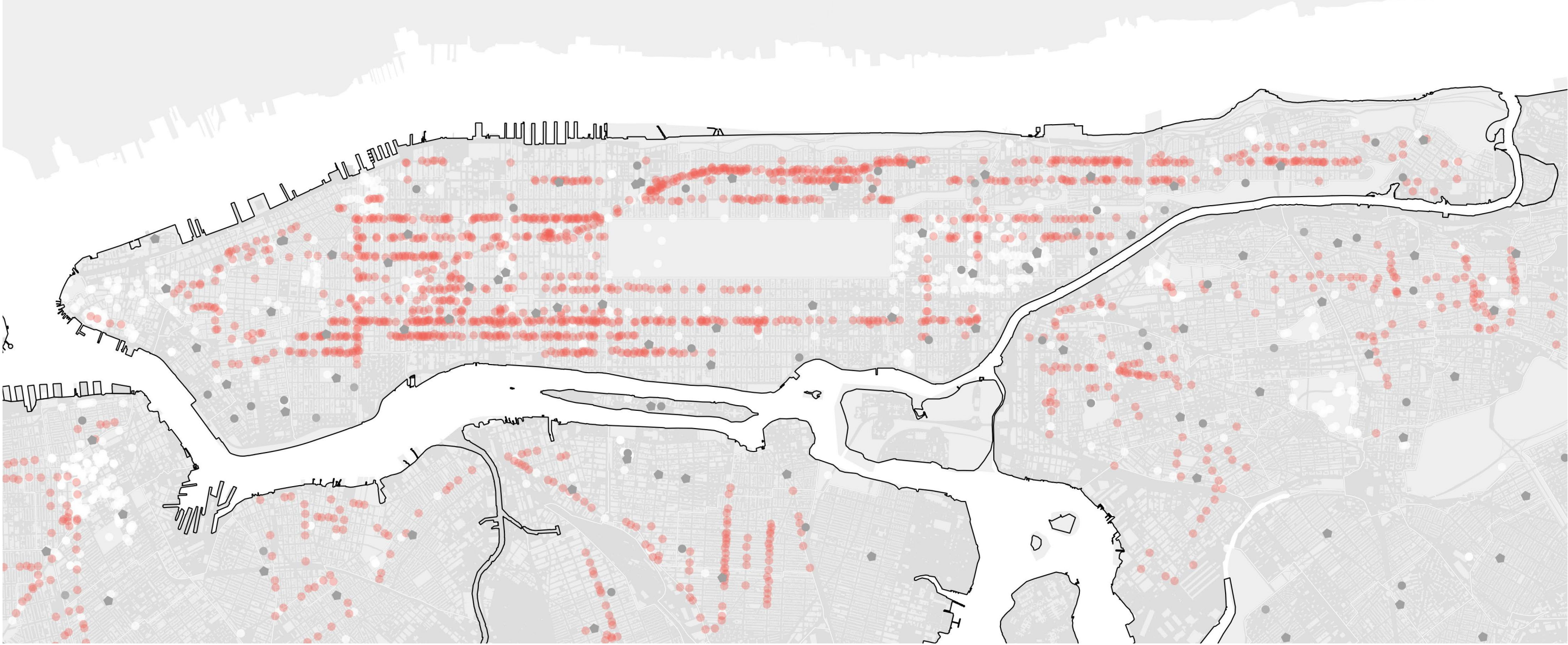
PUBLIC WIFI

Formation | Public WiFi



PUBLIC WIFI OVERALL

Manhattan Island

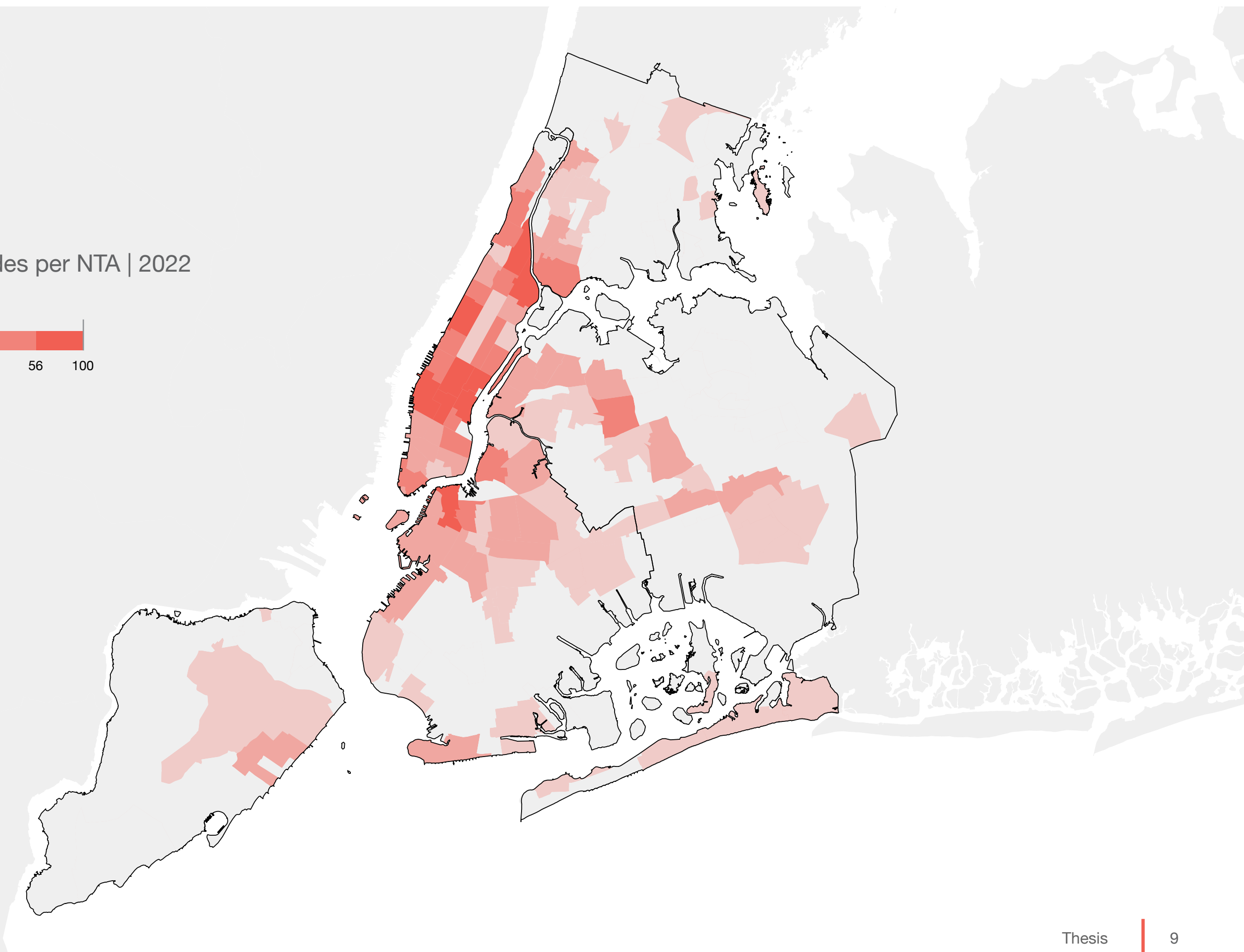
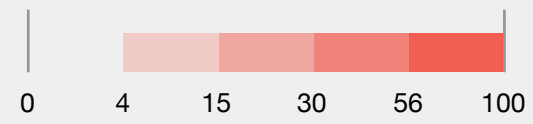


KEY

- LinkNYC Kiosks
- Free WiFi Hotspots
- Public Computing Centers
- ⬠ Public Libraries

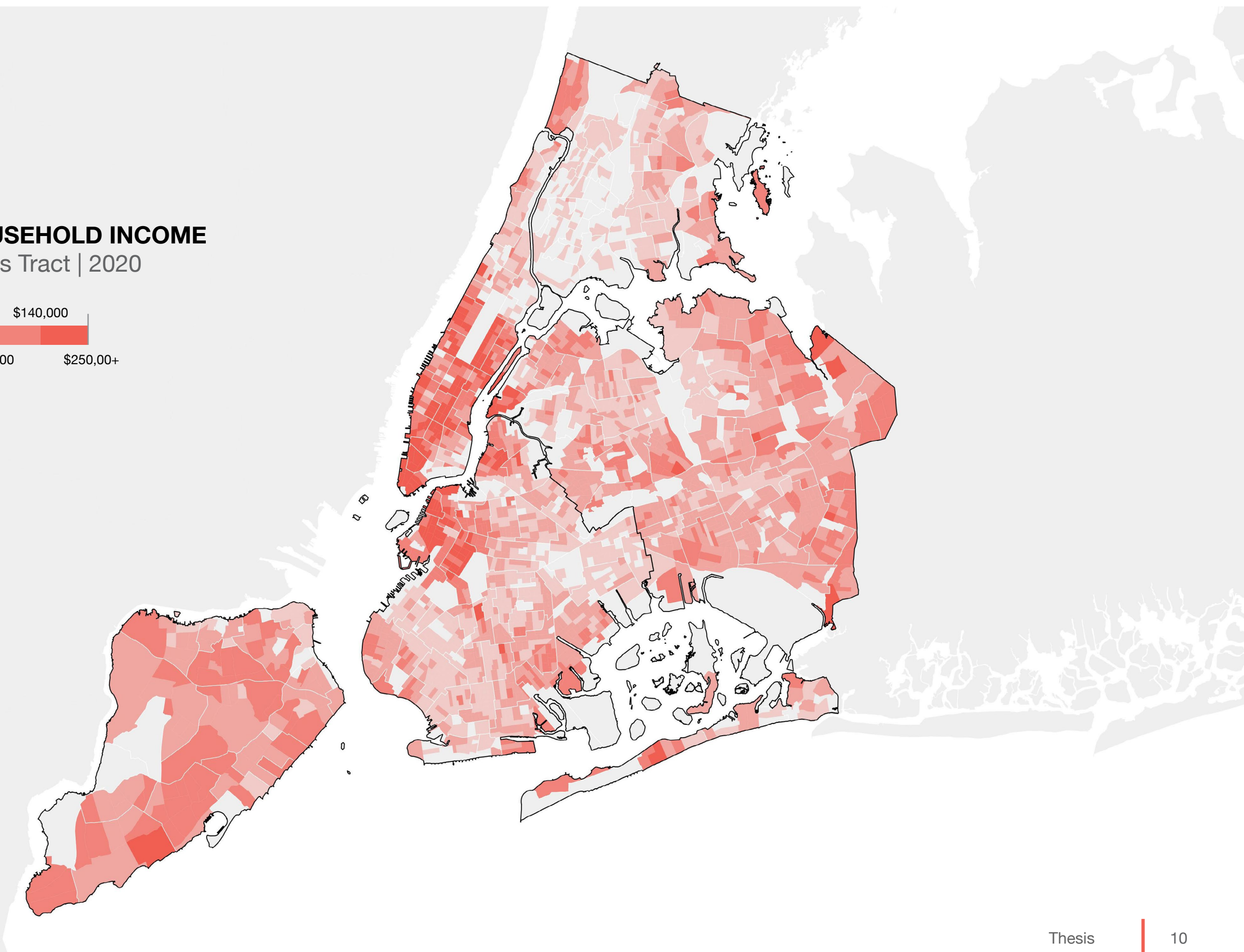
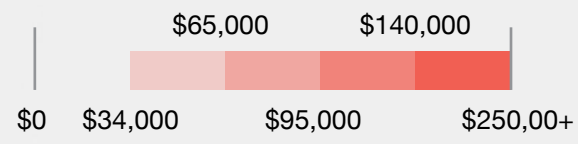
PUBLIC WIFI

Number of nodes per NTA | 2022



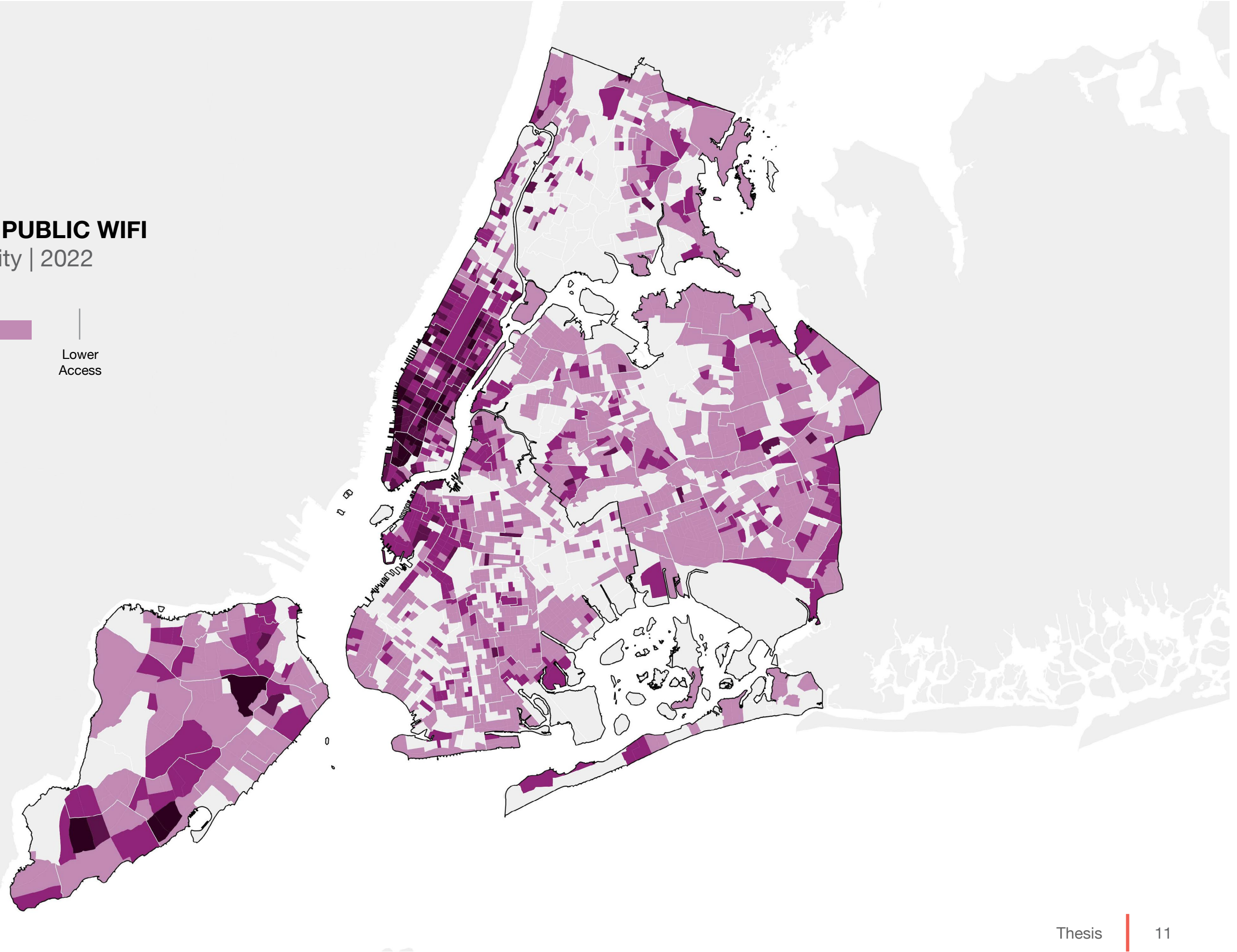
MEDIAN HOUSEHOLD INCOME

MHI by Census Tract | 2020



INCOME AND PUBLIC WIFI

Weighted density | 2022



PUBLIC WIFI

LinkNYC | Unique Funding Structure

Paid for by Advertising

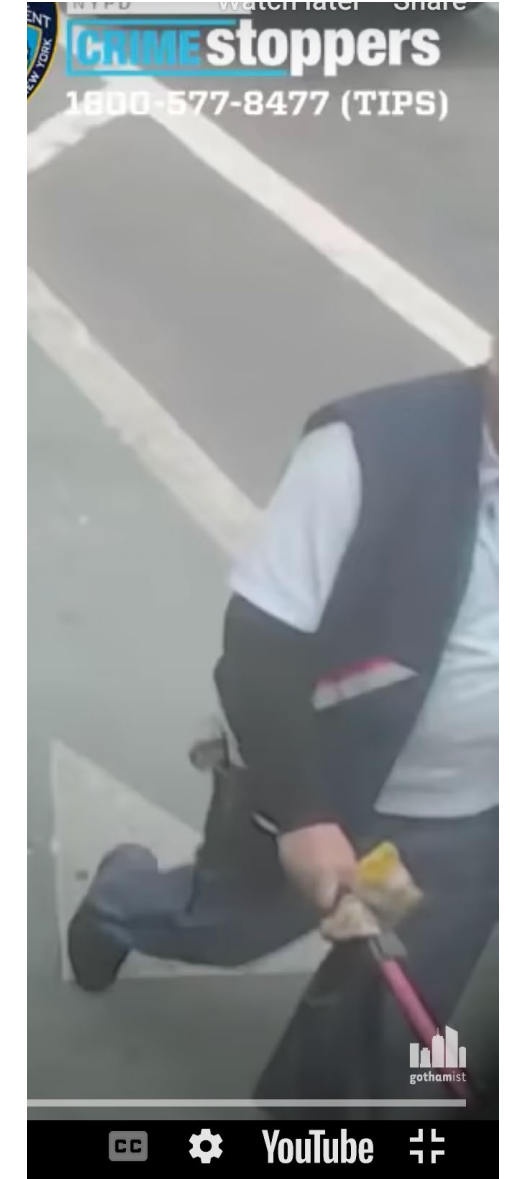
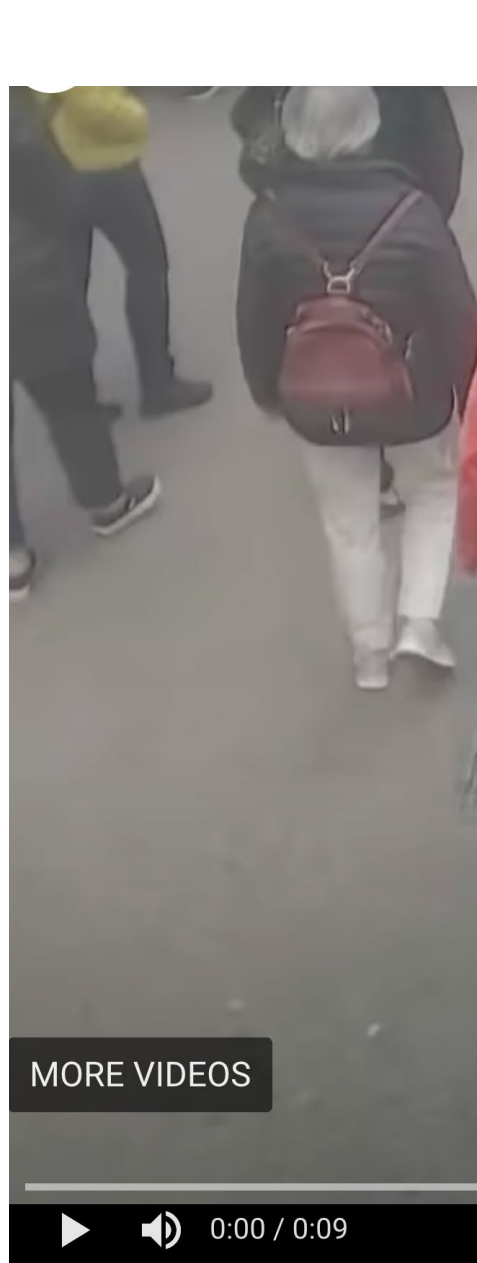
LinkNYC is completely free because it's funded through advertising. Its groundbreaking digital OOH advertising network not only provides brands with a rich, context-aware platform to reach New Yorkers and visitors, but generates millions of dollars in revenue for New York City. Interested in advertising on LinkNYC?

[Contact Us.](#)



PUBLIC WIFI

LinkNYC | Unique Surveillant Operation



PUBLIC WIFI

Contemporary Moment

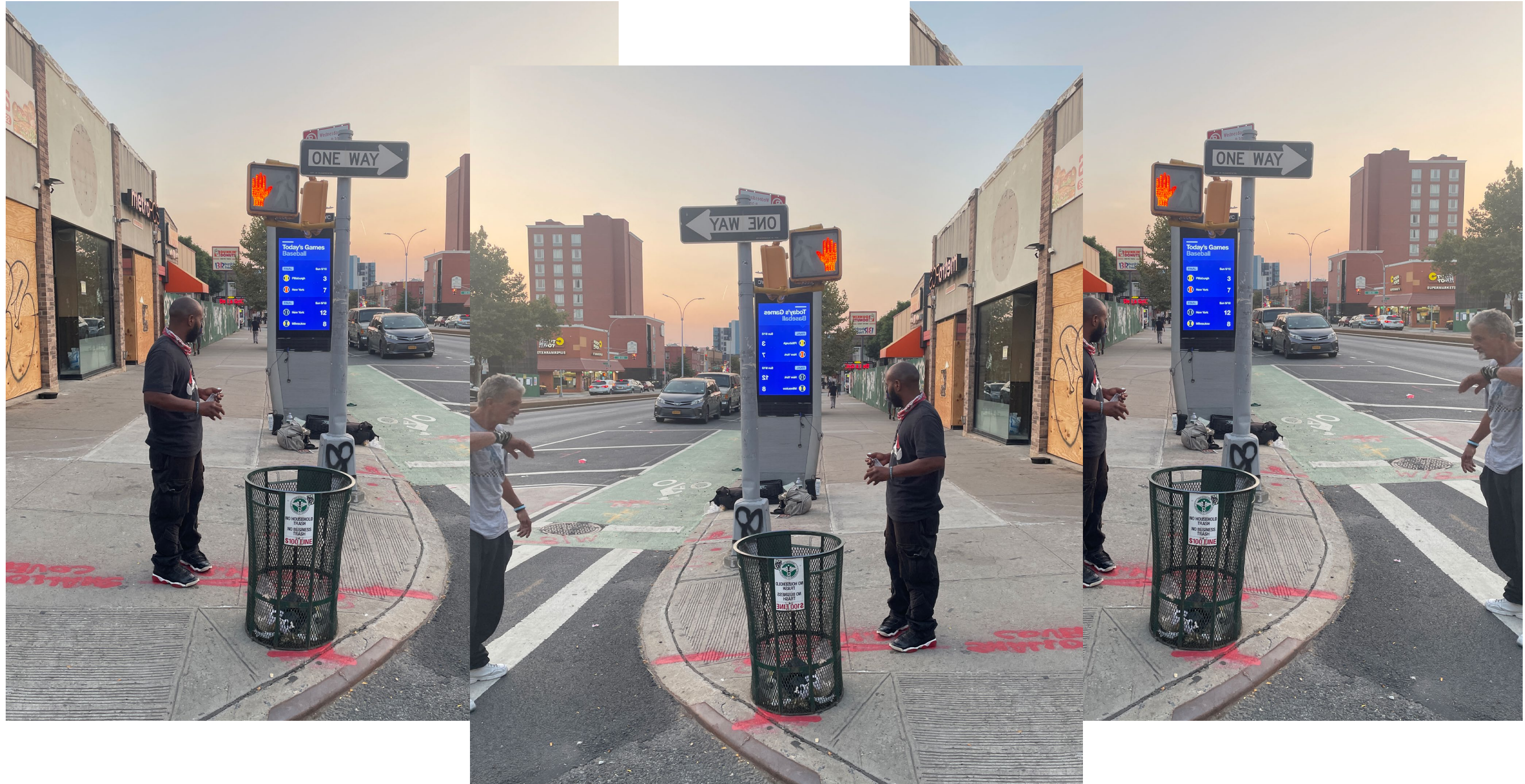
SURVEILLANT CAPITALISM

DIGITAL DIVIDE



ETHNOGRAPHY

Research Methodology



ETHNOGRAPHY

Fieldwork | Findings



HARLEM
Residential Manhattan

TIMES SQUARE
Commercial Manhattan

DOWNTOWN BROOKLYN
Commercial Outerborough

GREENWOOD
Residential Outerborough

SITES OF STUDY

Thesis Review



HARLEM



TIMES SQUARE

GREENWOOD

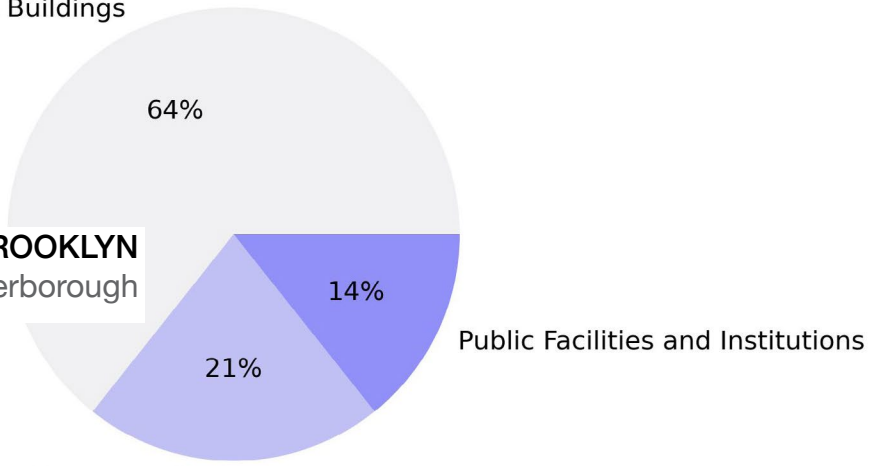


DOWNTOWN
BROOKLYN

ETHNOGRAPHY

Fieldwork | Findings

	A	B	C	D	E	F	G
	Location	Lat/Long	Time	Date	Users	Languages Observed	NOTES
1	Downtown Brooklyn	40.691212, -73.986347	9:15 AM	9/27	1	English	-Woman using the phone to call someone, she showed me how to dial when I asked about phone calls on the system
2	Downtown Brooklyn	40.691212, -73.986346	2:15 PM	9/29	2	Kreyòl, English	-Woman's phone was taken as evidence in domestic violence dispute, she was calling someone to tell them the results of her court case -Man was charging his phone and did not react at all to her conversation
3	Mixed Residential and Commercial Buildings					French	-Large number of parked/idle cars along street with people inside -Closest users were unaware which WiFi their phone was connected to and did not care that the LinkNYC network was collecting information about them -Local street vendor uses the WiFi all day. Wishes they had an awning so she could take cover underneath them in the rain
4						N/A	-No users. Lawrence Street very quiet
5						N/A	-No users
6						English	-User appears to be in distress. She is using the tablet erratically and singing to herself in strange voices -Does not appear to be searching for resources/services in a systematic way
7						English	-One user charging phone while playing music from a Bluetooth speaker in his jacket pocket -Very friendly, shared that he uses these all the time to charge his phone -Never uses the WiFi on his phone, keeps it off. If he needs WiFi he goes onto to the tablet to browse -Exclusively calls his doctor from the LinkNYC kiosk -Wishes there was protection for the winter rain/snow and summer sun, usually chooses LinkNYC locations that have shade
8	DOWNTOWN BROOKLYN Commercial Outerborough					English, Russian	-Two users each charging phones. One user speaking on personal phone in Russian
9						English, Language from the Congo	-Small group of people playing music from a speaker in the pedestrian mall. I asked what language they spoke and they told me but I couldn't catch it/didn't recognize it. When I followed up they said, "We are from the Congo"
10	Commercial and Office Buildings					English, Spanish	-Two guys were playing music from a speaker connected to the USB port on the LinkNYC kiosk. The music was mostly merengue, quite loud, and passerby were commenting on it. -Two men were nearby and answered questions about how often they play music from the kiosk (3 times a week in the summer)
11	Greenwood	40.660908, -73.997391	7:00 PM	9/18	2	English, Spanish	-One person sitting on corner, say they hang out there a lot. When asked how people use LinkNYC they said people use them to charge their phones, lots of homeless people use them to call people and find things.
12	Greenwood	40.660908, -73.997391	9:45 AM	9/19	1	English	-One guy said that homeless people used to watch porn, but he doesn't watch porn on his phone because "you can get a virus", so he watches on DVDs instead. He also said his phone is in the shop right now but isn't using LinkNYC
13	Greenwood	40.660908, -73.997392	2:30 PM	9/26	0	N/A	-No one was using this kiosk during the day, but there was a group of people hanging out just around the corner in the shadow of the building
14	Greenwood	40.660908, -73.997393	10:30 PM	9/29	0	N/A	-A chair was stationed near to the kiosk
15	Greenwood	40.660908, -73.997394	1:15 AM	10/1	0	N/A	-No users here at night. This kiosk was advertising local community board meetings
16	Greenwood	40.660908, -73.997393	11:45 AM	10/6	3	English, Spanish	-Users arguing with someone on the public phone in English and Spanish
17	Greenwood	40.660908, -73.997393	1:30 AM	10/7	1	N/A	-One guy charging phone
18	Greenwood	40.660908, -73.997393	6:15 PM	10/10	5	English, Spanish	-Group of men hanging out around LinkNYC, sharing a bottle of something



Free Global Phone

ETHNOGRAPHY
Fieldwork | Findings

Multi-Family Walk-Ups

Mixed Residential-Commercial

FOURTH AVE

23RD STREET

24TH STREET

Transportation Uses

STREET ACTIVATION
Looking at 24th St, within WiFi zone and with limited traffic needs, as ripe for mini-plaza, parklet, or other open streets usage

Mixed Residential-Commercial

04



Industrial-Manufacturing

MUSIC
Question of Music and Regulation of Activity Surrounding it

01

LINKNYC KIOSK



02

SHADE STRUCTURES
Issue of Weather, with users seeking out Shade on Sunny Days

PUBLIC WIFI CONNECTIVITY
Serious distance to other public WiFi resources, planning for clusters needed

03



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INTRODUCTION
Establishing Shot with Street Activity and Land Use Totals

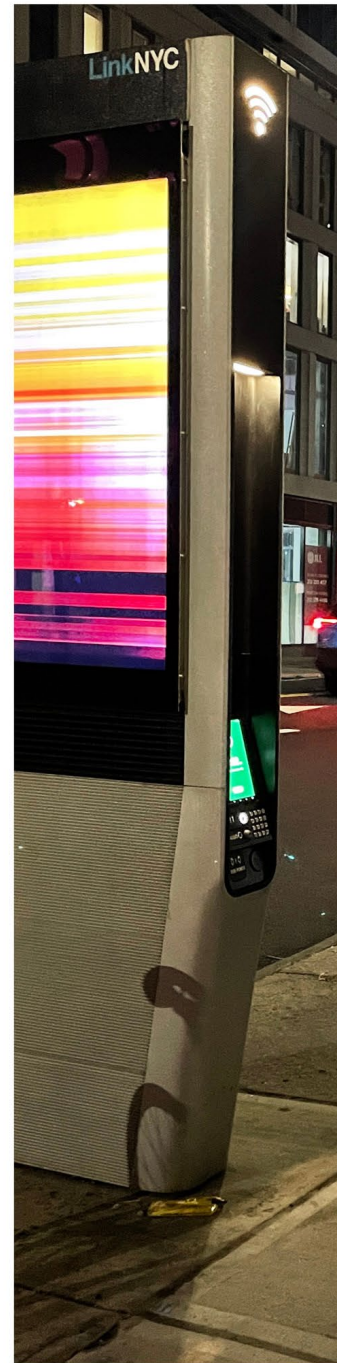
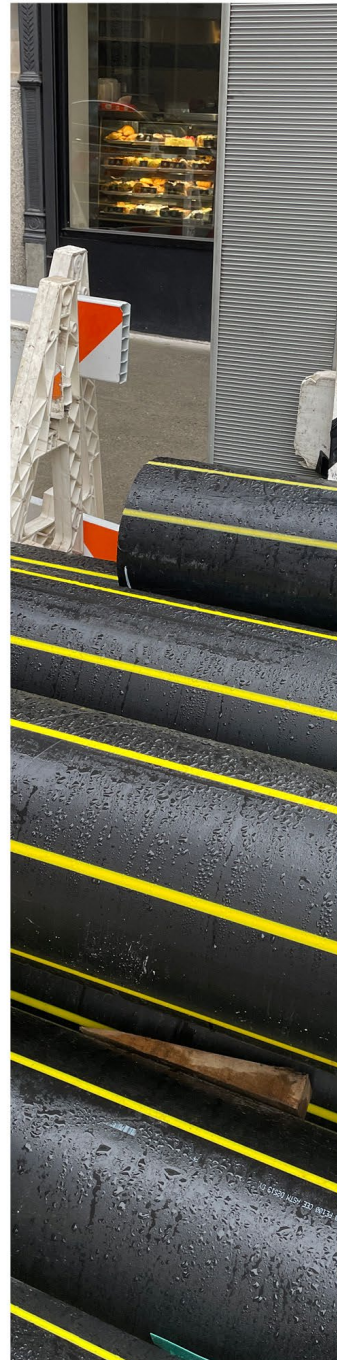
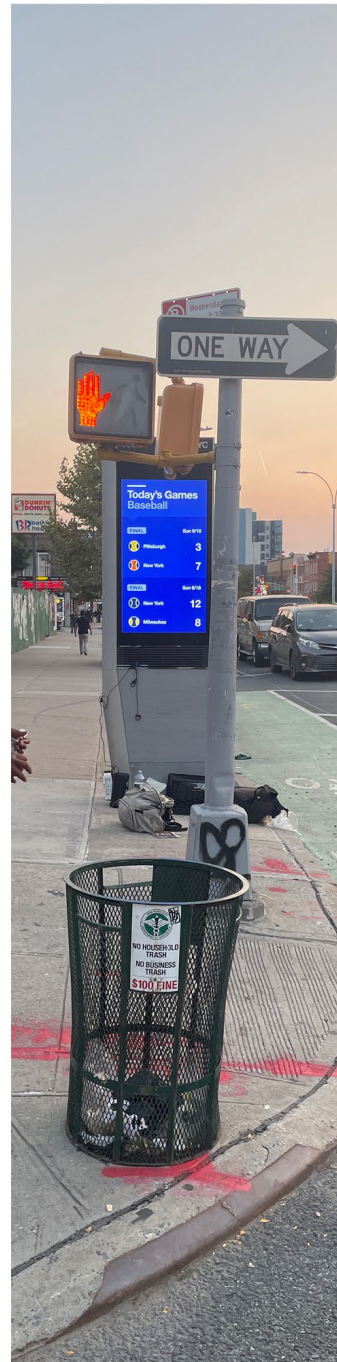
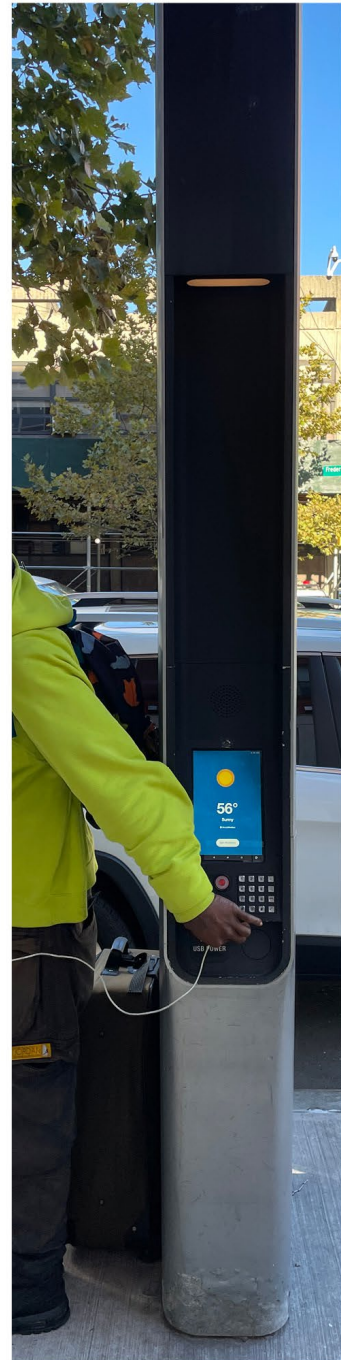
Commercial

Parking Facilities

Commercial

LINKNYC USAGE

Final Review



SITES OF STUDY

Thesis Review



HARLEM



TIMES SQUARE

GREENWOOD



DOWNTOWN
BROOKLYN

SCENES - GREENWOOD

Final Review



SCENES - DOWNTOWN BROOKLYN

Final Review



SCENES - TIMES SQUARE
Final Review



SCENES - HARLEM

Final Review



REPRESENTATION

Capturing Dynamic Opportunities of Public WiFi



REPRESENTATION

Capturing Dynamic Opportunities of Public WiFi



TAKE-AWAYS

Appreciation of What's Working



TAKE-AWAYS

Condemnation of What's Not Working



TAKE-AWAYS

Concern with the Context



TAKE-AWAYS
Value of Activation

731 Bagel Corp. **HOT**
FRESH BAGELS
FREE DELIVERY CALL 718-576-3522



731 BAGEL SPE...
4 Lowest Assorted Bagels & 1
Frosted Cheesecake & 1/2
Peanut Butter
Bagel & 1/2 Cheesecake, Get
One Free!
Box of Coffee \$4.99
Get one, 1



TAKEAWAYS

3D Storytelling Prototype

by | אהבה ויחסי



CONCLUSION

Thesis



HARLEM



TIMES SQUARE



GREENWOOD



DOWNTOWN
BROOKLYN

