

# CURRICULUM VITAE: ALEXANDER SINGLETON

Work Address: Department of Geography  
University College London  
Gower Street  
London WC1E 6BT

Home Address:

Mobile: + 44 (0) 7740196242  
Telephone: + 44 (0) 2086900879  
E-mail: a.singleton@ucl.ac.uk  
Web page: www.alex-singleton.com

Date of Birth: 10 June 1980  
Nationality: British

## 1. EDUCATION AND QUALIFICATIONS

- 2003 - 2007 **PhD in Geography** (*Examined Dec. 2007*) - University College London, UK  
PhD thesis: 'A Spatio-Temporal Analysis of Access to Higher Education'  
Examiners: Professor Stewart Fotheringham, Dr Mark Birkin. The thesis was completed as part time study whilst I worked in two successive research posts at UCL.
- 2000 - 2003 **BSc (1<sup>st</sup> class Hons) in Geography** - University of Manchester  
Dissertation: 'Where do Manchester University Students come from?'
- 2003 - 2005 **NVQ Level 4 in Management** (part time)
- 1998 - 1999 **NVQ Level 3 in Supervisory Management** (part time)
- 1996 - 1998 **A' Levels** in Biology (B), Business (B), Geography (A)

## 2. AWARDS, HONOURS AND DISTINCTIONS

- 2010 **Chair of the Output Area Classification User Group at Royal Statistical Society**  
2009 Winner GIS Research UK Annual Conference **Mashup Competition**  
2008 **Chair of the Royal Geographical Society Quantitative Methods Research Group**  
2008 UCL Accelerated Pay Award for **Exceptional Performance**  
2006 Winner GIS Research UK Annual Conference **Poster Competition**  
2004 Winner UCL Graduate School **Poster Competition**  
2003 Winner of Manchester Geographical Association **Dissertation Prize**  
2000 BECTA Education Website of the Year Award

## 3. RESEARCH INTERESTS AND EXPERIENCE

My research interests lie within Urban Geography and Geographic Information Science, with applications focusing on the multiple dimensions of social, spatial and temporal processes which shape inequalities in the UK. The work develops the important geographic tradition of area classification and includes a wide-ranging critique of the ways in which geodemographic methods can be adapted for safe and ethical use by the public sector in measuring neighbourhood characteristics. A full list of my research output to date can be found under the publications (6) and conferences sections (9).

- PhD Title: 'A Spatio-Temporal Analysis of Access to Higher Education'
- Aims & Objectives: The thesis evaluates the socio-spatial implications of changes in Higher Education and presents a systematic spatial framework for widening participation and extending access in an era of variable fees. The analysis examines pupil educational trajectories and investigates socio-spatial inequalities in pupil attainment, in entry requirements for different subjects of study and in university recruitment/selection criteria.
- Methods: The thesis develops a new method of measuring inequalities in Higher Education. The empirical analysis integrates multiple national coverage education data utilizing a range of recent

innovations in data mining, geographic information science and quantitative human geography.

- **Outcomes:** The thesis develops a geodemographic classification of Higher Education outcomes, and a tool that integrates school and university admissions data to enable Higher Education institutions to implement targeted strategies for increasing participation and widening access.
- **Dissemination:** The methodology has been successfully applied in a number of HE institutions and has recently been extended into an online tool through an ESRC First Research Grant (see Section 5).

#### 4. ACADEMIC ROLES

2005-to date

**Research Fellow. University College London, Department of Geography**, London, UK. As part of a five year HEFCE funded Spatial Literacy in Teaching (SPLINT) programme, I have had responsibility for day-to-day management of the grant. In addition to a programme of research, responsibilities in my role have included devising and running workshops, developing a series of websites and applications to promote learning and engagement with spatial analysis, and developing software, hardware and laboratory investments in GIS (UCL P.I. P A Longley, total award £1,038,259).

2003-2005

**Researcher. University College London, Department of Geography/ UCAS** Cheltenham, UK  
As part of an ESRC Funded Knowledge Transfer Partnership I developed a series of bespoke geodemographic tools and software to enable HE institutions to profile their data and develop widening participation initiatives (P.I. P A Longley, total award £100,198).

#### 5. RESEARCH GRANTS AND BURSARIES

Further information can be provided.

#### 6. PUBLICATIONS

I am the lead author of items for which I am named first.

##### (a) Books

Singleton, A.D. (2010) *Educational Opportunity: the Geography of Access to Higher Education*. Farnham, Ashgate.

##### (b) Refereed Academic Journals

Singleton, A.D. (2010) The Geodemographics of Educational Progression and their Implications for Widening Participation in Higher Education. *Environment and Planning A*. In Press.

Brunsdon, C., Singleton, A.D., Longley, P.A., Ashby, D. (2010) Predicting Participation in Higher Education: a Comparative Evaluation of the Performance of Geodemographic Classifications. *Journal of the Royal Statistical Society, Series A*. In Press.

Harris, R., Singleton, A.D., Grose, D., Brunsdon, C., Longley, P.A. (2010) Grid-Enabling Geographically Weighted Regression: A Case Study of Participation in Higher Education in England. *Transactions in GIS*, 14(1), 43-61.

Adnan, M., Longley, P.A., Singleton, A.D., Brunsdon, C. (2010) Geocomputation of Real-Time Geodemographics: Clustering Algorithm Performance for Large Multidimensional Spatial Databases. *Transactions in GIS*. In Press.

Cheshire, J., Singleton, A.D., Longley, P. (2010) United Kingdom Surname Clusters. *The Journal of Maps*. In Press.

Singleton, A.D. (2009) Course Choice Behaviour and Target Marketing of Higher Education. *Journal of Targeting, Measurement and Analysis for Marketing*. 17(3), 157-170.

Singleton, A.D, Longley, P.A. (2009) Creating Open Source Geodemographics: Refining a National Classification of Census Output Areas for Applications in Higher Education. *Papers in Regional Science*. 88(3), 643-666.

Singleton, A.D., Longley, P.A. (2009) Geodemographics, Visualization, and Social Networks in Applied Geography. *Applied Geography*. 29(3), 289-298.

Longley, P.A., Singleton, A.D. (2009) Classification through Consultation: Public Views of the Geography of the e-Society. *International Journal of Geographical Information Science*. 23(6), 737 – 763.

Longley, P.A., Singleton, A.D. (2009) Linking Social Deprivation and Digital Exclusion in England. *Urban Studies*. 46(7), 1275-1298.

Longley, P.A., Singleton, A.D., Yano, K., Nakaya, T. (2009) Lost in Translation? Cross-Cultural Experiences in Teaching Geo-Genealogy. *Journal of Geography in Higher Education*. 34(1) 21–38.

Mateos, P., Singleton, A.D., Longley, P.A. (2009) Uncertainty in the Analysis of Ethnicity Classifications. Issues of Size, Scale and Aggregation of Groups. *Journal of Ethnic and Migration Studies*. 35(9), 1437-1460.

Haklay, M., Singleton, A.D., Parker, C. (2008) Web Mapping 2.0: the Neogeography of the Geospatial Internet. *Geography Compass*. 2(6), 2011–2039.

Gibin, M., Singleton, A.D., Mateos, P., Longley, P.A. (2008) Exploratory Cartographic Visualisation of London using the Google Maps API. *Applied Spatial Analysis and Policy*. 1(2), 85-97.

### **(c) Book Chapters and Contributions to Edited Volumes**

Singleton, A.D. (2010) Virtual Geodemographics: Consumer Insight in Online and Offline Spaces. In D. Daniel (eds) *Handbook of Research on Methods and Techniques for Studying Virtual Communities: Paradigms and Phenomena*. Hershey, USA: IGI Global, In Press

Singleton, A.D. (2010) Neogeography. In B Warf (eds.) *Encyclopaedia of Geography*. London: Sage, In Press.

Singleton, A.D. (2005) “The Geodemography of Geography” pp 483 in P A Longley, M F Goodchild, D J Maguire, D W Rhind, *Geographic Information Systems and Science* (2005) (second edition). Chichester, Wiley.

### **(d) Professional Magazines**

Singleton, A.D. (2010) Neogeography: Engaging People for Common Good. *GIS Development*. Feb 2010.

Singleton, A.D., Hudson-Smith, A. (2008) Digital Geography in a Web 2.0 World. *GIS Professional*. 21, 20-21.

### **(e) Refereed Academic Journals – papers under editorial consideration**

Singleton, A.D., Wilson, A., O'Brien, O. (2010) Integrating Geodemographics and Spatial Interaction Models for Widening Participation in Higher Education. At *Journal of Geographical Systems*.

Singleton, A.D., Allen, R., Longley, P.A. (2010) Estimating Secondary School Catchment Areas and Visualizing the Geographic Equity of Choice. At *Computers, Environment and Urban*

Systems.

**(f) Refereed Academic Journals - papers in preparation**

Singleton, A.D. A Geographically Weighted Geodemographic Classification of London. In Preparation for submission to *Area*.

Singleton, A.D. A Social Network Typology of Urban Spaces. In Preparation for submission to *Transactions*.

Singleton, A.D. Wilson, A.W. Clarke, M. Mapping and Modelling Education Access and Achievement in England. In Preparation for submission to *Journal of Regional Science*.

Lewis, D.J., Singleton, A.D., Longley, P.A. Met and Unmet Health Needs in Southwark. In Preparation for submission to *Health and Place*.

Singleton, A.D., Adnan, M. Spatial Clustering using Graphic Processing Units. In Preparation for submission to *Journal of Geographical Systems*.

**(g) Refereed Conference Proceedings**

2010 Adnan, M., Singleton, A.D. (2010) Parallel K-Means Clustering using Graphical Processing Units for the Geocomputation of Real-time Geodemographics. GIS Research UK, 14-16th April. London, University College London.

2009 Adnan, M., Singleton, A.D., Brunson, C., Longley, P.A. (2009) Moving to Real Time Segmentation: Efficient Computation of Geodemographic Classification. *Proceedings of the GIS Research UK 17th Annual Conference*. 1st – 3rd April. Durham, University of Durham.

Singleton, A.D. (2009) Geographic Data Mining of Online Social Networks. *Proceedings of the GIS Research UK 17th Annual Conference*. 1st – 3rd April. Durham, University of Durham.

2007 Singleton, A.D., Longley, P. (2007) Modifying the 2001 Census Output Area Classification for Applications in Higher Education. *Proceedings of the GIS Research UK 15th Annual Conference*. 28- 34, 11th – 13th April. Ireland, NUI Maynooth.

2006 Singleton, A.D. (2006) Bespoke Versus General Purpose Discrete Classifications: Segmentation of Higher Education Market Data. *Proceedings of the GIS Research UK 14th Annual Conference*. 392-395, 5th-7th April. Nottingham, University of Nottingham.

2005 Singleton, A.D. (2005) Widening Access and Participation in Higher Education. *Proceedings of the GIS Research UK 13th Annual Conference*. 468-471, 6th - 8th April. Glasgow, University of Glasgow.

2004 Farr, M., Longley, P.A., Singleton, A.D. (2004) Widening Access and Participation in Higher Education. *Proceedings of the GIS Research UK 12th Annual Conference*. 265-267, 28th - 30th April. Norwich, University of East Anglia.

**(h) Working Papers**

Download links for these papers are available at [www.alex-singleton.com/?page\\_id=5](http://www.alex-singleton.com/?page_id=5):

2009 Singleton, A.D., Longley, P.A. (2009) Virtual Geodemographics: Repositioning Area Classification

for Online and Offline Spaces. *CASA Working Paper 150*. London: Centre for Advanced Spatial Analysis.

2008 Longley, P.A., Singleton, A.D. (2008) Social Deprivation and Digital Exclusion in England. *CASA Working Paper 145*. London: Centre for Advanced Spatial Analysis.

Singleton, A.D., Longley, P.A. (2008) Modifying a Geodemographic Classification of the e-Society using Public Feedback. *CASA Working Paper 136*. London: Centre for Advanced Spatial Analysis.

Singleton, A.D., Longley, P.A. (2008) Creating Open Source Geodemographic Classifications for Higher Education Applications. *CASA Working Paper 134*. London: Centre for Advanced Spatial Analysis.

Gibin, M., Singleton, A.D., Mateos, P., Longley, P.A. (2008) Collaborative Mapping of London using Google Maps: The London Profiler. *CASA Working Paper 132*. London: Centre for Advanced Spatial Analysis.

Singleton, A.D. (2008) Comparing Classifications: Some Preliminary Speculations on an Appropriate Scale for Neighbourhood Analysis with Reference to Geodemographic Information Systems. *CASA Working Paper 127*. London: Centre for Advanced Spatial Analysis.

2007 Hudson-Smith, A., Milton, R., Batty, M., Gibin, M., Longley, P., Singleton, A. (2007) Public Domain GIS, Mapping & Imaging using Web-Based Services. *CASA Working Paper 120*. London: Centre for Advanced Spatial Analysis.

Singleton, A.D., Davidson-Burnett, G., Longley, P.A. (2007) University Market Area Analysis for Widening Participation. *CEBE Working Paper 12*. Cardiff: University of Cardiff.

2004 Singleton, A.D. (2004) A State of the Art Review of Geodemographics and their Applicability to the Higher Education Market. *CASA Working Paper 74*. London: Centre for Advanced Spatial Analysis.

#### **(i) Book Reviews**

2008 Singleton, A.D. (2008) Book Review – Bright Satanic Mills: Universities, Regional Development and the Knowledge Economy, Harding, A., Scott, A., Laske, S., Burtscher, C. *Environment and Planning B*. 35, 758.

2004 Singleton, A.D. (2004) Book Review – Handbook of Data Analysis, Hardy, M.A., Bryman, A. *Environment and Planning B*. 31(5), 800-801.

### **7. POSTGRADUATE AND RESEARCHER SUPERVISION**

2009 Teresa Zena Alcock – MSc GIS (First Supervisor)

2008 Paul Richards – ESRC CASE PhD Student MET Police (Second Supervisor)  
Muhammad Adnan – HEFCE CETL/SPLINT (Second Supervisor)  
Research Officer – Oliver O'Brian (ESRC First Grant)

2007 Research Officer - Muhammad Adnan (HEFCE CETL/SPLINT)

### **8. TEACHING EXPERIENCE**

Through the HEFCE funded SPLINT grant I have undertaken or supported a range of teaching activities including module design, resource creation and delivery of lectures. Additionally I have twice supported the delivery of external courses at Ritsumeikan University, Japan and once at University College Dublin.

## a) Teaching

- 2009-10 Cartography, Map Production, and Geovisualization Practical (MSc GIS) (1.5hr)  
Internet and GIS Practical (MSc GIS) (1.5hr)  
A Galley of Applications (MSc GIS) (1hr)  
Query and Measurement Practical (MSc GIS) (1.5hr)  
Applications in GIS (BA/ BSc Geography) (1hr lecture)  
Neogeography (MSc GIS) (3 hrs Lectures)  
Geodemographics (MSc GIS) (3 hrs Lectures)  
One week summer school on 'Spatial Simulation for the Social Sciences', UCD, Ireland.  
One week course on 'GIS and Geodemographic Data Infrastructures'- Ritsumeikan University, Japan, 8-15th April 2009 (10 hrs lectures / 10 hrs lab sessions)
- 2008-09 Introduction to Geographical Information Science (MSc GIS) (8.5 hrs lectures / 10 hrs lab sessions)  
Introduction to Classification in Geography (BSc Geomatic Engineering) (2hr lecture)  
Applications in GIS (BA/ BSc Geography) (1hr lecture)  
Professional Geodemographics Training Course (5 hours lab session)
- 2007-08 Re-designed 10 week 2nd year undergraduate GIS practical classes  
Co-ran a week long course titled 'GIS and Geodemographic Data Infrastructures'- Ritsumeikan University, Japan. 13-18th May 2007 (10 hrs lectures / 10 hrs lab sessions)  
Created and implemented a 'GIS Lounge' scheme to help and assist Masters/ Undergraduate Dissertations.  
Ad-hoc undergraduate tutorials

## b) PhD Examining Experience

- 2009 Byron Antoniou - PhD Upgrade Viva, UCL.

## 9. PARTICIPATION IN CONFERENCES AND PROFESSIONAL MEETINGS

### (a) Conference Paper Presentations

- 2010 O'Brien, O., Singleton, A.D. (2010) Spatial Interaction Modelling and Geodemographics for Higher Education. *Advances in Spatial Analysis and e-Social Science*, 13<sup>th</sup> April. London, University College London.
- 2009 Singleton, A.D. (2009) Geographic Visualisation: Neogeography and Area Classification. *OACUG Geodemographic Visualisation Conference*, 16th September 2009. RSS, London.
- O'Brien, O., Singleton, A.D. (2009) Lightning Talk: OSM Data as a Context Layer for Choropleth Maps. *State of the Map Conference*. 10-12th July 2009. Amsterdam, the Netherlands.
- Adnan, M., Singleton, A.D., Brunson, C., Longley, P.A. (2009) Moving to Real Time Segmentation: Efficient Computation of Geodemographic Classification. *GIS Research UK*, 1-3rd April. Durham, Durham University.
- Singleton, A.D. (2009) Geographic Data Mining of Online Social Networks. *GIS Research UK*, 1-3rd April. Durham, Durham University.
- Singleton, A.D., Longley, P.A. (2009) Virtual Geodemographics. *AAG Annual Conference*. 22-27 March. Las Vegas, USA.
- Singleton, A.D., Longley, P.A. (2009) Some Developments in the Specification, Estimation and Testing of Geodemographic Models. *S4 Conference*, 9th January. London, University College

London.

Singleton, A.D. (2009) Public Engagement: The London Profiler, Public Profiler and the E-Society Classification. *S4 Conference*, 8th January. London, University College London.

2008 Gibin, M., Mateos, P., Singleton, A.D., Longley, P.A., Atkinson, P. (2008) Monitoring Fine Scale Ethnic Changes in General Practices Catchment Areas in Inner London. *AAG Annual Conference*. 15-19th April. Boston, USA.

2006 Singleton, A.D. (2006) Higher Education Segmentation. *Royal Geographical Society Conference*, 30th August – 1st September. London, Royal Geographical Society.

Longley, P., Singleton, A.D. (2006) Circling the Drain. *Royal Geographical Society Conference*. 30th August – 1st September. London, Royal Geographical Society.

Lloyd, D., Singleton, A.D., Longley, P. (2006) Towards a World Wide Genealogical Website: People, Places and Geographical Genealogy. *Royal Geographical Society Conference*, 30th August – 1st September. London, Royal Geographical Society.

Singleton, A.D. (2006) Under the Spotlight. Geodemographic Segmentation of Higher Education Market Data. *Regional Science Annual Conference*. 16th – 18th August. Jersey, Regional Science Association.

Singleton, A.D. (2006) – Demonstration of Institutional and Subject Geodemographic Profiling. *Spatial Literacy, Student Recruitment and Widening Participation*. 12th June. London, University College London.

2005 Singleton, A.D. (2005) The Social Space of UK Higher Education Acceptances. *Royal Geographical Society Conference*. 31st August – 2nd September. London, Royal Geographical Society.

#### **(b) Invited Presentations at Research and Professional Seminars, Conferences and Workshops**

The following invited talks are all single authored.

2010 Thought Provoking Applications of OAC – Widening Participation in Higher Education. Output Area Classification: Current and Potential Uses. Birmingham, LARIA.

Advances in Geographic Visualisation. Masters Locational Analysis. 13<sup>th</sup> April. University of Oxford, Oxford.

2009 Public Engagement: The London Profiler, Public Profiler and the E-Society Classification. 18th March. London, Communities and Local Government.

Putting Social Care Commissioning at the Heart of Personalisation. Local Government Information Unit (LGIU), 10th March. London, LGiU.

Introduction to the Output Area Classification Online. ESRC Research Methods Workshop: Measuring Segregation: Methods, Tools and Data, 11th February. Bristol, University of Bristol.

Geodemographic Visualisation. Society for Location Analysis. 29<sup>th</sup> October. London, SLA.

2008 Neogeography. 30th November. Nottingham, University of Nottingham.

Communicating Geodemographics. 21st November. London, Market Research Society.

What are Geographic Information Systems for the Google generation? 30th June – 3rd July. Oxford, 3rd ESRC Research Methods Festival.

Neogeography and GIS applications for Spatial Decision Making. 28th February. Nottingham, University of Nottingham, Frontiers in GIS.

2007 The Geography of Classification: Geodemographic Analysis and Mapping. 8th June. Norwich/UEA, Teacher Schools Network Master Class.

Turning Data into Information: Geodemographic Applications. 14-18th May. Ritsumeikan University – Kyoto, Japan.

Open Source Geodemographics: Applications for Education. 22nd March. Sheffield, ESRC Research Methods – “Geodemographics and the Social Sciences”.

A Meritocratic Market? Tailoring Geodemographics for use in Higher Education Widening Participation. 24th January. Bristol, University of Bristol.

2005 Marketing a New Market? Admission Officers Conference. 12th – 14th April. Keele, Keele University.

2004 Tailored Geodemographics - The Construction of an Educational Mosaic. LSDA Research Conference. 8th - 9th December. London, Paddington Hilton.

Geodemographics for Education. UCAS Admission Officers Conference. 5th – 7th April. Reading, University of Reading.

## **10. PROFESSIONAL ACTIVITIES**

### **(a) Organisational Roles within Professional Societies**

2010 - Chair of the Output Area Classification User Group at the Royal Statistical Society

2008 - Chair of QMRG at Royal Geographical Society with the Institute of British Geographers

2007 - Committee Member of Output Area Classification User Group at Royal Statistical Society

### **(b) Membership of Professional Societies**

2004 Ordinary Committee Member of QMRG at Royal Geographical Society with the Institute of British Geographers

2003 - Member, Royal Geographical Society with the Institute of British Geographers  
Including the following Research Groups:

- Quantitative Methods Research Group (QMRG)
- Geographical Information Science Research Group (GIScRG)

Member Association of American Geographers

### **(c) Academic and Professional Duties**

Referee on articles submitted to the following international journals:

- **Area**
- **Environment and Planning B (Planning and Design)**
- **Computers, Environment and Urban Systems**
- **International Journal of Health Geographics**
- **International Journal of Pattern Recognition**
- **Papers in Regional Science**
- **Applied Spatial Analysis and Policy**

#### **(d) Conference and Seminar Organisation**

- 2010 Making Efficiency Saving with OAC by Understanding Total Place. Output Area Classification User Conference, London.  
Session Convenor 'The Spatial Dimensions of Health'. Royal Geographical Society Annual International Conference, London.
- 2009 Session Convenor 'New Urban Geography: Evolving Area Classification for Socio-Spatial Generalisation' Royal Geographical Society Annual International Conference, Manchester, 26-28 August.  
Organising committee for the 2010 GIS Research UK Conference. London, University College London.  
Conference Organiser - Output Area Classification User Conference 15th September
- 2006 Co-Organiser, Spatial Literacy in Teaching: Communicating GIScience, London, 24 February.  
Co-Organiser, Spatial Literacy, Student Recruitment and Widening Participation , London, 12th June.

#### **11. OUTREACH AND KNOWLEDGE TRANSFER**

For each research project I have been involved with, a range of academic publications have been produced. In addition to this scholarly output, each project is accompanied with a website aiming to disseminate the findings more broadly and where possible to engage a wide public audience. These websites take a variety of different formats and are briefly detailed in the following section with evidence for their success measured in terms of press coverage. In addition to these untargeted activities, I am also involved with two committees at the Royal Geographical Society (Chair of QMRG) and Royal Statistical Society (Committee Member Output Area Classification User Group).

##### **(a) Websites**

I have developed and/or manage a range successful websites created as part of activities associated with the Spatial Literacy Centre for Excellence in Teaching and Learning or research grants. These websites have wide ranging purposes, including pedagogic resource dissemination, public participation in GIS or the spatial literacy of the general public. Many of these sites have captured wide and international audiences. For example, the recent worldnames ([www.publicprofler.org/worldnames](http://www.publicprofler.org/worldnames)) website has had over 1.5 million unique users from 200 countries since August 30 2008.

[www.spatial-literacy.org](http://www.spatial-literacy.org) - UCL CETL/ SPLINT resource and news website  
[www.educationprofler.org](http://www.educationprofler.org) – School and catchment profiles with Google Maps  
[www.nationaltrustnames.org](http://www.nationaltrustnames.org) - 1881 and 1998 GB surname mapping website  
[www.publicprofler.org/worldnames](http://www.publicprofler.org/worldnames) - world surname mapping website  
[www.spatial-literacy.org/esocietyprofler](http://www.spatial-literacy.org/esocietyprofler) - e-Society profiler website (search by postcode)  
[www.onomap.org](http://www.onomap.org) - name classification website  
[www.publicprofler.org](http://www.publicprofler.org) - neighbourhood profiler website (search by postcode)  
[www.spatial-literacy.org/ONSMaP](http://www.spatial-literacy.org/ONSMaP)- ONS LSOA/DZ classification on Google Maps  
[www.qmrg.org.uk](http://www.qmrg.org.uk) – quantitative methods news and resources including CATMOG  
[www.londonprofler.org](http://www.londonprofler.org) – Google Maps based London profiling website  
[www.areaclassification.org.uk](http://www.areaclassification.org.uk) –geodemographic news and teaching materials

##### **(b) Media Exposure**

My own research and/or the projects in which I have worked at the UCL Department of Geography have gained attention through the following media features:

*London Profiler*

10/04/08 - Nestoria Interview - Alex Singleton - UCL's Centre for Advanced Spatial Analysis.

Nestoria Weblog (<http://blog.nestoria.co.uk/2008/04/10/nestoria-interview-alex-singleton-ucls-centre-for-advanced-spatial-analysis/>)

01/11/08 –A Multicultural Atlas of London. ESRC 'Britain in 2009' Magazine, pp 100.

#### E-Society

08/08/06 - Britain's Digital Tribes Revealed. BBC News Online (<http://news.bbc.co.uk/1/hi/technology/5256552.stm>)

01/11/08 – Using Geodemographics in 'Public Service' Delivery. ESRC 'Britain in 2009' Magazine, pp 28.

#### *Great Britain Names / National Trust Names*

15/01/06 - Mr Smith? From Lerwick, I presume, The Observer (<http://www.guardian.co.uk/uk/2006/jan/15/britishidentity.ameliahill>)

16/01/06 – What's in a Surname? Channel 4 (<http://www.channel4.com/news/articles/world/whats%20in%20a%20surname/160805>)

21/01/06 - My, you've come a long way – without even leaving home', The Times (Front Page) (<http://www.timesonline.co.uk/tol/news/uk/article716392.ece>)

21/01/06 –The Internet Route to the Roots of Your Surname. The Daily Mail (<http://www.spatial-literacy.org/wp-content/uploads/press/dailymail1.pdf>)

25/01/06 - Miles Mendoza Website of the Day. Radio 2 ([http://www.websiteoftheday.info/2006/01/surname\\_profile.html](http://www.websiteoftheday.info/2006/01/surname_profile.html))

04/06/06 - Name check reveals a new pecking order. The Sunday Times (<http://www.timesonline.co.uk/tol/news/uk/article671503.ece>)

05/06/06 – How a Cadbury Outranks a Blair or a Beckham. The Daily Mail, pp 31

09/06/06 – Have I Got News For You. BBC Two.

31/08/06 - End of the Innuendo. The Guardian (<http://www.guardian.co.uk/news/blog/2006/aug/31/endoftheinnu>)

31/08/06 - How British names conquered the world. The Telegraph (<http://www.telegraph.co.uk/news/1527663/How-British-names-conquered-the-world.html>)

#### *World Names*

01/11/08 –Tracing Family Histories goes Global. ESRC 'Britain in 2009' Magazine, pp 111.

30/08/08 - Website Maps Surnames Worldwide. BBC News Online (<http://news.bbc.co.uk/1/hi/uk/7588968.stm>).

30/08/08 - Putting you on the Map: the Website that Pinpoints where your Name is in the World. The Independent (<http://tinyurl.com/57shz3>).

30/08/08 - Global Surname Website Launched. Channel 4 News ([http://www.channel4.com/news/articles/science\\_technology/global+surname+website+launched/2438237](http://www.channel4.com/news/articles/science_technology/global+surname+website+launched/2438237)).

30/08/08 - What's in a Name? A Great Deal, Say Researchers. The Telegraph  
(<http://www.telegraph.co.uk/news/uknews/2648378/Whats-in-a-name-A-great-deal-say-researchers.html>).

30/08/08 - Website Pinpoints Where in the World Your Name is. New Zealand Herald  
([http://www.nzherald.co.nz/technology/news/article.cfm?c\\_id=5&objectid=10529791](http://www.nzherald.co.nz/technology/news/article.cfm?c_id=5&objectid=10529791))

01/09/08 - Névegyezéseket kutat fel egy kereső. ng.hu (Hungary)  
([http://www.sg.hu/cikkek/62405/nevegyezeseket\\_kutat\\_fel\\_egy\\_kereso](http://www.sg.hu/cikkek/62405/nevegyezeseket_kutat_fel_egy_kereso)).

30/08/08 - Site localiza sobrenomes ao redor do mundo. Globo Online (Brazil)  
([http://oglobo.globo.com/mundo/mat/2008/08/30/site\\_localiza\\_sobrenomes\\_ao\\_redor\\_do\\_mundo-548019784.asp](http://oglobo.globo.com/mundo/mat/2008/08/30/site_localiza_sobrenomes_ao_redor_do_mundo-548019784.asp)).

31/08/08 - Trang web tìm gốc gác tên người. Saigon Online (Vietnam)  
(<http://www.sggp.org.vn/thegioi/2008/8/163741/>)

31/08/08 - Find out how many People Share Your Name. News.com.au (Australia)  
(<http://www.news.com.au/story/0,23599,24269490-401,00.html>)

## **12. RELEVANT EDUCATIONAL COURSES AND WORKSHOPS**

### **(a) Research Training Undertaken**

2010 Survey Skills Workshop (National Centre for Social Research)

2009 Cathie Marsh Centre (University of Manchester) – Social Network Analysis

2008 UCL Recruitment and Selection Training

2004 CASS (Southampton University) – Survey Data Weighting  
CSISS (University of California) – Geographically Weighted Regression  
Centre for Applied Statistics (Lancaster University) – R  
KTP Management Training Modules 3 & 4

2003 CASS (Southampton University) – Survey Data Analysis I  
CASS (Southampton University) – Survey Data Analysis II  
KTP Management Training Modules 1 & 2  
Cathie Marsh Centre (University of Manchester) - Multilevel Modelling

## **13. OTHER WORK EXPERIENCE**

2003 Researcher - Open University: Knowledge Media Institute (Summer Work)

2002 Web Designer - BDH\TBWA New Media Department (Summer Work)  
Marketing & Information Technology Assistant - Cascade Consulting (Summer Work)

2001 Researcher - Open University: Centre for New Media (Summer Work)

2000 Researcher - Open University: Knowledge Media Institute (Summer Work)

1999 Web Developer and Webmaster - Denbigh School (Gap Year)

1998 Recruitment Assistant - Alenia Marconi (Gap Year- Year in Industry Scheme)

## **14. SPECIALIST TECHNICAL SKILLS**

5 Years SAS Programming Experience

10 Years Website Development Experience – PHP / CSS / HTML / DHTML / Javascript / XML.  
5 Years Database Experience – Oracle / MySQL  
7 Years GIS Experience – ArcGIS.

*Date CV prepared: 24<sup>th</sup> May 2010*