Contents

1 Representations in an Electronic Age: Geography, GIS, and Democracy 1
   John Pickles

2 GIS and Geographic Research 31
   Michael F. Goodchild

3 GIS and Geography 51
   Peter J. Taylor and Ronald J. Johnston

4 GIS and the Inevitability of Ethical Inconsistency 68
   Michael R. Curry

5 Computer Innovation and Adoption in Geography: A Critique of Conventional Technological Models 88
   Howard Veregin

6 Manufacturing Metaphors: Public Cartography, the Market, and Democracy 113
   Patrick H. McHaffie

7 Marketing the New Marketing: The Strategic Discourse of Geodemographic Information Systems 130
   John Goss

8 Earth Shattering: Global Imagery and GIS 171
   Susan M. Roberts and Richard H. Schein
9 Pursuing Social Goals Through Participatory GIS: 196 Redressing South Africa's Historical Political Ecology
Trevor M. Harris, Daniel Weiner, Timothy Warner, and Richard Levin

10 Conclusion: Towards and Economy of Electronic Representation and the Virtual Sign 223
John Pickles

Index 241