

# Infrastructural Affordances as Tools for Corporate Subversion: Disrupting the Imperialist Logics of Google Map Maker

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**Abstract:** Google's mapping tools have invited a host of criticisms, ranging from its geo-political hegemony to its perpetuation of colonialist map projections to its surveillant practices in its use of satellite and photographic imagery. Google Map Maker, a "social mapping" tool that combined the affordances of Google Maps and Wikipedia, came to its "untimely" death in 2017 due to the subversive practices of its users, which exposed both Google's hegemonic dominance and its user-base's complacency in perpetuating such logics.

**Bio:** Kate Hoyt is Assistant Professor of Communication in Film and Media at Pacific Lutheran University. She holds a Master of Fine Arts in Emergent Digital Practices from the University of Denver and a PhD in Communication Studies, also from the University of Denver. Kate's research interests lie at the intersection of critical rhetoric, media and technology studies, and affect. Through her work, she explores the materiality of the virtual -- how virtual worlds come to impact our physical worlds and how these virtual-physical entanglements intersect with varying systems of power and marginality. Specifically, she is interested in how the virtual implicates the physical body, through both representation and the affective register.