

MATTHEW A. ZOOK

University of Kentucky
Department of Geography
1457 Patterson Office Tower
Lexington, KY 40506

859.257.8334 (office)
510.410.1410 (cell)
zook@uky.edu
<http://www.zook.info/>

Education

Ph.D. **University of California, Berkeley**. (Berkeley, CA) 2001.
M.R.P. **Cornell University** (Ithaca, NY) 1995.
B.A. **Earlham College** (Richmond, IN) 1989.

Academic Work Experience

Associate Professor, Department of Geography, University of Kentucky (2007 to present)
Assistant Professor, Department of Geography, University of Kentucky (2002 to 2007)
Visiting Research Fellow, Public Policy Institute of California, (2001-2002)
Graduate Student Instructor, Department of City and Regional Planning, University of California-Berkeley (1997-1998)

Publications

(a) Monographs

Zook, M.A. (2005). *The Geography of the Internet Industry: Venture Capital, Dot-coms and Local Knowledge*. Blackwell Publishers.

(b) Peer Reviewed Journal Articles

Grubestic, T., Matisziw, T. and M. Zook (2008). Cities and global airline network connectivity. *GeoJournal*. Forthcoming.

Zook, M. and M. Graham. (2007). The Creative Reconstruction of the Internet: Google and the Privatization of Cyberspace and DigiPlace. *GeoForum*. Vol. 38(6). 1322-1343.

Zook, M. and M. Graham. (2007). Mapping DigiPlace: Geo-coded Internet Data and the Perception of Place. *Environment and Planning B*. 466-482.

Zook, M. (2007). Your Urgent Assistance is Requested: The Intersection of 419 Spam and New Networks of Imagination. *Ethics, Place and Environment*. Vol. 10. No. 1. 65-87.

Grubestic, T. and M. Zook. (2007). A Ticket to Ride: Evolving Landscapes of Air Travel Accessibility in United States *Journal of Transportation Geography*. Vol. 15 (6). 417-430.

Zook, M and S. Brunn. (2006). From Podes to Antipodes: New Dimensions in Mapping Global Airline Geographies. *Annals of the Association of America Geographers*. September. 471-490.

Zook, M and S. Brunn. (2005). Regions, Hierarchies and Legacies: European Cities and Global Air Travel. *Journal of Contemporary European Studies*. August. Vol 13 (2). 203-220.

Zook, M.A. (2004). The Knowledge Brokers: Venture Capitalists, Tacit Knowledge and Regional Development. *International Journal of Urban and Regional Research*. (September): 621-41.

(b) Peer Reviewed Journal Articles (continued)

- O' Riain, S., Parthasarathy, B. and M.A. Zook (2004). Symposium: Flows and Filters: The Politics of ICT Regions in a Global Economy. *International Journal of Urban and Regional Research*. (September): 617-20.
- Zook, M.A. (2003). Underground globalization: Mapping the space of flows of the internet adult industry. *Environment and Planning A*. Vol 35(7). 1261-1286.
- Zook, M.A. (2002). Hubs, nodes, and bypassed places: A typology of e-commerce regions in the United States. *Tijdschrift voor economische en sociale geografie*. Vol 93. No.5. pp. 509-521.
- Zook, M.A. (2002). Grounded capital: Venture financing and the geography of the internet industry, 1994-2000. *Journal of Economic Geography*. Vol 2. No 2. 151-177.
- Elmer, V, Landis, J. and M.A. Zook. (2002). New Economy Housing Markets: Fast and Furious, But How Different? *Housing Policy Debate*. Vol. 13. No. 2. 233-274.
- Chapple, K. and M.A. Zook. (2002). Why Some IT jobs stay: The rise of job training in information technology. *Journal of Urban Technology*. Vol 9. No 1. 57-83.
- Zook, M.A. (2001). Old hierarchies or new networks of centrality? The global geography of the internet content market. *American Behavioral Scientist*. (June). Vol 44. No. 10. 1679-1696.
- Zook, M.A. (2000). The web of production: The economic geography of commercial internet content production in the United States. *Environment and Planning A*. Vol. 32. 411-426.
- Zook, M.A. (2000). Internet metrics: Using hosts and domain counts to map the internet globally. *Telecommunications Policy*. Vol. 24 (6/7). 613-620.
- Zook, M.A. (1996). The unorganized militia network: Conspiracies, computers, and community. *Berkeley Planning Journal*. 11(1): 26-48.

(c) Book Chapters

- M. Zook. (2008). The Internet and Economic Geography. Entry in *The International Encyclopedia of Human Geography* (Rob Kitchin and Nigel Thrift, Eds.). Forthcoming
- Zook, M. and M. Samers. (2008). Tele-mediated servants and self-servants of the new economy: labor in the era of the ICT enabled E-commerce. Chapter in Susan McGrath-Champ, Al Rainnie and Andy Herod (eds.) *Handbook of Employment and Society: Working Space*, London: Edward Elgar. Forthcoming.
- M. Zook and Dodge, M. (2008). Mapping Cyberspace. Entry in *The International Encyclopedia of Human Geography* (Rob Kitchin and Nigel Thrift, Eds.). Forthcoming
- Dodge, M. and M. Zook (2008). Internet Measurement. Entry in *The International Encyclopedia of Human Geography* (Rob Kitchin and Nigel Thrift, Eds.). Forthcoming
- Zook, M. and M. Graham. (2007). From Cyberspace to DigiPlace: Visibility in an Age of Information and Mobility. Chapter in *Societies and Cities in the Age of Instant Access* Eds. Harvey Miller and Howard Rheingold. 231-244.
- Zook, M. (2006). The New Old Thing: E-Commerce Geographies after the Dot-Com Boom. In *Geographies of the New Economy* eds. Peter Daniels, John Beaverstock, Michael Bradshaw and Andrew Leyshon. Routledge.

(c) Book Chapters (continued)

Zook, M. and M. Graham. (2006). Wal-Mart Nation: Mapping the Reach of a Retail Colossus. In *Wal-Mart Nation*. ed. S. Brunn. Routledge. 15-25.

Zook, M. (2006). The Geographies of the Internet. In *Annual Review of Information Science and Technology (ARIST)* ed. B. Cronin. Volume 40. 53-78.

Zook, M.A., Dodge, M., Aoyama, Y., and A. Townsend. (2004). New Digital Geographies: Information, Communication, and Place. In *Geography and Technology*. Brunn, Cutter and Harrington (eds.). Kluwer Academic Publishers. 155-176.

Zook, M.A. (2004). Cyberspace and local places: Dot-com geography in the late 1990s. In *The Cybercities Reader*. Steve Graham (ed.). Routledge. 205-212.

(c) Peer Reviewed Conference Proceeding

Grubestic, T., Horner, M, Zook, M. and T. Leinbach. (2006). Global Distribution Systems and the U.S. Commercial Air Industry: Gathering Real-Time Airline Flight and Fare Information for Spatial and Economic Analysis. Forthcoming in the *Proceedings of the Transportation Research Board Annual Meeting*, Washington DC.

(e) Book Reviews

Zook, M.A. (2005). Review of Cooperation, Networks and Institutions in Regional Innovation Systems. *Economic Geography*. 81(1).

Zook, M.A. (2004). Review of Internet, Economic Growth and Globalization. *Growth and Change*. 35(4). 545-547.

Zook, M.A. (2004). Review of The Internet on Earth: A Geography of Information. *Regional Studies*. 38 (2): 227-228.

(f) Other Publications

Zook, M. (2006). Expert Witness Report on the Location of the Internet Adult Industry. Commissioned by the American Civil Liberties Union (ACLU) for ACLU vs. Gonzales (47 U.S.C. 231, commonly referred to as COPA)

Zook, M.A. (2002). The geography of venture capital firms. *Journal of Biolaw and Business*. Vol 5. No 3.

Zook, M.A. (2001). Connected is a matter of geography. *netWorker*. Vol. 5 No. 3. 13-17.

Zook, M.A. (2000/2001/2002) Geography matters: Differences between venture capital firms in US cities in *Pratt's Guide to Venture Capital Sources*. Securities Data Pub. New York.

Zook, M.A., C. Benner and A. Kim (eds.). (1997-98). Vol. 12 of the *Berkeley Planning Journal*.

(g) Under Review / In Progress

Zook, M. and T. Grubestic. (2008). "Place-full" Data in a "Place-less" Space: Ethical Screen-Scraping for Geo-Coded Data. (Under revision for the *Annals of the Association of American Geographers*)

M. Crutcher and M. Zook. (2008). Placemarks and Waterlines: Racialized Cyberscapes in Post Katrina Google Earth. (Submitted to *GeoForum*).

Research Funding

2007. Teaching/Research Award in Estonia. Fulbright Scholar Program. Sept. 2007 – June 2008. (Declined).

2007. Primary Investigator. *The Baltic tiger: The cultural economy of the Estonian software cluster*. National Geographic Society's Committee for Research and Exploration (\$19,920)

2007. Primary Investigator. New Silk Roads: Promises and Perils of the Internet in the Thai Silk Industry (Mark Graham) National Science Foundation – Doctoral Dissertation Improvement Award. \$11,990.

2005. Primary Investigator. *Connecting Cyberspace to Place: Understanding the Evolution of Transactions and Value Chains in Electronic Commerce*. National Science Foundation-Geography and Regional Science. Award Period 2005-2008. (\$144,000)

2005. *Your mOr[g]age is apprOved - unsolicited bulk mail as a "legitimate" marketing channel*. University of Kentucky. Research Challenge Trust Fund Summer Research Program. (\$4,500)

2004. *Web Culture*. U.K. Research Challenge Trust Fund Summer Research Program. (\$4,500)

2003. *eBay and the Geography of Electronic Commerce*. University of Kentucky. Summer Faculty Research Fellowship. (\$6,000)

Academic Honors

Fulbright Scholar Award (Estonia, 2007-2008).

Research Challenge Trust Fund Summer Research, University of Kentucky, 2004 & 2005

Participant in the Summer Institute in Economic Geography, 2003

ACSP-HUD Excellence in Urban Policy Scholarship Award, 2000

California Planning Roundtable Munsell Scholarship Award, 1998

Inside Field Exam, Honors (UC Berkeley), 1997

Planning Theory Field Exam, Honors (UC Berkeley), 1996

UC Berkeley Chancellor Fellowship – 3 yrs full funding, 1995

National Science Foundation Fellowship (Honorable Mention), 1994

Foreign Language Area Studies Scholarship - 1 yr full funding - Dept. of Education, 1994

Bartels Fellowship Travel Grant (Cornell University), 1994

Sage Graduate Fellowship - 1 yr full funding - Cornell University, 1993

Earlham College Honors, 1989

Professional Service and Membership

Editorial Board Member, Economic Geography Stream, *Geography Compass* (Blackwell)

International Advisory Board Member, *Cambridge Journal of Regions, Economy and Society*, (University of Oxford Press).

Journal Article Reviews (* indicates number of reviews completed for each journal)

2007 (16 Reviews) – (a) *Environment and Planning A***; (b) *Journal of Economic Geography**; (c) *Social and Cultural Geography** (d) *Gender, Place and Culture****; (e) *International Journal of Urban and Regional Research***; (f) *Transactions of the Institute for British Geographers**; (g) *Economic Geography**; (h) *European Urban and Regional Studies**; (i) *Geoforum**; (j) *Professional Geographer**; (k) *Cambridge Journal of Regions, Economy and Society** (l) *Growth and Change**

2006 (16 Reviews) – (a) *Geoforum*****; (b) *Economic Geography***; (c) *Journal of Planning Education and Research**; (d) *GeoJournal**; (e) *Annals of the Association of American Geographers***; (f) *Professional Geographer***; (h) *Environment and Planning A*** (i) *Information Society** (j) *Transactions of the Institute for British Geographers**

2005 (14 reviews) – (a) *Southeastern Geographer**; (b) *Geoforum**; (c) *Journal of Geographical Systems**; (d) *Journal of Economic Geography*****; (e) *Environment and Planning A**; (f) *Industrial and Corporate Change**; (g) *Journal of Planning Education and Research**; (h) *Environment and Planning B**; (i) *Geopolitics**; (j) *Information Society**

2004 (11 reviews) – (a) *Environment and Planning B**; (b) *Economic Geography**; (c) *Journal of Economic Geography***; (d) *Geoforum**; (e) *Urban Geography**; (f) *Knowledge, Technology & Policy**; (g) *International Journal of Technology Management**; (h) *Progress in Human Geography**; (i) *Environment and Planning A**; (j) *Political Geography**

2003 (8 reviews) - (a) *Environment and Planning A***; (b) *Geoforum**; (c) *The Industrial Geographer**; (d) *Growth and Change***; (e) *Telecommunications Policy**; (f) *Tijdschrift voor economische en sociale geografie**

2002 (5 reviews) - (a) *Environment and Planning A**; (b) *Annals of the Association of American Geographers**; (c) *Journal of Economic Geography**; (d) *Growth and Change**; (e) *Journal of Appalachian Studies**

2001 (2 reviews) - (a) *Environment and Planning A**; (b) *Environment and Planning B**

2000 (1 review) - (a) *Environment and Planning B**

Reviewer for Social Science and Humanities Research Council of Canada (2002).

Reviewer for the National Science Foundation-Geography and Regional Science (2005-2007).

Member of the Association of American Geographers, Association of Collegiate Schools of Planning and Southeastern Division of the Association of American Geographers.

Member of the AAG's Economic Geography Specialty Group's student paper competition review board (2004).

Organizer for two sessions AAG-2007 (San Francisco); one session AAG-2005 (Denver); three sessions-AAG-2003 (New Orleans); two sessions AAG-2002 (Los Angeles); one session ACSP-2000 (Atlanta).

Presentations

(a) Keynotes

June 7-8, 2004. Keynote address at the meeting on *The geography of the Internet: Cities, places and fluxes of information*. Science, Technology and Society workshop at the Instituto Superior Tecnico. Lisbon, Portugal.

June 25, 2003. *Mapping Trends in .ca Domain Name Usage*. Keynote Address at Canadian Internet Registration Authority's Annual General Meeting. Montreal, Canada.

(b) Invited Talks

October 4, 2007. GoogleMaps and the Privatization/Wikification of Cartography. Digital Scholarship Colloquium. University of Kentucky.

October 27, 2006. The Creative Reconstruction of the Internet: Code, Internet Mapping and the Representation of Place. Department of City and Regional Planning. University of Pennsylvania.

October 10, 2006. The State of the Domain. CENTR.org Meeting. Toronto, Canada.

April 16, 2004. Global Cities, Bypassed Places and Underground Nodes: Understanding the Global Geography of the Internet. Geography Department. University of Cincinnati.

July 3, 2003. The Knowledge Brokers: Venture Capitalists, Tacit Knowledge and Regional Development. Institut für Volkswirtschaftslehre. Goethe-Universität. Frankfurt, Germany

April 16, 2003. "The new old thing: E-commerce geographies after the dot-com boom." Presentation at the Reflections on the 'New Economy' seminar. University of Nottingham, UK.

March 13, 2003. E-commerce and Geography. University College London. (via web streaming).

June 17, 2002. Cyberspace and Cities: Global centers and peripheral places. University of California, Berkeley.

May 13, 2002. Where is the Internet? Global centers and peripheral places. Institute for the Future. Menlo Park, CA.

(c) Conference Presentations

Zook, M. (2007). Manufacturing solutions: explaining e-commerce adoption in U.S. manufacturing firms. Paper presented at the Second Global Conference on Economic Geography. Beijing, China.

Zook, M. (2007). E-commerce Adoption by U.S. Manufacturing Firms and the Role of Customer Initiated Demands. Paper presented at the AAG Conference. San Francisco, CA.

Zook, M. and M. Graham. (2007). The Creative Reconstruction of the Internet: Google and the Privatization of Cyberspace and DigiPlace. Paper presented at the AAG Conference. San Francisco, CA.

Zook, M. (2006). Your Urgent Assistance is Requested: The Intersection of Imagined Communities and 419 Spam. Paper presented at the AAG Conference. Chicago, IL.

Graham, M. and M. Zook. (2006). The Soft-Ware and Hard-Where of GoogleEarth: Privatizing DigiPlace?. Paper presented at the AAG Conference. Chicago, IL.

Zook, M.A. and T. Leinbach (2006). Connecting Cyberspace to Place: Understanding the Evolution of Transactions and Value Chains in Electronic Commerce. Paper presented at the AAG Conference. Chicago, IL.

(c) Conference Presentations (continued)

- Grubestic, T., Horner, M, Zook, M. and T. Leinbach. (2006). Global Distribution Systems and the U.S. Commercial Air Industry: Gathering Real-Time Airline Flight and Fare Information for Spatial and Economic Analysis. Poster presented at the Transportation Research Board Conference. Washington D.C. January 22-26, 2006.
- Zook, M. and M. Graham. (2005). The Making of DigiPlace: Merging Soft-Ware and Hard-Where via GoogleLocal. *Society and Cities in the Age of Instant Access Conference*. Salt Lake City, UT. Nov 10-12, 2005.
- Zook, M.A. (2005). Spam, Spam, Spam, Glorious Spam: Uncovering the Geographic Contours of Bulk, Unsolicited Email. Paper presented at the AAG Conference. Denver, CO.
- Zook, M.A. (2004). GoogleMaps: Charting the Geo-Cultural Cartographies of Cyberspace. Paper presented at Digital Cultural Institutions and the Future of Access: Social, Legal, and Technical Challenges (Social Science Research Council). Santa Clara University. October 21
- Zook, M.A. (2004). Monster Mapping: Locating Demand for Workers Based on Internet Job Search Engines. Paper presented at the AAG Conference. Philadelphia, PA.
- Zook, M.A. and S. Brunn. (2004). From Podes to Antipodes: New Dimensions in Mapping Global Time, Cost, and Distance. Specialist Meeting on Globalization in the World-System: Mapping Change over Time. University of California, Riverside. February 7-8.
- Zook, M.A. (2003). The Knowledge Brokers: Venture Capitalists, Tacit Knowledge and Regional Development. Electronic paper presented at DRUID's 2003 Summer Conference. Copenhagen, Denmark. June 12-14.
- Zook, M.A. (2003). E-tailers on the Cyber-frontier: The world diffusion of eBay Sellers. Paper presented at the AAG Conference. New Orleans, LA.
- Zook, M.A. (2002). The Electronic Agora: eBay and the Shaping of E-Commerce Geography. Paper presented at the SEDAAG Conference. Richmond, VA.
- Zook, M.A. (2002). Peripheral Nodes in the Space of Flows: The Geography of the Internet Adult Industry. Paper presented at the AAG Conference. Los Angeles, CA.
- Zook, M.A. (2001). The Knowledge Brokers: Venture Capitalists, Tacit Knowledge and Regional Development. Paper presented at the Association of Collegiate Schools of Planning. Cleveland, OH. November 7-11.
- Zook, M.A. (2001). Peripheral Nodes in the Space of Flows: The Geography of the Internet Adult Industry. Paper presented at the Digital Communities 2001 Conference. Chicago, IL. November 3-6.
- Zook, M.A. (2001). Hubs, Nodes and Bypassed Places: A Typology of E-commerce Regions in the United States. Paper presented at the Association of American Geographers Meeting. New York. Feb 28-March 3.
- Zook, M.A. (2000). Grounding Capital: The Geographic Nature of Venture Financing in the United States. Paper presented at the Global Conference on Economic Geography. Singapore. December 5-9.

(c)Conference Presentations (continued)

Chapple, K. and M.A. Zook. (2000). Promising Futures: Promising Practices in Information Technology Training for Disadvantaged Adults. Paper presented at the Association of Collegiate Schools of Planning. Atlanta, GA. November 1-5.

Zook, M.A. (2000). Venture Capital's role in the clustering of Internet firms in the US. Paper presented at the Association of Collegiate Schools of Planning. Atlanta, GA. November 1-5.

Zook, M.A. (1999). Internet Cities of the United States and the World: Understanding New Geographies. Paper presented at the Cities in the Global Information Society Conference. Newcastle upon Tyne, UK. November 22-24.

Zook, M.A. (1999). Regional Systems of Financing. Paper presented at the Global Networks, Innovation and Regional Development: The Informational Region as Development Strategy Conference. Santa Cruz, CA. November 11-13.

Zook, M.A. (1999). Role of Venture Capital in Organizing the US Internet Industry. Paper presented at the Association of Collegiate Schools of Planning. Chicago, IL. Oct. 22-25.

Zook, M.A. (1998). The Web of Consumption: The Spatial Organization of the Internet Industry in the United States. Paper presented at the Association of Collegiate Schools of Planning Conference. Pasadena, CA. November 5-8.

Teaching

GEO152: World Regional Geography, University of Kentucky. (undergraduate).

GEO310: Quantitative Techniques in Geography, University of Kentucky. (undergraduate).

GEO455: Introduction to Economic Geography, University of Kentucky. (undergraduate).

GEO565: Geographies of the Internet, University of Kentucky. (graduate).

GEO600: Analytical Methods in Geography, University of Kentucky. (graduate).

GEO655: Geographies of Cyberspace, University of Kentucky (graduate).

GEO713: Technology, Digital Economy and Regional Development/Globalization, University of Kentucky (graduate).

GEO713: Economic Geography and Globalization, University of Kentucky (graduate).

GEO713: Information, Place and Economy, University of Kentucky (graduate).

CRP 275: The Internet and Regional Development, UC Berkeley. (TA/graduate).

CRP 220: The Urban and Regional Economy, UC Berkeley. (TA/graduate).

CRP 225: Methods of Regional Analysis, UC Berkeley. (TA/graduate).

Languages

German - conversation and reading proficient

Spanish - conversation and reading proficient

Portuguese - limited conversation and reading

French - limited conversation and reading

Estonian - beginning level

Work, Study and Research Abroad:

West Germany, East Germany and Austria (1988): Six month undergraduate study abroad program as part of German minor.

Nicaragua (1989-1990): Six month work project in Matiguas (a town of 8,000 in the central region) and observer of the 1990 presidential elections.

Guatemala (1993): Three months of language study and travel.

Honduras (1994): Two week trip (with Cornell University) to agricultural production facilities.

Mozambique/South Africa (1994): During my Masters program I spent the summer at Eduardo Mondlane University studying the implementation of an email system; Observed community development program in Capetown, South Africa.

Estonia (2000, 2003) – Extended stays (ten weeks in 2003) in Estonia; future research site on post-Soviet transition and the use of information technologies (particularly mobile).

In addition I have traveled extensively throughout Western and Eastern Europe; Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan); Southeast Asia (Thailand, Singapore and Malaysia) and New Zealand.

Professional Reports

Los Angeles Regional Technology Alliance. 2001/2002/2003. The Sand Dollar Report: An analysis of venture investing on the digital coast.

Ford Foundation. 2000. Promising Futures: Promising Practices in IT Training for Disadvantaged Adults. Co-authored with Chapple, K., Zook, M., Kunamneni, R. *et al.*

ICF Consulting. 1999. Economic Development in the Global City: Shaping the City of Toronto's 21st Century Economy. Prepared for the City of Toronto.

The Sedway Group and Zook Consulting. 1999. Redevelopment Project Area Employment Assessments. Prepared for the Redevelopment Agency of the City of San Jose, CA.

ICF Consulting. 1999. Roanoke, Virginia Regional Cluster Analysis. Prepared for the Fifth District Regional Alliance.

ICF Consulting. 1999. Encouraging the Internationalization Process: Policy Lessons from Two U.S. States. Prepared for Scottish Enterprise Operations.

ICF Consulting. 1998. The Regional Basis of Global Competitiveness: A Study of Global Companies in Four U.S. States. Prepared for Scottish Enterprise Operations.

Strategic Economics and Density Squared. 1998. Downtown Oakland Strategic Data Assessment. Prepared for the Community and Economic Development Agency of the City of Oakland, CA.