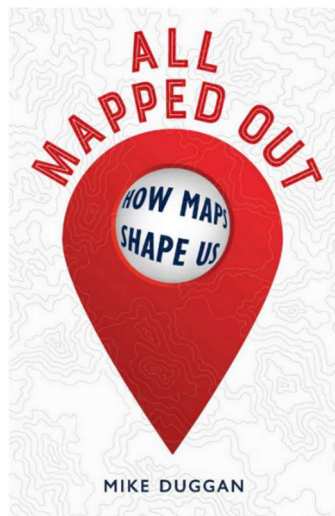


appear in a two-page spread layout, which interrupts the image. This means that the details are not always easy to see. Although the author occasionally includes additional extracts of the map to highlight details, a reader may need to seek out another version to see all the details.

Given the casual tone of the book, it feels like a great gift for the person in your life who has mentioned a fondness for maps. Readers of the Bulletin may appreciate this book as a love letter to mapping. The maps cover everything from dancing bees to neurons in the human brain, to Aztec symbolism. Several even extend beyond the limits of our planet. Although not an academic text, this book could be a valuable starting place for those interested in cartography, data visualization, or western biases in mapping. If you want to spark discussions about what a map is, or can be, this book offers many interesting examples. For these reasons, this book could make a useful contribution to an academic library collection.

**All Mapped Out: How Maps Shape Us,
By Mike Duggan**



Duggan, Mike. *All Mapped Out: How Maps Shape Us*. London: Reaktion Books. 2024. 230p. \$29.50 CAD.

Mike Duggan's *All Mapped Out: How Maps Shape Us* offers something a little outside the usual fare for a text about maps. Rather than making an argument about the history of cartography, or a spatial argument about a place itself, this text follows a discussion about why maps are made and used, and how their use is changing or adapting over time and medium. Duggan is looking at maps not solely as a mode of data, but as a mode of culture and society.

The primary thesis of the book is that maps are deeply ingrained in all that we do in our daily lives. We, individually and societally, shape and are shaped by maps in a variety of ways. They help us in our wayfinding and are happily abandoned mid-journey for something of interest, perhaps rejoined or rejigged when the time comes. They are used to shape power and influence, from land claims to gerrymandering. They are used to show people, routes, and waypoints of culture, such as museums, shops or landmarks. And they are expanding in scope and definition, as new technologies use and create maps to their particular means, including self-driving cars, geo-visualization for urban planning, or maps intersecting with machine learning, creating further abstractions from reality. There is no moral judgment on these topics ; they are simply discussed, as they are, and have been, and may be.

This book appears to be intended as a crossover for both popular and academic audiences. The writing style is clear and engaging, and offers a healthy scope of research, while not descending into the esoteric linguistic chicanery employed by more foppishly obtuse authors. It is indeed eminently readable, and Duggan's own surveys of map users brings several points of interest to the subject. In discussing the use of maps as navigational tools, for instance,

Duggan points to how they were not an answer to finding users' ways, but instead a conversation between place and person, participants would go "out of their way to get coffee or a snack, run an errand, take a photo...or simply 'because it's nicer'...", and that "...people *know as they go* [sic], rather than follow a predetermined route to get there" (Duggan, 2024, p. 43).

Duggan is a cultural geographer in London, UK where he received his PhD from Royal Holloway University, writing an ethnography on daily digital mapping practices (Duggan, 2023). He now works at King's College London (Duggan, 2024). He has co-written other texts on *Sharing Mobilities* and *Radical Cartography*, as well as a number of articles on these and other topics. With this background, he is well-suited as a researcher and thinker on maps and how they engage with people and culture.

One of the main drawbacks of the book is how the maps are reproduced. The size of the pages is 13.5cm by 21.5 cm, which is fine for text but can be small for a map – more of a squinting than a useful size. This is exacerbated by the fact that they are reproduced on the horizontal (i.e. the same plane as the text), when they could have been rotated and made slightly larger. They are not as integral to the text as they might be in other books, serving as examples rather than arguments. However, some – such as the Silk Road/Belt and Road maps on pages 53 and 54 – are difficult to really see, given the size at which they are printed (see figure 1), losing the example to the pixels of time. Perhaps this is an intentional, or even punny, irony – we're all mapped out. Still, this aspect was disappointing.

While the maps of old could vaguely show the pathways of trade and indicate which places were the sources of what resources, today's maps can show the precise location of individual items, their current status and, much like a home delivery, their estimated time of arrival.² As a result, great economic value is now placed on knowing exactly where things are. This has created a billion-dollar segment of the logistics market, its primary role to keep track of items in real time as they are moved from place to place.³ This relatively new phenomenon has quickly become normalized, and both businesses and customers now expect to be able to keep track of the things they buy and sell in real time. A wide range of technology – algorithms, barcodes, scanners, pens, paper, transportation



Ferdinand von Richthofen's 1877 map of Central Asia, with different lines showing the routes of trade coming from China and the other Eurasian trade routes in operation between 118 BC and AD 150.

53

Figure 1: Snapshot of map sample.

All Mapped Out offers the reader a thoughtful engagement with maps and their use in modern life. It can be best viewed as a descendant of Monmonier's, *How to Lie With Maps*, adding more to the discussion of maps in our daily life and the ways in which we think about them. It leans more to the philosophical than Monmonier's classic, providing further thinking in areas (so far) less trod. In these times of existential threat, readers may find some comfort to bolster their spirits, if not their collections.

Sources Cited

Duggan, M. (2023). *About Me*. Mike Duggan [personal website]. <https://www.mikeduggan.space/>

Duggan, M. (2024). *All Mapped Out : How Maps Shape Us*. (1st ed.). Reaktion Books, Limited.