

# 'Spatial Microsimulation: What is it and why do it?'

4.00 pm — 27 November, 2012  
Location: Rm 406,  
Department of Geography



## Public Health Lecture Series

Speaker: Dr Malcolm Campbell

*Lecturer in Health Geography and Co-Director of the GeoHealth Laboratory, University of Canterbury, New Zealand*

Spatial microsimulation is a technique that can be used to create a 'new' synthetic population that is as close as possible to the real population with a geographical element. The seminar will show how spatial microsimulation can potentially be used to estimate the socio-economic and spatial impacts of 'what-if' policy scenarios on both places and people. Several 'what-if' policy scenarios (both present and future) and the implications for social and spatial inequalities are then considered and discussed. The spatial microdata created, provides a wealth of information which can be examined and explored. The seminar will conclude by exploring possibilities for such analysis in New Zealand.