



Acknowledgment to Country

I would like to acknowledge the traditional custodians of the land on which we are meeting. I would also like to pay respects to elders past, present, and emerging.

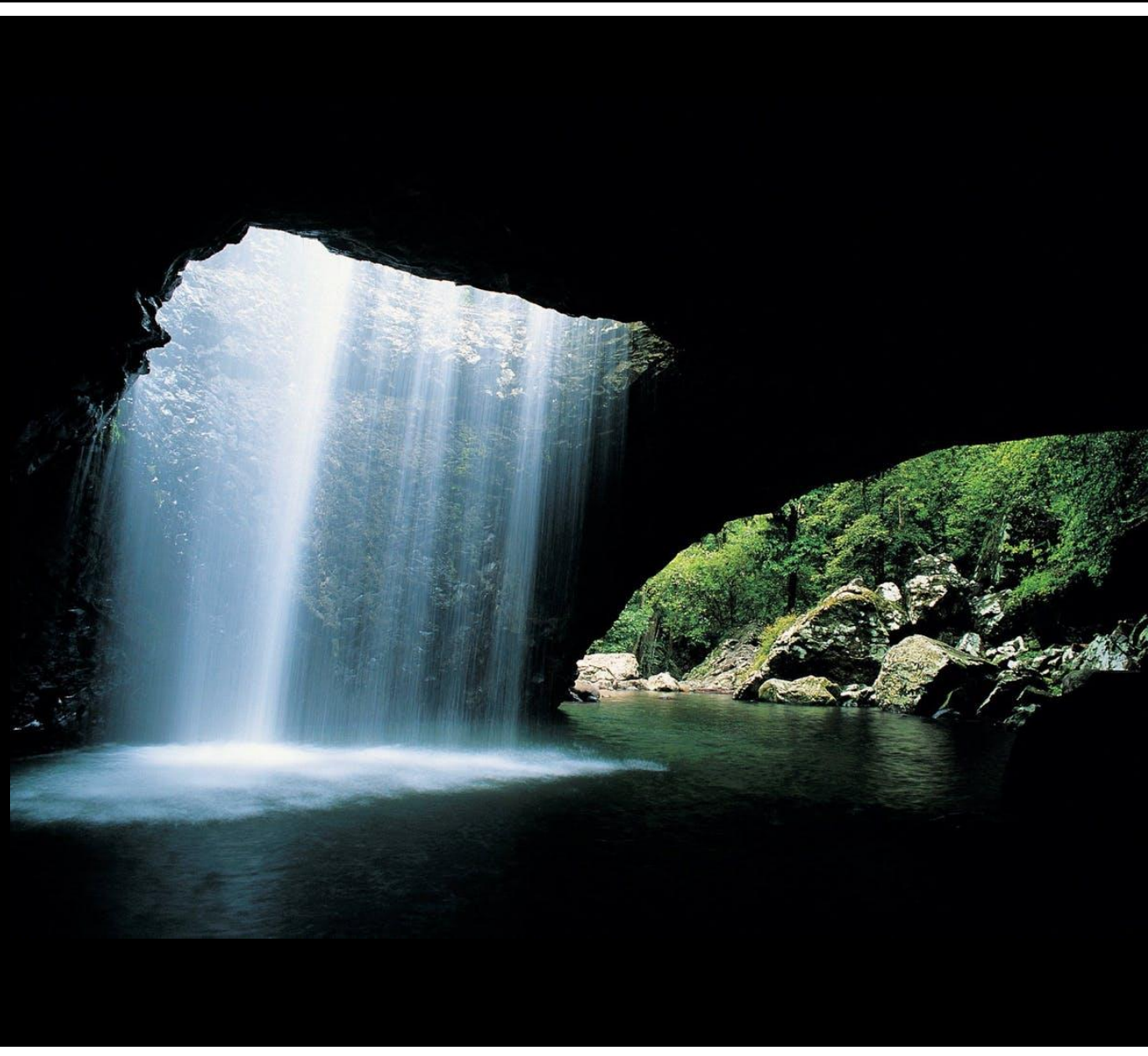


Public Participation in the Digital Age: Social Media Reactions about an Iconic Species

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Prof. Catherine Pickering**

In collaboration with:
CITY OF
GOLDCOAST.





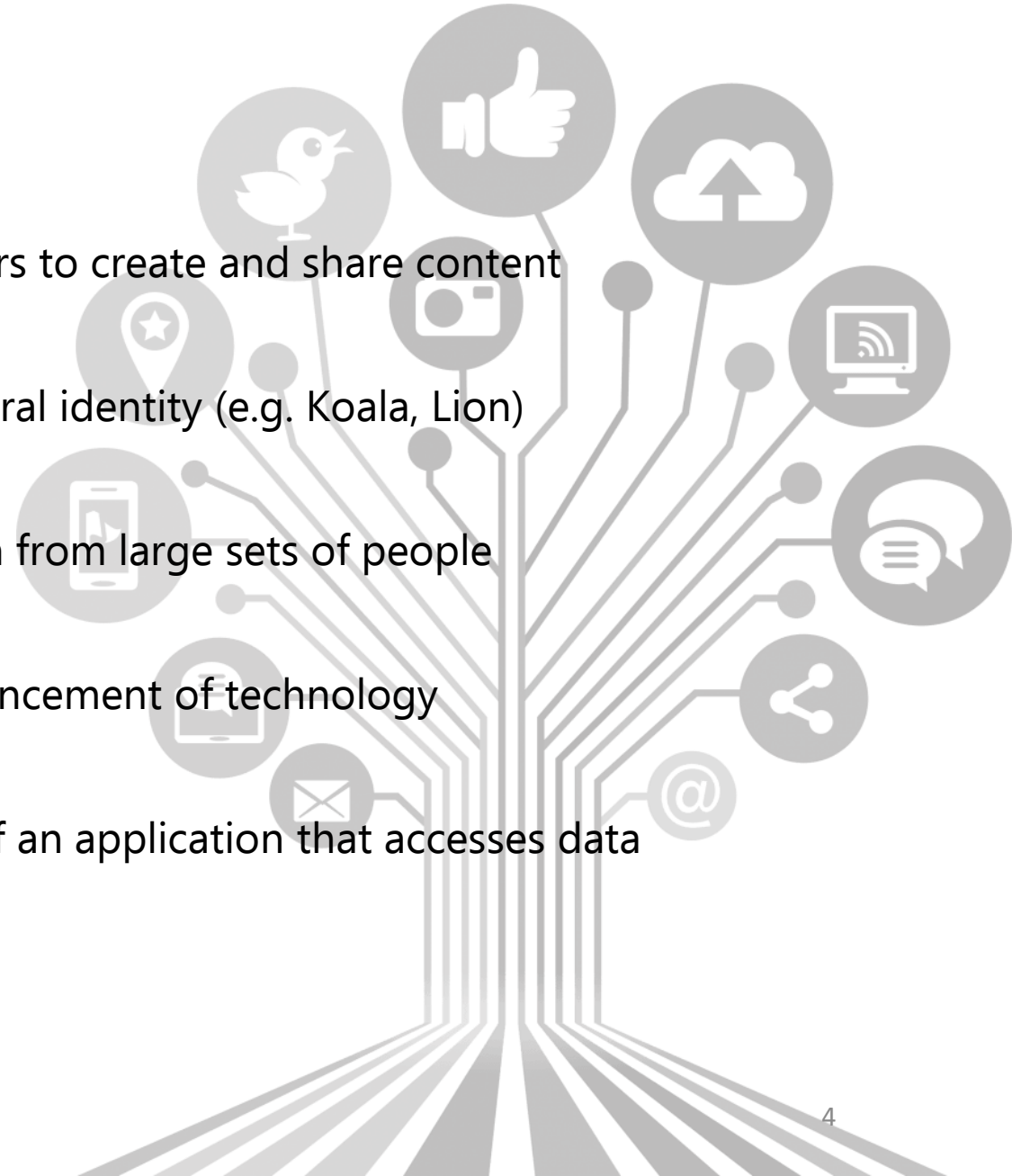
INTRODUCTION

01



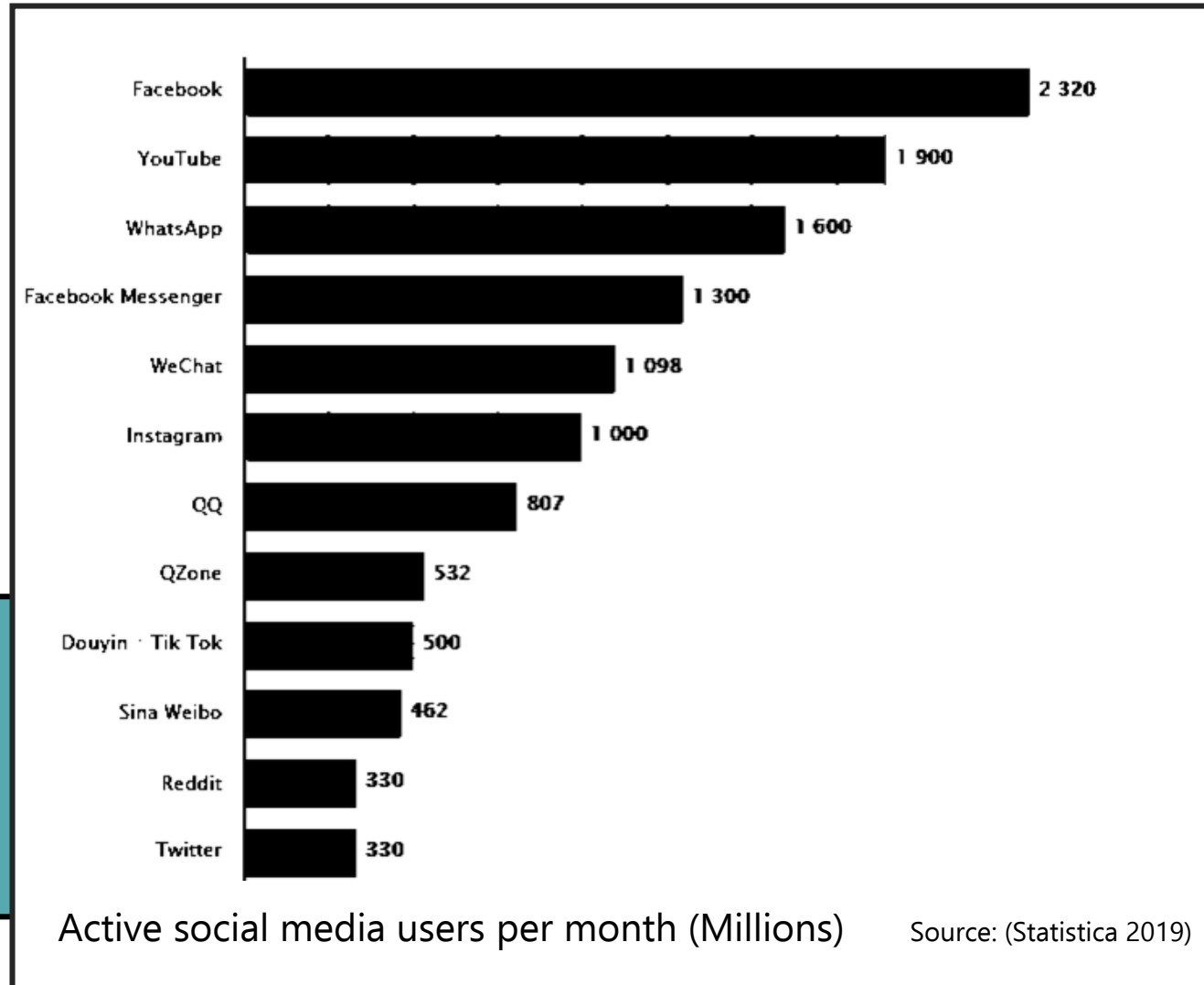
TOPIC DEFINITIONS

- ❖ **Social Media:** Websites and applications that enable users to create and share content
- ❖ **Iconic Species:** Flora or fauna that are important to cultural identity (e.g. Koala, Lion)
- ❖ **Crowd source data:** Building data sets with contribution from large sets of people
- ❖ **Digital age:** Time period starting in 1970-80s of the advancement of technology
- ❖ **Application Program Interface (API):** The creation of an application that accesses data



SOCIAL MEDIA AS A DATA BASE

- ❖ Social media – large participants
- ❖ Enormous amount of user created content
- ❖ Communication amongst people independently
- ❖ Virtual communities, virtual landscapes



SOCIAL MEDIA DATA CONSIDERATIONS

1. What are the current data/databases that already exist?
2. What are their disadvantages?
3. What data can be accessed and how?
4. What are the privacy/ethics/property rights of the data?
5. How can social media data benefit additional databases?
6. How to display/analyse the data?

BENEFITS

- ❖ Large amounts of data generated daily
- ❖ Can access a different audience varying in age and location
- ❖ Social media data can have geo-data
- ❖ Can access metadata (spatial and temporal)
- ❖ Can also do textual and image content analysis

LIMITATIONS

- ❖ Data representative of peoples opinions
- ❖ Over representation of views
- ❖ Only limited groups using social media
- ❖ Coders interpretation of words
- ❖ Whether sufficient data for the topic investigated is available

WHAT CAN WE LEARN?

TWITTER



- ❖ Online news and social networking site – communication occurs via tweets (Twitter 2019)
- ❖ Twitter: accumulates 4% of the international social media activity > 275 million registered tweeters
- ❖ Information on the sociocultural dimensions - spatial and temporal data
- ❖ Twitter Storms: Folksonomy research

GOOGLE TRENDS



- ❖ Website that analyses comparative keyword research (Google Trends 2019)
- ❖ Google Trends: 1.17 Billion People utilise as a search engine – 40,000 searches on google each second
- ❖ Interest by region and country
- ❖ Trending terms and topics



THESIS RESEARCH

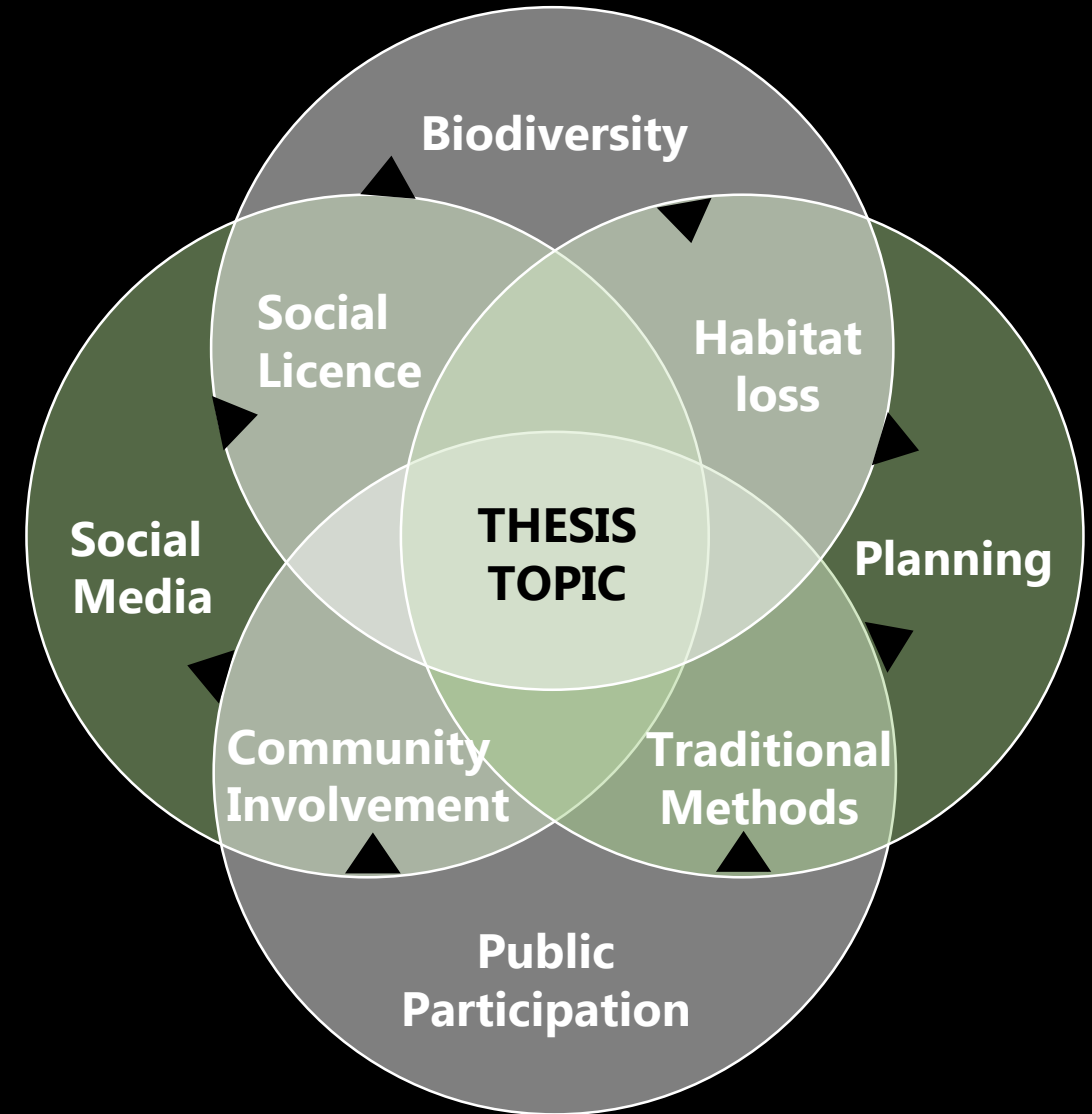
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BACKGROUND RATIONALE

- ❖ Public participation in planning practice
- ❖ 55% of the world population living in cities, projected to increase to 68% in 2050 (United Nations 2018)
- ❖ Pressure for urban environments to change
- ❖ The issue of habitat loss from expansion of urban areas
- ❖ Affects biodiversity and Iconic species (Kangaroo, Koala)

MERMAID BEACH,
CITY OF GOLD COAST



RESEARCH QUESTION



How can we use social media research to make better planning decisions?

RESEARCH AIMS

- ❖ What insights can be gained from analysing social media data
- ❖ Exploring and reflecting on the process of developing research questions in a collaborating process
- ❖ To discover the influence of iconic species through the use of user created textual content

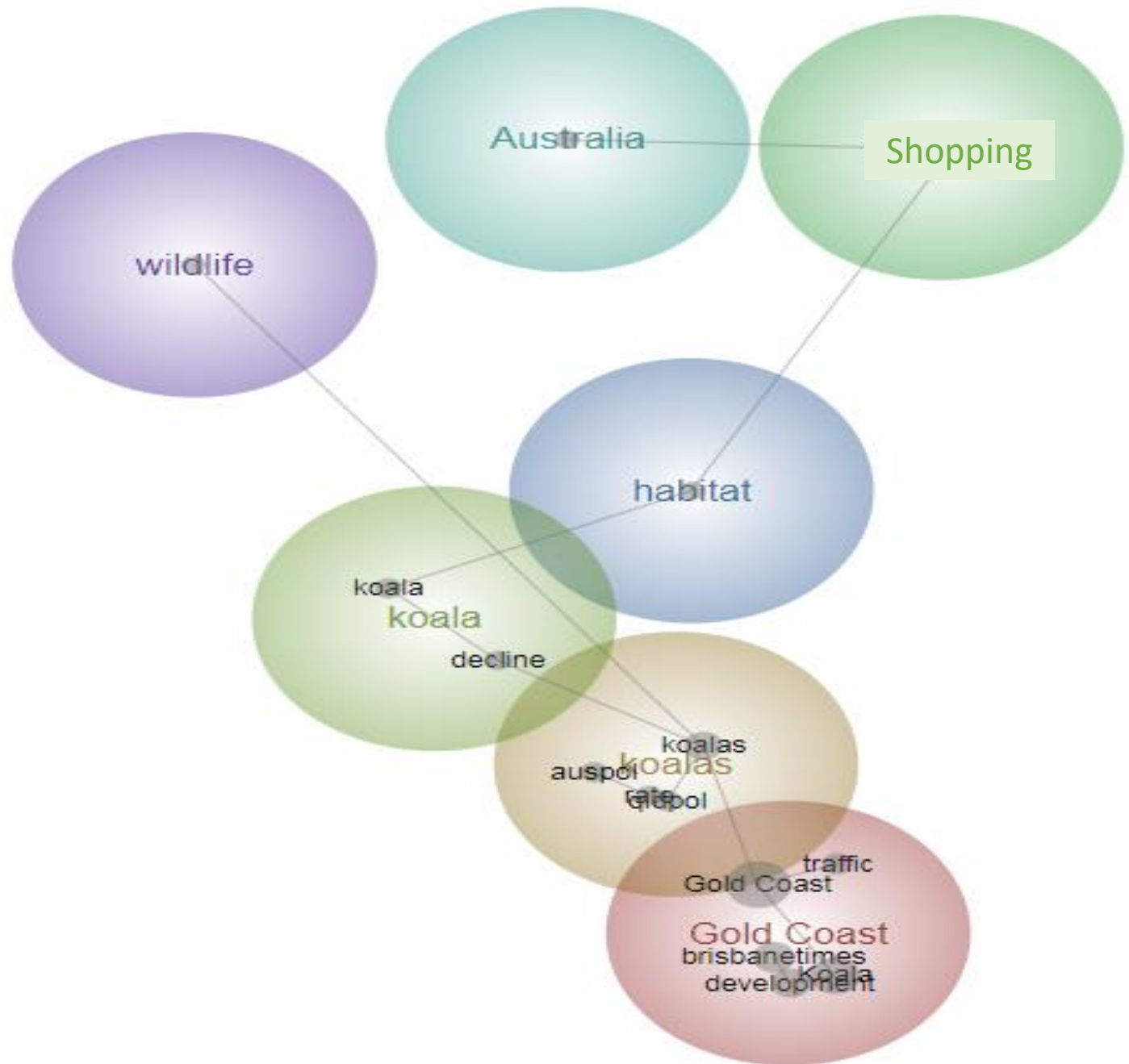
SUB RESEARCH QUESTIONS

- ① Can social media research contribute to policy making in councils?
- ② How does public participation function in the digital age?
- ③ What makes an iconic species, and how can this influence a locations image?
- ④ How does the online public associate meaning to Koala, Gold Coast?

TWITTER DATA RESULTS

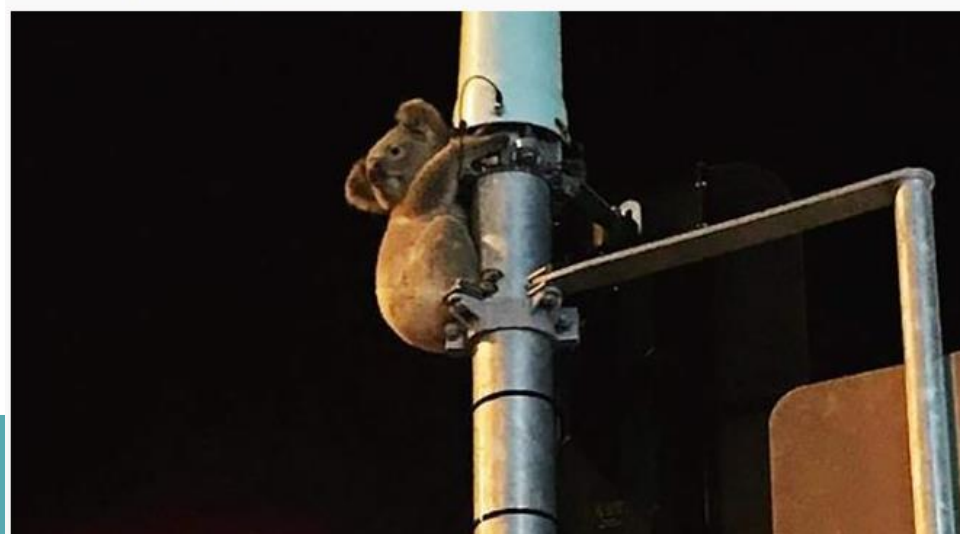
Twitter Data Pull: Search term "Koala" & "G

- ❖ Duration of 1st Aug 2018 -
27th Nov 2018
- ❖ 1298 Tweets in total
- ❖ 982 Retweets



Koala rescued from traffic pole at busy Gold Coast intersection

ABC Gold Coast By Damien Larkins
Posted 28 Aug 2018, 12:51pm



Fears for the future of Gold Coast koalas as report reveals significant decline

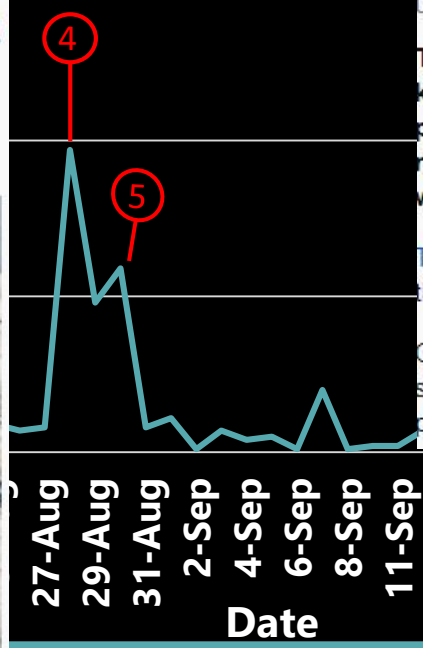
ABC Gold Coast By Elise Kinsella
Updated 30 Aug 2018, 7:53am



4

H STORMS

r Data Koala search term 1st Aug 2018 – 27



Minister for Environment and the Great Barrier Reef, Minister for Science and Minister for the Arts
The Honourable Leeanne Enoch
Thursday, November 22, 2018

1

Palaszczuk Government announces new Koala Advisory Council

The Palaszczuk Government is moving forward with its plan to further protect Queensland's koala populations, with the announcement of a new Koala Advisory Council.

At Australia Zoo on the Sunshine Coast today, Minister for Environment Leeanne Enoch said the group of leading experts would provide advice on the development and implementation of a new koala conservation strategy in Queensland.

"This Koala Advisory Council, led by RSPCA Queensland CEO Mark Townend, will coordinate and oversee the implementation of the recommendations from the Koala Expert Panel report, which was released earlier this year," Ms Enoch said.

Nearly half of Coomera koalas die after Gold Coast relocation

By Tom Forbes and Chris O'Brien
Updated 2 Aug 2018, 5:14pm

2

The Queensland Government is reviewing its koala "translocation" policy after more than 40 per cent of animals removed from the booming northern Gold Coast suburb of Coomera died within five years.

The koalas were moved about 40 kilometres from their habitat and into the Gold Coast Hinterland.

Queensland Environment Minister Leeanne Enoch said in a statement that they fared better than the population that remained in Coomera.



Koala Conservation | GC have your say

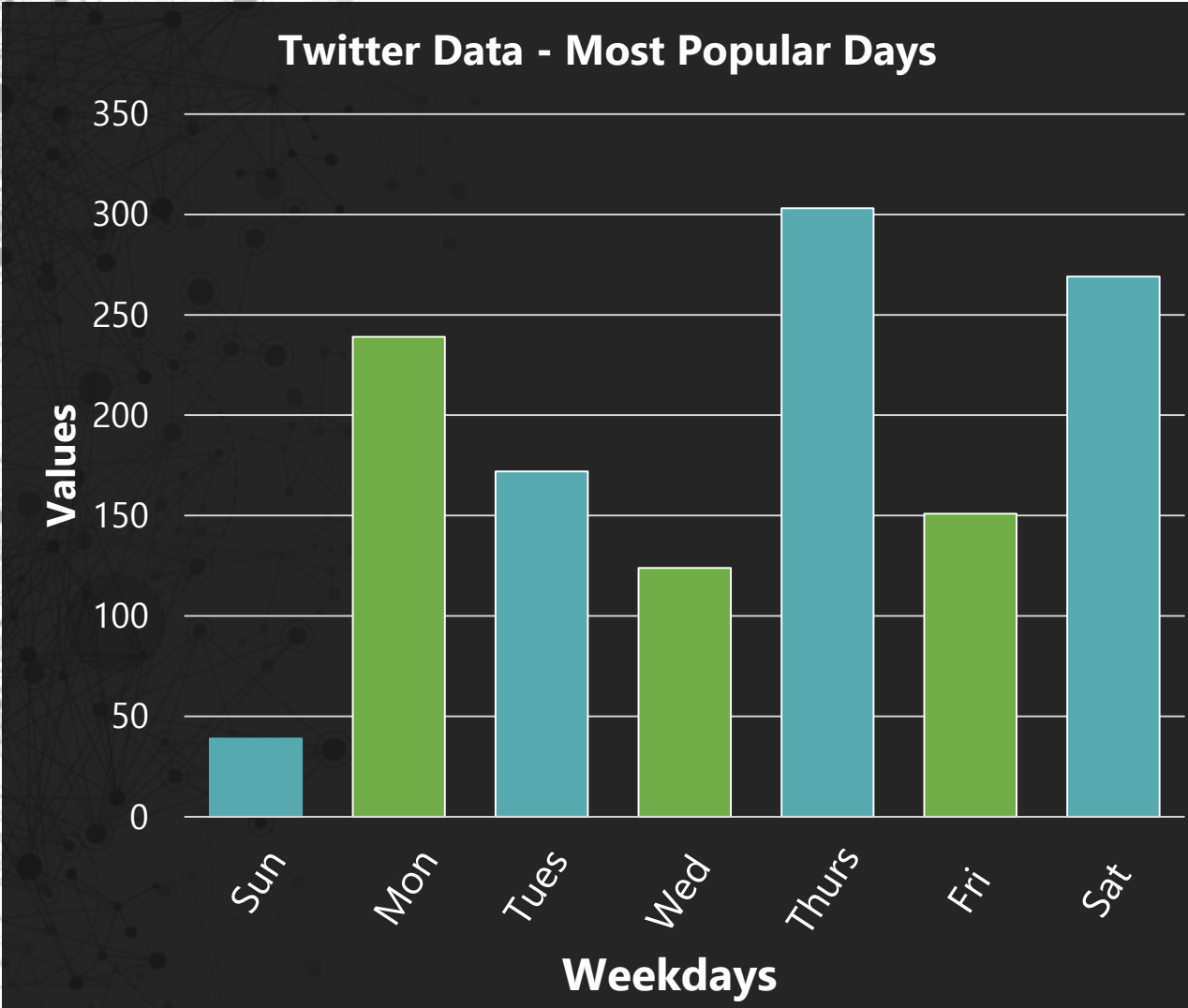
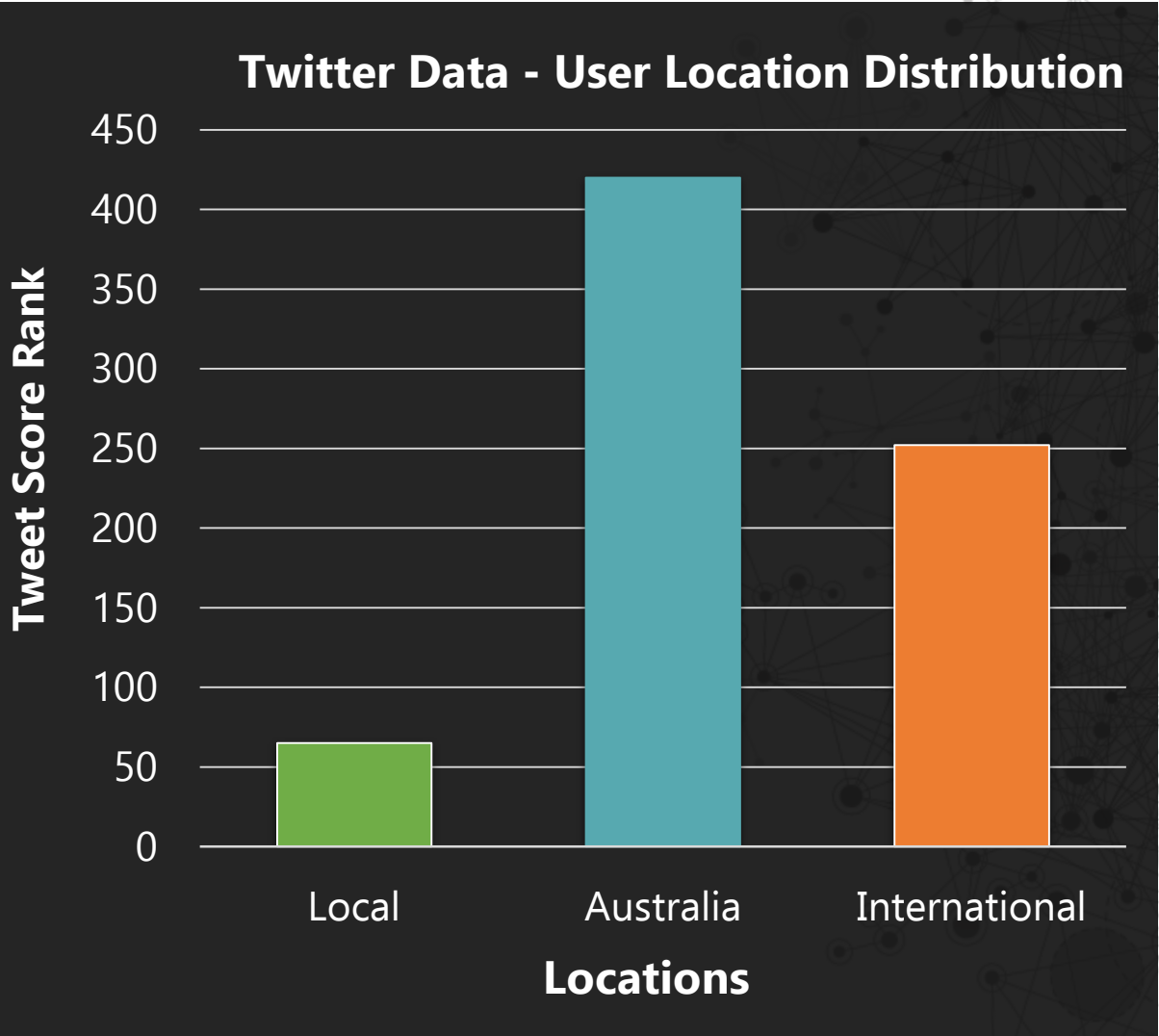
<https://www.gchaveyoursay.com.au/koalas/photos/56724>

Joanna Condon Arundel 5 11 2018 · Judy Constable Yatala 26 09 2018 · Julie Blackmore Tallebudgera 15 11 2018 · Julie Blackmore Tallebudgera 29 11 2018.

3

NUMBER OF TWEETS PER DAY

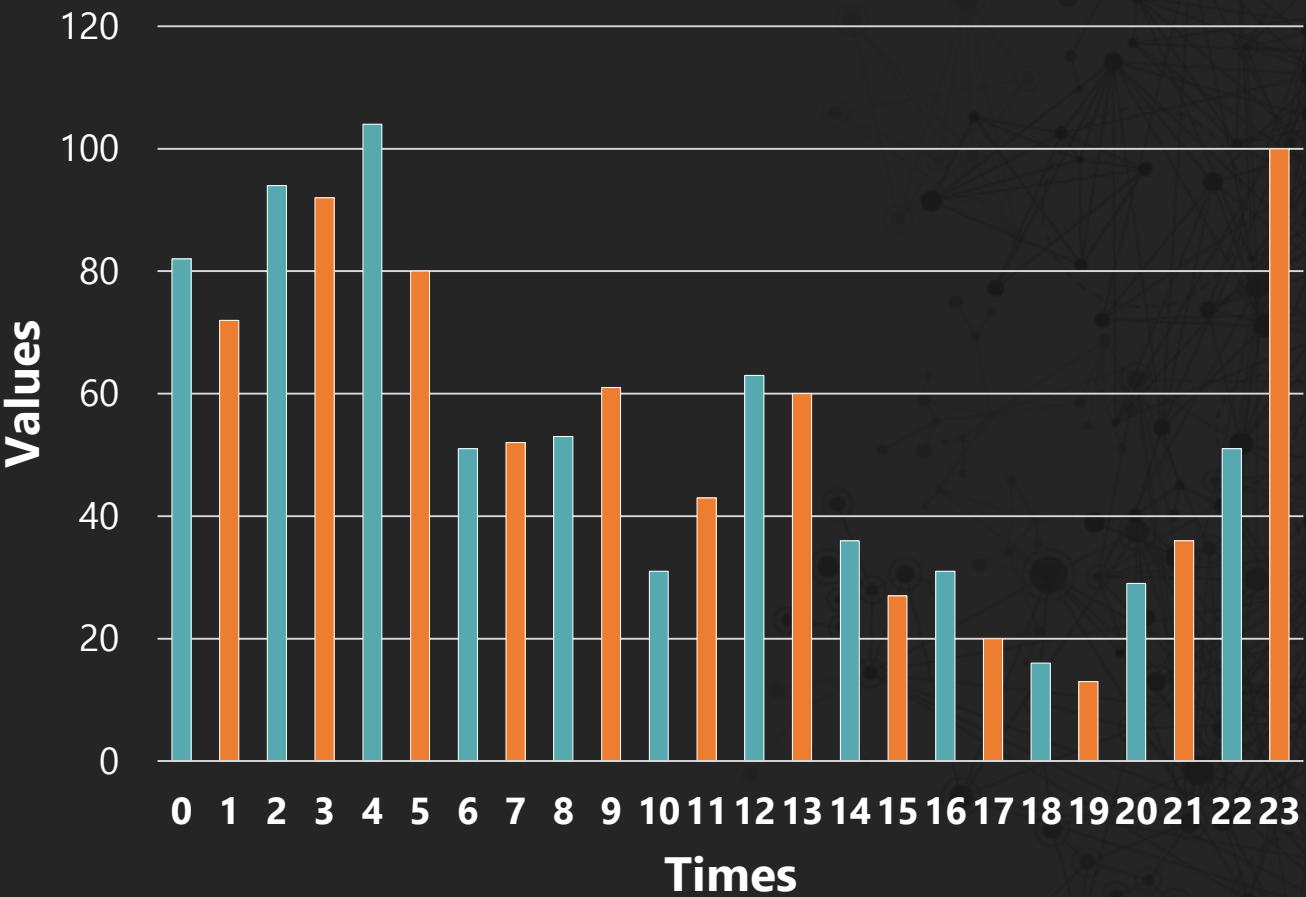
Hashtags used: #Koala #GoldCoast



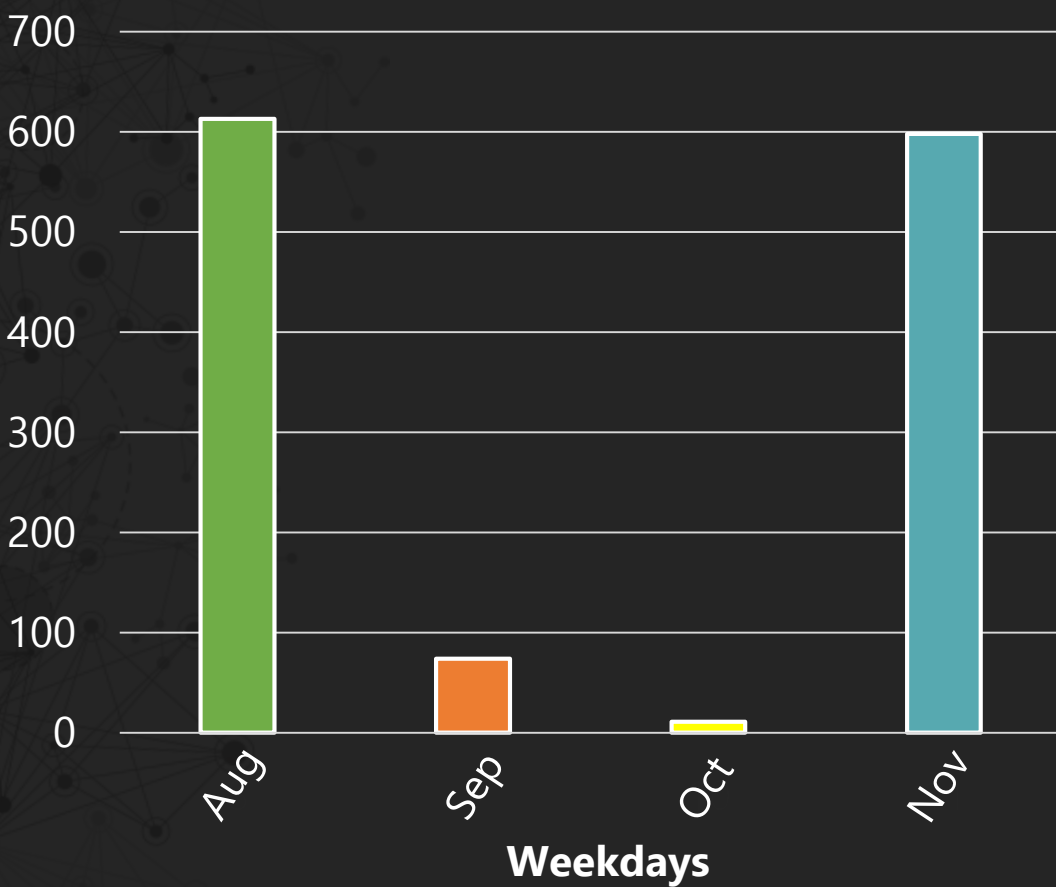
NUMBER OF TWEETS PER DAY

Hashtags used: #Koala #GoldCoast

Twitter Data - Most Popular Times

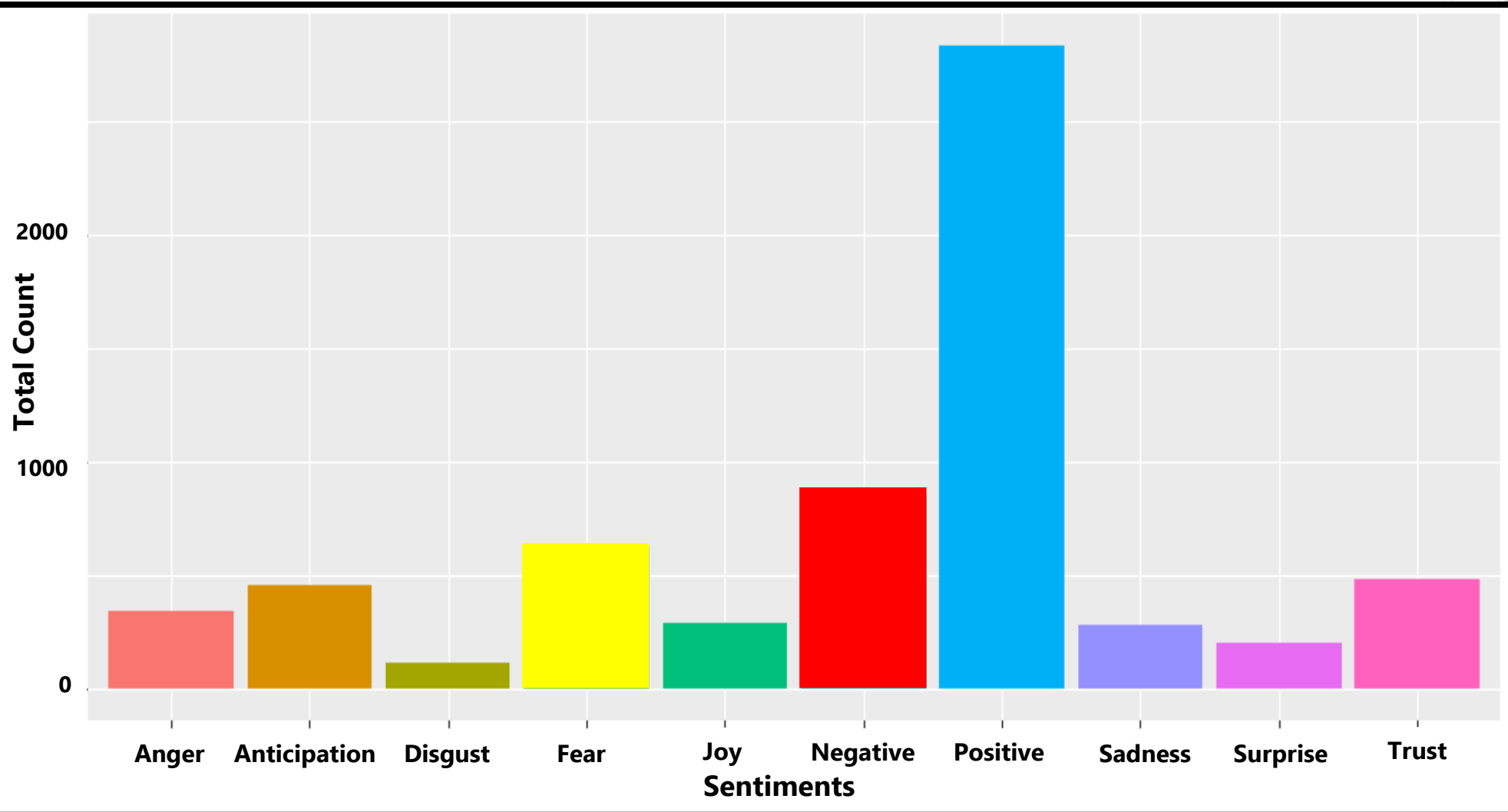


Twitter Data – Most Popular Months



TWITTER TEXT SENTIMENT DATA

Twitter Sentiment Data Table

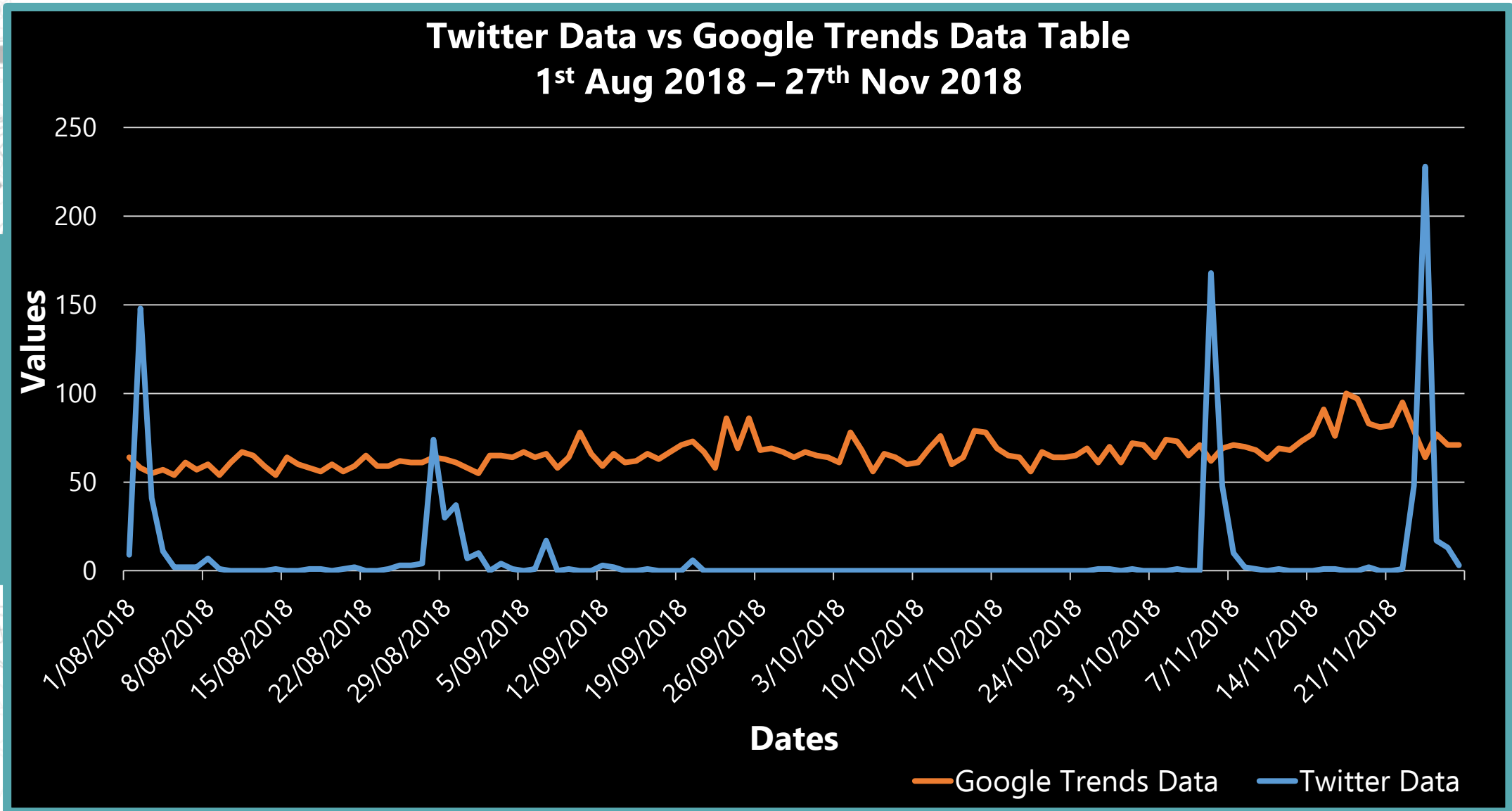


GOOGLE TRENDS DATA RESULTS

Google Trends Data Pull: Search Term "Koala"

- ❖ **Duration of 1st Aug 2018- 27th Nov 2018**
- ❖ **Score over 100 showing relevance**
- ❖ **Google Trends Data Storm**

TWITTER DATA VS GOOGLE TRENDS





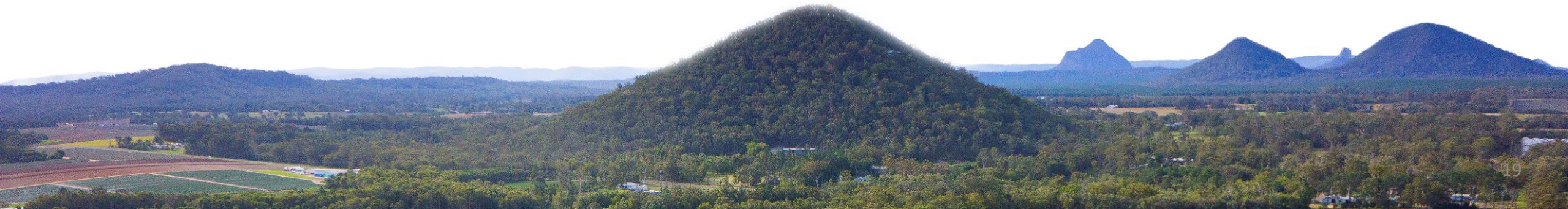
SUMMARY

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THE DISCUSSION

- ❖ Google Trends and Twitter data can provide new insights to public engagement globally
- ❖ Social media interfaces – harness as complementary data sources
- ❖ Koala advisory council – sparked in both data sets
- ❖ Positivity towards conservation methods
- ❖ Sentiment analysis - Twitter data sets



WHATS NEXT?

- ❖ Completion of honours thesis – March, 2020
- ❖ Meeting with local authority - City of Gold Coast Council
- ❖ Formulation of Publication
- ❖ Continuation of research – PHD



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Any Questions?



**Thank you
for listening**

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