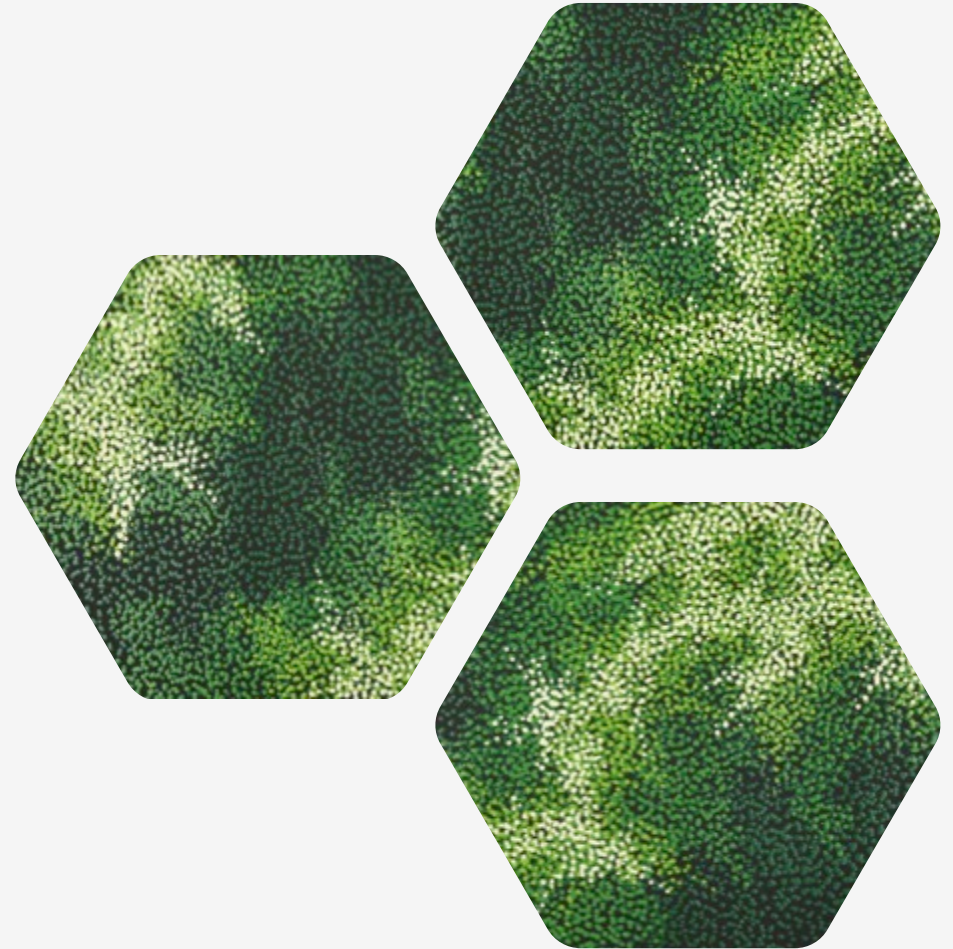


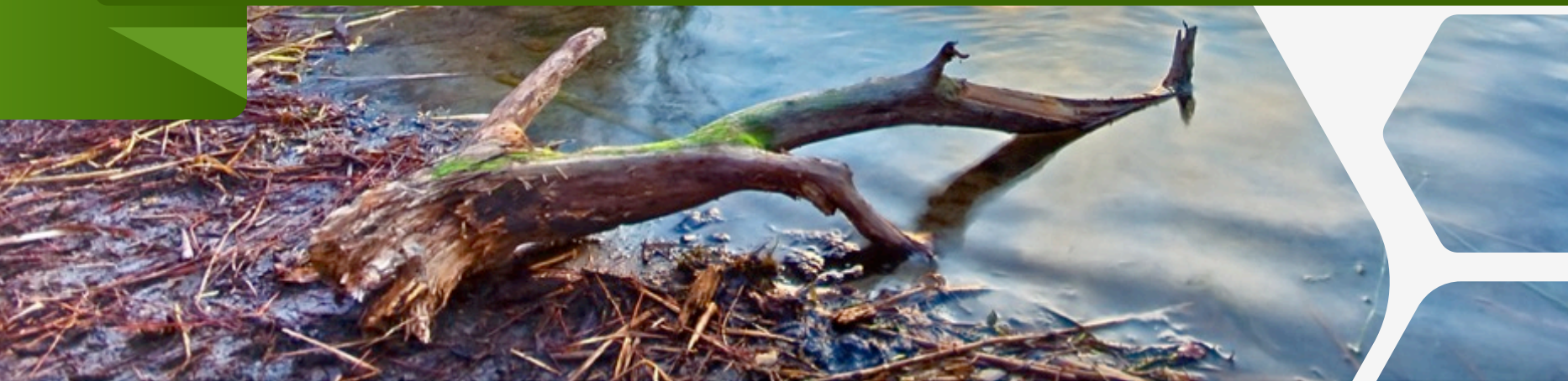
Acknowledgment to Country

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



Using social media to assess spatial and temporal patterns of use: **Investigating what makes a cities identity?**

Jesse Raneng
Prof. Catherine
Pickering



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01 Introduction

Definitions

- ❖ **City image:** An image of a location which is generated via public perceptions
- ❖ **Volunteered Geographical Information (VGI):** Publically available spatial data that is contributed freely by volunteers
- ❖ **Application Program Interface (API):** The creation of an application that accesses data

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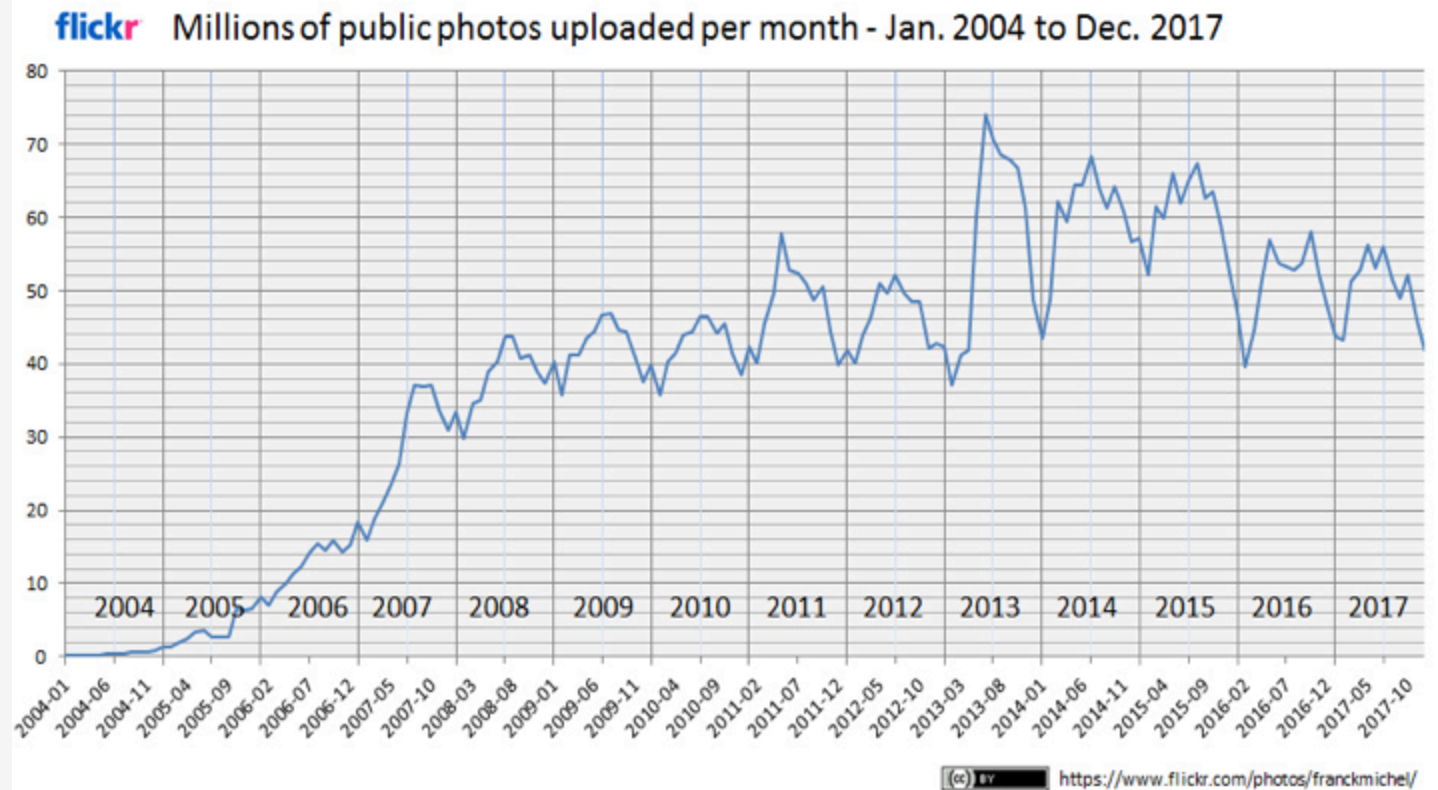
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Social Media Data: Flickr Data Base

1. Social media big - participants
2. Colossal amount of user created content
3. Communication amongst people independent of researchers
4. Virtual communities, virtual landscapes

How many photos are uploaded to Flickr every day, month, year?



What can we learn from Flickr?



- ❖ Over 90 million monthly users
- ❖ 1 million average daily uploads
- ❖ 75 million+ registered photographers
- ❖ 7 billion+ Flickr API requests

(Flickr 2019)

How can this benefit research?

Information on sociocultural dimensions of natural areas (Cultural Ecosystem Services)

1. Recreational and tourism
2. Image/ Aesthetics
3. Existence
4. Cultural/history
5. Personal history
6. Spiritual

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Considerations with Big Data Usage

01

1. What data/databases already exist?
2. What are their limits?
3. What data can be accessed and how?
4. What are the privacy/ethics/property rights of the data?
5. How can we add value to the data in our database?
6. How to display/analyse the data?
7. What does it mean – data to information?

02

Benefits

- Lots of data >75 million photographers from 63 countries, 6.5 billion available images
- Can access metadata (when and where image taken, when posted, by whom, tags, etc.)
- Many images have geo-data (increasing with use of smartphone images)

03

Limitations

- Limited data can only addresses some issues
- Can only be accessed by individuals that utilise social media
- Users can display different characteristics online compared to in person

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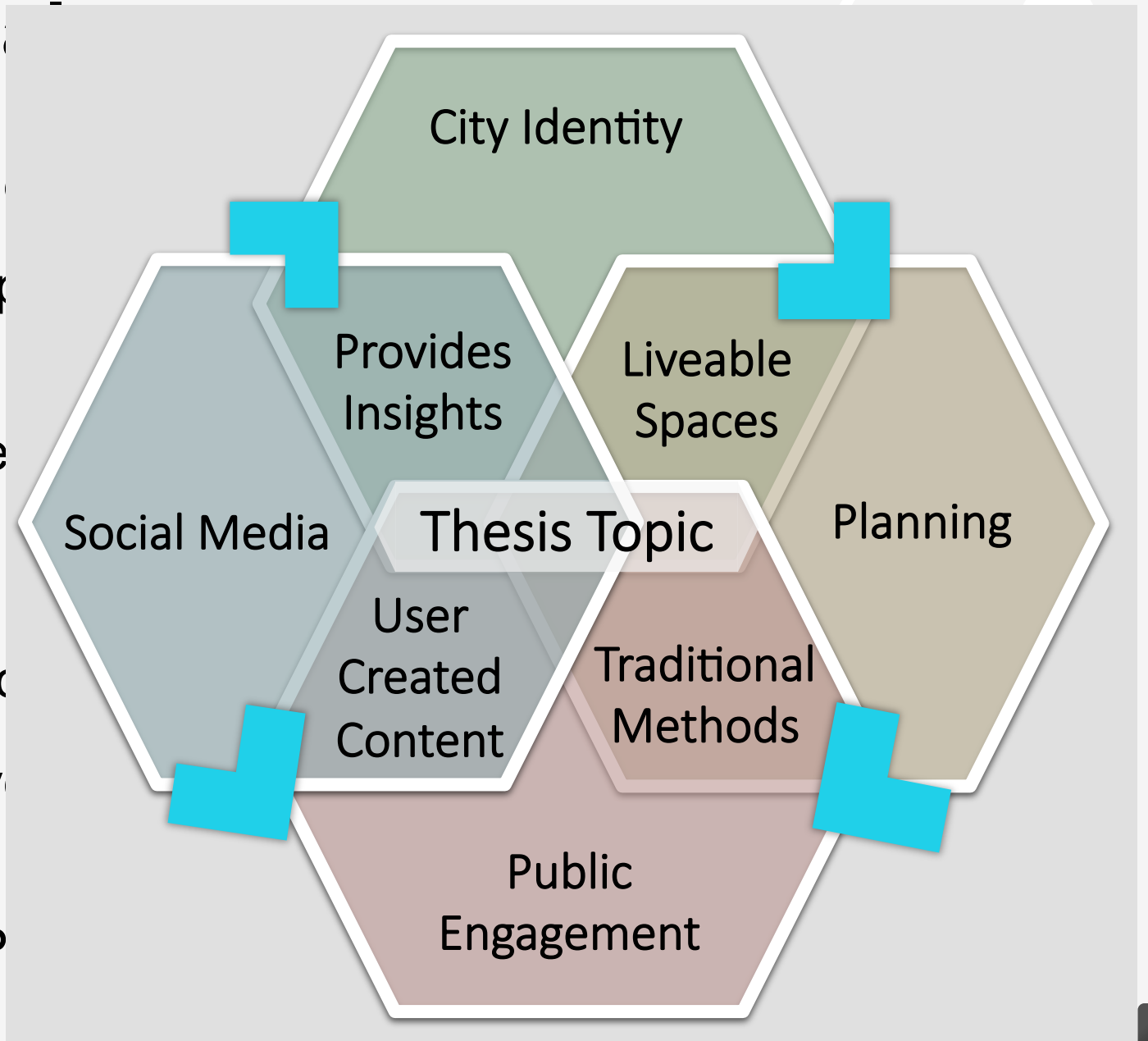
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02 Thesis Research

Background Rationa

- ❖ Population Growth & Expansion
- ❖ Planners role in creating pop landscapes
- ❖ Public identity and the influence of image
- ❖ Public engagement and the limitations of traditional methods: Limitations
- ❖ User created content from various geographical information
- ❖ Example: The Spit Master Project



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Research Question

What makes a location popular, and how does this influence the city's identity?

Thesis Research Aims

- ❖ What insights can be gained from analysing social media data?
- ❖ What kind of information does Flickr data provide on the identity of the City of Gold Coast?
- ❖ Identifying associated characteristics of locations including land features and uses
- ❖ Utilising Flickr hotspot clusters to analyse land features

Thesis Research Questions

1. What is city identity, and why is it important to planners?
2. How does a locations image differ between locals and tourists?
3. How does user created content from an online community associate their aesthetic value of the City of Gold Coast?

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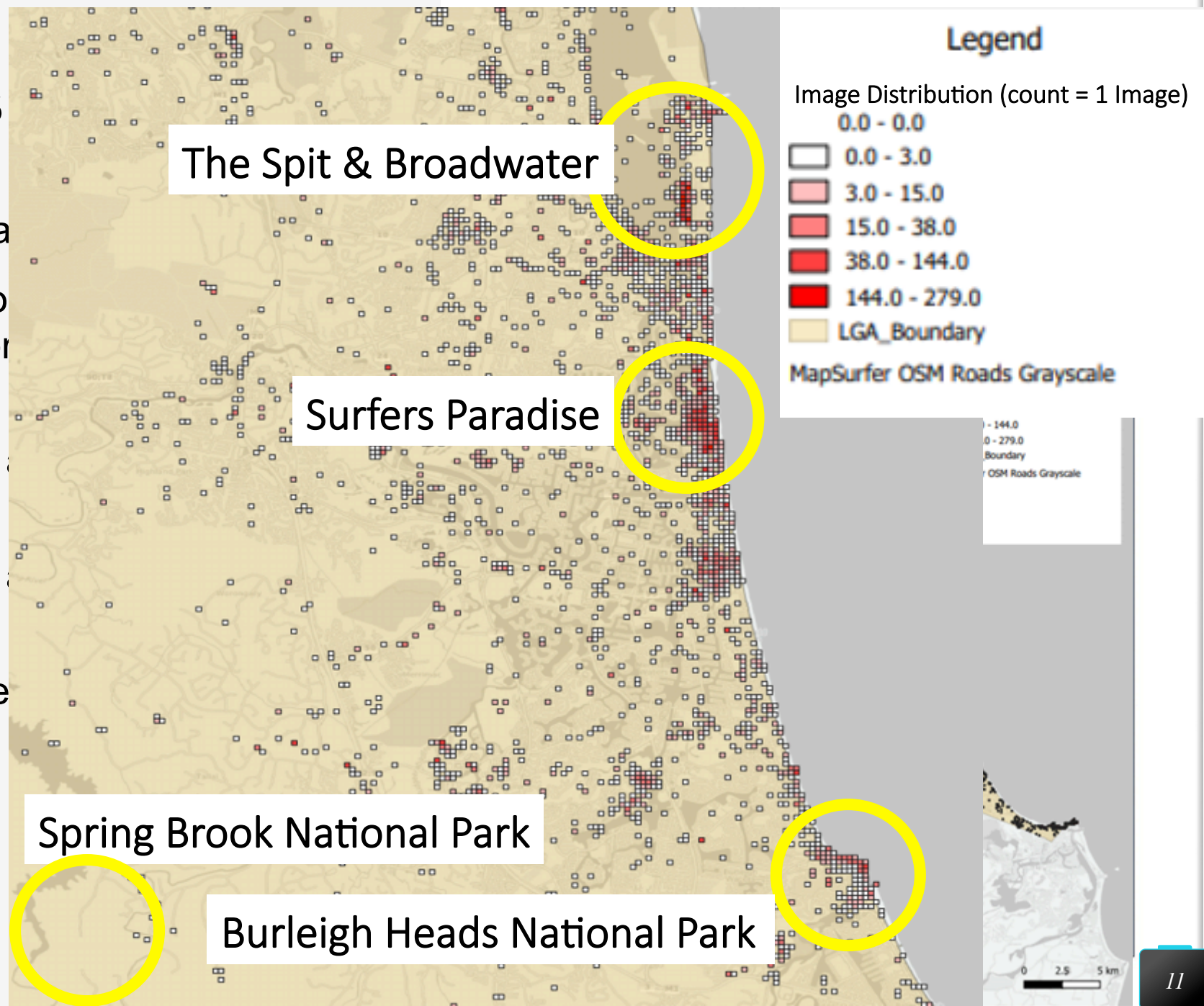
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Flickr Data Res

Data collection and presenta

1. 43,000 images in total from
include geographical infor
attached
2. Image 1 includes data at
(per square Kilometre)
3. Image 2 includes data at
(100m per square grid)
4. Image 3 focuses on more
for closer examination



Land Feature Overlays

Specific Location

❖ Targeted hotspot

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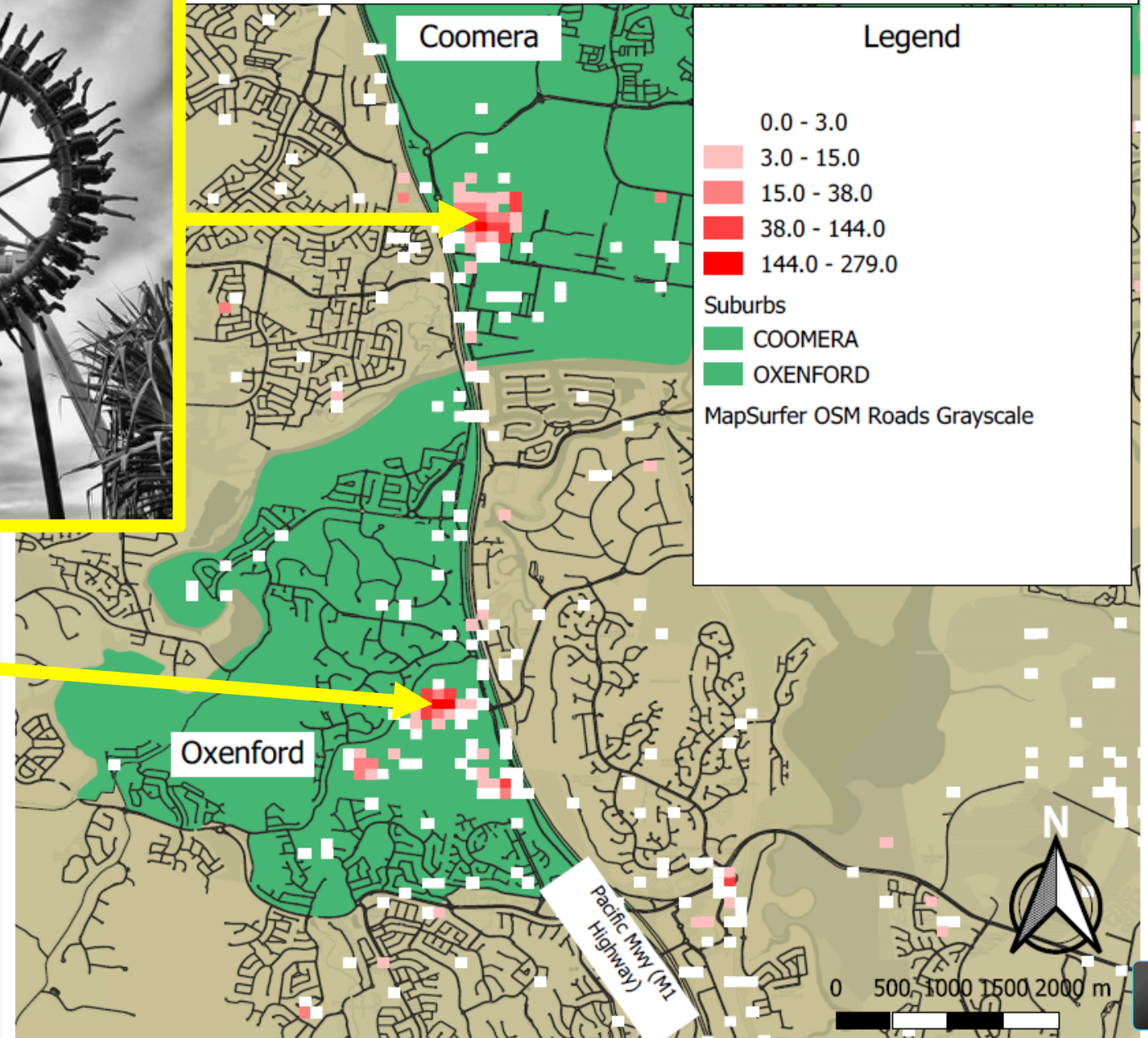


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Map 1 Theme Parks (Oxenford and Coomera)



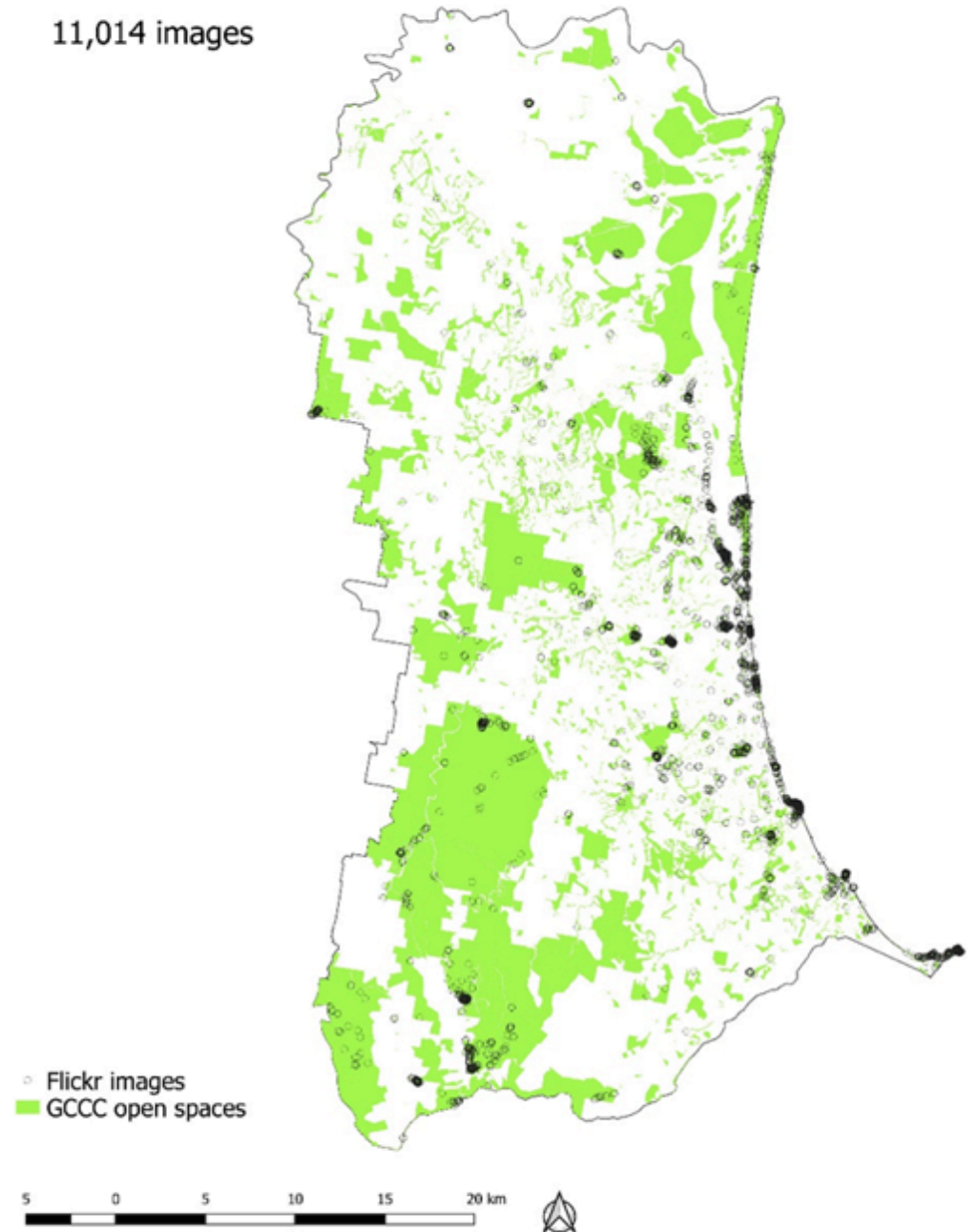
Flickr Images found within Open Space Layers

Possible Categories:

- ❖ Landform (Council zoning)
- ❖ Infrastructure (Urban intensity)
- ❖ Open space & Parks (Recreational and conservation use)
- ❖ Waterways and Waterfalls
- ❖ Beaches
- ❖ Resorts

Flickr Images within council open spaces

11,014 images



What was the Most Popular Images?

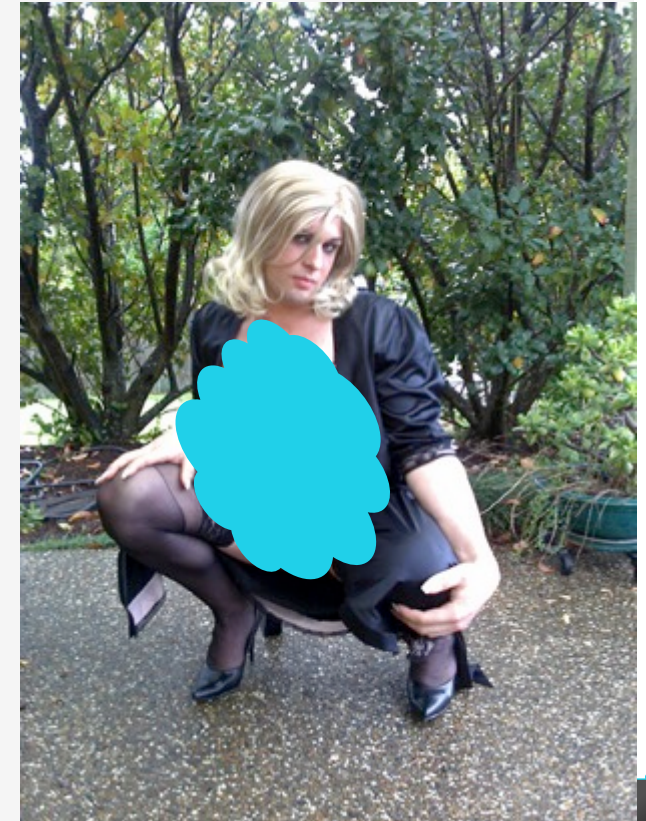
1. **Wildlife 76,486 Views**



2. **High-rise 59,394 Views**



3. **Social 47,908 Views**



(Flickr 2019)

4. **Cityscape Sunrise 44,478 Views**



5. **Ficus Fig 41,218 Views**



I'm from
Flickr

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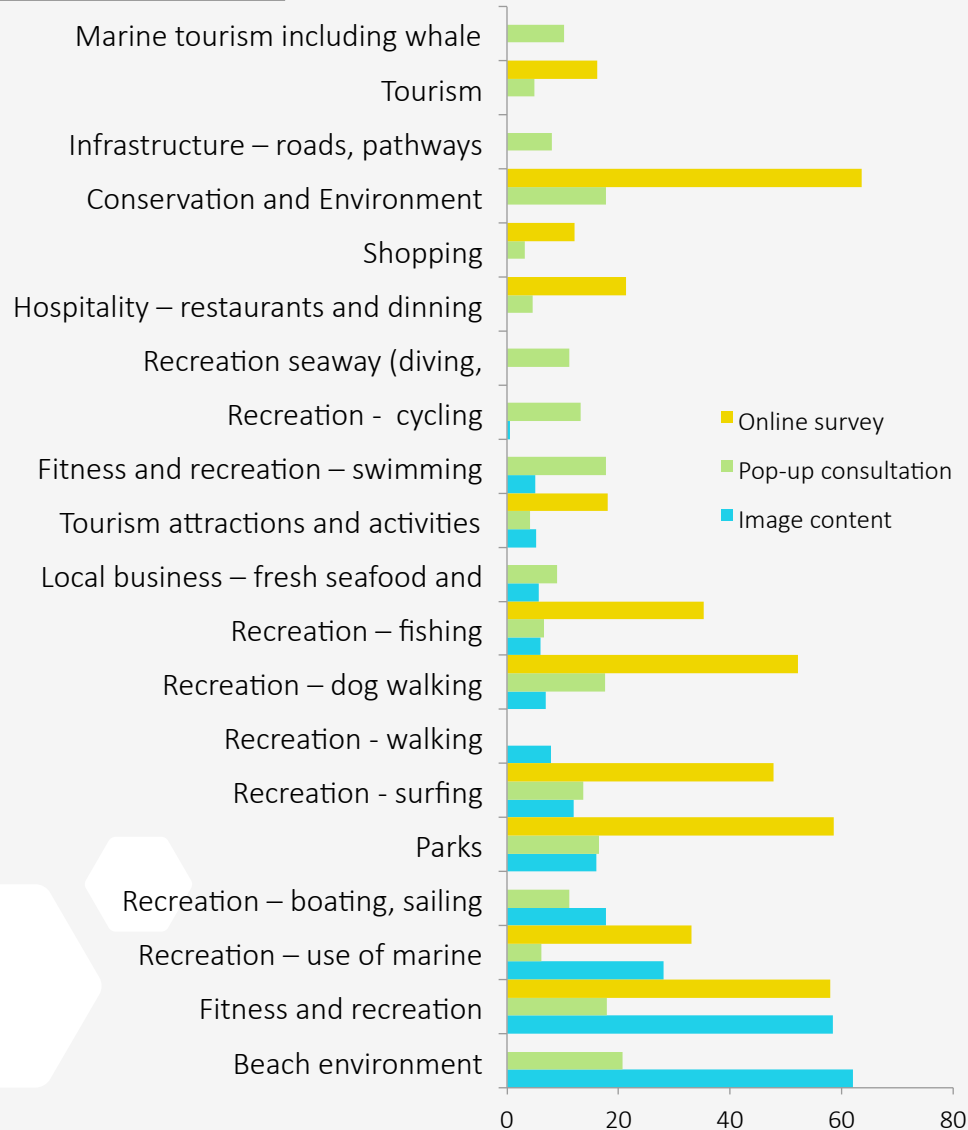
03

Results similar to community survey: The Spit, City of Gold Coast

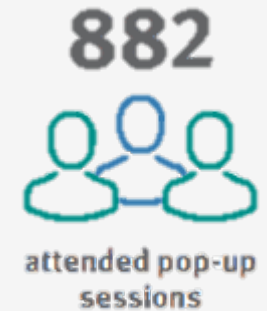
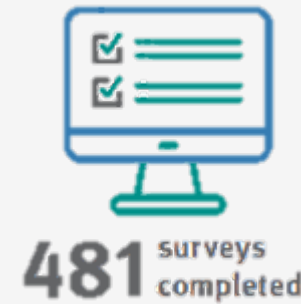
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Survey Question:
What do you currently value about The Spit?



Recent study conducted by Prof. Catherine Pickering, Prof. Jason Byrne, Montannia Chabau-Gibson and Jesse Raneng

(The Southport Spit Master Plan Consultation Report 2018)

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03 Summary

Discussion



- ❖ Flickr data can provide insights into social medias contribution to public engagement
- ❖ Image distribution for specific land features, and final revision of case study aims to match what has been able to be completed
- ❖ Reflection of most important information and for whom
- ❖ Reflection on how this method can be used beyond this current research and can be applied in a range of planning contexts

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What Does the Future Hold?



- ❖ 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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Thank You for Listening Any Questions?

 Jesse Raneng

 Jesse.raneng@griffithuni.edu.au

 Jesse Raneng