

SPACE, TIME, PLACE, DURATION; GEOSPATIAL FRAMING AND SENSING IDENTITIES OF LANDSCAPE ARCHITECTS

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1 ABSTRACT

This paper presents findings from social media-based analytics that geo-locate social media clusters of architects, landscape architects, and planners throughout the world and the United States as a means of describing the emerging identities of these socially related and mediated groups. Three crowd-sourced surveys were conducted over a period of one month that identified tens of thousands of users and their topical interests according to professional affiliation. The social media user's topical interests were analyzed according to the lexicographical content of their self descriptions. The lexicographical analysis followed framing and sense-making methodologies as a means of defining contemporary geo-located discourse among the three professions.

Preliminary findings from the crowd-sourced surveys suggest that:

- *Each professional group has distinct identities defined by disproportionate mixes of similar topical interests.*
- *Professional identities in social media cluster around metropolitan geospatial groupings globally and in the United States.*
- *Social media users identified with these groups exhibit similar "framed identities" globally and in the US.*
- *Social media users associated with sustainability in the US exhibit unique "framed identities," as do their counterparts within major metropolitan areas such as: San Francisco, New York, and Chicago.*

The findings offer valuable methods for geospatial and lexicographical delineation of landscape architecture identities, and provide important analytical methods and definitions related to regional similarities and differences between landscape architects and other social groups. The findings are potentially useful to landscape architecture education programs as base data for regional, interdisciplinary, and educational research related to curriculum and program development.

1.1 Keywords

landscape architecture, social media, geo-location, lexicographic analysis, social identity