

SPACE, TIME, PLACE, DURATION; THE EVALUATION OF DESIGNED URBAN LANDSCAPE THROUGH PUBLIC SOCIAL MEDIA ACTIVITY

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1 ABSTRACT

Advances in smartphone GPS and the increased use of location-based social media have enabled a shift in analytics from global to large-scale urban trends to the local instances and their immediate spatial context. This paper advances previous methods of using location-based social media to characterize urban space by extracting location based Twitter use within the London Olympic Park and Village Complex during periods surrounding the 2012 Olympic Games from July 21st until August 11th. The analytical scope of the survey encompasses a range of site specific textual, temporal and geo-location data generated from 63,897 instances of Twitter communication by 13,844 unique persons over the period in question. Specific areas of analysis addressed in the paper include geospatial densities, textual sentiment and temporal movement patterns associated with active and passive space, Olympic venue site context, pedestrian circulation and transportation routes, parkways and surrounding urban fabric.

The findings offer exemplary big data analysis methods grounded in current scholarly literature for GIS that correlate life cycle processes with intended use of a large scale designed landscapes. The findings also provide worthwhile methods relevant to landscape architects and landscape architecture education for evaluation of socially mediated urban space defined by place and mobility patterns associated with "momentary life-logging via Twitter."

1.1 Keywords

urban design, social media, geo-location, lexicographic analysis, sentiment analysis