17 May 2017, DRESDEN NEXUS CONFERENCE

Identifying Perceived Characteristics and the Collective Attribution of Values and Meaning from Social Media

X.2 New and Refined Approaches Supporting the Implementation of a Nexus Approach

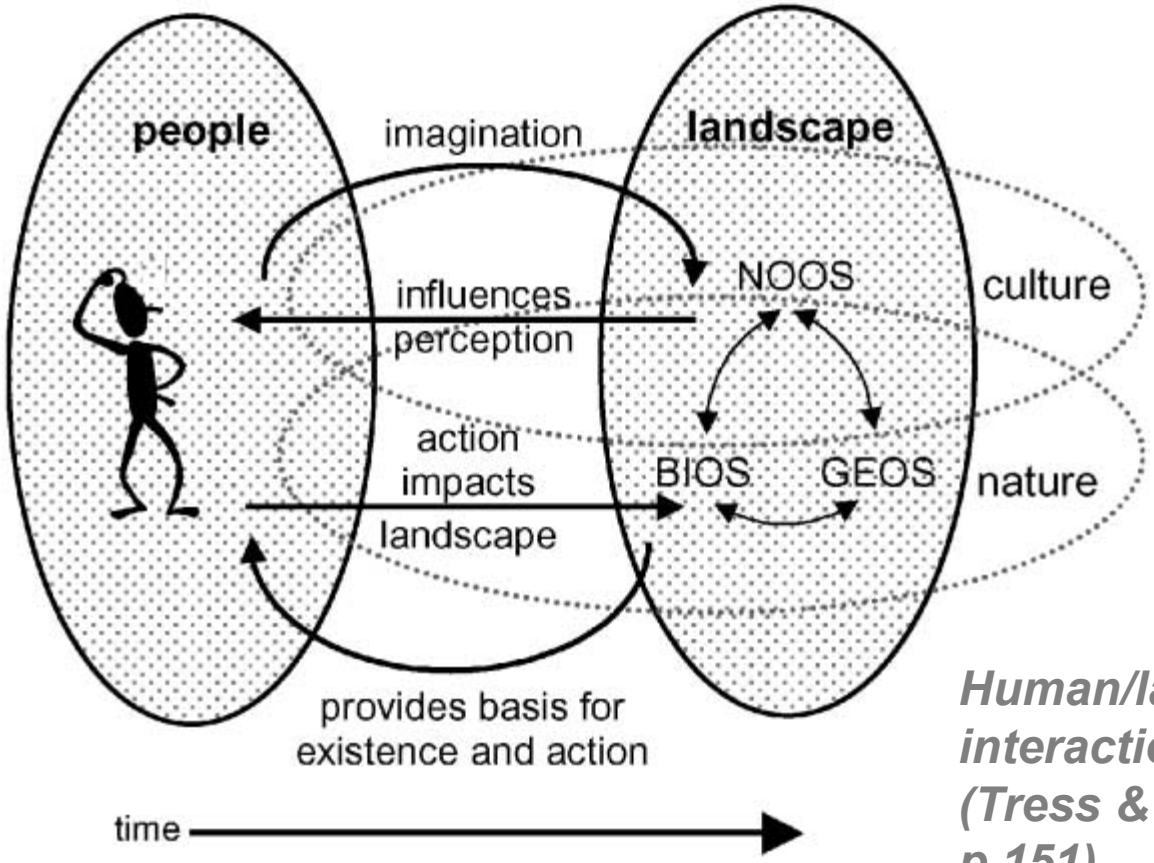
Dr.-Ing. Alexander Dunkel, TU Dresden,
Department of Geosciences, Cartographic Communication

EU Landscape Convention:

… landscape "as a zone or area as perceived by local people or visitors" (ELC art. 1, para. 38).

Landscape and perception (= valuation) of the landscape are inseparably intertwined.

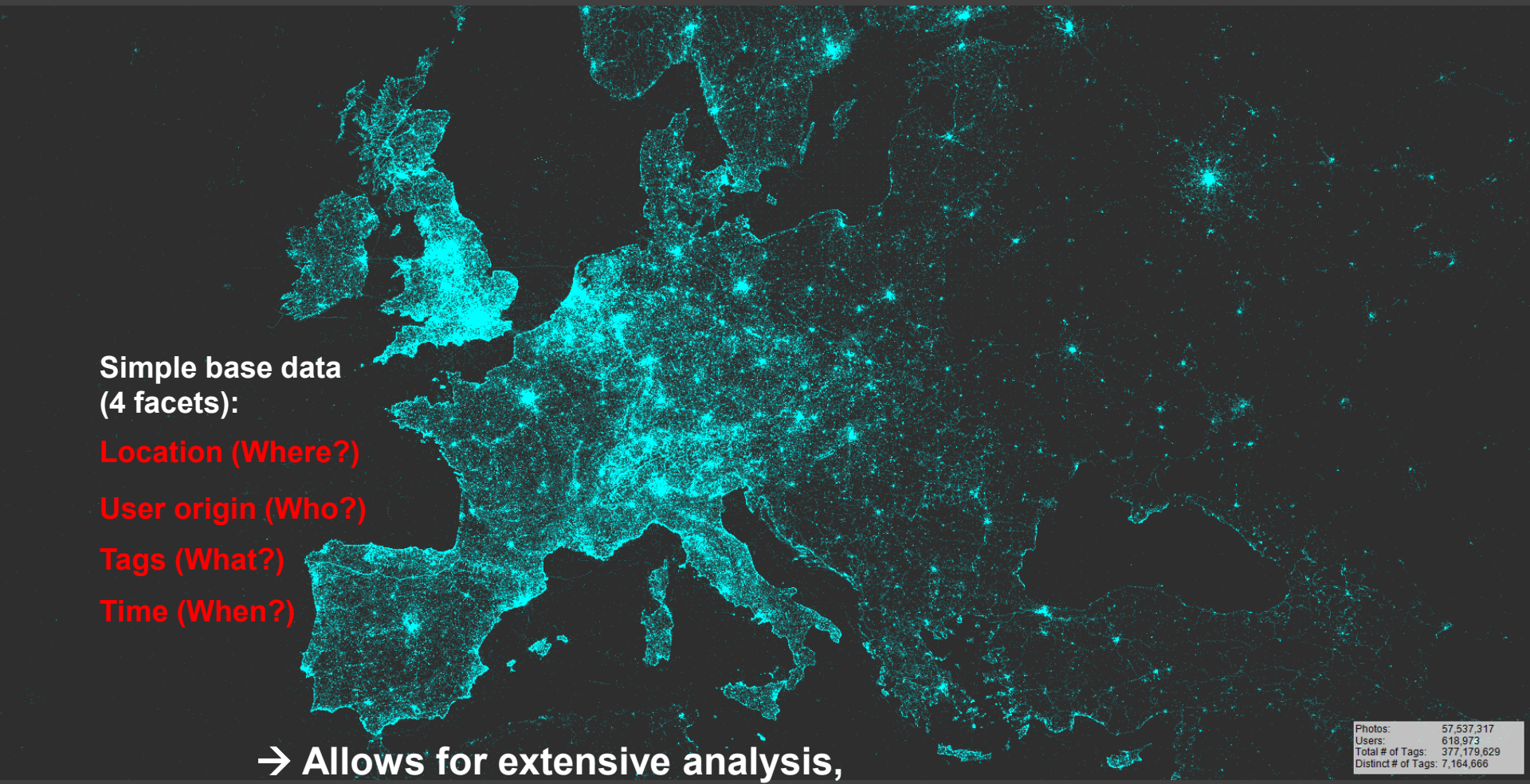
Challenge



Human/landscape interaction model (Tress & Tress, 2001; p.151)

Social Media

as a supplementary source for understanding human behavior



→ Allows for extensive analysis, visualization & reasoning

72 Million Photo Locations in Europe

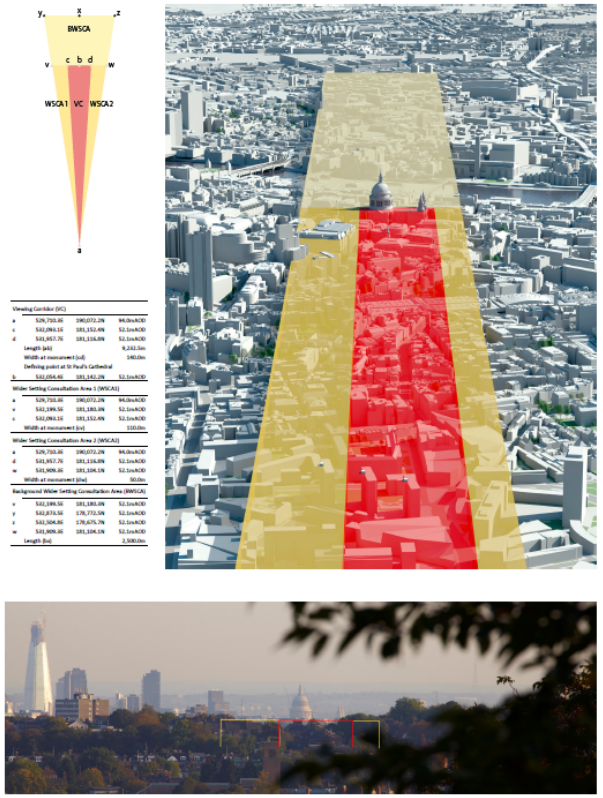
A. Dunkel, Source: Flickr, 2007-2017

Where:

Photo locations

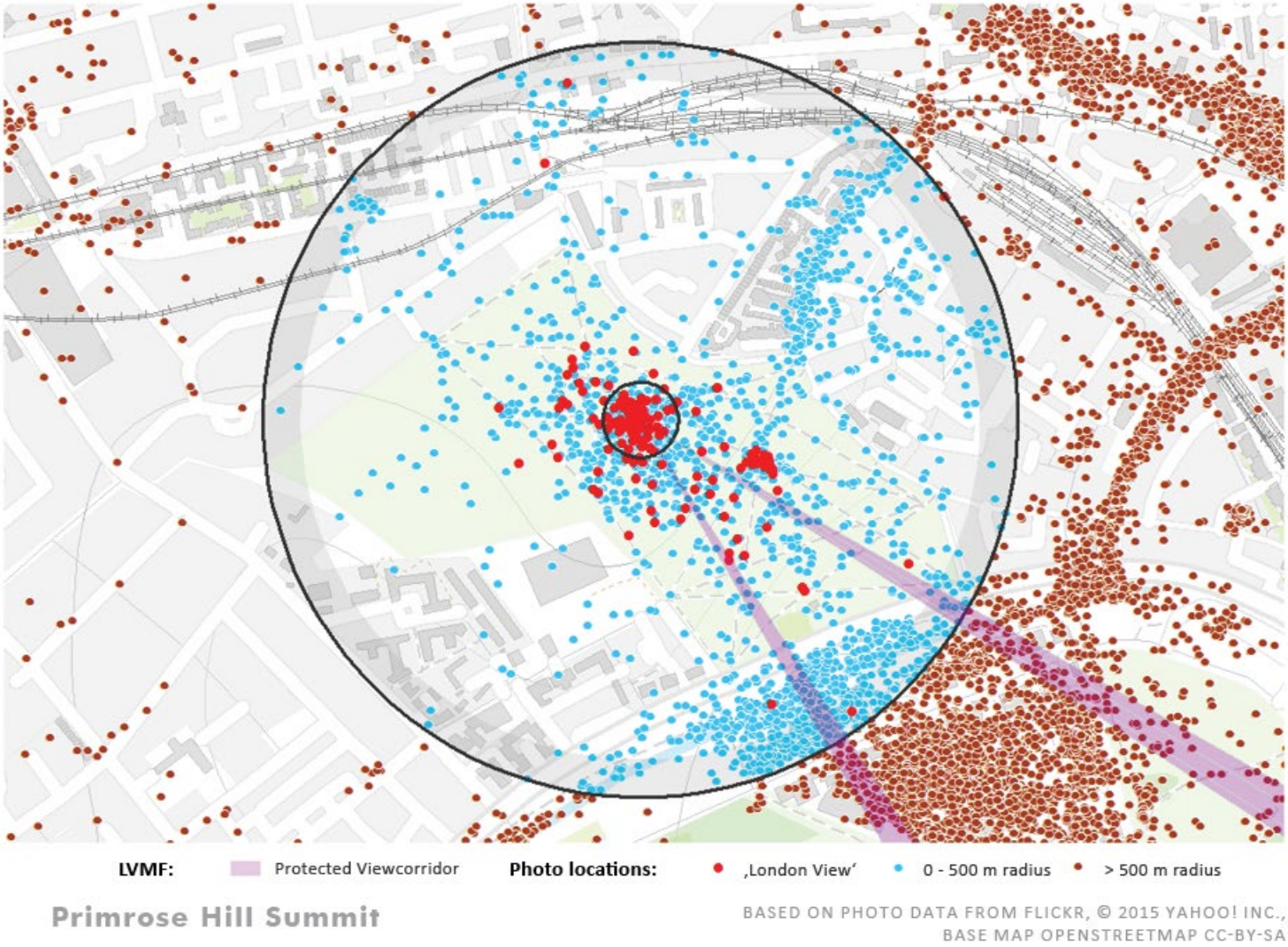
Example:

London View Management Framework



London View (London Greater Authority, 2012) ;
Visual Assessment of London's unique Landscape
"as a support for visual impact assessment"
conducted by experts

Flickr



All photo locations (blue) and those where people attributed to the view of London (red)

Who:

Representativeness

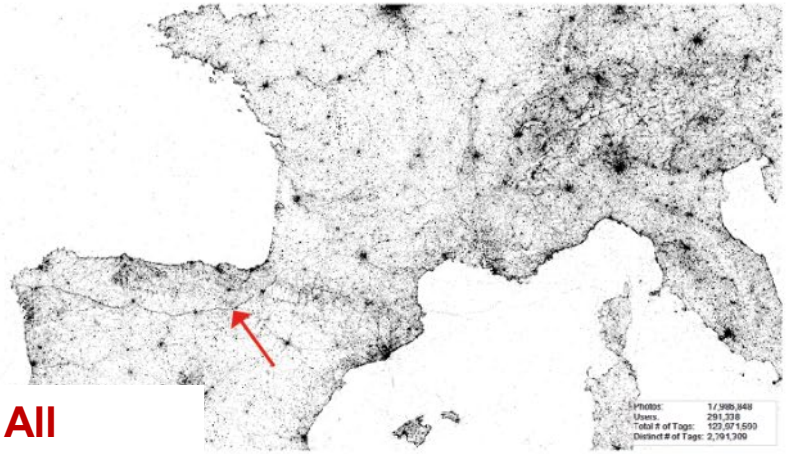
“Bias of Data”

Sample Bias?

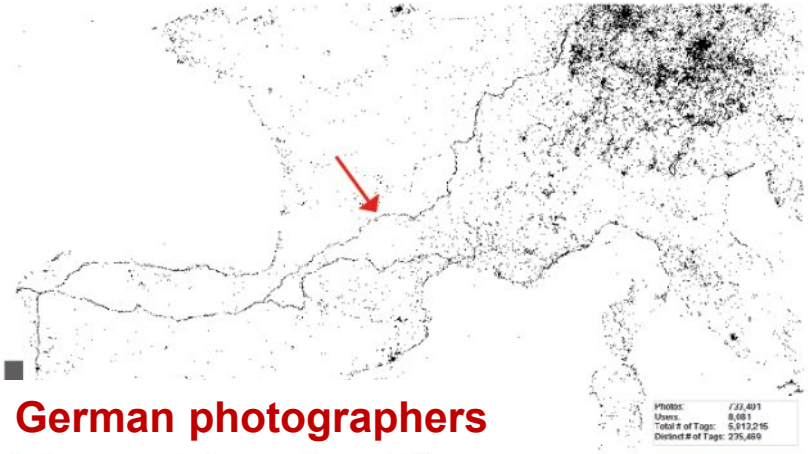
Americans

Europeans

Sample Bias?



All



German photographers

→ Varying preferences for different routes of the Camino de Santiago based on cultural origin

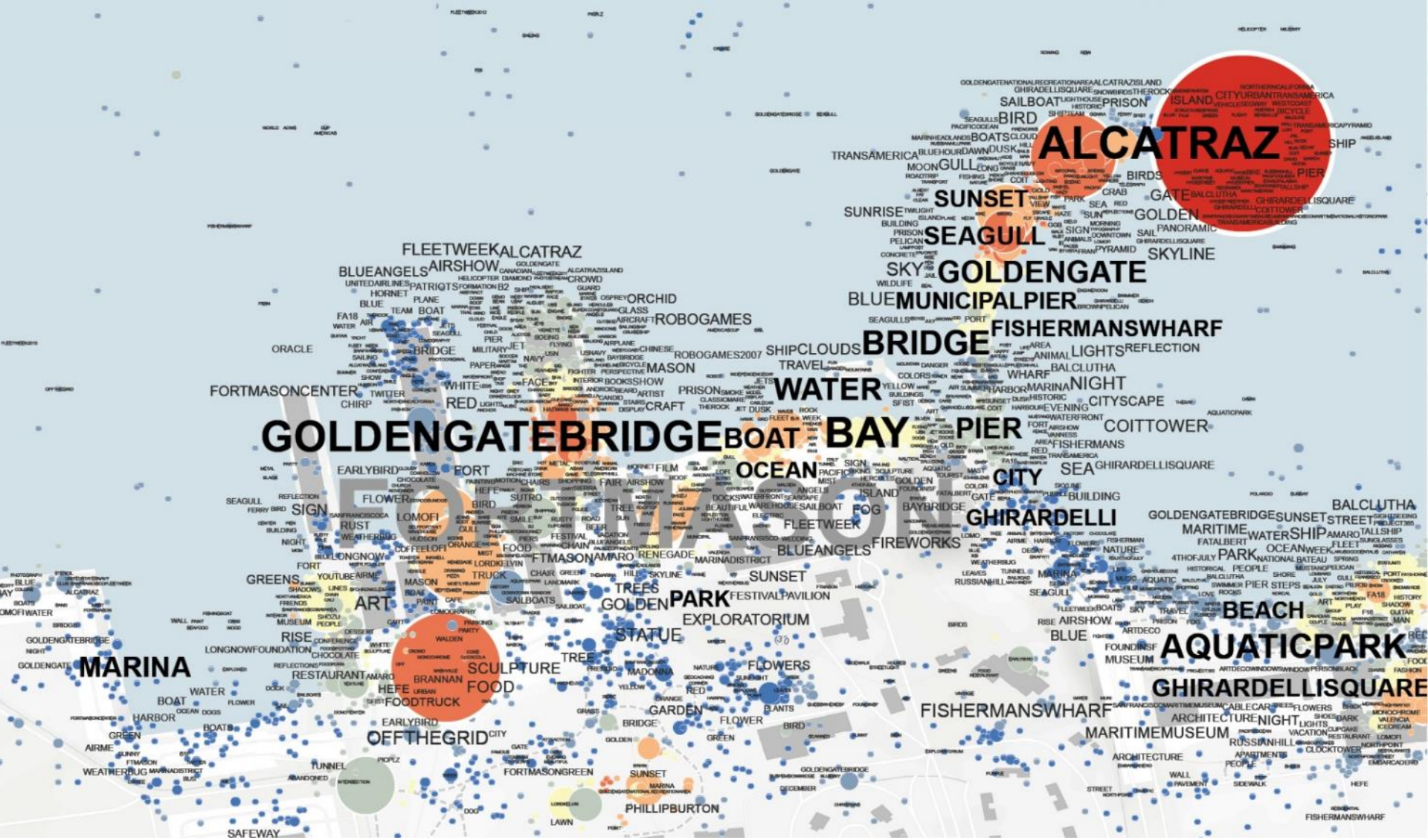
When:

Temporal behavior patterns

What:
(Attribution of meaning)

Tags

Spatio-temporal Tag Clouds



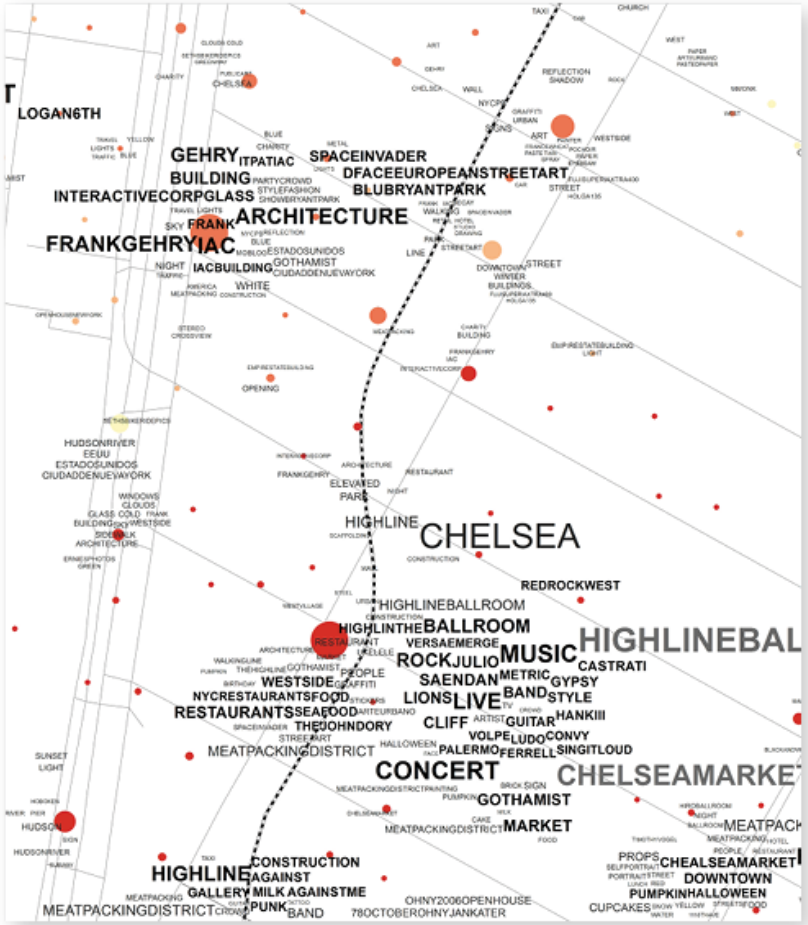
→ maps.alexanderdunkel.com

Fort Mason Center, San Francisco

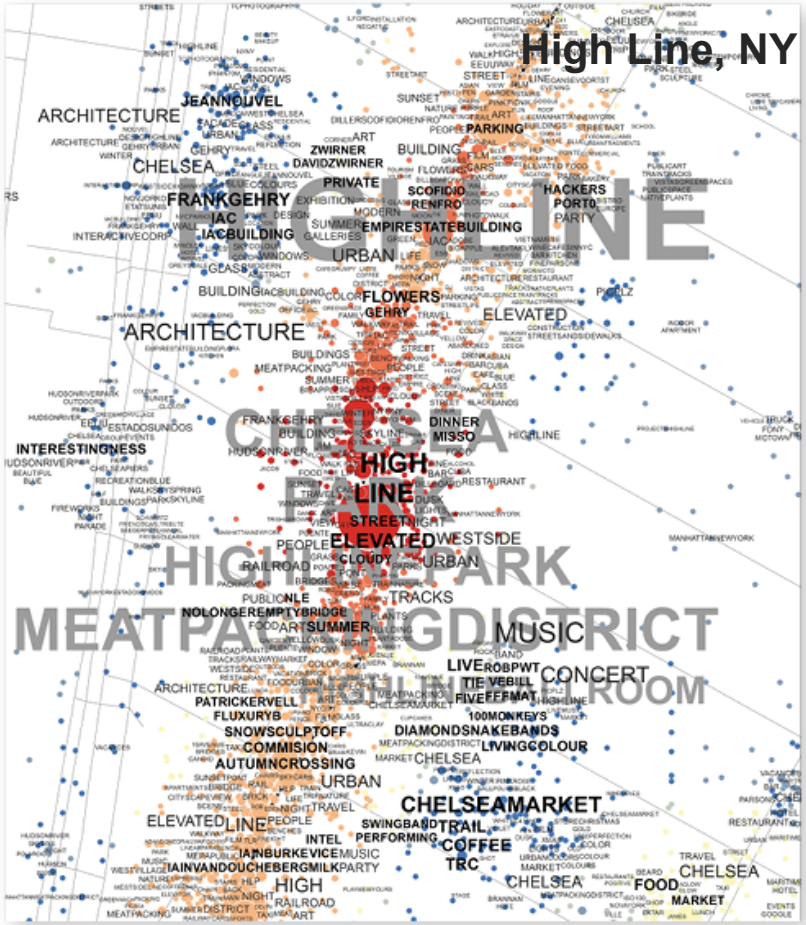
Number of photo locations:	41,777
Number of contributing users:	5002
Total available tags:	197,858
Period (date taken):	2007-2014

Before/After Comparison:

Monitoring



2006-2009



2009-2011

Challenges:

- Copyright
- Protection of Privacy
- Software Development

Thank You