

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

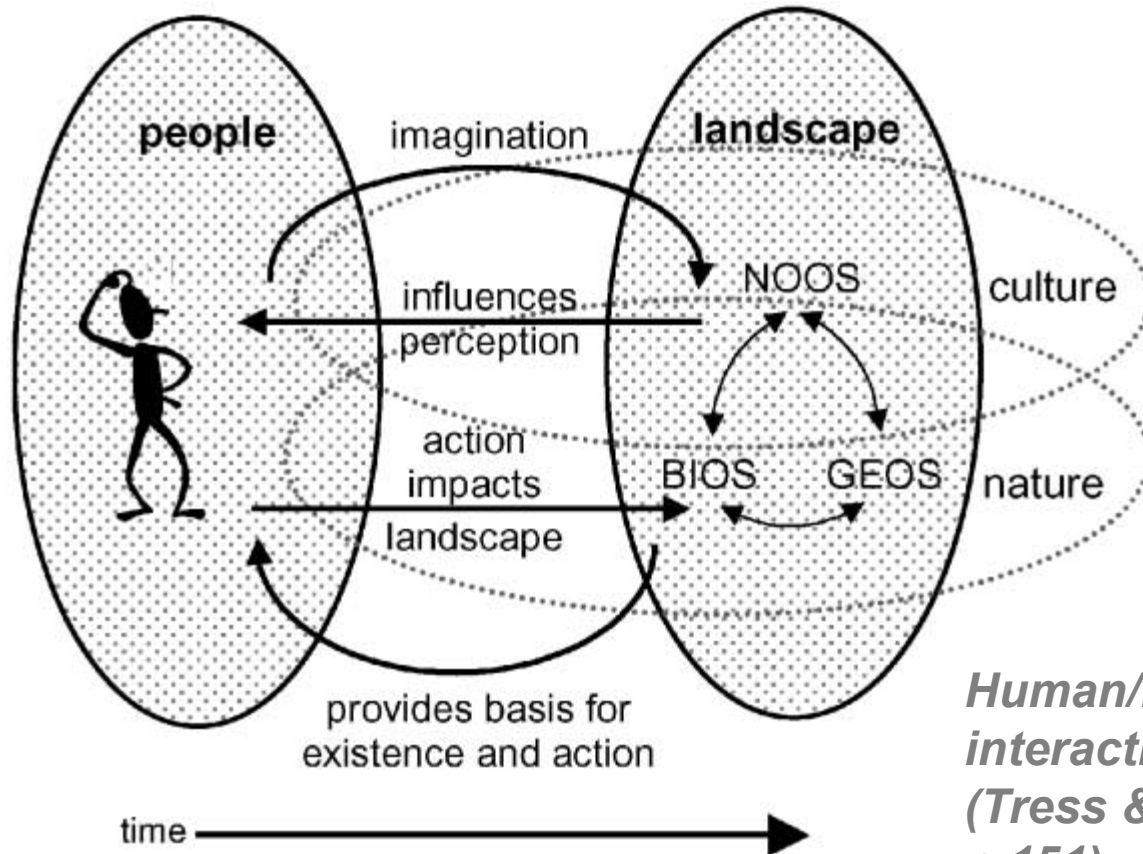
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## EU Landscape Convention:

... 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





Simple base data  
(4 facets):

Location (Where?)

User origin (Who?)

Tags (What?)

Time (When?)

→ Allows for extensive analysis,  
visualization & reasoning

Photos:	57,537,317
Users:	618,973
Total # of Tags:	377,179,629
Distinct # of Tags:	7,164,666

72 Million Photo Locations in Europe

A. Dunkel, Source: Flickr, 2007-2017

Where:

**Photo locations**

Example:

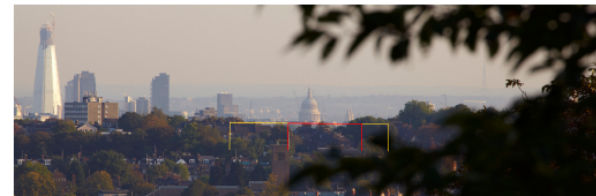
## **London View Management Framework**

#### Protected Vista from Assessment Point 1A.2

from: Alexandra Palace: the viewing terrace – approaching from the north-eastern carpark to: St Paul's Cathedral



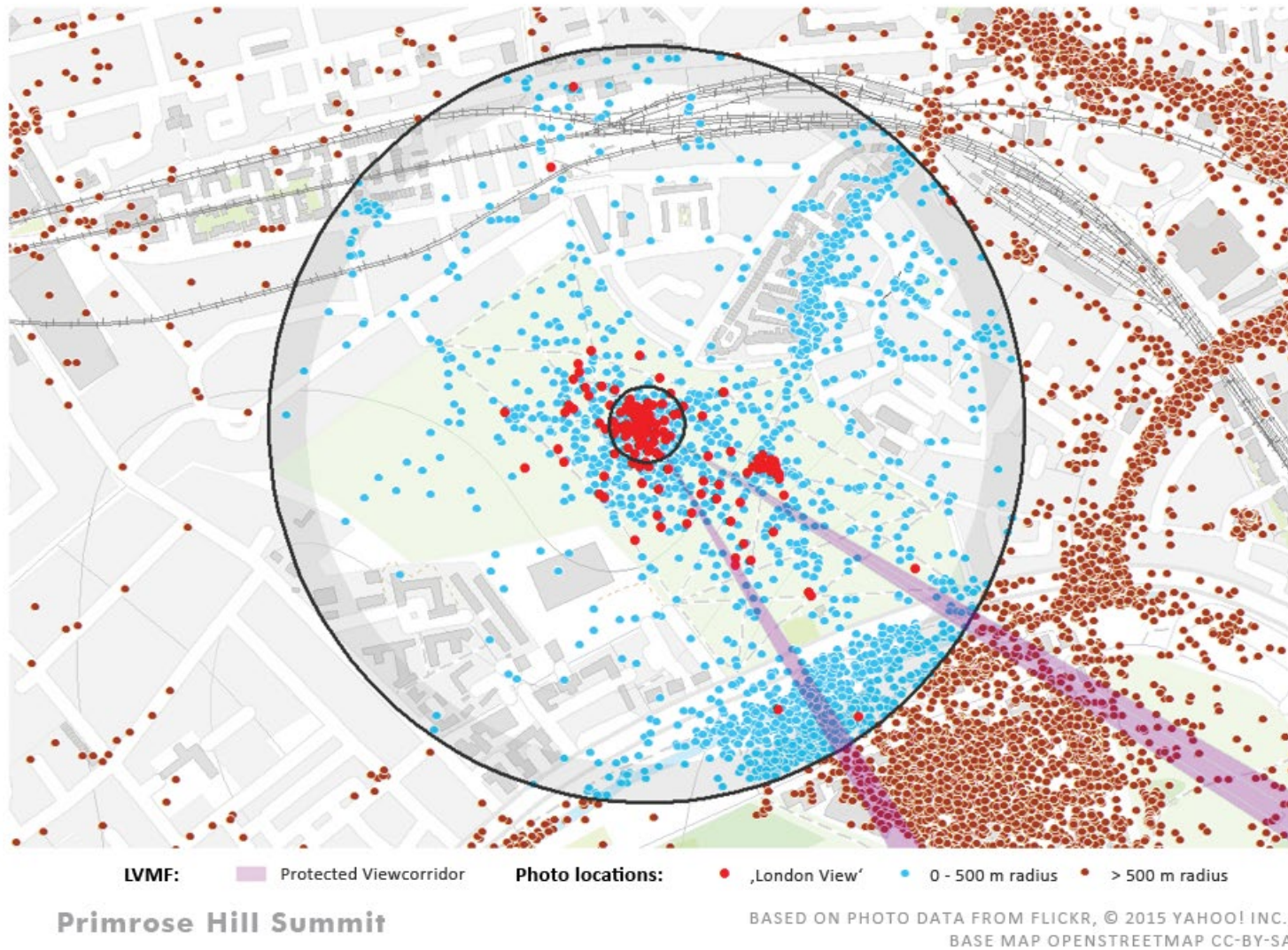
Viewing Coordinates (ECS)			
a	526,755.00	526,075.20	94.00m
v	522,881.12	521,312.49	52.50m
d	524,452.76	523,134.09	52.50m
Length (m)			8,352.00
Width at assessment (m)			100.00
Defining point of St Paul's Cathedral			522,000.00
a	526,755.00	526,075.20	94.00m
Width Setting Coordination Area 1 (WSA1)			
a	526,755.00	526,075.20	94.00m
v	522,881.12	521,312.49	52.50m
d	524,452.76	523,134.09	52.50m
Width at assessment (m)			100.00
Background Width Setting Coordination Area 2 (WSA2)			
a	526,755.00	526,075.20	94.00m
v	522,881.12	521,312.49	52.50m
d	524,452.76	523,134.09	52.50m
Width at assessment (m)			100.00
Background Width Setting Coordination Area 3 (WSA3)			
a	526,755.00	526,075.20	94.00m
v	522,881.12	521,312.49	52.50m
d	524,452.76	523,134.09	52.50m
Width at assessment (m)			100.00



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



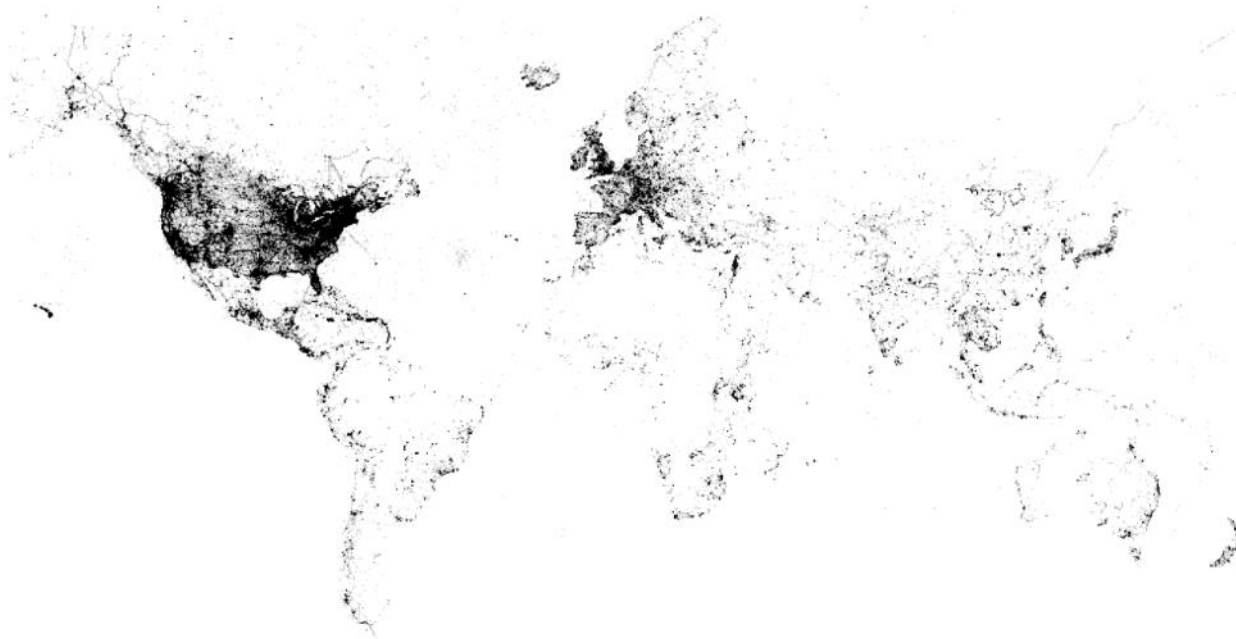
Flickr



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

Who:  
**Representativeness**  
**“Bias of Data”**

**Sample Bias?**

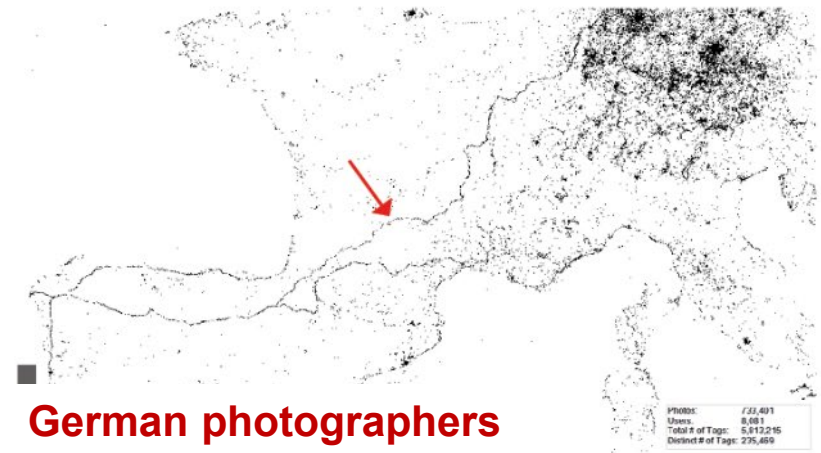
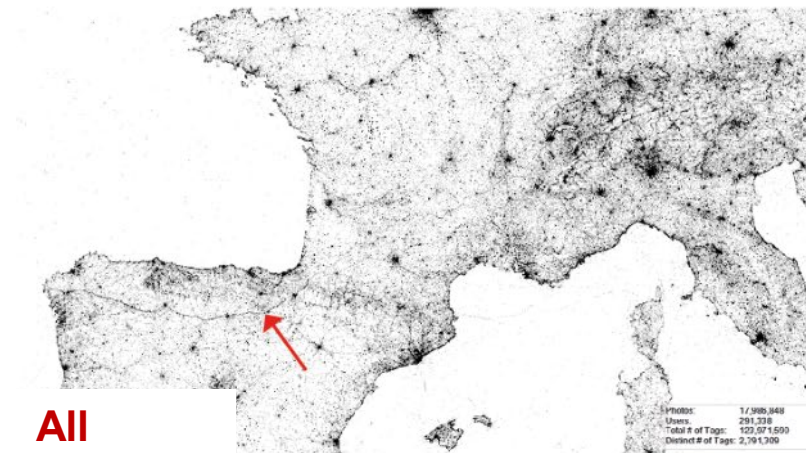


**Americans**



**Europeans**

## Sample Bias?



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



When:  
**Temporal behavior patterns**



What:  
(Attribution of meaning)  
**Tags**

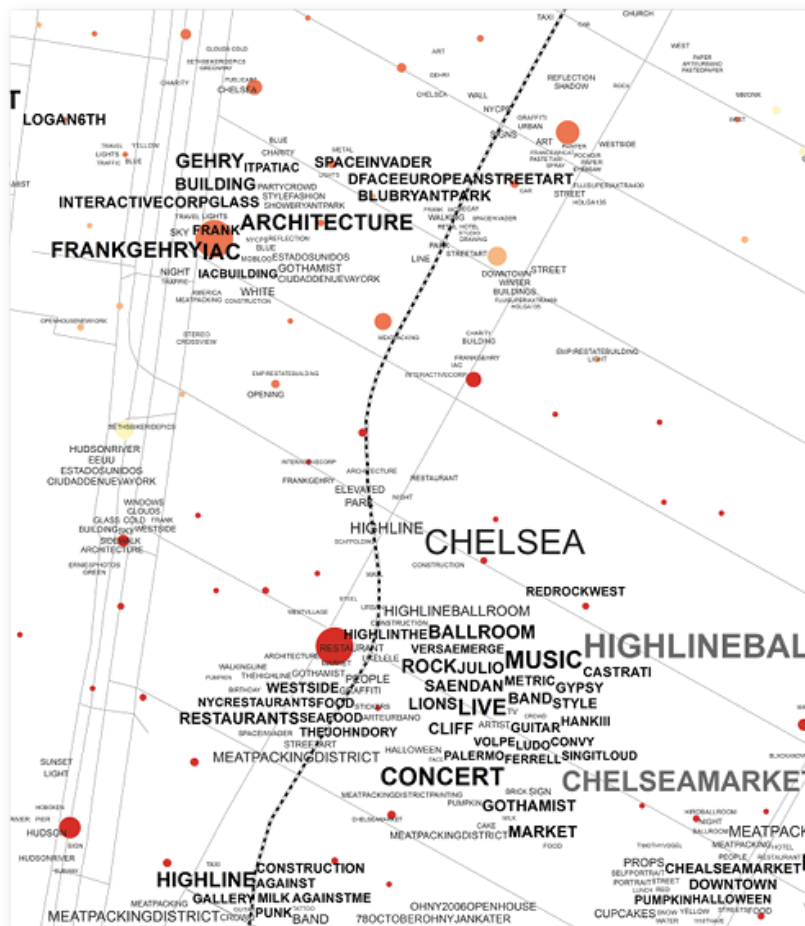
# **Spatio-temporal Tag Clouds**

→ [maps.alexanderdunkel.com](https://maps.alexanderdunkel.com)

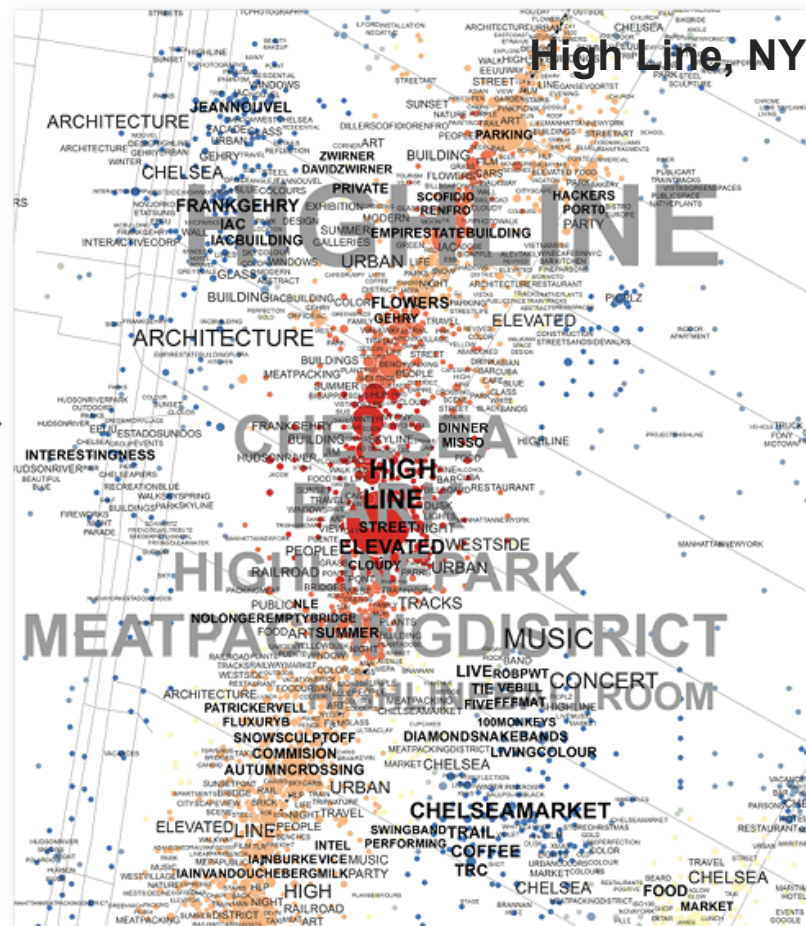
## Fort Mason Center, San Francisco

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

**Future direction**

## **Challenges:**

- **Copyright**
- **Protection of Privacy**
- **Software Development**



**Thank You**