TAG & EMOJI MAP WAYNESBORO

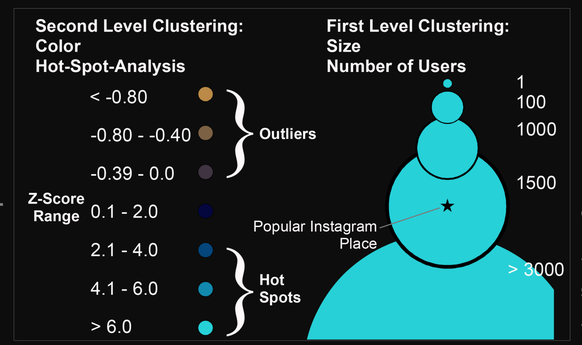
This map provides an overview of the spatial pattern of geotagged images and attached tags shared on Flickr and Instagram. The result can be described as a **statistically weighted map of what is influencing people's perception at certain areas**. By supplementing other data, such maps may be helpful in assessing what affects people´ identification with their environment and evaluating the uniqueness (or absence of characteristics) of the landscape - especially on a bigger scale, where field work and data acquisition is not always possible.

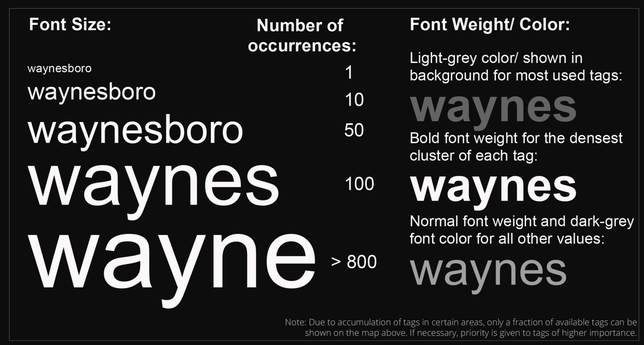
The map consists of two parts. **First**, the spatial pattern of photo locations is shown as dots of different size and color. The size indicates first level clustering, which shows different locations of interest. The second level of clustering illustrates areas of similar frequentation patterns in different color variations: red for hot spots where significant more pictures were taken compared to the overall area of investigation and blue for cool spots, which means given the overall area of investigation, these areas do not get as much attention. **Second**, the tags and emoji for each photo were evaluated to label certain areas. The font size was determined based on number of users and total occurences for each tag. In addition, the cluster of each tag where the most occurrences appear are written in bold. This way, tags which were only used by a minority of photographers appear small on the map, whereas statistically often used tags appear bigger. The placement for each tag is calculated by determining the arithmetic center of each tag cluster, but in areas where tags accumulate the placement can shift.

Publikation:
Dunkel, A. (2015). Visualizing the perceived environment using crowdsourced photo geodata. Landscape and Urban Planning, Volume 142, Pages 173-186, ISSN 0169-2046, https://doi.org/10.1016/j.landurbplan.2015.02.022.
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Some important things to keep in mind:

1. This map shows what is influencing perception though evaluating photo tags and locations. This means that labels may occur at different places compared to where the actual 'object' is located.
2. The analysis is based on data from a limited number of people (the photographers) and is therefore not universally representative. Some locations are further heavily biased towards specific groups of users (e.g. popular Instagram places). These have been marked on the map.
3. Geographic accuracy of data varies; some location clusters may therefore be misleading. Interpret with caution.





Note: Due to accumulation of tags in certain areas, only a fraction of available tags can be shown on the map above. If necessary, priority is given to tags of higher importance.

ALEXANDER DUNKEL (alexander.dunkel@gmail.com), CODE OPEN SOURCE @ github.com/Sieboldianus/TagMaps, LICENSE: GNU GPLV3.
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