What I did and what I found

Publication about Flickr data

Looking for examples and ideas
Rationale

• I was interested to find out how I might use SPSS to analyse Flickr data
• At the same time I was curious as to what sort of research was being conducted with Flickr data
Search, skim and review

- Simple google search (other search engines may be used)
- Looked through ALL of the returns...
- Followed a few false turns...
More skimming and reviewing

- Identified something which sounded likely
  - By title
  - By snapshot of text
Took a look

- Open google book
- Repeat skim and review
- This time the contents

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Based on the literature, this study analyses the contents of photographic images promoted by destination marketers and shared by tourists to confirm the following concepts:

- Destination-promoted images communicate consistent notions of positive tourism experiences.
- Visitor-generated images represent detailed, personalized and specialized scenarios of tourism experiences.
- Visitor-generated images might represent alternative views of tourism destinations that could disrupt the consistency of high-quality tourism experiences derived from promoted images.

Content Extraction: an Alternative to Visitor-employed Photography

Previous works analysing photographic data in tourism settings typically utilize a photo-based approach called visitor-employed photography (VEP). VEP places cameras in the hands of participants, and has primarily been used to assess visitors' perceptions of places and subsequent representation of their tourist experiences (Stedman et al., 2004). This approach is popular...
Felt confident that it might be useful

Methodology
Data collection

This study utilizes official image data (as destination-promoted images) and visitor-generated image data. The official image data were selected from photo galleries of the Greater Philadelphia Tourism Marketing Corporation (GPTMC) website (gophila.com), resulting in 412 samples. The photo gallery consists of 16 sub-galleries, each with a different theme: ‘accommodations’, ‘dining and nightlife’, ‘events’, ‘gay-friendly Philadelphia’, ‘general scenic and aerial’, ‘historic sites’, ‘holidays’, ‘kin-sized celebration’, ‘museums and attractions’, ‘neighborhoods and towns’, ‘performing arts groups and venues’, ‘public art, parks and gardens’, ‘Rocky’s back’, ‘shops and markets’, ‘sports, recreations and the outdoors’, and ‘tours and transportation’. There are some overlaps within the categories: some pictures were displayed in more than one category (e.g. the ‘museums and attractions’ section has many pictures in common with ‘historic sites’ and ‘Rocky’s back’, since shooting of the film ‘Rocky’ took place at the Art Museum). Only one of the pictures displayed in multiple albums was included in the samples. The pictures were taken in the Greater Philadelphia area, which includes Bucks, Chester, Delaware

The analysis procedure

A series of image content analyses were performed to gain in-depth understanding of how Philadelphia as a tourist destination was represented by the organization and visitors. Rose (2001: 56) defines image content analysis as an analysis ‘based on counting the frequency of certain visual elements in a clearly defined sample of images, and then analysing those frequencies’. The main purpose of the image content analyses in this study is to find the motifs and themes of the pictures. The steps of image content analysis in this study follow the

Fig. 13.1 Procedure of the image content analysis.
Used the title to do a google scholar search

Found the PDF 😊 downloaded it
Downloaded the citation and imported it into Mendeley

Used Google Scholar to look at the more recent articles which cited this paper.
Time to decide

Read the whole paper? Now? Later?
Find some more papers? Scan, review and repeat!

Webliography
Google Scholar: http://scholar.google.co.uk
Mendeley http://www.mendeley.com/
How to read a paper


- Weblinks to that and related works
- You may find the final two page overview from the OU the best starting point
- Davis, 2007 How to Review a Paper
- Dunleavy, 2014 Doing a Quick Literature Review
- Keshav, 2007- How to read a paper.pdf
- Mitzenmacher n.d. How to read a research paper.pdf
- OU, 2007 How to read a paper workflow.graffle - Keshav- How to read a paper workflow.pdf
- Notes on Automatic Note Taking http://edshare.soton.ac.uk/17294/