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
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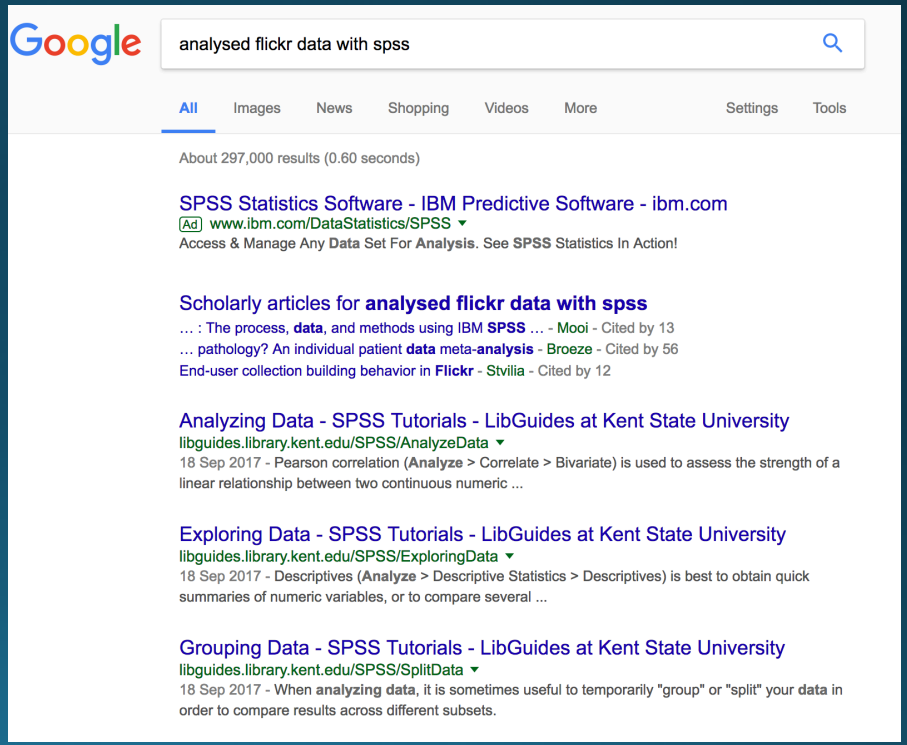
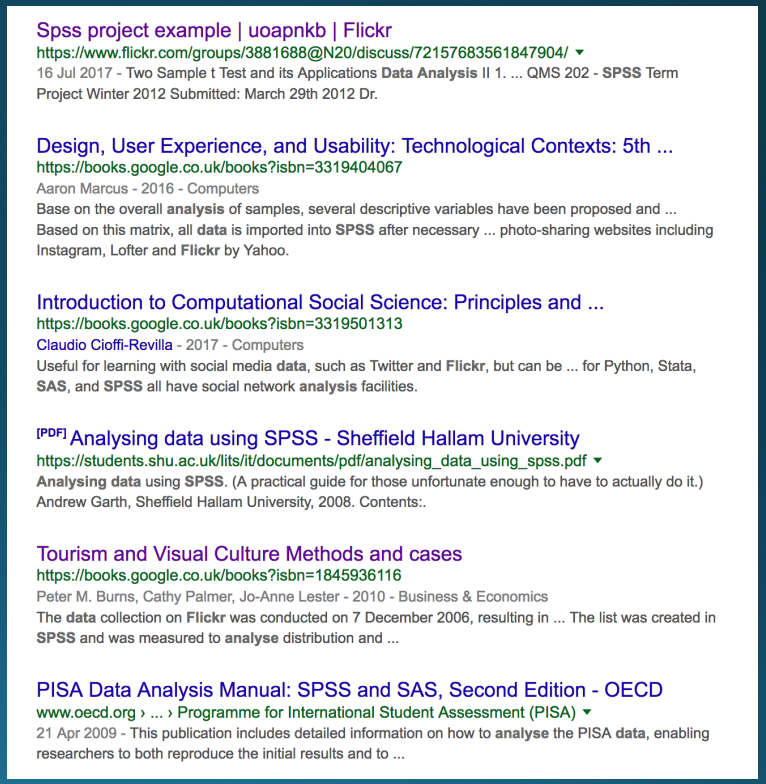
Search, skim and review

- 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



Spss project example | uoapnkb | Flickr
https://www.flickr.com/groups/3881688@N20/discuss/72157683561847904/
16 Jul 2017 - Two Sample t Test and its Applications **Data Analysis** II 1. ... QMS 202 - **SPSS** Term Project Winter 2012 Submitted: March 29th 2012 Dr.

Design, User Experience, and Usability: Technological Contexts: 5th ...
https://books.google.co.uk/books?isbn=3319404067
Aaron Marcus - 2016 - Computers
Base on the overall **analysis** of samples, several descriptive variables have been proposed and ... Based on this matrix, all **data** is imported into **SPSS** after necessary ... photo-sharing websites including Instagram, Lofter and **Flickr** by Yahoo.

Introduction to Computational Social Science: Principles and ...
https://books.google.co.uk/books?isbn=3319501313
Claudio Cioffi-Revilla - 2017 - Computers
Useful for learning with social media **data**, such as Twitter and **Flickr**, but can be ... for Python, Stata, **SAS**, and **SPSS** all have social network **analysis** facilities.

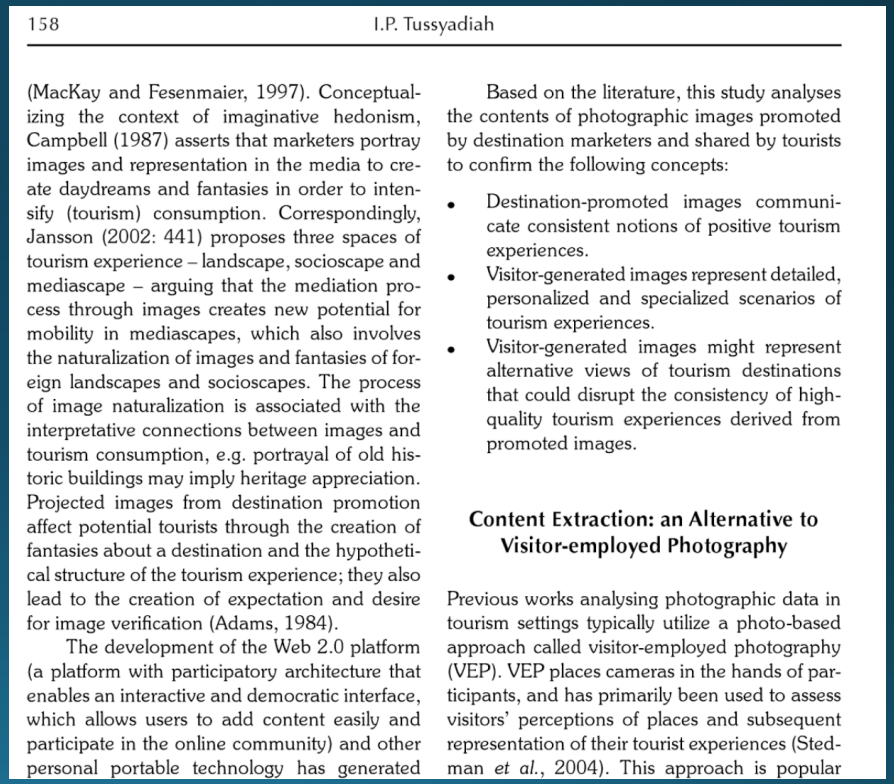
[PDF] Analysing data using SPSS - Sheffield Hallam University
https://students.shu.ac.uk/lits/it/documents/pdf/analysing_data_using_spss.pdf
Analysing data using **SPSS**. (A practical guide for those unfortunate enough to have to actually do it.) Andrew Garth, Sheffield Hallam University, 2008. Contents:.

Tourism and Visual Culture Methods and cases
https://books.google.co.uk/books?isbn=1845936116
Peter M. Burns, Cathy Palmer, Jo-Anne Lester - 2010 - Business & Economics
The **data** collection on **Flickr** was conducted on 7 December 2006, resulting in ... The list was created in **SPSS** and was measured to **analyse** distribution and ...

PISA Data Analysis Manual: SPSS and SAS, Second Edition - OECD
www.oecd.org › ... › Programme for International Student Assessment (PISA)
21 Apr 2009 - This publication includes detailed information on how to **analyse** the PISA **data**, enabling researchers to both reproduce the initial results and to ...

Took a look

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



(MacKay and Fesenmaier, 1997). Conceptualizing the context of imaginative hedonism, Campbell (1987) asserts that marketers portray images and representation in the media to create daydreams and fantasies in order to intensify (tourism) consumption. Correspondingly, Jansson (2002: 441) proposes three spaces of tourism experience – landscape, socioscape and mediascape – arguing that the mediation process through images creates new potential for mobility in mediascapes, which also involves the naturalization of images and fantasies of foreign landscapes and socioscapes. The process of image naturalization is associated with the interpretative connections between images and tourism consumption, e.g. portrayal of old historic buildings may imply heritage appreciation. Projected images from destination promotion affect potential tourists through the creation of fantasies about a destination and the hypothetical structure of the tourism experience; they also lead to the creation of expectation and desire for image verification (Adams, 1984).

The development of the Web 2.0 platform (a platform with participatory architecture that enables an interactive and democratic interface, which allows users to add content easily and participate in the online community) and other personal portable technology has generated

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

visitor's image of the site. However, there are challenges associated with VEP: visitors/participants managing more than one camera if they bring their own; the cost of cameras, developing and mailing; and the sheer volume of pictures/data generated (MacKay and Couldwell, 2004). Owing to the increasing popularity of digital cameras and online personal photo galleries among tourists, there are vast amounts of travel-related images posted on the Internet. These online images will be valuable as a data source to analyse how tourists represent destinations and their tourism experiences. The online visitor-generated images are comparable to the VEP-acquired visual data because of their unprompted nature. Online photo galleries typically provide features that enable users to give titles, descriptions and tags for each picture they upload; they also enable viewers to give comments on the pictures and thus create online discussion communities. Therefore, it is possible to triangulate the content of image data with the users' descriptions and viewers' comments associated with them. Analysing online image data to assess tourist-generated representation could overcome the logistic and resource-based problems associated with VEP.

Despite the growing potential of utilizing online image data, tourism research on visitor-generated pictorial data is scarce. Govers and Go (2005) analyse online image and text data to assess the projected image of

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', 'king-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

cess of contextualization of images.

In the next stage, a list of predefined low-level features/objects was created, based on their appearance in the pictures. The list was created in SPSS and was measured to analyse distribution and frequency of the features. Correlations between these features were then calculated to identify the arrangement of low-level features in the pictures; the features having positive correlations often appear together and vice versa. Based on the arrangement, some local concepts were merged together to generate a higher-level semantic (global concept). As an illustration, if low-level features such as 'light', 'street' and 'car' positively correlated with each other, it can be concluded that these low-level features often

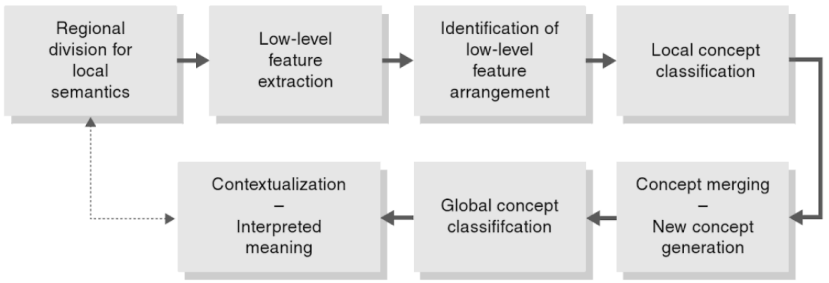
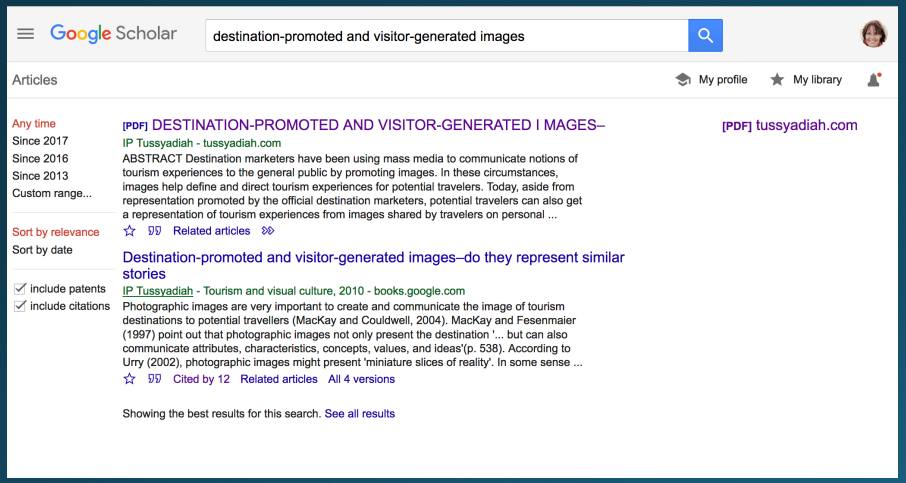
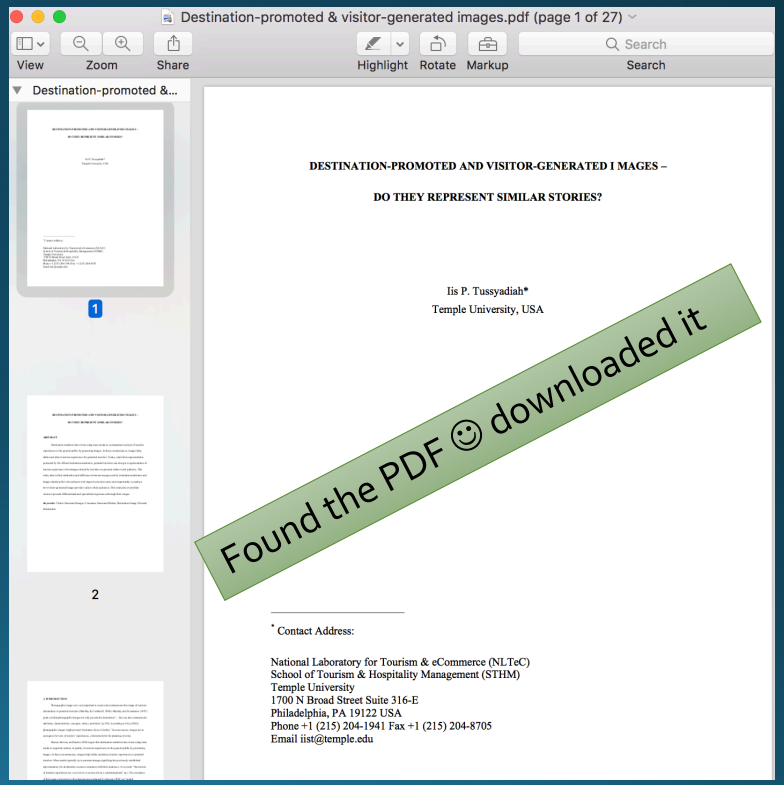


Fig. 13.1. Procedure of the image content analysis.

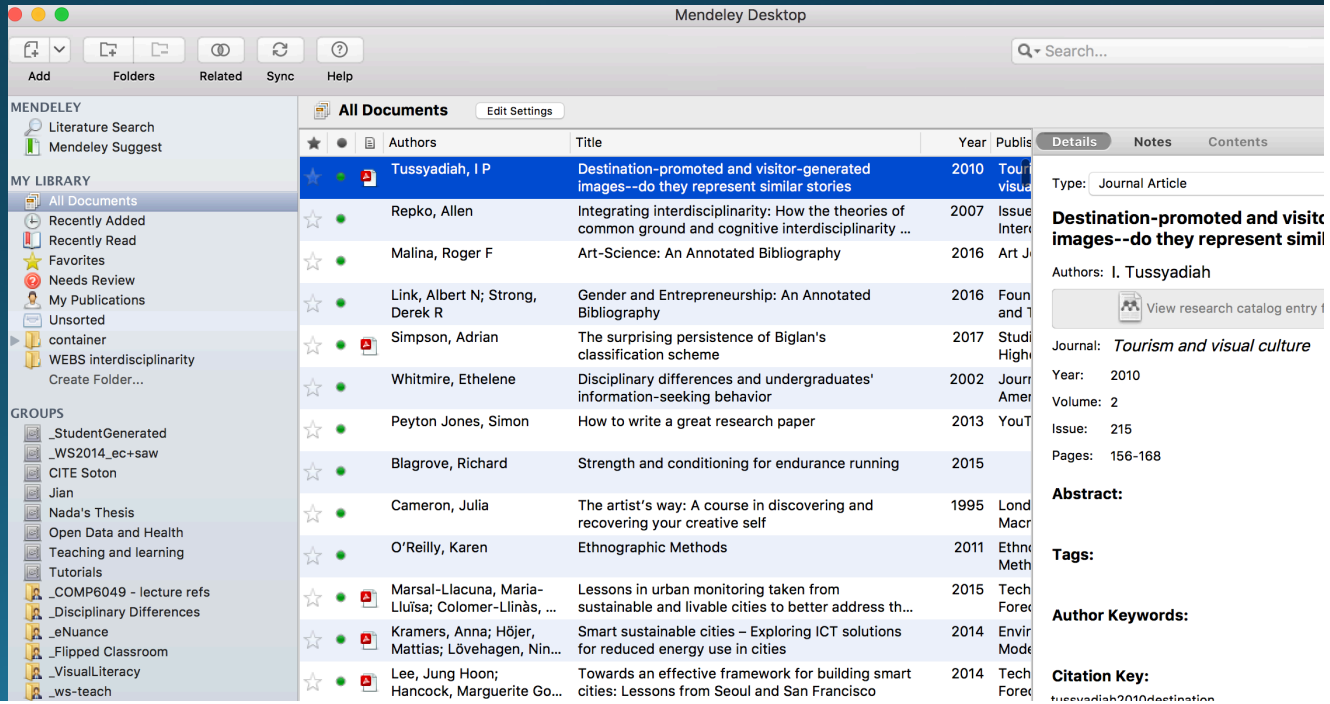
Used the title to do a google scholar search



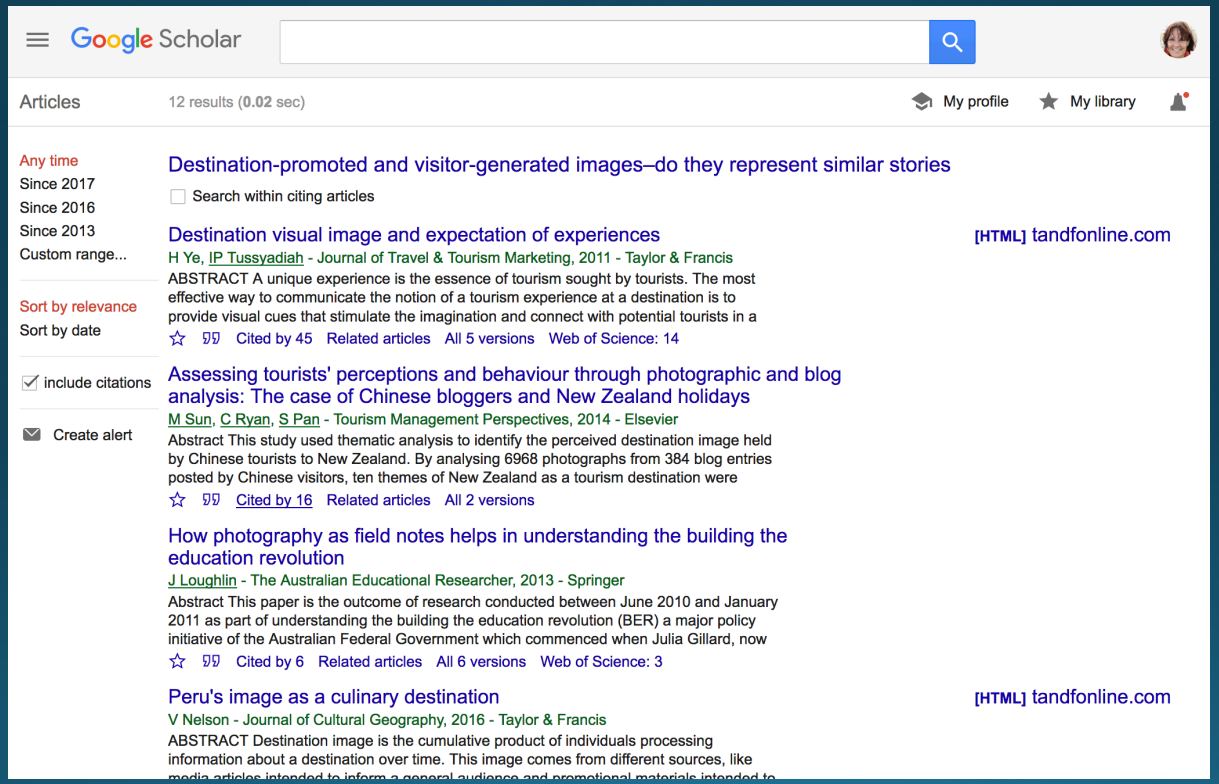


Downloaded the citation and imported it into Mendeley

Tussyadiah, I.P., 2010. Destination-promoted and visitor-generated images--do they represent similar stories. *Tourism and visual culture*, 2(215), pp.156–168.



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



Time to decide

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http://www.mendeley.com/

How to read a paper

- Keshav, S., 2007. How to read a paper. *Sigcomm*, 37(3), pp.2–3. Available at: http://www.sigcomm.org/sites/default/files/ccr/papers/2007/July/1273445-1273458.pdf/

- 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
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- 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/