

What I did and what I found

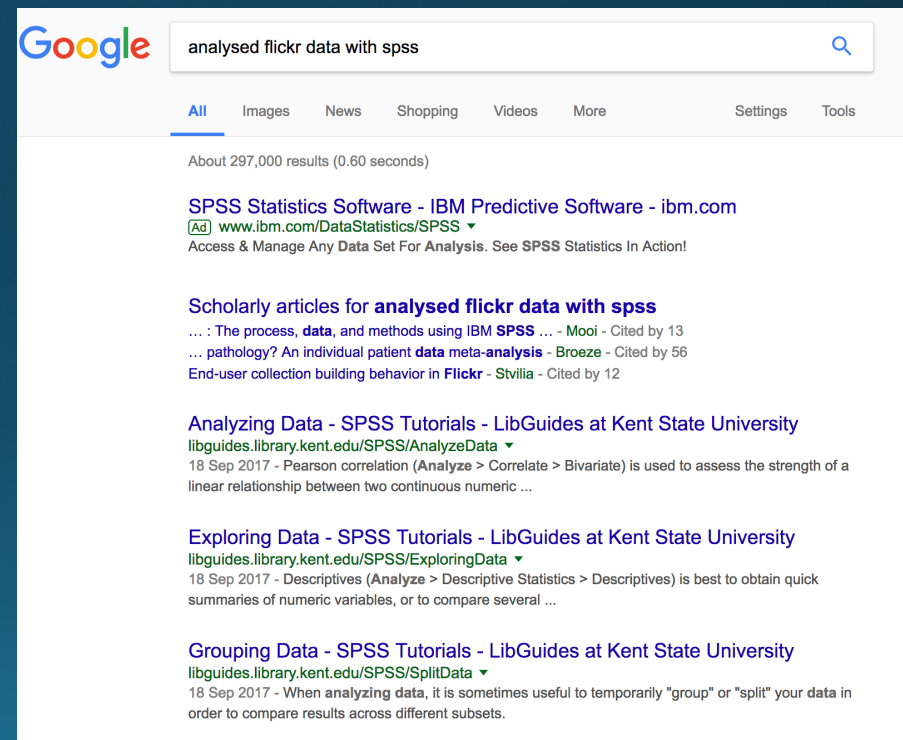
Publication about Flickr data  
Looking for examples and ideas

# 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...



The screenshot shows a Google search results page for the query "analysed flickr data with spss". The search bar at the top contains the query and a magnifying glass icon. Below the search bar, there are navigation tabs for "All", "Images", "News", "Shopping", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 297,000 results (0.60 seconds)". The first result is "SPSS Statistics Software - IBM Predictive Software - ibm.com" with a link to "www.ibm.com/DataStatistics/SPSS" and a description: "Access & Manage Any Data Set For Analysis. See SPSS Statistics In Action!". The second result is "Scholarly articles for analysed flickr data with spss" with a list of articles: "... : The process, data, and methods using IBM SPSS ... - Mooi - Cited by 13", "... pathology? An individual patient data meta-analysis - Broeze - Cited by 56", and "End-user collection building behavior in Flickr - Stvilia - Cited by 12". The third result is "Analyzing Data - SPSS Tutorials - LibGuides at Kent State University" with a link to "libguides.library.kent.edu/SPSS/AnalyzeData" and a description: "18 Sep 2017 - Pearson correlation (Analyze > Correlate > Bivariate) is used to assess the strength of a linear relationship between two continuous numeric ...". The fourth result is "Exploring Data - SPSS Tutorials - LibGuides at Kent State University" with a link to "libguides.library.kent.edu/SPSS/ExploringData" and a description: "18 Sep 2017 - Descriptives (Analyze > Descriptive Statistics > Descriptives) is best to obtain quick summaries of numeric variables, or to compare several ...". The fifth result is "Grouping Data - SPSS Tutorials - LibGuides at Kent State University" with a link to "libguides.library.kent.edu/SPSS/SplitData" and a description: "18 Sep 2017 - When analyzing data, it is sometimes useful to temporarily 'group' or 'split' your data in order to compare results across different subsets."

# 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  
Based 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](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. Burnis, 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](http://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, sociospace 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 sociospaces. 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

are local points of a picture and also in the process 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' and 'car' positively correlated with each other, it can be concluded that these low-level features often

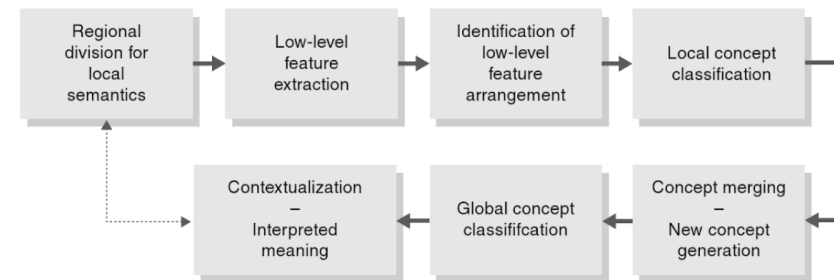


Fig. 13.1. Procedure of the image content analysis.

# Used the title to do a google scholar search

The screenshot shows a Google Scholar search interface. The search bar contains the text "destination-promoted and visitor-generated images". Below the search bar, there are filters for "Any time", "Since 2017", "Since 2016", "Since 2013", and "Custom range...". There are also options to "Sort by relevance" and "Sort by date". The search results list an article titled "[PDF] DESTINATION-PROMOTED AND VISITOR-GENERATED I MAGES--" by Iis P. Tussyadiah, with a link to "tussyadiah.com". The abstract of the article is visible, starting with "ABSTRACT Destination marketers have been using mass media to communicate notions of tourism experiences to the general public by promoting images. In these circumstances, images help define and direct tourism experiences for potential travelers. Today, aside from representation promoted by the official destination marketers, potential travelers can also get a representation of tourism experiences from images shared by travelers on personal ...".

The screenshot shows a PDF document viewer displaying the title page of a paper. The title is "DESTINATION-PROMOTED AND VISITOR-GENERATED I MAGES - DO THEY REPRESENT SIMILAR STORIES?". The author is listed as "Iis P. Tussyadiah\*" from "Temple University, USA". At the bottom of the page, there is a "Contact Address" section with the following information: "National Laboratory for Tourism & eCommerce (NLTeC), School of Tourism & Hospitality Management (STHM), Temple University, 1700 N Broad Street Suite 316-E, Philadelphia, PA 19122 USA, Phone +1 (215) 204-1941 Fax +1 (215) 204-8705, Email iist@temple.edu". A green diagonal banner with the text "Found the PDF 😊 downloaded it" is overlaid on the right side of the page.





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

The screenshot shows the Google Scholar interface with search results for articles that cite a specific paper. The search results are sorted by date and include the following entries:

- Destination-promoted and visitor-generated images—do they represent similar stories**  
H Ye, [IP Tussvadijah](#) - Journal of Travel & Tourism Marketing, 2011 - Taylor & Francis  
[HTML] tandfonline.com
- Destination visual image and expectation of experiences**  
H Ye, [IP Tussvadijah](#) - Journal of Travel & Tourism Marketing, 2011 - Taylor & Francis  
ABSTRACT A unique experience is the essence of tourism sought by tourists. The most effective way to communicate the notion of a tourism experience at a destination is to provide visual cues that stimulate the imagination and connect with potential tourists in a  
☆ [Cited by 45](#) [Related articles](#) [All 5 versions](#) [Web of Science: 14](#)
- Assessing tourists' perceptions and behaviour through photographic and blog analysis: The case of Chinese bloggers and New Zealand holidays**  
[M Sun](#), [C Ryan](#), [S Pan](#) - Tourism Management Perspectives, 2014 - Elsevier  
Abstract This study used thematic analysis to identify the perceived destination image held by Chinese tourists to New Zealand. By analysing 6968 photographs from 384 blog entries posted by Chinese visitors, ten themes of New Zealand as a tourism destination were  
☆ [Cited by 16](#) [Related articles](#) [All 2 versions](#)
- How photography as field notes helps in understanding the building the education revolution**  
[J Loughlin](#) - The Australian Educational Researcher, 2013 - Springer  
Abstract This paper is the outcome of research conducted between June 2010 and January 2011 as part of understanding the building the education revolution (BER) a major policy initiative of the Australian Federal Government which commenced when Julia Gillard, now  
☆ [Cited by 6](#) [Related articles](#) [All 6 versions](#) [Web of Science: 3](#)
- Peru's image as a culinary destination**  
V Nelson - Journal of Cultural Geography, 2016 - Taylor & Francis  
ABSTRACT Destination image is the cumulative product of individuals processing information about a destination over time. This image comes from different sources, like media articles intended to inform a general audience and promotional materials intended to

# 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

- 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](#)
- [Mitzenmacher n.d. How to read a resesarch 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/>