

*UrbanSensing

Publishable summary

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Research for the benefit of specific groups

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1 Publishable Summary

Urban Sensing project brought a new product concerning the urban design, city planning and urban management market: a platform extracting patterns of use and citizens' perceptions related or concerning city spaces, through robust analysis of User Generated Content (UGC) shared by the city users and inhabitants over social networks and digital media.

Traditional data collection methods - such as surveys, interviews and ethnographic observations – have some limitations like high cost in terms of time and resources and limited size of the samples they can generally cover. More recently, methods based on real-time data and web harvesting have been adopted, but a focus on their spatial and temporal dimension is still lacking.

Applying text mining and conversation analysis to geo-localized UGC, Urban Sensing is able to provide meaningful indexes and dynamic maps depicting citizens' shared perceptions, emotions, hints and opinions regarding public services, urban spaces, time-based events, and the city as a whole.

A set of visualisation tools provides interaction with this maps and indexes allowing an insight into understanding how public policies, spatial interventions, events and transformations are perceived within a city, and at the same time it gives hints to designers, developers and entrepreneurs adopting a more human-centred approach toward our cities' evolution.

2 Contacts detail

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Table 2: Consortium mailing list