

# \*UrbanSensing

## **Publishable summary**

Coordinator: Accurat S.r.L. – Gabriele Rossi

FP7-SME-2012

Research for the benefit of specific groups

Project Start Date: 1<sup>st</sup> October 2012

Duration: 29 months

FP7-SME-2012-1

Grant Agreement 314887 - 3 August 2012

Version: 1.0

Project co-funded by the European Commission  
within the Seventh Framework Programme (2007 - 2013)

Dissemination Level: Public

## 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

<b>Coordinator:</b> Gabriele Rossi		<b>Coordinator assistant:</b> Ing. Paolo Sperandio, Ph.D.	
<b>Address:</b>	Accurat S.r.L. Via Benedetto Marcello, 38 20124 Mian	<b>Address:</b>	T-Connect S.r.L. Padriciano, 99 34149 Trieste
<b>Phone:</b>	+39.347.1245480	<b>Phone:</b>	+39 040 3755535
<b>FAX:</b>	+39.02.347756	<b>FAX:</b>	+39 040 3755536
<b>E-Mail:</b>	<a href="mailto:gabriele.rossi@accurat.it">gabriele.rossi@accurat.it</a>	<b>E-Mail:</b>	<a href="mailto:paolo.sperandio@t-connect.it">paolo.sperandio@t-connect.it</a>
<b>Website:</b> <a href="http://www.urban-sensing.eu">www.urban-sensing.eu</a>			

**Table 1: Contact details**

Mail	Partners
<a href="mailto:all@urban-sensing.eu">all@urban-sensing.eu</a>	All the project beneficiaries
<a href="mailto:accurat@urban-sensing.eu">accurat@urban-sensing.eu</a>	Only ACC team
<a href="mailto:mobivery@urban-sensing.eu">mobivery@urban-sensing.eu</a>	Only MOBI team
<a href="mailto:lust@urban-sensing.eu">lust@urban-sensing.eu</a>	Only LST team
<a href="mailto:t-connect@urban-sensing.eu">t-connect@urban-sensing.eu</a>	Only T-CON team
<a href="mailto:t4l@urban-sensing.eu">t4l@urban-sensing.eu</a>	Only T4L team
<a href="mailto:tuk@urban-sensing.eu">tuk@urban-sensing.eu</a>	Only TUK team

**Table 2: Consortium mailing list**