Micro-Participation: Community Engagement in Planning with Social Media

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Microparticipation

A method to engage “many, unconnected individuals” while minimizing time and opportunity costs to personal involvement
Taking charge of Austin's future.
Austin needs to fix some of the worst transportation problems in the country. The ASMP brings us together to focus on:

- **Sustainability:** Promoting the economy, equity and the environment.
- **Livability:** Safe, affordable, practical choices for all lifestyles.
- **Mobility:** Faster, easier and better trips for everyone.

[More about the Austin Strategic Mobility Plan »]

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**Latest News**

- [City Council calls for $90M November 2010 Mobility Bond Election](#)
  - Posted on August 5, 2010
- [City Manager’s Mobility Priorities Presented to City Council](#)
  - Posted on July 30, 2010
- [Citizens Task Force Endorses Proposed 2010 Bond Package](#)
  - Posted on July 13, 2010

[View All News »]

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**Get Involved**

Learn about upcoming forums and milestones. Find out how you can be part of Austin’s mobility solutions.

[Learn How You Can Get Involved »]

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**Urban Rail**

The city’s Urban Rail program is exploring Austin’s options for a system serving the heart of town and improving connections throughout the regional mass transit network.

[Learn more about the project and its progress »]

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**Resources**

Find out more about the ASMP, the Urban Rail program, the city’s 2010 mobility priorities and other initiatives to broaden Austin’s options and improve our lives.

[View All Resources »]
See what neighbors are saying about Austin's transportation problems. Get heard.

Share your thoughts on Twitter

This will also be the place for coming attractions; a 'hot topics' bar to find the comments you want to see, photo/stories of your pics, videos and other creative comments on transportation in Austin; and celebrity interviews.

Influence

Your comments help shape the city's mobility plan. Check out some recent snapps that people have
See what neighbors are saying about Austin's transportation problems. Get heard.

What's happening?
I don't feel safe riding my bi] Share your first tweet with the world!

Home
SNAPPatx It has been a week since Bike Month started. How has your commute been? What transportation challenges are you facing? #snappatx about 1 hour ago via HootSuite

SNAPPatx SNAPPatx Survey: Be heard! How do you want to

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snappATX It has been a week since Bike Month started. How has your commute been? What transportation challenges are you facing? #snappatx via HootSuite - 56 minutes ago

Wall Info Events Discussions Photos Video

My commute down Mopac takes me more than 40 minutes.

Attach: Share

snappATX Have you taken our survey yet? SNAPPatx Survey: Be heard! How do you want to invest a proposed 2010 Transportation Bond?

Influence

Your comments help shape the city’s mobility plan. Check out some recent snapps that people have contributed. Click a snapp to reply.
See what neighbors are saying about Austin's transportation problems. Get heard.

See your contribution on the live feed

This will also be the place for coming attractions, a "hot topics" bar to find the comments you want to see, photo/stories of your pics, videos and other creative comments on transportation in Austin; and celebrity interviews.

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See what neighbors are saying about Austin's transportation problems. Get heard.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>User</th>
<th>Tweet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat 8 May 2010</td>
<td>11:00 AM</td>
<td>TheRamby</td>
<td>First thing i see gettin off the bus in austin... Lesbians makin out</td>
</tr>
<tr>
<td>Sat 8 May 2010</td>
<td>08:37 AM</td>
<td>annemiekeeh</td>
<td>While on the bike thinking of ways to raise funds for my #LiveStrong Challenge in Austin, because that is why I train so hard and am so</td>
</tr>
<tr>
<td>Sat 8 May 2010</td>
<td>04:04 AM</td>
<td>skinnynoah</td>
<td>Photo: austin powers become bus driver <a href="http://failblog.org/">http://failblog.org/</a> <a href="http://tumblr.com/x09luwd2">http://tumblr.com/x09luwd2</a></td>
</tr>
<tr>
<td>Fri 7 May 2010</td>
<td>11:38 PM</td>
<td>Suzzicks</td>
<td>OH: &quot;I continue to be a train wreck, but ya know, thats how I live......&quot; From my awesome BFF in Austin. <em>edit</em></td>
</tr>
<tr>
<td>Fri 7 May 2010</td>
<td>00:18</td>
<td>TWMgmtCnsltJobs</td>
<td>SALES - MANAGEMENT - WILL TRAIN - Competitive Consulting</td>
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</tbody>
</table>

Influence

Your comments help shape the city's mobility plan. Check out some recent snapps that people have contributed. Click a snapp to reply.
See what neighbors are saying about Austin's transportation problems. Get heard.

We capture your comments in a database

This will also be the place for coming attractions: a "hot topics" bar to find the comments you want to see, photo/stories of your pics, videos and other creative comments on transportation in Austin, and celebrity interviews.

Influence

Your comments help shape the city's mobility plan. Check out some recent snapps that people have contributed. Click a snapp to reply.
See what neighbors are saying about Austin's transportation problems. Get heard.

Analyze and aggregate themes and trends

This will also be the place for coming attractions, a "hot topics" bar to filter the comments you want to see, photo/stories of your pics, videos and other creative comments on transportation in Austin; and celebrity interviews.

Influence

Your comments help shape the city's mobility plan. Check out some recent snapps that people have submitted.
See what neighbors are saying about Austin's transportation problems. Get heard and send it over to the City of Austin.

This will also be the place for coming attractions—a "hot topics" bar to filter the comments you want to see, photo/stories of your pics, videos and other creative comments on transportation in Austin; and celebrity interviews.

Influence
Your comments help shape the city's mobility plan. Check out some recent snapps that people have contributed. Click a snapp to reply.
See what neighbors are saying about Austin's transportation problems. Get heard.

Friend us, follow us, and comment away on our social media apps

This will also be the place for coming attractions: a “hot topics” bar to find the comments you want to see, photo/stories of your pics, videos and other creative comments on transportation in Austin; and celebrity interviews.

Influence

Your comments help shape the city’s mobility plan. Check out some recent snaps that people have contributed. Click a snap to reply.
See what neighbors are saying about Austin's transportation problems. Get heard and help solve Austin's transportation challenges.
How to Analyze Micro-participation?
49,421 Microblogs Collected

- 11,500 relevant microblogs: 8,308 from microbloggers; 1,019 from media sources; 2,173 from SNAPPatx (1,007 facilitating conversation and 1,166 pushing information)
- Coded the 8,308 microblogs from microbloggers byType; Theme; Topic 1, Topic 2; Sentiment;
- Microparticipation dialogue content analysis
- Rate of participation

• Engaging: “$7 fa a 24hr bus pass..... how much is it in austin???? exactly....”.

• Analyzing: “transit: Austin red line vs. Twin Cities Hiawatha line - I like both. Only similarity? single route”.
Theme: Related to the ASMP (such as eco devo, regional integration)

Topic 1, Topic 2: Topics mentioned in microblog

“RT @fitcityleblanc: Where do most of Austin's bicycle-motorist collisions occur? Check this map! http://bit.ly/52X2g”.

Source: Paddy Murphy
Simple Sentiment Analysis: Review for positive or negative sentiment

Detailed Sentiment Analysis: Using Linguistic Inquiry and Word Count (LIWC) text analysis software

Source: gary j wood
Sentiment Analysis

Techniciry
Sentiment Analysis

- Space
- Present-oriented
- Time
- Affect
- Social
- Positive emotion
- Leisure
- Perception
- Past-oriented
- Work
- Negative emotion
- Tentativeness
- Achievement
- Anger
- Certainty
- Future-oriented
- Money
- Sadness
- Anxiety
Analysis of @, RT, URL usage: 57% @ 60% URL

Analysis of Stimulation Attempts: 282 pushes; 54% received a response; Avg 2.3 responses

Content Analysis of completed dialogue: 374 attempts; 42% received a response

Microblogger: @SNAPPatx really impressive station. Like that waiting room. Only downtown transit station I've been to: Eugene, OR. http://flic.kr/p/7gB3cj

SNAPP: @btx91 ATX is looking at a combo of BRT and streetcar for the 2012 urban rail project but no mention of a great station like TN. #snappatx

Microblogger: @SNAPPatx yeah, Congress Ave. acts as a transit mall of sorts though. Is this BRT the MetroRapid or something diff? #snappatx

Microblogger: @SNAPPatx and latest on urban rail? Is the streetcar going to be at-grade, mixed-traffic like Portland, or with some kind of separation?

Microblogger: @SNAPPatx Tacoma's LRT is an example of what I mean by slight grade separation #snappatx

SNAPP: @btx91 Check out all the deets on the ATX urban rail project here www.austinstrategicmobility.com/resources/urban-rail-project #snappatx

SNAPP: @btx91 We admit, it looks and sounds good. Have you been there to experience it in person? If so, how was it? #snappatx
Microblogger: Seriously the bus system in Austin needs major work.
SNAPP: @Katshead42 What about Austin's bus system isn't working for you now? How could it be made better? #snappatx
Microblogger: @SNAPPatx my bus was 15 minutes early so i had to wait at the stop for an hour for the next one to come. They drive by stops all the time
SNAPP: @Katshead42 It sounds like more frequent buses might help ease the pain if u miss a bus that's running early, yes? Anything else? #snappatx
Microblogger: @SNAPPatx that would help. If the buses ran later into the night or early morning that would help too.
SNAPP: @Katshead42 Excellent. Voicing your opinion about problems/solutions is the best way to make change happen. We hear you! #snappatx
Equality of Participation

- Users: 4,439
- Messages: 6,576

Categories:
- One Time (1)
- Light (2-5)
- Medium (6-20)
- Heavy (21-79)
- Heavy User (80+)

TECHNICITY
Which street is more beautiful?
Which place looks lovely?

Place Pulse quantitatively measures urban perception by crowdsourcing visual surveys to users around the globe.

Learn about us
Developed by the Macro Connections group, as part of the MIT Media Lab City Science Initiative. Place Pulse is a tool to measure urban perception and study its effects on social and economic outcomes.

Use our data
The Place Pulse dataset is the first multi-city dataset on urban perception, collected using a high-throughput method, and is based on people's preferences over random pairs of geo-tagged images.

Join our team
Consider joining our team and help develop Place Pulse further. We are an open source project and even if you don't have enough time to be an active member, you can still contribute meaningfully to the study of urban perception.
Which image looks happiest?

1. 

2. 

Explore StreetSeen
Here would be some text about the about and help pages.

See Study Results
Here would be some text about how to view results.

Contact Us
Here would be some text on how to reach us with questions.
## Listing studies

<table>
<thead>
<tr>
<th>Name</th>
<th>Which place looks...</th>
<th>User</th>
<th>Image Set</th>
<th>Votes</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio Cities Pretty</td>
<td>prettier?</td>
<td>505</td>
<td>Ohio Cities (4)</td>
<td>0</td>
<td>true</td>
</tr>
<tr>
<td>Ohio Cities Scary</td>
<td>most terrifying?</td>
<td>505</td>
<td>Ohio Cities (4)</td>
<td>0</td>
<td>true</td>
</tr>
<tr>
<td>Funniest US Cities</td>
<td>most fun?</td>
<td>505</td>
<td>US Major Cities (3)</td>
<td>0</td>
<td>true</td>
</tr>
<tr>
<td>Most Awesome Cities</td>
<td>most awesome?</td>
<td>505</td>
<td>Most Awesome Cities Image Set (2)</td>
<td>0</td>
<td></td>
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<tr>
<td>Happiest</td>
<td>happiest?</td>
<td>505</td>
<td>Happiest Image Set (2)</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

[New Study]
There’s an App For That

Jennifer evans-cowley, PhD, aicp
@evanscowley
Growth in smartphones

- 46% of American adults own a smartphone (Pew Internet)
- 500,000+ apps in Apple app store (Apple)
- 41 apps per user (Neilsen)
Planners Use of Smartphone/Tablet

- 92.9% Yes
- 4.4% No
- 2.7% No but plan to purchase one
Planners Use of Smartphone/Tablet at Work

79% Yes
21% No
<table>
<thead>
<tr>
<th>Type of Apps</th>
<th>Weekly or more frequently</th>
<th>Never use this type of app</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note taking apps (such as notes, quick office, office2, etc.)</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>File sharing apps (such as dropbox)</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Social media apps (such as twitter, facebook, etc.)</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Productivity apps (such as photoshop, powerpoint, etc.)</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Presentation apps (such as powerpoint, prezi, etc.)</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Planning specific apps (please specify below)</td>
<td>31%</td>
<td>69%</td>
</tr>
</tbody>
</table>
Integrating Apps in Planning
There's an app for that

Transportation Planning
Pedestrian

Bicyclist

Motorist

Routes
Behaviors
Comfort
Safety
Awareness

Observed pedestrians jaywalking
Name: Hitchcockbikesontree...
Layer: Photo

Feature Class
Photo

Photos

Photos

Description
Bikes chained to trees

Date & Time *
Sep 18, 2012 12:46 PM
Illegal Riding on the Sidewalk

Walking Bike on Sidewalk
Inadequate Bicycle Parking
**Survey 1**

**Layer:** Survey

---

**Feature Class:** Survey

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**Description:**

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**Time:**

*Sep 13, 2012 1:27 PM*

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**Where Do You Enter Campus...**

*Olentangy Trail*

---

**Where Do You Exit Campus**

*Lane Ave*

---

**Days Per Week Ride To Campus**

*1-2*

---

**How Often Do You Find Sufficient...**

*Always*

---

**Do You Feel Comfortable Using...**
TechniCity

Jennifer Evans-Cowley, PhD, AICP
Tom Sanchez, PhD

We live in real-time, technologically enhanced cities. Explore the sweeping changes that our cities are undergoing as a result of networks, sensors, and communication technology.

Next Session:
May 4th 2013 (4 weeks long)

Workload: 11-15 hours/week

About the Course

We are part of the 'TechniCity'. The increasing availability of networks, sensors and mobile technologies allows for new approaches to address the challenges that our cities face. The way we understand cities is undergoing sweeping transformation, right along with the analytical tools we use to design our cities and the communication tools we use to engage people. Absorbing, studying and understanding the role of technology from a critical viewpoint allows us to generate creative ideas for improving our cities.

This course begins by examining how our cities are changing. We then jump into how technology is used to engage with the public to support decision-making. Students will be examining tools for analyzing the city. Then we move into exploring the
What size of city do you live in?

Response:
- I live in a town of 5,000 or less: 21.9%
- 5,000 - 24,999: 17.3%
- 25,000-99,999: 3.2%
- 100,000 - 999,999: 8.2%
- 1-4 million: 10.5%
- 5 million or more: 0.9%
- I don't know how big the city is that I live in: 37.8%
How do you plan to access this course?

- Desktop Computer: 23.6%
- Laptop: 43.1%
- Tablet: 16.2%
- Mobile Phone: 16.9%
Course Syllabus

**Week One - Engaging the TechniCity**
Through social networking and crowdsourcing platforms you'll learn how to engage in city building.

**Week Two - Analyzing the TechniCity**
From sentiment analysis to mashups, you'll experiment with analyzing data.

**Week Three - Infrastructure for the TechniCity**
You'll learn how sensors and networks are transforming our cities.

**Week Four - Entrepreneurial Urbanism**
You'll explore how open data initiatives, hack-a-thons, and urban prototyping festivals are creatively innovating our cities.
Questions?
@EvansCowley