

Micro-Participation: Community Engagement in Planning with Social Media



Jennifer Evans-Cowley, PhD, AICP
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Microparticipation

- 📍 A method to engage “many, unconnected individuals” while minimizing time and opportunity costs to personal involvement



ASMP

AUSTIN STRATEGIC MOBILITY PLAN

Home

News

Resources

Get Involved

Cont

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 »](#)



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 »](#)

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 »](#)

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 »](#)

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 network.

[Learn more about the project and its progress »](#)

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

Share your thoughts
on Twitter

00:02 00:37

CLOSE X

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.

The screenshot shows a Twitter interface. At the top left is the Twitter logo. On the right, there are navigation links: Home, Profile, and Find People. Below the logo is a text input field with the placeholder "What's happening?". The input field contains the text "I don't feel safe riding my bi". To the right of the input field is a character count "111". Below the input field is the text "Share your first tweet with the world!". To the right of this text is a "Tweet" button. Below the input field is a "Home" section. The first tweet in the home section is from SNAPPatx. The tweet text is "It has been a week since Bike Month started. How has your commute been? What transportation challenges are you facing? #snappatx". Below the tweet text is the text "about 1 hour ago via HootSuite". The second tweet in the home section is also from SNAPPatx. The tweet text is "SNAPPatx Survey: Be heard! How do you want to". At the bottom of the screenshot is a video player with a progress bar showing 00:04 out of 00:37. There are also volume and full screen icons.

CLOSE X

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Influence

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Search

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 It has been a week since Bike Month started. How has your commute been? What transportation challenges are you facing? #snappatx 58 minutes ago via HootSuite - Comment - Like

snappATX Have you taken our survey yet? SNAPPatx Survey: Be heard! How do you want to invest a proposed 2010 Transportation Bond?
Survey here: <http://www.snappatx.org/#snappatx>

00:13 00:37

[CLOSE](#)

This will also be the place for coming attractions - a "not 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.

See your contribution on the live feed

00:17 00:37

CLOSE X

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

Stream

	Sat 8 May 2010 11:00 AM	TheRamby: First thing i see gettin off the bus in austin... Lesbians makin out	
	Sat 8 May 2010 09:28 AM	AustinPost: #Austin Capital Metro: Chagrined, Chastised and an Accident Waiting to Happen http://bit.ly/a0502H	
	Sat 8 May 2010 08:37 AM	annemiekeh: 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	
	Sat 8 May 2010 07:14 AM	austin_crime: Theft on 25XX LEON ST, Austin, 78705, TX (via spotcrime.com): THEFT. Premises: TRANSPORTATION (AIR / BUS / TRAIN - T... http://bit.ly/aQGAoP	
	Sat 8 May 2010 04:04 AM	skinnynoah: Photo: austin powers become bus driver http://failblog.org/http://tumblr.com/x0i9luwd2	
	Fri 7 May 2010 11:38 PM	Suzzicks: OH: "I continue to be a train wreck, but ya know, thats how I live....." From my awesome BFF in Austin. *edit*	
	Fri 7 May 2010	TWMgmtCnsitJobs: SALES - MANAGEMENT - WILL TRAIN - Competitive Consulting	



00:18



00:37



CLOSE



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.

We capture your comments
in a database



CLOSE X

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.

[Download This Video](#)

Analyze and aggregate
themes and trends



00:24 00:37

CLOSE X

This will also be the place for coming attractions: a "not 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.

and send it over to
the City of Austin

00:27 00:37

CLOSE X

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.

[Download This Video](#)

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



00:31 00:37

CLOSE

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

and help solve Austin's transportation challenges

00:34 00:37

CLOSE X

This will also be the place for coming attractions: a "not 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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How to Analyze Micro-participation?

Source: Bonita Sarita

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



- Sharing: “RT @foxaustin: Listen up UT students. City of Austin cracking down on E-bus riders that become unruly on the bus. <http://bit.ly/alXE1x>”
- 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>”.

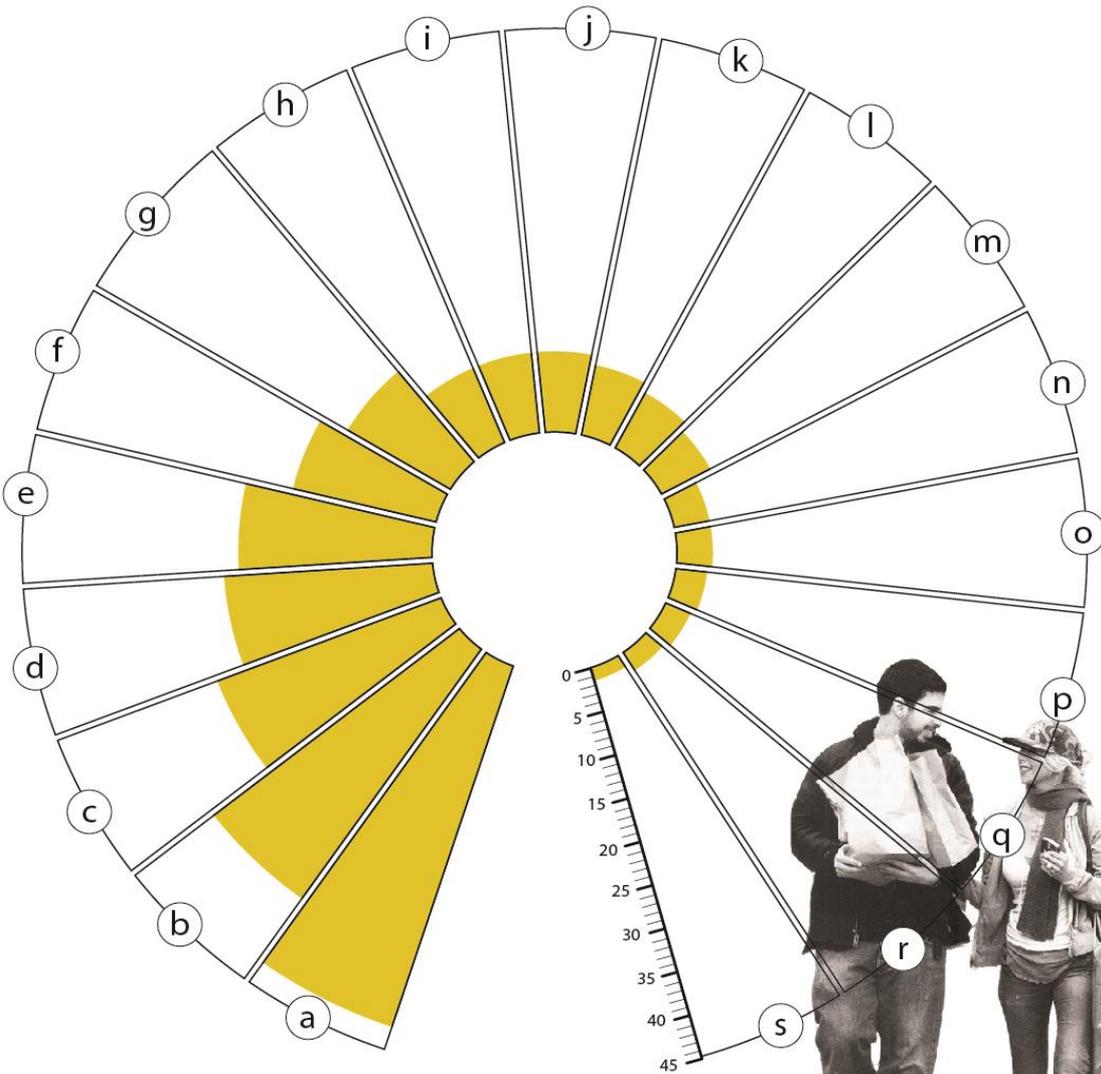


Simple Sentiment Analysis: Review for positive or negative sentiment

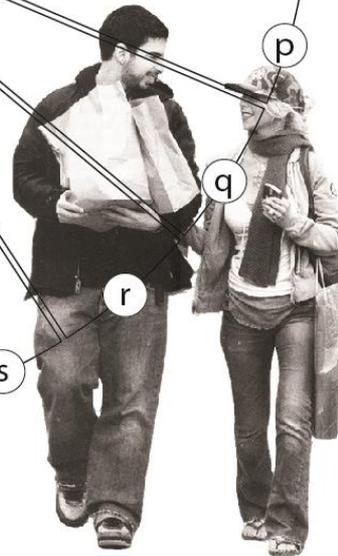
Detailed Sentiment Analysis: Using Linguistic Inquiry and Word Count (LIWC) text analysis software

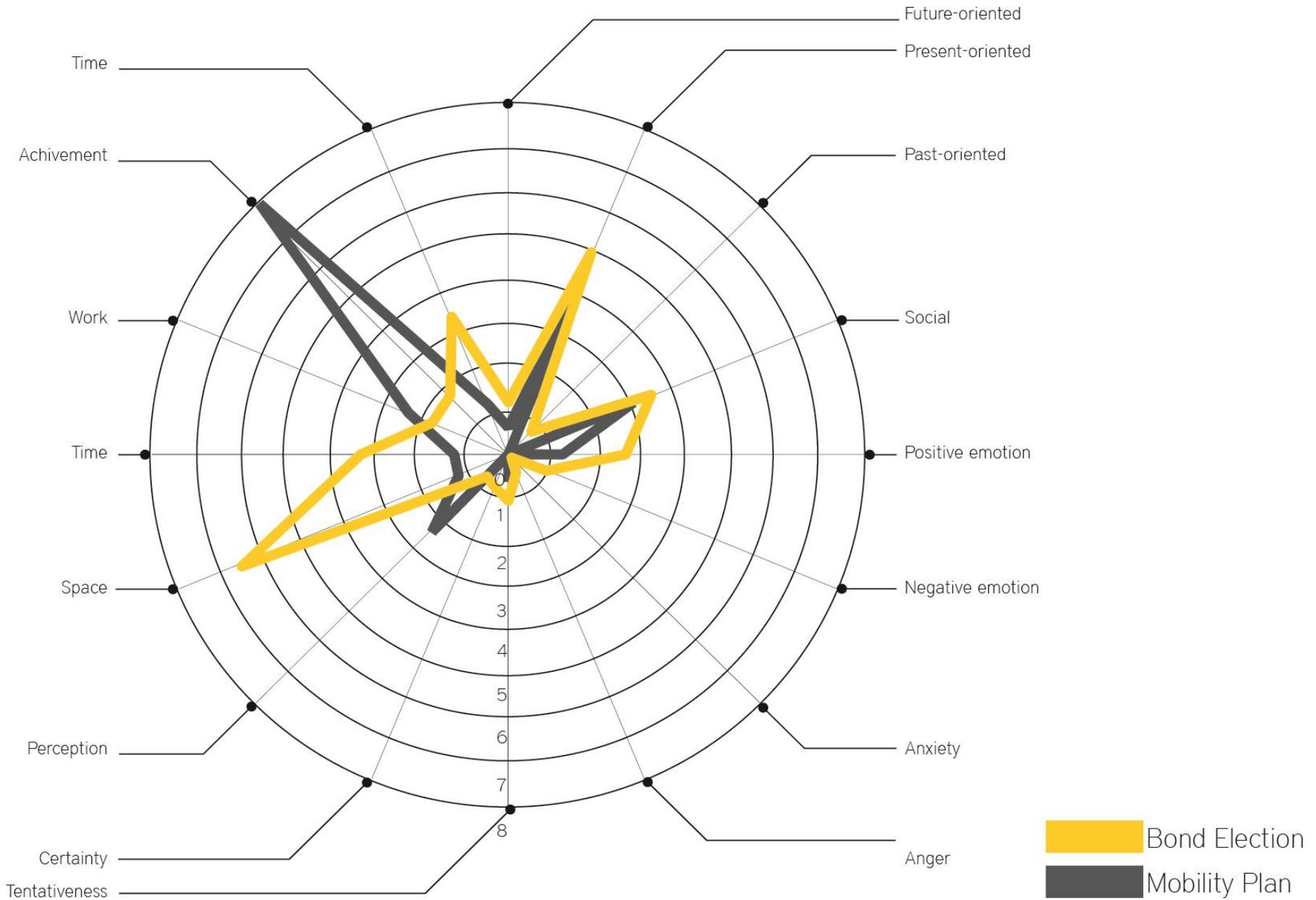






- a Space
- b Present-oriented
- c Time
- d Affect
- e Social
- f Positive emotion
- g Leisure
- h Perception
- i Past-oriented
- j Work
- k Negative emotion
- l Tentativeness
- m Achievement
- n Anger
- o Certainty
- p Future-oriented
- q Money
- r Sadness
- s Anxiety





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



SNAPP: Okay #Austin, #Nashville has you beat again. An amazing downtown transit station. <http://bit.ly/9YDjGU> #snappatx

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

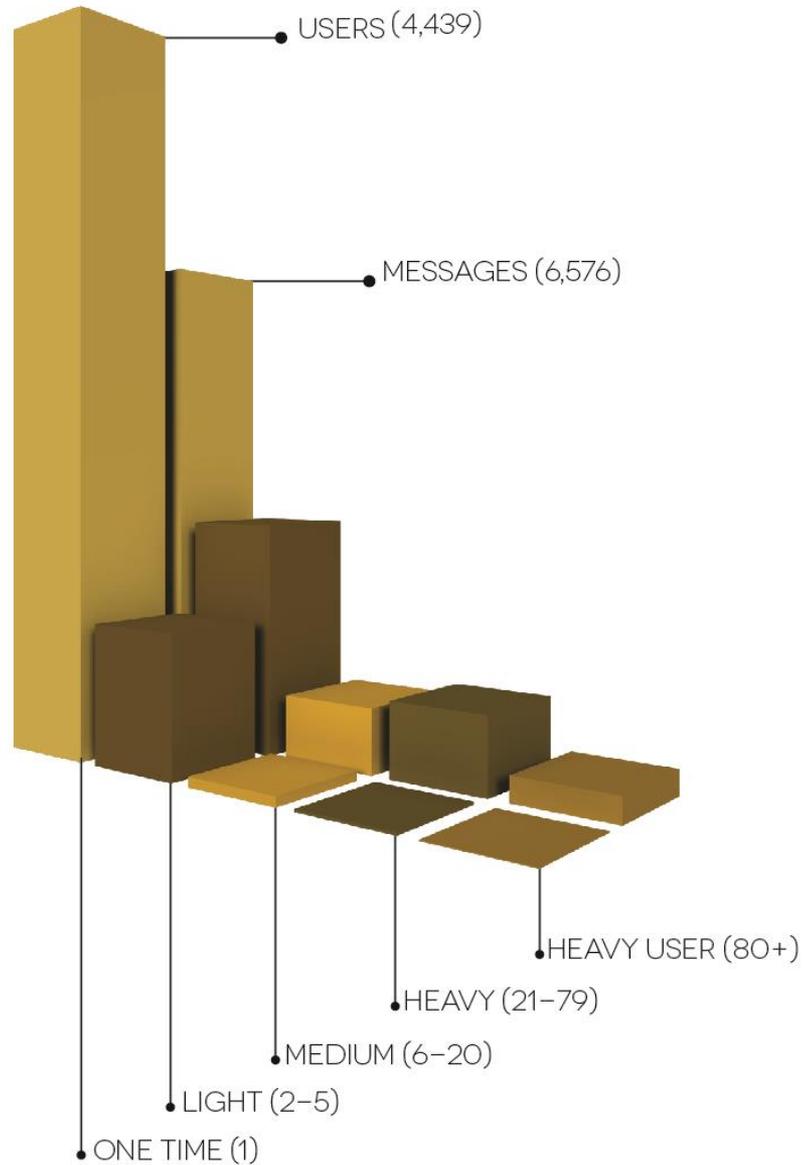
Microblogger: @SNAPPatx my bus was 15 minutes early so i had to wait at the stop for an hour for the next one to come. They drive by stops all the time

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





street  seen

Save my Location why?

0 Votes

Which street is more beautiful?

[I can't decide, skip it](#)



Which place looks lovely?



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

Votes Contributed

3376

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.

[Learn More](#)

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

Coming Soon
Click here to be notified when we're live!

Listing studies

Name	Which place looks...	User	Image Set	Votes	Public
Ohio Cities Pretty	prettier?	505	Ohio Cities (4)	0	true
Ohio Cities Scary	most terrifying?	505	Ohio Cities (4)	0	true
Funnest US Cities	most fun?	505	US Major Cities (3)	0	true
Most Awesome Cities	most awesome?	505	Most Awesome Cities Image Set (2)	0	
Happiest	happiest?	505	Happiest Image Set (2)	0	

[New Study](#)

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

THERE'S AN APP FOR THAT

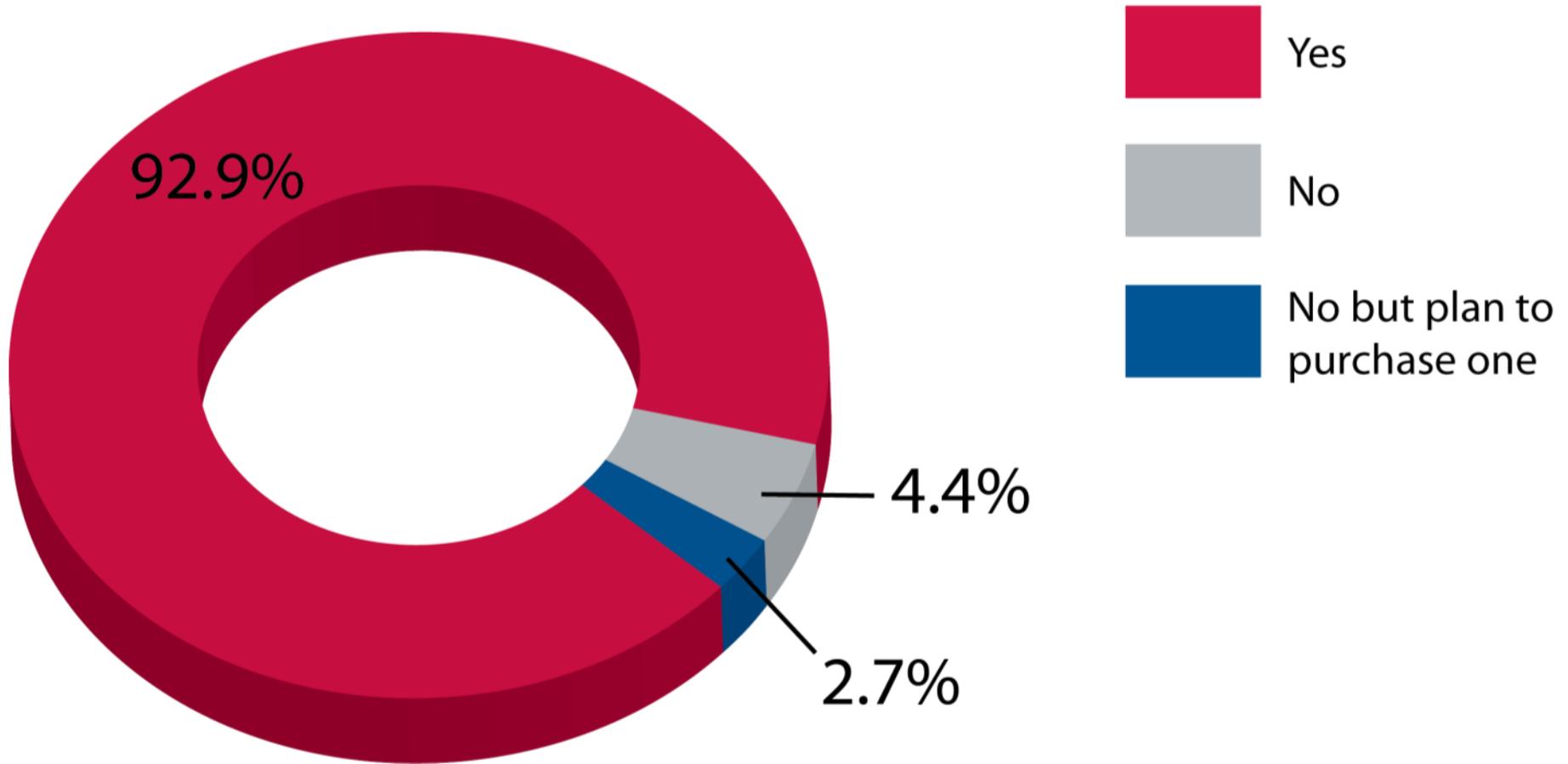


Jennifer evans-cowley,
PhD, aicp
@evanscowley

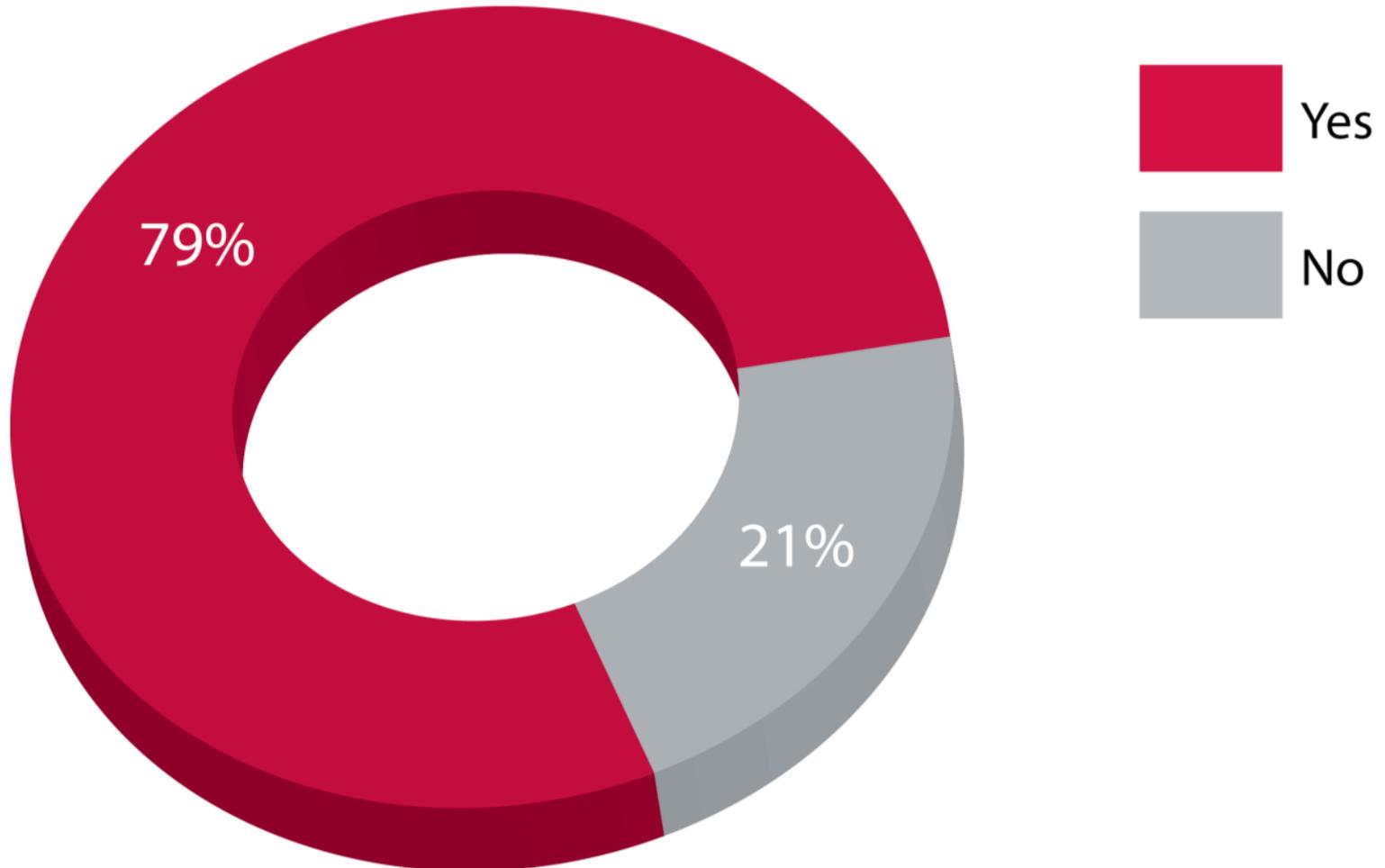
Growth in smartphones

- 📍 **46% of American adults own a smartphone (Pew Internet)**
- 📍 **500,000+ apps in Apple app store (Apple)**
- 📍 **41 apps per user (Nielsen)**

Planners Use of Smartphone/Tablet



Planners Use of Smartphone/Tablet at Work



Type of Apps	Weekly or more frequently	Never use this type of app
Note taking apps (such as notes, quick office, office2, etc.)	77%	23%
File sharing apps (such as dropbox)	49%	51%
Social media apps (such as twitter, facebook, etc.)	92%	8%
Productivity apps (such as photoshop, powerpoint, etc.)	60%	40%
Presentation apps (such as powerpoint, prezi, etc.)	44%	56%
Planning specific apps (please specify below)	31%	69%

Integrating Apps in Planning



Knowlton School of Architecture

THERE'S AN APP FOR THAT





Manage Multiple Projects

My Project

- Layers**
View & edit points, lines & polygons
- Feature Classes**
Manage feature classes
- Map Settings**
Manage map settings and map types
- Offline Maps**
Cache map tiles for offline use
- Project Units**
Select metric, imperial, yards or nautical
- GPS Settings**
Configure filters, GPS desired accuracy

POWERED BY GARAFa

Import/Export by iTunes or Email

The Ultimate Tool For Field Data Collection Professionals

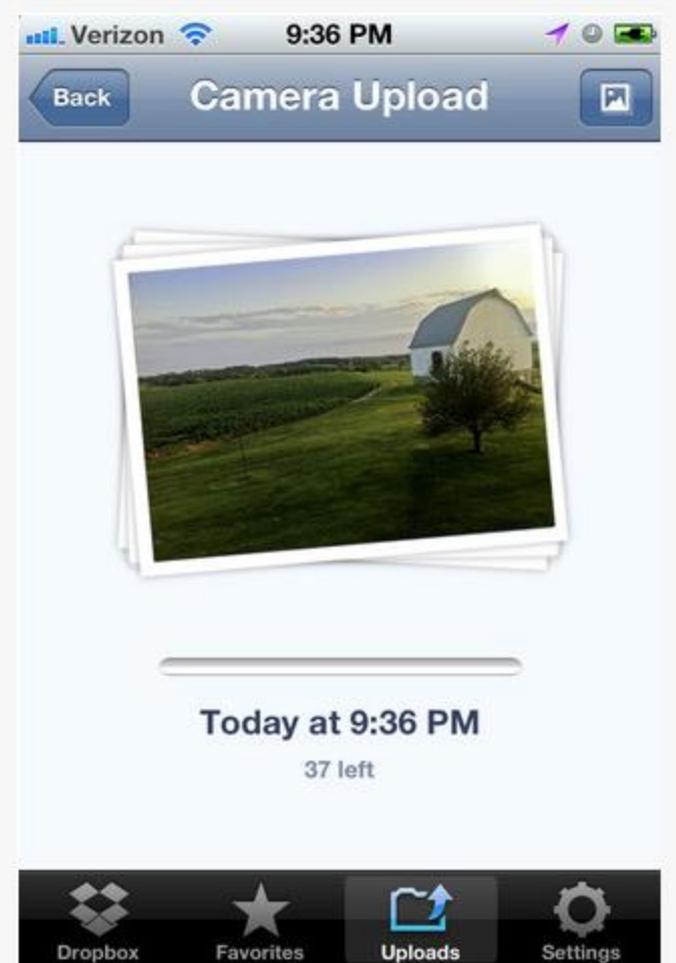
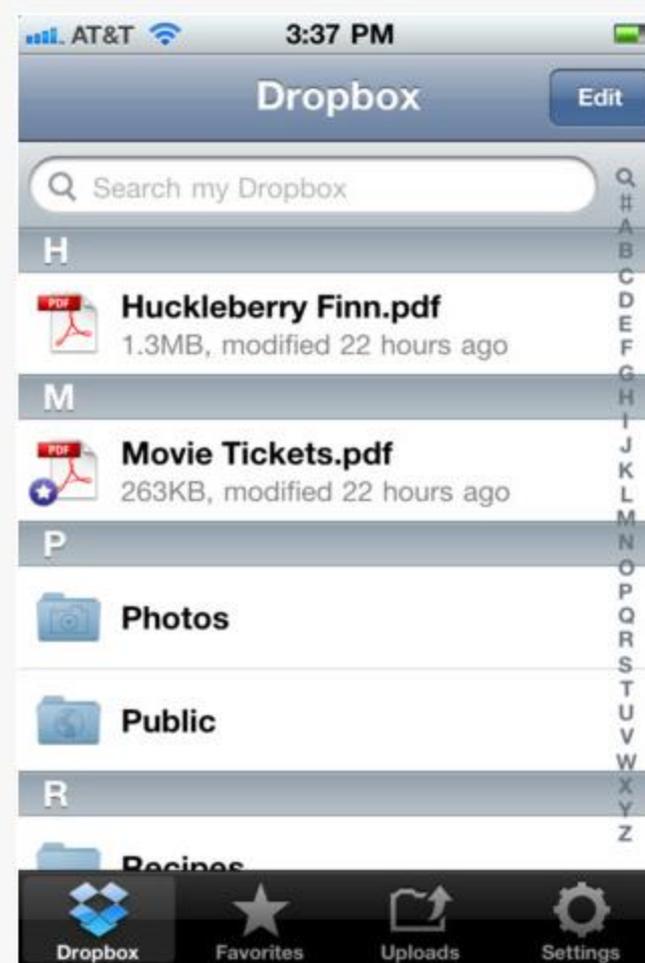
40.26722° -111.63907°

Distance: 1.50 miles

Delete Point Place Point

0.5mi

Complete Offline Workflow

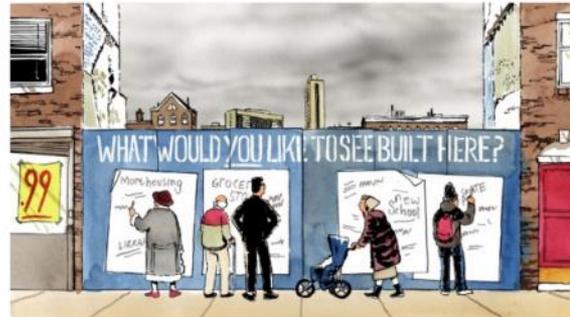


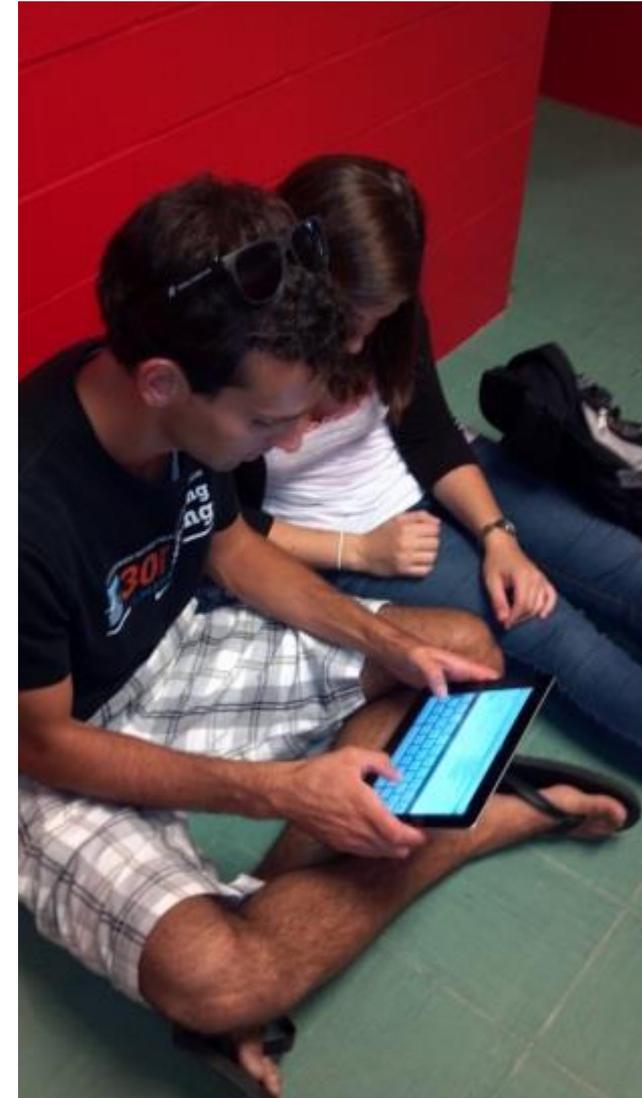
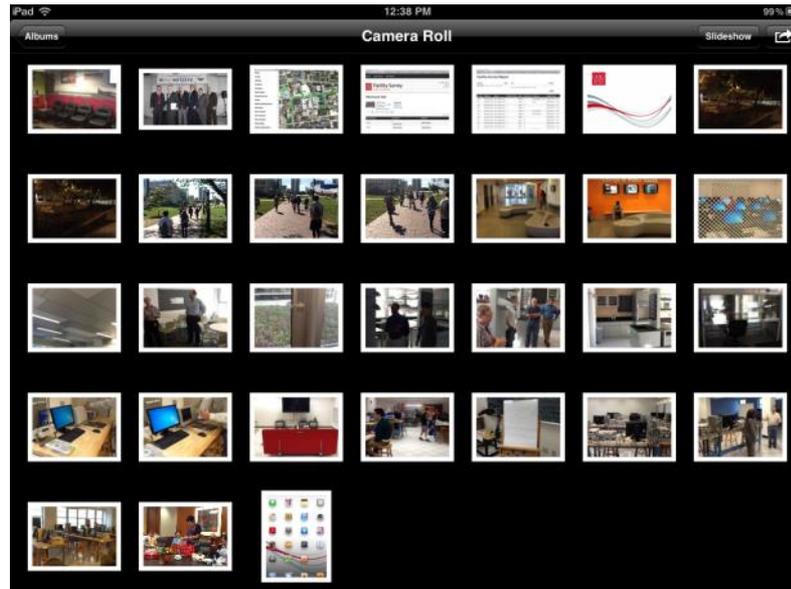


NEXT AMERICAN CITY

SECTIONS

LOGIN







THERE'S AN **APP** FOR THAT



Transportation Planning

Pedestrian

Bicyclist

Motorist

Routes
Behaviors
Comfort
Safety
Awareness

Scott Laboratory



Observed pedestrians jaywalking



Name: Hitchcockbikesontree...
Layer: Photo

Center On Map Edit Point Get Directions

Feature Class
Photo

Photos

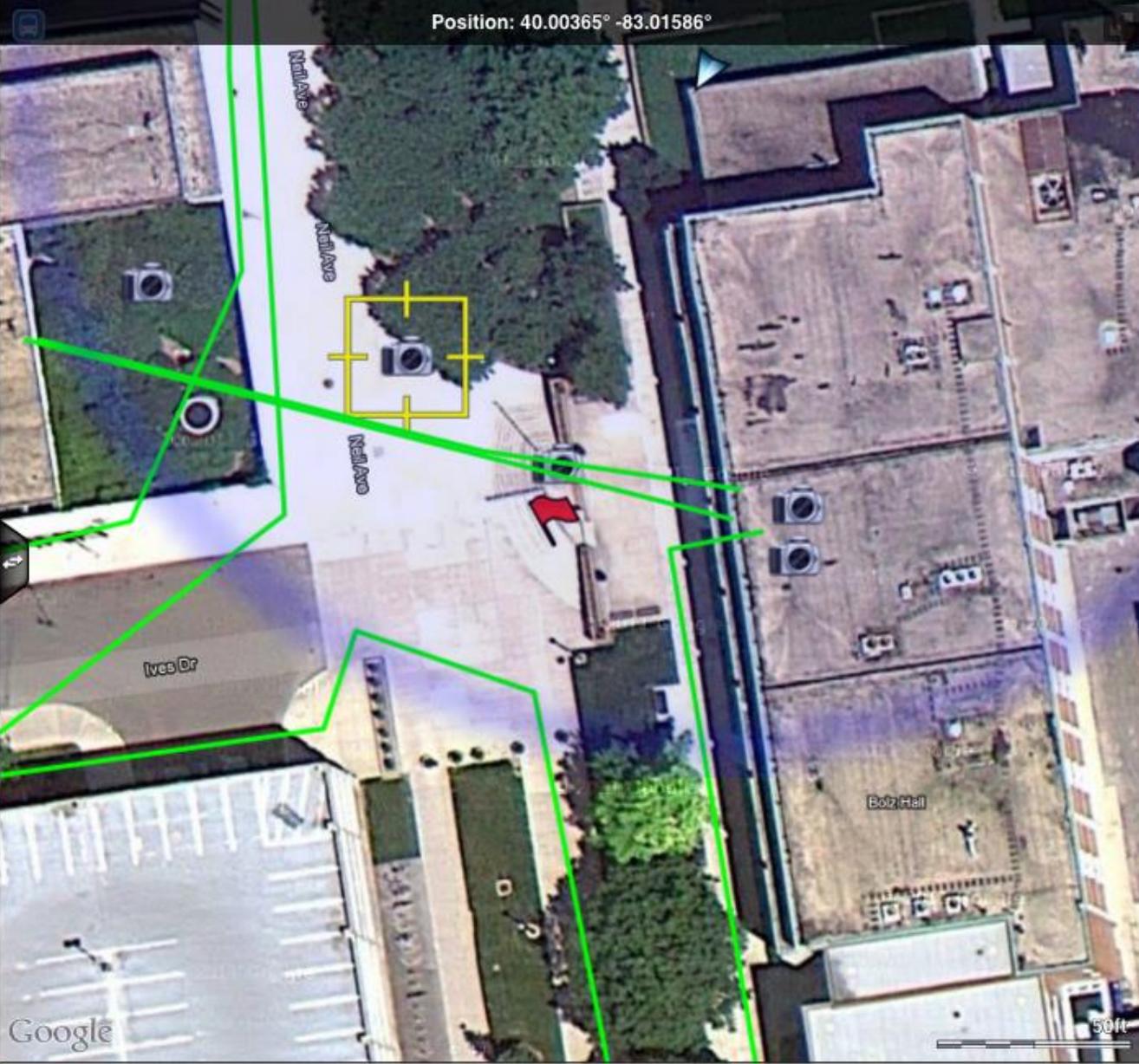


+ Take new photo Choose existing

Description
Bikes chained to trees

Date & Time *
Sep 18, 2012 12:46 PM

+ Add Attribute



Jaywalking



**Illegal Riding on
the Sidewalk**

**Walking Bike on
Sidewalk**





**Inadequate
Bicycle Parking**

Route mapping

- Layers**
View & edit points, lines & polygons
- Feature Classes**
Manage feature classes
- Map Settings**
Manage map settings and map types
- Offline Maps**
Cache map tiles for offline use
- Project Units**
Select metric, imperial, yards or nautical
- GPS Settings**
Configure filters, GPS desired accuracy

POWERED BY GARAFa

40.00361° -83.01593°

Word/Address/Lat,Lng/UTM

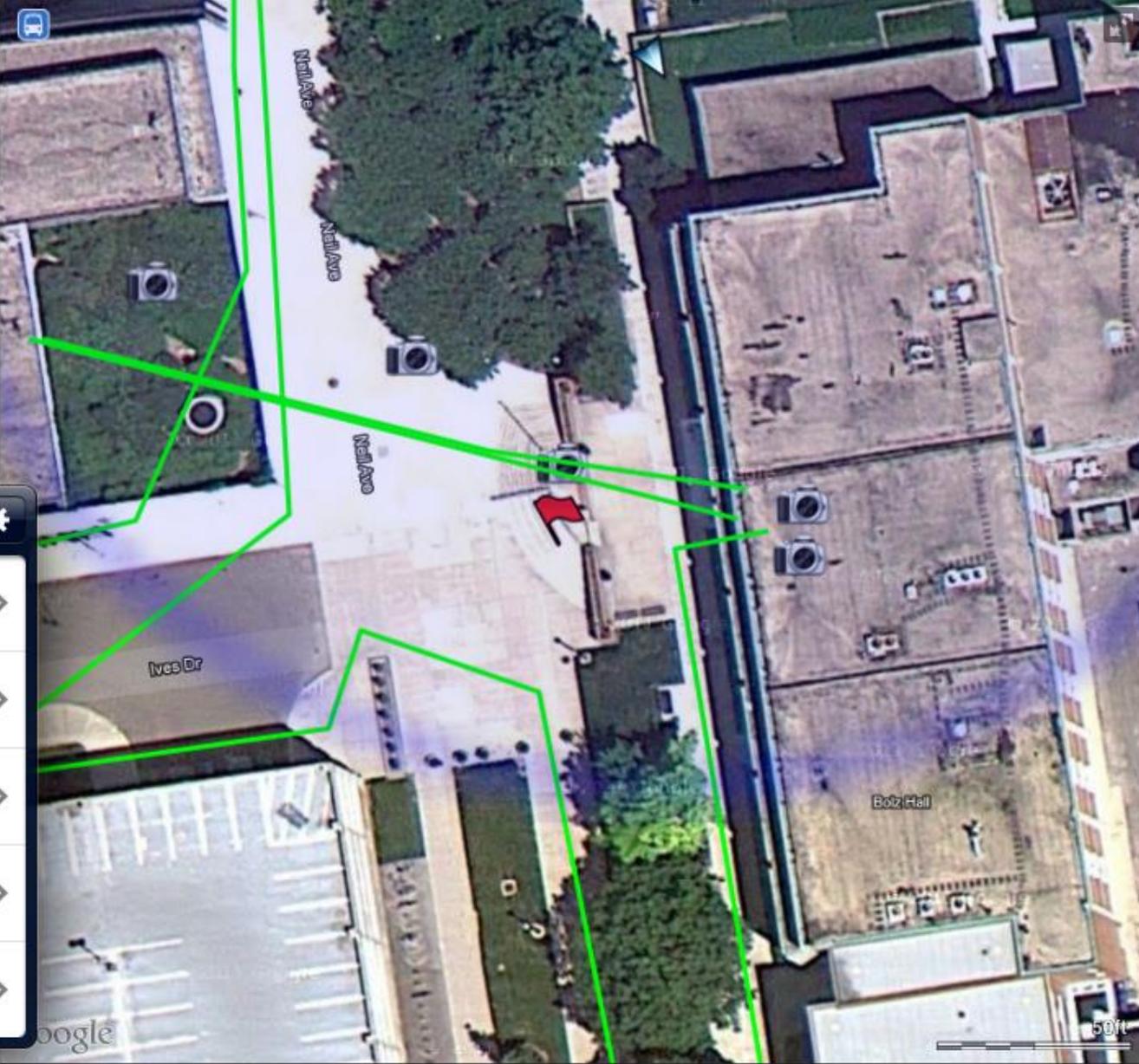
Google

Route Capture

- Layers**
View & edit points, lines & polygons
- Feature Classes**
Manage feature classes
- Map Settings**
Manage map settings and map types
- Offline Maps**
Cache map tiles for offline use
- Project Units**

40.00386° -83.01564°

Word/Address/Lat,Lng/UTM

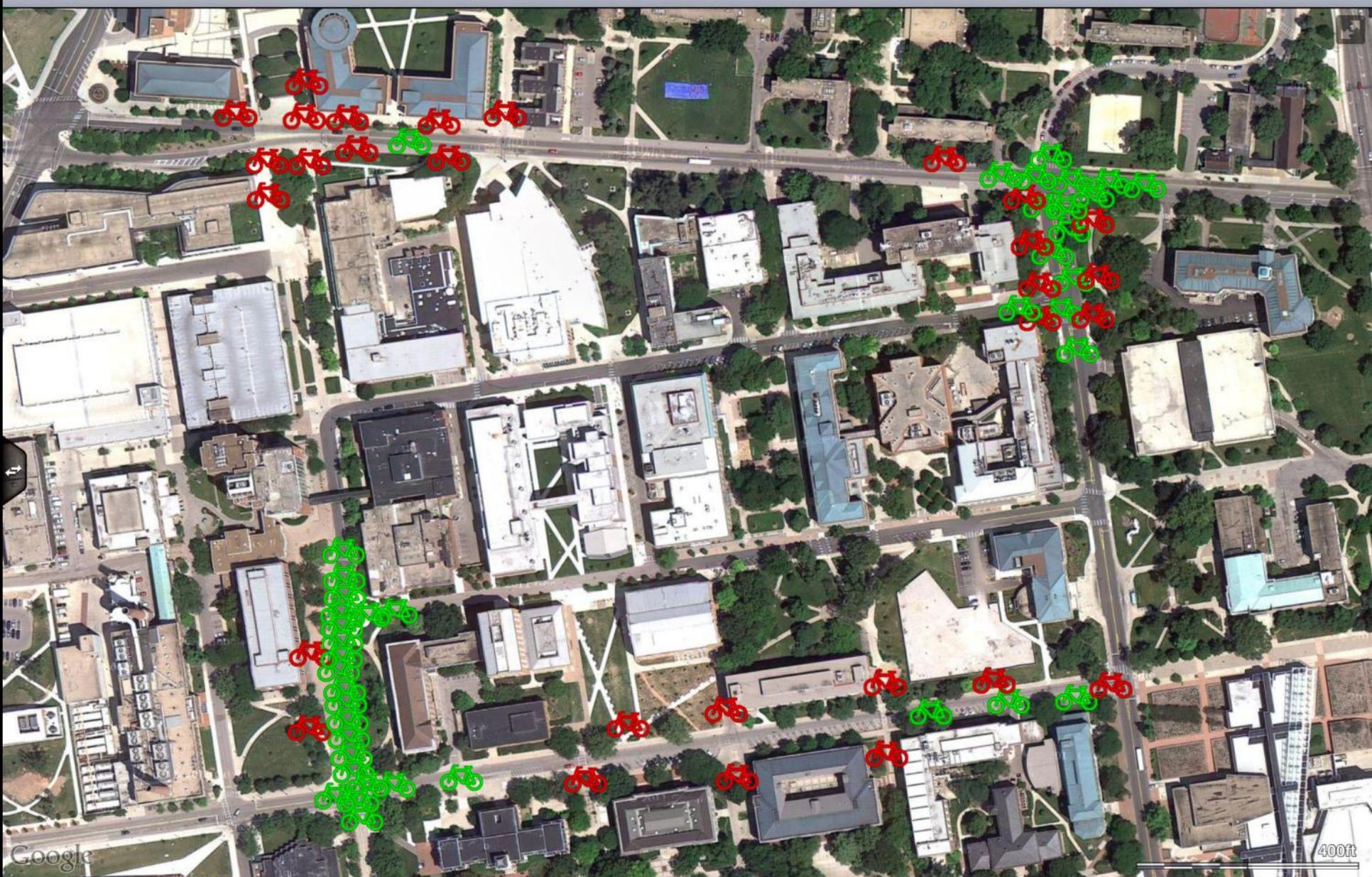


Export Format

- KMZ Compact**
Compressed KML with Small Photos
- KMZ**
Compressed KML
- GPX**
Handheld Devices
- CSV**
Comma Separated Text
- Shapefile**
ESRI Shapefile format

Download and Share icons

Google Hybrid, Fit, and other map controls



Back Attributes Edit

Name: Survey 1
Layer: Survey

Center On Map Edit Point Get Directions

Feature Class
Survey

Description

Time
Sep 13, 2012 1:27 PM

Where Do You Enter Campus...
Olentangy Trail

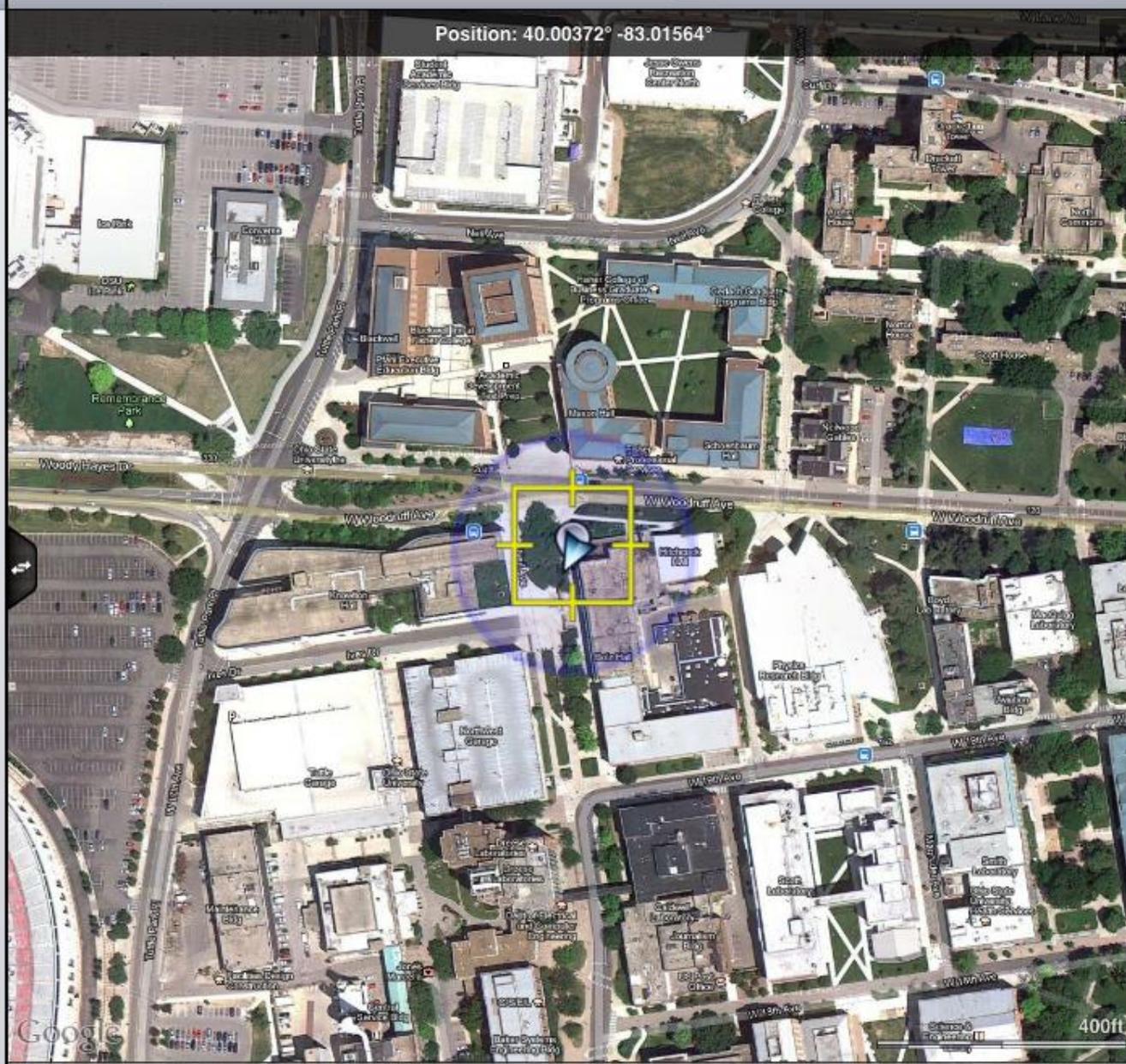
Where Do You Exit Campus
Lane Ave

Days Per Week Ride To Campus
1-2

How Often Do You Find Sufficie...
Always

Do You Feel Comfortable Usin...

40.00379° -83.01563° Word/Address/Lat,Lng/UTM



Google 400ft Edit Point



TECHNICITY





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)

You are enrolled!

55

4

41

Tweet

+1

Like

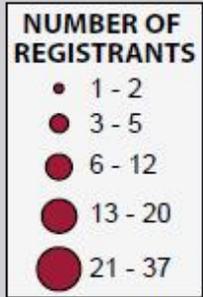
Workload: 11-15 hours/week

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.

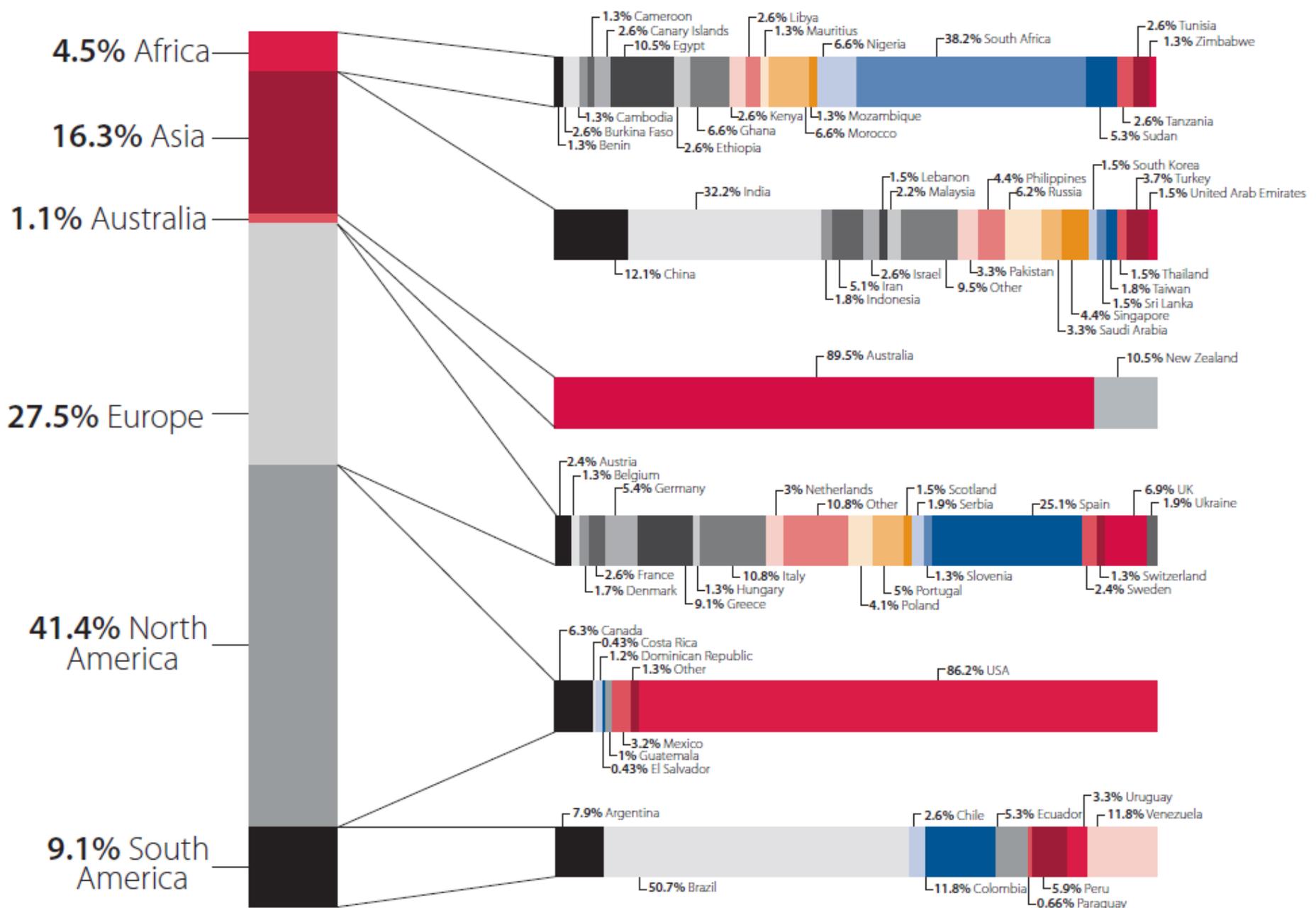
This course begins by examining how our cities are changing. We then jump into how technology is used to engage with the public to support decision-making. Students will be examining tools for analyzing the city. Then we move into exploring the

TECHNICITY



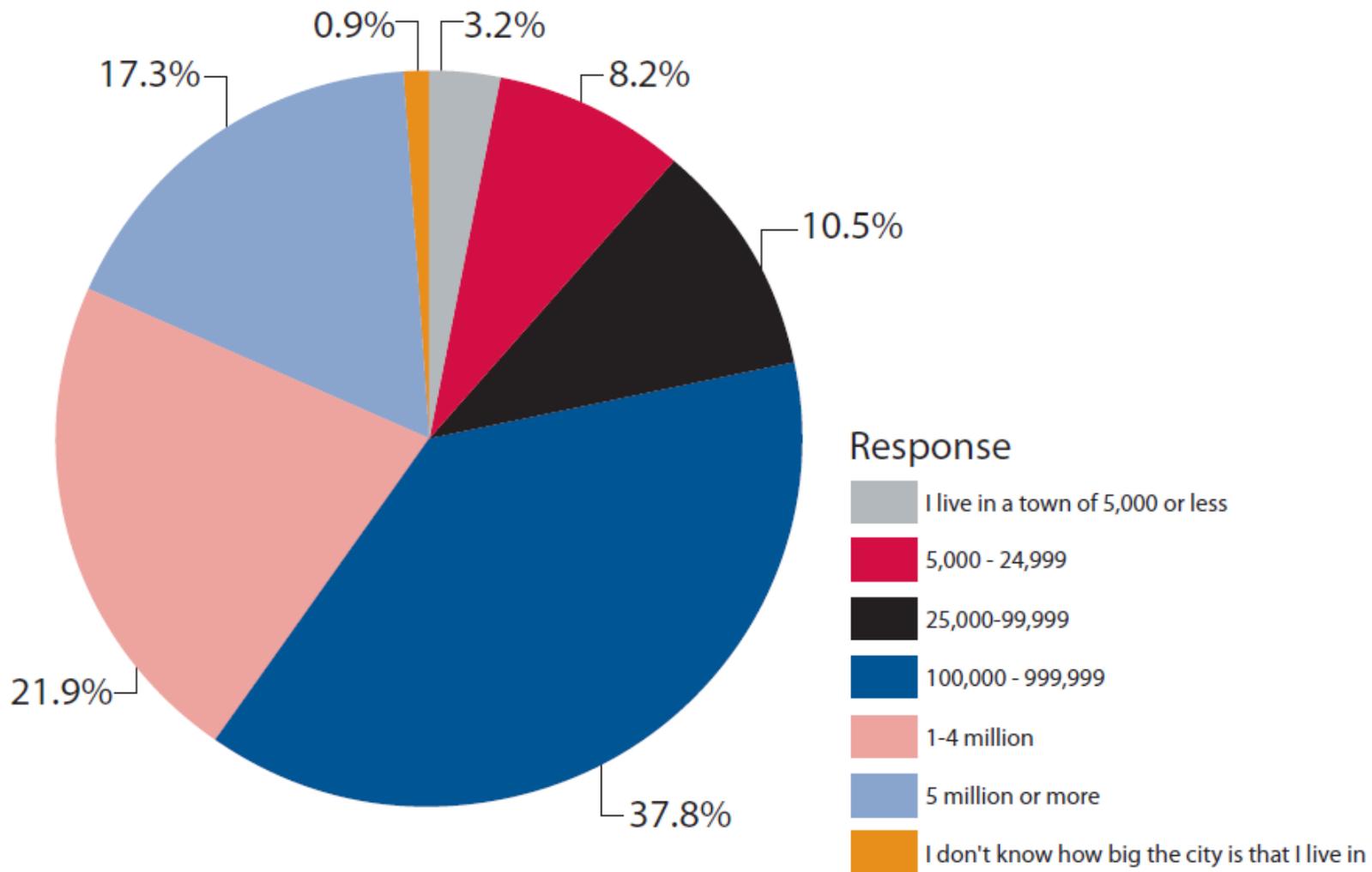
TECHNICITY



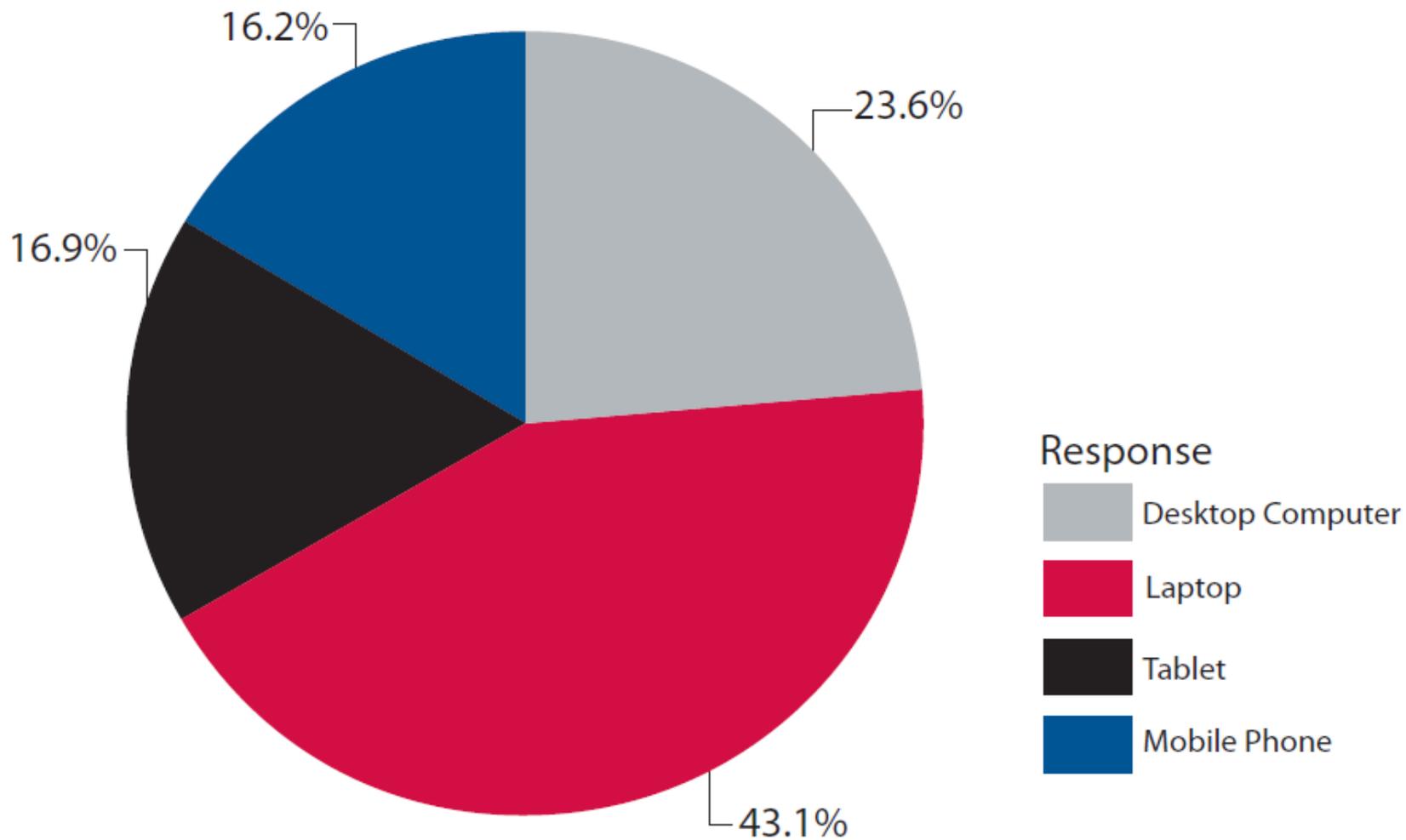


TECHNICITY

What size of city do you live in?



How do you plan to access this course?



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

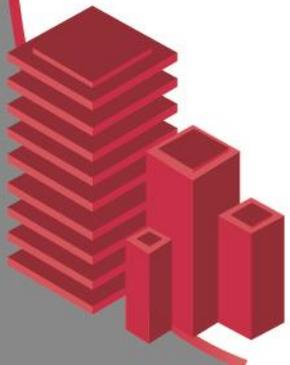
From sentiment analysis to mashups, you'll experiment with analyzing data.

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.



TECHNICITY

Questions?

@EvansCowley