

Computational Application and Validation of Social Media Data in Landscape Planning and Urban Planning

You are kindly invited to attend the public defense of the doctoral dissertation of

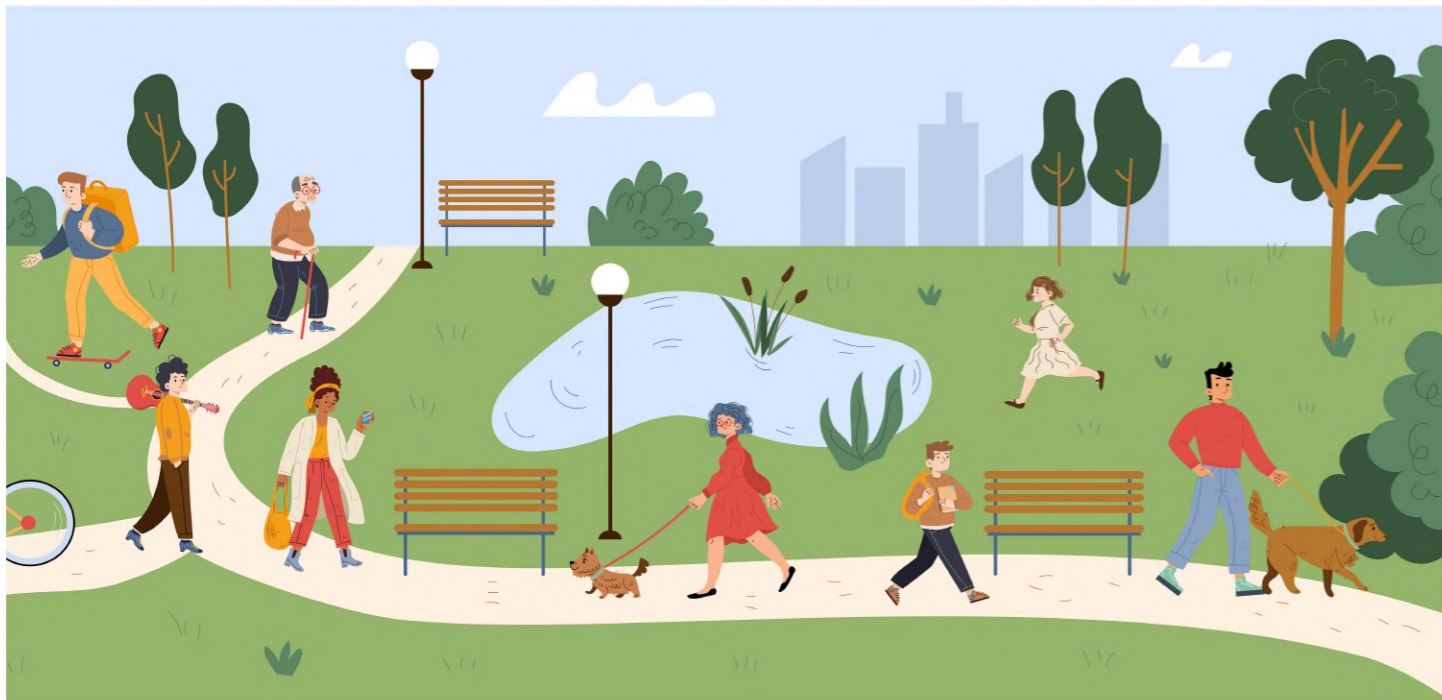
Songyao Huai

Wednesday, 5 July 2023 at 14:00 pm (Brussels time)
UGent, Campus Sterre - Krijgslaan 281, 9000 Ghent
Lecture room 2.1 at S8 building

Follow the livestream of the defense through the link: <https://ap.lc/XNr9s>

After the defense, you are welcome to attend the reception.

Please confirm your attendance before 28 June by email: songyao.huai@ugent.be



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SUMMARY

In recent years, social media data are gaining increasing attention in academic research for their abundant information content, easy access, and large spatiotemporal coverage. Despite their increasing popularity, a comprehensive evaluation of the application and validation of social media data is lacking in the field of landscape planning and urban planning. The dissertation proposed several research frameworks for the automatic application and validation of social media data in landscape planning and urban planning: (1) the application of social media text data and NLP methods in the assessment of landscape perceptions and landscape preferences in different cultural background cities; (2) the application of social media image data and CV methods in the assessment of cultural ecosystem services and landscape features between different user groups, (3) the application of the location and content information of geotagged social media image data in the assessment of urban vibrancy in different time periods, (4) the validation of social media data in comparison with official survey data in the assessment of park visitation and park satisfaction. This dissertation highlights the potential of using user-generated geographic information for understanding human activities and human perceptions, while also pointing out the inherent biases of these data sources.

ABOUT THE AUTHOR

Songyao was born in Shandong, China in 1993. She graduated from Huazhong Agricultural University with a bachelor's degree in 2016 and Tongji University with a master's degree in 2019. She started her doctoral research at Ghent University at the same year. Her research interests focus on the application of volunteered geographic information in landscape planning and urban planning. On this topic, she has published three first-author papers in Web-of-Science journals.