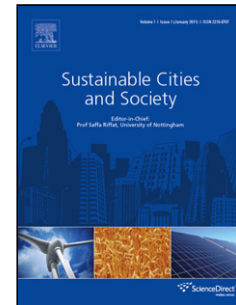


Accepted Manuscript

Title: THE ROLE OF SOCIAL NETWORK ANALYSIS ON PARTICIPATION AND PLACEMAKING

Author: Laura Alvarez BArch (Hons) PG Dip MAUD
Katharina Borsi DipArch MA PhD Lucelia Rodrigues BArch
DipArch MSc PhD



PII: S2210-6707(16)30127-5
DOI: <http://dx.doi.org/doi:10.1016/j.scs.2016.06.017>
Reference: SCS 451

To appear in:

Received date: 16-3-2016
Revised date: 17-6-2016
Accepted date: 19-6-2016

Please cite this article as: Laura, Alvarez., Borsi, Katharina., & Lucelia, Rodrigues., THE ROLE OF SOCIAL NETWORK ANALYSIS ON PARTICIPATION AND PLACEMAKING. *Sustainable Cities and Society* <http://dx.doi.org/10.1016/j.scs.2016.06.017>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

HIGHLIGHTS

- Facebook is the virtual social network communities most use. Some platforms are used to share information such as Instagram (photos) and YouTube (videos). LinkedIn did not show activity at a social community level. Twitter was used to a lesser degree, and mainly to advertise events or links to Facebook pages.
- Also, the form of participation (face to face or online) seems to be influenced by people's lifestyles (employment and dependent children primarily) more than socio-economic factors such as level of education.
- The levels of unemployment had some correlation with traditional face to face participation levels, and an inverse correlation with online participation.
- The numbers of Facebook community memberships were in an inverse correlation with the levels of traditional face to face participation in community events.
- A pattern was found in that leadership seems to be the main driver for community online activity.
- Facebook as a Placemaking capacity predictor: The more Facebook community memberships an area has, the higher the number of place changes appearing on Facebook. In all cases a strong correlation between physical neighbourhood structure/assets, and Facebook networks operating in the area was found.
- Facebook as a tool for engagement: Facebook analysis proved to be a valuable tool to understand the community values and interests, and to open communication channels for more active engagement and participation in a broader study. It helped understand the interests and motivations of the community and it highlighted some of the critical local politics involved in Placemaking and more specifically some grassroots place protection processes already in place.
- Although Facebook analysis can offer some benefits, it is not an alternative tool to traditional engagement and consultation methods but an additional strategy to be used in conjunction with face-to-face engagement.

Download English Version:

<https://daneshyari.com/en/article/4928222>

Download Persian Version:

<https://daneshyari.com/article/4928222>

[Daneshyari.com](https://daneshyari.com)