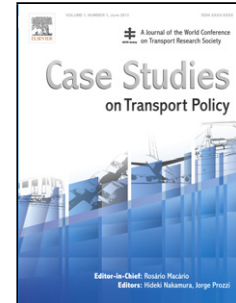


Accepted Manuscript

Title: Tweeting about Public Transit – Gleaning public perceptions from a social media microblog

Authors: Irene Casas, Elizabeth C. Delmelle

PII: S2213-624X(17)30227-4
DOI: <http://dx.doi.org/doi:10.1016/j.cstp.2017.08.004>
Reference: CSTP 188



To appear in:

Received date: 21-4-2016
Revised date: 17-7-2017
Accepted date: 4-8-2017

Please cite this article as: Casas, Irene, Delmelle, Elizabeth C., Tweeting about Public Transit – Gleaning public perceptions from a social media microblog. *Case Studies on Transport Policy* <http://dx.doi.org/10.1016/j.cstp.2017.08.004>

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.

Tweeting about Public Transit – Gleaning public perceptions from a social media microblog

Irene Casas

School of History and Social Sciences, Louisiana Tech University
GTM 137, Railroad Av. Ruston, LA, 71270, USA
icasas@latech.edu
Corresponding author

Elizabeth C. Delmelle

Department of Geography and Earth Sciences, University of North Carolina at Charlotte
9201 University City Blvd, Charlotte, NC, 28223, USA
edelmell@uncc.edu

Highlights

- Use of twitter data to obtain public perceptions of a BRT in the city of Cali, Colombia
- Content analysis of twitter data to identify public perceptions of a BRT
- Concerns of BRT riders are mainly with safety, system's infrastructure, and behavior of passengers
- Issues of concern with the system match those identified in the literature via other methods
- Twitter data proposed as an alternative to public participatory planning methods

Abstract

Capturing public perceptions regarding transit systems is an essential part of creating a just and equitable service. Gathering such perceptions also holds the potential for identifying ways of increasing ridership and for identifying sources of transport-related social exclusion. Traditionally, these perceptions have been obtained from public participatory forums or via surveys on users' opinions. However, increasingly, the use of alternative methods of obtaining public perceptions has included media and social media sources. Twitter is one such social media source and it is used in this research to obtain public opinions regarding a bus rapid transit system (BRT). Rather than relying upon purely automated data mining techniques for analyzing Twitter feeds, a traditional qualitative research design is used featuring a two-step process. First, a text mining procedure is used on the Twitter feeds filtered out by keywords relevant to the transit system, and secondly, a structured content analysis is applied to the entries. This method is applied to a case study on a Bus Rapid Transit system in Cali, Colombia. The results highlight concerns with safety, problems with the system's infrastructure, and behavioral issues on the bus as primary points of discussion.

Download English Version:

<https://daneshyari.com/en/article/6702371>

Download Persian Version:

<https://daneshyari.com/article/6702371>

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