

Crowdsourcing with ArcGIS Online for data collection and visualization

- ▶ Eva Dodsworth, University of Waterloo
- ▶ Markus Wieland, University of Waterloo

Background



Crowdsourcing to Understand the Animation of Public Space

- ▶ Animating Public Space:
- ▶ “The deliberate, usually temporary, employment of festivals, events, programmed activities to transform, and/or alter public spaces and stage urban life” (Troy Glover, 2015).
- ▶ Enhancing a sense of place - The social-cultural meanings and attachments held by an individual or group

Spontaneous Art Installs



Pop-up Markets





Unsanctioned Ice Rinks



Yarn Bombing



Free Little Library

Little Free Library makes Saint John debut

The book exchange invites people to pick up a new book on the honour system

By Jericho Knopp, CBC News | Posted: May 20, 2016 7:33 PM AT | Last Updated: May 20, 2016 7:33 PM AT



The Little Free Library lives on Arseneault and Moyer's lawn in East Saint John. (Bob Arseneault and Cindy Moyer)



- ▶ Animation involves interpreting, narrating, and imagining a place to inscribe it with meaning and value.
- ▶ These small scale animation practices aim to inspire a new kind of city, and therefore questions persist about their impact.
- ▶ We are exploring the methodological approach of collecting volunteered geographic information (VGI) through web-mapping, and are considering the shared understanding of what an “animated public space” is for residents in the K-W area.

- ▶ The study involves a scan of animation initiatives through the collection of information via ArcGIS Online, using a mobile phone
- ▶ Research participants from Waterloo Region, in Ontario, will be invited to post location-based data, photographs, and textual descriptions of animation practices they observe locally.
- ▶ The user-generated, uploaded content will be posted on a publically accessible ArcGIS Online map that will serve as a digital resource of animation practices in Waterloo Region.
- ▶ Data will be analyzed and some contributors will be contacted to discuss pros and cons of animation practices.

Methodology

- ▶ Data uploaded by participants will be screened first prior to releasing to public map site
- ▶ Faces and other recognizable features will need to be blurred (Office of Ethics).
- ▶ A seed grant awarded by UW enabled us to develop, pilot/pre-test and finalize a VGI app that operates using ArcGIS Online

ArcGIS Online

- ▶ ArcGIS Online was chosen as a cost effective and easy to use as an initial platform for this study.
- ▶ Since the overarching project is still seeking funding we leveraged our ArcGIS online space as an initial proof of concept.
- ▶ Easy to prototype quickly.
- ▶ The platform presents, collects and stores geospatial data in a creative and user friendly way.
- ▶ Browser based multiplatform.

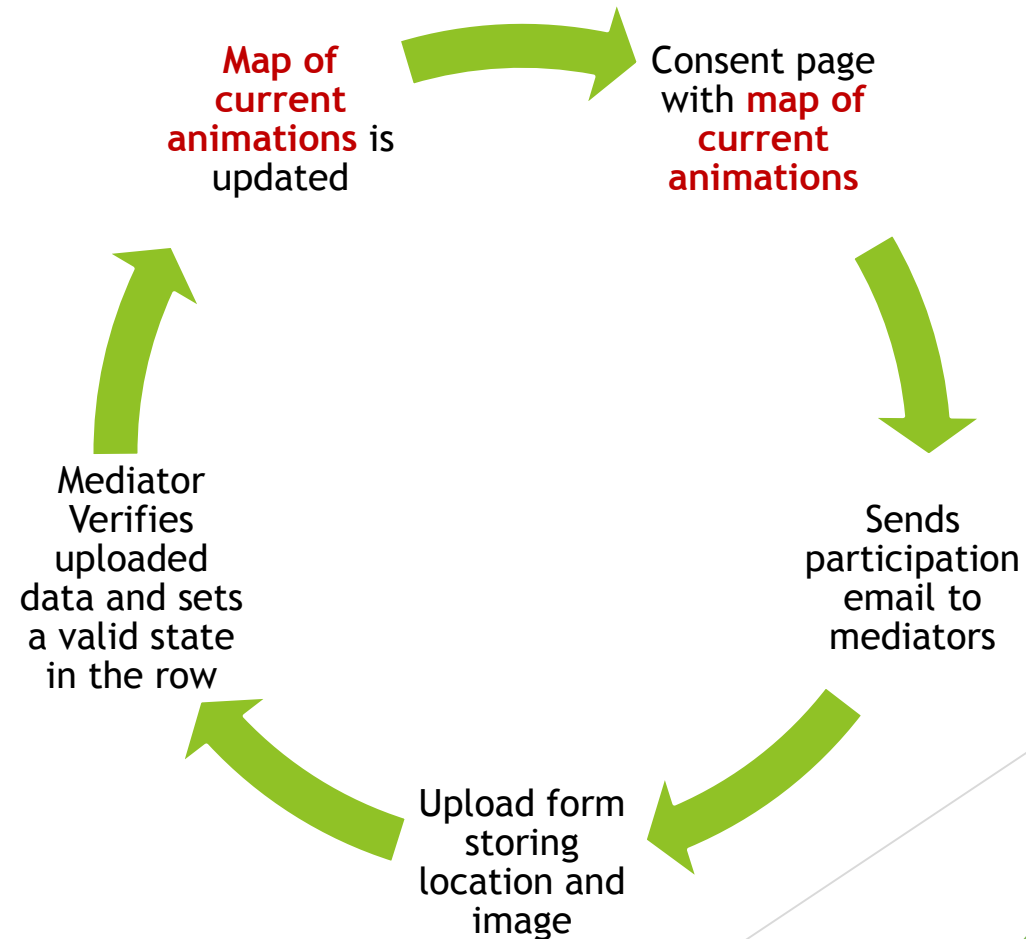
ArcGIS Online

- ▶ Some limitations of using ArcGIS Online without hosting and posting:
 - ▶ Limited configuration.
 - ▶ Limited space.
 - ▶ Little control over data and code used.
 - ▶ Need to use Graduates Geo Form to collect data.
 - ▶ Knowledge of ArcGIS, ArcGIS Services, basic DB setup and HTML

ArcGIS Online

► Five stage Design:

► <http://tinyurl.com/animateWR>



Next Steps

- ▶ Phase Two : interviewing participants to understand how a culture and city is impacted by the creation and interpretation of an Animated Place (the degree of 'sense of community').
- ▶ Conference presentations and research paper
- ▶ Using this project as a successful model to promote the use of ArcGIS Online as a data gathering tool.