

Who's Checking Into Downtown Tampa?



An Analysis of Social Media Data as a Planning Tool for InVision Tampa

City of Tampa
Planning & Urban Design Division
October 2013

Location Based Social Networks



Location Based Social Networks



Location Based Social Networks



Can social networking data be used to advance city planning decision?

Social Media – Current Uses

- City Promotion & Information



Follow Mayor Buckhorn on foursquare

Tips [See all 33 tips](#)

Glazer Children's Museum Tampa, FL
For the 1st Tuesday of every month until March 2012, admission is \$2 from 2 p.m. to 7 p.m. Your kids will love both the museum and the playground just outside in Curtis Hixon Park.
35 hours ago

George M Steinbrenner Field Tampa, FL
The City of Tampa has a great tradition of baseball. This stadium is an enjoyable place to catch a spring training game.
30 hours ago | Done by 2 people

The Columbia Restaurant Tampa, FL
Everything is good but get the Cubes for the real Mier experience. Their Cubes bread is from La

FOLLOW BOB BUCKHORN

Follow Mayor Buckhorn on foursquare
@bobbuckhorn
<http://www.bobbuckhorn.com/>

Followers (8 total)



ExploreChicago on foursquare

The Windy City Badge

Explore Chicago
21 items | Created 3 days ago

Our newly launched Windy City Badge will lead you to ancient mummies, Frisbee-sized donuts, and one-of-a-kind attractions as you travel through diverse neighborhoods throughout the city.

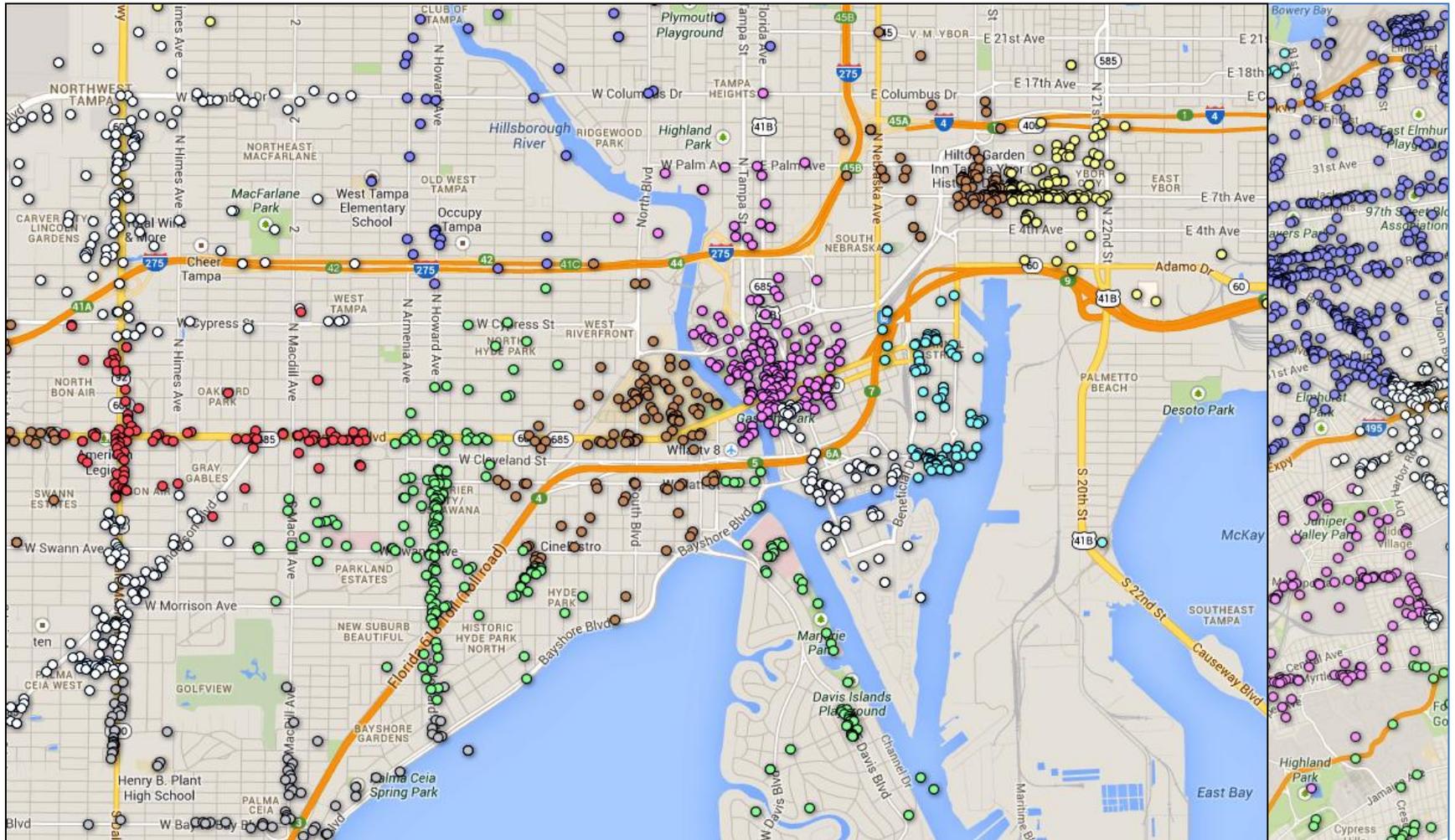
FOLLOW

779 followers

SEND TO FRIENDS  

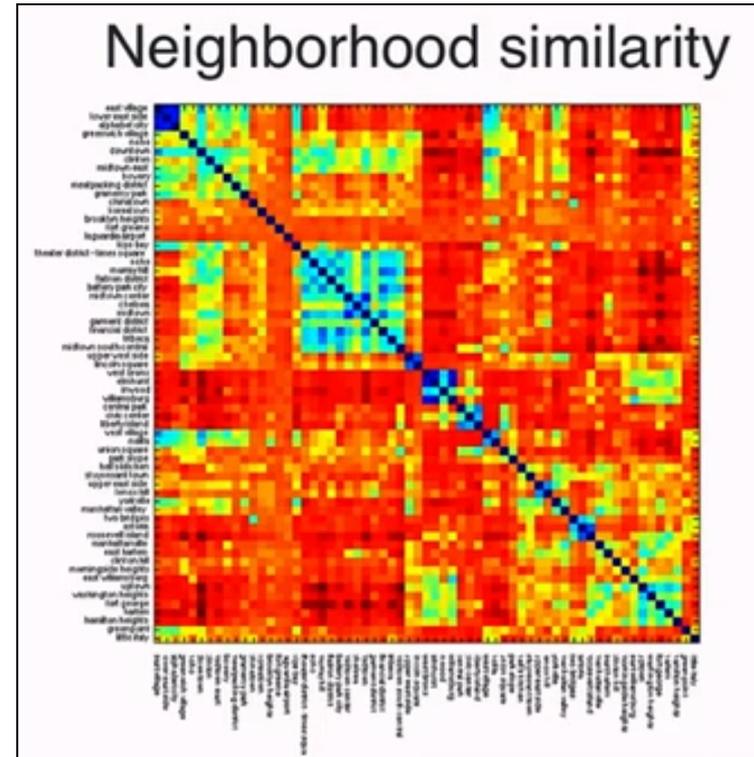
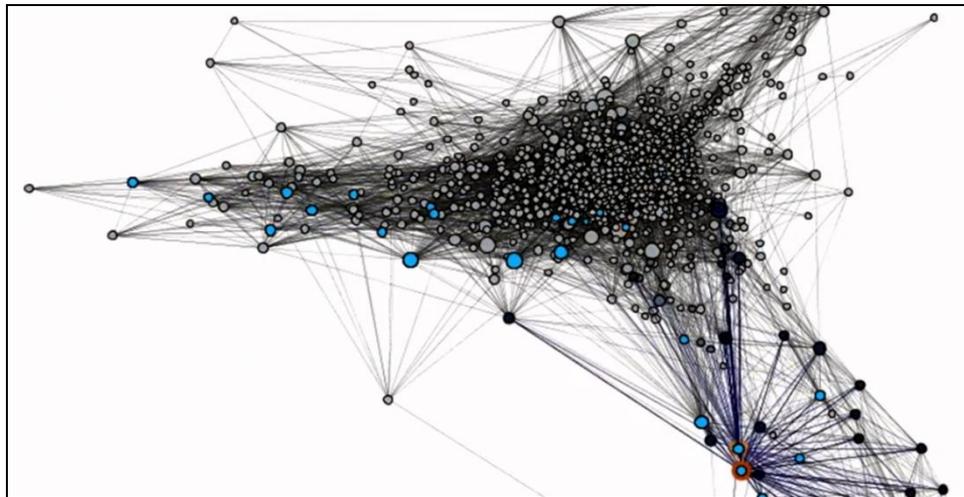
Social Media – Current Uses

- Carnegie Mellon University – “Livehoods”



Social Media – Current Uses

- Foursquare



40 million+ users
4.5+ billion check-ins

Tampa's Heat Map

City of Tampa
Official Site
Florida

Mv TampaGov en Español Share

Search

Home Departments Residents Businesses Visitors Contact Us

Home > Mayor

Foursquare Heat Map

Heat Map The Data

Map data ©2013 Google 5 km Terms of Use Report a map error

Check ins Users Here Now

Follow Mayor Buckhorn on Foursquare

Like 2.7K Send Follow 13.9K followers

Heatmap

activity in Tampa

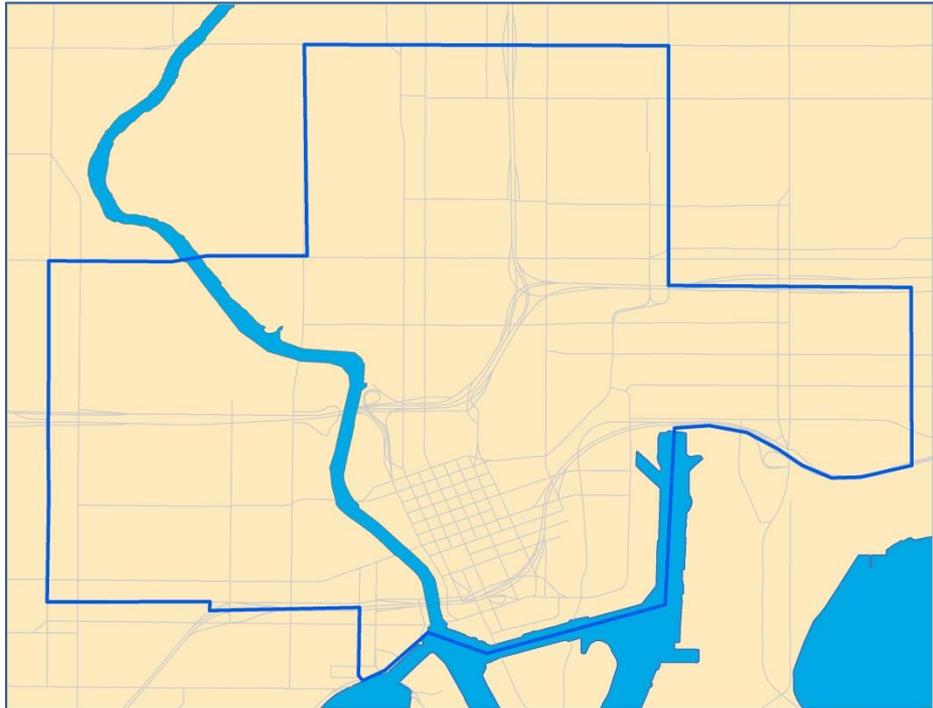
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k in enough at the

Acquiring the Data

- Private Data
- Privacy Concerns
- Foursquare API – Live Data
- International AAAI Conference of Weblogs and Social Media
- Third Party Providers
 - GNIP
 - Geofeedia
- Twitter – “Crawling”

Pilot Project

- Foursquare Check-In Analysis
- Foursquare Data Agreement
- InVision Tampa Study Area
- Project Duration
 - Project Start: April 16, 2012
 - Project End: April 30, 2012
- 25,026 Check-Ins



Check- In Results

Category of Venues

Category of Venues	#
Food	4,224
Nightlife Spots	4,080
Professional & Other Places	4,030
Colleges & Universities	3,851
Travel Spots	2,347
Arts & Entertainment	2,315
Great Outdoors	1,583



Top 10 Venue by Type

Top 10 Venue by Type	#
Bars	1,751
College Dorms	764
Offices	763
Nightclubs	757
Hotels	720
Apartment/Condo Properties	559
College Academic Buildings	504
General Travel	493
Furniture or Home Stores	466
Hockey Stadiums	459



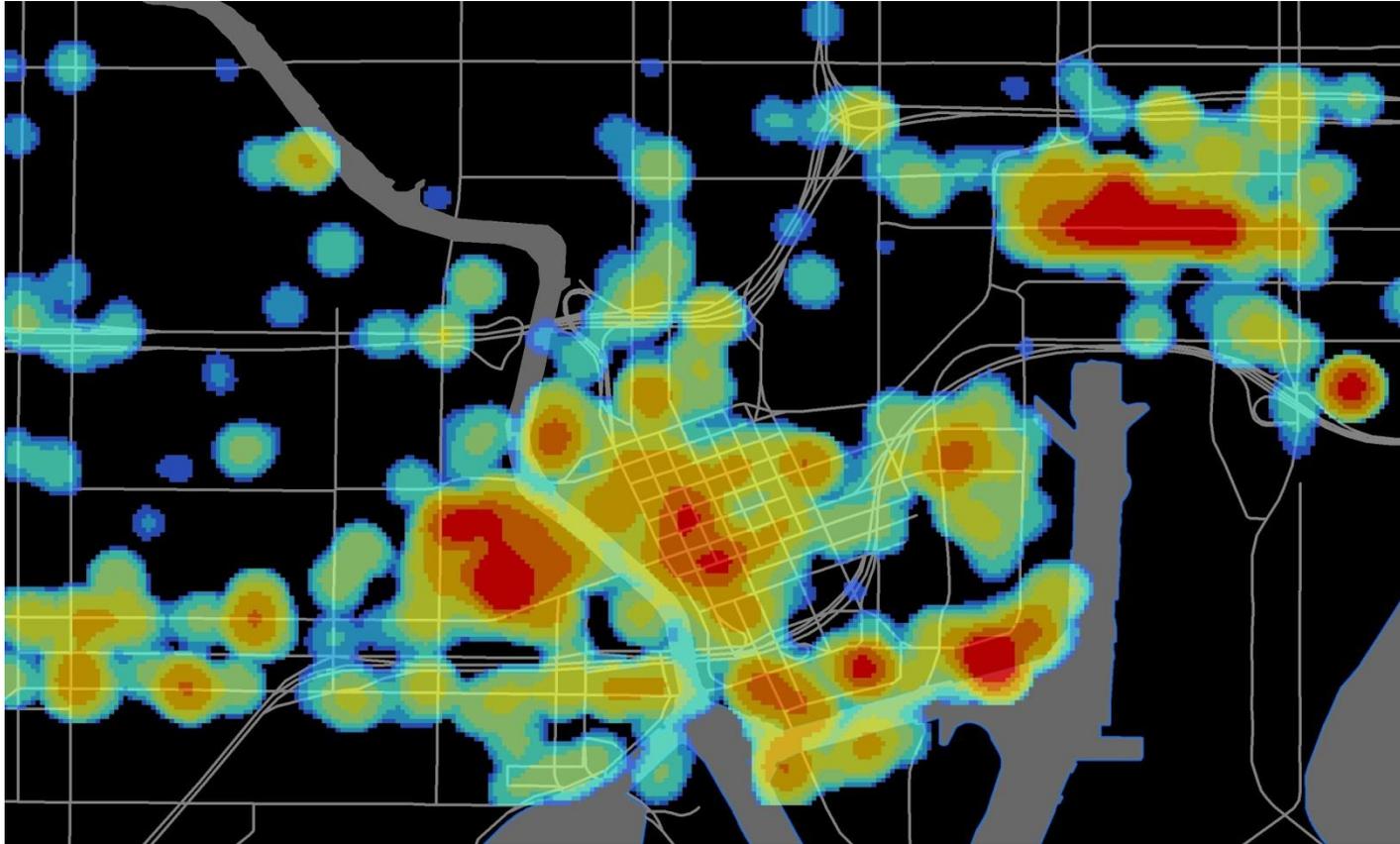
Check- In Results

Top Ten Venues

	#
Ikea	464
Tampa Bay Times Forum	442
Carnival Paradise	344
Ybor City	325
The Castle	298
Straz Center	289
Straz Hall	286
Plant Hall	252
Tampa Convention Center	250
John H Sykes College of Bus.	230



All Check-Ins



Time Lapse Shots



7 AM – 9 AM



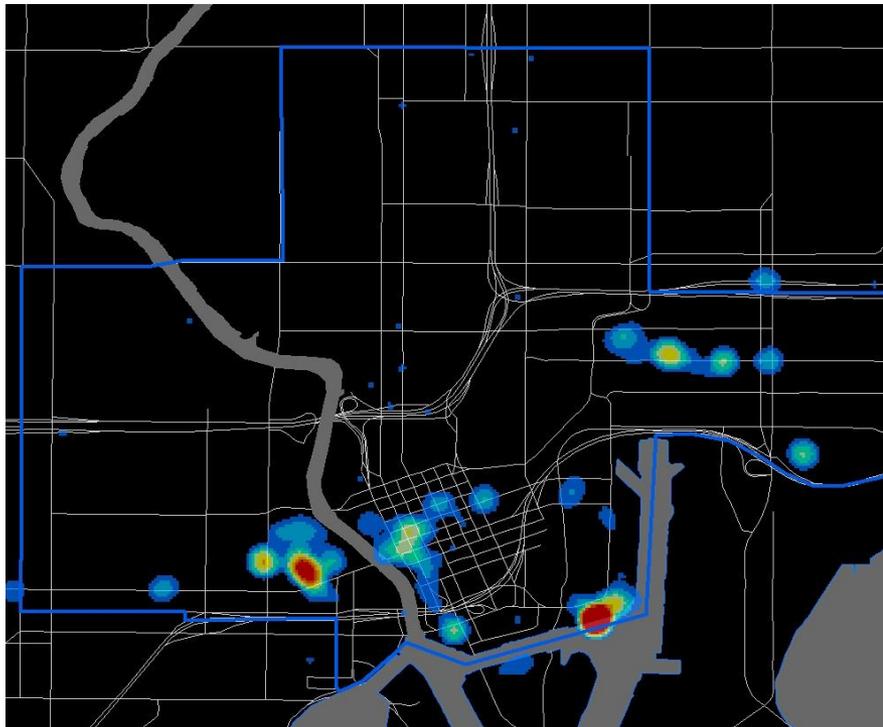
4 PM – 6 PM



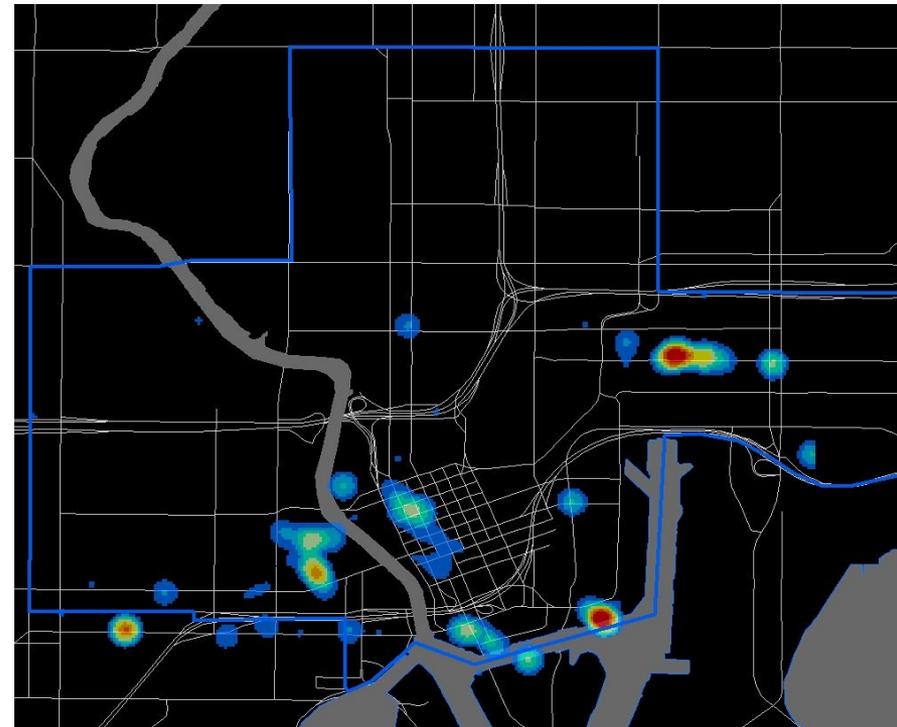
11 PM – 1 AM

Value of Social Media Data

- Easy Pedestrian Counts
- Uncover New Areas of Activity
- Understand Relationships



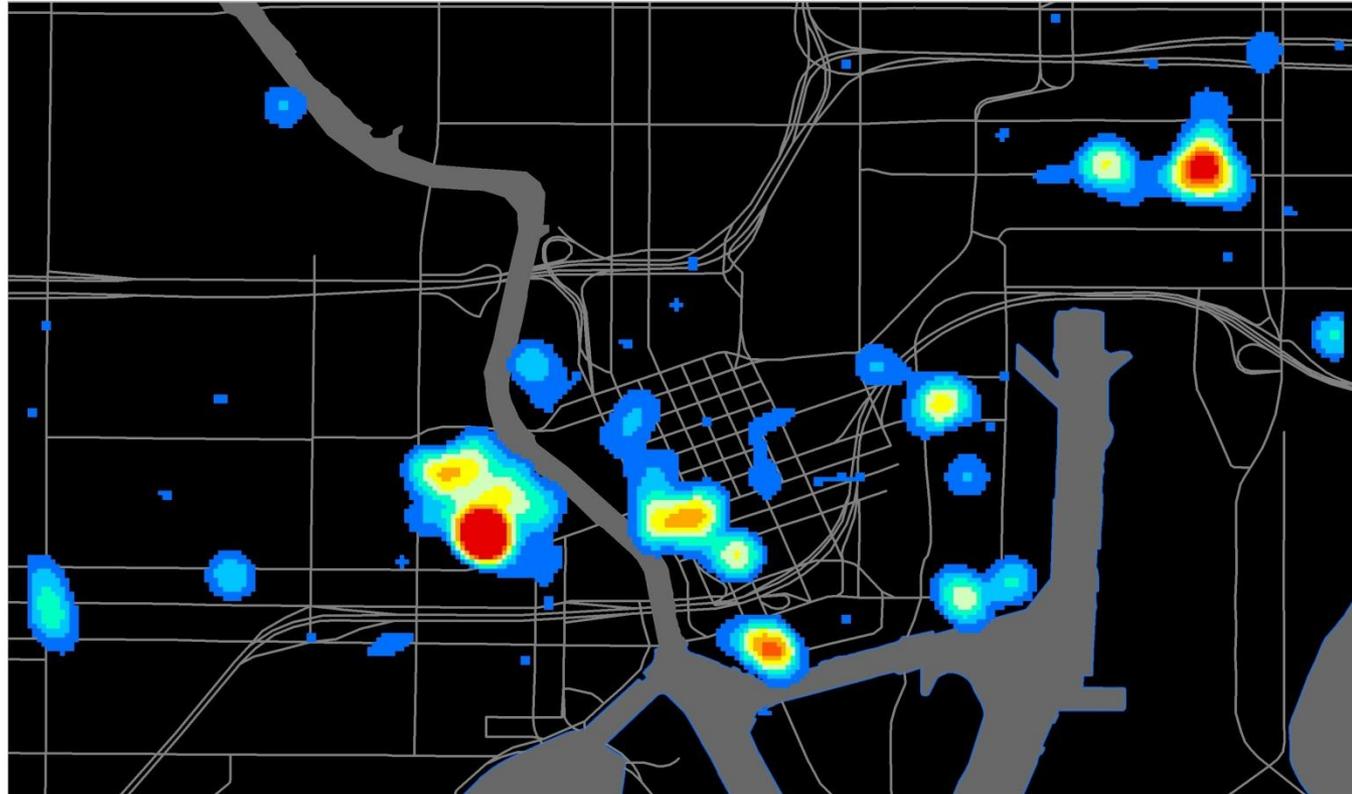
12 PM – 1 PM



7 PM – 8 PM

Limitations

- Demographic information not available
- Not everyone is using it (Digital Divide Issues)
- Personal Definitions
- Input Errors



In Conclusion

- Social Media does have value ...
 - But the data needs to be more reliable & accessible
 - More work needs to be undertaken
- Tampa's Next Steps
 - Evaluating other data sources & techniques
 - Continuing to form collaborations

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