SOCIAL MEDIA & PLACE MAKING

Maria Elisa Marini

In onore della mia famiglia, in onore della
nonna Lilia, in onore di tutte le persone
incontrate durante questo lungo percorso, in
onore di tutti quelli che mi hanno sostenuto e
aiutato. Un grazie a tutti.

TABLE OF CONTENT

1   INTRODUCTION

1.1 Abstract

Keywords: placemaking, community participation and social innovation, social media.

My research addresses the intersection of two concepts: urban transformation and place making. Firstly, concerning Urban transformation, there is the crisis of the city that has created vacant and underused spaces. These areas invite interventions from the local communities and bottom-up solutions to real, local and social problems. Secondly, regarding the relation between people and surroundings, I consider placemaking that is a process intrinsically connected with socio-spatial relations of a community. In my thesis digital transformation is the interpretation key of the two concepts, technologies, new media and the increased interaction between local actors. The aim of this project is to verify the role of internet technology and social media in the process of place-making. As part of the study there will be an interrogation about the social media: how

digital networks changed the relations of space with the general public?

Placemaking

Urban Transformation

Participation

FILTER: DIGITAL REVOLUTION AND SOCIAL MEDIA

New Results
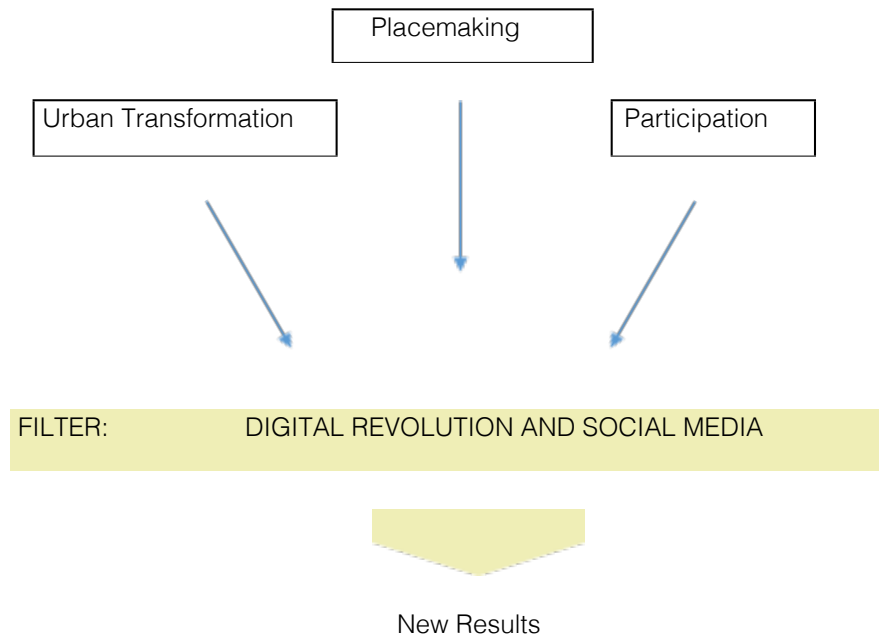
1 - Diagram of the research approach

1.2 Main ideas

1   Urban and digital transformation - New urban areas are continuously evolving in European and American cities as side effects of economic, political and technological changes. Public spaces can be considered as places of interaction between buildings and people, and their current size is continuously changing[1]. Currently, the rapid and continuous transformation of urban life between other things is influenced by the intervention of new technologies and by the digital revolution.[2] Digital networks have been influential in transforming the social life of societies because they offer people increased opportunities to connect with others. This is in comparison to the "third spaces" which do not appeal to everyone as they tend to be rooted in local, historical, and cultural contexts in what is referred to as the space of places. The space of flows, on the other hand, advocates for globalization and this requires territorial, cultural, and historical contexts to be uprooted from the places. The recent internet era is accelerating communication across barriers of distance and time. Nowadays, life in the city is

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1   Sophie. Wolfrum and Winfried. Nerdinger, Multiple City : Urban Concepts 1908-2008. (Berlin: Jovis, 2008).

2   Ayat Ayman Abdel-Aziz, Hassan Abdel-Salam, and Zeyad El-Sayad, "The Role of ICTs in Creating the New Social Public Place of the Digital Era," Alexandria Engineering Journal 55, no. 1 (March 1, 2016): 487–93, https://doi.org/10.1016/j. aej.2015.12.019.

Transformation of urban life is influenced by the intervention of new technologies and by the digital revolution

strongly influenced by the 'time-space compression' that that the internet era is causing on society, and by the acceleration of economic activity that destroys the barriers of space and time.[3] Globalization undermines social cohesion at a local level, therefore location and the public spaces that give meaning to the experience lose importance as a result. Local communities become weaker, therefore public spaces which once gave them identity and offered people a place to meet, no longer function as they once did. In this regard, local areas and dimensions are no longer defined and become mere and meaningless space.

2   Place-making - Each one of us has the potential to become part of the process of changing our surroundings. Placemaking is a process of making places rich in interest, and that transforms places in which we find ourselves into places that we live[4]. It transforms meaningless urban space into identifiable elements of a town. It is a set of social, political and material processes by which people interactively create and recreate geographical experiences in which they live. Placemaking is a process

intrinsically connected with socio-spatial relations of a community. The reality that surrounds us and that we see is always made by an objective, legitimate part, and by a personal or subjugated view of it (that, at times, can be prevailing). The personal or subjugated view can be seen as a part of place-making; what Foucault describes as subjugated knowledge[5] has an important role in the practice of making places meaningful. The relationship between people and their surrounding is what place-making wants to nourish. Over centuries, people lost their ability to transform their area into a location for dwelling, especially in the last century when our culture started to denigrate activities like renovating and taking care of our surrounding[6]. Then, people stopped to engage in these kinds of activities and begun to assign the role to specialists (supposedly) with more knowledge about making places. Somehow, this assignment can be considered appropriate, but its biggest problem is that it denies people's potential to take control over events and circumstances that happen in their life and around them.[7] Place-making is represented by the actions that make places meaningful.

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3   David Harvey, The Condition of Postmodernity: An Enquiry into the Origins of Cultural Change (Oxford England ; Cambridge, Mass., USA: Wiley-Blackwell, 1991). The term time-space compression was coined by the geographer Daviv Harvey. According to him, spatial and temporal barriers are destructed by the increasingly fast economic activities. Advanced transportation and communication technologies help the capital to move faster and faster (production-circulation-exchange).

4   Lynda H. Schneekloth and Robert G. Shibley, Placemaking : The Art and Practice of Building Communities (New York: Wiley, 1995).

5   Michel Foucault, Society Must Be Defended : Lectures at the College de France, 1975-76 (New York: Picador, 2003).

6   Lynda H. Schneekloth and Robert G. Shibley, Placemaking : The Art and Practice of Building Communities (New York: Wiley, 1995)

7   Schneekloth and Shibley.

1.3 Questions

1.3.1 Big question

People lost their ability to transform their area into a location for dwelling, when our culture started to denigrate activities like renovating and taking care of our surrounding.

Can social media be considered as a strategy for place-making that supports the social life of the city? This question is important because this understanding will be useful (to designers and politicians) to promote similar action for an enhancement of urban life in cities. What roles can a designer play in a grass-roots community effort to redesign urban evironment?

In the 1970s, planning served as preparation for investment by government and private individuals, while in the 2000s new players entered in the production of space. They did not have financial capital but brought new resources (time and knowledge networks) to fill a perceived lack of public planning.[8] In the last ten years, thanks to the use of the internet and social media new modes of aggregation and appropriation of (virtual) spaces have emerged. e.g. The Miami Chapter of the Awesome Foundation[9] uses social media to promote its support to community projects.

The dissemination of information has facilitated a new social cohesion based on common interests, and social media also creates virtual spaces for dialogue and participation. An ex-

ample can be found in the case of the Public Transit Day[10], firstly organized in December 2016 in Miami by Rebecca Fishman Lipsey and Marta Viciedo.

2 - 2016 Public Transit Day images

3 - Awesome Foundation brochure

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8   Philipp Oswalt, Klaus Overmeyer, and Philipp Misselwitz, Urban Catalyst: The Power of Temporary Use (Berlin: Dom Pub, 2013).

9   http://www.awesomefoundation.org/en

10   http://www.publictransitday.com/

4 - Awesome Foundation Logo

5 - 100 great ideas Logo

100 GREAT IDEAS FOR MIAMI TRANSIT

Here, they addresse the issue of public transportation in Miami organizing a community day where Miamians (either locals and leaders) are recommended to ride public transit to get to work and share their experience in a tweet.

Another great example by Rebecca Fishman Lipsey (in the picture) is the 100 great ideas[11] project. There, social media are used as a connection between leaders and communities, to understand better their needs. People can share their ideas on topics, 'like' others' ideas, comment and share them. They started with the public library system, they synthesized the best ten ideas they had, and made a report. Then, they met the director of the Miami Public Library System to implement the best ideas.

Design has always played a strategic role in the process of transformation related to social innovation and society. In this sense, new media can play a key role. We

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11   https://www.facebook.com/groups/706488896108572/

live in an interconnected world in which we all interact with whoever independently from space and time differences[12]. **Can we exploit this condition?**

1.3.2 Small question

Has the use of social media among other aspect of technological inventions been successful in the process of placemaking?

Specific Questions

· Is social media a reliable tool to attain maximum participation from the public?

· How has mobile usage, the internet, and social networking increased the connectivity between people and with their administrators?

· Does social media guarantee participation from all age groups, if not, what complementary methods can be used to attain maximum public participation?

The small question and specific questions under it will guide the research in understanding the role of social media in the process of placemaking. The questions will be answered in the theoretical

framework and the case studies. More so, the questions will help the reader understand the importance of involving the local community in designing their urban spaces. Therefore, the administrators, or local government for that matter, play the most crucial role in engaging the public through the relevant social media platforms so that all citizens give their opinion on how they want their public space utilized and designed. The collective information shared online via different platform should be used in the process of placemaking. It is also the duty of the administrators and relevant stakeholders to investigate whether all demographics within their population contribute in the process of placemaking. This is where the question of those that cannot access social media should be addressed. An alternative to online participation is offline participations such as workshops and meetings where all groups are welcome to voice their desires, views, and opinions openly without the fear of victimization. From the case studies presented in this research, it is evident that social media is indeed a powerful tool where the public can be involved in the process of placemaking.

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12   Ezio Manzini, "Design, When Everybody Designs : An Introduction to Design for Social Innovation," 2015, http://search.ebscohost.com/login.

1.4 Method

1.4.1 Study Design

This method section will describe the actions that the study will take to investigate the big and small research problem and the application of specific techniques and procedures that will be used in identifying, organizing, and processing information. These techniques will help in understanding the research questions and enable the reader to evaluate the study's reliability and validity critically[13]. The methodology section will answer two significant questions; how the data was collected and generated and how the data was analyzed.

1.4.2 Materials and Procedures

Data collection in a study is performed to validate that the information provided is accurate and reliable. The word data means a body/ group of knowledge. The group of information can be retrieved from various sources such as videos, texts, audios, hyperlinks, and images[14]. Hence, the information collected by an author to form a

literature review is merely a representation of data. Therefore, it is correct to reason that literature review is a data collection tool. More specifically, a literature review is a secondary method of data collection since it includes only the existing knowledge and substantive findings, but do not report original or new experimental work[15]. In this study, literature review was the first data collection tool used. The research looked for online sources such as websites and a few books with information on social media use in placemaking and the importance of public participation in the process of placemaking. The research had no inclusion criteria based on the publication time of the sources since only a few researchers have investigated this topic. Hence, the sources selected were from anything from the 1990s to date. Besides, the literature review compared different sources to establish the existing gaps in this research topic so that future researchers can focus on what has not been tackled.

As part of the literature review, theories were also presented to form the research's theoretical framework. Specifically, Foucauldian theory of power was reviewed in the study to investigate the role of power as a tool of coercion[16]. The kind of power relevant to this study is social media and

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13   Anthony J. Onwuegbuzie and Rebecca Frels, "Methodology of Literature Review," in 7 Steps to a Comprehensive Literature Review : A Multimodal et Cultural Approach., 2016.

14   Onwuegbuzie and Frels.

15   Onwuegbuzie and Frels.

16   Michel Foucault, Panopticism in "Discipline and Punish : The Birth of the Prison" (New York: Vintage, 1995); Michel Foucault, Society Must Be Defended : Lectures at the College de France, 1975-76 (New York: Picador, 2003).
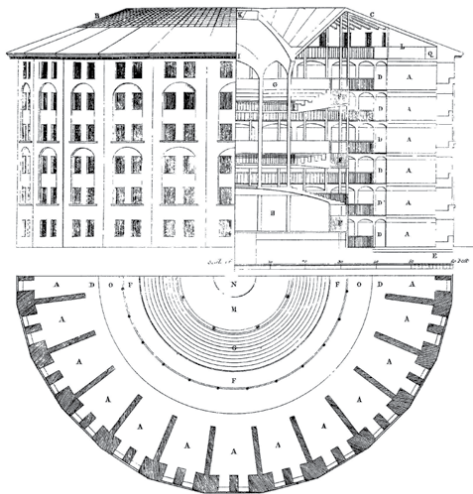
*6 - Plan and section of the Panopticon, 1843 (originally1791),
The works of Jeremy Bentham vol.V, 72-3*

*7 - A photograph of media theorist
Sherry Turkle, 12.03.2009, https://
www.flickr.com/photos/jeanbapti-
steparis/3348579053/*

its undeniable ability to connect people and facilitate public participation. The study particularly chooses to use the power theory by Foucault because he is one of the few theorists who sees the positive side of power and recognizing the importance and necessity of power as a positive force in the community[17]. For example, Foucault notes that power is a crucial source of conformity and social discipline[18].

The study included information from a Ted Talk interview, which was used as a data collection technique. The Ted talk interview can be categorized as a primary source since it provided firsthand, first evidence that reflects the individual point of view of an observer. The Ted talk by Sherry Turkle was included in this research because it includes information from a scholar who has experienced the use and power of social media in different cases of placemaking. From the interview, Turkle presents her study and observation on how technological devices such as smartphones and online personas have redefined communication and human interactions. In the closing remarks, the interviewer asks the audience to think deeply about any new kinds of

17   Institute of Development Studies The Participation, Power and Social Change team University of Sussex., "Foucault: Power Is Everywhere," Academic blog, Powercube (blog), 2003, https://www.powercube.net/other-forms-of-power/foucault-power-is-everywhere/; Michel Foucault, Panopticism in "Discipline and Punish : The Birth of the Prison" (New York: Vintage, 1995).

18   Graham. Burchell, Colin. Gordon, and Peter. Miller, The Foucault Effect : Studies in Governmentality : With Two Lectures by and interview with Michel Foucault (Chicago: University of Chicago Press, 1991).

online connection they want to have in the future. Briefly, Sherry Turkle is a cultural analyst who studies the use and influence of technology on human relationships.[19]

Case study research was another important technique that the study used. Currently, the use of case study to form the research design of an investigation is on the rise in many scientific disciplines, social sciences, ecology, and psychology[20]. The method is particularly useful in this study because it tests the theoretical models such as the Foucauldian in real life situations. For example, in Foucault's theory, power is said to be everywhere, and its impacts felt in the management of societies. Similarly, the real-life examples of digital movement used such as the Occupy Wall Street and Arab Spring have demonstrated that there is power when people that share a common goal come together to voice their sentiments and opinions. Also, case studies help in testing and answering the research questions. For example, one of the small questions stated: Has the use of social media among other aspects of technological inventions been successful in the process of placemaking? This question is answered through the evidence found in the case studies, which clearly shows that indeed many cities around

the globe have successfully implemented social media in public participation and e-governance. Governance is a way of describing the link between government and its broader environment[21], i.e. political, social, administrative, while e-governance or electronic governance, is the use of information and communication technologies to improve that link[22].

I choose explicitly to study the eight cities presented in this papers because they all share a common aspect that is relevant to the research topic; the role and impact of social media in engaging the public to participate in placemaking. The advantage of using a case study in the research design is that researchers can choose to focus on exciting and specific cases that are relevant to their topic. Therefore, the two critical factors of case study as a data collection tool include relevance and subject, which were considered in this paper. The case studies used were relevant to the subject/topic at hand. When analyzing results for any case study, opinions from a researcher's understanding are presented[23]. From the real-time examples and case studies used in this study, data was managed to form a narrative around it whilst keeping things

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19   Sherry Turkle, "E-Futures and E-Personae," in Designing for a Digital World, ed. Neil Leach (Chichester: Wiley-Academic, 2002), 31–37.

20   Robert K. Yin, Case Study Research: Design and Methods (Los Angeles: Sage, 2014).

21   Muhammad Farooq, "E-Government Introduction," (Education, 12:48:37 UTC), https://www.slideshare.net/kashifonline/egovernment-introduction.

22   United Nations. and Department of Economic and Social Affairs., United Nations E-Government Survey 2014 : E -Government for the Future We Want (New York: United Nations, 2014).

23   Yin, Case Study Research : Design and Methods.

concise. Another reason why case studies were used is that there is no wrong or right answer in this research technique. Unlike a scientific, experimental study dealing with facts, a case study is opinion-based with the aim of provoking reasoned debate[24].

In essence, the method section details how the research was conducted and how/ why the conclusions were drawn. The technique used in data collection includes literature review and case studies that presented real-time examples. Overall, the method section guided the study by showing how the research should be conducted and the material to use in every step.

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24   Yin.

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2   GLOSSARY

In this chapter we define reference keywords that have guided the research.

Keywords defined:

- Place Making
- Social Media
- Virtual Social Aggregation
- (Active) Public Space
- Cyberspace
- Data Bulk

PLACE MAKING

SOCIAL MEDIA

Placemaking has been referred to as the art of developing tools that requires an asset-based approach to help in planning, management, and design of public places[1]. Assets based approaches are an integral part of community development. Concerned with facilitating people and communities to come together to achieve positive change using their own knowledge, skills and lived experience of the issues they encounter in their own lives. Placemaking capitalizes on a local group's benefit, motivation, and potential, with the goal of making open spaces that advance individuals' well-being, happiness, and prosperity. In addition, Placemaking is a hand on tools and overarching idea that focuses on improving neighborhoods, region or city. The concept behind Placemaking gained power in the 1960's[2].

Place-making as an approach to the design of public spaces can be looked at both as a process and as a philosophy. Place making seeks to inspire community members to redefine and recreate public spaces in order to fortify the sense of connection between individuals and the places they interact with.

Social media has become a powerful tool in this days as far as the dissemination of knowledge is concerned. Basically, it involves sharing of information, ideas or private messages on online platforms. The term social media alludes to a wide range of mobile or internet based services that permit users to take part in online interactions through online communities[3]. Social Media can be defined as a "service which enables to share various news, information, opinion in ways of multimedia[4]." These kinds of web services include blogs, a short form of a weblog. Social network sites are other examples, and they refer to web-based services where individuals are allowed to form public and semi-public profile inside a limited system. The most popular networking social web outlets include LinkedIn, Facebook, Twitter and many others. There are also others social networks such as status update services, wikis, social bookmarking, media sharing websites and virtual world content. All these social outlets seek to enable their users to develop an online virtual relationship and interaction.

1　　Project for Public Spaces, "What Is Placemaking?," Project for Public Spaces (blog), accessed January 22, 2017, https://www.pps.org/reference/what_is_placemakin

2　　onald Lee Fleming, The Art of Placemaking : Interpreting Community through Public Art and Urban Design, 200

3　　Jan H. Kietzmann et al., "Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media," Business Horizons, 2011.

4　　Abdel-Aziz, Abdel-Salam, and El-Sayad, "The Role of ICTs in Creating the New Social Public Place of the Digital Era"; Simo Hosio et al., "Enhancing Interactive Public Displays with Social Networking Services," in Proceedings of the 9th International Conference on Mobile and Ubiquitous Multimedia - MUM '10 (the 9th International Conference, Limassol, Cyprus: ACM Press, 2010), 1–9.

VIRTUAL SOCIAL AGGREGATION

Social media is based on virtual relationships or communication. On the contrary, social aggregation is a situation where many people take part for example in a protest[5]. The participants of these movements do not meet in a confined place but they influence each other virtually or through social networks such as Facebook and Twitter. Virtual interactions over the social media have contributed to an emerging aggregation. The concept of social media aggregation is based on gathering post from the social networks. Based on this concept social aggregation emerges where social media is used for collecting content from the popular social media accounts to be able to analyze and display the social feed[6]. Virtual aggregation is an unconventional cultural framework whose shape originates from interactions via the social media and generates a certain pattern of social and political interaction. This kind of interaction involves the viral flow of information and subsequent aggregations of large numbers of individuals in concrete physical spaces.

5   Frank T. Rothaermel and Stephen Sugiyama, "Virtual Internet Communities and Commercial Success: Individual and Community-Level Theory Grounded in the Atypical Case of TimeZone.Com," Journal of Management 27, no. 3 (June 1, 2001): 297–312, https://doi.org/10.1177/014920630102700305.

6   A. Mogilner et al., "Mutual Interactions, Potentials, and Individual Distance in a Social Aggregation," Journal of Mathematical Biology 47, no. 4 (October 2003): 353–89, https://doi.org/10.1007/s00285-003-0209-7.

(ACTIVE) PUBLIC SPACE

We can consider active public spaces as the spaces or areas that offer humans a way to unwind from the fast pace of city/urban life[7]. In these places, such as malls and parks, people from different backgrounds gather and actively participate in festivals, events, and meetings related to the community they live in. Previously, researchers with interest in studying the usage and social interactions of particular public places had limited tools to gather information. Some of the research techniques that were used include crowd counting, surveys, and documented photos and videos. Although those tools served their goals then, today social media provides researchers with high granulated data, enabling the researchers to visualize, conceptualize, and analyze the characteristics and structure of specific geographical areas in regards to various social media activities taking place within the public spaces. Today social media has brought individuals and groups together in the participation of various initiatives. When such individuals and groups come together, they communicate and amplify their voice while making their desires, expectations, and frustrations public.

7   William Hollingsworth Whyte, The Social Life of Small Urban Spaces (Washington, DC: Conservation Foundation, 1981).

CYBERSPACE

The term cyberspace first appeared in the visual arts in the late 1960s, when two Danish artists worked as Atelier Cyberspace. It was a time when the internet did not exist and computers were not used as a creative tool, therefore Atelier Cyberspace had no interest in the virtual space as such or in computers[8]. Later, the term appeared in the 1980s in the story "Burning Chrome" by William Gibson, science fiction author . The current meaning of cyberspace became popular during the 1990s with the growing use of Internet, networking and digital communication[9], it refers to online computer networks and to the infinite virtual space of the Internet "where" things virtually happen or exist. When an event takes place online, it happens in the cyberspace.

The creation of portable devices the likes of smartphones and tablet that provide unlimited cyberspace and allow the access to sensitive, personal locations has made the progress of cultural convergence possible. An individual can be found in the real physical city and the virtual space at the same time because the

digital devices enable users to access the cyber digital world while sending data about the activities taking place in the physical world. In short, there are no separations between the virtual space and the physical one and people can use the two social places simultaneously. By so doing, people can register and disclose information about the city or public place they live in. Hence, planners and designers must realize that currently, people's urban experience and perceptions are not only determined by the physical environment but also through the different forms of social media and modes of communication that they interact with daily.

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8   Jacob Lillemose Kryger Mathias, "The (Re)Invention of Cyberspace," Kunstkritikk, http://www.kunstkritikk.com/kommentar/the-reinvention-of-cyberspace/?do_not_cache=1.

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DATA BULK

Data bulk is an e-collection of data, it is composed of information from multiple records, with shared origin from a single or multiple databases. As technological devices like mobile phones are becoming increasingly essential and ubiquitous, citizens continuously document their lives and everyday activities. Interactive social media platforms tend to produce large amounts of data, this generated data can be used to improve or construct public spaces. Hence, the local community leaders, planners, and researchers are presented with new opportunities to study and understand the local public spaces using publicly shared information through social media[10]. To do that, the main challenge to face is data bulk, in fact it is necessary to find innovative ways to process vast amounts of data generated to best utilize the leverage that social media platforms offer.

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3 LITERATURE COMPARISON

Comparison Between Literature About Social Media, Place-Making and Urban Planning.

3.1 Abstract

Throughout history, the understating of the nature of power has been changing with the power shifting from the elite to the common people as they gained more knowledge. Historically, an important shift in power followed the development of printing, and this saw a drastic change in how the society functioned. Currently, the internet is creating a new age in the dissemination of knowledge to people as a larger amount of information is available to the public at incredible speeds. One of the ways the internet is changing the society is through the creation of virtual public spheres which are having an influence on how people perceive public spaces. There is, therefore, a need for designers to adapt public spaces and places to the changing perceptions of the public. Through social media, designers will be able to gain people's perceptions about their physical communities through their communication on the virtual public spheres. While researchers have already envisaged various ways through which social media will be able to influence public planning, it is important for them to understand the nature of spaces and places. It is only by understanding their nature and how they are influenced by various factors that it will be possible to transform spaces and engage in place-making. Doreen Massey's theories on places and spaces provides valuable insight into their nature and how to transform them[1]. By combining her research with that of other researchers which are specific to social media and place-making, in this chapter my intent is to pave a roadmap into **how to utilize social media to engage in place making.**

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1   Doreen B Massey, For Space (London; Thousand Oaks, Calif.: SAGE, 2005); Doreen B Massey, Space, Place, and Gender, 1994; Phil Hubbard and Rob Kitchin, "Doreen Massey," in Key Thinkers on Space and Place (Los Angeles: Sage, 2011), 299–306

3.2 Social media & Placemaking

3.2.1 Prior Research

The advent of the internet and social media has changed how people and communities communicate and interact. It has been able to increase the rate at which people communicate and share knowledge through the creation of virtual spaces where people meet online. The effects of this are that the perceptions of physical places are changing as a result of social media. As a result, designers are tasked with creating places that the communities will be able to relate to. Social media offers them an opportunity to gain the perspectives of the local community before they can begin to engage in place-making. My research has involved understanding the impact social media has on place-making and how it can be used to create spaces the local communities relate to. The first part of the paper looks into some of the readings I encountered in my research and explains how they have been crucial in my understanding of the topic I am tackling.

Their research identifies that through the inherently networked process of place-making, individuals are linked together through social-spatial relationships in a common-place-frame. They also identify that communication and interactions are important elements of place-making. However, the mutual integration of place conceptualizations, political theorizations, and network concepts remains relatively weak. Through the use of case studies in Athens, USA and in Bolivia's forests, the authors argue that the concept of place can be positioned differently through a more explicit and robust notion of 'relational place-making.' This is the political and networked processes of place-framing.

This paper has offered deeper insights into my research. Social media has been gaining an increasing capacity in the development of places. To begin with, communities are now utilizing social media to communicate and to interact with each other. With social media, the dimensions and capabilities of communicating with others have changed and, consequently, the traditional boundaries of communities are changing. As a result, the appreciation of places within the community is bound to change. This paper has sought ways through which important concepts of place-making can be integrated such as place conceptualizations, political theorizations, and network concepts. This will be essential in my research as is seeking to determine how planners and designers can integrate the influence of social media into place-making.

Linde and Book base their research on the ongoing debate regarding the

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2   Joseph Pierce, Deborah G Martin, and James T Murphy, "Relational Place-Making: The Networked Politics of Place," Transactions of the Institute of British Geographers 36, no. 1 (January 1, 2011): 54–70, https://doi.org/10.1111/j.1475-5661.2010.00411.x.

concept of **"Smart cities[3]."** They identify that the combination of networked communities and ICT has the potential to boost the social capital in a community by facilitating collective knowledge through the connection of people to their neighbors in a natural community. They also identify that social media, the internet, and mobile technologies have a big influence in place-making since they communicate messages about places. The meaning of a place is not usually evident to outsiders since they are not locally embedded, and social media offers the perspectives of the insiders in the community.

This chapter has been fundamental in my research as I have been able to learn more on how social media influences place-making. Some of the concepts I have researched about include **tactical urbanism, do-it-yourself (DIY) urbanism and co-planning between designers and the community**. Through social media, users and residents are able to bring content and meaning to life by reflecting on the places in their everyday life. This feedback is important to designers as they are able to analyze, understand, and to develop projects for the city by creating and preserving places that the community can relate to.

Afzalan and Evans-Cowley[4] introduce

3   Karin Book and Per Linde, "Performing the City : Exploring the Bandwidth of Urban Place-Making through New Media Tactics" (MIT Press, 2014), https://dspace.mah.se/handle/2043/18328.

4   Nader Afzalan and Jennifer Evans-Cowley, "Planning and Social Media: Facebook for Planning at the Neighbourhood Scale," Planning Practice & Research 30, no. 3 (May 27, 2015): 270–85, https://doi.org/10.1080/02697459.2015.1052943.

8 - Sandy Beach in Detroit's Campus Martius Park: Placemaking in Action June 2015 (www.flickr.com/photos/michigancommunities/)

Place-making is a set of political, material, and social processes through which people interactively create and recreate the experienced geographies which they live in[2].

their research by recognizing that local communities and neighborhood groups have an important role to play in planning processes of their neighborhood. Their research results from the gap that has been left unanswered by researchers regarding understanding the capacity of online neighborhood forums in neighborhood planning processes. Using three Facebook neighborhood groups, they attempt to explore the potential of these forums in facilitating local planning processes and creating self-organizing communities. They find that in those forums, the members tend to be focused on local issues and they recommend that to ensure sound and inclusive planning outcomes, the interactions within and without the forums ought to be facilitated by planners of liaisons.

This research has been instrumental in my understanding of how the input of the community can be used to ensure that the community itself identifies with the places they create. Their research noted that the members of the Facebook forums mainly communicated on issues directly related to their local community and rarely on issues outside of the community. This may provide insight regarding the already existent places in the community that require to be preserved and to determine the community's needs for specific places.

Ertiö[5] introduces her research by

acknowledging that participatory urban planning is important to any developing local democracy. The author also notes that activists, researchers, and policy-makers have recently gained an interest in the use of mobile technologies as a means to engage with citizens. The article attempts to introduce a typology to identify the mobile apps that support the participation of citizens in urban planning. It determines that apps are initially created to share information on the surrounding environment and in time they will evolve towards creating a dialogue with the citizens so as to incorporate their knowledge in the planning process.

This article contains significant information that aided my research. It provides further insight into **how mobile technologies and the internet can be utilized to gain community participation during place-making**. Rather than utilizing the already available social media sites, researchers can now create convenient ***applications*** for communities that are specific to the planning of their case and site(s) and will provide them with a chance in determining how they would like their places to be developed[6].

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5   Titiana-Petra Ertiö, "Participatory Apps for Urban Planning—Space for Improvement," Planning Practice & Research 30, no. 3 (May 27, 2015): 303–21, doi:10.1

080/02697459.2015.1052942.

6   See case studies chapter 7

The following is a collection of advocacy organizations, funding sources, media coverage, online tools, and software focused on making cities better, more efficient, and more resilient[7].
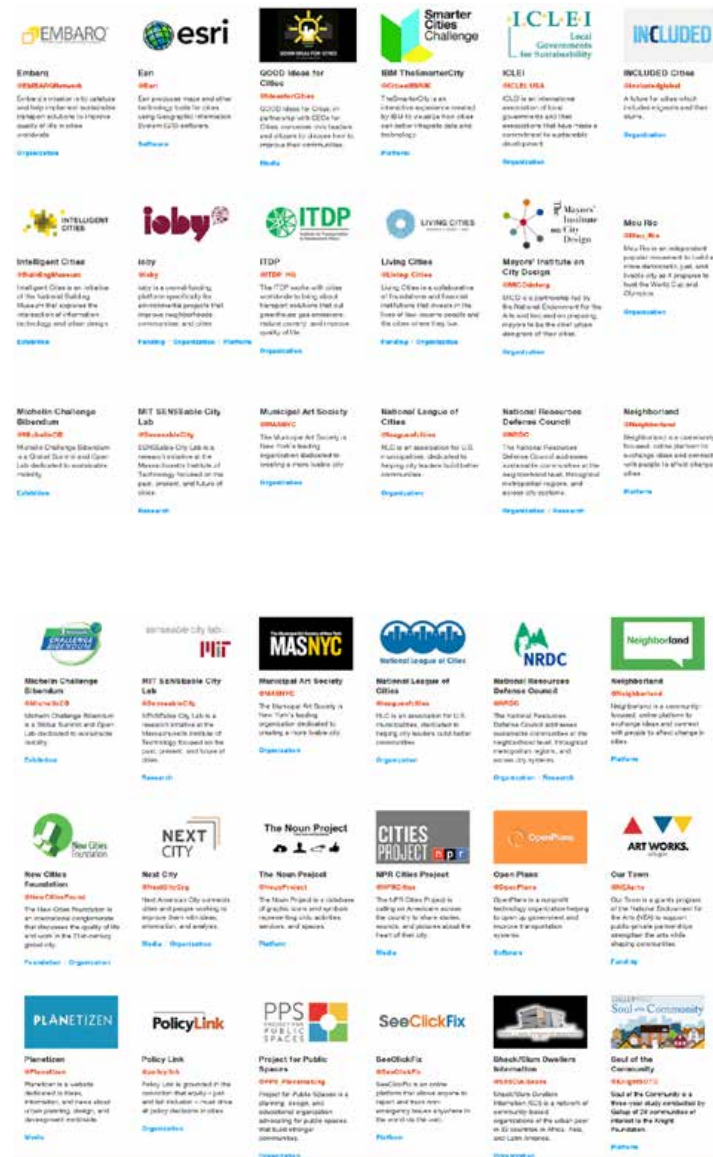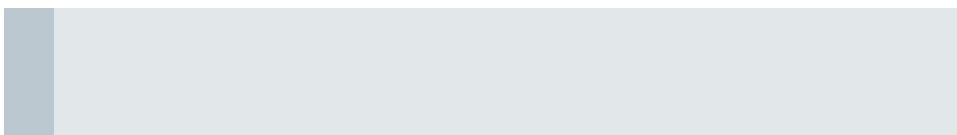
7   Taken from "Resources | TEDCity2.0," http://www.tedcity.org/resources/.
accessed July 31, 2018.

Sawhney, Klerk, and Malhotra sought to examine the ability of DIY urbanism to **foster civic engagement**[8] within the context of neighborhoods through technology and place-based initiatives that support a collective networked action. They aimed to engage ad-hoc and informal networks of individual and collective actors to address critical conditions facing them in their urban localities. Through the use of online contribution forums and community-based workshops, they engaged their participants to reveal the issues in their neighborhoods, to design solutions, and to coordinate urban actions.

The concept of **DIY urbanism** is one that I have considered in my research because it is promoted by the presence of online communities. It is important for communities as it enables them to create places that they will relate to from the beginning. Since the internet provides inspiration to communities on how they can engage in DIY urbanism, this article provides insights into how designers can utilize social media to be a resource to the communities that engage in DIY urbanism. With the assistance and advice of a designers or a urban planner, communities will be able to attain more success in their place-making endeavors.

Horelli, Saad Sulonen, Wallin, and Botero acknowledge that digital technology is supporting participation as self-organization which is emerging as a new form of citizen activism[9]. Their research indicated that the practice of urban planning is expanded by the self-organization of citizens and they are able to mobilize themselves into different groups that tackle various issues relating to urban space. Some of the visible consequences of this include community development through bottom-up cultures, event making, and the temporary use of places. The authors note that there is a disadvantage facing this approach as new solutions and creative actions are constrained by the lacking links to decision-making.

This article has been important in informing my research regarding the challenges that occur when communities engage in urban planning without the support of the decision-making authorities. Due to social media, communities will always engage in some form of urban planning due to the increased participation and communication. Consequently, it is necessary for planners and decision-making authorities to use these **virtual spaces** to be able to guide the local communities on how they can engage in urban planning projects. This is important to give the community more power to shape their local communities and to reduce the likelihood of getting into conflict with the authorities due to engaging in unauthorized projects.

8   Nitin Sawhney, Christo de Klerk, and Shriya Malhotra, "Civic Engagement through DIY Urbanism and Collective Networked Action," Planning Practice & Research 30, no. 3 (May 27, 2015): 337–54, https://doi.org/10.1080/02697459.2015.1054662.

9   Liisa Horelli et al., "When Self-Organization Intersects with Urban Planning: Two Cases from Helsinki," Planning Practice & Research 30, no. 3 (May 27, 2015): 286–302, https://doi.org/10.1080/02697459.2015.1052941.

3.3 Massey's perspective on space

3.3.1 Impact in the transformation of space through social media

Digital technology is supporting participation as self-organization which is emerging as a new form of citizen activism

The advent of the internet and social media has revolutionized people's perceptions regarding the nature of physical spaces due to the increased levels of interaction between people in communities. Various researchers have considered the possibility of social media being utilized as an active tool in urban planning. This is due to the fact that the increased communication on social media is a resource for designers and urban planners to learn about the community so that they may create places that the community will be able to accept and own. However, while there is a need to create places, it is important to understand the **nature of places** so as to effect the necessary transformations.

Doreen Massey has been able to theorize about the **nature of spaces and places and the factors that influence their transformation.** These factors include multiplicity, annihilation, uniqueness, negotiation, and public spaces among others. Understanding these will enable researchers to **predict the effect that social media is having on places and spaces** so as to create future places that suit the needs of the community. By combining Massey's research on places and spaces with those of previous researchers regarding the impact of social media on place-

9 - "Lighter, Quicker, Cheaper" transformation of public spaces – https://www.pps.org/article/lighter-quicker-cheaper

making, a picture is painted on **how social media will play a crucial role in future place-making.**

10 - Taken from the Vanessa Quirk, "Can You Crowdsource a City?,"
https://www.archdaily.com/233194/can-you-crowdsource-a-city

3.3.2 Understanding Massey[10]

Doreen Massey has continued to prove herself as being one of the most influential and enduring geography writers. Her work has helped revolutionize geographical thinking in the social sciences field as her work is focused on conceptualizing space and place. To Massey, any empirical or theoretical claims that one makes regarding an object of study is dependent on how one formulates the object in the first place. Therefore, the understanding of the social world and how one can effect transformation within and without it is radically shaped by how the person formulates the concept of shape and space.

Massey has argued against the usual logic in which inner cities and their peripheral regions are deemed to be responsible for their declining fates. This is because the new divisions of labor occurring will be combined with, or overlaid on, the previous patterns of spatial divisions thus leading to geographically differentiated economic layers. They will, in turn, reshape the patterns of inequality as well as affect the ensuing rounds of investment.

Massey's first area of research relates to gender in social and economic processes. Her analysis has been focused on showing how the construction of gender relations is an instrumental process to the construction of spatial organization of social relations. Her second area of research relates

10   Hubbard and Kitchin, "Doreen Massey."

to the theorizations of place. She refused the easy association of place with inertia, regressive politics, and nostalgia. Instead, her understanding of places is that they are porous networks of social relations. She emphasized the different positioning of individuals and groups within these porous networks with the term power geometry. Her third scope of research was on the concept of space-time. This concept was derived from an alternative view of space in which time and space are inseparable. She has demonstrated various ways that the cemented divide between space and time is problematic such as in it association of change with the temporal which is flawed.

3.3.3 Comparison between prior research and Massey

3.3.3.1 Instantaneity, Global Media, and Connectedness[11]

There is an ideology of the world being totally integrated as a result of globalization. In its most extreme form, post-modernists imagine the current state of things as being one of instantaneity where everyone is living in a single global present[12]. This ideology is propagated through global media events where a single moment happening in one place is envisaged as having integrated the entire globe. However, the idea of instantaneity

is farfetched as there is no single global program. Instead, these global media events which are cited as evidence of instantaneity actually serve to highlight the heterogeneous nature of the global media events. They are outcomes of intersections within the multiplicity we live in and they are nothing more than places of virtual geographies which have been constructed.

There are those who have suggested that the multiple histories of people are insignificant as a result of the instantaneity and others have suggested the creation of a single linear history for the world. Massey is of the opinion that the real space (space-time) is something which is impossible to pin down. Instead, it is important for people to recognize the fact of other realities and that they are equally present despite their different histories. Pierce, Martin, and Murphy concur with this ideology through their research where they expound on the notion of '**relational place-making.**' In this, place-making is not influenced by global events or patterns but is instead influenced by political, material, and social process through which individuals in a common place-frame create the experienced geographies which they live in[13].

Social media are currently playing an influential role in global media through their ability to disseminate information on

11   Massey, For Space.: 76-80.

12   ibid.

13   Joseph Pierce, Deborah G Martin, and James T Murphy, "Relational Place-Making: The Networked Politics of Place," Transactions of the Institute of British Geographers 36, no. 1 (January 1, 2011): 54–70.

global events at a large scale and involve more and more people. However, it has failed to attain the instantaneity imagined by some thus concurring with Massey's opinion of multiplicity of spatiality[14]. Both Linde & Book[15] and Afzalan & Evans-Cowley[16] concur with this opinion as both of their researches highlight the fact that **social media is playing a great role in fostering unity among local communities and promoting their values** rather than promoting the imagined idea of global instantaneity.

3.3.3.2 Annihilation, Multiplicity, and Communities[17]

The annihilation of space is one of the outcomes that had been expected with the advent of globalization. Let's consider space in terms of distance. The development of technologies such as **cyberspace** and improvements in transport have reduced the experience of distance between people as people are able to transverse large distances in short periods while also communicate immediately with people with who there is a vast space between them.

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14   Refer to next section, § 1.2.3.2

15   Karin Book and Per Linde, "Performing the City : Exploring the Bandwidth of Urban Place-Making through New Media Tactics" (MIT Press, 2014).: 301.

16   Nader Afzalan and Jennifer Evans-Cowley, "Planning and Social Media: Facebook for Planning at the Neighbourhood Scale," Planning Practice & Research 30, no. 3 (May 27, 2015): 270–85,

17   Massey, For Space.: 90-96.

The term cyberspace first appeared in the visual arts in the late 1960s, when two Danish artists worked as Atelier Cyberspace[18]. It was a time when the internet did not exist and computers were not used as a creative tool, therefore Atelier Cyberspace had no interest in the virtual space as such or in computers. Later, the term appeared in the 1980s in the story "Burning Chrome" by William Gibson, science fiction author[19]. The current meaning of cyberspace became popular during the 1990s with the growing use of Internet, networking and digital communication[20], it refers to online computer networks and to the infinite virtual space of the Internet "where" things virtually happen or exist. When an event takes place online, it happens in the cyberspace.

Reduction of distances between people and fast communication lead to the idea that space is being annihilated. However, Massey argues that space cannot be considered in terms of distance alone but is instead entailed by the concept of multiplicity. Without multiplicity, the distance would not be thinkable. So, while globalization may reduce the time and consequently distance, it does not annihilate space but instead expands it. After all, in the absence of space, there would be no need to reduce the distance between two places.

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18   More on cyberspace, Jacob Lillemose Kryger Mathias, "The (Re)Invention of Cyberspace," Kunstkritikk, http://www.kunstkritikk.com/kommentar/the-reinvention-of-cyberspace/?do_not_cache=1.

19   WIRED Staff, "March 17, 1948: William Gibson, Father of Cyberspace," Wired, March 17, 2009, https://www.wired.com/2009/03/march-17-1948-william-gibson-father-of-cyberspace-2/.

20   Kryger, "The (Re)Invention of Cyberspace,"

It has been argued that cyberspace is annihilating physical communities by reducing the distance between people thus making people interact beyond their local communities with people they are separated with by physical distance. The virtual communities formed on the cyberspace experience their own multiplicity as people form their own virtual communities based on their preference. However, this does not mean that physical communities are annihilated. This is because the cyberspace is completely dependent on the physical world to be existent in various ways such as the points of access and the materiality and physicality of the wires. Based on this, the concept of Smart Cities arose where the cyberspace is linked with a natural physical community to increase the connections between the people[21]. Therefore, as a result of multiplicity, space and communities cannot be annihilated. In addition to this, cyberspace has been utilized as a resource to link local communities together with the aim of improving their physical communities in various ways such as tactical urbanism and do-it-yourself (DIY) urbanism[22].

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21   Book and Linde, "Performing the City.": 277

22   Titiana-Petra Ertiö, "Participatory Apps for Urban Planning—Space for Improvement," Planning Practice & Research 30, no. 3 (May 27, 2015): 303; Nitin Sawhney, Christo de Klerk, and Shriya Malhotra, "Civic Engagement through DIY Urbanism and Collective Networked Action," Planning Practice & Research 30, no. 3 (May 27, 2015): 307.

3.3.3.3 Public Space, Negotiation, Respect, Responsibilities, and Uniqueness[23].

The question of what constitutes a public space has persisted in the neoliberal city especially due to the commercial privatization of space. This privatization and enclosure of space puts space that people may have preferred to be publicly owned into the hands of non-democratically elected people who may exclude certain groups of people from that space. Public space is defined as the social space where negotiations on the meaning and unity of social occur as a result of the absence of a social foundation[24]. Therefore, the debate about what is or is not legitimate is the recognized legitimacy of a public space. Therefore, out of this debate, the rules of the public space are set up and the users each bear the responsibility of ensuring the respect the other person's use of the space. The debate also leads to each public place developing its own unique characteristics. The continual negotiations require innovative solutions to accommodate everyone in the public, and this is derived from learning, judgment, and improvisation.

Horelli, et al. mention that the practice of urban planning is expanded by the self-organization of citizens as they mobilize themselves to tackle various issues relating to urban space. This leads to the citizens developing

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23   Massey, For Space.: 152-162

24   Mick O'Kelly, "Urban Negotiation, Art and the Production of Public Space," Risco: Revista de Pesquisa Em Arquitetura e Urbanismo (Online) 0, no. 5 (January 1, 2007): 113–27, https://doi.org/10.11606/issn.1984-4506.v0i5p113-127.

> **Public space is defined as the social space where negotiations on the meaning and unity of social occur as a result of the absence of a social foundation.**

innovative solutions to handle their unique problems. The need for citizens to engage in urban planning is echoed by other researchers, and this is evidence of the continued negotiation over the use of public space as has been elaborated by Massey.

Massey's theories on place and space correlate with those of the other researchers reviewed in previous readings. Massey has theorized that while the world is increasingly becoming connected as a result of global media, it will not be possible to attain instantaneity as has been envisaged by other researchers. Instead, each place develops based on its unique characteristics, and any global media events that occur are as a result of intersections occurring between these multiplicities that occur in space-time.

11 - Doreen Massey at a conference in Madrid, June 2012.

3.4 Conclusion

Social media has granted many local communities to communicate and share information in a greater way than has been experienced before. Consequently, this increased interaction has also led to the increase in community participation and as a result, local communities are now engaging in projects to shape their local communities. However, without support from the authorities, the communities are limited in the projects they can undertake. **For urban planners and designers, social media presents them with an opportunity to interact with the communities and to understand the places they desire to be built for them and those that ought to be preserved. With the vast amount of data available from local communities through social media, designers and urban planner will be able to engage in better place-making for the benefit of the local communities**.

Globalization and new technologies are also fostering the increased connection of local communities rather than leading to their annihilation. Improvements in transport and communication have risen due to the recognition of this multiplicity in spaces and the need to foster the connections between spaces rather than to annihilate them. Social media and the cyberspace in general is, therefore, being used to foster the integration and cohesion of physical communities. Furthermore, due to the increase connection between people in their local communities

as a result of social media, people now have increased opportunities to negotiate with their neighbors about the rules of using the public spaces in the community. This will foster the creation of unique with a greater range of diversity for the places in the community.

12 - Grand Central station NY, : https://www.etsy.com/listing/267758007/grand-central-station-street-art?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=grand+central+sign&ref=sr_gallery-1-25

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WIRED. "March 17, 1948: William Gibson, Father of Cyberspace." Wired, March 17, 2009. https://www.wired.com/2009/03/march-17-1948-william-gibson-father-of-cyberspace-2/.

4 DIGITAL CULTURE

4.1 Abstract

After understanding that the internet is a powerful source of the dissemination of knowledge to people, in this chapter, I will focus on the impact that computation and emergent (or emerged) social media are having on cultural life. I will start from the critical point of view of Turkle. She refers to the progressive alienation that adults, teenagers and children are experiencing[1]. I start my reasoning around a question Turkle asks at the end of her TED talk: 'are there ways technology can lead us back to our real lives, our own bodies, our own communities, our own politics, our own planet?[2]'. To answer this question, firstly I'm going to talk about the early assumptions of 'Digital Places' to understand if the theories are still valid[3]. Then, I will try to understand the use of (digital) networks as a strategy in architecture and design in community projects[4]. Thereafter, I will continue the discussion around the evolved role of participation in the design process[5].

In the conclusion of the chapter, I will confirm that technology (computation and social media) can be used by designers to bring communities back to their real lives and enhance social commitment and social cohesion.

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1   Turkle, "E-Futures and E-Personae."

2   Films Media Group, Films for the Humanities & Sciences (Firm), and TED Conferences LLC, TEDTalks Sherry Turkle - Connected, But Alone? (New York, N.Y: Films Media Group, 2012), http://ezproxy.fiu.edu/login?url=http://digital.films.com/PortalPlaylists.aspx?aid=24982&xtid=52968.

3   Thomas A. Horan, Digital Places : Building Our City of Bits (Washington, D.C.: ULI-the Urban Land Institute, 2000).

4   Anthony Burke and Therese. Tierney, "Network Practices : New Strategies in Architecture and Design," 2007, http://public.eblib.com/choice/publicfullrecord.aspx?p=3387354.

5   . Telier and A.Telier (Project), Design Things (Cambridge, MA: MIT Press, 2011).

4.2 Digital Culture

In the year 1990 the share of Internet users in the EU, Canada and US was between 0 and 0,8% of the population. In 2000, it was between 0.7 and 52% (there was a large difference depending on the country), in 2010 it was already between 23 and 93%. Finally, in 2015 the share was between 48 and 98%.

One of the advantages that has resulted from the growth of the internet is its ability to help people overcome their loneliness by meeting and interacting with other people on social media. This is because it provides a platform where someone will always be heard by others and in doing so it creates the perception that someone is never alone. However, the ease with which a person can feel connected to others has led to the loss of the ability of people to withdraw into solitude.
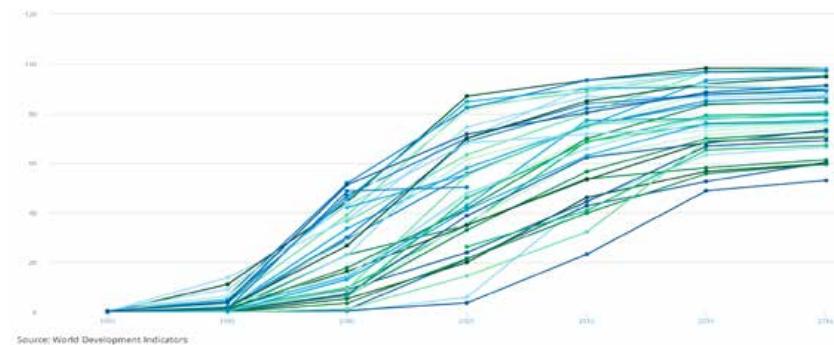
13 - People at a park in Belo Horizonte, Brazil. http://thecityfixbrasil.com/2014/12/12/6-motivos-para-curtir-belo-horizonte/

14 - The increase of the use of the internet
World Development Indicators. https://Data.Worldbank.Org/Indicator/IT.NET.USER.ZS

Source: World Development Indicators

1990

1995

2000

2005

2010

2015
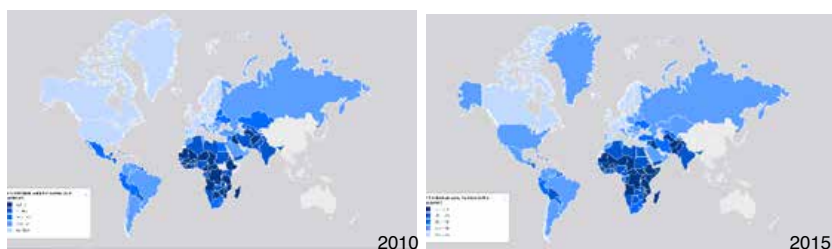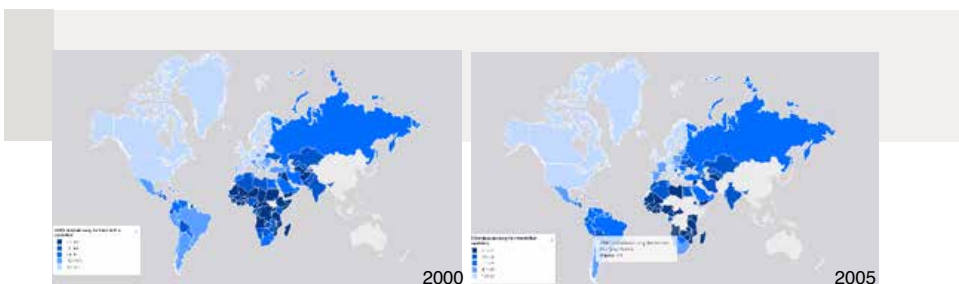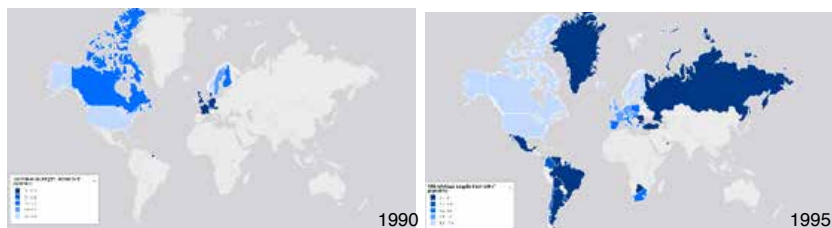
15 - The increase of the use of the internet
World Development Indicators. https://Data.Worldbank.Org/Indicator/IT.NET.USER.ZS

Solitude enables a person to gather themselves but technology has created the idea that to be alone is to be lonely as loneliness is a problem which can only be solved by technology. Social media has managed to integrate itself into the lives of many particularly teenagers and they find it difficult to unplug as it is now a key element of their social life. This social life is as a result of the virtual communities that are formed on the internet and as a result, the internet can be said to be eroding cultural life as people seem to prefer interacting with their visual communities rather than their real-life ones[6.]

Turkle is, however, optimistic about the **potential benefits** of the computation as it can be used to connect people in a way that will bring them together as a community. Unfortunately, this is dependent on how the user uses the computer. Social media has particularly had a mixed impact on politics as it is difficult to develop empathy for a community via the computer yet this would easily be developed by visiting and interacting with the community physically. The satisfaction of being heard by others tends to stop people from taking real action and they fail to realize that what would be an even bigger feeling is their participation in the real world by going to the streets. However, this is not to say that the internet cannot connect people as

6   Sherry Turkle, Alone Together: Why We Expect More from Technology and Less from Each Other (New York, NY: Basic Books, 2012).

a community. Manuel Castells in his book *Networks of Outrage and Hope*, documents several social movements from all over the world that began and were supported on the internet[7]. They brought together strangers into a virtual community online for different causes and later on these became real life communities as the people jointly took to the streets to advocate for various changes. Examples will be given later in the discussion and they include: The Arab Spring, Occupy Wall Street, and the Egyptian Revolution[8].

Because of the challenges posed by the internet in eroding cultural life by reducing sociability, it is now necessary to understand the importance of places where people can socialize without the aid of a digital device. Such places already exist in the real world such as parks and cafes but they have failed to adapt to the expectations of the current generation. These are expectations which have been influenced by the Digital Age and the internet still remains the best place for socialization since it meets these expectations albeit its virtual nature. Designers can provide the solutions to this problem by redesigning these community socialization areas to encourage more socialization by integrating digital networks as a design strategy as well as **involving the community in the**

design process. The use of technology by designers should be able to bring back communities to their real life and enhance social commitment and social cohesion.

4.2.1 Connected, But Alone?

Sherry Turkle[9] concludes her presentation by questioning whether there are means through which technology can reconnect people with their real lives, bodies, communities, politics and the planet. Her question is derived from her talk where she points out the adverse effects that have resulted from people's increasing reliance on devices. These devices have been instrumental and successful in providing increased opportunities for people to connect that were not possible before. However, this increased connection is also increasing the levels of loneliness experienced by people. She raises a number of points to explain the cause of this feeling of loneliness. One of the main points is that people are afraid of intimacy and as a result, technology appeals to them as one can derive a sense of companionship that does not come with the demands of friendships through interactions on digital platforms. The appeal to the online world when seeking for a companionship results from three factors:

> • A person can customize their
> digital experience to suit them and,
> therefore,the person can focus

7   Manuel Castells, Networks of Outrage and Hope : Social Movements in the Internet Age (Cambridge, UK; Malden, MA: Polity, 2012).

8   More on movements in § 6.5 - Social aggregation

9   Films Media Group, Films for the Humanities & Sciences (Firm), and TED Conferences LLC, TEDTalks Sherry Turkle - Connected, But Alone?

their attention on only what interests them.

• The online world presents a forum where the person is assured of an audience.

• The online world creates the perception that the person will never be alone.

When Turkle asks the question (are there means through which technology can reconnect people with their real lives, bodies, communities, politics and the planet?), she is acknowledging that the integration of these devices into people's lives has altered how they view their bodies, real lives, communities, politics, and the planet. Before the diffusion of the internet, the public perception of beauty was drawn from the media. Then, the pressure to conform to these standards was not great as people interacted with limited a number of people. Nowadays, social media provides a platform where people expose themselves to the world through photos, they post online, and invite criticism from a large number of people that they probably do not know. People have developed a trend where they tend to seek out comments on their looks from their social media followers and in order to please them so as to get positive comments. As a result, they tend to digitally alter their photos to conform to the set standards of beauty. The growth in this trend can be seen in how smartphone manufacturers are now including a wide range

of filters to their cameras which hide the flaws a person perceives to have before they post their photos online. As a result, there is an increase in the incidences of body anxiety as more people attempt to attain the one body type which is perceived as the most beautiful[10].

Turkle, also notes that technology has become increasingly integrated into people's lives to the point where things which were unacceptable within communities are now the norm. She provides examples of people checking their emails during meetings or friends who meet up but rather opt to spend their time on their phones. Communities tend to develop out of a sense of togetherness such as being related leading to a family or living in the same area leading to a village. As a result, communities in the offline world tend to be imposed on a person and members of a community may not share similar opinions or values. The internet has led to the development of virtual communities that have changed the perception of how communities work. Fuchs[11] notes that virtual online communities are founded on shared values, togetherness, unity, solidarity, and shared identity and understanding. They differ from traditional communities as their members are able to maintain their anonymity to various levels and consequently they can build different identities

10   Philippa Roxby, "Does Social Media Impact on Body Image?," BBC News, October 13, 2014, sec. Health, http://www.bbc.com/news/health-29569473.

11   Christian Fuchs, Internet and Society: Social Theory in the Information Age (Routledge, 2007).

16 - Politic and social media, from https://www.redwallpapers.com/wallpaper/blur-bokeh-business-free-stock-photo-image-wallpaper
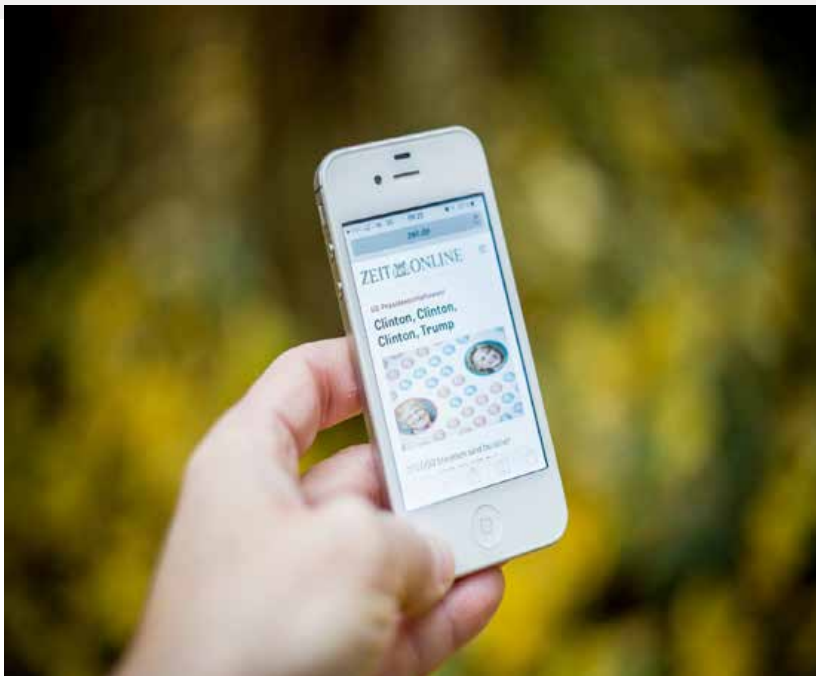
of themselves that differ from their real ones. Relationships develop faster in these communities due to the increase in projection, people have increased opportunities to reflect on their reactions, there is increased expression, and the membership of the community is flexible as people can join or leave at their pleasure.

Technology is also changing how politics works as average citizens are now finding themselves with more power to influence policy changes from the government. This is through the formation of social movements that seek to connect their supports to the real world by involving them in decision making processes as well as overcoming and obstacles that may inhibit the participation of their targeted members such as poverty of time-constraints. The social movements unite people who share a common cause and maintain this unity by avoiding controversial issues. Through the internet, they are able to disseminate the idea that they are comprised of ordinary citizens who are stepping up to the elite Washington insiders[12] and their voice can be heard. In their research, Kruikemeier, Noort, Vliegenthart, & Vreese, find that political internet use tends to positively influence political **interest and voter turnout** particularly among people

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12   Deana A. Rohlinger, Leslie A. Bunnage, and Jesse Klein, "Virtual Power Plays: Social Movements, Internet Communication Technology, and Political Parties," in The Internet and Democracy in Global Perspective, Studies in Public Choice (Springer, Cham, 2014), 83–109, https://doi.org/10.1007/978-3-319-04352-4_6.

who have lower levels of political interest[13].
. This change is occurring because technology is providing people who previously felt politically marginalized with the opportunity to meet and form communities with similar-minded people and through their unity they are encouraged to take action politically for what they believe in. In recent years, the influence that Social media had on Politics increased strongly. For example, in the 2016 President election in the United States the use of You Tube, Twitter, and Facebook had a great power on the audience. The main reason is the apparent closer relation between the candidates and the voters, there is a "direct" contact with voters. Moreover, social media can be used for advertising for free, events can be organized in easier ways because like-minded voters will share information with each other and their peers. Social media platforms can also give further information to politicians, their followers share a wealth of information on themselves, so political messages can be costumed based on certain characteristic (e.g. demographic). Fundraising campaigns are helped by Social Media, for the same reasons listed above[14]. Again, the perceived disconnection between voters and politics is weakened, especially when the voters are asked for Feedbacks and when public

opinions are weighed[15].

It is evident that **technology is changing the nature of social interactions**. The past few decades have seen the rapid development of technology such as the internet and this in turn has rapidly changed the manner through which people interact socially thus making it appears there is an ongoing erosion of sociability. While technology has rapidly developed, the other structures that support social interactions within communities have been slow to accommodate these recent developments. In previous technological developments such as the development of electricity, structures such as homes have been modified to integrate these developments into them and enhance social interactions. The next sections will, therefore, be looking into how structures work by integrating recent technological developments so as to enhance their capacity for **enabling real life social interactions within communities**

4.2.2 Early Assumptions of 'Digital Places'

Thomas A. Horan in his book, Digital Places: Building Our City of Bits, provides an early interpretation of how society is affected by

13   Sanne Kruikemeier et al., "Unraveling the Effects of Active and Passive Forms of Political Internet Use: Does It Affect Citizens' Political Involvement?," New Media & Society 16, no. 6 (September 1, 2014): 903–20, https://doi.org/10.1177/1461444813495163.

14   Fundraising as crowdfunding is a topic that will be discussed later in the book, refer to § 4.4

15   More on the influence of Social Media on Politics in: Tom Murse, "Social Media in Politics - Twitter and Facebook as Campaigns Tools," ThoughtCo, accessed July 5, 2017, https://www.thoughtco.com/how-social-media-has-changed-politics-3367534.

technology and the effect it has on the built environment. He is particularly interested in the rise of the cyberspace[16] and inquires how it is connected to the physical world of brick and mortar. He also asks how digital environments can transform, facilitate, and change the interactions between people and the built environment[17]. This book was written at an early stage of the Digital Age and in it Horan presents a number of theories on how the physical world can be redesigned to enhance the ability of the digital world to connect communities. Understanding his early vision helped the research to be further developed.

Horan begins to develop his argument from William Mitchell's[18] reason that the revolution result from digital networks will lead to the recreation of places and surrounding by people as well as the strengthening of communities at both the local and regional levels. He then reviews some dystopian views which suggest that there is a growing detachment between public spaces and social life. He notes that the emerging virtual spaces at the time, such as digital forums and chat rooms have been occupying a passive observance role in the design process and he moves forward to provide an early key approach to ensure

they have an active role in the design and development of digital places. By writing about this, Horan suggests that technology does not foster isolation but instead it is an element that encourages development. Therefore, digital networks should be considered to be a new dimension of public space and can cooperate and be utilized to support physical space.

Horan also considers the quality of architectural surroundings in defining the sense of the environment. The surroundings in addition to the ability to move through space are defined as elements which affect the person's experience in an environment. These are the elements that give a space its social power and Horan argues that they are being replayed in technology's domain. He also points to placemaking which is an interactive and deliberative process whereby communities, settings, and cities undergo constant reinvention based on a complex interweaving of culture, economics, technology, and circumstance[19]. He concludes the discussion of this point by asking how technology can be incorporated into the various placemaking activities.

Horan determines that the correspondence between building function and building typology is continually becoming looser. Horan's point acknowledge what Manuel Castells [20] developed in the same period: the theory

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16   Cyberspace, concept introduced in § 2.3.3.2

17   Horan, Digital Places : Building Our City of Bits.

18   William John Mitchell, E-Topia: "Urban Life, Jim--but Not as We Know It" (MIT Press, 2000).

19   Horan, T. A. (2000). Digital Places: Building Our City of Bits. Washington, D.C.: ULI - the Urban Land Institute.

20   Manuel Castells, "Grassrooting The Space Of Flows," Urban Geography 20, no. 4 (1999): 294–302.

on the Fluidity of Space. According to it, in a technology society, spatial form reflects social practice. Castell believed that in the future, places and flows would no longer be separated and instead, the geography would result from the interface between flows and spaces, social interests and cultures, the space of places and the space of flows[21]. This is contrary to Lewis Mumford's[22] that the setting of a space should serve to reinforce the activities that occur within it.

Another point that Horan argues in his book is that as the digital age advances, the need for meaningful well designed places will gain even more importance. He notes that digital technology is encouraging workers to combine their work and living spaces in one structure. This is a return to what was the norm in the 19th century where a person may have dedicated the lower floor of their home as their work space while the upper floor would be their residence. He then reflects on Ray Oldenburg's point of view that "third places" such as parks, barber shops, and cafes are the site of vital social relationships as these augment the work and home settings and their importance arises from enabling people to have a real-time personal exchange in the absence of digital devices. He, therefore, theorizes that successful digital places require to have a strong and parallel link to the local

and physical communities[23].

In the final chapter of his book, Horan begins by summarizing his arguments and then suggests a series of practical actions to build communities through the use of physical connectivity. He gives a seven-point plan of action, that centers on e-commerce, government accessibility, working from home, and connected learning communities. He calls for institutions not to be treated as stand-alone entities. He also foresees digital activities and technologies leading to the evolution of physical space and human activities and he acknowledges the importance of physical design in creating the circumstances that will facilitate various social and community connections.

Since 2000, there have been further technological developments and their greater integration into people's lives thus creating a different reality from when Horan first postulated his theories. Despite this, his theories can easily be modified to today's realities therefore making them valid as the concerns he raised initially still remain actual in this time. There is the need to integrate technology into our physical spaces so that it no longer fosters isolation but is an agent for development, to incorporate technology into the process of placemaking, to integrate the digital space with the physical space, and to design spaces where people can have personal interactions

21   Castells, M. (1999). Grassrooting the Space of Flows. Urban Geography, 20(4), 294-302

22   ewis Mumford, The City in History : Its Origins, Its Transformations, and Its Prospects (New York: Harcourt, Brace & World, 1961).

23   Ray. Oldenburg, The Great Good Place : Cafés, Coffee Shops, Bookstores, Bars, Hair Salons, and Other Hangouts at the Heart of a Community (New York; [Berkeley, Calif.]: Marlowe ; Distributed by Publishers Group West, 1999).

outside their home and work spaces.

17 - 1982, Tokyo image by Thomas Alan Smile (From https://www.shootlighter.com/blog/2014/9/2/the-electric-lure-of-tokyo)

4.3 The Use of Digital Networks as a Strategy in Community Projects.

Digital networks have been influential in transforming the cultural life of societies because they offer people increased opportunities to connect with others. This is in comparison to the **"third spaces"** which do not appeal to everyone as they tend to be rooted in territorial, historical, and cultural contexts in what is referred to as the space of places. The space of flows, on the other hand, advocates for globalization and this requires territorial, cultural, and historical contexts to be uprooted from the places[24].

In our societies, power is currently organized in the space of flows and those in power seek to develop a networked and ahistorical space of flows that seeks to impose its logic over unrelated, segmented, and scattered places that are unable to share cultural codes. However, people still live in places and the space of places is in direct confrontation to the space of flows due to its advocacy for localization.

The resilience of the space of places from the pressure imposed on it by the space of flows can be understood from a case study of the city of Tokyo following its urban renovation in the 1980s. This was done with the aim of transforming Tokyo into a "global city" and

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24   Castells, The Rise of the Network Society.

18 - 1982, Tokyo image by Thomas Alan Smile (From https://www.shootlighter.com/blog/2014/9/2/the-electric-lure-of-tokyo)

19 - 2014, Tokyo by Thomas Alan Smile, Shibuya crossing and View of Tokyo from The Garden Palace building in Ebisu. (From https://www.shootlighter.com/blog/2014/9/2/the-electric-lure-of-tokyo)

this included to the loss of the Japanese identity the city previously held. However, the first cracks in this move began to emerge when the city government opened a historical museum in 1993 celebrating the virtues of the pre-globalized Tokyo. The citizens of Tokyo began to complain about the reduction of their everyday spaces to conform to the logic of the global city and they actively campaigned for the "Japanization" of what they now considered to be a Western city.

20 - 2014, Tokyo by Thomas Alan Smile, Shibuya crossing and View of Tokyo from The Garden Palace building in Ebisu. (From https://www.shoot-lighter.com/blog/2014/9/2/the-electric-lure-of-tokyo)
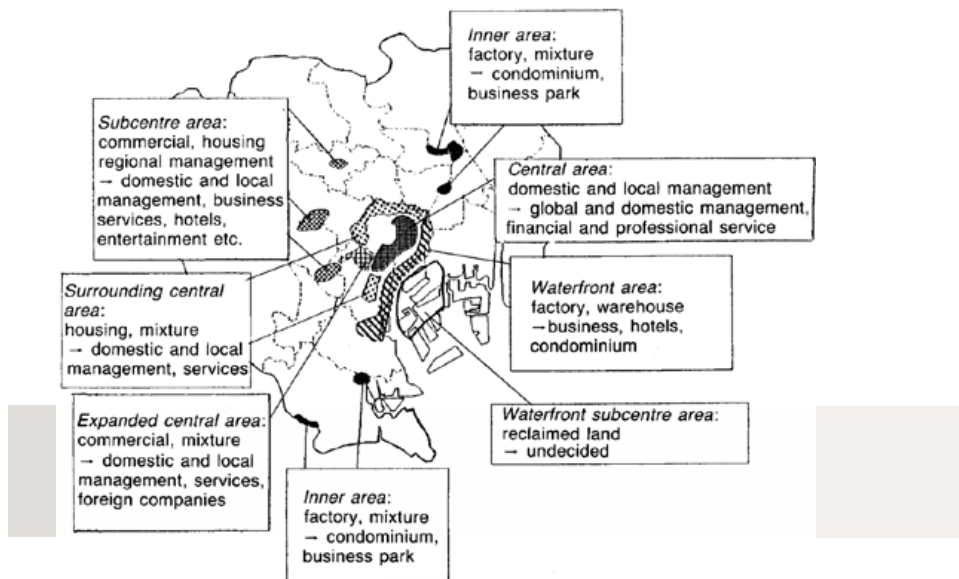
21 - The geographical pattern of functional change in central Tokyo in the 1980s

Images taken from Takashi Machimura, "The Urban Restructuring Process in Tokyo in the 1980s: Transforming Tokyo into a World City," International Journal of Urban and Regional Research 16, no. 1 (March 1, 1992): 114–28, https://doi.org/10.1111/j.1468-2427.1992. tb00468.x.

22 - The dominant logic of urban restructuring: Tokyo in the 1980s
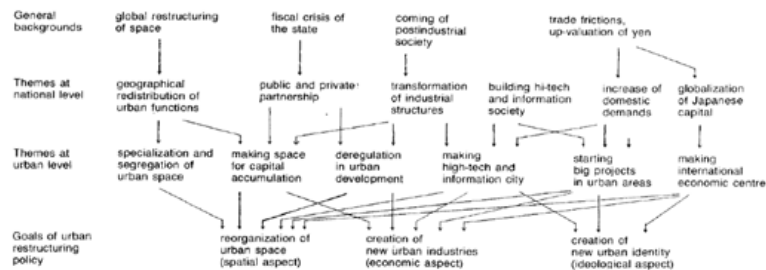
The city government planned the celebration of a World City Fair in 1997 that was to be commemorated with the construction of another major business complex in a piece of land that had been reclaimed in the Tokyo Harbor. The corporate elite expressed satisfaction with this as they were the ones to most benefit from the Fair based on them being awarded the construction contracts of the complex. However, the locals showed their dissatisfaction with the project by electing to be the governor of Tokyo Mr. Aoshima, a comedian and an independent candidate with no backing from financial circles or political parties, based on his single agenda of cancelling the World City Fair. A few weeks following his inauguration he followed up on his campaign promise by cancelling the World City Fair, a move which shocked the global elite[25].

What this case shows is that the space of flows should not be utilized to disconnect the local communities from their places by disconnecting them from their culture. Doing this will create a conflict between the space of flows and the space of places and this has the risk of either fully eroding the cultures of communities. It will also decrease social cohesion as it will lead to two irreconcilable parallel universes comprised of these two forms of spaces.

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25   Castells, The Rise of the Network Society.

Despite the increasing levels of digitization in people's lives, it is unlikely that digital networks will come to replace physical structures even where the activities which are conducted in a physical location can be conducted virtually. Education is a field that has faced an immense integration of digital networks into its operations and now it is possible for students to receive their education virtually aware from the physical schools and universities. It may seem that this will lead to a demise of the importance of schools and universities but trends show a paradox[26] where the physical nature of the schools and universities remain unchallenged by the allure of online education. While online courses appeal to everybody, not every student is suited to online education. Self-discipline and initiative are two essential characteristics of the online students. The lack of these abilities makes harder to have good results[27]. Schools serve a greater purpose than being learning centers as they are also children centers that allow parents to gain some freedom each day from their children. Distance learning would be frustrating on the parents who would now have to supervise their children all day without any breaks. At the university level, distance learning has

faced mixed reviews but it always falls short of the face-to-face education that is conducted at a physical university because face-to-face education is regarded as being more intense[28].
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It is therefore evident that digital networks cannot replace the space of places as the main point of social interaction. The future of the university education does not solely lie within the space of flows (online learning) nor within the space of places (traditional classrooms) rather it lies in the delicate interaction of the two that involves networks of classrooms' sites, nodes of information, and student's individual locations. Designers can, therefore, draw lessons from the university example on how to reinterpret the nature of community projects and design them in a manner that integrates both the space of flows with the space of places. Even as the digital networks gain increasing significance in community life, it will be necessary to use the space of places to deliberately build physical, cultural, and political bridges between the networks. This is the role bestowed upon architects as it is their role to design community projects which serve as these bridges.

Robert Atkinson researches further onhow technology can be utilized to improve urban conditions. He recognizes that the IT revolution has a huge part to play in revitalizing

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26   Katy Jordan, "Initial Trends in Enrolment and Completion of Massive Open Online Courses," International Review of Research in Open and Distance Learning 15, no. 1 (2014): 133–60. In this paper Jordan discusses factors affecting enrolment and completion of MOOC (Massive Open Online Courses). The average MOOC course is found to enroll around 43,000 students, 6.5% of whom complete the course.

27   Greg Kearsley, "Is Online Learning for Everybody?," Educational Technology 42, no. 1 (2002): 41–44.

28   Castells, The Rise of the Network Society.

disadvantaged communities in America[29]. As history has shown, failing to adapt to various epochs of technological developments usually leads to the stagnation or failure of cities while cities that choose to adapt often end up growing and prospering. According to Richard Florida technology is the first base for economic growth of cities, in fact, the 3T's of economic growth are: technology, talent and tolerance[30].

23 - Cities in numbers: how patterns of urban growth change the world - https://www.theguardian.com

URBAN GROWTH PER HOUR

+19 ISTANBUL

+79 +74 +53

DELHI DHAKA

+51 +32 +15 HONG KONG

MUMBAI KOLKATA SHENZHEN

+29 MANILA

+85 LAGOS

+63 KINSHASA

+27 JAKARTA

+22 MEXICO CITY

+18 RIO DE JANEIRO

SÃO PAULO

JOHANNESBURG

LONDON BERLIN

NEW YORK

TOKYO

Population
20 m
10 m
5 m
1 m

29   Robert D. Atkinson, "Technological Change and Cities," Cityscape 3, no. 3 (1998): 129–70.

30   Richard Florida, The Rise of the Creative Class, Revisited. (New York: Basic Books, 2014).

The influence of the internet in eroding cultural life is already a sign of the disconnection that is occurring as a result of community structures no longer catering for the needs of the community. Some possible strategies that Atkinson suggests to integrate digital networks into the design of communities include the electronic delivery of public services, intelligent transportation systems, video surveillance for public safety, and telemedicine. All of this have the potential to enhance social cohesion and commitment in the community if utilized by architects. A public park which serves as an intermediate as a "third place" from the work and living places provides opportunities for social interactions yet it may also inhibit this when ridden with insecurity of the thought that parks also serve as prime locations for criminals. The integration of video surveillance in the design of such public places that is reliant on digital networks to transmit information from the park to law enforcement agencies may boost public confidence to utilize the facility. Hospitals in disadvantaged communities may not have access to be best trained personnel and the local community may end up losing faith in the abilities of the facility to cater for their needs. Integrating digital networks into the designs of hospitals will enable telemedicine to occur where an experienced surgeon in a remote location will be able to guide his less experienced colleague in performing a surgery thus improving the success rates within the hospital. The integration of digital networks into the functioning of this and other community projects is necessary in this digital age to help

prevent the cultural erosion that results when the space of flows is allowed to run parallel without being bridged to the space of places.

4.3.1   The Evolved Role of Participation in the Design Process

So far, this chapter has established the importance of the design process in community projects that seek to reconnect communities to their real lives and enhance social commitment and social cohesion. To do so, the process needs to focus on a deep understanding of the community so that the developed solutions become the most suitable to the community. As a result, the design process has changed over time from a point where the designer's focus was on the function and nature of the building, to its usability which was determined in different ways of testing the users, studying various ways in which the users use the facilities, and getting input from potential users by involving them in the design process[31]. Some of the approaches used in getting input from the potential users include:

- User-centered design: This approach focuses on the usability and use of the building.

- Contextual design: This approach focuses on the situatedness of use.

- Experience design: This approach seeks to create some form of experience for the user.

- Participatory design: This approach seeks to include potential users in the design process as co-designers and in a way, it summarizes all the previous approaches[32].

Participatory design is an interest as it believes that the users of a facility have the right to be involved in its development and their inclusion into the design process helps to foster a sense of ownership and commitment towards guaranteeing its success while also promoting social cohesion as the members of the communities work together towards building the project. This approach is useful to architect as they are able to anticipate the different effects the completed project will have on the local community and, therefore, they are able to minimize the possibility of its failure while seeking to maximize the potential positive effects wit will have on the community. Later on, I will give examples of Participatory Design with three examples of Placemaking practice in particular I will draw on the examples of: By the City/For the City, New York City – 2011; Crown Heights Participatory Urbanism, Crow Hill neighborhood, Crown Heights, New York - from 2011; Spatial ConTXTs projects, Syracuse, New York – 2009[33].

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31   Telier and A.Telier (Project), Design Things.

32   Telier and A.Telier (Project).

33   See examples of Participatory Design in § 4.2.1- 4.2.3

4.4   Conclusion

The onset of the Digital age led to a disconnect between people and their real lives as the virtual world became more enticing due to various factors such as offering people the freedom to choose their communities, to be heard at all times and to never feel alone. It is, however, necessary to stop the erosion of human culture and encourage sociability but since technology cannot be scrapped away from people, it is necessary to develop ways through which architect can integrate it into their designs. Human socialization depends on spaces that encourage it to occur, for this reason, integrating digital networks into their designs can improve them to the point where they will provide similar qualities to facilitate social interactions that people have come to expect from the internet. The importance of integrating the real world with digital networks is to ensure there is harmony between the two so people can gain the best of both world rather than have a situation where there is a complete erosion of cultural life as we know it and the loss of social cohesion due to the development of two irreconcilable parallel universes comprised of these two forms of spaces.

It is evident that "third spaces" such as parks and cafes which facilitate socialization are here to stay and nowadays, it looks necessary to determine how to maximize their effectiveness in promoting human socialization. An effective way of doing this is incorporating the potential users into the design process. Just as technology has the capacity to erode culture, it can also facilitate and improve the existing cultures if properly integrated into it. Designers, therefore, have a crucial role in integrating technology (computation and social media) into their designs to reconnect communities to their real lives and enhance both social commitment and social cohesion.

"It's necessary to look at the impact that computation is having on cultural life. It focuses in particular, on devices such as mobile phones and considers the impact that they have on social interaction today. Has the impact of such devices been an erosion of sociability?"

Neal Leach extract from Lecture of Sept, 13th 2016 at FIU Miami.

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5 INFLUENCE OF SOCIAL MEDIA IN PLACE-MAKING AND URBAN PLANNING

5.1 Abstract

The nature of power has been changing over the past centuries just as its understanding has. While power is mainly thought to reside in the elite in the society, there have been instances in history where people have gained more knowledge and consequently been able to acquire power than enabled them to

change how the society functions. The advent of printing in the 15th Century led to a shift in spoken to printed languages and enabled the spread of knowledge to a vast number of the common people. This, in turn, led to the shift in power from the Catholic Church to the nations and led to the growth of capitalism which is the current market system in most parts of the world. Currently, we are experiencing an age where there is a surge in the sharing of knowledge due to the advent of new technologies such as the internet and social media. This virtual world is in itself challenging the perceptions of power and nationalism that people have due to the advent of globalization that is being fostered by the rise of these new technologies. In this chapter, Foucault's theories on the nature of power are discussed as well as how these theories are translated in the empirical inquiry. Moreover, the age of the internet is compared to the age of printing and based the similarities determined are further analyzed to determine whether they can be useful in place-making and urban planning.

Public Space is "a discursive space unregulated by established authority, in which all participants are considered equally and entitled to speak and be heard."

5.2 Conceptualization of Power by Normal People

For a time, the understanding of power was that it is an instrument of coercion used by various actors through the discrete structures they operate in. Foucault challenged this perception of power and his theories have shifted the understanding of power to the idea that it is everywhere, and it has been diffused and embodied in knowledge, discourse, and 'regimes of truth.' His work, which cannot be integrated with previous ideas due to the radical departure it made from the previous modes of conceiving power, considers that rather than being concentrated, power is diffuse. Power is also discursive rather than purely coercive, it is not possessed rather it is embodied and enacted, and rather than being deployed by agents, it is constituted of them[1].

In her research, Secor[2] investigates the spatiality of the state in Turkey and seeks to understand how the state is conceptualized by lower-class and middle-class citizens as having a reality beyond its incoherence. She identifies that the state is recognized and experienced in everyday life through a multiplicity of sites, institutions, regulatory capacities, techniques, and agents. In her research, which is conducted through a discursive analysis of focus-group instructions,

1   The Participation, Power and Social Change team, "Foucault: Power Is Everywhere."

2   Anna J Secor, "Between Longing and Despair: State, Space, and Subjectivity in Turkey," Environment and Planning D: Society and Space 25, no. 1 (February 1, 2007): 33–52, https://doi.org/10.1068/d0605.

it is possible to see how Foucault's theories on power are translated into the empirical inquiry.

One of the most obvious attributes of a state is its spatiality. The state is expected to be a self-enclosed political unit and a sovereign power that has control over a bounded territory. With this understanding, the power of the state is considered as being concentrated with it with its boundaries representing a binary opposition between foreign and domestic realms. Moreover, this concentration of power is naturalized when the state is considered in the international scene which is comprised of unitary state actors hence each state represents the affairs within its territory[3]. Foucault considered that power is diffused and Secor identifies that at the local level within the state, it becomes difficult for the citizens to experience the state as being an ontologically coherent entity and instead the view is that the state is much more discrete and fragmented. This is because the state is comprised of an ensemble of regulatory capacities and juridico-political institutions that are grounded in the territorializing of political power. The question asked by Secor, "How does this loosely knit ensemble, this field of the interrelation between sites, agents, techniques, and capacities, produce a kind of spatiality?" highlights the diffusion of power within the state[4].

Foucault's theory that power is

embodied and enacted rather than possessed refers to power as not emanating from the top of a society heading down rather it is circulated through the social body. In the focus group for women, Secor learns that ordinary citizens may possess more power than others based on their perceived nearness to the state. One of the examples given was that of a hospital janitor who is able to receive more words from the head doctor than an average citizen who may have a better job in the private sector. Furthermore, she reports that a person may have more power in a situation based on their relation to the person. For example, they may originate from the same state, or they may be in the same profession. If power was flowing from the top of the state to the bottom, then there would be more equity in the delivery of state services. However, the inequalities reported occur as some people are able to attain more power in some situations than others. This happens even in a low social level, and it is due to the fact that power is circulating through the social body.

Secor's research also highlights the theory that power is discursive rather than purely coercive. In this theory, Foucault identifies the shift in power from sovereign power to disciplinary power. Due to this shift, power no longer flows from top to bottom and states no longer coerce their subjects as was the case in feudal states. Instead, people learn to behave in expected stays and to discipline selves through the creation of various social services and administrative systems such as

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3   Secor.

4   Secor.

schools, prisons, and mental hospitals. Secor
mentions of the reforms that occurred when the
Turkish Republic was formed after the demise
of the Ottoman Empire. Some of the reforms
that were conducted include the declaration
of Turkey being a secular republic and the
abolishment of the Islamic Caliphate, the
subjugation of religious scholars, educational
institutions, and practices of regulation and
administration, as well as adoption the Swiss
civil code which instituted the secular weekend
and 24-hour day, encouraged the participation
of women in public and transformed the
language thus inscribing the political power of
the state in everyday life. In addition to this,
institutions such as religious brotherhoods
and shrines which were considered as being
potentially threatening to the Turkish national
identity and state were officially closed down.
Through these policies, the state abandoned
the sovereign power of the Ottoman Empire
which exerted an oppressive influence over
the civil society to one where the citizens
would learn to discipline themselves.

5.3   Public Spheres

The advent of printing in the 15th
Century led to a momentous impact on society
just as the internet is doing today. The shift to
printed language in the 15th Century fueled
some great revolutions in that time such as
the Protestant revolution, radically changed
the socio-political structure of Europe with the

rise of nations and the diminishing power of the
church, and it formed the basis of the modern
market economy as book publishers extensively
and   successfully   practiced   capitalism[5].
The internet has currently sparked a revolution
of its own, the information revolutionizing
the manner in which we communicate, do
business, seek information, and connect
with other people across the globe.

A significant similarity between the two
is on their exploitation of the public sphere.
Connery[6] defined Habermas' concept of
the public sphere[7] as, "*a discursive space
unregulated by established authority, in which
all participants are considered equally and
entitled to speak and be heard.*"

Public Space is *"a discursive space unregulated by established authority, in which all participants are considered equally and entitled to speak and be heard."*

5   Benedict Anderson, "Introduction", 'Cultural Roots' and 'The Origins of
National Consciousness,'" in Imagined Communities : Reflections on the Origin and
Spread of Nationalism, 1991, 1–46.

6   B.A Connery, "IMHO: Authority and Egalitarian Rhetoric in the Virtual
Coffeehouse' In," in Internet Culture, D. Porter (London: Routledge, 1997), 161–79.

7   Jurgen Habermas, The Structural Transformation of the Public Sphere : An
Inquiry into a Category of Bourgeois Society, 1989.

This concept resonates with Foucault's theories[8]. The concept of a public sphere encourages power to be equally diffused among the people rather than being concentrated in the authorities. Furthermore, in public spaces, people are able to discipline themselves based on the expectations of society rather than being coerced by authorities due to the absence of an established authority in the public space. In the example of printed language, Martin Luther put forward his reform ideologies in a public arena. He did so by addressing the ordinary people to whom it was targeted in the vernacular language as many were illiterate and did not understand Latin, the official language of the Catholic Church at the time. Many people heard the message and were able to follow and understand the verbal discourse of the Reform leaders. The role of the print media and the public discussions of the reform ideas are now attributed as being essential for the success of the Protestant Reformation[9].

The internet has led to the traditional public sphere moving online, and it has been reconstructed as a virtual public sphere. The virtual public sphere now exists on a vastly larger scale than any physical public sphere, and one of its recent impacts is the political reform that occurred during the Arab Spring. The internet through social media empowered large numbers of people transcending all social, economic, and national boundaries to come together and create a social movement. It was able to unite people who had been separated by physical and geographical locations over mutual interests. The internet, through its unlimited virtual area, now has an increased ability to engage more people on political, social, and economic issues to foster debate and greater public participation[10].

The concept of the public sphere is one of utmost importance to urban developers. David Miller, a planner, said that "If you have an urban design that creates spaces that people like and want to go to, the other pieces fall into place.[11]" Consequently, it is necessary to move planning from planners and developers to the people to ensure that people create the spaces they like. Without the involvement of the public, planners and developers will be resorting to coercive power where the people are forced to accept the places designed for them. Ultimately, this will lead to the fragmentation of the social commitment to local communities due to lack of identifiable and acceptable places. The implementation of discursive power is a better strategy to be implemented as the members of the community have the best understanding regarding their requirements as a community.

8   Foucault, Panopticism in "Discipline and Punish : The Birth of the Prison."

9   Anderson, "Introduction", 'Cultural Roots' and 'The Origins of National Consciousness.'

10   Gadi Wolfsfeld, Elad Segev, and Tamir Sheafer, "Social Media and the Arab Spring: Politics Comes First," The International Journal of Press/Politics 18, no. 2 (April 1, 2013): 115–37, https://doi.org/10.1177/1940161212471716.

11   . Brass, "Drawing People in: Placemaking and the Density Discussion.," academic, Urbanland: The Magazine of the Urban Land Institute (blog), accessed February 29, 2016, urbanland.uli.org/development-business/drawing-people-placemaking-density-discussion/.

An example on how social media and Information and Communication Technologies (ICT) can be used to enhance public participation in urban planning can be found in the project of **smarticipate**[12].

Smarticipate is an online platform which is used to bring together the participation of citizens during the planning phase of new developments within a city. This website enables citizen participation in all topics which can affect their surroundings. Dissertation related topics among others can be discussed by the citizens to allow for consideration of their ideas during decision making. Through smarticipate governments, businesses, and NGOs get to engage people before deciding on the type of development to come up with. This interaction enables citizens and experts to co-relate in the development of scenarios as well as learning the different factors that affect the environment. Through smarticipate people are able to learn more about their surroundings and the type of projects being carried around in their environment.

Citizen participation is very important to any since it enables leaders to make informed decisions over development. Online platforms like Smarticipate enable people to be informed since many people have access to the internet. Developments are more acceptable by the public when they are involved in their planning. Not only does this platform inform citizens and

Smarticipate is an online platform which is used to bring together the participation of citizens during the planning phase of new developments within a city.

developers but also other interested parties like financiers since they want to invest in platforms which are acceptable in the community.

In addition, smarticipate can also be used in educational facilities to enhance knowledge especially for architecture and environmental students. Knowing community view about a specific project is very important because there can be areas they may not want to be interfered with like recreational areas as well as other areas.

Social media is, therefore, an effective tool for planners and developers to utilize in involving the community in place-making. The virtual public sphere on the internet that is unregulated by any authority will provide the public with a space to debate and to have a public participation on what kinds of places their community requires. Moreover, the vast amount of information available on the internet will enable communities to have references of successful projects that they can implement in their own communities. As we will discuss later in chapter 5, some of these projects may fuel debate in the virtual public spheres leading to the community engaging in DIY Urbanism and Tactical Urbanism as they attempt to carry out place-making[13].

12   "Smarticipate – Opening up the Smart City," accessed June 18, 2018, https://www.smarticipate.eu/.

13   See § 5.3-5.4

5.4 Conclusion

Foucault's theories when compared to the opinions of common Turkish citizens highlight the nature of power. Rather than being concentrated, power is diffuse. Power is also discursive rather than purely coercive, it is not possessed rather it is embodied and enacted, and rather than being deployed by agents, it is constituted of them. With this current understanding of power, it is possible to see that common people desire to possess some power rather than being coerced by the authorities. The availability of information and knowledge to the masses has been instrumental in the creation of public spheres as can be seen from the advent of the internet and the development of printing. These public spheres have been instrumental in fostering debate and a greater public participation in various political, social, and economic issues. The internet currently has a greater reach than any knowledge transmission medium in history through its creation of a limitless virtual public sphere. Developers and planners can utilize this virtual public to gain public opinion on how they would like their places to be developed. Furthermore, failure to engage the public will lead to their rejection of the place created for them thus leading to the fragmentation of the

social commitment to local communities due to lack of identifiable and acceptable places. Furthermore, the increased information on the internet will enable local communities to learn about successful places created for other communities as well as learn how to make their own places, and this will lead to the rise of DIY Urbanism and Tactical Urbanism. In the following two chapters, there will be a focus on Place-Making and Social Media.

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6 PLACE-MAKING

6.1   Abstract

Place-making as an approach to the design of public spaces can be looked at both as a process and as a philosophy. Place making seeks to inspire community members to redefine and recreate public spaces in order

to fortify the sense of connection between individuals and the places they interact with. This, is achieved by taking into account the physical character of a public space, activities and socio-cultural values of the users. Consequently, the community is able to actively participate in the design process from conceptualization to implementation. Therefore, the user satisfaction, health, and overall well-being are maximized.

This chapter is going to explore various topics under Place making such as its strategies and outcomes which are not mutually exclusive according to one researcher's work known as Richard Florida. Furthermore, the fact that Place making and urban design have evolved since the1960s to date as evidenced by more and more experts take a keen interest in this field. A variety of case studies in New York city will be examined to show that community participation is at the heart of effective place making. These include: By the City/For the City; Crown Heights Participatory Urbanism and Spatial ConTXTs projects.

As seen in the previous chapters, the digital culture has played a significant role in bringing individuals together in virtual public spheres and collecting ideas for better urban spaces. With the unprecedented rise in social communication patterns during this digital media era, more emphasis needs to be put on the social demands of citizens in the building of interactive cities and neighborhoods.

For better results in place making, there needs to be a measured approach in the initial stages of implementation in order to assess risks and rewards. This involves working on the livability of small streets first then incrementally working on larger regions. Such an approach serves to increase public awareness and set the stage for other benefits as well. For this to be effective, however, the community good-will and cooperation is paramount.

Also covered is the principality of civic crowdfunding in the realization of civic projects and how it has promoted community participation in new urbanism.

It is hoped that the research herein will prove the centrality of community participation in Place making using tools such as social media and civic crowdfunding.

Place making seeks to inspire community members to redefine and recreate public spaces in order to fortify the sense of connection between individuals and the places they interact with.

6.2   Focus

The public places are important parts of the built environment. The opportunities and benefits that urban public places can offer have been widely documented in literature where **Placemaking has been referred to as the art of developing tools that requires an asset-based approach[1] to help in planning, management, and design of public places[2]**. Placemaking capitalizes on a local group's benefit, motivation, and potential, with the goal of making open spaces that advance individuals' well-being, happiness, and prosperity. In addition, Placemaking is a hand on tools and overarching idea that focuses on improving neighborhoods, region or city. The idea of Placemaking is not a novel one following the fact that the thinking behind this concept gained power in the 1960's[3]. At this time in the United States, the idea of designing cities was introduced and culminated people, cars, and shopping malls and concentrated principally on the social significance of both lively neighborhoods and inviting open spaces. In the process of placemaking accomplices from open, private and community sections, that shapes the physical and social character of an area, city, town, locale and social exercises. Placemaking enlivens open and private spaces, improves the viability of business, public safety as well as bring different people together to inspire and celebrate. As far as the art of place making is concerned, it is important to note that it is not easy to understand a place without understanding its three interrelated components namely meaning, activities and physical features.[4]

Many placemaking professionals are conversant with the stories regarding gentrification caused after artists moved to an area. It is notable that using artist and art to revive a low-income neighborhood is a joint practice among the local economic development. Little is known of the benefits of arts-based economic development and the way they can be misleading to people when it comes to having access to creative sector labor markets, or work in businesses that benefit directly from the arts[5]. Since 2002, an issue on the emergence of creative class was raised by Richard Florida. He stated that where the creative class is agreeable to openness and differing qualities to some degree, placemaking appears like an assorted quality of elites, which is restricted to exceedingly instructed and inventive individuals[6].

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1   Assets based approaches are an integral part of community development. Concerned with facilitating people and communities to come together to achieve positive change using their own knowledge, skills and lived experience of the issues they encounter in their own lives. Look for Asset-based community development (ABCD) methodology

2   Project for Public Spaces, "What Is Placemaking?," Project for Public Spaces (blog), accessed January 22, 2017, https://www.pps.org/reference/what_is_placemaking/.

3   Ronald Lee Fleming, The Art of Placemaking : Interpreting Community through Public Art and Urban Design, 2007.

4   David V Canter, The Psychology of Place (New York: St. Martin's Press, 1977).

5   Lynda H. Schneekloth and Robert G. Shibley, Placemaking : The Art and Practice of Building Communities (New York: Wiley, 1995).

6   Richard L. Florida, The Rise of the Creative Class : And How It's Transforming Work, Leisure, Community and Everyday Life (New York, NY: Basic Books, 2002); Florida, The Rise of the Creative Class, Revisited.; Charlotta Mellander

Therefore, Placemaking is more about intent than action when it comes to economic and community development. This means that public art, performing arts and cultural districts are not the only outcomes of Placemaking, but also its strategies. The successes of these strategies are based on their capability to improve living standards, quality of life and enhancement of the environment for cultural expression throughout a place.

Placemaking is an all-embracing idea and hands-on approach for neighborhood, city and region improvement. As a result, it inspires people in a collective way to be able to reinvent spaces as a heart of every community. This fortifies the association amongst individuals and the places that they share, therefore turning into a procedure that shapes the public realm as a way of maximizing shared values[7]. Despite of simply promoting urban plan, it encourages inventive patterns by focusing on social characters, physical and social issues that describes a place and supports its continuing evolution. It is also important to note that an effective placemaking process has to be at the center of community-based participation and capitalizes on local community assets and inspiration.

The unfortunate thing with the inflexible planning methods of the twentieth century has turned out to be established to a point that community

stakeholders infrequently have the opportunity to voice their thoughts and aspirations concerning the places they occupy. However, through placemaking, it is possible to separate these storehouses by demonstrating to organizers, planners, and designers the expansive benefit of moving past the limited concentration of their professions, disciplines, and agendas. Basic issues like streets that are dominated by traffic, small used parks, and secluded or underperforming development advancement projects can be tended to by grasping a model of Placemaking that views a place completely, instead of focusing on segregated components.

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et al., The Creative Class Goes Global, 2014.

7   Karen Malone, "Growing up in Cities as a Model of Participatory Planning and 'place-Making' with Young People," ResearchGate, June 1999, 18(2), 17.

6.3   Evolution of Placemaking

The process of placemaking evolved in 1970's from the works of William Holly Whyte and inspired people to maintain a collective reinvention and imagination of public places as the heart of each society. The ideas generated by William Holly Whyte focused more on the maintenance of a collaborative procedure where people can be able to shape the public dominion in order to exploit shared value. In addition, the idea of place making concentrates on the social and social significance of vivacious neighborhoods and welcoming open spaces[8]. Holly Whyte likewise outlined the principle components for generating exciting social life in the open spaces. As a result, the comprehensive Placemaking approach has been gradual since 1975 following the wisdom of these urban pioneers[9].

Placemaking encourages innovative examples of utilization and attracting exact consideration to the physical and social individualities that describe a place and support its continuing evolution[10]. This vision can develop rapidly into an operation strategy, starting with little scale and possible changes that can quickly convey advantages to open spaces and the general population who utilize them.

In urban planning and landscape architecture, comprehension of the contribution that public space has to the city has been developed as early as the 20th century. The ultimate effects of mass development and broad changes in the city center embarked in 1960's and had extended increased respect into research on the uniqueness of urban space, continuity of local pattern, history, and typologies. These procedures indicate the manner in which urban design research has evolved to becoming a dominating platform in placemaking for people and the city. Apart that placemaking studies on urban public space has also ventured into numerous other disciplines such as environmental psychology and behavior[11]. It is important to note that in the recent year's study interest in reading and assessment of public space, which is of historical and cultural significance, have been experienced. As a result, the need for an autonomous and educational environment has been stressed whereby all parties involved in urban development have raised arguments about having the learn humility from the past by valuing the place history, culture and surrounding context.

There are various important points to note as far as Placemaking evaluation is concerned, one of them is that in a global perspective the general condition of public space in many cities is usually assigned with low priority and

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8   Robert G. Shibley, "The Complete New Urbanism and the Partial Practices of Placemaking," Utopian Studies 9, no. 1 (1998): 80–102.

9   Project for Public Spaces, "What Is Placemaking?"; Im Sik Cho, Chye-Kiang Heng, and Zdravko Trivic, Re-Framing Urban Space: Urban Design for Emerging Hybrid and High-Density Conditions (Routledge, 2015).: 34–53

10   Leonardo Vazquez, "Creative Placemaking: Integrating Community, Cultural and Economic Development," SSRN Scholarly Paper (Rochester, NY: Social Science Research Network, November 1, 2012), https://papers.ssrn.com/abstract=2474862.

11   Vazquez.

is far from satisfying. Another point is that the rising development on interest for open space and related business uses has turned into the generator for such huge uncontrolled structure improvement. In fine, contradictory desires between the public as the clients of open space and designer as the change agents in the urban area have been prolonged since the 1960s. However, despite such fight, streets, squares, parks and natural features have continuously succumbed to new development[12.]

Currently, people and organizations that are focused towards grassroots community transformation are applying the term Placemaking in numerous settings. Moreover, planners and developers also use Placemaking as a "brand" to suggest genuineness and quality. In any case, utilizing Placemaking in reference to a methodology that is not established out in the public investment decreases its potential value[13.] It is also important to note that making a place is not the same as constructing a building, planning a court, or building up a business zone. In this way, as numerous communities partake in Placemaking and more experts come to refer to their work as Placemaking, it is critical to protect the importance and integrity of this procedure.

In the next paragraphs we will see first examples of Placemaking that used media.

6.3.1 By the city/For the City[14]

24 - Flyer used to promote the "By the city / for the city" project

12   Ronald Lee Fleming, The Art of Placemaking: Interpreting Community Through Public Art and Urban Design (London: Merrell Publishers, 2007).

13   Kheir. Al-Kodmany, "Placemaking in the High-Rise City: Architectural and Urban Design," International Journal of High-Rise Buildings 2, no. 2 (June 2013).

14   "From City to the City NYbtcftc," https://ohny.files.wordpress.com/2011/06/btcftc-map.jpg?w=500, n.d., accessed December 6, 2016.

New York City - 2011. The By the city/For the city ideas competition was designed with the aim of turning the traditional design competition procedures in New York by sourcing the sites and situations to be addressed directly by the people of New York City. The idea dwelt more on "parachuting in a digital public input site" that was developed by Project for Public Spaces[15] rather than the selection of a site. As a result, architects, planners, designers, and artists were invited to the urban design forum in 2011 to take part in a community-oriented re-imagination of New York City's open domain where more than 600 thoughts were submitted on the best way to enhance the city's public spaces. By the City/For the City enabled people to generate ideas, for instance on how to fix Brooklyn dangerous intersections into to award broad interest in a more enjoyable public domain in the Bronx. Also, the proposals for actualizing a thorough arrangement of housetop greenhouses covering an extensive variety of issues over each scale and corner of the city. Furthermore, By the City/For the City addressed five qualities in New York City's public realm, it included[16]:

- social equity,
- beauty,
- accessibility,
- connectivity,
- enjoyment.

6.3.2 Crown Heights Participatory Urbanism

25 - Crown Heights, a community informed design. https://shopcrownheightsbklyn.wordpress.com/2013/10/31/welcome-to-crown-heights-brooklyn-ny/

15   Project for Public Spaces (PPS) is a nonprofit organization dedicated to helping people create and sustain public spaces that build strong communities. We are the central hub of the global placemaking movement, connecting people to ideas, resources, expertise, and partners who see place as the key to addressing our greatest challenges.
From https://www.pps.org/

16   Ray Hux, "By the City / For the City," accessed January 25, 2017, http://www.core77.com/posts/19935/By-the-City-For-the-City-Deadline-for-Submissions-Extended-to-July-31.

Crow Hill neighborhood, Crown Heights, New York - from 2011. This project suggests a roaming research study directed by Manuel Avila, in Brooklyn's 2011 Architect-in-Residence. The project adopts a landscape of Urbanism approach in rethinking residual places, which are adjacent to the Franklin Avenue, in Crown Hill neighborhood, New York, towards a different public space network. The founding idea of the project is based on creating a common ground for business owners, residents' organizations belonging to the local community and government entities for the increased plural of open spaces about the various new group in the Crown Hill and Crown Heights neighborhood.17 What is interesting about this project is the process used to source ideas directly from the neighborhood's inhabitants.

17 "Crown Heights Participatory Urbanism," http://www.domusweb.it/content/dam/domusweb/en/news/2011/03/31/crown-heights-participatory-urbanism, n.d., accessed February 8, 2017.

6.3.3 Spatial ConTXTs projects[18]

Syracuse, New York – 2009. These projects involved the creation of street installations where students worked with the city officials and invited the public text answers to two open-ended questions. These questions dwelt on "what if" and "what they wanted to be". The formulation of the questions was done in a way that probed people's city dream and aspirations. This project was funded through imagining America, encompassed three parts, and featured Spatial ConTXTs students' class.

The installations were placed in strategic pedestrian crossroads in downtown Syracuse. As a result, the project helped in the development, refurbishment, and conversion of storefronts that were abandoned into temporary programming hubs and public engagement. The primary goal was to attract permanent tenants for the spaces that were reclaimed.

6.3.4 Tactical Urbanism

18   "Spatial ConTXTs Projects," http://news.syr.edu/wp-content/uploads/2012/11/biennaleSU.jpg, n.d.

Tactical Urbanism involves a process of improving the towns and city's livability, which commonly starts as a block, street or building scale. It is also regarded as a way of building public awareness among those that do not have a direct involvement with the physical intervention. For instance, in Oregon, a painting of a guerrilla crosswalk was done across a busy street with paint and rollers that were not expensive.[19] This move had direct communication with the need of better pedestrian infrastructure, although it was a temporary improvement given the fact that the city commonly evacuates unapproved signs and asphalt markings in short notice. Large-scale efforts are seen to be effective, but small-scale improvements that are incremental are in most cases seen to set a stage for investments that are more substantial. As a result, a large group of actors who gets an opportunity to test ideas in before making a generous and money related commitment. Tactical Urbanism has various characteristics where some of them include: Low-risks, possibly with a high reward and offers solutions locally for local planning challenges.

19   Mike Lydon, Anthony Garcia, and Andres Duany, Tactical Urbanism : Short-Term Action for Long-Term Change, 2015.

TACTICAL URBANISM

Short-term Action for Long-term Change

MIKE LYDON & ANTHONY GARCIA

6.3.5 Street Plan Collaborative - Antony Garcia[20]

Antony Gracia is one of the project directors of the street plan collaborative projects. These projects comprise of other examples such as the open street guerilla gardens, chair bombing, food carts, and pop-up details. Most of these projects earned their popularity in the past decade where community leaders, business owners, and planners managed to realize the potential of practically any urban area as a space for fun, fitness, commerce and unity. For instance, the guerilla garden projects involve planting gardens in places that are underutilized and unexpected. Nearby residents later adopt these areas, but that might not be town-sanctioned. Another example of these projects is chair bombing activities where it uses discarded materials such as construction and rebuilds them again as chairs and places them on open spaces, bustling corners that do not have a comfortable seating. One thing to note about these projects is that they can be completed with or without the public officials support, however, to make sure that they achieve their desired positive effect, there must always be community buy-in.

6.4 Open Source Placemaking/ Urbanism

Open source' Placemaking refers to a collective approach that is directed towards the advancement of urban communities in a time of digital media, enormous society, and social ventures. It is outstanding in the industrialized nations where there is an increasing desire for enterprises that are seen to merge a profit-making with morality, as well as, the spectacular rise in the utilization of digital online technology for social communication. These two patterns touch more on the increment of attachment in the social. These two trends show that there is an expanding connection with a social incentive in business and need a social layer to everyday life[21]. Furthermore, they make a change as people decide to take and organize live with inferences for profit and non-profit business. Also, Open Source Placemaking/Urbanism is seen to put more emphasis on embracing the demands of the citizens and applying it to build places that develop after some time through a program of the low-cost capital venture. In other words, they imply that there is value in undertaking an approach that is more interactive to the development and design of cities.

20   Lydon, Garcia, and Duany.

21   Fulton and Robert Jones, "The New Urbanism: Hope or Hype for American Communities?," Journal of the American Planning Association. 63, no. 4 (1997): 535.

6.5 Civic Crowdfunding

The advancements in today's social environment have propelled individuals to adopt creative measures that seek to rectify issues that plague the social environment. Apparently, Davies sought to assess the concept of crowdfunding in his paper titled *"Civic Crowdfunding: Participatory Communities, Entrepreneurs and the Political Economy of place"*. The concept of crowdfunding is essentially recognized as the process of raising funds from a large and diverse pool of donors via online platforms[22]. Likewise, the sub-genre **civic crowdfunding** entails the use of crowdfunding platforms, such as websites, to organize these large amounts of small donations from a community with the intent of producing shared goods that they may gain benefits. The main idea behind Davies's paper is to assess crowdfunding as used in civic projects; the limitations, potential benefits and challenges of crowdfunding as a means of executing community-oriented projects; and how the public and non-profit projects can engage crowdfunding in understanding and recognizing civic outcomes. As such, it can be argued that crowdfunding plays a significant role in contributing to the future of civic interventions that seek to benefit the community.

I consider the paper by Davies deemed informative and understandable for my research. In fact, it was useful to understand the current economic and social climate apparent within contemporary societies. Essentially, Davies outlined that crowdfunding provides ordinary citizens with the ability to allocate their personal funds into various civic projects which seek to aid in the developments of public spaces. Apparently, the collaborative effort and resource that could be made available by community members may be used to enhance the environment and their lives experiences. For example, a civic project such as enhancement educational programs for community members or steps taken to reduce the availability of guns may obtain the funds it needs through the joint effort of the community members. As such, the potential benefits using crowdfunding as a means of implementing and executing community-based projects can be extensive as civic crowdfunding may be viewed as the future of the civic interventions. Therefore, the previously investigated research expressed in the paper was of great benefit.

Additionally, the ideas expressed in Davies's paper concerning the topic civic crowdfunding has similarities and relevance to some chapters of this research. Apparently, concepts such as social media, place making and urban planning have secured its place in promoting civic crowdfunding and successful civic interventions. For instance, in the fifth chapter, I argued that civic crowdfunding may be used as an efficient technique to improve a community's social environment

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22   Rodrigo Davies, "Civic Crowdfunding: Participatory Communities, Entrepreneurs and the Political Economy of Place," SSRN Scholarly Paper (Rochester, NY: Social Science Research Network, May 9, 2014), https://papers.ssrn.com/abstract=2434615.

through the addition of the social media, place making and urban planning.[23] On one hand, though Davies argued that civic crowdfunding projects could, in fact, be resourced by the crowd solely or through a combination of the crowd and the government, there is room for enhancement using these concepts relevant to our present-day operations[24]. Likewise, though crowdfunding has the potential of raising capital for companies through legislative attention in the US, a limited amount of focus has been placed on its use in civic projects. Therefore, the author's intent to investigate and present findings on the topic has significance in the understanding and establishment of civic crowdfunding as the future of civic interventions. Consequently, civic crowdfunding as the potential of benefiting the process associated with civic interventions.

Over the years, the rise technological advancements and digital culture have been significantly heightened through the process of crowdfunding. Apparently, ordinary citizens are afforded the opportunity of sharing their input in social forums which are made popular through technological advancements today. For instance, according to Davies the artist collective Paredes Vida (PV)[25] was able to

grow and retain its digital community because they were successful in conducting several crowdfunding campaigns[26]. As a result of these campaigns, their social media followers grew and is evident in the increased numbers of 10,000 Facebook followers. Additionally, it could be argued that the campaigns essentially aided in the increased awareness and importance of crowdfunding and the potential benefits to its members within the environment. Therefore, a direct impact was identified as the rise of social media users positively related to the rise in the use of crowdfunding platforms. As a result, the digital culture fostered through crowdfunding campaigns via the various social media forums can have significant implications for the support of community members in civic interventions.

Apparently, the onset of the digital age has also been fortified by the newly developed technological culture which has emerged through an exposure to the internet and social media websites[27]. In fact, the introduction of the internet, various technological advancements, and social media forums have significantly impacted the way of lives of individuals in contemporary societies.

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23   More on social media, place making and urban planning chapter 3, "Influence of social media in place-making in place-making and Urban Planning"

24   Davies, "Civic Crowdfunding: Participatory Communities, Entrepreneurs and the Political Economy of Place," 30.

25   Parede Vida is an artist collective from Sao Paulo, Brazil. In 2012 they crowdfunded a public art project called Pimp My Carroca. They decorated the city's waste picker carts and gave workers access to basic healthcare services. The campaign raised more than one-and-a-half times its original target via the Brazilian platform

Catarse (more on https://ssir.org/articles/entry/civic_crowdfunding_a_new_way_of_spending_down)

26   Davies, "Civic Crowdfunding: Participatory Communities, Entrepreneurs and the Political Economy of Place," 97.

27   See the highlighting of the significance of the digital age today in chapter 3 "Digital Culture".

In fact, it may be argued that the manner in which persons socialize, share information and do business has evolved through the advent of virtual spaces such as websites and social media platforms. As a result, it has become more convenient to plan, organize and implement civic interventions projects that aim to benefit the community. For example, through advertising campaigns distributed across the internet, there can be a more widespread coverage or distribution of informational materials that can improve awareness and the involvement of the community. Likewise, the execution of community-based projects such as the development of a community park may obtain greater attention and support through the dissemination of information via online platforms than word of mouth or fliers. Therefore, community members will have the capability of contributing to a project that has long standing benefits which they stand to gain.

Apparently, the relationship between crowdfunding and social media is further heightened as crowdfunding websites mimic the style of major social media platforms. For instance, crowdfunding websites essentially encourages its members to engage the information and becomes exposed to frequent, personal updates from campaigners[28]. As a result, there is a constant source of communication and a convenient network of individuals. As such, it is becoming increasingly difficult for persons to unplug from

the convenience offered online[29]. In fact, in our economy today, persons are able to work, live and survive from the comfort of their internet connection at home. As a result, it could be argued that there is a direct connection between the concepts which are successfully enhanced through the manipulation of their combinations. Thus, Davies evidently suggests that since the emergence of crowdfunding platforms, there has been a rise in social media[30]. However, according to Davies the rise is two folded as through an increased use of the social media, civic crowdfunding and intervention efforts may be enhanced. Hence, there is relevance in combining the social media, civic crowdfunding, and advertising campaigns to reinforce civic interventions.

Evidently presented before and after in this research the concept of place-making has stemming from deep roots in civic crowdfunding[31]. In fact, like the multifaceted nature of place-making in planning, designing and managing public spaces, crowdfunding takes a similar approach as it concerns its multidimensional complexity. In essence, crowdfunding represents a broad, multi-genre activity that seeks to analyze the market, its structures, funding mechanism and predictors

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28   Ibid., 38

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29   In chapter 3 "Digital Culture" I stated that social media is highlighted as becoming deeply intertwined in the lives of individuals.

30
 Davies, "Civic Crowdfunding: Participatory Communities, Entrepreneurs and the Political Economy of Place," 38.

31   See more in chapter 4 "Influence of social media in place-making in place-making and Urban Planning".

of success[32]. As such, it is of great importance to highlight the significance of planning and managing in the two concepts. Apparently, place making and civic interventions allow for the manipulation of resources and spaces for development with the intent to promote the community's well-being. Therefore, the relationship between civic crowdfunding and placemaking illustrates the significance of the community being able to add value to their community through collaborative efforts. Placemaking thus concerns the interactive and deliberate process of interweaving culture and technology in order to encourage the process of civic intervention.

Additionally, the reasoning and success behind civic interventions may be further investigated[33]. Apparently, designers and urban planner are aim to target and examine the impact and development of land use in a social environment. Through the manipulation of identified public spaces, assets available within the community and the drive of its members, civic projects and interventions may be successfully implemented and executed to resolve different social problems. For example, designers and urban planner are reinforced by the self-organization of citizens to mobilize and tackle issues relating to public urban spaces. Consequently, it could be argued that

the impact of civic interventions also has a relationship be enhanced through the influence of social media in place making and urban planning. Urban planning may be classified as the process of developing and using land to improve the lives of individuals occupying the space. Essentially, I also sought to assess the relationship between social media and its usefulness in place-making and urban planning. It can be proposed that the increased amount of information exposed on the internet has the ability to enable local communities to garner information and increase their awareness about existing issues[34].

A comparison could also be conducted to assess the relationship among social media, place making, urban planning and crowdfunding to determine their impact on civic interventions. In essence, though Davies mentioned the concepts outlined above within his paper, it would have also been beneficial for him to have conducted a more in-depth assessment of the potential relationship[35]. For example, the reasoning behind civic crowdfunding is aligned with urban planning and urban interventions[36]. Essentially, these diverse groups of individuals also have the capability of contributing to the wholesome

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32   Davies, "Civic Crowdfunding: Participatory Communities, Entrepreneurs and the Political Economy of Place," 17.

33
 See chapter 4 "Influence of Social Media in Place-Making and Urban Planning".

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34   Reference to chapter 4 "Influence of Social Media in Place-Making and Urban Planning", where I outlined that communities may be able to garner information from different social media forums to learn about places that could be developed using the available land.

35   An example of this comparison can be found in chapter 1,

36   Davies, "Civic Crowdfunding: Participatory Communities, Entrepreneurs and the Political Economy of Place," 30.

development of the surroundings of community members. As a result, through urban planning and urban intervention, civic issues may be successfully rectified. For instance, fundraising campaigns may be executed to seek the resources required for civic interventions. Through effective social media advertising campaigns, efficient planning and selection of available public spaces via place making and urban planning, civic problems can be targeted as a united force with the community. Therefore, a relationship could be established among the concepts and civic crowdfunding.

In conclusion, crowdfunding can in fact play a significant role in contributing to the future of civic interventions that seek to benefit the community members. The concept crowdfunding, incorporated with the concepts social media, place making and urban planning can be used to significantly contribution to the success implementation and execution of civic interventions. In fact, having recognized the importance of pooling a community's resources into a collaborative effort, civic crowdfunding has the capability of enhancing civic intervention apparent in various community-based project. As Davies purported, less attention has been placed on crowdfunding for civic projects. Consequently, through this joint and collaborative effort, individuals from all backgrounds can come together and take action towards achieving a common outcome. It is only then a community may be able to create an effective and efficient impact. Therefore, it can be concluded that civic crowdfunding can,

in fact, play a significant role in the success of civic interventions.

In the research we found several online platform of civic crowfunding. In the following pages we can find diagrams (image 32-35) of few of them, in particular:

- PlanBee,

- Replace

- Sostieni l'idea

- Urban Crowdraisin

planBee.bz

www.planbee.bz

Specific Crowdfunding
Reward and Donation

Typology
Civic

Main sector
Civic

Launch
2015

Website
www.planbee.bz

Founders
Federico Garcea
Armando Mattei

Country
Italy

Location
Rome (RM)

30 - PlanBee

Replace

www.replacefund.com

Specific Crowdfunding
Reward and Donation

Typology
Civic

Main sector
Civic

Launch
2013

Website
www.replacefund.com

Referents
Carmelo Spanti

Country
Italy

Location
Reggio Calabria (RC)

31 - Replace

ANCI innovazione

www.sostienilidea.ancinnovazione.

- Specific Crowdfunding — Reward and Donation
- Civic — Typology
- Main sector — Civic and Local (Development of the territory)
- Launch — 2016
- Website — www.sostienilidea.ancinnovazione.it
- Referents — Regione Toscana e Ass.Anci Innovazione
- Country — Italy
- Location — Florence (FI)

32 - ANCI innovazione

UrbanCrowdRaising
PROPOSE   DONATE   SUPPORT

www.urbancrowdraising.com

- Specific Crowdfunding — Reward and Donation
- Civic — Typology
- Main sector — Civic
- Launch — 2015
- Website — www.urbancrowdraising.com
- Referents — Deborah Navarra
- Country — United Kingdom
- Location — London

33 - Urban Crowd Raising

6.6   Conclusion

In summary, from the chapter above, the idea of place making plays a critical role in re-framing the urban space to make it more livable and embody a shared value for the community. For public spaces in the built environment to be usable and welcoming, it is imperative that there is a combined effort between the residents of an area and the architects or designers. This is because it is impossible to appropriately design with little or no knowledge of the factors in play for that particular zone. Hence, the local citizens are familiar with their own experiences and what it takes to create a more livable and pleasurable public space. As a result of their active participation, an increased sense of ownership and responsibility for the space.

Public art, as advocated for by Ronald Lee Fleming, can be used to engage the users in an urban space especially if it has roots in their history, culture and mirrors their values hence making the space more relatable. Art-based improvements, function both as a means and an end of place making. Art tells a story and can be used to place making a space which is identifiable by the local community using that space. In addition, the development of public art and creative industry in the urban space is an outcome of the improved economy

and livability of a public space.

Henceforth, successful place making is dependent on several key tenets. First, community participation as the people who will be using the space has useful insights on how it should function. Moreover, it requires the combined effort of all participants in terms of finances and operations. The best way to achieve this has proven to be civic crowdfunding. Lastly, place making should major on places and the experience of the user and not just the building.

Community involvement is at the heart of successful place making, the next chapter explores the social media domain and its potential to influence urbanism and mobilize communities to redefine public spaces.

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7   SOCIAL MEDIA

7.1   Abstract

In this section, social media and the extent of its influence, virtual aggregation through social network sites and the evolution of online communities will be covered. Social media has become a powerful tool in this days as far as the dissemination of knowledge is concerned. Basically, it involves sharing of information, ideas or private messages on online platforms. Through the works of experts like Jan Kietzmann, I tried to comprehend the building blocks of social media. Internet communities have been able to achieve a lot in the last two decades as witnessed in the Arab Spring and Occupy Wall-Street movements which have pushed for ground-breaking changes in the social, economic and political arena. Information emerges and spreads worldwide like wildfire. Such is the power of social media. This chapter, seeks to show how this internet tool can bring so much power when used for the right purpose through the virtual interactions on list-servers and websites. When individuals using these list-servers and websites meet virtually, they form online communities where information is disseminated and can also champion for a cause if need be. Social aggregation which is the online mobilization of the public for a particular cause is another potentially powerful result of social media. Social media has in a major way shifted the power from the elite to the citizenry who using online movements such as Twitter have been able to apply pressure on governments hence bending them to their will. According to Manuel Castells, we are in an epoch that is characterized by the interrelationship between social, political and economic features of society where there is a constant flow of information.

6.2 Introduction

The term social media alludes to a wide range of mobile or internet based services that permit users to take part in online interactions through online communities[1]. According to the definition of Abdel-Aziz, Simo Hosio et.al. Social Media can be defined as a "service which enables to share various news, information, opinion in ways of multimedia.[2]" These kinds of web services include blogs, a short form of a weblog. A weblog is an online journal where the presentation of the pages is done in reverse order, and they are freely hosted on websites like WordPress.

Social network sites are other examples, and they refer to web-based services where individuals are allowed to form public and semi-public profile inside a limited system. The most popular networking social web outlets include LinkedIn, Facebook, Twitter and many others. There are also others social networks such as status update services, wikis, social bookmarking, media sharing websites and virtual world content. All these social outlets seek to enable their users to develop an online virtual relationship and interaction.

6.2.1 (Virtual) Social aggregation

Social media is based on virtual relationships or communication. On the contrary, social aggregation is a situation where many people take part for example in a protest, aimed at giving political leaders, government, groups or the societal pressure to change certain aspects that are not seen to confirm with society moral standards[3]. The participants of these movements do not meet in a confined place. Apparently, they influence each other virtually or through social networks such as Facebook and Twitter.

The list-servers and websites have been seen to give rise to a widespread network among protesting groups with an aim of achieving global justices especially from the 1990's[4]. Therefore, virtual interactions over the social media have contributed to an emerging aggregation for instance, the Occupy movement that involves gathering masses of people from different grounds within physical spaces[5]. In addition, virtual aggregation is an unconventional cultural framework whose shape originates from interactions via the social media and generates a certain pattern

1   Jan H. Kietzmann et al., "Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media," Business Horizons, 2011.

2   Abdel-Aziz, Abdel-Salam, and El-Sayad, "The Role of ICTs in Creating the New Social Public Place of the Digital Era"; Simo Hosio et al., "Enhancing Interactive Public Displays with Social Networking Services," in Proceedings of the 9th International Conference on Mobile and Ubiquitous Multimedia - MUM '10 (the 9th International Conference, Limassol, Cyprus: ACM Press, 2010), 1–9.

3   Frank T. Rothaermel and Stephen Sugiyama, "Virtual Internet Communities and Commercial Success: Individual and Community-Level Theory Grounded in the Atypical Case of TimeZone.Com," Journal of Management 27, no. 3 (June 1, 2001): 297–312, https://doi.org/10.1177/014920630102700305.

4   Jenny Preece, Diane Maloney-Krichmar, and Chadia Abras, "History of Emergence of Online Communities," ResearchGate, accessed February 10, 2017, https://www.researchgate.net/publication/228717063_History_of_emergence_of_online_communities.

5   Jeffrey S. Juris, "Reflections on #Occupy Everywhere : Social Media, Public Space, and Emerging Logics of Aggregation.," American Ethnologist. 39, no. 2 (2012): 259–79.

of social and political interaction. This kind of interaction involves the viral flow of information and subsequent aggregations of large numbers of individuals in concrete physical spaces.

As indicated above the use of list servers and social media platforms have become the key means of communication among movements such as #Occupy and mainly at the time of the initial stage of mobilization. This move has let some of the movement owning their own list-servers because they do not have an overall email for the movement[6]. The use of list-servers is advantageous to this mode of virtual aggregation in that it is possible to have more complex communication exchange, interaction, and coordination and can thus facilitate the development of discrete communities; activists for micro broadcasting mainly use social networking channels. This means that they permit quick, cheap and effective way adopted by individuals to blast out large amounts of information, updates via person-to person and links of ego-centered networks.

6.3   The Power of Social Media

Societies are founded on the ground of power relationships because norms and institutions satisfy the values and interests of the people in power. Conversely, presence of power leads into a counter power system that enacts the values and interest of the people in the subordinate positions within the social organization. Therefore, the structure of organizations and institutional organizations shapes a certain interaction between power and counter power. This implies that power is multidimensionally constructed within the complex networks that are programmed in each domain of human activity according to the values of empowered actors.

Manuel Castell's book about communication power[7], elaborates answers to the question of where the power lies as far as the world network society is concerned. He indicates that communication is in the center of the modern society through the presentation and analysis of various empirical examples. Castells goes on to analyze what he refers to as a network society from a correct perspective. He raises an argument about the world social networks of the open communities. These groups use computerized network systems, according to Castells they are the principal sources of power

6   andall Collins, "Social Movements and the Focus of Emotional Attention," 2001, 27–44.

7   Manuel Castells, "Communication, Power and Counter-Power in the Network Society," Annenberg School for Communication University of Southern California International Journal of Communication 1 (2007): 238–66; Manuel Castells, Networks of Outrage and Hope: Social Movements in the Internet Age (Cambridge, UK; Malden, MA: Polity, 2012).

and counter-power in the present-day society.

Castells define power has an intellectual capacity that helps social actors to have an asymmetrical influence over the decision of other social actors such as domination, coercion, and violence. He argues, that power is differentiated within the social network where the structure of power is not fully determined by one kind of people or power structure. Castells also gives a realistic analysis of power, where he states that there is no deterministic control over the structure of power by one group such that whoever is financially stable holds a better chance of operating the switch in his or her favor. It is also important to note that mobile communication, internet and the digital

POWER HAS AN INTELLECTUAL CAPACITY THAT HELPS SOCIAL ACTORS TO HAVE AN ASYMMETRICAL INFLUENCE OVER THE DECISION OF OTHER SOCIAL ACTORS SUCH AS DOMINATION, COERCION, AND VIOLENCE.

media have aggravated the development of horizontal networks of interactive communication that connect local and global in chosen time[8]. Therefore, **the world web of horizontal rhizomatic[9] communication is the foundation of the network society that involves multimodal exchange of interactive messages from many to many both synchronous and asynchronous[10]**.

7.3.1 Evolution of internet communities

The online community can be referred to as a group of people who interact inside a virtual environment. The interaction is supported by technology and is under the guidance of norms and policies. The online or internet community characteristics resolute on the social interactions of polices, members and guidelines set a concept referred to as sociability[11]. A community whose communication takes place within a synchronous chat system holds on a quite diverse ambiance from one that applies an asynchronous bulletin board. Another important thing to note with the online

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8 Castells, "Communication, Power and Counter-Power in the Network Society."246-248

9 The concept of rhizome refers to Benson Vladlena, Cutting-Edge Technologies and Social Media Use in Higher Education (IGI Global, 2014).

10 Castells, "Communication, Power and Counter-Power in the Network Society."op. cit. 246-248

11 Jenny Preece, "Online Communities: Designing Usability, Supporting Sociability," Industrial Management & Data Systems 100, no. 9 (December 1, 2000): 459–60, https://doi.org/10.1108/imds.2000.100.9.459.3.

community is that the ease in which the software is used is known as usability and depends on the support that the user interface offers towards human computer interaction[12]. The internet community comprises of a wide range of online activities. As a result, it is not easy to define the evaluation of the internet communities directly without the aid or depiction of the historical backdrop of innovation that encourages changes to web groups and user population.

Email is one of the examples whose developmnt can be traced back in 1972 where the @ sign was chosen for use in email addresses[13]. The early systems used point-to-point technology to facilitate the sending of notes from one person to another. Another invention was list servers, invented in 1975 and allowed numerous postings. This form of basic technology has not changed much compared to email readers, which have improved significantly, and it remains the first and most consistent precise tool used on the Internet for communication. The bulletin boards that were in existence in similar time adopted a design that was based on a metaphor of physical bulletin board[14].

This enabled people to post their messages to the board, which were displayed in numerous ways. Threading of the messages could take place such that messages of the same topic were associated together. The thread is formed by the first message and responses are stacked beneath it later. In the present day, this mode of communication has been refined where features such as search engines have emerged and enables users to link emails, create user profiles, hold private conversation spaces among others.

A chat system is also a good example and involves instant messaging, as well as, texting systems. These systems are synchronized implying that users ought to be in co-exhibit on the web. In this mode of interaction, conversations are rapid and every individual comment in short. In 1998 Okarinen developed the first messaging system from Internet Relay Chat (IRC)[15] . Some of the ideologies borrowed from Okarinen innovations include Usenet News, which offers an open area for discussion of topics clustered in hierarchies thus facilitating internet virtual interaction.

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12   Jenny Preece and Diane Maloney-Krichmar, "The Human-Computer Interaction Handbook," ed. Julie A. Jacko and Andrew Sears (Hillsdale, NJ, USA: L. Erlbaum Associates Inc., 2003), 596–620, http://dl.acm.org/citation.cfm?id=772072.772111.

13   John B. Horrigan, Harrison. Rainie, and Pew Internet & American Life Project., "Getting Serious Online : As Americans Gain Experience, They Use the Web More at Work, Write Emails with More Significant Content, Perform More Online Transactions, and Pursue More Activities Online," 2002, http://www.pewinternet.org/pdfs/PIP_Getting_Serious_Online3ng.pdf.

14   Preece and Maloney-Krichmar, "The Human-Computer Interaction Handbook."

15   Preece, Maloney-Krichmar, and Abras, "History of Emergence of Online Communities."

7.4   Social aggregation

The concept of social media aggregation is based on gathering post from the social networks and then displaying them on live event walls or websites. In this case, the social walls assist in driving social media content engagement in a powerful novel way. This brings users to their digital properties and engaging with their content. Based on this concept social aggregation emerges where social media is used for collecting content from the popular social media accounts to be able to analyze and display the social feed[16]. Two examples of such use of social media are from Future Cities Lab. With the San Jose, CA, temporary project of Datagrove, they started prototyping the idea of thriving on information from the urban surrounding.

34 - Murmur Wall by Future Cities Lab (Nataly Gattegno and Jason Kelly Johnson)

16   A. Mogilner et al., "Mutual Interactions, Potentials, and Individual Distance in a Social Aggregation," Journal of Mathematical Biology 47, no. 4 (October 2003): 353–89, https://doi.org/10.1007/s00285-003-0209-7.

35 - Conceptual diagrams and axo of Datagrove from: http://www.future-cities-lab.net/datagrove/

36 - Murmur Wall by Future Cities Lab (Photo: Peter Prato Photography)

It functions as a social media "whispering wall" that harnesses data that is normally nested and hidden in smartphones and amplifies discourses into the public realm[17]. Later in 2015, Future Cities Lab realized a two-year experimental installation in San Francisco, CA, called Murmur Wall. It is an artificially intelligent, anticipatory architecture that reveals what the city is whispering, thinking and feeling. By proactively harvesting local online activity—via search engines and social media[18].

In 2017, the installation moved to Palo Alto, CA, and for a short time in 2018 the installation was hosted in Milan at Salone del Mobile.

37 - Conceptual drawing of Datagrove from: http://www.future-cities-lab.net/datagrove/

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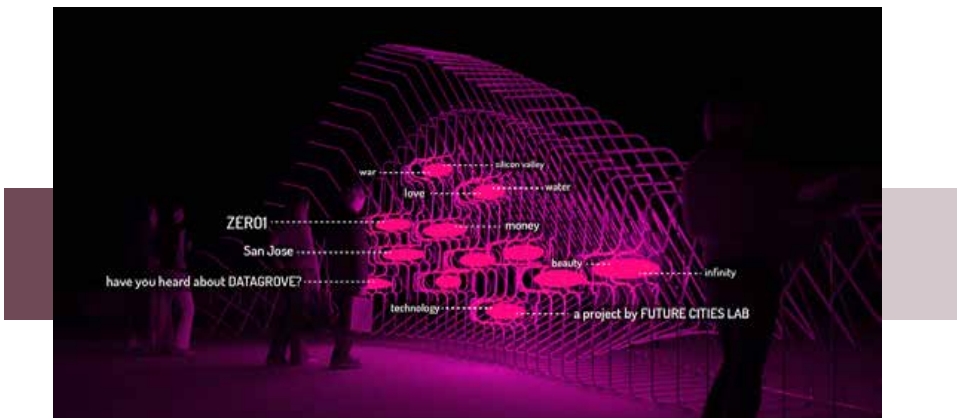
17   Areti Markoupoulou, Chiara Farinea, and Mathilde Marengo, eds., Implementing Technology Towards Active Public Space // "HOW TO" Guide (Institut d'Arquitectura Avançada de Catalunya, Barcelona), accessed September 25, 2018, http://activepublicspace.org/category/how-to/.

18   Markoupoulou, Farinea, and Marengo.

38 - Murmur Wall assembly. Photo by Jeff Maeshiro.

"For us, it was important for Murmur Wall to allow individual expression to override the continuous data flowing through the piece with "whispers," direct messages sent by anyone to the wall through a live web application at murmurwall.net. These momentary whispers rapidly flow through the lattice in white, appearing only once. The whispers become temporary urban graffiti, never to be collected, reused, or reshared"

Jason Kelly Johnson and Nataly Gattegno[19]

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19   Jason Kelly Johnson and Nataly Gattegno, Public Art Reveals a City's Hidden Desires, August 16, 2016, https://blog.americansforthearts.org/2016/08/16/public-art-reveals-a-city%E2%80%99s-hidden-desires.

Interesting analysis can be made on the social networks focuses on complex individual interactions and organizations that have a precise environment. The association can involve formal and informal relations, such as office organization structure and religious family ties. People exists in diverse contexts. Thus, the decisions they make in one network has a likelihood of affecting other individuals in that particular network and other networks. Some examples of social protest aggregation are discussed below.

7.4.1 Arab Spring

The internet has led to the traditional public sphere moving online, and it has been reconstructed as a virtual public sphere. The virtual public sphere now exists on a vastly larger scale than any physical public sphere, and one of its recent impacts is the political reform that occurred during the Arab Spring. The internet through social media empowered large numbers of people transcending all social, economic, and national boundaries to come together and create a social movement. It was able to unite people who had been separated by physical and geographical locations over mutual interests. The internet, through its unlimited virtual area, now has an increased ability to engage more people on political, social, and economic issues to foster

debate and greater public participation. [20] It is clear that social media influenced the political debates in the Arab Spring. This was because of revolutionary conversations that were done online which preceded key events. The social media assisted in spreading democratic ideas across international borders. It is important to note that political conversations were passed across main demographic groups, which included urban dwellers, young, relatively well-educated, especially women. Apparently, the revolution groups used Facebook, YouTube,

39 - Image from the Arab Spring, https://guides.library.illinois.edu/c.php?g=348276&p=2346883

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20   Gadi Wolfsfeld, Elad Segev, and Tamir Sheafer, "Social Media and the Arab Spring: Politics Comes First," The International Journal of Press/Politics 18, no. 2 (April 1, 2013): 115–37, https://doi.org/10.1177/1940161212471716.

Twitter to press their governments[21]. In certain case, novel technology was employed in a creative manner; for instance, in 2011 in Tunisia, the president was embarrassed when a streaming video was shown indicating how his wife used government jets to make shopping trips to Europe.[22]

7.4.2 Iceland

This country has also experienced numerous protest where participants' coordination and the organization has taken part in the social media platform. For instance, Facebook and YouTube videos have become more significant to the world affairs than governments where democratic institutions have been transformed in such a way that takes place in more traditional power institutions. In 2016, the social media played a part in the protest that was seen to pressurize the prime minister to step down.[23]

Social media helped Iceland in increasing its tourism. After the explosion of the Eyjafjallajokull volcano in 2010, the government predicted a 22% decline in tourism. In response to the event the Government, City of Reykjavik, Icelandair, Promote Iceland and about 80 tourism companies promoted a social media

maketing campaign to help people understand that just a little part of the country was affected by the natural event, and to invite tourists to share their stories about Iceland to the word. At the end of 2010, there were around 22.5 million stories created by fans of Iceland across the world and tourism raised about 27% above prediction[24]. After 2011, the social media marketing campaign evolved, its new target was to decrease seasonality of tourists' arrival. To do so, Icelanders were involved, and a platform was created for Icelander to invite foreigners to do things their way, to do something "Icelandic". They were asked to share a map using the hashtag #icelandsecret, they had to share a secret place in Iceland. About 200 secret spots were shared. In 2014, Iceland got further ahead in their online marketing campaign, they launched the first "human search engine" Ask Guðmundur.

40 - 43 - Images used to promote #askgudmundur, https://www.inspiredby-iceland.com/ask-gudmundur

21   Gilad Lotan et al., "The Arab Spring| The Revolutions Were Tweeted: Information Flows during the 2011 Tunisian and Egyptian Revolutions," International Journal of Communication 5, no. 0 (September 2, 2011): 31.

22   Vladlena, Cutting-Edge Technologies and Social Media Use in Higher Education. 158-160

23   Castells, Networks of Outrage and Hope : Social Movements in the Internet Age.

24   Source: Iceland Agency for Analytics and Measurement, May – September 2010

7.4.3 Occupy Wall-Street

The movement had a remarkable feature for its prominent role played in social media, particularly on Twitter and in the facilitation communication among its participants. It functioned as a visibility forum[25]. Twitter is valuable to the movement as it acted as a resource that supported its social and political objectives. The campaign managed to draw its support and managed to exhibit changes in behavior and social connection during the entire course of the movement's evolution.

44 - Image from the 2011 Occupy Wall Street Movement , https://edition.cnn. com/2016/09/16/us/occupy-wall-street-protest-movements/index.html

25   Todd. Gitlin, "Occupy Nation : The Roots, the Spirit, and the Promise of Occupy Wall Street," 2014, http://rbdigital.oneclickdigital.com.

7.4.4 Indignados

This alludes to a grassroots protest movement that took place in Spain in 2011. It was an anti-austerity demonstration where protesters were against aspects of soaring unemployment and corrupt political system. The digital media was used in communication as well as coordinating the activities of decentralized individuals and groups. For instance, the movement started as a forum where Twitter and Facebook were used for communication and organization between protesters. Later, the online activities manifested into a massive real life demonstration in Spain.[26] I was living in Madrid during that time.

45 - Image of the 2011 Indignado's camp in Plaça Mayor, Madrid

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26   Castells, Networks of Outrage and Hope : Social Movements in the Internet Age.

7.4.5 Women's March

Women March happened when women protested in Washington after the election of the current sitting US president, Trump. The movement started on Facebook where Teresa Shook sent friend invitations to a friend to take part in a protest in Washington. After that, other women created Facebook pages, which led to thousands of women agreed to consolidate their pages and come up with one united march.

46 - Image from the 2017 Women's march https://www.wired.com/2017/01/women-men-marching-today-according-twitter-data/

The protests took place all over the world where the largest participation took place in Washington. This demonstration was created inside the social media platform where even videos of the March circulated in Facebook, images in Instagram and updates on Twitter. It is important to note that, although the movement was strong, the social media platform made it even more powerful.[27]

7.5 Social Media in Active Public Space

Today social media has brought individuals and groups together in the participation of various initiatives. When such individuals and groups come together, they communicate and amplify their voice while making their desires, expectations, and frustrations public. Some of these initiatives, such as the Arab uprising discussed above, have shown competence and the power to mobilize people, groups, and networks to push government officials to action through social media. For example, the United Nations makes use of public participation via social media as part of e-governance because the organization is aware of the power of social media in driving change. Apart from the case of United Nations, it's notable that many countries are adopting the use of social media especially Facebook and Twitter as a consultation tool where online discussions and feedback is encouraged. [28]

Whyte defines active public spaces as the spaces or areas that offer humans a way to unwind from the fast pace of city/urban life.[29] In these places, such as malls and parks, people from different backgrounds gather and actively participate in festivals, events, and meetings related to the community they live in.

27   "Women's March on Washington Draws Its Own Protests," VOA, accessed February 11, 2017, http://learningenglish.voanews.com/a/womens-march-on-washington-draws-its-own-protests/3683744.html; "The Somehow Controversial Women's March on Washington," The New Yorker, January 18, 2017, http://www.newyorker.com/culture/jia-tolentino/the-somehow-controversial-womens-march-on-washington; "WATCH: Democracy Now! Special Broadcast from the Women's March on Washington," Democracy Now!, accessed February 10, 2017, https://www.democracynow.org/live/watch_inauguration_2017_womens_march_live; The New York Times, "What We Saw as Trump Took Office," The New York Times, January 23, 2017, https://www.nytimes.com/interactive/projects/cp/opinion/presidential-inauguration-2017.

28   Gilberto Corso Pereira, Maria Célia Furtado Rocha, and Alenka Poplin, "E-Participation: Social Media and the Public Space," in Computational Science and Its Applications - ICCSA 2012: 12th International Conference, Salvador de Bahia, Brazil, June 18-21, 2012 (Springer, 2012), 491–501.

29   William Hollingsworth Whyte, The Social Life of Small Urban Spaces (Washington, DC: Conservation Foundation, 1981).

Previously, researchers with interest in studying the usage and social interactions of particular public places had limited tools to gather information. Some of the research techniques that were used include crowd counting, surveys, and documented photos and videos. Although those tools served their goals then, today social media provides researchers with high granulated data, enabling the researchers to visualize, conceptualize, and analyze the characteristics and structure of specific geographical areas in regards to various social media activities taking place within the public spaces.

47 - Image from Active Public Space exhibition that took place in Genova took place between the 13th and 21th of December 2017, more on http://activepublic-space.org/

In the urban category, the Internet, particularly social media, is increasingly gaining popularity in the creation of active public space. When people meet in the virtual space of social media, they interact and collaborate through the exchange of information (desires, ideas, expectations, and disappointments). The government and designers can make use of the data in the creation and development of urban places and cities. Some examples of social media in the influence of public place making include Nexthamburg a website, www.next Hamburg, where citizens and urban designers discuss the future development of urban sites and cities in Germany.[30] More so, there are many non-governmental (NGO) initiatives similar to Nexthamburg that use the information and feedback given by citizens concerning issues and problems faced in urban public places and their inhabitants. Such efforts are used as platforms for claims, demands, and complains that use geographic location as the primary reference. An example is Whatif a collective and participatory creative digital tool, (whatif.es/en/), where citizens are encouraged to point out public places such as streets that need repair work. [31]

As technological devices like mobile phones are becoming increasingly essential and ubiquitous citizens are requested continuously to document their lives and everyday activties.

30   Thérèse F. Tierney, "Disentangling Public Space: Social Media and Internet Activism," Thresholds Thresholds 41 (2013): 82–89.

31   Pereira, Furtado Rocha, and Poplin, "E-Participation: Social Media and the Public Space."

Hence, the local community leaders, planners, and researchers are presented with new opportunities to study and understand the local public spaces using publicly shared information through social media.[32] Through this, data generated can be used to improve or construct public spaces where people can actively gather and participate in local community events.

The media system such as print press, radio, television among a variety of communication systems and multimedia such as the Internet currently play a crucial role in public and urban placemaking. The internet, which is the primary tool that makes social media communication possible allows the connection of different networked events (local and global) to take place in various parts of the world. Some of the new initiatives include the Stuttgart 21 and Occupy Wall Street forums that are both initiated and supported by the current social media. As mentioned above, Occupy Wall Street took place in various parts of North America such as Florida and Washington and spread to some European cities like Hamburg, London, and Frankfurt.[33] Similarly, Stuttgart21 an urban transportation development initiative was initiated by politicians in efforts of modernizing transportation link between Paris, Budapest, and Vienna.

It is crucial to note that the urban public sphere

is not limited to public places or the media regarding socio-spatial interactions. However, as Castello suggests, it is the informational and cultural repository for ideas, which influence the public debate and the communication among citizens, the civil society and the state takes place.[34] The creation of portable devices the likes of smartphones and tablet that provide unlimited cyberspace[35] and allow the access to sensitive, personal locations has made the progress of cultural convergence possible, which brings virtual/cyber geographies and arrangements of public places. In this case, an individual can be found in the real physical city and the virtual space at the same time because the digital devices enable users to access the cyber digital world while sending data about the activities taking place in the physical world. In short, there are no separations between the virtual space and the physical one and people can use the two social places simultaneously. By so doing, people can register and disclose information about the city or public place they live in. Hence, planners and designers must realize that currently, people's urban experience and perceptions are not only determined by the physical environment but also through the different forms of social media and modes of communication that they interact with daily.

With the increasing growth and use of geo-located social media data the public spaces,

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32   János Kristóf. Nyíri, "A Certain Sense of Place: Mobile Communication and Local Orientation.," in A Sense of Place. The Global and the Local in Mobile Communication (Passagen, 2005), 159–68.

33   Tierney, "Disentangling Public Space: Social Media and Internet Activism."

34   Lineu Castello, "Rethinking the Meaning of Place : Conceiving Place in Architecture-Urbanism," 2016.

35   See paragraph § 2.3.3.2

especially those in the urban setting are taking new, better shapes and forms. This is influenced by the millions of people's check-ins, shared photos, and videos, as well as tweets presented as condensed representations of cities and neighborhoods of the whole planet. A common trend in social media research is the identification of landmarks and specific points of public interests with high visibility (most tagged or shared) on social media platforms.[36] Such efforts by researchers will help planners of public places to know the developmental activities to implement to attract the public's interest. From the review of literature in this section, it is clear that social media plays a vital role in the construction and development of active public spaces. It is through the data shared on various social media platforms that planners may use to determine what might interest the public when constructing urban spaces.

7.6   Participation

The term urban design was introduced in the mid-1950 in the United States and thereafter incorporated into academic curricular; the first institution offering the program was the University of Pennsylvania.[37] Today, some urban designers and authors interpret urban design as a way of connecting people and place; in other words, making sites (urban) for people.[38] Carmona and Tiesdell define urban design as that process of making places better for people. Despite having different definitions of urban design, in my opinion a common element present in all is that people are at the center of urban design; hence, participation is paramount. According to Dobbins, urban design is a process that takes place in a number of phases where dialogue is at the core of the process.[39] In this process, urban design refers the complex ways in which planners, working alongside designers, involve the public through dialogue, communication, and feedback. Participation is encouraged throughout the urban design process by dialogue and communication between the designer (architect, planner, urban designer) and the public.

The two significant motivations behind dialogue between planners and the public are to inform

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36   Jeanne Haffner, The View from above the Science of Social Space, Cambridge, Mass: MIT Press, 2013, http://site.ebrary.com/id/10678824.

37   Michael. Dobbins, "Urban Design and People," 2013, http://rbdigital.oneclickdigital.com.

38   Barbara. Faga, Designing Public Consensus : The Civic Theater of Community Participation for Architects, Landscape Architects, Planners, and Urban Designers (Hoboken: John Wiley & Sons, 2006).

39   Dobbins, "Urban Design and People."

and involve. The result of this is called merely public participation. The most important aspect of promoting public participation in urban design is to ensure that designers develop an urban space that is compatible with the public's desires and expectations. When people are happy and proud of their surrounding shows that the urban design is excellent. Generally, Friesecke notes that public involvement is a series of actions with the participation of various groups.[40] A critical activity that the public should be involved in is decision making because space is theirs to interact with; thus their opinions regarding its design should be prioritized.

However, apart from the decision-making process, public participation is useful in the entire urban design process. For instance, during the initial phases of the process, participation plays a crucial role in supporting the urban designer in composing and defining the project's goals. In this phase, the public can help in the identification of values that the public (community) want to consider in the final design. Notably, the designer should uphold the right attitude when initiating dialogue with the public participants.[41] The planning team should openly express their ideas, but at the same time be ready to revise or even change them per the public's feedback.

The advantage of encouraging public participation is that the citizens get to share their ideas of the place they are comfortable to live in, the kind of streets that they vision, and the city they desire. Nevertheless, the challenge of public participation is suspicions and resistance from citizens,[42] is making the urban design process lengthy. Therefore, it is crucial that the representatives of the public who take place in public participation play an active role in contributing to the development and design of the urban design projects. In other words, cooperation is paramount in successful public engagement.

7.6.1 An Example of Public Participation

In 1999, the Milan Polytechnic and Regional Plan Association organized a forum in efforts of examining the American and Italian experiences with infrastructure and the redesign of underutilized sites in the metropolitan regions of Milan and New York City[43]. Rather than coordinating a mere exchange of information between the planners and the public, the workshop enabled public participants to explore their issues through three-phase workshops that took place in both Milan and New York metropolitan

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40   Frank Friesecke, "Public Participation in Urban Development Projects – A German Perspective," 2011, 20.

41   Nair Prethika and Lee Kuan Yew School of Public Policy, "Cities for Citizens, by Citizens: Public Participation in Urban Planning," Global Is Asian, September 20, 2017, https://lkyspp.nus.edu.sg/gia/article/cities-for-citizens-by-citizens-public-participation-in-urban-planning.

42   Danilo Palazzo and Frederick R. Steiner, Urban Ecological Design : A Process for Regenerative Places. (Washington: Island Press, 2014).1-11

43   Giovanna. Fossa, Transforming the Places of Production (Milano: Olivares, 2002); Danilo. Palazzo and Frederick R. Steiner, Urban Ecological Design : A Process for Regenerative Places. (Washington: Island Press, 2014).

regions. For each workshop, a team of about fifteen American and Italian urban designers, planners, and architects worked with the client and the public to develop specific plans to build the urban spaces. The final result of urban spaces created after the workshops were readily accepted by society.

The importance of public involvement in the creation of urban spaces is that people are more likely to react favorably to the design. As stated above, the designer must be willing to engage in active dialogue with the public and the client as well. A conversation that is informed by public understanding can help in the advancement of sustainability by connecting the local decisions to both regional and global processes. More so, such dialogue and participation contribute to the success of an urban design plan.[44]

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44   Danilo Palazzo and Frederick R. Steiner, Urban Ecological Design : A Process for Regenerative Places. (Washington: Island Press, 2014).1-11

7.7   Conclusion

Social media has been a hit mainly due to its viral content, business potential, accessibility and its monitoring and tracking capabilities. However, we are yet to harness the full potential of this tool and achieve maximum influence in terms of economy and socio-political endeavors. It has brought power to the hands of the common citizen and it is now up to them to figure out how to best employ it. Change in human-computer interaction over the years has resulted in the evolution of online communities and usability of computer interfaces and this has affected how information is passed.

However, in the face of all these positive milestones, Social media has brought with it several ills which if left unchecked stand to derail the progress we have made. Cyber bullying, for example, is a practice of spreading hate on social networks and this derails our progress towards a healthy society. This has led to depression among impressionable teens and even suicide in some extreme cases. Moreover, the privacy of social media users is under threat because there is no clear-cut definition as to where the line is between private and public information. In addition, social media has in some way led to moral degradation in society. This has been seen in instances where unethical posts are put up without regard to sensibilities of other social media users especially where there is little or no supervision. Spreading of fake news is also a challenge and this has had serious ramifications such as influencing voter

behavior during elections.

All in all, the use of social media has yet to reach its full potential especially in the urban and built environment where it can be harnessed to create livable communities. This can be done through data mining where patterns and preferences in user behavior can be observed and used by designers and planners to create better urban spaces. As a result, the public will achieve better living standards.

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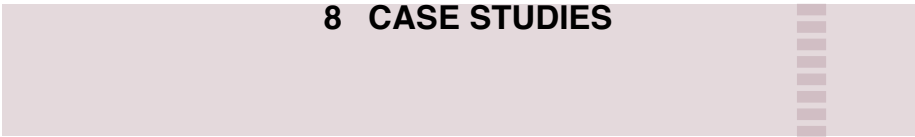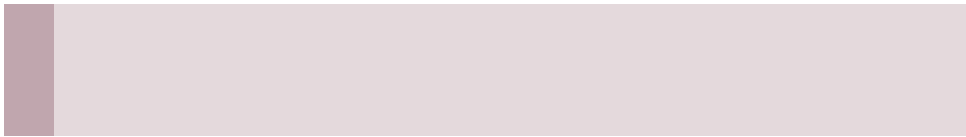
8   CASE STUDIES

8.1 Introduction to the case study

The advancements in Information, Communication, and Technology are changing the manner in which human being work and live across the globe. Today, people can easily access the internet and afford digital gadgets with internet connectivity such as smartphones that has enabled people to become more socially present and connected through online spaces, more than meeting in a physical public area. When people interact online, they discuss and share issues pertaining issues they face in their surrounding in all fields from the environment, politics, health, education, and infrastructure. Therefore, ICT plays a vital role in place-making (planning, developing, designing, or regeneration) of public spaces. For this, many cities of the world are increasing their use of ICT in the governing of urban areas.

Social media is defined as a set of Internet-related applications developed on the ideologies and technological foundations of the Web. This allows the creation and exchange of user-generated content. Social media relies on the web and mobile-based technologies to form highly interactive platforms that can be used by communities and individuals to discuss, share, create, and modify content.[1] These platforms offer new dimensions through which communities, organizations, and individuals

can interact.[2] More so, social media allows city authorities to conduct opinion polls and surveys at lower costs. Results from such studies help better understand the needs of the residents efficiently. The most significant advantage of using social media, however, lies in public participation. Social media and modern ICT play an essential role in motivating and increasing the engagement of not only the citizens but also third parties such as non-governmental organizations, charity groups, and voluntary groups.[3] Social media and modern ICT, thus represent a vital arena where various stakeholders can virtually meet, exchange ideas, and share opinions. The initiative to form a network on City and administration matters is not limited to any particular group. Any party can participate in community initiatives.

ICT and social platforms have enabled decision makers to increasingly incorporate the views of those who are likely to be targeted by their decisions. This follows a rationale that citizens living in urban settings should be seen and treated like customers with needs and demands that need to be satisfied. Thus it makes more sense to involve them in order to comprehend their expectations better. The continuous interactions between these two groups (the public and local government)

1   A. Mainka et al., "Government and Social Media: A Case Study of 31 Informational World Cities," HAWAII INTERNATIONAL CONFERENCE ON SYSTEM SCIENCES 2, no. Conference 47 (2014): 1715–24.

2   "CIVITAS Policy Notes l CIVITAS," accessed September 18, 2018, https://civitas.eu/content/civitas-policy-notes.

3   "Smarticipate – Opening up the Smart City," accessed June 18, 2018, https://www.smarticipate.eu/.

enable transparency and public trust.[4] The interaction reduces the possibility of there being a negative public perception that often surrounds decisions made in a non-transparent way. Furthermore, as Hybel puts it, the political nature of city governance makes public participation crucial as a citizen feel the need to have their voices heard and opinions are taken into account.[5] City authorities should be present on various social media platforms to satisfy the basic needs of their constituents. Mere presence alone on social platforms is not enough to ensure e-participation. City authorities have to establish an appropriate and effective, actionable strategy that provides that information is conveyed efficiently and a broad section of the populous gets to voice their opinions. E-participation strategies may involve regular updates on various platforms as well as setting up social discussion channels on multiple issues. The analysis of e-Government practices concerning communication and participation has to take into account the platforms that are being used (for example, social media), their visibility on the web, whether they reach a wide audience, and whether they are in frequent use. Hence, City administrative authorities should consider using some ICT platforms to achieve the desired audiences. The authorities should also have platform dedicated teams who work round the clock to ensure that the platforms are

interactive at all times. Stakeholder involvement provides public acceptance of various policy, and infrastructural decisions are reached. Smart cities are increasingly embracing ICT treads in a bid to improve multiple aspects of urban life such as mobility, living, education, environment, economy, and governance.[6] The adoption of this modern trend has mostly made it so that the stakeholders are also the end users. End-user contribution to decision making has ultimately increased the level of satisfaction in all six dimensions of urban life mentioned above.

The case studies discussed in this section presents eight cities that have adopted the use of ICT in providing better services for city dwellers, engage them in designing the cities, and maintain transparency in the way public resources are utilized. Moreover, the digital technologies used by the towns help in building a better relationship between the administration and the citizens, based on trust and accountability. Even though some might argue that the shift to digital use marginalizes people without internet access or those with little knowledge on how to use the internet, these cities ensure that their initiatives are all-inclusive by offering public spaces where discussions can take place offline. Hence, the report will discuss Eight European cases of cities that are currently using ICT in their local governance and how their projects are

4   "CIVITAS Policy Notes I CIVITAS."

5   Jakob Hybel, "Superkilen," Arcspace.com (blog), accessed January 18, 2019, https://arcspace.com/feature/superkilen/.

6   Peter Ulrich, Joseph Marshment-Howell, and Tom van Geest, "Open Governance in the Smart City – a Scoping Report" (ICLEI, WeLoveTheCity, October 2016), https://www.smarticipate.eu/wp-content/uploads/ICLEI_Smartcitipate_Report_FINAL-www.pdf.

carried out by the help of various players and permanent financing. Interestingly, the citizens in most of these cities get to participate in budgeting for annual projects related to urban development.

In particular, the case studies are:

- BETRI REYKJAVIK, Reykjavik Iceland

- COLLABORARE È BOLOGNA, Bologna Italy

- DECIDE MADRID, Madrid Spain

- DIGITALE AGENDA WIEN, Wien Austria

- DREAMHAMAR, Hamar Norway

- NEXTHAMBURG, Hamburg Germany

- SUPERKILEN and 'HAPPY WALL', Copenhagen Denmark

- SYNATHINA, Athens Greece

8.2   BETRI REYKJAVIK,

Reykjavik Iceland

Betri Reykjavik also known as Better Reykjavik is an online participatory platform that encourages social networking with two primary initiatives; citizen's foundation and their priorities.   On this online platform, citizens are encouraged to share their ideas on matters related to the municipal such as services offered and the operation/governance of Reykjavik City.

48 - Map of Reykjavik

So far, *Betri Reykjavik* is one of the most successful examples of 'Your Priorities' platform use. The site does so through the creation of open discussion between the citizens and the city council. Most importantly, *Betri Reykjavik* allows the citizens, who are considered voters the privilege of participating in decision making.

Briefly, Betri Reykjavik was developed in 2010; this was a week before the elections of Reykjavik municipal. After Jon Gnarr was pronounced the mayor of Iceland's capital, he called the citizens of Reykjavik to utilize the *Betri Reykjavik* online resource. Since its Launch, half of the city dwellers, 70,000 out of 120,000 have participated by either presenting their ideas or giving feedback. My Neighbourhood project is one of the most successful initiatives that took place on the Better Reykjavik platform. The project is an annual budgeting project that is participatory where citizen's ideas are implemented to improve some aspects in the Reykjavik neighbourhood.

Actors

The actors of Better Reykjavik include the municipality, private citizens, and associations. Reykjavik municipal is the dominant party that manages the platform. Some of the responsibilities of the municipal is ensuring the smooth running and performance of the Better Reykjavik platform, reviewing citizens' application and their contributions on the website. On the other hand, Better Reykjavik

49 - Betri Reykjavík (better Rykjavik) is an online participatory social network. On Betri Reykjavík citizens can present their ideas on municipal issues. https://www.coe.int/en/web/interculturalcities/-/better-reykjavik

50 - Betri Reykjavik image website, https://www.betrireykjavik.is/domain/1

was made for the people (your priorities) thus, the participation of the citizens is paramount to the functioning of the platform. Some of the contributions of citizens in the Better Reykjavik platform include ideas, proposals, feedbacks, and complaints. It is then the work of the municipality councils through a special body to review and approve the most urgent and important contributions made by the citizens. Some of the associations that contribute their ideas to the platform are political parties and NGO's. Similar to individual citizens, political associations are encouraged to propose their ideas and participate in changing Reykjavik city for the better. However, *Betri Reykjavik* is an independent platform that us non-affiliated with any political party.[7]

Target

As the name suggests, the primary target of the *Betri* (Better) Reykjavik is to change/ improve the city's conditions by using ideas presented by citizens so that the city is made for the people. Another goal of the platform is crowdsourcing. The platform gives citizens a chance to voice their ideas and encourage their participation in the running and governance of the city. The ideas contributed by the public are put into use in various projects, all aiming at improving the livelihood residence of the city of Reykjavik.

Tools

The tools that were used to achieve the *Betri Reykjavik* platform project was social networking platforms and websites. The platform was designed in a way that it can easily integrate into social media spaces that were already in use by the citizens of Reykjavik like Twitter and Facebook.[8] Hence, it was easy for the citizens to learn about the website and enroll in participation.

Financing

Initially, *Betri Reykjavik* was founded and designed by Robert Bjarnason and Gunnar Grimsson. The project was based on two previous projects by Bjarnason and Grimson that were funded by the city's municipality.[9] Currently, the projects that take place within the platform, such as my Neigbourhood are funded by the city's budget allocated for the joint projects.

See image 78, Diagram of Reykjavik.

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8   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

9   Philipp Schramm, "Betri Reykjavik - e-Democracy | Participedia," Participedia, February 17, 2014, https://participedia.net/en/cases/betri-reykjavik-e-democracy.

7   "Budget Voting & Civic Education - Betri Reykjavik," Citizens Foundation (blog), accessed June 18, 2018, https://www.citizens.is/budget-voting-civic-education/.

8.3   COLLABORARE È BOLOGNA, Bologna Italy

Collaborare è Bologna was launched in 2014 by Bologna City Council with the primary aim of creating a regulatory framework to facilitate collaboration between the city dwellers and the administration.


51 - Map of Bologna

This initiative was to enable the citizens, companies, and local authorities participate in co-creating the city and urban commons reliably and efficiently[10]. Hence, *Collaborare è Bologna* is regulatory public policy. ICT is an essential tool that helped in creating and facilitating urban commons. Before the launching of the regulation of the urban commons (citizens), Bologna had no policy in place where citizens could participate in the development of their city.[11] For instance, citizens were prohibited from making changes in a public space such as park benches or landscape. Some of the reasons why the municipality did not permit citizen participation are the fear that it would be liable for any injuries faced by the citizens in the attempt of refurbishing the city. However, the council implemented regulations of the citizens that was bound into the collaboration agreement. The *Collaborare è Bologna* is designed on an experimentation and research project by the City of Bologna, Fondazione del Monte di Bologna e Ravenna, and supported by LabGove; a laboratory for the governance of commons.

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10   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

11   "Collaborare è Bologna," Collaborare è Bologna, accessed June 20, 2018, http://www.comune.bologna.it/collaborarebologna/.
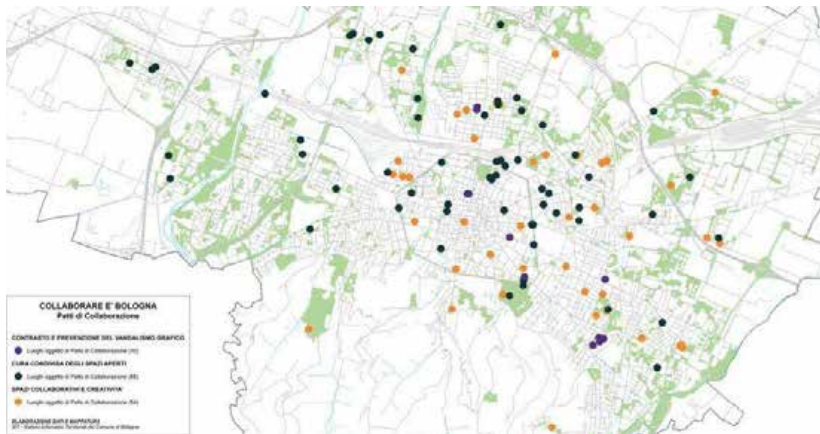
52 - Collaborare è Bologna, site map of cooperation agreements, https://matteolepore-blog.files.wordpress.com/2015/12/img_4798.jpg

53 - Workshop in Bologna, "what is cooperation?" http://openquadra.it/portfolio/sharing-is-bologna/

Actors

The principal actors of *Collaborare è Bologna* are the municipality, citizens, and associations. The role of the municipality is to manage the collaboration of the public and the city by encouraging citizens to contribute ideas to the wellbeing of their neighborhood. It is also the role of the municipality to fund projects and other activities that are related to the urban development and regeneration of urban public spaces.[12] The citizens are expected to participate by providing ideas through the platform and collaborate with the municipal of Bologna to attain community welfare and development. Associations and businesses are also encouraged to take part in promoting collaboration and the care of public goods.

Target

The primary target of *Collaborare è Bologna* is urban regeneration. Urban regeneration also known as the renewal of urban spaces is an attempt to improve the structure (physical) of an area.[13] Anyone, whether an individual or a group of people can contribute their ideas to areas that need regeneration or improvement as long as it's based on the common good of Bologna. The city, through the council, evaluates such proposals and look for the necessary resources needed to

12   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

13   Ulrich, Marshment-Howell, and van Geest.

implement the idea successfully. However, before implementation, the collaboration agreements are made public and welcome any feedback/complains from anyone that might be affected by the given project. The most common forms of urban regeneration include cleaning, repairing items, painting, upgrading, landscaping and removing graffiti from public spaces.

Tools

The co-creation of *Collaborare è Bologna* is made possible by two online tools. The first is a digital map that helps in tracking the collaboration agreements and give the relevant information on each project in the city.[14] The other tool is Comunita, an online social networking platform that provides the space/meeting point of all the initiatives.

Financing

The creation of *Collaborare è Bologna* was funded by the municipality of Bologna City. The projects and other initiatives related to urban regenerations are financed by the European regional funds together with the municipal funds.

See image 79, Diagram of Bologna.

54 - Banner of the Collaborare è Bologna project

14   Ulrich, Marshment-Howell, and van Geest.

8.4   DECIDE MADRID, Madrid Spain

Decide Madrid was officially launched in 2016 as an open governance platform by Madrid city council. The platform is divided into two phases, the first being the proposal phase while the second is the voting phase. Besides *Decide Madrid* is further split into two other functions; consultations and participatory budgeting.[15]

The platform was developed due to the decline of public confidence/trust in their local government that was triggered by many cases of corruption and austerity scandals in Spain. *Decide Madrid* is used to engaging and encouraging the citizens in participatory decision-making.[16] More so, the online platform maintains transparency in all government proceeding in Madrid. Therefore, the goal of *Decide Madrid* if to empower the public through open source ICT and to foster open government practices. The platform also allows the citizens to participate in budgeting by proposing how resources should be spent and equally distributed into the various annual projects.   Registered users in the *Decide Madrid* platform can participate in debates, provide feedback, and vote for or against proposals/motions.

55 - Map of Madrid

15   "Decide Madrid (1)," nesta, accessed June 20, 2018, https://www.nesta.org.uk/feature/six-pioneers-digital-democracy/decide-madrid/.

16   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

Participa en
decide.madrid.es
Una nueva forma
de hacer ciudad
entre todas y todos

El Madrid que
quieres, en cuatro
sencillos y
emocionantes
pasos.

Debates.

En el espacio de debate ciudadano de decide.madrid.es podemos encontrarnos, debatir y compartir lo que nos parece conveniente, importante o necesario para nuestra ciudad. Cualquiera podrá abrir un tema de discusión y sumarse a los que más le interesen. Este también será el lugar para un diálogo real entre la ciudadanía y los trabajadores y trabajadoras del Ayuntamiento, incluida la alcaldesa.

Propones.

Hay también un espacio abierto para propuestas ciudadanas en la web. En él, cualquier persona registrada podrá lanzar sus propuestas sobre el tipo de ciudad en el que queremos vivir. Esas propuestas se exponen en la web para poder ser apoyadas por todas las personas que estamos empadronadas en Madrid.

Decides.

Cuando una propuesta es apoyada por el 2% de las personas mayores de 16 años empadronadas en Madrid, pasa a un espacio de votación en el que durante una semana se invita a toda la ciudadanía a apoyarla o rechazarla como propuesta colectiva.

Se hace.

Si la propuesta es aceptada en mayoría, se emitirán los informes adecuados para llevarla a cabo dentro de los cauces legales, presupuestarios y de viabilidad, y será asumida como propia por el Ayuntamiento. La propuesta se hará realidad y las madrileñas y los madrileños ejercerán control efectivo de la ciudad y su gobierno.

56 - Decide Madrid Banner, http://openquadra.it/portfolio/sharing-is-bologna/

57 - Decide Madrid Banner, https://decide.madrid.es

Eres una pieza clave
para construir Madrid
Regístrate, participa y apoya
decidemadrid.es

DECIDE
MADRID

Actors

The principal actor of *Decide Madrid* is the city council who developed and launched this online platform. The city council also facilitates debates and voting on this online platform and even counting the votes and deciding the proposals that need implementation. It is the role of the city council to educate the citizens on the voting process so that they are aware of the votes and proposals that are viable.[17] Moreover, the city council facilitates discussions in the offline workshops so that order is maintained at all times. The public is also an essential actor in *Decide Madrid* whose central role is to participate in the discussion on and offline, providing proposals, and voting of the same, as well as participating in the budgeting process. Besides, associations and businesses can also contribute to suggestions on the open source platform from anywhere in the world.

Target

The two targets of *Decide Madrid* are crowdsourcing and co-decisions. In crowdsourcing, a website is a tool of engagement where citizens are encouraged to participate in decisions related to urban development.[18] The City of Madrid through the digital social initiative, *Decide Madrid*

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17   "Decide Madrid (2)," involve.org.uk, August 7, 2018, https://www.involve.org.uk/resources/case-studies/decide-madrid.

18   "Decide Madrid (1)."

platform, gives the citizens a chance in policy decisions and local-level planning, as a form of participatory democracy or co-decisions.

Tools

The tools that *Decide Madrid* uses includes website and offline meetings. The platform acts as a digital space where the public can air its opinions in the form of proposals, vote for the most critical projects and participate in the budgeting process. Additionally, offline meetings where discussions are carried takes place away from the platform, which attracts the participation of more institutionalized actors such as NGOs than typical citizens.[19]

Financing

Although the public participates in proposal making of projects and participatory budget as a democratic right, the municipal of Madrid is responsible for funding the participatory projects in the City of Madrid. For example, in 2017, approximately 311 projects obtained 100 million Euros worth of funding, which was included in the 2018 general budget.[20]

See image 80, Diagram of Madrid.

58 - Decide Madrid logo

19   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

20   "Participatory Budgets," Madrid for you, accessed January 20, 2019, http://www.madridforyou.es/en/participatory-budgets; "Decide Madrid (2)."

8.5 DIGITALE AGENDA WIEN, Wien Austria

Digitale Agenda Wien translated to Digital Agenda Vienna is a smart online technology that the city of Vienna adopted to help in engaging the public in the governance of the city.[21] The motivation behind *Digitale Agenda* was to embrace smart technologies in the services of the city.

59 - Map of Wien

21   "Digitale Agenda Wien," Digitale Agenda Wien, accessed June 20, 2018,
http://content.host.magwien.gv.at:8086/DigitaleAgenda/english.html.

The unique feature of this online technology as compared to those used by other cities is that *Digitale Agenda* is a working document or a do-to-list for Vienna City. The document summarizes the activities and the projects that need attention mostly in the field of ICT that falls under the city council's responsibility.[22] This in itself means that the *Digitale Agenda* is not a set of rigid rules, but a working document that will continue to improve and develop. The constant improvement is necessary because the needs and demands of the public keep on evolving. Initially, the *Digitale Agenda* Wien was created through the active participation and contribution of ideas by citizens, stakeholders, businesses, and associations of the City of Vienna. Approximately 600 people make over 170 views that formed the document's draft.[23] In the next phase, the draft was uploaded online and welcomed discussion and voting. The final report of the *Digitale Agenda* was put online for final feedback by the public.

Actors

For *Digitale Agenda* Wien, the actors are city council, the public, associations, and urban developers. The municipal's role is to manage the city; thus, it the most important actor. It also invites the public to take part in the city's projects by sharing their ideas and voting the projects that they want implemented to modernize the

22   "Digitale Agenda Wien."

23   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

city. Hence, the public is an equally important actor since the key focus of the Digital Agenda Wien is to address the needs, concerns, and interests of the city dwellers, which also makes up the guiding principles for designing and implementing projects and new services.[24] More so, businesses and associations such as NGO's also contribute to the improvement of *Digitale Agenda* Wien through well-thought opinions and ideas.

Target

Initially, *Digitale Agenda* Wien targeted co-creation. The document was developed through the ideas of about 600 people. Apart from merely providing ideas, the city dwellers of Vienna also helped in making the final document by giving feedback that was used in the revision of the draft. Also, the e-governance document targets crowdsourcing from the public regarding opinions and sharing of ideas concerning advancements in the city's use of ICT. The people and associations get to vote in the most critical ideas shared on and off the

Tools

Tool wise, *Digitale Agenda* Wien used website, social network, and offline meetings. After the Digital Agenda was drafted, it was uploaded on the city's website where every citizen could access it and comment on it. The website

24   "Digitale Agenda Wien."

60 - Wien Town Hall, Digital Wien, https://www.wien.gv.at/digitaleagenda/

61 - Image caption http://openinnovation.gv.at/portfolio/digitale-agenda-wien-die-innovative-ikt-strategie-der-stadt-wien-partizipativ-umgesetzt/

motivated people to participate by providing them with a space to give their opinions and what they want to be revised in the document. Also, the city council officials made efforts to promote the *Digitale Agenda* Wien document through social networks that they could access. The officials called for offline workshops to try and attract specific groups of city dwellers such as single mothers through some social media channels. Unfortunately, the offline workshops did not manage to get participants from the targeted groups.[25]

Financing

Financing of the ICT projects and activities is done by the public through the resources allocated to the city council.[26] For example, a business hub that is being developed is expected to improve the expertise within the city's IT industry. The center is expected to bring together the corporate world, professionally oriented programs, and research and development programs. The center will provide opportunities for the private sector by allowing for the contribution to prosperity and development, thus keeping entrepreneurs interested while concurrently raising the city's profile as a proffered business location.[27] The city and industry partners can provide the

hub with access to networks and infrastructure in exchange for financial participation. The city and industry partners can then utilize the center to give awards to innovative solutions to challenges. Cooperation in international markets is also being promoted along value-added-chains. The promotion of global markets is expected to yield new value-added-chains and crucial ecosystems. Sourcing of foreign funds under proven monitoring and evaluation processes will allow those providing private funding for managing their risk and increasing investment opportunities in the real economy. With projects like the one stated above the city is transforming into an IT power house for startup companies as well as medium and large sized companies. A virtual campus, which understands the importance of ICT and its contribution to the "Smart City" concept is also growing.[28]

See image 81, Diagram of Wien.

25   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

26   Ulrich, Marshment-Howell, and van Geest.

27   Municipal Directorate Vienna – Division Organization and Security, Group Process Management and ICT-Strategy, and Mag.a Ulrike Huemer, CIO for the City of Vienna, "Digital Agenda Vienna, 30," accessed June 20, 2018, https://www.partizipation. wien.at/sites/default/files/1603_digital_agenda_vienna_eng_franclin_book.pdf.

28   Municipal Directorate Vienna – Division Organization and Security, Group Process Management and ICT-Strategy, and Mag.a Ulrike Huemer, CIO for the City of Vienna.

8.6   DREAMHAMAR, Hamar Norway

Dreamhamar is a digital program designed by Hamar Kommune in 2013 to enhance the participation process as well as the design development for Hamar City.   This digital program like the many discussed above is a network and participation design process with the aim of redesigning Hamar, specifically the Strotorget Square.

The public, dwellers of Hamar, was invited by the city council to partake in a collective and participatory brainstorming process to define and redesign their public space.[29] The Strotorget square was just a pioneer initiative to the construction of new urban spaces as well as redesigning the existing ones.

Actors

The leading actor of *Dreamhamar* is the municipality or *Hamar's Kommune* and the public, the city dwellers. The municipality pioneered in designing *Dreamhamar* and foreseeing the construction and modification of new Stortoget square, which was initially just a parking lot. The other important actor in the public where the local government invites any interested party to participate in the on-site workshops and brainstorm ideas on how best their city can be improved. More so, the concept behind redesigning of the square is to get the citizens to find something they love in the square and engage with others in expressing new ideas for the city. On the initial opening, students from the Bergen Architecture School brought free lunch and a lovely cow to the square. Also, some graffiti artists coloured the square with patterns related to Norwegian cultural roots. Therefore, the public was very participatory in the *Dreamhamar* project.

29   "DREAMHAMAR l Ecosistema Urbano . Portfolio," accessed June 20, 2018, http://ecosistemaurbano.com/portfolio/dreamhamar/.

Target

The target of the *Dreamhamar* is crowdsourcing and urban regeneration. The digital initiative target citizens to help in redesigning Hamar and its public spaces. Ideas from the public are considered in the city projects so that everyone can enjoy an open space they are conformable to interact with. Urban regeneration was the initial project done by *Dreamhamar* where a parking lot was redesigned into a square where
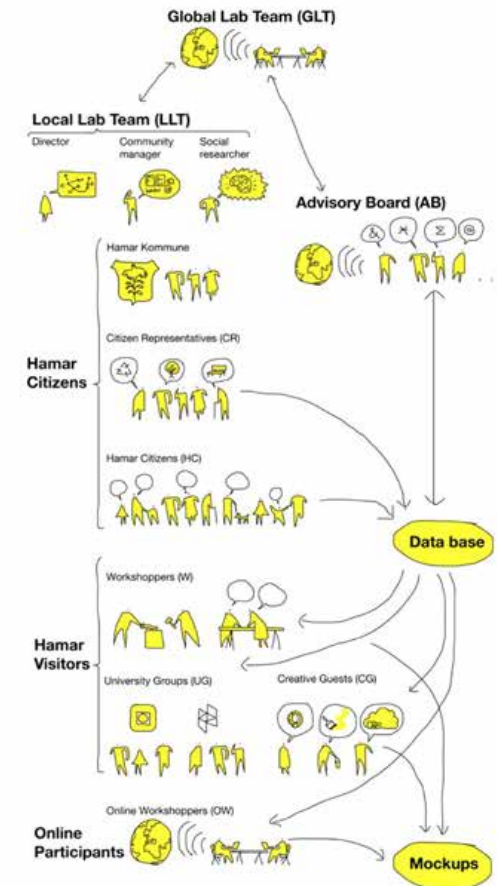
63 - Boa Mistura's intervention in Hamar https://100architects.com/endorsed/dream-hamar/

64 - From parking lot to colorful square for people, Stortorget, Hamar, 1960s, http://www.dreamhamar.org/2011/09/dreamhamar-opening-event-from-parking-lot-to-colorful-cre-ative-space/

people can meet and relax.[30]

65 - Diagram of Dreamhamar project, from Ecosistema Urbano. "ONETHOUSANDSQUARE," https://www.hamar.kommune.no/getfile.php/1372316-1296634277/Bilder/Hamar/Artikkelbilder/ONETHOUSANDSQUARE_BOOKLET.pdf

30   Alison Furuto, "Citizens Redesign Their City in Dreamhamar / Ecosistema Urbano," ArchDaily, October 14, 2011, http://www.archdaily.com/175516/citizens-redesign-their-city-in-dreamhamar-ecosistema-urbano/.

Tools

Dreamhamar uses some tools to make participation possible. The first being a website where the city's project is posted, and people allowed to propose other ideas or critique the existing ones. The second is social media that is used to communicate everything the citizens need to know concerning *Dreamhamar* and attract them to participate. It is crucial to note that the participatory website, known as the digital lab is linked to various social network channels where users can follow the weekly online workshops and broadcasts. The initiative also makes use of an app, dreamhamar.app, a mobile application where users can follow up on the progress of projects.[31] The last is the offline meetings where different groups and associations meet at the square to brainstorm and discuss the city's issues and solutions.

Financing

Dreamhamar is a municipal project, and it fully funds all the projects and activities that are proposed and voted for by the citizens.

66 - Plan and Section of the Dreamhamar Project, from https://afasiaarchzine.com/2011/10/ecosistema-urbano-4/

31   Furuto.

8.7 NEXTHAMBURG, Hamburg Germany

Nexthamburg began in 2009 in Hamburg, Germany. Next is a large-scale ICT project that advocates for public participation in various projects in Hamburg. This initiative's main aim was to collect the public's ideas, store those ideas, and implement them in testing new possibilities in the field of ICT. The pilot project

67 - Map of Hamburg

68 - Frot page of the ebook Hamburg 2030 citizen vision https://issuu.com/nexthamburg/docs/nexthamburg_buergervision_online

69 - Urban co-creation by Nexthamburg: the "Bremen on the move" (Bremen bewegen) project, slideshow by Elena Mozgovaya, https://www.slideshare.net/elenamozgovaya/urban-cocreation-by-nexthamburg-the-bremen-on-the-move-bremen-bewegen-project

Elena Mozgovaya, 4th Informed Cities Forum, Rotterdam

took place in the years 2009-2011, which resulted in the public's vision for Hamburg in 2030.[32] As much as Hamburg and its dwellers participated in the pilot project, the city was not the original project partner, the Federal Ministry of Transport (Building and Urban Development) was the official actor and funder of the project. The pilot project revealed that ICT is a useful tool in organizing public participation.[33]

Actors

The main actors of *Nexthamburg* are the Federal, private individuals, and the public. The Federal government was the official project partner and actor; it founded and launched the first *Nexthamburg* project as well as funding it. Although the private individuals who created the platform were not the initial funder of the *Nexthamburg* first project, they still actively participate in overseeing the public's participation and approving of ideas as well as implementing ICT projects. *Nexthamburg* entirely relies on public assistance; therefore, their thoughts and opinions matter a lot in the development of ICT in Hamburg.

Tools

A website and offline meetings are the tools used in the creation and running of *Nexthamburg.*

The site invites the public to participate by giving their ideas on ICT initiatives, activities, and projects. In the initial plan, offline workshops took place semi-annually. At these workshops, the community members selected the most valid ideas that were then forwarded for further discussion. The offline workshops were initiated to attract as many participants as possible, even those with low-level literacy in ICT.[34]

Financing

Unlike the other cities discussed, Hamburg's ICT project is unique in that funding is not done by the city council, but by the Federal government in collaboration with private stakeholders. The Federal government initially funded the pilot project, but at the end of funding, the capacity for *Nexthamburg* project reduced.[35] Despite the lack of funds, the pioneers of Nextmburg still ensures that the platform is still operational as they look for more funding avenues.

See image 82, Diagram of Hamburg.

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32   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

33   Ulrich, Marshment-Howell, and van Geest.

34   Ulrich, Marshment-Howell, and van Geest.

35   Ulrich, Marshment-Howell, and van Geest.

8.8 SUPERKILEN

Copenhagen, Denmark

Superkilen is an example of urban regeneration and redesigning of public space. The project, a modern public park, is situated in Norrebro district, Copenhagen, Denmark.[36] There are three areas within the park; The Black Market,
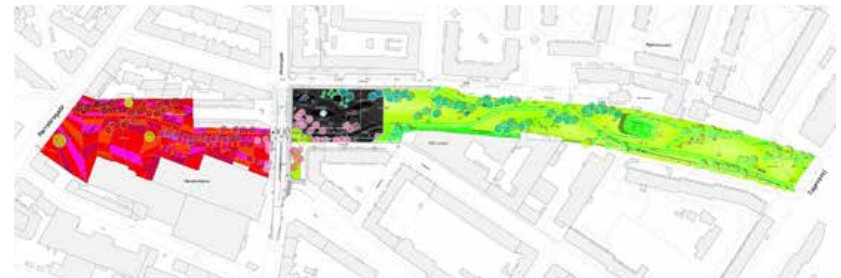
The Red Square, and The Green Park. The Black Market is marked with benches and a fountain. The Red Square is modified with the urban life where citizens can engage in sports, music, and eateries. On the other hand, Green Park is suitable for games such as skating, walking pets, and picnics. *Superkilen* involves the public by exuding diversity, and this public space is like a world exhibition where things from around the world are included in the design.[37]

The project has been subtitled "Public Participation Extreme" due to the project's critical guiding principle, with an objective of actively involving the public and more so those in the neighborhood and future end users of the park can contribute in the design phase. The people and residents of the community were encouraged to participate and submit their opinions and suggestions on the various objects that they would like that park to obtain.

70 - Map of Copenhagen

71 - Superkilen plan view, https://upload.wikimedia.org/ wikipedia/commons/8/87/Superkilen_plan.jpg

36   Valentina Ciuffi, "Il parco dei parchi / The park of parks," Abitare, 516, October 4, 2011.

37   Valentina Ciuffi, "The Park of Parks: Copenhagen's Superkilen," Architonic, accessed July 11, 2018, https://www.architonic.com/en/story/valentina-ciuffi-the-park-of-parks-copenhagen-s-superkilen/7000731.

The involvement of the surrounding neighborhood, which is one of the most culturally diverse in the city, led to one of the wildest park designs in modern times. The park has at least 57 different object troves from across the world that are at various locations in the park.[38] In essence, the objects represent the cultural diversity that is borne by the community that was involved in the design of the park. The *Superkilen* is an eccentric collection of symbols and objects that represent the numerous nationalities living together in harmony. The park has been dubbed the "Strangest Park" in Europe due to its uniqueness.[39]

The Happy Wall is another example of redesigning public space in Copenhagen. Initially, the Happy Wall was a school project by Thomas Dambo when he was a student in the Danish Design School, Kolding .[40] When Thomas was a student, he created an indoor pixel wooden block installation that comprised of 289 blocks.[41] These blocks were fixed on spinners and in different colours so that they are flipped to make various patterns and names. Years later Dambo took his creation outdoors and made his installation on a construction site wall in Kgs Nytorv, Copenhagen. This creation, which he called

the Happy wall was a huge success which attracted hundreds of thousands of citizens and foreigners who came to the wall to interact with it make different shapes and messages as well as take pictures that were uploaded online. So far, more than 7000 photos of the happy wall have been uploaded on Instagram with a #Happywall.[42] Currently, Dambo and his associates are spreading "happiness" in other cities of the world such as Las Vegas, Beijing, Chile, and Hollywood among others. Apart from attracting individuals, Happy Wall has also given companies a space to advertise to the public is a unique and creative way.

72 - Happy Wall, Copenhagen, https://upload.wikimedia. org/wikipedia/commons/thumb/6/64/-HAPPYWALL_-_Kongens_Nytorv%2C_Copenhagen_%2817183037831%29. jpg/1024px--HAPPYWALL_-_Kongens_Nytorv%2C_Copenhagen_%2817183037831%29.jpg

38   Hybel, "Superkilen."

39   L. Anthopoulos and P. Fitsilis, "Social Networks in Smart Cities: Comparing Evaluation Models," in 2015 IEEE First International Smart Cities Conference (ISC2), 2015, 1–6, https://doi.org/10.1109/ISC2.2015.7366206.

40   "Happy Wall – Thomas Dambo," accessed July 12, 2019, https:// thomasdambo.com/happy-wall/.

41   "Happy Wall – Thomas Dambo."

42   "Happy Wall – Thomas Dambo."

Actors

The actors of *Superkilen* that made this project a success include urban developers and the municipality of Copenhagen. The specific urban developers are Bjarke Ingels Group, Superflex, and Topotek (a German-based landscape and architecture firm). Another separate urban developed that helped in the implementation of the project is Realdania, a private association in Denmark which supports projects in architecture and planning[43] [44]. It is important to note that Bjarke Ingels Group, Superflex, and Topotex collaborated in creating and designing the public space. Besides the urban developers, the municipality was also a key player in the *Superkilen* project.

On the other hand, the actor of the Happy Wall was a team of urban developers. Thomas Dambo and his team worked on the Happy Wall with the aim of creating happiness and attracting the public to interact with the public spaces where the wall is situated.

Target

The target for both projects, Happy Wall and *Superkilen* is urban regeneration and co-creation. In both projects, public spaces in different parts of Copenhagen were redesigned to fulfill the public's needs and expectations. The *Superkilen* project went ahead and

included diversity by bringing different elements from around the globe so that each resident of the city can relate with the park and their originality. Both projects also target co-creation where some urban developers and the municipal collaborated in making these projects a success.

73 - Superkilen by Thomas Christensen, from https://files. guidedanmark.org/files/382/157740_Superkilen_Thomas-Christensen.jpg?qfix

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43   https://www.realdania.org/

44   Ciuffi, "The Park of Parks."

Tools

The *Superkilen* project has an active website where citizens can find information regarding the activities within the plans and any future urban development of public space. Also, the public can offer advice and leave feedback on improvements they would wish to see in the park. The project also has active social media accounts on various platforms including Facebook where users are actively engaged.

74 - Superkilen by Iwan Baan, from https://files.guidedan-mark.org/files/382/157744_Superkilen_Copenhagen-Media-center_Iwan_Baan.jpg?qfix

The Happy wall, on the other hand, uses social media, particularly Facebook, where they engage the public and enhance social integration in Copenhagen and also around the globe.[45]

Financing

The municipality in partnership with Realdania, a private association that supports architectural projects, financed the *Superkilen* project. Hence, it would be right to state that the city and private sector funded this project. As for Happy Wall, the private sector financed the creation of the wall while the municipality also chipped some funds into the Happy Wall in Copenhagen.

45   "Happy Wall – Thomas Dambo."

8.9   SYNATHINA, Athens Greece

SynAthina is a community online platform tool founded in 2013 with the aim of improving the lives of people living in Athens. In the platform, citizens are encouraged to participate in the quality of their city and neighbourhood. The creator of *SynAthina* is Zepou Amalia, the civil

75 - Map of Athen

 society's deputy mayor who believes that the role of the Athens is to provide instruments and a framework to foster development initiatives.[46] *SynAthina* as a platform provides citizens with a means of exchanging their knowledge, expertise, and best practices to promote the incubation of creative ideas for Athens City and upgrade the city council's procedures and services.[47] On the other hand, the platform can be used as Athens agenda for its citizens.

Zepau Amalia created *SynAthina* to help citizens in finding the relevant solution to issues faced in the urban centers. Although the municipality did not take part in co-creating this online space, it fully supports the reforms discussed online and offline. SynAthia received an award in the European Bloomberg Mayor competition since it maps public initiatives and increases their visibility to the private sector and donors to help in implementation.[48] The team behind this platform evaluates the public's activities and informs the local government about the people's priorities and pushes for the response from the administration to meet the desires of the city dwellers.

46   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

47   "SynAthina: Athens' Community Platform," accessed July 12, 2019, http://www.eurocities.eu/eurocities/documents/SynAthina-Athens-community-platform-WSPO-ARBKQ9.

48   "Five Cities Selected As Winners in Bloomberg Philanthropies 2014 Mayors Challenge," Bloomberg Philanthropies, accessed July 12, 2019, https://www.bloomberg.org/press/releases/five-cities-selected-winners-bloomberg-philanthropies-2014-mayors-challenge/.

76 - SynAthina kiosk, https://farm2.staticflickr. com/1487/24754495363_fcdd628276_b.jpg

77 - SynAthina home page, a digital plaform to organize activities across Athens, https://www.synathina.gr/en/

Actors

The actors of *SynAthina* are associations and private citizens. The first association key player is the civil society of Athens led by Zepau Amalia who created the online platform and funding its kick-starting initiative. The Non-governmental organizations in the city are also part of associations that play an essential role in facilitating training, support, and capacity building for those that need to develop their ideas.[49] In the private sector are citizens of Athens who exercise their democratic right of sharing knowledge, their expertise, and ideas that are later turned into social initiatives. Besides, *SynAthina* attracts individual sponsors and volunteers whose resources help in the maintenance of initiatives and projects.

Target

SynAthina targets crowdsourcing and co-creation. It is using the bottom-up supply and sharing of ideas and resources from private groups and individuals that enhance the implementation of project initiatives. Therefore, even though the civil society developed the platform, it is the ideas from different members of the public that helped in co-creating *SynAthina*.

49   "Synathina - ΣυνΑθηνά," accessed July 12, 2019, https://www.synathina. gr/en/; Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

Tools and Financing

SynAthina is a website/platform where people posts ideas online. When such ideas are posted, the sponsors and municipality receive a message notification. From that, the plans are forwarded to the relevant department which checks with the available resources and services that can be mobilized to implement the concept.[50]   Apart from a website, the city council holds offline meetings on a weekly basis where the public and other stakeholders can talk to municipal officials directly concerning their challenges and ideas to their solutions. Although the city council mobilizes the resources available in support of various initiatives, crowdfunding by private individuals and associations such as NGO's funds most of *SynAthina*'s projects.

See image 83, Diagram of Athens

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50   Ulrich, Marshment-Howell, and van Geest, "Open Governance in the Smart City – a Scoping Report."

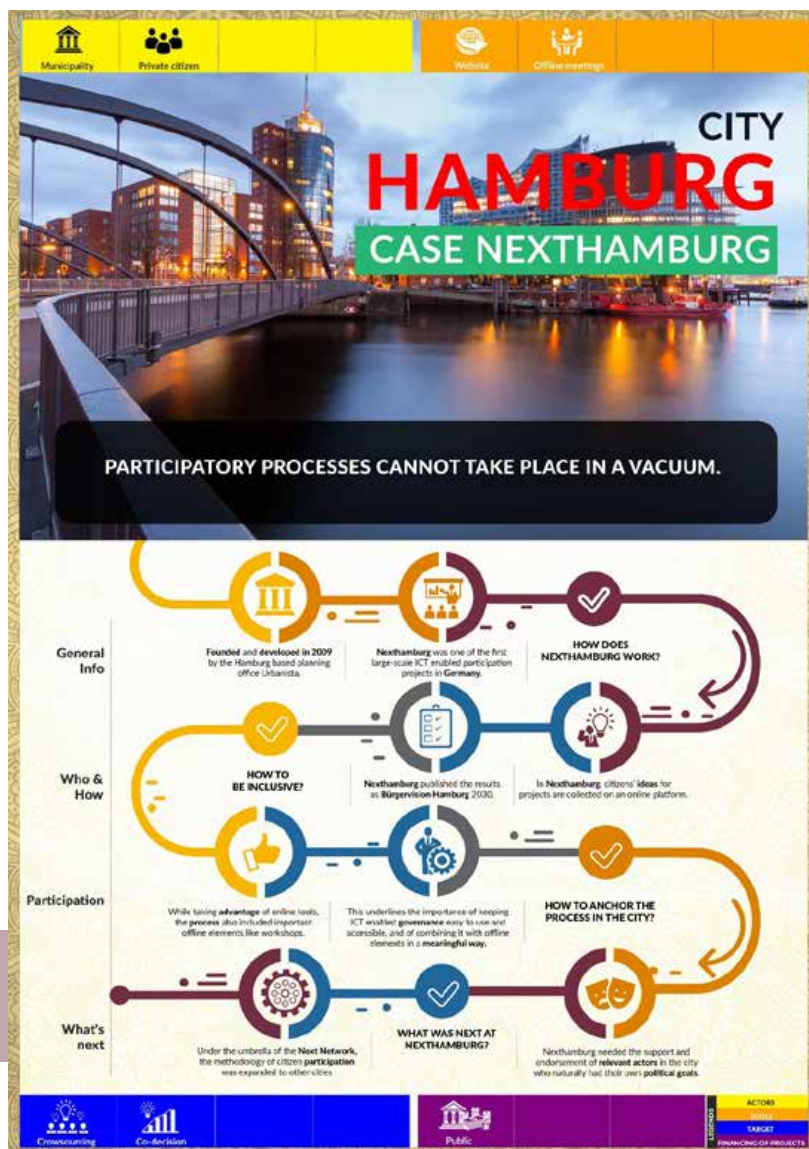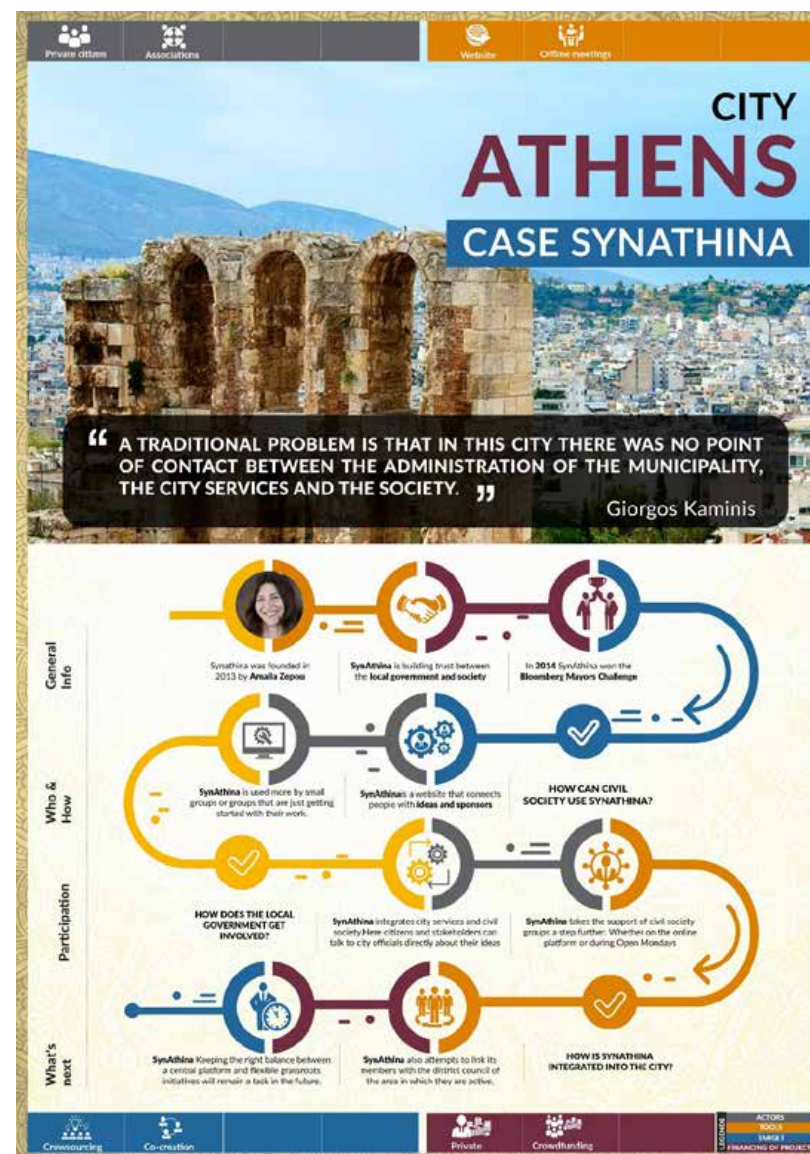78 - Diagram of Reykjavik

79 - Diagram of Bologna

80 - Diagram of Madrid

81 - Diagram of Wien

82 - Diagram of Hamburg

83 - Diagram of Athens

8.11 Conclusion

The chapter describes how ICT and Social Media has changed the modes of governance and the relations of space with the public. With participation growing significantly in matters related to management, many countries, globally, are embracing the changes in technology, particularly in ICT. The internet provides the right privacy where people can communicate their disappointments while expressing the expectation of how they should be governed. Most countries that have had corruption issues in the past are making using of ICT to reassure them better that changes will be made as a way of fostering trust. In such an online platform where open governance is enabled, users can anonymously participate and contribute to various issues such as public space place-making and management. In the eight cities discussed in this report section, a common thing presented in all is the use of ICT in engaging the public participation in urban development and place-making. All the cities have involved the citizens through the use of online platforms where people can exchange ideas, discusses those ideas, vote for the most valid, and draft a proposal for a project they need to be done on a public space.

Some cities have taken an extra mile in engaging the citizen from the initial stages of developing an online platform so that the public partakes in co-creating an online space they are comfortable to interact with. The public and private associations have also contributed to the funding of projects through crowdfunding means. Notably, the local governments are the primary key players in the creation and management of online spaces and mostly fund the urban regeneration projects. Apart from place-making projects, some cities have invited their citizens in developing a governance document where they can propose ideas and opinion of how the local government should govern the city. In the anonymous spaces, people can oppose certain things on the open governance document and even demand for changes. Such acts promote transparency and accountability in the local government as well as the foster trust between the public and their leaders. Besides, most cities also involved their residents in participatory budgeting where the audience provides ideas on how the money allocated for urban development should be used. Through this way, the needs and desires of the citizens are met when they are involved in such essential decision-making processes.

One way that the cities make its public aware of online platforms such as websites is through social media. Currently, almost every person uses a social media platform to connect with others. Thus, the local governments utilize the potential and power of social media to reach to the most of its citizens and connecting with them. An example from the case study report is *Nexthamburg* that uses Facebook to communicate to the residents of Hamburg City and promote its activities. Apart

from the cities discussed in this report many more around the globe are adapting to the use of ICT to engage the public in participatory placemaking, budgeting, and open governance. For example, the Happy Wall by Thomas Dambo that originated from his home city, Copenhagen is spreading across many other cities from Hollywood to Las Vegas, and Chile. It shows that there is a dire need of ICT in place-making that can only satisfy the public if they are **involved** from the initial stages of planning a project to its implementation.

With the public sector budgets being under more scrutiny and pressure transparency is becoming an essential factor. The administrations are using E-participation that ables Cities to invest in user-tailored projects. E-participation also helps reduce costs and fund wastage through investment in *white elephant projects*[51, 52] by directing funds and efforts towards matters that are of great social importance. The use of social media enables city administration to connect to the public in real time and obtain their opinions. The method of technology is however limited to the portion of the public that has access and ability to use the various platforms. It is essential that city authorities come up with other offline platforms that enable the collection of ideas and opinions

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51   White elephant projects,those that are expensive to implement and maintain but are not very useful to the public

52   Pam. Scott, A Herd of White Elephants? : Some Big Technology Projects in Australia (Sydney: Hale & Iremonger, 1992); Scott Prasser, "Overcoming the 'White Elephant' Syndrome in Big and Iconic Projects in the Public and Private Sectors," in Improving Implementation, ed. John Wanna, Organisational Change and Project Management (ANU Press, 2007), 47–68, http://www.jstor.org/stable/j.ctt24h3mc.10.

that are expressed. City authorities are also encouraged to not only passively watch and listen to what their end users have to say but also to leverage the same technology to enable and support communication and management of departments in the local government to ensure quality service delivery. Social media can encourage collaboration, knowledge, and information sharing through internal discussion channels which can cover all aspect including transport and aid in every issue of governance.

The ability to bring together various stakeholders such as citizens and third-party groups like non-profit organizations on social media and modern ICT platforms encourages communication, collaboration, and innovation. The only challenge that administrations face is ***data bulk***[53]. City authorities have to find thus innovative ways to process vast amounts of data generated to best utilize the leverage that social media platforms offer.

Local administrations should not only mine for data from social media platforms**.** It is crucial that they also add some value to trending topics, respond constructively to user concerns and questions as well as provide timely feedback to issues that are raised. The future is bright for ICT particularly in creating innovative and interactive platforms that will be developed to support urban participatory planning. More generic platforms are also

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53   interactive social media platforms tend to produce large amounts of data, data bulk is an e-collection of data. It is composed of information from multiple records, with shared origin from a single or multiple databases.

likely to come up as knowledge and demand for ICT and social media platforms increases. It is also expected that levels of participation will be higher in the next generation of future citizens who will be presumably more adept in new technology.

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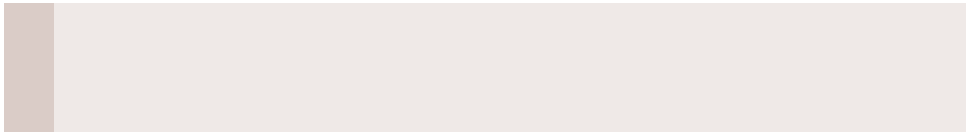
9.   CONCLUSION
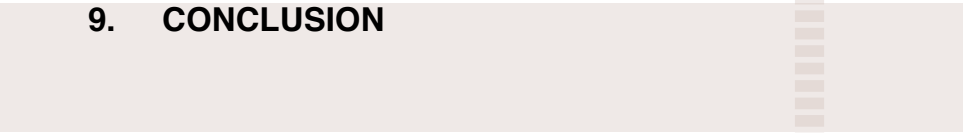
The research describes how ICT and Social Media has changed modes of governance and the relations of space with the general public. Changes in human-computer interaction, over the years, has resulted in the evolution of online communities and the usability of computer interfaces, which has affected how information is passed. Social media and modern ICT bridges the gap between local authorities and the people they are meant to represent. With the gap spanned by the help of social media, the public is motivated to participate in public projects with the guarantee that their opinions will be put into good use. Local governments from various countries are increasingly utilizing the potential and power of social media to reach out to their citizens. The trend is driven by the need to encourage public participation and debate on political, and social-economic issues. The city of Reykjavik through the Betri Reykjavik platform, for example, promotes sharing of ideas and opinions on matters such as services offered and the governance of the city.

Another example is that of Nexthamburg which uses Facebook to communicate and engage with the residents of Hamburg City; the platform is also used to promote its activities. These examples reflect how local authorities are leveraging the power of social media platforms to connect and engage with numerous individuals and organizations through modern technology. The need for effective place-making is also becoming essential. City authorities are endeavouring to

re-frame the urban environment to embody a shared value for the community. To this end, local authorities are making use of social media platforms to build public spaces that are reusable and welcoming to residents. For example, in the Superkilen project in the City of Copenhagen, city authorities and designers used interactive ICT platforms to design spaces that addressed the wants and needs of the residents. Such user-led design processes lead to unique projects that best suit the users as opposed to foreign-imposed concepts that users cannot relate to. The user-led process also leads to an increase in the sense of ownership for the public space.

The use of public participation is becoming increasingly crucial, with the public-sector budgets being under scrutiny and pressure, having the ability to offer end-user specific services and to deliver them to sectors and areas where they are needed. E-participation thus enables Cities to invest in user-tailored projects. E-participation also helps reduce costs and fund wastage through investment in "white elephant projects" by directing funds and efforts towards matters that are of great social importance. The use of social media enables city administration to connect to the public in real time and obtain their opinions. The city of Bologna, for example, uses Collaborate è Bologna with the primary aim of creating a regulatory framework to facilitate collaboration between the city dwellers and the administration. The use of technology is, however, limited to the portion of the public

that has access and ability to use the various platforms. It is vital that city authorities come up with other offline platforms that enable the collection of ideas and opinions that are expressed. City authorities are also encouraged to not only passively watch and listen to what their end users have to say but also to implement the same technology to enable and support communication and management of departments in the local government. This ensures that quality service delivery. Social media can also encourage collaboration, knowledge, and information sharing through internal discussion channels that can aid in every aspect of governance.

The ability to bring together various stakeholders such as citizens and third-party groups like non-profit organizations on social media and modern ICT platforms to communicate, collaborate, connect and innovate brings about multiple challenges, the most prominent being data bulk . Interactive social media platforms tend to produce large amounts of data. City authorities must find innovative ways to process vast amounts of data produced to optimize the use of social media platforms. The stated challenge means that authorities have to come up with methods and techniques that are proven and tested in the commercial sector to deal with the data bulk. Some of the ways that could be employed include the use of social media analytic methods, which can be utilized to gauge public sentiment on various issues. For example, Text analytics utilizes the power of natural language

processing to pick out keywords and measure public emotions. New data obtained from such techniques can then be combined with existing structured data to have a better view on public perception to enable better decision making consequently. Moreover, it is essential for the local authorities to add value to trending topics, respond constructively to citizens' concerns, and issues as well as provide timely feedback to problems that are raised. City authorities have to, therefore, come up with a social media strategy that takes into account the desired goals and resources available. The development of such a policy should begin with the analysis of existing accounts to determine who is talking and what they are talking about, regarding city matters. The next step should involve the selection and profiling of the target groups as well as determining best practices. The city authorities should then document social media goals, key performance indicators, and choose preferable channels to engage the audience. It is essential that a dedicated team works behind the platform with a previously conceived editorial plan before interacting with citizens and third parties. The city authority should continuously analyse and evaluate the effectiveness of the social media tool and make the necessary changes.

However, there is a concern that the digital era has led to a disconnect between people and their actual lives. Social media platforms are seen to be more enticing than in-person social engagement with other people. Hence, there is a need to create alternative spaces that

encourage and foster people to occasionally disengage from interactive social platforms to allow for in-person social interaction. Creating spaces that draw the interest of people can be done creatively by consulting those who are likely to use the space as demonstrated by the Superkilen project in Copenhagen. Other challenges include cyberbullying, and the practice of spreading hate on social networks, which if left unchecked could derail progress towards a healthy society.

In the future, more innovative and interactive platforms will be developed to support urban participatory planning. More generic platforms are also expected to come up as knowledge and demand for ICT and social media platforms increases. It is also anticipated that levels of participation will be higher in the next generation of future citizens who will be presumably more adept in new technology.

This research attempted to answer to the question: Can social media be considered as a strategy for place-making that supports the social life of the city? To that end, data collection through literature review was performed. The research looked for books, academic/non-academic materials, and online sources such as websites with information on social media use in placemaking and the importance of public participation in the process of placemaking. The literature review compared different sources to establish the existing gaps in this research topic so that future researchers can focus on what has not been tackled. Besides, the literature review

confirmed the strength of social media power and its undeniable ability to connect people and facilitate public participation, this result is consistent to the initial expectation. Case study research was another important technique used by the study to test and answer the research questions. The evidence found in the case studies, clearly showed that many cities have successfully implemented social media in public participation and e-governance, and they confirmed the key role and strong impact of social media in engaging the public to participate in placemaking. The result gained from this research reflects the growing evolution of the use of technologies. This topic is evolving with fast evolution of technologies. Nevertheless, this research showed that no matter how new technologies evolve, the role of participation in the design of the urban matter is momentous.

It's important to note that this research considered the role of social media in engaging the public into placemaking and e-governance, but it didn't include economic, geopolitical and psychological factors related to social media, placemaking, and participation, that may alter the results. A suggestion for further research, may be to tighten the scope to a narrower geographical area to have a result related to the geographical origin, social and cultural background of the subjects.

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NOTES

SOCIAL MEDIA & PLACE MAKING
Maria Elisa Marini

10 APPENDIX

METHOD OF DESIGN RESEARCH

The redaction of this chapter began from a lecture at the Università degli Studi di Genova and continued at Florida International University. The chapter is about design research, to clarify this concept the discussion will start with the distinction between design and science. Is it possible to understand when the design topic emerged and how it developed? Starting from the middle of the twentieth century, ideas from key academics will be used to understand the approach to design, in this way it will be possible to understand how the notion of design and science and their association advanced over time. After understanding this relationship, it will be possible to go through the different theories of design research. Concepts developed by Alain Findeli, a Canadian designer and academic with years of teaching and research experience, will be used to explore the distinction between design research and academic research. Considering his ideas, it will be possible to understand that, there are two primary aims of design research: human-centered anthropological questions that deal with the relationship between people and their environment, and knowledge-centered academic questions that address the advancement of the design disciplines through a designerly way of knowing. Findeli and Fatina Saikaly, a young Italian scholar who addressed the topic of design research, gave three methodological approach to design research. As a result of my research project and contribution to the field, I expect to clarify the correlation between the methods suggested by Findeli and

Saikali. Then, I will understand why the design research approach cannot be compared to the trial-error process that is typical of the scientific disciplines. At the end of the chapter, it will be possible to understand which is the best process for a design research. A process that lead to a carefully formulated research question and a productive development of a research approach.

DESIGN vs. SCIENCE

"Design research is a systematic search for and acquisition of knowledge related to general human ecology, considered from a designerly way of thinking, i.e. a project-oriented perspective[1]."

Findeli gets straight to the point asking, what is design research? To understand his position, I will first discuss design[2] in order to understand how and when this topic emerged. Then, we will go through the different theories of design research, exploring the distinction between design research and scientific research. Finally, we will examine the importance of carefully formulating the design research question for developing a productive research approach.

The concept of object design was developed after

1   Alain Findeli, "Searching for Design Research Questions: Some Conceptual Clarifications," in Questions, Hypotheses & Conjectures: Discussions on Projects by Early Stage a nd Senior Design Researches, by Rosan Chow, Wolfgang Jonas, and Gesche Joost (New York: iUniverse Inc, 2010), 286–303.

2   According to Merriam-Webster dictionary the full definition of design is:
1a: a particular purpose held in view by an individual or group;
1b: deliberate purposive planning;
2: a mental project or scheme in which means to an end are laid down;
3: a deliberate undercover project or scheme;
4: a preliminary sketch or outline showing the main features of something to be executed;
5a: an underlying scheme that governs functioning, developing, or unfolding;
5b: a plan or protocol for carrying out or accomplishing something;
6: the arrangement of elements or details in a product or work of art;
7: a decorative pattern;
8: the creative art of executing aesthetic or functional design "design".
In Merriam-Webster.com. Retrieved March 2016, from http://www.merriam-webster.com/dictionary/design

the industrial revolution. Initially, in the early phases of industrial production, design was an extension of an earlier craft tradition that became a problem of practice and production. Before and after the industrial revolution until the last half of twentieth century, society was stable, based on social conventions and cultural traditions. The lack of mass media made communication of knowledge limited and the inability to cross borders made travel limited. Therefore, there was no penetrability of the space, or what Bauman called a solid modernity [3].

Initially object design was simply an artistic activity framed within the limitations of production methods. In the middle of the twentieth century, theorists turned their attention to the concept of design discipline, thanks in part to research by Buckminster Fuller[4] and the publication of The Design Method, by Gregory[5]. Both of them defined design as an applied discipline that integrates architecture, industrial design, and engineering, calling it design-science. Fuller was the first to speak about design as a science. According to Fuller, design uses the principles of science to achieve a desired goal, carefully deconstructing a problem in order to create a solution.

Following the introduction and widespread dissemination of Fuller's ideas, another prominent design theorist, Herbert Simon, continued to advance the concept of design research. In The Sciences of The Artificial[6], he discusses the method of limited rationality applied to design. Simon argues that design is a way to correctly represent the reality of problems and a method to choose the best solutions to

those problems: this is the basis of positivist doctrine.

The rigid structure of design methodology described by Simon was later criticized by Donald Schön, who was one of the first to refute the classification of design as a science. According to Schön, design is not a science that uses fixed methods to solve well-given problems, but it is a mixture of both practice and theory[7]. He argued that the professional practice of design has to deal with "messy & problematic situations," and he suggested looking for a "reflective practice" that is "an epistemology of practice implicit in the artistic, intuitive processes which some practitioners do bring to situations of uncertainty, instability, uniqueness, and value conflict."[8] Seen as a phenomenological praxis, the observation of the emerging project is followed by the definition of basic general rules, which could continuously change depending on different points of view and reference contexts; therefore, rules are not fixed.

Many design research theorists now agree with Schön's approach; design disciplines are understood to be different from the sciences and the humanities. One of the most important theorist, Bruce Archer, believes design has to be considered separately.

Design is not like the sciences which are based on measurements, hypothesis, and tests, nor it is like the humanities which are based on interpretative knowledge, contemplation, criticism, evaluation, and discourses. Rather, design includes a third area of more practical knowledge that is based on sensibility, invention, validation, and implementation. Using a designerly mode

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3   Zygmunt Bauman, Liquid Modernity (Cambridge, UK : Malden, MA: Polity Press ; Blackwell, 2000).

4   In the text, we will refer to Richard Buckminster Fuller as Fuller

5   Sydney A. Gregory, The Design Method (London: Butterworths, 1966).

6   Herbert A. Simon, The Sciences of the Artificial, 2d ed., rev. and enl (Cambridge, Mass: MIT Press, 1981).

7   Donald A. Schön, Educating the Reflective Practitioner: Toward a New Design for Teaching and Learning in the Professions, 1. ed, The Jossey-Bass Higher Education Series (San Francisco, Calif.: Jossey-Bass, 1987).

8   Schön.

of inquiry, design research can incorporate this third area[9]. Archer defines design research as "a systematic search for and acquisition of knowledge related to design and design activity"[10].

In conclusion, Nigel Cross extends this line of argument, stating that design is a third area of education. According to Cross, there is a designerly way of knowing, thinking and acting.[11] These are processes of logic and thought used by designers to try to give more intelligibility to the world and to arrive at a product of design activity. The aforementioned strategies, differentiate design from every other discipline because they are solution focused, utilize constructive thinking, and use codes that can transform abstract concepts into concrete objects. Transforming abstract ideas into concrete forms allows designers to read and write using the objects' language.

DESIGN vs. RESEARCH

"The difference between design and research seems to be a question of new versus good. Design doesn't have to be new, but it has to be good. Research doesn't have to be good, but it has to be new. I think these two paths converge at the top: the best design surpasses its predecessors by using new ideas, and the best research solves problems that are not only new, but actually worth solving. So ultimately, we are aiming for the same destination but

approaching it from different directions[12]."

Is there a difference between a design question and a research question? The distinction Findeli makes between these two approaches is noteworthy.[13] He differentiated between the two kinds of question, pointing out that Ph.D. students in the design disciplines usually deal with their subject matter as a design question. It is the duty and task of their supervisor to equip them with a sufficient competence to be able to switch from a design to a research question. The transition between design and research question is not easy, requiring an intellectual depth to identify the research issues that underlie design questions.

What is the ideal research question? Considering that design usually deals with human experience, Findeli claims that a perfect research question is one that "uncovers and emphasizes the complex interdisciplinarity of the specific anthropological knowledge that is at stake in a design question."[14] But what does he mean by the term interdisciplinarity? Within the larger framework of the concept known as multidisciplinarity are two subsets: interdisciplinarity and transdisciplinarity. Interdisciplinary knowledge is pluralistic - it deals with two or more disciplines that may be both juxtaposed and integrated within a theoretical framework that links together all domains of knowledge. Meanwhile, transdisciplinary knowledge is synthetic and applied – it integrates diverse disciplines while carrying out a pragmatization of knowledge.[15]

9   Bruce Archer, "Design as a Discipline," Design Studies 1, no. 1 (July 1979): 17–20.

10   It is a report that Bonsiepe wrote about Archer's paper "A View of the Nature of Design Research" in Design, science, method. by R. Jacques, and J. Powell.
 Gui Bonsiepe, "The Uneasy Relationship between Design and Design Research," in Design Research Now Essays and Selected Projects, by Ralf Michel (Basel, Switzerland; Boston: Birkhäuser, 2007), 30–47, http://public.eblib.com/choice/publicfullrecord.aspx?p=1058924.

11   Nigel Cross, "Designerly Ways of Knowing: Design Discipline Versus Design Science," Design Issues 17, no. 3 (July 2001): 49–55.

12   Paul Graham, "Design and Research" (article derived from a keynote talk, Fall 2002), http://www.paulgraham.com/desres.html.

13   Alain Findeli, "Research Through Design and Transdisciplinarity: A Tentative Contribution to the Methodology of Design Research" («FOCUSED» — Current Design Research Projects and Methods, Mount Gurten, Berne Switzerland, 2008), 67–91.

14   Findeli, "Questions, Hypotheses & Conjectures."

15   I used a definition by A. Findeli, for whom "knowledge delivered from analytic-oriented scientific

There is an overlap between design research and design practice. Design research and practice are connected by their common ambition to improve and maintain the "habitability" of the world[16] while enhancing its intelligibility and utility. Findeli & Bousbaci introduced the "Bremen Modell"[17] to propose that both design and research projects are divided into two phases: conception phase and reception phase.
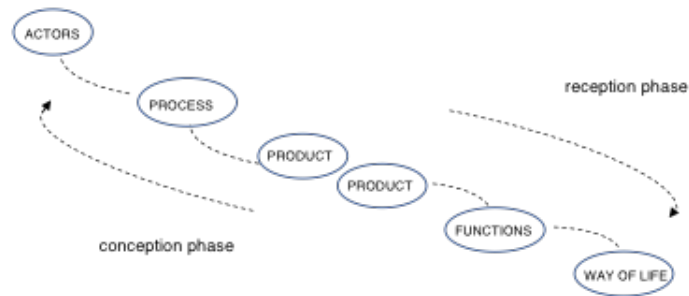
71 - Author's reproductio of Findeli & Busubaci BREMEN MODEL, a model of the design project which emphasize the two phases (reception and conception)

In the conception phase, there is an exploration of the processes of logic and thought that designers use to arrive at a design solution. Findeli includes in the conception phase what is defined by Cross as a design methodology that "includes the study of how designers work and think,

the establishment of appropriate structures for the design process, the development and application of new design methods, techniques and procedures, and reflection on the nature and extent of design knowledge and its application to design problems"[18].

Consequently, there is an observation, a modeling, a description, and a theorization of these processes[19]. In the reception phase, the designer reflects on the project by soliciting feedback on the outcome. These two phases apply equally to design research projects, albeit in a modified way.

In summary, there are two primary aims of design research: human-centered anthropological questions that deal with the relationship between people and their environment, and knowledge-centered academic questions that address the advancement of the design disciplines through a designerly way of knowing.

EVALUATING DESIGN RESEARCH

There are three general approaches to the question of how to evaluate the merits of design research. Regarding theoretical knowledge, design research is expected to provide a significant and original contribution that broadly enhances knowledge in (and beyond) the design fields. Regarding design education, design research must demonstrate that it comprises applicable and transmissible knowledge that enhances the educational scope of the academy at large.[20] Regarding design praxis, design research should demonstrate practical utility within the

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disciplines need to be worked out (transformed) so that it can be engaged or embedded in action". In this text, Findeli well structures the difference between multi-pluri-inter-trans-disciplinarity. A. Findeli in "Research Through Design and Transdisciplinarity: A Tentative Contribution to the Methodology of Design Research", Swiss Design Network Symposium (2008): 76-81.

16   As reported by A. Findeli in "Searching for Design Research Questions" (QUESTIONS, HYPOTHESES & CONJECTURES (2010): 301. The origin of the concept of "habitability" is attributed to M. Heidegger, Bauen Wohnen Denken (1951) and it was firstly used by Branzi & Manzini, in the early 1980's.

17   Alain Findeli and Rabah Bousbaci, "L'Eclipse de L'Objet Dans Les Théories Du Projet En Design (The Eclipse of the Object in Design Project Theories)," The Design Journal 8, no. 3 (November 1, 2005): 35–49.

18   Nigel Cross, ed., Developments in Design Methodology (Chichester ; New York: Wiley, 1984).

19   Findeli, "Questions, Hypotheses & Conjectures."

20   Findeli, "Research Through Design and Transdisciplinarity: A Tentative Contribution to the Methodology of Design Research."

community of design practitioners.

In his essay, "From a Design Science to a Design Discipline," Nigel Cross describes the characteristics of best practice in design research: qualities that are the hallmark of successful research in any academic discipline[21]. According to Cross, research should be: purposive, identifying a problem that is worthy of investigation; inquisitive, aiming to acquire new knowledge that advances the field; informed, demonstrating an awareness of prior research; methodical, exhibiting a disciplined process in the pursuit of knowledge; communicable, clearly presenting results that are both accessible and testable by others.

In "Design Re-Thinking: Some Issues about Doctoral Programmes in Design," Fatina Saikaly presents empirical analysis of more than a dozen Master and Ph.D. level research projects from around the world[22]. Saikaly, an emerging young scholar addressing the topic of design research, identifies three ways to approach design research: 1. science and humanities approach; 2. practice-centered approach; 3. practice-based approach. Here we can draw a connection between Salkaly's work and the ideas of Alain Findeli[23], a seasoned academic with years of teaching and research experience. He supports what Saikaly has described as a practice-based approach, identifying it as research through design or project-grounded research. Findeli arrives at his definition from a critique of two other approaches to design research -

research for design and research about design.

Saikaly's, science and humanities approach is identified as the most common approach, it is a systematic and methodological approach, also defined by other theoreticians as "academic research[24, 25]."

The main components of this approach are identified by Saikaly as:

– Description of the research topic.

– Articulation of the research question.

– Development of a review of literature.

– Framing of the methodological approach.

– Application of methodological approach.

– Presentation of results (articulation of discussion, statement of research contribution, proposal of future work).

Evaluation of the results of this methodological approach must determine if the research provides a significant contribution to knowledge within the field, applicable and transmissible knowledge within the academy, and practical knowledge that can be deployed in practice, or if it fails to provide useful theoretical, academic, or practical knowledge: what Findeli defines as research about design.

A second approach identified by Saikaly is a practice-centered approach. Similar to Findeli's description of "research for design," this method suggests that the development of design projects can be understood as a form of investigation. Findeli is critical of this approach,

21   Niegel Cross, "From a Design Science to a Design Discipline: Understanding Designerly Ways of Knowing and Thinking," in Design Research Now Essays and Selected Projects, ed. Ralf Michel and Board of International Research in Design (Basel, Switzerland; Boston: Birkhäuser, 2007), 41–54, http://public.eblib.com/choice/publicfullrecord.aspx?p=1058924.

22   Fatina Saikaly, "Design Re-Thinking: Some Issues about Doctoral Programmes in Design" (Techné: Design Wisdom, Barcelona, 2003); Fatina Saikaly, Towards the Designerly Way, ed. PhD Thesis, Politecnico di Milano, 2004.

23   Findeli, "Research Through Design and Transdisciplinarity: A Tentative Contribution to the Methodology of Design Research."

24   Alain Findeli, "Introduction," Design Issues 15, no. 2 (1999): 1–3.

25   Cross, "Designerly Ways of Knowing."

identifying it as far too focused on praxis. Because it draws on available knowledge and focuses exclusively on narrow practical applications, any new knowledge that is generated is neither theoretically and academically rigorous nor is it suitable for publication.

A final approach identified by Saikaly is a practice-based approach. This methodology suggests that research can be conducted parallel to the design process, but not as the specific objective of the design project. The design project provides a foundation and a context within which research can evolve and be guided by the exigencies of the design project. This suggests a less rigid structure within which research develops in a more flexible way.

CONCLUSION:

Considering that design and science use such different approaches to research, it is evident that there is a clear distinction between the domains of design and science. Design includes an area of more practical knowledge that is based on sensibility, invention, validation, and implementation. Science, meanwhile, confines itself to modes of inquiry that lead to universal truths and repeatable outcomes. Findeli's assertion that there is a designerly way of knowing, thinking and acting that is solution focused, uses constructive thinking, and uses codes that can transform abstract concepts into concrete objects is both a practical extension of and a simultaneous departure from the domain of science.

This distinction clarifies how to ideally approach and frame design research questions. Although all the approaches given by Saikaly are valid and potentially fruitful, the practice-based approach emerges as the most effective approach due to its use of design projects as a foundation

for research which can produce more rigorous and publishable knowledge, what Findeli defines as research through design or project-grounded research.

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