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Web Mapping

Lab 5

**Introduction**

The goal of this project was twofold. First I wanted to determine the level of social networking activities that were taking place in Nova Scotia. Second, I wanted to see what kind of things people were photographic – or in this case: ‘gramming’. Nova Scotia is fairly sparsely populated compared to many other parts of the world, but it’s also an area of immense natural beauty. Obtaining this kind of social data can enable officials to determine what it is that citizens and tourists value in this region. This data could help steer marketing or advertising towards a specific demographic that could grow tourism in this part of the country. Photographic data is also helpful for spreading awareness of environmental issues and protecting natural resources. After researching a number of different towns around Cape Breton Island, I chose the town of Ingonish because it seemed to return the most images.

**Methods**

My first step was to obtain a web template that would not only be aesthetically pleasing, but also maximize the viewable content that I’m focusing on. I also needed to choose a basemap that would highlight the natural features of this region since that is a large feature of this endeavor. I ended up choosing a pretty minimalistic layout to place the emphasis on the map, and chose a basemap that displays forests, beaches, lakes, and mountains. After these decisions, I pasted the javascript into the html file to create a basic web map from OpenStreetMap onto my web template and fixed the extent to a point in Nova Scotia using the appropriate coordinates. Next, I obtained the javascript API code for the Instagram API that would allow me to pull images from Instagram’s servers based on given coordinates. After much hand wringing and even more tweaking of the script, I was able to successfully pull the Instagram photos onto my map.

**Results**

The results yielded a limited number of photos, but most Instagram photos feature the natural beauty of Cape Breton Island. Based on the returns, it seems like people visit this area for business and pleasure. Indeed, One such photo was tagged ‘#investorsummit2015’. Due to its rather remote location, this part of the world seems most to those who have the time or money to get there.

**Conclusion**

This project, while yielding few results, does highlight the natural beauty of the North Atlantic Coastal region and Cape Breton Highlands. The results indicate that those who live or visit the area are interested in the hilly and/or mountainous inland as well as the rocky coasts. It also seems like wealthier individuals are more likely to frequent the area, which could mean two things. Advertising could target wealthier markets to draw in deeper pockets. However, local officials could seek to broaden the tourist base and attempt to draw in less wealthy, middle class visitors. A better analysis could use scripts that increase the returns on photos in order to gain a greater insight into what people value. It could also look at examining other social media platforms like Twitter or Facebook to see what people are talking about.

http://gus8068spr16.github.io/LAB\_5/Lab\_5\_Fritz/index.html