Samantha Schuetz

Dr. Ryan Burns

Web Mapping

15 April 2016

Lab 5: Instagram Overlay in Fairmount

1. Introduction

The purpose of this analysis is to examine the Instagram posts that are publicly geotagged at and around Piazza Venezia in Rome, Italy. This visual representation of the geographic locations of photos shows which parts of Rome’s historic center and shopping district are most frequently tagged and made available to the public. The photo tags are made visible on a basic map constructed using Leaflet.Instagram’s API. These tags could speak to the popularity of given locations in the most heavily visited historic section of the Eternal City.

1. Methods

This map displaying the geotagged Instagram photos was created using Github as a platform for coding. The code used included an Instagram token so that the Leaflet.Instagram library’s photos and posts in the area may be accessible to code. The latitude and longitude of the center of the map are 41.8952 degrees N, 12.4820 degrees E. The data scraped from the Leaflet.Instagram API was centered on this location in Piazza Venezia, near Rome’s historic center, which is the target area which is intended to be displayed. The formatting code for the web page is kept minimal, with the intention to adjust the spatial focus and zoom limit for functional purposes. The focus also uses the latitude and longitude coordinates. The maximum zoom level is set to 25, while the minimum zoom is set to 3. This wide range of zooming is in an attempt to show precision in location of photos.

1. Results

The resulting map displays the accessible geotagged photos in Rome’s historic and shopping center surrounding Piazza Venezia. It seems that the quantity of viewable, geotagged photos in this location is surprisingly low considering the number of visitors and selfie-stick wielders in the area. Figure 1 shows a zoomed-out image displaying the number of tagged photos in their entirety (12 photos are showing up). Perhaps those who visit Rome and tag their photos have strict privacy settings, do not share their geo-location or are not included on this map for some other, technical reason. The photos are, not surprisingly, concentrated around the Trevi Fountain and the Roman Forum. What is surprising is that only one photo near the Colosseum is geotagged and displayed. One must wonder if this map will change as the tourist season picks up again in the summer and why so few photos are being displayed.

The map can be viewed following this link: <http://samanthaschuetz.github.io/lab5.html>

1. Conclusion

In conclusion, the map created through this analysis of geo-tagged Instagram photos in Rome’s historic area surrounding the famous Piazza Venezia only shows a handful of photos taken on the Leaflet.Instagram API format. This should be explored further as to why so few photos are shown, but the most famous parts of the city, specifically tourist monuments, are featured in the 12 photos on the map. Perhaps the geo-tagged feature of Instagram is less popular in Rome, or perhaps the limitations to Instagram’s API serve as an explanation to the low quantity.

1. Tables and Figures

Figure 1.

