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GUS 0868

Lab 5  
  
Introduction  
The purpose of this lab was to use Instagram’s API data to retrieve and map Instagram photos taken in a given geography. I decided to map Instagram photos taken in Manayunk--a quaint neighborhood in northwest Philadelphia.  
  
Methods

I began this lab by copying and pasting the appropriate API information into folders within my lab 5 folder. I soon realized that I didn’t need to do that, since those things were already uploaded on the class folder and I could simply retrieve them by linking my source code directly to those folders. However, my first step to making any web map is getting the map to show up on screen. So, I plugged in the source code into github so that my map would actually show up in my web browser once I plug in the map embedding code.  
  
For my next step, I plugged in the source code for the Instagram API and the web map. Then I plugged in another code that would take instagram’s API information and display it onto my map. The code required an “access token”, which was provided by Dr. Burns, and it gave me “access” to instagram’s API code so that I could display Instagram posts onto my map. I also had to plug in the latitude and longitude of the area in which I wanted to retrieve Instagram posts; I decided to use Manayunk of the focus of my map. Once the map was functioning, I edited the CSS code, and my map was complete.

Results

The end result was a map of Instagram pictures taken in Manayunk. Most of the photos are confined to Main Street, which is what I expected. Main Street is the main commercial corridor, and houses many bars, boutiques, and cafes--all ideal for snapping I nstagram pictures.

Conclusion

When using API information from social media outlets such as Instagram or Twitter, one can really spatially parse out where all the “action” is. While Manayunk is a small neighborhood, pretty much all of the photos were centered on Main Street. Again, this is not surprising since Main Street houses most, if not all, of the commercial activity in the neighborhood. The photos were a mixed bag of business promoting themselves, friends hanging at a bar, or people and their pets in their apartments. These photos go to show Instagram and social media in general is a terrific venue for establishing a brand and fan base.

Figures

