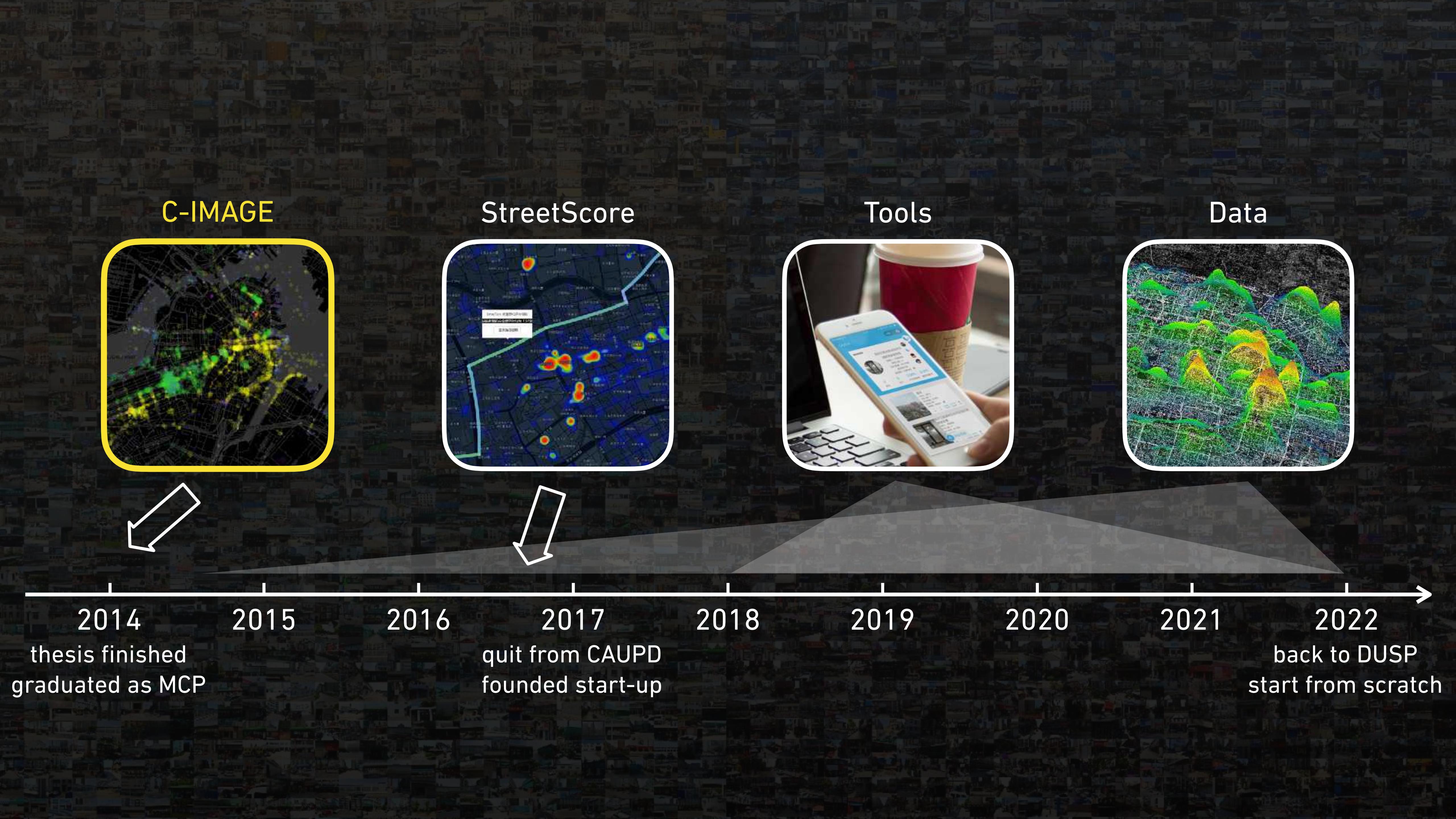


Mapping with Images

Quantitative analysis of cognition on physical space with computer vision

Liu Liu

2022.10.12





CIMAGE

LIU LIU

ADVISOR BRENT D. RYAN

CHINA

CITY

COLLAGE

CHALLENGE

CHANGE

COLLABORATION

COGNITION

CHANCE

CITIZEN

CONCENTRATED

CONCEPTUAL

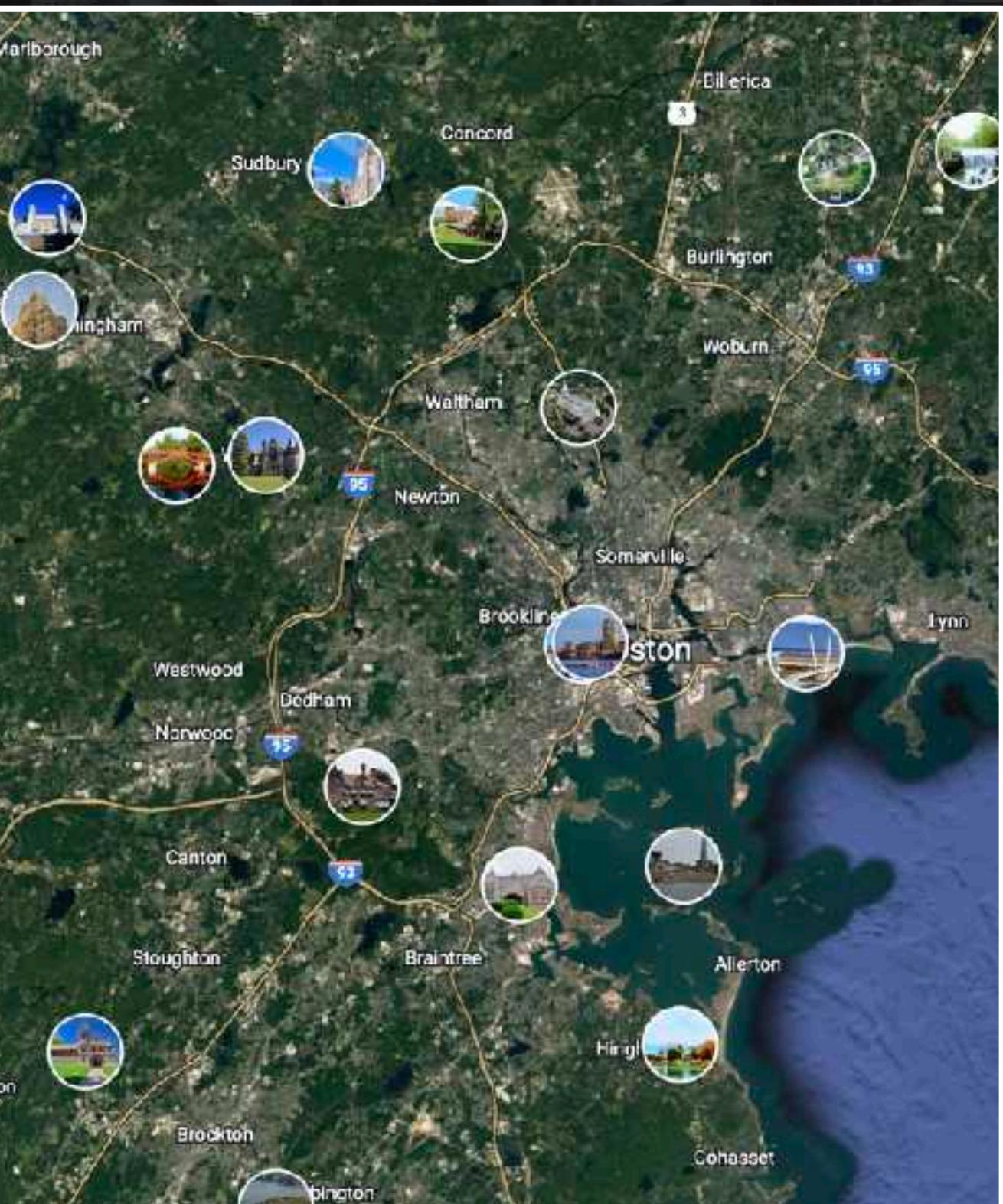
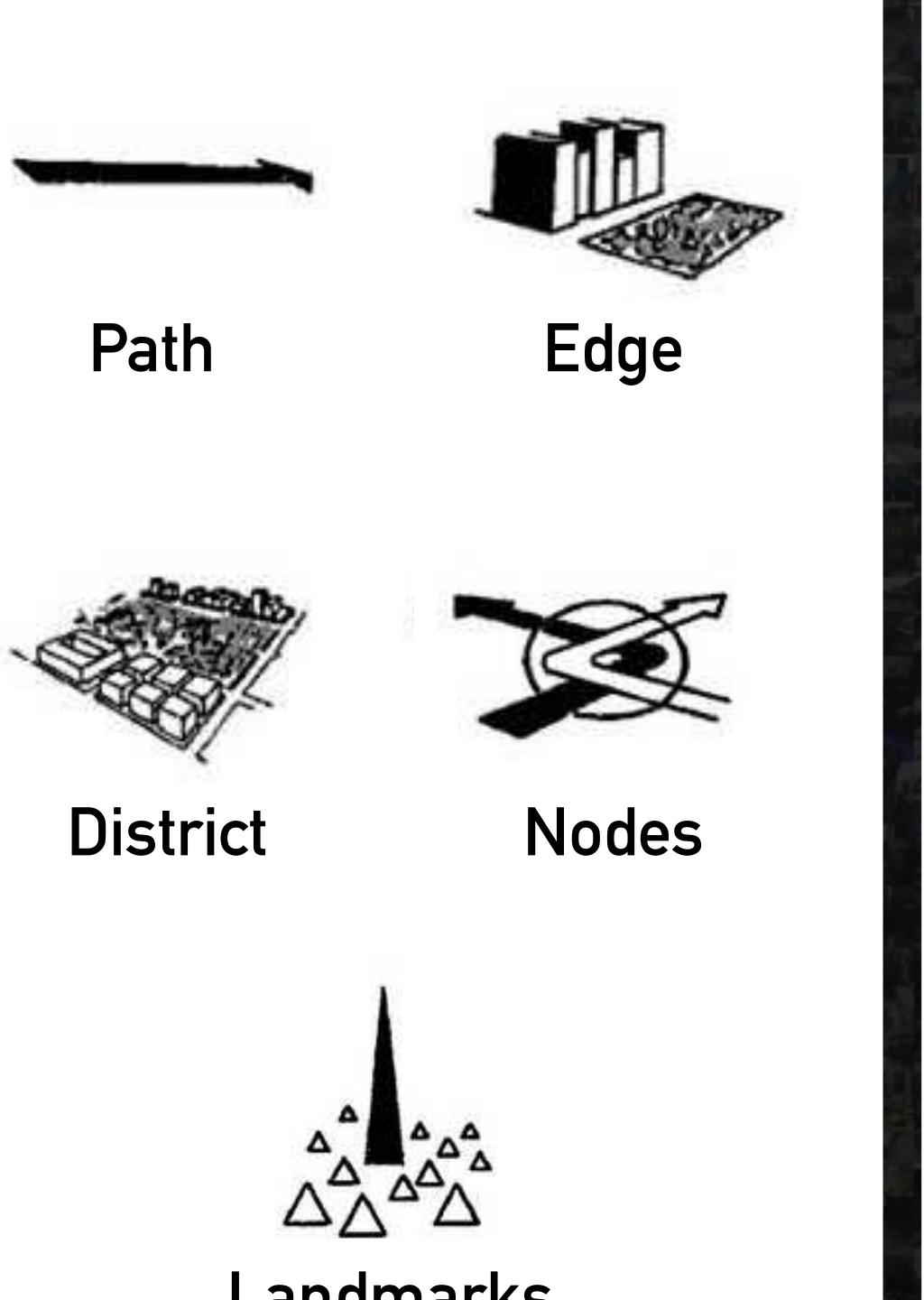
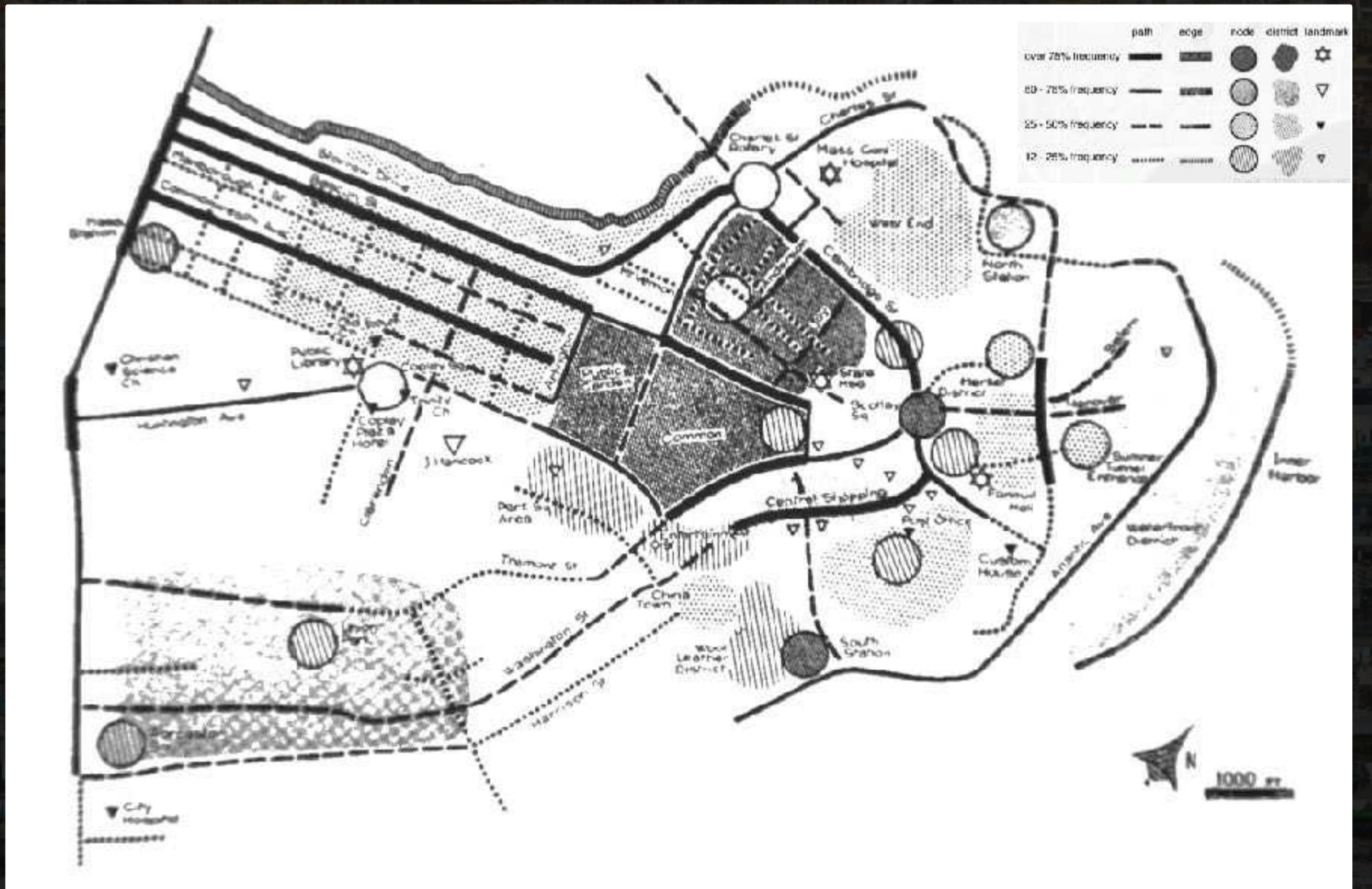
CONTENT-BASED

COMPUTATION

CROWD-SOURCEING

City Cognitive Mapping through Geo-Tagged Images

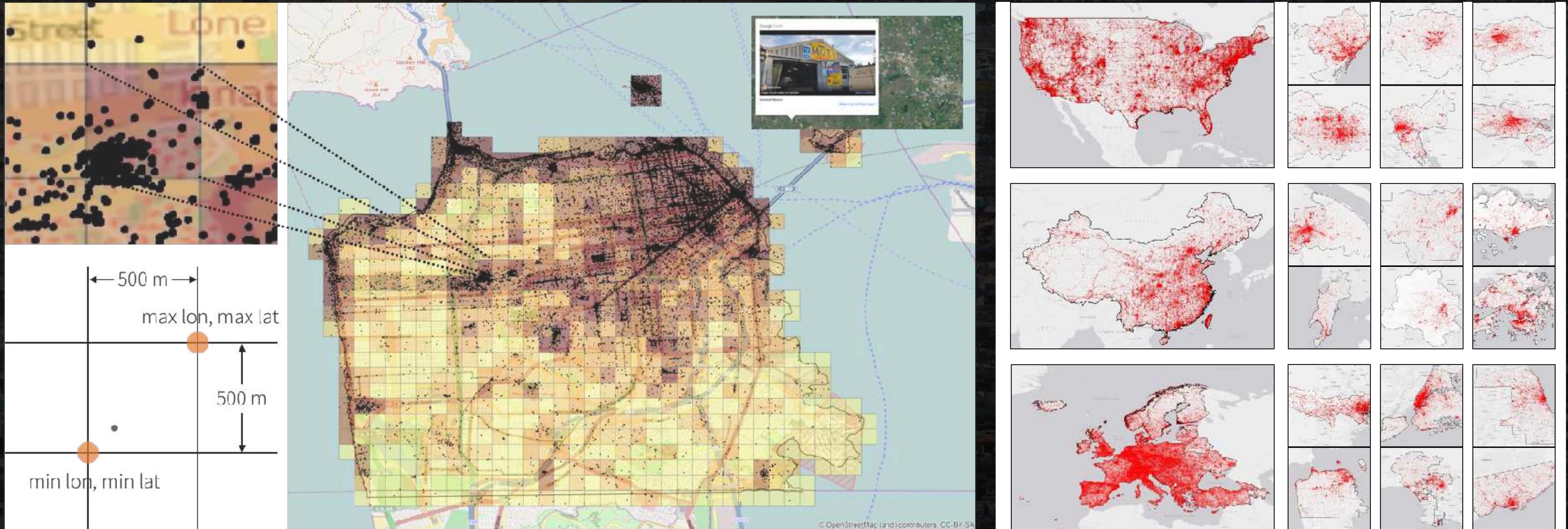
Since 1960s, Lynch did a series of research about city image by inviting people to draw their mental maps or by interviewing people in the city / after compiling all these sketches together, he generalized 5 elements — path, edge, district, node, and landmark — as the basic unit in people's perceptions.



C-IMAGE Project

Data Collection

Through the data API from Panoramio, I collected millions of geo-tagged photos from 26 cities. For each city, we cut the city into 500 by 500 meter grid, then use the top right corner which has largest lat and lon and the bottom left corner to compose requests of downloading all the images.



- Liu, L., Zhou, B., Zhao, J., & Ryan, B. D. (2016). C-IMAGE: city cognitive mapping through geo-tagged photos. *GeoJournal*, 81(6), 817-861.

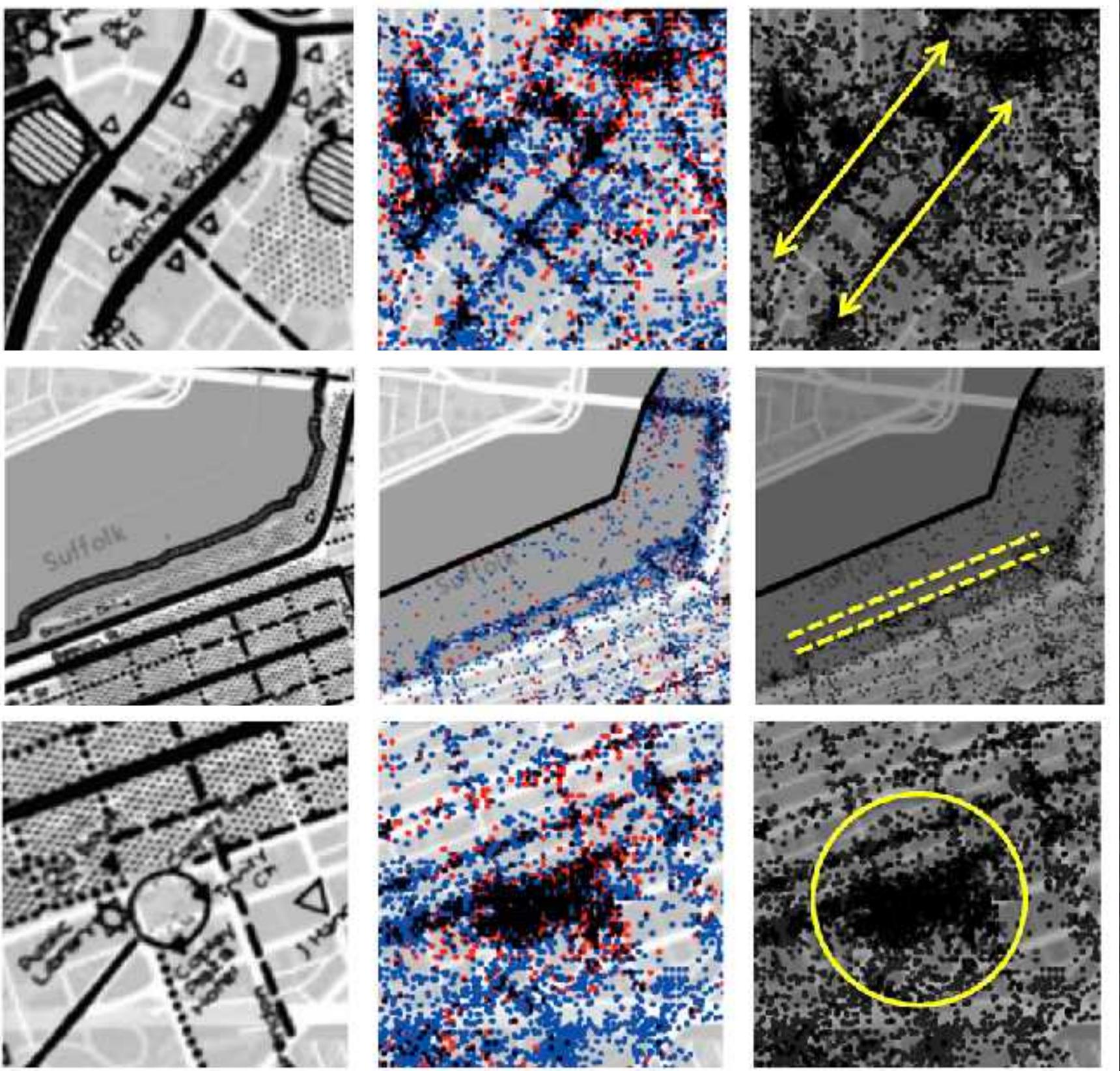
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C-IMAGE Project

Comparing to the five elements

The scattered plots of geo-tagged photos from Panoramio and Flickr(later added). I roughly compared with Kevin Lynch's city image map of Boston. The Path, Node, and edge are clear to see, but district is ill-defined.

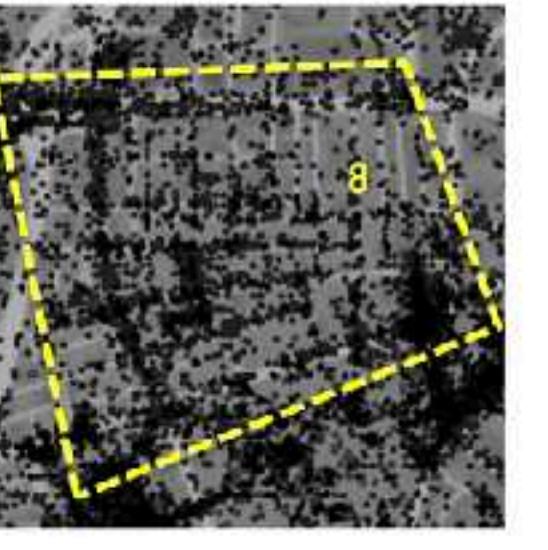
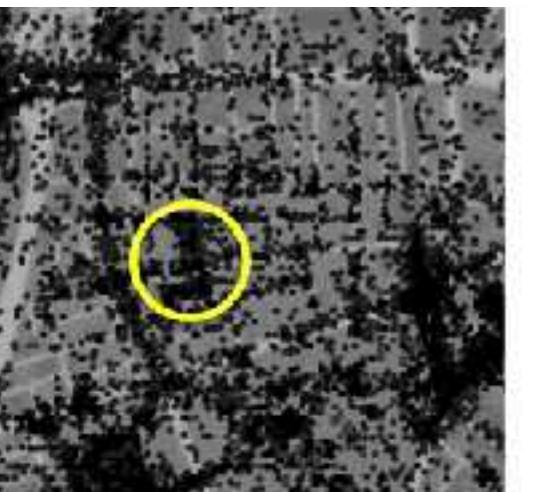
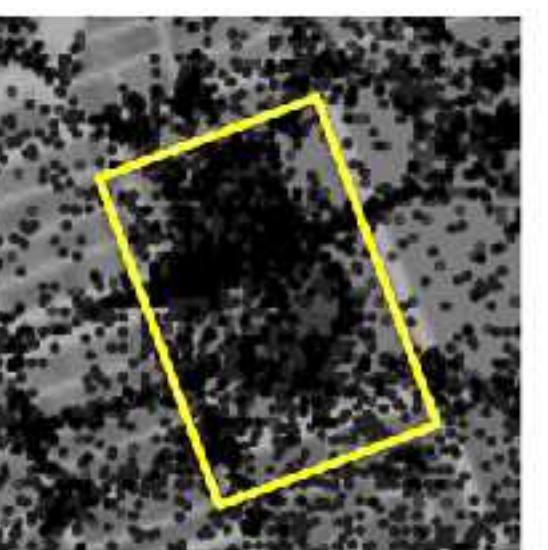
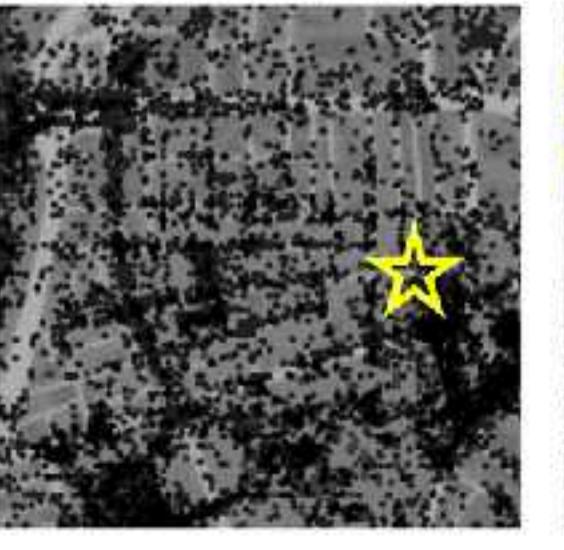
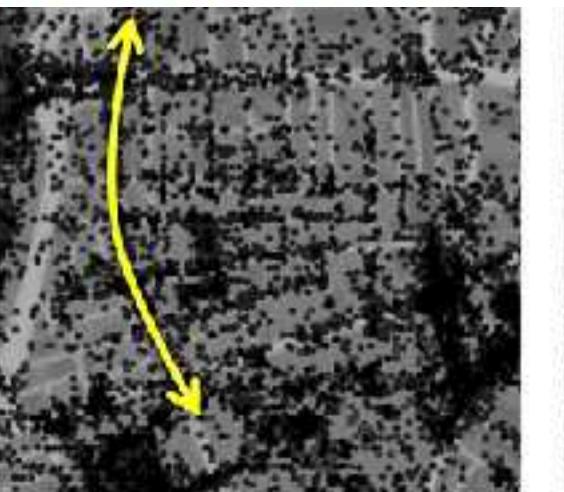
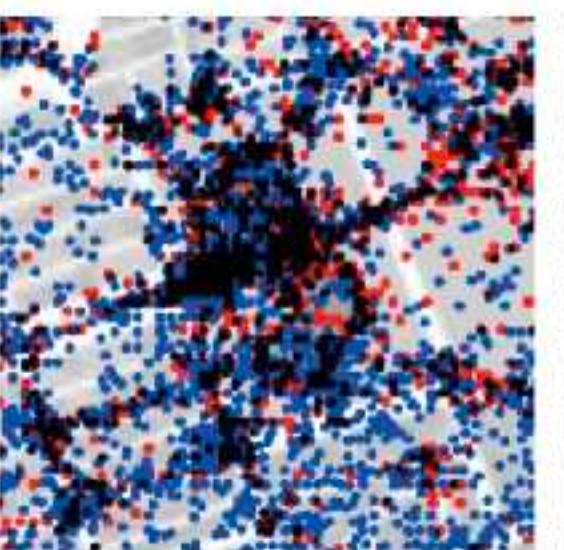
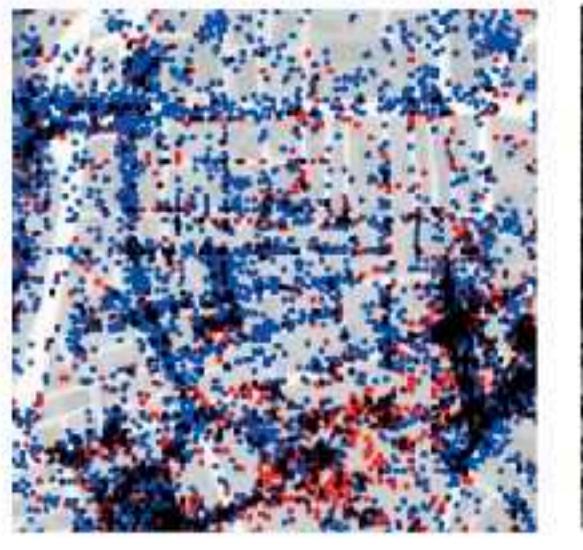
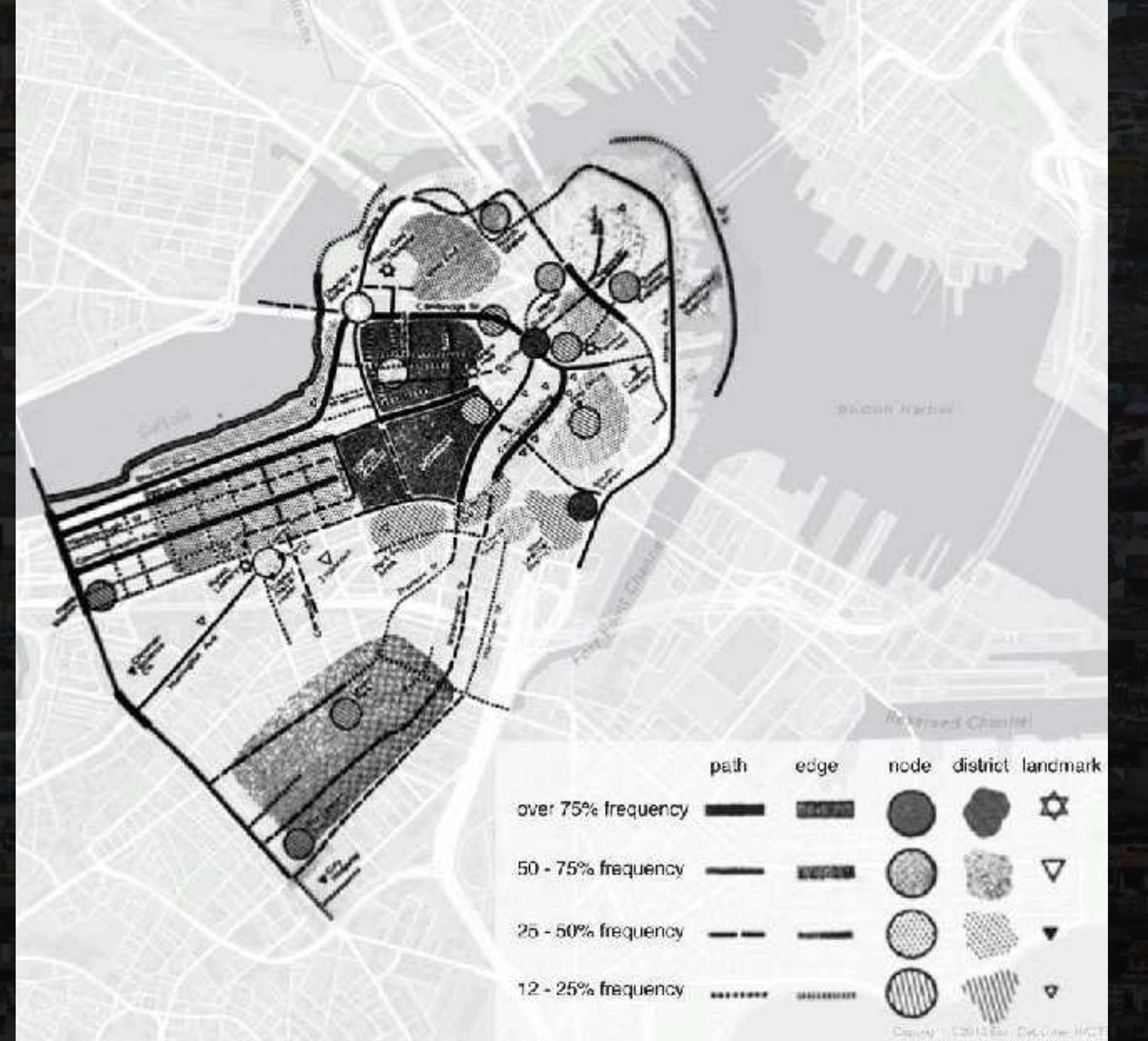
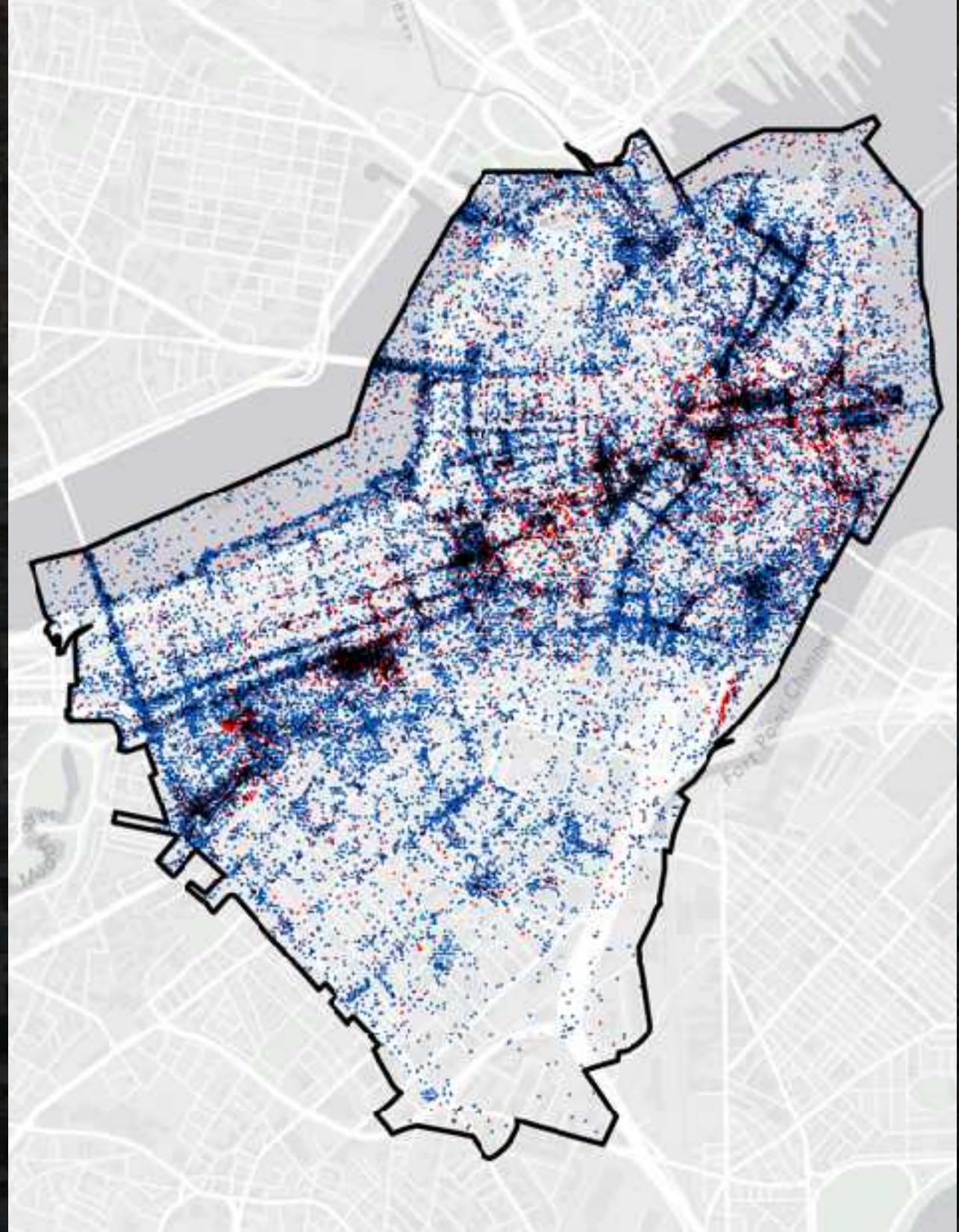
clues about paths, edges, and nodes



C-IMAGE Project

Comparing to the five elements

The scattered plots of geo-tagged photos from Panoramio and Flickr(later added), I roughly compared with Kevin Lynch's city image map of Boston. The Path, Node, and edge are clear to see, but district is ill-defined.

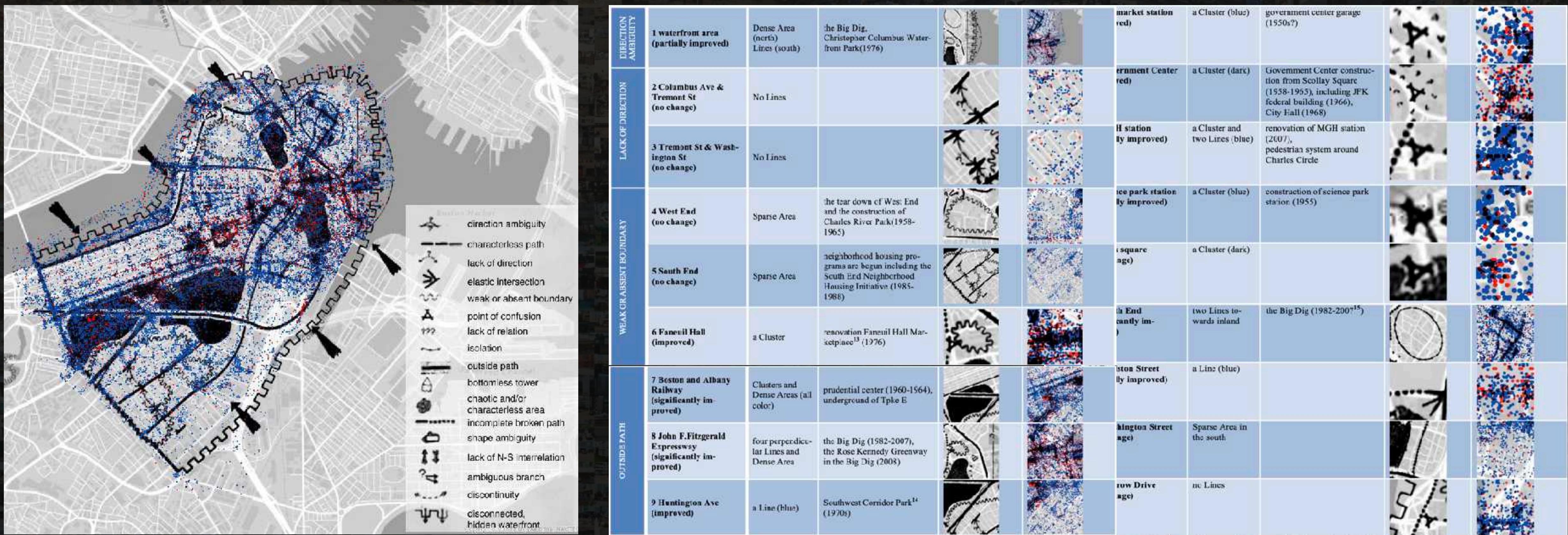


difficult to find districts

C-IMAGE Project

Comparing to the problem map (urban changes)

This is a project that originally comes from my thesis. By collecting millions of photos from 26 cities and then employing deep learning to perform scene recognition on them.



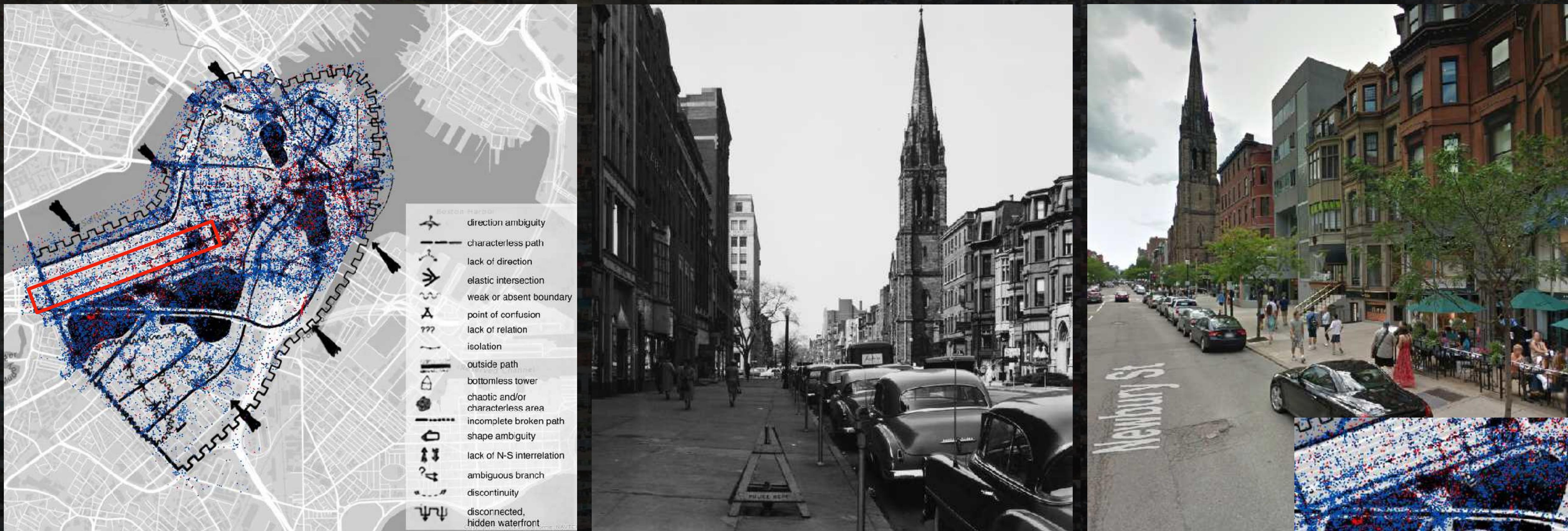
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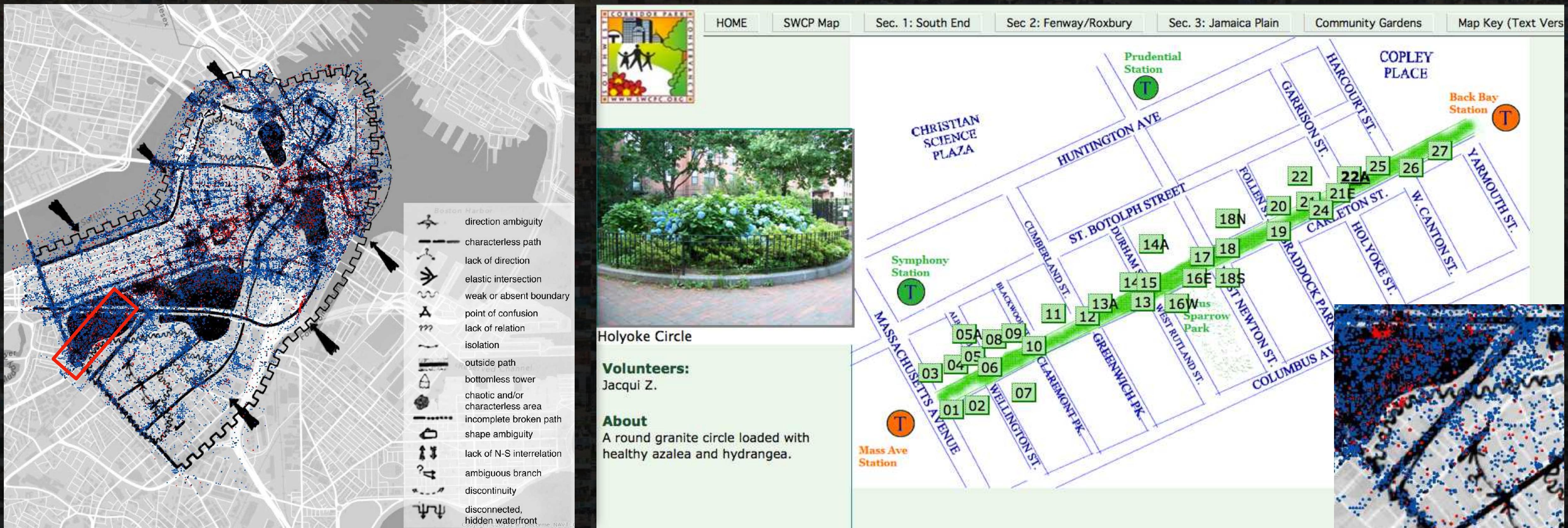
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C-IMAGE Project

Comparing to the problem map (urban changes)

This is a project that originally comes from my thesis. By collecting millions of photos from 26 cities and then employing deep learning to perform scene recognition on them.



C-IMAGE Project

Replotting through scene classification

Places

Bolei Zhou, Agata Lapedriza, Aditya Khosla, Antonio Torralba, Aude Oliva
Massachusetts Institute of Technology



1 Sailing / Boating



2 Driving



6 Vocationing / Touring



50 Shingles



17 Eating



19 Socializing



22 Competing



61 Sand



28 Farming



30 Shopping



32 Working



68 Running Water



40 Railroad



41 Trees



48 Asphalt



80 Matte

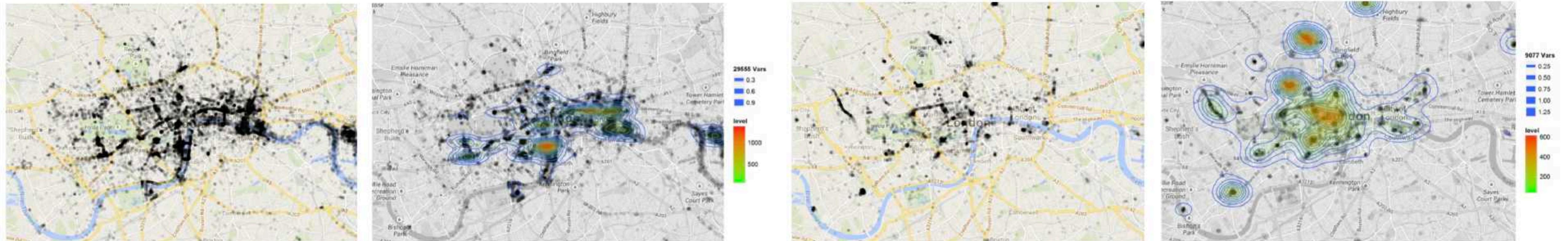
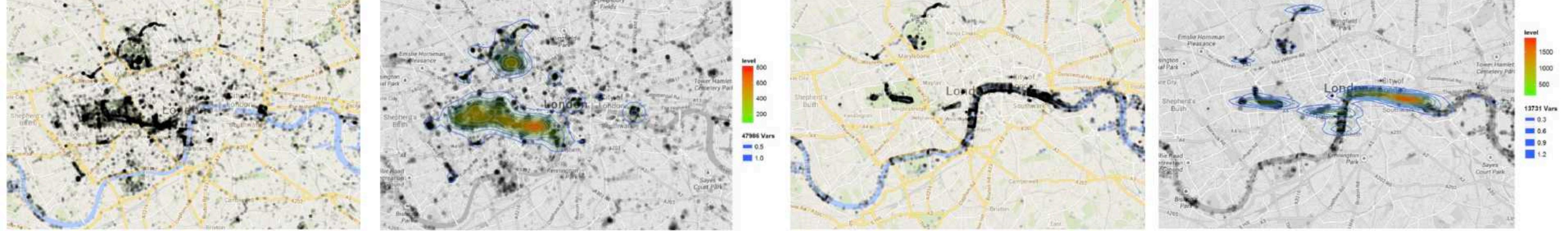
C-IMAGE Project

Replotting through scene classification

1 sailing boating	2 driving	3 bilking	4 transporting things or people	5 sunbathing	6 vacationing/touring	7 hiking	8 climbing	9 camping	10 reading	11 studying/learning	12 teaching	13 research	14 diving	15 swimming
16 bathing	17 eating	18 cleaning	19 socializing	20 cogerating	21 waiting in line/queue	22 competing	23 sports	24 exercising	25 playing	26 gaming	27 spectating/being in an audience	28 farming	29 constructing/building	30 shopping
31 medical activity	32 working	33 using tools	34 digging	35 conducting business	36 praying	37 fencing	38 railing	39 wire	40 railroad	41 trees	42 grass	43 vegetation	44 shrubbery	45 foliage
46 leaves	47 flowers	48 asphalt	49 pavement	50 shingles	51 carpet	52 brick	53 tiles	54 concrete	55 metal	56 paper	57 wood (not part of a tree)	58 vinyl/linoleum	59 rubber/plastic	60 cloth
61 sand	62 rock/stone	63 dirt/soil	64 marble	65 glass	66 waves/surf	67 ocean	68 running water	69 still water	70 ice	71 snow	72 clouds	73 smoke	74 fire	75 natural light
76 direct sun/sunny	77 electric/indoor lighting	78 aged/worn	79 glossy	80 matte	81 sterile	82 moist/damp	83 dry	84 dirty	85 rusty	86 warm	87 cold	88 natural	89 man-made	90 open area
91 semi-enclosed area	92 enclosed area	93 far-away horizon	94 no horizon	95 rugged scene	96 mostly vertical components	97 mostly horizontal components	98 symmetrical	99 cluttered space	100 scary	101 soothing	102 stressful			

- Liu, L., Zhou, B., Zhao, J., & Ryan, B. D. (2016). C-IMAGE: city cognitive mapping through geo-tagged photos. *GeoJournal*, 81(6), 817-861.

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C-IMAGE Project

Replotting through scene classification

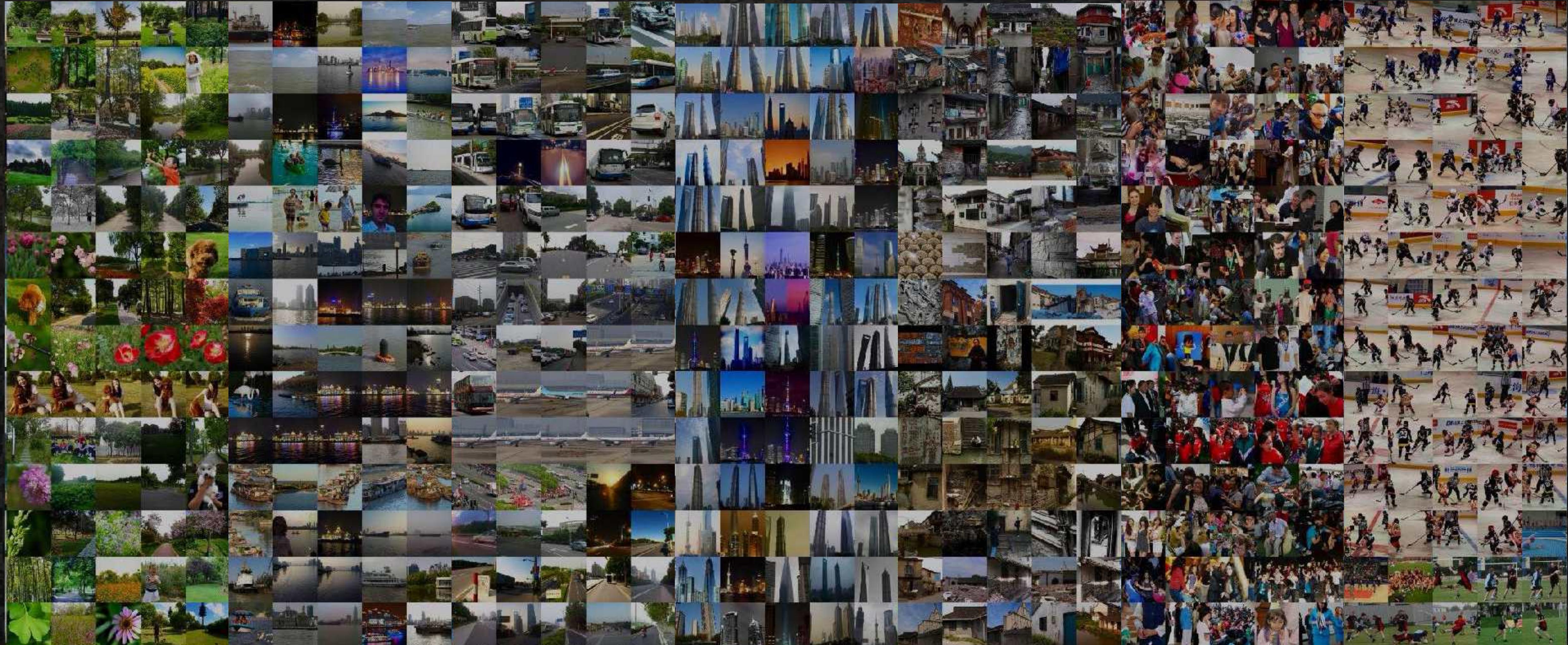


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C-IMAGE Project

Replotting through scene classification



Green Perception

Water Perception

Transportation Perception

High-rises Perception

Architecture Perception

Socializing Perception

Athletic Perception

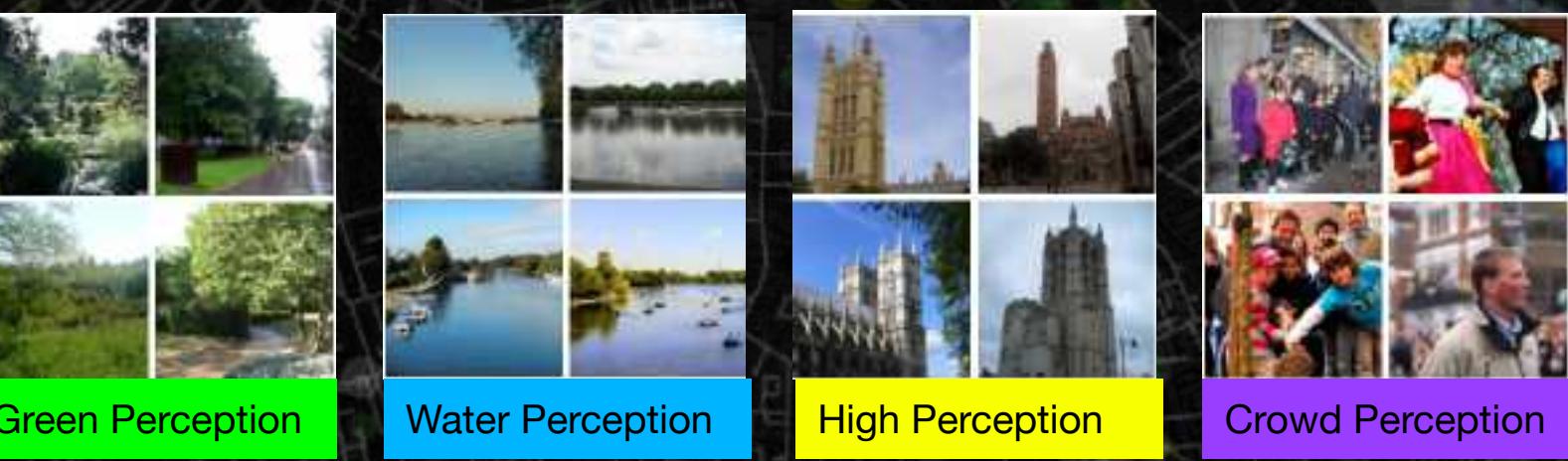
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C-IMAGE Project

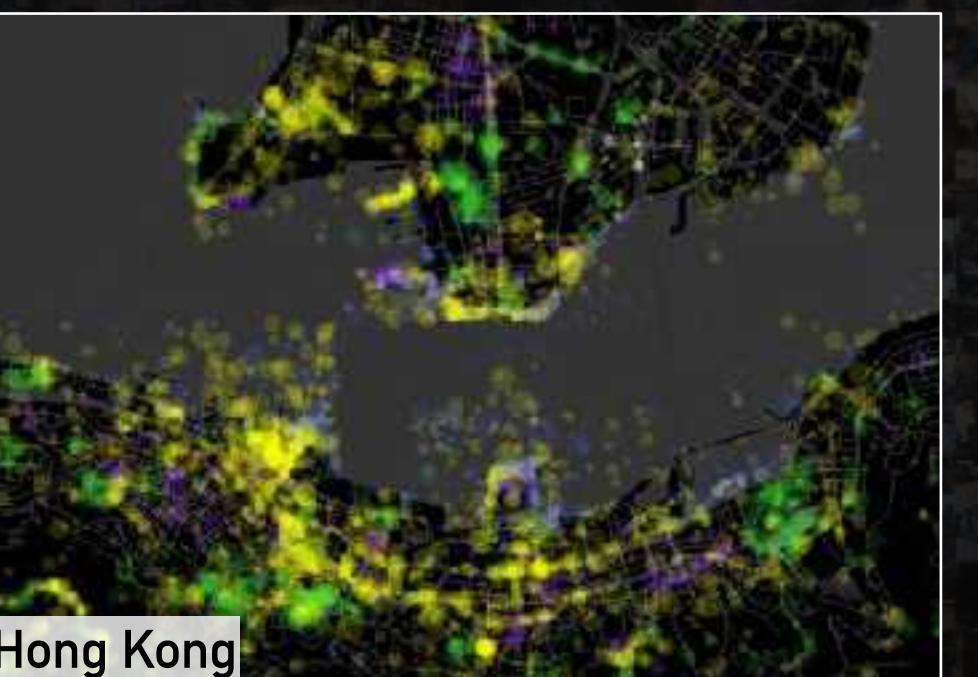
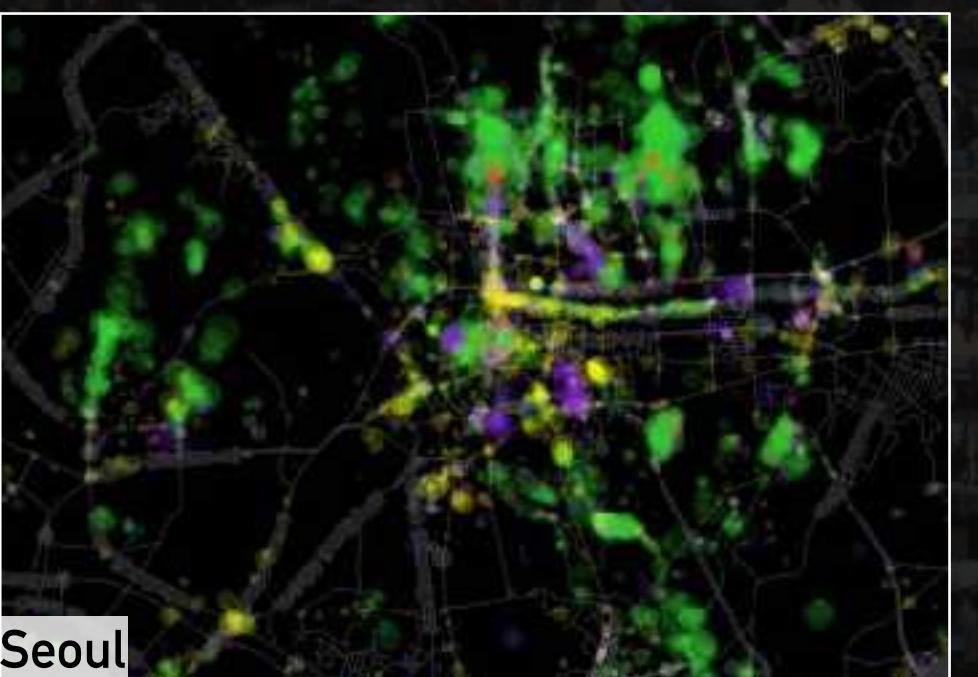
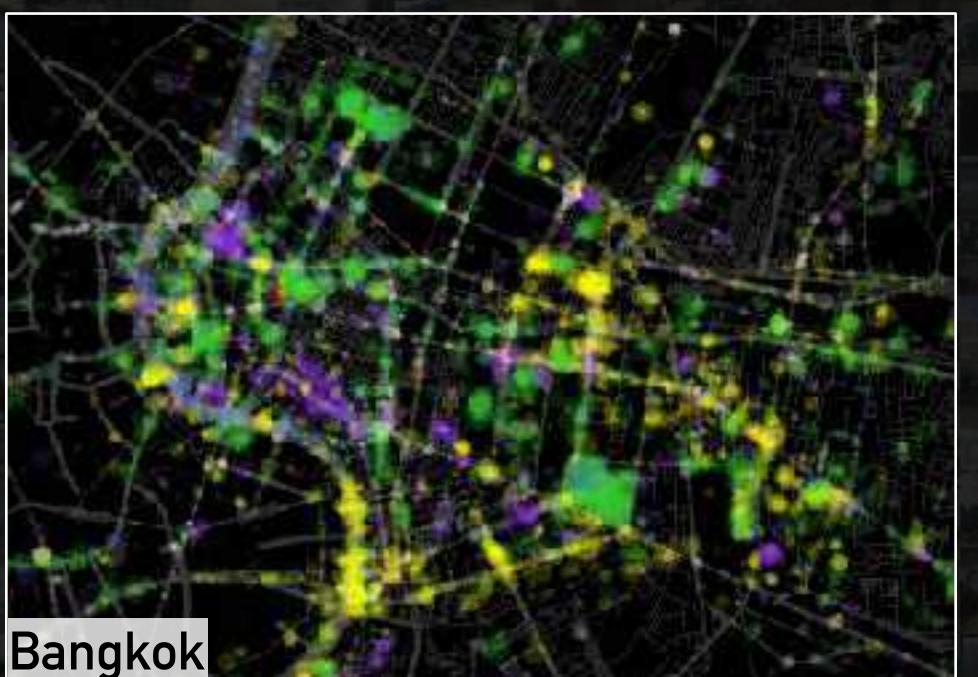
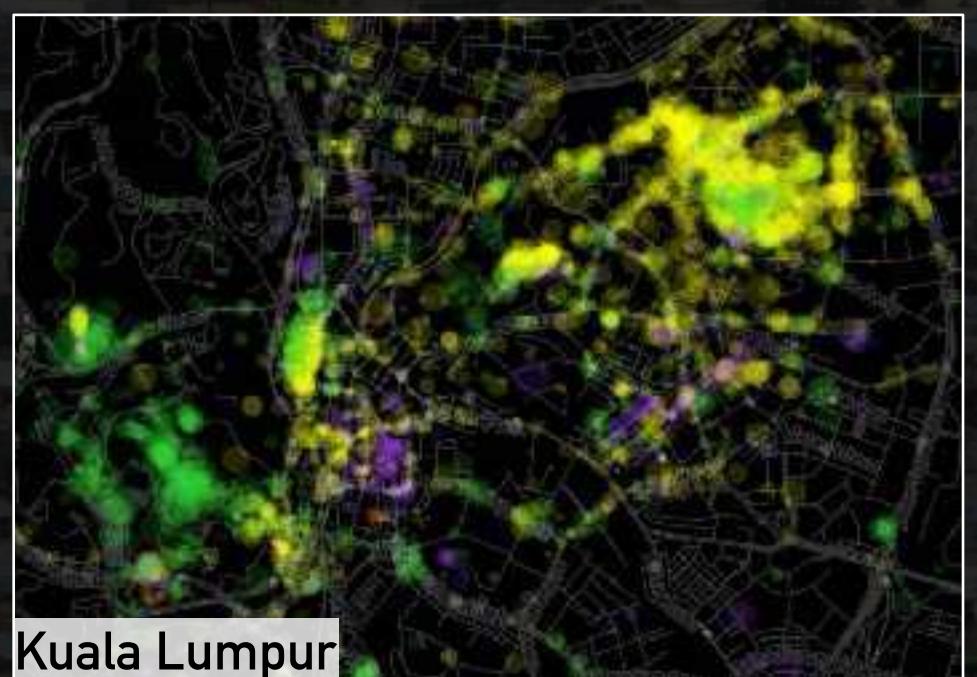
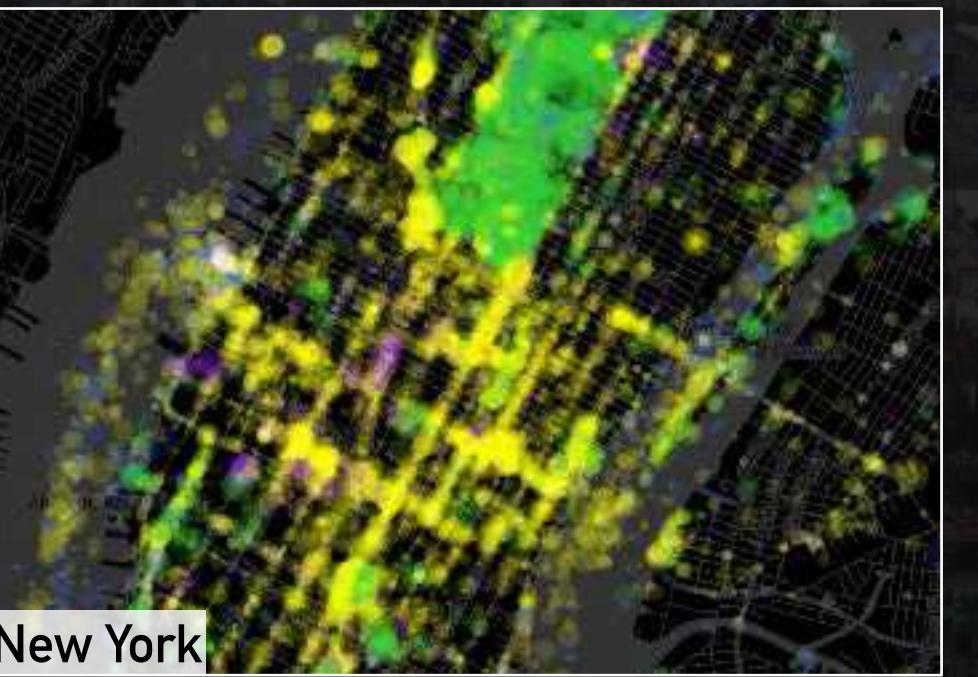
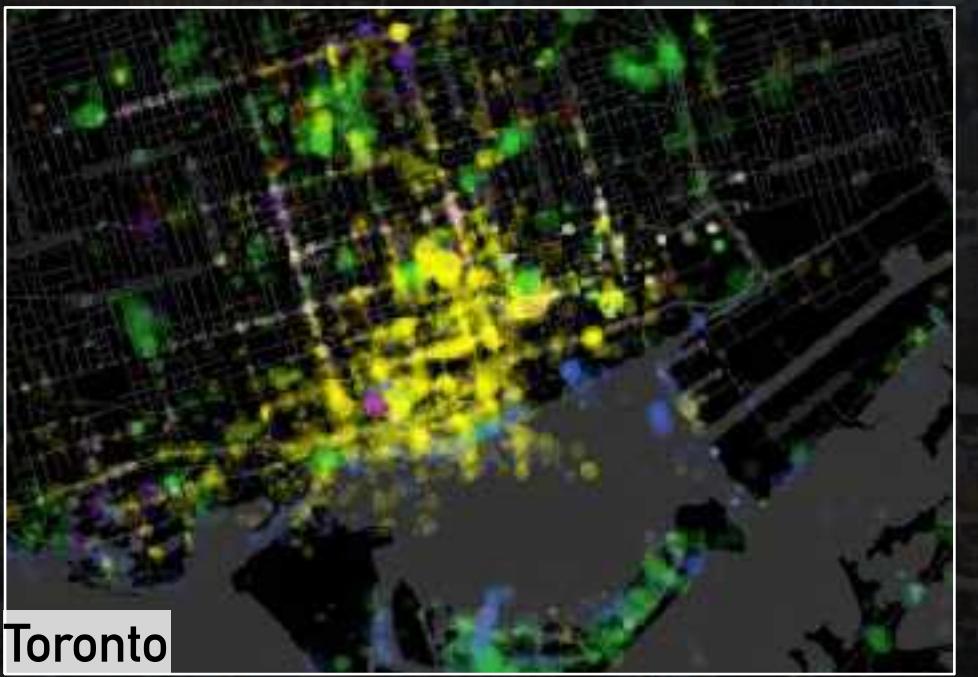
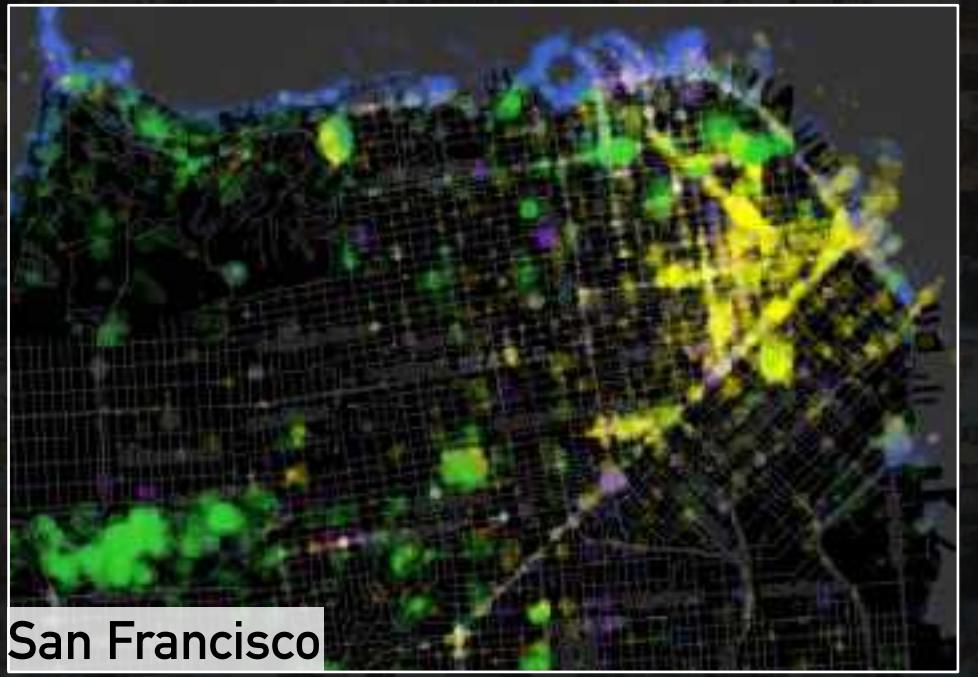
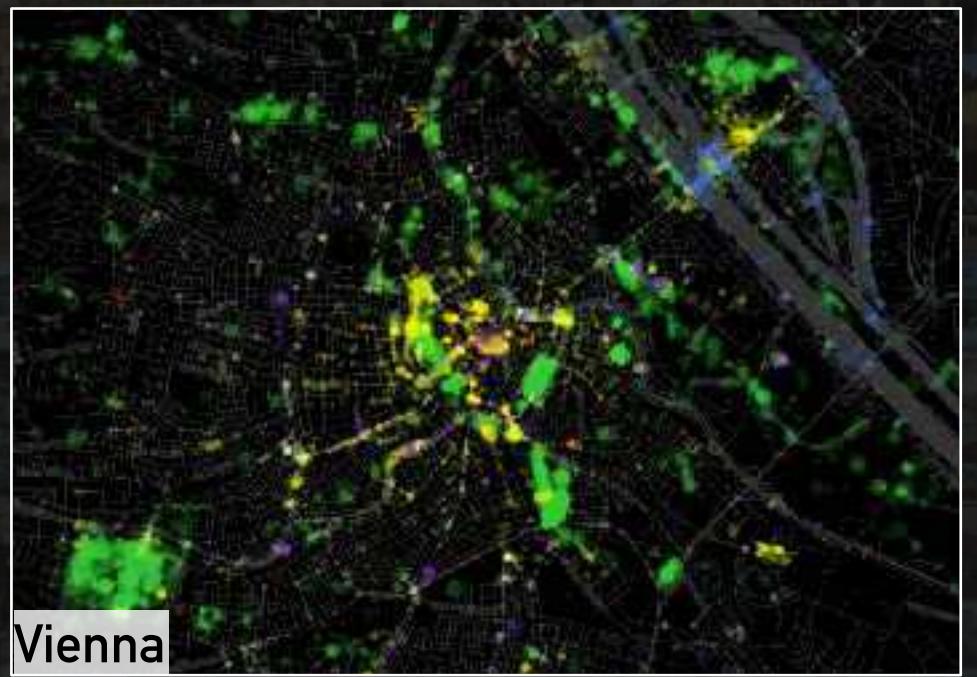
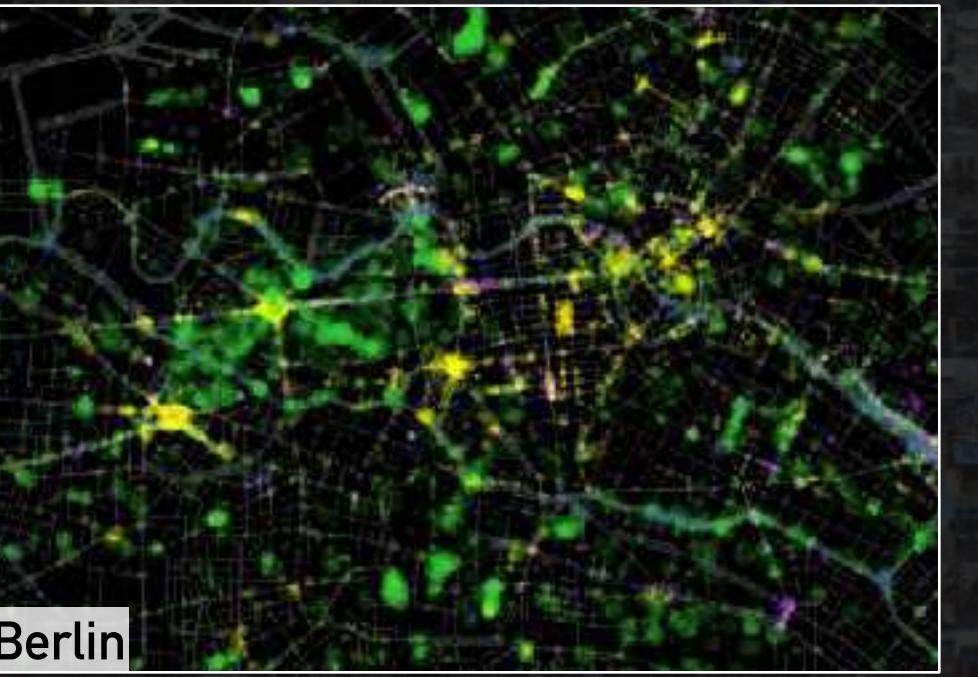
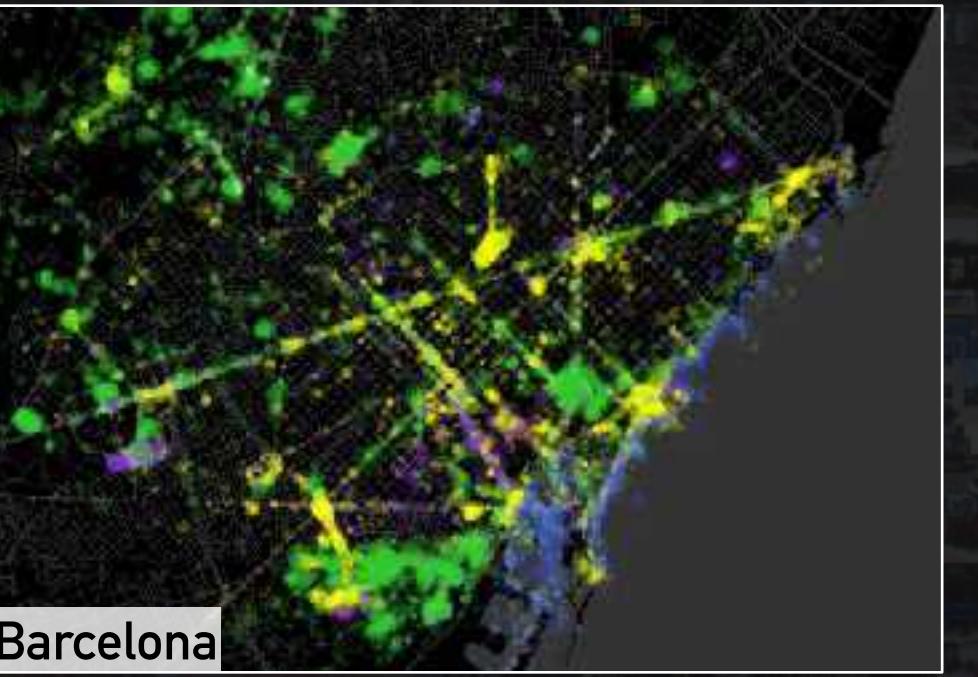
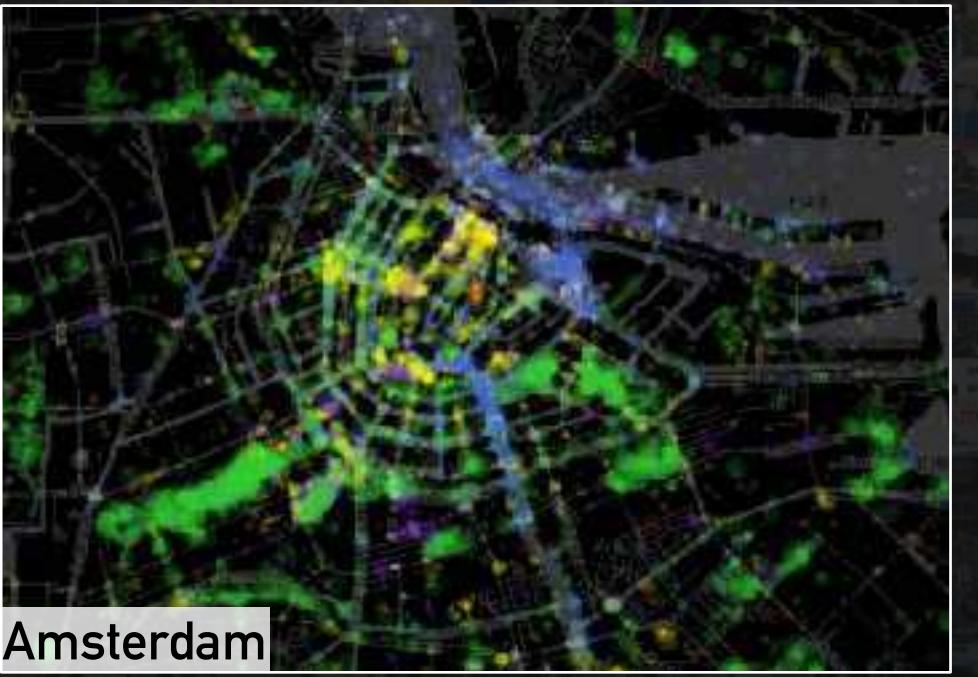
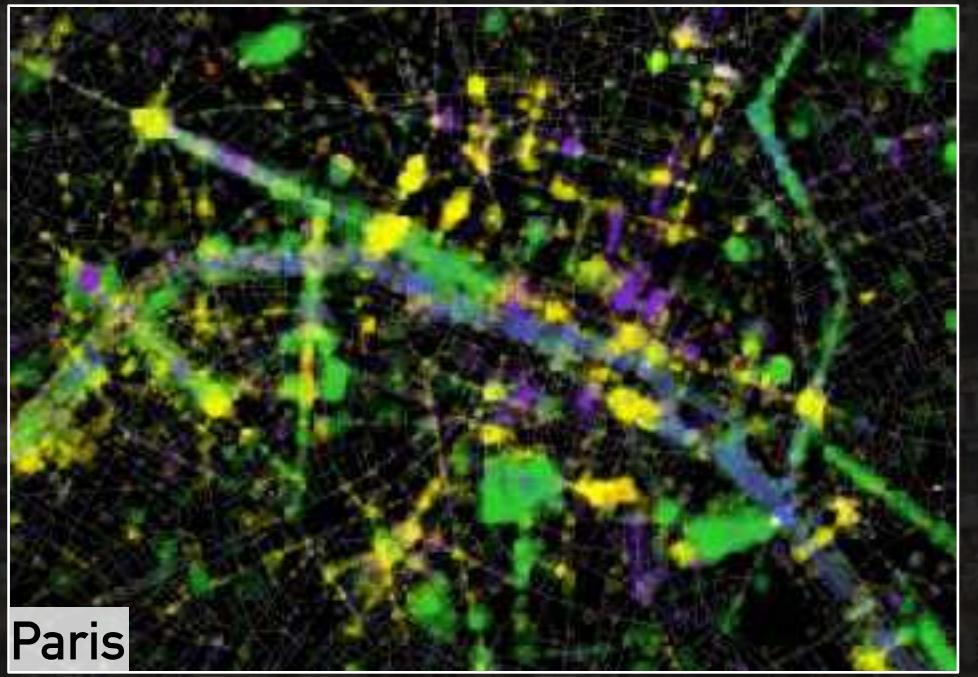
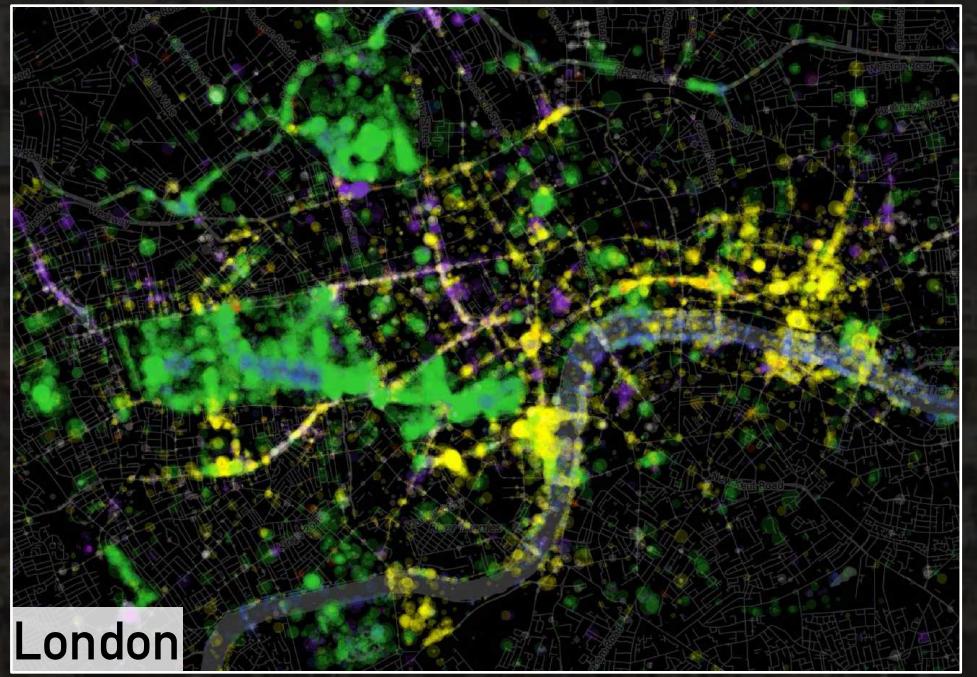
A reflection between "Real Space" and "Perceived Space"

Through image analysis of hundreds of thousands of photos from Panoramio, city maps can be generalized into a perceived world which includes large amount of subjective feelings from the public. For example, this is the perceived map of London, in which green dots stand for green space, blue dots are water space, yellow dots represent high-rises, and purple dots mean crowds of people.



C-IMAGE Project

A reflection between "Real Space" and "Perceived Space"

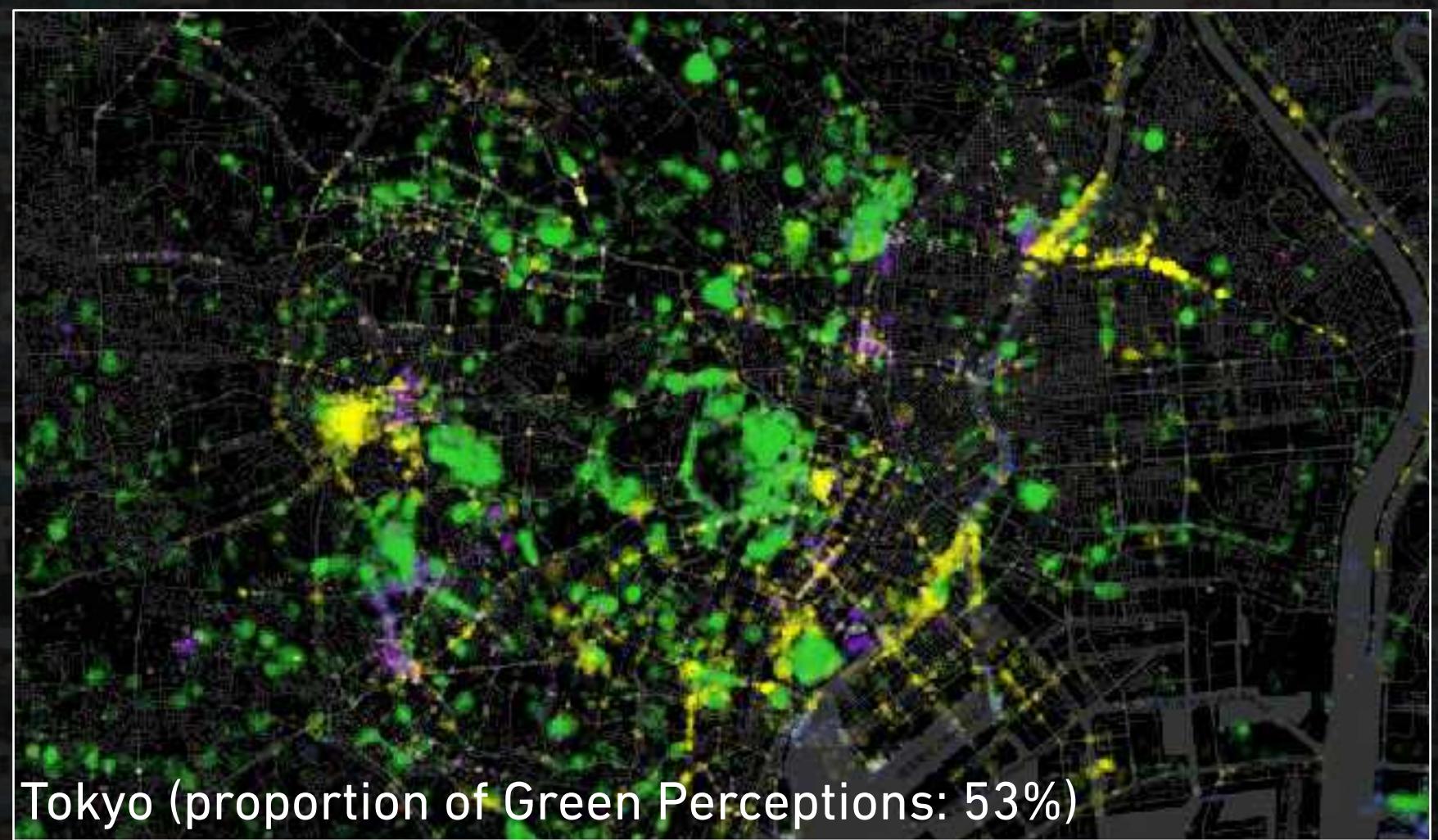
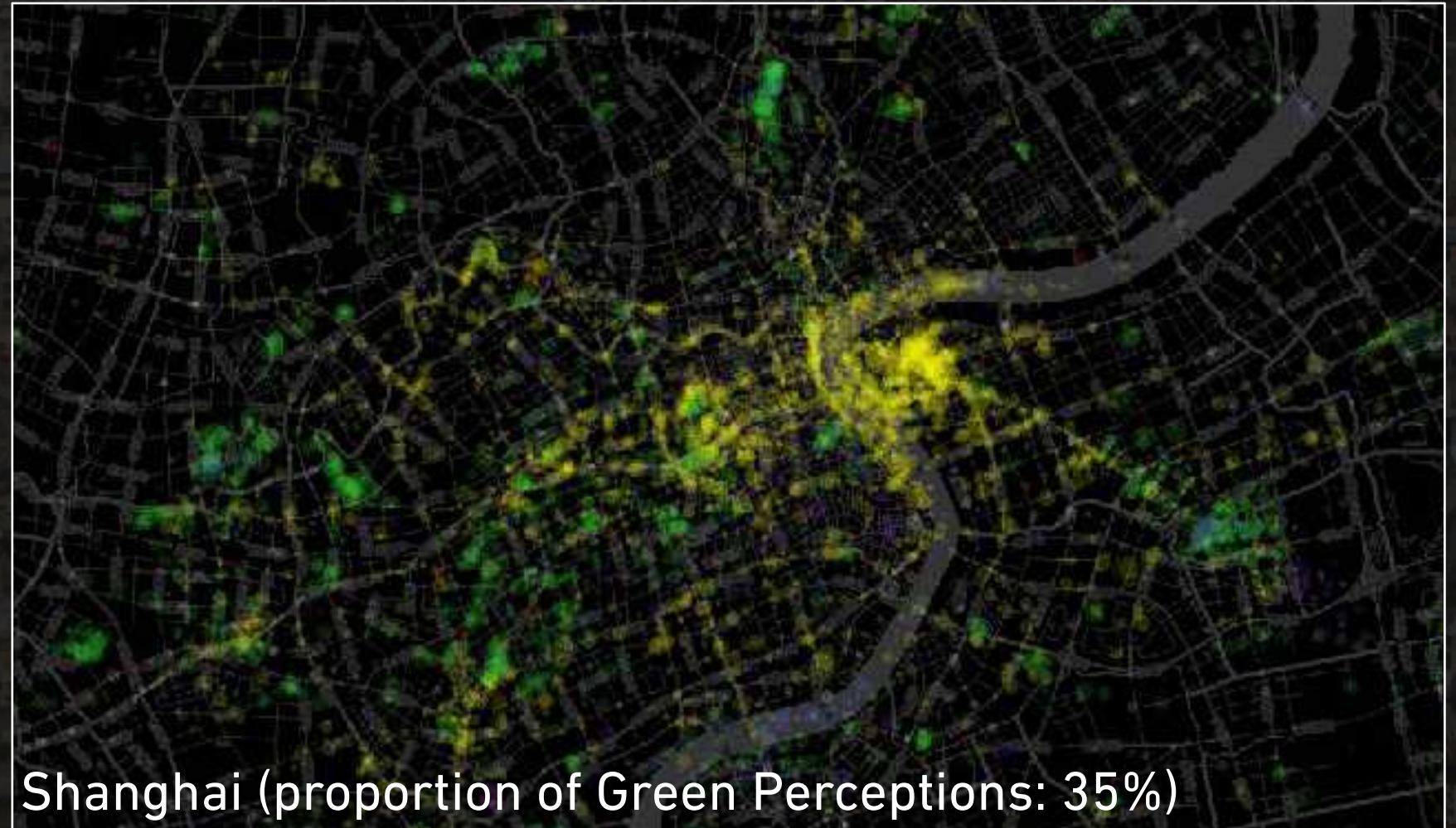


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C-IMAGE Project

A reflection between "Real Space" and "Perceived Space"

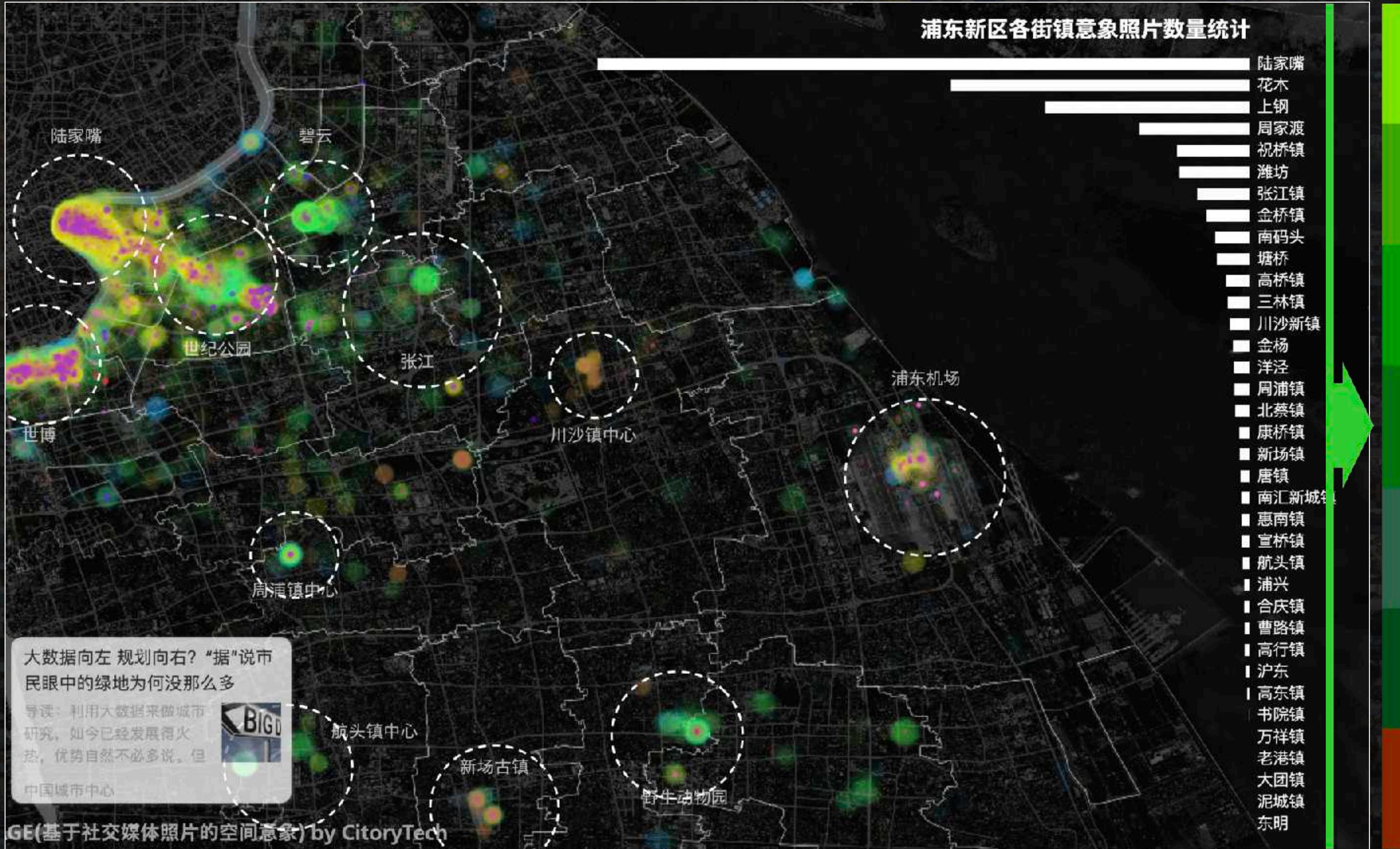


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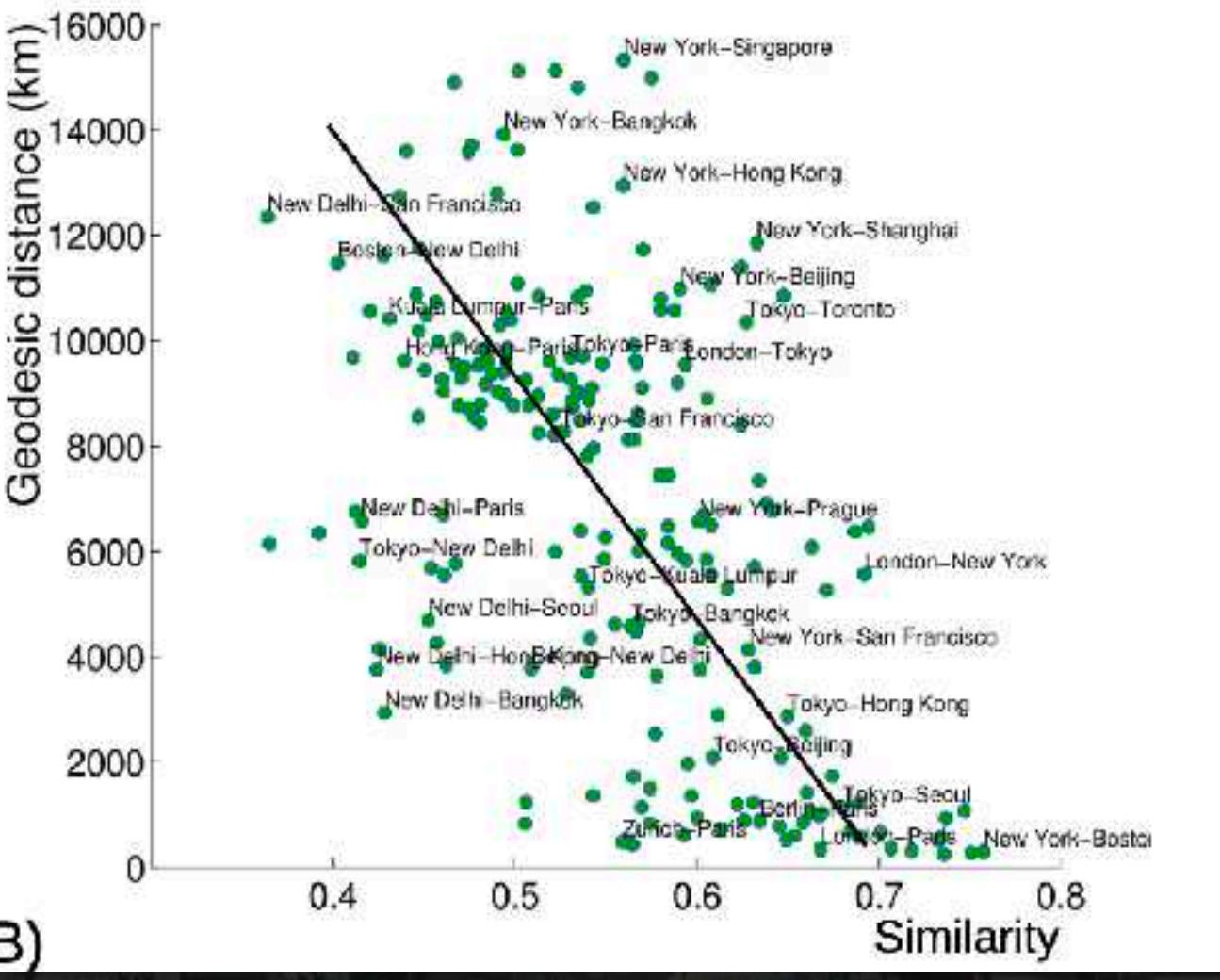
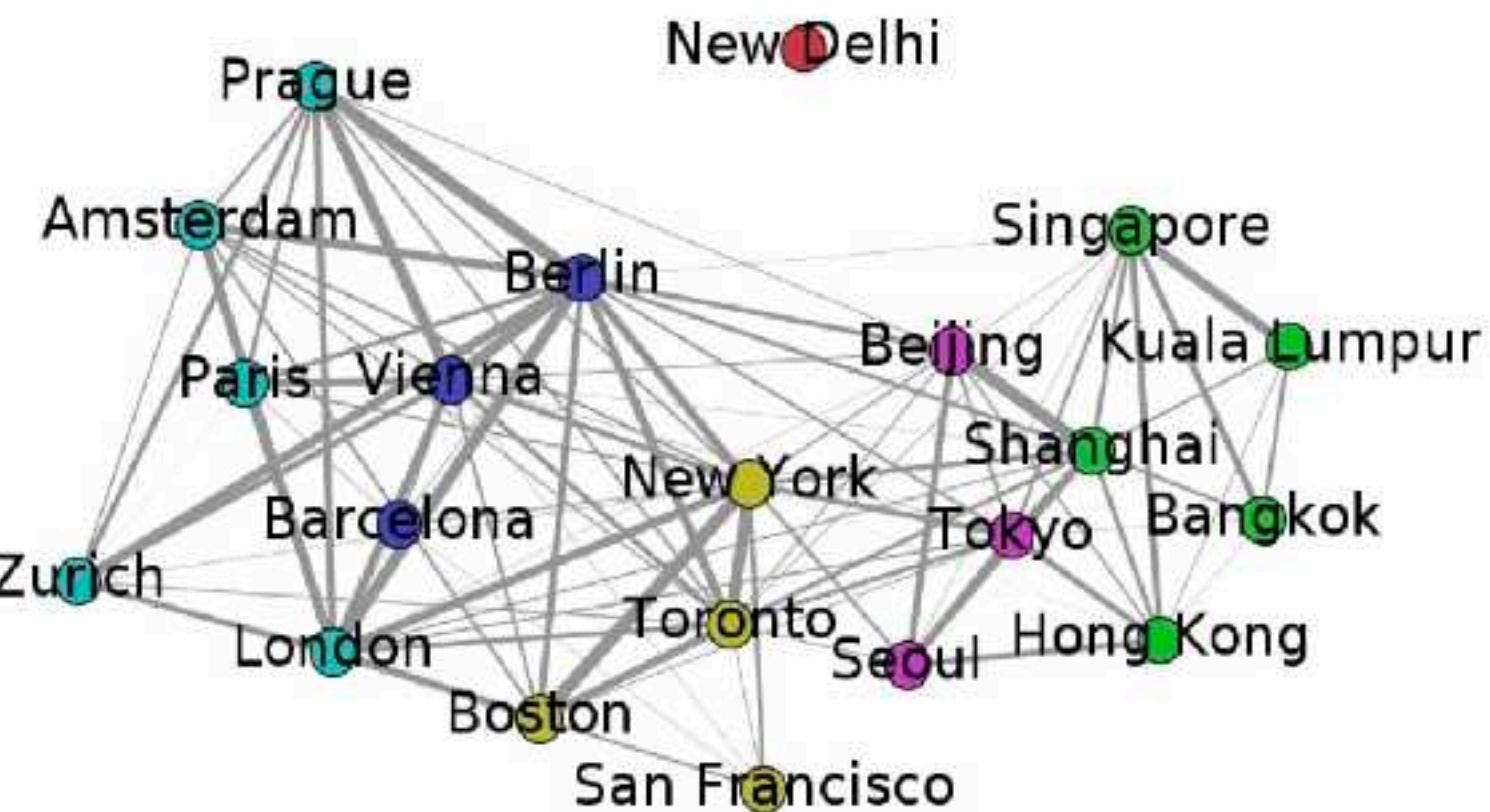
C-IMAGE Project

further exploration 1: sub category in comparison



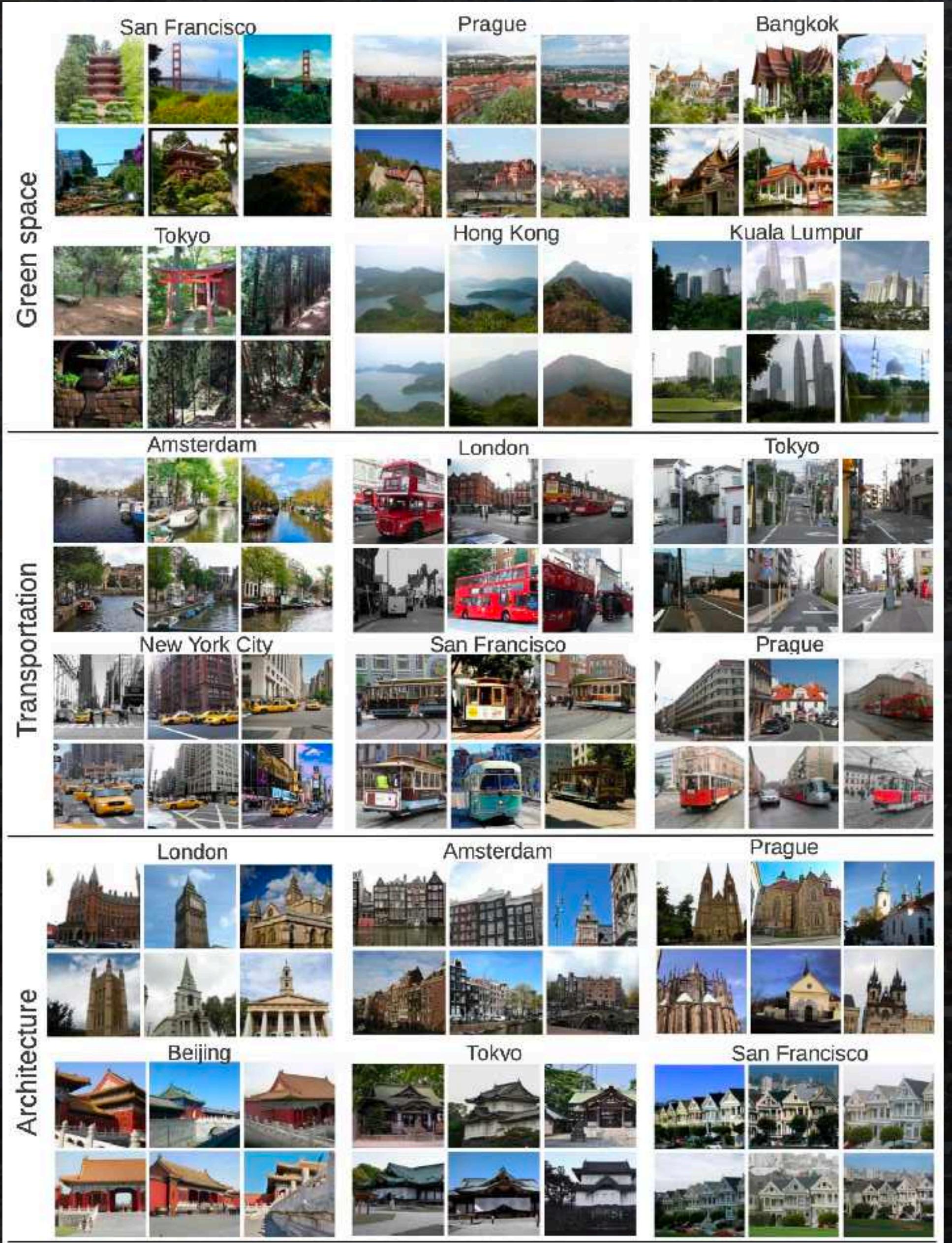
C-IMAGE Project

further exploration 2: finding city identity through deep features



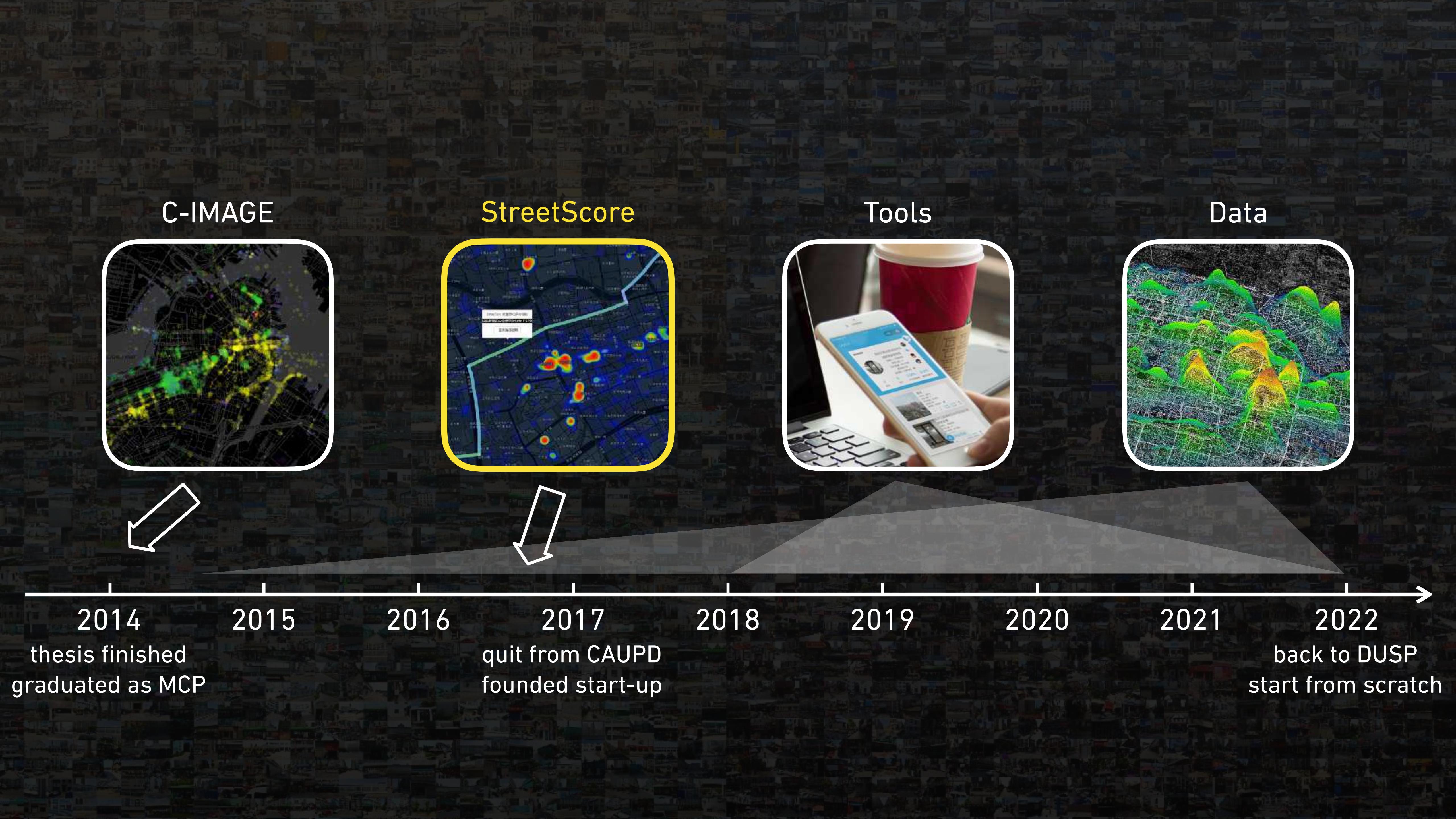
Architecture	
London	0.05 0.01 0.01 0.19 0.01 0.03 0.10 0.02 0.04 0.06 0.05 0.06 0.01 0.07 0.13 0.01 0.02 0.05 0.02 0.03 0.05
New York	0.04 0.03 0.01 0.18 0.02 0.03 0.09 0.06 0.02 0.08 0.00 0.04 0.07 0.01 0.06 0.10 0.03 0.05 0.06 0.01 0.07 0.05
Tokyo	0.04 0.03 0.01 0.18 0.02 0.03 0.09 0.06 0.02 0.08 0.00 0.04 0.07 0.01 0.06 0.10 0.03 0.05 0.06 0.01 0.07 0.05
Barcelona	0.02 0.01 0.04 0.07 0.01 0.02 0.04 0.03 0.01 0.03 0.00 0.02 0.06 0.01 0.04 0.10 0.02 0.03 0.04 0.02 0.01 0.05
Beijing	0.01 0.01 0.05 0.06 0.10 0.02 0.03 0.07 0.02 0.08 0.01 0.05 0.02 0.01 0.06 0.13 0.03 0.03 0.02 0.04 0.01 0.04
Berlin	0.00 0.01 0.02 0.05 0.01 0.06 0.06 0.10 0.02 0.04 0.00 0.03 0.06 0.01 0.07 0.12 0.03 0.02 0.05 0.02 0.01 0.07
Boston	0.00 0.02 0.01 0.12 0.01 0.05 0.06 0.02 0.04 0.00 0.03 0.05 0.01 0.06 0.10 0.04 0.03 0.06 0.04 0.01 0.05 0.06
New Delhi	0.01 0.00 0.03 0.10 0.00 0.01 0.01 0.06 0.01 0.03 0.00 0.01 0.02 0.01 0.01 0.03 0.03 0.01 0.04 0.01 0.01 0.04
San Francisco	0.03 0.01 0.01 0.14 0.01 0.03 0.10 0.05 0.02 0.04 0.00 0.04 0.01 0.05 0.09 0.02 0.01 0.04 0.04 0.02 0.01 0.03
Shanghai	0.03 0.01 0.04 0.06 0.04 0.02 0.07 0.06 0.02 0.05 0.00 0.04 0.01 0.06 0.11 0.02 0.02 0.03 0.07 0.00 0.01 0.06
Singapore	0.02 0.00 0.03 0.06 0.02 0.04 0.08 0.07 0.04 0.11 0.05 0.05 0.07 0.04 0.06 0.04 0.02 0.03 0.05 0.01 0.03 0.02
Zurich	0.03 0.01 0.02 0.06 0.01 0.04 0.05 0.03 0.04 0.06 0.00 0.04 0.01 0.06 0.15 0.01 0.01 0.06 0.04 0.00 0.01 0.06
Hong Kong	0.01 0.00 0.07 0.07 0.06 0.03 0.03 0.05 0.04 0.06 0.00 0.02 0.05 0.01 0.06 0.11 0.08 0.05 0.03 0.05 0.00 0.03
Kuala Lumpur	0.03 0.01 0.04 0.07 0.02 0.02 0.08 0.14 0.03 0.07 0.01 0.05 0.07 0.01 0.06 0.11 0.02 0.03 0.07 0.02 0.01 0.06
Amsterdam	0.03 0.01 0.01 0.15 0.01 0.03 0.08 0.05 0.02 0.04 0.01 0.06 0.00 0.01 0.21 0.11 0.02 0.02 0.02 0.03 0.00 0.06
Prague	0.05 0.01 0.01 0.26 0.01 0.03 0.04 0.06 0.02 0.08 0.00 0.05 0.06 0.01 0.08 0.25 0.02 0.02 0.05 0.03 0.01 0.14
Seoul	0.01 0.00 0.09 0.05 0.06 0.02 0.02 0.04 0.02 0.06 0.01 0.03 0.02 0.01 0.02 0.03 0.11 0.02 0.03 0.06 0.00 0.02
Toronto	0.02 0.02 0.03 0.11 0.01 0.04 0.10 0.08 0.02 0.07 0.00 0.06 0.07 0.02 0.07 0.11 0.03 0.1 0.02 0.03 0.00 0.04
Vienna	0.05 0.01 0.01 0.24 0.00 0.03 0.07 0.02 0.02 0.00 0.05 0.06 0.01 0.03 0.12 0.01 0.02 0.11 0.03 0.01 0.03 0.06
Bangkok	0.00 0.00 0.03 0.07 0.01 0.01 0.03 0.04 0.02 0.01 0.00 0.02 0.01 0.02 0.07 0.01 0.01 0.03 0.02 0.04 0.00 0.06
Paris	0.06 0.01 0.01 0.27 0.00 0.02 0.03 0.07 0.01 0.01 0.00 0.02 0.00 0.01 0.02 0.03 0.01 0.01 0.07 0.01 0.01 0.22

Green Space	
London	0.11 0.09 0.07 0.04 0.03 0.02 0.01 0.04 0.05 0.06 0.04 0.01 0.03 0.04 0.01 0.02 0.03 0.05 0.06 0.04 0.05 0.03 0.05
New York	0.04 0.03 0.05 0.08 0.05 0.04 0.06 0.08 0.05 0.04 0.04 0.03 0.04 0.04 0.03 0.04 0.04 0.05 0.06 0.07 0.04 0.04 0.05
Tokyo	0.03 0.03 0.02 0.03 0.03 0.02 0.03 0.04 0.03 0.04 0.05 0.03 0.03 0.04 0.03 0.03 0.05 0.06 0.07 0.03 0.04 0.05 0.03
Barcelona	0.02 0.03 0.04 0.02 0.02 0.03 0.01 0.03 0.02 0.03 0.04 0.01 0.03 0.02 0.03 0.03 0.05 0.06 0.07 0.03 0.04 0.05 0.03
Beijing	0.03 0.05 0.05 0.09 0.08 0.03 0.02 0.07 0.04 0.06 0.04 0.01 0.03 0.02 0.04 0.03 0.07 0.08 0.09 0.06 0.07 0.05 0.08
Berlin	0.05 0.04 0.05 0.06 0.08 0.04 0.03 0.06 0.04 0.05 0.04 0.01 0.04 0.03 0.05 0.04 0.07 0.08 0.09 0.04 0.05 0.04 0.06
Boston	0.04 0.05 0.04 0.08 0.05 0.03 0.04 0.06 0.05 0.04 0.04 0.01 0.04 0.03 0.05 0.04 0.07 0.08 0.09 0.05 0.06 0.04 0.07
New Delhi	0.04 0.02 0.03 0.04 0.03 0.02 0.02 0.03 0.02 0.03 0.01 0.02 0.03 0.02 0.03 0.04 0.06 0.07 0.08 0.02 0.03 0.04 0.00
San Francisco	0.02 0.02 0.04 0.06 0.08 0.02 0.02 0.04 0.03 0.05 0.01 0.03 0.04 0.02 0.03 0.03 0.05 0.06 0.07 0.02 0.03 0.04 0.00
Shanghai	0.03 0.03 0.05 0.03 0.05 0.03 0.04 0.06 0.04 0.05 0.02 0.04 0.03 0.04 0.03 0.06 0.04 0.07 0.08 0.03 0.04 0.06 0.00
Singapore	0.03 0.02 0.05 0.04 0.02 0.03 0.01 0.05 0.03 0.02 0.01 0.03 0.02 0.01 0.03 0.02 0.05 0.06 0.07 0.03 0.04 0.09 0.02
Zurich	0.04 0.03 0.05 0.05 0.03 0.04 0.02 0.04 0.03 0.05 0.01 0.04 0.03 0.04 0.03 0.06 0.07 0.08 0.09 0.04 0.05 0.03 0.06
Hong Kong	0.02 0.02 0.07 0.03 0.06 0.03 0.04 0.05 0.04 0.06 0.01 0.02 0.03 0.02 0.03 0.04 0.05 0.06 0.07 0.02 0.03 0.05 0.00
Kuala Lumpur	0.02 0.01 0.04 0.07 0.02 0.02 0.08 0.14 0.03 0.07 0.01 0.05 0.07 0.01 0.06 0.03 0.07 0.09 0.08 0.03 0.04 0.09 0.02
Amsterdam	0.05 0.04 0.03 0.04 0.06 0.03 0.04 0.05 0.04 0.06 0.01 0.03 0.04 0.03 0.05 0.03 0.07 0.08 0.09 0.04 0.05 0.04 0.06
Prague	0.05 0.03 0.04 0.06 0.08 0.04 0.03 0.05 0.03 0.06 0.01 0.04 0.03 0.04 0.03 0.05 0.06 0.07 0.08 0.04 0.05 0.03 0.06
Seoul	0.03 0.03 0.06 0.04 0.05 0.03 0.03 0.06 0.04 0.05 0.01 0.04 0.03 0.04 0.03 0.06 0.07 0.08 0.09 0.05 0.06 0.03 0.09
Toronto	0.04 0.03 0.06 0.08 0.05 0.04 0.05 0.06 0.04 0.07 0.01 0.04 0.03 0.04 0.03 0.06 0.07 0.08 0.09 0.04 0.05 0.03 0.02
Vienna	0.05 0.03 0.08 0.04 0.06 0.03 0.04 0.07 0.05 0.06 0.01 0.04 0.03 0.04 0.03 0.06 0.07 0.08 0.09 0.04 0.05 0.03 0.06
Bangkok	0.02 0.02 0.05 0.03 0.03 0.02 0.02 0.03 0.02 0.03 0.01 0.04 0.02 0.03 0.02 0.05 0.06 0.07 0.08 0.03 0.04 0.02 0.03
Paris	0.04 0.03 0.04 0.06 0.08 0.03 0.04 0.05 0.03 0.06 0.01 0.04 0.03 0.04 0.03 0.06 0.07 0.08 0.09 0.04 0.05 0.03 0.05



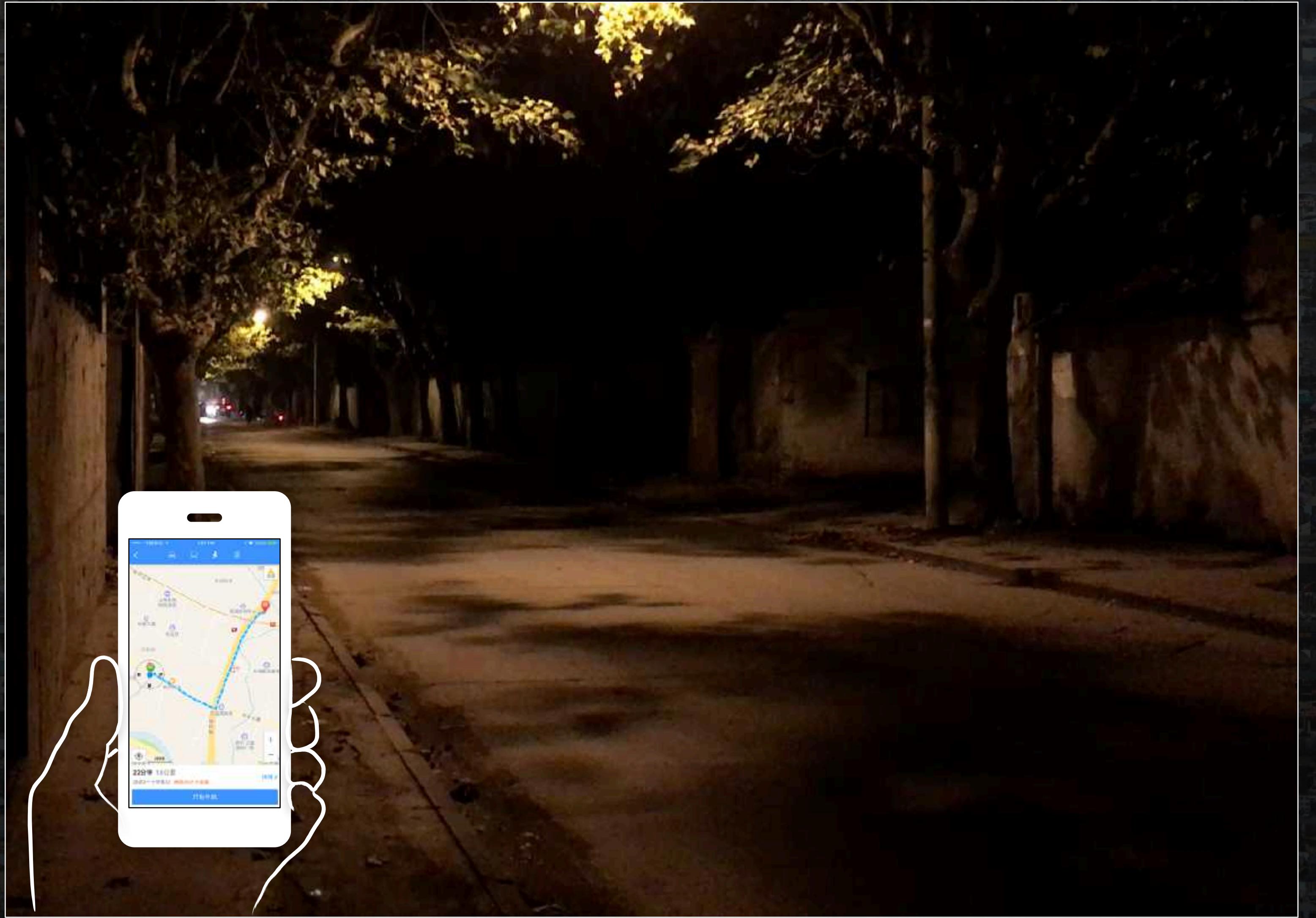
- Liu, L., Zhou, B., Zhao, J., & Ryan, B. D. (2016). C-IMAGE: city cognitive mapping through geo-tagged photos. *GeoJournal*, 81(6), 817-861.

- Zhou, B., Liu, L., Oliva, A., & Torralba, A. (2014, September). Recognizing city identity via attribute analysis of geo-tagged images. In European conference on computer vision (pp. 519-534). Springer, Cham.



StreetTalk Project

Evaluating street quality based on deep features and pairwise labeling method



StreetTalk Project

Evaluating street quality based on deep features and pairwise labeling method

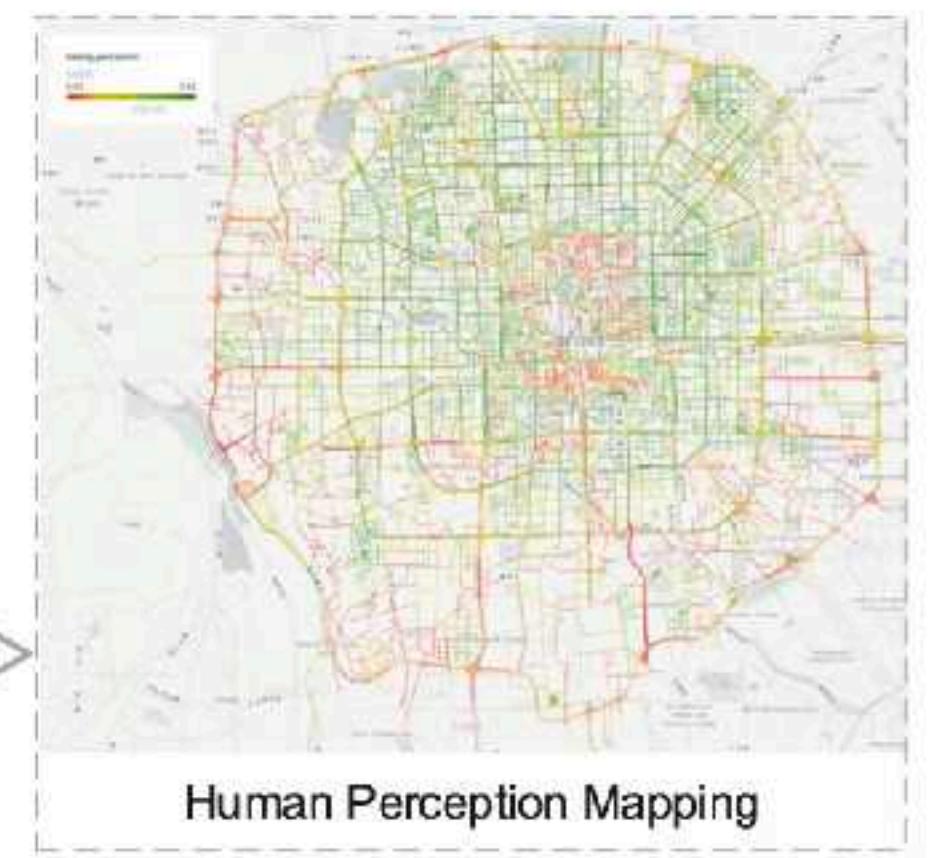
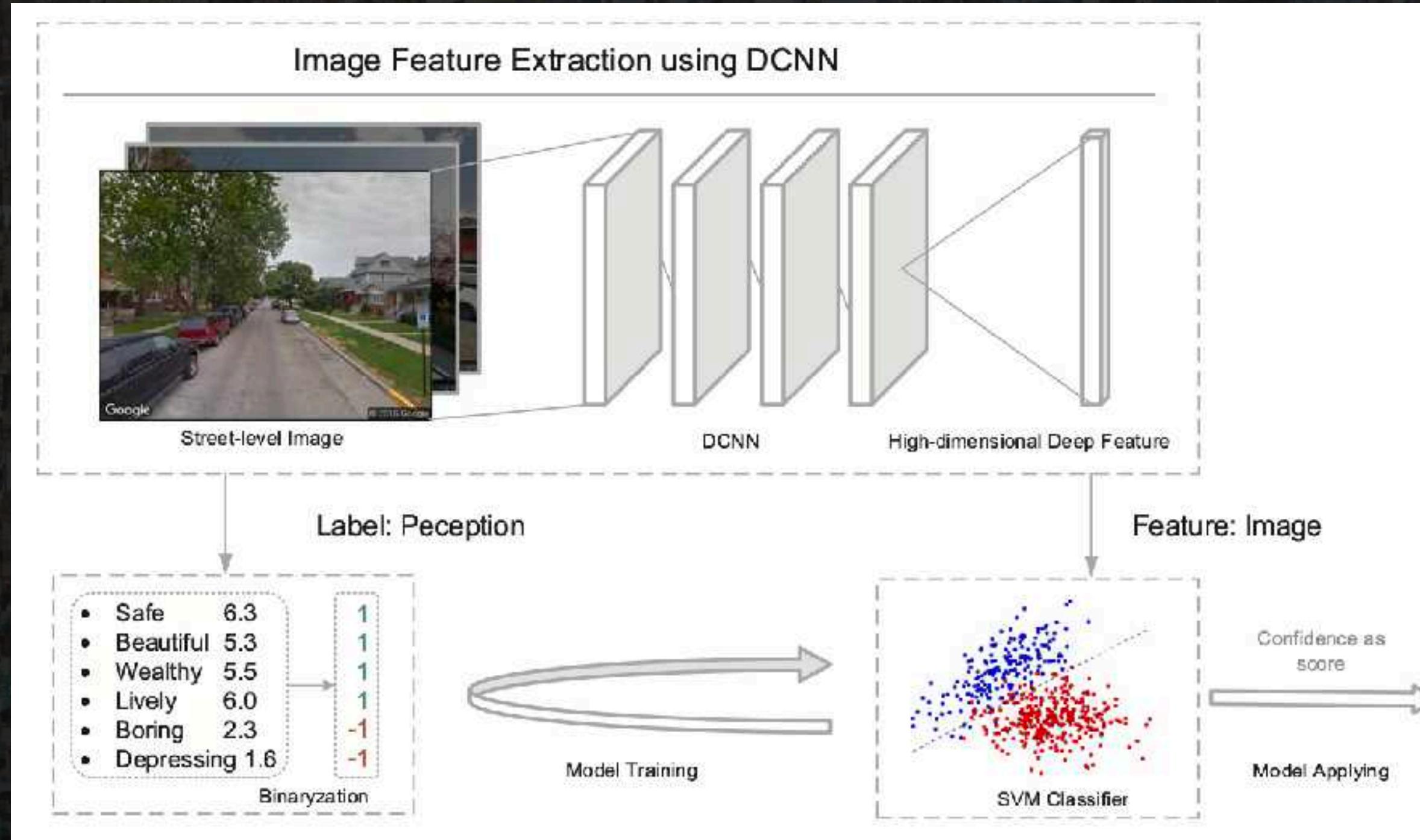
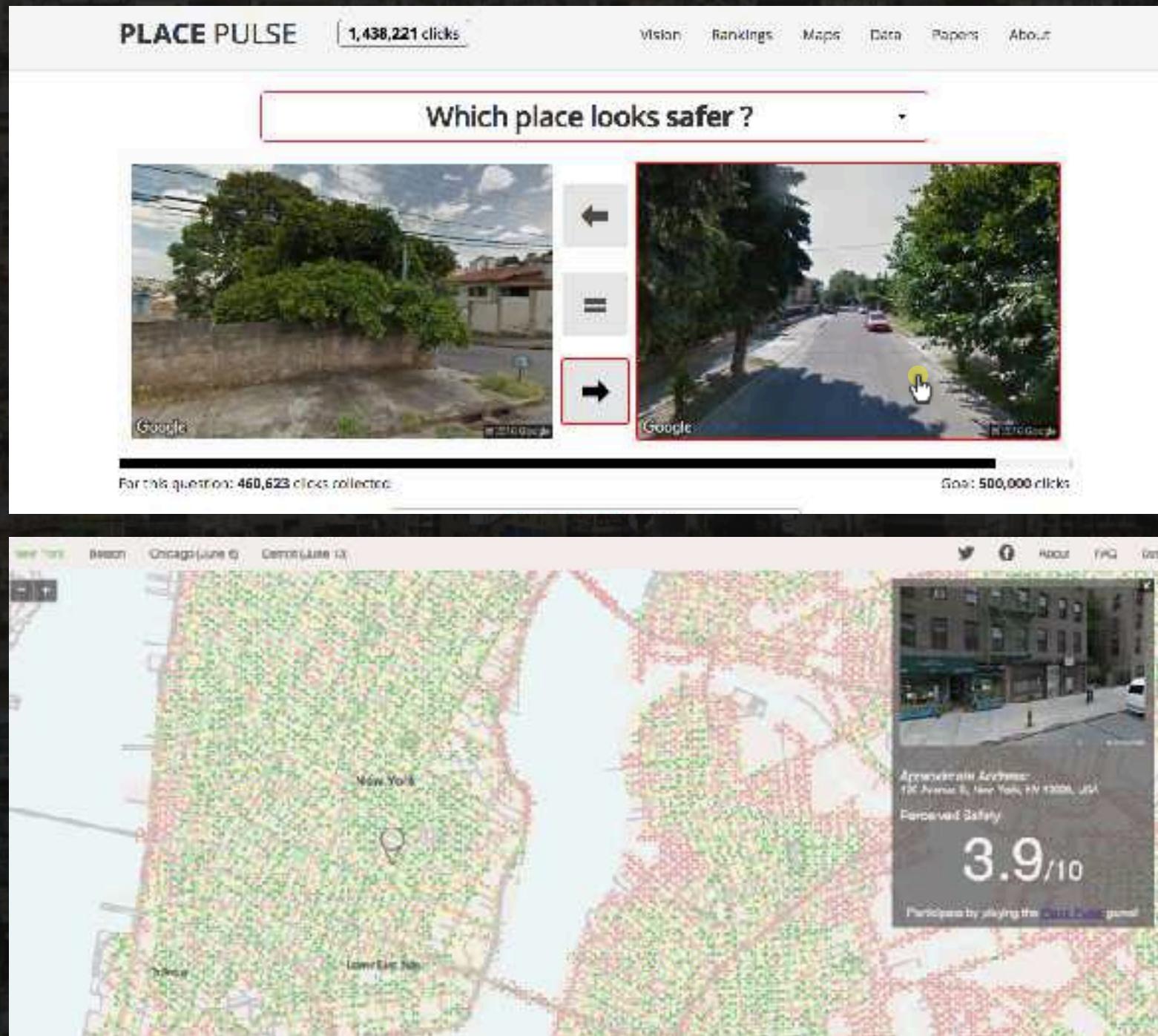


Fig. 3. Image samples from the MIT Place Pulse dataset with their perceptual score of the 6 dimensions.

StreetTalk Project

Evaluating street quality based on deep features and pairwise labeling method

We found that the data quality of the safety scoring model after a series of data processing exceeded expectations.



With low safe score
($Qsafe \leq 3$)

With medium safe score
($3 < Qsafe < 7$)

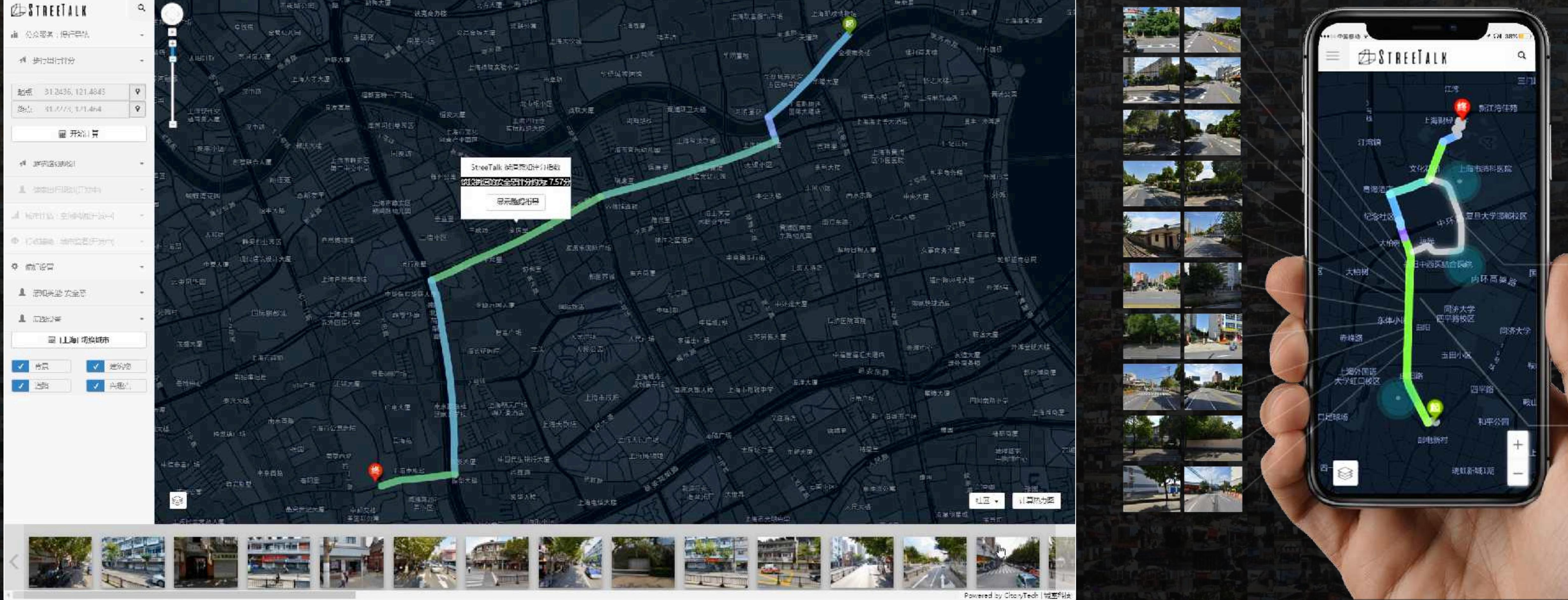
With high safe score
($Qsafe \geq 7$)

Fig. 9. Image samples from Shanghai that were predicted with high safe scores (left) and low safe scores (right).

StreetTalk Project

Evaluating street quality based on deep features and pairwise labeling method

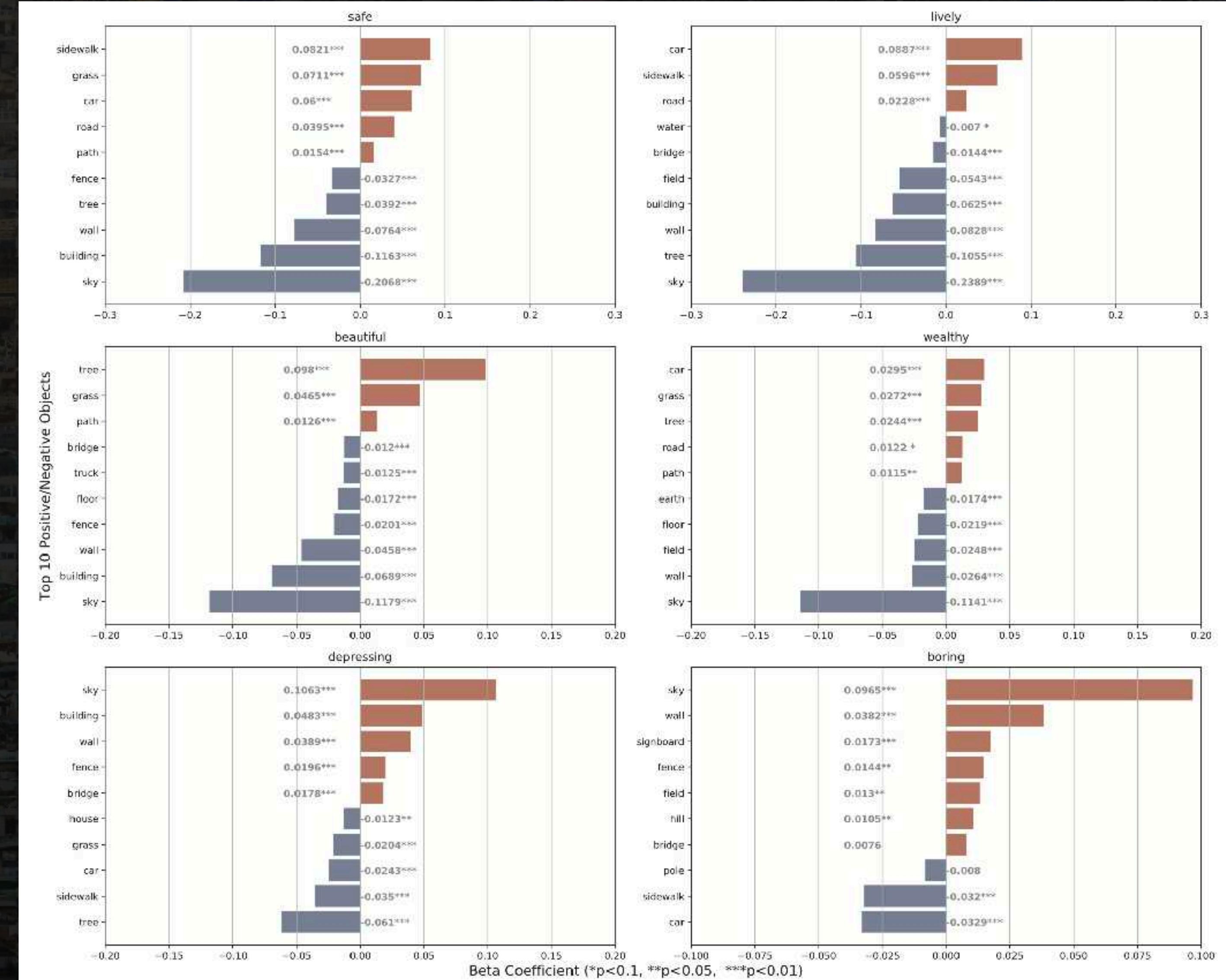
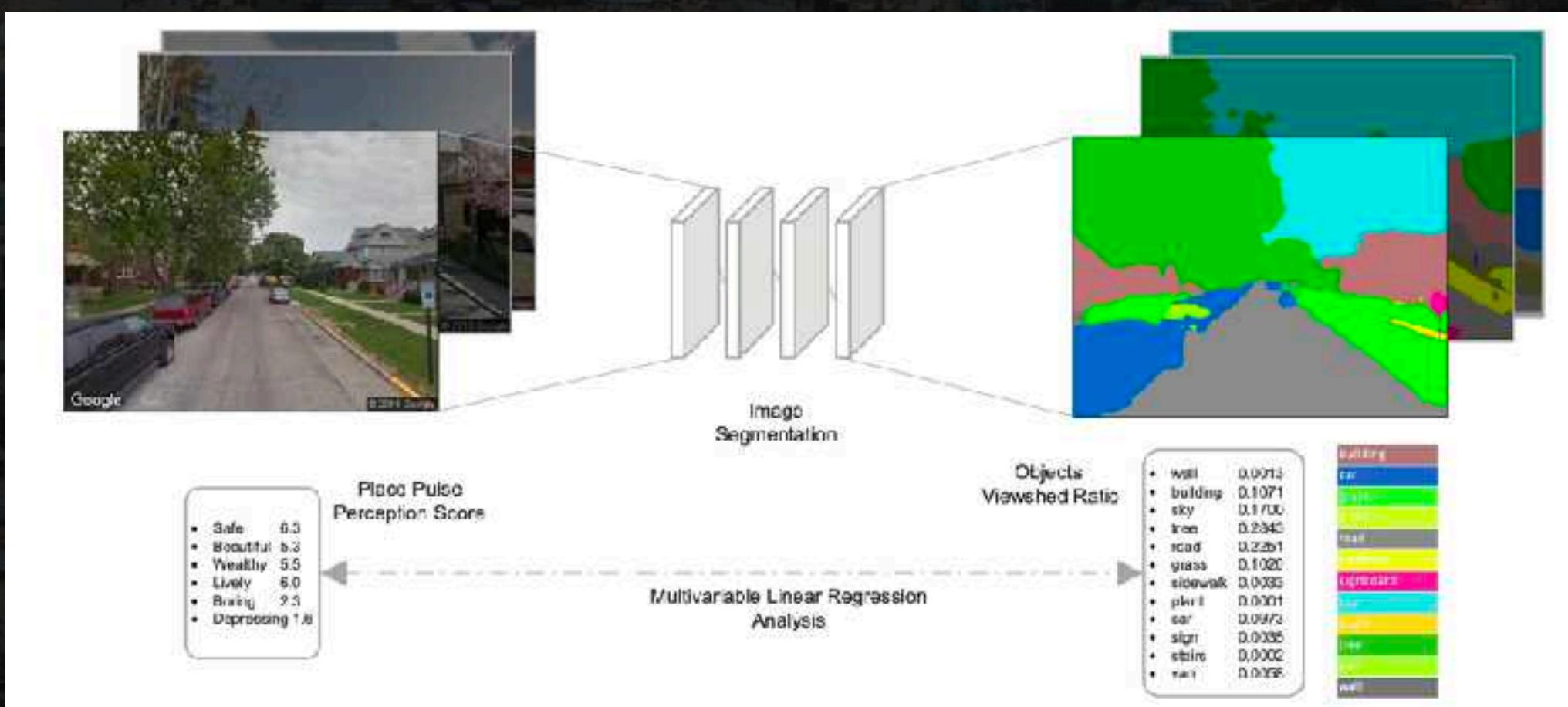
We developed an algorithm of calculating safety scores from visual context of street views, thus established a pedestrian routing web app based on average score along each road.

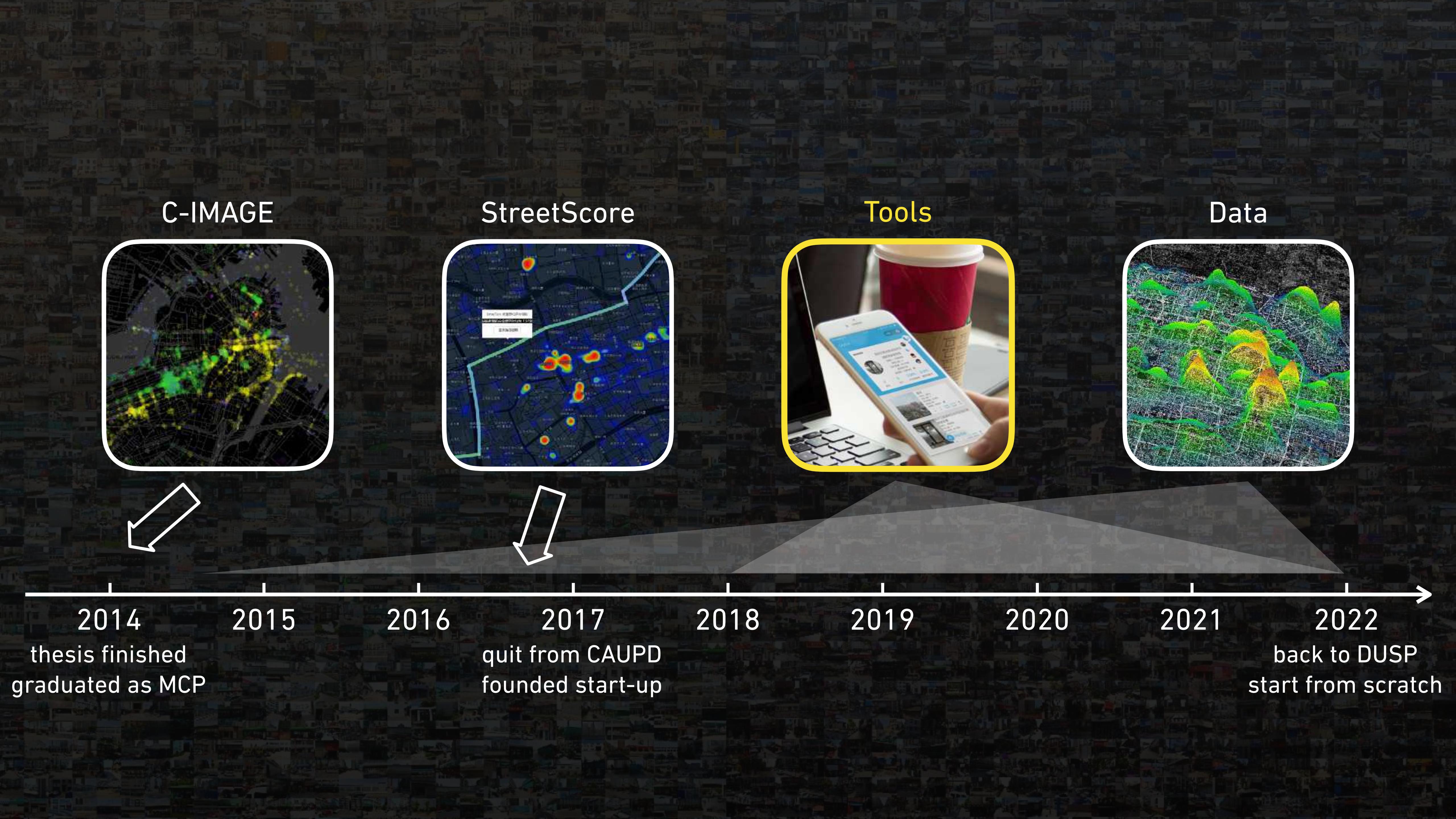


the pedestrian routing tool based on better score of safety scores

StreetTalk Project

correlation between perceptual scores and street objects

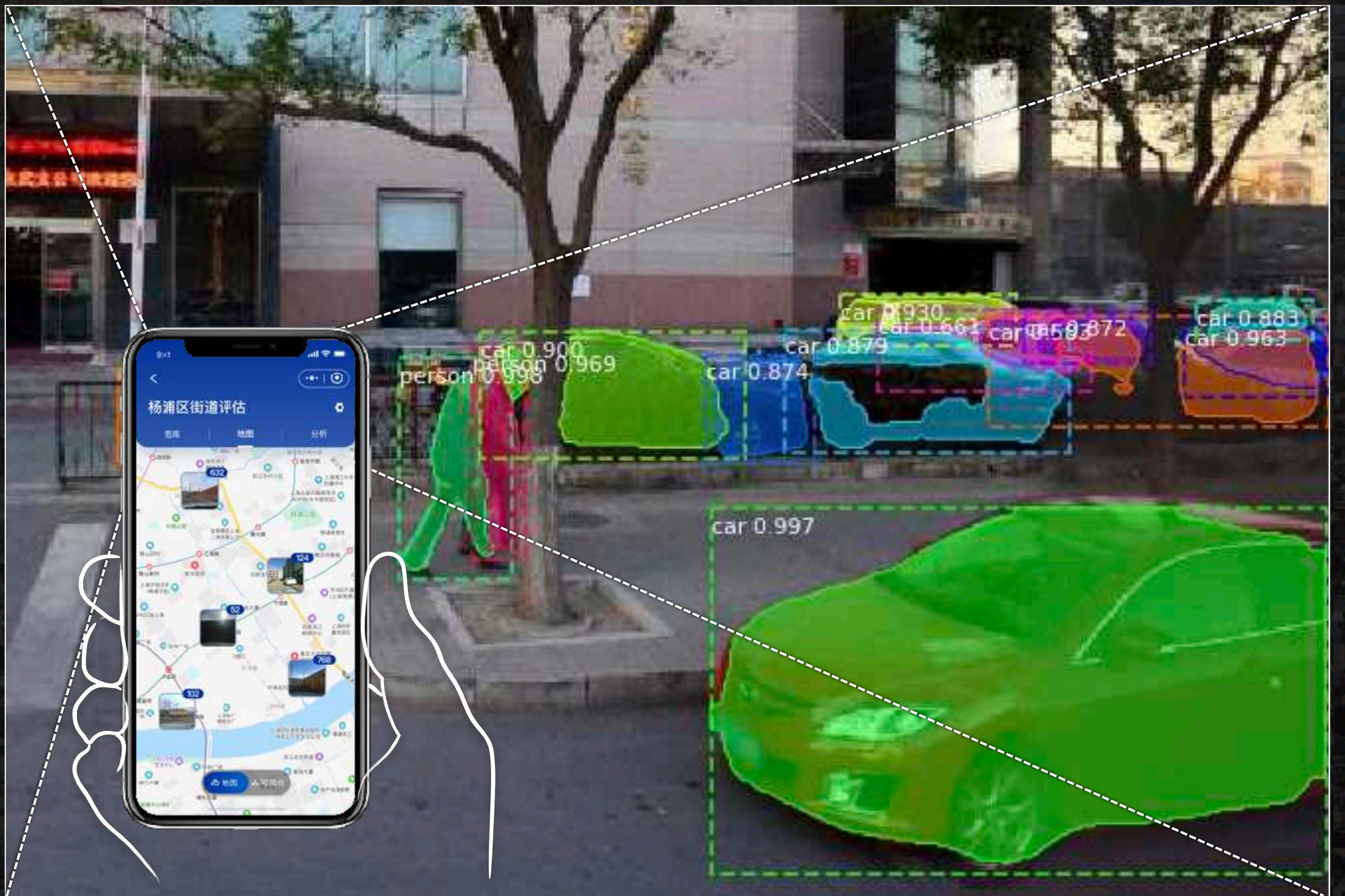




Data Collection

CityEye project (WeChat Miniapp)

CityEye is a WeChat mini for grouping photos. One of the reasons why I would like to develop this tool, is just because it suffers for group photo management after organizing a field trip, when thousands of photos will be taken.



project list



member management



mapping



photo calculation



statistics



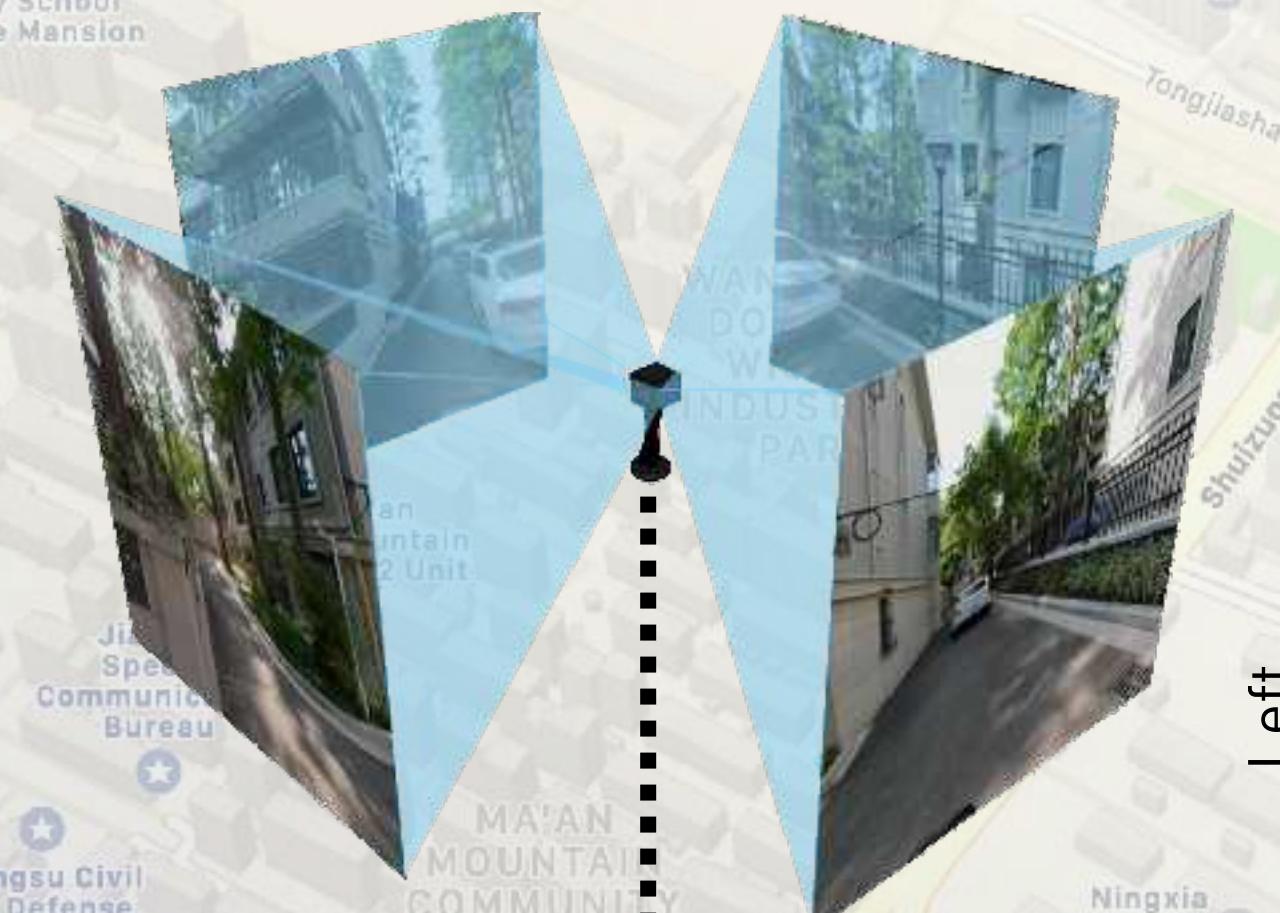
parsed data mapping



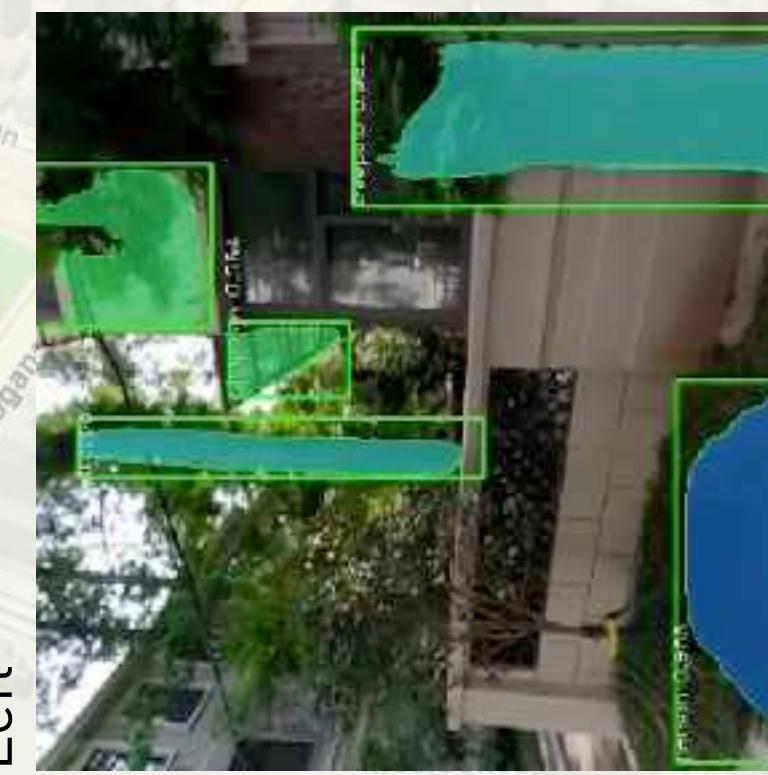
Data Collection

Other way of data collections

To get more first-hand dataset, we developed an independent solution in dealing with image data collection and processing. As to pedestrian vision, vehicle vision, and bicycle vision we deliver specific approaches of data collaboration and develop accordingly image processing APIs.

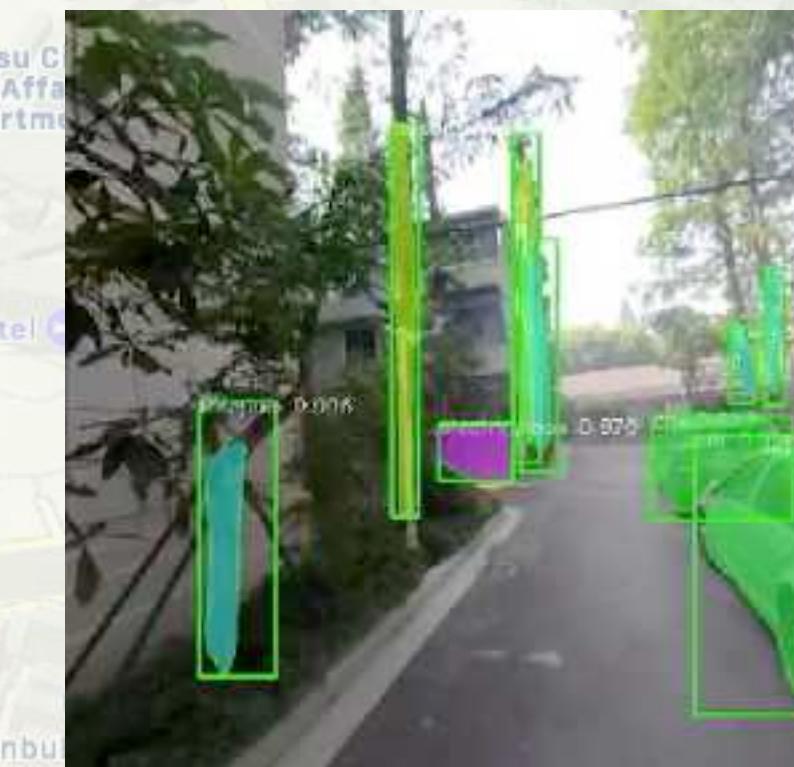


Left

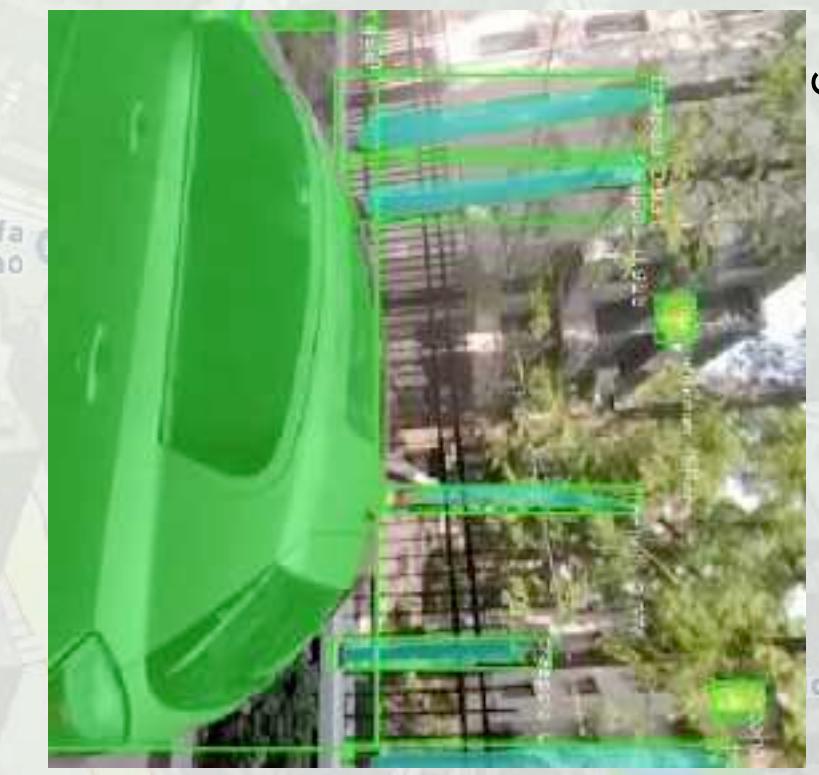


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Front



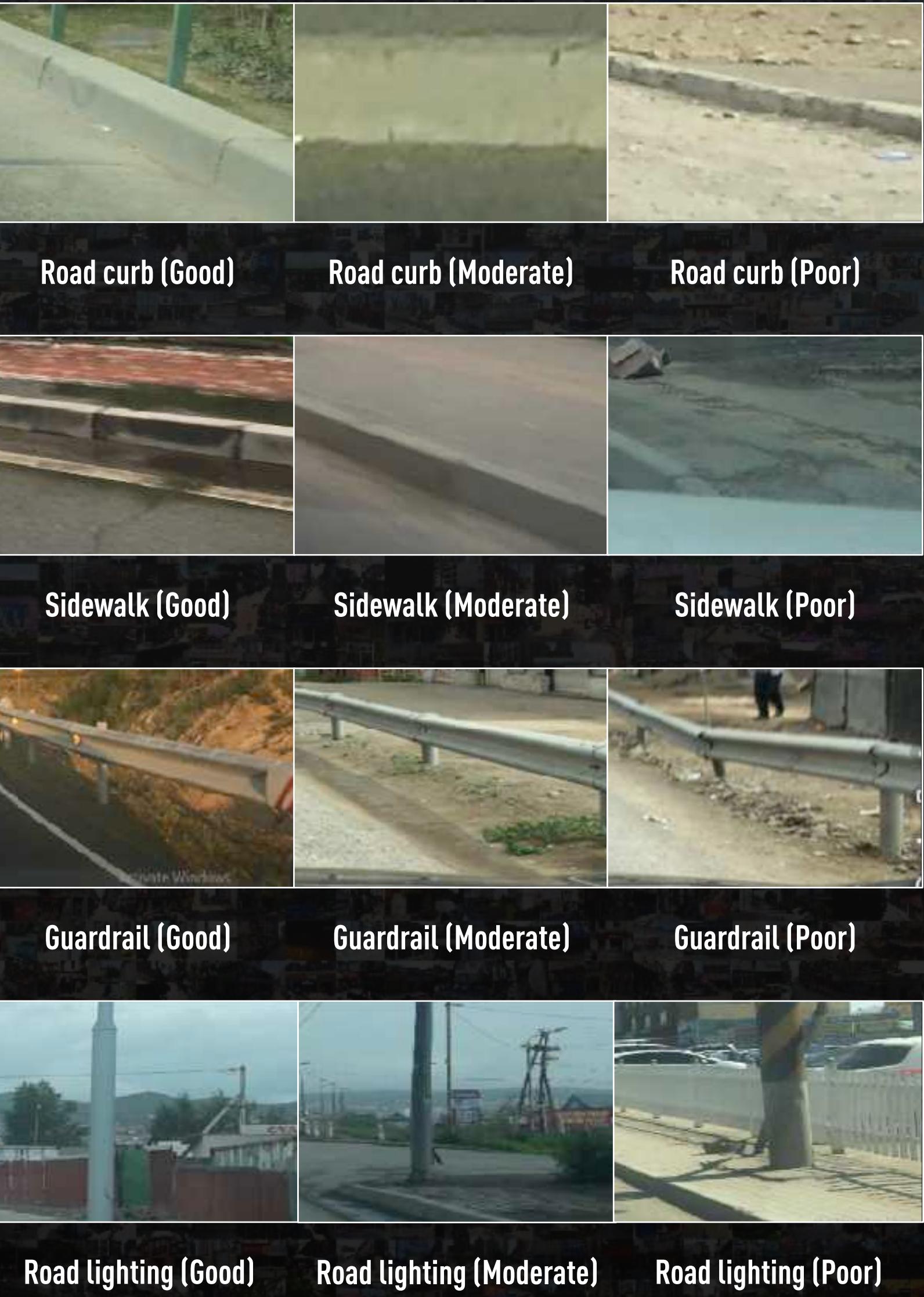
Right



Data Labeling

Pairwise Labeling Pipeline Tool

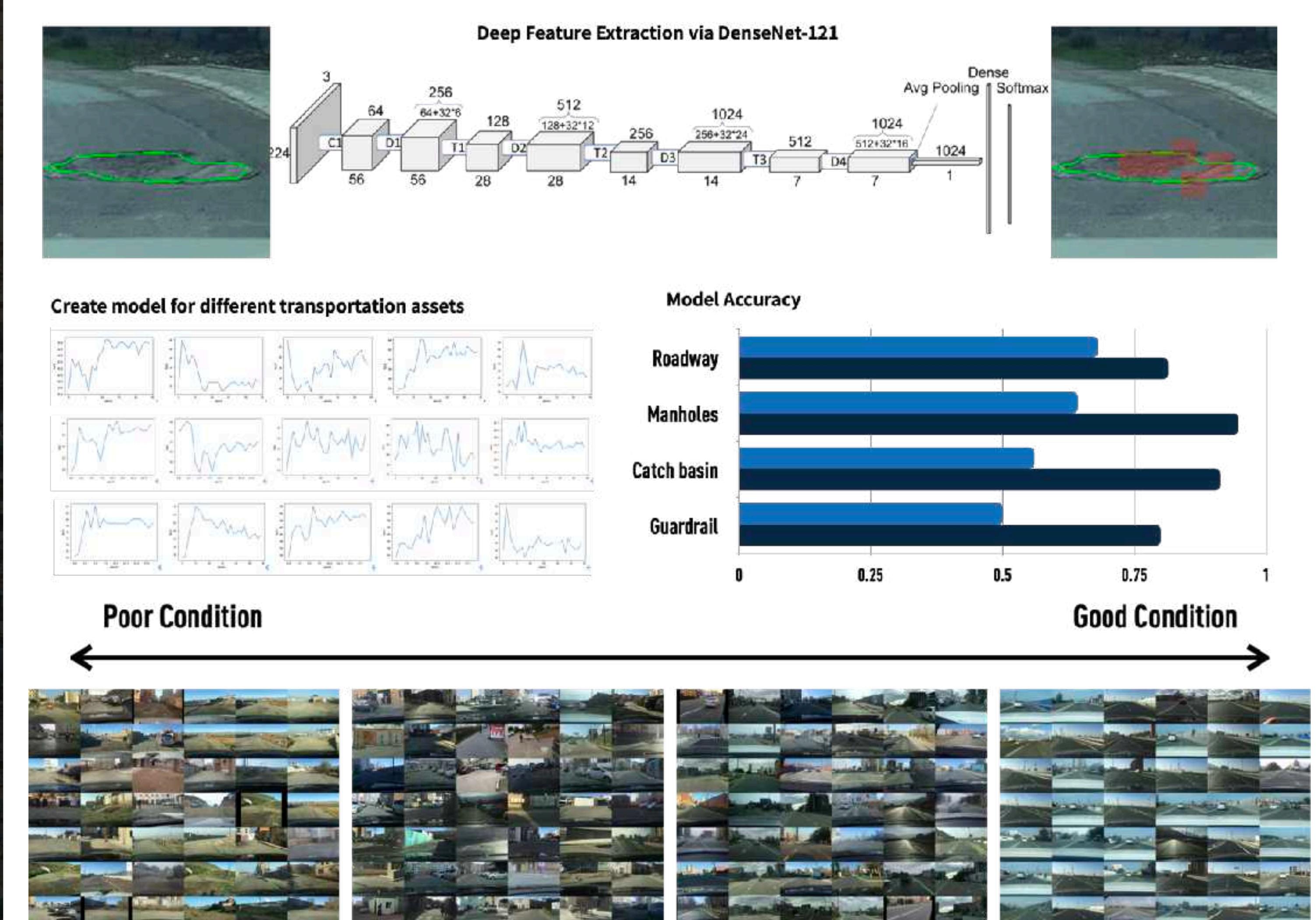
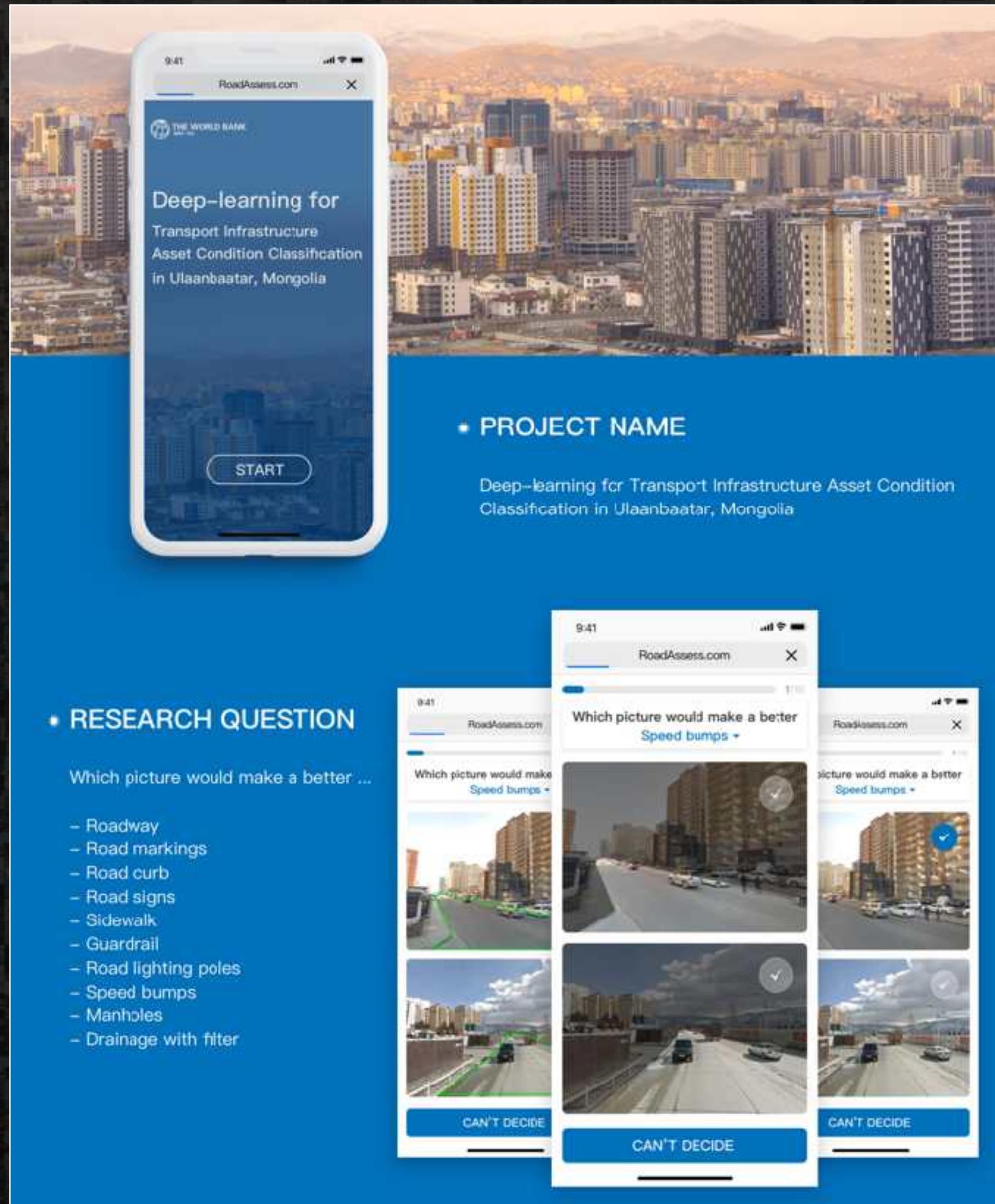
The road assets condition assessment based on UGC streetview images



Data Labeling

Pairwise Labeling Pipeline Tool

The road assets condition assessment based on UGC streetview images



Data Labeling

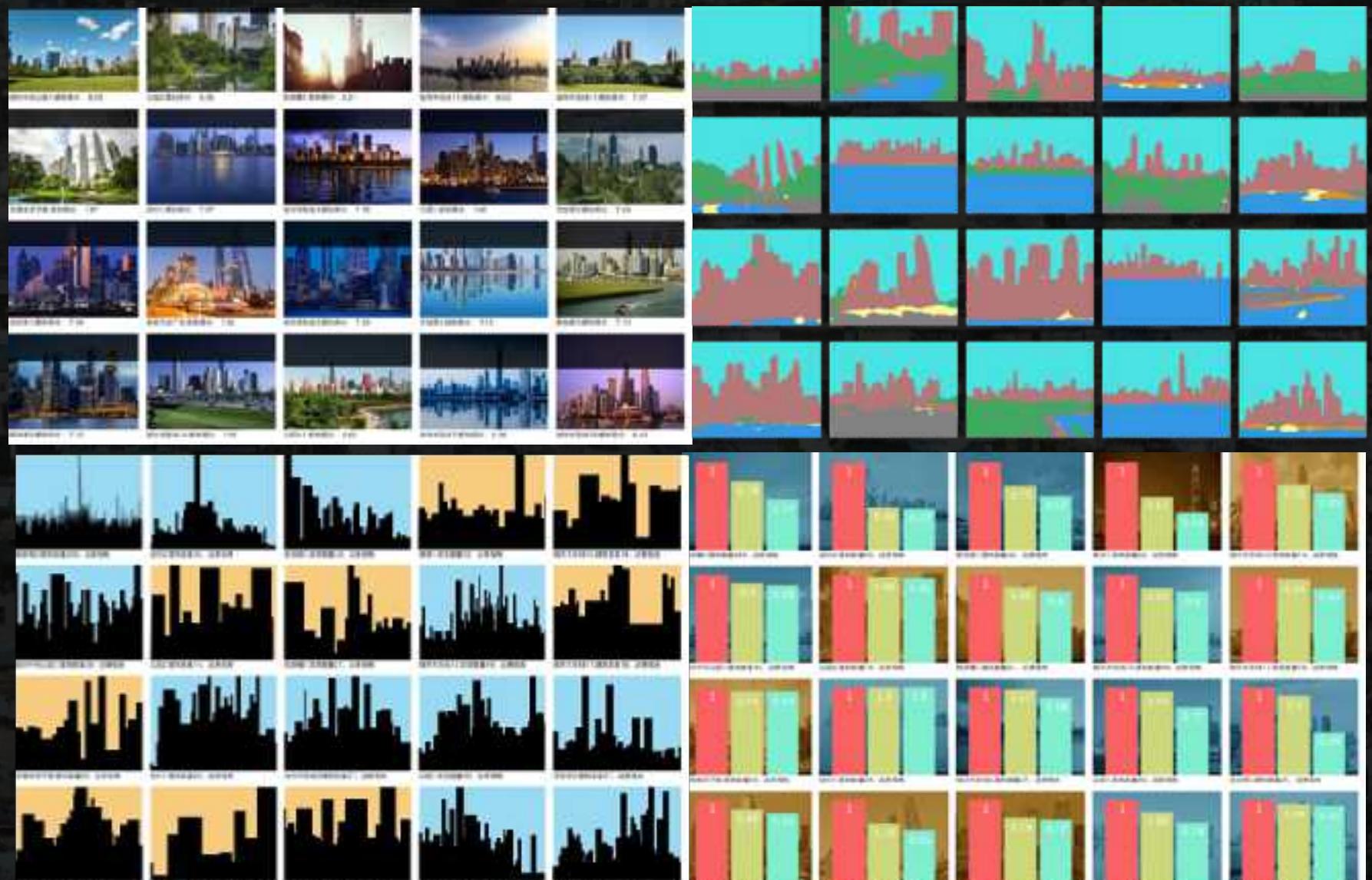
Pairwise Labeling Pipeline Tool

Visual comfort around subway stations in Beijing



Visual comfort evaluation in Nanjing

Skyline preferences survey in Shanghai



Aesthetic preference of store signs in Shanghai



Data Collaboration

How to inspire individual curiosity of taking photos?

Overall Aesthetic score

82

Exposure score

53

Color score

60

Composition score

73

Depth of Field score

52

Main Body score

66



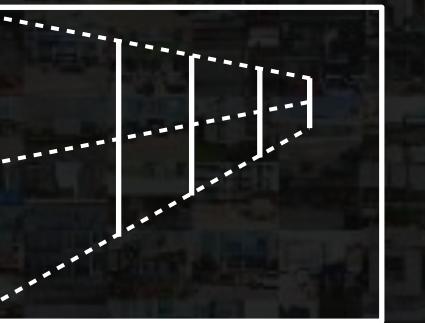
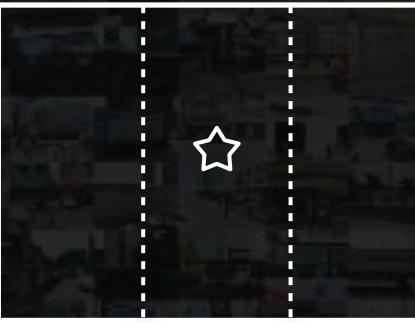
Photographic tips

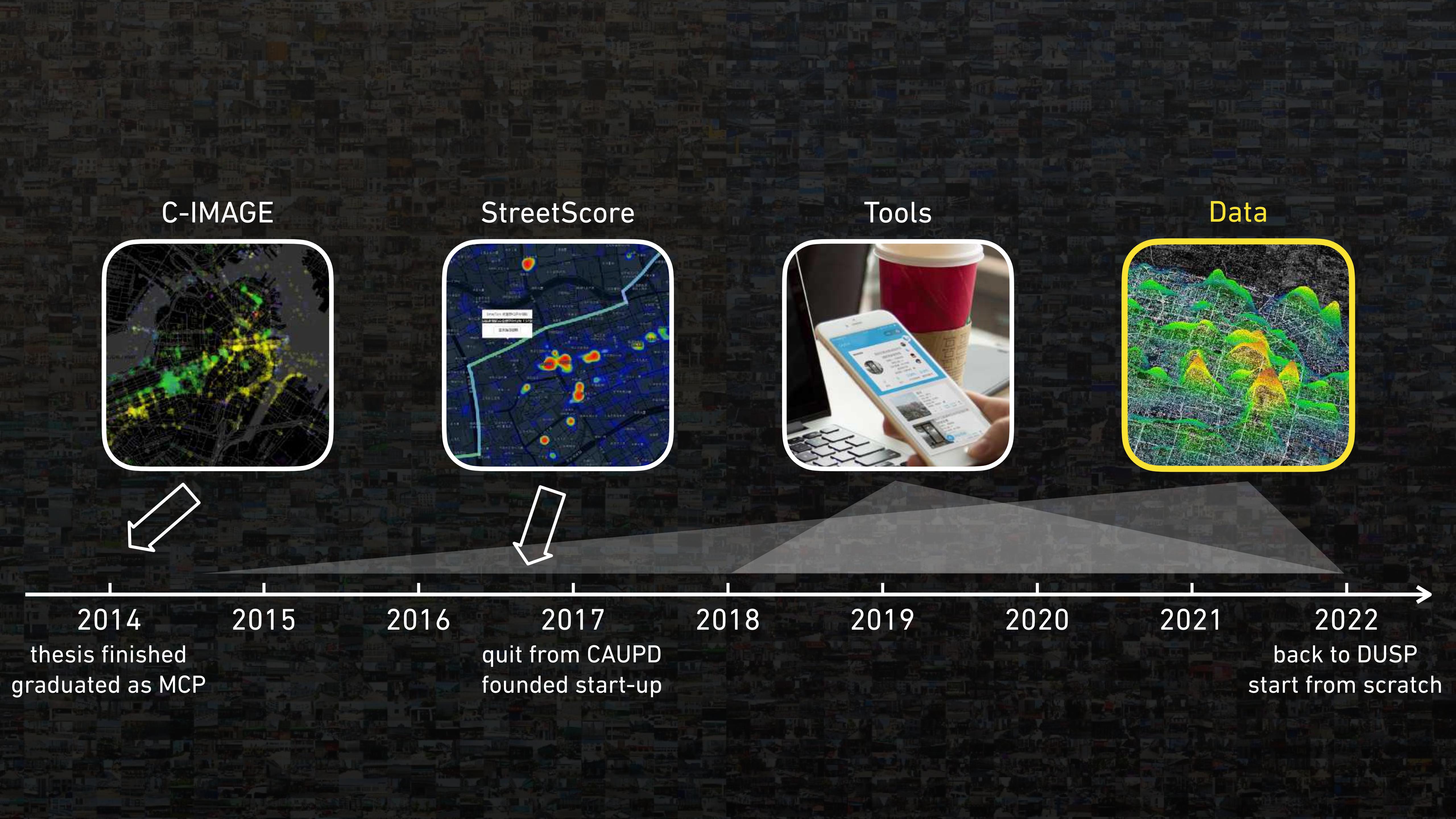
Main Body Hint

Different Filters

Composition Lines Hint

Reference Photo





Streetview Data

Baidu SV | Tencent SV | Google SV

During past years, we have collected over 100 million street views from Baidu, covering the all 324 cities/towns in China. We are also collecting street views from Google covering the top cities world wide.

Data Type	cities	photos
Baidu SV	324	111,697,328
Tencent SV	281	6,868,552
Google SV	10	4,242,844

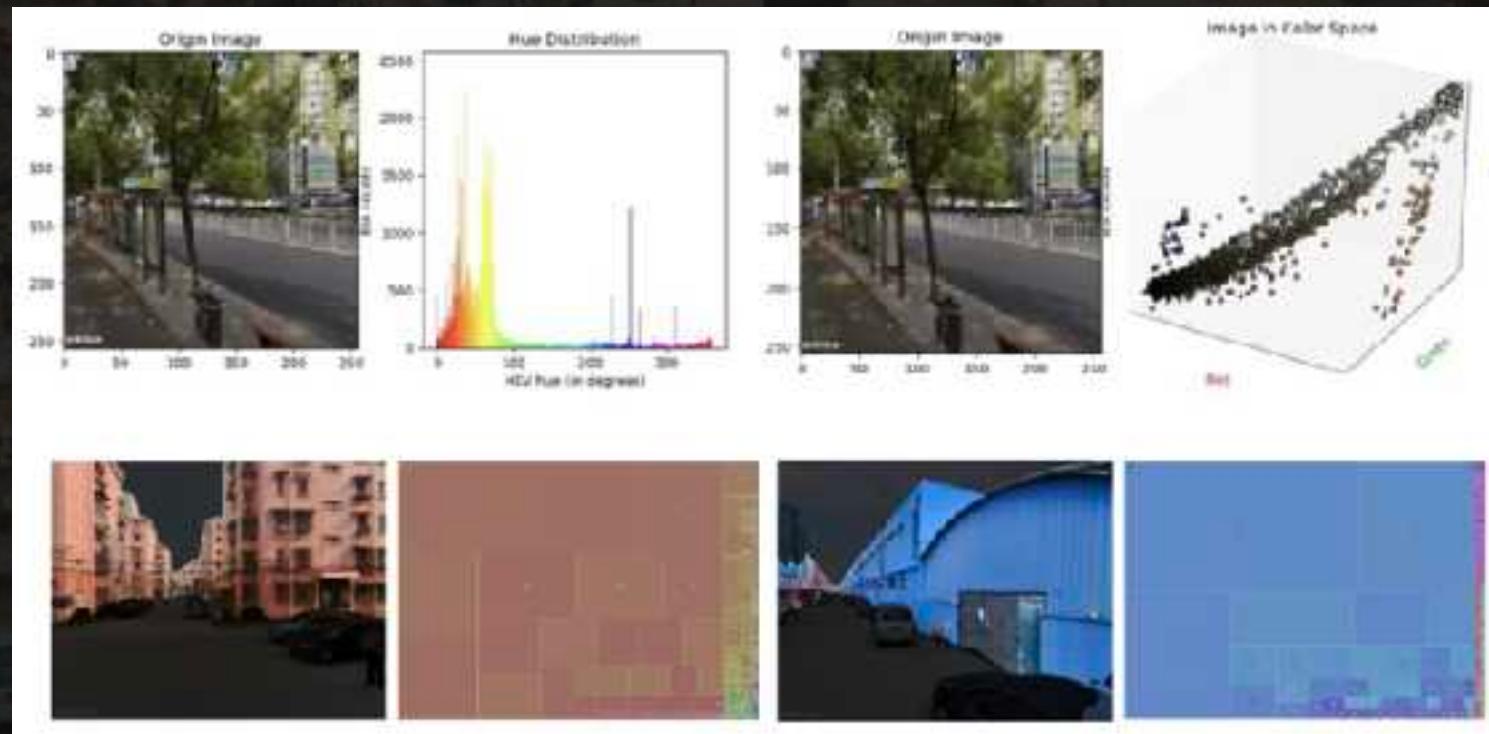


Streetview Data

Recognizing image contents using computer vision

We have pipelined over 20 algorithm on to geo-tagged photos, including object detection, segmentation, and scene recognition.

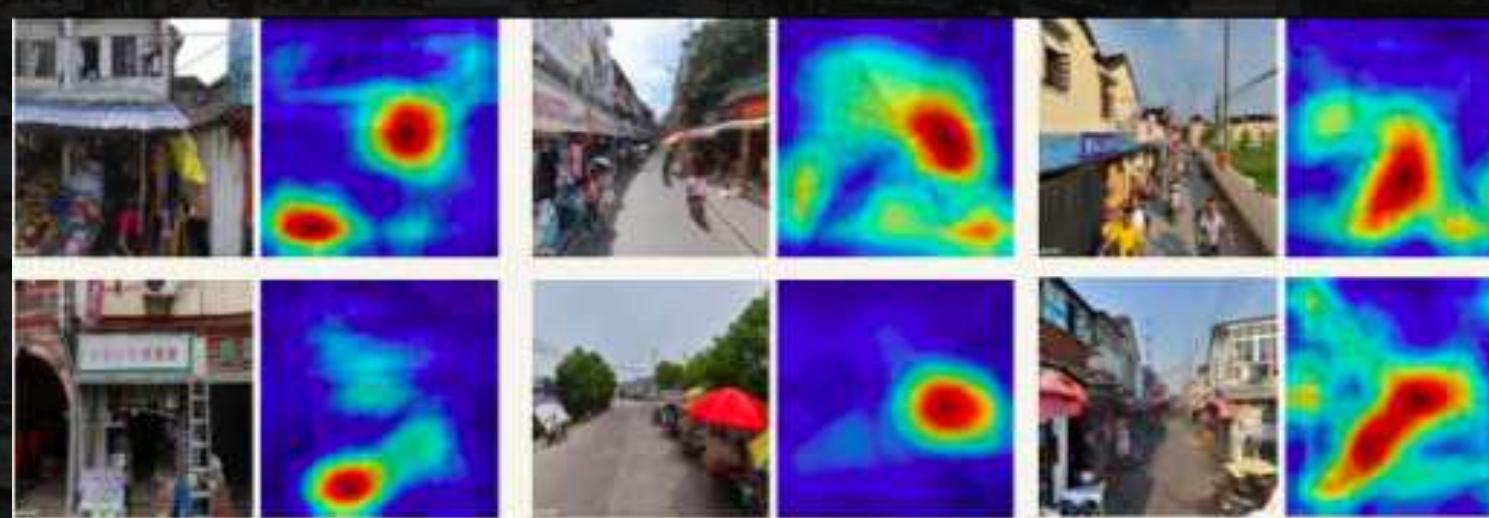
Building Color Decomposition



Transparency of street facade



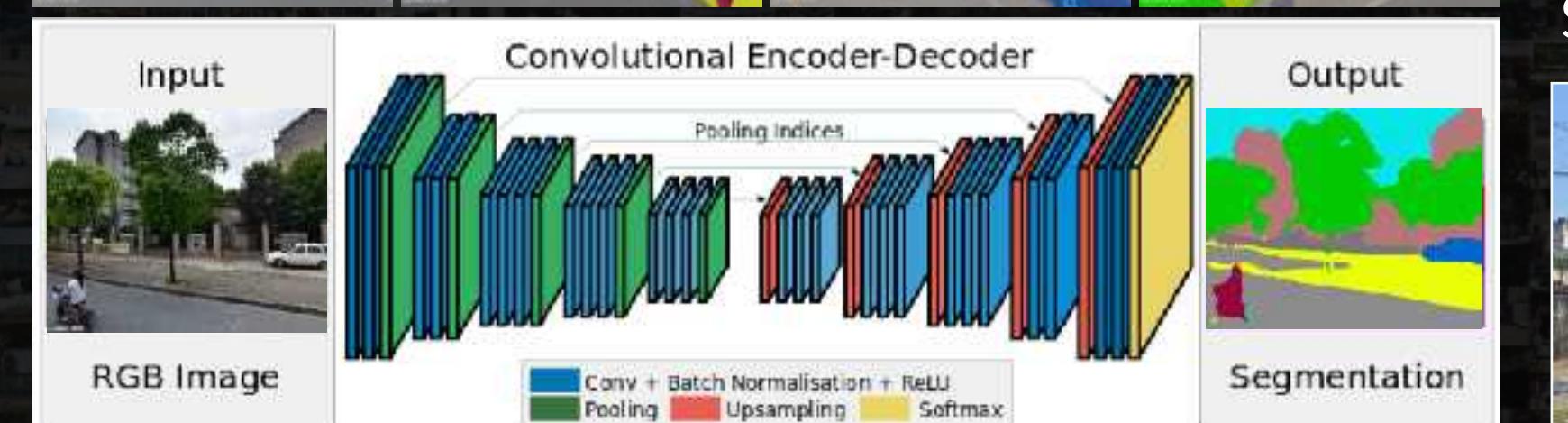
Informal venders



W/H ratio Estimation

[Lat, Lon]	[22.4533, 113.9705]	[22.3293, 114.1434]	[22.3134, 114.2252]	[22.3287, 114.1654]	[22.2673, 114.1839]
(a) Field Survey					
H/W	H/W=0	H/W=0.98	H/W=1.23	H/W=2.57	H/W=4.50
(b) GSV-based					
H/W	H/W=0	0< H/W <1	1< H/W <2	2< H/W <4	H/W>4

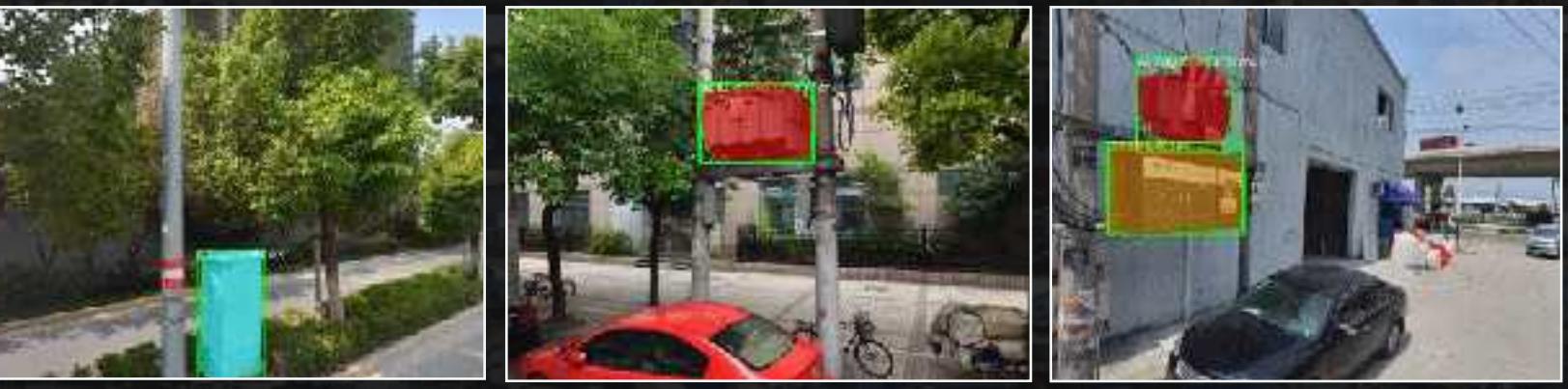
Road segmentation (greenery, sky ratio)



Pedestrians



Public Facilities



Vehicles



Street Furniture



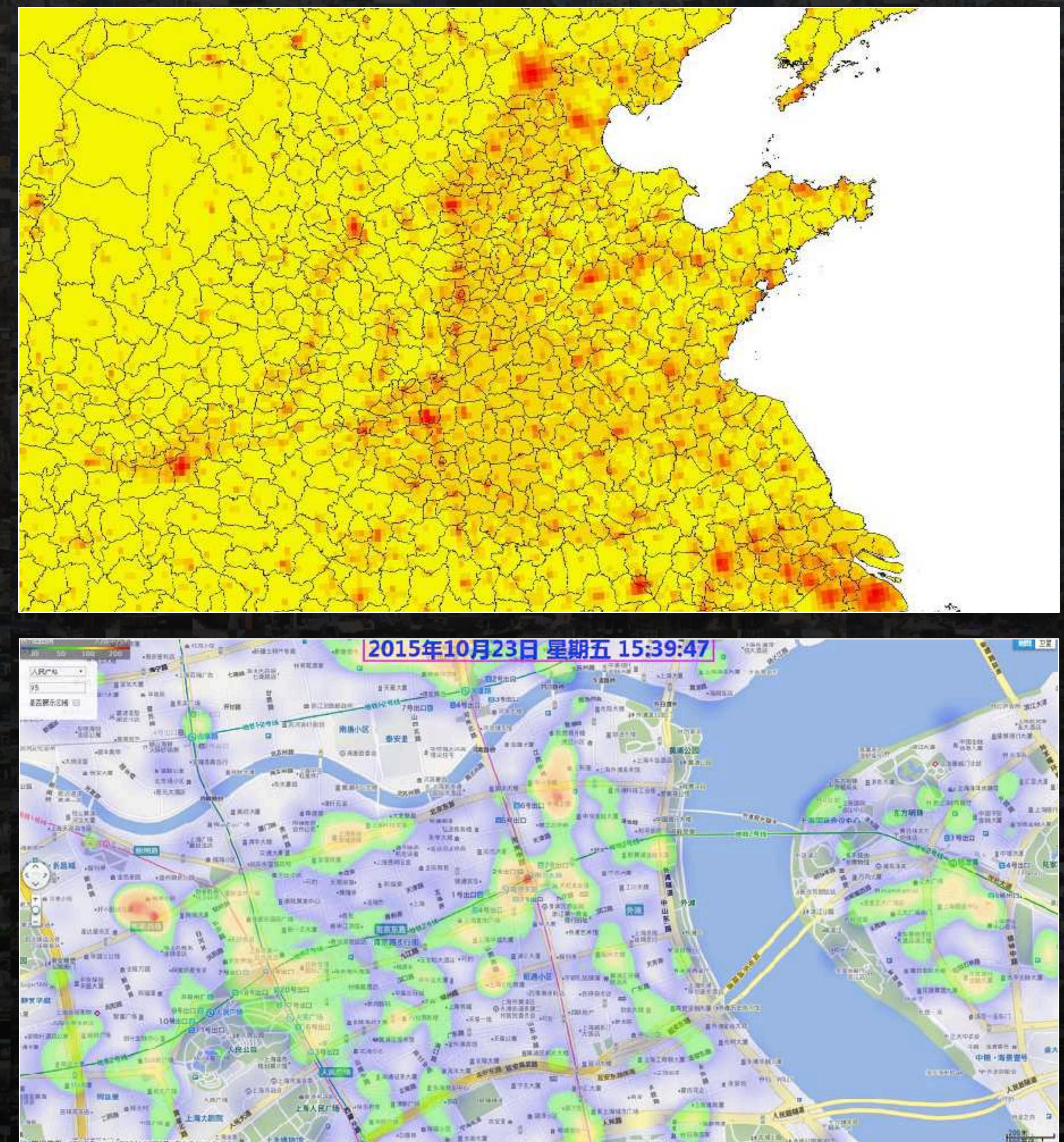
Street Signs



LBS Data

National level LBS data from Tencent 2015

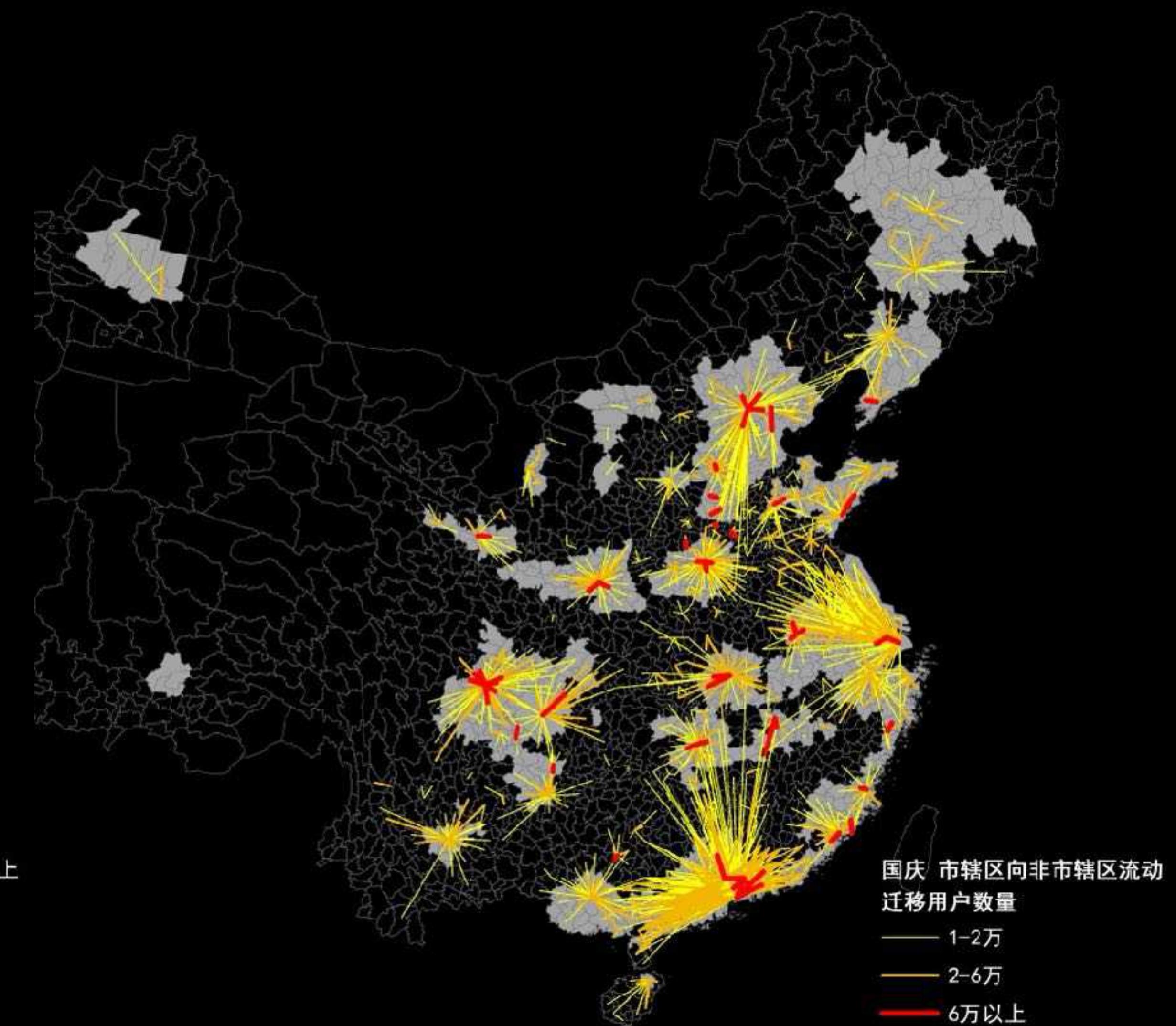
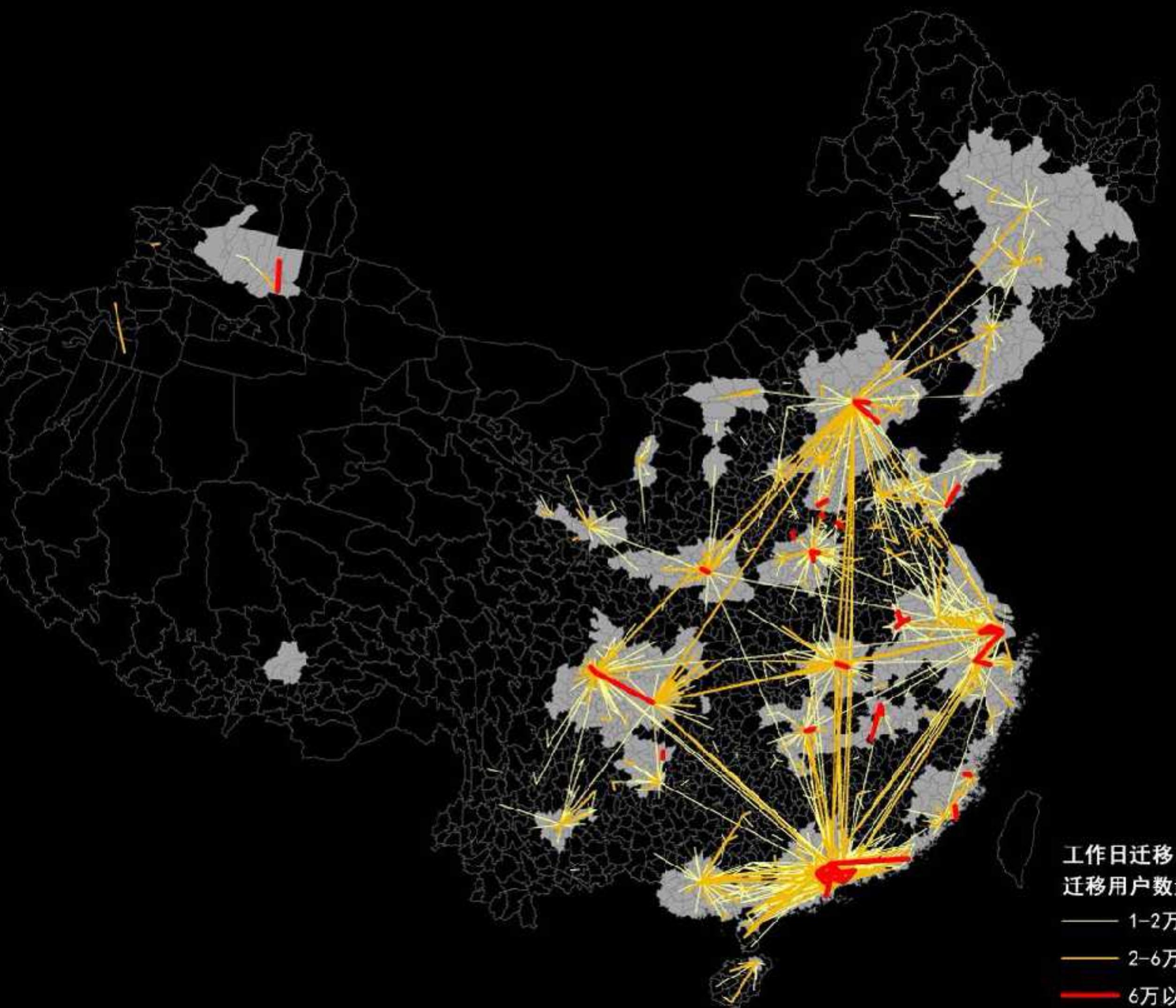
Over 843 million users's check-in and OD data across China mainland from Tencent. The check in data is collected based on 10km x 10km grids and the OD pairs are based on a 2300 x 2300 matrix which is based on a county level unit.



LBS Data

National level LBS data from Tencent 2015

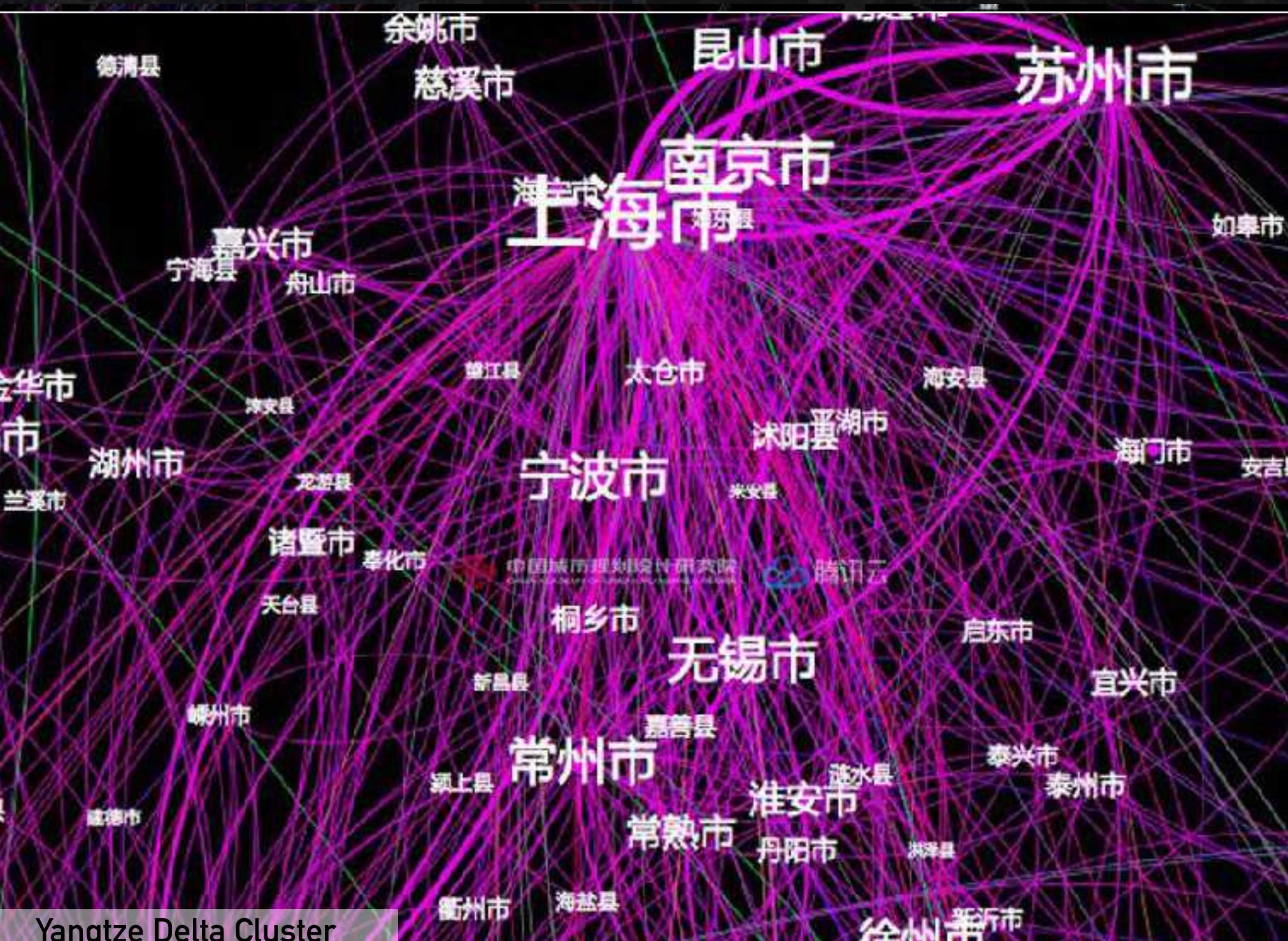
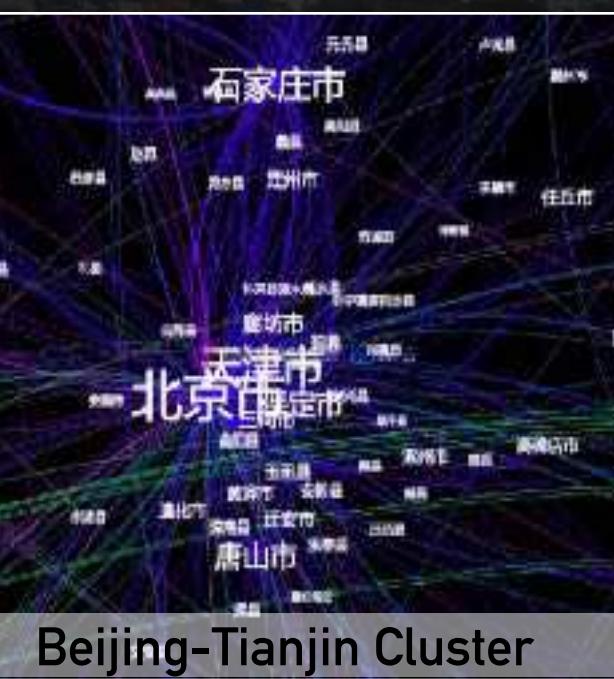
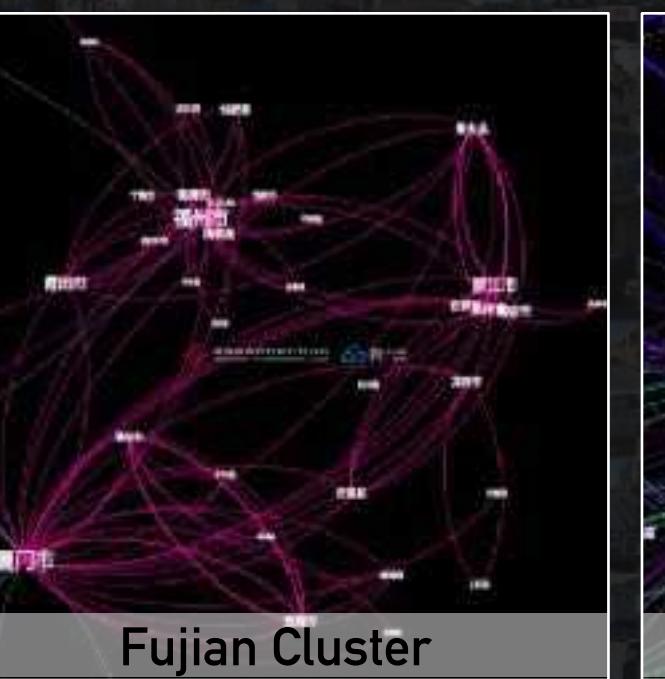
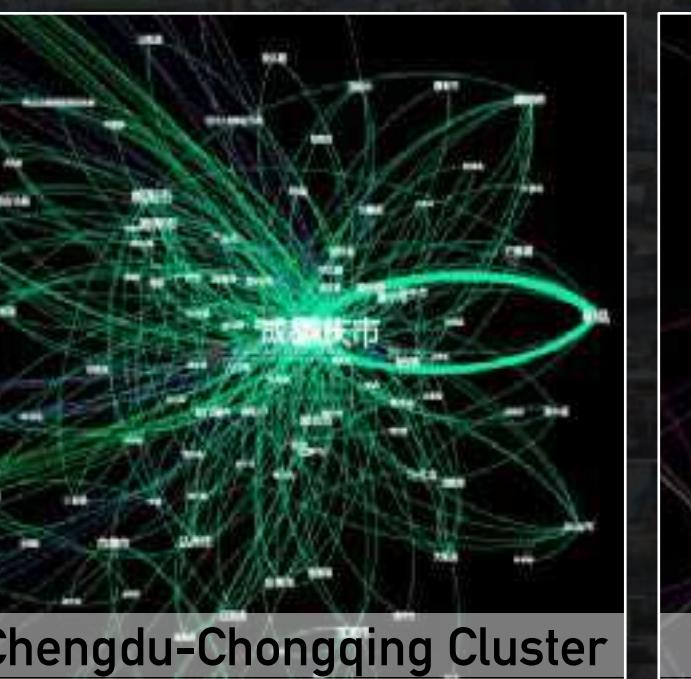
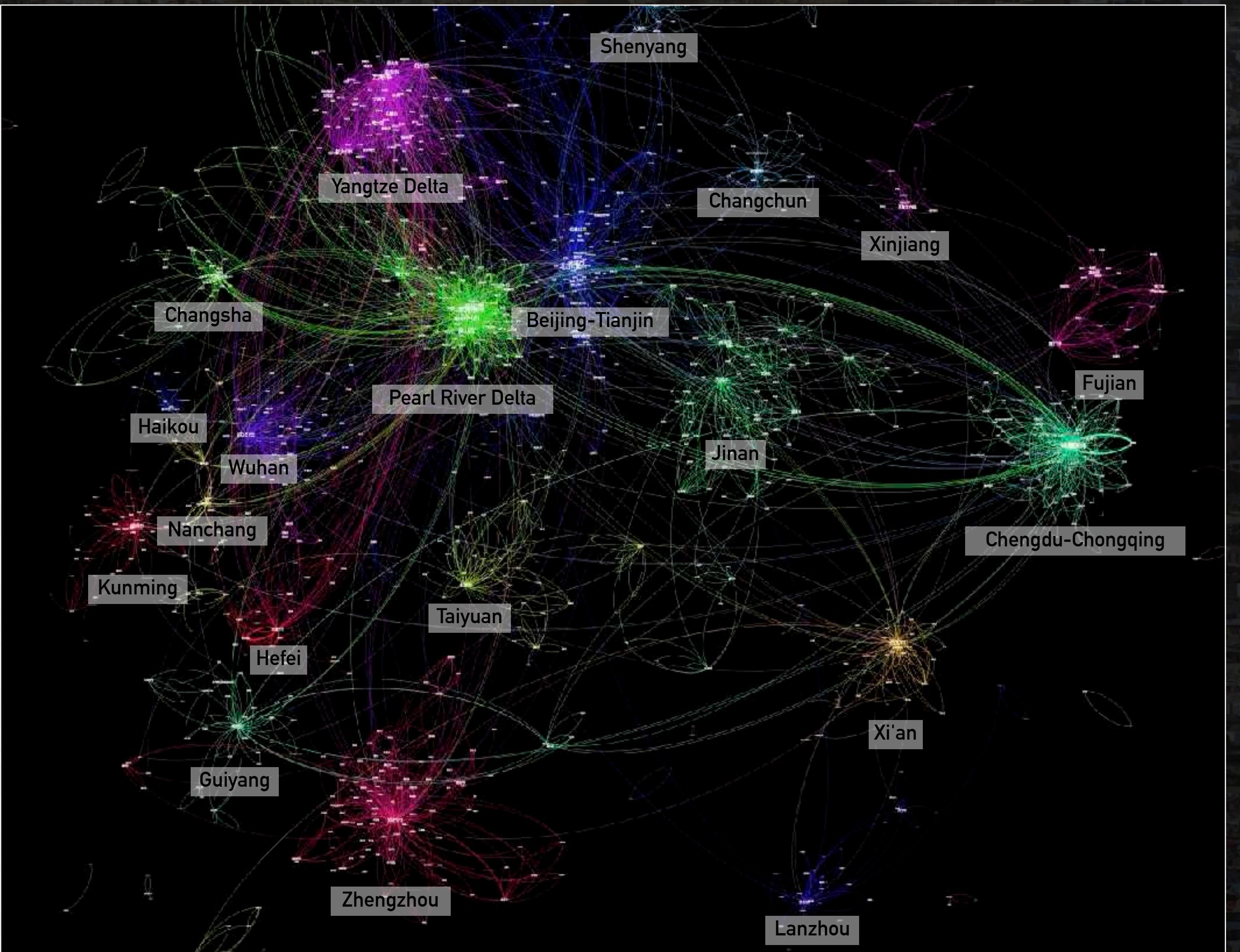
Based on the dataset, I conducted the project of validating different city clusters plans as a chapter in the project of National urban system planning.



LBS Data

National level LBS data from Tencent 2015

Part city clustering results based on community detection and hierarchical K-cores.



LBS Data

National level LBS data from Tencent 2015

Part city clustering results based on community detection and hierarchical K-cores.



LBS Data

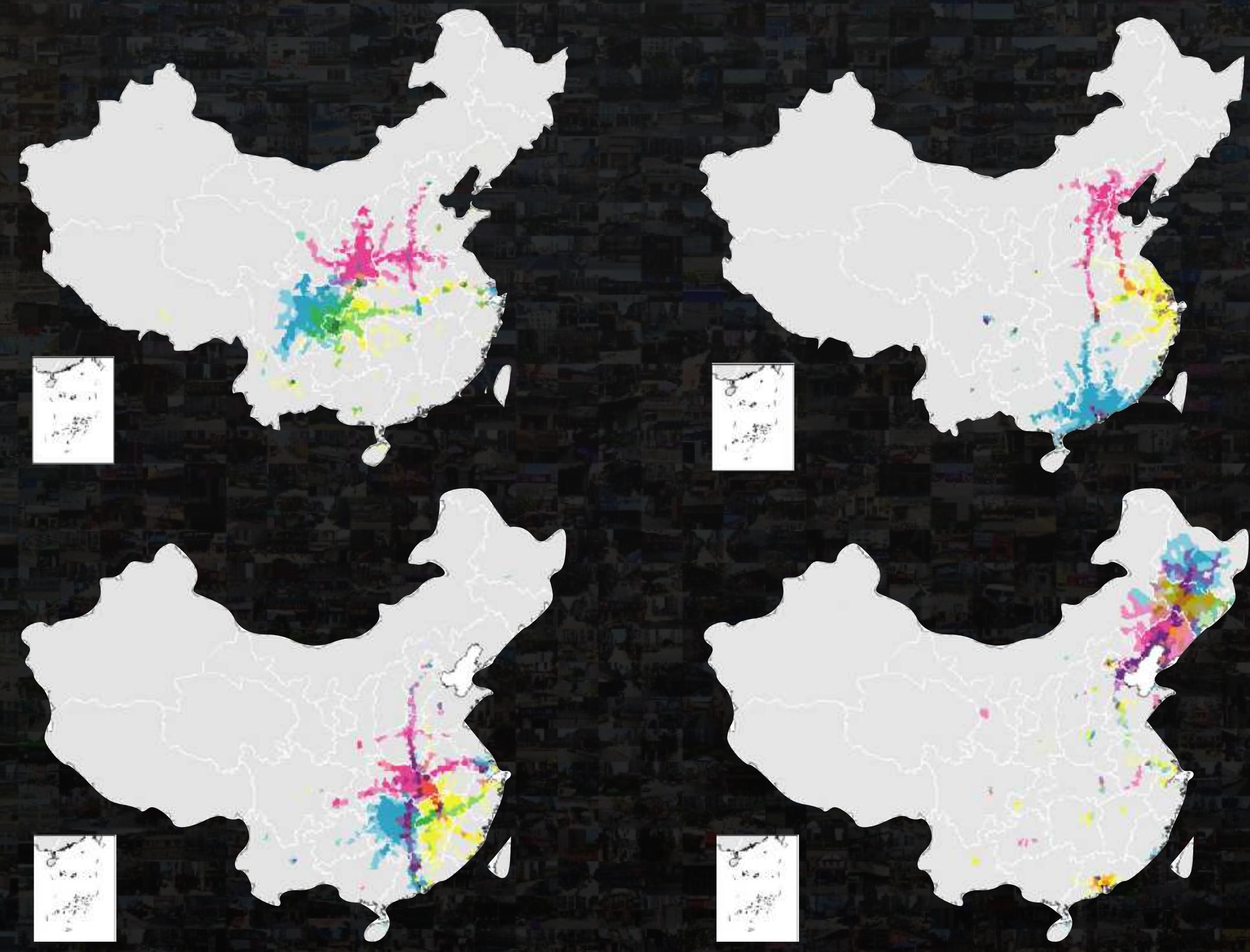
National level LBS data (trajectory) from Tencent 2017

[Depicting the Blurred Regional Boundaries in China Using Individual Mobility Data]

We propose a Singular Value Decomposition (SVD)-based method to depict the impact areas of regions in China using individual connections among cities.



Top ten eigen-mobility-patterns



Overlays of eigen-mobility-patterns

LBS Data

Shanghai LBS Data (Baidu)

The entire city (5070 km²) is divided into 2699 units.

There are over 60 different labels within each unit, and each label is represented by that category as a percentage of the unit's total population.

A total of 3,386,800 pieces of data represent the direction and number of people flow between LBS units, with a maximum value of 131,768.



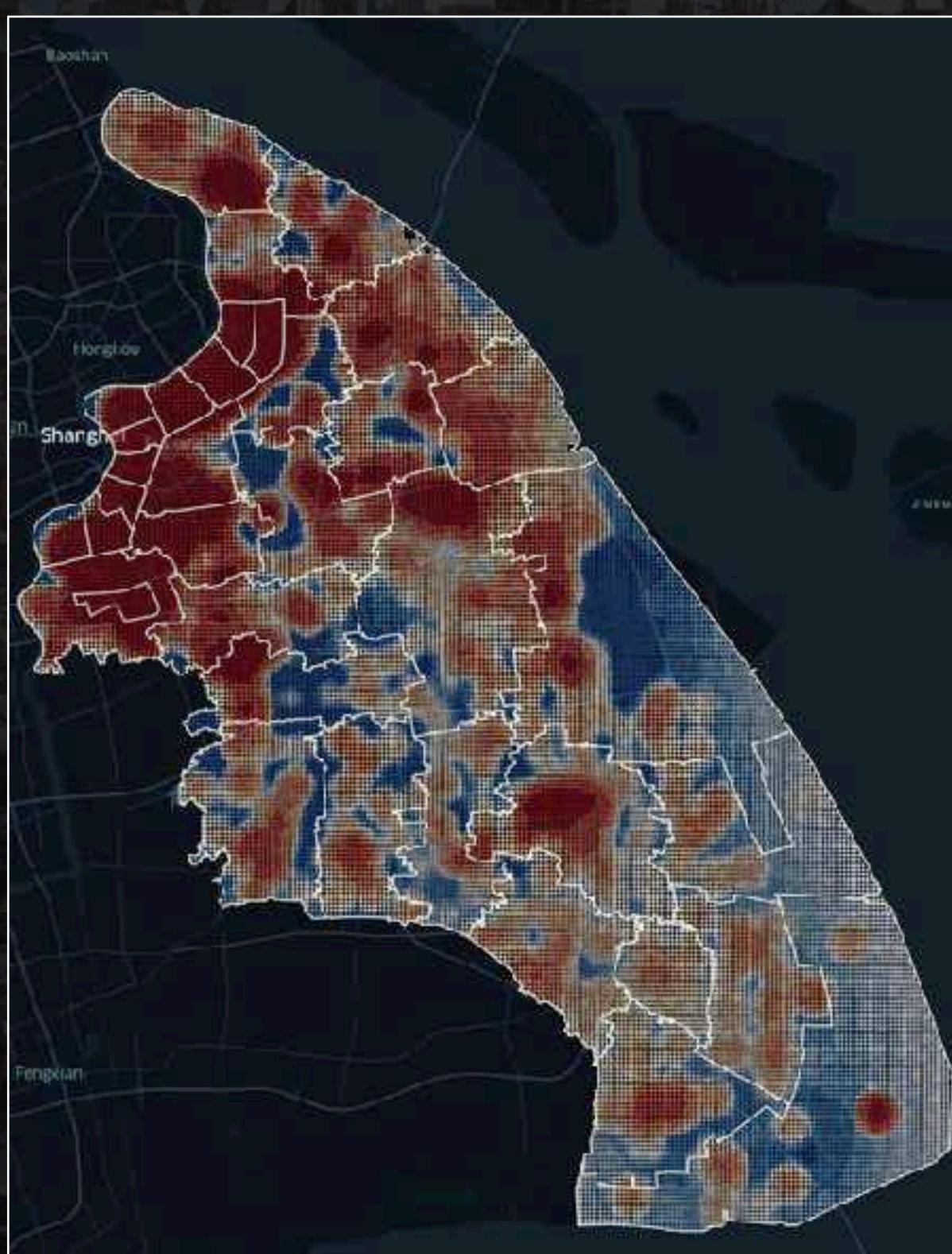
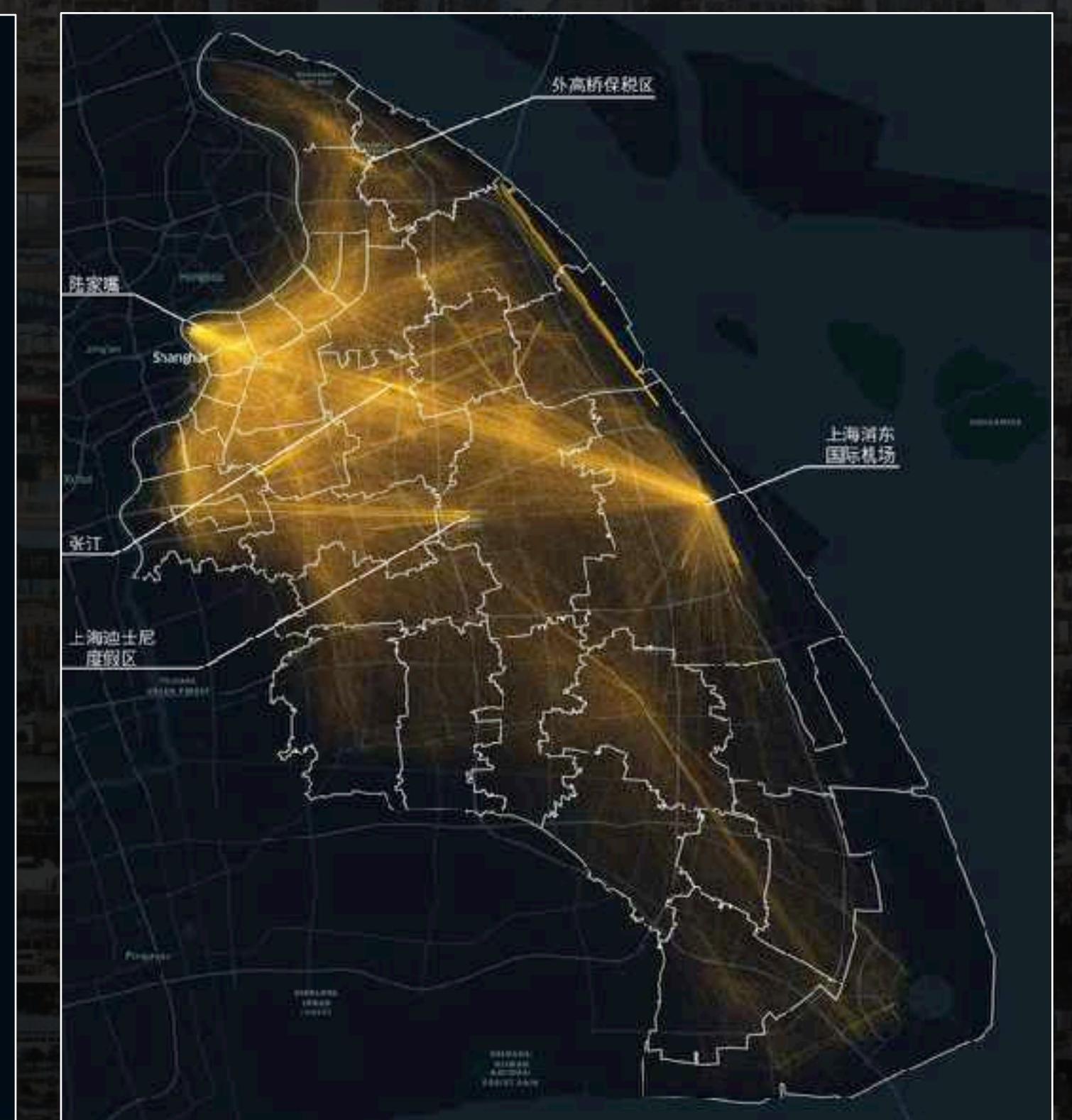
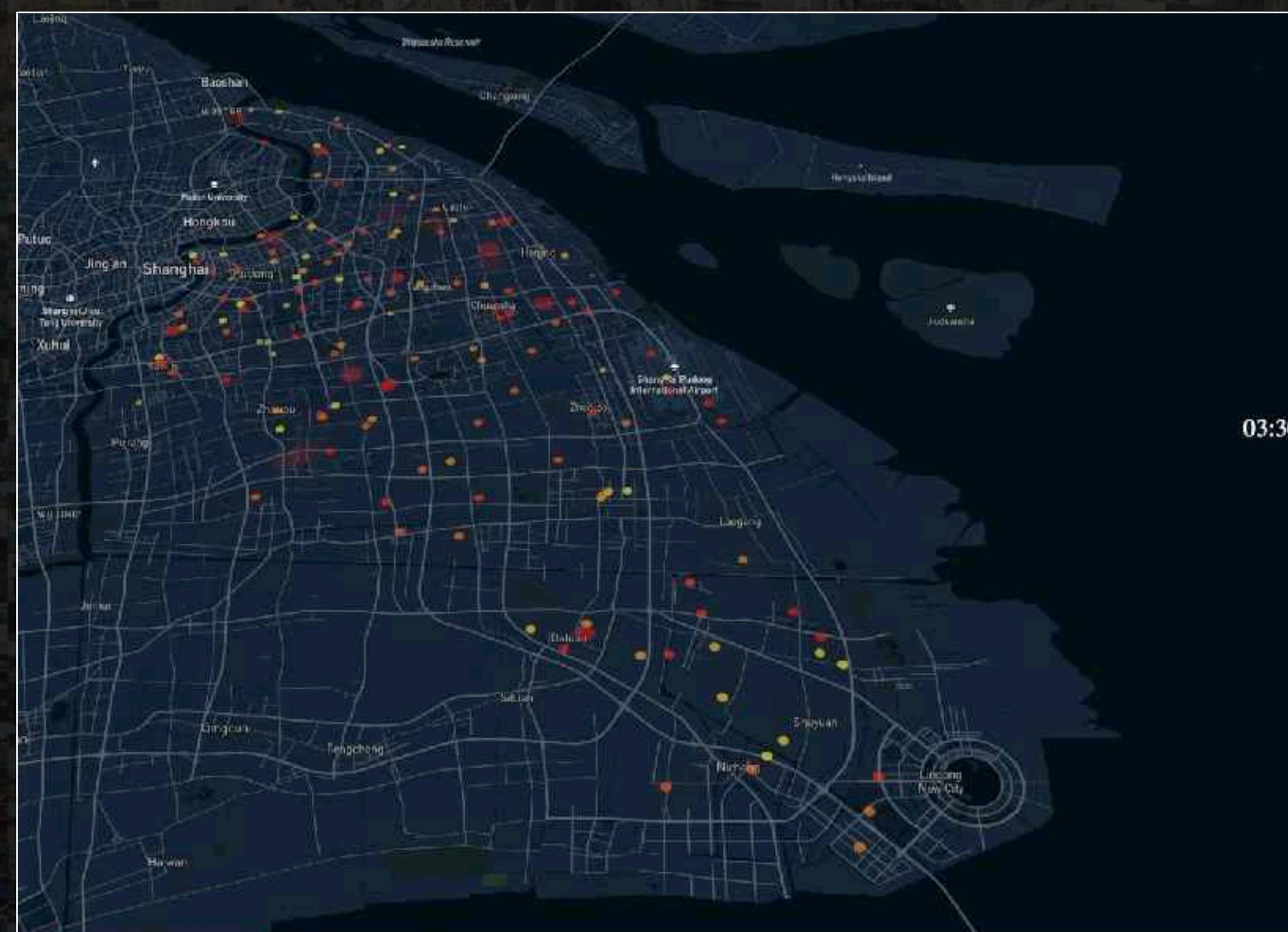
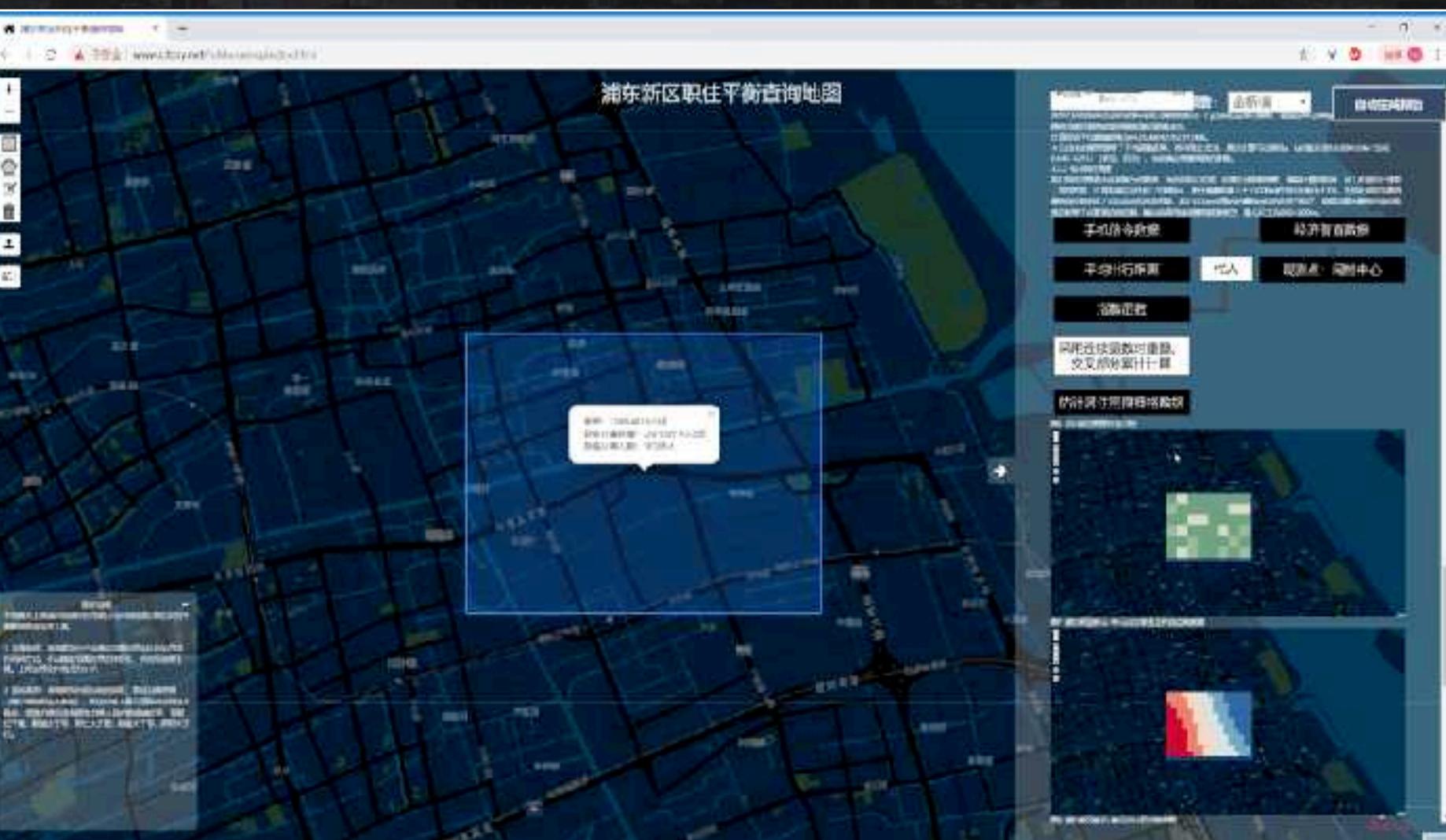
Education	high school or below	college degree	undergraduate and above				
Stage	Junior high school students family with 0-1 yr child	high school student family with 1-3 yr child	family with elem school students family with middle school students	family with pregnant woman graduates pregnancy			
Job	managers and business owners	production operator	Professional skill worker	civilian staff self-employed service personnel			
Consume	low	median	high				
Income	below 2499	2500 to 3999	4000 to 7999	8000 to 19999	above 20000		
Gender	Male	Female	PrivateCar	have a car	have no car		
Age	under 18	18-24	25-34	35-44	45-54	55-64	above 65
Trade	culture and entertainment energy mining and chemical machinery and manufacturing social public management	Daily chemical department store accommodation travel Transportation and Postal Storage manpower &foreign trade	Automobile education food processing real estate Agriculture, forestry, animal husbandry and fisheries	IT communication food industry Textile and apparel medicine &health	financial insurance appliance industry ad &marketing building materials life service		

Mobile Signal Data

Job-Housing Balance Indicators

Typically quite a lot of planning are focusing on the balance between housing and job within a municipal district.

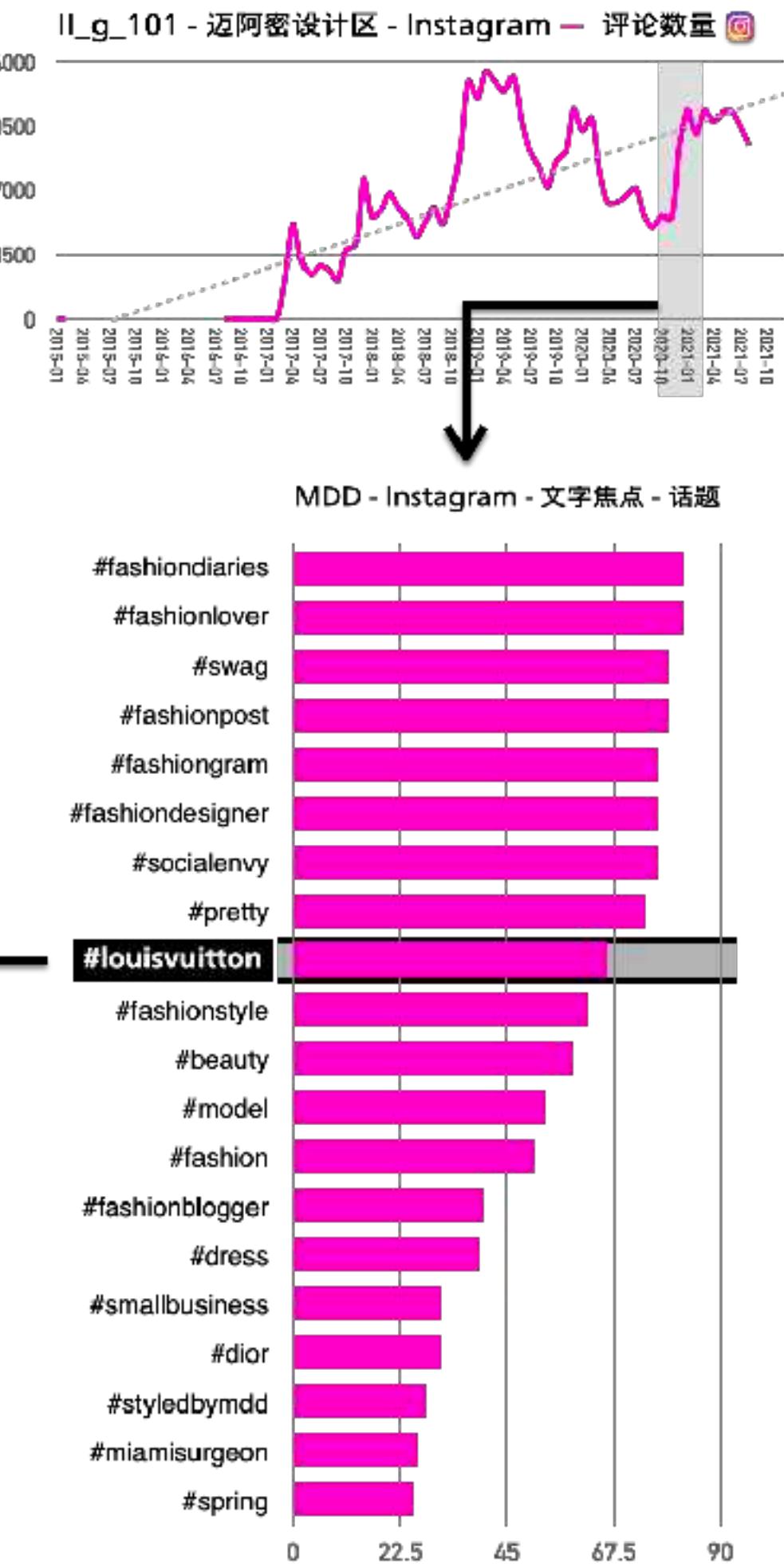
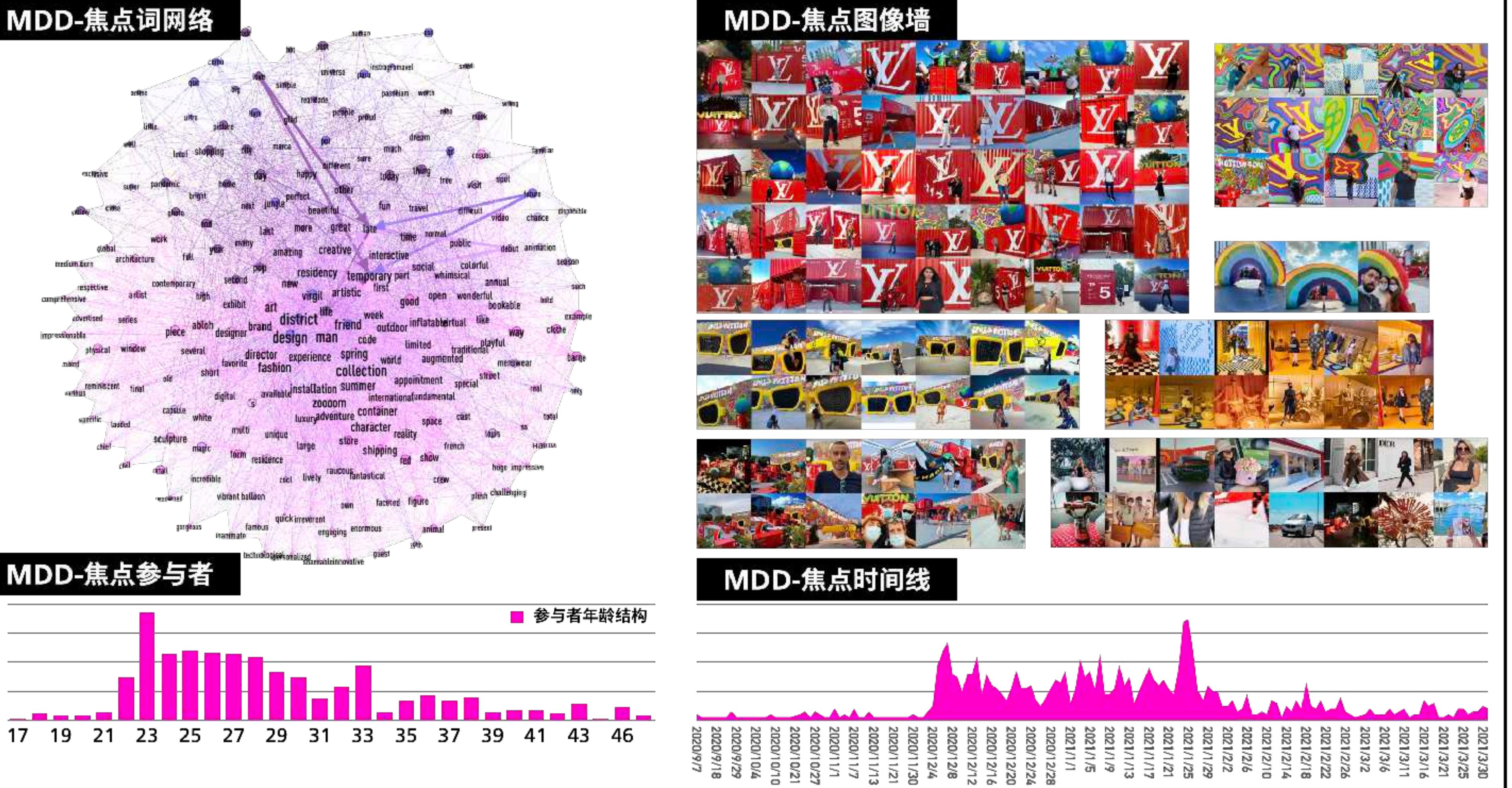
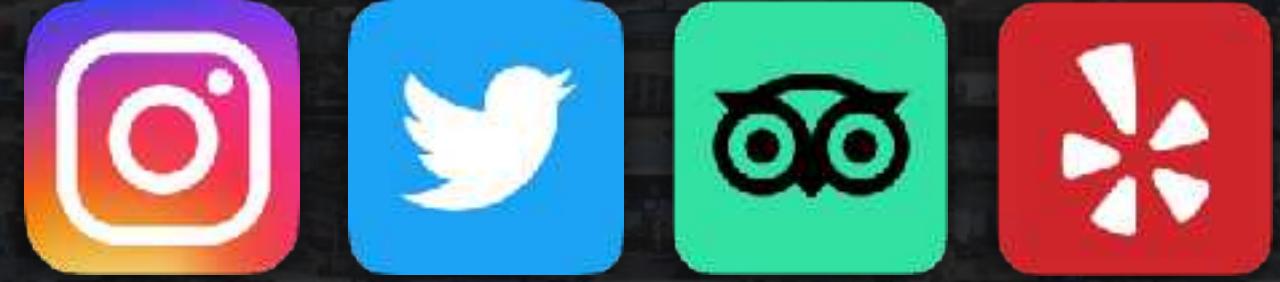
grid cell of 400-800m, like check-in records, but more continuous data from mobile device carrier providers (Unicom, China Mobile, and Telecom)



Social Media (Twitter / Instagram)

Data digestion for commercial areas

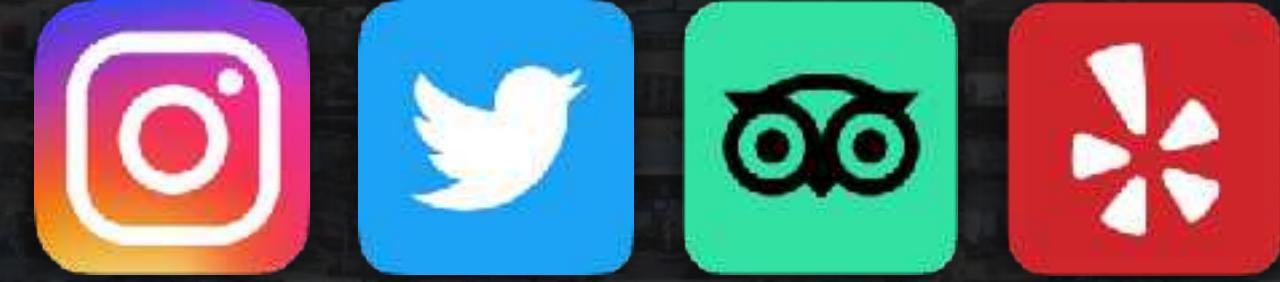
Obtain user evaluation data of certain business districts through web crawlers



Social Media (Twitter / Instagram)

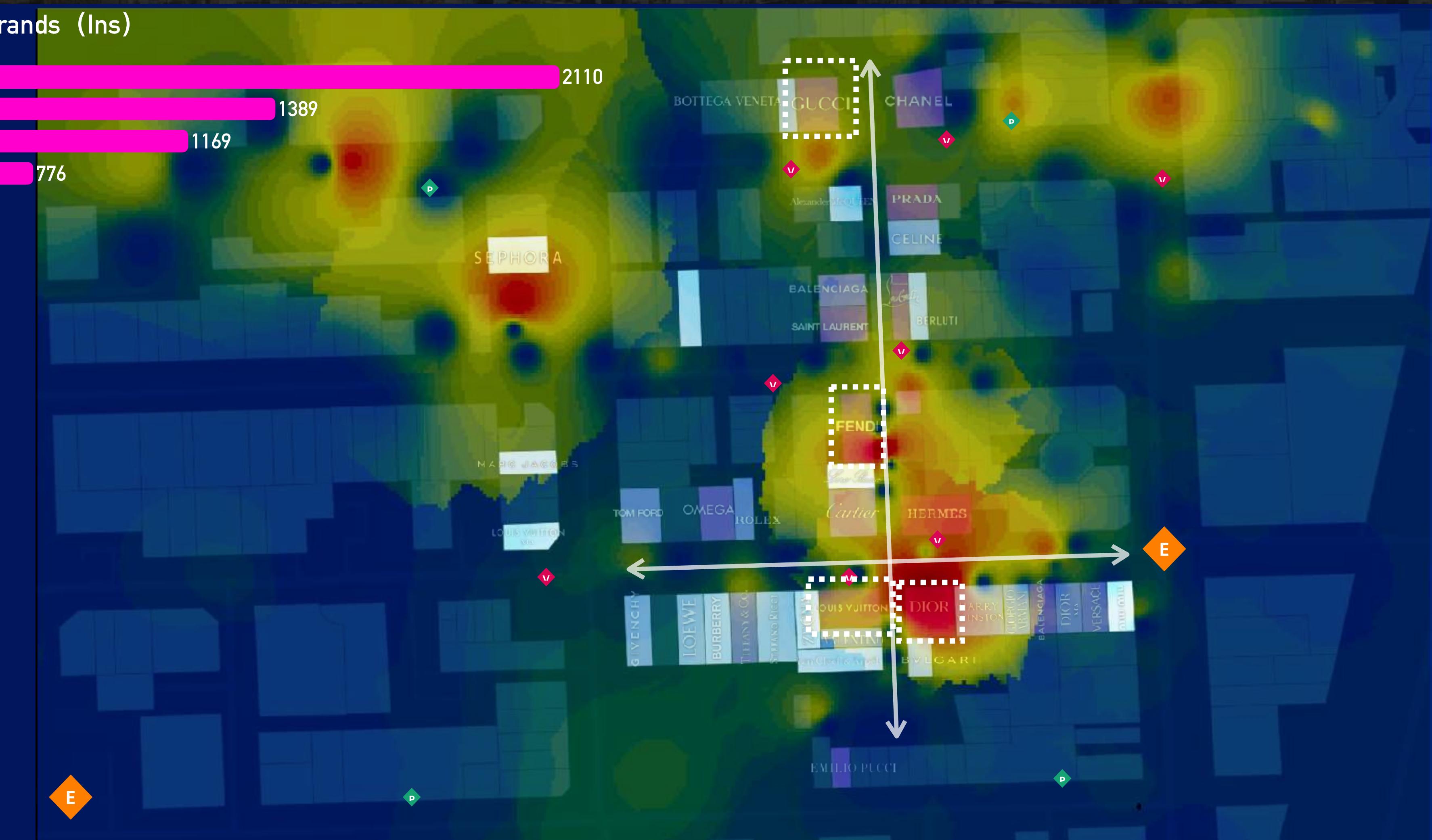
Data digestion for commercial areas

Obtain user evaluation data of certain business districts through web crawlers



The check-in ranks for brands (Ins)

Dior	2110
Louis Vuitton	1389
Fendi	1169
Gucci	776
Hermès	603
Prada	522
Chanel	414
Saint Laurent	350
Pucci	305
Cartier	242
OMEGA	235
Versace	206
Balenciaga	203
Tiffany & Co.	181
Tom Ford	162
Rolex	144
Harry Winston	143
Valentino	124
Giorgio Armani	112
Celine	104
Pura Vida	31
Loro Piana	9
Haitian Heritage Museum	7
de la Cruz Collection	3



LBS Data (tentative)

Food Delivery Trajectory Data (Alibaba)

The Platform (ELE)

2nd largest food delivery in China

1.3 billion registered users

3.4 million restaurants

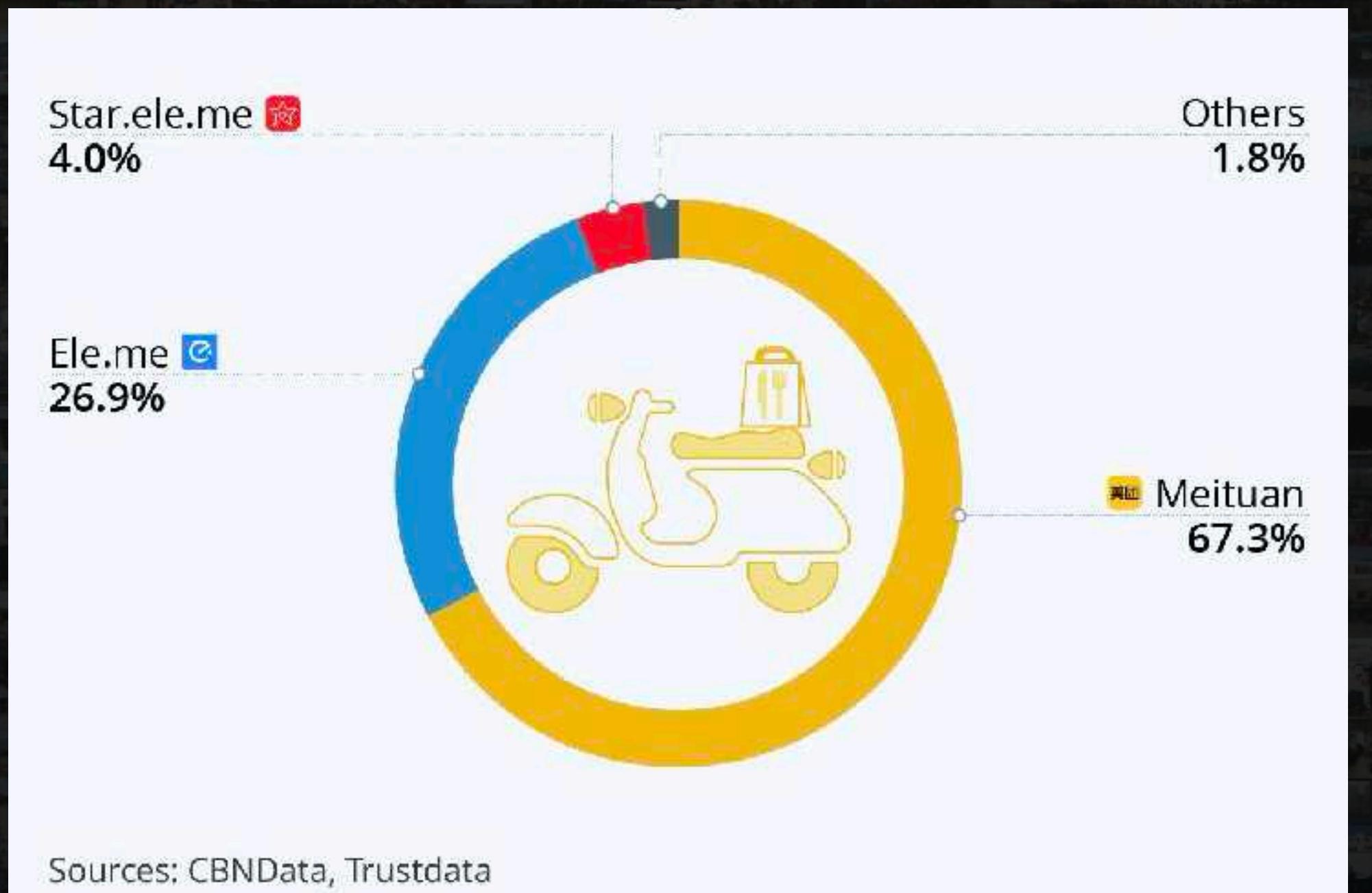
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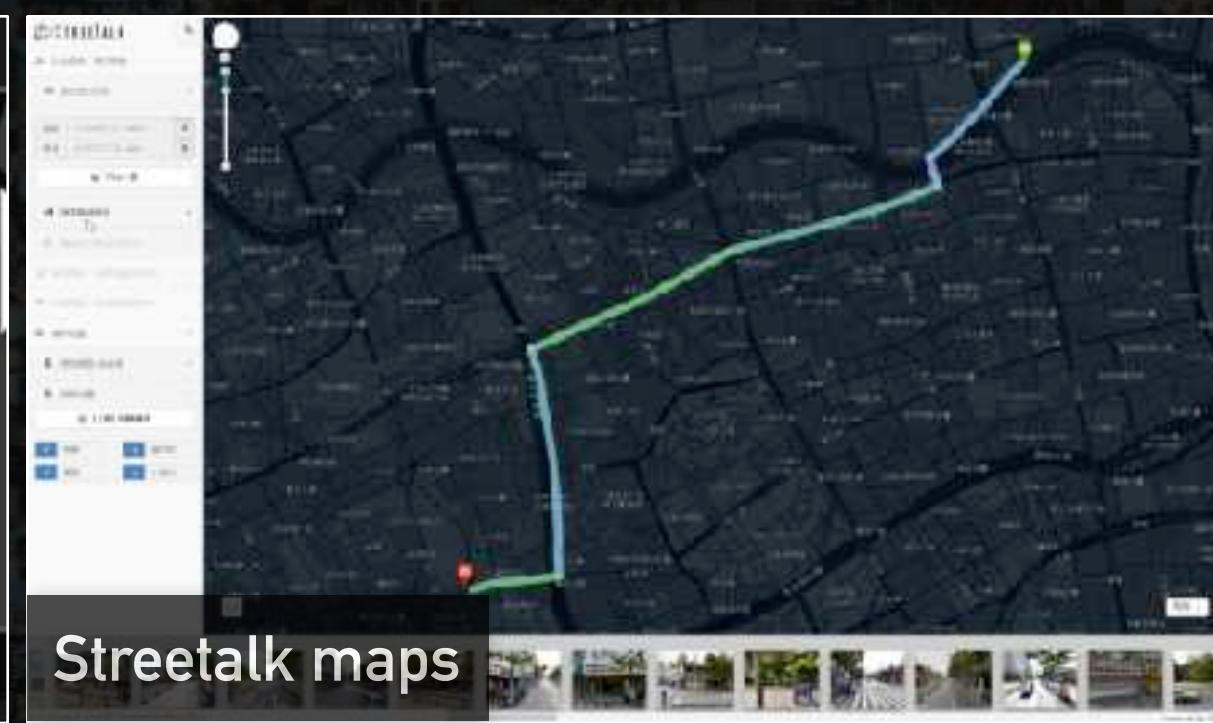
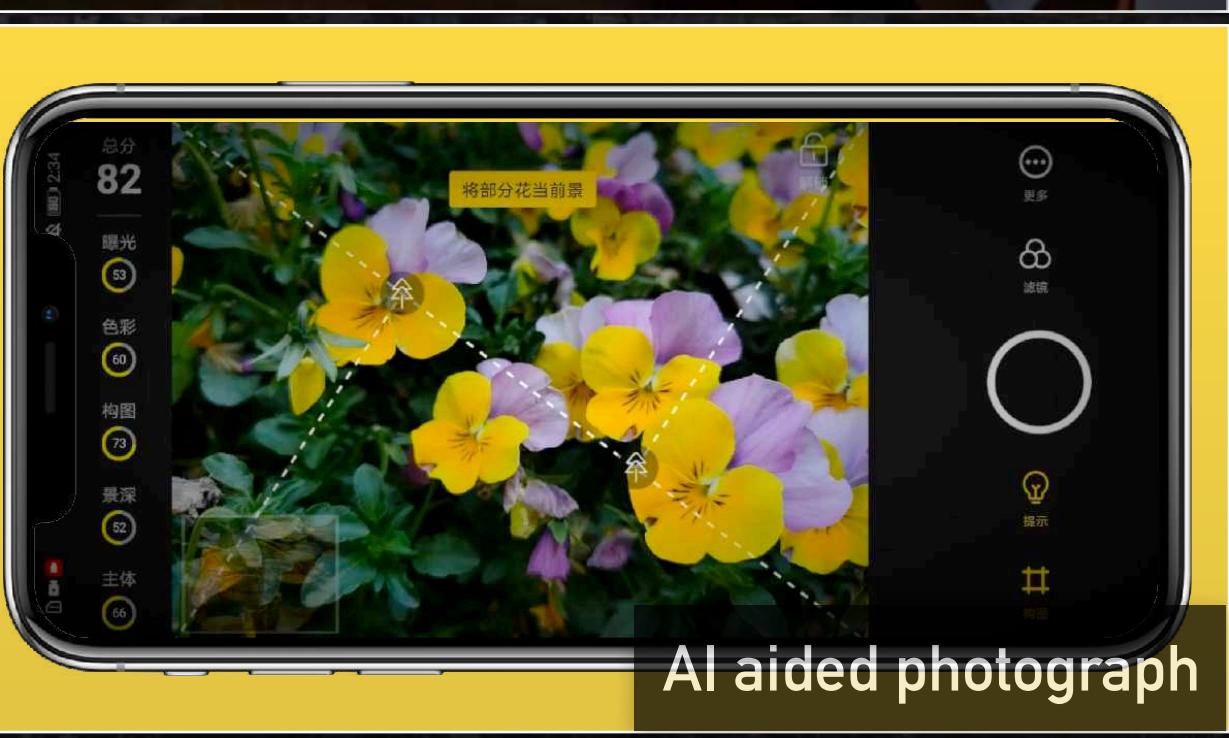
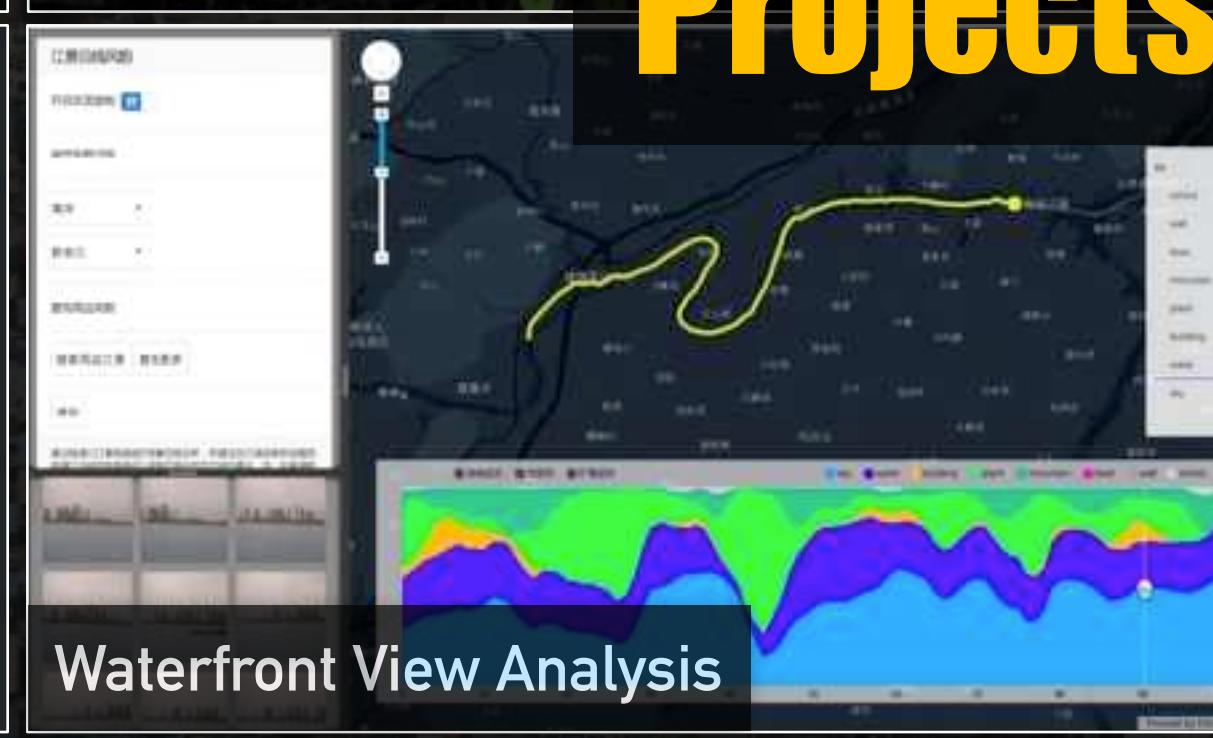
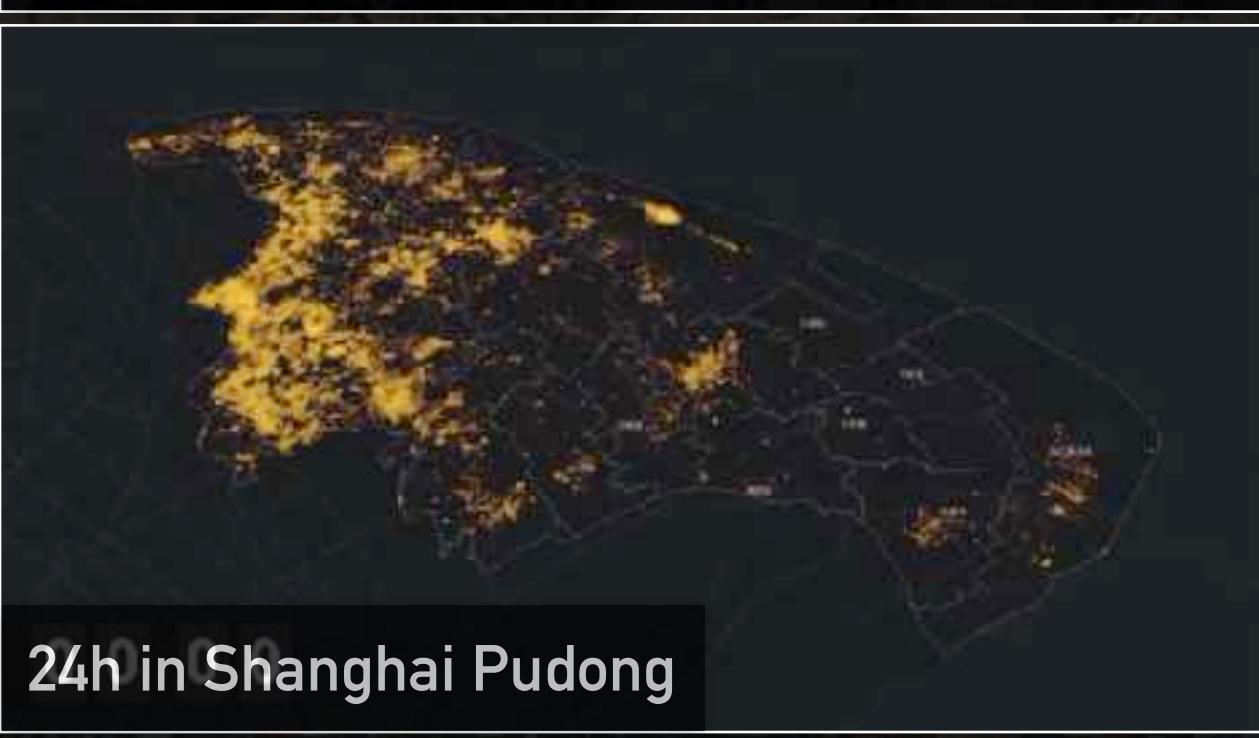
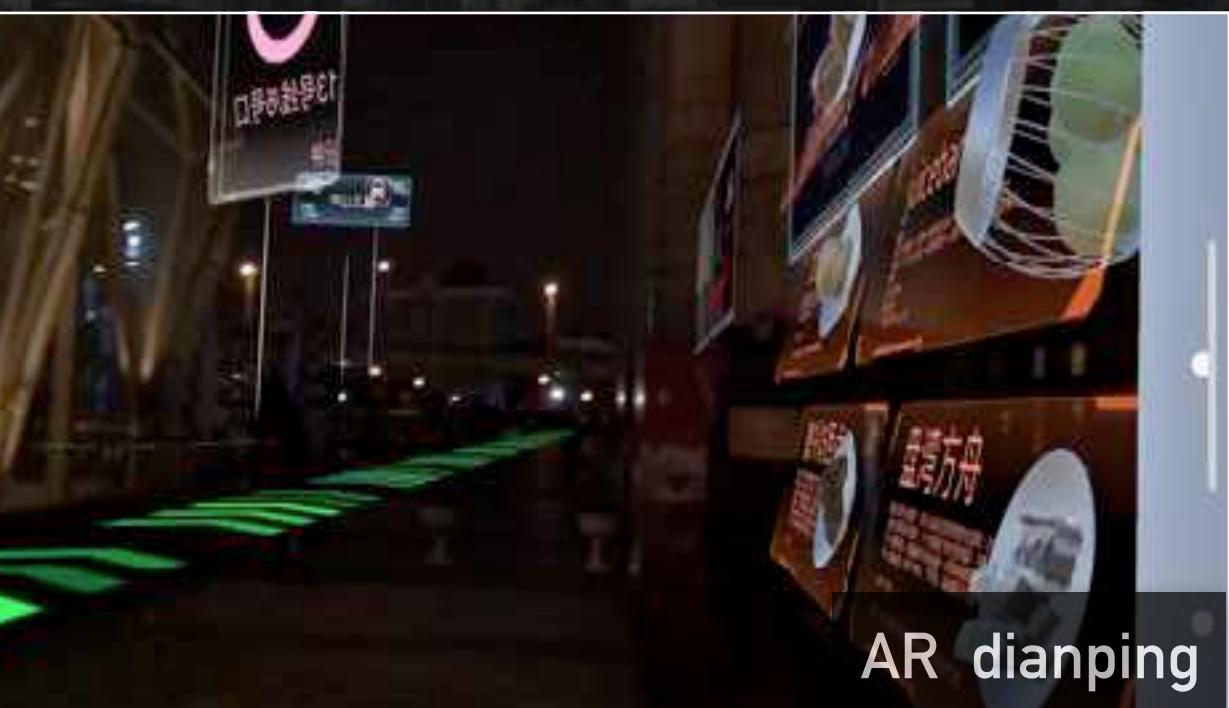
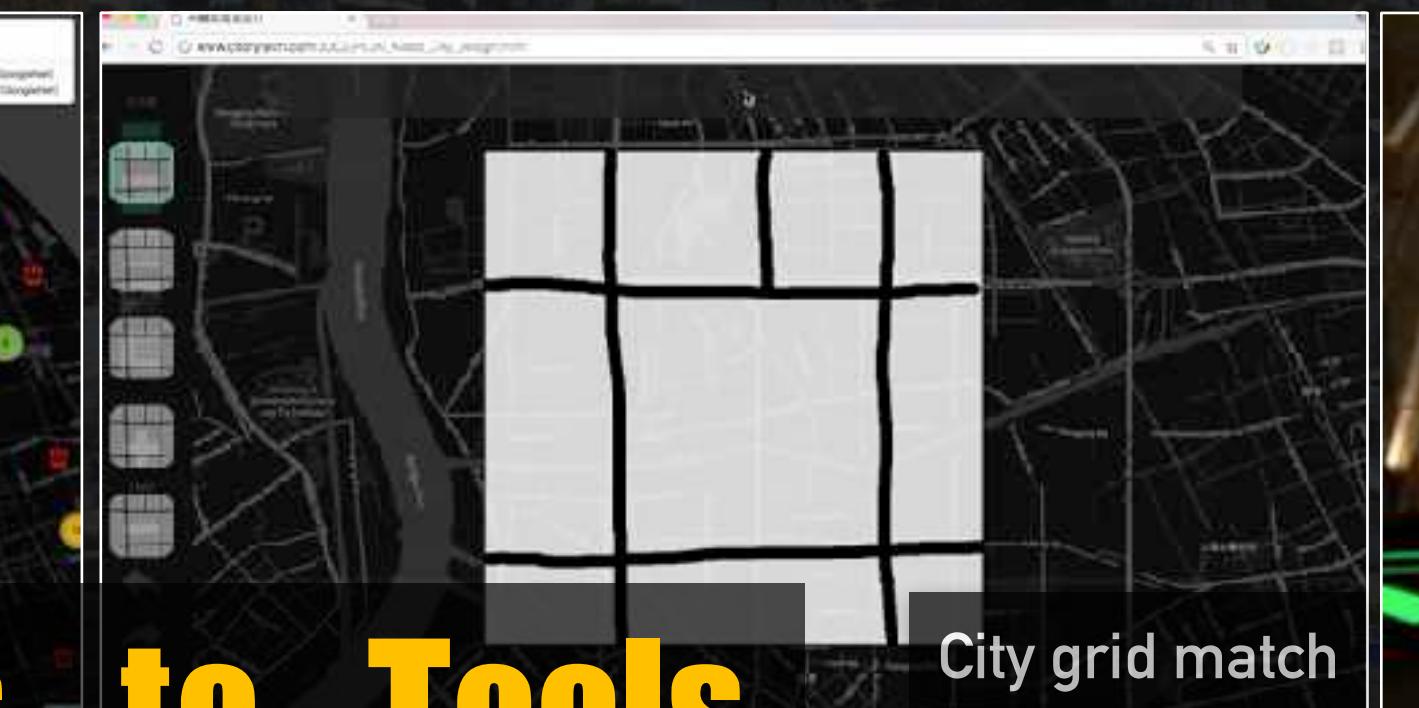
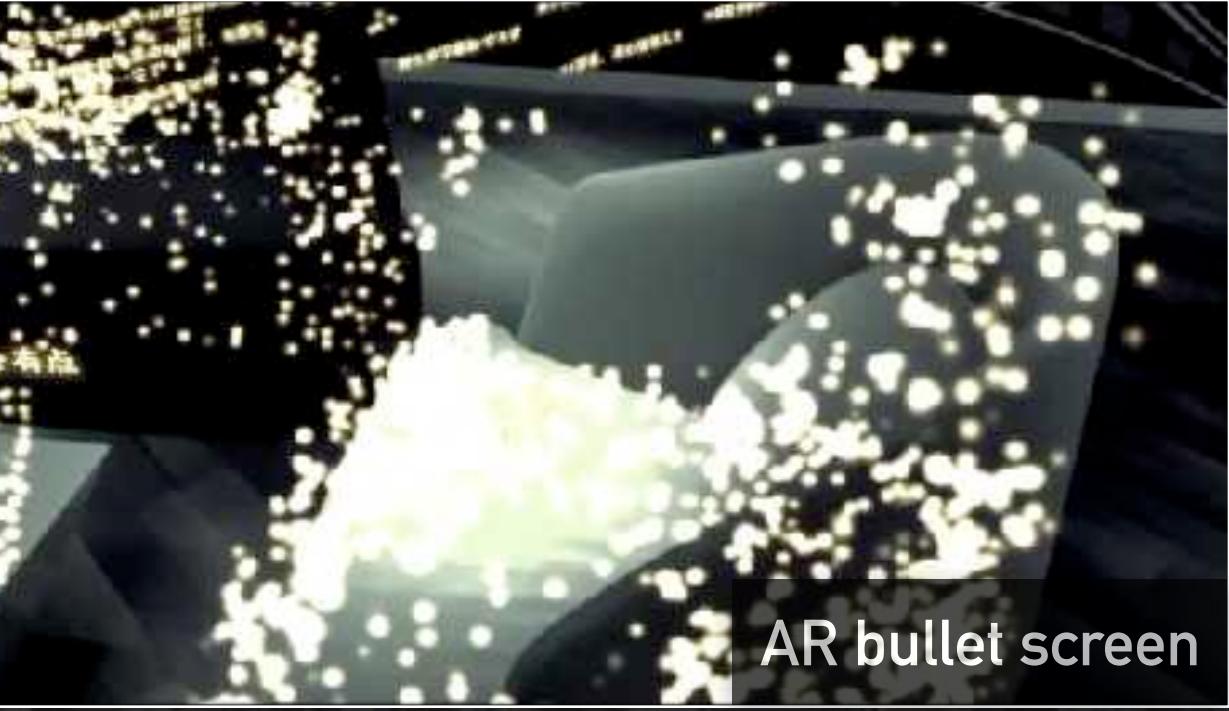
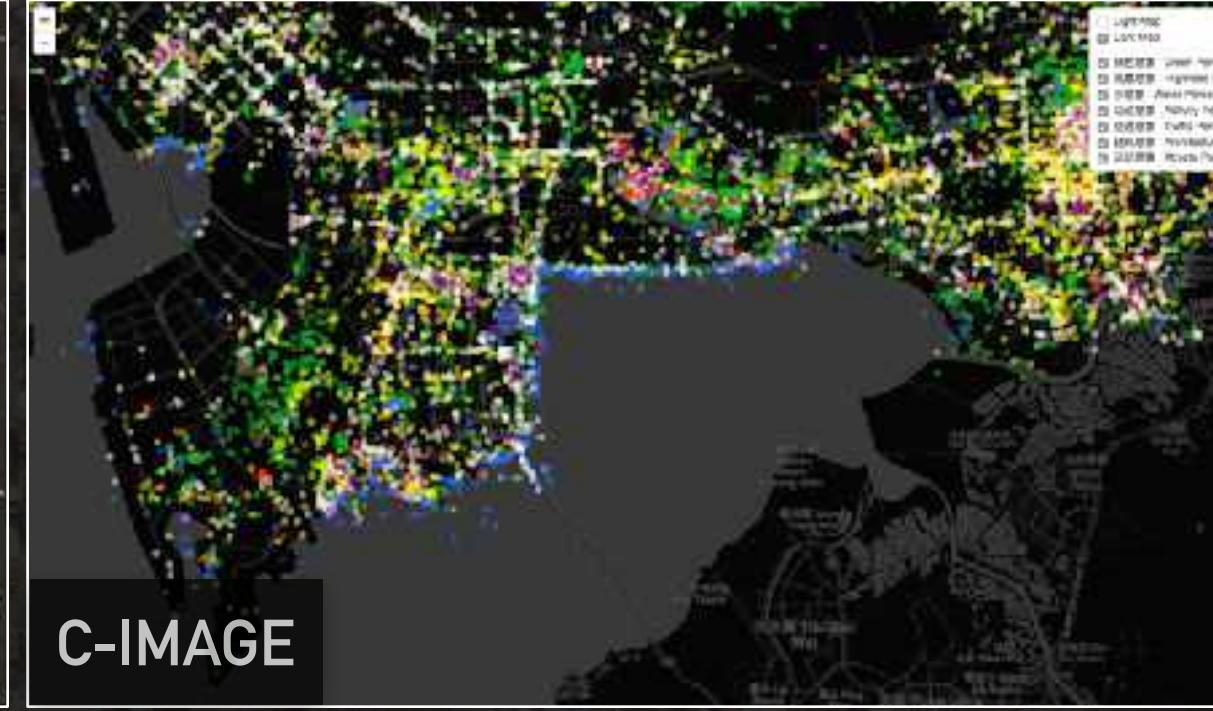
362 cities in China

18 million online order per day

12 billion GPS check-ins per day

550,000 riders coverage per day





Projects to Tools