

# Esri Pacific User Meeting CA / HI / NV

November 21, 2013 | Redlands, CA



## Using VGI to Connect the Public with Non-Profit Organizations

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**Search Tweets**

Keywords

Hashtags

Count (optional)

Search Until (optional)

Output Table in Database

Output Points

Kernel Density Units (optional)  
As Specified Below

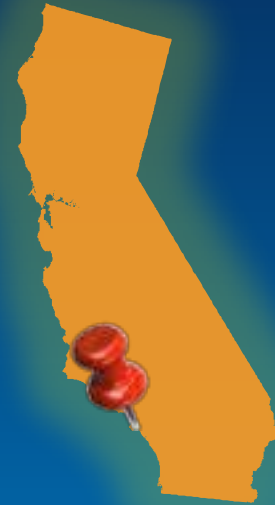
Kernel Density Cell Size (optional)  
As Specified Below

Kernel Density Output

OK Cancel Environments... Show Help >>



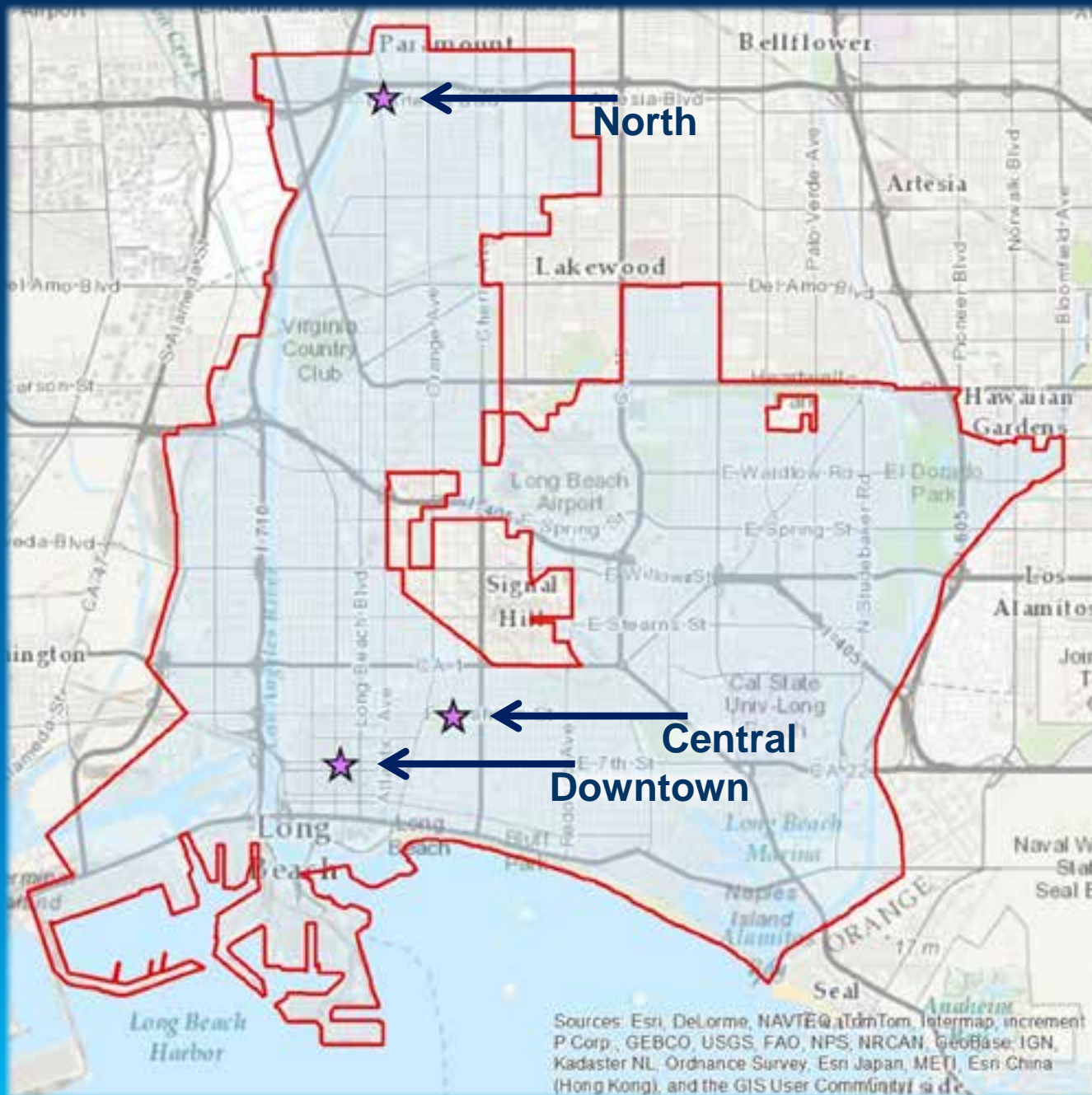
# Arts Council for Long Beach



# Problem







# How to Measure Impact

Web Application for Feedback Collection

**LONG BEACH POST**  
*What's Next?*



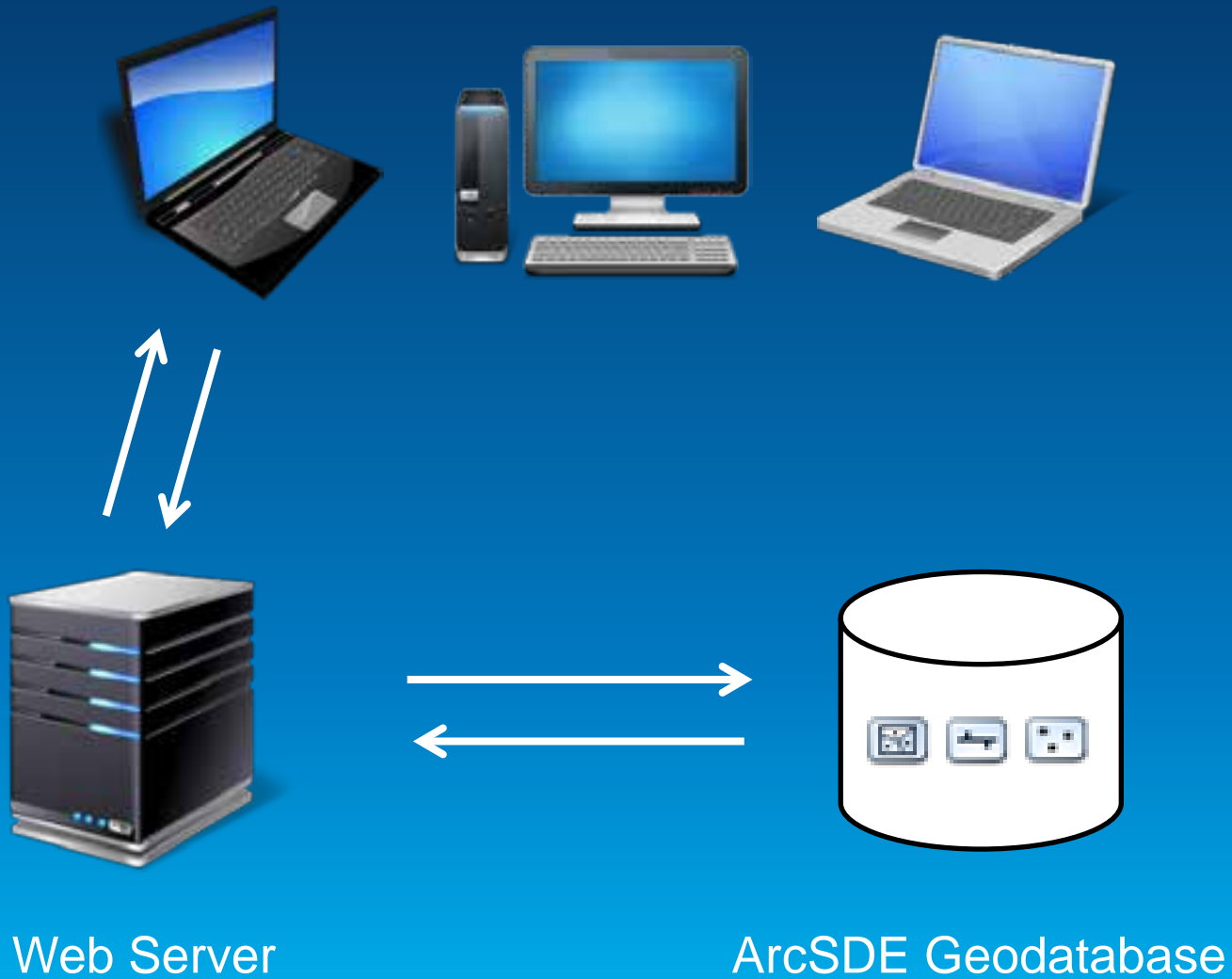
GIS and Social Media



Tweet Detection Tool



# System Design



# Database

§ ~~Methods Do Not Invariant~~

§ ~~Relational Script Objects~~

The screenshot shows a database application interface. On the left, a table named 'parcels\_poly' is displayed with columns 'OBJECTID \*' and 'Shape \*'. The table contains three rows, all with 'Polygon' in the 'Shape' column. The third row is highlighted in cyan. A dropdown menu is open for the 'Event' field, showing a list of events. The 'JAM Session' event is selected and highlighted in blue. A green arrow points from the 'JAM Session' option to the 'Location' column of a table on the right. The table on the right has columns 'CTID \*' and 'Location' and contains eight rows. The first four rows are highlighted in cyan: '1 North', '2 Downtown', '3 Downtown', and '4 North'.

OBJECTID *	Shape *
1	Polygon
2	Polygon
3	Polygon

CTID *	Location
1	North
2	Downtown
3	Downtown
4	North
5	Central
6	North
7	Downtown
8	Downtown

Event dropdown list:

- <Null>
- A LOT General
- Angela Willcocks
- Angkor Dance
- Carlos Ramirez
- Cornerstone
- CSULB Dance
- Cyrus and Terry
- Donna Sternberg
- JAM Session**
- Jazz Angels
- Joshua Cain Madrid
- Katina Mitchell
- Lisa Desmidt
- Long Beach Opera
- Long Beach Playhouse
- McLean Fahnestock
- P.O.P. Price
- Pony Box Dance
- Portable Potholes



## Languages

<HTML>

CSS

*JavaScript*

ArcGIS API for JavaScript

dōjō  
toolkit

 **jQuery**  
*write less, do more.*



### Submit Information

**OBJECTID:** 3

**Location** North

**Event** Donna Sternberg

**Date** October 20

**YouTube** <http://www.youtube.com>

**Press** <http://lbpost.com/news#>

Arts COUNCIL LONG BEACH

West Parcel Schedule

East Parcel Schedule

Greenway Parcel Schedule

0:00 Minutes

ID	Event	Date	Web Site	Email	Phone	Address
101	Arts Council	11	www.arts-council.com	artsc@lbpost.com	562-595-1234	10101 Main St, Long Beach, CA 90801
102	Arts Council	12	www.arts-council.com	artsc@lbpost.com	562-595-1234	10202 Main St, Long Beach, CA 90801
103	Arts Council	13	www.arts-council.com	artsc@lbpost.com	562-595-1234	10303 Main St, Long Beach, CA 90801
104	Arts Council	14	www.arts-council.com	artsc@lbpost.com	562-595-1234	10404 Main St, Long Beach, CA 90801
105	Arts Council	15	www.arts-council.com	artsc@lbpost.com	562-595-1234	10505 Main St, Long Beach, CA 90801
106	Arts Council	16	www.arts-council.com	artsc@lbpost.com	562-595-1234	10606 Main St, Long Beach, CA 90801
107	Arts Council	17	www.arts-council.com	artsc@lbpost.com	562-595-1234	10707 Main St, Long Beach, CA 90801
108	Arts Council	18	www.arts-council.com	artsc@lbpost.com	562-595-1234	10808 Main St, Long Beach, CA 90801
109	Arts Council	19	www.arts-council.com	artsc@lbpost.com	562-595-1234	10909 Main St, Long Beach, CA 90801
110	Arts Council	20	www.arts-council.com	artsc@lbpost.com	562-595-1234	11010 Main St, Long Beach, CA 90801

Regina



# Searching Twitter

§ **TwitterSearch**

§ **ArcPy**



§ **Tweet**

§ **Username**

§ **Date & Time**

§ **(Coordinates)**

**python**



# Tool Interface

§ Keywords

§ Hashtags

§ Count

§ Search Until

§ Output Table

§ Output Points

§ Units

§ Cell Size

§ Output

The screenshot shows a 'Search Tweets' dialog box with the following fields and controls:

- Keywords**: A text input field with a red arrow pointing to it.
- Hashtags**: A text input field with a red arrow pointing to it.
- Count (optional)**: A text input field with a red arrow pointing to it.
- Search Until (optional)**: A text input field with a red arrow pointing to it.
- Output Table in Database**: A text input field with a red arrow pointing to it.
- Output Points**: A text input field with a red arrow pointing to it.
- Kernel Density Units (optional)**: A dropdown menu set to 'As Specified Below' with a red arrow pointing to it.
- Kernel Density Cell Size (optional)**: A dropdown menu set to 'As Specified Below' with a red arrow pointing to it.
- Kernel Density Output**: A text input field with a red arrow pointing to it.

At the bottom of the dialog are four buttons: 'OK', 'Cancel', 'Environments...', and 'Show Help >>'.

# Output Table

Description		
Username	PostTime	Tweet
DAVEFELDMAN5454	Sat Nov 02 23:57:15	RT @citizensrock: For years, Boehner and the [REDACTED] GOP have squawked JOBS, JOBS, JOBS! What have they given us?—Austerity, Sequester...
PersonRodney	Sat Nov 02 23:57:04	Judge weighing spy program shutdown <a href="http://t.co/baZ7k2loK">http://t.co/baZ7k2loK</a> via @worldnetdaily
tkdmike	Sat Nov 02 23:57:02	RT @MrGrassroots: Michelle Obama is on fire as she rips into the party for government shutdown and "trying" to stop Obamacare. That... <a href="http://t.co/8nLw77xpXS">http://t.co/8nLw77xpXS</a>
Alinka8880	Sat Nov 02 23:56:51	Did you lose your job because of the government #shutdown ? Remember in November 2014
DjRide	Sat Nov 02 23:56:37	Looking For A Halloween Party Tonight Thats NOT Going to Get ShutDown?!! Look no more [REDACTED] ;) Here -> <a href="http://t.co/8nLw77xpXS">http://t.co/8nLw77xpXS</a>
DjangosBro666	Sat Nov 02 23:56:34	RT @thatkidvlad: [REDACTED]
Sierrasverdes1	Sat Nov 02 23:59:55	RT @crazyhorse2126: Riots Always Begin When People Can't Afford Food: Food Stamp Shutdown Starts Today   Alternet <a href="http://t.co/BL0006ZUW">http://t.co/BL0006ZUW</a> ...
wasowopudybi	Sat Nov 02 23:59:54	Хочешь узнать свой IQ? Набери в командной строке своего Windows команду "shutdown -s"
patricksul	Sat Nov 02 23:59:47	On my first day in Singapore I found myself trying to explain the us gov't shutdown to the cable guy. He's not alone: <a href="http://t.co/HtaMSHethq">http://t.co/HtaMSHethq</a>
redhed67	Sat Nov 02 23:59:39	RT @LORion: Two of Cuccinelli's Closest Allies Defend \$24 BILLION COST of #GOPShutdown as "Model" "Legitimate" <a href="http://t.co/cZbYc5uCG">http://t.co/cZbYc5uCG</a> #uniteblue
SLObot60	Sat Nov 02 23:59:26	Two of Cuccinelli's Closest Allies Defend \$24 BILLION COST of #GOPShutdown as "Model" "Legitimate" <a href="http://t.co/JaNBjUaeAD">http://t.co/JaNBjUaeAD</a> #uniteblue #VAGOV
LORion	Sat Nov 02 23:59:26	Two of Cuccinelli's Closest Allies Defend \$24 BILLION COST of #GOPShutdown as "Model" "Legitimate" <a href="http://t.co/cZbYc5uCG">http://t.co/cZbYc5uCG</a> #uniteblue #VAGOV
Lleensvff	Sat Nov 02 23:59:19	Convolutd HOGWASH Government Shutdown Looming Over Obamacare, Sequester <a href="http://t.co/fahQTqlw5x">http://t.co/fahQTqlw5x</a> #RepealACA #DefundACA #PJNET
AissamSabri	Sat Nov 02 23:59:15	RT @pslestin: Power plant shutdown to create humanitarian crisis in Gaza - <a href="http://t.co/yUwICRopi">http://t.co/yUwICRopi</a> <a href="http://t.co/8UMlgbpXVB">http://t.co/8UMlgbpXVB</a>
cherleneel14	Sat Nov 02 23:59:13	RT @crazyhorse2126: Riots Always Begin When People Can't Afford Food: Food Stamp Shutdown Starts Today   Alternet <a href="http://t.co/BL0006ZUW">http://t.co/BL0006ZUW</a> ...
MiggyMacP	Sat Nov 02 23:59:00	RT @mikeallenlong: If you think we can afford \$24 billion for a gov. shutdown, but need to cut food stamps for poor children to save money....

# Output Points



# Output Points





# Output Heat Map



# Back to Long Beach

§ Web Application

§ Twitter Search Tool

# Thank you for your time.

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