

## SESSION DESCRIPTION

### ID: T19

Novel approaches and co-creation of standard protocols for assessing cultural ecosystem services based on social media content

### Hosts:

	Title	Name	Organisation	E-mail
Host:		Fulvia Calcagni	Humboldt University of Berlin, Germany; University of Haifa, Israel	fulvia.calcagni@gmail.com
Co-host(s):		Andrea Ghermandi	University of Haifa, Israel	aghermand@univ.haifa.ac.il
		Johannes Langemeyer	ICTA / UAB (Spain); Humboldt University of Berlin, Germany	johannes.langemeyer@uab.cat

### Abstract:

In an urbanizing world with ecosystems increasingly being degraded and people lacking direct nature experiences and perceptions of dependencies, cultural ecosystem services (CES) are increasingly gaining importance in maintaining and fostering people's relational values and environmental stewardship. However, assessments of CES – and associated relational values – still face methodological hurdles due to their subjective, context-specific and intangible nature. Recently, approaches based on crowdsourced data, such as photographs and texts from social media platforms (e.g., Flickr, Twitter, Instagram), have been gaining momentum. Yet, the development of such approaches is still at the experimental phase and lacks a shared and grounded framework for application. This relates both to the technical aspects of characterizing the individual CES reflected in the data as well as the ethical issues related to the management of the data. This hinders cross-study comparisons and validations, as well as the uptake of this promising technique by decision-makers and a wider societal acceptance of this research approach. The participants to this session will be expected to share novel research advances and, grounded on their respective fields of expertise, will be asked to contribute to the collective design and testing of a prototype protocol for the assessment of CES and relational values through the analysis of visual information and text from social media data.

### Goals and objectives of the session:

The overall goal of the session is to collectively design a protocol for CES and relational values assessments through social media data. This will be achieved by engaging the participants along the following specific objectives:

1. Present and discuss innovative approaches and applications of social media data analysis to the assessment of CES and relational values;
2. Test and contribute to the further development of a prototype protocol showcased in preview at the session, which is aimed at advancing the standardization of all the aspects related to social media-based CES analyses.

The protocol is currently being developed as part of an ongoing German-Israeli Foundation (GIF) research project. When finalized it is expected to establish best-practice procedures for the key steps in social media data coding and analysis, including statistical validation, as well as ethical principles for data retrieval, data handling, and sharing of results (e.g., CES maps) and underlying data, consistently with the need to safeguard the privacy of social media users.

The session will build on the session “T4b: Mapping cultural ecosystem service: use of social media to assess cultural ecosystem services”, which was held in the 2019 ESP World Conference in Hannover. A continued engagement of the participants in the development of the protocol will be encouraged after the session through the activities of the ESP Thematic Working Group on Big Data & Digital Communication.

#### **Planned output / Deliverables:**

The session is meant to expand the methodological and procedural ground for CES values assessment through social media, with the final aim of reaching an agreed-upon protocol for improving cross-studies comparisons and integration in decision-making. It further aims at strengthening and aligning the scientific community working with social media data for CES assessment and the ESP Thematic Working Group on Big Data & Digital Communication.

#### **Session format:**

Discussion forum and standard session (presentations)

#### **Voluntary contributions accepted:**

Yes, I allow any abstract to be submitted to my session for review

#### **Related to ESP Working Group/National Network:**

[Thematic Working Groups: TWG 19 – Big data & Digital communication](#)