

# Mapping the Invisible

## Decoding perceived urban smells through geosocial media in New York City

A seminar exploring uses of geosocial media data to identify and classify urban smells in New York City and contributing to multi-sensory urban research.

### Speaker

#### Qingqing Chen

Ph.D. candidate, Department of Geography, University at Buffalo, USA

Qingqing's research focuses on critically understanding how cities function through examining the interaction between people and urban environments, leveraging (geo)computational techniques and data informatics. Her PhD targets on the olfactory lens in urban studies, exploring the role of smells and their connection to the visual aspects in urban experiences. Qingqing holds an M.Sc. in Physics from the National University of Singapore and has worked as a Research Associate at the Singapore University of Technology and Design and as a Research Engineer at the Singapore-MIT Alliance for Research and Technology Centre.

### Abstract

Smells influence perceptions of urban spaces, affecting how individuals interact with their environment. Although urban environment has long been conceived as a multi-sensory experience, research has mainly focused on the visual dimension, leaving smell largely understudied. This study constructs a bottom-up framework to capture and classify perceived urban smells using geosocial media data. Using New York City as a case study, we analyze 56 million geotagged tweets to identify smell-related words through text mining techniques. Our approach reveals influential neighborhoods with distinct smell patterns and captures elusive smells. By making smells measurable and visible, we gain a nuanced understanding of smellscape, contributing to the broader field of multi-sensory urban experience research.

### Moderators

**Prof Jacqueline Beggs** University of Auckland, Ngā Ara Whetū

**A/Prof Paola Boarin** University of Auckland, Future Cities Research Centre

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### Details



#### Date & Time

25 July 2024 | 10:00-11:00am NZT

#### Place

In-person | University of Auckland City Campus | Old Government House, Vice Chancellor's Suite, Ground Floor | 24, Princes Street, Auckland CBD

**RSVP by Tuesday 23 July**

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