Mapping Emotions in Westside Atlanta

#HeartOfTheCity

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In partnership with Westside Atlanta Land Trust & HELP.org

A collaborative project of The 2015 Urban Atlanta Geospatial STEM Academy
Research Question

Which areas of the English Avenue and Vine City neighborhoods have the most positive and negative emotions?
Community Partner Need

**Westside Atlanta Land Trust**

- Analysis helps identify what needs to be improved in the neighborhood

- Raises awareness for future youth programs
❖ Vacant houses
❖ Historic sites
❖ Overgrown yards/lots
❖ Lots of green spaces
❖ Wornout streets
❖ Friendly neighborhood
Fieldwork Methods

❖ At the 4 points at each site we:
  ➢ Took pictures
  ➢ Wrote down our emotions
  ➢ Described the reasoning behind our emotions
Places we visited

1. Vine City Park
2. Future English Avenue Park
3. Dr. Martin Luther and Coretta Scott King’s last residence
4. Kennedy Park
5. Herndon Home
6. WALT’s Urban garden and outdoor classroom
Analysis Methods

- Hot spot analysis - to identify the hot and cold spots of positive and negative emotion
- Point in Polygon analysis - to identify the quantity of positive and negative emotions in each area
## Results

<table>
<thead>
<tr>
<th>Emotions</th>
<th>Vine City Neighborhood</th>
<th>English Avenue Neighborhood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>57 (52%)</td>
<td>21 (38%)</td>
</tr>
<tr>
<td>Negative</td>
<td>35 (32%)</td>
<td>19 (35%)</td>
</tr>
<tr>
<td>Neutral</td>
<td>18 (16%)</td>
<td>15 (27%)</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>55</td>
</tr>
</tbody>
</table>
Emotion Mapping in Vine City and English Avenue Neighborhoods
Positive Emotion Map in English Avenue and Vine City
Negative Emotion Map in English Avenue and Vine City
Neutral Emotion Map for English Avenue and Vine City
Hot Spot Analysis of Emotion in English Avenue and Vine City
Vine City
English Avenue
Conclusions

❖ http://gsu.maps.arcgis.com/apps/webappviewer/index.html?id=49b3b897ab9e4f6fb9c20dbf36048119

❖ Vine City had the most positive emotions with 52%.

❖ English Avenue had the most negative emotions with 35%.
Thanks To:

❖ Verizon for providing the tablets

❖ WALT for taking us around Vine City and English Avenue

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