Using Social Media to Identify Gentrification in the Creative City: A Case Study of Pittsburgh, PA

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Gentrification

- David Ley’s “The New Middle Class”
- Richard Florida’s “Creative Class”
  - Interest in diversity, community, authenticity, etc.
Foursquare for Research

• Social Media and Place – Zook and Graham “DigiPlace”

• Data collection from Foursquare’s API

• Info on:
  ▫ Lat/Long
  ▫ Name/address
  ▫ Number of visitors
  ▫ Type of business
Pittsburgh Neighborhoods

Pittsburgh Neighborhoods
- Gentrifying
- Non-gentrifying

Rivers
# Neighborhood Businesses

## Lawrenceville
- American
- Auditorium
- Bakery
- Bar (x5)
- Breakfast
- Brewery
- Bowling Alley
- Cocktail bar (x2)
- Coffee Shop (x2)
- Distillery

## East Liberty
- Hot Dog Joint
- BBQ Joint
- Cocktail Bar
- Bar
- Hardware store
- Department Store
- Grocery Store

## Bloomfield
- American
- Bar (x2)
- Burrito Place
- Coffee Shop (x2)
- Diner (x2)
- Garage
- Italian

## The Hill District
- Hotel
- Medi

## Squirrel Hill
- Asian (x3)
- Bagel Shop
- Bar (x2)
- Boutique
- Breakfast
- Brewery
- Bowling Alley
- Cocktail bar (x2)
- Coffee Shop (x2)
- Distillery
- Dog Run
- Garage
- Gay Bar (x2)
- Grocery Store
- Hospital
- Hot Dog Joint
- Italian
- Karaoke Bar (x2)
- Mall
- Medical Center
- Mall
- Medical Center
- Monument
- Office
- Park
- Pub
- Smoke Shop
- Sushi
- Thai
- Wine Bar
- Yoga Studio
- Dog Run
- Garage
- Gay Bar (x2)
- Grocery Store
- Hospital
- Hot Dog Joint
- Italian
- Karaoke Bar (x2)
- Mall
- Medical Center
- Dog Run
- Garage
- Gay Bar (x2)
- Grocery Store
- Hospital
- Hot Dog Joint
- Italian
- Karaoke Bar (x2)
- Mall
- Medical Center
- Dog Run
- Garage
- Gay Bar (x2)
- Grocery Store
- Hospital
- Hot Dog Joint
- Italian
- Karaoke Bar (x2)
- Mall
- Medical Center
- Dog Run
- Garage
- Gay Bar (x2)
- Grocery Store
- Hospital
- Hot Dog Joint
- Italian
- Karaoke Bar (x2)
- Mall
- Medical Center
- Dog Run
- Garage
- Gay Bar (x2)
- Grocery Store
- Hospital
- Hot Dog Joint
- Italian
- Karaoke Bar (x2)
- Mall
- Medical Center
Gentrifying Businesses
Gentrifying Businesses & Home Values
Future Directions

• Other necessary investigations
  ▫ Names of locations
  ▫ Social media presence

• Other cities to predict future development

• Advise city planners on ways to foster development (business vs. housing)