

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.

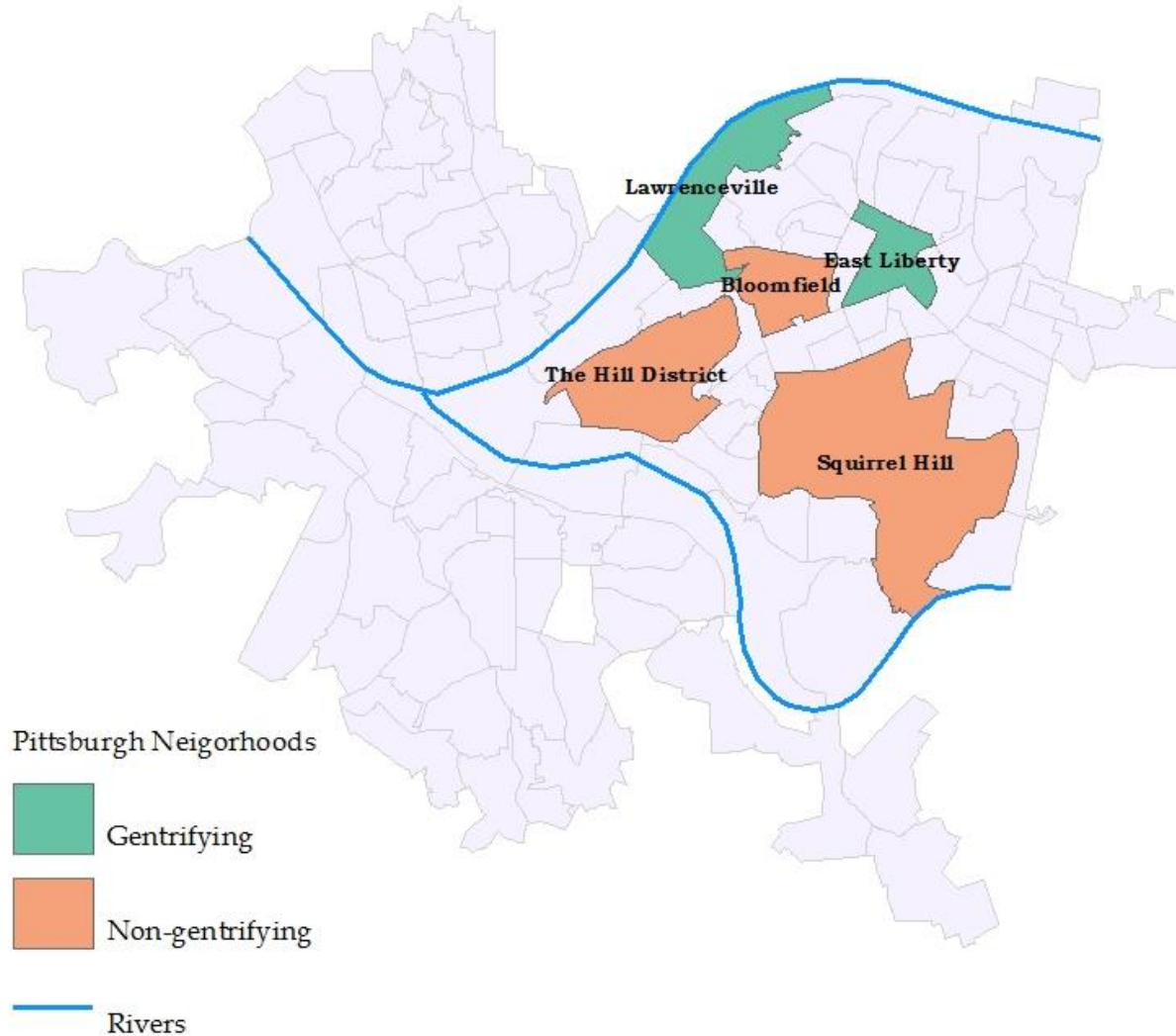


Foursquare for Research

- 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



Neighborhood Businesses

Lawrenceville

- American
- Auditorium
- Bakery
- Bar (x5)
- 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
- Mediterranean
- Monument
- Office
- Park
- Pub
- Smoke Shop
- Sushi
- Thai
- Wine Bar
- Yoga Studio

East Liberty

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

Bloomfield

- American (x2)
- Bar (x2)
- Burrito Place
- Coffee Shop (x2)
- Diner (x2)
- Garage
- Italian
- Karaoke Bar (x2)
- Mexican
- Pizza Place
- Pub
- Scenic Outlook
- Vegetarian/Vegan
- Vietnamese

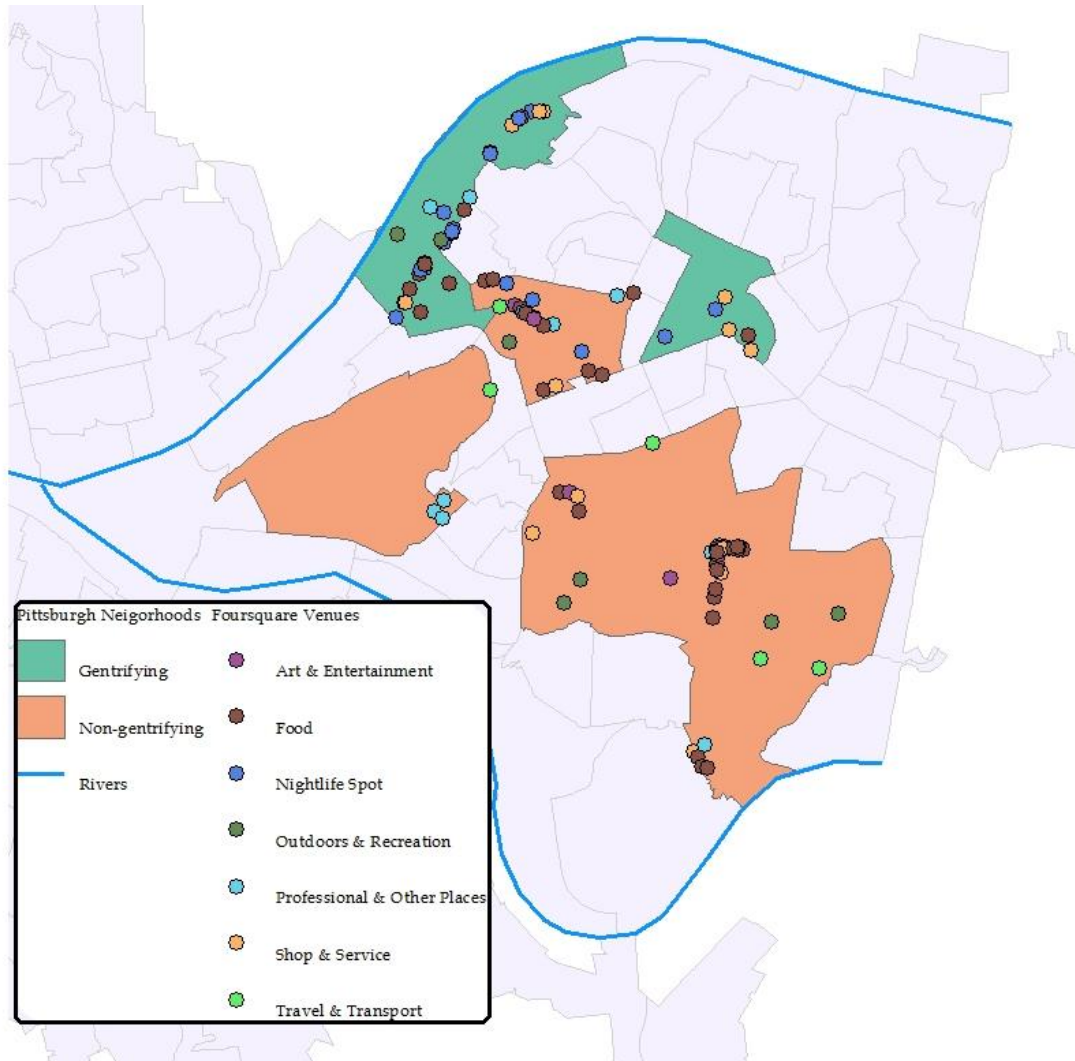
The Hill District

- Hotel
- Medical Center
- Hospital (x2)

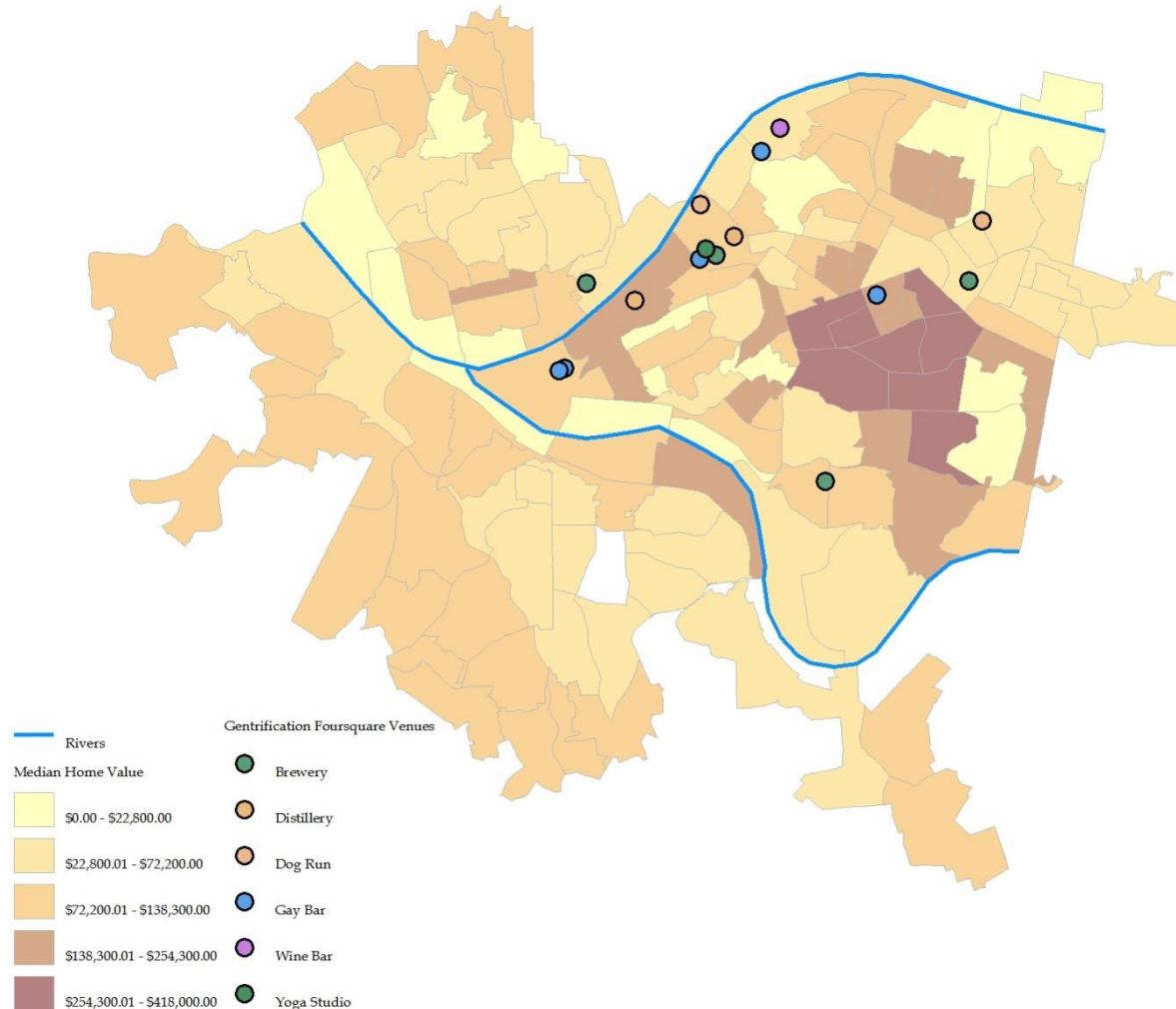
Squirrel Hill

- Asian (x3)
- Bagel Shop
- Bar (x2)
- Boutique
- Breakfast
- Clothing Store
- Coffee Shop (x9)
- Convenience Store
- Deli (x2)
- Diner (x2)
- Drugstore
- Garden Center
- Grocery Store
- Ice Cream
- Indie Movie Theater
- Library
- Liquor Store
- Middle Eastern
- Performing Arts Venue
- Park (x3)
- Pizza Place
- Playground
- Noodle House
- Sandwich Place
- Snack Place
- Spiritual Center
- Sports Bar (x2)

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)