

Street Food Data Story

1 Introduction

Our Data Journey starts with 6 different people, 6 different ideas, 3 different nations, 4 different ages, 2 different genders and 1 common goal: Finding a topic for our data visualisation. Since analytic skills seemed to be a likely skill for data visualisation, we decided to analyse and compare the 6 ideas concerning meaningfulness; data availability; data diversity; knowledge gathering potential.

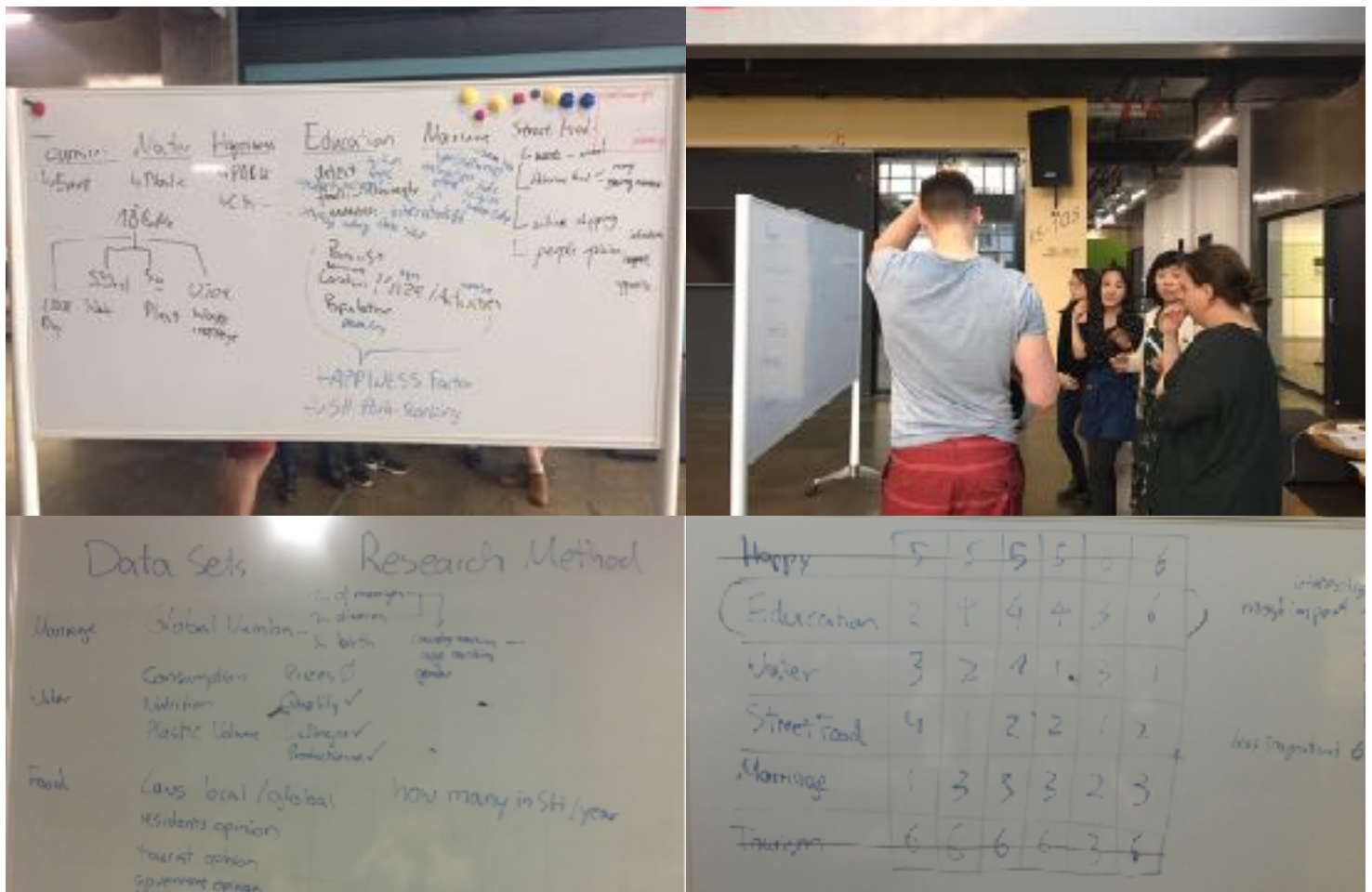


Figure 1

It took two turns of election to choose the winning topic between Tourism, Water, Happiness, Education, Marriage and Street Food (**figure 1**). In the end Street Food took over Water the pole position. By choosing this topic we hoped to get a better understanding of this culture and why it is vanishing. We wanted to see the development over time, find out the peoples opinions on the topic and maybe try to find trends. This decision led us to some serious problems, apparently.

Where to get the data?

How to gather data about a topic which is barely illegal and greatly controversial? During our topic discussions we already figured that a good possible data source could be social media as well as a direct feedback from people via questionnaire.

Social Media

To choose the right targets to search for data, we needed to think about the way street food would/might appear in social media. The first guess was as pictures. People like what they see, take pictures of the food and share it somehow. So we decided to go for a picture-based social website, in specific Flickr. Why Flickr? We thought that a website which focuses completely on pictures may provide well structured amount of meta data of those pictures like Time, Location, and Tags. On other good option to share food experience we thought must be posting. People express their experiences simply with words. One of the biggest platforms for this is Weibo. Which made the website our second target. Of course these posts might come along with pictures as well but since we didn't lay any focus on the pictures itself but only on the data they provide we decided that for Weibo the posts themselves offer the greater amount of data. The posts also made it possible to collect data manually. But of course we also had to use the APIs to get to the data. And since no one of us ever used an API and only one has some proper experience with HTML this wasn't particularly an easy task.



Figure 2

Which keyword to search? For flickr we use "Shanghai street food", and for Weibo, several Chinese words like "路边摊 街边小吃 街头小吃 路边小吃" (figure 2) are used to get the datasets of street food. We choose 2013.05-2017.04 as targeting period for the Weibo since four years ago there is still lots of street foods in Shanghai. And with the help of a software Gooseeker, we are able to get enough data download from Weibo.

Questionnaire

Setting up a questionnaire is technically quite an easy task. But yet should be conceptual thought through. We had to set it up as quick as possible in order to get as much responses as possible in the short time. We also made 2 different language versions. It was necessary to balance between getting enough data and keeping it convenient to answer. Our 10 questions contains basic demographic questions and strictly topic related ones. But the most difficult part for questionnaire is actually to find people to answer it, especially if you don't hold large contact data bases. For the english survey the initial plan was to post the link to the survey among expat-forum-websites and travellers websites. Unfortunately these website have restrictions for posting links. So we needed to spread it manually.

This went down with a hoped to be kind of snowball system using WeChat , WhatsApp, Facebook, Weibo, Chatrooms and Email to distribute our surveys.

- Where are you from?
- How long was your stay?
- Did you try Street Food?
- If No, why?
- What kind(s) did you try?
- By any chance, do you remember near which Metro Station it was?
- What is your gender?
- Please tell us your age.
- Which of the following best describes your current occupation?
- Street Food is more and more vanishing from the streets of Shanghai. What are your thoughts on that?

The Flickr data mission

Exploring the Flickr API and gathering the data was the job for Antti as he had the most suitable technical skills to maybe get something out of there. But the job was not near to an easy one. There were many visiting speakers in the class and one of them mentioned Flickr as a source for open data and gave an example of that. During the lesson we looked a bit into Flickr and decided to explore it as a source for our data. We knew that we could also ask help from the visitor speakers if we were to face some technical problems with Flickr. That was good to know, even though I yet had no idea, what would our quest for Flickr data be like.

Soon after beginning to do research on Flickr and the APIs I realised that I didn't really know much about them in practise. My previous education in computer science lacks a bit in practical understanding and skills even though I could do many things in theory. With Flickr I soon understood the principles of API, but had hard time learning to use it in the Flickr case and getting information out of there in practise was also problematic. At this point I went straight to Flickr and explored websites that seemed to be relevant such as:

<https://www.flickr.com/services/api/>

<https://www.flickr.com/services/api/flickr.photosets.getInfo.html>

<https://www.flickr.com/services/api/flickr.photos.getWithGeoData.html>

<https://apigee.com/console/flickr>

During the next class, there was more discussion about the APIs and searching of data and I we got some basic tips from Francesca about data collection. I would need an XML or JSON file and an excel to support with analysis of the data later. We were encouraged to explore and try to solve situations on our own before asking for help with technical problems. I had the feeling that I should know the APIs and the technology behind a little better to help dealing with Flickr.

Knowing the Flickr API

I started the day with gathering knowledge on using APIs by doing a few short codecademy courses and exploring websites and articles about the use of APIs and different data formats.

<https://gigaom.com/2010/10/29/using-apis-not-quite-as-hard-as-it-looks/>

<https://schoolofdata.org/2013/11/18/web-apis-for-non-programmers/>

<https://schoolofdata.org/2013/11/21/xml-and-json/>

Now I felt more confident to dive more into the Flickr API and see what I could get out of it.

The exploration of the usage of Flickr API in a brief recreation was something like this:

- Documentation of the API <https://www.flickr.com/services/api/>
The search command seems to be interesting as I need to search for data about the pictures
- Flickr Photos search <https://www.flickr.com/services/api/explore/flickr.photos.search>
Well this is very wide and quite complicated actually, but yes I need photos info from the Shanghai area so maybe I try to search with specific coordinates.

This lead to exploring many different ways to search for photos according to location and most of them gave no good result.

- Test searching to see if can get photos that contain lat/long values
https://api.flickr.com/services/rest/?method=flickr.photos.search&api_key=7622fe7cb0a248dc2339b9433de1e05e&tags=shanghai%2C+street%2C+food&tag_mode=all&min_upload_date=2017&has_geo=&format=rest&auth_token=72157682863353235-4f31e97e7b86d250&api_sig=b8a9948f020a50a03a734520475fbc2e
- Test to see what kind of information is available of the photos
- https://api.flickr.com/services/rest/?method=flickr.photos.getInfo&api_key=7622fe7cb0a248dc2339b9433de1e05e&photo_id=34014004772&format=rest&auth_token=72157682863353235-4f31e97e7b86d250&api_sig=892ea163356c52514cbfc4c3da53a1ae
- some search on web for how to find Flickr photos of certain location
- <http://stackoverflow.com/questions/6474427/using-flickr-api-to-search-photos-by-location-or-language>
- https://api.flickr.com/services/rest/?method=flickr.places.find&api_key=7622fe7cb0a248dc2339b9433de1e05e&query=Shanghai&format=rest&auth_token=72157682863353235-4f31e97e7b86d250&api_sig=db4db1e1f9b8cf76ac98c7b3135cd1d2
- Discovered the Flickr WOE (where on earth) id for Shanghai:
woeid="2151849" latitude="31.247" longitude="121.472"
or
woeid="12578012" latitude="31.113" longitude="121.416"

Finding photos from SH area

If we use the WOE id, the radius of search doesn't have effect. What area does this WOE id of Shanghai cover?

- The search results in 202 photos if the tag "streetfood" is used
https://api.flickr.com/services/rest/?method=flickr.photos.search&api_key=7622fe7cb0a248dc2339b9433de1e05e&tags=streetfood&tag_mode=all&min_upload_date=2000&woe_id=12578012&per_page=500&format=rest&auth_token=72157682863353235-4f31e97e7b86d250&api_sig=c9eca65867227cdded449df4c44ea032

- For “food” there are 9210 photos so it seems to be about right
https://api.flickr.com/services/rest/?method=flickr.photos.search&api_key=7622fe7cb0a248dc2339b9433de1e05e&tags=food&min_upload_date=2000&woeid=12578012&radius=30&per_page=500&format=rest&auth_token=72157682863353235-4f31e97e7b86d250&api_sig=0e817a39ff701cab8d4ade71db0ebccb
- Finding a good WOEid to search for photos of the regional size Shanghai area
https://api.flickr.com/services/rest/?method=flickr.places.findByLatLon&api_key=7622fe7cb0a248dc2339b9433de1e05e&lat=31&lon=121&accuracy=5&format=rest&auth_token=72157682863353235-4f31e97e7b86d250&api_sig=07f3c97eb9fe29050160d689eec20962
- WOEid: woeid="15017039"

After doing research on the WOE id's there was a discussion with Francesca about the amount of data we would need and how would it be good to search the data of photos. The process went on and search for data was done maybe a week later.

How we clean/analyse the data?

After 2 weeks of data hunting we gathered a great amount of data and formed our datasets. But it also was very messy and needed to be properly refined.

Questionnaire

The English Survey was online from 4/21 to 4/30. It collected 58 responses from 16 different Countries. More than 80% think that street food vanishing is very sad.

It is very irritating to see that in the Chinese survey the number of people caring about street food was only around 50%.

We used [SurveyMonkey.com](https://www.surveymonkey.com) to set it up. Unfortunately this website does not allow to download the datasets as excel files without paying for membership. Furious about this ridiculous restriction and of course refusing to pay for a membership for a onetime download we collected the results manually.

Social Media

We collected 1.636 kinds of tags from Flickr and 1.369 posts from Weibo which include the information of:

- Time that they were posted at
- Tags of flickr photos and Text of Weibo posts
- Address that were mentioned

Flickr

Many things happened before the final set of raw Flickr data was ready. We doubted our ability to access all Flickr photos, but got a relieving answer from the forums. We almost sent messages to the visiting speakers and to Francesca many times.

In the end we took all the data we could get with the photos.search command and restricted the search with the tags “shanghai” and “street food” and starting from year 2004 as it is when the first photos are added into Flickr.

This is the final search command for the XML file:

https://api.flickr.com/services/rest/?method=flickr.photos.search&api_key=1800104bf8400142b341d84f76471c7a&tags=shanghai%2C+streetfood&tag_mode=all&extras=description%2C+license%2C+date_upload%2C+date_taken%2C+owner_name%2C+icon_server%2C+original_format%2C+last_update%2C+geo%2C+tags%2C+machine_tags%2C+o_dims%2C+views&per_page=500&format=rest&auth_token=72157681113028080-b95c7cb762677250&api_sig=ef196f9e8a6f436a0b873a83a470ad6a

Still after getting the files in XML and JSON format we realised that they are not complete. 4 different files with data for 500 photos each had to be downloaded and combined afterwards to one file. That was done using Sublime text but any text editor would have done the trick. Now we had a complete set of data from Flickr that could be for example opened in Excel or pasted straight to software for analysis and visualisation.

In the end the combined XML file looked like this in Sublime text:

```

1 <?xml version="1.0" encoding="utf-8" ?>
2 <rss xmlns="http://www.flickr.com/rss/" version="2.0">
3   <channel>
4     <title>Shanghai Street Food</title>
5     <description>Shanghai Street Food</description>
6     <link>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
7     <pubDate>2016-05-24 17:13:00</pubDate>
8     <lastBuildDate>2016-05-24 17:13:00</lastBuildDate>
9     <author>Aleksandra Vukobratovic</author>
10    <copyright>2016 Aleksandra Vukobratovic</copyright>
11    <generator>Flickr</generator>
12    <image>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
13    <icon>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
14    <logo>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
15    <dc:creator>Aleksandra Vukobratovic</dc:creator>
16    <dc:subject>Shanghai Street Food</dc:subject>
17    <dc:keyword>Shanghai Street Food</dc:keyword>
18    <dc:description>Shanghai Street Food</dc:description>
19    <dc:publisher>Aleksandra Vukobratovic</dc:publisher>
20    <dc:rights>2016 Aleksandra Vukobratovic</dc:rights>
21    <dc:source>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
22    <dc:language>en</dc:language>
23    <dc:country>China</dc:country>
24    <dc:city>Shanghai</dc:city>
25    <dc:latitude>31.2304</dc:latitude>
26    <dc:longitude>121.4737</dc:longitude>
27    <dc:altitude>0</dc:altitude>
28    <dc:accuracy>0</dc:accuracy>
29    <dc:context>0</dc:context>
30    <dc:tags>Shanghai Street Food</dc:tags>
31    <dc:machine_tags></dc:machine_tags>
32    <dc:original_format>jpg</dc:original_format>
33    <dc:original_size>1491516955</dc:original_size>
34    <dc:original_width>1491516955</dc:original_width>
35    <dc:original_height>1491516955</dc:original_height>
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37    <dc:original_date_upload>2016-05-24 17:13:00</dc:original_date_upload>
38    <dc:original_license>CC BY-NC-SA</dc:original_license>
39    <dc:original_permissions>http://creativecommons.org/licenses/by-nc-sa/4.0/</dc:original_permissions>
40    <dc:original_copyright>2016 Aleksandra Vukobratovic</dc:original_copyright>
41    <dc:original_generator>Flickr</dc:original_generator>
42    <dc:original_image_url>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
43    <dc:original_thumbnail_url>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
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46    <dc:original_thumbnail_date_taken>2016-05-24 17:13:00</dc:original_thumbnail_date_taken>
47    <dc:original_thumbnail_date_upload>2016-05-24 17:13:00</dc:original_thumbnail_date_upload>
48    <dc:original_thumbnail_license>CC BY-NC-SA</dc:original_thumbnail_license>
49    <dc:original_thumbnail_permissions>http://creativecommons.org/licenses/by-nc-sa/4.0/</dc:original_thumbnail_permissions>
50    <dc:original_thumbnail_copyright>2016 Aleksandra Vukobratovic</dc:original_thumbnail_copyright>
51    <dc:original_thumbnail_generator>Flickr</dc:original_thumbnail_generator>
52    <dc:original_thumbnail_image_url>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
53    <dc:original_thumbnail_thumbnail_url>http://www.flickr.com/photos/1491516955/sets/72157681113028080-b95c7cb762677250/
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58    <dc:original_thumbnail_thumbnail_license>CC BY-NC-SA</dc:original_thumbnail_thumbnail_license>
59    <dc:original_thumbnail_thumbnail_permissions>http://creativecommons.org/licenses/by-nc-sa/4.0/</dc:original_thumbnail_thumbnail_permissions>
60    <dc:original_thumbnail_thumbnail_copyright>2016 Aleksandra Vukobratovic</dc:original_thumbnail_thumbnail_copyright>
61    <dc:original_thumbnail_thumbnail_generator>Flickr</dc:original_thumbnail_thumbnail_generator>
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67    <dc:original_thumbnail_thumbnail_thumbnail_date_upload>2016-05-24 17:13:00</dc:original_thumbnail_thumbnail_thumbnail_date_upload>
68    <dc:original_thumbnail_thumbnail_thumbnail_license>CC BY-NC-SA</dc:original_thumbnail_thumbnail_thumbnail_license>
69    <dc:original_thumbnail_thumbnail_thumbnail_permissions>http://creativecommons.org/licenses/by-nc-sa/4.0/</dc:original_thumbnail_thumbnail_thumbnail_permissions>
70    <dc:original_thumbnail_thumbnail_thumbnail_copyright>2016 Aleksandra Vukobratovic</dc:original_thumbnail_thumbnail_thumbnail_copyright>
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80    <dc:original_thumbnail_thumbnail_thumbnail_thumbnail_copyright>2016 Aleksandra Vukobratovic</dc:original_thumbnail_thumbnail_thumbnail_thumbnail_copyright>
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98    <dc:original_thumbnail_thumbnail_thumbnail_thumbnail_thumbnail_thumbnail_license>CC BY-NC-SA</dc:original_thumbnail_thumbnail_thumbnail_thumbnail_thumbnail_thumbnail_license>
99    <dc:original_thumbnail_thumbnail_thumbnail_thumbnail_thumbnail_thumbnail_permissions>http://creativecommons.org/licenses/by-nc-sa/4.0/</dc:original_thumbnail_thumbnail_thumbnail_thumbnail_thumbnail_thumbnail_permissions>
100   </channel>
101 </rss>
```

These are parts of a smoothed down excel table:

[illegible][illegible]

Characteristic of the Flickr data set

The dataset contains information of 1555 photos, from beginning of year 2004 to the April 24th 2017, that have the tags “Shanghai” and “street food” linked to them. Each photo information consists of 40 different values that are:

[page, pages, perpage, total, id, owner, secret, server, farm, title, ispublic, isfriend, isfamily, license, dateupload, lastupdate, datetaken, datetakengranularity, datetakenunknown, ownername, iconserver, iconfarm, views, tags, machine_tags, latitude, longitude, accuracy, context, originalsecret, originalformat, place_id, woeid, geo_is_family, geo_is_friend, geo_is_contact, geo_is_public, o_width, o_height, description]

Some values showing in the excel are made up from other values of the data. The main format of the data in excel spreadsheet that allows us to operate on it easily. The original data is also available as a XML file if some software would prefer it to xsl.

The final dataset of Flickr seems to be quite large enough for analysis. It though has some weaknesses that will decrease our possibilities of being plausible with some analysis methods:

- The Flickr users few compared to some other social media sites.
- Flickr being part of the American born YAHOO! Web service platform might be used more by people from a western background and not by local people in Shanghai.
- Same user might post a huge number of photos to make the data biased
- The photos are spread over a time of 13 years and when taken that into account, the number of photos per year is not so high anymore.
- On the positive side, the dataset has a lot of values to analyse for each of the photos.
- We do not have the actual photos as part of the dataset, but they can be searched for from Flickr as each photo has a unique id.

The data collection phase was not complicated but had a lot of “side quests” that lead to some direction that was not relevant for getting the final dataset. In the end the things needed to be able to get meaningful data from Flickr were: Basic understanding of APIs in general, basic understanding of data types such as XML and JSON, good understanding of the Flickr API and what can be done with which command. In the end the photos.search command gave all the information that we required even though many other commands were explored along the way.

How we analyse the data

The refining and modification of the data never stopped along the process as new excel sheets were created daily to respond to the needs of specific data visualisation software, techniques and ideas. The whole process was depending on refining the data to suit our needs. The first analysis in excel was done about the users of the Flickr on street food Shanghai. Those people that have posted the photos.

Here is part of the User analysis excel:

The screenshot shows an Excel spreadsheet with the following data structure:

user	year	number of photos	number of photos per user
user1	2005	1000	1000
user2	2006	1200	1200
user3	2007	1500	1500
user4	2008	1800	1800
user5	2009	2000	2000
user6	2010	2200	2200
user7	2011	2500	2500
user8	2012	2800	2800
user9	2013	3000	3000
user10	2014	3200	3200
user11	2015	3500	3500
user12	2016	3800	3800
user13	2017	4000	4000
user14	2018	4200	4200
user15	2019	4500	4500
user16	2020	4800	4800
user17	2021	5000	5000
user18	2022	5200	5200
user19	2023	5500	5500
user20	2024	5800	5800
user21	2025	6000	6000
user22	2026	6200	6200
user23	2027	6500	6500
user24	2028	6800	6800
user25	2029	7000	7000
user26	2030	7200	7200
user27	2031	7500	7500
user28	2032	7800	7800
user29	2033	8000	8000
user30	2034	8200	8200
user31	2035	8500	8500
user32	2036	8800	8800
user33	2037	9000	9000
user34	2038	9200	9200
user35	2039	9500	9500
user36	2040	9800	9800
user37	2041	10000	10000
user38	2042	10200	10200
user39	2043	10500	10500
user40	2044	10800	10800
user41	2045	11000	11000
user42	2046	11200	11200
user43	2047	11500	11500
user44	2048	11800	11800
user45	2049	12000	12000
user46	2050	12200	12200
user47	2051	12500	12500
user48	2052	12800	12800
user49	2053	13000	13000
user50	2054	13200	13200
user51	2055	13500	13500
user52	2056	13800	13800
user53	2057	14000	14000
user54	2058	14200	14200
user55	2059	14500	14500
user56	2060	14800	14800
user57	2061	15000	15000
user58	2062	15200	15200
user59	2063	15500	15500
user60	2064	15800	15800
user61	2065	16000	16000
user62	2066	16200	16200
user63	2067	16500	16500
user64	2068	16800	16800
user65	2069	17000	17000
user66	2070	17200	17200
user67	2071	17500	17500
user68	2072	17800	17800
user69	2073	18000	18000
user70	2074	18200	18200
user71	2075	18500	18500
user72	2076	18800	18800
user73	2077	19000	19000
user74	2078	19200	19200
user75	2079	19500	19500
user76	2080	19800	19800
user77	2081	20000	20000
user78	2082	20200	20200
user79	2083	20500	20500
user80	2084	20800	20800
user81	2085	21000	21000
user82	2086	21200	21200
user83	2087	21500	21500
user84	2088	21800	21800
user85	2089	22000	22000
user86	2090	22200	22200
user87	2091	22500	22500
user88	2092	22800	22800
user89	2093	23000	23000
user90	2094	23200	23200
user91	2095	23500	23500
user92	2096	23800	23800
user93	2097	24000	24000
user94	2098	24200	24200
user95	2099	24500	24500
user96	2100	24800	24800
user97	2101	25000	25000
user98	2102	25200	25200
user99	2103	25500	25500
user100	2104	25800	25800
user101	2105	26000	26000
user102	2106	26200	26200
user103	2107	26500	26500
user104	2108	26800	26800
user105	2109	27000	27000
user106	2110	27200	27200
user107	2111	27500	27500
user108	2112	27800	27800
user109	2113	28000	28000
user110	2114	28200	28200
user111	2115	28500	28500
user112	2116	28800	28800
user113	2117	29000	29000
user114	2118	29200	29200
user115	2119	29500	29500
user116	2120	29800	29800
user117	2121	30000	30000
user118	2122	30200	30200
user119	2123	30500	30500
user120	2124	30800	30800
user121	2125	31000	31000
user122	2126	31200	31200
user123	2127	31500	31500
user124	2128	31800	31800
user125	2129	32000	32000
user126	2130	32200	32200
user127	2131	32500	32500
user128	2132	32800	32800
user129	2133	33000	33000
user130	2134	33200	33200
user131	2135	33500	33500
user132	2136	33800	33800
user133	2137	34000	34000
user134	2138	34200	34200
user135	2139	34500	34500
user136	2140	34800	34800
user137	2141	35000	35000
user138	2142	35200	35200
user139	2143	35500	35500
user140	2144	35800	35800
user141	2145	36000	36000
user142	2146	36200	36200
user143	2147	36500	36500
user144	2148	36800	36800
user145	2149	37000	37000
user146	2150	37200	37200
user147	2151	37500	37500
user148	2152	37800	37800
user149	2153	38000	38000
user150	2154	38200	38200
user151	2155	38500	38500
user152	2156	38800	38800
user153	2157	39000	39000
user154	2158	39200	39200
user155	2159	39500	39500
user156	2160	39800	39800
user157	2161	40000	40000
user158	2162	40200	40200
user159	2163	40500	40500
user160	2164	40800	40800
user161	2165	41000	41000
user162	2166	41200	41200
user163	2167	41500	41500
user164	2168	41800	41800
user165	2169	42000	42000
user166	2170	42200	42200
user167	2171	42500	42500
user168	2172	42800	42800
user169	2173	43000	43000
user170	2174	43200	43200
user171	2175	43500	43500
user172	2176	43800	43800
user173	2177	44000	44000
user174	2178	44200	44200
user175	2179	44500	44500
user176	2180	44800	44800
user177	2181	45000	45000
user178	2182	45200	45200
user179	2183	45500	45500
user180	2184	45800	45800
user181	2185	46000	46000
user182	2186	46200	46200
user183	2187	46500	46500
user184	2188	46800	46800
user185	2189	47000	47000
user186	2190	47200	47200
user187	2191	47500	47500
user188	2192	47800	47800
user189	2193	48000	48000
user190	2194	48200	48200
user191	2195	48500	48500
user192	2196	48800	48800
user193	2197	49000	49000
user194	2198	49200	49200
user195	2199	49500	49500
user196	2200	49800	49800
user197	2201	50000	50000
user198	2202	50200	50200
user199	2203	50500	50500
user200	2204	50800	50800
user201	2205	51000	51000
user202	2206	51200	51200
user203	2207	51500	51500
user204	2208	51800	51800
user205	2209	52000	52000
user206	2210	52200	52200
user207	2211	52500	52500
user208	2212	52800	52800
user209	2213	53000	53000
user210	2214	53200	53200
user211	2215	53500	53500
user212	2216	53800	53800
user213	2217	54000	54000
user214	2218	54200	54200
user215	2219	54500	54500
user216	2220	54800	54800
user217	2221	55000	55000
user218	2222	55200	55200
user219	2223	55500	55500
user220	2224	55800	55800
user221	2225	56000	56000
user222	2226	56200	56200
user223	2227	56500	56500
user224	2228	56800	56800
user225	2229	57000	57000
user226	2230	57200	57200
user227	2231	57500	57500
user228	2232	57800	57800
user229	2233	58000	58000
user230	2234	58200	58200
user231	2235	58500	58500
user232	2236	58800	58800
user233	2237	59000	59000
user234	2238	59200	59200
user235	2239	59500	59500
user236	2240	59800	59800
user237	2241	60000	60000
user238	2242	60200	60200
user239	2243	60500	60500
user240	2244	60800	60800
user241	2245	61000	61000
user242	2246	61200	61200
user243	2247	61500	61500
user244	2248	61800	61800
user245	2249	62000	62000
user246	2250	62200	62200
user247	2251	62500	62500
user248	2252	62800	62800
user249	2253	63000	63000
user250	2254	63200	63200
user251	2255	63500	63500
user252	2256	63800	63800

The screenshot shows an Excel spreadsheet with a large dataset. The formula bar at the top indicates the formula for cell G12 is `=TEXT([@dateonly], "YYYY/MM")`. The spreadsheet contains columns for date, location, and various food tags. The data is organized in a way that allows for analysis of food trends over time and location.

The excel sheet has following formulas on row 2:

Cell	Formula
C2	=LEFT([@datetaken],10)
D2	=LEFT([@dateonly],4)
E2	=MID([@dateonly],6,2)
F2	=RIGHT([@dateonly],2)
G2	=TEXT([@dateonly], "YYYY/MM")

The formulas were used to separate the time from one cell to different cells for each measure of time. Now it should allow us to find the number of different tags appearing each year and make a visualisation of for example the most popular tags for each year.

The process was not really easy as the tags were so many and so varied and rawgraphs.io wouldn't take in such a massive number of different tags. So sorting had to be done and yearly number of usage for each tag was needed. No suitable filtering command was found to separate unique tag-values from a range of 1500 x 50 cells. After thought some manual work was done to organise first the different tags for each of the 50 columns and they were then pasted together into one column that was then filtered to in the end find the 1635 different tags out of the total 23 494 tags connected to the photos.

Weibo

Our starting point is to use Weibo data to see the development of people's word on social media over time, and find out the peoples opinions on the topic. But it's always hard to distinguish people's attitudes from thousands of texts. So we use keywords and tags to analyse all the posts. First we use excel to select out the keywords that have similar meaning, like words "好吃 美味 味道好极了" were used to describe that something tastes good, and they can be marked as "delicious". By this way we are able to analyse all the posts and add tags for each of them.

G	H	I	J	K	L	M	N	O	P
博文独立网址	发布时间	转发数	评论数	博文					
https://weibo.com/2017-04-23/16136	2017-04-23 16:36	2	1	上海街头，小吃，干净，实惠。上海·虹口。				cheap	3
https://weibo.com/2017-03-30/19122	2017-03-30 19:22	4	1	WAX推荐的上海街头美食Top10# 作为上海吃货生活的真正精髓，还是那些街头那些便宜而又美味的小吃。				cheap / delicious/city part	3
https://weibo.com/2017-03-22/10	2017-03-22 10:00	12	1	快消失的上海街头小吃，和正宗的包脚鸡一样有这钱哦。				complain no shop	3
https://weibo.com/2017-03-09/13147	2017-03-09 13:47	2	1	天水路的菜还不错，真真也很有趣。江阴关，新派在这里卖在卖一摊正的小吃每天到晚上卖。				delicious	3
https://weibo.com/2017-02-17/19142	2017-02-17 19:42	1	1	油爆子上海街头老小吃，1.8元一个，好吃不贵，从小吃到大，好怀念！				delicious/miss	3
https://weibo.com/2017-02-11/20116	2017-02-11 20:16	3	1	周温晴去看的，那是别人的事，用心去感知，那才是自己的人生。每一程都是风景，每一念想都可以从				feel good	3
https://weibo.com/2017-02-08/01144	2017-02-08 01:44	1	1	上海的老洋房让人们从这个国际化大都市中找出一丝历史和文化的味道，横次作比的高楼，书写着上				feel good	3
https://weibo.com/2017-02-08/01144	2017-02-08 01:44	1	1	【异国食性】异国食性 (travel) 上海街头小吃的美食。				summary	3
https://weibo.com/2017-02-08/01144	2017-02-08 01:44	1	1	上海街头小吃，只有两样让我心心念念想个不停，一个是天好了忘了事的黄饭团，还有一个就是崇明时				miss	3
https://weibo.com/2017-02-08/01144	2017-02-08 01:44	1	1	想去，想吃。【正宗上海街头小吃这里找】网页链接 (分享自iPhone)				miss / plan to go	3
https://weibo.com/2017-02-07/00111	2017-02-07 00:11	1	1	现在上海街头已经很少看到这些小吃				missing	3
https://weibo.com/2017-02-01/10120	2017-02-01 10:20	1	1	食物一般...就是吃好吃的上海街头小吃的时候...点错了...就是吃好吃的上海街头小吃的时候...点错了...				not good	3
https://weibo.com/2017-01-26/12128	2017-01-26 12:28	1	1	中富有放心食品吗？盘点上海街头最恶心12大小吃(图) (分享自 @微上海) 盘点上海街...				not good	3
https://weibo.com/2017-01-21/04112	2017-01-21 04:12	1	1	【WAX推荐的上海街头小吃】网页链接				recommend	3
https://weibo.com/2017-01-20/09167	2017-01-20 09:57	1	1	#上海美食攻略#上海街头美食#【盘点上海即将消失的美食，再不吃就本有了！】提起上海的小吃，你				recommend/missing	3
https://weibo.com/2017-01-19/10158	2017-01-19 10:58	1	1	淮海中路上“光明邨大饭店”的南京上海街头十大小吃，马路上第一次听说，下次去试一试。阿				want to go	3
https://weibo.com/2017-01-18/23142	2017-01-18 23:42	1	1	上海 今年过年和我小伙伴一起来见你我们要吃遍上海街头小吃这就是我们来看见你的目的				want to go	3

The examples are showing here. (figure 3)

Figure 3

While adding tags for each post, the keywords that show people's emotion were also picked out and labeled as positive , negative or middle. As the 21 kinds of tags below:

- 1.Not clean (negative)
- 2.Not good (negative)
- 3.Too many people(negative)
- 4.Expensive (negative)
- 5.Complain no shop (negative)
- 6.Urban management (negative)
- 7.Lonely (middle)
- 8.Happy to see it become shops (middle)
- 9.Earn lots of money (middle)
- 10.Recording (middle)
- 11.Missing (middle)
- 12.Memory(childhood/alley/Shanghai) (middle)
- 13.City(middle)
- 14.City particulars (positive)
- 15.Ask for recommend (positive)
- 16.Cheap (positive)
- 17.Want to go (positive)
- 18.Better than restaurant (positive)
- 19.Feel good (positive)
- 20.Miss (positive)
- 21.Delicious (positive)
- 22.Recommend (positive)

After the labelling work , we are able to have a clean dataset of all the Weibo post. While labelling and searching keywords, there are also some interesting findings:

- The number of posts over time show some trends.
- Many posts that discussed Shanghai street food also mentioned other cities.
- The food type that were mentioned show some difference.
- Some posts were related to the events at that time.

So, we started our visualisation exploring based on the new dataset and these interesting thoughts, and then see what's gonna happen.

Exploring

It's really interesting to see how the number of posts changing over time. First we thought to the web "raw" -- a online visualisation tool -- to do some exploring. Several graphs were made (figure 4), the effects of curl lines and circle to show numbers changes are particularly good. so we decided to continue using these effects.

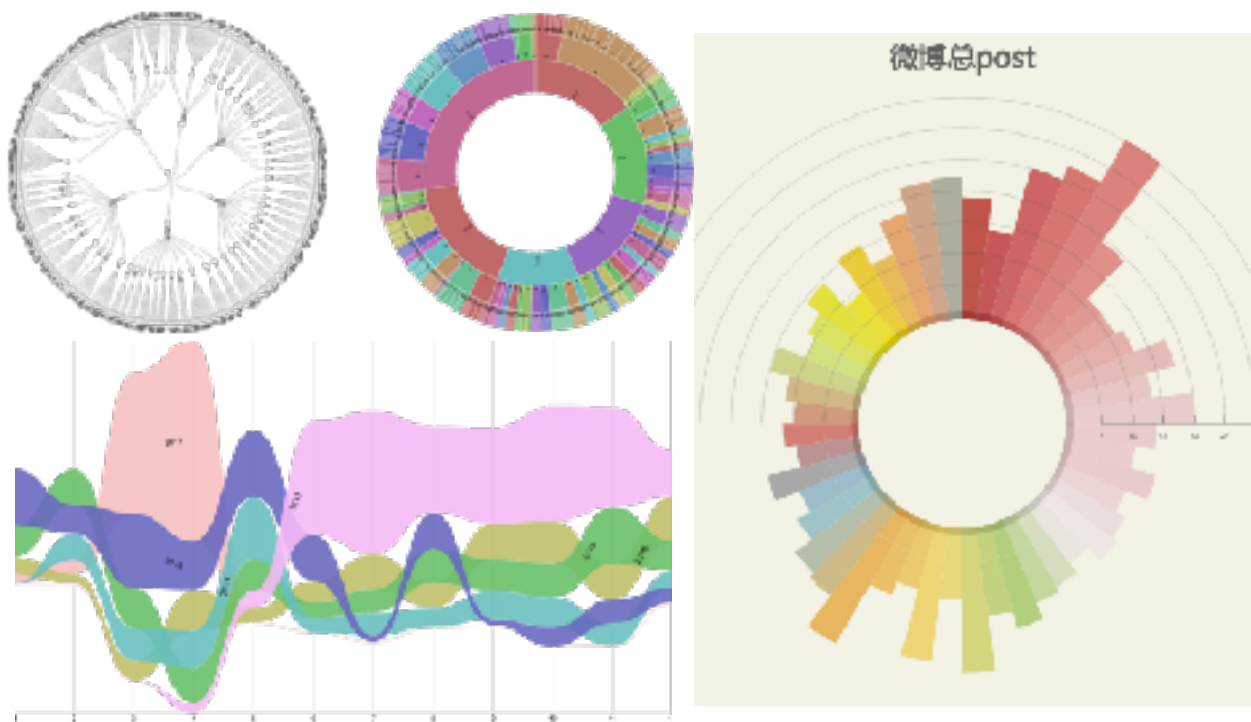
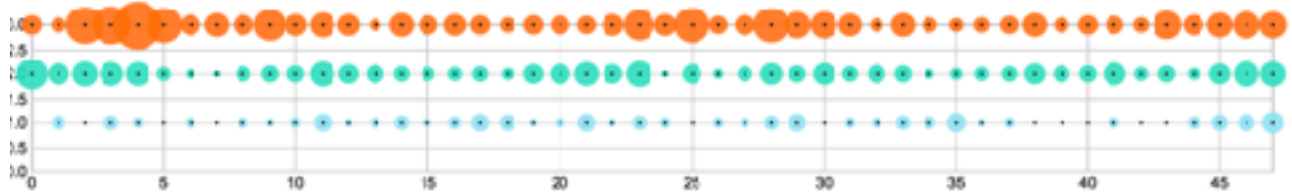


Figure 4

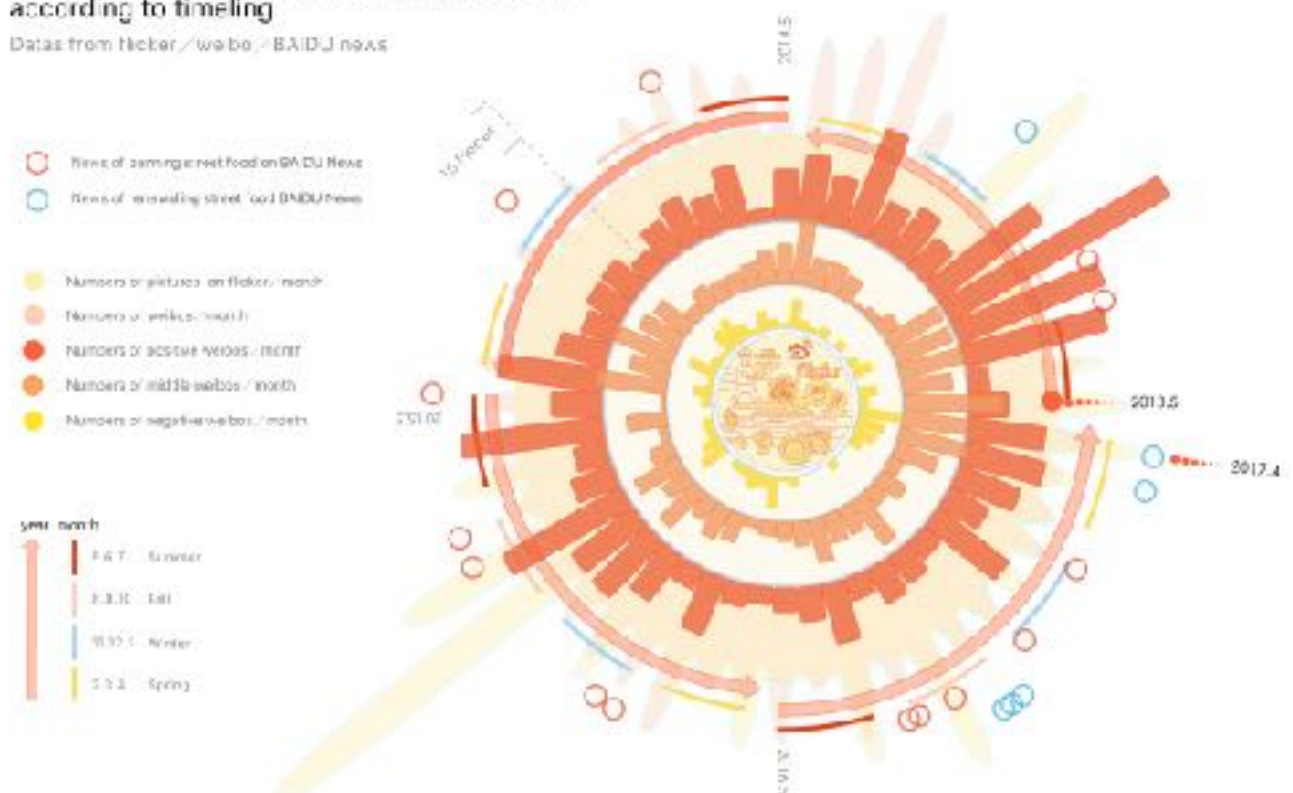
Then we try to use the attitude of those Weibo posts (positive, middle, negative) to explore the trend of people's attitude of street food according to time. In figure 5, we tried three kinds of graphs, in each graph, three different colours stands for three different attitudes



Combining all the datas and graphs we made before, we had this graph. The circle histograms show the numbers of people's attitudes from May 2013 to April 2017. Three different colours stand for three different attitudes (positive, middle, negative). And the shape of light colour outside stand for the total number of pictures on Flickr and Weibo posts. Each hollow circle means one event of rectification of street food, red ones mean banning and blue ones mean rebuilding (move to shop). The arrows shows the timeline, with four colours showing seasons.

People's attitude towards street food on SNS according to timing

Datas from flicker/weibo/BAIDU news



As for the cities that were mentioned while talking about Shanghai street food, we picked out their information and then also put them into a chart (figure 5). However, the shortage is that cities are recognisable in this way. Then it occurred to us, why don't we put them into the map, so the readers can directly recognise these cities.

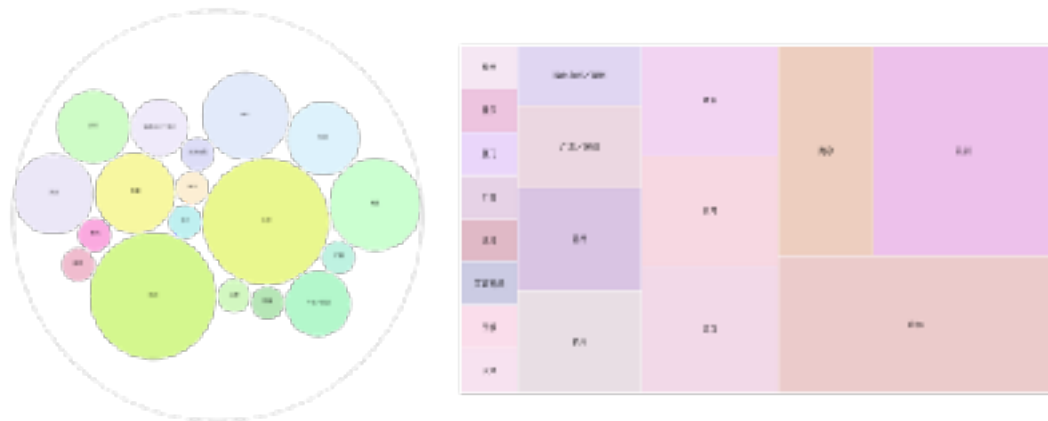


Figure 5

In the final vis, cities are marked by icons and divided as Chinese cities, foreign cities, which forms a China map and a world map. (figure 6) Lines are drawn between these cities and Shanghai to show their relations.

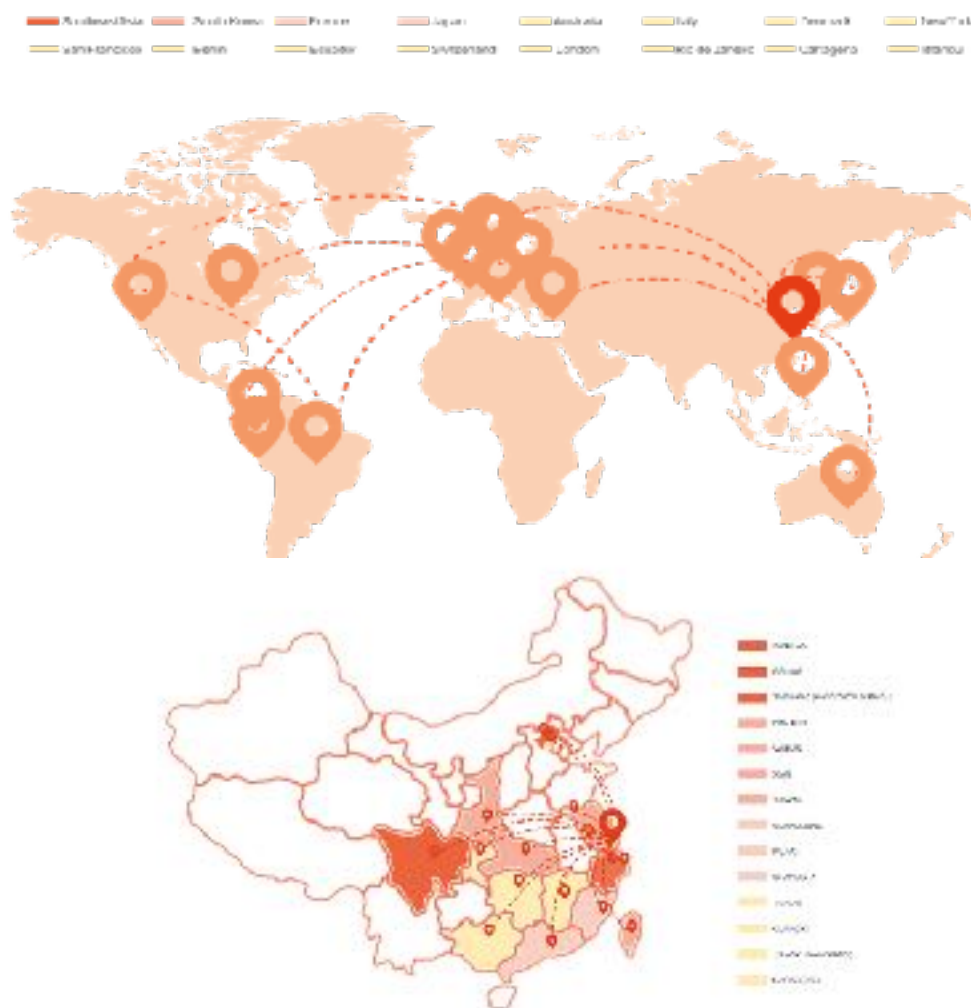


Figure 6

This data we collected by ourselves and did not depend on any software. We search the keywords “上海街边小吃” and “上海路边摊” on Weibo and we have got 600 Weibo posts, we picked out 295 Weibos personally which mentioned the same food more than 5 times from the 600 Weibo posts that we have collected, and calculated the frequency of these words and picture appeared on Weibo. And visualised the data. Also, when we cleaning the data personally, we found a lot of Weibo posts mentioned “烤串” would also mentioned night snacks, and others mentioned “Pie” would mentioned breakfast, we think maybe there have some connection between different food and the time, so we separated the data that mentioned “night snacks” “Breakfast” in top 3 food (Barbecue / Rice noodle / Pie). We first visualised these data by “Raw graphics”, then drafted the image generated by “Raw graphics” to AI to visualised the data by ourselves, the method can help us visualised our data in a correct proportion. To unify the style, we choose several main colours before.

2012/5-2017/4 (the foods mentioned more than 5 times)

Food	Barbecue	Rice/ Noodle	Pie	You Mengzi	Chou Doufu	Zhu Pa	Dou Jiang / Youtiao	Ma Latang	Dou Hua	Beer
Numbers	118	54	36	27	14	12	8	8	7	6

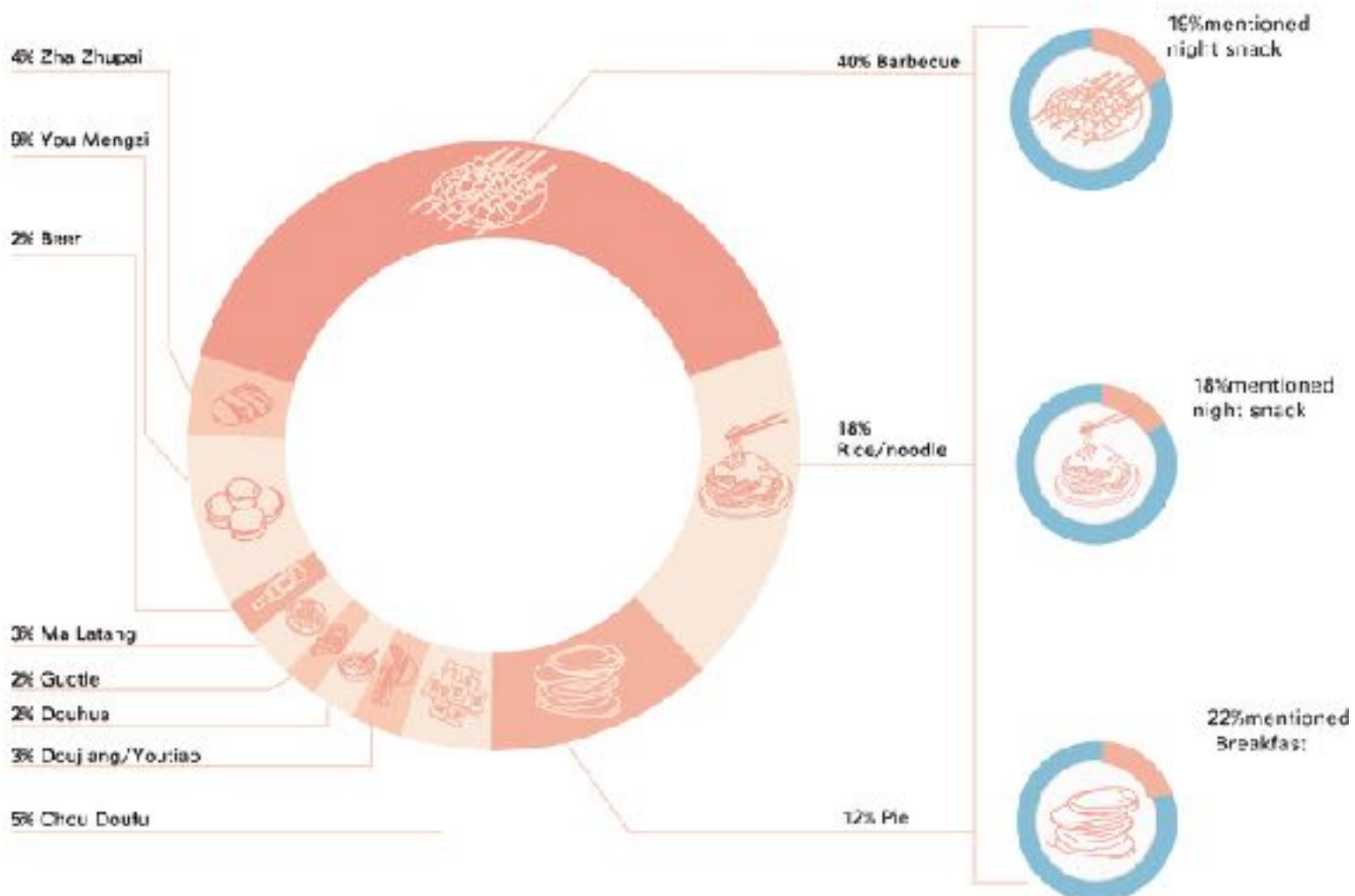
Image generated by RAW GRAHCS (the frequency of different foods mentioned on Weibo)



Image generated by RAW GRAHCS(the frequency of data mentioned“night snacks”
“Breakfast” in top 3 food(Barbecue / Rice noodle/Pie)



The frequency of different food that people mentioned in Weibo/The frequency of top3 food mentioned night snacks and breakfast.
The data from Weibo, collected by ourselves.(2012/4-2017/5)



Similar to the main graph, according to the attitude of Weibo content, it is divided into three categories: negative, middle and positive. And statistics from May 2013 to April 2017 four years respectively (due to the time setting of data crawler, our one year's time is set from 5 month of the year to April of next year), and the respective numbers of three types of attitudes in each year. Because our data are the three dimensions of time, quantity, and attitude. After discussion we chose the radar map directly as the prototype, and on this basis, keeping the critical numerical values unchanged while outer contour were slightly adjusted to beautify. (figure 7)

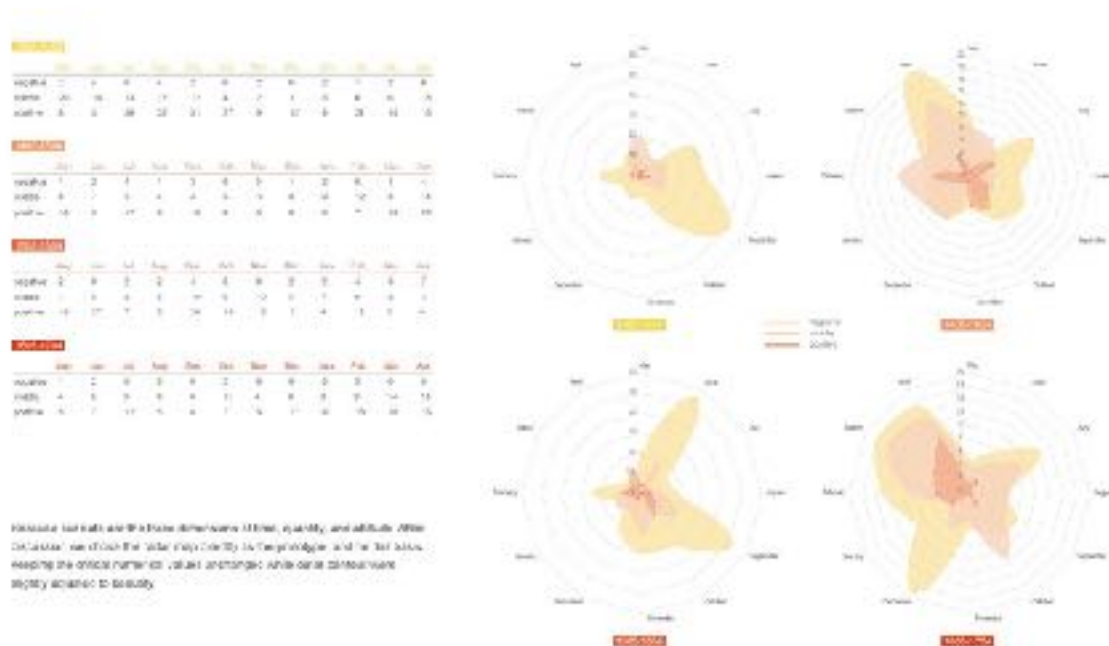


Figure 7

This diagram (Figures 8-10) shows the frequency of tags based on content in Weibo and Flickr. Among them, Weibo has 21 Tags, Flickr has more than 100 labels, but in order to contrast the data, we select the first 21 Tags from flicker and compared with Weibo's 21 Tags. First of all, we will import Weibo and Flickr tag data into Tagxedo-Creator (one software), then the two label distribution diagram are generated, the bigger font, the tag has the higher the frequency. This visually intuitively feels the frequency of the label. Then you can clearly see the exact frequency through the histogram, and finally list the top 6 labels with the highest frequency.

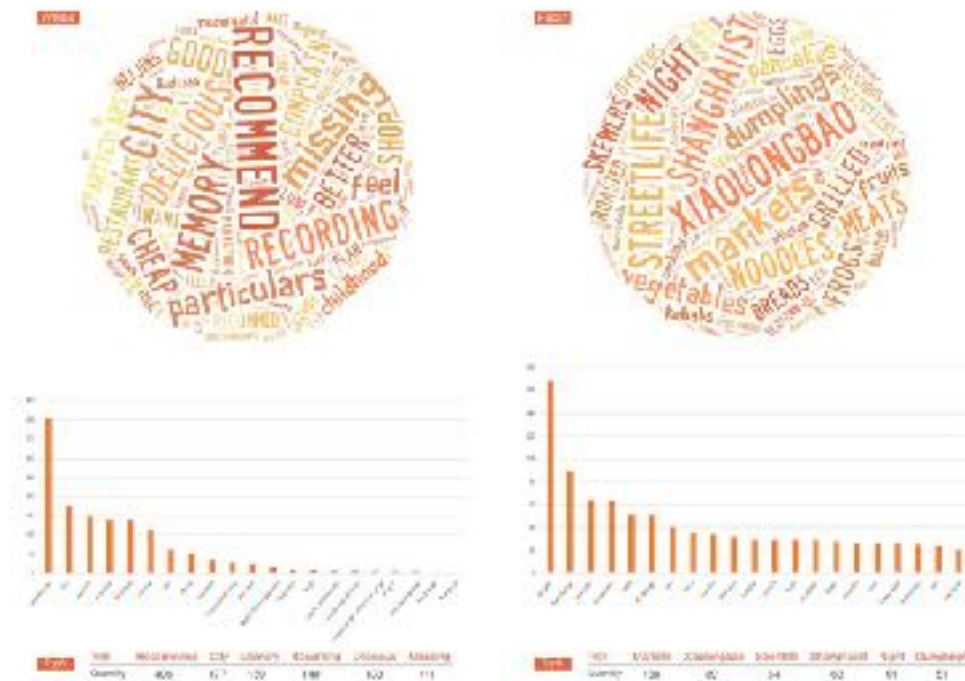


Figure 8

Questionnaire

There are really some interesting findings in the questionnaire. Most people said they like street food, but some of them also said it's happy to say street food vanishing. And people's attitudes are different according to their time of staying in Shanghai. We use raw to explore the connection between them.

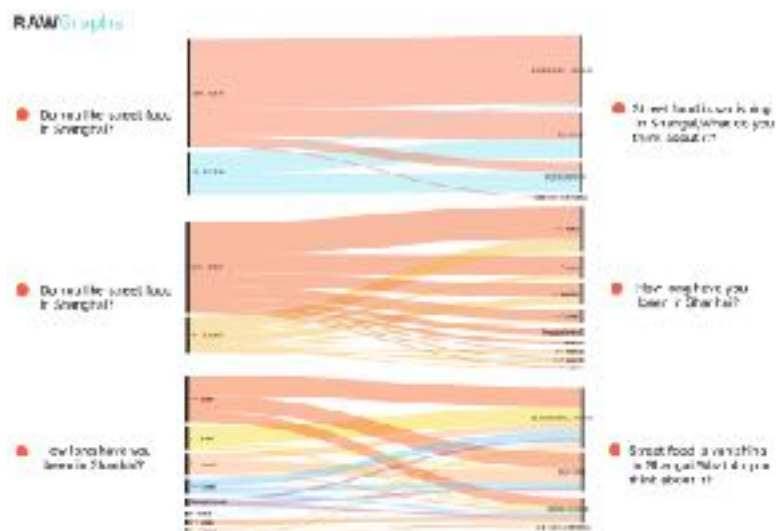


figure 9

Combined the three graphs, we get a final graph. it shows the connection of three questions:

- 1.How long have you been in Shanghai?
- 2.Street food is vanishing, what's your attitude?
- 3.Do you like street food in Shanghai?

Also, we add some pie charts to show the percentage of different answers.

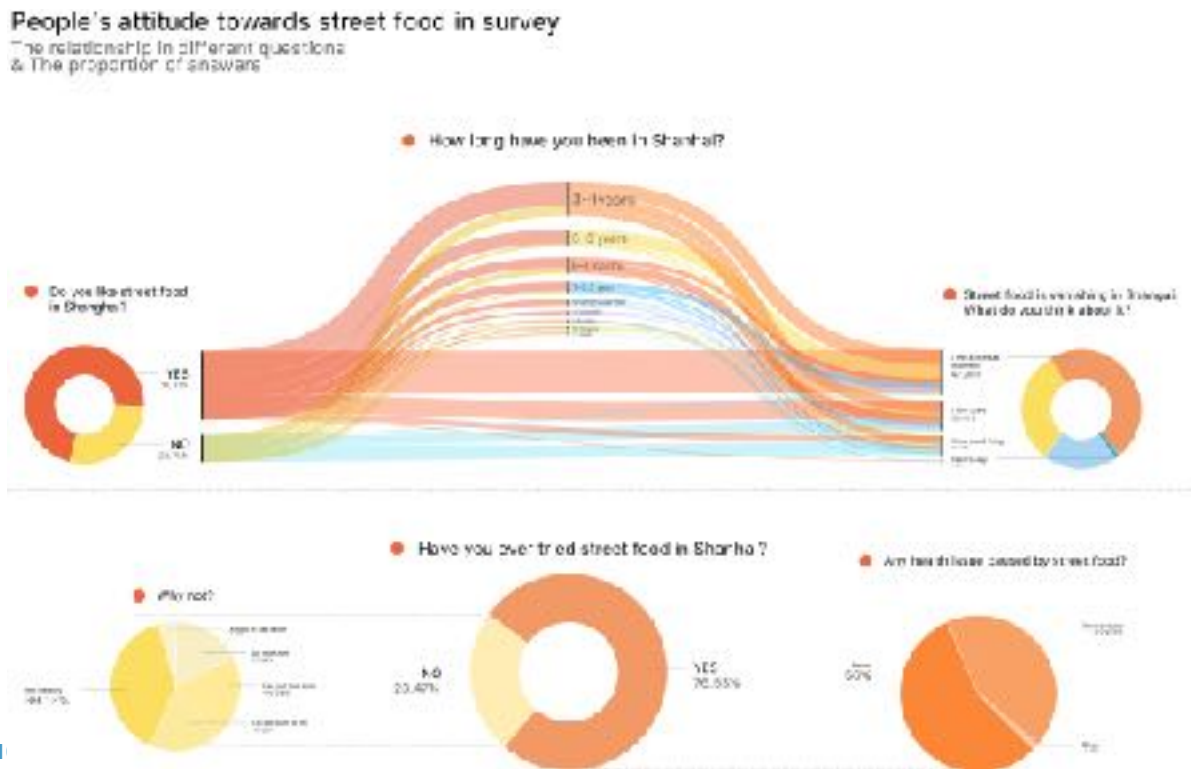


figure 1

Metro Map

On other, visualisation we produced, was the deformed Metro Map of Shanghai. This visualisation is less informative then the previous once. It is more understandable as an slightly artistic peace, produced in order to playfully draw attention to the topic and therefore getting people to engage.

We collected the location data from all our sources. The questionnaires provided concrete metro station information (one question asked for it). Some of the Weibo posts contained address informations. Flickr provided coordinate data. We manually assigned via google maps to the nearest metro station. 386 data points mentioned 80 different metro stations and at least one station of each line.



Figure 11

Shanghai Metro – single data

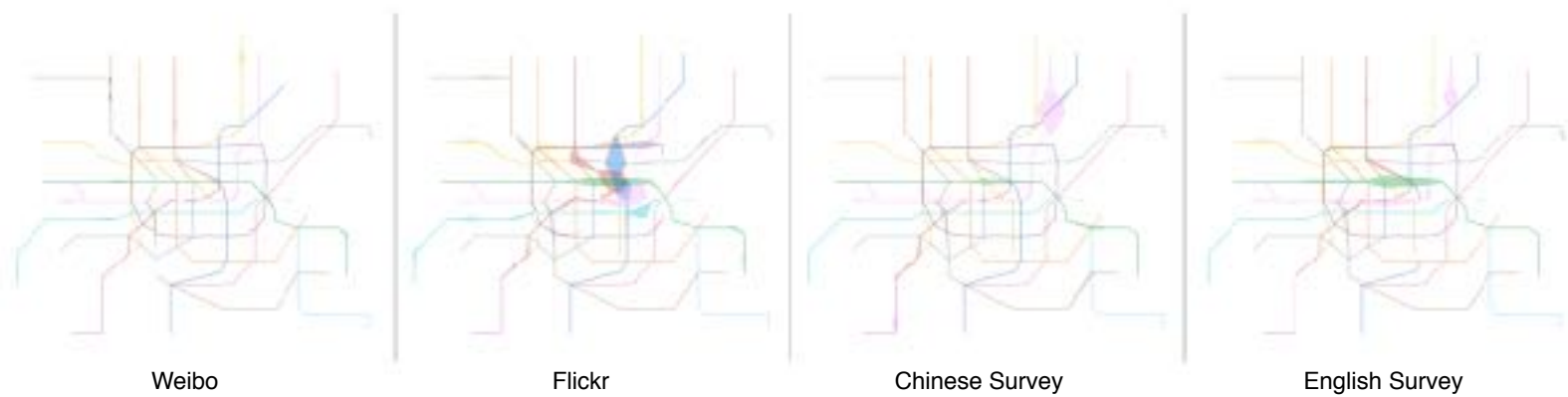


Figure 12

Variations of Shanghai Metro – combined all data



Figure 13



Figure 14

How was it generated

To create this visualisation we used and combined two different programs. The first step was to redraw the metro map. For this we simply imported a picture of the map in Rhino3d and set a point for every station. Then we used the Rhino3d plugin Grasshopper3d to assign names and lines to the points. We connected every station of every line with an adjustable circle component to be able to offset circles according to the amount of times a station was mentioned in our sources. To recreate the appearance of a metro map we connect the outcome of these circles with tangent lines to get one closed shape for every metro line. After baking and cleaning the lines and circles in Rhino, we imported everything to Adobe Illustrator to finalise the graphic. We preserved the original colours of the metro lines, but tried out different shapes and transparencies.

How we chose the Finalist

After reviewing the graphics, figure 11 became the finalist due to the following. First is to mention that because of overlapping and transfer stations with more than just one line, transparency was a key method to lack a necessity of sorting out priority. In Figure 15 and 16 the priority was generated simply by counting down the numbers of the lines. Line 1 in the very front and line 16 in the very background. But this did not seem very reasonably, so we determined them. Figure 13 shows the graphic with a line style. Here it was nice to see single strokes interfering and merging to the circles. But overall this graphic appears very light and fragile so it neither really fit to the topic

of
food
nor

Figure 15

Figure 16

metro. Figure 14 show a version where we deleted all strokes and only left the circles. They were given a transparency so overlapping generated a new colour. We liked that this version was the most abstract but on the other hand it felt a bit more static and empty than the final version shown in figure 11 and 12.

Conclusion

Gathering data for a topic which is totally of the books was an exciting journey. In the end we were very satisfied with the amount of data we collected. Of course the data contains a lot of bias due to the limitations of our research. But nevertheless it was informative and interesting to see certain peoples mindset about Shanghai Street Food.

Along with the development and improvement of Shanghai City, sadly many street food vendors have been banned. With our research we detected that meanwhile more and more people began to miss it, complain about the disappearance and talk about it as one of the things which make the city lovable.

With these results and websites like <http://www.sh-streetfood.org> and books like [Shanghai Strassenküchen - Menschen, ihre Geschichten und Rezepte](#) we hope that this declining trend of street food will soon make a turn and increase again.