

Instacity. The city represented through New Communication Technologies. The cases of Lisbon and Porto

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General Theme and Objective

This research examines Lisbon and Porto's visual representations and narratives as they are mobilised through new communication technologies. In particular, this research focuses on the Instagram app and social network. The main objective is to understand to what extent and in which ways the use of technological devices and the overexposure of images ("instagrammable cities") shape the urban experience, increase the cities' visibility, and impact tourism and urban consumption.

Secondary Objectives

To analyse Lisbon and Porto's narratives and visual representations in social networks to identify their impacts on tourism and urban consumption.

To identify the cultural mediations shaping image production and consumption to analyse post-photographic practices in cities further.

To investigate the urban aesthetics associated with and the attention levels given to Lisbon and Porto's urban places and components vis-a-vis gentrification and urban regeneration processes.

Theoretical Framework

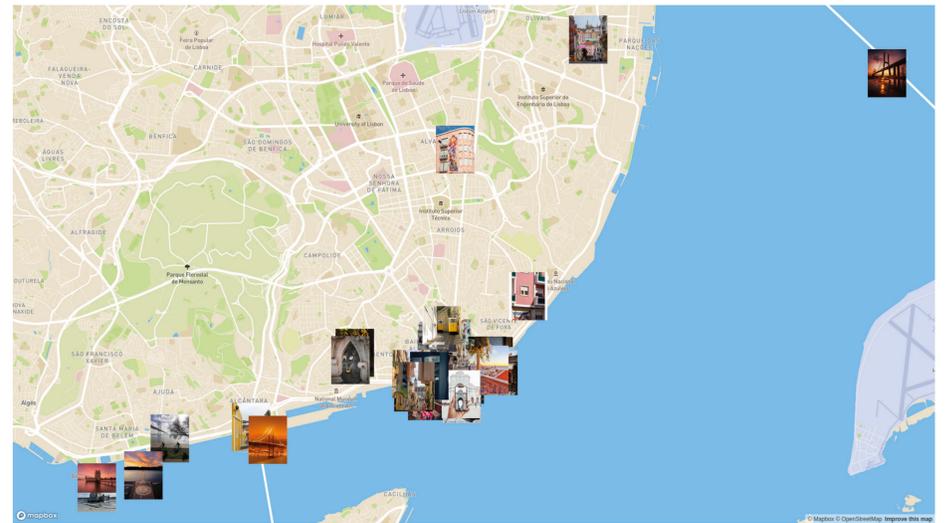
This research adopts John Urry's and Jonas Larsen's perspectives on the tourist gaze and the socio-technical networks involved in photographic practices. Given its heuristic potential, the concept of post-photography functions as a point of departure in this research. Post-photography refers to the transmutation of the fundamental technical values in photography in the digital age. From a sociological perspective, this theoretical framework contributes to discussing conceptual approaches to global cultural flows, such as mediascapes and technoscapes.

Research Methods and Techniques

This research is conducted using a mixed-methods approach. The use of digital ethnography, visual analysis and interviews is complemented with the analysis of statistical and socio-spatial data (mapping and post-photographic tours).

Research Trajectories

- Digital ethnography: classification and selection of Instagram post-photographs, visual analysis, and coding of virtual languages (hashtags)
- Interviews with Instagram account managers
- Analysis of Lisbon and Porto tourists' and residents' post-photographic experiences
- Mapping: location of Lisbon and Porto most photographed places



Map of Lisbon's post-photographic images

#igersportugal
#super_lisboa
#lisboa
#amar_lisboa
#lisboacoool
#ig_portugal
#lisboaodooda
#lisboaodooda

POST-
PHOTOGRAPHY

SOCIAL
MEDIA

TECHNOLOGICAL
DEVICE SUPPORTED BY
ALGORITHMS

RECURSIVE
PROCESS

URBAN
IMAGINARIES

PERCEPTION AND
APPRECIATION
SCHEMES

Research Areas

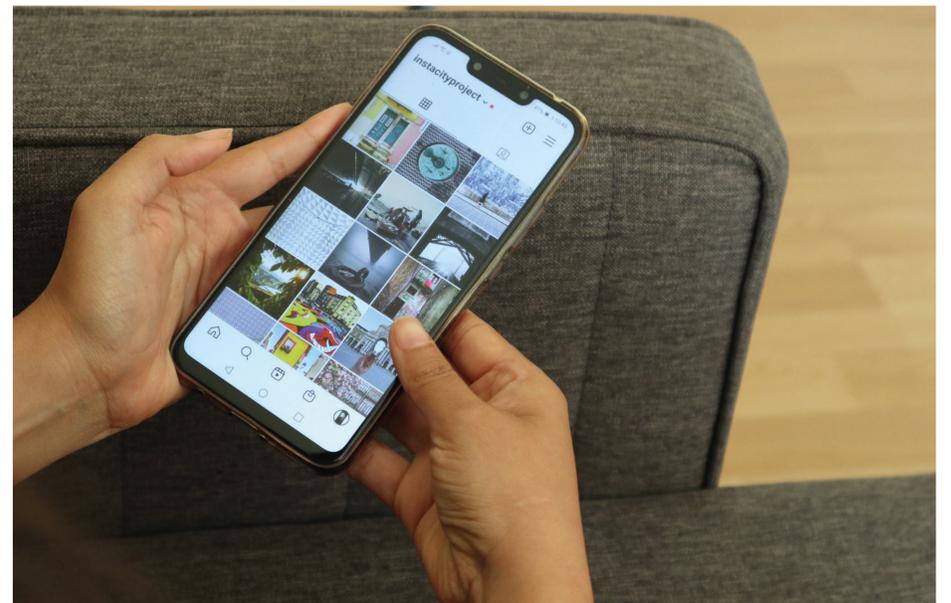
This research is transdisciplinary and draws on disciplines such as sociology, urban studies, digital media, digital humanities, and critical geography.

Publications and Communications

Rodríguez, V; Fortuna, C (2020) "Post-photographic images of the night in Mexico City's Historic Downtown" *Voices of Mexico*, CISAN-UNAM (July) No 111, p. 72-75.

Rodríguez, V (2021) "Instacity. Urban tourism and new communication technologies", paper presented at *XI Portuguese Congress of Sociology*, ESPP/ISCTE-IUL e ICS-U Lisbon, 30 March.

Rodríguez, V (2021) "Consumption in the city in the digital age", paper presented at *XI Portuguese Congress of Sociology*, ESPP/ISCTE-IUL e ICS-U Lisbon, 31 March.



Instagram account Instacity