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Computer-Assisted Analysis of Hedonistic Visual Data: Applications and Implications for Tourism Research and Practice

Item Type	event;event
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Download date	2024-11-24 00:24:04
Link to Item	https://hdl.handle.net/20.500.14394/49563

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*Computer-Assisted Analysis of Hedonistic Visual Data: Applications and Implications for
Tourism Research and Practice*

Existing visual tourism methods rely heavily on human participation in the data analysis process, simultaneously enriching it but also making it more cumbersome. The present study sought to inquire if computer-analyzed images are sufficient to draw insights about tourism destinations without human intervention. Eight participants were provided with disposable cameras and asked to document 24 hours in their vacation. A total of 194 photographs were analyzed in two stages. Firstly, a content analysis was performed on the data using QSR NVivo 10; secondly, the photos were analyzed using the image recognition software Clarifai. Data from the two analyzes were compared. Results show a surprising amount of agreement in regard to simple images, but become muddier when the images are complex. Findings from this study show that there is a great deal to be garnered from visitor-generated imagery without resorting to costly and time-consuming methods that require extensive human input.