

# Limitations of walking methods and integrating digital methods for disseminating results

Michael B Duignan

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Annals of Tourism Research

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leveraging in liminoidal olympic transit zone



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**Walking methodologies, digital platforms and the interrogation of Olympic spaces: the #RioZones-Approach'**

Michael B. Duignan & David McGillivray

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## **Limitations of walking methods and how to overcome them:**

- Limited length of time immersed in context coupled with vagaries of urban life that change so quickly along with individuals and collectives that inhabit it -> overcome if longitudinal / embedded / other sources used
- Geotagging and time stamping pictures can help build idea of changes over-time
- Crowdsourcing publicly available images, video, commentary and data sets can be useful to triangulate with your own snapshot to offer a longitudinal, wider geographical view

## **Limitations of walking methods**

- Limited temporal engagement
- Limited cultural awareness
- Mostly non-local perspectives



## How Rio 2016 satisfied its sponsors while leaving room for the people

August 19, 2016 6:50pm BST

from www.theconversation.com

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Every four years, one city takes on the gargantuan project of hosting the summer Olympic Games. This mega-event comes loaded with expectations and obligations for the host city that are dictated by the International Olympic Committee (IOC) and enshrined in the form of the "host city contract".

As part of this contract, host cities must give up control over trading laws,

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## Why Rio 2016 may not bring the tourism boost Brazil hopes

August 22, 2016 2:56pm BST

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A boost in tourism is meant to be one of the big bonuses of hosting the Olympics. There is never any shortage of pre-games rhetoric about the bounties – generally packaged as “Olympic legacies” – that the mega-event will bring hopeful cities and their governments. But Rio 2016, as with London 2012 and others before it, has shown that the reality rarely lives up to the promises.

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Disclosure statement



## Rio's Olympic legacy: six months on, how has the city fared?

February 22, 2017 4:33pm GMT

Fernando Arrabalaga/EPFL

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It's been over six months since the Olympic games came to a close in Rio. With the benefit of hindsight, many are surveying the city with a critical eye, wondering whether the multi-billion dollar mega-event was "worth it".

When a city is graced by the pinnacle of cultural and sporting celebration that is the Olympic Games, it also carries out a programme of ambitious urban

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- Digital ethnographic turn (Lupton, 2015) whereby ethnographic ethos has been adapted to fit affordances of digital culture
- Pink et al (2015) suggests we live and act in a context that is, today, almost always co-constituted and entangled with digital tech, content, presence + communication

# Our participatory digital method

← → ↻ 🔒 riozones.wordpress.com ☆ 0

#RIOZONES RioZones provides a platform for published and real-time research into three specific areas (event spaces, impact and legacy, and leveragings) related to mega and regional events and festivals.

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**MEGA-SPORT EVENTS, MICRO AND SMALL BUSINESS LEVERAGING: INTRODUCING THE “MSE-MSB LEVERAGE MODEL”**

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**#RIOZONES PHASE 2 REAL-TIME ANALYSIS, 14-25 JANUARY 2018**

emeraldinsight

From “clone towns” to “slow

Encouraging a more open approach, where “digital sharing and collaboration become ways of being and relating to others” (Pink et al, 2015)

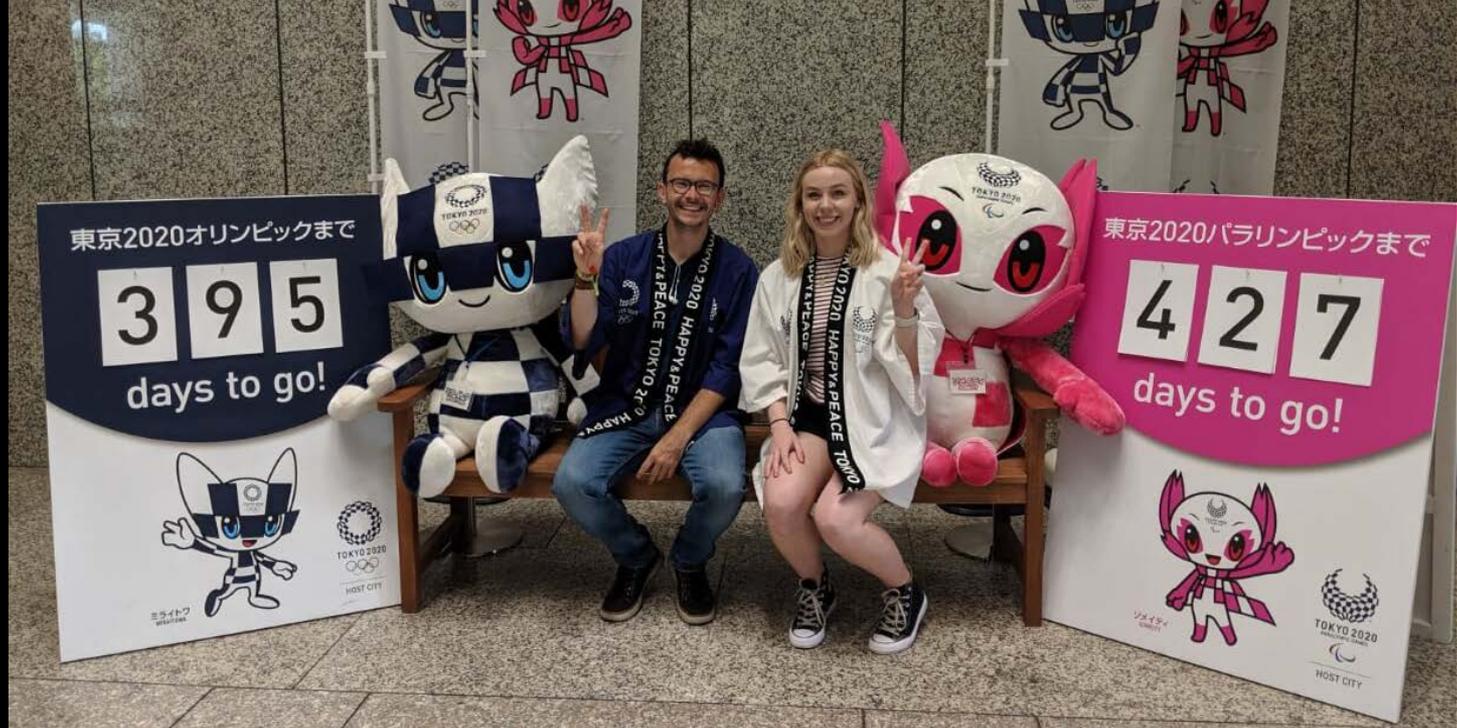
- The longitudinal, embedded approach to walking itself + of the wider #RioZones project which appeared to have most value
- Bringing along stakeholders across the Phases and not just extending reach but extending time of scrutiny on big projects
- A key criticism of similar studies and of one moment in time 'event case studies' (Yin, 2013)

- #RioZones vlog, Twitter, The Conversation articles, journal publications and conferencing etc. Bringing along stakeholders across the Phases and not just extending reach but extending time of scrutiny on big projects
- Regional, national and international outlets, BBC through to ABC in Australia to provide public window in to insights that would rarely feature in traditional media stories

## Conclusions

1. #RioZones Approach illustrates multifaceted, traditional and creative ways researchers can interrogate processes and implications of organising in extreme environments like the Olympics
2. Approach can disrupt linear, sometimes entrenched epistemological and methodological positions
3. Illustrates how physical-embodied methods can be integrated alongside digital platforms participatory digital methods for dissemination and interaction
4. Illustrates how, in real-time and throughout life of project, observational, photographic, video, narrated analysis, Twitter commentary can help to engage with stakeholders and help share raw data and reflective insights periodically to extend access to knowledge beyond academy
5. #RioZones approach helped promote a longitudinal scrutiny, inherent challenge for event case study approaches and a recognised challenge in this field.
6. Helped to illustrate generally how complex such environments are and how they are fertile grounds for generating interesting data sets.

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6. Helped to illustrate generally how complex such environments are and how they are fertile grounds for generating interesting data sets.
7. It offers a deeper interrogation to socio-spatial relations, whatever they may be, in extreme environments – important for those undertaking descriptive, interpretive and critical approaches. Walking and a whole host of mobile methods can help find things often left under the radar.



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