**Representations of place and the use of quantitative and qualitative sources**

Definitions:-

Quantitative data – Data that can be quantified and verified, and is amenable to statistical manipulation

Qualitative data – Information that is non-numerical and used in a relatively unstructured and open-ended way. It is descriptive information, which often comes from interviews, focus groups or artistic depictions such as photographs. Some types of qualitative data, such as interviews, can be coded and may then be subjected to quantitative analysis

Objective – Not influences by personal feelings or opinions in considering and representative facts

Subjective – Based on or influenced by personal feelings, tastes or opinions

Demography – The study of human population

Provenance – The context in which a source is produced and who the creator is.

It is important to investigate and present your two place studies using a variety of quantitative and qualitative sources while at the same time acknowledging their limitations.

**Quantitative Data - Statistics**

The UK census is conducted every 10 years by the government. It provides large -scale quantitative data about places such as age and gender structure, ethnicity and levels of economic development.

Why is this information useful?

What are the negatives of quantitative data?

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| --- | --- |
| **TABLE 1** <https://www.nomisweb.co.uk/reports/lmp/la/contents.aspx>Click on area reports and then ward profile |   |
|   | Waverley (local authority) | Newham (local authority) |  |
|   | Godalming Holloway | Central and Ockford |  Stratford | England and Wales |
| % Economically active (All people) |  88.6 |   | 77.5  | 76.8  |
| % Unemployed (All people) |   |  4.4 | 11.2  | 7.6  |
| % Long term sick/disabled (All people) |  0.8 | 4.8  |   | 4.6  |
| Retired (All people) |  5.8 |   | 1.5  | 4.9  |
| Employment by occupation |   |   |   |   |
| Managers & senior officials |  18.8 |   | 8.3  |  10.8 |
| Professional |   | 23.5  |  21.0 |  17.4 |
| Sales and Customer Services |  4.8 |  7.4 |  9.1 |  8.4 |
| Elementary Occupations |  3.6 |  9.4 |   |  11.2 |
| Qualifications |   |   |   |   |
| Level 4 and above |  59.9 |   | 32.0  | 29.7  |
| Level 3 |  12.9 |  11.9 |   | 14.5 |
| Level 2 |  12.5 | 15.2  | 11.9  | 17.2  |
| Level 1 |  7.6 | 12.7  | 12.2  | 15.2 |
| Apprenticeships |   | 6.1  | 16.9  | 8.6  |
| No qualifications |  2.4 |   |  16.5 |  15.0 |

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| **TABLE 2** | Waverley | Newham |
| <https://www.nomisweb.co.uk/census/2011/key_statistics>You will need to calculate the % from the raw data |   |   |
| Ethnicity |   |   |
| % White |  96.0 |   |
| % Gypsy/Traveller |  0.13 |   |
| % Multi ethnic |  1.34 |   |
| % Asian British  |  1.88 |   |
| % Black/African/Caribbean/Black British |  0.44 |   |
| Age Structure |  |  |
| Mean age |  41.5 |   |
| Median age |  42.0 |   |
| Tenure (Housing) |   |   |
| % Owned |  73.7 |   |
| % Social rented |  12.3 |   |
| % Private rented |  11.3 |   |

Complete the exercise gathering data on Stratford and Godalming using the websites included in the table

|  |  |  |
| --- | --- | --- |
|   | Godalming | Stratford |
| Crime rate  |   |   |
| www.police.uk Pick a month, divide the number of reported  |
| crimes by the population. (You will need to find out Godalming's population) |

**Using the data you have collected in table 1 complete 10 bullet points comparing Stratford and Godalming.**

**How does Waverley and Newham compare?**

**Analyse this graph – break down this graph into its constituent elements in order to provide an in depth account and convey an understanding of it**

**Geospatial Mapping**

* Geospatial mapping is increasingly being used. It is very useful as it allows you to create choropleth maps with additional overlays of spatial information, of the kind represented on OS maps. The overlays help make sense of places represented.
* Read through p 92-95 Oxford textbook and log on to the following website [http://datashine.org.uk](http://datashine.org.uk/)
* Choose 3 different criteria from the drop down menus and create geospatial maps of Godalming and Stratford area showing the same information e.g. building age/ethnic group. Annotate your maps to show how the areas compare and print out.

(The postcode to use for Godalming College is GU7 and Stratford E15)

**How reliable is the information?**

Secondary sources of information – people interpret information and their representations of place are subjective.

We then interpret the information and add our own subjectivity e.g. we may be influenced by our own feelings – these may be shaped by our own experiences, education and background

Therefore – good policy is to use more than one source or text

**Provenance and textual analysis**

Complete a spider diagram in the space below to show the different considerations when analysing sources of information.

**Types of qualitative data**

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**Maps** – Used to locate places but they can also influence how we think of feel about a place and as such play a very important role in both our sense of place and perception of place. Maps can show a great deal of history and can show changes over time.

Maps can include hidden bias and influence e.g. Google can direct people towards local business.

Look carefully at the following maps. Who do you think has created the maps and for what purpose?

<http://www.ukmapsz.co.uk/godalming.html>

<http://www.godalmingmuseum.org.uk/index.php?page=map>

<http://www.wsivc.org.uk/index.cfm?fuseaction=66.704&tab=66&formaction=CMSPage>

**Textual sources**

Novels can evoke a sense of place. Some places have become strongly associated with places that they are now promoted as such e.g. Thomas Hardy and Dorset. While many associations can play a role. Sometimes the reverse is true and popular media can be instrumental in creating ‘place prejudice’. An example is Liverpool which has been portrayed negatively in newspapers, with unemployment, deprivations, gang violence, drugs and riots featuring. The city authorities have had to re-brand to distance itself from the image and in 2008 was awarded European Capital of Culture status.

**Poetry**

Used to describe and evoke a sense of place. John Betjeman and Slough. William Blake and England. Subjective but powerful.

**Photographs**

Photos may be different due to differences in weather, time of the season, and time of day. They may show changes over time. Photographs are selective in what they show – marketing images tend to focus on the natural beauty or landscape of places without disturbance from humans. The reality is often different as seen on slides.

**TV and Film**

Poldark has had a positive representation on Cornwall and has boosted tourism in the area. The Lord of the Rings films has brought a 50% increase in tourism to New Zealand.

Many crime dramas such as Taggart, featuring Glasgow, has had a negative representation.

**Art**

Examples include John Constable known for his Suffolk landscapes and L.S. Lowry and his Industrial landscapes of Northern England

**Audio History**

Listen carefully to the audio history on GoL and make brief notes on what Godalming was like in the past and how it has changed.

**What are the advantages and disadvantages of qualitative data?**

**Local Place Study - Godalming**

* <http://www.localhistories.org/godalming.html>
* <http://www.godalmingmuseum.org.uk/index.php?page=work-and-industry>
* <http://www.godalmingmuseum.org.uk/index.php?page=1881-godalming-and-electricity>
* <http://www.godalmingmuseum.org.uk/index.php?page=timeline>
* <https://www.freeindex.co.uk/south_east/surrey/godalming/> Useful to see what types of businesses are now found in Godalming. Be careful – some are not located in Godalming itself, but the Godalming area.

Use the websites above, and any others you may find to complete case study notes for Godalming. Use the data you collected from the NOMIS website (page 2 of the booklet), the background information on Godalming completed as part of your induction work, media representation research on Godalming and the audio clips. Include images, maps, statistics etc.

|  |
| --- |
| Describe the location and locale |
| Outline a brief history of Godalming |
| Describe the demographic characteristics of Godalming. How does Godalming Holloway compare to Central and Ockford? |
| Describe the economic characteristics of Godalming? |
| Describe the social characteristics and inequalities that exist |
| Describe the exogenous factors which have been responsible for its place making |
| How have the media portrayed the place? There may be a number of examples you could use here. |