



# **Learning about Visitor's Perception's through Flickr<sup>tm</sup>**

**Sheila Barry**

Crazy in Suburbia  
October 3, 2009

Cattle attacks in some Walnut Creek  
open spaces may mean no more grazing



“This decision comes after years of public outcry to no longer allow cattle in the open space.

Specifically users have complained about how the cattle trample the trails and, in the past few years, about an increase in attacks by cattle on dogs and people.”

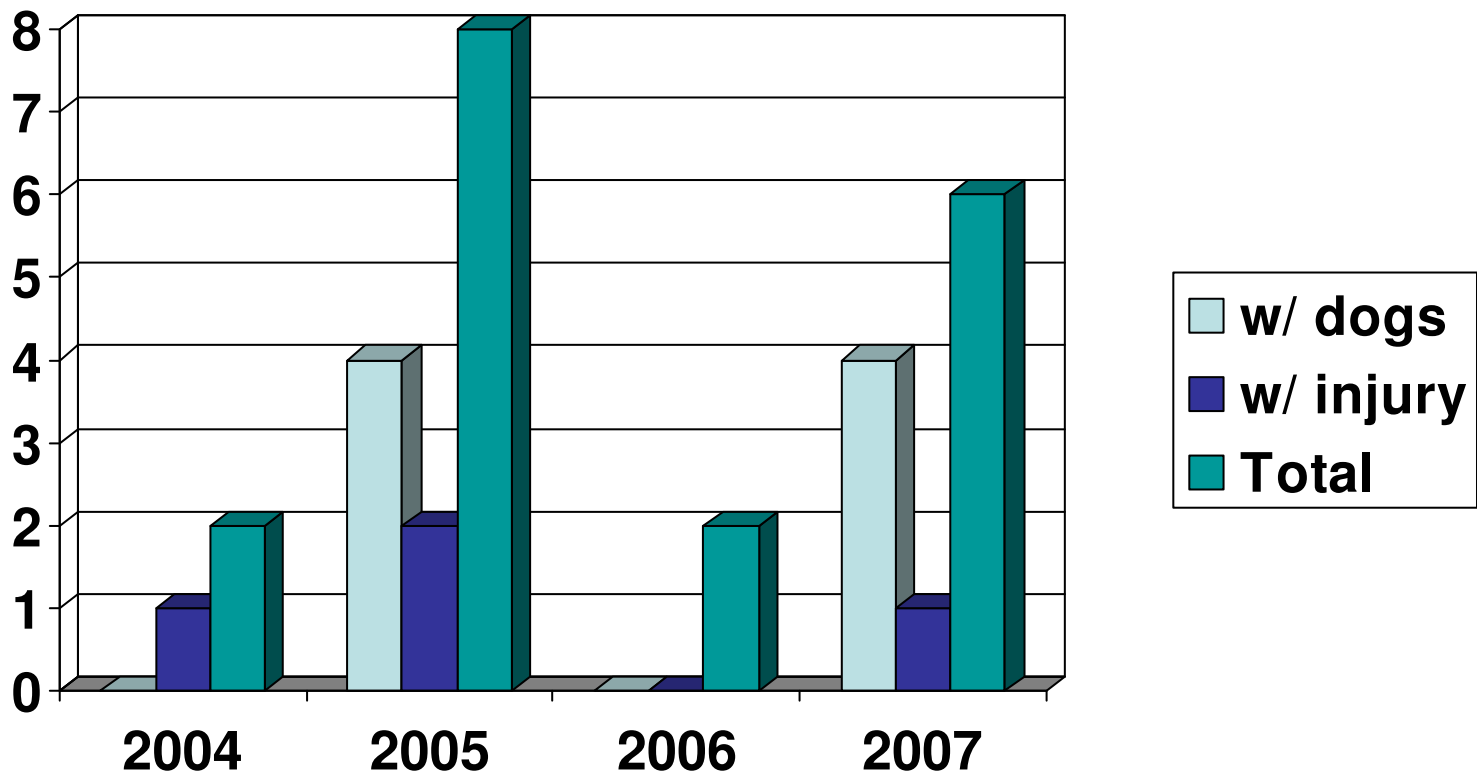
Tri- Valley Herald,  
October 7, 2009

# **Western Livestock Journal**

June 27, 2011

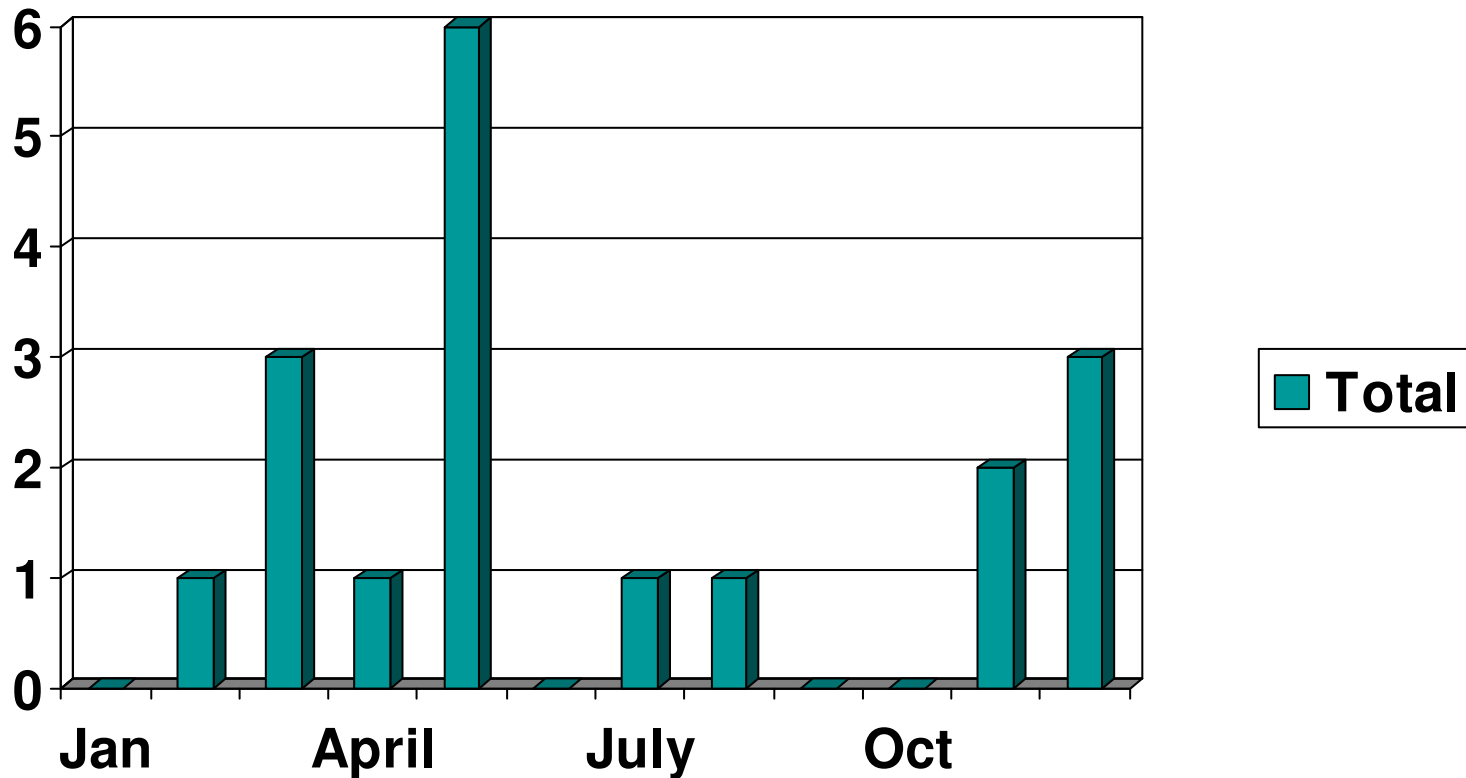
Residents of California  
neighborhood demand  
return of cows

# Aggressive Livestock Incident Reports for EBRPD (by year)

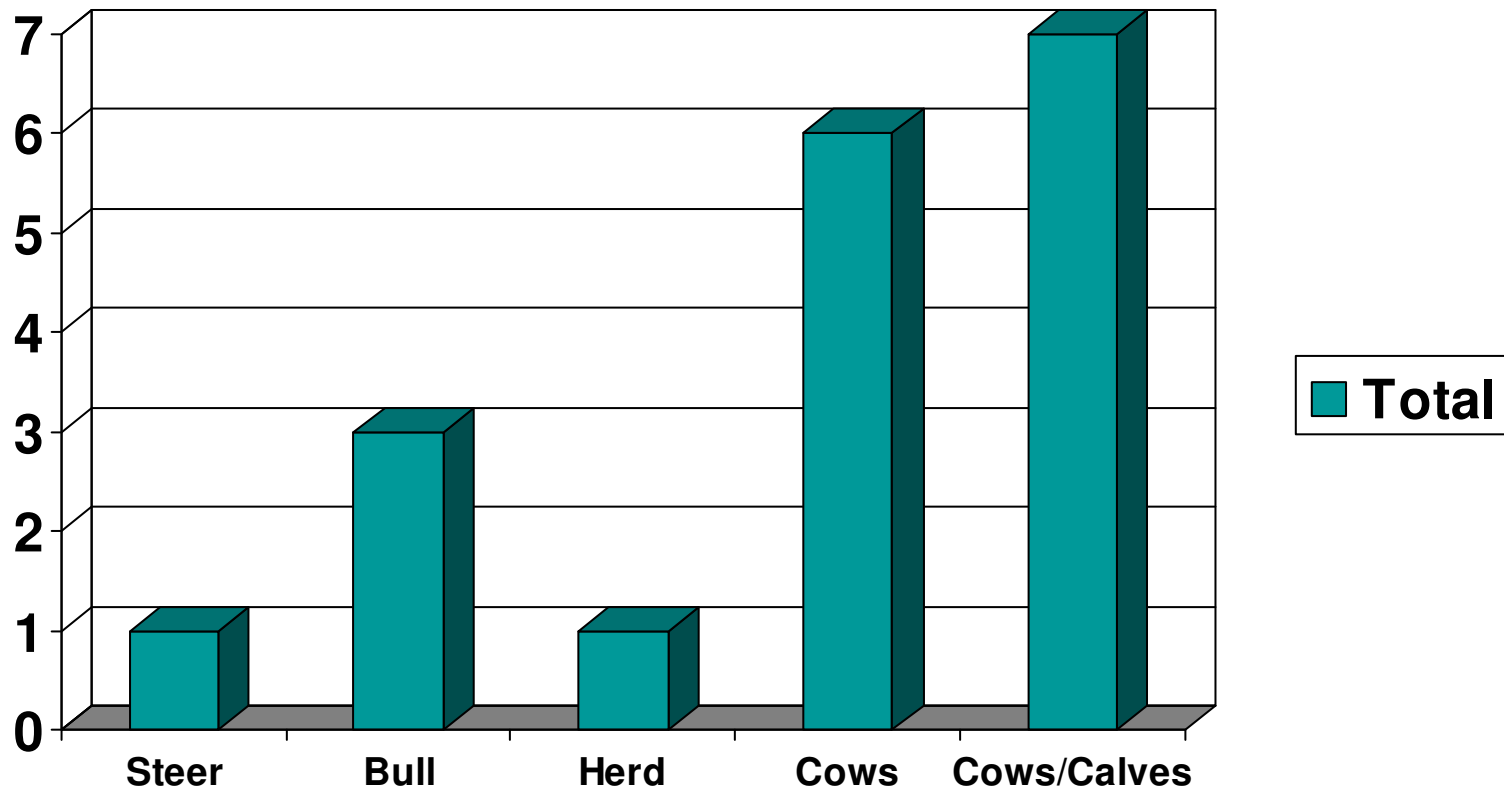


**43 reports of aggressive dogs  
27 resulted in bites (2007)**

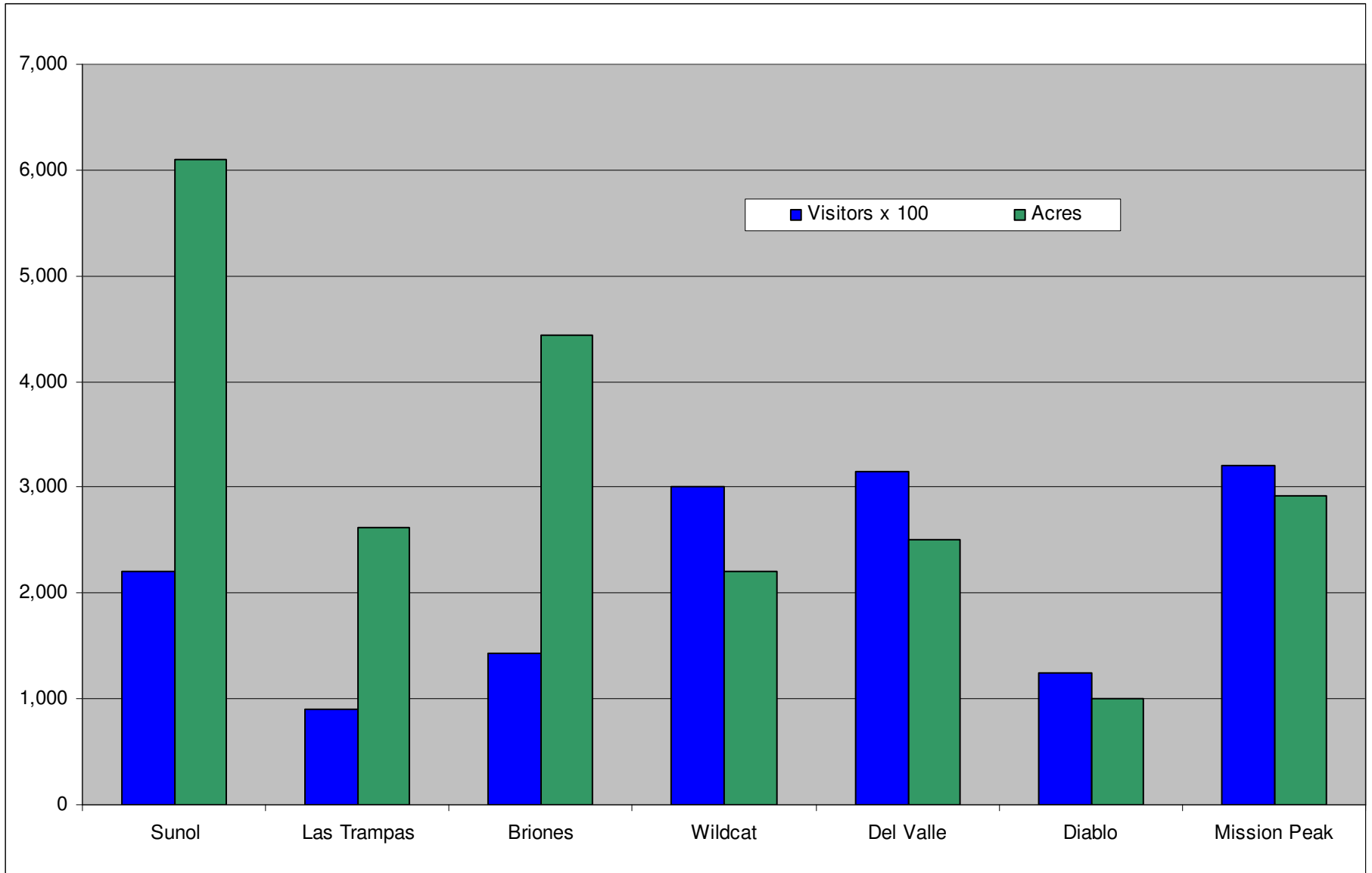
# Aggressive Livestock Incident Reports for EBRPD (by month)



# Aggressive Livestock Incident Reports for EBRPD (by class)







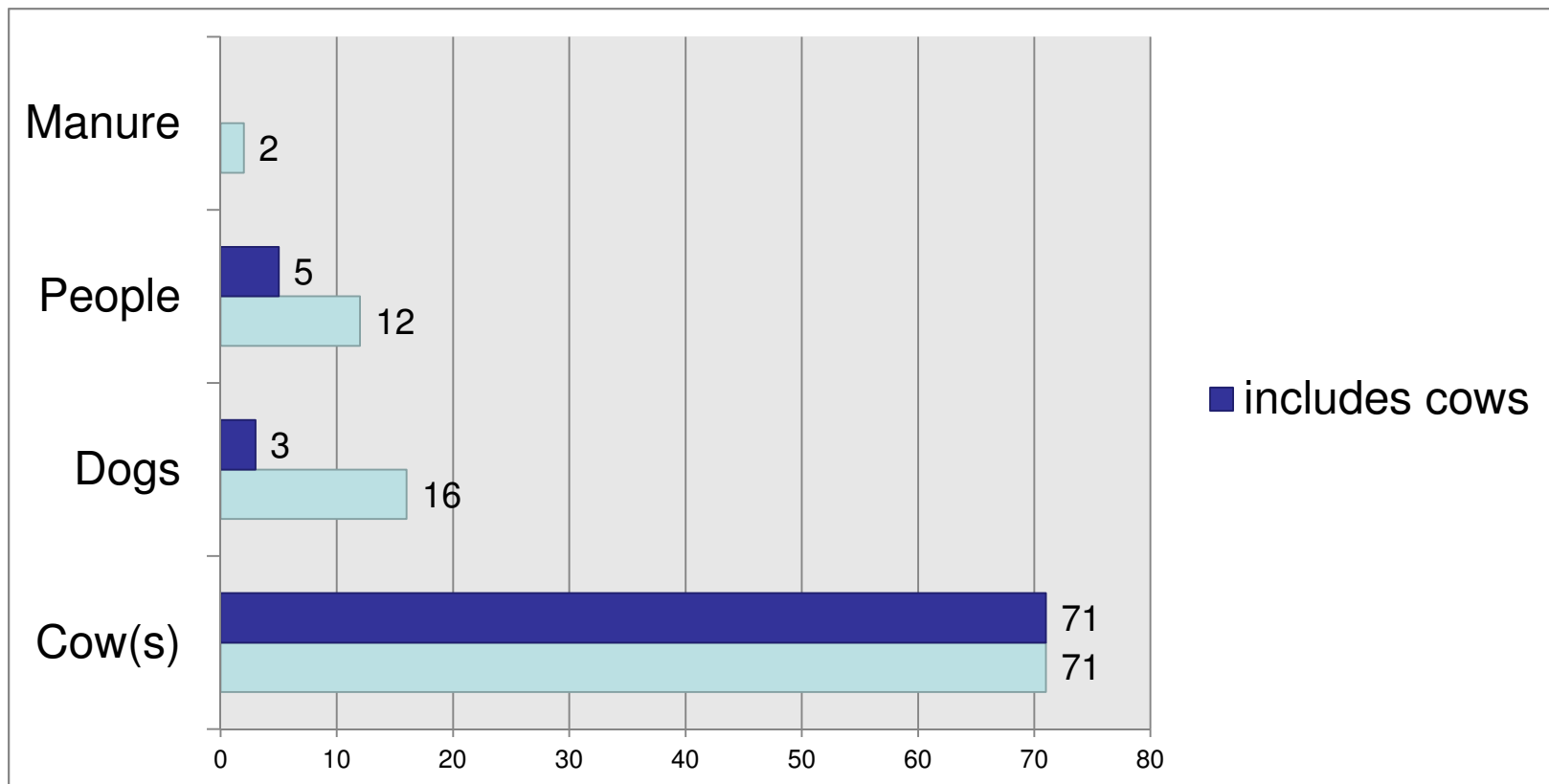
# Flickr.com

## Grazed Parks Data Development

- 1087 photos
- 328 photographers
- 28 parks
- Feb 2002- Oct 2009
- 733 photos with comments

# What do park users visiting grazed parks take pictures of?

(% Photos with the following elements)



# Flickr.com

## Categorizing Comments

- Descriptive
- Fear
  - Perceived
  - Action
- Positive grazing
- Positive cow
- Negative cow







# NOTICE

## YOU ARE ENTERING A CATTLE GRAZING AREA

Cattle may act in a defensive manner in response to a perceived threat to their safety. Although occurrences are rare, cattle have charged and bumped park visitors.

- Don't attempt to touch or pet cows or calves. If you see a stray calf, leave it alone. Don't get between a calf and its mother.
- Dogs are perceived as predators. Keep your dog under control or on leash when cattle are nearby. Don't allow your dog to chase or otherwise harass cattle.
- Try not to startle cattle. Keep your distance and walk around cattle herds rather than through them whenever possible.
- Give cattle plenty of space and a clear avenue of escape.
- Cattle will normally disperse if you wave your arms and shout. Use this approach, well in advance, if cattle are on the trail ahead of you.

If you encounter a cow that is acting in a threatening manner or appears to be injured, sick or dead, please note the location, the color of the animal, the ear tag number, and report it to the park staff. Aggressive cows will be removed from the area.

PARK OFFICE \_\_\_\_\_

EMERGENCIES CALL 911 OR PUBLIC SAFETY DISPATCH AT (510) 881-1833

For more information about the resource and habitat goals of the District's grazing program, please see our website at [www.ebparks.org](http://www.ebparks.org).

(leaf) East Bay Regional Park District

Negative

# Types of Comments associated with photos from Grazed Parks in the San Francisco Bay Area, California

Comment Category	% of comments (n= 733)
Descriptive	59
Positive Cow or Grazing	24
Negative Cow	2
Fear	5

# Social uses of Flickr™

Personal photography taken by  
“ordinary” people of everyday  
activities shared in a Public  
Forum.



# **Narrative and Identity**

Helps us  
remember.

Constructs a  
narrative of our  
lives.

What we do?

Where we go?

# **Reflect & Sustain Relationships**

Reinforces  
relationships  
through shared  
places and events.

Where we go and  
with who?

# **Self- representation**

Present yourself  
in a way you wish  
others to see  
you.

# Self- expression

Shares the  
photographers  
point of view,  
creativity, or  
aesthetic sense.

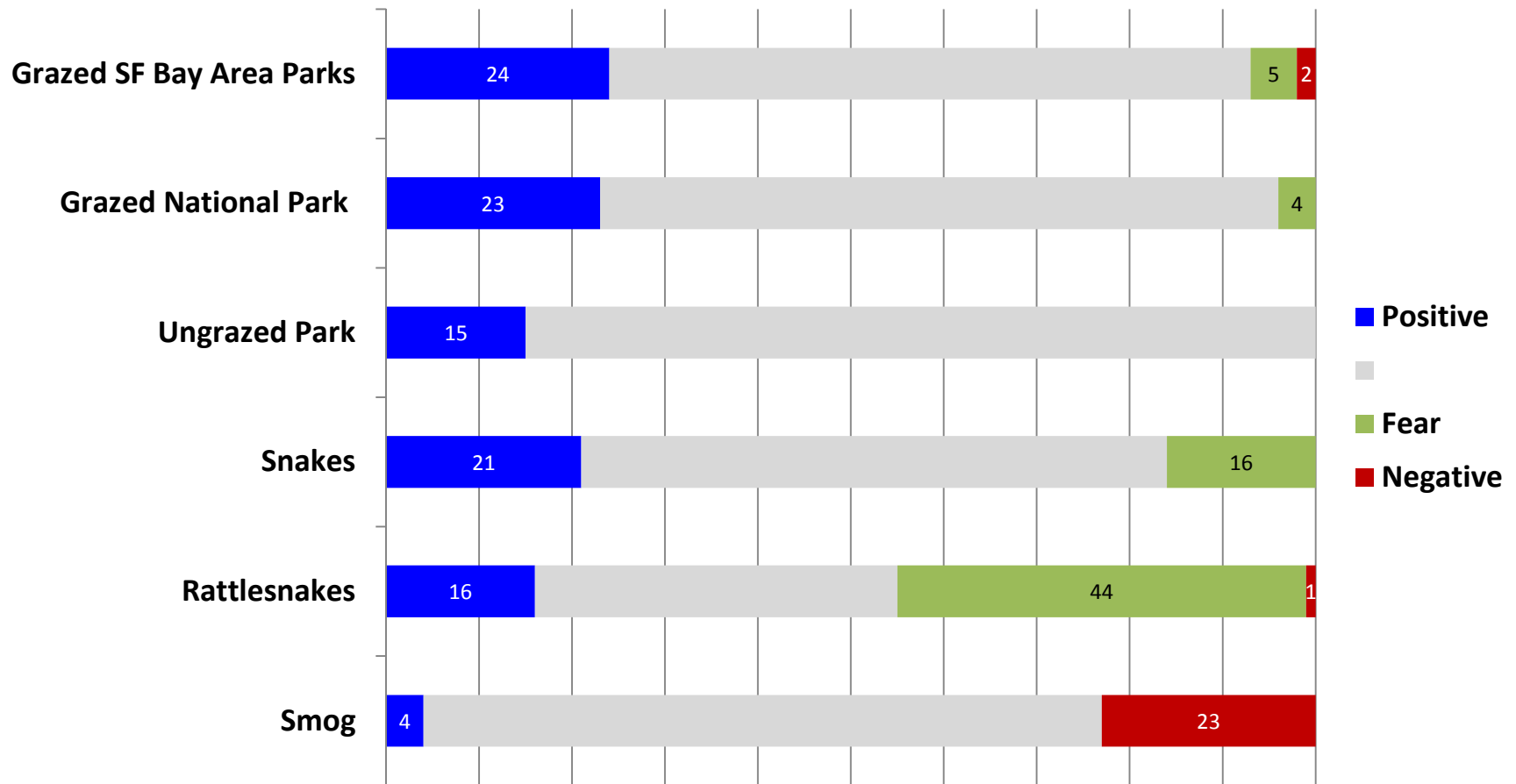
“Publicness” is the  
major draw.  
Opportunity to  
interact with people  
you don’t know.

# Comparative Data Sets

- Ungrazed park (SF Bay Area) n= 50
- Grazed National Park (Pt Reyes) n=50
- Smog (California) n=50
- Snakes (California) n= 50
- Rattlesnakes (California) n= 50

# Comment Results

(% Comments associated with photo data sets from Flickr™)



# Discussion

- Public Perception
  - As illustrated by Flickr™ data, public perception of grazing on public lands is more positive than often presented by media and public forums, but fear of cattle is a concern.
- Outreach Opportunities
  - Animal behavior
  - Animal welfare and husbandry

# Information and Interpretation

- Park users are interested in livestock, ranching, and the environment.



# Information and Interpretation

- Some park users are uncomfortable with the livestock on park lands.

# Information and Interpretation

- Animal Agriculture literacy among the public is very low.

# Information and Interpretation

- Sustainable ecosystem management and agricultural both locally and globally depend, in part, on animal agriculture.

# Your role

- Identify essential messages.