A smartphone application for research on linguistic landscapes

What's linguistic in a landscape?
"The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration."
(Landry & Bourhis 1997: 25)

The plan
- Survey signs and lettering in public space in Luxembourg
- Document the variability and perception of visible multilingualism
- Involve with the public in a joint research process to raise awareness

How to get there?
Crowdsourcing: Data collection with the help of the people
Mobile app: Use of smartphone technology (GPS modules, Hi-Res cameras, high-speed mobile networks) in data collection
User model: Anonymous interaction with the app, UX optimized GUI, user-friendly data model (few analytic descriptors)
Data processing: Text extraction via visual recognition and OCR, automated analyses of text data
Mapping: Geostatistical mapping of regional language distribution, language constellations, and sign types

What's in a sign?
- Homophonic sign vs. Polyphonic sign
- Multilingual sign vs. Monolingual sign
- Transgressive sign vs. Regular sign
- Top-down sign vs. Bottom-up sign

Get in touch: ☞ http://lingscape.uni.lu | lingscape@uni.lu | @lingscape

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