

Level 9 Geography Fieldwork

Multicultural Melbourne – Global City Melbourne

Introduction

In geography you have been investigating *interconnection* at different scales. Our fieldwork draws on this concept to connect a local area – part of the Melbourne CBD – with the rest of the world.

Like any 'global city' Melbourne has connections with many parts of the world. These connections are sometimes obvious and clearly visible, but at other times are more hidden, like multinational businesses (overseas owned) that have branches here. Some of the interconnections are social, others are economic or historical. Melbourne is also considered a multicultural city, and aspects of this are also visible in the city's streets through shops and restaurants, or signage.

Another aspect of things is that, as a developed, affluent society, we import consumer goods like clothing and food stuffs from many places around the world. Often we don't think too much about how and where the things that we buy actually come from. For these goods, are the methods of production in the origin countries ethical, or are they produced sustainably?

This activity will bring together what you have been learning through fieldwork skills, particularly collecting data using your mobile devices.

Questions

There are two main questions we will investigate in this fieldwork and follow-up class work:

1. How 'international' is Melbourne?
2. Where do the things we consume, originate?

To answer these questions you will collect two different types of data.

Data collection

Question 1

To collect data for the first question you will use the Surveyor Tools Free (Android) or Altitude DC (Apple) apps and your phone's standard camera app.

Your objective is to take geolocated photos (with the location data attached as latitude and longitude) of shops/businesses that you believe to have international connections. These images will be from the street and should clearly identify the name and nature of the business.

What to look for:

- Businesses that clearly identify themselves as coming from another country (look for country/city names).
- Businesses that you know to be overseas owned (some examples are below).
- Businesses that represent non-Australian cultures (e.g. restaurants serving cuisines from Italy, India, Thailand or China).

If you suspect that the business might be overseas-based, but you are not sure, take the photo anyway, and research it later. Myer, David Jones, Haigh's (chocolates), JB Hi-Fi and Angus and Robertson (booksellers) are examples of Australian-owned businesses, but H&M is Swedish, EB Games and McDonald's are American, and Zara is Spanish.

The procedure is:

1. Walk around your group's area, observing the buildings, shops and businesses (remember there are arcades and smaller streets, too).
2. When you locate a suitable candidate, take one image of the building/shop front with your standard camera app.
3. Take a second image from the same spot using the app that imprints the location information.

Note that as you are amongst tall buildings, it might take a few seconds for your location to be calculated by satellites, so try not to move for a minute or so while taking the images.

All you need to collect is the images, because they will have the location information for mapping in Google Earth included. You will transfer these images to your computer back at school. If you have multiple mobile cameras in your group, take it in turns to collect images rather than all taking photos of the same locations.

Question 2

To collect data for the second question, you will need the record sheet provided. You will also need the GPS Test (Android) or GPS Data (Apple) apps.

Your objective is to identify items or services that directly connect your current location with places outside Australia.

What to look for:

- Country of manufacture/origin labelling on products (e.g. clothing, food packaging, electronics, etc)
- Services that cater to particular international markets (e.g. travel agent or tourism ads and signs targeting specific places/destinations)

Remember that even Australian-owned companies will often stock items from outside this country. An example would be JB Hi-Fi selling Samsung mobile phones from South Korea, or iPhones made in Taiwan. Feel free to find creative ways to make connections between things you find in the city and locations outside Australia.

The procedure is:

1. Explore and choose shops to go into to investigate a variety of their products/services (being mindful that you are there to collect data, not to pass judgement).
2. Identify the country of origin/manufacture and fill the details in the record sheet. It would be good to take a photo of any identification labelling with your standard camera app.
3. Outside the location (in the street), use the appropriate app to indicate a latitude and longitude next to the relevant item(s) on the data recording sheet.

Aim to fill as many rows as you can in the data record sheets you have between you in your group. Only one group member needs to record any single item. Aim for variety.

Planning your data collection

Aim to collect the data for *both* questions as you go, rather than trying to collect all the question 1 data, then all the question 2 data afterwards. This would be inefficient.

In your group, you will need to plan how you collect the data, ensuring different group members are not double-collecting the same data.

It is important, though, that you stay together as a group at all times, so plan accordingly.

Study area

The map below shows the area of the city we are using for fieldwork, including the meeting point and the areas for which each group is responsible. Please stay within the area bounded by Collins, Russell, Latrobe and Elizabeth Streets.



The apps

We are using mobile devices to help us collect data on our geography fieldwork. Below are the apps you will need to download. Being free, we may have to put up with the ads! There are apps that do the same jobs for both Android and Apple devices. Each app is described below, with some pointers on how to use them.

Download these and experiment before the fieldwork day so you know what they do and how they operate.

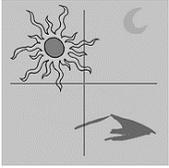
One important note: these apps **do not use your data** to do their job. The GPS in your device will actually work with data turned off on your device.

Android

Turning location features on

It is a good idea to turn your device's location services off when not using them for reasons of privacy and battery conservation. This will be under the main Settings of the phone.

Surveyor Tools Free



Purpose: To capture images on fieldwork with the location data visibly imprinted on the image itself.

Usage: You can take pictures on your devices, ideally one with the standard camera and one with this app. This will allow you to map the locations of images and relate any observations to that location. As long as one location image is taken, multiple 'clean' images can be taken at that spot showing different levels of detail as required. Clean images could be uploaded or linked to Google Earth or annotated and used in reports, using the data from the imprinted image.

Notes: Operation:

- Choose the highest resolution option at the opening window.
- 'Shutter' button to the centre right of the screen captures the image.
- Settings accessible via the slide-out menu to the lower left of the screen.
- Note that the other buttons to the right provide different compasses (not used for data collection).



GPS Test

Purpose: To provide latitude and longitude co-ordinates of a point.

Usage: You can use this app to manually record where you are located. This is specifically useful when recording observational data or field measurements with the co-ordinates. This data can then be entered into a spreadsheet (e.g., Excel or Google Docs) and then imported into Google Earth, which will map the data for further analysis.

Notes: To check/customise settings, use the following:

- Settings > 'Coordinate Grid Settings' > 'Grid' > DD.DDDDDDD° (sets to decimal co-ordinates)
- Settings > 'Coordinate Grid Settings' > 'Datum' > WGS84 (sets map datum for Google Earth compatibility)

Apple

Turning location features on

It is a good idea to turn your device's location services off when not using them for reasons of privacy and battery conservation. This will be under the main Settings of the phone.



Altitude DC

Purpose: To capture images on fieldwork with the location data visibly imprinted on the image itself.

Usage: You can take pictures on your devices, ideally one with the standard camera and one with this app. This will allow you to map the locations of images and relate any observations to that location.

As long as one location image is taken, multiple 'clean' images can be taken at that spot showing different levels of detail as required. Clean images could be uploaded or linked to Google Earth or annotated and used in reports, using the data from the imprinted image.

Notes: Operation:

- Large round central button takes the image.
- 'Pin' button under the capture image button allows for different maps of location.
- 'Colour' button allows change of the on-screen text to make it more clear.



GPS Data

Purpose: To provide latitude and longitude co-ordinates of a point.

Usage: You can use this app to manually record where you are located. This is specifically useful when recording observational data or field measurements with the co-ordinates.

This data can then be entered into a spreadsheet (e.g., Excel or Google Docs) and then imported into Google Earth, which will map the data for further analysis.

Notes: Most of the settings on this app are changed by tapping various parts of the screen. For example, tap the latitude/longitude and it will alternate between decimal degrees (which we want) and degrees, minutes and seconds. Distance units can be changed by tapping the relevant box. The red 'light' in the centre flashes when the location is updated and the app gives you a count of the time since the last update. The following will be useful:

- To force a location update, tap 'Force Update' near the lower right corner of the screen
- Set 'Desired Accuracy' to 'Best' and Distance Filter to '5 metres'
- Location (GPS) can be set on or off by tapping the text at the lower left of the screen

After the fieldwork

When back at school, you will be using your data with Google Earth to map your findings.

You will have the opportunity to research more about some of the things you found, and will be combining all of the groups' data into a single map.

With all the data combined in map form, you will then be able to undertake some analysis to reach conclusions about Melbourne as a multicultural, global city.

