

Semantic Relationships with the Environment in the Context of Sustainable Design

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持続可能なデザインの文脈で環境のセマンティックな関係

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Abstract: Semantic analyses (which included graphical symbols) explored textual communication in YouTube videos about sustainable design. Comments on top videos in English and Spanish were analyzed to find most frequent words, co-occurrence between words and topics. Results showed topics like energy and architecture, with notions of system, community, integral knowledge and a focus on problem solving in both languages. There was an emphasis on the awareness of life in the English comments, including animals and plants as living beings. In contrast, comments denoting fear oriented it to change. Also, plants were viewed as part of the environment (including the designed environment). In Spanish, animals were viewed as victims of injustice, while trees and plants were mostly viewed as raw materials. There was a constant mention of economic and social barriers in the adoption of sustainable design, in contrast with former studies which have discussed lack of time and apparent benefits in adopting such methodologies. Our results highlight the value of opinion mining, which can complement findings of studies conducted through self-reports.

要旨：図記号を含むセマンティック分析を用いて、持続可能なデザインの YouTube ビデオにおけるテキストコミュニケーションを探究した。頻繁な単語、単語の共起、コメントのトピックを同定するために、英語とスペイン語におけるトップビデオのコメントを分析した。結果から、両方の言語において、システム、コミュニティ、不可欠な知識、問題解決などの、エネルギーと建築のようなトピックが特定された。これまでの研究で、利益を生み出さず、行う時間がないとされた持続可能なデザインの実現について、本研究では、対照的に経済的、社会的障壁が常に存在することが分かった。