**Graduation Plan: All tracks**

<table>
<thead>
<tr>
<th>Personal information</th>
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<tbody>
<tr>
<td>Name</td>
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<tr>
<td>Student number</td>
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<td>Telephone number</td>
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<td>Private e-mail address</td>
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<th>Studio</th>
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<tr>
<td>Name / Theme</td>
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<td>Teachers / tutors</td>
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<td>Argumentation of choice of the studio</td>
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<tr>
<th>Graduation project</th>
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<tr>
<td>Title of the graduation project</td>
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<th>Problem statement</th>
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<td>Many cities have invested in the development of iconic flagship developments, by which they aim to attract tourists, high-end residents and inward investment. Although many studies have been done on the spillover effects of urban icons, the current toolbox of research methods still lacks a comprehensive approach to quantitatively assess the impact of urban icons.</td>
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The urban data landscape has become increasingly complex, as large amounts of data are collected through sensor technologies, social media and classic census data. Although big data analysis has already been largely implemented in other fields of research and management, its implementation in urban research and governance still lags behind.

The emerging complexity and size of the current urban
data landscape has provided the opportunity to develop an open linked data-based impact assessment model to quantitatively measure the spillover effects generated by urban icons.

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<tr>
<th>Research questions</th>
<th>Main research question:</th>
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<td></td>
<td>How can open linked data be applied to quantitatively measure the spillover effects of urban icons?</td>
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<th>Sub research questions:</th>
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<td>What are the gaps in the current state of research on the spillover effects of urban icons?</td>
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<td>Which indicators and methodologies are traditionally applied in the evaluation of urban regeneration?</td>
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<td>What are the opportunities and challenges of implementing a data-driven approach for urban governance and decision-making?</td>
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<td>Which spillover effects are envisioned by the different stakeholders involved in the development of urban icons?</td>
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<td>Which proxies can be applied to quantitatively assess the impact of urban icons?</td>
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<td>Which data sources can be linked to the proxies to assess the impact of urban icons?</td>
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<td>Which factors affect the feasibility to implement an open linked data-based approach to quantitatively assess the impact of urban icons in practice?</td>
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<td>How feasible is it to implement an open linked data-based method to assess the impact of urban icons in practice?</td>
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| Assignment | The assignment for this research consists of two main parts. Firstly, an open linked data-based impact assessment model will be developed by which the spillover effects of urban icons can be quantitatively measured. Secondly, a feasibility study will be conducted in which the feasibility to implement the impact assessment method in practice will be investigated. |

**Process**

**Method description**
The proposed research will consist of an explorative study, which can be classified as a qualitative research strategy.
The research approach can be classified as hybrid, as it is made up of both an empirical and operational part.

The research methods that will be applied include:
- a literature review on the methods to evaluate urban regeneration and on the opportunities and challenges of data-driven research and management
- case studies of multiple iconic flagship developments in the city of Rotterdam
- the design of an impact assessment model in which open linked data is applied to quantitatively measure the spillover effects of urban icons
- a feasibility study in which the applicability of the data-driven impact assessment model in practice will be investigated

**Literature and general practical preference**

The literature that is and will be conducted for this research can be divided into three categories:
- studies on the effects of iconic flagship developments
- indicators and methods for the evaluation of urban regeneration
- big data analysis and data-driven governance and decision making

In the next phase of this research, more literature research will be conducted during the impact assessment model design and feasibility study, in which the focus will be laid on the potential data sources, their availability and ethical considerations such as privacy and the corporatization of information sources.

A list of references that have been used for the theoretical background and literature review is included at the end of this document.

**Reflection**

**Societal relevance**

The development of iconic flagships has become a popular strategy for municipalities to boost their urban image or to generate a catalytic effect in the regeneration of an urban area. However, such investment decisions are often based on ill-defined objectives and lack an ex-post impact assessment in order to measure if the envisioned impact has been reached.

The development of an impact assessment model by using open linked data can provide municipalities a tool by which they can evaluate the effects that were generated by projects they have invested in. The results of the impact assessment can be used as evidence in future decision-making processes.

**Scientific relevance**

Many researchers have studied the phenomenon of iconic flagship developments and the effects generated by such projects. However, most of these studies employ a qualitative approach, focus on only one type of impact (e.g. economic impact), are taken on one moment in time and focus on only one or a few case study subjects.

Therefore, the toolbox of research methods to study the impact of iconic flagship developments can be expanded by the creation of a comprehensive quantitative...
impact assessment method, in which the impact in all dimensions (economic, physical, social and cultural) can be measured on different moments in time.

**Time planning**
The following time planning will be taken into account during the next semester. No other courses will be taken parallel to this graduation research.

**Legend:** Research methods – Empirical research – Operational research
References


