The creation of a sense of place and belonging has been widely debated in sociology by scholars such as Yi Fu Tuan (1977), Massey (2005), Savage (2010), and Benson and Jackson (2012). Furthermore, the role of residential status has been analysed in detail by Saunders (1990 and 2016), Benson (2013 and 2015) and Watt (2009) to create links between the above aspects. However, these works have not adequately addressed the issue of differences between different residential status in terms of the impact of social media. How does social media affect feeling about place and belonging in terms of different residential status (owner-occupier, tenant and landlord)? For this purpose, I am using both quantitative data, as derived from 177 questionnaire participants, and qualitative data, from semi-structured interviews with 42 participants, which were collected between the 17th August 2016, to the 5th February 2017. Specifically, in my
project I will be looking at Ocean Village in Southampton as an example of a
redeveloping waterfront area in order to show differences between owner-occupiers,
tenants and landlords in terms of the function of social media. This redevelopment project
represents a new mix of establishments such as businesses, residential and leisure facilities,
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