Chapter 12
Defining Urban Planning Strategy Through Social Media Application

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ABSTRACT

Social networks in the public sphere support the process of innovation that aims to make the action of the municipalities more efficient and participatory. Due to their characteristics, social media seem to be able to contribute significantly to the development of e-governance and e-democracy as tools based on dialogue and on the enhancement of the contribution of users-citizens or, more generally, of users-local stakeholders. Web 4.0 and social media are progressively taking on a role of primary importance in the contemporary socio-economic context, contributing to change not only the processes and methods of communication of individuals, citizens and businesses, but also the organization and business management itself. In the new dimension of the Web 4.0 the user's behavior is not predetermined, but the user can derive and autonomously build the services, as the web is decentralized and enriched by the experiences of the users who participate in the definition and improvement of content.

INTRODUCTION

During the XX century, several authors gave them contribute to the study of urban planning management and of citizen's behavior pointing out different key points for a theoretical definition (Goulding, 2003; Gruen et al., 2007). In particular, it was highlighted that the behavior includes not only the use of the area but also its fruition and exploitation (Bertot et al., 2012). It referred not only to the green urban area itself, but also to the services, ideas, events and all the other entities that may be fruition, and used in a way that may potentially generate value, satisfaction and reach the target (Fritz et al., 2004). During the years, theory has become more and more complex and diversified, developing different trends and approaches. Seen the great number and variety of international approaches (Baskerville & Dulipovici, 2006; Brown et al., 2007) concerning citizens' behavior in the process of urban areas utilization, it was decided to follow the postmodern trend (Waters et al., 2009), that manages to catch the specific aspects of the society (Sturiale & Scuderi, 2011) of the new millennium (Garrigos-Simon et al., 2012). This approach also pointed out the reasons that have made consumers refer more and more to new information and communication technologies, ICTs, web and social networks. In particular, this study has approached deeply the purchasing attitudes and behaviors of citizens of metropolitan area of Catania, focusing on the influence of social networks on the decisions of green areas fruition. Such information has turned to be interesting for policy and management of city to develop suitable strategies of social media marketing, aiming at a better citizen interaction, which means higher satisfaction for the citizens (Gronlund, 2009). The exploratory research on which the article is based aims at evaluating the effect of the message and of online and off-line communications in order to evaluate the reactions by citizens of management policies.

PLANNING OF URBAN GREEN AREAS

In the urban project, nature has almost always been introduced with decorative purposes, often underestimating the beneficial effects it has on the city and its inhabitants. In recent years the social, economic and climatic scenario, in urban environments, has strengthened the importance of the green component, especially of social place available to contributing for health quality (Scuderi et al., 2017). The advantages the urban green contributes to debate and original design choices, in the scientific and technical fields, as well as in the public opinion using both traditional and innovative channels offered by social media.

The theme of the renaturalization of the city, through initiatives of structural integration of the green with the built environment, well-established practice, in the

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