Research for the 21st Century

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Date (March 16, 2024)

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Assignment #4 – Essay

Continuation of the SR953 Research for 21st Century paper that you began for Assignment #2.

1. Write a summary for each of your resources (see Assignment #2 instructions for

specifications). Use a Level 1 heading at the beginning of each summary. Level 2

and Level 3 headings are optional.

a. Include the following for each book from Assignment #2 (A minimum of two

books (minimum of one published in the last five years) relevant to your chosen

topic.)

• a short biography of the author and his or her credentials, and

• your assessment of each book’s (a) readability, (b) presentation of the

subject, and (c) relevance to your chosen topic.

b. Include the following for each journal article from Assignment #2 (A minimum of five

primary research journal articles relevant to your chosen topic; four articles must

be less than five years old.)

• the title, year, and author(s) of the research;

• the basic categories in the literature review section;

• a brief description of the research type and methods;

• a brief description of the population being studied and how the

participants were selected for the research; and

• a brief description of the findings and conclusions.

Book Summary

1.a

**Social Marketing and Sustainable Development Goals (SDGs) Case Studies for a Global Perspective**

There are two editors. Helena Alves, PhD serves as a professor at the University of Beira Interior, Portugal. Her professional background includes management, research and public/nonprofit marketing. She is a prolific writer authoring books, chapters and articles related to business management and marketing. She is also on the editorial review boards of several academic journals.

M. Mercedes Galan-Ledero, the other editor for the book, *Social Marketing and Sustainable Development Goals (SDGs) Case Studies for a Global Perspective* is an associate professor who teaches marketing courses at the University of Extremadura in Spain. Her research involves cause-related marketing and social marketing. She uses her research to support and promote sustainable development.

In assessing the book, from a readability perspective the book is a “how to” resource. It presents strategies in the form of campaigns that can be used to create awareness about reconstructing impoverished communities displaced by gentrification. Although not directly a presentation of the subject, this book still sets the stage for what is needed to create the type of awareness needed to draw attention to this topic of displacement gentrification. It gives examples of how to create public awareness around sustainability issues and why global recognition is important when we want to make important societal changes. Last, the book is indeed relevant to the topic because the United Nations’s SDGs do have case studies that can be used as building blocks to construct effective methods to address displacement gentrification globally which would include cities within the United States.

**The Routledge handbook of placemaking**

There are several editors for this book. We will begin with Tom Borrupwhois an international consultant and author of *The Power of Culture in City Planning* and *The Creative Community Builders’ Handbook*.

Cara Courage is a placemaking activist. She was the co-editor of *Creative Placemaking and Beyond*.

Maria Rosario Jackson serves as an expert in comprehensive community revitalization. She has an extensive background in system change. She observes the role of art and culture in communities. Also, she teaches at Arizona State University.

Kylie Leggeis the CEO and founder of a place data analytics company where the focus is on placemaking consulting. Legge believes in and advocates for human-centered design in cities. In addition, Legge authored, *Doing it Differently and Future City Solutions*.

Anita McKeownis an educator with research interests in sustainable creative placemaking. She is the Co-Director of SMART labs, Skelligs which is a research lab hub in South Kerry designed to solve real-world problems and build sustainable solutions.

Louise Platt is a senior lecturer. She works primarily in the area of festivity in places. She is on the executive committee of the Leisure Studies Association and the editorial board of *Leisure Studies*journal.

Jason Schupbach is a nationally recognized expert in improving communities through arts and design. As Director of Design and Creative Placemaking Programs for the National Endowment for the Arts, he served as the federal liaison to the design community.

In assessing the book there is no doubt that this book has readability. Its asset is that it is comprehensive. One of its strongest readability attributes is that it comes across holistic addressing multiple topics and then intersecting those topics in a way that shows interrelationship. It uses clear understandable language, and the table of content is easy to follow for research. On the other hand, the book is not an exact presentation of the subject, but with the information it provides one can show how placemaking can be used to improve environments where displacement gentrification has taken place. Placemaking can serve as a catalyst to constructing new spaces where vulnerable people can live without the fear of financial restrictions. The book is relevant to the topic chosen because the topic selected identifies an issue of dislocation, and placemaking can be a solution for that problem.

1.b (1)

• **The title, year, and author(s) of the research**

Creative placemaking for inclusive urban landscapes (2020) Duconseille, F., & Saner, R.

• T**he basic categories in the literature review section**

Purpose: The authors examined placemaking within the context of urban landscape and explored social integration in open urban spaces. However, the construction lies in developing environments where most people could live where they call home despite economics.

* **A brief description of the research type and methods**

The research is primarily mixed. It is reported that Action Research (AR) an approach to question-asking was used to extract needed information for this journal research article.

• **A brief description of the population being studied and how the participants were selected for the research**

The population of Douala was studied.

• A **brief description of the findings and conclusions.**

The findings are inconclusive; more data is needed about what happens to the population of Douala and how placemaking impacts their daily lives. The information that I have gathered from this report mostly focuses on placemaking in the context of vocational arts and entertainment instead of how placemaking affects the people of Douala’s livelihood. This report only touches briefly on what needs to be explored.

1.b (2)

• **The title, year, and author(s) of the research**

Beyond gentrification: Housing loss, poverty, and the geography of displacement (2024) Hepburn, P., Louis, R., & Desmond, M. Social Forces

• T**he basic categories in the literature review section**

Purpose: The authors look at the relationship between gentrification and forms of displacement for those with socioeconomic issues. **T**here are multiple reasons certain residents become displaced and outcasts which lead also to a form of disempowerment.

* **A brief description of the research type and methods**

The research method is mixed drawing on over six million court cases filed in 72 of the metropolitan areas across the United States between 2000 and 2016**.**

• **A brief description of the population being studied and how the participants were selected for the research**

People evicted from their homes.

• A **brief description of the findings and conclusions.**

The findings are inconclusive as more details are needed. However, it is noteworthy to explore is an eviction the same as forcible displacement. What role does eviction play in generating gentrification in low-income areas?

1.b (3)

• **The title, year, and author(s) of the research**

One City for All? The Characteristics of Residential Displacement in Southwest Washington, DC (2019) Lindsay-Herrera, F.

• T**he basic categories in the literature review section**

An overview of urban planning consequences in Southwest Washington DC with an examination of socioeconomic and cultural influx.

**A brief description of the research type and methods**

The research method is quantitative primarily looking back at pros and cons statistical data taken from 1959 to present day on methods to ensure redevelopment of public housing units within Washington, DC.

• **A brief description of the population being studied and how the participants were selected for the research**

People who have had generations of living within the public housing system.

• A **brief description of the findings and conclusions**.

Ensuring that all DC residents have physical space to live is complicated with competing demands such as best practices for sustainability, racial discourse and cost of living factors.

1.b (4)

• **The title, year, and author(s) of the research**

Gentrification: The role of dialogue in community engagement and social cohesion (2023) Bernstein, A. G., & Isaac, C. A.

• T**he basic categories in the literature review section**

What happens when a community talks about their neighborhood problems with gentrification instead of ignoring them? Study focuses on a community in south Atlanta, Georgia, which discusses gentrification through a community engagement initiative. Noted there are differences in interpretations of what gentrification is to diverse groups living in the same places.

* **A brief description of the research type and methods**

The research method is qualitative a community of people dialogues together discussing issues around fairness, economic growth, their changing neighborhood and equity.

• **A brief description of the population being studied and how the participants were selected for the research**

A community in south Atlanta, Georgia willing to discuss: (1) the process of community dialogue and work together collaboratively to discuss social and economic problems; (2) the building of social cohesion within a community that is based on common beliefs and values and is fostered through trust-building processes.

• A **brief description of the findings and conclusions**.

Talks about gentrification within a community can strengthen community connections and build trust among those who live there. For this specific study, the case study participants primarily agreed on several pointers all are not listed here: There was a lack of affordable housing, under gentrification sometimes social ties are broken, and classism needs to be addressed.

1.b (5)

• **The title, year, and author(s) of the research**

Unpacking informal partnerships and intangible resources in co-creation of community (2024) Velez, A. L. K., Bodkin, C. P., Albrecht, K. R., & Patrick, A.

• T**he basic categories in the literature review section**

Looking at the construct of cultural resource preservation and community representation.

* **A brief description of the research type and methods**

Mixed data involving qualitative and quantitative information from nonprofits.

• **A brief description of the population being studied and how the participants were selected for the research.**

Surveys with 75 nonprofit preservation practitioners across the United States.

• A **brief description of the findings and conclusions**.

There could be some intersectionality between social justice and cultural resource preservation, but the research for this paper’s focus is displacement gentrification. Unable to support continuing with this specific research as it does not necessarily relate to the topic of displacement or gentrification.

Yvette, I am impressed with your Assignment #4 for SR 953-12! You wrote a good summary of each of your resources. For the books you provided a succinct biography of the author and his or her credentials. I enjoyed your assessment of each book’s (a) readability, (b) presentation of the subject, and (c) relevance to your chosen topic. For the articles, you fulfilled the assignment requirements of providing the title, year, and author(s) of the article and what keywords relate to a literature review supporting your research interests, and for the social research articles, a brief description of the research methods, the population being studied, and the findings/conclusions. Keep up the great work! -- Prof. David Ward

Velez, A. L. K., Bodkin, C. P., Albrecht, K. R., & Patrick, A. (2024). Unpacking informal partnerships and intangible resources in co-creation of community. In Social (In) equality, Community Well-being and Quality of Life, 350-363. https://doi.org/10.4337/9781035312450.00026 Zhu, Y., & Ye, C. (2022). Urban renewal without gentrification: toward dual goals of neighborhood revitalization and community preservation? Urban Geography, 1-33.