

**IC - (21385) - EFFECT OF IMAGES ON POWER SHIFT IN URBAN GOVERNANCE: A CASE STUDY OF SHENNONG ST. AND TAINAN ART MUSEUM BUILDING 2**

Guan-Ying Chou-Huang<sup>1</sup>; Li-Wen Sung<sup>1</sup>; Ting-Ting Cheng<sup>1</sup>

1 - National Cheng Kung University

**Background and objectives**

This study explored the gap between urban spaces derived from image translation and real sites, as well as how people of different social classes affect urban governance and environment through images. Since its invention, imaging technology has greatly changed how people perceive the world and interact with the environment, especially with the recent outbreak of the COVID-19 pandemic forcing people to more often connect with the outside world through image translation. This study investigated two urban core zones in Tainan, namely Shennong St., an old street exuding traditional vibes, and Tainan Art Museum Building 2, a venue built using contemporary techniques.

**Process and methods (for empirical research)**

1. Collect official promotional images
2. Identify on social media using hashtags
3. Compare images; discuss the effects of the government and people on the two places
4. Compile the research results

**Main results (or main arguments in the case of critical reviews)**

1. Images for promoting public policies are often taken from a reliable point of view, which makes them misleading and disconnected from reality.
2. The sense of space cannot be presented in image, and multiple aspects of the city are lost because of the government's deliberate choices.

**Implications for research and practice/policy | Importance and originality of the contribution**

1. Under the impact of the COVID-19 pandemic over the past year, people were required by policy to restrict their movements. This has considerably increased people's reliance on images to connect with the outside world.
2. The right to express the city's discourse through images, which was once controlled by the government, has now become available to the general public thanks to online platforms.

1. The advancement of contemporary media technology allows for people to express themselves freely through images, thereby overcoming the traditional one-way information transmission mechanism.
2. The function of using hashtags to collect images on online platforms assists people in exercising personal expression, but can also lead users to unrealistic expectations about where in the image.

**Palavras-chave : government propaganda, social media, urban governance, image, hashtag, COVID-19 pandemic**