

Navigating Urban Narratives: Harnessing User-Generated Content for Social Change

In the intricate history of human communities, sharing and **storytelling**

have been integral components, weaving through the fabric of societies across time. The act of sharing narratives, deeply rooted in our collective experience, has manifested in various forms—from ancient oral traditions around communal fires to the written narratives meticulously preserved on scrolls.

Naqqali dramatic performance has long played an important role in Iranian society, from the courts to the villages. The performer - the Naqqal - recounts stories in verse or prose accompanied by gestures and movements music and painted scrolls.

Title: UNESCO Document-2205
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social media platforms have become the

modern-day campfires

around which narratives are shared. Individuals can now broadcast their stories globally, breaking down geographical barriers and fostering a sense of interconnectedness.

The primary objective is to incorporate user-generated content shared through social media platforms into the **urban context,**

documenting social movements and protests while functioning as a fact-finding tool

This research has realized its goals by exploring how architecture and urban elements can transcend traditional roles to become influential

organizational tools

representing movements and promoting social justice awareness.



Polly Wiessner | Embers of society, Firelight talk among the Ju/'hoansi Bushmen <https://www.pnas.org/doi/10.1073/pnas.1404212111>



Whether through epic poems, folktales, or religious texts, these stories defined identities, imparted values, and fostered a sense of continuity, creating a shared tapestry of human experience.



Photo: A page from a rare copy of Persian poet Ferdowsi's epic masterpiece **Shahnameh**

Title: "Iran's 'Book of Kings' folio goes up for auction: A masterpiece in the making"
Publisher: Middle East Eye
URL: <https://www.middleeasteye.net/discover/iran-book-kings-folio-auction-masterpiece-making>

This approach explores how user-generated content interacts with and influences the

built environment, shedding light on the dynamic relationship between online content creation and physical spaces.



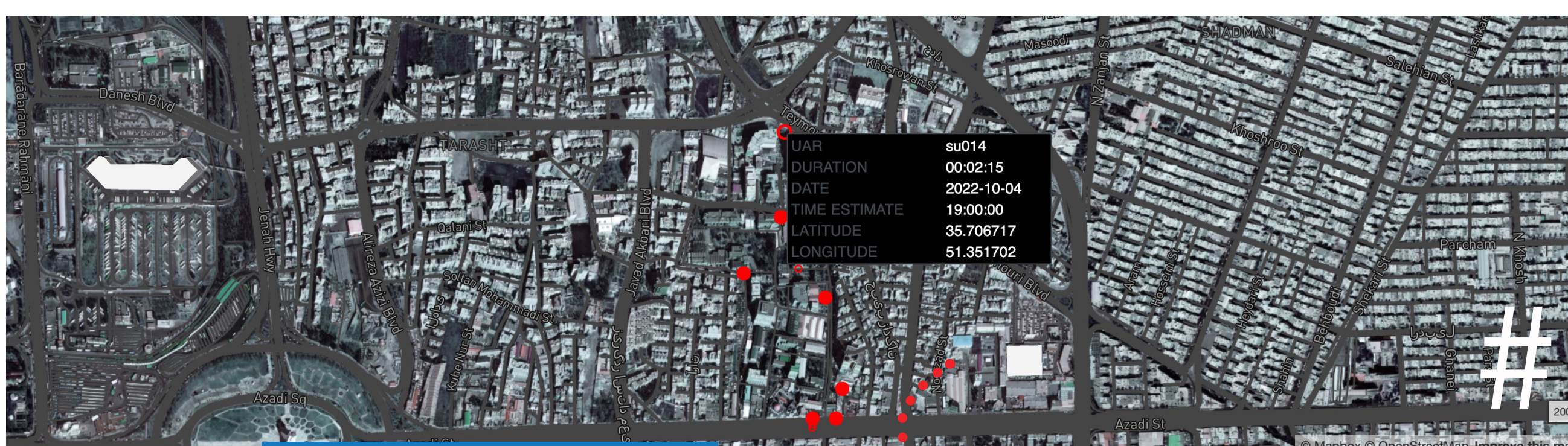
In this photo obtained by the AP outside Iran, protesters chant slogans during a protest over the death of a woman detained by the morality police, in Tehran, Iran, Sept. 21, 2022.

VOA News. (2024, April 1). Amid Unrest, Iranian Guard Attacks Militant Group in Iraq. VOA News. <https://www.voanews.com/a/amid-unrest-iranian-guard-attacks-militant-group-in-iraq-6761797.html>

#WomenLifeFreedom #MahsaAmini #AgainstGenderAparthide



Generating accurate digital replicas through utilizing open-source databases, Google Earth, and industrial plans is a crucial step in the research methodology. It provides a tangible foundation for investigating the impact and integration of user-generated content within the built environment, contributing to a more comprehensive understanding of the interplay



between **virtual narratives and physical spaces.** generated contents into built environment.

