

Utilization of image medium for geopark

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We have utilized the image medium like Ustream and YouTube of SNS for the North Ibaraki geopark. Virtual geotours using Ustream and YouTube were worked out for the five geo-sites in the northern Ibaraki prefecture. The valuable method for the utilization of the image medium to heighten public concerns about geoparks can be discussed.

Keywords: geopark, social media, image medium, Ustream, YouTube