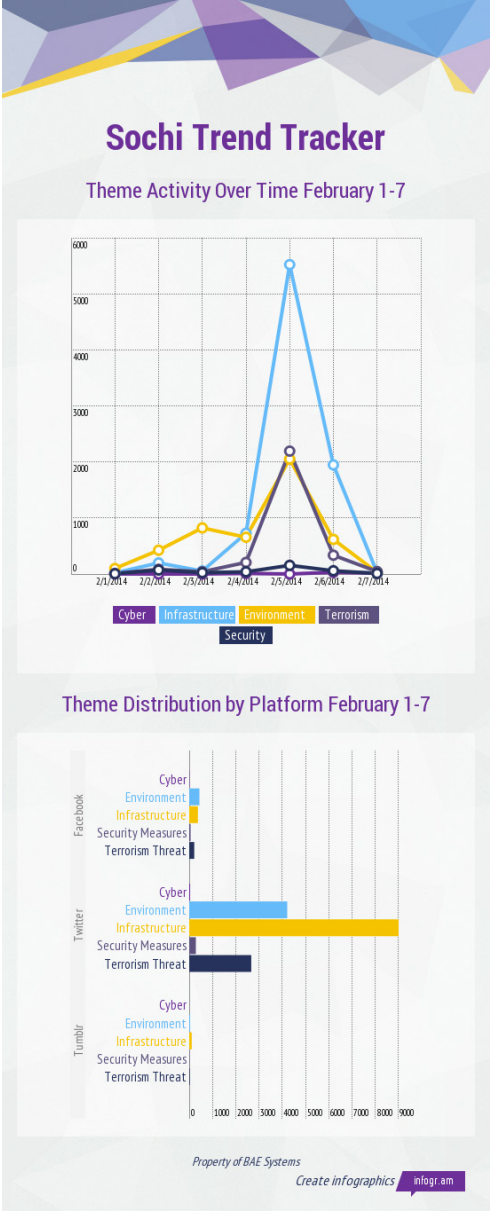


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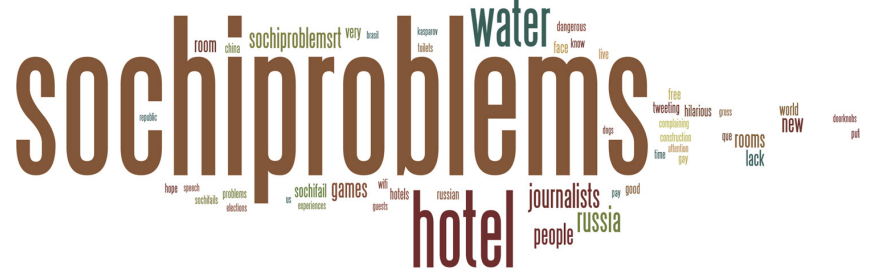
SPOTLIGHT ON SOCHI: Social Media Analysis Series



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example, posts and tweets related to the killing of stray dogs far outpaced any other topic. To put this in perspective, the word “dogs” alone accounted for more word references than the terms “bomb(s),” “terror(ism),” and “attack” combined. On the subject of Infrastructure, incomplete hotels and their bemused occupants took the lead. In fact, the word “SochiProblems” has become a

DOMINANT THEMES IN SOCIAL MEDIA FEBRUARY 1-7 (TWITTER, FACEBOOK, TUMBLR)



phenomenon the world over. The only other sub-topic to take off on its own was “toothpaste.” This term began to occur quite frequently after the news broke of potential toothpaste-tube bombs.

Our look back focused on three distinct social media platforms: Twitter, Facebook, and Tumblr. By measuring data across these three platforms, we have clearly identified the platform that has generated the most traffic. Without a doubt, Twitter has been the most popular vehicle for social media communication. In the past week of social media traffic around the five topic areas we measured, we found Twitter produced around 92% of our total results. Facebook came in second with approximately 6% of our results. Our next iteration of the Sochi Trend Tracker will integrate several new platforms, such as Reddit and Instagram to better understand the media environment around the winter games.

Turning our attention to the coming weeks, we will continue to monitor all five topics of concern; but more specifically, we expect to see an overall drop in the environmental and infrastructure concerns simply because the journalists and athletes present will have need to be focused on competition. In the same way, there won't be idle time for discussion amongst the general public of peripheral topics such as stray dogs. We will be watching for a rise in discussion of security issues- such as moving through checkpoints and physical searches- due to increased movement of athletes and journalists between venues will have begun in earnest.

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Concerns about security issues, and likewise their social media chatter about them, change constantly as the environment around the winter games evolves. Understanding how and why those changes occur will help us better understand both the mood on the ground in Sochi and emerging concerns from the worldwide audience. For the duration of the games, the BAE Systems Advanced Analytics Lab is tracking dynamic social media activity related to common security issues by category and will report daily on how that discussion progresses.

The BAE Systems Advanced Analytics Lab integrates analytic expertise, technology and tradecraft to make sense of big data and support critical customer missions. Much of the data analyzed in this series was processed and visualized using cutting-edge BAE Systems' Applied Intelligence solutions, such as the Open Source Intelligence Product. All geospatial images were produced using BAE Systems' enterprise solution suite of Geospatial eXploitation Products®.

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