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# SPOTLIGHT ON SOCHI: Social Media Analysis Series

# DIGITAL DEMOGRAPHICS

BAE Systems is partnering with Homeland Security Today magazine to produce a daily report that provides a unique perspective on the 2014 winter games in Sochi, Russia.

## Sochi social media posts by application

 **640,865**

Number of social media posts related to our Sochi project since January 31st.

This chart breaks down the most-commonly used applications among all 640,865 social media posts related to our Spotlight on Sochi project. Click the image for an interactive version.



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Throughout the duration of the winter games (February 5-23), the BAE Systems Advanced Analytics Lab will be studying social media data to convey trends in the public dialogue around security, infrastructure, transportation, cyber events, and environmental concerns.

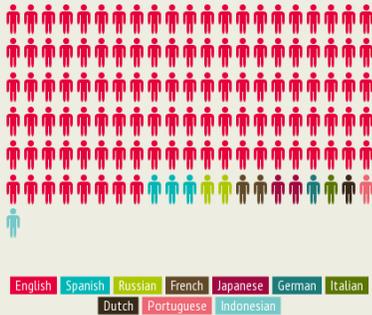
Our past three posts have featured the Sochi Trend Tracker, an ongoing visualization of the volume of social media chatter about security issues surrounding the winter games. We will continue to illustrate the story the data is telling about the mood on the ground and emerging concerns from the worldwide audience; a narrative that may differ at times from what official broadcasts are reporting, or perhaps even shaping. But before reading too far into that story, it's instructive to know a bit about the collective authors of that data. We'd like to take a moment to share the digital demographics that make up the body of social media chatter we've collected about the games' security—to help readers understand the story about the storytellers, if you will, through data about the data. The following is an in-depth look at the data supporting our trend tracker to date.

Based on a unique ontology of keywords comprised of known social media references to security concerns about the Sochi games, we have collected almost 650k social media posts in ten days. Nearly 3,000 different applications were used to share these messages. As our interactive graphic reveals, the medal count for social media applications usage to date was as follows:

- Twitter for Android mobile app took home the bronze, used for 78k+ posts;
- Internet-based posts captured the silver slot, as 132k+ non-mobile users took to social media websites;
- And Twitter for iPhone took home the gold, raking in over 183.5k posts.

# LANGUAGE DISTRIBUTION

This chart depicts the top 10 languages utilized in social media posts from our Spotlight on Sochi project. Click on the image for an interactive version.

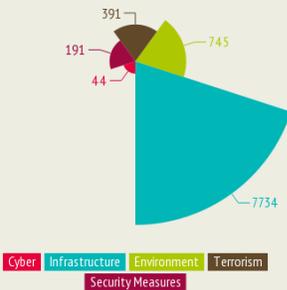


## Sochi Trend Tracker: Russian-Language Posts

 **9300**

Number of Russian-language social media posts related to our Spotlight on Sochi project.

This chart depicts the number of Russian-language posts related to each of the five themes in our Sochi Trend Tracker.



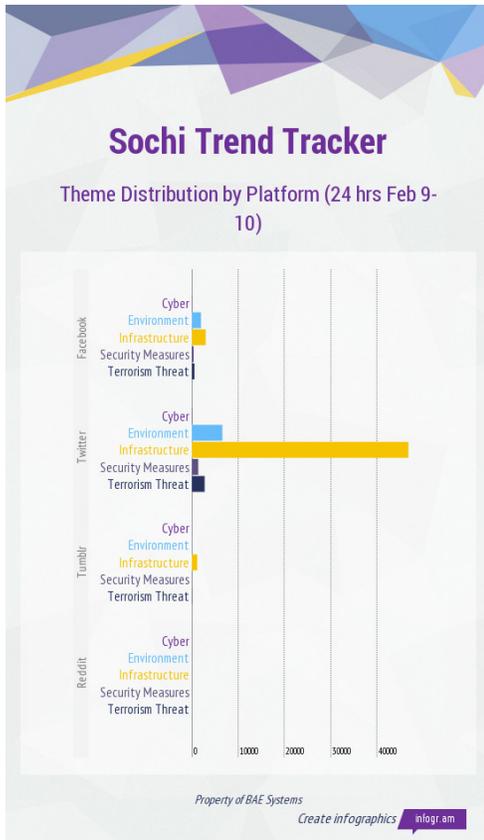
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Perhaps equally as interesting, however, are the other, less obvious contenders used for 3k or more posts, including some commercial-marketing focused apps (Hootsuite, IFTTT), international apps, and those for less popular operating systems.

Also interesting is the breakdown of languages users posted in to discuss security issues. Perhaps most curious is the fact that Spanish-language posts have thus far outpaced Russian-language posts about our choice topics. Their volume notwithstanding, it seems the collection of Russian language posts is, fittingly, a microcosm of the overall multi-lingual trends, dominated by Infrastructure chatter, followed in order by discussion of Environment, Terrorism, Security Measures, and finally Cyber. With this discovery, we will certainly keep an eye on Russian language chatter to observe whether it serves as a bellwether for emerging trends.



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 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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