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# SPOTLIGHT ON SOCHI: Social Media Analysis Series

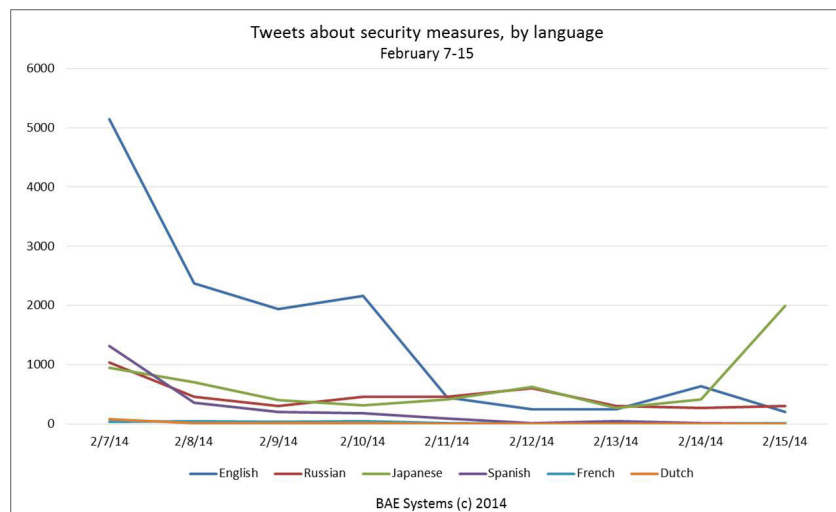
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INSPIRED WORK

# SECURITY ATMOSPHERICS

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.

The security measures put in place to protect the winter games in Sochi – the so-called “Ring of Steel” – continues to receive a lot of attention in mainstream media reporting and social media. While some journalists have pointed out the Russian warships patrolling the Black Sea coast, the anti-air missile battery near Krasnaya Polyana and the Spetsnaz soldiers living in white tents in the mountains, most of Sochi’s visitors will never encounter these deterrents. Athletes, spectators, and other travelers are instead encountering metal detectors, pat-downs, vehicle searches and high-tech body scans as they travel around Sochi. People discussing these measures on social media generally see them as a necessary nuisance. One user joked about receiving pat downs “galore” at “every security checkpoint” and chalked it up to it being Valentine’s Day. Another joked that Russia was attempting to make its security forces “less obtrusive” by having them don purple outfits.

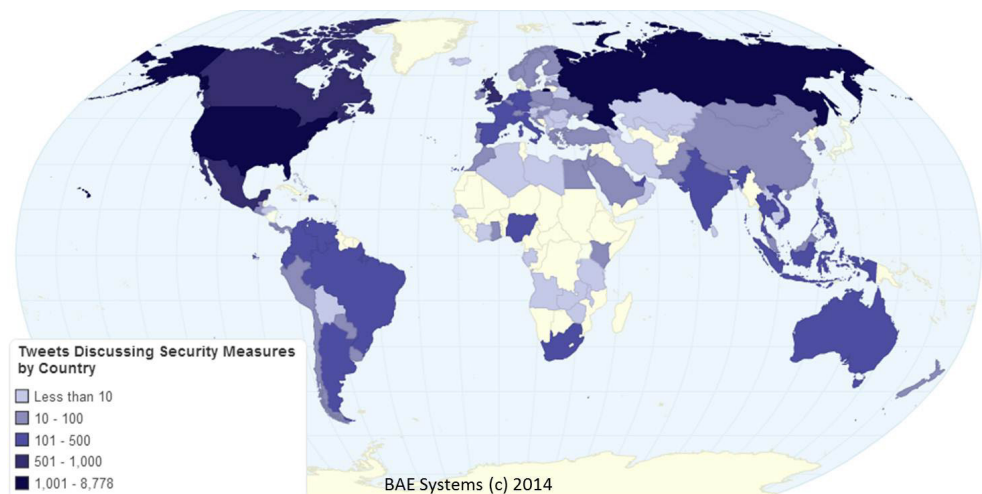
We wanted to see if Twitter could tell us anything about the global reaction to security measures in Sochi. Are Sochi’s global visitors more concerned with security measures than locals? Are people from a particular country more concerned with security measures than others? To accomplish this we searched for over twenty terms related to security measures, including “checkpoint”, “patrol” and “inspection”. We searched in English, Russian, Japanese, Dutch, French and Spanish – which represent the top languages using the official hashtags of the winter games. Our search ran from the opening ceremony through yesterday afternoon. The full results are depicted in the chart below.

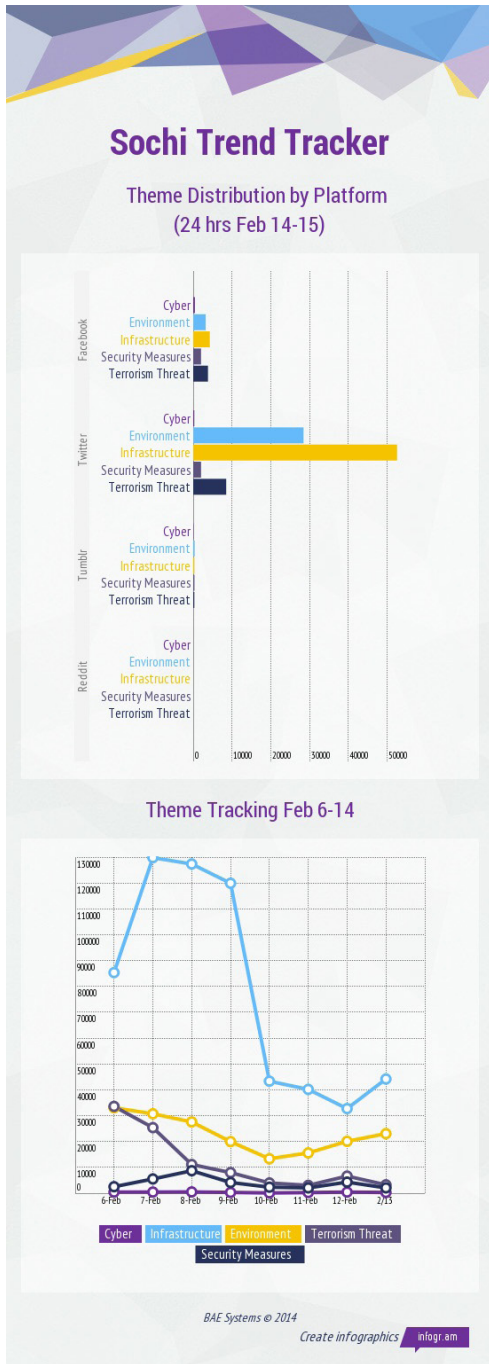


Perhaps unsurprisingly, you can see that most of the security measure-related discussion is from English-language tweets (over 13,000). This was followed by Japanese, Russian, and then Spanish. There were twice as many security measure-related tweets in English than there were in Japanese (about 6,000), and over three-times as many in English than Russian (around 4,000). The number of Russian tweets was nearly double the number of Spanish tweets (around 2,200). By comparison, there were very few security-measure-related tweets in either French (212) or Dutch (122).

The next step was to compare our security-measure-related tweets based on their location. Many of these figures confirm what we suspected, given the basic demographic of Twitter. However, there were some interesting results, which we've summarized below. A full geographic breakdown by country appears below that.

- There were more people talking about Sochi security measures outside Russia than inside Russia. Only about one quarter (around 5,000) of our security measure-related tweets originated in Russia.
- There were more people talking about Sochi security measures in Japan than any other country. Over 8,800 tweets in both Japanese and English originated in Japan.
- Japanese-language users disproportionately tweeted about Sochi security measures from home. About one-hundredth of one percent of Japanese tweets were from Krasnodar.
- 13% of our Sochi security measures tweets came from people within 200 miles of Sochi. Over 3,300 tweets came from Krasnodar Krai, the federal subject in which Sochi is located.
- English and Russian were used equally in our Krasnodar tweets. There were over 1,500 tweets in both languages in our Sochi security measures tweets.
- Nearly 40% of Russians tweeting about security measures in Sochi were in Krasnodar.
- Over one-fifth of English-language tweets about security measures in Sochi came from Krasnodar. The remainder came largely from the United States, Canada, and the United Kingdom.





To return to our original questions, it seems Sochi’s global visitors are discussing security measures more often than their Russian hosts, though only slightly. English speakers were the largest demographic in Krasnodar, a figure which is bolstered by the amount of English-speaking media in Sochi. Dutch and French tweeters, by comparison, seem unfazed by the security measures they’ve endured in Sochi. Japanese tweeters, despite having comparatively low representation in Krasnodar, are the largest demographic of people discussing security measures outside Sochi. Russian speakers, meanwhile, disproportionately tweeted from the Sochi area. Nearly 40% of Russian tweets about security measures originated in Krasnodar, which is home to just three percent of Russia’s population. We will continue to monitor the impact of security measures on the local populace, visitors, and the global Twittersphere.

Concerns about security issues, and likewise the 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 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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