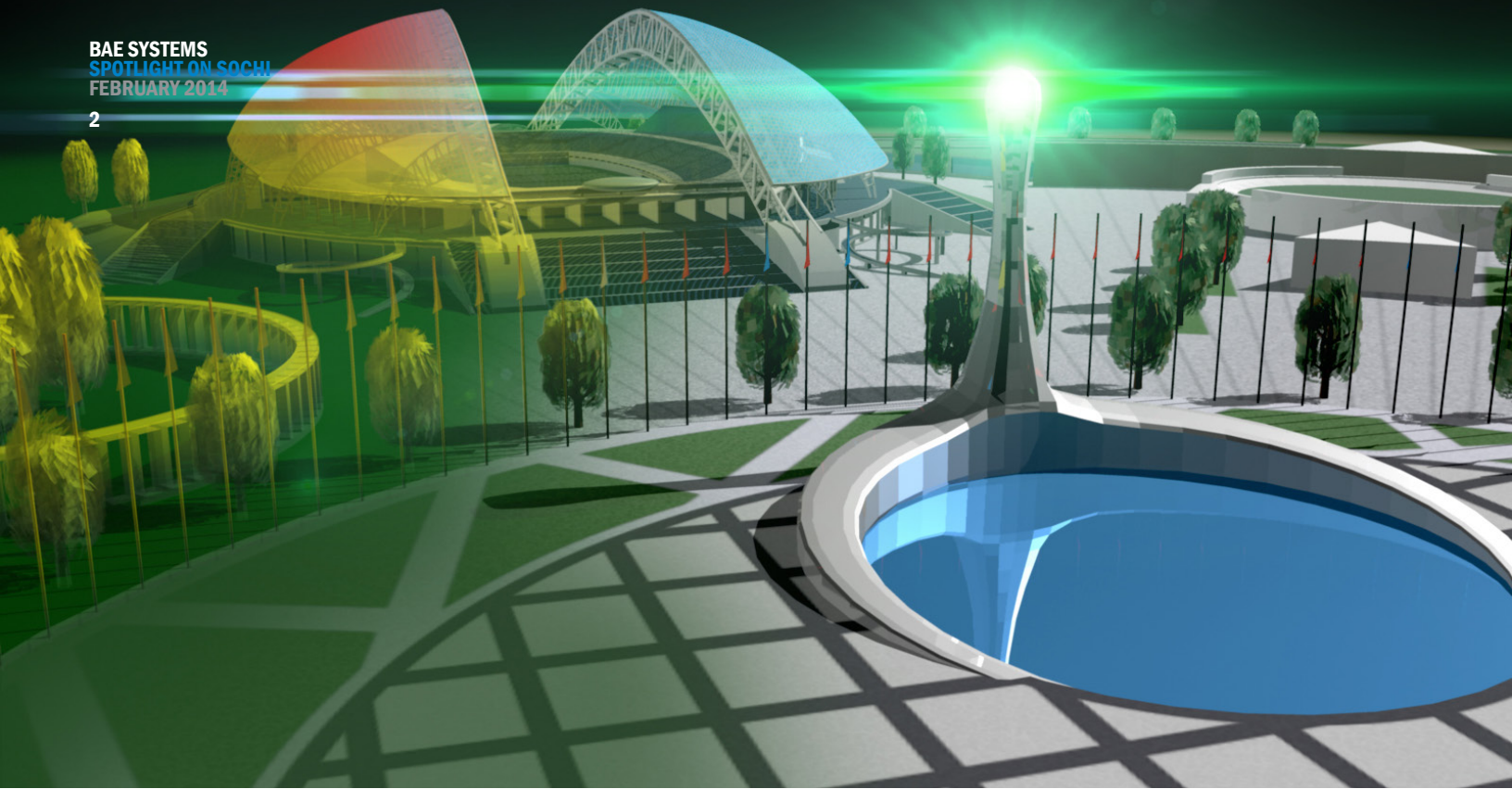




SPOTLIGHT ON SOCHI: Social Media Analysis Series



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.

Throughout the duration of the Winter Games (February 5-23), the our 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. The first story in this series will post online on the websites of Homeland Security Today and BAE Systems on Wednesday, February 5.

“While the world gathers to watch the daily events on TV, our analytic experts will be watching what everyone’s talking about online to get a sense of what’s going on outside the stadiums, and the challenges facing the athletes and fans attending this important event on a world stage,” said Peder Jungck, Vice President and Chief Technology Officer of BAE Systems’ Intelligence & Security sector.

If you are tracking the Games, and you’d like to help our team gather interesting social media content, you can send submit your links, pictures or documents to our Advanced Analytics Lab’s email. Please make an effort to include the original source of information.

Our 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 our enterprise solution suite of Geospatial eXploitation Products®.

Disclaimer: BAE Systems is not affiliated, associated, authorized, endorsed by, or in any way officially connected with Olympics Association or Official Sochi 2014 Olympic Winter Games.