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Terrorism

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Social Media Engagement & Evaluation



Table of Contents

Executive Summary

- Questions Explored and Review of Key Actionable Insights (3-4)
- Summary of Research and Key Performance Indicators (5)

Statement of Goals

- Business Problem (6)
- Overview of Rand Corporation (7)

Insights

- Timeline Overview (9-10)
- Owned vs Earned Data (12-19)
- Other Social Monitoring Tools (21-22)
- Network Analysis (24-26)
- Content Analysis (28-32)

Recommendations

- Future Research (34)



Executive Summary



Questions Explored in Report

- What kinds of tweets garner the most engagement?
- Which subtopics of terrorism garner the most engagement?
- What are the most frequently discussed subtopics of terrorism?
- How does the conversation surrounding terrorism differentiate across platforms?

Key Actionable Insights

- Of the Rand Corporation's most engaging tweets, three of the five were about terrorism, including the most engaging tweet. Meanwhile, of the ten least engaging tweets analyzed, not one of them talked about terrorism. The Rand Corporation garners more engagement when the domain links to articles about terrorism.
- The most engaging and least engaging tweets checked off the same boxes in terms of the content type of the tweet. They both had an image, a hyperlink, and a hashtag. Which indicates that content topic is actually more important for the RAND Corporation when creating tweets.
- ISIS is the subtopic of terrorism which garnered the most engagement.
- Facebook had the smallest amount of posts about terrorism. Twitter references mostly presidential candidates and politics in relation to terrorism. Forums discuss topics in-depth.



Executive Summary cont.



Questions Explored in Report

- Who are the key influencers in the national terrorism conversation?
- What is the general sentiment on social surrounding the terrorism conversation?

Key Actionable Insights cont.

- The most relevant key players in this conversation are politicians and news outlets, with Donald Trump being the most relevant influencer. The recent terror attacks have made the conversation surrounding terrorism salient in the public sphere, allowing politicians greater influence over the conversation because of the policy implications and the timing of the election year.
- General sentiment towards terrorism is negative except in the context of when a politician proposed how to defeat ISIS and other groups, in which case some positive feedback can be found. Surprisingly, a majority of the sentiment surrounding terrorism is neutral rather than negative, with the exception of the conversation on online forums (a 79 percent negative sentiment score). This most likely due to the informative nature of tweets about terrorism.



Executive Summary cont.

Summary of Research

Timeframe: 11/13/15 - 04/03/16

Social Listening Tool: Crimson Hexagon

Social Platforms Looked At: Twitter, Facebook, Forums

Goal: Look at the social conversation surrounding terrorism and see how that impacts the American public sentiment towards their sense of security within the United States.

Total Posts: 2 mil+

Other: Twitter is the only platform that had enough data to make the gender demographic breakdown relevant

Rand Corporation tweets coded: 609

Key Performance Indicators

Metrics: The following metrics were used to measure general awareness and engagement of the Rand Corporation's tweets as well as perform an extensive analysis on earned data from the terrorism Buzz Monitor on Crimson Hexagon.

- Awareness: reach, impressions, volume of posts
- Engagement: number of active followers, likes, shares, comments, mentions, retweets



Statement of Goals

Our goals for this project were to look at terrorism, specifically monitoring the current conversation surrounding terrorism in order to measure public opinion/fears. We understood that it would be unrealistic to try to isolate the tens of thousands of accounts ISIS and other terrorist organizations utilize to create data sets from their accounts, therefore our research was geared towards terrorism in the political conversation. We analyzed the owned data from the RAND Corporation, a non-profit organization that researches and analyzes global affairs. We looked at foreign terrorism and how it has impacted the American public sentiment towards their sense of security within the United States. We analyzed earned data about the social terrorism conversation across Facebook, Twitter, and Forums.



The Rand Corporation

TWEETS 18.1K FOLLOWING 651 FOLLOWERS 101K LIKES 478 LISTS 1

General engagement was low on the RAND Corporation account, with over half the tweets generating less than 15 total engagements.

 **@RANDCorporation**

101 K followers


tweets coded **609**

8239 total engagement

highest # of retweets **80**

48 highest # of likes

3 of the 5 most engaging tweets are about terrorism



RAND Corporation
@RANDCorporation

The RAND Corporation is a nonprofit institution that helps improve policy and decisionmaking through research and analysis.

 Santa Monica, California

 rand.org

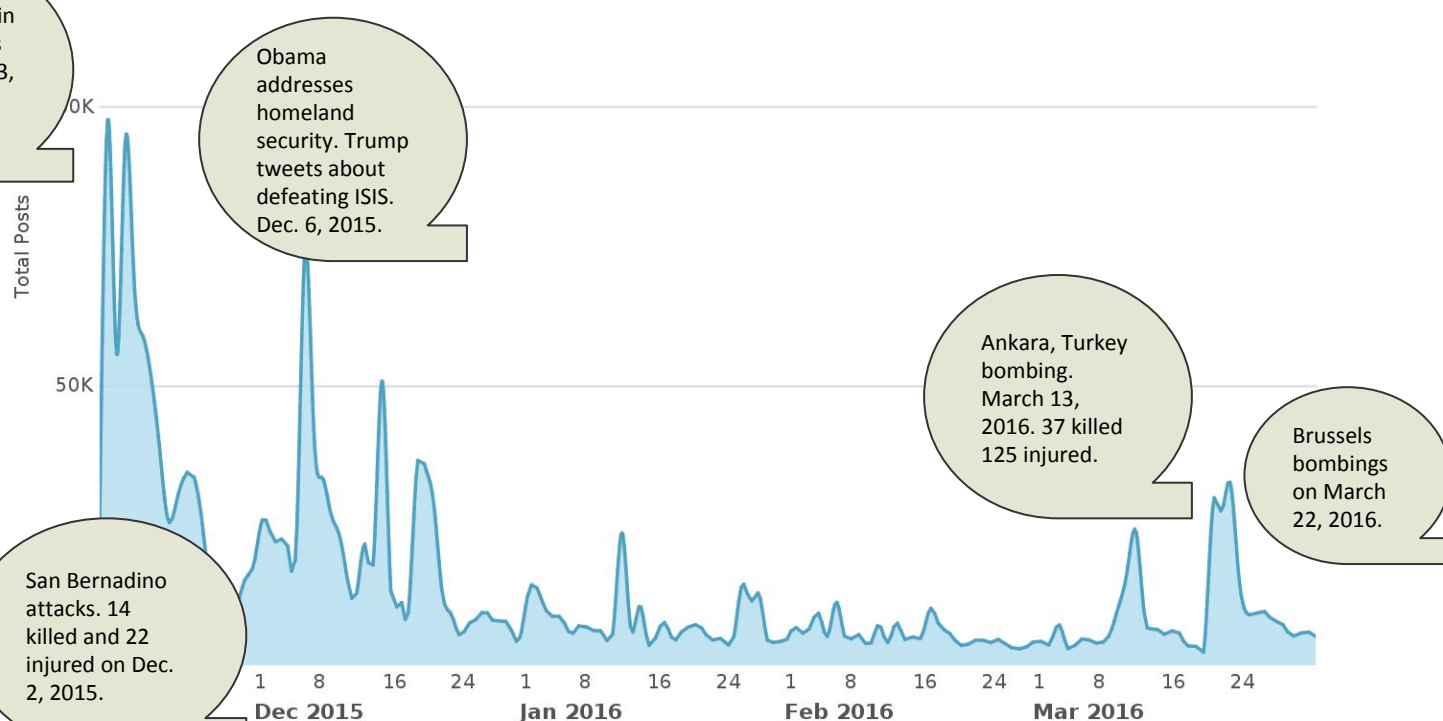
 Joined March 2009



8

Understanding the Timeline

Timeline - Crimson Hexagon





Timeline - Actionable Insights

- ❑ Timeline spikes correlate to events
- ❑ Key influencers in the international terrorism conversation cause spikes in posts
- ❑ Posts from Donald Trump stir and spike the conversation





11

Owned vs Earned Data



Analyzing Owned Data



Most Engaging

- ☒ hyperlink
- ☒ image
- ☒ hashtag

Least Engaging

- ☒ hyperlink
- ☒ image
- ☒ hashtag

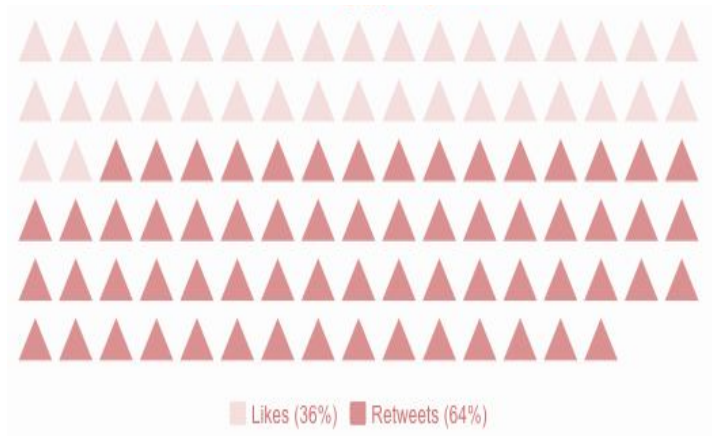
All posts included: Hyperlinks, hashtags, an image, and promoted their own article



Analyzing Owned Data (cont)



Engagement Type

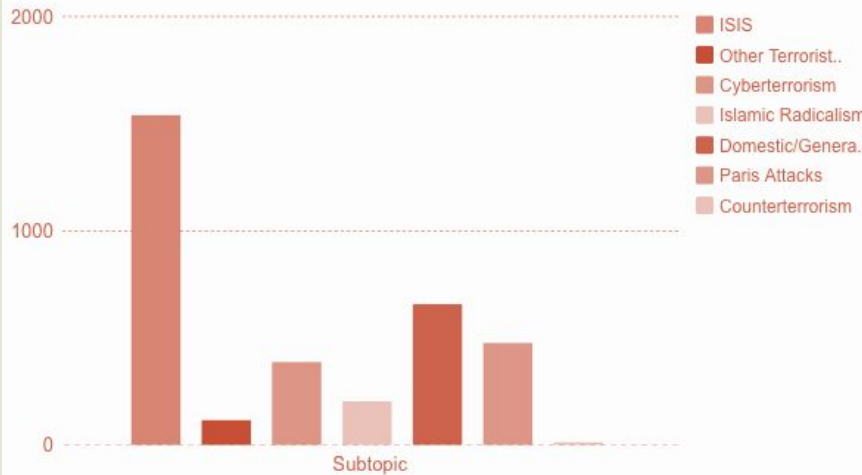


Users Preferred:
Interacting with content by retweeting rather than liking because of the informative nature of the content.

Analyzing Owned Data (cont)



Engagement by Terrorism Subtopic



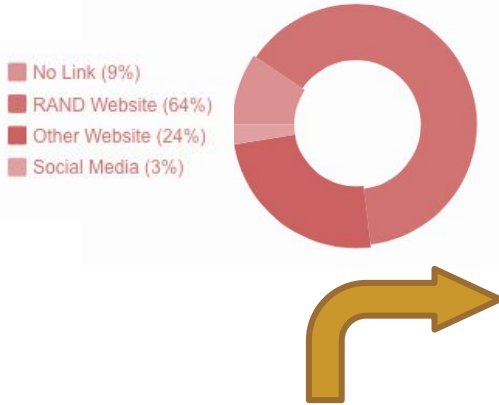
Top 3 Subtopics of Terrorism:

1. ISIS
2. Domestic/Generalized Affairs
3. Paris Attacks

Analyzing Owned Data (cont)



Engagement by Domain



Out of the 609 tweets coded, the hyperlink breakdown showed 64% of hyperlinks tweeted led to the RAND Corporation's own website.

A screenshot of a RAND Corporation research page. The page features a dark header with the RAND logo and navigation links. The main content area displays the title "Do Significant Terrorist Attacks Increase the Risk of Further Attacks?" in large, bold, purple text. Below the title is the subtitle "Initial Observations from a Statistical Analysis of Terrorist Attacks in the United States and Europe from 1970 to 2013". The author information "by Brian Michael Jenkins, Henry H. Willis, Bing Han" is listed. A "Citation" section includes social media icons for Facebook, Twitter, and LinkedIn. On the right side, there is a "DOWNLOAD FREE ELECTRONIC DOCUMENT" section with a "PDF file" button and a "0.1 MB" file size. Below the main text, there is a "Document Details" section with copyright information, availability, and document number.

Do Significant Terrorist Attacks Increase the Risk of Further Attacks?
Initial Observations from a Statistical Analysis of Terrorist Attacks in the United States and Europe from 1970 to 2013

by Brian Michael Jenkins, Henry H. Willis, Bing Han
Related Topics: Europe, Global Security, Terrorism Threat Assessment, United States

Document Details
Copyright: RAND Corporation
Availability: Web-Only
Pages: 12
DOI: 10.7249/PE173
Document Number: PE-173-RC
Year: 2016
Series: Perspectives

Analyzing Earned Data



<1%

The most relevant key players in this conversation are politicians and news outlets.



79%

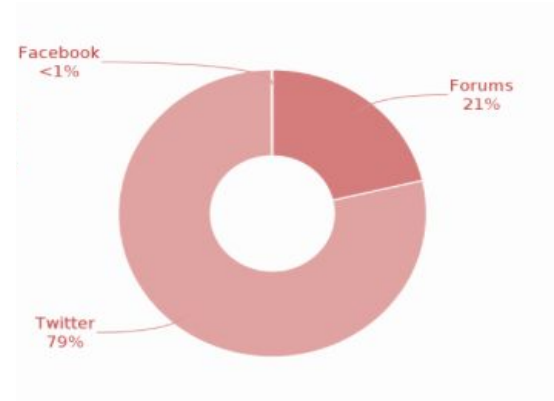
Donald Trump: Most popular subtopic of the terrorism conversation.



21%

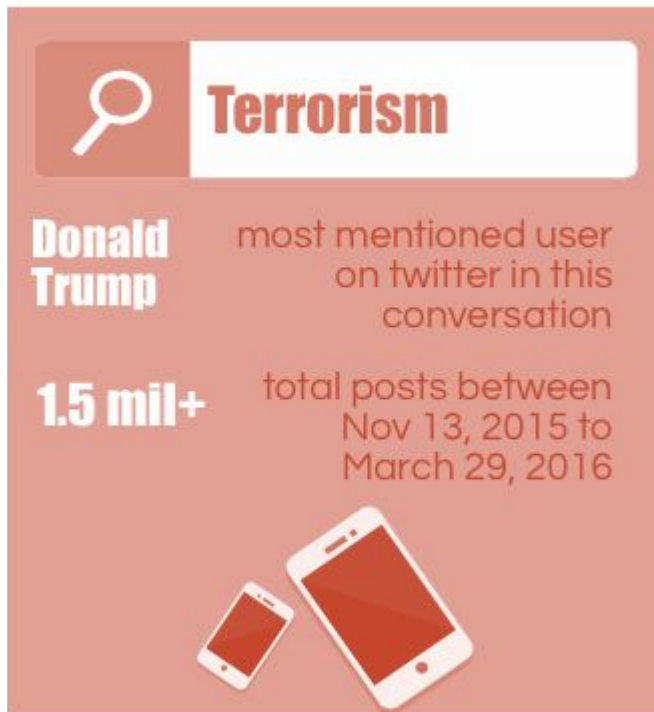
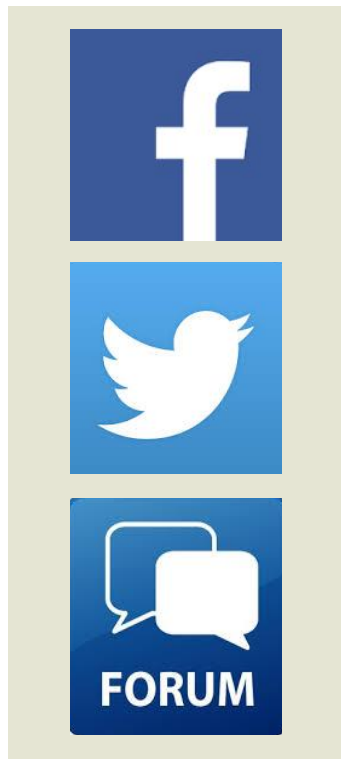
Surprisingly, a majority of the sentiment surrounding terrorism is neutral rather than negative, with the exception of the conversation on online forums.

Post Volume Breakdown





Analyzing Earned Data (cont)

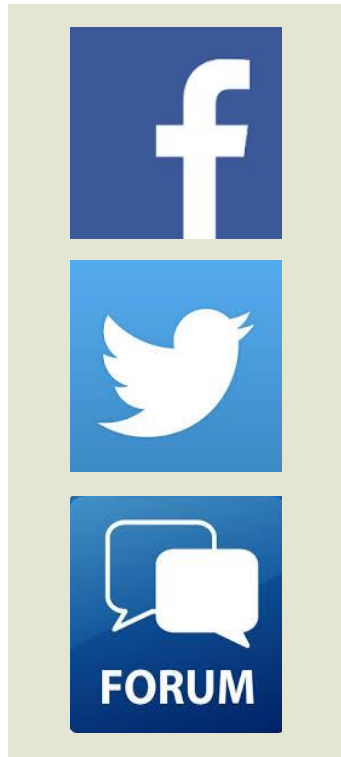


Trump takes up the largest part of the conversation, with approximately 25 percent of all conversation mentioning him in one way or another.

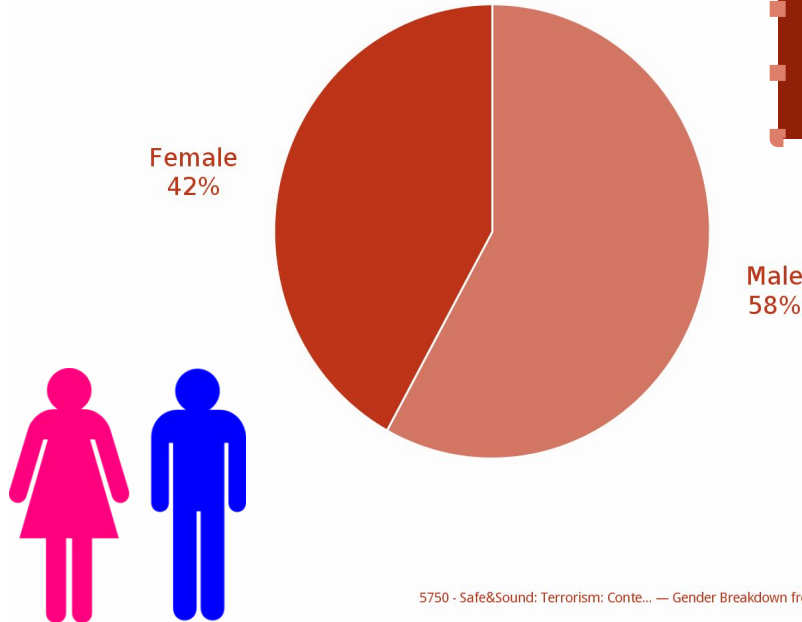


Donald J. Trump ✓
@realDonaldTrump

Analyzing Earned Data



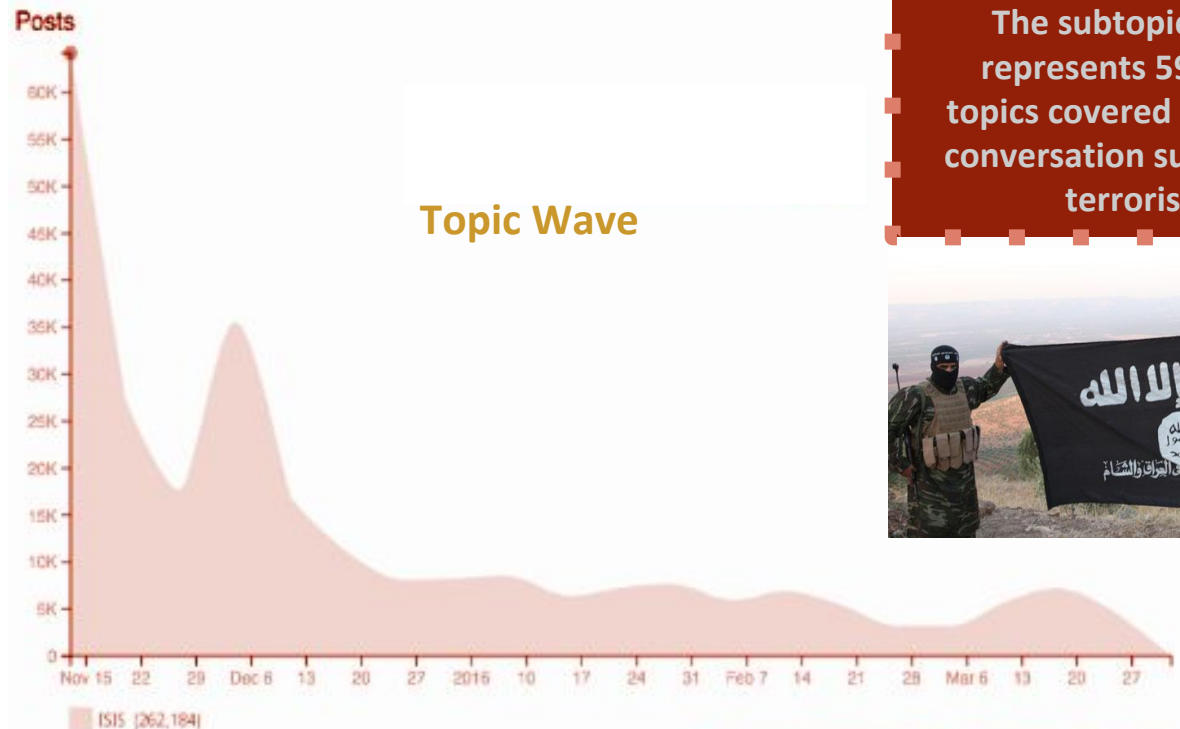
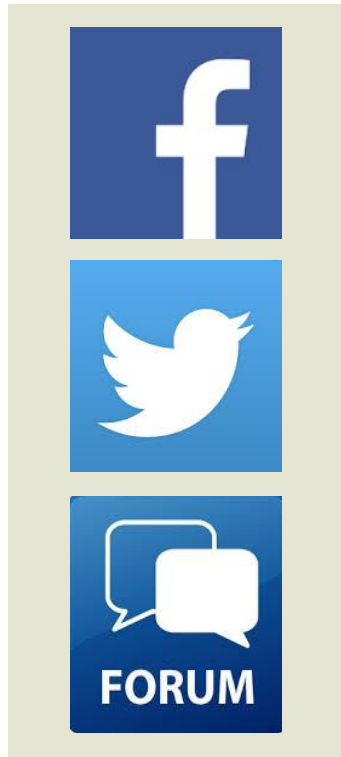
Twitter Gender Breakdown



Twitter is the only platform with enough data to make the gender demographic breakdown relevant.

Important to note that all age demographic breakdowns did not have enough data to be relevant. Neither did geographic data for Twitter.

Analyzing Earned Data



The subtopic of ISIS represents 59% of all topics covered within the conversation surrounding terrorism.





20

Other Social Media Analytics Tools

Other Social Media Analytics Tools

Most Retweeted Tweets

tweetreach

4



Trita Parsi @tparsi about 2 hours ago
Obama official: Seed money that created Al Qaeda came out of Saudi Arabia....
politico.com/story/2016/04/... @ClancyReports @nntaleb @BahmanKalbasi







4



James Woods @RealJamesWoods 1 day ago
The world is fighting Islamic terrorism, starvation, and disease, but democrats are fighting for men to pee in the ladies' room. #insanity



Top Twitter Influencers

Top Twitter Influencers		Show more
	RAND Corporation @RANDCorporation	87,0 ¹⁰⁰
	Morgan Fairchild @morgfair	83,0 ¹⁰⁰
	Nick Short @PoliticalShort	69,0 ¹⁰⁰
	Blogs of War @BlogsofWar	69,0 ¹⁰⁰
	National Interest @TheNatInterest	68,0 ¹⁰⁰
	RSA Conference @RSAConference	68,0 ¹⁰⁰



Other Analytics Tools - Actionable Insights



Mention

- ☐ Offers cross-platform analysis
- ☐ Metrics include: volume over time, sentiment, geographic data for source location, activity by day of the week, tags and top Web and Twitter influencers
- ☐ Not as easily navigable as Crimson Hexagon or TweetReach



TweetReach

- ☐ Would recommend it to beginners who are solely trying to grasp an idea of what is going on with their selected topic on Twitter
- ☐ Metrics include: estimated reach, exposure/impressions, activity, top contributors and most retweeted
- ☐ Not for those who are used to utilizing more complex social media analytics software





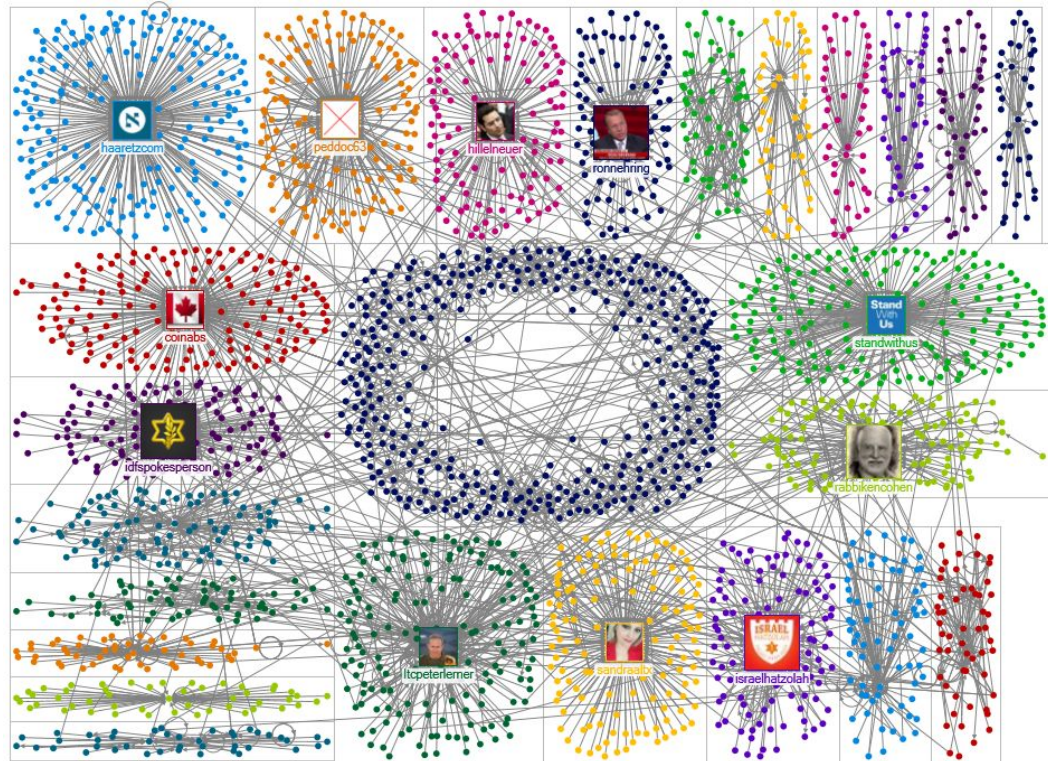
23

Network Analysis

Network Analysis: NodeXL

Boolean Search:
Israel AND terror
OR tunnel

This Boolean search
produced a large enough
data sample to perform a
network analysis



User Patterns

Top 3 Hubs



BBC Breaking News ✓

@BBCBreaking

Breaking news alerts and updates from the BBC. For news, features, analysis follow @BBCWorld (international) or @BBCNews (UK). Latest sport news @BBCSport.

📍 London, UK

🌐 bbc.co.uk/news

📅 Joined April 2007



Kun Fayakun كن فيكون

@schumell1

Muslim, Employment Consultant, Football coach, Arsenal lover, personal trainer, diet expert. Pray for me because I have FAULTS which you haven't seen.

📍 Stockholm

📅 Joined October 2013



HuffPostWomen ✓

@HuffPostWomen

What it means to be a woman -- and like it. Content by @emmaladyrose

@annadelgrey @amandaduberman

@zbiay @jsam1126.

women@huffingtonpost.com

📍 New York, NY

🌐 huffingtonpost.com/women/

📅 Joined June 2011

Top 3 Vertices



Haaretz.com ✓

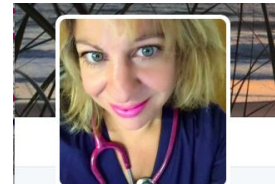
@haaretzcom

All the news, opinion and analysis from Israel, the Middle East and the Jewish World.

📍 Israel

🌐 haaretz.com

📅 Joined March 2009



Feisty Floridian

@peddoc63

Doctor & daughter of legal immigrants living American Dream! Followed by: Sheriff Clarke, Allen West, James Woods, Cruz, Hannity, Bolling, Pavlich, Larry Elder

📅 Joined April 2013



Hillel Neuer

@HillelNeuer

Fighting dictatorships & double standards. Executive Director of UN Watch in Geneva. Human rights activist, international lawyer, writer.

📍 Geneva, Switzerland

🌐 unwatch.org

📅 Joined March 2009



Network Analysis - Actionable Insights

- ❑ Due to the breaking news nature of the conversation surrounding terrorism, a lot of the users were engaged in the topic but not in conversations. This phenomenon explains the large circular community of isolates in the center of the visual from NodeXL.
- ❑ The largest cluster centers around Haaretz, an Israeli news source. The Haaretz had the largest in-degree centrality of all the users, most likely because it is one of the primary information sources for the population observed.
- ❑ Key influencers in this topic ranged from news sources, to journalists and politicians, to strongly opinionated individuals.
- ❑ There were no distinct large community clusters with an identifiable preferred topic of conversation. Rather, there were several medium to smaller sized clusters that shared common hashtags, such as #israel and #terror.

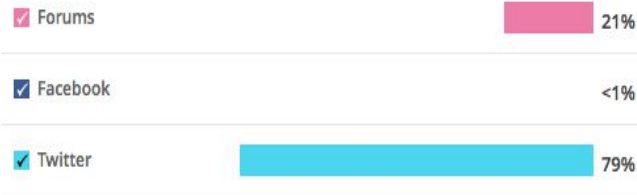




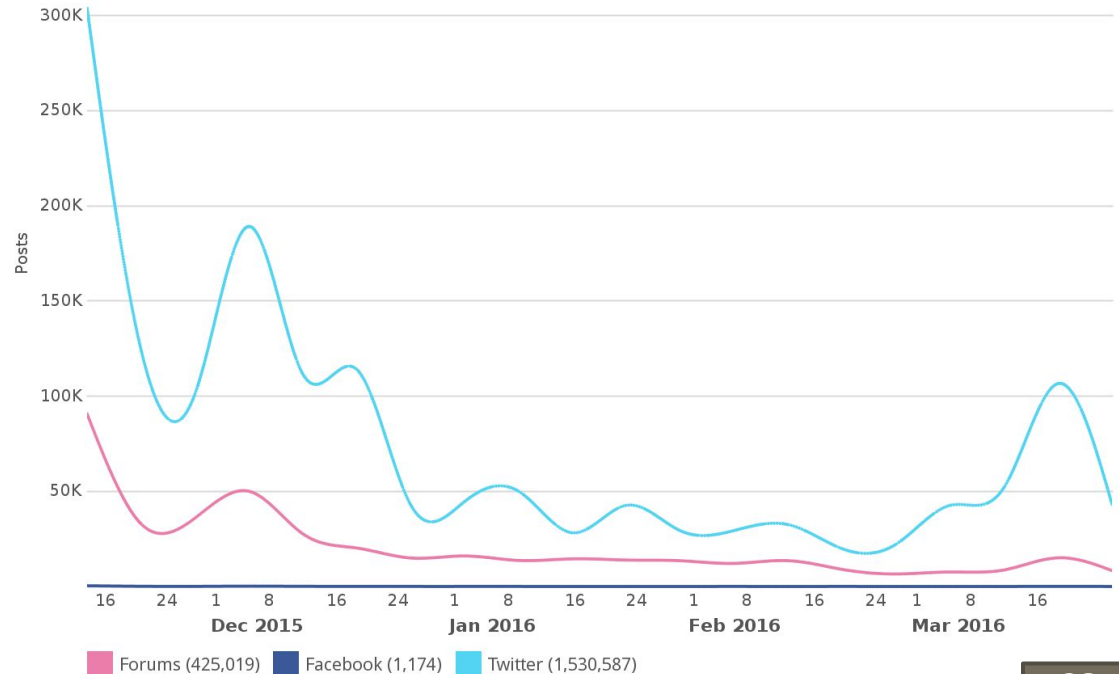
27

Content Analysis

Content Source Breakdown

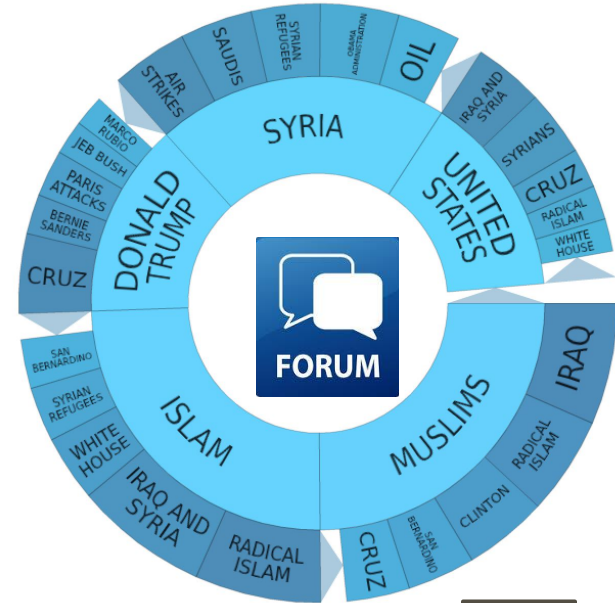
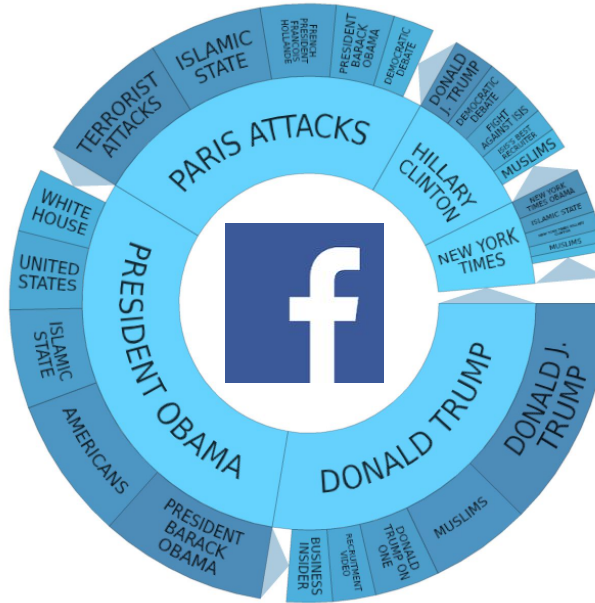
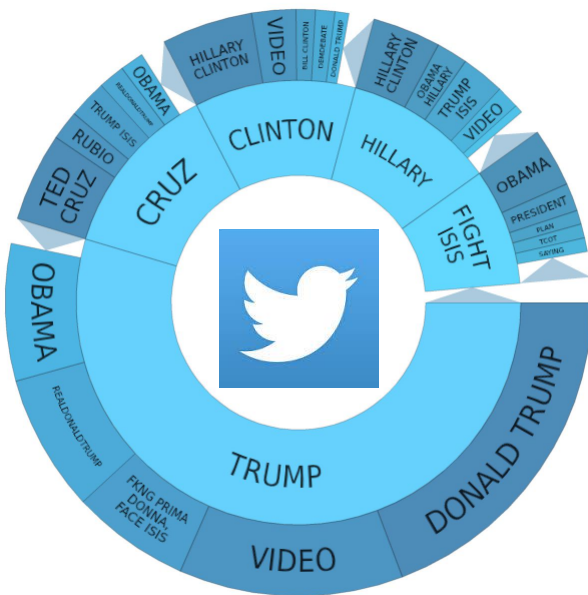


Twitter is the social media platform with the most engagement.





Topic Themes by Content Source



Sample Posts



Cher 
@cher



Follow

Trump NOT Doing FOX Debate Cause Of
MEGAN KELLY 😂 Some1 Get Him TOE
SHOES, fknng PRIMA DONNA. HOW CAN HE
FACE ISIS, HE CANT FACE A CHICK ON
TV. 🐕

RETWEETS

33,316

LIKES

45,802



8:47 PM - 26 Jan 2016




Dr. Ben Carson 

December 7, 2015 · 🌐

 Like Page

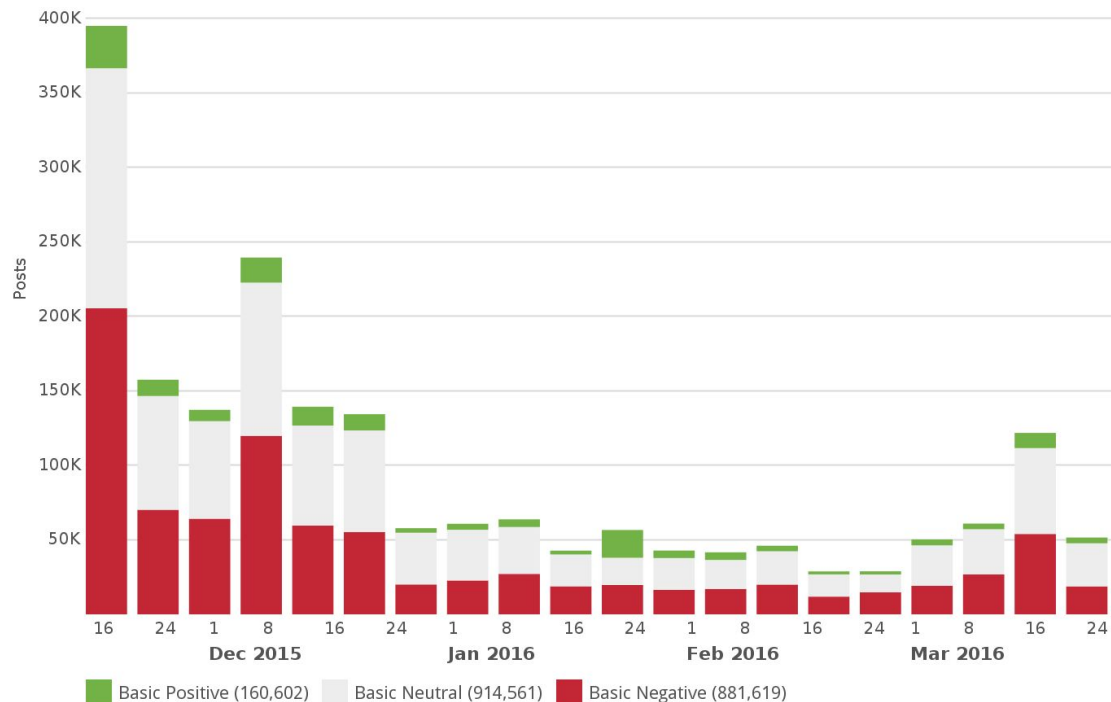
President Obama finally acknowledged last night that the recent terrorist attack in San Bernardino, California, was an act of terror. Unfortunately, the President believes enacting tougher gun-control laws is the way to prevent such attacks in the future, ignoring the root cause of the problem. California already has some of the toughest gun-control measures in the country, but none of those were sufficient to deter two terrorists bent on murdering innocent Americans.

O'Malley: Trump's Muslim database leads to 'fascism'

Author	Comment
 Tomguy53	O'Malley: Trump's Muslim database leads to 'fascism' Lead [-]
	<p>TAGS : None</p> <p>Former Gov. Martin O'Malley (D-Md.) says that Donald Trump's idea for a national database of Muslim Americans raises the specter of fascism. "It is shameful," he said Tuesday on "MSNBC Live with Jose-Diaz Balart." "I think we've seen this before in history, [and] it doesn't end well. "Look, Donald Trump's call for a registration of Muslim Americans is outrageous," O'Malley, a Democratic presidential candidate, continued. "It is the sort of fear-based politics and division that sometimes precedes fascism. And equally as bad, [it] could plunge our democracy into [the] condition of being a security state." O'Malley then criticized Trump, who is the GOP presidential front-runner, and other Republican contenders for opposing President Obama's Syrian refugee resettlement program.</p>

Posts: 30531
12/09/15 05:29
Administrator

Sentiment Overview



Roughly 20 percent of the posts analyzed were in languages not recognized by the sentiment algorithm used by Crimson Hexagon. These posts were automatically filtered as neutral. It is therefore possible that the graph is skewed neutral. However, a majority of the posts were informative in nature, so that could also be a factor.



Content Patterns- Actionable Insights

- ❑ Forums has far different users than Twitter and Facebook and is best to be analyzed separately
- ❑ The conversation on Facebook about terrorism is 15 percent more negative than Twitter
- ❑ However a majority of the conversation surrounding Twitter and Facebook is surprisingly neutral
- ❑ The majority of conversation is 79% negative on Forums
- ❑ Donald Trump is the most popular subtopic





33

Moving Forward



Resulting Actionable Future Strategies

- Define Boolean search after considering recent terror attacks and current top political influencers
- Take into consideration that while much of the social conversation occurs on forums, the users are far different than Twitter or Facebook and tailor content to each audience
- Redo this information in a non-election year
- Remember that most platforms do not have enough information to consider demographic or geographic breakdown, making it difficult to create actionable insights from the data, rather look for patterns in type of content that garners attention and engagement



Terrorism

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@SEESuiteUGA