



# Social Media Monitoring: London Underground Strikes Digital Research Report

Summary of findings

Semantica Research

&

Mappa Mundi Consulting

# Social Media is about relationships.



As humans huddle, the ability to identify the points around which these huddles (or clusters) form has the potential to provide insight into the way individuals are behaving and factors influencing their decision. Ultimately the way humans huddle influences the information horizon which an individual identifies as part of a decision making process.

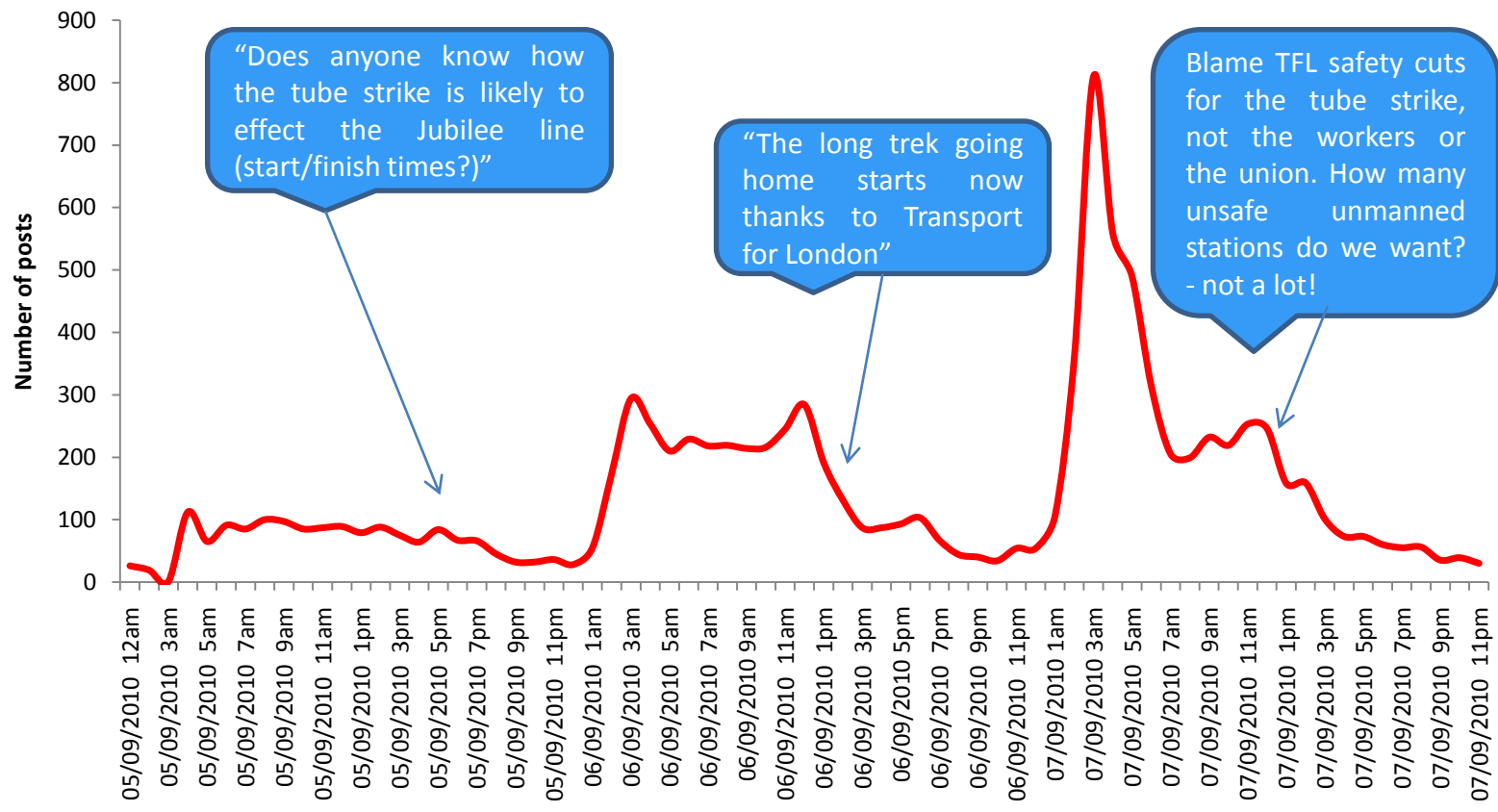
## **Practical Insight**

- **Measurement of trends and volume needs to be combined with the network structures which information flows.**
- **Identifying the network architecture is key to understanding;**
  - **Structures and relationships that underpin ephemeral trends**
  - **The potential profile of users adopting particular behaviours**
  - **The tendency of individuals to cluster, or huddle, around particular sources or spaces.**

Online users had a delayed reaction to the strike in September citing TFL and London Underground as the reason for their inconvenience the day after the strike.



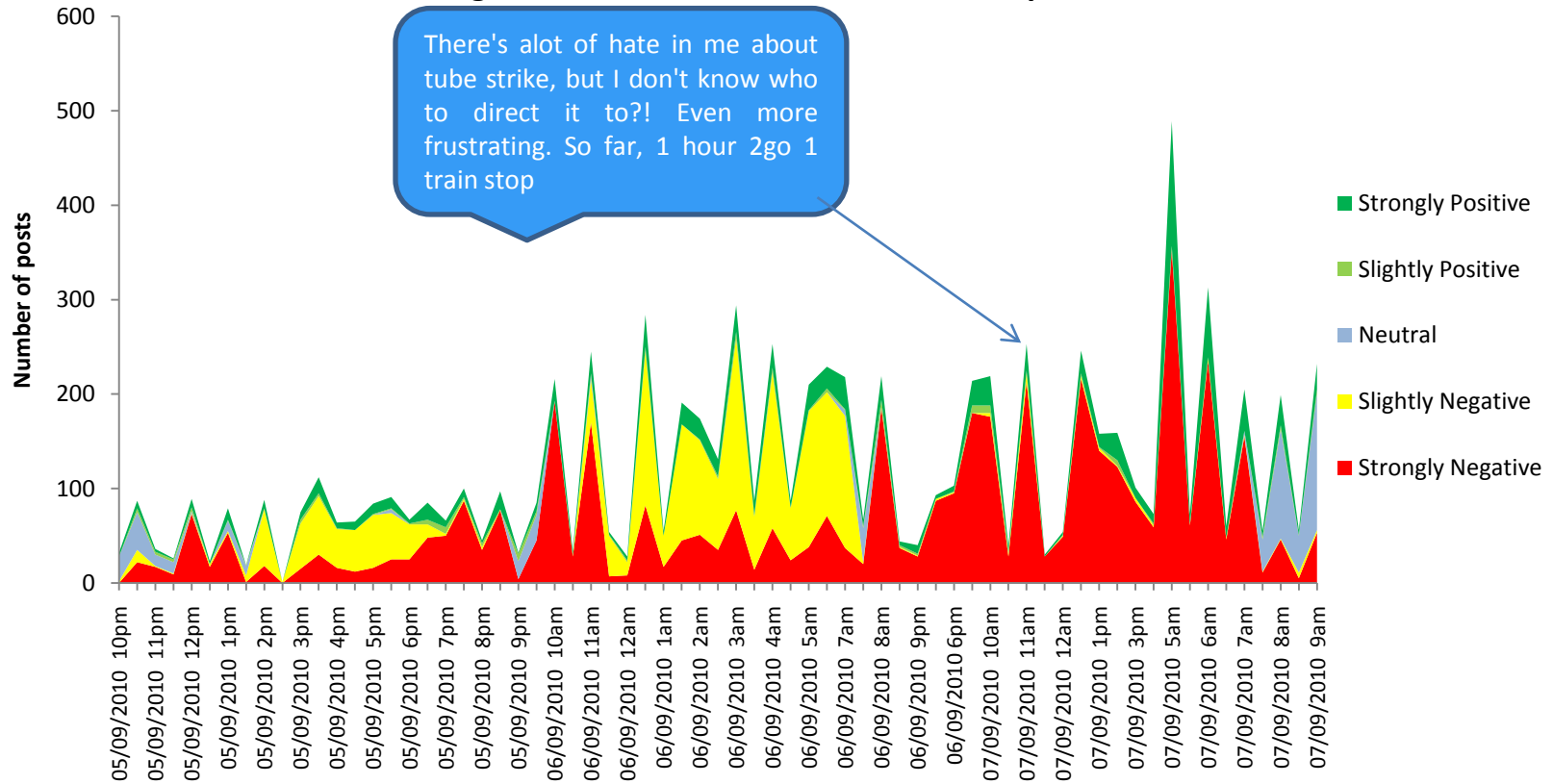
### Volume of Digital Media Content Concerning the September Strike



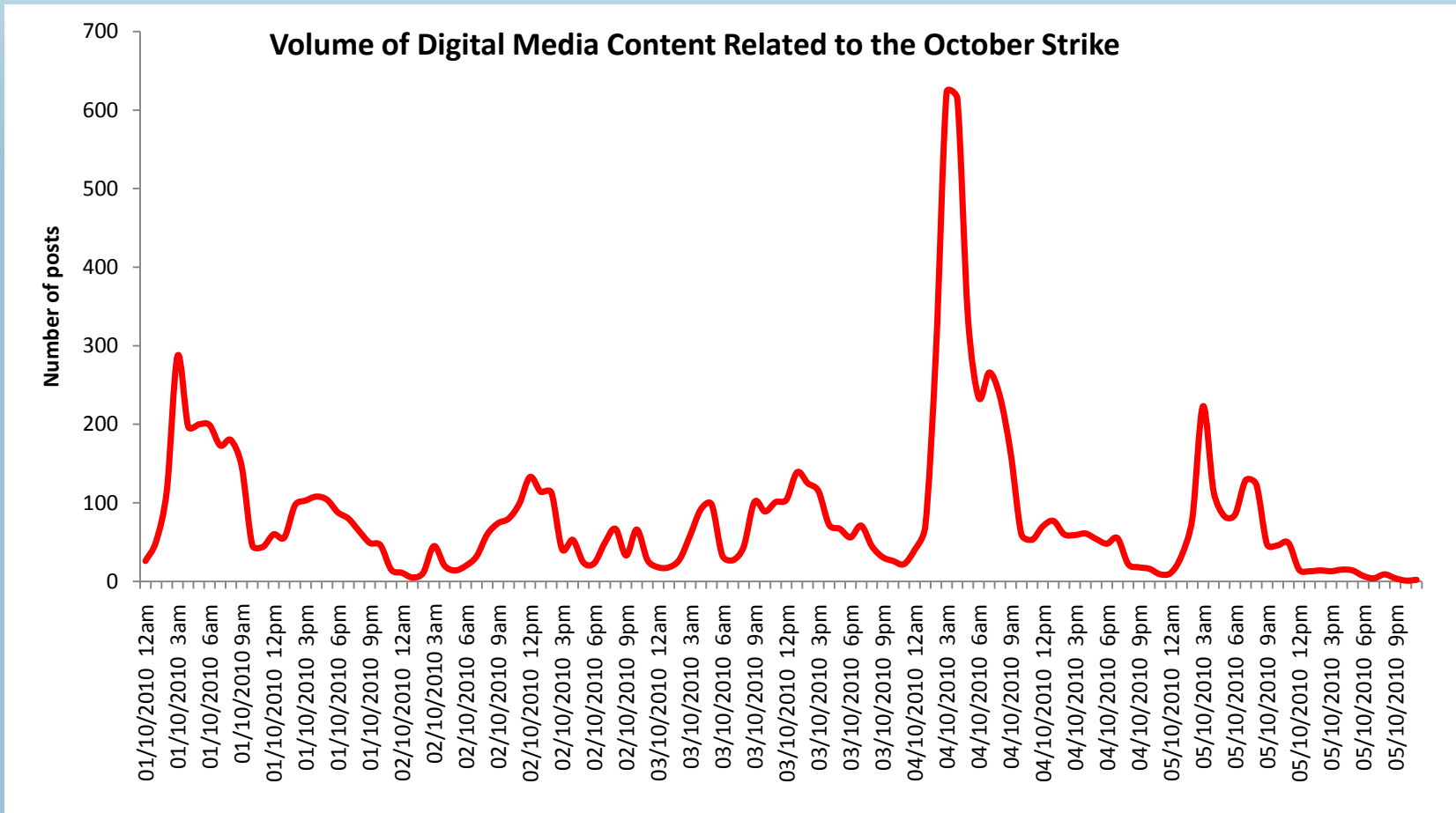
Online users expressed their frustration the day after the event and focused on their inability to locate accurate and useful information during the strike



### Sentiment of Digital Media Content Related to the September Strike



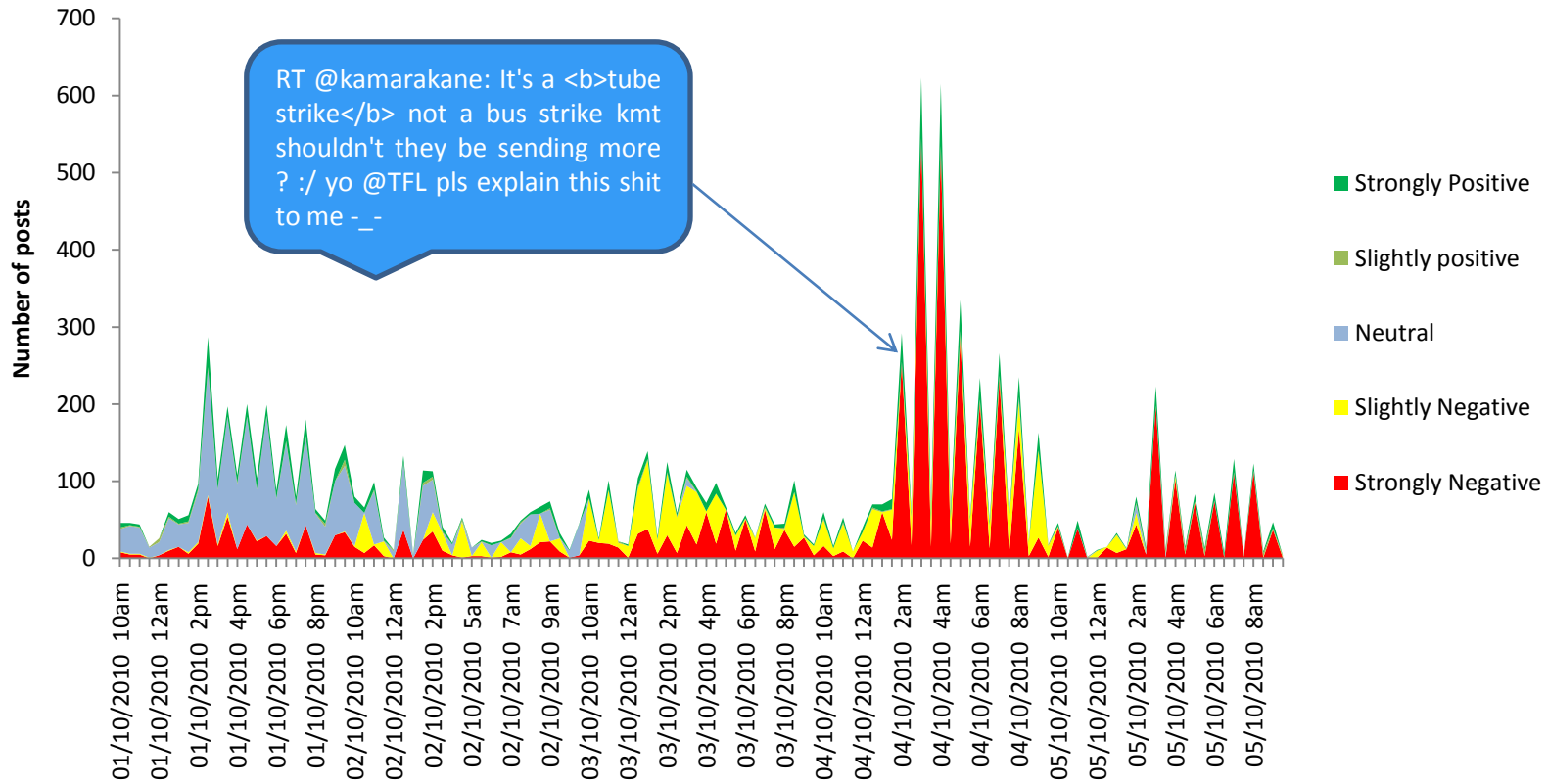
Online users commented more frequently on the day of the October strike, particularly before the rush hour.



Strongly negative commentary dominates discussion of the strike as online users failed to grasp the key arguments by London Underground.



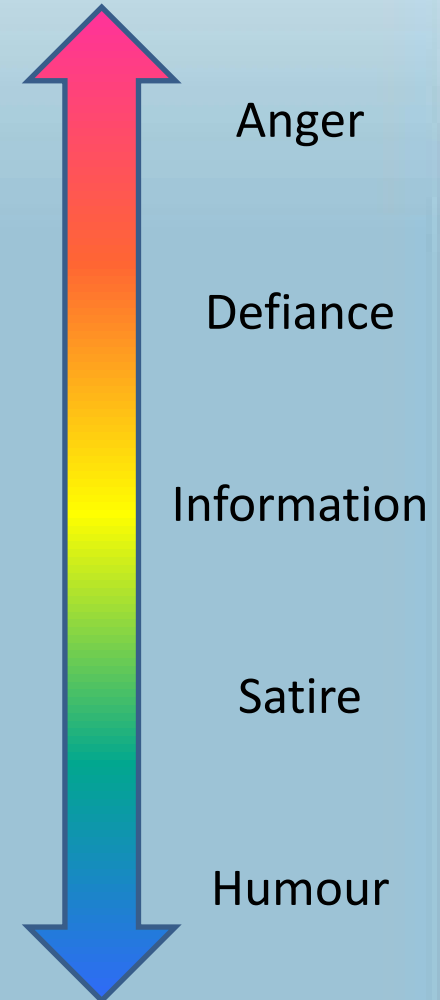
### Sentiment of Content Related to Discussion about the October Strike



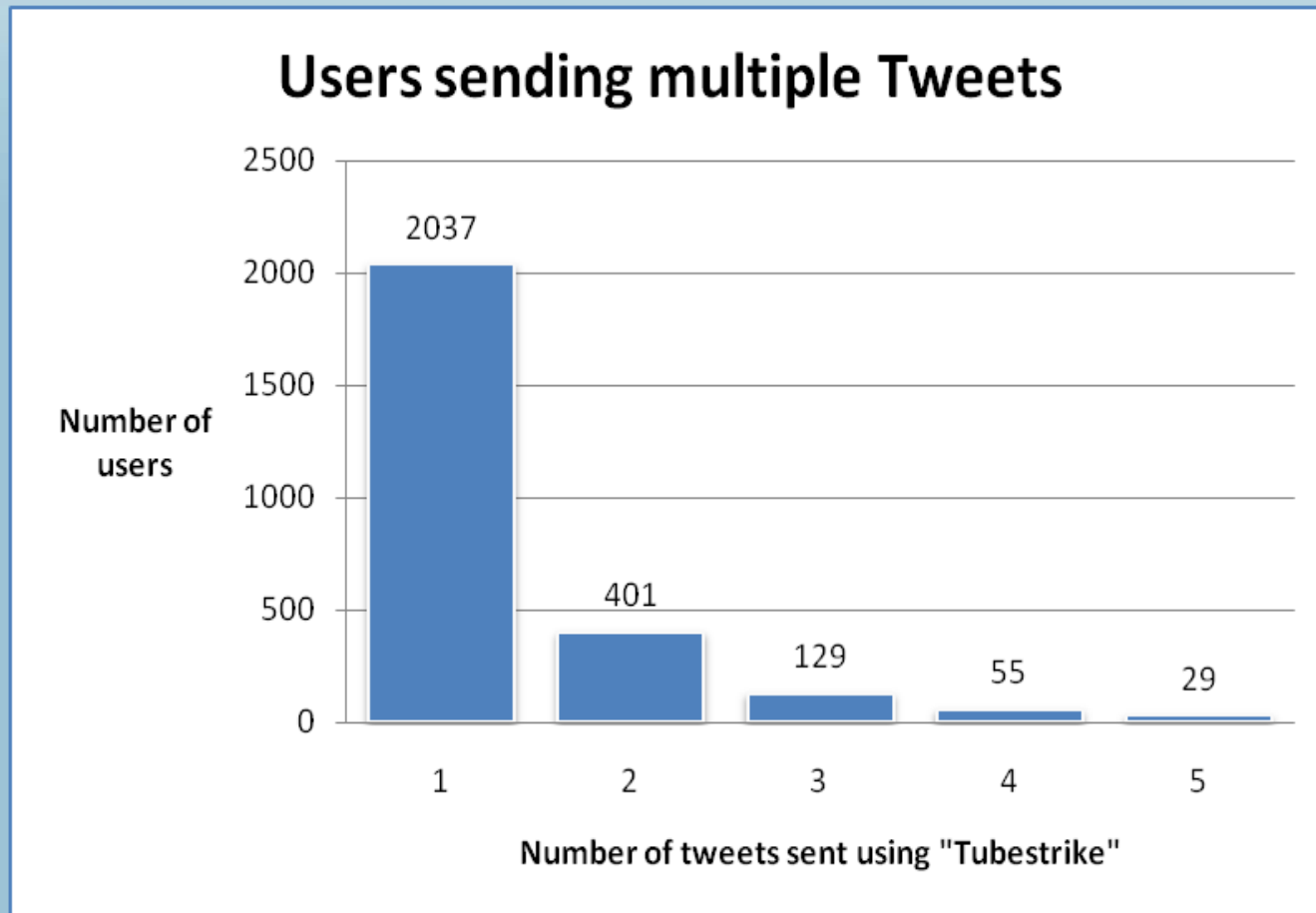
# Range of emotion amongst Twitter users, a 10 minute snapshot:



- **Oct 04 06:22:34** This is what worries me. RT @MegFitz: FFS, if all the tubes are closed, at least run the buses. 20 min without a single one #tubestrike
- **Oct 04 06:20:47** Not letting the #tubestrike stop me. I will get to enjoy work in Chiswick today!!
- **Oct 04 06:22:37** Can anyone tell me if Jubilee Line Canary Wharf to Westminster is running?
- **Oct 04 06:23:11** TfL inform me there's a 'special service' on the Bakerloo line. Will there be an at-seat service of light refreshments?
- **Oct 04 06:29:22** staff from Mayor Boris Johnson's office are offering frustrated commuters piggy-back rides to their destinations



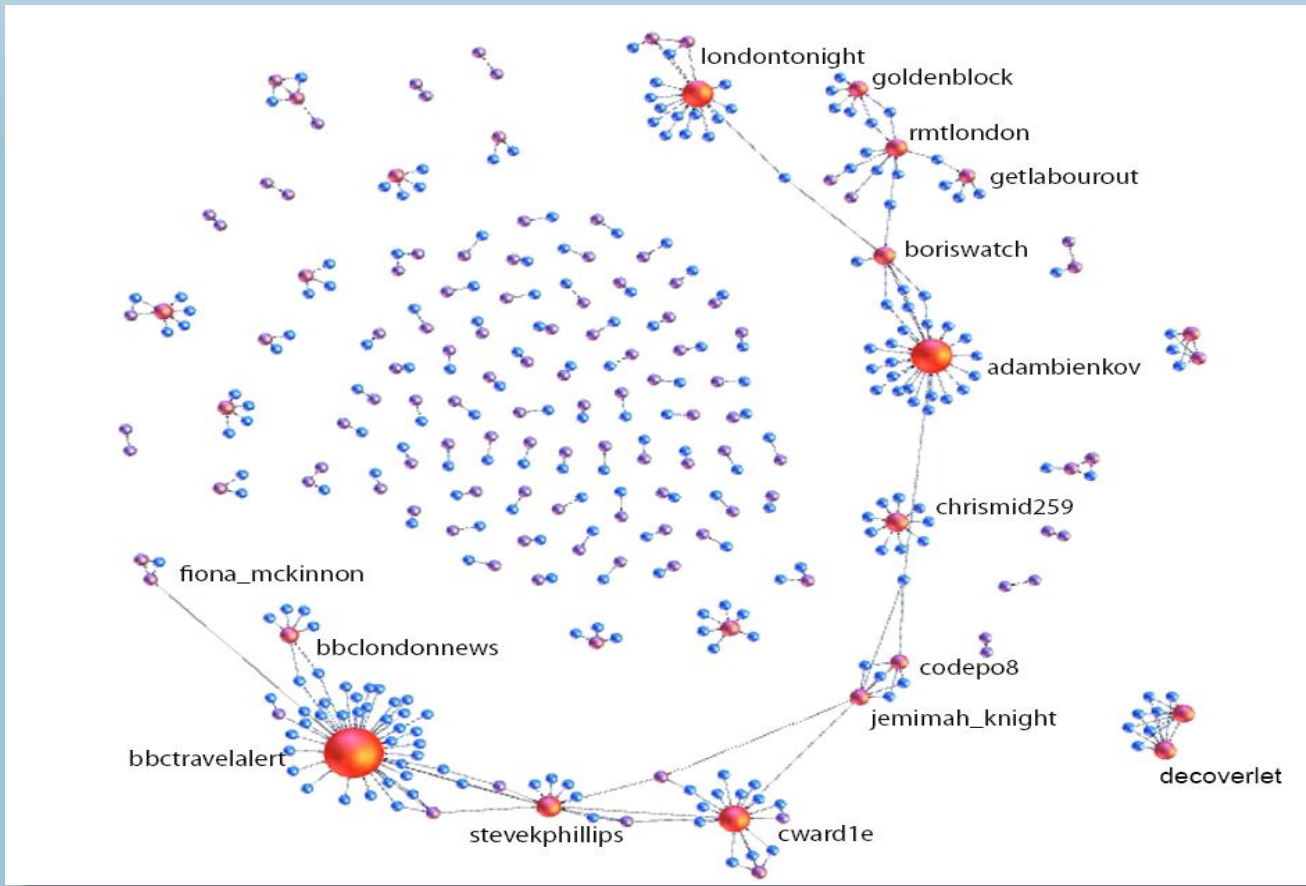
Most users Tweet once to vent their frustration. However, there is a long tail of users who were strongly engaged and commented frequently on the action. Highest number of tweets by a user was 104.



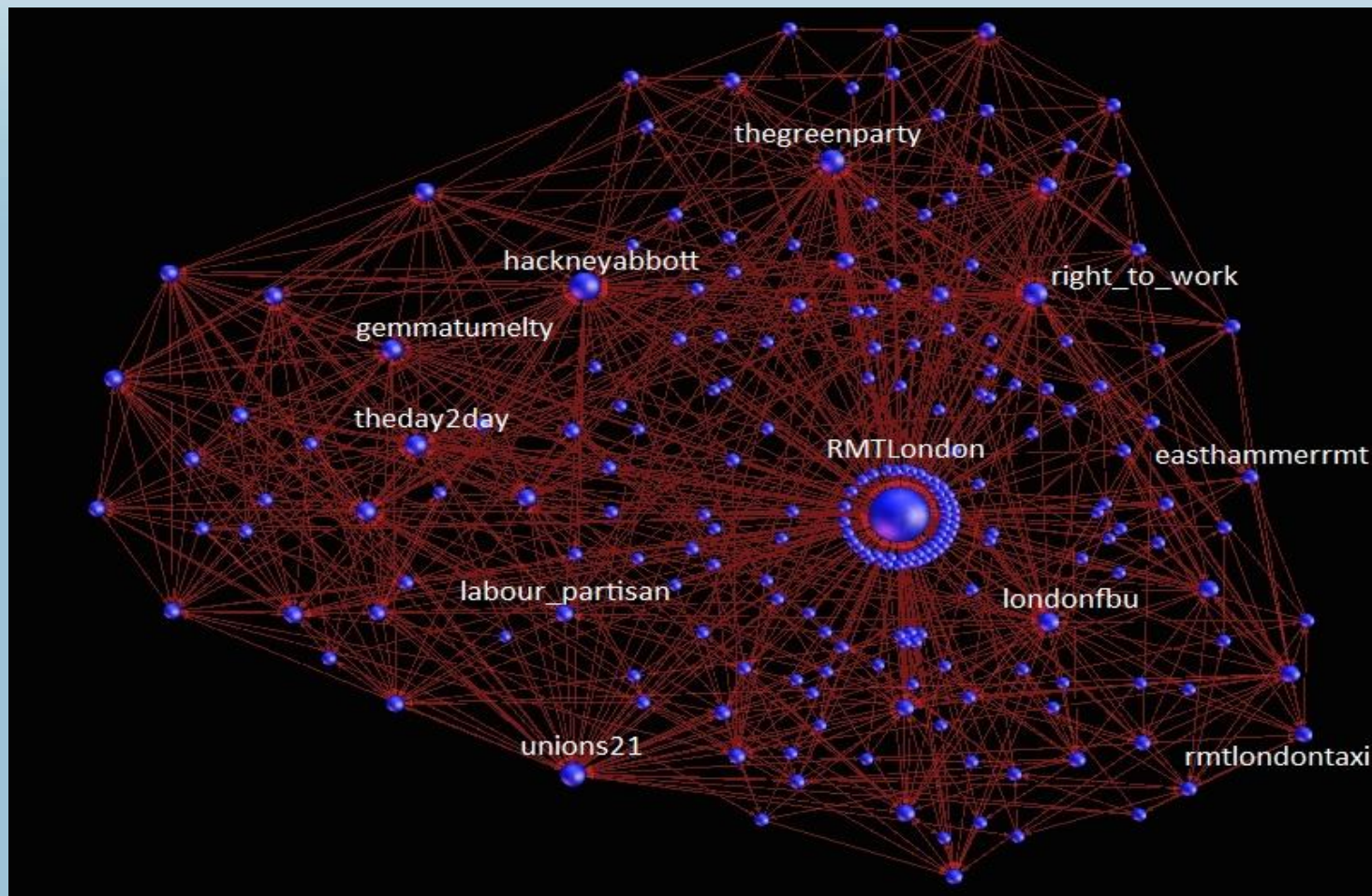
Competing news organisations appear at either end of the long chain through which information flowed. RMTLondon is a key node in this network - TFL is not.



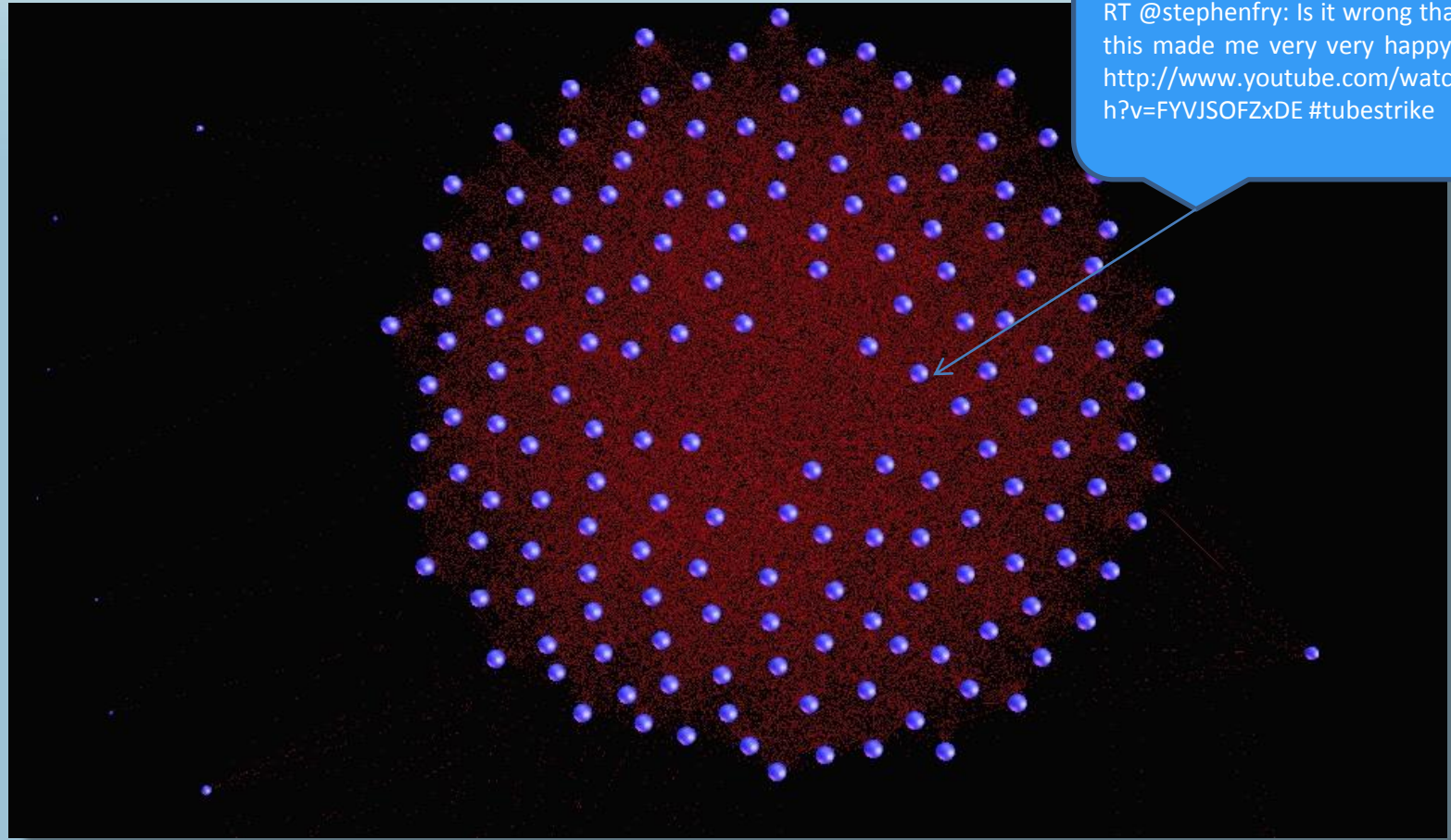
**Networks create the structure in which events are interpreted.**



The network following @RMTLondon is a relatively small world with many users from a narrow range of political perspectives.



Users of social media use multiple channels. For example, this tweet directs the user to the “London Underground Song” on YouTube and into a densely connected network of videos reinforcing that negative perspective.



RT @stephenfry: Is it wrong that this made me very very happy?  
<http://www.youtube.com/watch?v=FYVJSOFZxDE> #tubestrike